



TOURISM PROJECT STUDENTS DIGITAL TOOL: MARVEL APP

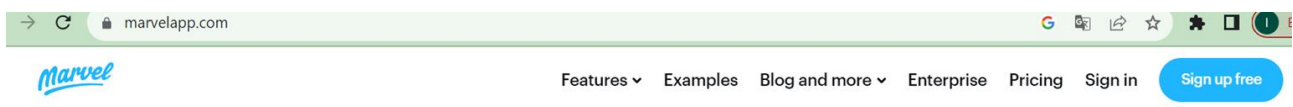
Marvel App it's a freemium digital platform that allows you to prototype mobile applications without the need for programming knowledge.

The use of mobile applications is very widespread among young people, in particular, and nowadays, companies and users in general demand them.

For the project's objectives and the curricular requirements of the training cycle, this tool is highly suitable. Additionally, this tool allows us to work on an idea in multiple languages and also provides options for an audience with functional diversity, as the project required the design of an inclusive application that is accessible to everyone.

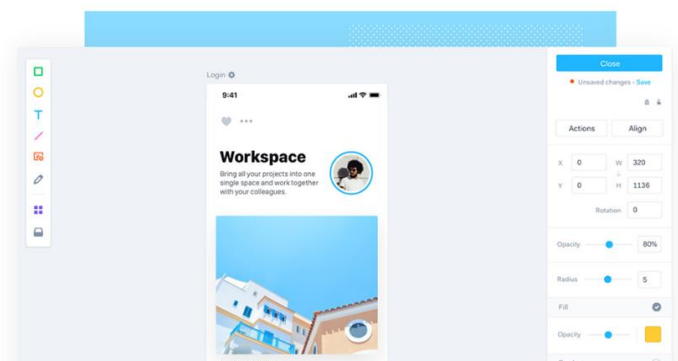
Furthermore, when a project has a visual and interactive outcome, it is very motivating for the students and helps them understand the concept of user experience, which is crucial in the advertising and marketing sector.

First step: sign up on the platform using an email account.



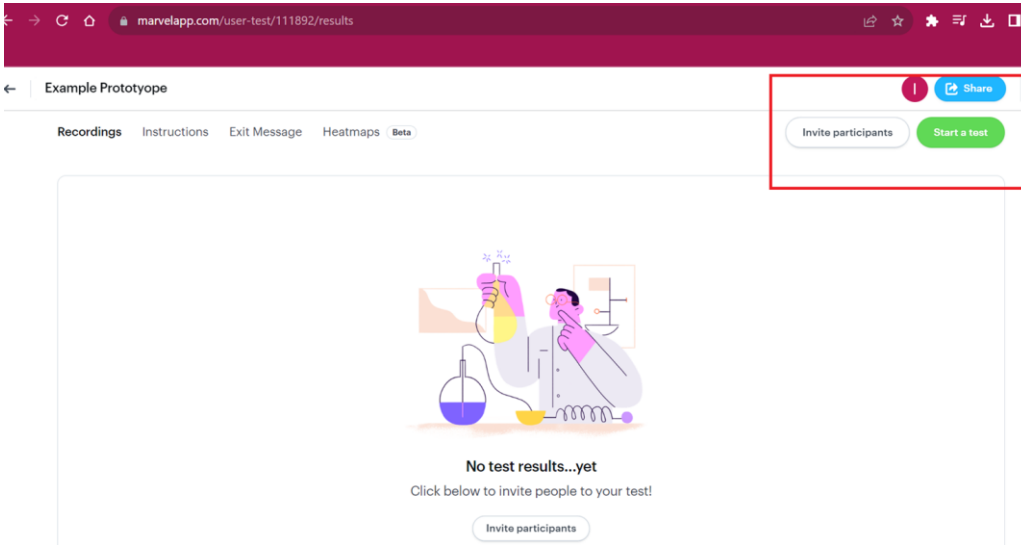
Rapid prototyping, testing and handoff for modern design teams

Marvel has everything you need to bring ideas to life and transform how you create digital products with your team. Placing the power of design in everyone's hands.

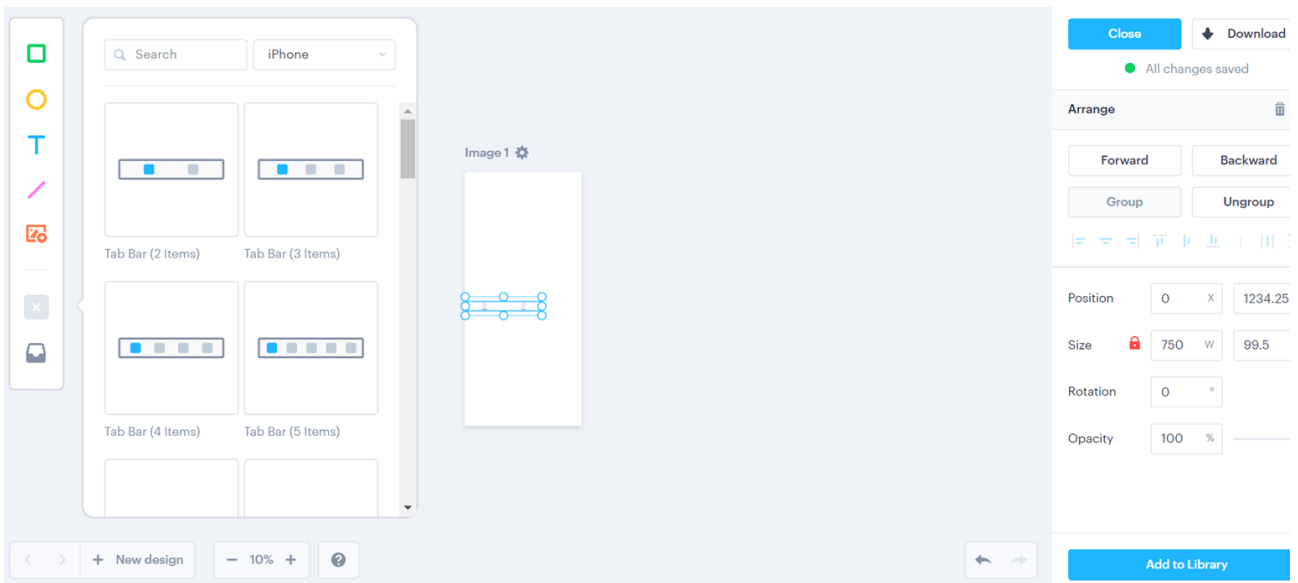


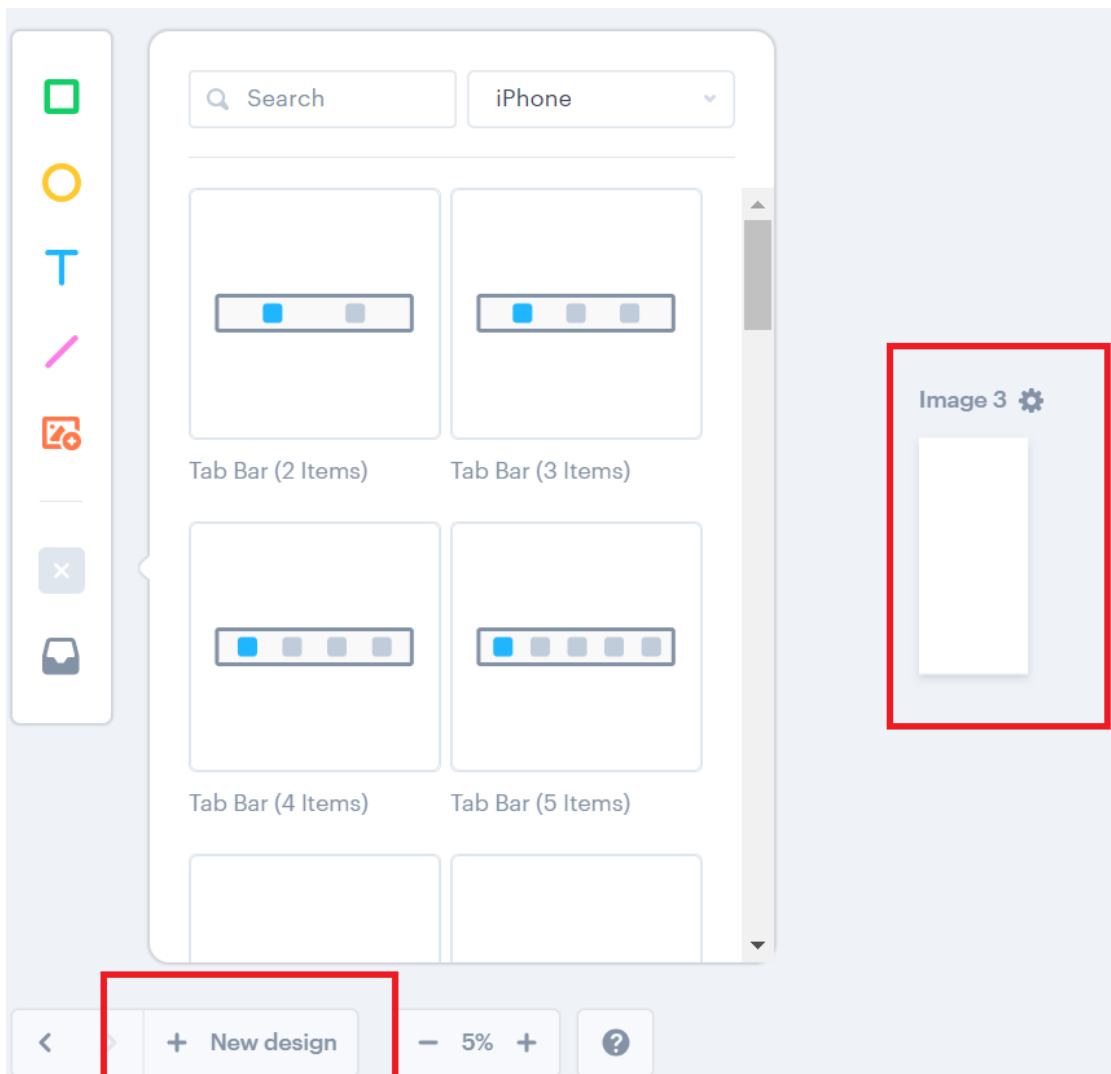


Second step: title the project and invite the different collaborators, team members, including mentors or faculty:



Third step: start designing the various screens. It's worth mentioning that the platform allows the use of external image files, such as photographs, which, in our case, we captured using our cameras in the tourist areas of the city of Girona.





Through the interactive design of the various screens, it allows the development of the gamified tourism experience, which was the main requirement of the project aimed at young tourists.

It's also interesting to note the responsive design options that the application allows, demonstrating to students the importance of always considering this when creating online materials.



Project Settings

Project settings

Device type and orientation

Frame your prototypes in any device

iPhone X/11/12

Portrait

- Android
- Pixel 4
- Apple Watch
- iPad
- iPad Pro 11"
- iPhone 5
- iPhone 6/7/8
- iPhone 6/7/8 Plus**
- iPhone X/11/12
- Website/TV

App Icon

Add an application icon to your prototype

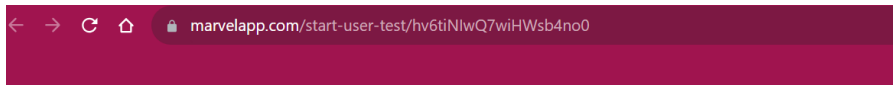


Background colour

Change the colour behind your screens

#FFFFFF

Finally, the platform allows you to perform a test to interact with the created application prototype and experience how a user would use it.



Instrucciones

¡La prueba ha comenzado! Interactúa con el prototipo y, si has habilitado la cámara y el sonido, cuéntanos tu opinión.

Detener la prueba **Ocultar instrucciones**



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A real-life **example** created by our students:

[Example of visual final result](#)