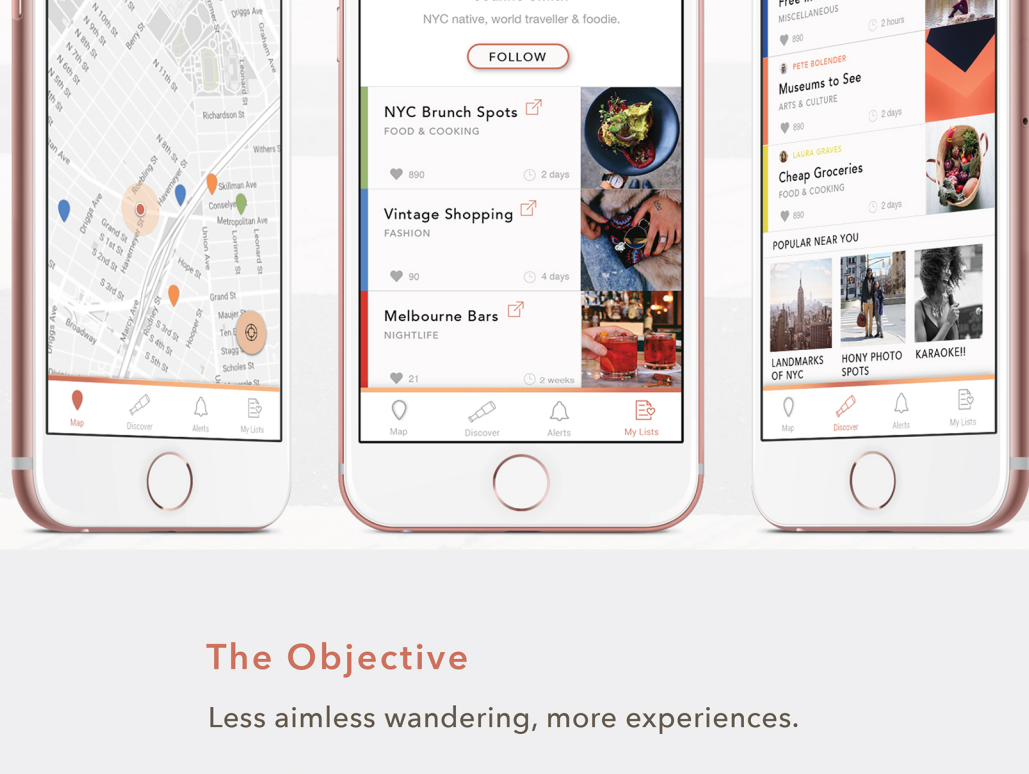


marcopolo.

Make cities personal.

Whether at home or abroad, discover and curate your favourite places or explore someone else's.



The Objective

Less aimless wandering, more experiences.

Millenials want to travel and experience a place as if they live there. In a new city you can walk for hours deciding where to go, and still end up in a mediocre tourist trap. Even at home, conjuring the name of a quality location nearby is not always easy.

MarcoPolo is a socially integrated location app that allows users to quickly find better experiences at home and abroad.

How it works

Three main user flows get you where you want to go.



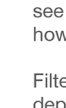
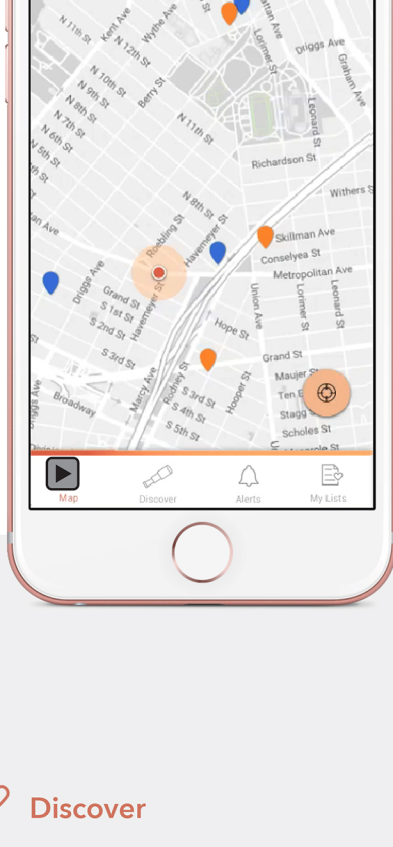
Explore



Discover



Share

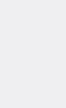


Explore

A personalised interactive map lets you see what great locations are nearby and how to get there.

Filter which lists are active and visible depending on what you are looking for.

Select a location and MarcoPolo will suggest the quickest route there.

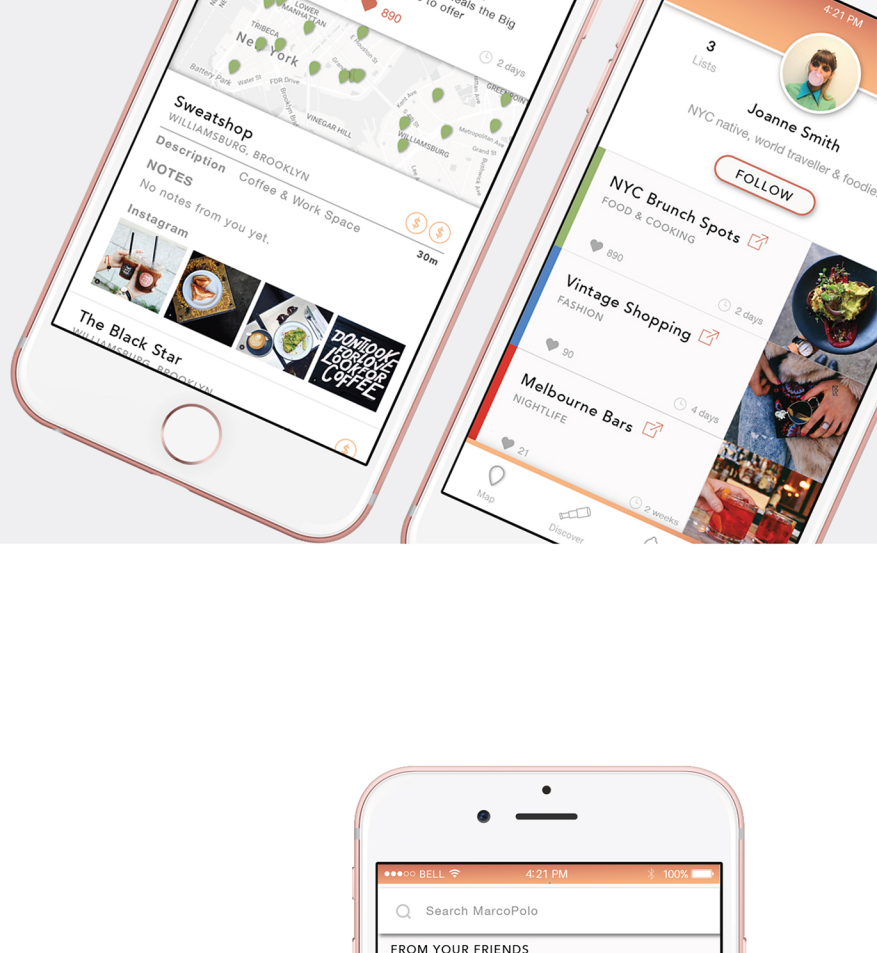


Discover

Never forget a great spot once discovered.

Create lists that reflect every aspect of your lifestyle and customise them to your liking with color & photography.

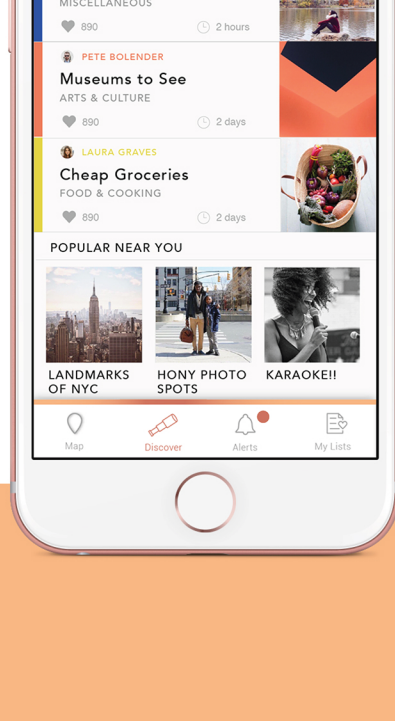
Add notes for extra detail in future and the next time you're in that location.



Share

Share your finds with your immediate social circle or the wider MarcoPolo community. When travelling get recommendations from friends who know the city.

Go to the Discovery page and browse to see what is popular from your friends and in your area.



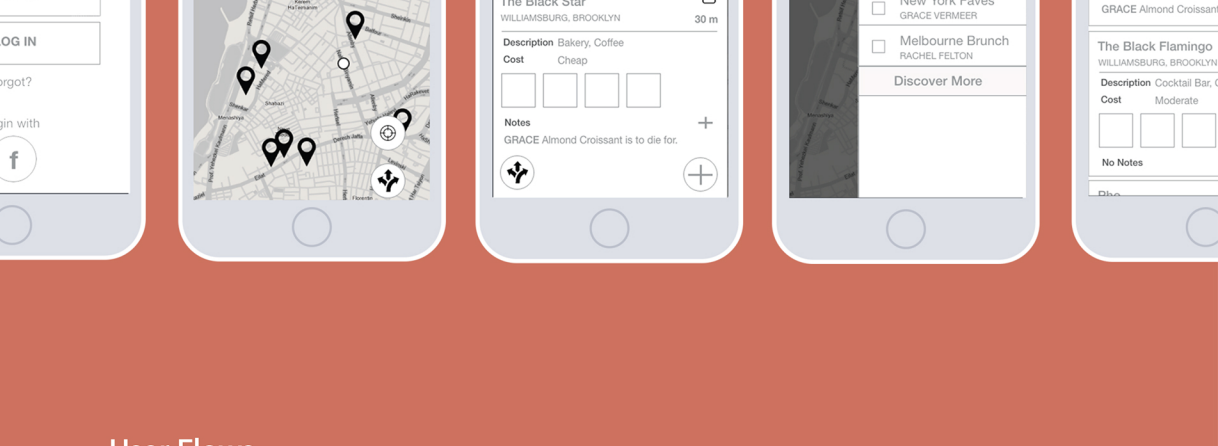
More than 20 sceens total.

Unlimited potential for user generated content.

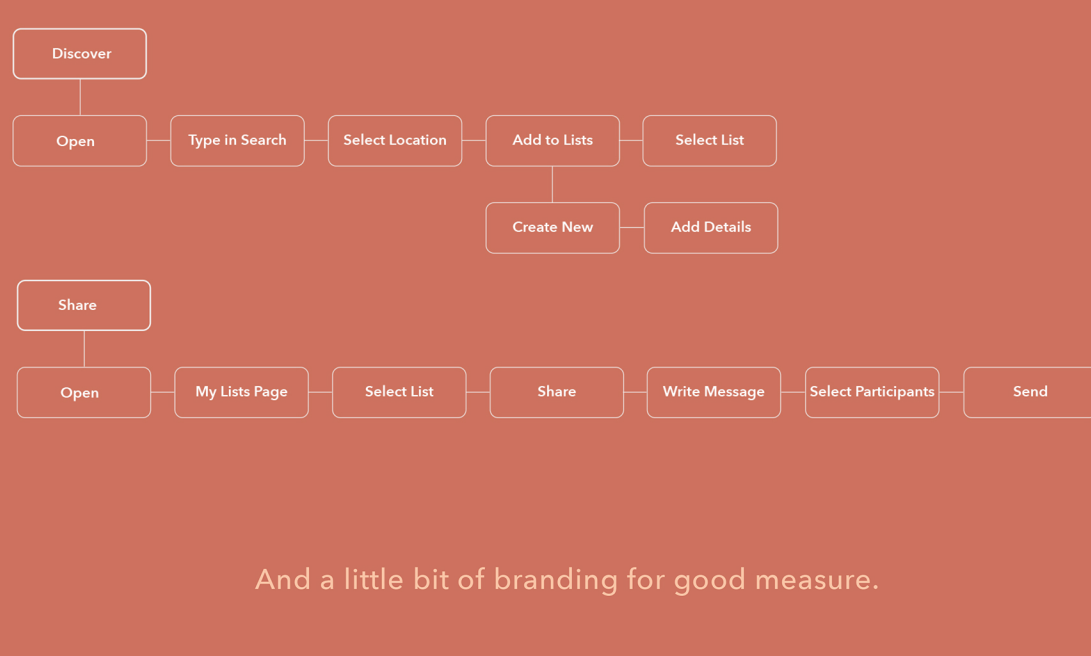


Concept Development

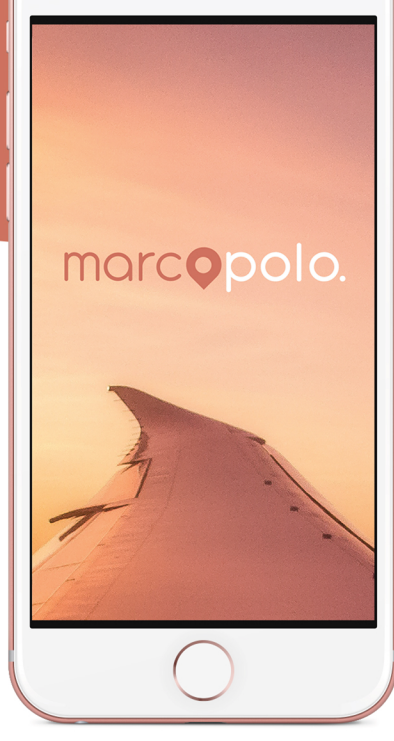
Wireframes



User Flows



And a little bit of branding for good measure.



That's all folks.