

CASE STUDY

# Breaking physical “filter bubbles” with Destiny

Surprise destinations based on your mood

Destiny aims to restore a little spontaneity and surprise to your outings, in a world of petty reviews and recommendation algorithms. It can also help you break out of your filter bubble and social circles, helping you explore parts of your city you might otherwise never see.

CLIENT	Renault (hackathon)
ROLES	product designer, information architect
TIMEFRAME	8 mos. total, part-time
TRAITS	iOS, mobility, social

THE CHALLENGE

“How might French automaker Renault provide innovative driver experiences within their infotainment systems?”

PHOTO BY BROCK WEGNER ON UNSPLASH

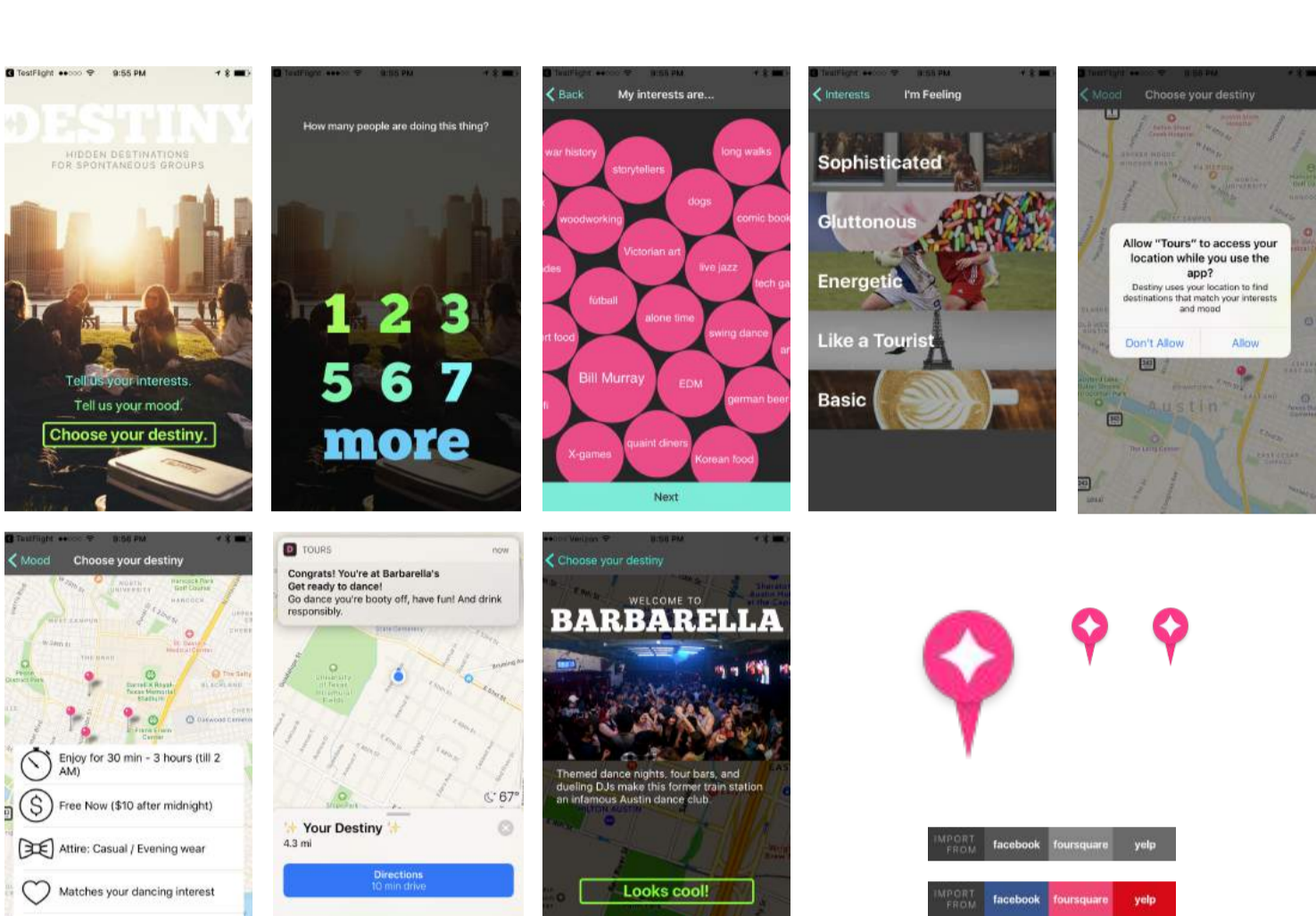
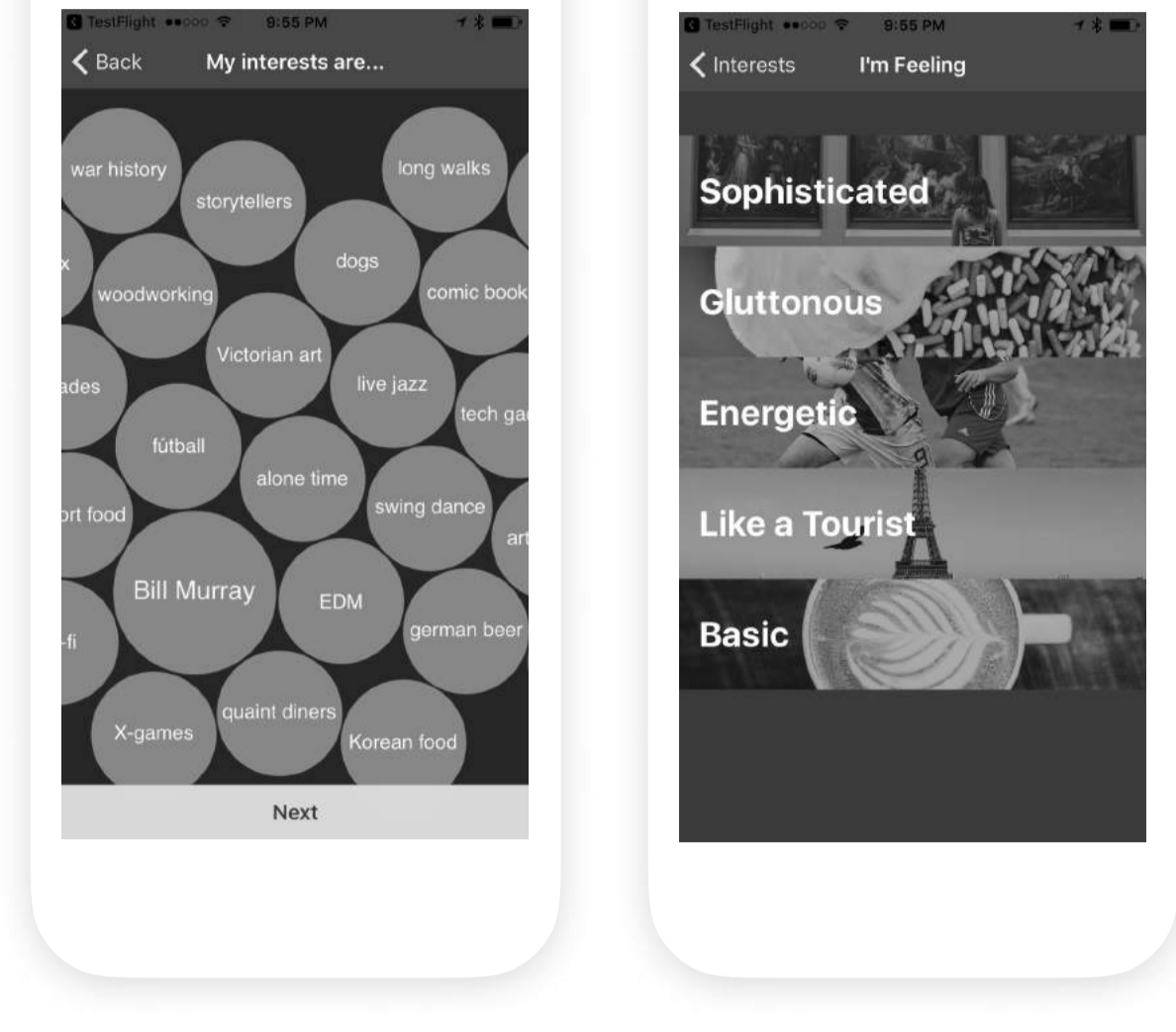
IDEATION

## An initial “personalized tour guide” concept

Prompted by the *Startup: Drive* mobility hackathon design brief, our original concept was a [personalized audio tour guide](#) for driving in an unfamiliar city.

Our inspiration: Any given location is rich with things to explore. But typical tourist fare aims for the most wide appeal, leaving “deep cuts” and local haunts off the menu for new residents and visitors.

INTEREST AND MOOD SELECTION SCREENS FOR ORIGINAL CONCEPT



CORE USER FLOW EXPLORATIONS

ITERATION

## The detour toward simplicity

Once we took sample users through the experience, we realized it was [terribly overwhelming](#):

Driving a vehicle, in an unfamiliar setting, likely with navigation voice prompts and passengers already competing... and we want to add a voice? No way.

So we swung in the opposite direction...

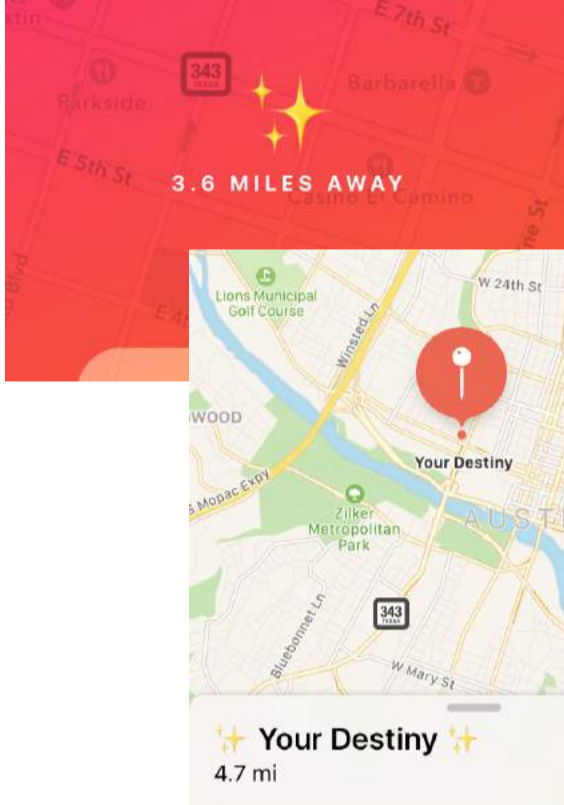
**What if going out involved zero planning and zero decision-making?**

ITERATION

## Ditching “filter bubbles” and planning fatigue

Modern smartphone users often do tons of research to decide all the details of experiences ahead of time.

By simply obfuscating the destination (until arrival, with geofencing), we [created much more of the anticipation](#) and much less of the decision paralysis involved in selecting places to eat, explore, dance, or otherwise go out.

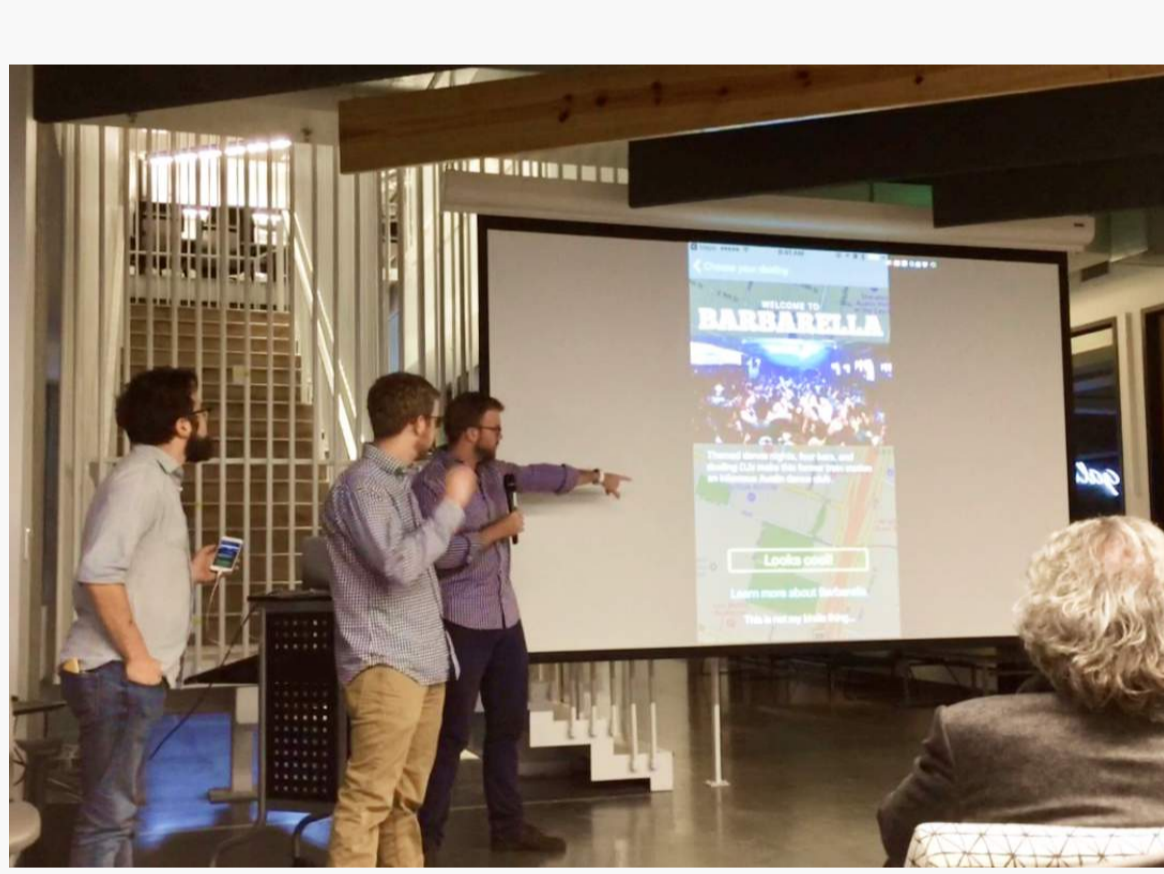


ITERATION

## 48 hours to prototype & pitch

To meet our short-term deadline, we removed as many decision points as possible that would still allow for a good experience.

No personalization, no cuisine filters, no preview of the destination. Just some coordinates for the Maps app, and a celebratory “reveal” notification (complete with trumpet sound) awaiting your arrival.

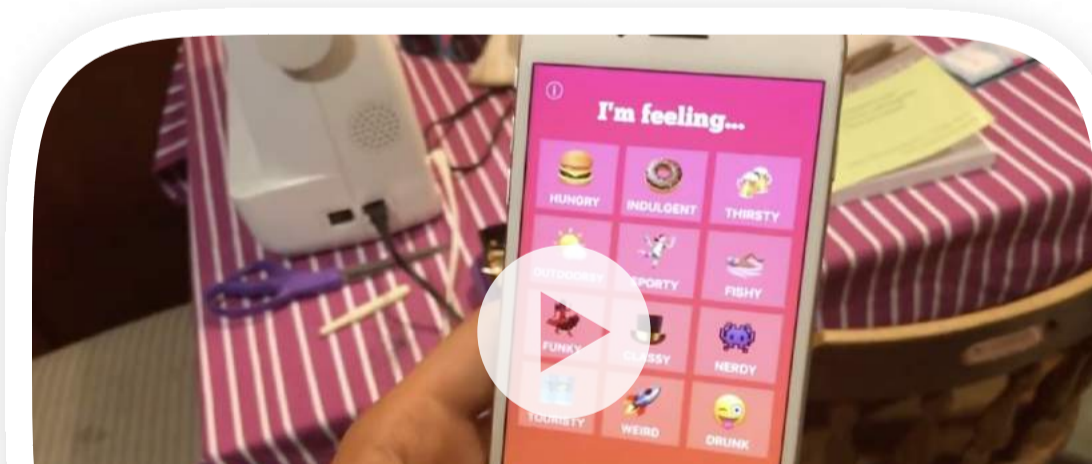


LAUNCH

## Refinement, branding, launch

A tiny designer-developer duo, we made time on the side to [categorize necessary place data, design, develop, and test](#). We fine-tuned things like transportation mode distance, open hours, and the geofence range.

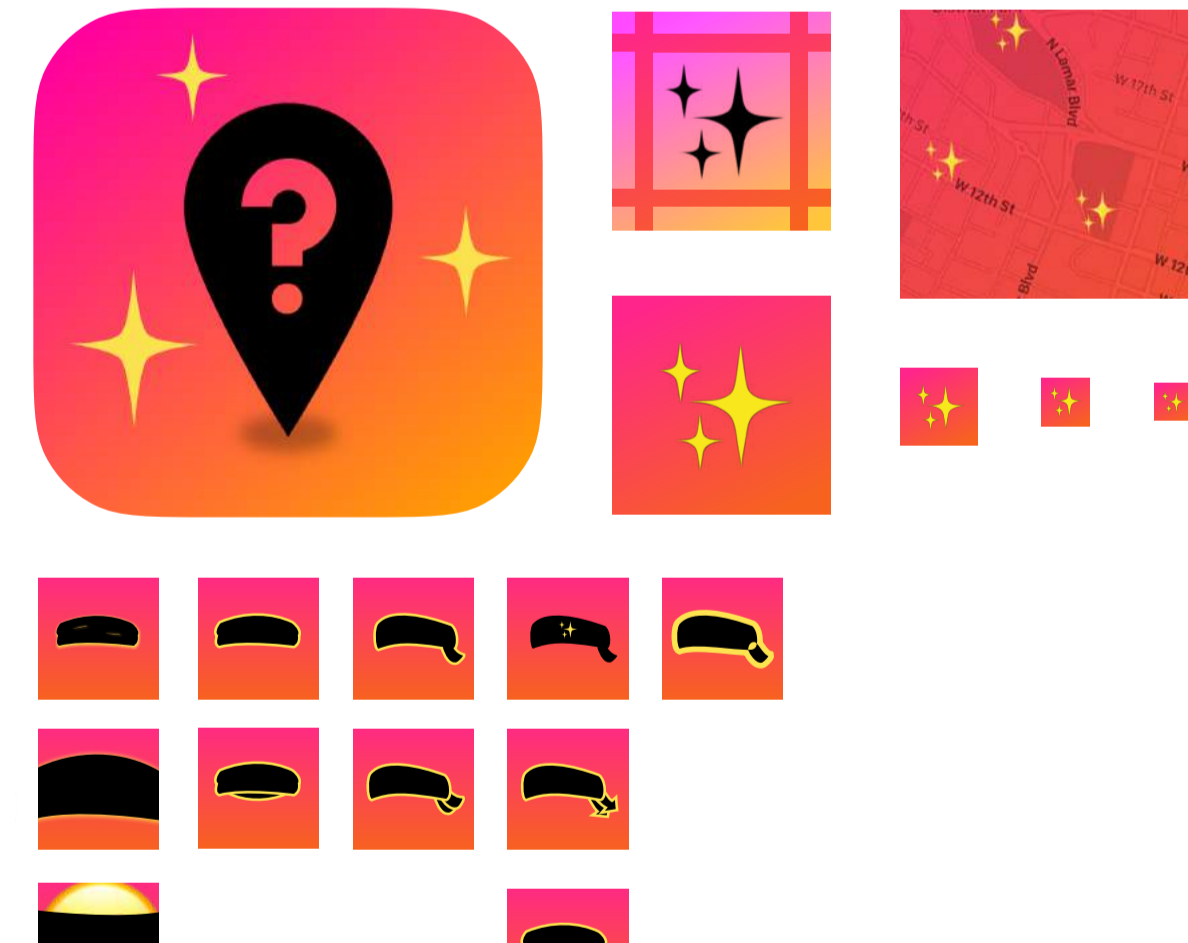
Funny enough, our first official test run actually took us to where a friend of ours was already eating. Truly, a life-changing destiny. (Captured in the video, Laura is still the app’s #1 fan, years later.)



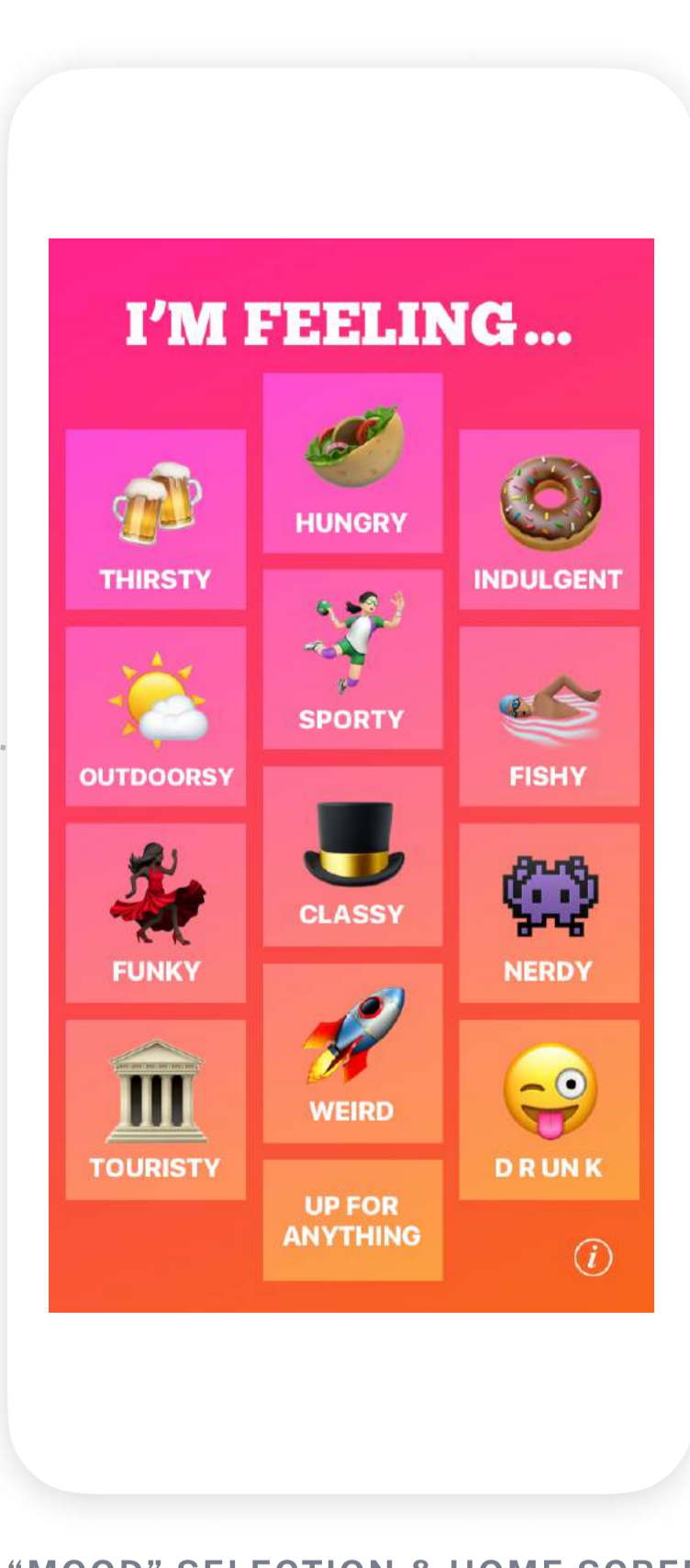
INAUGURAL TEST RUN VIDEO

Destiny - Surprise Destinations Based On Your Mood

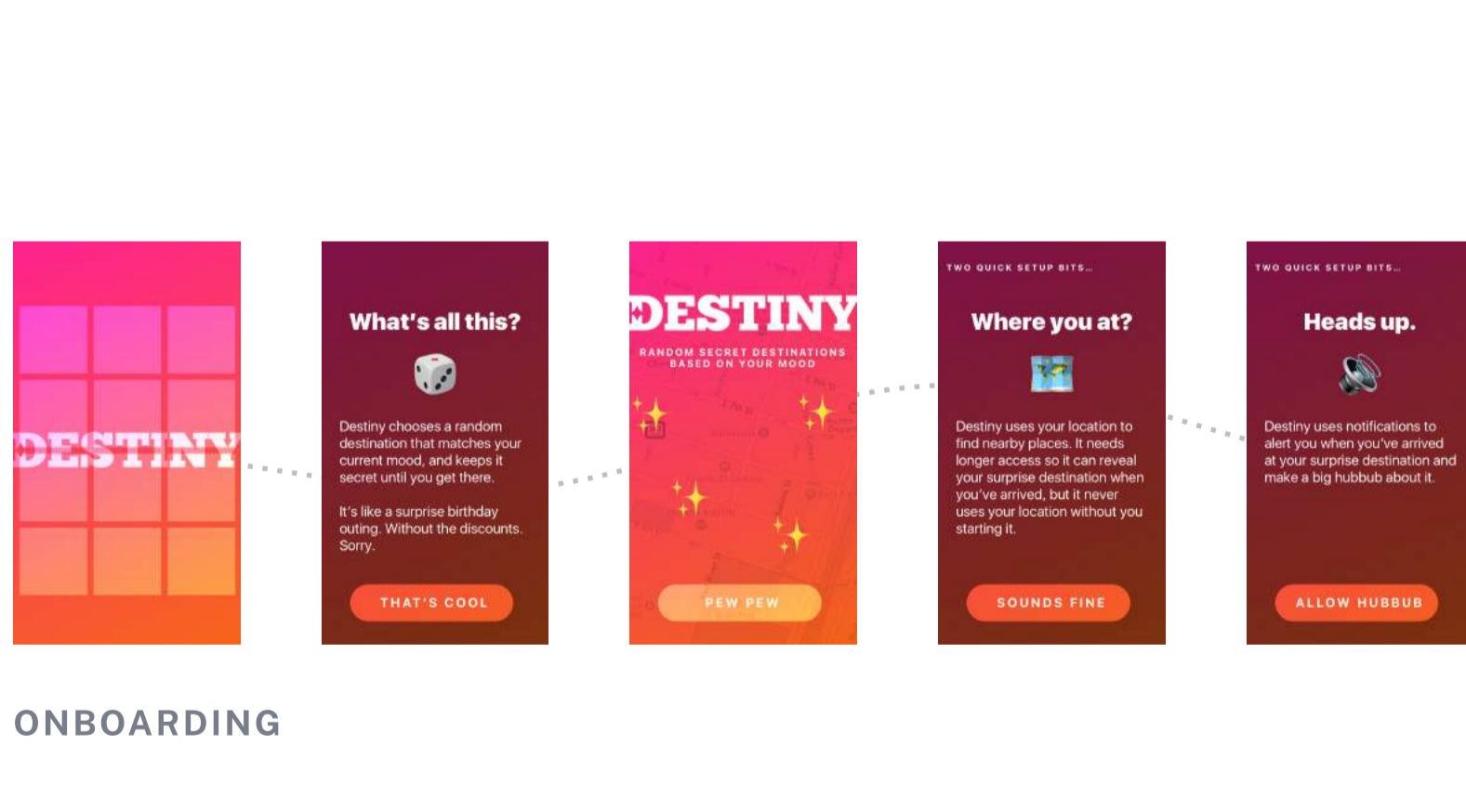
[Play video on YouTube](#)



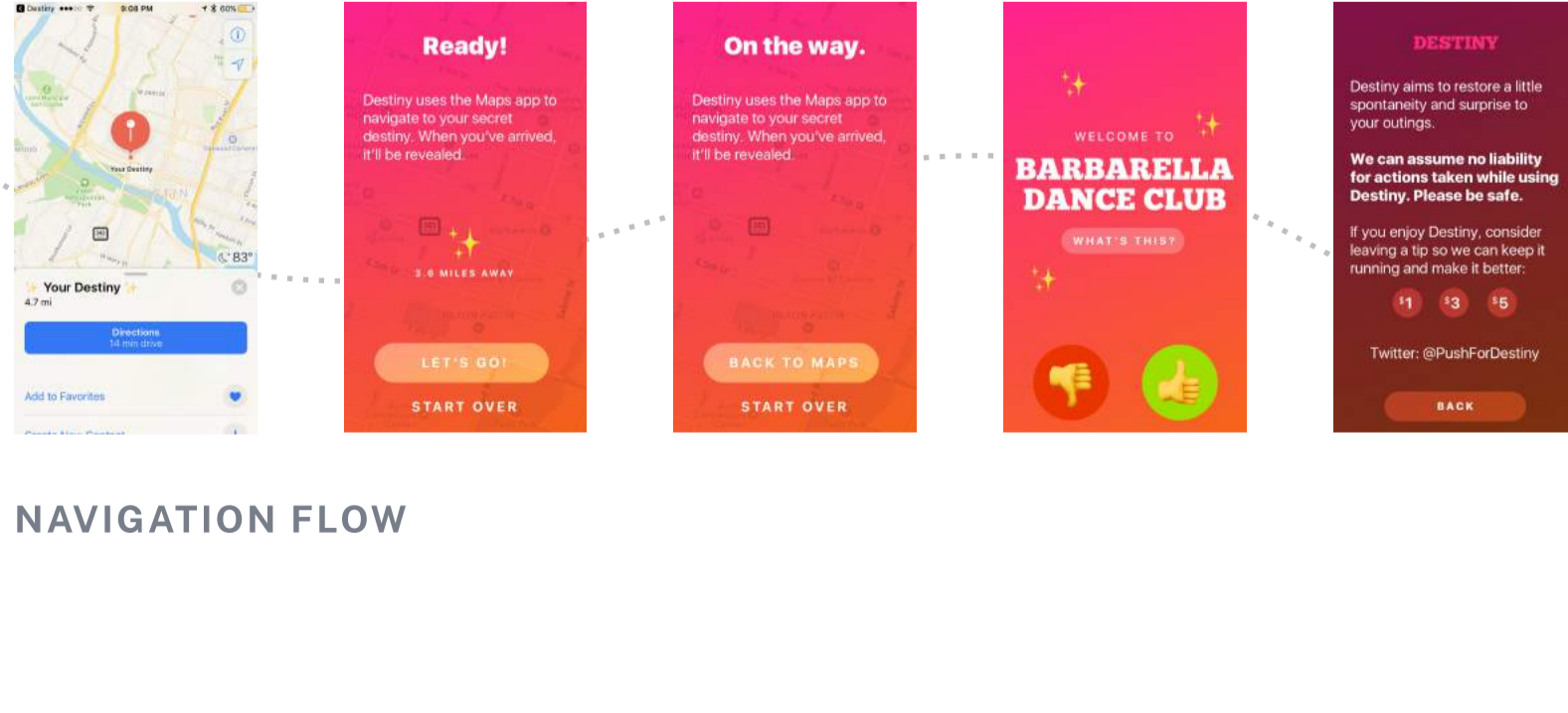
LOGO + ICON + PATTERN ITERATIONS



“MOOD” SELECTION & HOME SCREEN



ONBOARDING



NAVIGATION FLOW

OUTCOMES

## Destiny’s destiny

We quickly experienced firsthand that the random nature of Destiny took us to parts of town and around groups of people we’d never think to see on our own, breaking our habit loops and social filter bubbles.

To highlight the surprise nature of the app (and avoid the launch of the Destiny 2 video game) we’ve since [changed the app name to Blindfold](#).

Blindfold is available in the iOS App Store. (Five stars, as of this post!) It resulted in our invitation to the [SXSW 2018 Place by Design](#) public space competition, and impresses our indecisive friends at dinnertime.

[Download the app](#) for yourself, and enjoy!



To learn more about this project, other design work, or random bicycle trivia,

[// holler at me](#)