

**UX redesign
by George Colón**

UX redesign for Couchsurfing.com

This UX project is a redesign for Couchsurfing.com. With my friend George Samoylov others, I asked him to give me feedback about his experience using the “Couchsurfing” website. Please click the Youtube link to view his reactions navigating Couchsurfing.com for the first time.

<https://www.youtube.com/watch?v=PopOmepzRWA>

From his feedback and others, I have created the following items on this PDF.

1. Features & Functionality Matrix.
2. Personas.
3. Flow charts.
4. Wireframes.

The changes I have made would make users feel more willing to sign up to Couchsurfing.com and simpler to find other user to host them in other location around the world.

Features & Functionality Matrix

1	Nav Bar	On boarding for using App/web.	Login / Logout	Home / Dashboard, holds the Profile and Connecting with other and Groups and Communités.	Map and feature that directs to loactions on tag in Couchsurfing.com	Facebook and other social media account connection	Search functions
		H / H / L	H / H / L	H / H / L	L / M / L	M / H / M	H / H / L
2	Home	People near you and or the loaction you have selected on in you settings	Verified user is to assure other users that you are a real person and helpful on Couchsurfing.com this is a paid feature. This also pushes the users profile to the top of connection lists.	Friend found also using Couchsurfing.com.	What's happing near you. This is a Feed that lists the public events in your area.		
		H / H / L	H / L / L	H / H / L	H / M / L		
3	Loactions	Direct to pleaces I want to visit. Show me the other users in that loaction.	Suggest meet ups with other in that area. This is determend by the information the user as given Couchsurfing.	Show map of loactions of events, address etc.			
		H / H / L	L / M / L	M / H / L			
4	Inbox / instant messing	instant message other users. see if they are login on there profie.	Send messages directly to users and they will view it like email..	Video Chat with other users	"Snap Chat" photos and videos	Send files via messages	
		M / H / L	H / H / L	L / H / L	L / H / H	L / M / L	
5	My Profile	Photo and video chat with other.	Edit Profile, Content.	Update status, telling other users how you are doing.	Show the languages the user can speak	Show if you are avialable to chat or that you are login or not.	
		L / H / M	H / H / L	L / H / L	M / H / L	L / M / L	
6	Connecting with others	Meet up status tells other users if you are will to meet or stay over their house.	Ranking will show a rating for each user. These submisson can be annyomus, to protacted other users. This will also be managed by the site automaticly.				
		M / H / L	L / H / L				
7	Groups and Communités	Connected with others online	Create, join, and send event invites	Activity inform users of fun and note worthy events in their aera and visitiing area	Loacte other users by filters. What Languages they speak, the persons age, etc		
		H / H / L	H / H / H	L / M / M	M / H / L		
8	Setting	Panic Button will let you send out a distress signal from your phone.	Live Support / Help Desk	Edit privacy setting.	Change email and password.	GPS settings	
		L / L / H	L / M / H	H / H / L	M / H / L		

1. BUSINESS VALUE

(1st letter in sequence)

H=High
M=Medium
L=Low

Critical to meeting the business objectives
Contributes to meeting business objectives, but is not critical
Nice to have, but project will meet the business objectives without it

2. USER VALUE

(2nd letter in sequence)

H=High
M=Medium
L=Low

Critical for the end-user
Contributes to the overall user experience, but is not critical
Nice to have, but the user will be able to accomplish their goals without it

2. TECHNICAL EFFORT

(3rd letter in sequence)

H=High
M=Medium
L=Low
U=Unknown

Requires substantial front and/or back-end work
Requires average front and/or back-end work
Requires minimal front and/or back-end work
Unknown Not yet spec'ed

The Social Media Guru

Strong digital presents



Reachel
27

Advertising

Bachelors in Marketing

Single
Jewish

Quote:

I went to Spain in July 2013. I used Airbnb stay in Madrid and Barcelona. It was easy to use.

Environment:

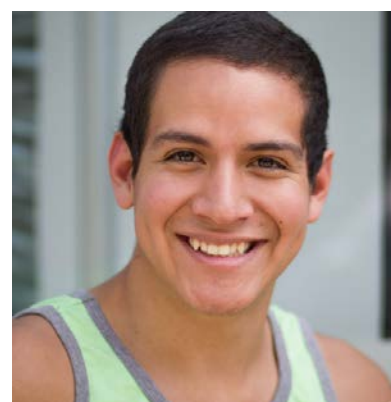
Rachel travels often and has friends and contacts around the world and wants to keep up with all of her friends through social media. She speaks 4 languages and wants unique experiences with her friends. She loves dining out and music event.

Key Attributes:

Rachel is very social and technically savvy. She packs light and doesn't keep a budget when planing trips. She has two phones one for international calls and the other is a smart phone for all of her social media needs. She uses Trip Advisor, Yelp, Urban Spoon for her trips.

The Super Planer

Plans for the everything and is always ready



Tom
22

Student

Undergrad in accounting

Single
Italian-American

Quote:

I need to know what I'm doing before I do it and how much I'm spending at all times when I travel.

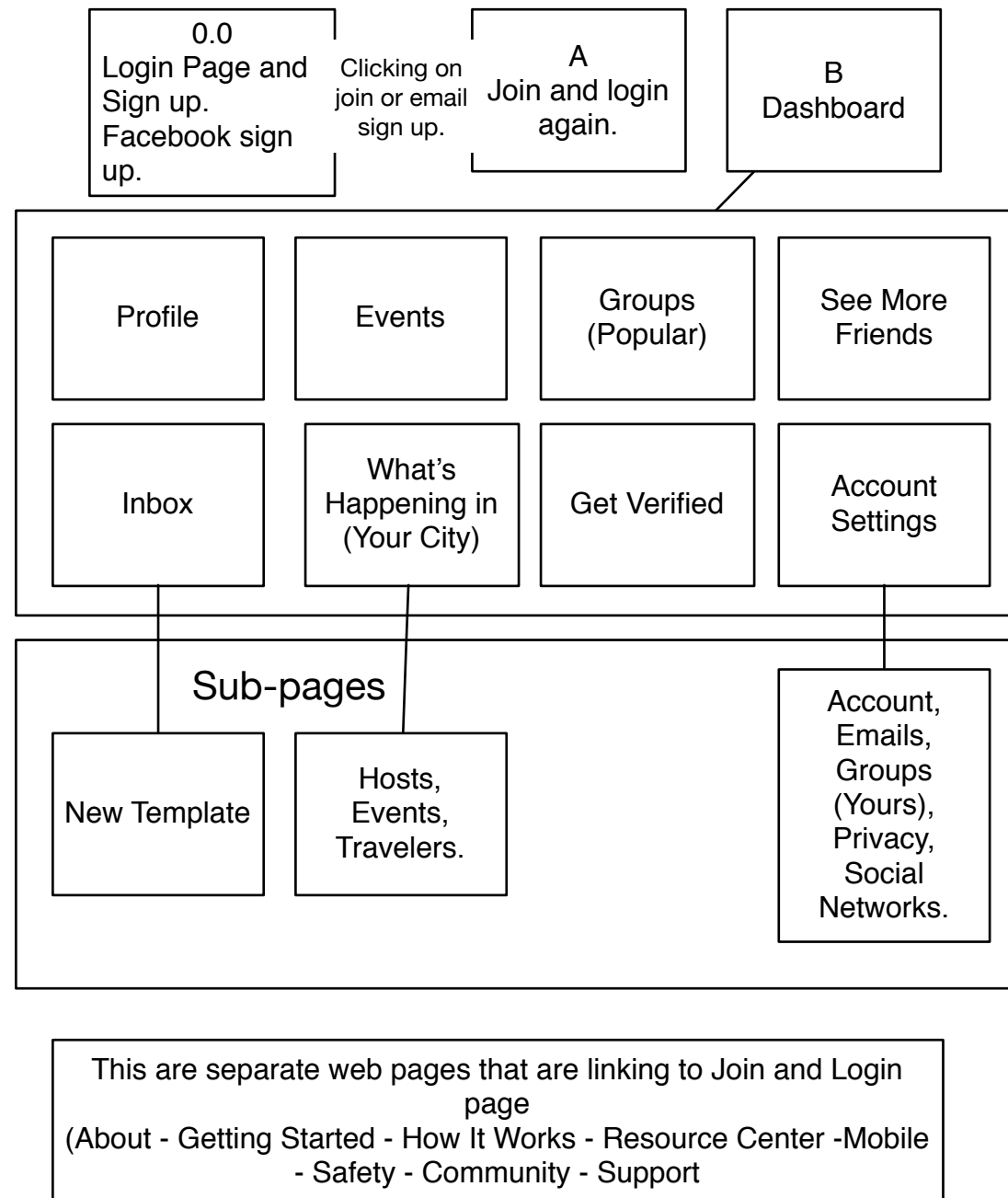
Environment:

Tom like to vacation to new places and meet other singles like himself. He likes going to parties and music events. He plans for everything and has a budget on an excel sheet. When he's not out he's on his laptop working on projects. If he need to contact someone he's never too far from a wifi spot.

Key Attributes:

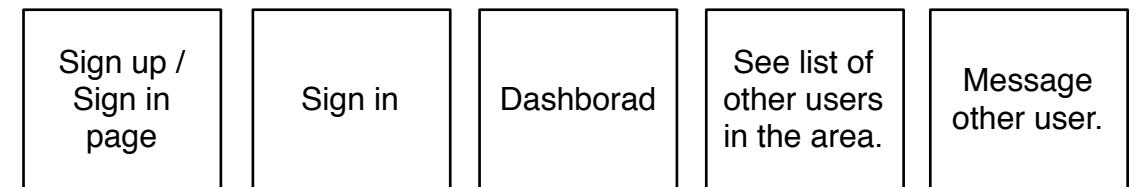
He plans on a budget and packs heavy for his tips. he has one smart phone but he turns the data off and has it on wifi only. He's bilingual, and he uses Facebook and twitter only for social media. He has a common understanding of social media and tech. He uses Skype, Google Maps, Yelp, KAYAK for his trips.

Current Couchsurfing flow design

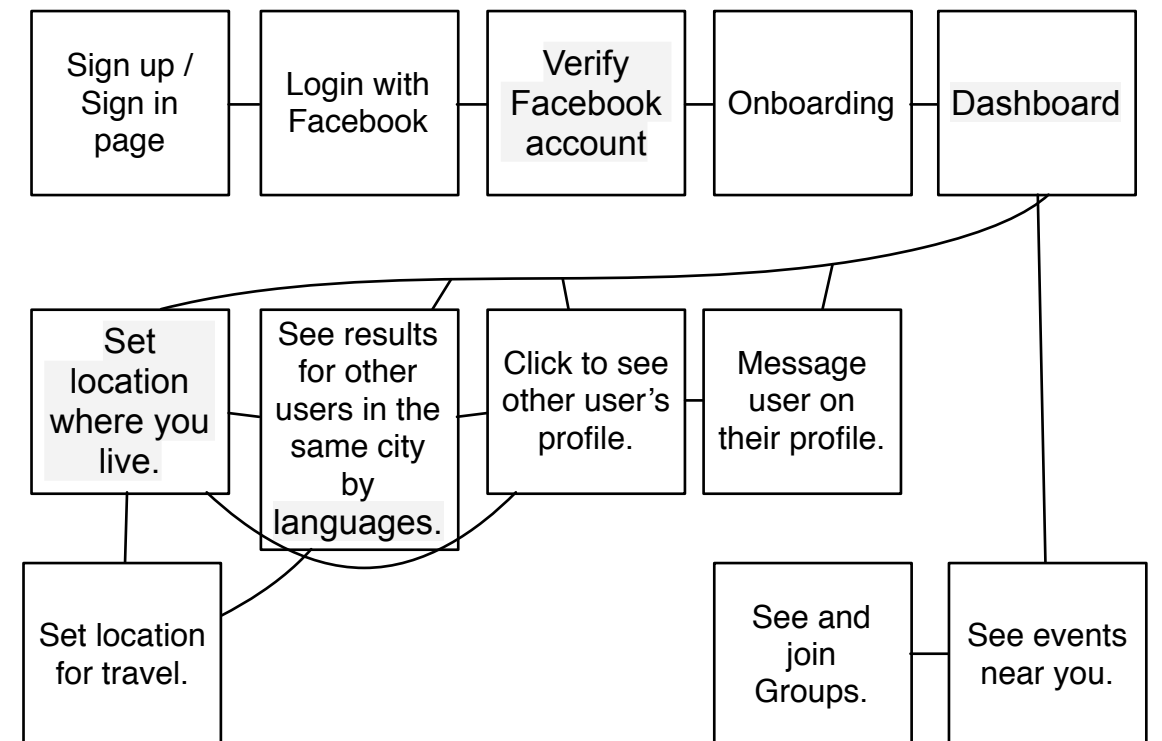


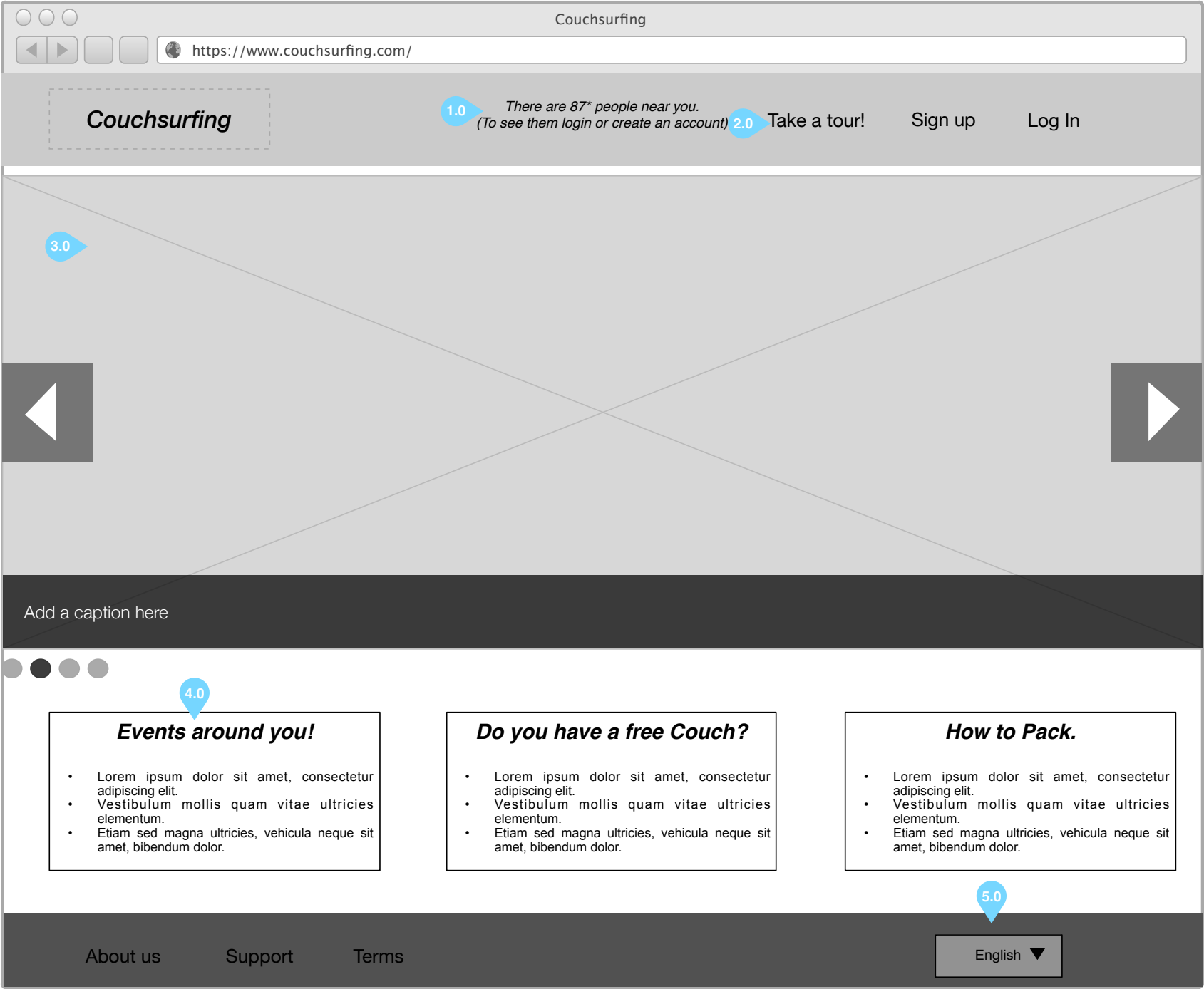
My Couchsurfing flow design

Happy Flow



Complex flow





- 1.0 People near you.**
This is showing current users in your area. It will not show who until an account is created.
- 2.0 Take a tour.**
This is a video tour of how the website works. It will give highlights on features when users create accounts.
- 3.0 Photo Gallery.**
A high resolution photo gallery to draw in new users and stimulate the desire to travel.
- 4.0 Events around you!**
This will show the public events going on in the users location, even before they log in, or create an account. This will convey the power of the network behind Couchsurfing.com.
- 5.0 Easy Language Change.**
This will dynamically change the language of the website. Changing the language will also show users the other users that speak the same language by default.

www.couchsurfing.com

Signup Page v01

Couchsurfing

https://www.couchsurfing.com/signup

Email or username Password 1.0 ? Log in ☒ Stay signed in.

2.0

Select Gender

Select Gender

☐ I'm not a robot

By creating an account, you are agreeing to our [Terms of Use](#) and [Privacy Policy](#).

Create account Connect with Facebook 3.0

About us Support Terms English ▼

1.0 Password recovery.

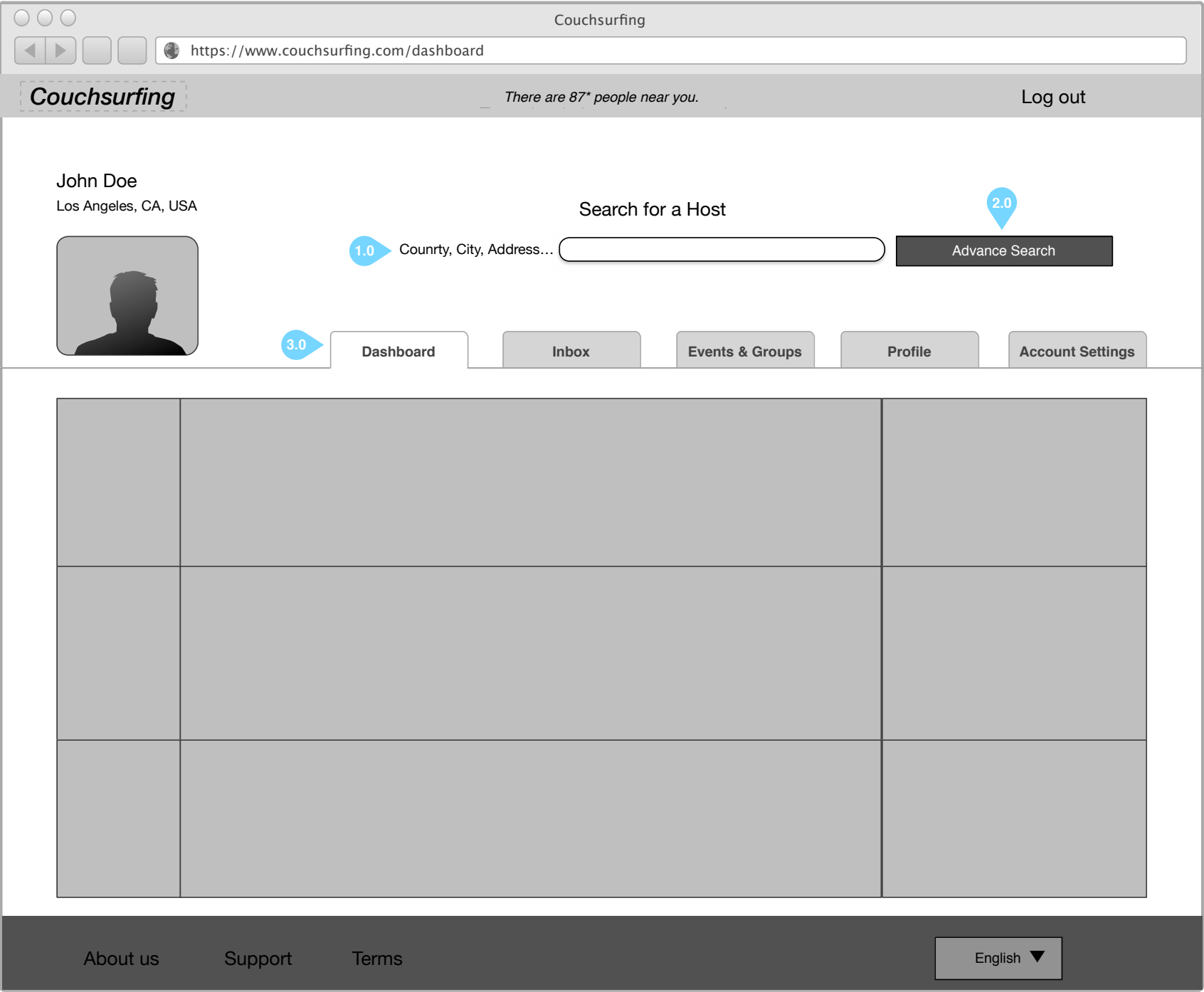
Keeping the original design. This is an easy way to direct users to password recover.

2.0 Sign up panel.

The panel must be in the center of the page and on it's own page. There was an over usage of Facebook for sign up in the pervious design.

3.0 Facebook log in

Easy sign up with Facebook. pressing this button will launch a module confirming that you want to connect Couch surfing with Facebook. It will take use the Facebook profile photo, password, home location, and email.



- 1.0 **Host Search.**
Keeping the search bar on the top of the Dashboard. This will allow users to find host in any city quickly. This is fixed to this position.
- 2.0 **Advance Search.**
Filter next to the Host Search text field. This will use a larger range then just the location the users wants
- 3.0 **Tabs for main nav.**
Tabs will load instantly for quick and easy navigation. These tabs will not load a new page but stay on the same page.