

TRIPMAPPER

Designing and building a next-generation travel planning platform for the adventurous vacationer

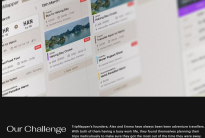
Branding

Web Design

Mobile App

PMO / UX

<https://www.tripmapper.co>



Our Challenge

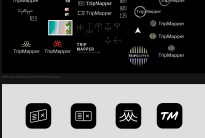
TripMapper's founders, Alex and Emma have always been keen adventure travellers, with both of them having a love for the life, they found themselves planning their trips meticulously to make sure they got the most out of the time they were away. They had tried a bunch of different tools, but nothing really stuck - so, with their travel plans grounded during COVID, they set about building their dream platform so that they'd be ready for when the world opened back up.

The tool was simple, clean, fun, easy to use and a web and mobile app that really got people excited about planning their next holiday.

TripMapper needed a platform that got people excited about the planning stages of their next trip, building anticipation to create joy.

Our Solution

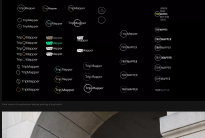
Our solution started with the notion that planning a trip should be fun and exciting, not a complicated mass of spreadsheets, emails and calendar entries. The brand, platform and app needed to be approachable and fun, but at the same time sophisticated - after all, users are trusting TripMapper to help manage their most anticipated event of the year.



Some of the variations of the TripMapper brand.



Some of the variations of the TripMapper brand.



Some of the variations of the TripMapper brand.



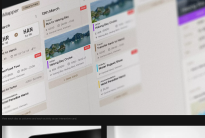
Some of the variations of the TripMapper brand.



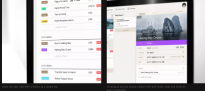
Web App

We knew we wanted the platform to be available on the web as well as its native apps, so we set about deciding on the best infrastructure to build our web app. We decided on [AWS](https://aws.amazon.com/) for the application and API layer as it allowed us to offload a large amount of server logic, especially CDAC operations on the data and allow us to focus primarily on the client application and UI. We chose [React](https://reactjs.org/), a fast JS alternative to React with the same modern API. The frontend connects to both via their first-party GraphQL API.

In order to give web users a fast and responsive experience, we focused on developing interactions and experiences that helped the in real-time nature, so users would be able to focus on planning their trip and be in no less than they were using a desktop app.



Some of the variations of the TripMapper brand.

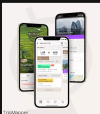
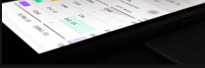
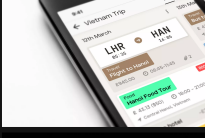


Some of the variations of the TripMapper brand.



Mobile App

We designed and built a cross-platform mobile app capable of all the same functionality as the web app, but for those busy travellers on the go the app was designed with a push-notification and offline data storage to make the user's trip productive and accessible whenever they are.



TripMapper