



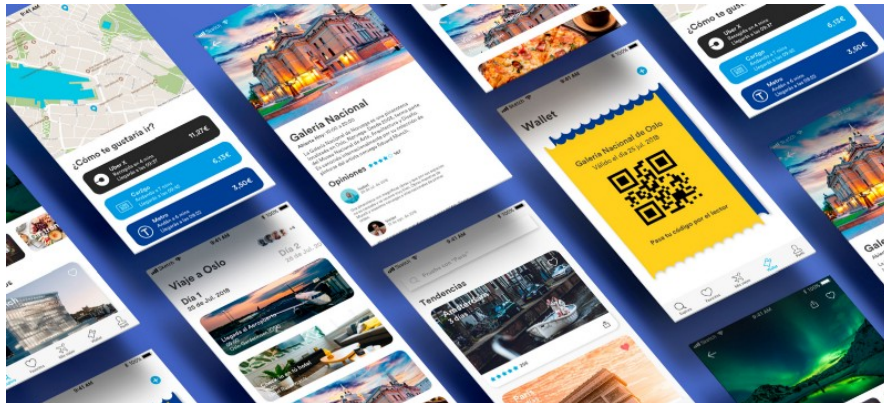
Rafael Muriel Fernández

Follow

Digital Product Designer 🧑💻 Making pixels count

Oct 2 · 7 min read

A step-by-step guide to designing a travel app on Amazon — a UX case study



Fasten your seat belts and get ready for takeoff! 🚀

The challenge is simple but not easy, introducing Amazon to a market where it hasn't had as much success as they would like and be able to compete with the great players of this one.

As we will see later, Amazon has tried it a few times without success, we will try to learn from their mistakes in the past and make an entry into the market in a different way.

We have **two weeks** and a **modest budget** to carry out an idea that will help our client to make a first approach and position itself in front of its rivals.

Understanding the challenge

It's no coincidence that Amazon wants to reach this market, it's expected that the number of people traveling will grow faster than the world's

gross domestic product over the next five to ten years, so the travel industry is a good place, and it has plenty of room to grow and improve.

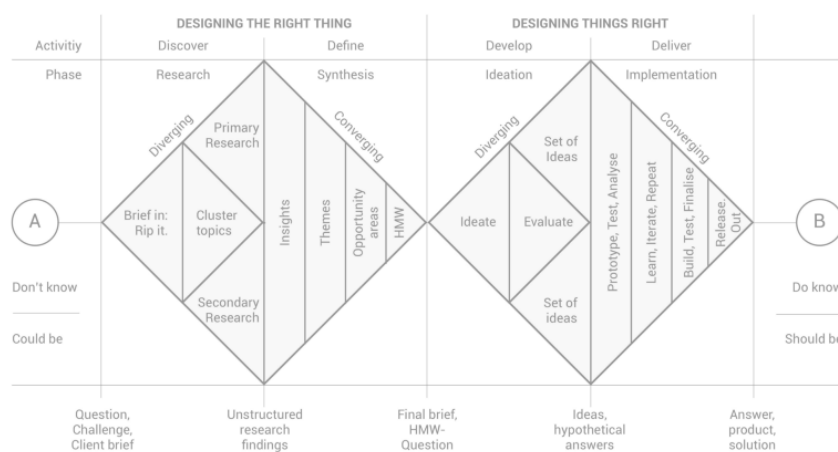
For this reason, Amazon wants to expand its range of products and services. In addition to establishing strategic alliances with companies to increase their services.

Always basing their strategy mainly on being a **customer centric company** and the search for excellence in **customer service**. In addition, innovation and its entrepreneurial aspect lead to the successful launch of its products and services.

. . .

Phase 1 — Research

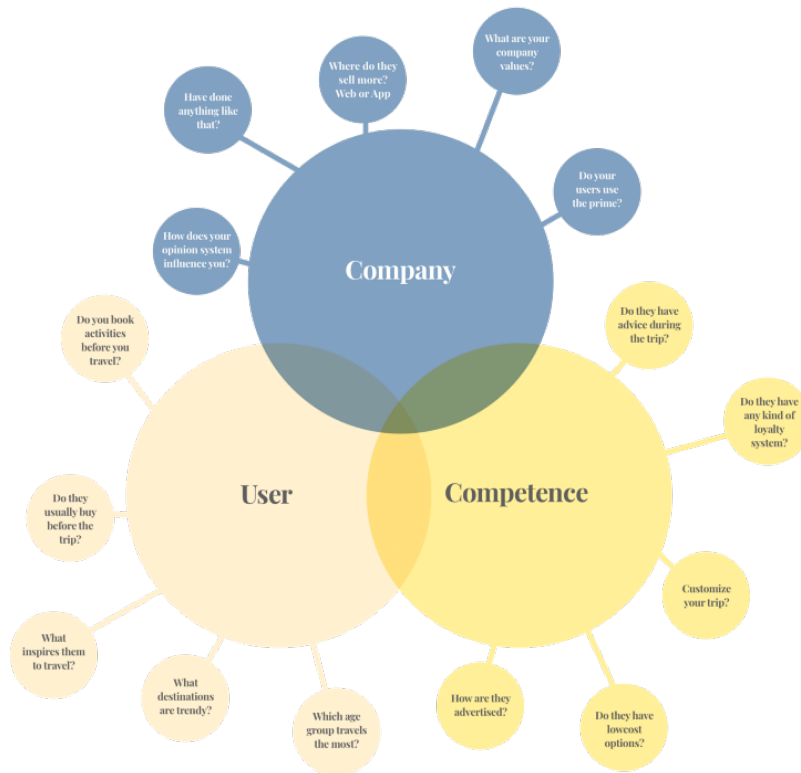
With a team formed by **four people** with different roles we start the research, in this case we will use the **Design Thinking** methodology that will allow us to generate ideas thanks to the **double diamond process**, with which we will have multiple phases where we will diverge to generate as many ideas as possible and we will converge to land them and get a solid product.



Revamped Double Diamond by [Dan Nessler](#)

Research Questions

Once we understood the problem, we began to try to solve it. The first thing we do is to generate questions by focusing on three areas: **user**, **competence** and our **client**.



Research questions most voted by the team

To speed up the work, we divided the questions among the four members of the team and began researching them. In my case, I had to research Amazon to trying to get **insights** about how their business currently works, how they behave with their users or what their main business is, among other things. Here are a few of them:

- Their **rating system** has a high influence on the decision making process of a purchase by your users.
- More than one hundred million users use their **prime** system worldwide.
- Amazon has **tried twice** to enter the world of travel, both **without success**.
- Their **best-selling products** are related to electronics, video games or music.
- The majority of its clients range in age from **19 to 44 years old**.

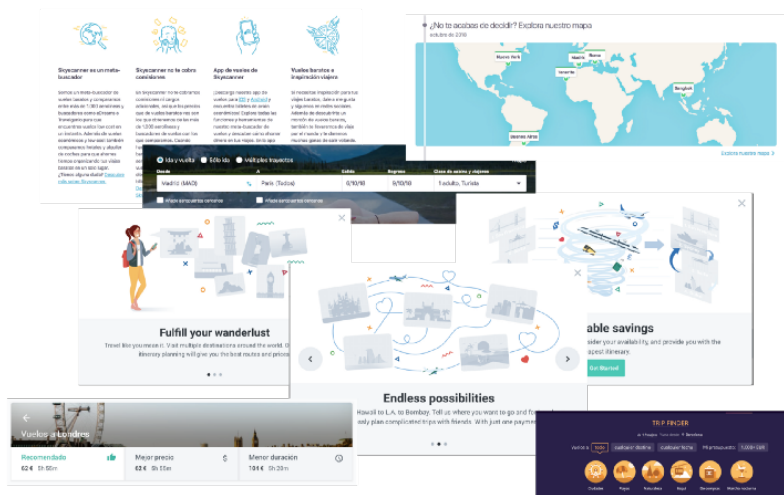
- *Amazon prefers you to buy through its **app** instead of on its website.*

These were some of the insights I managed to extract from the questions, along with those of my team mates we continued the investigation.

Benchmarking

At the same time, we carry out an **analysis of the competition** to determine what the trends are within the sector, and what successes and mistakes our rivals are making.

Again, we divide the research into four parts from a list of competitors we have previously selected, giving each member the freedom to include more if they feel it is useful.



Analysis of our competence

After this analysis we extract the **strongest** and **weakest points** of our competence to use them to our advantage, so that we do not make the same mistakes and we can improve the parts where they are already succeeding.

Survey and interviews

With all the insights gathered from the previous phases, we prepared a **survey** of ten questions with which we will try to resolve most of the **pain-points** of our users. We will launch it online through **TypeForm** trying to reach as many users as possible in the shortest possible time.

At the end of the survey we obtain more than **80 answers**. We analyze the data, obtaining the following **insights**:

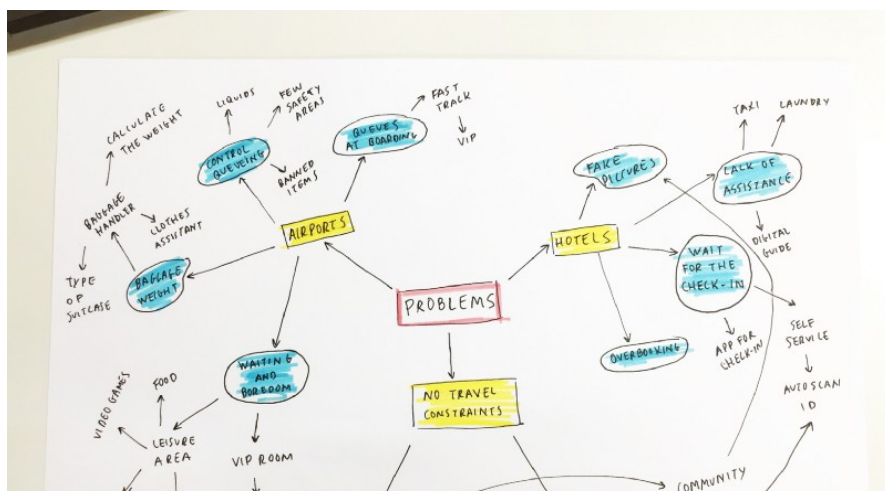
- **70%** of those surveyed are between 18 and 29 years old (**Millenials**).
- The majority travel **3 or more times a year**.
- The main reason for their travels is **leisure**, closely followed by getting to **know other cultures**.
- **90%** travel in **company**, mainly as a couple.
- The first thing they decide when they travel is the **destination**, then they would look at the **offers**.
- **90%** search their trips **online**, either via **web** or **app**.

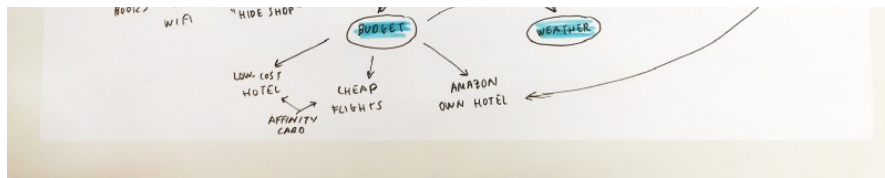
With the data collected, we formulate new questions for **personal interviews**, each team member will conduct five, based on the average user profile given by the survey data.

In the **personal interviews** we directly approach users **pain-points**. We manage to extract more **specific insights** from each user by making it clearer to us the way to follow in our possible solution.

Pain-points and solutions

We detected multiple **pain-points** after the interviews, so we decided to make a **mind map** with all of them to detect the most important ones for us and to trace the route to follow throughout the project.





Mind map developed by the team

We decide that **the lack of assistance during the trip** and the **inability to organise themselves well when travelling accompanied** were going to be our main problems to solve.

User persona

The results of the surveys gave us a very specific user profile, so we decided to develop a single **persona**. This allows us to focus on his needs without being distracted by other ideas that come to mind and get out of the profile we have created.

Biography

He lives in Barcelona and has just finished his degree in Art History. They are going to make a trip to Oslo for three days to celebrate they have just finished their university studies. They choose Oslo because everyone likes Viking culture. It is difficult for him to agree with his friends when it comes to planning the trip, the luggage, the money, the places to be visited.... Within the group, there are two people who want to go and see a lake and the rest prefer to stay in the city, so they consider the possibility of separating. Whenever he has travelled, Ruben has trouble knowing how to get from the airport to the hotel. He loves to portray everything with his camera.

Name
Mike González

Occupation
Student

Financial leverage
Medium

Age
23 years

Residency
Barcelona, Spain

What's he like?
Quiet, organized, sociable, motivated. Travelled with friends.

Brands

Use of technology

Social media

Websites

Apps

Motivations

- Travel with your friends all together.
- Have it all planned out.
- Control the situation.
- Leave nothing to be seen.
- Research and learn about the places visited.
- History in general.
- Series on history.

Frustrations

- Getting lost in places.
- Lack of organization
- Spending more money than budgeted
- Not taking advantage of the trip
- Feeling lost, confused, overwhelmed...

COURTESY: ALEXA YOUR FRIENDS

User persona for our challenge

MosCow

The next step we take is to use the **MosCow** method, which will allow us to **prioritize** what features our product will have in order to offer the user the tightest possible solution.

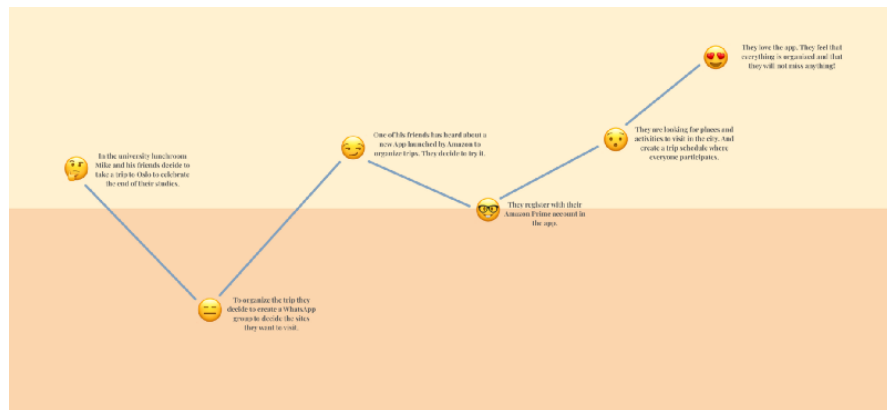
We have decided to make an **App**, so using this method we will determine which of the features will be important and which will not be so relevant.

Must Free App Benefits for Prime Offline use AI suggestions	Should Alexa voice assistant Customized push notifications Community
Could Cloud service Hotels fast check-in Restaurant promotions	Won't Shared budget Emergency report

Features sorted by relevance through the Moscow method

User Journey

Last but not least, we describe our user's routine organizing a trip with his friends. This will help us to develop the actual user experience of our app and allow us to improve the latest friction points.



User journey performed by our persona

• • •

Once this initial research is completed, we will then start shaping our product. We will make a **MVP** of our app to validate it with users, which

will allow us to **iterate** it and make it better with each new version.

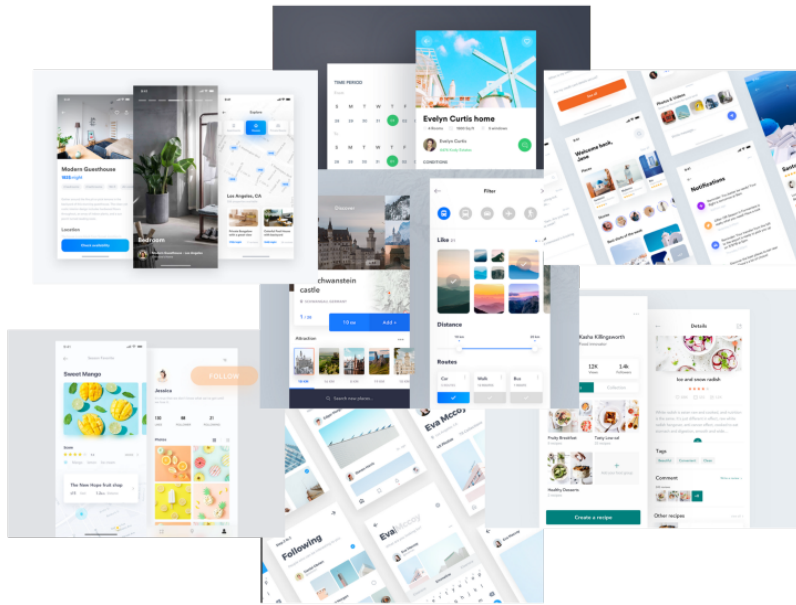
Tired? We're only mid-flight! Recline your seat and make yourself comfortable for the rest of the trip ✈️

Phase 2— Visual Design

We can begin to envision a solution that brings together all the desirable features for our product and solves the major problems that our competitors are unable to handle.

Moodboard

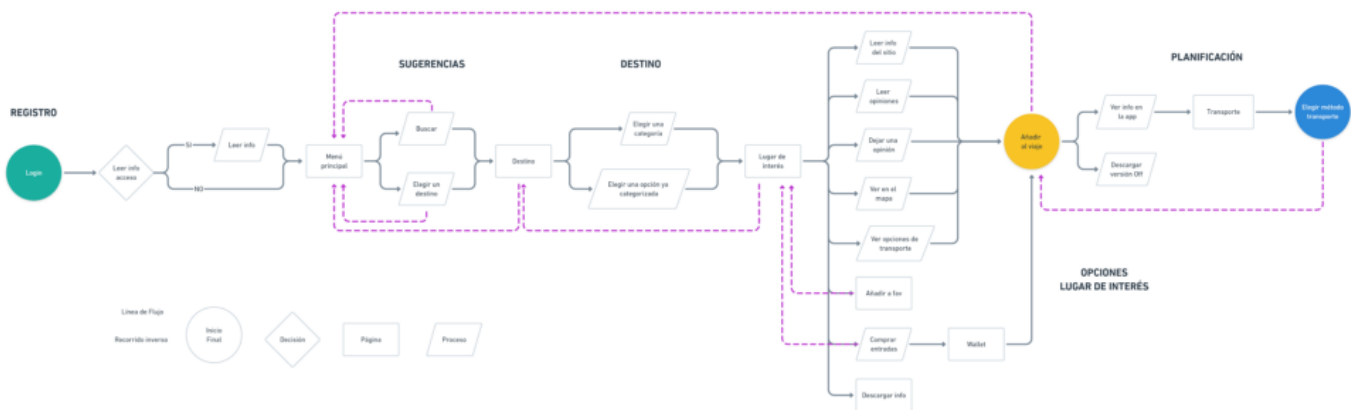
As a first step in this process, we create a **moodboard** that will inspire us to create a first concept of our solution.



Moodboard inspiration

Flowchart

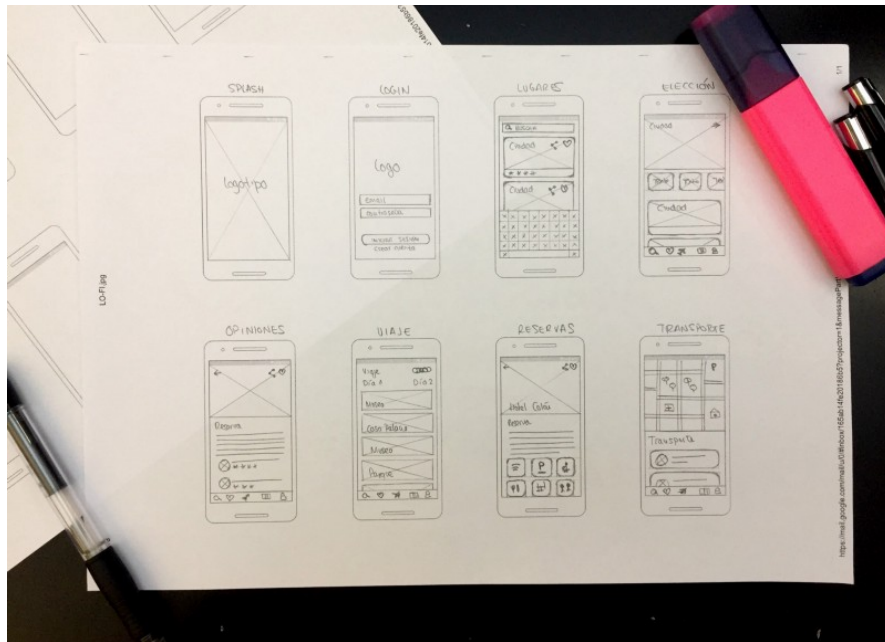
We define the path that our user will follow within the App by means of a **flowchart**, which will allow us to know beforehand how he will move within it, where the data and its importance will be found.



Low-Fidelity Wireframes

We started the design process with some **wireframes** of the possible low fidelity interface to help us represent a general idea of our future solution of an app.





Low-fidelity wireframes

Style-Guide

We developed a basic **style guide** for our App, where we will contemplate aspects such as typography, color, icons, buttons and a

series of other elements that will help us develop a **consistent interface** for our project.

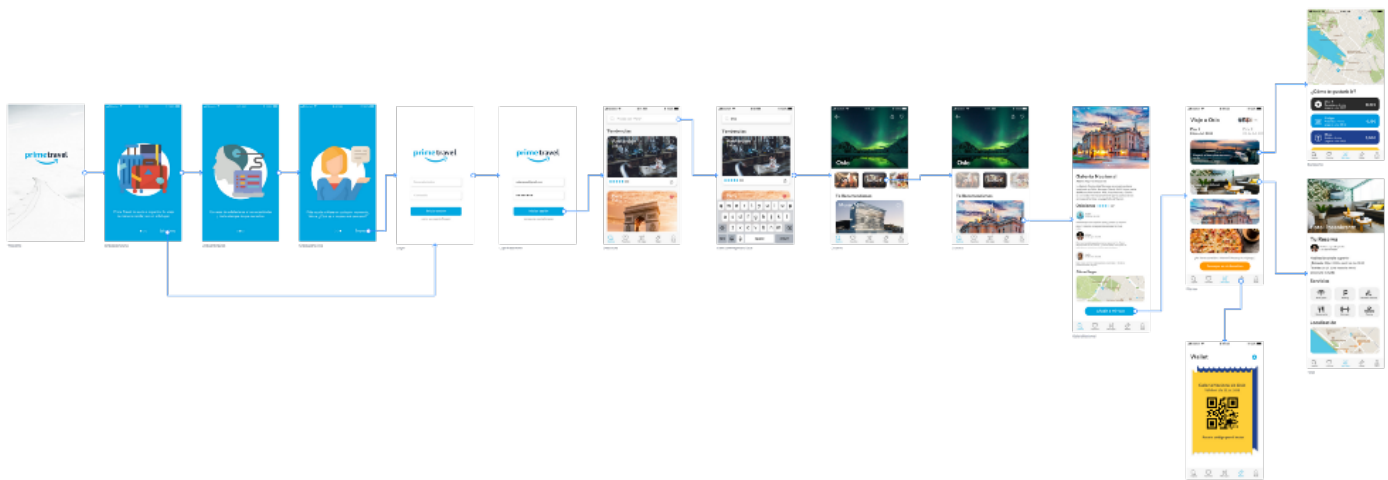
STYLE GUIDE

CMYK 18/54/95/5 RGB 195/82/29 HEX #EBC22C	CMYK 18/54/95/5 RGB 195/82/29 HEX #188FBC	CMYK 18/54/95/5 RGB 195/82/29 HEX #172A3C	CMYK 18/54/95/5 RGB 195/82/29 HEX #D8D9DD	rubenperez@gmail.com Iniciar sesión Añadir a mi viaje		Uber X Recoger en 4 mins Llegar a las 09:07 11,27€ Lyft Recoger en 7 mins Llegar a las 09:02 6,13€ Metro Andar a 6 mins Llegar a las 09:02 3,50€ Taxi Recoger en 1 min Llegar a las 09:02 23,50€	
Officina Sans ITC AaBbCcDdEeFf GgHhIiJjKkLlMmNnÑñOoPp QqRrSsTtUuVvWwXxYyZz 1234567890		CircularStd-Medium AaBbCcDdEeFf GgHhIiJjKkLlMmNnÑñOoPp QqRrSsTtUuVvWwXxYyZz 1234567890					

Style-Guide from our project

Wireflow

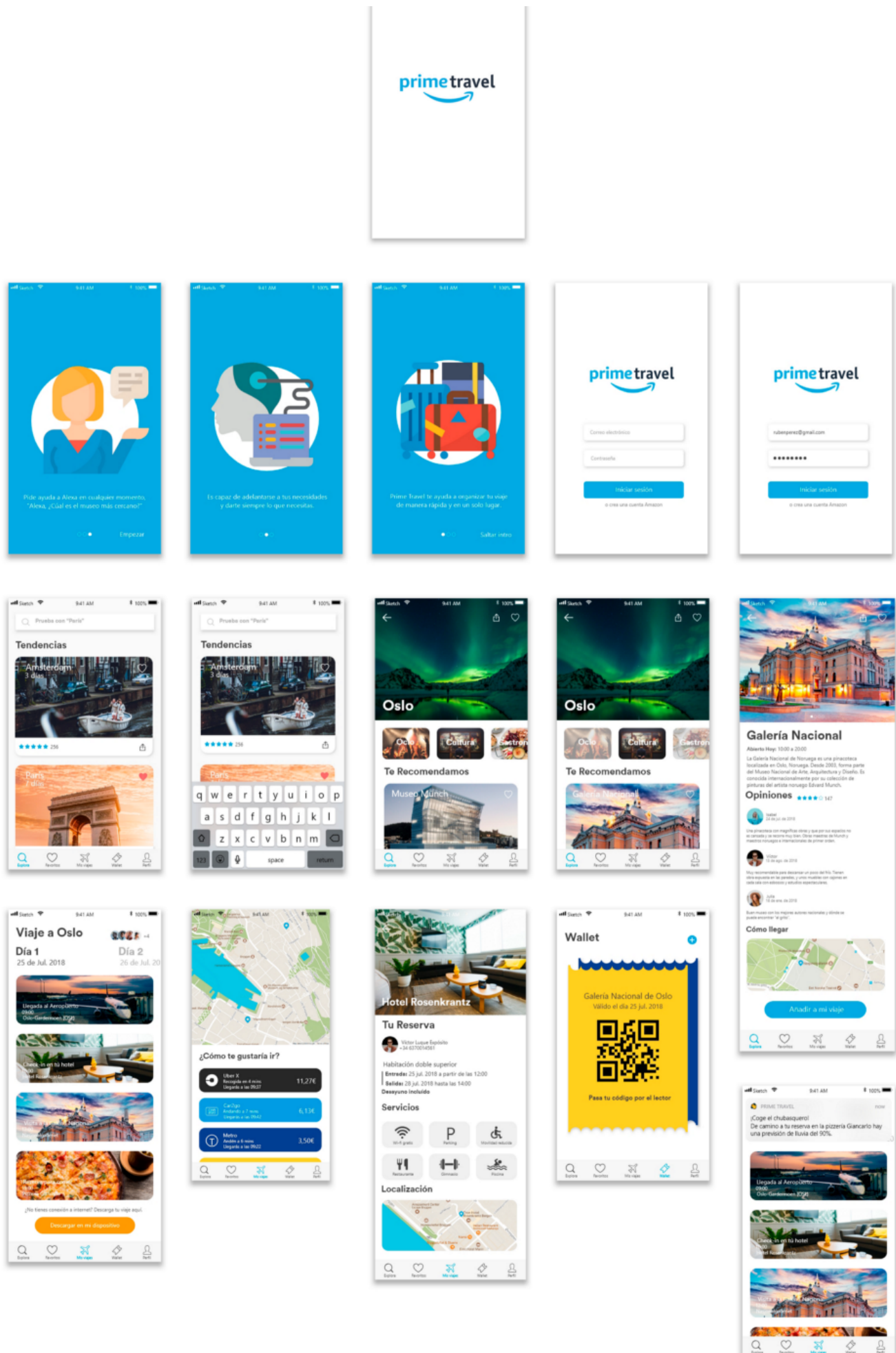
We developed a **wireflow** to define the interaction that will have our app, which will help us don't miss any part of its architecture to be defined and the user always has a path to go.



Wireflow through final wireframes

Prototype

With all the information gathered we made the design of our final interface in high-fidelity with **Sketch**.



Final interface of our App

. . .

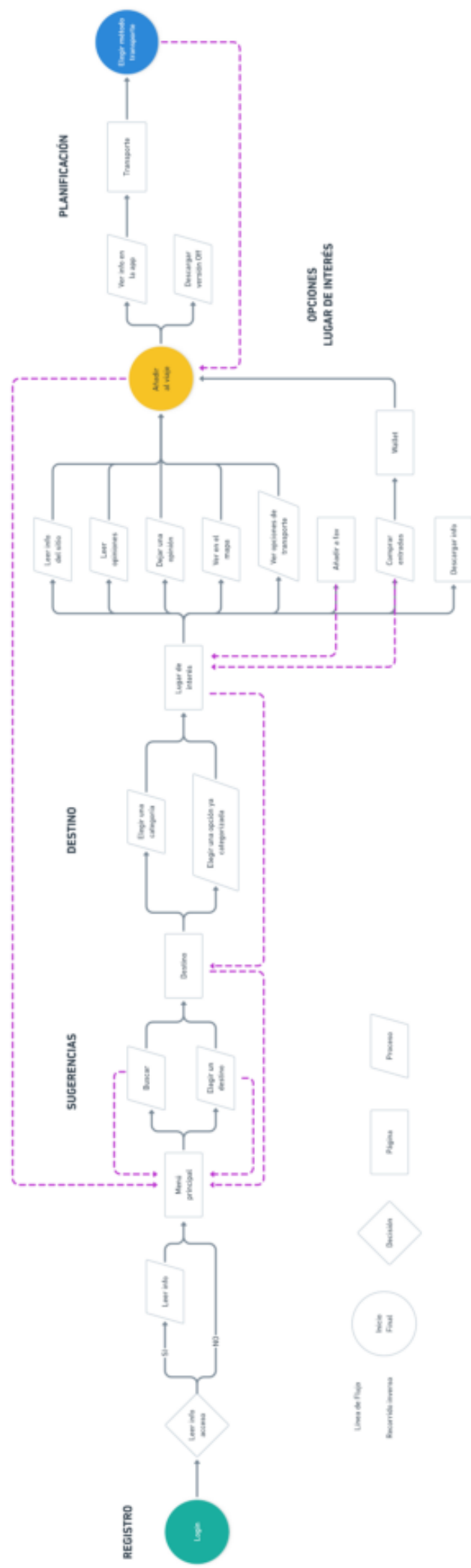
Conclusion

With the data collected in the research phase we decided to solve the lack of organization when traveling because it was one of the biggest pain-point for our users and I firmly believe that with our solution we have solved the problem in an easy and efficient way.

As a first step for Amazon in this industry would allow you to collect data on how your customers travel as they behave for a second phase iterate the App to a new business model that brings benefits within the sector.

. . .

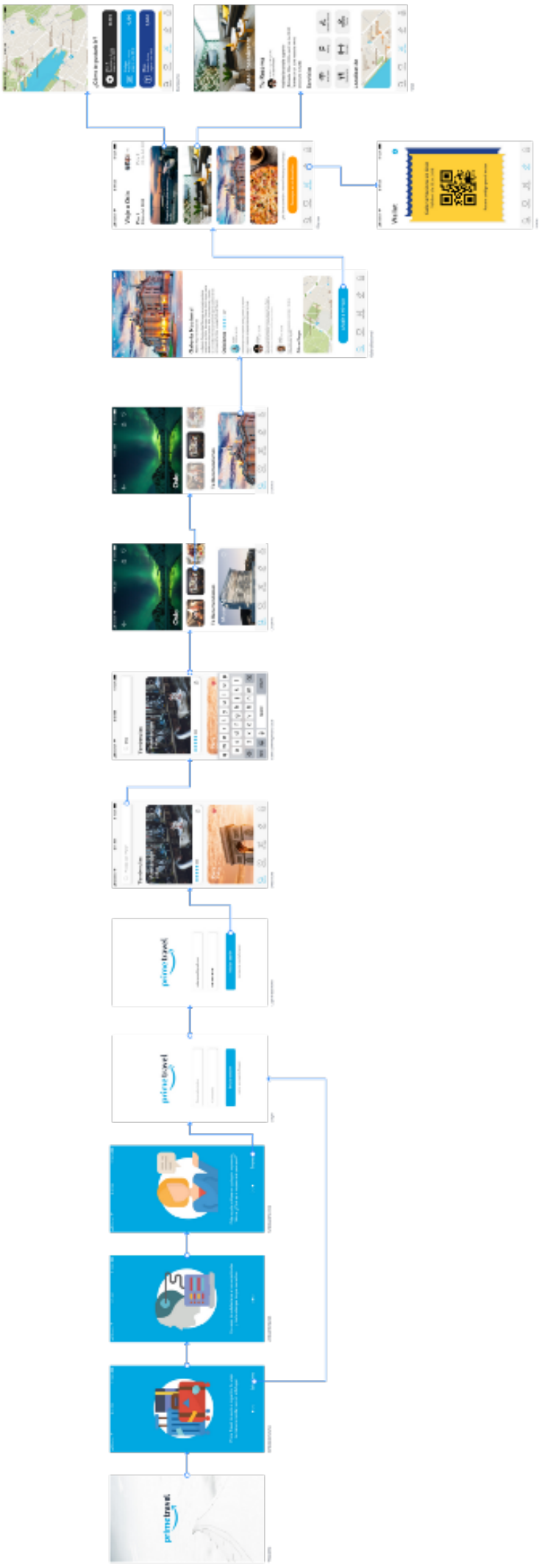
This is the commander, we have just landed at your destination. Thank you for flying with us and have a good day! 🙌🎉



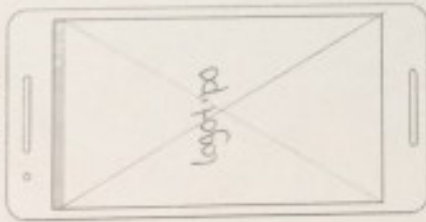
Línea de Flujo

Ruta de flujo inversa





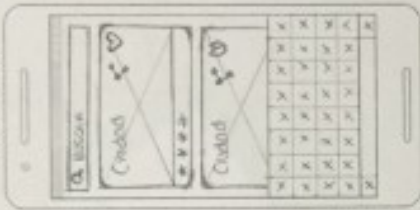
SPASH



LOGIN



LUGARES



ELECCIÓN



OPINIONES



VIAJE



RESERVAS



TRANSPORTE

