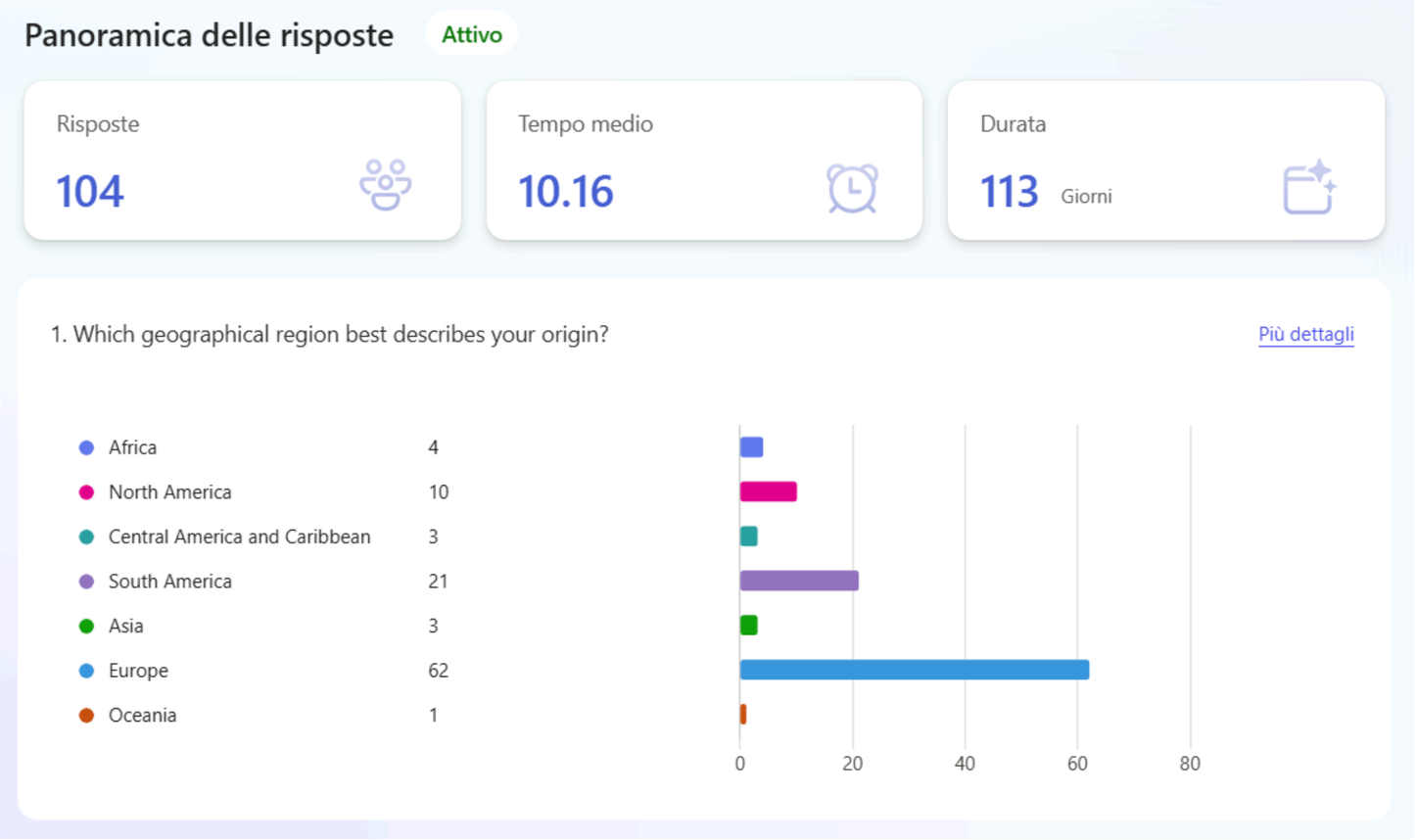
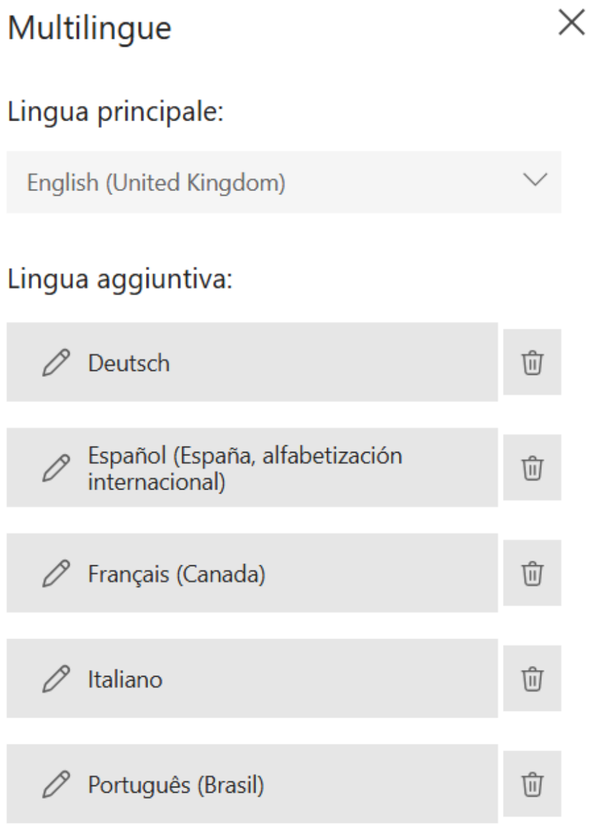


ROAMLY

Mattia Sica

USER RESEARCH





USER RESEARCH

2. What is your gender?

Più dettagli

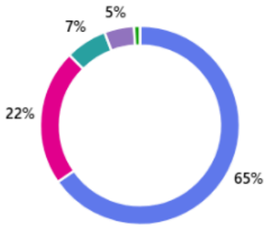
Man	44
Woman	56
Prefer not to say	2
Altro	2



3. What is your age range?

Più dettagli

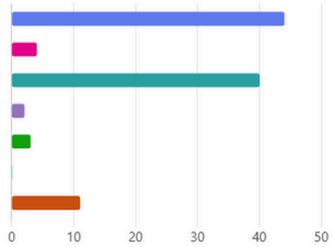
18-24	68
25-34	23
35-44	7
45-54	5
55+	1



4. Do you identify with any of the following categories?

Più dettagli

International student	44
Backpacker	4
Traveler	40
Digital nomad	2
Expat	3
Business traveler	0
Altro	11

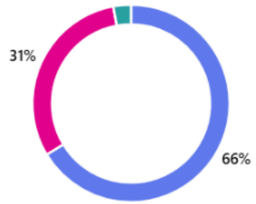


USER RESEARCH

8. Have you ever traveled alone?

Più dettagli

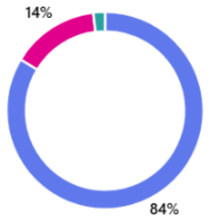
Yes	69
No	32
Maybe	3



9. Have you ever traveled with someone to a place where you knew nobody?

Più dettagli

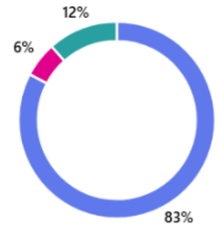
Yes	87
No	15
Maybe	2



10. Have you ever wanted to find people with whom to share an experience during a trip?

Più dettagli

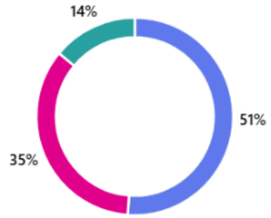
Yes	86
No	6
Maybe	12



11. Did you manage to find someone to share the experience with?

Più dettagli

Yes	44
No	30
Maybe	12

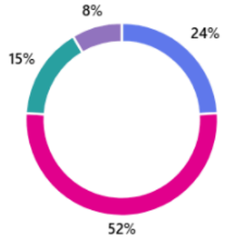


USER RESEARCH

12. How did you find them?

Più dettagli

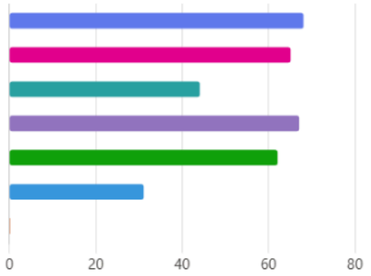
Social media	17
In-person meeting	37
Local associations / groups	11
Altro	6



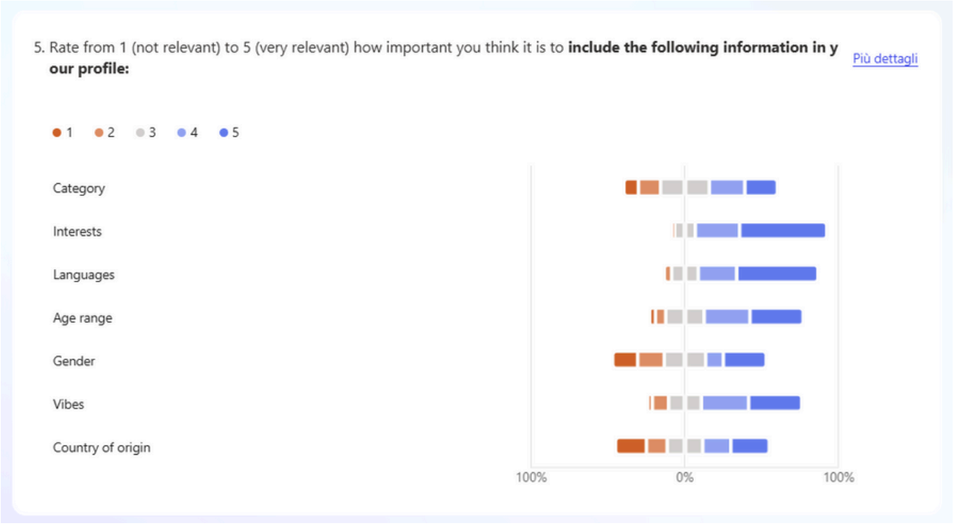
13. Which types of activities would you be interested in?

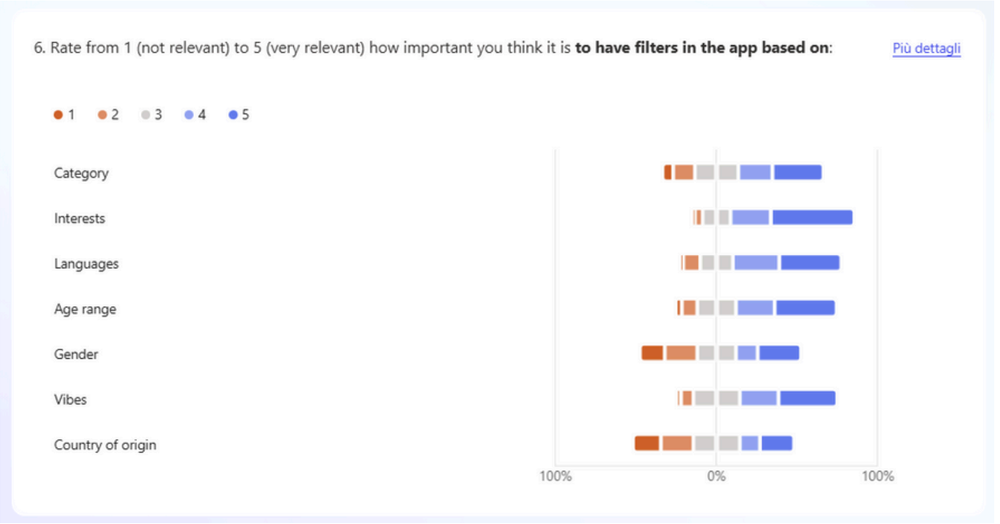
Più dettagli

Food and Restaurants	68
Nightlife	65
Sport	44
Cultural Events	67
Nature	62
Professional Networking	31
Altro	0



USER RESEARCH

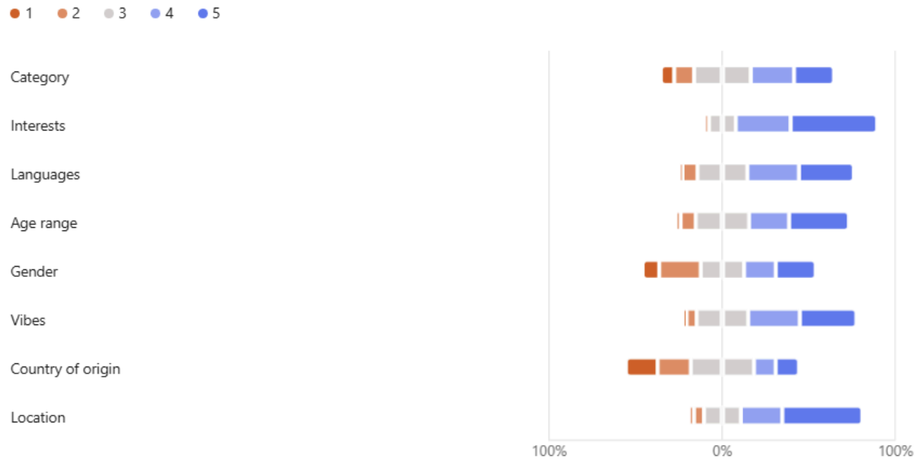




USER RESEARCH

7. Rate from 1 (not relevant) to 5 (very relevant) how important you **consider the following criteria to search for other people:**

Più dettagli



14. How relevant would a feature allowing you to propose activities be for you?

Più dettagli



15. Which details should a proposed activity include?

Più dettagli



USER RESEARCH

16. How relevant would a map showing the approximate locations of **nearby activities** be for you?



17. How relevant would a feature that allows you to **filter nearby activites** on the map be for you?



18. How relevant would a map showing the approximate locations of **nearby users** be for you? Più dettagli



19. How relevant would a feature that allows you to **filter nearby users** on the map be for you? Più dettagli



USER RESEARCH

20. How important is it for you to send direct messages to other individual users?



21. How relevant would a feature allowing you to add friends be for you?



22. How important is it for you to have a group chat feature to manage activities?

Più dettagli



23. What types of notifications would you like to receive?

Più dettagli

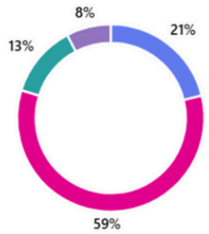


USER RESEARCH

24. What would make you feel safer using the app?

Più dettagli

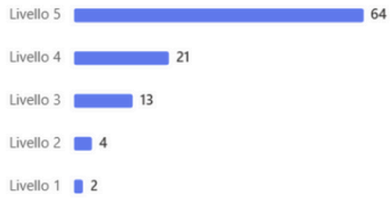
Ability to report users	22
Profile verification through social media or ID	61
Reviews from other users	13
Altro	8



25. How important is it for you to be able to report someone?

Più dettagli

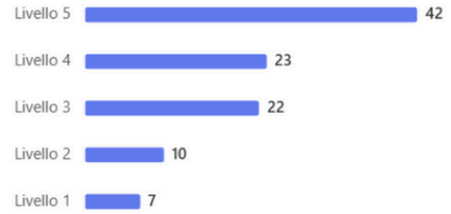
4.36
Valutazione media



26. How important is a review system for evaluating people you've interacted with?

Più dettagli

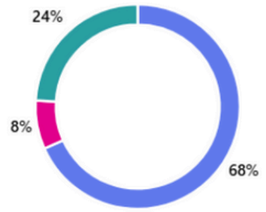
3.80
Valutazione media



27. Would you feel comfortable if someone could leave a review about how an activity you participated in went?

Più dettagli

Yes	71
No	8
Maybe	25

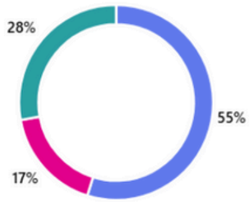


USER RESEARCH

28. Would you feel comfortable if someone could leave a review about their experience interacting with you during an activity?

Più dettagli

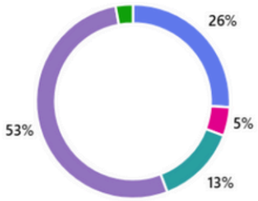
Yes	57
No	18
Maybe	29



29. If reviews were to be included, how should they be structured?

Più dettagli

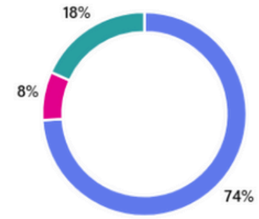
Text	27
Like / Dislike	5
Like / Dislike / No opinion	14
Mixed system	55
Altro	3



30. Do you think you might be interested in the services offered by an app like this?

Più dettagli

Yes	77
No	8
Maybe	19



31. If you would like to be contacted to access the beta version of the app, please leave your email address (optional). The app is still in development, and the beta will be ready in a few months.

Più dettagli

48
Risposte

Risposte più recenti
"Mr.benny1988@gmail.com"
...

32. Thank you for completing the questionnaire!
Do you have any suggestions?

12
Risposte

Risposte più recenti
"Good luck!"
...

PERSONAS



🎒 Amara Petrova

"Archetype"

- Age: 21
- Occupation: Master's student in Environmental Sciences
- Origin: Bulgaria
- Current Location: Amsterdam, Netherlands
- Languages: Bulgarian, English, learning Dutch
- Favorite Apps: Duolingo, WhatsApp, Instagram, Pinterest, Google Maps

"Moving abroad is exciting, but it's also overwhelming. I wish making new friends was as easy as it was back home."

Bio

Amara moved from Bulgaria to Amsterdam for her master's, excited by the adventure. But building friendships hasn't been easy. She spends time studying in cafés and visiting museums alone, wishing for people to share it with. Most student events focus on partying, which isn't her vibe, and online groups feel hard to turn into real connections. She hopes to meet other international students who also want to explore the city through shared interests, not just nightlife.

Challenges

- Most social events are party-focused, making it hard to find casual, interest-based meetups
- Traditional language classes feel too formal and intimidating for real conversation practice
- Feels isolated exploring the city alone and unsure how to find others with similar interests

Goals

- Find people to explore the city with, visit museums, or study together
- Join interest-based activities like photography walks or language exchanges
- Improve Dutch through informal conversations, not just classroom lessons
- Discover social events without relying on scattered student forums or party groups

PERSONAS



🌍 Wandering Thiago

"Archetype"

- Age: 23
- Occupation: Freelance Videomaker & Content Creator
- Origin: Brazil
- Current Location: Prague, Czech Republic (passing through)
- Languages: Portuguese, English, basic Spanish
- Preferred Apps: Couchsurfing, Google Translate, Instagram, WhatsApp, YouTube

"I meet people for a day or two, then we all move on. It's exciting—but it gets lonely without a deeper connection."

Bio

Thiago left Rio to backpack across Europe, documenting his journey as a freelance videomaker. He funds his travels with small gigs and uploads content to his growing YouTube channel. In some cities, he visits distant relatives, but most of the time, he's solo. Hostel chats come and go, but meaningful connections are rare. He craves spontaneous meetups with people who share his creative spirit. The hardest part isn't the travel—it's the feeling of always being in-between.

Challenges

- Feels disconnected and anonymous in new cities
- Finds it hard to meet people without a shared language or activity
- Social apps feel superficial or geared toward dating
- Sometimes relies on extended family in certain cities, but often travels solo

Goals

- Connect with fellow travelers or creatives for deeper conversations
- Find spontaneous, low-pressure meetups —like a music jam or walking tour
- Share cultural experiences and stories over food or art
- Discover people to collaborate with or learn from along the way

PERSONAS



🌍 Nomadic Luca

"Archetype"

- Age: 34
- Occupation: UX/UI Designer & Freelance Consultant
- Origin: Italy
- Current Location: Lisbon, Portugal
- Languages: Italian, English, basic Portuguese
- Preferred Apps: Notion, Slack, Airbnb, Strava, Spotify, Instagram

"I love the freedom of working anywhere—but it can feel like I'm starting from scratch every time I land somewhere new."

Bio

Luca left his Milan apartment three years ago to explore the world while working remotely. He's lived in Bali, Berlin, and Mexico City before settling for a few months in Lisbon. He thrives in co-working spaces, appreciates good coffee, and likes connecting with other creatives and techies. But starting over in a new place every few months can be emotionally draining. The hardest part is that every city feels like a reset button — socially, emotionally, and culturally.

Challenges

- Feels isolated at times, despite being in vibrant cities
- Has no time to scroll through random expat forums
- Wants to avoid dating apps when just seeking genuine community

Goals

- Build genuine friendships with people in similar situations
- Find buddies for workouts, hikes, or surf sessions
- Discover interest-based meetups without relying on scattered platforms like Facebook or Reddit

PERSONAS



🌍 Wired Isabela

"Archetype"

- Age: 39
- Occupation: Full Stack Developer (Remote, Fintech)
- Origin: Brazil
- Current Location: Medellín, Colombia
- Languages: Portuguese, English, intermediate Spanish
- Preferred Apps: Slack, VSCode, GitHub, Telegram, Meetup, Spotify

"I love Medellín's energy—but between work calls and solo meals, it's easy to feel like I'm just passing through, even after a year."

Bio

Isabela moved from São Paulo to Medellín for her remote developer job, drawn by the lifestyle and tech scene. She works from cafés and co-working spaces, but often feels disconnected outside work hours. Most of her social life happens online or in passing at tech events. She misses speaking Portuguese and lights up when she meets other Brazilians or Mexicans. After a year, Medellín still feels temporary. She's not looking for parties—just meaningful connections with people who share her rhythm and interests.

Challenges

- Feels socially in-between—too foreign for locals, too different from short-term expats
- Works remotely, which limits her chances to meet new people organically
- Misses speaking Portuguese and connecting with people who get her cultural background

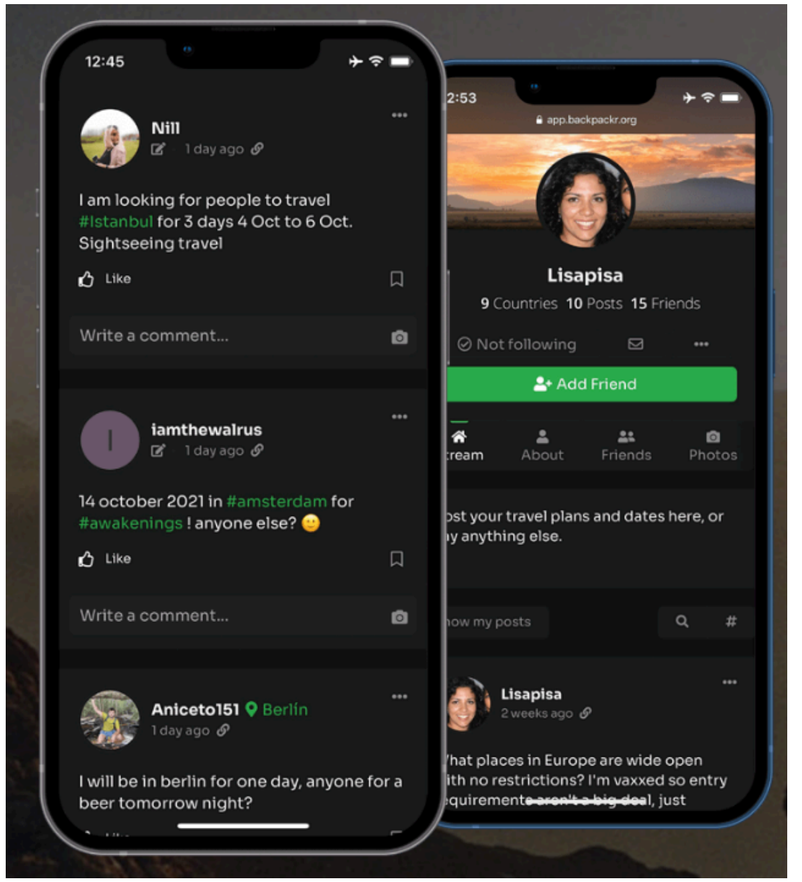
Goals

- Build friendships with other long-term expats and remote workers
- Find spaces where she can speak Portuguese or connect with other Brazilians or Mexicans
- Discover laid-back meetups around music, coding, or food
- Create a sense of home in a city she chose for its culture and cost of living

DIRECT COMPETITORS

Features	Couchsurfing Hangouts	Travello	Backpackr
User profiles with interests and languages	✅	✅	✅
Post activities for interests	✅	❌	✅
Friends system	❌	✅	✅
Matching based on interests, location, and mood	❌	✅	✅
Real-time chat (DMs and groups)	✅	✅	✅
Notifications for friend requests, activities	✅	✅	✅
Geolocation-based and experiences	✅	✅	✅
Reviews on people	❌	❌	✅
Reviews on experiences	✅	✅	✅

BACKPACKR

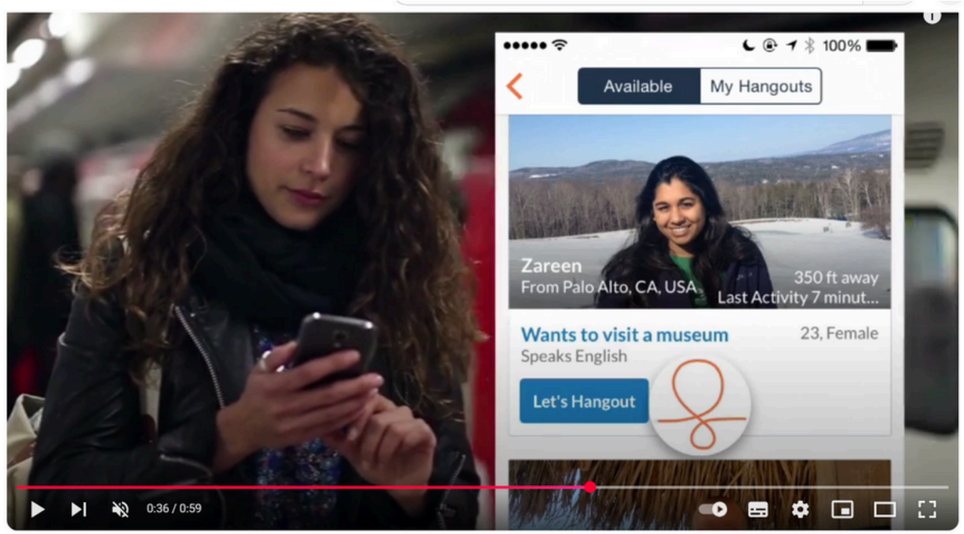


DIRECT COMPETITORS



Hangouts is the most unsafe function of Couchsurfing because its so easy to avoid being reported. Unless you bookmark a users profile page or remember their name perfectly, the moment the person leaves the hangout you're unable to find them again. This is double true when you are already hanging out, or the next day, because once the chat expires there's no way to find the user again unless you've bookmarked or written down their full name. So if something does happen, most users are unable to report or leave negative references.

CS HANGOUTS



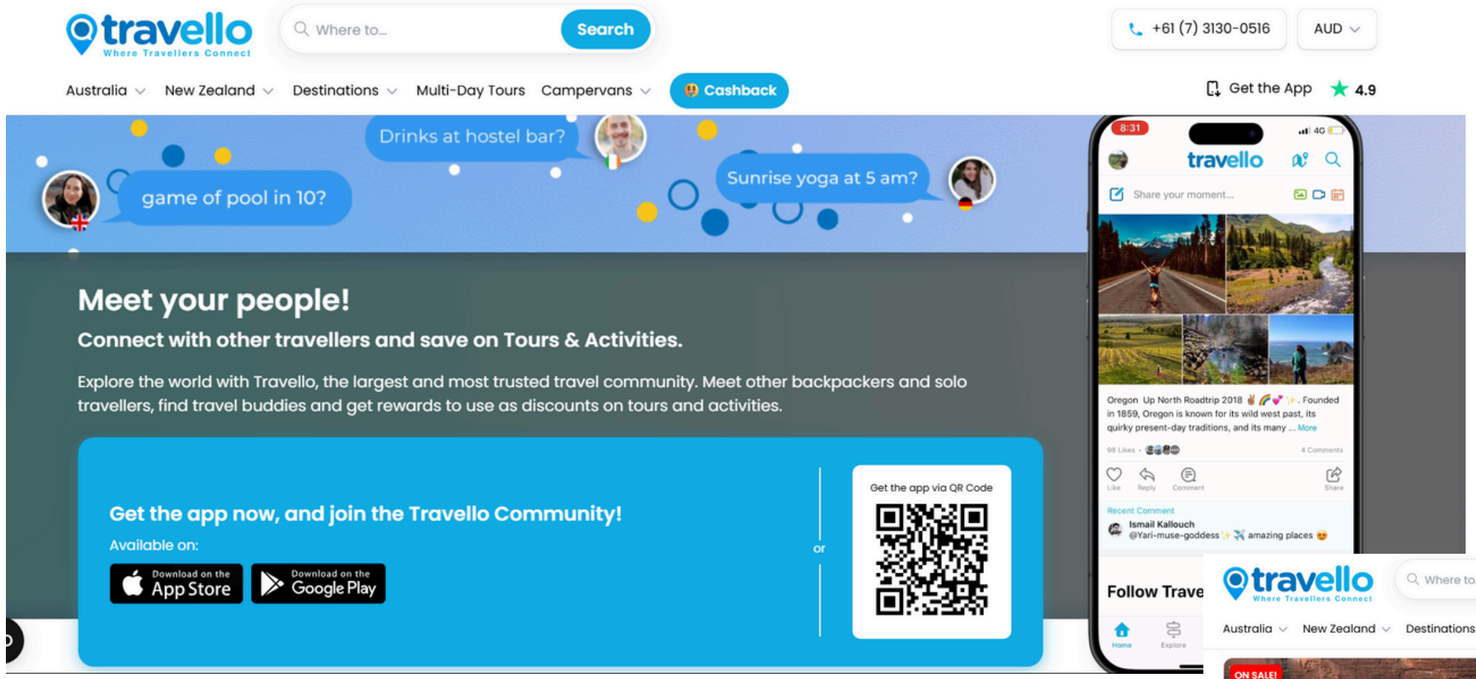
Make new friends with Hangouts on Couchsurfing

Couchsurfing
8590 iscritti
Iscriviti
205
Condividi
Scarica
Salva

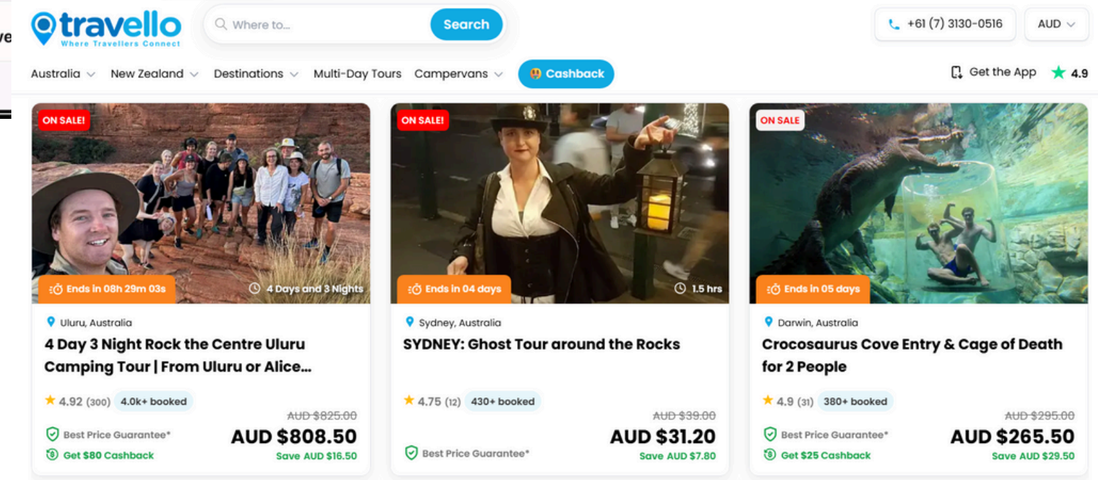
61.247 visualizzazioni 9 anni fa

Hangouts allows you to find and make plans with other members that are nearby. Members can join existing hangouts, or create one of their own. Use Hangouts to find travelers in town to grab a beer with, locals who might be down for a pick-up basketball game, and more.

DIRECT COMPETITORS



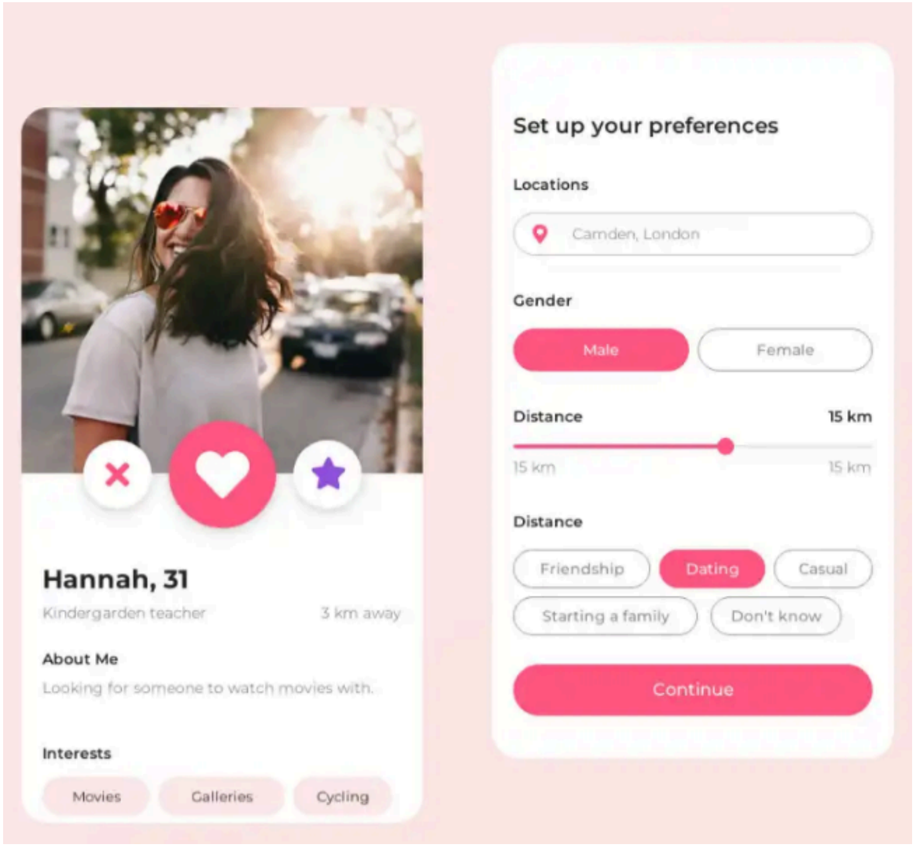
TRAVELLO



INDIRECT COMPETITORS

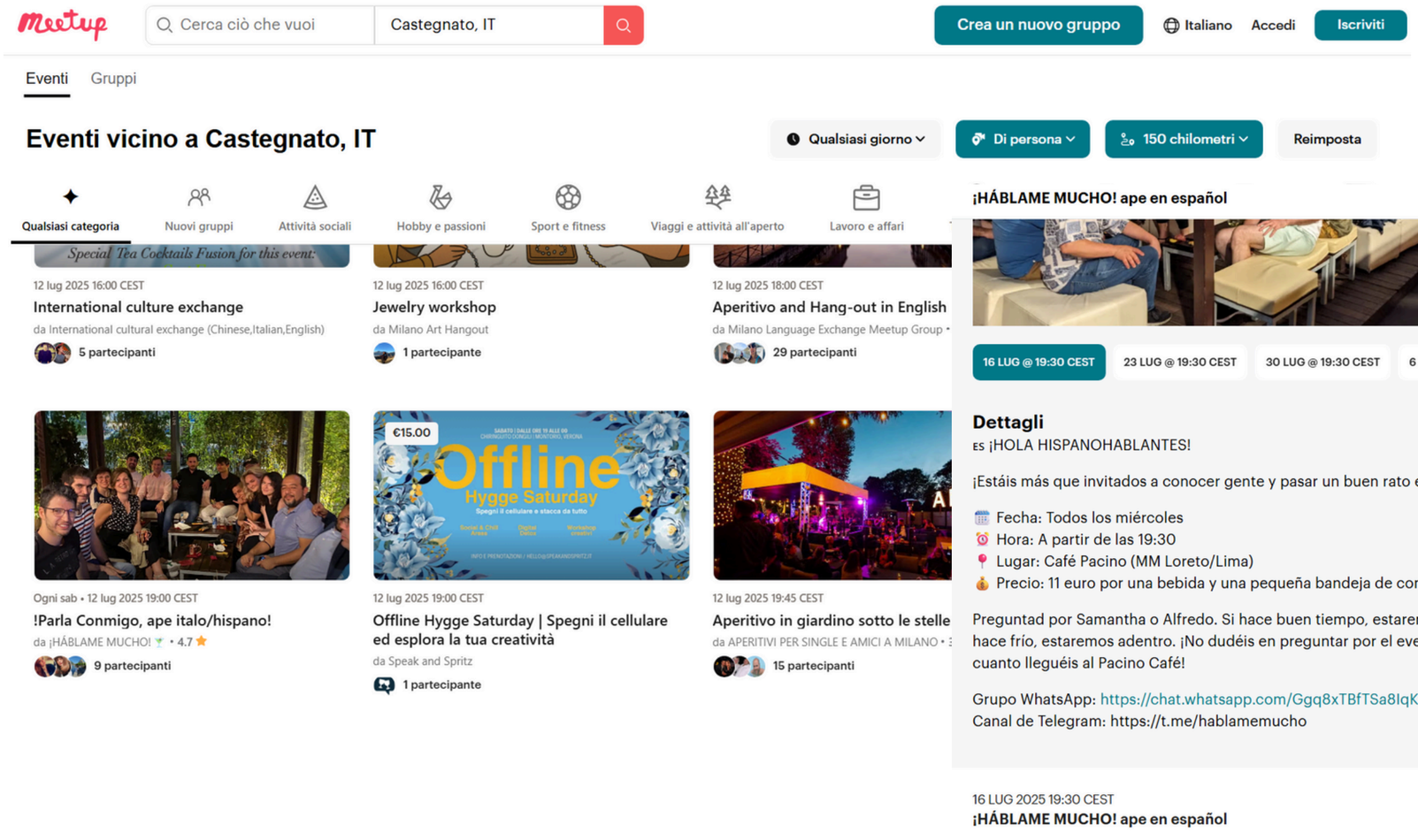
Features	Tinder/Bumble BFF	Meetup	Nomad List
User profiles with interests and languages	✅	✅	✅
Post activities for spontaneous meetups	❌	❌	❌
Friends system	✅	❌	❌
Matching based on interests, location, and mood	❌	❌	❌
Real-time chat (DMs and groups)	✅	❌	❌
Notifications for friend requests, activities	✅	✅	❌
Geolocation-based features	✅	❌	✅
Reviews on people	❌	❌	✅
Reviews on experiences	❌	❌	✅

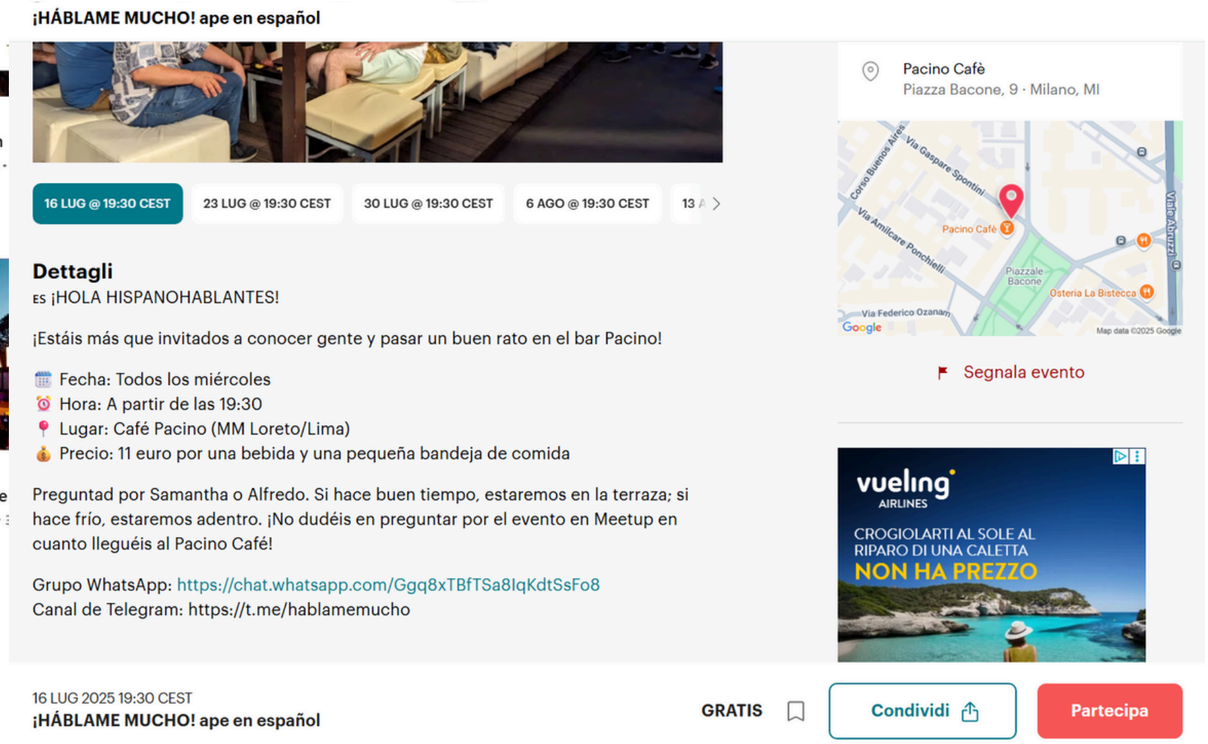
TINDER



INDIRECT COMPETITORS

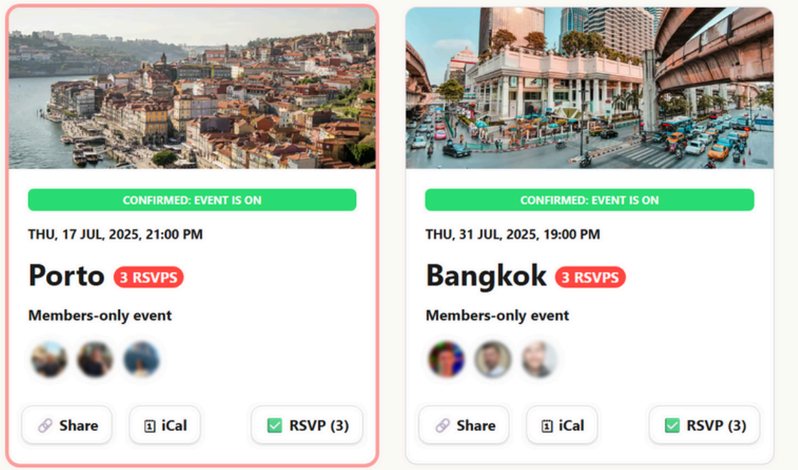
MEETUP

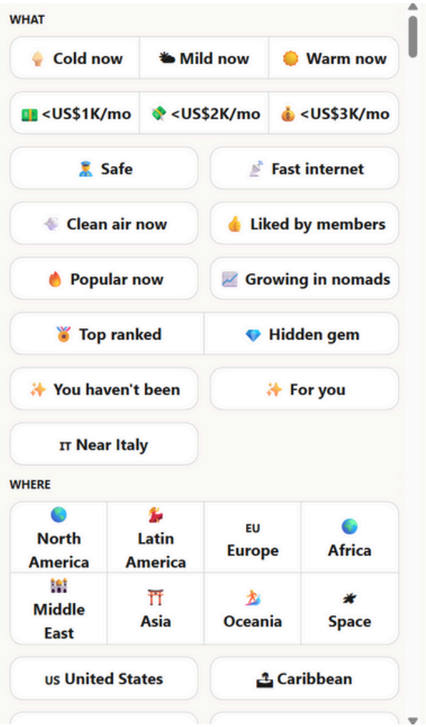


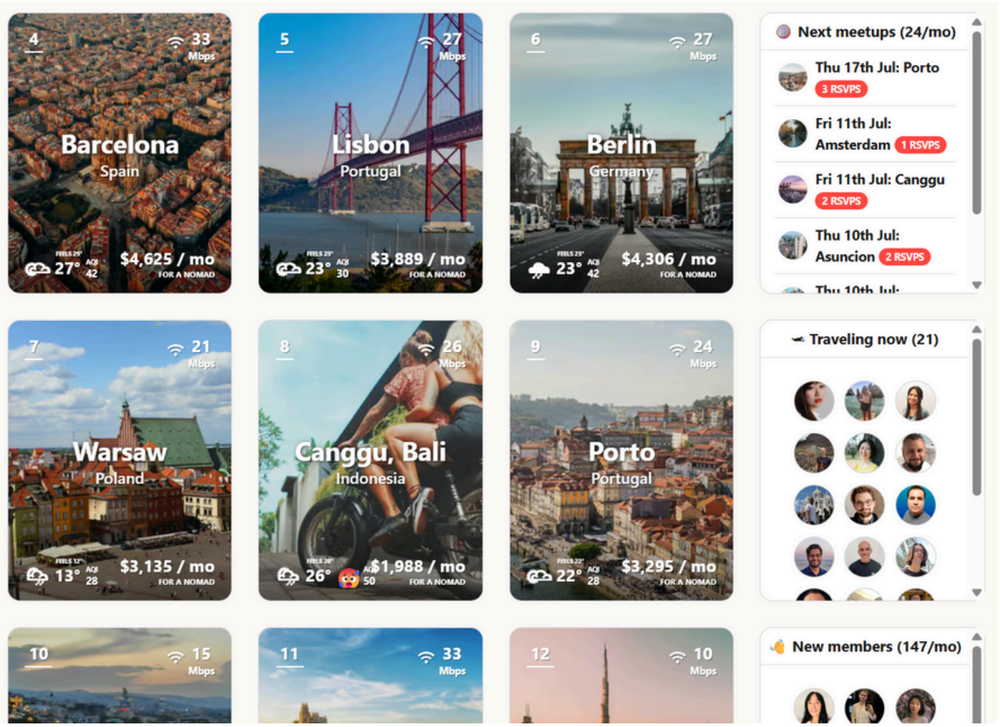


INDIRECT COMPETITORS

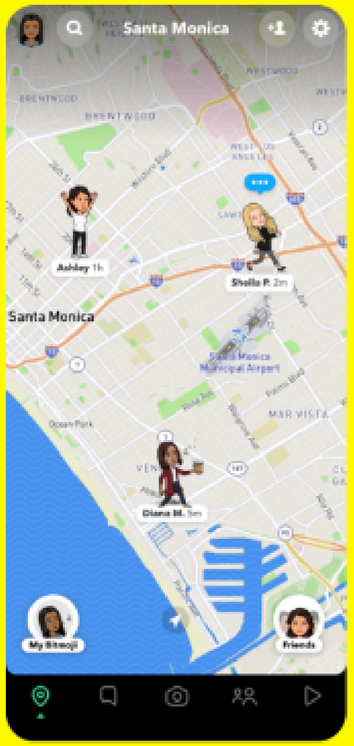
NOMADS

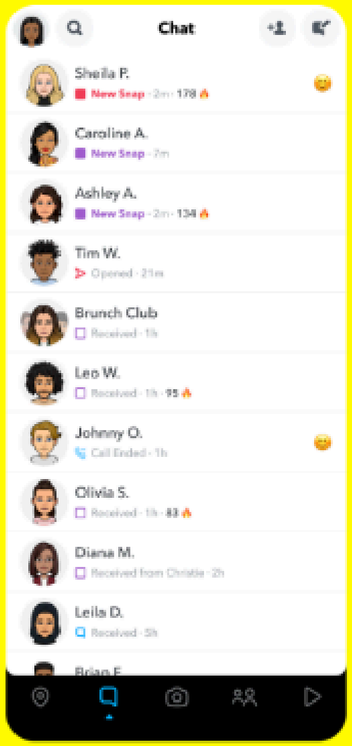




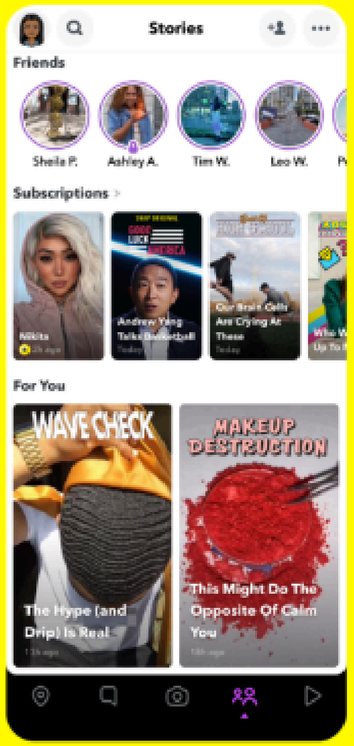


INDIRECT COMPETITORS











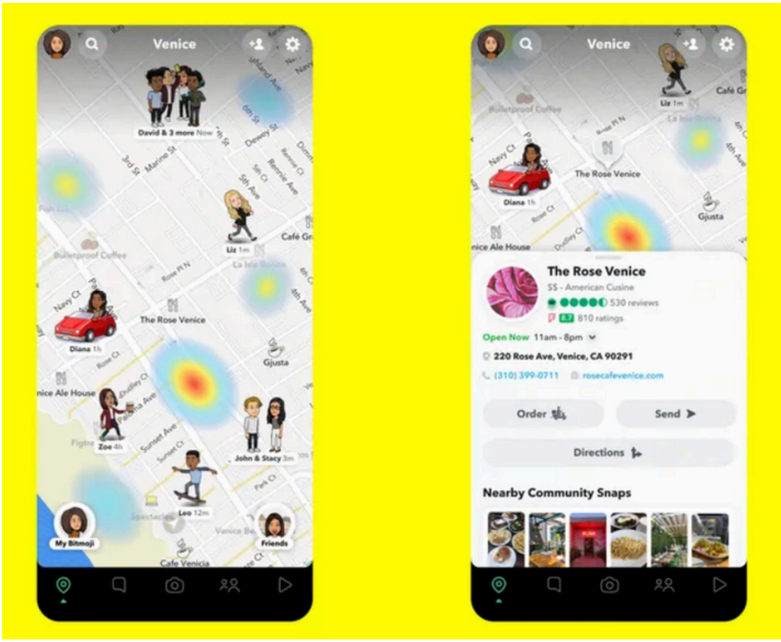




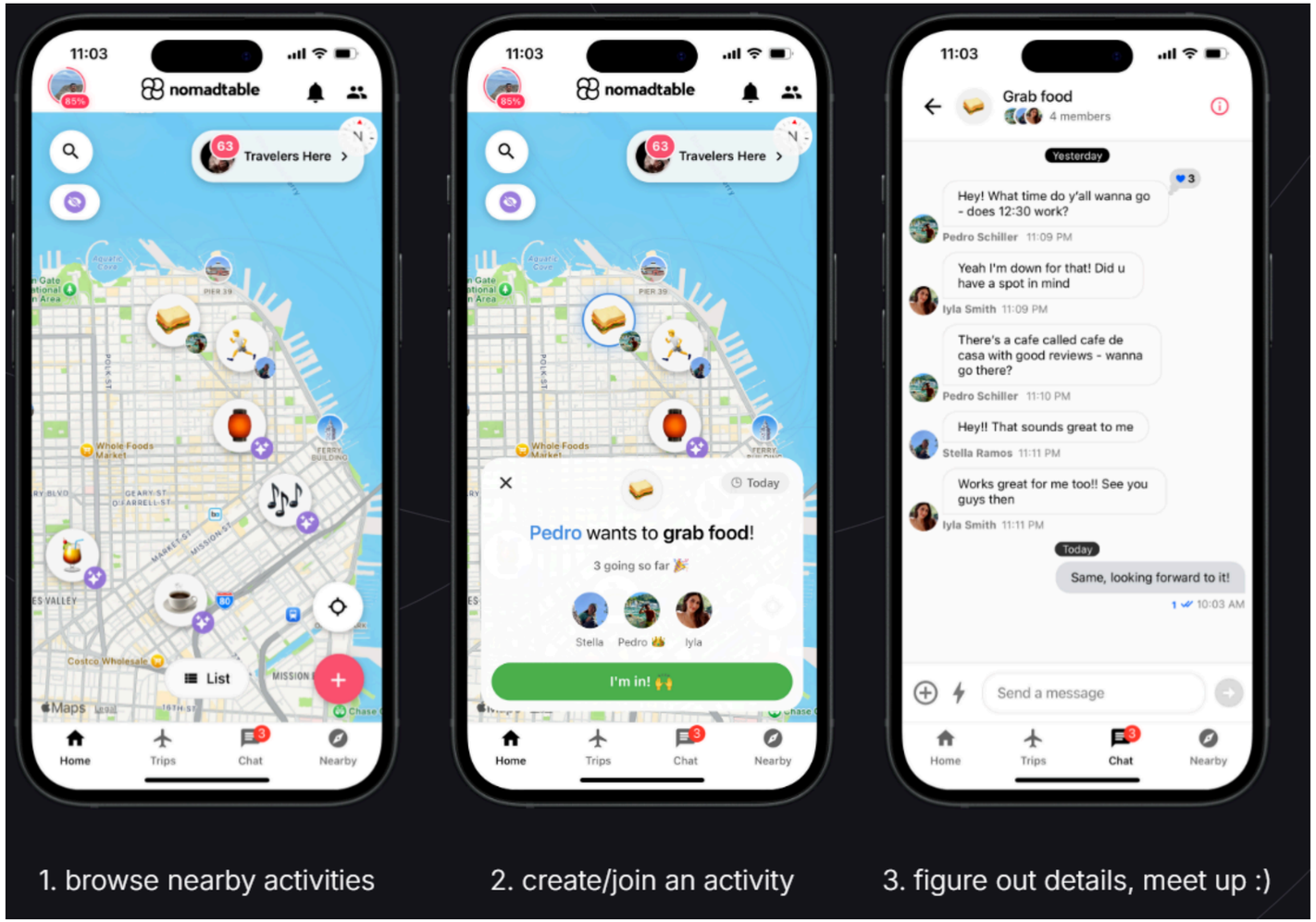


SNAPCHAT?





EMERGING COMPETITORS



MARCH 2025 SILICON VALLEY

NOMAD TABLE

★★★★★
stwpfnjw, 03/21/2025
Been waiting years for this!!!!
I'm a digital nomad and i live in a new city every few months — I've been waiting for an app that gives me the option to meet other solo travelers without the awkward Insta... more

★★★★★
catdaddyfather, 04/22/2025
Travel made meaningful!!
Every place I travel, I send way too much time trying to find social endeavors where I can meet other like minded travelers. This helps me find my people and adventures to en... more

★★★★★
nicktheboiii, 03/20/2025
Amazing app
This app has the potential to connect thousands of travelers! Competitor services are often hard to use and the chat system is not set up in a user friendly way. Super... more

★★★★★
lanG1230, 03/21/2025
Great for making the most of 24 hour layov...
I travel a lot for work and tend to add a weekend of personal travel onto my business trips. Nomadtable is awesome for those 24-48 hour windows when I'm looking to ge... more

★★★★★
acray42, 04/22/2025
A MUST have for travelers!
I've used this app on multiple solo travel excursions in Europe. This fundamentally changed my solo travel experience, as any night I was looking for plans, I'd use this... more

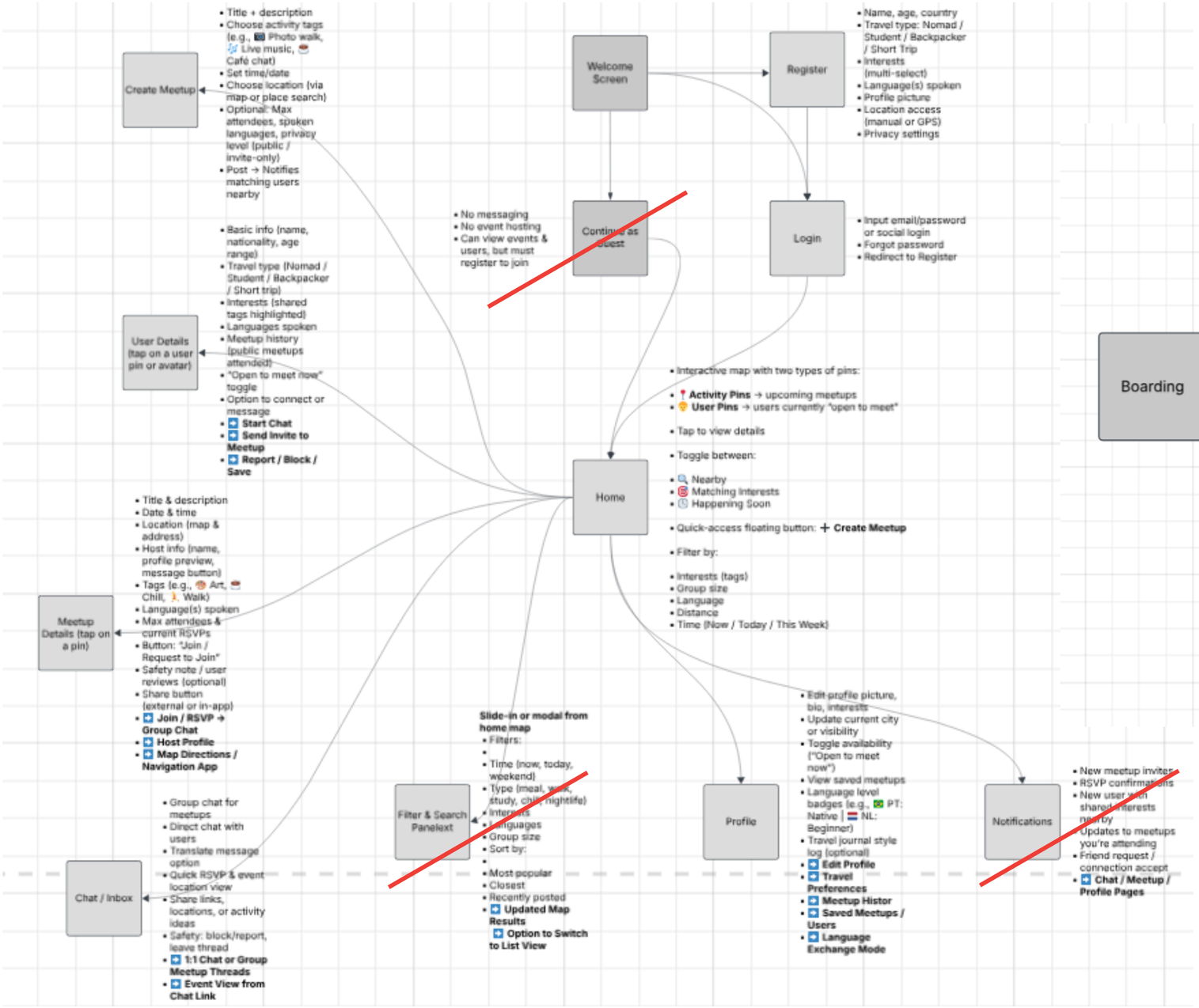
★★★★★
Alex Chaple, 03/20/2025
Great for connecting!
I was able to connect with people from all different backgrounds. I'm super glad I found this app and would recommend to anyone traveling the world.

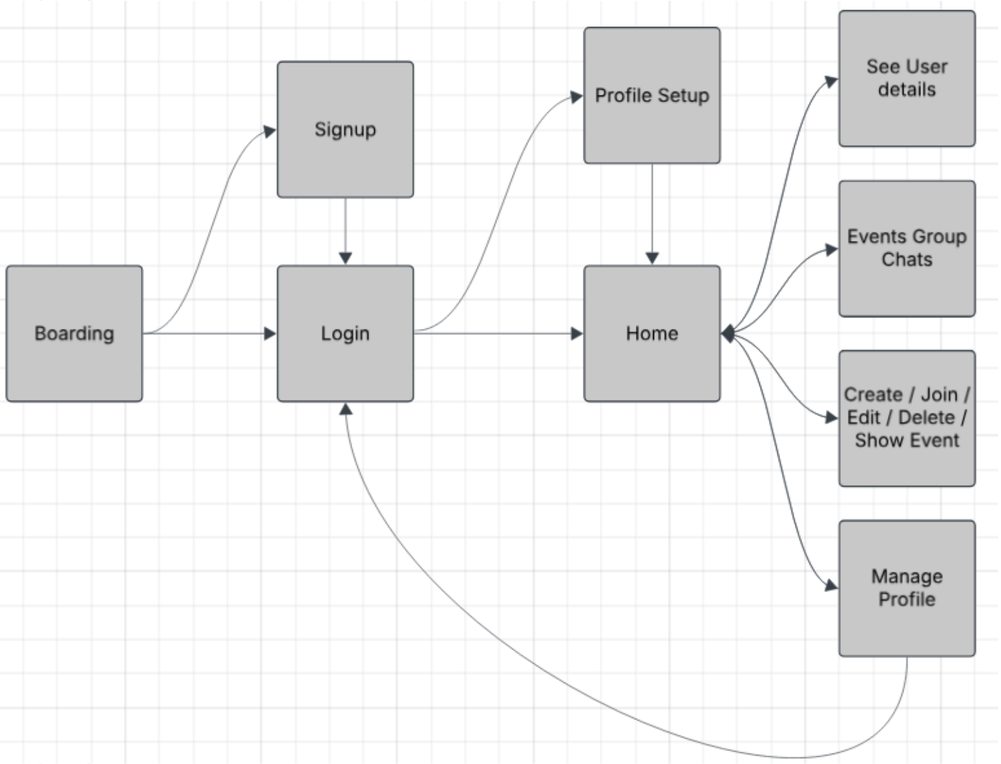
★★★★★
qwertyrayz, 04/22/2025
AMAZING
I used this for my recent Europe trip and it was soooo helpful, it let me meet some amazing people and have some unforgettable experiences. I don't know how I can go... more

★★★★★
malfair, 04/08/2025
Great for Solo Travelers
I downloaded the app today, and already had a few people join my activity. Love the usability and excited to see where this goes!

★★★★★
the_goodest_man, 03/21/2025
Perfect for finding fellow travelers
The app hasn't been out very long but there's already a ton of groups meeting up! It's really great for finding people who share interests with me

NAVMAP

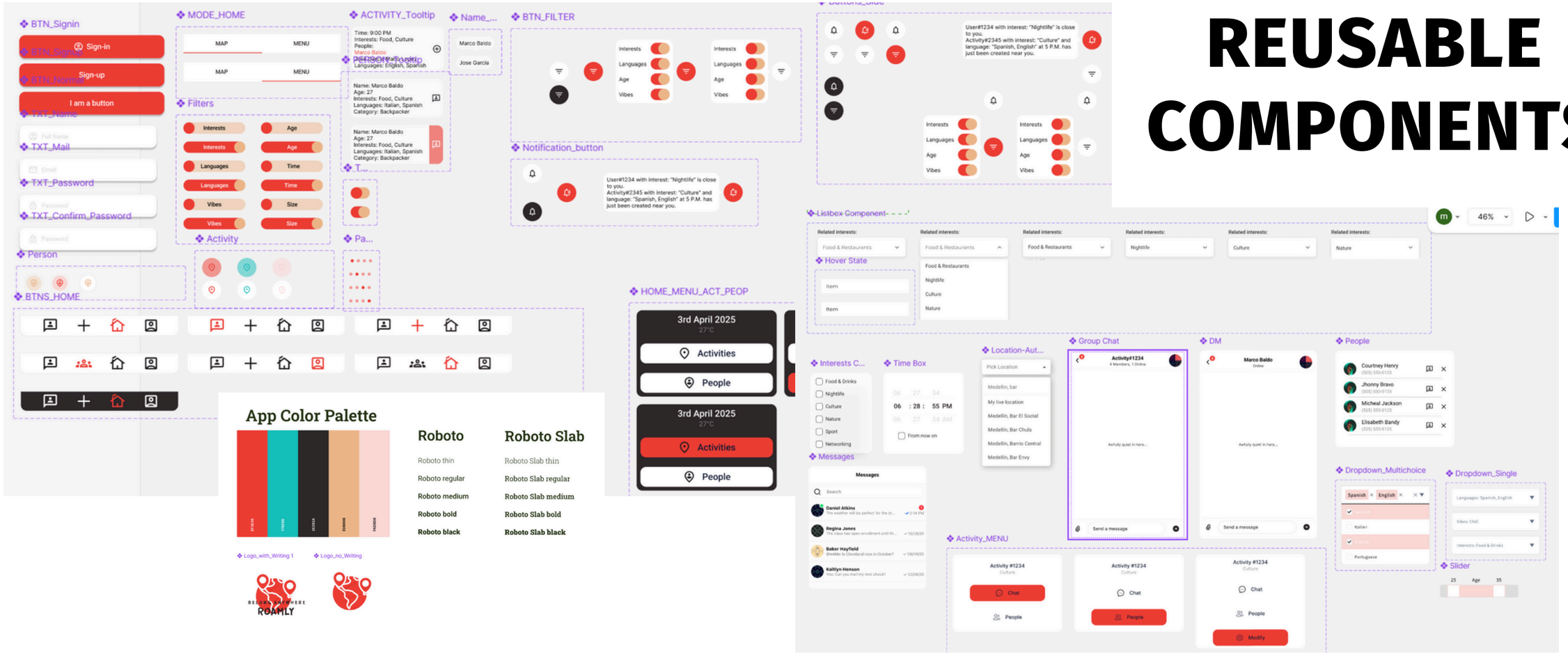

Welcome Screen
Register
• Name, age, country
• Travel type: Nomad / Student / Backpacker / Short Trip
• Interests (multi-select)
• Language(s) spoken
• Profile picture
• Location access (manual or GPS)
• Privacy settings
Continue as Guest
• No messaging
• No event hosting
• Can view events & users, but must register to join
Login
• Input email/password or social login
• Forgot password
• Redirect to Register
Create Meetup
• Title + description
• Choose activity tags (e.g., 📸 Photo walk, 🎶 Live music, ☕ Café chat)
• Set time/date
• Choose location (via map or place search)
• Optional: Max attendees, spoken languages, privacy level (public / invite-only)
• Post → Notifies matching users nearby
User Details (tap on a user pin or avatar)
• Basic info (name, nationality, age range)
• Travel type (Nomad / Student / Backpacker / Short trip)
• Interests (shared tags highlighted)
• Languages spoken
• Meetup history (public meetups attended)
• "Open to meet now" toggle
• Option to connect or message
• ➡️ Start Chat
• ➡️ Send Invite to Meetup
• ➡️ Report / Block / Save
Home
• Interactive map with two types of pins:
• 📍 Activity Pins → upcoming meetups
• 👤 User Pins → users currently "open to meet"
• Tap to view details
• Toggle between:
• 🔍 Nearby
• 🎯 Matching Interests
• 🕒 Happening Soon
• Quick-access floating button: ➕ Create Meetup
• Filter by:
• Interests (tags)
• Group size
• Language
• Distance
• Time (Now / Today / This Week)
Meetup Details (tap on a pin)
• Title & description
• Date & time
• Location (map & address)
• Host info (name, profile preview, message button)
• Tags (e.g., 🎨 Art, ☕ Chill, 🚶 Walk)
• Language(s) spoken
• Max attendees & current RSVPs
• Button: "Join / Request to Join"
• Safety note / user reviews (optional)
• Share button (external or in-app)
• ➡️ Join / RSVP → Group Chat
• ➡️ Host Profile
• ➡️ Map Directions / Navigation App
Chat / Inbox
• Group chat for meetups
• Direct chat with users
• Translate message option
• Quick RSVP & event location view
• Share links, locations, or activity ideas
• Safety: block/report, leave thread
• ➡️ 1:1 Chat or Group Meetup Threads
• ➡️ Event View from Chat Link
Filter & Search Panelext
Slide-in or modal from home map
• Filters:
•
• Time (now, today, weekend)
• Type (meal, walk, study, chill, nightlife)
• Interests
• Languages
• Group size
• Sort by:
•
• Most popular
• Closest
• Recently posted
• ➡️ Updated Map Results
➡️ Option to Switch to List View
Profile
• Edit profile picture, bio, interests
• Update current city or visibility
• Toggle availability ("Open to meet now")
• View saved meetups
• Language level badges (e.g., 🇧🇷 PT: Native | 🇳🇱 NL: Beginner)
• Travel journal style log (optional)
• ➡️ Edit Profile
• ➡️ Travel Preferences
• ➡️ Meetup Histor
• ➡️ Saved Meetups / Users
• ➡️ Language Exchange Mode
Notifications
• New meetup invites
• RSVP confirmations
• New user with shared interests nearby
• Updates to meetups you're attending
• Friend request / connection accept
• ➡️ Chat / Meetup / Profile Pages


Boarding
Signup
Login
Profile Setup
Home
See User details
Events Group Chats
Create / Join / Edit / Delete / Show Event
Manage Profile

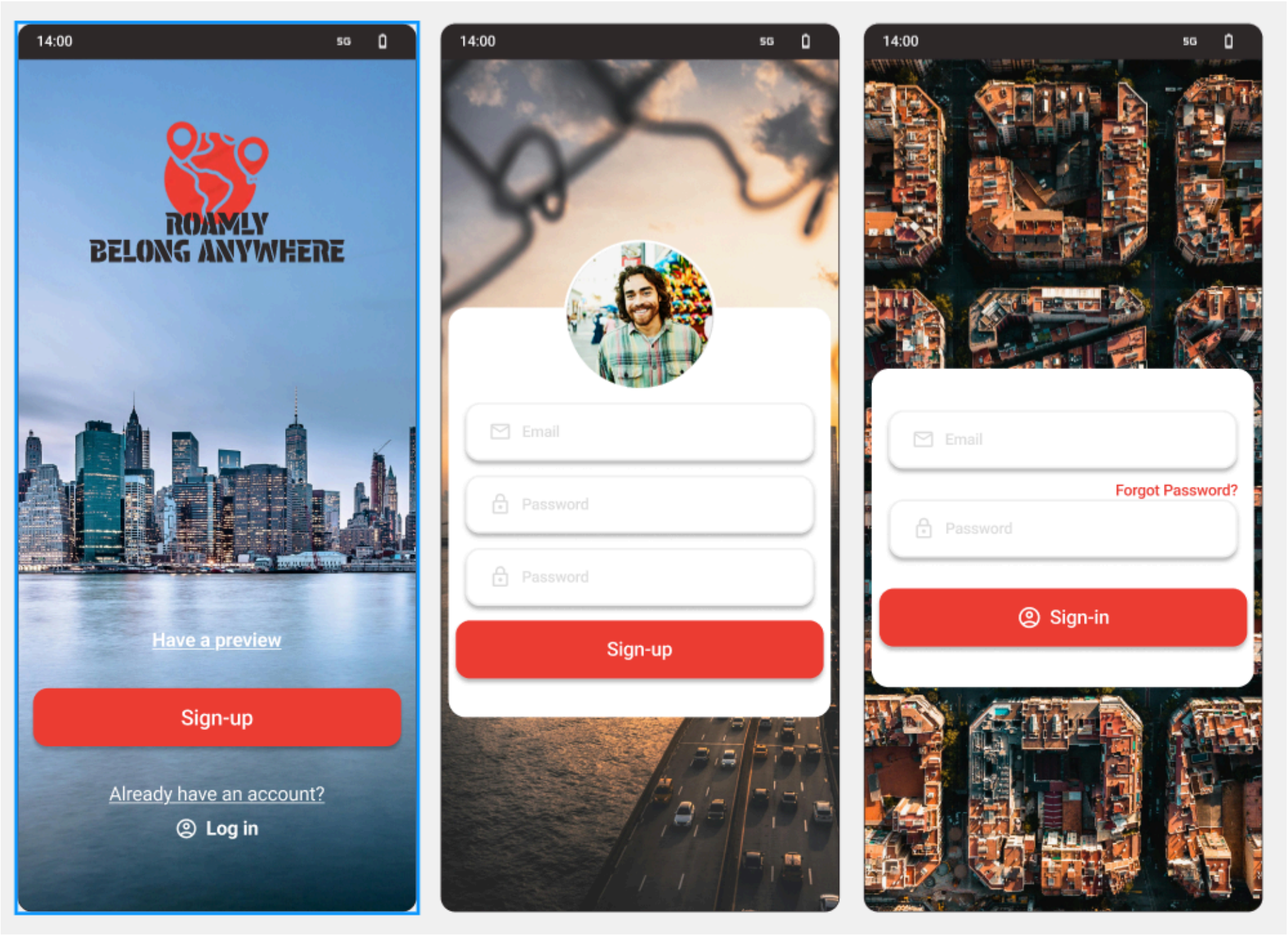
DESIGN AND MOCKUPS

Figma

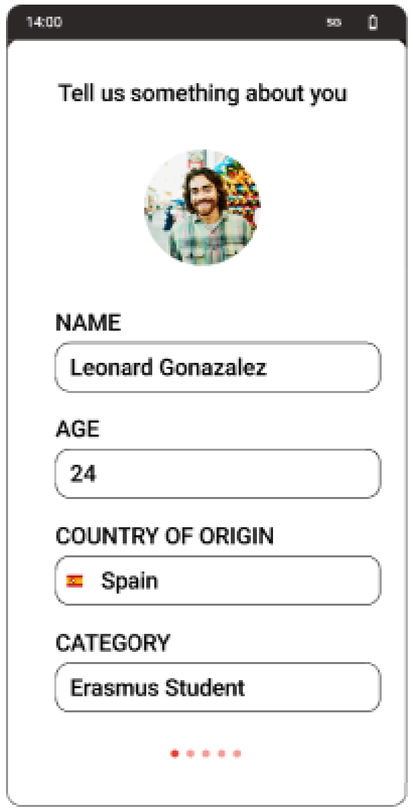
REUSABLE COMPONENTS



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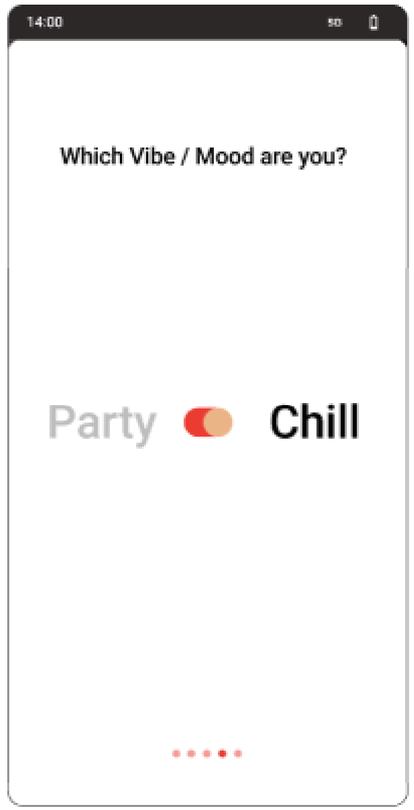


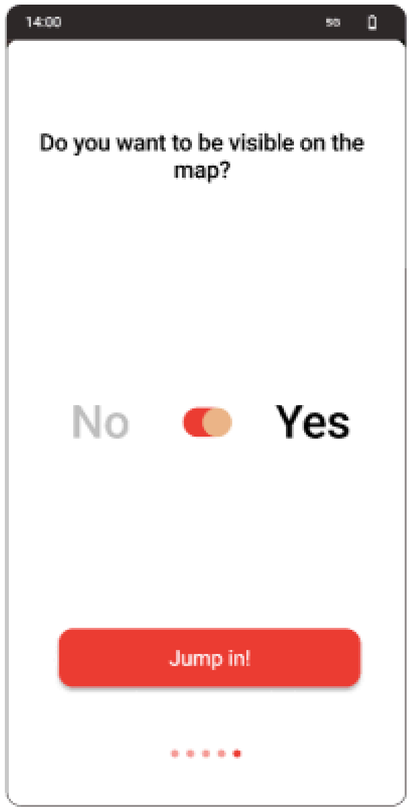
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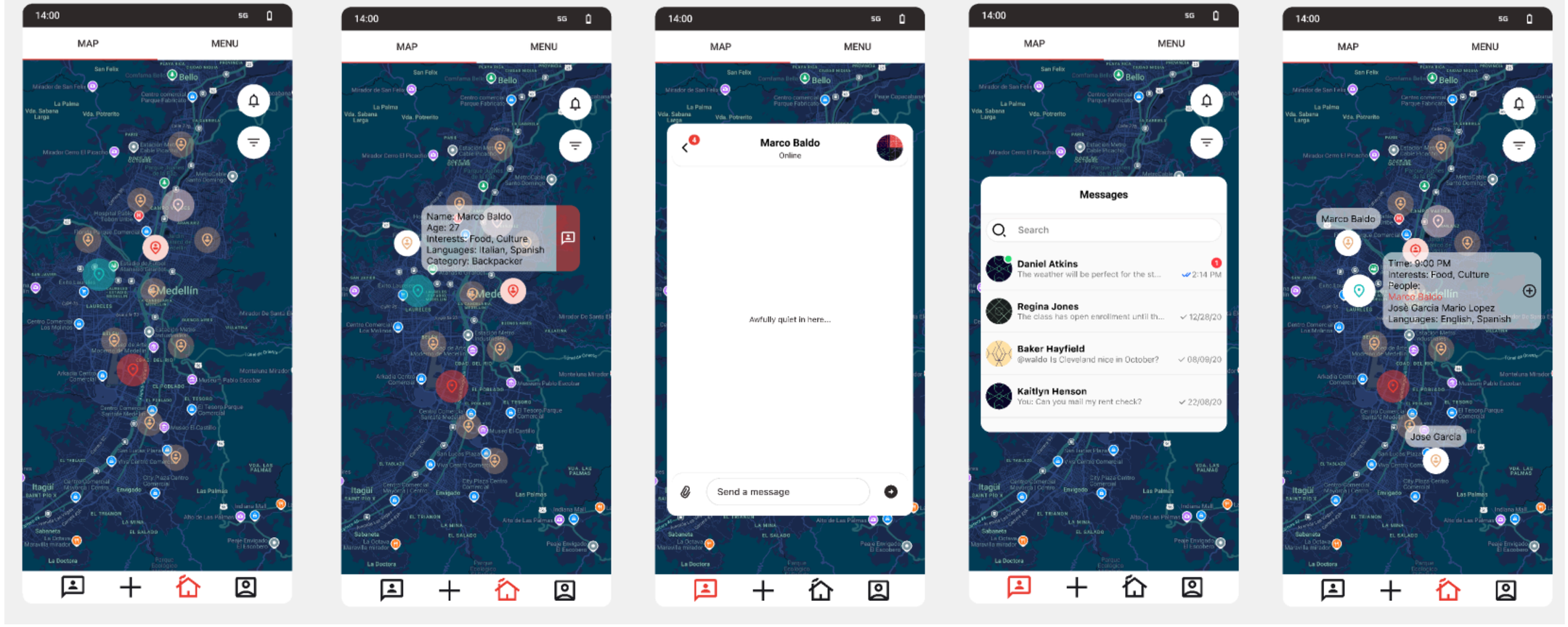




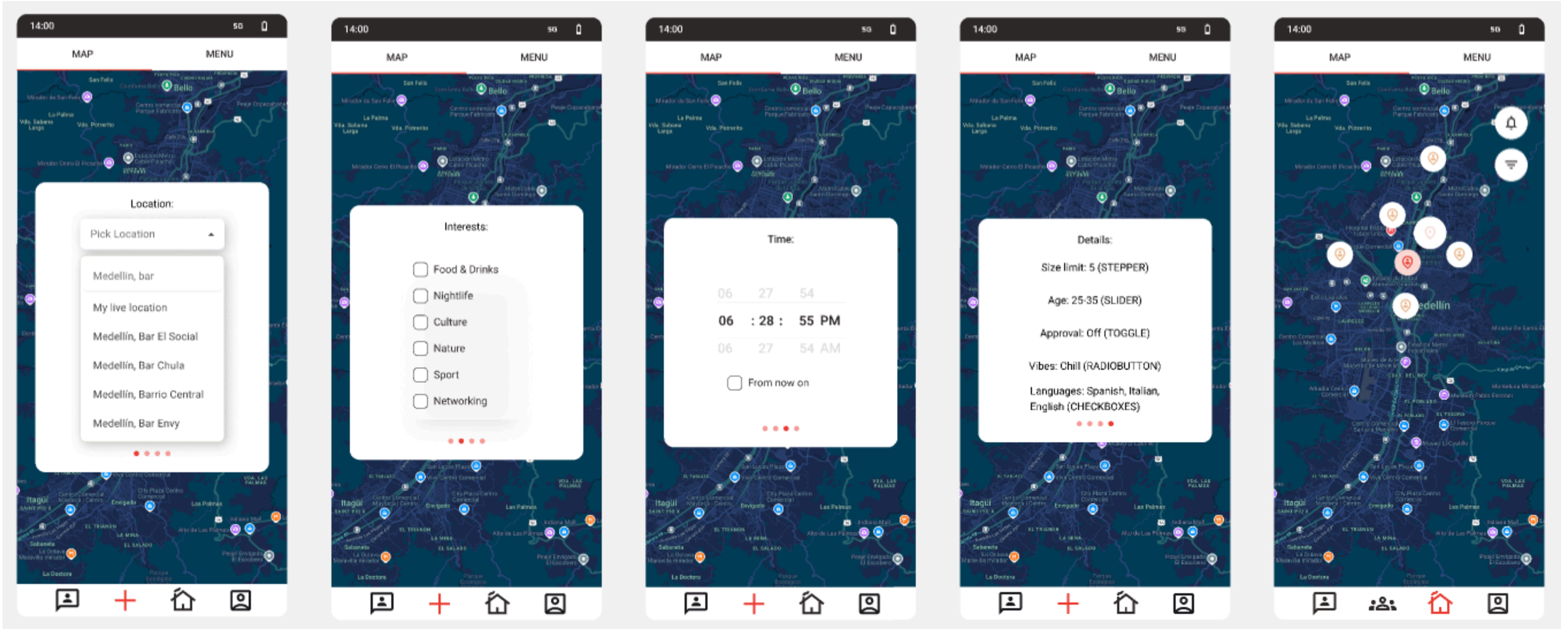




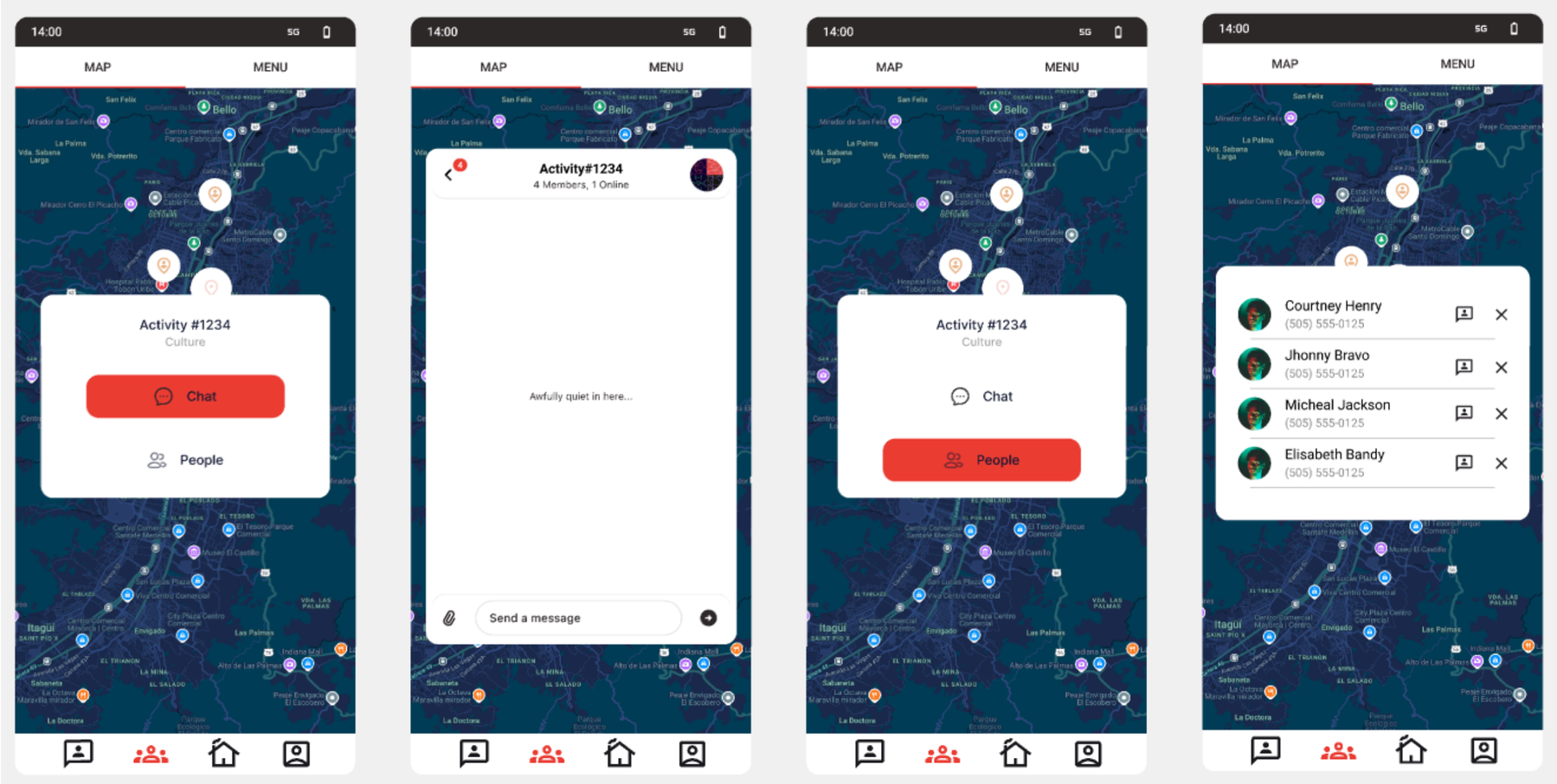
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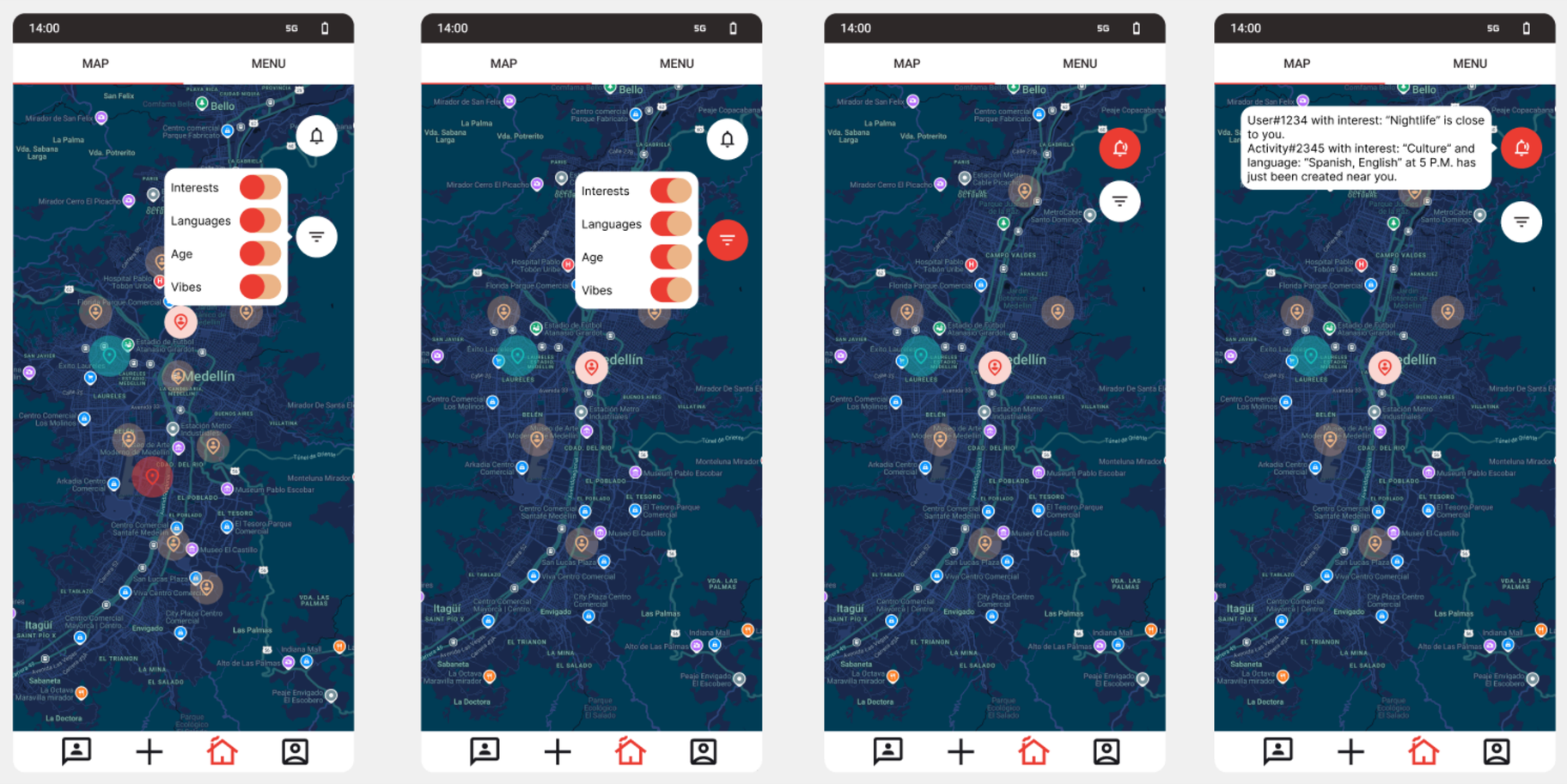
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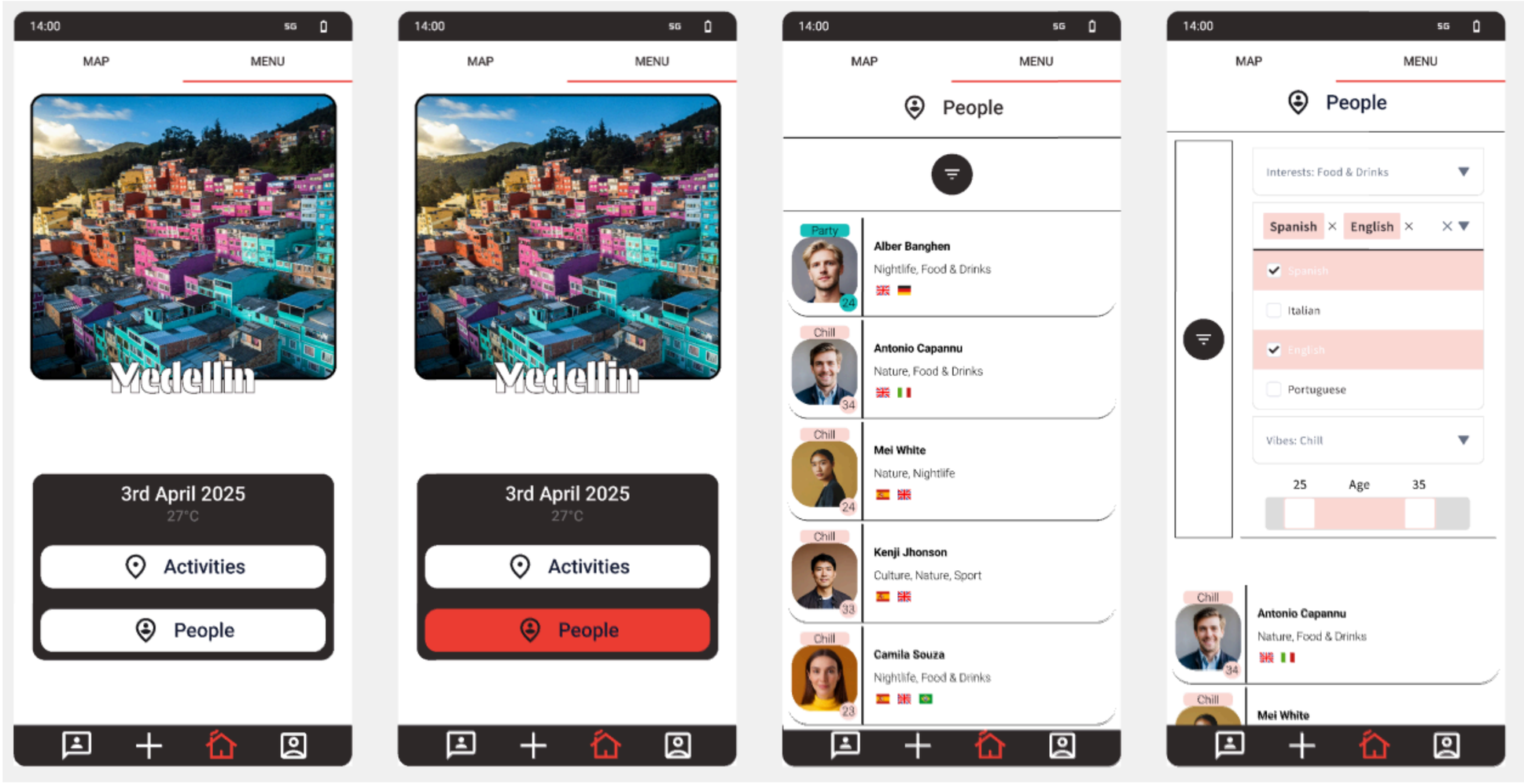
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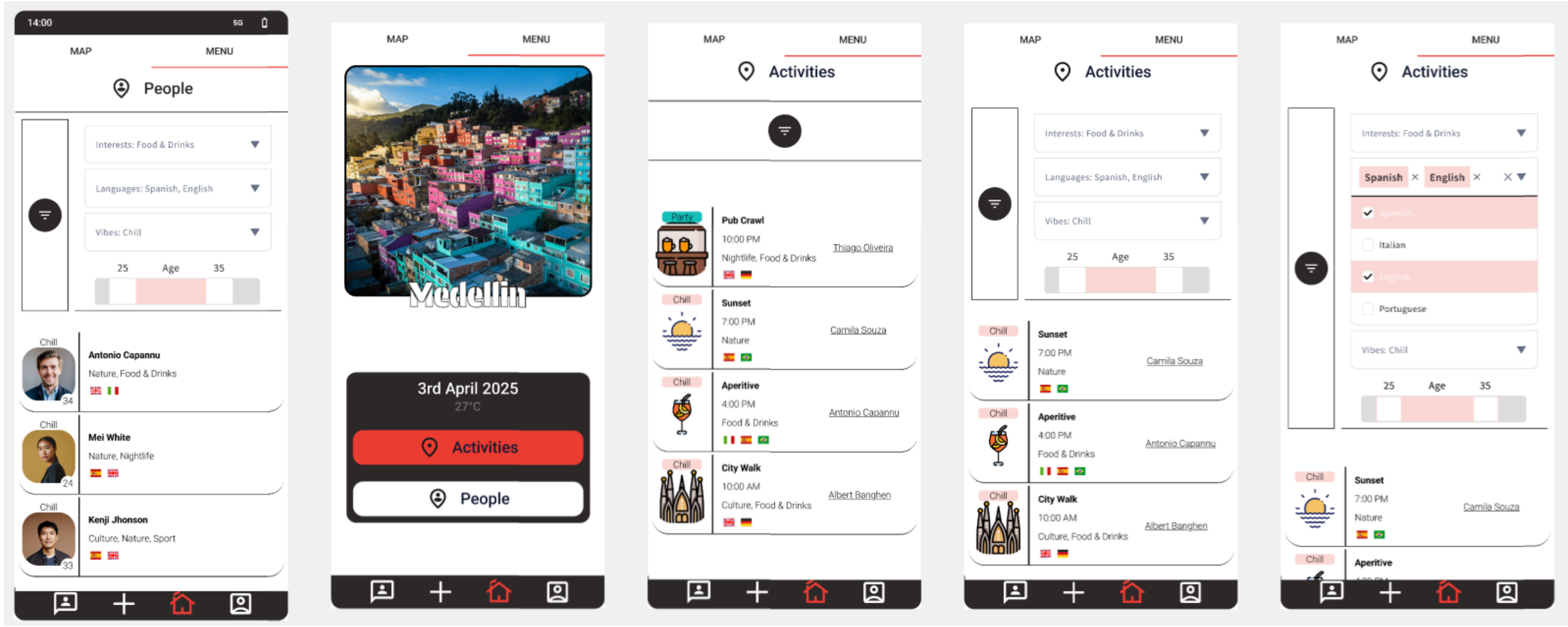
DESIGN AND MOCKUPS



DESIGN AND MOCKUPS



DESIGN AND MOCKUPS



IMPLEMENTATION















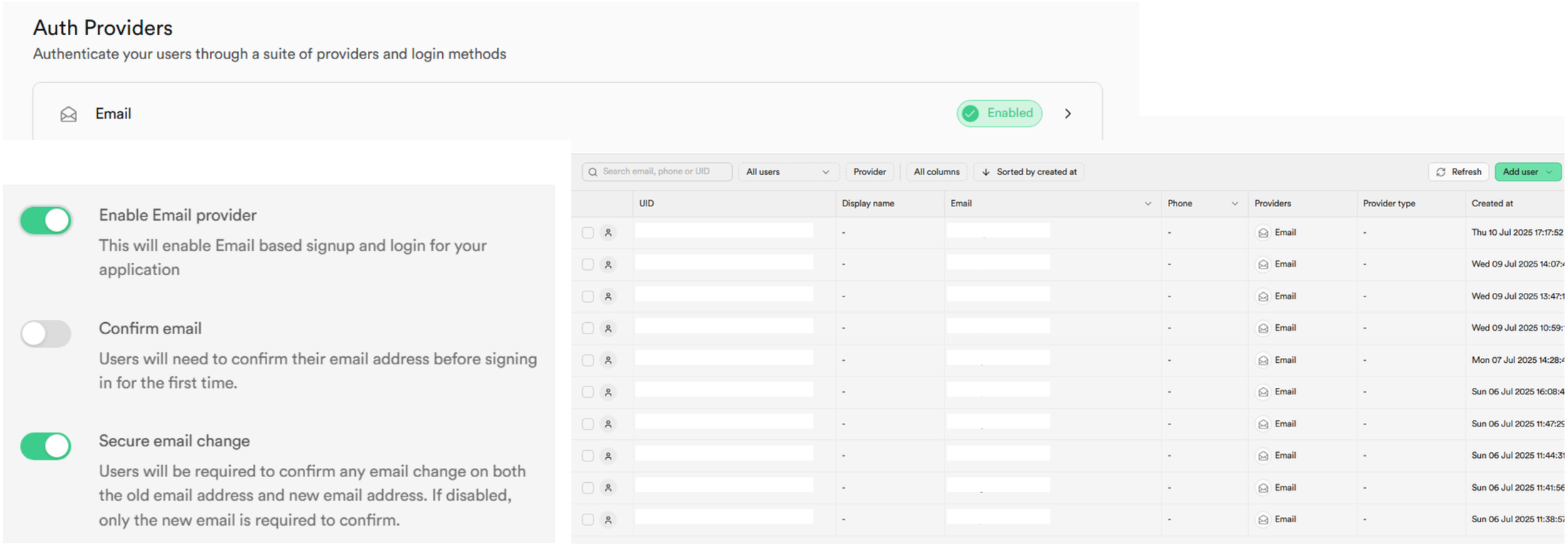






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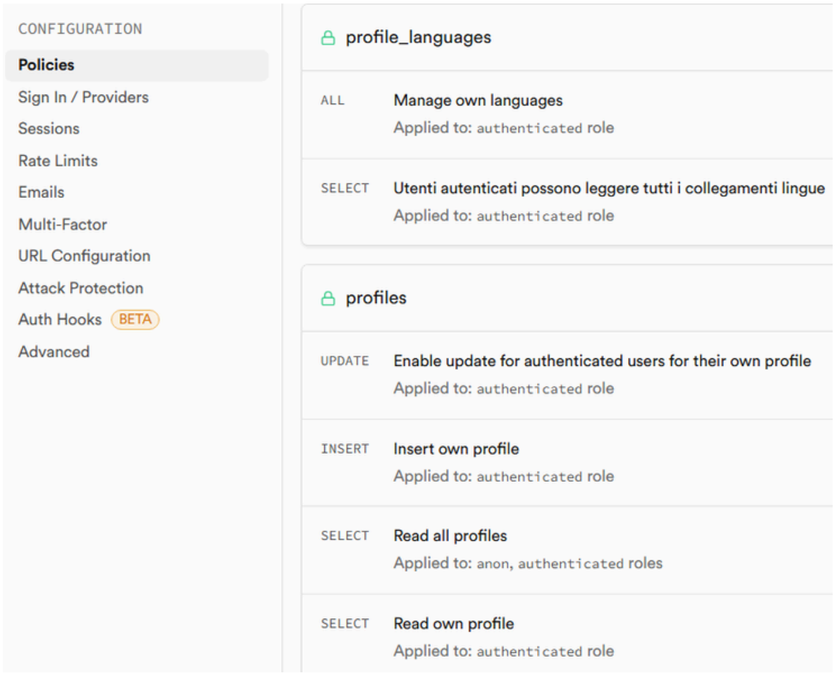
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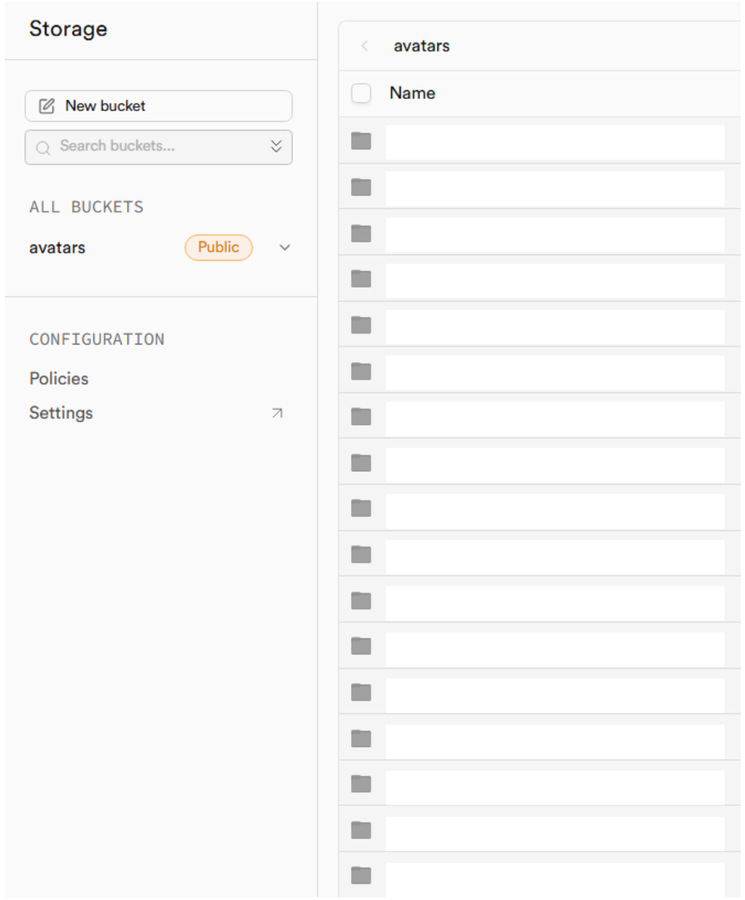
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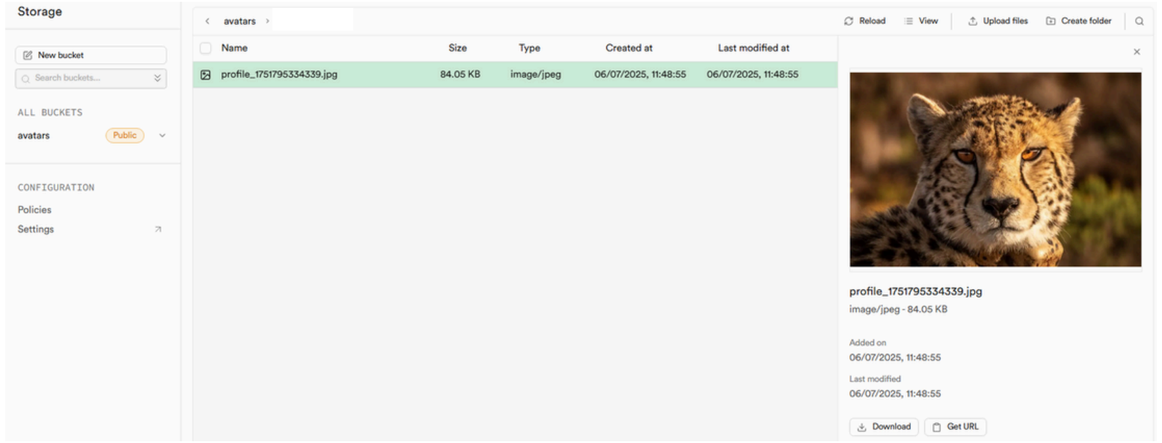




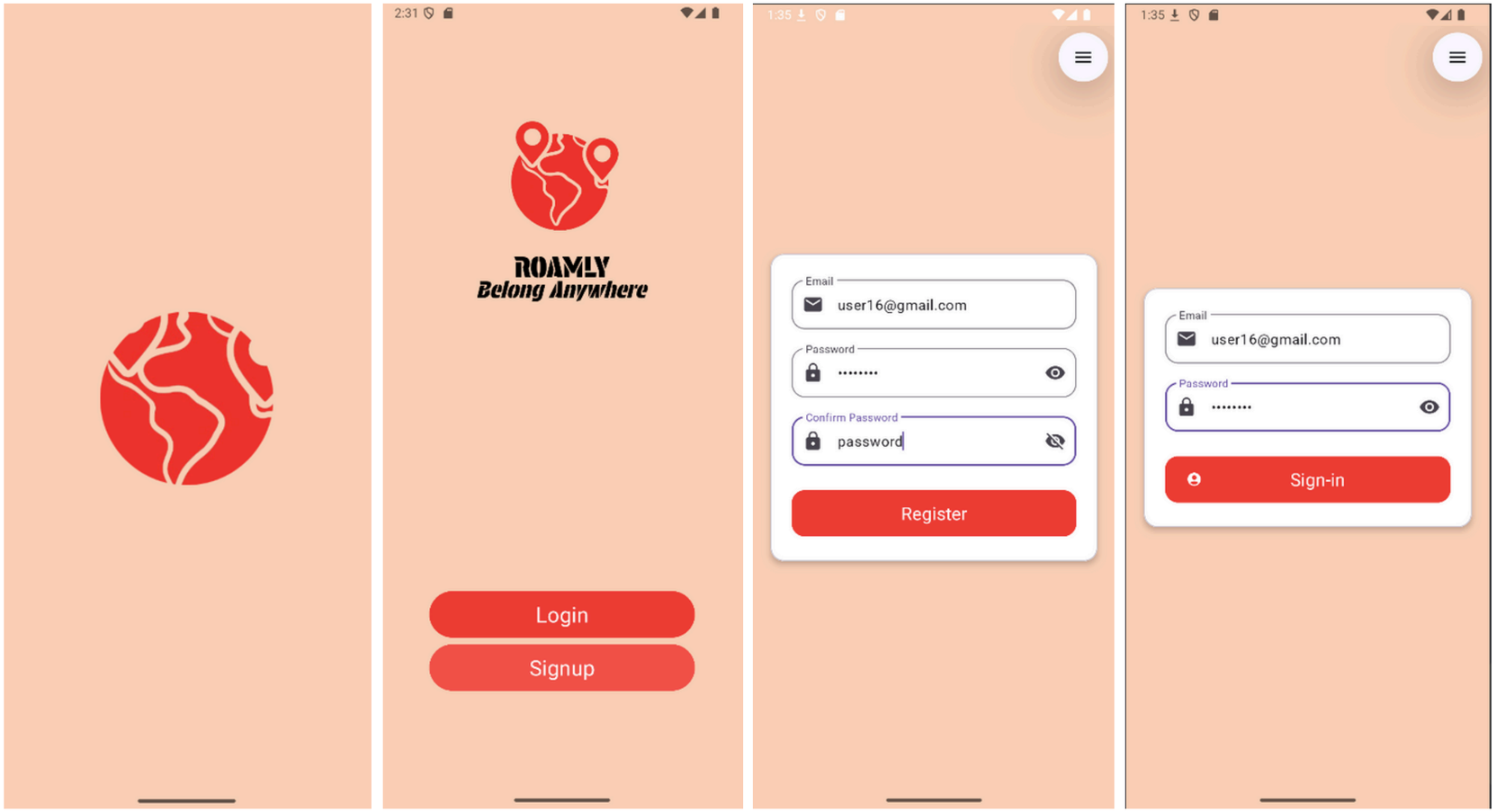
IMPLEMENTATION: SUPABASE

supabase





IMPLEMENTATION: ONBOARDING

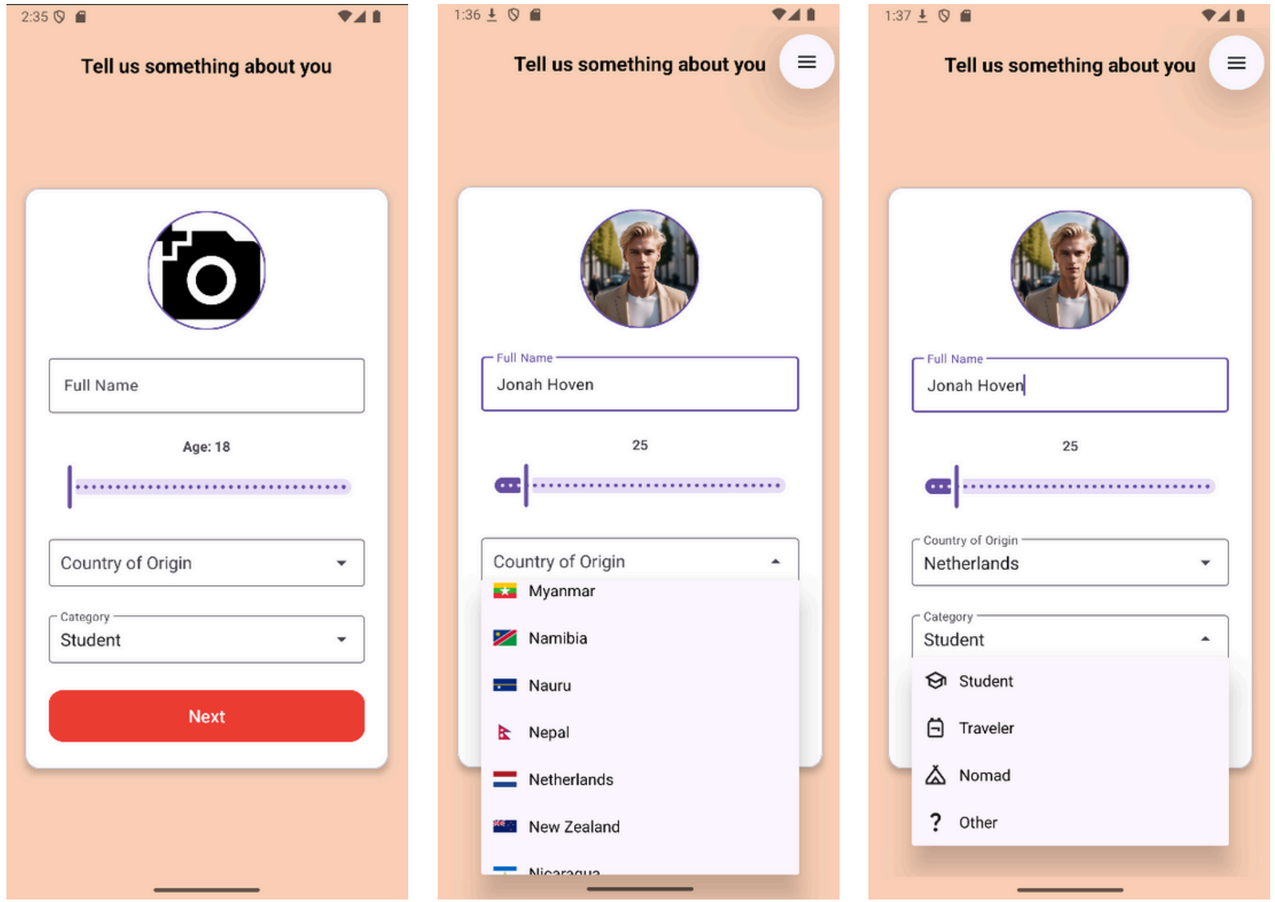






Google Design

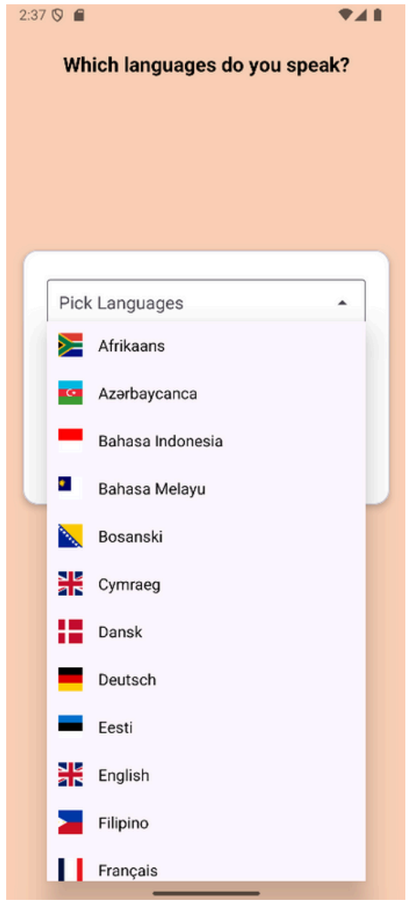
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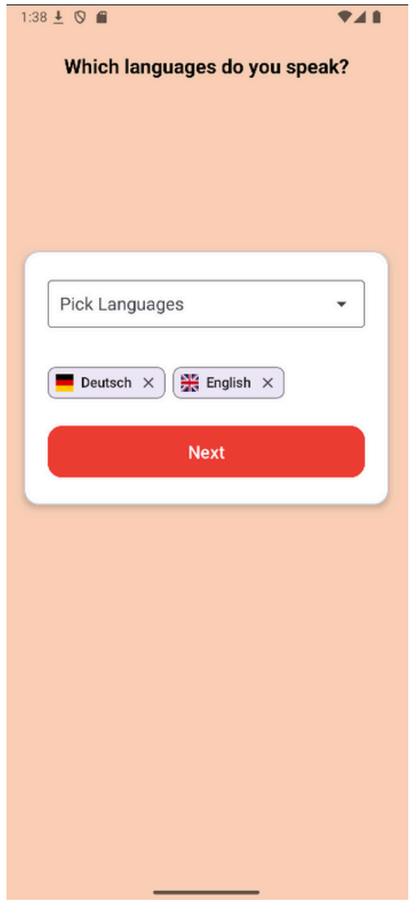


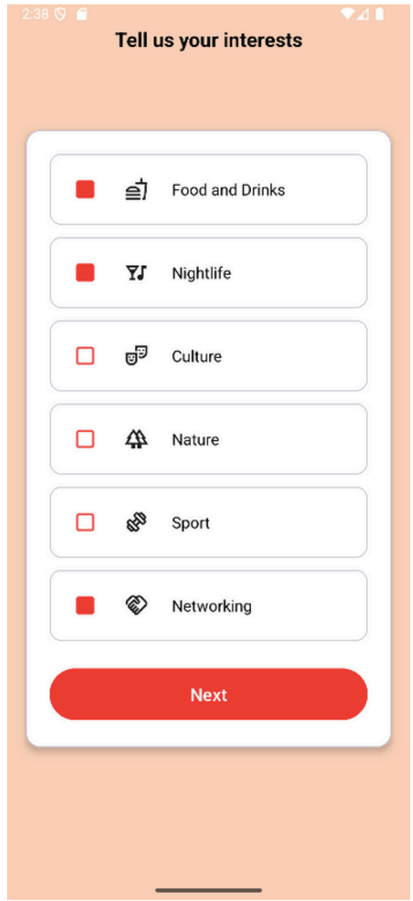




IMPLEMENTATION: PROFILE CREATION







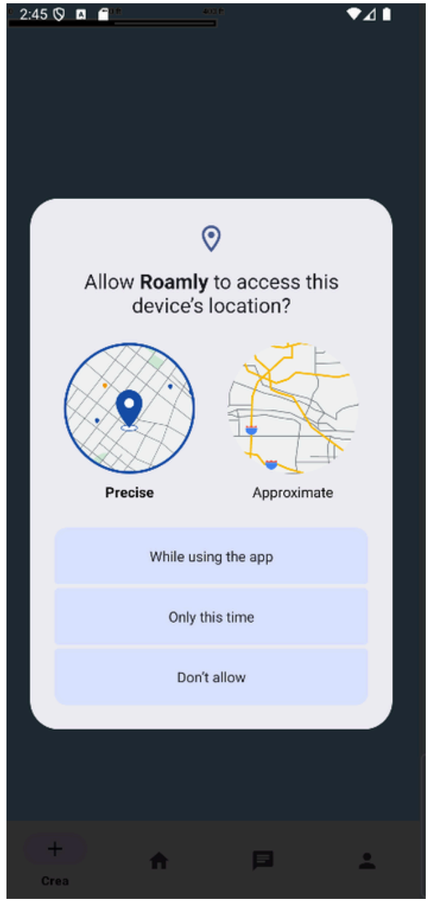


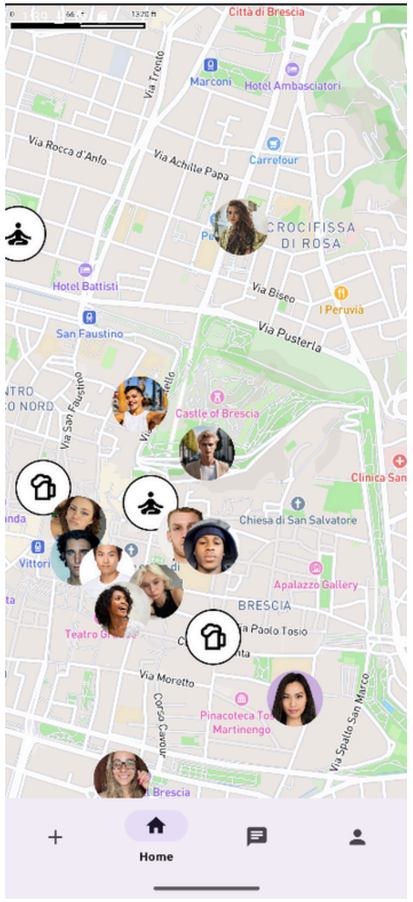


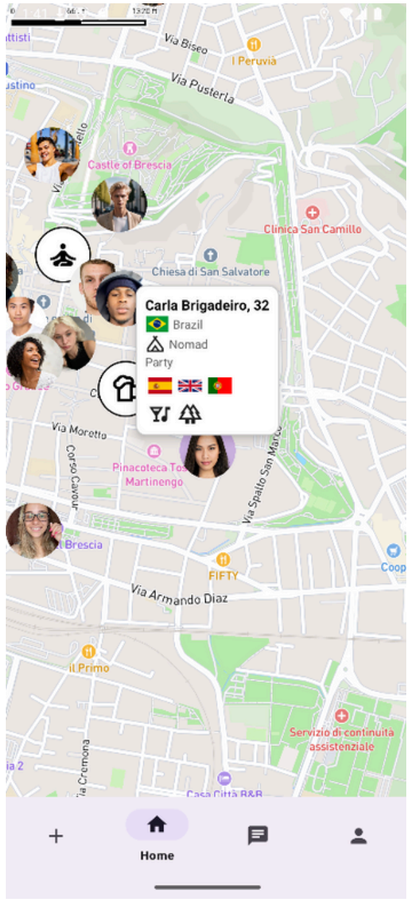


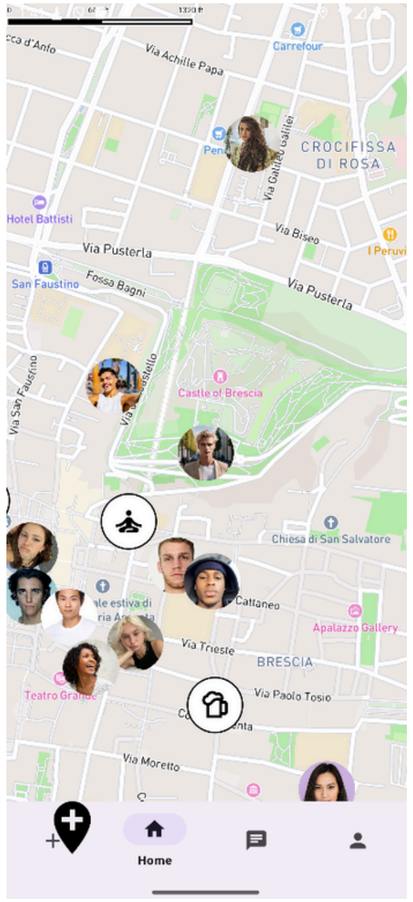
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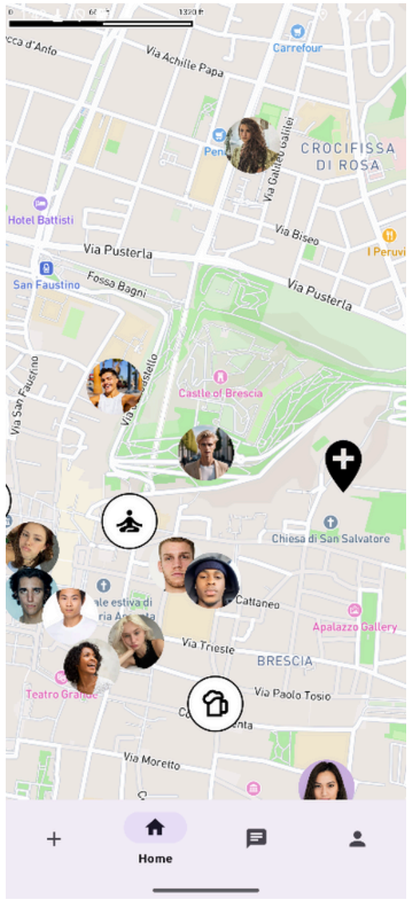
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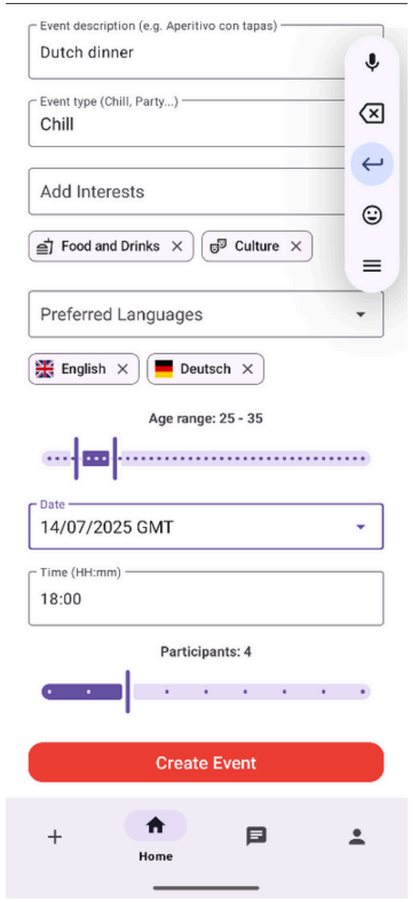


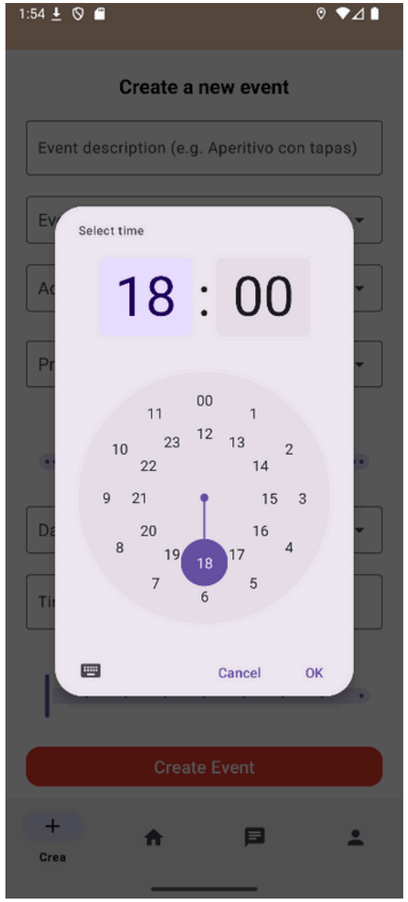


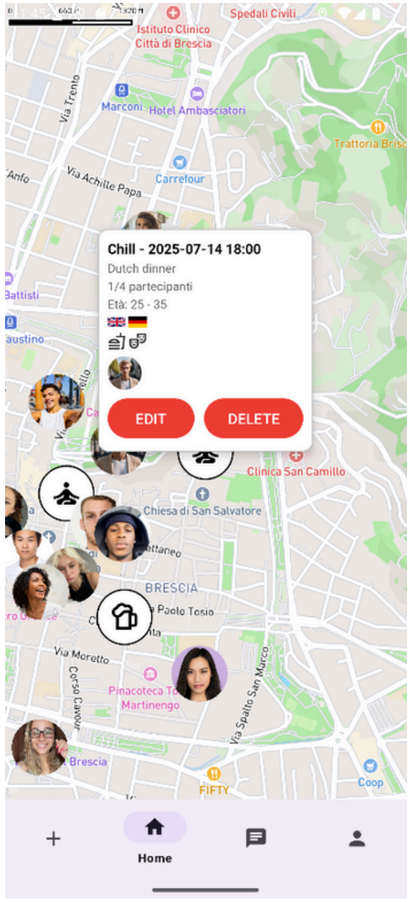




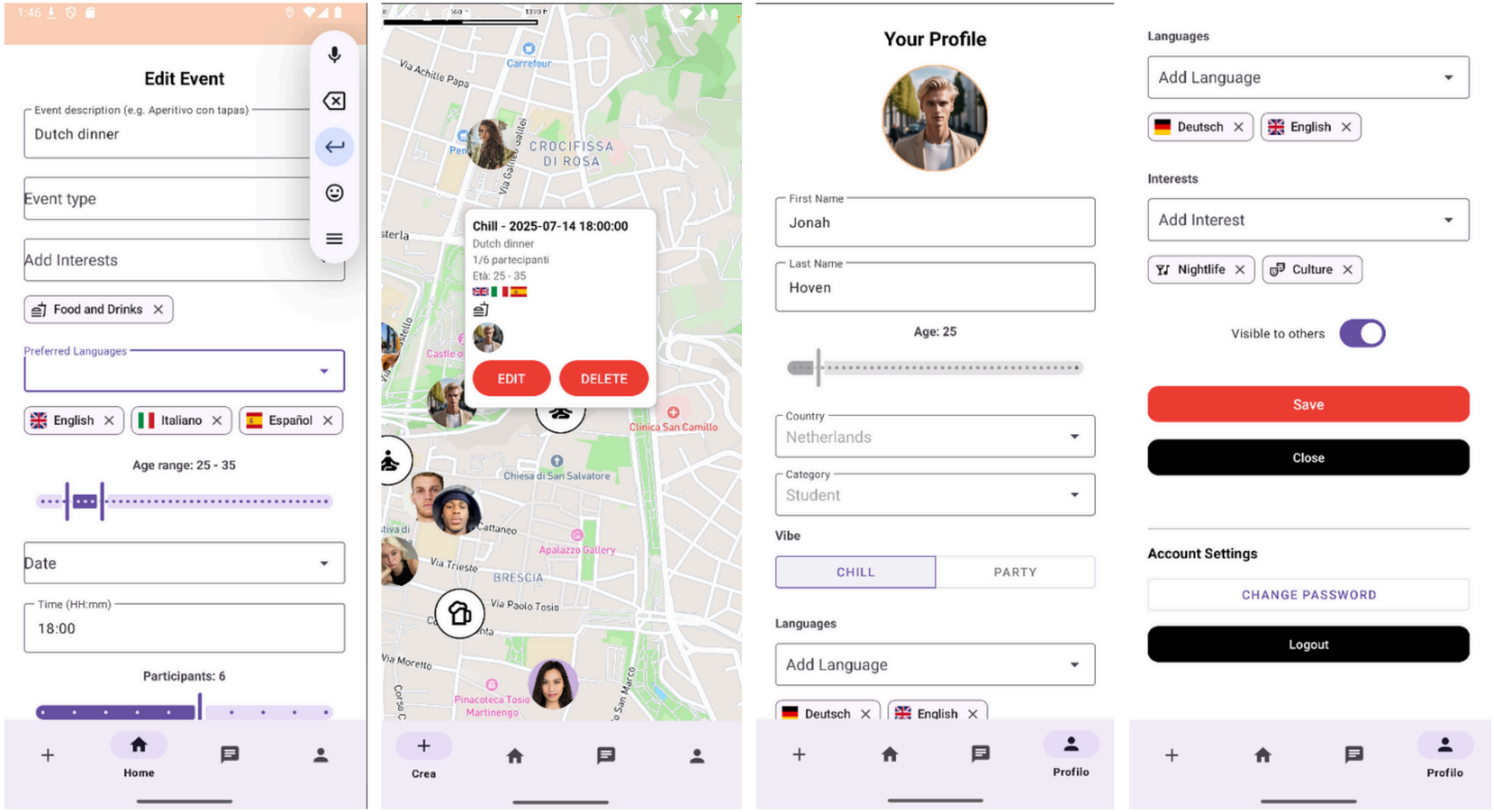
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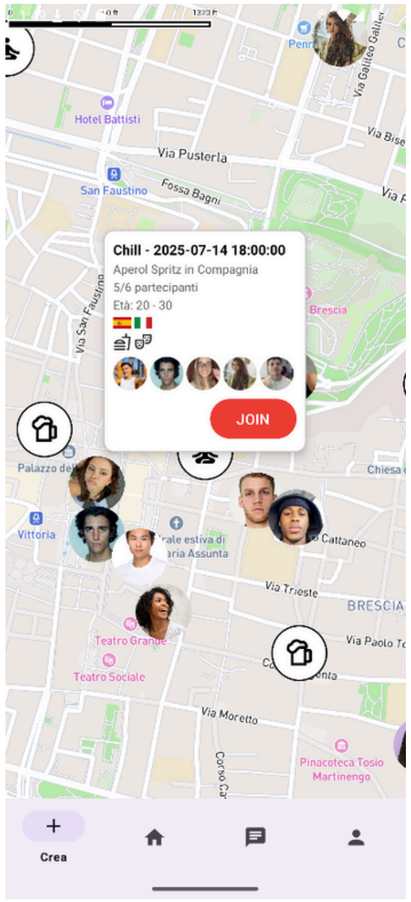


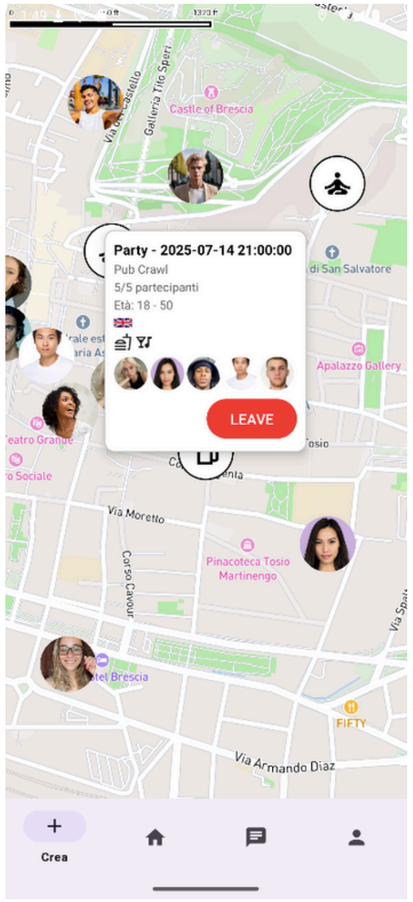


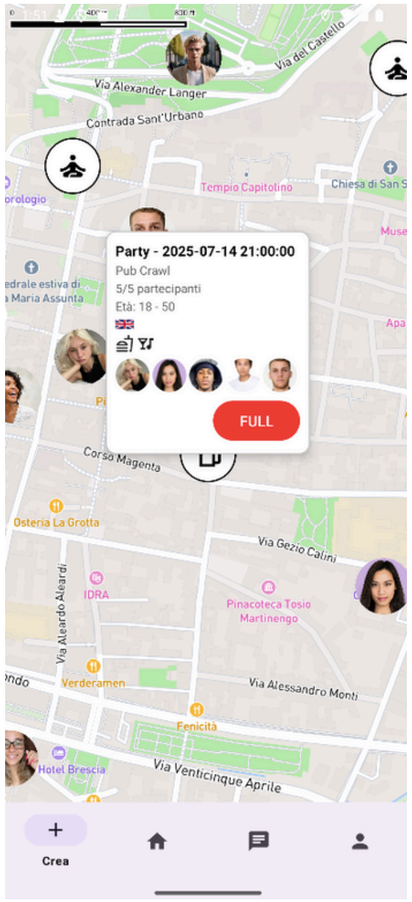
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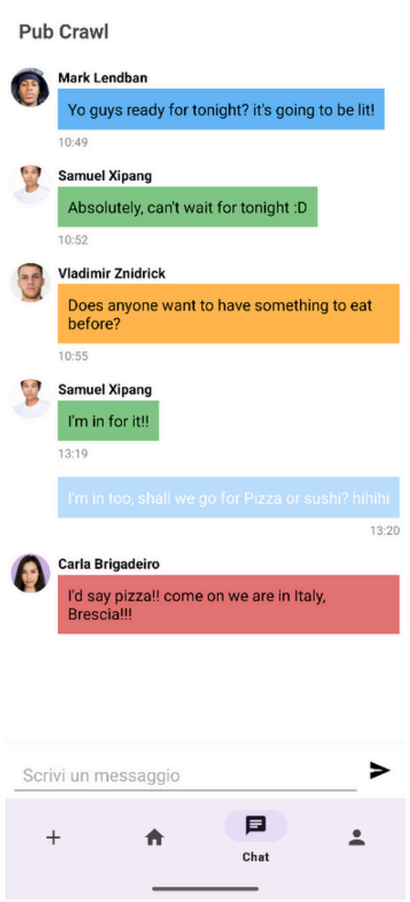
IMPLEMENTATION: HOME











IMPROVEMENTS

- FILTRO E COERENZA PARTECIPAZIONE EVENTI: BLOCCARE ACCESSO / VISIBILITÀ EVENTI SE L'UTENTE NON RISPETTA I VINCOLI.
- AGGIUNGERE CHAT ONE-TO-ONE.
- UNIFICARE I LAYOUT DEI DROPDOWN CON UN FILE RIUTILIZZABILE.
- RLS PIÙ RESTRITTIVE.
- INTEGRAZIONE SUPABASE REALTIME: SOSTITUIRE IL POLLING CON CANALI REALTIME PER AGGIORNAMENTI LIVE SU MAPPA ED EVENTI
- ANIMAZIONI E TRANSIZIONI: INTRODURRE FADE-IN, ANIMAZIONI DEI MARKER E TRANSIZIONI.
- GESTIONE STATO E SESSIONE.
- CREAZIONE PROFILO ATOMICA: SALVARE IL PROFILO COMPLETO IN UN'UNICA TRANSAZIONE.
- CATEGORIE EVENTO AMPLIATE: SEPARARE EVENT_TYPE DA VIBE E INTRODURRE NUOVE CATEGORIE EVENTO.
- LOCALIZZAZIONE: STRINGS.XML E MULTILANG.
- NOTIFICHE PUSH PER MESSAGGI, EVENTI E INVITI.
- OTTIMIZZAZIONE BATTERIA: RIDURRE FREQUENZA AGGIORNAMENTI GPS.
- SICUREZZA E VERIFICA ACCOUNT.
- CLUSTERING MARKER, EFFETTI LOADING...