



" packing is extremely frustrating"



"..hurricane ruined my trip and I was forced to stay indoors the whole trip."



"Sometimes it's hard to find vegetarian food"



"My flight was cancelled and I didn't get any update"



Happy Journey

Hello!

We are Team 6

We are here because we love to improve User Experience.

Presented by-**Jennifer Rhau, Kajal Purwar, Sanchita Ochani**



“



Traveling is such a tedious task,
we wanted to ease the
experience.

Goal

“Our goal is to enhance the planning process of a trip, and at the same time, make it stress-free.”



Personas



Name: Naiomy Rodriguez

Age: 30

Profession: Manager at Museum

Hobbies: History, Reading, Traveling, Exploring, Music.

This is Naiomy from Paris, Currently working as Manager at Dyckman Farmhouse Museum, She like history, traveling and reading, She has travel more than 15 countries.

Apart for work she is always ready to try new thing and explore nearby area. She spends her weekends in networking and meetups also she likes teaching and investigating about history and mostly she attends events and conference on regular basis around the globe.

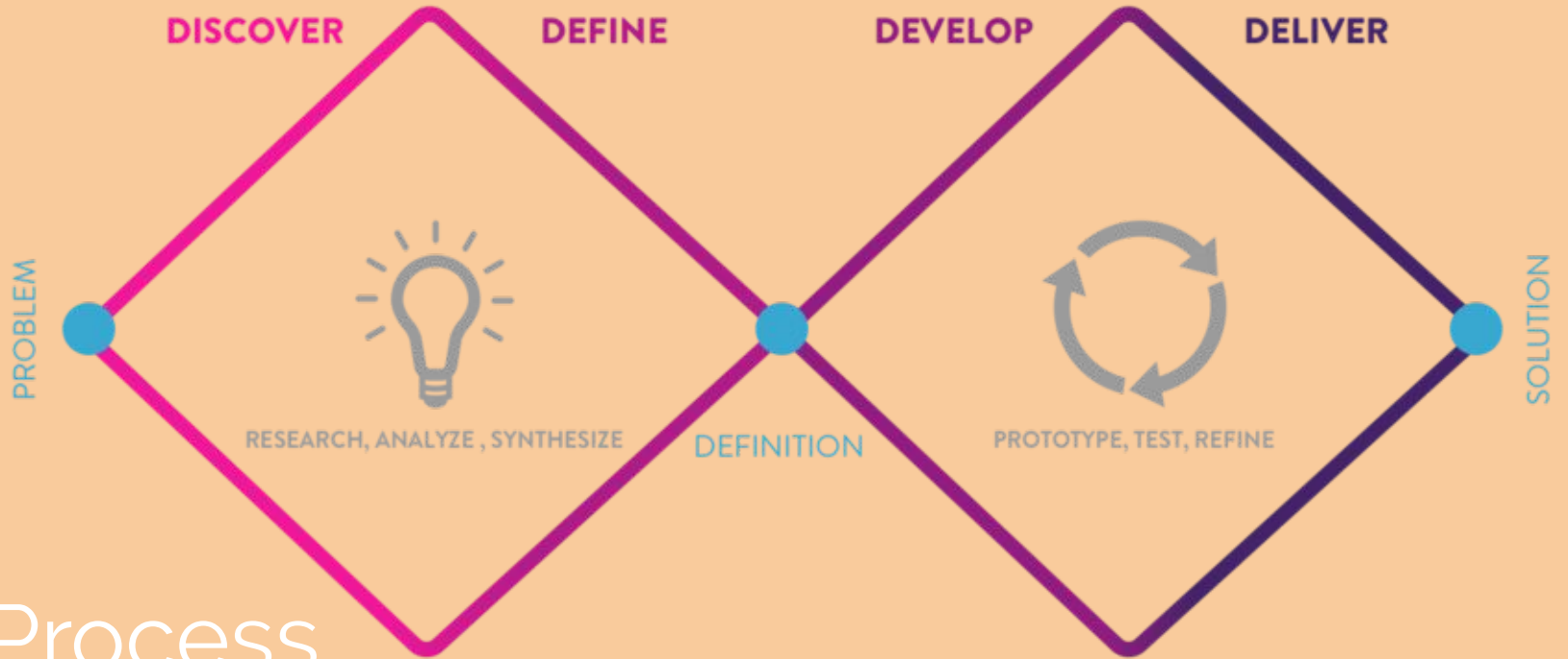
- She struggles to make itinerary as She is a working woman.
- She feels difficult to recall all stuff to carry and she take many days to plan everything accordingly.

[Prototype](#)

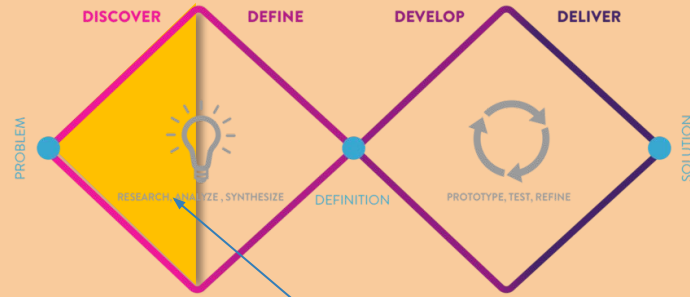


Gaps in Existing Apps

- Most websites like Kayak only help you with flight and hotel bookings, without focusing on the other aspects of planning a trip.
- Apps like Yelp can only be reliable in countries where the app usage is heavy.



Process

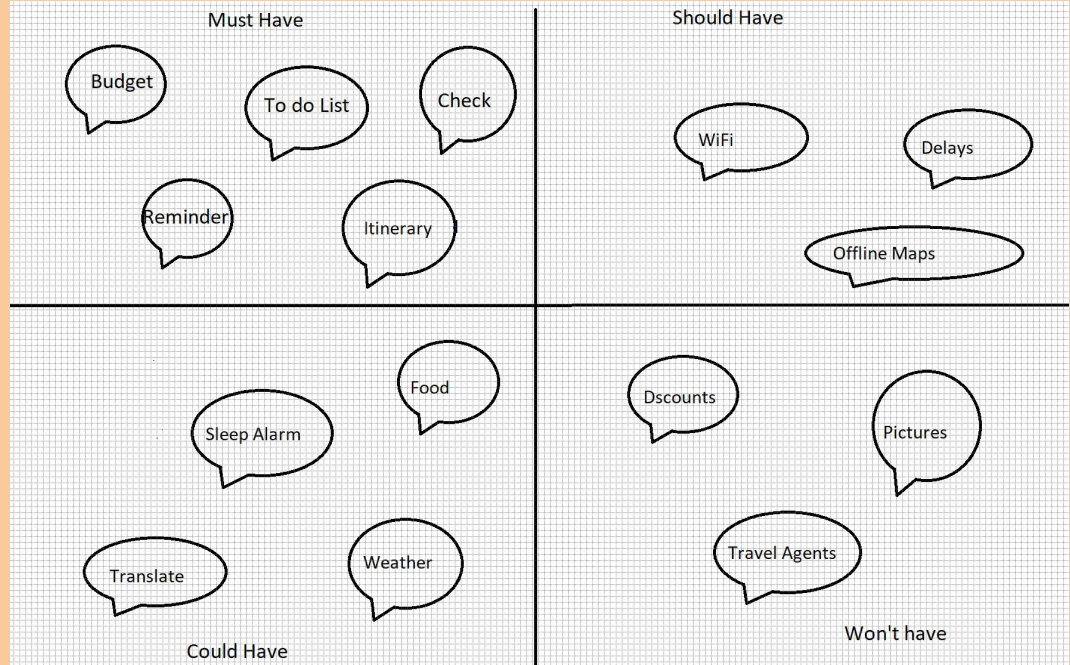
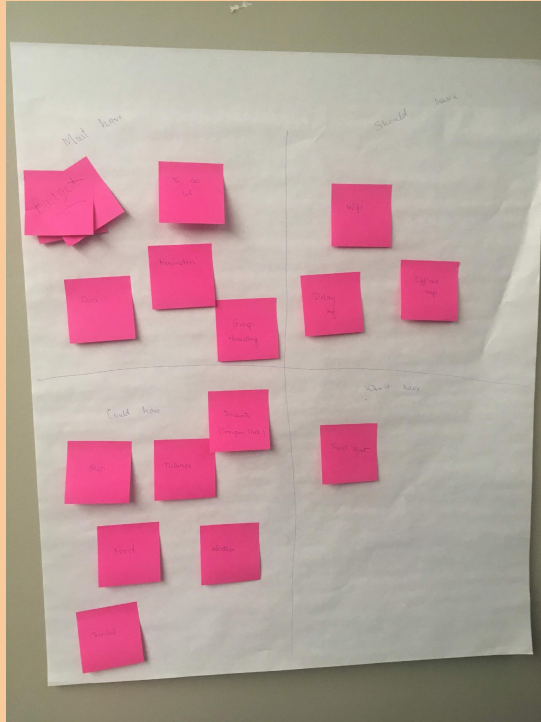


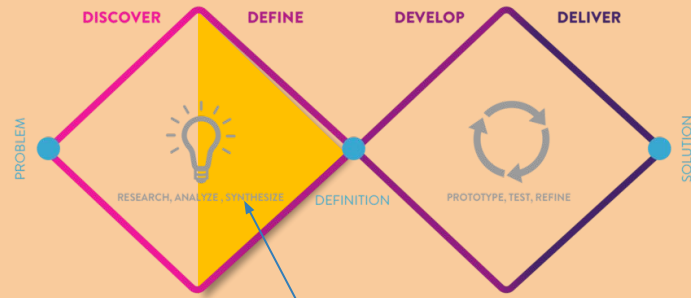
DISCOVER

- Users hate packing.
- Users can't keep track of their expenses.
- Users struggle with planning.



MOSCOW





Define

HEURISTICS

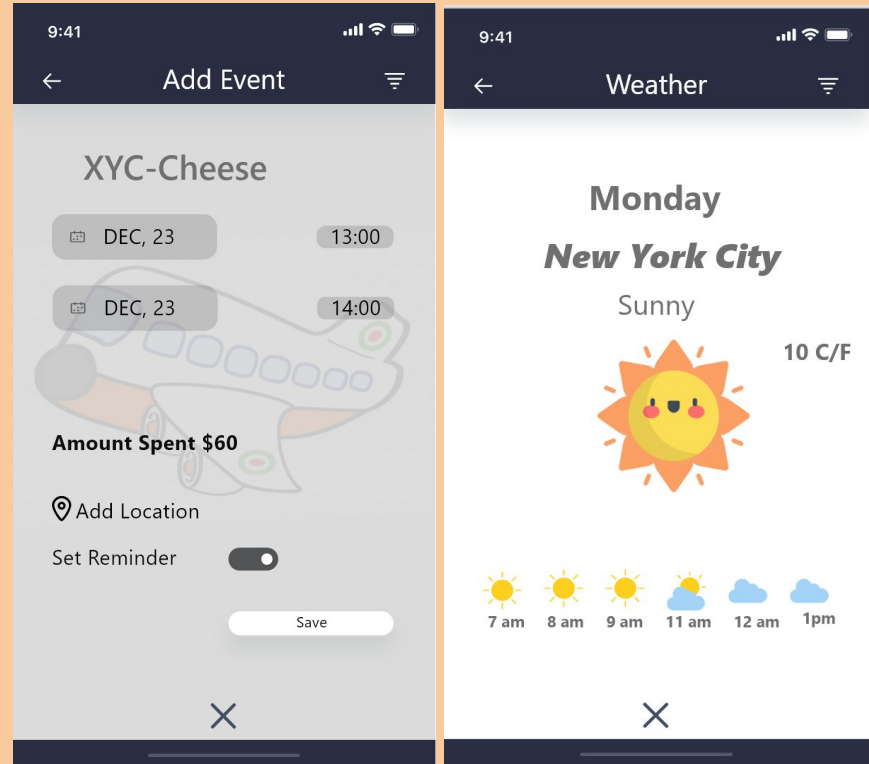
User Control And Freedom

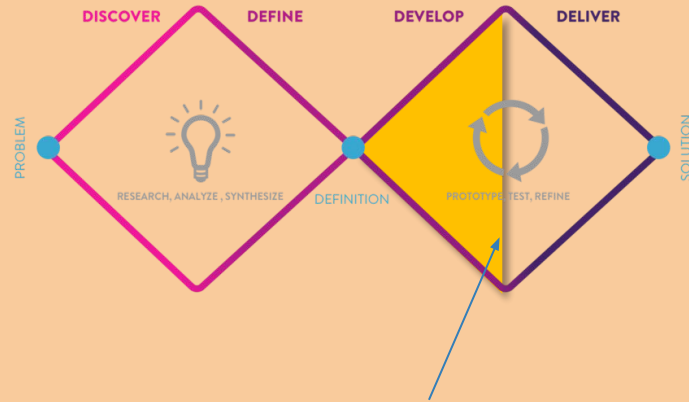
Flexibility And Efficiency of use

Consistency and standards

Aesthetic and minimalist design

Match between system and the real world





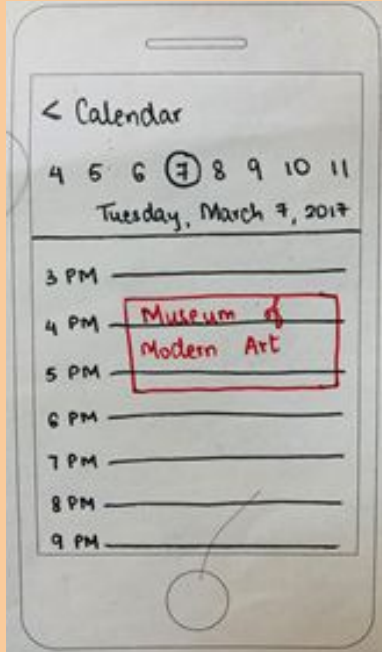
DEVELOP

Usability Testing

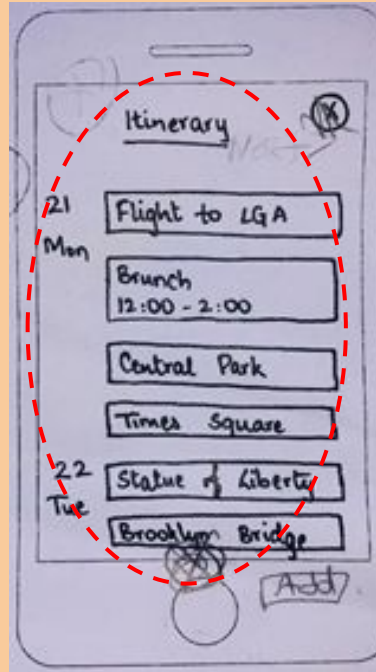


Major Changes in Itinerary

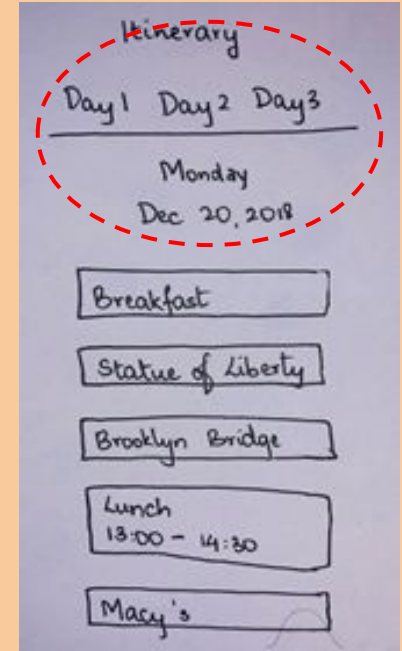
1



2



3



Major Changes in Budget

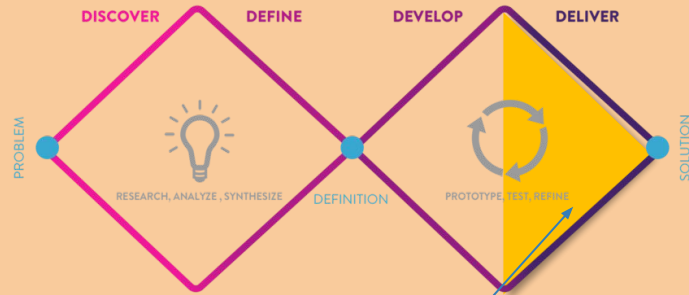
1

A hand-drawn sketch of a budget app interface. At the top right is a 'skip >' button. The title 'Budget' is centered. Below it, a list of items is shown with their costs: '14 Mon Flight \$350', 'MoMA \$65', 'Lunch \$50', 'Drinks \$75', and '15 Tue Brunch \$110'. At the bottom, a red dashed oval highlights the text 'You have used \$650 out of \$1000'.



2

A hand-drawn sketch of a budget app interface. At the top left is a '< Back' button and at the top right is an 'edit' button. The title 'Budget' is centered. Below it is a red dashed oval containing a circular progress indicator, the text 'You have used \$800 out of \$1000', and a list of categories: 'Transport', 'Food', 'Shopping', and 'Others'. Below this, a list of items is shown with their costs: '12/20 Mon Flight \$400', 'Breakfast \$60', 'Macy's \$125', 'Lunch \$70', 'MoMA \$65', 'Dinner \$___', and '.....'.



Deliver

Solutions

To be continued...

9:41

Travel Details

How many people are you traveling with?

1

☐ Solo Trip?

X

The screenshot shows a mobile application interface. At the top, the status bar displays the time 9:41, signal strength, and battery level. Below this is a dark blue header with a back arrow, the title 'Travel Details', and a menu icon. The main content area has a light blue background with a faint airplane illustration. It contains the text 'How many people are you traveling with?' followed by a dropdown menu showing the number '1'. Below the dropdown is a checkbox labeled 'Solo Trip?'. At the bottom of the screen is a dark blue bar with a white 'X' icon.



Thanks!

Any questions?

Appendix

Usability screener

Travel Notification

Scenario: You are going to London and you want to get reminders about flight details

Task: Enter (flight) details

Itinerary

Scenario: You are planning a trip to NYC for the first time. You've decided you will go see your first Broadway show and get dinner after with some friends

Task: Add Broadway show from 6-9 and Dinner from 9-11 on your to-do list

Budget

Scenario: You're planning your trip to Cancun. You've set a max Budget of \$1200, but are about to add an expense that is \$100 over budget.

Task: Deal with over budget message and act accordingly.

Suggestions

Scenario: You've taken a trip to Berlin, the restaurant you had decided on is not as appetizing as expected.

Task: Find a new restaurant

To-Do

Scenario: After finishing with your budget, you remember you've forgotten to add something some items to your to-do (packing) list

Add "Pack charger to packing list"

Screener:

Do you plan to travel in the future?

Do you do research before going on a trip?

Questions:

- 1) What inspires you to go to a new place?
- 2) Can you tell me how you create your itinerary i.e. What is your process?
[P] How detailed do you make your itinerary?
- 3) Can you walk me through your most recent trip planning experience?
- 4) How do you manage your expenses for a trip?
- 5) How long does the planning and organizing your trips usually take?
What are some important factors you consider while planning for a trip?

Q6 When you plan your trip, how often do you depend on the traveling agent.

- ☐ Never
- ☐ Very Less
- ☐ Sometime
- ☐ Mostly

Q7 What are some important factors you consider when planning for a trip?

Q8- What tools do you use to make decisions about it? Are they helpful?

Q9 During your trip, which is your most concerning part of your journey (rank in order)

- ☐ Time
- ☐ Budget
- ☐ Accommodation
- ☐ Sites

Q10 When you are at your destination site, what do you prefer, Their local transport system or Private Cab Services and why?

Q11 How do you deal with currency change (if applicable)?

Q12 On an average, How much are you able to cover the Trip plan that you have a plan before starting it.

Demo Link

<https://xd.adobe.com/view/70752850-a516-497e-57ce-e52e2a524de5-0644/?fullscreen>