# Planyts APP

Plan your Trips, Feel and go deeper in your travels.

**Michele La Malva Moreno**

Electronic Systems Engineering student

# Knowing our users

## Persona:

Manolo is a 25-year-old Engineer who has travelled a lot of times around Europe. He lives in Málaga. He likes walk and discover the places he visits but he finds all touristics guides and online services doesn't fit its requirements. He would like know all unvisited places and not so busy places around a city, like a local do.
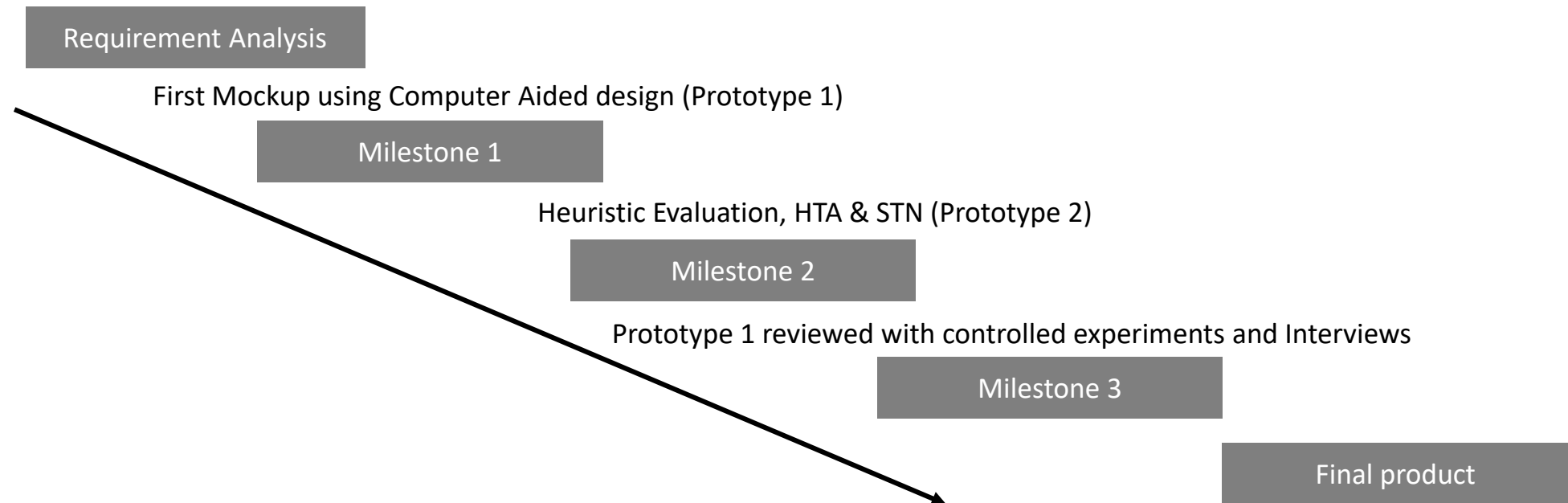
## Scenario:

Antonio is planning a little trip to Rome the following 2 weeks. He was in Rome the last year and he has visited almost all monuments and well-know places, like Spagna or Popolo. He would like contact a local guide to go places also he wants go for a party one night to a pub so Antonio receive a well-guided tour via Planyts by contacting a local person who lives in Rome, suggesting pubs and places where he would be fine.

# Knowing our users

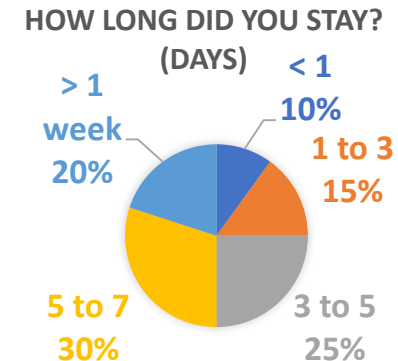| Age | 15 – 40 |
|---|---|
| Gender | Any |
| Job titles | Any – High-Medium qualifications jobs |
| Education | Medium-High level school |
| Location | Any |
| Economy | Medium |
| Passions | Travelling, sociable and bloggers |

# Development Roadmap

Product wished by our customers (survey based), mockup and user feedback on the idea

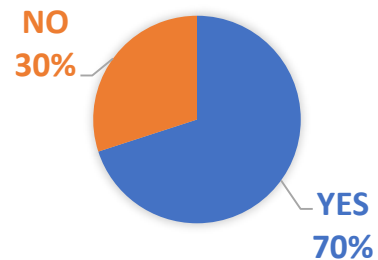**Requirement Analysis**

First Mockup using Computer Aided design (Prototype 1)

**Milestone 1**

Heuristic Evaluation, HTA & STN (Prototype 2)

**Milestone 2**

Prototype 1 reviewed with controlled experiments and Interviews

**Milestone 3**

**Final product**

# Competitors

| | TripAdvisor | Airbnb | Social nets | Planyts |
|---|---|---|---|---|
| Social-based score system | 🟩 | 🟩 | 🟨 | 🟩 |
| Free | 🟨 | 🟥 | 🟨 | 🟩 |
| Experts on the field | 🟨 | 🟩 | 🟨 | 🟩 |
| Personalized guide | 🟥 | 🟥 | 🟩 | 🟩 |
| Experience focused | 🟥 | 🟩 | 🟩 | 🟩 |

# Requirement Analysis

**AGE**
- > 35 — 12%
- < 15 — 6%
- 15-20 — 19%
- 30-35 — 13%
- 20-25 — 29%
- 25-30 — 21%

**TIMES TRAVELLED**
- < 1 — 3%
- 1 to 3 — 9%
- > 10 — 28%
- 3 to 5 — 22%
- 5 to 10 — 38%

**HOW LONG DID YOU STAY? (DAYS)**
- > 1 week — 20%
- < 1 — 10%
- 1 to 3 — 15%
- 5 to 7 — 30%
- 3 to 5 — 25%
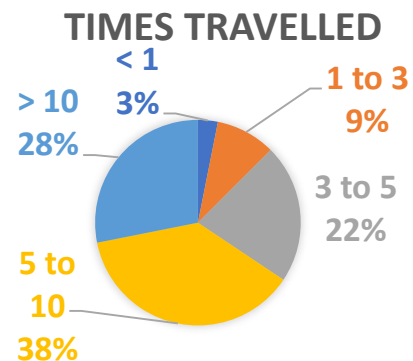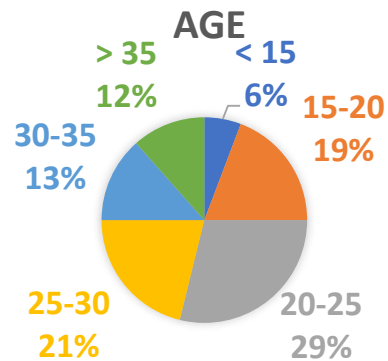
**DID YOU EVER FOLLOWED A GUIDE ON A TOUR IN A TRAVEL WITH LESS THAN 3 DAYS?**
- NO — 30%
- YES — 70%

**DID YOU EVER FOLLOWED A GUIDE ON A TOUR IN A TRAVEL WITH MORE THAN 3 DAYS?**
- YES — 25%
- NO — 75%
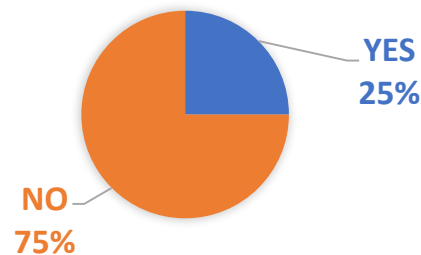
**DID YOU FEEL LIKE A LOCAL IN YOUR TRAVELS (TRADUCED IN MANY MONEY WASTED OR BUSY PLACES) ?**
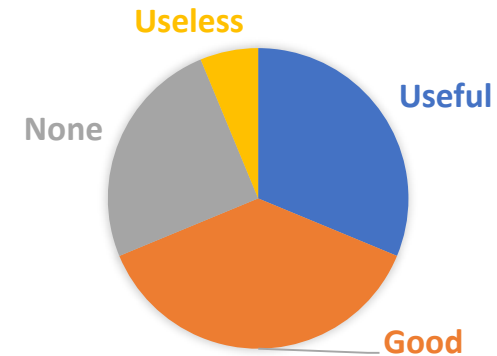- YES — 11%
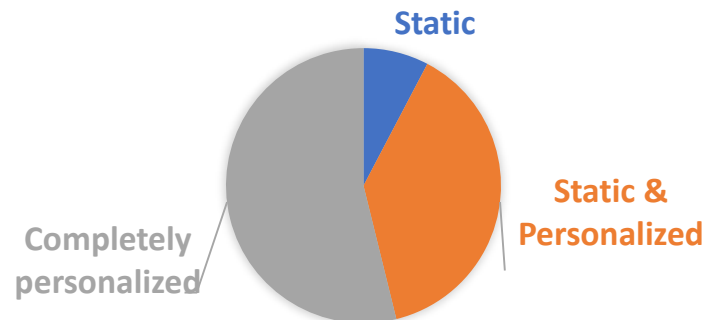- NO — 89%
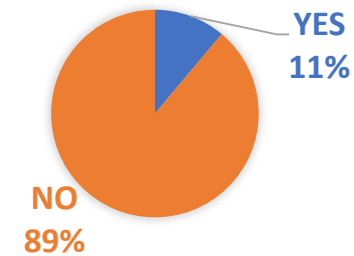
Requirement Analysis

BEFORE LEAVING, HOW MUCH ARE YOU INCLINED TO LOOK ON THE WEB EXPERIENCES OR REVIEWS (E.G. TRIPADVISOR, YELP, ETC.) TO FIGURE OUT WHAT TO DO DURING YOUR TRIP?
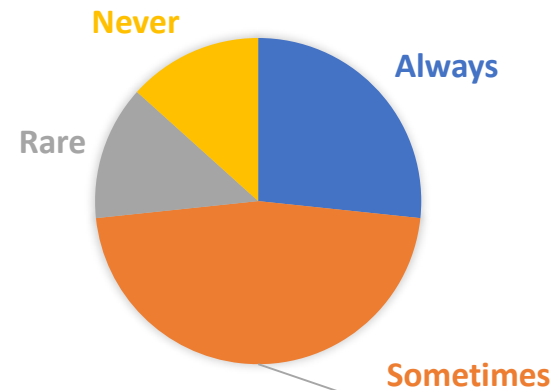
Never    Always
Rare    Sometimes
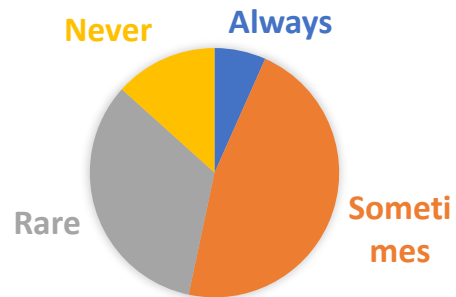
HOW MUCH DO YOU LIKE AN APP WHICH CONNECT WITH LOCALS BY TOURISTIC?

Useless
None    Useful
Good

WOULD YOU LIKE THIS APP WOULD WORK LIKE AIRBNB WITH STATIC EXPERIENCES OR USER-PERSONALIZED EXPERIENCES?

Static
Completely personalized    Static & Personalized

WILL YOU USE THIS APP IN YOUR FUTURE TRAVELS?

Never    Always
Rare    Sometimes

Human Computer Interaction (A.Y. 2017/2018) - PlanytsAPP

# Requirement Analysis

**Derived from the Analysis – Users**
- We want users who is young, ranging from 18 to 35 years.
- They can economic afford travels around the world with a modest bucket.
- Users who stay more than 5 days into its destination, because all touristic places have been visited and they start searching for non-touristic places.
- Users should be used to mobile applications, that's why the objetive public is 18 to 35.
- Young users who take advices from internet are potentially our customers.

**Conclusion**
- Our application can be a mobile application or even a website-based portal.
- We will show designers and travellers ordered by ranking or popularity
- Users can search designer, traveller, member or events by a search engine.
- Users want quickly get its trip planned so easy-interaction means more positive feedback.
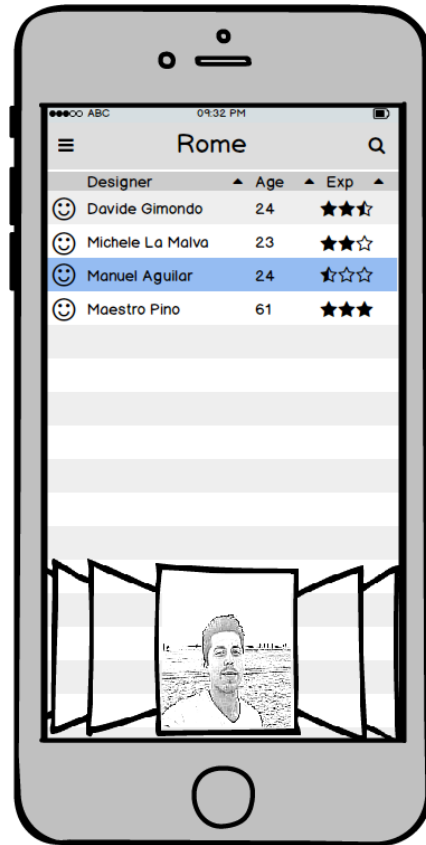
# Mock-ups
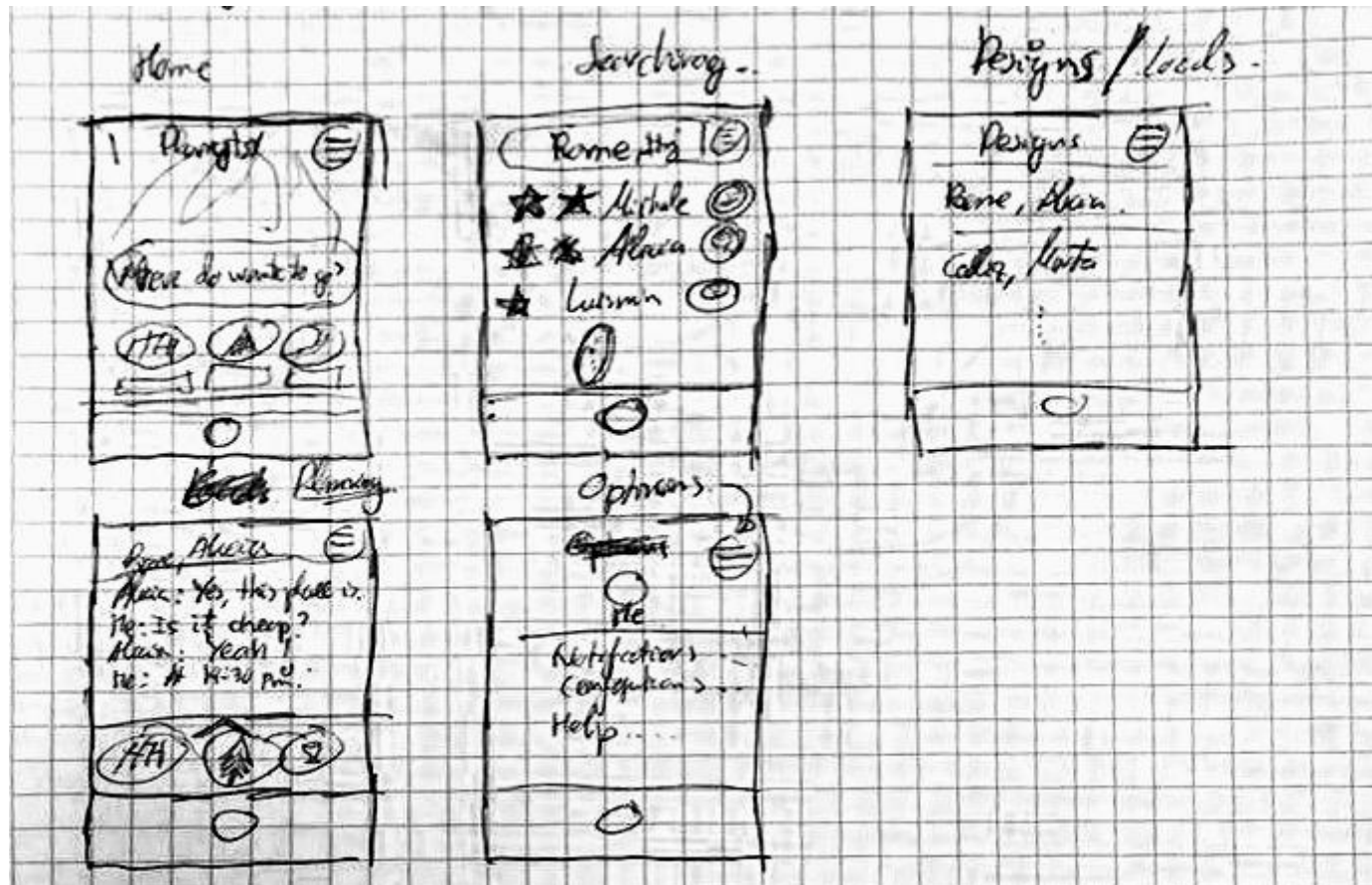
# Prototype 1 : Main Features



Home page:
- Users can search via a search bar (Name of the city, designer, traveller or events).
- Most visited and known places at the bottom
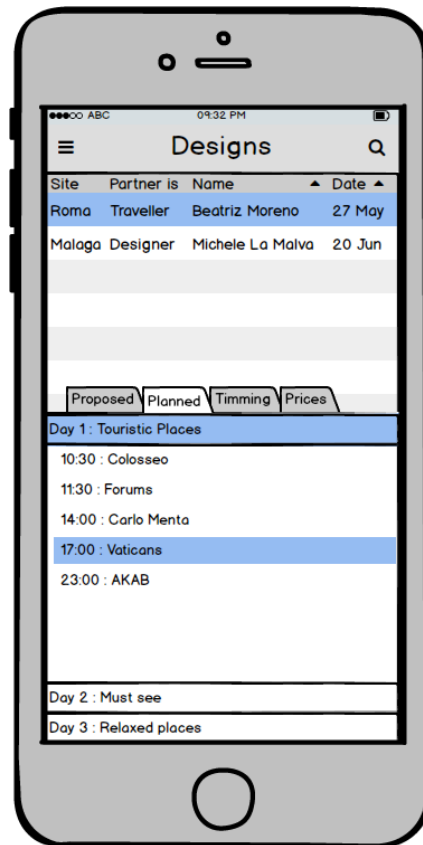- Menu icon at the top-right, showing basic options

# Prototype 1 : Main Features



Search page:
- Users can search to a specific designer by top-right search button.
- Designers can be ordered by age, social-based scored and alphabetical.
- Profile image of the selected designer is displayed at the bottom
- Option button is displayed at the left-top side.

# Prototype 1 : Main Features



Designs / Travellers page:

- Users can search to a specific designer by top-right search button.
- Designers can be ordered by age, social-based scored and alphabetical.
- Users can see the current status of the planned trip, as well as the proposed, the planned, timmings and prices of the trip.
- Data information is displayed in the bottom page.

# Prototype 1 : Main Features
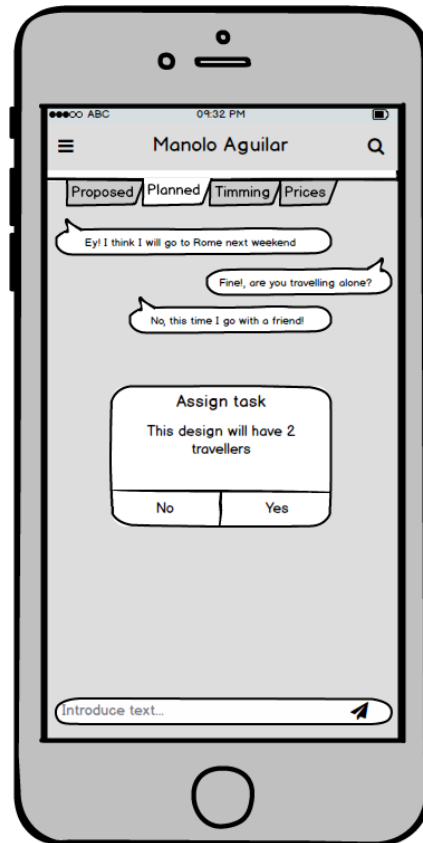


Chat page :
- Planned tasks can be visited at the top side.
- Users can chat with designers/travellers via simple chat (like whatsapp)
- Confirmation warning about some data for the planned trip.

# Heuristic Evaluation

**Usability Heuristics for User Interface Design**

- Visibility of system status
- Match between system and the real world
- User control and freedom
- Consistency and standards
- Error prevention
- Recognition rather than recall
- Flexibility and efficiency of use
- Aesthetic and minimalist design
- Help users recognize, diagnose, and recover from errors
- Help and documentation

# Heuristic Evaluation

**Violated Heuristics Evaluation for User Interface Design**

- Visibility of system status

Users don't see where they actually are (Home page or chat).

There is no icon to switch between home to design page!

- User control and freedom & Consistency and standards

It's not clear if the "menu" option is for "exit" option as well.

Tabs is changed sometimes to bottom from top (or viceversa), this leads to confusion.

There is no a "back" button or "exit" button.

- Error prevention

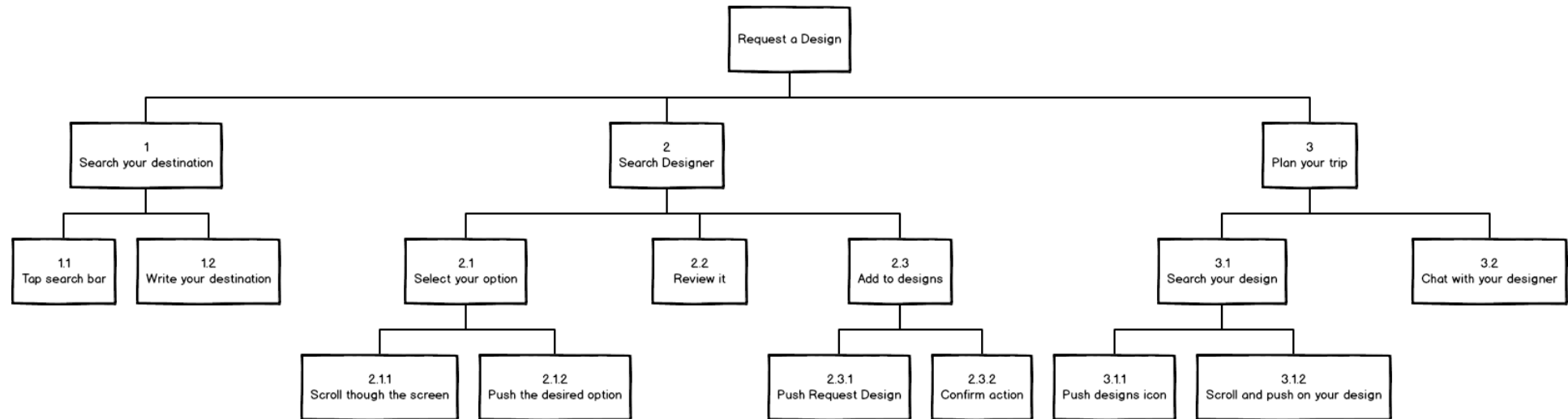There is no confirmation messages anywhere, better put popup warnings.

- Aesthetic and minimalist design

Design shouldn't looks beautiful with the current proposed layout.

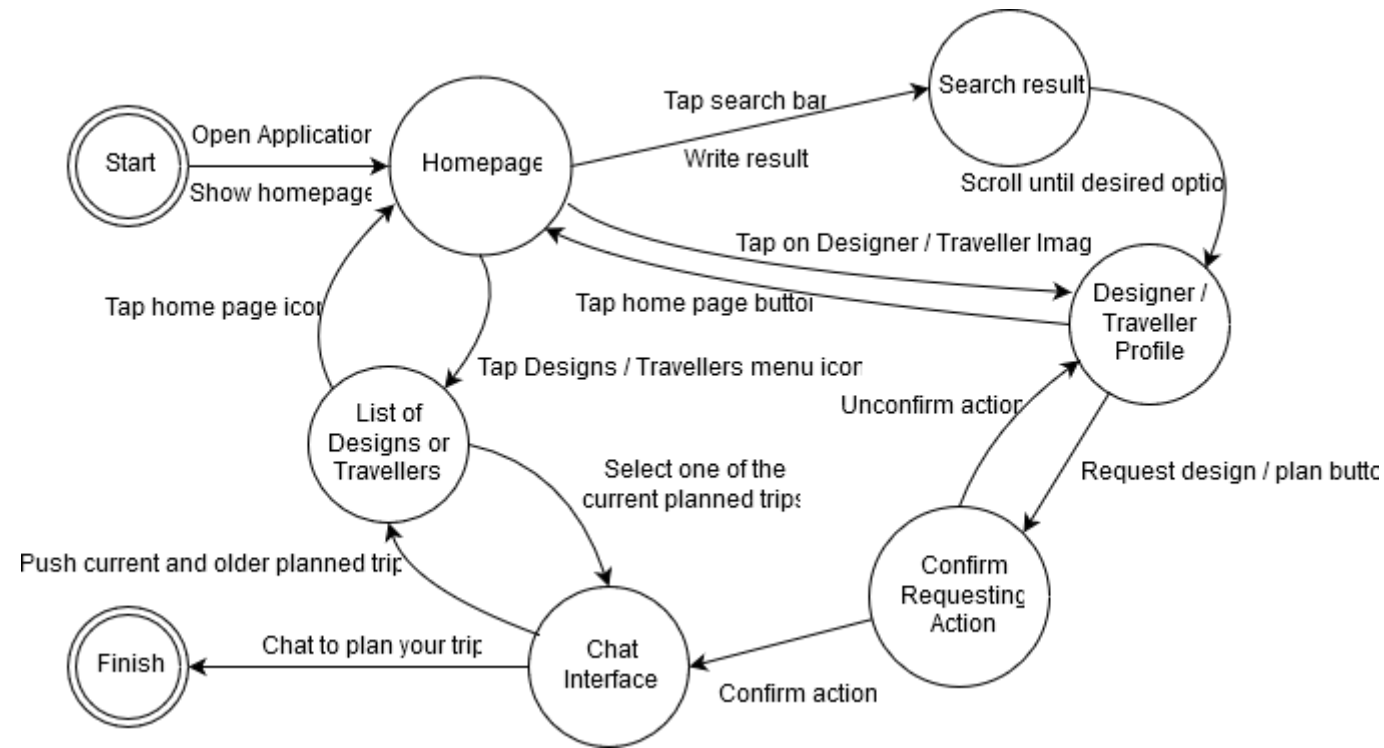- Help users recognize, diagnose, and recover from errors

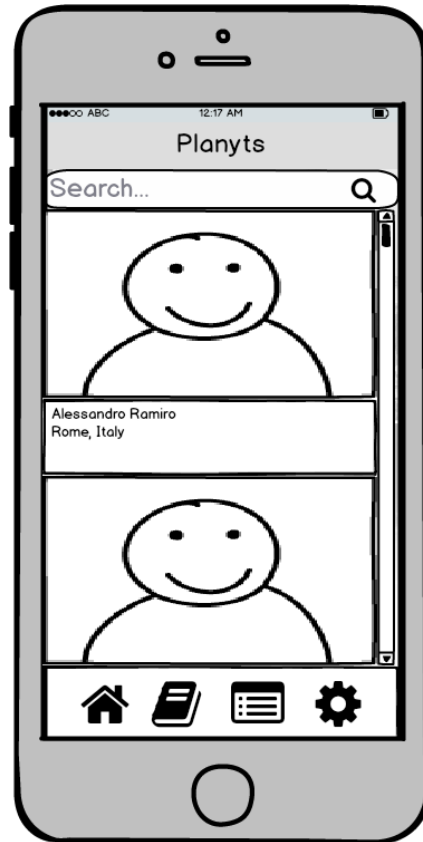Because there is no error messages, this is fixed as long as Error prevention tip is covered.

# Hierarchical Task Analysis (HTA)

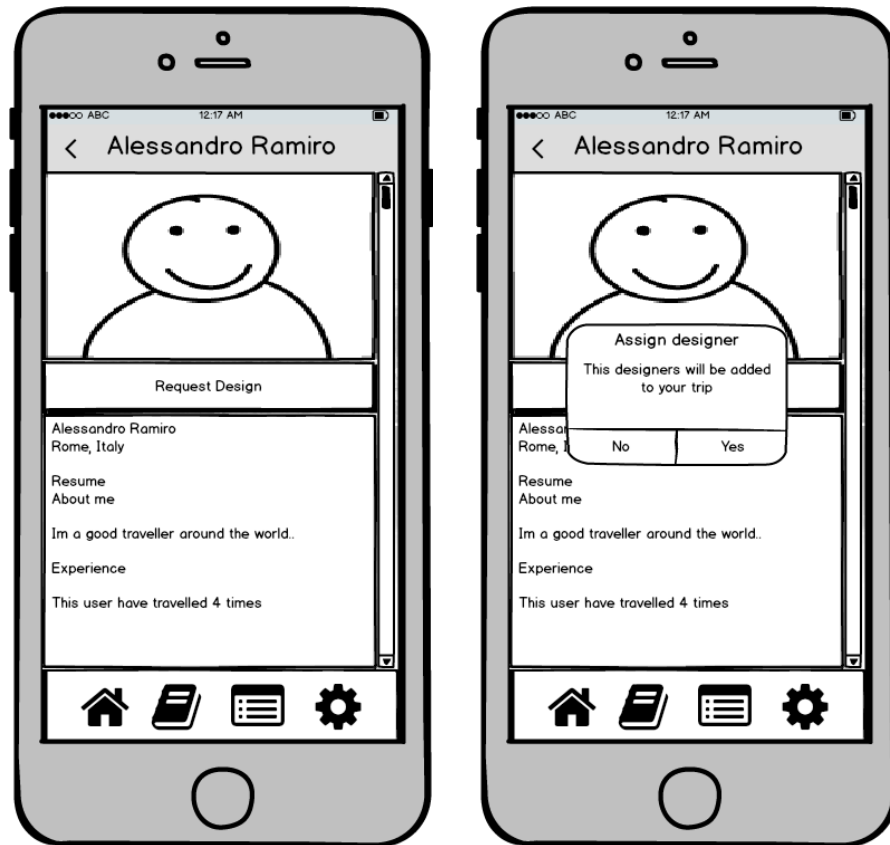# State Transition Network (STN)

# Milestone 2: Prototype 2



Home page:
- Added static bottom icons (colored when selected)
- Scrolling system which images and elements are pushed down or up like Instagram.
- Search bar in top instead of the center

# Milestone 2: Prototype 2



User page:
- Added back or exit button in top-left side
- More and clear information for the user
- Advices and error warning information
- Buttons and icons do not change its position when scrolled down or up.
- User name in the top

# Milestone 2: Prototype 2



Designs / Travellers page:

- Added static search button.
- Less information means more easy and usability
- Deleted trip information (this is encapsulated into chat page)

# Milestone 3: Controlled Experiment

**Variables to test**:
- **Independent**: different UI style (two interface versions)
- **Dependent**: total of seconds passed to perfom the "Request a design" task

**Hypothesis to test:**
- Our hypothesis: Users will take less time to perform the task using application with Interface VersionB than Interface VersionA

- Null Hypothesis: There will be no difference between using application with Interface VersionB and Interface VersionA

**Participants**:
- Groups of 7 users (4 young persons, 3 adults)

# Milestone 3: Controlled Experiment

| Name | Version A | Version B |
|------|-----------|-----------|
| Filipo | 8 | 7 |
| Manolo | 8 | 6 |
| Michele | 6 | 3 |
| Davide | 5 | 3 |
| Sanchez | 7 | 4 |
| Maria | 9 | 6 |
| Luis Miguel | 12 | 7 |

Análisis de varianza de un factor

**RESUMEN**

| Grupos | Cuenta | Suma | Promedio | Varianza |
|--------|--------|------|----------|----------|
| Columna 1 | 7 | 55 | 7,85714286 | 5,142857143 |
| Columna 2 | 7 | 36 | 5,14285714 | 3,142857143 |

**ANÁLISIS DE VARIANZA**

| n de las variac | na de cuadrad | ados de libert | dio de los cua | F | Probabilidad | Valor crítico para F |
|-----------------|---------------|----------------|----------------|---|--------------|----------------------|
| Entre grupos | 25,7857143 | 1 | 25,7857143 | 6,224137931 | 0,02818179 | 4,747225347 |
| Dentro de los | 49,7142857 | 12 | 4,14285714 | | | |
| | | | | | | |
| Total | 75,5 | 13 | | | | |

Conclusion: if F > F crit, we reject the null hypothesis.

Therefore, we reject the null hypothesis and take our hypothesis as valid.

"Users will take less time to perform the task using application with Interface VersionB than Interface VersionA"
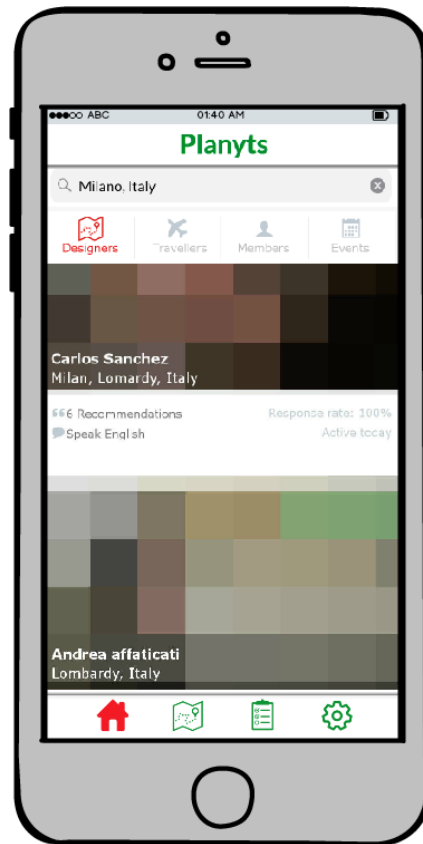
# Interviews

**5 users interviewed (with think aloud -  cooperative evaluation)**
Task: Search for a Designer.

A summary of the comments:
• I find scroll bar useless, intuitively you simply scroll it down with your fingers!
• Icons should be reviewed, they mean nothing sometimes for the user.
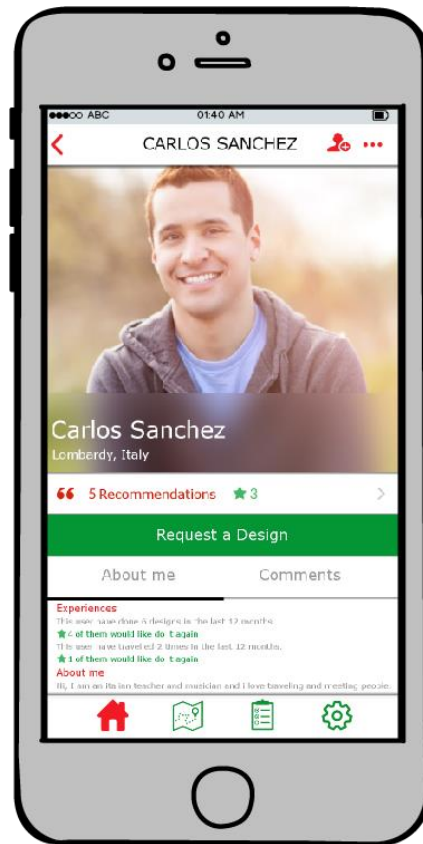• More minimalist design of the interface.

# Final product



Home page:
- Added Social-based score and basic information about the product (Designer / Traveller)
- More friendly UI-style
- Colored bottom icons when selected page
- Added more options to search engine (Designers, Travellers, members and Events)
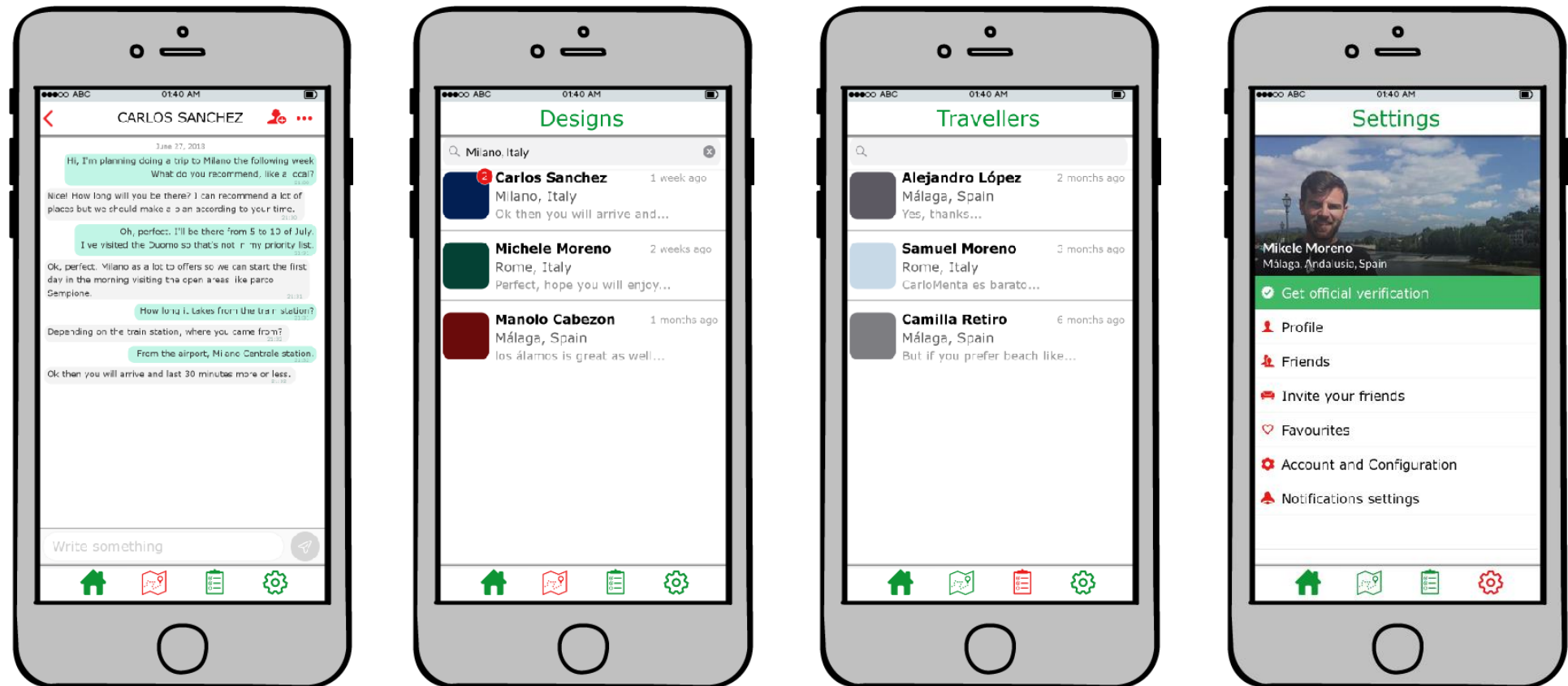- Deleted scroll bar

# Final product



Product (Designer/Traveller) page:
- Added Social-based score information
- Added About me and Comments tabs
- More optional information in the bottom page

# Final product

# Future Work

- Implement the APP for Android or iOS devices
- Connect all data with Planyts.com website database

(Both will have a bunch of technical task not covered by this course.)

# Thanks !

## Planyts.com

Code : https://github.com/Mickyleitor/PlanytsAPP

Git Page : https://Mickyleitor.github.io/PlanytsAPP

### Michele La Malva Moreno

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