

Safely

Travel and See The World,
Safely.



Safely

THE PROBLEM:

User concerns over public safety and the use of deceptive photos by hotels and rental properties.

THE SOLUTION:

Our solution is to build an app that will contain relevant information on a location, specifically public safety of the surrounding area and allow previous guests to upload recent photos.

MY ROLE: UX designer, UX Researcher

TOOLS: Figma, Google



User Research

Sabrina | Vincent

Challenge 1

Proto-Persona

User

Lana Johnson, 34 years old

User Needs

- Wants to be able to find information on one platform instead of multiple.
- Wants more information about public health regulations for chosen destination.
- Wants additional recommendations for activities and local events.
- Needs to find the best deals within the budget.

Behavioral Demographics

- Likes traveling solo
- Is a frequent flyer
- Is a mobile user
- Experience chaser

Pain Points

- Has major health concerns regarding travel.
- Overwhelmed by the amount of travel resources available.
- Travel Expenses.
- Planning and coordinating trips can get complicated and frustrating.
- Possible solution is to compile and provide all important information in one location.



Safely

Research Methodology



We conducted 5 Interviews using 15 Questions to gain insights on current attitudes towards travel and learn what motivates people when planning a trip today.



Interview Questions

"What is the biggest Pain Point when booking a vacation today?"

"How big a factor is budget/price when planning?"

"Tell us about your health concerns when booking a vacation today?"

"What is the hardest part about making travel plans in the post-pandemic world?"

"How much do you consider health factors when choosing a destination?"

"Tell us about your most recent trip and experience?"

"How does it compare to trips pre-pandemic ?"

"How much research do you do when choosing a destination ?"

"Tell me about a time when you researched your destination and wasn't to your liking?"

"What factors influence your decision making process when traveling? Word-of-mouth? Travel Sites? Ect?"

"Do you prefer traveling in a group or solo setting, why or not?"

"How big of factor is population when booking hotel/Airbnb?"

"When booking a trip how much does 'peak season' factor into your choice? Is it more or less important now?"

"What type of activities do you enjoy doing on your vacations?"

"Describe some of the challenges you faced when not all the activities/amenities were available ? "

Interview Transcripts



*"Cost to travel is expensive would like more
Price Transparency"*
-Bailey Age 26



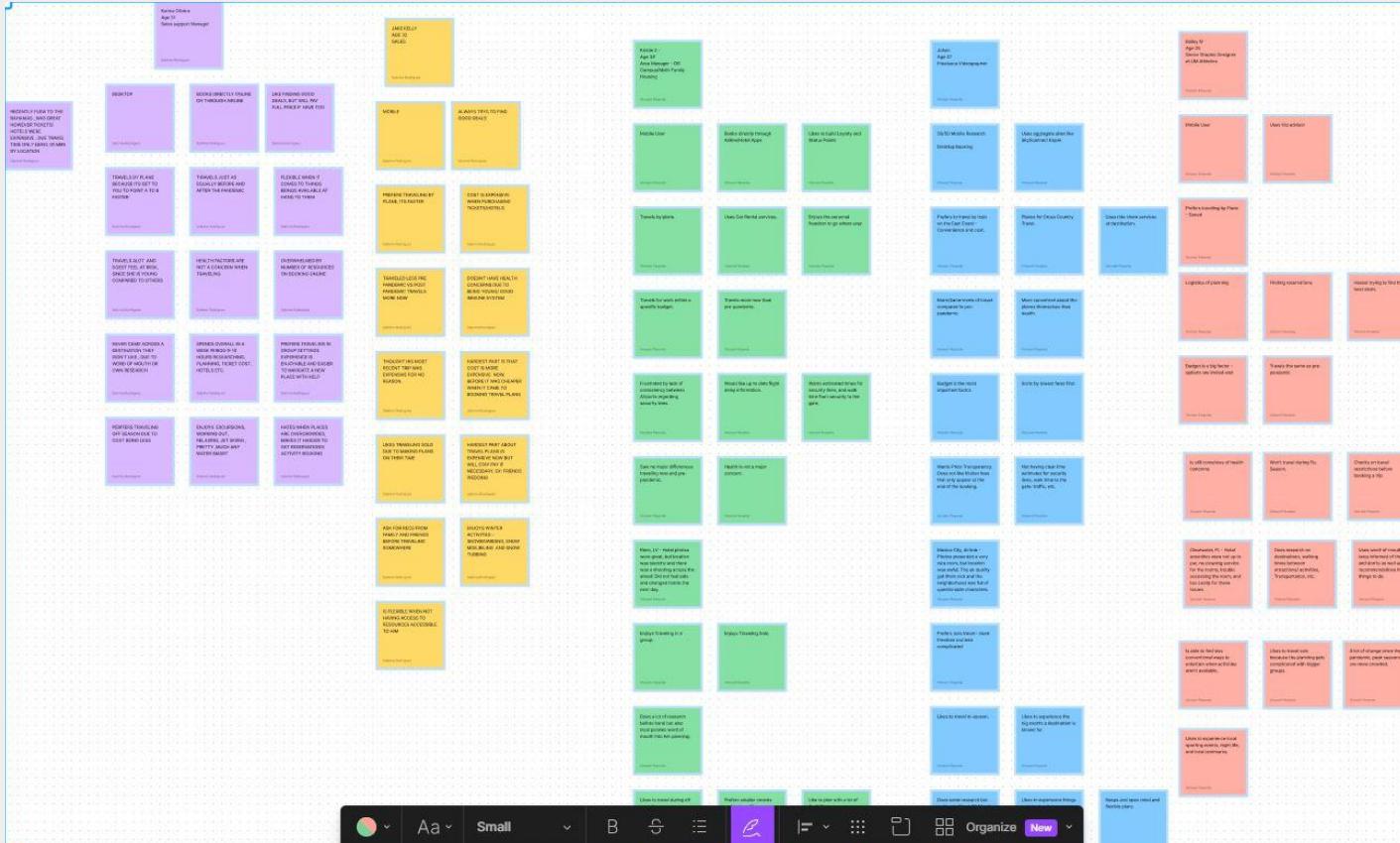
*"Spends 8-10 hours overall in a week period
researching, planning, ticket cost, hotels, etc"*
-Karina Age 31



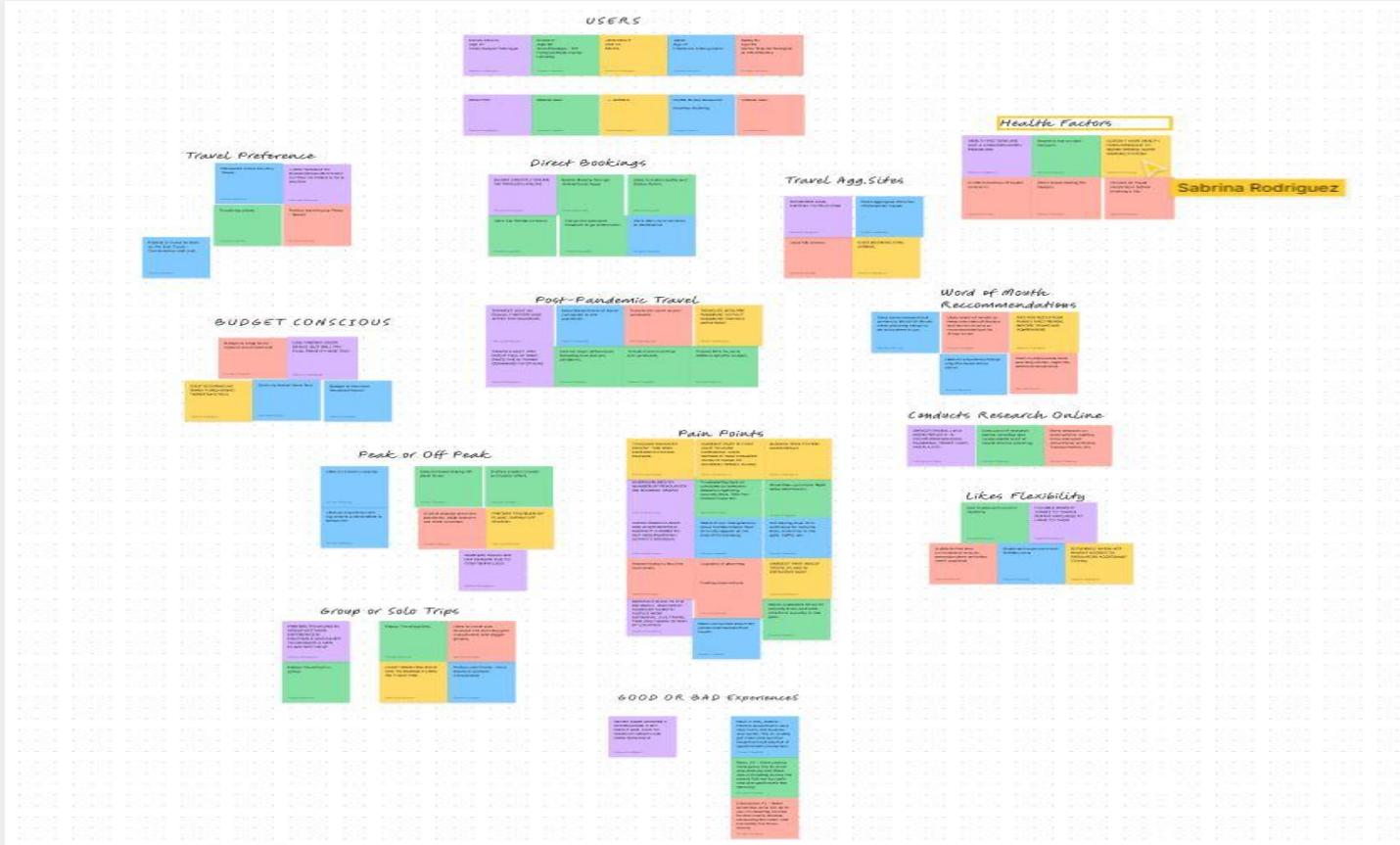
*"I like to use word-of-mouth recommendations
from friends to keep informed of the do's and
don'ts as well as fun, unique activities"*

-Kristy Age 38

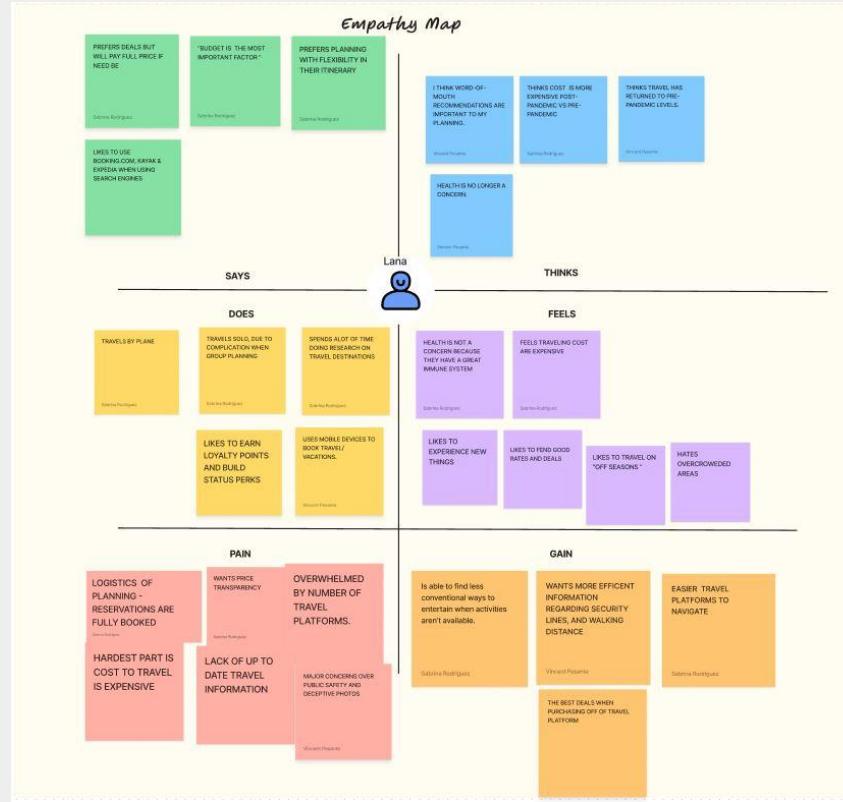
User Insights



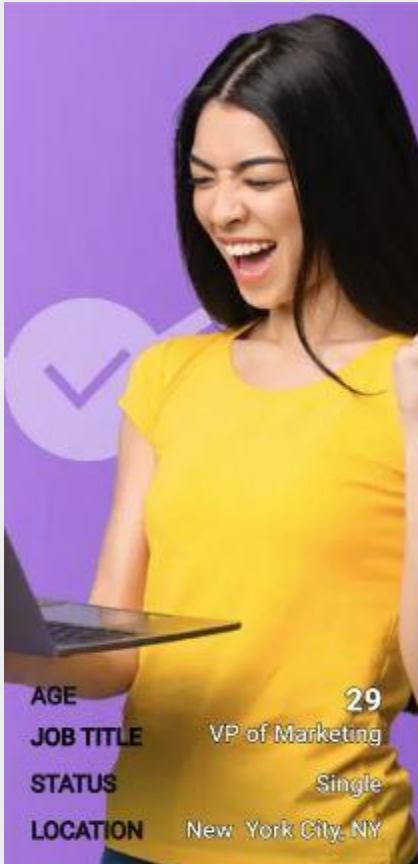
Affinity Diagram



Empathy Map



User Persona



AGE

29

JOB TITLE

VP of Marketing

STATUS

Single

LOCATION

New York City, NY

PSYCHOGRAPHICS

Loves to travel
Experience Chaser
Foodie

ABOUT

Marketing professional who travels for work and leisure. Health concerns are minimal but now personal safety has become more important after a few bad experiences. Mobile User primarily. Does a lot of research and likes to get word-of-mouth recommendations from friends and family.

KNOWN HABITS

- Always searches for the best deals. Will compare several carriers and hotel chains.
- Enjoys building loyalty points and earning status upgrades.
- Likes to travel solo. Finds group trips fun, but too complicated to coordinate.

GOALS

- Wants to find all relevant information in one location. Updated travel notifications, Boarding times, Security wait times, etc.
- Would like to be given more information regarding the public safety of the surrounding area.
- Is hoping to find more attractions and activity recommendations in one place

Lana Johnson

PREFERENCES

Mobile User
Frequent Flyer
Solo Travel
Budget Trips



FAVORITE TRAVEL SERVICES



[Booking.com](#)

PAIN POINTS

- Overwhelmed by the number of travel platforms, Gets lost in the search process.
- Has major concerns when it comes to public safety and deceptive photos
- Cost to travel is expensive, would like more Price Transparency
- The logistics of planning when things are fully booked

User-Persona

<https://www.figma.com/file/KxrCm71YjNs4wyJlc8FozL/Sabrina-%7C-Vincent-01.3-03-Proto-Persona-into-User-Persona?type=design&node-id=0%3A1&mode=design&t=DpS8Bvg9E3DZhCMH-1>

Affinity Diagram & Empathy Map

<https://www.figma.com/file/4EIHn3VV9xSQFt1X9j4llc/Sabrina-%7C-Vincent-User-Interview-Insights?type=whiteboard&node-id=0%3A1&t=JPslc5mrr5pWVPrj-1>

Definition & Ideation

Vincent

Homework 2

User Insight

Lana, a bright-eyed marketing professional that's always on the go, wants a more secure way of booking lodging when traveling due to an emerging trend where photos of a stay can be deceptive and have made her feel unsafe when visiting new, unfamiliar locations.

How might we help Lana, who is worried about her personal safety when traveling, feel more secure when booking lodging in unfamiliar destinations?

Problem Statement

Travel sites today can often show deceptive photos of a location and not provide enough information about the surrounding area, leading renters arriving at a stay to not feel safe or secure.

How might we improve the listing process so potential renters are able to see accurate photos and a more detailed breakdown of the surrounding areas so that they might feel more confident when booking vacations to unfamiliar destinations?

Ideation

I like

What do you like?

I like when a listing has more than 2-3 photos.

Vincent Pezzato

I like seeing customer reviews of a property/hotel.

Vincent Pezzato

I like when the photos of a location match what I experience personally.

Vincent Pezzato

I like that rental apps allow you to see the property on a map.

Vincent Pezzato

I like when a listing gives you information about what landmarks and amenities are close.

Vincent Pezzato

I wish

What's missing? What did you expect?

I wish I could be able to use google 'street view' within the app.

Vincent Pezzato

I wish I could see previous renters photos of a property/hotel.

Vincent Pezzato

I wish I could learn more about the neighborhood I chose to stay in.

Vincent Pezzato

I wish I could see how close things like the police station, embassy, hospitals were to my stay.

Vincent Pezzato

What if...

What else could we try?

What if there were a minimum amount of photos a host was required to post?

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What if there was a way to explore the surrounding area within the app?

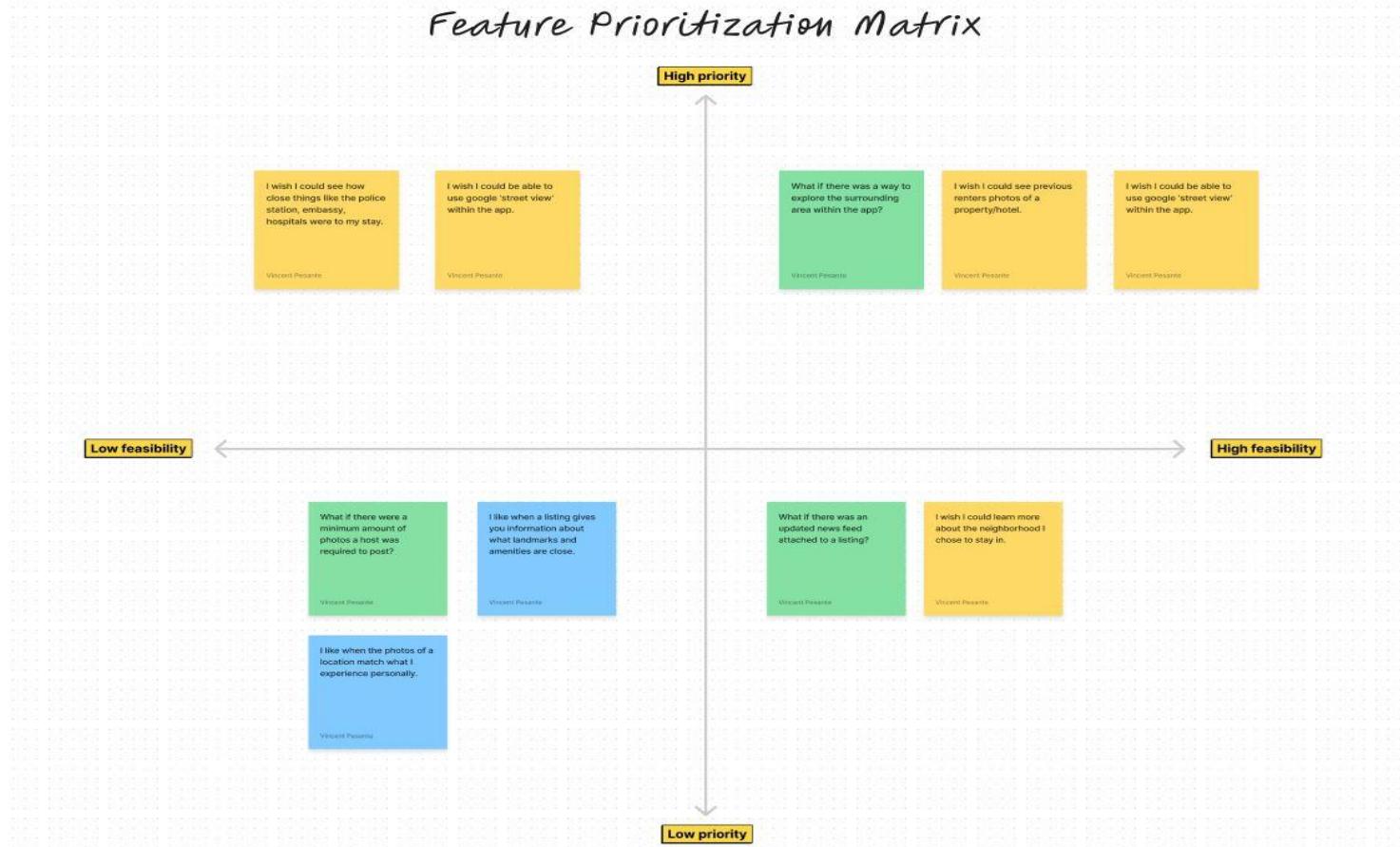
Vincent Pezzato

What if there was an updated news feed attached to a listing?

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<https://www.figma.com/file/3CMr0FTpnnuBMn9FYGSbyA/Untitled?type=whiteboard&node-id=0%3A1&t=Rlpfp8Y1jMHw3lir-1>

Feature Prioritization Matrix



Value Proposition

When you plan your next trip, whether for work or leisure, be sure to travel *Safely*.



Storyboard

Frustrated By Bad Experiences



Lana has had bad experiences booking vacations and other stays after deceptive photos led to false expectations of the location.

Safely as the solution.



With all the important information in one place, Lana feels confident in booking the rental property for her next vacation.

Overwhelmed by information



Lana wants to travel abroad but is overwhelmed by the different resources and information and is unable to book a stay without fear she'll get burned again.

Lana arrives *Safely*.



After using *Safely*, Lana arrives at her rental property to discover the place matches the photos and reviews are accurate. She feels safe and secure, and is close to all the major attractions.

Lana discovers *Safely*



Lana discovers the *Safely* app and finds a rental property she likes. She finds previous renter's photos and reviews, information about the neighborhood and more.

Safe and Secure Travel with *Safely*.



Success! Lana is beyond excited to share how *Safely* allowed her to travel abroad while feeling safe and secure wherever she decided to stay. She recommends the app to all of her friends hoping to save them from any negative experiences

User Scenario

Lana Johnson



Age: 29
Location: New York, NY
Travels Often for work and leisure.

User scenario



-Lana is traveling overseas and has had bad experiences with deceptive photos in the past. She wants to feel safe and secure when booking a stay.

Goals



- Find a platform that provides additional photos of the location and detailed information about the area.

Risks / Emotion(s)

- wants to feel safe around her surroundings when booking a trip
- hates when there isn't enough photos when booking a property

Scenario phases

Phase 1

Researches new travel destination

Phase 2

Finds current and accurate photos

Phase 3

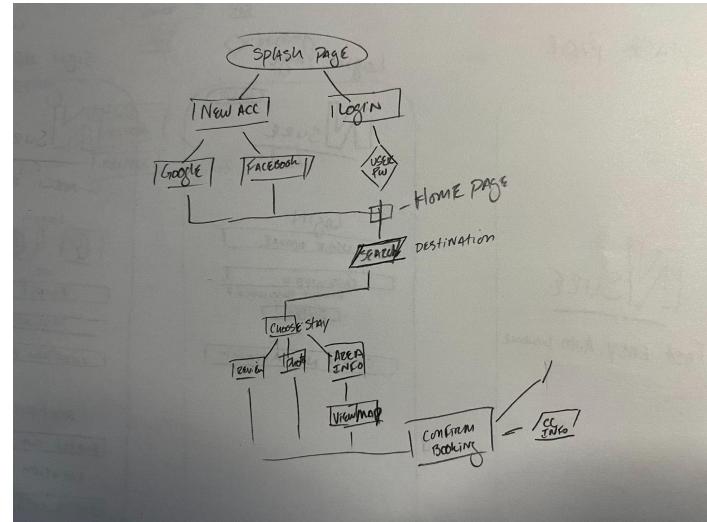
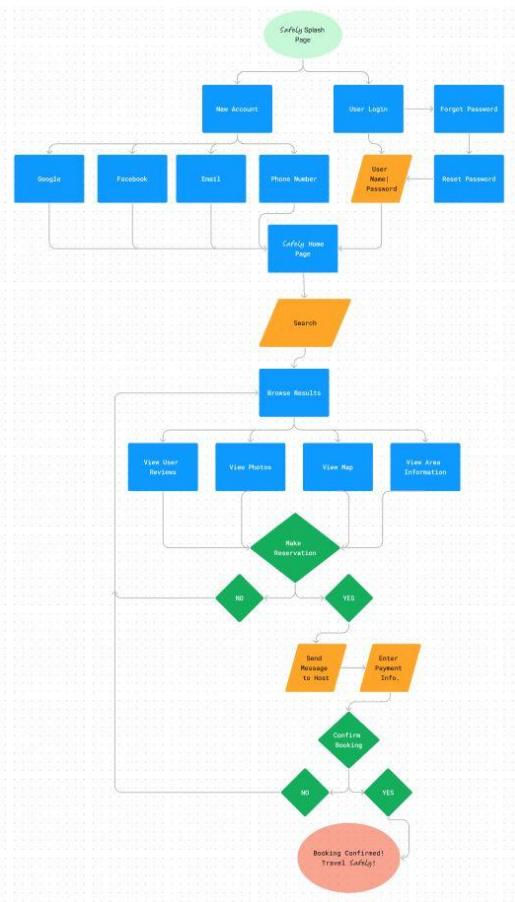
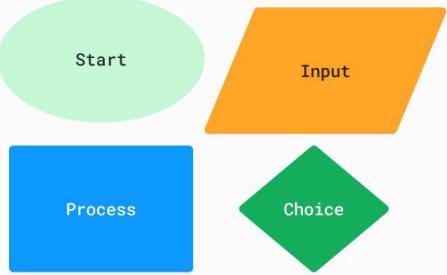
Learns detailed information about the surrounding area

End Goal

confidently books stay without fear

User Flow

Legend



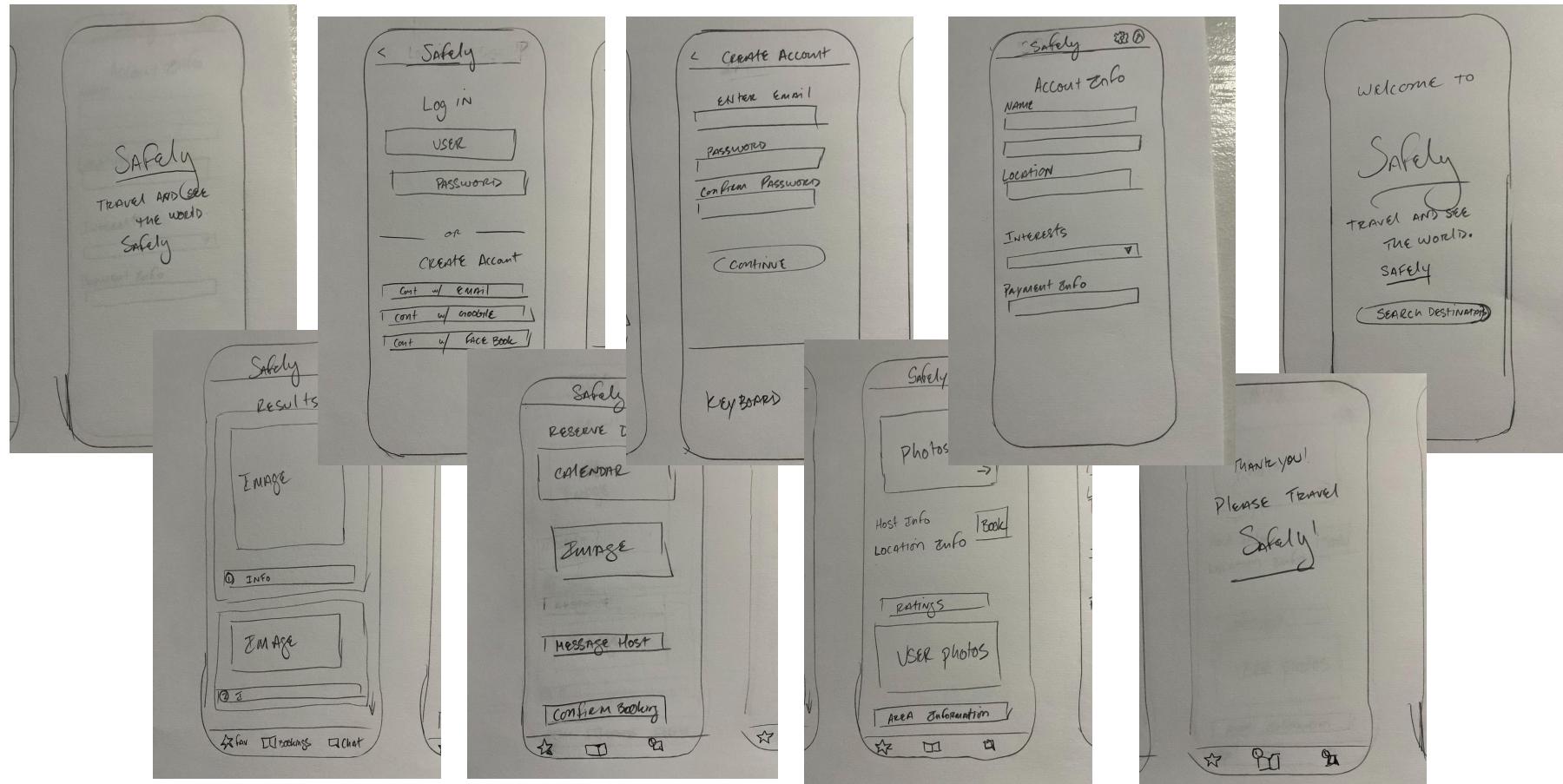
Figma File

Prototyping

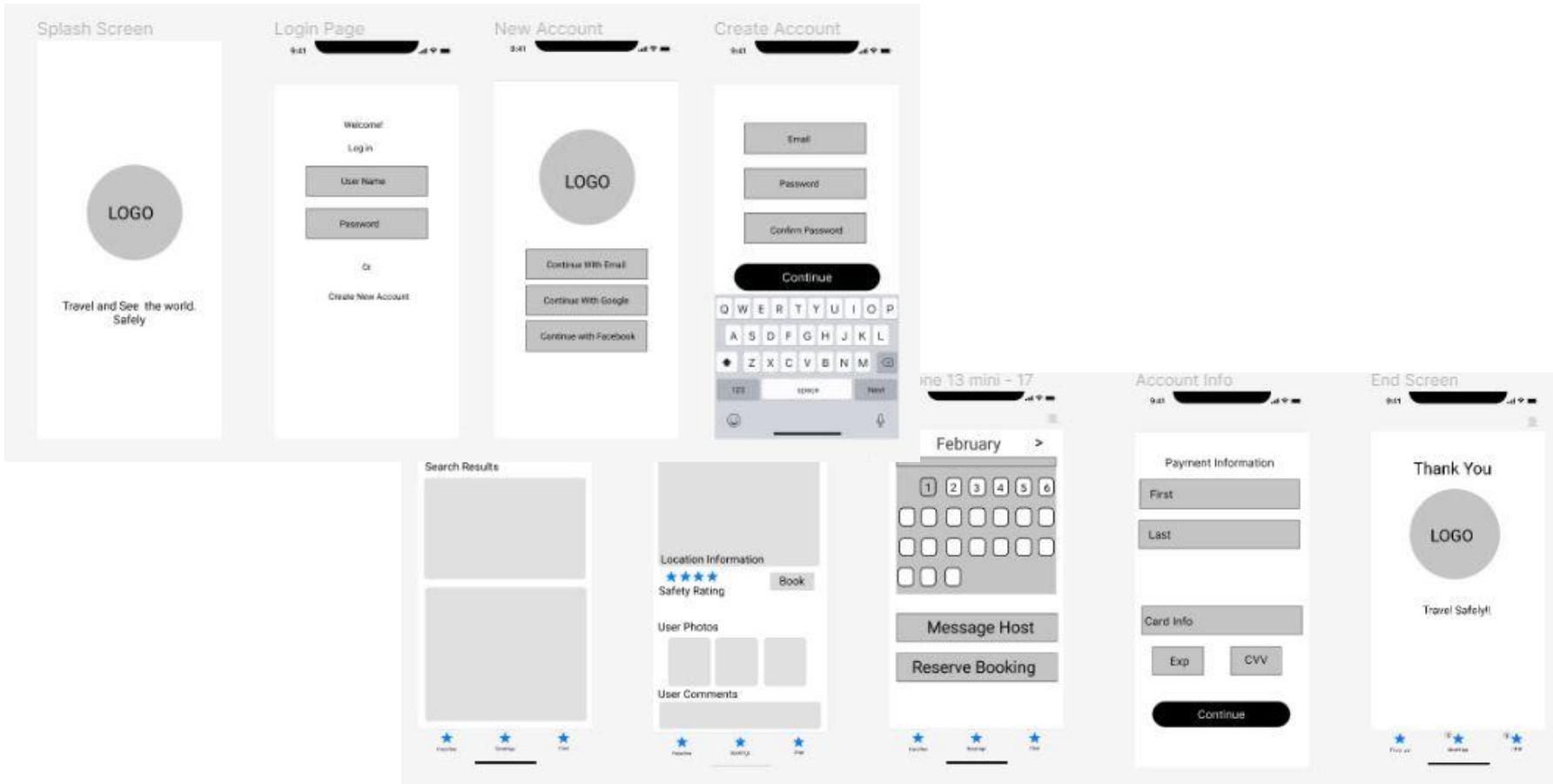
Vincent

HW 3

Sketches



Digital Wireframes



Clickable Prototype



[Figma Clickable Prototype](#)

Key Learning from User Test

Getting feedback on my design was invaluable. I learned that putting card info at during the creation of a new account would turn people off. I moved that step to the reservation phase where it makes more sense.

As a result, I developed a more sensible User Profile Page.

I was also given feedback that having the login screen and the new account options on the same page was confusing. In response, I separated the Login and Create New Account pages to make it clear.

Testing and Iterating

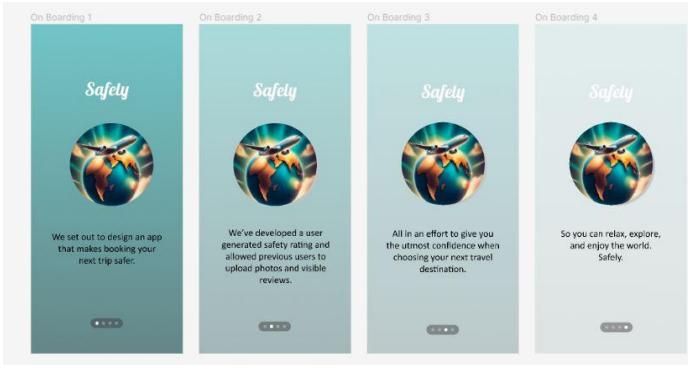
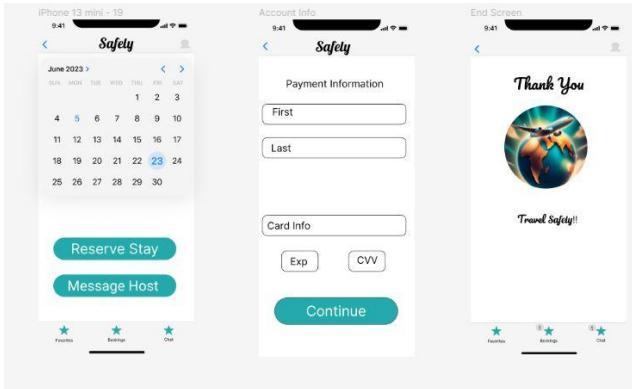
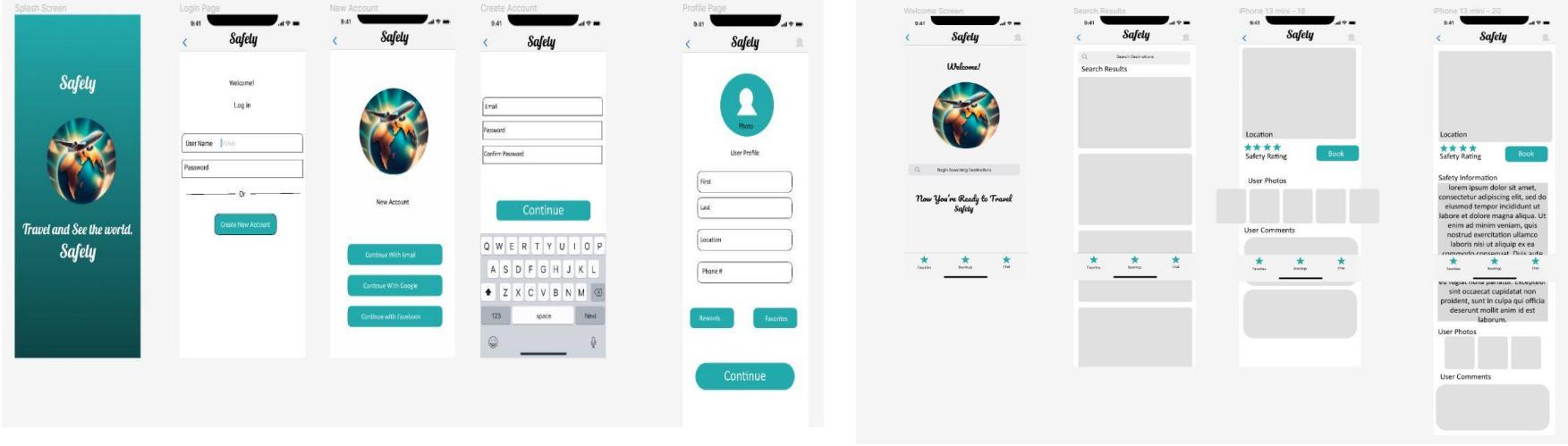
Vincent Pesante

Homework 4

Testing Plan & Notes

After testing, the general consensus was that on-boarding pages were missing. Users tested didn't know what set my app apart from the competition. In addition I had users inputting their credit card information after creating an account. This turned people off to the app entirely and they did not want to continue using the app. I moved the credit card info to the checkout/booking point where it makes more sense. It was also recommended to add another page where the safety ratings were explained and more information provided beyond the user reviews. All feedback was applied and added to my mid-fi prototype.

iOS Mockups



iOS Prototype



Figma - Mid-Fi Prototype

Travel Safely!