Trip home

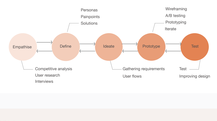
Objective

Design to develop a responsive web app for Vacation home rentals that satisfies the needs of its customers and fixes the challenges they face with the existing applications.

Overview

The product is an online platform that connects people who want to rent their homes with people who are looking for accommodations in that locale. It allows consumers to locate travel and holiday rentals within their budget and to make a reservation. Guests searching for exclusive listings and adventure all over the world can find what they want on this platform.

Design process



UX Approach

Competitive Analysis

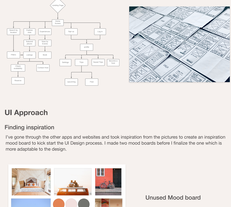
I researched and compared 2 popular competitors using SWOT & UX analysis to determine what user needs and using METHODS LEARNING SPIRAL, I was able to distinguish between what a user needs and wants, and gather necessary information about my audience in order to create a solution.

COMPETITIVE ANALYSIS	AIRBNB	VRBO
Overview	• Their mission is to create a world where anyone anywhere and they are focused on creating an inclusive, trusted community that will feel like home, part of the trips. • Affordable housing accommodation option • Free million + listing available	• Their mission statement is "Connect Travellers to Properties and places they love,giving them the confidence to make the most of their time together, discovering life and simply be together." • Vacation home rental platform for families • Stay have properties in 190 countries around the world
Market profile	• They are dominant in the market due to being first, yet the market for their unique idea is crowing the competition is low and growing fast • Creating its own world-class branding • Airbnb's customer base is more millennials, people who believe Millennials have scaled $1 billion + another source of funding from private firms.	• VRBO is a part of expedia group it get many benefits from expedia such as Expedia Rewards points, cross-sell, Expedia Partner Solutions, Hotwire, Hotelscombined, and other sites from the VRBO platform, Expedia Group's vast global reach and technology. • Expedia's VRBO is a technology-driven company. Great improves User interface design
SWOT Analysis	**Strength** • They are first on the market • Offer a unique accommodation product • Global recognition • Strong brand identity **Weakness** • Faces issues from and regulations relations, which affect their ability to grow company's revenue • Due to rules business needs to constantly change to remain compliant **Opportunities** • Airbnb's customer base is more millennials, people who believe Millennials have scaled $1 billion + Great profits and an research crowing services, which allows them to develop quick prototypes with more and quicker **Threats** • Regulation regulations differ in every country, company's grows explicitly, etc or points and hotel industry • There are some Biggest competitors like VRBO, Tripadvisor and Flipkey	**Strength** • Combined listing on both VRBO and tripadvisor site, increased marketplace and growing expedite **Weakness** • Expedite's competitors when compared to other OTA platforms, however, when the overall services focused when compared to the other competitors. **Opportunities** • Taking up the advantage as part of Expedite Group Data bases to grow their services • Expedite's Data bases can be easily captured to improve services **Threats** • Managing variation limits by owner property • Other competitors like Airbnb and Flipkey are the biggest competitors for VRBO
UX Analysis	**Usability** • Airbnb's design is simple, Straightforward design and easy to navigate, this user can easily find and support want they are looking for. **Navigation** The app's flow is very straightforward, the necessary information is easy to find and navigate. **Navigation Structure** Airbnb's Tab bar and hamburger images helps users move or through the app. **Compatibility** The functionality of the site is same with all the devices and platform. **Call to action** The call to action button this site seem is isolated Airbnb The blue and white color seem don't simply display the call to action button, it's not easy to find the call to action button that redirects user back to the Explore menu.	**Usability** • Leave a similar design language as airbnb, allowing users to find what they want or make they know they want, with ease and flexibility. **Navigation** The main Search and visual hierarchy allows the eye to be guided naturally. The use of white space gives the page a clean and organized feel. Search is the main action with a large number of features and functionalities with a large number of options. **Navigation Structure** Tab bar and hamburger icon are the ways allows user for easier discovery and functionality that search **Call to action** Call to action seem to lovely button in clearly displayed. Color and contrast are clear and no other main action items close to that space

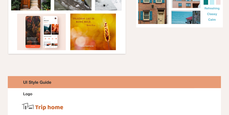
Interviews

User personas

With the data gathered from comparative analysis and user interviews, I created personas that represent three types of users who were interested in traveling in order to better understand their needs and goals.



User Flows



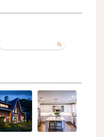
Crazy 8's Sketches

UI Approach

Finding inspiration

I've gone through the other apps and websites and took inspiration from the pictures to create an inspiration mood board to kick start the UI Design process. I made two mood boards before I finalize the one which is more adaptable to the design.

Unused Mood board

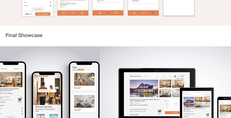


Low fidelity wireframes

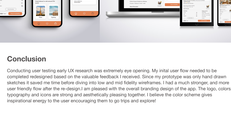
Mid fidelity wireframes

Preference Test

I conducted a preference test on Usability Hub comparing two different colors and layouts of the Trips screen. I shared the link with 15 people and refined my wireframes based on their feedback.



High fidelity wireframes



Final Showcase

Conclusion

Conducting user testing early UX research was extremely eye opening. My initial user flow needed to be completed redesigned based on the valuable feedback received. Since my prototype was only hand drawn sketches it saved me time before diving into low and mid fidelity wireframes. I had a much stronger, and more user friendly flow after the re-design! I am pleased with the overall branding design of the app. The logo, colors, typography and icons are strong and aesthetically pleasing together. I believe the color scheme gives inspirational energy to the user encouraging them to go trips and explore!