TRAVELING IN A POST-PANDEMIC SOCIETY:

A Case Study To Define Travelers Needs

By: Joseph Davis

UX Designer

PROJECT OVERVIEW

Problem:

While traveling for vacations has been popularized over the years, the reality of rising travel expenses make planning stressful.

Solution:

Remove the stress of managing travel expenses by allow travelers to create a trip experience based on their daily spending range.

My Role: UX Designer

Timeline: 4 Weeks 2 Days

Tools:

Xd miro Google invision

USER RESEARCH

Research Report by:

Joseph Davis UX Design

Co-Researcher

Tu Pham UX Design Co-Researcher

Interview Plan

Our research aims to understand the core issues that may prevent people from traveling post-Pandemic?

PROTO-PERSONA

To better align the design team stakeholders and end user we developed a proto-persona of the target traveler.

JASMINE WALKER

25 year-old
Kindergartenm Teacher
Salary 45-60K
Personality: Extrovert
Relationship Status: Single

LIKES

- Meeting new people
- likes to try new foods
- Volunteer at an animal shelter
- working with children
- Saving money
- Working out
- Baking
- Reading
- Recycling

DISLIKES

- Negativity
- bad news
- Being alone

GOALS & NEEDS

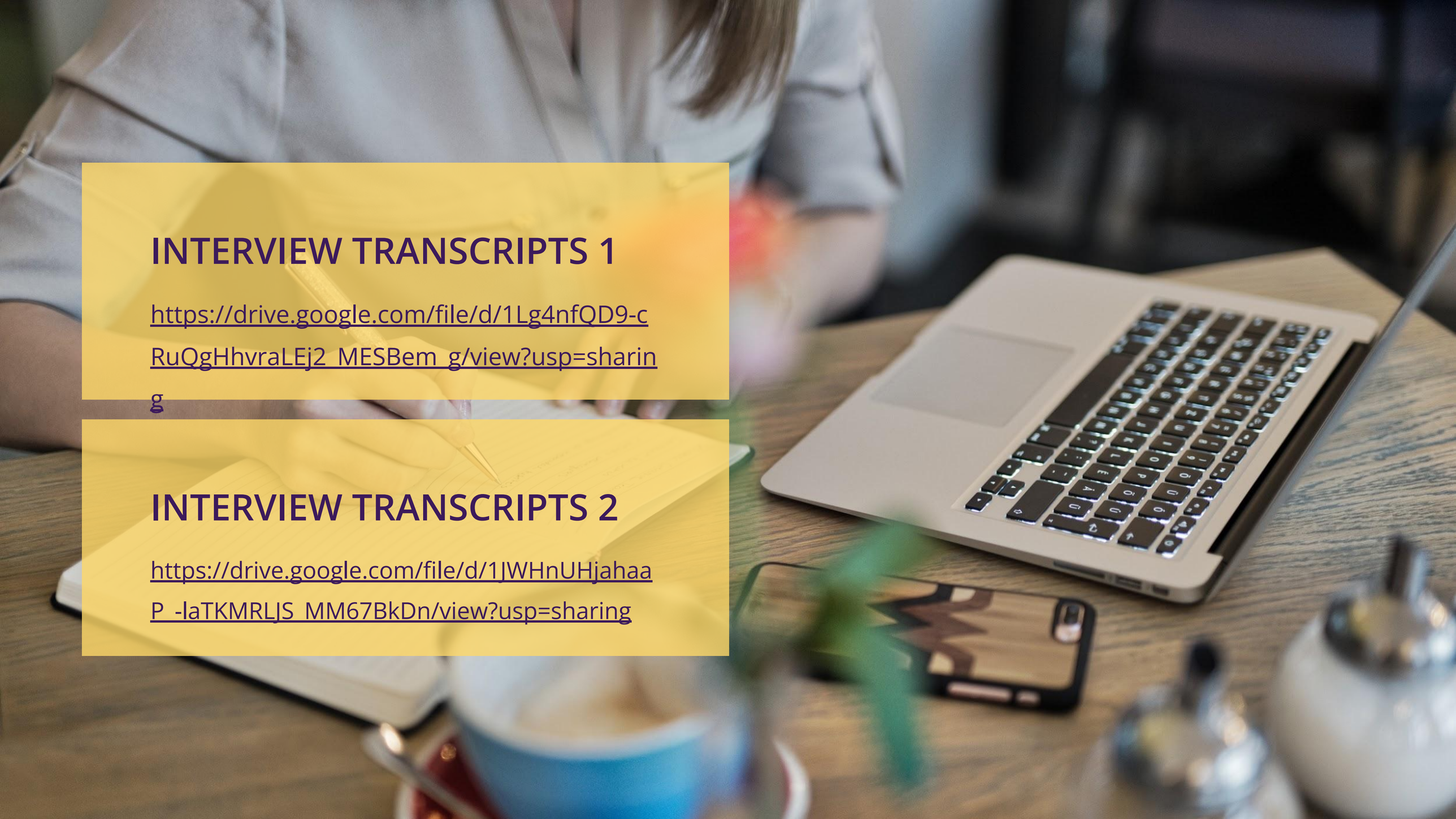
- Wants to travel and experience time away from work.
- Needs to visit family
- Wants to stay within her budget when traveling
- Needs to feel safe while traveling
- Wants to have a stress free travel experience
- Learn/experience other cultures + foods

PAIN POINTS

- Planning a trip is too time consuming
- Last minute cancelations / changes are frustrating
- Doesn't like to stay in hotels
- Fear around safety when traveling
- Not able to travel as much as she would like

POTENTIAL SOLUTIONS

- Safe features while traveling
- An all in one application
- Notification / live updates on trip changes
- Would benefit from private rentals



INTERVIEW TRANSCRIPTS 1

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INTERVIEW TRANSCRIPTS 2

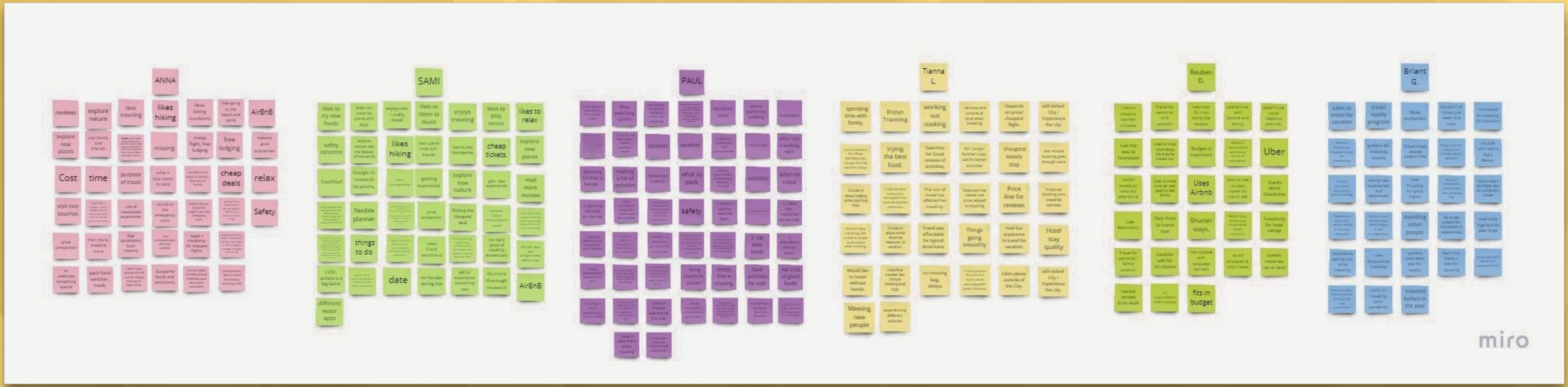
https://drive.google.com/file/d/1JWHnUHjahaaP_-laTKMRLJS_MM67BkDn/view?usp=sharing

“

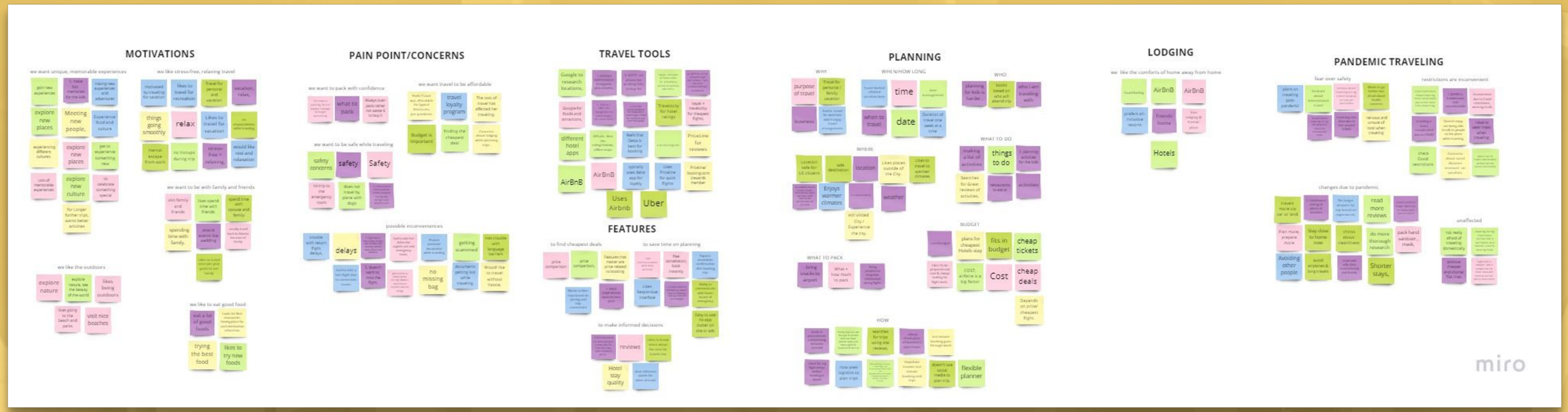
ANOTHER REASON I TRAVEL IS TO RELAX. I LIKE MAKING SURE THAT ONCE THE TRIP IS DONE, I FEEL RESTED AND RECHARGED.”

— Brian G. - Finance Manager - Interviewee

INTERVIEW INSIGHT



Affinity Diagram



LIVE BOARD LINK:

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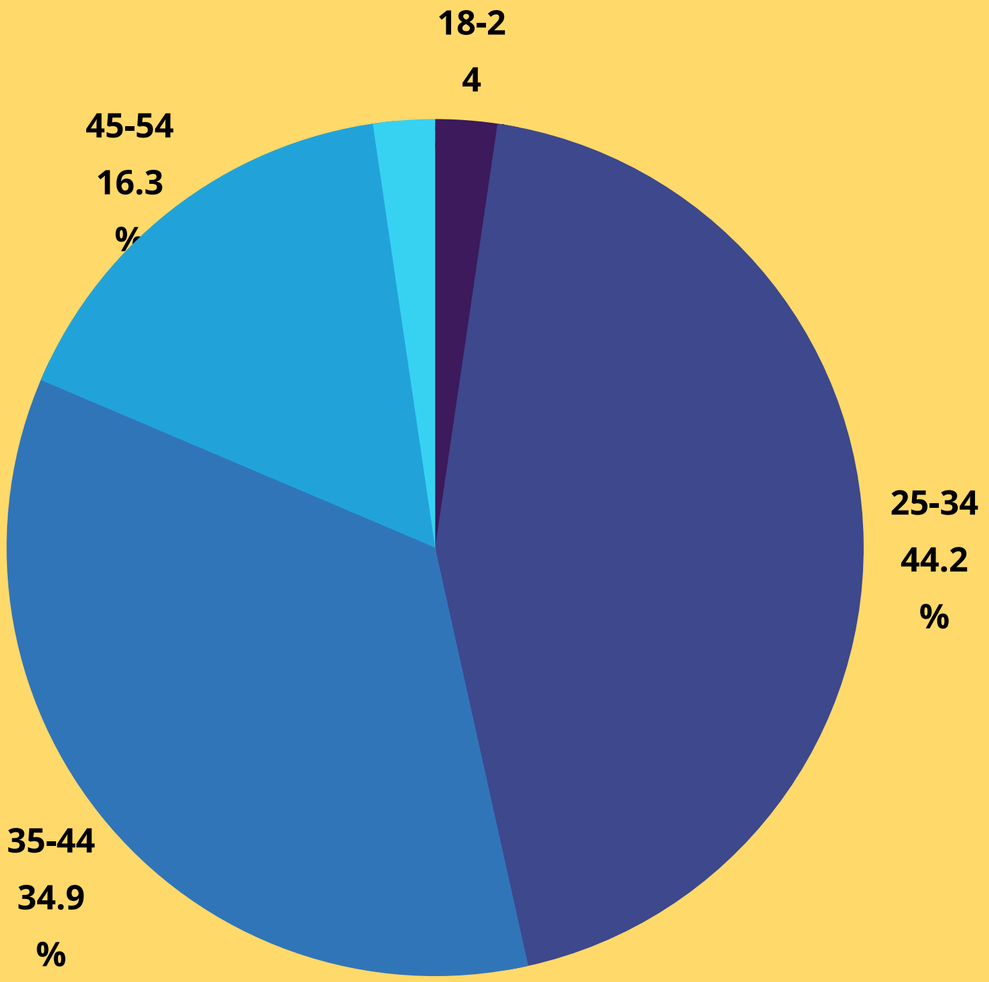
QUANTITATIVE RESEARCH SURVEY

To better understand our ideal users perspective we conducted and Quantitative Research survey of more than 40 individuals who plan to travel post-pandemic.

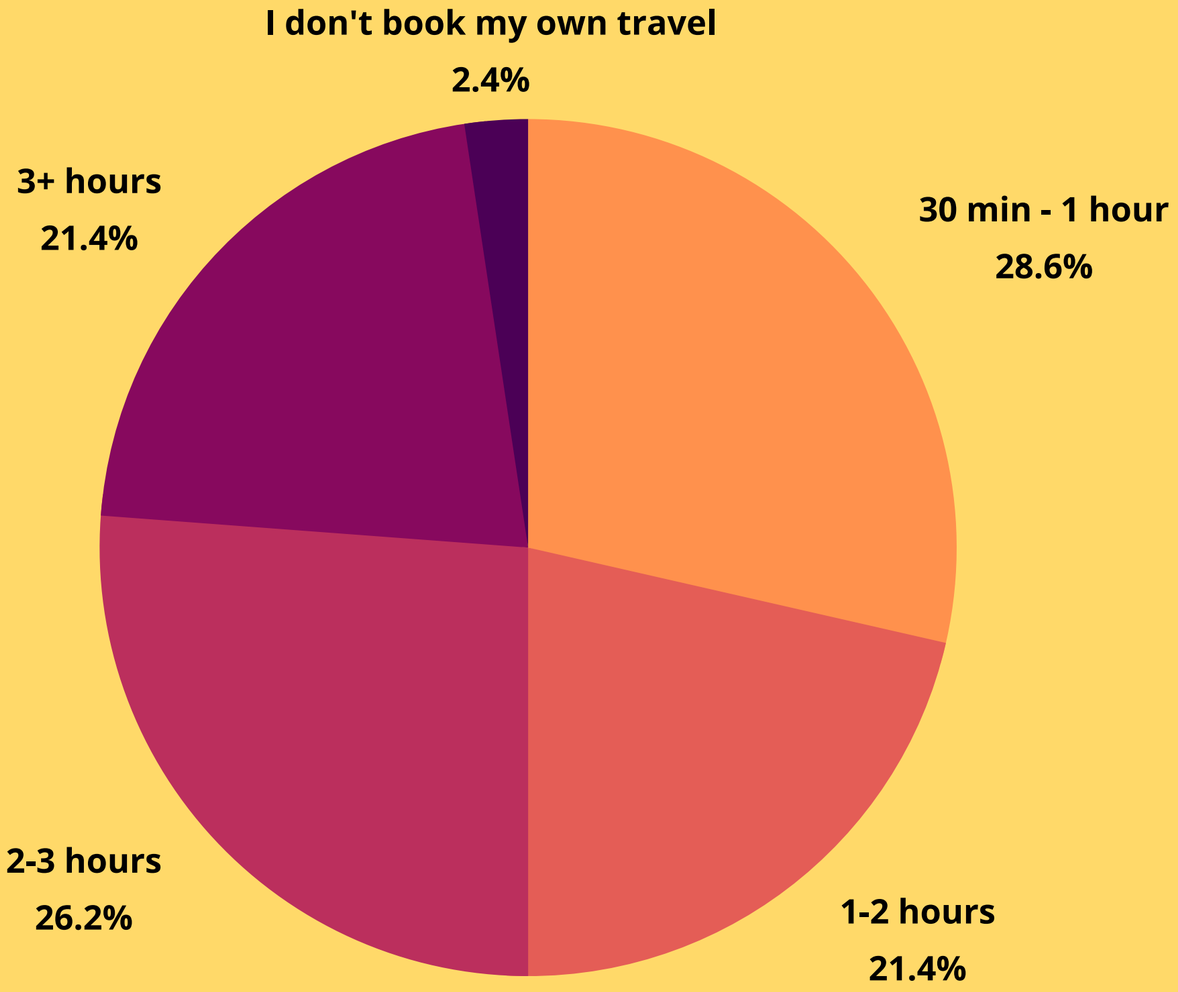
USER SURVEY DATA - AGE DEMOGRAPHIC OF PARTICIPANTS

The average age of our user survey participants are between 25-34 making up 45.2% of users we surveyed. The 33-44 rage followed closely making up 33.3% of surveyors.



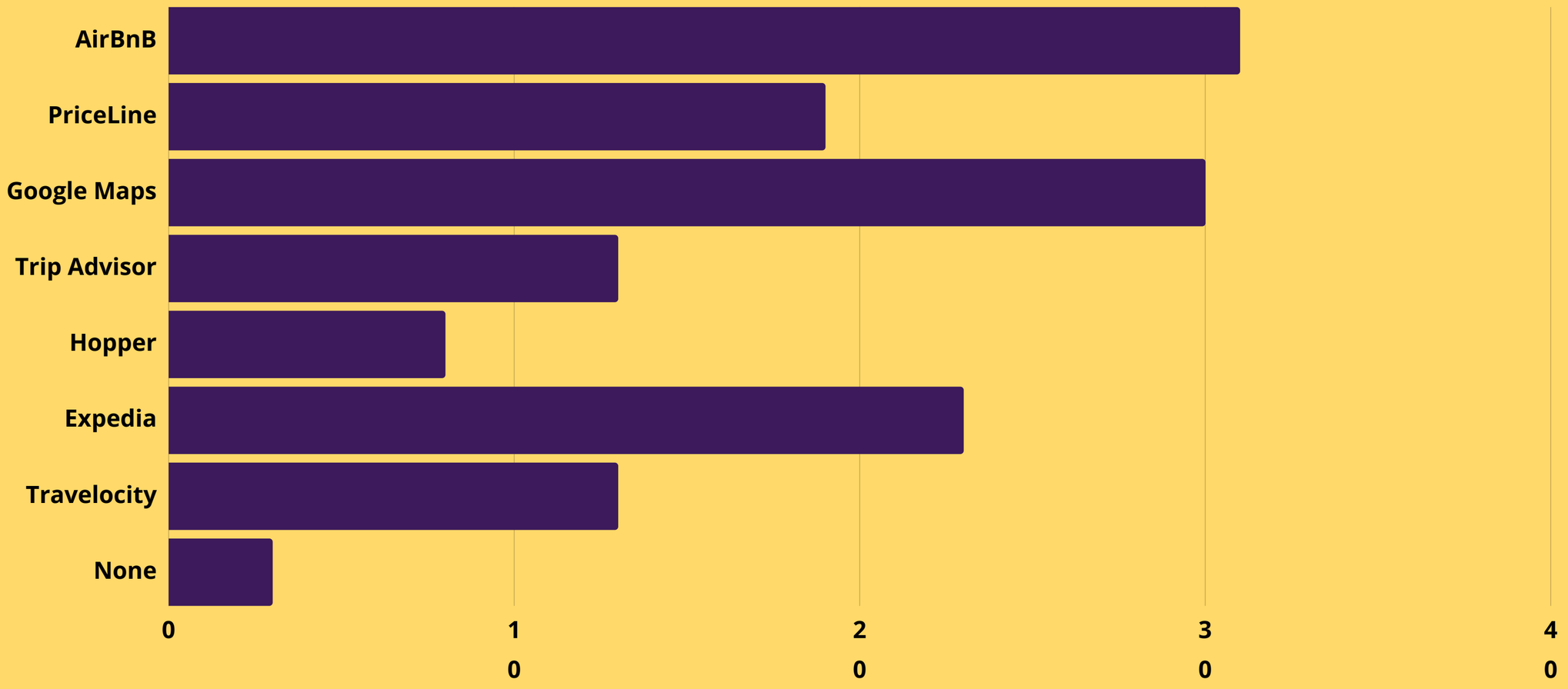
USER SURVEY DATA - TIME SPENT TRIP PLANNING

We have discovered that the typical user spends 30 minutes to 1 hour a week planning for travel. This helps us better identify opportunities that could expedite the planning process for our users.



USER SURVEY DATA - PAST TRAVEL APP USAGE

Have you used any of the following apps/ websites to plan a trip in the past?



EMPATHY MAP

To better understand the struggles our users are having relates to travel, we developed an Empathy Map Comprised of data extracted from our Affinity Diagram.

LIVE BOARD LINK:
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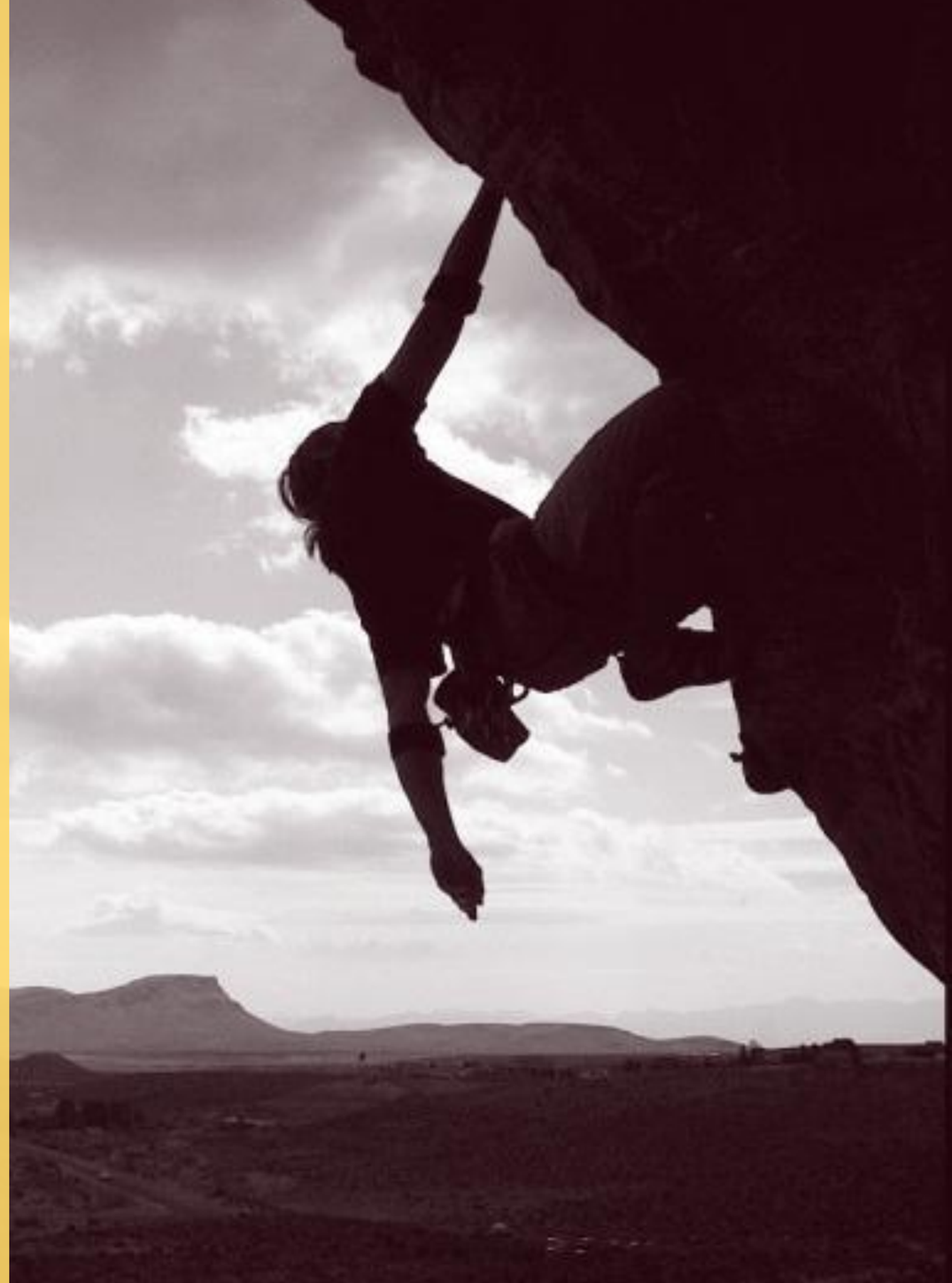


USER PERSONA

Through the combination of qualitative and quantitative research data, I created an User Persona that best represents the users behaviors goals and pain points.

"My work life is demanding, so my travel experience should be anything but."

Behavioral Demographics + Drive

As a finance manager, Sophia is often responsible for making informed decisions daily. A wife and mother of two, she enjoys spending time with her family. Her high attention to detail, experience with budget management and desire to be safe drive her decision making.

Goals & Needs

- Budget friendly options that accommodate her family
- Needs to be instantly informed of itinerary changes
- Relaxation and worry-free planning
- Cleanliness and spacious locations
- Proximity to food & beautiful scenery
- Family is an important part of her identity

Hesitations & Pain Points

- Hidden fees that exceeds budget
- Unexpected changes
- Being unprepared
- Not being in control of the planning process
- Being away from loved ones

Travel Apps

airbnb

Expedia

Google Maps

B.

“

MY WORK LIFE IS DEMANDING, SO MY TRAVEL EXPERIENCE SHOULD BE ANYTHING BUT."

— Sophia Richards - Future Traveler

USER INSIGHT

As a businesswoman and mother of two, Sophia Richards needs a worry-free budget-friendly travel experience that allows more quality time with family while escaping the mental demands of her career.

DEFINITION & IDEATION

Report by:
Joseph Davis UX Designer

PROBLEM STATEMENT

We believe Sophia’s time constraints and desire to find budget-friendly travel accommodations intrude on her ability to effectively plan a vacation for her family.

HOW MIGHT WE STATEMENT

How might we provide tools that streamline the planning process for our budget-conscious users, so that travelers like Sophia can have a stress-free travel experience?

VALUE PROPOSITION STATEMENT

Budge.IT app aims to helps individuals looking to travel, better plan their travel budget by providing **personalized budgeting** toolkits users can access while traveling. Or product offers **recommendations to restaurants**, hotels, and more based on the user's **target spending goals**. We believe that not only will this eliminate users' need to search for cost-saving while traveling but will help shareholders better define what end-users deem as affordable travel.

STORY BOARD

Exposition - Sophia wants to take a trip with her family and need to search deals that stay within her budget.

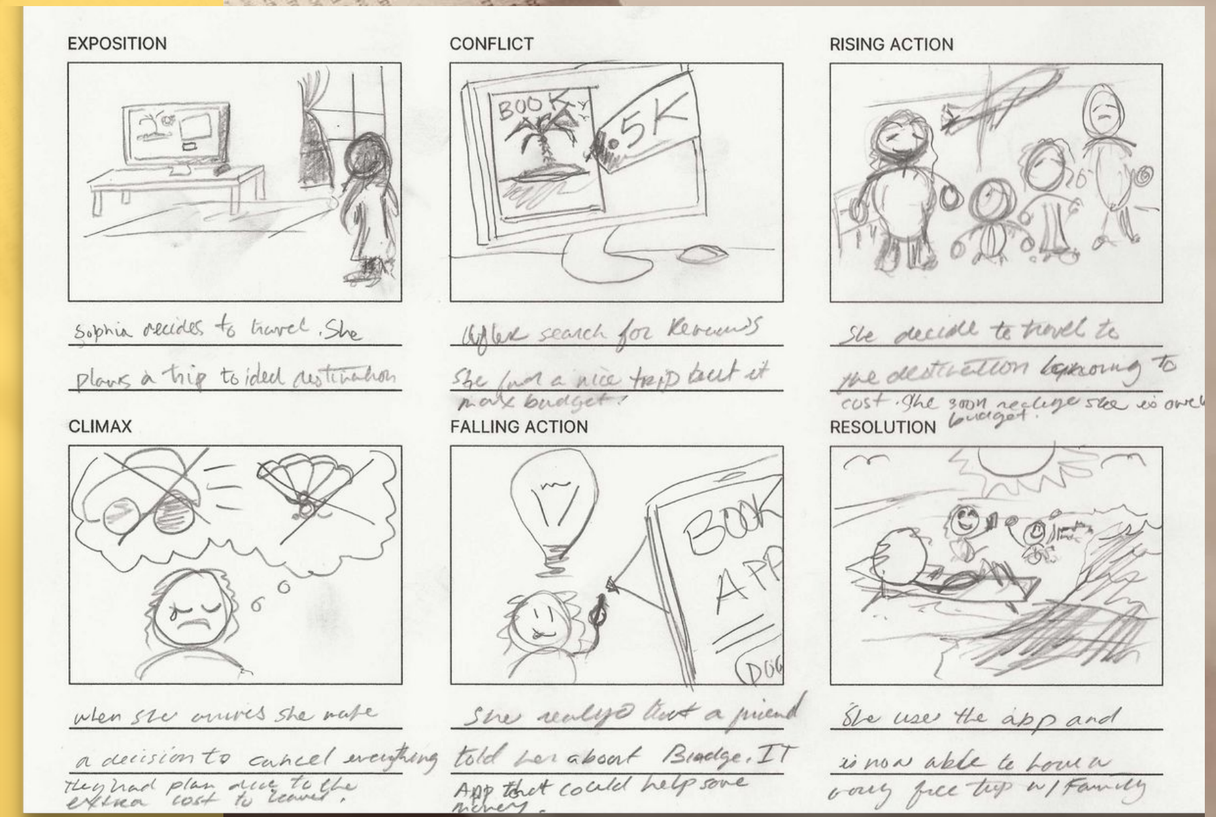
Conflict - She finds a trip that her family likes but it at the very top of her budget.

Rising Action - She decides to travel to Dominican Republic but realizes the cost has doubled since she last traveled.

Climax - Stress and worried that her only time she can spend with family is ruined she decides to cancel her planned activities

Falling Action - She realizes that her co-worker told her about an app call Budge.IT that helps you budget while on vacation.

Resolution - Now that she doesn't need to worry about overspending she can spend quality time with her family on vacation.



FEATURE PRIORITIZATION MATRIX

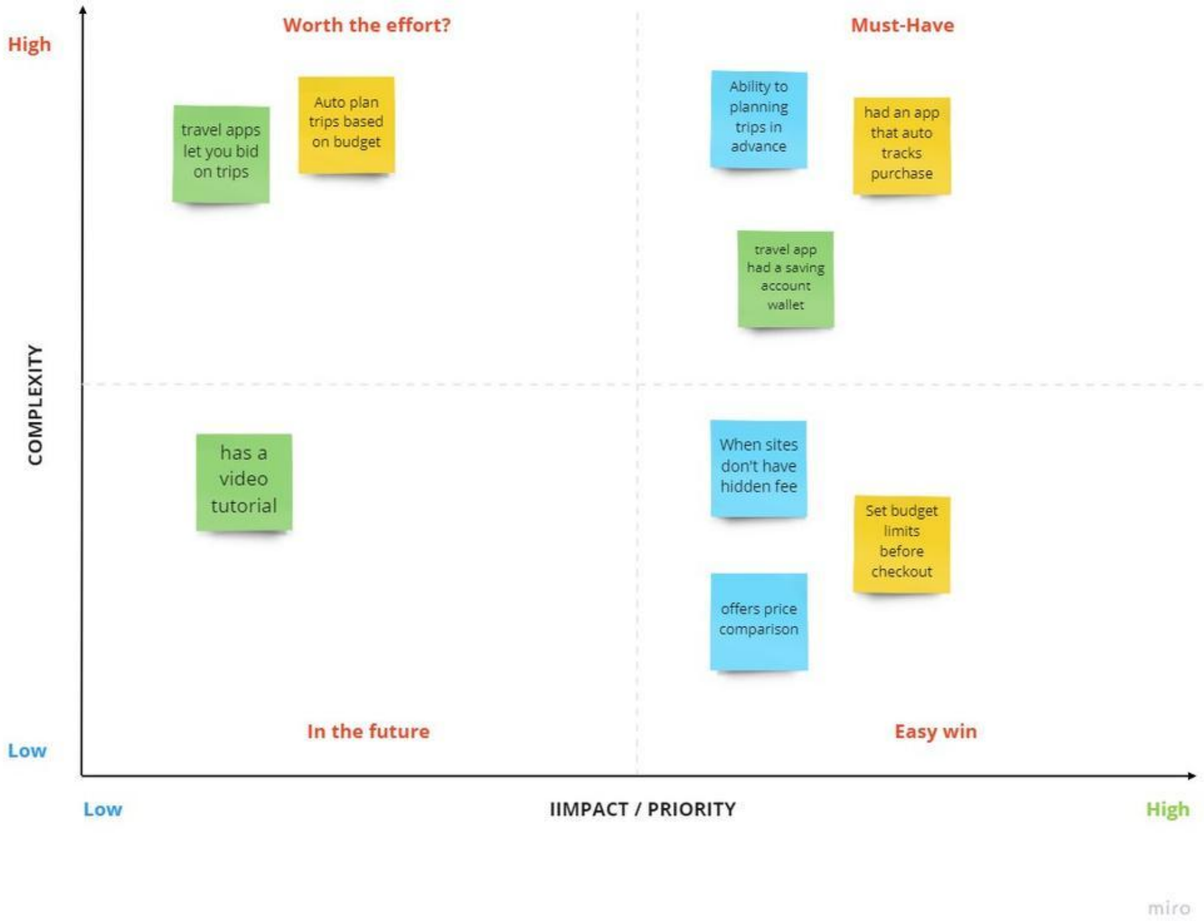
USING THE FEATURE PRIORITIZATION MATRIX, I WAS ABLE TO EXTRACT SEVERAL CORE FEATURES THAT HELP TO BETTER DEFINE WHAT SERVICE USERS NEED WHILE USING A TRAVEL APP. SOME EXAMPLES ARE:

EASY WIN:

- Set budget limits before checkout
- App displays fee clearly

Must Have:

- had an app that auto tracks purchase
- Ability to planning trips in advance



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FEATURE PRIORITIZATION

1

Set budget limits before checkout

2

NO hidden fee

3

Wish a travel app had a saving wallet

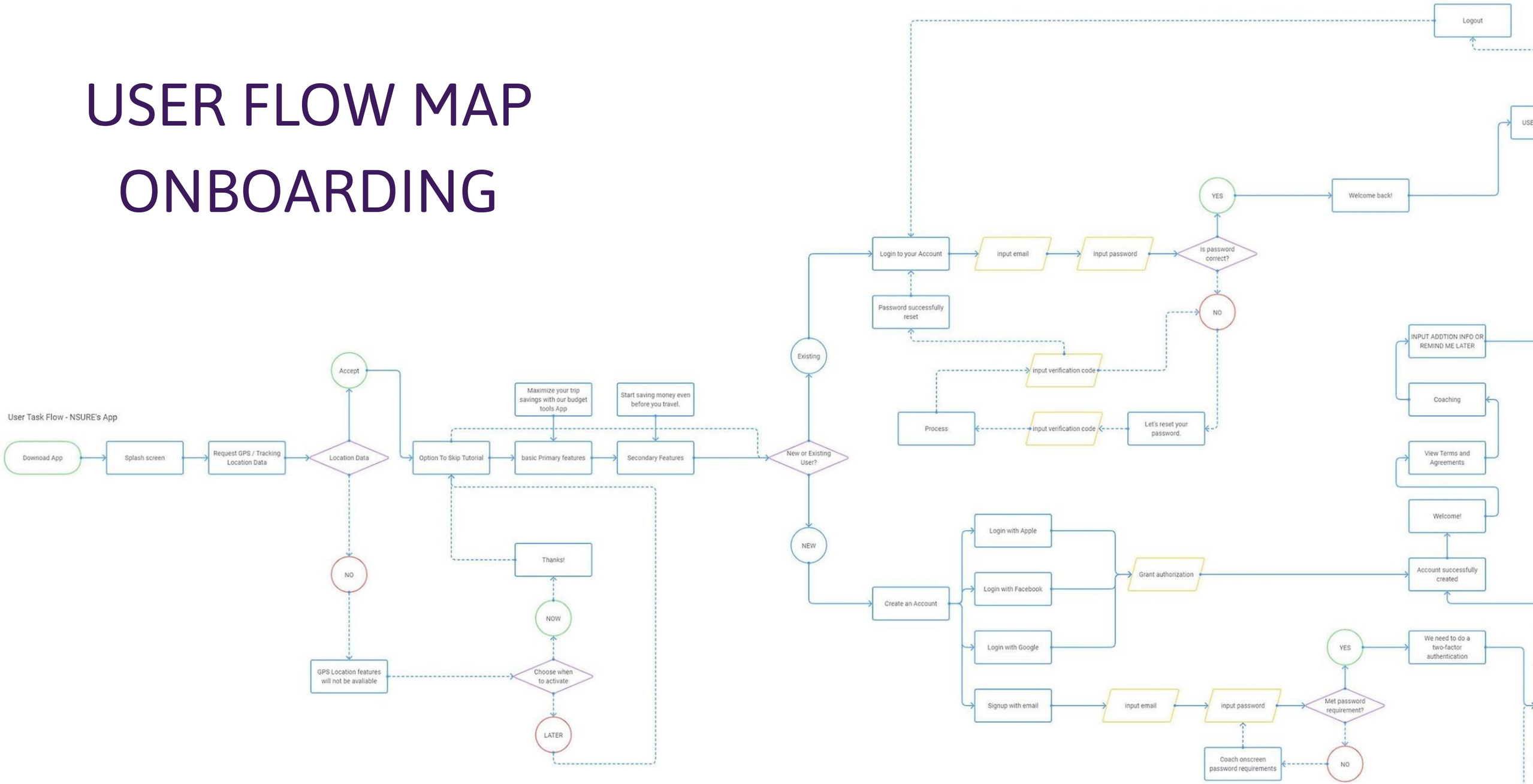
PROTOTYPING

Prototype designer:

Joseph Davis - UX Designer

USER TASK FLOW ONBOARDING

USER FLOW MAP ONBOARDING



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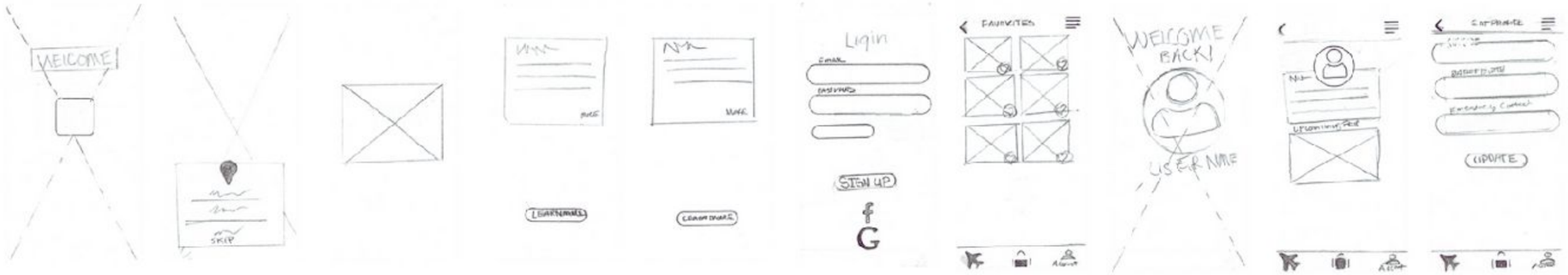
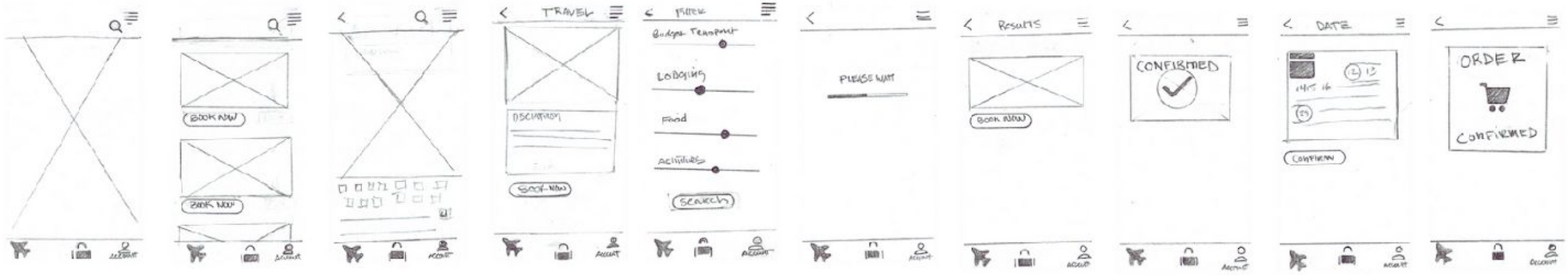
SKETCH WIREFRAME

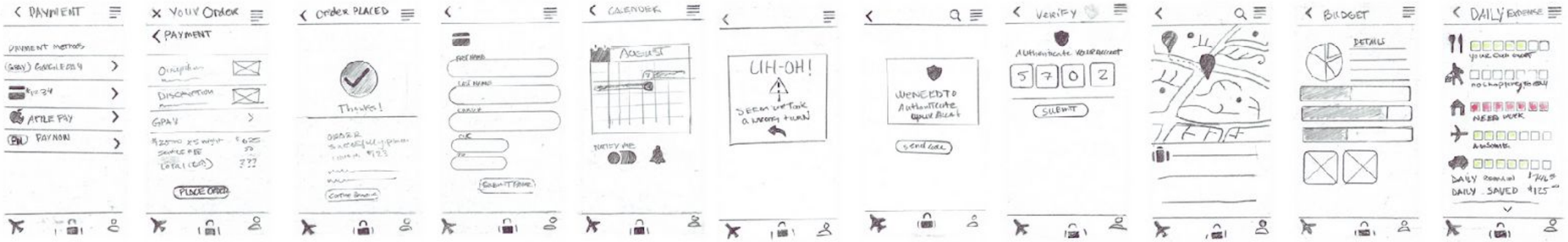
ONBOARDING



SEARCH



CHECKOUT



2 STEP AUTHENTICATION

LINK TO LIVE BOARD:

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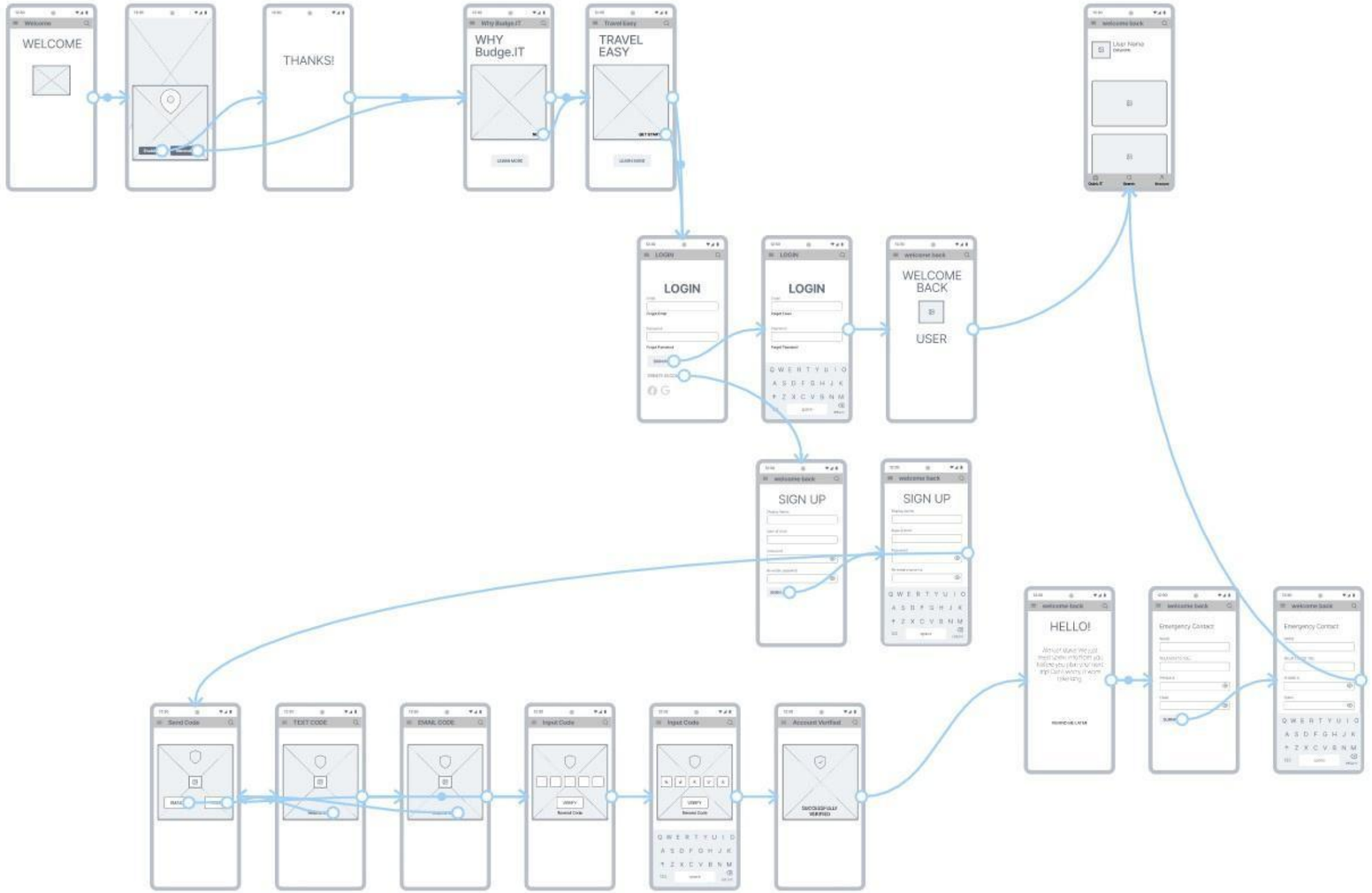
DIGITAL WIREFRAMES LO-FI

LINK to live board: https://www.figma.com/file/awCV5hEckc6HQkMitqTnlQ/Low-Fi-WireFrame?node-id=0%3A1

DIGITAL WIREFRAMES LO-FI



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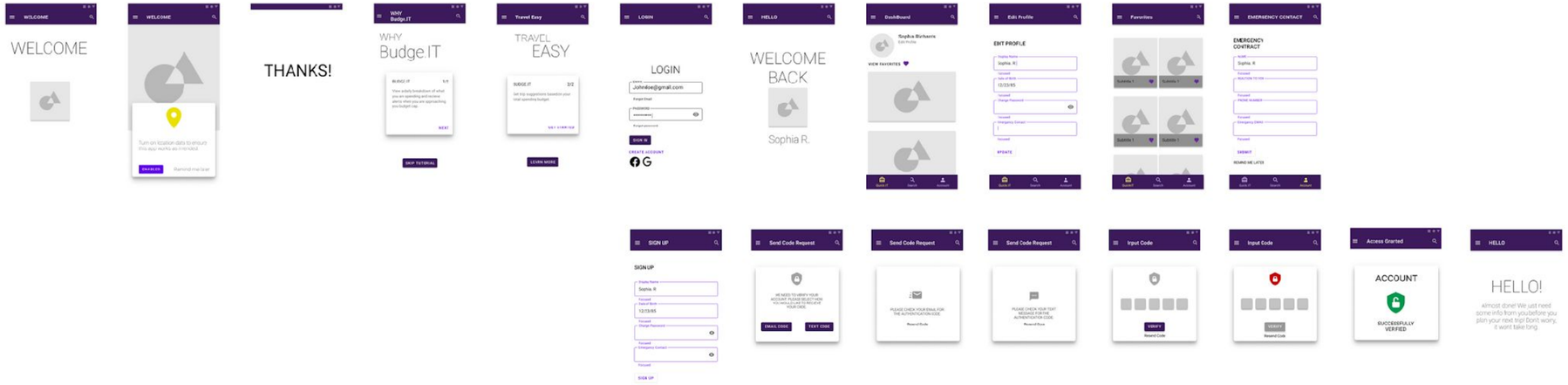
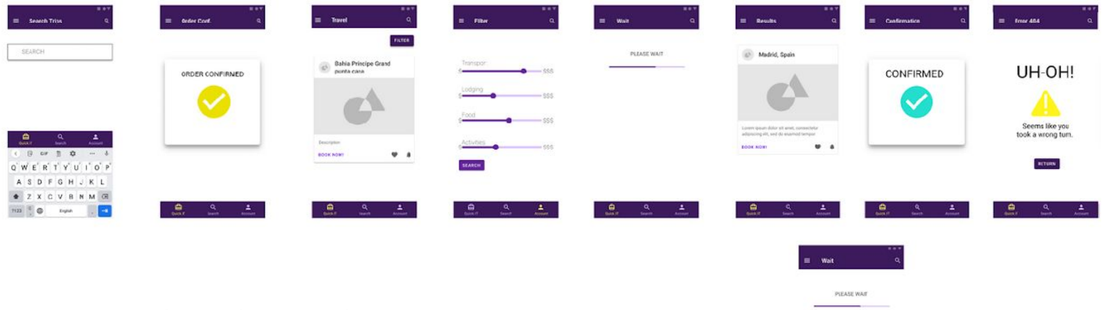
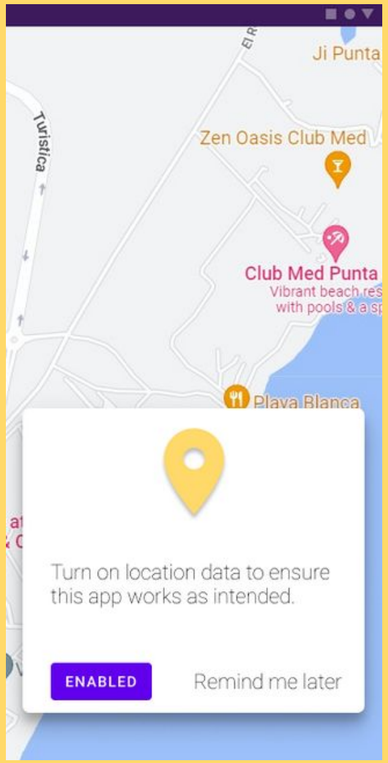
DIGITAL WIREFRAMES HI-FI





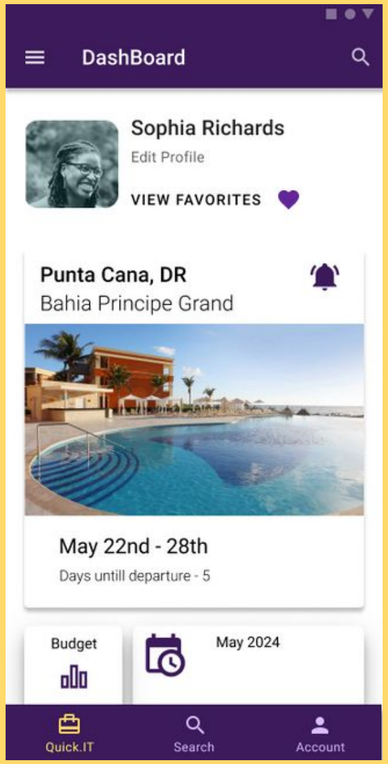
LINK to live board: https://www.figma.com/file/awCV5hEckc6HQkMitqTnlQ/Low-Fi-WireFrame?node-id=0%3A1

Hi-Fi Prototype



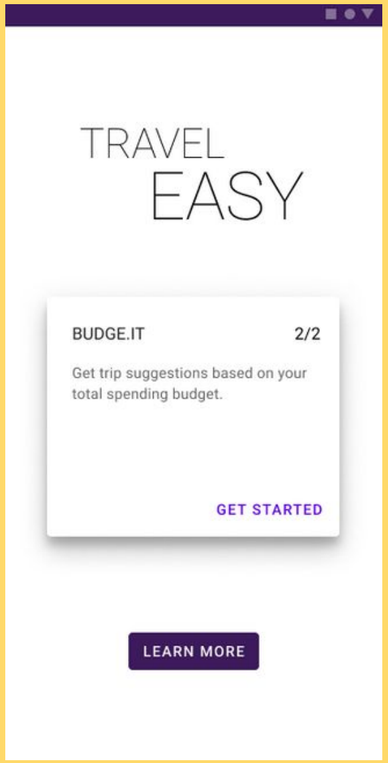
Location

Data



User

Dashboard



Coaching

Tutorial

TESTING AND ITERATING

Report by:

Joseph Davis - UX Designer

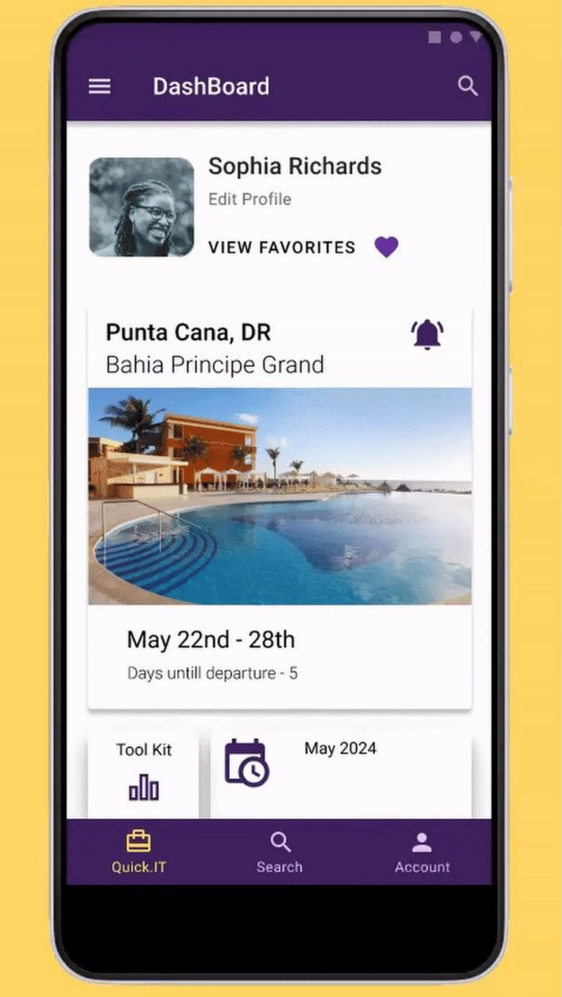
RECORDED USER TEST

I conducted a user test of specific app functions to determine usability

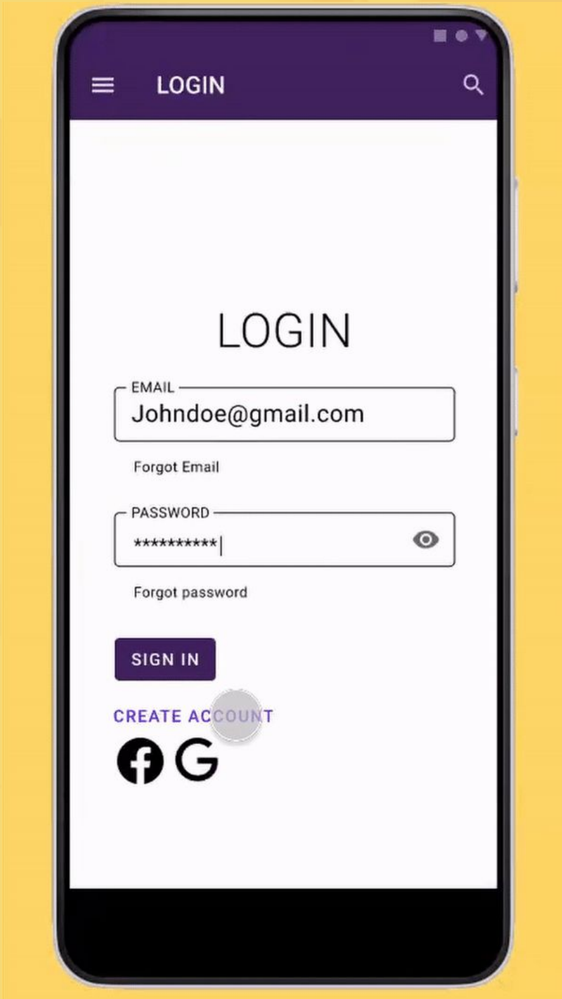
Participant 1 - Testing the budget Adjuster feature.

Participant 2 - Testing create account onboarding process.

Participant 1

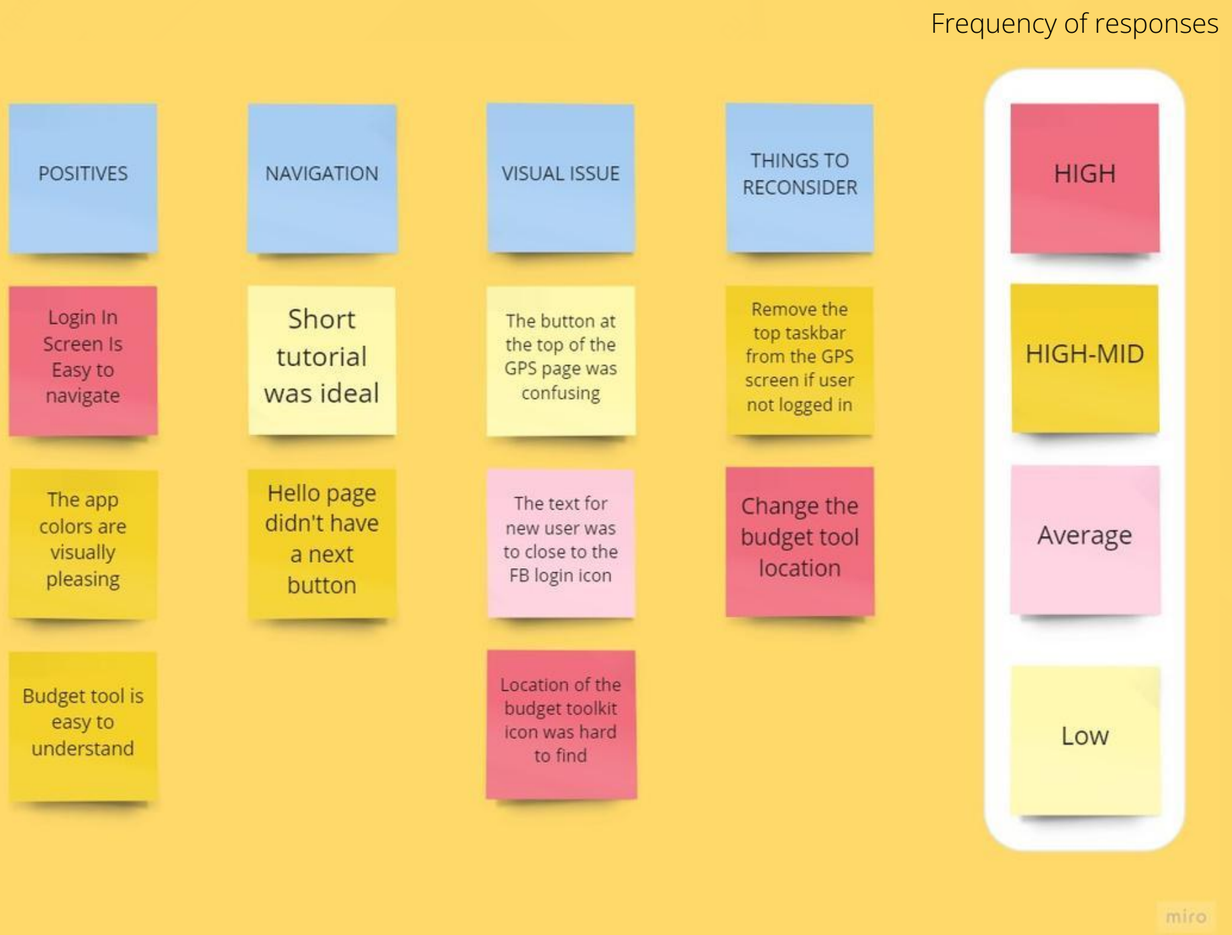


Participant 2

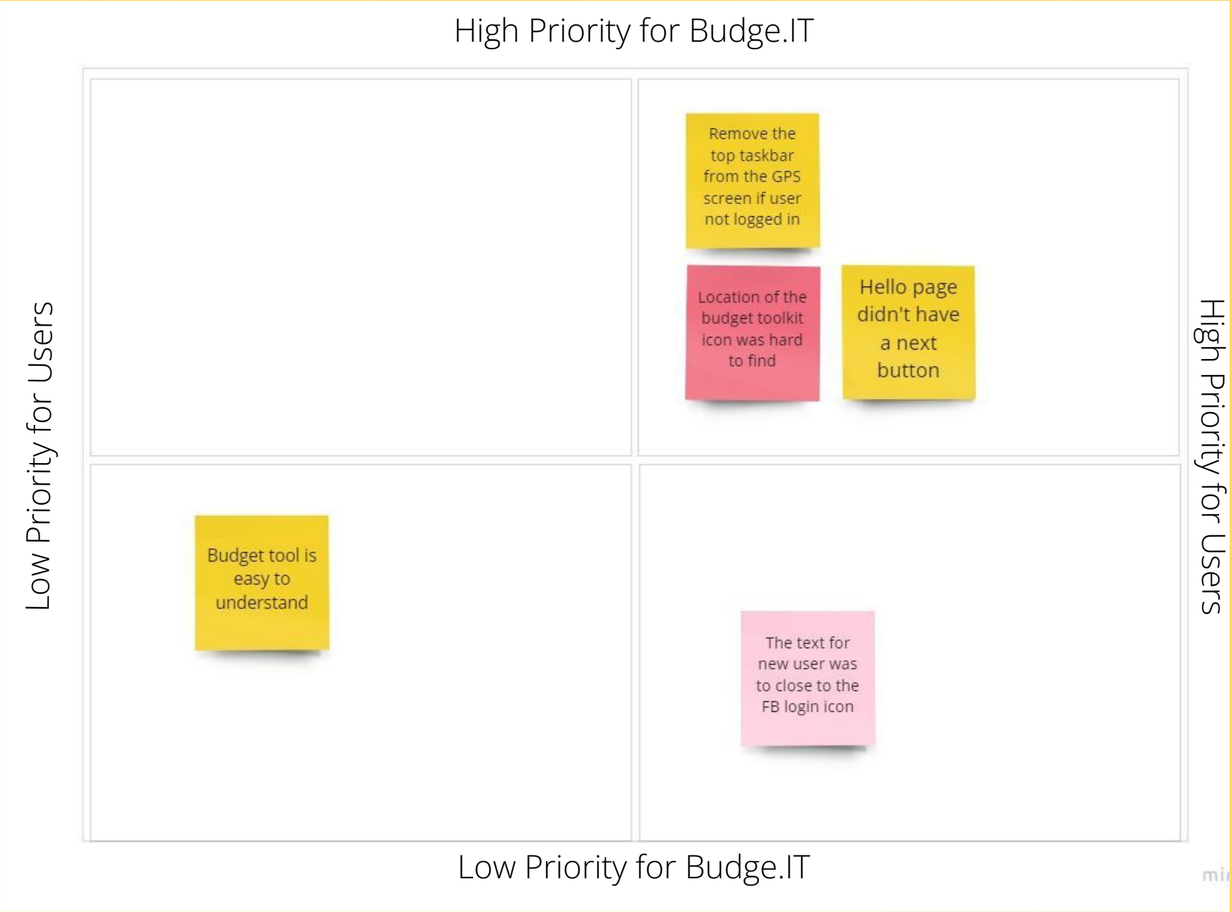


KEY LEARNINGS FROM USER TESTING

Using the 2x2 priority matrix I was able to determine key areas that the app needs to improve upon, as well as area of success.

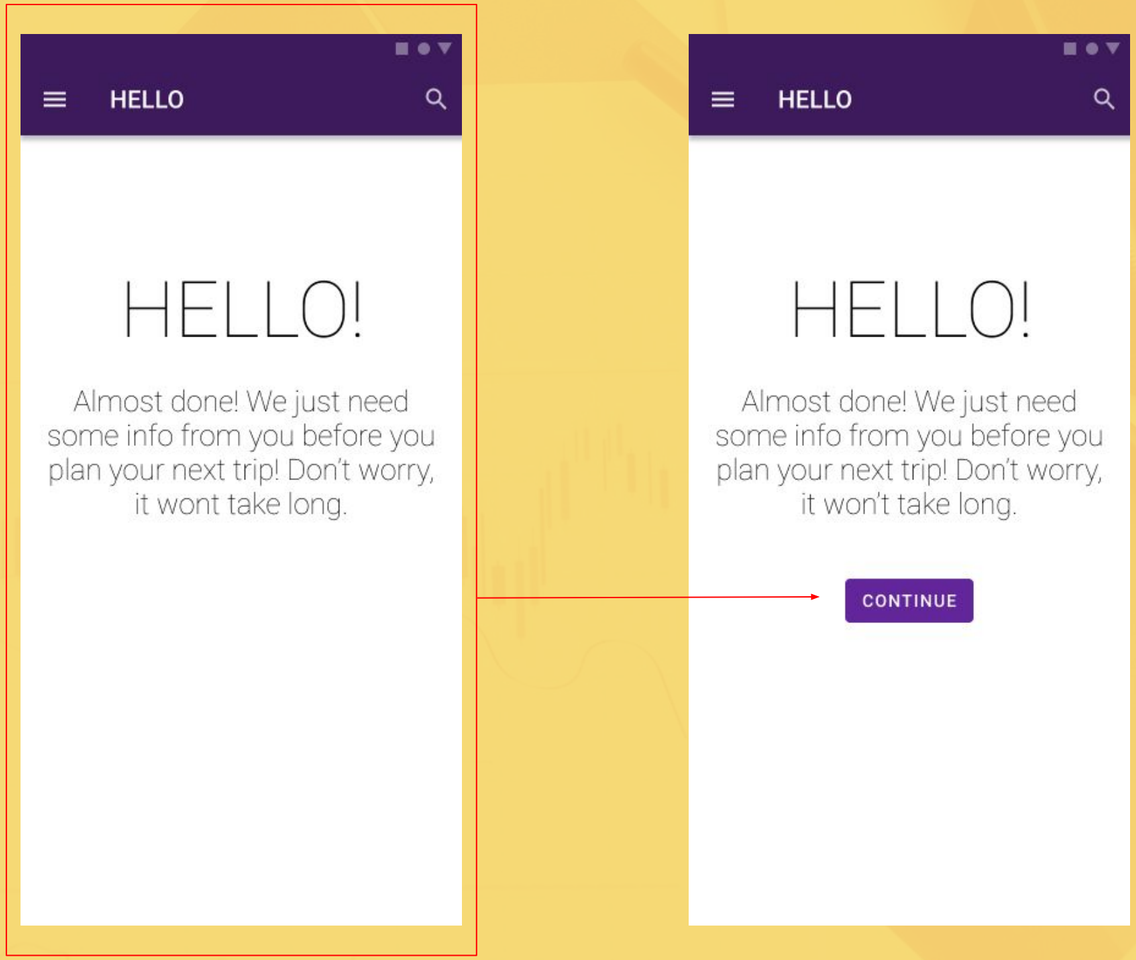


GUERILLA TESTING ANALYSIS



Iterations Made Based on User Test

Based on the feedback and observation from the user test, I iterated on the hello page to add a continue button that would allow user to determine when the have completed the reading materials vs a tap to advance with not button icon.



Iterations Made Based on User Test - Version 3

- changes to splash Screen
- Added scroll functions to favorites list.
- Updated Navigations
- Added various Material design features.
- Increases text size in trip description to meet ADA compliance.

FINAL REFLECTIONS

While this case study covers a large amount of information related to the issues our travelers face, we are optimistic about the future of travel, and believe traveling will once again be obtainable to all who seek it. While we know this to be true, until that day arrives, Budge.IT will be the app that travelers depend on to ensure a worry free travel experience.

THANK YOU!