

A wide-angle photograph of a tropical island. The foreground is filled with clear, turquoise-blue ocean water. The middle ground shows a sandy beach lined with dense green tropical trees and palm trees. In the background, a large, densely forested hill rises against a bright blue sky with a few wispy clouds.

UX Design  
Laura Tu

# The Problem

Trip planning can be **overwhelming** with the amount of information that can be found through many websites. Travelers have to cross reference the research results and **compile all the information** together in order to create an itinerary.

## Why is this a problem?

- Time consuming
- Travelers have to search through multiple websites for activities and accommodations
- Cross referencing and checking reviews to compare ratings and deals
- A hassle to organize all the information found from multiple places into one itinerary



# Research

User Interviews

Competitive Analysis

“TripAdvisor is my best friend.”

“Travel blogs have a lot of ideas and itineraries.”

“Planning takes a lot of time.”

“All the information overwhelms me.”

“I spend a lot of time researching.”

“I generally use 10 major sites to plan one trip.”

# Interviews

## Key Findings

Interviewed travelers who go abroad at least once a year.

- Travelers want local experiences.
- They spend a lot of time researching things to do, duration needed in one place, modes of transportation and accommodations.
- A traveler can take up to a month's time to plan a one- to two- week trip.
- They go back and forth between websites to compare findings.
- Travelers use many traveler blogs to find more local experiences.
- They want to see itineraries from other travelers for reference.
- They are seeking an efficient way to put together an itinerary.



# Competitive Analysis

## Feature Inventory

	Ease of Use	Travel Booking	Traveler Reviews	Destination Background	Recommends Things to Do	Offers Local Day Tours	Offers Less Tourist Options	Deal Comparisons	Examples of Itineraries
 tripadvisor®	✓	✓	✓	✓	✓	✓	✗	✓	✗
 TRAVEL+LEISURE	✓	✗	✗	✓	✓	✗	✗	✗	✗
 airbnb	✓	✓	✓	✗	✓	✓	✓	✗	✗
Travel Blogger	✓	✗	✓	✓	✓	✗	✓	✗	✓
 TRAVELZOO®	✓	✓	✓	✗	✓	✓	✗	✗	✗
 zicasso HANDCRAFTED TRAVEL	✓	✗	✓	✓	✓	✗	✗	✗	✓
 YouTube	✓	✗	✓	✓	✓	✗	✓	✗	✗
 Adventurer	✓	✓	✓	✓	✓	✓	✓	✓	✓

- TripAdvisor has almost all the content travelers are looking.
- All websites are easy to navigate through.
- Many websites do not offer itinerary examples.

# Synthesize & Define

Persona

Hypothesis

Features

IA



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**Allen B.**  
Software Engineer  
33, Married

“ I like to read real traveler reviews to get the real experience of a country like the locals do. ”

## Bio

Allen is a full-time software engineer and a avid traveler. He travels internationally at least twice a year and is a self-guided traveler that doesn't like to join tour groups. For such trips, he spends months researching through Google searches, travel blogs of individuals with a similar travel style, or TripAdvisor to assemble a trip itinerary before booking any travel accommodations.

For international trips, he wants to be able to save time and quickly find sample itineraries to build off of. He often has trouble finding itineraries of travelers with a similar travel style he can trust or with local experiences that are less “touristy”.

## Frustrations

- Research and itinerary-building is time consuming due to constant cross checking information
- Can't find travelers that have similar travel style
- Hard to find local experiences

## Needs

- Needs time saving way to find reliable information
- Needs to find people with similar travel style
- Needs access to unique local experiences

# Problem Statement & Hypothesis



## Problem Statement

An international traveler needs a way to save time in putting together an itinerary because it is time consuming going through multiple sources.



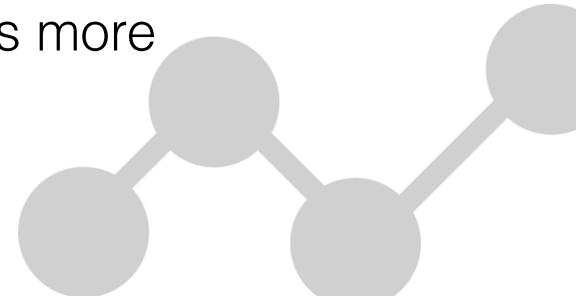
## Hypothesis

We believe that by developing a website that allows international travelers to view itineraries and reviews of other travelers in one place, building an itinerary can be easier and more effortless.



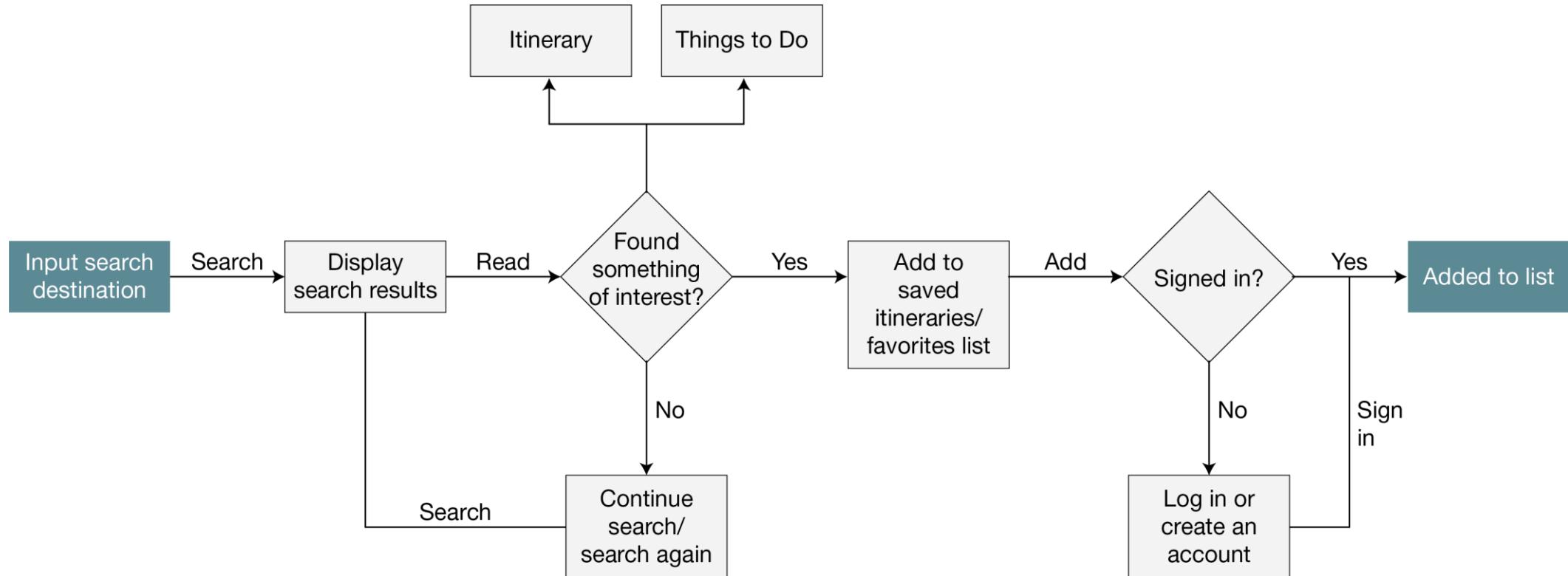
## Measurement

We will know this to be true when travelers can build their itineraries more efficiently in a shorter amount of time through this one website.



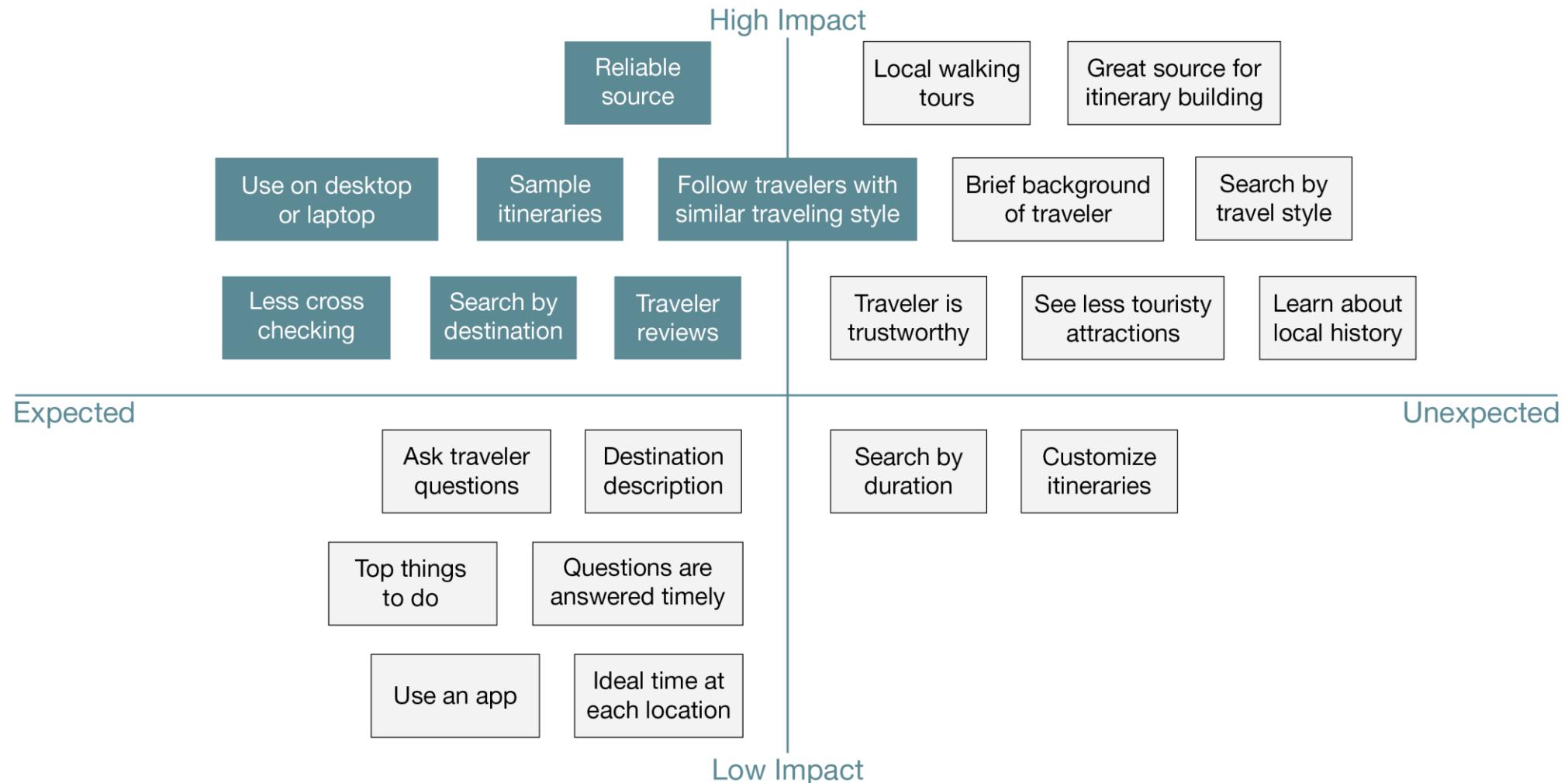
# Main User Flow

## Searching for Itinerary or Things to Do



# Minimum Viable Product

## Feature Prioritization



# Minimum Viable Product

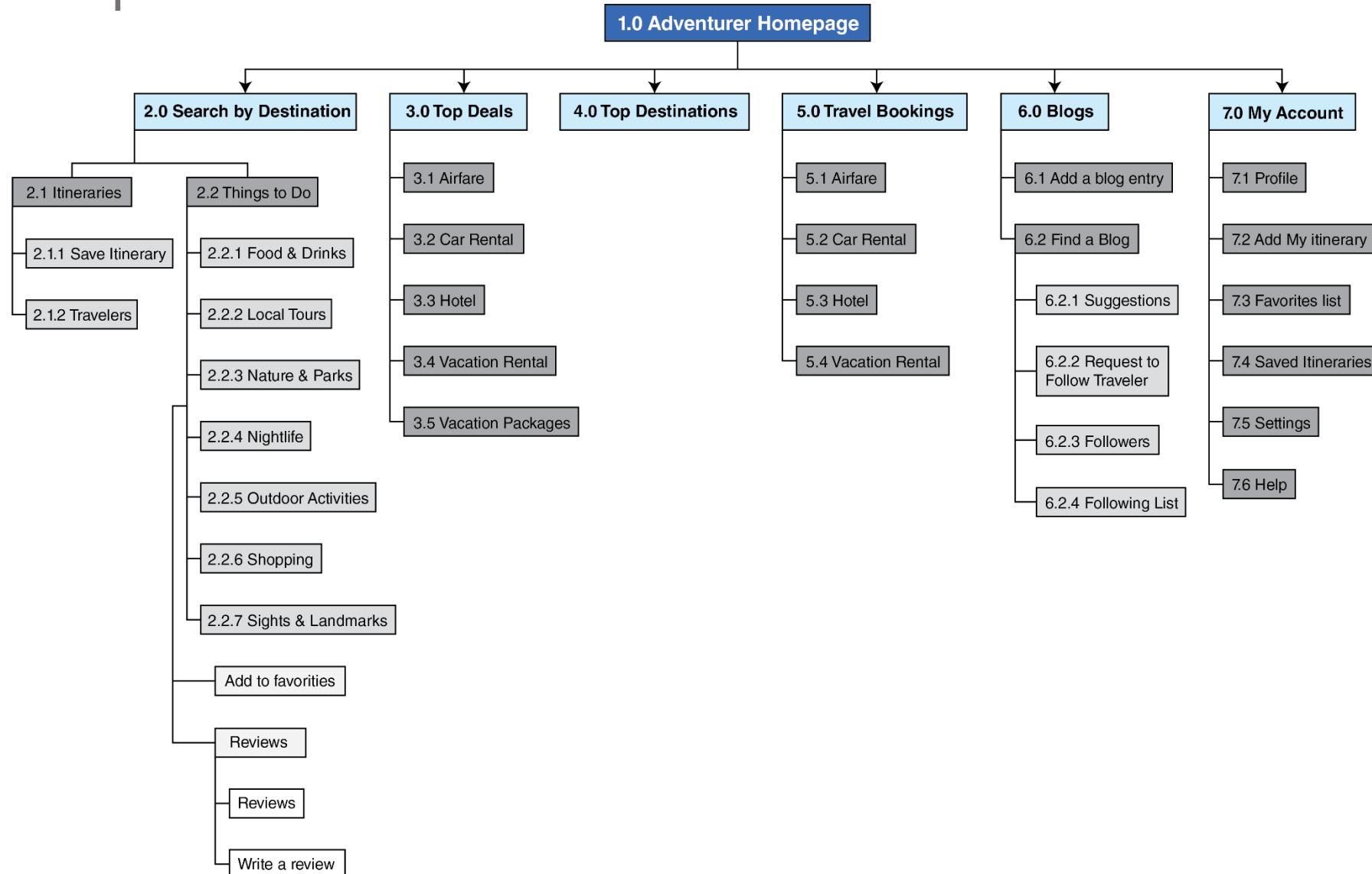
## Solution

- Creating a website that is a reliable source and a one-stop shop for travelers to plan their international trips
- Be able to search by destination
- Ease of use through a desktop or laptop
- Travelers are able to view detailed itineraries shared by other travelers
- They can read reviews on all activities and accommodations
- Be able to find travelers with a similar traveling style



# Information Architecture

## Site Map



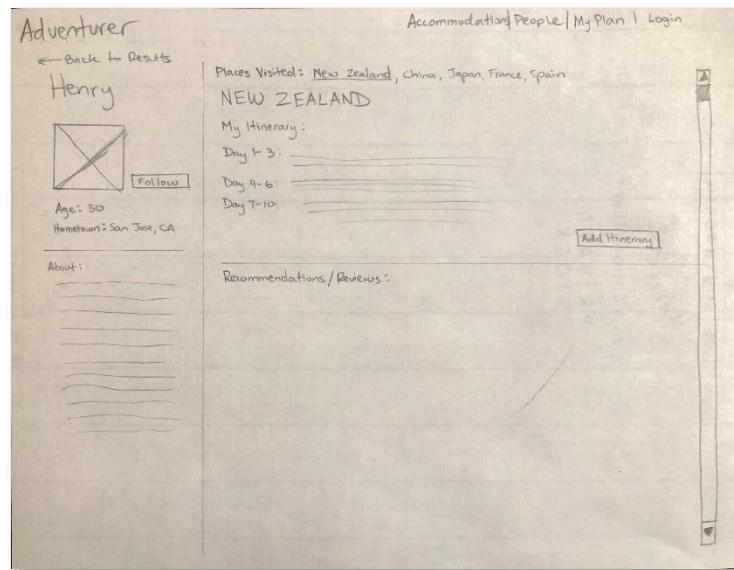
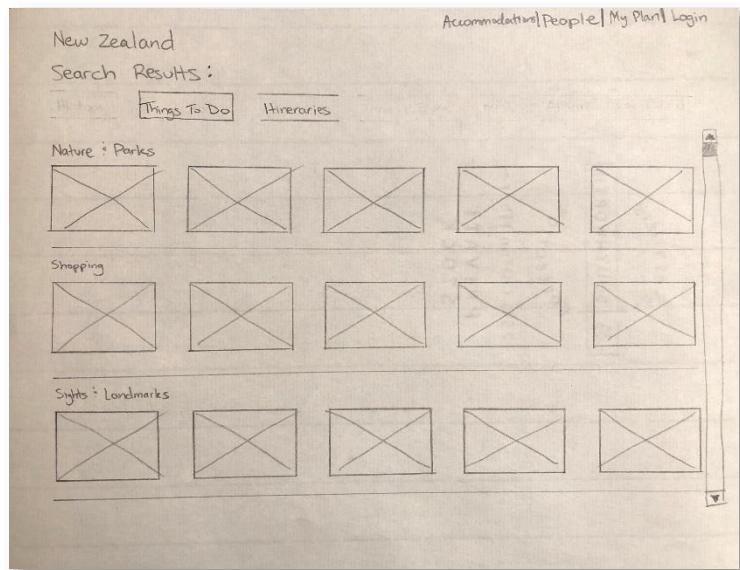
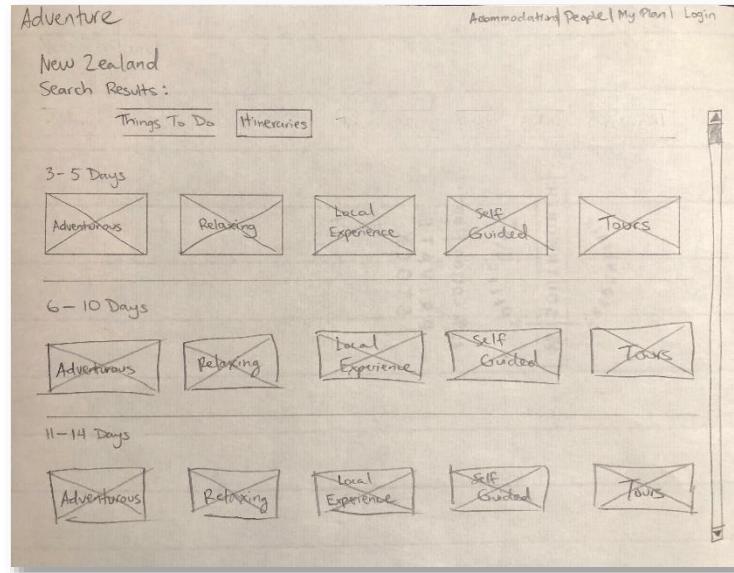
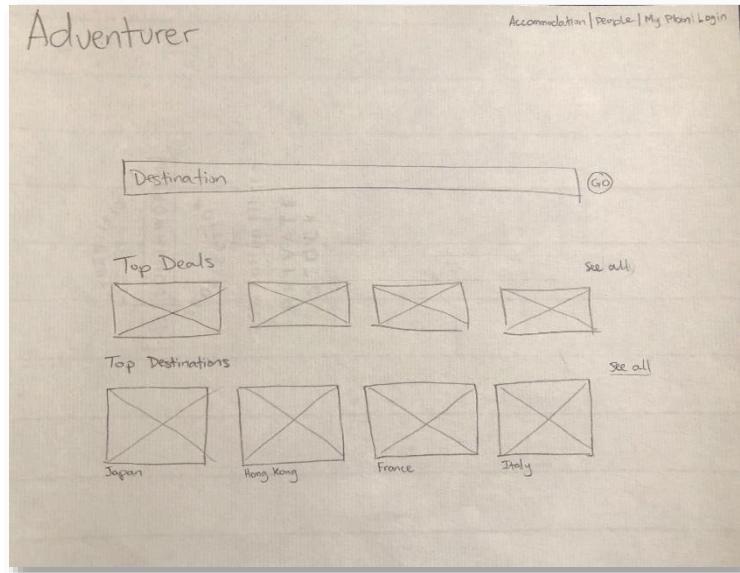
# Prototyping & User Testing

Lo-Fi

Med-Fi

Hi-Fi

# Lo-Fi Wireframes



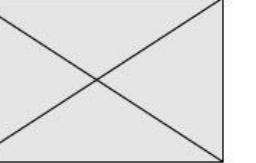
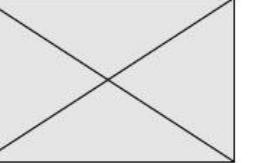
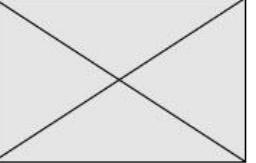
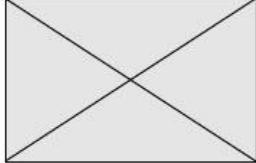
# Med-Fi Wireframes

LOGO

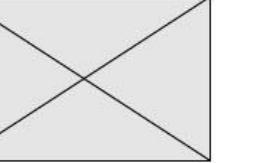
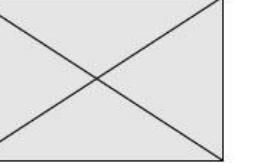
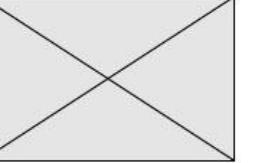
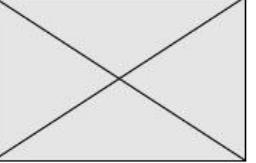
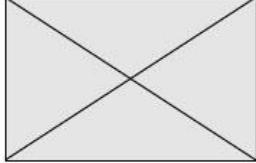
Bookings   Blogs / People   My Plan   Log in

SEARCH BAR   SEARCH

TOP DEALS   SEE ALL



TOP DESTINATIONS   SEE ALL



# Med-Fi Wireframes

LOGO Bookings Blogs / People My Plan Log in

SEARCH BAR SEARCH

SEARCH RESULTS:  
ITINERARIES THINGS TO DO

1 to 3 Days SEE ALL

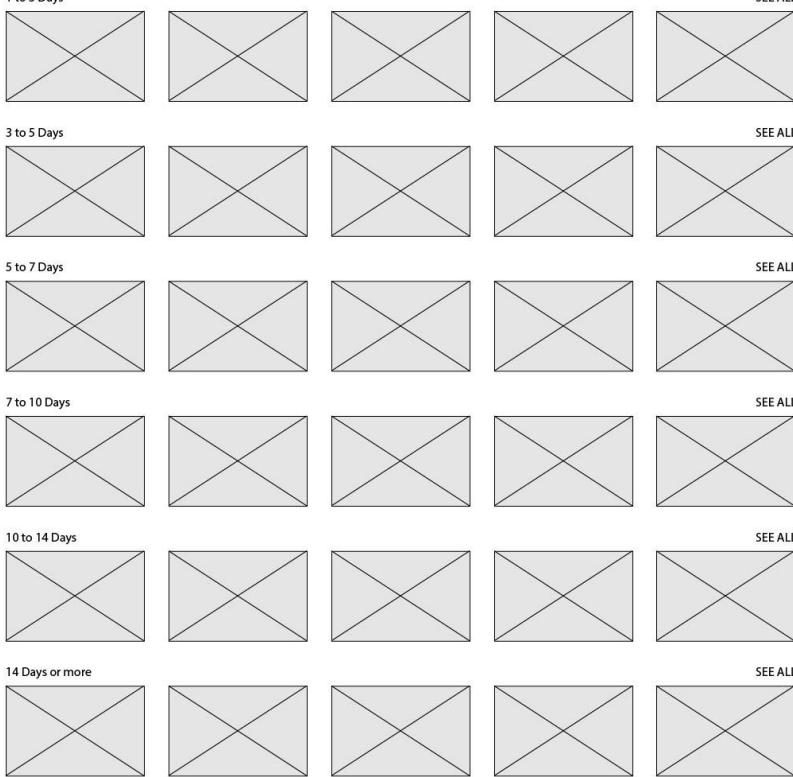
3 to 5 Days SEE ALL

5 to 7 Days SEE ALL

7 to 10 Days SEE ALL

10 to 14 Days SEE ALL

14 Days or more SEE ALL



LOGO Bookings Blogs / People My Plan Log in

SEARCH BAR SEARCH

SEARCH RESULTS:  
ITINERARIES THINGS TO DO

FOOD & DRINKS SEE ALL

LOCAL TOURS SEE ALL

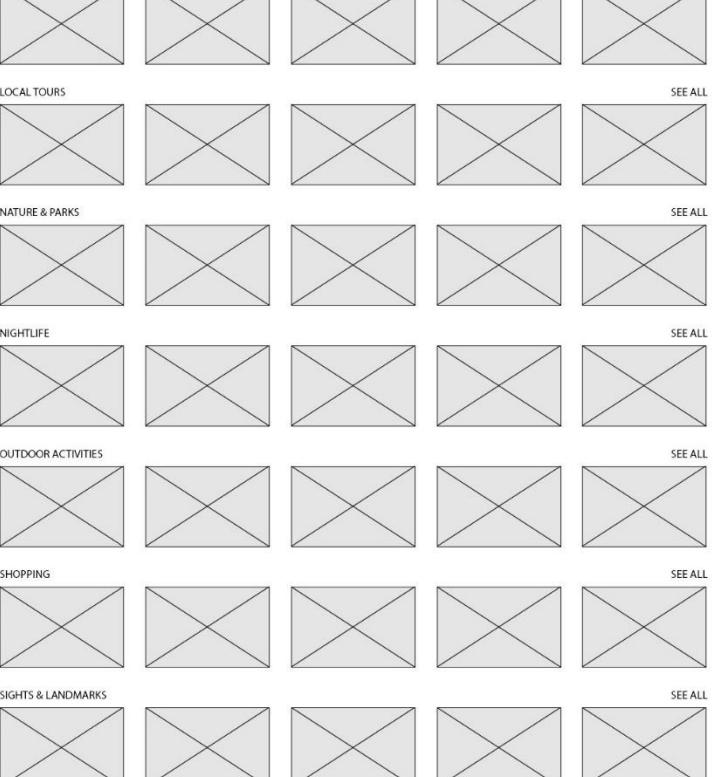
NATURE & PARKS SEE ALL

NIGHTLIFE SEE ALL

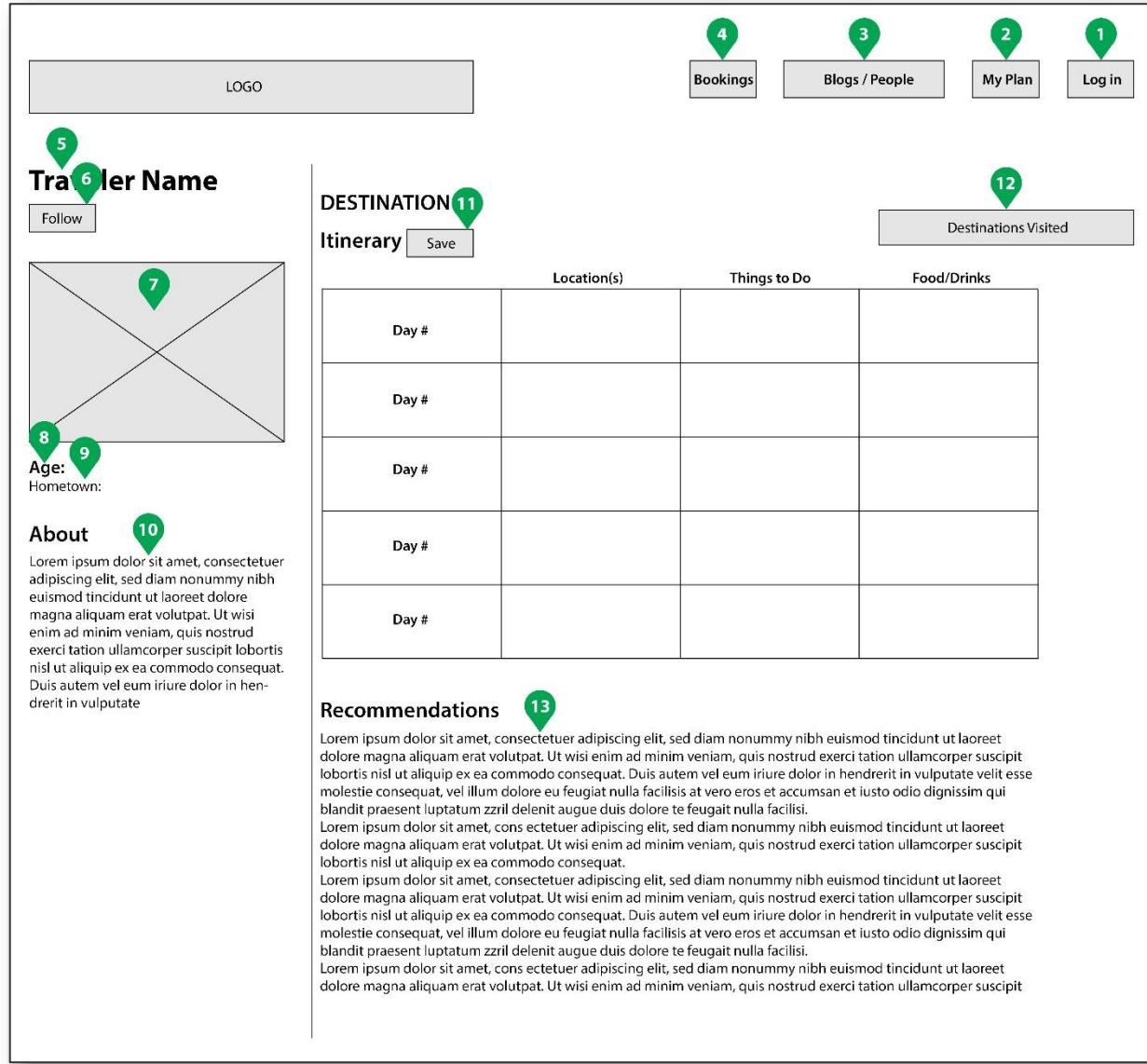
OUTDOOR ACTIVITIES SEE ALL

SHOPPING SEE ALL

SIGHTS & LANDMARKS SEE ALL



# Med-Fi Wireframes



The wireframe illustrates two main screens:

- Traveler Profile Screen:**
  - Header: LOGO
  - Section 1: Traveler Name (with Follow button) and Photo (marked 7)
  - Section 2: Age: [Input] and Hometown: [Input] (marked 8 and 9)
  - Section 3: About [Text area] (marked 10)
  - Section 4: Recommendations [Text area] (marked 13)
- Itinerary Planner Screen:**
  - Header: Bookings (marked 4), Blogs / People (marked 3), My Plan (marked 2), Log in (marked 1)
  - Section 1: DESTINATION (marked 11) with Itinerary [Save] button
  - Section 2: Destinations Visited (marked 12)
  - Section 3: Itinerary Table (5 rows):
 

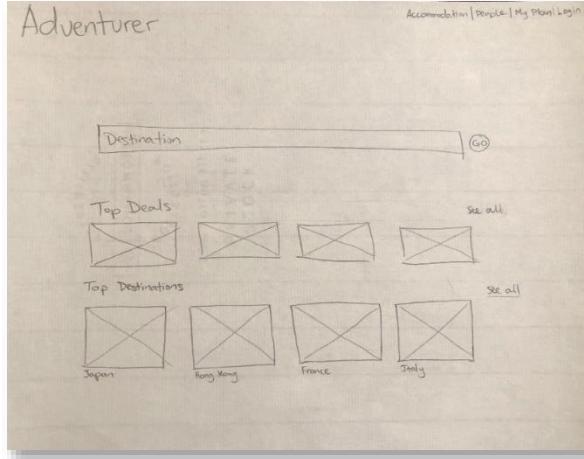
Day #	Location(s)	Things to Do	Food/Drinks
Day #			

## Annotations

1. **Log in icon** - screen should change to page
2. **My Plan icon** - screen should change to page
3. **Blogs/People icon** - screen should change to search page
4. **Bookings icon** - screen should change to search page
5. **Traveler Name** - (only)
6. **Follow traveler** - save traveler to following list
7. **Photo of traveler's choosing** - Defaults to the photo designated by user
8. **Age of traveler** - (extracted from the DOB)
9. **Hometown** - (extracted from city of user)
10. **About** - defaults to inputted text by user
11. **Save itinerary** - save the current displayed itinerary to "My Plan"
12. **Destinations Visited** - drop down menu of added destinations by user
13. **Recommendations** - text added by user

# Hi-Fi Wireframes

## Lo-Fi Wireframe



## Hi-Fi Wireframe

A high-fidelity wireframe of the homepage. It includes a header with the "Adventurer" logo and three navigation buttons: "Travel Bookings", "Blogs / People", and "My Account". Below the header is a search bar with the placeholder "Enter a Destination" and a green "Search" button. The main content area features sections for "TOP DEALS" (Airfare, Hotels, Car Rentals, Vacation Rentals, SEE ALL) and "TOP DESTINATIONS" (Hawaii, Brazil, Hong Kong, France, Japan, SEE ALL). Each destination section contains a placeholder image and the name of the destination.

## Med-Fi Wireframe

A medium-fidelity wireframe of the homepage. It has a header with a "LOGO" placeholder, and navigation buttons for "Bookings", "Blogs / People", "My Plan", and "Log in". Below the header is a search bar with a "SEARCH" button. The main content area features sections for "TOP DEALS" and "TOP DESTINATIONS", each with five placeholder boxes and a "SEE ALL" link. The wireframe uses a light gray background for the main content area.

# Hi-Fi Wireframes

Travel Bookings   Blogs / People   My Account

Enter a Destination  Search

Search Results for **Barcelona, Spain:**

**ITINERARIES**   **THINGS TO DO**

**1 to 3 Days**

     SEE ALL

**3 to 5 Days**

     SEE ALL

**5 to 7 Days**

     SEE ALL

**7 to 10 Days**

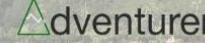
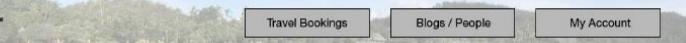
     SEE ALL

**10 to 14 Days**

     SEE ALL

**14 Days or more**

     SEE ALL

Travel Bookings   Blogs / People   My Account

Enter a Destination  Search

Search Results for **Barcelona, Spain:**

**ITINERARIES**   **THINGS TO DO**

**FOOD & DRINKS**

     SEE ALL

**LOCAL TOURS**

     SEE ALL

**NATURE & PARKS**

     SEE ALL

**NIGHTLIFE**

     SEE ALL

**OUTDOOR ACTIVITIES**

     SEE ALL

**SHOPPING**

     SEE ALL

**SIGHTS & LANDMARKS**

     SEE ALL

# Hi-Fi Wireframes

 [Travel Bookings](#) [Blogs / People](#) [My Account](#)

## Barcelona, Spain

[← BACK TO SEARCH RESULTS](#)

**Itinerary - Type** [Save](#)

3 to 5 Days

	Location(s)	Things to Do	Food/Drinks
Day 1	Barcelona	- Placa de Catalunya - Las Ramblas - Cathedral of Barcelona	- El Born (harborfront) - Tapas
Day 2	Barcelona, Old City	- Palace of Catalan Music - Picasso Museum - Shopping	- Barri Gotic - Bar Hopping in El Born
Day 3	Barcelona, Modernisme	- La Pedrera - Casa Batllo - Caa Amatller	- Eixample
Day 4	Barcelona, Montjuic and Barceloneta	- Montjuic (top to bottom) - Las Arenas - Cable car ride	- Seafood Dinner
Day 5	Montserrat	- Mountaintop Monastery - Hike	- Paella - Sangrias - Tapas

Travelers who have been to Barcelona, Spain:

- Traveler 1**  
Travel Style: Adventurous
- Traveler 2**  
Travel Style: Budget Friendly
- Traveler 3**  
Travel Style: Relaxing
- Traveler 4**  
Travel Style: Luxurious

 [Travel Bookings](#) [Blogs / People](#) [My Account](#)

[← BACK TO ITINERARY](#)

## Traveler Name

[Follow](#)



**BARCELONA, SPAIN**

**Itinerary** [Save](#) [Destinations Visited](#)

Day	Location(s)	Things to Do	Food/Drinks
Day 1	Barcelona	- Placa de Catalunya - Las Ramblas - Cathedral of Barcelona	- El Born (harborfront) - Tapas
Day 2	Barcelona, Old City	- Palace of Catalan Music - Picasso Museum - Shopping	- Barri Gotic - Bar Hopping in El Born
Day 3	Barcelona, Modernisme	- La Pedrera - Casa Batllo - Caa Amatller	- Eixample
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Day 5	Montserrat	- Mountaintop Monastery - Hike	- Paella - Sangrias - Tapas

**About**

Age: 30  
Hometown: Sydney, Australia  
Travel Style: Adventurous

My name is Traveler Name and I am a 20-something Australian born engineer in the midst of a never-ending love affair with solo world travel. With a passion for exploring the planet and bringing new new innovations into the world, I spend half my life tinkering and the other half globe trotting.

I have travelled across five continents but in 2017 I will visit them all!

**Recommendations**

If you simply want to kick back without an agenda, go to welcoming Sitges, which has frequent 30-minute train service from Barcelona. Sitges has jet-set status, but it's hung on to its Old World charm while managing to be both family- and gay-friendly.

There are Modernista-style mansions here and a few worthy little museums, but I recommend just poking around the old town's whitewashed streets, crammed with cafés and boutiques. Then head for the water to soak up the sun, sea, and sand.

Nine beaches, separated by breakwaters, extend southward from town (the last three are intimate and cove-like). Stroll down the seaside promenade or rent a beach chair for some extreme relaxing. Along the way, you have your choice of restaurants and chiringuitos (beachfront bars) for tapas, paella, and drinks.

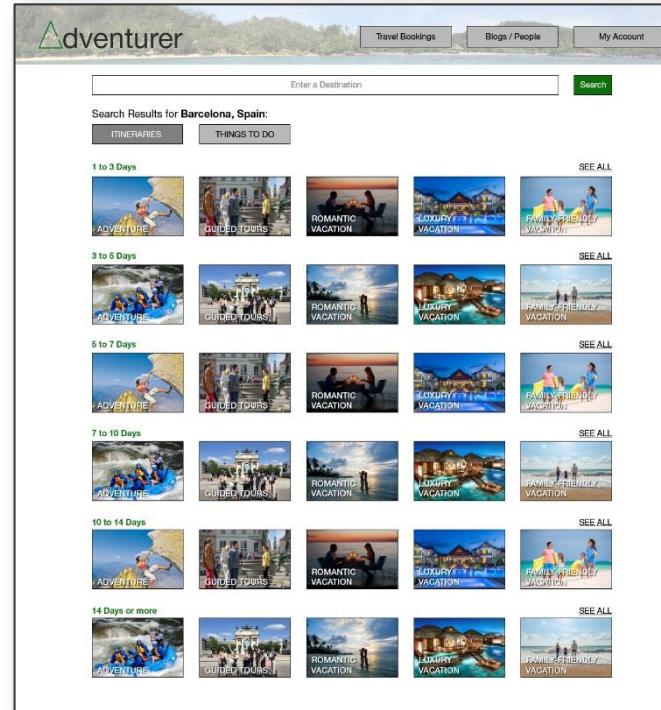
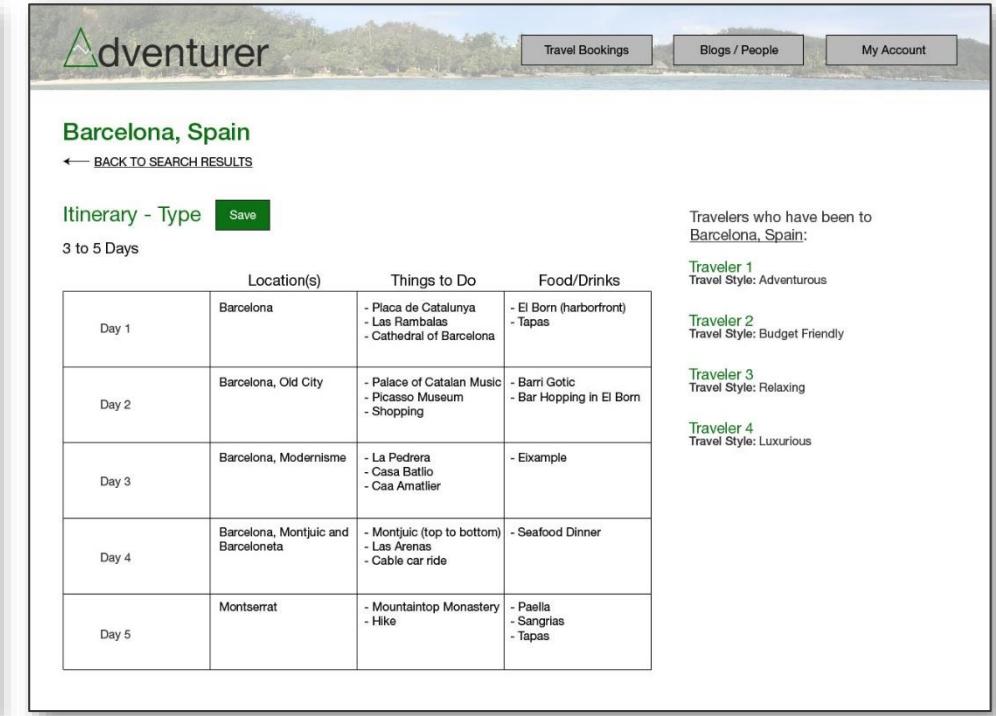
Skipping out of Barcelona for the day is easy. Whether you experience the sacred, the surreal, or the seaside, you'll return to the city recharged and ready for whatever it has in store.

[More Recommendations](#)

# User Testing

## TASKS:

- Find a 3-5 day itinerary and save it
- Find an outdoor activity
- Find a traveler to follow

Day	Location(s)	Things to Do	Food/Drinks
Day 1	Barcelona	- Placa de Catalunya - Las Ramblas - Cathedral of Barcelona	- El Born (harborfront) - Tapas
Day 2	Barcelona, Old City	- Palace of Catalan Music - Picasso Museum - Shopping	- Barri Gotic - Bar Hopping in El Born
Day 3	Barcelona, Modernisme	- La Pedrera - Casa Batllo - Caa Amatller	- Eixample
Day 4	Barcelona, Montjuic and Barceloneta	- Montjuic (top to bottom) - Las Arenas - Cable car ride	- Seafood Dinner
Day 5	Montserrat	- Mountaintop Monastery - Hike	- Paella - Sangrias - Tapas

## InVision Prototype:

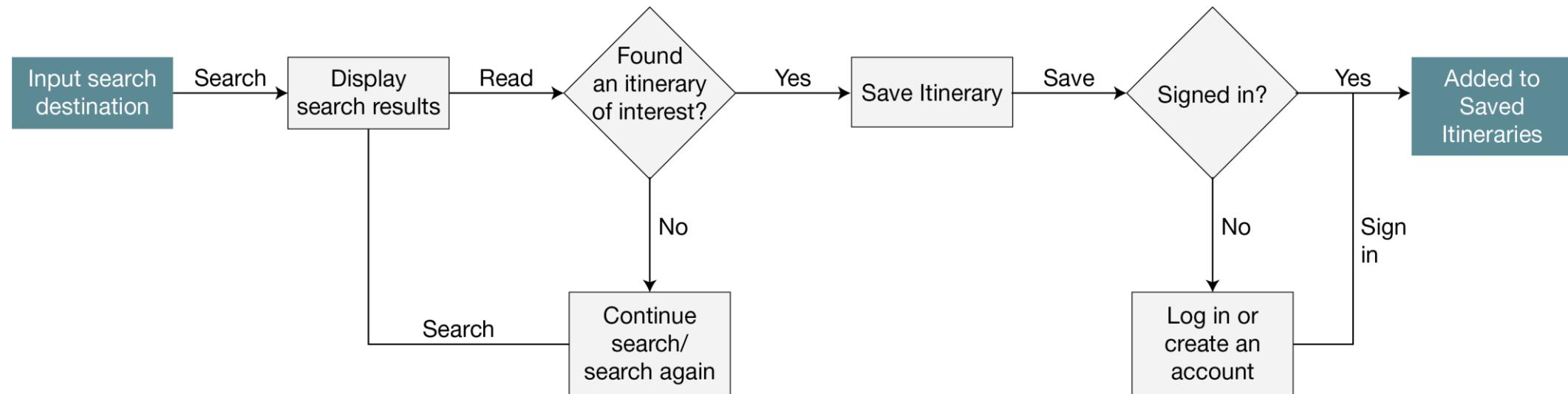
<https://invis.io/9RNEI9NKEYW>

- “I find the Things to Do tab to be counter-intuitive.”
- Users tend to go to Itineraries to find things to do.
- Users liked the graphics and images.

- There should be more than one itinerary option to choose from.
- “I want to see images for the things to do so I know what they are.”
- Missing transportation and accommodations
- Users want to see more background information on travel bloggers.

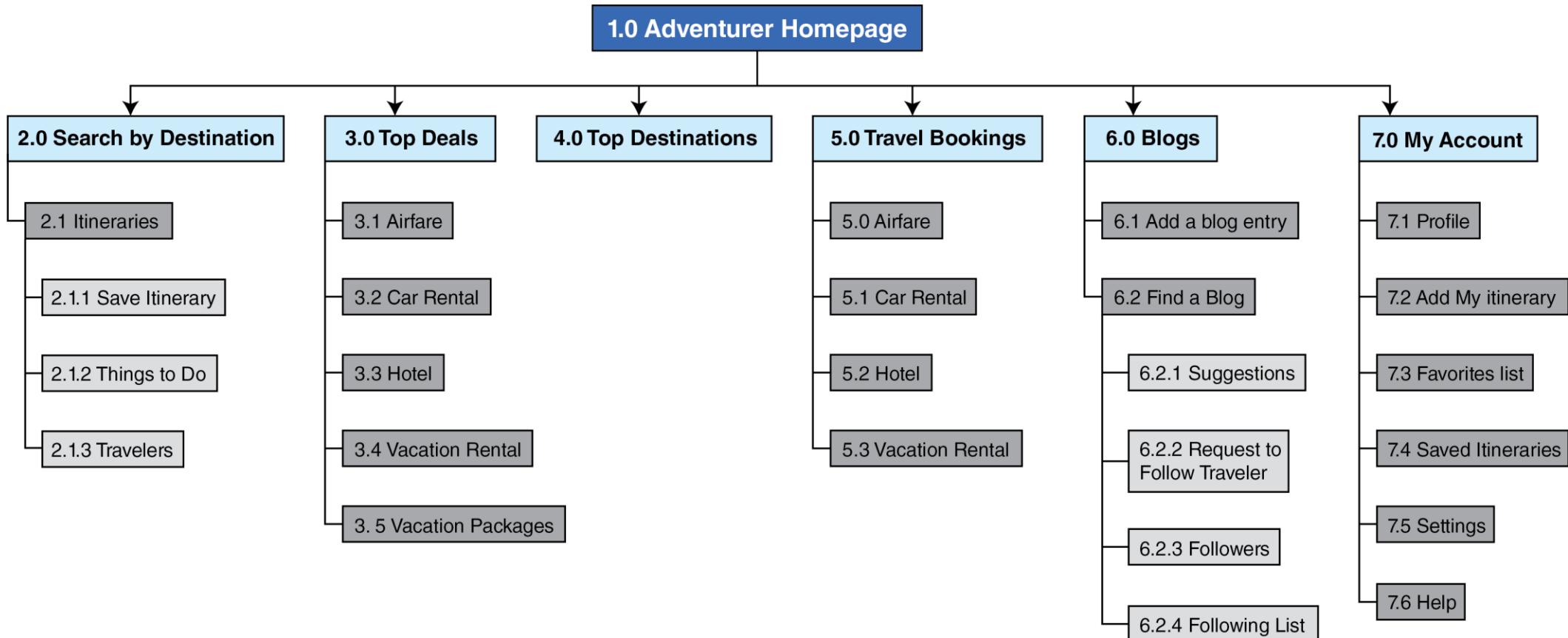
# Usability Test Results

## Updated User Flow – Search for an Itinerary

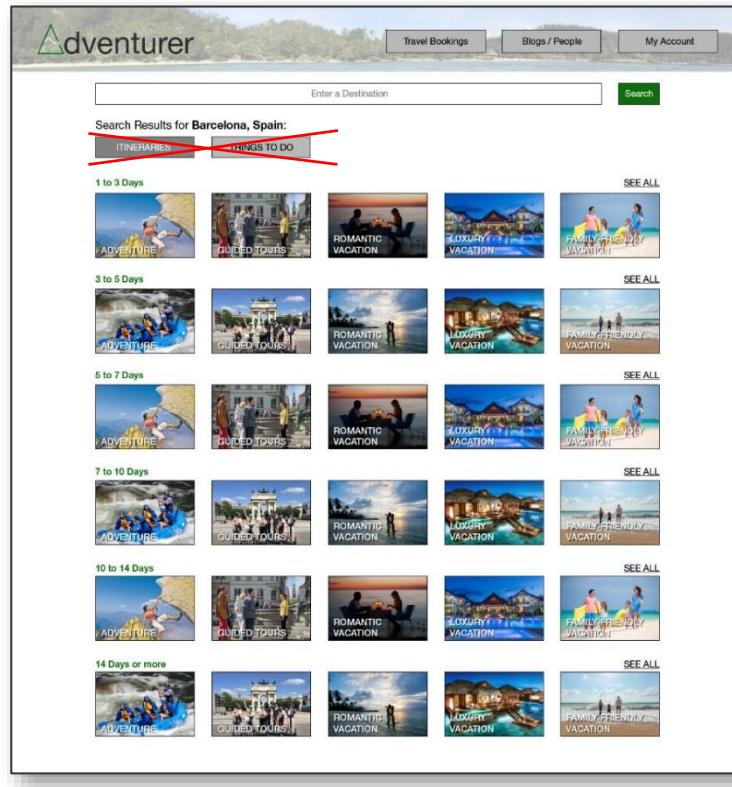


# Usability Test Results

## Updated Site Map



# Hi-Fi Wireframes (revised)



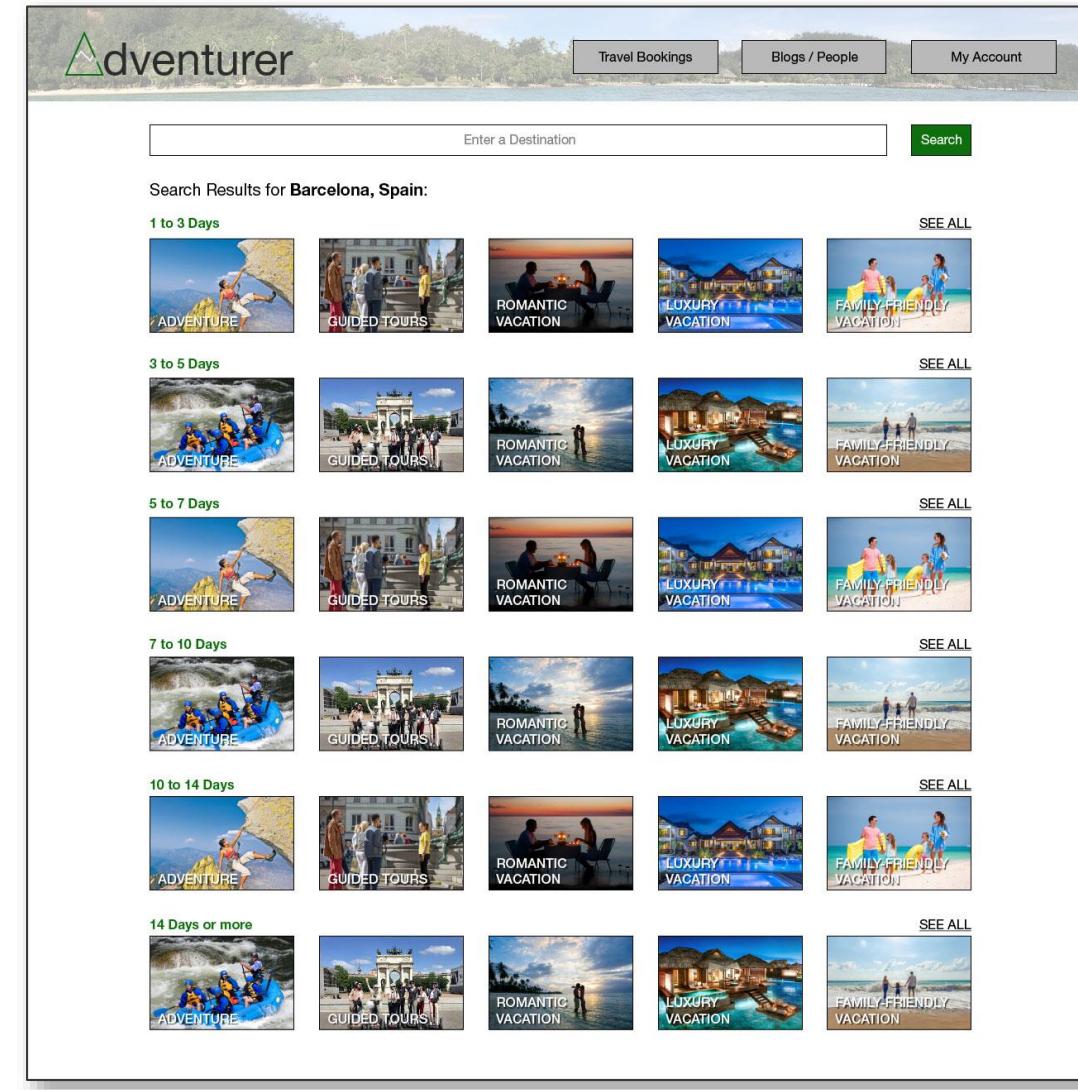
Search Results for **Barcelona, Spain:**

**ITINERARIES** **THINGS TO DO** (highlighted)

Duration	Adventure	Guided Tours	Romantic Vacation	Luxury Vacation	Family-Friendly Vacation	SEE ALL
1 to 3 Days						<a href="#">SEE ALL</a>
3 to 5 Days						<a href="#">SEE ALL</a>
5 to 7 Days						<a href="#">SEE ALL</a>
7 to 10 Days						<a href="#">SEE ALL</a>
10 to 14 Days						<a href="#">SEE ALL</a>
14 Days or more						<a href="#">SEE ALL</a>

## Update:

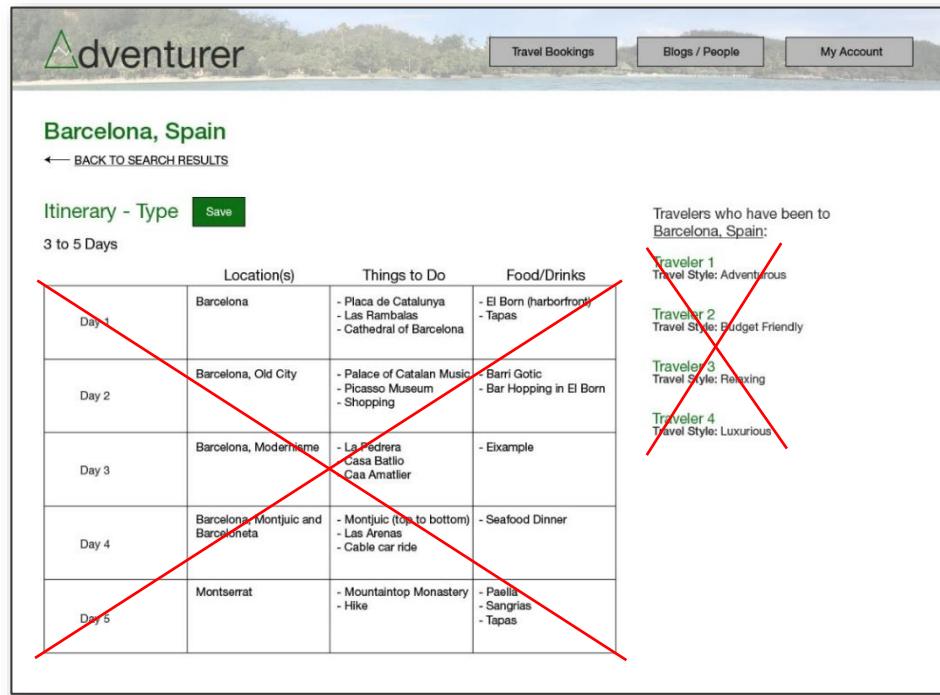
Removed the “Things to Do” button all together to make page simpler



Search Results for **Barcelona, Spain:**

Duration	Adventure	Guided Tours	Romantic Vacation	Luxury Vacation	Family-Friendly Vacation	SEE ALL
1 to 3 Days						<a href="#">SEE ALL</a>
3 to 5 Days						<a href="#">SEE ALL</a>
5 to 7 Days						<a href="#">SEE ALL</a>
7 to 10 Days						<a href="#">SEE ALL</a>
10 to 14 Days						<a href="#">SEE ALL</a>
14 Days or more						<a href="#">SEE ALL</a>

# Hi-Fi Wireframes (revised)



**Barcelona, Spain**

← BACK TO SEARCH RESULTS

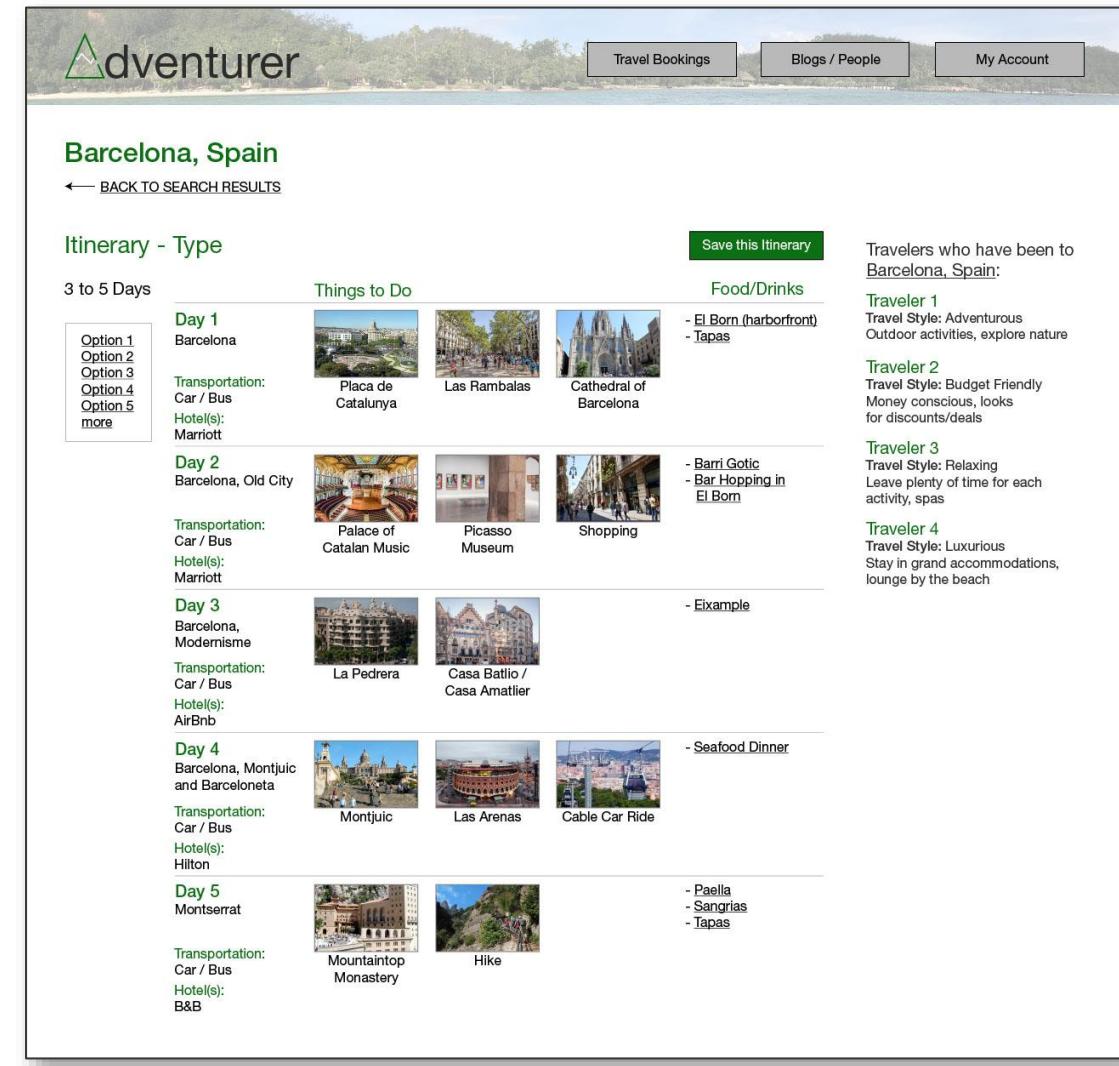
**Itinerary - Type** Save

3 to 5 Days

	Location(s)	Things to Do	Food/Drinks
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Day 2	Barcelona, Old City	- Palace of Catalan Music - Picasso Museum - Shopping	- Barri Gotic - Bar Hopping in El Born
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Day 5	Montserrat	- Mountaintop Monastery - Hike	- Paella - Sangrias - Tapas

Travelers who have been to Barcelona, Spain:

- Traveler 1 Travel Style: Adventurous
- Traveler 2 Travel Style: Budget Friendly
- Traveler 3 Travel Style: Relaxing
- Traveler 4 Travel Style: Luxurious

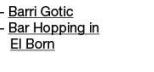


**Barcelona, Spain**

← BACK TO SEARCH RESULTS

**Itinerary - Type** Save this Itinerary

3 to 5 Days

	Things to Do	Food/Drinks
<b>Day 1</b> Barcelona	  	- El Born (harborfront) - Tapas
<b>Day 2</b> Barcelona, Old City	  	- Barri Gotic - Bar Hopping in El Born
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<b>Day 4</b> Barcelona, Montjuic and Barceloneta	  	- Seafood Dinner
<b>Day 5</b> Montserrat	 	- Paella - Sangrias - Tapas

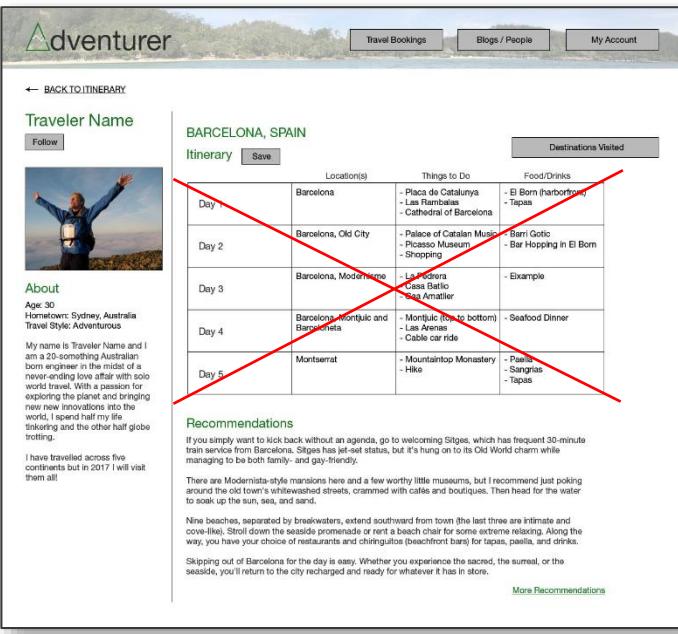
Travelers who have been to Barcelona, Spain:

- Traveler 1**  
Travel Style: Adventurous  
Outdoor activities, explore nature
- Traveler 2**  
Travel Style: Budget Friendly  
Money conscious, looks for discounts/deals
- Traveler 3**  
Travel Style: Relaxing  
Leave plenty of time for each activity, spas
- Traveler 4**  
Travel Style: Luxurious  
Stay in grand accommodations, lounge by the beach

## Update:

- Added photos of the activities in “Things to Do” column
- Added transportation and hotel suggestions
- Provided more itinerary options to choose from
- Included more background on travel blogger’s style

# Hi-Fi Wireframes (revised)



**Traveler Name**

**BARCELONA, SPAIN**

**Itinerary** **Save** **Destinations Visited**

Day	Location(s)	Things to Do	Food/Drinks
Day 1	Barcelona	- Placa de Catalunya - Las Ramblas - Cathedral of Barcelona	- El Born (harborfront) - Tapas
Day 2	Barcelona, Old City	- Palace of Catalan Music - Picasso Museum - Shopping	- Barri Gotic - Bar Hopping in El Born
Day 3	Barcelona, Modernisme	- La Pedrera - Casa Batllo - Casa Amatller	- Example
Day 4	Barcelona, Montjuic and Barceloneta	- Montjuic (top to bottom) - Las Arenes - Cable car ride	- Seafood Dinner
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**Recommendations**

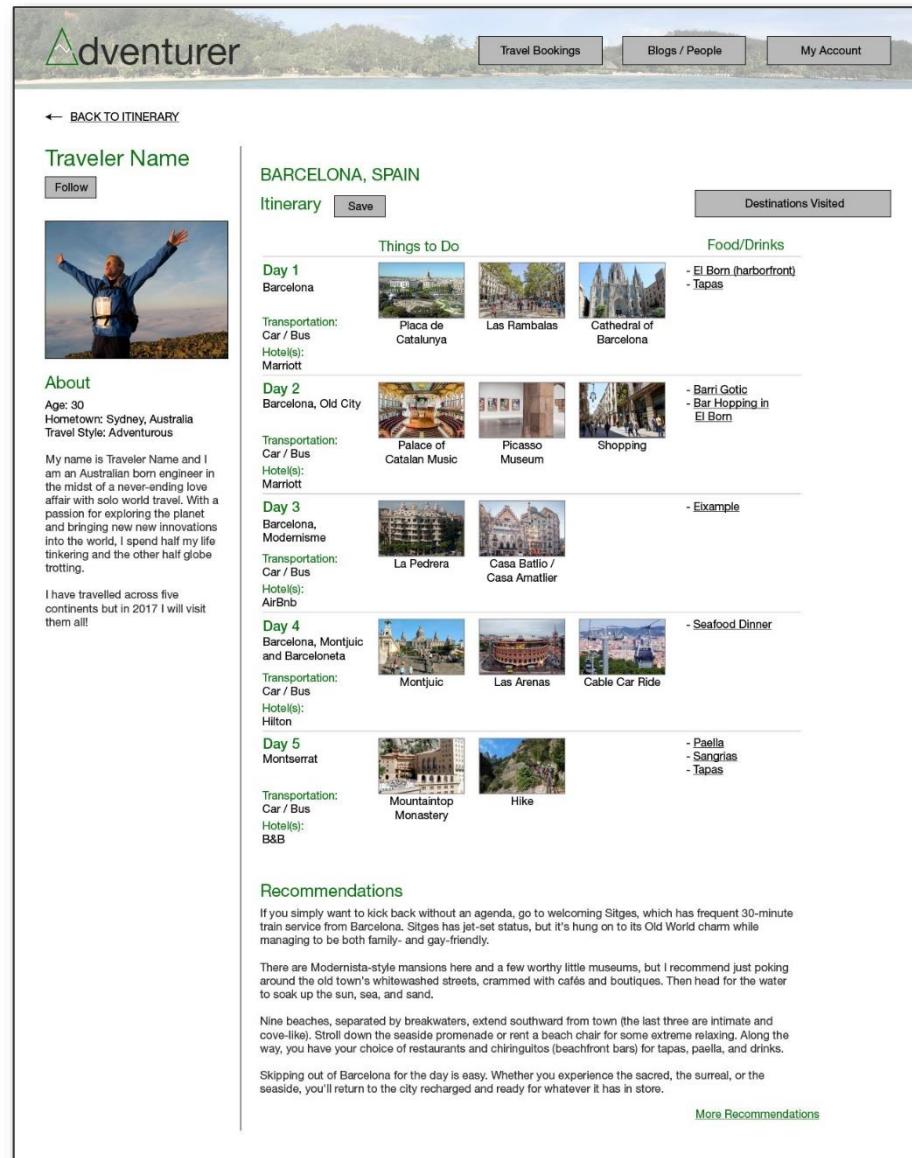
If you simply want to kick back without an agenda, go to welcoming Sitges, which has frequent 30-minute train service from Barcelona. Sitges has jet-set status, but it's hung on to its Old World charm while managing to be both family- and gay-friendly.

There are Modernista-style mansions here and a few worthy little museums, but I recommend just poking around the old town's whitewashed streets, crammed with cafés and boutiques. Then head for the water to soak up the sun, sea, and sand.

Nine beaches, separated by breakwaters, extend southward from town (the last three are intimate and cove-like). Stroll down the seaside promenade or rent a beach chair for some extreme relaxing. Along the way, you have your choice of restaurants and chiringuitos (beachfront bars) for tapas, paella, and drinks.

Skipping out of Barcelona for the day is easy. Whether you experience the sacred, the surreal, or the seaside, you'll return to the city recharged and ready for whatever it has in store.

[More Recommendations](#)



**Traveler Name**

**BARCELONA, SPAIN**

**Itinerary** **Save** **Destinations Visited**

Day	Location(s)	Things to Do	Food/Drinks
Day 1	Barcelona	- Placa de Catalunya	- El Born (harborfront) - Tapas
Day 2	Barcelona, Old City	- Palace of Catalan Music - Picasso Museum	- Barri Gotic - Bar Hopping in El Born
Day 3	Barcelona, Modernisme	- La Pedrera - Casa Batllo - Casa Amatller	- Example
Day 4	Barcelona, Montjuic and Barceloneta	- Montjuic (top to bottom) - Las Arenes - Cable car ride	- Seafood Dinner
Day 5	Montserrat	- Mountaintop Monastery - Hike	- Paella - Sangrias - Tapas

**About**

Age: 30  
Hometown: Sydney, Australia  
Travel Style: Adventurous

My name is Traveler Name and I am a 20-something Australian born engineer in the midst of a never-ending love affair with solo world travel. With a passion for exploring the planet and bringing new new innovations into the world, I spend half my life tinkering and the other half globe trotting.

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## Update:

Transferred the same revised itinerary format to the traveler's page