

Joy Trip

FRI-Group 2

Ruoyu Xu	001448098
Yumeng Li	001448424
Minxuan Hu	001421068
Wenjing Lu	001405695

Existing Design

Functional Aspects

- Has basic hotel booking and flights purchase functions.
- Has the brief introduction of popular attractions.
- Has the pick-up and drop-off service and rental vehicles can be booked in advance.
- Has a basic scoring function.

Interface Layout

- Some look very concise, while others are chaotic.
- Interface is partitioned by functions.

Flaws

- There is no ticket sales function for related attractions.
- There are no guidelines and precautions for local public transportation.
- Hotel reviews only have scores, without actual reviews and pictures.
- Lack of traveler recommendations and reviews for attractions.
- The ticket function is mainly, there are no guides and travel notes that can be referenced.
- No interaction between users.

Improvements

- Add information and reviews on popular attractions, and provide the online tickets purchase service for popular attractions.
- Optimize the function partition, so that users can quickly find what they want through the navigation bar.
- Added the function of displaying local news to ensure users' travel safety and provide necessary information.
- Increase the function of community discussion and publishing photo travel notes, strengthen communication between users, and other users can query the latest actual information of attractions from the community.
- Add special strategies and travel notes by area, select excellent travel notes or write official travel notes for rolling out

Strategy Plane

Business Objectives

- Find Our Own Goals and Target Users

The flood of online travel options may give consumers that DIY trip experience but that doesn't make them a specialist. Aim to develop unique experiences and provide special access with regard to your niche to give clients more value and reasons to return.

- Sell Expertise

Online travel websites and lodging marketplaces have the deals segment well in hand. Instead of fighting for position, beat them with your expertise. Adjust your business model and message to tout your personal experience, professional advice and personalized service.

Personas

- I designed 3 personas in our website.
- They were considered by their gender, age, address, goals, interests, skills and using apps. These factors of target user are very important in the progress of designing our website.
- Different people with different interests and needs should be taken into account when we design our website.



Anne

20, student

📍 Moscow, Russia

66 I want to keep fit and look great. That's why I go to the gym.

About

Anne studies chemistry. She's trying to leave healthy life. Loves hiking and traveling. Anne never leaves home without her smartphone as she wants to stay in touch with her friends. Doesn't have bad habits. Has a corgi named Rex.

Goals

- Keep fit
- Live a healthy life
- Visit all countries in the world
- Make friends
- Become a scientist

Skills

- Exercises
- Nutrition
- Internet
- Apps
- Sociability

Favorite Apps





Caroline

43, nurse

📍 Amsterdam, The Netherlands

“My friends say that I’m very attractive. I’ve lost some shape after I gave birth to our daughter. I want to look as I did before.”

About

Caroline is a nurse. She loves her husband and newborn daughter Helen. Helping people is her passion and profession. She’s also fond of reading and self-developing in different ways. Caroline spends her weekends in the garden growing flowers and vegetables. She has two cats Pete and Fluffy.

Goals

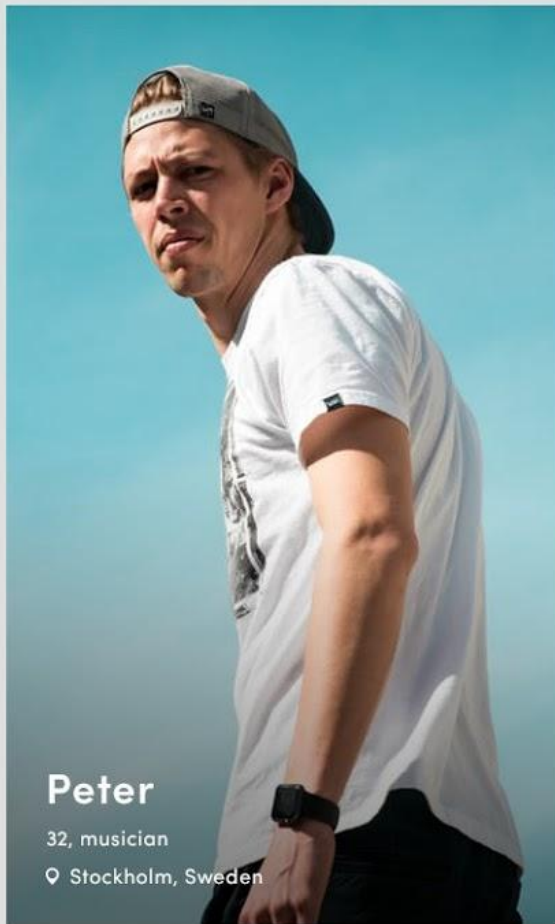
- Look attractive
- Lose weight
- Be a good mom
- Open an own clinic

Skills

- ● ● ● ● Exercises
- ● ● ● ● Nutrition
- ● ● ● ● Internet
- ● ● ● ● Apps
- ● ● ● ● Sociability

Favorite Apps





Peter

32, musician

📍 Stockholm, Sweden

“I want to look like a true rock star. I think I need to become stronger, gain some mass and grow muscles as I’m a bit thin now.”

About

Peter Andersson quit his job a year ago, after working for 10 years in IT. He wants to pursue a career of rock musician. Peter is extremely active. He swims twice a week and goes running every morning. He is also an avid fisherman. Peter thinks that growing some muscles would be good for his scenic image.

Goals

- Become stronger
- Gain some mass and muscles
- Become a rock star
- Give up smoking

Skills

- Exercises
- Nutrition
- Internet
- Apps
- Sociability

Favorite Apps



Surveys

<https://forms.gle/bkZrHL3CQmHe1yqN7>



Travel Website Survey

This is the survey for Travel Preference designed by Ruoyu Xu

*必填

How many times do you travel a year?

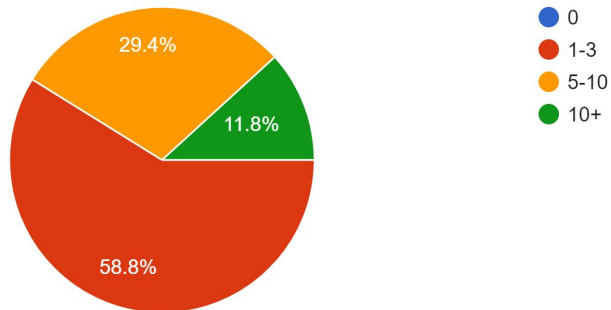
选择

How many times a year do you search for travel information through travel websites or travel apps?

选择

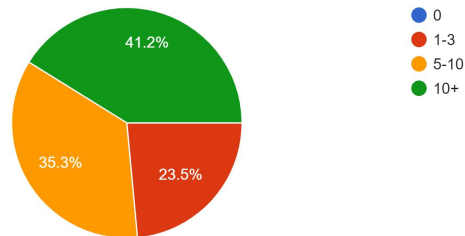
How many times do you travel a year?

(17 条回复)



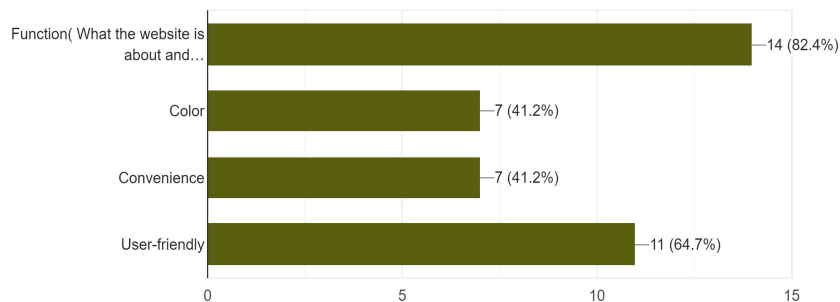
How many times a year do you search for travel information through travel websites or travel apps?

(17 条回复)



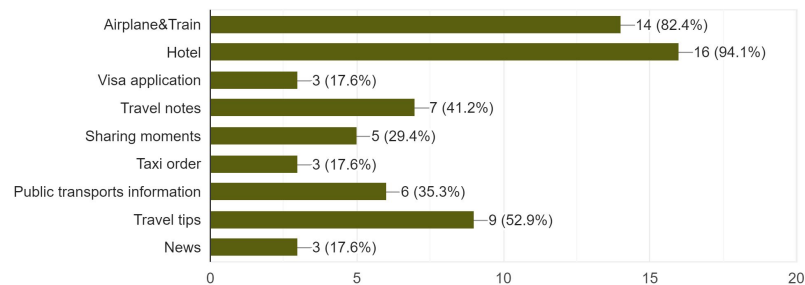
What was your first impression when you entered the website?

(17 条回复)



What function do you want to find in a travel app or travel website?

(17 条回复)



Scope plane

We list the Content Requirements here and the User Requirements, Functional Requirements and Technical Requirements will be shown later.

- 1. Support real-time query, boarding ticket supplement, online cancellation and change;
- 2. Super fast cloud tickets, support booking tickets, real-time leak collection, VIP tickets;
- 3. Bus tickets can be purchased quickly with zero handling charge, covering the whole country and leaving at any time. Online ticket refund is guaranteed.
- 4. Tickets for free booking, play first and pay later "future scenic spot" new experience;
- 5. There is no need to run around comparing prices: you can choose from nearly 2000 merchants; A thousand scenic spots directly connected, preferential reduction to the end;

- 6. Guarantee of issuing tickets and entering the park: if the seller fails to enter the park normally at the order price, the seller will refund the purchase price and compensate 30% of the transaction price.
- 7. Weekend travel: give your weekend play advice, wonderful weekend, all in control;
- 8. Route planning can be easily done, and can also be Shared with peers for chatting, bookkeeping and sharing photos;
- 9. Unified management of airport, liquor, train tickets and tickets, providing online check-in, refund, taxi and other services.
- 10. Global hot destination strategy, travel guide, travel notes, attractions, food, shopping, all in the destination channel.

Structure Plane

Conceptual Modeling

- We have to define the interactive components clearly in our joy trip website.
- Conceptual models are used consistently throughout the development of the interaction design.
- It is valuable to basing our conceptual models on metaphors involving real-world analogs to system functions.

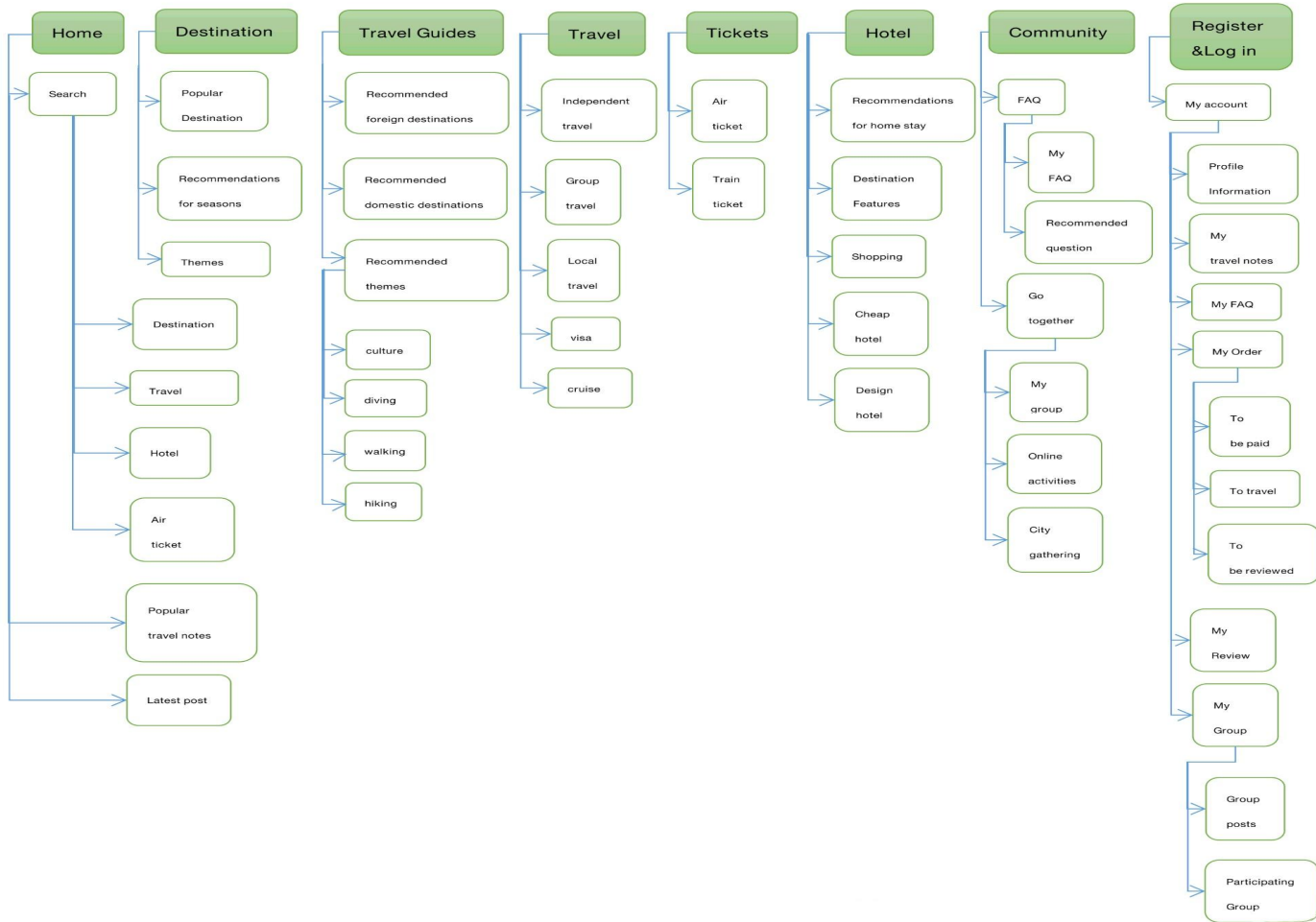
Error Handling

- The first and best defense against errors is to design our system so that errors are simply impossible.
- Our website will do what it can to help the user figure out the error and fix it.
- We have already add some helpful error messages in every layer to help users catch many kinds of errors and ensures that a higher percentage of users will have positive experiences.

WireFrame

<https://app.moqups.com/QtyzrmLY2Hk/edit/page/ad3ca97a9>

Information Architecture



TeamWork

Wenjing Lu

- Existing Design
- Flaws(in the existing design)
- Improvements

Ruoyu Xu

- Strategy Plane, creating personas, surveys
- Scope plane(Requirements)
- Structure Plane

Minxuan Hu

- Information Architecture
- Teamwork/collaboration
- User requirements

Yumeng Li

- End-to-end flow
- Onboarding
- Human Factor Concepts

User Requirements (Tourists)

Simple to use: The application should be simpler than the existing travel methodology

High efficiency: The application should reduce the time when users are looking for an appropriate trip and travel related matters, and the orders should be quickly responded to

Quality: The application should expect a higher quality of travel service to be visible compared to other website

Better Travel plan and service satisfaction: Tourists hope to find the trip they desire to go on

Higher travel scale: Tourists expect more Attractions & Project Services

User Requirements (Stakeholders)

Convenience: The application should provide all useful information and convenient features about the travel for our users.

Efficient information update and high-speed synchronization: The travel information displayed on the page should be updated in a timely manner, and the suppliers should be able to respond to the order demand promptly

Cost efficiency: The application should save the organization's resources

Satisfaction: The application should properly promote publicity messages of suppliers such as hotels and airlines according to demand

Functional Requirements

1)The user can browse the home page as a guest:Guests can browse most pages of the travel website to obtain the useful information he/she wanted

2)The vertical search requirement: Each user could directly find the information and the contents he needs

3)The user should be able to register and create an account:Fulfill the the basic information table as asked to register. All the information will be in specific format.

4)The user can login the account:After creating an account successfully, the user can login the website by username and password. And then he/she can browse the website and add something in 'to be paid' and buy tickets.

5)The user can book the trip or the tickets and the hotels:After the user has his own account he can book the hotels or the flight tickets even the whole trip on the website.

Functional Requirements

6)Comments:The user can make comments on experienced travel itineraries

7)Payment:Aftering the user add the products he/she needs into the 'to be paid' he/she wanted to make the payment and place the order to book or buy what he needs.

8)FAQs:The user can view FAQs and post questions or answers on community,and the community can customize the user to provide recommended FAQs

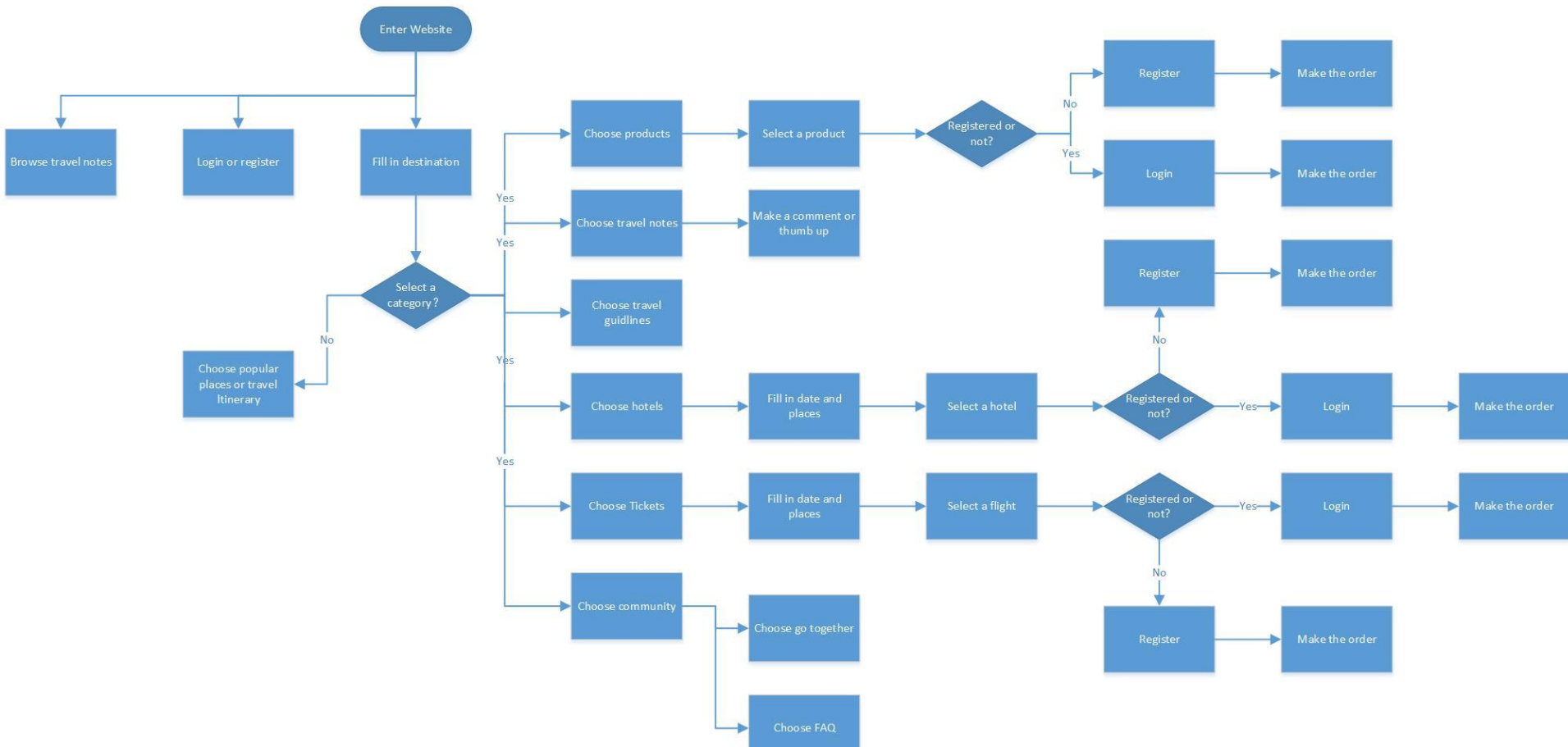
9)Groups:The user can choose 'go together ' to view city gathering or participate group activities and create his/her own group

10)Recommended travel:Based on the user's account profile and travel information ,the application should be able to show the recommended travel guides

Technical Requirements

- All pages should be able to open smoothly without any log time
- The data should be updated regularly
- The application should be able to run smoothly on Mac/Windows PCs and support various browsers

End to End Flow



Onboarding

- **Navigation Video:** For the home page, there is a button called “New to Joy Trip?”. When users click it, the page will show a guide video and introduce the basic functionalities
- **Interest Labels:** When user first enters the website, the homepage will show a lot of grouped labels like “countryside”, “Overseas Travel”, “Sakura”, “music” etc. Then the users could choose labels which they are interested in.
- **Automatic Chatbot:** There is always a slidable chatbot in the left middle of the page which helps to automatically responses to users’ questions.
- **Previous Review:** For the returning users, it shows “Welcome back, XX, click here to see your past journey”. Through this link, the returning user could see the past browsing history.

Human factor Concepts

1. Less required fields for users to fill in when first register
2. Clear function block and navigation bar
3. Special information is specially marked like hotel A' s check in time is later than normal time.
4. Lively and interesting typography for the share and travel notes part to attract users' attention
5. Add mouseover effect to increase human-computer interaction
6. Use photo from travel notes as background



Thank You!

