

CASE STUDY

TOP CHOICE

Top Choice is an application that helps users choose their vacation destinations based on their preferences. It can be done individually or in groups, driving a great innovation as it encourages the discovery of new places and promotes democratic decision-making.

Tool used



Duration

10 Days

Role

Individual

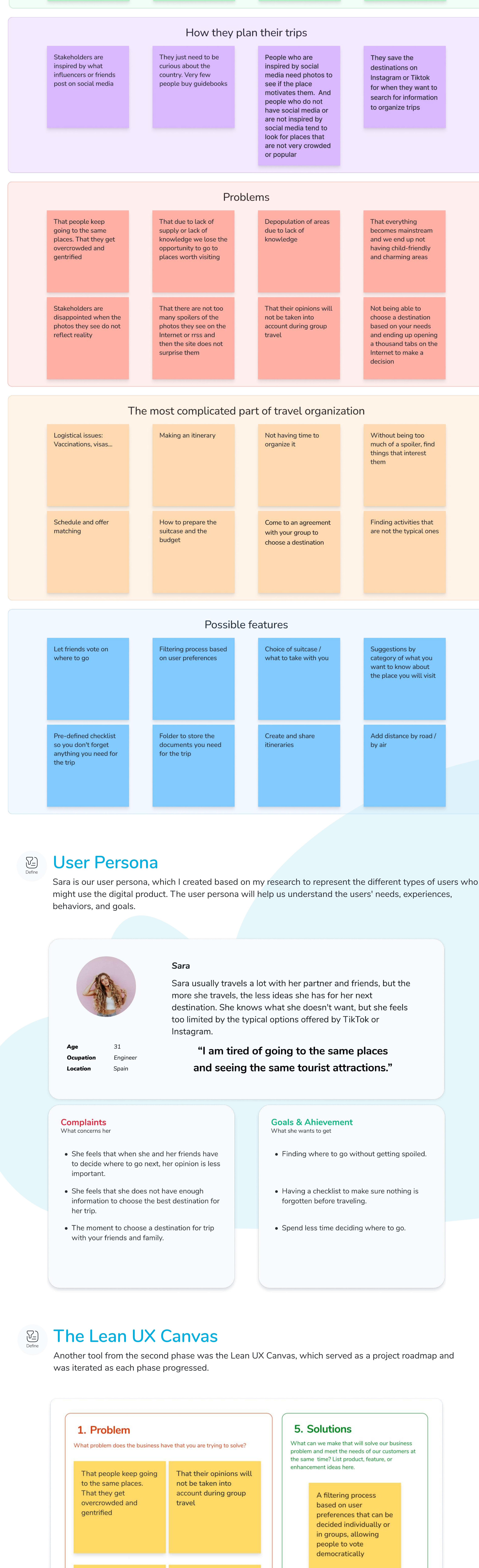
Project Type

IRON HACK Final Project

Affinity Diagram, which is base
and giving them order and hierar

Good Points

- Most are inspired by what influencers or friends post on social media.
- People use the Internet to organize their travel
- The vast majority of people no longer use travel agents
- People feel comfortable relying on the capabilities of the Internet when it comes to traveling



100

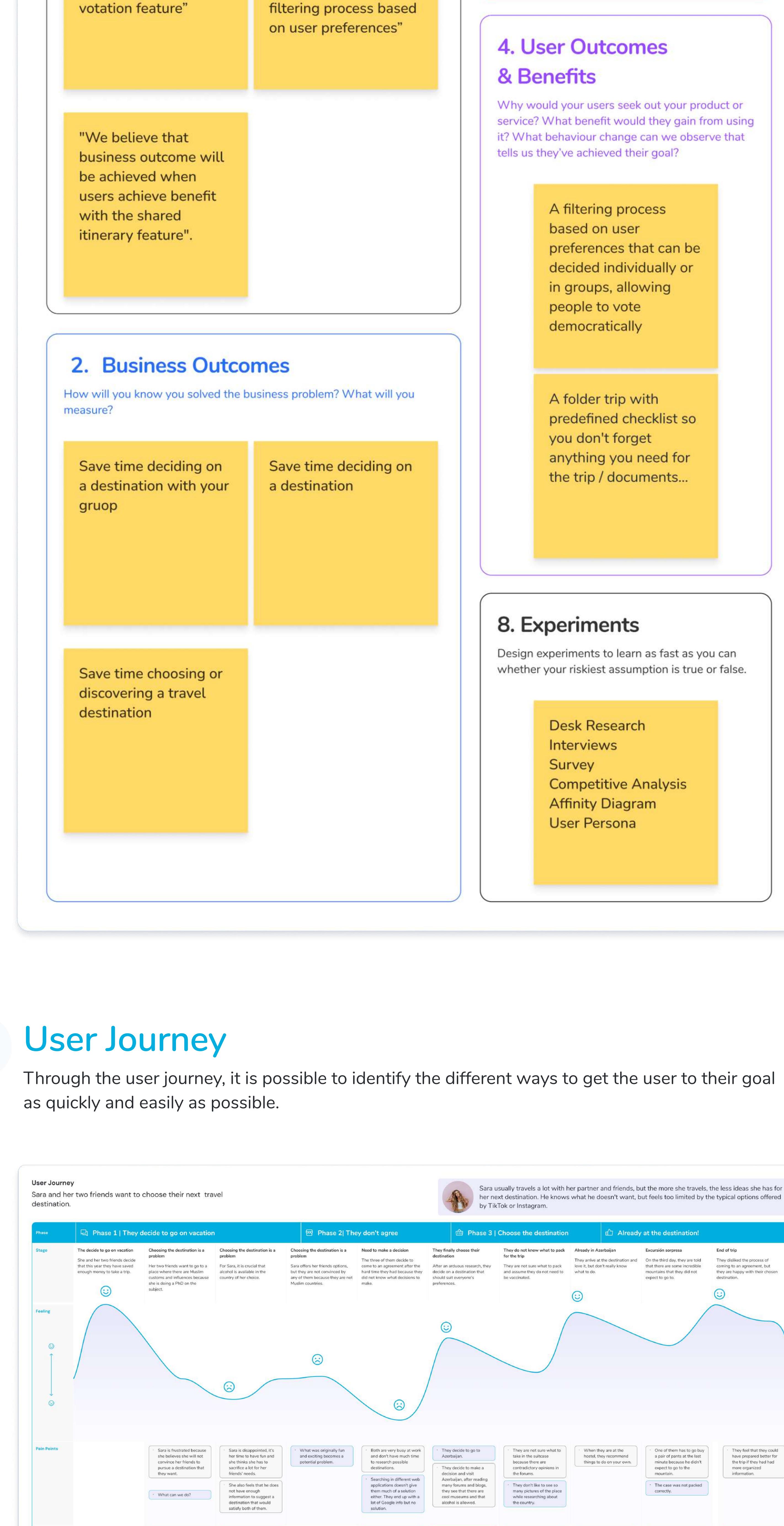
6. Hypotheses

Combine the assumptions from 2, 3, 4 & 5 into the following hypotheses statement: "We believe that [business outcome] will be achieved if [user] attains [benefit] with [feature]."

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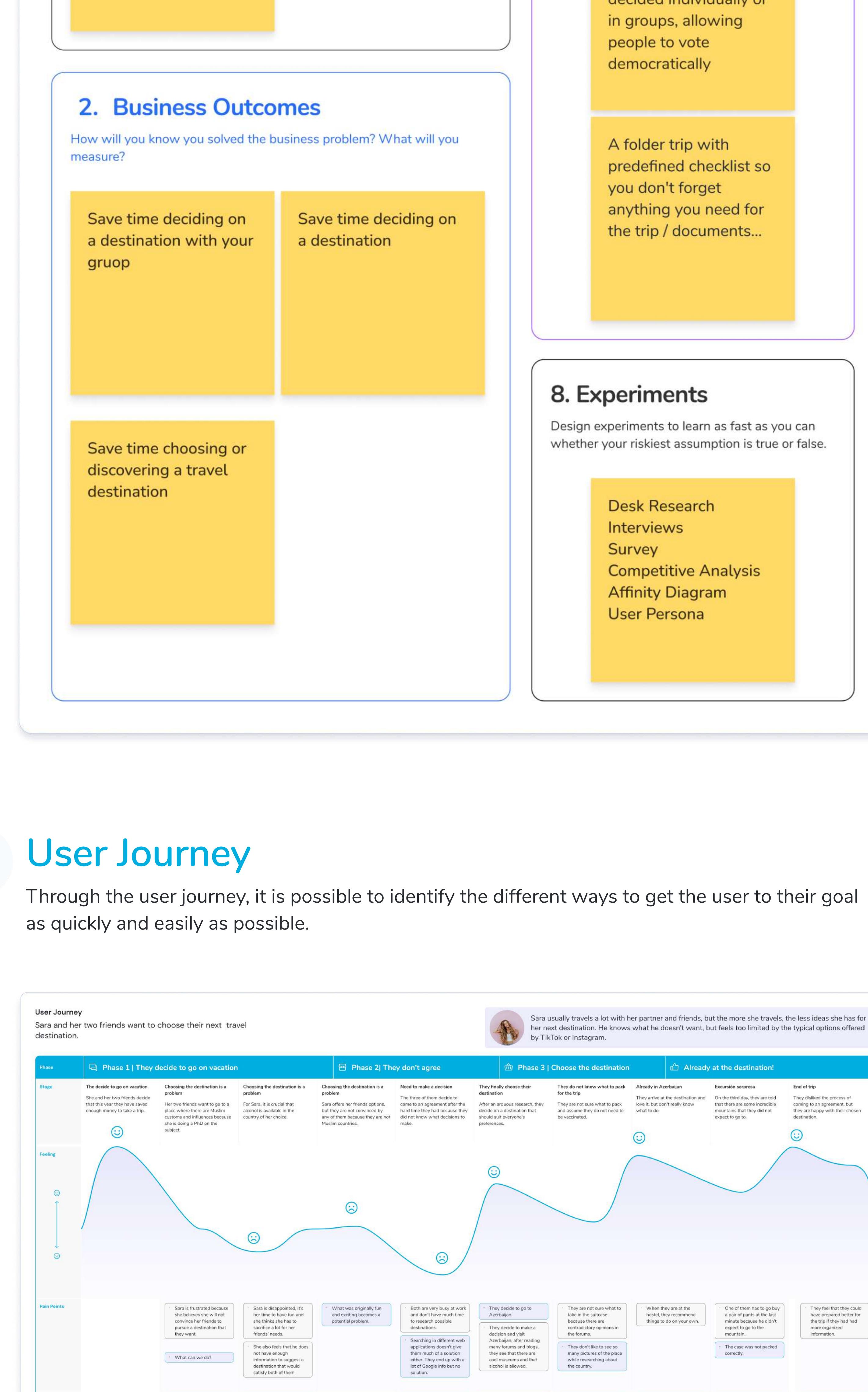
Voting system not the best solution for the group



votation feature”

"We believe that business outcome will be achieved when users achieve benefit with the shared..."

Why would your users seek out your product or service? What benefit would they gain from using it? What behaviour change can we observe that tells us they've achieved their goal?

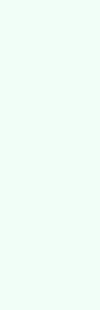
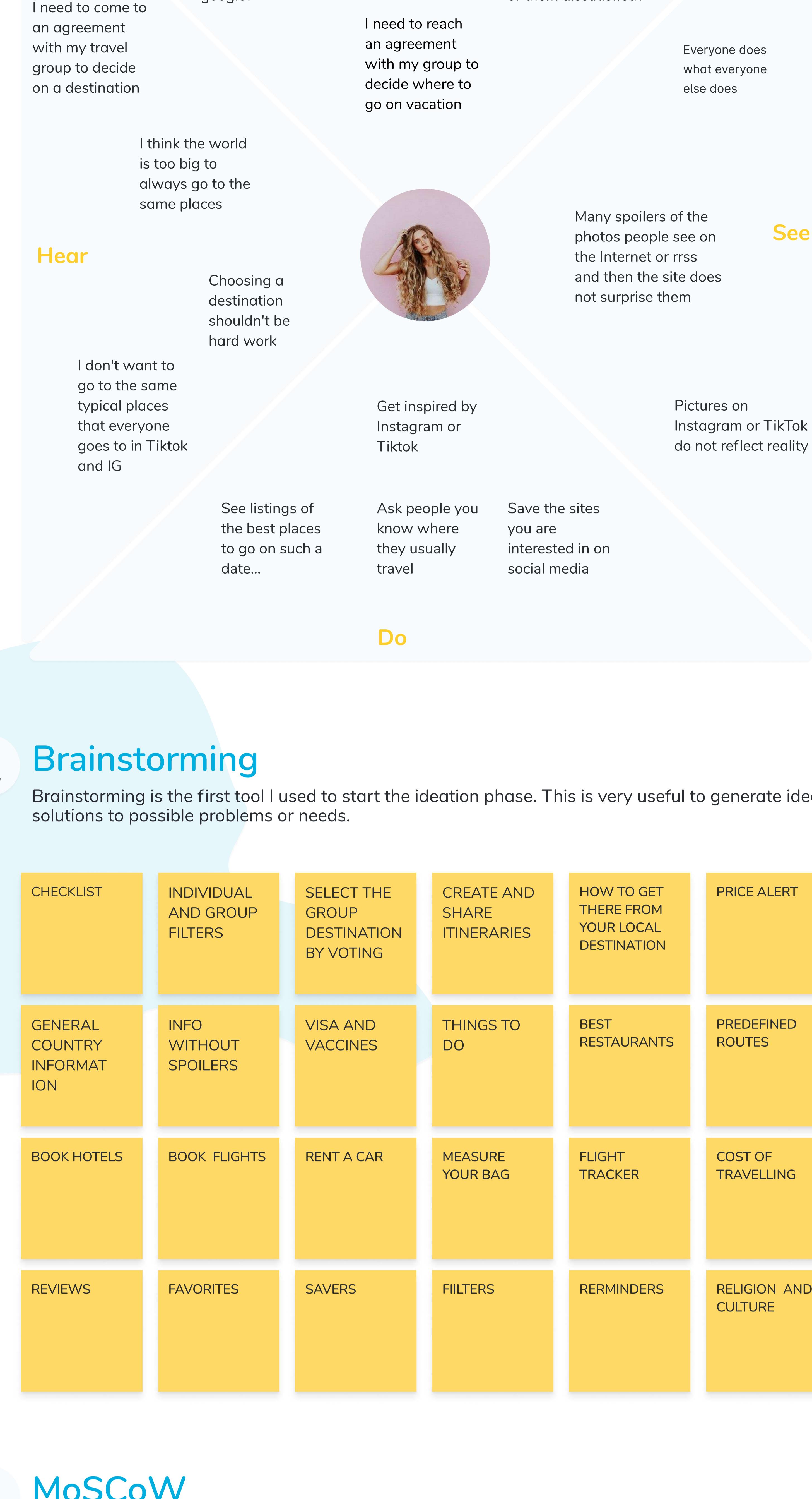


Areas of Opportunity	Area of Opportunity
	<p> Idea 1</p> <p>Create a feature to select a destination based on the needs of one or more people.</p>



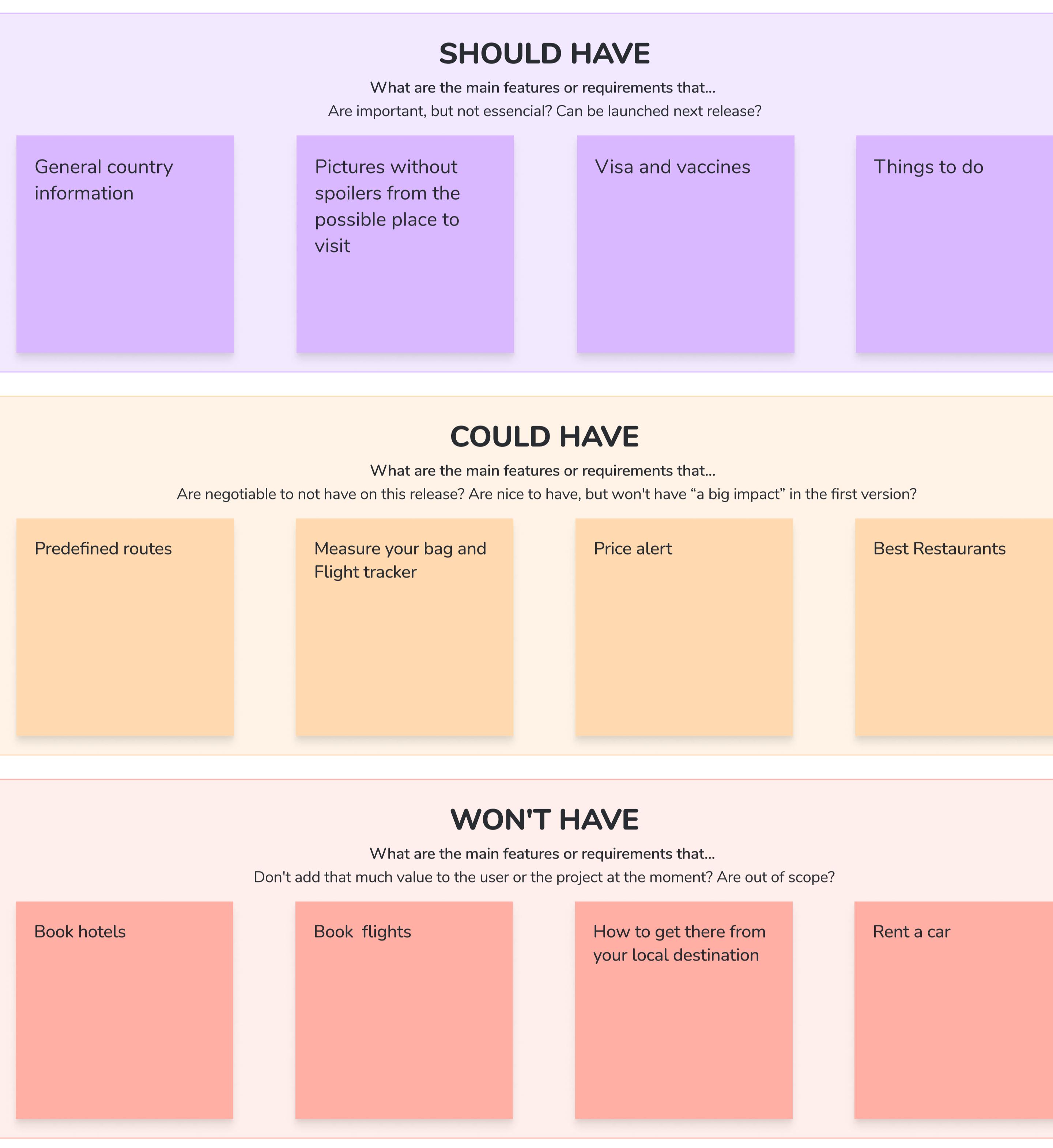
Empathy Map

As a final step in the define phase, I used an empathy map, which is a useful visualization used to articulate what we know about a particular type of user. It helps synthesize research data to better understand of how people make decisions.



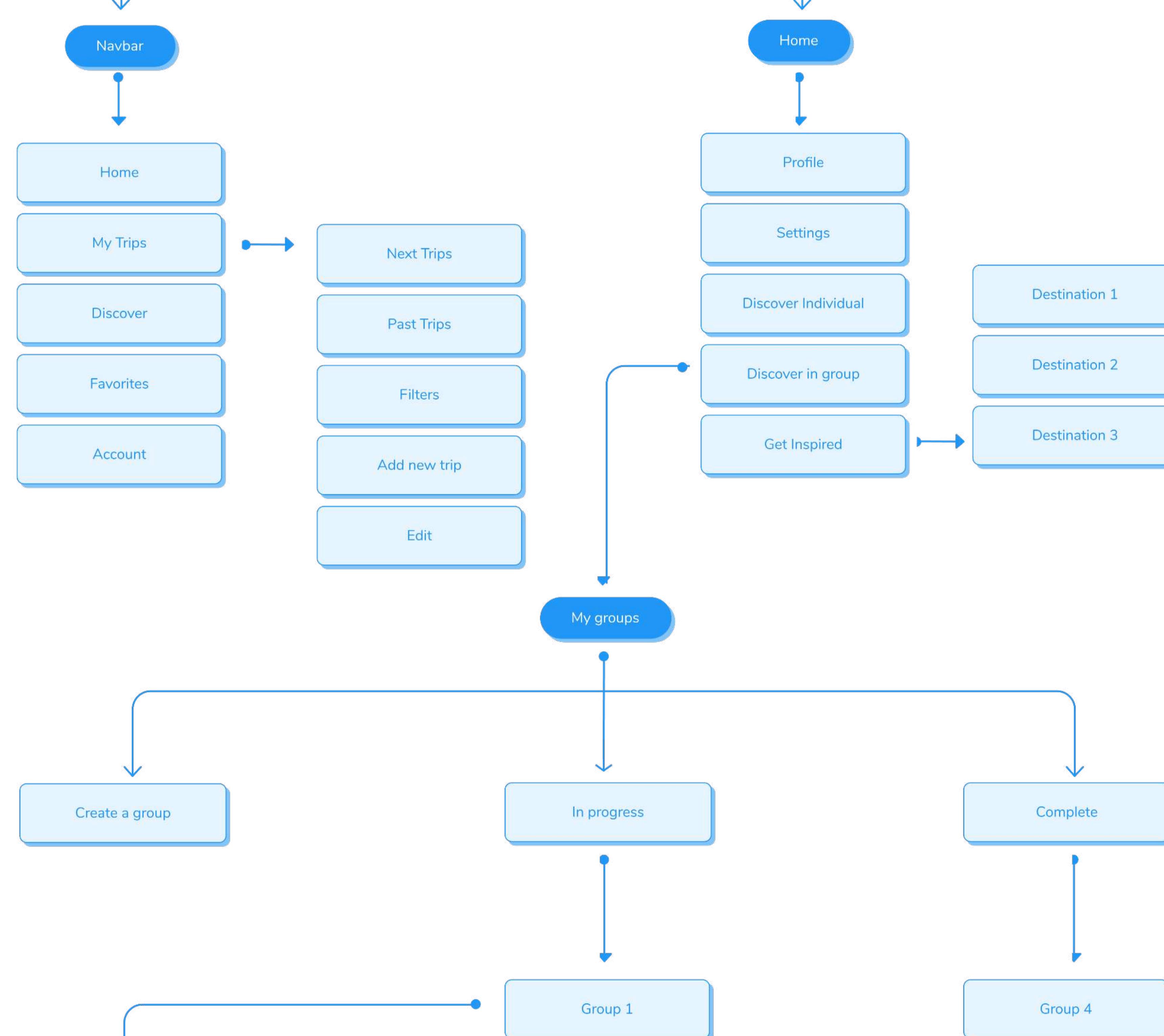
Brainstorming

Brainstorming is the first tool I used to start the ideation phase. This is very useful to generate ideas and solutions to possible problems or needs.



MoSCoW

After brainstorming, I used a MoSCoW to prioritize all the ideas I had in brainstorming. It is also very useful to identify the features that can form an MVP that adds value to users.

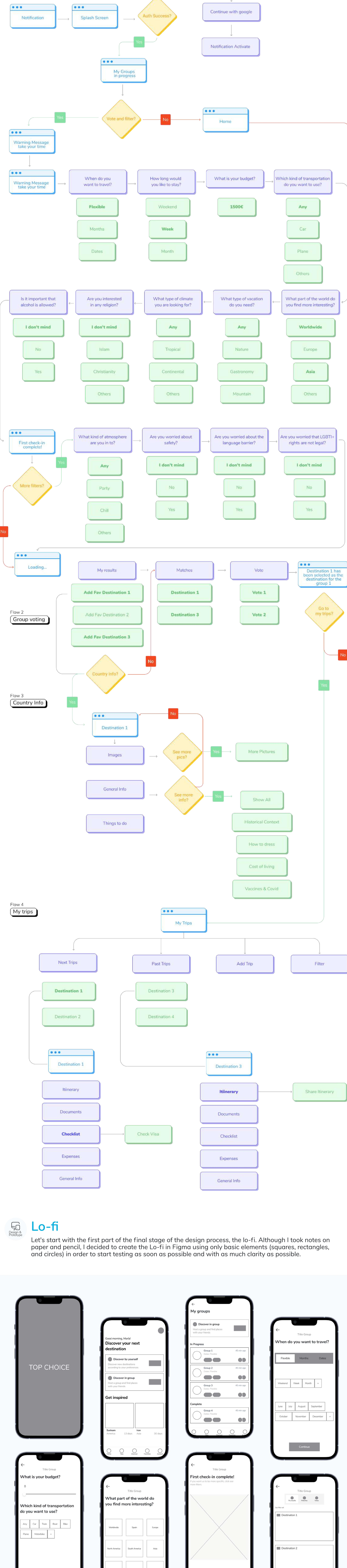


Sitemap

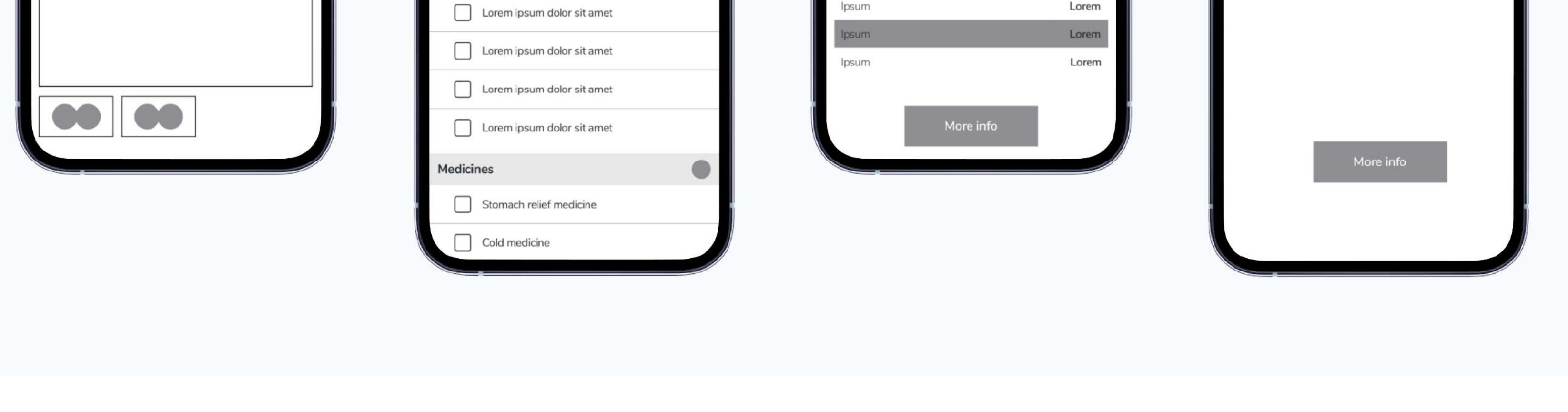
It's an essential part of the UX process, helping you keep track of what you're doing, documenting the organization, navigation, and labeling of your digital product.

The final tool I used task. At this stage, I quickly as possible. B

A diagram illustrating a connection between two interface elements. On the left, a black-bordered rectangular box contains the text "filters to your group". A red curved arrow originates from the bottom right corner of this box and points to a blue rounded rectangular box on the right. This second box contains three small blue circular icons arranged horizontally.



 My results Matches



Conclusions from Lo-Fi User Testing

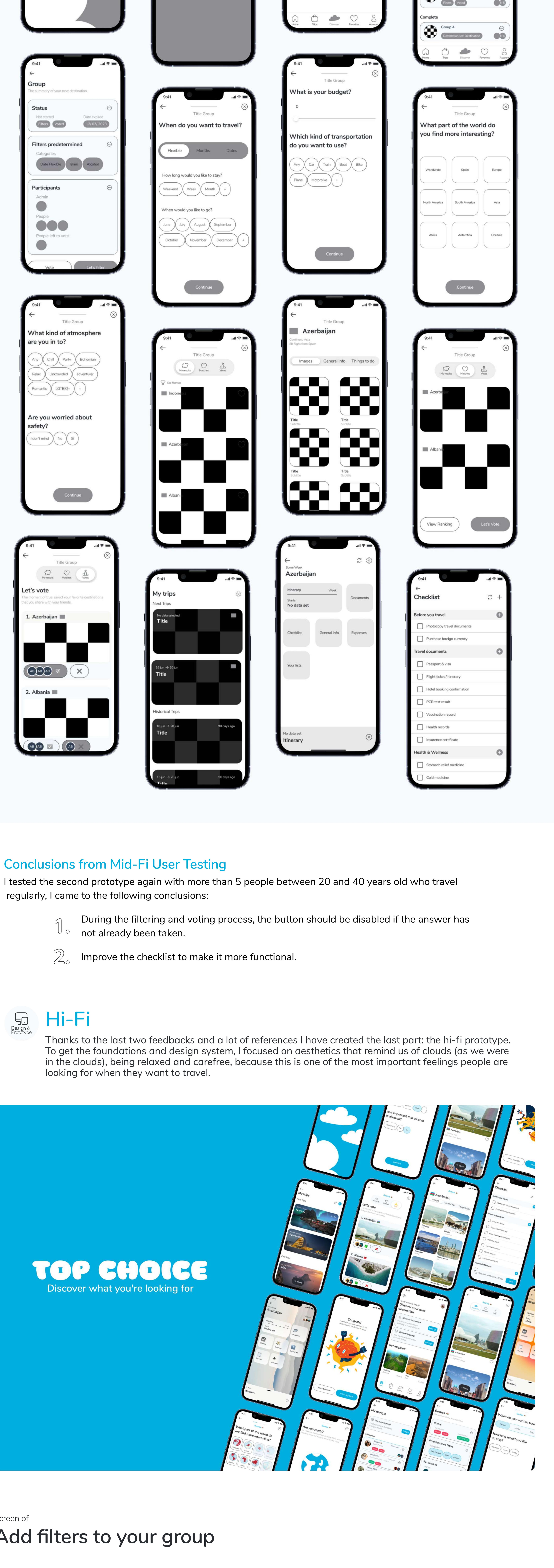
After testing the first prototype with more than 5 people between 20-40 years old who travel regularly, I came to the following conclusions:

1. In the filtering process, unavailable options must be disabled from the filter process.
2. We need some pre-defined filters to reach an agreement with the group and to be able to match more precisely.
3. The group voting process is not entirely clear and needs to be more and better specified.

Mid-Fi

Design & Prototypes

From the conclusions, I prototyped Mid-Fi by components to have all the changes under control and make all the necessary changes.



Conclusions from Mid-Fi User Testing

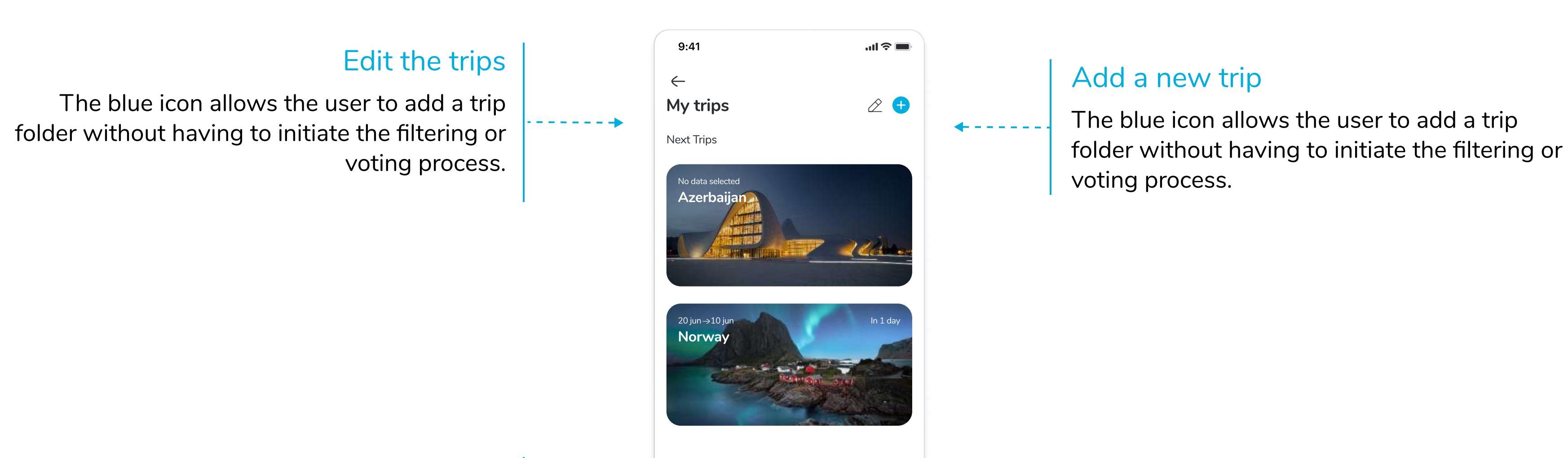
I tested the second prototype again with more than 5 people between 20 and 40 years old who travel regularly, I came to the following conclusions:

1. During the filtering and voting process, the button should be disabled if the answer has not already been taken.
2. Improve the checklist to make it more functional.

Hi-Fi

Design & Prototypes

Thanks to the last two feedbacks and a lot of references I have created the last part: the hi-fi prototype. To get the foundations and design system, I focused on aesthetics that remind us of clouds (as we were in the clouds), being relaxed and carefree, because this is one of the most important feelings people are looking for when they want to travel.



Screen of

Add filters to your group

Group name

Predetermined filters

The group administrator needs to add a predefined filter to easily match a destination, and if someone disagrees, they can raise an alert by clicking the three-dot icon.

Status

Before you add your filters to your travel group, Top Choice shows you an overview to help you remember the status. In this case, the user has not added or voted in the group.

Options

If the user is not interested in adding his or her filters, the user can skip directly to voting.

Vote

To agilize the moment to choose a destination in group, top choice does not allow users to generate a tie. This feature is useful to speed up the process and to take democratic decisions.

Close

Users can leave the process whenever they want and the process will be saved.

Edit the trips

The blue icon allows the user to add a trip folder without having to initiate the filtering or voting process.

Folder

After the final destination is selected, the application will automatically create a folder with the trip.

Add a new trip

The blue icon allows the user to add a trip folder without having to initiate the filtering or voting process.

Filter button

The Filter button allows the user to filter the trip by categories. For example: if the trip is individual or in group, it was outside Europe...

Screen of

Group voting

Group name

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Status

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Filter button

The Filter button allows the user to filter the trip by categories. For example: if the trip is individual or in group, it was outside Europe...

Screen of

My Trips

Group name

Predetermined filters

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Status

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Foundations

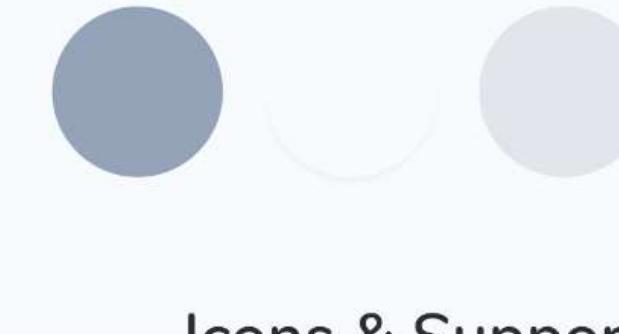
Typography

A
Nunito
Bold Semi Bold Regular Light

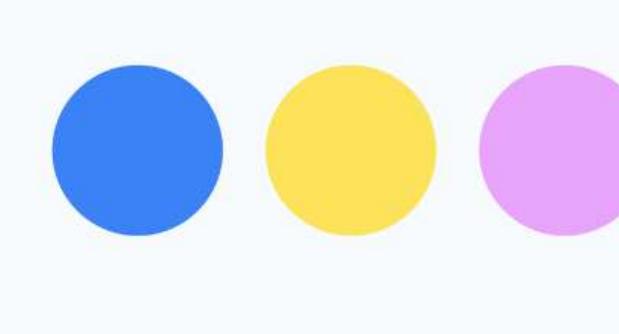
a
g
Ninches
Regular

Color Palette

Primary



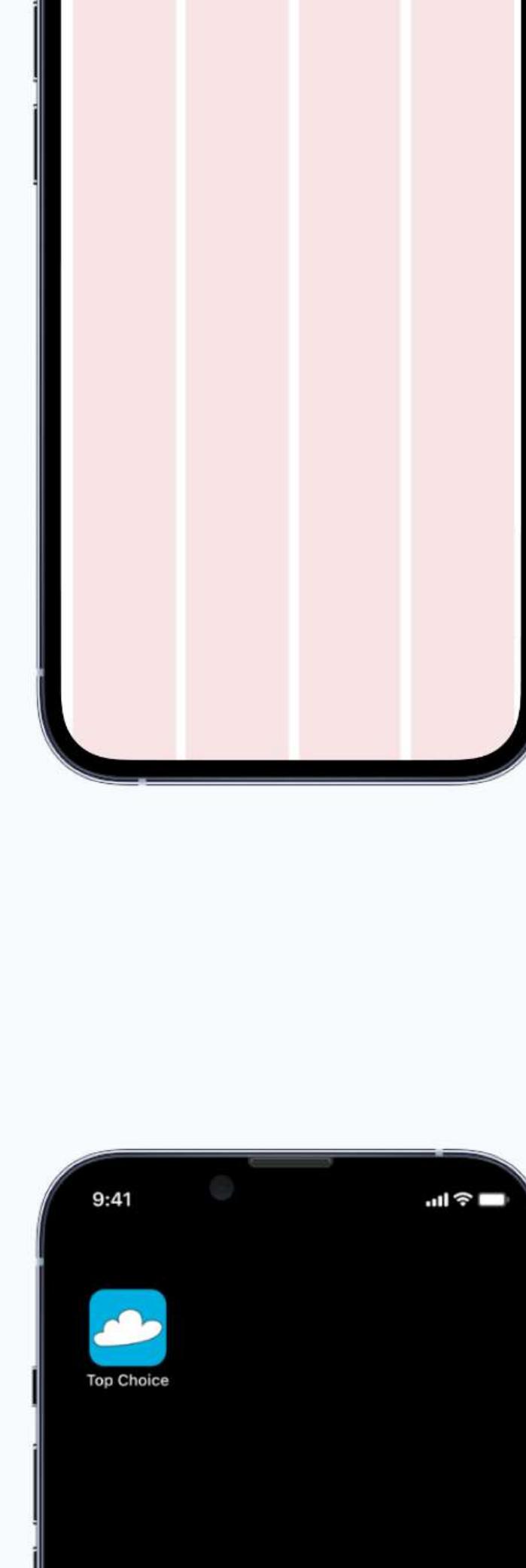
Interface colors



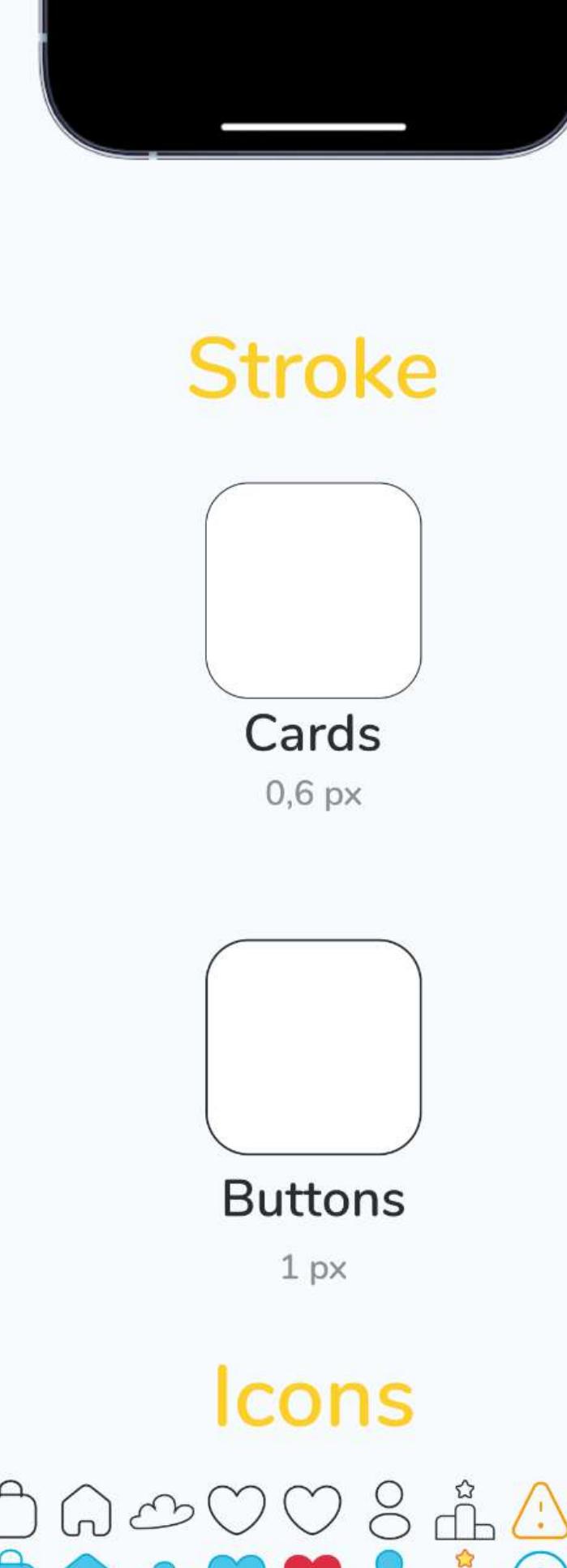
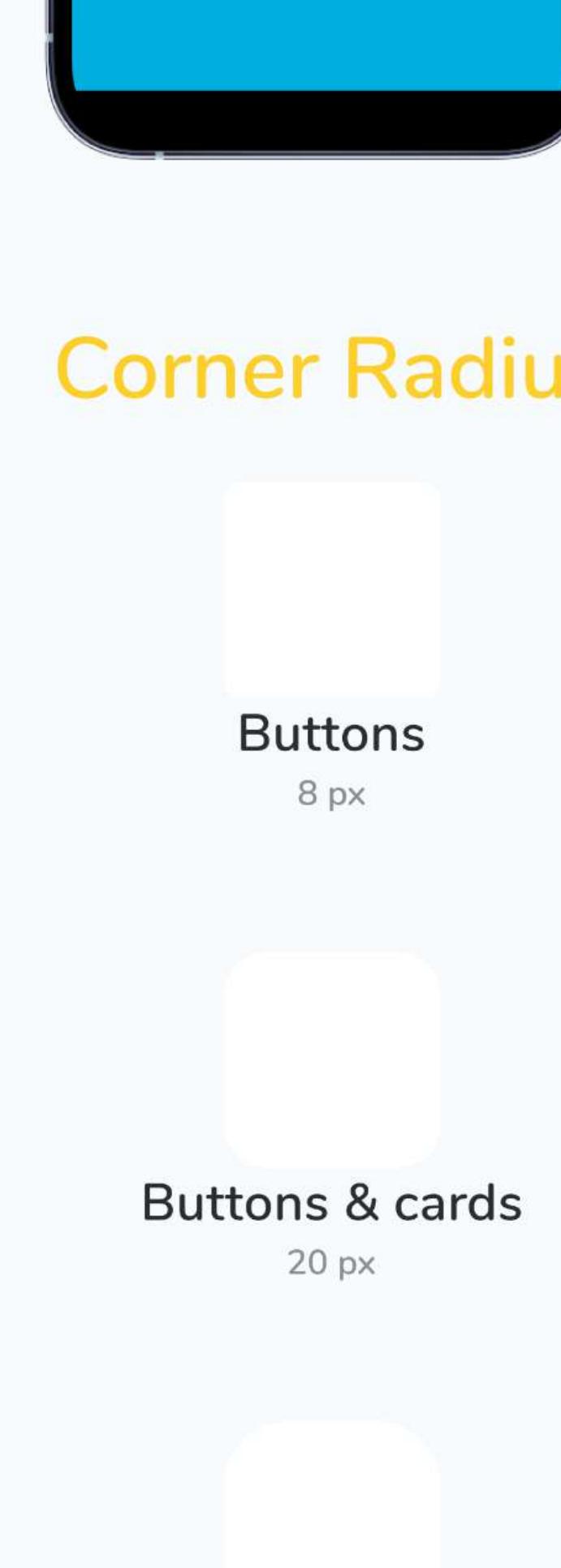
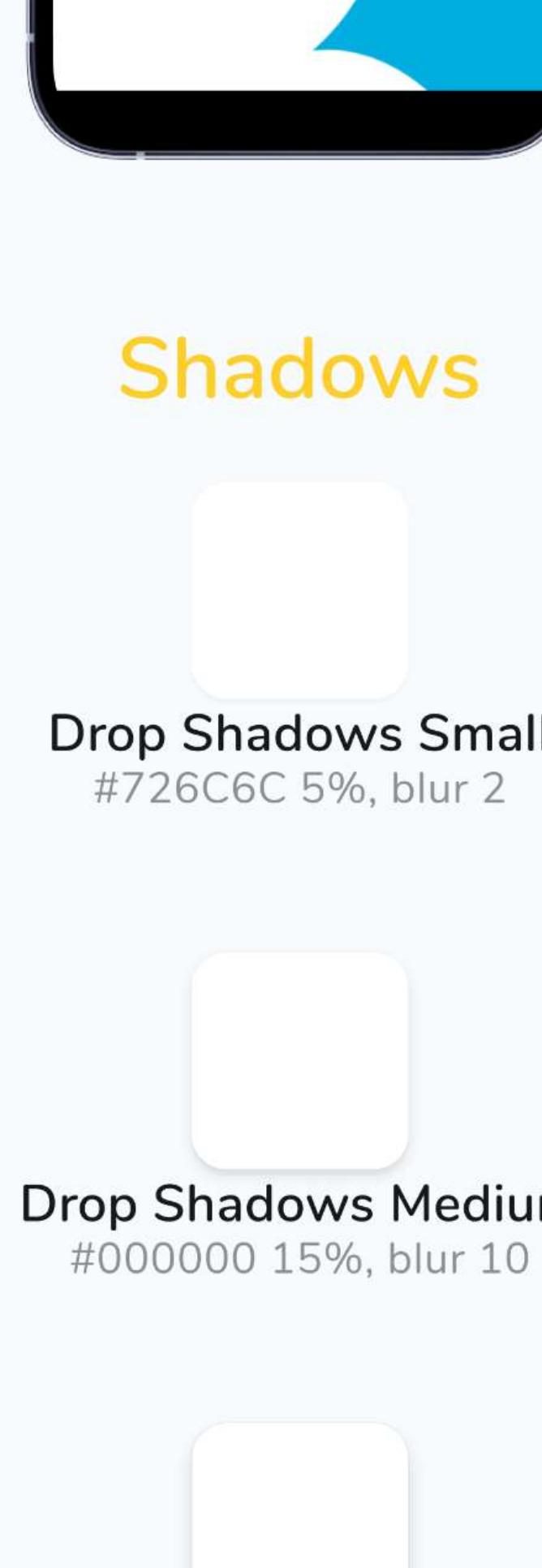
Icons & Support



Grid



Logo



Shadows



Drop Shadows Small
#726C6C 5%, blur 2

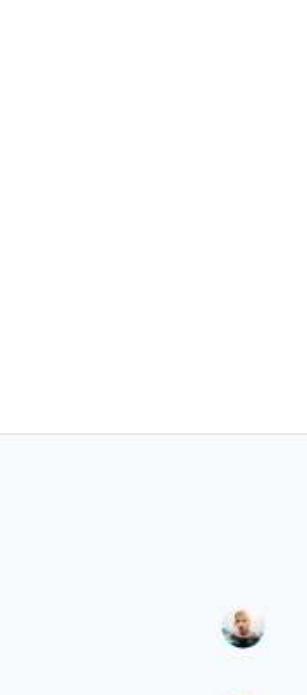


Buttons
8 px

Buttons & cards
20 px

Buttons
30 px

Corner Radius



Cards
0,6 px

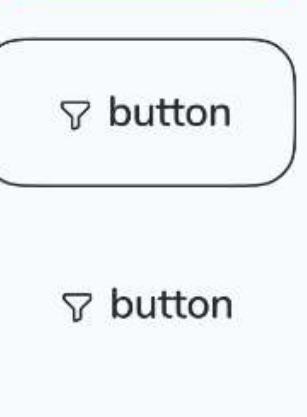


Buttons
1 px

Stroke

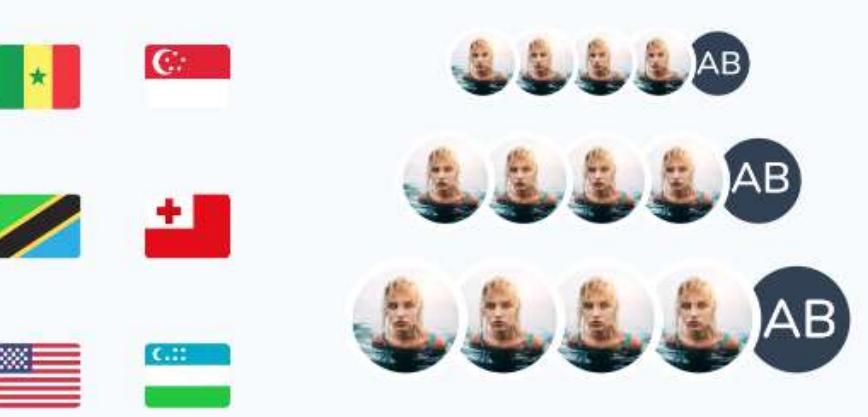


Cards
0,6 px



Buttons
1 px

Icons



Icons

Design System