



Designing an Itinerary Feature for Yelp

Problem

Our class project brief envisioned Yelp wanting **to increase user engagement** by creating an itinerary feature for its product.

Solution

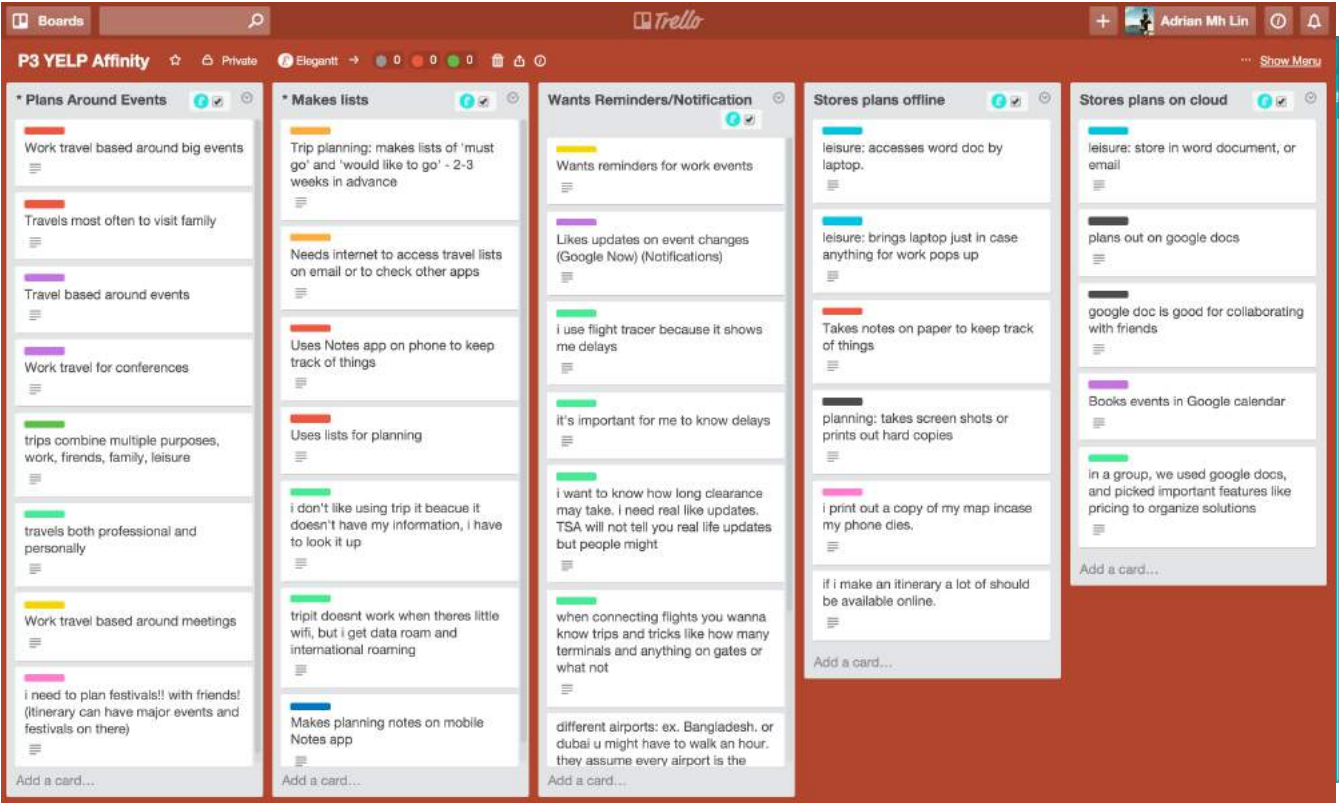
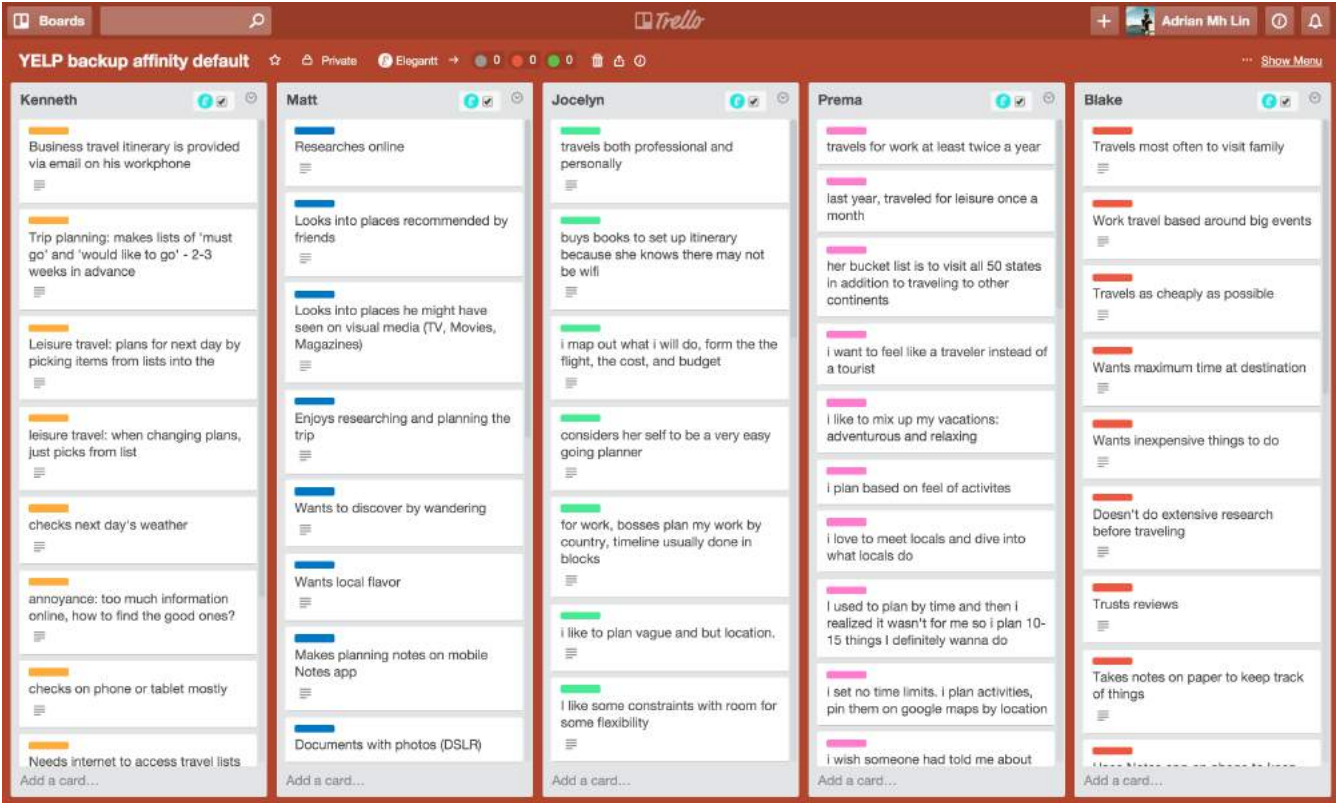
We designed an **itinerary feature** for Yelp that addressed the needs of the users and tested it until its design was easily understood.

My role

Aside from being the project manager, I focused on **wireframing, prototyping, and user-testing** in this project.

Synthesizing data

After screening interviewees and gathering their data, **we used Trello to identify patterns** in user behaviors.



Philip



Mr. Go with the Flow

- Travel Frequency**
★★★★★
- Creates Itineraries**
★★★★★
- Documents Trips**
★★★★★
- Tech Empathy**
★★★★★

“We'll figure it out when we get there. Relax, th
AGE 30
OCCUPATION Freelance Graphic Designer

Philip is a Freelance Graphic Designer and self-proclaimed design inspiration, he enjoys riding his bike around the city photographs. He considers himself a “go with the flow” type who loves finding new things before they become popular.

Philip likes to visit areas within a reasonable driving distance to make a short list of the main things he wants to accomplish at a specific location. Outside of that, he is more interested in finding something or until he gets suggestions from the locals. He enjoys taking photos while traveling. He also has a travel journal of his experiences.

- NEEDS**
Maps
Location-Based Information
Minimal User-Input
Intuitive Layout
- PAINS**
No Internet Data
Reviews from Non-Locals
Poor Design

PRIMARY

Tobi



Fun Finagler

- Travel Frequency**
★★★★★
- Creates Itineraries**
★★★★★
- Documents Trips**
★★★★★
- Tech Empathy**
★★★★★

“Can I fit this in between meetings? I'll check my schedule.”
AGE 23
OCCUPATION Architectural Intern

Tobi is an Architectural Intern finishing up her Master's Degree. She spends a lot of time studying and working but likes to visit museums and attend cultural events when she has the time. She likes hanging out with her friends but also doesn't mind experiencing new things on her own.

Since she needs to meet with clients and do site visits regularly, Tobi travels quite frequently for work. After setting up most of the schedule, the Office Admin emails all the details to Tobi. Work itineraries are very rigid, and there usually isn't a lot of free time, but she tries to fit some activities in where she can. If anything, makes sure to find a few good places to eat while on business trips.

- NEEDS**
Schedule Events by Time
Ability to Add or Sync Meetings
Reminders for Work Events
Notifications for Planning Changes
- PAINS**
Receiving Suggestions Too Far Away
Getting Stuck in Crowded Places
Too Many Suggestions

SECONDARY

Creating the personas

From this data we created personas to make tangible the users we are serving as well as **clarify how we can best serve them.**

Must	Should	Could	Won't
<ul style="list-style-type: none"> ❖ Allow travelers to create itineraries with designated locations and services ❖ Allow travelers to record their actual experiences ❖ Allow travelers to view itineraries offline 	<ul style="list-style-type: none"> ❖ Allow for organization of travel plans based on time, categories, preferences of traveler(s) ❖ Be mobile friendly ❖ Allow for reading and writing reviews ❖ Allow for collaboration with travel partners 	<ul style="list-style-type: none"> ❖ Convert between imperial and metric measurements as necessary ❖ Allows travelers to store information while offline to later update when online ❖ Connect to <i>Google Calendar</i> to allow travelers to pull relevant information as necessary ex: flight details 	<ul style="list-style-type: none"> ❖ Allow travelers full access to Yelp's database offline

Feature prioritization

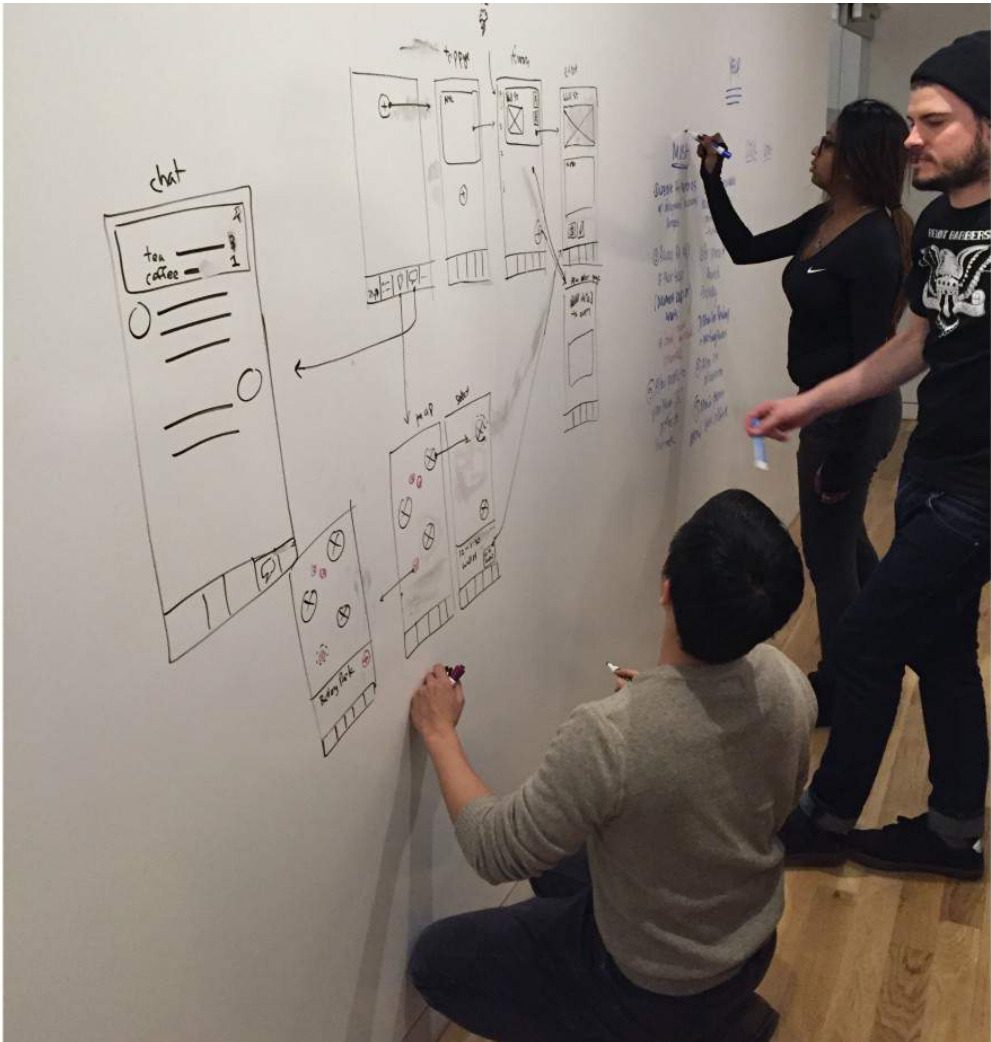
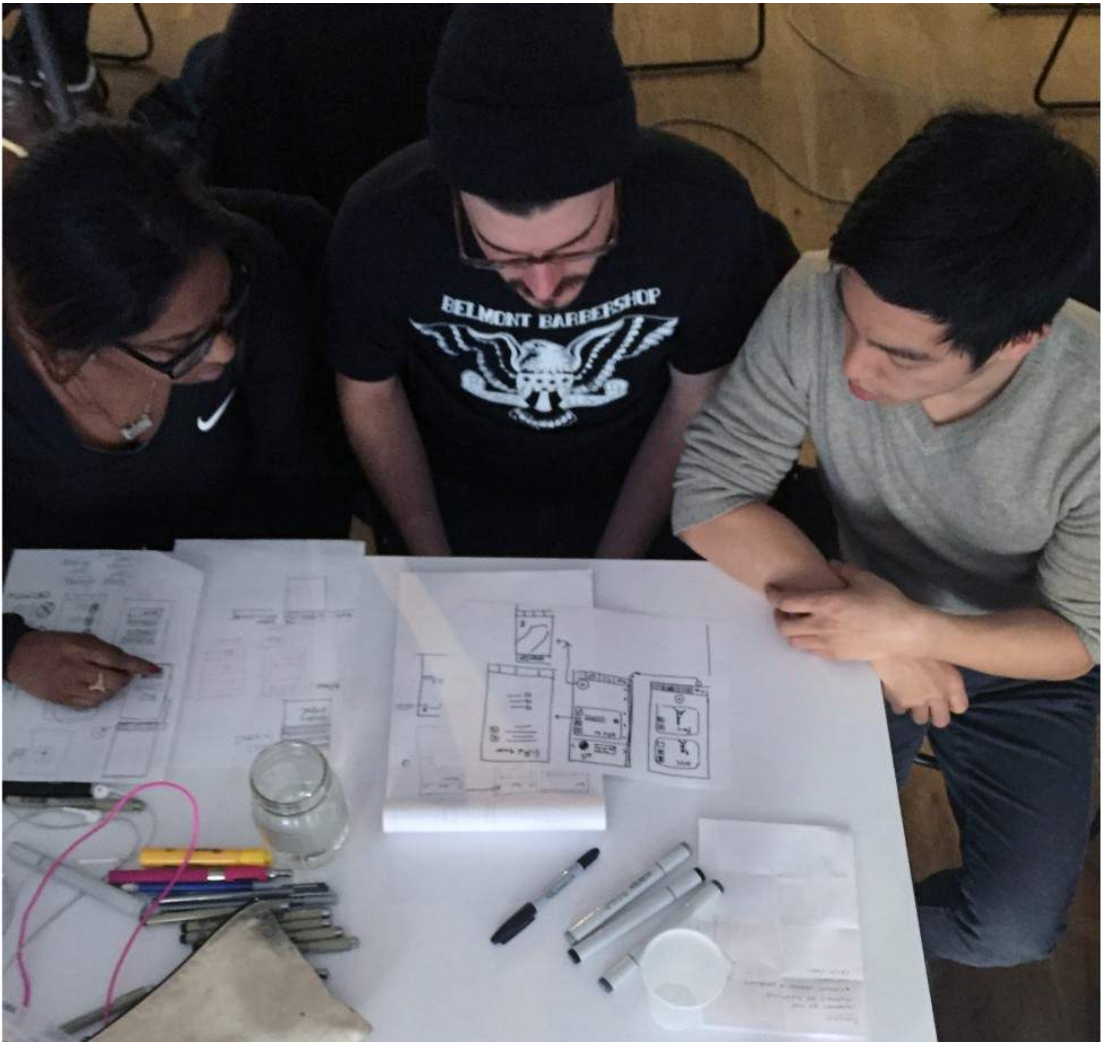
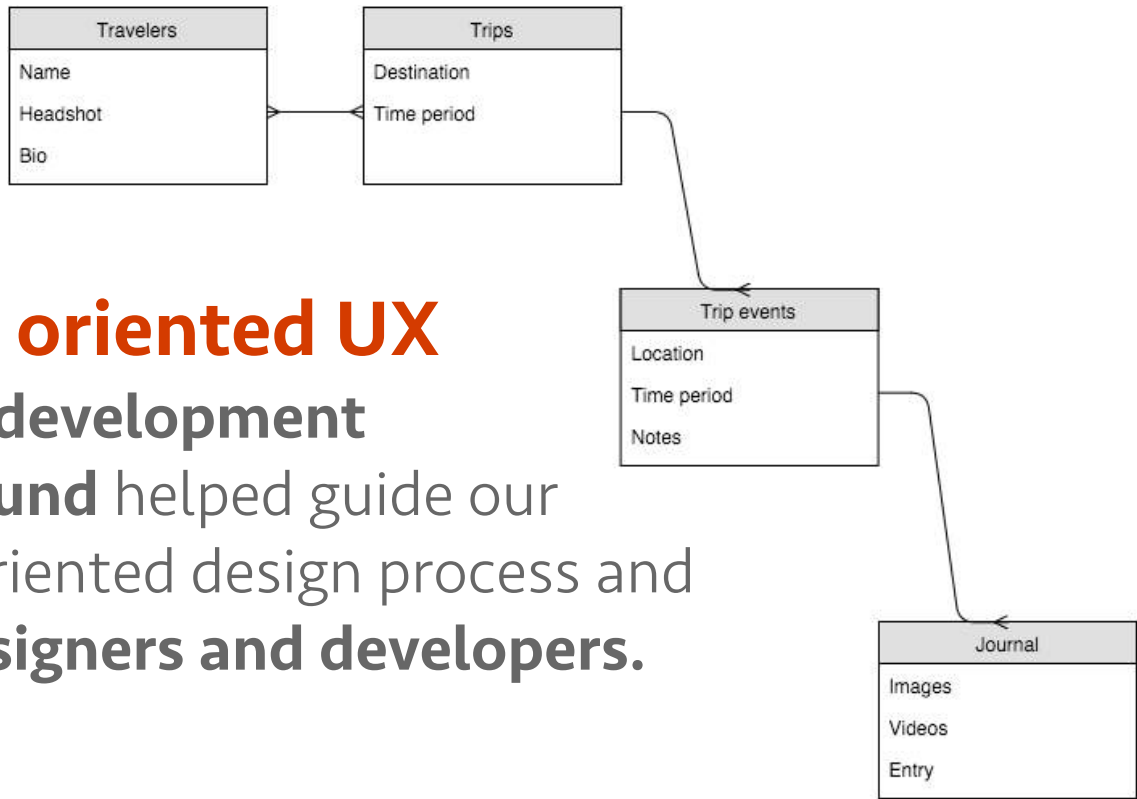
We **prioritized our personas' needs** to identify a **minimum viable product** to fit the project time constraints.

Group design sessions

After deciding on the features, we started **sketching as a group** and **designing the wireframes** for our designs.

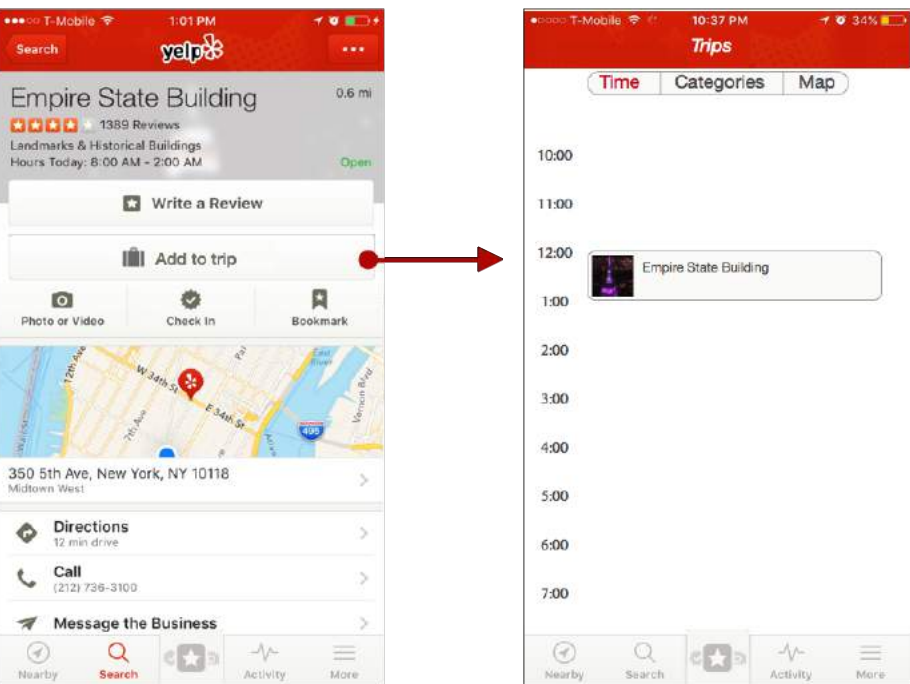
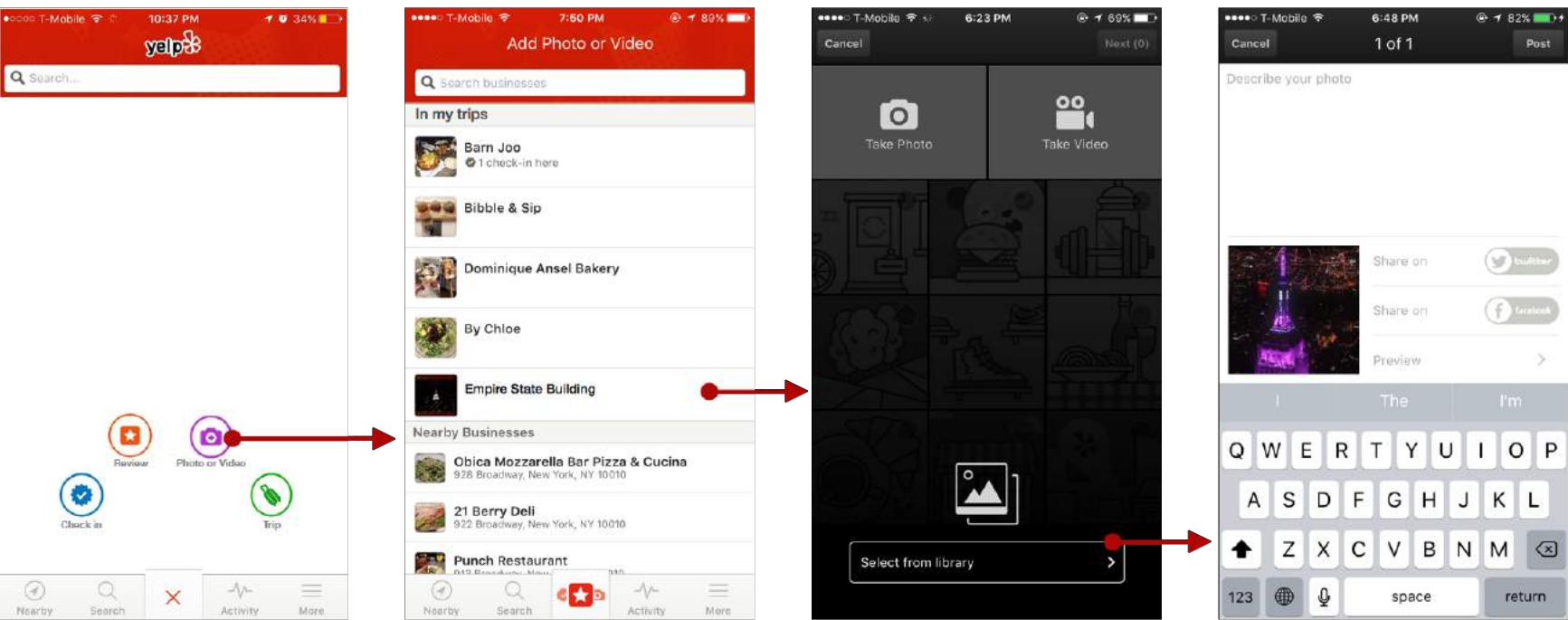
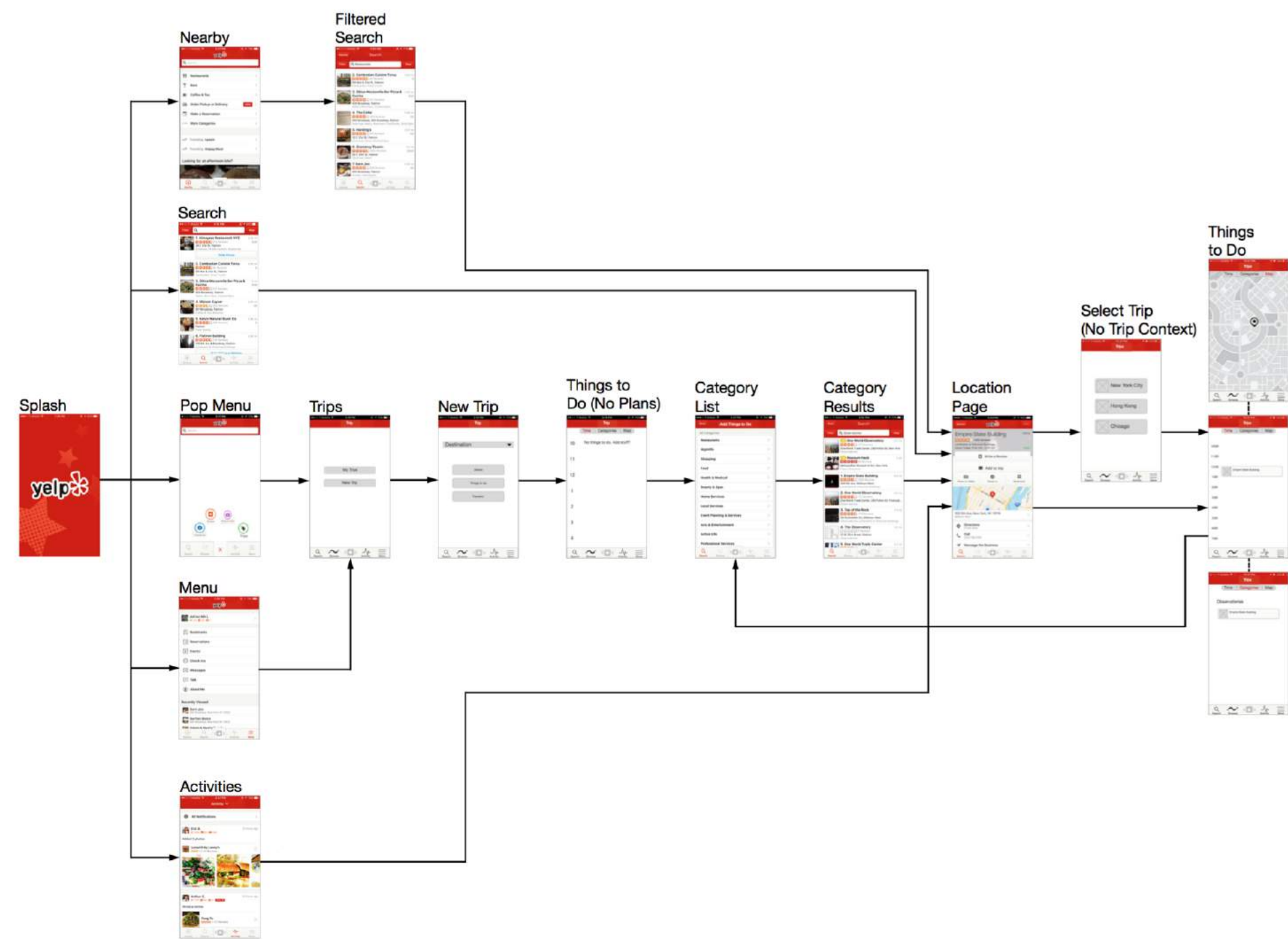
Object oriented UX

My **web development background** helped guide our object-oriented design process and **align designers and developers.**



Understanding the app flow

To understand where the feature would fit in the current app, we mapped out the app map and user flow, combining them into a hybrid app flow.



Prototyping, testing, and iterating

We tested out several designs and iterated to **improve areas users found difficult**. When no more errors were found, we finalized the project.