

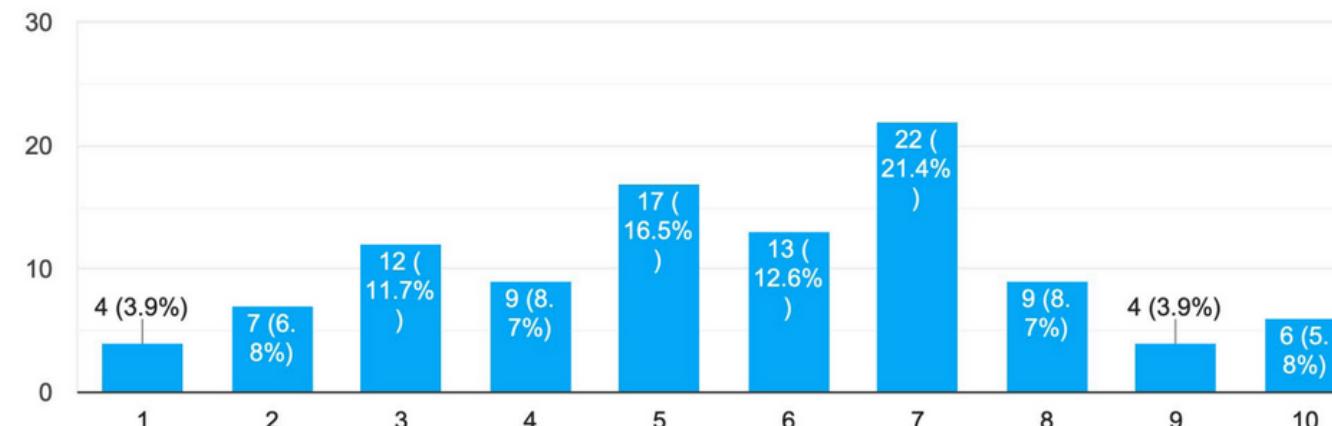
TRIPNY

Plan. Connect. Travel

WHY TRIPY?

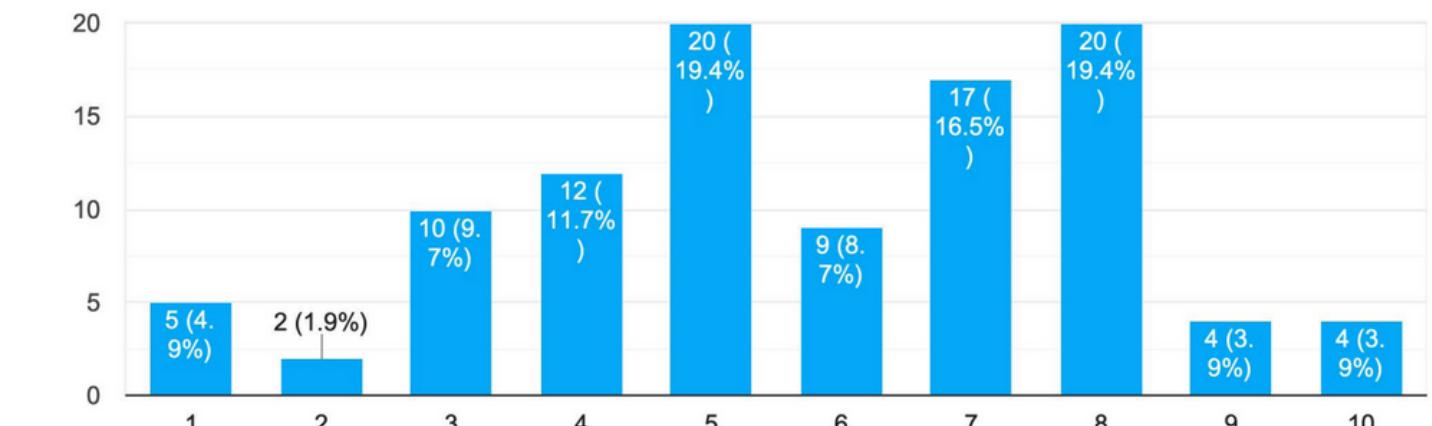
How challenging is it to sync schedules with people you are traveling with?

103 responses



How challenging is it to figure out what to do on a travel trip when traveling with other people?

103 responses



USER PERSONAS



Name: John Smith

Age: 25

Gender: Male

Occupation: Journalist

Interests:

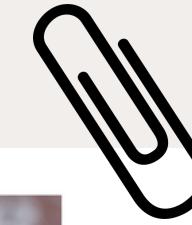
- Hiking: Enjoys exploring trails, being outdoors, and discovering new natural landscapes.
- Snorkeling: Interested in underwater adventures, exploring marine life, and visiting different snorkeling spots.
- Food Hopping: Enthusiastic about discovering new cuisines, trying diverse foods, and exploring various restaurants and eateries.

Goals and Motivations:

- Seeking adventure and new experiences.
- Wants to find unique stories for journalistic work, particularly related to travel, nature, and food.
- Aspires to combine personal interests with professional endeavors to create compelling content.

Preferred Platforms and Behaviors:

- Actively uses social media platforms like Instagram and Twitter to share experiences and connect with like-minded individuals.
- Reads travel blogs, follows food influencers, and subscribes to adventure magazines for inspiration and ideas.



Name: Kia Xinu

Age: 28

Gender: Female

Occupation: Consultant

Interests:

- Stroke Painting: Enjoys exploring different art forms, being outdoors, and discovering new adventures.
- Food Hopping: Enthusiastic about discovering new cuisines, trying diverse foods, and exploring various restaurants and eateries.

Goals and Motivations:

- Seeking adventure and new experiences.
- Wants to find unique stories for journalistic work, particularly related to travel, nature, and food.
- Aspires to combine personal interests with professional endeavors to create compelling content.

Preferred Platforms and Behaviors:

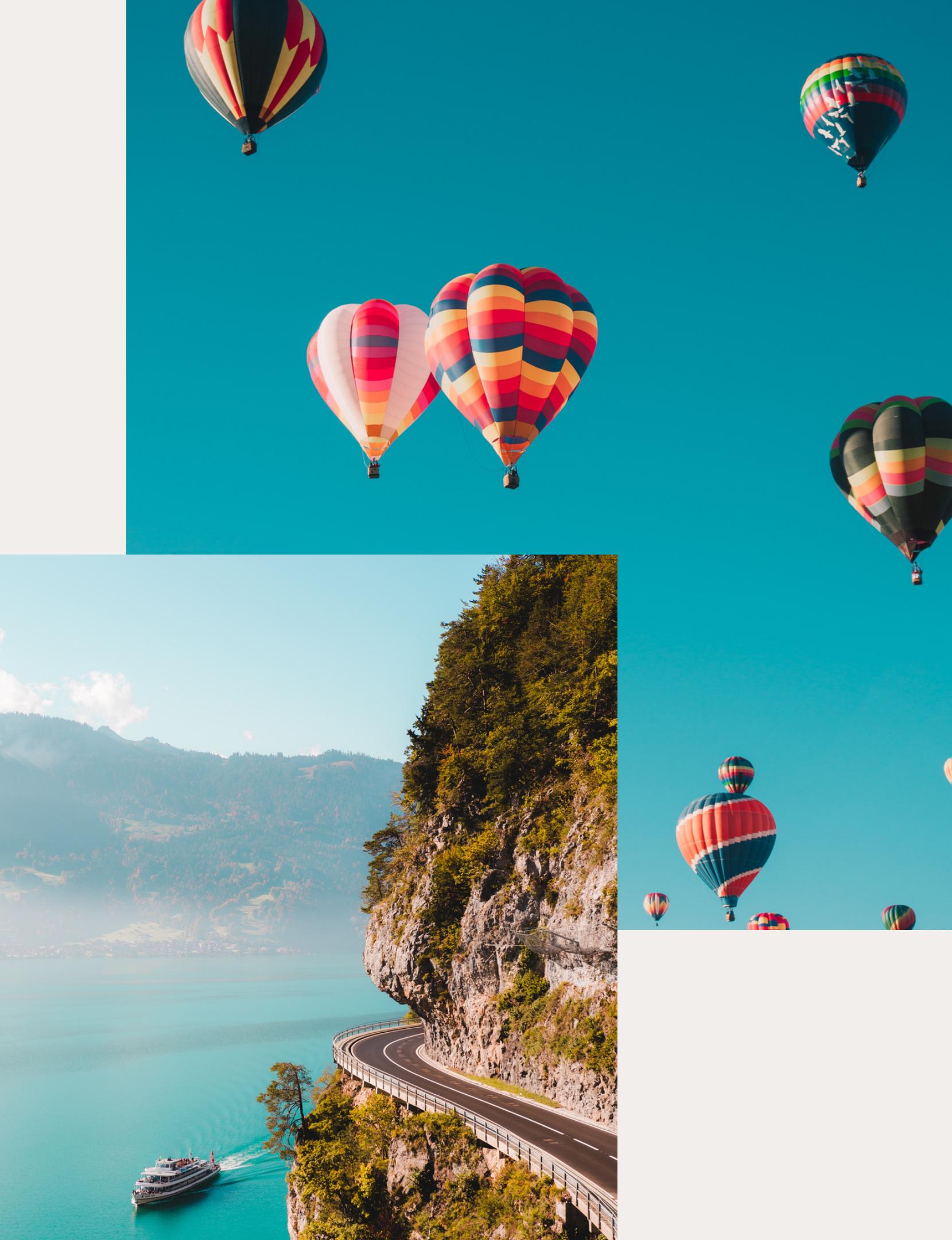
- Actively uses social media platforms like Instagram, Twitter and Snapchat to share experiences and connect with like-minded individuals.
- Reads travel blogs, follows food influencers, and subscribes to adventure magazines for inspiration and ideas.

TRIPY

Develop a mobile application leveraging polling techniques for
seamless group trip planning with a User friendly Interface
promoting impactful experience

PROBLEM STATEMENT

- Create a group trip app with integrated polling
- Utilize real-time voting to streamline planning process
- All under one platform



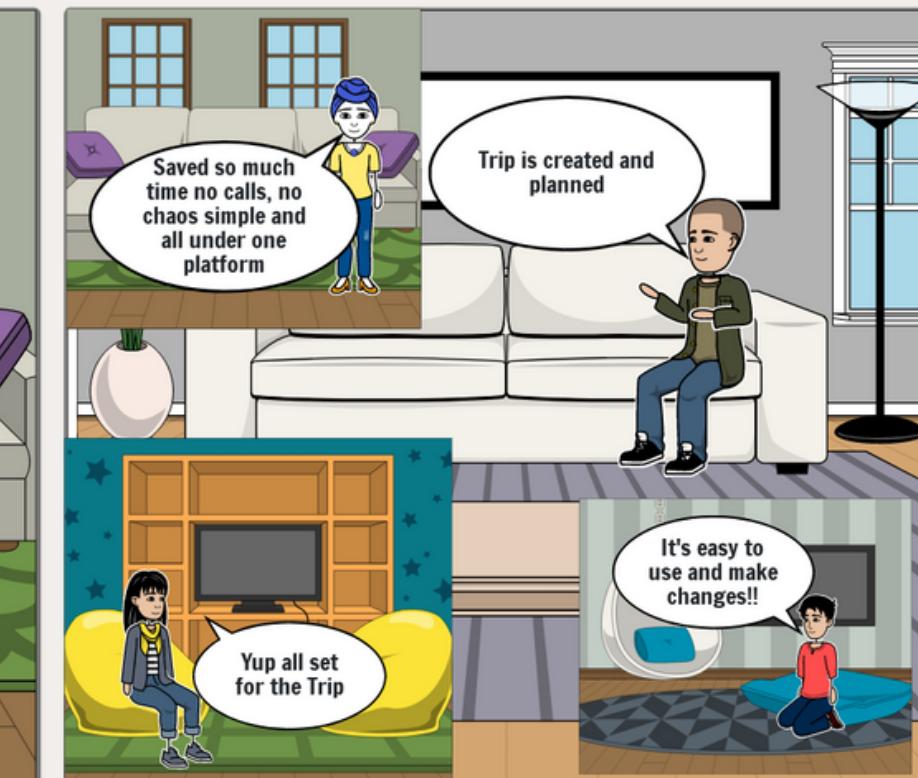
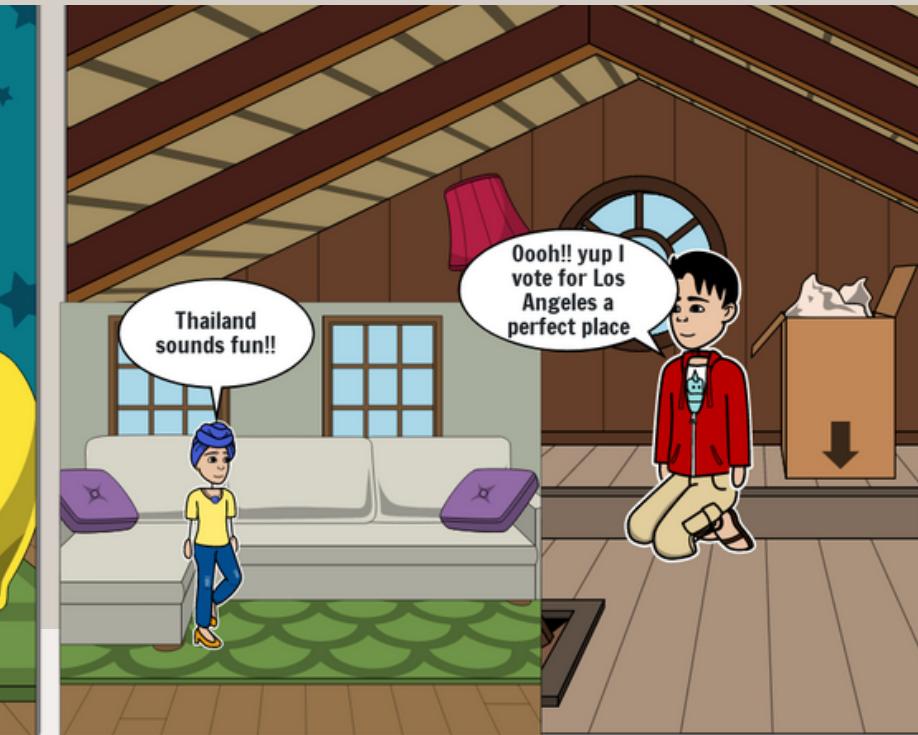
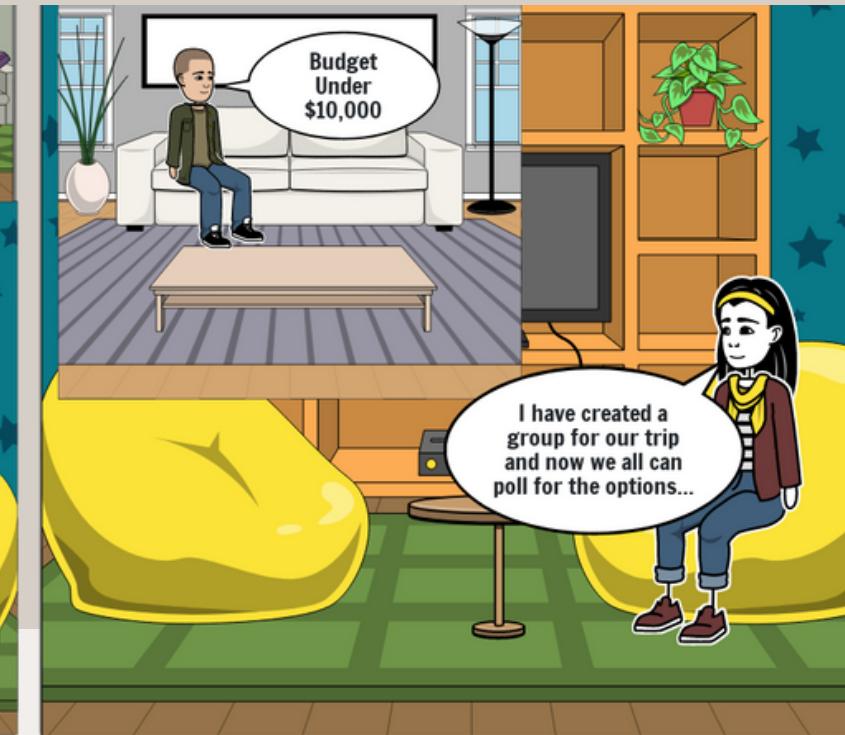
OUR STORY

The app facilitates :

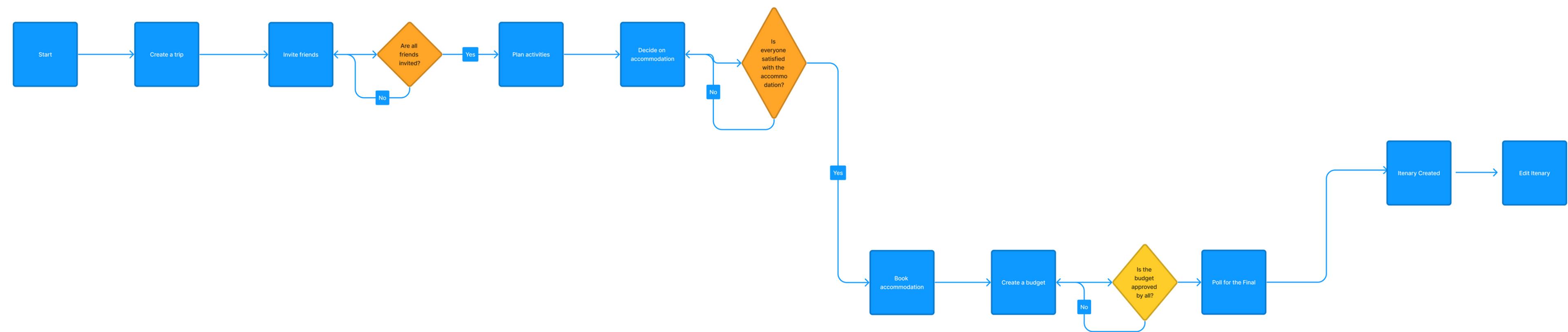
- easy to create
- participate in polls for various aspects of the trip, including itinerary options, activities, dining choices, and accommodations.



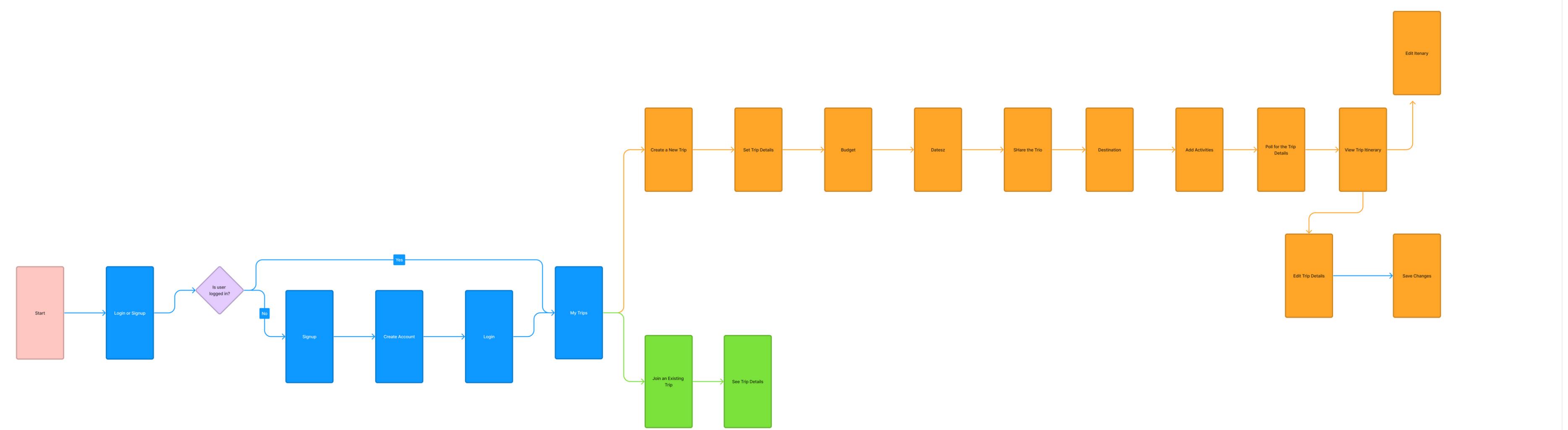
STORYBOARD

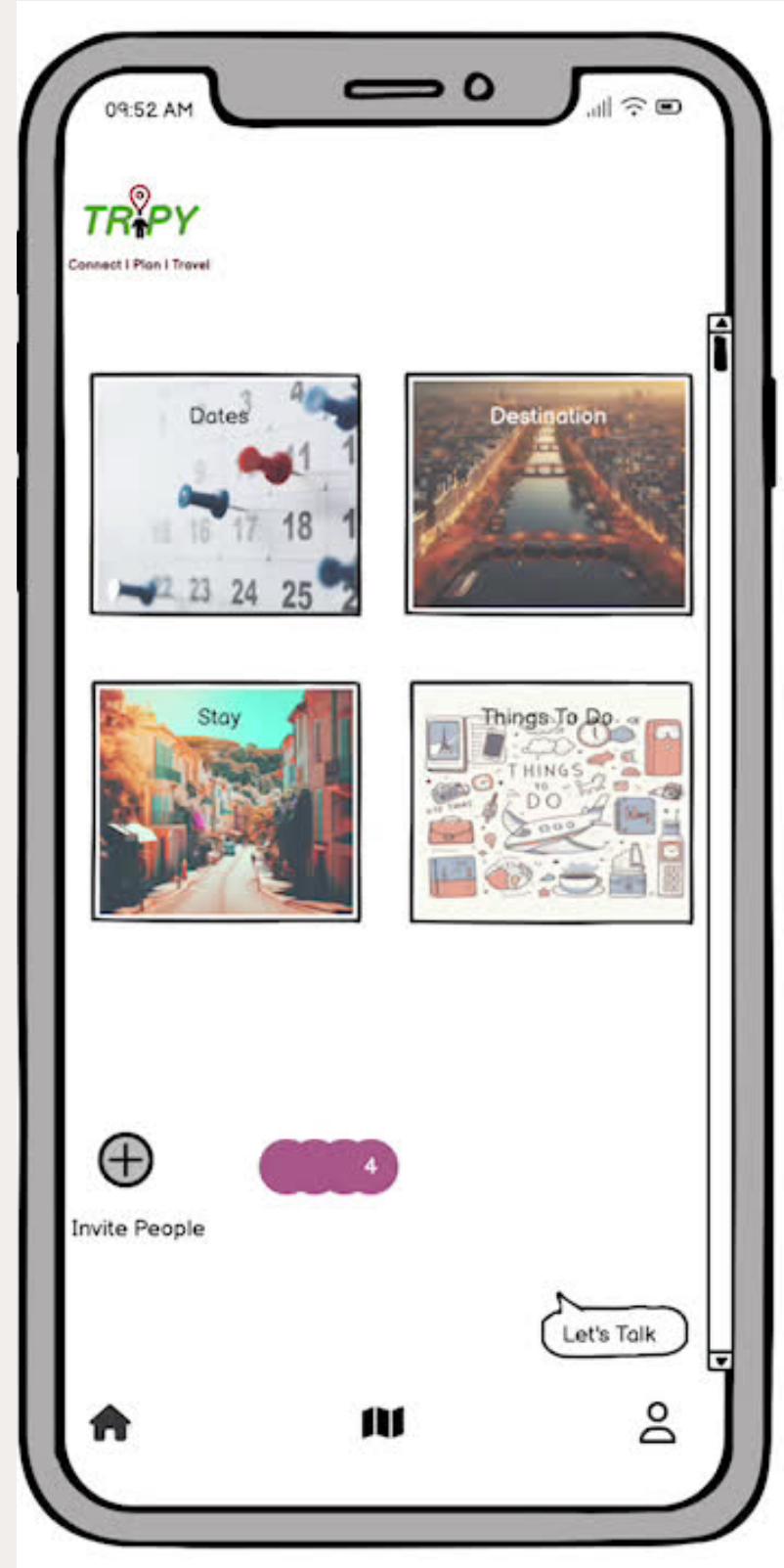


USER FLOW



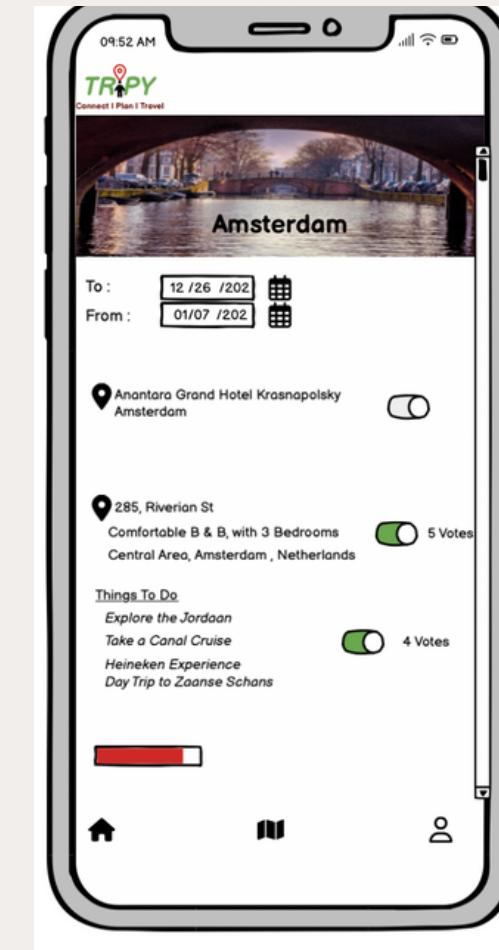
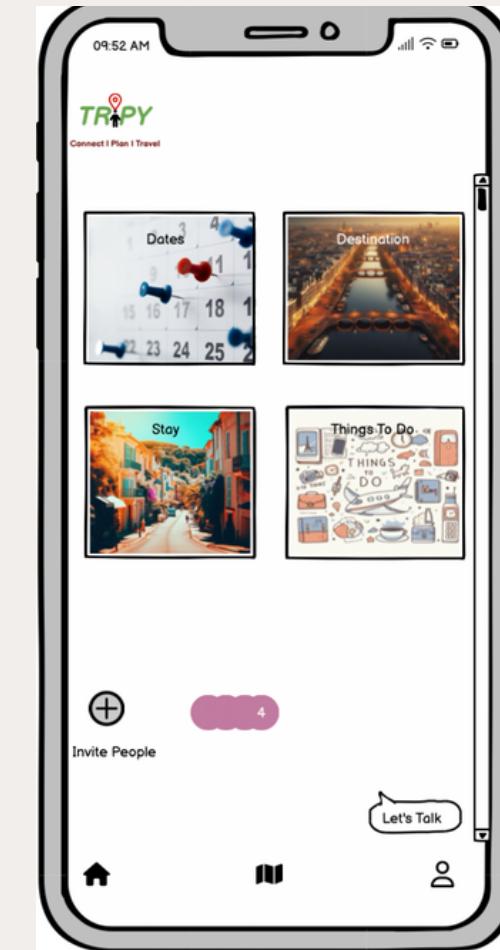
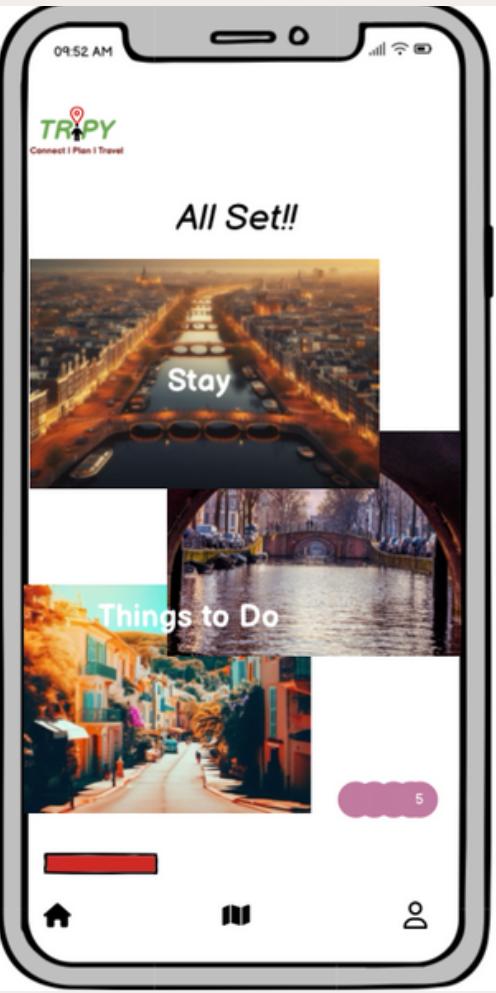
SCREEN FLOW

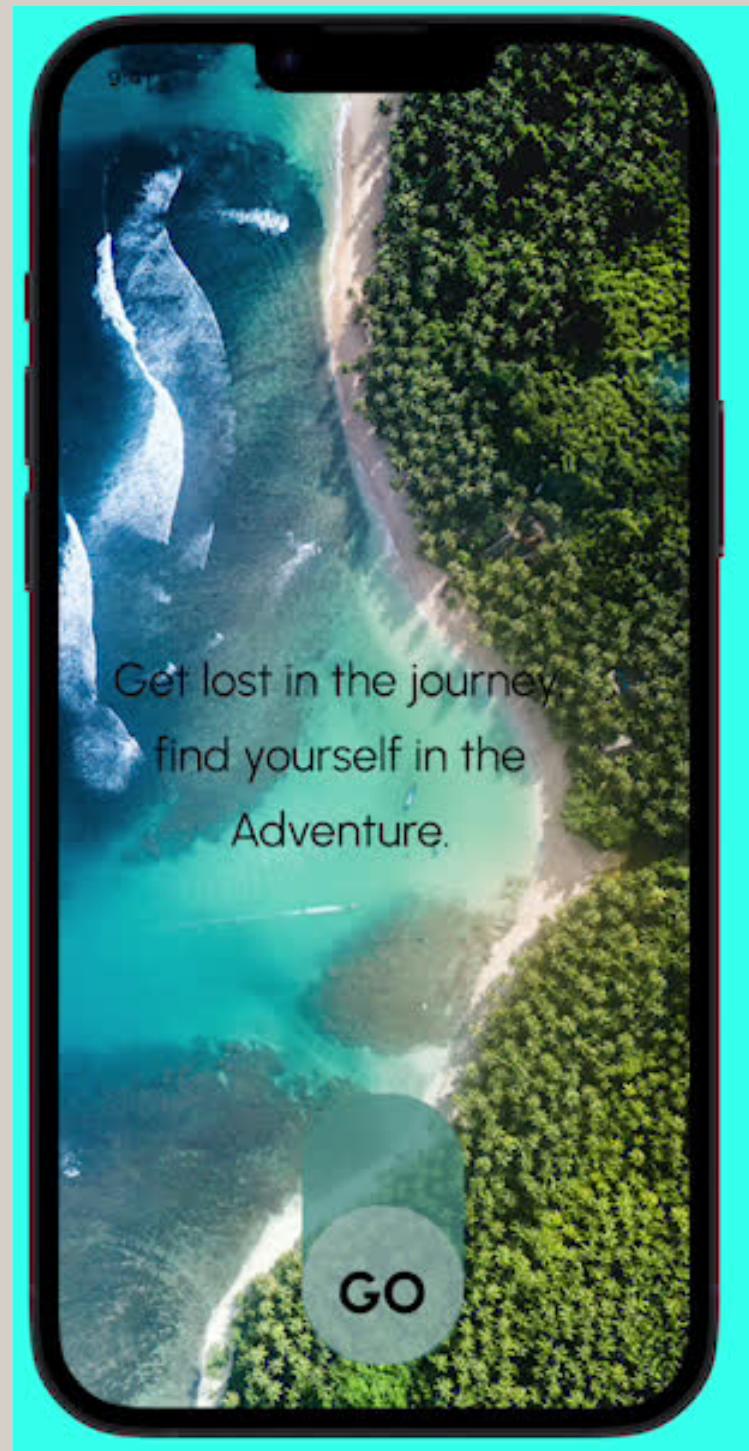




THE FINAL DESIGN (LO-FI)

HIGHLIGHTS





THE FINAL DESIGN(HI-FI)



INNOVATION

Innovation Callout: "Elevate Your Trip Planning with TRIPY!"

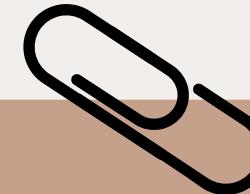
Callout Theme: "Efficiently Choose Itinerary Activities"

User 1: "What if TRIPY could suggest personalized activity polls based on each group member's interests, making it easier to vote on preferred activities?"

User 2: "I suggest integrating a 'Quick Poll' option for last-minute itinerary changes, allowing instant voting and decision-making."

User 3: "How about incorporating a 'Budget-Friendly Picks' feature that suggests activities within the group's set budget and lets members vote?"

USER TESTING



Kia Xinu - 28, Female, Consultant

Scenario: Planning a Week-long Group Getaway

Task: Create a poll to decide the destination for the upcoming group trip.

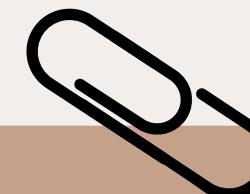
Feedback: Kia found the poll creation process straightforward. She suggested adding a feature to attach images to destination options for better visualization.

Task: Invite group members and analyze their poll responses.

Feedback: Kia navigated well through the invite process. She found the poll result analysis clear but wished for a more detailed breakdown of preferences.

Task: Use TRIPY's poll feature to decide on accommodation options based on group preferences.

Feedback: Kia appreciated the ease of voting on accommodation options. She suggested integrating a live chat feature within the poll for group discussions on preferences.



John Smith - 25, Male, Journalist

Scenario: Planning a Weekend Solo Adventure

Task: Create a poll to gather suggestions for weekend adventure activities.

Feedback: John encountered slight confusion in setting up the poll options. He suggested a guided tutorial for first-time users to navigate poll creation.

Task: Vote on the suggested activities and finalize the itinerary.

Feedback: John easily voted on the activities. He mentioned the need for a feature that automatically generates a schedule based on the most voted activities.

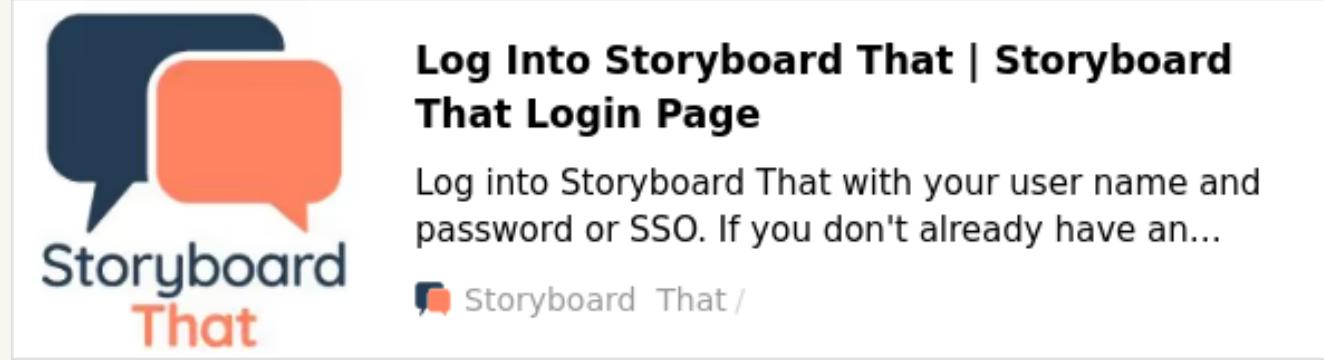
Task: Share the finalized itinerary with friends and get feedback.

Feedback: John found the sharing process intuitive. He recommended incorporating a feature to sync the itinerary with popular calendar apps for easier planning.

CONCLUSION

- Easy Decision making because of the intuitive poll based concept.
- Tailors to various personas
- This platform facilitates better and clear communication
- Biggest learning from this process was the design and either work or make a bad idea worse.

IMPORTANT LINKS



<https://www.figma.com/file/xukXrWVLTl7qmx3Tnpcn0e/TRIPY-User-Flow?type=whiteboard&node-id=0%3A1&t=SPtRTw9mzOg5cShB-1>

A photograph of a traditional Korean street, likely Bukchon Hanok Village in Seoul. The street is paved with dark stones and lined with traditional wooden houses (Hanok) with tiled roofs and intricate carvings. In the background, modern skyscrapers and office buildings are visible against a clear sky. The lighting suggests it's either early morning or late afternoon.

Thank you!