User Experience Design Integration

TripSync *Activity 4*

User Experience design chosen:

Customer Juorney Map

- 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

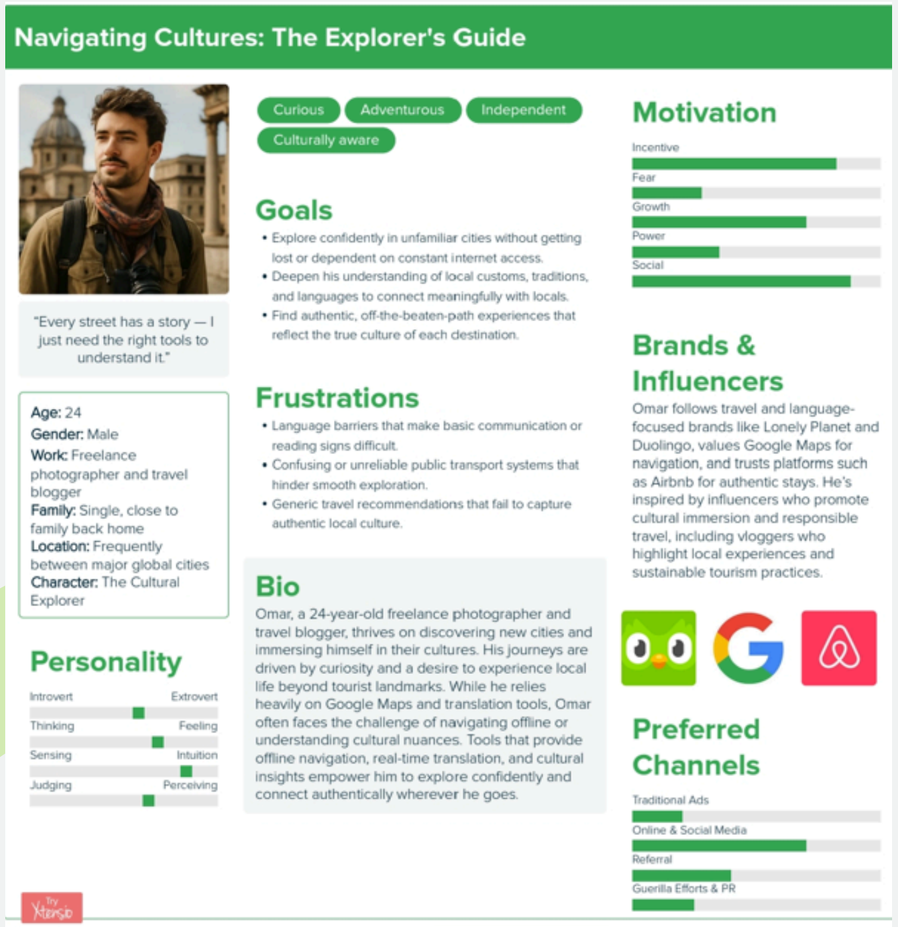
Persona 2: Cultural Explorer

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
  - Autheticity 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

Goals and Expectations:
- A travel trip thats enjoyable, where omar can connect with local customs and learn about local traditions

	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	• Travel agencies • social media posts (for reviews) • travel sites (e.g. lonely planet) • where other travel bloggers are going + what they are doing	• 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	• making a concrete plan • booking public transport and event tickets in advance • being informed about traffic and weather information	• 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

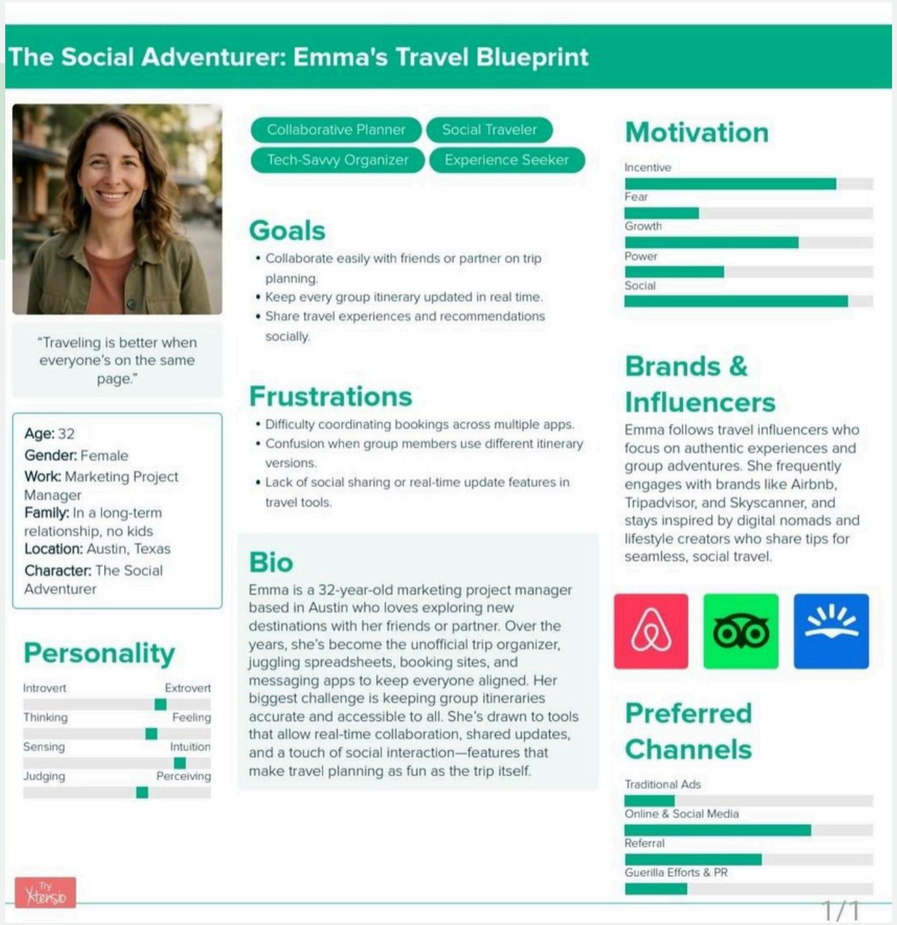
Persona 3: Social Adventurer

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 everyones itinerary

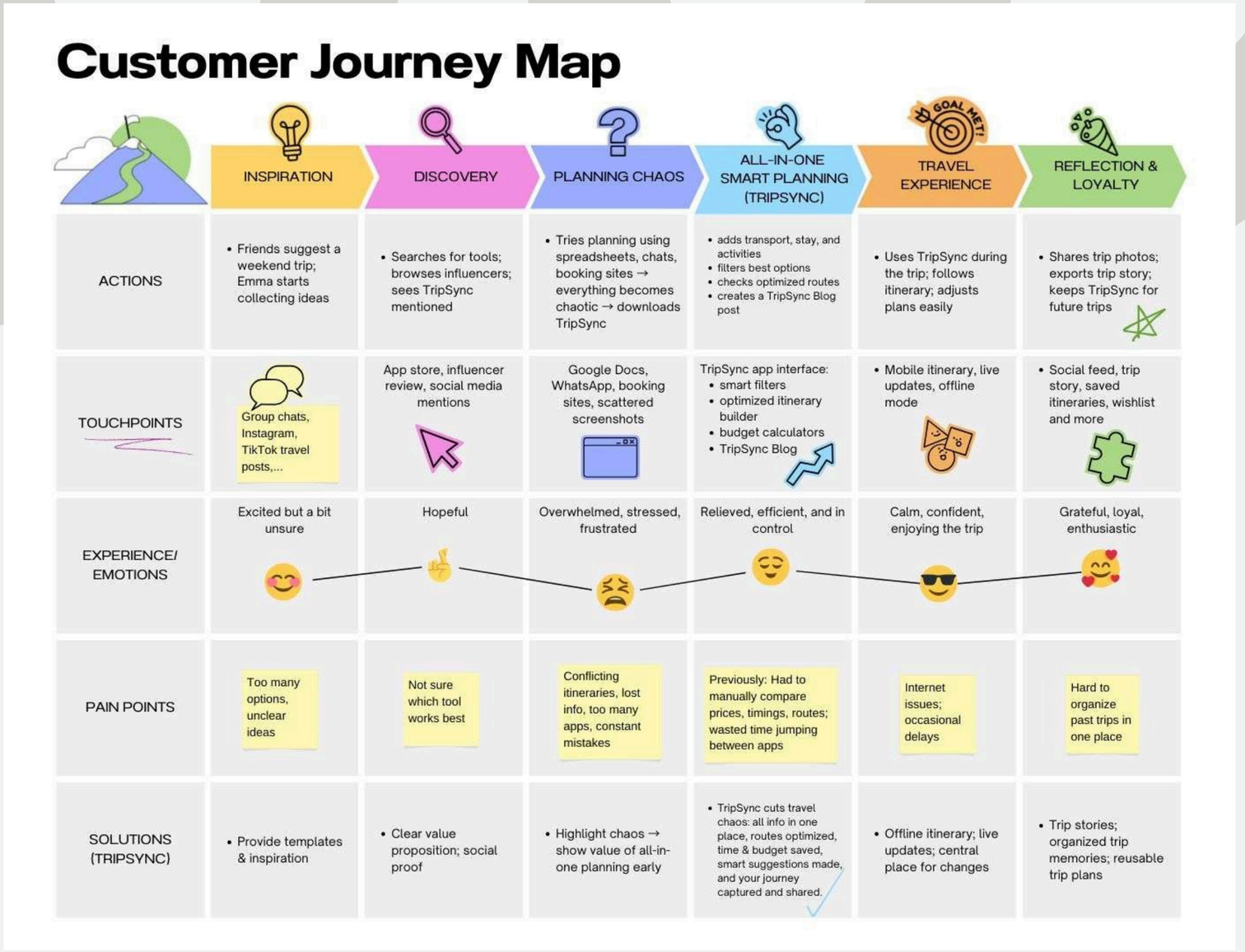


How TripSync aligns with user-goals:

- 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



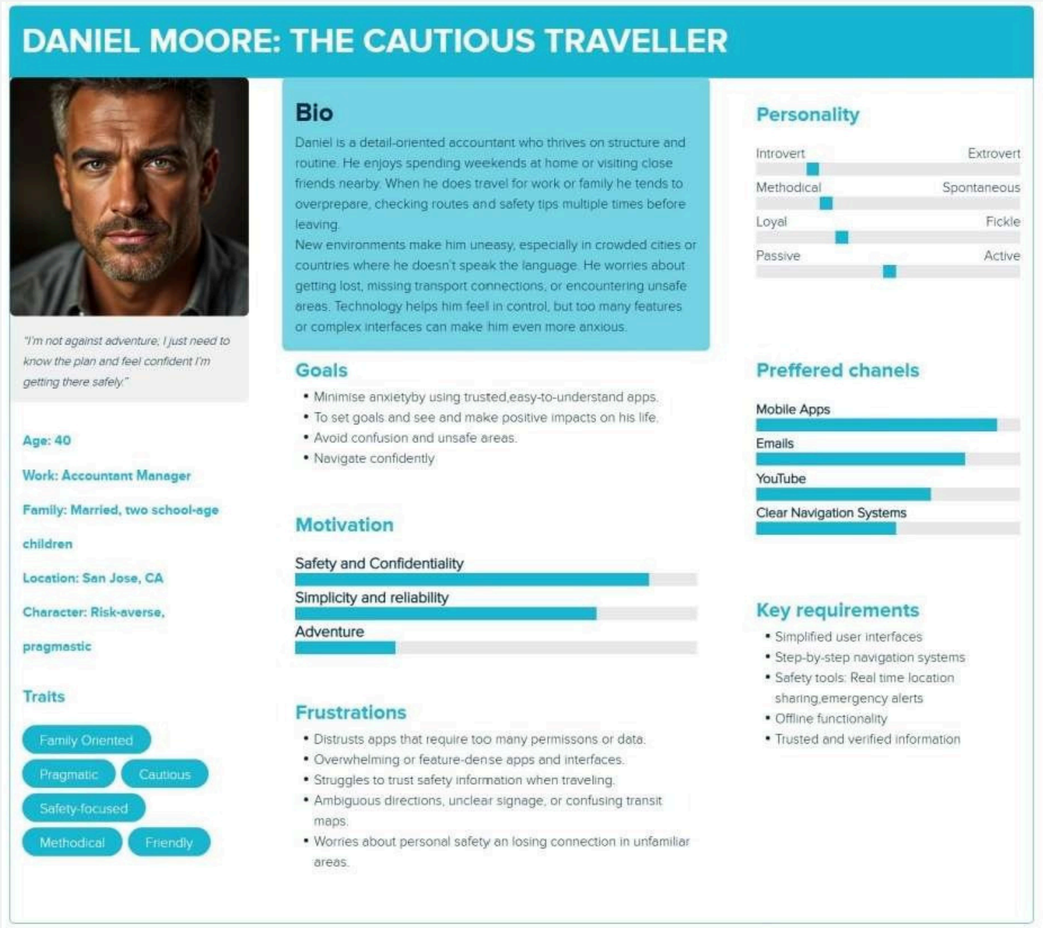
Persona 4: Cautious Traveller

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)

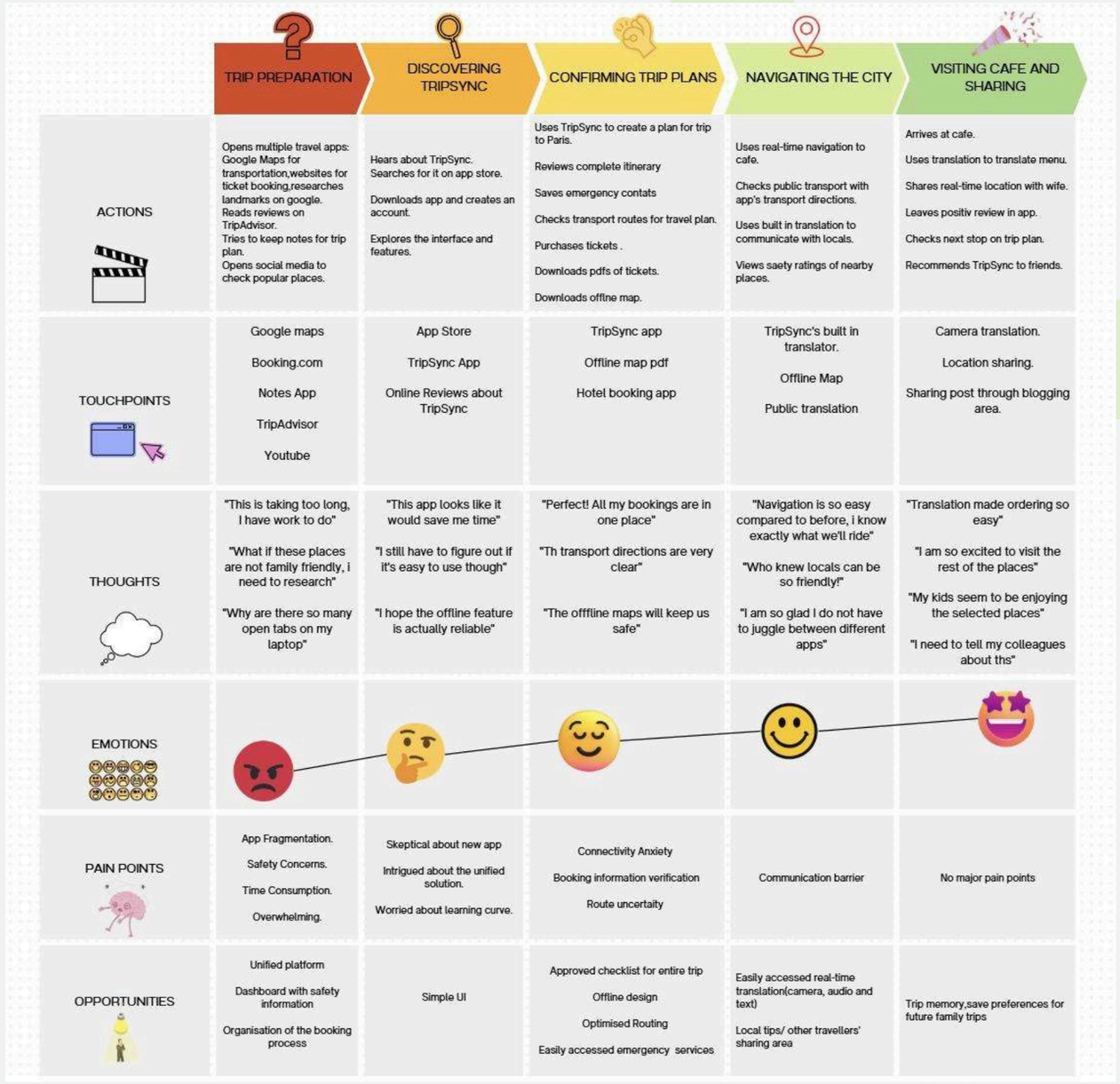


How TripSync aligns with user-goals:

- 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



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Thank You!