



# CARIBOU

Product Specification

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## INTRODUCTION

# Executive Summary

In 2020, the entire world witnessed a seismic shift towards remote work, accelerated in large part due to the COVID-19 pandemic. This shift propelled many salaried professionals out of their tiny city homes to explore alternate ways of living, working and traveling.

**96%** increase in salaried professionals pursuing digital nomadism

from 3.2 million to 6.3 million in 2020\*

We've seen the emergence of a new type of worker, "COVID nomads", who are taking advantage of this new freedom to pursue location independence through a nomadic lifestyle.



## INTRODUCTION



## Caribou

Work while traveling shouldn't feel like work from home. Caribou is an application designed to help traveling professionals make the most of their experience in their travel destination while also supporting their work productivity with its dual location-search functionality.

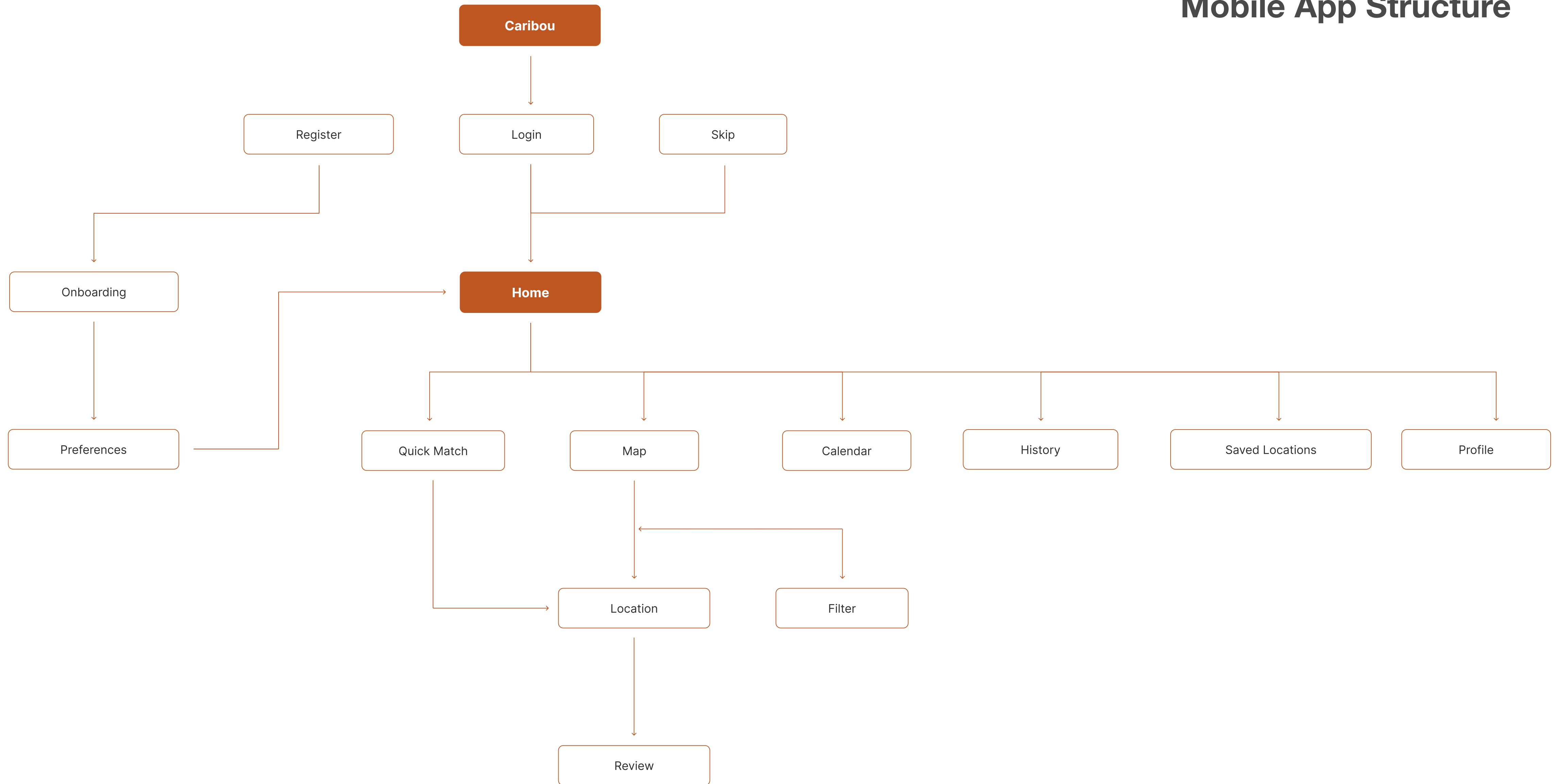
By switching between “work” and “explore” mode, Caribou helps users maximize their experience by achieving their ideal work-travel balance.

With just a touch, they can search for an optimal place to work on the go or explore nearby attractions and activities unique to their destination. Advance filtering, tags, and reviews help people identify nearby locations that meet their needs. User's can also customize their experience by saving their preferences to make Caribou work best for them.

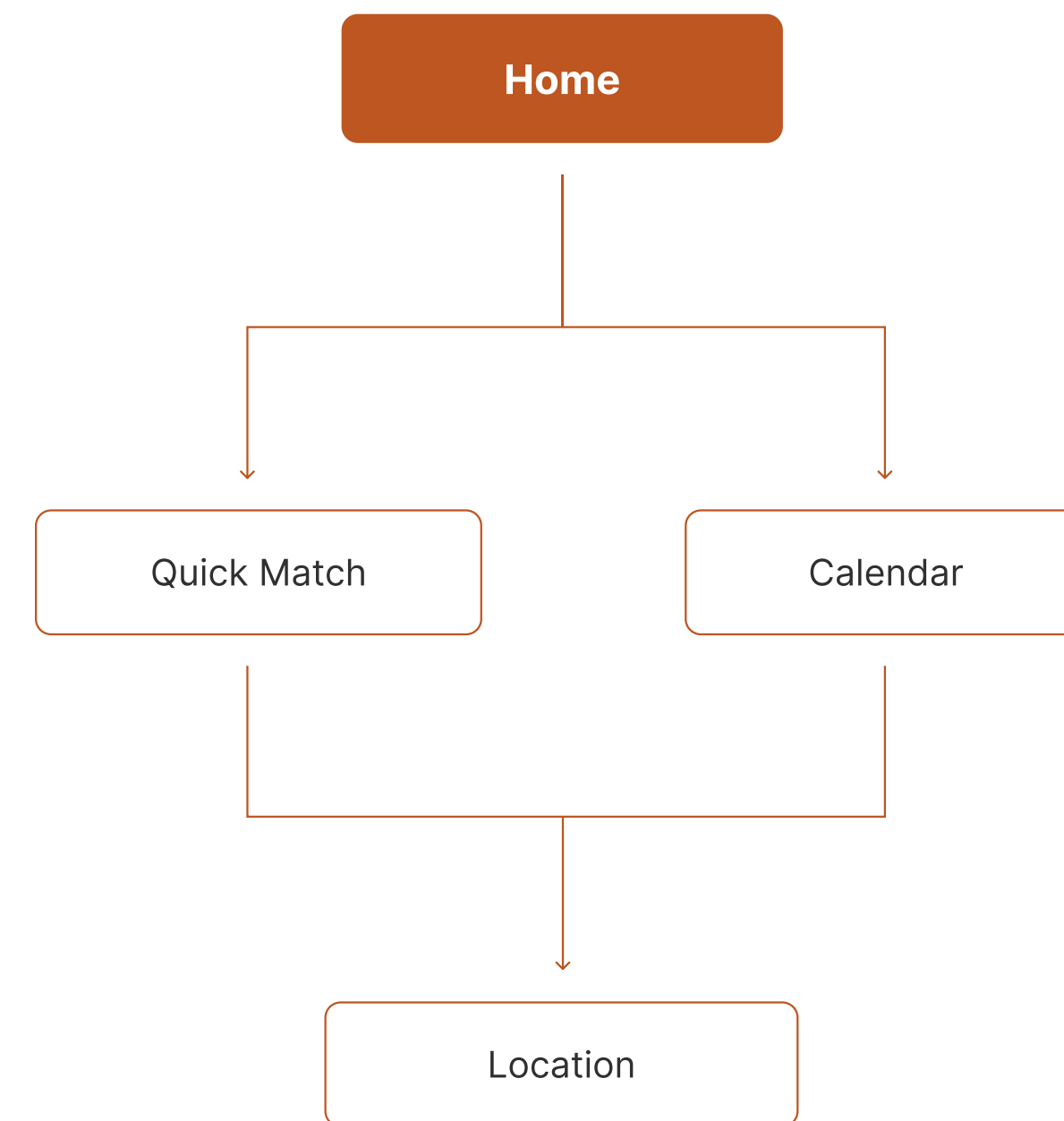
**No more missed meetings or wasted lunch hours.**

# ARCHITECTURE

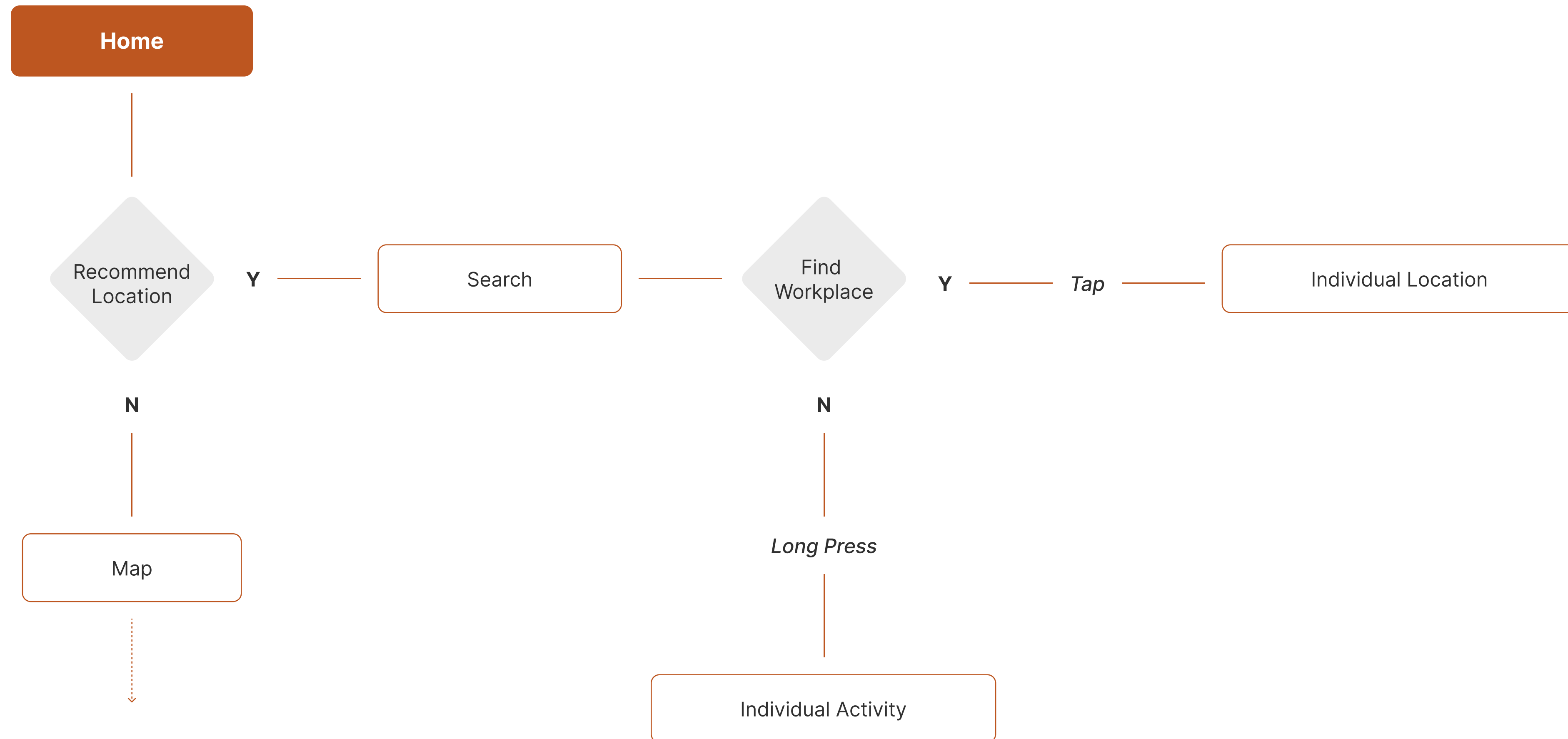
# Mobile App Structure



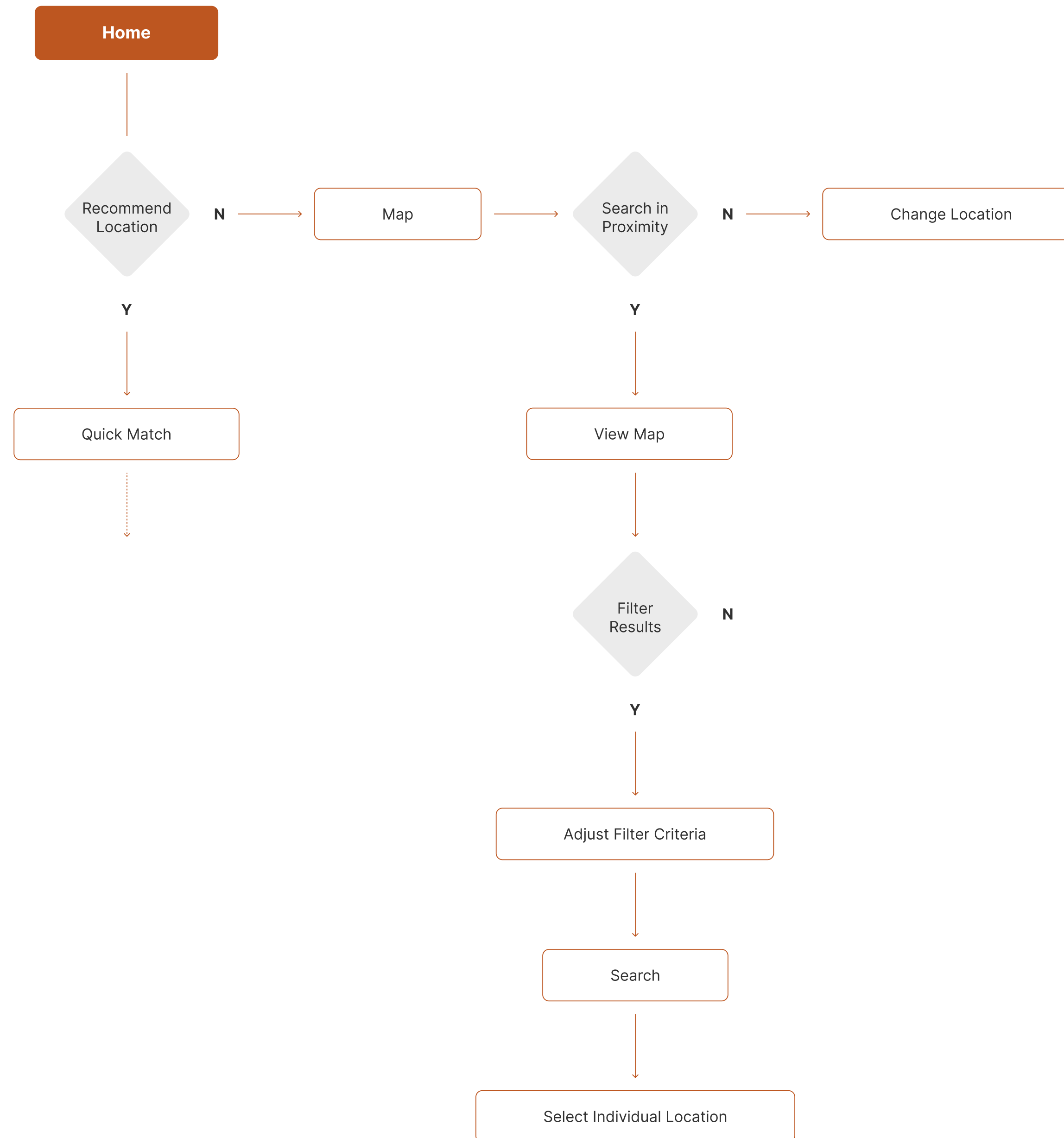
## Watch App Structure



## Quick Match Interaction Flow



# Filtered Search Interaction Flow

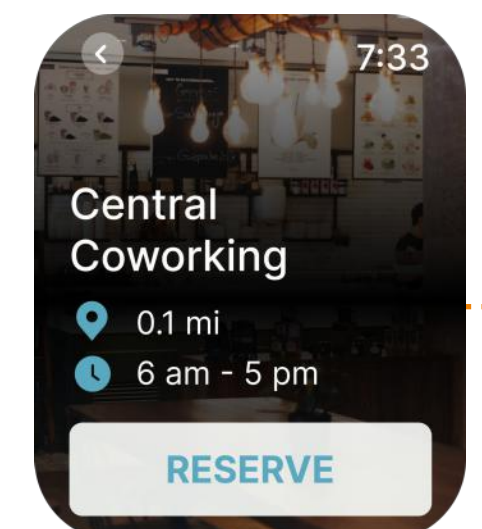
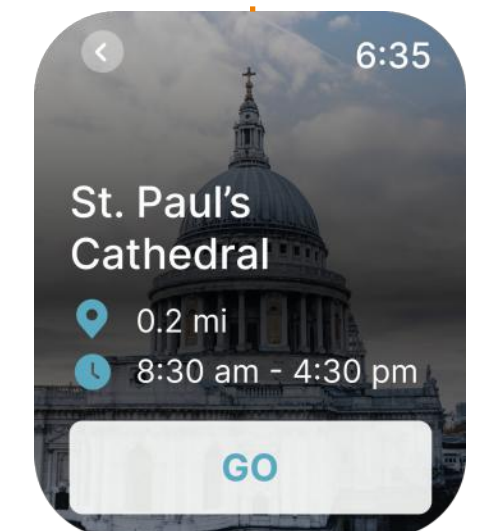
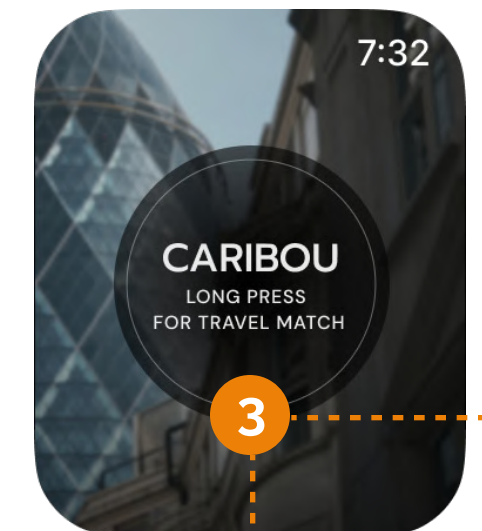
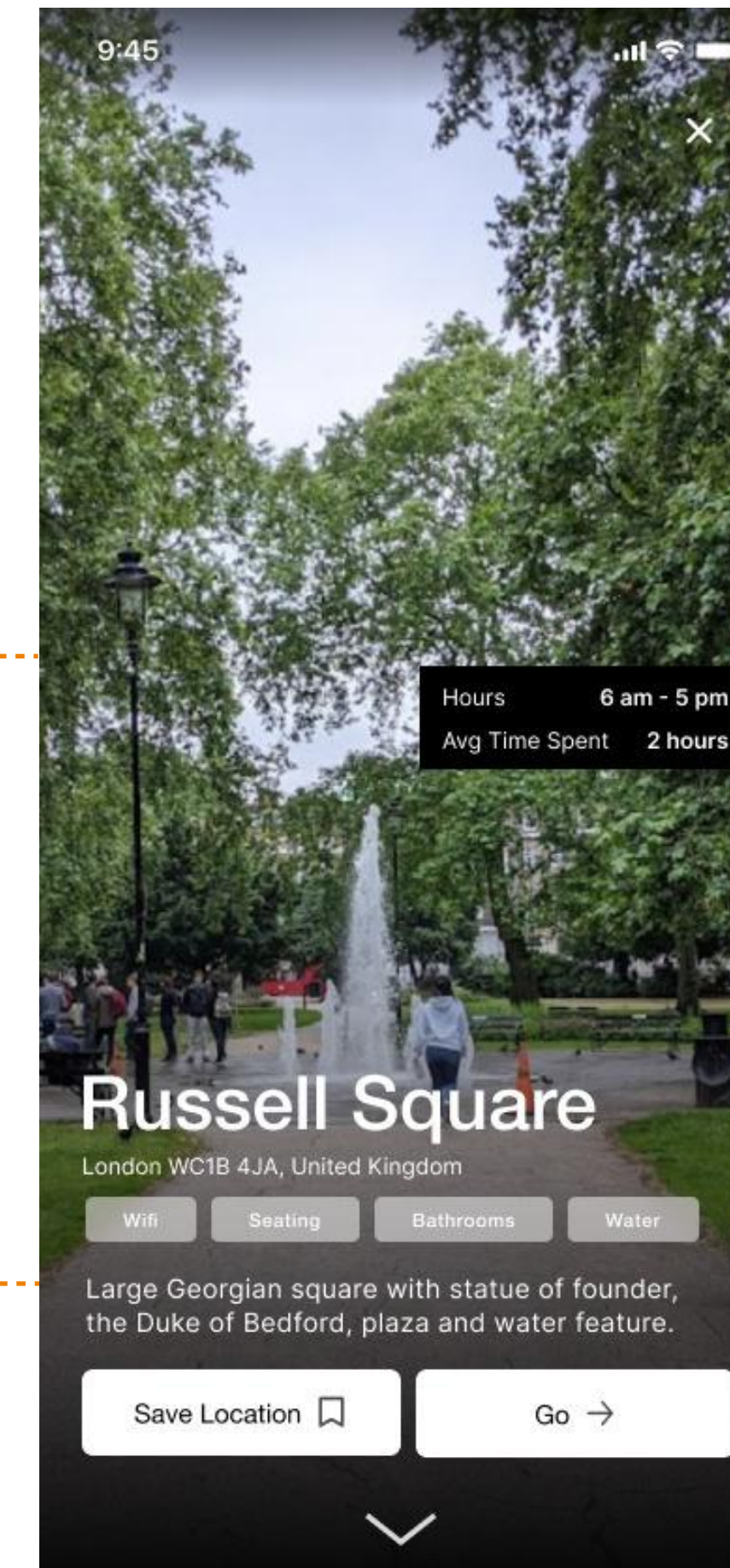
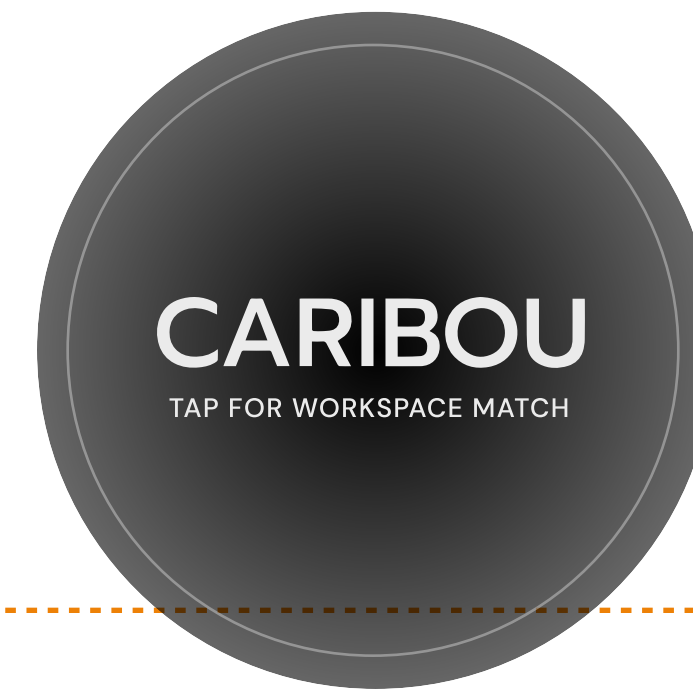




## Quick Match Key Flow

Users have the option to quickly search for a nearby workspace or recreational activity using the quick match function. Tapping serves up a work suggestion, while a long press interaction suggests a fun activity.

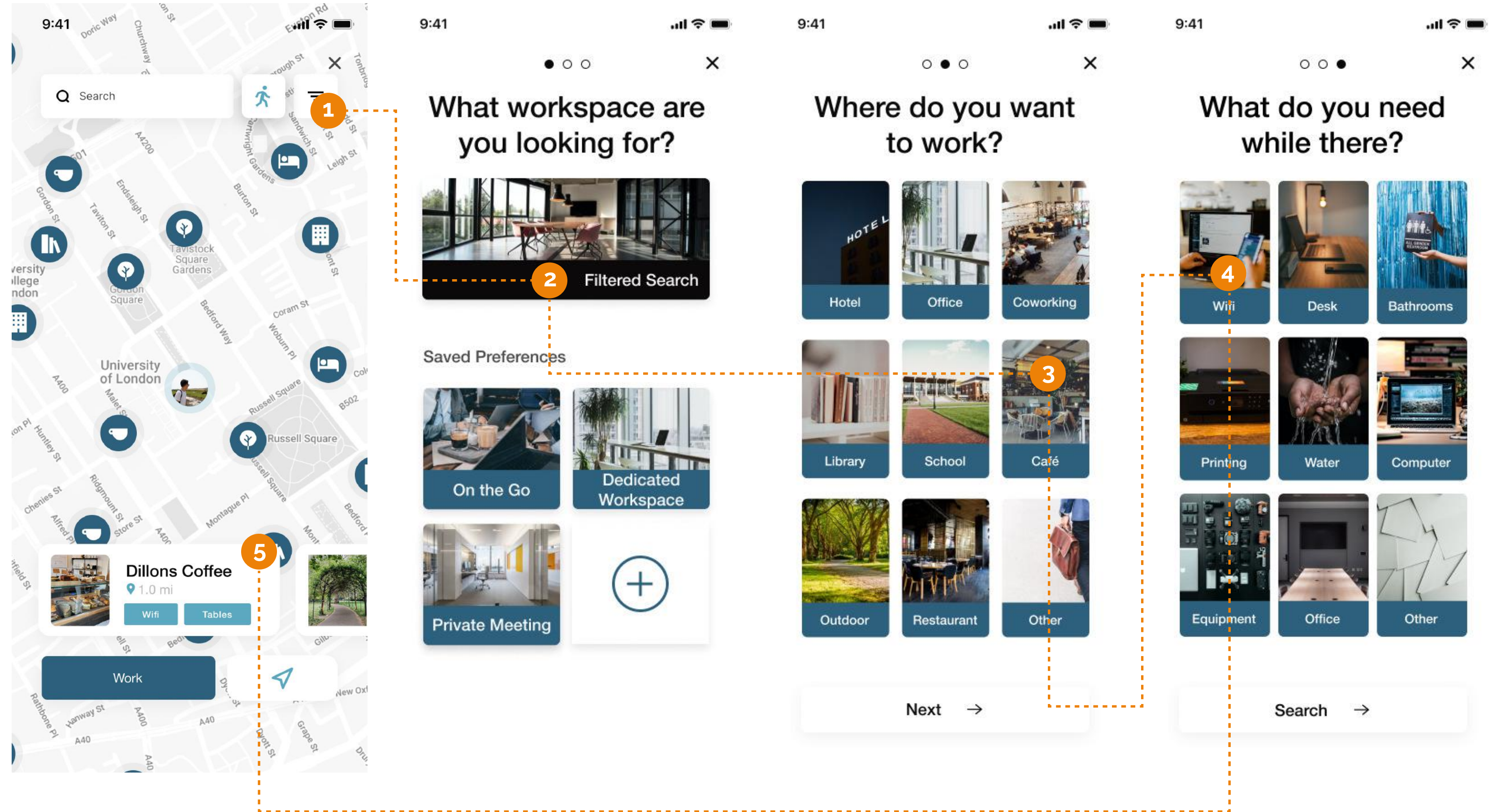
1. Users can tap in the center of the screen to receive an individual nearby workspace recommendation
2. A long press interaction results in a recommendation for a nearby recreational activity
3. The quick search functionality is offered both through mobile and watch applications



# Filtered Search Key Flow

Users can use the map to search for locations within proximity or a designated area. They can quickly search using preset filter criterias or customize them to what they need.

1. The user taps on the filter button in the top right, which opens a filter page
2. The user bypasses previously saved preferences to search for their unique needs in the moment by selecting "filtered search"
3. They select their preferred location type before moving to the next page
4. Lastly they select the facilities and amenities they need to conduct their work
5. This brings them back to the map, which only displays locations that fit their criteria



## Labels, Filtering & Categorization

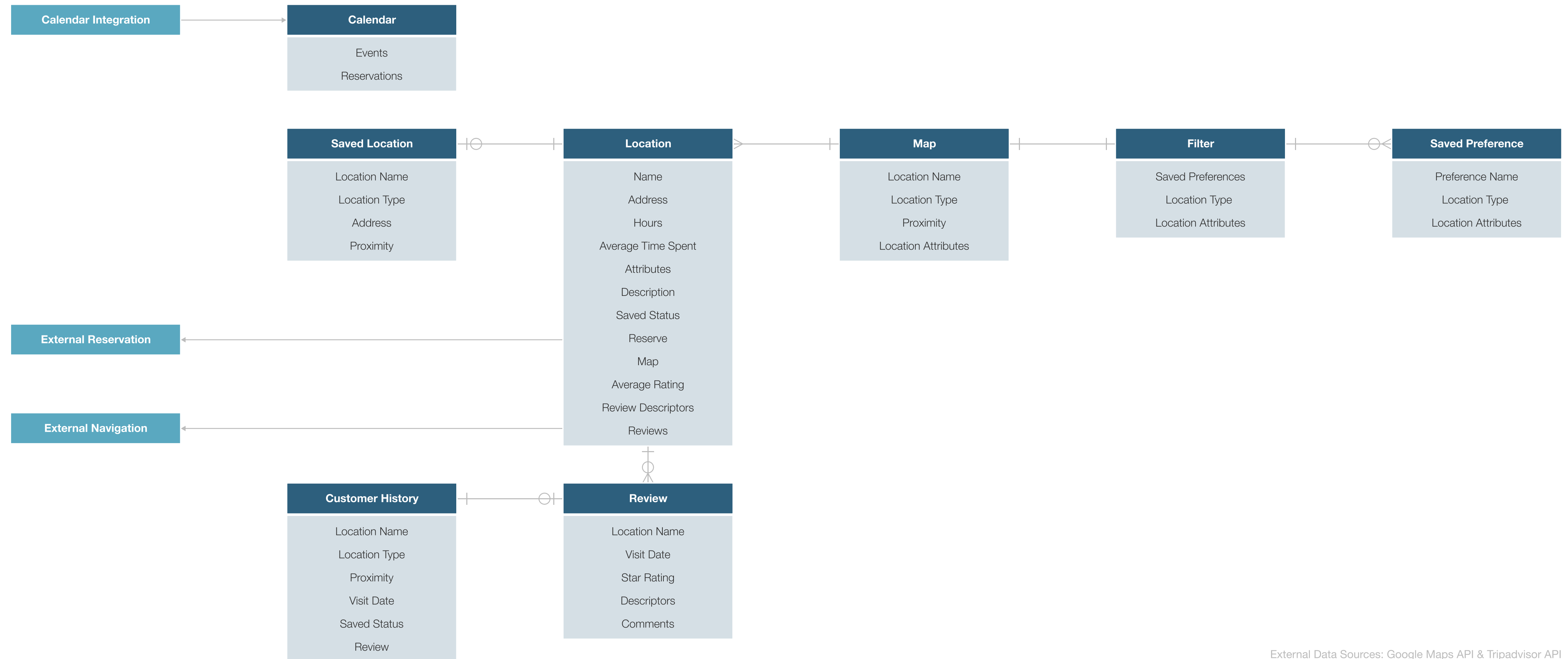
| Work Locations  |
|-----------------|
| Office          |
| Coworking Space |
| Library         |
| School          |
| Hotel           |
| Café            |
| Restaurant      |
| Outdoors        |
| Other           |

| Work Amenities |
|----------------|
| Wifi           |
| Desk           |
| Desks          |
| Computer       |
| Equipment      |
| Printing       |
| Bathrooms      |
| Office         |
| Other          |

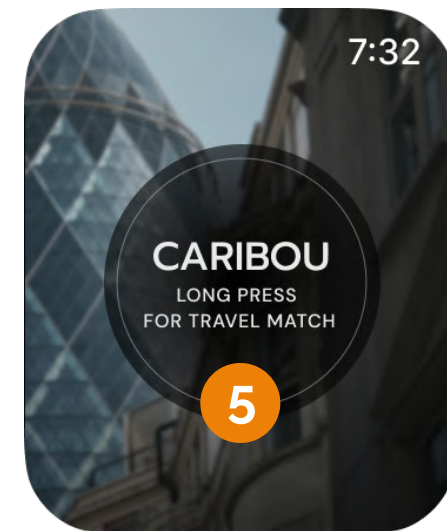
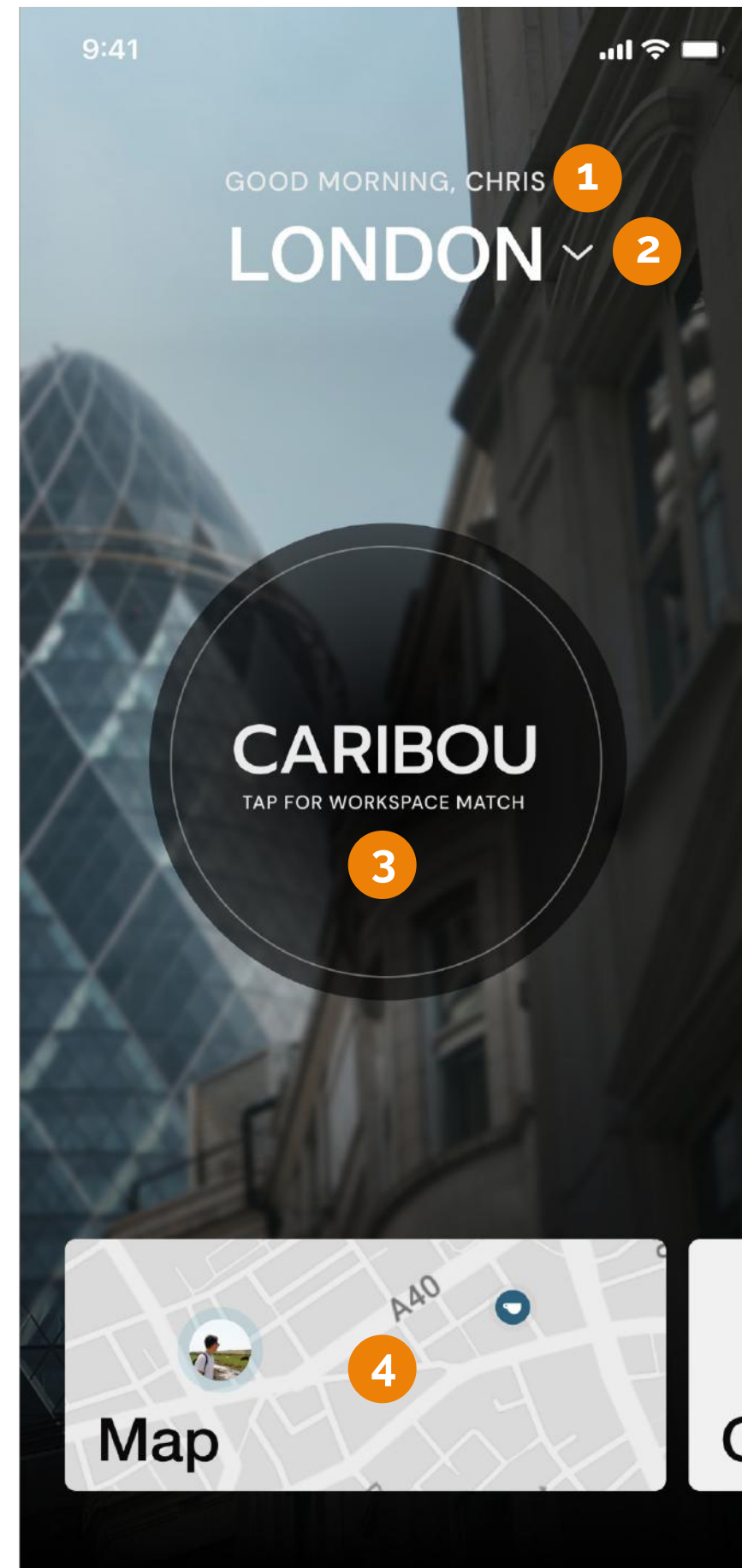
| Travel Attractions |
|--------------------|
| Activities         |
| Arts               |
| Food               |
| Landmarks          |
| Shopping           |
| Transport          |
| Tours              |
| Outdoors           |
| Other              |

| Travel Preferences |
|--------------------|
| Free Entry         |
| No Lines           |
| Sightseeing        |
| Short Visit        |
| Child Friendly     |
| Adventure          |
| Fun & Games        |
| Surprise           |
| Other              |

# Conceptual Entity Relationship Diagram



External Data Sources: Google Maps API & Tripadvisor API

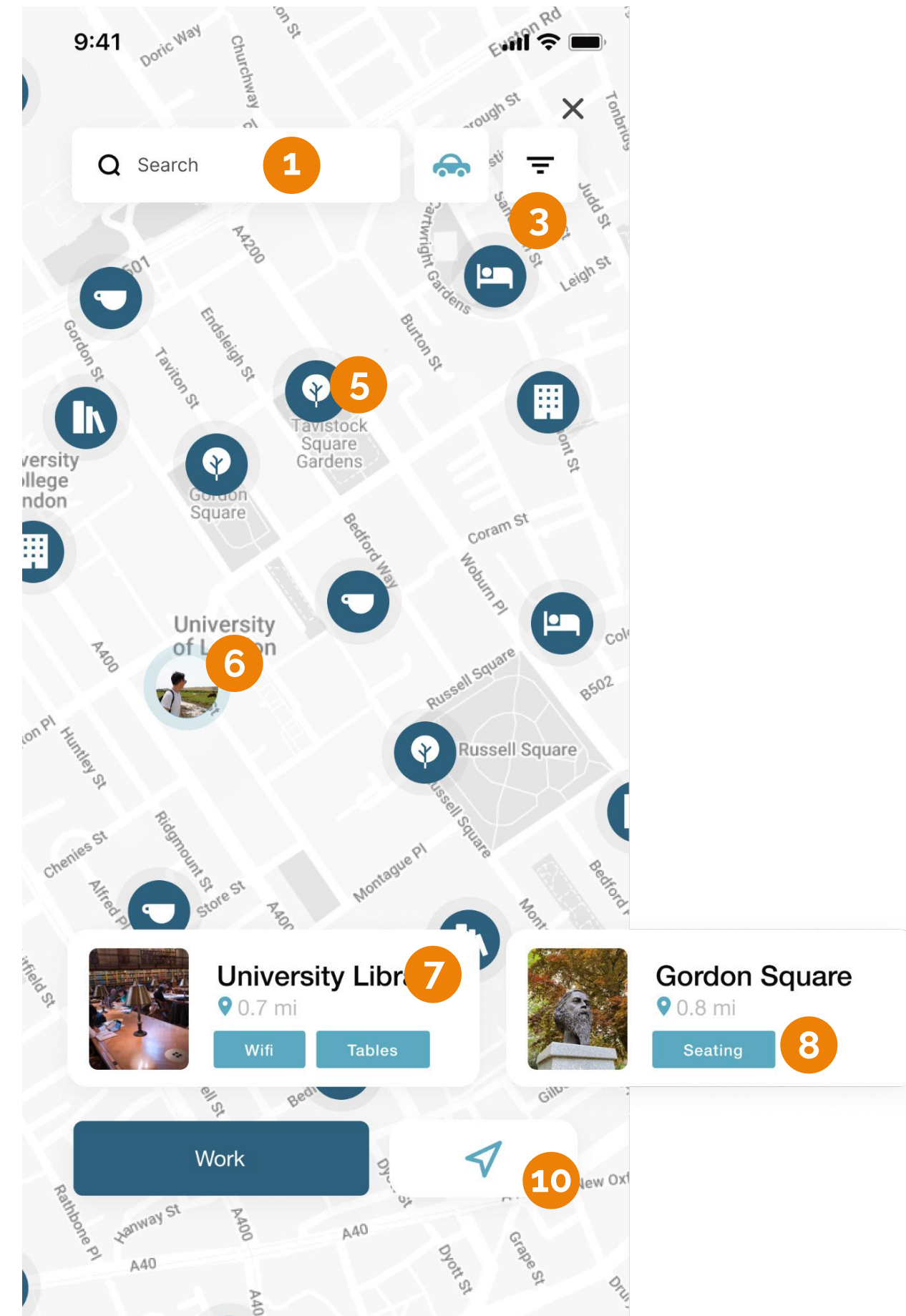
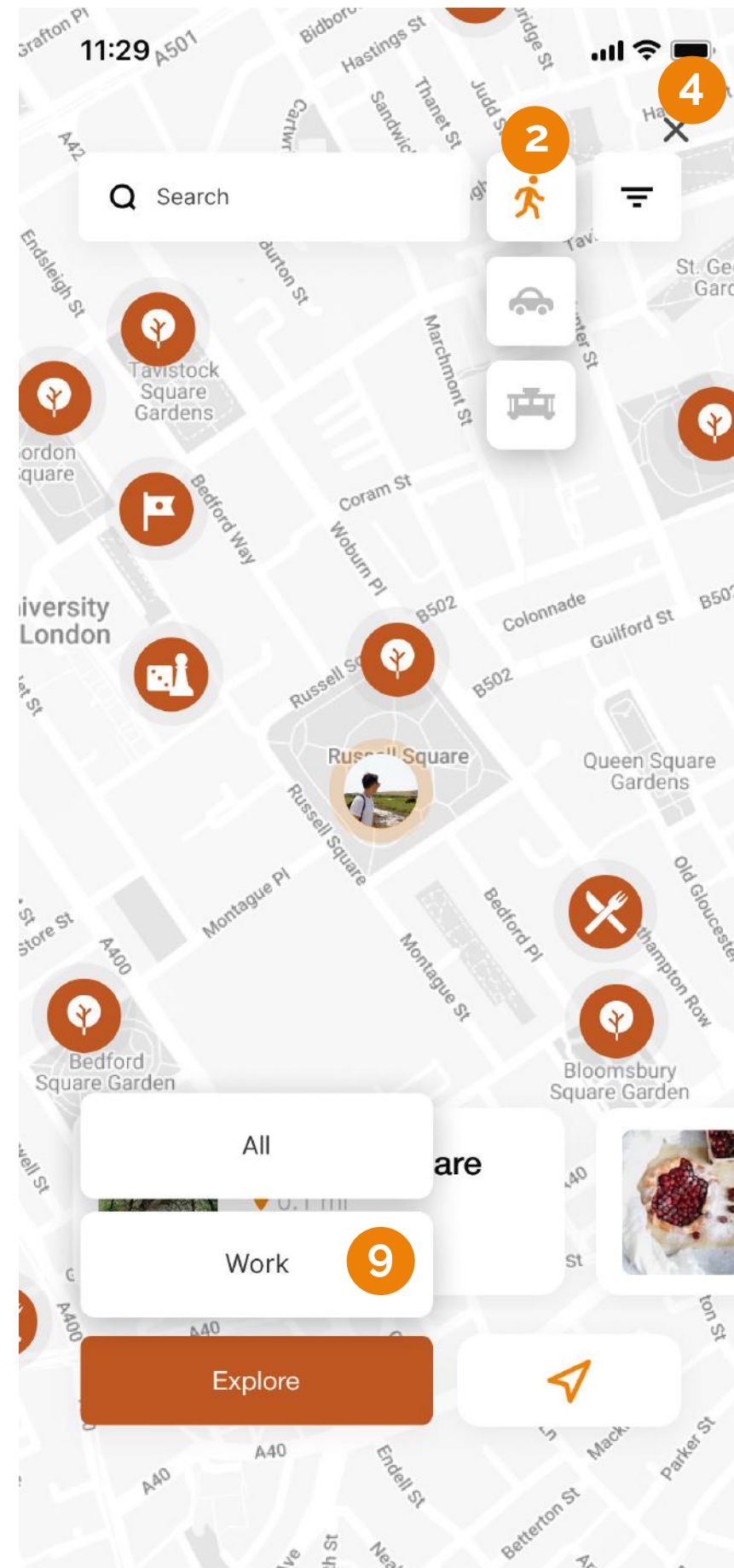


## Home Annotation

The home screen makes searching for a location easy by prominently displaying the quick match button.

1. Logged in users greeted by name
2. City displayed automatically based on geolocation and can be changed
3. Quick match button to search for a nearby workspace or activity
4. Horizontal scroll menu to navigate to the Map, Calendar, History, Saved, and Profile pages
5. The watch application functionality and home screen is simplified to only feature the quick match button

## ARCHITECTURE



## Map Annotation

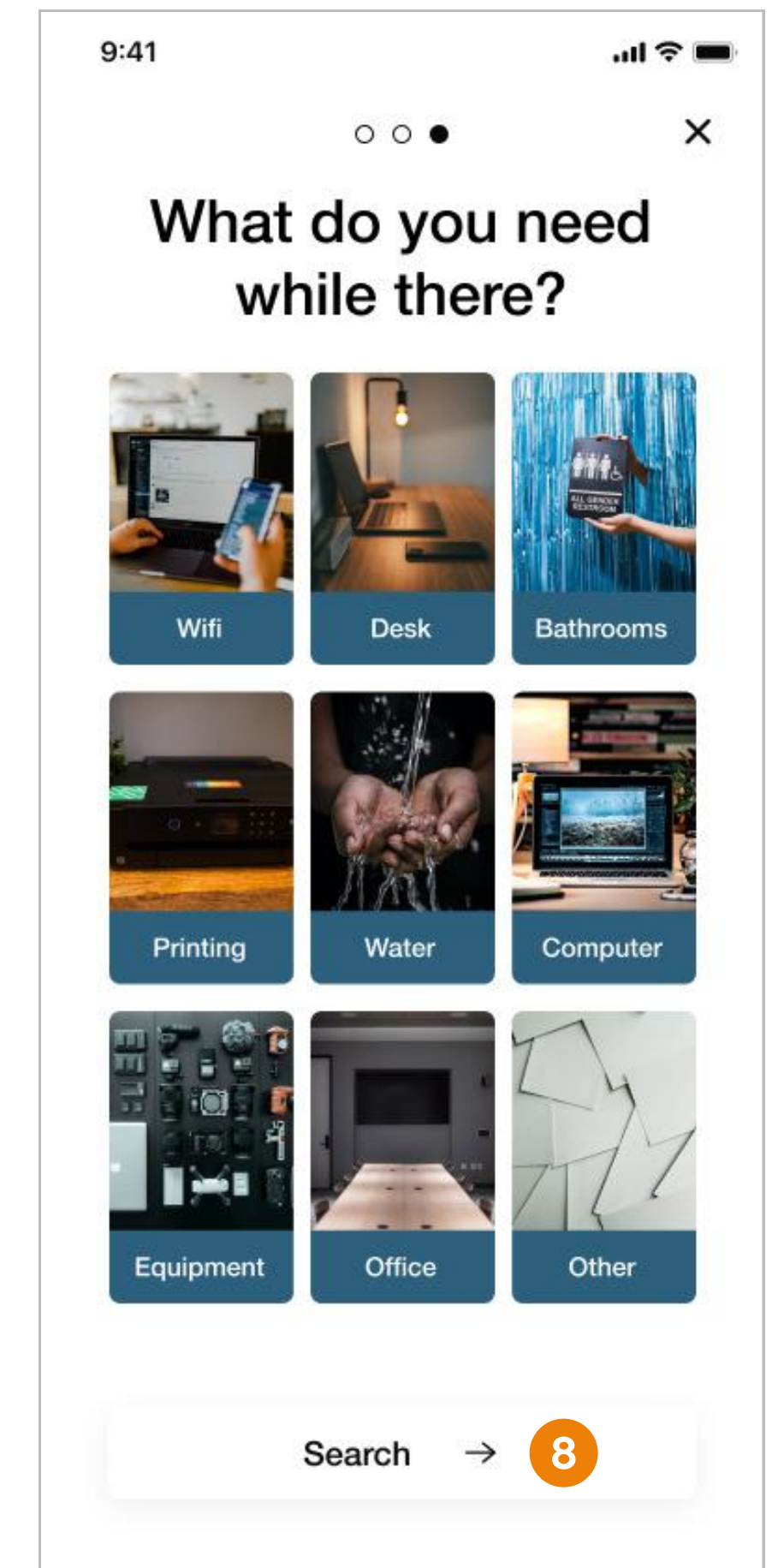
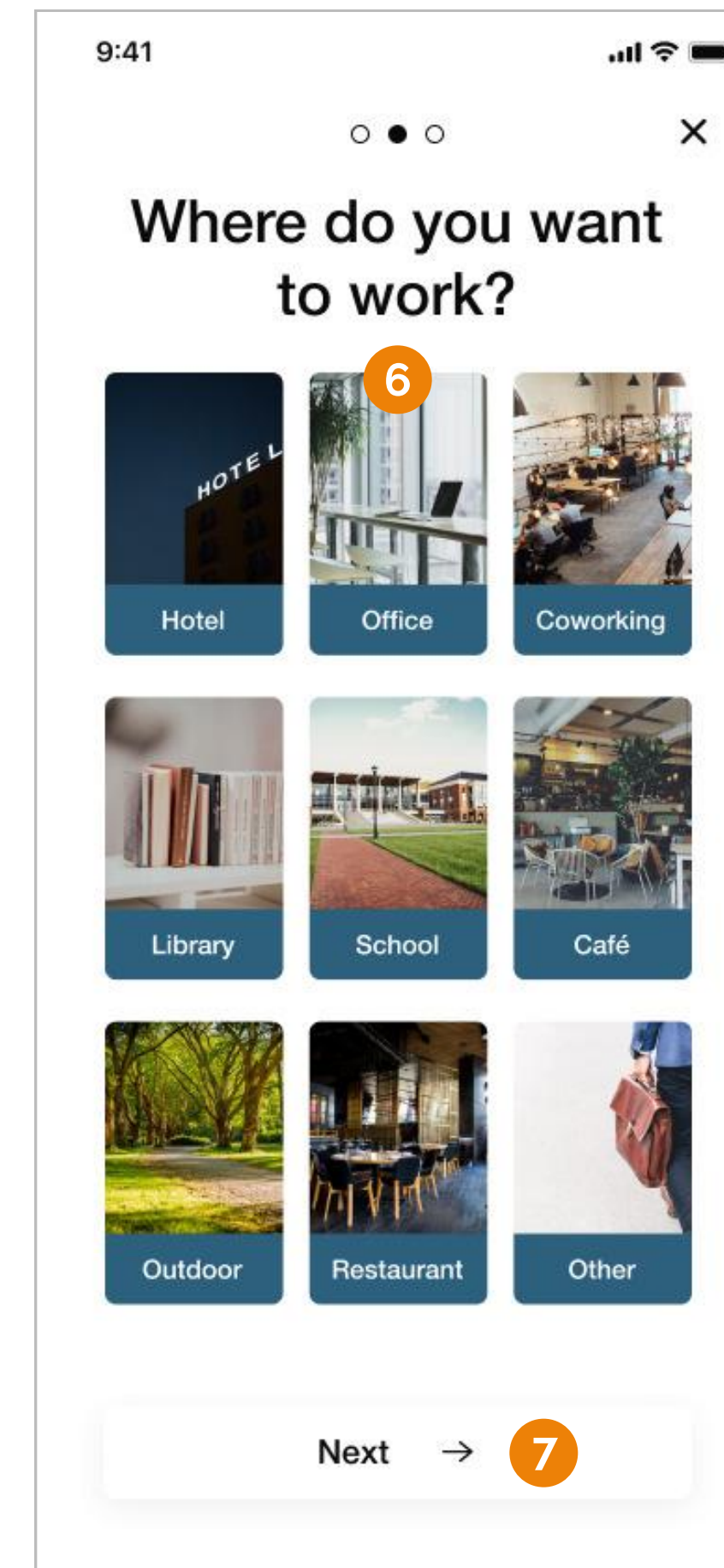
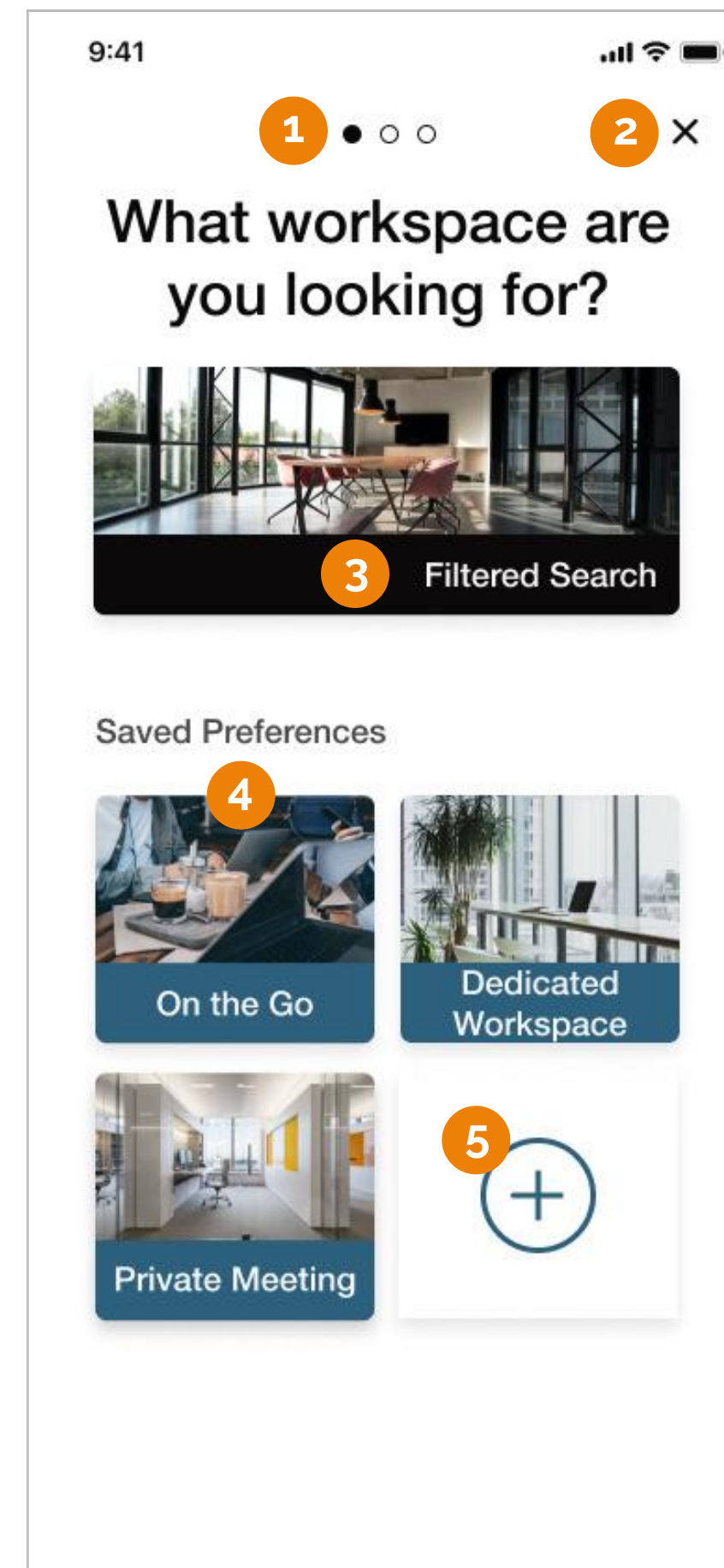
The map screen helps users search for locations based on their proximity.

1. Search bar
2. Transport method
3. Filter button
4. Close button to exit map and return to home screen
5. Location icons that indicate the location type
6. User pin that indicates their current location
7. Horizontal scroll bar to view nearby locations
8. Tags that give a preview to indicate what amenities are available at that location
9. Mode view button - Users can adjust view to see workplace locations, recreational activities, or both
10. Button to center the map based on the user's location

## Location Filter Annotation

The filter is designed to allow the user to input as much or as little information as they'd like.

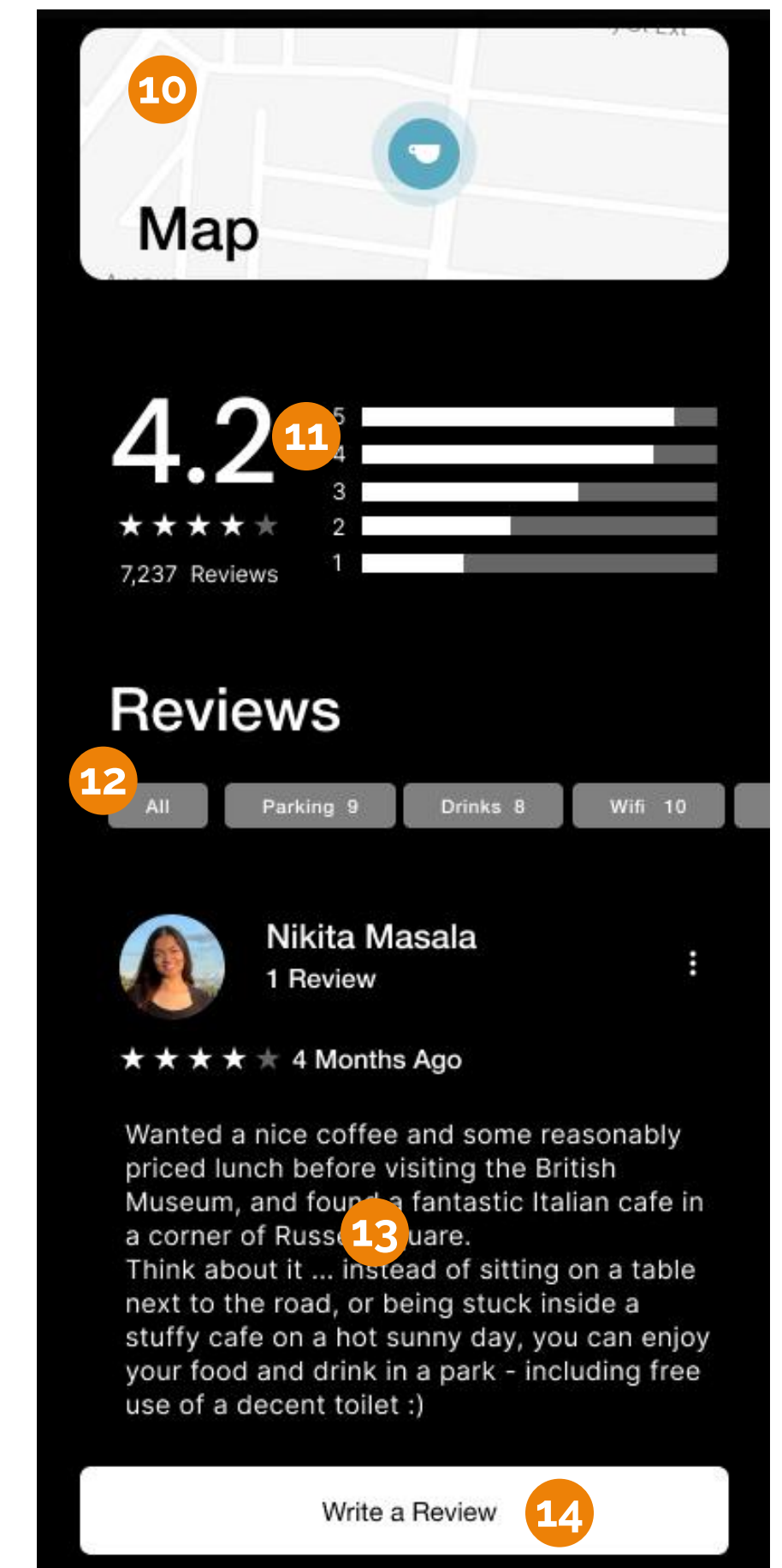
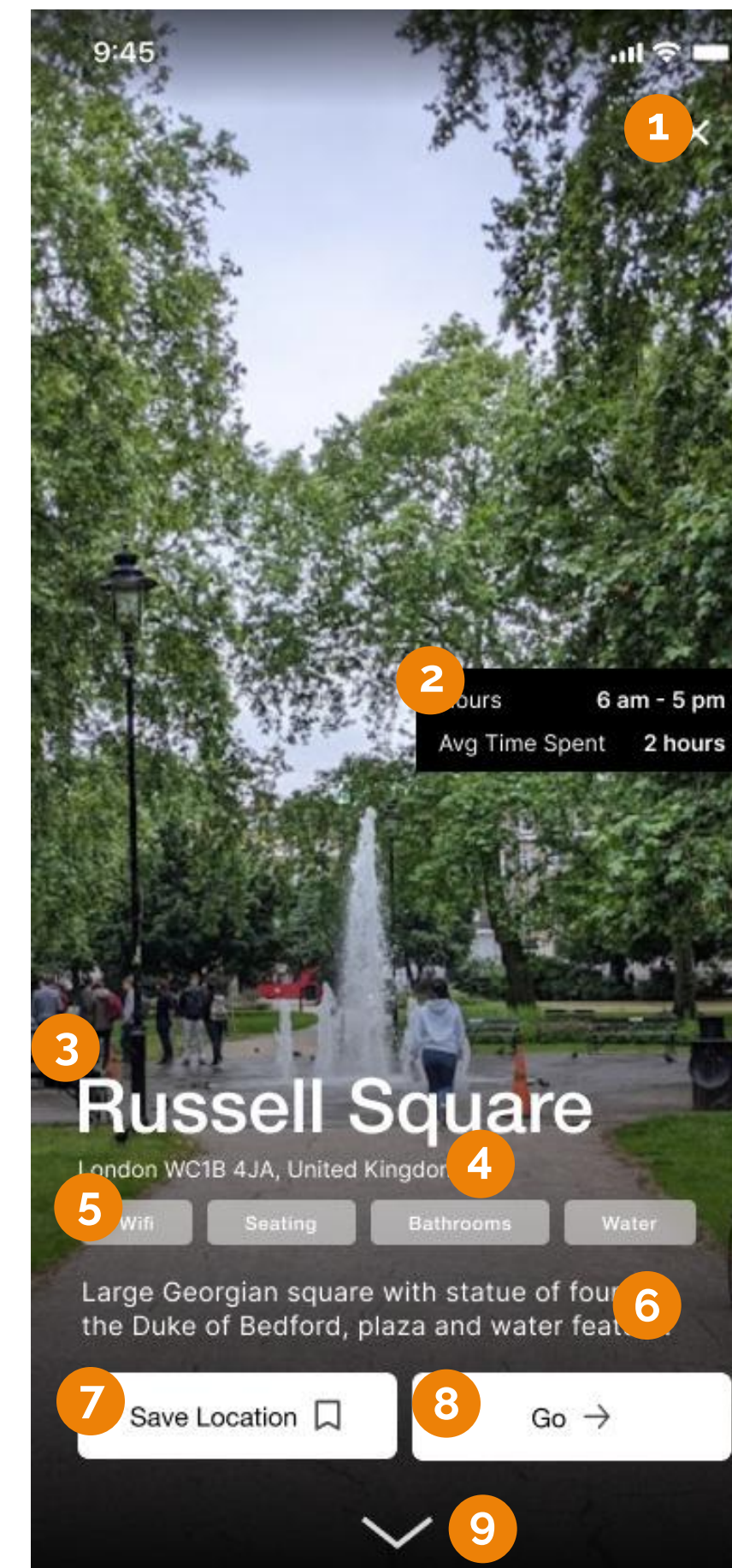
1. Progress indicator
2. Close button to exit filter and return to home screen
3. Filtered search button to select criteria in the moment, which directs the user to the next page
4. Saved preferences to select a predefined search criteria without inputting additional criteria
5. Create a new saved search criteria
6. Select tiles based on location preferences
7. Move to next screen
8. Submit search criteria and be directed back to map



## Individual Location Page Annotation

When a user selects a location they are able to view a brief summary with details relevant to its suitability as a work or travel destination.

1. Close button to exit location page and return to the map
2. Sticky sidebar that highlights the location's hours and average time visitors spend in that place
3. Location name
4. Location address
5. Tags based on Caribou's search functionality that reflect the facilities and amenities that are available at that location
6. Brief description of the location
7. Save location button that makes it easy for user's to find later
8. Go button that redirects user's to their preferred navigation tool
9. Arrow to give users an indication to continue vertical scroll for additional information
10. Mini map preview
11. Summary of user ratings of the location
12. Review tags that indicate commonly mentioned themes
13. Individual user review
14. Write a review button which opens up to a rating page

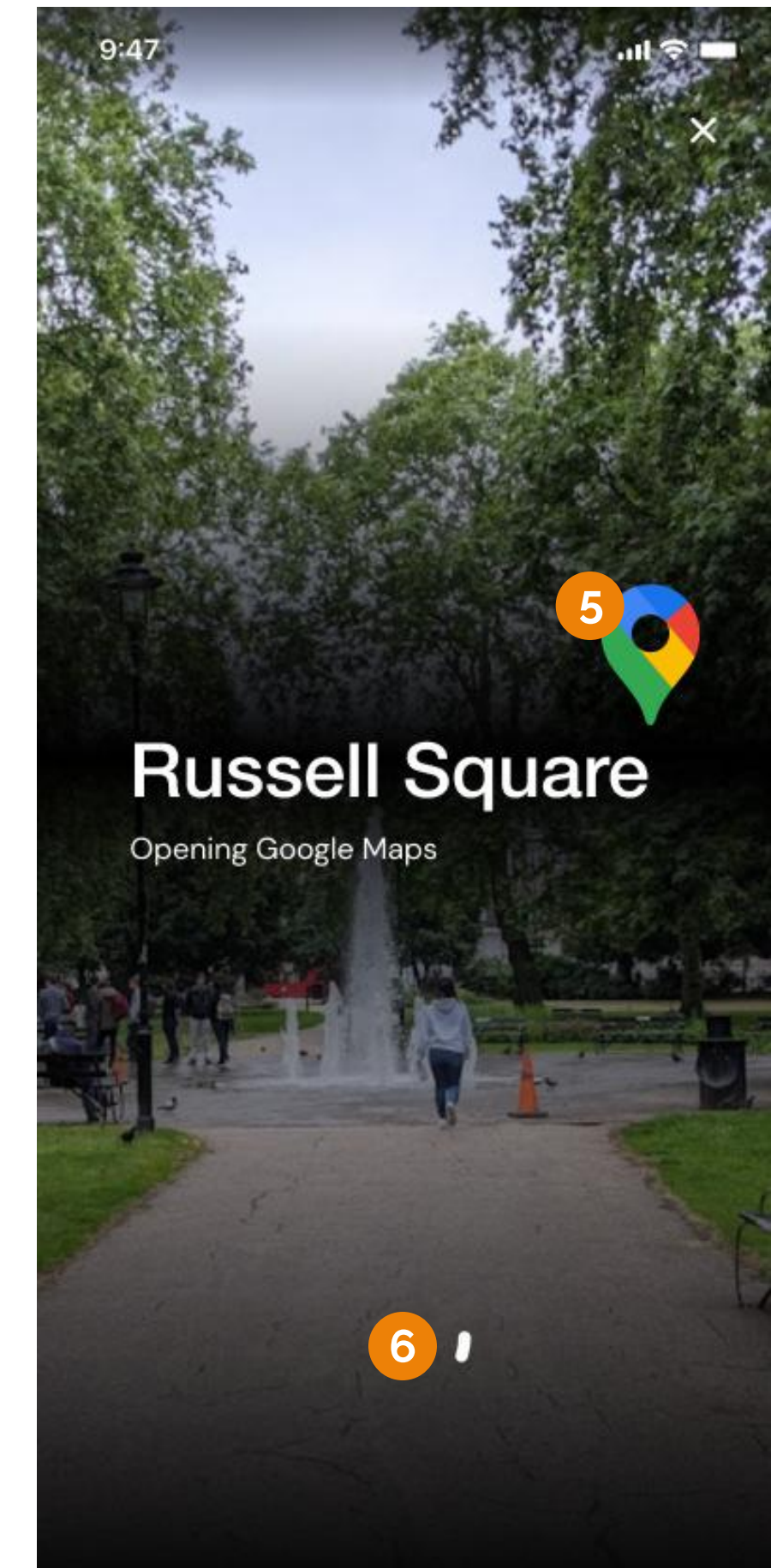
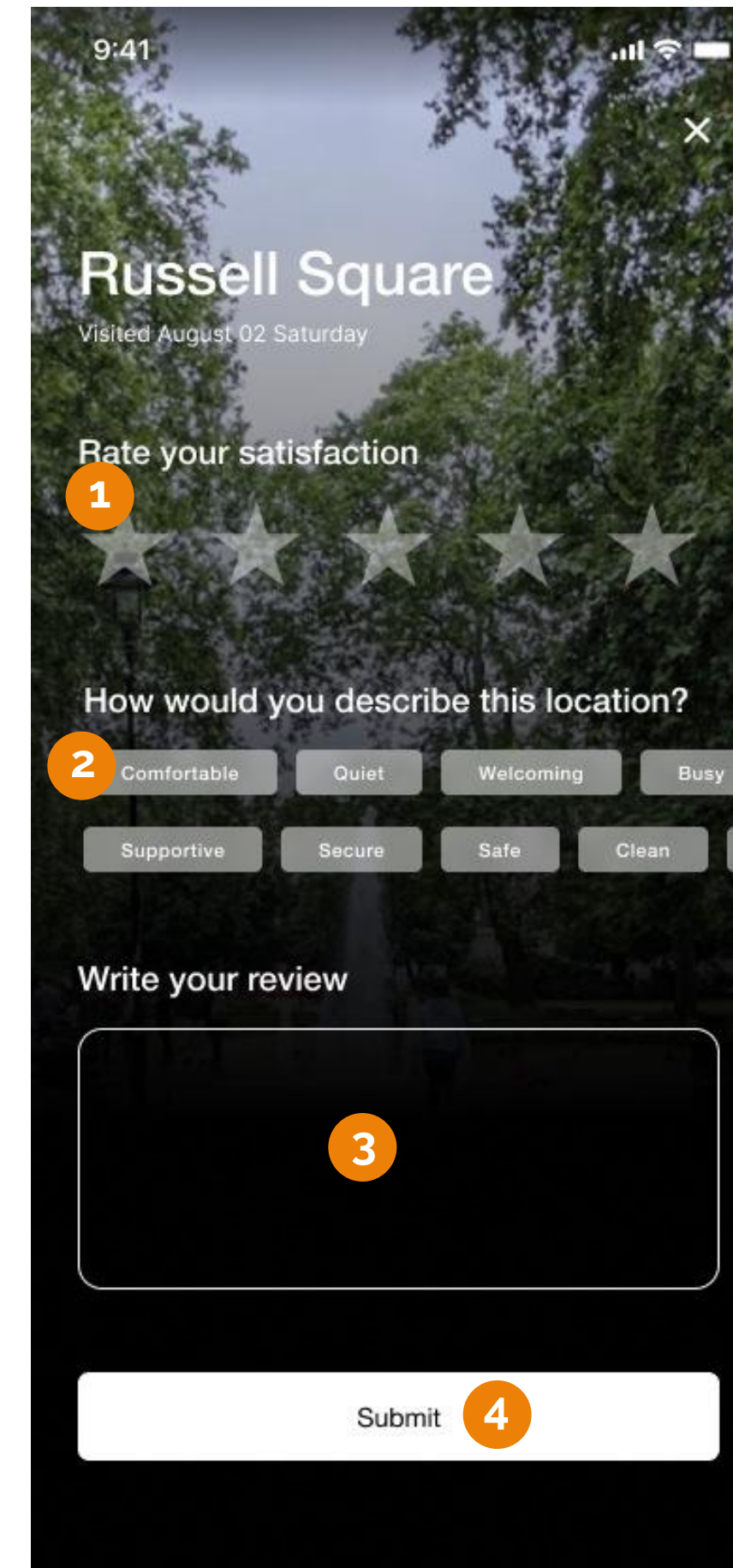




## Review & Handoff Page Annotation

Users can contribute to the Caribou ecosystem by rating and reviewing a location. Navigation and reservations are not managed within the app, and users are redirected to relevant third-party websites and applications.

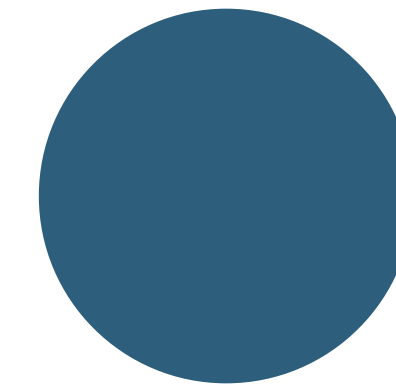
1. Users can select stars to rate a location
2. User can select frequently used tags to quickly describe their experience at the location
3. Users can write a review
4. Submit review button
5. Handoff application icon indicates which application the user is being directed to
6. A loading icon spins to indicate that the transfer is occurring



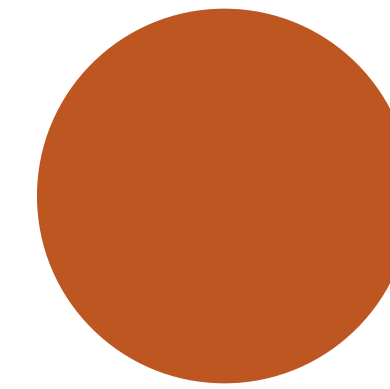
## Color Palette

Drawing on inspiration from cities and cultures around the world. This complementary color palette was chosen to contrast the dual functionality of the application.

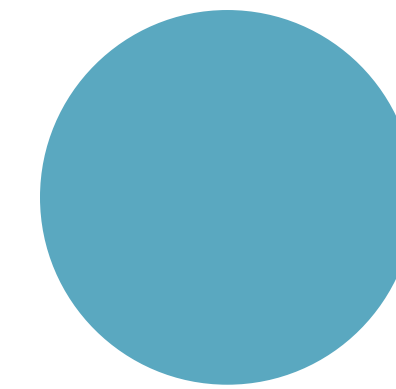
## Main Color Shades



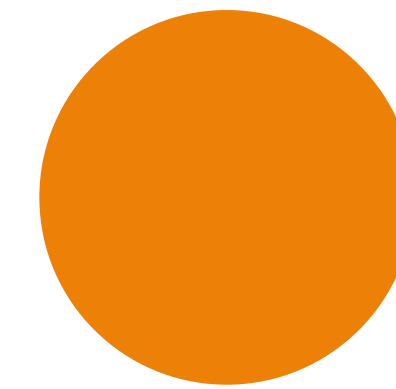
Blue Sapphire  
CMYK 64 23 0 51  
RGB 45 96 125  
#2D607D



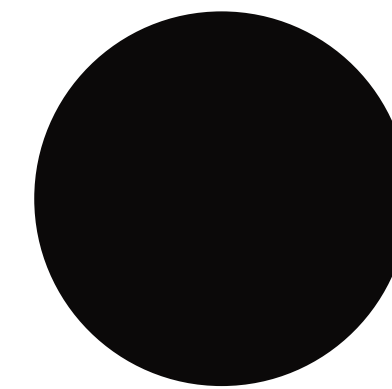
Burnt Orange  
CMYK 0 54 83 25  
RGB 190 87 33  
#BE5721



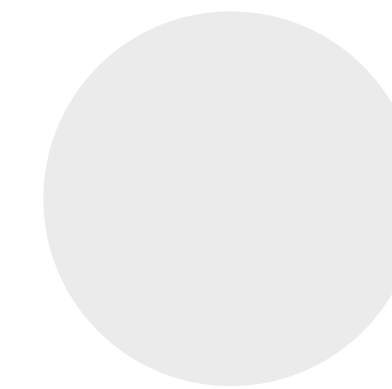
Maximum Blue  
CMYK 53 12 0 25  
RGB 90 169 192  
#5AA9C0



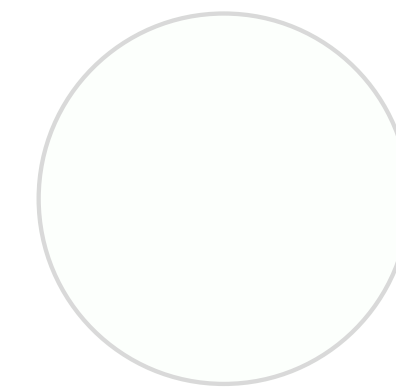
Tangerine  
CMYK 0 45 97 7  
RGB 237 130 7  
#ED8207



Rich Black  
CMYK 0 18 9 96  
RGB 11 9 10  
#0B090A



Platinum  
CMYK 0 0 0 8  
RGB 235 235 235  
#EBEBEB



Baby Powder  
CMYK 1 0 1 0  
RGB 252 255 252  
#FCFFFC

## VISUAL SYSTEM

### Typography

Helvetica Neue is used for headlines and Inter is used for body content.

|                          |               |           |
|--------------------------|---------------|-----------|
| <b>This is header H1</b> | <b>Medium</b> | <b>40</b> |
| <b>This is header H2</b> | <b>Medium</b> | <b>32</b> |
| THIS IS HEADER H3        | LIGHT         | 20        |
| <b>This is header H4</b> | <b>Medium</b> | <b>18</b> |
| <b>This is header H5</b> | <b>Medium</b> | <b>14</b> |
| this is a subtitle       | regular       | 14        |
| Body Text                | Regular       | 14        |
| Body Detail              | Regular       | 12        |
| This is a notification   | Regular       | 14        |
| This is a button         | Regular       | 14        |
| This is a tag            | Medium        | 10        |

Helvetica Neue

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

'?'“!”(%)[#] {@}/&\<+ -= >\$:;,.\*^

Inter

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

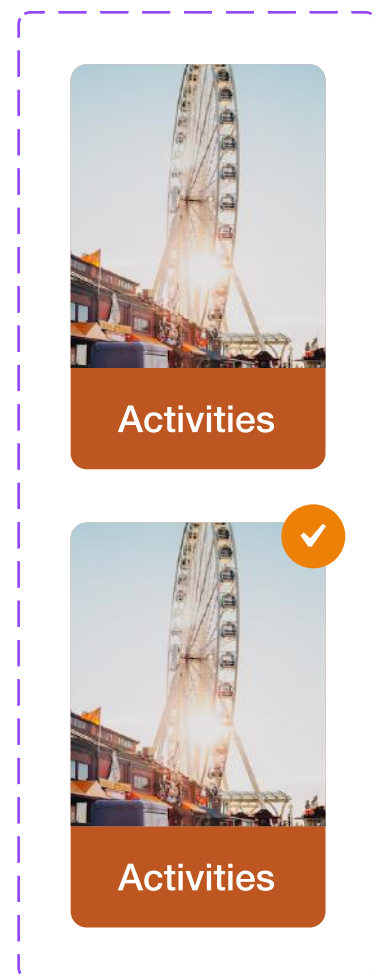
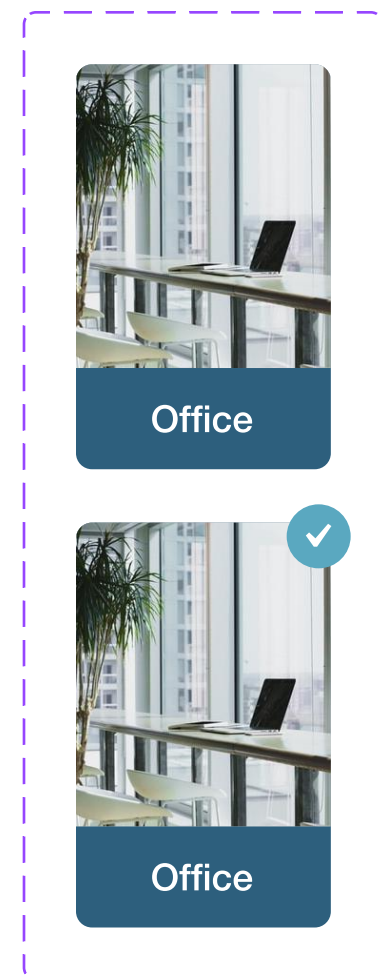
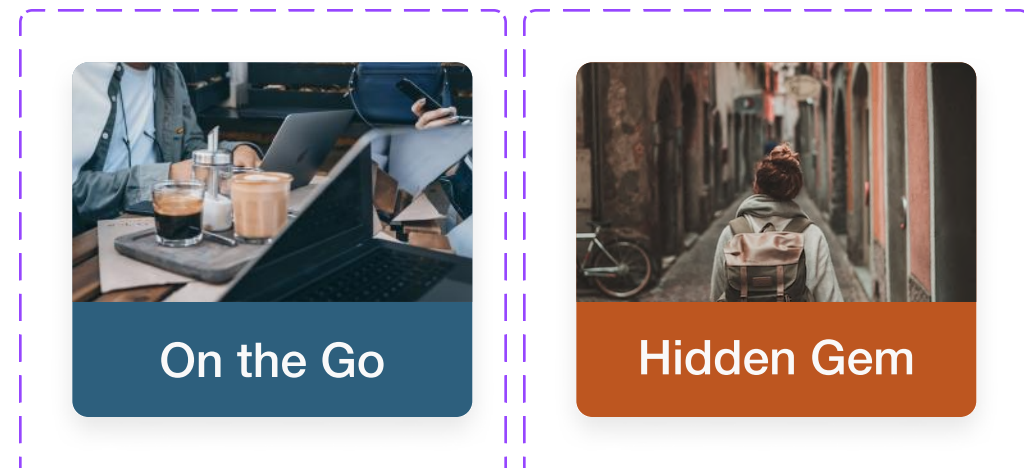
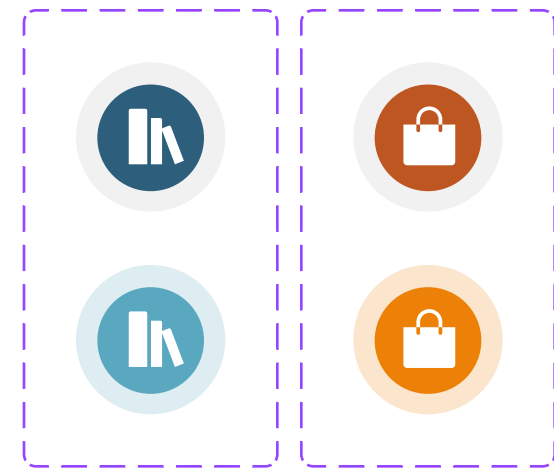
'?'“!”(%)[#] {@}/&\<+ -= >\$:;,.\*^

# Iconography

Icons are used on the map screen to offer a visual indicator to help users easily identify locations within proximity based on type.



# Components

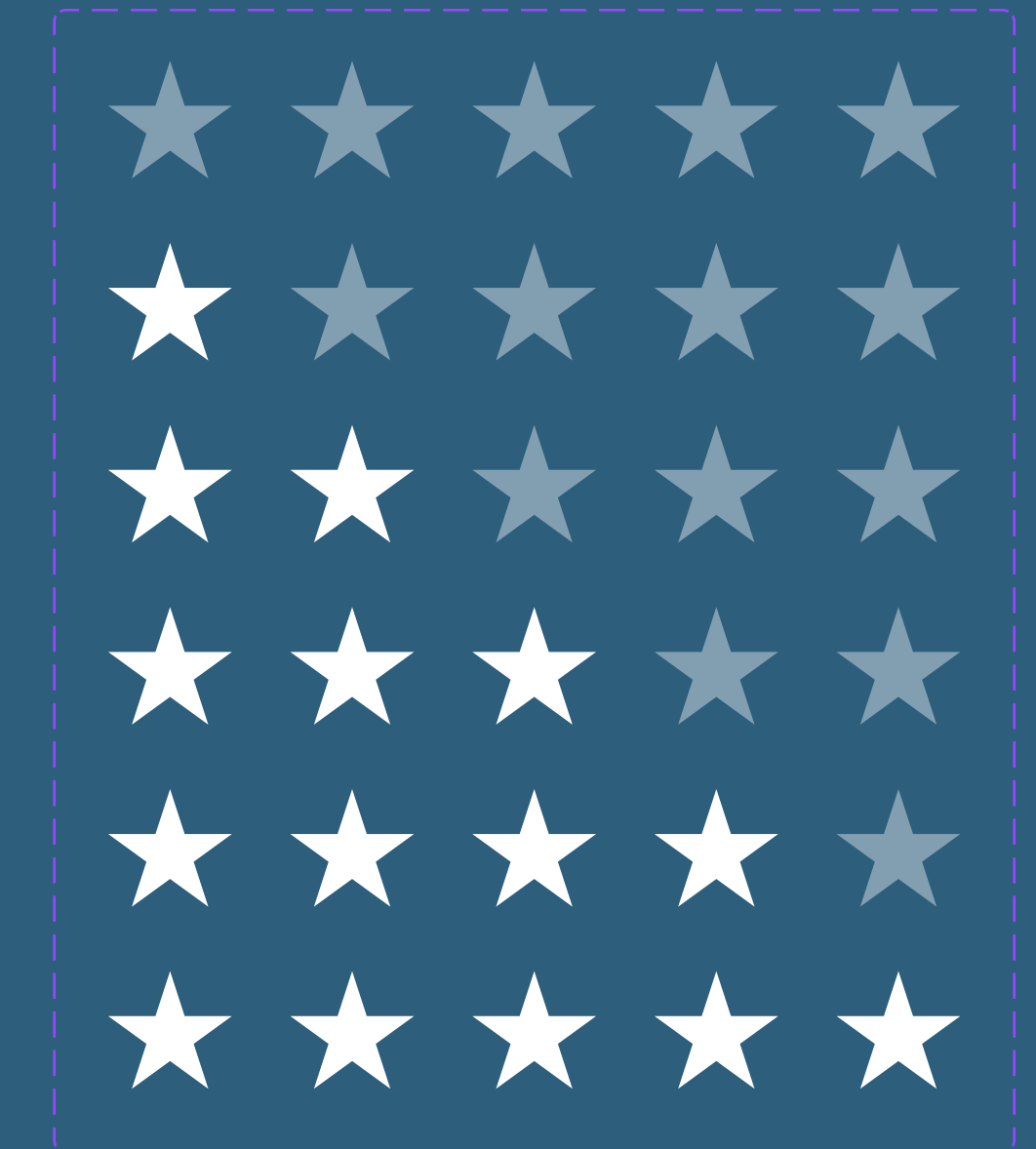
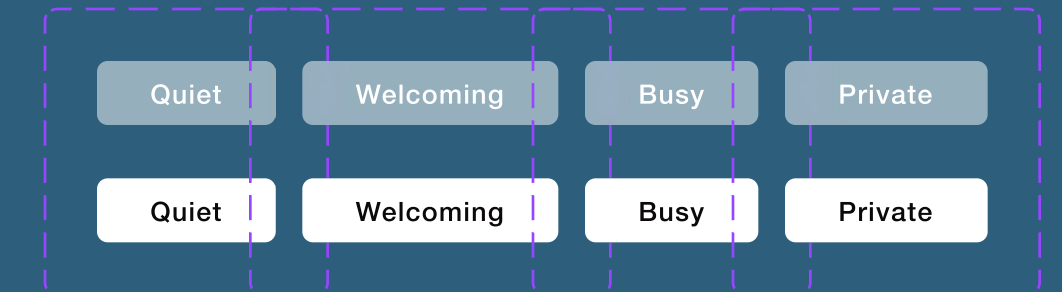
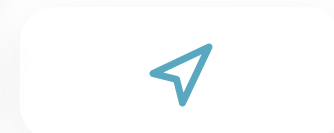


LONDON ▾

All

Explore

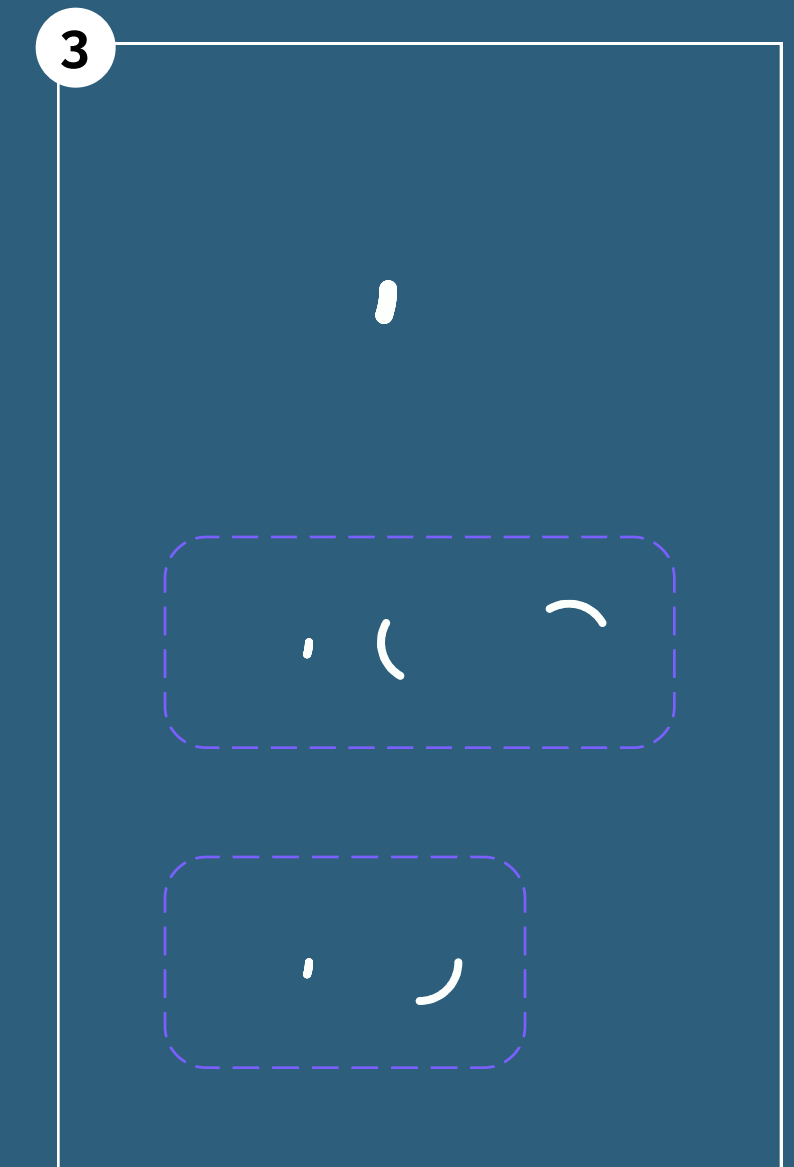
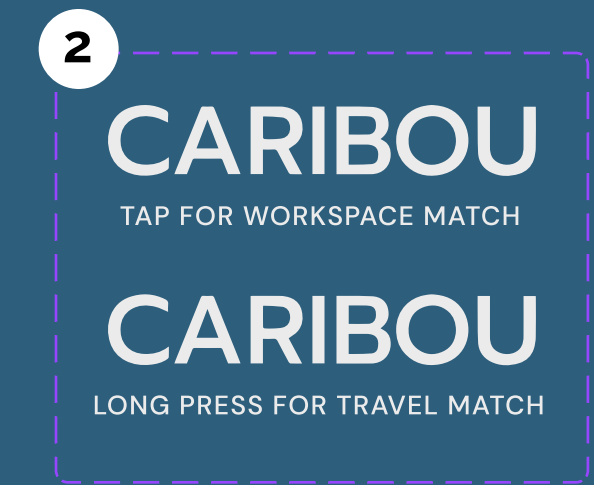
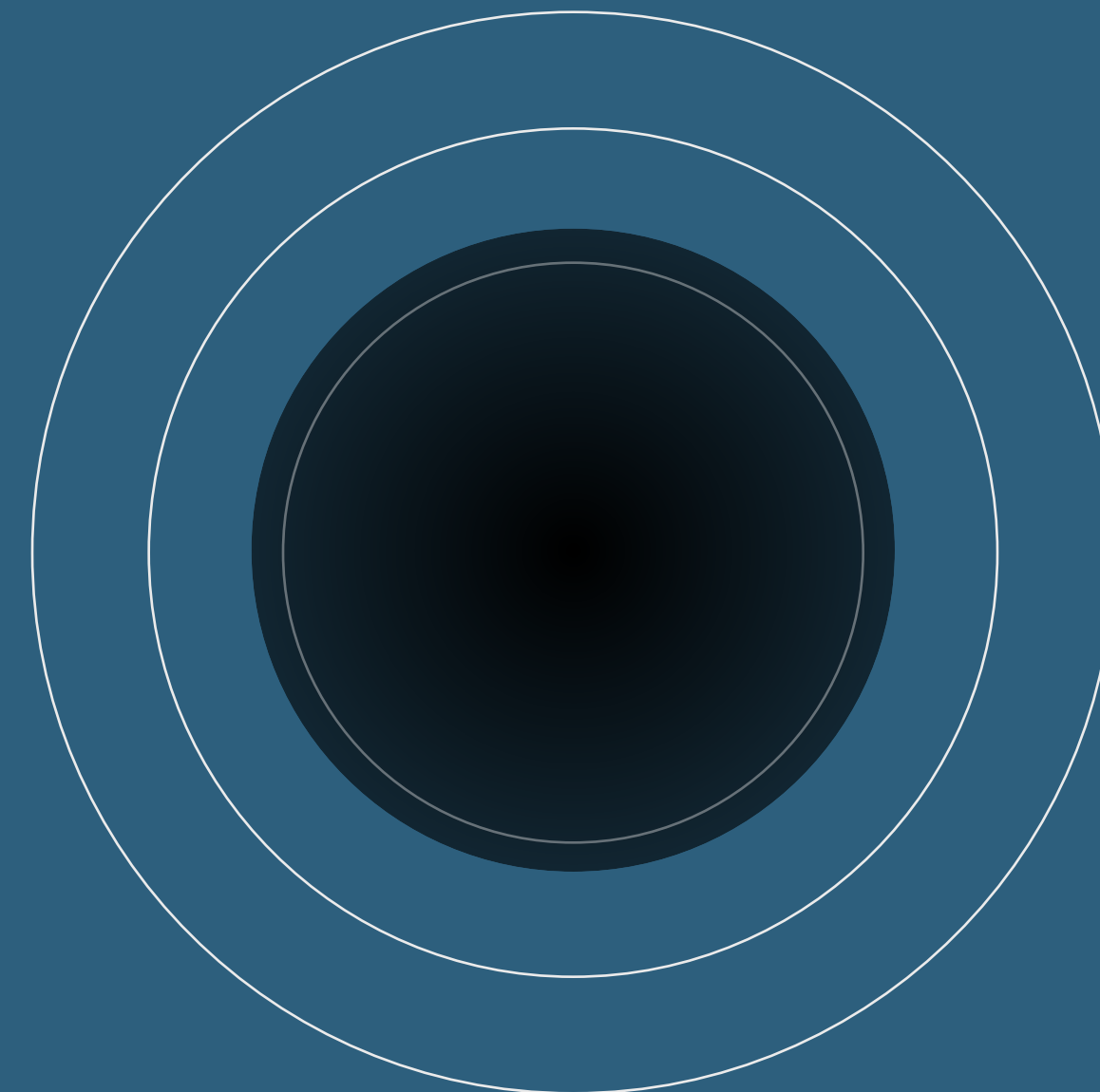
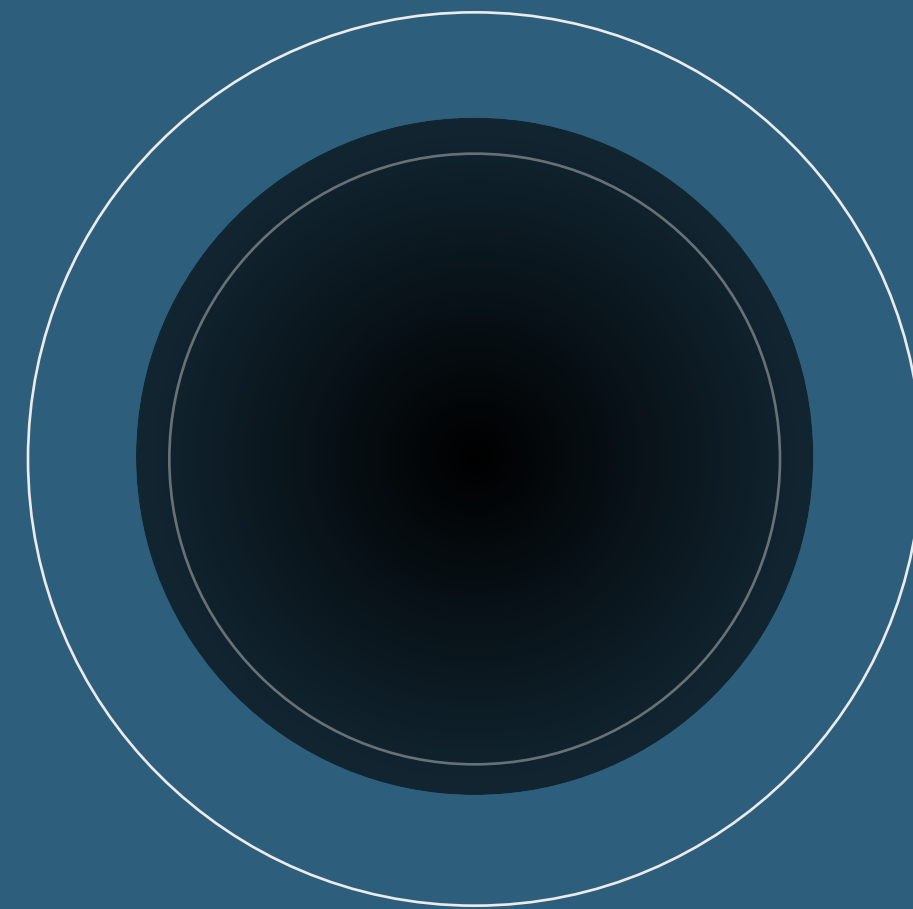
Work



# Motion

Subtle motion has been added to components to help guide users by indicating a change of status.

- 1. Quick match button
- 2. Homepage logo
- 3. Loading indicator on handoff screens



## Design Principles

### Design for Flexibility

Support and accommodate varying work needs, while allowing for spontaneous travel.

### Design for Balance

Respect the dual nature of their experience by balancing work and travel needs.

### Design for Delight

Reflect the spirit of adventure sought by travelers by incorporating moments of delight and exploration.



## Our Goal

Our goal was to create a product that could meet the needs of traveling professionals on the go. Generative and evaluative research revealed that while our intended user want a tool that is easy to use, they also prefer customization and choice. Through quick match, saved preferences, and advance filtering capabilities, our design provides a layered approach to search that satifies what our users want.

If productivity is the goal, streamlined search features within work mode make it easy to filter through thousands of possible workspaces—from cafes to coworking spaces. Users can filter locations based on basic amenities and workstead needs.

For those who want to explore, switching modes allows users to find things to do by showing only the nearby places to visit on the map. They can add new predefined preferences, edit existing or filter based on in-the moment needs.

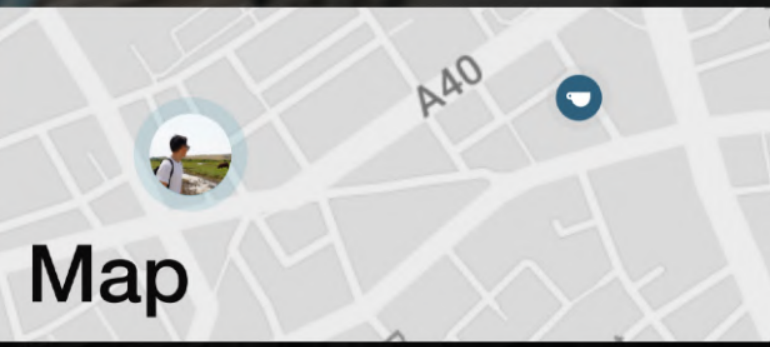




9:41

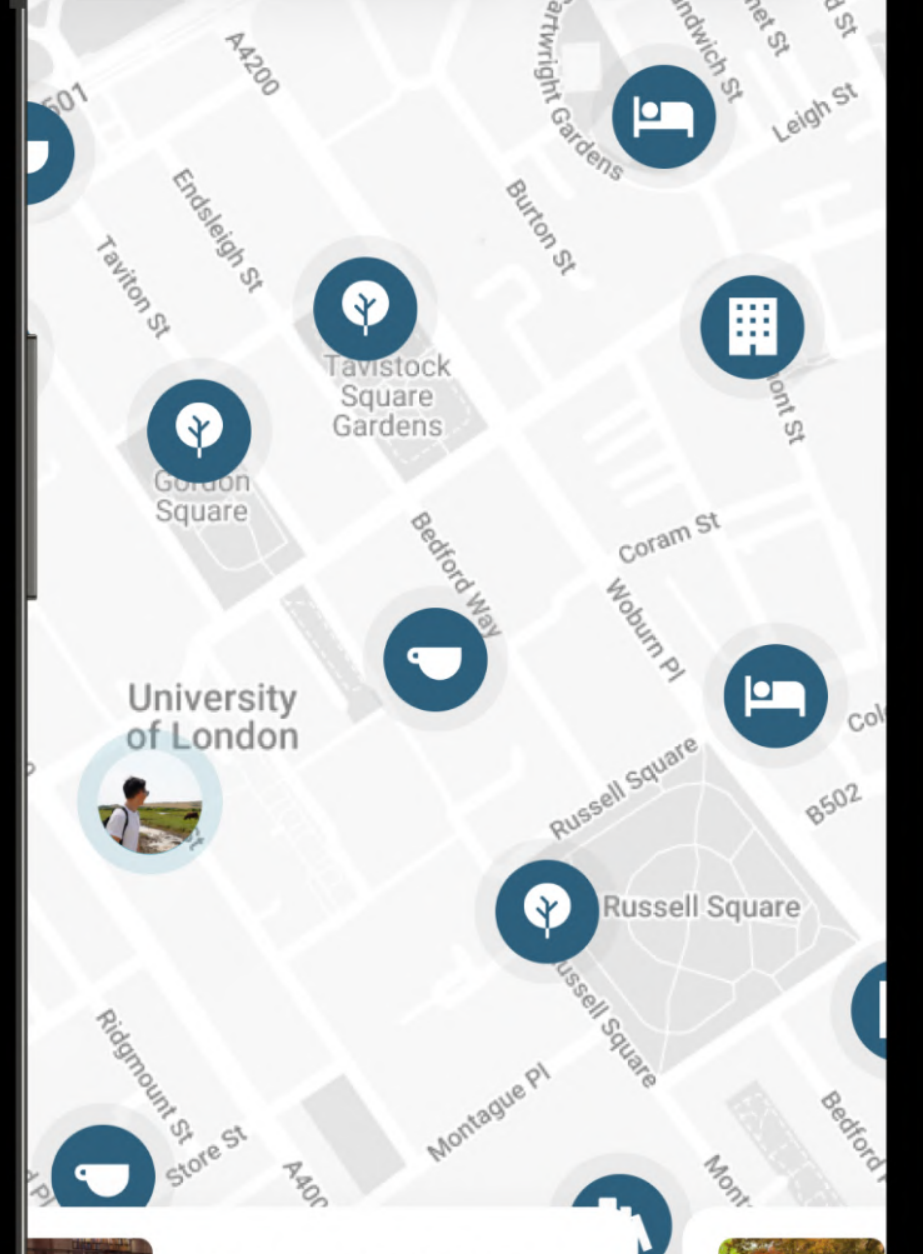
GOOD MORNING, CHRIS  
**LONDON** ▾

**CARIBOU**  
TAP FOR WORKSPACE MATCH



9:41

Search



**University Library**  
0.7 mi  
Wifi Tables

Work

