



Your multi-destination trip planner

The first screen shows the sign-up page with options to "Sign up with Facebook" or "Sign up with email". It also includes links for "Already have an account? Sign in" and "Forgot password?".

The second screen shows the "Trip: France and Spain" planning page with tabs for "Itinerary", "Inspiration", and "Budget". It includes a note to "Import your trip details from your inbox to save you time!" with buttons for "Sync with gmail" and "Add manually".

The third screen shows the "Itinerary" tab for the "Trip: France and Spain" with fields for "Plan: Flight", "Date:", "Departure destination:", "Departure time:", "Arrival destination:", "Arrival time:", and "Cost:". There is also a "Documents:" section with a file upload icon.

The first screen shows the "Itinerary" tab with a detailed schedule for "Saturday 11th March": flight from Heathrow to Paris at 11:00 GMT/12:00 CET, and hotel check-in at 15:00 CET at the "Grand Hotel Paris".

The second screen shows the "Inspiration" tab with three travel ideas: "Paris Walking Tour" (£30), "Paris Bar Tour" (£30), and "Paris Cycling Tour" (£30). Each idea includes a small thumbnail image and a brief description.

The third screen shows the "Inspiration" tab again, this time focusing on the "Paris Bar Tour" (£30) and the "Paris Cycling Tour" (£30), each with a "Add to itinerary" button and a "PLAN" button at the bottom.



Design Process



Empathise



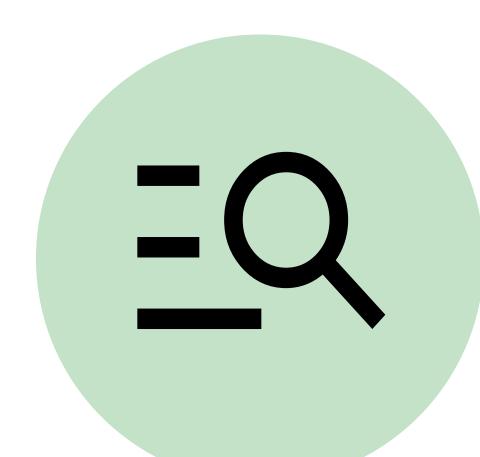
Define



Ideate



Prototype



Test

Project Overview



Your multi-destination trip planner

The Problem:

Travelers more than doubled in January 2022 compared to January 2021 and international tourism continued to recover throughout 2022. After being locked down for almost two years people are seeking adventure, bucket-list destinations and off-the-beaten track locations.

However, there are also global economic uncertainties and with the current cost of living crisis in the UK people are plan holidays more carefully, keep a closer eye on budgets and avoiding luxury add-ons.

The current travel planning apps do not allow you to plan for a multi-destination holiday. Being limited to one destination at a time means anyone planning and organising an adventurous multi-destination holiday would not be able to keep all their plans, documents and budgeting all in one place.

The Solution:

Odyssey is the ultimate multi-destination travel planning app for adventurous travellers to help plan and organise complex holidays. With Odyssey you can easily plan your itinerary, discover one-of-a-kind experiences, budget as you plan and store all your documentation in one place. Odyssey reduces the time organising a multi-destination trip so you can spend longer enjoying your adventures!

My Role:

UX researcher/UX designer

Tools:

Miro, Figma, Invision, Maze, Microsoft Suite, Prolific

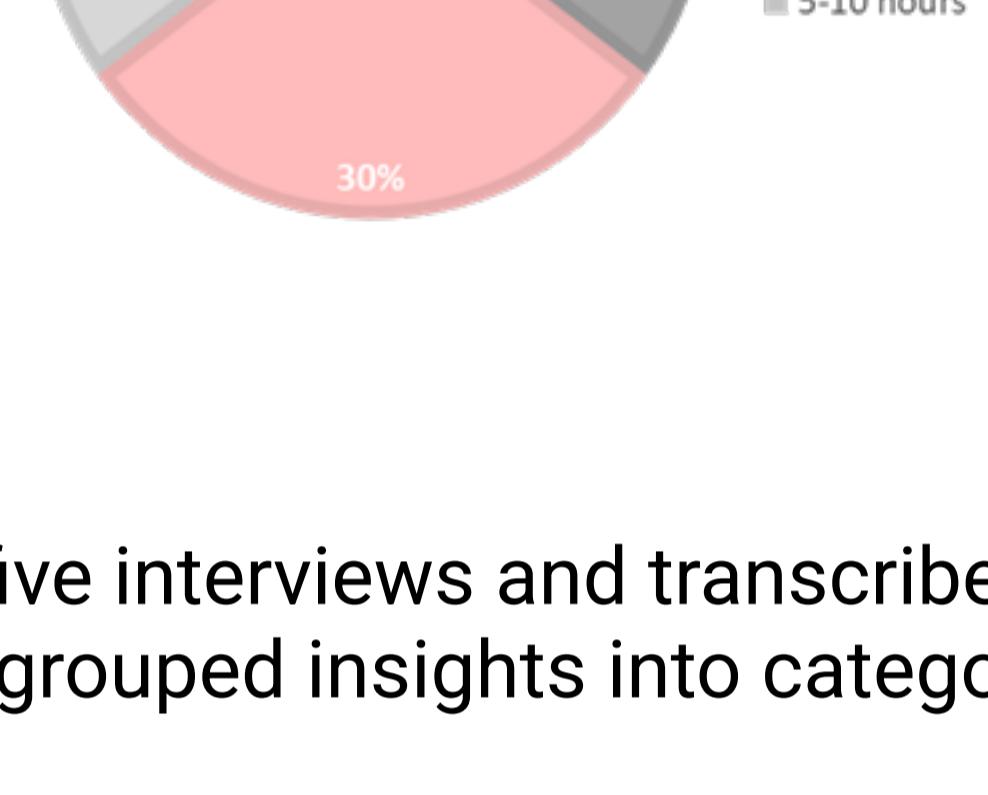
Empathise

Firstly I created a proto-persona based on who I think my user is - a young female who likes travelling but does not like package holidays. Based on my proto-persona I devised a research plan. I carried out some initial research into travel habits since the pandemic. I then wrote research questions, devised a survey and wrote interview questions.

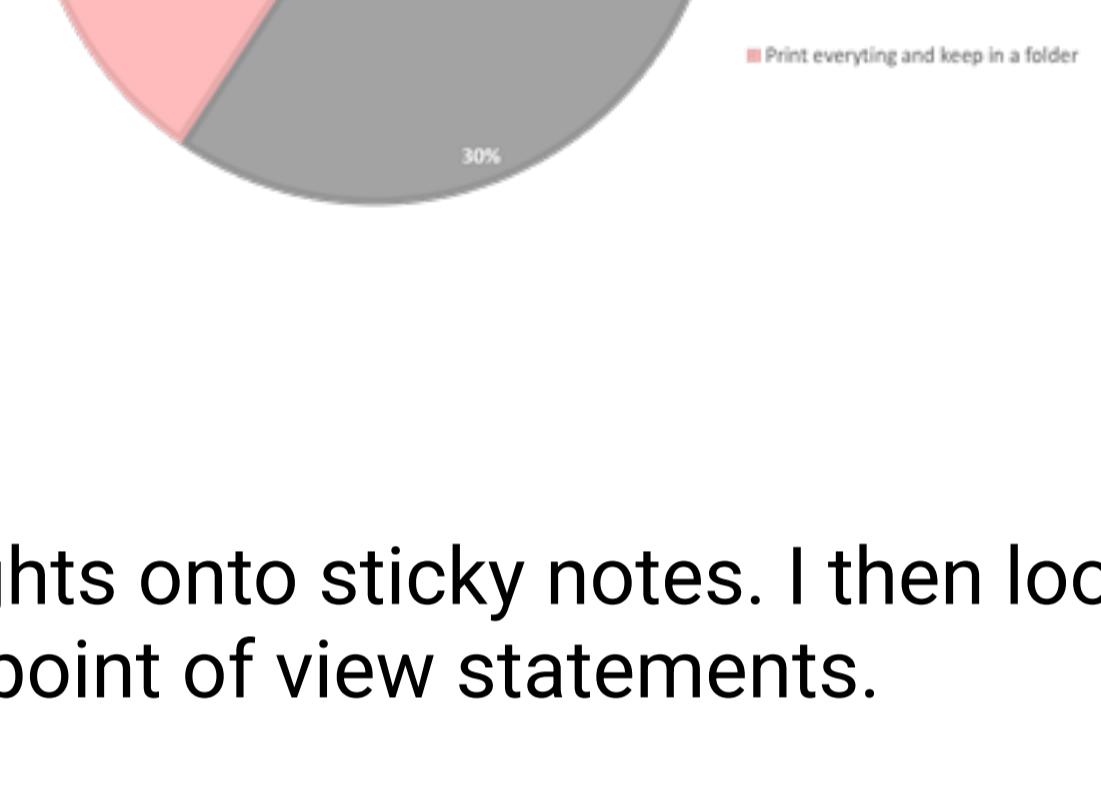
Interview Questions:
<i>What does a typical day look like for you?</i>
<i>What do you work as?</i>
<i>Where do you live and with whom?</i>
<i>What devices do you mainly access the internet on?</i>
<i>What are some of the apps and websites you use the most?</i>
<i>How often do you usually travel on holiday within a year?</i>
<i>What type of destinations do you usually visit?</i>
<i>What would your dream holiday be?</i>
<i>Does a multi-destination holiday sound appealing to you? Why?</i>
<i>If you were to plan a multi-destination holiday, how would you go about this?</i>
<i>How much time would you typically spend planning a holiday?</i>
<i>How do you currently organise all of your holiday documentation?</i>
<i>What is the hardest part about organising holiday documentation?</i>
<i>What are you currently doing to make this problem easier?</i>
<i>What do you like about how you currently plan and organise for a holiday?</i>
<i>What features within an app/website make planning a holiday easier?</i>

I carried out a quantitative survey with 36 participants to quickly gauge travel habits and pain points for users of existing travel apps.

How much time do you spend planning a holiday?(both before and after booking)



How do you currently organise your holiday documentation?



I carried out five interviews and transcribed valuable insights onto sticky notes. I then looked for patterns and grouped insights into categories and wrote point of view statements.

I like being with my pets and family

I like to exercise

I have a big sense of adventure

I tend to follow the same method when booking holidays

I mostly use my phone to plan holidays

I like to plan my holiday day by day

I spend a good few hours planning my trip

I like seeing many different places

I like printing crucial documents in case my phone battery dies

To understand the needs of the user in more depth, I synthesised the research results into an empathy map of a potential user focusing on things she thinks, sees, feels, does, pain points and gains.

Thinks

Package holidays are easy but boring.

Organising holiday documents is hard and takes a long time.

I need my holiday to fit in my budget.

Finding things to do on holiday isn't easy.

Does

Spends a few hours planning a trip.

Creates an itinerary on a word document.

Uses google maps to plan routes, get around and find things to do.

Mainly plans holidays on her phone.

Says

Planning holidays day by day is best.

Printed paper tickets are more reliable than on my phone.

Visiting a variety of destinations is best.

Feels

I love road trips and city breaks.

I don't like planning or organising holidays that much.

I have a big sense of adventure.

Pains

Finding things to do on holiday.

Organising holiday documents and locating everything.

Gains

Personalised inspiration for things to do.

All documentation stored in one place and easy to print.

Define

To empathise with potential users further I created a user persona. I defined the needs, goals, wants, pain points, and demographics of the user.

Hannah Jones

"I love going on adventures with my boyfriend but I wish they were easier to plan and organise."

Demographics	Behavioural
Age: 32 Gender: Female Education: Psychology Degree Job: College Lecturer Income: £25000 Relationship Status: Engaged Children: 0 Personality traits: free spirited, adventurous, gets bored easily, fairly organised, loves road-trips	Hates scrolling through social media but does it anyway. Uses instagram, facebook, google maps, calendar app, banking apps. Spends 2-3 hours on her phone, usually in the evening. Mainly uses her phone and sometimes her laptop. Drives a ford fiesta Owns her home with her partner Travels twice a year
Goals and needs	Frustrations
Wants to be able to quickly and easily find unique things to do on holiday. Wants to use google maps to navigate and find places to visit. Wants to be able to store all holiday documentation in one place. Needs to be able to quickly print vital holiday documents. Needs to be able to access documents and maps offline. Needs holiday planning and organisation to be stress free so that everything runs smoothly at the airport	Annoyed that package holidays are easy and do keep everything in one place but don't allow you to visit cool and unique places. Having to type an itinerary out as a word document or in a notes app on her phone.

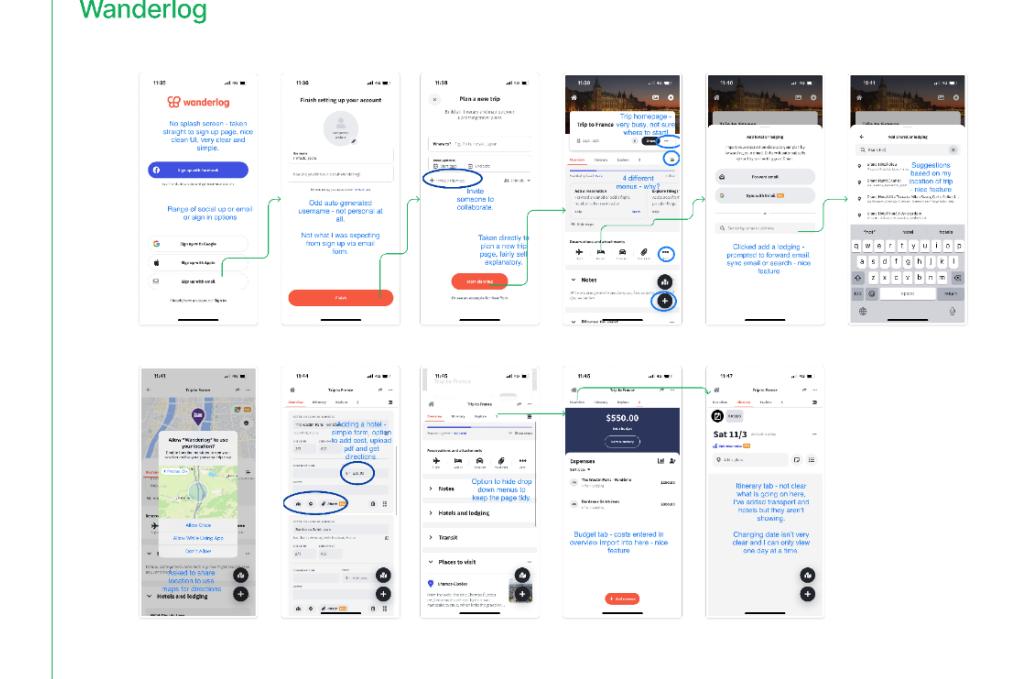
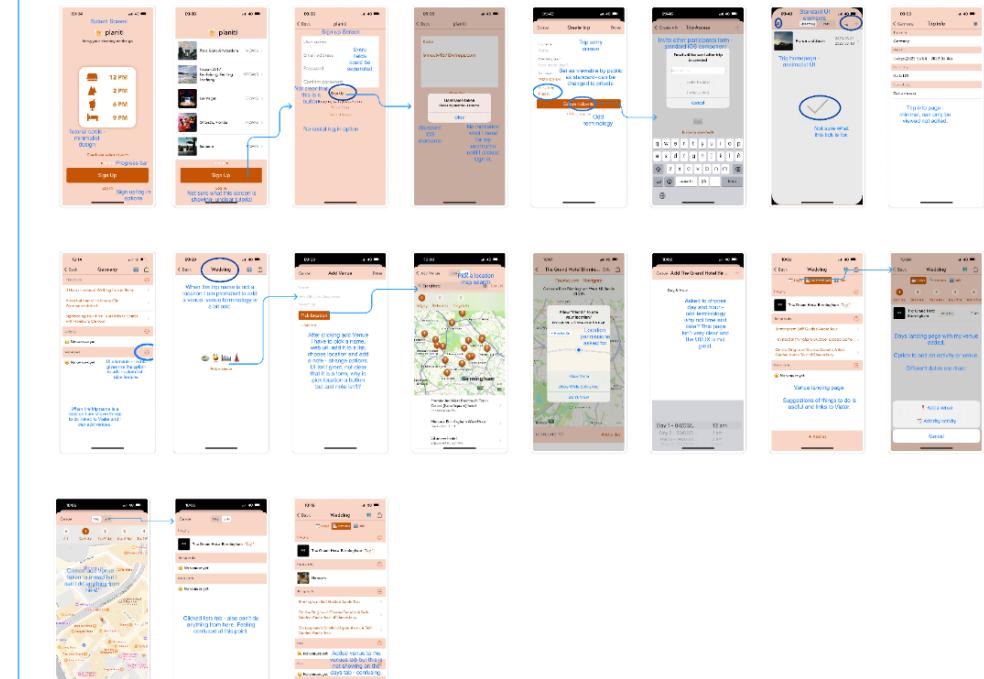
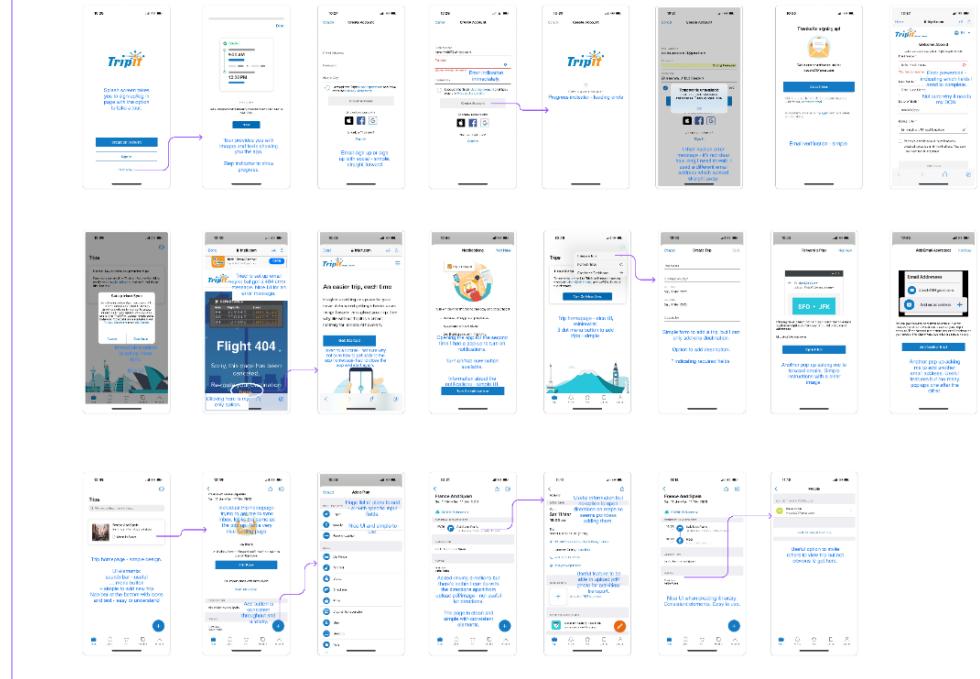
I developed the user persona into a user insight to highlight the needs for the app.

A young adventurous female who seeks to explore multiple destinations needs to be able to easily plan and organise a unique multi-destination trip because booking a complex trip has many component parts including dealing with numerous travel companies and an array of travel documentation.

To highlight the problems current users are facing when planning multi-destination trips I crafted a problem statement using the information from the user persona and the user insight.

Adventurous travellers who want to book unique, multi-destination holidays are required to book with numerous travel companies and navigate many websites. With so many different travel companies and websites to navigate, it's easy to become overwhelmed by the amount of documentation and planning involved, leading to stress and frustration before and during the trip. How might we build a travel planning app that simplifies the process of booking and organising a complicated multi-destination trip that will reduce the stress before and during travel?

Feature List	Planiti	TripIt	Wanderlog	Travelbag	Gadventures
Splash Screen	/	/	x	x	/
Tutorial	x	/	/	x	x
Sign up/in with email	/	/	/	x	/
Sign up/in with social	x	/	/	x	x
Add/book trip	/	/	/	/	/
Add length of trip	/	/	/	/	/
Add activities	/	/	/	x (prescribed list)	x (prescribed list)
Add accommodation	/	/	/	x (prescribed list)	x (prescribed list)
Add restaurants	/	/	/	x (prescribed list)	x (prescribed list)
Add transport	/	/	/	x (prescribed list)	x (prescribed list)
Add custom list/heading	/	x	/	x	x
Use maps to add locations/activities	/ (not google)	x	/	x	x
Use maps for directions	x	x	x	x	x
Use maps to display days locations/activities	/ (not very useable)	x	/	x	/ (illustrated map of itinerary)
Add notes to locations/activities	/	x	/	x	x
Sync inbox	x	/	/	x	x
Upload PDF/images	x	/	/	x	x
Search for things to do	x	x	/	x	x
Track budget	x	x	/	x	/
Share itinerary	/ (sometimes)	/	/	x	/
Download itinerary	/	/	x	x	/

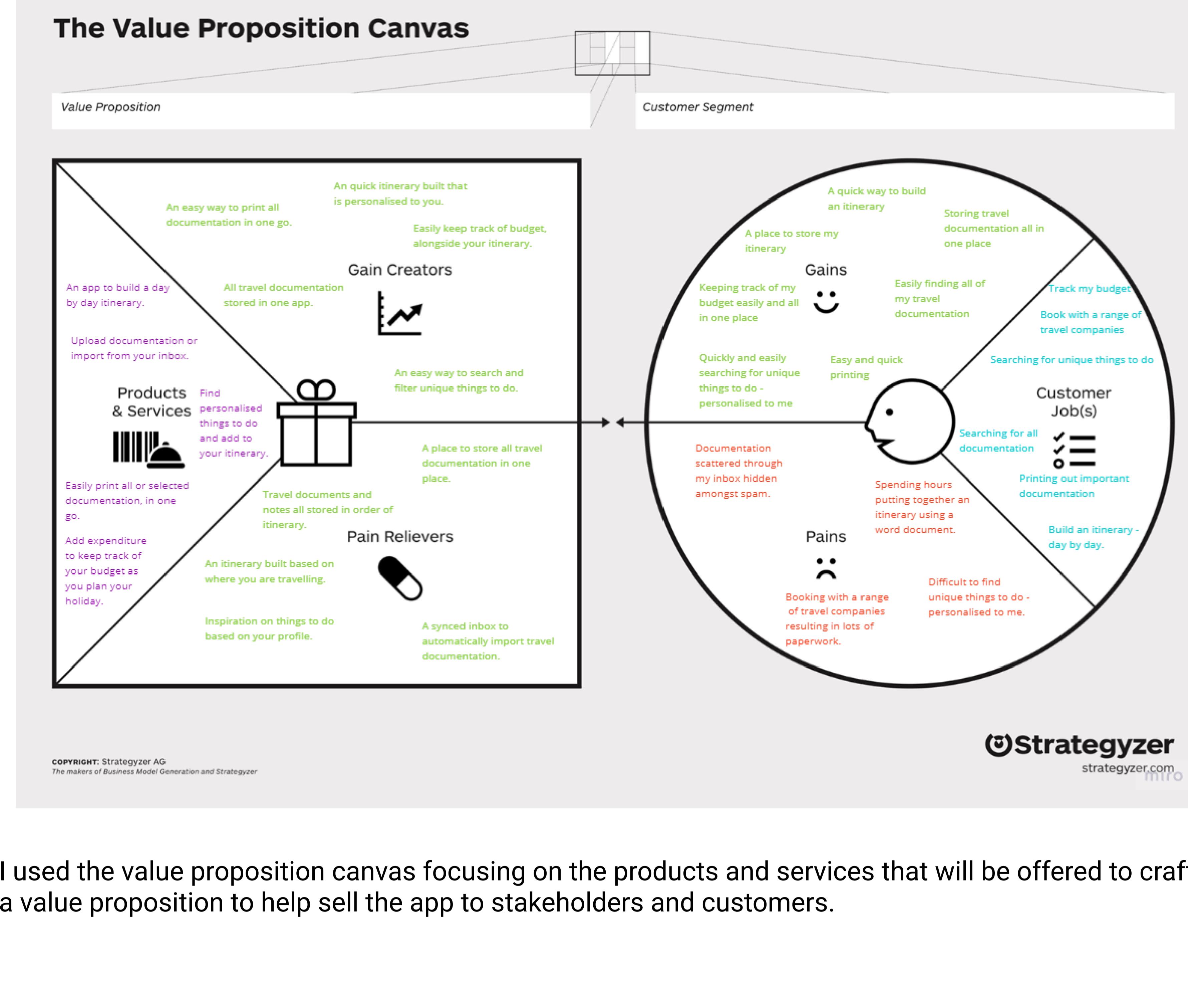


Ideate

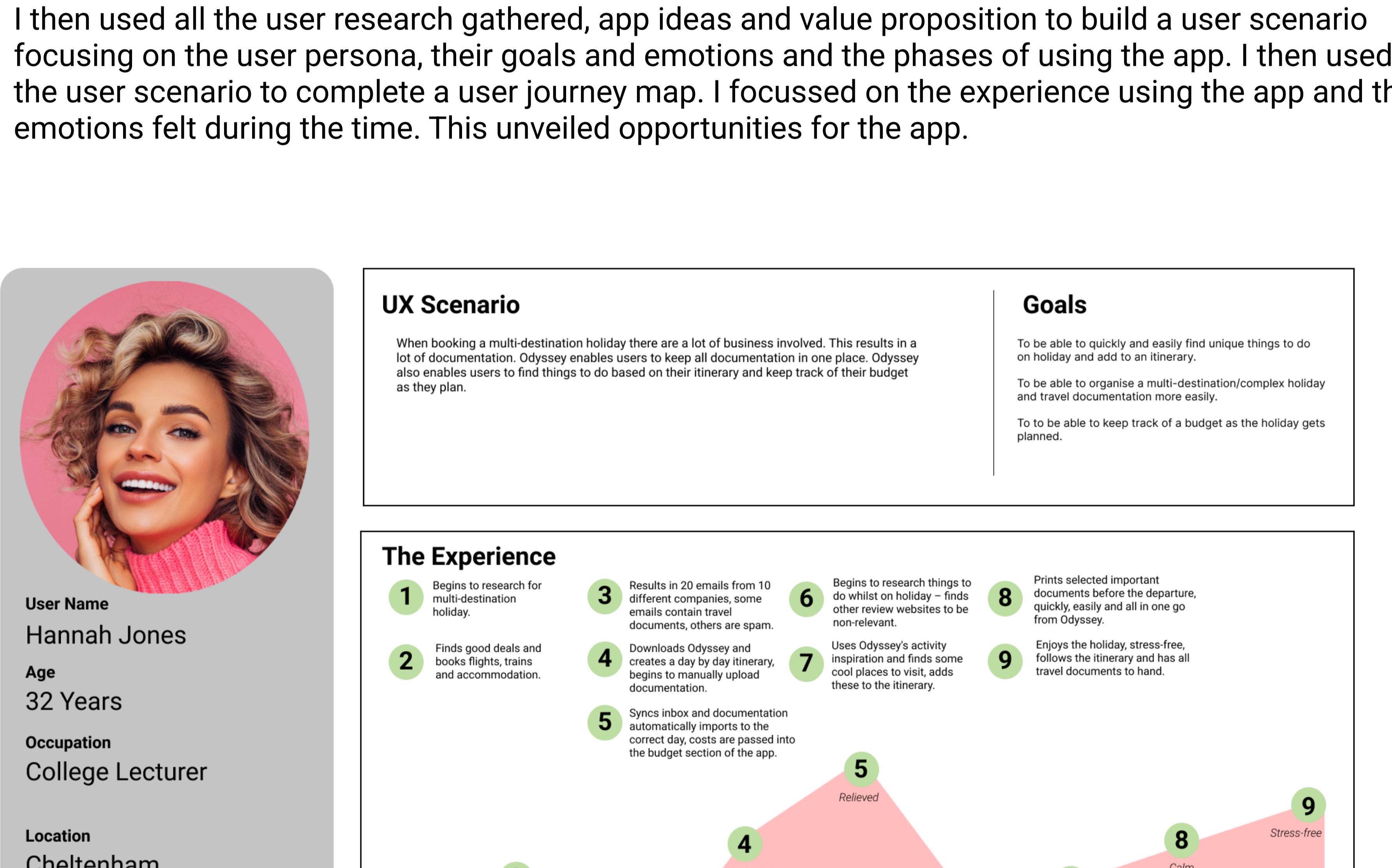
I utilised all findings from user research, user personas, problem statement and competitor analysis to brainstorm ideas using "I like, I wish What if" method. I then grouped ideas together into similar categories and used dot voting to vote for the most important features.



I sorted ideas into a feature prioritisation matrix based on how much effort they are to develop and how much value they provide for customers. This highlighted the essential features that need to be developed first for a minimal viable product.



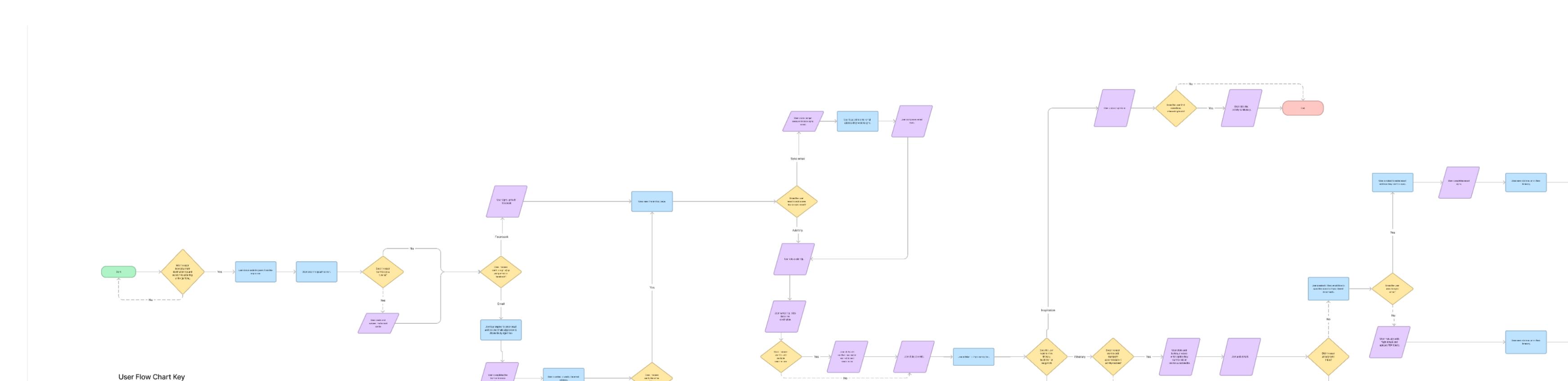
I used all the previous user research and ideas in the feature prioritisation matrix to complete the value proposition canvas. Firstly, I listed all the customer jobs, pains and gains and then turned this into pain relievers and gain creators to identify the essential product and services.



I used the value proposition canvas focusing on the products and services that will be offered to craft a value proposition to help sell the app to stakeholders and customers.

Odyssey is the ultimate multi-destination travel planning app for adventurous travelers to help plan and organise complex holidays. With **Odyssey** you can easily plan your itinerary, discover one-of-a-kind experiences, budget as you plan and store all your documentation in one place. **Odyssey** reduces the time organising a multi-destination trip so you can spend longer enjoying your adventures!

I then used all the user research gathered, app ideas and value proposition to build a user scenario focusing on the user persona, their goals and emotions and the phases of using the app. I focussed on the experience using the app and the emotions felt during the time. This unveiled opportunities for the app.



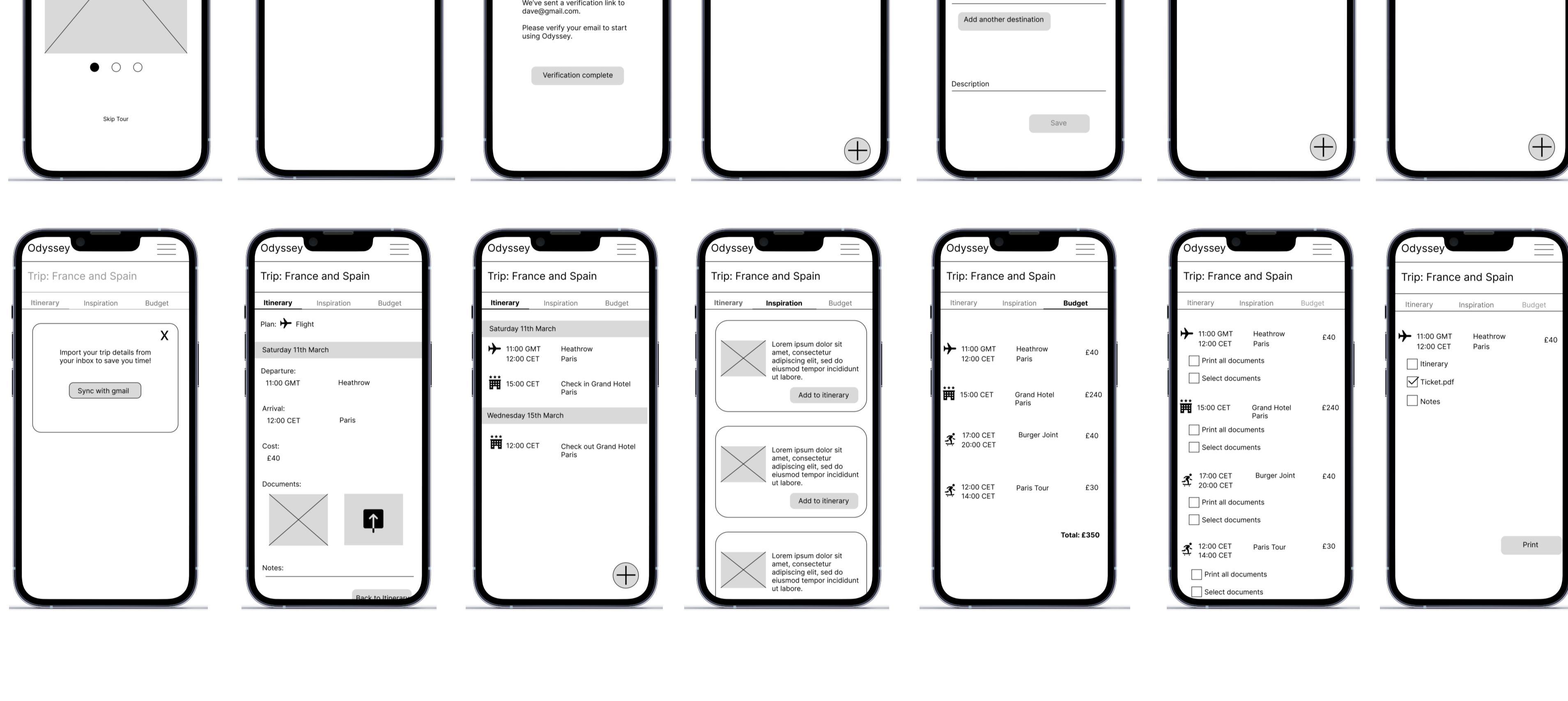
I utilised the user journey map and user scenario to help construct a simple user task flow to identify all the steps a user needs to onboard, save a trip, save an itinerary item, view inspiration, track budget and print documents.



Prototype

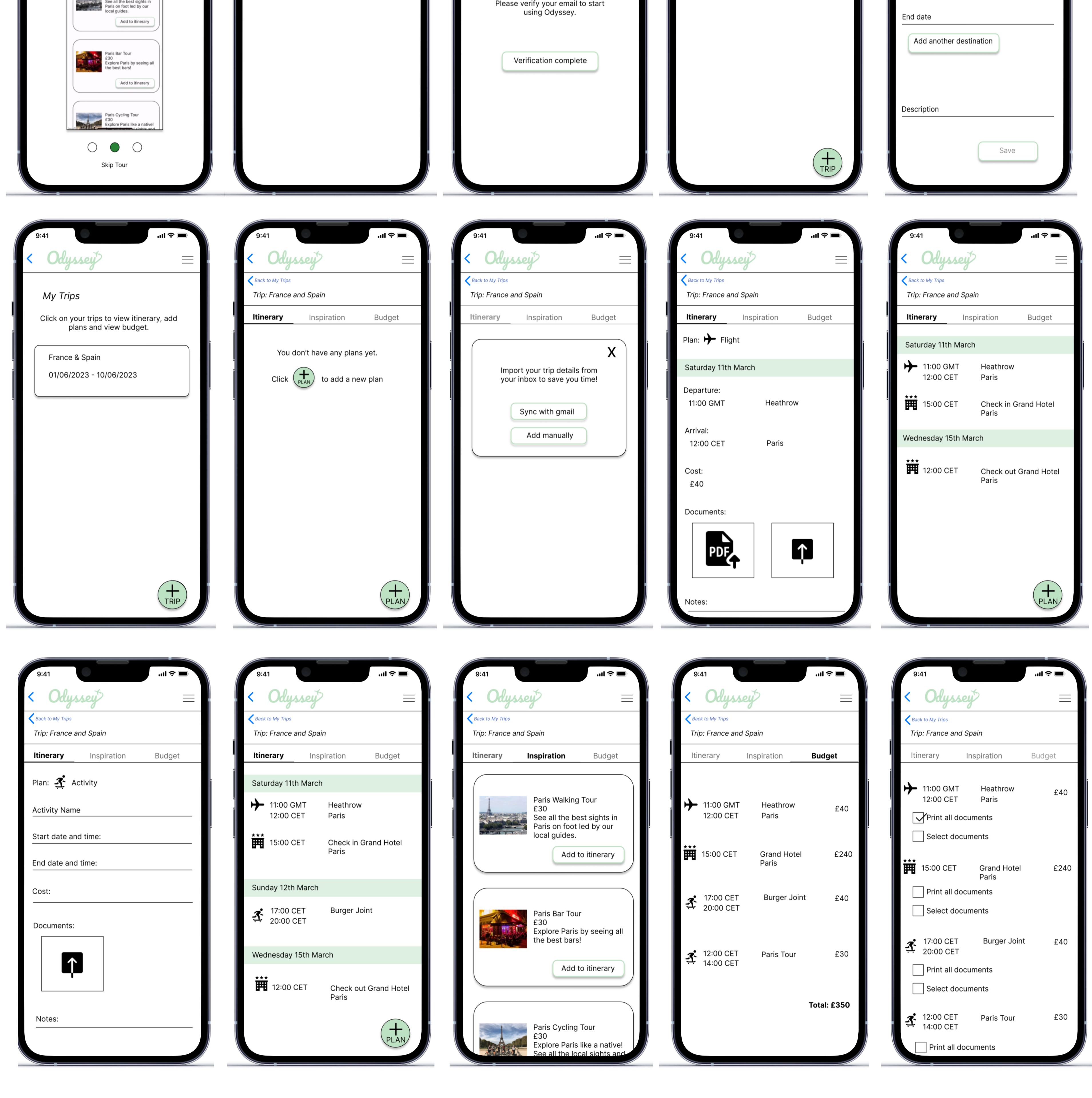


The image shows a horizontal strip of five smartphone screens, each displaying a different part of the Odyssey mobile application. From left to right: 1. The first screen shows the word "Odyssey" in large, bold, black letters at the top, with a small portion of a light gray rectangular button visible below it. 2. The second screen shows the word "Odyssey" in large, bold, black letters at the top, with a "Sign up with Facebook" button in a white box below it. 3. The third screen shows the word "Odyssey" in large, bold, black letters at the top, followed by the text "Thanks for signing up!" and a small gray rectangular button below it. 4. The fourth screen shows the text "My Trips" at the top, followed by the message "You don't have any trips yet." and a small gray circular button below it. 5. The fifth screen shows the text "Trip Name" above a long horizontal input field, followed by the text "Destination" below it.



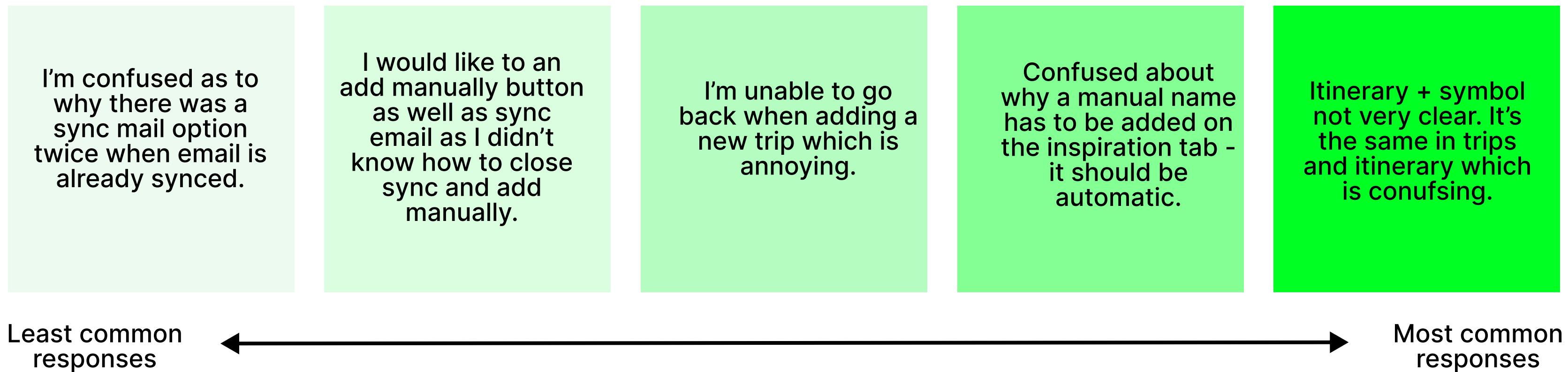
The image displays four separate mobile phone screens arranged horizontally, each showing a different feature of a trip planning application. The phones are black with white backgrounds for the screens.

- Screen 1:** Shows the text "Your multi-destination trip planner." followed by a large green button with the text "Browse things to do and add plans to your itinerary."
- Screen 2:** Shows the text "Your multi-destination trip planner." followed by a blue button with the text "Sign up with Facebook".
- Screen 3:** Shows the text "Thanks for signing up!" above a circular profile picture placeholder.
- Screen 4:** Shows the text "You don't have any trips yet." above a green circular button with a white plus sign and the word "TRIP" below it, accompanied by the text "Click to add a new trip."



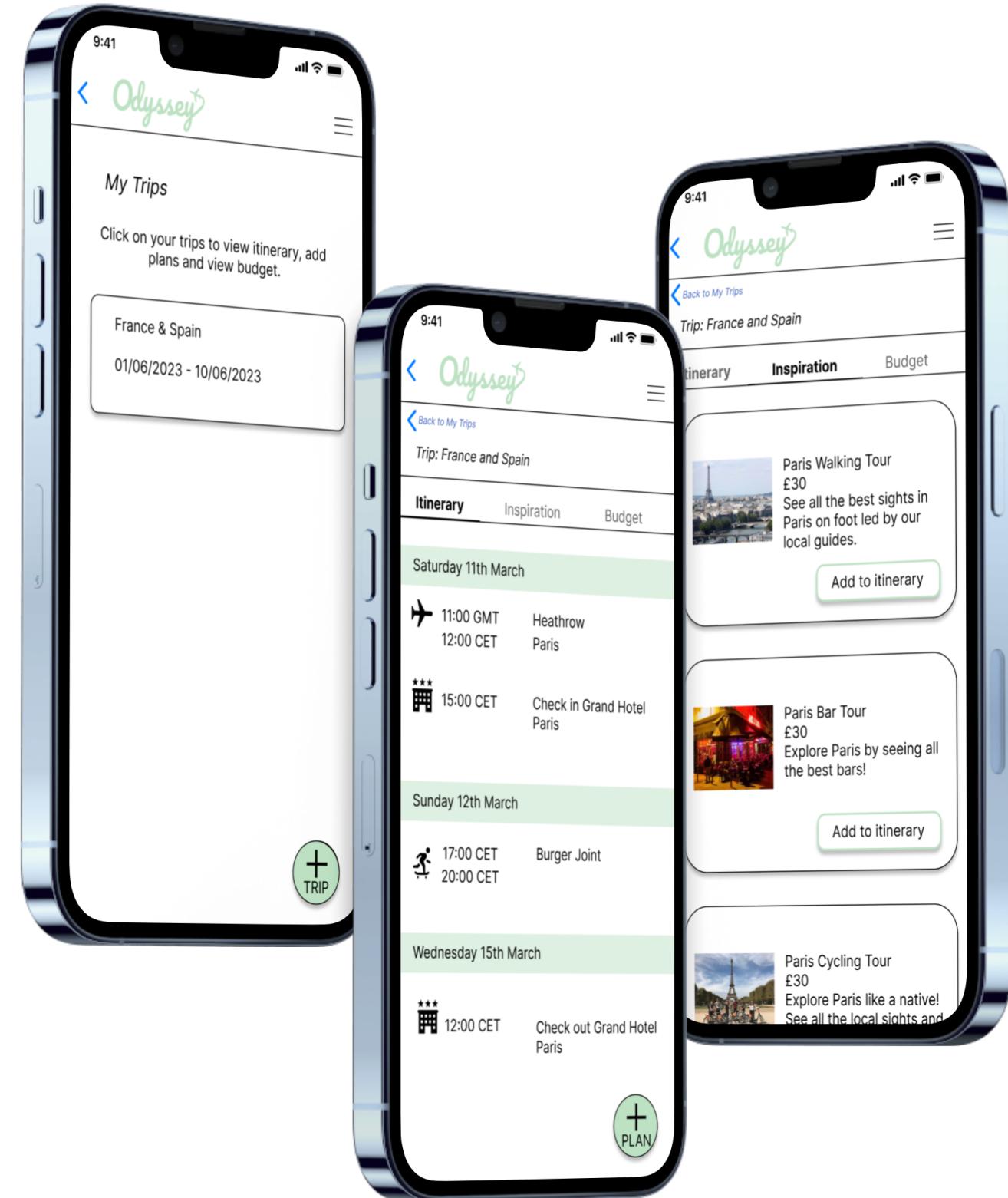
Test

I carried out guerrilla testing using remote testing methods and maze. I analysed the results using an affinity diagram and rated the results based on commonality of responses.



I iterated my designs and created a final clickable prototype.

Final Prototype



[View Clickable Prototype](#)