

TRAVEL 21

UX Research

Premises

In this time of the pandemic, travelling and planning a trip has become a real issue. There is a lot of information out there, but it is often overwhelming and difficult to discriminate.

What is the problem?

There is no global centralised platform dedicated to present the current situation. A lot of dashboards and data statistics are made available, but they are not easy to understand.

How to solve the problem?

With the Travel 21 team, we are trying to identify the best resources, to find a way to scrape data and create an automatic update of information. We want to create a user-friendly, simple interface that can easily answer the most important questions and provide travel recommendations.

Personas:

Laura

Laura 23, lives in Cologne, is a university student, bachelor in Chemistry 3rd year, in a long-distance relationship for 3 years with Mark.

She works in a shoe store part-time. She is a heavy user of social media, Netflix, she is vegan, takes the time to leave Google reviews for places she visits. She finds out about the Travel 21 website from an Instagram story of a friend.

Lately, her relationship is not going that well and she would like to know what is the situation in the UK; if it is possible to visit her boyfriend. She enters Germany as her current location, as her destination, and the Travel 21 website generates travel recommendations.

Marie

Marie 40, lives in Frankfurt, works in Germany for almost 10 years as a sales manager for an important company.

She's originally from France, married and doesn't have children. She is an avid reader of online newspapers and magazines. She uses social media but not frequently. She prefers to get information through trusted newsletters. She finds out about the website from an advertorial article in a newspaper.

Her mother's 70s birthday is coming up and she thinks about surprising her with a visit to Montpellier. They have been separated for over a year and a half because of the uncertain situation and safety issues. She's been worried about her mother.

She enters Germany as her current location, France as her destination, and the Travel 21 website generates travel recommendations. She finds out that France is in lockdown because of the rising number of cases and decides to postpone her trip.

Benjamin

Benjamin 70, lives in Dresden, is in the risk-group and hasn't seen his daughter for over one year. She just had a baby and he's really excited to meet his grandchild.

He uses social media just to share jokes, funny memes and to tag his daughter in old pictures. He doesn't fully understand how it works and can't be bothered to learn because he prefers to hang out with his neighbours in the park, close to his house, to discuss politics and to reminisce about old times. He got to know about Travel 21 from his daughter and checks the website regularly, hoping that Spain will be out of lockdown. He's looking forward to visiting his daughter as soon as possible.

Tom

Tom 36, has his own business and is a tech enthusiast trying to be in touch with everything going on in the start-up world.

Heavy user of social media, he has a subscription to the Economist, the New York Times and he uses LinkedIn premium. He's always looking for the next business idea and eager to enlarge his contact list. Prior to the pandemic, he used to attend a lot of business conferences hoping to find the perfect idea to invest in.

He finds out about Travel 21 from a tech magazine presenting top-20 promising startups launched in 2021. Curious, he goes on the Travel 21 website to look at the features and saves the URL for future browsing. He might want to use Travel 21 to plan his next business trip.

Luka

Luka, 52, lives in Berlin, works as the regional manager of a famous hotel chain. He's married, has 3 kids. The youngest just started school. Luka is very committed to his job, he loves what he's doing. In 20 years he never took more than 5 days of vacation.

In early 2020 his job became very stressful. The hotel was out of business for almost a year, suffered a terrible financial loss and had to lay off many employees.

By the end of 2020, he felt a strong pain in his chest and the doctor diagnosed him with a burned out. He recommended him to take some time off.

In February 2021, his 25th wedding anniversary is coming up, so he thinks about taking a long holiday with his wife. She, on her side, is worried that it might still be too risky to travel abroad.

Luka finds out about the Travel 21 website from his long time friend Marie and decides to check out some recommendations for a few locations.

The Safest Locations feature on the website recommends him the Canary Islands as a potential destination as there is a very low number of current Covid-19 cases.