

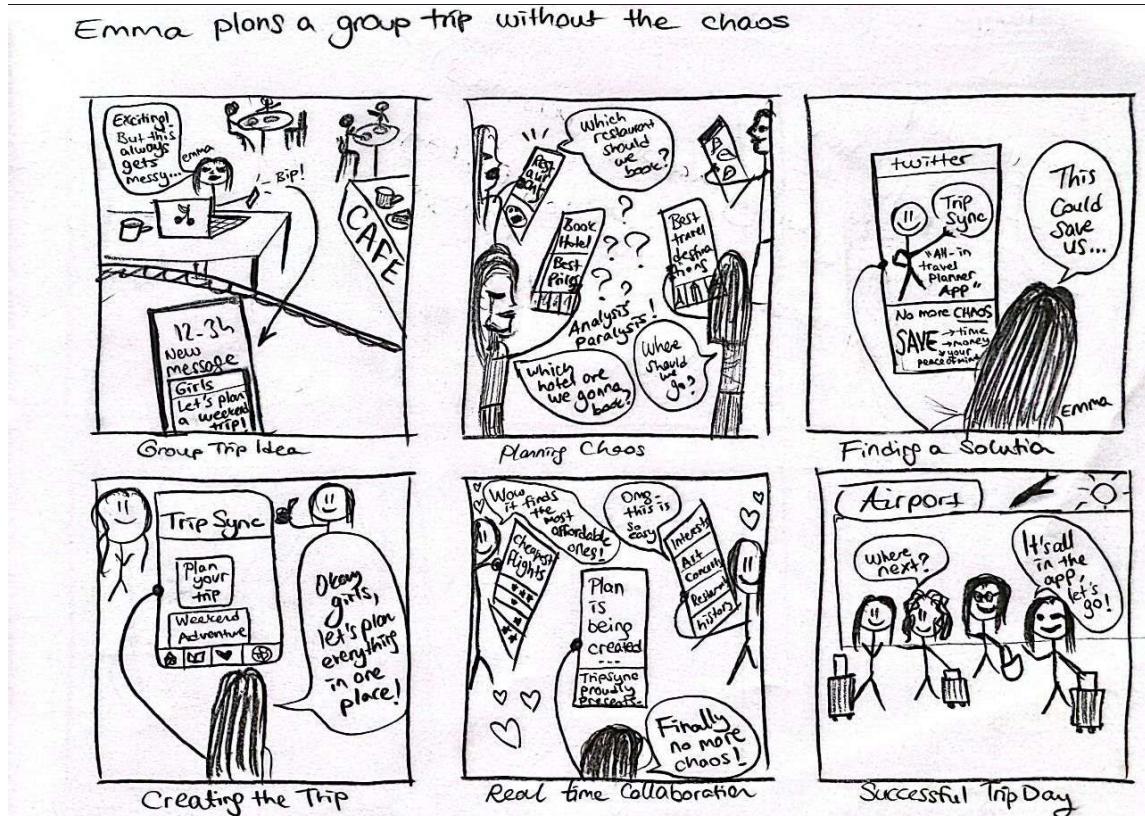
TripSync

Activity 3 — Exploration of Design
Alternatives

Overview

- Storyboards
- Design Alternatives
- Lo-Fi Prototype
- Evaluation & Iteration
- Final Design

Storyboard: Emma



- Emma struggles to coordinate group trips.
- Too many apps, confusion, messaging chaos.
- TripSync provides a central place to organize the trip.

Storyboard: Omar



- Omar wants authentic experiences
- Needs offline info, guides, and local insights
- TripSync helps him find events, download info, use translations, and feel prepared

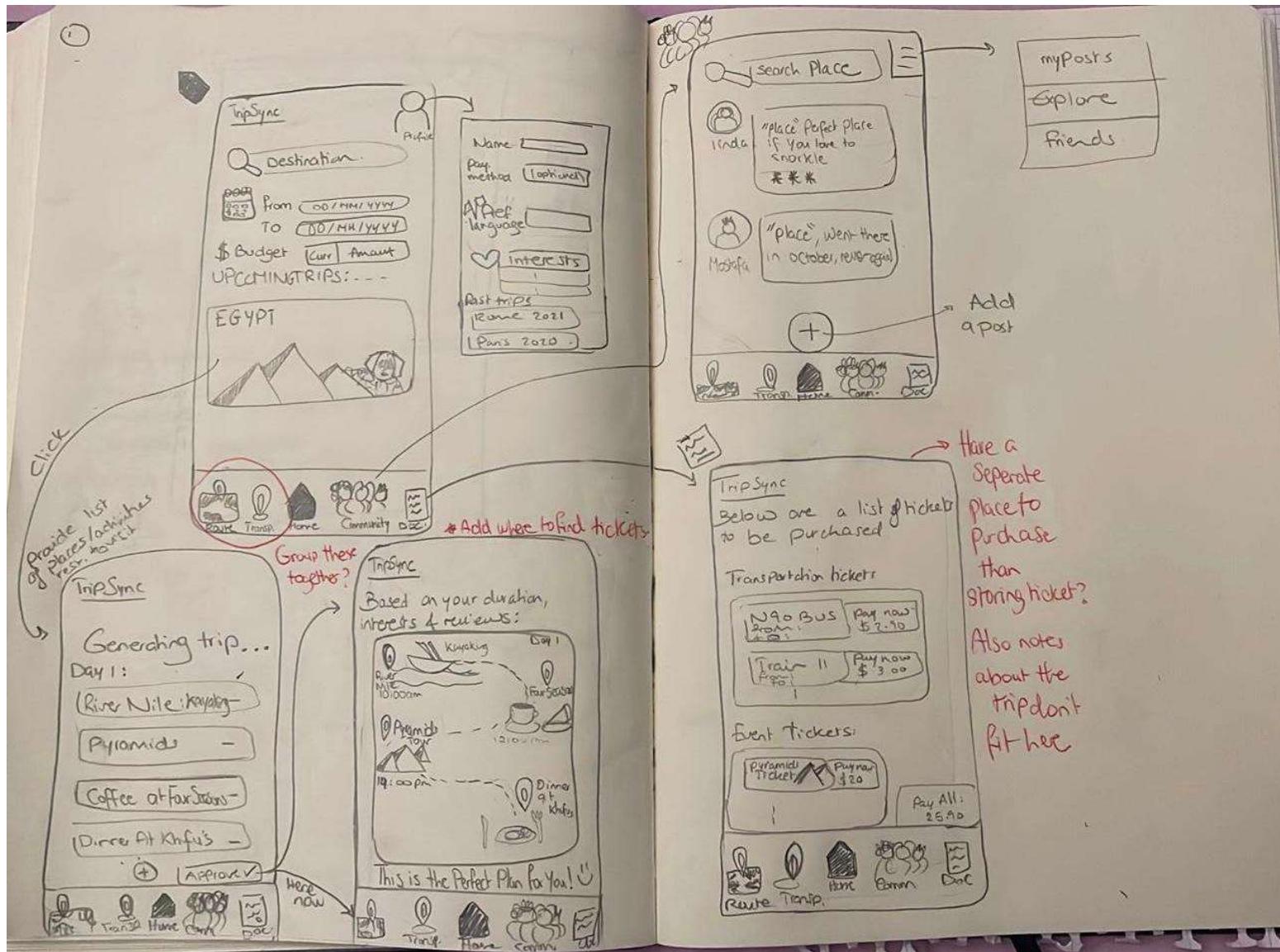
Bad Design



Bad design

- Too many features shown at once, making the screen overwhelming.
- No clear way to go back or navigate between pages.
- Unrelated sections mixed together with no grouping.
- No visual hierarchy, so users don't know what to tap first.
- Layout is inconsistent and hard to scan.
- Too many menu items, causing confusion.
- User flow is unclear, and screens feel disconnected.
- Important actions are not highlighted, so the main purpose is lost.

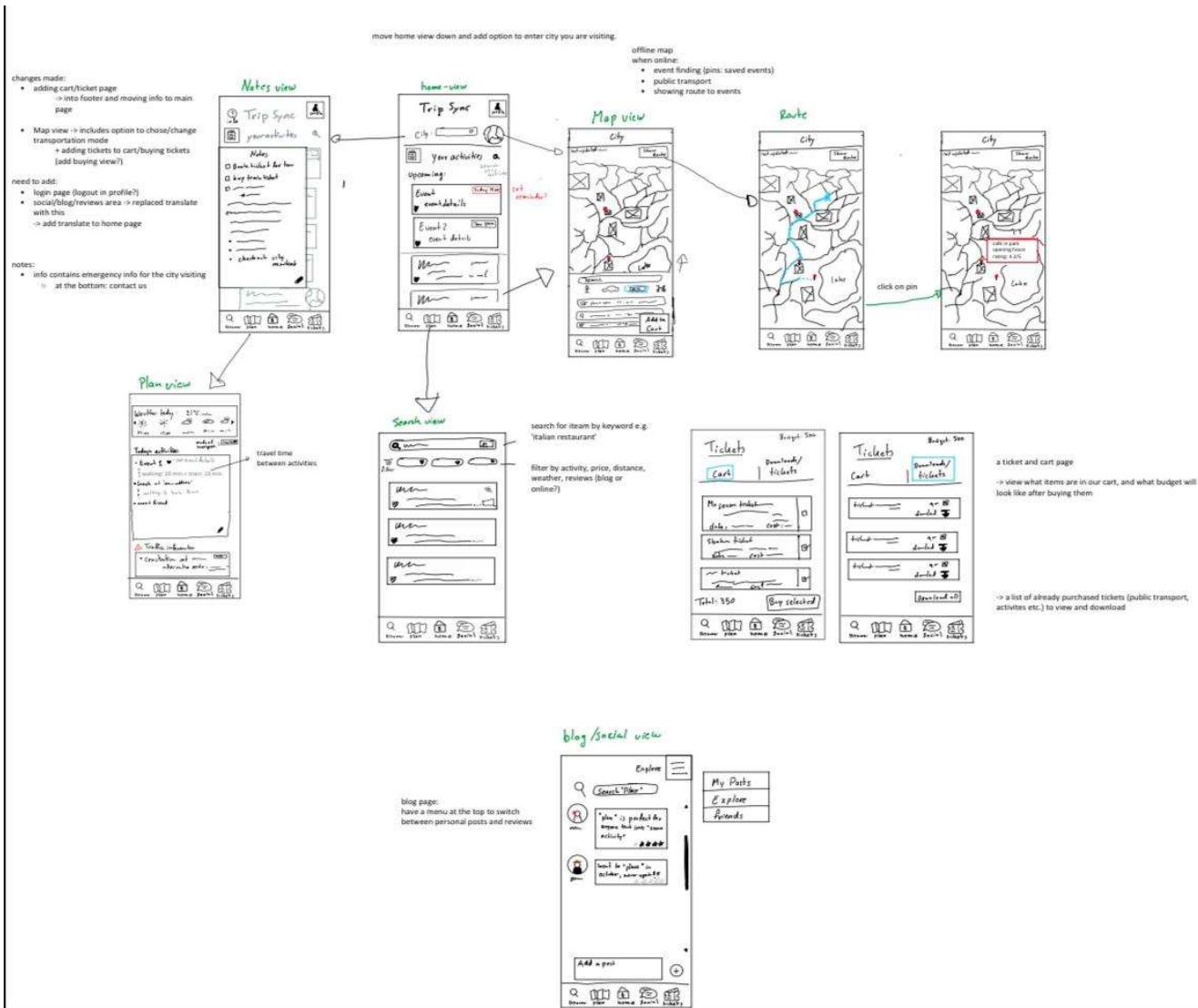
Lo-Fi Prototype Overview



Iterations Based on Feedback

- Added ticket/cart page
- Added offline map mode
- Improved filters
- Added blog & review page

Final Selected Design



Comparison Table

	Final Low-Fi Prototype	Low-Fi prototype	Bad Design
Navigation	Clear bottom navigation bar on every screen	Some navigation elements are not consistent	No clear navigation or way to move between screens
Screen Layout	Each feature has its own dedicated screen (Map, Plan, Tickets, Search)	Screens exist but some elements are mixed	Many unrelated features placed together with no structure
Flow Between Screens	Smooth and predictable user flow	clear but needs some more changes	User flow is unclear and confusing
Hierarchy & Clarity	Good spacing, labels, and visual hierarchy	Some hierarchy but uneven	No hierarchy, everything looks equally important
Feature Organization	Related features grouped logically	Grouping is present but not stable	Features are mixed randomly (wish list, translator, budget)
Usability	Easy for users to understand and follow	Usable but needs clearer structure	Overwhelming and difficult for users to navigate