

PROJECT OVERVIEW

THE PROBLEM:

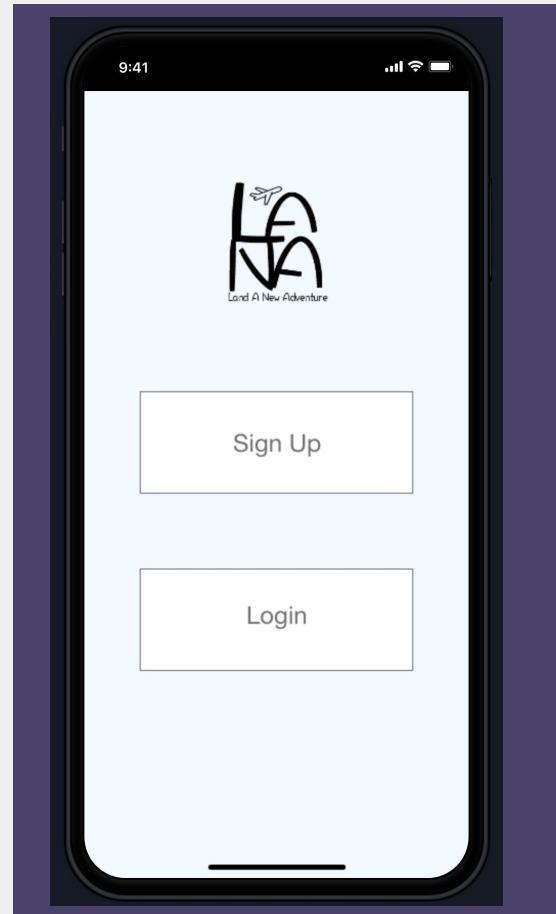
Planning trips can be stressful, especially if planning with other people

THE SOLUTION:

Create an app that helps organize a trip and communicate with the people you will be traveling with

MY ROLE: UX designer

TOOLS: Adobe XD, Miro, Flowmap



User Research

Katherine Arias

Homework 1

Interview Plan

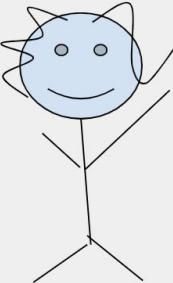
Millennials are the generation that travels the most according to recent statistics. Our goal is to dive deeper into the planning mindset of this age group, and develop an app that will help millennials streamline their travel plans.

Proto-Persona

Name : Carol

Age : 24-30

Sketch:



User needs and goals

- Accessible transportation when traveling somewhere new
- Safe place to stay when traveling somewhere new
- A way to know what is going on in the new city they are in
- Easily plan a trip
- Needs Internet

Behaviors and Demographic

- College graduate
- Likes trying new restaurants
- Travels for work and leisure
- Procrastinator

Pain points & frustrations

- Finding inexpensive and safe housing when traveling
- Not being able to find somewhere to eat
- Restaurants being accessible from housing

Survey Data

Is there anything that frustrates you about travel planning?

35 responses

Budgeting

Peoples indecisiveness

Money finding time

Transportation

Planning and money and capitalism and ...just ...you know

Waiting at the airport

People sometimes have there own agenda which doesn't add up

Figuring out transportation

Prices changing for flights

How old are you?

31 to 37

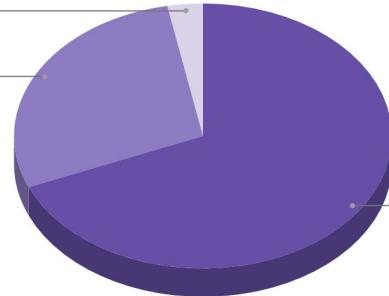
3.0%

25 to 30

28.3%

18 to 24

68.7%



Do you travel alone or with another person?

a group of people

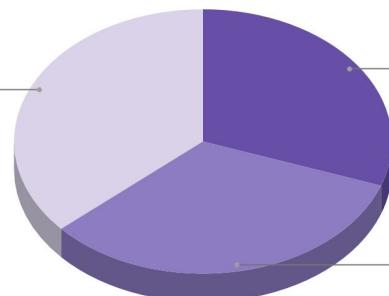
36.5%

Alone

30.4%

1 other person

33.1%



Interview Transcripts

Bryan, age 23

“People telling me some place was fun and I should check it out. I will probably look at that more often”

Danny, age 31

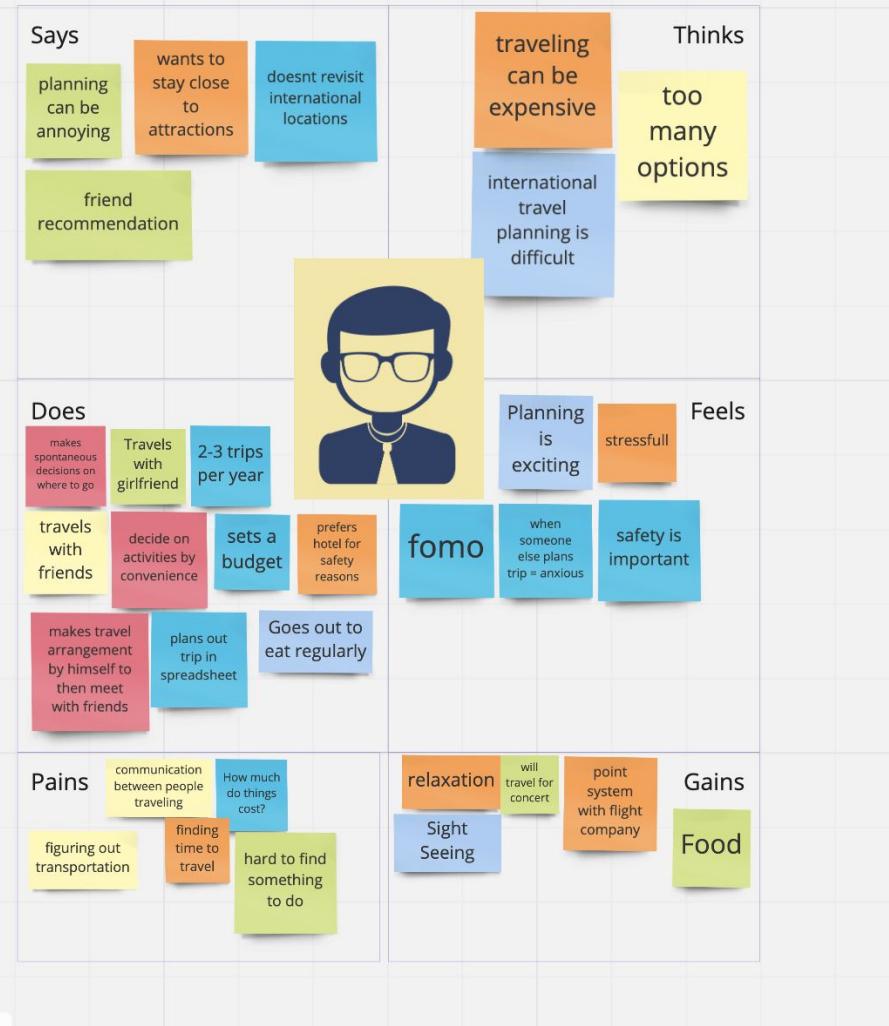
“I plan a trip when I have points on my credit card for hotels. I usually use Trip Advisor and read reviews”

Affinity Diagram





Empathy Map



User Persona

Gianni Tepes



"I travel occasionally, usually with a friend. If I could find the time to travel more, I would. I think if my friends and I could agree on what to do on a trip once we are there, maybe we wouldn't get so frustrated"

Friendly · Ambitious · Focused

Age: 25

Occupation: Financial Analyst

Family: In a relationship

Location: Washington, DC

Archetype: The Explorer

Bio

Gianni is a 25 year old, financial analyst at a fortune 500 company in Washington, DC. He currently works from 8-6pm Monday through Friday, and tries to fit in a couple happy hours through the week with colleagues and friends. On the weekends he can typically be found relaxing, going on dates with his partner, and attending networking events. He makes an effort to travel at least three times a year, either with friends, his partner or by himself. Traveling is important to him because he seeks new experiences.

Goals · Interest

- Find interesting places to visit.
- It would be great to get feedback from people who have visited somewhere I am visiting.
- Gianni is looking to travel to places he has never been.
- Have all my planning organized in one place
- I would like to find time to travel more

Pain Points · Concerns

- Traveling can be expensive, I want to set up a flexible budget when I travel.
- Sometimes I want to find somewhere to eat close to me when I travel
- Sometimes I lose track of time and can't find the time to take a trip
- I love traveling with my friends but some of them are bad at planning and it is stressful for me

Scenario

I typically choose a couple of destinations that I want to visit at the beginning of the year and then I check my work calendar to determine when I will be able to get off. I normally have mixed feelings about planning a trip, one moment I'm excited the next moment I'm anxious because I feel like I'll spend too much money. I use apps that set alerts for cheapest flights around those dates. I have a general idea of activities I want to do but normally when I arrive I choose fun activities nearby. Most of the time I would rather leave the planning to someone else.

Motivations

Experiences

Entertainment

Curiosity

Social

Adventurous

Personality

Introvert

Extrovert

Analytical

Creative

Loyal

Fickle

Passive

Active

Brands



Definition & Ideation

Katherine Arias

Homework 2

User Insight

A user who values spending time with friends whenever they have time needs to find an efficient way of planning a vacation with them because they are all indecisive and find it hard to agree on what to do and where to go.

Problem statement

It is difficult for people to plan a trip with friends. Not only is it difficult to decide what to do, but it is also hard for everyone to plan the trip together.

Ideation

	I Like	I Wish	What if	
	<p>I like having recommendations from friends</p> <p>I like saving money</p> <p>I like seeing pictures of places I want to visit</p> <p>I like knowing how long something will take</p>	<p>I like having a loyalty program option for traveling</p> <p>I wish I knew the best places for me in a new place</p> <p>I wish public transportation was easier to figure out when I travel</p> <p>I wish I could see when the best time to visit a place is</p> <p>I wish I knew my friends traveling preferences</p>	<p>I wish I could have live collaboration on a trip planning template</p> <p>I wish I knew what I needed to pack for a trip</p> <p>I wish I could see ratings and reviews for attractions</p> <p>I wish I knew about things that could affect something I have planned beforehand</p>	<p>I wish I could plan a trip, book and pay all in one place</p> <p>What if I could see travel only travel options within my budget</p> <p>What if I could see events around me while on trip</p> <p>What if I could just ask my device to plan a trip for me</p> <p>What if I could see the safety/crime rate of a destination when planning a trip</p>

Feature Prioritization Matrix

High Priority/ Low Impact

I wish I knew my friends traveling preferences

I like having a loyalty program option for traveling

What if I could see events around me while on trip

I wish I knew the best places for me in a new place

I wish I could plan a trip, book and pay all in one place

I wish I could have live collaboration on a trip planning template

What if I could see travel only travel options within my budget

I like saving money

I wish I could see when the best time to visit a place is

I like having recommendations from friends

I wish I could see ratings and reviews for attractions

What if I could see the safety/crime rate of a destination when planning a trip

What if I could just ask my device to plan a trip for me

I wish I knew what I needed to pack for a trip

I like knowing how long something will take

I wish public transportation was easier to figure out when I travel

I like seeing pictures of places I want to visit

Low Priority/ Low Impact

Low Priority/ High Impact

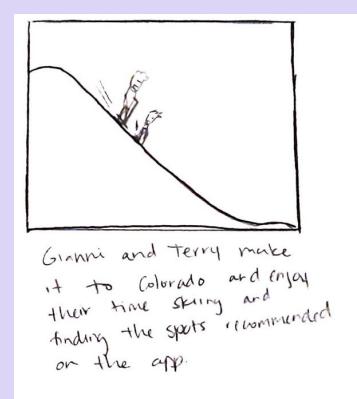
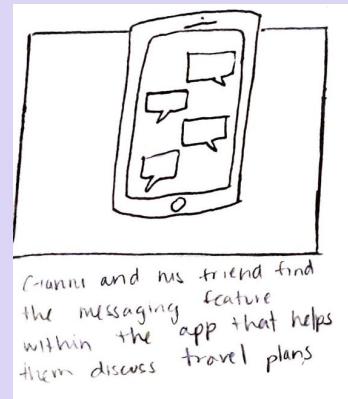
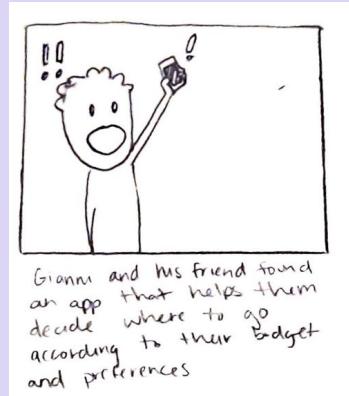
Competitor Analysis

Direct Competitors	Feature Analysis	Competitive Advantage	Customer Reviews	General Notes
	See what's nearby Forums User Profile post photos/write reviews/ followers/following <u>Things To Do</u>	Brand Recognition Book Tours on the app	4.5 Stars on play store External links won't open properly Some people love the app but say it has a lot of bugs, especially after last update	
	Recommended Suggestions Book Flights Book Hotel Car Rental "Find Best Date"	Car Rental Options "exclusive pricing"	App not as user friendly as web page.	
Indirect Competitors				
	In-Person help for planning Direct communication of what is wanted	Possible price negotiation Customer questions answered quickly	Depending on the agency, it might not be as reliable to people.	I think more people are comfortable doing things online so I noticed some agencies had created websites to help people book and contact them
	Find Things to do in your area or specific area searched Reviews of places Photos of places Reservations Takeout/ Delivery Hot and New	Takeout options Check In offers	4.2 Stars on play store "Not user friendly" "ratings not honest" ""helpful app but very buggy and unpredictable"	App crashed while I was trying to use it for competitor analysis

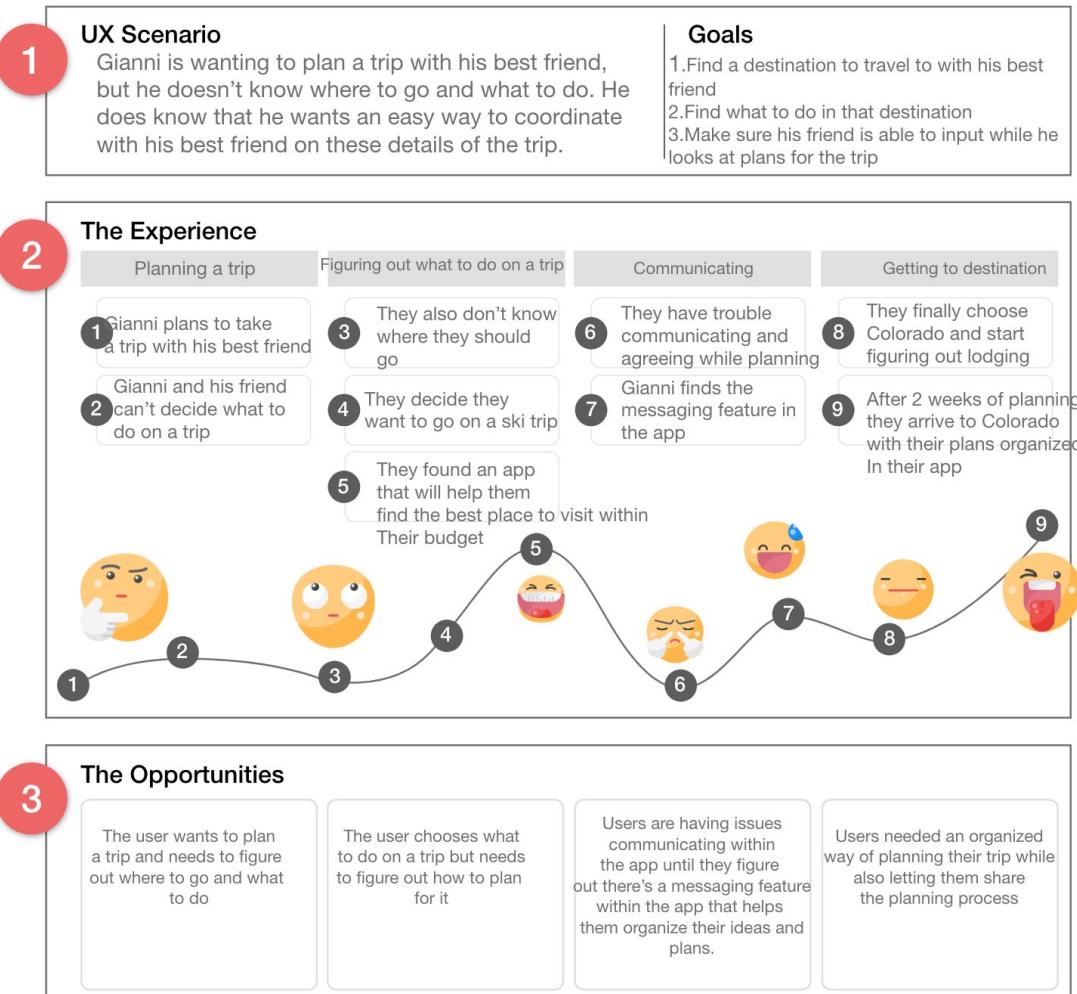
Value Proposition

My organization is developing a travel app emphasizing group travel plans with messaging features to help millennial travelers solve the complication of communication. We're better because we allow messaging directly while planning a trip. We're believable because we allow people to decide on travel plans while directly communicating on the same app.

In my User Scenario,
Gianni
needed to plan a trip with
his best friend. They did not
know what to do or where
to go. In my storyboard I
showed them figuring out
what they wanted to do and
then finding my app to help
them plan their trip. It
helped them organize their
trip while communicating
through the whole process.



User Journey Map

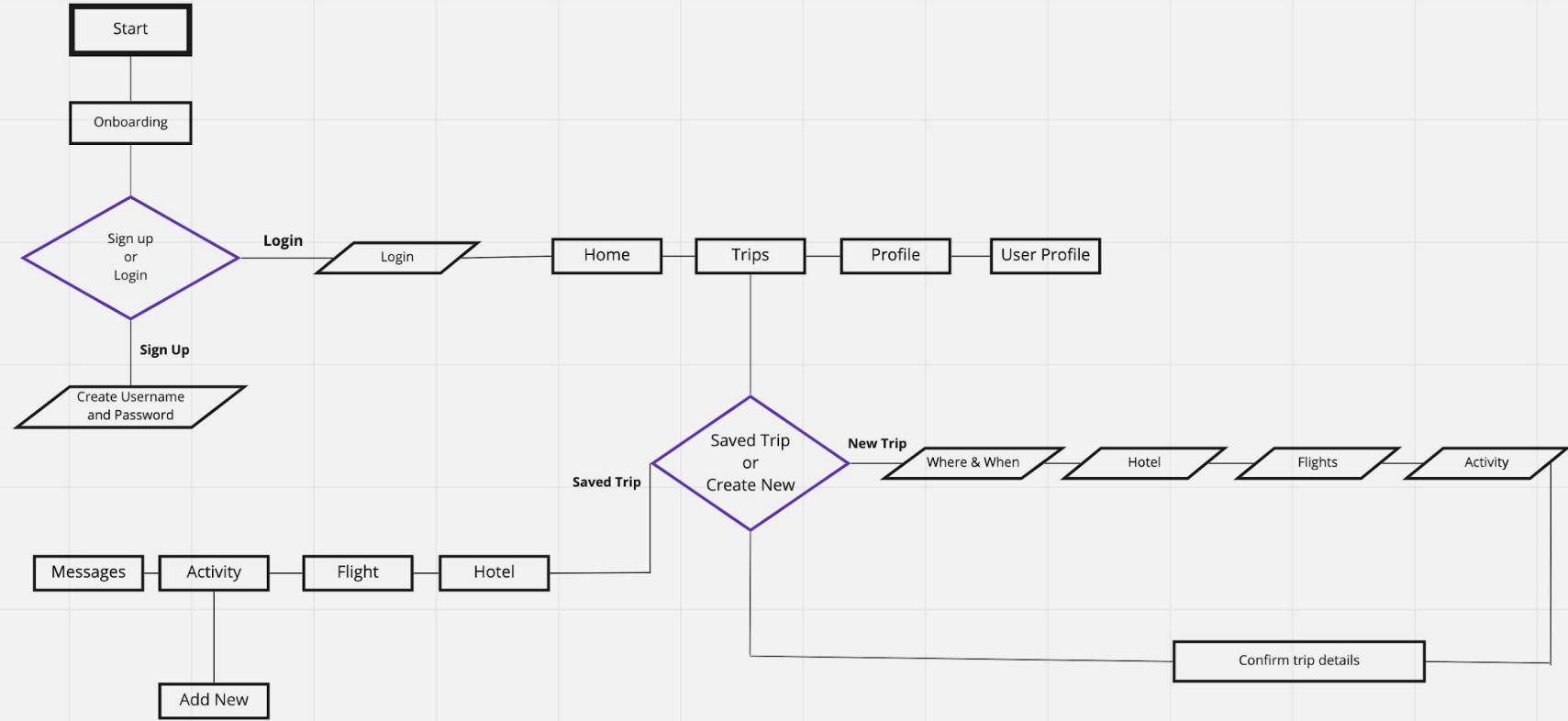


Prototyping

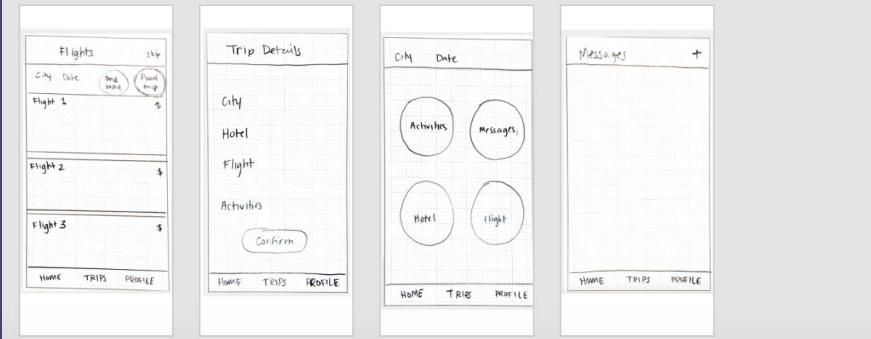
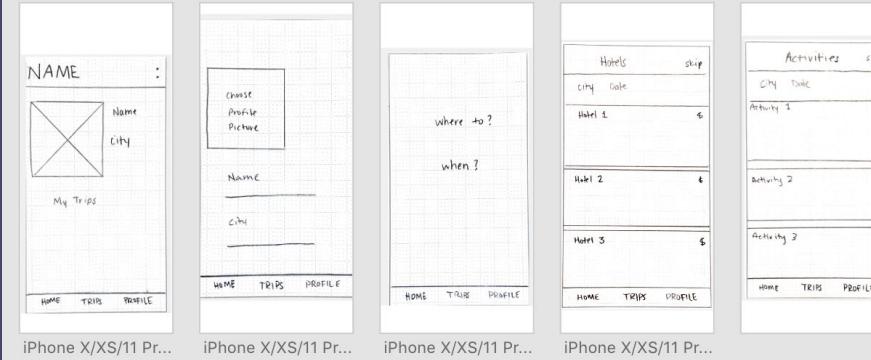
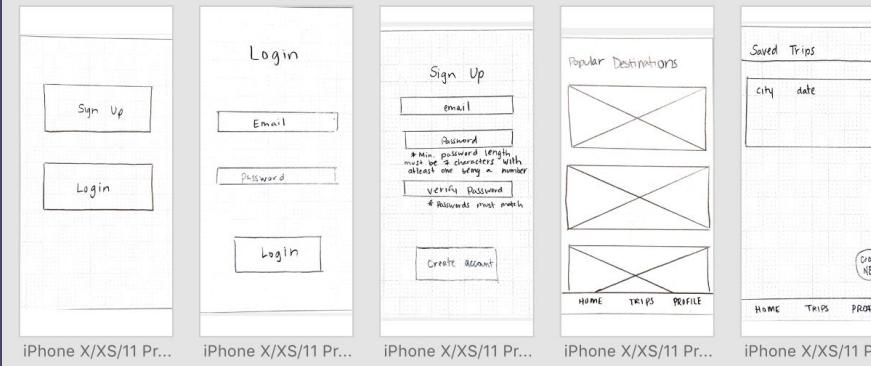
Katherine Arias

Homework 3

User Flow



Sketches



Digital Wireframes

Onboarding

Plan a trip
Alone
Or with Friends
Chat while figuring it out with them

Onboarding

Find Activities
Find Flights
Find Hotels

Sign Up or ...

Sign Up

Email
Create Password
Minimum password length
Must contain at least one letter and one being a number
Verify Password
Passwords must match
Create Account

Sign up - F...

Email
Create Password
Minimum password length
Must contain at least one letter and one being a number
Verify Password
Passwords must match
Create Account

Login

Login
Traveling@gmail.com
.....
Login

Login - Fill...

Login
Traveling@gmail.com
.....
Login

Home Page

Popular Destinations
Home Trip Profile

Profile

Edit Profile
Name City
My Trips
Home Trip Profile

Edit Profile

Choose Photo Profile
Name
City
Home Trip Profile

Activities

Activities
Add New
1 Hotel 1 Trip 1 Activity

Message

Messages
Message Box

Save Trip d...

City Date
Activities Maps
Hotel Flight
Create Trip
Home Trip Profile

Trips

Saved Trips
Where to? Other?
Create Trip
Home Trip Profile

Create Ne...

Hotels Skip
City Date
One Way Round Trip
Hotel 1 \$8
Hotel 2 \$5
Hotel 3 \$55
Hotel 4 \$555
Flight 1 \$8
Flight 2 \$5
Flight 3 \$55
Flight 4 \$555
Activity 1
Activity 2
Activity 3
Activity 4 \$55
Home Trip Profile

Find Hotel

Flights Skip
City Date
One Way Round Trip
Flight 1 \$8
Flight 2 \$5
Flight 3 \$55
Flight 4 \$555
Activity 1
Activity 2
Activity 3
Activity 4 \$55
Home Trip Profile

Find Flight

Suggested Activities Skip
City Date
Where to? New York, New York
What? Feb 2 - Feb 7
Flight 1 \$8
Flight 2 \$5
Flight 3 \$55
Flight 4 \$555
Activity 1
Activity 2
Activity 3
Activity 4 \$55
Home Trip Profile

Find Activi...

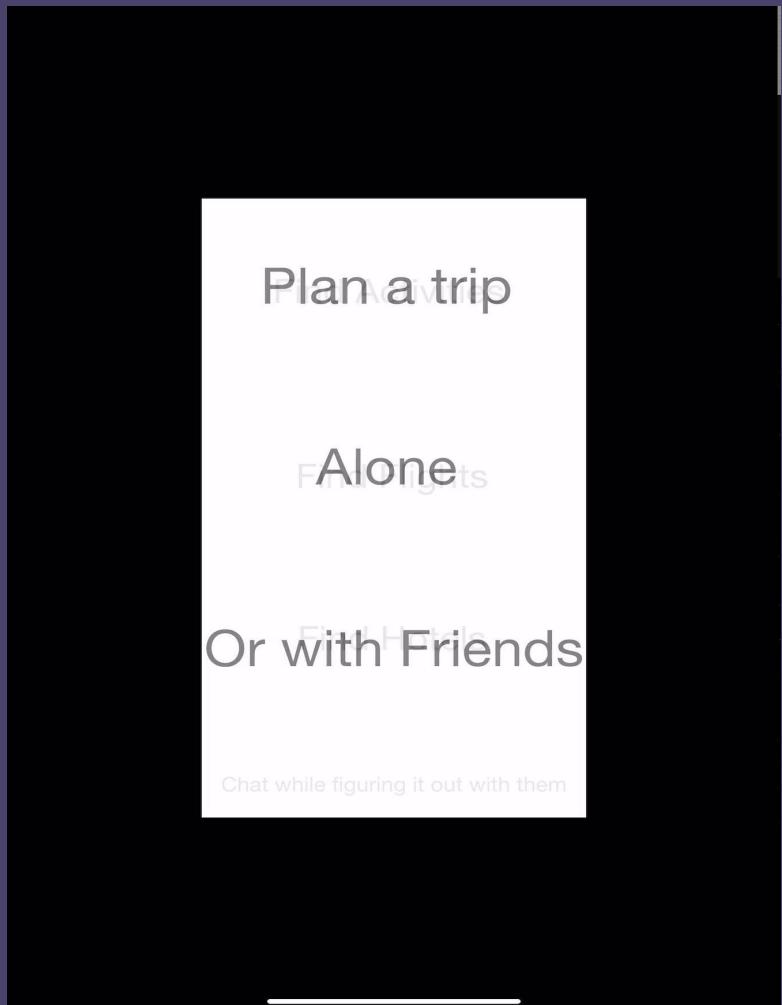
Create New
Where to? New York, New York
What? Feb 2 - Feb 7
Activity 1
Activity 2
Activity 3
Activity 4 \$55
Home Trip Profile

Create Ne...

Clickable Prototype

<https://xd.adobe.com/view/9dba4e54-ff2d-42b0-4571-738a404cd0bf-eb8b/?fullscreen&hints=off>

2 Recorded User Tests



Key Learning from User Test

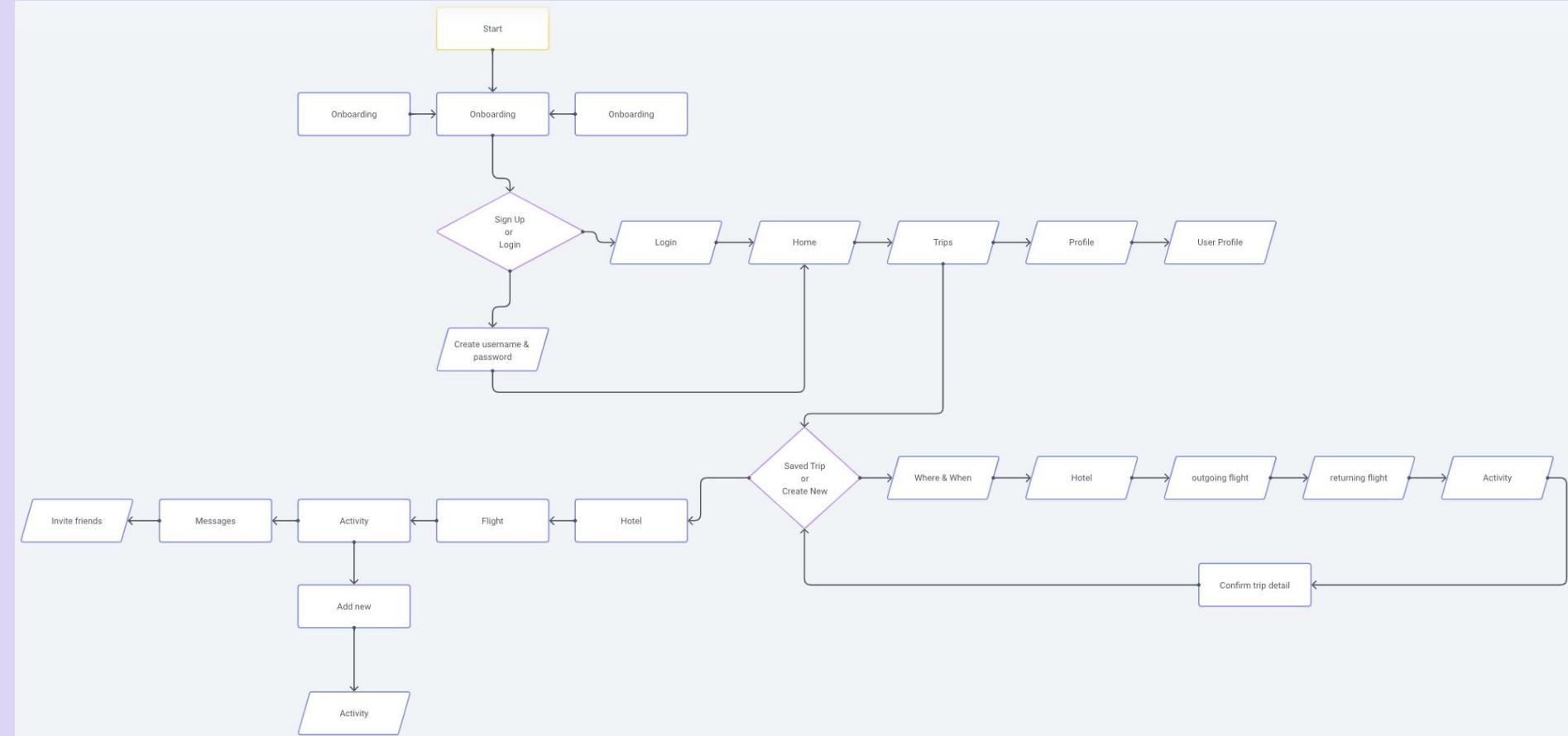
- Onboarding screen seemed to confuse the user so I think if it doesn't look like an options page then it will be better.
- The navigation was not working because some buttons on certain pages did not work.
- Saved trips were erased after going to the home page, if trying to navigate back to the saved trips.
-

Testing and Iterating

Katherine Arias

Homework 4

Iterated User Flow



Guerilla Testing Plan

1. Objective

Can users navigate intuitively through the app and plan a trip.

2. Target Users

My target audience is people within the millennial age range at a local coffee shop.

3. Questions You Want Answered

Can the user understand the onboarding and sign up for the app?

Can the user plan a trip with hotel, flight, and activity information?

Can the user invite friends to join in on their trip plans?

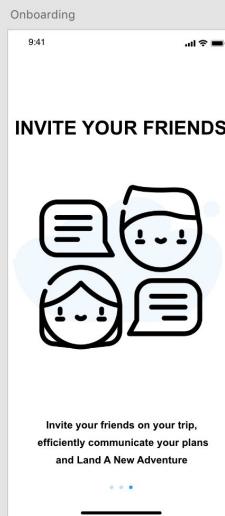
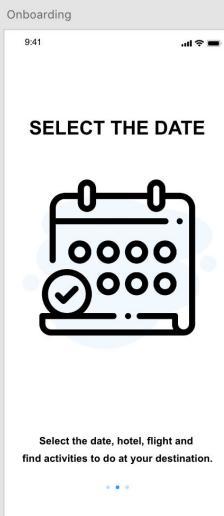
4. Tasks & Scenarios

You are planning a trip to New York in February, from the 2nd to the 7th. Your friends also want to join you, and my app is designed to help you communicate with your friends while you plan your trip.

1. Create an account
2. Go to trips tab
3. Create a new trip
4. Pick a hotel
5. Pick an outgoing & returning flight
6. Confirm trip details
7. Go to your saved trips
8. Go to your messages
9. Invite your friend(s) to add them to your trip

iOS Mockups

Sign Up/ Login/ Onboarding



Login

Email

Password

Login

Login

Email

Password

Login

Login

Email

Password

Login

9:41

Login

Email

Password

Login

Yes Please

Maybe Later

You can change notification options at any time in 'Settings' as described in our Privacy Policy.

Sign Up/ Login

Sign Up

Login

Sign Up

Email

Create Password

Verify Password

Create Account

*Minimum password length must be 7 character with at least one being a number

*Passwords must match

Sign Up

Email

Create Password

Verify Password

Create Account

*Minimum password length must be 7 character with at least one being a number

Sign Up

Email

Create Password

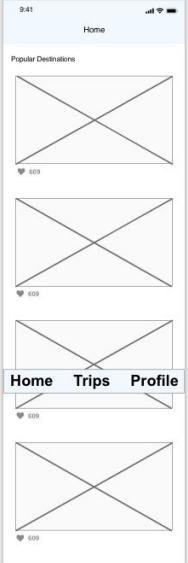
Verify Password

Create Account

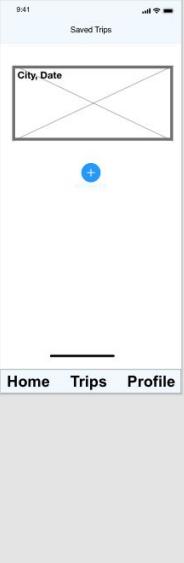
iOS Mockups

Creating a new trip

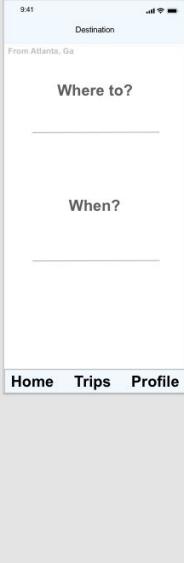
Home 1



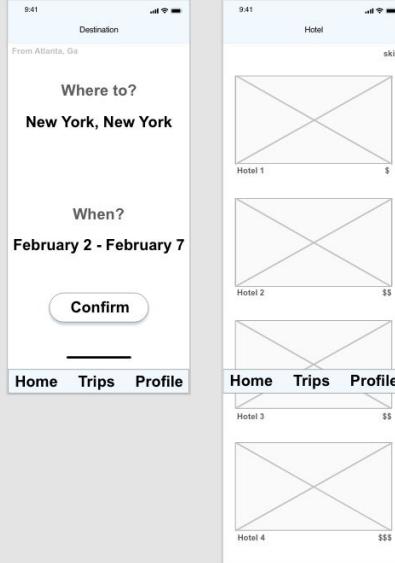
Trips



iPhone X/XS/11 Pr...

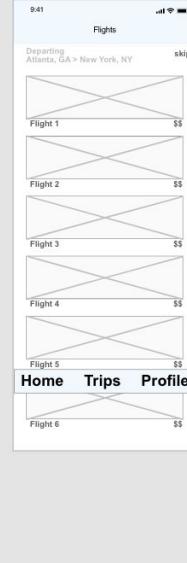


iPhone X/XS/11 Pr...

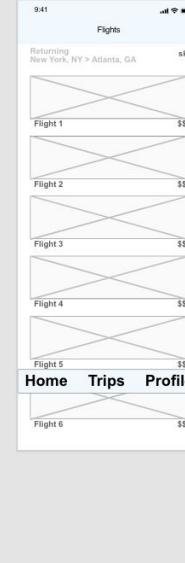


Hotel

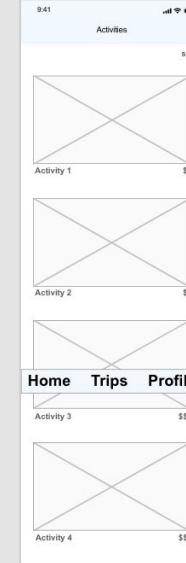
Departing flight



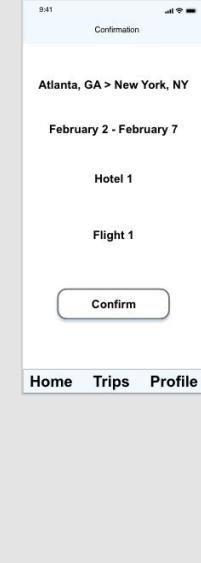
Return flight



Activity

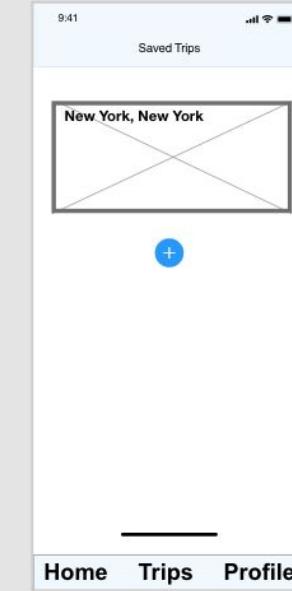
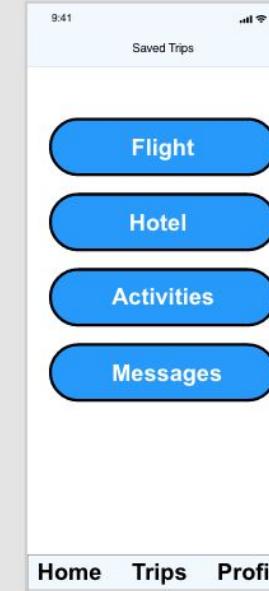
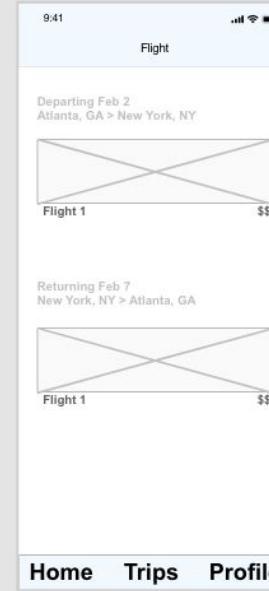
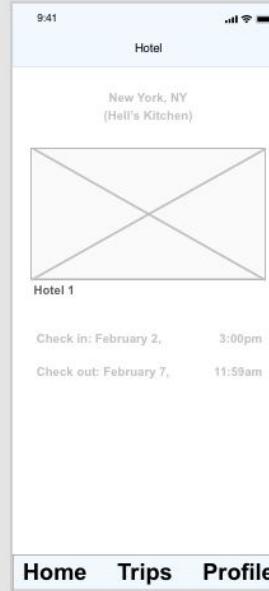
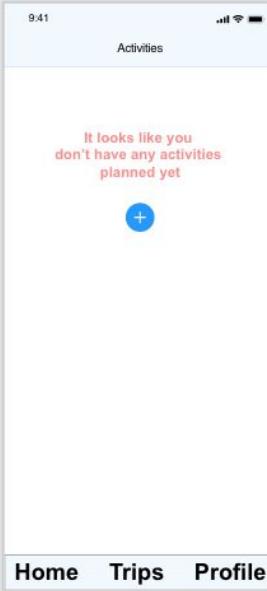
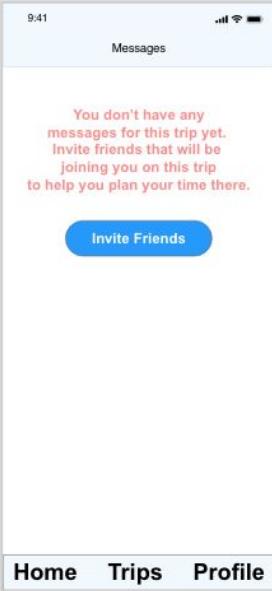


iPhone X/XS/11 Pr...



iOS Mockups

Existing trip details



iOS Mockups

Profile/ Friend Invite

The image shows two side-by-side iOS mobile application screens. Both screens have a top navigation bar with the time '9:41' and signal strength indicators. The left screen, titled 'Profile', contains a large circular placeholder for a profile picture. Below it are fields for 'Name' and 'City'. The right screen, titled 'Edit Profile', also has a circular placeholder and is currently empty. At the bottom of both screens is a navigation bar with three tabs: 'Home', 'Trips', and 'Profile'. The 'Profile' tab is highlighted with a thicker border.

The image displays three iPhone screens, each showing a different stage of the 'Invite Friends' process. All three screens show the same basic layout: a top bar with '9:41', signal, and battery; a central 'Invite Friends' card with an 'Enter email address' input field and a 'Send Invite' button; and a bottom keyboard. The first screen shows the initial state of the input field. The second screen shows the input field filled with 'friends@email.com' and the message 'GREAT! Invite Sent!' displayed below the card. The third screen shows the input field again, with the keyboard visible at the bottom. Each screen is labeled with its device model and screen number: iPhone X/XS/11 Pro – 14, iPhone X/XS/11 Pro – 13, and iPhone X/XS/11 Pro – 12. At the very bottom of the image, a portion of a standard QWERTY keyboard is visible.

iOS Prototype

[https://xd.adobe.com/view/e4
406c9b-6224-4b36-4e58-140
13029ae7b-9271/](https://xd.adobe.com/view/e4406c9b-6224-4b36-4e58-14013029ae7b-9271/)



High Priority - App

- Onboarding doesn't indicate a start to the sign up page
- Messaging should be more easily accessible
- no back buttons after accessing saved trip
- edit profile page dead end
- My Trips should available on home screen
- should be able to access messages from one page

Low Priority - User

Can't go back during onboarding

Sign up/ login option could be during the onboarding

Home page seems more like an explore page.

name of the app not specified

Some of the wording on the onboarding is confusing

why am i prompted to allow notifications after sign up & login

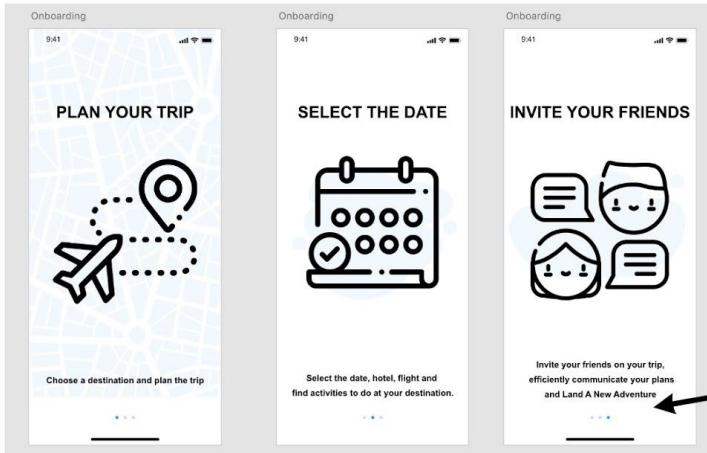
can i change notification settings?

No general search option

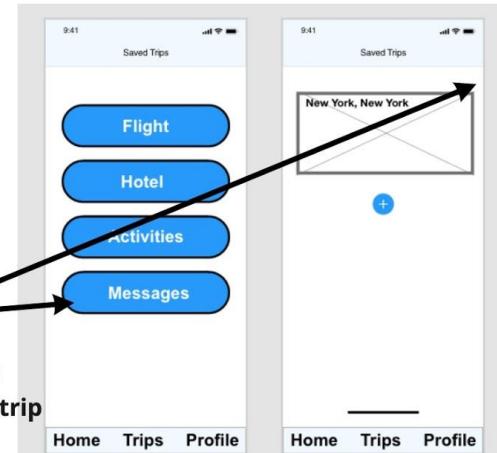
High Priority - User

Low Priority - App

miro

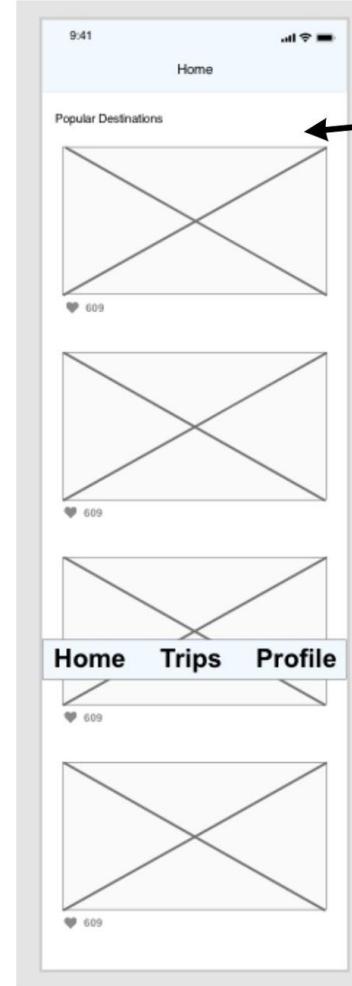
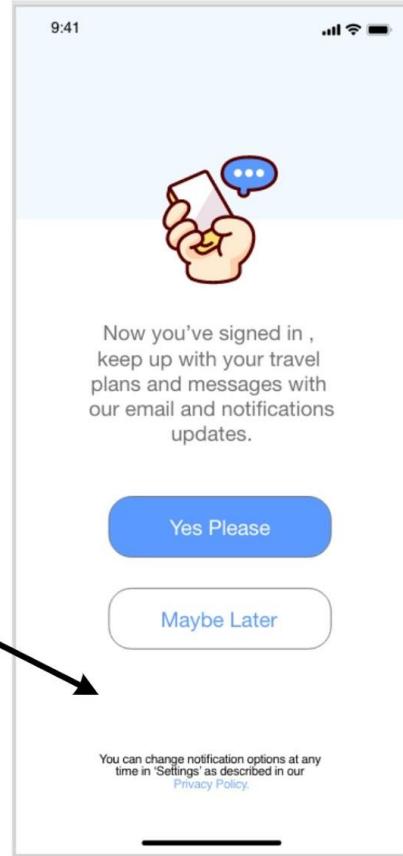


Adding a button to indicate the end of the onboarding and the start of sign up would help users further indicate that its time to start the app



Moving messages to the main trips page would help users access all their messages without always having to access a specific trip

**adding information on where
this feature can be turned on
or off**



**Featuring a search bar
for users to look up
destinations before
even having to plan a
trip**

**Including an upcoming saved trip
or any notification needed would be
helpful**

Final Thoughts

User Research: I realized how important user research was when I found myself asking questions in the interviews that I had not thought of asking when I started the project. At some point, I also wished I could go back and talk to the same people to ask some questions that I thought of when I was reviewing my recordings and notes. User research is so important when you accept that you aren't the user, and maybe whatever you had planned for your design is not what people really need or care to have.

Definition & Ideation: It was difficult finding what features were priorities to some people because there are so many travel apps that exist at the moment. Competitor wise, there was an app for any feature that my user research indicated I needed to design for this app.

Final Thoughts (continued)

Prototyping: This was probably the most fun for me, but also the most time consuming. I realized I am the kind of person that needs to draw out wireframes while doing a user flow. It was a lot easier to iterate my user flow after I had already drawn out some wireframes to give me some direction on how a user would navigate through my app.

Testing & Iterating: After testing my initial wireframe I realized there was a lot of things I missed while prototyping. There were some dead ends that I missed, and had to fix for users testing my app. I learned it takes a while to get an app design to come out successful. There were things I didn't think about when designing the app that users pointed out when testing it. It definitely gave me more to think about for any future projects I work on as far as what most users are used to doing in existing apps.