

Smart Traveling App Field Study



OBJECTIVE

As a new product designer working for a new travel startup, there will be a new app launch once the global Pandemic ends. The startup's goal is to build a modern-day mobile app, called Smart Traveling, that helps people plan their next trip, post-Pandemic.

PROBLEM

Travelers are frustrated by the increased cost of the entire travel experience as well as transportation instability, but overwhelmed by the number of choices and options available to them.

SOLUTION

The Smart Travel App is designed for location traceability with flights and curated package deals, to help travelers solve issues with instability in flights, provide low cost packages, and trip planning in a short amount of time.

“Catch flights, not feelings!”

User Research

NADINE SARRAJ

Proto Persona 1

Name Alyssa Montgomery	Behavioral Demographics <ul style="list-style-type: none">• Age: 26• Occupation: Fashion Consultant for Vogue• Lives in New York City, New York• Travels frequently for work (~25-30%)• Enjoys coffee and reading fashion magazines• Enjoys designing her own clothes• Loves to give fashion advice to others
Goals and Needs <ul style="list-style-type: none">• Wants a more refined traveling search specific to all the high end fashion cities• Walking distance to all the restaurants and cafes• Wants best weekday/weekend rates for traveling for work/leisure• Wants easy invoice receipt transactions for billing to her company for work travel	Pain Points/Potential Solution <ul style="list-style-type: none">• Tired of using many websites to find great flight deals and finding activities to do• Frustrated about keeping tabs of invoice receipts for work travel processing• Frustrated about flight cancelation without any compensation• Frustrated with not having a refined restaurant search for trips (overwhelming amount of choices)

Proto Persona 2

Name Steve Fun	Behavioral Demographics <ul style="list-style-type: none">• Age: 19• Occupation: Instagram/Youtube Blogger• Lives in Miami, Florida• Travels all the time for his blogging activities• Enjoys meeting new people• Loves learning about different cultures (food/attire/cultural norms)
Goals and Needs <ul style="list-style-type: none">• Wants frequent updates on country requirements (i.e. visa approvals/paperwork processes)• Would like a translator for each country he visits• Wants best rates filtered out to help with planning on trips• Wants alerts of safety levels of country (i.e. if there is war criminals in the area)• Wants a list of recommended food restaurants	Pain Points/Potential Solution <ul style="list-style-type: none">• Tired of using many websites to find great flight deals and finding activities to do• Tired of constant country policy changes per different regions• Frustrated on flight cancelation without any compensation• Would like to have refined restaurant/cafe search in new countries

Interview Plan

Goals

As a travel app startup company, we will develop and enhance the post pandemic traveling experience through our Smart Traveling app. We will uncover the pain points of the users' experiences when planning a trip, in order to create an enjoyable and fun trip planning experience for all users. As a user researcher, I would like to understand how the user determines where to go through their choice of transportation (i.e. airplane, cruises, cars, buses, motorcycles, etc.) and why they make those decisions.

Research questions

1. What are the primary motivating factors behind users traveling?
2. What is the best mode of transportation on trips for the user, and why?
3. How often will a user travel domestically versus travel internationally?
4. How does the user determine when to book direct flights or destinations with layovers?
5. What kind of apps does the user utilize for finding/purchasing flights and/or for finding rental vehicles?
6. What kind of apps does the user utilize for activities and food at said destination?
7. How does the user determine which flight carrier to use on trips?
8. How does a user handle traveling with unexpected flight cancellations and/or rental shortages?
9. Would you pay for an app that centralizes all trip planning in one location?

Methodology

User interviews will be conducted to collect qualitative data through a series of Q&A in person.

Participants

Ideal candidates for this research interview are people who travel domestically and internationally.

***Background, Schedule, and Script are all in the following UX Research Plan Template document: [Research Plan](#)

Interview Notes/Transcripts

To View Interview Notes:

[Interview Notes 2](#)

[Interview Notes 3](#)

To View Full Interview Transcripts:

[Transcript 1](#)

[Transcript 2](#)

[Transcript 3](#)

[Transcript 4](#)

Transcript 5 ([part 1](#) and [part 2](#))

Transcript 6 ([part 1](#) and [part 2](#))

To view the full
User Insight
Diagram:

or the PDF in the drive:

Miro Board PDF



Affinity Diagram

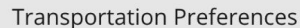
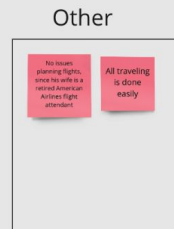
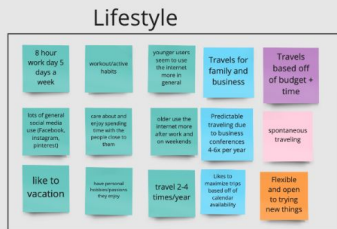
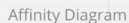
To view the full Affinity Diagram:

Affinity Diagram

Miro Board

or the PDF in the drive:

Miro Board PDF



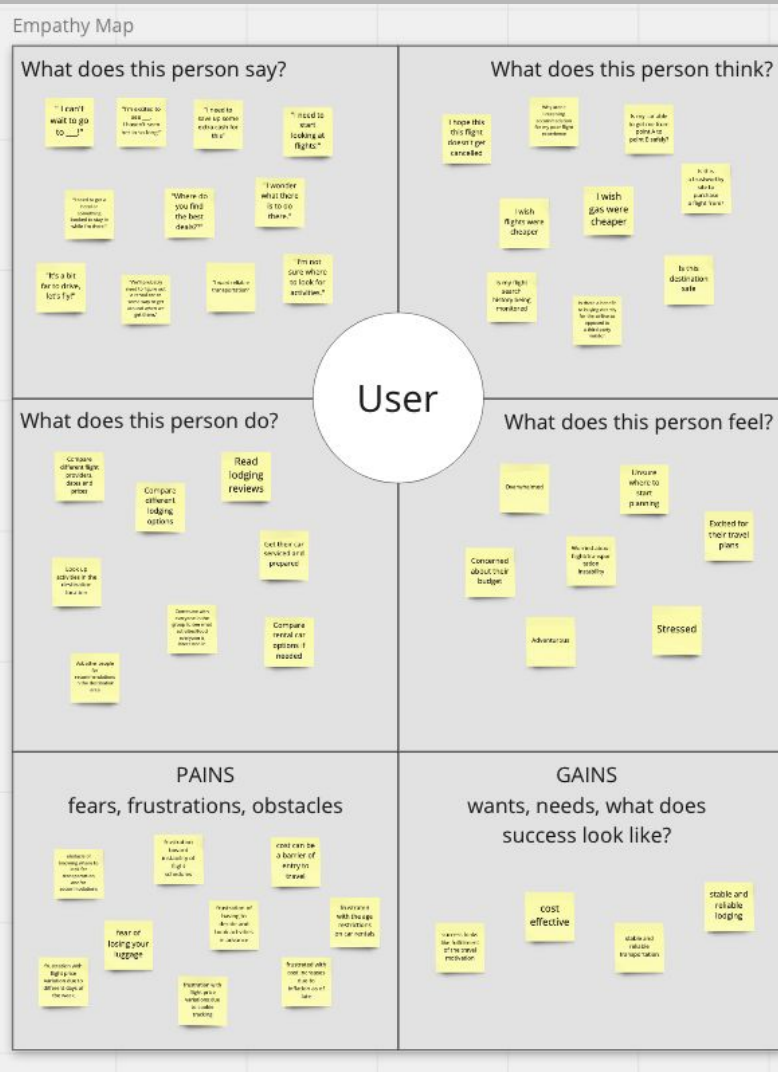
Empathy Map

To view the full Empathy Map:

Empathy Map Miro Board

or the PDF in the drive:

Miro Board PDF

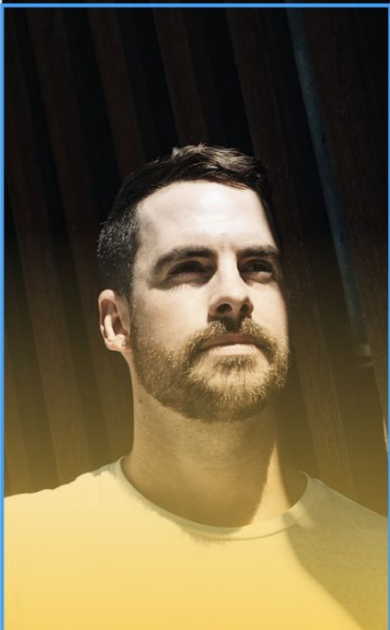


User Persona

To View the Figma Board:

[User Persona](#)

User-Persona-Template-1



AGE	40
JOB TITLE	Software Engineer
STATUS	Married
LOCATION	Seattle, WA

PSYCHOGRAPHICS

#technerd
#VanGogh_is_my_bro
#familyman

ABOUT

Abil is a software engineer who is passionate about getting his oil paintings hung in the nearby local art galleries and coffee shops. He has over 20 years of experience in his professional field and his artistic endeavours. He also enjoys spending time with his family and trying new things.

KNOWN HABITS

- Enjoys being present with his family and enjoys memorable experiences.
- Enjoys being efficient in everything he does.
- Paints everyday at 6am

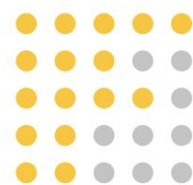
GOALS

- Would like a refined search for kid friendly cities/areas in the US and internationally
- Wants great rates/package deals when traveling, as a family of 5 can get pricey.
- Safety and reliability when traveling for specific destinations




Abil Hero

PREFERENCES

Python
HTML
SQL
C#
C++



FAVORITE BRANDS



PAIN POINTS

- He is married with 3 children, so flying with that many people can get very expensive very quickly; he struggles to find cost effective transportation
- Would like more resources for family friendly activities that won't break the bank and that everyone will enjoy
- Struggles to find reasonably priced lodging to accommodate for the entire family

Definition & Ideation

NADINE SARRAJ

Survey

Created a survey to enhance the user insight statement (more quantitative data):

[Smart Travel App Homework Survey](#)

User Insight

Insight Statement

Abil Hero needs a way to find the cheapest comparable flight deals with having confidence in flight stability and lodging, in order to have a memorable and enjoyable time with his family, as planning out a trip takes up too much of his time, and using multiple web applications is frustrating.

Questions remaining...

1. What tools does Abil use to find the best comparable flight deals?
2. How does able purchase the best deals? Is it by packages for his family or does he use different websites to purchase flights/hotels/rentals separately?
3. How can we ensure flight stability, so no added stress happens to the parents?
4. Where and how can we find the best kid friendly locations with safest ratings?

Problem Statement

POV Template

User	Need	Insights
<ul style="list-style-type: none">- Families	<ul style="list-style-type: none">- Best rates for trips- Flight and lodging stability	<ul style="list-style-type: none">- COVID- Inflation across US- Most people spend +2 hours planning a trip according to the survey

How might we....?

(contains product, user, and key performance indicators (KPIs)))

- How might our Smart Travel app help Abil, a father with a family of 5, find the best package deals with the ongoing inflation rates?
- How can our Smart Travel app facilitate easy traceability of flight information per minute and/or per hour for families like Abil's, due to flight instability with COVID regulations?
- How can our Smart Travel app provide ratings for family friendly cities, such as safety and fun activities for both parents and children?

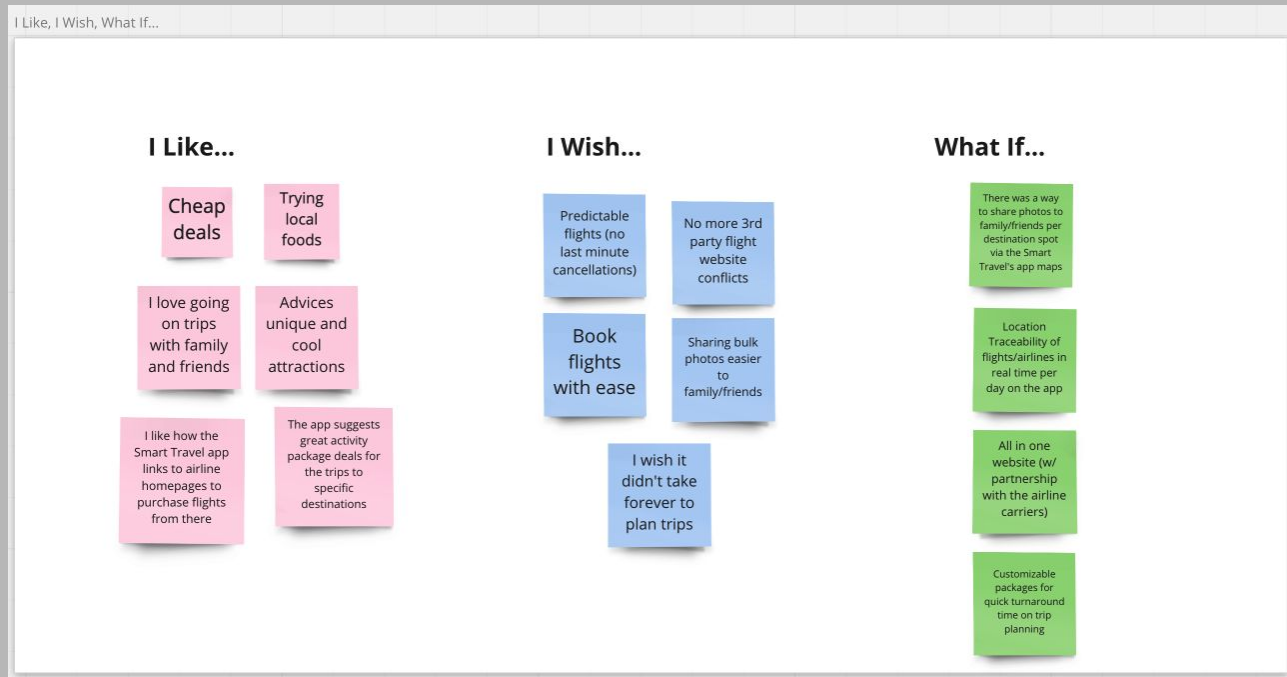
Problem Statement

- The Smart Travel app helps travelers plan out their most memorable and enjoyable trips with ease through our comparably cheap package rates, as planning out a trip for most people takes up too much time, and using multiple web applications can get frustrating. How might our Smart Travel app facilitate low cost packages, trip planning in a short amount of time, and eliminate the uncertainty and instability in flights, in order to remove stress and frustration from travelers?

Ideation

To view the full ideation board:

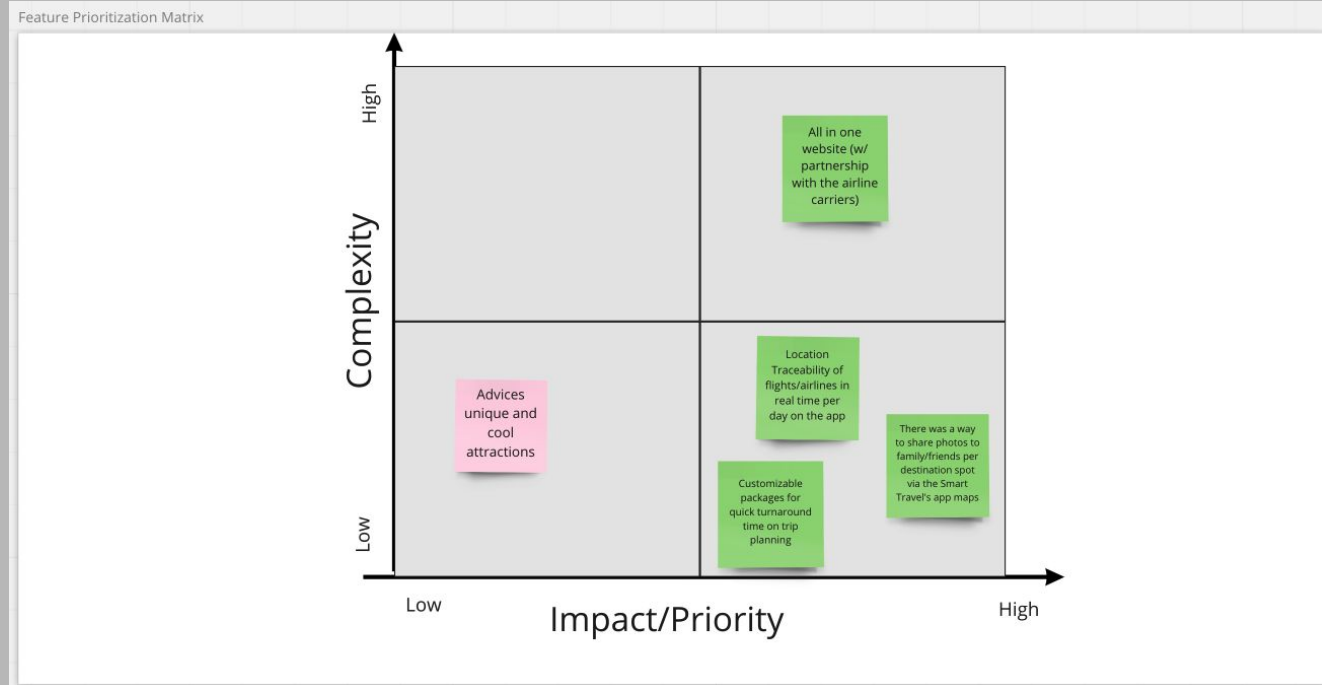
[I Like, I Wish, What If Example](#)



Feature Prioritization Matrix

To view the Feature Prioritization Matrix on Miro go here:

[Matrix frame](#)



Value Proposition

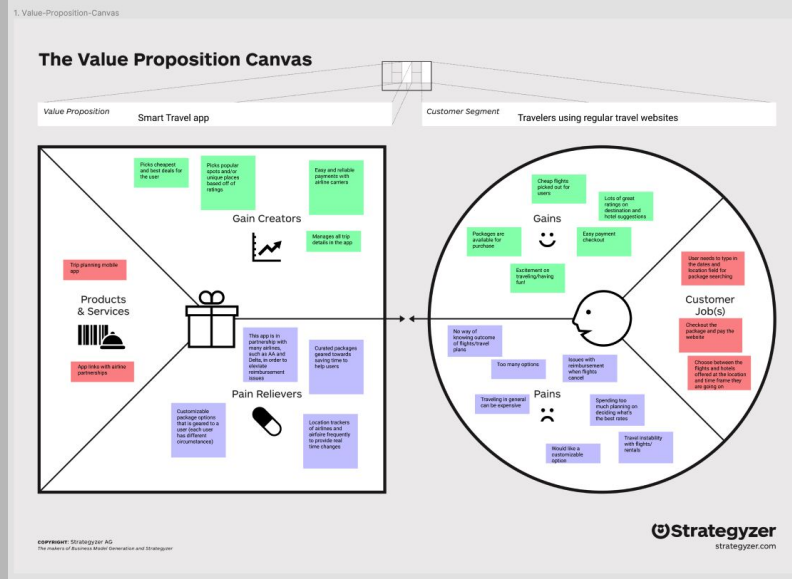
To view the full Value Proposition Canvas:
Canvas: [Figma board for Value Proposition Canvas](#)

Homework #2 Value Proposition Statement

My organization **Smart Travel** is developing **location traceability with flights and curated package deals** to help **travelers** to solve **instability in flights, low cost packages, and trip planning in a short amount of time**.

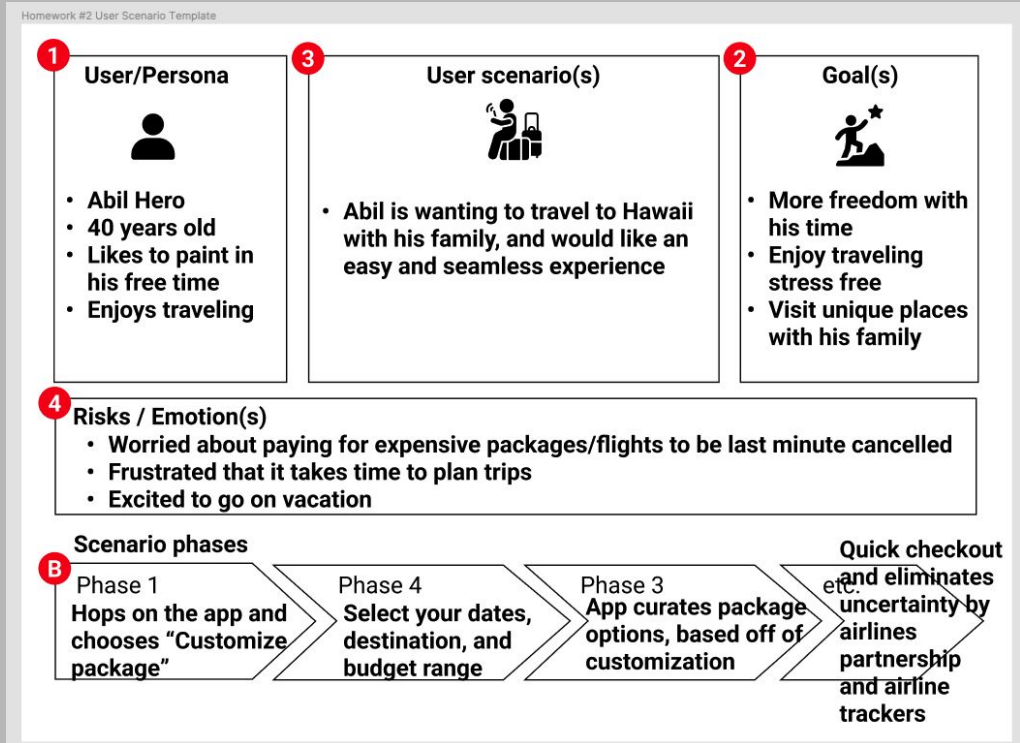
We're better because we prepare customizable all in 1 package rates/deals for travelers, amongst other amazing features!

We're believable because **we catch flights, not feelings**.



User Scenario

To view the full User Scenario:
[User Scenario Template](#)



Storyboard

To view the full storyboard:
[Storyboard](#)

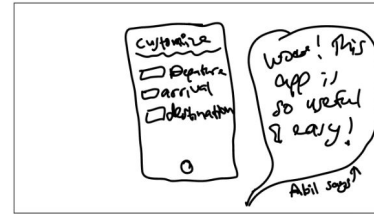
Homework #2 Storyboard Template

Travel Decisions



Abil Hero has a family of 5 and is wanting to travel to Hawaii to spend more quality time with his family and create many fun lasting memories, but doesn't want to go through the pain of searching travel package deals on multiple websites.

Smart Travel app customizations



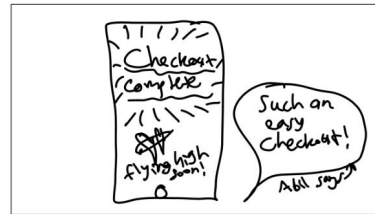
He has an idea to open up and use the Smart Travel app to help with all his traveling needs on a budget and in a timely manner. He selects the "Customize trip" option and inputs his departure/arrival dates/times. He then starts choosing what hotel, flights, and rentals are well within his budget.

Smart Travel app food/activity ratings



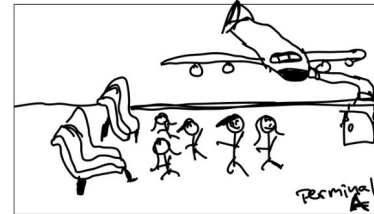
Once he selects the best flight + hotel + car combo for him, the Smart Travel app also helps curate several suggested food and activity packages that he can add to his current package, or he can choose his own food/activity package specific to his budget needs.

It's official like a whistle



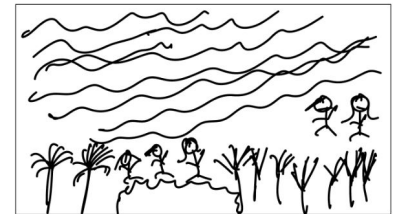
After the full package has been selected, he can click on "Checkout" and proceed to the 1 click payment option (contains "Pay with Apple/Google Wallet/Paypal/etc." options) or can select manual input of credit card information to make the easy payment transaction. Just like that, the trip is official!

Catch flights, not feelings!



Abil and his family go into the airport knowing they are able to go on their trip with no sudden cancellations, due to the Smart App's location flight tracking features. Abil is confident in his trip plans, and knows if anything were to happen, Smart Travel has their back because of their partnerships with all flight carriers and the Smart Travel BBB accreditation.

Hawaii bound!!!!



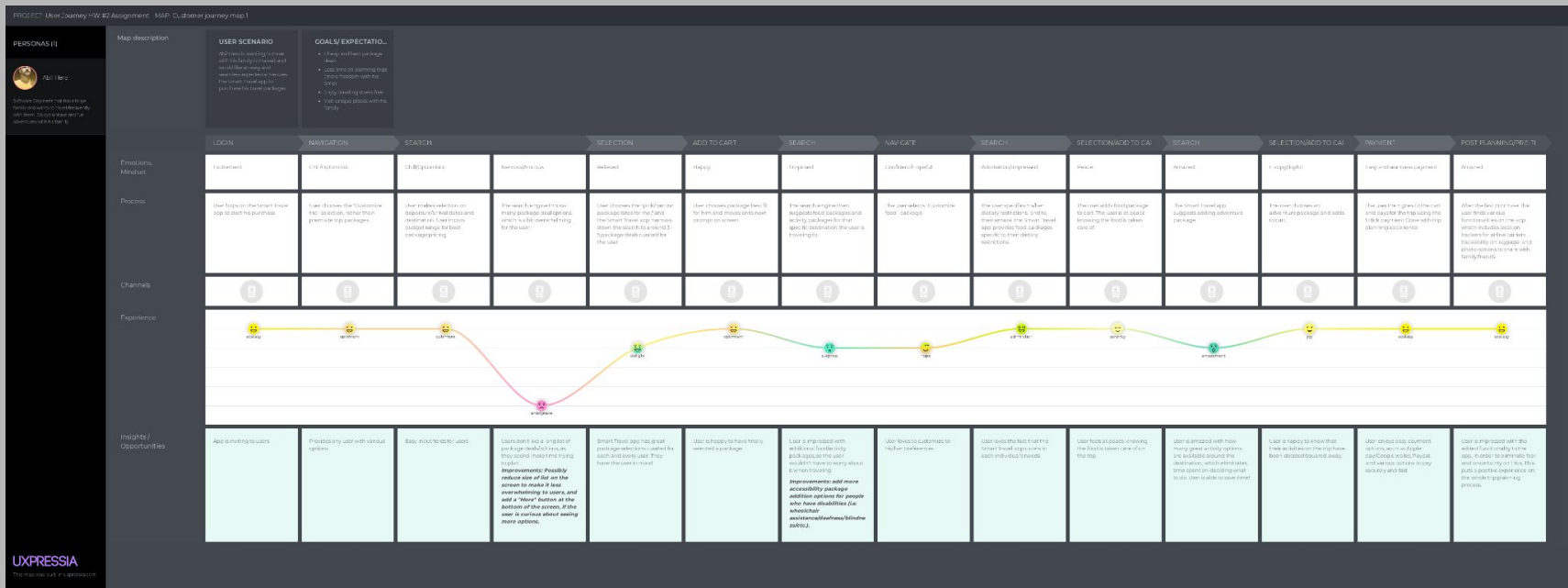
Abil is able to relax and enjoy the whole trip with his family! Thank you Smart Travel app!!

User Journey Map

Customer Journey Map access (for zoom in purposes) :

[UXPRESSIA customer journey map - PNG version](#) (clearer than PDF)

UXPRESSIA customer journey map - PDF version



Iterations and feedback documentation

[Iterations and feedback documentation link](#)

Lo-Fi Prototyping

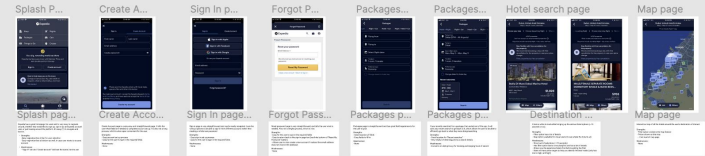
NADINE SARRAJ

Competitor Analysis

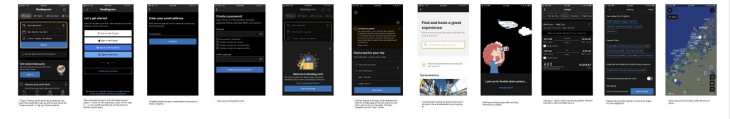
View the competitor analysis here: [Competitor Analysis](#)

Access screenshots here: [Figma Competitor Analysis](#)

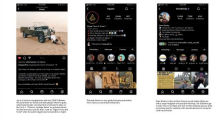
Expedia mobile app experience



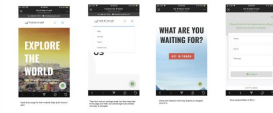
Booking.com mobile app experience



Social Media Influencers

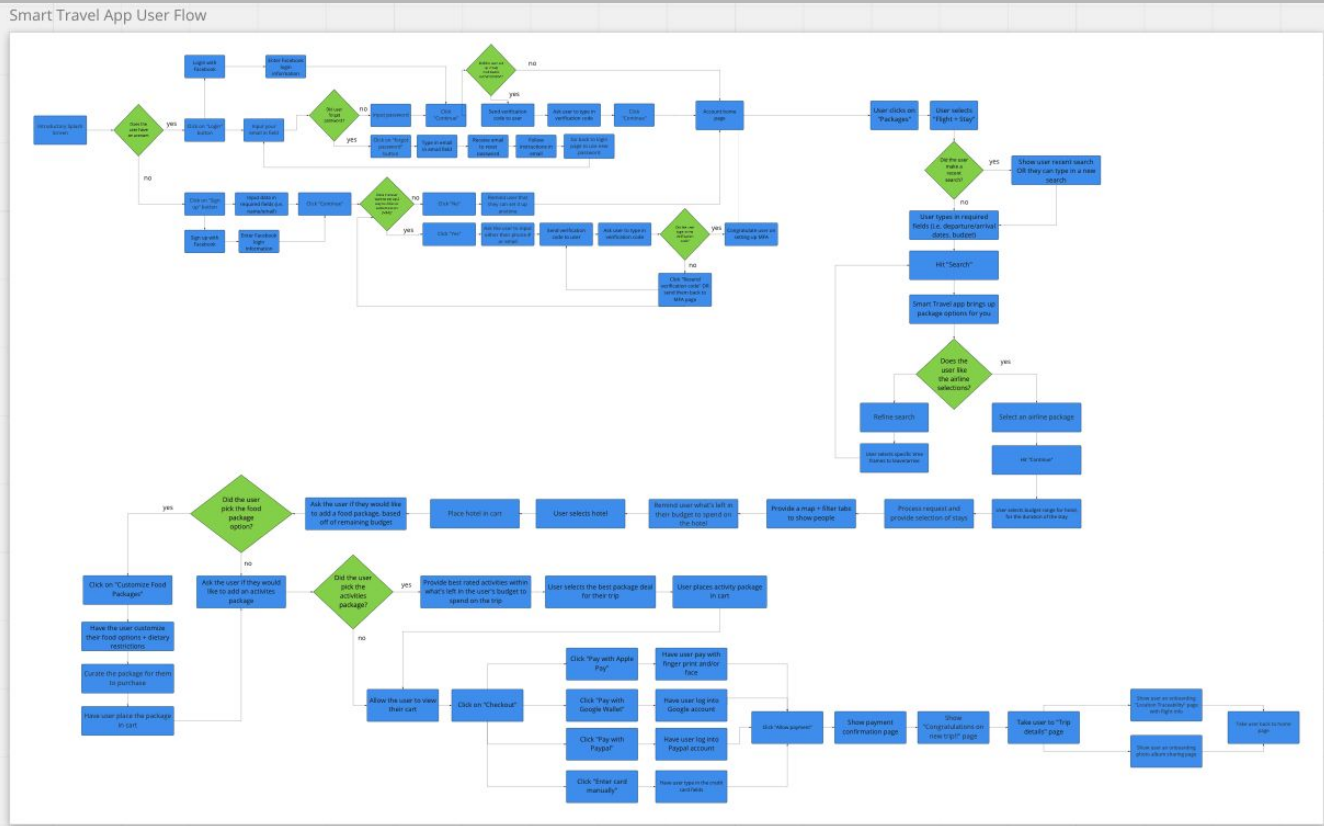


Travel agencies

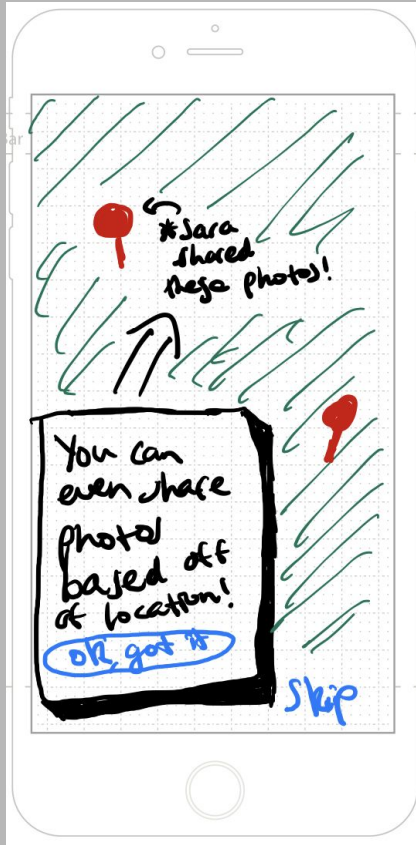


User Flow Iteration #1

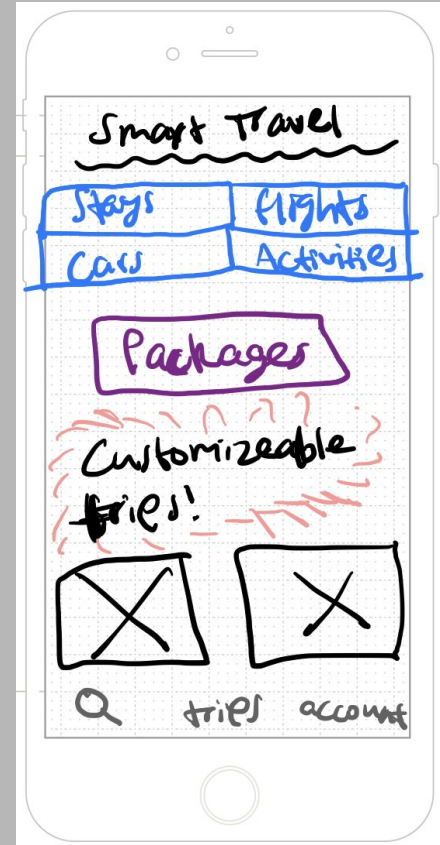
To view the full user flow:
[User Flow Miro Board](#)



Wireframe Sketches



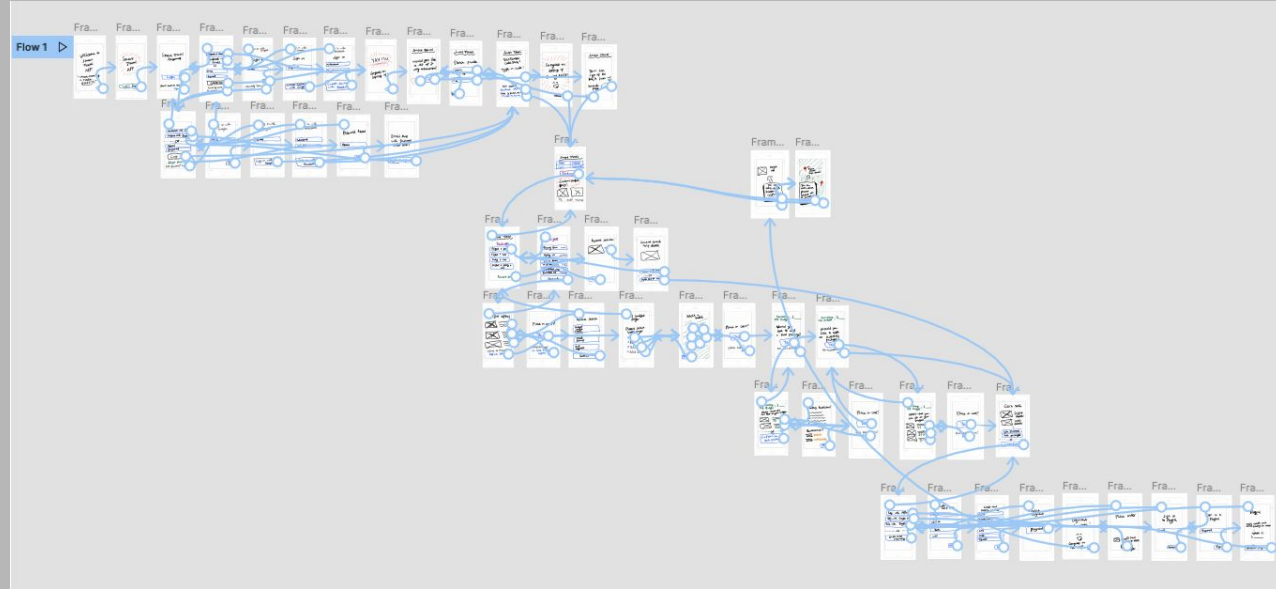
To view the full paper wireframe:
[Lo-fi paper wireframe sketches](#)



Low Fidelity Clickable Paper Prototype

To view the full clickable prototype:

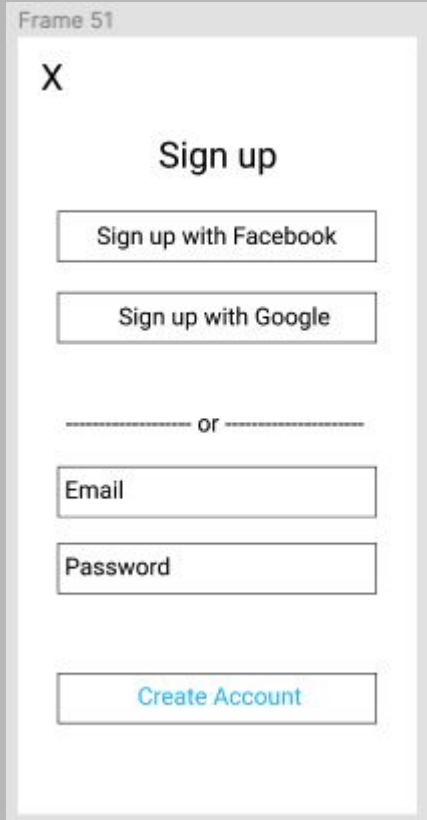
[Figma Lo-fi Paper Wireframe Clickable Prototype](#)



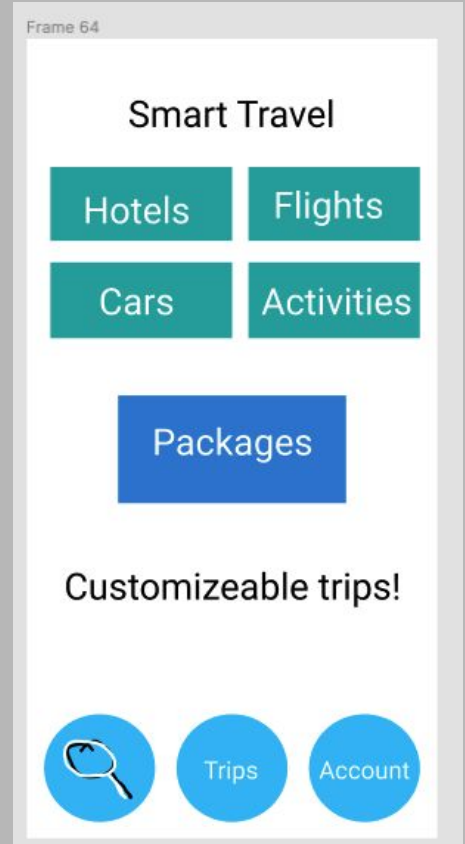
Side note: The Paper Prototype has the following functionality (a little different from the digital prototype) :

- Sign up users to the Smart Travel App
- Log in users to the Smart Travel App
- Curate only “Flight + Stay” packages for the user on their specific budget, along with reminding user of remaining balance after choosing flights/hotels/etc. throughout the process.
- Shows user page shortcuts on other features, such as flight location/traceability and photo sharing.

Digital Wireframes, Iteration #1



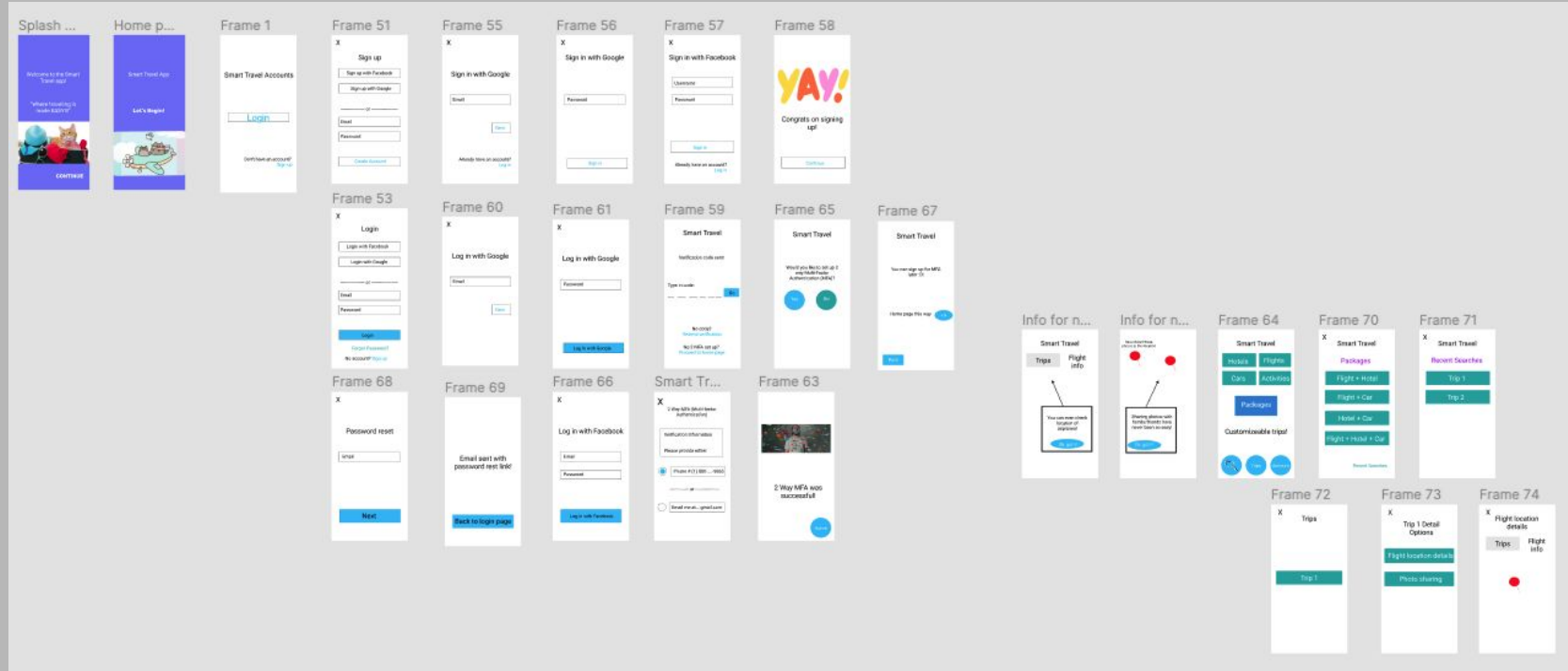
To view the full digital wireframe:
[Digital Wireframes](#)



Digital Wireframes, Iteration #1 continued

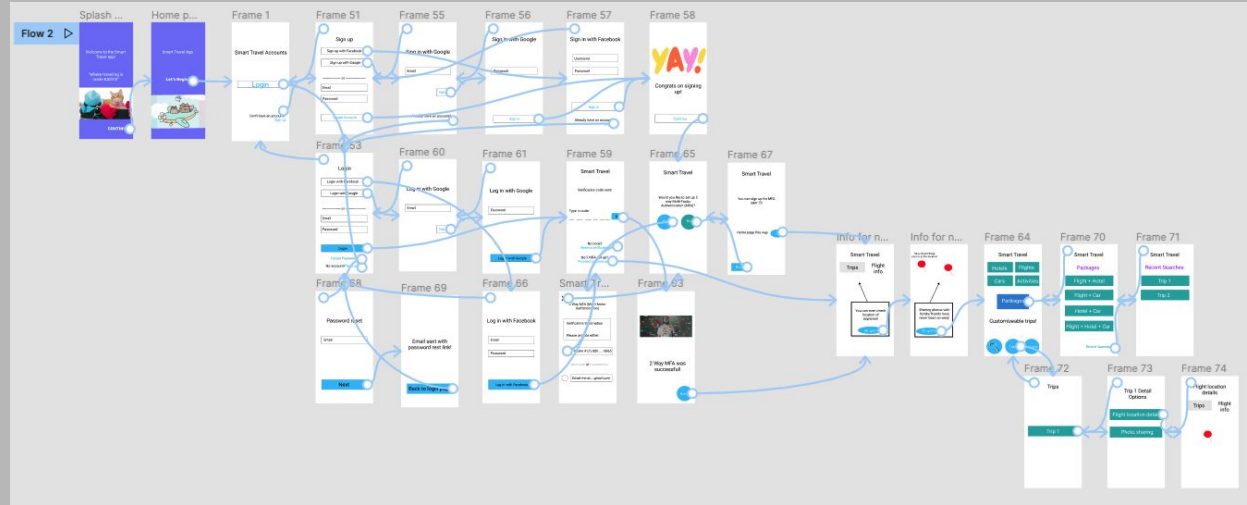
To view the full digital wireframe:

[Digital Wireframes](#)



Clickable Digital Prototype

To view the digital prototype:
[Clickable Digital Prototype](#)



Side note: The Digital Prototype app has the following functionality (a little different from the paper prototype) :

- Sign up users to the Smart Travel App
- Log in users to the Smart Travel App
- Show Smart Travel Home page (“Packages” functionality are not implemented yet)
- “Recent Searches” feature under “Packages” only (for now); under the assumption that the user already searched for trips.
- Home page Trips clickable button to showcase **1 feature**, which is the flight location/traceability feature. This is assuming the user already has a trip saved in the app. (photo sharing in next iteration)

Testing and Iteration

NADINE SARRAJ

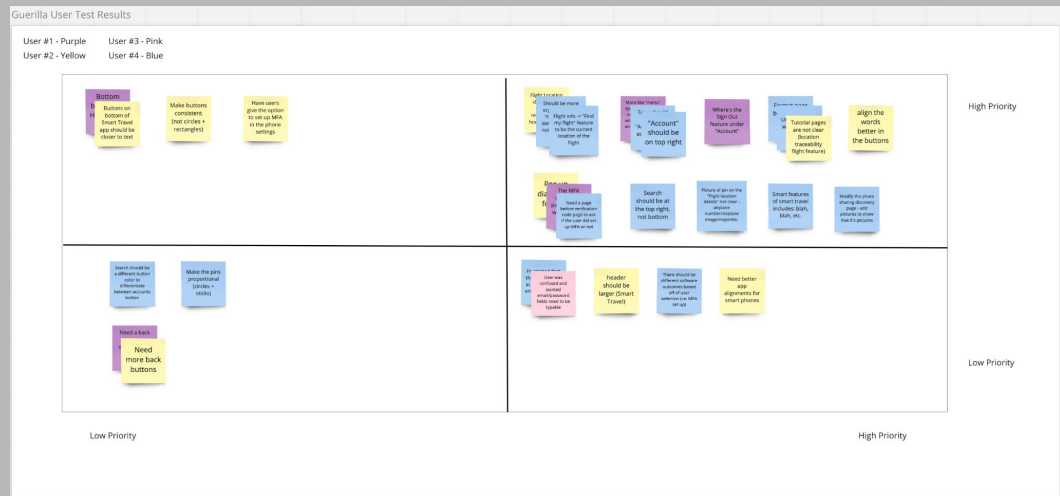
Guerrilla Testing Plan, User Test Notes, and User Test Recordings

- [Guerrilla User Test Plan](#)
- Plan notes: [User Test Notes Folder](#)
- User tests recordings: [User Test Recordings Folder](#)

Findings

- Users were very confused when viewing the tutorial pages (before the home page)
- Users were also confused on the MFA forced verification code after logging in, when they opted out of MFA set up during the signup process.
- Smart Travel app home page buttons should be arranged better, along with the organization of our Flight Location Traceability feature.
- To view the full test results:

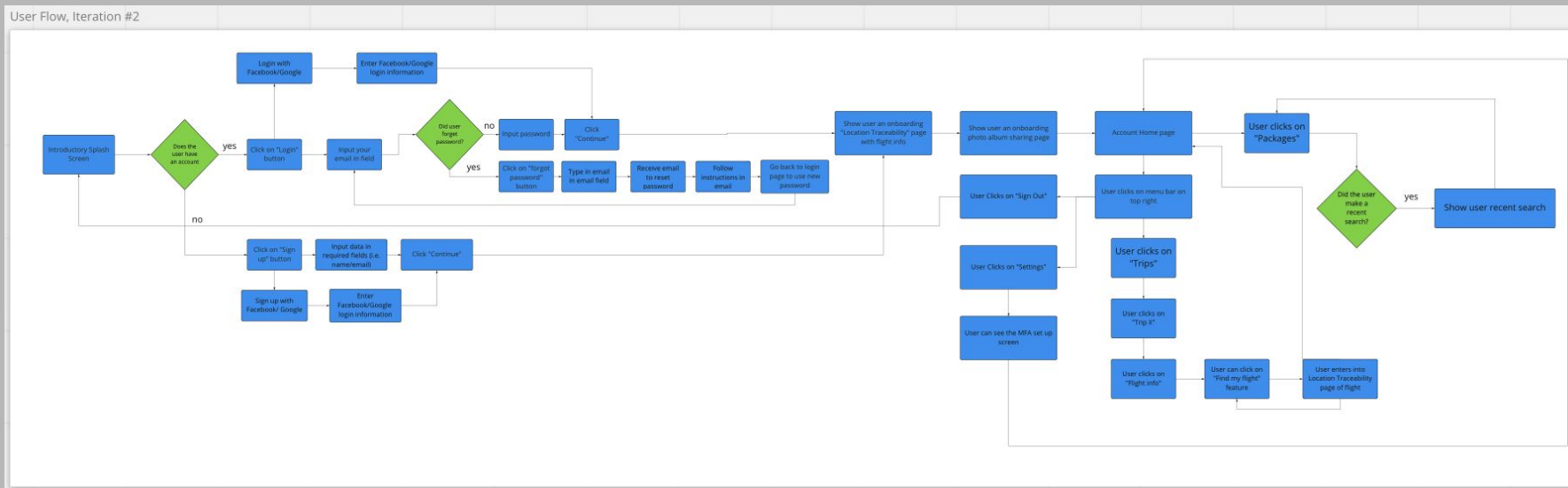
[Guerilla User Test Results Miro Board](#)



User Flow Iteration #2

To view the full user flow:

[User Flow Miro Board](#)

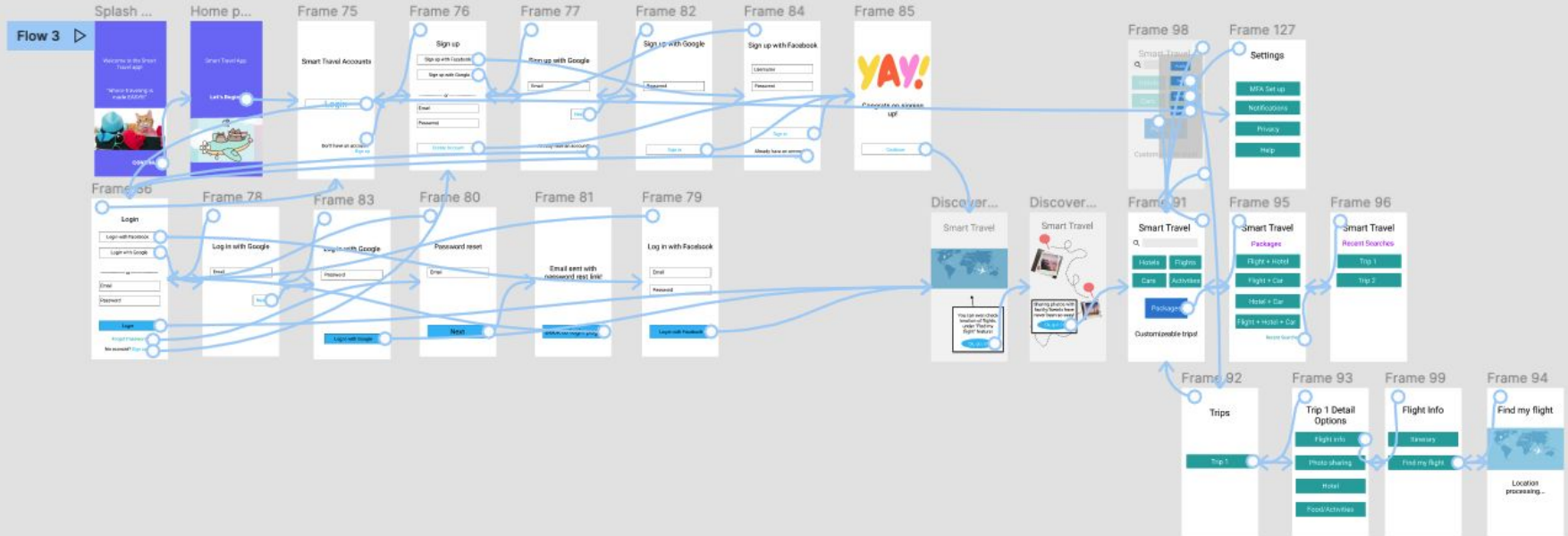


Digital Wireframes, Iteration #2

To view the digital prototype:

[Clickable Digital Prototype](#)

Digital Wireframes Prototype, Iteration #2

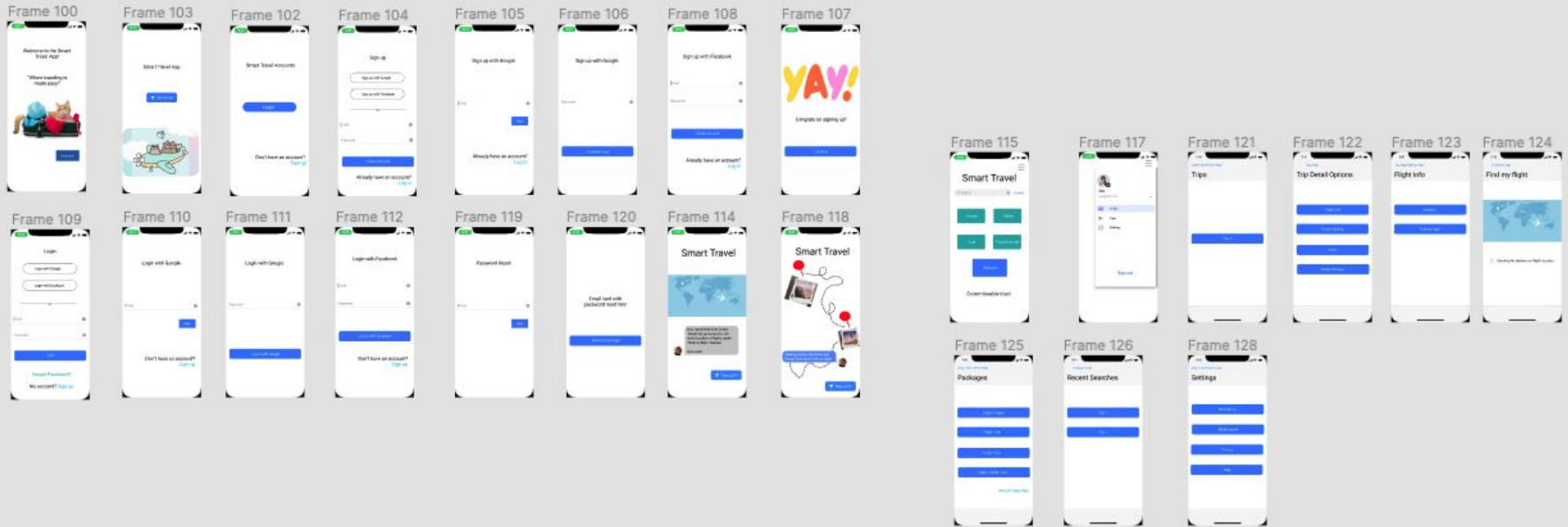


Digital iOS Wireframes

To view the iOS Wireframe:

[iOS Wireframes Figma Board](#)

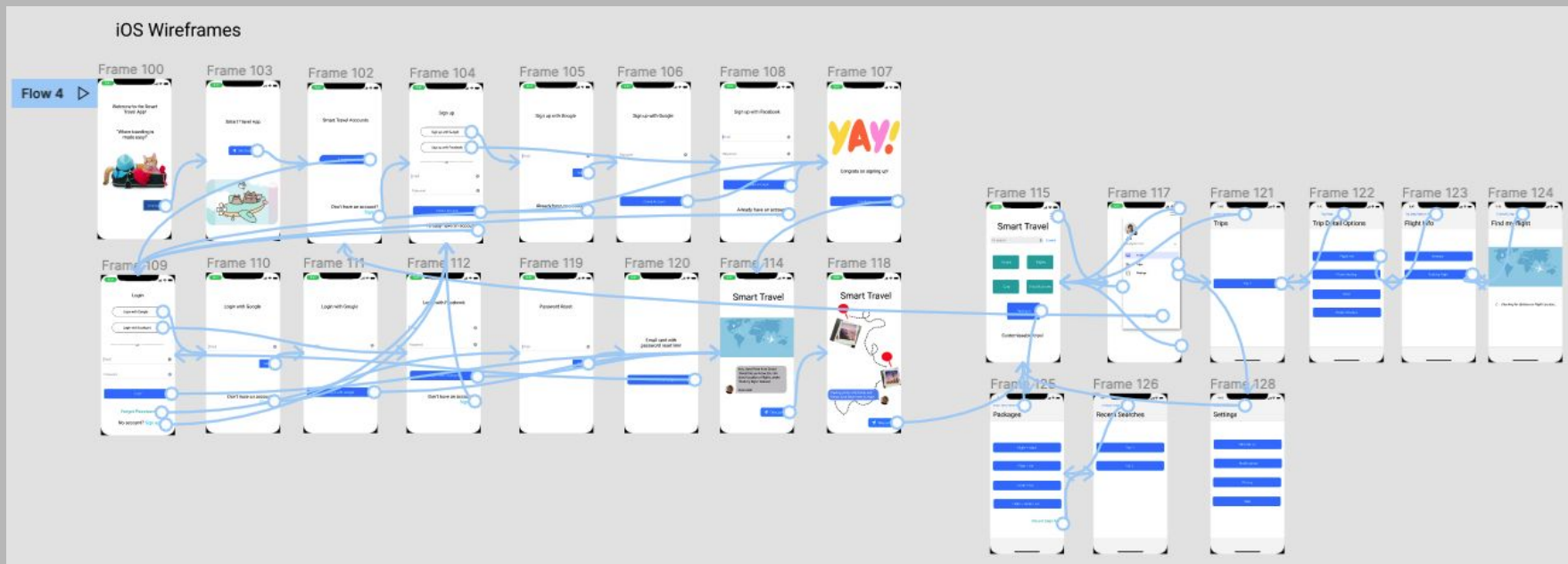
iOS Wireframes



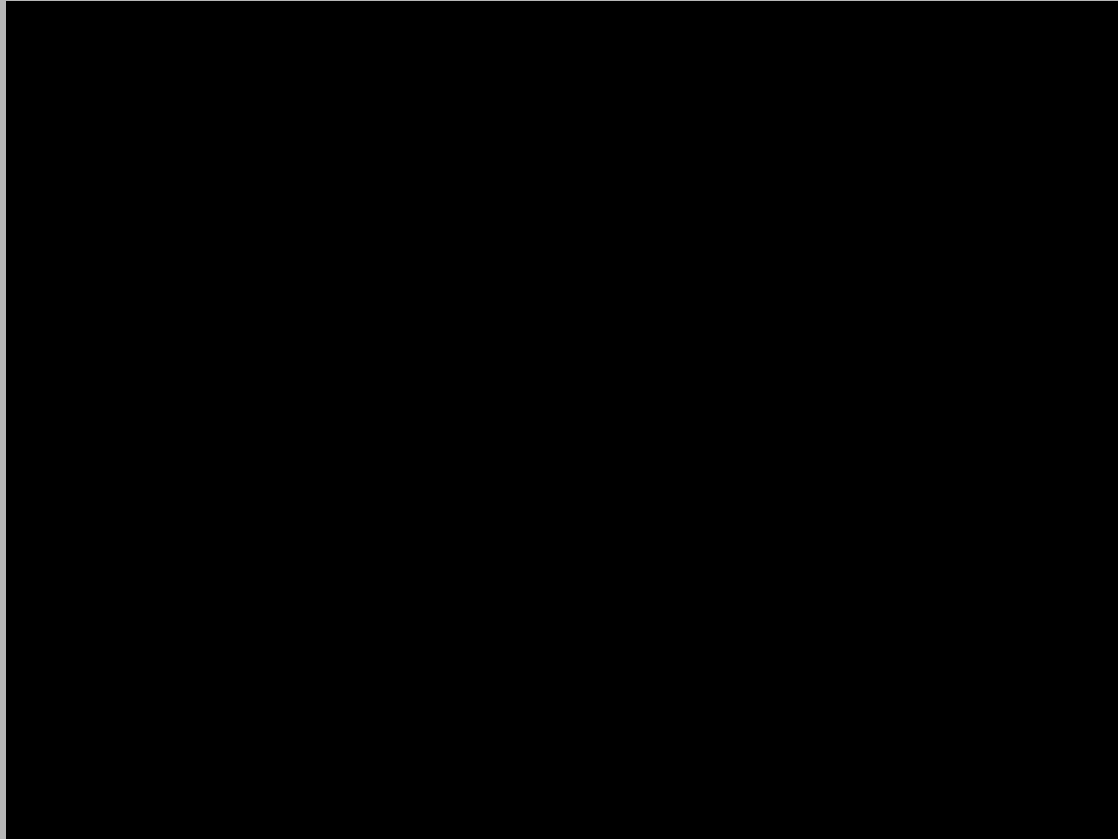
iOS Clickable Prototype

To view the iOS Clickable Prototype:

[iOS Wireframe Prototype](#)



iOS Flow



Final Thoughts

- The biggest takeaway from this Mobile App Case Study was that I needed to timebox better my designs and learn what to keep/cut out during my 1st iteration/2nd iteration/etc.
- Learned that it's okay to not have a great product to deliver in the first iteration - need to learn that there will be more iterations along the journey of UX Designing.
- Always cater to the user. For example, I thought setting up MFA was a smart choice, but after conducting user interviews, I noticed that not many people enjoyed that feature or even used it for that matter.

Screencastify Case Study Demo

Mobile App Case Study Demo, part 1 (showing most parts of my HW assignment):

https://drive.google.com/file/d/1CTrwTaGUKTW2yrnJfr_PPy8wNeGBPudh/view

Mobile App Case Study Demo, part 2 (showcasing the iOS prototype + my takeaways) :

https://drive.google.com/file/d/1AvlpiPE3JY2hEhxEwxahGvb7l5hW_c-u/view