

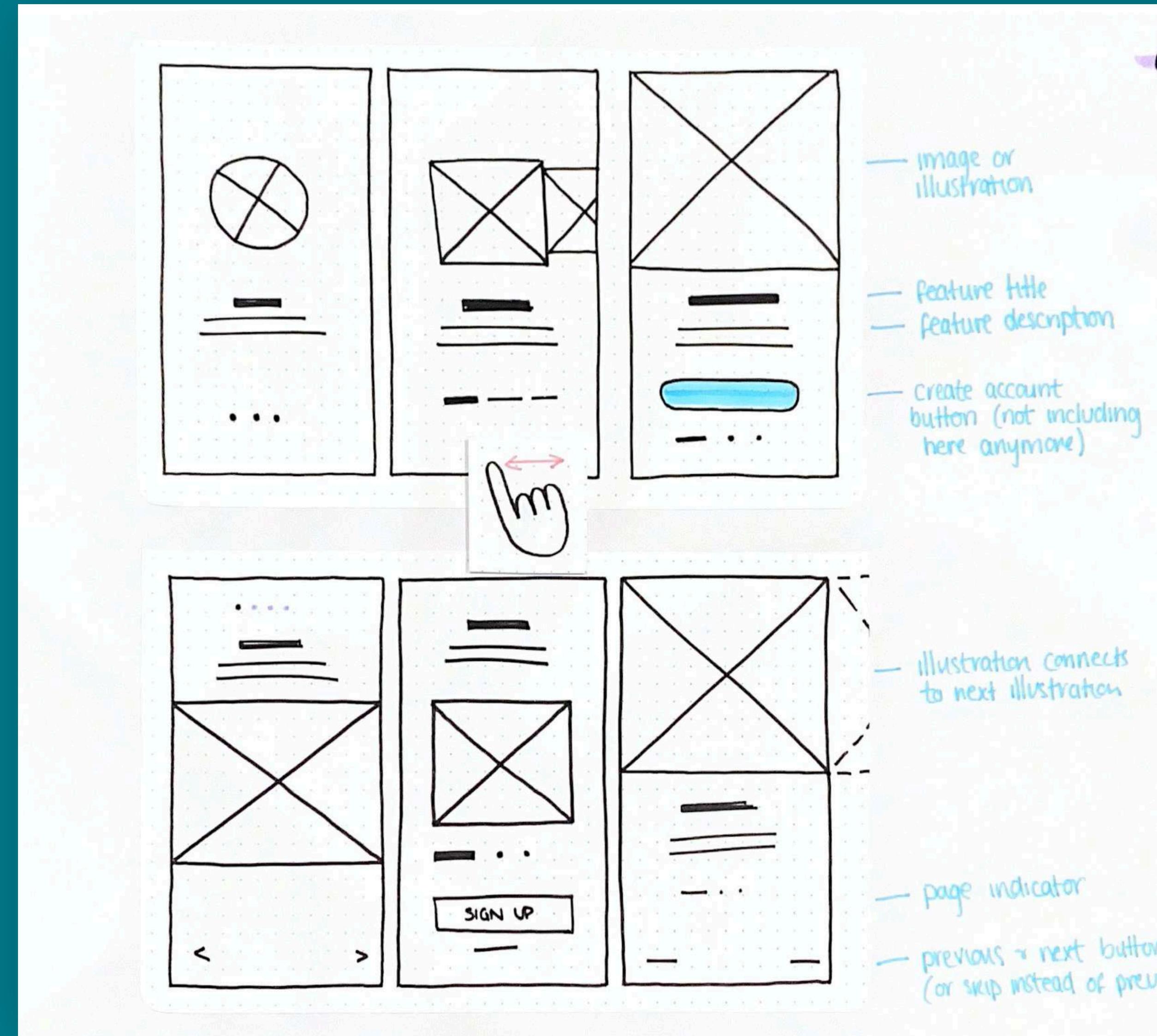


Lucy Cook

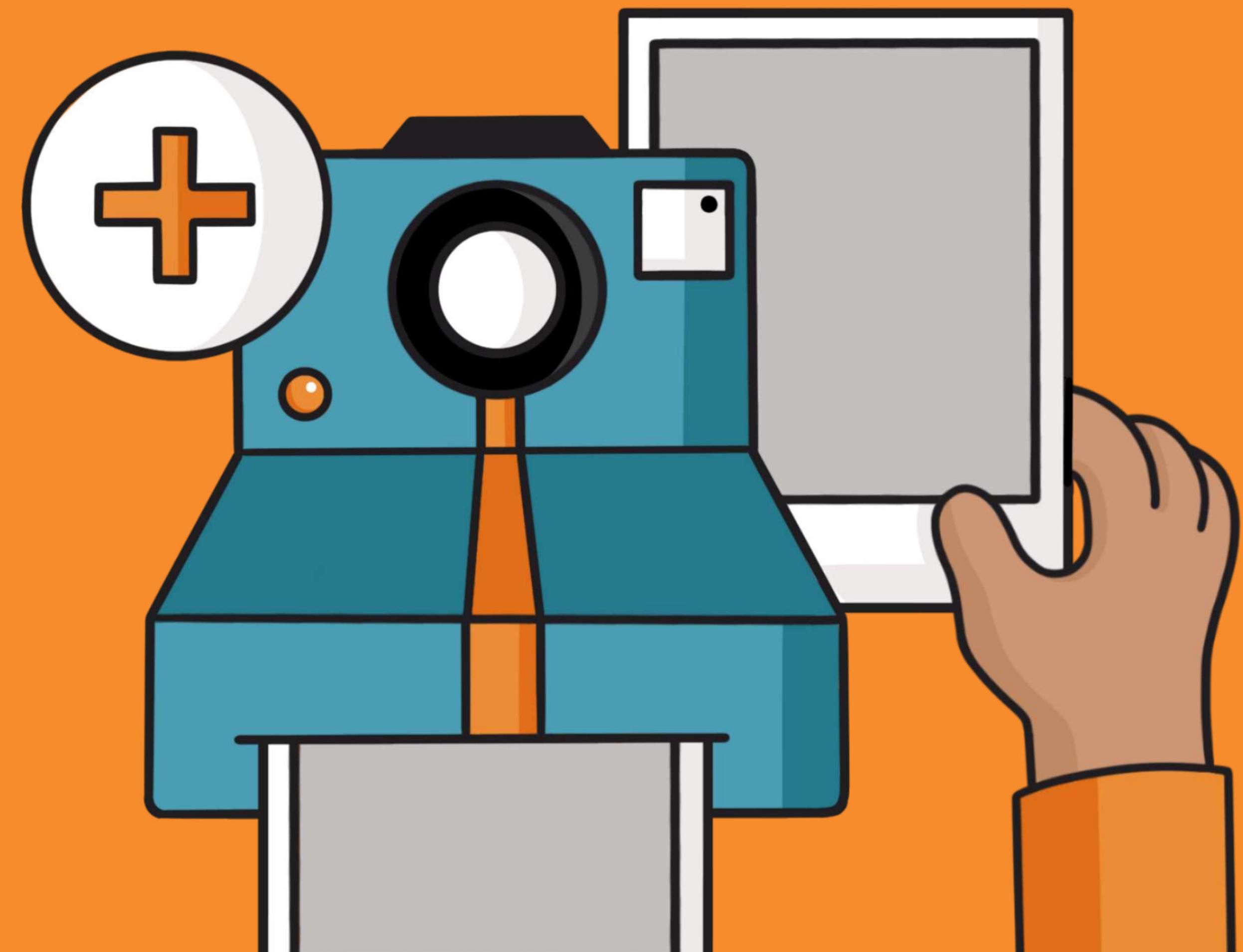
UX Designer | lucy@hiddentravel.co



Hidden Sketchbook



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

THE BIG HAIRY AUDACIOUS GOAL

Sell my personalised icons on the likes of cards & gifts for any special occasion

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

semi unique market
can't seem to find anything online that follows my exact idea

personalised features include

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

bitmoji

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 products

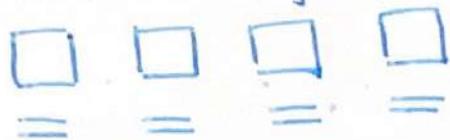
- cards
- wrapping paper

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

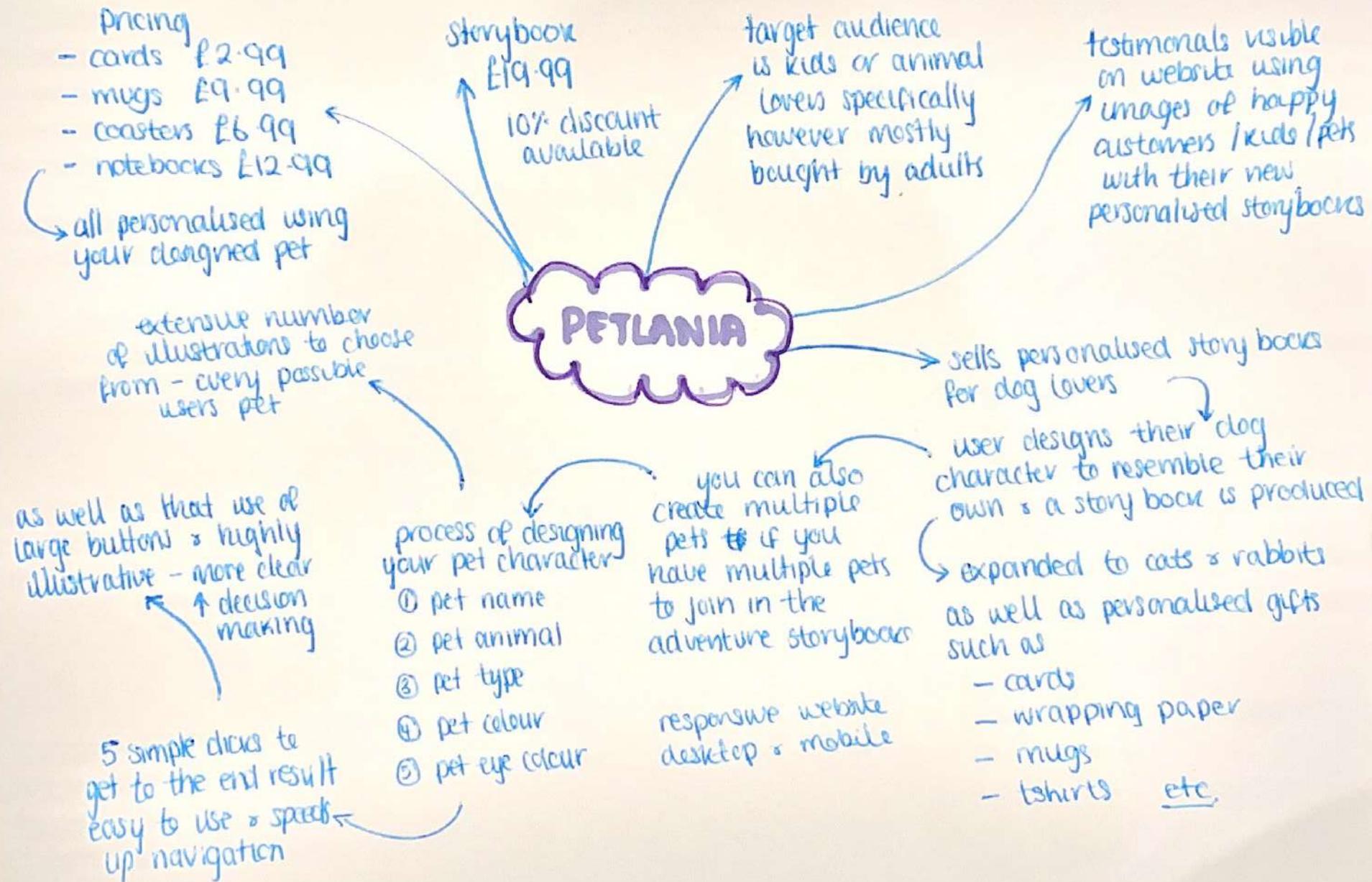
- anniversary
- wedding / engagement
- new baby
- hon voyage
- driving test
- exams / graduation
- good luck
- new home

etc

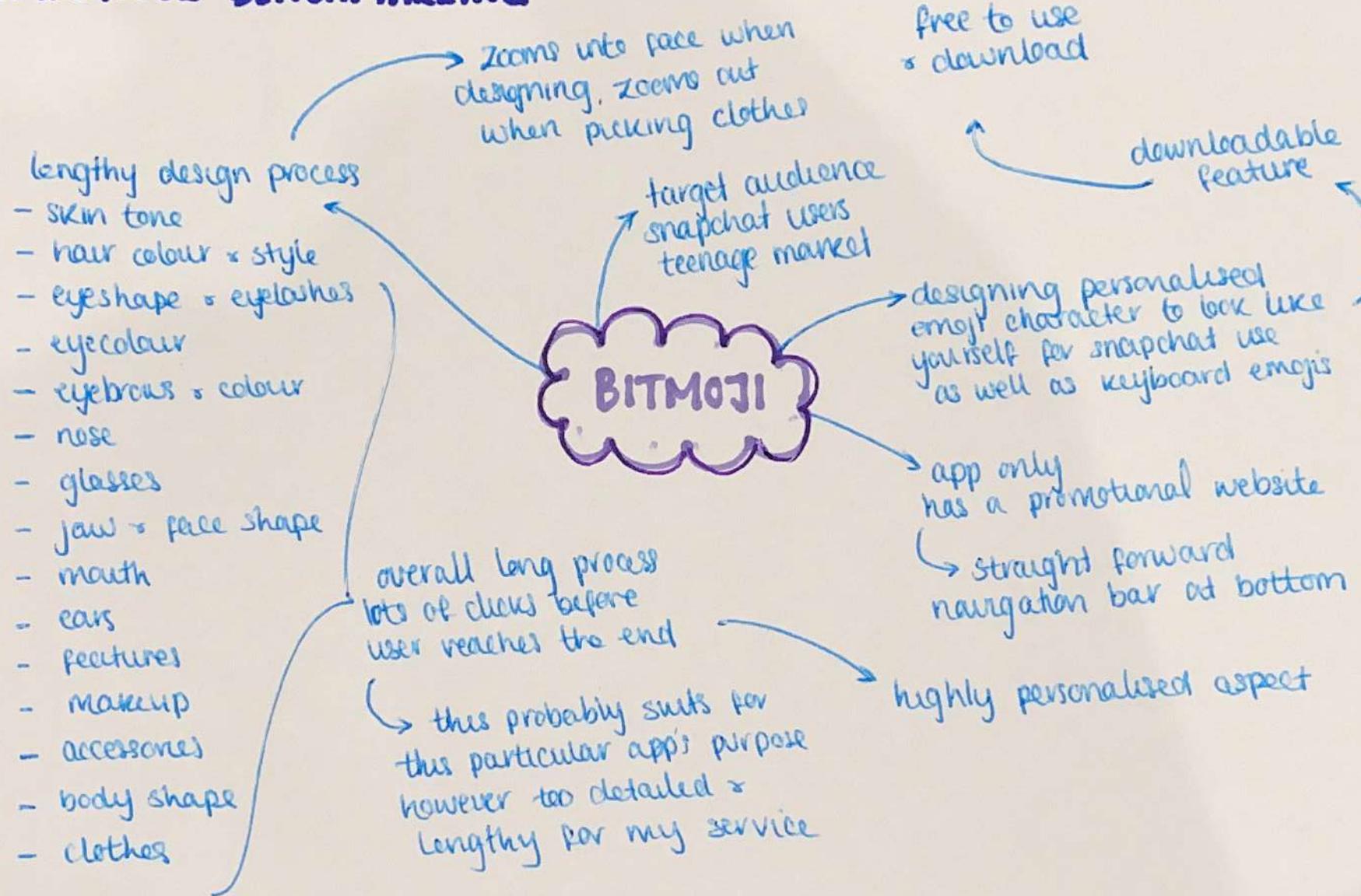
CONSIDER

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

COMPETITOR BENCHMARKING



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

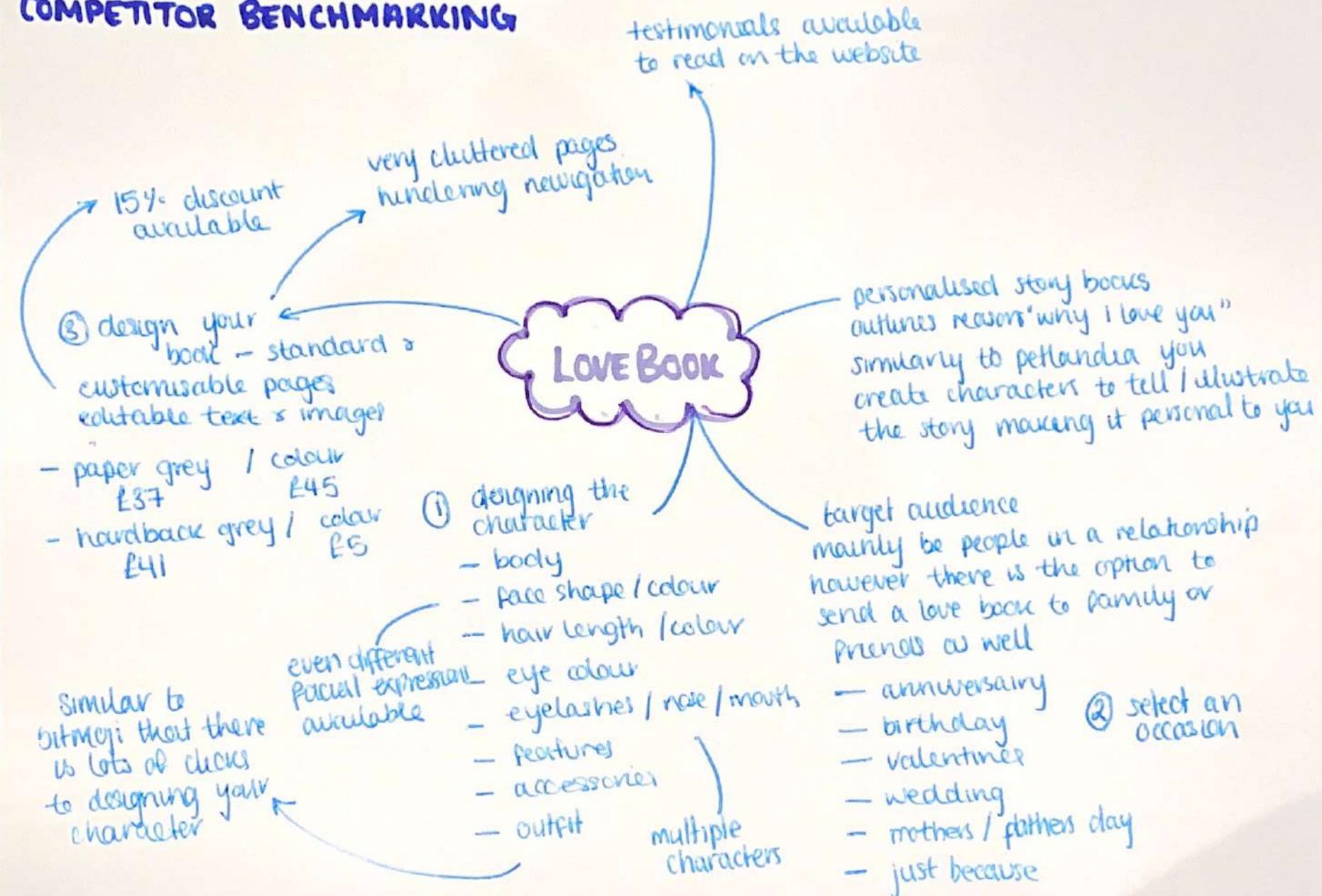
15% discount
code available

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

invitations
- birthday
- parties
- baby
- wedding

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

COMPETITOR BENCHMARKING



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?

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

THE BIG Hairy AUDACIOUS GOAL

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

Major Project
Idea 2

(pre semester exploration)

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?)

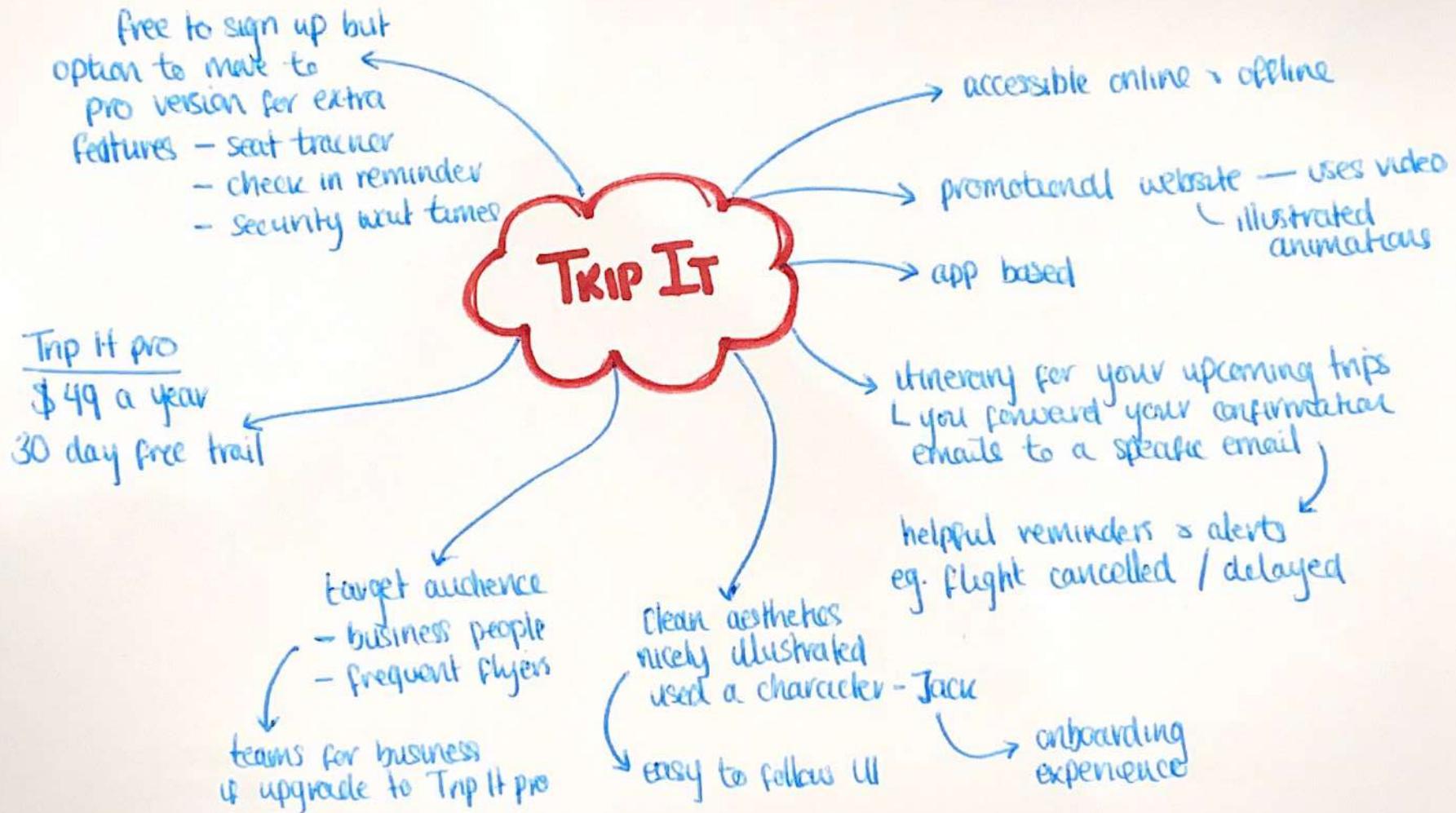
Instagram spots

famous attractions

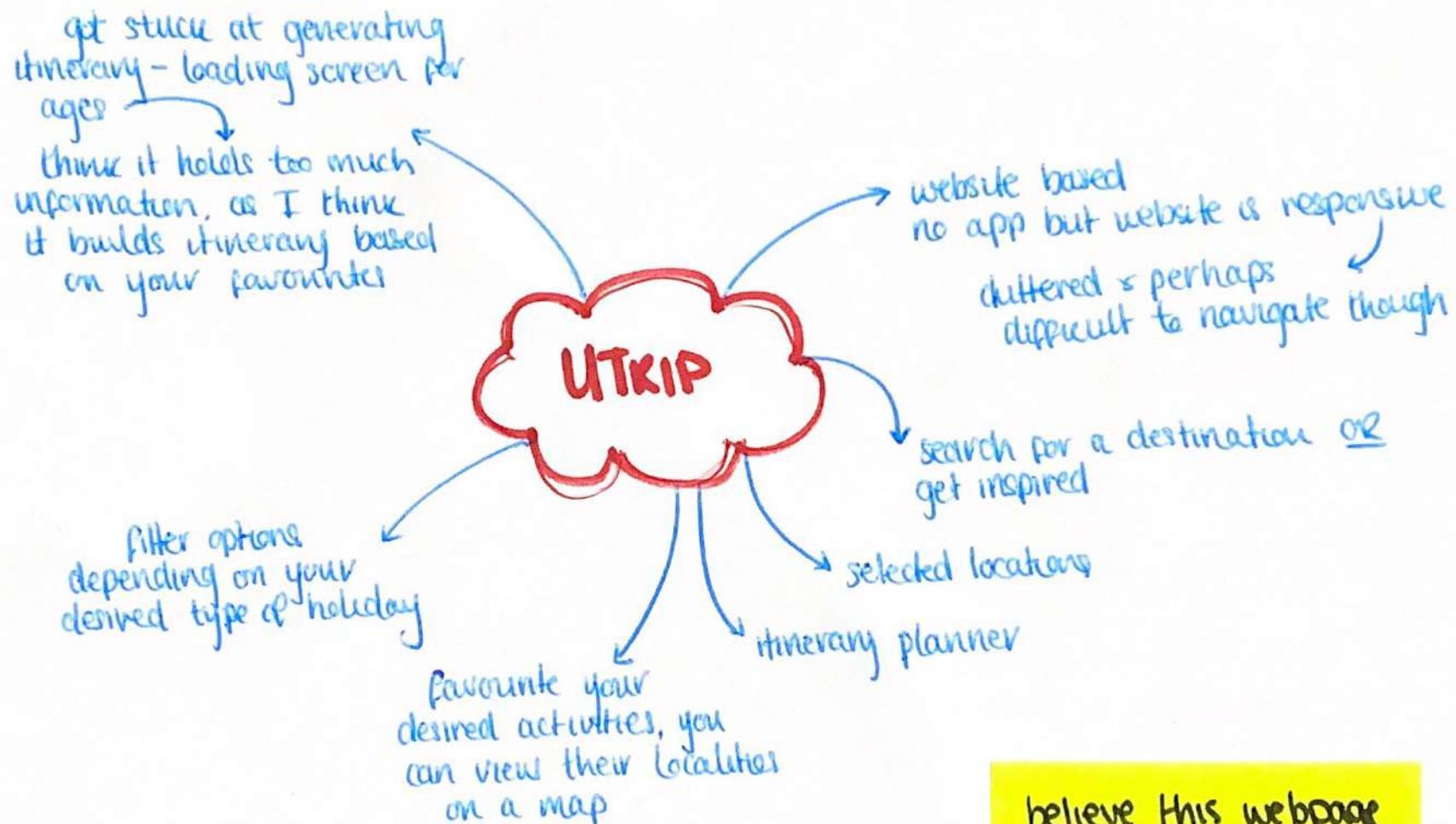
food spots

reviews?

COMPETITOR BENCHMARKING



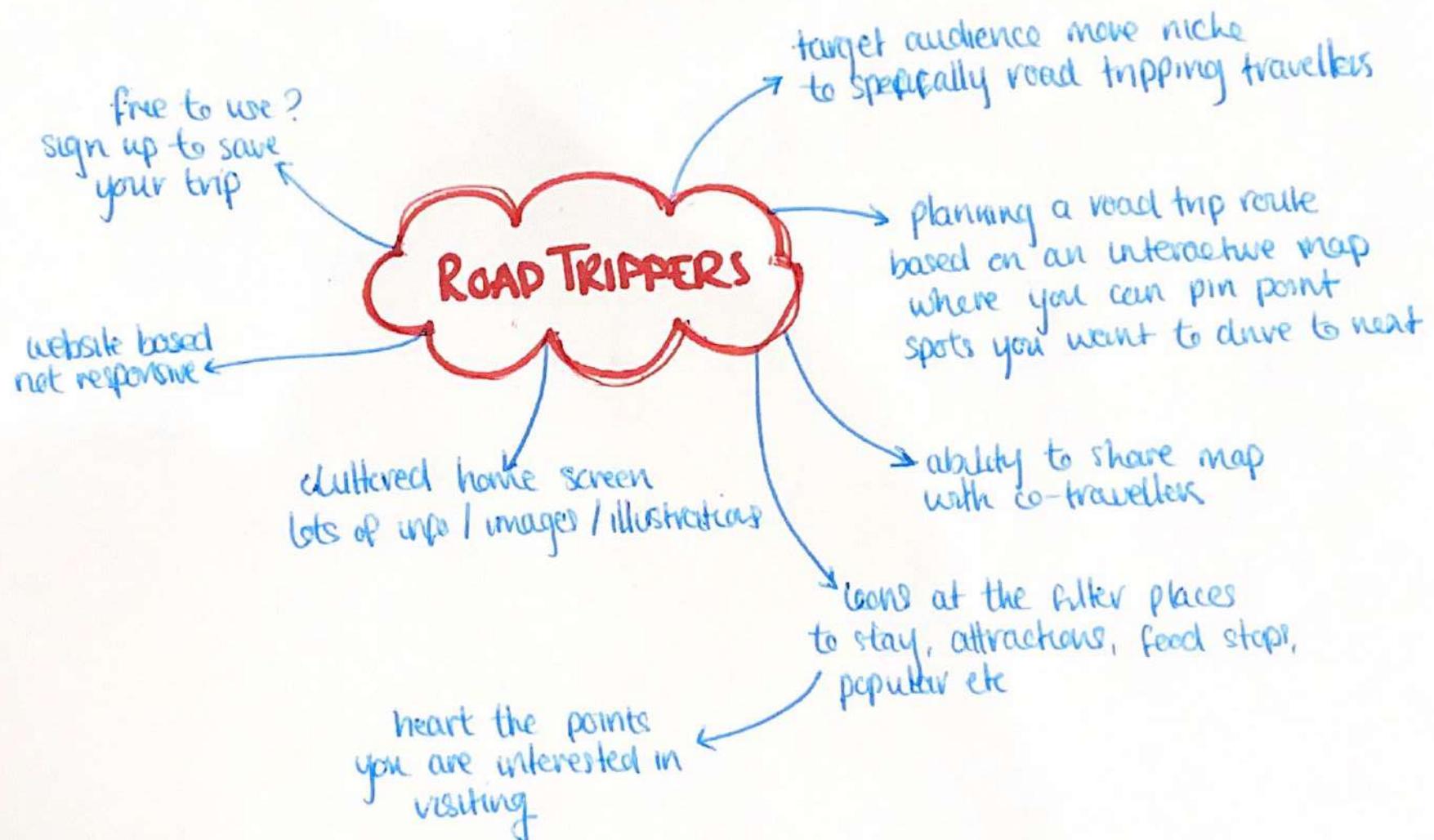
COMPETITOR BENCHMARKING



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)

wishlists
age group
personalized recommendations

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

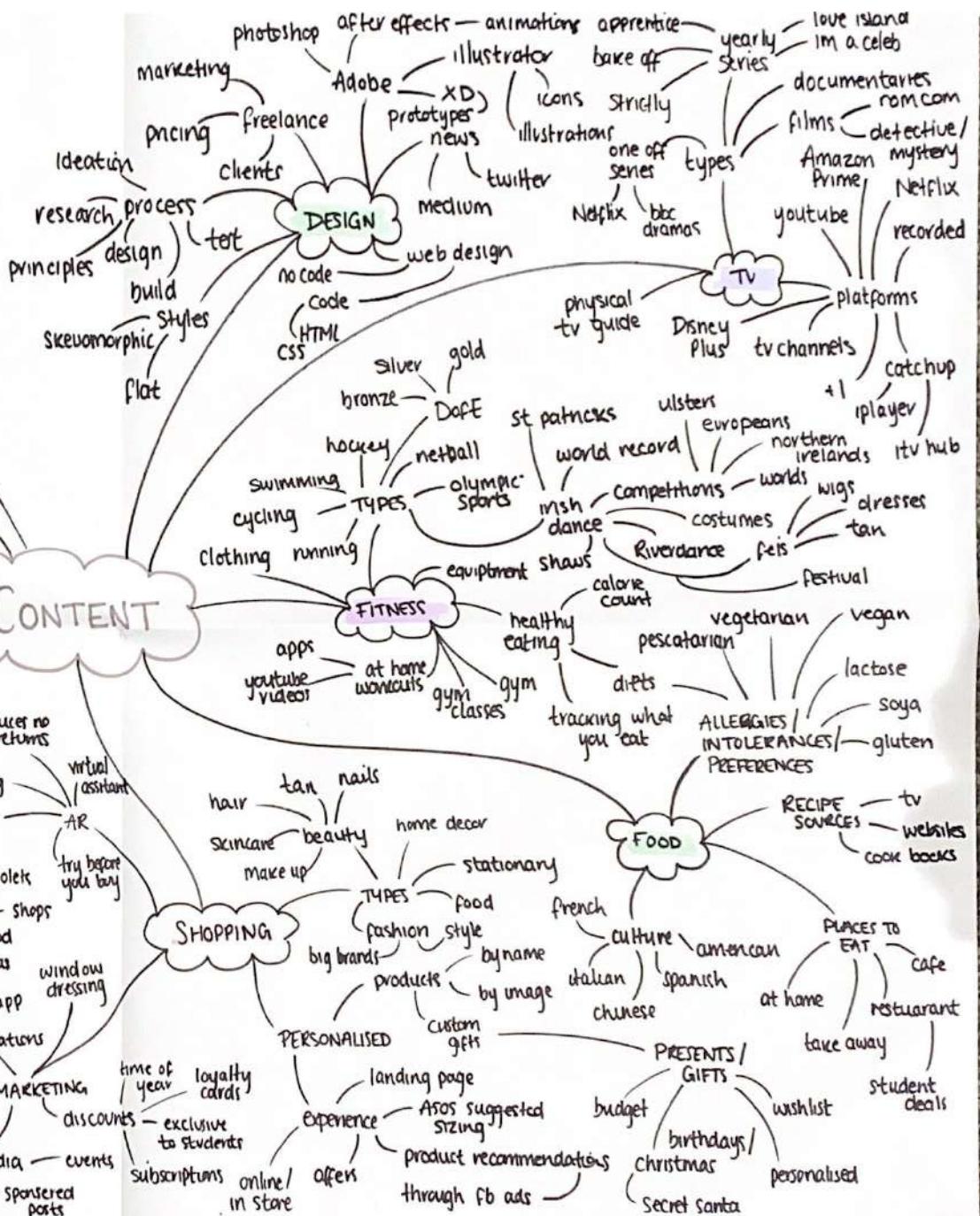
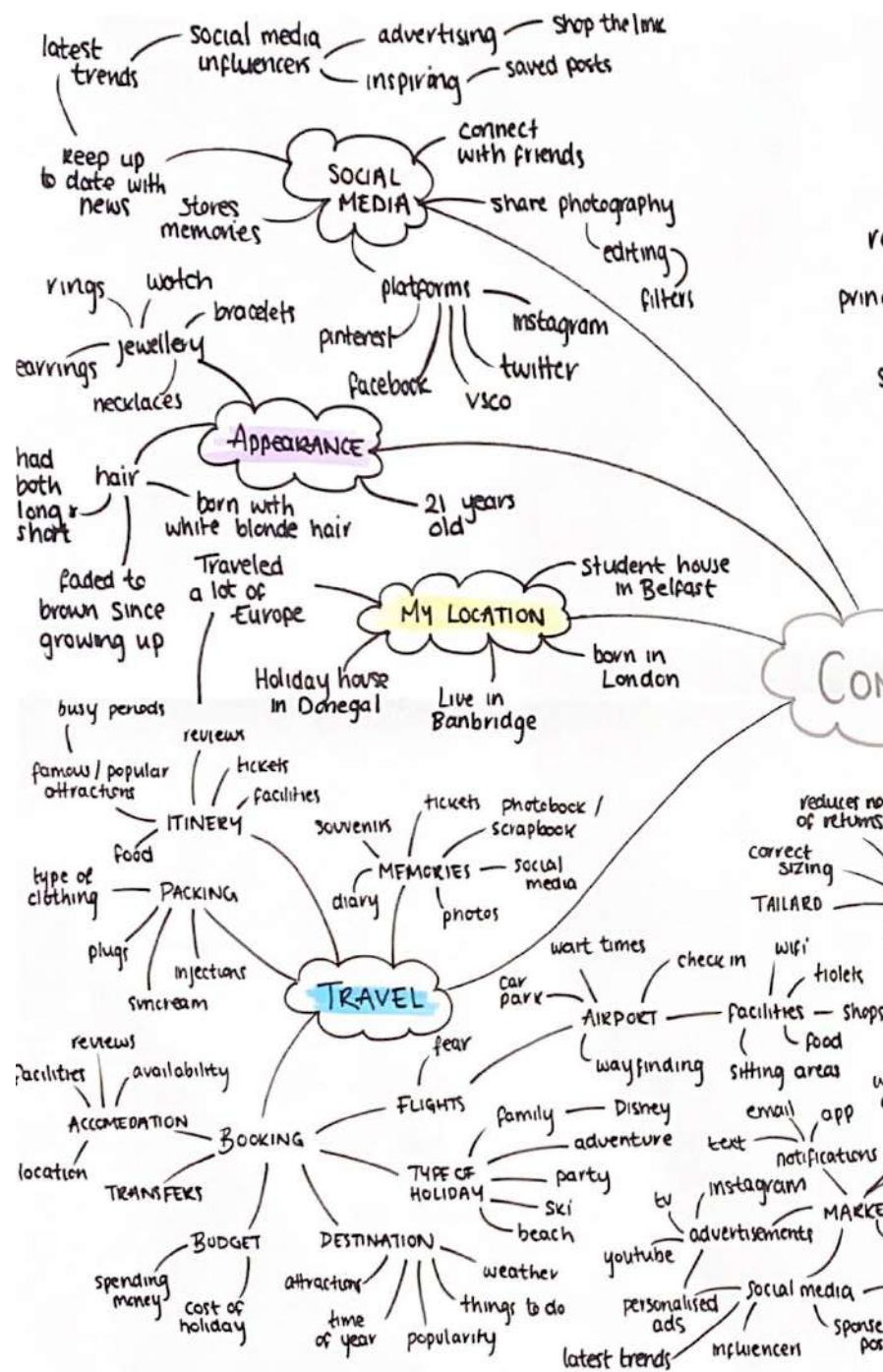
if someone buys one of their wishlist items it should be "disabled" / marked as bought
when items that need are discounted
Black Friday

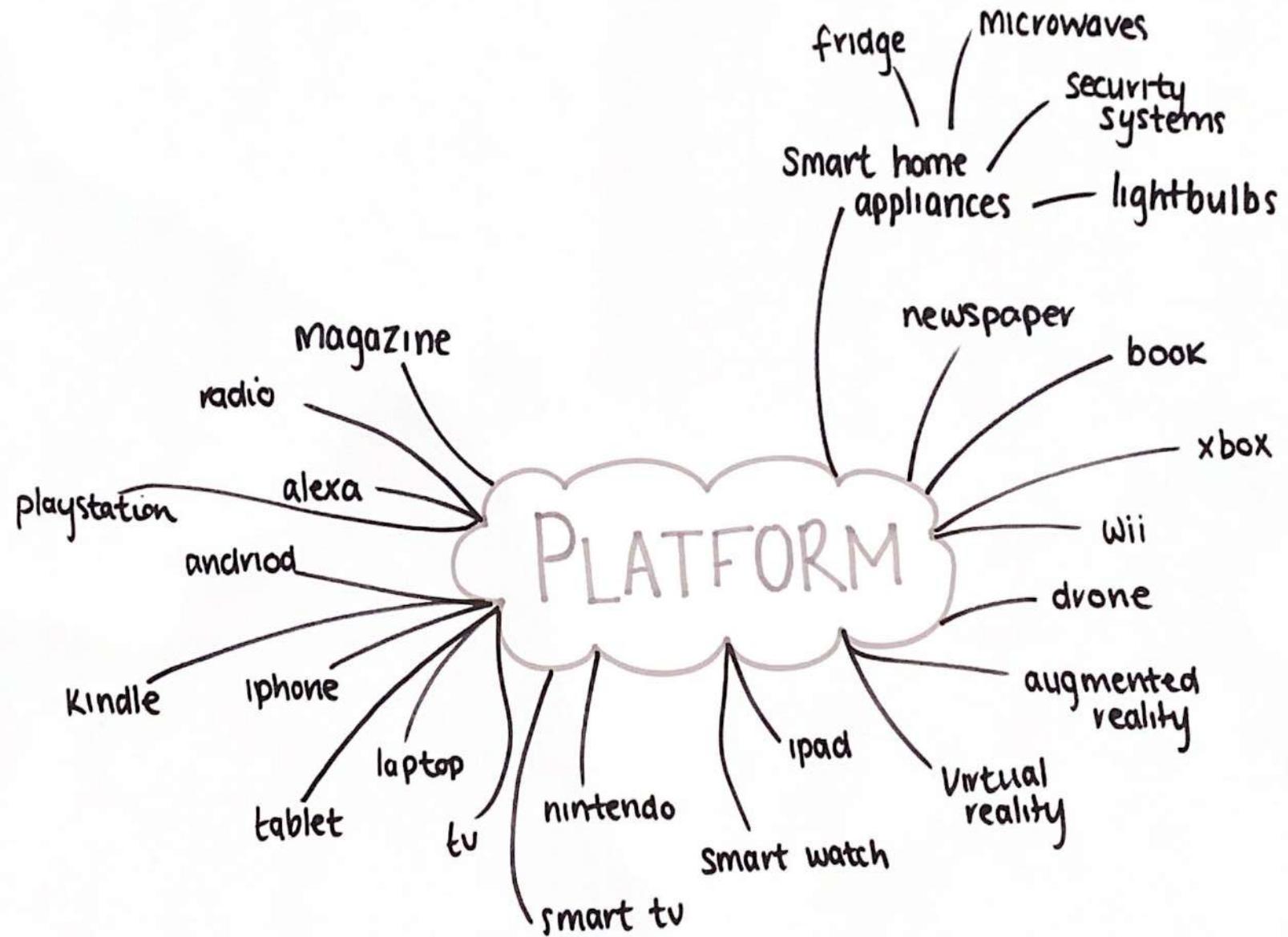
holds sizing info - shoes & clothing

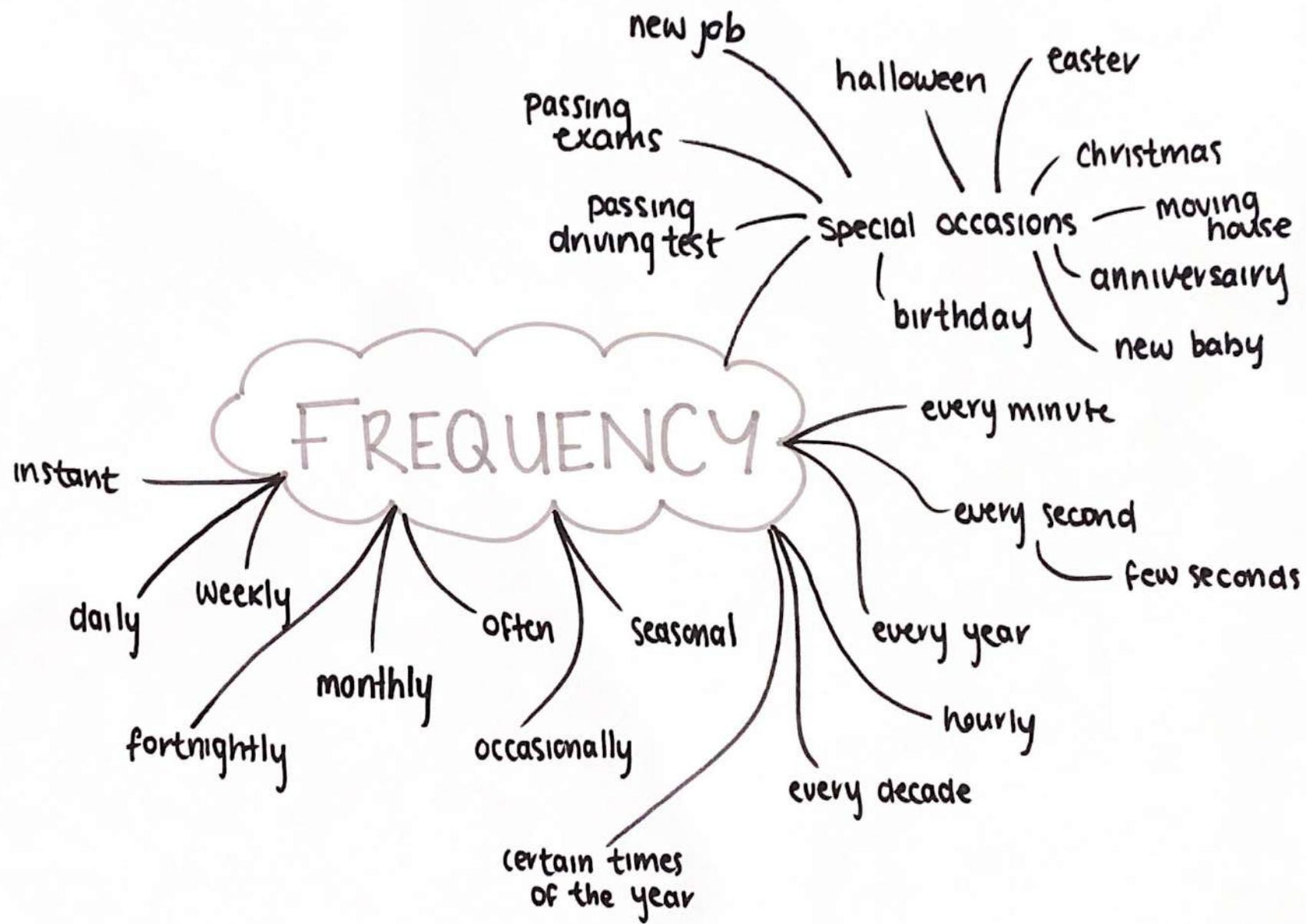
shoptagger browser extension

Semester One









TRAVEL
INSPIRATION/
PLANNER

MY FOOTSTEPS
KEEP TRACK OF
PLACES YOU'VE
VISITED

GLUTEN
FREE MEALS/
TRAV RESTAURANTS
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
WHICH
YOU ELSEWHERE
SUGGESTED
MEALS

ORGANISE
YOUR
FREELANCE
JOBS

IE ON
E DEC
AR

PARTY
CHECKLIST

SHOP
ONLIN
AR
TAIL...

HARD
STYLAL

INTERACTIVE
MAP AT
CAVE HILL

HELP
IR OF

WAYFINDING

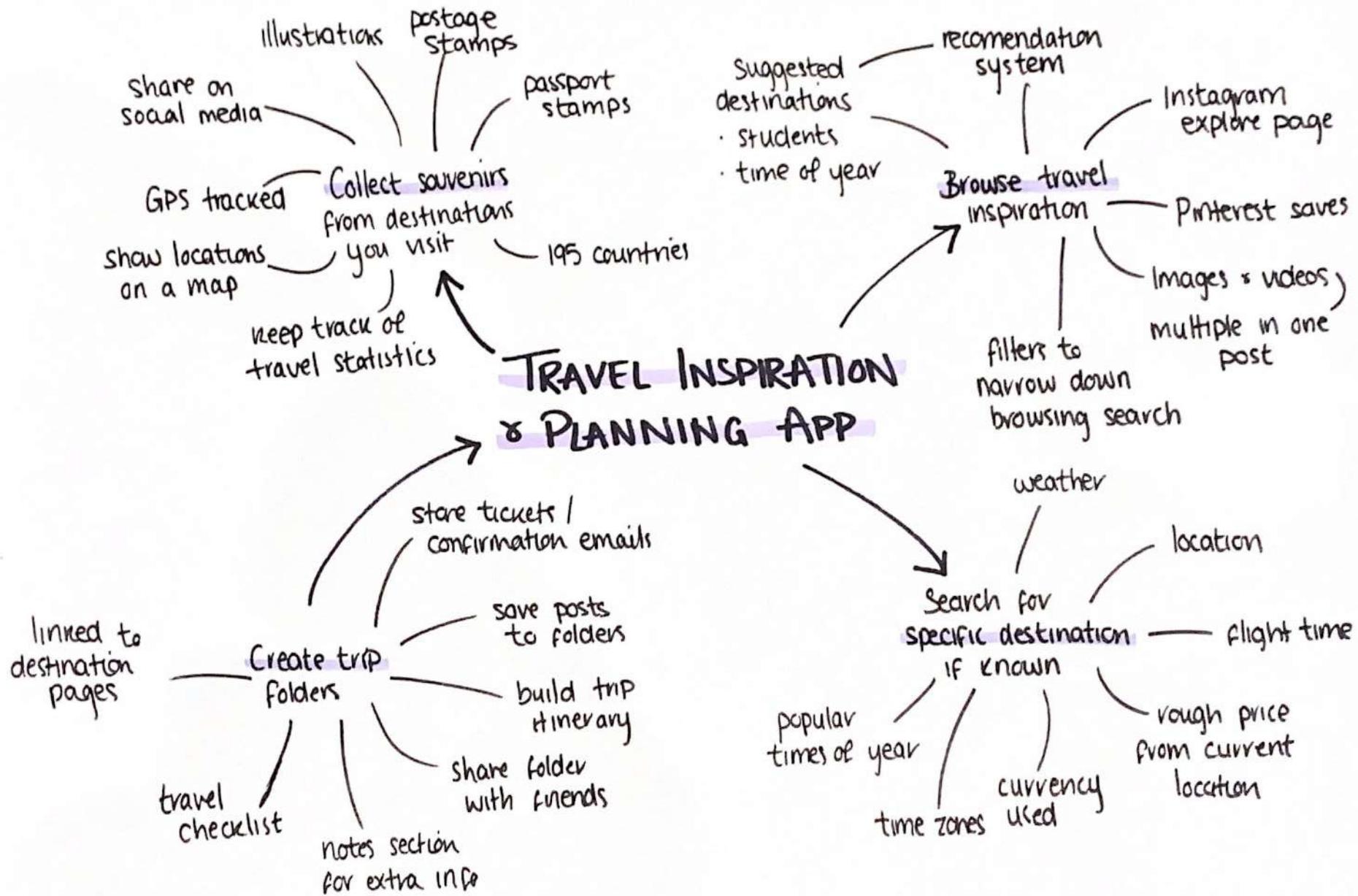
MEAL
PLANNING

USING
TRY BEFORE
YOU PICK

FLYING

DIARY /

HAIR COLOUR /
ONLINE
SCRAPBOOK



MY CURRENT USER FLOW

1. FIND A DESTINATION

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

2. MODE OF TRANSPORT

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

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

3. WHERE TO STAY

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

4. THINGS TO DO

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

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 exploration round-the-world bucketlist must see adventure wishlist

trek roam road trip jet holiday maker vacation roamer

journey wander tourist sightseer holiday rover

voyage navigate passenger backpacker itinerary

follow go visitor globetrotter jet setter resfeber plan

wayfaring inspire explorer discover excursion

inspiration

destination local postcard tourguide route research ticket

getaway escape en route map secret agenda location adventure

MAP travel inspired worldwide log

en route next adventure postcard from global luckyfind

connect stamp souvenir travelland hidden hideouts hideouts

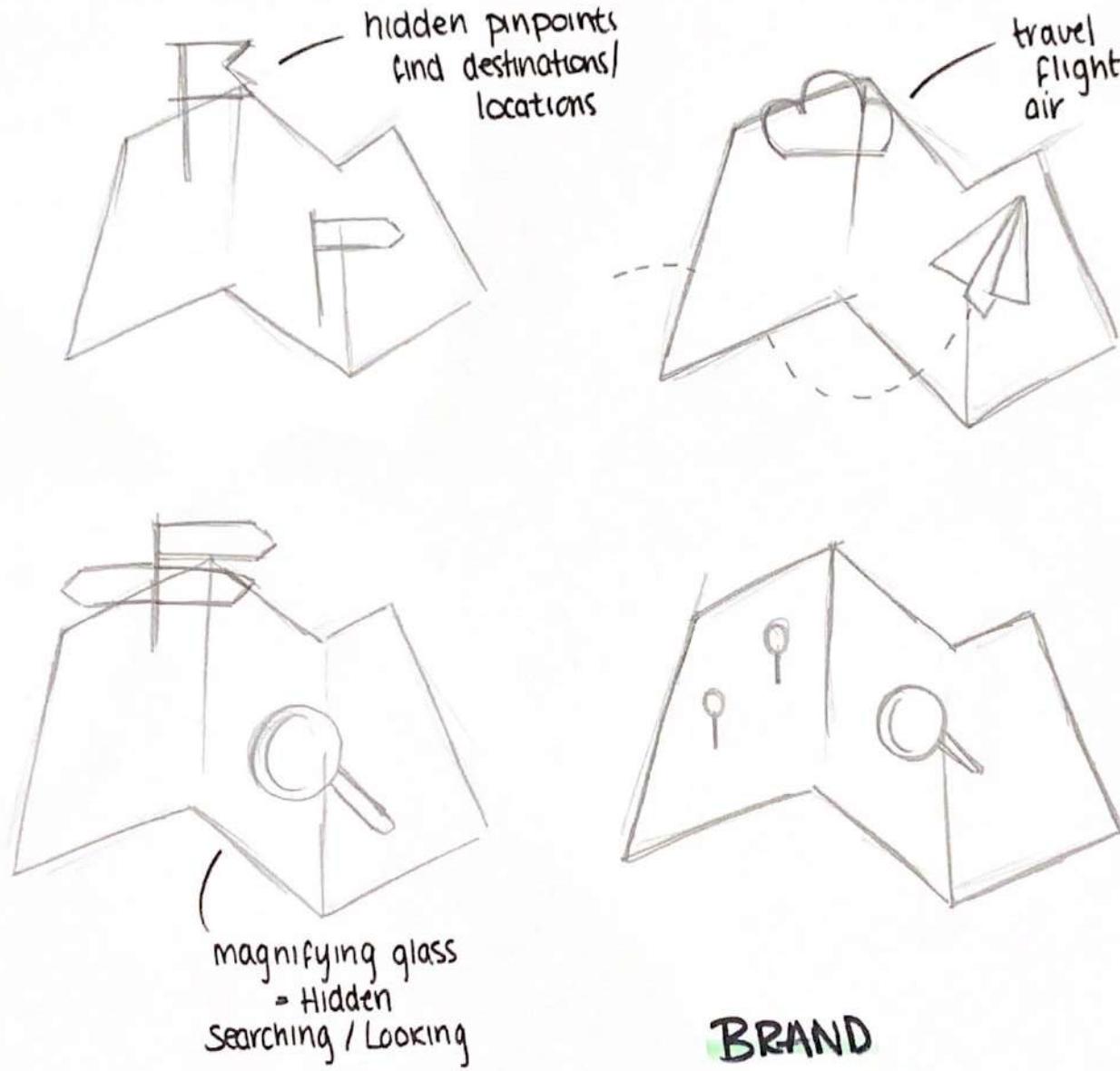
carpe diem discover hidden city secrets postcard inspired

on my travel list

BRAINSTORMING BRAND NAMES



LOGO SKETCHES



BRAND EXPLORATION

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
 - └ r 3 users
- ③ Then grouped by screens to understand Information Architecture + User flow

①
on boarding

how to

features

images +
video content

browse or
search for
destination

Infinite
scroll
explore page

②
Explore
page

filters to
narrow
search

content
regarding
COVID

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

timeline to build itinerary

Saved posts in trip folder

share your trip folder with fellow travellers

folder to save all tickets

Map showing location of all saved pins

trip checklist

⑥

Profile

archive old trips as memories + photos

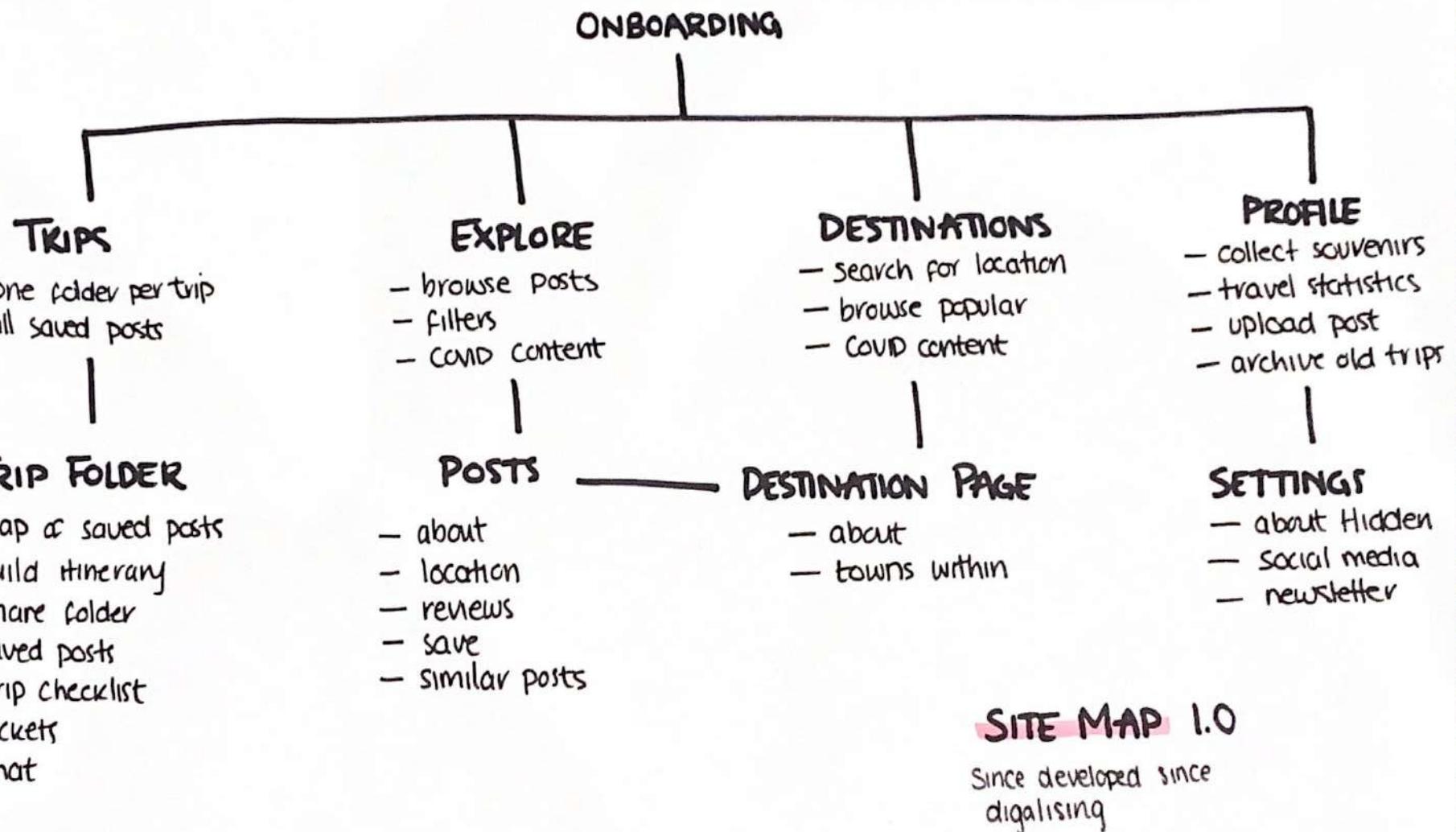
gamification
more badges
more places you've seen

upload your own posts

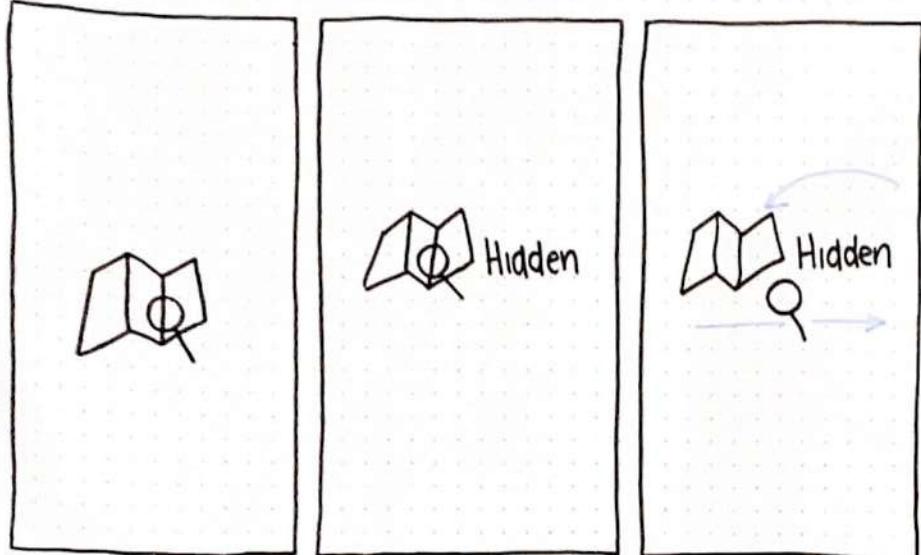
settings
link to socials
area for feedback

GPS footsteps to visualise the places you've travelled

weekly newsletter



SPLASH SCREEN



1. just logo

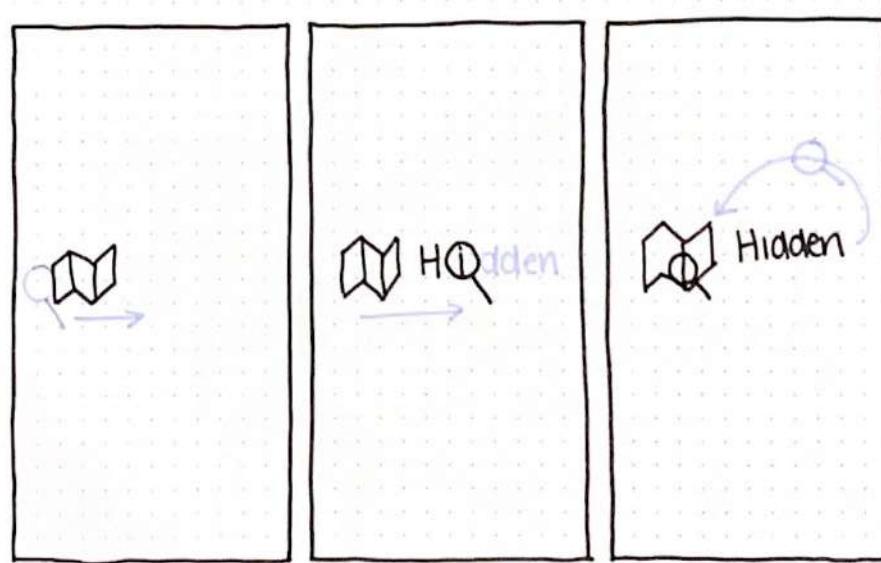
2. logo + wordmark

3. animated logo + wordmark



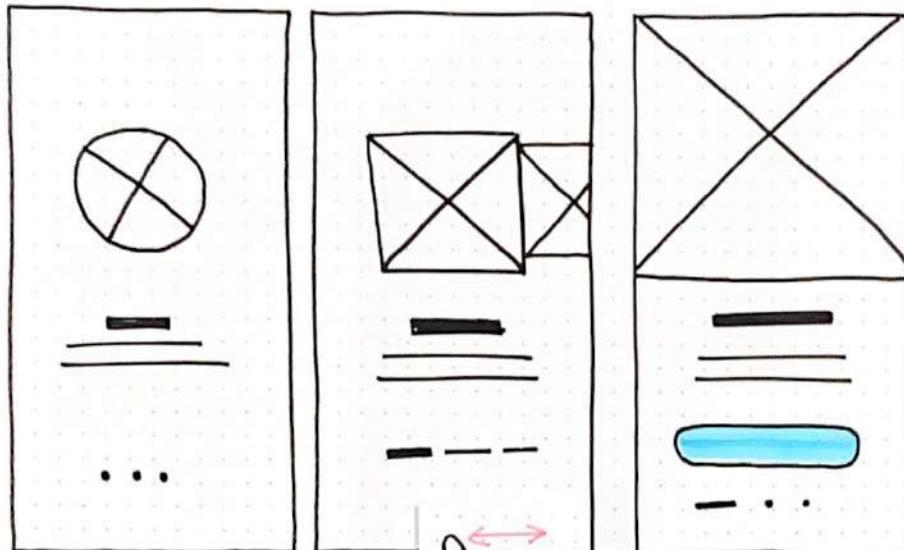
2. magnifying glass reveals hidden wordmark

3. magnifying glass swings back into logo position

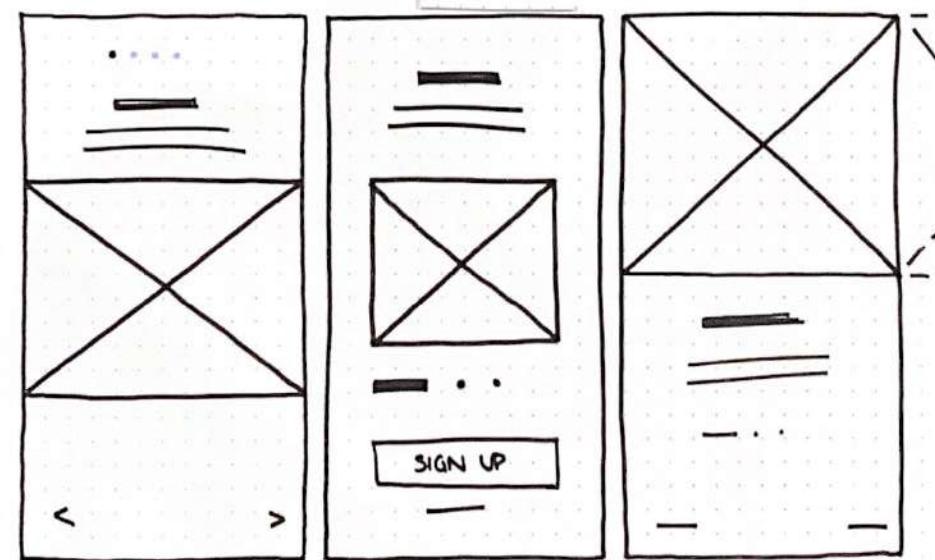


1. Map is visible, magnifying glass appears from left to right.

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

Hidden

SIGN IN

SIGN UP

~~(X)~~

SIGN IN

O

O

WELCOME BACK

SIGN IN

O

O



pop up card
illustration similar
onboarding

Sign In

G F

Create An Account

O~
 O~
 O~

SIGN UP

Sign in using Google
or Facebook

forget password

SIGN IN

SIGN UP

CREATE ACCOUNT

O NAME
 O EMAIL
 O PASSWORD

~~(X)~~

YOU'VE SIGNED UP

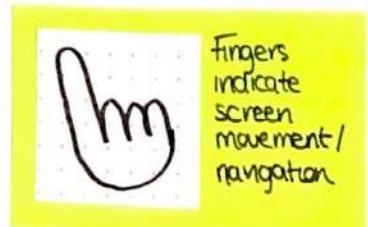
hm

skip button
"maybe later"

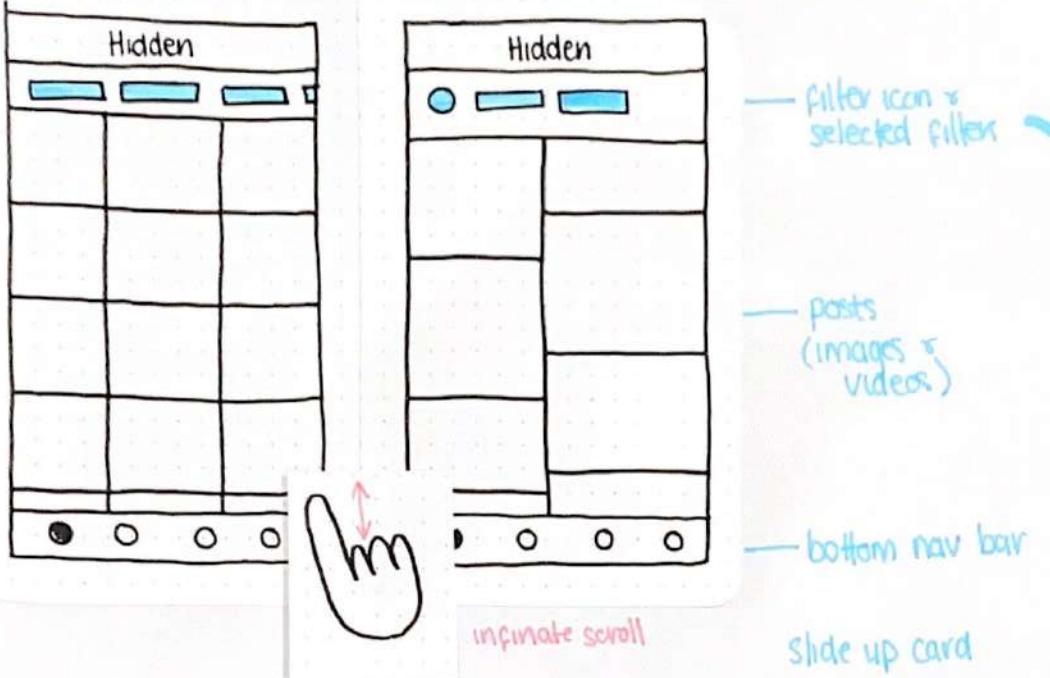
slide up
card

pop up card
confirmation
of sign up

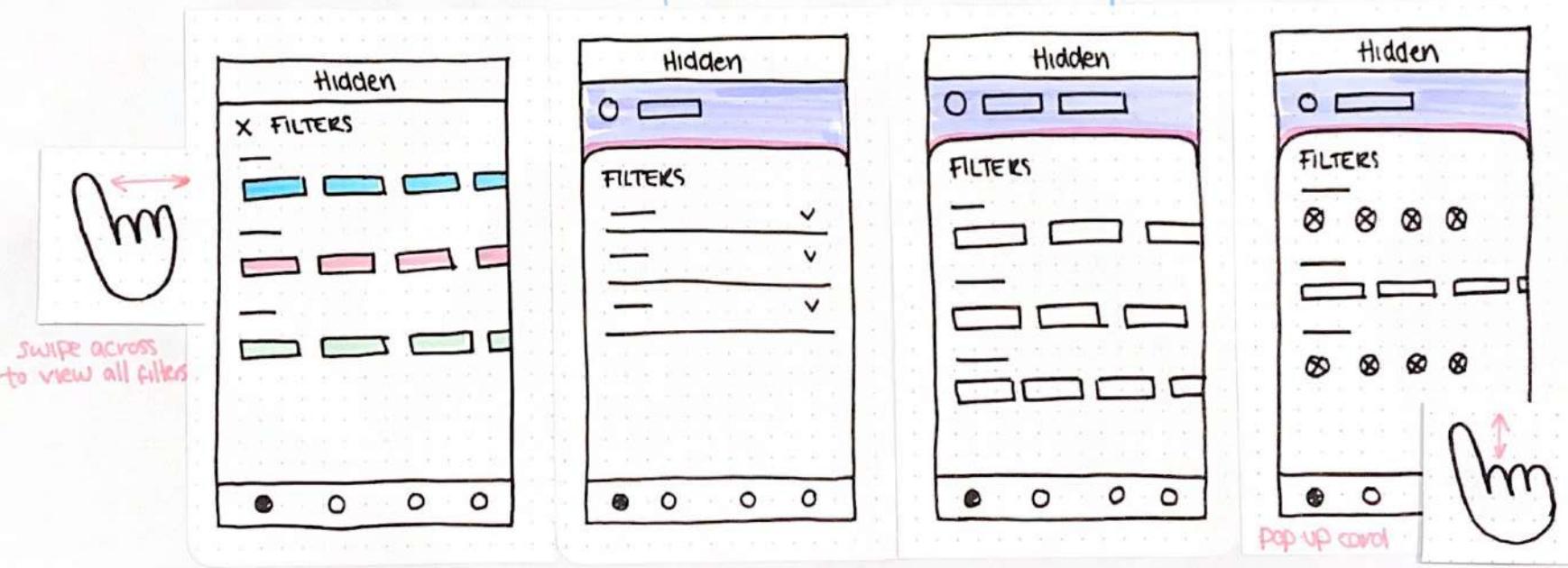
— password strength
indicator



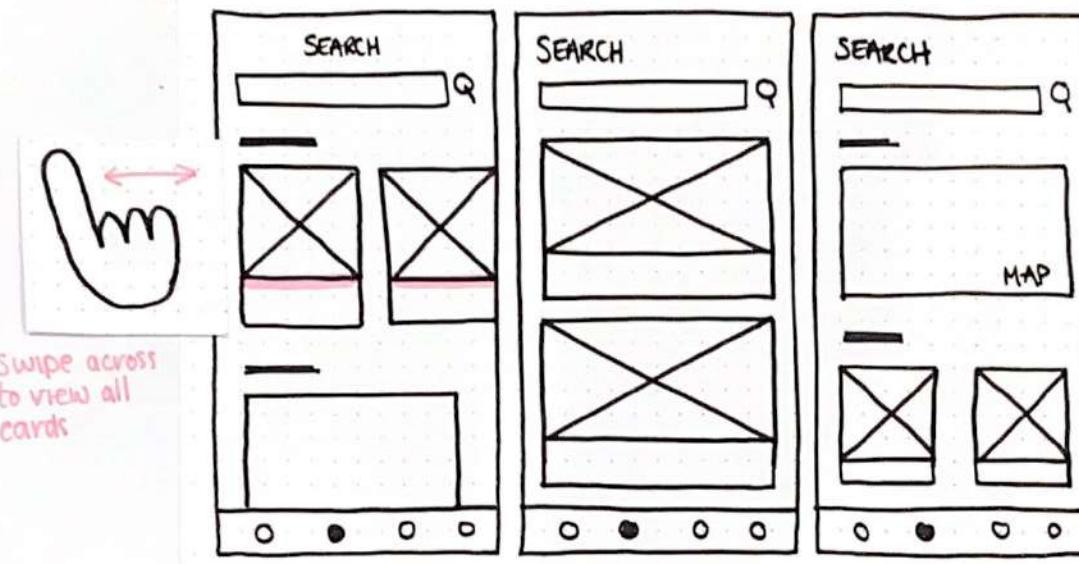
EXPLORE PAGE



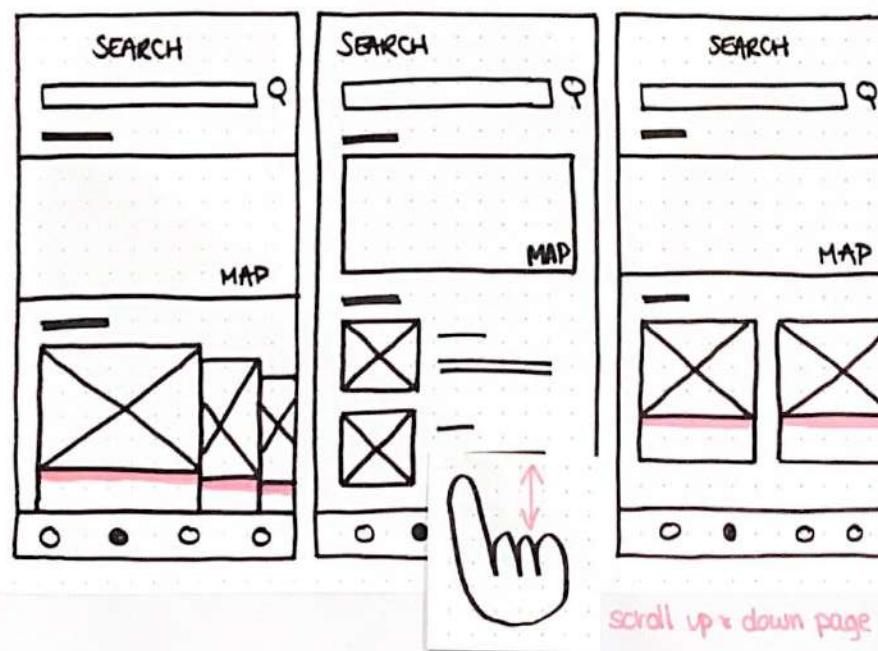
FILTERS



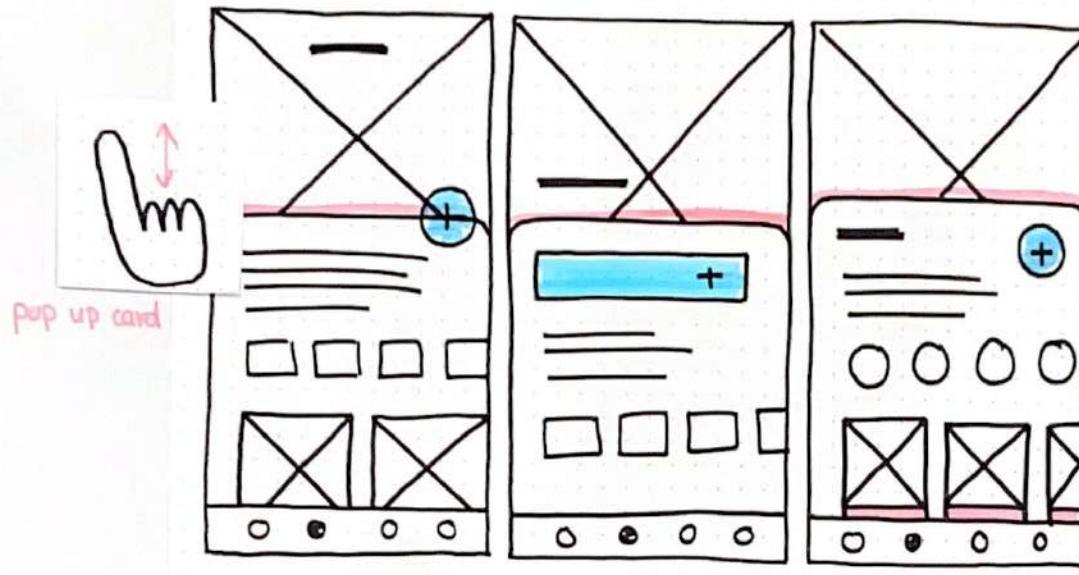
SEARCH PAGE



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



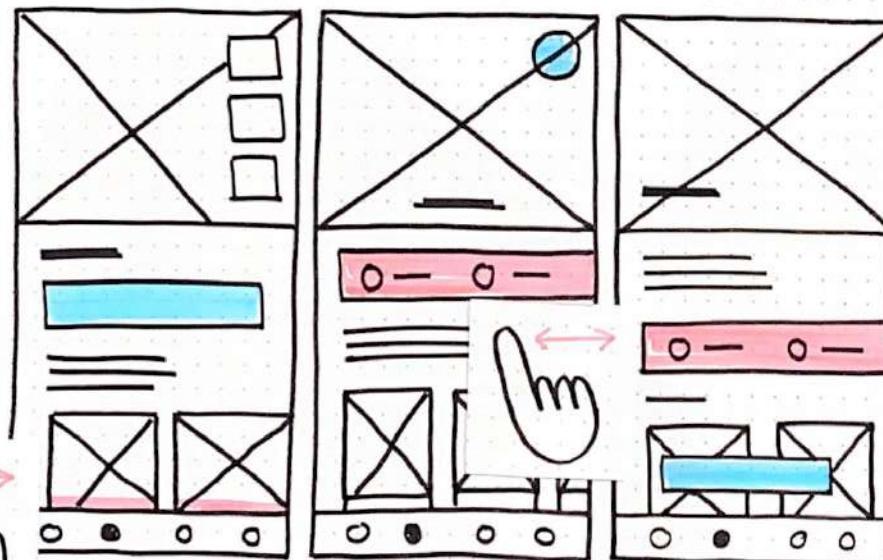
SEARCHED DESTINATION PAGE



— image of destination

— create trip button

— info such as currency, time zones etc



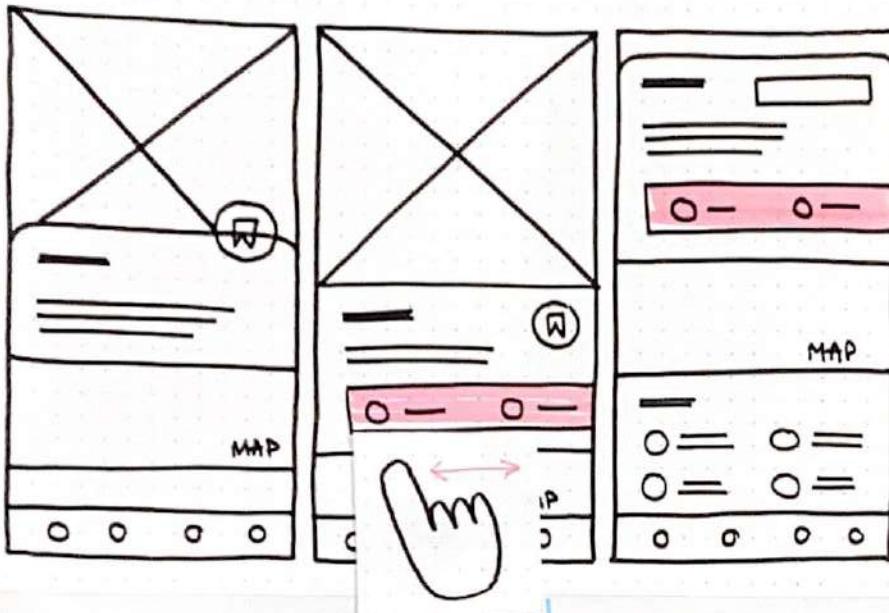
Swipe across to view all cards

— Destination summary

— info such as currency, time zones etc.

— Destination cities & towns links to more destination pages

Swipe across to view info



Swipe across
to view more
info

Save post button

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

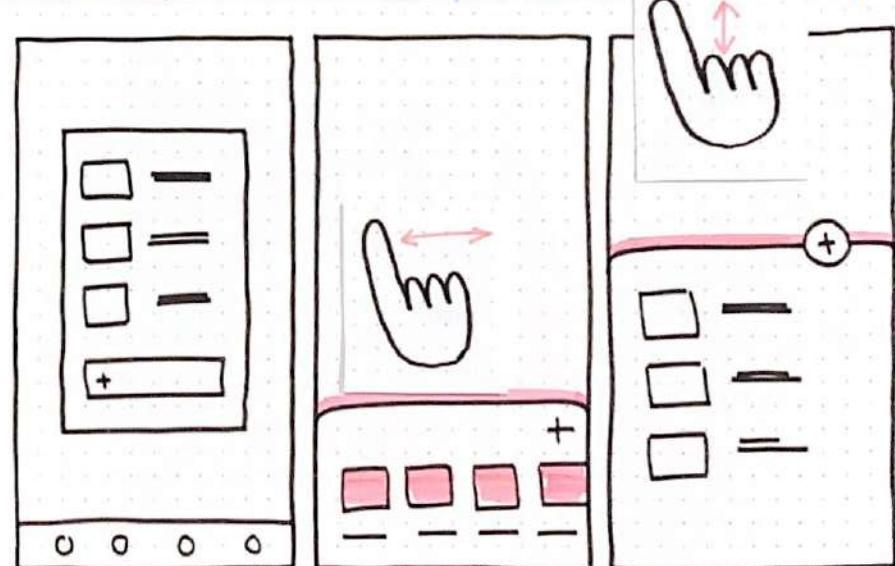
Post PAGE

trip folder

create new folder

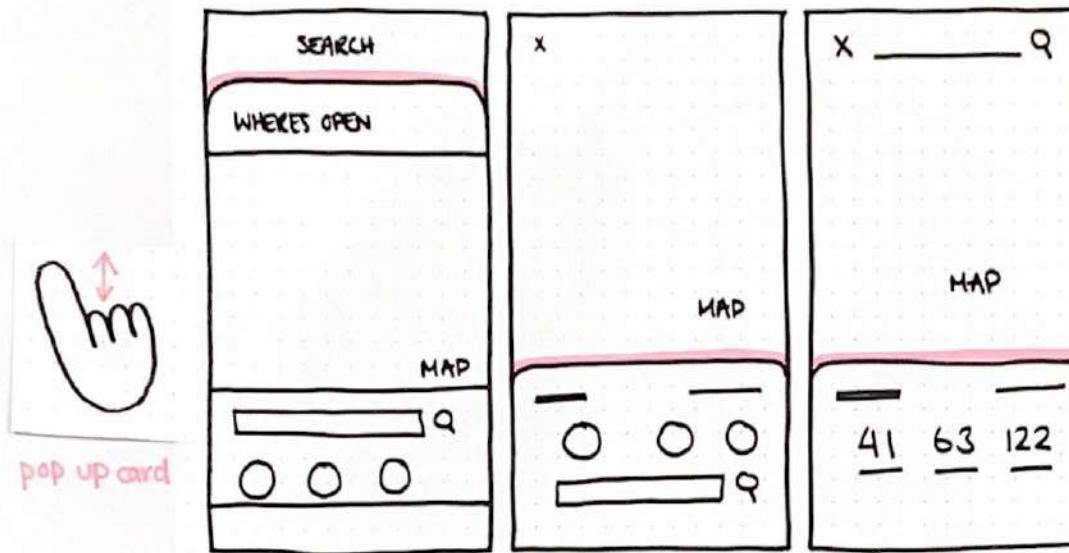
SAVE Post

slide up card



dialog overlay

COVID MAP



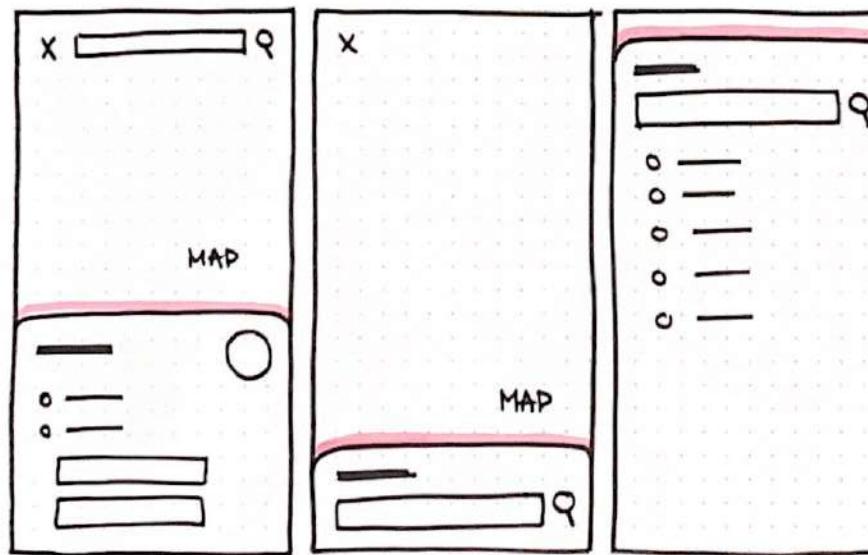
pop up card

③ Destination info

① Map

② Search expanded

— numbers of destinations
open, partially open > closed



Info regarding
destinations
COVID rules
eg. quarantine

— slide up card
— search bar

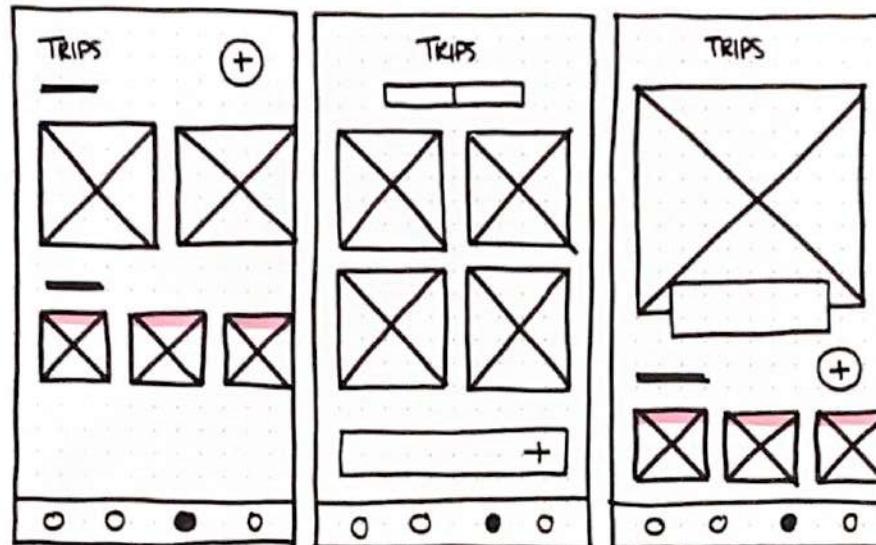
— circles indicate if
a destination is
open or not

— list of destinations

TRIPS PAGE

current trips

old/past trips

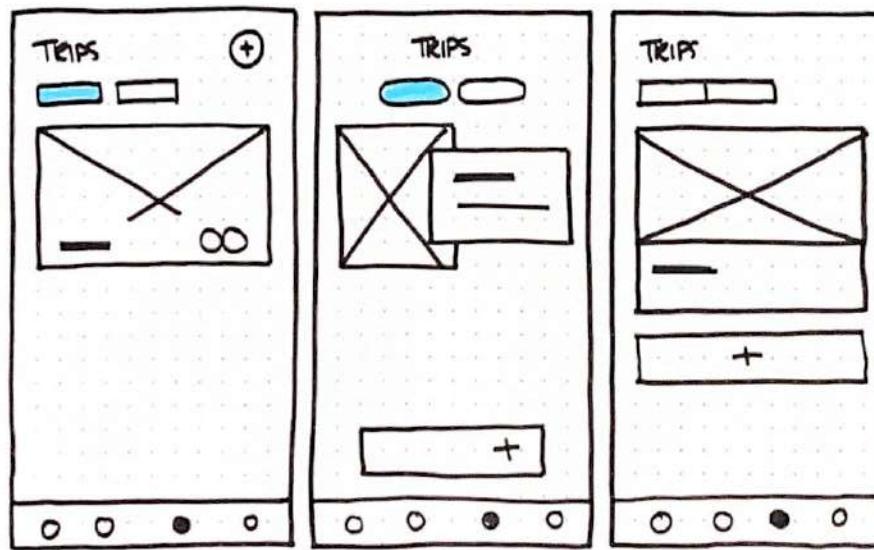


create new trip

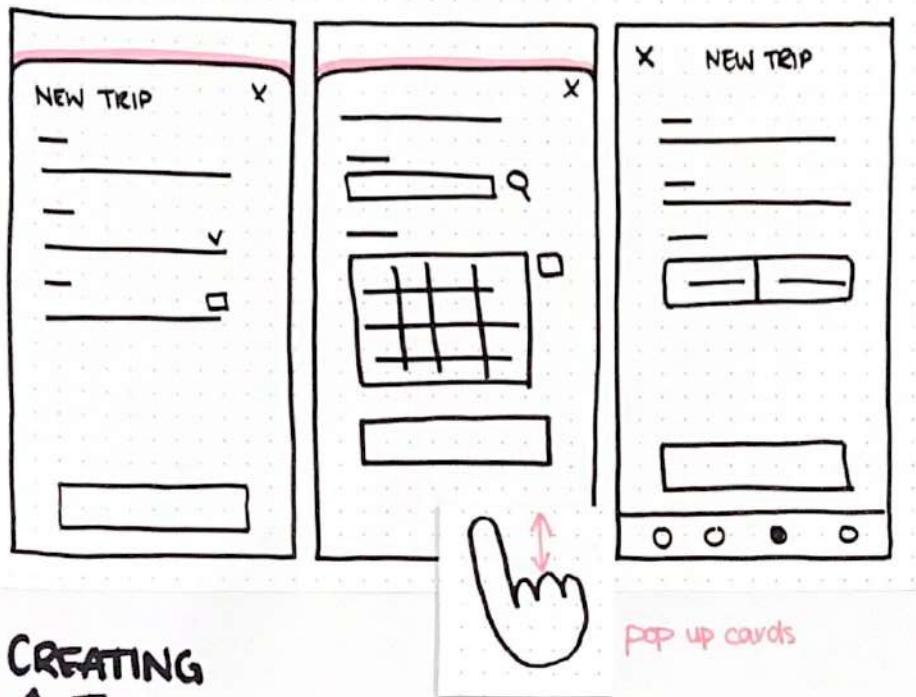


swipe across to view past trips

toggle between current & past trips



trip card

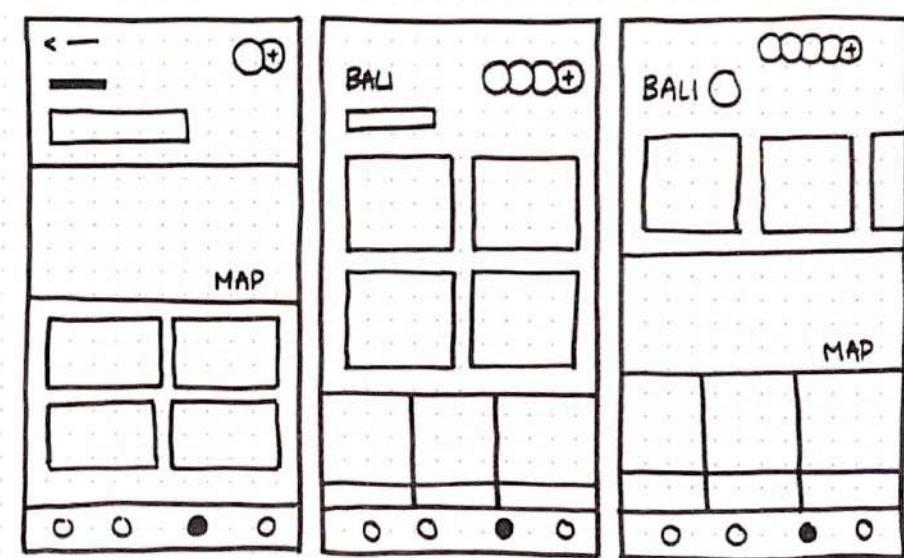


CREATING A TRIP

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

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

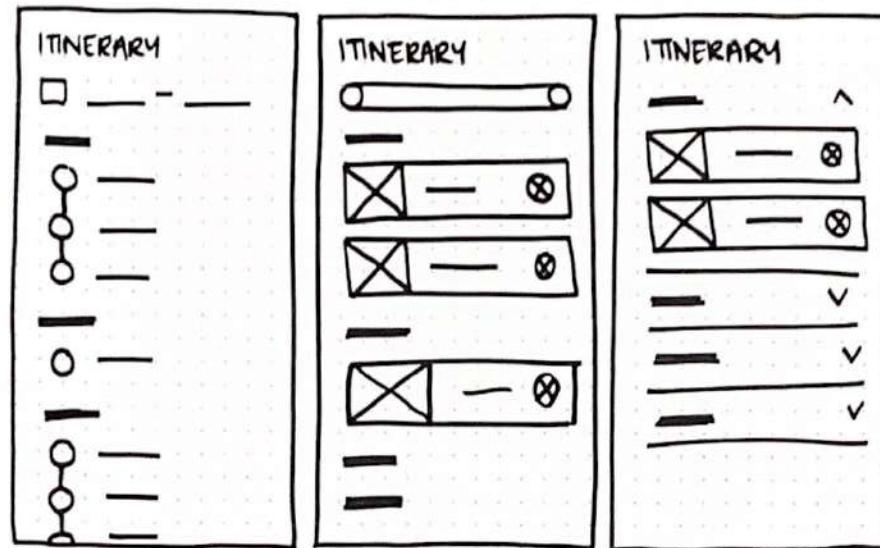
share folder with
fellow travellers



TRIP FOLDER

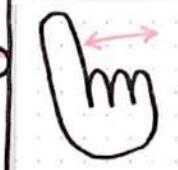
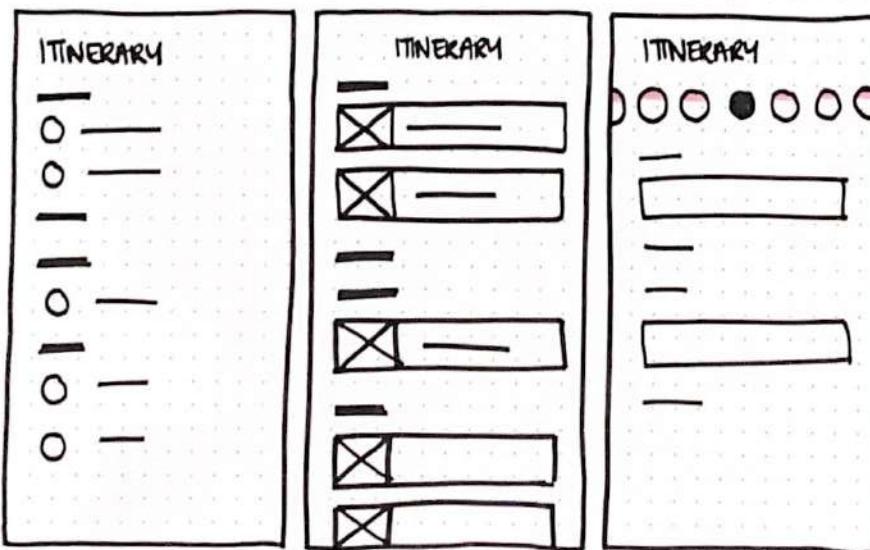
ITINERARY

date range —
date —
activities / eateries —

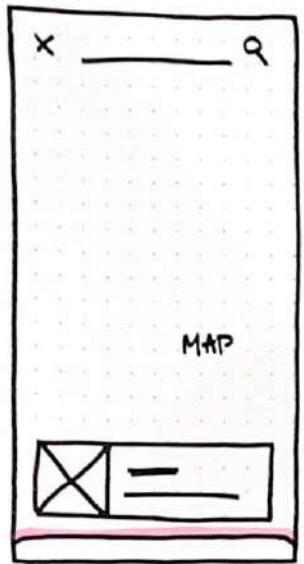


— cards

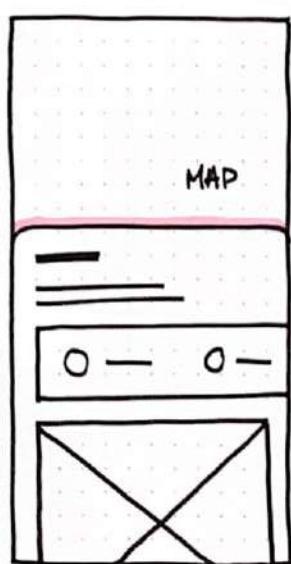
— dropdowns



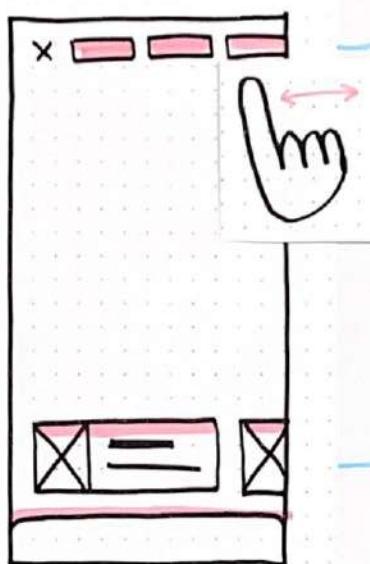
Swipe to navigate along timeline dates



MAP



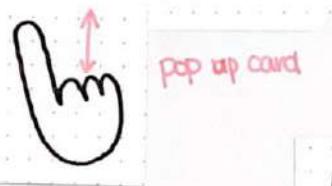
expanded post information



— filters

Swipe across to view all filters

— saved posts



pop up card

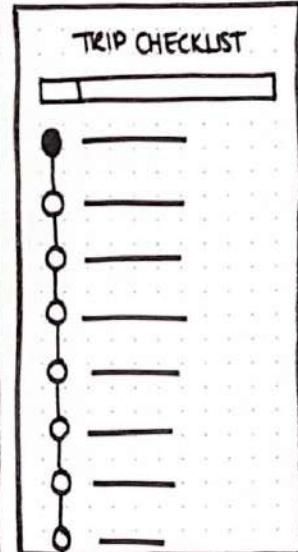
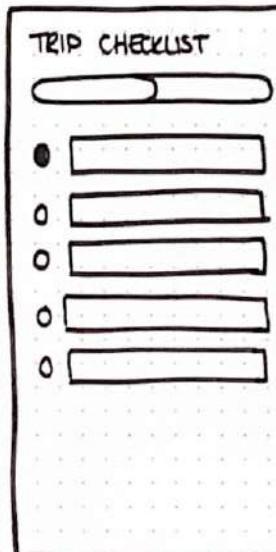
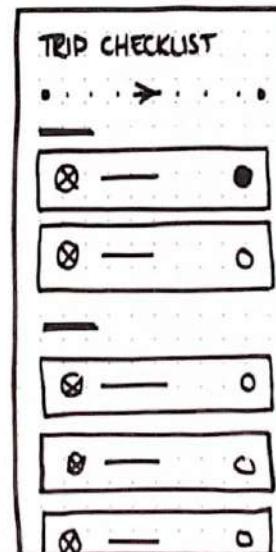
progress bar

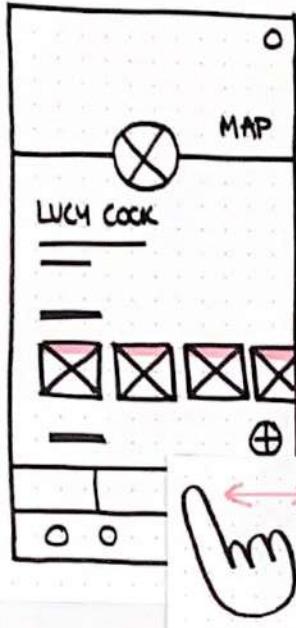
checklist cards

headings

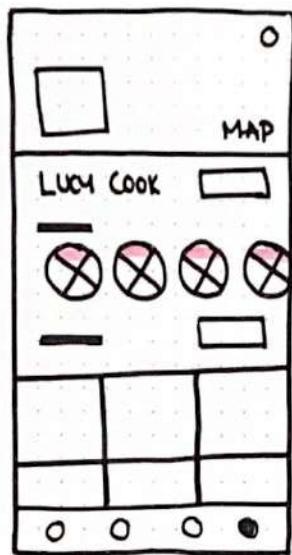
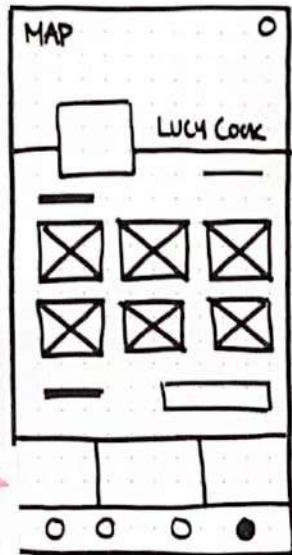
radio buttons

TRIP CHECKLIST





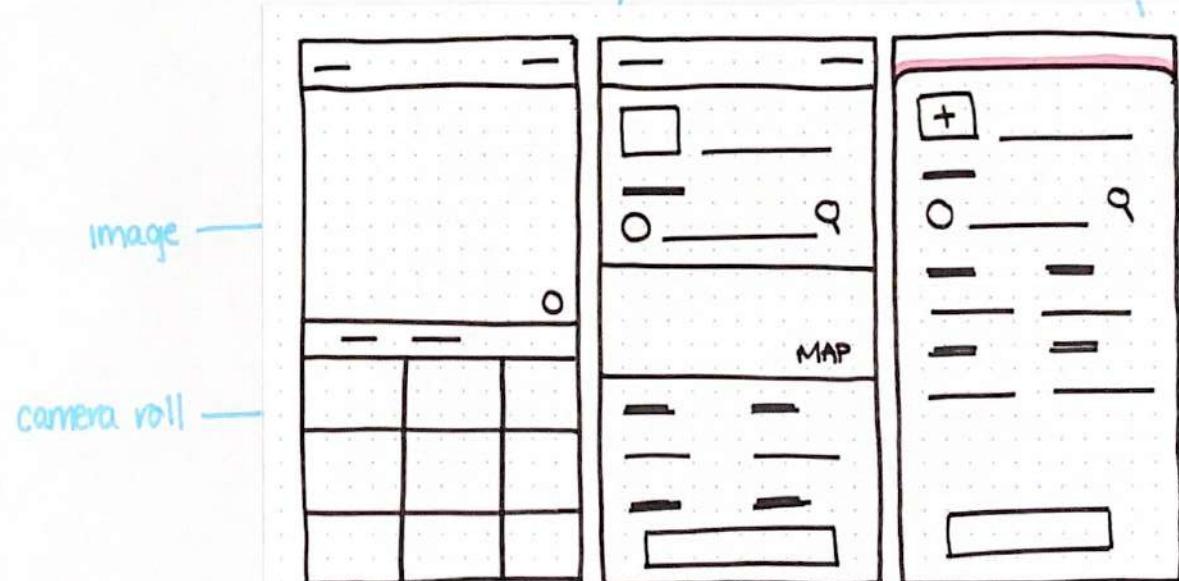
PROFILE



- map to visualise your travels
- souvenir badges
- upload post
- post feed

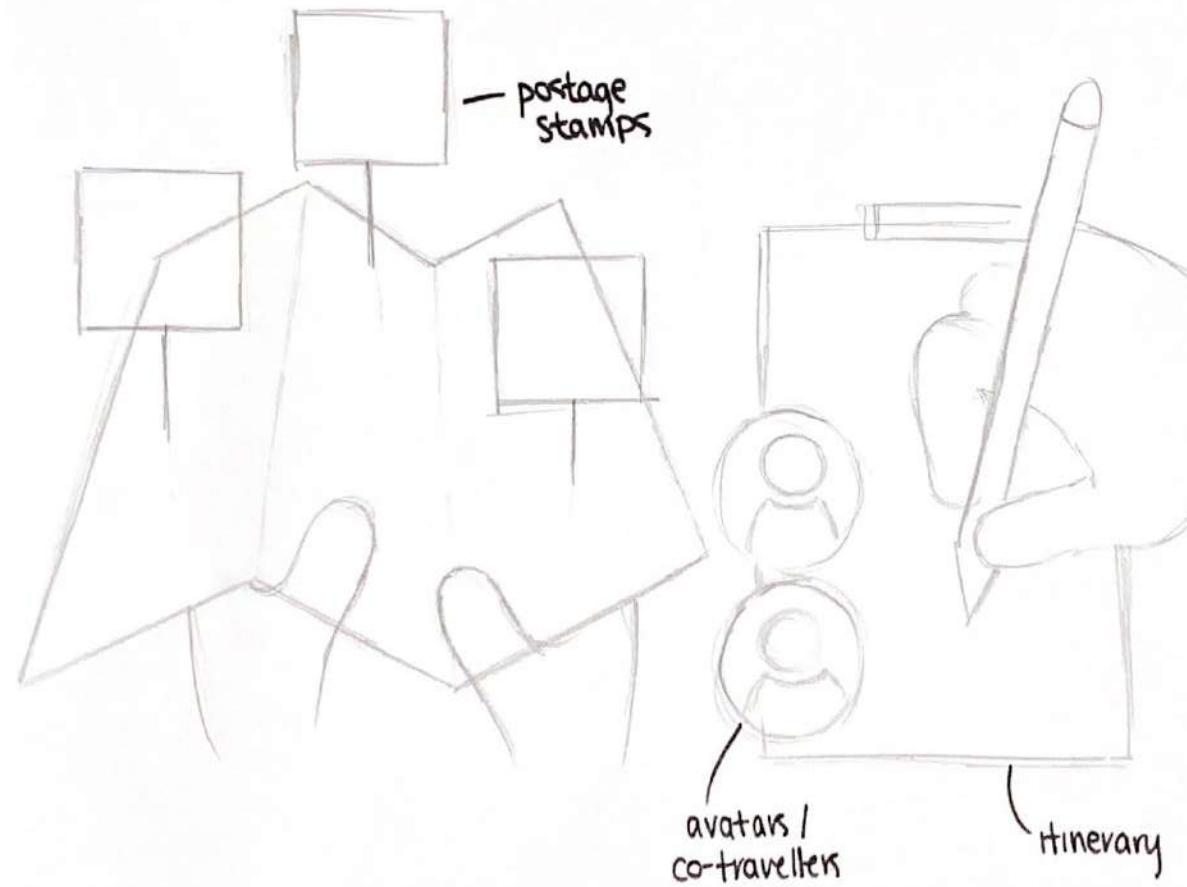
info such as website, opening hours etc

UPLOAD POST



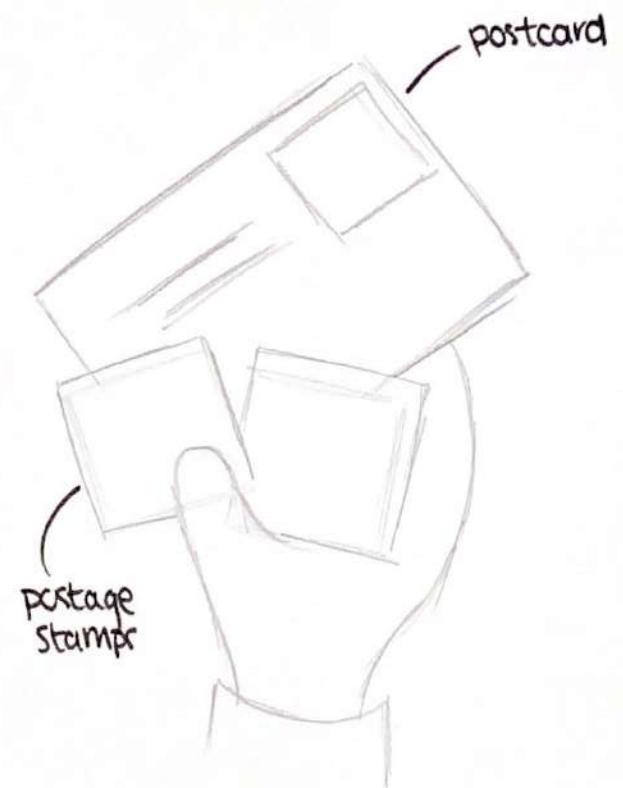
ONBOARDING ILLUSTRATIONS

GET INSPIRED

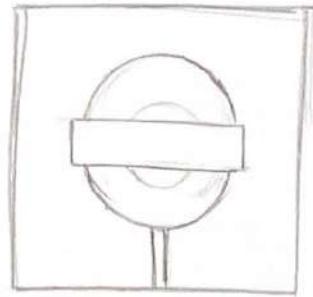
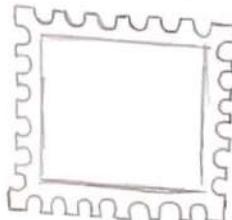


PLAN & SHARE YOUR
NEXT TRIP

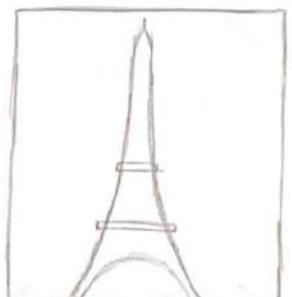
COLLECT SOUVENIRS



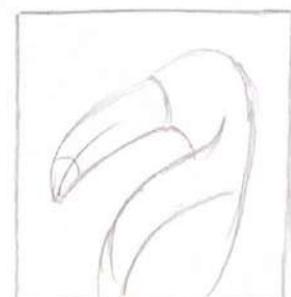
SOUVENIRS



LONDON



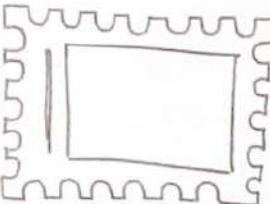
PARIS



BRAZIL



DUBLIN



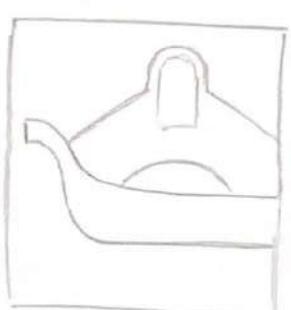
ARUBA



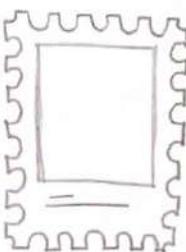
BALI



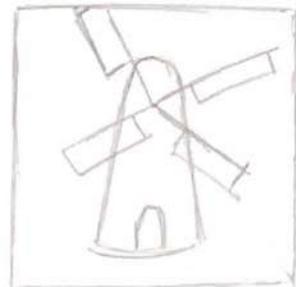
MEXICO



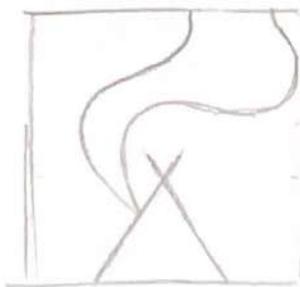
VENICE



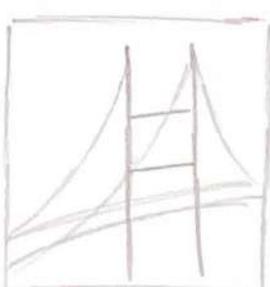
POSTAGE STAMPS



AMSTERDAM



ICELAND



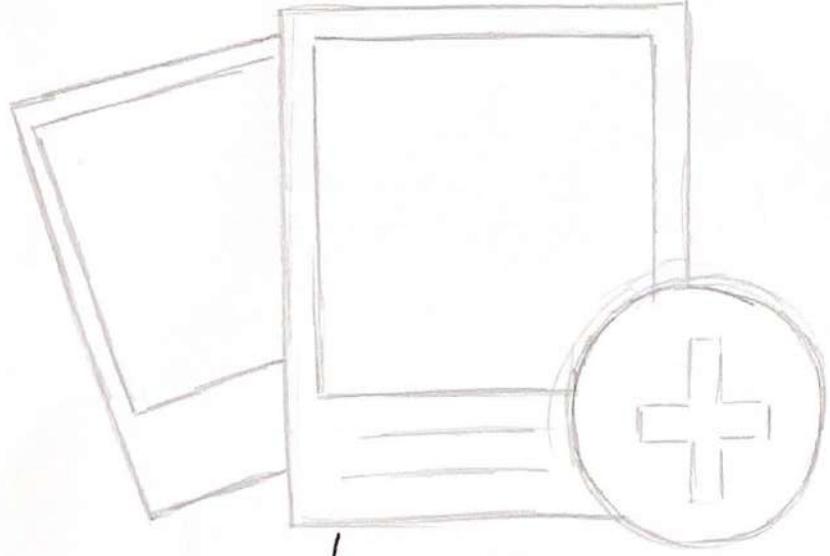
SAN FRANCISCO



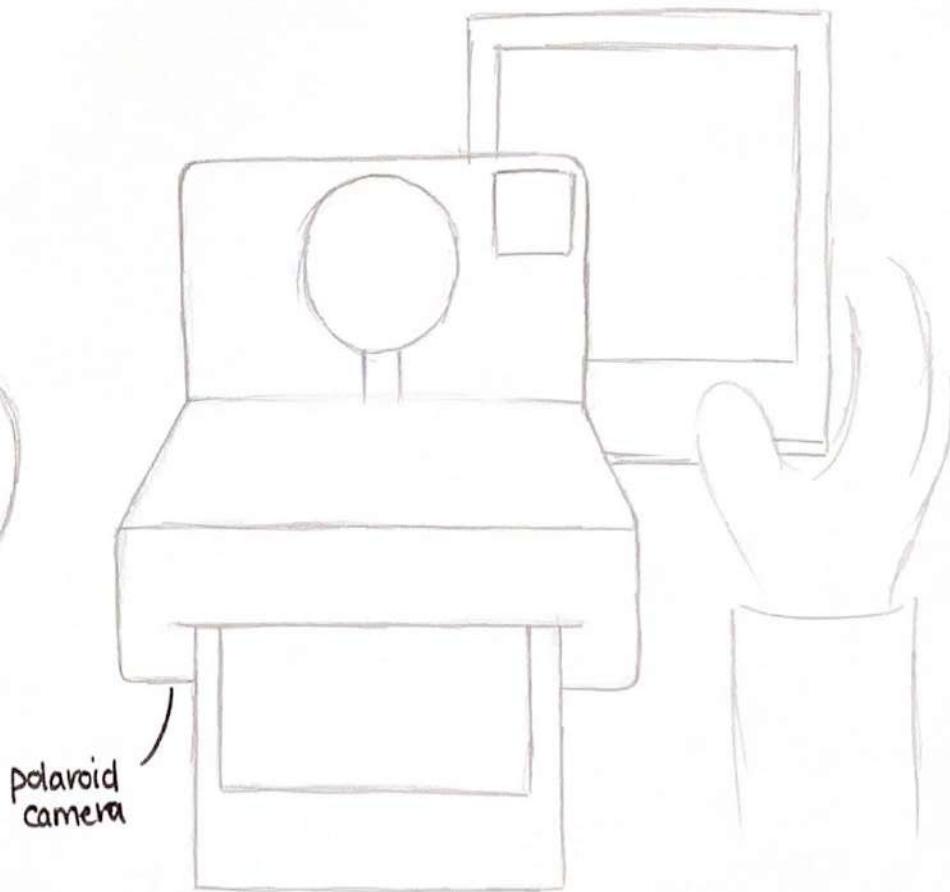
CHINA

EMPTY STATES

PROFILE / No Posts

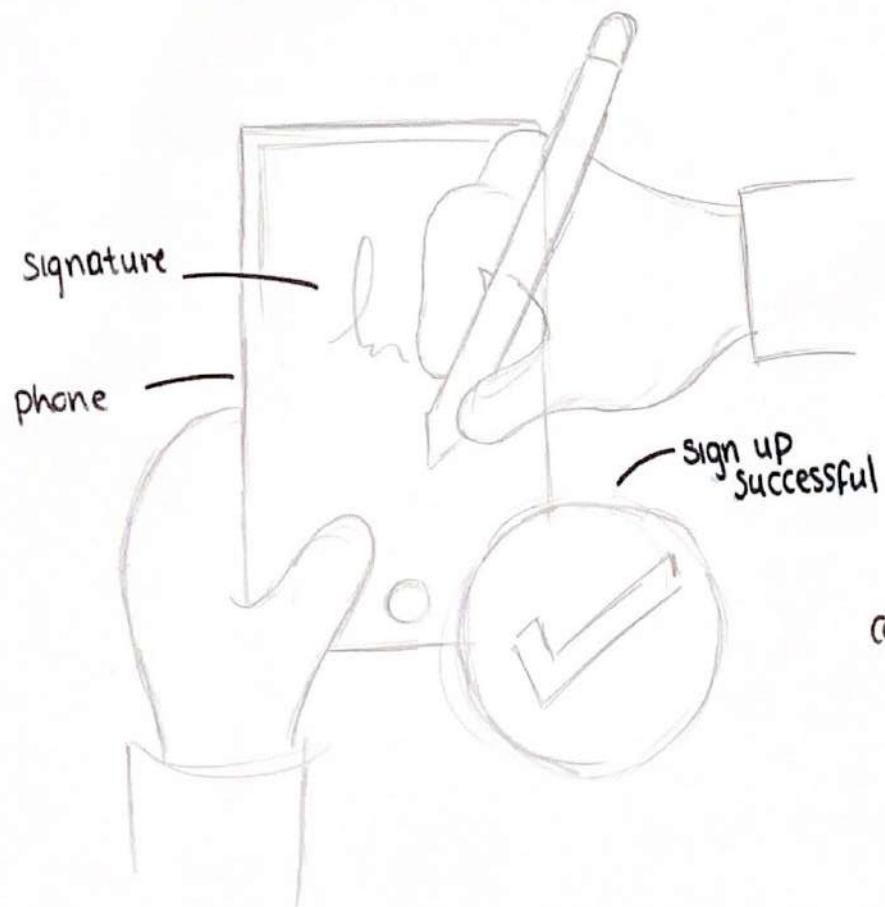


(
polaroid film
representing posts

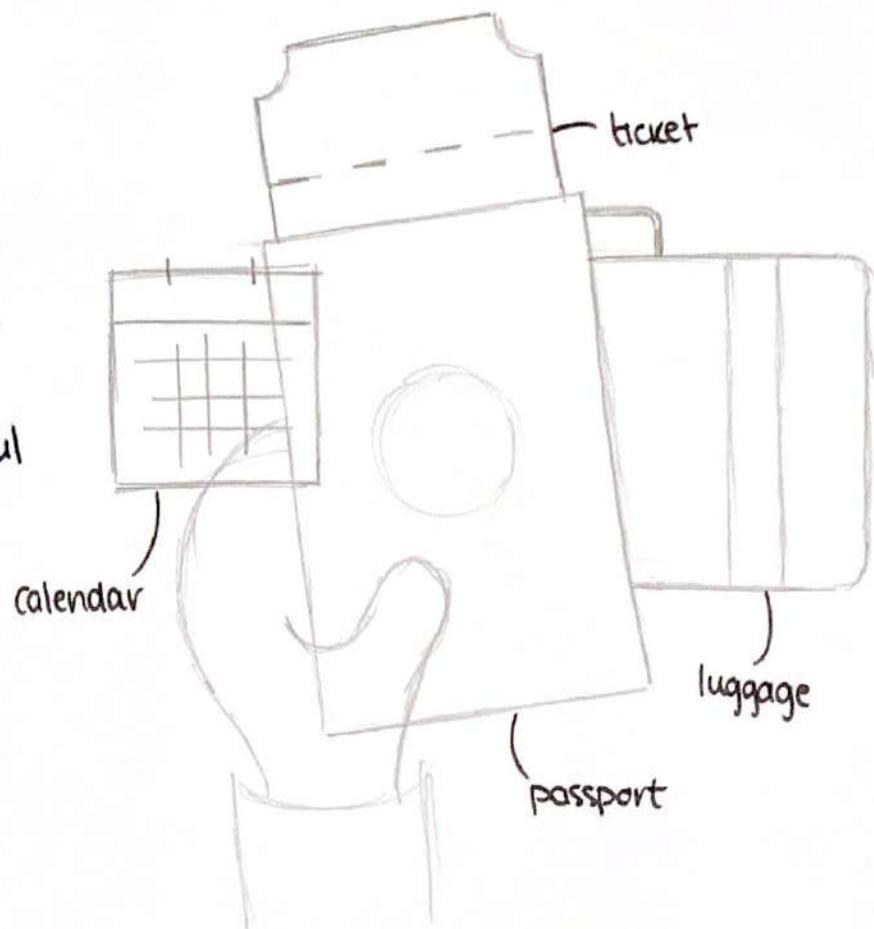


)
polaroid
camera

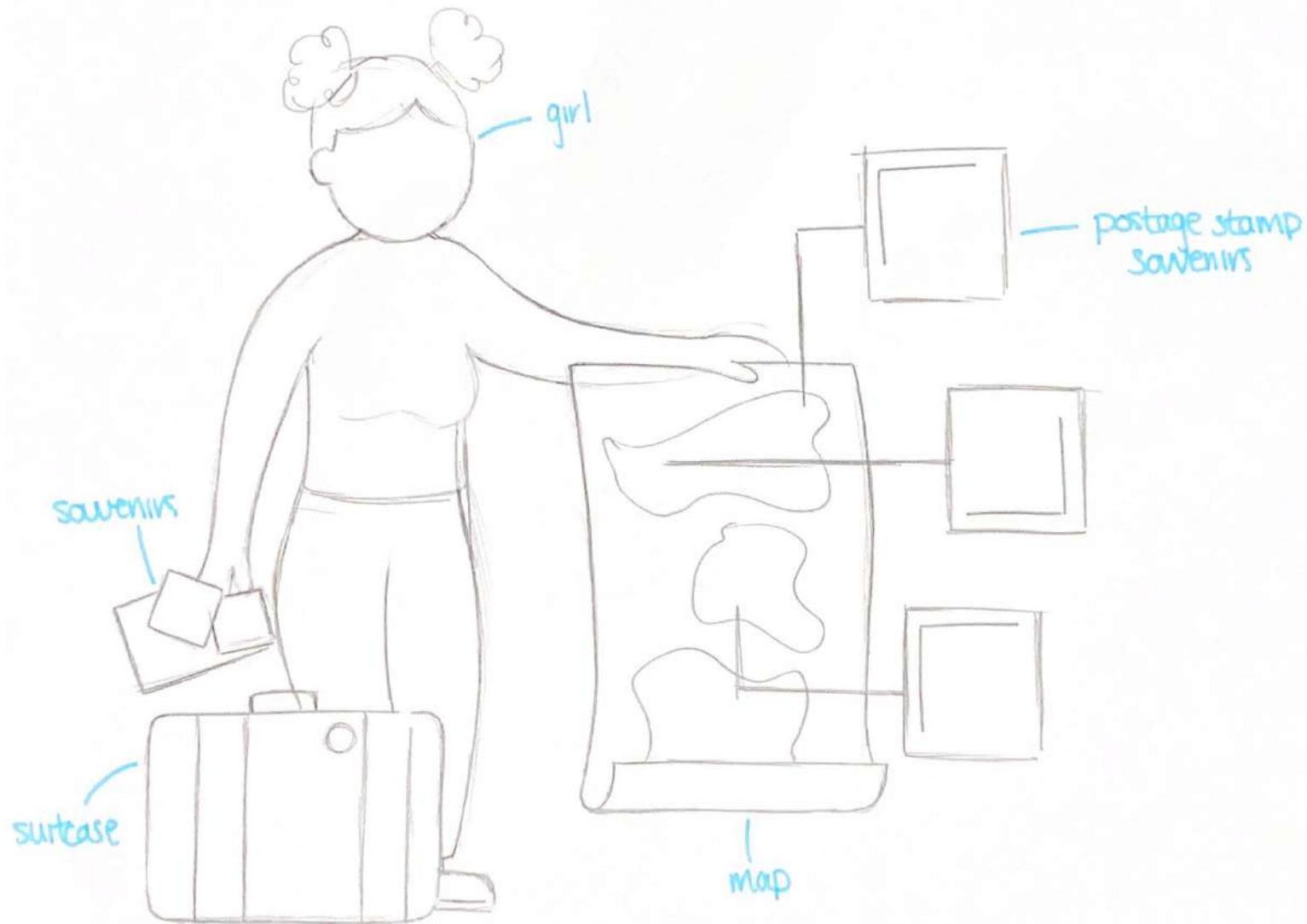
SIGN IN / UP



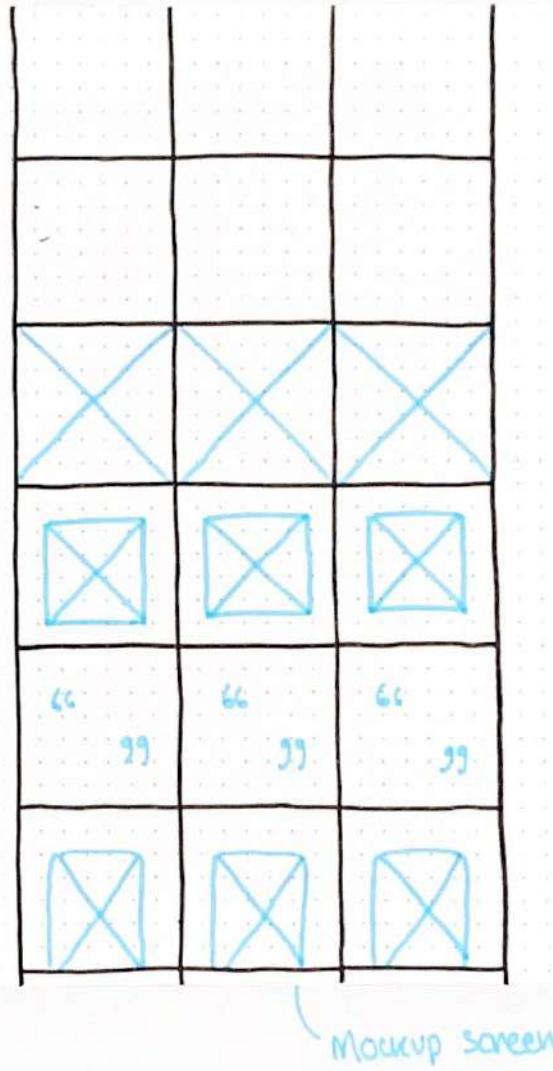
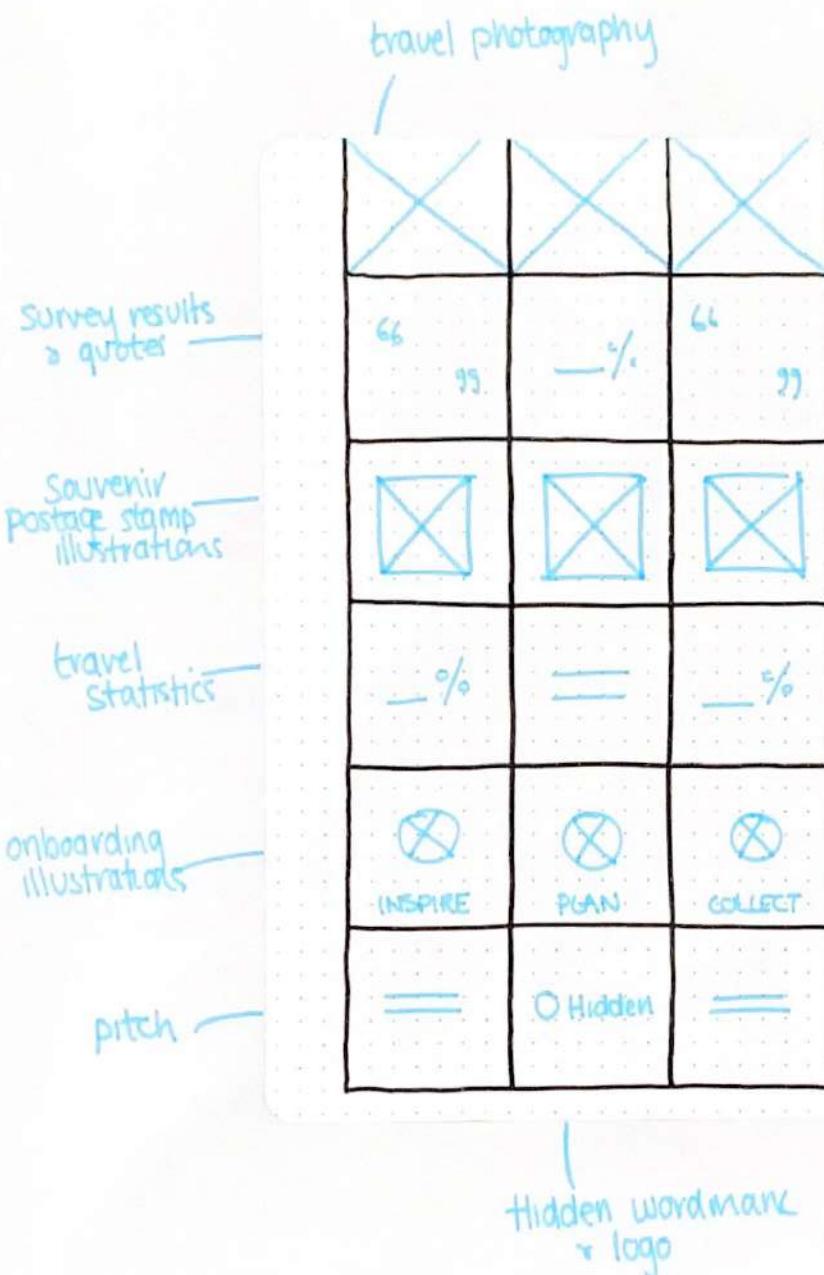
EMPTY STATES Trips page



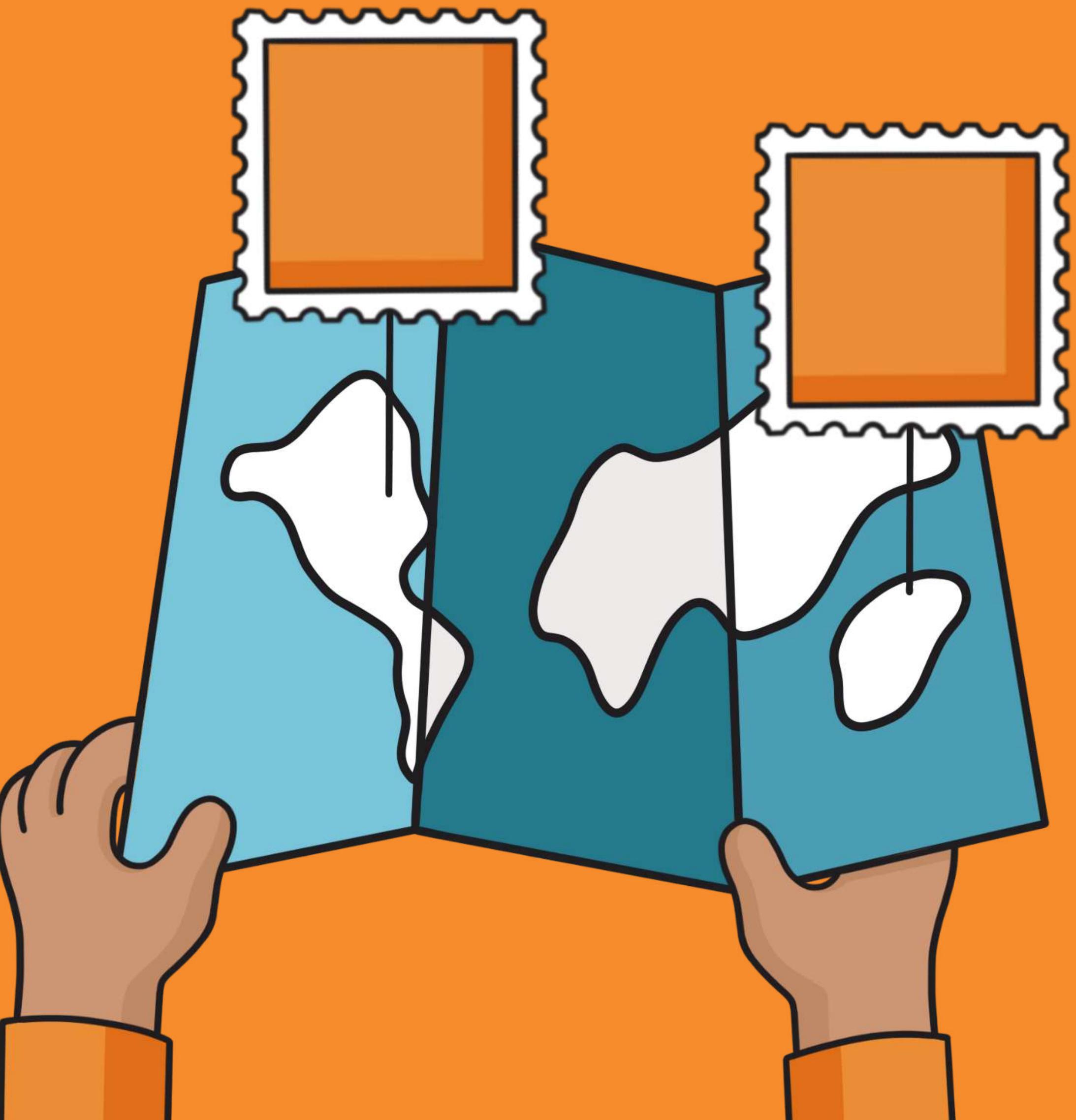
LANDING PAGE



PLANNING INSTAGRAM FEED

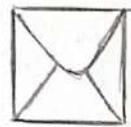


Semester Two





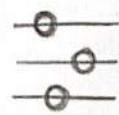
Username
* Profile



Email



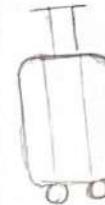
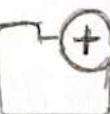
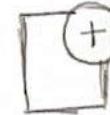
Password



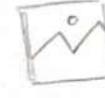
Filter



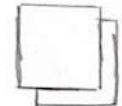
Search



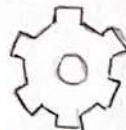
Save post



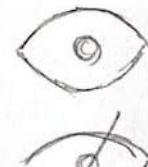
Upload post



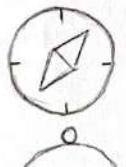
Upload
multiple
posts



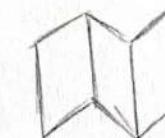
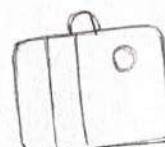
Settings



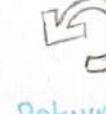
Hide / View



Explore



Trips



Return



Location
* Destination



Opening
Hours
* Time Zone



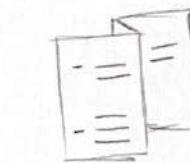
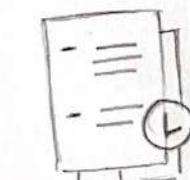
Website



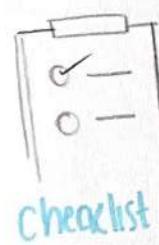
COVID
Update



Co-travellers



Itinerary



checklist



Notes



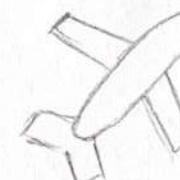
Arrival



Departure



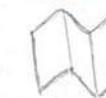
Weather



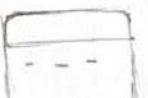
Flight length



Cost
* Currency



Map

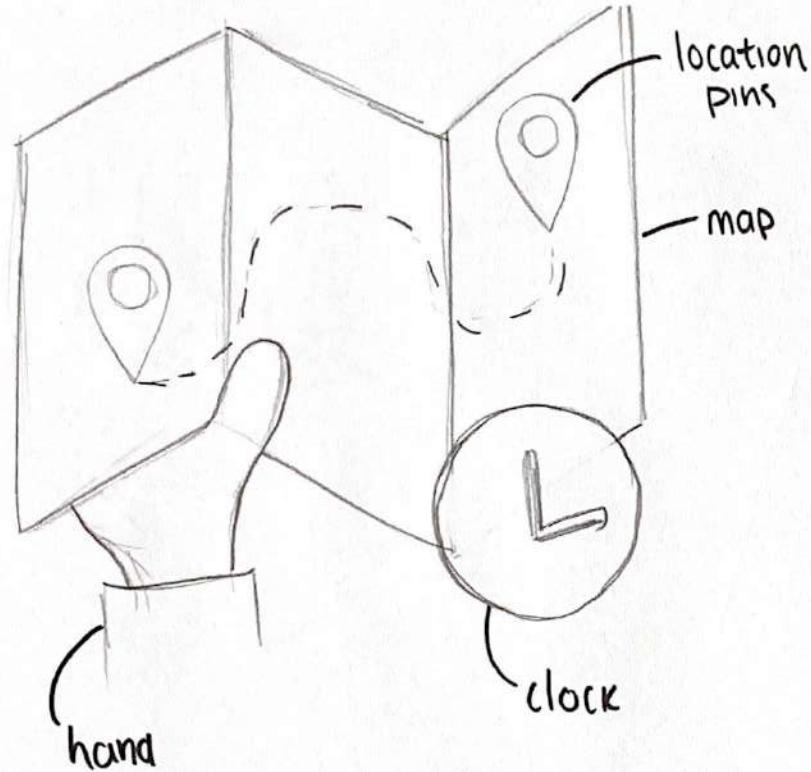


Dates
* Months

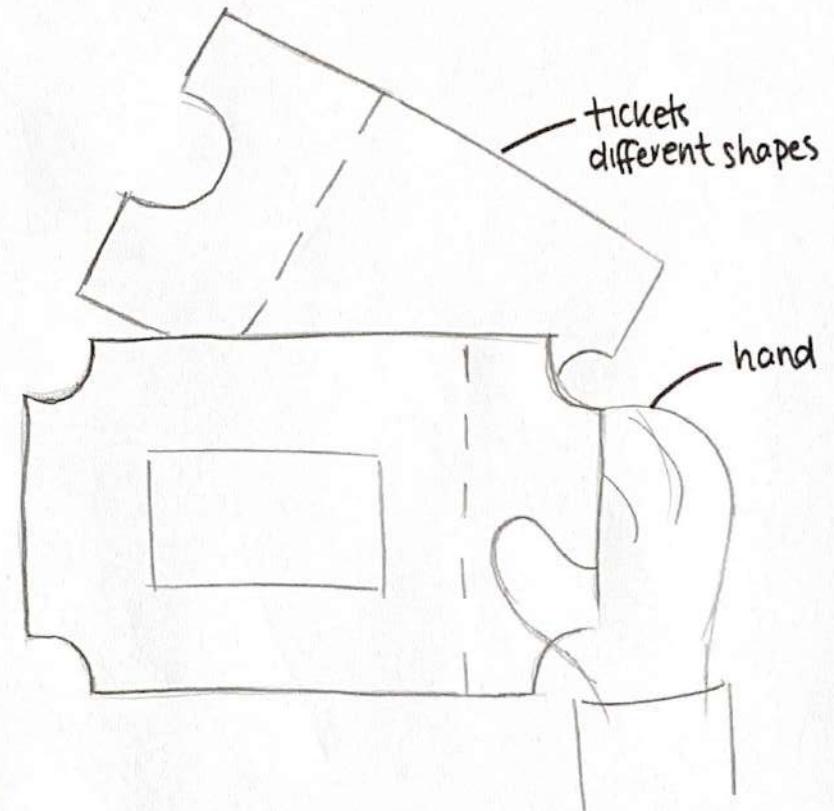
Icons

ITINERARY

EMPTY STATE ILLUSTRATIONS

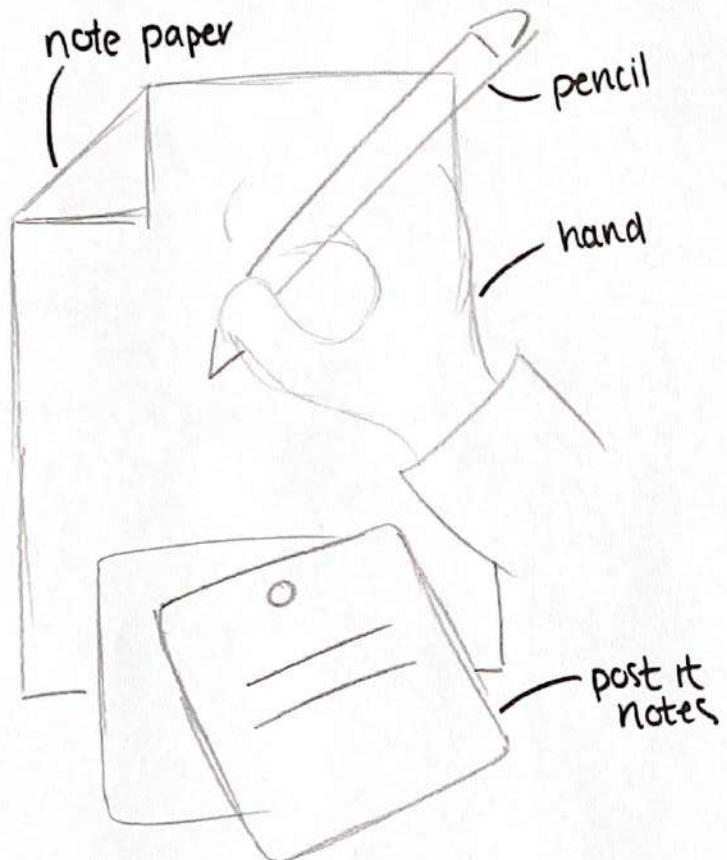


TICKETS



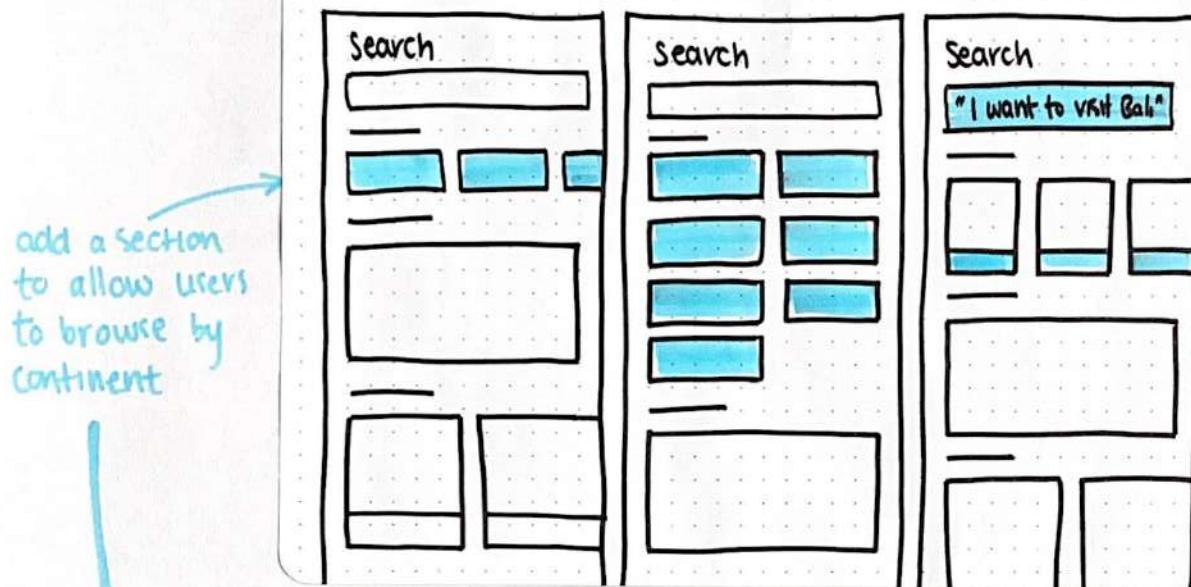
NOTES

EMPTY STATE ILLUSTRATION



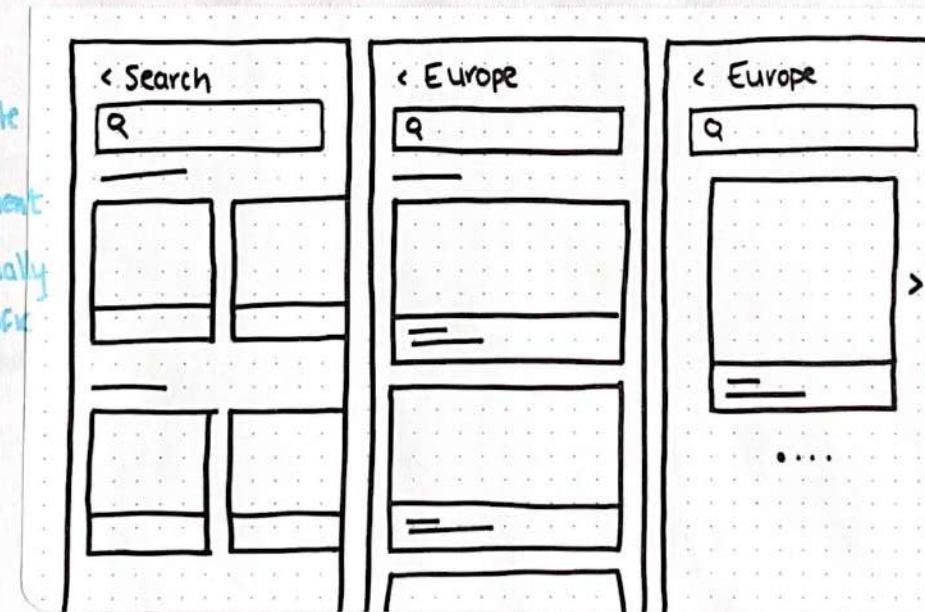
SEARCH PAGE

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

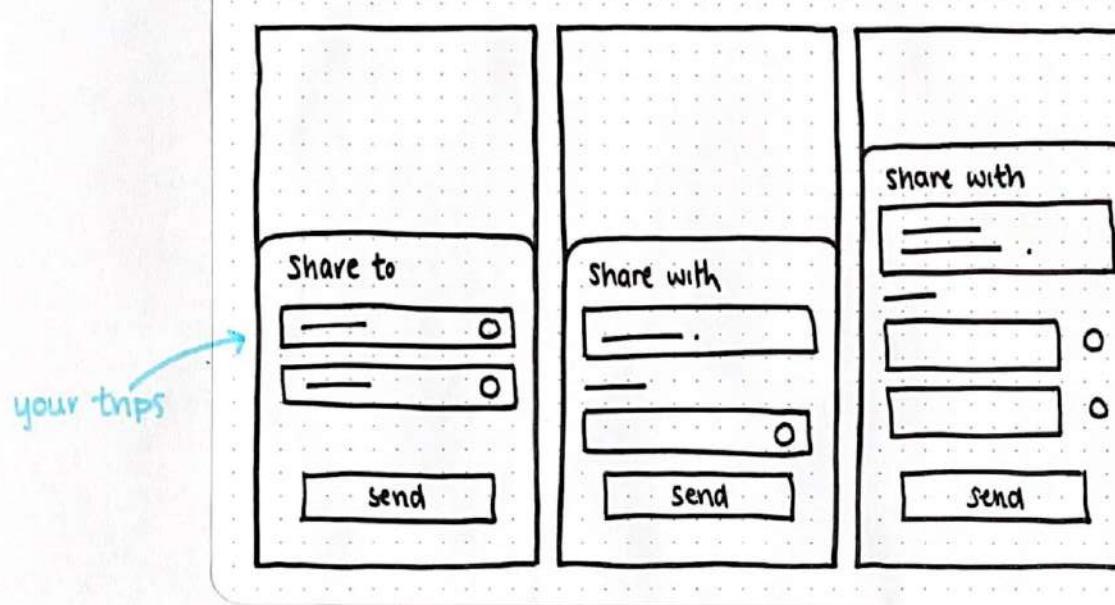


Create separate
search pages
for each continent:
— users can
search specially
— browse specific
destinations

CO-TRAVELLERS

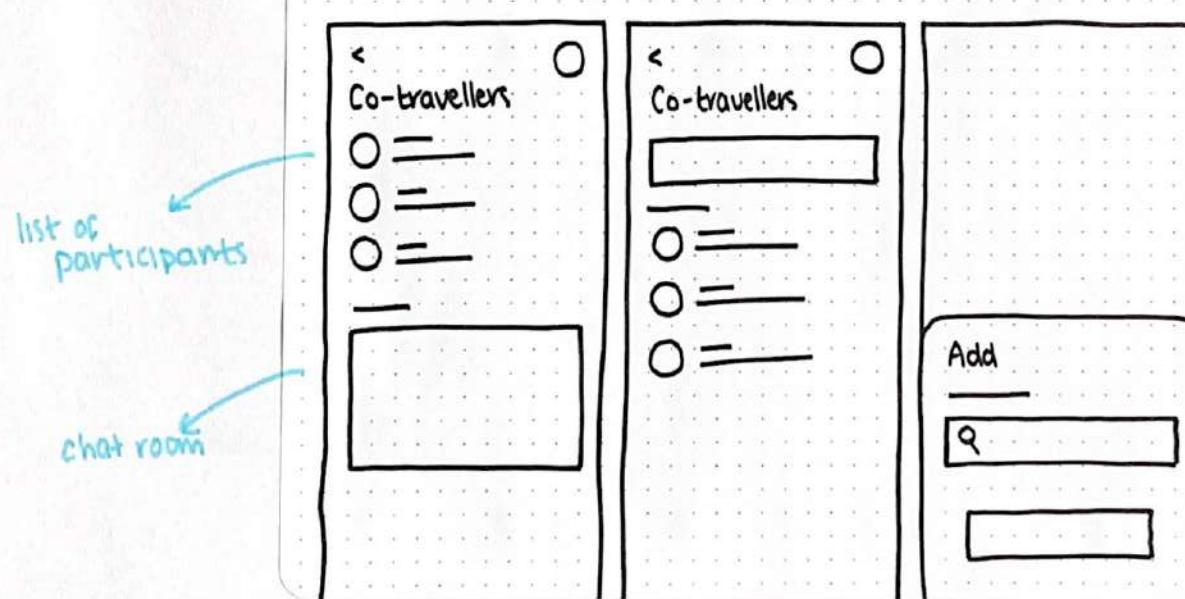
SHARE & CHAT

ADDITIONAL SCREENS



your trips

allow users
to send a message
with the post



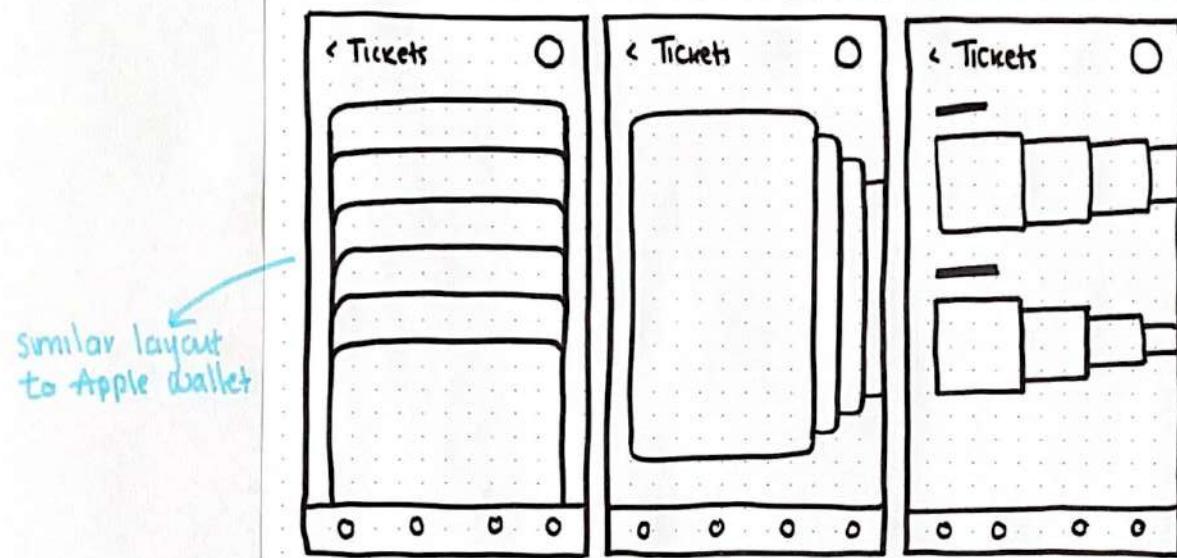
list of
participants

chat room

add co-traveller
by email

TICKETS PAGE

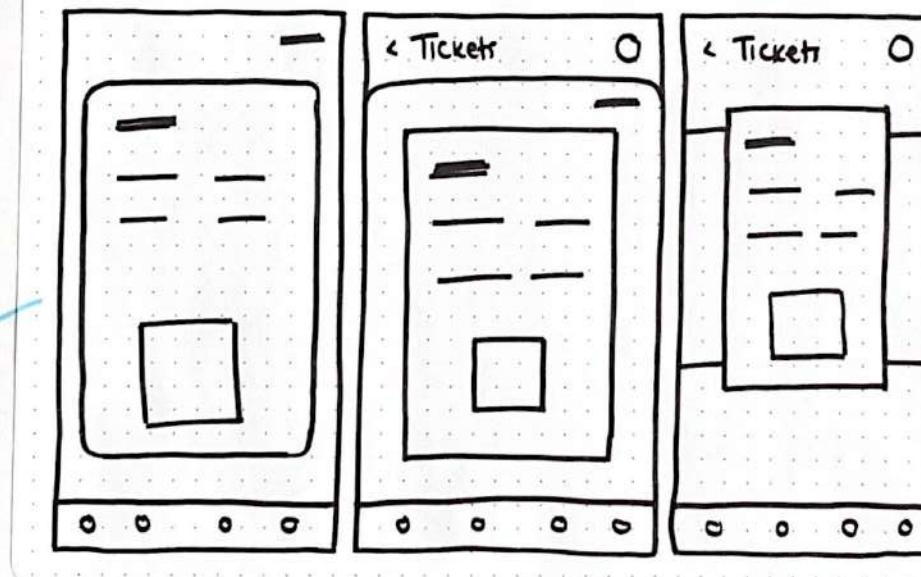
ADDITIONAL SCREENS



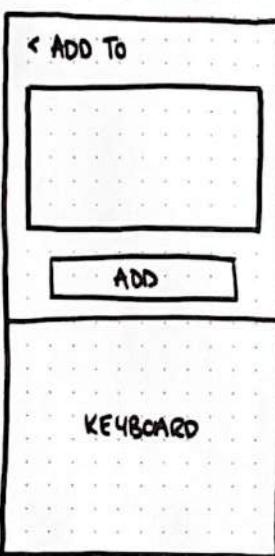
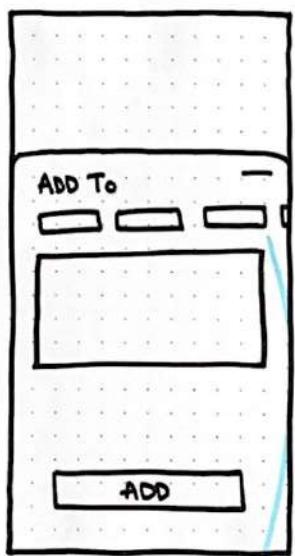
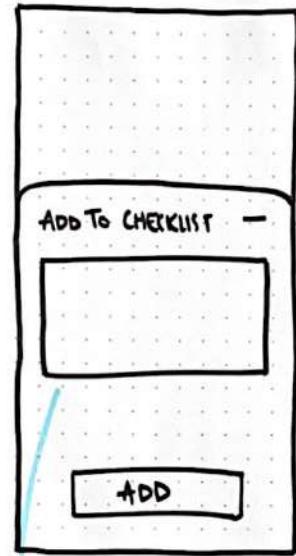
similar layout
to Apple wallet

- 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

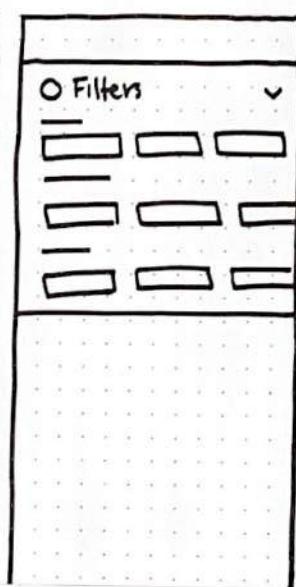
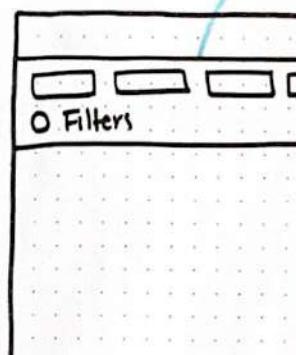
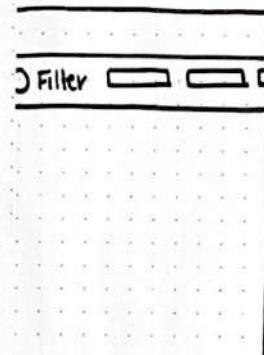


TRAVEL CHECKLIST

- Add personal notes

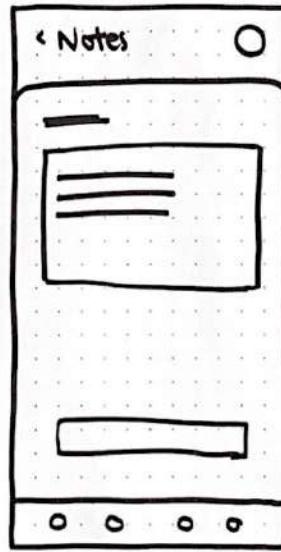
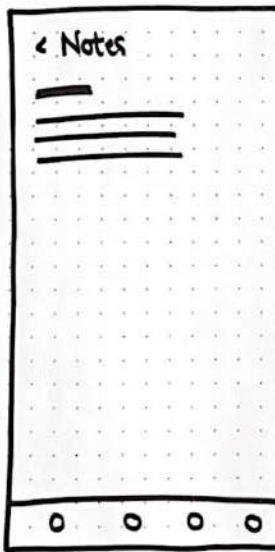
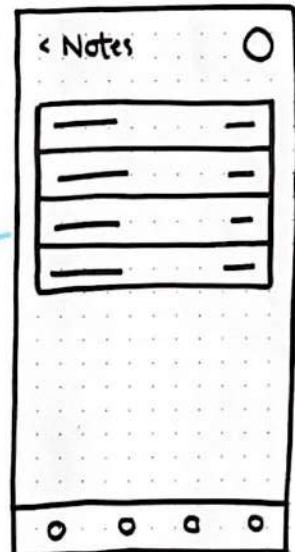
moves to full page
as user types to
show keyboard

ADDITIONAL SCREENS



- ### NOTES
- page layout
 - adding notes

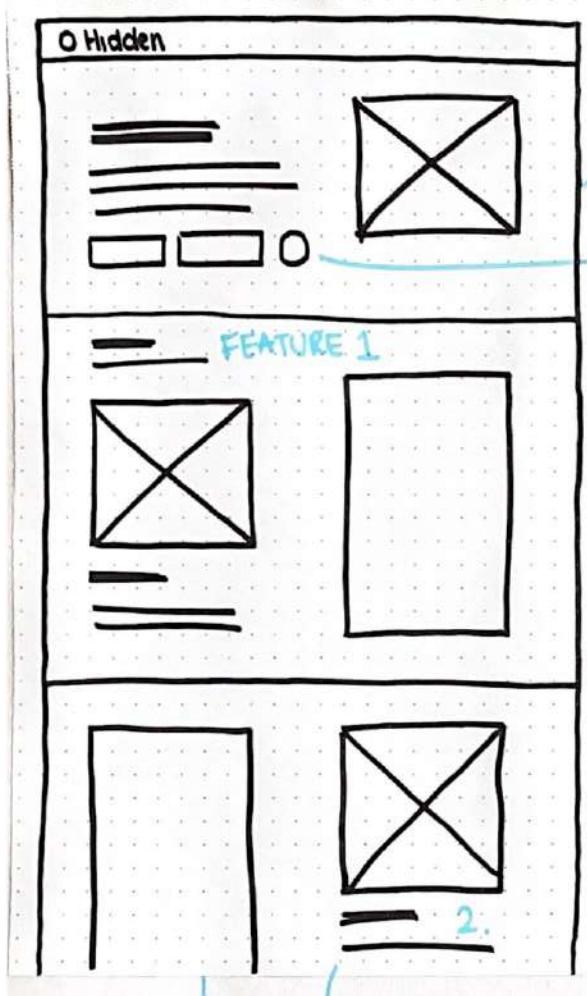
similar to
Apple notes



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

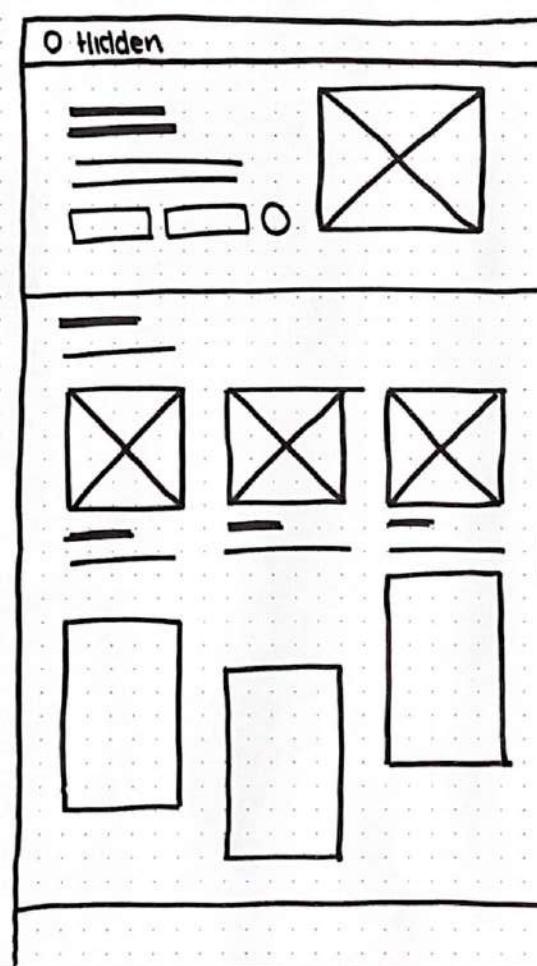
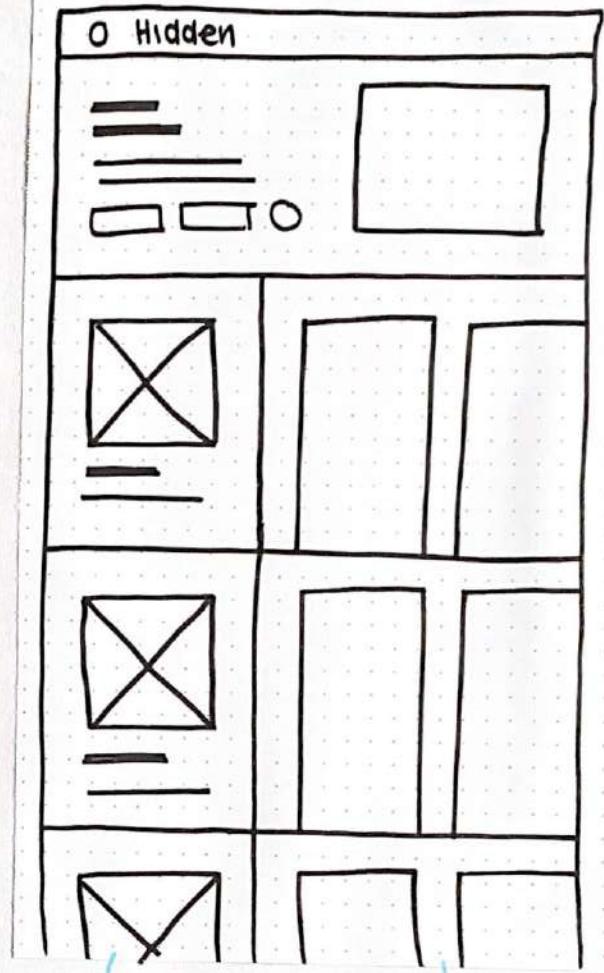
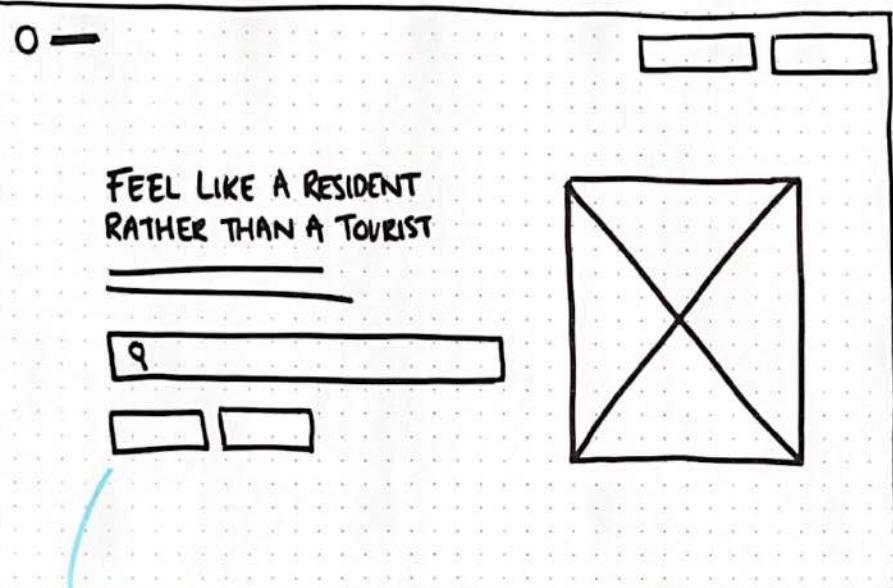


illustration &
feature description



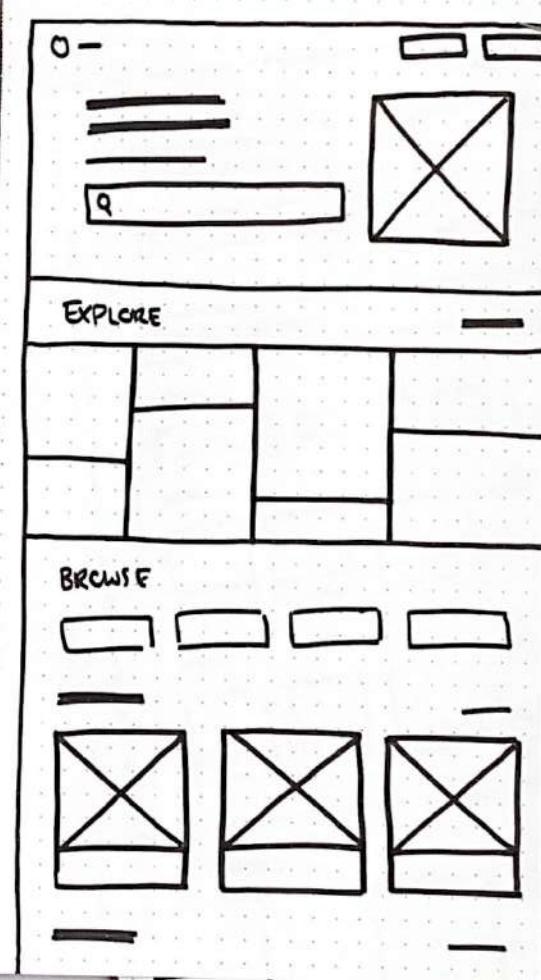
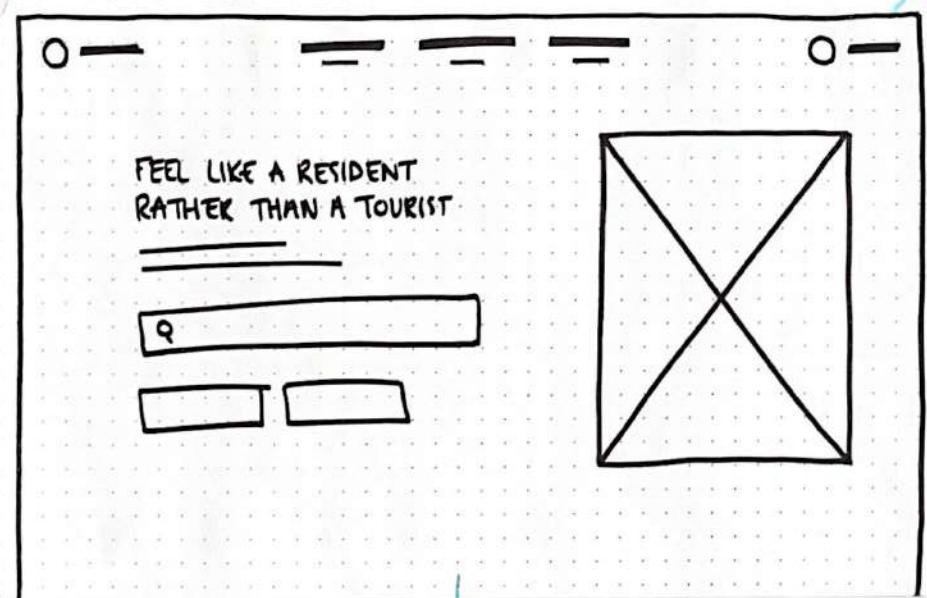
features
all on one side

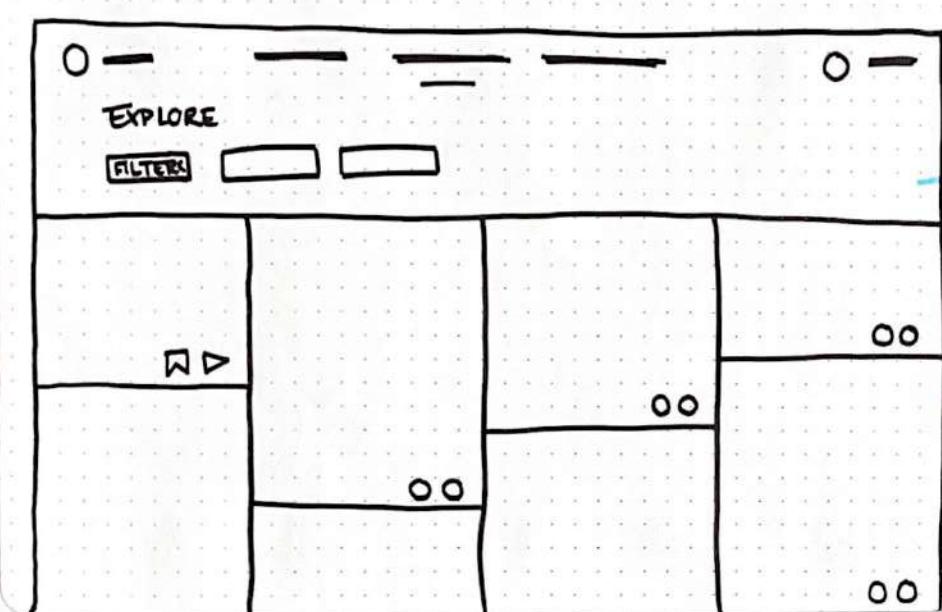
mockups on
right



user not signed in
SIGN IN / SIGN OUT

WEBSITE - SEARCH
WEBSITE VERSION OF APP





Filters will expand + collapse down

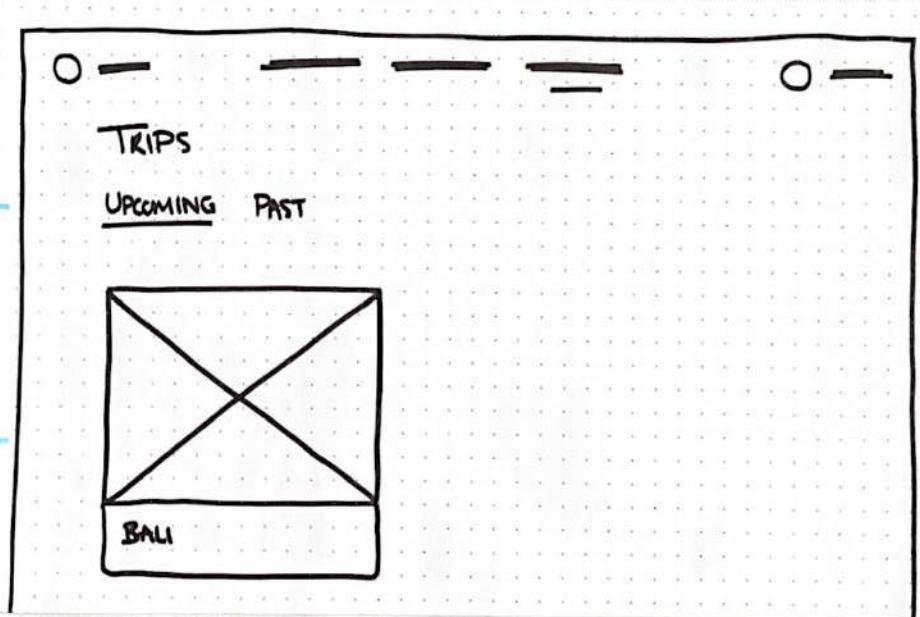
Feed posts

Icons to save * share

WEBSITE - TRIPS

toggle between upcoming * past trips

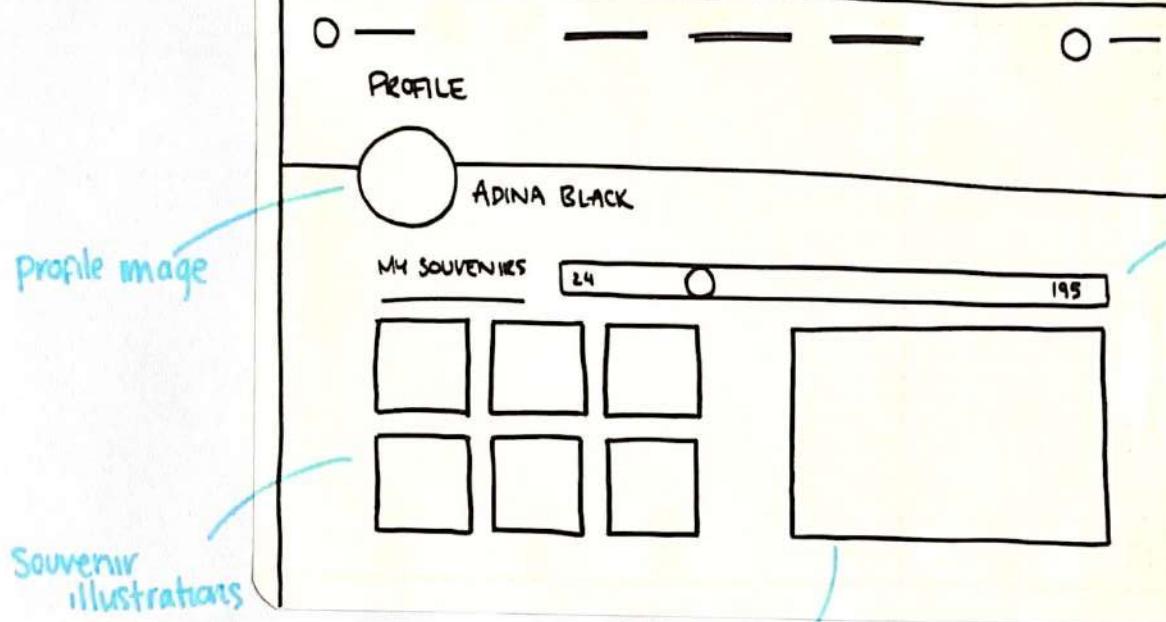
trip folders



WEBSITE - EXPLORE
WEBSITE VERSION OF APP

WEBSITE - PROFILE

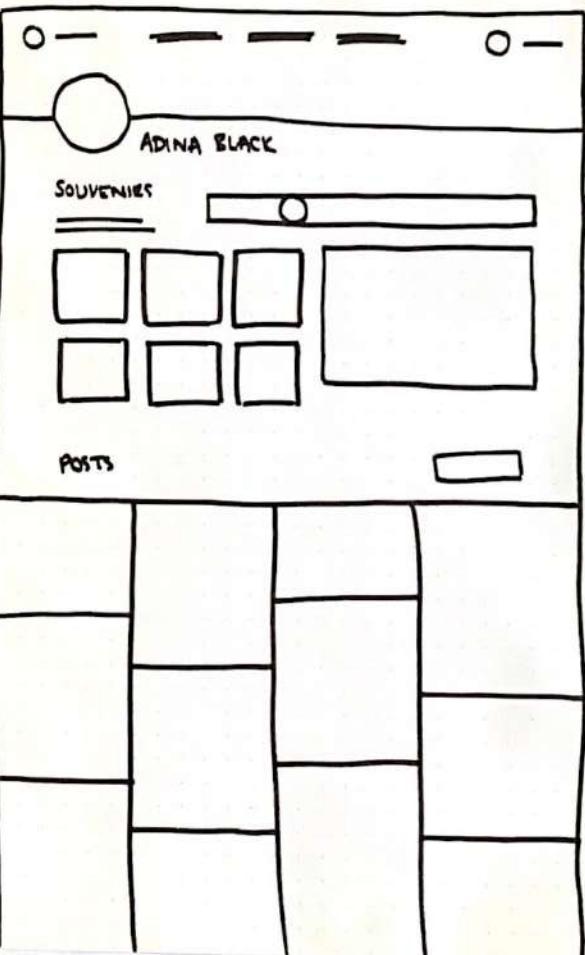
WEBSITE VERSION OF APP



profile image

Souvenir illustrations

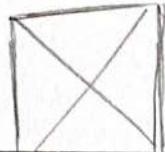
View souvenirs
on the map



my posts

1 GET INSPIRED

with images + video around world



1. Features explained x3

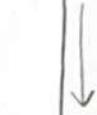
2 HIDDEN

travel inspiration + planning app

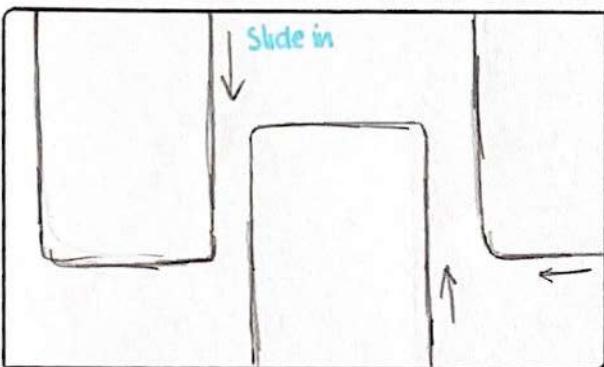
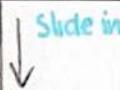


2. Hidden introduction

3 EXPLORE



3. Explain Explore + Search x2
scrolling

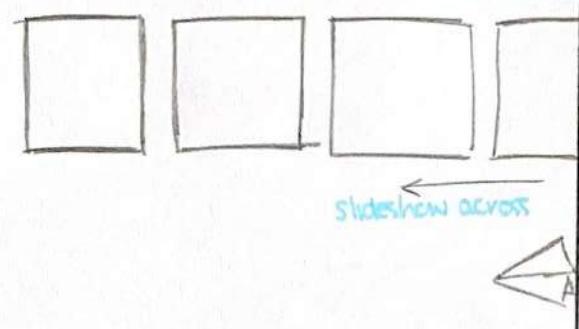


4. Examples of searched destinations

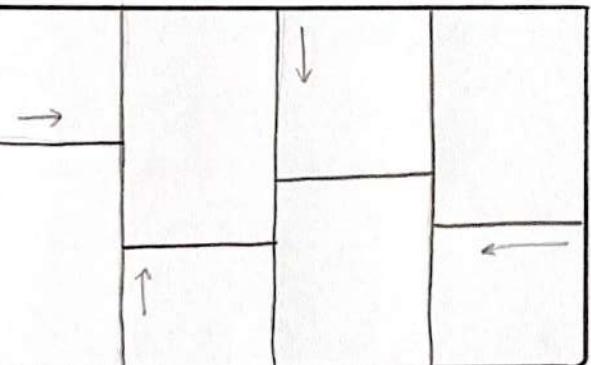
5 TRIPS

5. Explain Trips + Profile

x2



6. Souvenirs display



7. Images of travel around the world

8 HIDDEN

travel inspiration + planning app

8. Replay introduction

PROMO VIDEO

Explain features + show screens

Around 1 minute.