Pocket Marshal

"Our goal is to bring people together, on one platform to share and build their ideal trip."

Problem

Many people travel with groups of five plus individuals, the stress of planning a trip with that amount of individuals can be daunting. Furthermore, making many people plan their next trip with fewer family or friends.

Solution

Pocket Marshal is a travel app that creates a easy step by step process helping travel groups coordinate an event with ease,
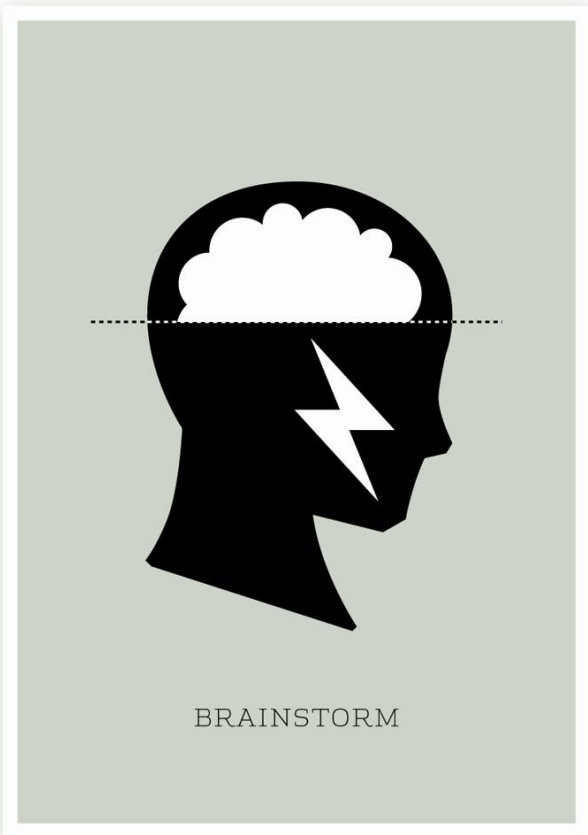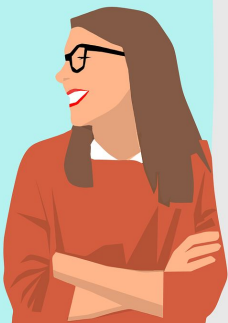
BRAINSTORM

Research Plan

1. Create Proto-persona
2. Create research objective.
3. Create top 5 research questions.
4. Create a interview script.
5. Interview 5 Subjects and records data.
6. Send a survey out.
7. Create affinity diagram to organize data.
8. Choose key points to implement/ feature in design
9. Use Priority method to decide what is feasible and focus core for application.

9:41

Pocket
Marshal

Let's plan together.
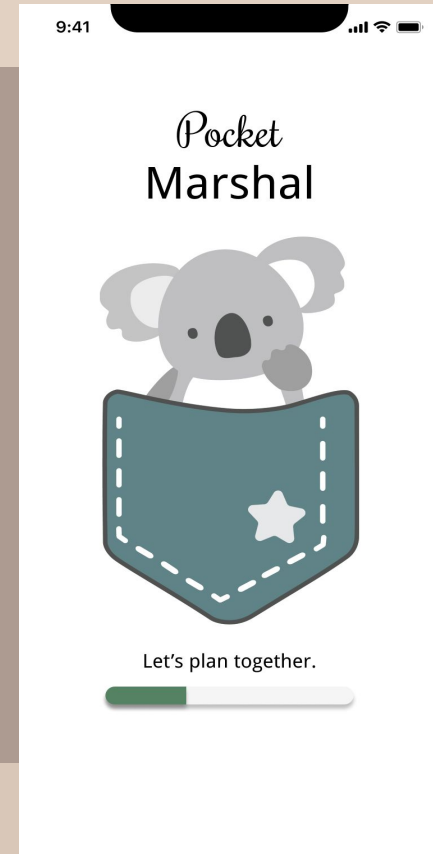
Proto-Persona

Gwen McPhee

Age: 34

Education: Bachelor's in computer science

Occupation: Librarian

Status: Married/no kids

Location: San Francisco

Personality
-Social butterfly
-Athletic (softball)
-Not organised
- Positive
-Idealist

Interest
-Softball
-Socialising with her friend and family
-Discovering new places to eat.
-Social Media
-Books

Needs/ Goals
-Want to be more organised.
-Wants to go on a family and friends trip to Miami.
-Wants to keep family involved on process of planning the trip.

Frustrations
-Wants one device to keep track of planning trip.
-Wants to be able to share with family and see their input.
-Wants to plan this trip as a team.

3

Researcher's Questions

Let's learn about our user's.

1. How common is it for people to travel in a large group?
2. When creating a trip how involved is a group in planning?
3. What are some parts of planning a trip that are creating issues?
4. What are some Important things during planning a trip that gets forgotten?

1x1 Interviews

"As a user researcher, I want to understand what is important to a group trying to organise a trip as a team."

Links:
Interview Excel

Monkey Survey

Affinity Diagram

George
"I like to travel with friends, but it's hard to decide on dates and locations. Also keeping track when we decide, so we don't get mixed up."

Victor
"I like to travel in a group it's more fun. I hate not sticking to our budget list we end up buying more then what is needed."
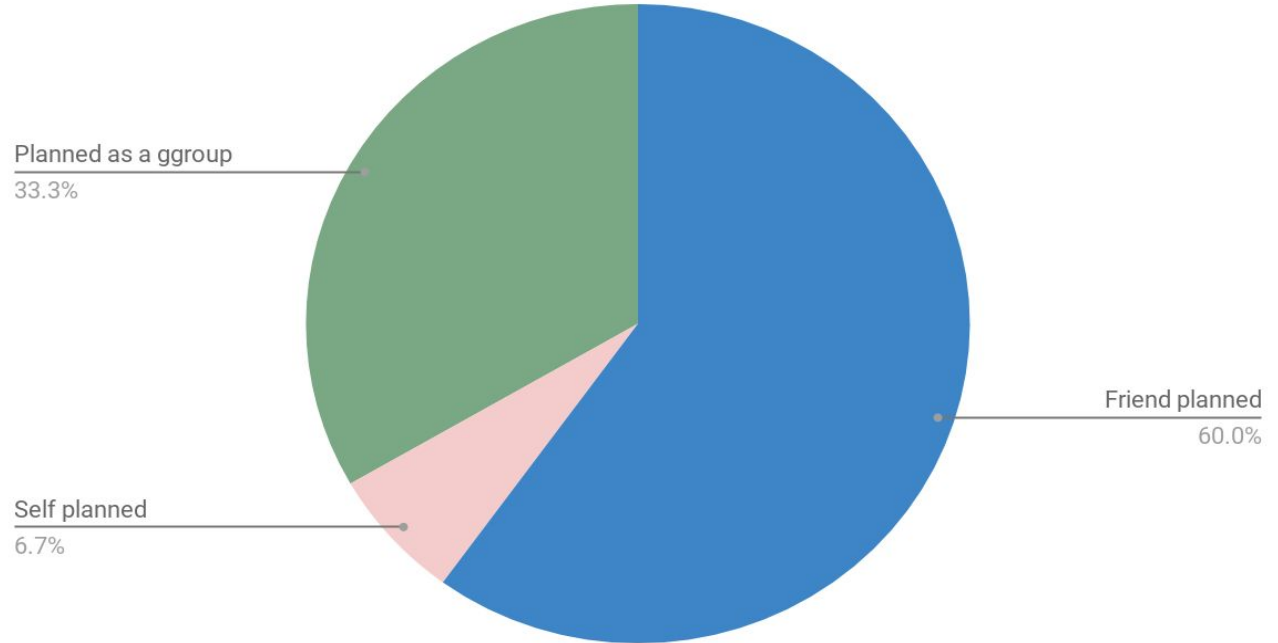
Erwin
"The problem with traveling in a group is keeping track of who paid for what. Like did they pay me back? Do I owe anyone?"

Research data

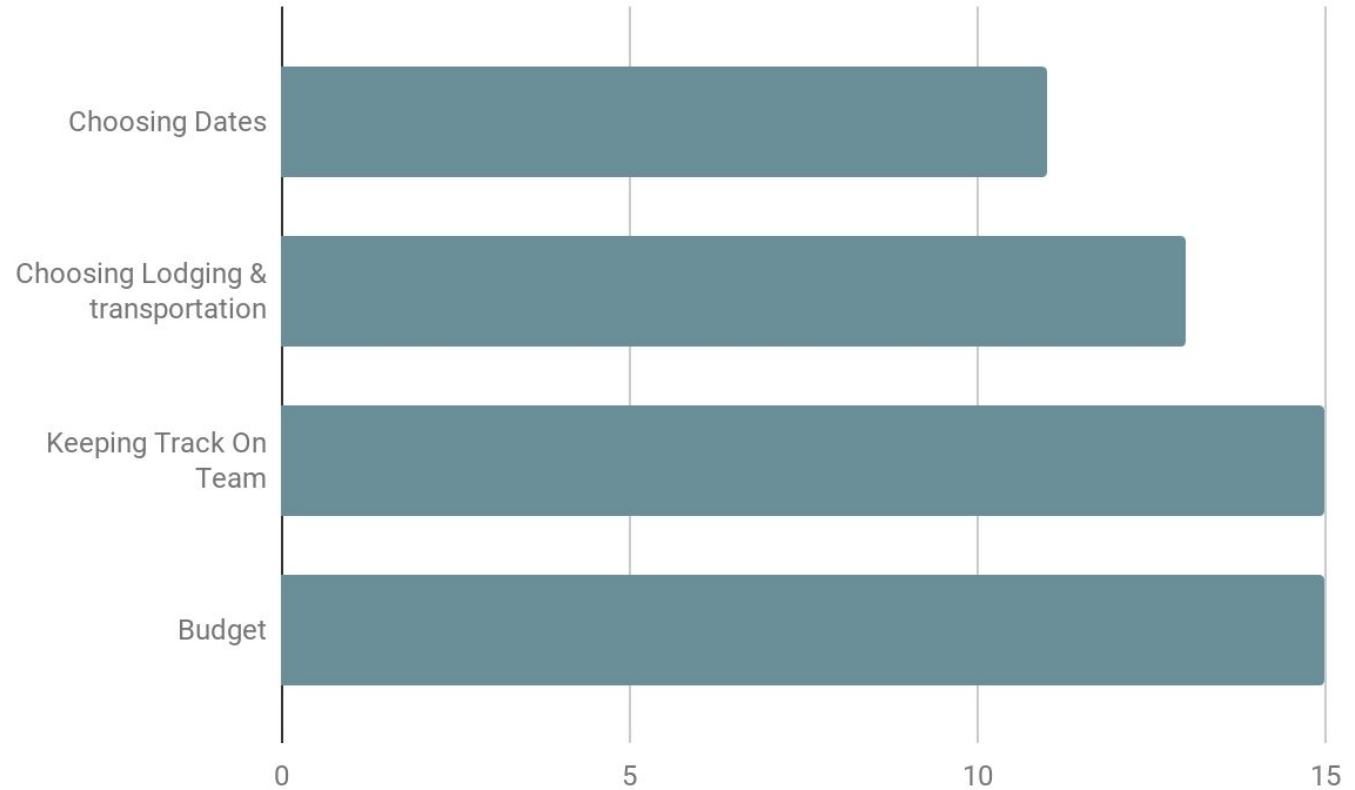"What we gathered from our research is that most of the group is not involved in planning the trip."

Who is involved with planning a trip?

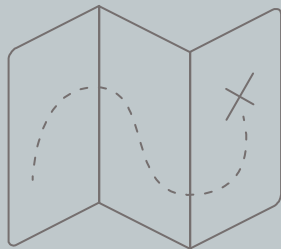- Planned as a ggroup 33.3%
- Self planned 6.7%
- Friend planned 60.0%

"We also discovered it is difficult to keep track of budget and the team's progression."

Empathy Map

Tracy Sanders

Miro Link

Says
"I prefer to lead, but there has to be an easier way to stay on top of things."

Think
How can i make everyone feel like we are a team in the plan?

How can we make it easy to share and update everyone?

Does
She create an excel sheet and document to record travel plan and budget. She send text/email and calls group to keep them updated.

Feel
Overwhelmed
Puzzled
Excited
Rushed

Pain
Her pains is keeping track on group and communication. Updating all documents for trip plan and sharing those docs to group.

Gain
Everyone will feel as a team. All details of trip will be saved and shared. Makes process easy and avoid disagreements.

Tracy Sanders

Age: 36
Work: Sales
Family: Married , Kids, Pets
Character Type: Extrovert, leader

About
Tracy is a sales associate, mother, and pet parent, when it come to vacations she tends to spend it with her family to reconnect. She likes to lead and take charge, she is super family oriented and loves making her family opinions heard. She wants her family to be involved with the process so that way the have a enjoyable experience.

Goals
She needs to plan a trip with her family and make them feel involved in the process.
She is busy being a wife mom and provider that extra projects drains her energy so she needs an easy way to stay on top of things.
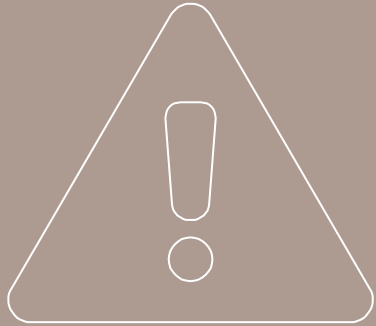
Frustrations
She hates when disagreement breaks out among the family.
She dislikes the stress that comes with planning,
 She dislikes when her family feels discouraged or end up bailing because of the pain of organizing as a team.
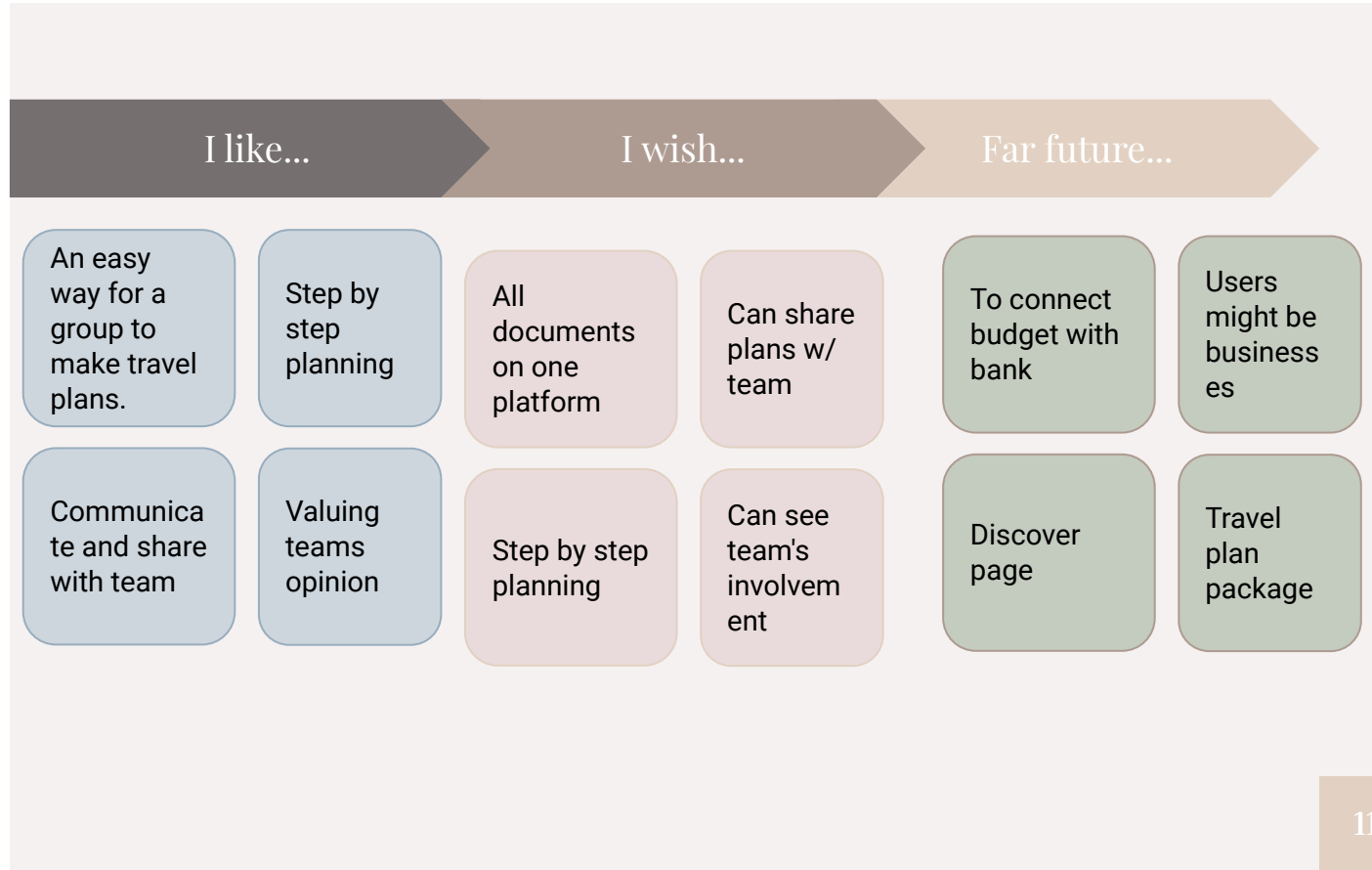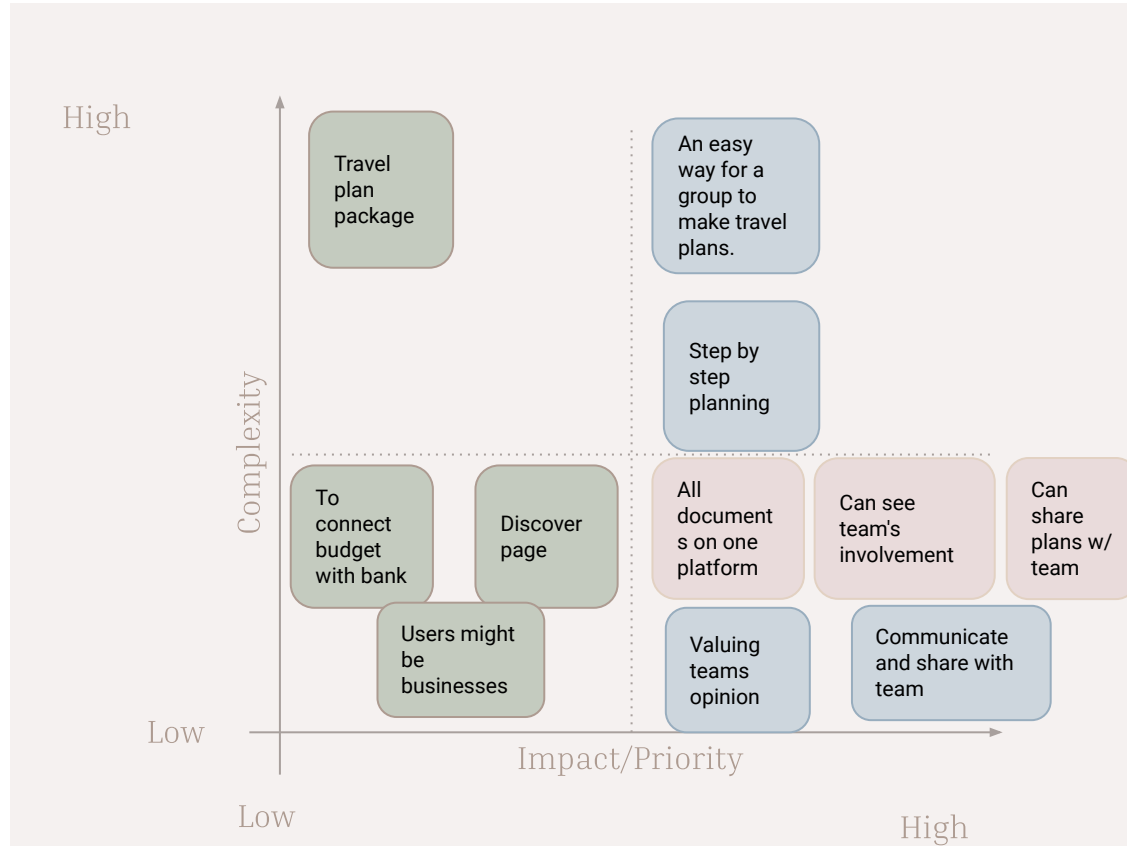
Problem Statement

"

It is hard for friends/families to collaborate and plan a trip. Many people face similar issues that consist with tracking documentations, budget,family/friends progression, and over all communication.
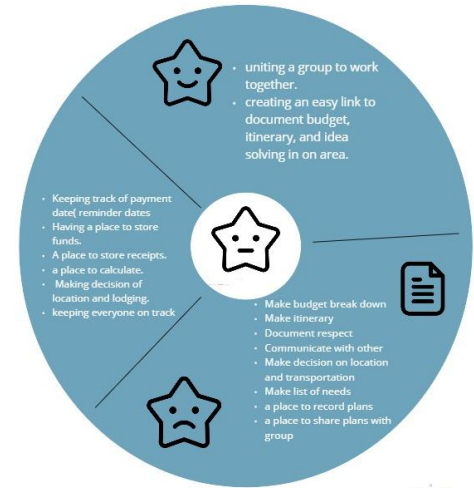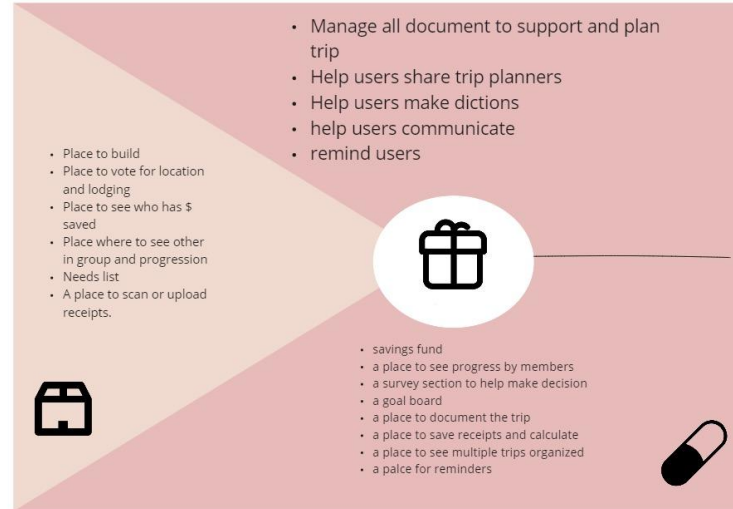
I like,
I wish,
Far future
Method

I like...		I wish...		Far future...	
An easy way for a group to make travel plans.	Step by step planning	All documents on one platform	Can share plans w/ team	To connect budget with bank	Users might be businesses
Communicate and share with team	Valuing teams opinion	Step by step planning	Can see team's involvement	Discover page	Travel plan package

Priorities Method

High

Travel plan package

An easy way for a group to make travel plans.

Step by step planning

Complexity

To connect budget with bank

Discover page

Users might be businesses

All documents on one platform

Can see team's involvement

Can share plans w/ team

Valuing teams opinion

Communicate and share with team

Low

Impact/Priority

Low   High

Value Proposition Chart

- Manage all document to support and plan trip
- Help users share trip planners
- Help users make dictions
- help users communicate
- remind users

- Place to build
- Place to vote for location and lodging
- Place to see who has $ saved
- Place where to see other in group and progression
- Needs list
- A place to scan or upload receipts.

- savings fund
- a place to see progress by members
- a survey section to help make decision
- a goal board
- a place to document the trip
- a place to save receipts and calculate
- a place to see multiple trips organized
- a palce for reminders

- uniting a group to work together.
- creating an easy link to document budget, itinerary, and idea solving in on area.

- Keeping track of payment date(reminder dates
- Having a place to store funds.
- A place to store receipts.
- a place to calculate.
- Making decision of location and lodging.
- keeping everyone on track

- Make budget break down
- Make itinerary
- Document respect
- Communicate with other
- Make decision on location and transportation
- Make list of needs
- a place to record plans
- a place to share plans with group

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13

Value Proposition Statement

Pocket Marshal is an app that helps people come together and plan a trip with ease. It includes all important docs in one like budget sheet, calendar, itinerary and goal board. It features a place to help make decisions , to keep track of other team mates progression, and scan receipts.

User Scenario

Tracey a wife, mother, and provider, wants to reconnect with her family and friends that live far from her. She wants to plan a where she can up keep documents share with her family and have them involved.

Persona

Tracey is 36, lives in San Francisco, travels with her distance family and friends to reconnect.

Scenario

Tracey is trying to plan a trip with family but their are not close by and all have different schedules.

Goal

A place where multiple people can plan an event with ease. A that helps make process easy step by step.

Storyboard
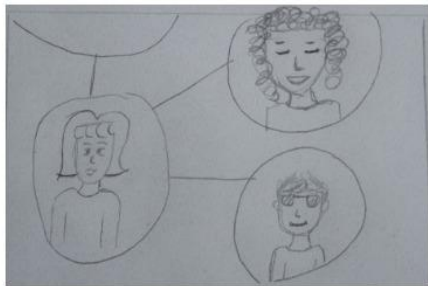
Tracy and her family are Planning a trip to go to San Diego.
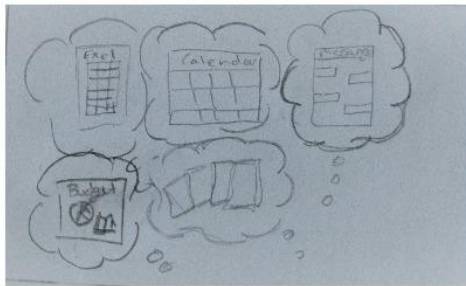
There are many documents she must juggle and share within her family, like itinerary, budget chart, and to do list .

Tracey finds an APP that does everything in one place, free, and easy to share with group.
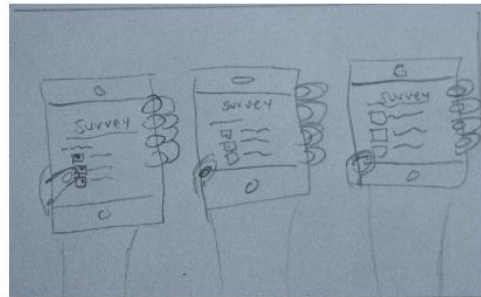
The family then downloads it. they begin to share vacation Ideas and votes on travel plans.
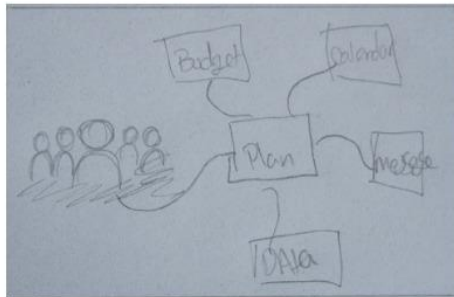
The family feel great now that there is an easy way to keep tabs on everything.

Tracey and her family loved the app so much they left a review and attached a photo from their trip.

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Journey Map

Task
Tracey registered and would like to start planning a family trip.

Motivation
To get her family together and plan a trip step by step with out disagreements or falling outs.

Context
She is working on her phone and connecting with her family on the go.

Log in / create account

My board/ profile

Connect with Family/ friends

Step by step decision making (idea post/ make vote)

Reminder dates/ Itenaray

Budget tracking

Achieve goals

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Competitive Analysis SWOT

	Strength	Weaknesses	Opportunities	Threats
True Bill	-Easy Flow -Identified hierarchy -connected to your bank	▬	A place where you can add/share with spouse.	Flow is put together really nicely
Tick Tick	-Simple to use, so clean looking. -how to use stepsas form as notifications.	▬	▬	Their flow on how to create a task and stay on track is really nice
Trip Budget	The subjects it has to budget is really neat	-background is to busy, to dark for font. It's connected to your bank.	Could be organised a little bit different so you minimize clicking	Having different items with in the trip budget.

Competitive User Flow Analysis

True Bill App

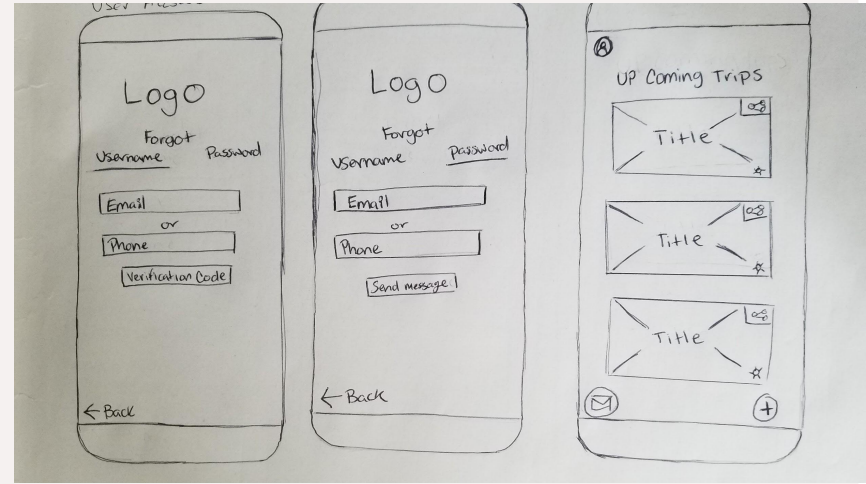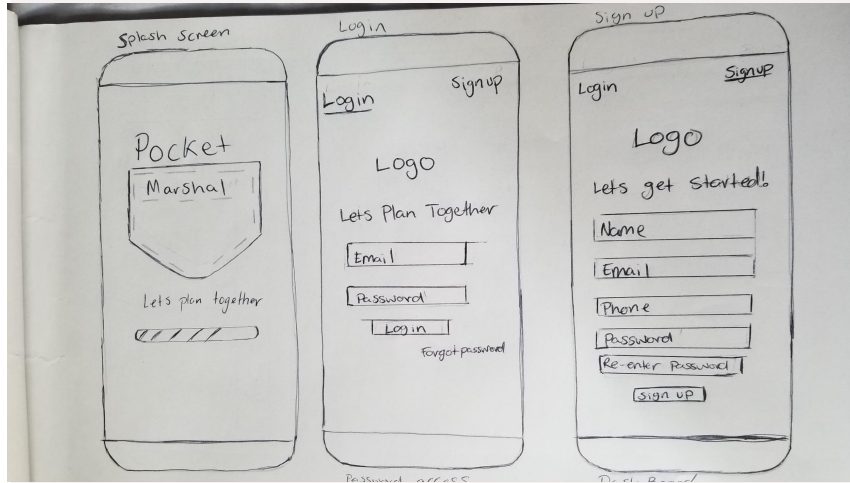| Steps	Thinking	Feeling
Steps -Type login info -Click sign on/enter -Dashboard scroll up/down -Click on recurring on nav bar -Scroll up/down -Look at due now	**Thinking** Logging in felt normal (auto pilot). The hierarchy of the nav bar has a nice flow into app.	**Feeling** Confident, Trusting, Prepared

Tick Tick

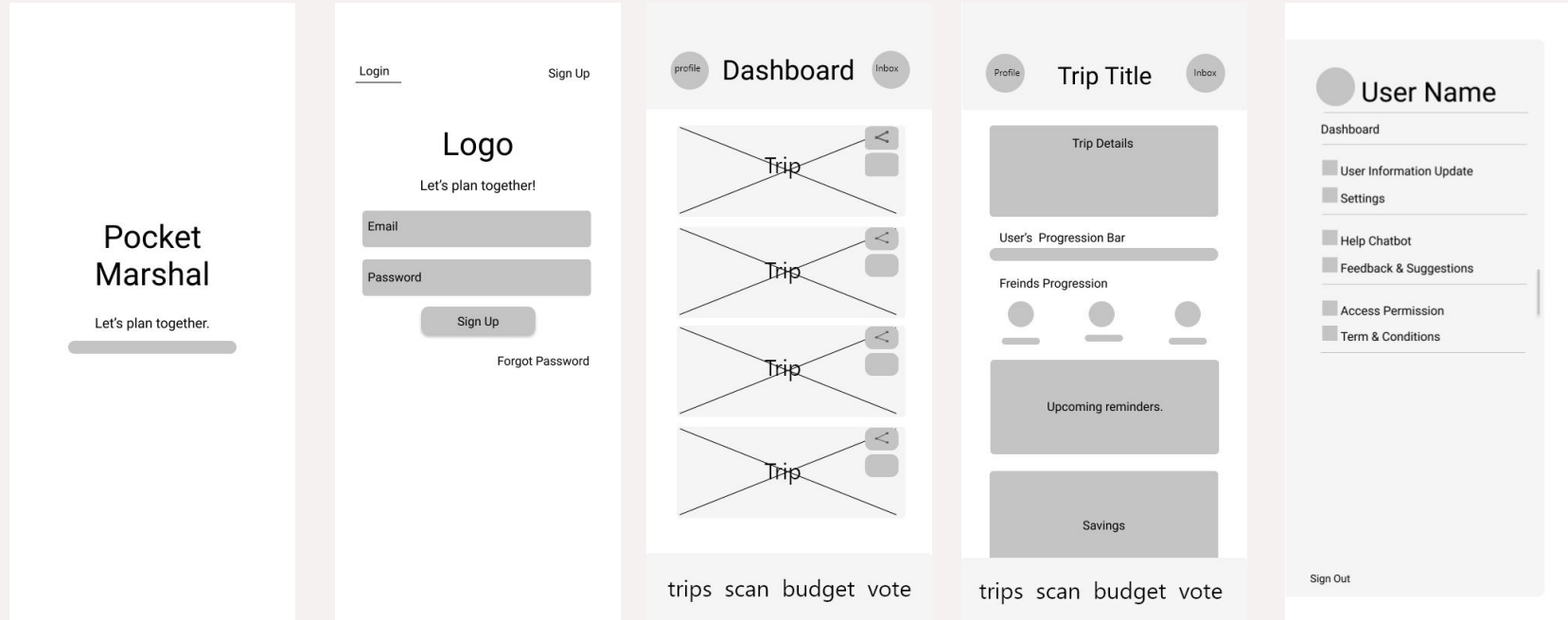| Steps	Thinking	Feeling
Steps -Type login info -Click sign on/enter -Dashboard scroll up/do -Click on plus button to begin new task	**Thinking** Logging in felt normal (auto pilot). Nav bar under task add button, ohh so we are adding something first. It's like adding a meeting or setting up an alarm .	**Feeling** Prepared, Organised, Confused

# Flow Chart
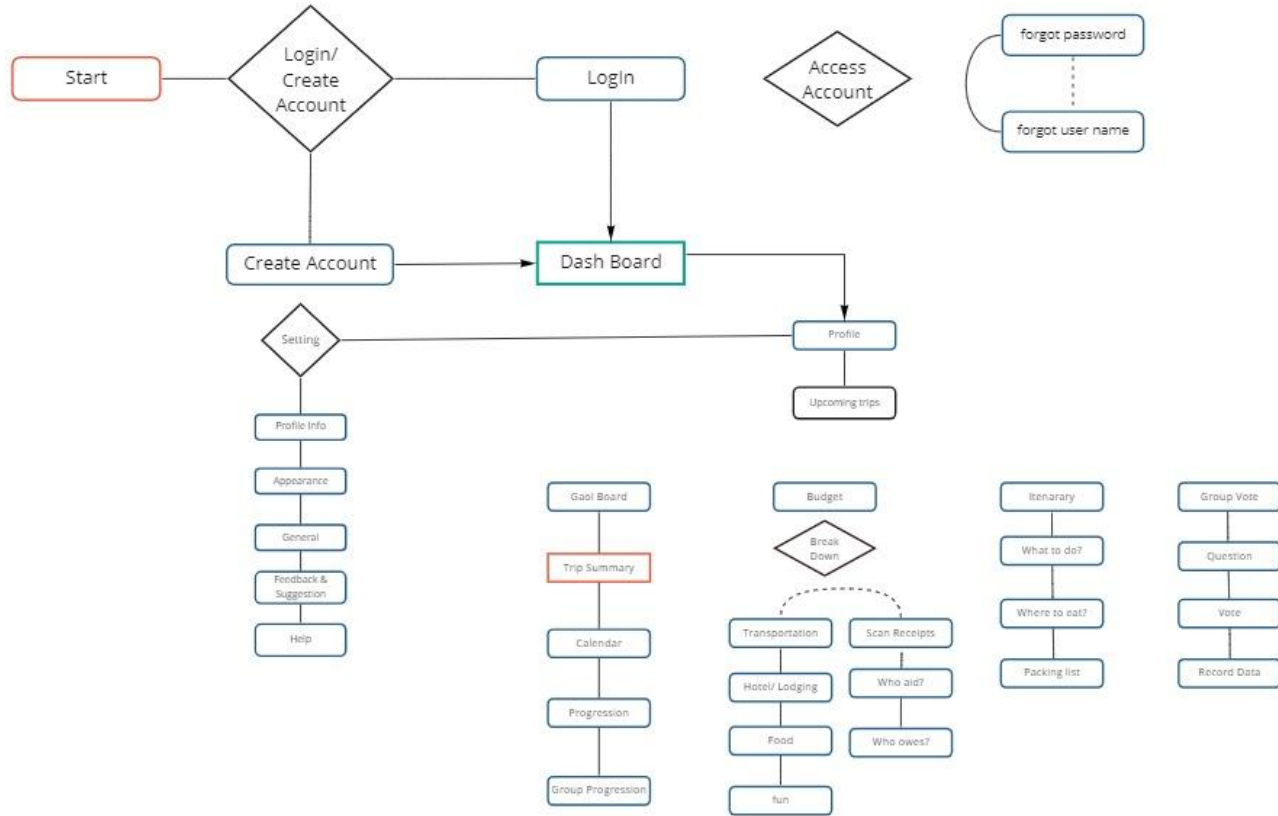
Sketching Wireframe

Mockup & Clickable Mockup

Pocket Marshal

Let's plan together.

Login   Sign Up

Logo

Let's plan together!

Email

Password

Sign Up

Forgot Password

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profile **Dashboard** Inbox

Trip

Trip

Trip

Trip

trips scan budget vote

Profile **Trip Title** Inbox

Trip Details

User's Progression Bar

Freinds Progression

Upcoming reminders.

Savings

trips scan budget vote

User Name

Dashboard

☐ User Information Update
☐ Settings

☐ Help Chatbot
☐ Feedback & Suggestions

☐ Access Permission
☐ Term & Conditions

Sign Out

Clickable Mockup

22

User Testing

Objective : To see if our users can navigate and understand the flow of the app to successfully complete a task.

Testing Plan Doc.

Task
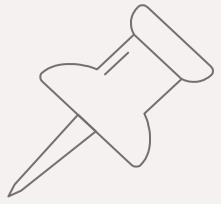
1. Create account
2. Add a trip
3. Scan a receipt

User Testing 1
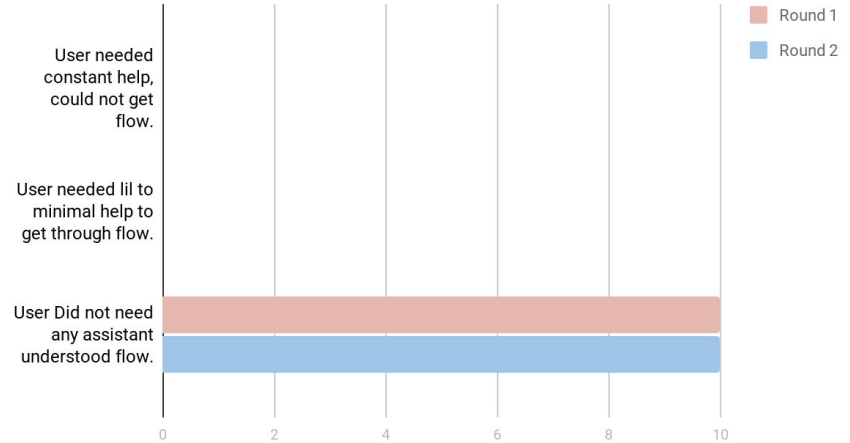
Task 1: Create an account.

Goal/output: Create an account.

Assumption: user will know how to sign in like 2nd nature, and navigate to homepage.

Steps:
1. Click on sign up.
2. Fill out information.
3. Click on sign up button
4. Land on dashboard.

Creating Account

- Round 1
- Round 2

User needed constant help, could not get flow.

User needed lil to minimal help to get through flow.

User Did not need any assistant understood flow.

0   2   4   6   8   10

User Testing 2

Task 1: Add budget to estimate.

Goal/output: Create budget for a trip

Assumption: Assumption user will add flight to budget.

Steps:
1. Click on my trip
2. Click on budget
3. Add budget
4. Save budget

Add Budget
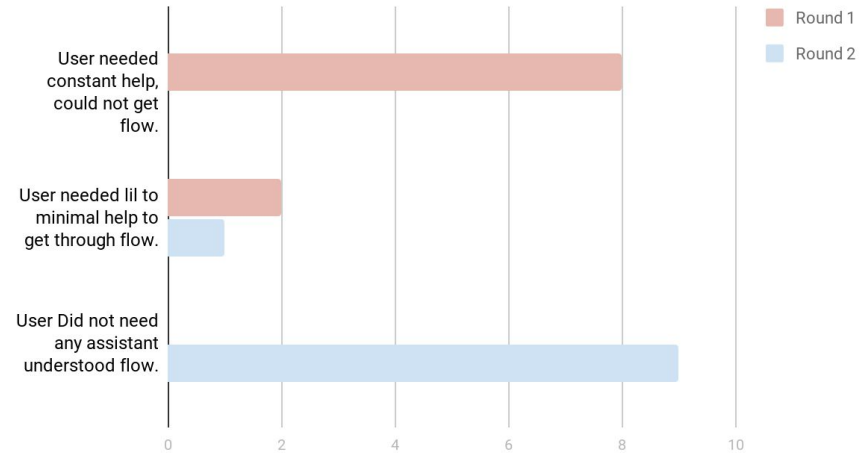
User Testing 3

Task 1: Manage task in schedule section.

Goal/output: Add flight to done section.

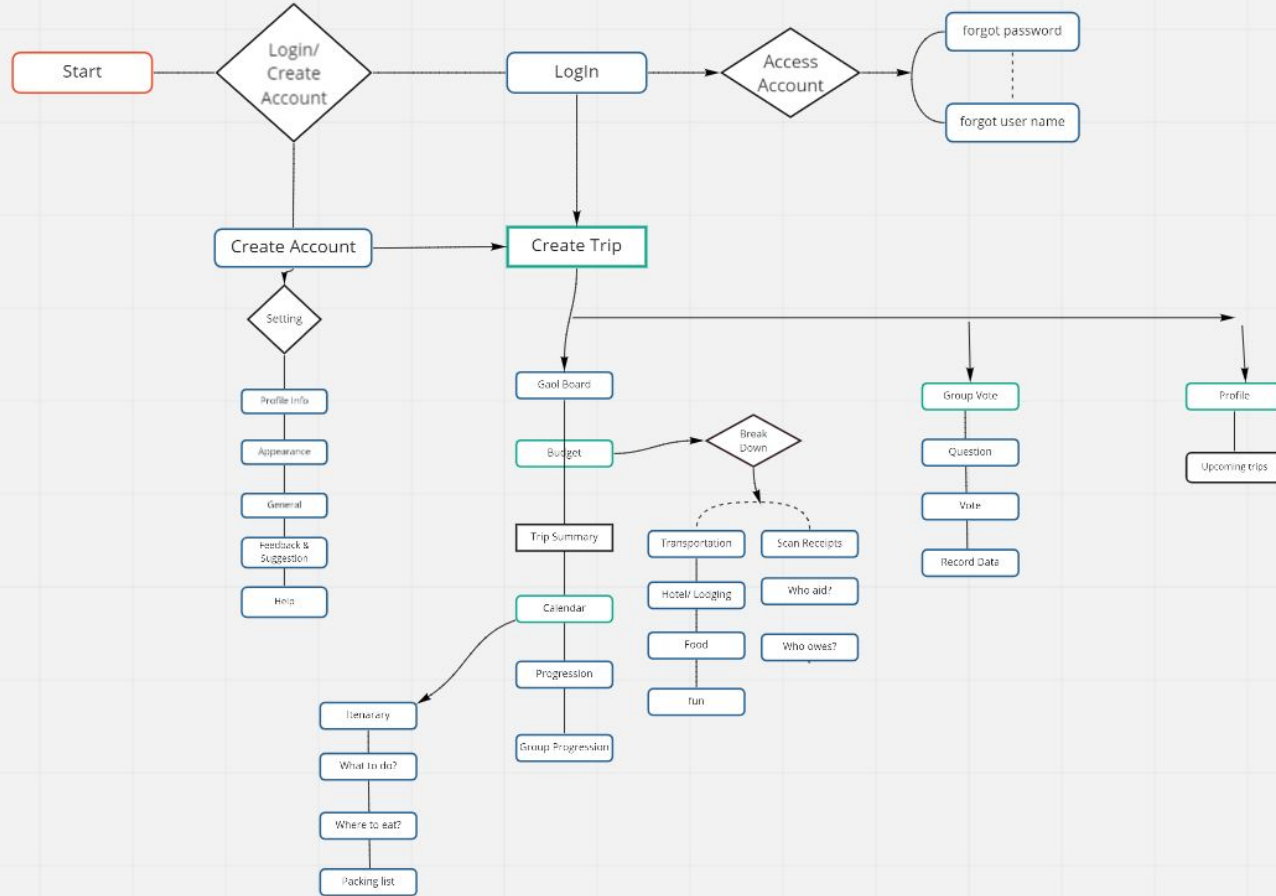**Assumption:** User will be able to understand flow and complete task.

Steps:
1. Click on upcoming reminders.
2. Click on to do list.
3. Move task to complete.

Manage To-do List

Round 1
Round 2

- User needed constant help, could not get flow.
- User needed lil to minimal help to get through flow.
- User Did not need any assistant understood flow.

0   2   4   6   8   10
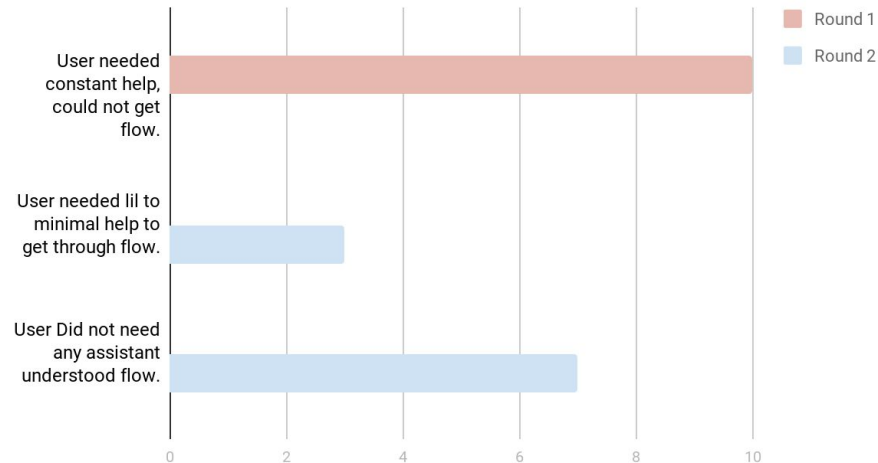
New Wire Frame

User Test Recommendations

Create Trip

Let's decide together.

Dates
04/14/2020 - 04/24/2020

Save

Transportation
Flight

Lodging
Attach Link

Entire home-
South Beach 3 block ...
$350/ night

Next

"Really like how the layout looks."

"Like how navigation is easy to understand."

Esimate

Scanned Receipts

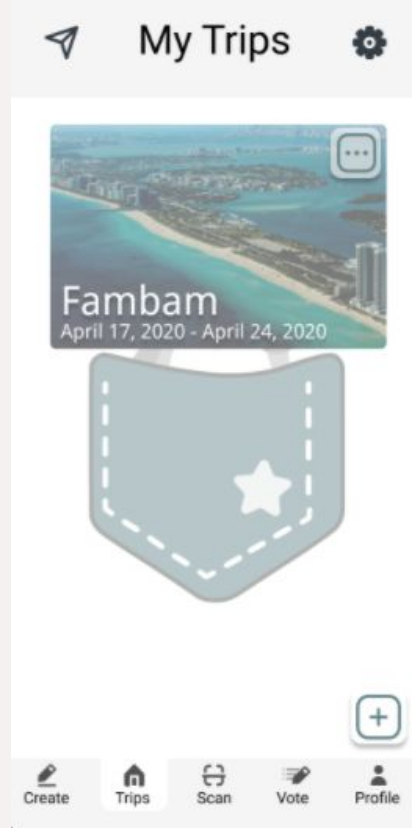| Expense	Estimate
Flight	$400
Transportation	$0
Hotel	$0
Food	$0
Shopping	$0
Total	$400

Add

Create Trips Scan Vote Profile

"I like the idea and lay out. It doesn't work as you would assume. Check out splitwise for some ideas they make it super easy to split the bill.See what you can do to improve this part of site."

Recommendations

"Really love what you did with it, looks great. Would be cool to show how we can save scanned receipt to trip. Im suppose to go to inbox, but what happen to the tool icon at the top. I should have to click to find it."

"Scan page not consistent. Make sure all tools are consistent and do not move per page. If you having and issue take it out of the budget log no need for it, it's in the scanner. Minimize what on pages."

Final Prototype