



# GUESSLIST

EXPERIENCE THE  
EVERYDAY ADVENTURE

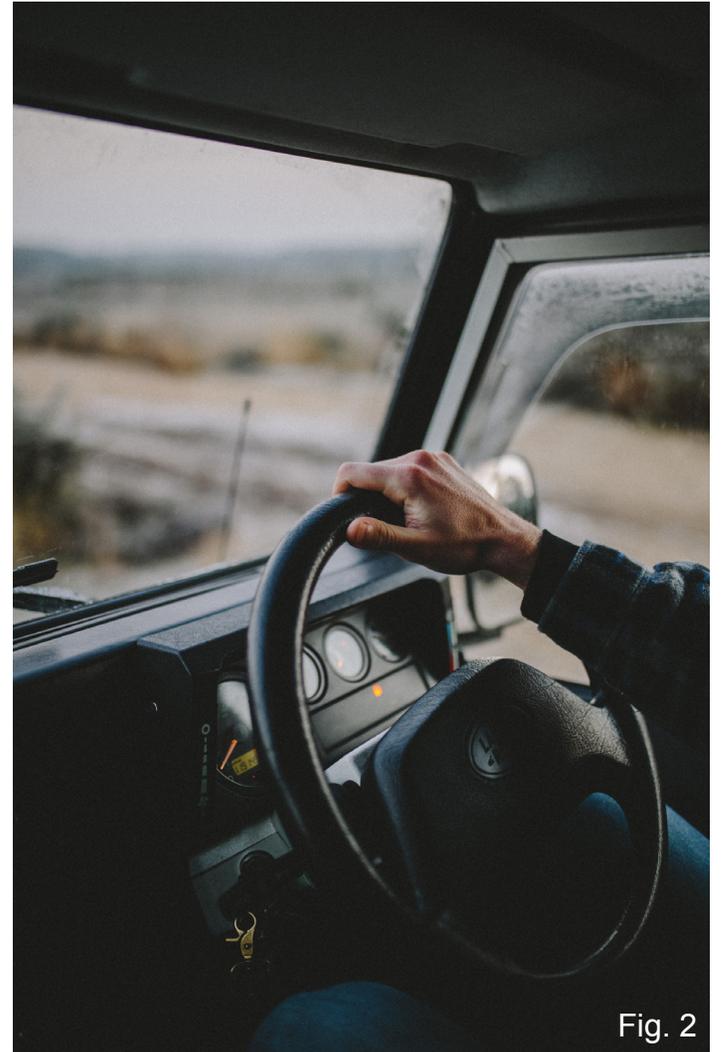
Erin Dobson  
Thesis Project 2018  
Final Report

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# PROJECT DEFINITION

HOW MIGHT WE  
EXPERIENCE  
EVERYDAY LIFE  
THROUGH THE  
SAME LENS WE  
DO WHEN WE  
TRAVEL?





HOW MIGHT WE  
EMBRACE EVERYDAY  
AS POTENTIAL  
FOR ADVENTURE  
AND MEANINGFUL  
EXPERIENCES?

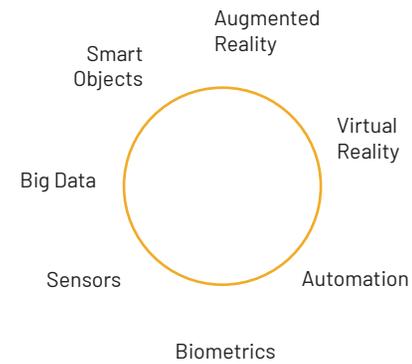


HOW MIGHT WE LEVERAGE  
TECHNOLOGY TO HAVE A  
BETTER RELATIONSHIP WITH  
OUR PHYSICAL WORLD?

# RESEARCH AND ANALYSIS

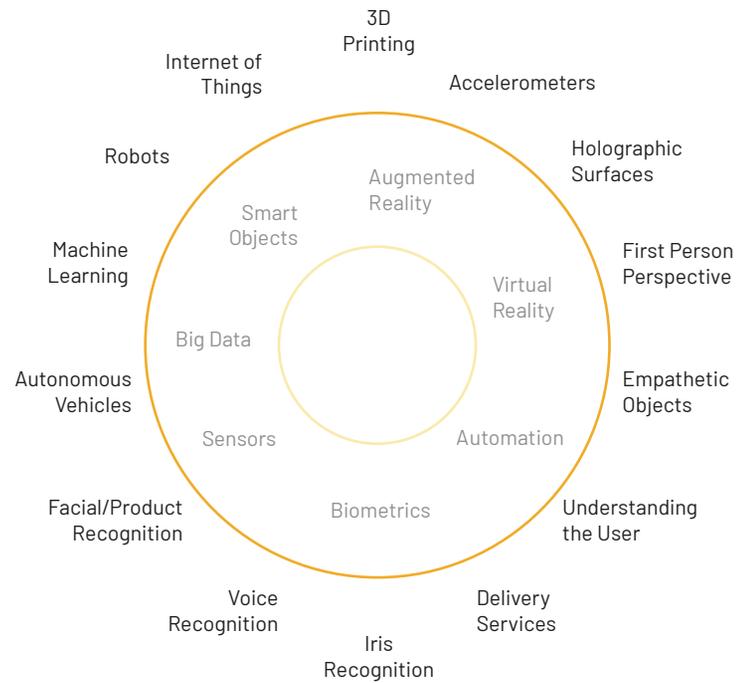
# TREND LANDSCAPE // TECHNOLOGY

Disruption  
Amplification  
Impact  
Market



# TREND LANDSCAPE // TECHNOLOGY

- Disruption
- Amplification
- Impact
- Market



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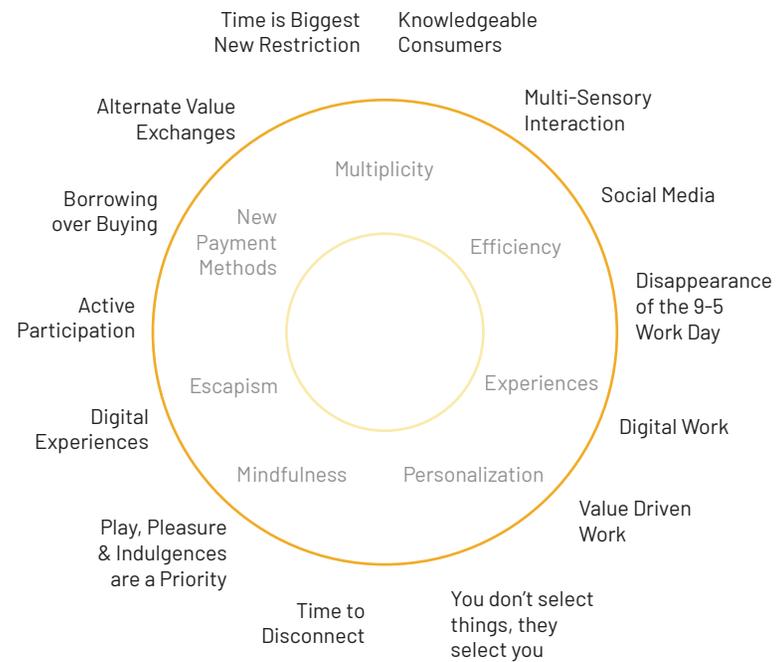


# TREND LANDSCAPE // BEHAVIOUR



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Disruption  
Amplification  
Impact  
Market



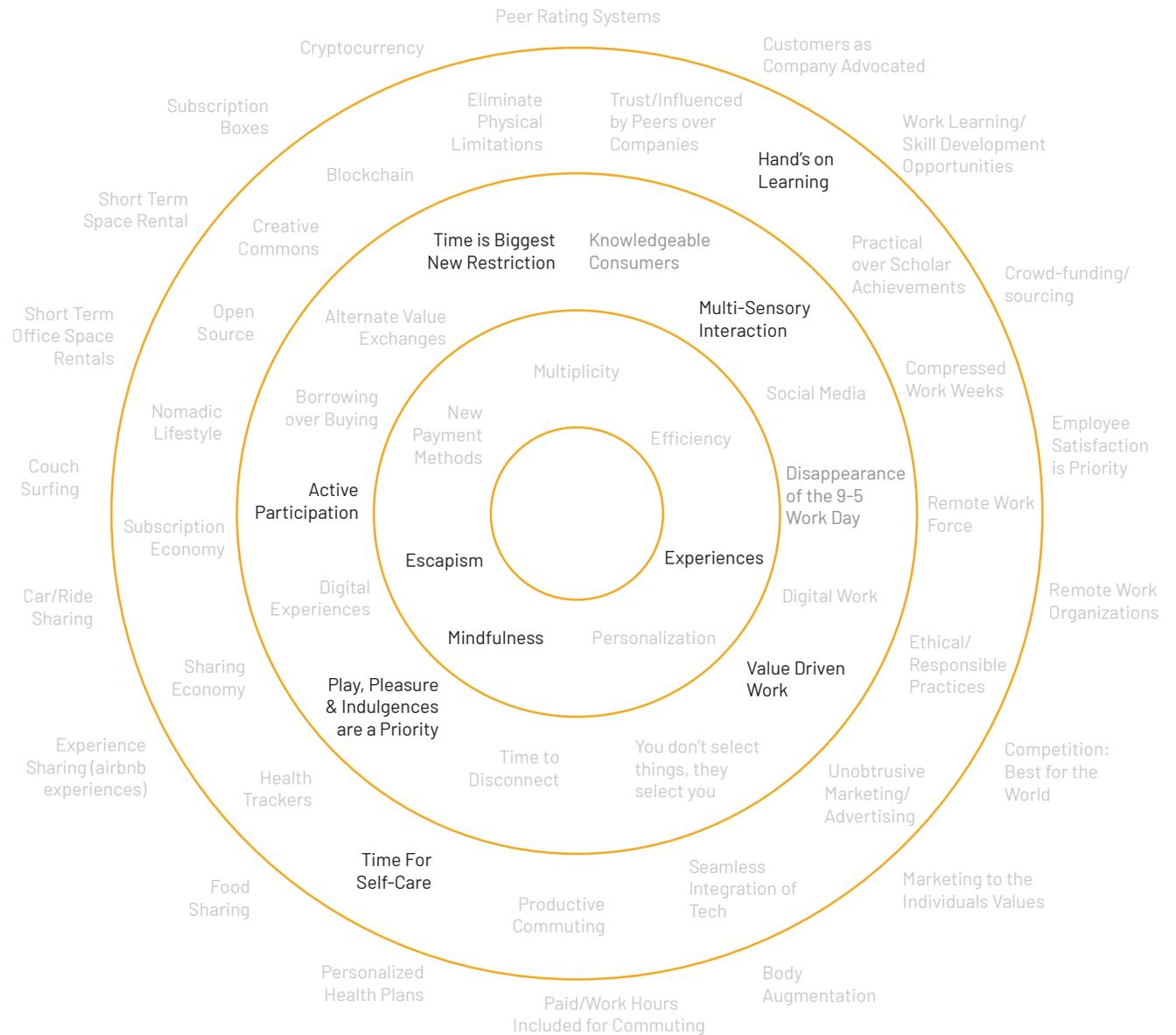
# TREND LANDSCAPE // BEHAVIOUR





# CORE THEMES //

- Escapism
- Mindfulness
- Experiences
- Active participation
- Hands-on learning
- Multi-sensory interaction
- Disappearance of the 9-5 work day
- Value driven work
- Time is the biggest restriction
- Time for self-care
- Play, pleasure & indulgences are prioritized



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## Insight:

In a society that promotes constant busyness, structure and responsibility's, people are seeking opportunities to get away.

## Benefit:

By taking a break from the everyday routines that can be very boring and uninspiring, we give ourselves a chance to re-energize and have fun. This can have many positive effects on productivity and work quality after returning to a normal lifestyle.

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## Insight:

With stress levels at all time highs due to the busyness of the average lifestyle, work pressures, job competition, etc. we are realizing the importance and positive effects of disconnecting and disengaging with stress triggers to focus on personal growth and well-being.

## Benefit:

People have different strategies to practice mindfulness in their daily lives, but the commonality is participating in something that allows you to be mentally present and hyper focused only on the task at hand. This simple and short term state of personal reflection can boost your energy and allow you to think about your own goals and desires. Mindfulness requires limiting both physical and mental distractions, which will provide you with a more proactive and refreshed state of mind.

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## Insight:

Previous generations have always believed in things to be status symbols. They valued expensive luxuries such as cars and houses but now, especially in the millennial generation, there is a new appreciation for experiences over "stuff."

## Benefit:

Experience provide us with a lot of beneficial things that "stuff" cannot. Engaging in experiences allows us to build meaningful relationships, be challenged and utilize our skills, gain new insights and overall grow as individuals. These intrinsic values are incomparable to tangible things and are seen as the new status symbols. The more experiences, adventures and travels you have had, the more knowledgeable and insightful you are perceived to be, and likely are.

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## Insight:

The age of being passive receivers of information is over. People desire engagement and to feel empowered by contributing their own perspectives and values. Successful and innovative companies are responding to this by creating new and more interactive ways for consumers to engage.

## Benefit:

Companies can use opinionated and active consumers, most evident in the millennial generation, to their benefit. These people want to share their own stories and find value in their interactions. People are more likely to trust reviews from peers instead of directly from the corporations, so companies can use this to their advantage by featuring user generated content (UGC), and allowing their consumers to be heard and empowered.

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## Insight:

Based on many factors including the ability to work digitally and remotely, people demanding more time out of the office and flexible hours, the rise of entrepreneurs and freelancers, etc. the work structure itself is inevitably changing to compensate.

## Benefit:

The changes of work structure are allowing people to have better “work life balance,” or integrate work right into their life and feel empowered to choose work that aligns with their values. The result of this is much more satisfied workers because they don’t have to compromise other aspects of their life. When employees feel valued and accommodated, and when they have free time for activities that bring them pleasure, they will be overall happier people which will be reflected into the quality and creativity of their work.

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## Insight:

Advances in society have limited many of the elements that previously served as boundaries such as disabilities, access, alternate work and educational opportunities, etc. and with our monetary structure under disruption from cryptocurrencies, the only thing that we can not change (at least not foreseeable in the near future) is our time here which starts to run out from the second we are born.

## Benefit:

People have a newfound understanding and appreciation for time when we consider how much of it gets wasted on invaluable work or tasks that don't bring us pleasure. People are now prioritizing leisure time. We are now more aware than ever of the importance of quality relationships and experiences over things that monetary transactions are no longer a justified compensation.

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## Insight:

It is said that play is our natural state and it is seen as normal behavior for a child, however, it is just as much apart of our human nature even as we grow up. Play allows us to engage with our surrounding environment with curiosity and an open mind, and it can be the easiest way to achieve pleasure and happiness.

## Benefit:

Play can be a very productive activity since many people learn best through exploration and hands on learning. Play embodies a lot of the skills beneficial but lacking in the "corporate" work world such as creativity, innovative strategizing and problem solving by trial and error. When we are in a state of play we are not concerned with the end result or the potential of failure and this can be the liberation needed to harness our best ideas.

# SYNTHESIS & SCOPE

# SYNTHESIS OF CORE THEMES //



- Complete immersion and consumption with an activity
- Lose sense of anything outside of the present moment
- Complete competency in one's ability
- External judgment is non-existent
- Time seems to speed up, but with total awareness



THIS IS REFERRED TO  
AS THE “FLOW STATE”

“THE BEST MOMENTS IN OUR LIVES ARE NOT THE PASSIVE, RECEPTIVE, RELAXING TIMES... THE BEST MOMENTS USUALLY OCCUR IF A PERSON’S BODY OR MIND IS STRETCHED TO ITS LIMITS IN A VOLUNTARY EFFORT TO ACCOMPLISH SOMETHING DIFFICULT AND WORTHWHILE.”

// Mihaly Csikszentmihalyi

BEING IN A FLOW STATE IS  
THE MOST DESIRABLE, BUT  
ELUSIVE STATE ON EARTH



Fig. 7

# CONDITIONS OF FLOW //



- Complete involvement, mentally and/or physically
- Sense of ecstasy
- Pure inner clarity
- Confidence in personal skill
- Belief in the activities potential and the ability to achieve it
- Sense of serenity, emotions go beyond the ego
- Timelessness, immersed completely in the present time
- Motivated, the act is the reward

# THE MANIFESTATION OF FLOW

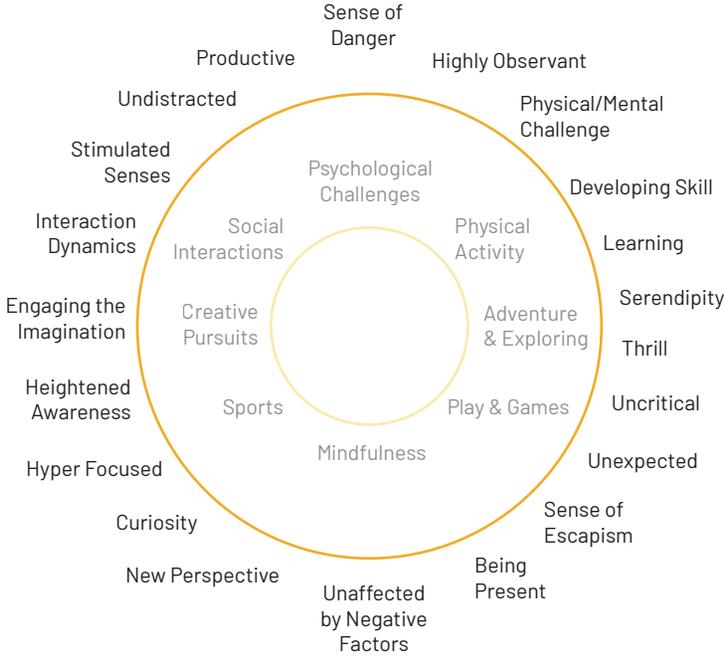
# FLOW SCOPE //

Activities  
Emotion  
Value



# FLOW SCOPE //

- Activities
- Emotion
- Value



# FLOW SCOPE //

Activities

Emotion

Value



HOW DO WE  
TAP INTO OUR  
FLOW STATE?

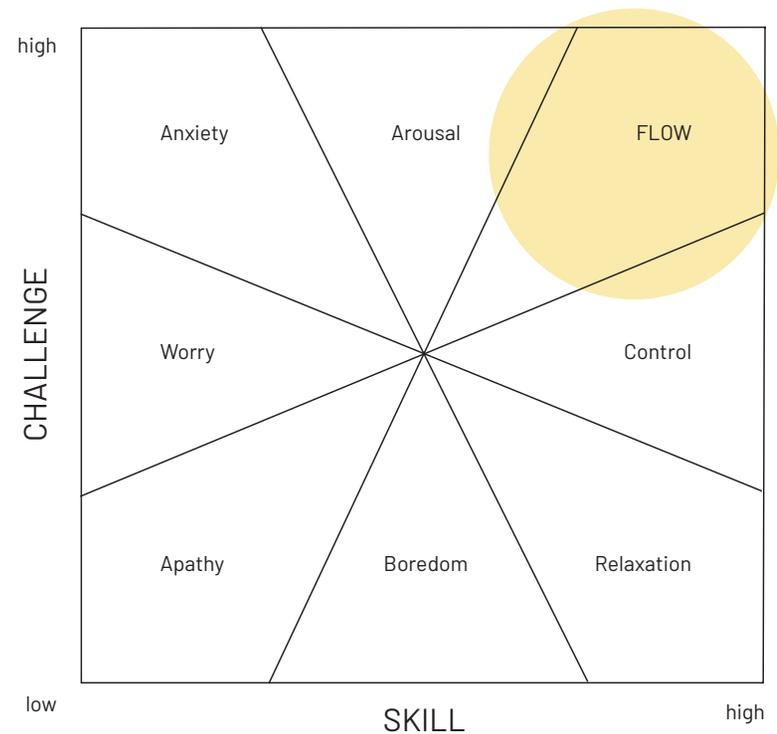


Fig. 9

# SKILL CHALLENGE RATIO //

To achieve the flow state you must find balance between challenge and skill to a high degree that pushes you out of your comfort zone. (Mulder, P.)

- **Arousal:** where most people learn from, pushed beyond your comfort zone and can easily transition into flow state by developing skill
- **Control:** comfortable but not very exciting, can enter flow by increasing the challenge
- **Apathy:** negative area - not using skill or being challenged (biggest contributor to this zone is watching TV, unless it is something you're really interested in and getting feedback from )



# APATHY ZONE //

## Emotion:

You have given up, feel stuck in your current position, and potentially as though you are insignificant. People in this zone are likely to give up on their goals for fear of rejection and failure, and believe it is easier to do nothing.

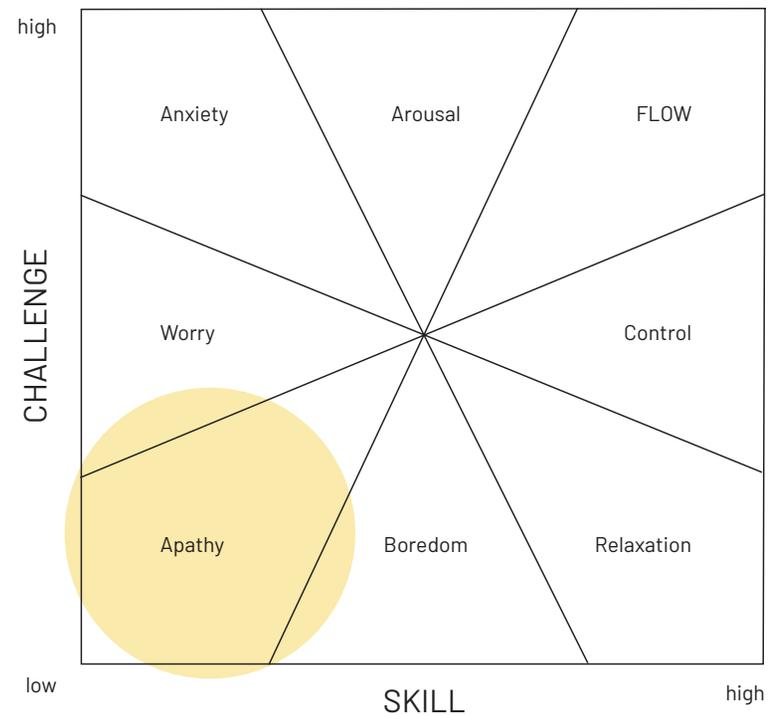
## Outlook on life:

Hopeless, unengaged and pessimistic.

## Contributing activities:

Activities that don't engage skills or create a challenge.

- Mindless TV, Internet surfing and social media
- routine "boring" chores



# RELAXATION ZONE //

## Emotion:

You are comfortable and feel capable engaging your skills at this level. The activity requires some form of thinking and interaction, but lacks challenge and excitement. This can easily become a transition zone, you can move to apathy if the activity doesn't push your skills, but can also become flow if a level of challenge is added.

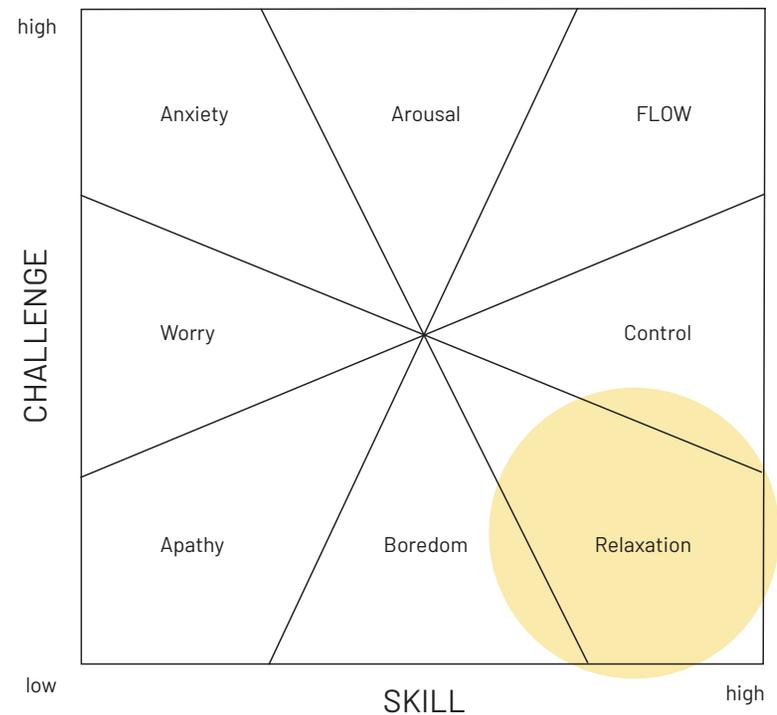
## Outlook on life:

Engaged, competent and in control, but not excited.

## Contributing activities:

Activities that because of your skill set, you are comfortable and familiar with.

- Meditation, exercise
- gardening, colouring



# ANXIETY ZONE //

## Emotion:

Being faced with something challenging where one is fearful to take on because they believe their skill level is too low to be successful in completing the specific task. Can easily become apathy if they avoid the challenge, but can also become flow when conquering the task despite fear.

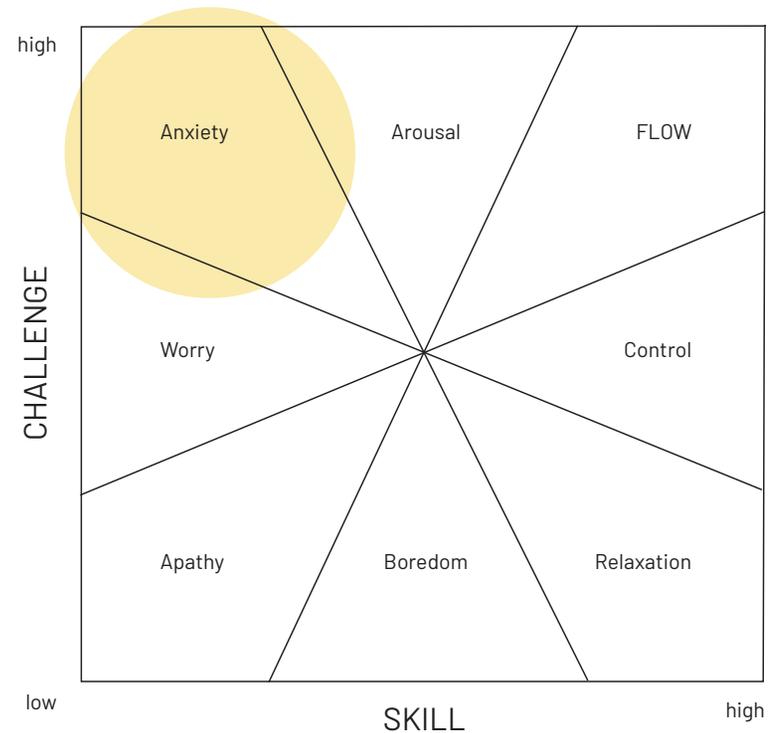
## Outlook on life:

You will likely feel stressed and afraid of judgment or failure, but focused, engaged and excited when interacting with the task at hand.

## Contributing activities:

Activities that are challenging and push you beyond your comfort zone based on your skill level.

- learning anything new that you are uncomfortable with



# TRIGGERS OF FLOW //



Fig. 10

## Psychological

These triggers come from intrinsic motivation and feedback. They involve complete mental and physical awareness in present time.

## Environmental

This involves all external factors that require focus and attention on a multi-sensory level. These are driven by unpredictable and uncontrollable elements that drive our instinct to react to danger.

## Social

Sometimes referred to as “Group Flow” these triggers can be both internal and external, but require collective involvement and risk, and rely on effective group dynamics.

## Creative

Creativity and flow are a positive feedback loop. Creativity triggers flow, and flow enhances creativity. These components allow us to tap into our highest potential of innovation.

# PSYCHOLOGICAL //



Fig. 11

- Intensely focus on a single task
- Clear, pre-set goals to remain present and avoid mind wandering
- Receive feedback for improvement in real time, through complete awareness of the body in it's current state
- Personal skills are applied at a difficulty level that is just beyond the comfort zone (skill/ challenge ratio)

# ENVIRONMENTAL //

- Optimal concentration for high risk activities (physical or emotional)
- Driven by a sense or adventure, danger and thrill
- Complex and unpredictable surroundings demand unbroken attention
- Complete physical awareness, analyzing and responding to external information with all your senses



Fig. 12

# SOCIAL //

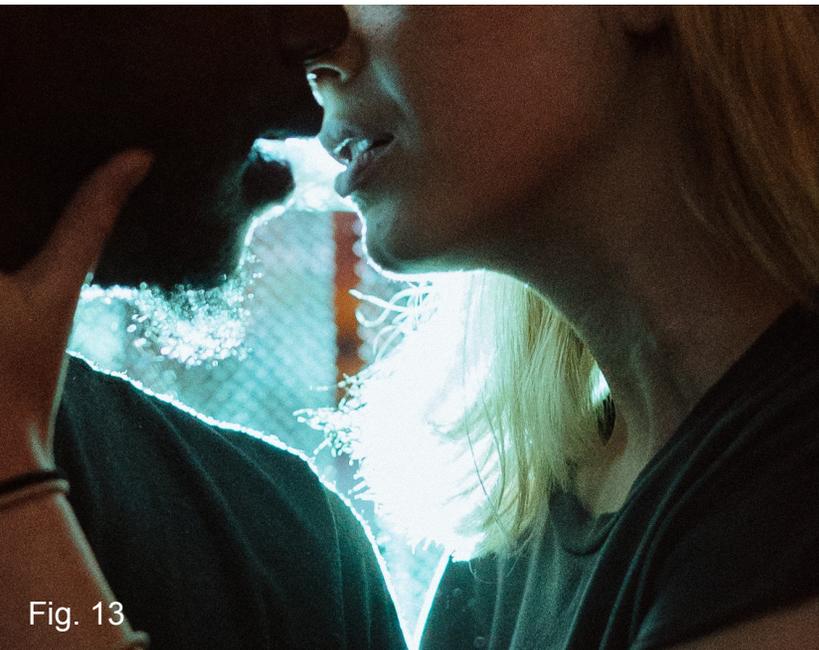
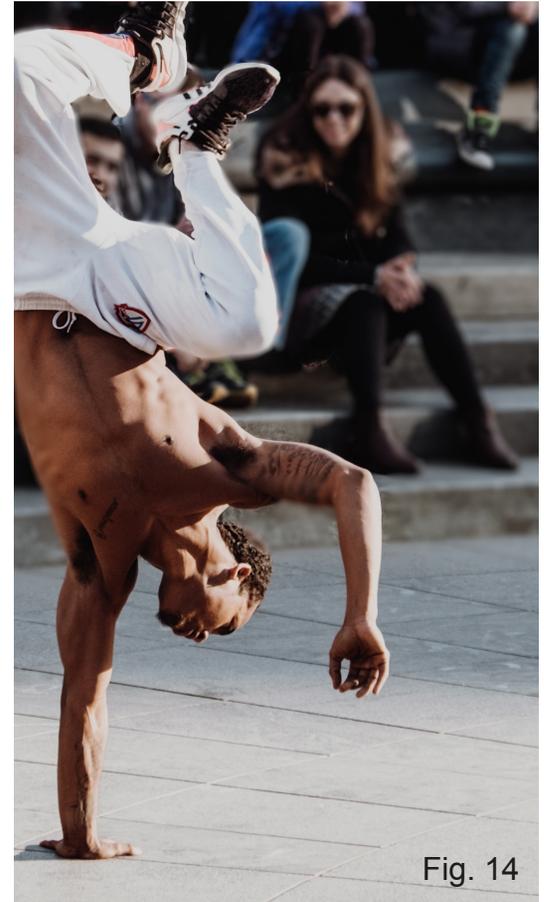


Fig. 13

- Full concentration and awareness of yourself and others
- Optimal group dynamics through conversation, active listening, positive encouragement and an open mind to all perspectives
- Collective goals, investment and contribution to the task at hand
- Motivated by a sense of joined risk that demands connection and focus

# CREATIVE //

- Awareness and analysis of censorial feedback is activated in overdrive
- Information is absorbed and analyzed on a non-linear spectrum (behavior, motivations, risks, pros vs. cons, etc.) to recognize new connections and opportunities
- Consists of a balance of risk and courage to participate in vulnerable creative pursuits





WHAT  
EMBODIES  
THE ENTIRE  
SCOPE OF  
FLOW?

**TRAVEL**

# PARALLELS BETWEEN TRAVEL AND FLOW //

|                                | Travel                                                                                                                                      | Flow                                                                                                                                    |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| <b>Experiences</b>             | People travel to experience new cultures that are different from what they are used to including cuisine, traditions, social norms, etc.    | Flow can be triggered by physically putting yourself in unpredictable and new situations that force you to be present in the moment     |
| <b>Perspective and routine</b> | Travelers gain a new perspective from being exposed to and building relationships with people who have different lifestyles and experiences | Breaking the norms and routine of everyday life, and being highly observant allows you to notice things you may never have before       |
| <b>Skill and Challenge</b>     | People often push their skills while traveling by trying something new, and being open to learning experiences                              | Flow is most likely to occur when you push your skills to a level that is challenging and slightly out of your comfort zone             |
| <b>Time Restraints</b>         | When traveling, people are very proactive with their limited time and avoid activities that do not bring them pleasure                      | People are likely to enter flow when there is a slightly pressing time frame encouraging them to use their time wisely and productively |

# TRAVEL AND FLOW MEGA TRENDS //

- A sense of escapism and rule breaking
- Heightened sensory awareness
- Learning new or developing existing skills
- Experiencing a new perspective
- Isolating the present moment



Fig. 16

# ESCAPISM AND RULE BREAKING //

We live in a society that has imposed rules, expectation and structure on us from as early as we can remember, that we forget these are only human invented standards. We have become brainwashed to believe that this is the only route to "success." We are chained to a system that was already determined for us before we were born.

When you compare these structures to human nature, there is a clear disconnect. We are naturally curious, and playful creatures. We learn through trial and error and engaging with our surroundings. We make sense of the world through stories and observation.

So how do these confining rules that contradict our natural desires impact us?

Some people adapt or even learn to thrive in the system, but many times this can be an underlying cause of depression, aggression and "irrational behavior" that we term as a disorder and medicate for. We are raised to fear failure, to not ask stupid

questions, and that the marks we get on our school work determines our value and therefore our potential for success.

This is not to say that we should never work hard or strive for our goals, but all work and no play is not good for us.

With so many restrictions and expectations, we crave a little risk, adventure, travel and rule-breaking once in a while. What's required to free ourselves from these barriers are likely also triggers for flow states. Pushing ourselves out of our comfort zones, facing our fears, trying something for the first time, etc.

There is also strong link between the "rule-breaking" and creativity. Typically the thrill you get will have positive effects that extend the time frame of the activity. This new boost of energy and inspiration can be channeled into productive and innovative work.

# HEIGHTENED SENSORY AWARENESS //

What makes some experiences so satisfying? Meaningful conversation, your favourite food, blasting music with the windows down, carving on a board down a mountain, traveling to undiscovered territory, sex.

Like these examples, it's typically because the experience stimulates multiple sensory receptors and exceeds 110 bits of information per second, which surpasses our nervous systems ability to take in any more information. This requires the participant to be hyper focused on every part of their body, but it acts without their conscious control.

The more emotion and engagement we have with a moment, the more impactful and memorable it will be.

The contrast of this is tasks or "chores," that do not challenge us or allow us to utilize our skills. These are the tasks that we can do automatically and use as a distraction to avoid doing the activities that

are more challenging.

It is human nature to follow the path of least resistance. Evidence of this is how people so often choose to fill their time with easy, "mindless" activities over pursuits that challenge us, despite the sense of satisfaction that is a direct result of accomplishing the more difficult tasks.

Quite often, the preconceived notion of these "challenging" tasks is what turns us off from them. It is said that we have less than a five second window to act upon tasks that will be more difficult than the alternative. Getting out of bed in the morning or putting on your gym clothes to go for that run. The most rewarding activities will require work and push you out of your comfort zone, and this is necessary to achieve a state of flow and allow ourselves the opportunity to enter such an ecstatic state of consciousness.

# LEARNING & DEVELOPING SKILLS //

**"If living things are not growing, they are dying. In this world there is actually no such thing as standing still. It is either forwards or backwards. Growth, evolution of the self, and the acceptance that things do not stay the same are so important to your mindset for the achievement of wealth and success."**

- Babatunde Soluade, Accelerate Your Abundance Beyond

With this in mind, we can understand that if we are not developing our skills, curious to learn, engaging with the world around us, and making an effort to advance, we are deteriorating.

It is inherently human nature to be inquisitive and curious. We want to understand and make sense of the world around us and we often enter states of flow when we are learning because it requires us to stretch our skills and face challenges beyond our comfort zone.

When we travel, we go with the mindset that the people we meet along the way, all have something

to teach us. We understand their different life experiences have allowed them to develop skills and knowledge they can pass on to us. In fact, most people travel with the desire to learn.

But we are currently facing learning barriers with modern social constructs. If we compare our current education system to how people used to learn, they are not only entirely different than what worked for generations, but they completely disregard and even dis-encourage natural human behavior. We are restricting creativity, curiosity and the potential for innovation.

We were not designed to learn from inside a box of white walls, with expectations of obedience. And this is not limited to children. As we grow up we become trained to trust this system, and lose touch with the importance of eternal learning.

# A NEW PERSPECTIVE //

The world is a big place. And you're just one person, living in one space, with a relatively small network of relationships.

In a society of routine and structure, we get stuck in our own lives and sometimes we need to take a step back, get a new perspective and reevaluate ourselves. You will probably be surprised to find that your problems aren't that bad, you've accomplished more than you thought and things have changed faster and more than you realized.

Having these revelations will give us a new understanding for ourselves and the important things in life. The ability to appreciate the little things and not take life too seriously are very much underrated in a world where people are too busy and distracted to even realize what's right in front of them.

When we travel, it's easy to get a very tangible new perspective. We are immersed in a different culture, people have different priorities, challenges

and traditions. You will probably leave with a completely new realization for the diversity of our world. But you don't need to travel across the globe to get a new perspective, it's probably a lot closer than you think. In fact, it's just about shifting your mind set.

When the last time you thought about how ridiculous the world really is, and laughed at the insignificant events that cause people so much stress? A late bus, too much foam on your cappuccino, wrinkles in the shirt you planned on wearing. These are things that people let ruin their day because they are so involved in their own lives.

If we stop and reconsider what's actually important and what brings us pleasure, we open ourselves up and minimize the "noise" of insignificant distractions that are a major barrier to achieving flow.

# ISOLATING THE PRESENT MOMENT //

“All negativity is caused by an accumulation of physiological time and denial of the presence... all forms of fear are caused by too much future ... and all forms of non-forgiveness are caused by too much past.”

- Eckhart Tolle, The Power of Now

Both while traveling and in a state of flow, we are highly aware of both the physical and emotional stimuli that keeps us focused on the present moment. We can only achieve an optimal state of consciousness and flow when we are hyper-focused and completely immersed in the now.

A major problem that most people face, is the routine of their daily lives. It is too familiar. We run on autopilot through most of our day. We are creatures of habit and we train our brains to carry out the same activities we believe to be necessary, day in an day out.

Everyday will be the same unless we make it different. This is why people feel fulfilled while

traveling, the break from routine where everything is new, makes it near impossible to not live in the moment.

When we spend the majority of our time unengaged with the present because we allow our mind to wander. The problem is that most people don't go to their "happy place" but instead spend this time and mental energy regretting a moment from the past they can't change, or worrying about a future that most likely won't happen. This is a major cause of unhappiness, not appreciating what we have, but instead focusing on the things we don't will never allow us to be satisfied.

Both the past and our future are dependent on how we choose to live in the present.

# ISOLATING THE PRESENT MOMENT //

Have you ever run on a treadmill or been waiting for that 5:00 closing time and been convinced something was wrong with the clock. Why the f\*ck is it going so slowly?

You will probably be surprised by how slow time goes by when you really pay attention to it.

The truth is we have a lot of time. We just feel like it's necessary to fill it with obligations and "work." We complain that we are always so busy, but how busy are we really?

We are most likely occupying our time with trivial activities and maxing out our mental capacity because we always feel busy.

This idea was captured by Professor Cyril Northcote Parkinson. "Work expands so as to fill the time available for its completion." Better known as Parkinson's Law, this is the idea that the time it takes to complete a task will match the time given,

but the time allotted and quality of the outcome are independent.

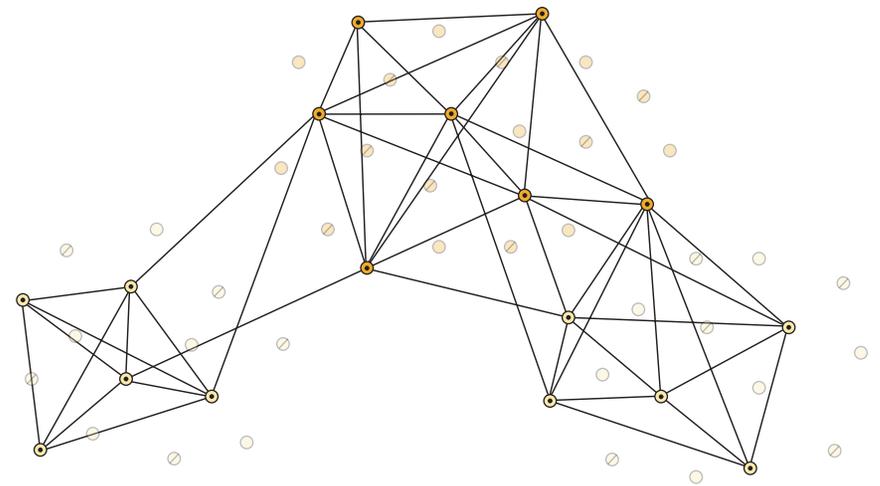
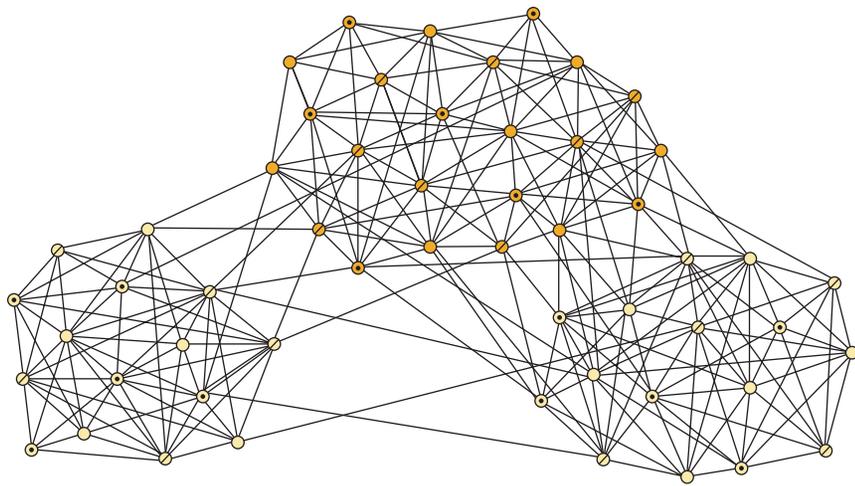
How can we break this cycle of mindless busyness?

A common practice to bring oneself into the present moment is meditation and mindfulness. This allows us to mentally de-clutter and heighten our concentration and focus by removing unnecessary thoughts or stress about the past or future.

**"Mindfulness means paying attention in a particular way: on purpose, in the present moment, and non-judgmentally."**

- Jon Kabat-Zinn, Founder of MBSR

There is a close link between mindfulness and flow states for this reason and it's common for people to describe the flow state as meditative.



- ⊘ past moments
- future moments
- ⊙ present moments
- individual
- friend/acquaintance

WHY DO WE NOT  
LIVE EVERYDAY IN A  
STATE OF FLOW?



Fig. 17

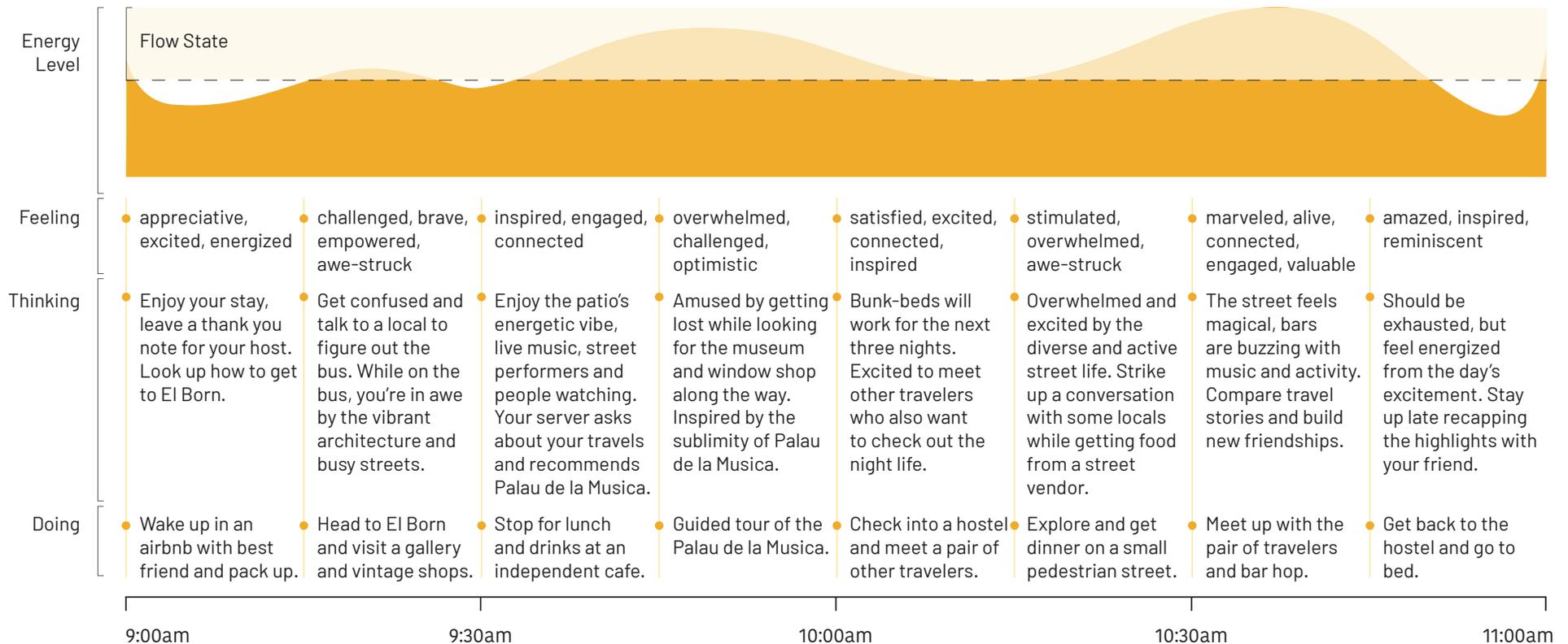
# DISCONNECTS BETWEEN EVERYDAY LIFE AND TRAVEL //

|                   | Everyday                                                                     | Travel                                                                                           |
|-------------------|------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| Daily activities  | Routine and predictable                                                      | Always something new and different                                                               |
| Unexpected events | Inconvenient and annoying                                                    | Expect the unexpected and embrace it                                                             |
| Tasks             | Constantly busy with unimportant tasks                                       | Less obligations, responsibilities and chores                                                    |
| Time restraints   | No end in mind so time is not embraced                                       | Time is of the essence and it's not wasted                                                       |
| Learning          | More focus on simply getting something done                                  | Seek out new learning opportunities and experiences                                              |
| Spontaneity       | Too "busy" to be open to spontaneity                                         | Unpredictable and adventurous, act on impulse                                                    |
| Connections       | Too consumed with daily routines to have quality conversation with strangers | Desire for new relationships and meaningful conversation to gain new perspective and insight     |
| Openness          | Limited by fear of judgment and disapproval from people they know            | Very open because there are no prejudgment barriers                                              |
| Environment       | Overseen and "boring," lose interest and stop paying attention to detail     | Seeing everything for the first time - highly conscious and observant of everything and everyone |
| Mind-set          | Lots of time spend mind-wandering during routine tasks                       | Grounded in the present moment                                                                   |

# EXPERIENCE JOURNEY // ROUTINE MONDAY



# EXPERIENCE JOURNEY // BACKPACKING





BY REGULARLY  
ENTERING FLOW,  
WE CAN ACHIEVE  
THE SATISFACTION  
OF TRAVEL IN  
EVERYDAY LIFE

# DISTRACTIONS // THE BARRIER OF FLOW



- Remaining present
- Information capacity
- The “to do” list
- 24/7 connection
- False perception of flow & leisure

**“YOU CAN’T MAKE FLOW HAPPEN. ALL YOU CAN DO IS LEARN TO REMOVE OBSTACLES IN ITS WAY.”**

*// Mihaly Csikszentmihalyi*

# REMAINING PRESENT

“No things exist independently, everything is only a thing in relation to something else. Reality is defined by interaction, relationship and encounter. We do not perceive reality directly; we perceive the necessary effects of the encounter of one real thing with others.”

- Jeff Carrera

When we use apply this knowledge to the idea of isolating our present moment we realize that you can never exist entirely in the present moment because of how connected and dependent it is upon the past and future. All the decisions and moments that have happened to you in the past, no matter how minute they may seem, have somehow impacted and guided you to the exact moment in which you occupy right now. And everything about this specific moment is shaping the one that will occur next.

Our lives are sequences of moments and your present only exists in relation to the time before and the time after.

Although our present moment is not completely isolated, we can achieve a strictly present awareness and mindset for short periods of time. This is what can help us trigger flow.

In the simplest form, being present means you are only engaged with what is directly impacting the task at hand. This requires mentally blocking distractions that pull our conscious awareness away from the immediate moment.

Entering flow can be as simple as limiting distractions to avoid multitasking and mental busyness that is not beneficial to what we are doing in the moment.

# OUR INFORMATION CAPACITY

| Information Transmission Rates of the Senses |                 |
|----------------------------------------------|-----------------|
| Sensory System                               | Bits Per Second |
| eyes                                         | 10,000,000      |
| skin                                         | 1,000,000       |
| ears                                         | 100,000         |
| smell                                        | 100,000         |
| taste                                        | 1,000           |

The idea of being able to remove distractions so that you can be mentally and consciously present seems easy enough. But the reality is, we can only limit so many distractions, and isolating ourselves too much can have opposite effects and leave us unstimulated and uninspired.

The trick is to be able to hyper-focus and channel your awareness only to the task you are engaging with, within the entirety of the present moment.

If we are focusing on many things at once, we are limiting the amount of information that we are absorbing from them. This is because our nervous system is incapable of processing more than about 110 bits of information per second. To put this into perspective, it occupies about 60 bits to listen to and understand one conversation, which is why we typically cannot understand more than two information streams at one time.

There is so much information available to us at all times, but we can only absorb a fractional amount. Based on the information transmission rates of the senses, we constantly take in high amounts of information that is never processed or consciously registered.

We can imagine this to be similar to pixels and image quality. A visual may be very high resolution, but when it's uploaded or shared with size restrictions, the file size must be compressed which compensates the quality and the result is a blurry image.

This is essentially how we view the world without realizing it. All the information that our senses receive are compressed to accommodate our nervous systems capacity to process it. We can use this to our advantage to trigger flow, if we hyper-focus on a specific task or moment, we allow the entire 110 bits of information we understand, to retain only information specific to that task.

# THE TO DO LIST

The majority of us limit ourselves from achieving flow right before, or as soon as it happens. This is often because of the overwhelming and inescapable thoughts of all the things we need to accomplish on our “to do” lists.

We find it very difficult to completely disengage our awareness from the next thing we know we have to do, and are often mentally working on it while still engaging with the current task. We typically have a lot of things on the go and things to remember which is why we use schedules and calendars to help us stay organized. The problem with this, is the endless “to-dos” only consisting of “work” related activities and chores that we record. These visual lists can cause us stress and may seem impossible to step away from, even for a short amount of time.

People will work constantly on a project to ensure they meet a specific deadline, and only finish it just in time to start the next project so it too can be completed by the deadline. This means all work and no play.

This is exactly what Parkinson’s Law recognized. “Work expands so as to fill the time available for its completion.” When our schedules only organize time for “work,” work will inevitably occupy our entire schedule.

Schedule time for play!

Many people have found success in what they call “time blocking.” This is where they schedule out specific times, often daily, that are dedicated strictly for satisfying their own pleasures. For some people this may be working on the novel they have always wanted to write, meditating for an hour, taking their dog on a hike, etc.

By having this time to look forward to and treating it with equal importance and preparation as any other task, we avoid the distraction of mental work business, and allow ourselves an opportunity to achieve a flow state.

# 24/7 CONNECTION

There is no denying that technology and constant connection to our social network has had many positive effects, but what about the distractions they cause?

We have the 24/7 ability to scroll through social media, check out the most recent Kardashian drama, send a picture of our face or our dog to our best friend, the possibilities are endless! And most of the time they can seem a lot more interesting than the report or essay you need to finish, so we use these as excuses for being busy.

When we are occupied, no matter how insignificant or mundane the activity, we justify and satisfy our constant need to be busy. The problem is, most of the activities we are likely to choose, are not beneficial or productive. But it's not entirely your fault that time and time again choose to engage with these mindless acts. They are highly addictive and because we have the ability to always know what everyone in our network is up to, we believe

we should. Millennials would refer to this "FOMO", or fear of missing out.

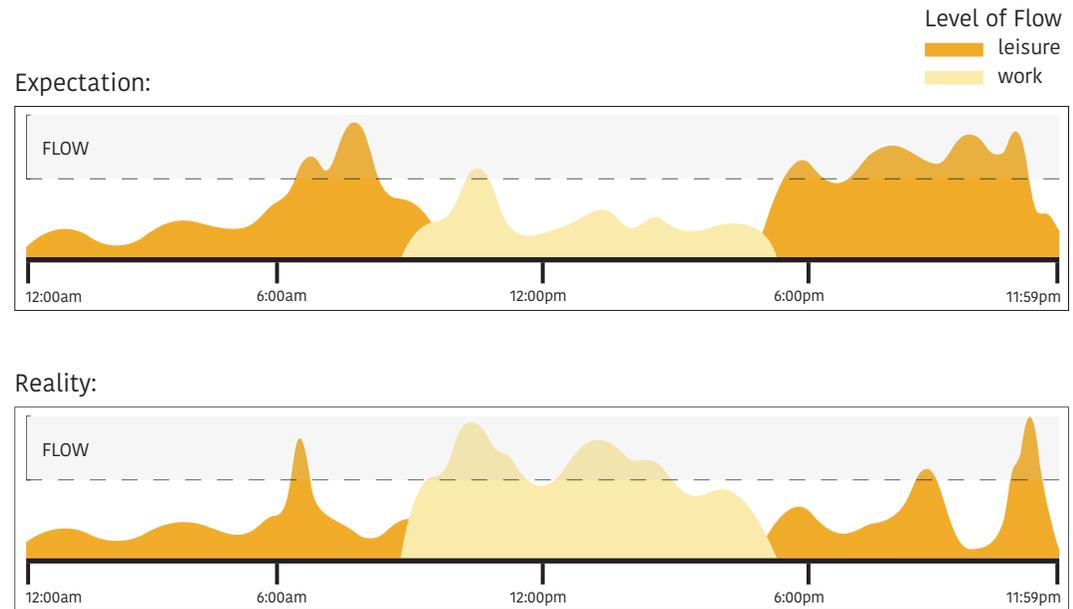
This however, can be very limiting in our ability to achieve flow. Just when we have found the perfect inspiration and start typing out your essay, "ding" an email notification pops up in the top corner of your computer and you only have one hour to buy something from Starbucks if you want bonus stars. Then your phone vibrates, one of your friends started a live video on Instagram so you instinctively check it out because of the time restriction. Then you remember you should check your email because your weekly work schedule should be out now.

Whether or not you were able to accomplish anything by utilizing your connectivity, you have completely lost the chance to enter flow. Some of these notifications may be important, but likely could have waited until after the time you set aside to complete your essay.

# FALSE PERCEPTION OF FLOW AND LEISURE

Many people believe that we are more likely to enter a flow state during our “leisure” time, or time away from work. This is because of the mindset most people have towards work, especially if it is something that does not bring them joy or make them feel valued. Most people associate work with monetary incentives rather than pleasure and dedication to the tasks they are responsible for.

However, when mapping people's flow states over a day, almost everyone was much more likely to be in flow while at work, regardless of the job. This is because people are often required to apply their skills and are faced with more challenges during work in comparison to leisure. How most people spend their leisure time is also responsible for this outcome. When people are not at work they are likely to engage in simple activities such as watching TV or checking social media, the lack of engagement, skill and challenge involved, drive people further away from the chance of achieving flow.



# SURVEY RESULTS

| Interviewee | Q1: Whens the last time you tried something for the first time?                                                                                                                                                                                                                   | Q2: Whens the last time you learned something new?                                                                                                                                                                                                                                                                                                                                                                                  | Q3: Do you usually take the same route to places you visit regularly?                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A           | Everything can be an opportunity to try something new and it's easy to overlook stuff. Even the small things count, like how I tried a matcha white hot chocolate for the first time yesterday.                                                                                   | The last time I learned something new skills wise was about 2 weeks ago, when I learned how to operate a screen printing press and how to clean it at my internship.                                                                                                                                                                                                                                                                | Unless I'm late or in a rush where I know the fasted route to get to my destination, I actively try to avoid taking the same route. It's always nice to explore and see some new sites. Gotta mix things up and enjoy all the sights your home has to offer. It keeps things interesting, and helps the mind wander.                                                                                                                                                                            |
| B           | All year has been new learning experiences - film making including cinematography and writing. Usually I focus on sound recording and design and I think it's important in my industry to have an understanding of other departments and it's dangerous to put yourself in a box. | The last major thing I picked up was guitar, about five or six years ago. I'm a person who loves learning though, so I constantly like to be presented with challenges so I tend to try throwing my hat in the ring when an opportunity comes up. For example, I had a chance to write a script for my thesis in film studies and had to pitch the idea in front of a panel of industry professionals, faculty, and Ryerson alumni. | This depends on the destination. When I go to work I walk the same route every time. This is just because I know exactly how long it takes and I want to time it out so that I'm on time for my shift. When I walk home from school though I like to change it up and try new streets. Toronto has an easy layout so as long as you have a good sense of direction it's easy to wander and not get lost. As long as I'm not trying to arrive at a particular time, I try to change up my route. |
| C           | Yesterday, I went to a cat café, which is something I was wanting to try for a while.                                                                                                                                                                                             | I feel like I learn something new all the time but the last time I remember learning something new would be in class on Monday. We were learning about tourism in Indigenous communities within North America.                                                                                                                                                                                                                      | Usually, but sometimes I change it depending on traffic or if there is something I need to do along the way.                                                                                                                                                                                                                                                                                                                                                                                    |
| D           |                                                                                                                                                                                                                                                                                   | Today I learned new things about curling in the Olympics                                                                                                                                                                                                                                                                                                                                                                            | I usually take a different route every time I go somewhere close but the same route when it's somewhere far                                                                                                                                                                                                                                                                                                                                                                                     |
| E           | I tried sweet potato fries for the first time about 1 month ago.                                                                                                                                                                                                                  | Today, I learned about the difference between dementia and Alzheimer's, and how they are related but not the same.                                                                                                                                                                                                                                                                                                                  | Yes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| F           | Yesterday I went for my first job interview (if that counts lol) if not I did try red wine last week and quite enjoyed it. My life is very boring lol.                                                                                                                            | If school counts I learned how to test hormone assays and how to set up an experiment to test hormone levels as well as receptor activity                                                                                                                                                                                                                                                                                           | Yes, I'm very routine based                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

# SURVEY RESULTS

| Interviewee | Q4: Whens the last time you visited a new place?                                                                                                                                                                                                                                     | Q5: Whens the last time you remember feeling alive and what triggered this?                                                                                                                                                                                                                                                                                                                                                                                  | Q6: What's something unexpected that's happened that made you stop doing what you were doing at that moment?                                                                                                                                                                                         |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>A</b>    | Just yesterday I went around Kensington and <b>checked out small shops which I've never visited before.</b> They were vintage clothing stores and music shops which I happened to be walking by at the time and coming across. There's a lot hidden in the city waiting to be found. | "You feel the most alive are when you're overcome with Strong feelings of emotion. It's not all about the thrill. What triggered it was honestly a <b>synchronization between me and my environment,</b> how my environment was reflective of my feelings. I was just in a sour mood and walking down the street at night. There were people rushing by me, I was listening to moody music, it was cold, dark and rainy. <b>Everything just kinda fit.</b> " | When I was out dancing at Sneaky Dee's. I wasn't too busy paying attention to my surroundings but all of a sudden I remember hearing shouts and the music cut off. <b>Someone was attacked and rushed out of the place. Nothing like a dose of reality to put an early end to a night.</b>           |
| <b>B</b>    | My last big trip was to Iceland, which was <b>almost two years ago</b> now. I have been to new places around Ontario within the year, but nowhere completely new or foreign to me.                                                                                                   | Feeling alive takes different forms for me. If I hear a piece of <b>music that gives me goose bumps,</b> that makes me feel alive. If I am working on a project that gets me <b>excited to see the final product</b> that gives me a sense of life in the form of fulfillment. <b>Traveling to new places and getting a chance to learn and capture moments in photos</b> gives me a sense of awe that I would also equate to feeling alive.                 | When I'm in nature. Looking up at stars could <b>make time stand still,</b> and listening to the rain will always make me feel like forgetting about what I need to do and lets me relax. So it doesn't come as a surprise, but watching or listening to nature allows me to be aware of the moment. |
| <b>C</b>    | Outside of the country, it would be a <b>couple years ago</b> when I visited my mom for the first time in Minneapolis. In Canada would be in September when I visited my boyfriend's family for the first time in Ottawa.                                                            | I think the last time I did personal training, I think what triggered it was <b>doing something I didn't think I could do.</b> It was the feeling of accomplishment that made me feel alive.                                                                                                                                                                                                                                                                 | When I was walking to school and I saw a turkey and I had to walk away so it didn't attack me. It sounds lame but it was pretty terrifying.                                                                                                                                                          |
| <b>D</b>    | I'm <b>going to buffalo soon</b> but before that its been a while                                                                                                                                                                                                                    | The last time I remember feeling alive was when I cut off all the shit guys in my life                                                                                                                                                                                                                                                                                                                                                                       | Yesterday when I was driving I <b>saw a really bad car accident</b> and that made me stop                                                                                                                                                                                                            |
| <b>E</b>    | Last fall I visited Nova Scotia for the first time                                                                                                                                                                                                                                   | <b>About 2 weeks ago,</b> I was skating outside on a small rink with it snowing and sunny, it made me appreciate life                                                                                                                                                                                                                                                                                                                                        | <b>An accident at work happened</b> and I couldn't finish my paperwork because I was too upset with the situation.                                                                                                                                                                                   |
| <b>F</b>    | <b>2 years ago</b> when I went to Costa Rica                                                                                                                                                                                                                                         | <b>Yesterday when the snow was falling</b> slowly and it was very pretty                                                                                                                                                                                                                                                                                                                                                                                     | My friends puppy started to look like she was gonna poop so I stopped doing homework and ran her outside                                                                                                                                                                                             |

# SURVEY RESULTS

| Interviewee | Q7: When was a moment you felt like you were in the right place at the right time?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Q8: What's something you look forward to in your daily life?                                                                                                                                                                                                                                                                                                                    | Q9: What's something that you're looking forward to which is not in your typical routine?                                                                                                                                                                                                                                                                                                                                                                                                             |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>A</b>    | About 3 weeks ago. It was a serious 'Small World feeling. I went to go see a friend, we were walking down the street almost aimlessly when I noticed a girl about to walk by us that I recognized. I stopped her before I even remembered who she was, then it came to me. We had been in a hiking group together in May in Peru. We didn't keep in contact and we live in different countries yet somehow we were crossing paths on a sidewalk in a large city on an otherwise non eventful day. I couldn't believe the chances. Life is strange, and I feel lucky that things unconsciously worked out the way they did. | I love stories, so I look forward to hearing new ones and experiencing some of my own. Whether that comes in the form of talking to a friend, reading a book, watching a show, or people watching, experiencing something, or even dreaming at night. <b>Your life itself is a story, that you're just writing as you go. I'm looking forward to seeing how mine turns out.</b> | I'm most excited for the chance to get away completely from my daily routine. I recently booked a trip to Europe with my roommate where we'll get to visit new places, have new experiences, walk down new roads, and live vicariously in ways that will make me feel more alive than I have in months. I'll be traveling with two of the people I care for the most. If you ask me, that sounds a lot like being in the right place at the right time. I can't wait to live that chapter of my life. |
| <b>B</b>    | In Montreal two years ago, I had finished my day by going to the river. I was sitting by a small pond just taking in the scenery around me when a guy on a bike came riding by with a woman on the handlebars and a boom box strapped to the back. "I've Seen Better Days" by Citizen King was blasting. After stopping for a while, he looked at the woman and said, "Let's go enjoy the sun, baby". She jumped back on the handles and they rode off. I have no idea why I was there to witness that moment, but I was definitely in the right place at the right time.                                                  |                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>C</b>    | <b>The moment I met my boyfriend</b> , as cheesy as it sounds it was the last time I think about being at the right place at the right time.                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | I look forward to going to the gym and having some <b>time to clear my head. Also talking to the people I love.</b>                                                                                                                                                                                                                                                             | I'm most looking forward to graduating university and <b>seeing where I end up next!</b>                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>D</b>    | I feel like meeting my new boy was me being in the right place at the right time                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | I look forward to going to the gym most days                                                                                                                                                                                                                                                                                                                                    | Seeing friends who I don't see often I look forward to and my <b>trip to Buffalo.</b>                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>E</b>    | I was in Cambridge where I rarely visit and I <b>met someone that has now been one of the most important people in my life</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Seeing all my animals awake, happy and healthy. And food.                                                                                                                                                                                                                                                                                                                       | <b>A concert coming up in March!</b> I've only been to two or three concerts in my life so I'm pumped for this one.                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>F</b>    | Pretty much everyday                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | My dogs reaction when I come home                                                                                                                                                                                                                                                                                                                                               | <b>Going on a trip to Cuba</b> , prepping for my vet school interview                                                                                                                                                                                                                                                                                                                                                                                                                                 |

# SUMMARY OF SURVEY

The overarching theme that was prevalent from the interviews was the direct association between feelings of anticipation and excitement linked to traveling or going away.

I believe this speaks directly to my hypothesis that people most look forward to an opportunity to do something out of their typical routine. The people I interviewed also spoke a lot about events they had planned, and how this sparked their excitement.

Overall I thought there was an interesting dynamic between people that expressed a more spontaneous and adventurous personality and what they identified as being triggers for these emotions. The interviewees that recognizes small things in their daily lives as being new things they tried or learnt, in general seemed to speak more in terms of feeling emotions of “flow states” on a regular basis.

I found this insight very useful because it not only validates people look forward to events and experiences out of their routine, but also how doing these things on a regular basis can alter someone’s outlook and perception of their own life.



Fig. 20

# DESIGN PROPOSAL



Fig. 21

WHAT IF WE  
EMBRACED  
EVERYDAY  
THE WAY WE  
DO WHEN WE  
TRAVEL?

WHAT IF YOU  
WERE ALWAYS  
IN THE RIGHT  
PLACE, AT THE  
RIGHT TIME?



Fig. 22



Now you can...

# GUESSLIST

Embrace the  
spontaneous and  
impulsive lifestyle  
of a traveler.  
Anywhere. Anytime.

A SUBSCRIPTION SERVICE  
PROVIDING YOU WITH LAST  
MINUTE ACCESS TO EVENTS  
CLOSE BY



## VALUE PROPOSITION //

What if you could experience everyday life the way you do when you travel?

What if we changed our belief that we had to be across the country or the world to have these spontaneous adventures?

We can. There are ample experiences to be had, we just fail to look when they're so close to home. With GUESSLIST, you are giving the platform to access these opportunities and events that are happening constantly all around you. Let's reframe our mindset and realize you don't need to go far to have these thrilling adventures.

# SERVICE OVERVIEW //

Last minute, sale and bulk rate tickets for a variety of events and purchased and offered to members an hour before the event start time. Ticket offers are given in order of closeness in proximity to where the event will be taking place.

The service encourages and inspires members to embrace the lifestyle of a traveler. Spontaneous and unexpected. Members that receive a ticket offer are only given a 10 minute window to accept the offer before it is revoked and offered to the next closest person. This feature requires users to make impulsive decisions, and sparks a sense of adventure.

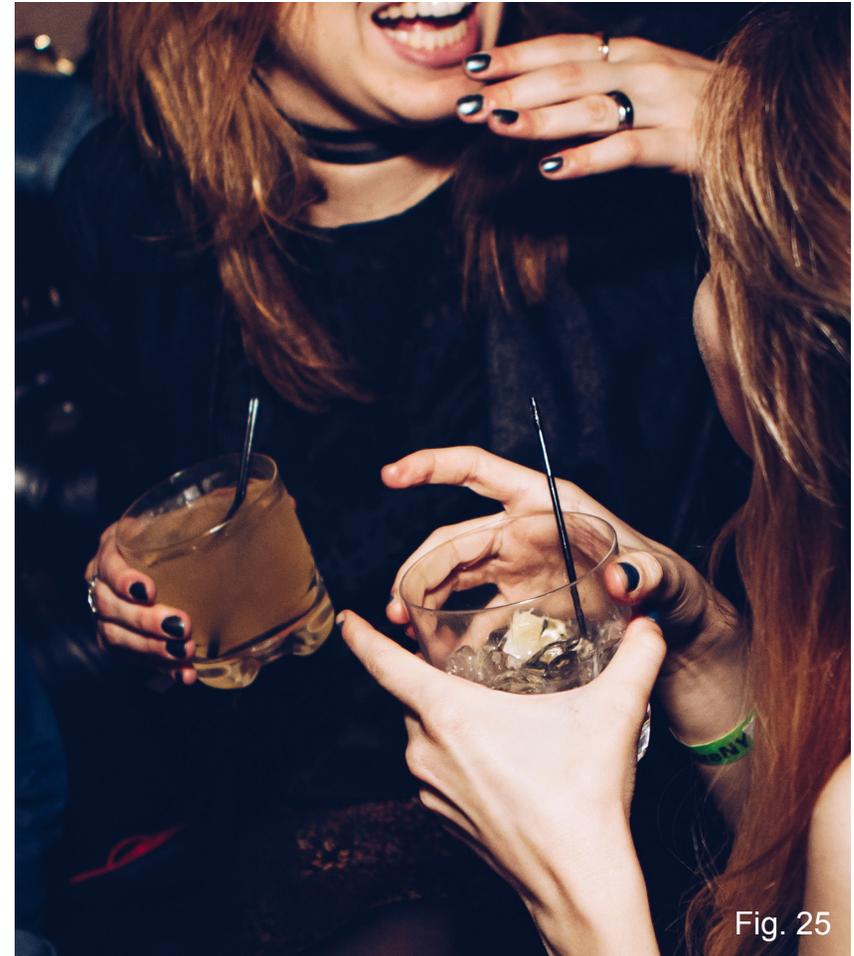


Fig. 25



Fig. 26

## VISION //

Everyday is 24 hours of potential. Potential for adventure, for learning, for new friendships and experiences.

We can live everyday in state of flow if we take advantage of the opportunity each and every one of us is given, by simply being here. Wherever here may be.

# MISSION //

This is not just about getting access to events. This is about getting people to recognize the magic of life itself.

By providing people with a platform to access unexpected opportunities, we can satisfy our desire for spontaneous adventure.

This is a chance to try new things, meet new people and embrace opportunities that are closer than you ever realized.



Fig. 27

# BENEFITS //



- Every event can be sold out
- Triggers a flow states through it's "rush" platform
- Leverages location intelligence technology to give members a sense of being in the right place at the right time
- Diverse event opportunities

# EVERY EVENT CAN BE SOLD OUT //

Every day events from sports, to concerts, to fitness or cooking classes have empty seats and spaces that go unclaimed. But there is an opportunity for every event to be sold out by offering a service that buys bulk tickets from a wide range of events, on the day of for discounted, last minute prices. These tickets are continuously distributed to members until all are claimed.

# TRIGGER YOUR FLOW STATE //

All tickets are offered at a rush. Because the tickets are released only an hour before the time of the event, users who receive ticket offers only have ten minutes to claim their spot. This requires impulse decisions and triggers our flow states.

There are only limited amount of tickets offered for each event, which means recieveing an offer indicated you were in the right place at the right time. This is also an element that will amplify our state of flow.

# RIGHT PLACE AT THE RIGHT TIME //

Foursquare's Pilgram SDK location intelligence platform consists of over 125 000 companies and millions of users daily connected to their opt-in data sourcing feedback loop. This collectively creates a real time understanding of densities and customer engagement. This can be utilized to identify the closest users in proximity to each event for ticket releases.

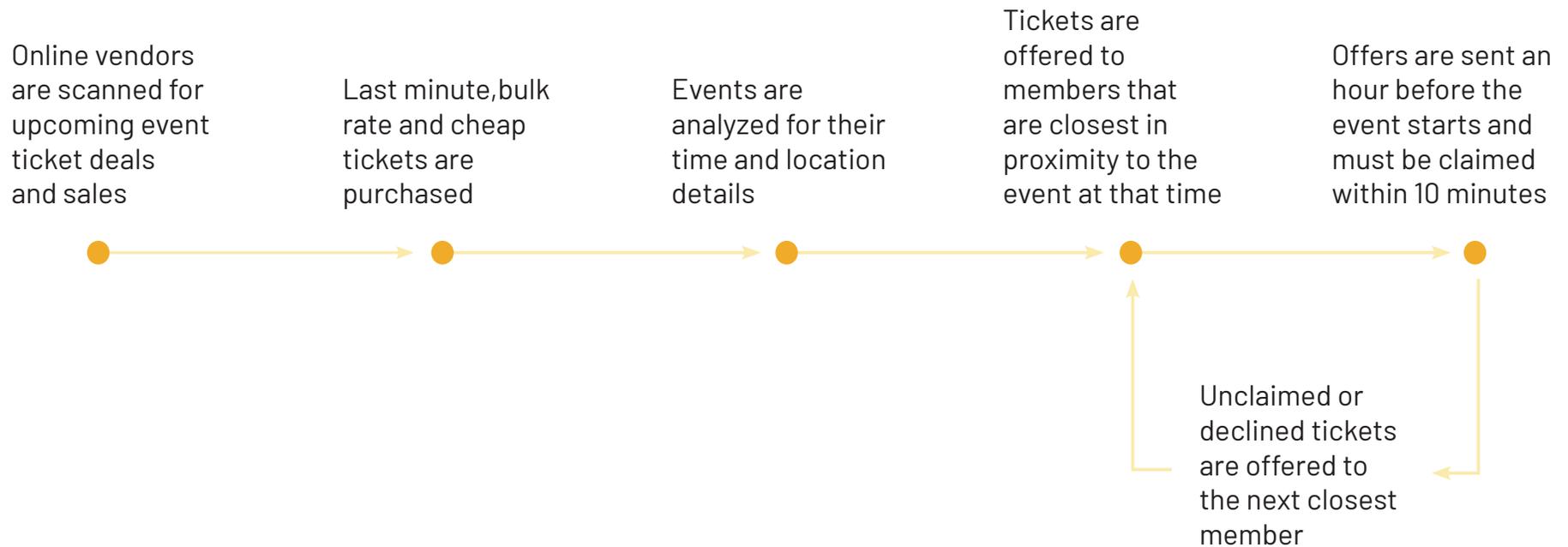
Other opportunities this presents is a better understanding of individual users. This can be leveraged to target specific individuals for different event invites. It would also be able to give personalized recommendations to members of types of events they would likely be interested in.

# EVENTS FOR EVERYONE //

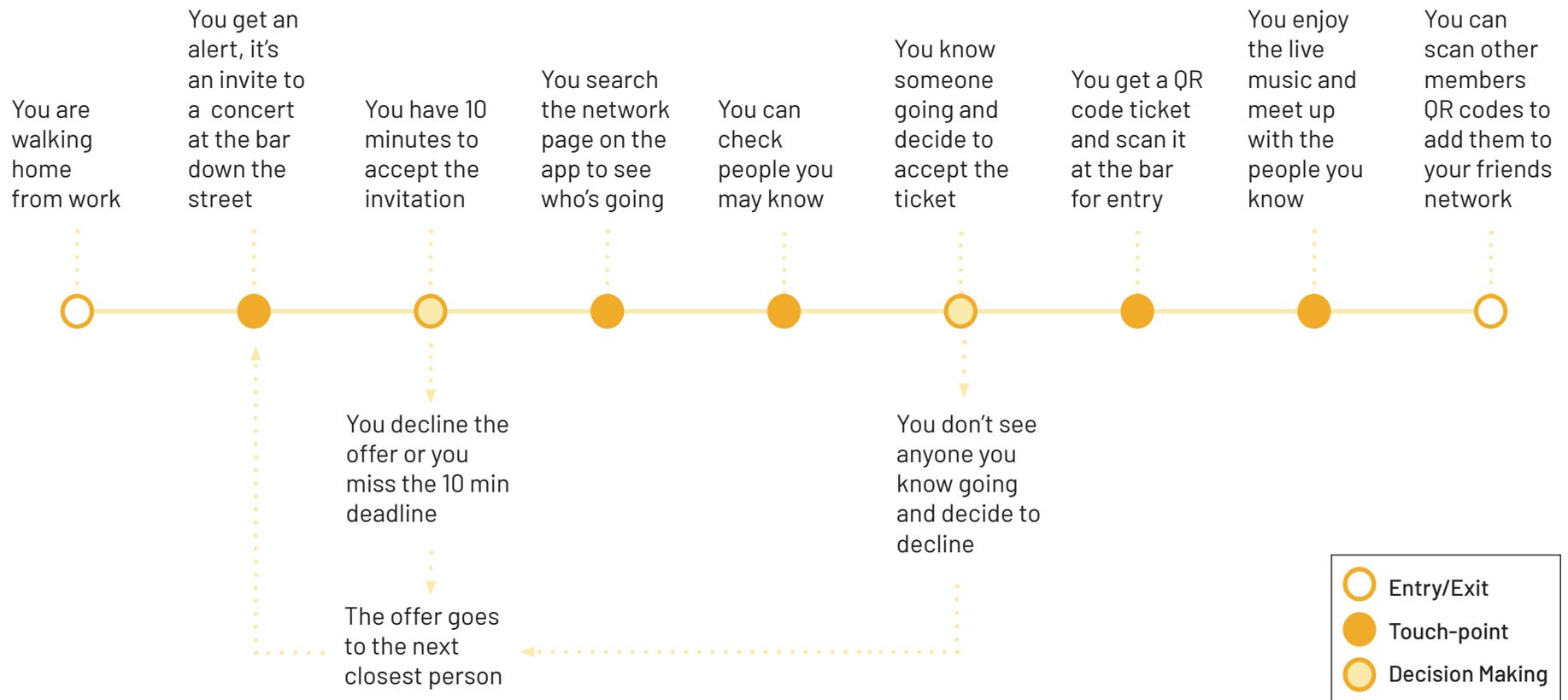
This platform provides a users with opportunities for a broad range of possible experiences. Unlike other platforms that separate different types of events, GUESSLIST sources tickets from many different providers to achieve a wide variety of events users can attend.

These would include sports games, concerts, cooking and fitness classes, city tours, workshops, bar hops, comedy and theatre events, ect.

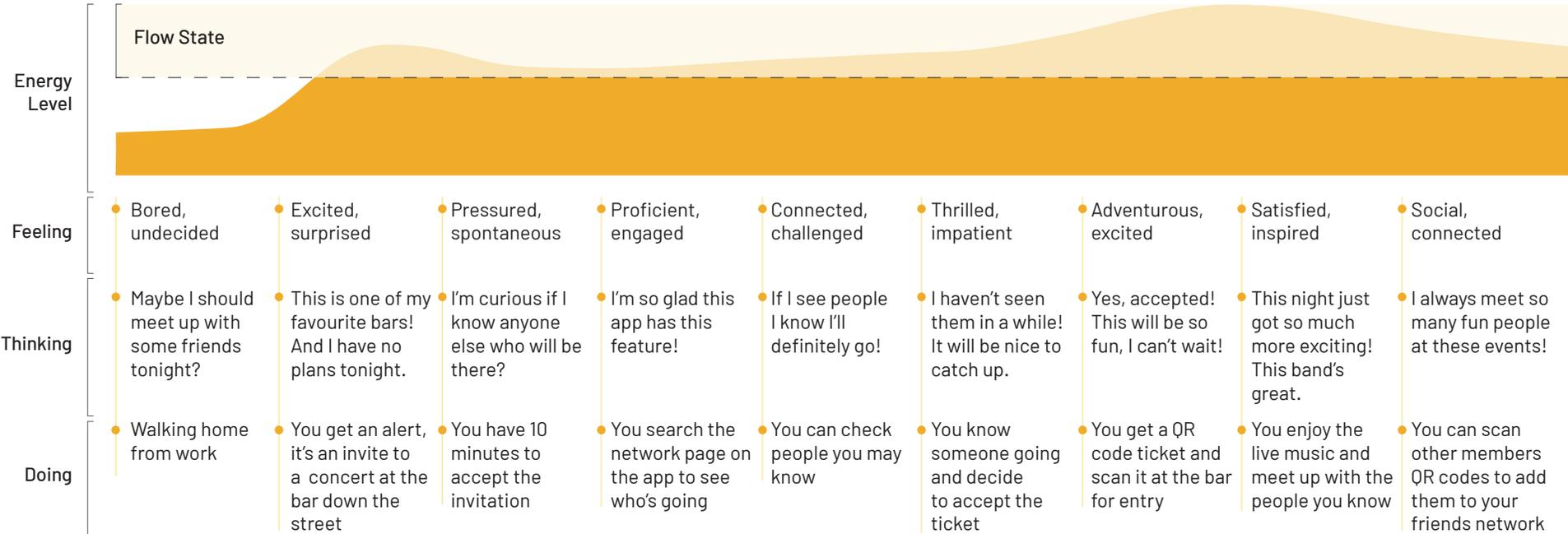
# SERVICE PROCESS //



# EXPERIENCE SCENARIO //



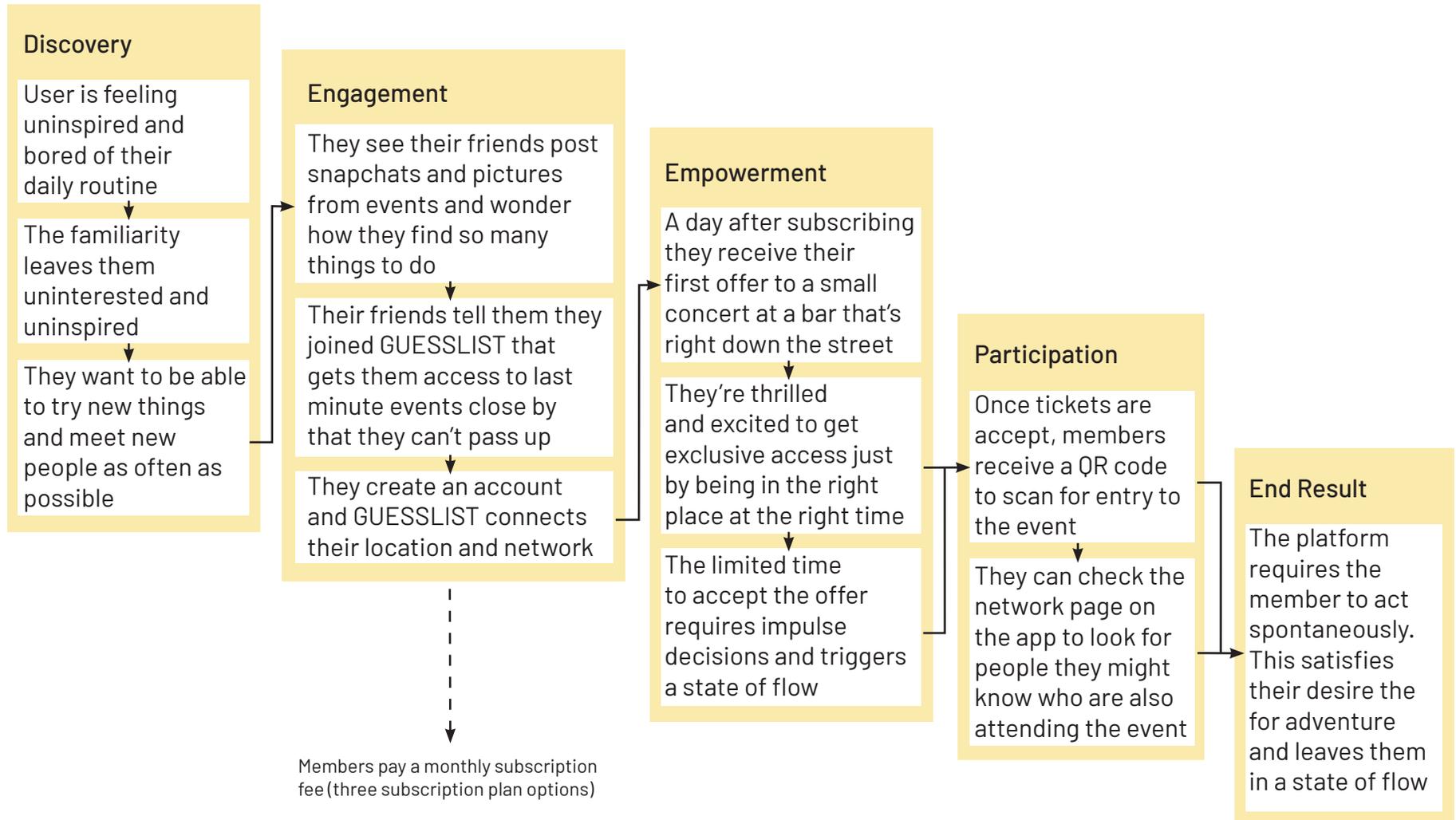
# USER JOURNEY //



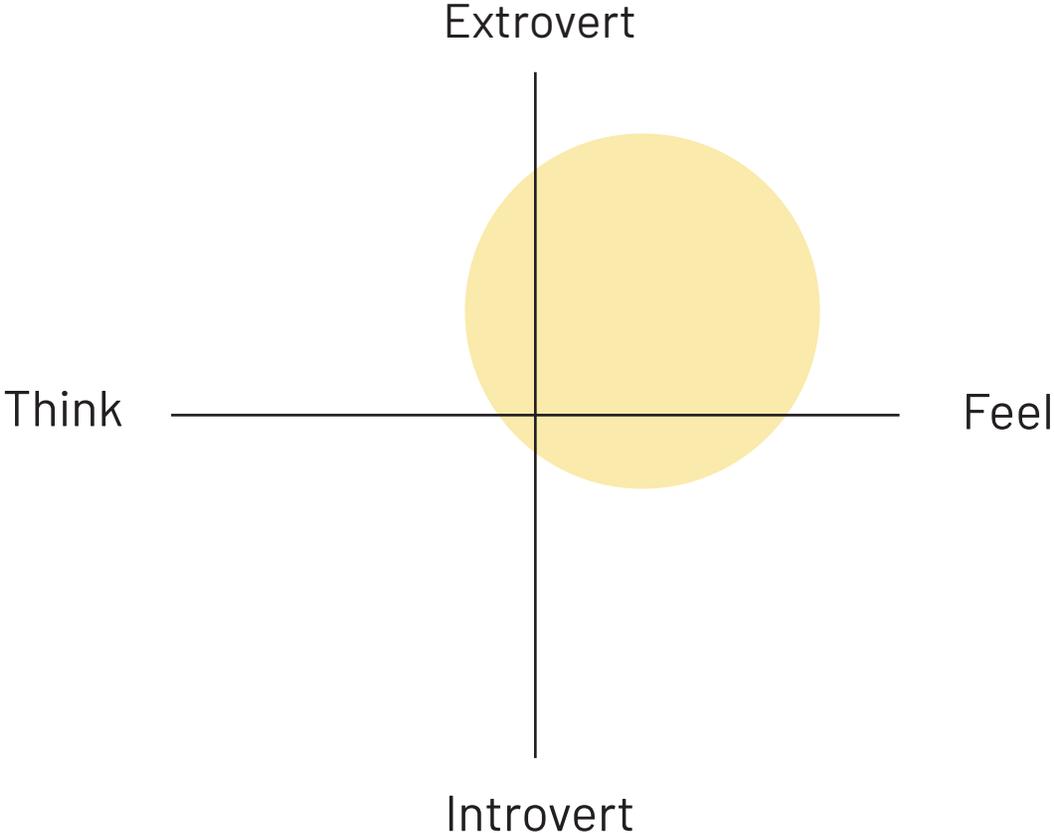
# BUSINESS MODEL //



# BEHAVIOUR CYCLE



# PERCEPTUAL MAP //



# TARGET DEMOGRAPHIC // MILLENNIALS

**Values:** experiences over things

**Interests:** travel, culture, learning opportunities, friends

**Occupation:** unconventional, freelance, flexible hours

**Personality:** social, creative, spontaneous, adventurous, laid back

**Strengths:** tech savvy, team oriented, managing money

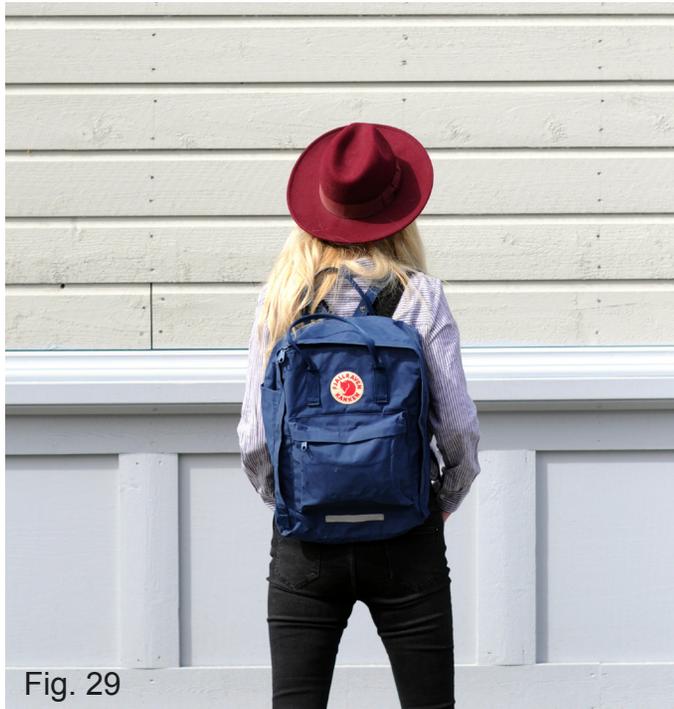


Fig. 29

# PERSONA // BRAYDEN SIMMONS



Fig. 30

“As fun as school has been, I can’t wait to be done and get out of this town. Living in a small town is nice for a little but gets old fast and cannot compare to what I’ve experienced while traveling.”

- athletic
- spontaneous
- thrill-seeker
- youthful
- social

## About

Age: 24  
 Status: single  
 Living Situation: lives with a roommate in an apartment  
 Education: final year in Sport Management bachelor program at Brock University  
 Career: Part time at Rapid City Cycle, Bike Store  
 Financial Status: independent (will have student debt post grad)  
 Location: St. Catharine’s, ON

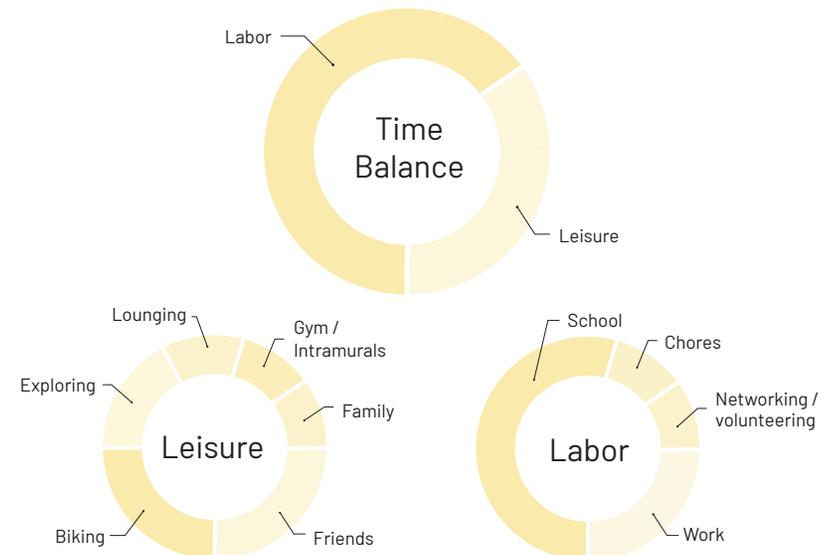
## Bio

Brayden is currently completing his 4th year of university and working part time at the local bike shop to support himself. He took three years off after high-school because of travel and work opportunities he got through biking. He lived in different places short term before moving onto his next destination, but eventually had to be realistic about the importance of furthering his education. Although he is dedicated to completing his degree, his routine life that’s dominated by school and work make him extremely restless and bored. He tries to make time for the active and adventurous things he loves, but how can his small town life and hours of sitting in class compare to his spontaneous life on the road with friends?

## Values



## Behaviour



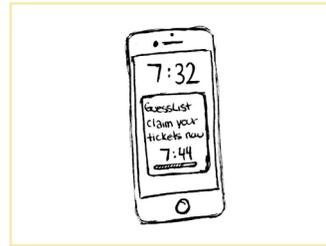
# USER EXPERIENCE // STORYBOARD



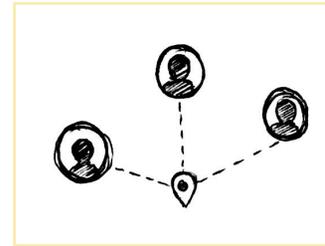
Brayden's on his way back from class Wednesday evening.



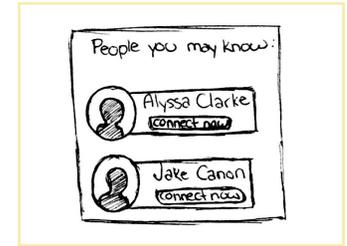
He gets an alert from GuessList that an up and coming band has a show at the bar just around the corner from his house.



He only has a couple minutes to claim the tickets.



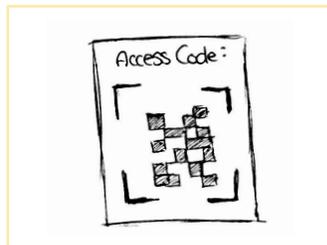
He quickly checks in with the network feature to see who he knows that might be attending the show.



He sees Alyssa Clarke's name on the attendees list, his high-school crush that he never was brave enough to ask out.



He accepts the ticket offer and quickly stops by his house to get ready before heading off to the show.



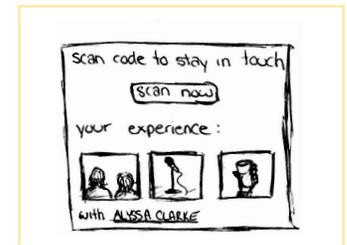
The app simply provides him with a bar-code for entry when he accepts the ticket. He scans the code at the door and heads to the bar to get a drink before the show starts.



He sees Alyssa standing on the other side of the bar and they make eye contact. He quickly changes his order to two drinks and brings one over for her.

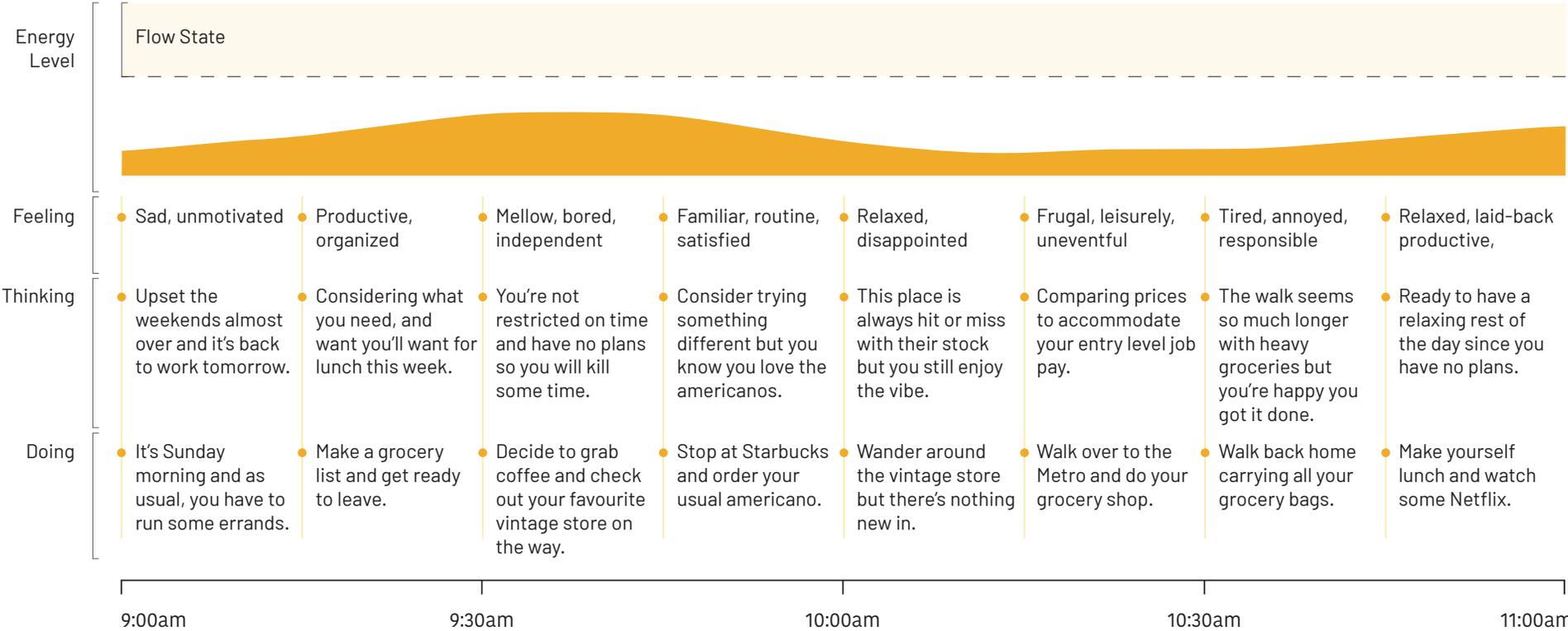


They instantly connect over their shared experience of the unexpected, last minute event and spend the night together catching up and enjoying the music.

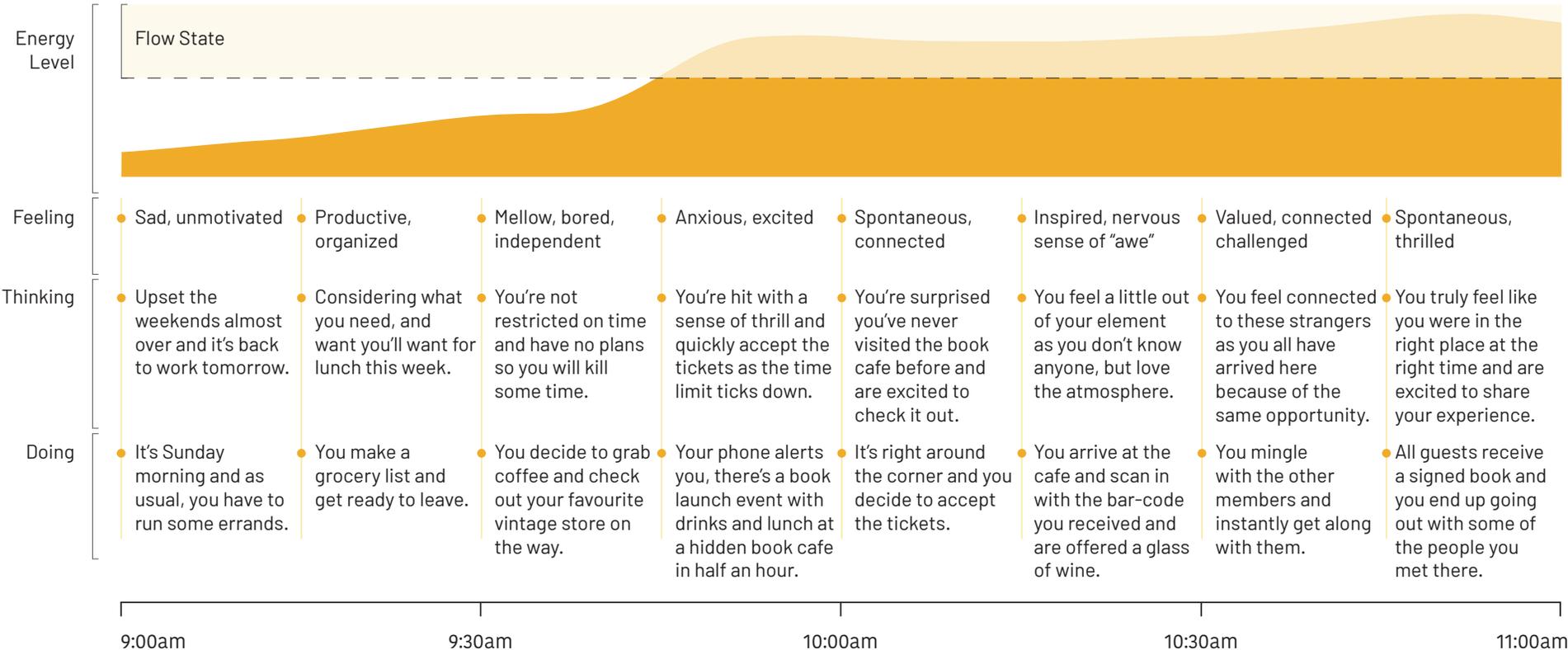


They scan each others app profiles to connect and transfer contact info and the photo they took together. This will likely not be the last time they see each other.

# USER JOURNEY // CURRENT/NON-MEMBERS



# USER JOURNEY // MEMBERS



# SERVICE DETAILS // SUBSCRIPTION PLANS

## BASIC

\$25/month



- Access to up to 3 events per month
- 1 ticket per event
- Unlimited access to the GuessList social network

## PLUS

\$50/month



- Access to up to 8 events per month
- 1 ticket per event
- Unlimited access to the GuessList social network

## PREMIUM

\$75/month



- Unlimited access to events
- 1 ticket per event
- Unlimited access to the GuessList social network

**Basic Plan:** this plan is idea for users with busy schedules, a small budget or travelers wanting a short term plan.

**Equals \$8.33/event**

**Plus Plan:** the middle plan, this is perfect for users who want regular access to events and have free time to spare.

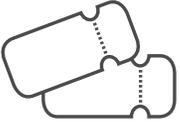
**Equals \$6.25/event**

**Premium Plan:** this is the plan for users who can't get enough! Get access to unlimited events.

**Minimum \$2.50/event**

# SERVICE DETAILS // ADD-ON'S

**TICKET<sup>+</sup>**  
Prices vary per event



- 1 additional ticket

**FREE TRIAL**  
Try premium free for 3 days



- 1 time per guest

In addition to a free trial package, an optional TICKET<sup>+</sup> feature is available. This is for members who want an extra ticket to bring another person with them to the events. They can be requested once members receive an event invite and must be purchased in addition to the one members receive with their membership.

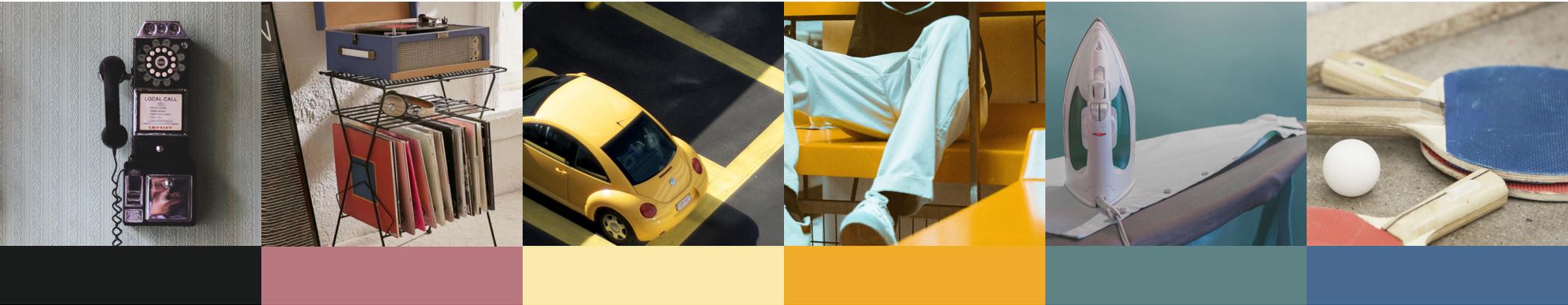
TICKET<sup>+</sup> tickets can only be purchased through an existing members account and prices vary per event depending on the original ticket price. Any extra tickets that are held, but not claimed, are offered to the next closest members.



**“TRAVEL IS NOT REALLY  
ABOUT LEAVING OUR  
HOMES,  
BUT LEAVING OUR  
HABITS.”**

//Pico Iyer

# BRANDING

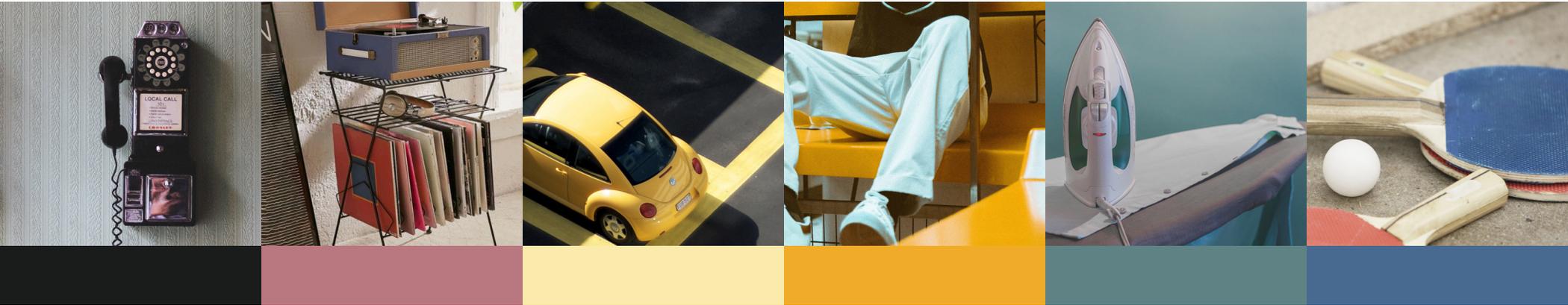


# PRINCIPALS

Diversifying daily routines

Triggering states of flow

Curating "meant to be" moments



## CORE VALUES

Authentic

Momentary

Captivating

Serendipitous

Curious

Stimulating

Dynamic

Thrilling



PMS: Neutral Black C  
 CMYK: 0 0 0 89  
 HEX: 1C1C1C  
 RGB: 28 28 28

PMS: 694 C  
 CMYK: 26 60 38 2  
 HEX: B87881  
 RGB: 184 120 129

PMS: 7401 C  
 CMYK: 0 7 32 2  
 HEX: FAE8AA  
 RGB: 250 232 170

PMS: 143 C  
 CMYK: 0 28 82 6  
 HEX: EFAB2A  
 RGB: 239 171 42

PMS: 2179 C  
 CMYK: 28 2 0 48  
 HEX: 5F8284  
 RGB: 95 130 132

PMS: 2167 C  
 CMYK: 49 27 0 44  
 HEX: 49698F  
 RGB: 73 105 143

# STYLE GUIDE

MAIN FONT STYLE: DIN  
 REGULAR  
**BOLD**

Secondary Font Style: Barlow  
 Regular  
**Bold**

# LOGOS





# GUESSLIST

EXPERIENCE THE  
EVERYDAY ADVENTURE

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