

The background of the image is a photograph of a beach at night. A yellow tent is pitched on the sand, its interior illuminated. To the left of the tent, a campfire burns brightly, casting light on nearby items like a guitar and a cooler. The ocean is visible in the distance under a dark sky.

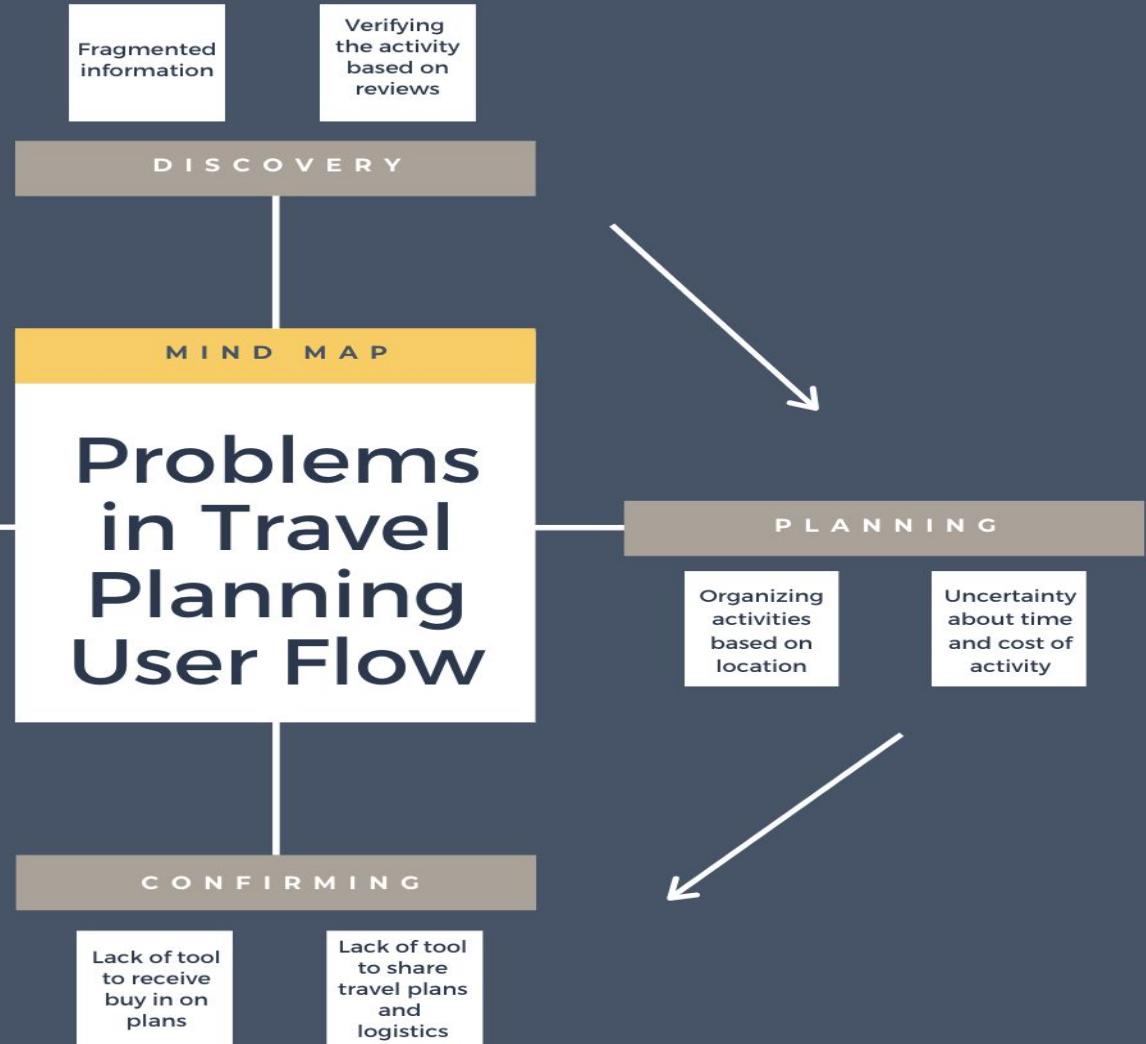
— Discover the world together with —

SwayShare



Problem

Travel planning can be a stressful and frustrating process, with pain points ranging from discovery, to planning, to coordinating and confirming trip details with traveling partners.



Solution - SwayShare

SwayShare is a fictitious app that lets you search activities, restaurants, bars based on geographic location and allows users to swipe through options to find ones they like and group 2 or 3 activities into packages. The grouping of 2 or 3 was created to help users plan a morning, afternoon or evening adventure by allowing them to share those groupings “Sways” with friends and family to confirm plans.



Pain Points that SwayShare Solves



Discovery

- ❑ Centralized source of discovery
- ❑ Greater details on businesses/activities based on reviews from users

Planning

- ❑ Ability to plan activities based on geographic location
- ❑ Greater detail on activities by messaging businesses directly

Confirming

- ❑ Easily share trip plans through the app
- ❑ Confirm trip plans collaboratively through the app

Booking

- ❑ Book all activities for trip through a single platform
- ❑ Easily split costs or copay for activities through the app

SwayShare User Flow



Search

Users begin by entering the type of activity or restaurant and the location

Select

Users are shown a selection of options one at a time that they can select to add to a saved list or reject

Group

Users can go to their saved list and group saved items into packages called Sways

Share

Users can share Sways with friends and family to finalize the itinerary or swap items collaboratively

MVP of SwayShare

Note: this user flow is a MVP of SwayShare to test it's main value proposition that there is a need in the market for a product that helps to discover activities based on geographic location and plan activities collaboratively.

As such the following features are not included in the MVP and could be developed in the future.

01

02

03

04

Voting on Activities

Allowing users to vote on activities within Sways within their group of friends to determine which activities to keep and which to substitute based on group consensus.

Split Costs and Book through App

Allow users to copay for activities or split costs for activity and book activities through the app.

Reviews on Activities

Allow users to leave reviews on businesses profiles.

Message Businesses

Allow users to message businesses directly through the app to learn more or ask questions.

Page 1: Search



1. Enter activity

Users enter the type of activity or restaurant they want to try

2. Enter location

Users enter a location and then adjust the slider based on how far they want to go from there

3. Enter

Users slide the 'S' button across the page to see options

Page 2: Select



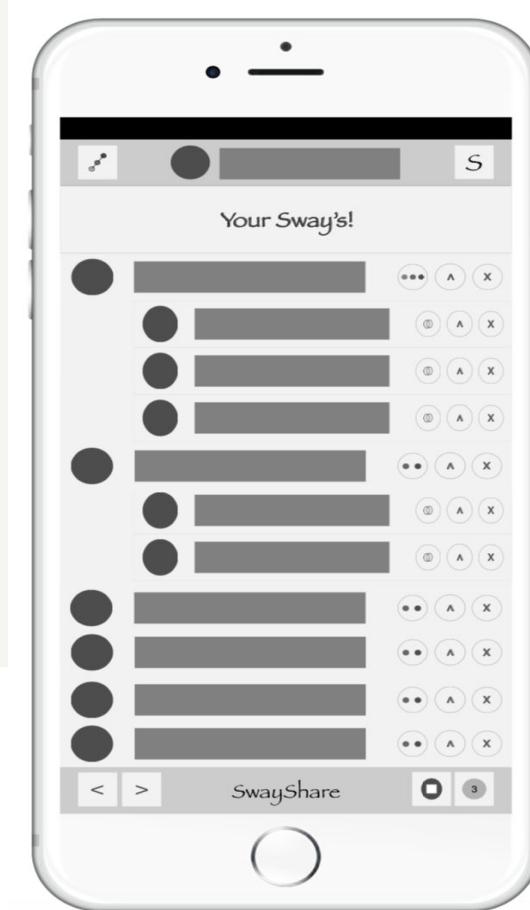
1. Users see options

Users are presented options one at a time which contain an image of the business, info about the business, distance from their target location

2. Select or reject

Users select or reject item (checkmark or cross). Selected items will be added to their saved list. After a user selects or rejects an item, another item is shown

Page 3: Group



1. Create Sway

Users create a Sway which are the larger headers (eg. Museum Day Trip)

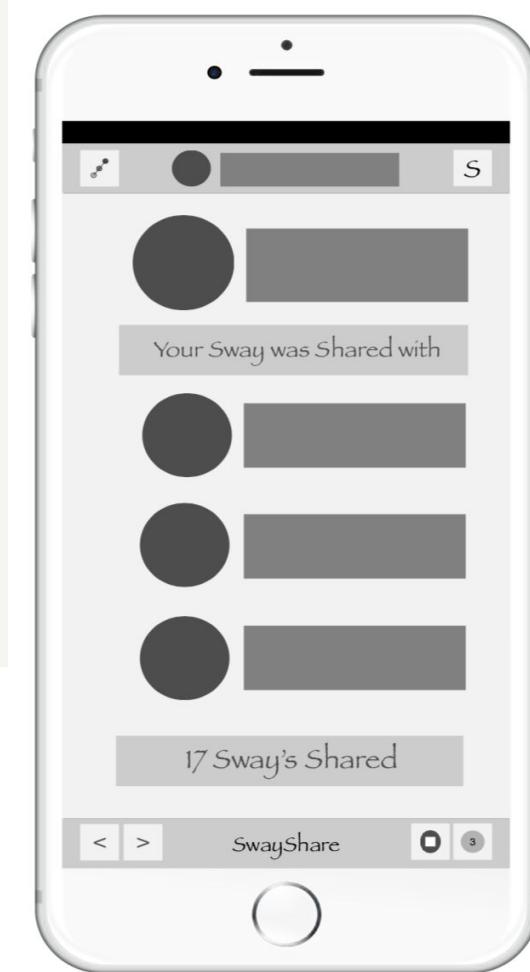
2. Add items to Sway

Users add activities or restaurants to Sways by dragging and dropping

3. Users share Sway

Users share sways by selecting the three dots button which will allow them to send Sway to friends

Page 4: Share



1. Confirmation

Users receive confirmation that their Sway was shared

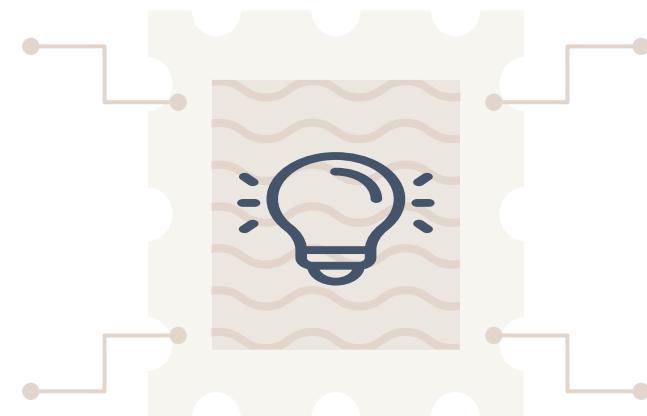
Overview of User Research Survey

WHO

7 participants were recruited from Amazon Mechanical Turk and paid \$2 to complete a 12 minute survey built using Qualtrics. Note that only the best quality responses were included in the data analysis.

WHAT

Participants answered 19 questions including 3 background questions on how often they travel and plan trips, 6 questions on the offering, and 10 questions on the design. Participants saw the user flow of the four screens as a demo video.



WHERE

Participants completed the survey remotely through Amazon Mechanical Turk and were required to be located in the US.

WHY

According to Nick Whitmoyer, it is essential to test digital products before launching them.

User Research Questions - Problem Validation

Q: How much time do you spend to research, plan, and organize activities or excursions for a vacation (eg. how long to plan a single day of activities or your plans for a single day while on a vacation)? (Answer options: 2 hours, 4 hours, 6 hours, 8 hours, 10 hours or more)

Average based on 5 participants is **4 hours** to plan a single day of a vacation.

Q: How do you find the planning of activities or excursions process overall? (Answer options: very difficult, difficult, neutral, easy, very easy)

1 very easy (20%), 2 easy (40%), 2 neutral (40%)



User Research Questions - Offering

Q: Can you imagine using this app to plan excursions or a vacation with friends or family? (Answer options: yes, maybe, no)

5 yes (100%)

Q: How often would you use this app when you plan activities or excursions? (Answer options: never, sometimes, half the time, most of the time, always)

3 most of the time (60%) and 2 sometimes (40%)

Q: Would you recommend this app to friends or family by sharing the link with them? (Answer options: yes, maybe, no)

3 yes (60%) and 2 maybe (40%)

Q: Would you pay to use this app? (Answer options: yes, maybe, no)

4 maybe (80%) and 1 no (20%)

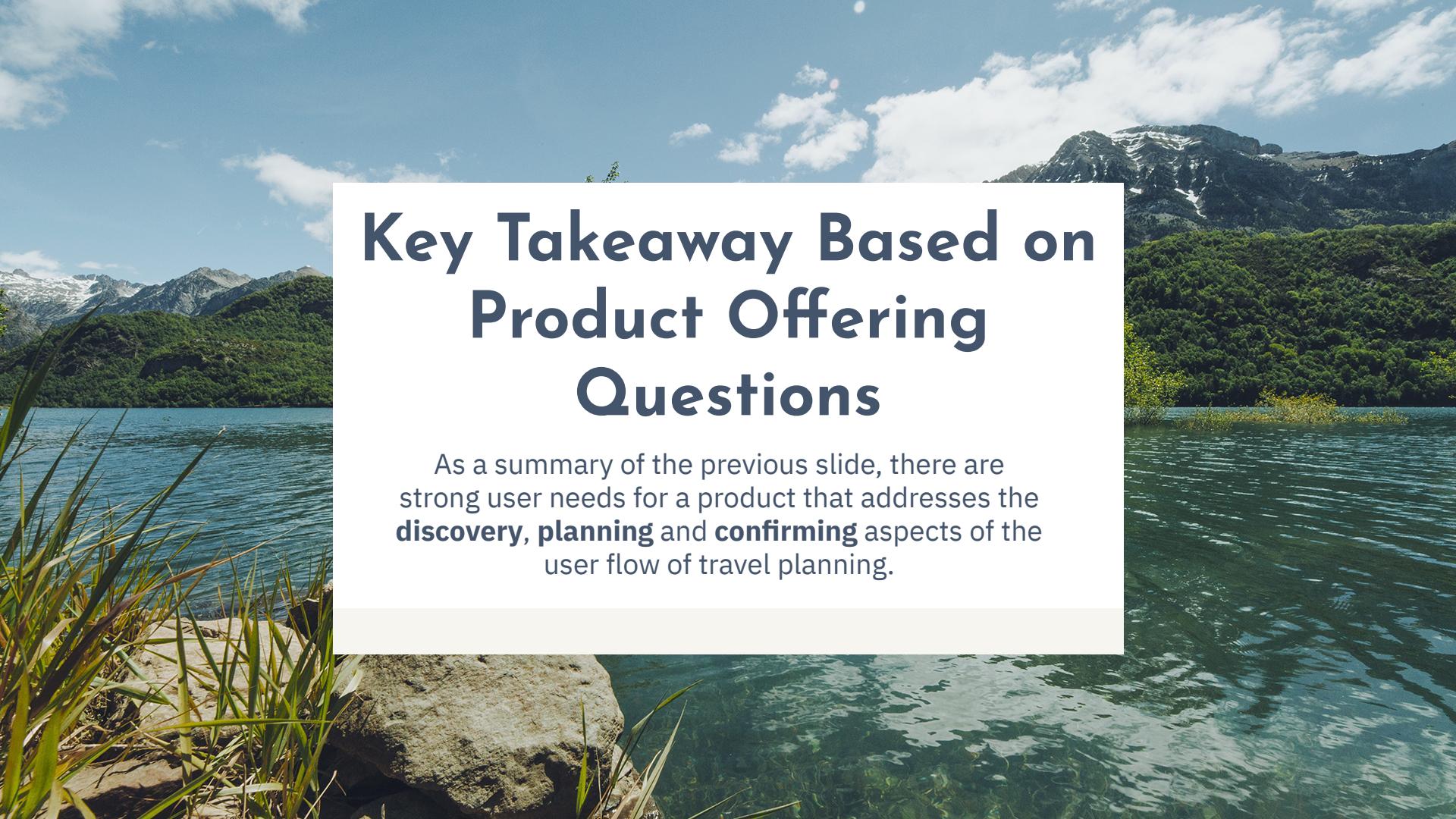
Q: If you would be willing to pay for this app, how much would you be willing to pay (one time payment)? (Answer options: 1, 2, 3, 4, 5+)

Average price users would pay is **\$2.4** based on averaging responses from 5 participants

Blue Sky Question - Offering

Blue Sky Question: If a new app or product could be built to solve a problem that you face when planning events or excursions with friends or family, what problem would you choose to solve?

User	Excerpts of Response	User Flow Category
1	Our biggest problem has always been finding activities that everyone can agree on. Usually one person wants to do this, another person wants to do that, etc.	Confirming
2	One that scheduled events and monitored the schedule and participants to coordinate meeting up.	Confirming
3	I would want an app that helps me to discover new activities in an area that are related to particular interests.	Discovery
4	I'd love for an app to ask me questions about each family member and find out their interests. Then the app could use this information to see if there were activities in the area we were going that would suit us.	Discovery
5	Well some activities need reservations way in advanced and when people your with drag their feet deciding if they would want to do that. Maybe an app were we can get the ticket last minute or reservation.	Planning



Key Takeaway Based on Product Offering Questions

As a summary of the previous slide, there are strong user needs for a product that addresses the **discovery**, **planning** and **confirming** aspects of the user flow of travel planning.

User Research Questions - Design

Q: How intuitive (eg. easy to understand) is the app? Does it require more instructions to use or navigate the app? (Answer options: very unintuitive, unintuitive, neutral intuitive, very intuitive)

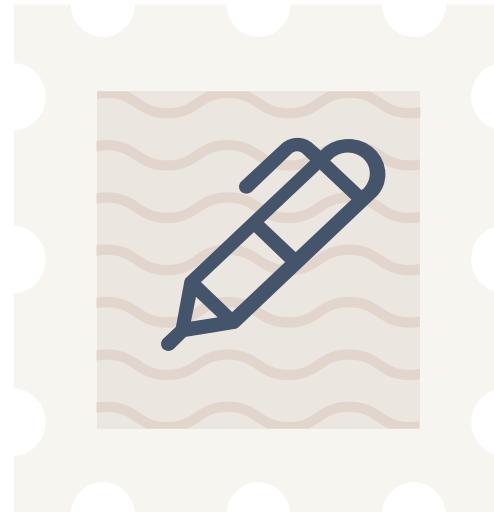
4 intuitive (80%) and 1 unintuitive (20%)

Q: Would you be excited to try this app? (Answer options: very unexcited, unexcited, neutral, excited, very excited)

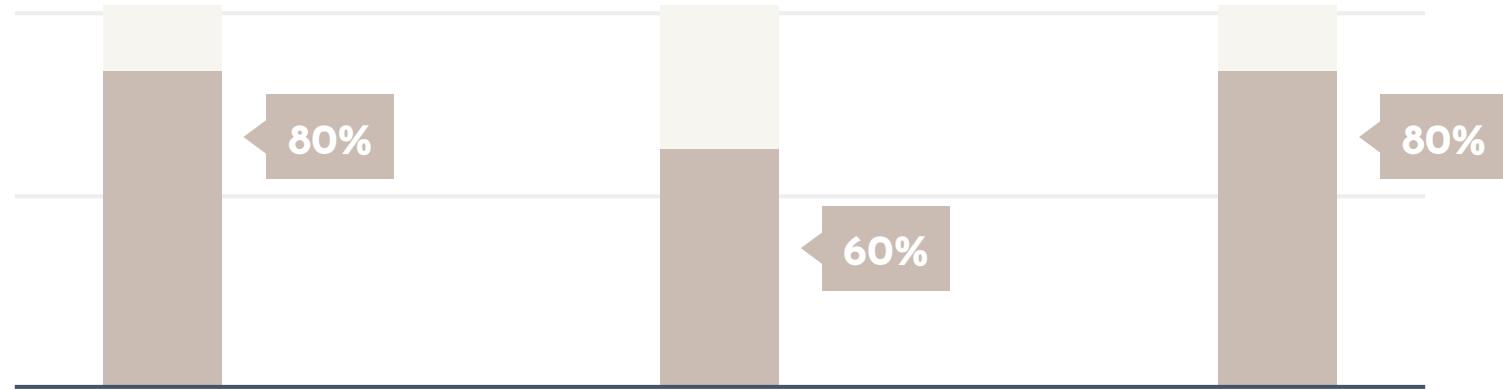
1 very excited (20%), 2 excited (40%), 2 neutral (40%)

Q: Would using this app make it easier for you to plan excursions or vacation with friends or family? (Answer options: yes, maybe, no)

4 yes (80%) and 1 maybe (20%)



User Research Questions - Design Summary



Intuitive to Use

80% of users said SwayShare was intuitive

Excited to Use

60% of users would be excited to use SwayShare (excited and very excited)

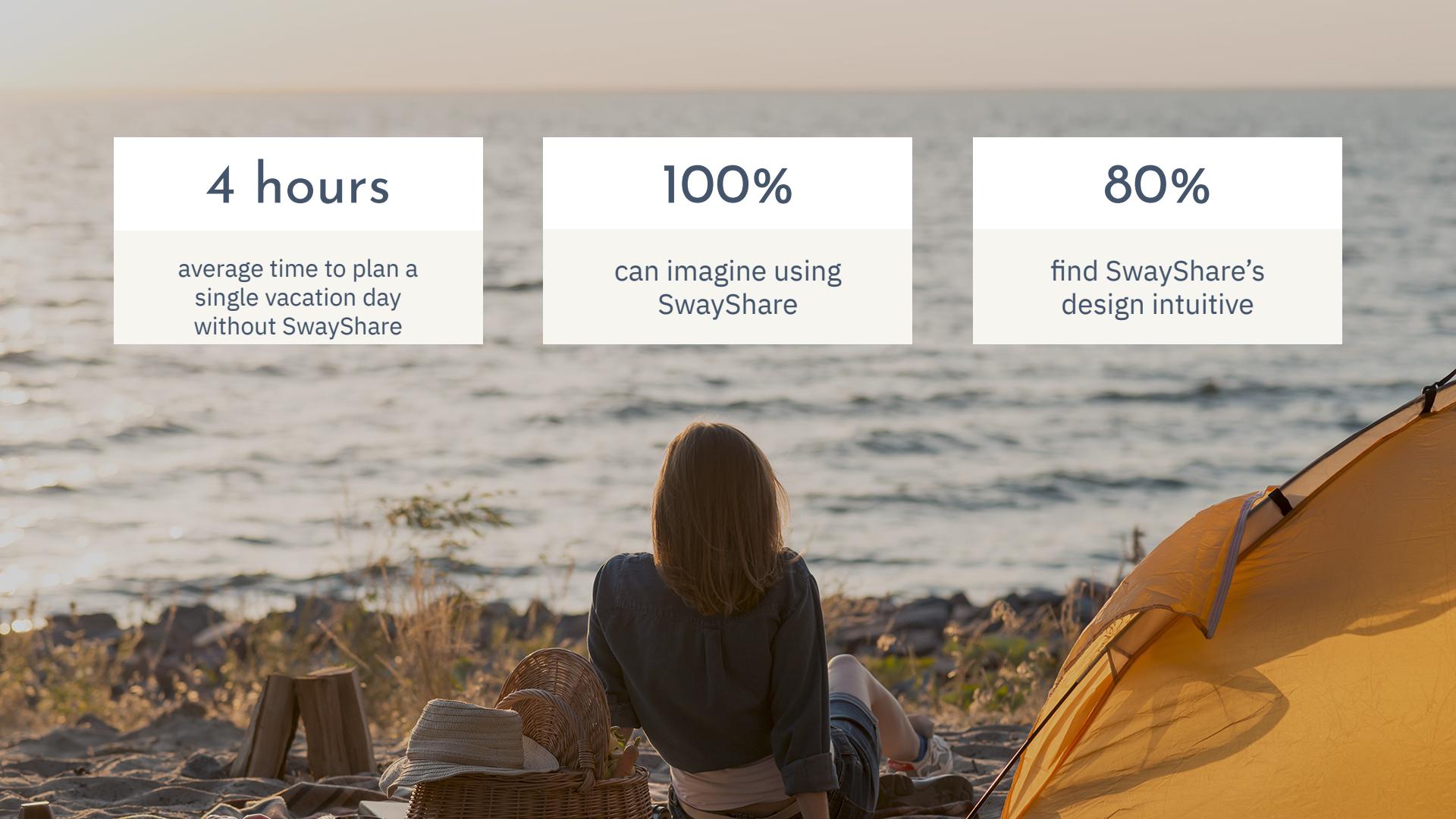
Makes Planning Easier

80% of users said that SwayShare would make travel planning easier

Blue Sky Question - Design

Blue Sky Question: Can you explain in one or two sentences what needs to be improved about the design of this app?

User	Excerpts of Response
1	Maybe create a way to make multiple groups consisting of different activities and then have the ability to do a side by side comparison. A person could show this to everyone going on the trip so they would see how each set of activities compare to the others.
2	Additional product functionality needs such as notifying and coordinating with others in the party would be nice. Active time monitoring and rearranging activities if one took too long or short
3	It seems like the app could benefit from a workflow of sorts. It would be nice if you could see approval by from people that you share the sway with, or if you could see their feedback and then have a vote for a change in the sway.
4	This app has many great ideas that were actually in the idea I suggested. Perhaps flesh it out a bit more with budgeting. Would like to see a more graphical interface as well. Great start though. I would use this!
5	It feels like its all bubbles and lists, maybe make it more interesting to stand out, add graphics let us make it our own maybe add videos showing what the apps and activities are like



4 hours

average time to plan a single vacation day without SwayShare

100%

can imagine using SwayShare

80%

find SwayShare's design intuitive

SwayShare Problem Solution Fit



Based on the **Key Takeaway Product Offering** slide, the primary user needs in planning travel excursions are **discovery, planning and confirming aspects of the user flow**. SwayShare is well positioned to capitalize on these needs because its MVP features consist of search which addresses the need of discovery, grouping based on geographic location (planning) and sharing Sways with friends and family (confirming). This feedback has helped to validate that SwayShare's MVP is on track and solves a tangible user need from which **SwayShare can build upon to provide an end to end travel planning and travel booking user experience**.

Discovery = Search

Planning = Grouping

Confirming = Sharing

CONCLUSION



- ❑ Although users say that planning a trip is easy (40%) or neutral (40%), users spend on average 4 hours to plan each vacation day. With an average vacation length of 4 days per trip in the US, that's 16 hours of planning on average for one vacation!
- ❑ This presents a considerable opportunity to improve the user experience by reducing this time spent on travel planning and adding joy to the process.
- ❑ SwayShare successfully validated its MVP on the offering itself as 100% of users said they could imagine using the product. However, there is opportunity to improve the design of the app as 40% of users said that SwayShare would benefit from a more graphical interface.



References

Slide 3: Mind Map

1. The problems listed in the mind map come from a combination of personal experience and problems listed in the following sources:
 - a. 4 Biggest Problems While Planning a Trip. (2015, October 09). Retrieved from <https://triphobo.typepad.com/blog/2015/10/4-biggest-problems-while-planning-a-trip.html>
 - b. Addison, C. (2019, July 10). The Problems of Travel-Planning. Retrieved from <https://medium.com/@carlyjaddison/the-problems-of-travel-planning-7163049eab0e>

Slide 6: Icons

2. The icons and slide template of this presentation come from the following source:
 - a. Explore and Travel Presentation. (n.d.). Retrieved from <https://slidesgo.com/theme/explore-and-travel>

Slide 12: Overview of User Research

1. The importance of early user research testing comes from these sources:
 - a. Whitmoyer, N. (2016, October 27). Usability testing: Always be testing. Seriously. Always. Retrieved from <http://whistlestudios.com/2016/10/usability-testing/>
 - b. Matrix, S. (n.d.). Module 5:User Feedback.

Slide 22: Question 1 Part 1

1. The quote from Albert Einstein comes from the following lecture:
 - a. Matrix, S. (n.d.). Module 4: Problem Finding.

Slide 23: Question 1 Part 2

- b. The recommendation to use iterative design processes which I followed comes from this lecture:
 - i. Matrix, S. (n.d.). Module 6:Iterative Design.

References

Slide 25: Question 2 Part 2

1. Types of User Research
 - a. Philips, Miklos. "The Complete Guide to UX Research Methods." *Toptal Design Blog*, Toptal, 25 May 2020, www.toptal.com/designers/user-research/guide-to-ux-research-methods.

Slide 27: Question 4 Part 1

1. Henry Ford Quote
 - a. Vlaskovits, Patrick. *Henry Ford, Innovation, and That "Faster Horse" Quote*. 23 July 2014, hbr.org/2011/08/henry-ford-never-said-the-fast.
2. Quote on How People Adapt to Problems
 - a. Matrix, S. (n.d.). *Module 4: Problem Finding*.

Slide 29: Question 5

1. Quote by Ed Catmull
 - a. Matrix, S. (n.d.). *Module 5:User Feedback*.

Slide 30: Conclusion

2. The statistic on the average length of a vacation in the US comes from this source:
 - a. CBS News. (2014, August 03). By the numbers: The American vacation. Retrieved from <a href="https://www.cbsnews.com/news/by-the-numbers-the-american-vacation/#:~:text=Let's%20take%20a%20look%20at,(Glassdoor Employee Satisfaction Survey).



THANKS!

Do you have any
questions?

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