



TRANSIT EASE

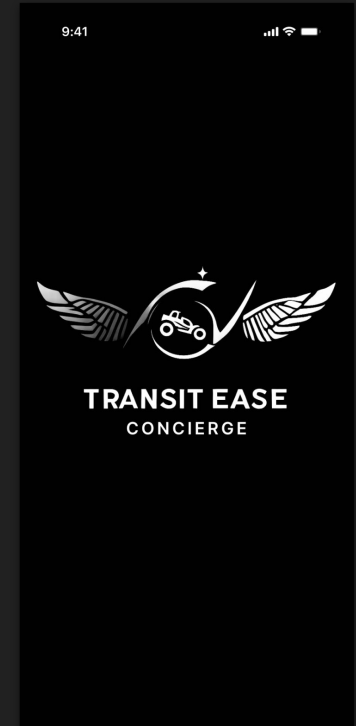
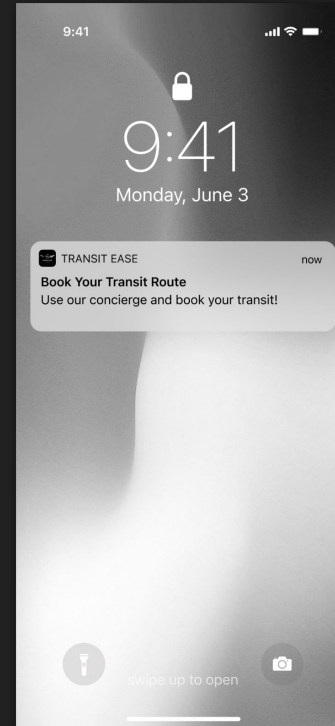
CONCIERGE

Welcome to Your All-In-One Travel Concierge!

by Thomas Chou, Anastasia Shtolina,
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Concept

Ease is designed to allow our users a one-stop-shop transit booking experience through smart recommendations for routes, fast payment options and an intuitive interface. The world is at your fingertips with **Transit Ease** as it is not only a search engine but also a concierge that allows you to input personal and specified itinerar**Transitary** information, as well as connect to your favorite apps such as Google Calendar or Excel Spreadsheets.



Motivation of Our User

Sarah is a seasoned traveler planning an upcoming trip to a foreign country. She wants to ensure a smooth and stress-free transportation experience during her journey. She decides to use a travel app with a personal concierge feature that promises to assist with all her transportation needs.

Our User...

- Seeks convenience and comprehensive information when planning her trips, including clear pricing breakdowns.
- Desires personalization through app features such as filters, recommendations.

User Insight, Problem Statement, & Solution

User Insight Statement:

Sarah cherishes travel experiences that feel seamless with a premium on convenience, safety, and personal touch. However, with a busy schedule, she looks for tools that are efficient with good reviews, reliable safety measures that give her peace of mind. Sarah loves to have personalized assistance that caters to her unique preferences and desires.

Problem Statement:

Sarah faces different challenges when traveling in respect to coordinating different modes of transportation during trips — from airport transfers, to local transportation options, on top of ensuring a seamless transition between each of these legs. Our goal is to provide a seamless and personalized transportation experience through our concierge feature, to alleviate travel difficulties and ultimately, stress.

How We Solve:

- Multiple route options and transit recommendations
- Filters for personalized and tailored results
- Flexible options for a variety of travel budgets
- Ability to link to external apps (Google Calendar, iCal, etc.) for ease of scheduling
- Streamlined checkout and payment process

Research - User Insight & Affinity Diagram

Interview

Interview#1

- 1. appreciates seamless experiences, especially when it comes to signing up and paying for services.
 - 2. prefers apps that offer convenience, like using Face ID for login and payment.
 - 3. values safety and legitimacy when booking accommodations, preferring professionally photographed listings.
 - 4. looks for video and assistance in foreign listings, favoring well-edited photos and consistent content.
 - 5. values added benefits and content, such as guides or concierge services, to enhance their travel experience.
 - 6. enjoys personalized touches, like welcome messages or customizable no luggage.
 - 7. dislikes having to provide unnecessary personal information during the booking process.
 - 8. finds it frustrating when listing options are not clear or customizable.
 - 9. appreciates clear pricing breakdowns and detailed item lists.
 - 10. wishes for more seamless integration between different aspects of travel booking, such as accommodations, flights, and rental cars.
- creating_jessica

Interview#2

- 1. prefers visual tools like Google Maps for travel planning as they find it easier to compare locations and transportation options visually.
 - 2. struggles with decision-making when planning trips, especially regarding dates, accommodation choices, and transportation routes.
 - 3. appreciates streamlined onboarding processes and prefer options like Apple ID or phone number for faster access.
 - 4. values knowing the availability of accommodations when booking time to make informed decisions.
 - 5. highlights the importance of accessibility considerations in design, such as contactless, to ensure usability in various lodging conditions.
 - 6. expresses interest in all-in-one travel booking solutions that provide a seamless experience from search to booking.
 - 7. appreciates personalized experiences that cater to their preferences, both in suggesting accommodations based on travel activities or travel dates.
- creating_jessica

Interview#3

- 1. travels infrequently, typically once a year for leisure purposes.
 - 2. if traveling long distances, the user prefers flights, while for short distances, they opt for cars.
 - 3. when traveling to unfamiliar countries, the user prefers to use travel agencies for assistance in logistics and planning.
 - 4. relies on Google to find travel agencies or concierge services when needed.
 - 5. faced difficulties in finding transportation from airports to hotels, particularly in terms of availability of taxis or ride-sharing services.
 - 6. appreciates pricing and layover time, preferring direct flights when possible.
 - 7. prefers private transfers at destinations for convenience and comfort.
 - 8. combines various mobile apps for travel planning and booking, including travel apps with personal concierge services to provide comprehensive options, including pricing, flight details, layover times, and local recommendations for time management.
- creating_jessica

Interview#4

- 1. travels frequently for both business and leisure, experiencing once a month.
 - 2. prefers air travel as their primary mode of transportation.
 - 3. prefers to book travel arrangements themselves, they acknowledge the potential benefits of using a concierge service.
 - 4. struggles with entering their arrival at the airport on time.
 - 5. plans travel routes at destinations by checking available options, including connecting systems and using the airport for information.
 - 6. prioritizes pricing and layover time, preferring direct flights when possible.
 - 7. prefers private transfers at destinations for convenience and comfort.
 - 8. combines various mobile apps for travel planning and booking, including travel apps with personal concierge services to provide comprehensive options, including pricing, flight details, layover times, and local recommendations for time management.
- creating_jessica

Interview#5

- 1. usually book their flights themselves but sometimes use a travel agent for assistance.
 - 2. open to using a travel agent or concierge service if it's a first service but generally prefer to book themselves.
 - 3. prefers leisure travel, typically visiting family.
 - 4. open to various modes of transportation including driving, flying, and taking the train.
 - 5. planning is the most challenging aspect for them, particularly because they worry about bringing the right clothes for different occasions.
 - 6. prefer using Uber for transportation due to its convenience.
 - 7. private transportation is preferred over public transportation, especially due to concerns about being jostled in crowded places.
 - 8. they tend to combine, even if a concierge service helps plan their activities and coffee.
 - 9. appreciate travel apps that provide flight updates and recommendations for activities and attractions at the destination.
 - 10. discounts and easy refund processes for flights booked through the app are desired features.
 - 11. time management is not a significant issue for them during vacations, but they are open to assistance for scheduled activities.
 - 12. desire integration for a personal assistant feature in a travel app, as it would simplify their travel experience by handling logistics and transportation.
 - 13. prioritizes the destination, seeking a luxurious experience that differs from their regular surroundings.
- creating_jessica

Affinity Diagram

Seamless Experience & Convenience

- Appreciates seamless experiences, especially during sign-up and payment.
 - Prefers apps offering convenience, like Face ID for login and payment.
 - Desires streamlined onboarding processes, with options like Apple ID or phone number for quicker access.
 - Enjoys personalized touches and personalized experiences.
 - Values knowing the availability of accommodations when booking trips.
- creating_jessica

Comprehensive Information & Mobile App Usage

- Appreciates added benefits and content to enhance travel experience, such as guides or concierge services.
 - Dislikes unnecessary personal information during onboarding.
 - Appreciates clear pricing breakdowns and dislikes hidden fees.
 - Wishes for seamless integration between different aspects of travel booking.
 - Prefers visual tools like Google Maps for travel planning.
 - Comfortable using mobile apps for travel planning and booking.
 - Expects comprehensive features from travel apps, including information on destinations, pricing, transportation options, and recommendations for activities and attractions.
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Safety, Legitimacy, and Accessibility

- Values safety and legitimacy in accommodations, preferring professionally photographed listings.
 - Highlights importance of accessibility considerations in design for usability in various conditions.
 - Prefers private transfers for safety reasons.
 - Relies on travel agencies for assistance in logistics and planning, especially in unfamiliar countries.
 - Expresses interest in all-in-one travel booking solutions for a seamless experience.
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Transit Preferences & Decision-making




- Struggles with decision-making when planning trips, especially regarding dates, accommodation choices, and transportation routes.
 - Prefers flights for long distances and cars for short distances.
 - Prioritizes pricing, seating preference, and direct flights over connecting flights.
 - Struggles with ensuring timely arrival at the airport.
 - Plans transit routes at destinations by checking available options, including connecting systems and asking the airport for information.
 - Prioritizes pricing and layover time, preferring direct flights when possible.
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Link to

<https://www.figma.com/file/msU5Ljkh20qQm4Fj3Med1/TC%2C-CN%2C-AS%2C-BCM?type=whiteboard&node-id=38%3A228&t=Df0g8c5iGhKqT3q4-1>

our figjam

Research - User Persona

NAME Sarah		TYPE Idealist										
		Goals & Motivations <ul style="list-style-type: none">Sarah aims for seamless travel experiences that save her time and effort, especially during the booking process and transit.She values safety, legitimacy, and accessibility in accommodations and transportation options.Sarah seeks convenience and comprehensive information when planning her trips, including clear pricing breakdowns and added benefits to enhance her travel experience.She desires personalized touches that cater to her preferences and needs, such as personalized recommendations and services.										
Demographic <p> Female 36 years</p> <p> New York City</p> <p>Single</p> <p>Software Engineer</p>		Loves <table><tr><td>Effortless Travel Experiences</td><td>★★★★★</td></tr><tr><td>Personalized Recommendations</td><td>★★★★</td></tr><tr><td>Convenience and Accessibility</td><td>★★★★</td></tr><tr><td>Services Like Concierge</td><td>★★★★★</td></tr><tr><td>Safety and Comfort</td><td>★★★★</td></tr></table>	Effortless Travel Experiences	★★★★★	Personalized Recommendations	★★★★	Convenience and Accessibility	★★★★	Services Like Concierge	★★★★★	Safety and Comfort	★★★★
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Convenience and Accessibility	★★★★											
Services Like Concierge	★★★★★											
Safety and Comfort	★★★★											
Needs <ul style="list-style-type: none">Efficient Trip Planning ToolsPersonalized Assistance	Preferences <ul style="list-style-type: none">Sarah prefers using mobile apps for travel planning and booking due to their convenience and accessibility.She relies on visual tools like Google Maps for comparing locations and transportation options visually.Sarah prioritizes price, seating preference, and direct flights when booking flights, but she also values comprehensive features and personal concierge services in travel apps.She appreciates private transfers at destinations for safety, convenience, and comfort.Sarah relies on travel agencies or concierge services when traveling to unfamiliar countries for assistance in logistics and planning.	Frustrations/Pain Points <ul style="list-style-type: none">Sarah struggles with decision-making during trip planning, particularly regarding dates, accommodation choices, and transportation routes.She finds it frustrating when filtering options are not intuitive or customizable, leading to difficulties in finding the best travel arrangements.Sarah dislikes providing unnecessary personal information during the onboarding process for travel apps and services.She faces challenges in ensuring timely arrival at airports and finding transportation from airports to hotels, especially in unfamiliar destinations.										
Previous experience <p>Bad experiences with being late to the airport and difficulties finding appropriate transportation.</p>												
Brands and influencers <p>Booking.com</p>												

“Booking is difficult, especially when you have more than one leg on the trip.”

“Highlights the importance of accessibility considerations in design, such as contrast ratios, to ensure usability in various lighting conditions.”

“Prefers private transfers at the destination for safety reasons.”

“comfortable using mobile apps for travel planning and booking due to their ease and convenience.”

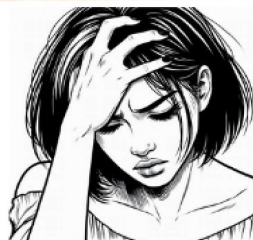
“Expects travel apps with personal concierge services to provide comprehensive options, including pricing, flight details, layover times, and traffic considerations for time management”



Storyboard



Meet Sarah, a frequent traveler who struggles with coordinating transportation during her trips. She often finds herself juggling between booking flights, arranging airport transfers, and finding local transportation options.



Sarah's upcoming trip involves multiple destinations and modes of transportation, making it overwhelming to manage everything on her own. She worries about missing connections, delays, and the overall stress of coordinating transportation services.



Sarah learns about a travel app with a special feature as a personal concierge that helps with all transportation needs. Intrigued by the promise of a seamless and personalized transportation experience, she decides to give it a try for her upcoming trip.



Sarah inputs her travel details into the app, including flight information, accommodation locations, and preferred transportation preferences. The app's concierge feature generates a tailored transportation plan that covers all aspects of her journey, from airport transfers to local transportation options.



During her trip, Sarah experiences a stress-free transportation experience thanks to the app's concierge feature. She seamlessly transitions between different modes of transport, with all arrangements taken care of in advance. Sarah enjoys the convenience and efficiency of having a personalized transportation solution at her fingertips.



Sarah completes her trip with her partner feeling satisfied and stress-free, thanks to the travel app's concierge feature. She appreciates how the app simplified the coordination and management of transportation services, allowing her to focus on enjoying her travel experiences without worrying about logistics.

Research - User Journey



Sarah

Age

36 years old

Occupation

Software engineer

Location

New York, NY

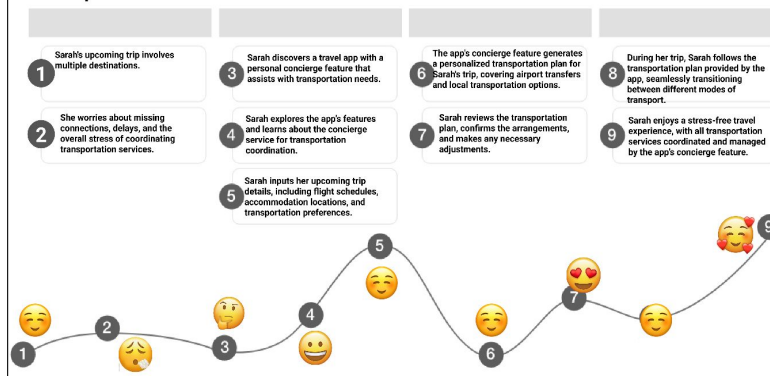
UX Scenario

Sarah is a frequent traveler who is planning an upcoming trip to a foreign country. She wants to ensure a smooth and stress-free transportation experience during her journey. Sarah decides to use a travel app with a personal concierge feature that promises to assist with all her transportation needs.

Goals

Sarah's ultimate goal is to have a satisfying and memorable travel experience, where transportation services play a crucial role in enhancing her journey.

The Experience



Opportunities

- create an app that allows users to have multiple route recommendations
- add many filters to our search engine
- book tickets easily through one click
- make a user friendly, intuitive interface
- offer flexible options
- connect to personal calendar for itinerary
- make it easy for the user to check out/pay

Research - Ideation

I LIKE:

I like when after booking, it aligns with how I've planned my trip using Google Maps.

Thomas



I like app that offers convenience to sign or to check out.

Thomas



I like when I know my hotel is close to the Restaurants / Sights I've designated before my trip.

Thomas

provides comprehensive options (pricing, flight details, layover times, traffic consideration for time management - CN

Thomas



I WISH:

I wish my google maps could sync up to accommodation booking - that way I can see what I'm close to re: what I want to do, activity wise.

Thomas



I wish there were more customization options for the transportation plan, allowing me to adjust preferences and arrangements as needed.

Anastasia Shtolina



wish to have private transportation from airport for convenience and safety.

Berthe Cherisme-Mesidor

I wish the concierge feature could provide real-time updates and notifications for any changes or delays in transportation services.

Anastasia Shtolina



WHAT IF:

WHAT IF - there were a way to overlay my Google maps or iOS maps pins, onto a map view for booking transportation?

Thomas

what if there was an app that can plan my trip for me specially when it comes to date.



Cherisme-Mesidor



What if the concierge service could anticipate and suggest alternative transportation options in case of unexpected disruptions or cancellations?

Anastasia Shtolina



x

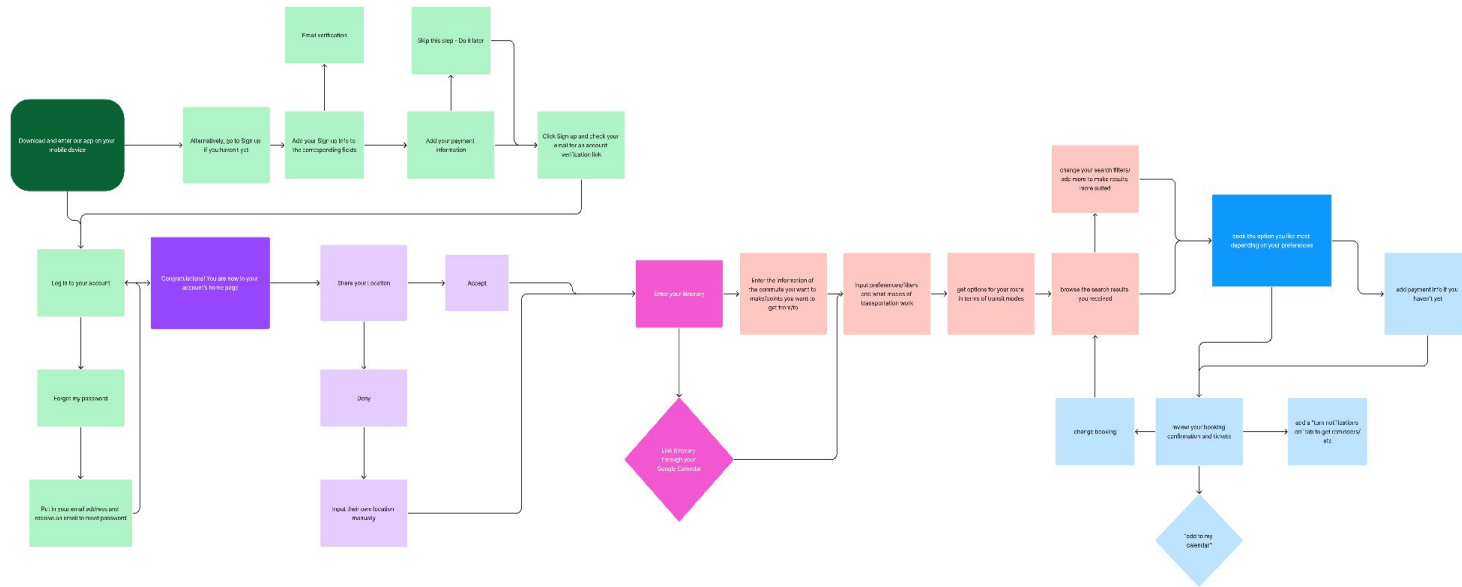
Thomas



Encapsulates our idea very well. Maybe direct translation to our proto.
People are struggling with this - how do we make this issue better.

Research - User Flow

User Flow



Research - Competitor Analysis

<https://docs.google.com/document/d/1GqNrspv-mbUWxi2xBXiazxeDb4SKHmunhtYTjaVTdU/edit>

Bridging the gap between different travel Apps.	Feature Analysis	Competitive Advantage	Customer Reviews	General notes
Indirect competitors				
Expedia	<ul style="list-style-type: none"> -User can book flights, hotels, rental cars, vacation packages, -Easy price comparison -Rewards program 	<ul style="list-style-type: none"> -Extensive Inventory -Competitive Pricing -International presence -User-Friendly 	"Expedia is the best with ease of use, agent friendliness and their ability to always solve my issues positively."	Expedia ensures users to have convenient travel planning and booking for diverse preferences and budgets.
Hopper	<ul style="list-style-type: none"> -Booking Recommendations - Offers the option to book refundable flight tickets, providing flexibility in case travel plans change. 	<ul style="list-style-type: none"> -User friendly -Personalized Recommendations -Price prediction technology 	"A coworker told me about Hopper. So glad he did. I checked out the prices on other travel sites and was pleased to see we saved over \$100 on each ticket. Cool tips and I used the 'price freeze'. I dig Hopper and have no problem leaving that little bunny a tip for all his hopping around getting me the best prices"	Hopper technology of price prediction, user friendly, and discounted prices and hotels, flights make it one of the most visited site
Direct Competitors				

Google	<ul style="list-style-type: none"> -Concierge Services: While Google doesn't provide traditional concierge services, its platforms offer assistance through features like customer support, travel advisories, and in-app messaging for inquiries and support. -Personalization : Google's travel services leverage user data to personalize search results. -Travel planning tools: different flights available, and hotel recommendations. 	<ul style="list-style-type: none"> -User-Friendly Interface -Comprehensive Travel Information: Google provides a one-stop destination for travelers to search for flights, hotels, car rentals, and attractions. -Integration of other google services: like google map, google calendar, even google assistant 	"Google Travel is a game-changer in the world of travel planning. Its comprehensive platform offers everything a traveler needs in one convenient location. From searching for flights and accommodations to exploring activities and dining options, Google Travel streamlines the entire process."	Google can be a one stop shop for users, they just have to navigate on different pages or download all the different services.
Uber	<ul style="list-style-type: none"> -offers convenience and flexibility, especially in areas where traditional taxi services may be limited. - Safety features: such as driver background checks, riders will know who their driver is. Trip tracking, and an emergency assistance button in the app. 	<ul style="list-style-type: none"> -Global Reach: Uber operates in hundreds of cities and countries worldwide, giving it a global reach that few competitors can match. -with uber extensive driver network that helps users reduce wait times and ensures high availability, enhancing the overall user experience. 	"Uber revolutionized the way we think about transportation, and for good reason. Love that I can see the fare estimate upfront and know exactly how much I'll be paying before I even request a ride."	Uber has transformed the way we get from point A to point B. The app. user-friendly , reliable service, transparent pricing, and strong focus on safety make it my go-to choice for transportation.

Research - Survey + Results

- **Challenges with Transportation:**

Frequently: 6.25%
Occasionally: 18.75%
Rarely: 62.5%
Never: 12.5%

- **Modes of Transportation:**

Airplane: 68.75%
Train: 12.5%
Bus: 12.5%
Taxi: 12.5%
Public transportation: 12.5%
Rental car: 43.75%
Walking: 18.75%

- **Language Barriers:**

Yes: 37.5%
No: 62.5%

- **Confidence in Navigating Public Transportation:**

Yes: 68.75%
No: 31.25%

- **Importance of Reliable Transportation:**

Extremely important: 37.5%
Important: 62.5%

- **Interest in Travel App with Personal Concierge Feature:**

Yes, definitely: 56.25%
Maybe: 43.75%

User Interview Process

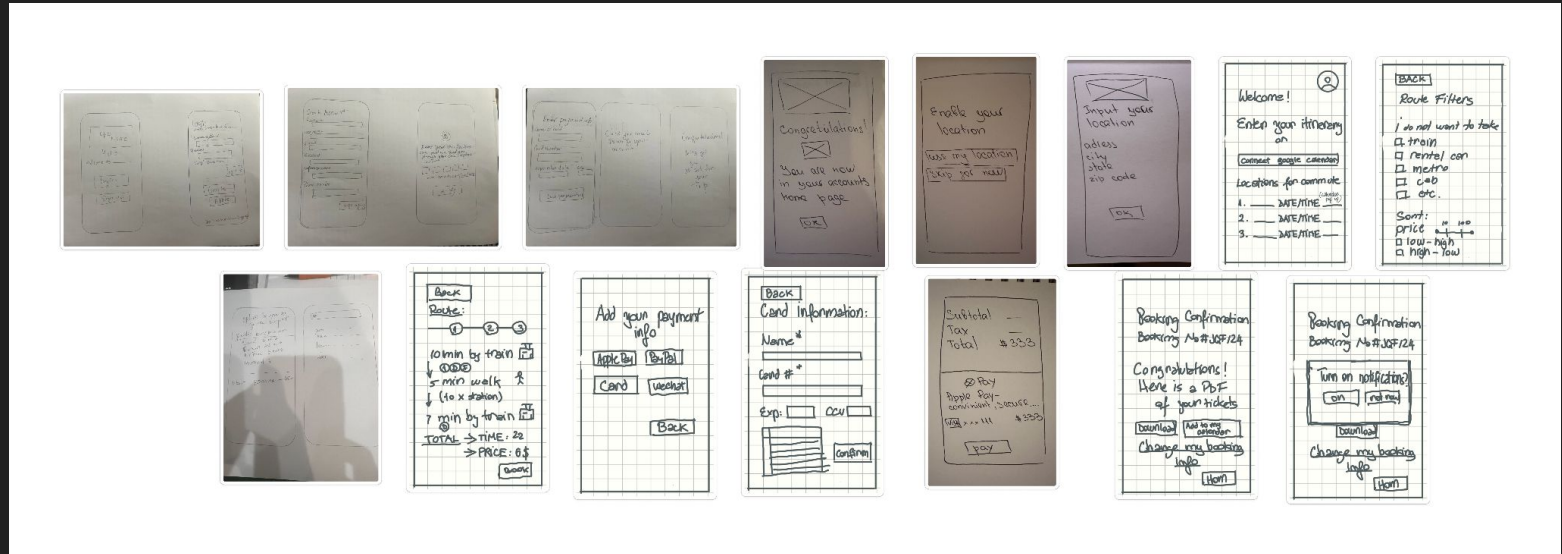
Test Recordings:

[Link to Recording 1](#)

[Link to Recording 2](#)

Design Process

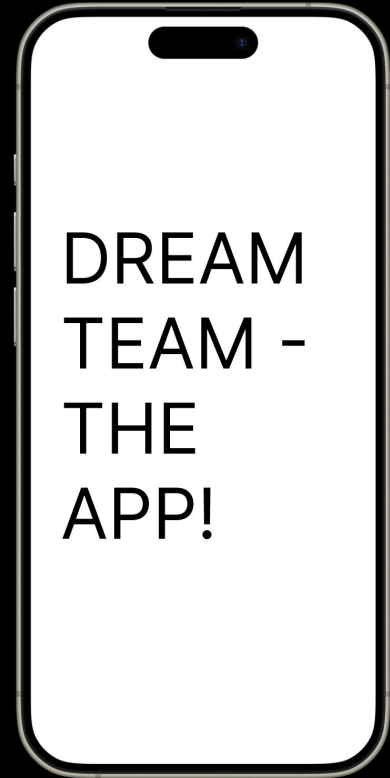
Our Initial Sketches:



Design Process

Clickable Sketch Prototype:

<https://www.figma.com/file/w9M5XAJ3zUUQP8LWpf2BwX/TC-%2F-CN-%2F-BCM-%2F-AS?type=design&node-id=0-1&mode=design&t=wyOhB1LQuS2jnG5v-0>



Hi-Fi, iOS Prototype (Clickable)

Full Prototype [HERE](#)

Future Opportunities & Our Next Steps

- Implement more filters and sorting systems
- Add more customer service/assistance
- Create a rewards program
- Expand from transit to booking accommodations/flights/activities
- Better our UX
- Implement more payment options
- Make personalized recommendations based on booking patterns

Project Outline:

<https://docs.google.com/document/d/1134nhCW3kpuRigky9MspHhUHARye2ihIZIGcfbvql7w/edit>

THANK YOU! :)