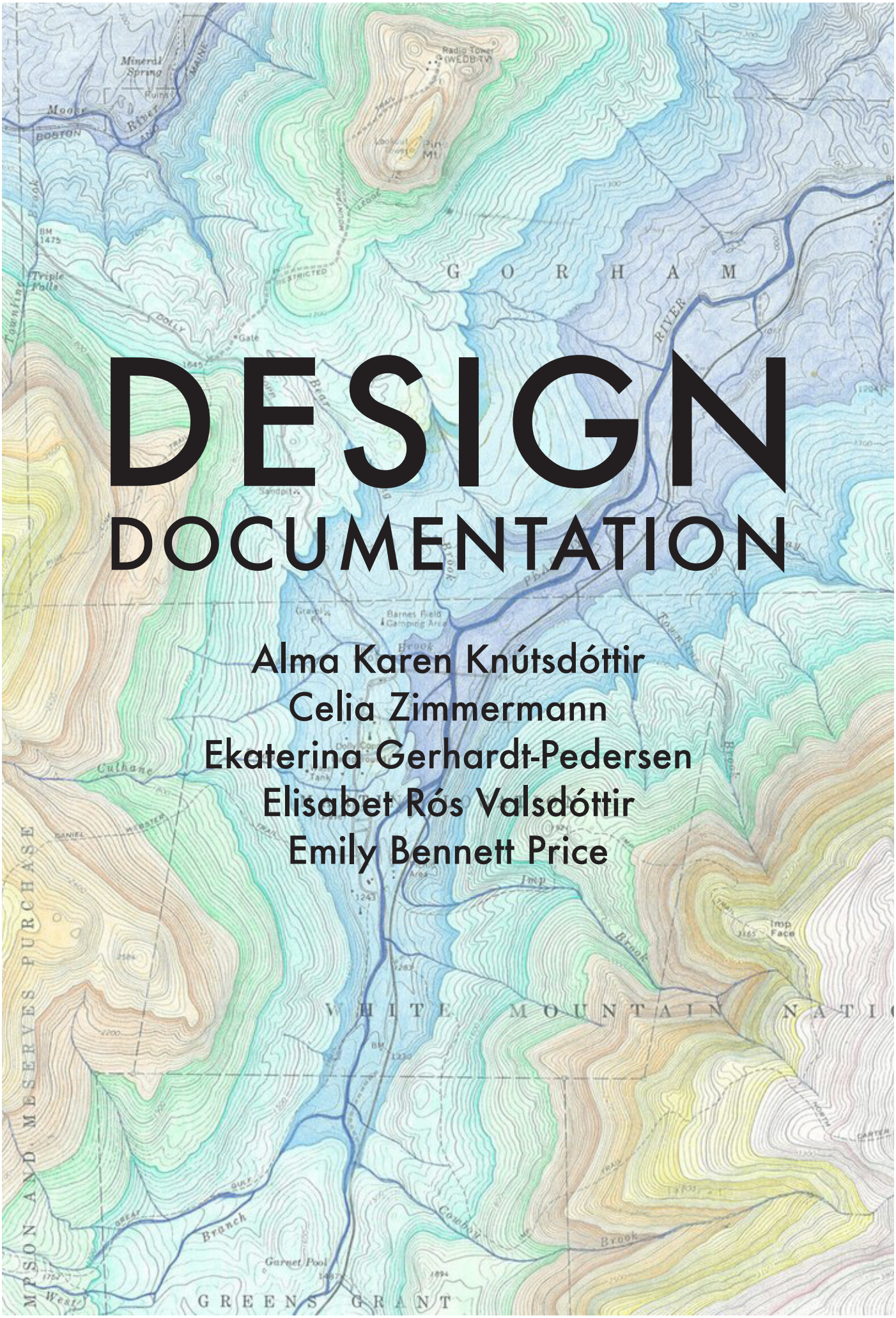

DESIGN DOCUMENTATION

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DESIGN BRIEF

PURPOSE

Travelling should be fun and effortless. But, when you factor in all of the research for flights, hotels, rental cars, places to visit, things to eat, and coordinating your schedule... It can be quite exhausting. HINA is here to help.

EFFECT

HINA is a group of globetrotters who seek funky, underground, and authentic experiences everywhere we go. Through recommendations from locals, HINA aims to give travellers the opportunity to plan trips in an easy and organized way with personalized travel solutions. With time-management tools and a sharing network,
we make your trip more efficient and fun!

MESSAGE

This is our mountain to climb and we hope to reach the top in every city YOU want to visit.

SENDER

Our Values: Innovation, simplicity, creating a community through sharing.

Our Mission: HINA provides personalized social travel solutions. With recommendations from locals and giving travellers the opportunity to plan trips in an easy and organized way. Through time-management tools and a sharing network we make your trip more efficient and fun!

Our Vision: Create, Share + Explore.

CUSTOMERS

HINA's customers are travellers all around the world – they can be single or in a relationship, male or female, travelling on leisure or business. The common thread is limited time and the need to make the most of their adventure. TROT is for everyone, this business model is focusing on mass market and trying to provide personal service.

MEET OUR PERSONAS

All of our personas have one major thing in common. They are frequent flyers!

Like most of us, they look for unique experiences when they travel. Finding the road less travelled as a tourist can be challenging if you don't have the right people to ask.

Sometimes you meet people along the way or get lucky with your concierge. Unfortunately right now, that is more the exception than the rule.

That's where TROT comes in!

SPENCER

- Male
- 27 years old
- Travels alone
- Works full time or a student
- Likes to discover
- Interested in rare sorts of coffee/Buddhism/ music from 80th/Vans brand/red wine/ medieval poetry/Sex pistols music
- Interested in culture in general and local culture
- Limited on time

Spencer is a 27-year-old student, studying design. He likes to travel about 2-3 times a year on low-budget travels. When he travels he usually travels alone, sometime with a friend. He usually doesn't plan his trips very well, he often books them with little advance. When Spencer travels he likes to go to cafés that specialise in coffee, he's a big fan of a well-made cappuccino. He also likes to go to records shops to find records with his favourite 80's bands. He also likes to go to museums and is especially interested in museums that have medieval texts because he is very into medieval poetry.

Spencer usually doesn't plan his trips, but mostly because he likes to discover new things. He often gets disappointed in his trips because he can't find the right museums, the best cafés or his travel times takes up so much of his time when he is going between one place and another.

ERIN

- Female
- 40 years old
- Business traveler
- Working
- Tired of known highlights, likes to discover something unusual
- Likes craft beer pubs, rare sorts of IPA/fan of Manchester football team/pre-war architecture/ ships
- Limited on time

Erin is a 40-year-old business woman working in finance. She travels a lot on business but likes to explore the cities and places she goes on business trips. Her time is often very limited even though her budget is not. She has travelled a lot and has lost interest in going to the historical landmarks when she travels and wants to explore the cities she visits like a local. She is very into craft beer bars and English football but has a hard time trying to find the bars that have serve both of her interests. She also likes pre-war architecture and old ships so she likes to go to specific museums or walk around in the oldest neighbourhood cities have to offer. Because Erin's time is limited on her travels she needs to be very organised. She researches the places she is travelling to but has a busy job so she does not have very much time to do that.

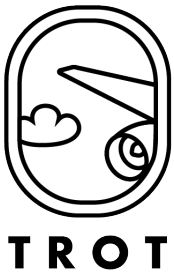
DESIGN PROGRAM

TROT LOGO

Logo principles: Gradient, iconic, bold, color, B+W compatible.

The TROT logo is an illustration of the view out the window of a plane which is often the first thing you see when you go travelling. It is connected to excitement and the butterflies you experience when going to a new exotic place!

The logo works well in black and white if necessary. After user tests the final design features a gradient blue/orange background. The complementary colors in the logo (orange #FF8040 and blue #00A1FE) resemble the sunset which is often a popular moment to capture when exploring new places.



HINA LOGO

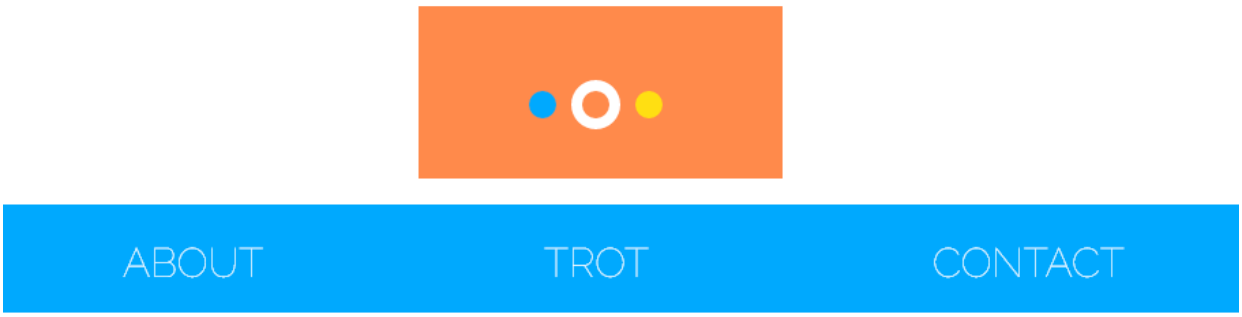
Logo prinicples: Timeless, B+W compatible. Trademark. Bold, iconic, simple.

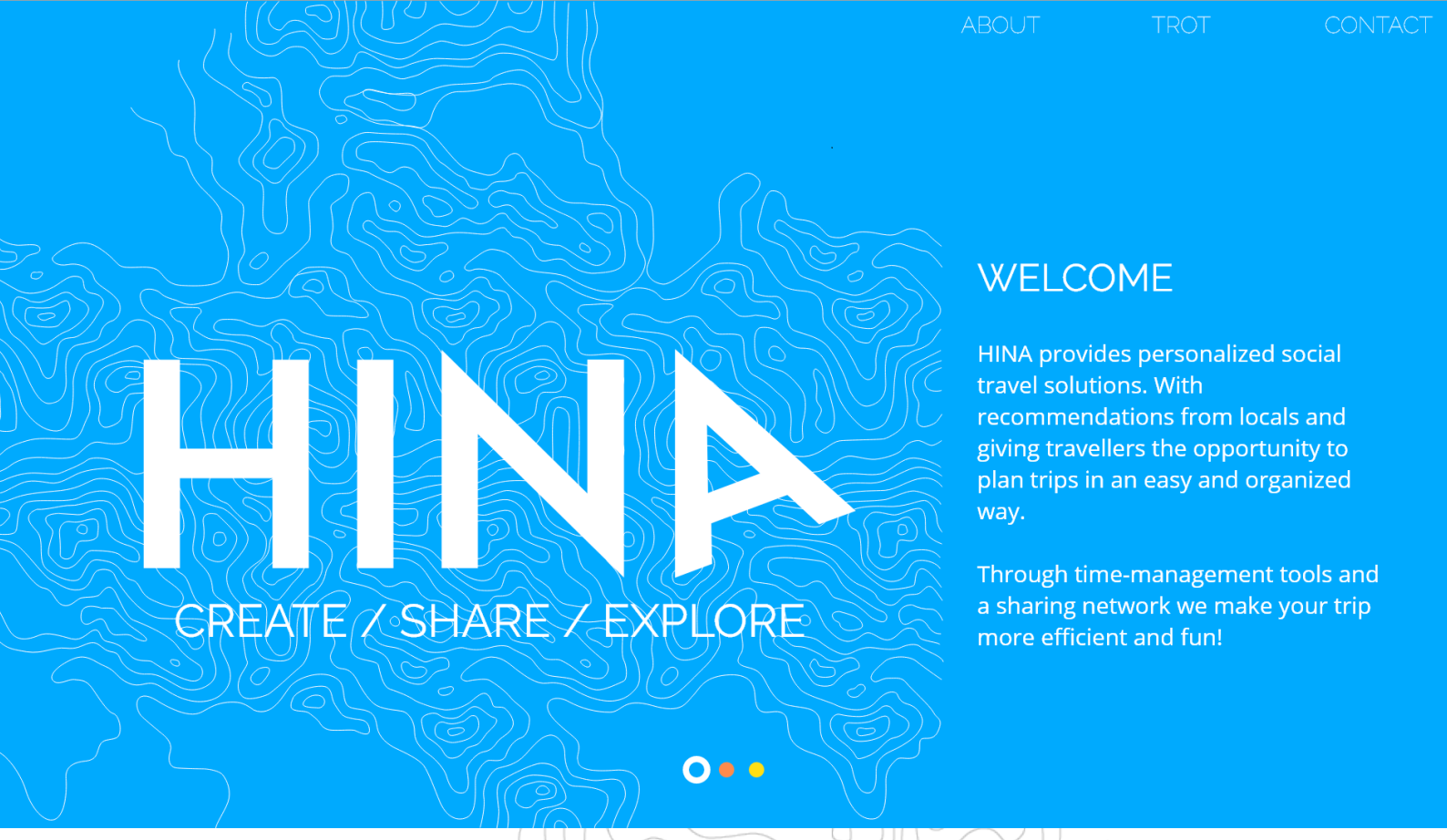
When making the logo for HINA we wanted to work with letter marks rather than picture marks as we did for TROT. Topography maps are used as pattern and background on our web. So, it was important to keep the HINA logo clean and simple. The titled A is our way of making it our own and we found the font type match our style perfectly.

HINA

NAVIGATION

User is able to navigate using the menu as well through the dots. They change and move depending on which page is active. The colors of the dots also indicate where the user is on the website, as they have the same colors as the currently active page.





TYPEFACE

Raleway is an elegant sans-serif typeface family. It is intended for headings and other large size usage, however we also use it as a text font. It is used as header and subheader on the website.

Open Sans Bold used as display in uppercase. Open Sans is designed with an upright stress, open forms and a neutral, yet friendly appearance. It is optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. It is used as a text font for web.

Futura is used in logo in uppercase. It is making use of basic geometric proportions with no serifs or frills. Futura's crisp, clean forms reflect the appearance of efficiency and forwardness. It is used in our HINA and TROT logo.

GRAPHICS AND TEXTURES

Topography maps are part of the visual identity of HINA and TROT.

The term *topography* originated in ancient Greece and continued in ancient Rome as the detailed description of a place. The word comes from the Greek *topos* or place and *-graphia*, or writing. In classical literature this refers to writing about a place or places, what is now largely called 'local history'.

The meaning behind the design ties in together with the purpose of HINA and TROT – exploration!

The lines are either black or white strokes and are used as detailing behind the main header and background images on the contact page.

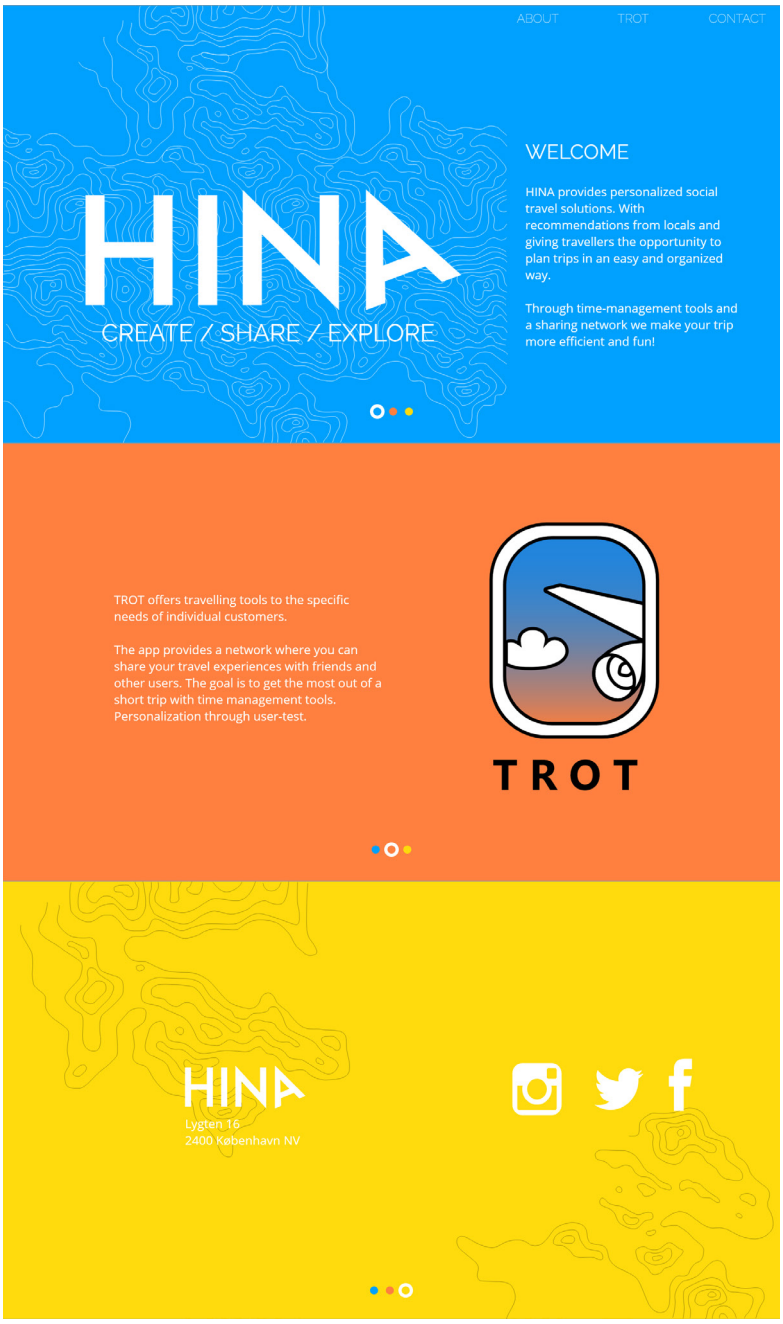
#FACCB5 #F27F46 #FFDA36 #00A1FE #172D3A

COLORS

The five-tone color scheme consists of three warm colors and two cool. The complementary colors #FF8040 and #00A1FE are the main colors of HINA and TROT color scheme. They are seen in the TROT logo and the HINA website. All colors are unsaturated, but remain bright and exciting. Just like HINA and TROT.

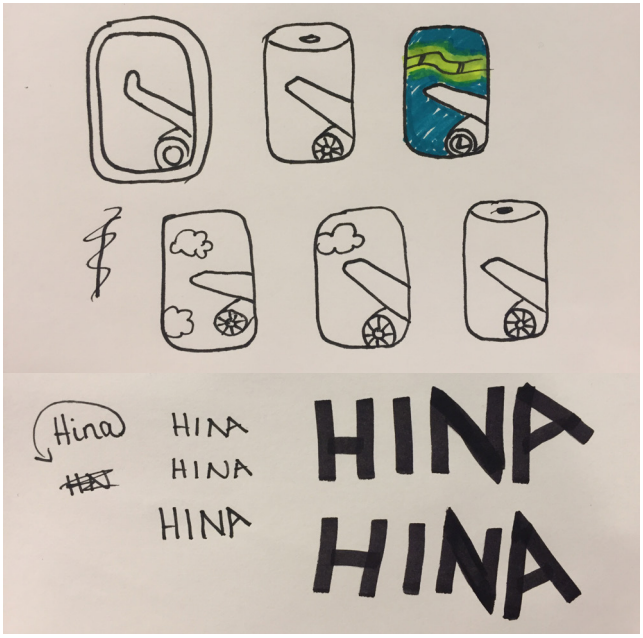
THE WEBSITE

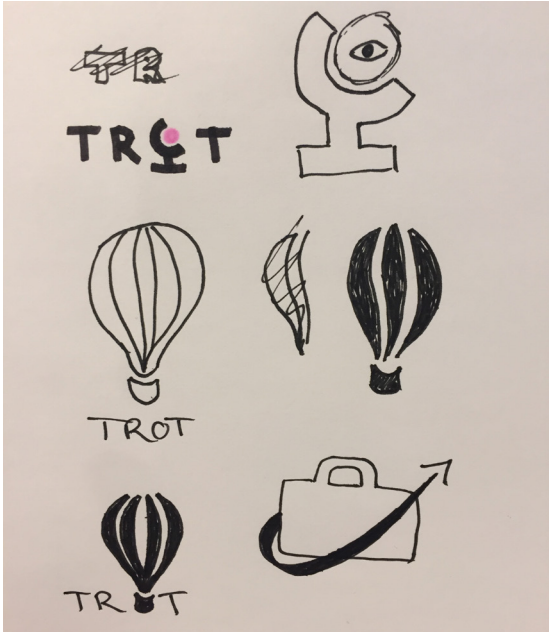
All the design elements in place, showing use of color, font, graphics and navigation.



PROTOTYPING

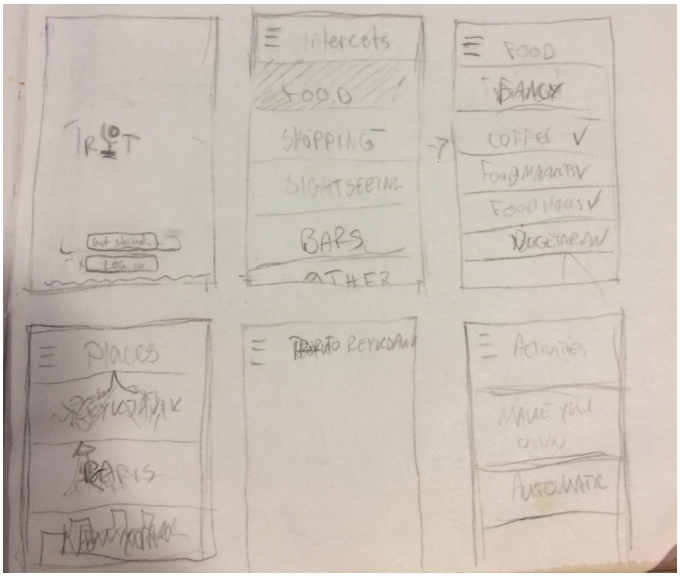
SKETCHES





The design in the TROT app is user friendly and simple. Since the app is complicated in nature and contains a lot of information it is arranged in a simple and clean manner so that the user will not become overwhelmed. The typeface, Raleway, is sans-serif so it is easy to read and gives the app a cleaner look. Icons are also used where possible to minimize text and make the app sleek and simple.

The colors that were used in the app were made to match the HINA colours and especially the orange and blue colors of the logo that complement each other so nicely.



XD PROTOTYPING

USER TEST RESULTS

Think aloud test was conducted with 7 different people from 23 to 32 years old, both male and female, all with high education or in process of getting it. Test was taken personally, when potential users were trying the app and all comments were written down. Potential users liked the idea of the app, as all of them like to travel and want to take the most from their journeys. They liked that it is (potentially) very informative and user can choose their preferences to sort out tones of unnecessary for them information. At the same time many weak points were found.

WEAK POINTS:

- Colors were confusing sometimes and ruined the logic sometimes
- It was not clear, that profile is made in 2 steps: first, personal information, second - general preferences (it was changed)
- It was not possible to scroll down a list of activities and no arrows to understand that there is something behind main categories (it was changed)
- Users want to see how many categories were chosen, to have a counter of it, same as the possibility to choose all or "unchoose" all categories
- Calendar was not clear enough (it was changed)
- It was not very clear what is automatic plan and why to choose different interests, users think that it should be shown differently and be clearer
- Few users said that they may forget what interests they have chosen before, so they want it to be reminded somehow
- As for the plan, users want to be able to change or choose or adjust on the go start time of walking from different points
- If the users choose few means of transport, map should change accordingly and/or offer additional places
- Users expect to have saved plans, active plans together with possibility to share the plan easily
- Users want to have opportunity to change the plan or delete something from the plan at any point and map should adjust
- Users want to get info about the place, when they press on it at the plan
- Few users offered that the app should send notifications on the way, something like "if you want to proceed with your plan, you should consider leaving this place in 15 min" and if the user decide to stay, plan should change accordingly
- Few of potential users said that they expect that settings can be changed easily

PLANNING CHANGES:

1. Work on colors and backgrounds
2. Implement counter of chosen activities
3. Change the concept of the page with automatic plan
4. Saved interests can be visible on few pages
5. Work on concept of adjustable map/plan, based on different time, starting place and means of transport
6. Plans should be easily saved, opened at any point and shared
7. Additional information about places will be added on the plan
8. Settings should be possible to change easily
9. Considering adding notifications on the go