

User Experience Design Integration

TripSync Activity 4

Customer Journey Map

User Experience design chosen:

- for Services that accompany users, from a starting point till the end
- To Capture different issues and emotions of the user
 - Interaction points with the service

Key features:

- Visualization of a user's experience/Scenario
- emphasis on user's thoughts, actions, emotional experience
- analysis with insights won and new pain points discovered

Alignment with TripSync

- Analysing TripSync through the lens of different personalities
- Personas with different Goals and Paradigms
- Accompanying their use of TripSync during different interaction points

Persona 2: Cultural Explorer

Background:

- Photographer and Travel Blogger
- Cares about:
 - culture
 - local customs
 - language and communication
 - connecting with new people and places

Key Points:

- Is a frequent Traveller
- Preferences while travelling
 - Avoiding generic-tourist attractions
 - Authenticity of places he visits and stays
 - sustainability
 - dislikes having to rely on internet access



How TripSync aligns with user-goals:

- Helps user keep track of their plans and itinerary
- no irrelevant and generic events. Results are based on users likes and interests
 - events having real reviews of other travellers
- features available offline

Pain points found

- many features: User might need help navigating app for the first time
- more offline access: Downloadable content related to particular events
- connecting locally: possibility to learn basic language or some information of their destination

		research	Planning	Preparing	Travel Experience	Reflection
Actions		Planning the next trip for his travel blog. Doing research on places and offered activities	Downloading TripSync. Noting down locations, saving events based on personal interest. Exploring the city through map view	Noting down the plan for the trip, booking travel tickets and learning basic phrases	a relaxing trip, keeping track of his itinerary, time-effective traveling between activities	After his trip, omar works on his blog to update his followers
Touchpoints		<ul style="list-style-type: none"> Travel agencies social media posts (for reviews) travel sites (e.g. lonely planet) where other travel bloggers are going + what they are doing 	<ul style="list-style-type: none"> TripSync's notes feature: to keep track of thoughts and ideas map feature: to explore events and keep note of his own saved activities tripsync's blog section: to check reviews and pictures for a better impression 	<ul style="list-style-type: none"> making a concrete plan booking public transport and event tickets in advance being informed about traffic and weather information 	<ul style="list-style-type: none"> having all his plans in one spot + easy to adjust Always access to the map with all his events visible. (even without internet) Helped omar find the most efficient routes accurate traffic updates 	Reviewing the places he was and leaving reviews on the activities he enjoyed
Feelings		searching, a bit stressed	positive, discovering tripsyncs features	more relaxed preparation compared to before	an enjoyable trip where he could discover lots of new things, be spontaneous, but also have a reliable plan	joyous, recalling his trip
Pain Points		Too many different resources with different kinds of recommendations, mainly centering around general tourism	Many features in tripsync	before tripsync: having to keep track of multiple plans saved on multiple different apps and sites	before tripsync: dealing with maps and services not being available offline having to leave earlier to not miss trains/public transport	before: hard to keep track of all activities and remember all details after his trip for his blog
Solutions		Trip Sync, filters activities based on users interests	a tutorial for people who first download the app	a specific planning area/calendar to keep track of plans per day	downloadable content for his booked events → downloadable content about local customs and traditions?	Trip memories: A section to keep track of enjoyable moments and other notes

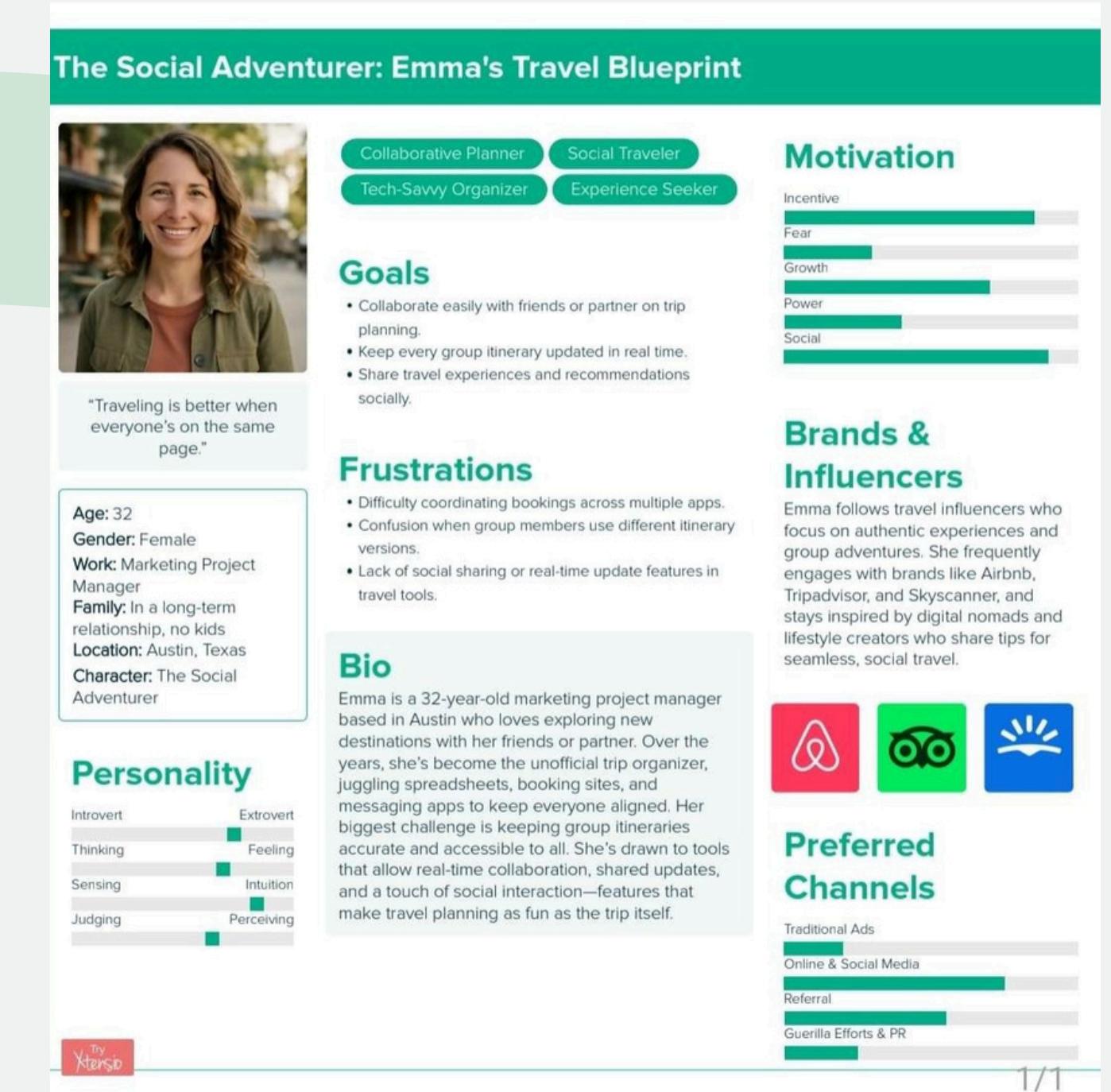
Persona 3: Social Adventurer

Background:

- 'unofficial' Trip organizer
- Cares about:
 - group trips
 - easy planning
 - sharing travel experiences

Key Points:

- Frequent traveller
- Mainly travels in groups
- Preferences while Planning
 - no coordination issues with booking
 - limited number of apps
 - shared and up-to-date information on everyone's itinerary



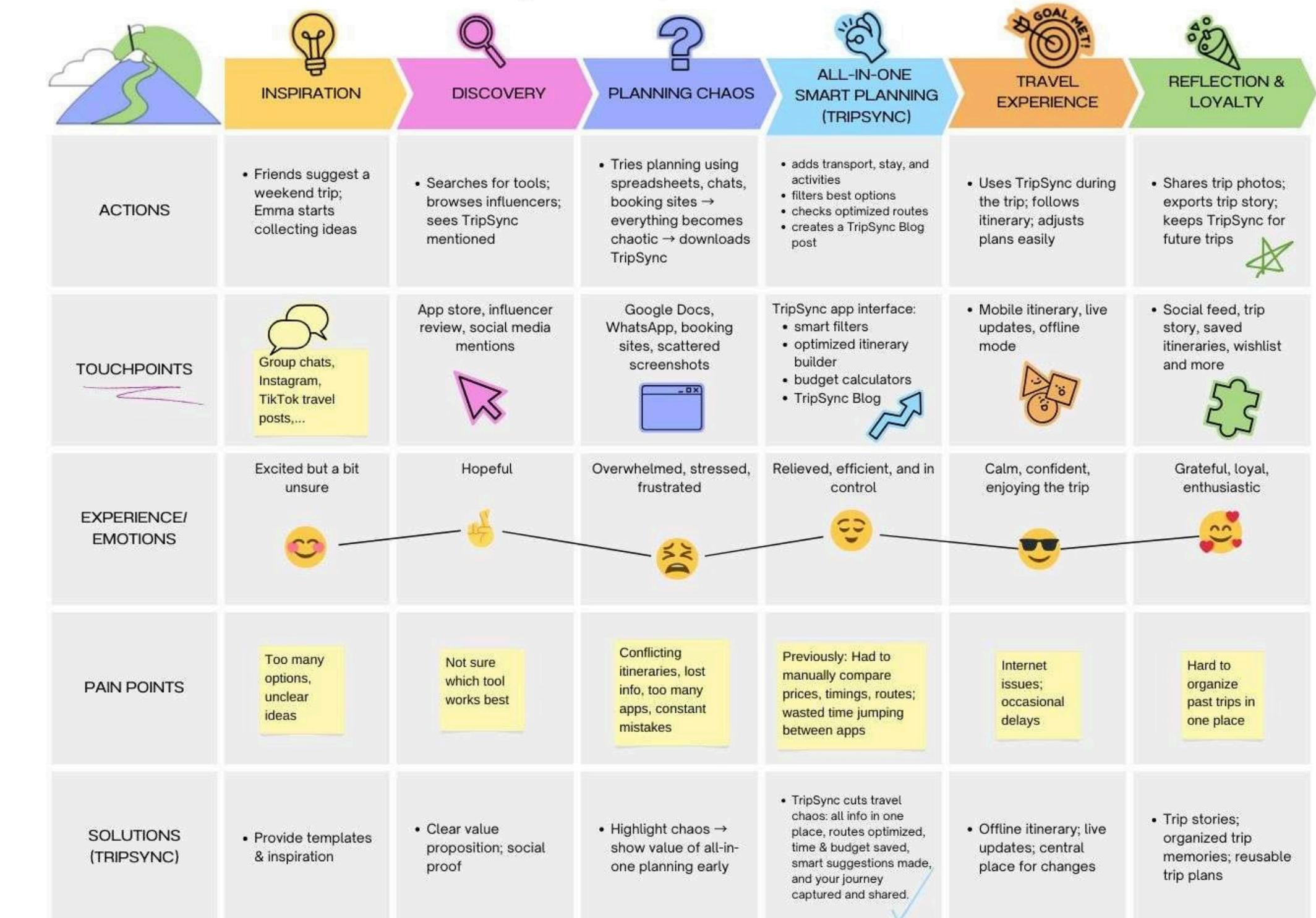
How TripSync aligns with user-goals:

- Helps user keep track of group itinerary
- Budget calculator
- one app to keep track of:
 - Navigation
 - Itinerary
 - Events
 - Budget
- Ability to review and share travel experiences with blog

Pain points found

- Possibility to keep track of every group member's plans, when not everyone is using TripSync

Customer Journey Map



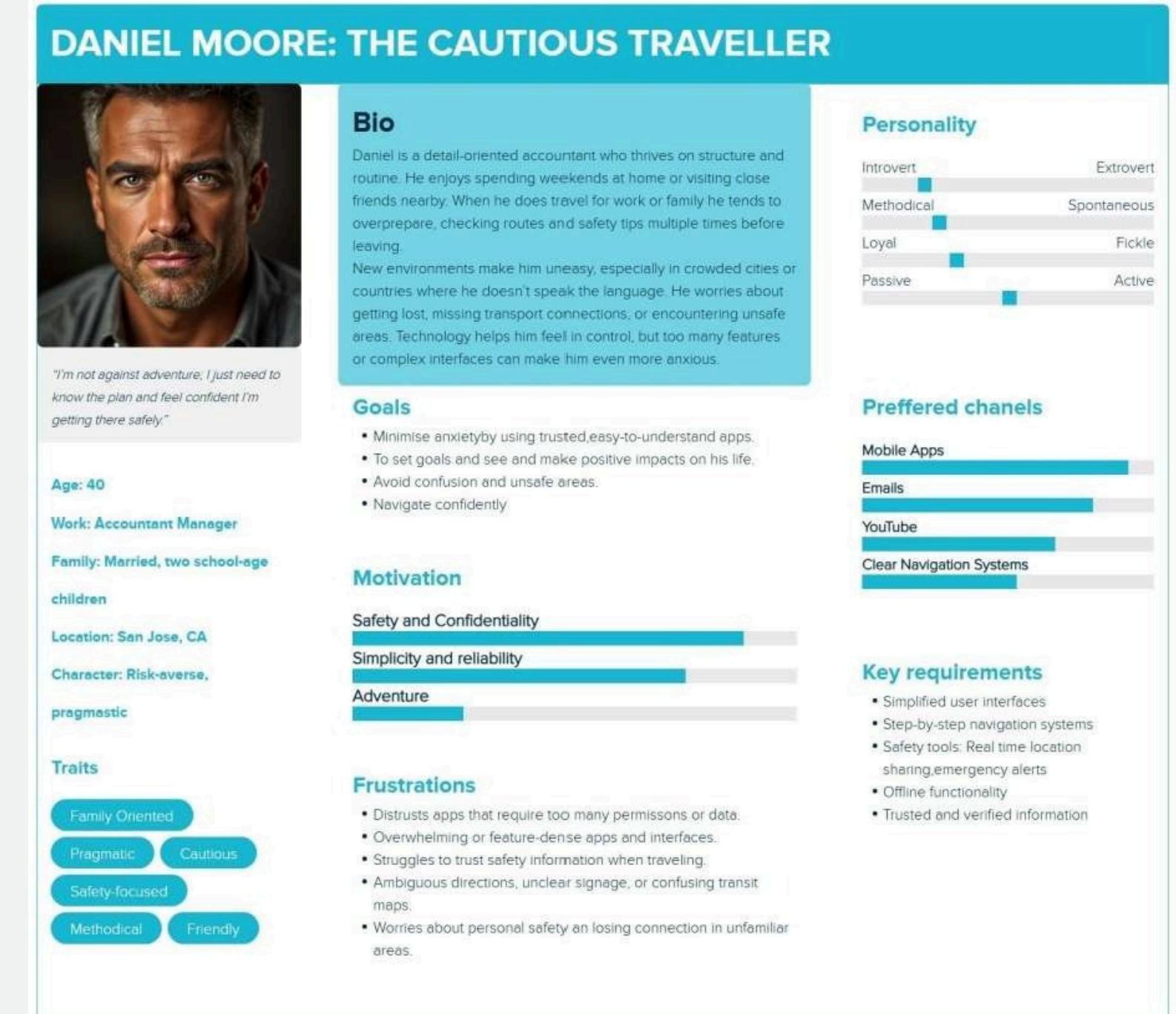
Persona 4: Cautious Traveller

Background:

- Reluctant Safety-Focused traveller
- Cares about:
 - safety and simple trips
 - reliable technology(traffic updates)!!
 - simple and easy to understand apps

Key Points:

- Reluctant traveller
- tends to over-prepare due to anxiety
- Preferences while Planning
 - Reliable information
 - Access to navigation and other features at all times
 - few apps that are simple to use (with main/basic features)



How TripSync aligns with user-goals:

- Offline mode for map and downloading tickets
- Real-time Navigation and travel updates
- no need for multiple apps

Pain points found

- learning curve to understand new app: tutorial for first time users
- Communication barrier

	TRIP PREPARATION	DISCOVERING TRIPSYNC	CONFIRMING TRIP PLANS	NAVIGATING THE CITY	VISITING CAFE AND SHARING
ACTIONS	Opens multiple travel apps: Google Maps for transportation, websites for ticket booking, researches landmarks on google. Reads reviews on TripAdvisor. Tries to keep notes for trip plan. Opens social media to check popular places.	Hears about TripSync. Searches for it on app store. Downloads app and creates an account. Explores the interface and features.	Uses TripSync to create a plan for trip to Paris. Reviews complete itinerary. Saves emergency contacts. Checks transport routes for travel plan. Purchases tickets. Downloads pdfs of tickets. Downloads offline map.	Uses real-time navigation to cafe. Checks public transport with app's transport directions. Uses built-in translation to communicate with locals. Views safety ratings of nearby places.	Arrives at cafe. Uses translation to translate menu. Shares real-time location with wife. Leaves positive review in app. Checks next stop on trip plan. Recommends TripSync to friends.
TOUCHPOINTS	Google maps Booking.com Notes App TripAdvisor Youtube	App Store TripSync App Offline map pdf	TripSync app Online Reviews about TripSync Hotel booking app	TripSync's built-in translator. Offline Map Public translation	Camera translation. Location sharing. Sharing post through blogging area.
THOUGHTS	"This is taking too long, I have work to do" "What if these places are not family friendly, I need to research" "Why are there so many open tabs on my laptop"	"This app looks like it would save me time" "I still have to figure out if it's easy to use though" "I hope the offline feature is actually reliable"	"Perfect! All my bookings are in one place" "The transport directions are very clear" "The offline maps will keep us safe"	"Navigation is so easy compared to before, I know exactly what we'll ride" "Who knew locals can be so friendly!" "I am so glad I do not have to juggle between different apps"	"Translation made ordering so easy" "I am so excited to visit the rest of the places" "My kids seem to be enjoying the selected places" "I need to tell my colleagues about this"
EMOTIONS					
PAIN POINTS	App Fragmentation. Safety Concerns. Time Consumption. Overwhelming.	Skeptical about new app Intrigued about the unified solution. Worried about learning curve.	Connectivity Anxiety Booking information verification Route uncertainty	Communication barrier	No major pain points
OPPORTUNITIES	Unified platform Dashboard with safety information Organisation of the booking process	Simple UI	Approved checklist for entire trip Offline design Optimised Routing Easily accessed emergency services	Easily accessed real-time translation (camera, audio and text) Local tips/ other travellers' sharing area	Trip memory, save preferences for future family trips



Thank You!