

# NEVERL8

Helping business traveller getting  
to the right place at the right time

# OVERVIEW

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This case study was inspired by my husband and his constant **business travel**. I travel with him as much as I can and experience first hand how difficult business travel can be. **Planning** part becomes a constant source of **stress** and majority of the business travellers have to **rely on themselves** for planning, organization and fixing their plans on the go.

- ▷ Outside of my personal experiences, according to statista.com global business **travel spending** in 2017 reached **1.33tn USD** and is on a rise for 2018. Millions of people travel to new countries on business each year and most of the time they do not speak the local language and have no idea how to get to the right places for their meetings on time.
- ▷ They end up dealing with **unreliable local** companies who overcharge them.

## Starting from somewhere

- ▷ At the onset of the project I did not have a **clear mission or specific goals** for this product that eventually became an app. I knew I wanted to make busy travel experience easier and more convenient.

### Why an app?

- ▷ Because every traveller I know always has a phone with them at all times and it is more problematic and takes longer getting ones laptop out, finding wifi and figuring out other logistics when you can just have an app for that.

## First instinct

My **first instinct** was to design a calendar.

We heavily rely on calendars these days and having a better one seemed like a good idea at the time.

But after conducting quantitative research with competitive analysis of other calendar apps it became clear that there are multiple calendar options out there, but none of them solves the problem that my user has.

**How do I get my users on time to their meetings in their homeland as well as in a foreign country?**

## Early Personal Insight

The limo companies charge obscene amount for a short ride and **I was fed up with obnoxious taxi drivers** who just saw a rich foreigner. With technology constantly evolving I knew there are many **UBER-like companies** out there. Problem is that every country **had its own ride share app** and I did not want to go through creating an account every time I land in a new place.

The global fragmentation of ride share apps means that there is often different apps for each country the traveller visits, all of which have long account sign-up processes.

# Designing for myself & Monetization **mistake**

So, I went and started designing NeverL8 app based on my personal experience. At this stage, however, I realized that not only I was designing for myself, I was also overly concerned about monetization of the app as opposed to focusing on usability.

## Early Insight from travellers

So, for the first part of **user research** I went out and spoke to a couple of people who travel on business internationally all the time: all of them found it **difficult keeping up with** their own **schedule**, cross schedules of the team, schedules of customers and family members; getting to the right location for meetings on time was painful and unproductive (to the point where they had to book a taxi 2-3 hours in advance, to make sure they do not miss it).

I thought to myself - there must be a better way!

## My own assumptions

At first I had many ideas and tried to include everything but the kitchen sink. I was really excited because I was mostly **my own user** and going with many of my own assumptions, **however** I learned that while relying on my own experience **I am overlooking** many **other possibilities and pain points** I or my husband have been lucky enough to avoid.

# Goals

Create an effective, efficient, and satisfying user interface design to make logistical life easier for a busy international business traveller.

Design an interface that is smart enough to suggest meeting times, accounts for changing time zones, and is proactively working for my user to make sure he/she is always on time for his/her meetings no matter where they are at.

# Challenge

# Audience, Constraints & Design Process:

## **Audience:**

Busy Business  
Traveler

## **Constraints:**

Time constraints  
and user access.

## **Design Process:**

Design Thinking Process  
(Empathy, Ideation,  
Definition, Prototype,  
Test and Repeat).

## Research, Interviews, Analysis

At this stage I just wanted to understand the pain points of the busy travellers, what they do to avoid them or fix them. The most critical things I learned is that all the **users** I have interviewed **were never late**. Some made specific arrangements to be at the meeting location hours in advance.

I briefly considered that people who actually were late to their meetings had a personal time management issue. After researching more on the subject I arrived to conclusion that I was wrong about that! Most of the executives and business world travelers are of a **type A** personality and hence I have decided to focus on creating a **useful TOOL** to help with managing extremely busy lives of my target users.

# User Persona

Based on conducted research I have built this persona.

## User Persona Type



*"I always have a task list... a never-ending one!"*

Age: 43

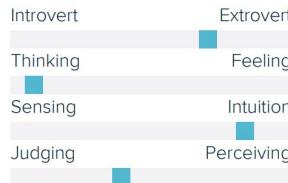
Work: Exec for a Fortune 500 comp

Family: 1 Daughter

Location: Austin, TX

Character: Type A

### Personality



Smart Driven Focused

### Goals

- Ideally, my travel logistics would be transparent to my schedule, because everything in my schedule would be automatically "contextualized" around my logistics. Then I could focus on getting things done not being my own travel agent and admin.
- I want to retire early.
- Make better use of my time and not stress so much about what I am suppose to do next.

### Frustrations

- Being my own travel agent and admin
- I have to manually check how bad the traffic is for my next destination
- The available solutions don't give me context, I have to manually figure everything out by going into my calendar and my emails and google maps.

### Bio

My daughter means the world to me and I want to make sure that she had a great future. Overall life is a blur of airports, hotels and meetings. Sometimes I wake up and I can not remember which country I am in. My schedule is a nightmare, but I am trying to keep up the best I can.

### Motivation

Incentive

Fear

Growth

Power

Social

### Preferred Channels

Traditional Ads

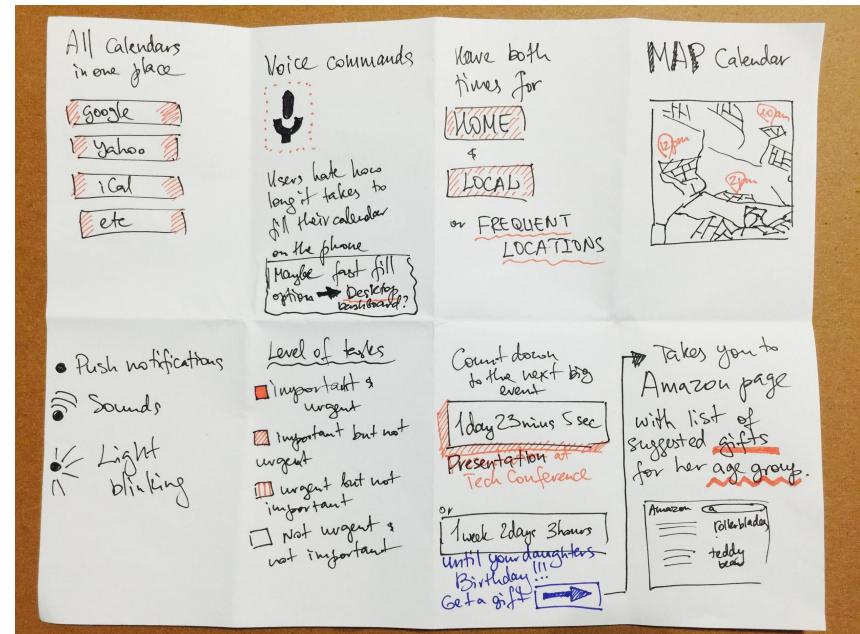
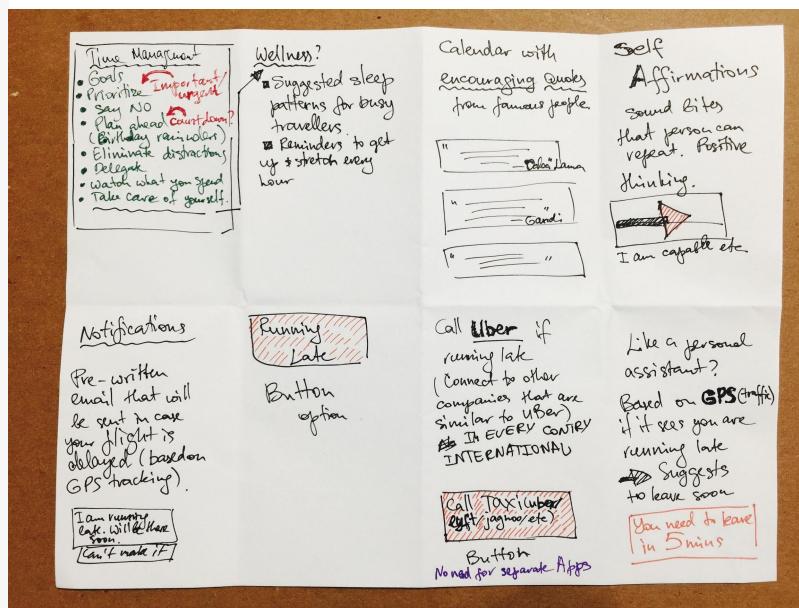
Online & Social Media

Referral

Guerrilla Efforts & PR

## Ideation and Sketches

- I had quite a few ideas here, but needed to hone in on the ones that made the most sense.



## Problem Solving and WIREFRAMES

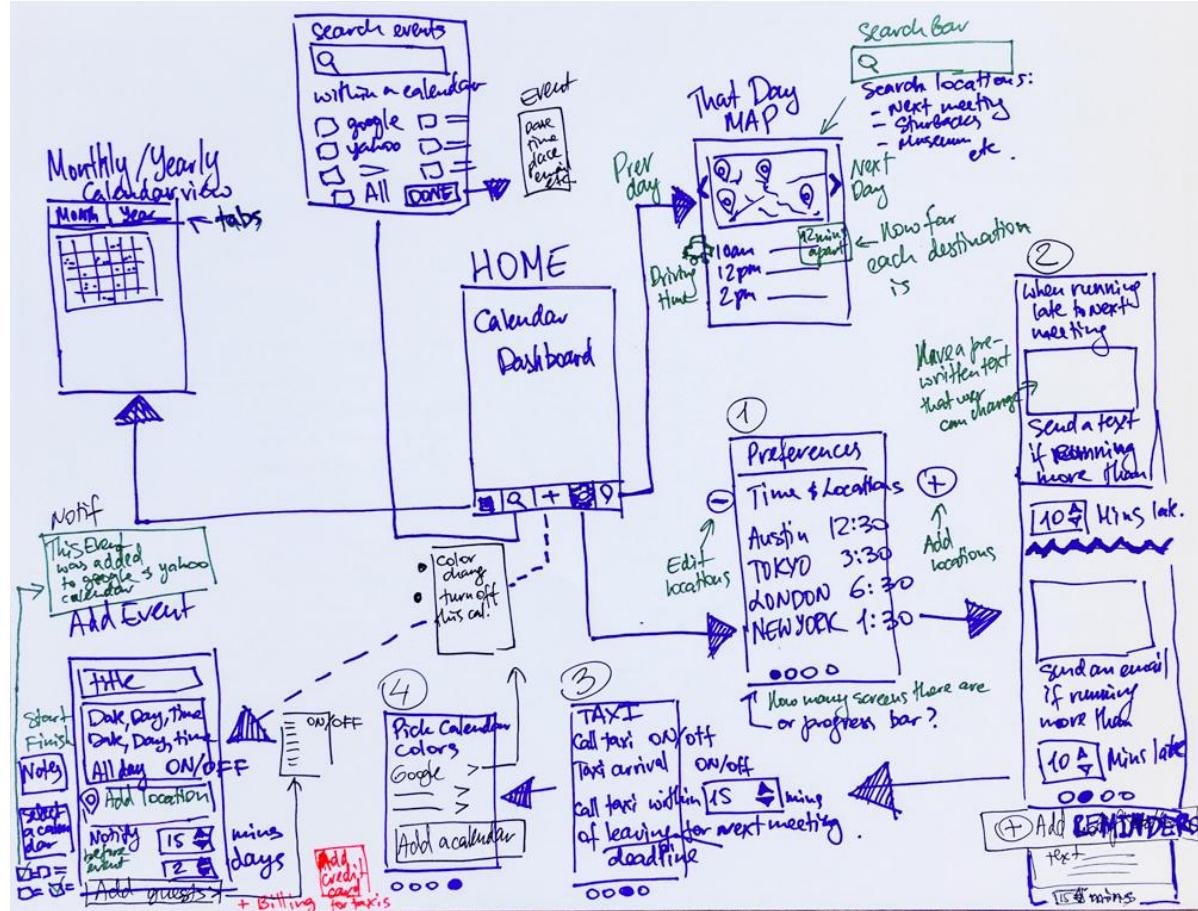
My **first attempt** to address this challenge was to design a **better calendar** that would automatically adjust to local time and have an integrated map view with locations that the user needs to get to on the given day.

At this stage I created **user flow** to help me figure out the flow of UI elements and user journey through the app.

**Pitfalls:** Originally I have created an incredibly long onboarding process with multiple preference choices that would have served to be difficult and unintuitive. The last thing user wants is to spend 10 minutes logging into the app the first time around and figuring out multiple options.

# WIREFRAMES

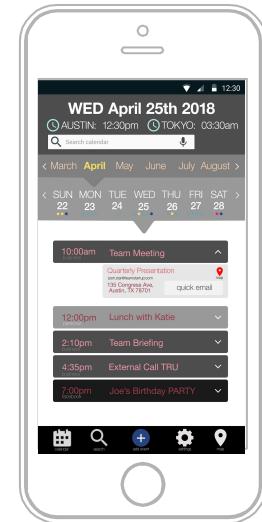
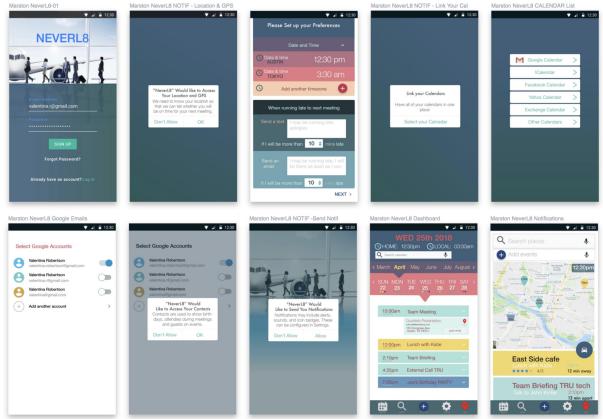
## Nav Bar



# Prototype 1 / User Testing Round 1

Due to time constraints I went with **high-fidelity color** prototype.

The **challenge** I ran into was that users were asking questions about ability to change colors and I wanted them to focus on the flow of the app. I learned that some users found the use of icons confusing, some of the buttons were too small and some of the UI labels needed further explanation. I took **step back and tested again** with mid fidelity prototype.



# User Testing and Feedback

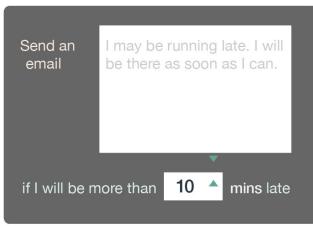
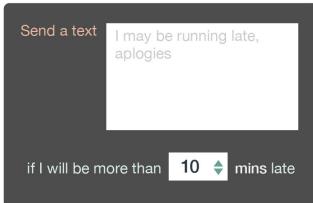
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The image displays seven screenshots of a mobile application interface, each with a red numbered callout indicating specific user feedback or design issues. The screenshots are arranged in two rows: three in the top row and four in the bottom row.

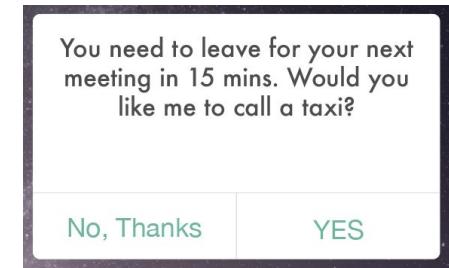
- Screenshot 1:** Shows a "Please Set up your Preferences" screen with a date and time section. A comment from "MM" suggests that the section for adding timezones is unclear and might be better suited for a separate screen.
- Screenshot 2:** Shows a "Please Set up your Preferences" screen with a "When running late" section. A comment from "MM" suggests that having these tasks on the same screen might be overwhelming for the user.
- Screenshot 3:** Shows a "Please Set up your Preferences" screen with a "When running late to next meeting" section. A comment from "MM" suggests that the app might be overloading the user with options and asks if it's better to add them to settings instead.
- Screenshot 4:** Shows a calendar view for March. A comment from "MM" suggests that the month header is at the top, while the month navigation arrows are at the bottom, which might be confusing.
- Screenshot 5:** Shows a calendar view for July. A comment from "MM" suggests that the city name "AUSTIN" and the time "3:30 AM" are not clearly linked, and the location arrow icon is also unclear.
- Screenshot 6:** Shows a detailed view of a day with multiple events. A comment from "MM" asks if there is a legend for event colors and if they can be changed.
- Screenshot 7:** Shows a detailed view of a day with multiple events. A comment from "MM" expresses uncertainty about whether the current screens solve the initial design challenge.

Each screenshot includes a "Mark as resolved" checkbox and a "Comment" input field for further interaction.

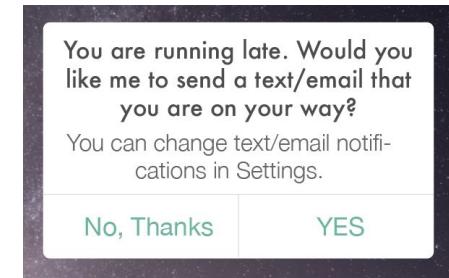
# Focus on functions - some of the key features



- ▶ Attendee Notifications (texts, emails or both) - telling the other attendees if a user is going to be late.



- ▶ Support easy Uber / Lyft/ other country-local transport automation with single tap booking.



# Focusing not on FEATURES but **GOALS**

Although my instinct was leading me to **develop better functionality** than competitors, **but** it seemed pointless getting the app into a competitive war with some of the calendar giants given that **Google** calendar **is doing** an increasingly **good job** at aggregating its calendars. I needed some **unique proposition** that worked better than every calendar out there.

# Differentiation

To differentiate NeverL8 in an already mature and competitive market of calendars I went with a **concierge-like service** that leverages calendar functionality, mobile apps, **AI and human operators** (offshore labour) to mimic a ‘Chief of Staff traveling with the user’ kind of experience.

The **idea** of the app is to watch users’ calendar, estimate travel time between locations, book car services, monitor user location, and notify participants of upcoming meeting if the user is running behind schedule.

Why human operators?

Because artificial Intelligence is not 100% effective, so pairing it with low cost virtual admins will help reduce errors in notifications.



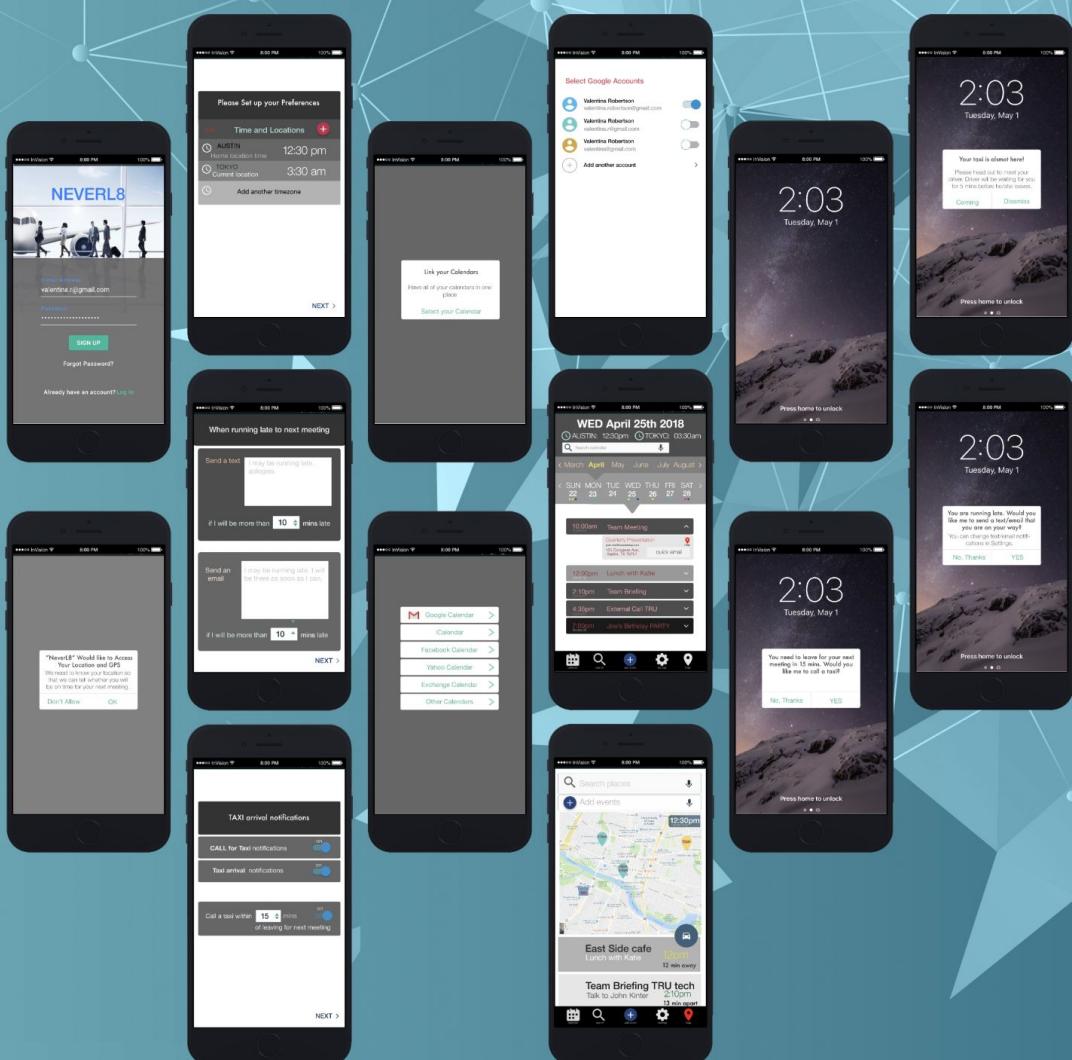
## Second Prototype

Invision Prototype

WIREFRAMES:

<https://invis.io/ZDHY2V>

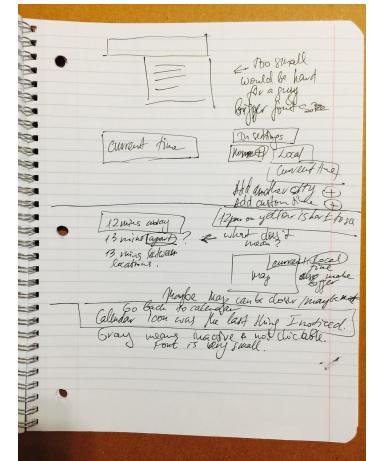
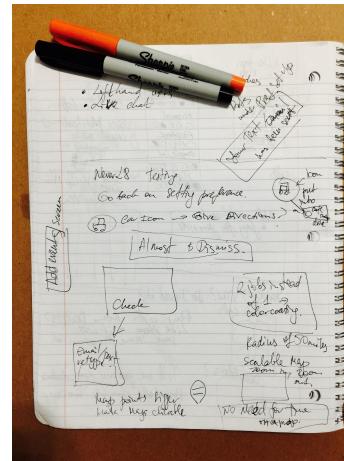
P7GR8



# User Testing

There were a few more challenges that I discovered during second round of testing:

- I needed to change some of the onboarding flows
- move around and add a couple of settings
- but most of all take some of the decisions for a user by creating Default Options



# Retrospective

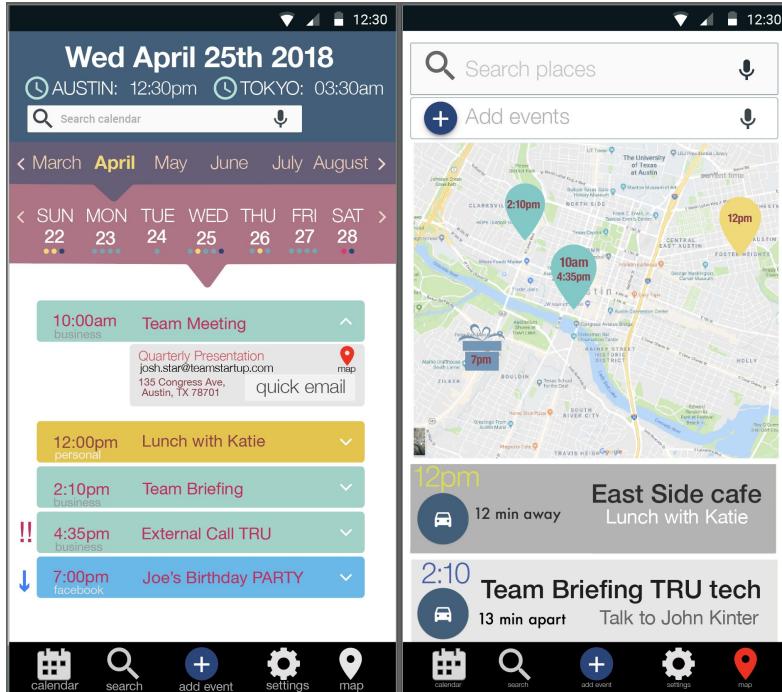
In the end I did **not** want this app to be **another calendar app**, because there are a lot of them and Google calendar is doing an increasingly good job at aggregating calendars. It became more of a **personal helper / travel organizer**. It is less of a mindless calendar application and more of a virtual Chief of Staff service.

## Retrospective

My original design was **overwhelming** and gave way too many options to choose from, it was taking too long during onboarding process and needed to be simplified for fast and easy use. I **reduced onboarding** screens, I have **chosen most of the options for the user** to make it easy to start using the app.

Risk factor (business): People who are not as buys and only have a couple of meetings tend to pre-plan their travel hours in advance, while very busy Executives tend to have a personal travel agent or a PA making all the arrangements. But these days more and more executives seem to book travel themselves unless they have unlimited money, and NeverL8 is not targeting that type of user.

# The rest IS in DESIGNING PROCESS...



# THANKS!

Any  
questions?

