



Funtra app

Vacation Planner for Busy Professional Singles

The Problem:

- More restricted vacation dates
- Tends to be high season, availabilities are limited

The Solution:

- A new travel app that
- Knows your work holidays
 - Knows your family/friends vacation dates
 - Suggest more availabilities long before

My Role: UX Designer

Tools: Miro, Figma,
Whimsical, Google
Forms/Drive.



User Research

Henry Ghazanchian

Homework 1

Proto Persona

Name: Tikir
Age: 46



Behavioral Demographics:

- Works 40+ per week
- Software Engineer
- Plays Tennis
- Likes cooking
- Social butterfly
- Single professional
- Has family abroad
- Rare Traveler, 1-2 times a year

Goals & Needs:

- Needs to take vacation more often
- Wants to socialize with more people
- Wants more activities
- Wants to spend more time with family/friends
- Wants to relax and reboot around work deadlines
- Believes more vacation will increase his productivity

Pain Points & Potential Solution:

- Unable to find availabilities on his desired dates
- Unable to coordinate vacations with family/friends
- Spends too much time on planning vacations



Interview Plan

I conducted **5 interviews** on busy professional singles to learn about how they plan their vacations.

I also surveyed **23 participants** of which **around 74% works 40+ hours**.

I discovered that they have strong preferences on vacation dates, around work holidays or family/friends.

[Tikir's Interview](#)

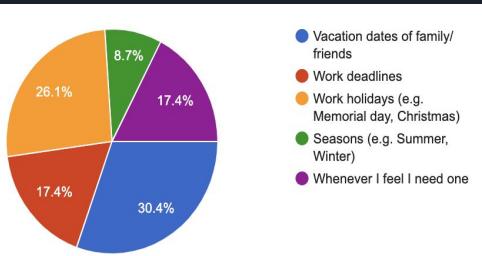
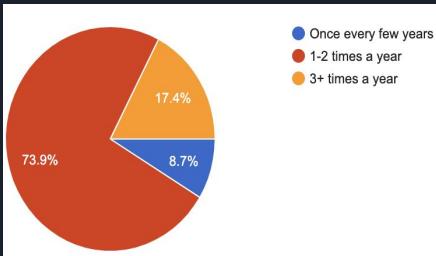
[Protunu's Interview](#)

[Liz's Interview](#)

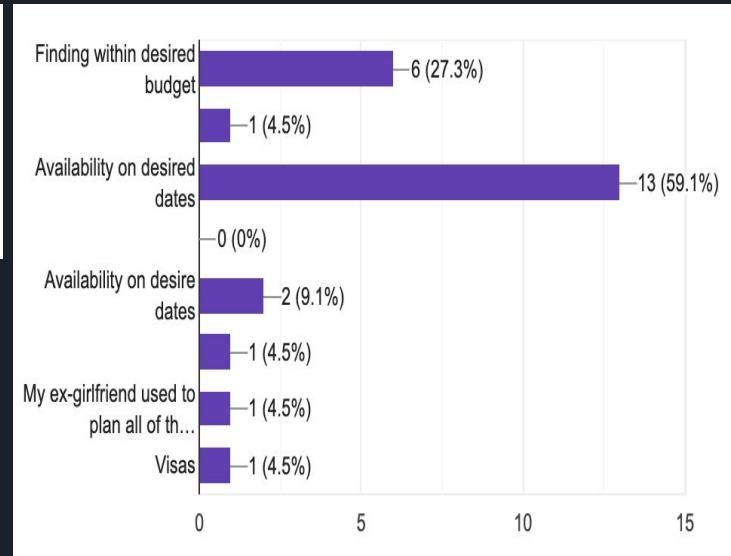
[Sofie's Interview](#)

[Neville's Interview](#)

Survey Data ([Forms Link](#))



- They take only few vacations per year.
 - Around 82% takes less than two
- They have strong preferences for dates.
 - Around work holidays
 - When friends and family travel
- They don't easily find availability for their vacation dates.





Interview Transcripts

*“Deciding on the dates become
a big problem because my
schedule is really really busy”*

Tikir, Age 46

[\(Full Transcript\)](#)

*“I have to find a good balance
between the price and how
much flexibility I have”*

Sofie, Age 35

[\(Full Transcript\)](#)

Affinity Diagram (Miro Link)

Interview 1 (Tikir)

Love to dining on vacation	like group activities	Like to experience cities
work more than 50 hrs	Software engineer	unlimited PTO
Taking twice vacation per year	International Vacation	Expedia & Hotels.com
Affordable Hotels and tickets	Summer time take vacations	Travel alone but prefer with friends
Takes 3 weeks vacation everytime	Like to take more vacation	Less activities due to work load

Tennis & Volleyball	Go on vacation to have more activities	Connivance to use Expedia	Hotels with clean sheets and shower
Choosing the dates are priority	Love to do sports	No fan of staying in Adults Only	Harshest part of planning vacation is deciding on choosing the dates

Interview 2 (Protonu)

Monday to Friday work	Research scientist and software engineer	3 weeks vacation	Clean places specially toilets
Google search	taking vacation end of the year	Visit family in India	easy transportation
Taking vacation with friends	Trip adviser	Getting Visa is big headache for non US Citizen	Either big city or outdoor
Not more than 4 day vacation at the same time	Workout after work	like biking and running	Not sharing places with people
love live vacation	Spend time with friends	Going to national park	My time on vacation

Like relaxing on vacation	love being outdoors	30 days of planing for one week vacation	Airbnb
Like to dining	Big Fan of history	Careless on adult resorts	

Affinity Diagram Process

Interview 3 (Liz)

40 hrs Monday. to Friday	Watching Netflix	Biking and eating out	video producer and video editors	Using Airbnb
3 weeks vacation each year	Once every 4 months take vacation	last trip Lake Tahoe	Going with flow	Sky scanner
Biking	Vacation when work load is not too much	Taking Vacation end of the year	Natural on adults only resorts	Expedia
Travel with friends 2 times per year	2 week of International vacation	Domestic 1 week vacation	Nice Bathroom and clean bathrooms	Layout is easy to understand
Go out for walk near Ocean	Cooking	Dining on vacation	Easy access to coffee shops	Checking reviews on the places

Getting massage on Vacation	Balancing vacation between activities and relaxing	2-3 days to plan a vacation	like Hotels' interior design	Finding sweet spot between price and quality

Interview 4 (Sofi)

Working working full time M-F	Satiational Google	3 weeks of Vacation	Taking vacation to see family
taking 2 weeks at the same time	Took 2 weeks vacation last year	Taking vacation during Holidays	Taking VC in good weather
Food festival	Taking vacation 1-2 times with friends	International at least 2 weeks	Domestic vacation up to 4 days
Working out in the morning	Eat breakfast	Strength training	Exercise is priority
Planing activities while on vacation	Listing activites	Socialize on daily bases	Socializing is limited on vc

2-3 days needed to plan VC	like to divided the planing activities	History Geography Museum	Careless for Adults only resorts
be in Less crowded location	Living room Kitchen are good to have in hotel	Like dining and try new foods	People Travel blog
			Price tracker on Google flight

Interview 4 (Nevil)

Working full timw	Work from home	Traiding in the morning	good at budgeting the vacation
15 days VC	Travel to see Children Over seas	Go to England to visit the parents	Single dad
Combining VC with Holidays	Taking VC During Christmas	2-3 weeks International	Extended VC with no pay

Finding a sweet deal is challenging	Love Tennis, biking, hiking	Exercise every day	Don't much activities while on VC
Hard to find sweet spot between price and dates	Going on VC just to see family	Don't spend so much time on planing	More fun going on VC with friends

Prefer Adult only resorts	Taking vacation to relax	Jetski and zip lining	

Like museum but not priorities	Hotel with Kicthen	Expedia & Google flight	

Affinity Diagram Process ([Miro Link](#))



User Persona ([Miro Link](#))

Persona



Gender: M
Age: 45
Education: PHD
Occupation: Software Engeener
Relationship: Single

Tikir

Reasons to use our product

- Tailored for Single Professionals
- Understands when should I take vacation
- Provides multiple suggestions to match my travel dates.
- Suggests richer activities based on my preferences.

Personality

- Workaholic
- Social butterfly
- Active
- Trustworthy
- Organized

Interests

- Travel
- Outdoor
- Cooking
- Playing Tennis

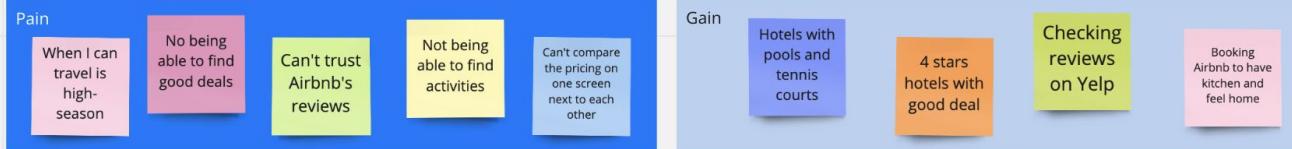
Skills

- Software Engeener

Tech savviness

- iPhone 11
- MacBook Pro
- Software Developer

Empathy Map ([Miro Link](#))





Definition and Ideation

Henry Ghazanchian

Homework 2



User Insight Statement

Tikir needs to find more availability of transportation, accommodation and activities within an acceptable budget for his vacations because his busy work schedule restricts potential vacation dates around work holidays and when his friends/family travel.

During the survey, I discovered that a majority of busy single professionals find lack of availability during their desired dates as the most challenging part of booking their vacations, and they travel once or twice a year which is motivated by the work holidays/deadlines and vacation dates of family/friends.



Problem Statement

Tikir, who is a busy professional and working more than 40 hours a week, needs to find more availability of transportation, accommodation and activities within an acceptable budget around his desired dates, in order to take more vacations from work to relax and reboot.

Ideation ([miro link](#))

I like

I like that It's easy to plug-in the dates
I like that it gives me options for bundles
I like that it provides options for flexible dates
I like that it is user friendly & intuitive

I like that it's easy to check out
I like that it sorts by different features
I like the rich set of pictures
I like the varieties of filters

I like to see the location on map
I like share/ stars/ favorite feature
I like content variety
I like the "Things to do" section

I like alerts and information
I like the search bar
I like the recommendation for signed in Users
I like real-time notifications and access mobile-only deals.

I Wish

I wish they had Apple pay checkout
I wish they had Weather notification closer to the travel dates
I wish they had People like me, Collaborative filtering
I wish they had Social components, access to family and friends vacation calendar

I wish they had Being able to reserve with deadlines feature
I wish it had Easy cancellation
I wish it had Historical availability of map
I wish it had Early bird availability dashboard

I wish I was able to get on the waiting list
I wish it had option to reserve your Taxi on the same day of your reservation
I wish it had Personalization and proactivity
I wish id had Join me/ invite friends by one click

I wish it had Getting notifications on free upgrades
I wish it was one stop shop for activities
I wish I could get local coupons though this app
I wish it could shows local dining options

What if

What if you name price flexibility for early bird recommendation
What if they provide a human personal assistant
What if they come and pack for you
What if they provide A-Z & you just leave home like you go to work.

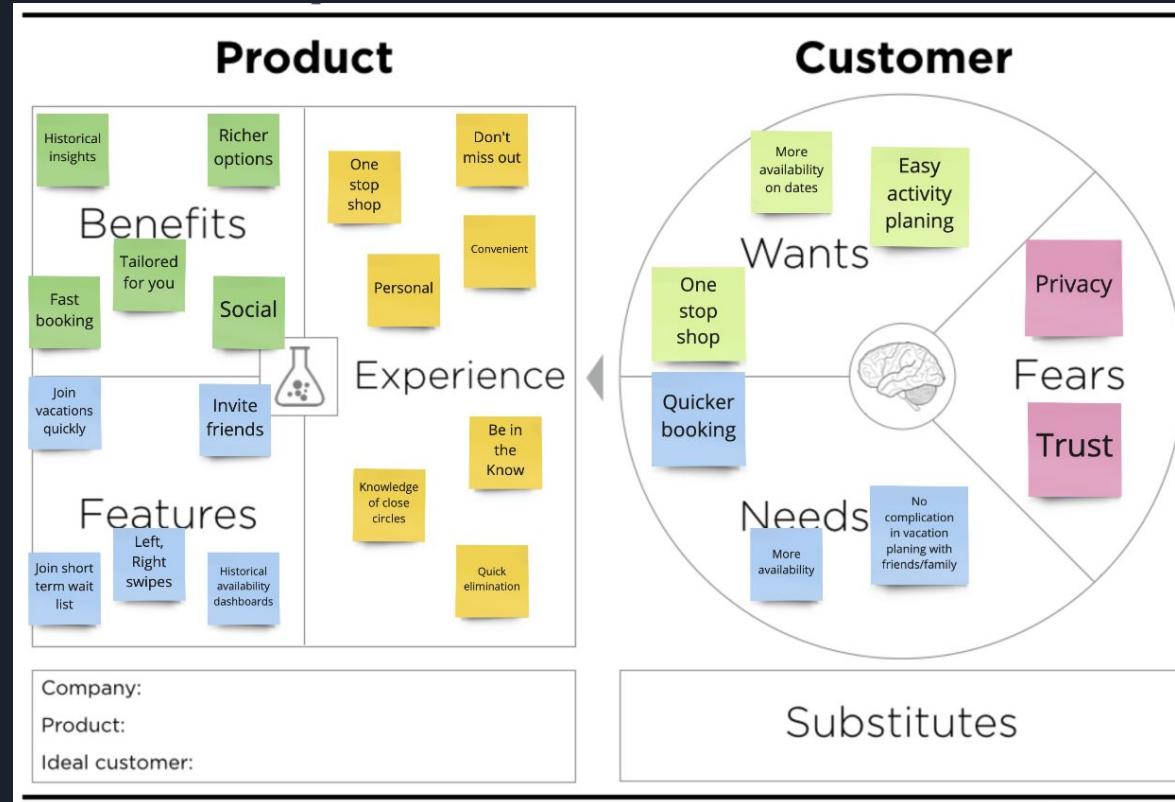
Inviting your beloved ones for free
what if they extend your trip for free.
what if they provide personal interpreter
what if they provide personal trainer

What if they take pictures for me instead me taking pictures

Feature Prioritization Matrix

	Normal Ideas	Original Ideas
Impossible to Implement		<p>How?</p> <ul style="list-style-type: none">• Provide personal interpreter• Provide A-Z (No packing or prep necessary. Just go!)• Name your price flexibility for early bird recommendation
Easy to Implement	<p>Now</p> <ul style="list-style-type: none">• Sort by different factors• User friendly & intuitive• Real-time notifications and access mobile only deals• Rich content variety and lots of visuals	<p>WOW!</p> <ul style="list-style-type: none">• Historical availability of map• Social component, access to friends and family vacation calendar• Being able to get on the waiting list.• One click join to friends & family's trips• Personalized suggestions and "people like me" suggestions.

Value Proposition Canvas

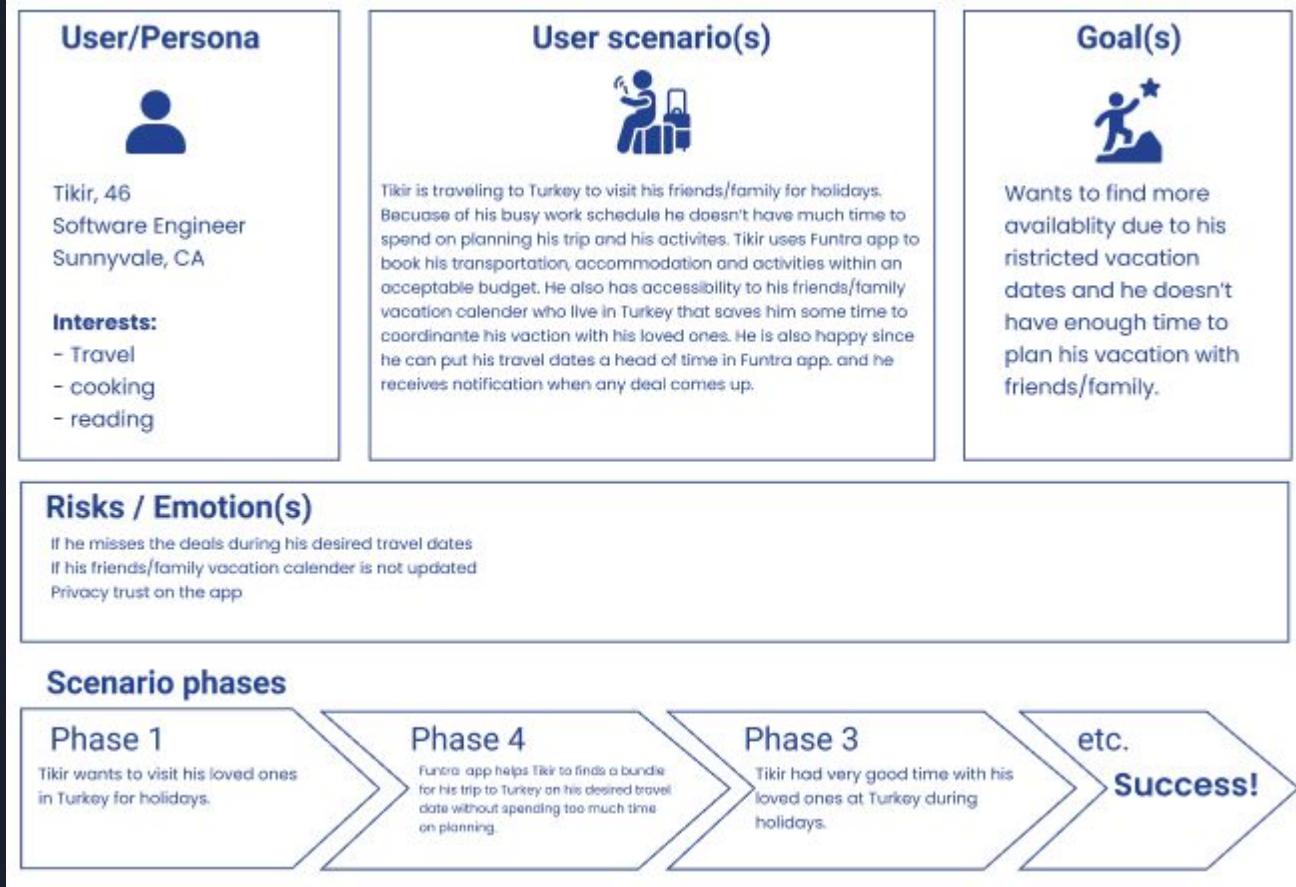




Value Proposition

My organization HenryG is developing Funtra, a new travel app, that provides richer personalized options and historical availability insights to help busy single professionals find more availability of transportation, accommodation and activities for their vacations within their desired budgets around work holidays and family/friends vacation dates.

User Scenario ([figma link](#))



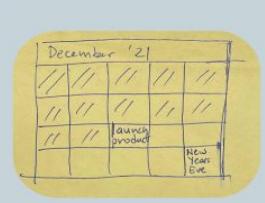
Storyboard [\(figma link\)](#)



Tikir is a software engineer who works more than 40 hours per week



He is planning to go visit his friends/family in Turkey for holidays.



Because of his busy work schedule he doesn't have much time to spend on planning his trip and his activities. He needs his vacation around work holidays.



Coordinating the trip with his friend and family is always a challenge for him

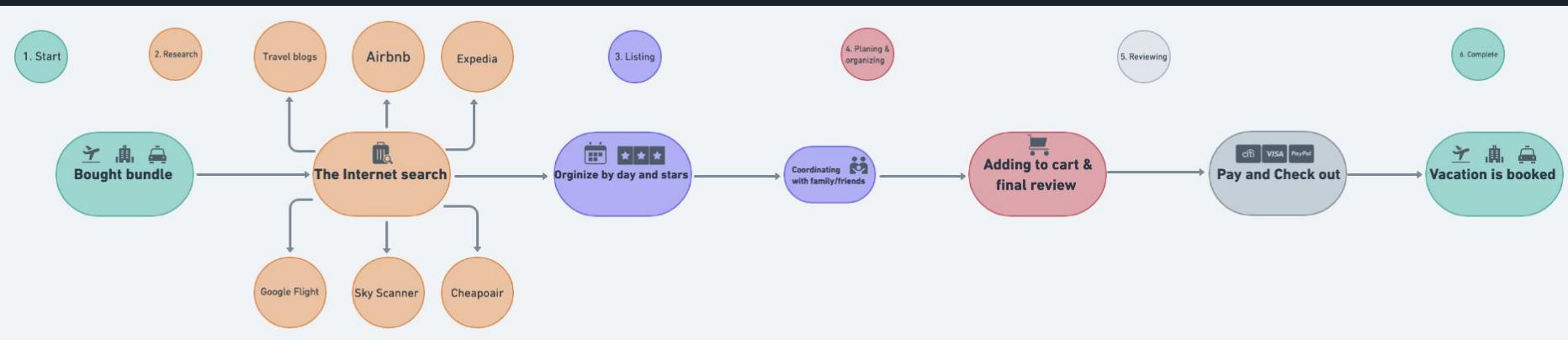


Funtra app helps Tikir to finds a bundle for his trip to Turkey on his desired travel date without spending too much time on planning.



Tikir had very good time with his loved ones at Turkey during holidays.

User Journey Map (whimsical link)





User Flow & Lo-Fi Prototyping

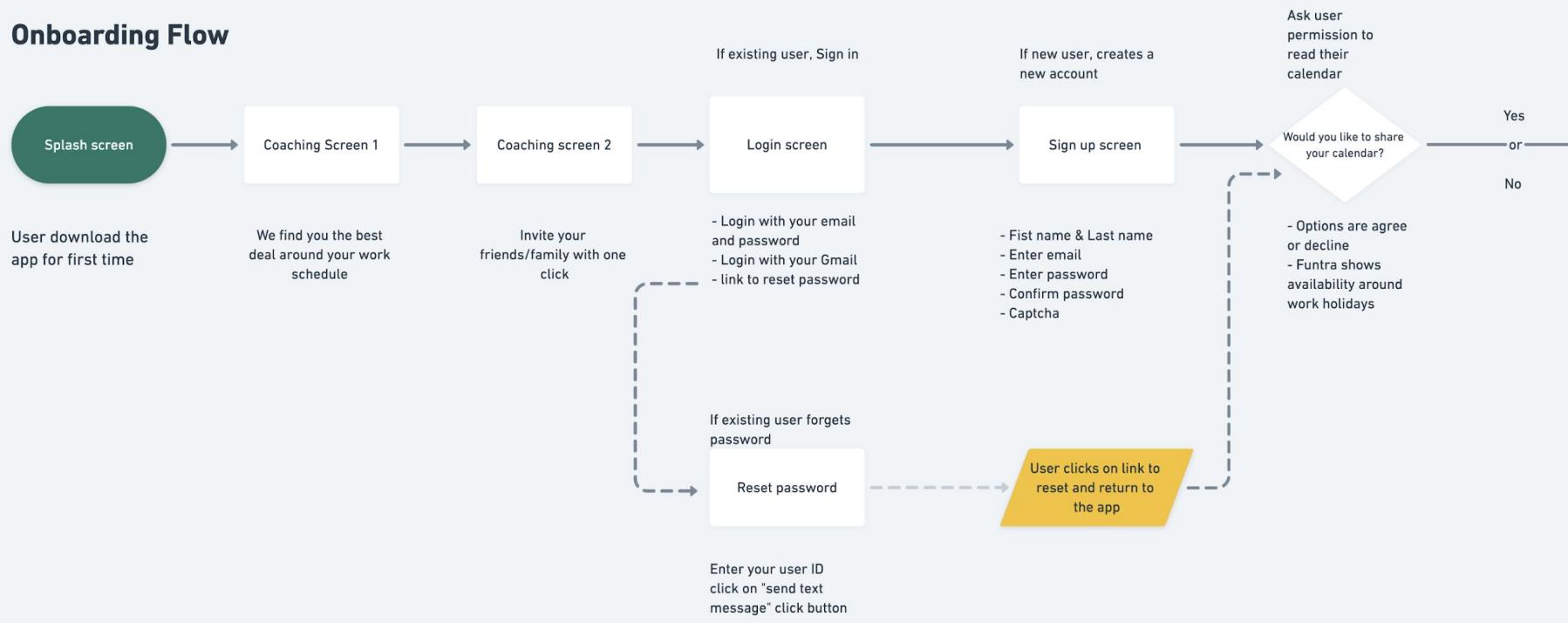
Henry Ghazanchian
Homework 3

Competitive Analysis ([Gdrive Link](#))

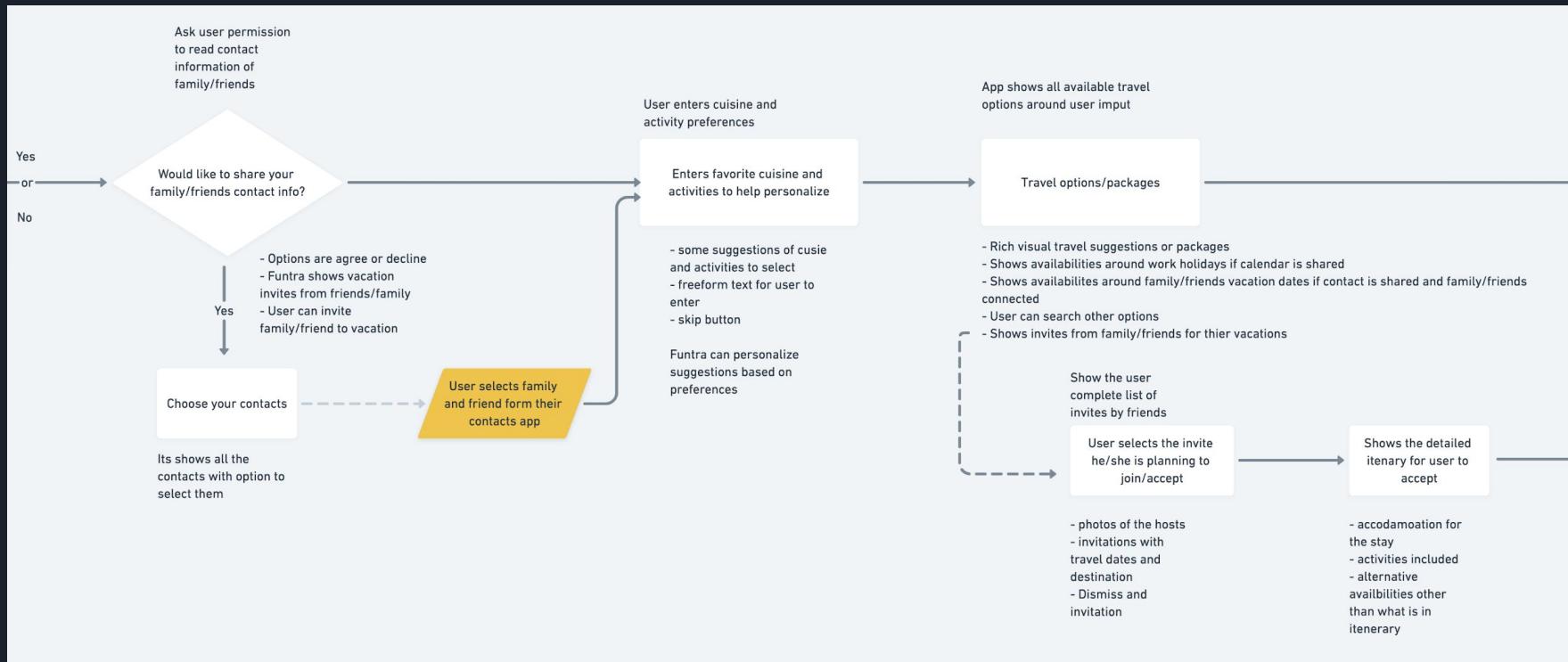
Competitive Analysis	Feature Analysis	Competitive Advantage	Strengths	Weakness	Customer Reviews
DIRECT COMPETITORS					
Expedia	<ul style="list-style-type: none"> - Search by location, price, dates - Bundle/packages or individual options - Flight reservations - Itinerary sharing - Country specific websites 	<ul style="list-style-type: none"> - working with hotels by offering Expedia's technology to run direct booking deals off of hotel's websites - trustworthy and international - data on customer's past purchases and 	<ul style="list-style-type: none"> - User friendly - Easy to navigate - Rich content and easy option comparison 	<ul style="list-style-type: none"> - Does not match hotel preferences with properties - They charge hotels to be listed higher in search results 	4.2/5
Priceline	<ul style="list-style-type: none"> - Search by location, price, dates - Bundle/packages or individual options - Flight reservations - Itinerary sharing 	<ul style="list-style-type: none"> - customers have more control over prices - agent model bookings - large discount if booking without knowing name of hotels 	<ul style="list-style-type: none"> - ranking search results based on deals - finds good deals based on user budget 	<ul style="list-style-type: none"> - app/site is not as user friendly/intuitive 	3.5/5
INDIRECT COMPETITORS					
AAA	<ul style="list-style-type: none"> - pre defined packaged for members - road trip planning - road side assistance/insurance during travel 	<ul style="list-style-type: none"> - in person customer service - trust due to long term service - branding 	<ul style="list-style-type: none"> - customer service - travel insurance - more personalized experience 	<ul style="list-style-type: none"> - limited options - limited mostly to north america 	3.0/5
Costco	<ul style="list-style-type: none"> - pre defined packages for members 	<ul style="list-style-type: none"> - trustworthy and branding - branding 	<ul style="list-style-type: none"> - good customer service - best return policies 	<ul style="list-style-type: none"> - only available for members - limited options 	4.0/5

User Flow Part 1 (Whimsical Link)

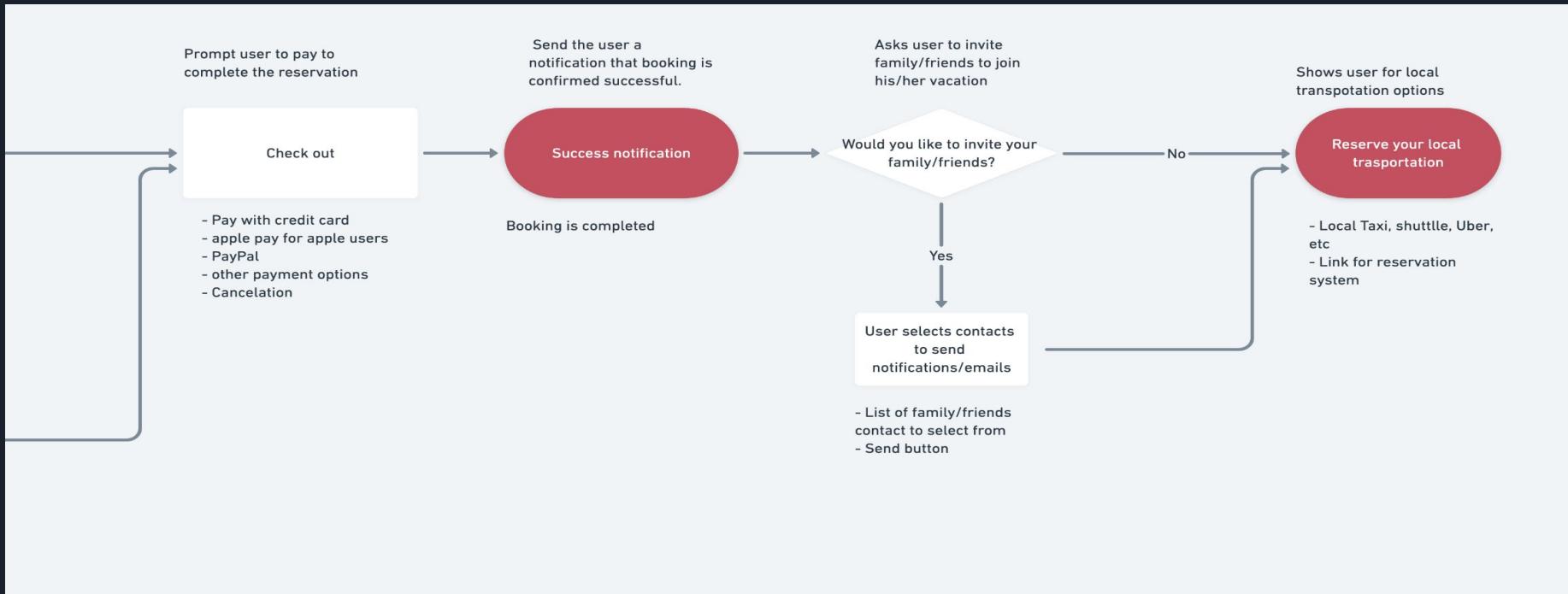
Onboarding Flow



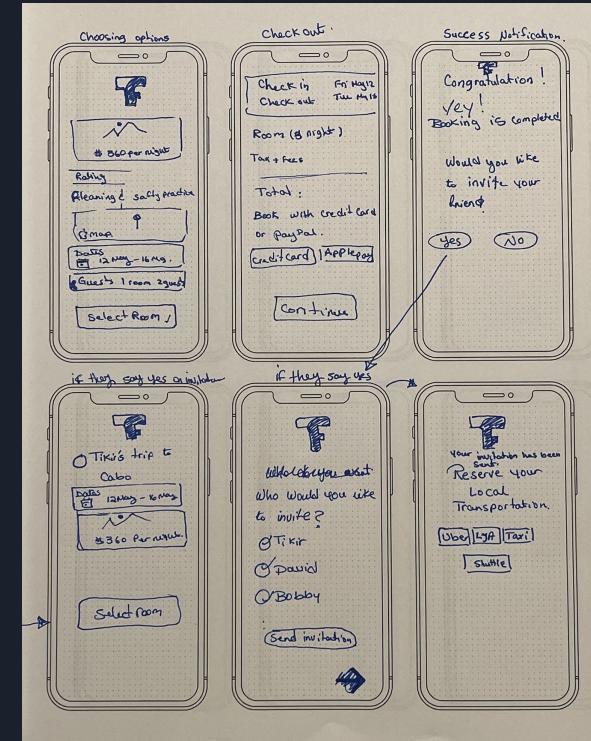
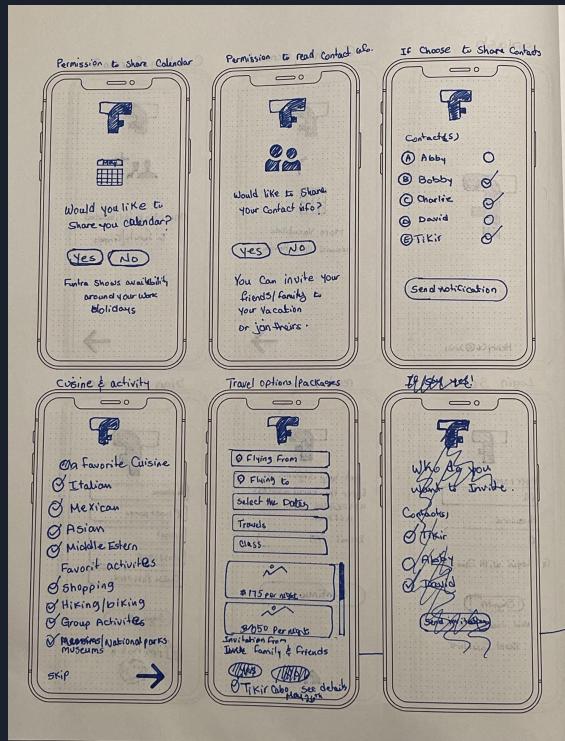
User Flow Part 2



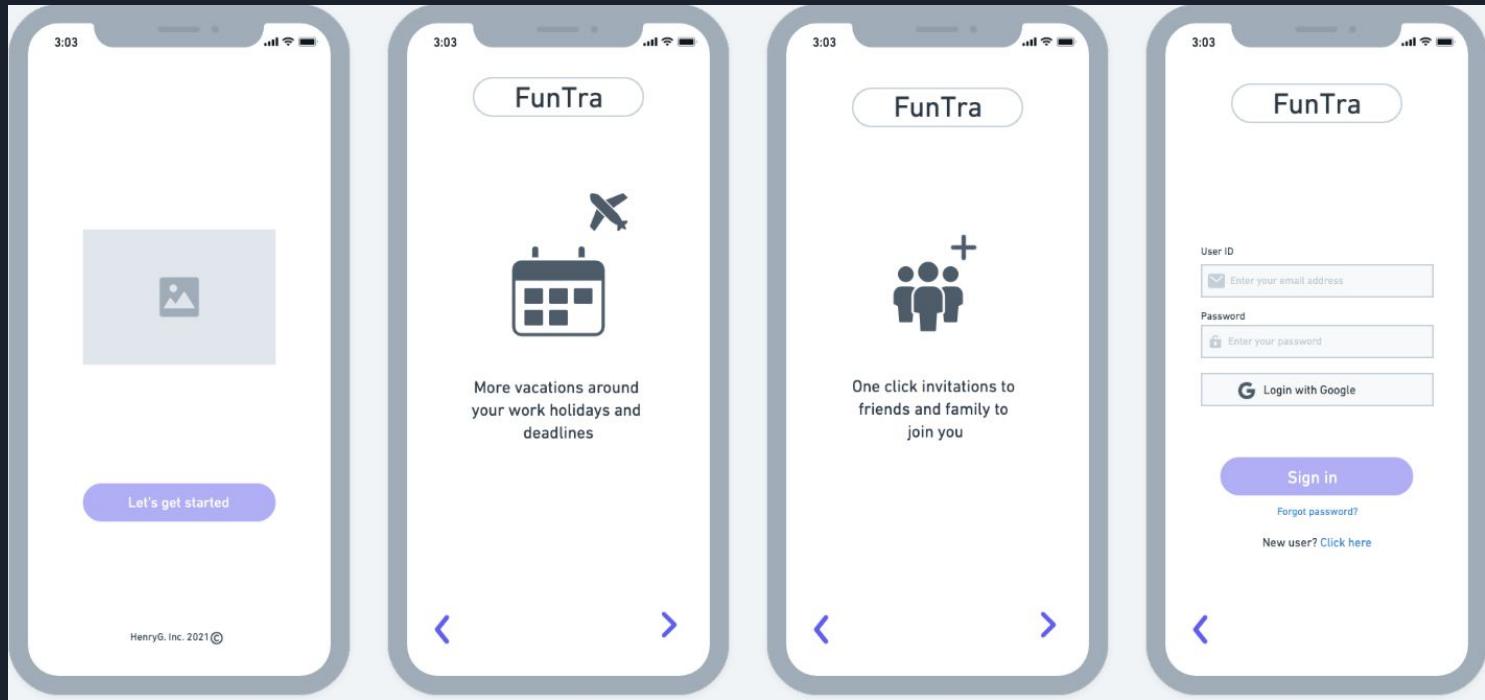
User Flow Part 3



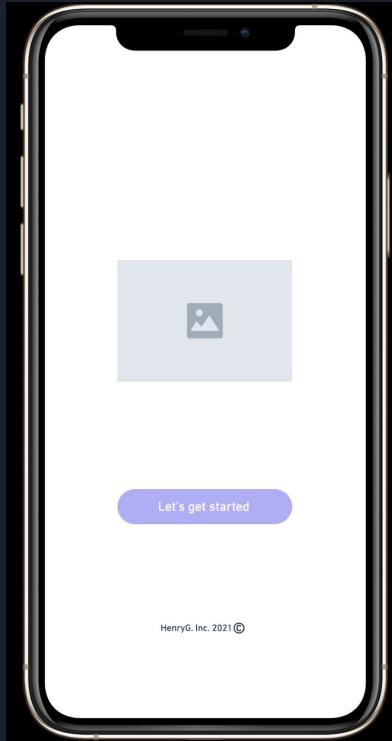
Wireframe Sketches [\(Gdrive Link\)](#)



Digital Wireframe (Whimsical Link)

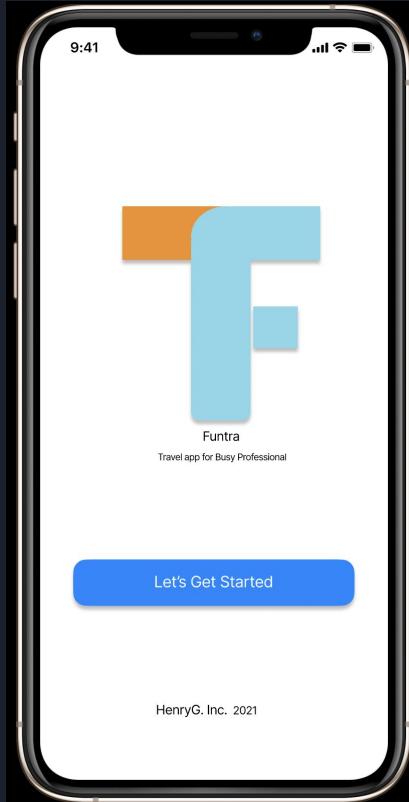


Low-fidelity InVision Prototype



([Prototype Link](#))

Clickable Digital Prototype



(Digital Prototype Link)



Testing & Iterations

Henry Ghazanchian
Homework 4



User Testing Plan ([Link to Gdrive](#))

- Objectives
 - Can a new user sign up on Funtra app?
 - Can an existing users are able to reset their password?
 - Can a user book a trip suggested around his/her work holiday and invite friends?
 - Can a user join his/her friend's trip via invitation?
- Tasks
 - Create an account, sign up
 - Reset your password
 - Invite friends to your vacation after booking the suggested trip around your work holiday
 - Join a pending invitation from their friend/family



Guerrilla Testing ([Video 1](#) , [Video 2](#))

I tested my initial prototype on **5** different users

- All users successfully signed up to Funtra
- All users easily reset their password
- All users successfully joined friend's vacations through pending invitation
- 3 out of 5 were able to book vacations around their work holiday and invite friends to their vacation

"The pending invitation section is not visible enough"

- Annette

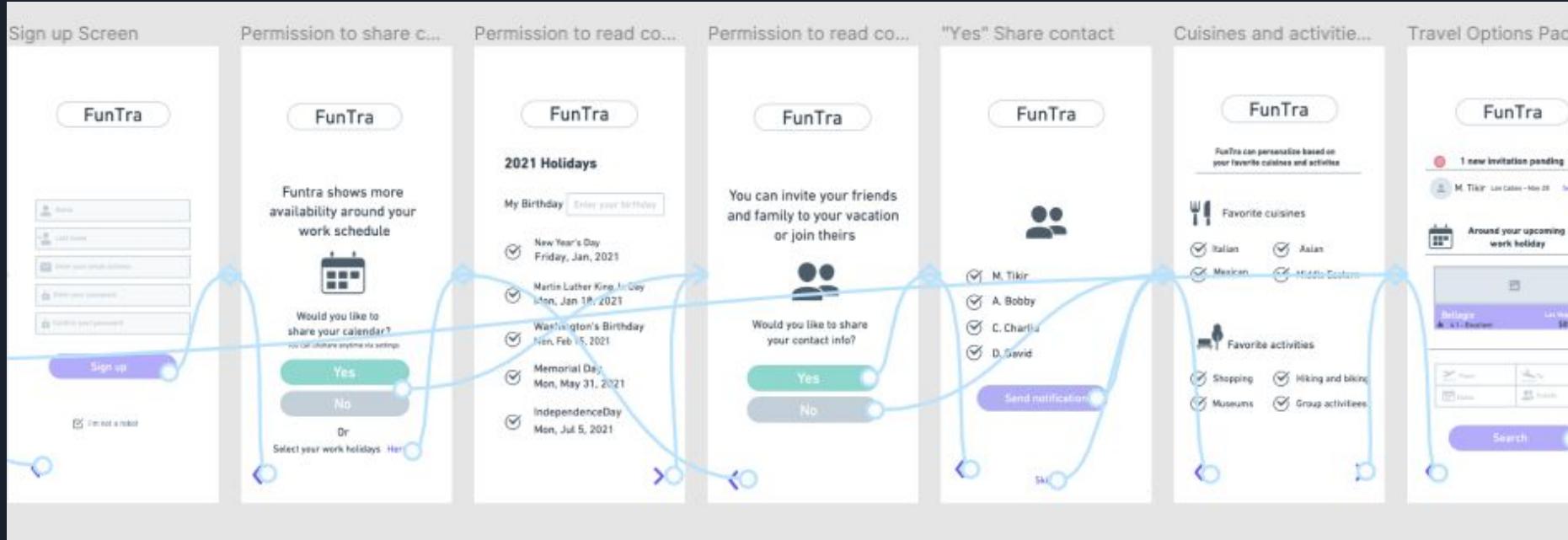
"Suggested vacation by app wasn't noticeable"

- Sofie

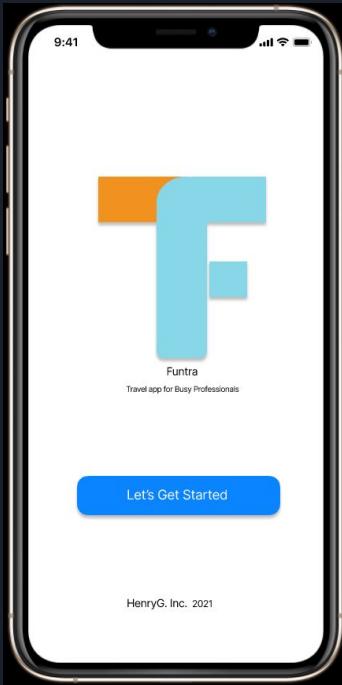
"Wanted to be able to unshare his calendar at anytime"

- Cagdas

Digital iOS Wireframes ([Figma link](#))



Digital iOS Clickable Prototype



(Figma link)

Affinity Map ([Miro link](#))

Booking	Onboarding	Permissions	Coaching screens	Navigation
Personal suggestions in home page was not as visible	"New user" needs to be more visible	Suggested calendar icon next to the "suggested trip" by app	Wanted to enter work holidays manually	Confused by home button
Pending section is not visible		Wanted to be able to unshare calendar at anytime via settings	Wanted to share his calendar only around work	"Skip" and "Next" button shouldn't be on the same page
"Home page" was busy		Would like to invite friend by email	not comfortable to share contacts	Quick return to the "Home page" want to skip the coaching screens

2 x 2 Matrix Prioritization ([Miro link](#))





Key Takeaways / Final Thoughts

Value of users

I realized how valuable the users are for designing a great product. I initially thought we would start designing right away. Now I realize how important the users are for understanding needs, how we can translate them to features in a product. I realized without user studies or testing, my product would be useful to only me. Users really helped me design and prototype an app with more utility.

New tools and paradigms

I learned new tools that help me in visual thinking and collaboration. I can use some of these tools in other parts of daily tasks, like sticky notes, flow charts. Using these tools helped me prototype faster and gave my users more understandable visuals, which helped me get more actionable user feedback quickly.

Brainstorming and iterations

I truly understood the value of longer brainstorming session. The more time I spent, I felt I'm closer to the right product and was able to iterate faster.