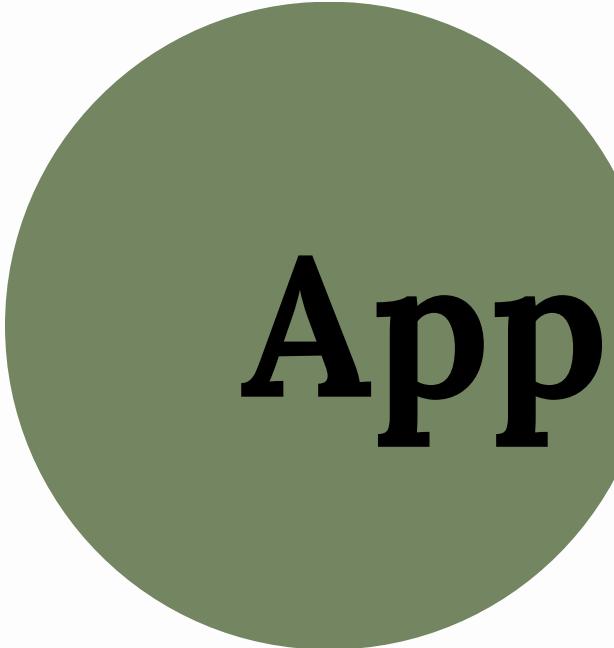


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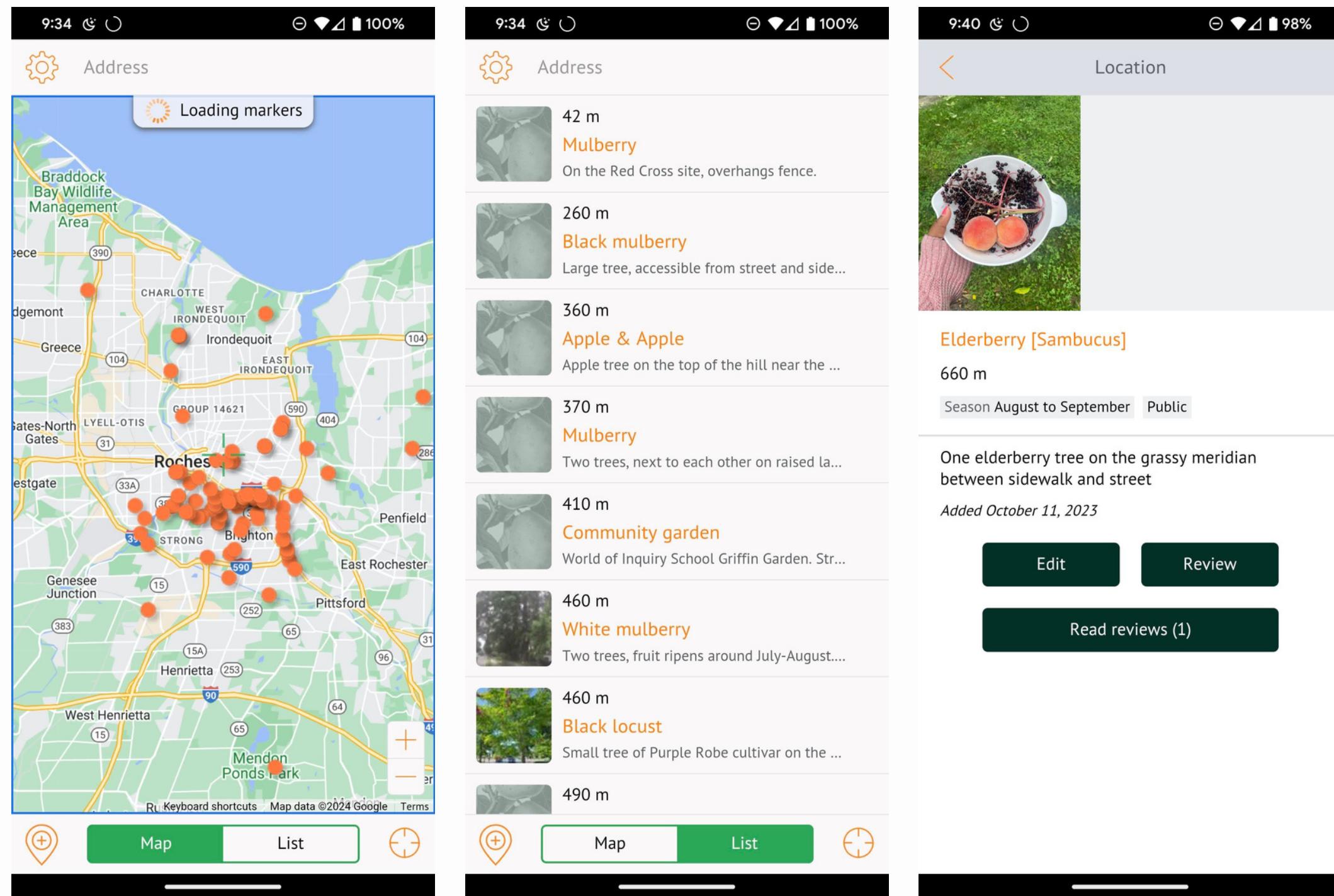


# App Ideation

Isabella Susino

# Inspiration

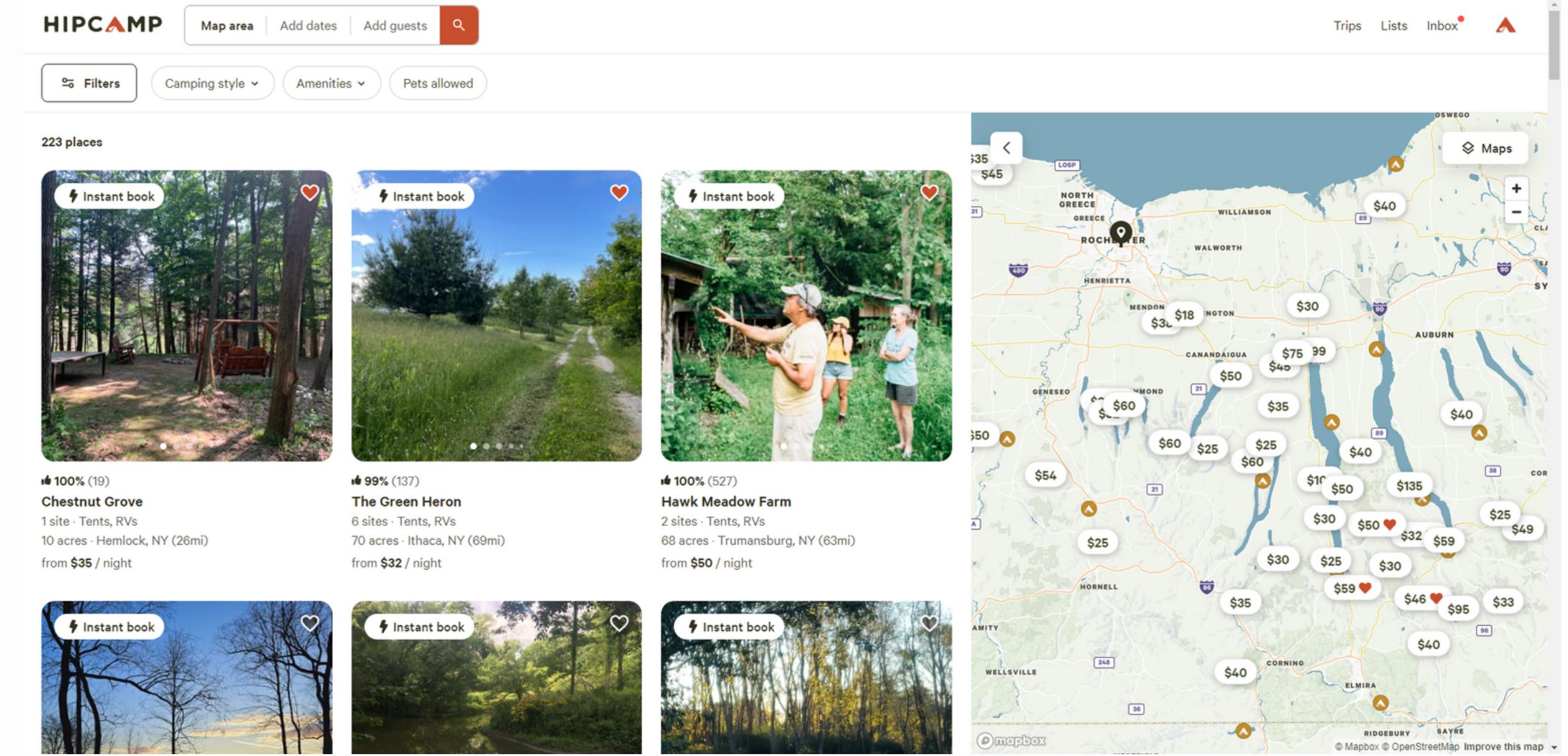
Falling Fruit is an app that allows users to locate and record where wild, edible food is available. Users can have a map or list view, can review and verify each record.



# Inspiration

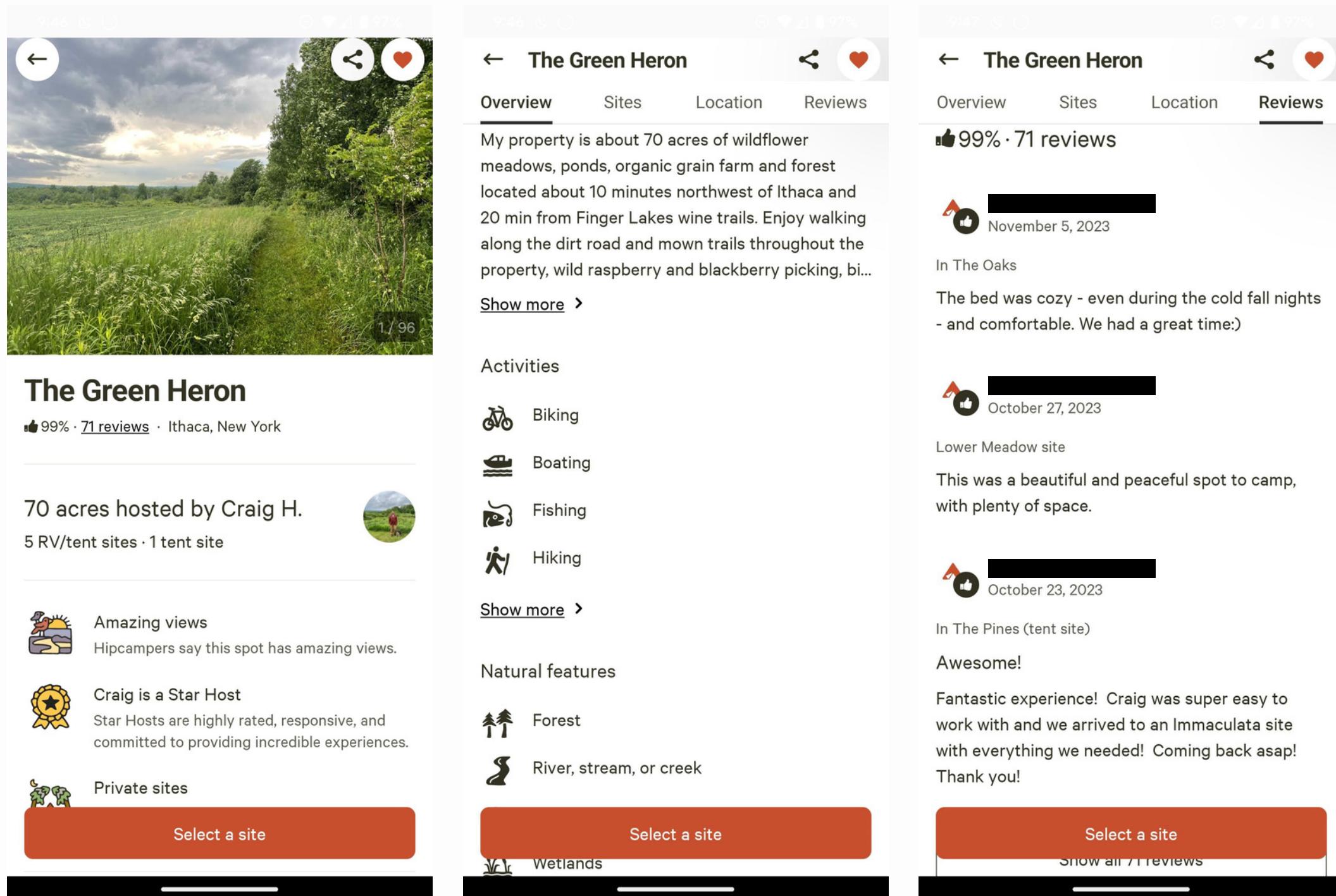
Hipcamp allows hosts to list their property as a campsite. They can accomodate as much as they would like, but do need to disclose details to the campers.

*(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 accomodations are available, what activities are nearby, the rating of the host and reviews of previous camp stays.



**The Green Heron**

99% · 71 reviews · Ithaca, New York

70 acres hosted by Craig H.

5 RV/tent sites · 1 tent site

Amazing views

Craig is a Star Host

Private sites

Select a site

Overview

Sites

Location

Reviews

My property is about 70 acres of wildflower meadows, ponds, organic grain farm and forest located about 10 minutes northwest of Ithaca and 20 min from Finger Lakes wine trails. Enjoy walking along the dirt road and mown trails throughout the property, wild raspberry and blackberry picking, bi...

Show more >

Activities

- Biking
- Boating
- Fishing
- Hiking

Natural features

- Forest
- River, stream, or creek
- Wetlands

99% · 71 reviews

November 5, 2023

In The Oaks

The bed was cozy - even during the cold fall nights - and comfortable. We had a great time:)

October 27, 2023

Lower Meadow site

This was a beautiful and peaceful spot to camp, with plenty of space.

October 23, 2023

In The Pines (tent site)

Awesome!

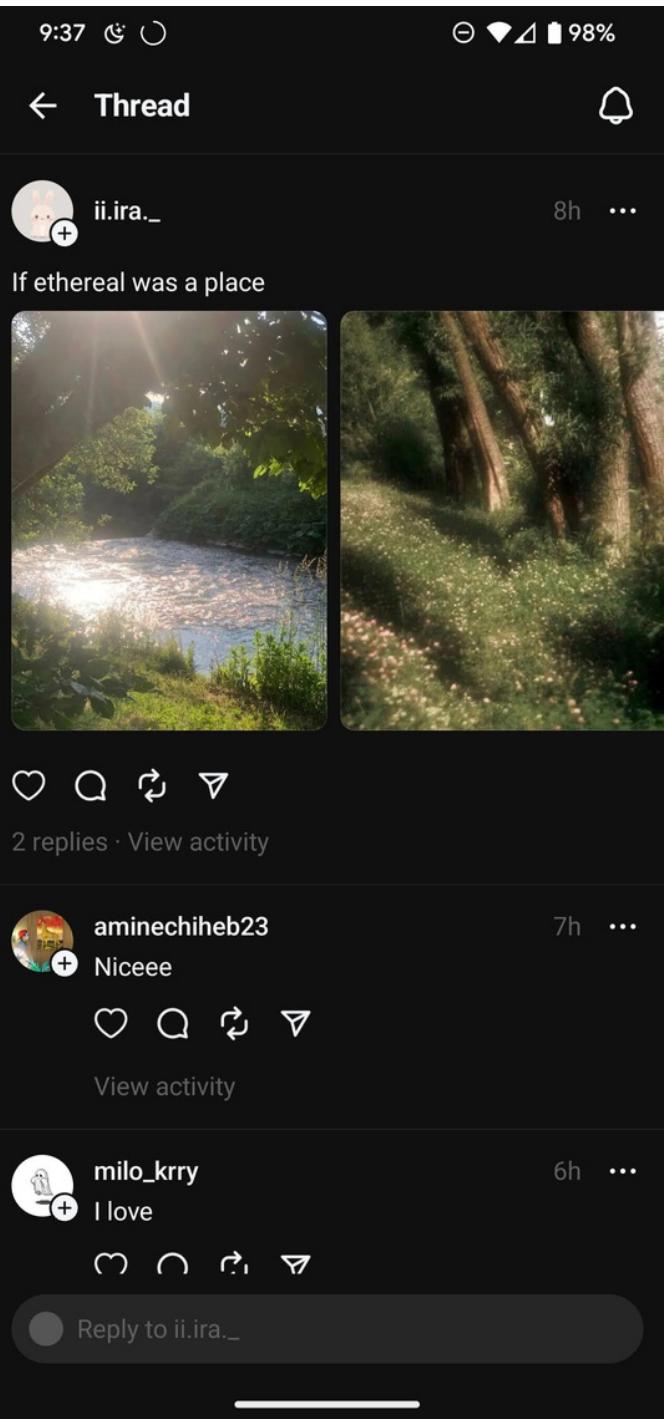
Fantastic experience! Craig was super easy to work with and we arrived to an Immaculate site with everything we needed! Coming back asap! Thank you!

Select a site

Show all 71 reviews

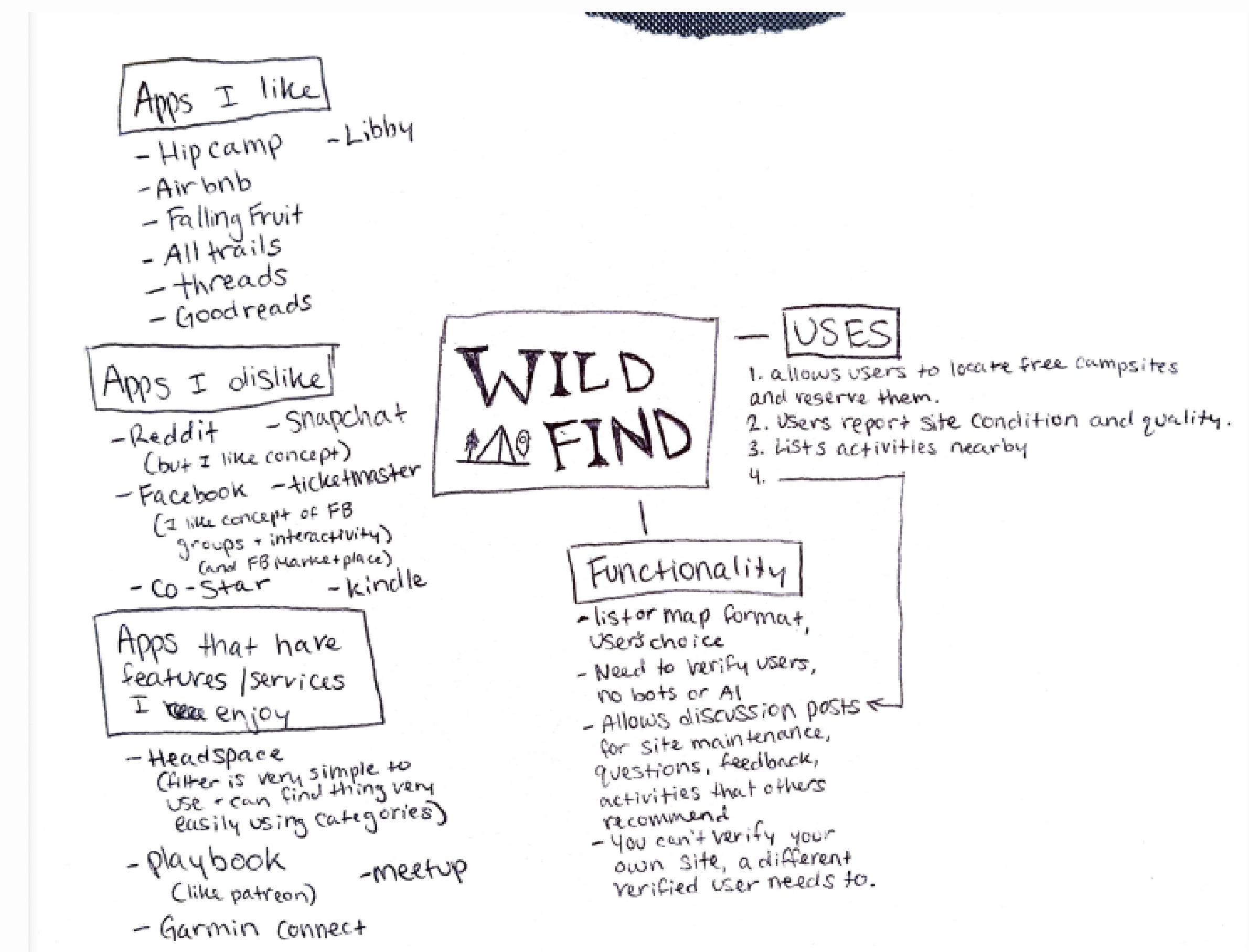
# Inspiration

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.

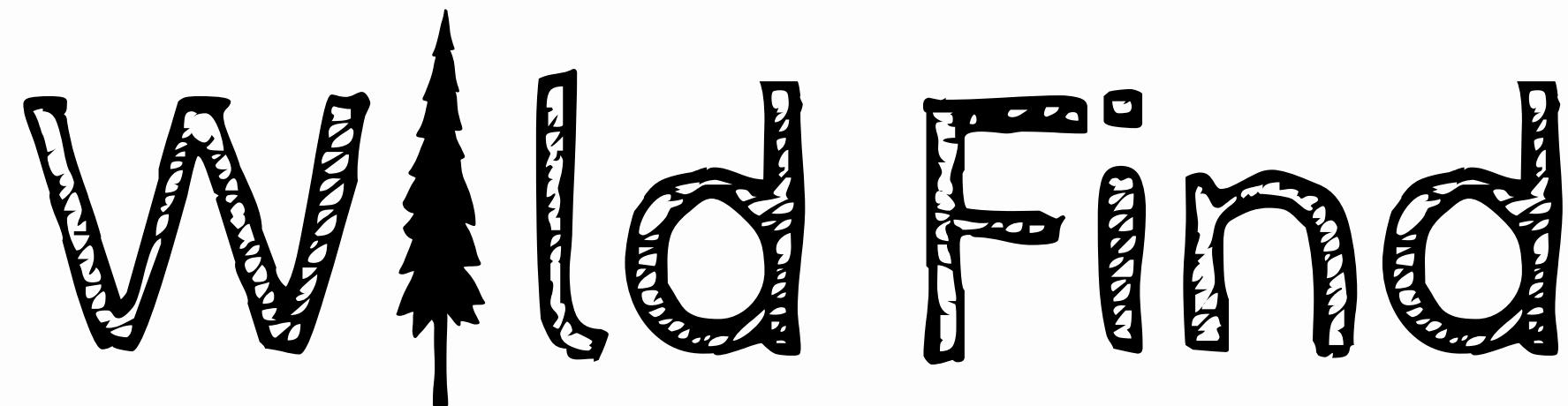


# Mind Map

(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!)

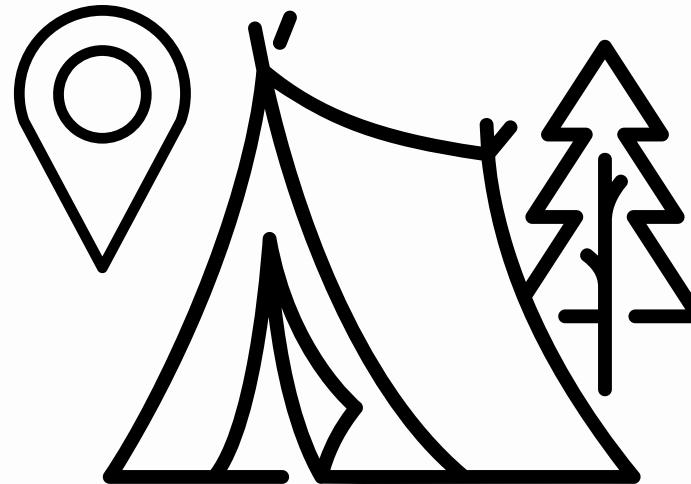


# The App



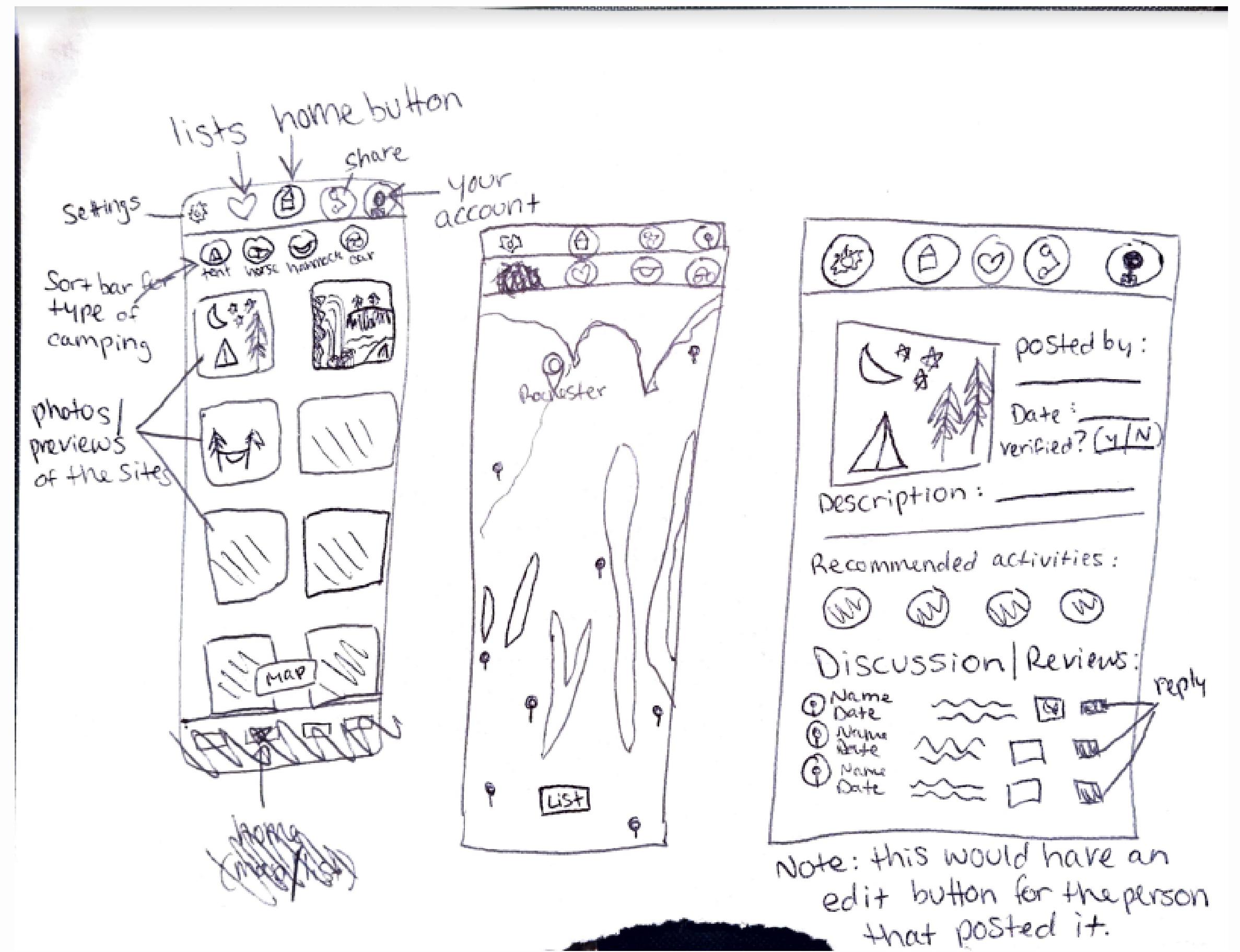
Wild Find is an app that allows users to locate and contribute to a growing list of free campsites around the globe. Users can review and contribute to site discussions.

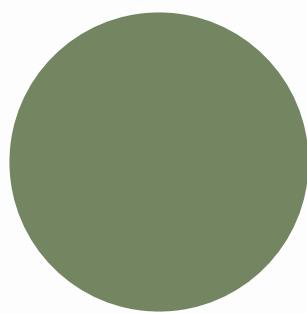
Slogan: We're ready for your adventure.



*(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.