

The making of:



WANDER  
WHEEL



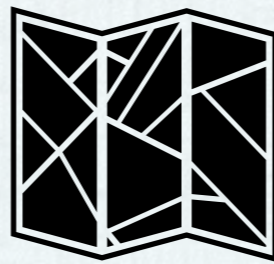
# Once upon a long time ago, I had an idea.

In September 2010, I sent an email looking for computer science students to partner with for an honors project.



AR Glasses!

+



Maps!

= AWESOME!!!

# It was basically Google Glass



(Needless to say, I was a little in over my head)

# I must have said something compelling, because I found a partner

We managed to narrow the scope down.



Foursquare!

+



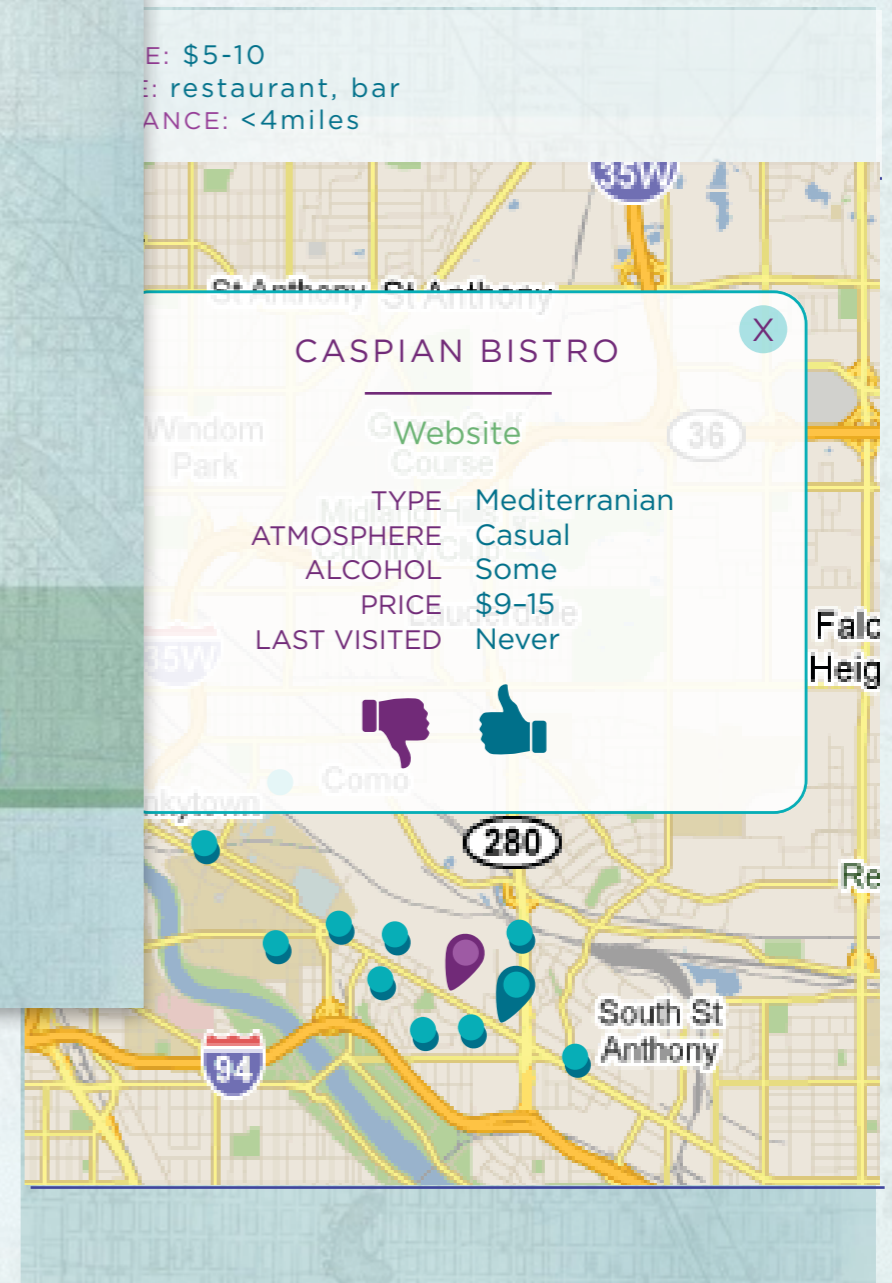
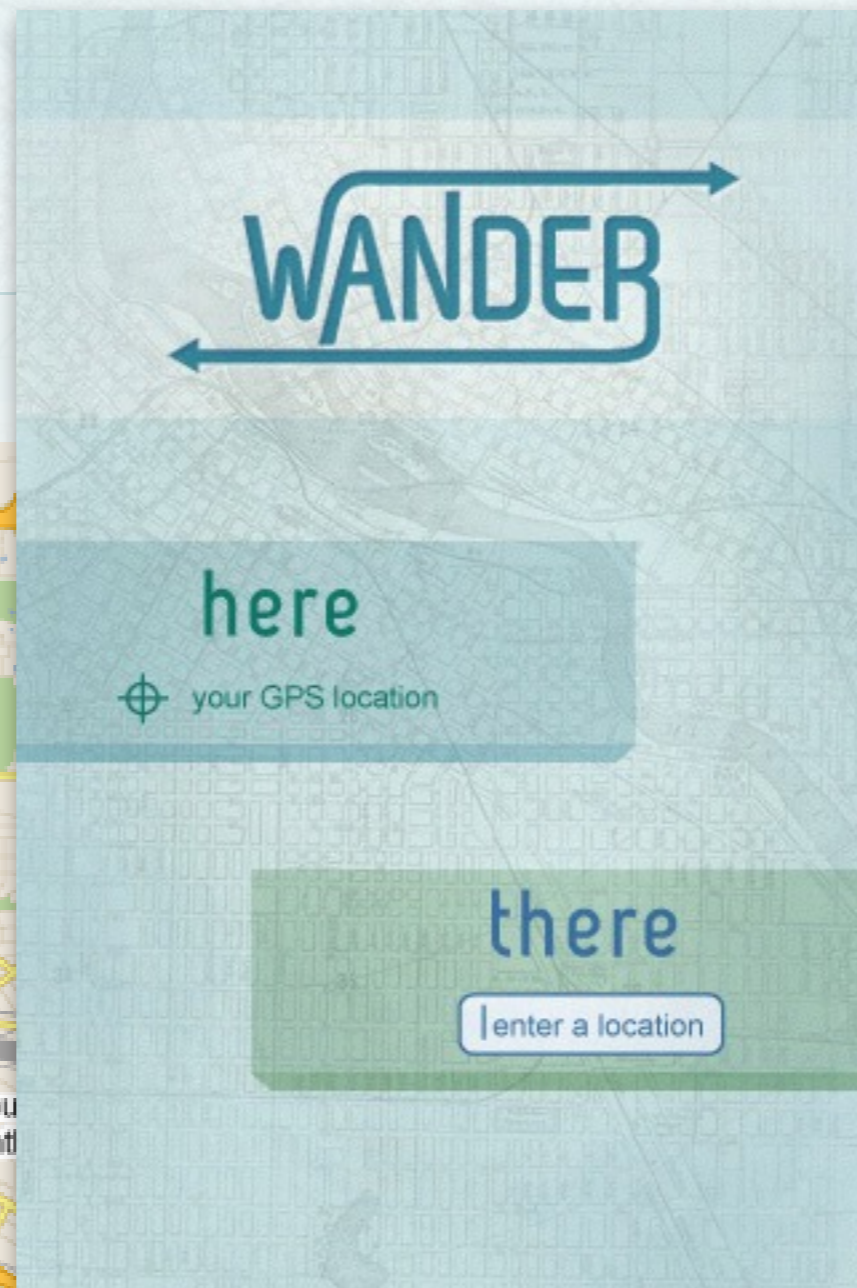
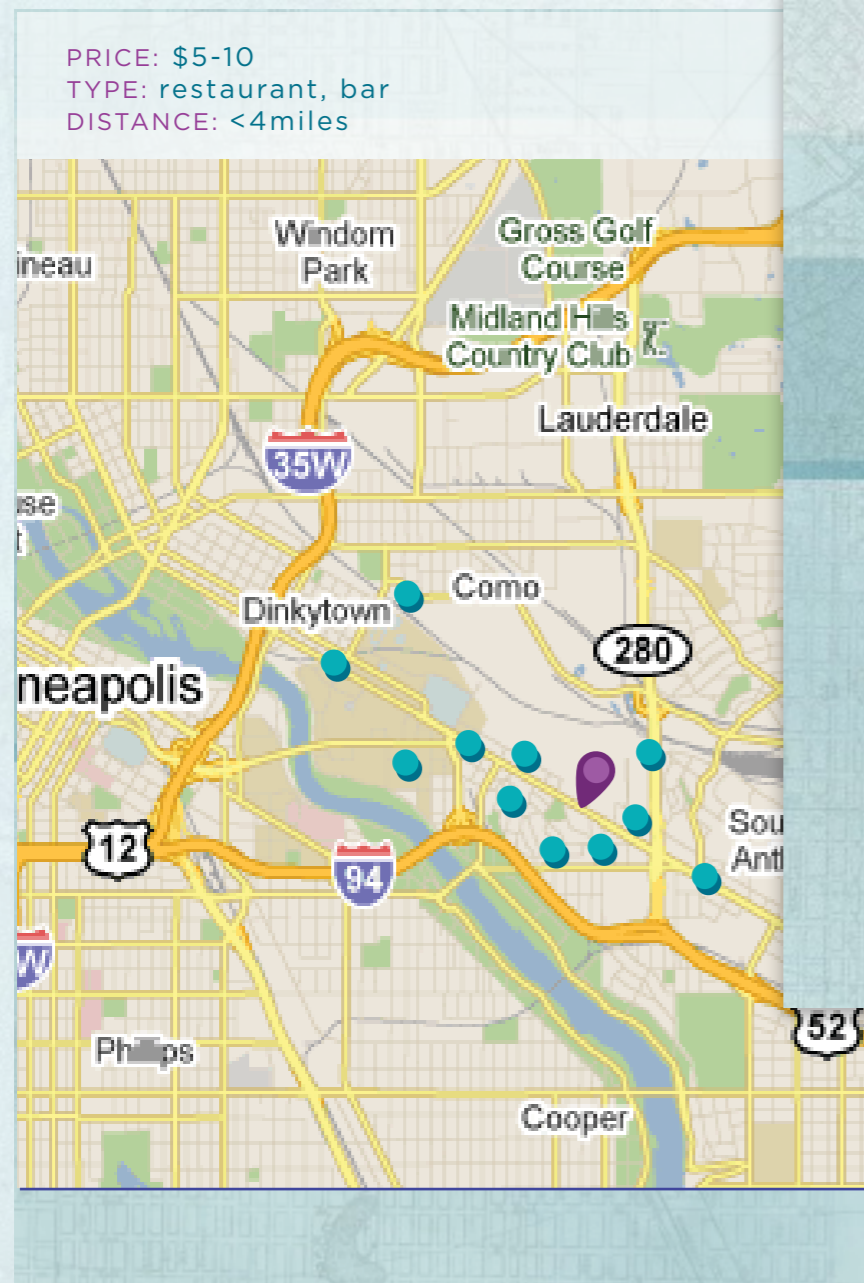
Randomness!

=

**AWESOME!!!**

We were the first cross-discipline students to collaborate on an honors thesis.

# We called it Wander and it looked like this



# It was basically Foursquare's explore feature

## Which would come out the following summer.

The screenshot displays the Foursquare website interface. At the top left is the Foursquare logo. A search bar contains the text "I'm looking for..." and a location pin icon next to "Mountain View, CA". Below the search bar, there are "Suggestions for Best Nearby" with categories like Food, Nightlife, Coffee, Shops, Arts, and Outdoors. A "Show me:" section includes filters for Specials, Haven't Been, Friends, Price, Open Now, and Saved. A section titled "Discover places that your friends love" features a Facebook logo, the text "Cory Etzkorn, Harold Roberts and 110 other friends use Foursquare.", a row of profile pictures, and buttons for "Sign up with Facebook" and "Sign up with email". Below this is a card for "Shoreline Amphitheatre" with a 9.1 rating, address "1 Amphitheatre Pkwy (at N Shoreline Blvd.)", and a photo of a snowy mountain scene. The card includes user reviews such as "... Stage for Vans Warped Tour 2011!!" and "It gets cold in the evening bring a blanket and a...". At the bottom of the card are "Save" and "Like" buttons. On the right side of the interface is a map of Mountain View, CA, showing streets like Middlefield Rd, Almaden Blvd, and El Camino Real, with several numbered location pins (1, 3, 4, 7, 18, 19, 25, 27, 30) indicating points of interest.

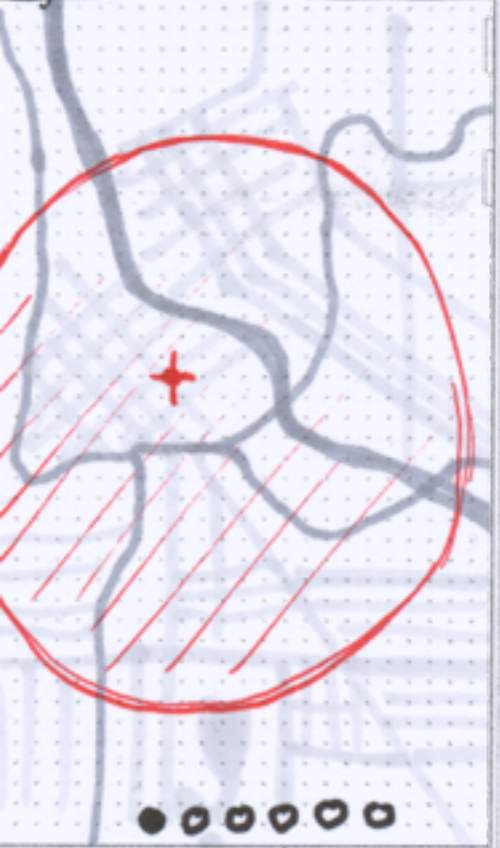
# Wander Revamp #1

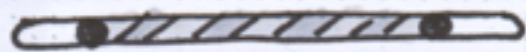
So began Wander's first overhaul that would create the features that to this day, distinguish Wander from the competition.

**Itinerary** + **Objectives**

# I made wireframes

to Adjust your wanders



I have from  
  
 9AM to 4PM  
 to wander

## Budget

I can spend

to

Dollars today





## Dining

I need

- Breakfast
- lunch
- Dinner
- Coffee/snacks
- Drinks/bar

## Interests

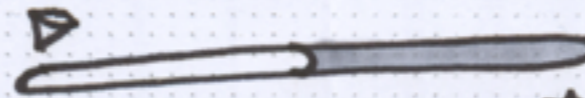
I am interested in

- Art 
- Science 
- Nature 
- History 

## Popularity

I want to

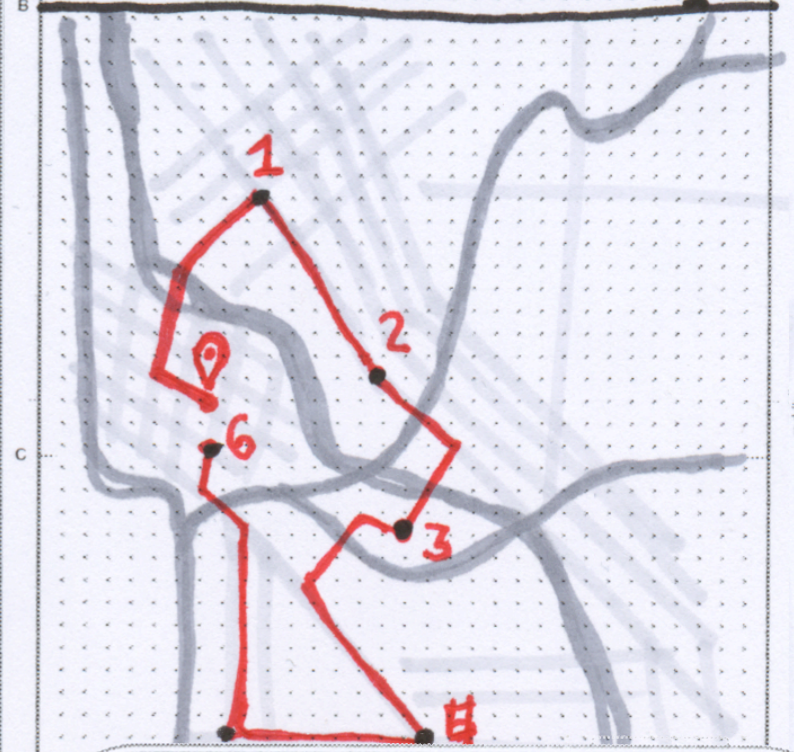
DISCOVER HIDDEN GEMS



SEE Local highlights

\*Tip: Locals may lean toward the undiscovered while travelers want the best of the best

## Your Adventure





## Your Adventure

9AM <input checked="" type="checkbox"/>	Take a Nice ride bike to Dinkytown
10AM <input checked="" type="checkbox"/>	Stand in line at Al's breakfast
11AM <input type="checkbox"/>	Order the omelette of the day and upload a photo
12PM <input type="checkbox"/>	Bike to Wilde Road Cafe
1pm	order the 4th



# User inputs this


## Location

-  Drop a pin
-  GPS

## Duration



## Budget

 Dollars to spend

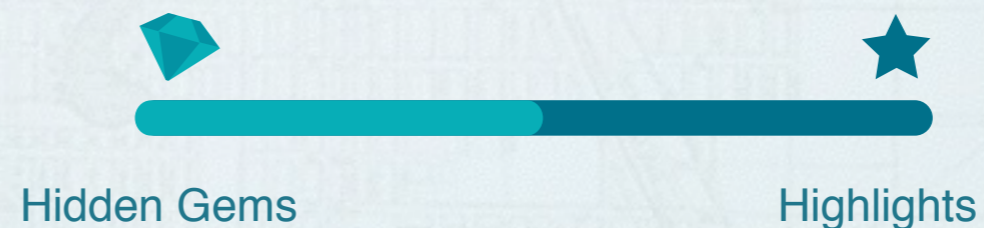
## Interests

- Art
- History
- Nature
- Science



## Dining

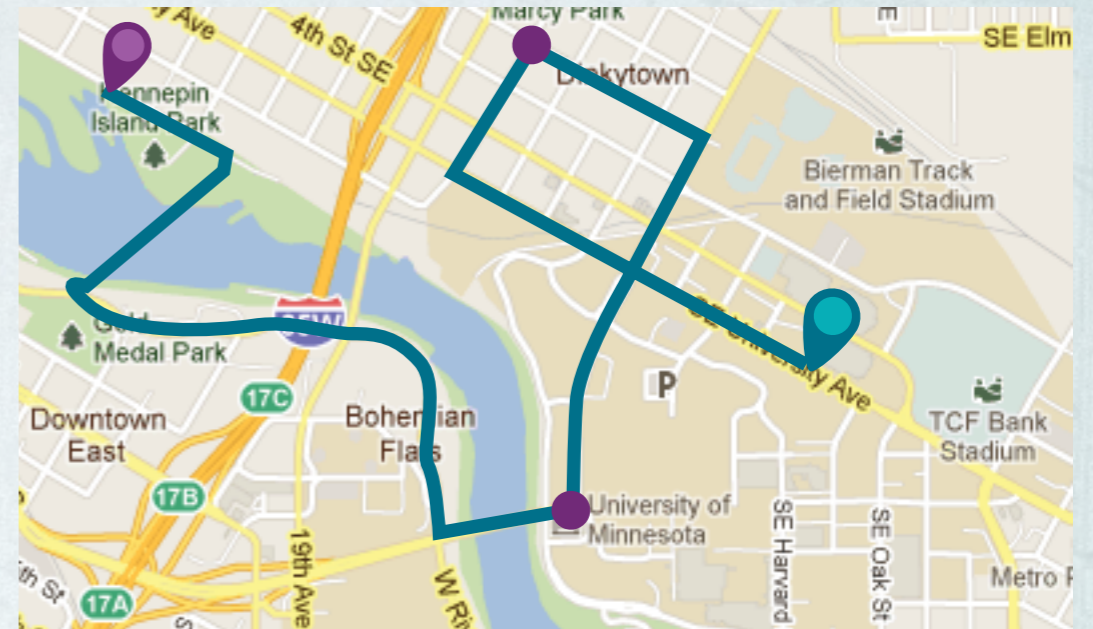
- Breakfast
- Lunch
- Dinner

## Popularity



# Wander outputs this

- 9AM  Take a nice ride bike to dinkytown
- 9:30AM  Stand in line at Al's breakfast
- 9:50AM  Order the Omelet of the Day  
Upload a photo 
- 11AM  Bike to the Weisman Art Museum
- 12PM  Ask a security guard his/her  
name   
and favorite word
- 1PM  Bike to Wilde Roast Cafe via  
the Stone Arch Bridge
- 2PM  Have dinner and order the  
third dessert on the menu  
Upload a photo 



SHARE

# Great! You have a week to find a developer.

The judges liked my idea but they were fairly certain that I would never find a partner in time.

I did what I could:

3 Reddit posts

2 tweets

1 facebook status

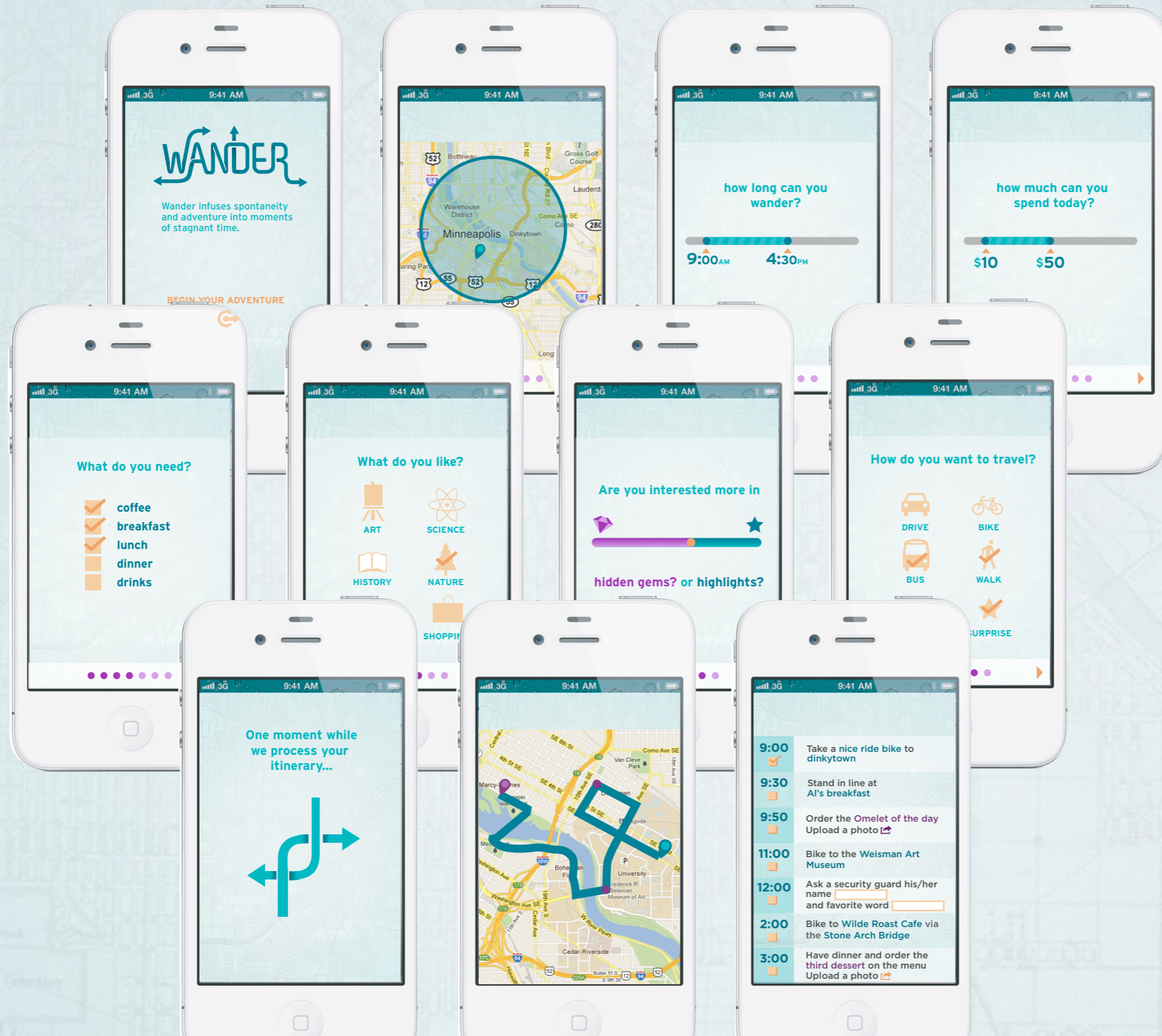
Countless emails to:

Professors, Advisors, Friends, Counselors, Boards, etc...

# Enter: Nate Martin



# Here's what we did in 5 months



# They sent us to WWDC

Nate couldn't make it.



But I met a lot of people.

And a lot of people met Wander.



# So I Simplified.

I turned this:

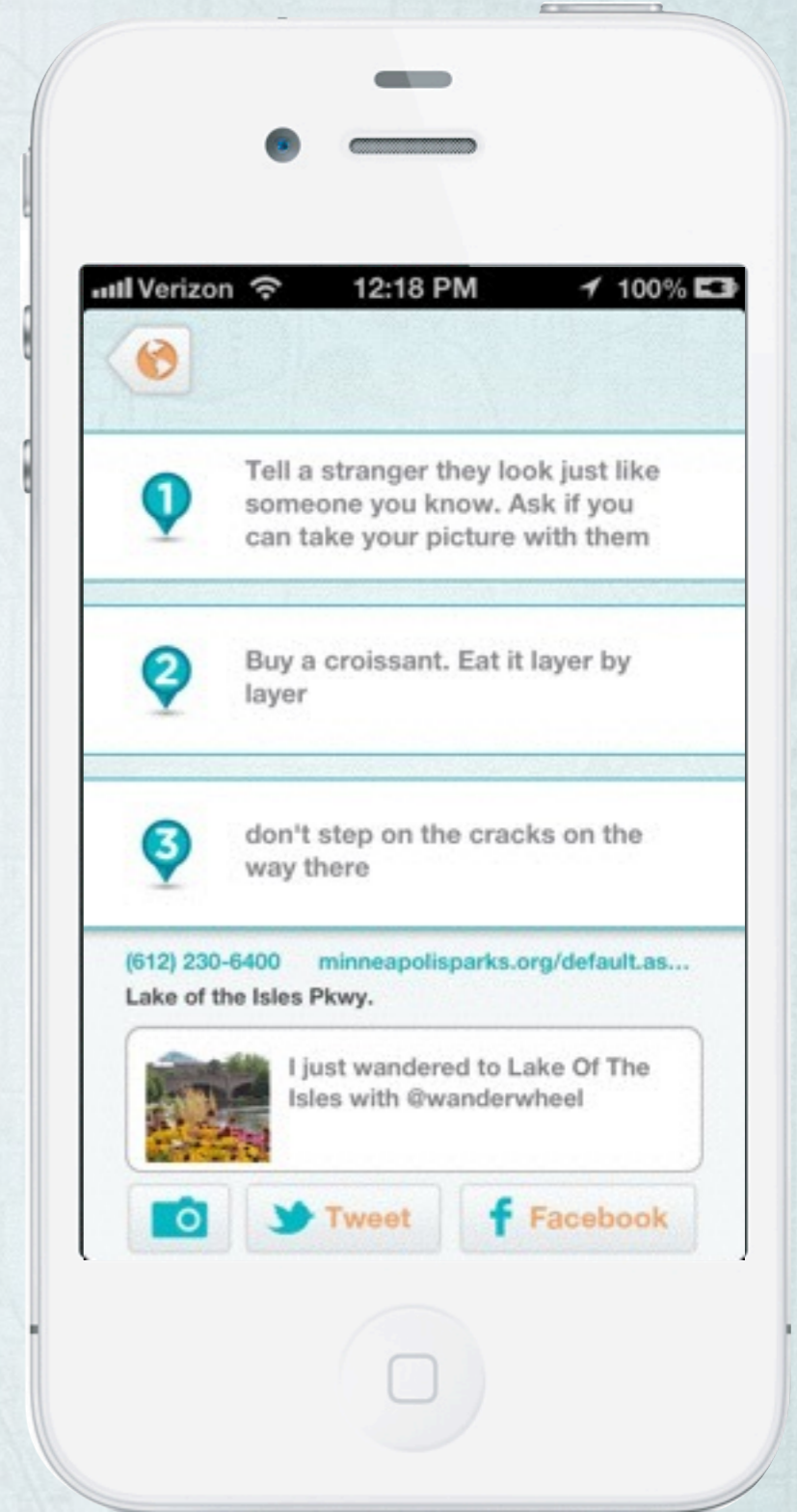
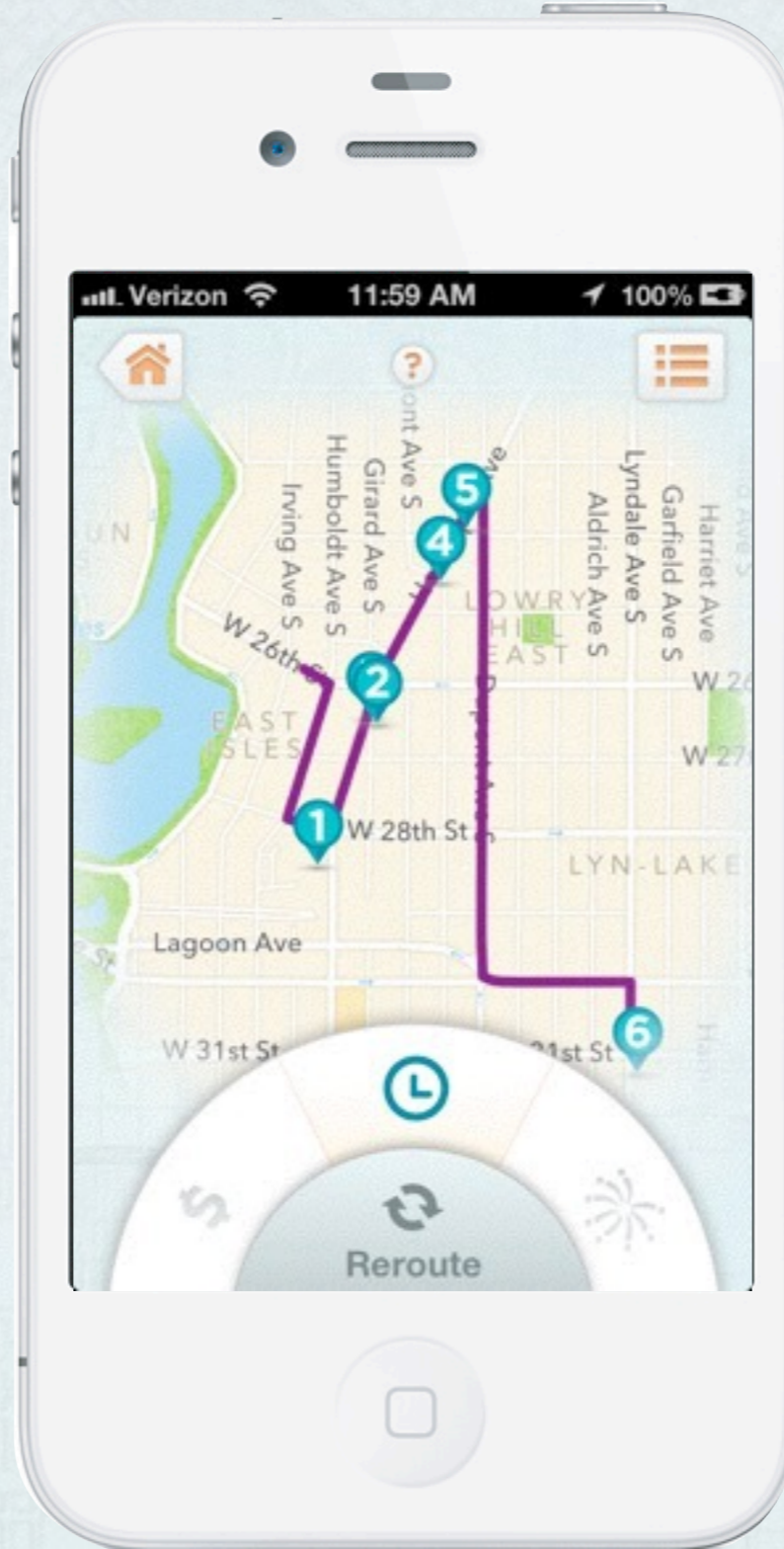
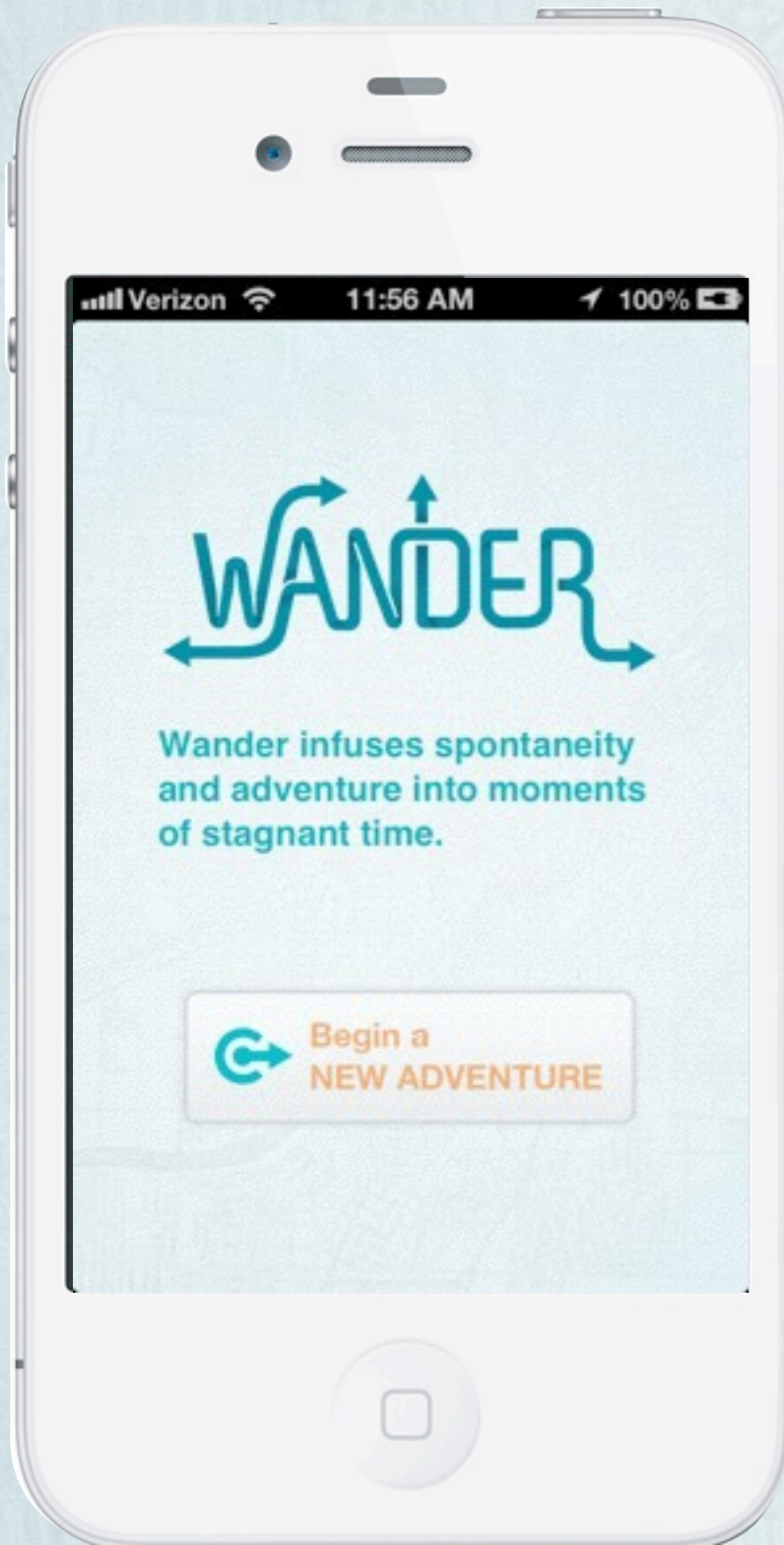




# Wander Revamp #2

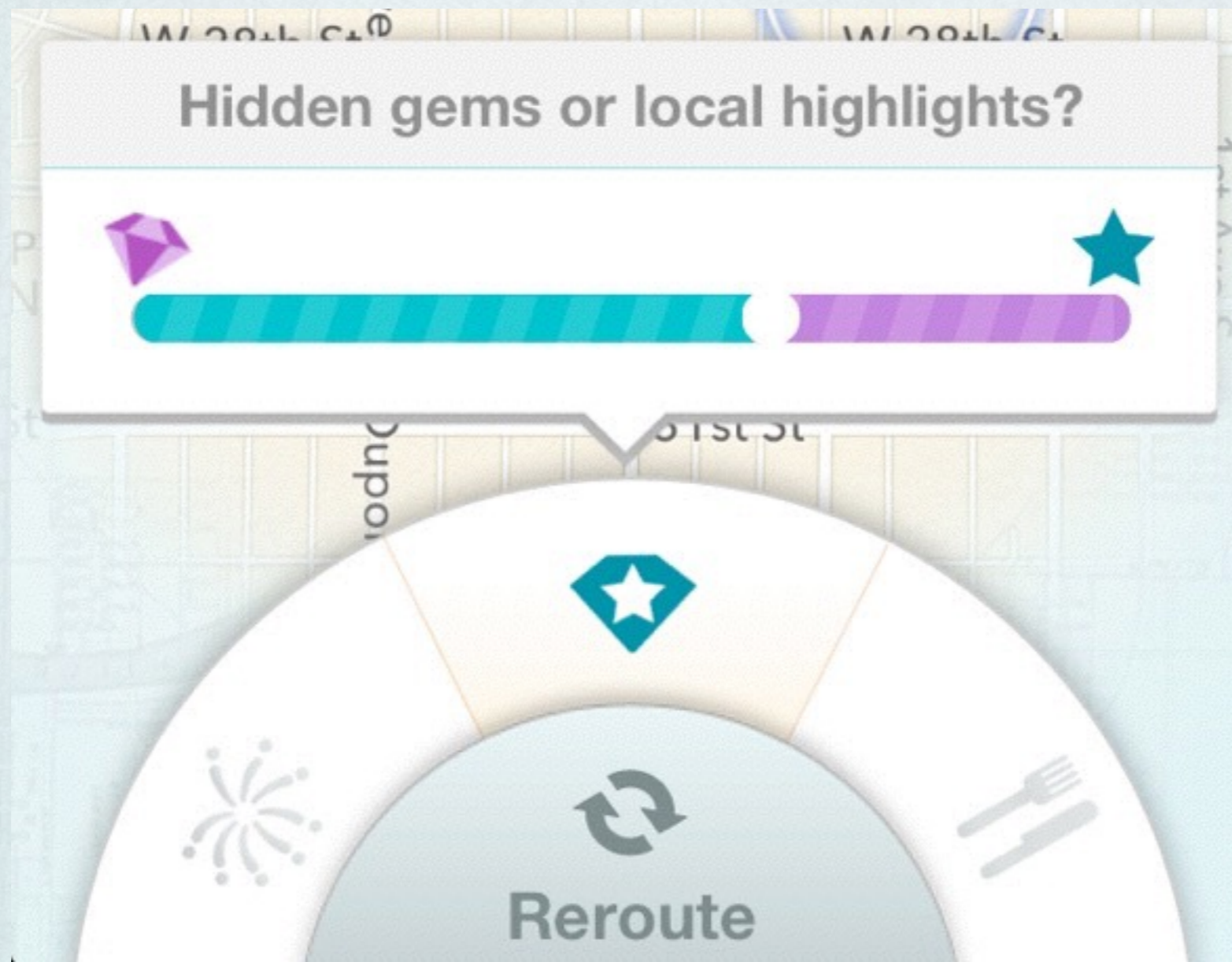
Into this:

(11-3=8 fewer screens!)



# Wander Wheel

By moving six pages worth of questions into a preferences wheel, we were able to give the user a route the first moment that they opened the app.



# Wander Revamp #3



The Cloud

## Enter: Mark and Bobby

Nate asked his friends Mark Zingler and Bobby Homan if they would help with the server side.



# We worked for a year

Over the course of a year, the four of us worked nights and weekends to bring Wander to every city and to make the wheel a reality.

In that time, we encountered many challenges:

- Forming an LLC
- Finding server space
- Getting a DUNS number
- Opening a bank account
- Working within Foursquare's limits
- New competition
- School, work, life
- Bugs
- Project Management
- No Budget
- New iOS

# In the end, Wander prevailed.

## Wander Wheel

By Wander LLC

Open iTunes to buy and download apps.



[View In iTunes](#)

\$0.99

Category: [Travel](#)

Released: May 22, 2013

Version: 1.0

Size: 6.5 MB

Language: English

Seller: Wander LLC

© 2013 Wander LLC

[Rated 12+](#) for the following:

Infrequent/Mild Alcohol, Tobacco, or Drug Use or References

**Requirements:** Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch (3rd generation), iPod touch (4th generation), iPod touch (5th generation) and iPad. Requires iOS 6.0 or later. This app is optimized for iPhone 5.

### Customer Ratings

Current Version:

★★★★★ 5 Ratings

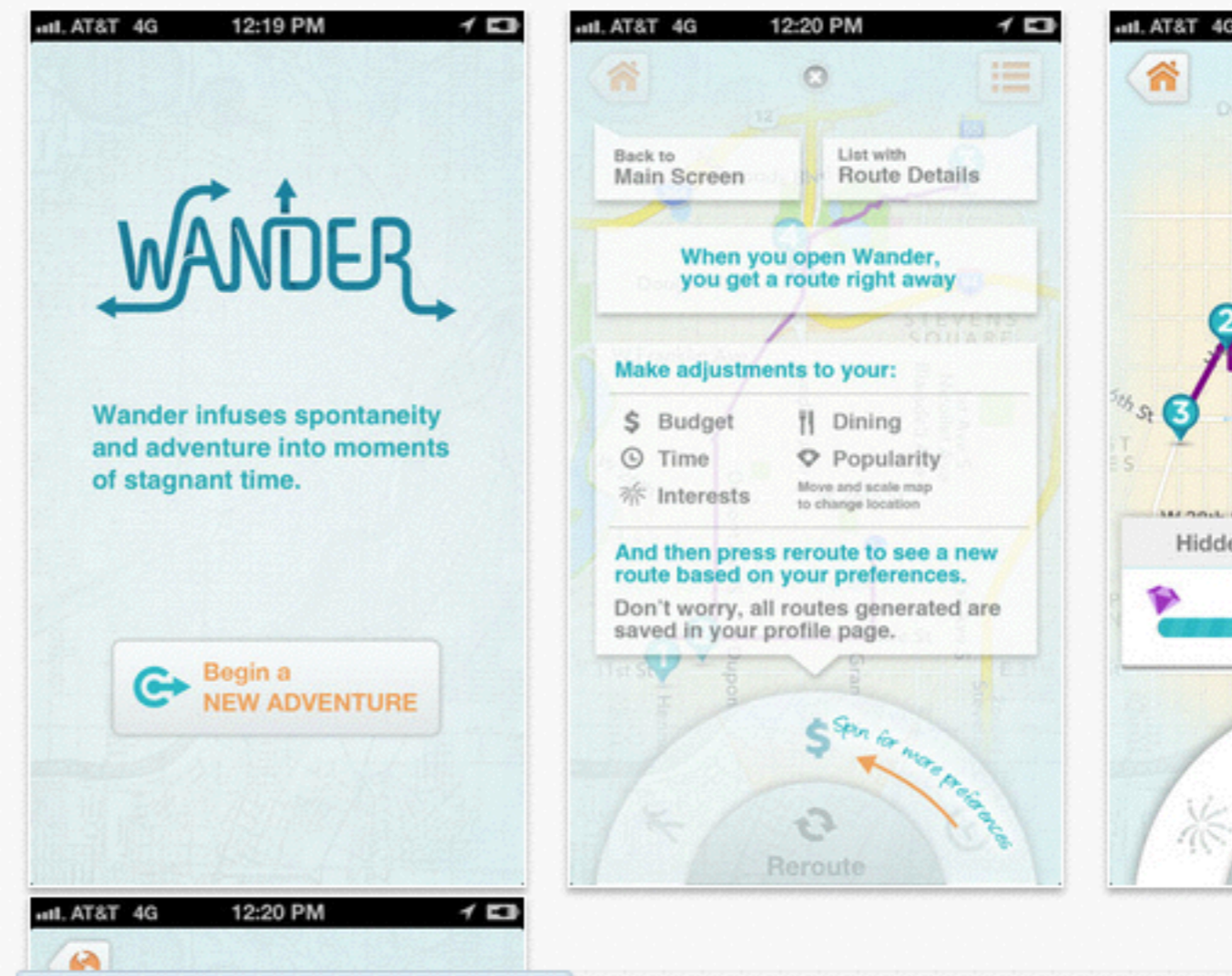
[View More By This Developer](#)

### Description

Wander lets you find hidden gems with a goal-based adventure tailored to you

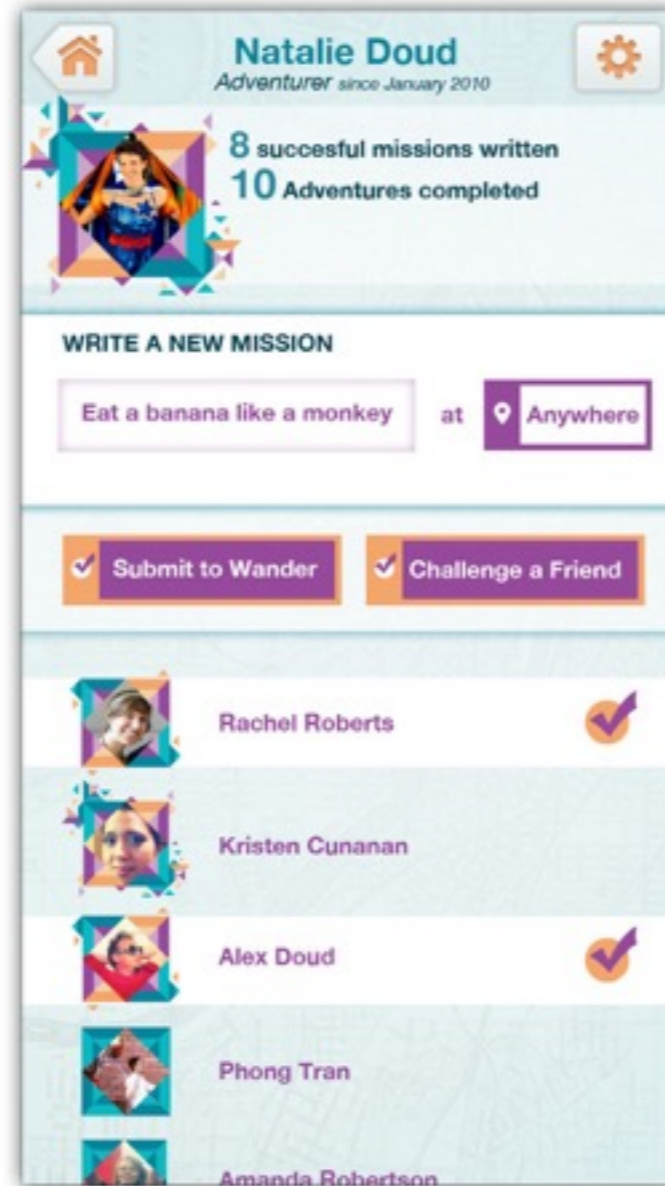
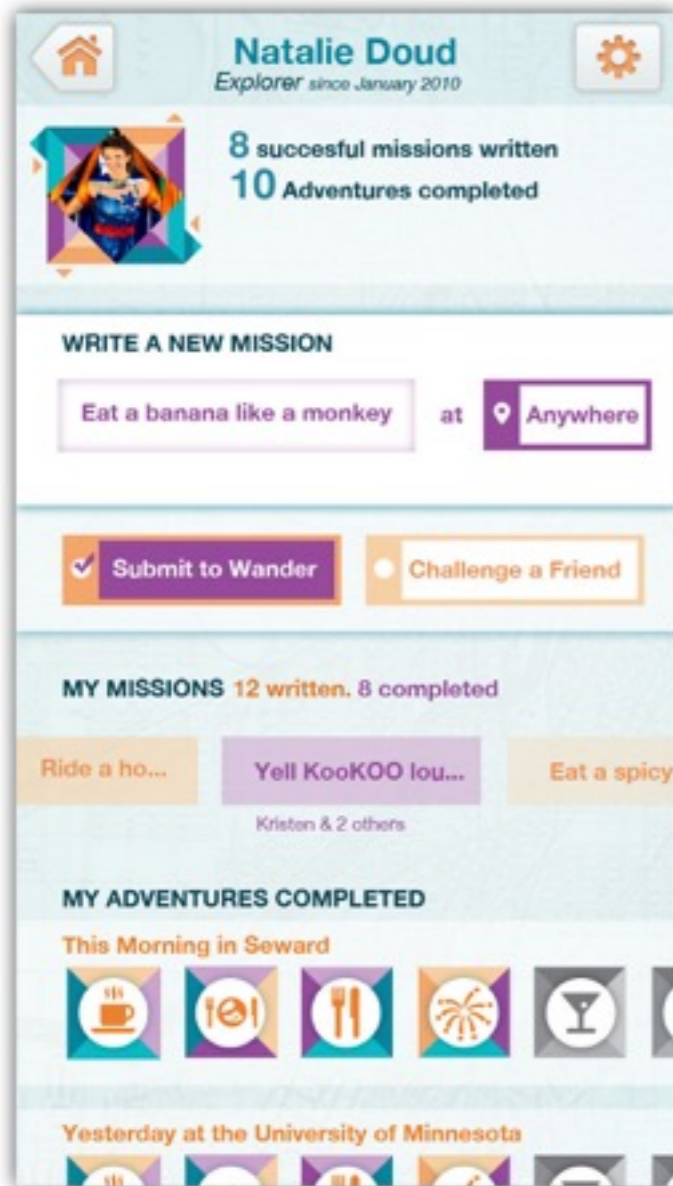
[Wander LLC Web Site](#) ▶ [Wander Wheel Support](#) ▶

### iPhone Screenshots



# I invented new features

Gain Street Cred by completing missions or writing missions that others complete



As an Adventurer, you will be able to send missions to specific friends

## For Wanderers

### Profile Levels

Become an Adventurer by gaining enough street cred or begin there by backing at that level.

#### Seeker

Get a profile page by July 2014



As a Seeker, you'll:

- See your past routes
- Connect to Facebook & Twitter
- Rate and tests routes

#### Explorer

Get a profile page by June 2014



As an Explorer, you'll:

- Write missions for others to try
- Add your favorite locations
- See your past routes
- Connect to Facebook & Twitter
- Rate and tests routes

#### Adventurer

Get a profile page by May 2014



As an Adventurer, you'll:

- Get connected with Wanderers with mutual friends nearby
- Write missions for your facebook friends to try
- Add your favorite locations
- See your past routes
- Connect to Facebook & Twitter
- Rate and tests routes

I worked with an illustrator videographer, and animator to promote the app





and all 3 developers went on to work at Amazon

