A woman with long hair tied back, wearing a dark beanie and a light-colored Gregory backpack, stands in a misty, outdoor setting. She is looking off to the side, possibly at a view. The background is a soft-focus mist.

know.go

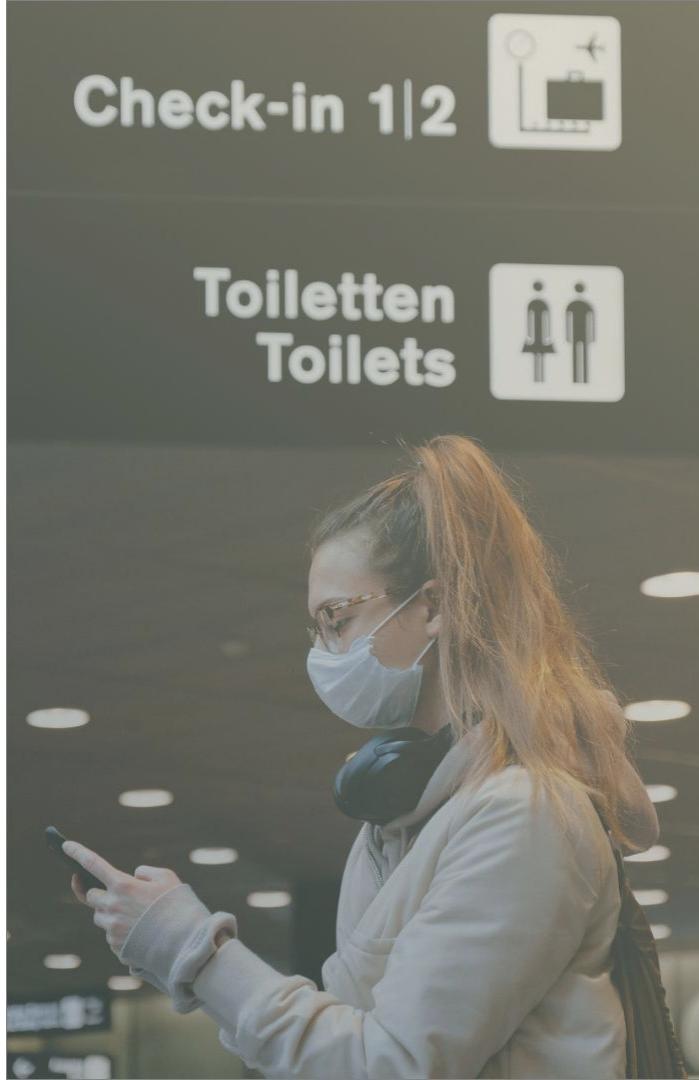
know you're safe
before you go

Team Members:

Donovan Tapunha, (Susan Zurawiecka)

Tools Used:

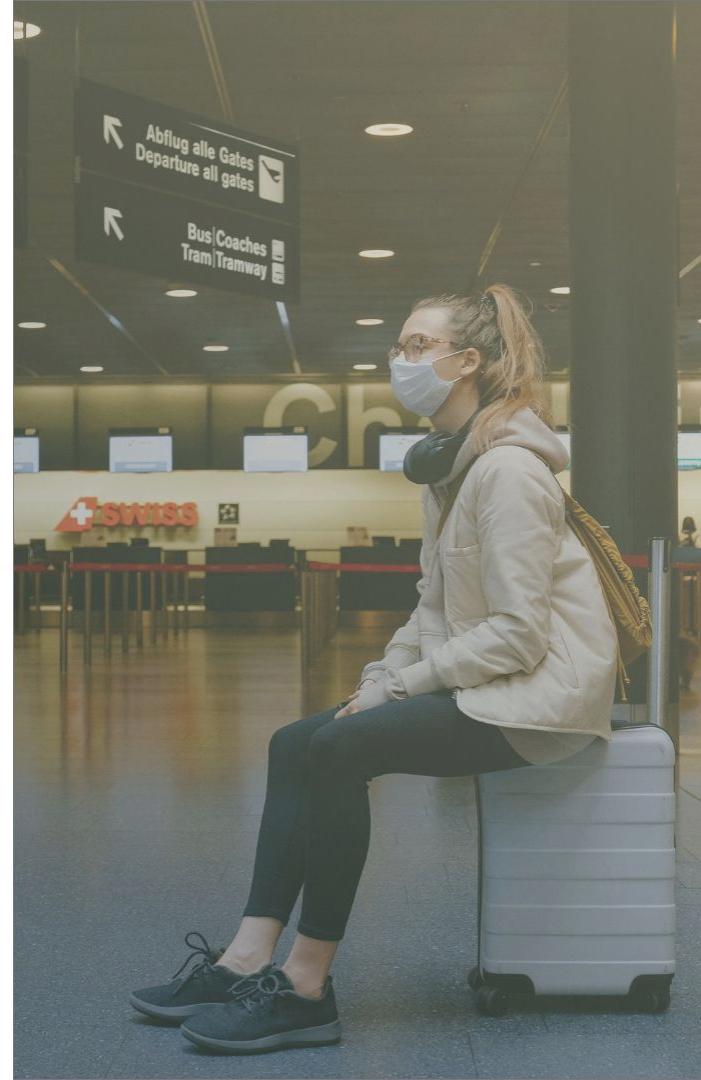
Miro, Figma, Invision, XD, Google forms



background

people are uncertain about travelling in a post-pandemic world. there is a need to know they are taking the right precautions when going forward with travel plans. our teams goal is to develop a mobile travel app that allows users to plan their trips safely, efficiently, and without uncertainty.

our goal is to find the main concerns travellers are facing in a post-pandemic world and if specific tools can be put in place to simplify the travelling process



problem statement

During our user interviews we noted that people like to spend a lot of time researching and planning to avoid unknown obstacles during trips that lead to negative experiences. **How might we make it easier for travellers to plan, organize, and prioritize activities while on a trip so they can feel in control and have the confidence they will not miss out on valuable moments.**

the solution

know.go is a **destination planner** to help **domestic travellers to discover local experiences**

user research

- **two** proto-personas
- interview plan that consists of:
 - quantitative online *survey* created on google forms
 - **55** responses in three days
- user interviews
 - **six** qualitative *user interviews* with individuals who fit parallel to the proto-personas
- *affinity diagrams* to organize the interview data we assembled
- *empathy maps* to gain deep understandings of our users likes and dislikes
- a finalized *user persona*

methodology

proto-personas

eric
henry



behaviours

- 26 years old
- single
- government worker
- income 75k/year
- avid social media user
- online extrovert, real life introvert

goals + needs

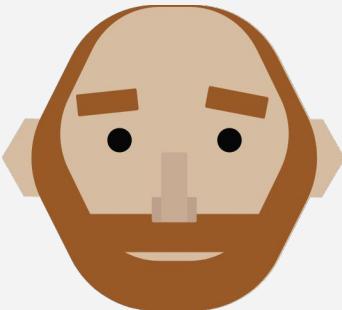
- needs personal space
- will spend more \$ for better quality
- wants good photo locations for social media content

pain points

- impatient- doesn't like to wait in lines or wasting time
- tireless- needs constant change in life
- hard to stay at home despite quarantine

proto-personas

sam
gervas



behaviours

- 32 years old married + two kids
- software developer
- tech-savvy
- good with time management
- naturally curious

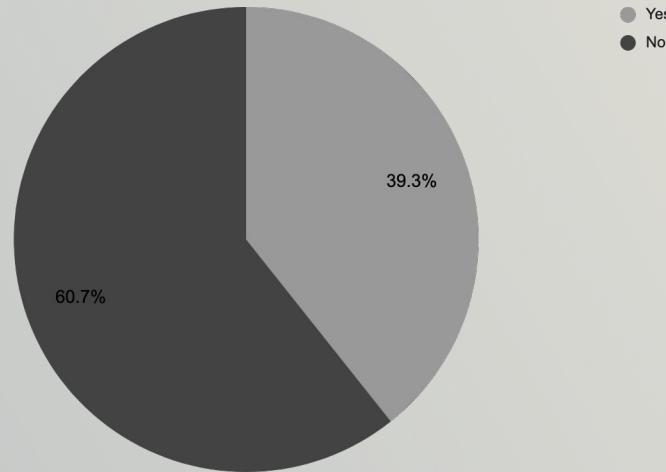
goals + needs

- love to spend his vacation time travelling with his family
- constantly wants to explore cultures and new places
- interested in outdoor activities such as hiking

pain points

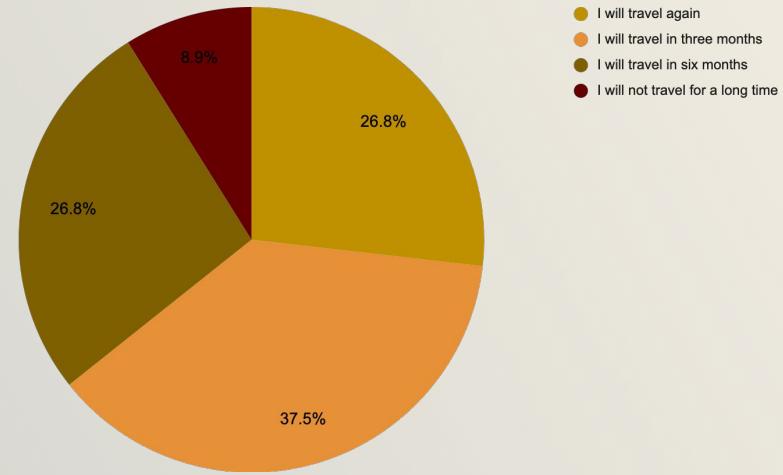
- does not like full packaged excursions or resorts
- uninterested with what his city has to offer
- does not like the inconsistencies he finds when booking a trip online

survey data



have you travelled during the pandemic?

the data collected for this survey shows that there are still travellers taking trips despite quarantine guidelines. this indicates people are still willing to travel under unique circumstances



when leisure travel opens up again, will you be eager to travel?

optimistically, only 8.9% of travellers surveyed said they would **not** travel for a long time. most users are willing to travel, give or take three to six months after leisure travel opens up

user interviews

data from user interviews suggests that some travellers are **confident** in their travel routines, while others have been very **cautious**. in all cases, interviewees have travelled and enjoyed **domestic** getaways, while adapting to the current climate.

the following data has been compiled into a two part affinity diagram- one with information related to covid-19 and the other gears towards travel

affinity diagrams- covid-19 related



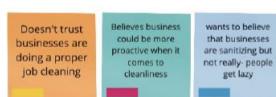
covid news + sources



covid trips



businesses



affinity diagrams- travel related

trip expectations



attractions



domestic travel



budget



thoughts on booking



booking +holiday tools



time spent booking



user persona



age: 30

occupation: middle school teacher

status: single

location: toronto, on

about

danielle is a passionate middle school teacher always eager to travel. since the pandemic, she has not been able to travel far, however, she always finds time to plan a quick canadian getaway. danielle is quite active, always waiting to plan her next adventure. her schedule allows her to travel during the summer months. she makes a decent salary, and doesn't mind spending money on a good experience.

known habits

- avid reader of reviews- be it online or word of mouth
- extremely organized
- considered a clean person
- known for being good at budgeting

goals and needs

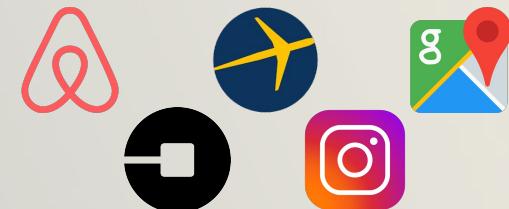
- being able to travel and take nice photos for her social media
- discover new places with fascinating culture
- wants to bring interesting facts and souvenirs from her travels to her students.

tech

social media
mobile apps
online booking



favourite brands



pain points

- frustrated at unclear travel guidelines
- doesn't find people- including workers- are educated on covid prevention
- does not like arriving at unexpectedly crowded places
- not knowing when stores are open because they didn't specify new times online

after correlating our user interviews, we noticed that:

- most of our users were travelling domestically and enjoying outdoor activities
 - travellers have come to terms with the pandemic and do not let it affect their vacations too much
 - users have taken matters such as sanitization into their own hands and find that information on the virus has been confusing
-

our empathy map will be based on the persona of **Danielle Levitt**

empathy map



- having a “**bubble**” has helped take her mind off of the pandemic
- nice photos on **social media** influence her travel decisions
- believes businesses could be more **proactive** when it comes to cleanliness

thinks

says

- she depends on **scientific facts** more than social trends
- “**it's not the place, it's the people**”
- ““the pandemic is out of my hands... i would definitely **not** let it affect my vacation”

pains

- frustrated at **unclear** travel guidelines
- finds people- including some workers- **uneducated** on covid prevention
- does not like arriving at unexpectedly **crowded** places

- **frustrated** with the fear of the unknown
- she is not scared of catching the virus, she's only afraid of being a **carrier**
- **optimistic** that travel will not change much after the pandemic passes

feels

- plans her itinerary based on **outdoor events**
- she has high awareness when it comes to **cleanliness**
- does a lot of **review** based research before booking a trip
- **budgets** according to events planned in her itinerary

gains

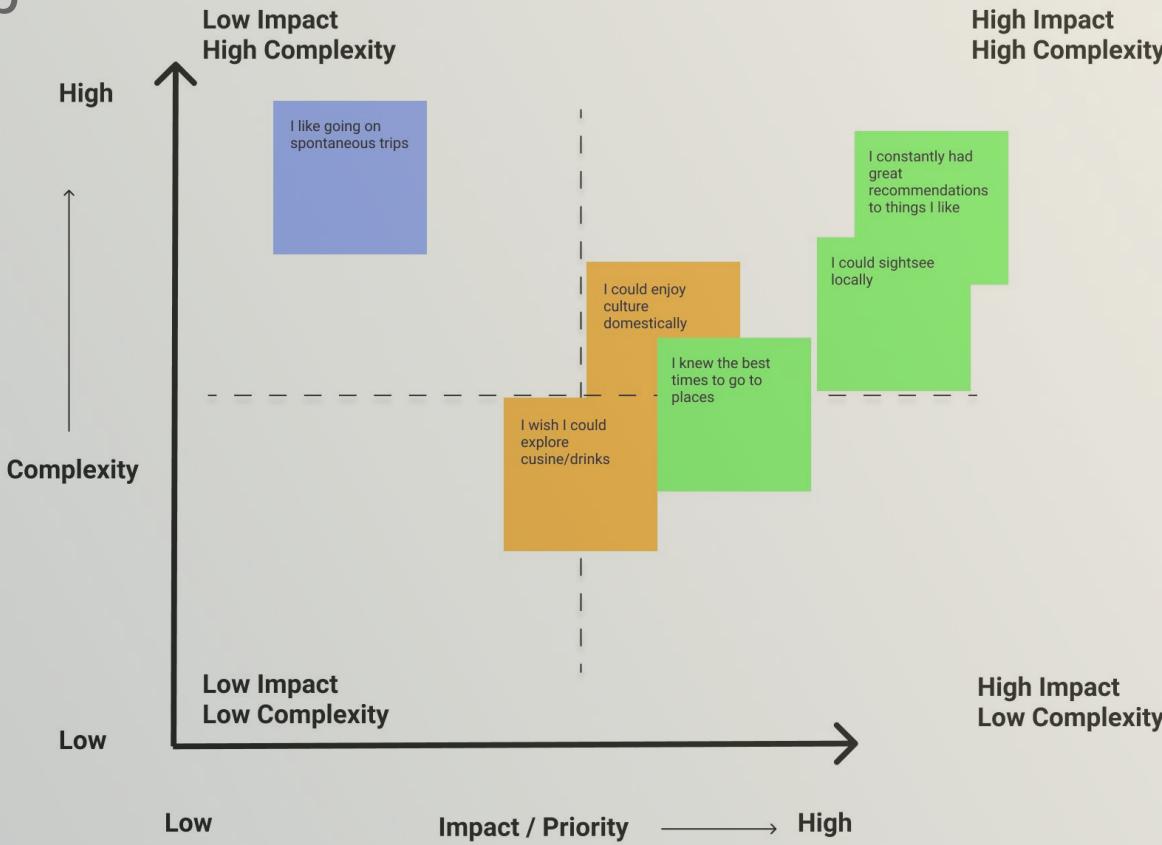
- her **structured schedule** makes it easy to book trips
- she can enjoy a trip whether its **domestic or international**
- she **trusts reviews**, online and through word of mouth

does

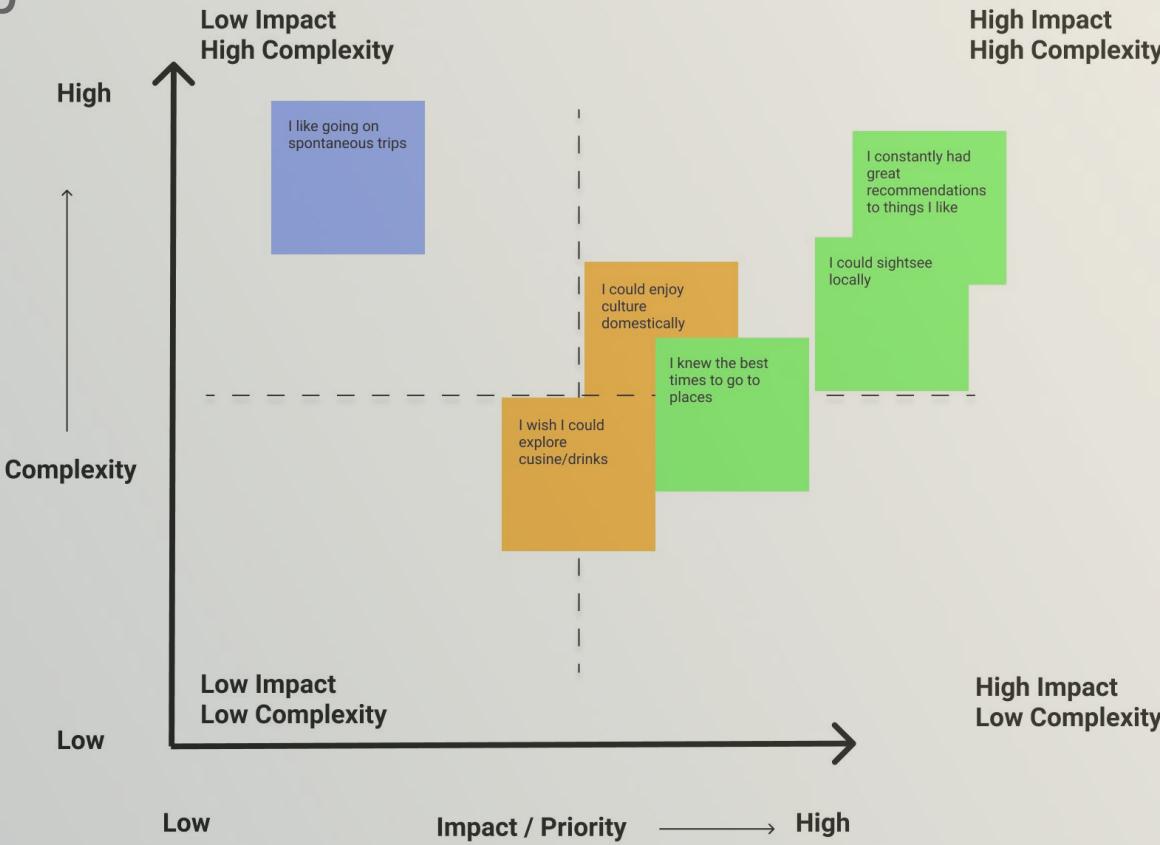
user insight statement

Danielle is a dynamic middle school teacher with a busy social life that needs a trusted tool to help her plan, organize, and prioritize activities while on a trip because being prepared allows her to feel in control and gives her confidence that she will get the most out of her trip

empathy map



empathy map



value proposition

know.go is a **destination planner** to help **domestic travellers to discover local experiences**

We're better because **we adapt to your schedule and keep you in control**

We're believable because our **customers are never missing out**

user scenario template



age: 30

occupation: middle school teacher

status: single

location: toronto, on

USER/PERSONA

Danielle Levitt, 30 years old, Male, Single, Toronto, ON.
She is passionate middle school teacher always eager to travel. She has not been able to travel far however, she always finds time to plan a quick canadian getaway. Her to travel during the summer months. she makes a decent salary, and doesn't mind spending money on a good experience.

USER SCENARIO(S)

Danielle is currently on a tour bus that is running late. Her schedule dictates that she should be arriving on the opposite side of town for another tour she had booked for today as well. She has been looking forward to the second tour all trip and is increasingly worried that she wont get to attend it. To make matters worse she cant get off until the reach their destination making every minute on the bus more and more excruciating.

GOAL(S)

Danielle wants to d get the most out of her destination while on vacation.

When traveling, she wants to be more active by taking alot of guided tours and sightseeing. She also wants to explore new food and culture. Her goal is to leave her vacation feeling as though she

RISK/EMOTION(S)

Danielle feels frustrated when realizes she is running late and its out of her control. She panics when she also realizes she might miss the one thing she was looking forward to the most.

PHASE 1

Danielle is on a guided tour running late because of traffic

PHASE 2

Danielle gets a notification that her second tour is about to begin

PHASE 3

Know.go suggests Danielle options to reschedule the tour for another time

PHASE 4

Know.go suggests Danielle other acitivies in her vacinity to keep her occupied

	AWARE	CONSIDERATION	DELIBERATION	USAGE	CLOSE APP	
User actions	Check itinerary notification	Review destination	Review alternative options	Rescheduling	Assessment	Continue with trip
	Danielle feels her phone vibrate and looks at the notification coming in from know.go	Danielle assesses the details of her next activity including directions on how to get there, foot traffic, and general forecasting.	Danielle views alternative options based her preplanned itinerary and suggestions from Know.go	Danielle reschedules the lighthouse to a time slot with less foot traffic.	Danielle reviews the new suggestions from Know.go and chooses a new activity in place of the lighthouse.	Danielle proceeds to put her phone away and continue to her next destination based on directions from Know.go
User goals	Find out what is next to do on her itinerary	Gain an understanding of what is to come from her next activity as well as find out how directions on how to get there.	Find alternative options before deciding to go ahead with the planned itinerary.	Reschedule to a time that best suites her needs and her itinerary needs.	Find something to do in the meantime while waiting for the foot traffic to go down at the lighthouse	Travel to her next destination and enjoy the rest of my trip.
Storyboard	Danielle is spending her Easter break visiting a small town by the lake recommended to her by her colleagues. She explores the town making sure to follow the itinerary she planned using Know.go. As she finishes her boat tour she is greeted with a notification from Know.go letting her know about her next activity.	Know.go lets her know the next activity planned was a tour of the old lighthouse by the lake. It provides her with directions as well as a brief forecast of her destination	Danielle assesses the destination status and she realizes the lighthouse is showing larger than normal foot traffic causing her to hesitate on wanting to go next.	Rather than going she decides to skip the lighthouse and go somewhere else instead. To do this she chooses the reschedule option in Know.go to a time where the foot traffic is low and doesn't conflict with her itinerary	As the new plan is set Know.go suggests new things to do in the time slot where the lighthouse used to be	Danielle heads off to her new destination happy and fulfilled knowing she won't have to miss out on going to all her pre planned activities
Process and channels						
Experience						
Problems	• Does not know what to do next		• Unforeseen circumstances show destination foot traffic is undesirable.			
Ideas	• Notify user on what is next on their itinerary via notifications that link to destination planner	• Show relevant information on destination planner such as time, location and directions to the next activity in the users itinerary	• Include important details on destination in order to help users make decisions quicker such as foot traffic, hours of operation etc.	• Update users itinerary based on changes made when rescheduling.	• Provide local suggestions for users when events are rescheduled or moved so users do not have to go looking for them. • Provide suggestions based on users choices of categories such as food, activities, parks, rest areas.	
					• Continue notifying user on changes to current destinations and future destinations as well	

user flow & task flow

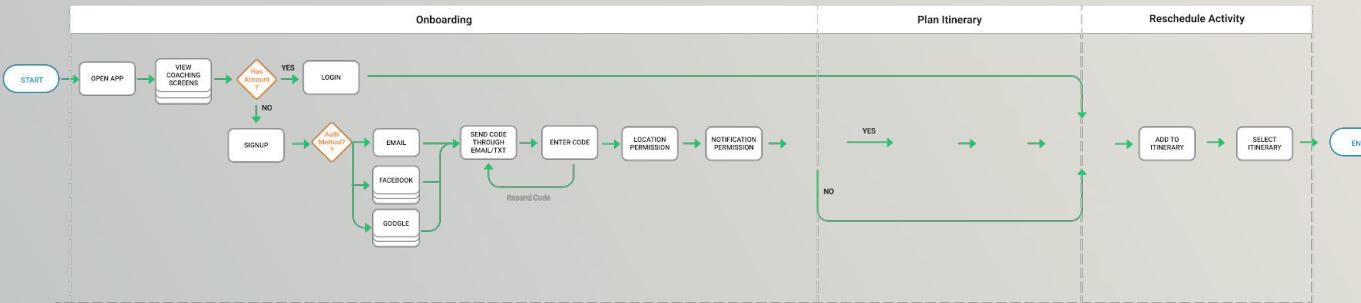
Know.Go - User Onboarding

Task Flow



User Flow

User Just Installed The App



competitor analysis

When researching competitors we were able to find several products that had key features users like however we also found several pain points as well.

When compared to know.go we saw a gap in the market for a **low cost app can be used for general functions**

Competitors	Accessible on mobile	Useful resources (guides)	Cultivating Empathy	Unique Features	Community input	Price	Tutorials
Know.go	Yes	Yes	Yes	-Trip planner -Trip guides -Interactive map -Search and explore -Community posts -Booking	Yes	Free	Yes
Google Trips/Travel/Maps	Yes	No	No	-Automatic Trip creator -Directions -Reviews -Popular Times	Yes	Free	No
Trip Advisor	Yes	Yes	Yes	-Trip planner -Trip guides -Interactive map -Search and explore -Community posts -Booking	Yes	Free	Yes
Alltrials	Yes	Yes	Yes	-Trip Guides -Interactive map -Search and explore -Community posts	No	-Freemium -\$29/year	Yes
Tripit	Yes	No	No	-Itinerary planner	No	-Freemium \$49/year	Yes

competitor Analysis

Legend

- 1 Header / navigation bar
- 2 Side bar
- 3 Search bar
- 4 Dropdown
- 5 Cards
- 6 Text button
- 7 Button
- 8 Filter / filter chips
- 9 Tabs
- 10 Ratings / reviews
- 11 Login / signup
- 12 Search
- 13 Media
- 14 Text input

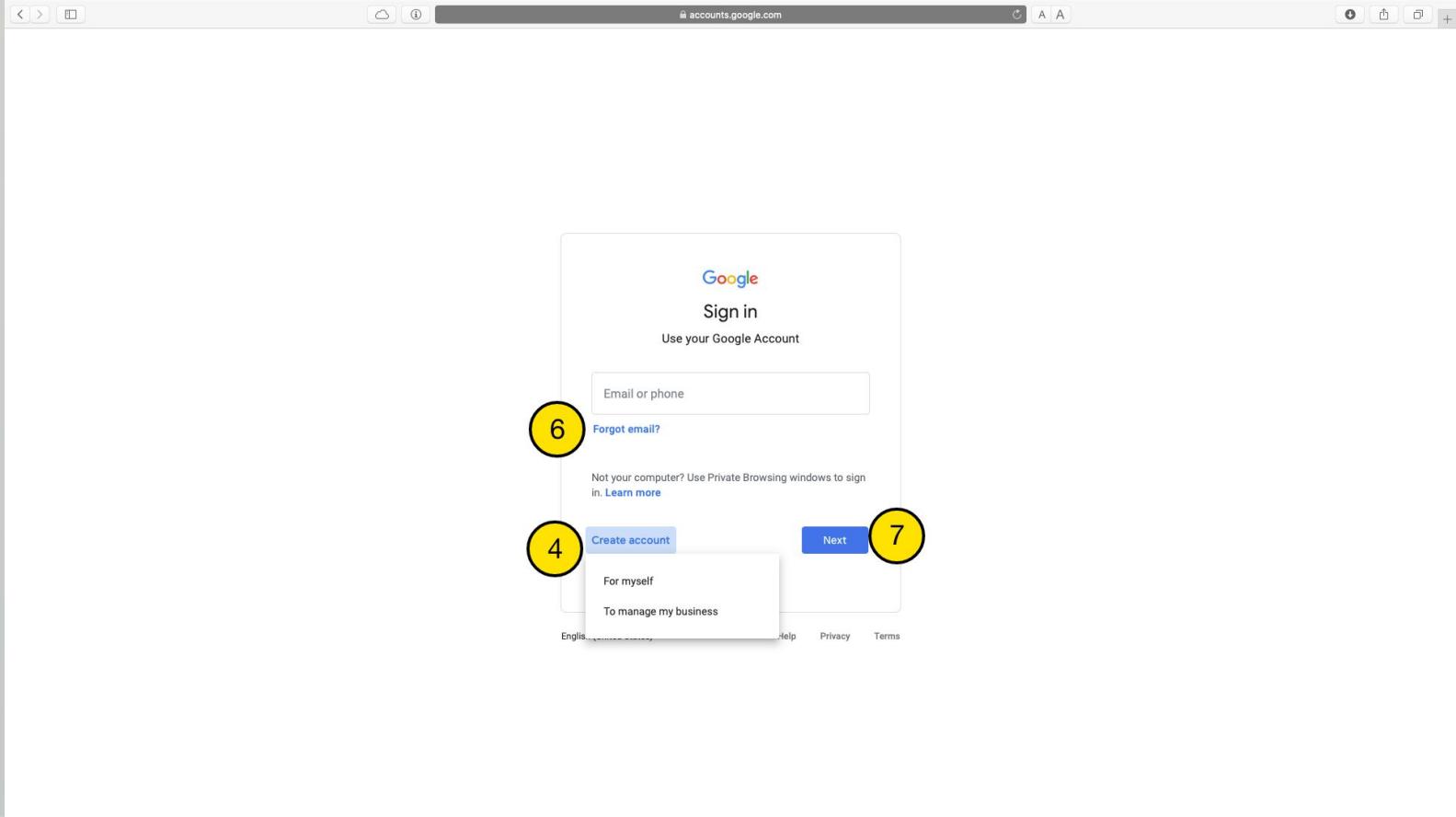
The screenshot shows the Google Travel homepage (<https://www.google.com/travel/>) with various user interface elements highlighted by yellow circles containing numbers from 1 to 14.

- 1: Header / navigation bar (Google logo)
- 2: Side bar (Trips icon with '2' notifications)
- 3: Search bar (Search input field)
- 4: Dropdown (Flight dropdown menu)
- 5: Cards (Travel advisory card)
- 6: Text button (Text input field)
- 7: Button (Search button)
- 8: Filter / filter chips (Filter chips for 'Things to do', 'Flights', 'Hotels', and 'Vacation rentals')
- 9: Tabs (Not explicitly visible in the screenshot)
- 10: Ratings / reviews (Not explicitly visible in the screenshot)
- 11: Login / signup (Sign In button)
- 12: Search (Search input field)
- 13: Media (Travel advisory message card)
- 14: Text input (Text input field at the bottom)

competitor Analysis

Legend

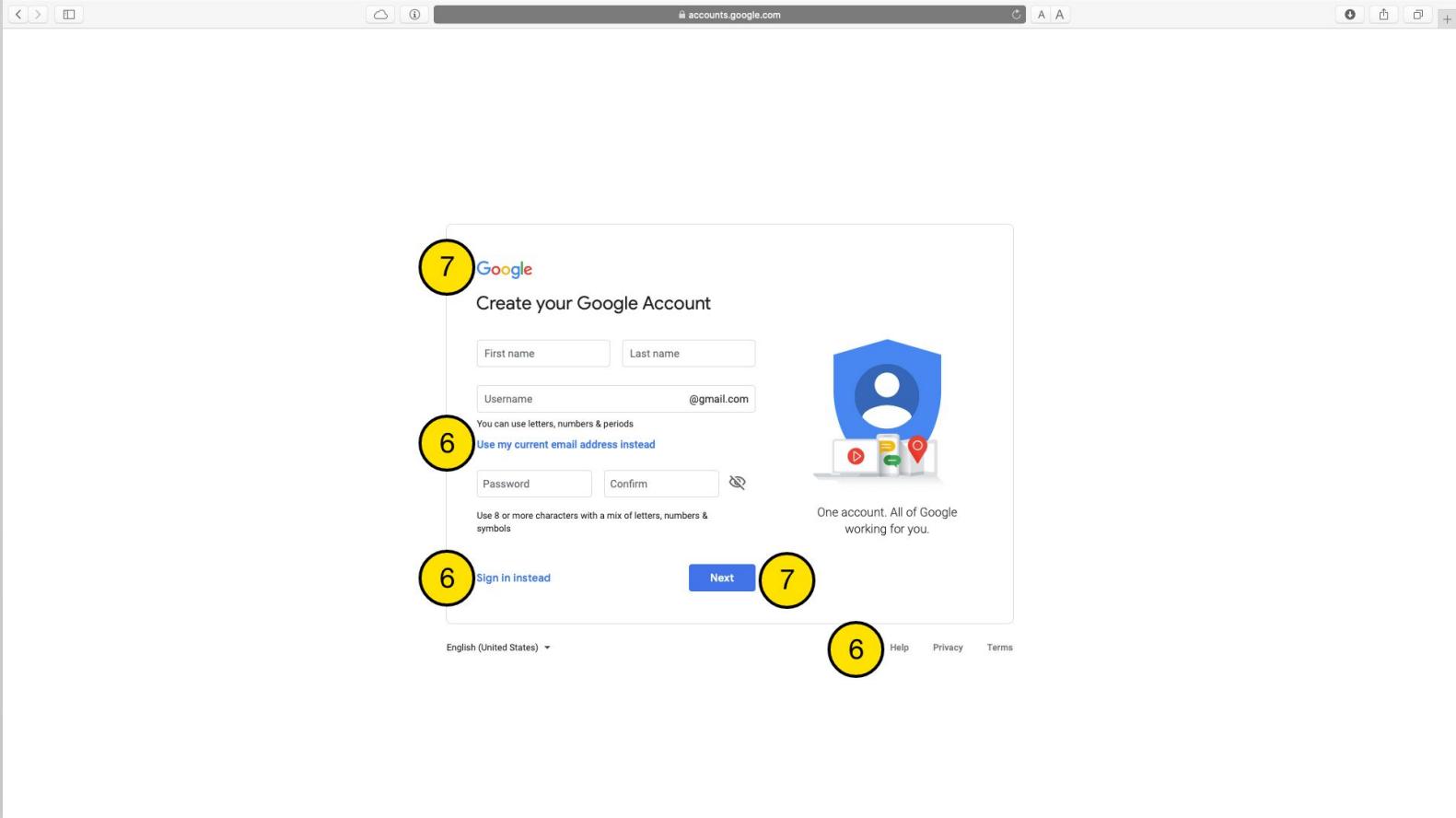
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competitor Analysis

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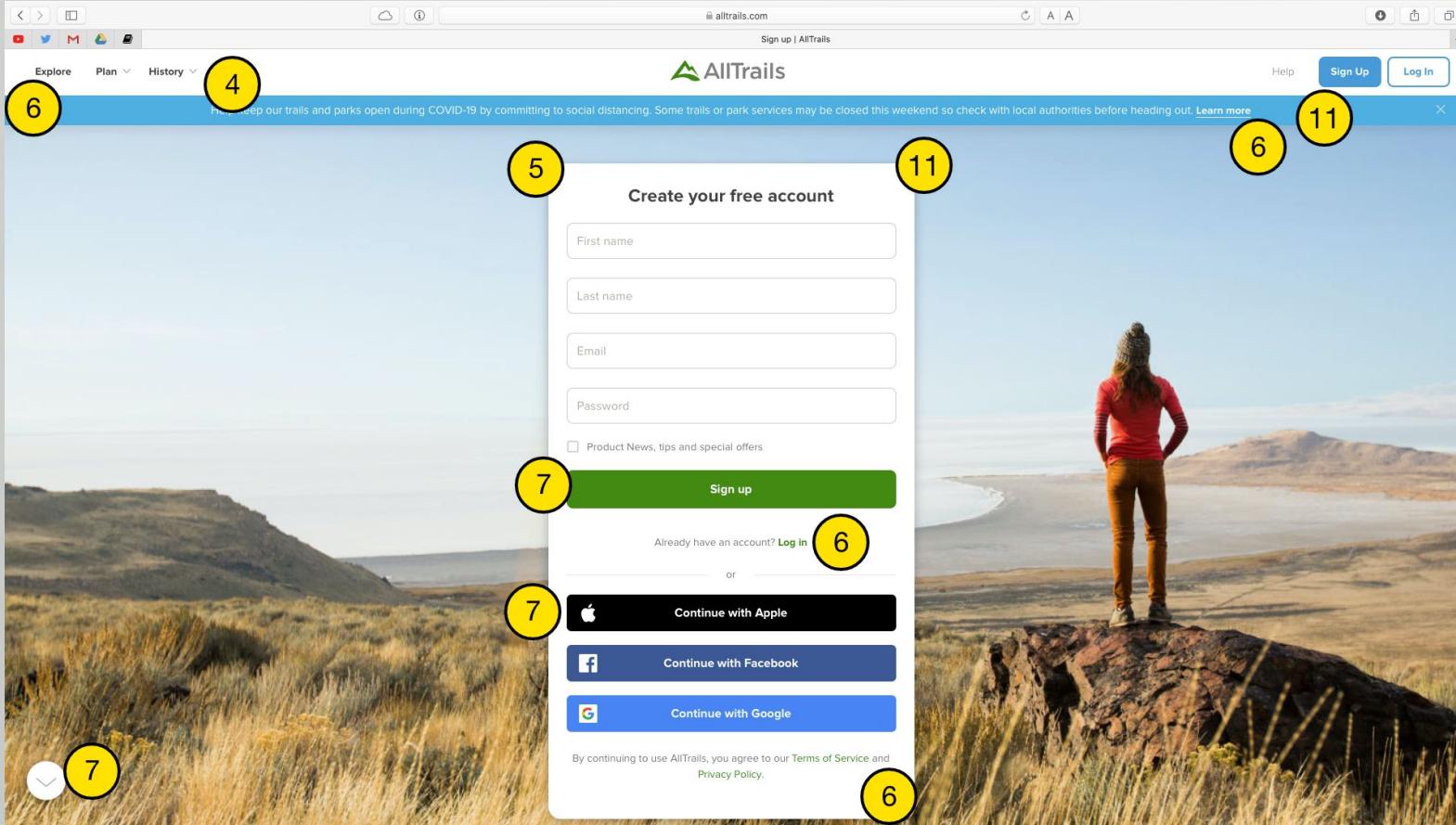
The screenshot shows the Google Trips homepage. At the top, there's a header with a back arrow, forward arrow, refresh icon, and a search bar containing "google.com". Below the header is a navigation bar with icons for YouTube, Twitter, Gmail, and Photos. The main content area features a tropical beach illustration with palm trees and a sailboat. The word "Trips" is prominently displayed in the center. On the left side, there's a sidebar with a "Google Trips" logo and several categories: "Things to do" (with a camera icon), "Flights" (with an airplane icon), "Hotels" (with a bed icon), and "Holiday homes" (with a house icon). A dropdown menu is open under the "Google Trips" logo, showing options like "Trips" (circled 2), "Things to do", "Flights", "Hotels", and "Holiday homes". To the right of the sidebar, there's a search bar with the placeholder "Search for flights, hotels and more" (circled 12) and a "Create a trip" button (circled 7). At the bottom, there's a section titled "Where to next?" with a "Create a trip" button (circled 7) and a "Potential trips" section based on recent searches (circled 5). A "Active travel advisory" message (circled 6) is also present.

- 2
- 13
- 12
- 7
- 5
- 6
- 4
- 11

competitor Analysis

Legend

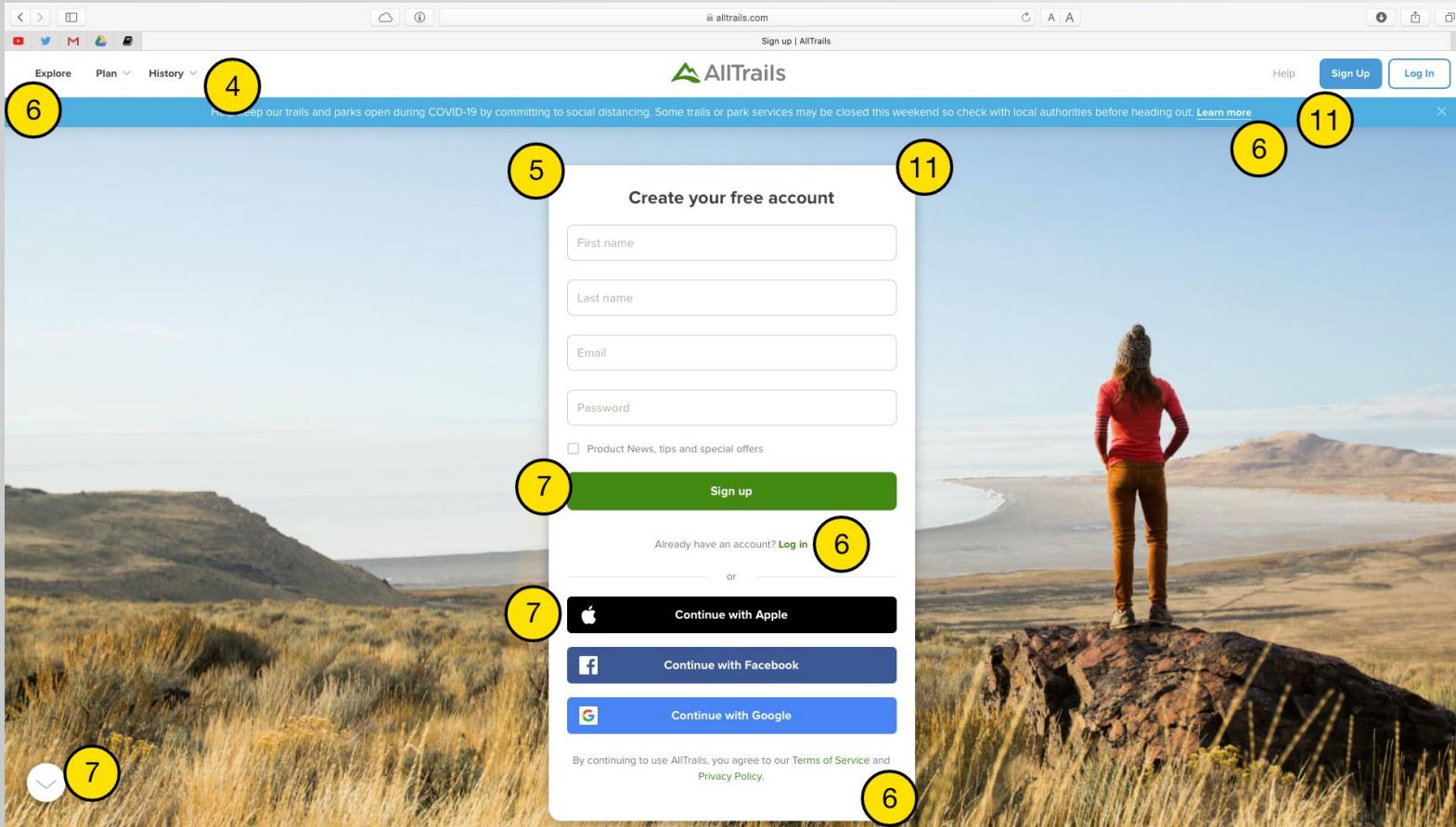
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competitor Analysis

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competitor Analysis

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The screenshot shows the Tripadvisor homepage for Toronto. At the top, there's a header with a search bar (6) and a sign-in button (11). The main navigation menu includes links for Toronto, Hotels, Things To Do, Restaurants, Flights, Vacation Rentals, Shopping, Package Holidays, Cruises, and Rental Cars. Below the header, there are several yellow numbered callouts:

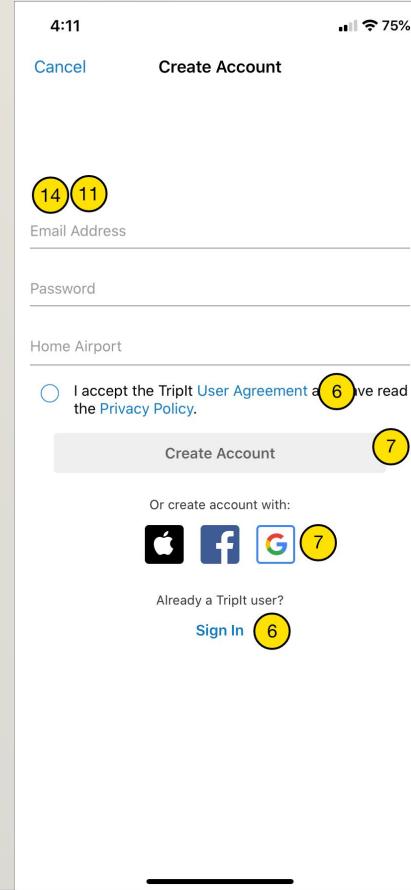
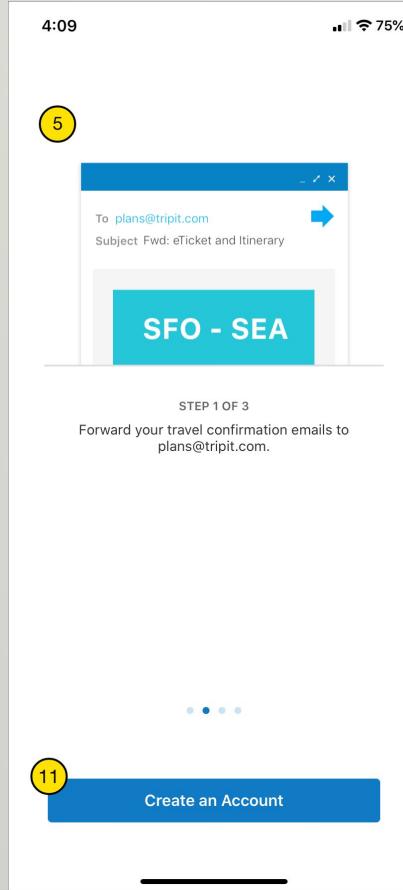
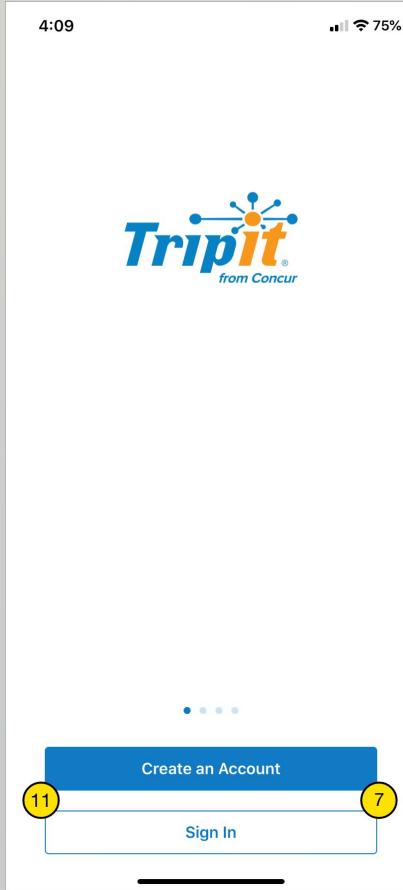
- 1: Header / navigation bar (top left)
- 2: Side bar (not visible in the screenshot)
- 3: Search bar (top center)
- 4: Dropdown (not visible in the screenshot)
- 5: Cards (multiple cards are visible throughout the page, such as the Explore Toronto section)
- 6: Text button (Search bar)
- 7: Button (Sign-in button)
- 8: Filter / filter chips (Browse by Category section)
- 9: Tabs (Browse by Category tabs: All Things to Do, Tours, Day Trips, Outdoor Activities, Attractions, Concerts & Shows, Food & Drink, More)
- 10: Ratings / reviews (Reviews for various tour options like Niagara Falls Day Tour, Comedy Theatre, Bata Shoe Museum, and Small-Group Day Tour)
- 11: Login / signup (Sign-in button)
- 12: Search (Search bar)
- 13: Media (Multiple images of attractions and tour participants)
- 14: Text input (Search bar)

The main content area features sections like "Things to Do in Toronto" (with a "View map" button), "Explore Toronto" (with cards for Niagara Falls Day Tour, Comedy Theatre, Bata Shoe Museum, and Small-Group Day Tour), and "Browse by Category" (Food, Wine & Nightlife, Wine Tastings, Beer & Brewery Tours, Pub Tours, Cooking Classes, Culinary & Gourmet Tour).

competitor Analysis

Legend

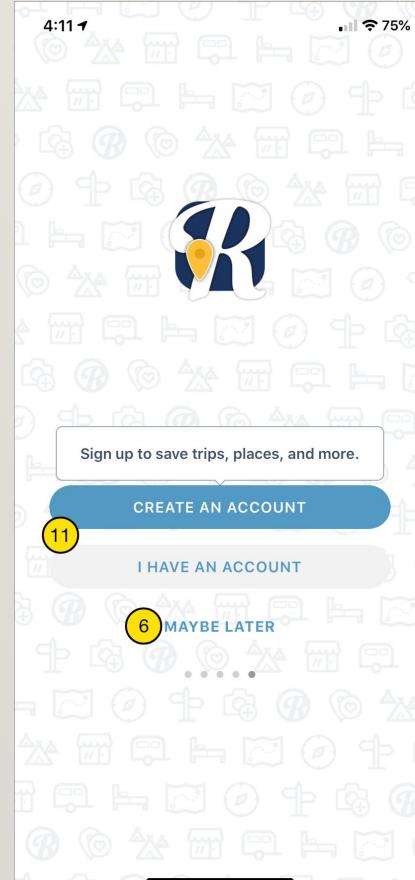
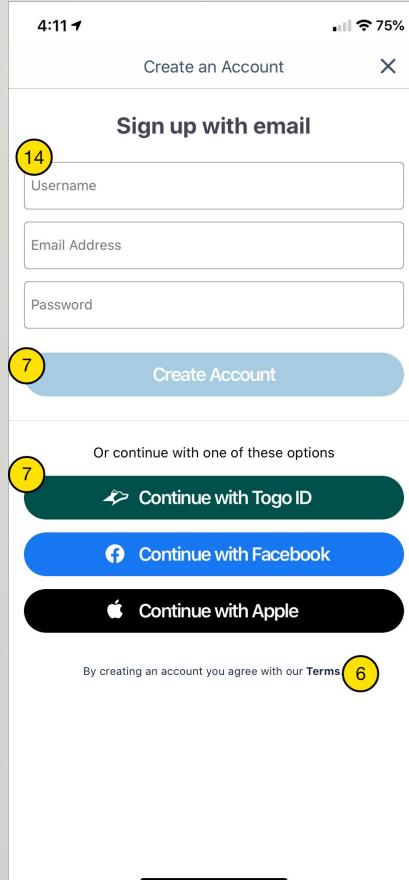
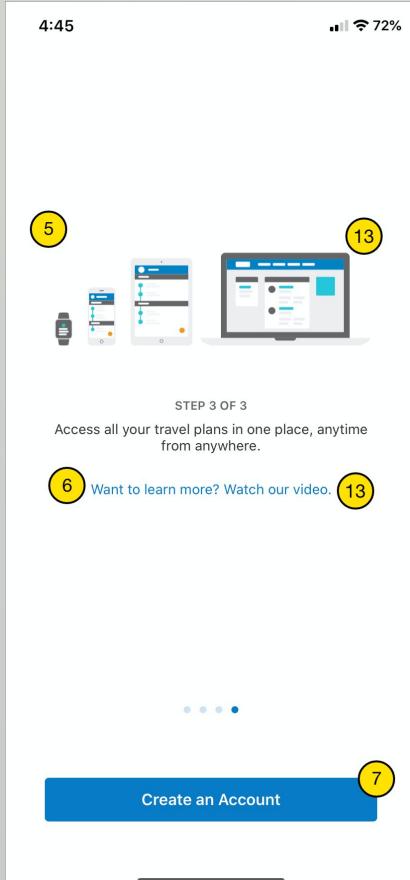
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competitor Analysis

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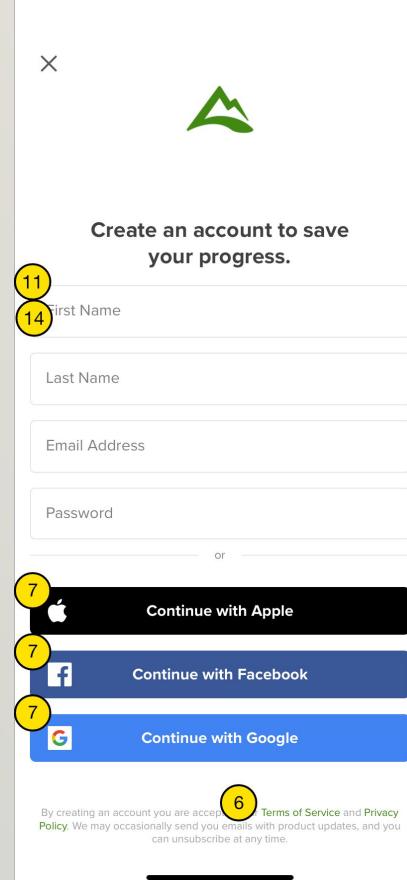
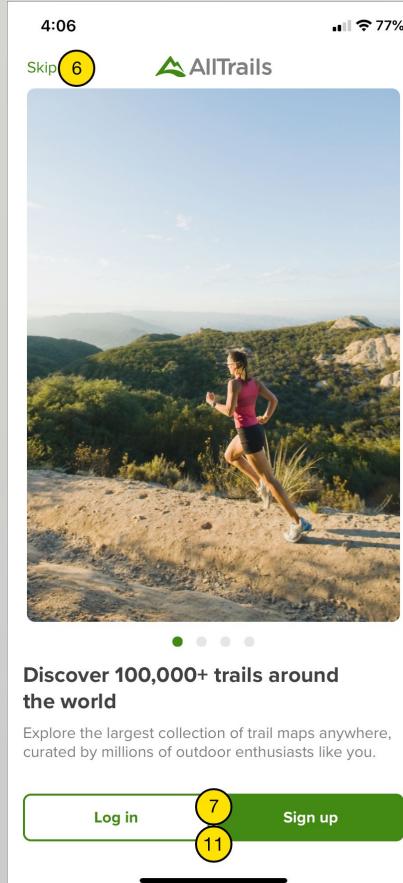
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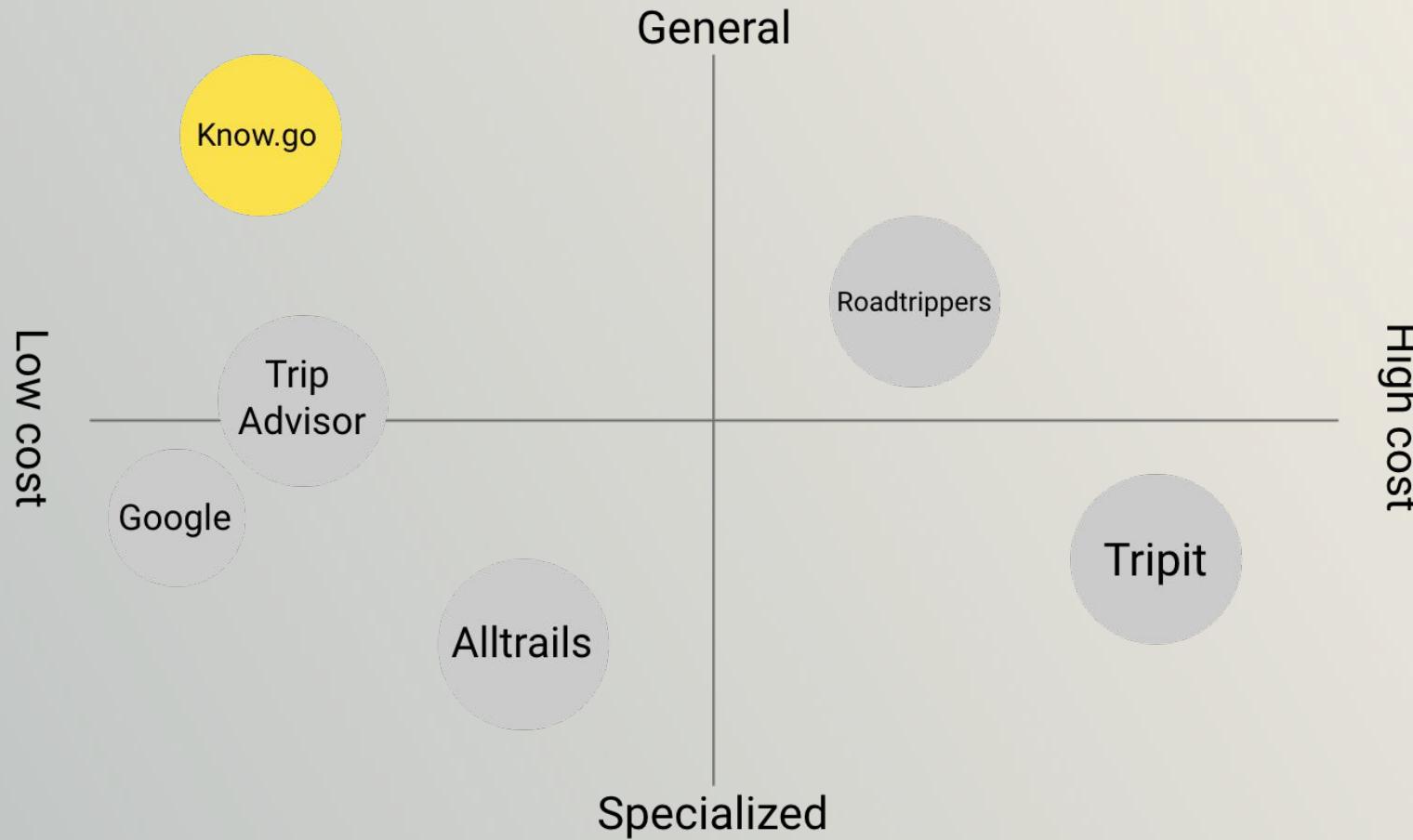
competitor Analysis

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competition map



lo-fi wireframing

lo-fi clickable prototype:

<https://invis.io/PTZ228HAYKJ>

Know.go

Create Account

Name

Email

password

Create Account

or continue with:

By creating an account you agree with our Terms.

Already have an account? [Sign In](#)

Know.go

Would you like to add activities to your trip?

Trip Details:

Date: Sunday April 4 2020

Collingwood, ON

Search

Activities  Food & Drink  Points of Interest  Outdoors 

Collingwood Boat Tour

Beach Spot

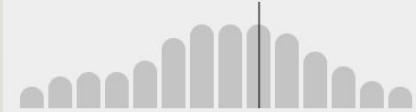
Lighthouse by the lake

Collin **Done**

Collingwood Boat Tour

Details Photos Reviews Similar

Peak times



ETA: 16:35

Date to arrive: Sunday April 4 2020

Book a tour: No longer available for this day

Reschedule for another day

user testing

During the user testing phase I made sure to test three tasks. Onboarding, Planning a trip and editing the trip. Once testing was complete I was able to determine that the onboarding phase needed to be changed and the landing page needed to be redefined. Once testing was complete I moved forward with iterating the user flow, task flow, and wireframing to ensure the users were able to perform the tasks without any issues.

usability testing

Task Number & Name:	Task 1. Create an account	Task 2. Plan a trip (to Collingwood)	Task 3. Modify your activity
Goal/Outputs:	Create an account using an email and reach the would you like to plan a trip page	Plan a trip and book an activity to Collingwood bout tour	Reschedule your activity
Assumptions:	<ul style="list-style-type: none">User will attempt to log in using social media optionsWill attempt to slide coaching screens cards on the main page of the screen	<ul style="list-style-type: none">User will attempt to search for Collingwood boat tour firstUser will try to scroll down on list of activitiesUser will try to add other activitiesUser will pause/get stuck and not click done on activities page	<ul style="list-style-type: none">Will not know to click the activity in the planned trip sectionWill attempt to click around on other buttons

usability testing

Scenario/Steps:	<ol style="list-style-type: none">1. Start to create an account2. Fill in your account details3. Create the account4. Put the 4 digit code to verify your account5. Choose whether or not you want notifications6. Choose whether or not you want to allow location services7. Stop at the Success, Welcome! page.	<ol style="list-style-type: none">1. Plan a trip to Collingwood, ON2. Fill in your account details3. Add Collingwood boat tour to your itinerary4. Finish planning your trip by hitting done and heading to the main dashboard	<ol style="list-style-type: none">1. View your activity details2. Reschedule the activity to another day3. Hit done and go back to the main menu to review you itinerary
Success Criteria:	User will create an account using an email login, verify their account with a 4 digit code, successfully choose their notification and location preferences and finally land on the success page.	User will successfully have added a trip to Collingwood boat tour and landed on the main dashboard page.	User will have rescheduled the activity and landed on the main dashboard without any conflicts in the activity pane

usability testing

Notes:	I created this task in order to ensure users are able to complete the onboarding steps without any failures or issues. This will ensure users can create an account that will allow them to personalize their experience while using the app. Things to keep an eye out for is which methods users choose to create an account. As well as how well they tackle the 4 digit verification step. I will have to provide the 4 digit code ahead of time or once the step arises.	This will ensure that users are capable of creating trips with prior knowledge from previous navigation apps. It will also allow me to know what information is important for users such as departure times or scheduling.	In this section my hopes are users are able to clearly see that there is an issue with itinerary as well as understand the details on the activity page
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usability testing

PARTICIPANT 3

- I see I have to put my name email and password
- I also see the different social media to create my account and I like that because I usually go with my gmail
- Anytime I can connect with my gmail I use that cause I don't have to save a bunch of passwords
- **Verifying account**
- I see I have to verify my account with a 4 digit code. I like it because it feels more secure
- They're asking me if I want notifications, Put more details on what the notifications are about because I normally just block all notifications.
- Would you like to plan a trip, yes
- Search Where would you like to go. I write Collingwood
- When do I want to go. I already put my date * For me I didn't see where I was putting the date and it reminds me sometimes it annoys me like when I use airbnb I wanna have the option that I can just explore the destination without putting a set date. Maybe put an option under a calendar that says you don't have to put a set time.
- In the destination I have photos, reviews, and similar destinations
- I also see peak times and it lets me pick when I would want to go
- Add to itinerary
- Back on dashboard I see a my planned trip in a line of my itinerary which I like.
- I see that there is a problem with my boat tour. Looks like there's no more slots for this day.
- I see the button to reschedule. I clicked it and I guess it rescheduled to another day.
- I like when people can add pictures not just the owner of the destination or attraction that way you can know exactly what its like.

usability testing

TASK SUCCESS DATA

	SUCCESS RATE	PARTICIPANT 1	PARTICIPANT 2	PARTICIPANT 3	PARTICIPANT 4	PARTICIPANT 5	PARTICIPANT 6	
TASK 1	83%	0	1	1	1	1	1	
TASK 2	83%	1	0	1	1	1	1	
TASK 3	83%	1	1	1	1	0	1	
		KEY: 1 = SUCCESS, 0= FAILURE						

68% success is a pass

updated user flow & task flow

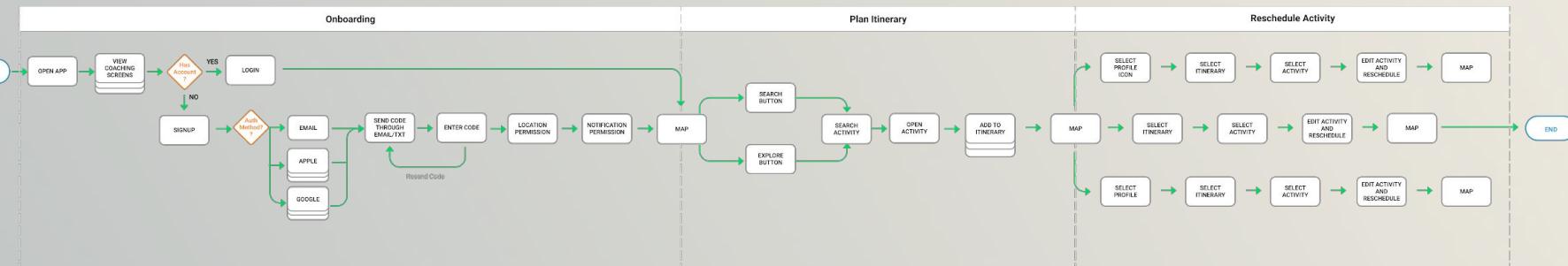
Know.Go - User Onboarding

Task Flow



User Flow

User Just Installed The App



mid-fidelity wireframing

mid-fidelity clickable
prototype:

<https://invis.io/VFZ4PQCCNZ8>

<

Know.go

Create Account

Name

Email

Password

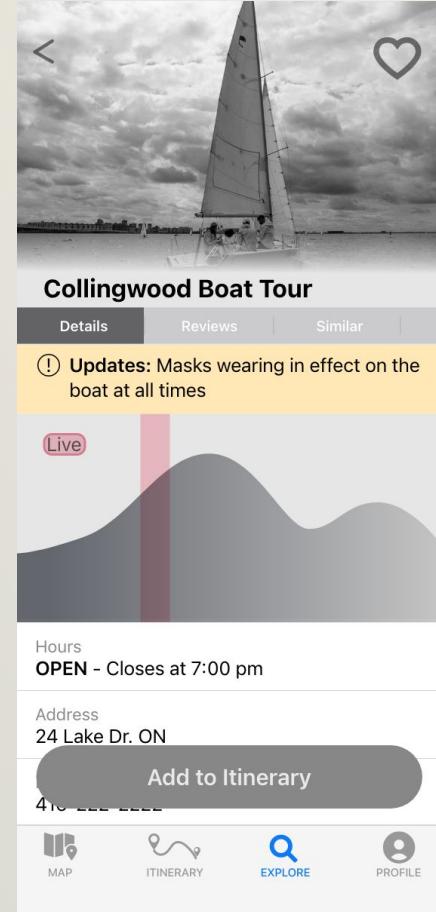
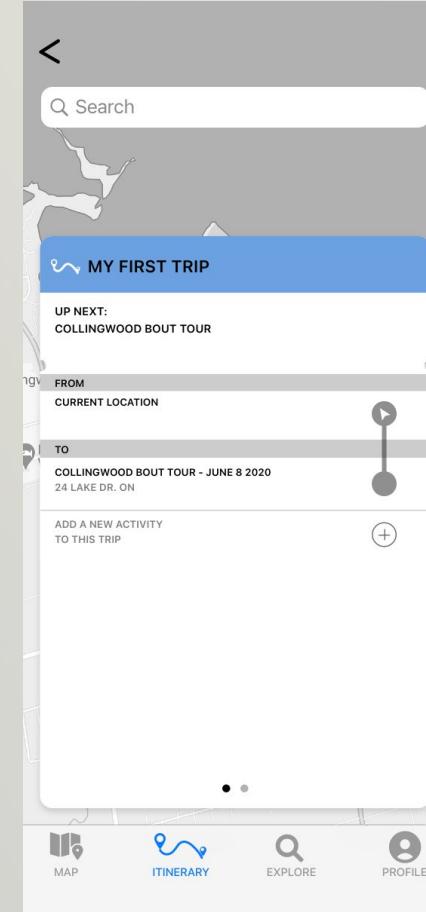
Create Account

Or continue with:

By creating an account you agree with our [Terms](#).

Already have an account?
[Sign In](#)





know.go

final thoughts

This project has allowed me to see just how important research is when it comes to UX design. Throughout each stage in the design process I found myself looking for user testers, asking lots of questions and getting frustrated when I could not learn more about the users needs. There were many moments where I realized that the project could not move forward without the users input. I also learned that planning is a very important skill to have due to the many different hats you have to play as a UX designer. I was also able to overcome my fear for failing by understanding that failing is a natural part of the process. All the failed ideas and prototypes actually paved the way to create a solution that only got better the more I iterated.

Moving forward I wish to continue to showcase this case study to more people in order to get more feedback. My hopes are to improve know.go by showcasing it as a minimal viable product that helps travellers plan trips unlike anything on the market.