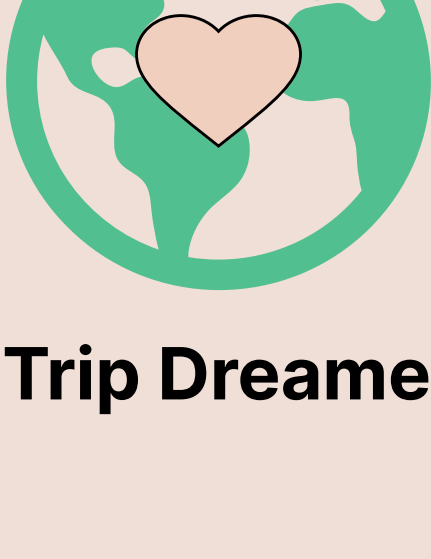


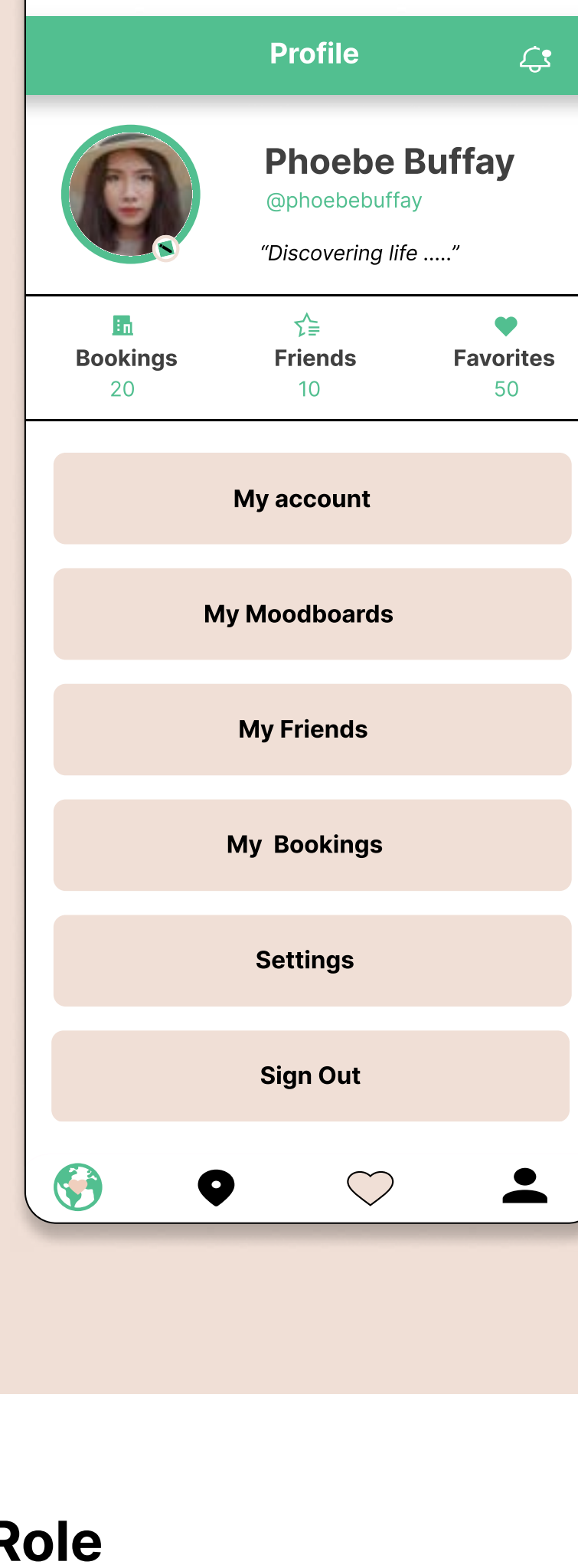
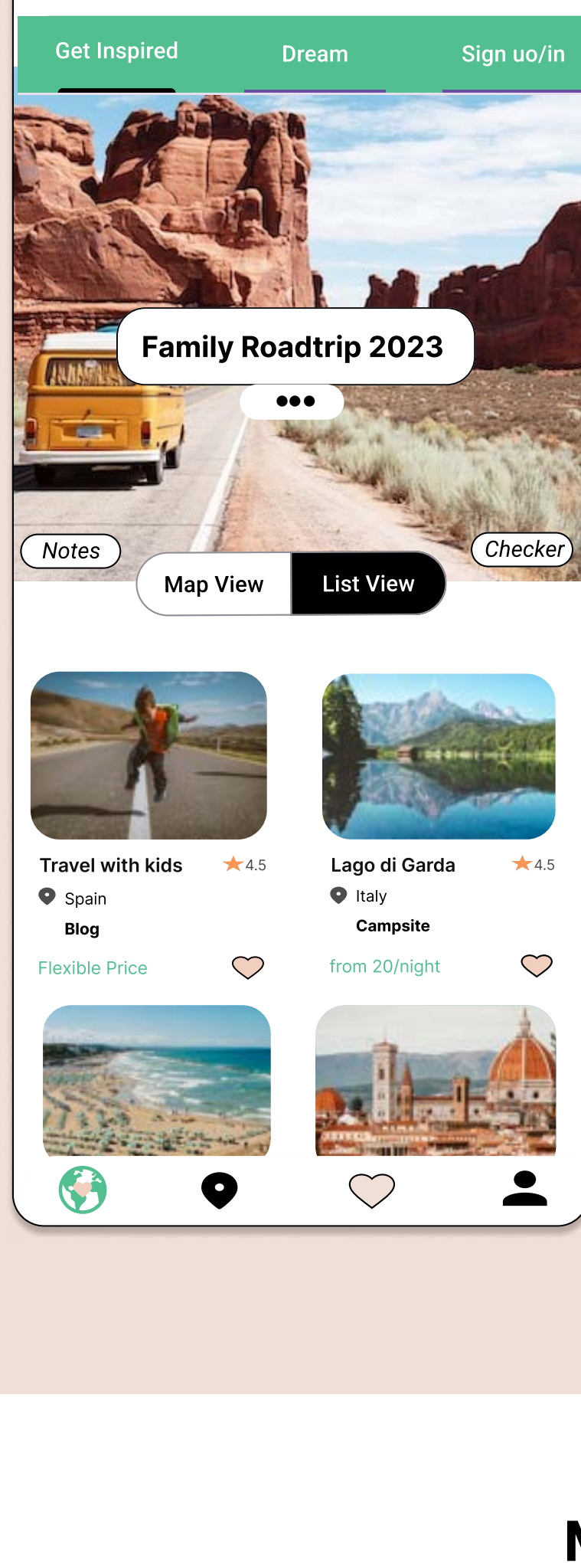
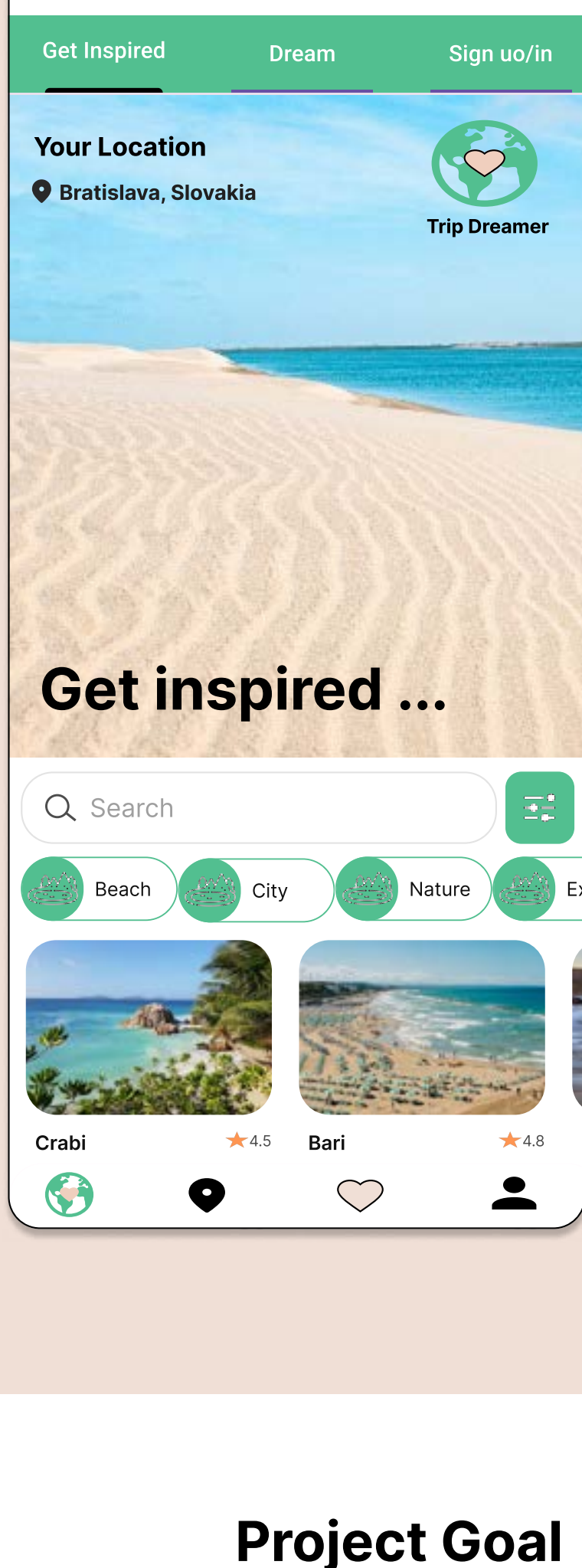
UX/UI Case Study

Zuzana Hroncakova



Trip Dreamer

Connecting dreaming with planning
for adventurous souls



Project Context

- UX Academy Project (AJTyvIT - Women in IT)
- March-April 2023

Project Goal

- Perform user research at the selected market
- Solution Design
- Identify user problems and design a new solution

My Role

- Solo UX/UI Designer
- Tools: Figma, Google docs

Problem

"Travellers lack personalized experience in their holiday search as well as interactivity with their current app".

There exist several relevant travel apps at the market such as **Airbnb, Booking, Trivago** and others which are widely used by travellers when booking their travels and holidays online.

However, they are mainly focused on the accommodation booking and the users are not able to have personalized experience in the stage of trip preparation when they are **still not sure when or where to travel and how to keep the researched information** at one place before they make the decision.

UX Strategy

- Competitive Analysis
- User Interviewing
- Personas description
- Research Findings Summary

- Solution Ideation
- Solution Design
- Next Steps / Conclusion

Competitive Analysis

I found several apps that are attempting to resolve the problem:

- Trip
- Hopper
- Wanderlog
- Lambus Travel Planner
- Traveller Buddy
- Roadtrippers

User Interviews

First I needed to define and validate the problem and user needs - user interviews are a great tool to gain deeper insights into just that before designing the solution.

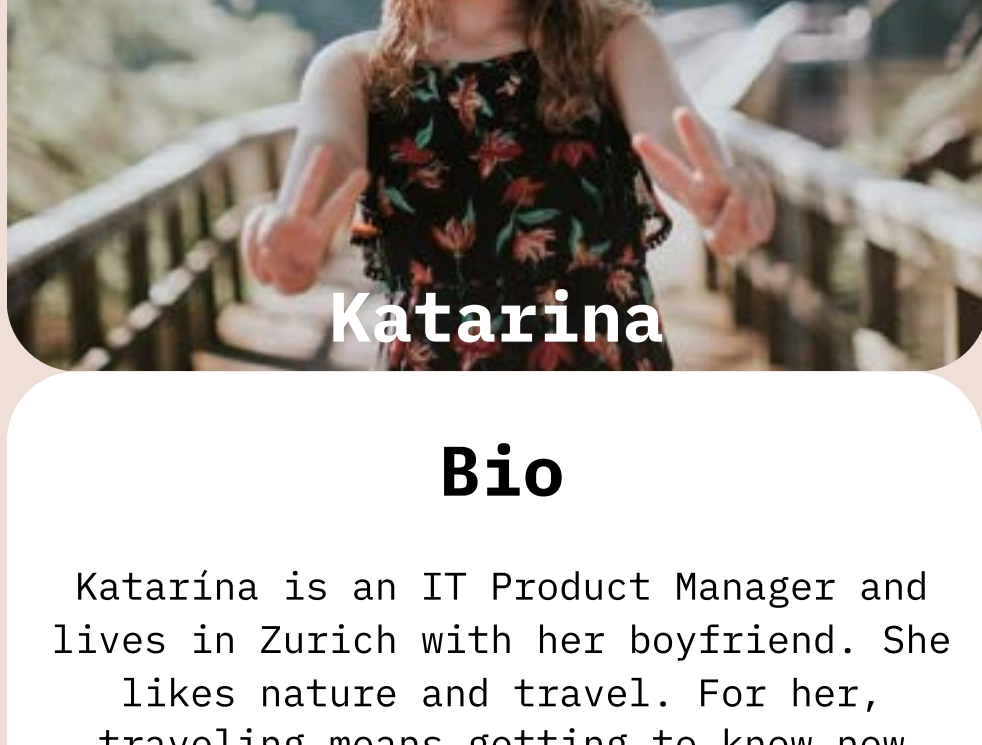
I have interviewed couple of travelers that like going on adventurous trips.

Here are some example questions I prepared for them:

- Could you tell me about your last travel?
- Why did you choose it? Where did you book the travel services?
- What steps did you take before and after the booking? Do you use any apps?
- Were there any frustrations on the go? If so, could you provide more details?
- Is there anything you miss when preparing or booking your travels?

Personas

Successful working female traveler persona



Bio

Katarina is an IT Product Manager and lives in Zurich with her boyfriend. She likes nature and travel. For her, traveling means getting to know new people, cultures, perspectives and connecting with something bigger that goes beyond herself.

During the year, most of her time is very predictable, so she doesn't plan her travels much in advance to still keep some room for spontaneity in her life. She usually chooses less developed countries, where people are more relaxed and environment challenging enough to unwind well from her day-to-day life.

Goals

- be successful in her career
- find a higher meaning and connection with people
- have room for spontaneity in life
- get to know unexplored countries and cultures

Needs

As a traveler, she needs a simple and personalized system for browsing and storing information, itineraries or inspiration for her travels so that they are available before and during the trip, are linked to the map and can also be shared on different devices.

Frustrations

Choosing and preparing a destination costs her a lot of effort and often repeatedly, since she has information stored in different places that are not connected. It is difficult for her to navigate in all that and to communicate with others - it burdens her, robs her of time and comfort during trips.

Adventurous Family man with 2 kids



Bio

Michal is a developer, father of two children and lives in the suburbs of Bratislava.

He likes to spend his spare time in sports, good gastronomy and travelling. He travels with his family, so he plans everything well in advance to be able to choose the best.

He prefers to get to know the history of European cities by car - he prefers roadtrips for the flexibility and learning opportunities they bring.

Goals

- to connect career and family life well
- to also have space for sports, good food and health
- to travel for knowledge - spending time in historic cities

Needs

As a traveler, he likes to be inspired by various blogs or rankings before he decides on a destination - he needs to perceive the possibilities first and also identify his current mood / feeling. He would need one platform where he could save inspirations, ideas for trips, as well as reflection and his notes on them.

Frustrations

He lacks some kind of unified platform where he could view, select and archive destinations according to the current "feeling", theme, but also e.g. popularity. The current situation demotivates him and he procrastinates or just browses portals with accommodation / air tickets, where it takes him a long time to choose something, because he does not know what kind of experience he is buying.

Research Findings Summary

The main insight

Most of the interviewees identified the main frustration at the stage of information research, decision-making and keeping all data in one place before and after the booking.

More details to common problems/frustrations of the users

TIME LOSS

- a lot of time spent searching the internet
- too many options
- it is demotivating

ARCHIVING

- inability to store the searched data in one place and add free notes for later

IMPRACTICALITY

- lack of integration upon different devices
- map view missing

INFO SHARING

- difficult to share and discuss with others while preparing the travel

Solution Ideas

PERSONALIZED FILTERING

- filtering by persona and getting more targeted inspiration
- adding "mood filters" to discover individual needs before making decision

MOODBOARDS

- saving favourites into a moodboard
- creating holiday theme before making decision

NOTE TAKING

- ability to add notes directly
- storing links with additional information
- both directly in the app

ONE PLATFORM

- possibility to dream as well as book within one platform
- keeping all the notes and bookings in one place

VISUALIZATION

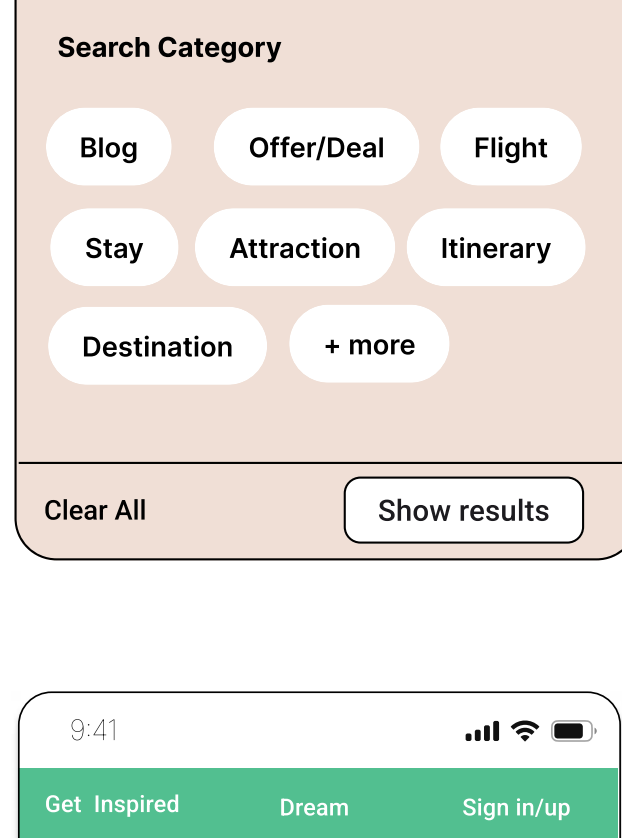
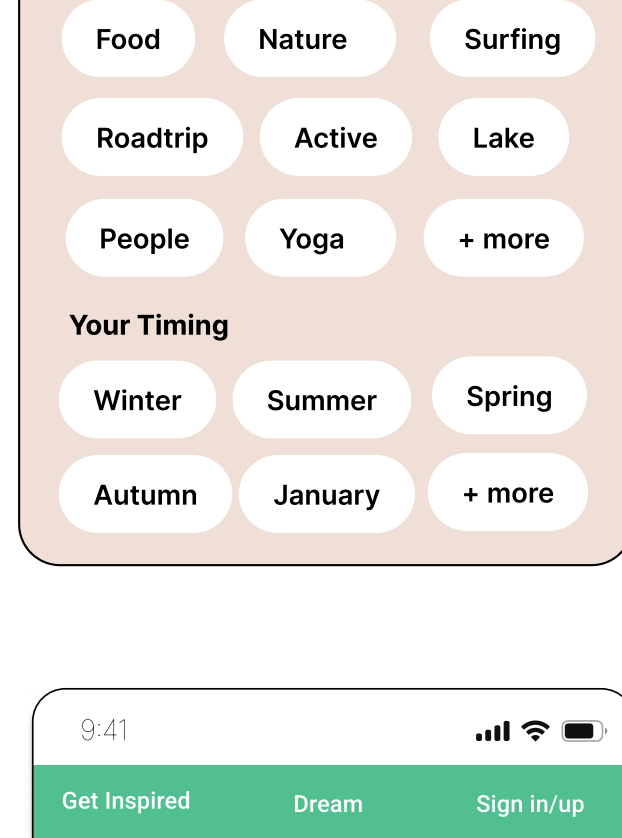
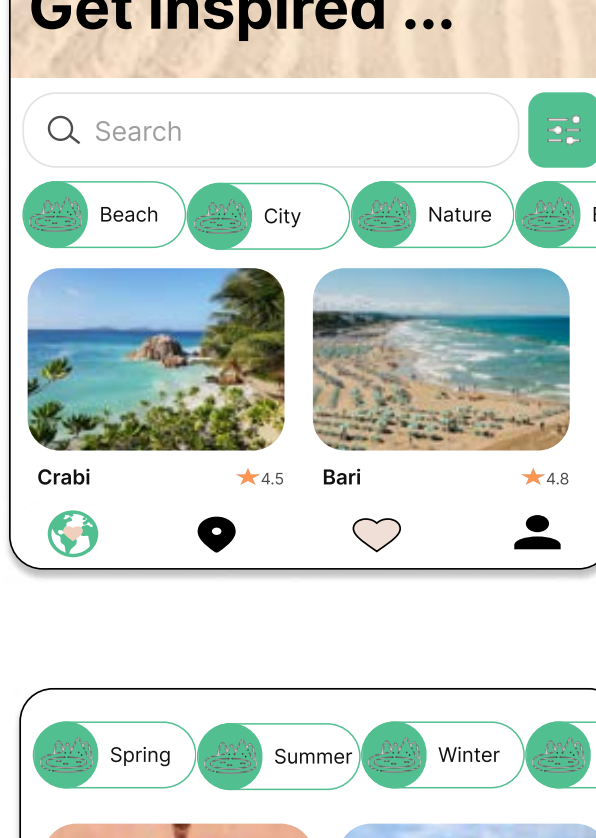
- having both list and map view available
- responsiveness along different types of devices

For more details, see [User Flow diagram](#).

Solution Design

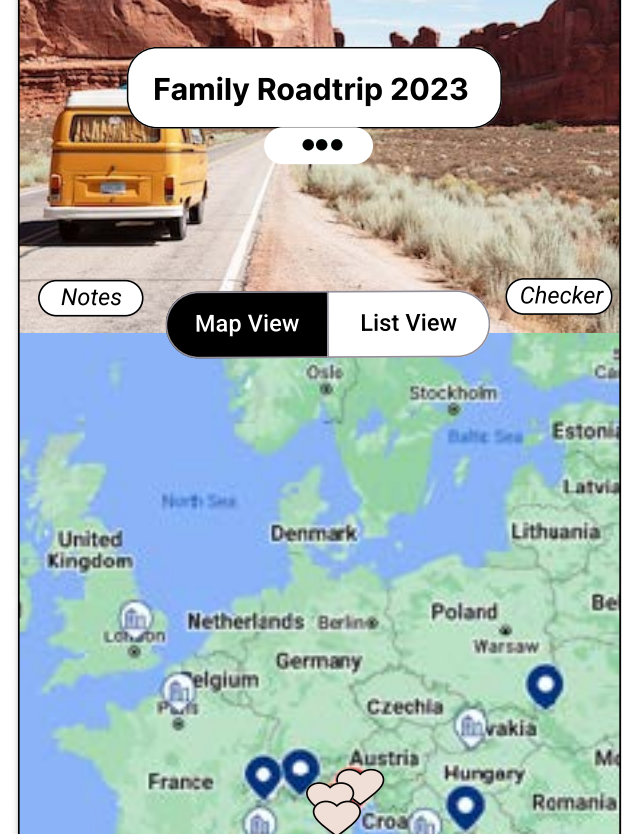
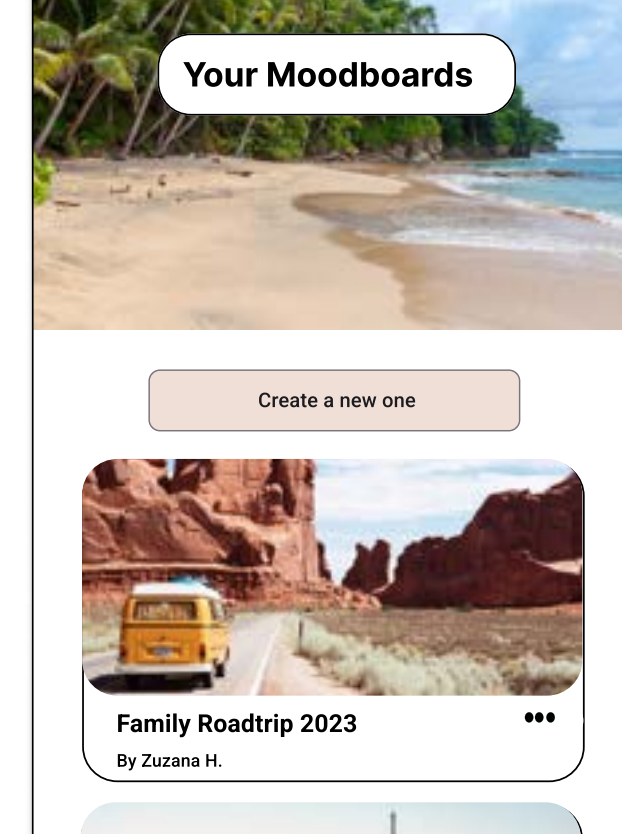
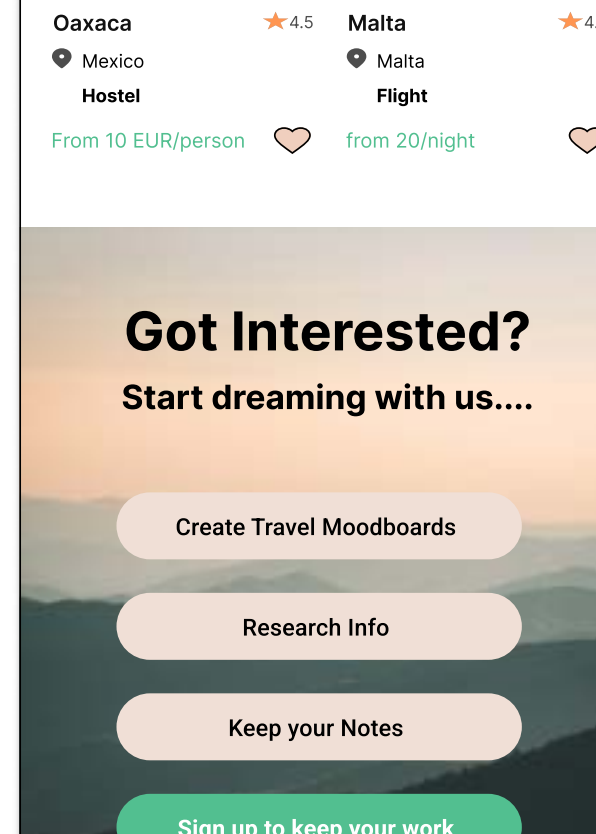
1. Dream Filters

Enables users personalize their search and discover their needs first.



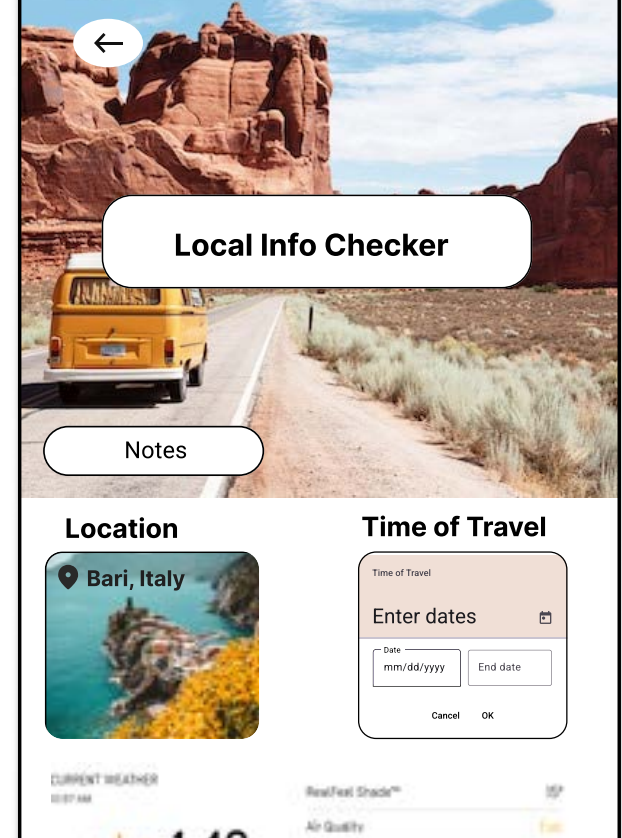
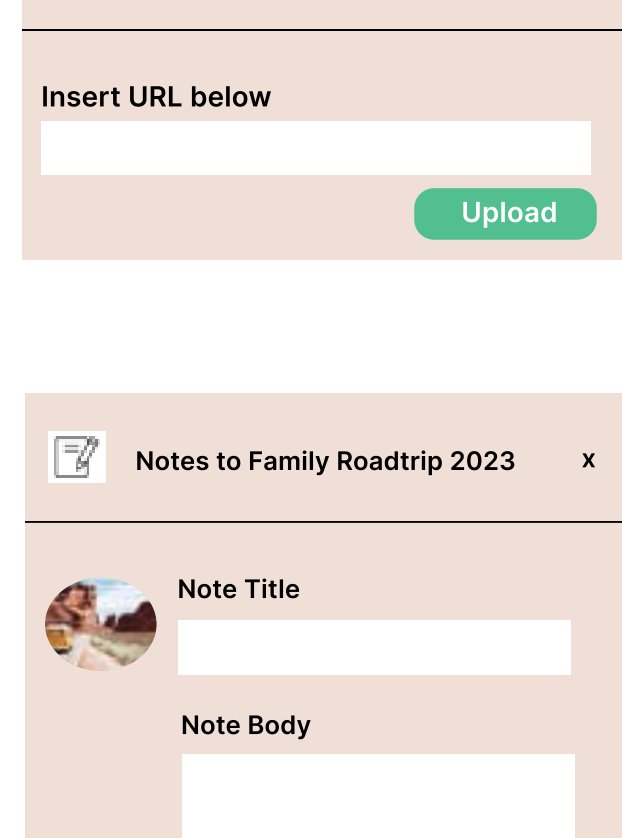
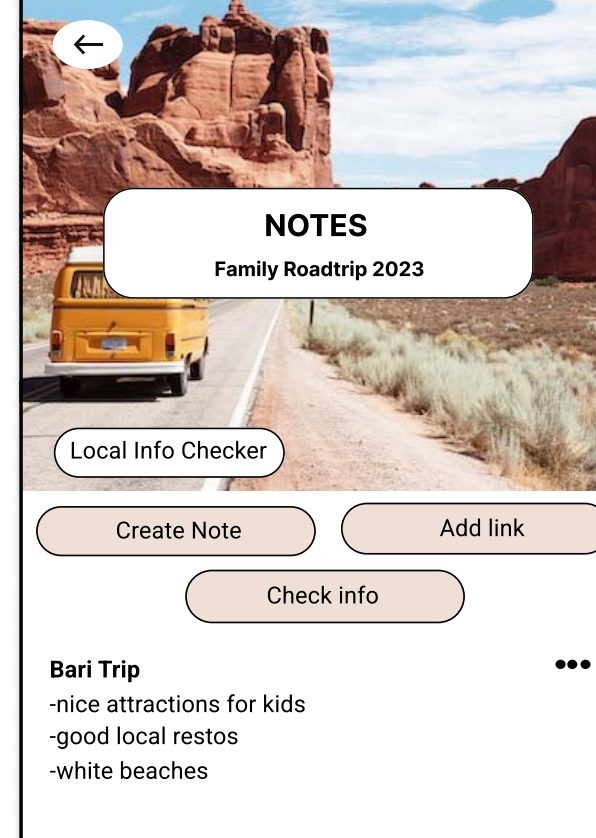
2. Travel Moodboard

Enables users save their findings by different themes to settle their mood and feeling about the next vacation before making decision.



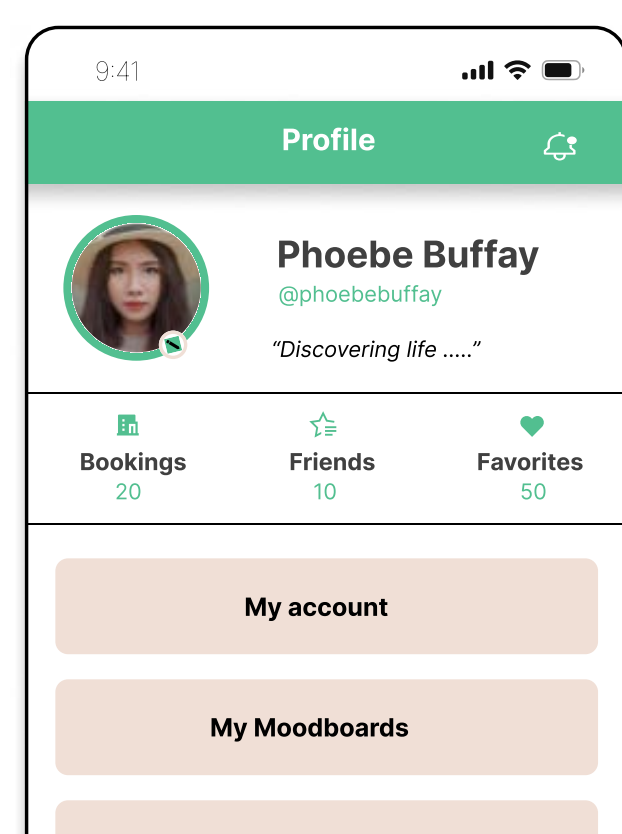
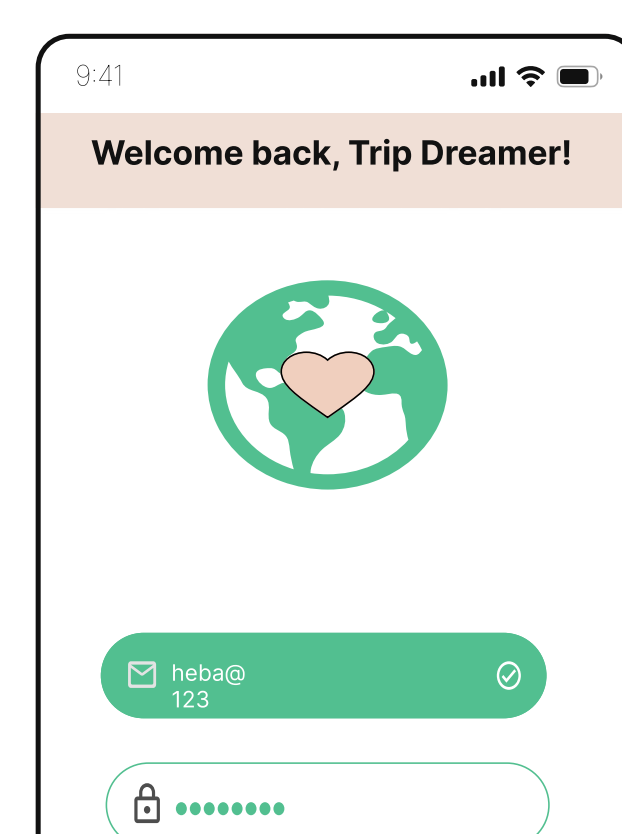
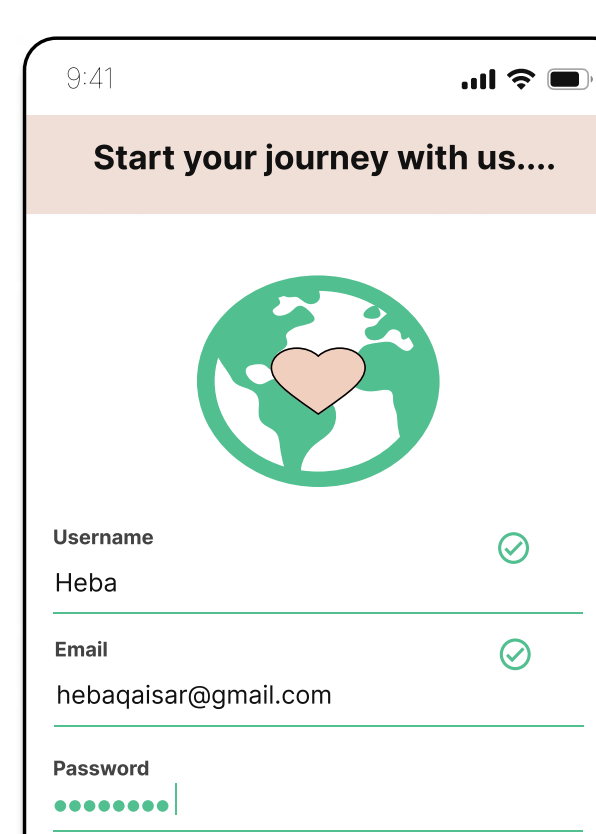
3. Notes tracker & Local Info Checker

Enables users take their proper notes on the go and even save interesting links directly to TripDreamer app to have everything in one place.



4. Social profile

Enables users to create profile, add friends and share all information.



Conclusion & Next steps

- I started creating the TripDreamer prototype in Figma
- Then I will initiate the testing phase with users
- Afterwards, design changes will be implemented
- Then a meeting with developer will be arranged to discuss technical implementation

Thank you for reading!

And feel free to get in touch with me...👉

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Trip Dreamer