Software Conceptualization

Doing Research

Getting Ready for Research

Elevator pitch

A travel preparation app to help organize, keep track of, and check off all the items you'll need for packing and food prep. Templates are provided to help get you started with categories, and you can customize the lists to fit your needs. The app will remember your previous trip list so you never have to start with a blank slate.

- People often forget items before leaving home that they will need for their trip

- People don't have a convenient place to keep and check off items on a list

- Often creating a comprehensive list of items for a trip from scratch can be difficult

Problem statement

Identify what people currently do to keep track of everything they need to bring on a trip and the struggles of those methods.

Survey Design

Screening questions

1. Do you go on overnight trips of any kind more than twice in a year? (Yes/No)
2. Do you make a list of items to pack for your trip? If you do, what do you currently use to do so? (pen & paper / notes app on your phone / other)
3. What are some shortcomings of your current method?
4. Are your trips often by plane or by car? (plane / car / other)
5. How often are you on a trip and realize you forgot something you need? (often / occasionally / never)
6. On a scale of 1-10, how likely would you be to use a packing list app to prepare for a trip?

Analysis & Reporting Results

1. After reviewing the results of the survey, I found that all participants often do forget items to take on their trips, not remembering things at the time of packing and preparing. I found that the majority of people who responded already do make a packing list of their own when preparing to go on a trip, showing an importance to them of having a list of sorts when they prepare to travel. I also found that some people forget items because of having to create new lists each time they leave somewhere overnight and each list ends up being different.
2. Some feedback shared how much it costs them when forgetting certain items and how it ends up wasting some money for them on their trip if they had remembered to bring it.
3. From the responses of the survey I was able to answer my problem statement, learning of people's different listing methods and disadvantages to them. I found out the needs of the participants so that now I can work to tailor my app to address them. I learned that their current ways of listing items to pack in preparation for a trip had downsides and shortcomings. With that it revealed that there could well be a market for a travel packing app like this to enhance people's traveling experience after leaving home.