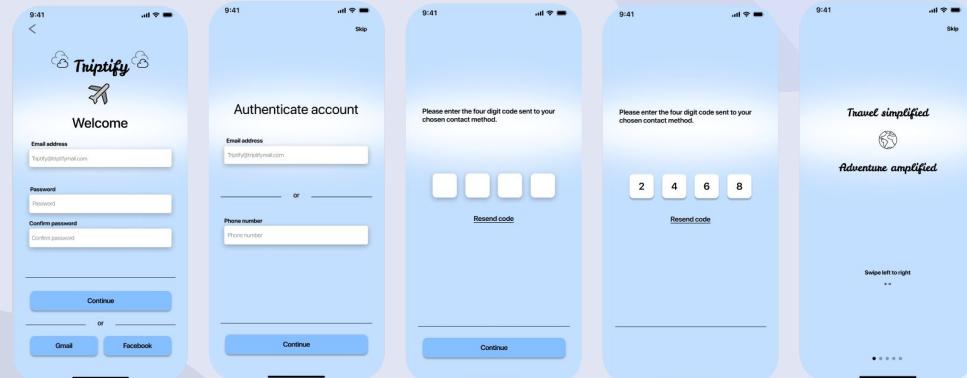


Travel App Case Study

By, Stephanie Stawiszyński



Triptify Travel App Design Project

Project summary:

The goal of the Triptify project was to create a seamless travel companion app that simplifies trip planning and enhances user experiences. I focused on integrating personalised recommendations and easy itinerary management to help users effortlessly plan and enjoy their journeys.

My Responsibilities:

As a UX Designer, UI Designer, and Product Designer, I:

- Developed user flows and wireframes to map out the app's functionality and user journey.
- Designed a modern, user-friendly interface with engaging visuals and intuitive navigation.
- Conducted user testing and feedback sessions to refine the app's features and ensure a delightful user experience.

Tools: Figma, FigJam, Google Drive, Google Slides, Whimsical

User Research

Stephanie Stawiszyński

proto persona

Name



User: Brooke Adams



Behavioural Demographics



Age: 29 years old

Relationship status: Single

Occupation: Barista at a Café

Personality: Out going, Sociable

Location: London

Hobbies: Yoga, Traveling, Reading

Loves: Coffee, Cats and Going on holiday!.

Dislikes: Having little to no time to do my hobbies, Financial Stress

Goals and Needs



- Wants to see the world
- Wants accommodation close to amenities
- Wants easy access to transport
- Prefer to travel on a low budget
- To be in a safe location
- Smooth process of booking without having to read the small print
- Wants to try local food

Pain Points



- Dislikes wasting time looking for activities
- Dislikes having to use multiple apps to look for Restaurants, activities and sight seeing spots (would be convenient if all was in one app)
- Hard to find activities incase of bad weather

Research Objectives:

- Identify the main challenges users encounter when planning trips.
- Understanding how existing travel planning tools may fall short in meeting user needs.
- Find opportunities to enhance current tools and improve overall user experience in travel planning.

Goal:

As a UX/UI Designer my goal for this project is to design and create a travel application. Beginning with the user research phase. In this phase I will be studying the user's habits and behaviors through in-depth interviews and surveys in order to create a user persona. This will enable me to design and create a travel app tailored to the user's specific needs.

Interview Plan:

In my research I have conducted five in-depth interviews with a diverse group of participants to ensure a comprehensive representation of various travel experiences. The participants range from ages 18-38, singles, encompassing both frequent and infrequent travellers, and are selected from diverse backgrounds. This approach aims to capture a wide spectrum of insights, to understand different perspectives on travel.

Please see interview plan's attached: [Interview Q](#), [Interview Plan!](#)

Interview Questions:

- Could you share a bit about your recent or most memorable travel experience?
- Can you tell me a bit about your interests and what you enjoy most about traveling?
- Can you describe how you typically go about planning a trip from the idea to the end result?
- Can you share what tools, websites or platforms you are most likely to use when planning a trip?
- Where do you find inspiration or details about your destination?
- Travel plans don't always go as expected, can you recall a time when you had to adapt to unexpected changes during your trip?

Please see link attached to view in more detail: [Interview Questions](#)

Interview Transcripts

“What made it special for me was the beautiful scenery.”

“I find inspiration on social media.”

“Planning isn’t my favourite part of the trip.”

“Not having a proper plan made it challenging to find activities and places during our holiday.”

Please see full interview transcripts here: [Interview Transcripts!](#)

Interview Insights

Please see link attached to view in more detail: [Interview Insights!](#)

User Interview Insights

I like to sight-see on my travels.	I enjoy trying new things like different types of food.	Getting a glimpse of a different culture.	I enjoyed venturing about Tokyo with my friends.	I like to visit historical places.	I would like to go to different museums of the world.	I love exploring new places and learning new languages.	I try not to spend too much time on planning.	Travelling allows me to discover my interests and learn more about different cultures.	Learning about the history of the location through their museums.
I enjoy shopping in the towns.	Relaxing in a quiet place with a nice view.	I enjoy the adventure.	Memories made with my friends.	I enjoy visiting aquariums and zoos.	I would use my calendar to set reminders.	I enjoy socialising and talking to new people.	Budget more and choose an affordable room.	Trying new cuisines, sightseeing.	Planning isn't my favourite part of the trip.
I would choose somewhere that has convenient transport.	First I would look at places to go.	I get my friends together to discuss where we are going.	I use Google to find airport/hotel websites.	Making memories motivates me to travel.	I use TripAdvisor to get information on places or activities.	I aim to travel to places where I have friends and family to save on accommodation.	For flights, I would use Momondo, Skyscanner, and Google Flights.	We don't like being limited to package holidays or booking through an agency.	We also hire a car for independent travel.
What made it special for me was the beautiful scenery.	I would search on google for the best place to go.	I find inspiration from friends.	Access to quick food and close train stations for easy travel.	I use Trivago to compare accommodation prices.	There were unexpected delays during our journey.	I like to go to places that I find beautiful and safe.	I don't want to go to places that I don't feel welcome.	It would be great if I could easily book everything in one place.	I usually book directly through the airline company's website to save on fees.
I use google maps to look at the restaurants and services.	I find inspiration on social media.	Create a group chat online to discuss what we want to do.	Issues with the plane having some 'leaks' so we had to land early.	Services around where I can pay by card.	The most important thing to me is being well prepared.	I explore the place I am visiting.	Visiting friends and family, exploring new places.	Google serves as my main source of inspiration for choosing destinations.	I prefer booking in advance as prices are usually cheaper.
There was a delay in my flight.	Language barriers in other countries.	Language barriers can be difficult when problems occur.	I have had trouble deciding where to go if places are not open due to bad weather.	Ensure I have accommodation that fits my needs.	Arranging care for my pet cats while I am away.	I don't really appreciate the lack of communication from Airbnb hosts.	I would typically book on Airbnb.	Efficient planning is also key to avoiding the wastage of precious time during our trips.	Not having a proper plan made it challenging to find activities and places during our holiday.

Affinity Diagram

Please see link attached to view in more detail: [Affinity Diagram](#)!

Affinity Diagram....



Please see link attached to view in more detail: [Empathy Map!](#)

Empathy Map

Says

- "Making memories motivates me to travel."
- "What made it special for me was the beautiful scenery."
- "I enjoy the adventure."

Think

- It would be great if I could easily book everything in one place.
- Efficient planning is also key to avoiding the wastage of precious time during our trips.

Does

- I would search on google for the best place to go.
- I would use my calendar to set reminders.
- We also hire a car for independent travel.
- I find inspiration on social Media.
- I use google maps to look for the restaurants and services.



Feels

- Planning isn't my favourite part of the trip.
- I don't want to go to places that I don't feel welcome.
- The most important thing to me is being well prepared.

Pains

- We don't like being limited to package holidays or booking through an agency.
- Not having a proper plan made it challenging to find activities and places during our holiday.
- There were unexpected delays during our journey.
- Arranging care for my pet cats while I am away.

Gains

- Relaxing in a quiet place with a nice view.
- I would like to go to different museums of the world.
- I enjoy trying new things like different types of food.
- I enjoy shopping in the towns.
- I like to sight-see on my travels.
- I like to visit historical places.

Please see link attached to view in more detail: [User Persona!](#)



"Making memories motivates me to travel."

Occupation: Barista

Status: Single

Age: 29

Location: London

Brooke Adams

About.

Brooke, 29-year-old barista in London. Social and friendly, Brooke brightens up the local café scene. Beyond coffee, Brooke has a passion for spontaneous travel, making the most of every moment, and living life with a simple joy for connecting and exploring new places.

Wants.

- I want to be able to plan my holiday with minimal effort.
- I want to book my holiday, stay and activities all in one place.
- I want options and choice of activities recommended to me.
- I want to have a great time away and not spend a fortune.

Pain Points.

- I don't like being limited to package holidays or booking through an agency.
- I don't like not having a proper plan to find activities and places during my holiday.
- I dislike unexpected delays during my journey.
- I find it difficult to arrange care for my pet cats while I am away.

Needs.

- I need to be able to budget my holiday and find affordable accommodation.
- I need to travel to a country that has been rated "safe" by other fellow travellers.
- I need to have easy access to transport or hire a car at an affordable price.
- I need a reliable resource to discover activities, attractions, and places to visit on my travels.

Goals.

- I like relaxing in a quiet place with a nice view.
- I want to go to different museums of the world.
- I enjoy trying new things such as different types of food.
- I enjoy shopping in the towns.
- I like to sight-see on my travels.
- I like to visit historical places.

User Persona



Definition & Ideation

Stephanie Stawiszyński

User Insight

Brooke Adams, an avid traveller, **seeks a dependable resource to effortlessly discover activities, attractions and places** during her journeys. Disliking the planning process, Brooke yearns for a solution that not only **provides reliable recommendations** but also instills a **sense of organisation in her travel experiences**. She **values simplicity and efficiency**, desiring a tool that **seamlessly guides her exploration without the stress** of meticulous planning.

How might we instil a sense of organisation in Brooke's travel experiences by designing an exploration feature that allows Brooke to experience a stress free travel that she can share with her friends and family?

Please see attached: [How Might We....?](#)

Problem Statement

Brooke faces the **challenge of planning her travels** due to a dislike for detailed itinerary creation. **Existing services lack the simplicity and organisation** she seeks, leaving **her in need of a reliable resource**. The **absence of a user-friendly tool** to effortlessly discover activities, attractions, and places on her journeys **has become a barrier to Brooke's desire for a stress-free and well-organised travel experience**. Due to this Brooke is discouraged from traveling more than **2 times a year**, when she wants to increase this to up to **5 annual trips**.

Ideation process

<i>I Like,</i>		<i>I Wish,</i>		<i>What If.</i>
I like a user-friendly design, something easy to navigate.	I like how an app helps plan trips based on what I enjoy.	For an AI assistant to help with travel information.	There was an option to link sight seeing spots to my social media to show friends and family places I have visited.	There was an option to earn Trophies or tokens when visiting certain places.
I like an app that has some kind of reward system.	I like quick and easy access to travel info.	There was a countdown clock for exciting activities.	I wish there was an option that gives you a list of locations to view the best sunset/sunrise.	There was a live chat personal tour guide.
I like using offline mode.	I like a feature that allows me to check off activities that I have done.	I wish there was a way to add everything to one bucket list.	There were live updates of events happening nearby.	What if the user-interface allowed for more customisation features such as colours and styles.
I like that you can favourite or save most enjoyable locations.	I like that you can search for locations through pin points on a map.	There was an emoji rating system on things liked and disliked about the journey.	I wish there was an option for free activities(walk trails, hidden gem locations, museums and historical locations.	There was a feature that allows you to tag your friends into your travel diary/calendar.
				What if there was a feature that allows you to add new friends/follow other fellow travellers.

Please see link attached to view in more detail: [I like, I wish, what if.](#)

					
Social		There was a feature that allows you to tag your friends into your travel diary/calendar.	There was an option to link sight seeing spots to my social media to show friends and family places I have visited.	You could safely chat with other fellow travellers in a live chat section.	What if there was a feature that allows you to add new friends/follow other fellow travellers.
User-friendly Interface		I like a user-friendly design, something easy to navigate.	What if the user-interface allowed for more customisation features such as colours and styles.	For an AI assistant to help with travel information.	I like quick and easy access to travel info.
Exploration		There were live updates of events happening nearby.	I like that you can favourite or save most enjoyable locations.	I wish there was an option that gives you a list of locations to view the best sunset/sunrise.	I wish there was an option for free activities(walk trails, hidden gem locations, museums and historical locations).
Organisation		There was an end of year reel of photos for memories on places visited.	I wish there was a way to add everything to one bucket list.	I like a feature that allows me to check off activities that I have done.	There was a countdown clock for exciting activities.
Rewards/Rating		I like an app that has some kind of reward system.	There was an option to earn Trophies or tokens when visiting certain places.	There was an emoji rating system on things liked and disliked about the journey.	I like how an app helps plan trips based on what I enjoy.

 = Features I think would be helpful based on user persona.

Please see link attached to view in more detail: [I Like, I Wish, What If Categorised](#).

Feature Prioritisation Matrix

Feature Prioritisation Matrix 

Complexity	Impact/Priority												
	Low	Medium	High	Low	Medium	High	Low						
High	You could safely chat with other fellow travellers in a live chat section.	You could create a travel diary through all of the memories and experiences.	There was an option to link sight seeing spots to my social media to show friends and family places I have visited.	What if there was a feature that allows you to add new friends/follow other fellow travellers.	I like an app that has some kind of reward system.	There was a feature that allows you to tag your friends into your travel diary/ calendar.	You was a live chat personal tour guide.						
Low	There was an end of year reel of photos for memories on places visited.	There was an emoji rating system on things liked and disliked about the journey.	I like a user-friendly design, something easy to navigate.	I wish there was an option that gives you a list of locations to view the best sunset/sunrise.	I like a feature that allows me to check off activities that I have done.	I wish there was an option for free activities(walk trails, hidden gem locations, museums and historical locations).	What if the user-interface allowed for more customisation features such as colours and styles.	I like using offline mode.	I like that you can favourite or save most enjoyable locations.	I wish I could set reminders (for checkins and fight times etc.)	I wish there was a way to add everything to one bucket list.	There was a countdown clock for exciting activities.	I like quick and easy access to travel info.

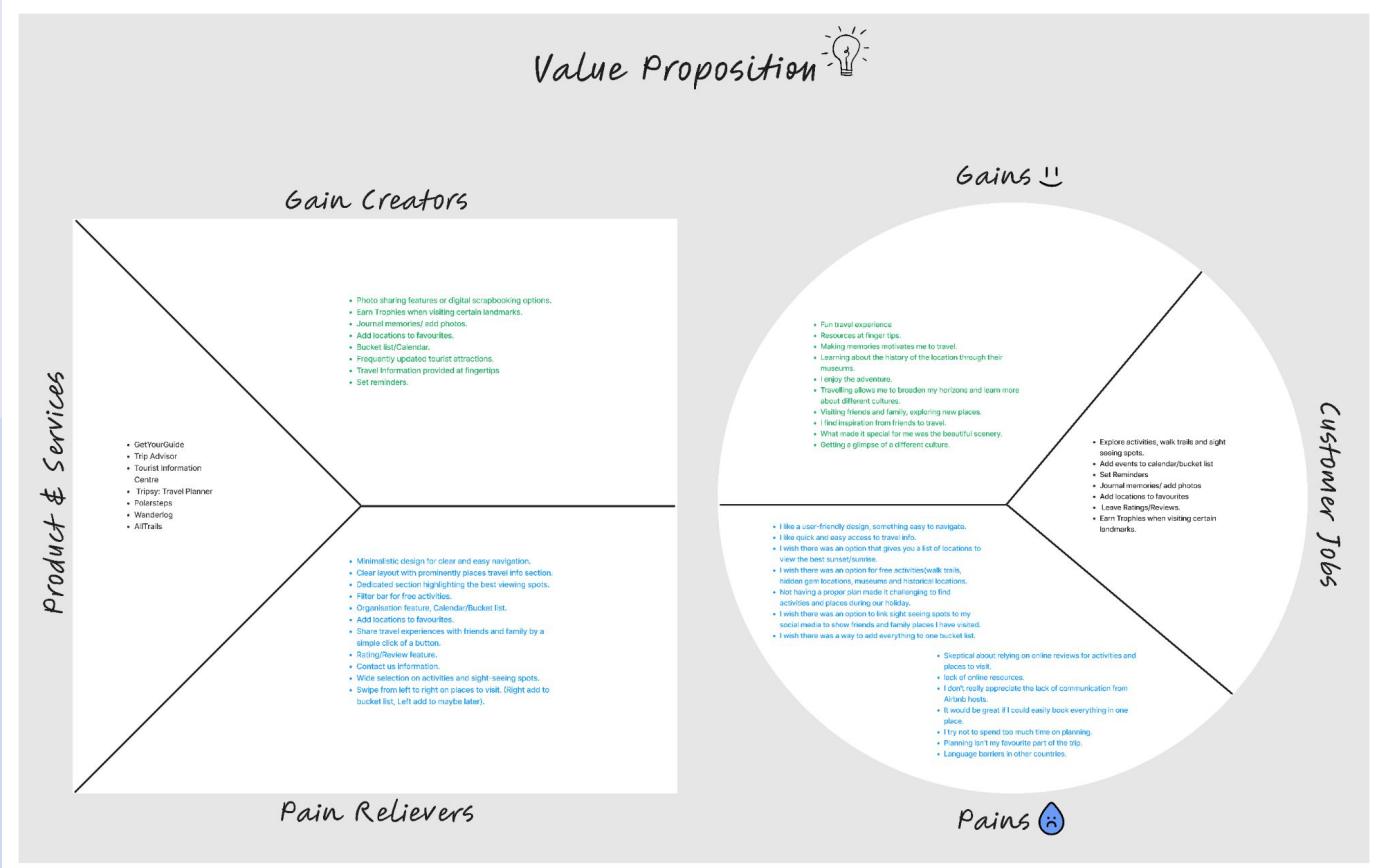
Please see link attached to view in more detail: [Feature Prioritisation Matrix](#)

Value Proposition Statement

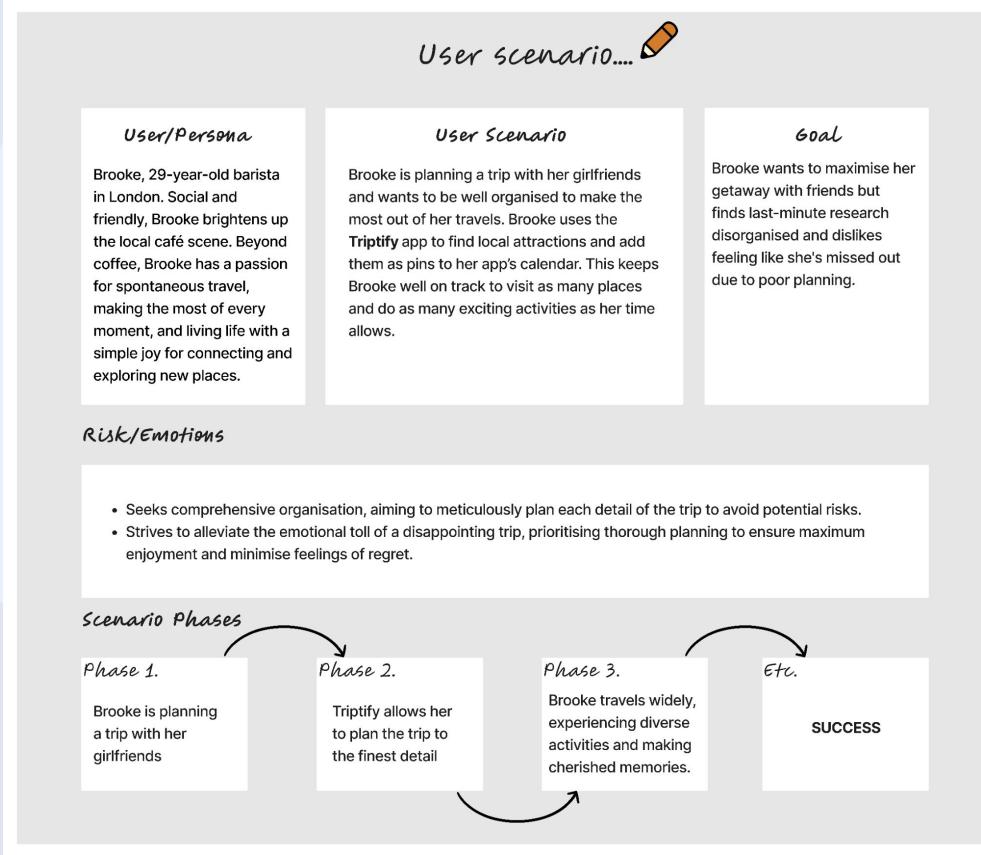
Introducing our **minimalist travel app, Triptify**. Designed for **effortless exploration**. We stand out with a **clear layout** and **easy navigation**, ensuring **quick access** to essential **travel information**. Discover **top viewing spots, free activities**, and **organise** your adventures with a **built-in travel diary**. **Share your experiences** with a click, **rate and review attractions**, and **access support easily**. With a **wide selection of activities**, every journey is a breeze.

Travel simplified. Adventure amplified.

Value Proposition



User Scenario



Storyboard

Storyboard.... 

1.



Brooke sits at her desk, surrounded by travel guides, maps, and her laptop. She looks determined but slightly **overwhelmed** as she begins to plan her trip with her girlfriends. Her brow is furrowed in concentration as she studies the materials in front of her.

2.



Brooke's work colleague notices her **stressed expression** and approaches her desk. Seeing her overwhelmed, the colleague suggests an app called Triptify. Brooke looks **intrigued** as her colleague explains the app's features.

3.



Brooke pulls out her smartphone and searches for the Triptify app in the app store. She finds it and taps on the download button, **eager** to see how it can help her plan her trip more efficiently.

4.



Brooke opens the Triptify app on her smartphone and begins exploring its features. She navigates through the app, discovering various attractions and activities available at their destination. **A look of relief crosses her face** as she realises how easy and intuitive the app is to use.

5.



Brooke smiles as she organises the events and attractions for their trip with her girlfriends. **She feels a sense of accomplishment** as she efficiently plans their itinerary with the help of Triptify.

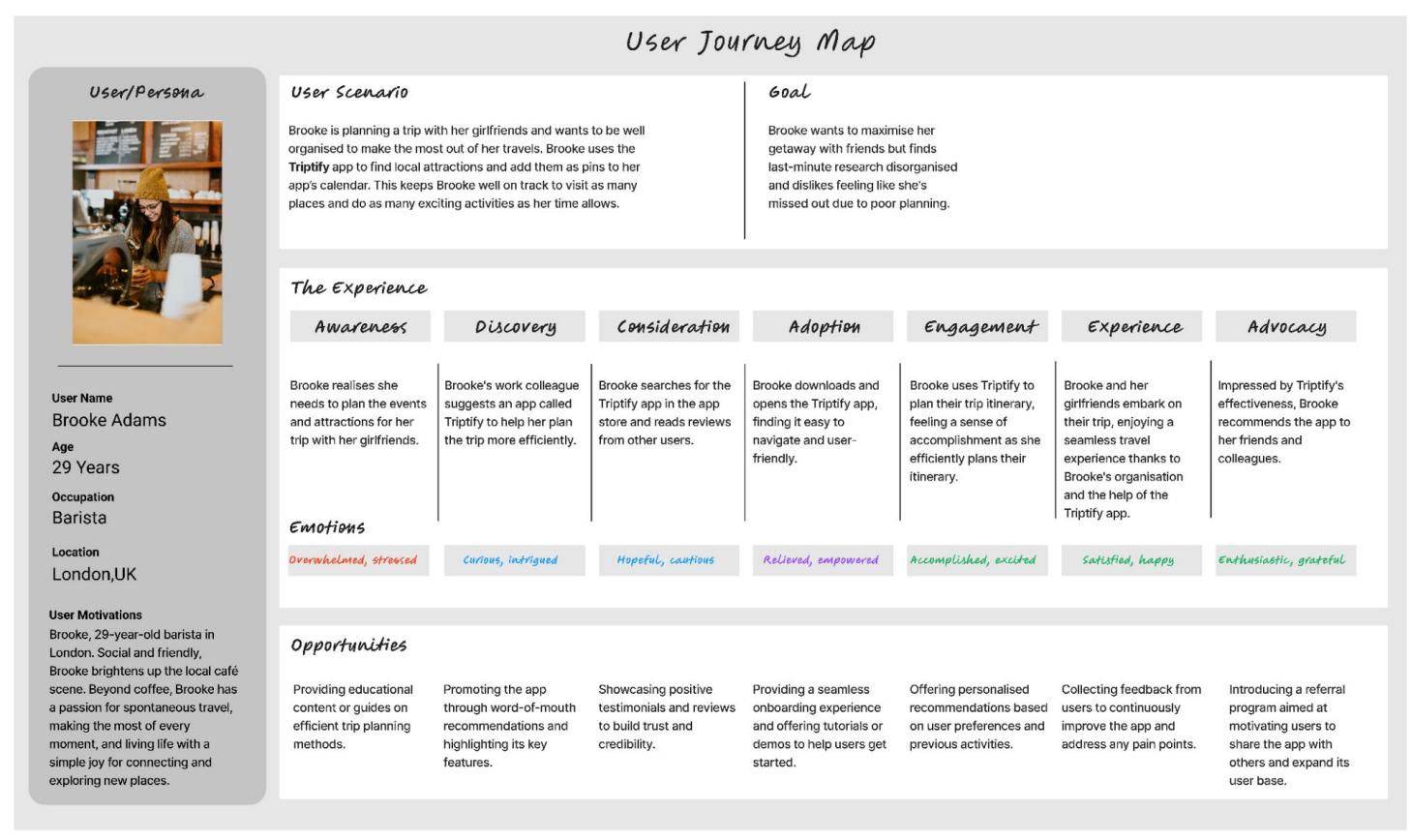
6.



Brooke and her girlfriends embark on their trip, excitedly exploring the attractions and creating **cherished memories** together. They **laugh and smile** as they make their way through each planned activity, **grateful** for Brooke's meticulous planning and the assistance of the Triptify app.

Please see link attached to view in more detail: [Storyboard](#).

User Journey Map



Please see link attached to view in more detail: [User Journey Map](#).

Prototyping

Stephanie Stawiszyński

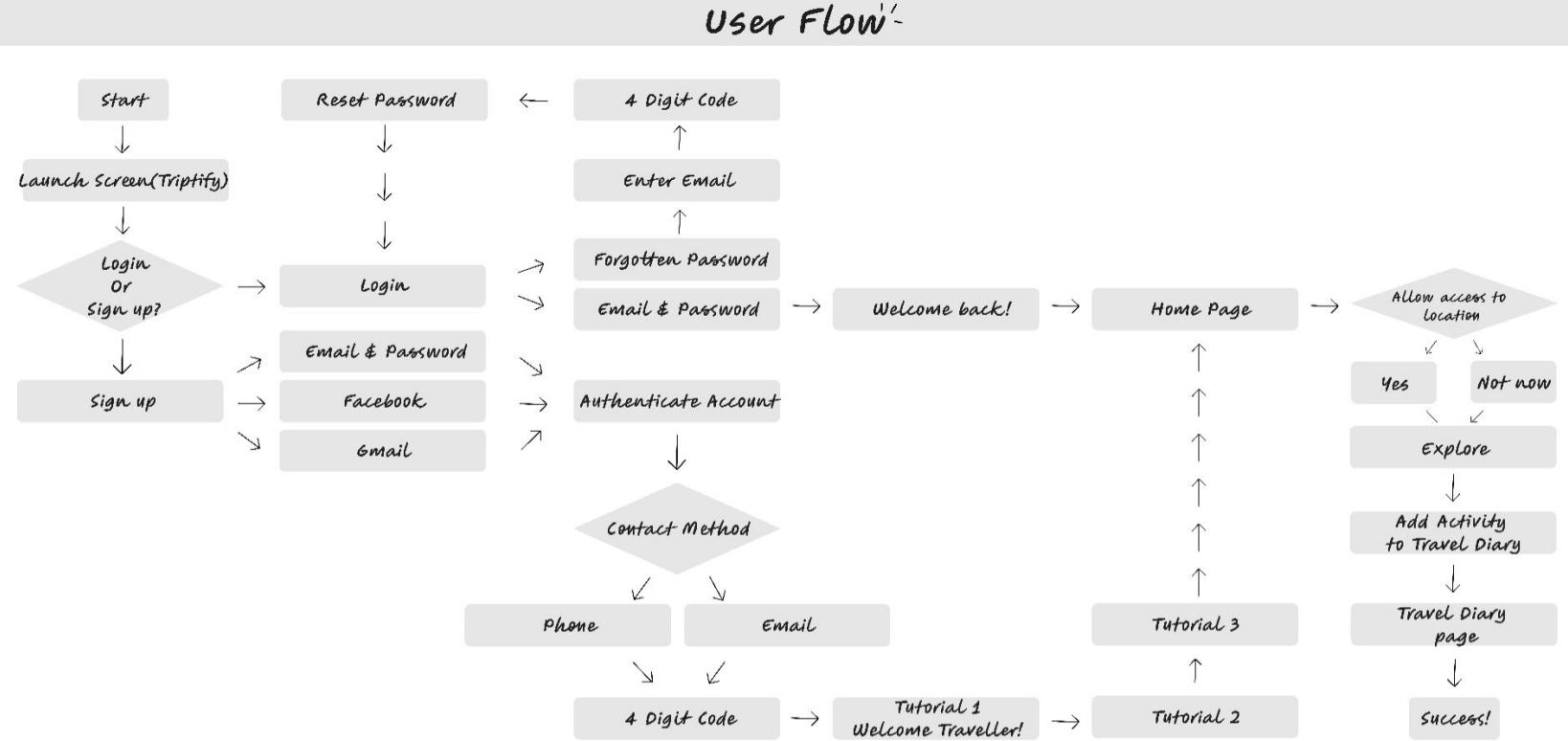
Competitor Analysis

In-depth Competitor Analysis

Onboarding Competitive Analysis	Feature Analysis	Competitive Advantage	Strengths	Weakness	Customer Reviews	General Notes	Questions/Notes to Team	Screenshots	Complexity Rating(1-5)
AllTrails	<ul style="list-style-type: none"> Provides GPS tracking and turn-by-turn navigation. Provides detailed reviews from other users. Shows fitness levels (total pace, heart rate, etc.) Includes a community forum. Integrated with social networks. Has a premium membership option. 	<ul style="list-style-type: none"> Provides GPS tracking and turn-by-turn navigation. Large database of trails and landmarks. Strong GPS and turn-by-turn navigation. Active user community. Premium membership offers additional features. Integrates with social networks. Has a premium membership option. 	<ul style="list-style-type: none"> Only provides features to members only. Requires payment for certain features. Requires premium membership to access certain features. Requires premium membership to access certain features. Requires premium membership to access certain features. 	<ul style="list-style-type: none"> Customer service is limited and slow. Requires payment for certain features. Requires premium membership to access certain features. Requires premium membership to access certain features. Requires premium membership to access certain features. 	<ul style="list-style-type: none"> Customer service is limited and slow. Requires payment for certain features. Requires premium membership to access certain features. Requires premium membership to access certain features. Requires premium membership to access certain features. 	<ul style="list-style-type: none"> Difficult to navigate for first-timers. Requires payment for certain features. Requires premium membership to access certain features. Requires premium membership to access certain features. Requires premium membership to access certain features. 	<ul style="list-style-type: none"> How can we improve our interface? How can we make our interface more user-friendly? How can we make our interface more accessible? How can we make our interface more accessible? How can we make our interface more accessible? 		1
GetYourGuide	<ul style="list-style-type: none"> Offers a wide range of activities. Provides detailed reviews and ratings. Allows users to book directly through the app. Popular travel guidebooks for over 100 countries. Includes filters for location, date, and type. Integrated with social media sharing. Provides 24/7 customer support. 	<ul style="list-style-type: none"> Wide selection of activities worldwide. Large database of travel guides. Simple booking process. Provides detailed reviews and ratings. Includes filters for location, date, and type. Integrated with social media sharing. Provides 24/7 customer support. 	<ul style="list-style-type: none"> Many activities are off-season, which limits availability during peak seasons. Only and limited travel guides available. Booking fees can add significant costs. Booking fees can add significant costs. Booking fees can add significant costs. 	<ul style="list-style-type: none"> Some services have high booking fees. Booking fees can add significant costs. 	<ul style="list-style-type: none"> Fast and efficient booking process. Booking fees can add significant costs. 	<ul style="list-style-type: none"> Difficult to find specific travel guides. Booking fees can add significant costs. 	<ul style="list-style-type: none"> How can we make our interface easier to use? How can we make our interface more accessible? 		2
TripAdvisor	<ul style="list-style-type: none"> Shows trip options (in-app Facebook, Instagram, etc.). Integrated reviews and ratings. Allows users to search based on interests. Provides a wide range of reviews in various categories. Includes filters for location, date, and type. Accessories are social sharing. 	<ul style="list-style-type: none"> Shows trip options (in-app Facebook, Instagram, etc.). Integrated reviews and ratings. Allows users to search based on interests. Provides a wide range of reviews in various categories. Includes filters for location, date, and type. Accessories are social sharing. 	<ul style="list-style-type: none"> Slow to load reviews and ratings. Reviews are often biased towards certain categories. 	<ul style="list-style-type: none"> Too many reviews and ratings. Reviews are often biased towards certain categories. 	<ul style="list-style-type: none"> Positive feedback on ease of use. 	<ul style="list-style-type: none"> Positive feedback on ease of use. 	<ul style="list-style-type: none"> Encourages users to post reviews for trip packages. 		3
Expedia	<ul style="list-style-type: none"> Offers flight and hotel booking. Provides travel deals. Offers search filters. Likes to highlight programs. Highly rated and available. Provides 24/7 customer support. Secure payment. Accepts major credit cards. 	<ul style="list-style-type: none"> Offers flight and hotel booking. Provides travel deals. Offers search filters. Likes to highlight programs. Highly rated and available. Provides 24/7 customer support. Secure payment. Accepts major credit cards. 	<ul style="list-style-type: none"> Only highlights travel deals. 	<ul style="list-style-type: none"> Only highlights travel deals. 	<ul style="list-style-type: none"> Only highlights travel deals. 	<ul style="list-style-type: none"> Only highlights travel deals. 	<ul style="list-style-type: none"> How can we make our interface more accessible? 		4
KAYAK	<ul style="list-style-type: none"> Offers flight and hotel booking. Provides travel deals. Offers search filters. Likes to highlight programs. Highly rated and available. Provides 24/7 customer support. Secure payment. Accepts major credit cards. 	<ul style="list-style-type: none"> Offers flight and hotel booking. Provides travel deals. Offers search filters. Likes to highlight programs. Highly rated and available. Provides 24/7 customer support. Secure payment. Accepts major credit cards. 	<ul style="list-style-type: none"> Only highlights travel deals. 	<ul style="list-style-type: none"> Only highlights travel deals. 	<ul style="list-style-type: none"> Only highlights travel deals. 	<ul style="list-style-type: none"> Only highlights travel deals. 	<ul style="list-style-type: none"> How can we make our interface more accessible? 		2

Please see link attached to view in more detail: [Competitor Analysis](#).

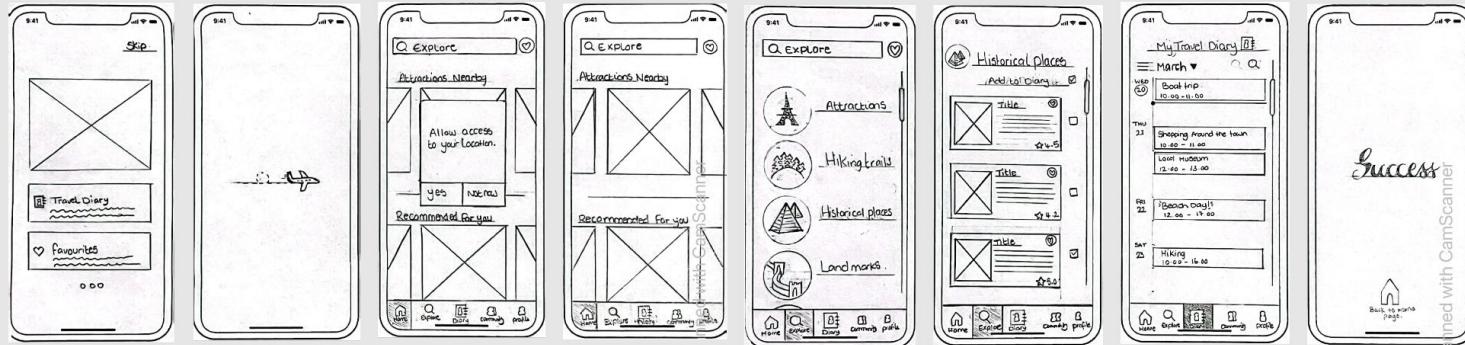
User Flow



Please see link attached to view in more detail: [User Flow](#).

Sketches

sketches ✎



Please see link attached to view in more detail: [Prototype Sketches](#).

Digital Wireframes

Digital wireframes

The image displays a collection of digital wireframes for a travel application named "Triptify". The wireframes are arranged in a grid format, illustrating the user interface flow across various screens.

Travel simplified (Top Section):

- Login Screen:** Features a logo with a plane icon and the word "Triptify". It includes fields for "Email address" and "Password", and buttons for "Login" or "Sign up".
- Welcome Back Screen:** Shows a placeholder profile picture and a "Welcome back" message. It has fields for "Email address" (with placeholder "triplytriply@gmail.com") and "Password", along with "Forgot password?" and "Sign up" buttons.
- Welcome Screen:** Displays a "Welcome" message and a "Continue" button.
- Authenticate account Screen:** Requests an email address and a four-digit code via SMS. It includes fields for "Email address" and "Phone number", and a "Continue" button.
- Travel simplified Summary Screen:** Shows a summary of travel details with a "Skip" button.
- Explore Screen:** Shows a search bar with "Explore" and a placeholder "Attractions nearby". It lists categories: Attractions, Biking trails, Historical places, and Landmarks.
- Community Screen:** Shows a search bar with "Community" and a placeholder "Travel Diary". It lists categories: Recommended for you, Local Museums, and Landmarks.
- Travel Diary Screen:** Shows a search bar with "Travel Diary" and a placeholder "My Travel Diary". It lists categories: March, Shopping around the town, Local Museums, and Landmarks.

Adventure amplified (Bottom Section):

- Authenticate account Screen:** Requests an email address and a four-digit code via SMS. It includes fields for "Email address" and "Phone number", and a "Continue" button.
- Travel simplified Summary Screen:** Shows a summary of travel details with a "Skip" button.
- Explore Screen:** Shows a search bar with "Explore" and a placeholder "Attractions nearby". It lists categories: Attractions, Biking trails, Historical places, and Landmarks.
- Community Screen:** Shows a search bar with "Community" and a placeholder "Recommended for you". It lists categories: Local Museums and Landmarks.
- Travel Diary Screen:** Shows a search bar with "Travel Diary" and a placeholder "My Travel Diary". It lists categories: March, Shopping around the town, Local Museums, and Landmarks.
- Landmarks Screen:** Shows a search bar with "Landmarks" and a placeholder "Local Museums". It lists categories: Local Museums and Landmarks.
- Success Screen:** Displays a "Success" message with a plane icon.

Please see link attached to view in more detail: [Digital Wireframes/Prototype](#).

Testing & Iterating

Stephanie Stawiszyński

Guerrilla testing

Research Objectives:

- To assess the ease of use and intuitiveness of the app for my target audience.
- To identify specific areas within the prototype where users encounter difficulties or confusion.
- To measure how quickly users can understand and use the prototype without prior instruction.

Target Audience:

My travel app has a target audience between the ages 18-38, I designed this app based on my user research for busy working individuals who have a passion for travel and seek authentic travel experiences, but have limited time for planning.

Tasks:

1. Sign up and authenticate account.
2. Complete onboarding tutorial.
3. Exploring Main Screen.
4. Use the explore feature.
5. Adding a diary entry.

User Test Transcripts

*“I really like
the
simplicity of
the app.”*

*“The loading
screen had
an attractive
visual
design.”*

*“I would like
the logo to be
on the sign
up screen.”*

*“I would like
to see more
information
and images
on the
tutorial
pages.”*

Click the link to view: [Recorded Guerrilla Tests!](#)

Two Recorded User Tests

Click the link to view: [Recorded Guerrilla Tests!](#)

Guerrilla user testing analysis



Guerrilla user testing analysis											
Design/Layout	Add Logo to sign up screen.	Instead of having information in boxes, separating them by a thin transparent line would feel more visually appealing.	User likes the Logo/Launch page.	User would like more pictures in the tutorial pages.	Would like the Logo to be on the home page.	User feels that the boxes for information on the activities page should be separated by transparent lines rather than boxes to give a better appearance.	Adjust the position of the search bar and favourite button.	Reposition explore bar and favourites button.	Reposition attractions nearby and recommended for you on the Home page.		
User-friendly Interface	The continue button on the sign up page should be in a more prominent place. At the moment it is a bit misleading as it is underneath the gmail and facebook buttons.	User got confused and thought that there were two users in the tutorial. So would recommend changing the information boxes to a more suitable design.	Would be good if there was an example or question in the search bar to give users an idea of what to search for. (e.g. where would you like to go?)	User pointed out that there was no search bar or favourites icon on the historical places page and felt a bit inconveniences having to go back a page.	Add to diary text is a little confusing and unclear user doesn't if it is a button or not.	After booking an activity, it would be helpful to either remove it from the list or display a confirmation on the search page.	User got confused with the positioning of the favourites button.	Add some way of deleting items in the diary.	Colour code system for the diary to show what's booked up or not booked.	I would maybe add a scroll bar to the home page so that users know there is more options on the page. (This could be a transparent bar.)	Would be nice to add a drop down bar to the search feature to see recommended searches based on what you type.
Signup/Onboarding	Email authentication is a little confusing as user is used to an authentication link via email rather than a code.	Add Logo to signing up page to make it more clear what users are signing up to.	User prefers phone authentication rather than via email.	Would like a button or option incase of not receiving an authentication code.	Resend code could be a little bit bigger.	Would be nice to add a skip button for authentication, some people might not want to authenticate the account.	Sign up button on the Login page could be a little bit smaller in my opinion.				
Information	Add text to authentication page to make it more explanatory	Would like information/ descriptions on places to visit. In the explore pages.	Improve text on authentication page. (e.g. Please enter the four digit code sent to your chosen contact method.)	Would like to see more information in the tutorial to explain the main features of the app.	Add more information to the tutorial.	Clarify search Icon on diary page.	Add another row to the home page. (e.g. Continue adding to your Journey or Previous searches).	Add a filter bar/ Sort by for places that are less likely to be busy.	Would be a nice addition to add information of where the user can change the access to location settings incase of wanting to make future changes.	Information on opening times and closing times would be good to implement into the diary feature.	

Please see link attached to view in more detail: [Guerrilla user testing analysis](#).

Prioritisation Matrix

High

Prioritisation Matrix 🌟

Complexity

Low

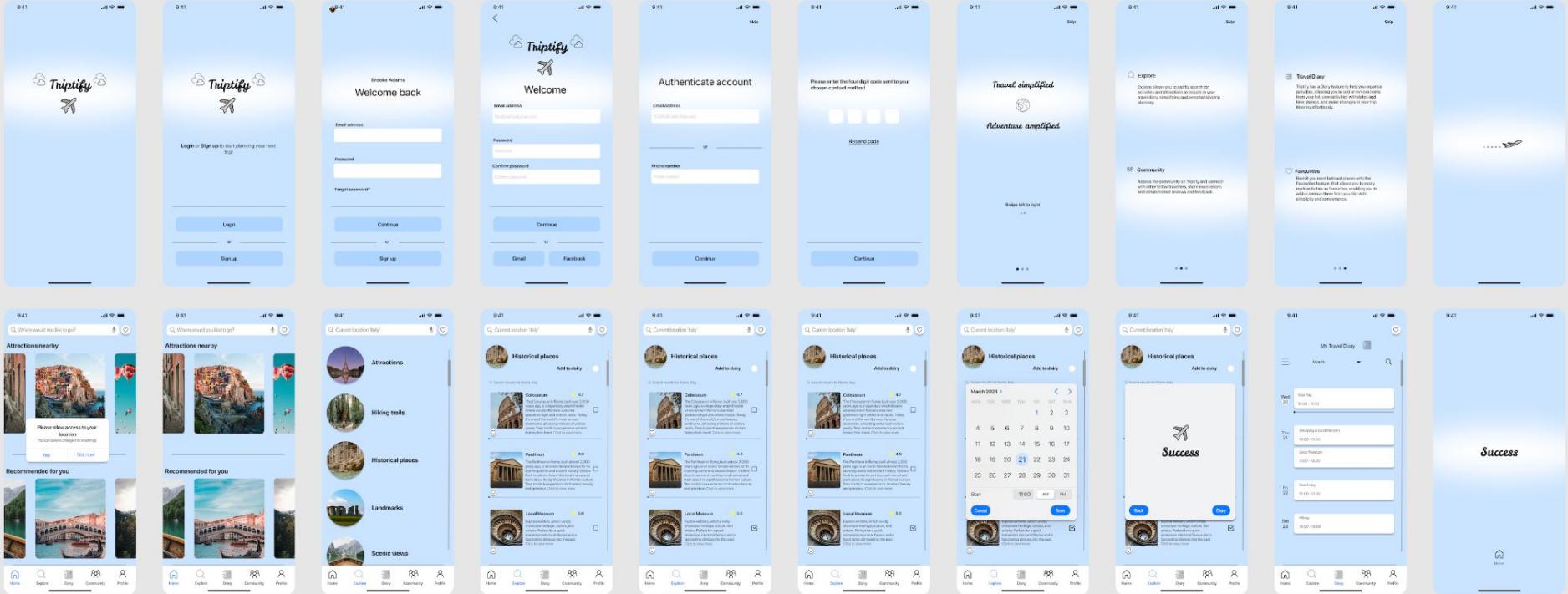
High

	Add to diary text is a little confusing and unclear user doesn't if it is a button or not.	Email as Authentication 'is a little confusing as user is used to our text confirmation via email rather than a code'	Would like the Logo to be on the home page.	Instead of having information in boxes, separating them by a thin transparent line would feel more visually appealing.	Clarify search icon on diary page.	Adjust the position of the search bar and favourite button.	Sign up button on the Login page could be a little bit smaller in my opinion.	Add Logo to sign up screen.	The continue button on the sign up page should be in a more prominent place. At the moment it is a bit hard to find as it is underneath the general red formbox buttons.	User got confused and thought that there were buttons in the tutorial. So would recommend combining the two buttons in a more suitable design.	User pointed out that there was no search bar or favourites icon on the historical places page and felt a bit inconvenient having to go back a page.	Would like to see more information in the tutorial to explain the main features of the app.	Add Logo to sign up page to make it more clear what users are signing up to.	Add more information to the tutorial.	Reposition explore bar and favourites button.
	Resend code could be a little bit bigger.	User prefers phone authentication rather than via email.	User feels that the boxes for information on the start pages should be separated by transparent lines rather than boxes to give a better appearance.	User would like more pictures in the tutorial pages.	User got confused with the positioning of the favourites button.	User like a button or option instead of receiving an authentication code.	I would maybe add a scroll bar to the home page so that users know there is more content on the page. (This could be a transparent bar.)	User likes the Logo/Launch page.	Would like information/descriptions on places to visit. In the explore pages.	Would be good if there was an example or question in the search bar so it gives users an idea of what to search for. (e.g. where would you like to go?)	Would be nice to add a skip button for authentication, some people might not want to authenticate the account.	Add text to authentication page to make it more explanatory.	Improve text on authentication page. (e.g. Please enter the four digit code sent to your chosen contact method.)	Add some way of deleting items in the diary.	Reposition attractions nearby and recommended for you on the Home page.
	Impact/Priority														

Please see link attached to view in more detail: [Prioritisation Matrix](#).

Hi-Fi Prototype

Hi-Fi Prototype

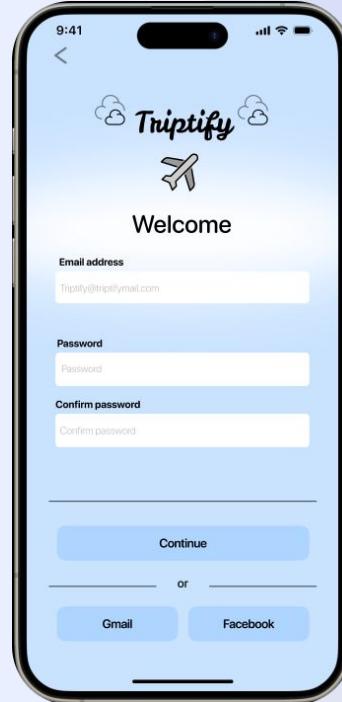


Please see link attached to view in more detail: [Hi-Fi Prototype](#).

iOS Prototype



Click the link to view: [iOS Prototype!](#)



Key Learning & Iterations made based on user tests

The insights and feedback collected from my user tests were invaluable, serving as the driving force behind numerous iterations made on my Hi-Fi Prototype. These user-driven refinements have been instrumental in enhancing the overall user experience, ensuring that the app meets the evolving needs and preferences of my target audience.

Here are a few of the Iterations made:

- I've enhanced the signup screen by including the logo for clearer user understanding.
- Repositioned the continue button on the signup page for better clarity.
- Modified the information boxes on the tutorial to prevent confusion.
- Included a search bar and favourites icon on the historical places page for user convenience.
- Enhanced the tutorial with more detailed information about the app's main features.
- Added the logo to the signup page for clearer context.
- Provided more information and descriptions for places to visit on the explore pages.
- Included a placeholder or example question in the search bar to guide users.
- Added a skip button on the authentication page for users who prefer not to authenticate.
- Improved the text and explanations on the authentication page.
- Repositioned the attractions nearby and recommended for you sections on the home page.
- Used transparent lines instead of boxes to separate information on the activities page for a better appearance.
- Incorporated more pictures into the tutorial pages for visual engagement.

Final thoughts & Conclusion

In conclusion, the insights gathered from user testing have been pivotal in shaping the evolution of my Hi-Fi Prototype for Triptify. Through numerous iterations, I've fine-tuned various aspects of the app to enhance the overall user experience. From adjusting button placements and refining information boxes to integrating essential features such as search bars and favourites icons, each enhancement has been driven by direct user feedback, ensuring that Triptify resonates closely with the changing needs and preferences of my target audience.

Looking forward, my focus remains on continuous improvement. I am committed to incorporating additional features and refinements based on ongoing user feedback. By remaining responsive to user needs, I aim to establish Triptify as the preferred platform for travellers seeking seamless planning and exploration experiences. This journey is ongoing, and I am dedicated to delivering a top-tier product that truly connects with my users.

