TRAVEL LYNX

UX/UI By: Austin Simpkins

Project Overview

Creating the ultimate travel experience

TRAVEL LYNX

Research

Analyze

Design

Test

Launch

The Problem
Travel planning can have its perks but also can be very tedious if you are limited to selections or knowledge of the place you are traveling to.

The Solution
TravelLynx is a travel planning application to help automate your budget allocation, bookings, itineraries to help travel enthusiasts build their next exciting trip and share with friends

Tools
Adobe XD, InVision, Miro

My Role
UX Designer (Individual Project)

User Research

Austin Simpkins

Homework 1

Competitive Analysis

Expensive

Offline | Online

Affordable

Interview Plan

Survey

The research initiative began by distributing a google survey through social media platforms and friends/family. The survey resulted in 20 completed responses from both male and female, 50% within the age range of 18-24. 50% of respondents travel 16 or more days a year and their biggest challenges they face when planning a trip is allocating a budget and/or finding the best activities to do. Link to Google Survey
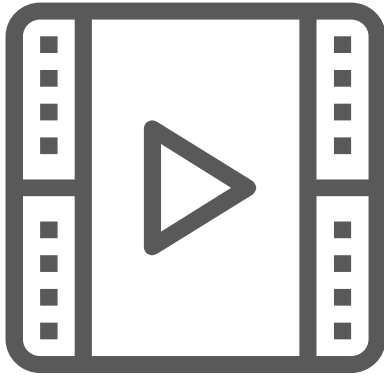
Tori

Kassidy

Interviews

Candidates were found for the interview process to help elaborate on the findings found with the surveys. The responses were similar but brought to light small details of how people plan for trips and what frustrations they endure. Which helped evolve ideas and progress towards the further stages in the applications ideation stage. Link to interview questions
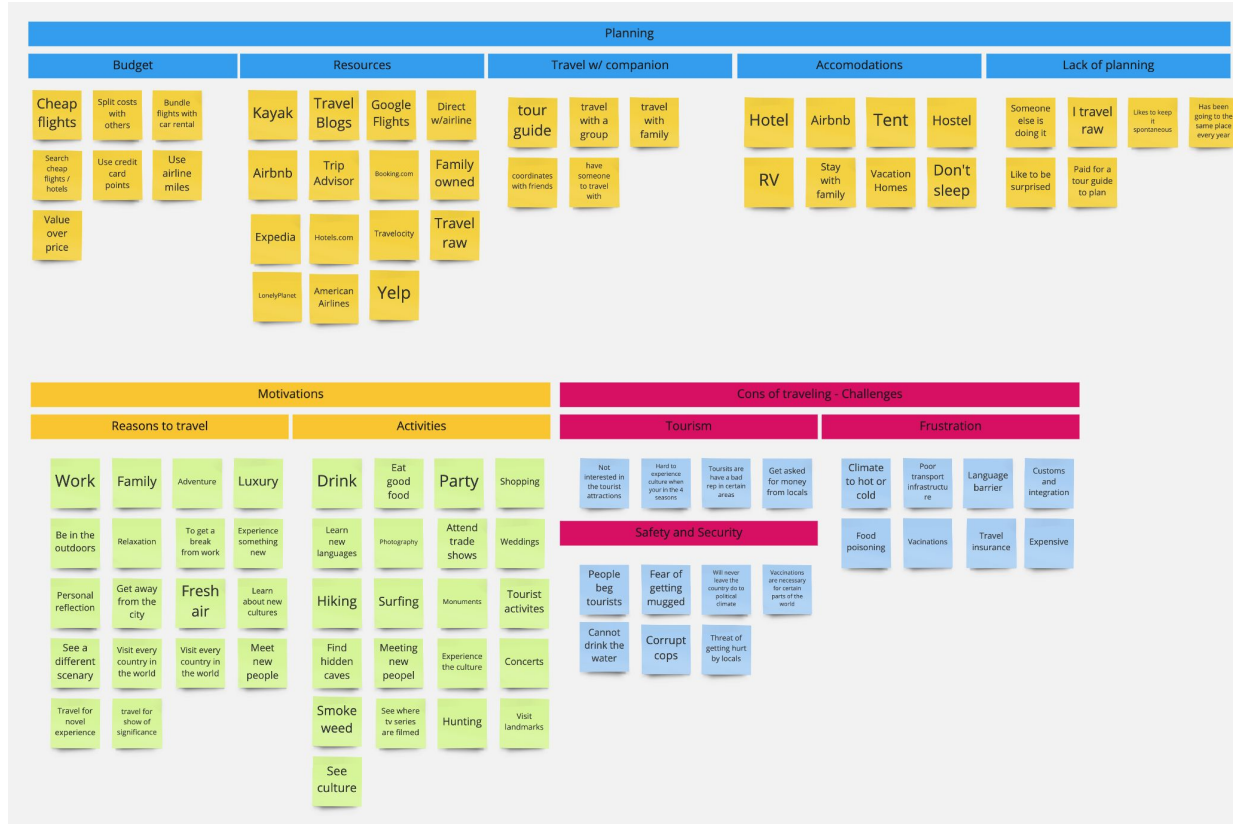
Interview Transcripts

User Interview 1

Click Here

User Interview 2

Click Here

Affinity Diagram

TRAVEL LYNX

Planning

| Budget | Resources | Travel w/ companion | Accomodations | Lack of planning |

Budget
- Cheap flights
- Split costs with others
- Bundle flights with car rental
- Search cheap flights / hotels
- Use credit card points
- Use airline miles
- Value over price

Resources
- Kayak
- Travel Blogs
- Google Flights
- Direct w/airline
- Airbnb
- Trip Advisor
- Booking.com
- Family owned
- Expedia
- Hotels.com
- Travelocity
- Travel raw
- LonelyPlanet
- American Airlines
- Yelp

Travel w/ companion
- tour guide
- travel with a group
- travel with family
- coordinates with friends
- have someone to travel with

Accomodations
- Hotel
- Airbnb
- Tent
- Hostel
- RV
- Stay with family
- Vacation Homes
- Don't sleep

Lack of planning
- Someone else is doing it
- I travel raw
- Likes to keep it spontaneous
- Has been going to the same place every year
- Like to be surprised
- Paid for a tour guide to plan

Motivations

| Reasons to travel | Activities |

Reasons to travel
- Work
- Family
- Adventure
- Luxury
- Be in the outdoors
- Relaxation
- To get a break from work
- Experience something new
- Personal reflection
- Get away from the city
- Fresh air
- Learn about new cultures
- See a different scenary
- Visit every country in the world
- Visit every country in the world
- Meet new people
- Travel for novel experience
- travel for show of significance

Activities
- Drink
- Eat good food
- Party
- Shopping
- Learn new languages
- Photography
- Attend trade shows
- Weddings
- Hiking
- Surfing
- Monuments
- Tourist activites
- Find hidden caves
- Meeting new peopel
- Experience the culture
- Concerts
- Smoke weed
- See where tv series are filmed
- Hunting
- Visit landmarks
- See culture

Cons of traveling - Challenges

| Tourism | Frustration |

Tourism
- Not interested in the tourist attractions
- Hard to experience culture when your in the 4 seasons
- Tourists are have a bad rep in certain areas
- Get asked for money from locals
- Climate to hot or cold
- Poor transport infrastructu re
- Language barrier
- Customs and integration
- Food poisoning
- Vacinations
- Travel insurance
- Expensive

Safety and Security
- People beg tourists
- Fear of getting mugged
- Will never leave the country do to political climate
- Vaccinations are necessary for certain parts of the world
- Cannot drink the water
- Corrupt cops
- Threat of getting hurt by locals

Persona

Felix Brent

Age	Status	Location
24	Single	Los Angeles

Felix is a recent college graduate living in Los Angeles, CA and working for a startup financial tech firm. He is very self motivated and hardworking but enjoys to take time off to see the world and experience everything it has to offer.

Goals:
- Visit places not many people have been to.
- Travel as often as possible.
- Wants to experience traveling with friends.

Challenges:
- Doesn't have time to plan his trip.
- All about getting the best value for his trips.
- Wants to collaborate his trip activities with friends.

Definition & Ideation

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Link to Homework 2 Folder

Empathy Map

TRAVEL LYNX

	AWARE	JOIN	USE	PURCHASE	DURING TRIP	LEAVE
User goals	User wants to plan next vacation. They have an idea on where they want to go but not sure where to start planning.	User downloads our app from app store and seamlessly signs up. User logs destinations and activities that interest them.	A list of trips that the user most likely would enjoy are now populated on the users home page to browse.	User can click on any trip to find out more information and find ways to book this trip seamlessly.	User books complete trip. The app records all that information and keeps everything organized for you to view when needed. App also provides value added features for user when on trip.	User can bookmark places they would like to go in the future and log trips they have already taken so they now have a digital key to all the cool places they have ever been.
Process	User find app in app store to download	User enters: Name Email Phone Number Birthday	User taps items from a list of destinations and activities they most like	This section will show: - best times to go - best time to purchase cheap flights - places to stay - documentation needs - vaccination needs - safety guidelines - local activities to go to - as well as see other public users trips to benchmark what they would like to do while on vacation.	User will be able to pull up any booking or confirmation number in date order. User has the ability to use the following plugins while on the app: - currency converter - weather - conversion calculator - translator	User saves trips they want to go on and trips they have already been on to visualize and share all the places they have been and want to go. The documentation of public profiles will help guide the data on the app to provide better trips experiences for every one to review and decide if certain trips fit their wants and needs.

Experience

acceptance — anticipation — interest — amazement — trust — serenity

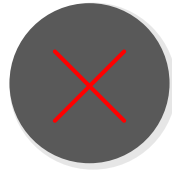| **Ideas / Opportunities** | Must bring awareness to the app | Must make this seamless and easy | Must show interesting trips for user | Must maintain updated information on every vacation spot | Easy access to all features and applications for easy to use and stress free travel. | Must be easy for log a trip |

Journey Map

Aware	Join	Use	Purchase	During Trip	Return User
User want plan a trip	User downloads the app and signs up	User selects locations that interest him	Clicks on trip he wants view and follows the sequence of task that assist his planning and purchases	User enjoys trip as he is worry free while he is island hopping in South East Asia.	User shares his trip on his phone and is chatting with his friend about his experience. His friends downloads the app.

Feature Prioritization Matrix

Problem Statement

We believe that people enjoy traveling but are often too busy to plan their trip can influence their value an enjoyment of their trip and that by building this application people will be able to speed up that process may help solve time constraints on planning and over spending. We will know we have succeeded when grow a community of fellow travelers to 10,000 users in the first year and 80% of people that rate our app will give it a thumbs up.

Value Proposition

Travel Lynx is a travel assistant app that allows users to seamlessly book their next dream vacation and share it to the platform for others to be gain inspiration join on their next adventure.

User Flow
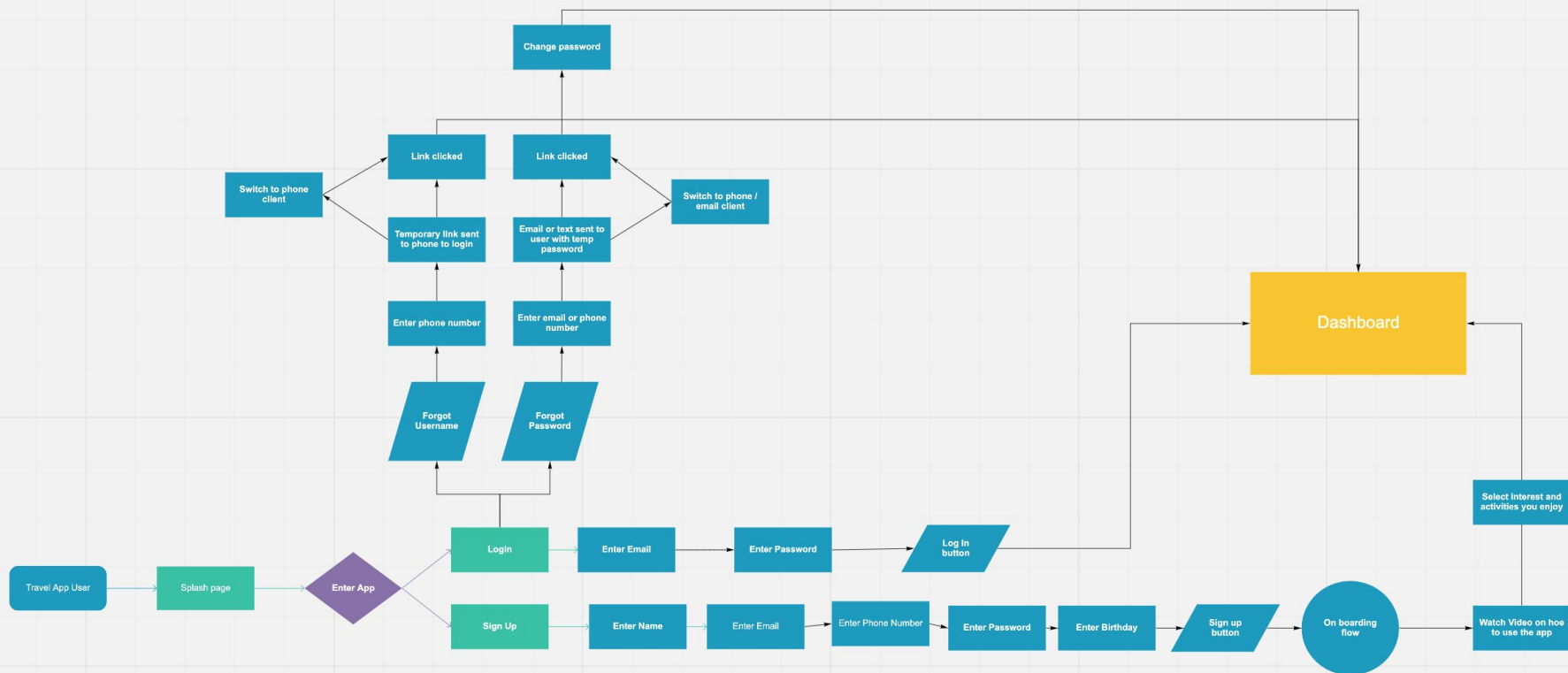
Prototyping

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Sketches
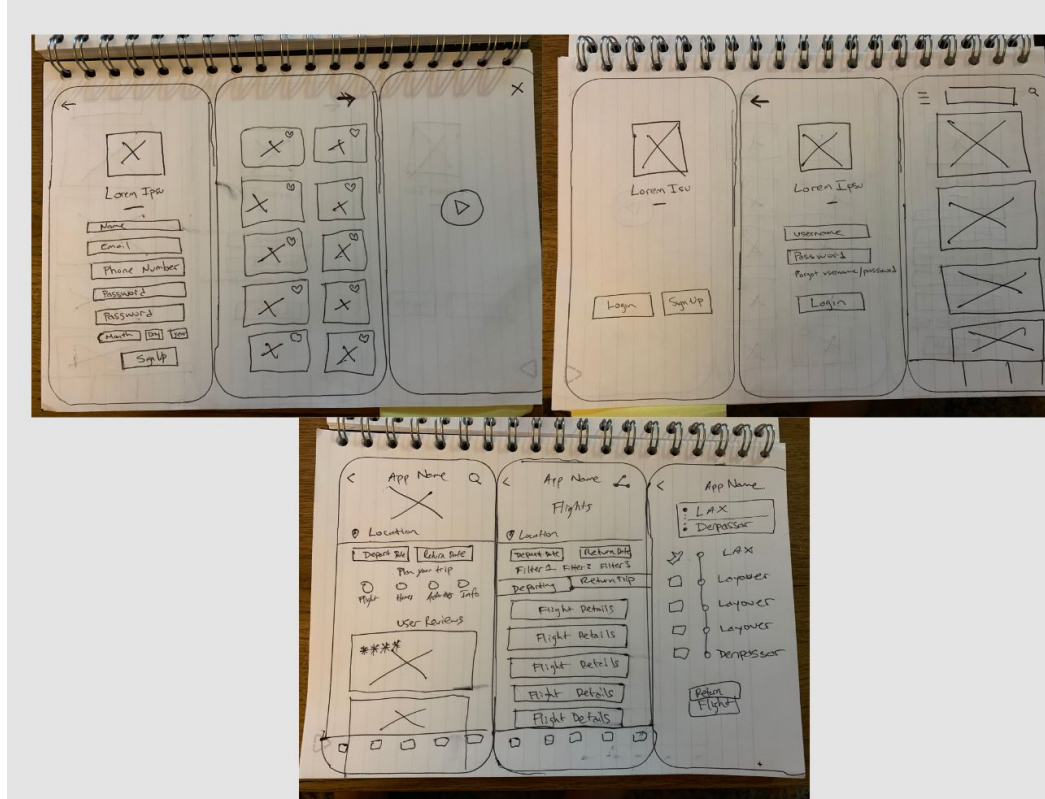
Digital Wireframes
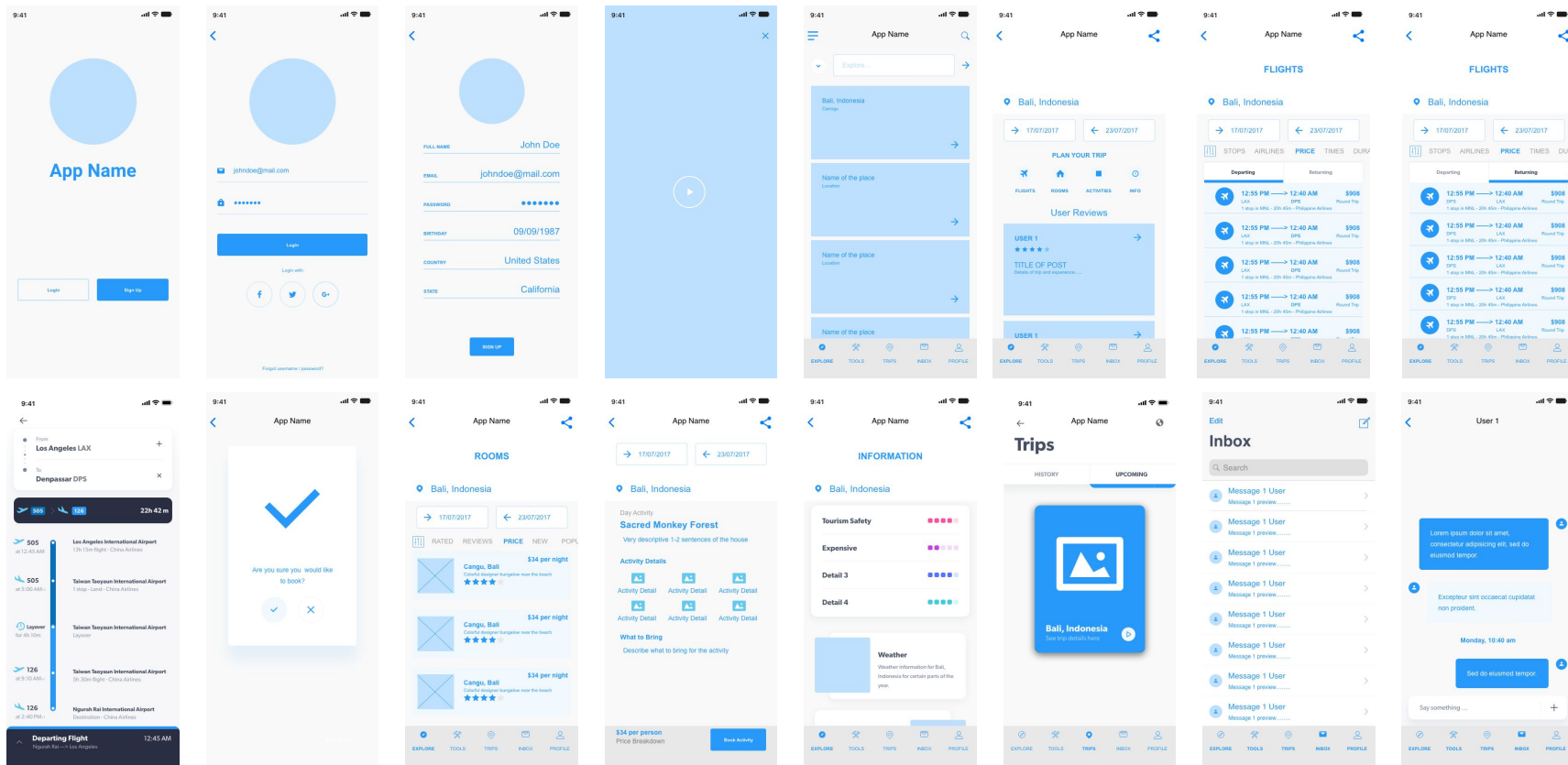
Hi-Fi InVision Prototype

TRAVEL
LYNX

Link to InVision
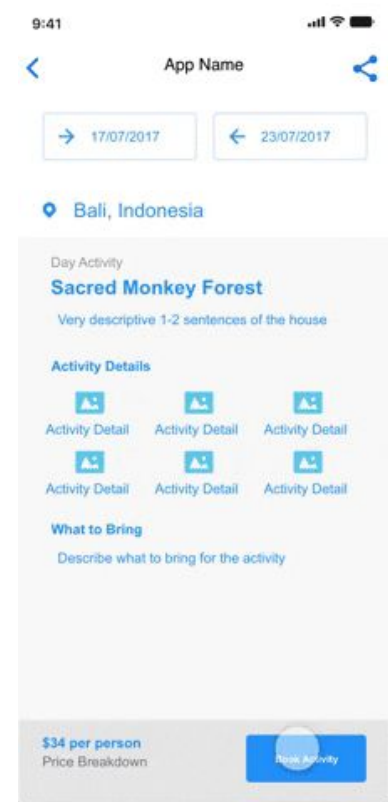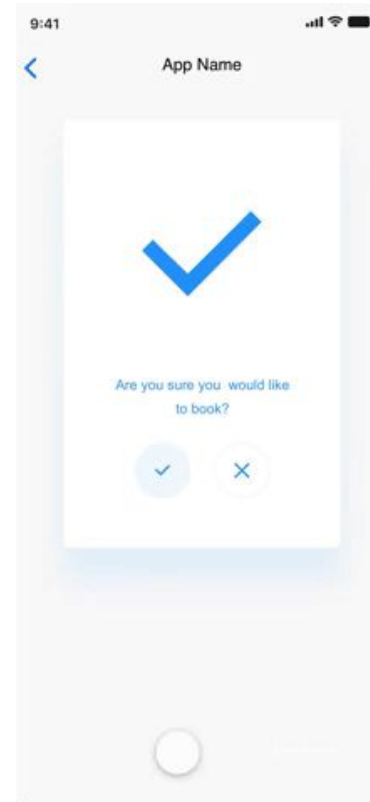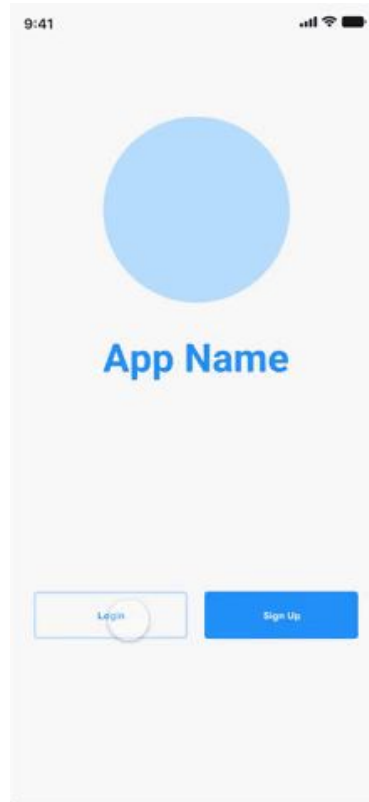
iOS Mockups
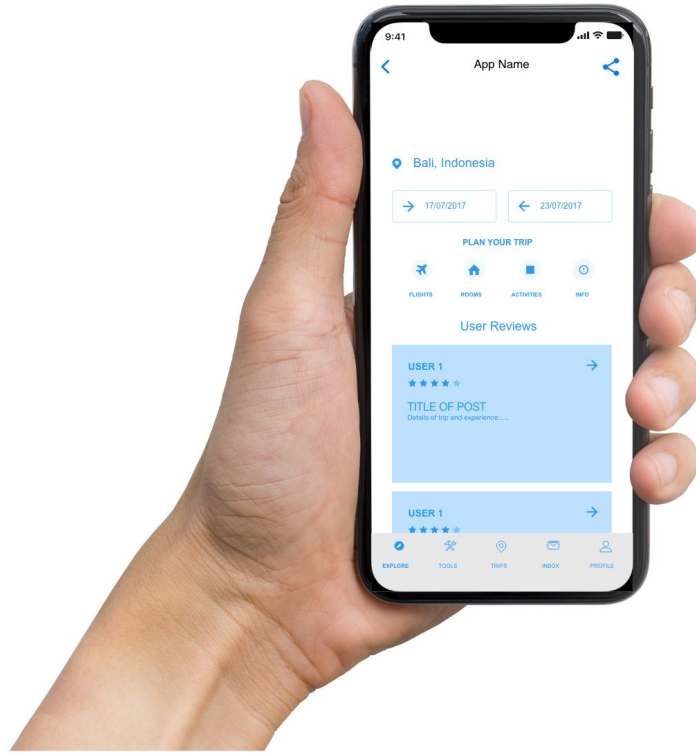
2 Recorded User Tests

TRAVEL
LYNX
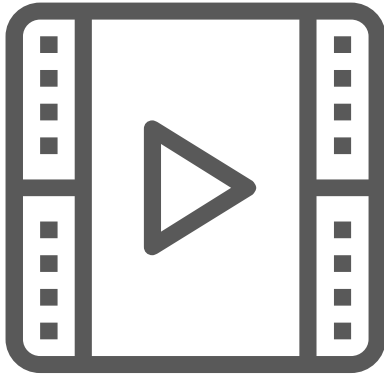
User Test 1

Click Here

User Test 2

Click Here

Testing and Iterating

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Homework 4

User Testing Plan & Notes

Objectives

A) Can users create their trip to Bali.
B) View Itinerary

Tasks

1. Create a trip to Bali
2. Book your trip to Bali
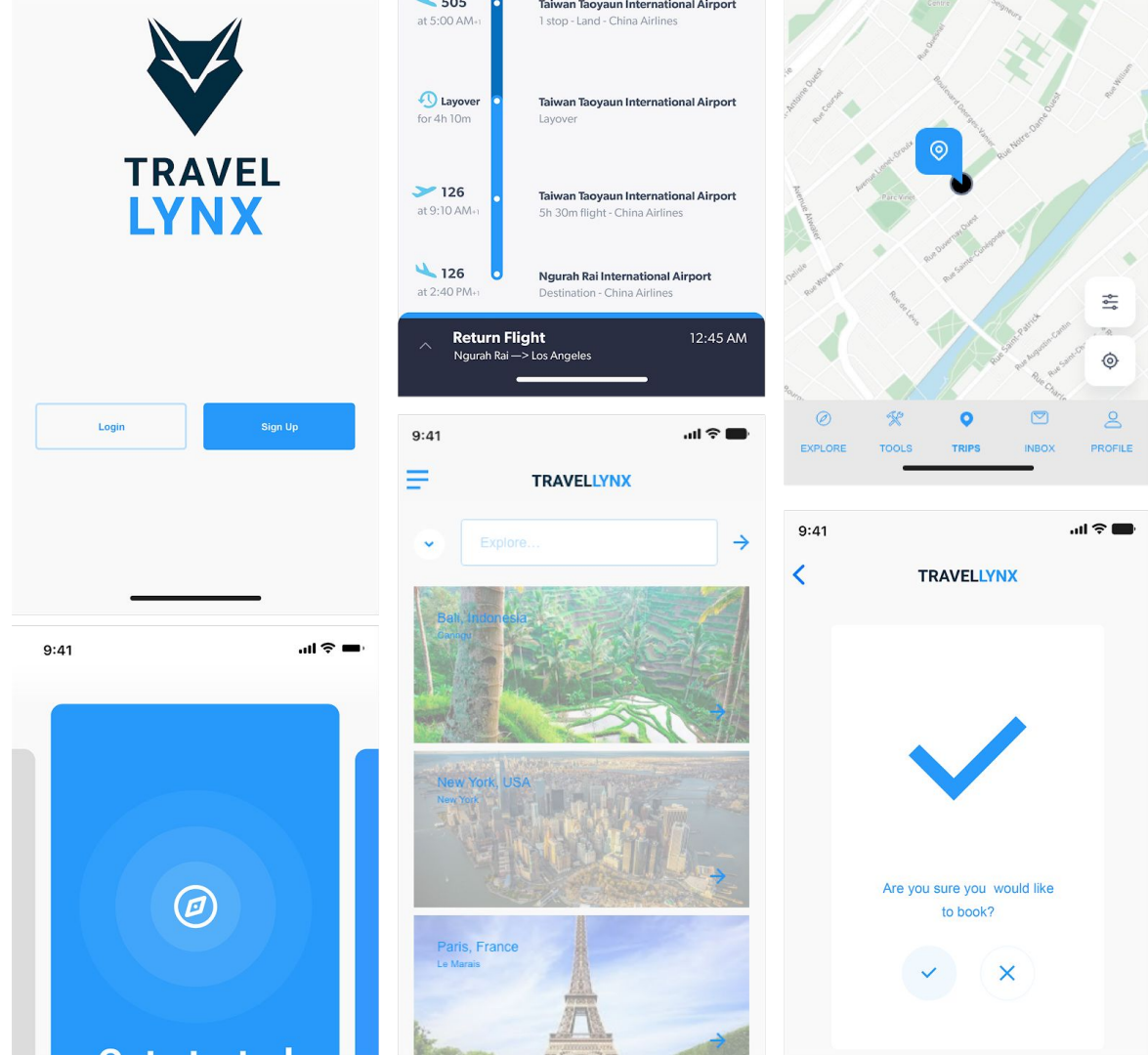3. Book Room to Bali
4. Book an activity in Bali

Feedback

● Testers were successfully able to create their trip to Bali.
● Tester were successfully able to book their room to Bali
● Tester were successfully able to view their itinerary after completion of bookings.

iOS Prototype

Link to XD

Final Thoughts

The design thinking process was a great experiment that allowed me to understand the UX process. It provided a great bench mark for my knowledge and experience in design and the vast amount knowledge I am excited to grow my skill set.

Research, Research, Research:

Research is the foundation of the UX process. The amount of research that goes into building a successful application is very important. The significance of research during the formation of the UX process became apparent to me while building this application. First, I conducted surveys and interviews to start this process. Once the surveys and interviews were completed I began building the wireframes to test the users to see if my application was a market fit. The initial wireframes worked well during user testing, but helped me understand that the application flow was not perfect. This process helped me understand how to increase the usability for users of the application and how to get the best experience for the user to easily flow through the application.

Test Fast, Fail Fast, Adjust Fast:

I remember reading this line in university in a book written by Tom Peters. It is one of the most important quotes to encourage progress and aim for success in creating something that can be useful for users. This line can be used for almost anything but it is very clear this line fits perfectly for the UX/UI design process. It is not easy to create something but if you persevere and ask the right questions and execute on the right application features you may just find a market fit with your application.