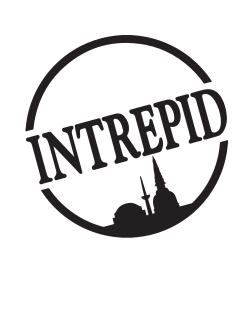
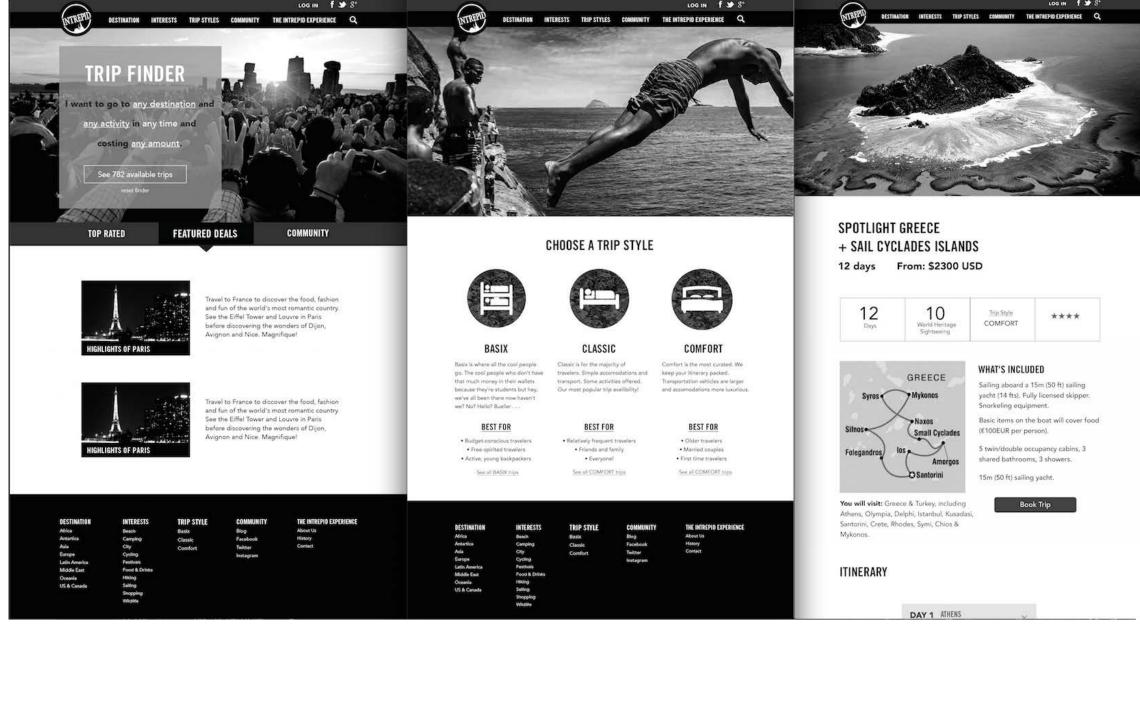
CASE STUDY



Intrepid Travel Project Duration: 2 Weeks Intrepid Travel offers small groups of travelers on unforgettable adventures. Small groups create 'wow' moments and authentic insight

into local life by offering three trip styles: Basix, Classic and Comfort. Their market research showed an opportunity to tap into a new older demographic utilizing the Comfort Trip Style.





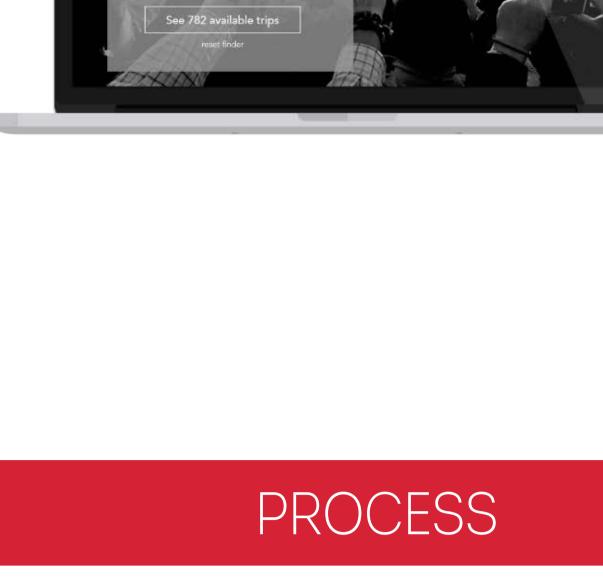
TECHNIQUES

Testing, Paper Prototyping PROTOTYPE

a feature that would allow the user to take a journey while searching for their trip via a MadLib. Not only did this solve the search problem, but it encapsulated the Intrepid brand/experience. Additionally we chose to highlight the types of trips that Intrepid offered by creating a special

its customer, ultimately reconsturcting the Information Architecture of the site. We also chose to go with a responsive design...

any activity in any time and costing any amount.



REASERCH & PLANNING

SITE/COMPANY TITLE

IS THERE AN AGENT LOG IN?

CAN YOU SEARCH BY PRICE?

CAN YOU FIND TRIPS BY SEASON?

DO THEY HAVE LIVE CHAT?

DO THEY HAVE AN APP?

DOES IT HAVE A MAP?

ARE THERE REAL-LIFE TESTIMONIALS

CAN YOU EASILY CONTACT THE COMPANY?

DO THEY HAVE A CUSTOMIZABLE TRIP

PLANNER (WIDGET TRIP FINDER)?

FORUM/MESSAGE BOARD?

TYPES OF

PLANNED

TOUR

GUIDE

MIX OF BOTH

ROBATION PLANNED ITHERAP

DEVIATE TROM,

HINERARY

TRAVELLORS

NO PLANS!

INTERARY

EXPLOPING (NOTOUR GUIDE)

INTREPID

TRAVEL

YES

CONTIKI

YES

YES

YES

YES

YES

YES

YES

YES

YES

NO

NO

YES

NO

NO

YES

YES

NO

NO

YES

YES

YES

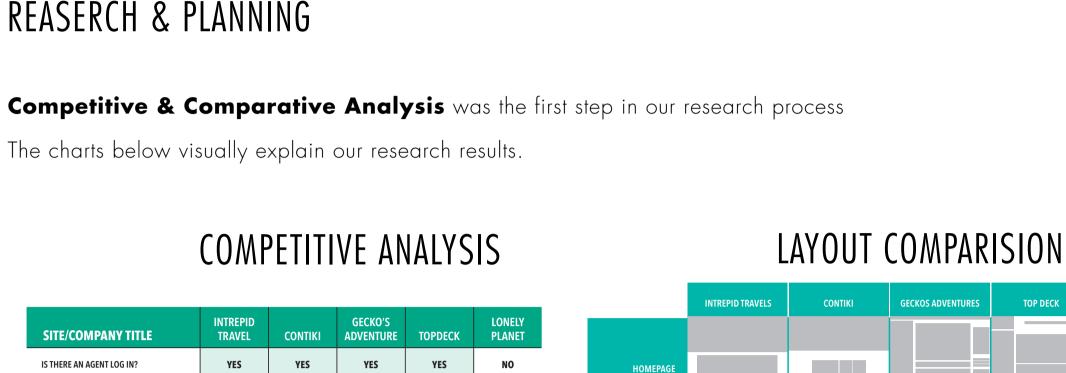
YES

YES

DESTINATION INTERESTS

TRIP FINDER

want to go to any destination and



RESULTS PAGE



SPOTLIGHT GREECE

+ SAIL CYCLADES ISLANDS 12 days From: \$2300 USD

CAN YOU SAVE SEARCHES (WISHLIST YES YES NO NO YES YES CAN YOU NAVIGATE BY THEM? YES YES YES YES YES CAN YOU FIND TRIPS BY TRIP DURATION?

NO

NO

NO

NO

YES

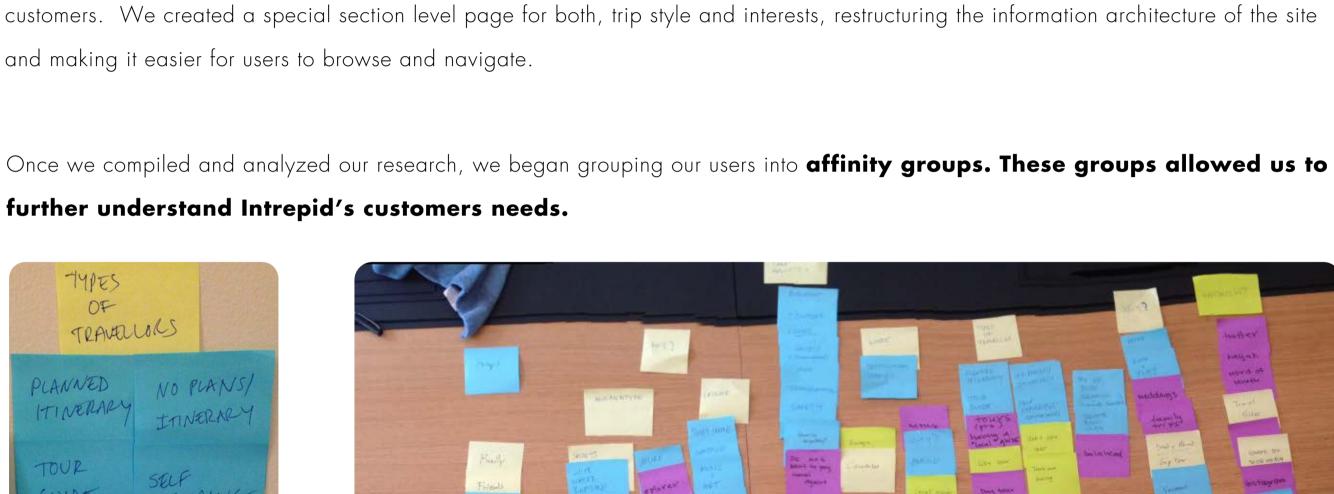
YES

NO

YES

YES

UNDERSTANDING THE USER
We interviewed and surveyed 50 people. Our inquiry goals were to determine types of travelers and the reasons for their travels. This allowed us to better organize the site, not only by the trip style, but also by the interest of potential customers. We created a special section level page for both, trip style and interests, restructuring the information architecture of the site and making it easier for users to browse and navigate.



USER TESTING

PERSONAS Our user research provided us with the information we needed to help us create five personas. These personas were used to

LISA

AGE: 46 years old

LOCATION: New York

PERSONALITY TYPE: The Planner

OCCUPATION: Office Assistant

deals, Shopping, Art exhibits, Food

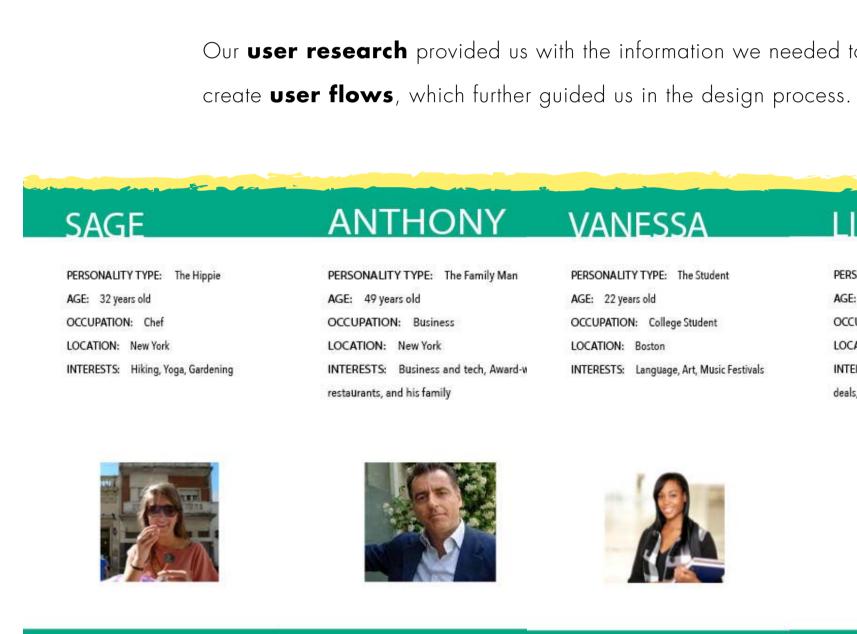
INTERESTS: Family activities, Finding good

SOCIAL MEDIA: Google+, Linkedin, and Facebook

Lisa is the mother of two children, a son and a daughter. Her son, Jacob, is 20 years and in college. Her daughter, Rose, is 16 years old and in high school. She's an office assistant in a real estate company. Her husband is an engineer. Lisa organizes travel plans for her boss. When it comes to her family's annual trip, she's the one who makes the plans too.

As the kids grew up, everyone had different ideas fo the best vacation. Lisa has to juggle everyone's interests and find the best deal that satisfies said interests.

She usually starts planning in advance so that she can have enough time to discuss trip options with her family, take advantage of discounted tours, and set a solid itinerary. This year she's planning a summer tour to Europe that includes going to the beach, great food, and some cultural events





VANESSA

AGE: 22 years old

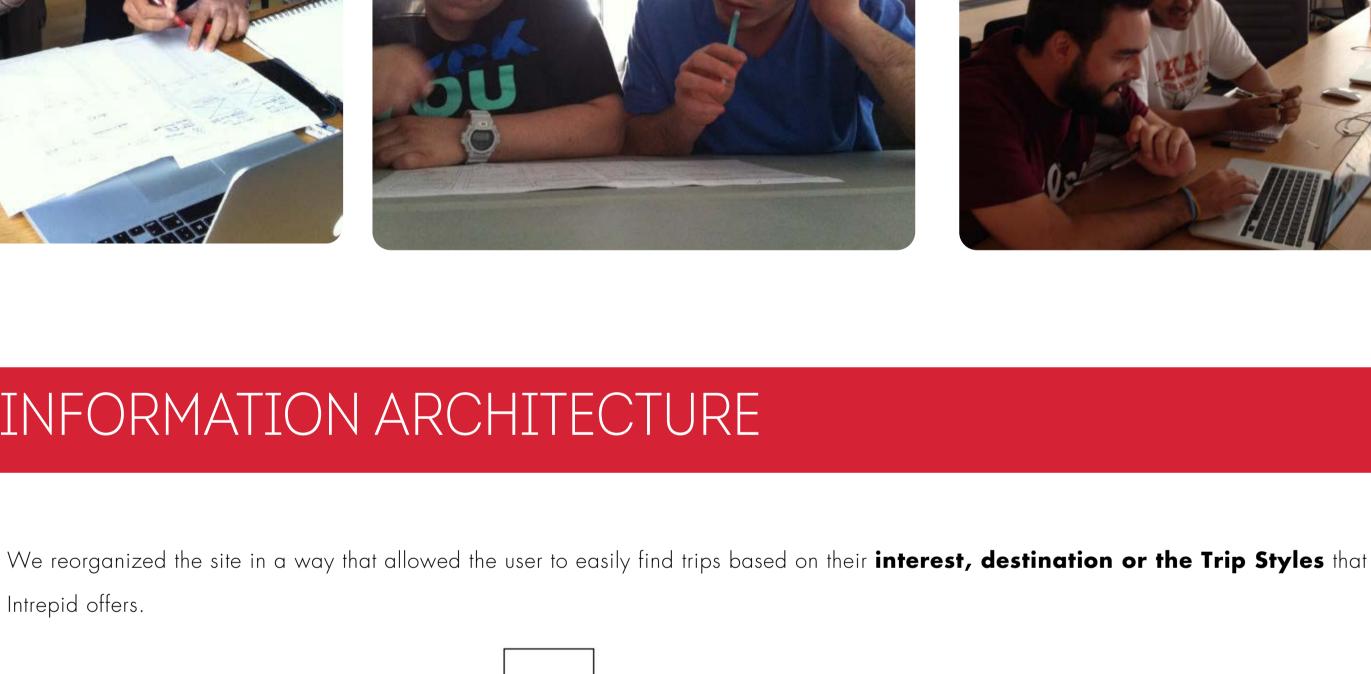
LOCATION: Boston

PERSONALITY TYPE: The Student

OCCUPATION: College Student

INTERESTS: Language, Art, Music Festivals





Trip Styles

Basix

Classic

Comfort

Home

Interests

Beach Camping

Cities

Cycling

Festival

Food & Drink

Hiking

Sailing

Shopping Wildlife

Search

The Intrepid

Experience

About Us

History

Contact

Community

Blog

Facebook

Twitter

Dates Interests Trip Page Trip Info

- USA/CANADA-- LATIN AM.

-MID. EAST-

-OCTAMA(chagasane)

-OUR STORY HISTORY

CONTACT US

Review & Book Trip Itinerary Details Tips REGIST CALL TRIPPINDE COMMUNITY #NTERESTS Destinations (Romans) -ASIA --BASIC-

-CLASSIC

-COMFORT-

TRIP RESULTS

THP DETAILS

BOOKING

HIKING -

-FOOD/DRINK-CRUSING/SAILING

CITIES - BEACHES - SHOPPING-FESTIVAL SPEVENTS

Any Length search Any month 0

1-800-555-2345

contactus Signin

Q.

Greek + Sailing

Youwill visit ...

Greece + Sailing

12 days \$2000.

Overview Reviews Tip

BOOK NOW

Tup

Tipy

detail

Destination

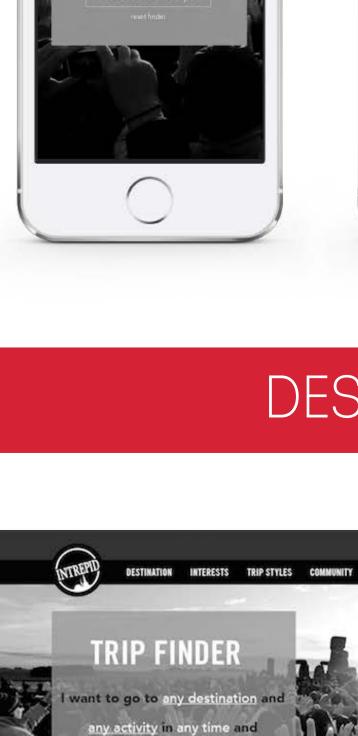
Interests

Intrepid Experience

where I go

Auy length

Any amount



TOP RATED

DESTINATION









∜ 22% ■

NAVIGATION W

1 .

0 -

0 -

Sep 12, '14

US \$2300

SPOTLIGHT GREECE

AVAILABILITY

TRAVELERS

Adults (18+)

Youth (12-17)

Children (5-11)

TOUR DATES

Sep 1, '14

US \$2300

Current trip

+ SAIL CYCLADES ISLANDS

12 days From: \$2450 USD

costing any amount. **FEATURED DEALS** Travel to France to discover the food, fashion and fun of the world's most romantic country. See the Eiffel Tower and Louvre in Paris before discovering the wonders of Dijon,

that much money in their wallets transport. Some activities offered. Transportation vehicles are larger because they're students but hey, Our most popular trip availibility! and accomodations more luxurious. • Mykonos Syros Travel to France to discover the food, fashion we? No? Helio? Bueller . . . and fun of the world's most romantic country. See the Eiffel Tower and Louvre in Paris **BEST FOR** BEST FOR before discovering the wonders of Dijon, BEST FOR Sifnos• (€100EUR per person). Small Cyclades Avignon and Nice. Magnifique! . Budget-conscious travelers · Relatively frequent travelers • Older travelers HIGHLIGHTS OF PARIS · Friends and family · Married couples · Free-spirited travelers Folegandros/ Active, young backpackers Everyone! First time travelers. shared bathrooms, 3 showers. Amorgos See all BASIX trips Sen all COMFORT trips See all COMFORT trips Santorini . 15m (50 ft) sailing yacht. Book Trip You will visit: Greece & Turkey, including Athens, Olympia, Delphi, Istanbul, Kusadasi, INTERESTS TRIP STYLE THE INTREPID EXPERIENCE Santorini, Crete, Rhodes, Symi, Chios & DESTINATION TRIP STYLE THE INTREPID EXPERIENCE Mykonos... ITINERARY DAY 1 ATHENS

Classic is for the majority of

Comfort is the most curated. We

Basix is where all the cool people

SOLUTION TEAM PROBLEM Feedback from Intrepid customers, and We needed to convey the Intrepid brand through travel agents, showed their search functhe visual design of the website, highlight their tion was difficult to use. The biggest distinct trip types - by renaming them as trip problem was that customers could not styles - and fix the search problem customers enchoice their destination based on their countered. vacation availability. We came up with the design solution by creating

Competitive & Comparative Analysis User Research, Survey, Interviews Card Sorting Sketching

- WHY RESPONSIVE?

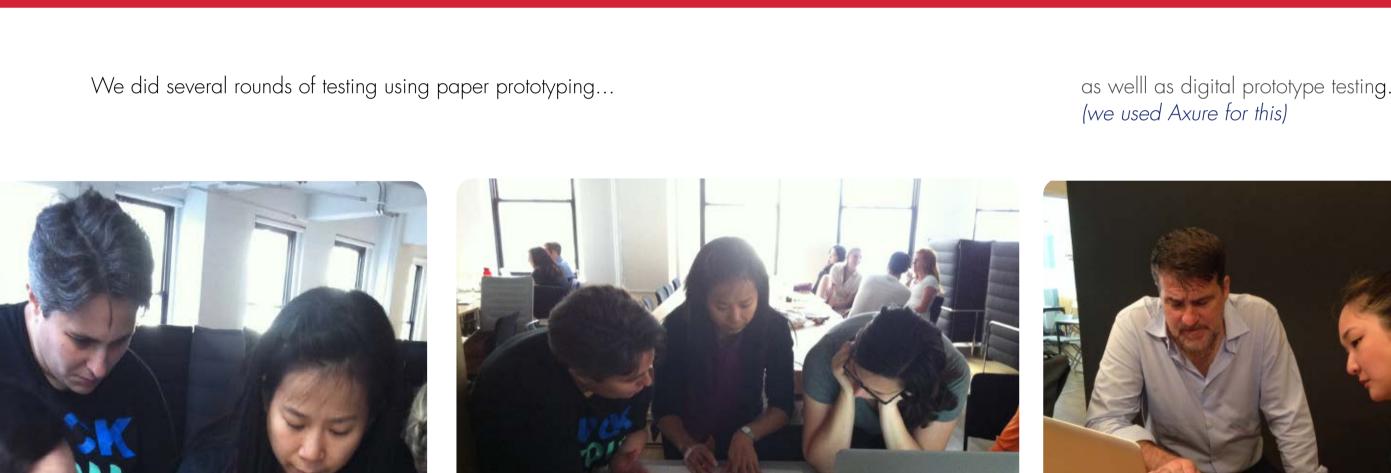
section level page that details this information for

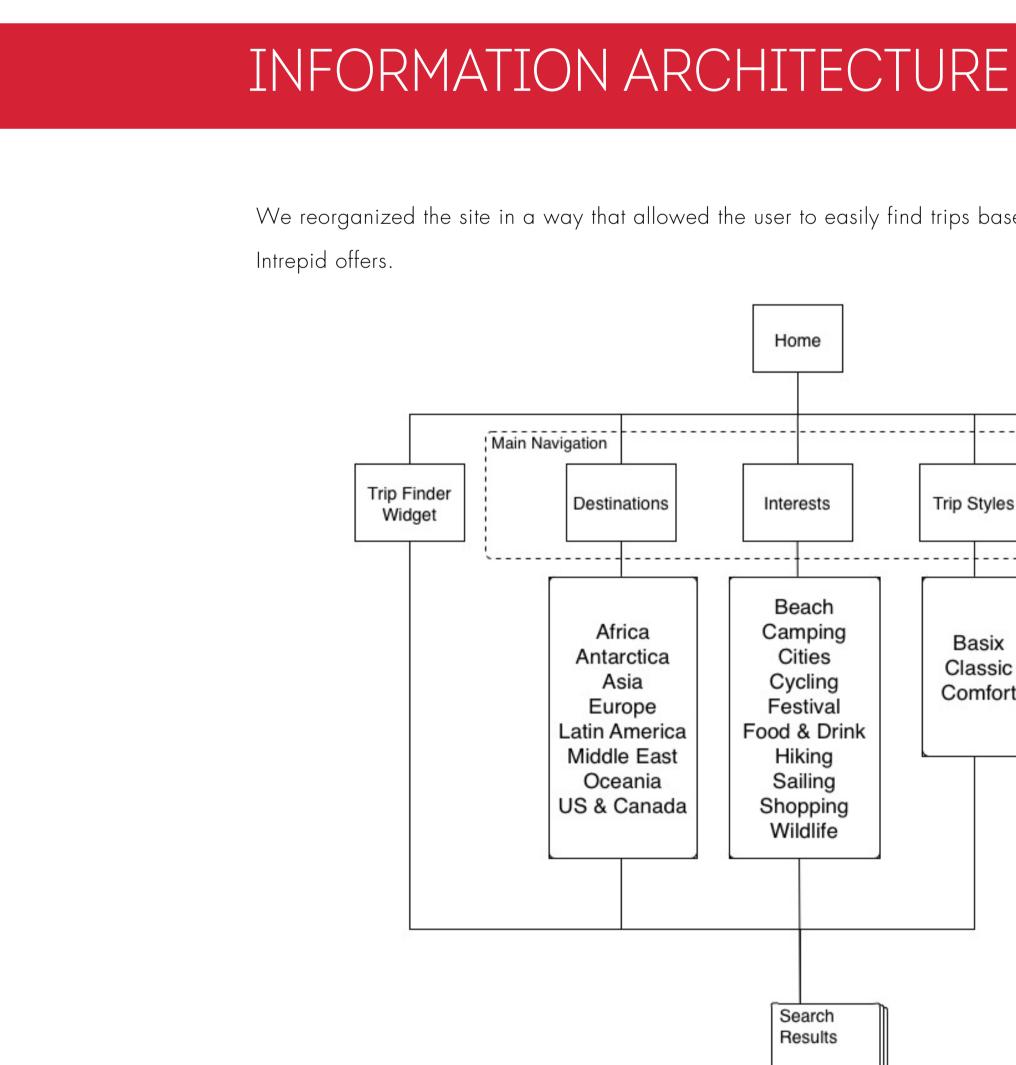
We chose a responsive web design because we believe it provides the best experience for the user.

• 1.2 billion people access the web from a mobile device • Mobile traffic accounts for 15% of all internet traffic • Mobile based searches account for 25% of all searches

G ADVENTURES CONTIKI LONELY PLANET

. Be able to book a trip for her family that Fun, interesting activities that fit everyone's meets everyone's expectations interests into one trip Easily browse trips and know their availibility Get recommended trips based on destination, vacation time, duration, budget or theme PAIN POINTS Trouble to find destinations based on their Being unable to easily compare two or more Tours not being flexible about activities and not having enough information about said





Results **Filters** Destinations Duration Prices



1-800-111-2211

Destination

BEACHES

Intrepid Experience

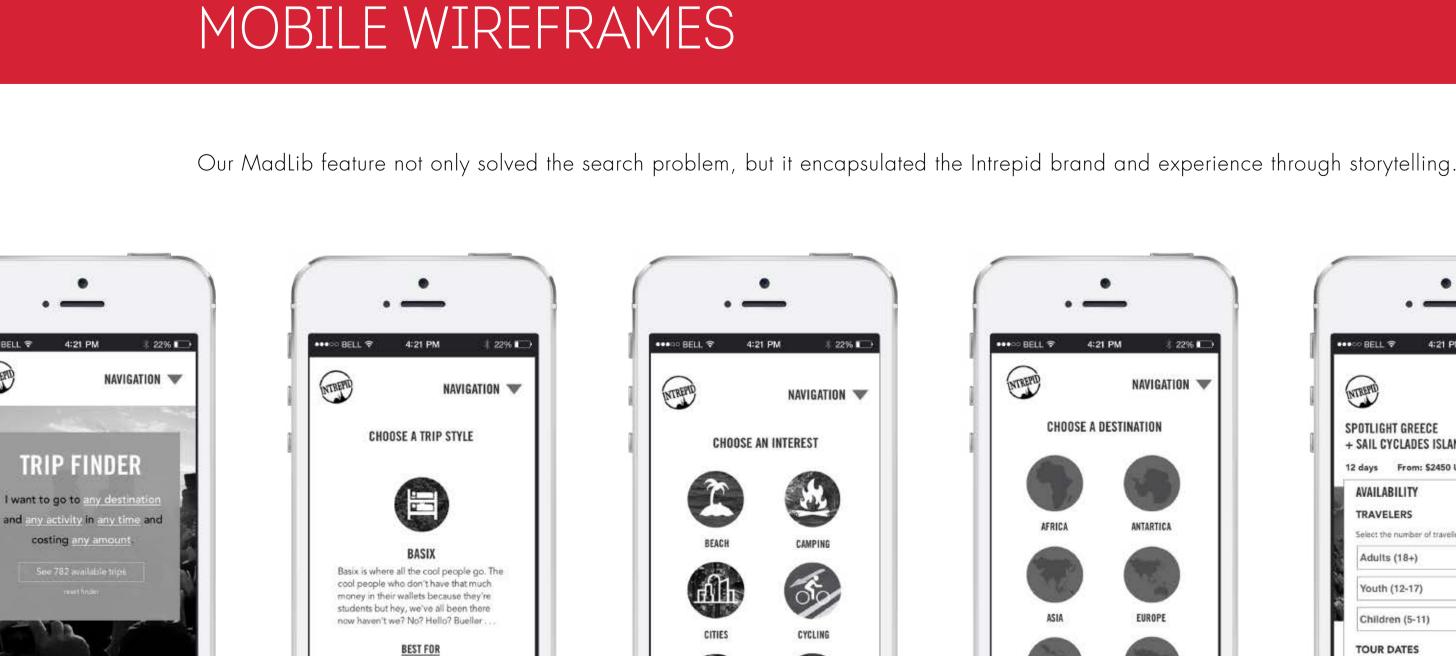
where I go

any length

Luterests

Types

a



1-800-222-1122

a

contact us sign in

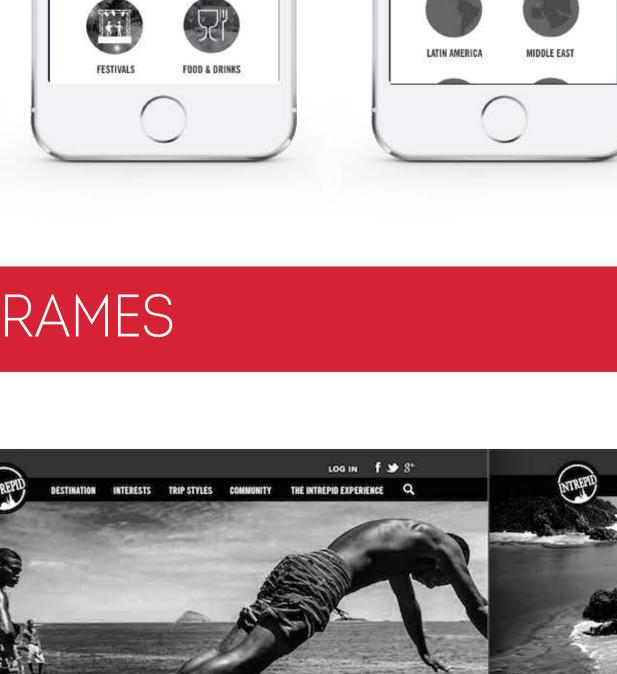
Destination

Interests

Intrepid Experience

Where I go

ES)



DESTINATION INTERESTS TRIP STYLES COMMUNITY THE INTREPID EXPERIENCE Q SPOTLIGHT GREECE + SAIL CYCLADES ISLANDS From: \$2300 USD 10 GREECE 5 twin/double occupancy cabins, 3

s Greace stof Days

COV III Par

300K

Destination

Greece

any longth

less than I week

Move than 4 week

search

1-2 weeks

3-4 weeks

Interprod Experience

Interests

Types Community

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全面

Destination

Interests

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where I go

any length

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