

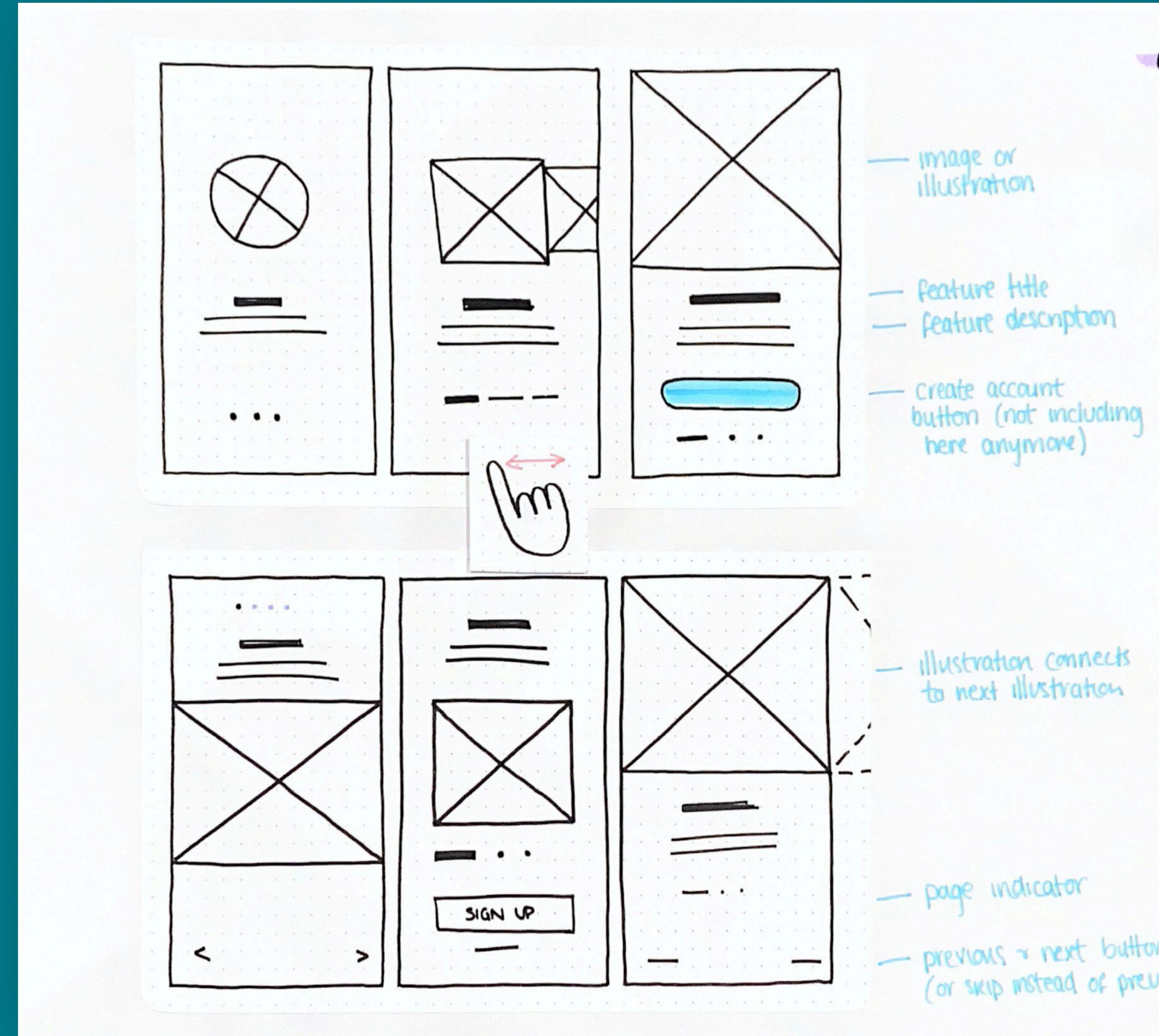


# Hidden Sketchbook

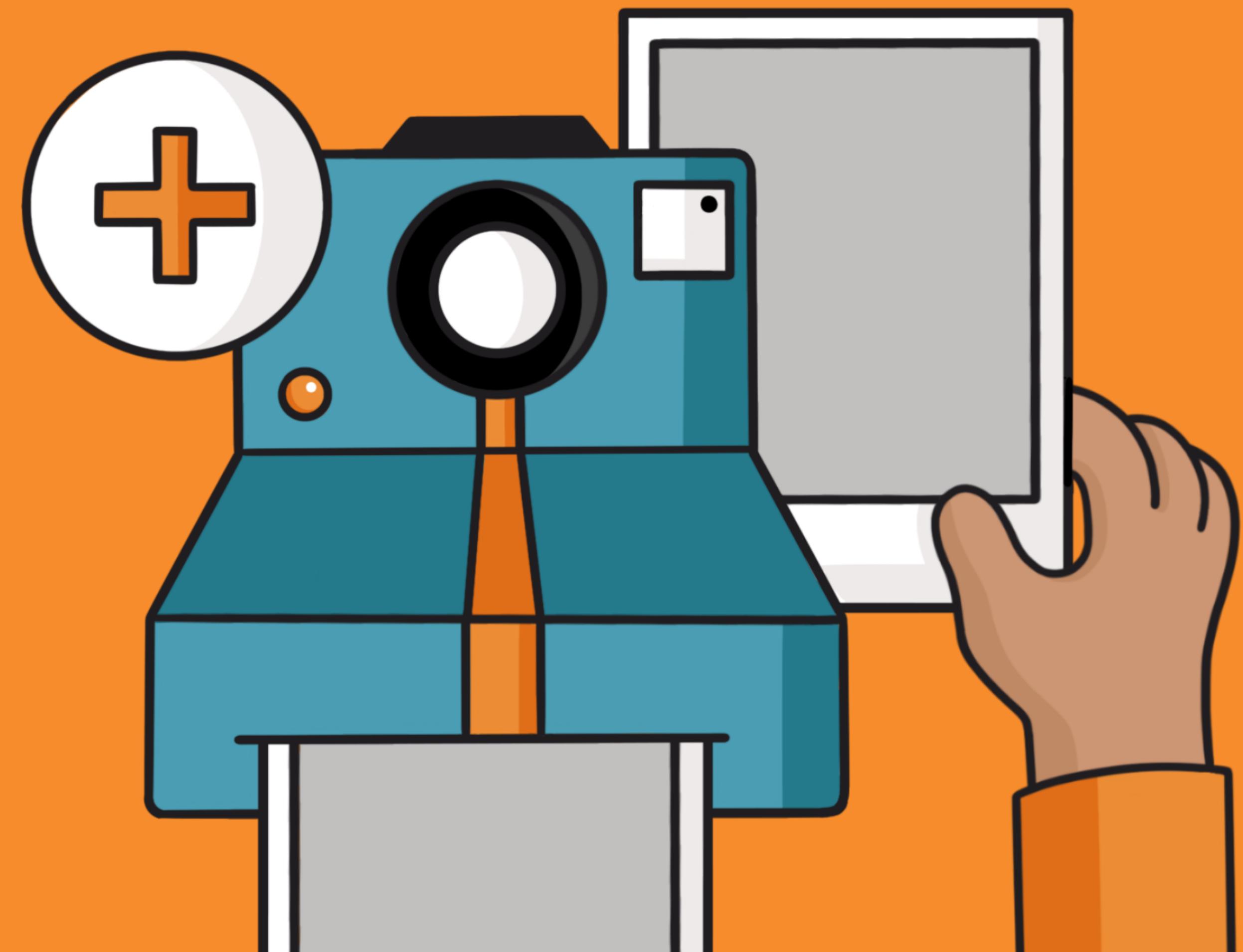


**Lucy Cook**

UX Designer | [lucy@hiddentravel.co](mailto:lucy@hiddentravel.co)



# Pre Semester



## DEVELOPING SPECIAL OCCASIONS

I built an icon set in 1x1D302 - an icon for every special occasion & now wish to develop this idea further

12 different special occasions designed so far - area to expand

4 different personalised characters, again area to expand & develop

petlandia

- look in boy & girl designs
- consider multiple characters in one icon

personalised features include

- hair colour
- hair style
- eye colour
- face shape?
- accessories  
eg. hats & glasses
- different ages?

Similar to moonpig  
however more personalised  
and bespoke service  
rather than just being able  
to add photos & edit text

bitmoji

personalised products

- cards
- wrapping paper

Major Project  
Idea 1

(pre semester  
exploration)

# COMPETITOR BENCHMARKING

"make it memorable" with Moonpig!



card prices  
- standard £3.50  
- large £5.99

gift prices

- mugs £9

code to get a free card  
when you buy a mug

easy checkout  
process, always  
offers discount codes  
on the home  
screen enticing  
users to buy

clear, strong  
branding using  
consistent pink  
colour, bold text  
and large buttons

call to action  
buttons stand out  
improving navigation

target audience  
varies as you can  
buy a card for  
anyone & everyone  
directed to all ages

trustpilot  
reviews -  
big issues  
with delivery

responsive  
website  
desktop + mobile

sell personalized cards + unique  
gifts ↳ by personalized they  
mean you can add  
your own images &  
change the inside  
text in your card / gift

extensive card section

birthdays

- best friend
- parent
- grandparent
- sibling
- by age

other occasions

- anniversary
- wedding / engagement
- new baby
- bon voyage
- driving test
- exams / graduation
- good luck
- new home

etc

## CONSIDER

- products / services
- extra features
- screen design / ux
- branding
- price
- target audience
- reviews

## COMPETITOR BENCHMARKING

Pricing  
- cards £2.99  
- mugs £9.99  
- coasters £6.99  
- notebooks £12.99

all personalised using your designed pet

extensive number of illustrations to choose from - every possible user's pet

as well as that use of large buttons & highly illustrative - more clear decision making

5 simple clicks to get to the end result  
easy to use & speeds up navigation

Storybook £19.99

10% discount available

target audience is kids or animal lovers specifically however mostly bought by adults

testimonials visible on website using images of happy customers / kids / pets with their new personalised storybooks



process of designing your pet character

- ① pet name
- ② pet animal
- ③ pet type
- ④ pet colour
- ⑤ pet eye colour

you can also create multiple pets if you have multiple pets to join in the adventure storybooks

responsive website desktop & mobile

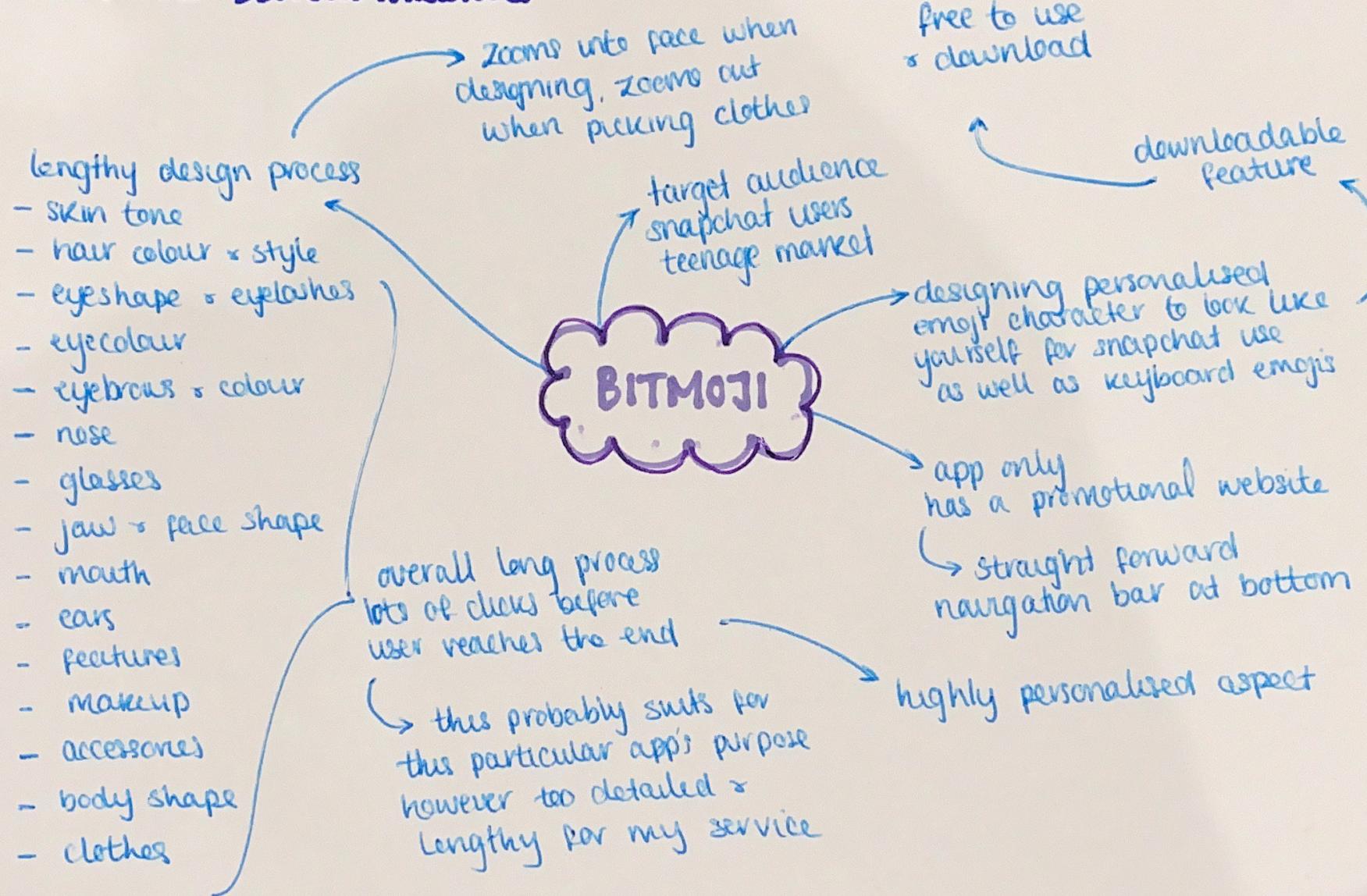
sells personalised story books for dog lovers

user designs their dog character to resemble their own & a story book is produced

expanded to cats & rabbits as well as personalised gifts such as

- cards
  - wrapping paper
  - mugs
  - tshirts
- etc.

## COMPETITOR BENCHMARKING



## COMPETITOR BENCHMARKING

good way of  
staying up to date  
+ entitling customers

website is updated  
seasonally e.g. September is  
back to school selling  
notebooks + diaries  
on home screen

appears to have  
much better reviews  
on trustpilot

very modern,  
clear branding  
- limited bold colours  
- large text  
- big buttons  
juxtaposing moonpig's style

individual reviews  
underneath each  
product

easily navigated  
website, useful side  
bar to narrow  
searches

good detailed  
description with every  
product

PRICES  
- cards £3.35  
- photo books £28 / £44  
- invitations £1.09  
- notebooks / diaries £21.99

15% discount  
code available

similar to Moonpig  
sells personalised (+ standard)  
cards + gifts  
↳ everything paper related

card section  
- birthday  
- thank you  
- exam + graduation  
- engagement + wedding  
- new baby  
- new home  
- christmas  
- anniversary  
- good luck

## COMPETITOR BENCHMARKING

testimonials available  
to read on the website

15% discount  
available

very cluttered pages  
hindering navigation

③ design your  
book - standard &  
customisable pages  
editable text & images

- paper grey / colour £37
- hardback grey / colour £51

Similar to  
bitmoji that there  
is lots of clicks  
to designing your  
character

even different  
facial expression  
available

- ① designing the character
- body
  - face shape / colour
  - hair length / colour
  - eye colour
  - eyelashes / nose / mouth
  - features
  - accessories
  - outfit

multiple  
characters



personalised story books  
outlines reason "why I love you"  
similarly to petalandia you  
create characters to tell / illustrate  
the story making it personal to you

target audience  
mainly be people in a relationship  
however there is the option to  
send a love book to family or  
friends as well

- ② select an occasion
- anniversary
  - birthday
  - valentine
  - wedding
  - mothers / fathers day
  - just because

# TRAVEL PLANNER

As I begin trying to plan my long term travel next summer I'm struggling where to start? Where's my desired locations? How much am I going to have to save?

## THE BIG Hairy AUDACIOUS GOAL

design an app that will take me through the travel planning process from start (finding inspiration) to finish (booked a holiday itinerary)

Major Project  
Idea 2

(pre semester exploration)

current travel planning process involves:

- ① find a destination — type of holiday
- ② mode of transport — plane, car, boat etc
- ③ where to stay — how long for in each destination
- ④ things to do — to build an itinerary
- ⑤ rough itinerary

Using apps such as

- + Google maps
- + Airbnb
- + Skyscanner
- + Instagram
- + Tripadvisor
- + YouTube

Features it could include:

- \* checklist of travel planning to dos
- \* budget planner
- \* itinerary — calendar view
- \* pin point favoured spots on a map
- \* wallet to hold tickets
- \* destination inspiration — type of holiday  
( seasonal weather?)

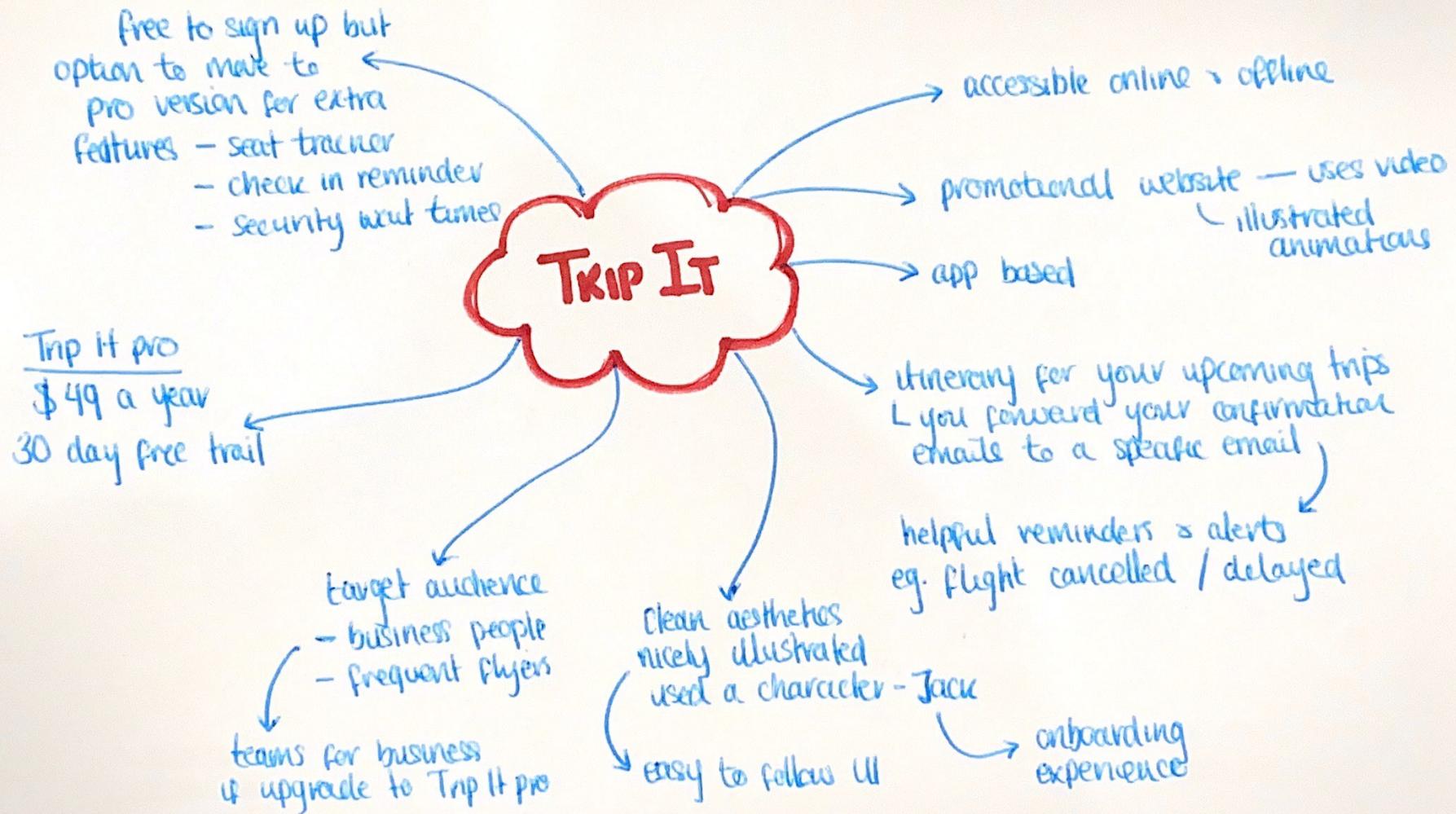
Instagram spots

famous attractions

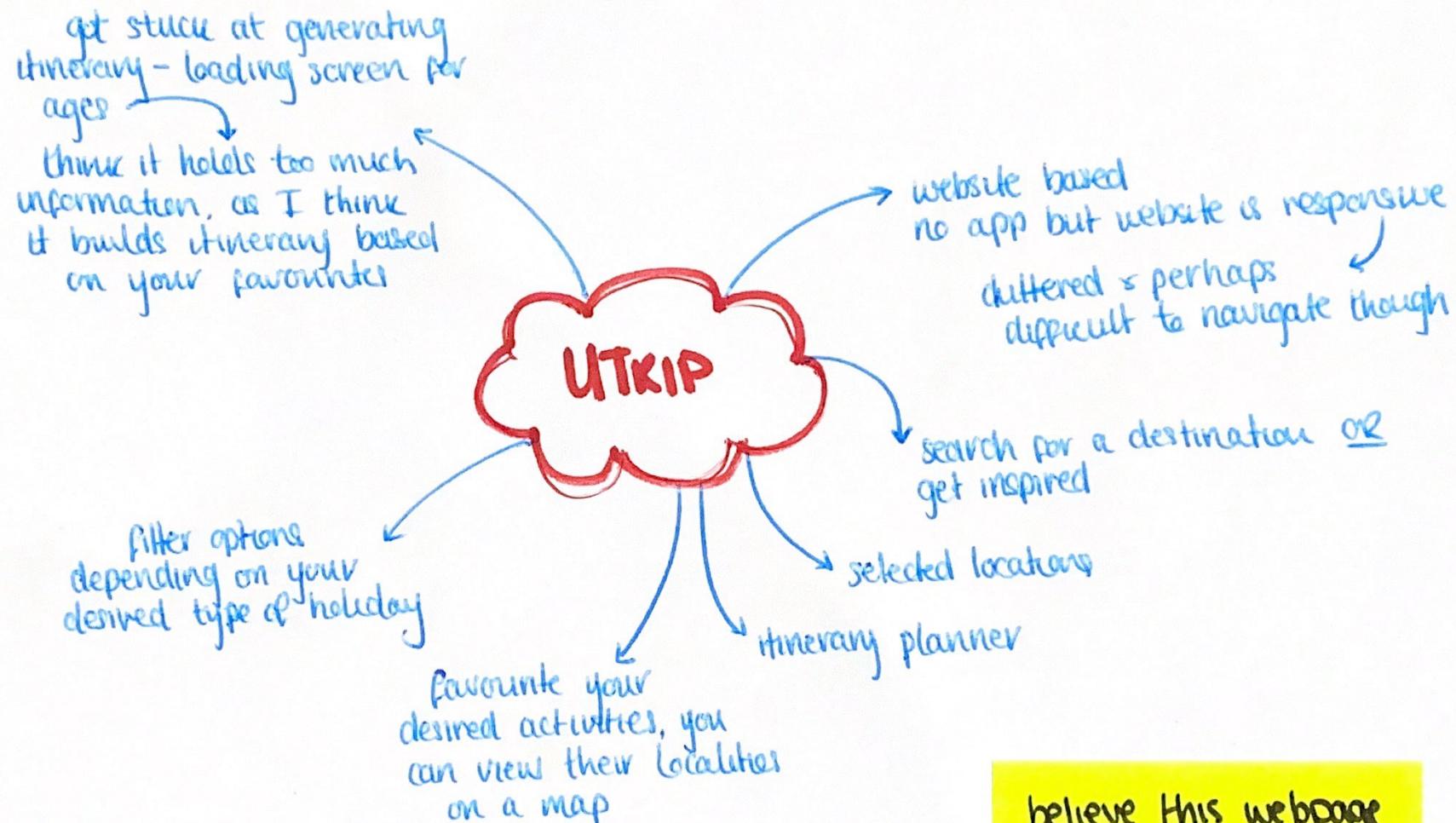
Food spots

Reviews?

# COMPETITOR BENCHMARKING

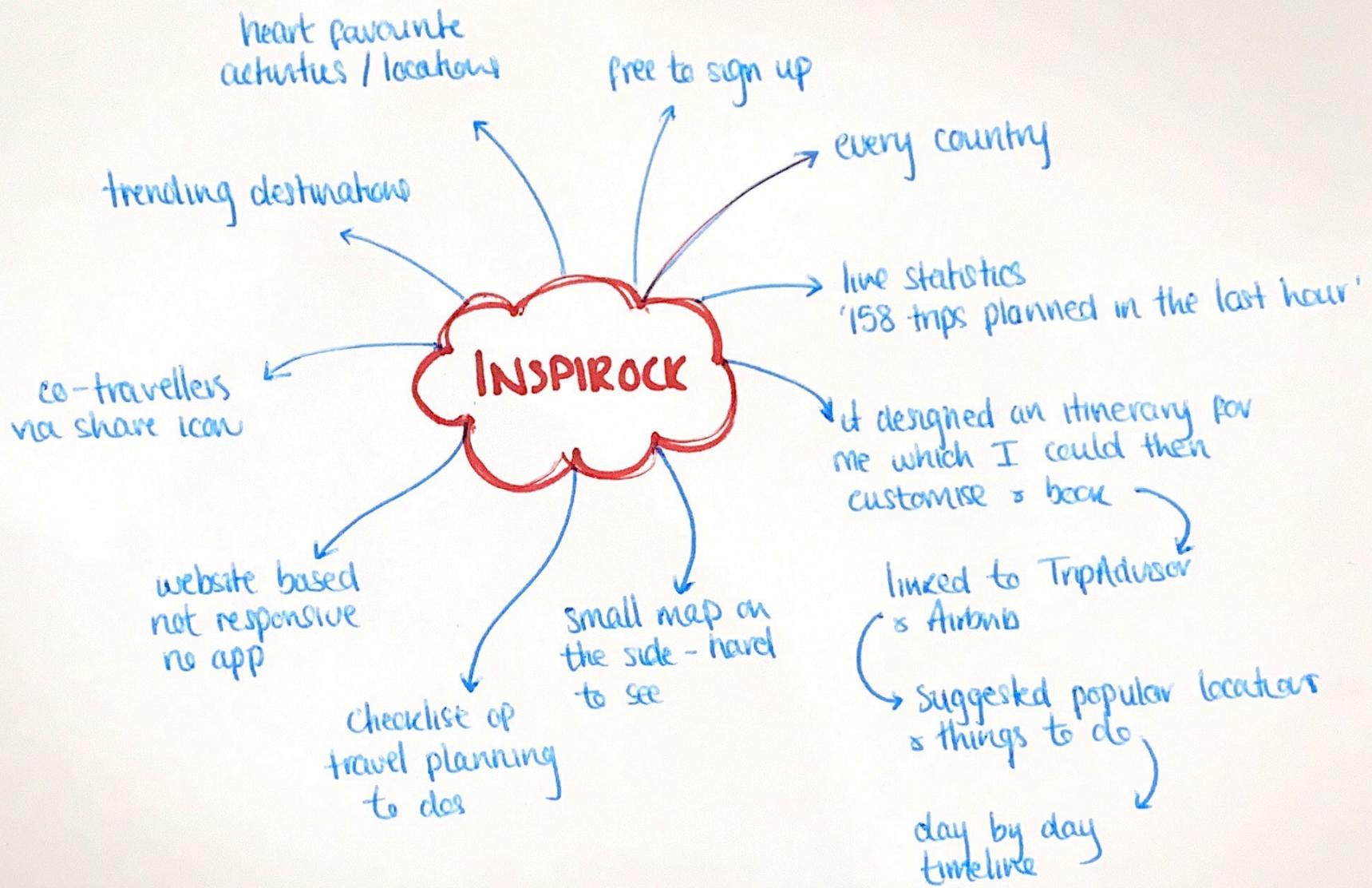


# COMPETITOR BENCHMARKING

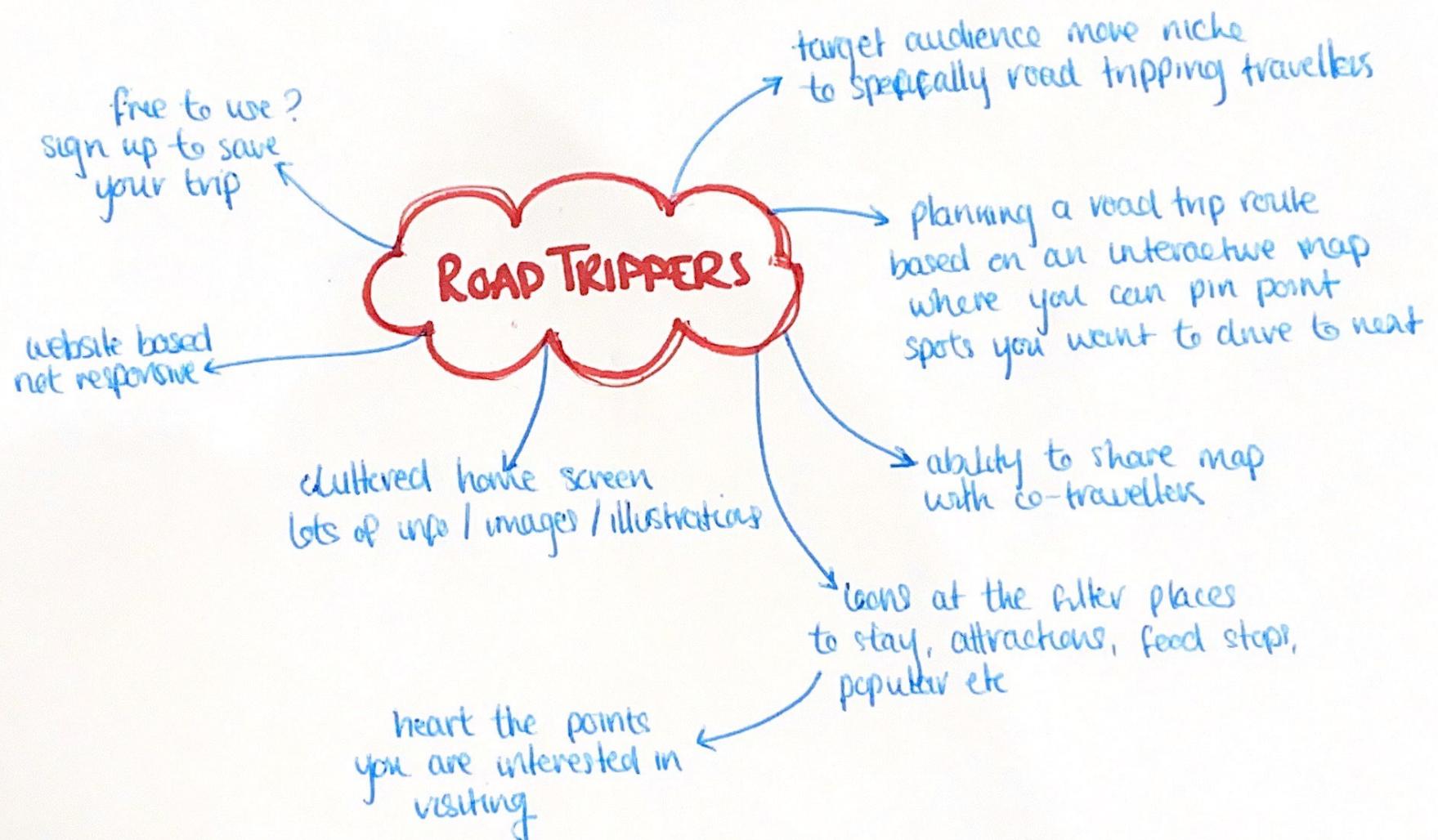


believe this webpage has since shut down

# COMPETITOR BENCHMARKING



# COMPETITOR BENCHMARKING



# CHRISTMAS SHOPPING

Every year my family used to share Christmas present wishlists into the whatsapp group - but it can be difficult to keep up with who want what & who's already bought these wishlist items

→ opportunity to extend this to birthdays?

## THE BIG HAIRY AUDACIOUS GOAL

An app to organise your christmas shopping  
— who do you need to buy for  
— who would like what gifts  
— what's the budget

family & friend collaboration

different groups

connects using phone number

secret santa generator

Major Project

Idea 3

(pre semester exploration)

personalised recommendations

age group

wishlists

everyone (every profile) has an individual wishlist  
— ability to upload items, links straight to webpage, images of similar

holds sizing info - shoes & clothing

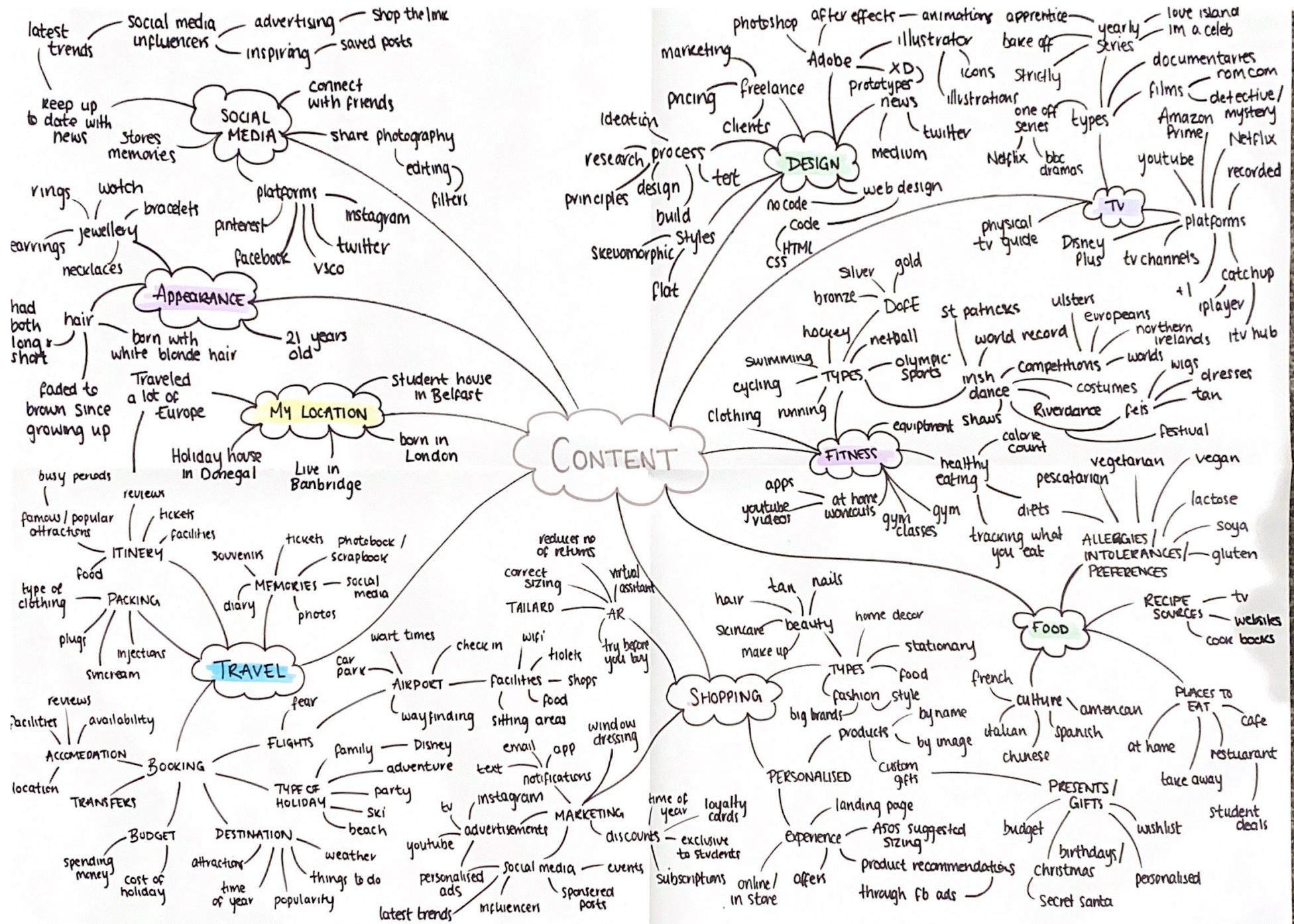
if someone buys one of their wishlist items it should be "disabled" / marked as bought

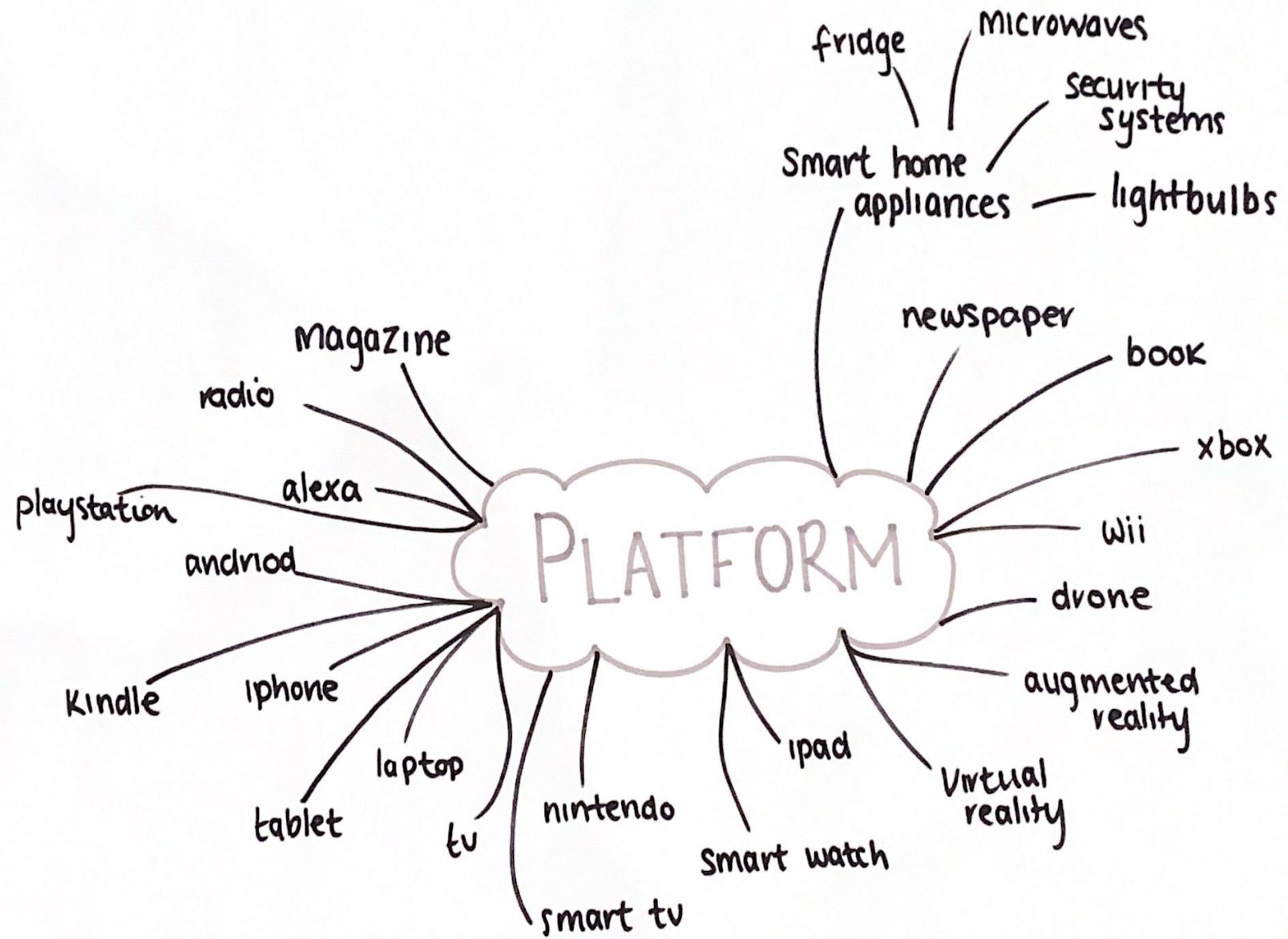
when items that need are discounted  
Black Friday

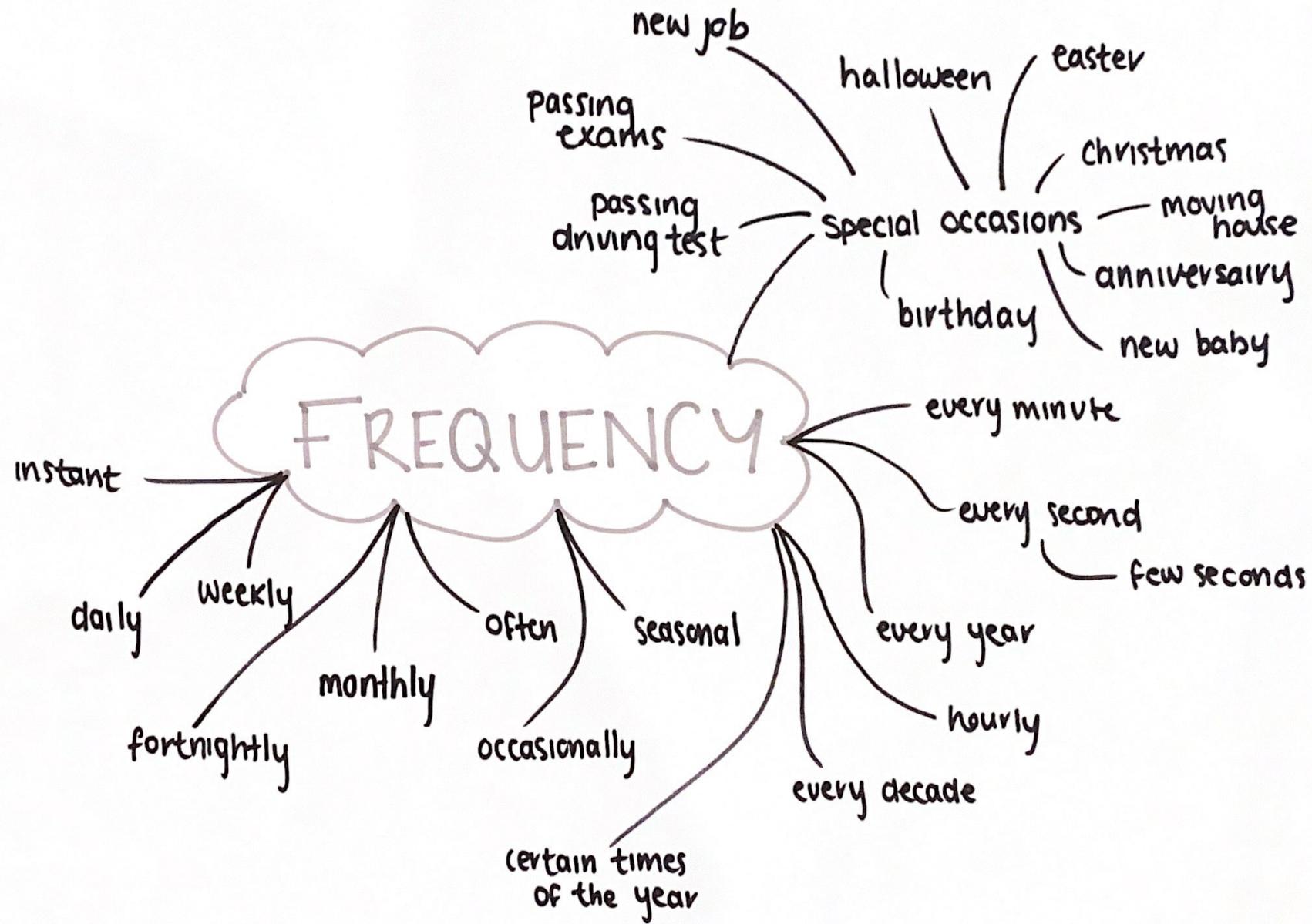
shoptagger browser extension

# Semester One









TRAVEL  
INSPIRATION/  
PLANNER

MY FOOTSTEPS  
KEEP TRACK OF  
PLACES YOU'VE  
VISITED

GLUTEN  
FREE MEALS/  
TRAV RESTURANTS  
VIRT  
TOUR GUIDE  
WAYFINDING

CHRISTMAS  
SHOPPING  
ORGANISER

ANALYSE YOUR  
SKIN  
WHAT TYPE  
WHAT PRODUCTS

DEVELOP  
SPECIAL  
OCCASIONS  
STORYBOOK?

GUT CHECK  
OF IDEAS

exploring  
further

Leaving  
behind

FINDING  
CHEAPER  
PRODUCTS  
WHI ELSEWHERE  
YOU

SUGGESTED  
MEALS

ORGANISE  
YOUR  
FREELANCE  
JOBS

BE ON  
E DEC  
AR

WAYFINDING

SHOP  
ONLIN  
AR  
TAIL...

PARTY  
CHECKLIST

HARD  
STYL

INTERACTIVE  
MAP AT  
CAVE HILL

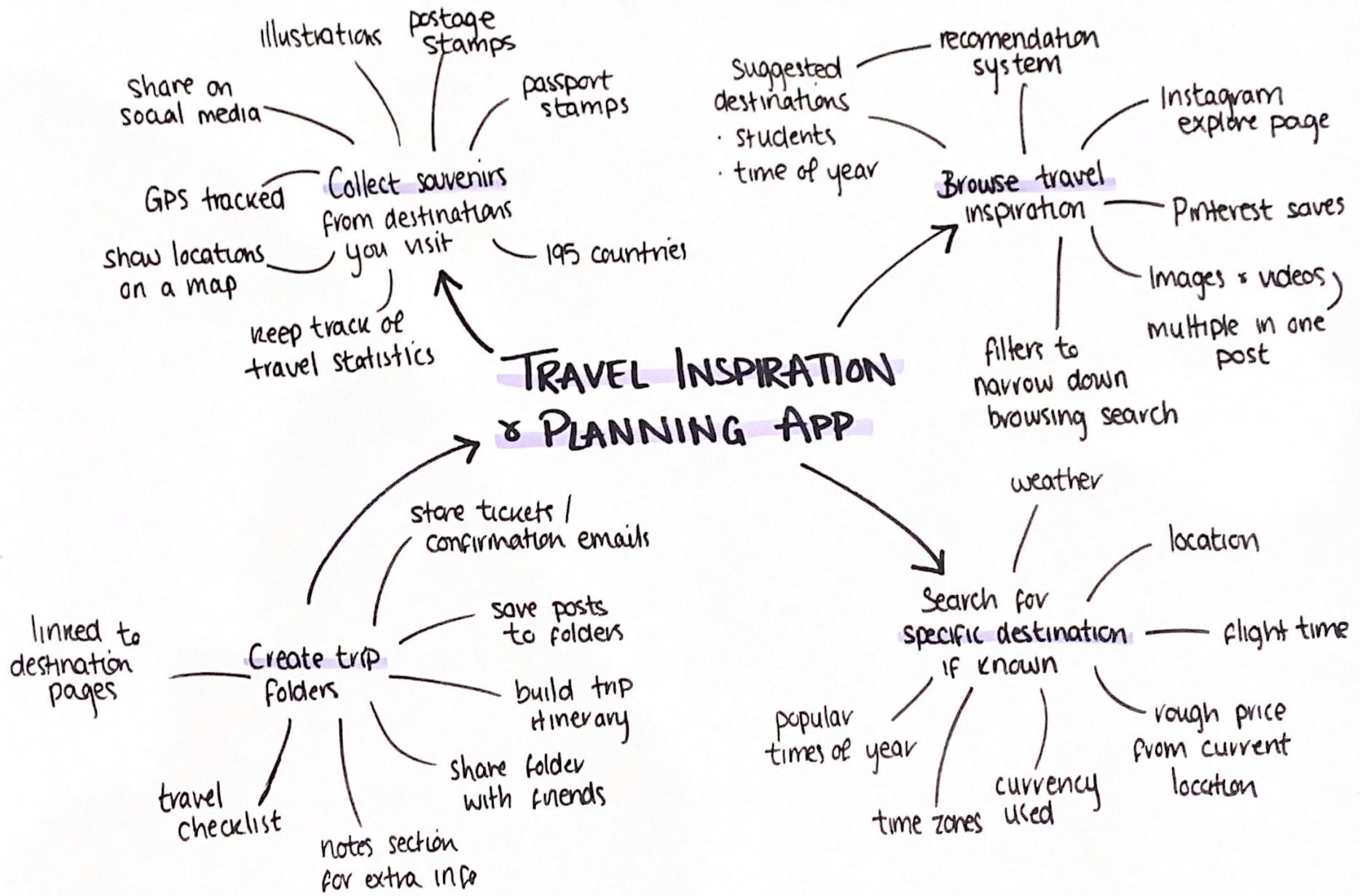
HELP  
IR OF

USING  
TRY BEFORE  
YOU PICK

FLYING

DIARY /  
ONLINE  
SCRAPBOOK

MEAL  
PLANNING



## MY CURRENT USER FLOW

### 1. FIND A DESTINATION → 2. MODE OF TRANSPORT

- sometimes known
- most of the time, need inspiration
  - GOOGLE
  - PINTEREST
  - INSTAGRAM

- by plane (SKYSCANNER)
- by train (TRAINLINE)
- by boat (STENALINE)

looking for average price,  
available dates, length of travel etc.

### 3. WHERE TO STAY → 4. THINGS TO DO

looking at cost per night  
\* location from city centre/  
points of interest • AIRBNB

### 4. THINGS TO DO → 5. ROUGH ITINERARY

- attractions, eateries, activities etc.
- GOOGLE
- INSTAGRAM
- YOUTUBE
  - cost
  - opening hours
  - student deals

then add the places I find  
to a new folder on GOOGLE MAPS  
so I can see their location on  
the map.

### 5. ROUGH ITINERARY

Create a rough itinerary based  
on their location on GOOGLE MAPS  
group places that are close  
together to do them in the  
same day.

↳ Write this plan in my NOTES.

9+ apps used  
to plan a trip atm

travel

trip

tour

traveller

solivagant

an adventurer who travels or wanders the globe alone (latin)

cosmopolitan

at home all over the world

getaway

destination

local

postcard

escape

en route

exploration

round-the-world

bucketlist

Must see

adventure wishlist

carpe diem

stamp

souvenir

discover hidden

city secrets

trek

roam

road trip

holiday maker

vacation

roamer

raver

journey

wander

jet

sightseer

holiday

voyage

navigate

passenger

tourist

backpacker

resfeber

itinerary

follow

go

visitor

globetrotter

jet setter

discover

the restless race of a traveller's heart before the journey begins. (swedish)

plan

wayfaring

inspire

fernweh

excursion

inspiration

## BRAINSTORMING BRAND NAMES

Map

tourguide

travel inspired

postcard from

location

hidden gems

route

agenda

log

worldwide

luckyfind

hidden hideouts

hideouts

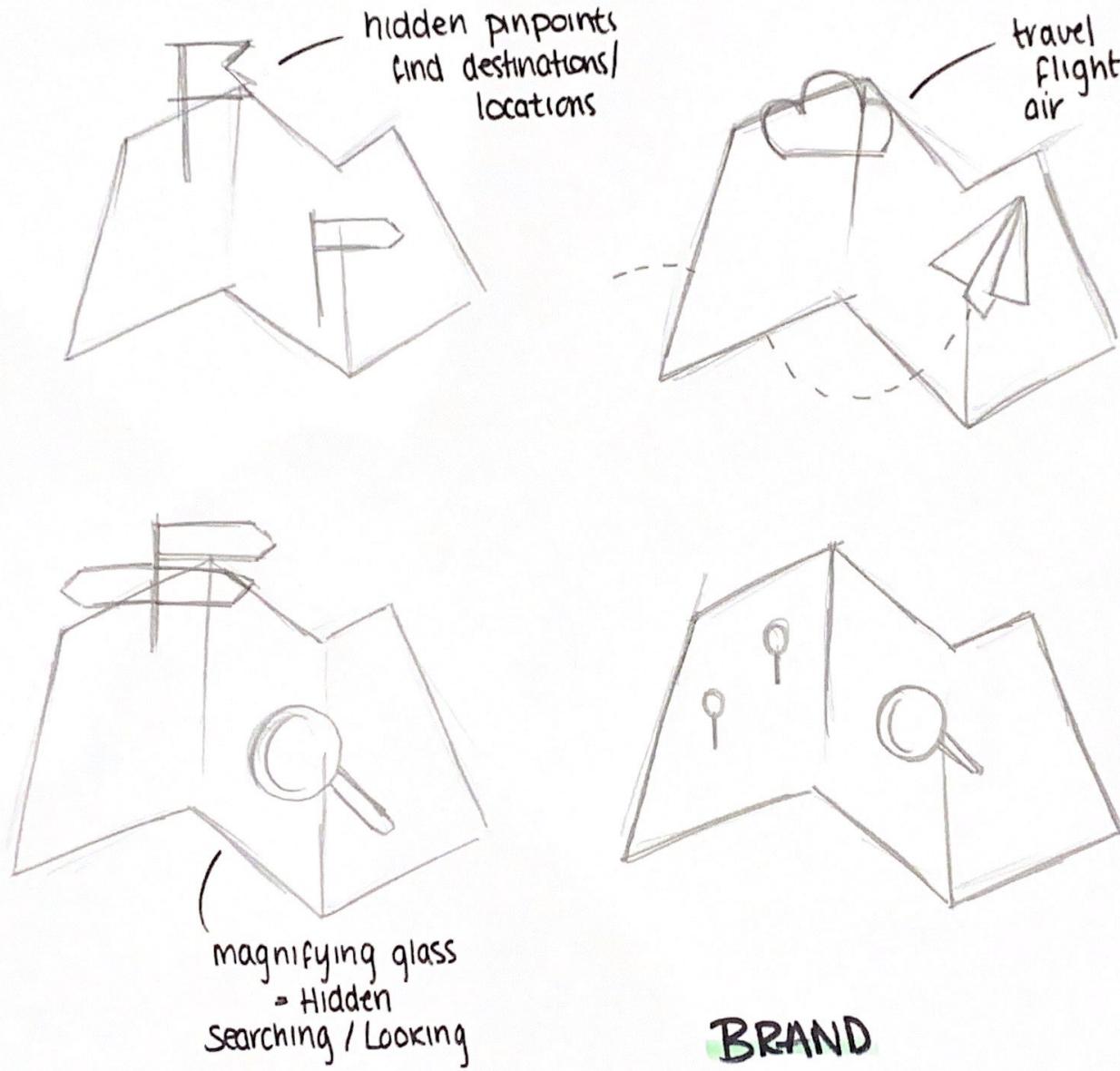
on my travel list

postcard inspired

travelland



LOGO SKETCHES



DISCOVER HIDDEN  
 HIDDEN TRAVEL  
 HIDDEN HIDEOUTS  
 HIDDEN GEMS  
 HIDDEN SECRETS  
 HIDDEN  
 HIDDEN TOUR  
 SEARCH HIDDEN  
 FIND HIDDEN  
 UNLOCK HIDDEN  
 HIDDEN ESCAPES  
 EXPLORE HIDDEN

## FEATURES

- ① List out features
- ② Grouped by importance
  - └ by me
  - └ 3 users
- ③ Then grouped by screens to understand Information Architecture + User flow

①  
on boarding

how to

features

②  
Explore page

images +  
video content

filters to  
narrow  
search

browse or  
search for  
destination

content  
regarding  
COVID

Infinite  
scroll  
explore page

accessibility  
adjustments

③

Destination page

About destination  
weather,  
currency,  
time zones  
etc

posts  
(images &  
videos )  
cities / towns  
within that  
country

④

Post

location,  
price , opening  
hours ,  
directions etc

reviews ?

Similar posts

location  
on a map

Save posts  
to trip folders

⑤

## Trip folder

Saved posts  
in trip folder

timeline to  
build itinerary

Map showing  
location of  
all saved pins

folder to  
save all tickets

trip  
checklist

share your  
trip folder  
with fellow  
travellers

⑥

## Profile

archive  
old trips  
as memories  
+ photos

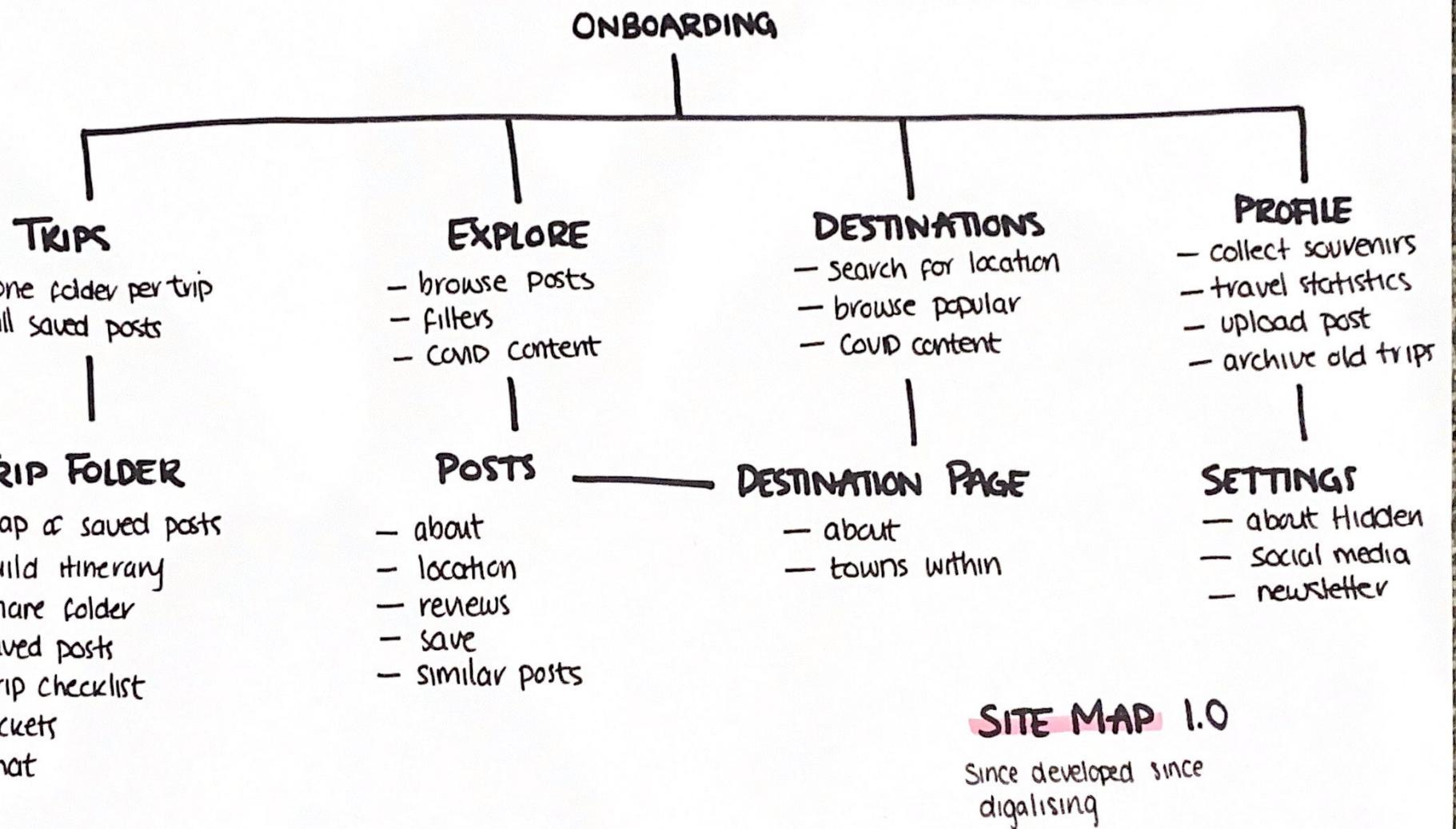
gamification  
more badges  
more places  
you've seen

upload your  
own posts

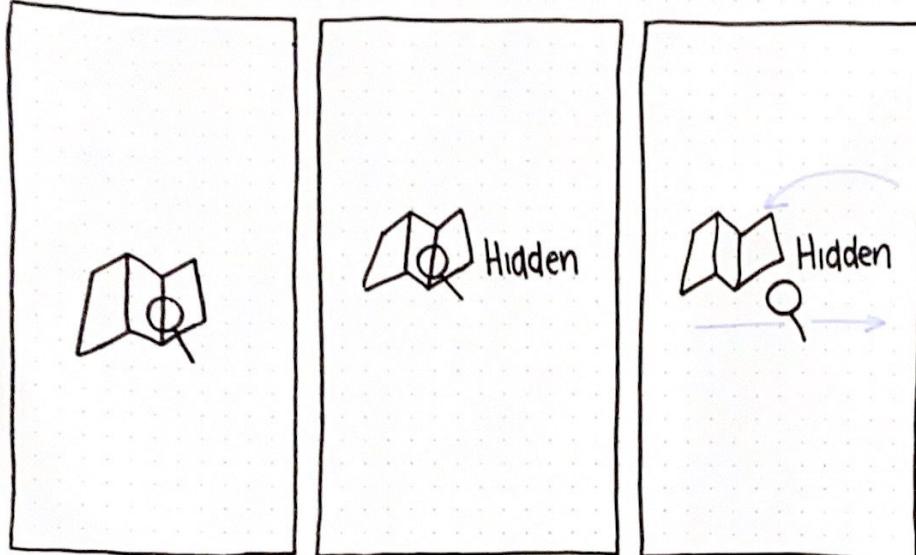
settings  
link to socials  
area for  
feedback

GPS footsteps  
to visualise  
the places  
you've travelled

weekly  
newsletter



## SPLASH SCREEN



1. just logo

2. logo + wordmark

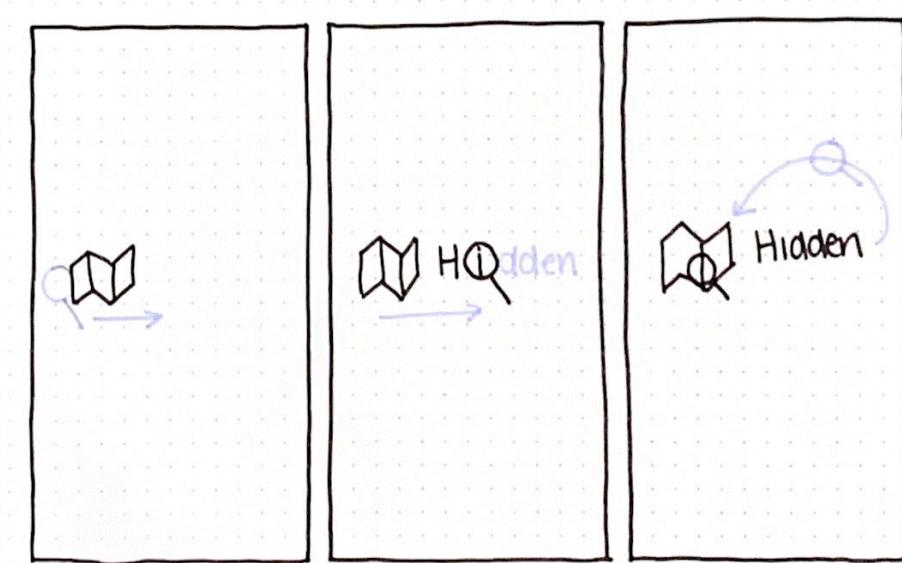
3. animated logo + wordmark



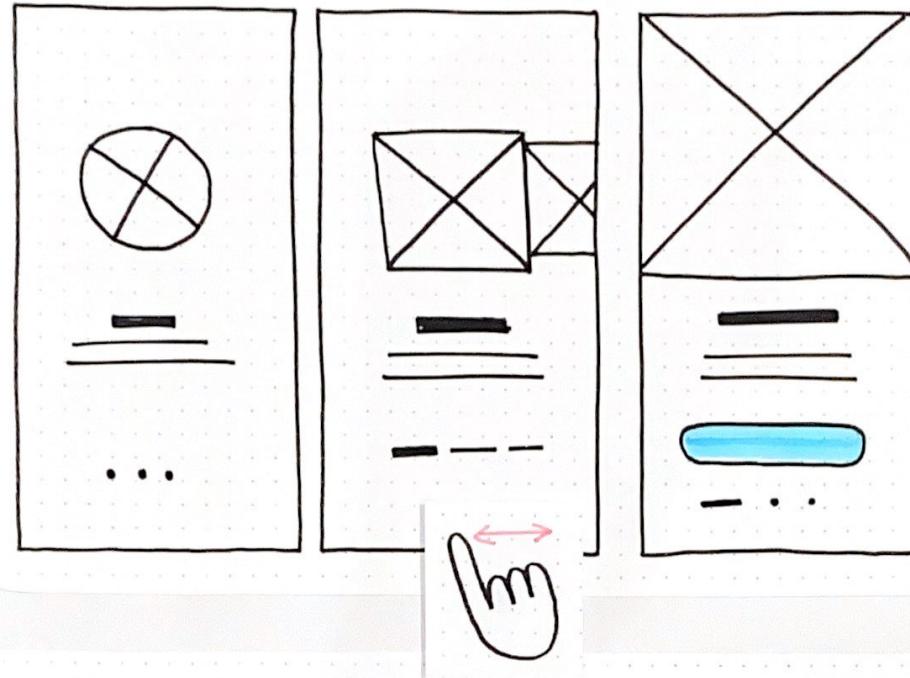
2. magnifying glass reveals hidden wordmark

3. magnifying glass swings back into logo position

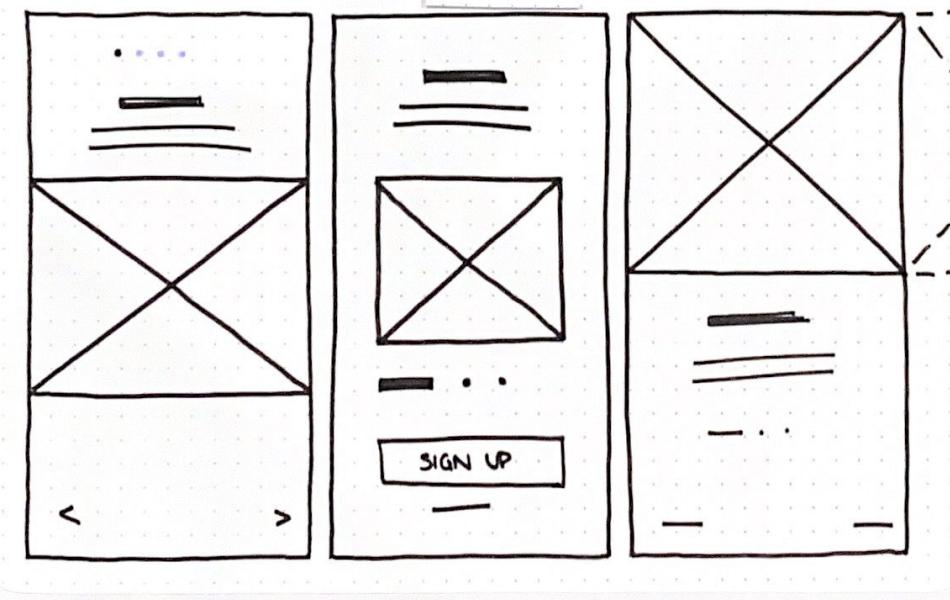
1. Map is visible, magnifying glass appears from left to right.



## ONBOARDING

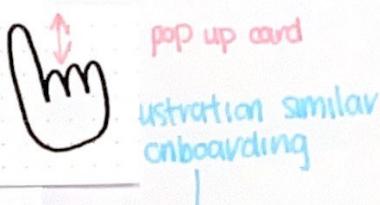
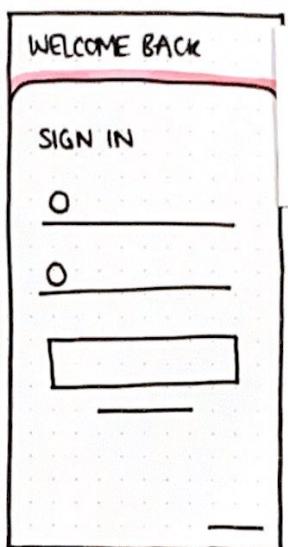
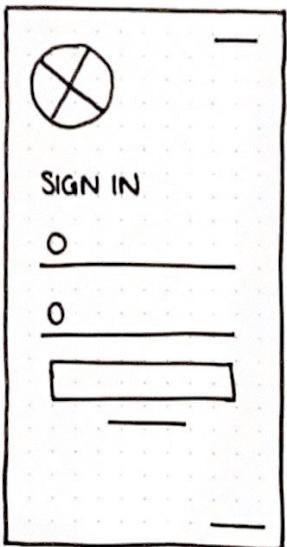
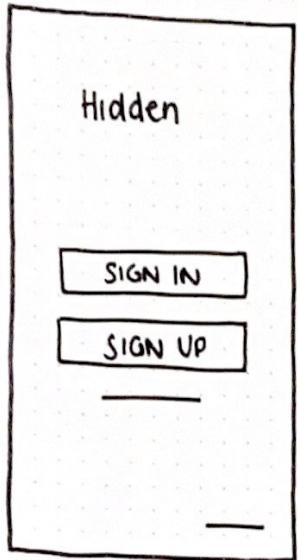


- image or illustration
- feature title
- feature description
- create account button (not including here anymore)



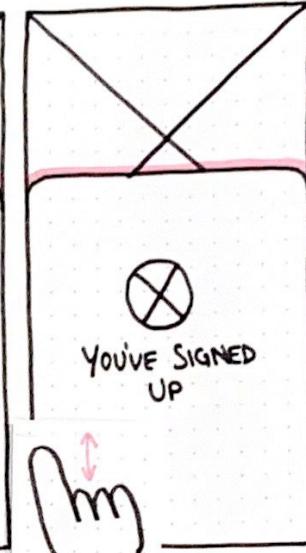
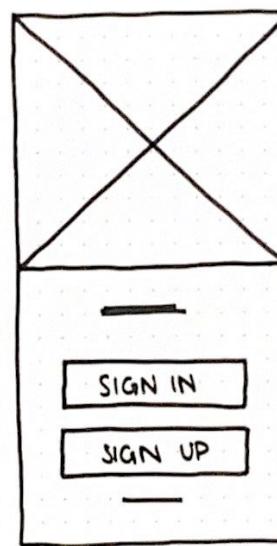
- illustration connects to next illustration
- page indicator
- previous & next buttons (or skip instead of previous)

[SIGN IN](#) / [SIGN UP](#)



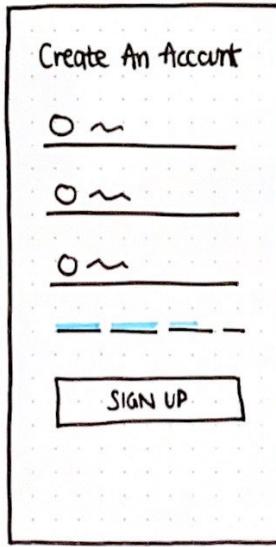
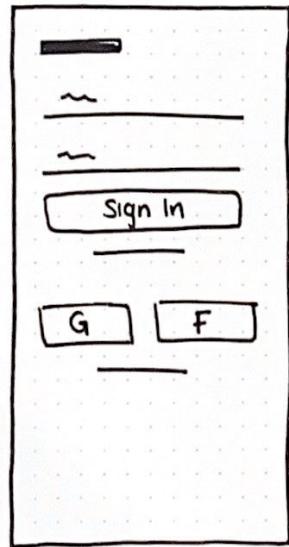
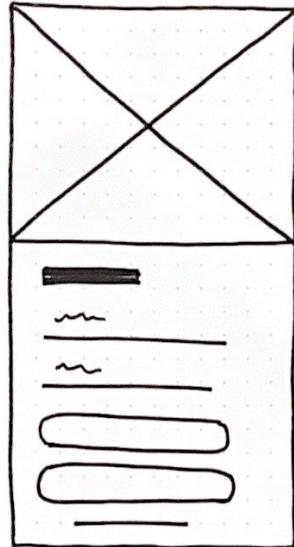
## pop up card

ustration similar  
onboarding



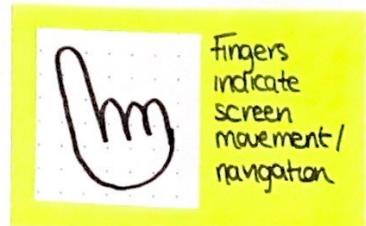
Sign in using Google  
or Facebook

[forget password](#)



skip button  
"maybe later"

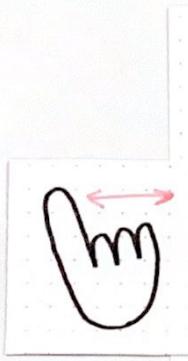
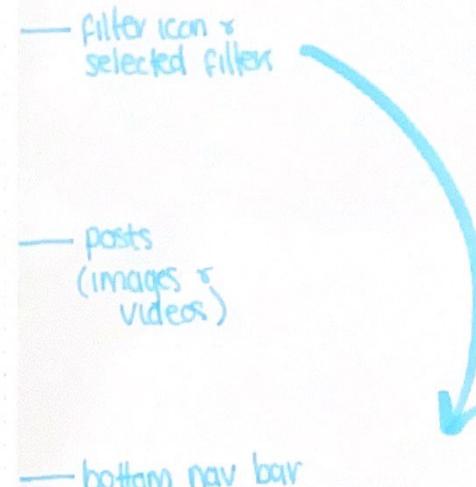
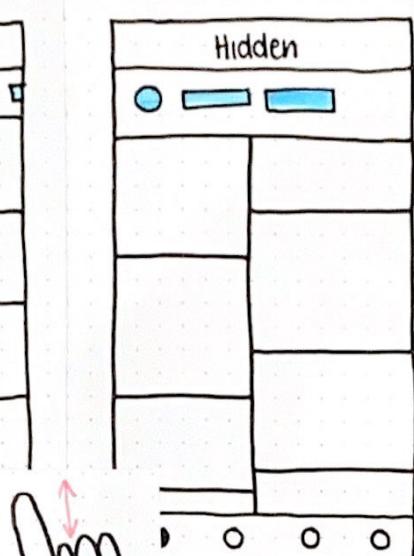
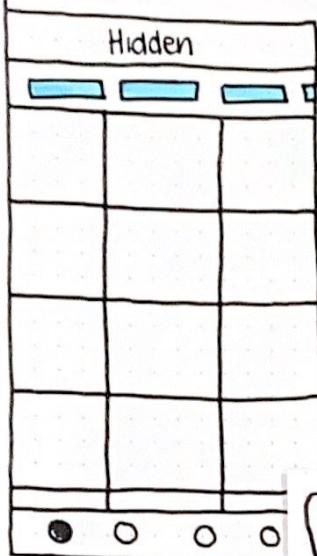
— password strength indicator



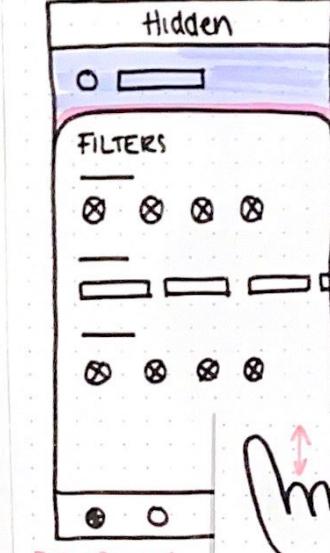
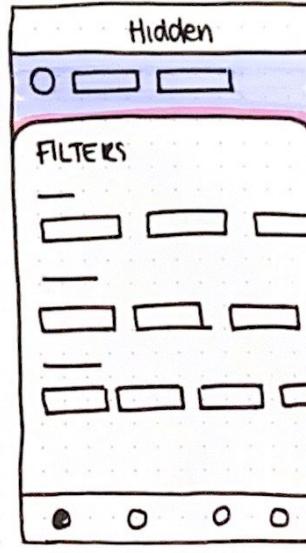
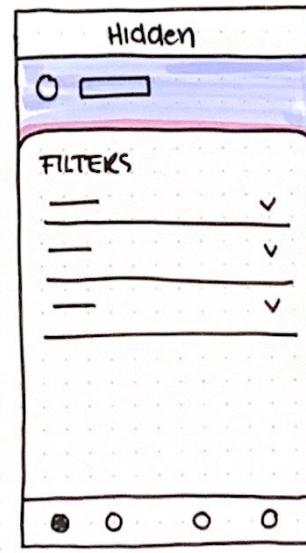
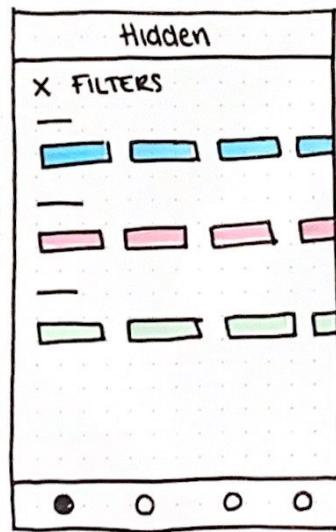
Fingers indicate screen movement / navigation

pop up card | Confirmation of sign up

## EXPLORE PAGE

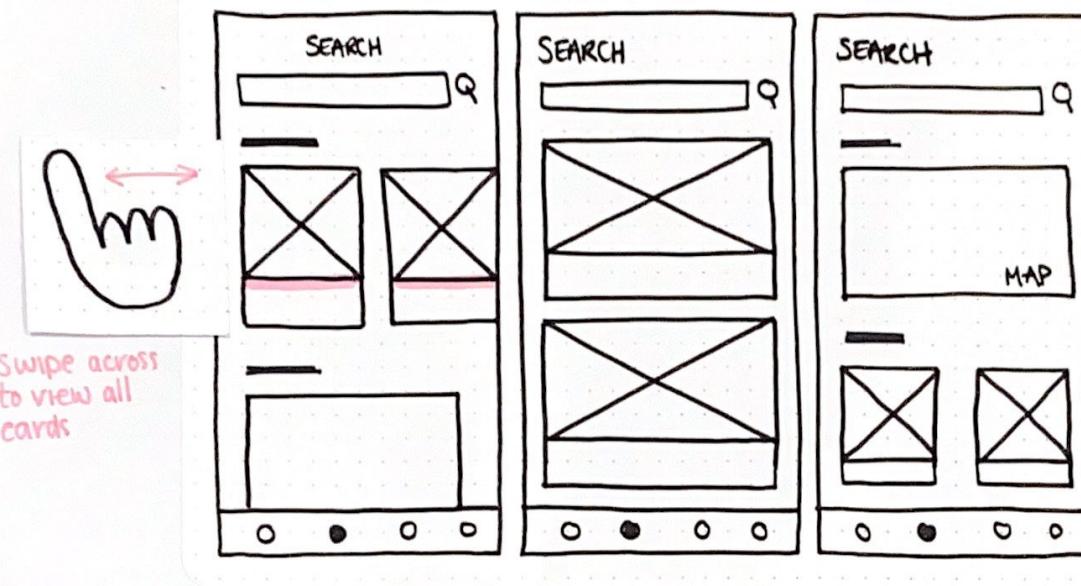


SWIPE ACROSS  
to view all filters

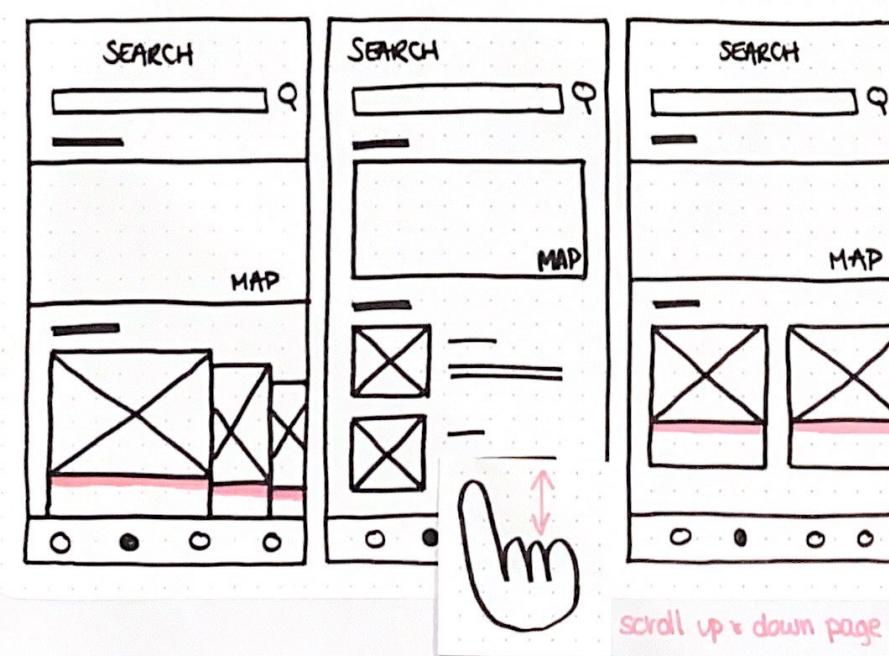


Pop-up card

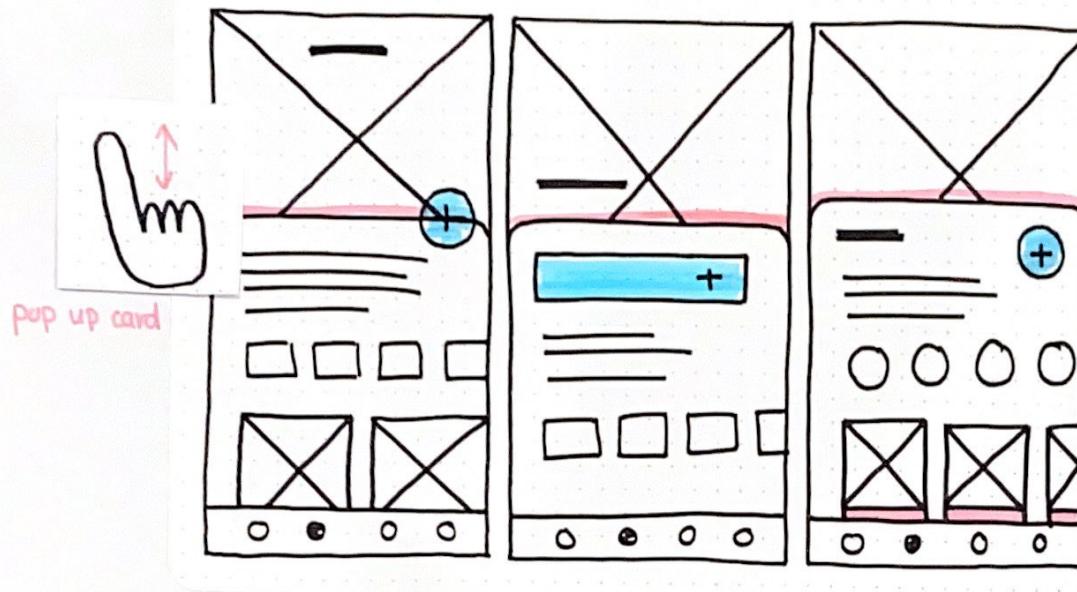
## SEARCH PAGE



- search bar
- map regarding COVID travel restrictions
- suggested / trending destinations



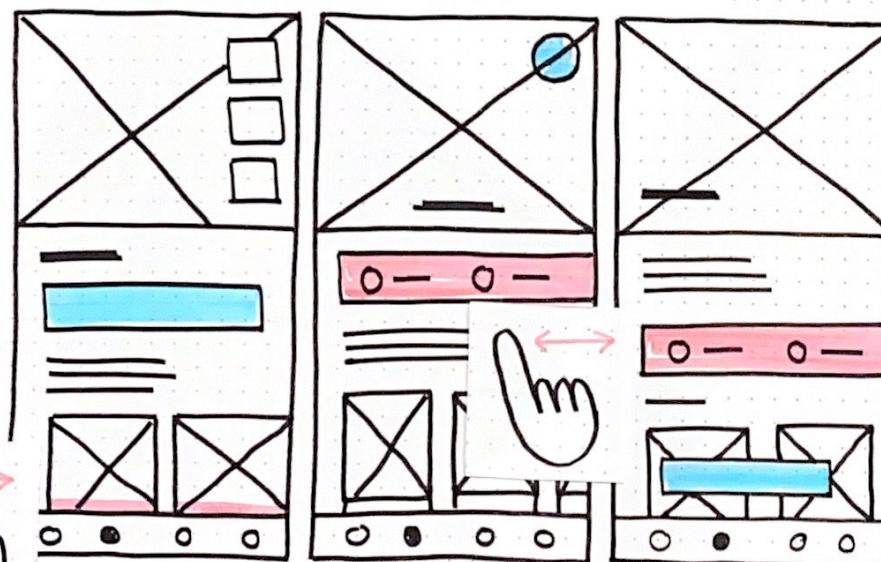
## SEARCHED DESTINATION PAGE



— image of destination

— create trip button

— info such as currency, time zones etc



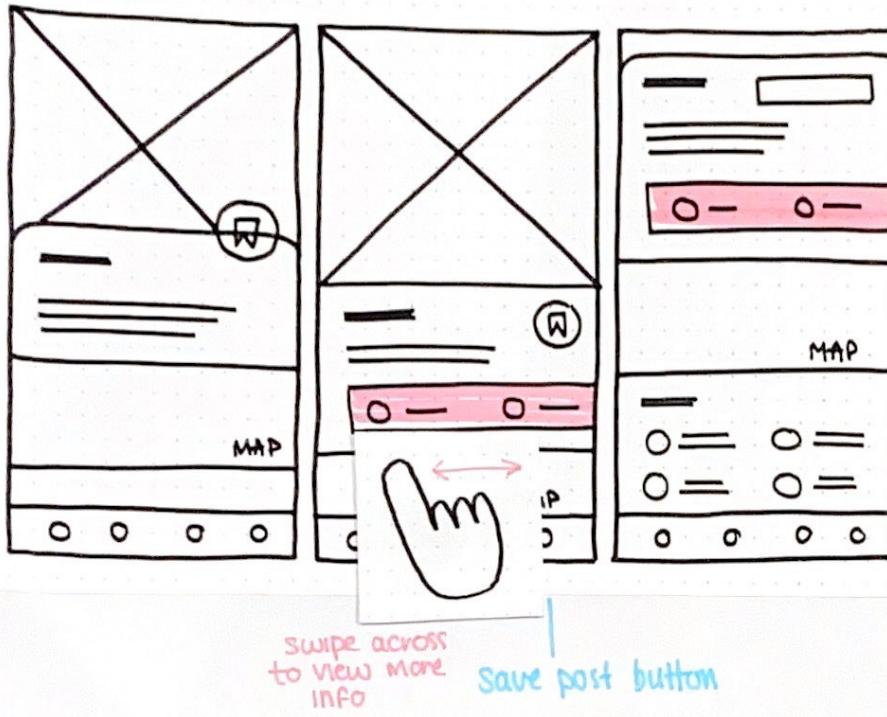
Swipe across to view all cards

Swipe across to view info

— Destination summary

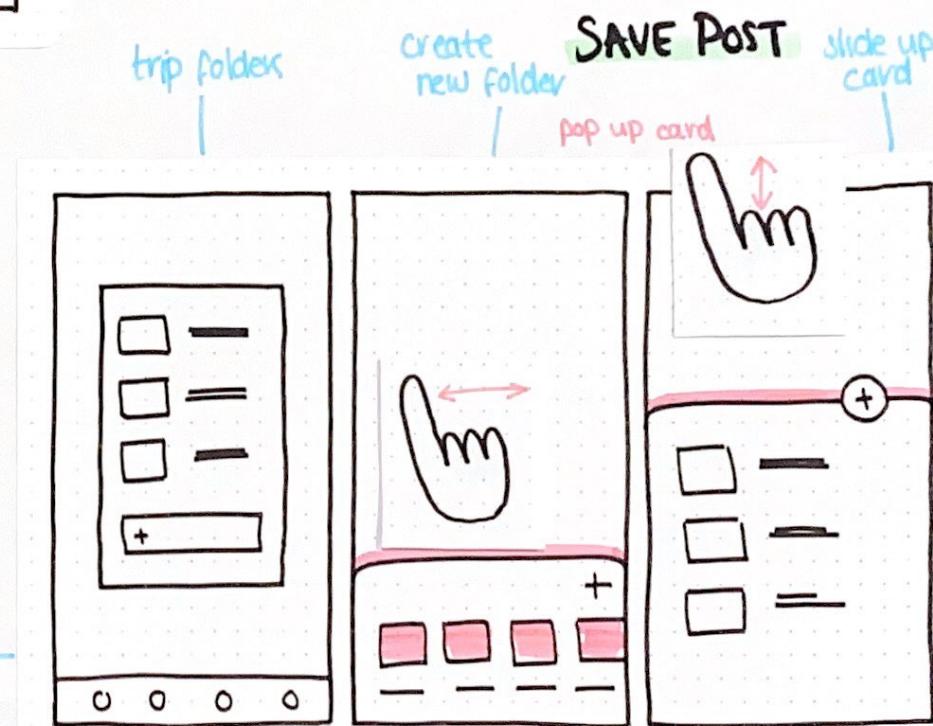
— info such as currency, time zones etc.

— Destination cities & towns links to more destination pages

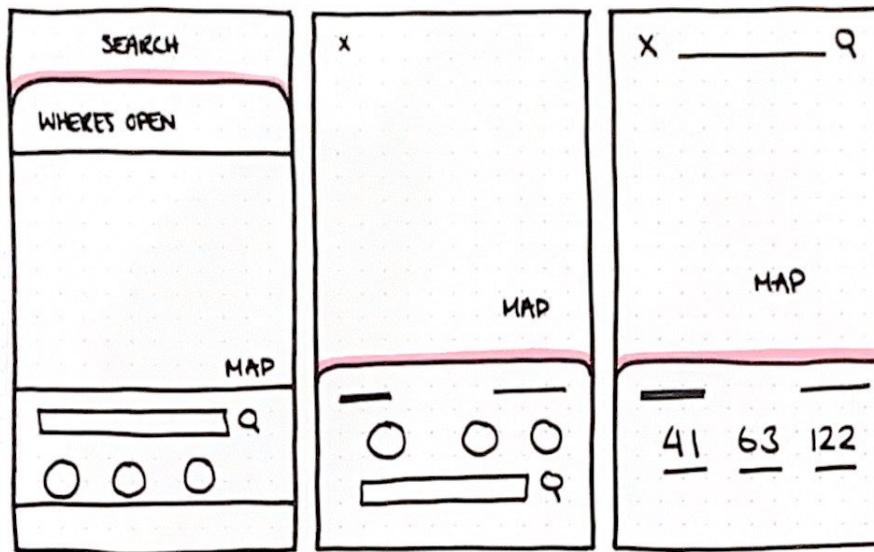


- images / videos
- link to destination page
- about location
- info such as opening times, prices etc.
- map showing location of attraction / eateries
- reviews

## Post PAGE



# COVID MAP

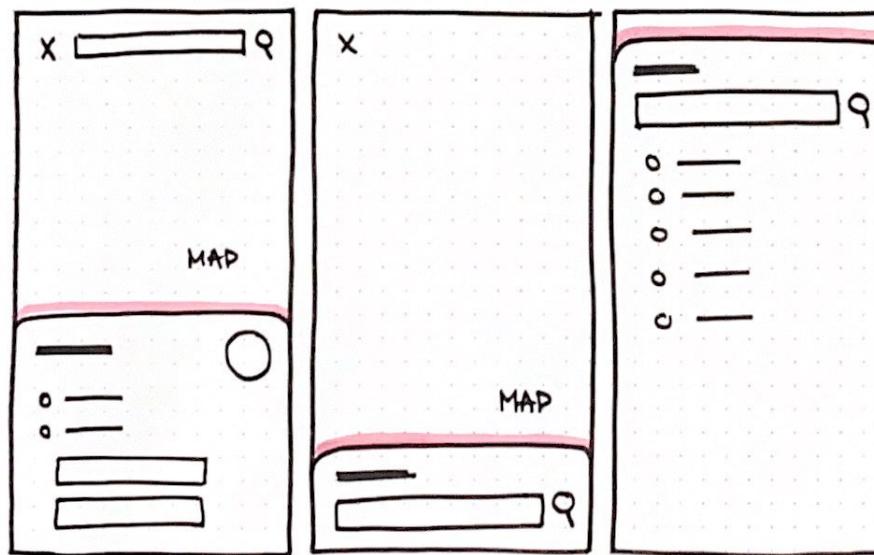


— numbers of destinations  
open, partially open > closed

③ Destination info

① Map

② Search expanded



— slide up card  
— search bar

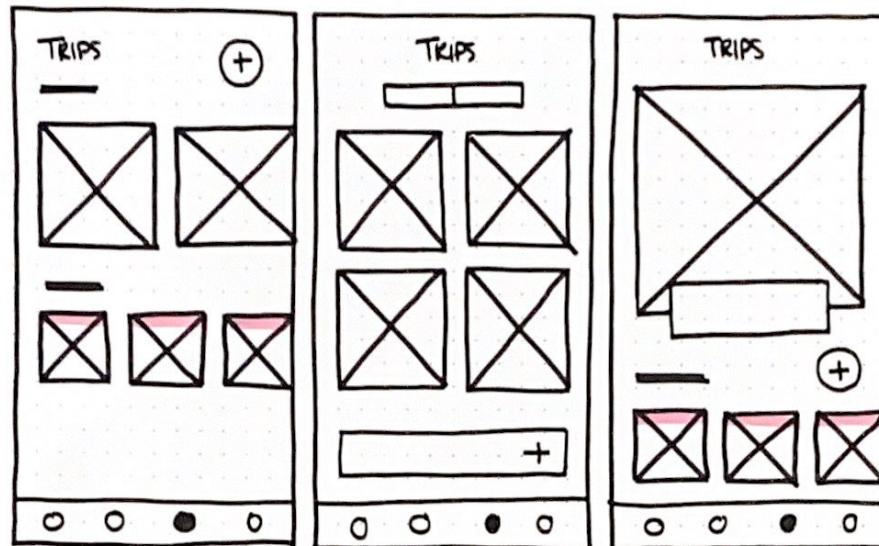
— circles indicate if  
a destination is  
open or not

— list of destinations

## TRIPS PAGE

current trips

old/past trips

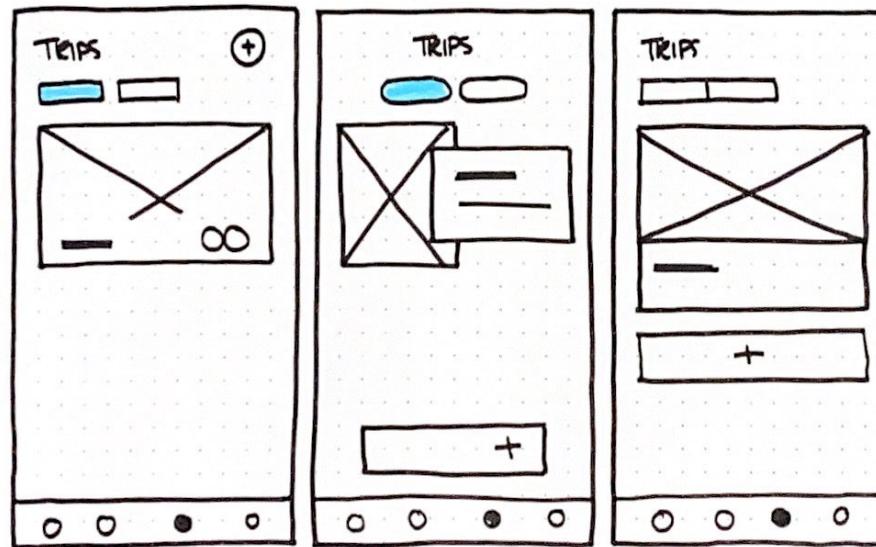


create new trip



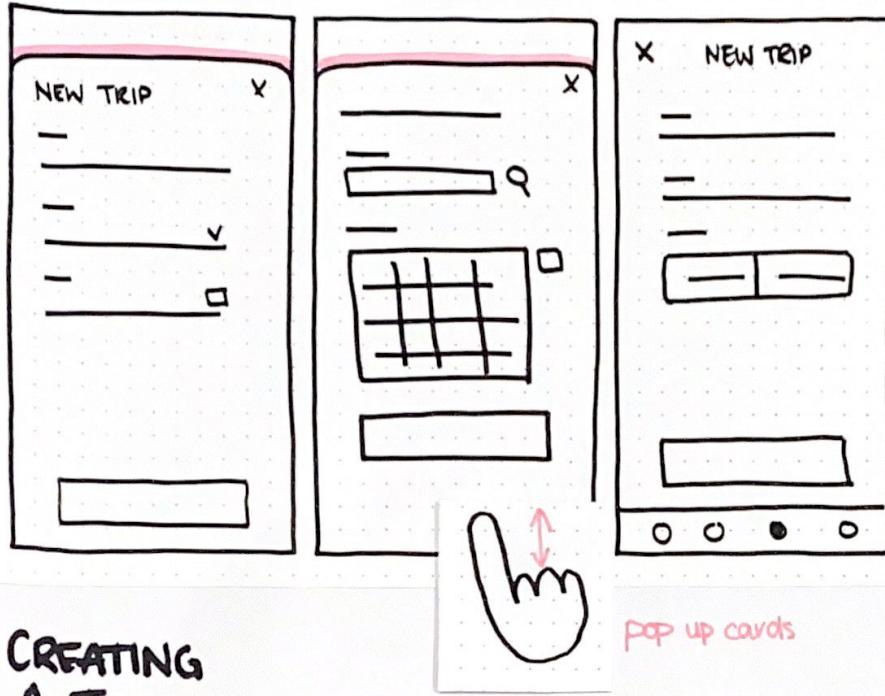
swipe across  
to view past trips

toggle  
between  
current &  
past trips



trip card

## TRIP FOLDER

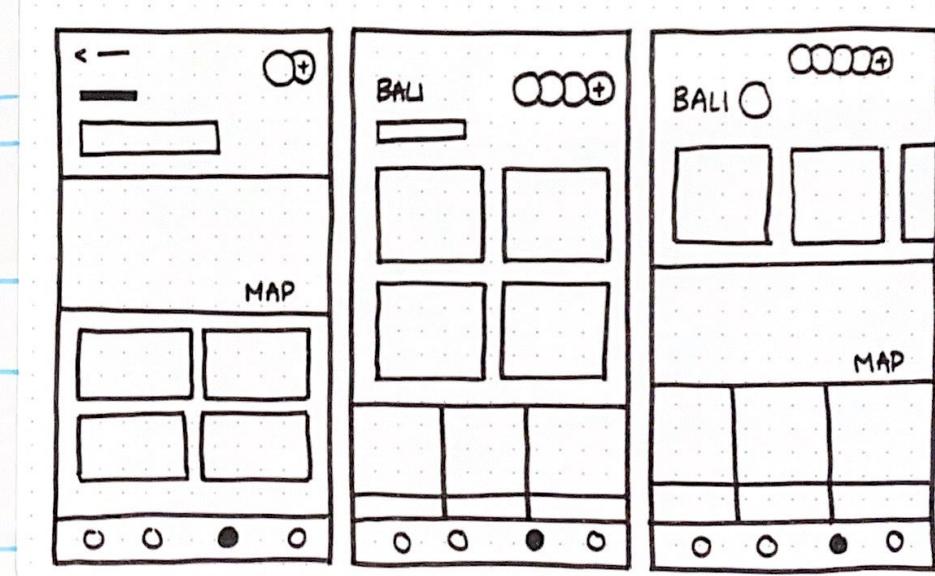


- trip name
- trip destination
- trip dates
- create trip button

## CREATING A TRIP

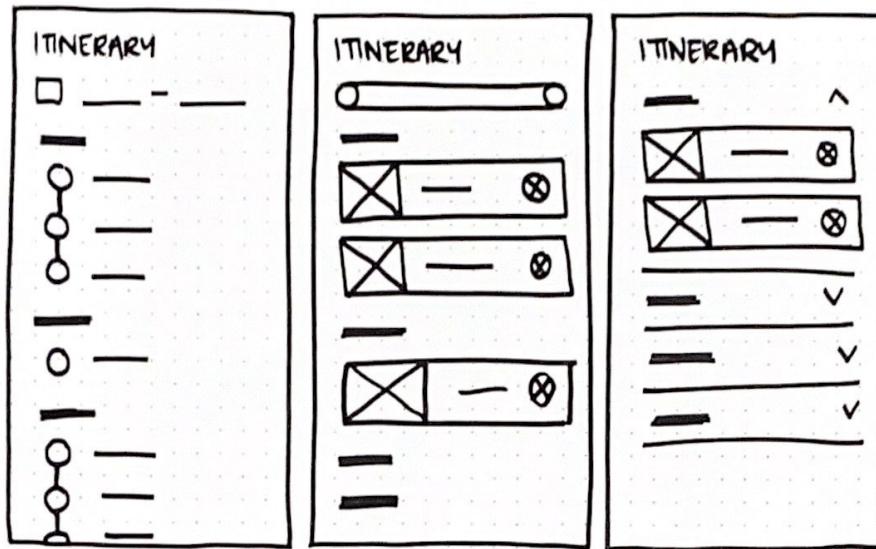
- trip folder name
- link to destination page
- map showing location of all saved posts
- folders
  - itinerary
  - tickets
  - checklist
- saved posts

share folder with fellow travellers

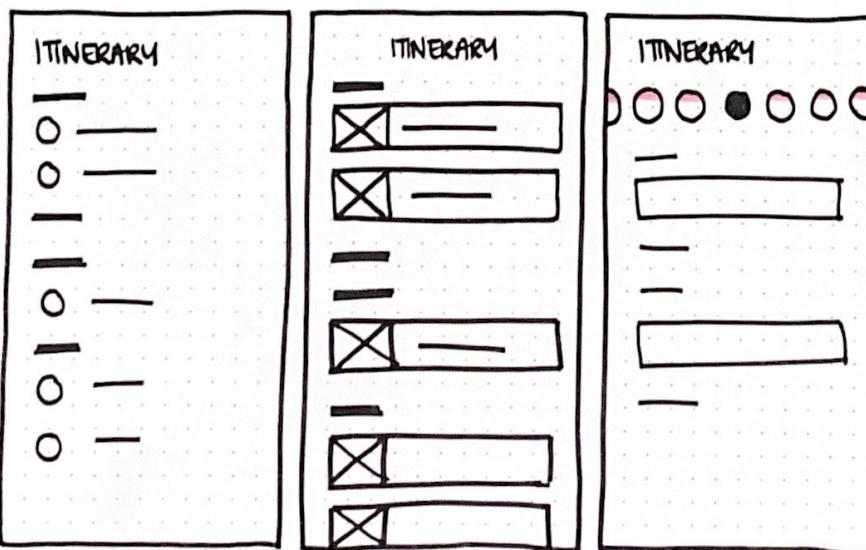


# ITINERARY

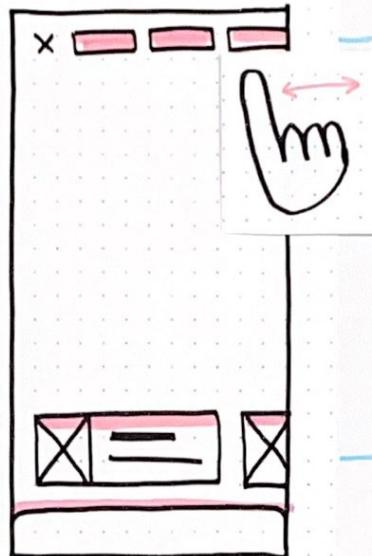
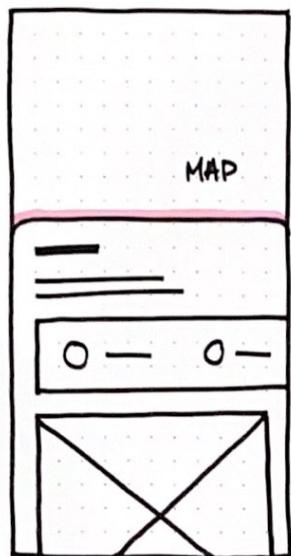
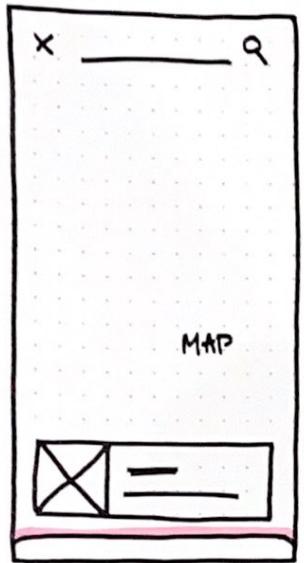
date range —  
date —  
activities / eateries —



— cards  
— dropdowns

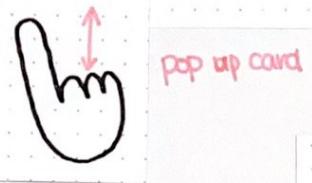


Swipe to navigate along timeline dates



MAP

expanded post information



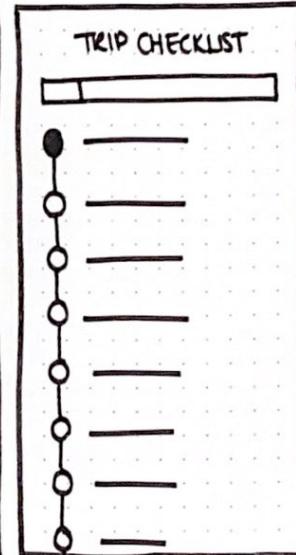
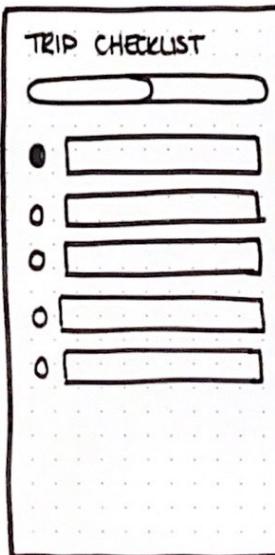
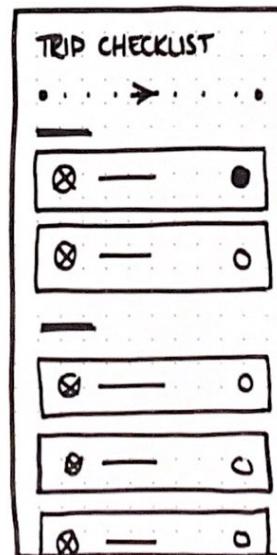
progress bar

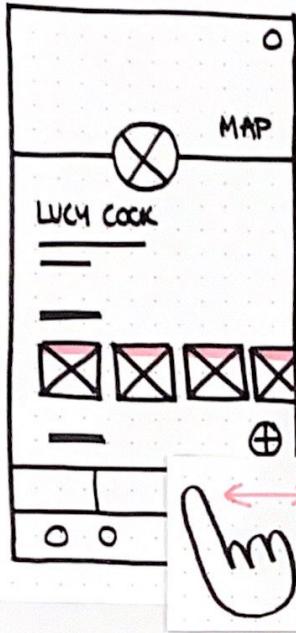
checklist cards

headings

radio buttons

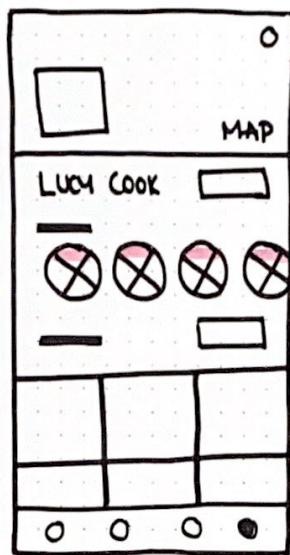
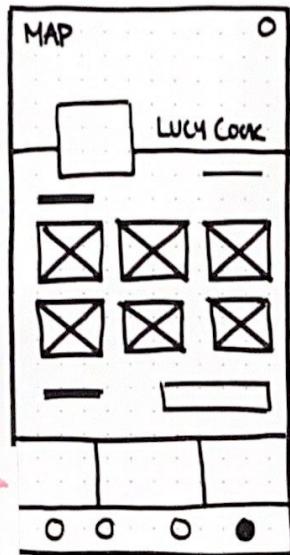
TRIP CHECKLIST





## PROFILE

Swipe across  
souvenir badges



map to visualise  
your travels

souvenir badges

upload post

post feed

info such as website,  
opening hours etc

## UPLOAD POST

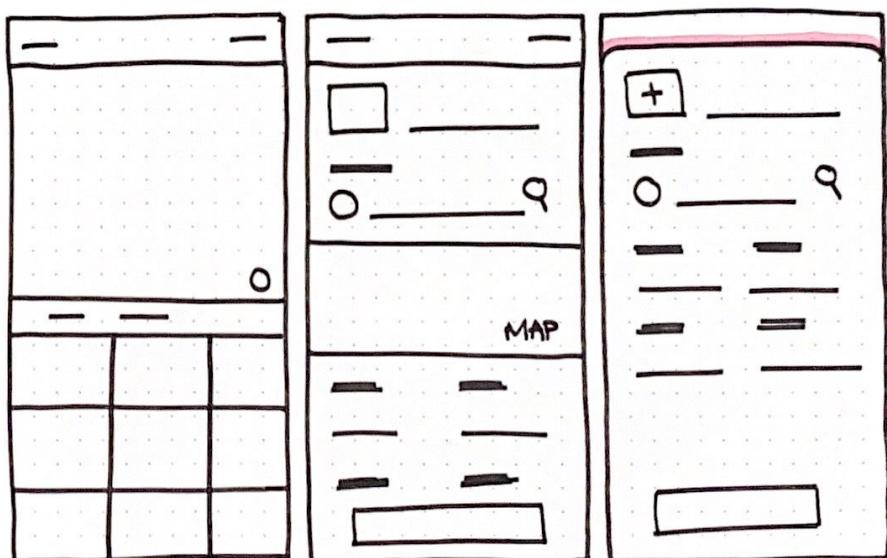
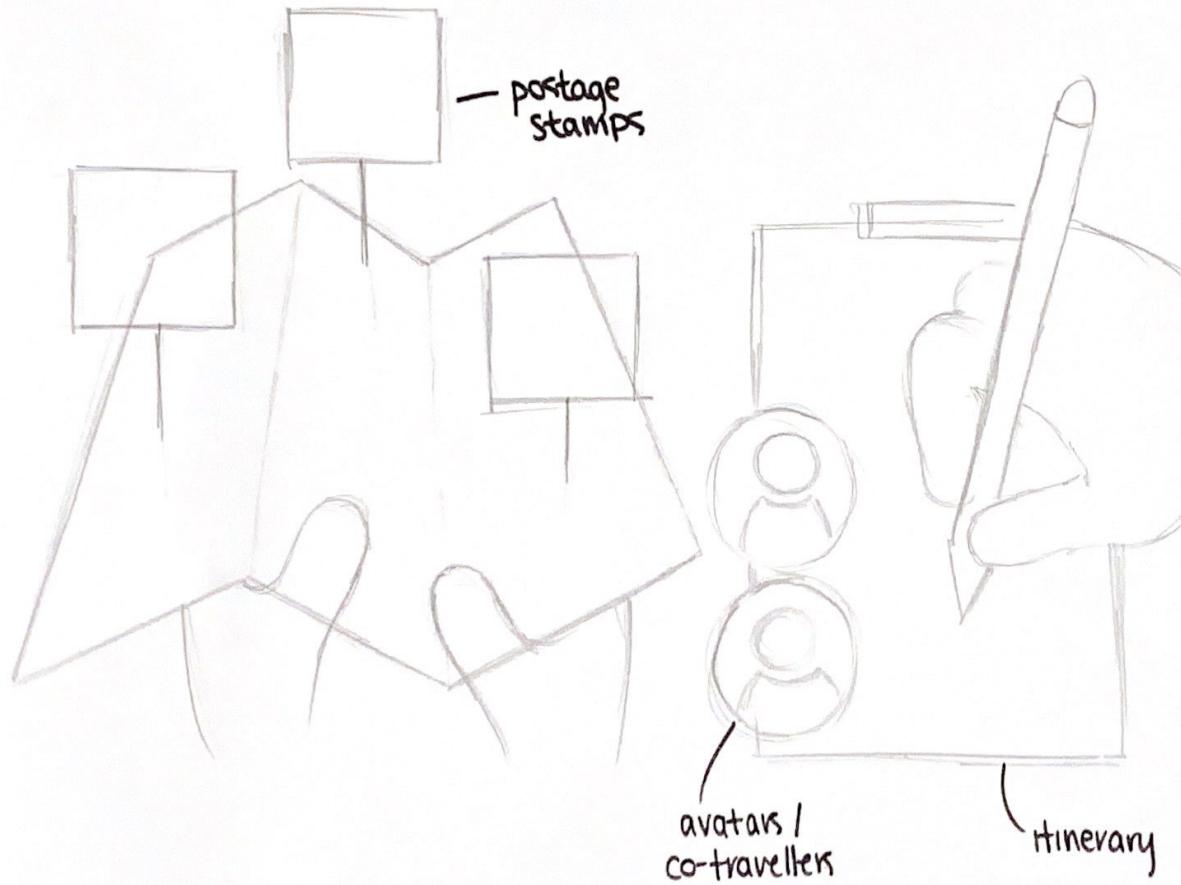


image —

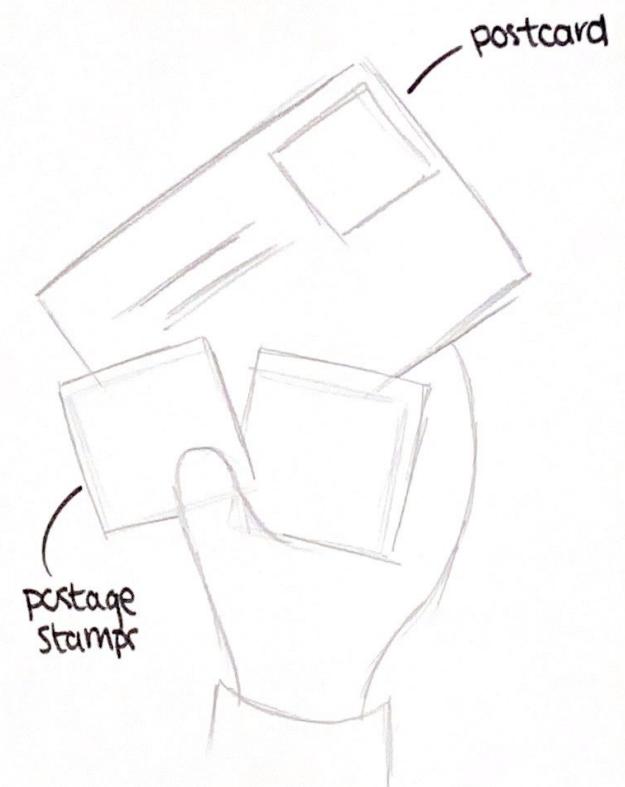
camera roll —

ONBOARDING  
ILLUSTRATIONS  
GET INSPIRED

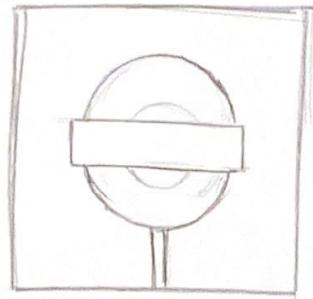
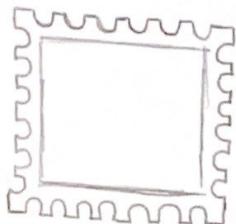
PLAN & SHARE YOUR  
NEXT TRIP



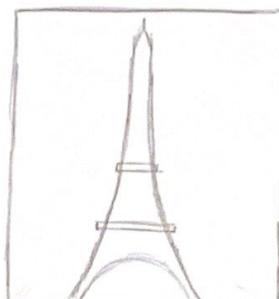
COLLECT SOUVENIRS



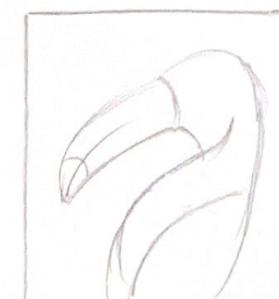
# SOUVENIRS



LONDON



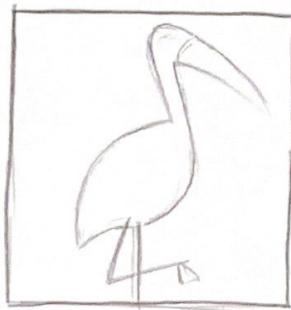
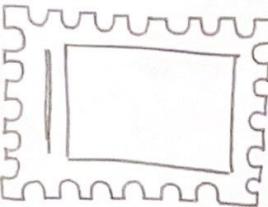
PARIS



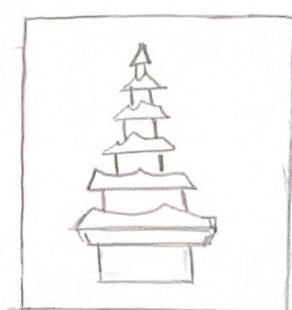
BRAZIL



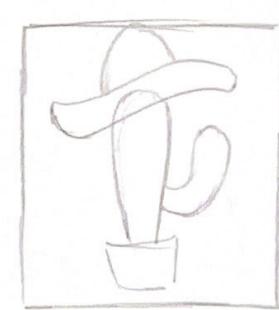
DUBLIN



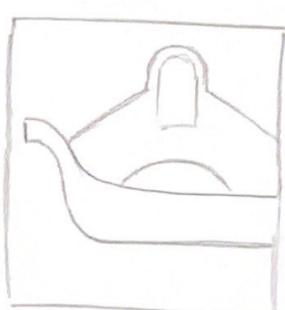
ARUBA



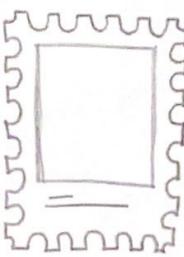
BALI



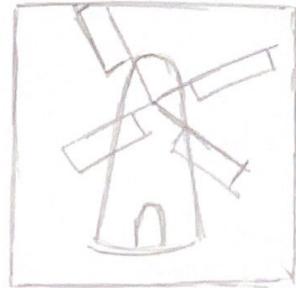
MEXICO



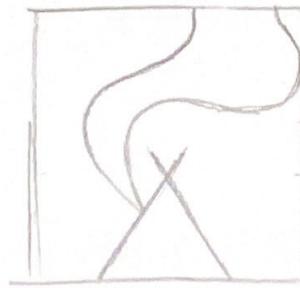
VENICE



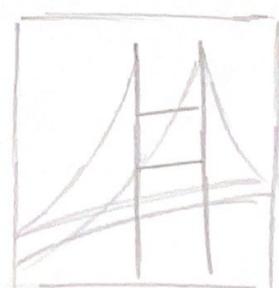
POSTAGE STAMPS



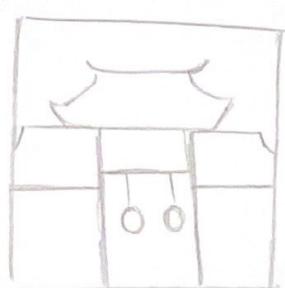
AMSTERDAM



ICELAND



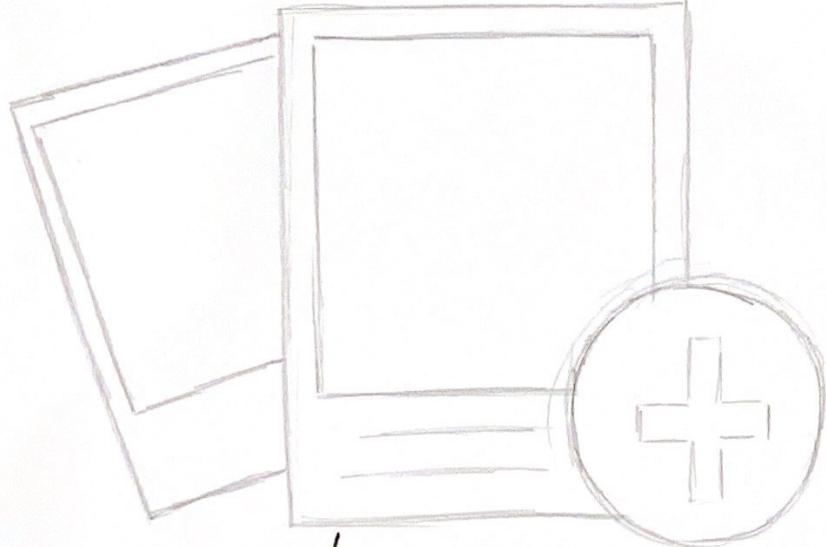
SAN FRANCISCO



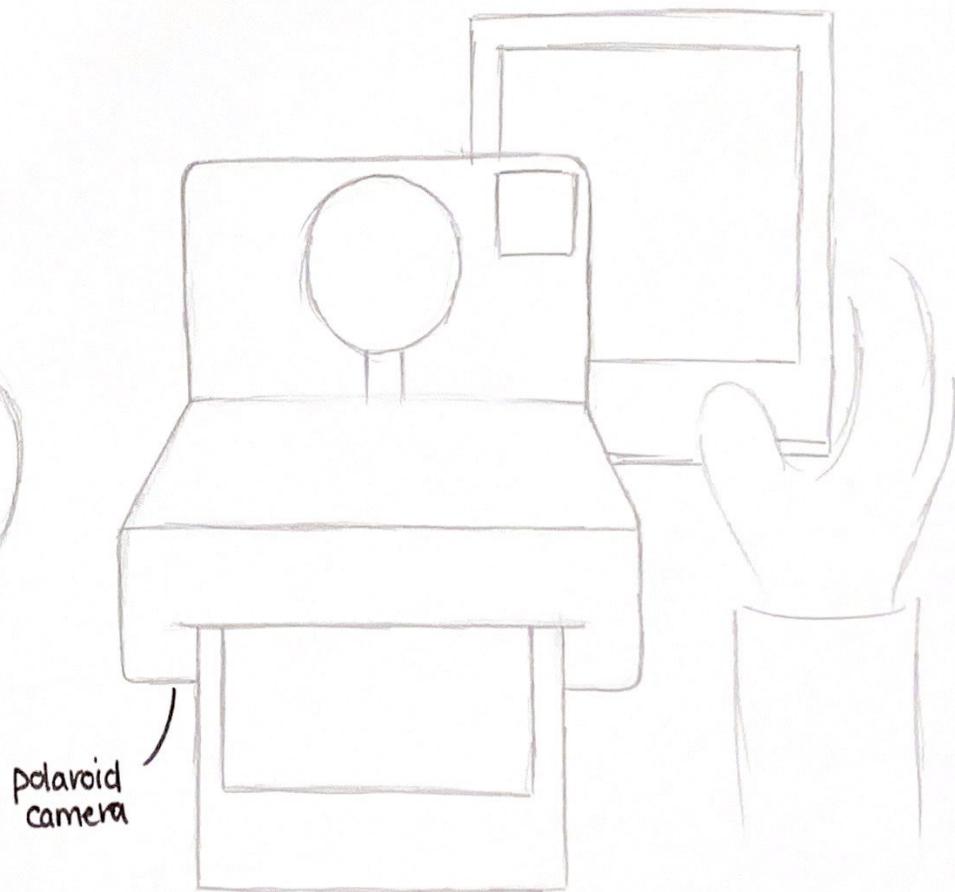
CHINA

## EMPTY STATES

PROFILE / No Posts

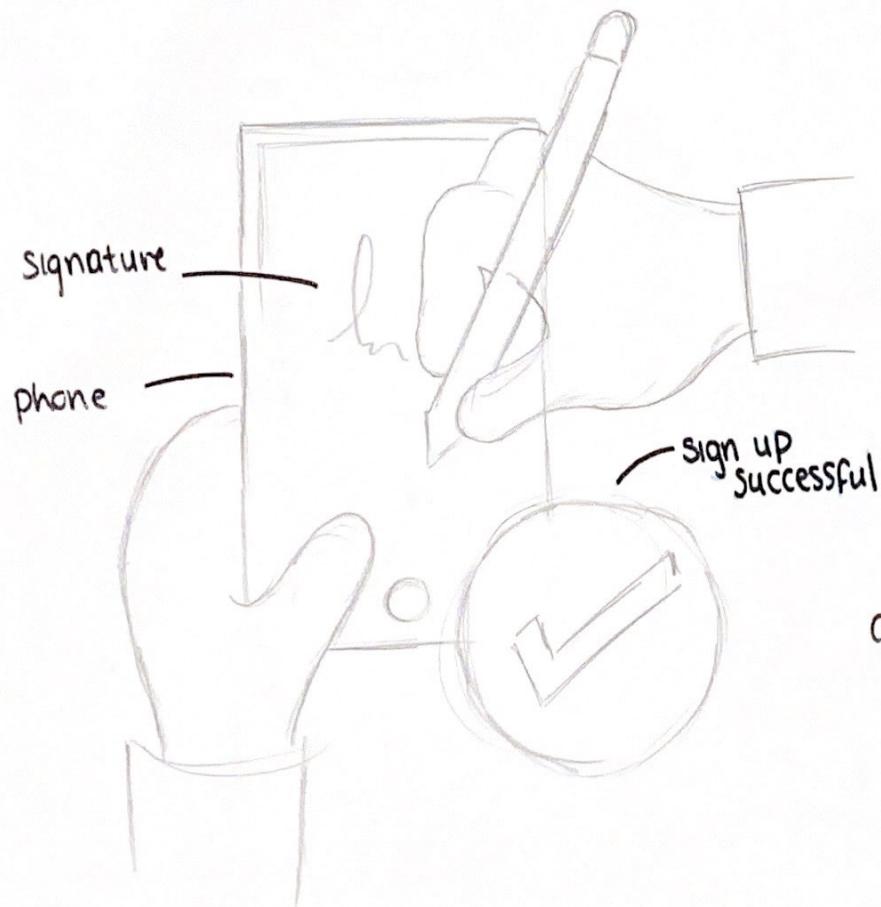


(  
polaroid film  
representing posts

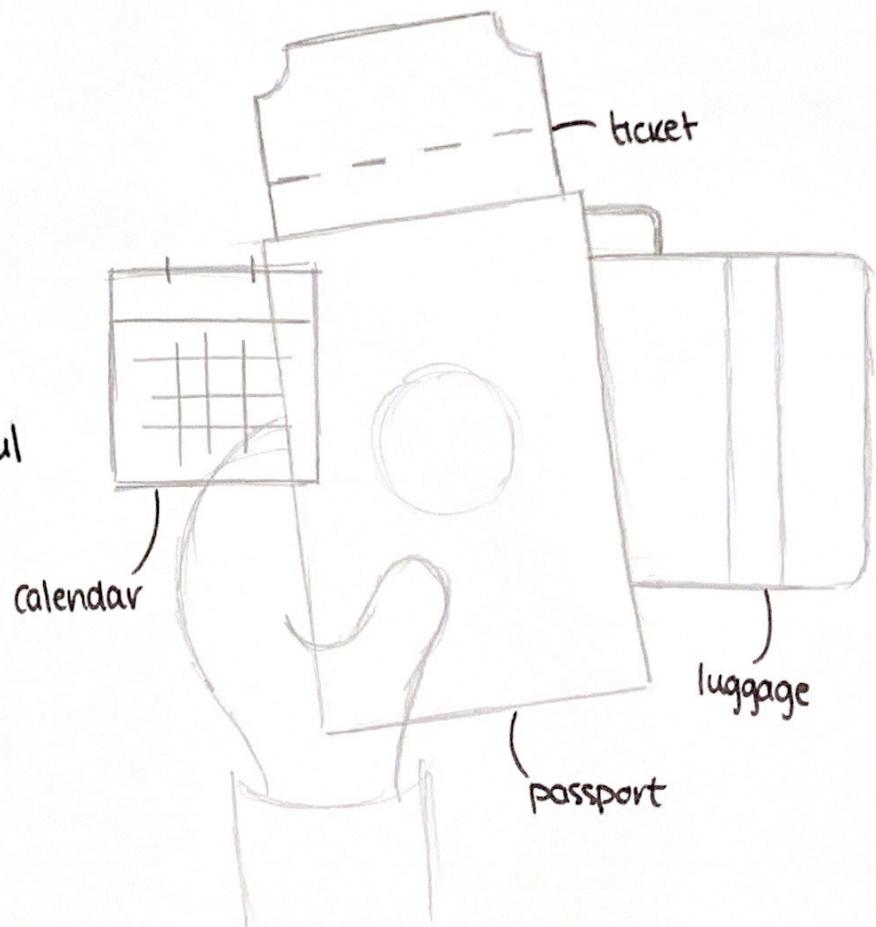


)  
polaroid  
camera

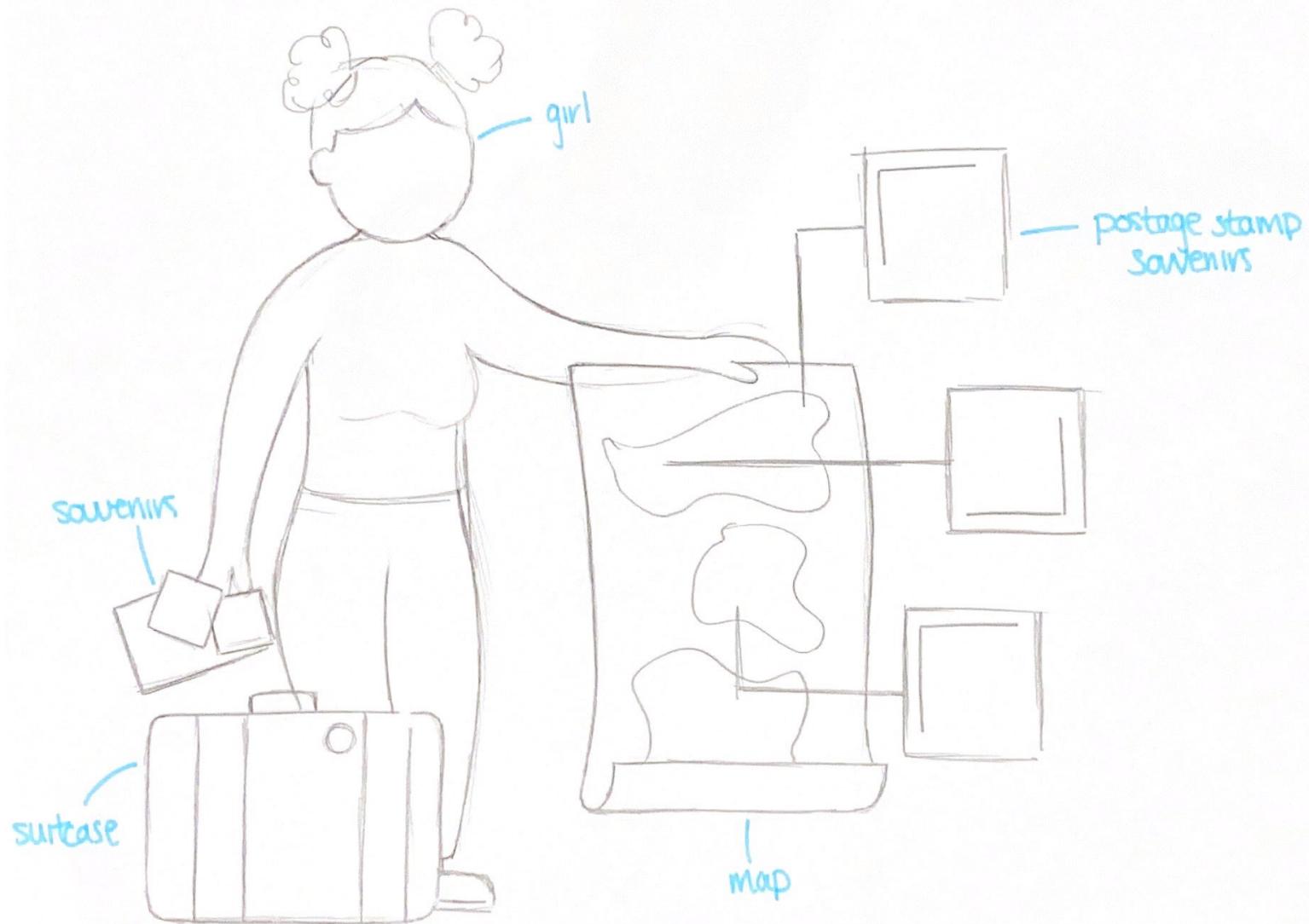
## SIGN IN / UP



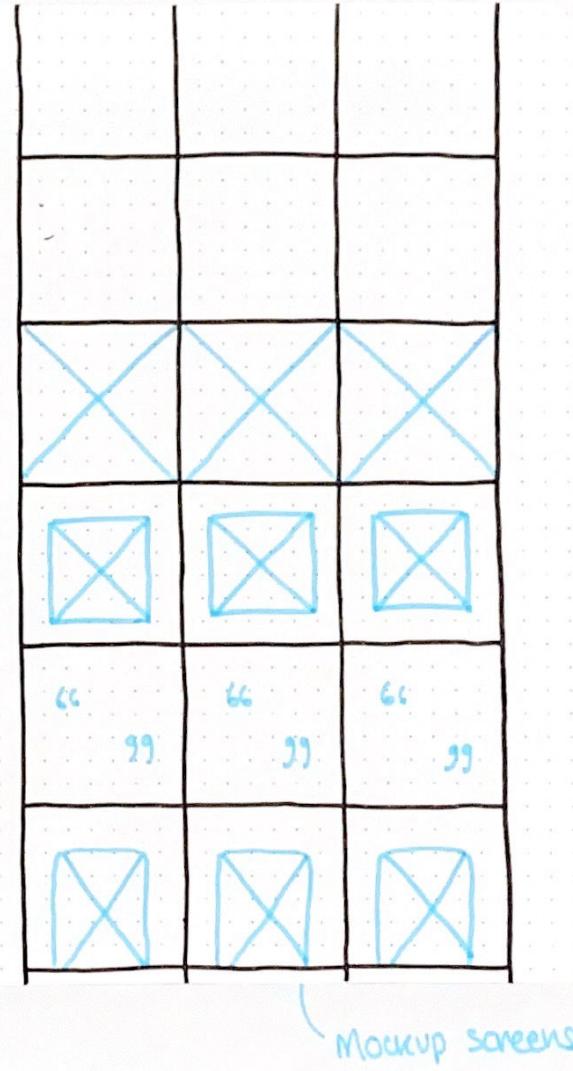
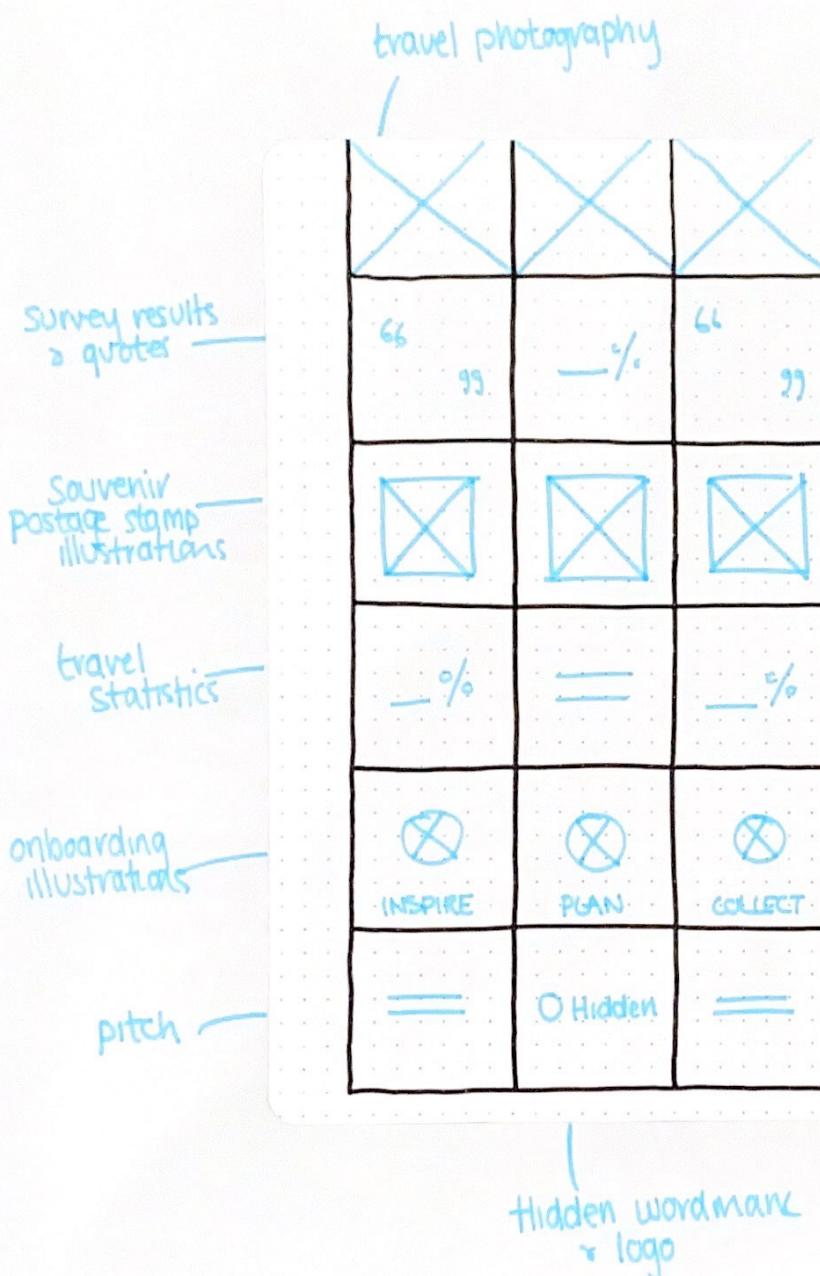
## EMPTY STATES Trips page



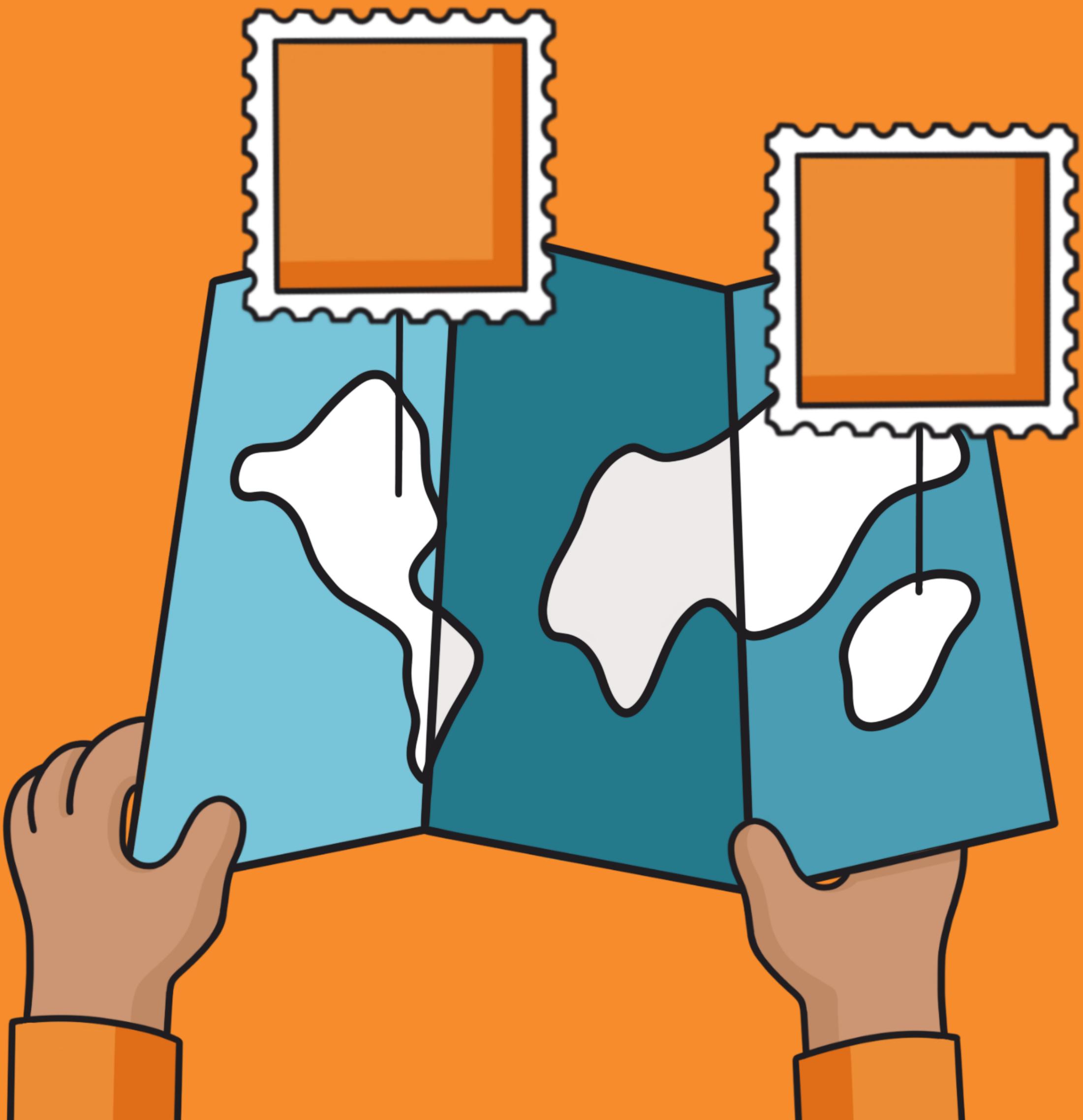
# LANDING PAGE



## PLANNING INSTAGRAM FEED

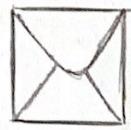


# Semester Two





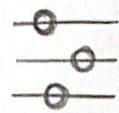
Username  
+ Profile



Email



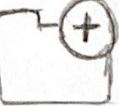
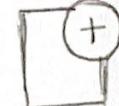
Password



Filter



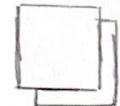
Search



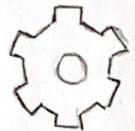
Save post



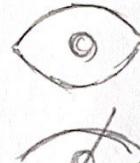
Upload post



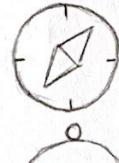
Upload  
multiple  
posts



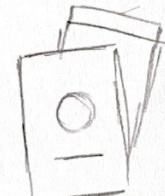
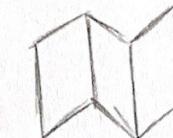
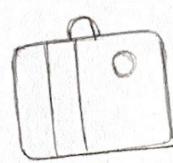
Settings



Hide / View



Explore



Trips



Location  
+ Destination



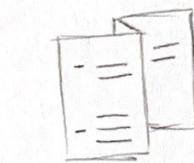
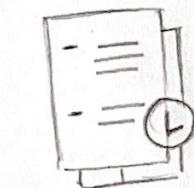
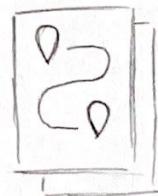
Website



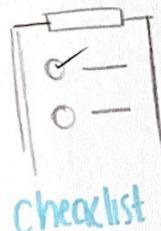
COVID  
Update



Co-travellers



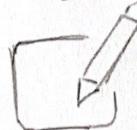
Itinerary



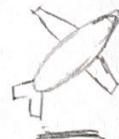
checklist



Notes



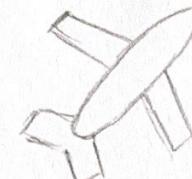
Arrival



Departure



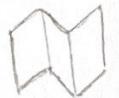
Weather



Flight length



Cost  
+ Currency



Map

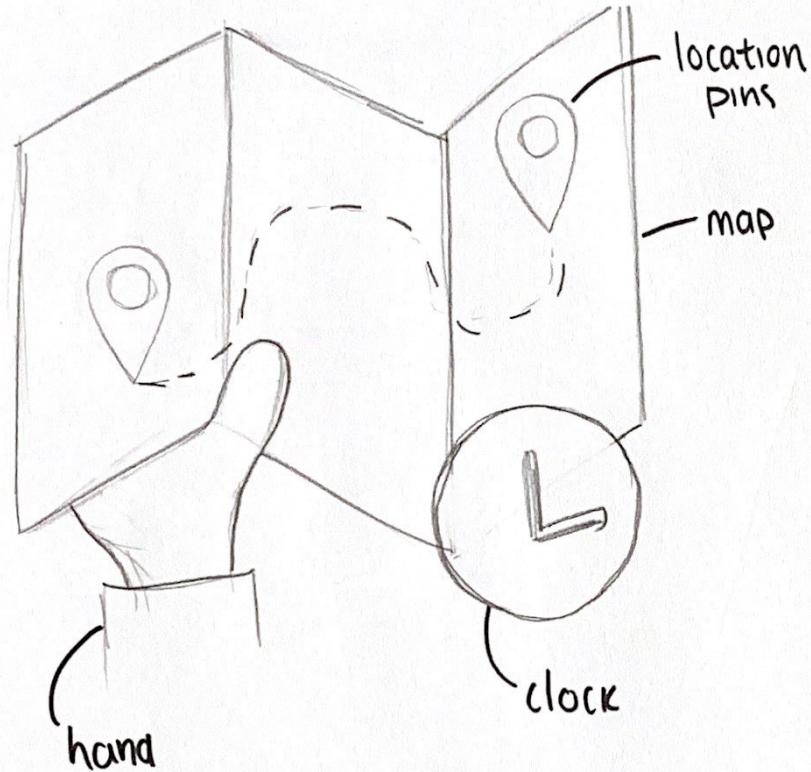


Dates  
+ Months

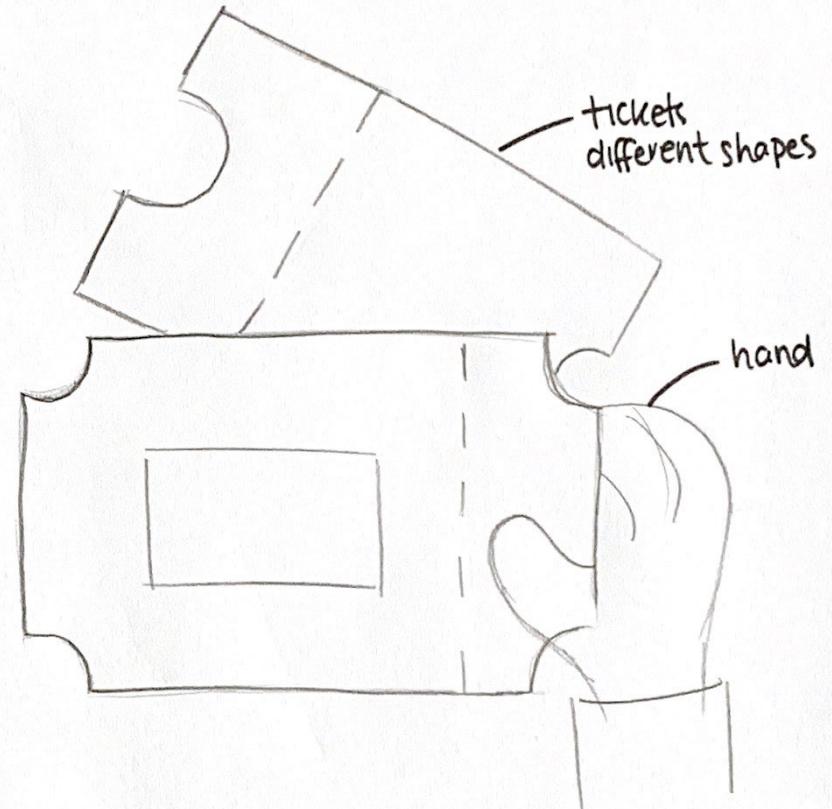
Icons

## ITINERARY

EMPTY STATE ILLUSTRATIONS

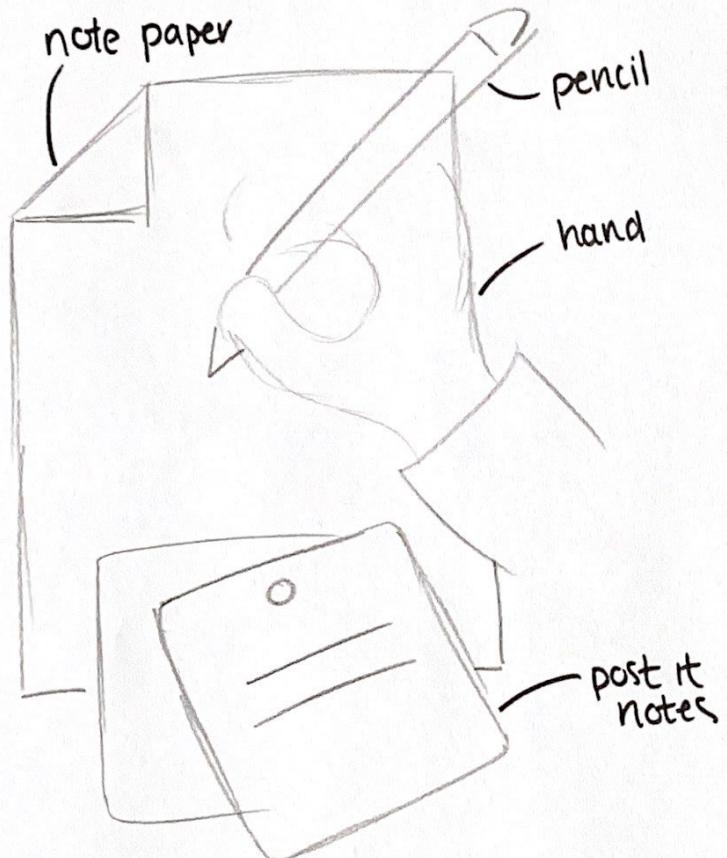


## TICKETS



# NOTES

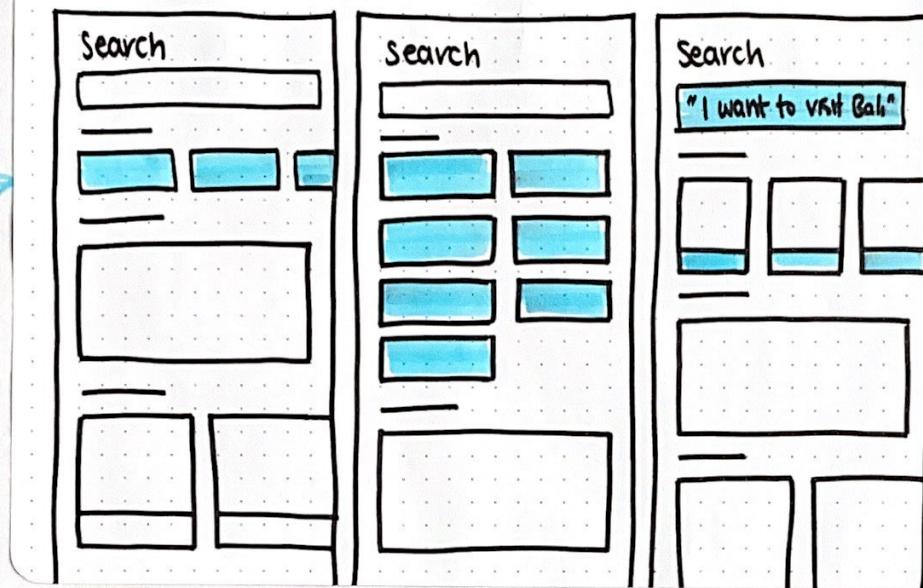
EMPTY STATE ILLUSTRATION



## SEARCH PAGE

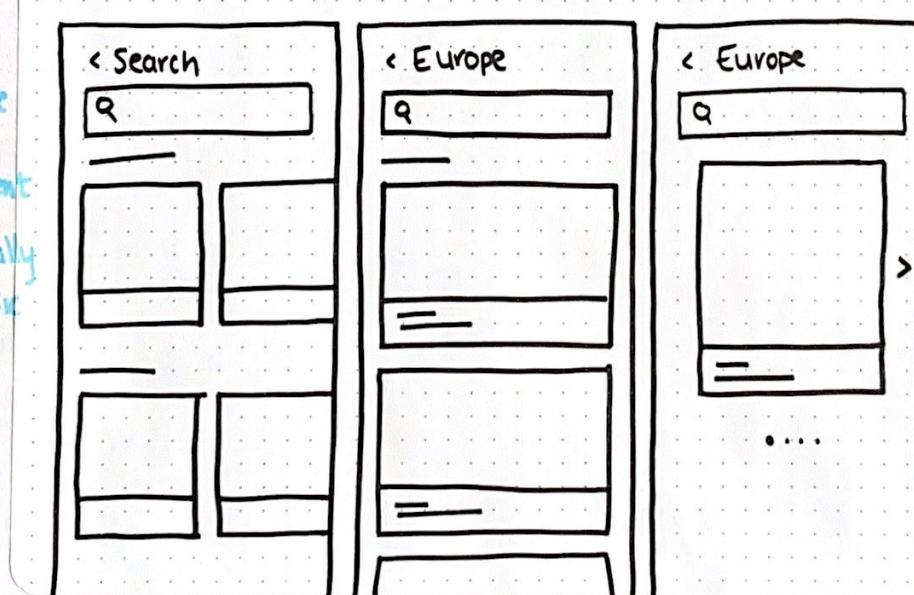
SCREEN LAYOUT CHANGES

add a section to allow users to browse by continent



like seen on Instagram, provide prompts to the user so they know what to search for

Create separate search pages for each continent:  
— users can search specially  
— browse specific destinations

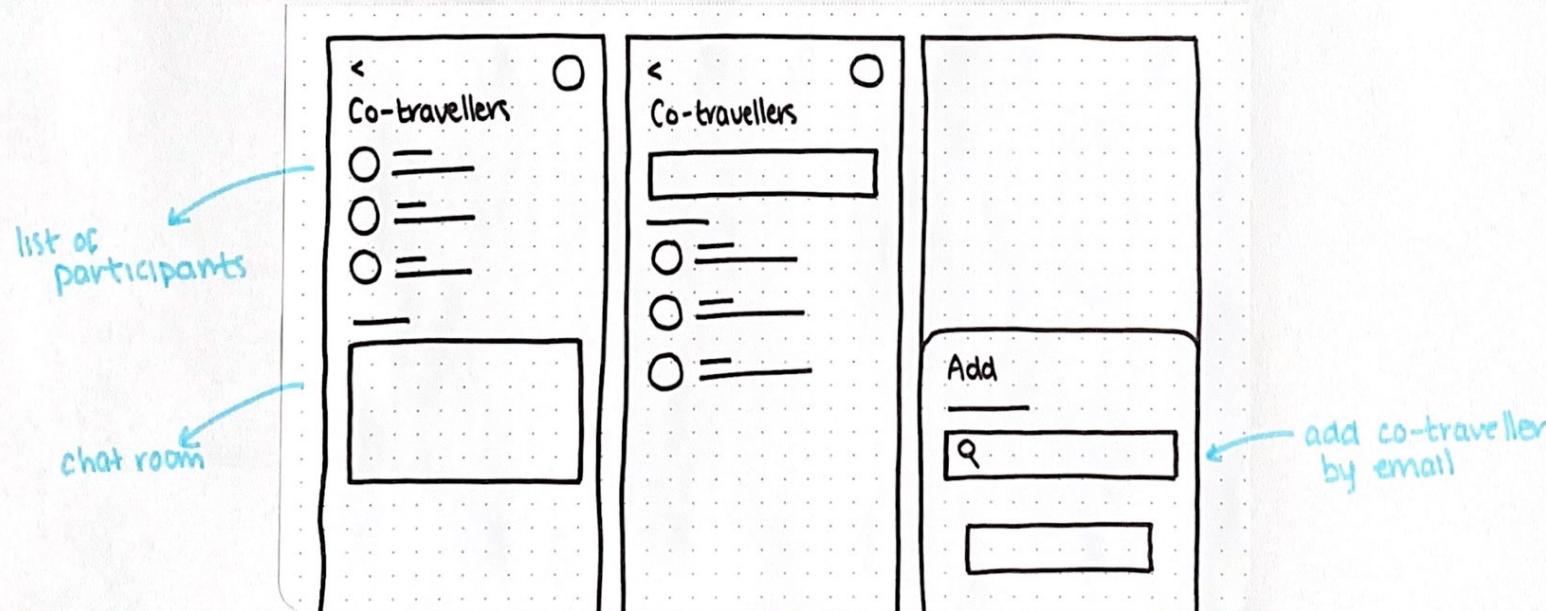
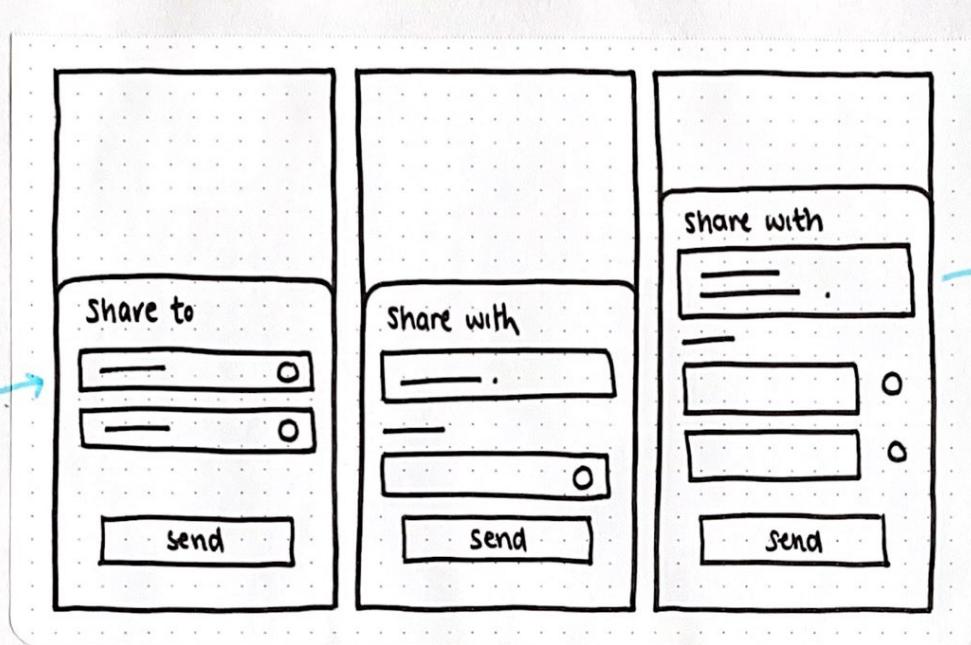


## CO-TRAVELLERS

SHARE & CHAT

ADDITIONAL SCREENS

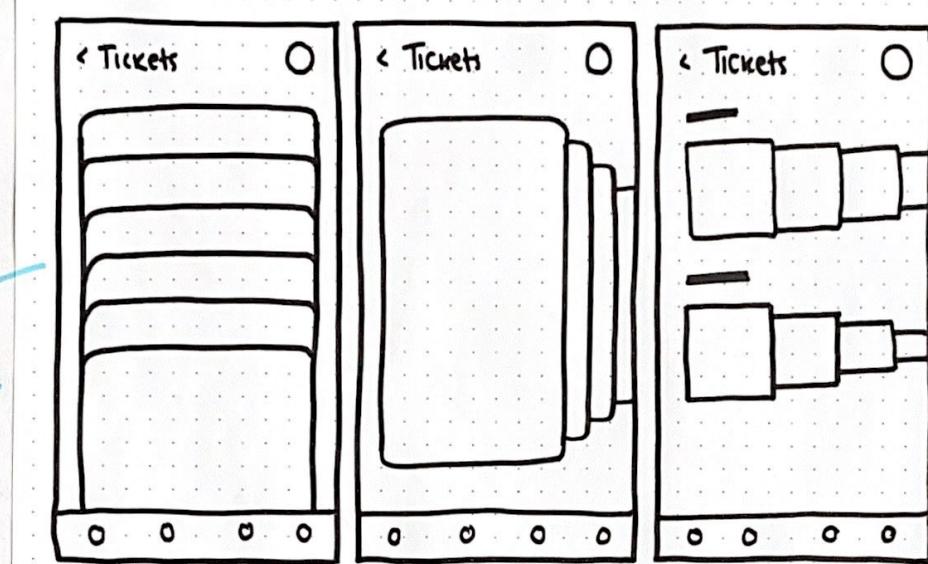
your trips



## TICKETS PAGE

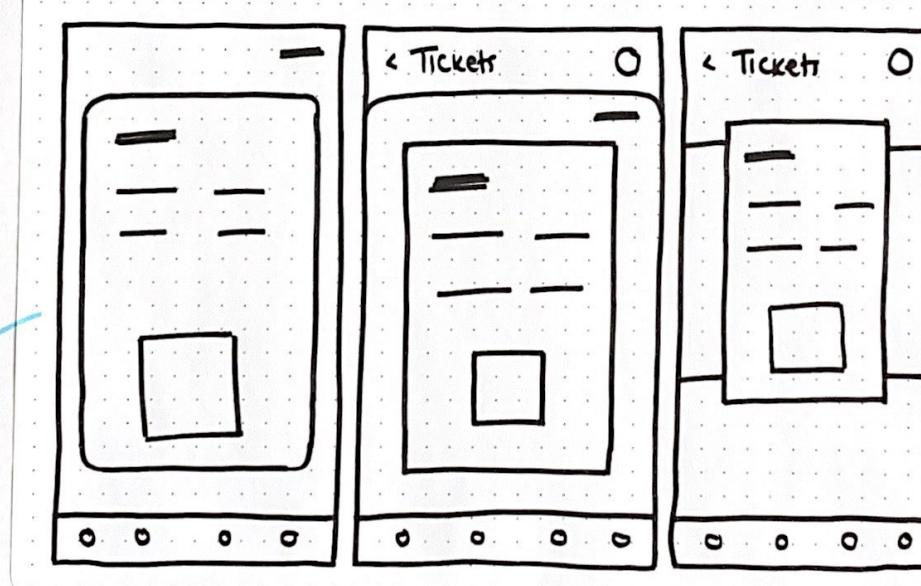
### ADDITIONAL SCREENS

similar layout  
to Apple wallet

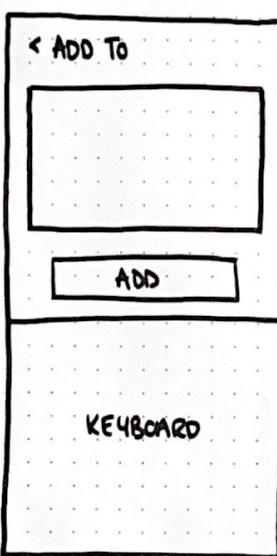
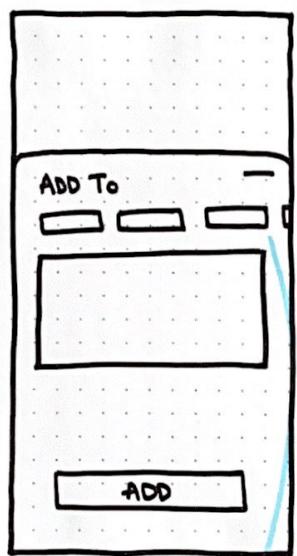
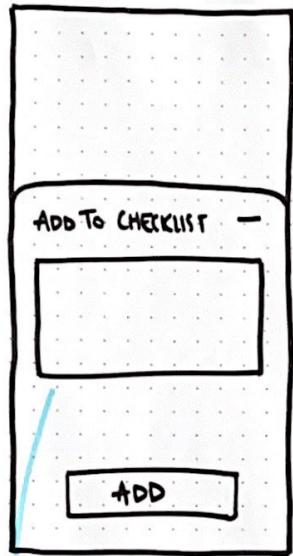


do the tickets  
need grouped?  
- flights  
- stay  
- activity etc.

slide across  
user can see full  
ticket this way



how would  
the user view  
it in full

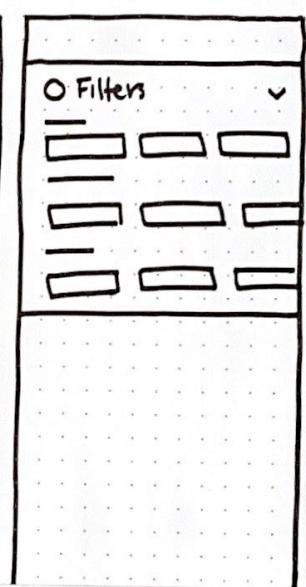
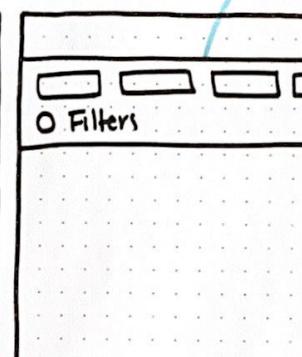
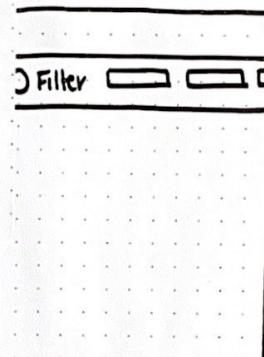


## TRAVEL CHECKLIST

- Add personal notes

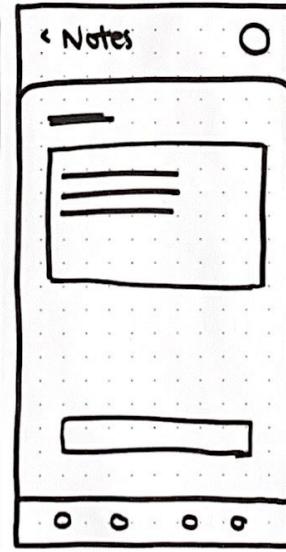
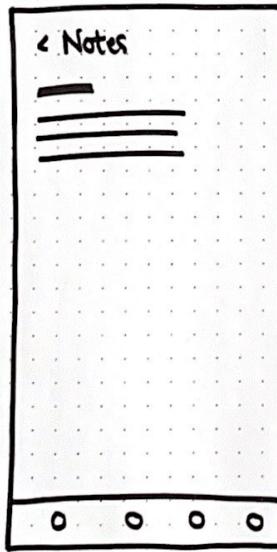
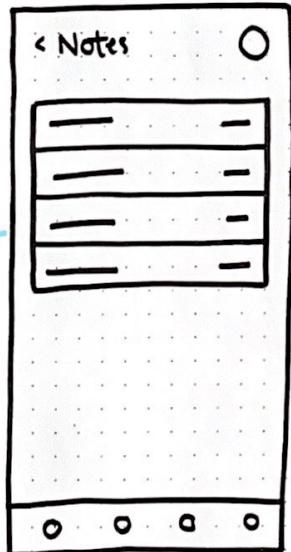
moves to full page  
as user types to  
show keyboard

## ADDITIONAL SCREENS



- ## NOTES
- page layout
  - adding notes

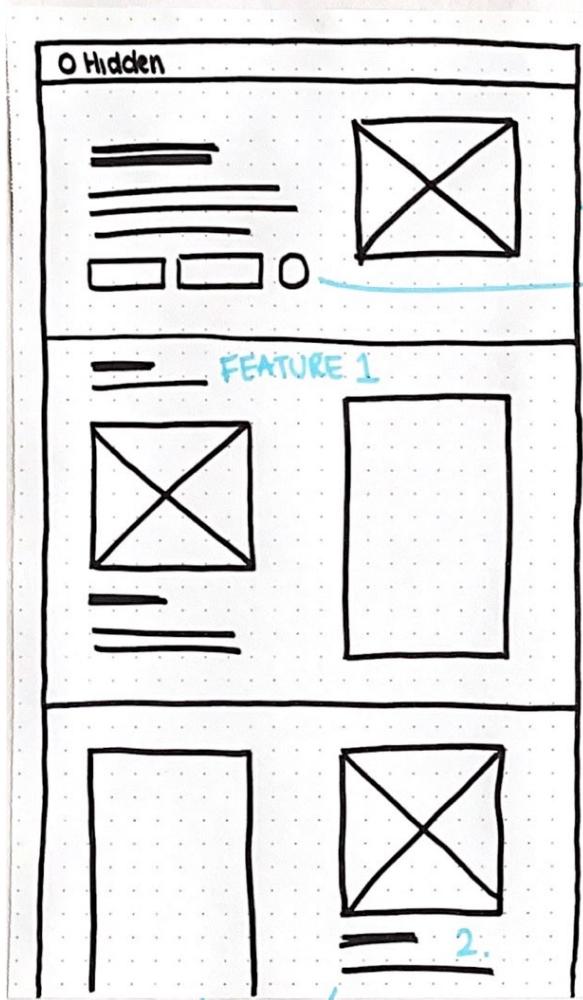
similar to  
Apple notes



## EXPLORE FILTERS

'Filter' label is needed  
after user testing.

pop up to add  
personal notes



iphone mockup  
of matching  
hidden app screen

## PROMOTIONAL WEBSITE

header  
app store  
buttons ~ instagram

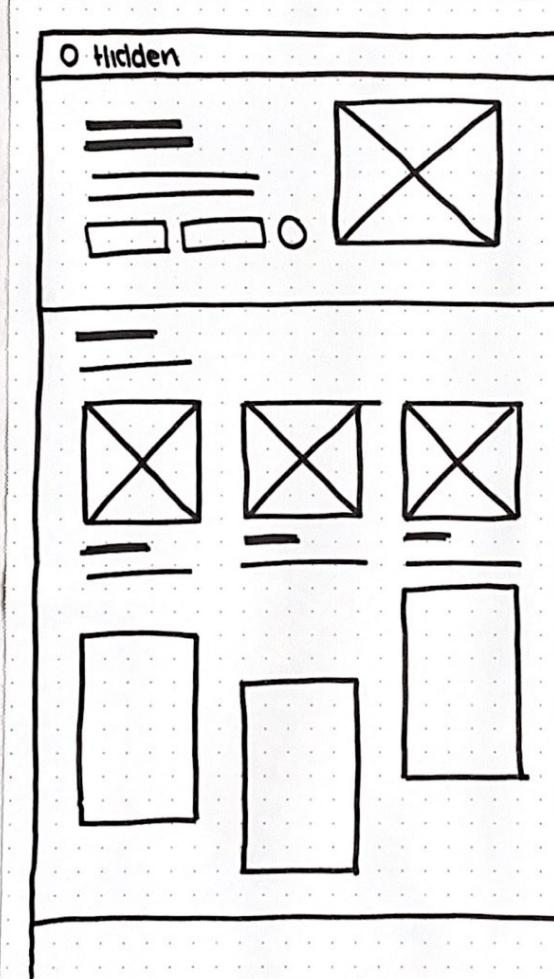
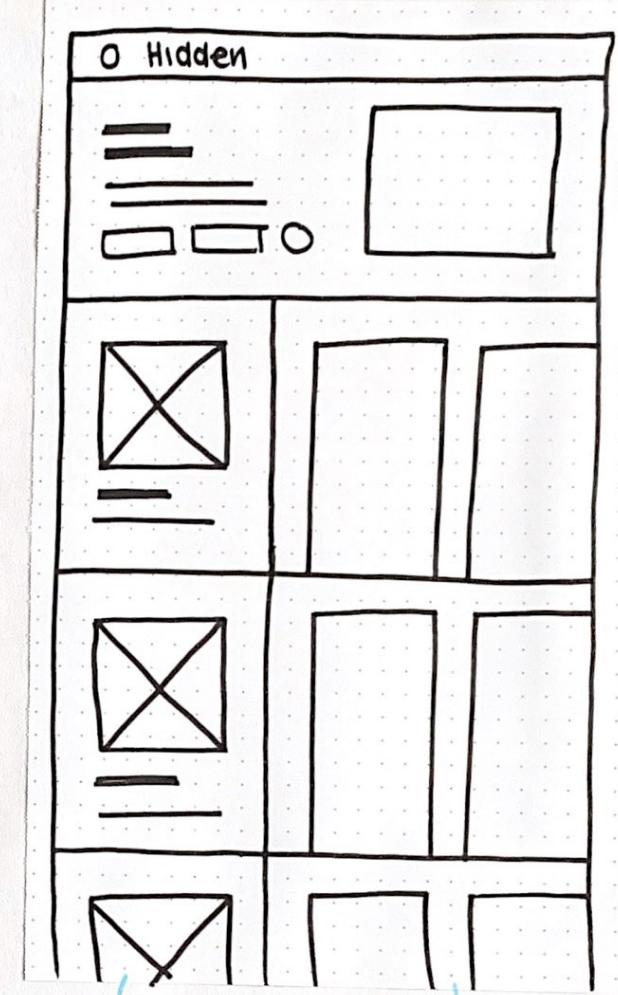
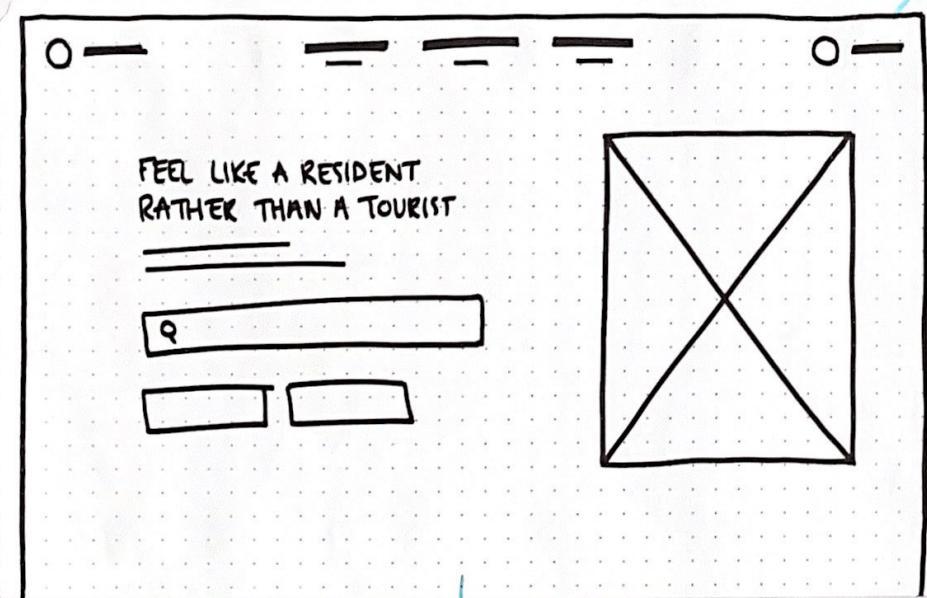
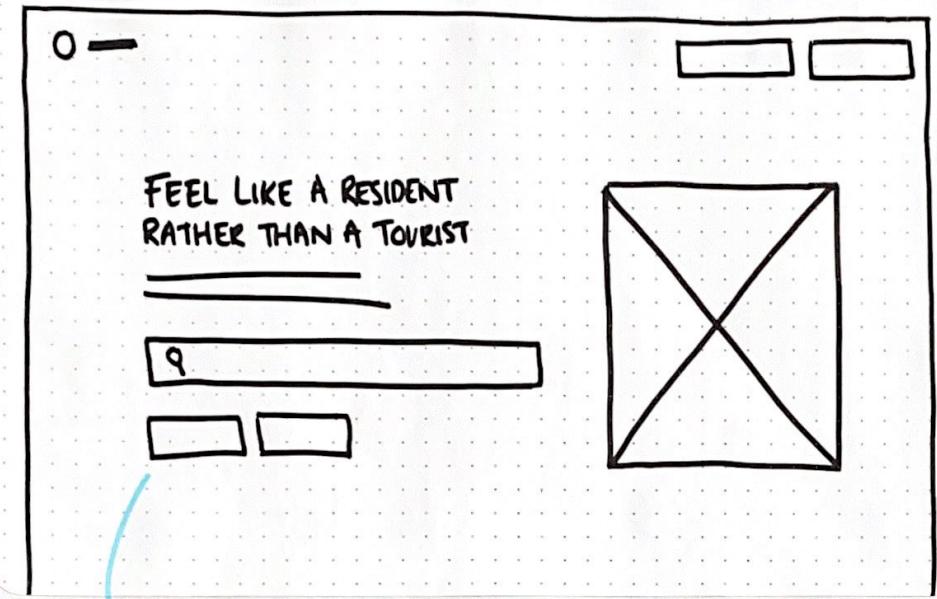


illustration &  
feature description



features  
all on one side

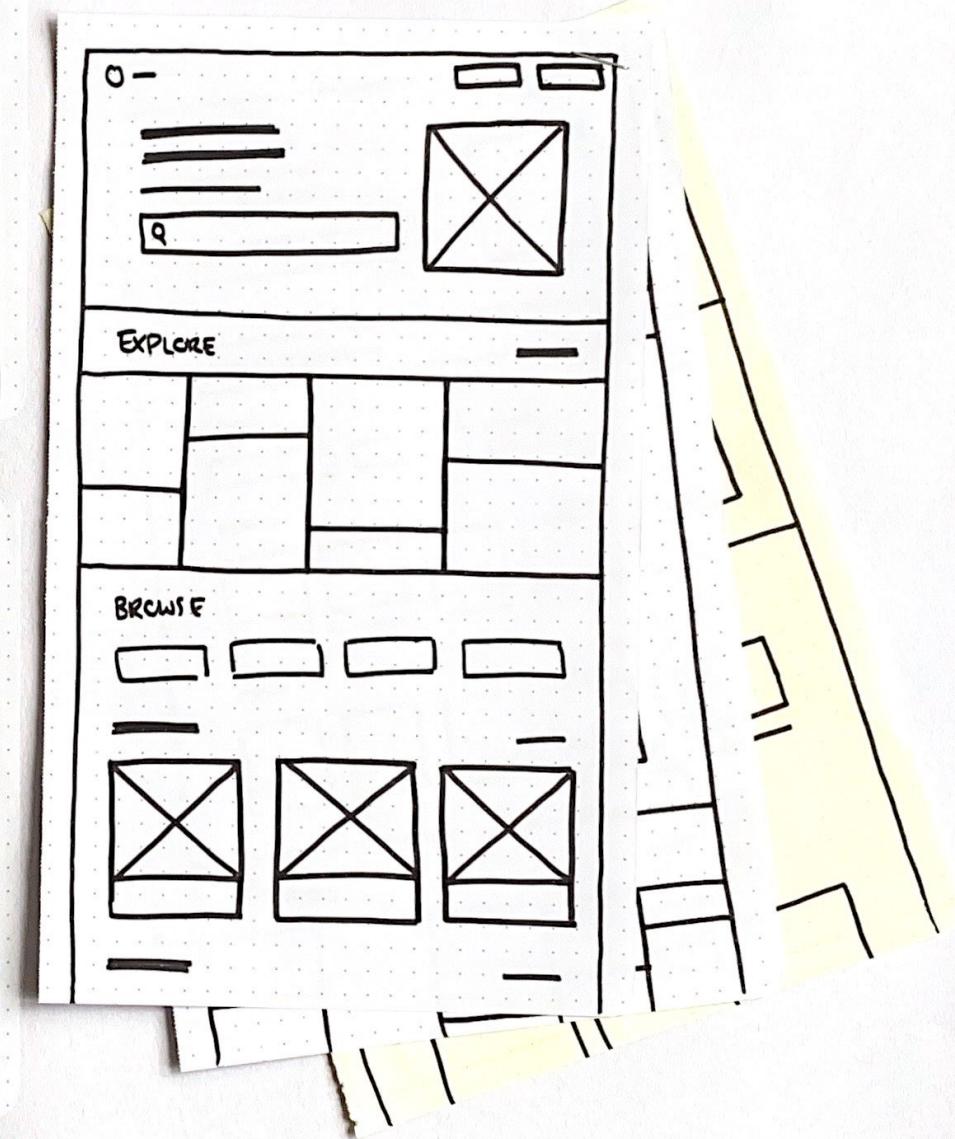
mockups on  
right

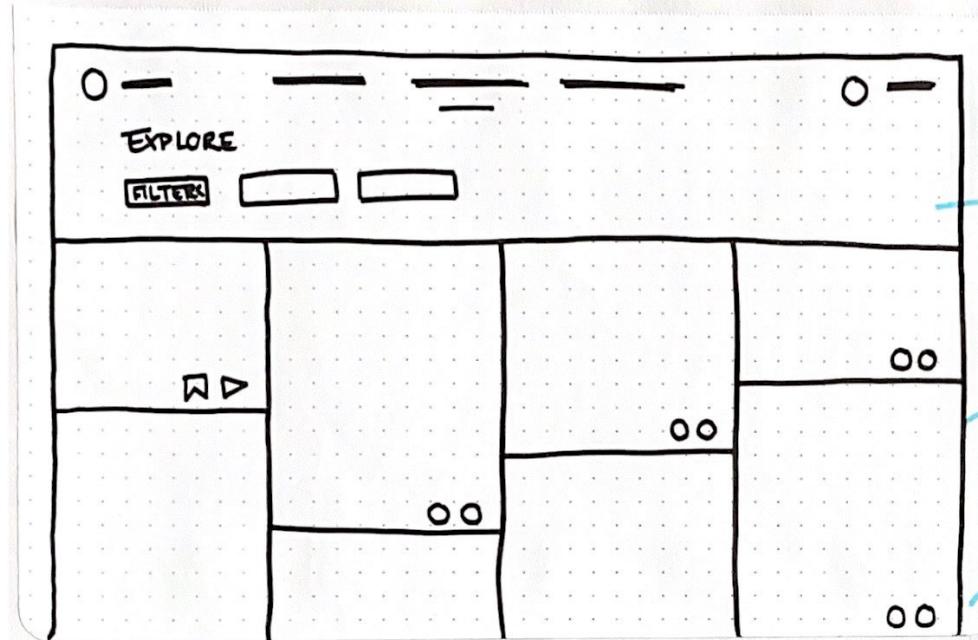


user not signed in  
SIGN IN / SIGN OUT

WEBSITE - SEARCH

WEBSITE VERSION OF APP





**WEBSITE - EXPLORE**  
WEBSITE VERSION OF APP

Filters will expand + collapse down

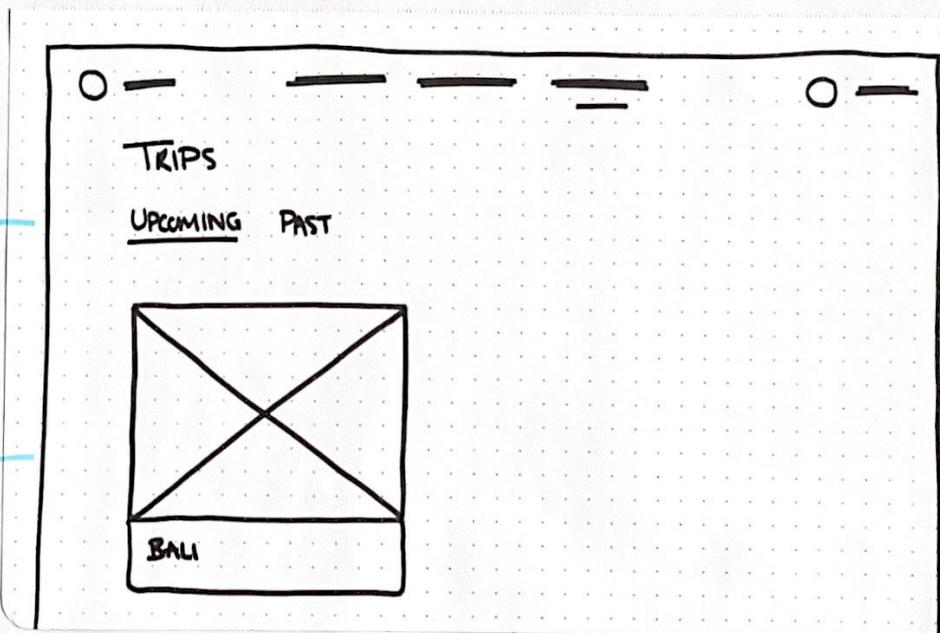
Feed parts

Icons to save + share

**WEBSITE - TRIPS**

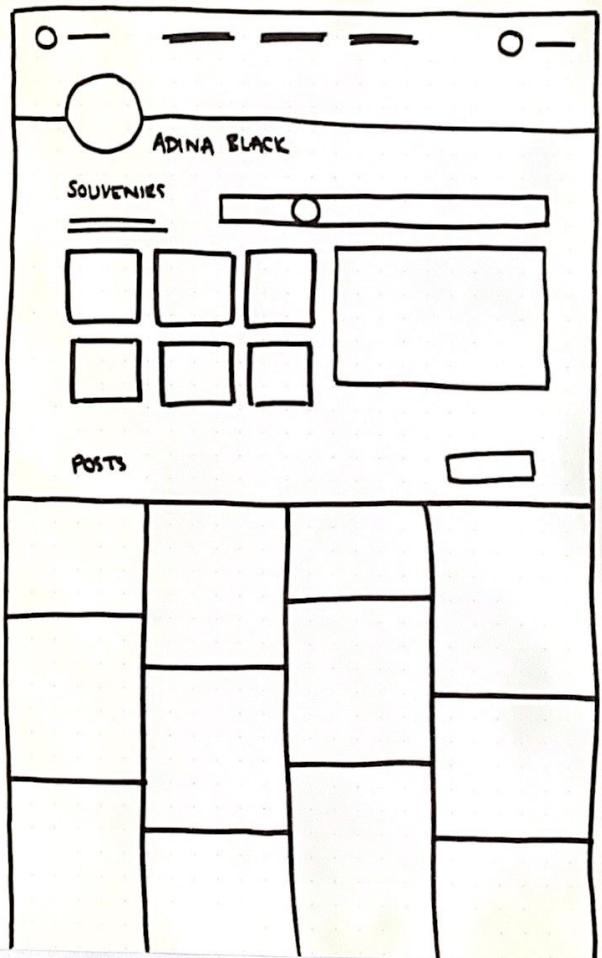
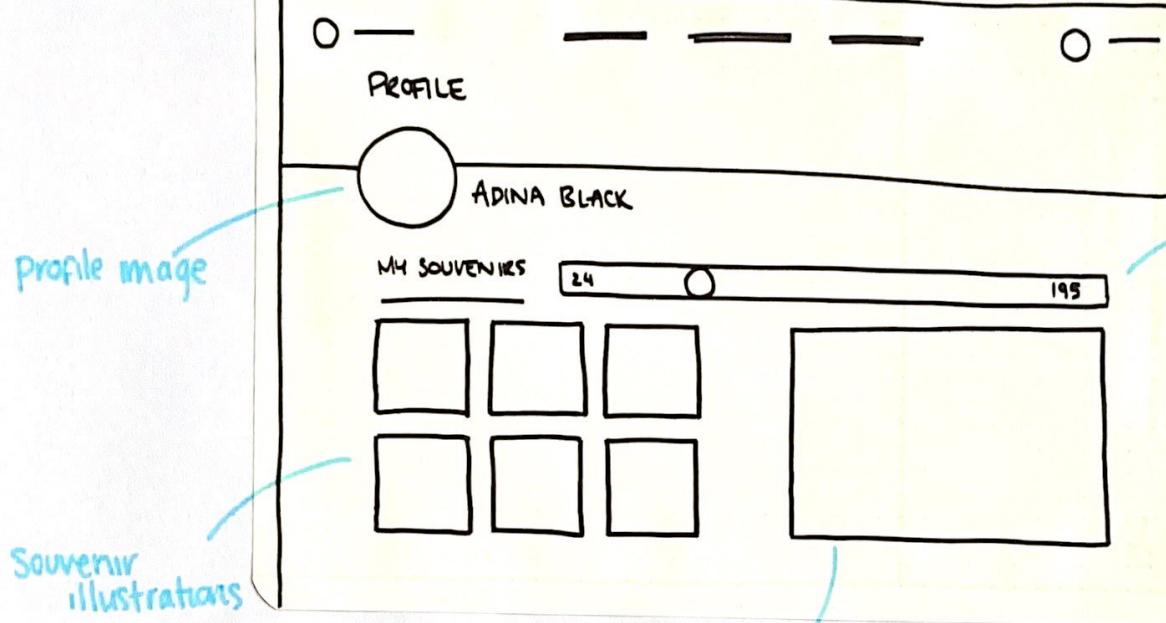
toggle between upcoming + past trips

trip folders



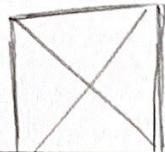
## WEBSITE - PROFILE

WEBSITE VERSION OF APP



# 1 GET INSPIRED

with images + video around world



1. Features explained x3

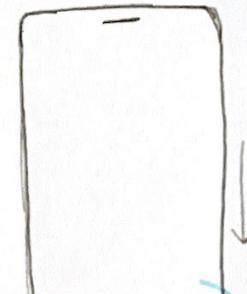
## HIDDEN

travel inspiration + planning app



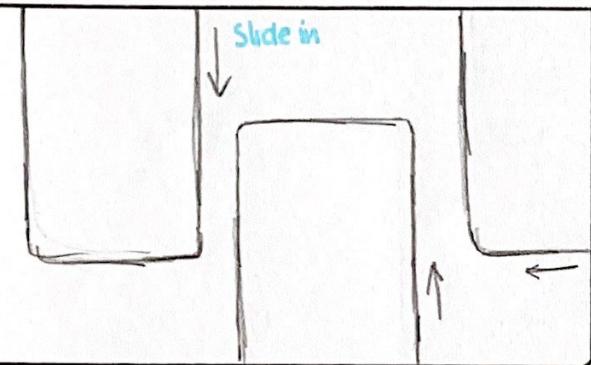
2. Hidden introduction

## EXPLORE

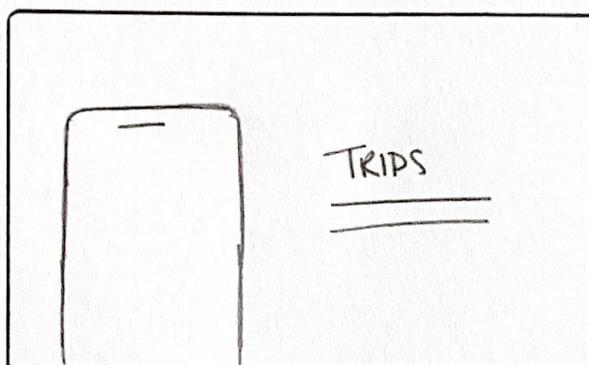


↓  
scrolling

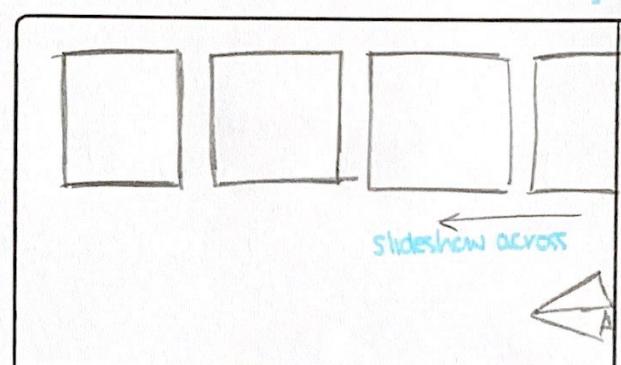
3. Explain Explore + Search x2



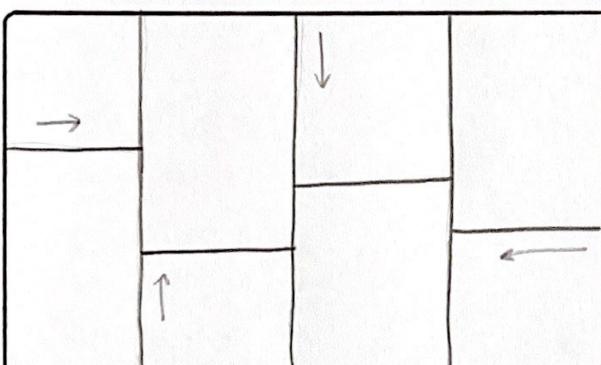
4. Examples of searched destinations



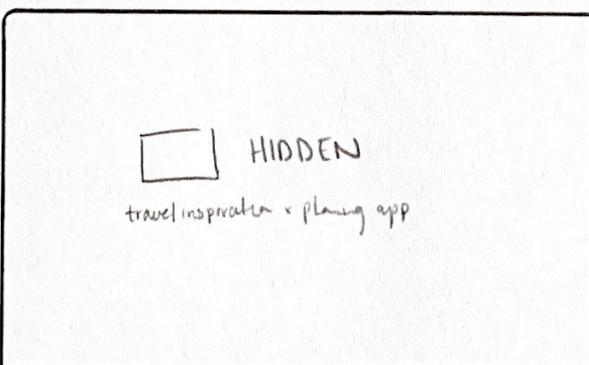
5. Explain Trips + Profile x2



6. Souvenir display



7. Images of travel around the world



8. Replay introduction

## PROMO VIDEO

Explain features + show screens

Around 1 minute.