NOMAD

The brief

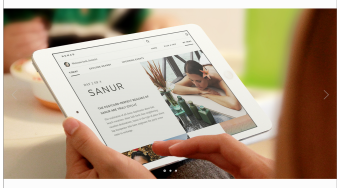
Going on a vacation involves a lot of planning. There should be an easier way to travel while skipping this tedious process, and get an experience which is tailored to one's taste.

Personally I hate planning an itinerary when I travel. I prefer to jump straight to the phase where I get lost and explore my surroundings. When challenged to reimagine the potential use of real time data, my thought went straight to tackling the problem of travelling planning.

Client
School project

Role
Concept, user experience, and visual design

Duration
6 weeks, Fall 2015



How do people plan their trips?

Before beginning to design a solution, I conducted a survey to discover people's behaviors. Through the 157 people which I surveyed, I focused on two stages of traveling: pre-trip and on the trip. From the survey, I gathered the following results:

Research Results

77%
Usually Have An Itinerary
Most of the survey takers said they they create an itinerary for their trips when they travel.

79%
Create their itinerary before their trip
33% said make prepare their itineraries way ahead of time, while 47% said make their itineraries close to their departure date.

69%
Sometimes follow their itinerary
Most survey takers said they sometimes follow their itinerary. Their plans often change because reasons like weather, transportation, cost or operational hours.

83%
Use a desktop/laptop to plan their trip
Most people look at it (workstations using their laptop/desktop) before they go on a trip.

86%
Use a phone to surf the web during their trip
Most survey takers said they use their phones to look up travel websites/apps when they are traveling.

User Archetypes

After the survey, I conducted additional interviews to gain a more insight on how people plan for and travel on a trip. From the interviews, I was able to distinguish three user archetypes:

Easy Going
These nomads are free-spirited and really enjoy wandering around a new city. They like to take their time and usually don't have a solid plan.

Bucket List
Globetrotters who have a plan, but are flexible on travel planning. They're dedicated to getting the full experience of their destination.

Researcher
These travelers will do a detailed research of their destination. They're usually prepared with an itinerary, maps and prices before the trip.

Solution

Reimagine the process of planning a trip through a real time travel itinerary. A multiplatform app which helps people plan for their travels. Talk about being catered to a user's tastes, real time and multiplatform.

Wireframes

Different devices are optimal in different stages of travel planning. Nomad offers a holistic approach to traveling, from choosing a destination to following an itinerary, through a cross platform app.

Home
Desktop

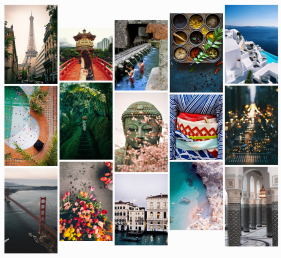
Nomad's desktop experience is designed for the planning stages. Through beautiful imagery, the homepage is aimed to inspire you to be adventurous and excited about traveling.

01
Personalized Suggestions
The homepage displays a list of potential activities that you can do on your upcoming trip. This list is catered to your interests.

02
Other Nomads
Connects your adventures with other nomads/ current adventures. Get inspired through the interactive map that shows nomads recommending an offbeat viewpoint.

Visual Design

I wanted Nomad's interface to be warm, friendly, nostalgic, and relaxing to the user. The imagery used throughout the app should also be vibrant and colorful.



Final Designs

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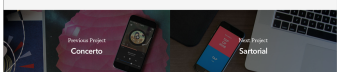
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