



easeCommute

Get there faster

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easeCommute

Overview

Most companies with multiple locations around the country allow their employees to travel to different office locations. It is often required. Business travelers have to deal with disruptions in their routines, dealing with the new environment. Specifically, finding a hotel with a short commute time would tremendously help him/her avoid traffic or anything unexpected in a new city.

Problem Statement

Planning a business trip, specifically booking hotels that have both reliable amenities to accommodate work and within commute distance is a challenge. Business travelers have to use multiple platforms to find hotels through their company's portals, search for reviews separately on Google, then use Google Maps to calculate commute time.

Solution

easeCommute is a mobile app that gives business travelers the ability to select hotels based on the commute from their office in that city. Whether the user is walking or driving in traffic, easeCommute aims to help users get there faster.

It allows travelers to view reviews from Google, insight from their colleagues, planning where to eat, and tracking each expense all in one.

Challenge

Goal

Design a mobile interface that gives business travelers the ability to select hotels based on the commute from their office in that city.

User story 1

I am traveling to NYC for work and want to stay in a hotel where the commute is no more than a five-minute walk from my office.

User story 2

I am traveling to Dallas (poor public transit, lots of traffic) for work. I'll be renting a car and I don't want to get stuck in traffic, so I want to stay in a hotel that is only a 15-minute commute to the office.

Assumptions

- Users already have an account created and verified by employer
- Users already sign in
- Only booking for his/herself
- Users already rented a car somewhere else and only looking to book a hotel
- Will need to design happy path only (no error states, empty states, editing personal info, etc.)

Phase 1: Research & Discoveries

1.1 User Interview

The provided user stories allowed me to know how much time travelers have on hands, but not their general behaviors, situations, and constraints. I decided to reach out to potential users for more information.

Normally, I would start with a user survey, however, I felt that due to my personal connections and the platform I deployed the survey, the results will be skewed.

Ultimately, I decided to reach out to acquaintances who had traveled for work in the past 12 months.

I interviewed 3 participants: 2 through a phone call and 1 in-person. Each interview took 30 minutes.

Goal

I wanted to understand what's the booking process is like in a real company.

Who pays for travel?

What's the process is like?

What users are currently using?

Current frustrations and pain points.

1.2 User Personas

After the interviews, I created a user personas to summarize my findings.



Lisa Li

Age: 30

location: Sandy Springs, GA

Lisa is currently a **UX Designer** working at ADP, she **travels 3 - 4 times a year to other office locations, each last 3 - 5 days.**

Her company is using **SAP Concur** to book informal hotels, flights, and car rental. The booking process is similar to a real booking. The request will then get approved by another department.

There is little to no budget limit so proximity is a bigger concern.

Goals

- Ability to add points to personal card
- Ability to locate near by restaurants to eat out
- Wants hotels with strong internet, printing/scanning center, and a lot of outlets

Frustrations

- Has to itemized how much she spent on hotels each day. It's more frustrating when the price for each day is different
- Has to google to read hotel reviews



Sue Kim

Age: 28

location: Decatur, GA

Sue is working as a **Recruiter** at Emory University. **She traveled once last year to NYC.** Her institute required employees to attend training before giving access to the travel portal. She used **CTM (corporate travel management)** to book travel.

She has to use a personal credit card to book hotels, then fills out a justification form and submit receipts when she gets back from her trip.

Goals

- Ability to earn points in personal card
- Ability to fill out reimbursement form electronically
- Likes to eat out when traveling so ability to view restaurants is a plus

Frustrations

- Cannot change itinerary once hotel is booked
- Has to file reimbursement on a separate portal
- Limited hotel options through the portal



John Nguyen

Age: 35

location: Lawrenceville, GA

John is a **Data Engineer** at General Motors. He **traveled once last year to Texas** to meet with his team.

He would use his corporate card for travel expenses (hotels and car rental). He is required to book hotels through **Expedia** and scan receipts along with explanations to the finance department so someone can verify his charges.

Goals

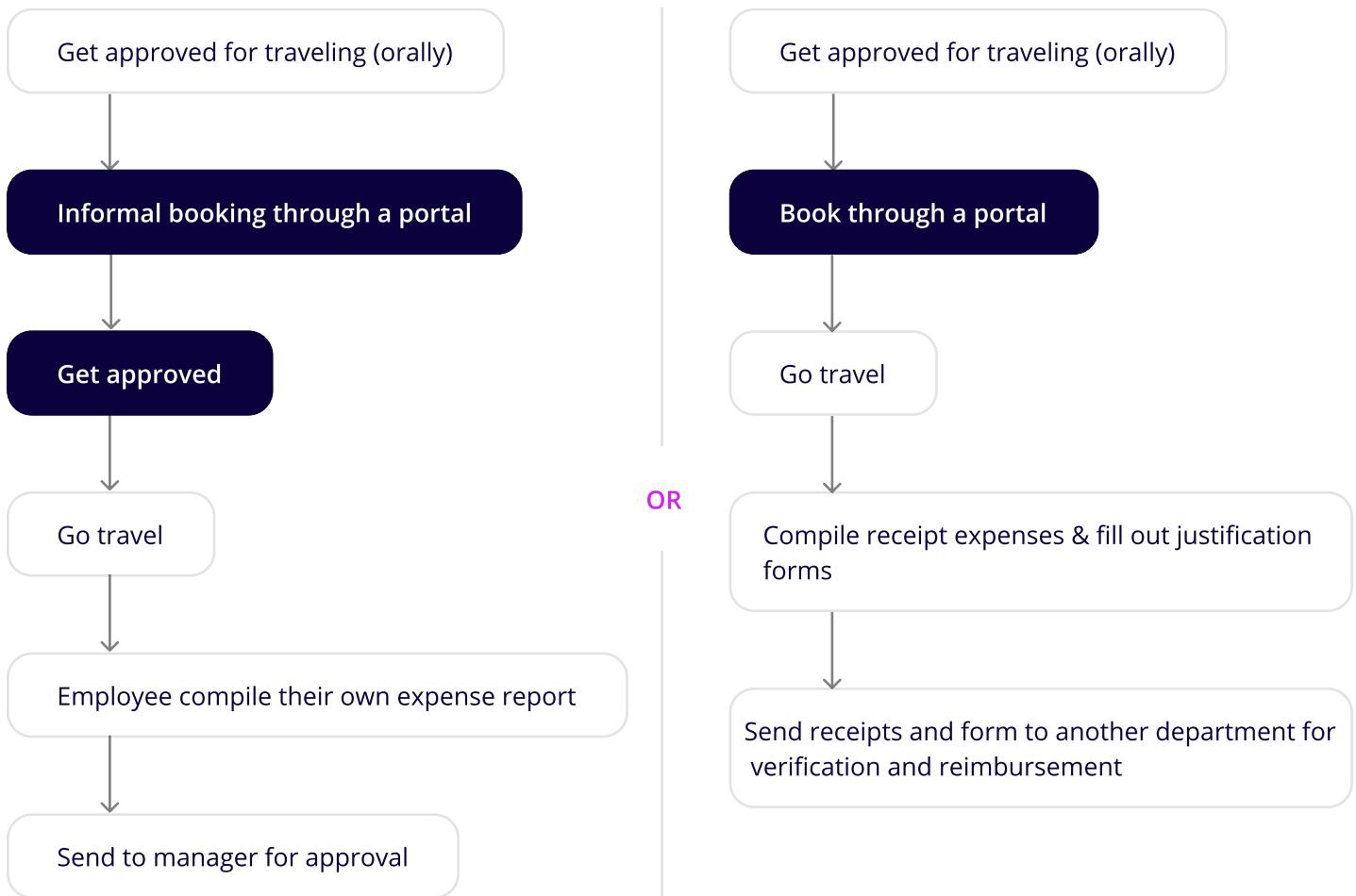
- Wants reliable Internet connection and meeting rooms
- Valet or free parking is a plus
- Wants to see pictures taken by travlers and not photoshoped pictures posted by the hotels

Frustrations

- Has to remember to send receipts to the finance department within 3 days or get his card put on hold
- Has to plan commute to the office using multiple platforms
- Sometimes hotel room don't look as clean as advertised

Booking flow summary

From the interviews, I found 2 types of booking process:



What can I do with this findings?

easeCommute's target users will be for organizations that have a separate department to handle expense reports.

Having the ability to book hotels and compile expense reports on the same platforms will be beneficial.

Knowing where to eat and a reliable connection to work in a new location is important.

1.3 Competitive Analysis

Building further from the interviews, I decided to study competitors that are currently incorporated with companies in the booking process.

 SAP Concur	 ctm	 Expedia
Strength <ul style="list-style-type: none">- Provide special rates from Marriott hotels- Employees create and compile their own expense reports- Managers can look at employees' expenses, approve or disapprove charges Weakness <ul style="list-style-type: none">- More risks when company do travel auditing- Long itemizing process when tracking expenses to compile reports- Interface can feel overwhelming and not intuitive	Strength <ul style="list-style-type: none">- Employees has to use a credit card, which most of the time, help them earn points for personal use- Straight forward and easy to use Weakness <ul style="list-style-type: none">- Employees has to book hotels, cars, flights as a bundle at the same time- Cannot alter booking once everything is placed- Very limited hotel options- Filing reimbursement has to be done in a separate portal	Strength <ul style="list-style-type: none">- User-friendly, easy to navigate, professional interface- Intuitive, clean interface- Bundle deals when booking multiple Weakness <ul style="list-style-type: none">- unreliable customer service (long wait and chat bot automatically closed on customer)- Needs a good reason to cancel bookings, which most of the time lead to customers having to call in customer service- No personal connection with the users caused by bad customer services, lack of representatives to answers customer problems

Summary & Opportunity

The booking process is straight forward across platforms. Most don't have the functionality to sort hotels by minutes.

Besides aiding the process of hotel searching, there is a huge opportunity for easeCommute to continue to serve users after their trip to get that full user experience.

One common problem I noticed for employees when the booking was when they have to gather receipts and proof to get reimbursement. I feel easeCommute should allow users to easily find their receipts, and allow them to fill out reimbursement form electronically.

1.4 Possible Features

After learning about the users and the competitors, I listed out pain points and brainstormed possible solutions next to each pain points.

Pain points	Possible solutions
Trouble finding hotels commutable to work	Help locate hotels based on minutes of commute (by foot or car)
Interviewees mentioned about only willing to commute maximum 30 minutes	Provided an option to look up hotels in proximity of commute in 5, 10, 15, 20, 25, 30 minutes
Trouble finding reliable Internet connections, meeting rooms, computer rooms, etc. at hotels	Provide reviews from reliable sources like Google to give insight on amenities for business travelers
Trouble finding a place to eat nearby in a new city	Provide features to find commutable restaurants similar to the hotel booking process
Cannot book hotels, read reviews, find restaurants, without using multiple platforms	Provide the ability to read reviews, pictures, restaurants within walking distance all in one
Hotel services don't look like advertised	Provide reviews and feedback from co-workers who booked the hotel before. Provide pictures taken and posted by real customers
Non-intuitive and overwhelming interfaces	Provide an intuitive and simple interface. Balance between white spaces and brand color.
Unable to edit booking	After the hotel is booked, it will show up on the home screen under " Upcoming trip ", tapping the booked hotel, users will be able to edit/alter booking within a timeframe

1.4 Possible Features Continue

Not hotel booking related, but will be beneficial after traveling for expense reports and reimbursement purposes

Pain points	Possible solutions
Has to fill out a form on a different portal for reimbursement	Provide ability to fill out the form through the app
Has to print and keep track of receipt to submit after travel as proof of expenses	Receipt of expenses saved on the app, emailed, and texted (optional). Post travel, users can fill out reimbursement form, then add/attached the receipts already on the app

Phase 2: Information Architecture

2.1 User Stories

Let's review the given user stories

User story 1

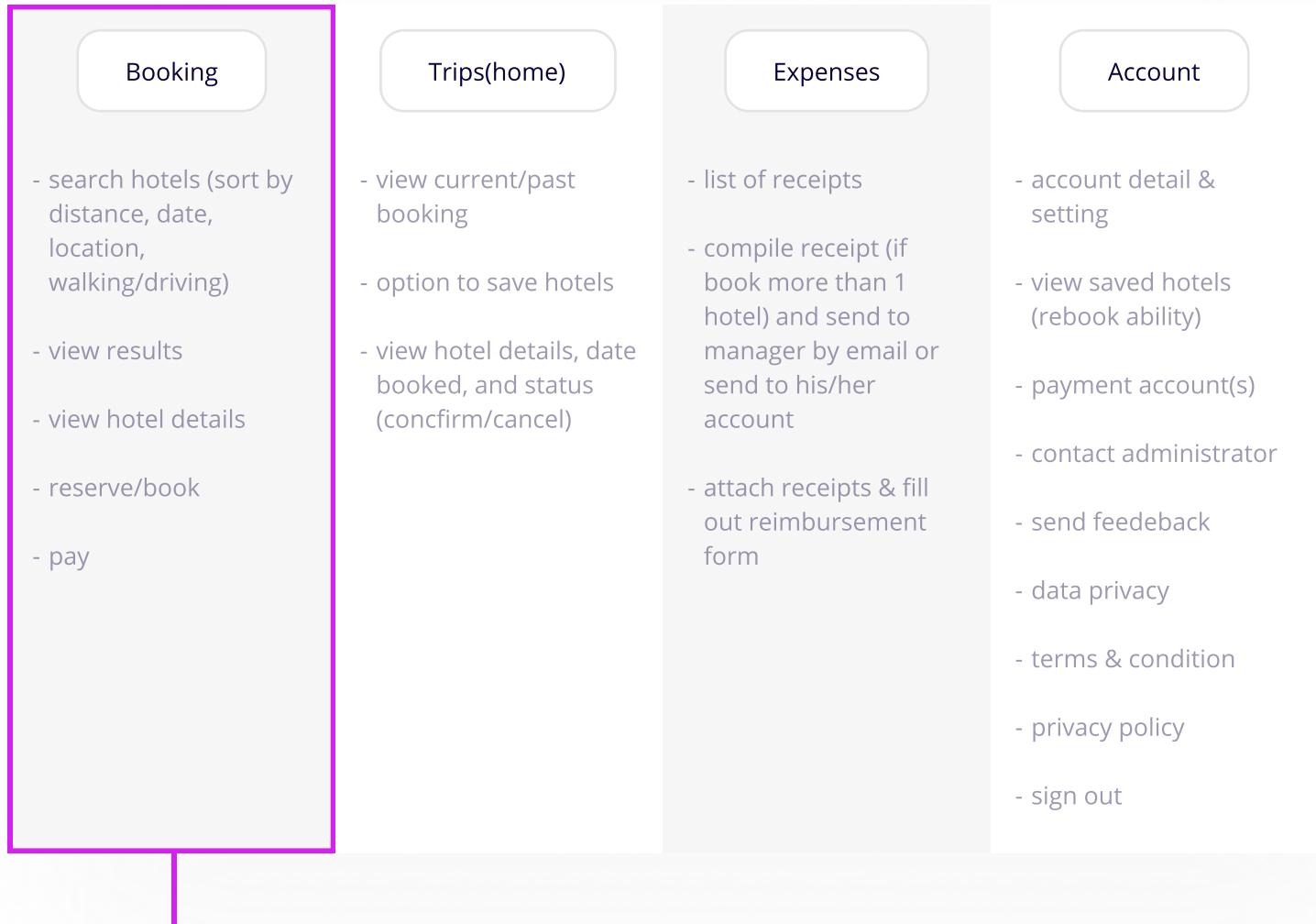
I am traveling to NYC for work and want to stay in a hotel where the commute is no more than a five-minute walk from my office.

User story 2

I am traveling to Dallas (poor public transit, lots of traffic) for work. I'll be renting a car and I don't want to get stuck in traffic, so I want to stay in a hotel that is only a 15-minute commute to the office.

2.2 Site Structure

With the possible features laid out, I moved on to visualizing the site structure. I focused on what the app's main navigation would look like and what can users do within each navigation. This navigation will be at the bottom of the screen.

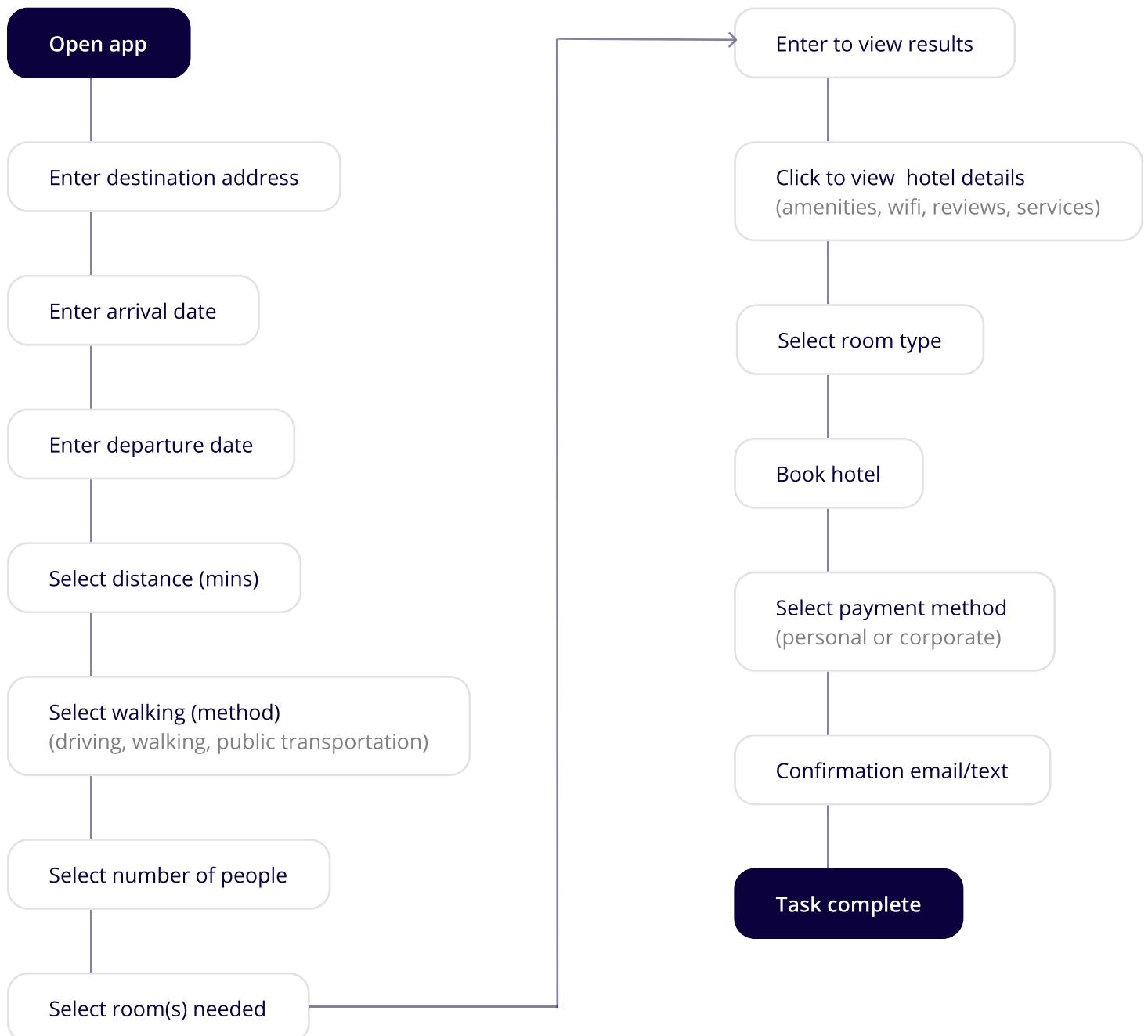


**Due to the scope of this project,
I will only be developing the
visual design for this section.**

2.3 User Tasks

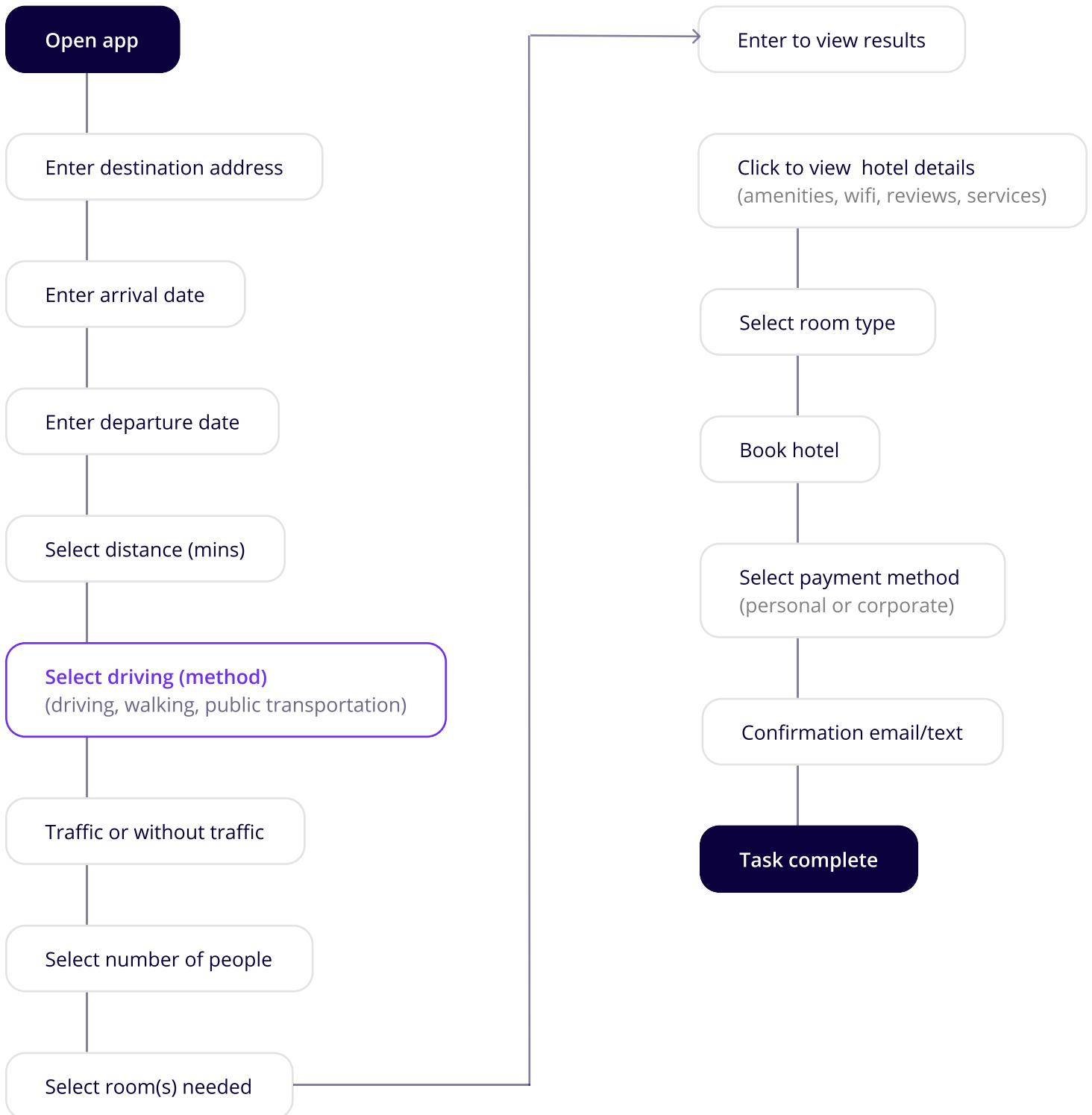
User story 1

I am traveling to NYC for work and want to stay in a hotel where the commute is no more than a **five-minute walk** from my office.



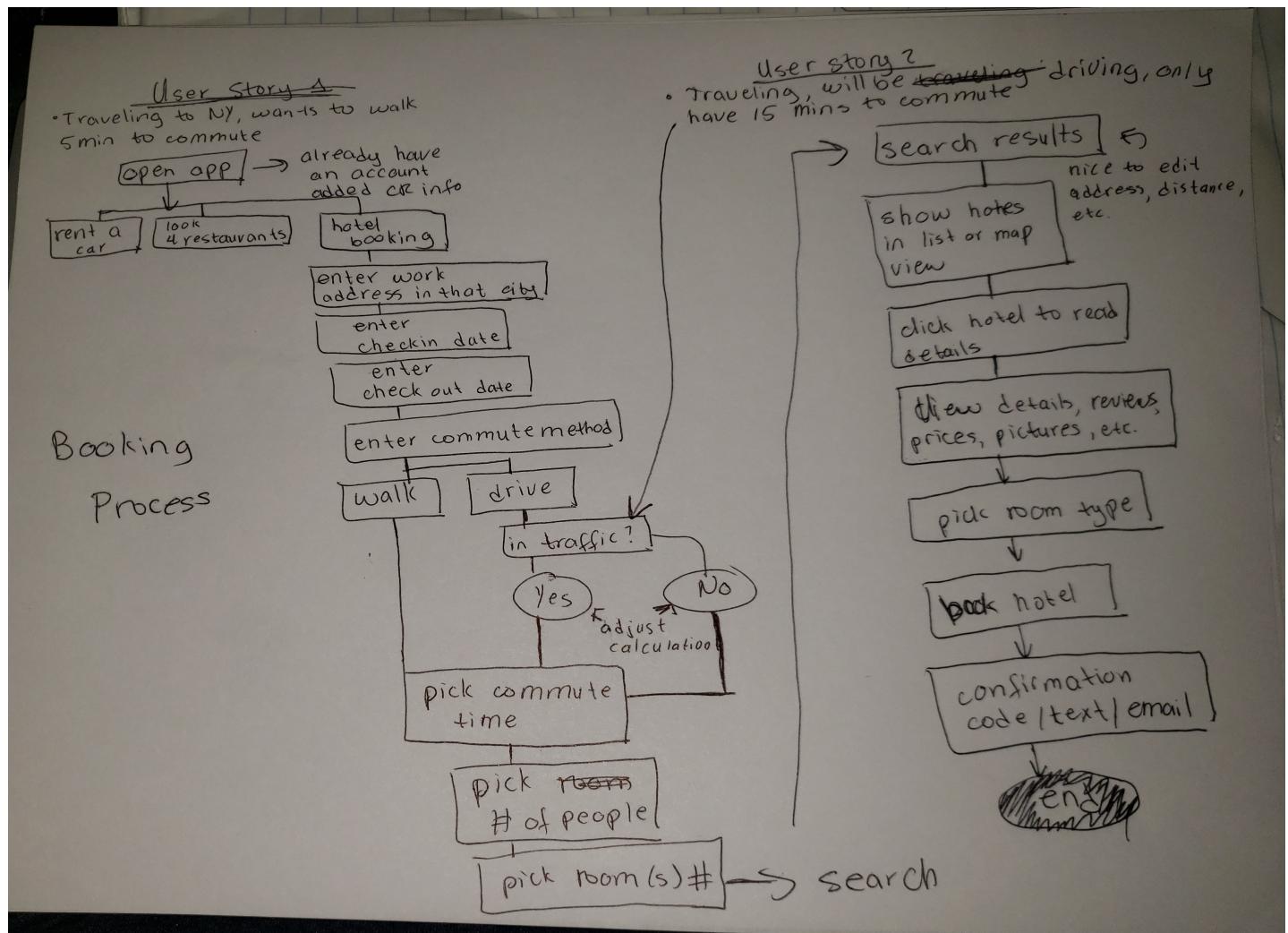
User story 2

I am traveling to Dallas (poor public transit, lots of traffic) for work. I'll be renting a car and I don't want to get stuck in traffic, so I want to stay in a hotel that is only a **15-minute commute** to the office.



2.4 User Flow

I decided to draw out the user flow on paper because this step is messy and working on paper is easier to erase the thought process that is not working out.



Phase 3: Branding

3.1 Overall Branding

easeCommute stands for the commute with ease, seamless, and worry-free. Visually, its balance color palette, icons, and typefaces provide a modern and minimal feel. Aiding functionality while aesthetically pleasing to help users easily read through abundant data.

3.2 Color Palette

The color palette composed of a dark and bright shade of purple. They are sharply contrasted, making it **ADA compliance** and easily seen under a bright light in situations where users will use the app outdoor.

Primary color(s)



#6D30F0



#6D30F0 opacity: 10%

Use as **call-to-action** indicator, links, buttons

Use as light background **call-to-action** button color

Secondary color(s)



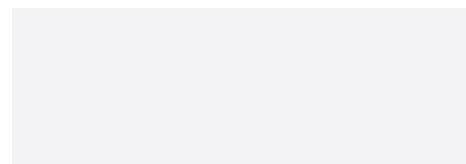
#0A013D

Use as font color



#0A013D opacity: 90%

Use as the background overlay color



#0A013D opacity: 5%

Use as box shadow for input boxes

3.3 Typefaces

There are two main typefaces: **Roboto Slab** and **Open Sans**. Robotto Slab is used for headers and Open Sans is used for body text.

Header 1

Roboto Slab, Regular, 28px

Header 2

Roboto Slab, Regular, 26px

Header 3

Roboto Slab, Regular, 24px

Header 4

Roboto Slab, Regular, 22px

Header 5

Roboto Slab, Regular, 20px

Header 6

Roboto Slab, Regular, 18px

Paragraph title

Open Sans, Bold, 16px

Main body

Open Sans, Regular, 14px

Sub-text

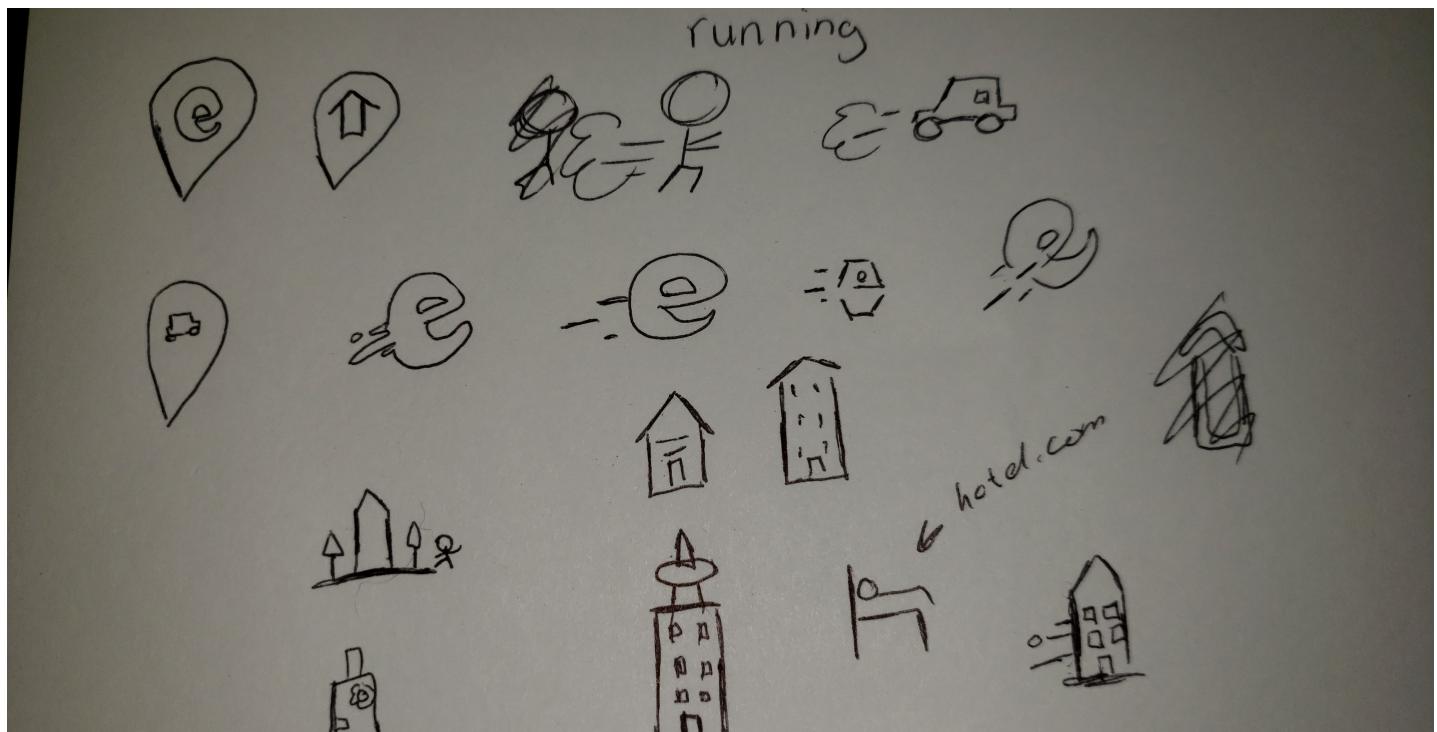
Open Sans, Regular, 12px

Helper text

Open Sans, Light, 10px

3.4 Logo

Below are some sketches idea for **easeCommute** logo

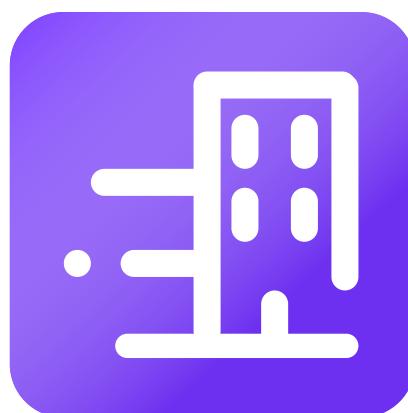
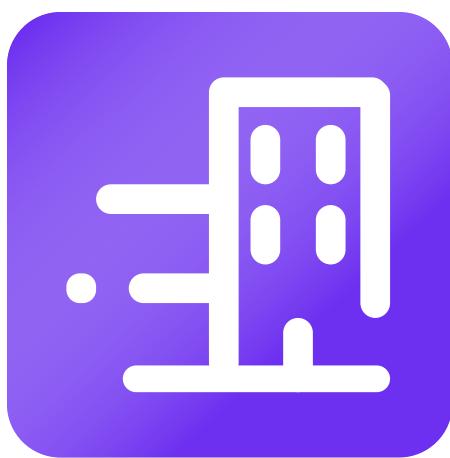


Mobile app icon sizes for Apple in pixels

167 x 167

152 x 152

120 x 120

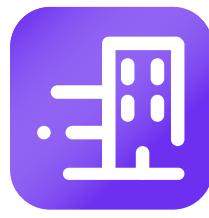


87 x 87

80 x 80

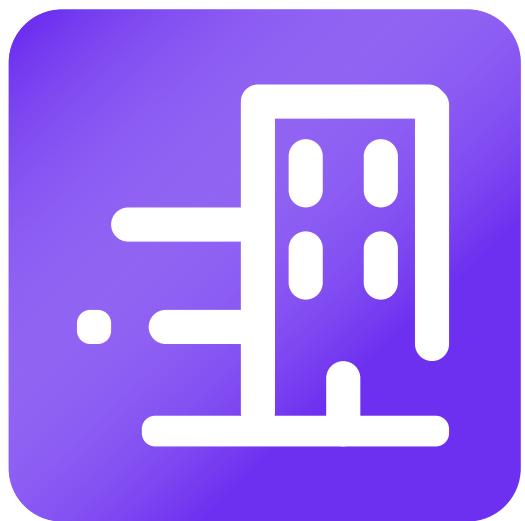
76 x 76

66 x 66

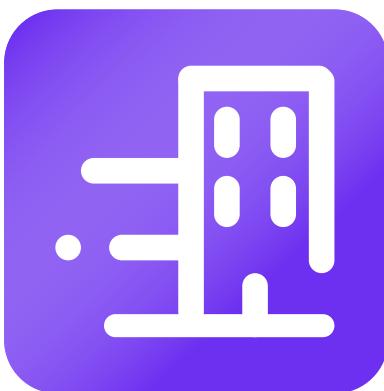


Mobile app icon sizes for Android in pixels

192 x 192



144 x 144



96 x 96



88 x 88



72 x 72



66 x 66



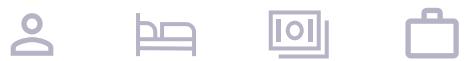
64 x 64



3.5 Icons

I utilized the **Google Material Design** icons for the prototype. Some icons used are shown below

Navigation icons



Default icons color

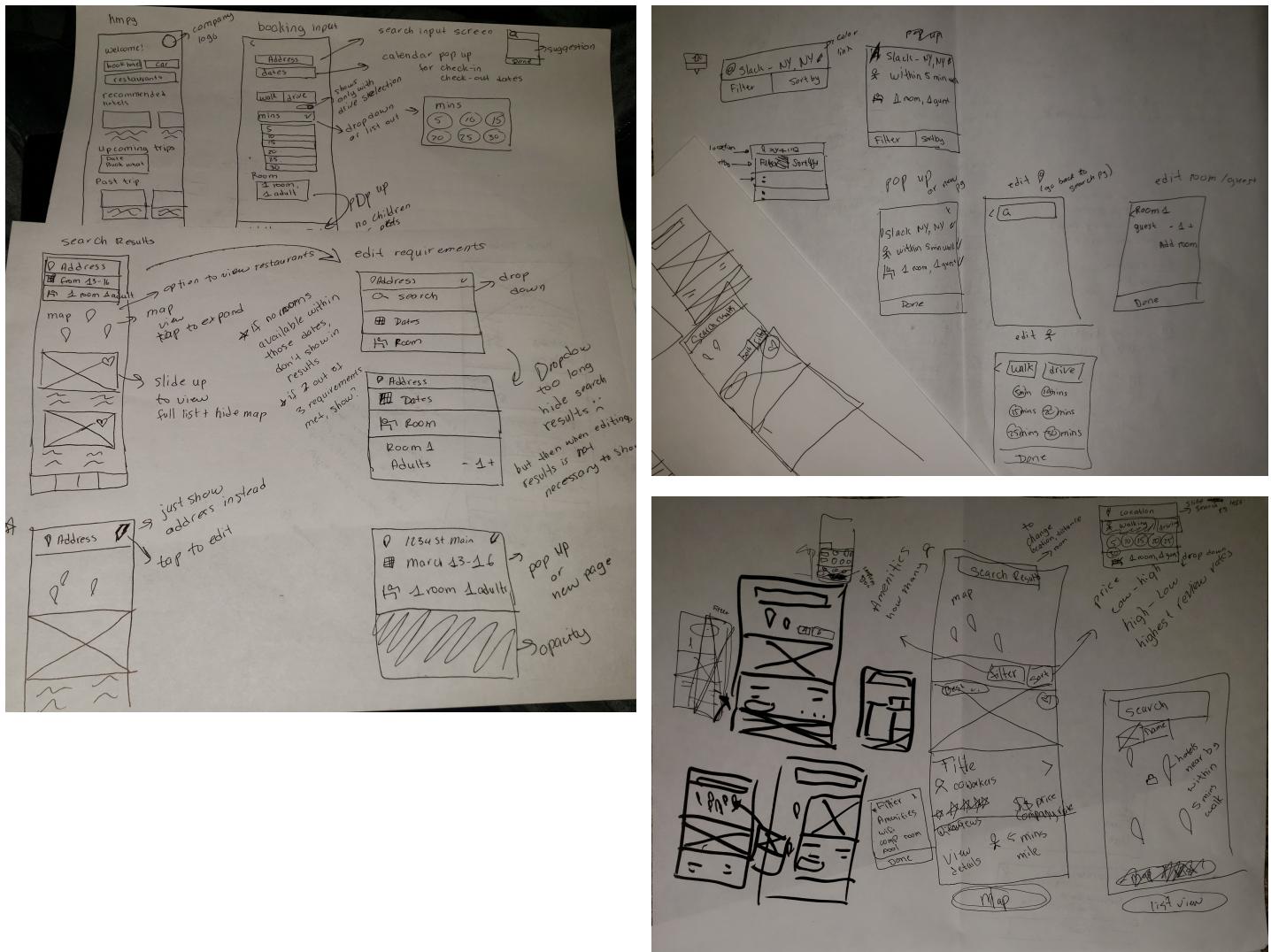


Active (CTA) icons



Phase 4: Design Mockups

4.1 Sketches

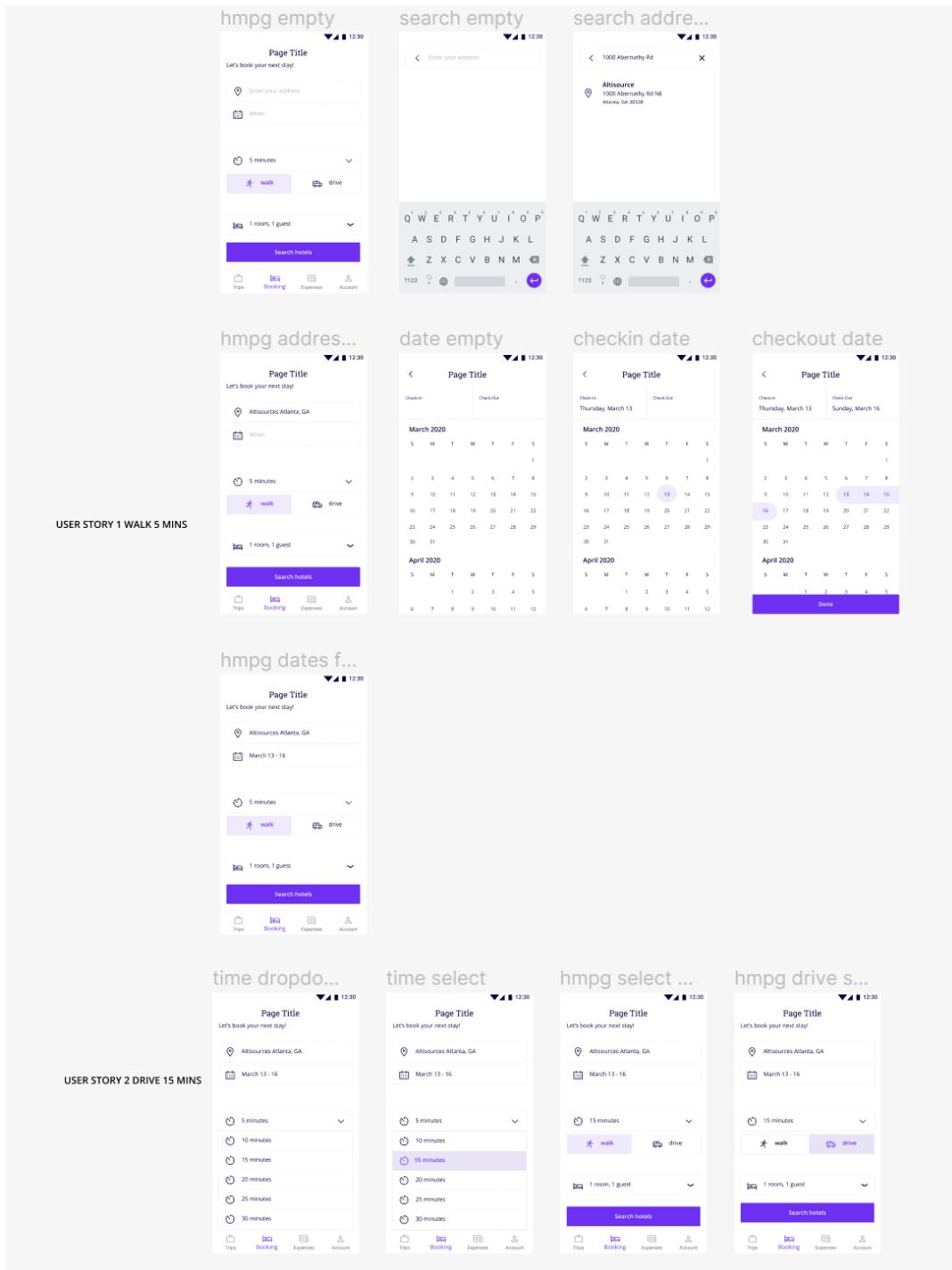


4.2 Medium-Fidelity & Usability Test

Due to the time constraint, I decided to create a medium-fidelity combining the low fidelity and applying the styling. I tested the flow with **2 users** who were able to meet up with me in short notice.

Task 1: Users were asked to look up hotels by inputting the requested information. I wanted to see if there are any confusion regarding the searching flow.

Search process for user 1 and 2.



Task 1 findings

There were no trouble going through the search inputting process.

The main problem was that originally, this would be the app's homepage. Users felt this is too much to ask for when they first open the app.

As a result, I decided to move the home page to the “Trip” tab. This will have a welcome message, show upcoming/past trips, and options to look up hotels, car rental, or restaurants lookup.

Task 2: Once landed on the search results page, how do users interpret the screen? what do they think they can do?

Result screens

results

Altisource Atlanta, GA
Within 5 minutes walk
1 room, 1 guest March 13 - 16

The Westin Atlanta Perimeter North

★★★★★ \$111/night
612 reviews 5 min walk/.5 mile

Hilton Atlanta Perimeter Suites

★★★★★ \$108/night
479 reviews 5 minutes walk

Courtyard by Marriott Atlanta Perimeter Center

★★★★★ \$183/night
912 reviews 6 minutes walk

hotel details

The Westin Atlanta Perimeter North

★★★★★

\$111/night

612 reviews

5 minutes walk

7 Concourse Pkwy NE, Atlanta, GA 30328

(123) 456-7891

About this hotel

Address
contact number
About this hotel
amenities
map
reviews
photo reviews
cancellation policy
other fees

Amenities

Book

Task 2 findings

Users were confused about how they can change to the “map view”

Users were confused as to how they can change the address on this page if they want to look up a new location

Users felt they needed more information on each hotel, such as whether the provided rate is a good deal

One user mentioned how it would be beneficial if she can see how many co-workers had booked the same hotel before.

As a result, I aim to work on providing more information for each hotel's results. Adding how many co-workers had booked the hotel and a “view details” button to be more clear that there is more information to view for each hotel results.

4.3 High-Fidelity

I took the feedback and findings from the usability tests and improved it with a full high fidelity wireframe

The image displays six high-fidelity wireframes arranged in a grid, illustrating the improved user interface for a travel application based on user feedback.

- Home page:** Shows a header "Let's plan your next trip!", two main buttons "Book a hotel" and "Rent a car", a search bar "Find a restaurant", and a yellow info box about COVID-19 travel guidelines. It also features a section for "Recommended hotels by colleagues" with a thumbnail image and four navigation tabs: Trips, Booking, Expenses, and Account.
- Hotel booking:** A form for entering destination address and travel date. It includes a dropdown for commuting mode ("walk" selected) and duration ("5 minutes").
- Address input:** A search interface for "Slack" at "436 Lafayette St #6th, New York, NY 10003".
- Dates input:** A "Select dates" screen showing a calendar for March 2020 and April 2020. The date "13" is highlighted in purple. A "Done" button is at the bottom.
- Room edit:** A "Hotel booking" screen for "Slack - New York, NY" with travel dates "March 13 - 16". It shows a dropdown for commuting mode ("walk" selected). Below it is a "Room edit" section for "Room 1" with a guest count of "1".
- Calculator:** A standard numeric keypad with operators (+, -, *, /, %) and a search icon.

Hotel booking for walker

12:30

Hotel booking

Where are you going?

- Slack - New York, NY

March 13 - 16

How are you commuting to the office?

- walk
- drive

⌚ 5 minutes

You are looking for:

- 1 room, 1 guest

Search hotels

Hotel booking for driver

Hotel booking

Where are you going?

- Door.com - Dallas, TX

March 13 - 16

How are you commuting to the office?

- walk
- drive

⌚ 5 minutes

⌚ 10 minutes

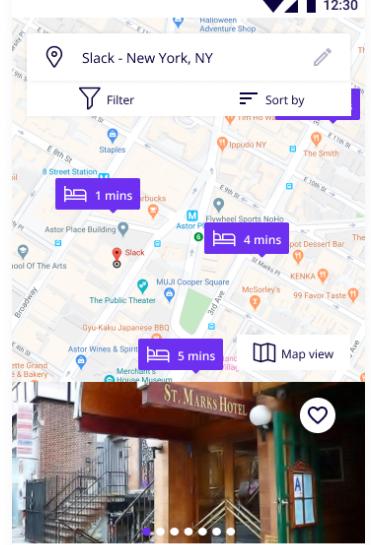
⌚ 15 minutes

⌚ 20 minutes

⌚ 25 minutes

⌚ 30 minutes

Result page



St Marks Hotel

28 of your co-workers stayed here

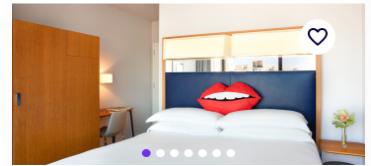
★★★★★ 612 Google reviews

\$102 per night

Company rate

View details

⌚ 4 minutes
0.2 mile



The Standard, East Village

38 of your co-workers stayed here

★★★★★ 612 Google reviews

\$194 per night

Company rate

View details

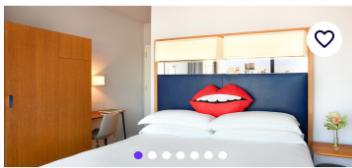
⌚ 5 minutes
0.3 mile



Hotel details

12:30

Hotel details



The Standard, East Village

38 of your co-workers stayed here

★★★★☆
612 Google reviews

\$194 per night
Company rate

25 Cooper Sq, New York, NY 10003
(123) 456-7891

5 minutes
0.2 mile



About this hotel

This walk-up hotel on the corner of a bustling street in the East Village was once home to one of New York City's hottest jazz clubs, and is 5 minutes by foot from the stately arch of Washington Square Park. The closest subway station is a 2-minute walk away.

Amenities

wifi

Baggage storage

Bar

Free public parking

Free breakfast

Not ready to book now?
We can reserve your room for up to 14 days at no charge.

[Reserve](#)

Photos posted by reviewers



Co-workers who stayed here



Reviews

Sarah King Co-worker
1 week ago on ★★★★☆

Friendly, approachable and knowledgeable staff that go above and beyond to make your stay comfortable and care free.

Jeremy Hays ★★★★☆
3 weeks ago on

The staff was amazing and very helpful. The food in the cafe was delicious...and the bed..omg.. really was like a cloud

Christina Valentine ★★★★☆
1 month ago on

Staff was very professional & accommodating. Room service food was delicious. Location perfect for our needs.

[Show more](#)

Important Information

Guests are required to show a photo ID and credit card upon check-in. Please note that all Special Requests are subject to availability and additional charges may apply. Guests must be 21 years of age or older to check in.

[Select a room](#)

Room selection

12:30

Hotel details

Rooms available

\$194 per night

Standard double room
1 double bed | sleeps 2

- 1 +

\$202 per night

Standard double room w/
queen bed
2 double beds | sleeps 2

- 0 +

\$209 per night

Standard twin room
2 twin beds | sleeps 2

- 0 +

\$223 per night

Suite
2 double beds | sleeps 4

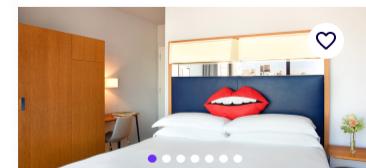
- 0 +

[Done](#)

Room selected page

12:30

Hotel details



The Standard, East Village

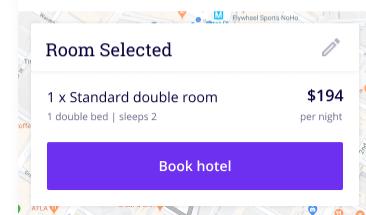
38 of your co-workers stayed here

★★★★☆
612 Google reviews

\$194 per night
Company rate

25 Cooper Sq, New York, NY 10003
(123) 456-7891

5 minutes
0.2 mile



Booking confirmation

12:30

Booking Confirmation

You are looking to stay at:

The Standard, East Village

25 Cooper Sq, New York, NY 10003
(123) 456-7891

Personal Information

Name	Jon Doe
Email	jd@email.com
Phone number	(123) 456-7891

Booking Information

Check-in 1 double bed sleeps 2	March 13, 2020
Check-out	March 16, 2020

Room 1 Standard double room	1 adult
--------------------------------	---------

Charges

Cost per day	\$194.00
3 days cost	\$582.00
Promo code Add promo code	

Company discount (5%)	-\$21.10
Taxes	\$40.00

Total Due	\$520.90
-----------	----------

Payment Method

Corporate card Card ending - 1234	<input checked="" type="radio"/>
Personal card Card ending - 5678	<input type="radio"/>

[Submit](#)

End of user journey

12:30



You are all set!

A confirmation was sent to your email and text message. You can also locate your confirmation information inside your account navigation option.

[Close](#)

4.4 Next Steps

I would do more usability tests if there were more time and more participants.

I would expand the designing error screens and different states of components (active, disabled, warning, success).

I would love to create illustrations to give the product a more unique feel.

4.5 KPI (Key Performance Indicator)

To verify the product's success, there has to be some metric measurement to measure its performance. Some possible **KPI** are:

How many downloads from the app store within the 1st quarter? 2nd? 3rd? is it increasing or decreasing?

What are the reviews saying on the app store?

Are there any organizations/institutions reaching out to implement easeCommute within their organization?