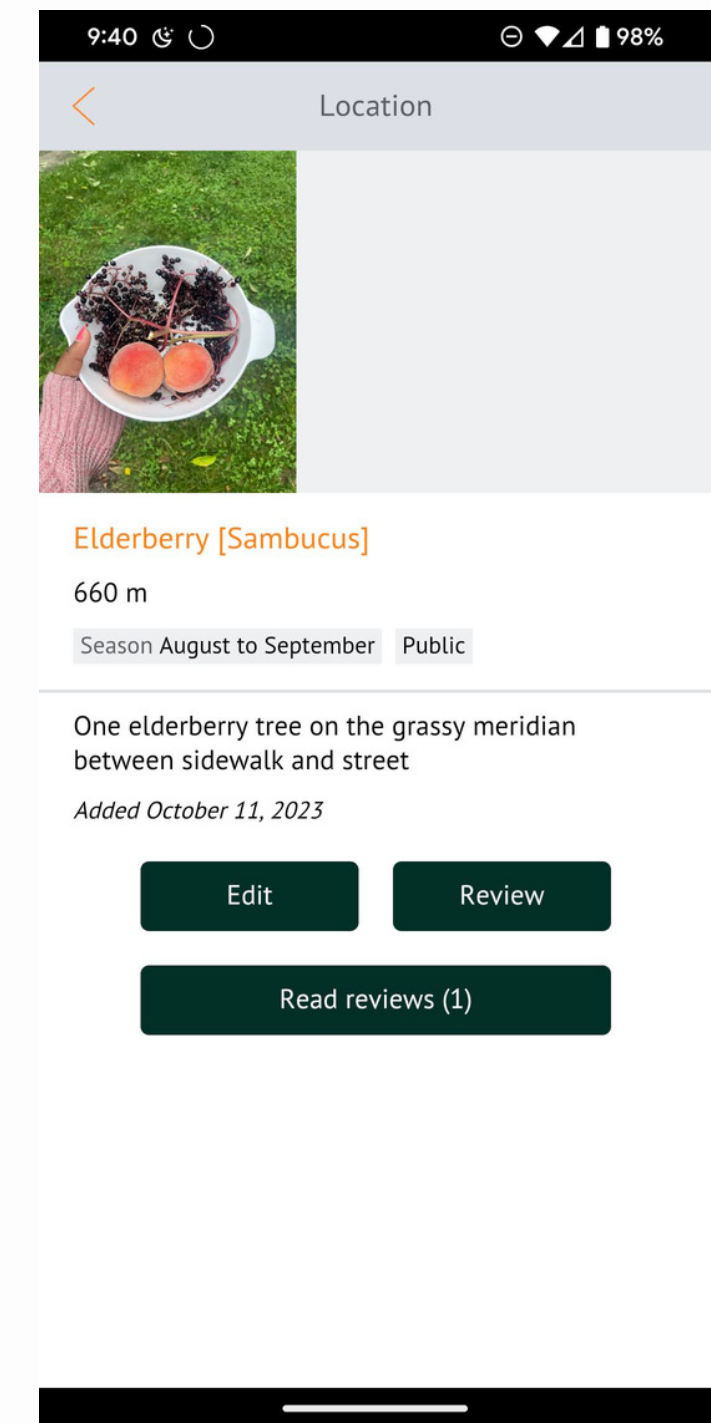
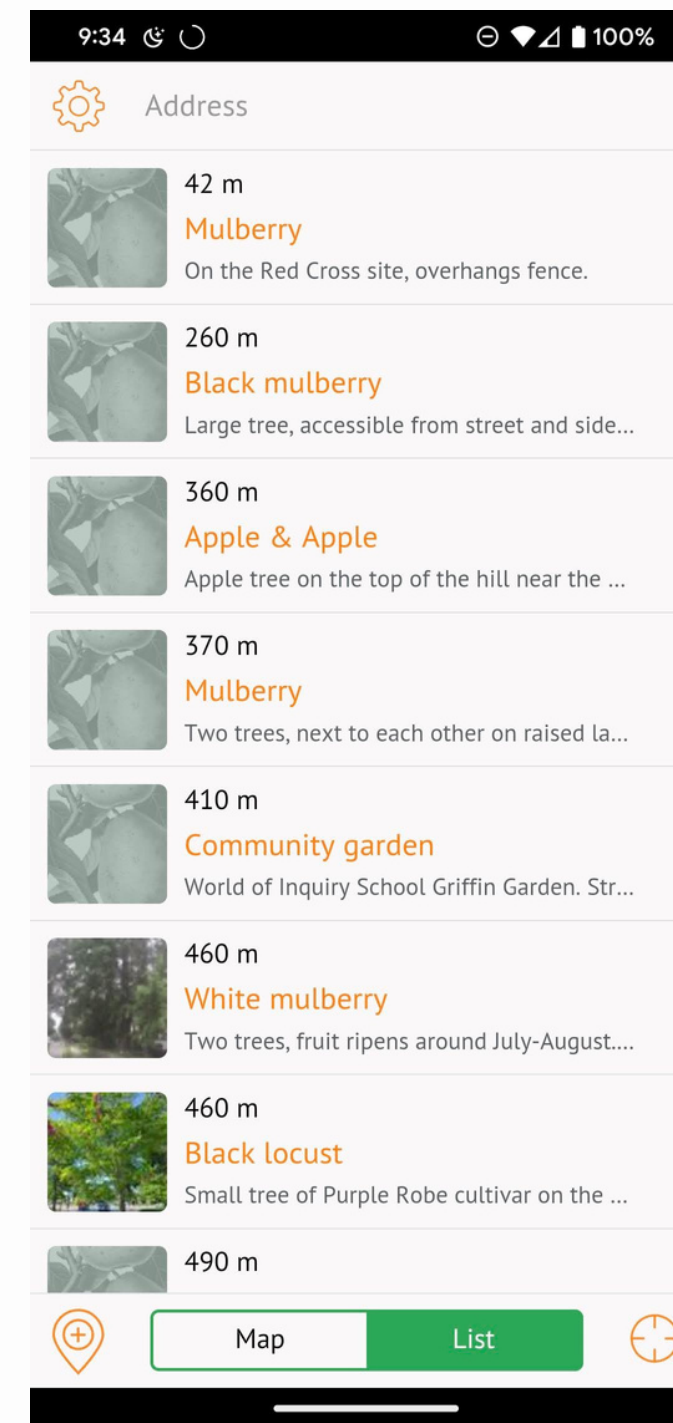
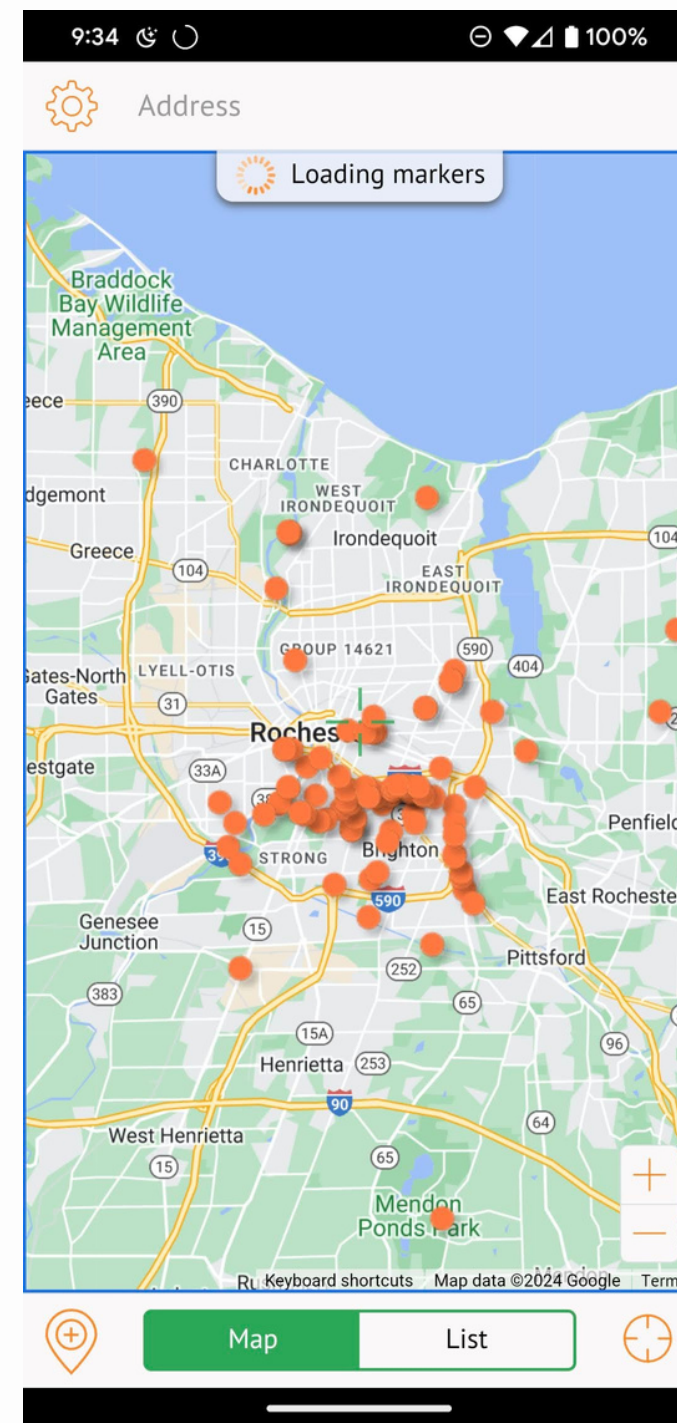

App Ideation

Isabella Susino

Inspiration

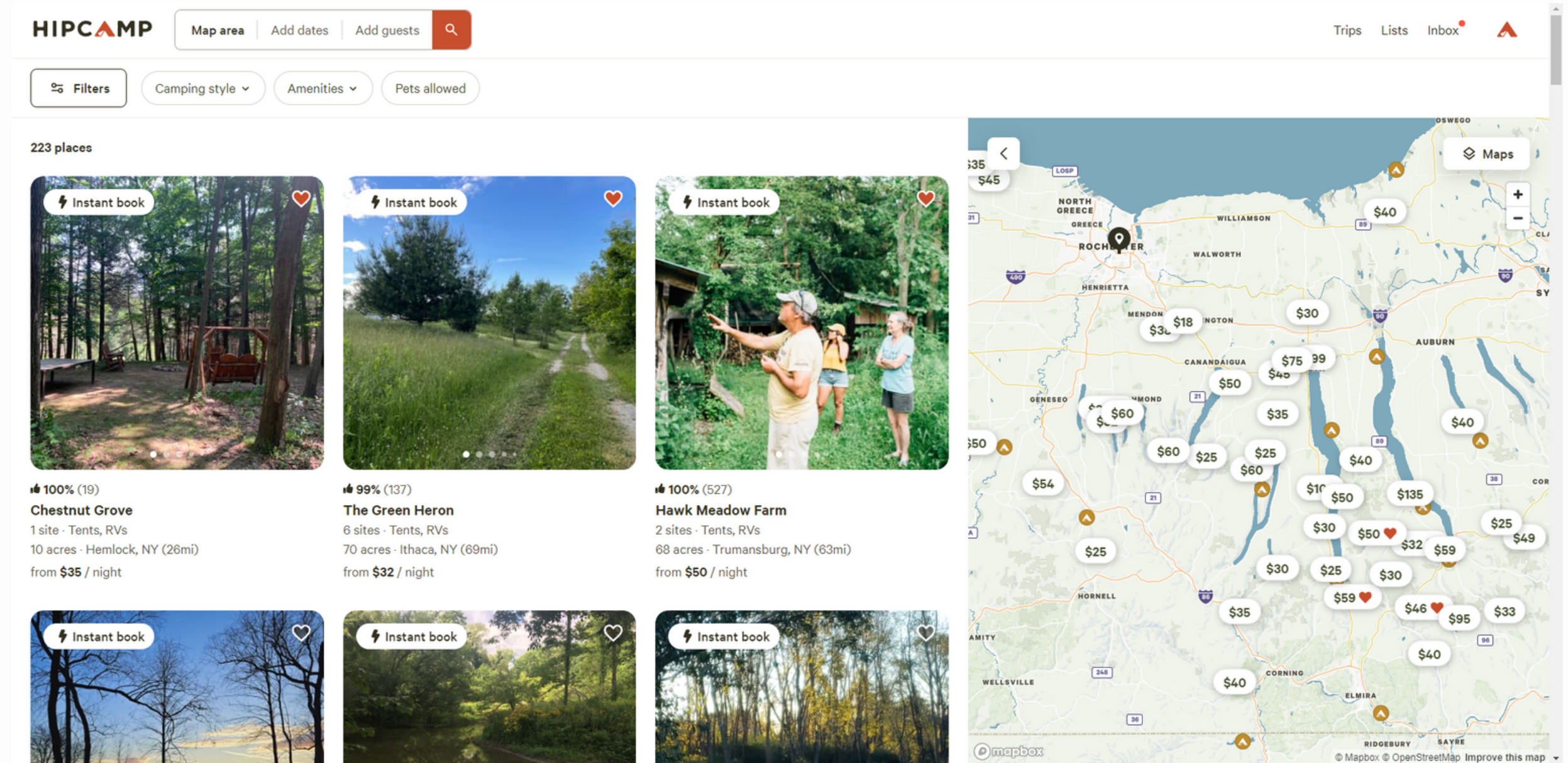
Falling Fruit is an app that allows users to locate and record where wild, edible food is available. Users can have a map or list view, can review and verify each record.



Inspiration

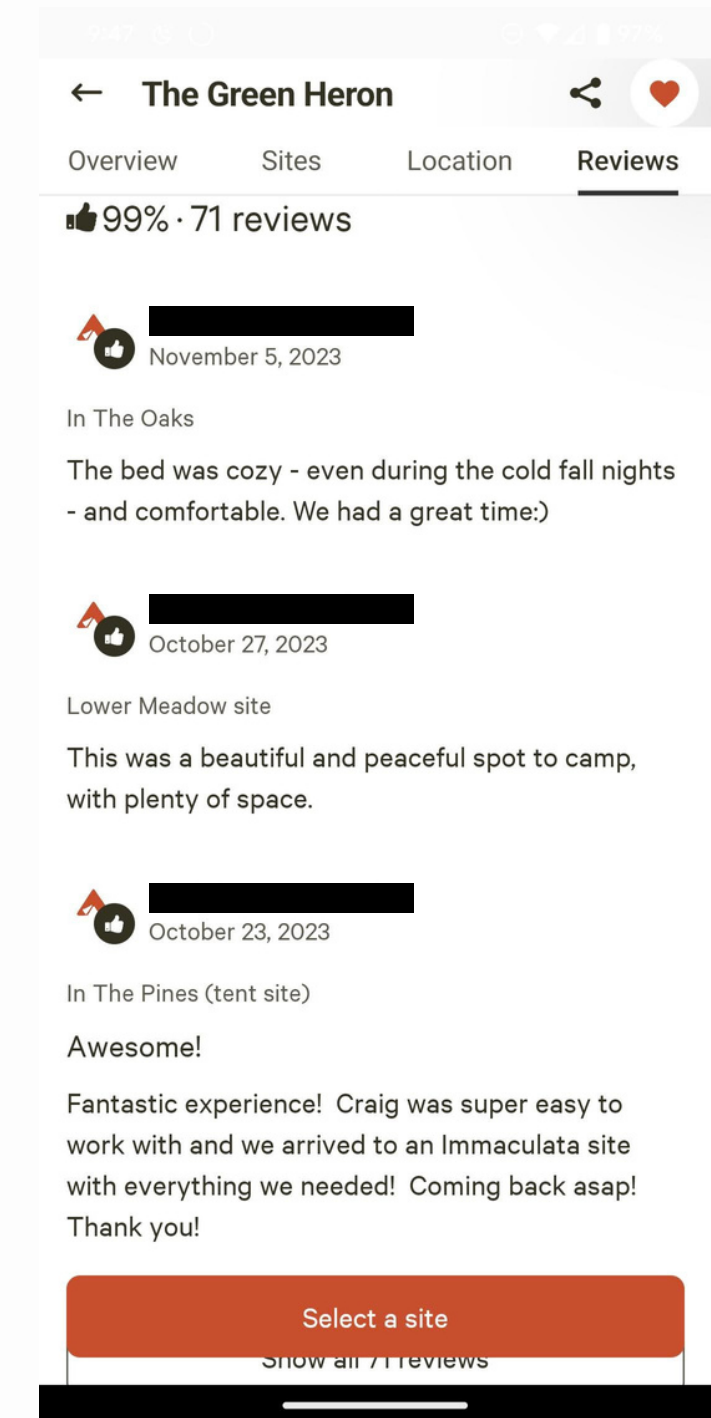
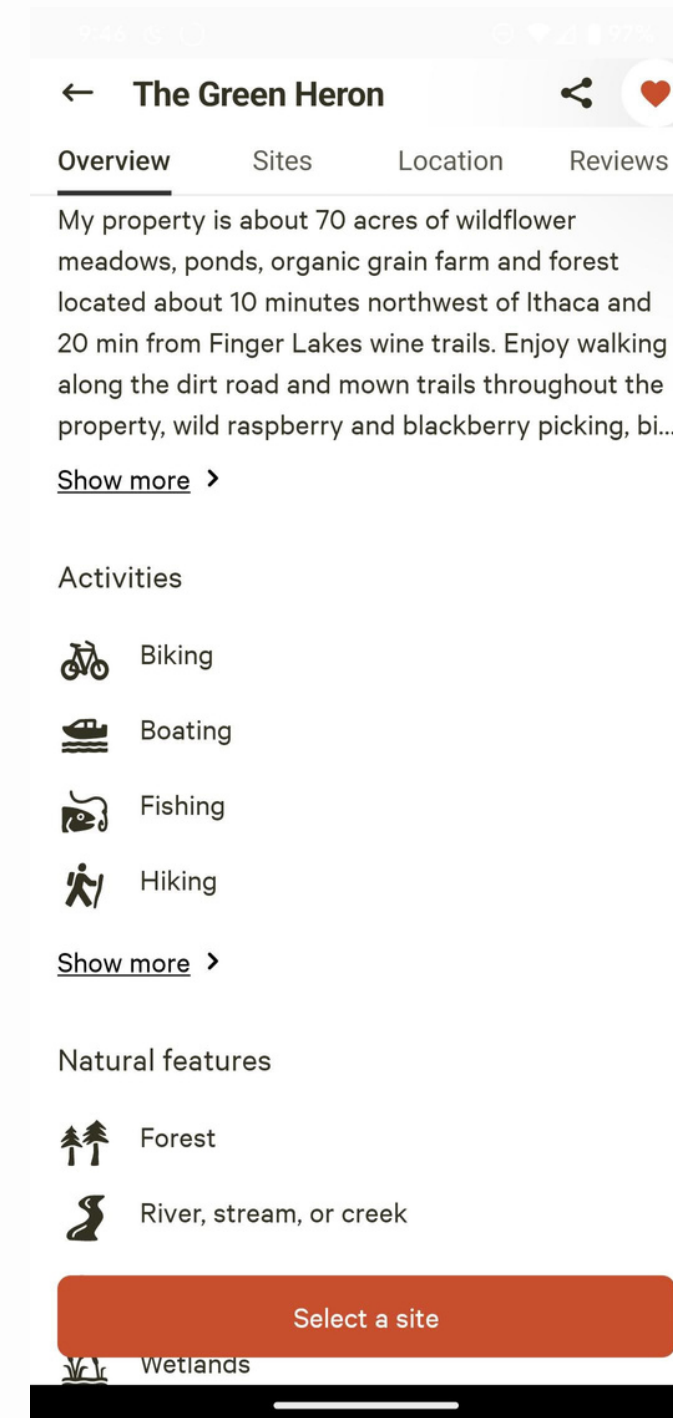
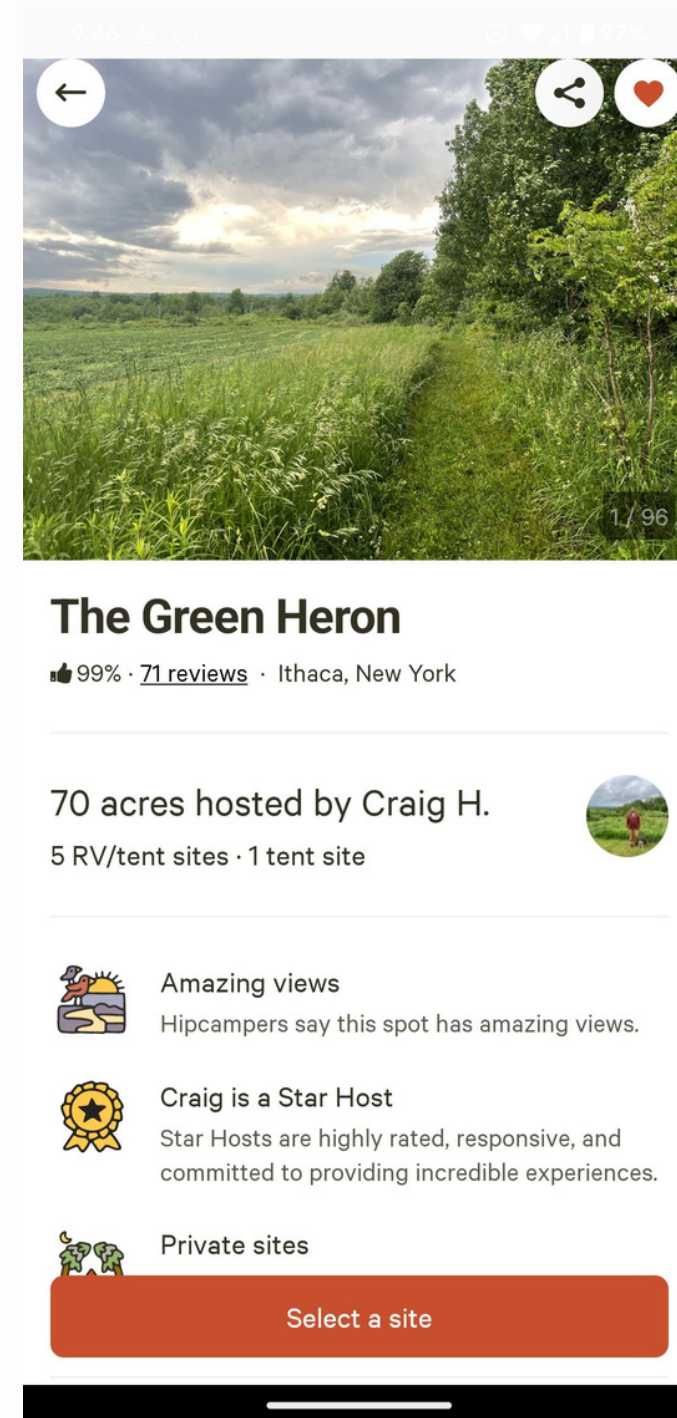
Hipcamp allows hosts to list their property as a campsite. They can accomodate as much as they would like, but do need to disclose details to the campers.

(It was easier to pull up the website than to take so many different screenshots on my phone. Plus, I think it's nice having the option of website and app.)



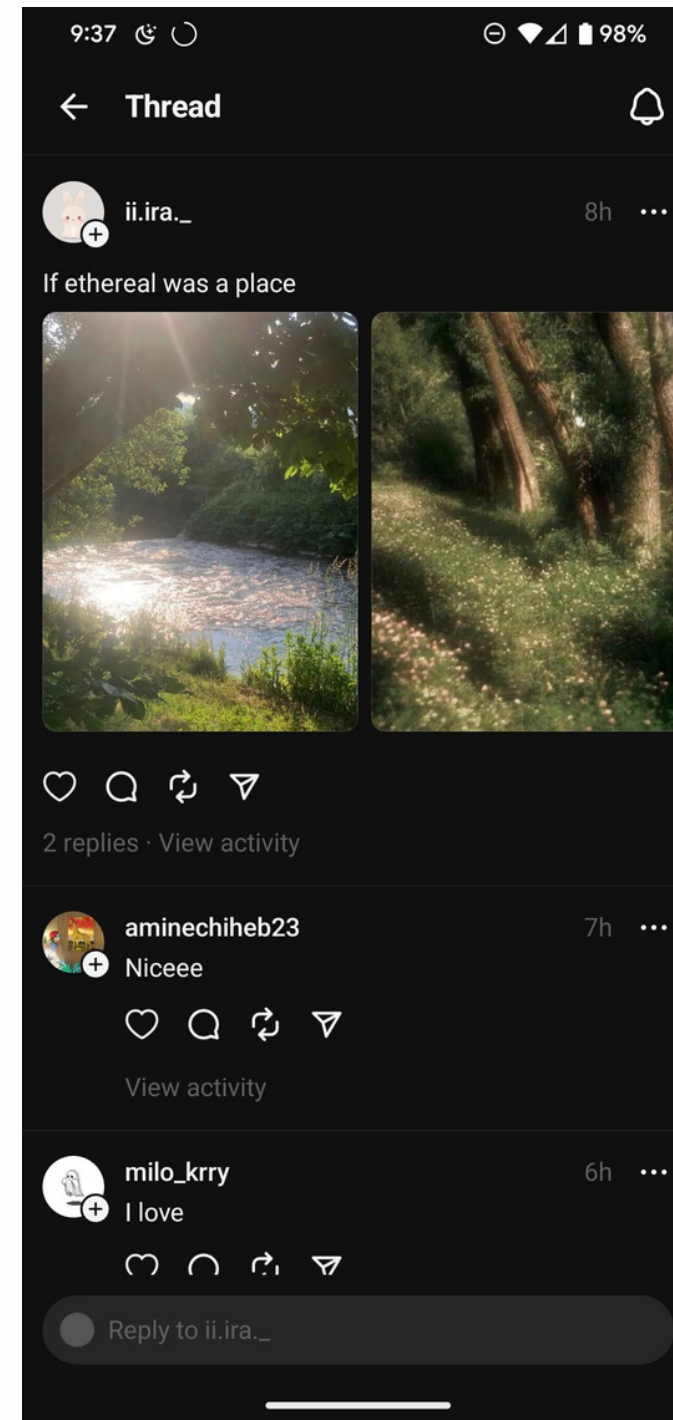
Inspiration

Campers are able to see on a map or list where campsites are. When a site is clicked on, campers see how much the site costs, what accommodations are available, what activities are nearby, the rating of the host and reviews of previous camp stays.



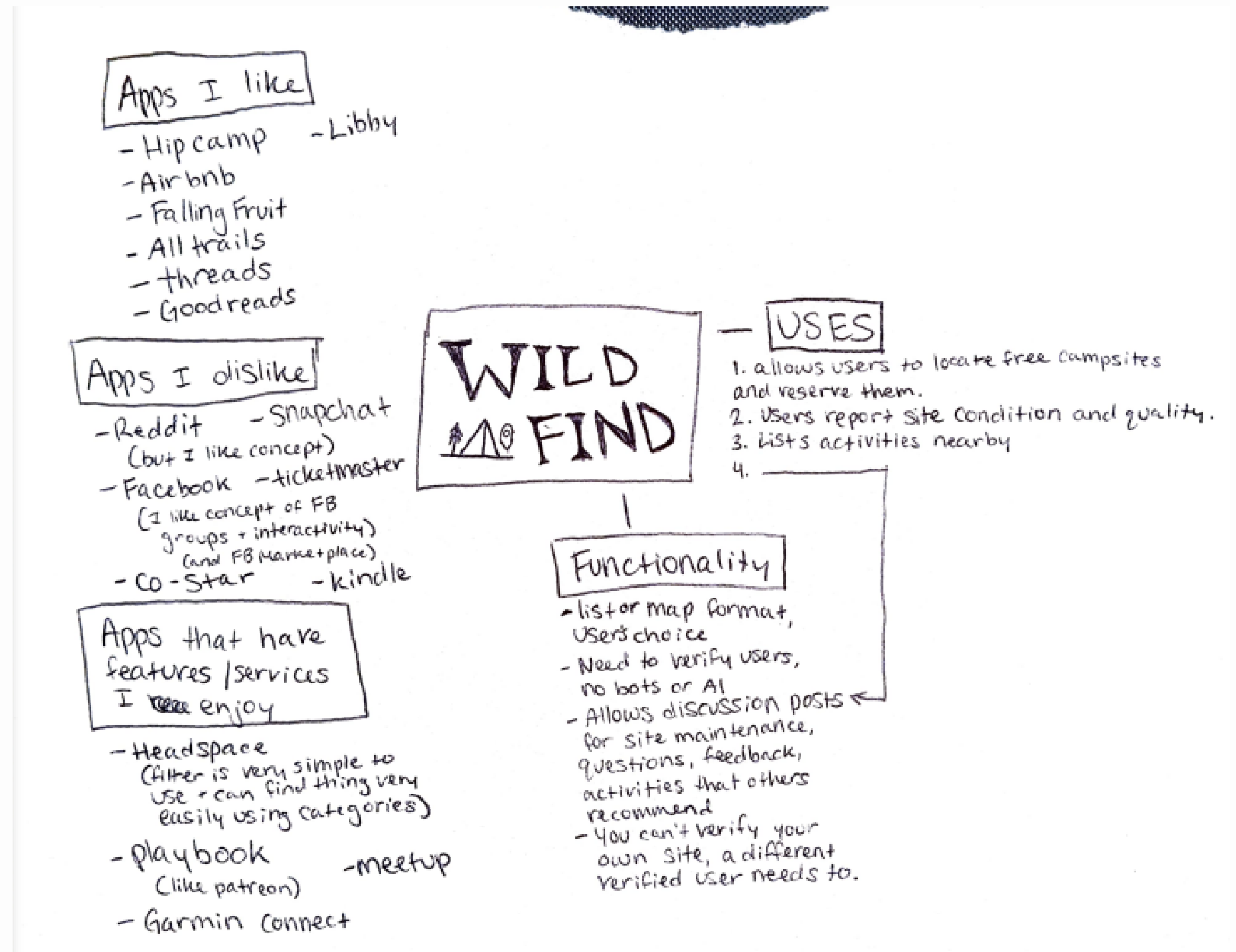
Inspiration

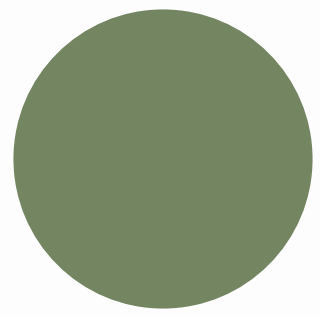
Threads is a platform created by Meta Platforms. The app allows users to share text, images and videos, and allows users to interact with posts via replies.



Mind Map

(This was a cool process. I started with this before the presentation because I wanted to see where my brain was going with this idea. I came up with the name later on!)





The App

Wild Find

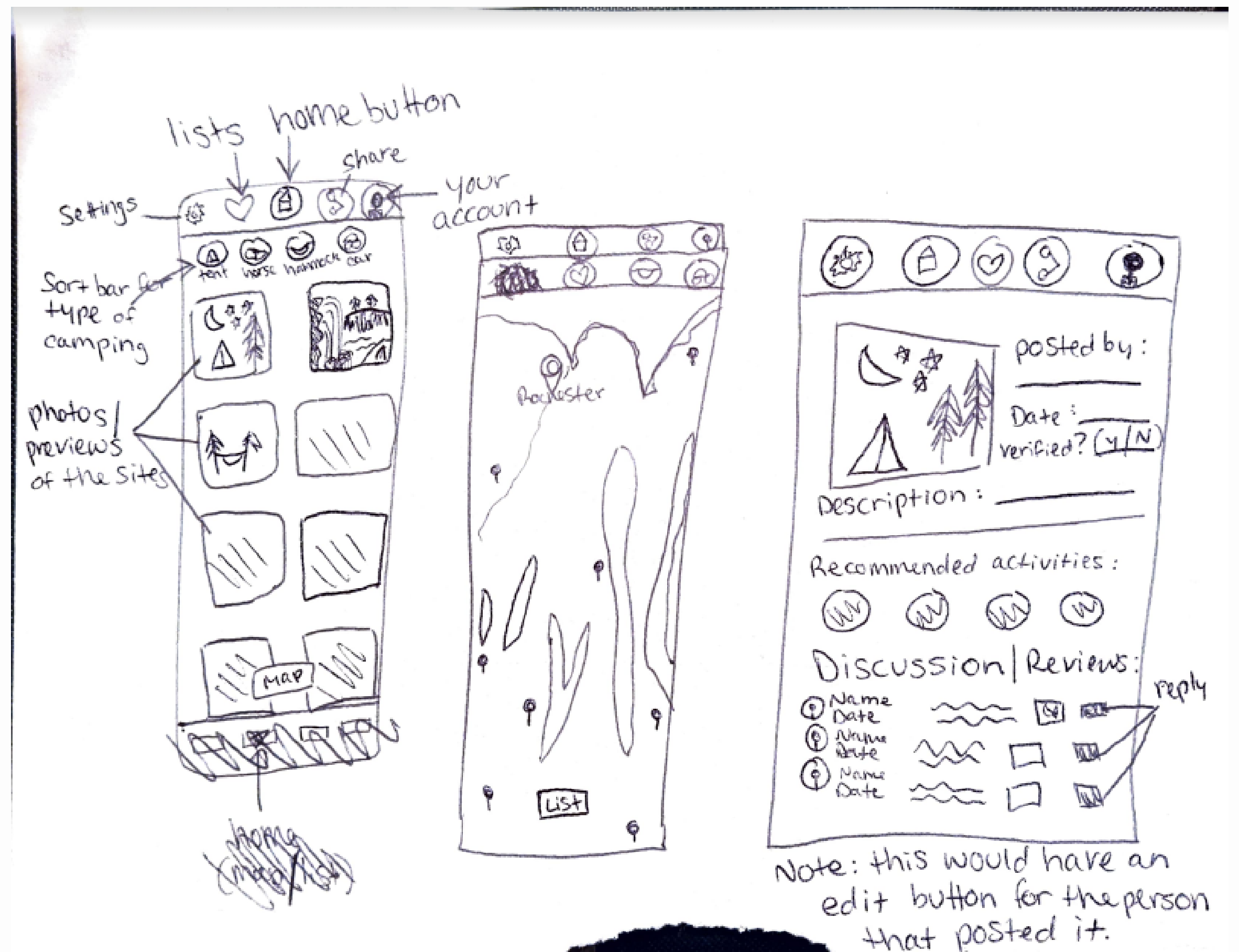
Wild Find is an app that allows users to locate and contribute to a growing list of free campsites around the globe. Users can review and contribute to site discussions.

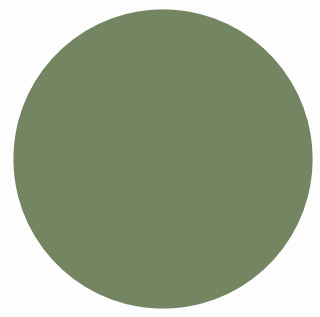
Slogan: We're ready for your adventure.



(I did sketch a mini logo when I did the mind map of the idea, here are samples from Canva that I found and put together while creating the presentation.)

Sketch





Reflection

Incentives

- "Badges" for different achievements. You got verified
- Number of locations verified
- Number of campsites reported
- Making friends - added contacts or followed a certain amount that followed them back.
- Water, desert, forest badge (stayed at a site that has these nearby). Maybe they can have varying degrees like I, II, III, etc.
- Appeals to last minute places to camp

Problem areas

- Verification of users. How do we verify the users? How do we verify the campsites they report? Could verify by community, but it wouldn't stop someone from making an account just to verify their own post.