Project X – Research & Documentation

Feedback on the planning

After showing and talking about my planning and project topic, I received some very good feedback.

First, it's a good project for the learning outcomes. However, it doesn't have a specific goal as it is still a pretty broad idea and project. To tackle this, I need to think about how I can implement my project in a way that it will have a specific goal to work on. For example, if I make an animation for a company or place (city), animations in this sense means video transitions & effects, it can be used as marketing and I would have a proper target audience as well, which can be extremely helpful.

Creating a mascot for said company or place would be good as well.

This way I can also ask for feedback in a more efficient way and get a clear goal to work on.

Topic "edit about a country"

After thinking about how I could implement animations for a place or company, I thought about making an 'edit' about a country, specifically Turkiye as it is my nationality.

The purpose of this as marketing could be to attract more tourists from foreign countries. To give them an idea about the sceneries that are present throughout the country.

Feedback on "edit about a country"

The previous topic was still 'flat', my coach recommended me to do something more diverse and unique, this way I can get more value out of my project x.

One example was to make it interactive by making an app for it.

Topic "an interactive app/website that can show hotpoints of a city of a country"

By making an interactive product, I can easily improve my "Interactive Media" learning outcome while also improving "Iterative Design".

So my idea is to make an app concept on figma, where you have a country and you can see the cities on the map of the country, if you click on a city you will see places that you can visit as a tourist: nature, historic buildings, culture (for example).

I will only showcase one city in the prototype as I only have two weeks for this.
I will be designing the app, testing with target audience if it's useful, and making the prototype.

As for the animations bit, the animations will be the transitions of the app. For example, when you click on the city, switching through sceneries of the city.

Comparison analysis on existing apps

Of course, before starting to work on this project it's very useful to look at existing apps and look at how they do it. While doing this I will be also looking at a way to find a unique selling point. So, let's look at some of the apps.

Upon doing some research on existing apps with the same concept or at least similar, I've found:

Roadtrippers

"Find interesting places to stop during a road trip with the appropriately named Roadtrippers. With this app and website, you can explore a map of the US and Canada (with some coverage for Mexico, too) that has unusual roadside attractions, museums, amusement parks, campsites, restaurants, and more. When you find a site you like, just add it to your trip, and Roadtrippers draws your route accordingly."

Lonely Planet

"Lonely Planet, known as a publisher of travel guidebooks, also has a great website and app where you can explore your next travel destination. You can expect gorgeous photos alongside these recommendations for an inspiring experience."

Rick Steves Audio Europe

"Travel writer Rick Steves has an app for European travels with dozens of audio files. Some give you background information on a particular city or region while others are audio guides for navigating popular sites."

AllTrails

"AllTrails is a mobile app and website that helpsyou get outdoors. It has lists of trails for hiking and walking around the world with pictures, maps, and directions to trailheads."

These apps all have a similar concept, it shows them places where they could visit or it shows them nice spots to travel to.

The best match for the concept that I want to do is the **'Lonely Planet' app.** You explore new travel destinations where they also show you photos along with it. However, this app shows you destinations all over the globe, while I want to make mine to only show the country Turkiye.

An unique app that has almost the same concept is the **'Rick Steves Audio Europe' app.** As the app uses audio files to describe cities or regions instead of pictures it makes the app different and unique, and it's probably the selling point of the whole app.

Now, I must see what I can do differently to have a selling point as well. Because why would someone want to use my app and not other apps? What makes the app different and unique? What's the reason I stood out?

To answer these questions, I have to do some experimenting and be very creative to get my own unique idea.

Figma design (https://www.figma.com/design/h3vhfAxwHxansONKWcmn8y/Project-X?node-id=0-1&t=MHVngD8VdFKY3ePB-1)

Because of time shortage, I just started on my figma design. I decided to draw the map of turkey in illustrator with straight lines, I did this because I wanted the app to be modern, because it *is* a modern concept. And I need it to be done as soon as possible.

The whole point of the app is to explore new places in Turkiye, and when you click on a place/city you get to see a short, edited video about the place (that you clicked/pressed). The video will have transitions which count as animations.

Feedback from peer

I have also made custom icons based on the feedback of my peer. The icon is an animated fire icon to indicate a spot that is popular amongst tourists. They said that it would be better to have an animated icon to make it pop out more. So I looked for a fire icon online and drew them in illustrator. I drew 5 of them and then put them in Adobe Animate and made a small animation for the "trending" icon.

Old Icon:

New Icon:

Features (if app would be fully released)

I will add the icons for the features to the design.

The app will have the feature to search, favorite and to have an account.

The account feature is to save your favorited places and you can access them when logged in.

The favorite feature is to save your favorite locations that you may be planning to visit.

And the search feature is to look up places specifically, it may be faster than searching for it on the map. And of course, if I actually completed this app, I would've included other countries as well.

Making it

So, I designed it with all of these in mind.

After redrawing the map on illustrator to get a unique modern design I made a layout for the app.

All of these designs and elements were made in a short time because of time shortage, because at this point of time I will need to edit a short video with transitions to show when you press on a place.

I will make the video about Istanbul as it has already existing clips of the city, which makes it easier and faster for me. The concept is that every major city has a short video you can view when pressing on it.

Short edited video

I made a minute long video (58 seconds) using the video editor called CapCut.

View the video here (file):

istanbul edit.MOV

Or YouTube (link): https://youtu.be/3G9-83YCndM

The clips used are from: https://www.youtube.com/watch?v=eV6lTEY95yY

I made transitions based on the song I picked:
https://www.youtube.com/watch?v=siS5f-zmZQo (CVRTOON - İzmir Marşı (Trap Remix))

And I added a typewriter effect with sound effects for the intro.

Testing

Peer

I showed the app design and the video to a peer, and they liked it.

They said the app design is very clean and modern which is refreshing to see unlike many other travelling apps. They also liked the fact that it would be simple to navigate through and not an overload of information.

They loved the idea of the short video and said that it's a nice way to showcase the country in a quick way that would still keep the user's full attention.

Family (cousin who studied and finished the same study)

I have also showed this idea to a family member, specifically my cousin. He was also a fan of the idea. However, he did say that the app could use some improvements as in including some more colours to make it not seem too boring in the colour department.

But for the rest, he enjoyed the video and said this is a great way to find new places to visit by watching a video about it. And he also said it was good that it's a minute because most people are used to seeing short clips because of TikTok, Instagram Reels, YouTube Shorts.

Overall, they were pretty satisfied with the concept and prototype.

Conclusion

After making the prototype and video and based on the feedback from my peer and cousin. The concept should be good if it is completed.

Meaning it would attract people who love to travel and people who are looking for a new place to travel.

Reflection

Unfortunately, because of some personal issues, I couldn't ask feedback from my coach towards the end of my project X. Which I really regret not being able to do so. However, I asked a peer of mine and my cousin who finished the exact study I am doing right now. This way I still gathered information on how a 3rd party views my idea and prototype.

I would've also liked it if we had more time to work on this as this project is a more personal one which made it way more fun to work on than the school projects. I could have also finished the whole idea which I would've loved to see how it would turn out.