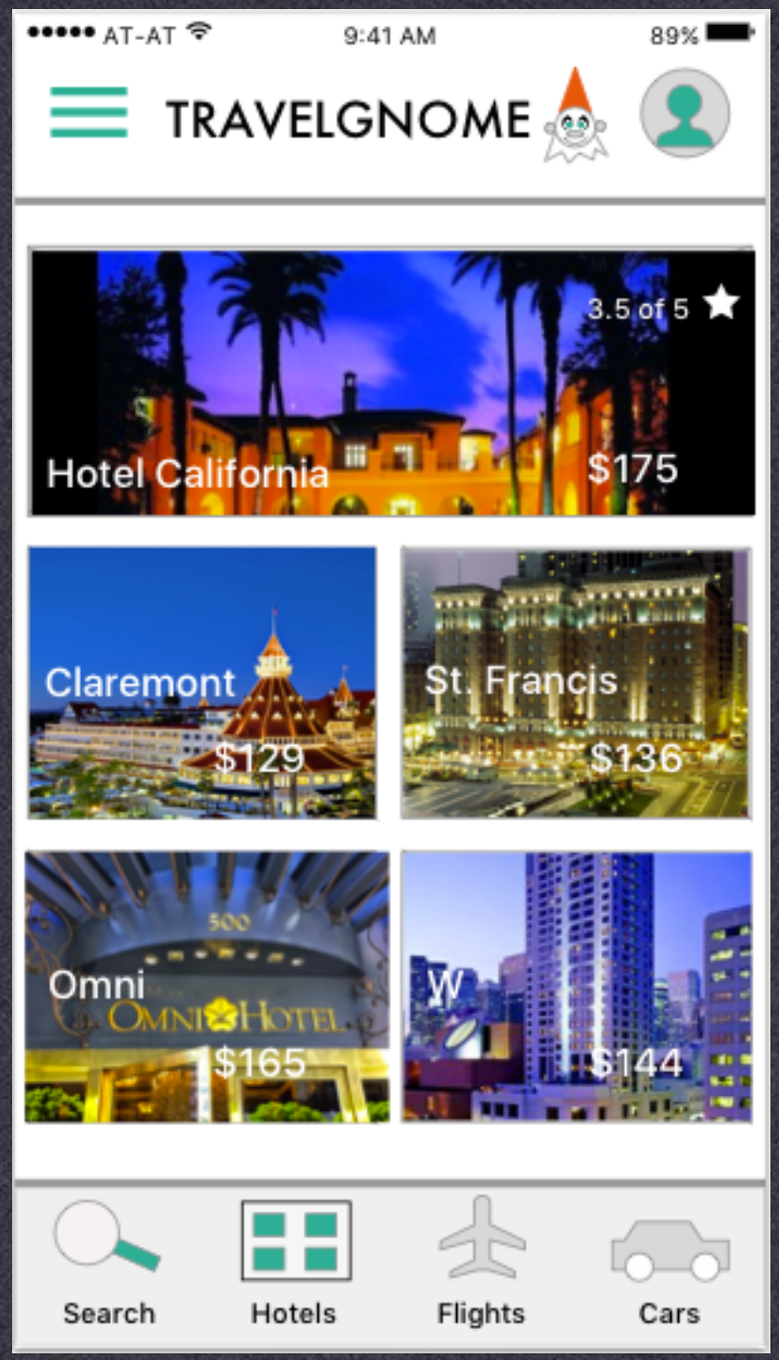
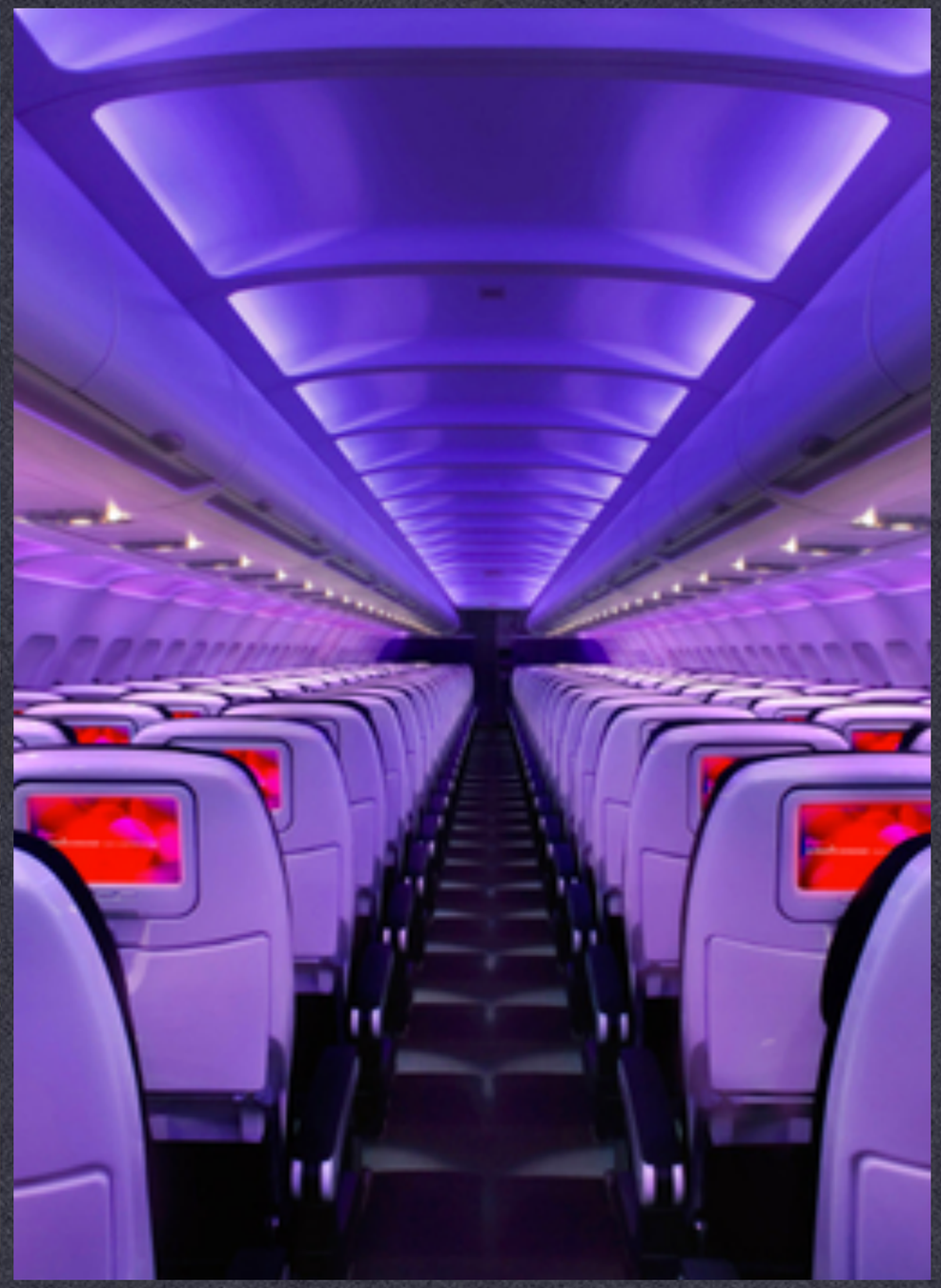
Jorge Montoya

Final Project - Travel App





PROJECT

SOLVING A PROBLEM

MAKING TRAVEL APP BETTER

DATE

DATE

CLIENT

NAME

Research

Competitor Analysis

Website	Intuitive interface/Ease of use	Search filters	Predictive search	Beautiful images	Customer Reviews	Calendars	Clear prices (no hidden fees)	Interesting copy	Maps	Simple checkout
Expedia	✓	✓	✓	✓	✓	✓	✓	X	✓	✓
Travelocity	✓	✓	✓	✓	✓	✓	X	X	✓	✓
Orbitz	✓	✓	✓	✓	✓	✓	✓	X	✓	✓
Booking	✓	✓	✓	✓	✓	✓	✓	X	✓	✓
Hotels.com	✓	✓	✓	✓	✓	✓	✓	X	✓	✓
Travel Zoo	X	X	✓	✓	✓	✓	X	X	✓	X
Trip Advisor	✓	✓	✓	X	✓	✓	✓	X	✓	✓

CONCLUSION: COMPETITORS ARE VERY SIMILAR

Interviews

Female, aged 35

WHY TRAVELS

- Travels for enjoyment
- Likes to filter by ratings and reviews
- Compares prices, one website
- **Frustrations:** Had to cancel room due to age restrictions varying on travel booking site and hotel site

Female, age 41

WHY TRAVELS

- Travels for enjoyment
- Gets rewards through Southwest
- Looks for reasonable prices
- **Frustrations:** Cancelled flight affected trip itinerary causing to reschedule various travel plans

Female, age 51

WHY TRAVELS

- Travels for enjoyment
- Looks for flights under $500
- No preference in site; looking for best price
- **Frustrations:** Bad experience at hotel that had a three-star rating

Personas

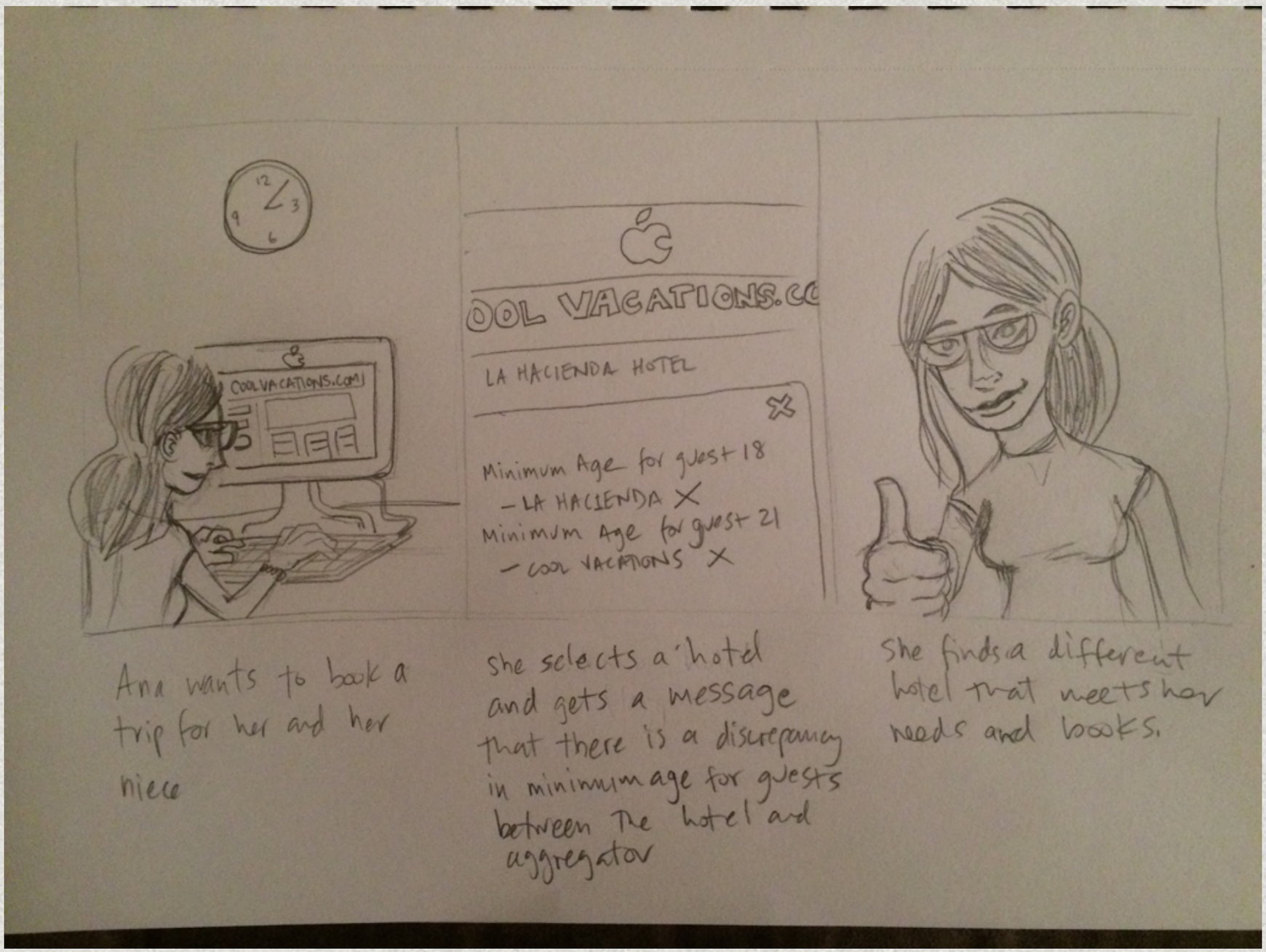
Persona

Ana Petrov

Age: 42
Job: Operations Manager at a mid-size Bicycle and gear company
Marital status: Married
Location: San Francisco Bay Area

She's a hard working Operations Manager at a mid-size company in San Francisco. She travels on average 2.5 times a year for enjoyment; looking to find good prices and claim rewards by booking at her preferred booking site. At times, when on her trips, will work remotely, and finding accommodations with consistent wifi service are important to keep in touch with the office when needed.

Storyboard


COOLVACATIONS.COM
OOL VACATIONS.CO
LA HACIENDA HOTEL
Minimum Age for guest 18
– LA HACIENDA X
Minimum Age for guest 21
– COOL VACATIONS X
Ana wants to book a trip for her and her niece
she selects a hotel and gets a message that there is a discrepancy in minimum age for guests between the hotel and aggregator
She finds a different hotel that meets her needs and books.

Scenarios

- Has had experiences with cancelled flights
- Has had to cancel trips for not being given complete information about an accommodation.
- Frustrations have stemmed from booking a cheaper hotel with decent ratings, to find the hotel was dirty, had bedbugs or other pests and less than adequate wifi to work remotely.

User Stories + Features

User Story

- Ana Petrov is looking to ensure she is not disappointed with her purchase decision

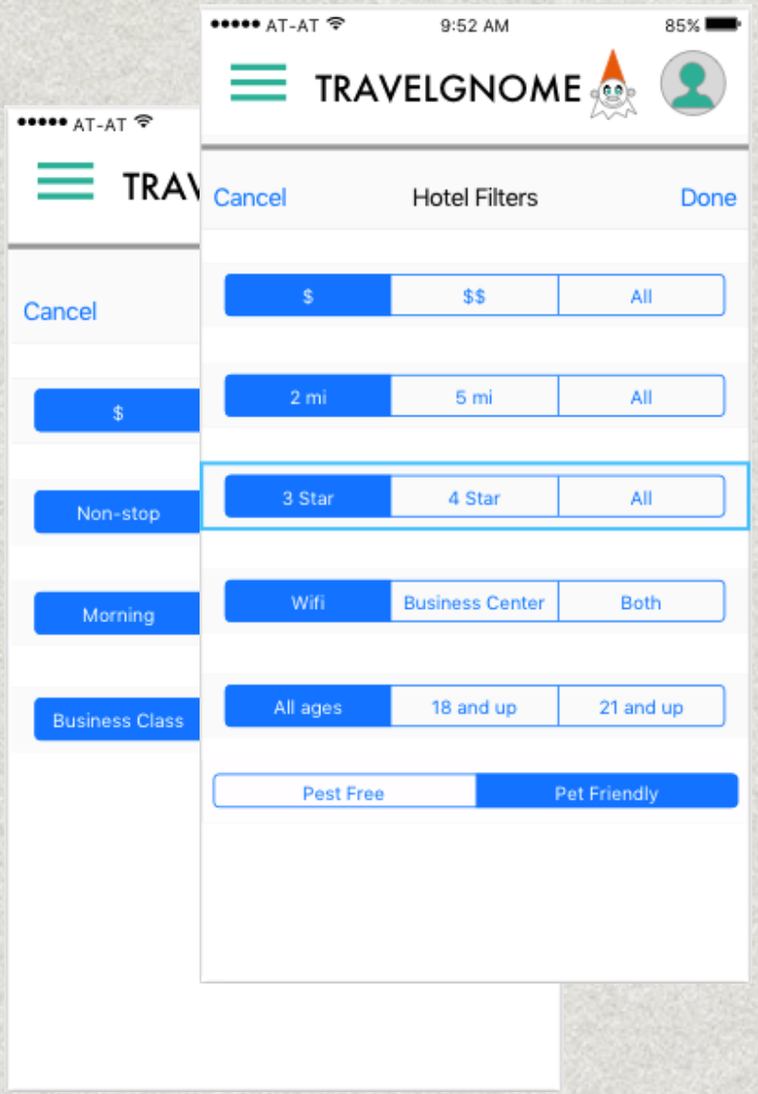
User Tasks

IMAGINE YOU ARE TRAVELING TO LAS VEGAS...

- Purchase a flight for two adults in the morning
- Purchase a 4-star hotel that is pet friendly
- Purchase a hotel for one person, for people aged 18 and up

Features

- Advanced hotel and flight filters



Feature Prioritization

Initial features

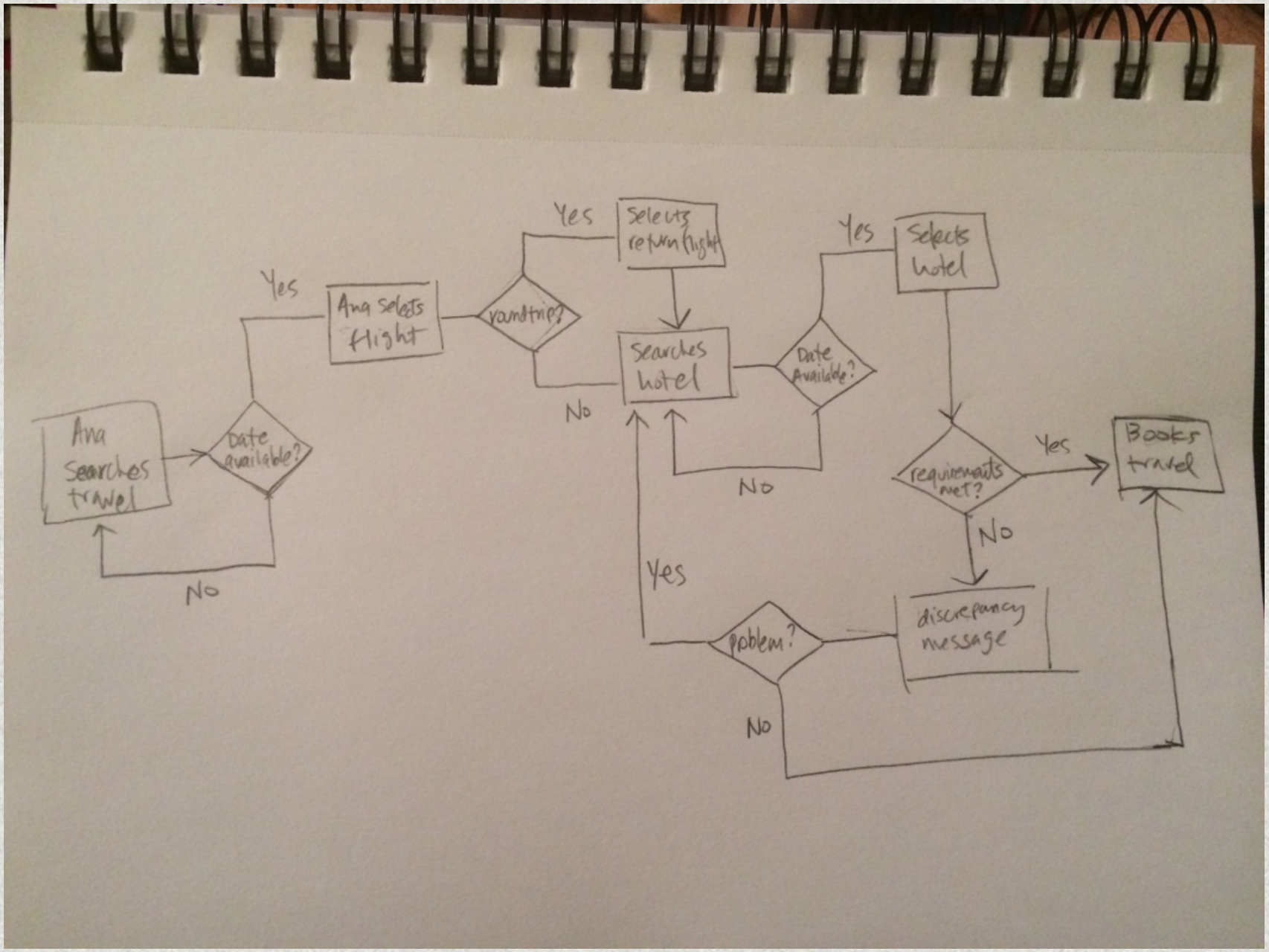
- Site Comparison
  - Compare data on third party sites
- Checklist
  - Custom user checklist
- Chat
  - Chat with hotel guests

Prioritized features

- Custom user check-list feature was updated as an advanced hotel and flight filter

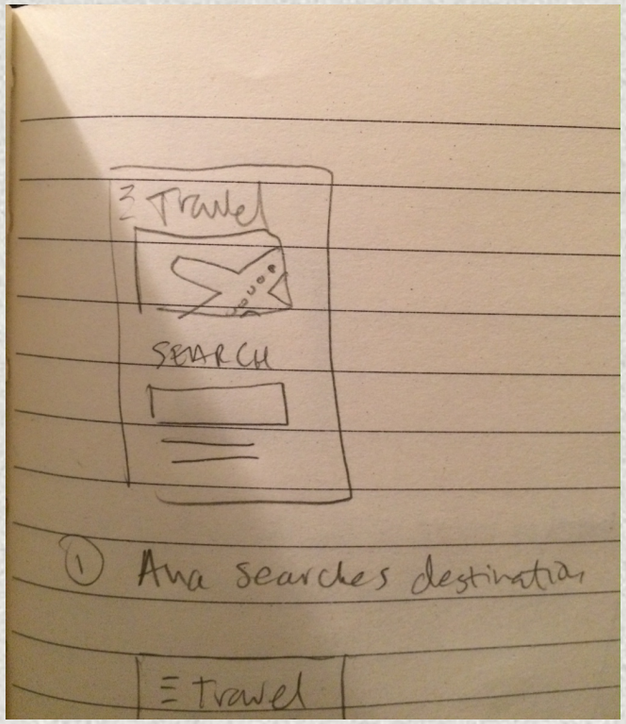
User Flows

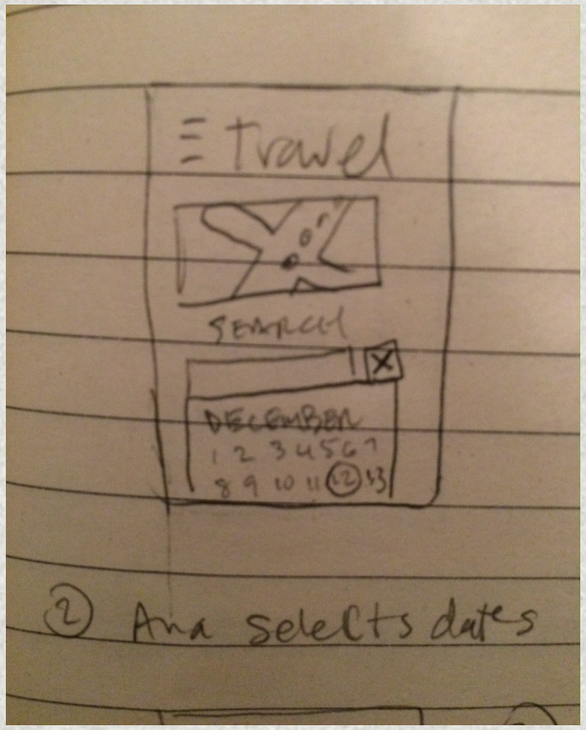
Flows for tasks

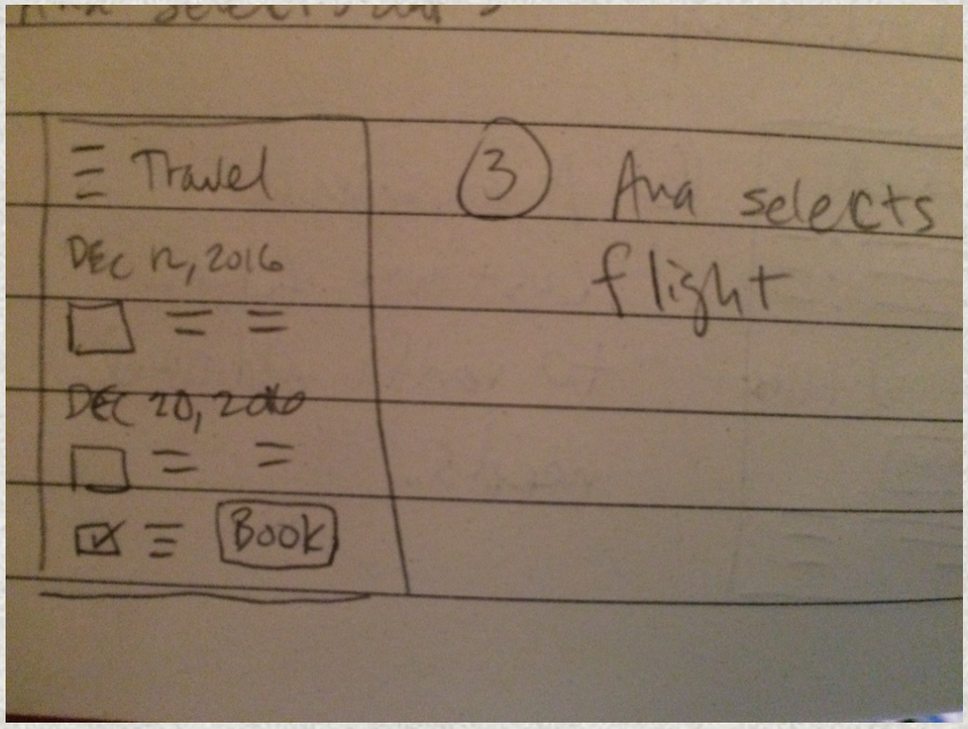


Sketches

Paper prototype

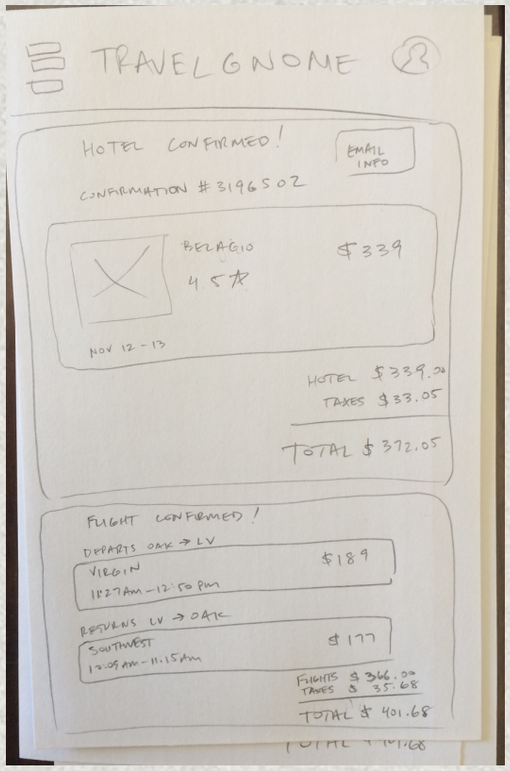


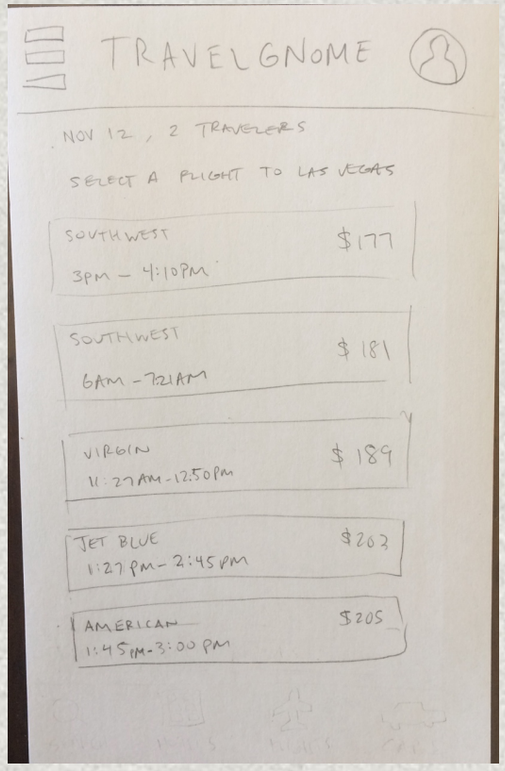


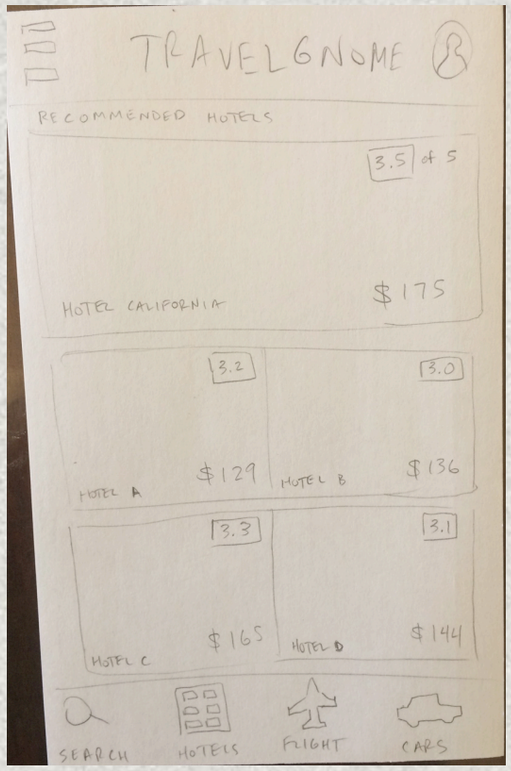


Wireframes

Handsketches

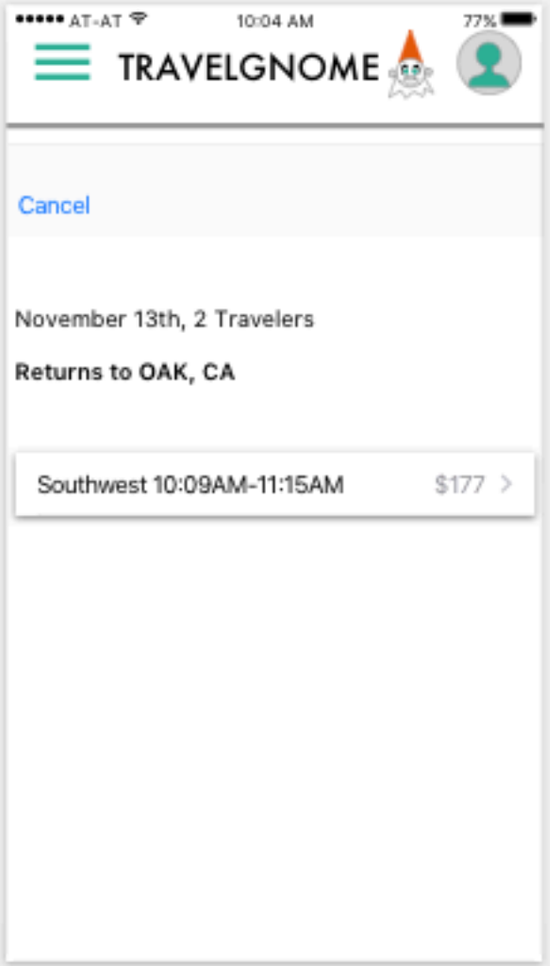




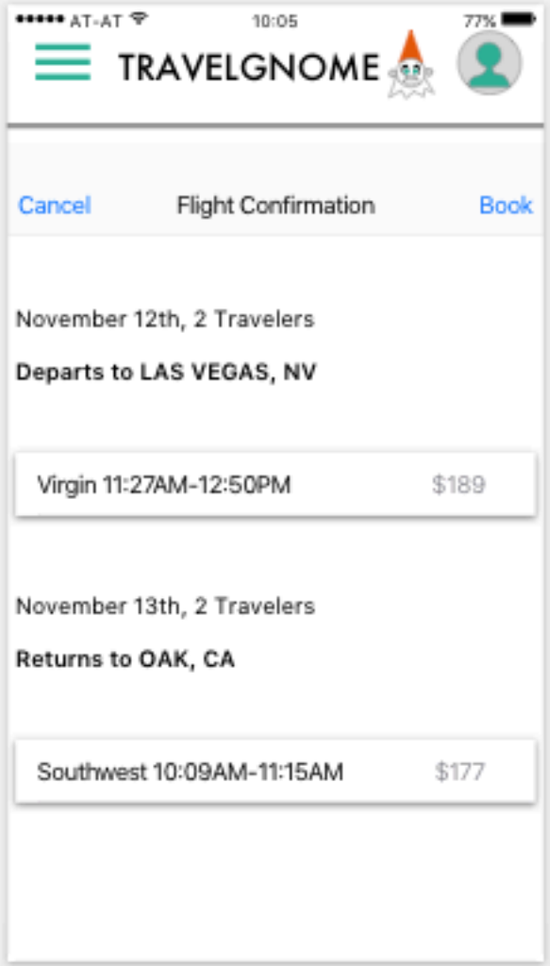


Wireframes

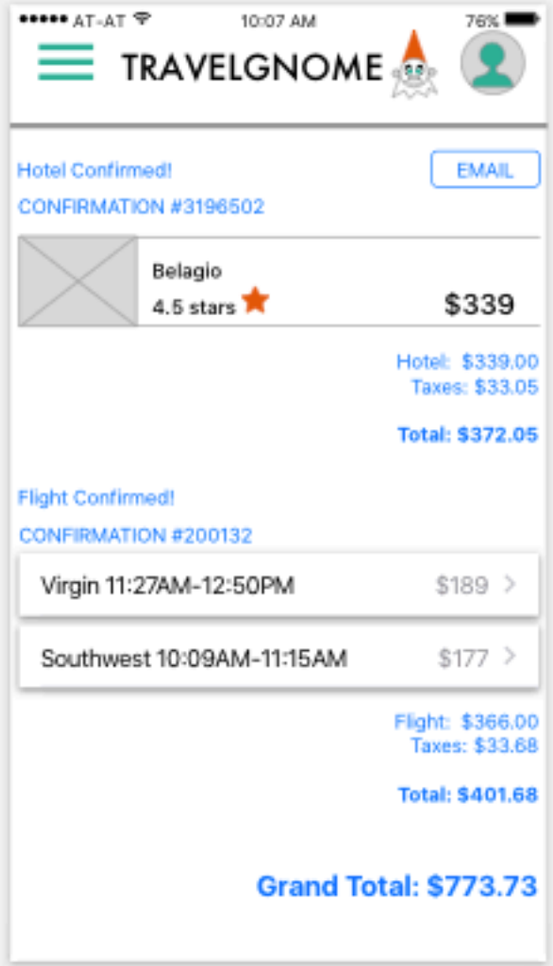
Return Flight Selection



Flight Booking

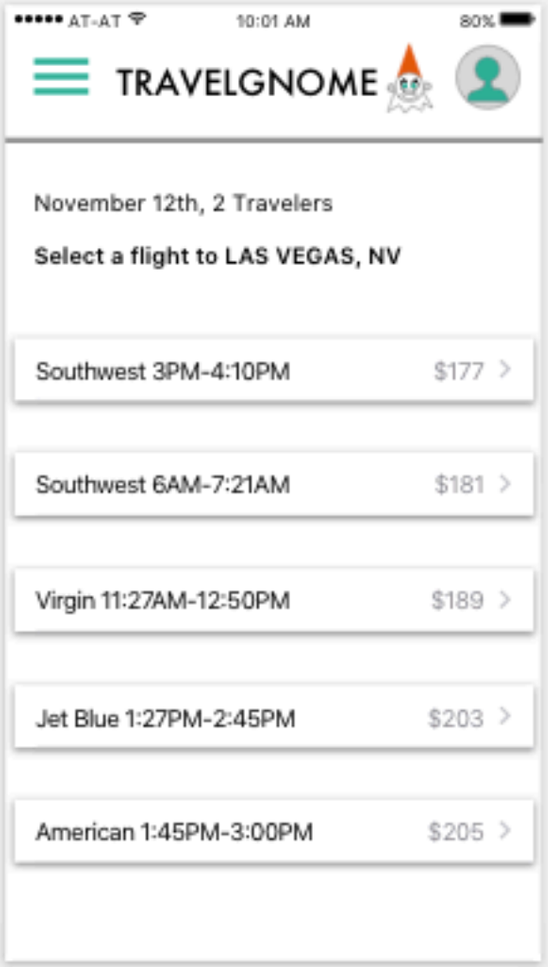


Flight Confirmation

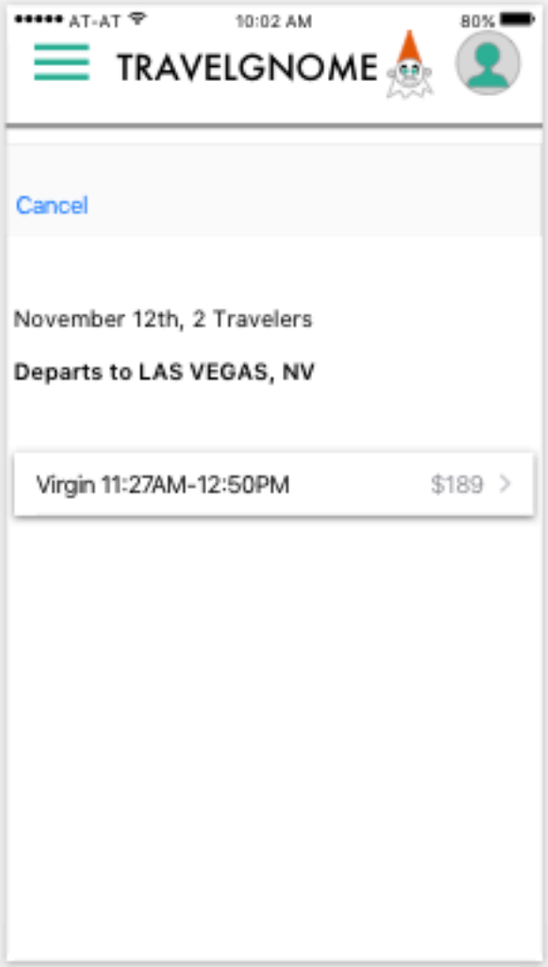


Wireframes

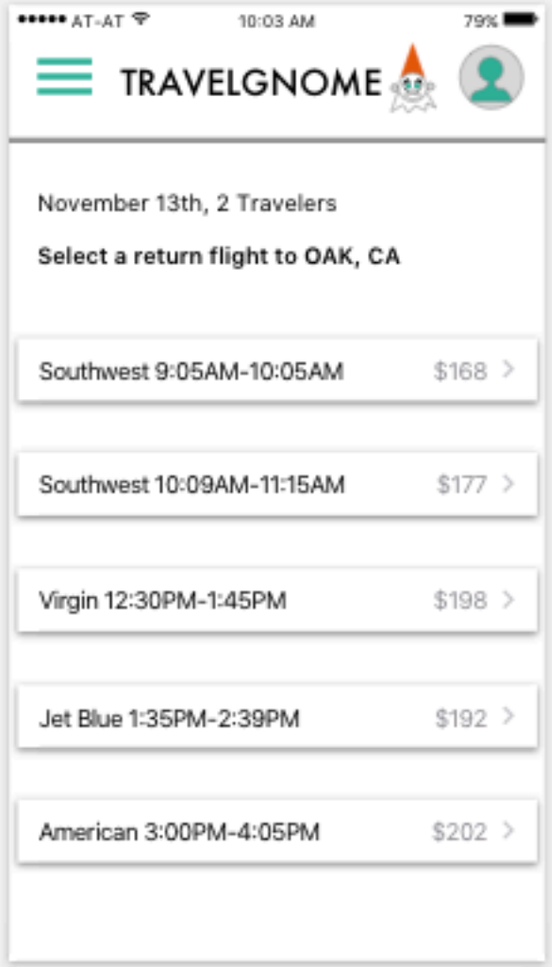
Departing Flight Results



Departing Flight Selection

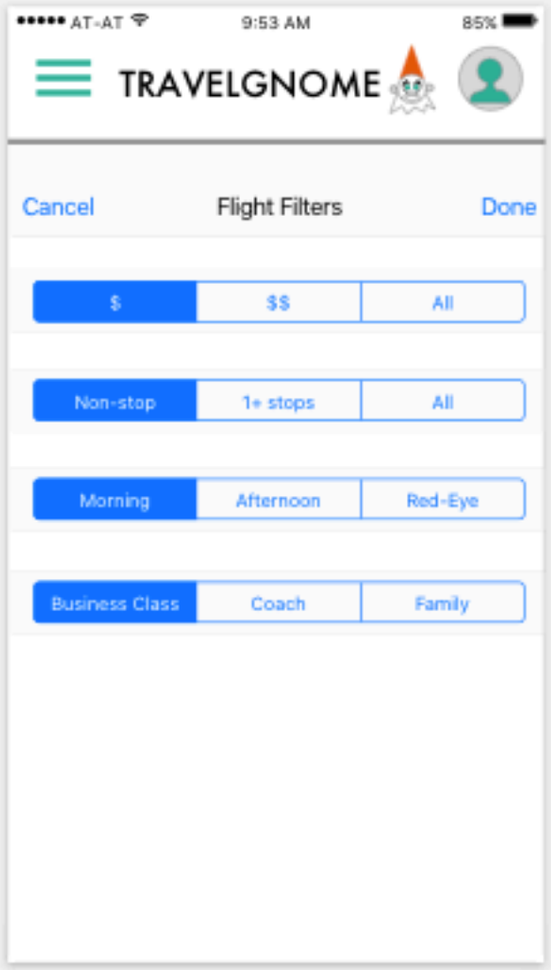


Return Flight Results

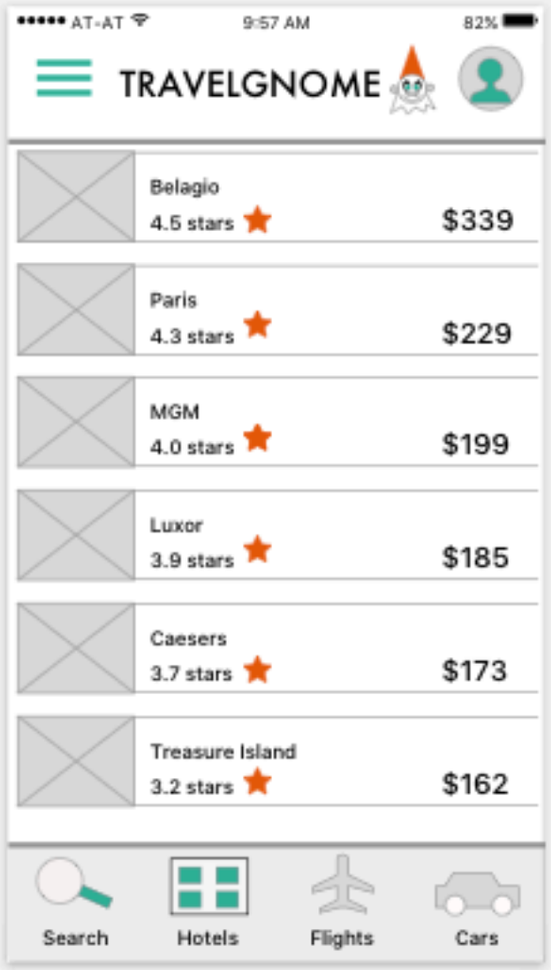


Wireframes

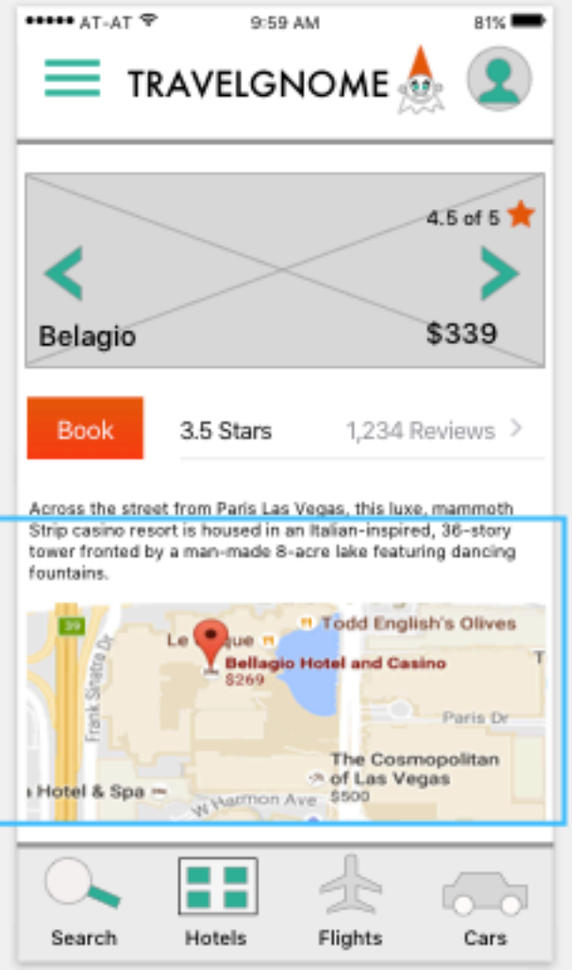
Flight Filters



Hotel Results

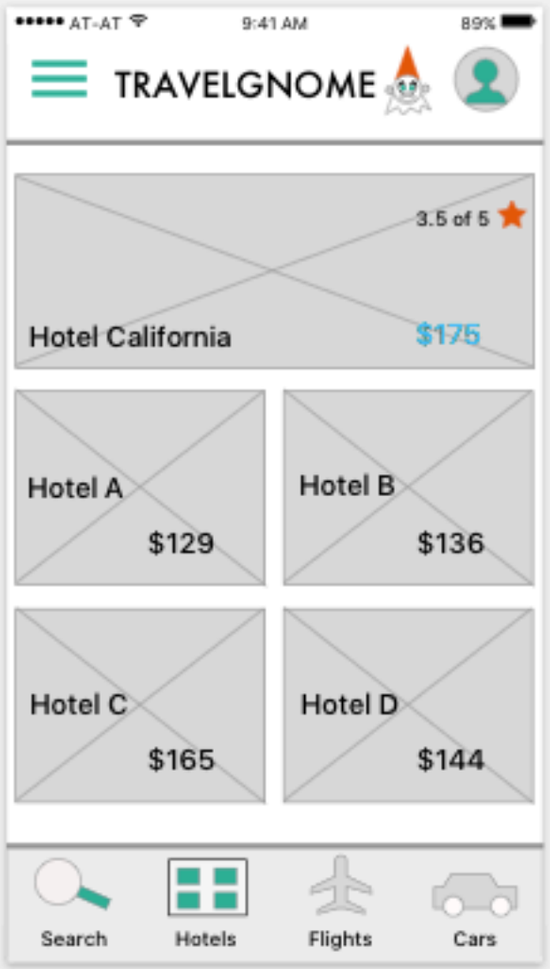


Hotel Profile

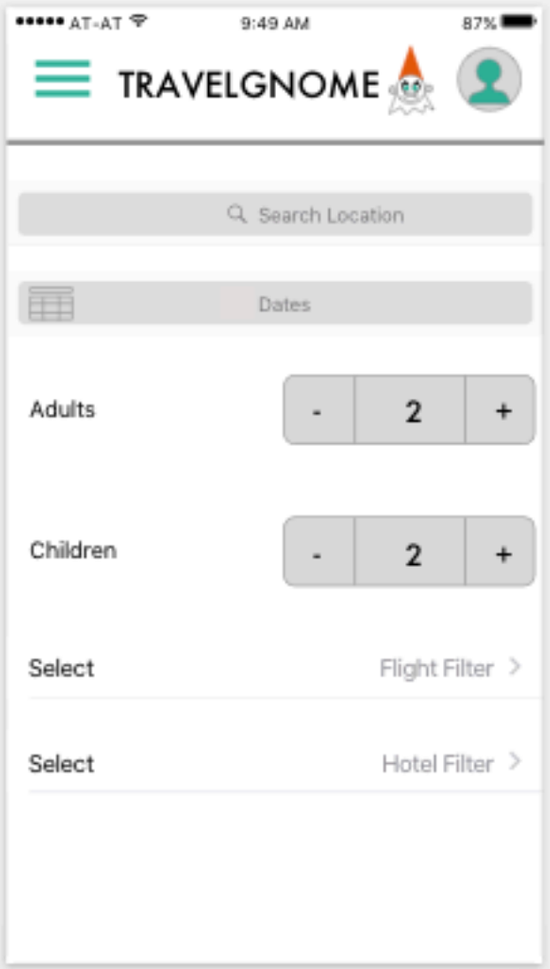


Wireframes

Home



Search

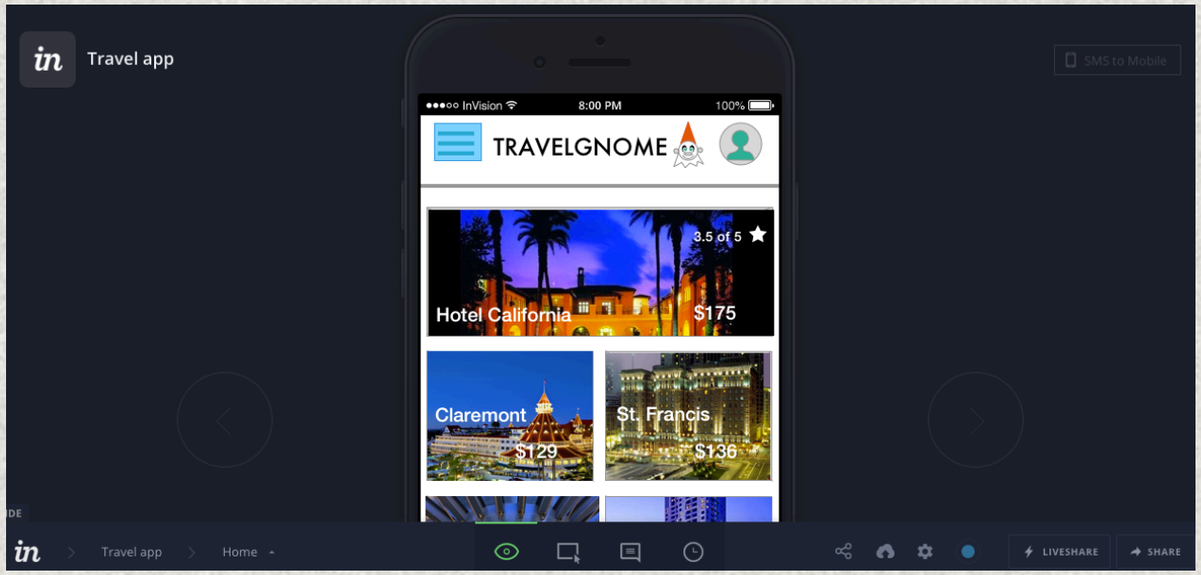


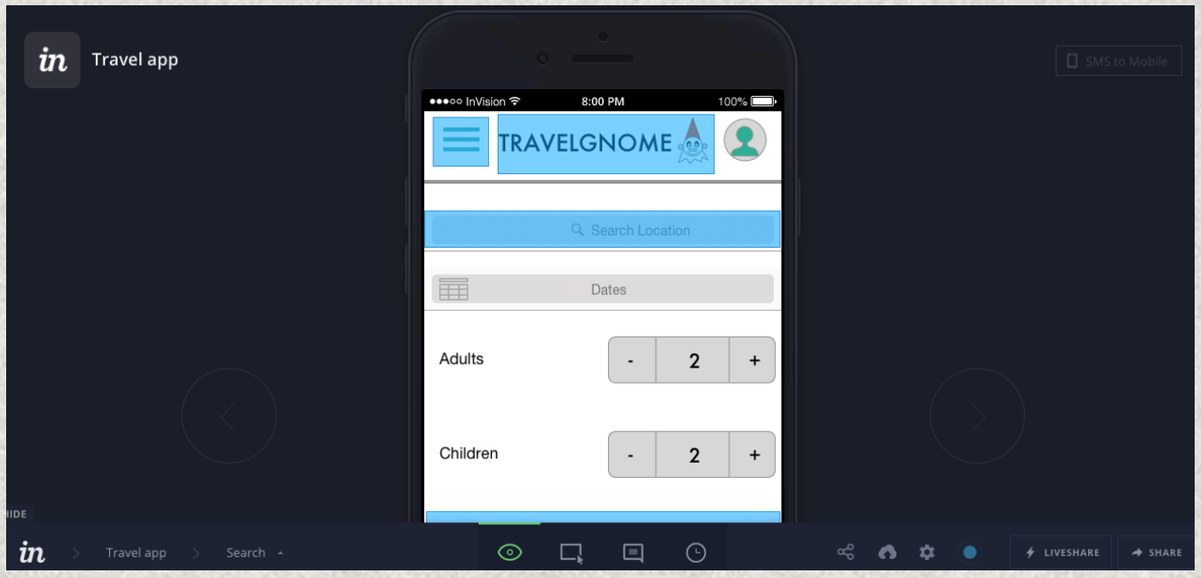
Hotel Filters

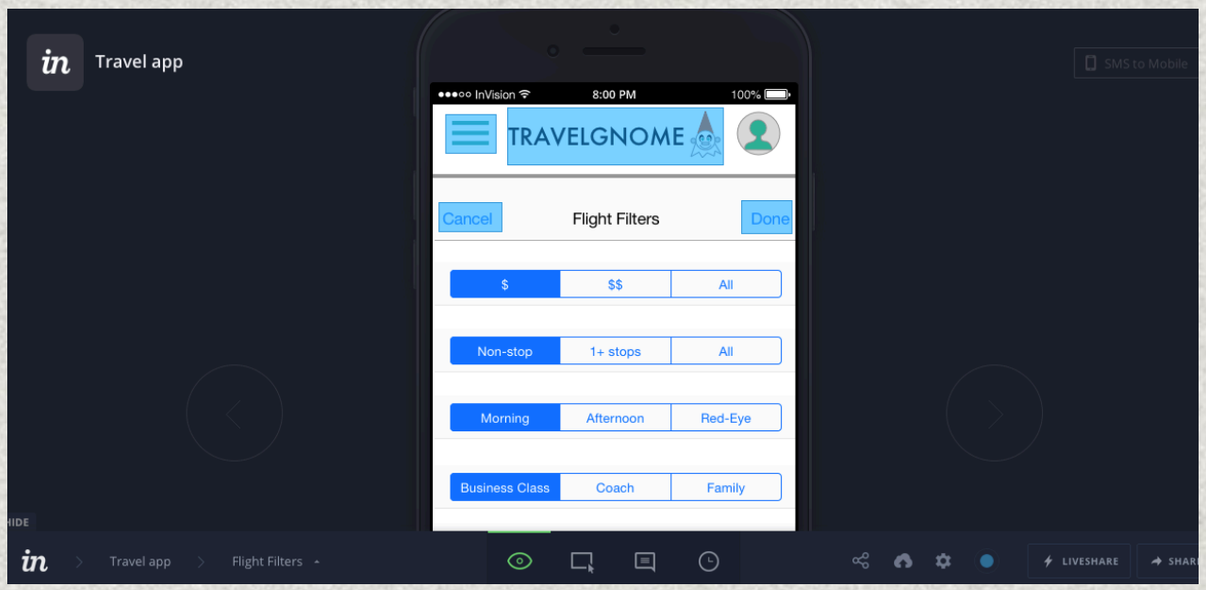
Prototype

InVision Prototype

HTTPS://INVIS.IO/7D8WEB5YK


Travel app
SMS to Mobile
InVision
8:00 PM
100%
TRAVELGNOME
3.5 of 5
Hotel California
$175
Claremont
$129
St. Francis
$136
Travel app
Home
LIVESHARE
SHARE


Travel app
SMS to Mobile
InVision
8:00 PM
100%
TRAVELGNOME
Search Location
Dates
Adults
-
2
+
Children
-
2
+
Travel app
Search
LIVESHARE
SHARE

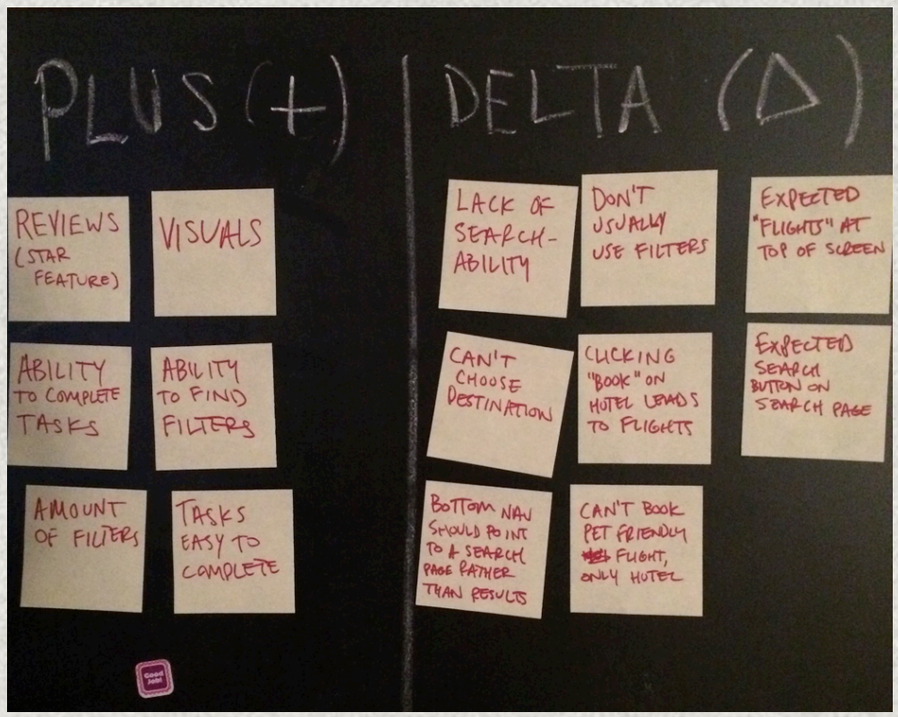

Travel app
SMS to Mobile
InVision
8:00 PM
100%
TRAVELGNOME
Cancel
Flight Filters
Done
$
$$
All
Non-stop
1+ stops
All
Morning
Afternoon
Red-Eye
Business Class
Coach
Family
Travel app
Flight Filters
LIVESHARE

Usability Test

Results

PLUS

- Reviews
- Visuals
- Completing tasks
- Using Filters



DELTA

- Lack of searchability
- Doesn’t use filters
- Can’t choose destination
- Expected “flights” at top of screen
- Expected search button on search page
- Can’t book pet friendly flight
- Bottom nav should point to search not results

Modifications post usability

- Added search button to flight and hotel search
- Added pet friendly filter on flight filters
- Linked hotel and flight nav to hotel and flight search screens