

HUMAN COMPUTER INTERACTION TRAVEL PLANNING APP REPORT

1. Interview and Survey Questions

User History

1. How often do you travel?
2. What kind of traveler are you? (leisure, business, adventurous, budget-conscious)
3. Do you like to plan your travels or do you like to be spontaneous?
4. Which electronic devices do you use most for trip planning?

Identify Pain Points and Needs

1. What difficulties do you experience when planning a trip?
2. How do you usually make accommodation and activity reservations?
3. What features of a travel app do you like?
4. What information do you look at when booking a hotel?

Current Solutions

1. What travel apps do you currently use?
2. What do you like and dislike about this app?
3. How can these applications be developed to better suit your needs?
4. Have you encountered any problems while using this application?

2. Persona Definitions and Goals

Persona 1: Frequent Traveler Mert

Age: 22

Profession: Software Engineering Student

Travel Frequency: Every 15 days

Requirements: Good travel planning, smooth booking process, and managing travel schedules.

Frustrations: Time-consuming booking processes, difficulties in managing an itinerary, and difficulty finding reliable accommodation.

Persona 2: Berkay seeking adventure

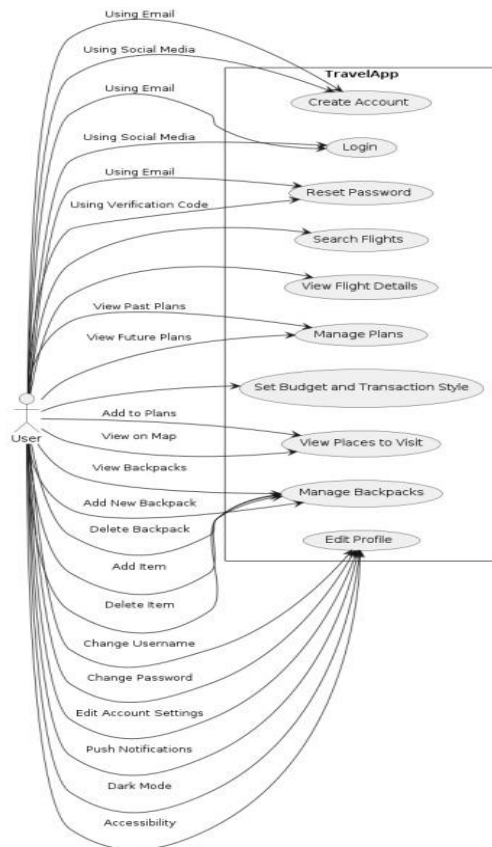
Profession: Software Engineer Student

Travel Frequency: Quarterly

Wants: Explore new places, find adventure activities, and manage travel budget.

Discomforts: He has difficulty keeping track of travel specifications and costs due to his insufficient knowledge of adventure sports.

3. Brief Use Case Diagram



Actors:

- User
- System

Use Cases:

- Create an account
- Log in
- Reset password
- Search hotel
- Hotel reservation
- View travel plans
- Manage travel itineraries
- Add item to backpack
- Edit Profile
- Search for events
- Manage budget

- View travel history

4. Scenarios

Scenario 1: Emily is planning a business trip to Paris

- **Goal:** Book a hotel and manage the travel plan
- **Steps:**
 1. Emily logs into the app.
 2. She searches for hotels in Paris.
 3. She filters hotels by rating and distance from the meeting venue.
 4. She chooses a hotel and makes a reservation.
 5. She adds meeting schedule and important places to her itinerary.

Scenario 2: Mark plans an adventure trip to Bali

Purpose: Find adventure activities and use the backpack

Steps:

1. Mark logs into the app.
2. He reads comments on "Things to do in Bali for adventure lovers".
3. He chooses activities and adds them to his list.
4. He uses the backpack feature to remind himself to pack necessary items for his trip.
5. He plans and manages his budget, keeping track of expenses throughout the trip.

5) Support and Interactions

User Registration and Login: Used for user registration and login to improve user experience and track user preferences.

Hotel-Based search and booking functionality: Books hotels for travel planning.

Manage Travel Plan: Allows users to manage their travel plans and critical events.

Backpack Management: Creates a smoother travel experience and ensures users never forget anything important.

Profile User Management: Users can manage their profile information and preferences.

Event Discover: Allows users to search for events and add them to their schedule.

Budget: Allows users to predict expenses and keep track of their budget.

Travel History: Reminds users of their travels and memories.

6) User Experience Goals to Meet

Ease of Use:

Simple and intuitive navigation

Productivity:

Quick access to important features

Interactivity:

Visually appealing design that will keep users engaged.

Reliability:

Consistent performance without errors.

Personalization:

Customized experiences based on user preferences and history.

Evaluation Section

1. Methods Used to Evaluate Design

Usability Testing: Conduct tests with real users to identify usability issues.

Surveys and Questionnaires: Collect feedback on user satisfaction and areas for improvement.

Analytics: Track user interactions to understand how they use the app and identify pain points.

Heuristic Evaluation: Review the design against established usability principles to identify potential problems.

A/B testing: Compare various versions of the app to see which performs better regarding customer engagement and satisfaction.

2. Results of Each Evaluation Per Design

Usability Test Results:

Issues identified with the search function not being intuitive enough.

Users found the backpack management feature very useful.

Some users had difficulty finding the budget management feature.

Survey results:

Users were very pleased with the visual design and ease of navigation.

Analytics Results:

Higher engagement with the hotel booking feature.

Low usage of the profile management feature pointed to the need for better visibility or more incentives for usage.

Offline itineraries: Suggestions for additional features, such as access and more detailed event descriptions.

Profile management feature: Users found it well designed and brief

Acknowledged Material:

Icons: Font Awesome plugin, Figma for Google and other login icons.

Photos: All photos in the app taken by Mert Oraklı which is in the group.

Design: All design elements made by ourselves with frames including tickets.

Responsibilities:**Report and Documentation Parts:**

Hakan Kuvan

Arhan Ersan

Low Fidelity and High Fidelity Design Parts:

Mert Oraklı

Berkay Budak