WAYFARER – NEW WAYS OF TRAVELING

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I dedicate this thesis project to Thomas Puzik and to my family. I sincerely appreciate your love, motivation, patience and support throughout this challenge even though you are almost over 6,000 miles away. This would not have been possible without you. Thank you for believing in me.
All journeys have secret destinations of which the traveler is unaware.

— Martin Buber
ABSTRACT OF THE PROJECT

Wayfarer – New Ways of Traveling

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Olga Werner

Master of Arts in Art with a Concentration in Studio Arts
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Wayfarer is an iPhone application that encourages travelers to experience their hometowns, new cities or even new countries from a different perspective than that of the usual tourist. The application introduces 52 Ways of Traveling; through tasks with specific parameters, it gives the user choices for their new adventure. With Wayfarer, I want to make people more aware of their surroundings and local culture while traveling, near or far.

Modern traveling is time consuming, expensive, hard on the environment and difficult to plan. With many travel sites to use and many places to go, consumers are overwhelmed by the amount of opportunities. Most of the time the traveler chooses the most popular points of interest, and these places are usually expensive and crowded with other tourists. Choosing a destination because it is popular or because one is told that “everyone must experience it once in their lives” is not as fulfilling as finding interesting places on one’s own. Additionally, visiting popular tourist locations while traveling means missing out on authentic local culture or more adventurous journeys.

Wayfarer can help the user to be more open and receptive to cultural diversity and to develop new behaviors. It can bring people together and open minds to other cultures. It also encourages people to explore their own communities in order to become aware of their surroundings, local stores and more. Wayfarer emphasizes ways of traveling that do not require money or car travel; instead, it encourages people to travel by foot or to use public transportation. Its goal is not to forbid the user to visit well-known tourist spots, but to suggest a way to explore them differently.

This app is for people who like to try out new things and who want to escape common modes of traveling. It encourages people to be social travelers, to think about the environment, and to get “lost” intentionally for those who value the journey as much as the destination. For their next journey, I want to encourage Wayfarer users to leave the travel guide at home and start using the app as their new companion.
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CHAPTER 1

INTRODUCTION EARLY INFLUENCES

My first big journey occurred in 1989, when after many decades, my family moved from Kyrgyzstan back to Germany. Due to my young age at this time – I was only 17 months old – I cannot recall any memories from this trip, but this was only the first one of many to come.

As a child, I was sick often. I suffered from bronchitis and asthma and the doctors told my parents to travel with my older brother and myself as often as possible to places close to the ocean. We traveled to Spain, Turkey, Tunisia (see Figure 1), former Yugoslavia, Croatia, Greece, Portugal, Hungary and many other beautiful places. To address my asthma in particular, I went to three health farms during my childhood: one with my mother, and the other two on my own. All of them were located in Germany – in Bavaria and on the island Föhr. I went to Föhr twice and remember it not as a health treatment, but as a fun journey where I had a wonderful time, made new friends, and explored the island through different activities. I am fortunate to have wonderful parents who did everything to help me conquer my health issues and who also, at the same time, provided my brother and me with the opportunity to learn about the world’s many cultures and to open our minds to new experiences.
At the age of twelve, I went with my best friend Meike on a trekking tour with a group of other children. We hiked through the Black Forest, about 5 or 6 miles every day, and we slept under the night sky and played games. Besides being exhausted every night, I had a wonderful time. It was so much fun that we went on a second trekking tour two years later.

When I turned sixteen, I knew it was time to start traveling more independently. I wanted to be able to plan trips on my own and to do whatever I wanted to do. For my first trip without parents, my friend Isabel and I decided to go to Berlin for ten days. It was a good start for a first vacation without parents and different from what I had previously experienced. Although we did not even leave the country, I felt different, changed. We had to figure out everything on our own and every time we accomplished something we were happy and had a sense of achievement.

Two years later, I wanted to top this experience and went on an InterRail trip with Meike. An InterRail pass allows for unlimited travel in a specific time period throughout Europe by train, choosing one specific region in Eastern or Western Europe or Scandinavia.
(Railcc, n.d.). Meike and I chose Western Europe and with our pass, we were able to travel from Germany to France, Luxembourg, Spain, Portugal, Morocco, Belgium and the Netherlands. Except for Luxembourg and Morocco, we visited all of these countries through a time frame of three weeks. I remember this trip very fondly, in spite of all the struggles we had to overcome, such as the language barriers in France. Speaking English was not enough and I had to try my best French. Our first destination was France and it did not start very well. Only forty minutes into our adventure, I lost my sleeping bag in the train. After switching trains often, we were on the last train to our final destination, Nice; or so we thought. Halfway between Lyon and Nice, the train returned back to its railroad station. They had made an announcement, but because it was in French we completely missed it. It was already night when we arrived in Lyon instead of Nice, and we could not find a hostel—smartphones did not exist at this point. I only had the InterRail guidebook with me and it did not have any information about Lyon. It was too late to find an open internet café and the railway station was closing. We did not know where to go, but eventually found a mall where we tried to spend the night. We were not able to stay long because the security staff found us quickly and showed us the way out, so we spent the night outside of the railway station, waiting for it to open its doors. Luckily, one of the security guards offered to stay with us, so we would not be alone in a foreign country during the night. Looking back and realizing that this could have been a dangerous situation, in that moment I did not feel afraid at all. It was a really exciting experience and one I learned much from and if it were not for the misunderstanding during the train ride, I would have never had it. This was the first day of our trip and I can say that I would not want it to have been any different. I believe that this was the moment where my interest for experimental and adventurous travel began, without even knowing it.

I have always felt the urge to travel, to go somewhere, to go on an adventure. And over time and with my many travels, this passion has grown. I hope that people who love to travel as much as I do find out about my project and get inspired.
CHAPTER 2

TRAVEL AND TOURISM: HISTORY AND DIFFERENCES

The word travel comes from the French *travailler* which means “to work,” and originally was translated as “to trouble, torture, torment.” It is also from the Latin *tripalium*, meaning “instrument of torture” (“Tripalium,” 2015). Apparently, hundreds of years ago, traveling was more arduous and not seen for its relaxing qualities as it is today.

Traveling in the past was not as easy as it is now. It was far more difficult and expensive, most people simply could not afford to travel, since carriage, lodging and provisioning horses were beyond the means of an average person (Lüpke-Schwarz, 2013).

From 7000 BC till today, people use transportation to carry heavy objects. This started with the use of sledges (7000 BC), wagons drawn by oxen (3000 BC), chariots drawn by horses on land, and the development and improvement of roads (2000 BC). Around the same time, ships sailed with better navigation methods, as well as boats using the increasing number of canals. If you were a traveler in the 2nd century AD traveling on Roman roads, you could expect to find “fresh horses every 10 miles along the route andlodgings for travellers every 25 miles” (Historyworld, n.d.). By the 17th century, people could use carriages and coaches, which one could hire. In London in the 17th and 18th centuries, one could use public transport to travel between towns. In 1640, people traveled by stagecoach, which was a heavy carriage drawn by four or six horses with an average speed of four miles per hour. It fit up to eight passengers inside, who were considered prosperous, and a few second-class seats “were available in a large open basket attached to the back… The least privileged travellers sat on the roof with the luggage, relying on a hand rail to prevent themselves [from] slithering off” (Historyworld, n.d.).

1783 was the year of the air balloon, during which the French paper manufacturer Joseph Montgolfier and his brother Etienne successfully made a paper balloon rise into the
sky. The same year, on September 19, the hot air balloon carried its first living passengers—a sheep, a cock and a duck. “The trio traveled more than two miles and landed unharmed” (Historyworld, n.d.).

Traveling in the past was not how we understand it today; it was a means to an end—like discovering new land. Travel then was rarely, if ever, about pleasure. This is where we have to distinguish between travel and tourism and how they differ from each other. The concept of tourism had its origins in the 18th century, the point being to travel without a real purpose; it was around this time that people began traveling for fun (Lüpke-Schwarz, 2013). The word “tourist” was first used in 1772 and describes “one who makes a journey for pleasure, stopping here and there” (“Tourist,” 2015) and only in 1811 was the term “tourism” coined (“Tourism,” 2015). The word tourism comes from the Greek word for “tool” and was used to describe a circle. “Tourism intrinsically involves a circular itinerary in that tourists return to their point of origin, home” (Leiper, 2002). Tourism was distinguished from travel by its element of sightseeing and entertainment rather than going somewhere to accomplish utilitarian goals.

In 1804, Richard Trevithick ran the first locomotive on rails in Wales (Historyworld, n.d.). Tourism pioneer and founder of the eponymous travel organization Thomas Cook used this new way of getting around to attract more people. Using the locomotive was a more comfortable way to travel compared to traveling with coaches, which made Cook’s travel offers even more appealing. In 1841 he began offering adventures in package form: the traveler could book trains and hotels together at more affordable prices (Lüpke-Schwarz, 2013). This was only the beginning of package travel. Today we are bombarded with all different kind of package travel offers from different agencies, and for all kinds of budgets. We can go on a long planned safari, do a city trip, or book a last-minute flight to somewhere exotic in the world.

Also, in contemporary society, if regular tourists want to choose a holiday destination, one of the main considerations is relaxation. Tourists work hard to be able to afford a holiday where they can recharge themselves and lay in the sun. They might wish for beautiful weather, white sandy beaches, incredible landscapes or popular tourist attractions. While there is nothing wrong with this, I believe that when traveling in this manner one can miss encounters with the locals or getting to know more about a country’s culture.
I want to come back to the difference between the terms “travel” and “tourism”. If you do an internet search for “tourist” and “traveler,” the first articles that currently come up on Google cast tourists in a poor light (Figure 2).

Figure 2. Google Search Screenshot: Tourist vs. Traveler.

Keeping in mind that the origins of the word “travel” had negative connotations (having its origins from the word “trouble” and “torture”), it is quite interesting that, “tourism” has instead taken on the pejorative association in modern society. Tourists are seen as the ones who are following blindly their guidebooks while travelers are more adventurous; travelers are exploring different cultures and are getting off the beaten track (Walsh, n.d.).
But just because someone is following a guidebook does not mean, that he or she has no interest or is not curious. We all have different likes and dislikes as well as comfort zones, and we travel in our own pace. We have developed negative stereotypes about travelers and tourists over the last decades, but in my opinion as long as we keep in mind to be open to different cultures, there is no right or wrong way to travel. Everyone travels in a different manner. I am interested in the traveler that goes off the beaten track and is looking for adventure and exploration in depth and with more detail.

For Wayfarer, I chose to use the term “traveling” to connect with a more meaningful and complex way of traveling. Even though traveling can still be difficult today, or at least challenging, depending on the way we travel and what we are hoping for, I think that it also enriches our personalities and can shift our comfort zones. It might take some work and time before you have interesting or adventurous stories to tell, but it is going to be worth it at the end. With Wayfarer I am addressing all kinds of people. The tasks I am providing vary in difficulty yet there are engaging and new ways for everybody. It does not matter if you call yourself a traveler or a tourist, as long as you stay curious about the world and what it has to offer.
CHAPTER 3

ALTERNATIVE FORMS OF TRAVEL

I was introduced to “Experimental Travel” in 2009 when I went to Berlin with a couple of friends. We stayed at the 36 Rooms Hostel in Kreuzberg, and one evening a man showed up and told us that he was visiting the hostel despite actually living in Berlin. He just wanted to meet new people from other places, talk to them about Berlin and learn what they had liked about the city during their time there. He was trying to find new places in the city in which he had been living for a long time. Then he told us that what he was doing was called “experimental travel.” I instantly became very interested and could not stop listening. He mentioned a book he had read that gave travelers different ways to explore a city. One way that he mentioned from the book was called A–Z Travel and it was very simple: All the traveler needed was a map and s/he began by looking for a road beginning with the letter A, and a road beginning with the letter Z (Figure 3). After locating these roads on the map, the traveler would draw a line between them and walk the length of the line. It could be a long trip, and there may be some detours, but that is the whole point: there is no specific aim or end goal; one simply walks the line and explores his/her surroundings. After the visit with the man in Berlin, I did some research and found that this idea belongs to Latourex, a concept founded in 1990 by Joël Henry, a French journalist. I will expand on the origin of Latourex in the following section. Latourex is short for “Laboratory of Experimental Tourism” and it has its origins in the French term “LAboratoire de TOUrisme EXpérimental” (Latourex, n.d.). Henry and his friends came up with 29 alternative ways to travel. I liked this concept, but found that many of their suggested ways are rather complicated. My goal was to continue with this idea, but to make it simpler and to address a bigger target audience.
LATOUREX AND EXPERIMENTAL TRAVEL

After learning about experimental travel for the first time in 2009, and reading more about it, I came across Latourex, which was the first and main influence for my travel application. French journalist Joël Henry and his friends came up with this idea in 1990 at a café in Strasbourg before they went all together on a trip to Switzerland (Bures, 2005). You can find all of their 29 experimental travel forms in seven languages on their website: www.latourex.org.

Along with Australian journalist Rachael Antony, Henry is also the co-author of The Lonely Planet Guide to Experimental Travel (see Figure 4), which was published in 2005. Antony on Experimental Travel: “I like the idea that everything will be a maximum capacity for disaster; your expectations can only be exceeded” (Shmith, 2005). The Lonely Planet Guide to Experimental Travel consists of 40 travel experiments and is an addition to Henry’s already developed and experienced travel suggestions made for Latourex. For example, for Latourex he invented the A–Z Travel method that the man from Berlin mentioned to me. In The Lonely Planet Guide to Experimental Travel one can find methods such as: backpacking at home which includes doing all of the things the usual backpacker does (eating take-away
food, surfing at an internet café, staying at a Hostel, etc.) but in one’s own city; spending an entire day at an airport without taking off; or using a map and discovering a part of the city by traveling to a random spot on the map grid (Antony & Henry, 2005). All of these experimental travel suggestions include elements of surprise or leave the traveler open for spontaneity.

Figure 4. The design of the cover and the inside of the book are also experimental and completely different in comparison to other Lonely Planet guidebooks.

Experimental travel exists to heighten the travel experience. It is “a blend of science, art and fun” (Bures, 2005). Henry describes experimental travel as “a new way to travel based on scientific or pseudo-scientific rules. Traveling under such constraints turns travel into a kind of a game. So experimental travel is something between a game and travel”
(Bures, 2005). Henry is concerned that most of the tourists (he uses the term tourist instead of traveler) experience countries in the same way as every other tourist and that they are missing out on many adventures and encounters. Discovering a country is more than just observing its landmarks, taking three pictures in front of it and rushing to the next landmark. Traveling this way makes it less likely to meet any locals or explore a country’s traditions, thus making it less authentic (González, 2014).

What I love the most about experimental travel or experimental tourism is that you are able to experience the adventure of traveling, regardless of where you are. You do not have to hop on a plane and fly over the ocean, it can be fulfilling to simply walk out of one’s own front door and play these games in your hometown. “One place is as worthy as any other”, Henry says (Bures, 2005). Experimental travel may not appeal to everyone, but I hope that the younger *Lonely Planet* and backpacking generation are open to the idea and to an application that deals with experimental travel.

Experimental travel is not judging or criticizing traditional travel forms and it is not about showing a “better way” to travel; instead it is about alternative types of traveling and a system that reminds us to be open to trying new ways. When we are traveling, we tend to be more open to chance and new encounters than we are in our day to day lives, therefore experimental travel can expand this openness into one’s daily routines, even after the travel is done.

**THE IDLE TRAVELLER: THE ART OF SLOW TRAVEL**

In his book *The Idle Traveller: The Art of Slow Travel*, Dan Kieran talks about the substance of travel, how we use time when journeying and how we get to a certain location. He wants us to think about how and why we travel and what we cherish about it, but also wants us to celebrate our own sense of place, starting at home.

Rushing into our holidays, quickly leaving the airport to arrive at our hotel, being in a hurry—is that still traveling or are we escaping and just trying to get somewhere? Dan Kieran describes what traveling has become. Traveling is not only about flying somewhere and collecting brochures. We need to glide, be epic in our travel pursuits and jump into life-changing experiences (Kieran, 2012).
This book was a huge inspiration for me. Besides learning about the history of travel, it encouraged me to keep in mind to travel more meaningfully and to enjoy my journeys, by allowing myself to slow down. I have always enjoyed making plans, but my friends used to make fun of me because I always stuck to the plan. Sometimes they got annoyed when I was rushing them to go to a particular place and stay close to our schedule; other times they were glad about the fact that I knew how we were going to spend the day or how to find our hostel. Planning has its pros and cons and I am not going to get rid of this habit, but I learned that by allowing myself to be more open for chance and random happenings, I did not have to stress myself out when the plans changed. Kieran also states that, if things do not happen according to a plan during a journey, we should try to embrace these mistakes because travel is a learning experience. Facing the unfamiliar and dealing with it tells us something about ourselves and enriches us as people. Travel gives the mind more dimensions (Kieran, 2012).

Kieran’s *The Idle Traveller* is part of the slow movement. The slow movement stands for “a cultural shift towards slowing down life’s pace” (Pickerel, 2014). It has its origin in 1986, when Carlo Petrini protested against the opening of a McDonald’s restaurant in Piazza di Spagna, Rome, and started the Slow Food organization (Gelder, 2013). Over time, this developed into a subculture in other areas, like Slow Cities, Slow Living, Slow Design, and also Slow Travel. But this was just the start. In 1999, Geir Berthelsen presented his creation of “The World Institute of Slowness”, a vision for an entire “Slow Planet”. He argues that the world needs to find a way to slow down (Doling, 2014). You should ask yourself, how is time best used or spent when slowing down, and how can this be applied to travel?

In 2004, Carl Honoré, a Canadian journalist, wrote *In Praise of Slowness* about “Slow Philosophy” and how it might be applied to every field of human endeavor. He also coined the phrase “Slow Movement”. He describes the Slow Movement in the following way:

> It is a cultural revolution against the notion that faster is always better. The Slow philosophy is not about doing everything at a snail’s pace. It’s about seeking to do everything at the right speed. Savoring the hours and minutes rather than just counting them. Doing everything as well as possible, instead of as fast as possible. It’s about quality over quantity in everything from work to food to parenting. (Honoré, n.d.)
In the 19th century European travel writers, “who reacted against the cult of speed,” inspired the slow travel movement when they asked the question “If we have slow food and slow cities, then why not slow travel?” (Sands, Minahan, & Ferraro, 2011).

Slow Travel Europe developed its guiding principles from the Slow Movement:

1. Start at home. The key to slow travel is a state of mind. That can be developed at home.
2. Travel slow. Avoid planes if at all possible, and instead enjoy ferries, local buses and slow trains. Speed destroys the connection with landscape. Slow travel restores it.
3. You may eagerly look forward to the arrival at your chosen destination, but don't let that anticipation eclipse the pleasure of the journey.
4. Check out local markets and shops.
5. Savor café culture. Sitting in a café, you become part of the cityscape and not merely a passing observer.
6. Take time to get a feel for the languages and dialects of the areas you visit. Learn a few phrases, use a dictionary, and buy a local newspaper.
7. Engage with communities at the right level. Choose accommodation and eating options that are appropriate to the area where you are travelling.
8. Do what the locals do, not only what the guidebooks say.
9. Savor the unexpected. Delayed trains or missed bus connections create new opportunities.
10. Think what you can give back to the communities you visit (Gardner, n.d.).

In many ways number three epitomizes the idea of slow travel. One should not focus on arriving somewhere, but rather enjoy everything one can experience on the way. Like ecotourism, slow travel also supports traveling low-impact style, which means that avoiding flying is encouraged. This in particular is supported by author Dan Kieran, who is terribly afraid of flying and enjoys taking the train for his travels, although it means having to travel for days instead of hours. Traveling slowly allows us to take in sights, recognize things, smells, colors, and more at a place we would normally just pass by quickly (Kieran, 2012).

And you do not have to travel far away. In the book, Kieran mentions how he always took his car and drove from his house in Chichester to a village in the South Downs, but one day he decided to walk the route instead. During this walk, he found many features about the landscape around him that he never noticed before and he started to increasingly appreciate his surroundings more than he did when driving in his car (Kieran, 2012).
Kieran also addresses guidebooks and his skepticism about them (Kieran, 2012). He explains that we easily forget the tourist spots we visit quickly, and I can relate to that. I do not remember my first time seeing the Eiffel tower very well during my first visit to Paris. But I do remember my second visit two years later and how I spent the whole evening with my friend, sitting on the grass, talking for hours, observing the tower for a long time and saying no to the tenth person who tried to sell wine to us. Those are the things one remembers, the interactions with the surroundings and with the local people.

I also learned from Kieran, that it is always an advantage to keep a travel diary. During my short journeys I seldom take a travel diary with me. I write things down in my smartphone or take a picture as a reminder and try to write it down, with as much detail as possible, in my calendar a few days later. But when I am on longer travels, I always have a notebook with me where I can collect all my memories, written down and with little souvenirs. For me it is a collection of my feelings and thoughts during the travel and I love to read it a couple of years later. It always brings back long-forgotten memories and I enjoy experiencing those moments again.

Furthermore, I learned to be my own guide and how to discover a place when I travel, I need to work it out by myself and make it my journey. It is important to slow down, to take time to reflect and by doing so, our perception of time changes, too. There are going to be certain occasions while traveling where I have to decide if I take a chance and try something new or not and if I cannot decide quickly enough and I miss the opportunity, it might be gone for good. I should remind myself to try things I normally would not and to leave my comfort zone more often.

Kieran argues for the positive aspects of slow travel with his example of his walk from Chichester to the South Downs and how this experience enriched him. The slow movement is a good method of thinking of new ways of traveling, because we have so often tried to get to places too quickly that we lose sight of detailed and cultural nuances. Kieran is sure that slow travel helps us to open ourselves to the environments through which we travel, to become more aware of our surroundings and get in close contact with other people.
GUY DEBORD, SITUATIONISTS INTERNATIONAL AND PSYCHO GEOGRAPHY

Guy Debord was a French Marxist theorist, writer, filmmaker, and founding member of the Situationist International movement (Versobooks, n.d.). The Situationists International, founded in 1957, was an European organization of social revolutionaries which consisted of political theorists, intellectuals, architects and artists. The Situationists called for an abolition of goods, wage labor, technocracy and hierarchies and created the concept of theoretical and practical construction of situations, in which the everyday life should become a work of art. Their goal was to eradicate the border between art and life, as well as a transformation of urban structures and societal norms. To achieve their goals, the Situationists used artistic, political and psychogeographical actions (Debord, 1957). Psychogeography is “the study of the specific effects of the geographical environment (whether consciously organized or not) on the emotions and behavior of individuals” (Internationale Situationniste #1, 1958). Or in other words, psychogeography is “a whole toy box full of playful, inventive strategies for exploring cities. Just about anything that takes pedestrians off their predictable paths and jolts them into a new awareness of the urban landscape” (Hart, 2004). The Situationist movement aimed to invent new terms of life and opportunities for new adventures.

An important practice in this movement was the dérive, which literally means drifting. A dérive describes an experimental behavior that explores the conditions of the urban society. It can be understood as a playful technique and method of mindful wandering through urban or rural areas. It also involves awareness of psychogeographical effects, which are quite different from the classic notions of a journey or stroll. In a dérive one person or a group of people drops all their usual motives for movement and action and allow themselves to be drawn to whatever catches their interest, allowing themselves to fully experience what they find. Debord believes that a dérive is best done in an urban area where one can easily pass from one distinct neighborhood to another. The countryside is not ideal for dérives, because there are fewer opportunities for chance encounters or variation in the environment. A dérive is different from a stroll, as it has a playful and constructive aspect. You can include activities like talking to strangers, walking or exploring prohibited areas, or hitchhiking through a city. It encourages you to “get lost on purpose” (Debord, 1956).
A dérive has no particular time frame. It can last a few hours or a few months, although the average amount of time is a day. Debord recommends the shorter dérives, because in his opinion they are more beneficial. You have enough time for encounters, but not too much to be distracted by something else like sleep. He also suggests going with a group of two or three people, but not more than four or five. This is the most productive constellation. A dérive with more than ten or twelve people is impossible and bears too many difficulties, like a possible fragmenting of the dérive into too many simultaneous dérives. The weather also has a significant role. While a long rain makes it almost impossible, a short storm is more in favor. Weather happenings like these allow you to perceive the surroundings in new dimensions. There are two goals to dérives: study a terrain and emotionally disorient oneself. These two aspects can overlap each other. Debord (1956) says, “it is impossible to isolate one of them in a pure state”.

Another term in Debord’s “Theory of the Dérive” is psychogeography. Psychogeography studies the influence of architecture or geographical surroundings on our perception, experience, and behavior. Therefore it uses art, architecture, geography and psychology. It encourages you to get lost on purpose in foreign cities (Mt Kau Kau, 2012). The gained disorientation provides you with a special sense of a city. Psychogeography is also a type of game. New space is given new possibilities for activity. Pedestrians should find ways to leave the predictable tracks and explore the landscape of a city (What is psychogeography, n.d.). It is about getting lost and wandering around, without having a specific goal in mind other than absorbing as much as possible from one’s environment. All in all, psychogeographic explorations are diverse activities that raise awareness of the natural and cultural environments, as well as one’s senses and emotions as they relate to place and the environment (Mt Kau Kau, 2012).

This almost 60-years-old concept reminded me of the Flâneur, a literary key figure from 19th century France. Translated it means “stroller,” “idler” or “walker.” The flâneur is described as a wealthy and educated gentleman, who strolls through the city as a passive figure. He wants to experience the city, but as an observer. He is strolling, not walking, because he has the time and this extra time is allowing him to fully discover things unnoticed by others in the city (Seal, 2013).
It is quite interesting how this idea of strolling through a city evolved over time and developed from the flâneur and the dérive to experimental travel. This brings me to the conclusion that people have the urge to slow down and the need to explore and find out things about places around them. Experimental travel triggers many versions inside of us: the traveler, the wanderer and wonderer, the adventurer and the playful kid. I hope that I can contribute to this series with Wayfarer and inspire more people to explore the world outside their homes in a fresh and new light.
Traveling has changed significantly in the past few years. Travel websites and mobile apps are used increasingly as a means of finding information on where to travel, how to get there, and what can be enjoyed at the chosen destination (Laird, 2012). In January 2015, over three billion active Internet users, more than two billion active social media accounts and 3.6 billion unique mobile users around the world were recorded (see Figure 5).

For travelers, these technologies have great impact and influence. Before the actual start of a trip, mobile apps are used to find deals on flights and hotels or to get specific information about a certain trip. Last-minute travelers especially take advantage of these new technologies. 58% of Americans are planning to take a last-minute vacation in 2015. This number is even bigger for millennials, 73% are most likely to go on a last-minute trip (Priceline.com, 2015).

In March 2012, almost 68% of last-minute travelers worldwide booked a night in a hotel within 24-hours of their stay and 16.6% booked a flight 24-hours before departing using their smartphones (Laird, 2012). After the trips start, 85% of leisure travelers worldwide use their smartphones, mainly to post photos on social media (72%). Other than that, the top five uses of smartphones while traveling are: taking photos, using map features, searching restaurants as well as activities and attractions, and to check in prior to flight (Lieberman & Esgate, 2014, p. 248).

With the advent of smartphones, globalization and access to affordable travel, there is a higher demand for exploring cities in a more exciting way—a way that enables the traveler to get to know the culture and to share the experience with loved ones through smartphones, apps and social media. However, hopping from one tourist spot to another makes it difficult to meet people from a different country and to truly feel the city’s genuine pulse.

Apart from the impact of social media, the guidebook industry is having a huge decrease in book sales. Travel guide Lonely Planet’s sales dropped from $25 million to $18 million between 2006 and 2012 (G. M., 2013). In 2013, Lonely Planet announced “a series of changes to its operations in response to a challenging external environment and to position the company for continued success” and eliminated 70 to 80 staff positions (Tietzel, 2013). The digital information age allows for free and easy access to up-to-date information about favored destinations, which in turn means people will save money and no longer buy guidebooks. The days of arriving to a museum or restaurant that has been closed or has changed hours are over. Some might argue in favor of guidebooks, though, due to the short life of smartphone batteries or expensive data plans or Internet connections abroad, but these are issues that will soon be resolved by phone and Internet companies. To keep your phone alive for a little longer, you can now buy portable chargers. And data plans are getting cheaper while at the same time the amount of places offering free Wi-Fi is growing.
(Springer, 2013). Travel guides might have a future in the eBook market and may also attract people who take their tablets on vacation trips. An aspect in favor of guidebooks is their accuracy and trustworthiness. Hotel reviews in guide books can be easily trusted since they are thoroughly researched, whereas reviews on Yelp or TripAdvisor should be read with caution as many reviews reflect opinions based on personal standards or may even be sponsored by the companies themselves.

Besides the positive arguments for buying guidebooks, as a graphic designer and book lover, I enjoy flipping through pages and having something analog in my hands. However, as a technology fan and gen X person, I enjoy the new features offered by smartphones and I look forward to the next technological achievement that might come along.

Travel apps are ranked as the 7th most downloaded type of app in the Apple Store for 2015 (Statista, 2015), (see Figure 6), which means that as the numbers of travel apps and smartphone users grow, the need for guidebooks will continue to decline.

People are increasingly using their smartphones to choose transportation and lodging when traveling. It is more convenient, lighter than a guidebook and has more features
available in one device like up-to-date information or GPS mapping: a system that uses less and delivers more. If you are using your smartphone and Wayfarer, you do not need to buy a guidebook, which saves you money and is good for the environment.

“Travelers want any feature that will make their lives easier and provide useful information during their trips. They want to know where to go, which gate and where to get a cab…” (Carlson Wagonlit Travel, 2014). I hope that travel app users are open for an app like Wayfarer, which helps slowing down their busy life and opens them up to the possibility for spontaneous encounters during their journey.

**APP MARKET RESEARCH**

My research of the travel app market revealed only two Apple applications similar to Wayfarer that focused on experimental travel: *Wander Wheel*, an interactive adventure-finding application and *Dérive App*, which is a mobile website built on Debord’s theory of the *dérive*. The majority of other travel-related apps were City Guide apps, which only covered the logistical side of travel, including booking flights and hotels and/or cars, creating itineraries, and finding activities in specific areas.

**TripAdvisor.** It is the most popular and most downloaded travel app with more than 100 million downloads (TripAdvisor, 2014). It has 69 million monthly visitors, and more than 60 million travel reviews (Santos, 2014). *TripAdvisor* falls into the category of City Guide apps. You can find hotels, flights, restaurants, and attractions, plan your entire trip, and review visited places (Figure 7). Wayfarer differs from *TripAdvisor* in providing the user with playful alternative strategies of how to explore a place, instead of providing them with a list of places to visit based on other reviews.
Lonely Planet Traveller. The *Lonely Planet Traveller* is another City Guide app, which provides information about different places in the world in magazine format. The app is free, but one issue costs $3.99. An issue can address different topics, like a specific city, a certain amount of places all over the world one has to see during his or her lifetime (example: *52 Best Weekends Away*), special issues for seasons and more. It is the classic guidebook in digital form (Figure 8). Compared to Wayfarer, there are no similarities. Wayfarer is an interactive app, which encourages the user to discover things on their own, whereas *Lonely
Planet Traveller does not. With Wayfarer, the user does not get suggestions about where to go, but rather, how to go.

![Image of a smartphone displaying an app](image)


**Citybot.** Citybot is also under the category of City Guide apps, and is considered a Smart Travel Guide available for many different cities. It creates custom itineraries for the app user and provides personalized experiences based on interests, transportation needs, and
schedule, suggesting what to do in the city of choice (Figure 9). Unlike Citybot, Wayfarer provides alternative strategies of how to explore a place, instead of simply providing the user with a list of places they might be interested in visiting. With Wayfarer, the user can adjust their travel requirements with filters for transportation, equipment and cost. Wayfarer also keeps user expenses to a minimum since most of the filters do not require any money.

**Dérive app.** Dérive app differs from TripAdvisor, Lonely Planet Traveller and Citybot because it is not a City Guide app, but an adventure app like Wayfarer. However, it is not a mobile application which you can download onto your smartphone, but instead is a mobile-friendly website, with the option to be saved as a smartphone-like application. Like Debord’s *Theory of the dérive* this app encourages the user to purposely get lost in a city. You can also upload your own ideas of a dérive onto the website. It offers many different tasks for any urban area as well as cards created especially for a city. The tasks are simple and straightforward to understand such as: “look for some trash on the street. If it’s moving, follow it” or “sit down and look at the faces of people passing you by.” Unfortunately, the Dérive app does not work consistently and does not have a user-friendly interface (Figure 10). Wayfarer takes the idea of a dérive and takes it one step further by including more tasks, consistency, a clean and simple user interface, and the ability to upload stories directly from the user’s smartphone, offering the opportunity for travelers to connect with other like-minded people.
Wander Wheel. *Wander Wheel* is the app that comes closest to Wayfarer in terms of it being a task-oriented adventure app instead of a City Guide app. According to its website, “*Wander Wheel* is an interactive adventure-finding application that uses your location to create a whimsical goal-based itinerary” (Wander Wheel, n.d.). It provides the user with tasks and encourages them to go on an adventure (Figure 11). Unlike Wayfarer, it uses information based on user location and provides them with routes and “missions” which they can follow. Unfortunately, when I tried to use the app, it was not working properly and could
not provide me with any tasks for the San Diego area. Wander Wheel has been offline since 2014. Unfortunately, I was not able to find reasons why they took it offline.


NEW TRENDS IN TRAVEL

The demand for unusual ways of traveling is increasing due to an expanding tourism market and increasing access to global information. One example of an unusual way of
traveling that is currently on the rise is dark tourism, a trend where travelers visit sites historically associated with death and tragedy. Adventure tourism (which includes dark tourism) “has grown by an average of 65% annually over the past four years and is now estimated to be worth $263 billion”, worldwide (Kamin, 2014). Under the category of dark tourism, people might visit places like Auschwitz-Birkenau, New York’s Ground Zero, Hiroshima or Chernobyl. But dark tourism can also be “any travel associated with death, disaster or the macabre.” For example, the home of 1980s Californian serial killer Dorothea Puente was opened by the Sacramento Old City Association in 2013 to the public. Puente was running an elderly and disabled home, where she drugged and killed seven people in order to cash their social security checks. One can book a tour and find out where exactly in the garden she buried her victims (Baltic Travel Company, 2014). Dr. Philip Stone, executive director of the Institute for Dark Tourism Research at the University of Central Lancashire, calls it “commercialization of death” (Coldwell, 2013). The institute is currently working on a five-year project to examine the effects of war tourism on cultural-heritage sites across the globe (Kamin, 2014). I do not want to start a discussion about whether dark tourism is right or wrong, I only want to stress that there is a demand for unusual ways of traveling.

According to Shannon Stowell, president of the Adventure Travel Trade Association, another area in tourism that is booming and moving into the mainstream is adventure travel. Adventure travel can be anything from physical activity to a connection with nature, or cultural immersion. Since 2009, adventure travelers all over the world are also willing to spend more on their travels. In 2009, the average trip for a US traveler was $593, whereas in 2012 it increased to $947 per trip and per person. Stowell says, that “consumers are asking for more authentic, transformative experiences” and that “the market is also maturing. Most people have been to Las Vegas, Disney or on a cruise; they’re ready for something else” (Amster, 2013). But many people see adventure travel as something more extreme that may include activities like rock climbing or sea kayaking. What about people that are interested in adventurous travel but do not want to engage in activities that are quite that daring? This is where Wayfarer comes in. Its value proposition is fitting into the space of adventure travel that appeals to the average everyday traveler.

Another trend addressing smartphone usage is the introduction of Apple Pay (iPhone) and Google Wallet (Android) makes the wallet become obsolete. The user can sync his credit
and debit cards to his smartphone and use it at the sensors at the checkout. Of course, this feature is not embedded everywhere, but it is on the rise (Farley, Samiljan, Porter Katz, & Ekstein 2014).

**WAYFARER STRATEGY**

Taking into consideration my market research and the new trends in travel, I choose the mobile application as the medium for Wayfarer. My target audience are users, age 20-35, who have traveled before and who are longing to try something new. Wayfarer is intended to be a growing app, with a community that loves to share their experiences in the form of pictures, videos, etc. with people who come up with even more ideas on how to travel in alternative ways. The typical user would be social media savvy. For the future, I am also planning to target specific groups of people like designers, musicians or athletes, with new travel ways especially designed for them.

Wayfarer provides playful alternative strategies on how to explore a place and it is an interactive app that encourages the user to discover things on their own. With Wayfarer, the user does not get suggestions about *where* to go, but rather, *how* to go. The user can adjust their travel requirements with filters for transportation and equipment. Wayfarer also keeps user expenses to a minimum since most of the travel ways do not require any money.

Wayfarer has a clean and simple user interface, many different travel ways to choose from and soon also the ability to upload stories directly from the user’s smartphone, offering the opportunity for travelers to connect with other like-minded people.

At first, Wayfarer will be a free app for iPhone users. But I am also planning to create an app for Android users to expand the amount of potential customers. Currently, the Android market record a total amount of 50 billion app downloads and Apple 70 billion app downloads (C. Clifford, 2014). Second, with more users, the maintenance costs are going to rise (more users increase the need for a better server). When this occurs, I am planning to advertise the app for 99 cents or more.
CHAPTER 5

PROCESS AND DEVELOPMENT

NAME

Due to the many travel apps in the Apple App Store, it was difficult for me to come up with a name for my travel app. I wanted to have a name, which would differentiate my apps from other travel apps, especially the City Guide apps. It was important that the name expressed the idea of adventure right away, which is what this app is all about. Initially I wanted to create a new word, which could be used as a verb later; I wanted to start a new movement. I came up with over forty names, which were made up using different travel words like trip, journey, explorer, and trail, as well as nouns which described the content of the app, like adventure. I narrowed them down to ten choices and did an online-poll where people could vote for their favorite name. The top ten names were: Travelr, Adventr, Travventure, Anywhere, Trip Them, Re:Travel, Reroute, Uventure, Detour, and Wayfarer. The two favorites in the online-poll were Wayfarer and Travventure. I chose Wayfarer, because its definition is literally “a person who travels on foot” (“Wayfarer”, 2015); it emphasizes the aspect of exploring a city on one’s own. The word itself also has a pleasant tone, and conjures imagery of long roaming adventures into unknown places. Although I did not end up creating a new word, I believe that Wayfarer is the best name because it already has a positive connotation.

52 WAYS

During my research, I developed 52 new ways of traveling; one for every week in the year. I thought this would appeal to people to use the app at least once a week in order to get to know their surroundings better. The 52 Ways were inspired by Latourex, my surroundings, other artists, art history, and the dérive. During my testing of the 52 ways I met inspiring people, found interesting places in San Diego, and I was also able expand my horizons.
Currently, the 52 Ways are city-centric, but future expansion of the app will include natural and more rural areas as well.

Following are five of the 52 Ways, including three examples of my travel experiences, to give a better idea of what the user can expect when using Wayfarer.

**Traveling by Form.**

**Description:** Follow the lines of a geometric shape on your map.

**What you have to do:** Get a map; pick a geometric form (square, circle, octagon, etc.) and draw it somewhere on your map; in your journey, try to follow the lines as precisely as possible.

**Tip:** Don’t try to run over a highway if your line is crossing one! Find the next bridge or another way to cross it.

I picked the octagon as my form and thought I should take advantage of this task and start exploring the neighborhood of Barrio Logan, which “is one of the oldest and most culturally-rich urban neighborhoods in San Diego”. It is located between Downtown San Diego to the north and National City to the South (The City of San Diego, n.d.) and has a population of over 21,000 people (City-Data, n.d.).

After picking a starting point randomly, I drove there, parked my car, and started walking. I tracked my way to see how closely I was able to walk along this octagon. The result was exactly what I expected (Plate 1).
I knew that this trip was going to be difficult. It is much easier to walk through a park and stick to the shape of the line, but walking through private property or private homes is simply not possible. Nevertheless, that is what made the whole trip more interesting: you never know what is ahead and if you will be able to stick to your shape or not.

An unexpected element of my journey was the many beautiful murals I passed along the way. I also happened to meet Salvador Torres, the artist of the murals, which are part of the Chicano movement. Torres is also the co-founder of Chicano Park (Plate 2). He greeted me and we started talking for a while; until he gave me some articles about him which is how I learned his history. It was fun meeting and talking to him. This situation is exactly what I hope for when I start one of these little journeys. He marked some spots on my map where I
could find more amazing murals, and was glad when I realized that most of them were on my route.

Plate 2. *Salvador Torres in front of one of his murals* (2014) (Photograph)

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A Day at the Zoo – We are more alike than different.

Description: Visit the zoo and take pictures of animals as well as the people watching them.

What you have to do: Take pictures of people watching animals.

Tips: Observe and photograph the people watching and posing in front of the cages (Plate 3 & Plate 4). Try to find relationships between the people and the animals.
On a Sunday in April, my friend Kelly and I met for a trip to the zoo. We had beautiful weather, as usual. Kelly had been to the zoo many times before, so she knew which routes were in order to see as much as possible without wasting time. I enjoyed just walking behind her and being directed. This way I could focus on exploring and taking photos of random people and how they were engaging with the zoo animals. It was my first visit to the San Diego Zoo, I was impressed and overwhelmed by its size and beauty. It was interesting for me to visit a zoo with the purpose of focusing not on the animals, but more on the people and their interactions with each other and the exhibits. It was fun looking for similarities (Plate 3 and 4), relationships or funny situations. Initially I was a bit stressed as I was trying to find subjects for interesting photos as research for my app. However, this is not the spirit and purpose of these explorations. After I reminded myself of this, the stress vanished. Wayfarer is about changing your perspective and being open for whatever awaits you. Above
all it should be fun and success comes in many ways. Instead, Wayfarer users should simply allow themselves to be open to the moment, and to let go of their expectations.

Plate 4. My friend Kelly in front of the rhinoceros compound (2014) (Photograph)

Got to a Sports Event.

Description: Find out which is the most popular sport in the place you are visiting. Buy a ticket and attend the game.

What you have to do: Meet people (Plate 5); take a picture with the mascot of the local team (Plate 6); watch the game from different angles.
My friends and I went to a San Diego State University college football game: the Aztecs vs. the Wolf Pack (Nevada). I met many nice people that day: my friend Noemi’s student colleagues as well as a group of students and parents who invited us to join them during tailgating. I actually ran into the student group again during the game, when I was looking for some nice spots to take pictures while completing one of the other tasks (watch the game from different angles). One of the sons of the parents was playing for the Aztecs and they were very proud.

The game itself was exhausting for me as I was there for over four hours. This is very different than sports in Germany that, for example soccer, last only about 90 minutes. After half-time I began to lose interest, so I was glad there were so many distractions and shows around the stadium, like cheerleaders, sports fans, or merchandise sellers. Perhaps I would have enjoyed the game more if I had understood more of the rules, but the task that I
assigned for myself kept me engaged with other aspects of the game and allowed me to get to know people and an important part of the U.S. culture.

Plate 6. *The Aztec’s mascot and me* (2013) (Photograph)
CHAPTER 6

DEVELOPING AN IPHONE APPLICATION

DESIGNING THE APP

As a graphic design student, it was important to me to focus on a user-friendly and intuitive design for the website and mobile app by using current technological developments and design trends.

I want the app to be emotive and functional at the same time. Traveling can be stressful, especially when you are new to an area or in a country with a different language or even a completely different alphabet. When one travels somewhere, what we imagine the place will be and what it actually is once we arrive is often very different. An easy to understand and intuitive app will help alleviate stressful situations. At the same time, I want to create an emotive look for the app, to help keeping the app engaging to use. I want the user to enjoy using the app.

The design goals for Wayfarer were to provide clear navigation, consistency, and intuitive interaction with reassuring feedback. As a designer, I am aware of the role and responsibility that comes with creating something that is guiding the user, therefore I focused on providing these aspects in the user interface of Wayfarer as well.

Even though Wayfarer is not an app designed for everyday use, I hope it reaches the point where people use it on a regular basis. For example, on my own smartphone, I have over one hundred mobile apps, one dozen of which I use daily, another dozen which I use on a regular basis, and around five travel apps which I use only while traveling. A few of these have designs that I really like. However, most of the apps on my phone fall under the category of “I am sure I will need this app one day”. The goal is for Wayfarer to not be in that category, but instead, in the regular use category.

Wayfarer is the first app I have created from concept to development. To accomplish designing a user-friendly and modern app first I researched popular apps—especially travel
apps. I created a mood board, divided it in different categories, studied current design trends, and studied in which direction mobile apps are developing. For example, 3D buttons and icons are not been used anymore. With Apple’s update to iOS 7 and iOS 8, the design direction went from dimensional to flat—icons, logos, buttons and more are reduced to a 2D flat-design look, but depth can still be added by using layers and/or transparencies. Another great improvement I could see is that animations are more often used to give the user feedback on his or her actions while using the app. Also, the smartphone screens got bigger, therefore, as designers, we have more space to work with. This means, we can now get more information on a single screen, without squeezing in details, which is great for the user, since he or she does not have to go through many different screens. But having more space does not mean we can clutter everything on only one screen. Menus and sub-menus hide under buttons, as well as tools, so this offers more space as well and is better organized. The user wants to experience a clear interface, which means, that the navigation only appears when necessary. For example, in the last years, a menu at the bottom of the app was a usual concept. The user could access it any time on any screen. Now, the menu is more likely hidden under the hamburger button (three short lines, arranged one below the other). It is still easy to access, but not filling-up the entire screen.

Through this research I developed insight of what is currently happening in the app design world as well as helped me keep in mind all areas and categories I had to address when designing Wayfarer.

**LOGO**

During my research, I found a picture of a stick chart from 1890 (Figure 12), used by Marshall Islanders in long-distance navigation. The stick chart is constructed of wood, fibers, shells, and coral. It shows “the location of islands and the wave patterns created by the interaction of land masses with ocean currents and swells” (J. Clifford, 1997). I was fascinated by this early creation of a map and how it developed into the maps we know and currently use.
This early stick chart reminded me of the lines in the spirograph, another element in which I found great inspiration for creating the Wayfarer logo. The spirograph developed as “a drafting tool by a mechanical engineer named Denys Fisher” and was originally created in 1965. Its “distinctive wheels and rings (…) cleverly combine the principles of art and mathematics” (Original Spirograph, n.d.). I used to have a spirograph kit as a child, but I lost it. Three years ago, I came across one at a flea market and bought it. Being a graphic designer, I knew that I would use the tool at one point for my designs, so I bought it.

During the brainstorming phase of the logo development, the idea of the spirograph came back to mind. Unfortunately, I did not bring my spirograph kit with me, but after a small amount of online research, I found various websites which allowed me to create many different spirograph drawings in seconds. It was fun playing around with the digital tools and the more time I spent creating, the more it reminded me of maps. I started seeing patterns and
paths inside the spirograph drawings and started following and highlighting some of the lines and I was able to almost completely draw the letters W, A and Y. After playing with different variations, I decided to use the following logo for Wayfarer (Plate 7).

Plate 7. Wayfarer Logo (2014) (Logo)

INTERFACE DESIGN

Loading Screen

The loading screen (Plate 8) is the first screen the user will experience after opening the app. I used a blurred photograph for the background and created an animation in Adobe AfterEffects, in which the letters W, A and Y are drawn in connection. Blurred photographs
are reappearing throughout the whole app, which I am using as a style element and as a metaphor for the feel and experience of a place, not as a specific image that could pre-determine the users experience. Instead I want the user to go on their own adventure, without having the design of the app or specific photographs influence their perception of what their own travels should look like.

For the typeface, I used the font Dual, which has many stylistic alternate variations of each letter, allowing for variation while still maintaining font consistency and legibility. The stylistic alternate letters were particularly apt for the design due to the fact that the many variations of each letter reminded me of maps and paths, and how one has the ability to get to a destination by using many different routes.
52 New Ways of Traveling Screen

This screen is the main Wayfarer screen since it shows you the 52 new ways of traveling (Plate 9). Again, I am using the blurred picture as a style element and as a metaphor.

In both sample screens, you can see three travel ways, which have been saved for future use (green title, *All These Sounds, A Day at the Zoo, Panorama*) and in the second
screen, the user can see which of the ways they have already experienced (grayed out, *Chance*).

**Plate 9. 52 New Ways of Traveling screen (2015)**
(Mobile app)

Way Example

In Plate 9 you can see an example of way number one “24 Hours.” After clicking on the square, a pop over screen that gives the user basic information about the particular way appears (Plate 10). This includes an overview about the equipment they will need shown in
the form of icons, a description about the way, a list of the things they have to do for the task, and additional tips. Here the user can decide if s/he wants to save this way for later, or if s/he wants to start it right away. If s/he saves it for later, it will be accessible through the general menu. If s/he decides to start right away, s/he will be led to a screen that includes a map, and the tasks s/he has to fulfill. S/he can then check off every task they accomplished and after finishing all tasks, s/he will receive a congratulations message. The language I chose for the app is young, informal, and easy to understand, which I did in order to further differentiate it from other City Guide apps which use more formal language. This approach will also help to attract non-English speakers as the tone is friendly, straightforward and familiar.

Plate 10. Way example screen. 01: Example description of way number one “24 Hours”; 02: The user’s task; 03: Congratulations screen (2015) (Mobile app)
Filter Screen

Nine different filters enable the user to personalize their experience. The user can choose up to six equipment options including: camera, video, audio, drawing, writing and map, and between three choices of transportation, including traveling on foot, using public transportation or car (see Plate 11). The filters are meant to help the user to navigate more quickly through the 52 new ways of traveling to save time and to customize each journey according to personal preferences.

Plate 11. Filter screen. Filter Camera, Video, Map and On Foot are chosen (2015) (Mobile app)
**Menu Screen**

In the menu (Plate 12), the user can find six different options, which are:

- **Saved Ways**: All done and saved ways can be found here.
- **How it Works**: Tutorial with instructions for how to use the app.
- **Invite Friends**: The user can send a link to their friends with a download link to Wayfarer in the Apple App Store.
- **Feedback**: The user can send feedback to the development team in order to optimize the Wayfarer experience.
- **About**: Information about Wayfarer.
- **Terms of Service**

Start screen

Welcome walkthrough for first time users
Walkthrough; Filters (equipment)
Walkthrough; Filters (equipment)
Walkthrough; Filters (equipment)
Walkthrough; Filters (transportation)
Walkthrough; Filters (transportation)
Walkthrough; Filters (transportation)
42 Ways are displayed with the four chosen filters

The menu is accessible on most screens by tapping the icon on the right side in the navigation bar.

Six ways are displayed per screen; the user can swipe through all screens.

Example 01: 24 Hours
- Tap Way to show pop-over with information
- Heart icon saves Way for later and returns user to original screen
- Saved Way is shown with green text

Example 02: 24 Hours
- Tap Way to show pop-over with information
- Tap “Let’s go” to continue to next screen

Map + overview of tasks
Check off task
User taps “I did it” after finishing all tasks
Congratulations screen
DEVELOPMENT, UPDATES AND NEXT PHASES

The development of Wayfarer has been divided into three development phases.

Phase I: Discovery Application. The app has static content. It is addressing first time users. The users can experience the app and its features, but does not have a user profile where information can be saved other than saving different ways for future use.

Phase II: Social Media. For phase two I am planning to include the previously-mentioned user profile, where the user can upload stories and different kinds of media (photos, videos, audio, etc.), regarding the experienced travels. This is the phase that will incorporate the community element, which is a very important aspect of this app. Right now, the app offers 52 new ways of traveling, but the plan is for the app to grow, and to be updated regularly with new ways of traveling by the users themselves. I also want to encourage the user to develop their own ways, which they can also upload. To encourage the user to participate, they will be given awards in the form of digital badges, which can be collected by posting new ways or accomplishing existing ways.

Phase III: Messaging. Phase three will include a messaging service, where users will be able to connect with each other. This option will increase the possibility of meeting like-minded people and going on trips together. I hope to be able to build a real community within the app, where people who love to try out new ways of traveling will be able to meet and to share their adventures.

Additionally, I plan to connect with other travel apps, like TripAdvisor or Lonely Planet by tapping into their review and map functions, creating area-specific ways of travel, or even to incorporate Wayfarer’s brand into their own in order to reach a wider range of people.

CONCLUSION

I have been toying and working with the idea to make experimental travel attractive for about five years now. It started with wanting to create a simple informational brochure to hand out to travelers and ended up in the creation of a mobile app and website. I came to the United States to do my Masters in graphic design and to use the time given to focus on this idea, to shape it, and to make it happen. I think that with the approach by Joël Henry and
Lonely Planet, something started and changed, but people were probably not ready for it ten years ago.

Besides that, I have a huge passion for traveling and exploring places. Every time I travel, I meet like-minded people who share the same interests in traveling as I do, and who love to try out new things. They are eager to find out great spots at home or in new places, and we all want to meet locals or other travelers to exchange experiences, ideas and tips. I think that Wayfarer can make it easier to connect with other people and to easily explore old and new places in new ways by a single person, or be expanded to be used by a group or family. It can turn into a nice short trip, a journey or a weekend activity.

Modern traveling is time consuming, expensive, hard on the environment and difficult to plan. With many travel sites to use and many places to go, consumers are overwhelmed by the amount of opportunities. Most of the time, the usual and biggest points of interest will be picked by the traveler, and these places are most likely expensive and crowded with other tourists. The feeling of checking something off of one’s list just because other people say it should be experienced at least once in a lifetime is not as fulfilling as finding interesting places on one’s own. While traveling this way it is easy to miss out on experiences and getting to know local people and the authentic culture of a place.

Wayfarer enables the user to navigate through a city in an unpredictable way. It is different, spontaneous, individual and therefore also more fulfilling. Wayfarer can help a traveler to be more open and receptive to cultural diversity, it can bring people together and create open minds to other cultures. Wayfarer strives to make people more aware of their surroundings and local culture while traveling or getting to know one’s environment. Besides addressing the usual traveler, who leaves the city or the country to go somewhere, it also encourages people to rediscover their own cities. By giving them creative and new ways to explore their communities, local stores and more.

Depending on the size of a city, it is quite unlikely to know everything in the area. In my experience, after finding a few favorite places, people tend to stop expanding their horizons and are less eager to find out what else their city has to offer. I hope to encourage them to leave their comfort zone and to playfully find out what else their cities have to offer.

Most of the new ideas of traveling that Wayfarer provides are focused on cost-effective ways of traveling that utilize environmentally friendly transportation, such as
traveling by foot or using public transportation. Its goal is not to forbid you to visit famous tourist spots like the Eiffel Tower, but instead, to explore these famous points of interest differently. This app is for people who like to try out new things and who want to escape the common idea of traveling. Wayfarer wants to encourage people to be social travelers, to think about the environment, and to get lost intentionally. With a clean interface, appealing colors, and the straightforward language used in the app, I hope to be able to attract a wide range of smartphone users and travel enthusiasts.

For the next journey, I want to encourage Wayfarer users to leave the travel guide at home and start using the Wayfarer app as a new companion. Wayfarer provides 52 new ways of traveling, which are ideas to help you explore a place differently. Some of these ways will be easy, some will be more challenging, and maybe some may not work out. But that is the most valuable aspect of it: you just cannot know what awaits for you around the corner.
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APPENDIX
## 52 NEW WAYS OF TRAVELING

Table 1. List of all 52 New Ways of Traveling which are including in the Wayfarer app

<table>
<thead>
<tr>
<th>Number</th>
<th>Title and Subtitle</th>
<th>Description</th>
<th>What you have to do</th>
</tr>
</thead>
</table>
| 01     | 24 Hours A Full-Day Adventure | Document your day's journey by taking one picture every hour.
Do you find it difficult or easy to find something to take a picture of every hour? Is there something that crosses your way more than once? Don’t forget to take pictures at night and in the very early morning, too. | • Take a picture of your journey or every day activities every hour |
| 02     | Bus Ride Hooray for Public Transportation | Find a bus station and take the first bus that arrives. If the destination is unknown to you it's even better. Lay back, look out the window and enjoy the bus ride.
After arriving at your destination, start exploring it. Why do you think is this the final destination of this bus route? Is there something special? Have you ever been to this place before? | • Find a bus station
• Take the first bus that arrives
• Exit at the last station
• Explore your destination |
| 03     | A Day at the Zoo We Are More Alike Than Different | Visit a zoo and take pictures of animals and the people, watching them.
Observe and photograph the people watching and posing in front of the cages.
Try to find relationships between the people and the animals. | • Take pictures of people watching animals |
| 04     | Street Photographer A Beautiful Day in the City | Be a street photographer and spend 8 hours in a crowded city with a thriving and vibrant street life.
Get the vibe of the place and look out for interesting compositions in architecture and nature or amusing interactions with people.
If you happen to be in a not so vibrant city you might need some extra time, but don’t get discouraged by that, see it as challenge to look deeper. | • Document 8 hours spent in a city by taking photographs that reflect the spirit of the place |
<table>
<thead>
<tr>
<th>No.</th>
<th>Activity</th>
<th>Description</th>
<th>Instructions</th>
</tr>
</thead>
<tbody>
<tr>
<td>05</td>
<td>All these Sounds</td>
<td>Wander around and record the sounds surrounding you.</td>
<td>• Record 10 different sounds</td>
</tr>
<tr>
<td></td>
<td>Shift the Focus to Listening</td>
<td>Which sounds evoke some distant memories? Are there sounds you like or dislike in particular?</td>
<td></td>
</tr>
<tr>
<td>06</td>
<td>Sights and Sounds</td>
<td>Record different sounds and take a picture of the source emitting the sound.</td>
<td>• Take 5 pictures and record 5 corresponding sounds</td>
</tr>
<tr>
<td></td>
<td>A Love Affair</td>
<td>Mixing two senses, in this case seeing and hearing, can help recalling memories even better instead of using only one. Imagine being on the beach: You took a picture of the ocean, but can you remember the seagulls flying around and making noise? Or the beach volleyball players root for each other?</td>
<td></td>
</tr>
<tr>
<td>07</td>
<td>Chance</td>
<td>Let chance be your guide for today by pointing blindly on a map.</td>
<td>• Get a map</td>
</tr>
<tr>
<td></td>
<td>May Luck Be on Your Side</td>
<td></td>
<td>• Point randomly to a location on it</td>
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<td></td>
<td></td>
<td></td>
<td>• Travel to the selected destination</td>
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<td></td>
<td></td>
<td></td>
<td>• Explore</td>
</tr>
<tr>
<td>08</td>
<td>Tourist Spot</td>
<td>Find a typical tourist spot where you can find many travelers. Instead of taking pictures of landmarks, focus on the tourists.</td>
<td>• Take pictures of tourists in front of landmarks</td>
</tr>
<tr>
<td></td>
<td>Could You Take a Picture of Us?</td>
<td>What do you experience? Are there any popular or funny poses? Are they interacting with the landmarks? Pay attention and document your findings.</td>
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<tr>
<td>09</td>
<td>Drawing Trip</td>
<td>For your next trip, leave your camera at home (ignore your smartphone camera, too.) You are not allowed to take any pictures. Your trip can be a walk, a day excursion or a weekend journey.</td>
<td>• Go on a trip</td>
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<tr>
<td></td>
<td>No Camera Allowed</td>
<td>After you get home, draw a picture of what you experienced and what fascinated you the most. Maybe an interaction with the locals, or a nice park where you fed squirrels. Try to sharpen your eyes and memorize little details.</td>
<td>• From memory, draw a picture of you liked the most about your trip</td>
</tr>
<tr>
<td>10</td>
<td>Road Trip</td>
<td>Fill up that gas tank, create an awesome playlist and take your friends together on a road trip.</td>
<td>• While being the co-driver start by taking pictures from the car</td>
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</table>
| 11 | In Every Picture  
   Wait, I’ve Seen That Before | Choose one subject, object and include it for at least a whole day in every one of your pictures.  
   This could be everything you want, like your favorite stuffed animal or a photograph of your beloved ones. | • Take random pictures by pointing and shooting out of the window without specific aim  
   • First find out what you want to include in all of your pictures  
   • Find places where you want your chosen object to appear and photograph it |
| 12 | Non-Identical Twin  
   We Are (not) the Same | Play non-identical twin with a friend for a day or longer by wearing the same clothes.  
   Start taking pictures of the two of you (or more) in whatever situation you want to.  
   Just as if you were taking regular tourist photos, but in front of whatever seems interesting to you, like a gas station, a diner, or a really cool tree. | • Go shopping with your friend and get the same clothes  
   • Take pictures of both of you in front of different places |
| 13 | Good Old Postcards  
   Almost As Romantic As a Love Letter | Make somebody happy by spontaneously sending a postcard from the location you’re at. It doesn’t matter if it’s your hometown or if you’re traveling. | • Buy a postcard  
   • Write a note or greeting  
   • Send it to somebody and make this person’s day |
| 14 | Five-Senses-Tour  
   Focused Experiences | Explore a place using your five senses. See it, touch things, smell everything around you, hear the sounds, try to catch some conversations, taste a new dish. Anything that stimulates your senses. | • Experience your surroundings paying attention your five senses: sight, hearing, taste, smell, touch  
   • Document everything you experienced by taking pictures, recording sounds, collection things and more |
| 15 | Observer  
   Just Like Sherlock Holmes | Be a passive observer of a person you pick randomly.  
   Follow this person wherever he or she goes.  
   If this person is going to see a movie, you are going to do this too. Is this person getting a haircut? Well, it seems you are getting a new haircut as well. | • Find a person to follow  
   • Write down everything this person is doing  
   • BUT: Please keep in mind to respect the private space of a person! Avoid staring or getting too close |
| 16 | Go to a Sports Event Fun for Everyone | Find out which is the most popular sport in the place you are visiting. Buy a ticket, and attend a game. | • Meet people  
• Take a picture with the mascot of the local team  
• Watch the game from different angles |
| 17 | Exploring Borders Twice the Fun | It doesn’t have to be the border between the country you are visiting and another country. It can be the border to another district, another city, or just a river dividing two parts of a city. | • Find a border  
• Look for something interesting, like signs that how the difference between two sides  
• Document your findings |
| 18 | Insider My Favorite Place | Ask people you meet about their favorite place. It can be anything, restaurant, a museum, a silent spot, or a dog park. People tend to tell travelers about places of interest they think the traveler would like, be specific that this is not the point. | • Ask somebody for their favorite place  
• Visit this place and document it |
| 19 | And I Would Walk 500 Miles Lucky You | Let a pair of dice decide how many miles (or km) you are going to walk today. | • Get a pair of dice and roll them  
• Start wherever you are  
• Walk the amount of mi/km you got and take a picture of your destination when you have reached your goal |
| 20 | North As far As Your Feet Will Carry You | Get a compass and walk north. You don’t have a particular goal. Walk as long as you want to or until something is in your way and you can't go any further. Maybe you'll find a nice park on your way, where you can take a break or you'll come across an awesome record store, where you can listen to some music. | • Use the compass to walk north  
• Stop wherever you want  
• Take a short video at your destination of something you find interesting |
| 21  | Railroad Stations Who Doesn't Love Trains? | Visit as many railroad stations as your place has or you want to visit.  
You can use the train to move from one station to another, but this is not required.  
Ask the local rail transport company for deals to get around. | • Visit railroad stations  
• Take a photo of every railroad station's sign  
• Explore the station’s surroundings (optional) |
| 22  | Traveling by Form Follow the Lines | Follow the lines of a geometric shape on your map.  
Don’t try to run over a highway if your lines if crossing one! Find the next bridge or another way to cross it. | • Get a map  
• Pick a geometric form (square, circle, octagon, etc.) and draw it somewhere on your map  
• In your journey, try to follow the lines as precisely as possible |
| 23  | What a Lovely Message Make People Happy | Get some chalk and leave messages on the pavement.  
What do you want to tell the world? Can you make people happy with your messages? Maybe you can chalk the directions to a place that makes you happy. | • Buy chalk  
• Think of some messages or a place you like  
• Write them down on the pavement or give directions to your favorite place |
| 24  | All About Numbers What’s your lucky number? | For today, you are going to have a new favorite number which is going to have a great impact on your day.  
Example: You rolled no. 4. Do everything including this number. Take the bus line no. 4, cross 4 streets, eat 4 HotDogs, visit 4 museums, talk to 4 people, ...  
Keep the number in mind and use it as often as you can, you may be surprised by how often you will come across this number. | • Get a pair of dice and roll them  
• Get your number  
• Look out for this number and try to include it as often as possible in your day  
• Take pictures of every appearance of your number |
| 25  | Newspaper Adventure Explore the Community | Buy a local paper and find out if there is an event you can attend, the more random the better, let chance guide.  
Maybe there is a picture of a museum, a park, or a restaurant in this newspaper issue. Find out where it is and visit it. | • Buy a local paper  
• Look for events, parks, restaurants, museums, etc. you could visit today  
• Document your findings |
| 26 | Ewwww Yay, I Get Why You Don't Like That | Find out someone's least favorite spot in the city and explore it on your own. Please be reasonable and don’t put yourself in dangerous situations. | • Ask somebody for their least favorite place and why  
• Go there and make your own opinion |
| 27 | Movie Time Action, Baby! | Create a short movie or one scene at the place where you are right now, using only your smartphone video function. You can do it alone or with the people you travel with. Or reconstruct a scene from your favorite movie or maybe a movie which was filmed at the place you are right now. Think of this task as a reinvention of a travel video. | • Create a short movie |
| 28 | Try Something New Never Stop Exploring | Try a different way of getting to a place where you go (almost) every day, such as work, school, gym, etc. It’s okay if it takes longer. You may find some really nice places that you would have missed otherwise. | • Find out how you can get to a usual place by choosing a new route  
• Pay attention to what is different and document your experiences |
| 29 | Good-Morning Walk Hello Sunshine! | Just put on some clothes, brush your teeth and go straight out of the house to take a good-morning walk. Stop at the little café you always wanted to drink a coffee at and do it. If you are awake early that’s even better. Cities have another vibe in the early morning when everybody is still asleep and the streets are almost empty. | • Go for a walk  
• Stop wherever you want to spend some time  
• Observe what others do in the morning and watch for signs that tell you the city is waking up |
| 30 | Colors What’s Your Favorite Color? | Pick a color for today. This is going to be your color. Let’s say you picked the color green: Today you are going to take the green bus line, drink a green smoothie, lay on the green grass, eat only green Skittles... | • Pick a color  
• Take pictures of every appearance of your color today |
| 31 | Dear Dice… Let the Dice Decide Your Next Adventure | While on a journey or walk: Role the dice to guide you. Six tasks are awaiting you. | • Dear dice…
1. ... how many intersections should I cross?
2. ... how many minutes should I stand/sit here? + 10 minutes
3. ... how many minutes should I watch the clouds? + 10 minutes
4. ... how many steps should I walk? x 100 steps
5. ... how many memorabilia should I take with me from this place?
6. ... how many pictures am I allowed to take? |
| 32 | Poetic Observer How About a Little Rhyming? | Go to a place you like, a place where you think you could spend some time. What makes this place special for you? Did you notice anything new about it? | • Find a place you enjoy
• Write a short poem in rhyme, about the place or something that you observed while being there |
| 33 | Attention, Attention Look at Me! | Do you want to meet new people? Draw attention to yourself! Go to a fair and buy a helium balloon in the form of a princess on a fair. The balloon your best friend for today. Or buy a rabbit mask and wear it for the whole day. You are a creative person, come up with something that will draw attention to you in the streets. Pay also attention to how people react towards you. | • Spent your whole day wearing an unusual item
• Count the stares of people
• Talk to 3 people and take a picture of yourself with each one |
| 34 | But First, Let Me Take a Selfie Yeah, You Red That Right | Go with the times and trends, don't fight it. You know you want it: A selfie in front of this awesome ice cream place you just found. Why not take more? Your mom would be so happy to see some pictures of you. | • While on a trip or journey take at least 10 selfies in front of buildings, attractions, people or stuff you find on your way
• Send the pictures to your loved ones |
<table>
<thead>
<tr>
<th>Page</th>
<th>Activity</th>
<th>Instructions</th>
<th>Additional Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>35</td>
<td>Scrapbooking Memories</td>
<td>Keep your eyes open and don’t throw away everything you get or find during one of your journeys. Collect all the items you receive for a whole day. You will probably receive a couple receipts. But what else do you get on this day? Maybe a beautiful leaf, or the sugar pack from this nice café.</td>
<td>• Collect many different items during a whole day&lt;br&gt;• Take pictures of every item&lt;br&gt;• If you want to, keep them and glue them onto an album</td>
</tr>
<tr>
<td>36</td>
<td>Pattern Hunt&lt;br&gt;The Keen Observer</td>
<td>There are patterns everywhere. On the floor, on a wall, the bark of a tree, the hair of the person in front of you, the ocean, etc. Find interesting patterns and compare them with each other.</td>
<td>• Find 10 patterns&lt;br&gt;• Take pictures of each pattern and label them with the place and date&lt;br&gt;• Compare them</td>
</tr>
<tr>
<td>37</td>
<td>Points&lt;br&gt;Traveling by Points</td>
<td>Draw random points on your map, connect them and start your journey by walking these lines.</td>
<td>• Get a map&lt;br&gt;• Draw random points on it&lt;br&gt;• Walk the way you created with your points and lines</td>
</tr>
<tr>
<td>38</td>
<td>Only One Thing&lt;br&gt;Is Interesting Today</td>
<td>Choose an object or a type of a type of business from the environment you’re in. It can be a fireplug, a palm tree, a gas station, whatever you like and try to find as many of them as possible.</td>
<td>• Choose one object or type of business&lt;br&gt;• Take a picture every time you find this object&lt;br&gt;• Make a photo collage</td>
</tr>
<tr>
<td>39</td>
<td>Food Experience&lt;br&gt;Yummy!</td>
<td>Find out what’s the local dish of the city you are visiting.</td>
<td>• Research the local food of your area&lt;br&gt;• Get the recipe and cook it or find a place where you can buy it&lt;br&gt;• Take a picture of it&lt;br&gt;• Enjoy</td>
</tr>
<tr>
<td>40</td>
<td>Spooky Explore a City’s Haunted Places</td>
<td>Every city has its spooky places and everyone loves to experience them. Some have a dungeon, others offer ghost tours. Find out what your city has to offer.</td>
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</tr>
</tbody>
</table>
|    |                                      | • Find a way to get in contact with the supernatural  
|    |                                      | • Photograph or record in any possible way ghosts or paranormal activities  
|    |                                      | • Listen to the stories  
| 41 | Font-Walk For the Type-Lover          | Find different typefaces.  
|    |                                      | What did you find out? Are there any fonts you like in particular at the place you are right now? Or did you find one which you really hate? Did you see anybody using Coming Sans? |
|    |                                      | • Take a short video of 10 different typefaces  
| 42 | Traveling at Night Under a Blanket of Stars | Day and at night scenes look totally different. Take somebody with you on a journey at night to your favorite part of the city.  
|    |                                      | What differences can you spot? Which similarities? Do you like it more by day or by night?  
|    |                                      | Be careful. Avoid places that have a dangerous reputation and don’t go to a place you have never been before. |
|    |                                      | • Ask somebody to join you  
|    |                                      | • Pick a favorite location and visit it at night  
|    |                                      | • Document the scenery around you  
| 43 | This Color Suits You Or Maybe not     | Pick a color, pick it wisely. This is the only color you are going to wear today.  
|    |                                      | Find things which have the same color as your clothes and take a portrait of yourself surrounded by them. Find out how colorful your city might be. Or not. |
|    |                                      | • Dress yourself in only one chosen color  
|    |                                      | • Take pictures of you in front of things that have the same color you are wearing  

| 44 | Train Window  
What a View | Buy a train ticket. It doesn’t matter how long your train ride is going to be, it can be 10 minutes or 18 hours. Enjoy the view out of the window. | • Buy a train ticket  
• Get a window seat  
• Enjoy the view and take pictures  
• Take a picture of something you find special or funny in the train  
• Record a location using audio  
• Create a short movie without any concept |
|---|---|---|---|
| 45 | Tribute to David Hockney  
A Mosaic | You need a person to travel with. Your goal is to produce a picture made out of multiple pictures of the person standing in different places. Draw inspiration from artist David Hockney. | • Take pictures of your travel-partner in front of random places or landmarks  
• For an easier later combination, try to retain the same distance and angle while photographing  
• For this task you need to print your pictures  
• Cut them out and combine them |
| 46 | Secret Service Mission  
Kind of… | Document your whole trip without looking at your camera-screen or through the view finder.  
Play with your phone or your camera. You can take pictures above your head, behind your back, in front of your belly.  
Did you capture something that you didn't notice while walking around? Something funny? Or are the pictures mostly blurry? | • Take at least 10 pictures without aiming at anything specific  
• Reconstruct your day using the pictures and write down a diary entry |
| 47 | We Are Live Twitter Story | Find a nice spot where you want to spend some time and start observing.  
What could spark a conversation? What is interesting enough to tweet about? Maybe a couple fighting? Or a squirrel eating nuts? | • Find a place which is full of activity  
• Observe your surroundings  
• Start live-tweeting about a situation you find interesting  
• If you don’t have twitter, just write some short sentences; no more than 140 characters per sentence and send them to a friend |
| 48 | Haiku Japanese Poetic Form | You probably had to write this at some point in school. After one of your journeys or maybe just a simple work day, take some time to think about what happened and try to sum up everything in one little Haiku. | • Write a Haiku  
• It consists of 17 syllables, in three lines: Line 1 is 5 syllables Line 2 is 7 syllables Line 3 is 5 syllables |
| 49 | That’s Music to My Ears Let Music Be Your Guide | Every city is beautiful in a special way and somebody has seen it before you did and expressed her/his feelings in a song.  
Do some research and find a song about the city you are in. | • Find a song  
• Try to find all the places mentioned in the song and visit them |
| 50 | Sights Picnic Time | Go to the most famous sight in the city you are in and observe it.  
Spend more time there as you usually would do. Bring something to eat and drink and have a little picnic. | • Walk around  
• Take pictures from all kinds of angles  
• Find some information about it  
• Spend time there, have a picnic |
<table>
<thead>
<tr>
<th>51</th>
<th>Scavenger Hunt Let the Hunt Begin</th>
<th>Here are 5 tasks to accomplish in no more than 5 hours.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Find and document following:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. Something with your name on it</td>
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<td></td>
<td>2. A scantily dressed person.</td>
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<tr>
<td></td>
<td>3. An insect and watch it for 10 minutes.</td>
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<tr>
<td></td>
<td>4. A statue: touch it.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. Something that scares you.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>52</th>
<th>A-Z Travel Tribute LATOUREX</th>
<th>Travel like the inventor of Latourex.org (LAboratoire de TOURisme EXpérimental), Joël Henry and his famous A–Z travel.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Choose a city</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Find the first road</td>
<td></td>
</tr>
<tr>
<td></td>
<td>beginning with A and the</td>
<td></td>
</tr>
<tr>
<td></td>
<td>last beginning with Z</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Connect both of them by</td>
<td></td>
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<tr>
<td></td>
<td>drawing a line</td>
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</tr>
<tr>
<td></td>
<td>• Walk the length of this</td>
<td></td>
</tr>
<tr>
<td></td>
<td>line and discover the city</td>
<td></td>
</tr>
</tbody>
</table>