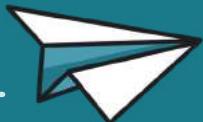


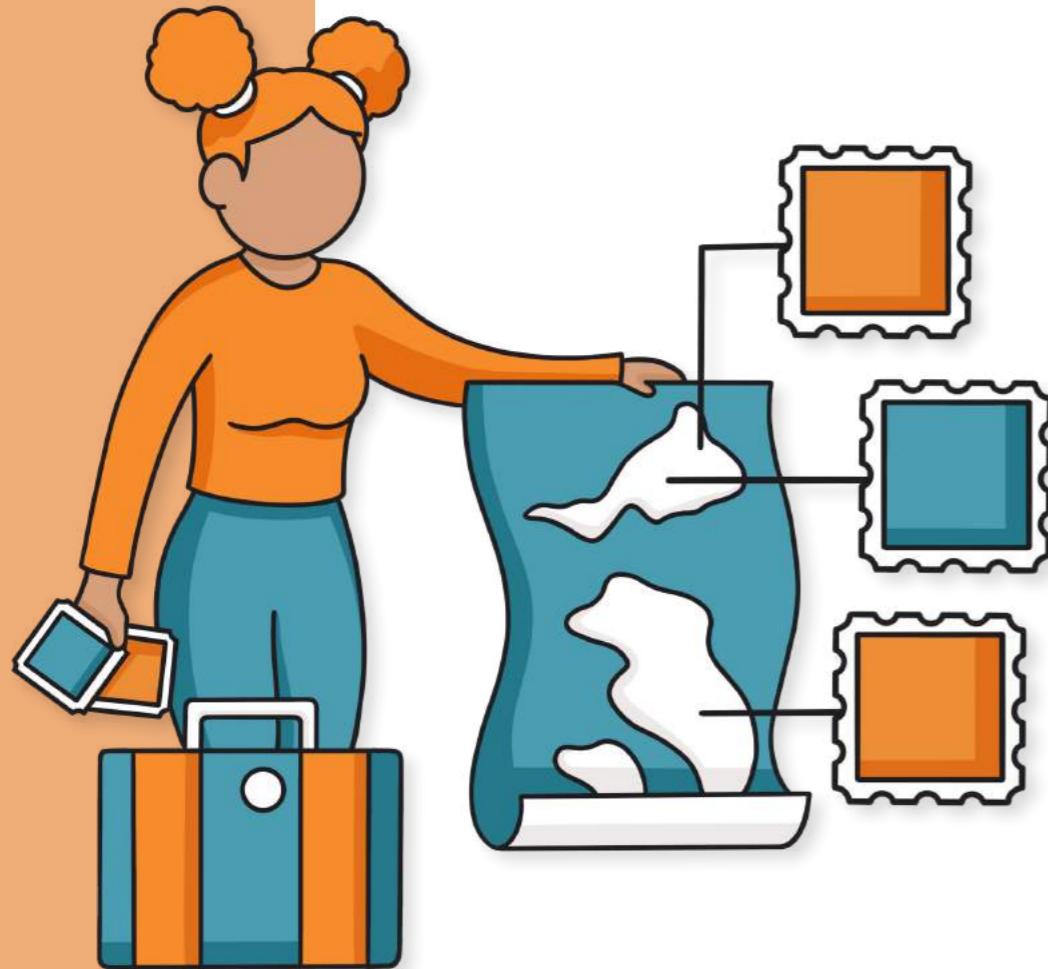


Hidden





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## 01 INTRODUCTION

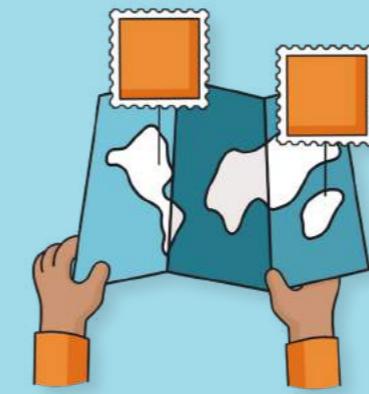
# INTRODUCTION

Over the past year, we've been forced to stay at home, shielding ourselves from the virus that is COVID-19. However, the end is in sight – are you ready to pack your bags and travel the world again?

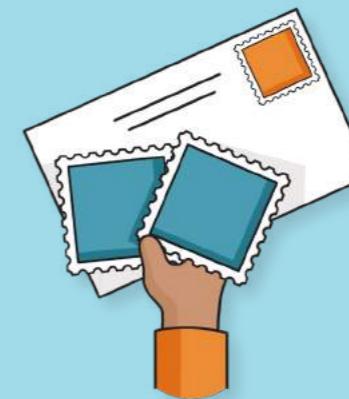
**Hidden is a travel inspiration and planning app.**  
**Unlock the secrets of a city by connecting with locals and past visitors to discover the hidden gems of your next adventure!**

The idea for Hidden came when I was planning previous years' travel. I always carry out extensive research before booking a trip which currently involves using at least 9 apps, such as Youtube, Google Maps, Notes and more. I believed I could create one app to navigate the user through the full travel planning process.

Hidden allows you to browse for travel inspiration, you can get inspired by images and videos from around the world of lesser-known locations and exhilarating activities. Save these posts and create trip folders to plan the itinerary of your next adventure. Share your trip folder with co-travellers, allowing everyone to contribute to the planning. And in each destination, collect a souvenir for visiting, building a visual representation of your travels.



1 Get Inspired



2 Plan & Share



3 Collect Souvenirs

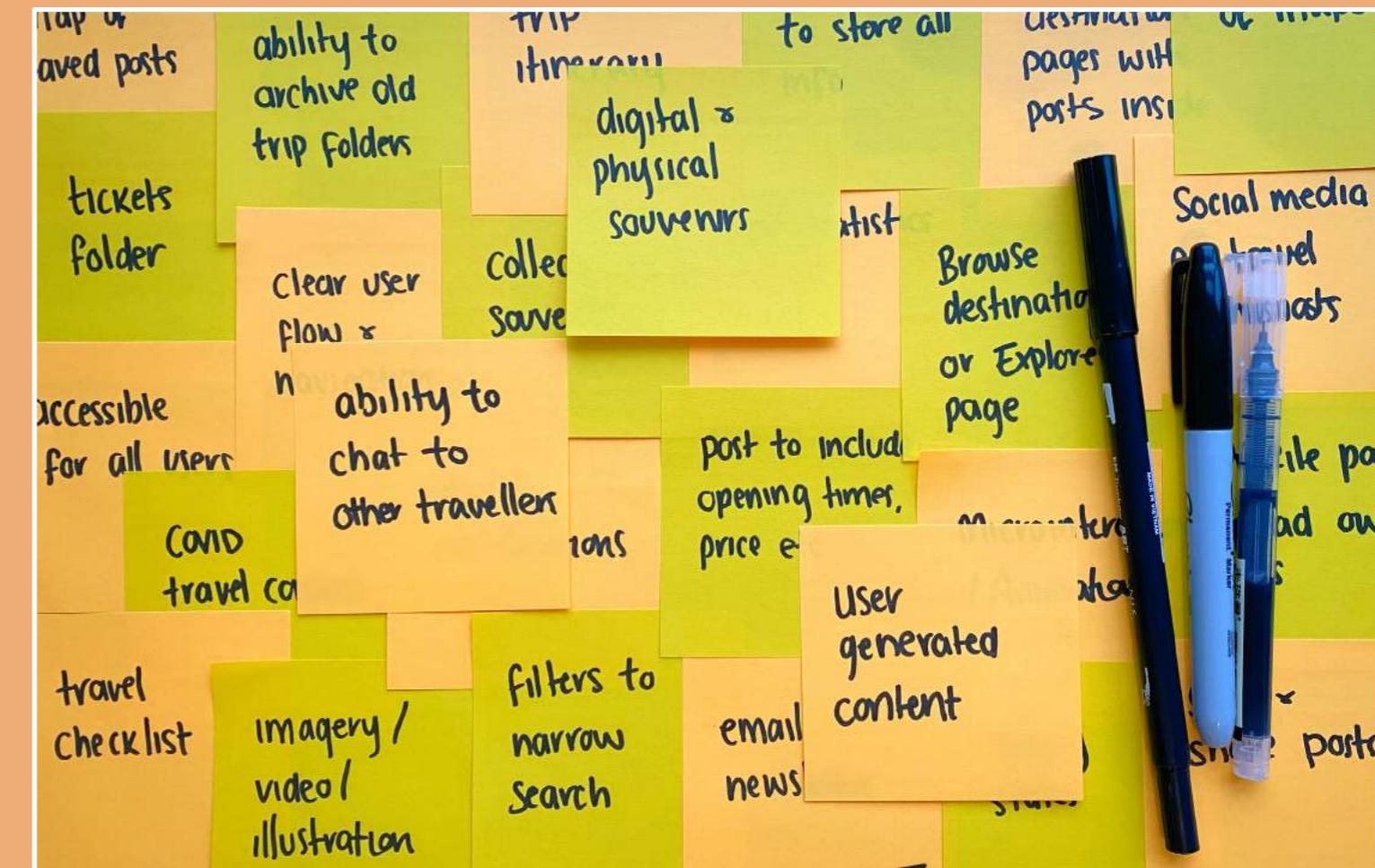
A photograph of a yellow van with a white roof rack driving away from the viewer on a paved road. The road is flanked by a dry, scrub-covered landscape. In the background, massive, layered red rock formations rise against a bright blue sky with wispy clouds.

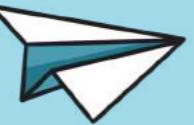
## 02 RESEARCH

## COMPETITOR RESEARCH

In the beginning, my final year major project was all about gathering valuable research about the market and target audience in order to build the best product possible.

Competitor research allowed me to understand what platforms currently exist in the travel industry, their problems and areas of interest. I identified a clear gap in the market for finding travel inspiration and easy planning of a trip. This is because existing platforms only offer one aspect of the travel planning process which forces users to use multiple apps. They can be extremely content heavy, even though we know users read very little online. And most of them offer a bad user experience.





**Lisa**  
Female 49 years old

Lisa loves to fit in at least one holiday a year with her family, it's her favourite time of year as they get to spend quality time together.

**Goal**

Lisa and her family aim to get away for one summer holiday a year, times ticking on so she's browsing for travel inspiration.

Lisa's kids are adrenaline junkies and although she'd love to spend her days laying by the pool, she knows she needs to keep them entertained with plenty of day trips and local activities.

*"I like to use the 'experience' section of Airbnb to give me some inspiration of things to do in my chosen destination. Tripadvisor I find the ranked system useful and like reading other people's reviews so that I know what to expect. However often it's just easier to google 'Best things to do in (destination).' to get the most up to date information"*

Lisa only likes using her computer when planning travel as the screen is a lot bigger and it's easier for her to navigate. She'd spend a number of weeks researching the perfect location before committing to booking.

**Budget** 

Lisa saved on last years holiday by getting a last minute deal so she thinks this year is the time to 'go big' and book that once in a lifetime trip. The time of year is limited to her kid's school holidays.

**IT Literacy** 

Although Lisa would use technology a lot less than her kids, she's still pretty alert on how to navigate around most platforms.

## USER RESEARCH

The typical age range of Hidden users would be between 16 and 60 year olds with a focus on Generation Z and Millennials as these groups take the most trips per year and spend the most money on travel. More specifically, Hidden is designed towards the pre-planners and the organised kind that like to know what there is to do in their chosen destination and where they're going on each day of their trip.

I came to this conclusion by conducting the survey, which received 116 responses. Majority of respondents were in the 18-24 category and mostly female. I also conducted 3 interviews with regular travellers from different age groups (ages 19, 23 and 49) and with different reasons for travel. A lover of city breaks, a long haul traveller and a mother who books a family holiday every year, providing me with a wide range of perspectives. I asked each of them to talk me through their last travel planning experience, identifying good and bad points of the platforms they currently use for travel planning. Gathering this information provided a clear direction for Hidden, in terms of the typical user and the desired app features.

This research culminated into a set of deliverables including user personas, information architecture and user flows. Each created using insights from the research conducted.

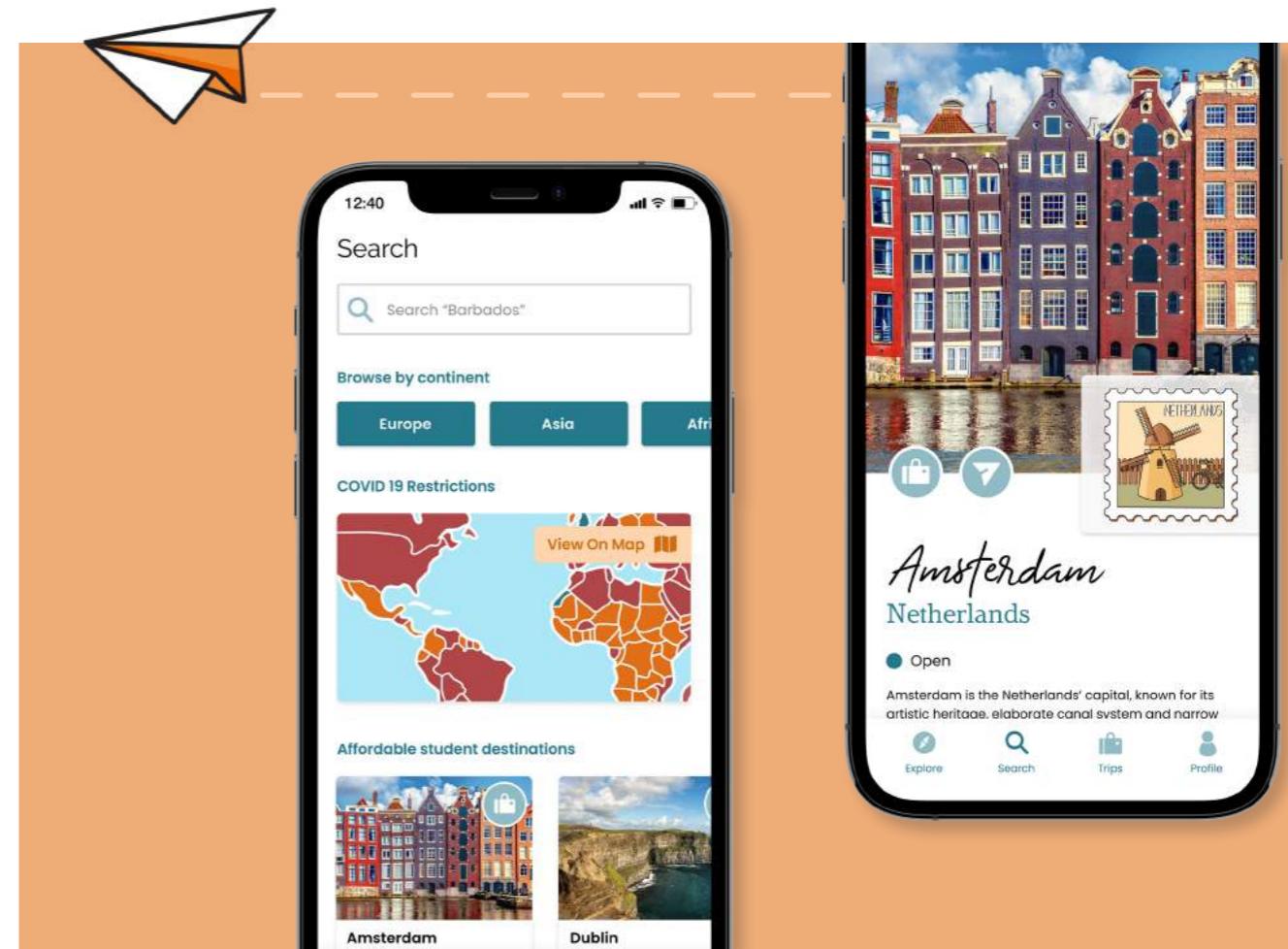


## 03 STRENGTHS & WEAKNESSES

## STRENGTHS

My main strength of this project was understanding and implementing user-centred design. With the knowledge I've built from studying Interaction Design to the valuable industry experience I've gained over the past 2 years, I truly understand the importance of user research and designing with the user at every stage. I was extremely pleased with the number of survey responses I've received and people willing to provide feedback on Hidden during the user testing phase.

I believe another strength brought to this project was digital illustration. I knew from the beginning that although I was producing a heavy content-based app, I wanted it to be as illustrative as possible. Using a combination of Illustrator and Procreate, I've produced a series of app illustrations that have been improved upon at each iteration with the help of artist exploration and master apprentice exercises. As part of producing illustrations, I've introduced a gamification aspect to Hidden where users can collect 'souvenirs' from each destination that they visit, allowing them to build a visual representation of their travels like a digital scrapbook.



Hidden

Search Explore Trips Adina Black View profile

Feel Like A Resident Rather Than A Tourist

Discover and plan your next travel adventure...

Search "Boracay"

Available on the App Store Google Play

Browse by continent

- Africa
- Antarctica
- Asia
- Australia
- Europe
- North America
- South America

COVID-19 restrictions

Find out which countries are currently open and closed for tourists, but remember to follow the quarantine regulations in order to stay safe.

View On Map

Affordable student destinations

- Amsterdam Netherlands
- Dublin Ireland
- Prague Czech Republic

Perfect romantic getaways

- Eiffel Tower Paris France
- Cliffs of Moher Ireland
- Venice Italy

Hidden

Search explore Trips Adina Black View profile

Explore

Filters Asia Relax

Browse

Relax

Travel

Food & Drink

Adventure

Cultural

Nature

Relax

Asia

Relax

Travel

Food & Drink

Adventure

Cultural

Nature

Hidden

Search explore Trips Adina Black View profile

Trips

Upcoming Past trips

Bali Trip

Nov 2021, Bali, Indonesia

+ create trip

Hidden

Search explore Trips Adina Black View profile

Adina Black

My Souvenirs

There's 195 countries to collect from!

24

195

View On Map

EUROPE

View On Map

## WEAKNESSES

At the moment Hidden is primarily an app that has been prototyped to a high fidelity. Future ventures for Hidden would involve a website version as well. This is because different platforms would be used at different stages of the travel planning process, depending on the user's preference. Personally, I would use the website when planning at home, however while I'm travelling, I would only use the app because it is easily accessible on my mobile device. Respondents of my survey agreed as when asked what their preferred planning device was, results came back 50:50 between website and app, with most users selecting both.

With additional time, I also would have put more exploration into the world of no code tools, and perhaps even attempted to build a fully functioning app. Just with no previous knowledge of no code tools or how they work, time was against me. However, I'm not disheartened because I'd rather build an excellent prototype.



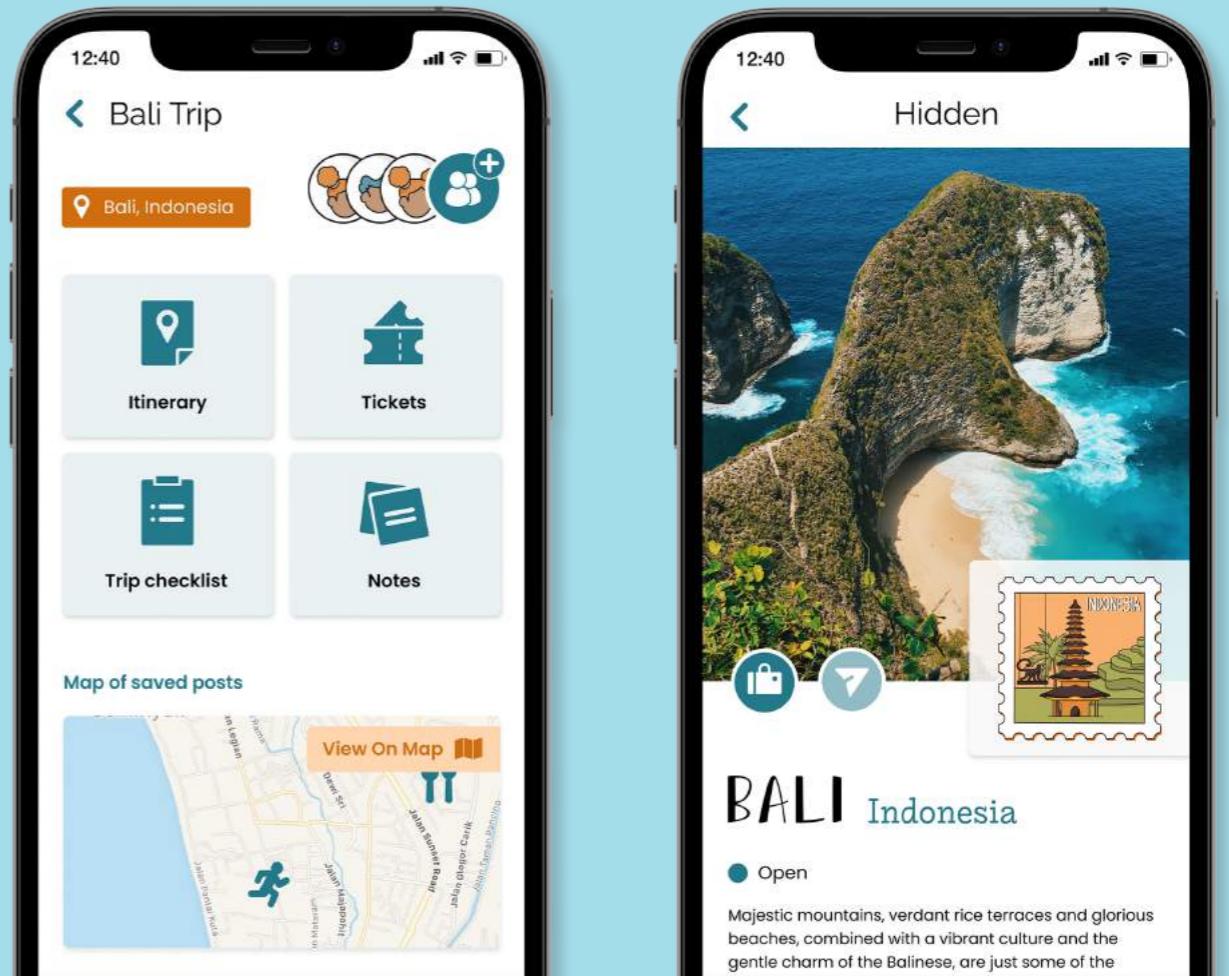


## 04 TECHNOLOGIES USED

## TECHNOLOGIES USED

Over the past few years, I've learnt an abundance of design tools and I love learning new ones regularly. Miro is a tool I discovered during my placement year, which I've found particularly helpful for conducting remote user research. The collaborative platform allows multiple people to interact with content on the boards.

Specifically for wireframing, I would have always used Adobe XD or Sketch. However, for this final year major project, I thought I'd put my skills to the test and use Figma as my new prototyping tool because of the raving reviews and extremely useful features. I've since used Figma the whole way through this process for wireframing as well as creating user personas, user flows, style guides and more. Figma also allows you to connect your wireframes producing a high fidelity prototype which is what I found most useful. Accompanying the desktop app is the Figma Mirror app, this allows you to project the screens onto your mobile device, particularly useful for device testing.



**Hidden**

**Feel Like A Resident Rather Than A Tourist**

Hidden is a travel inspiration and planning app. Unlock the secrets of a city by connecting with locals and pass visitors to discover the hidden gems of your next adventure! Download our travel checklist to start planning your next trip.

Available on the App Store | Get it on Google Play

**Explore Hidden**  
Turn your travel wishes into a reality!

**Get Inspired**  
Search for your chosen destination or gift inspired with images and videos from around the world.

**Plan & Share**  
Save posts and create folders to start planning your itinerary. Share your trip folder with fellow travellers, allowing everyone to contribute.

**Collect Souvenirs**  
In each country you visit, collect a postage stamp souvenir. Building a visual representation of your travels.

**A Postcard From**  
There are 195 countries in the world, how many souvenirs can you collect?

**Trending Destinations**  
Where is your next adventure?

- Explore Positano: Holiday around the Amalfi Coast
- Travel Bali: Discover Negrilong rice terrace
- Visit The Bahamas: Swim in crystal blue waters
- Tour New York: Soar above the city in a helicopter
- Discover Iceland: Relax in the blue Lagoon
- Room In Dubai: Visit the tallest building in the world

**Download Our Travel Checklist**  
Get the travel checklist sent straight to your inbox!

Download Checklist

In terms of iconography, I used Illustrator. I'm comfortable with Illustrator and find it particularly helpful for designing on a grid to create a uniform icon set. However, for the illustrations I used Procreate. Early last year, I purchased an iPad, Apple pencil and the Procreate app and spent the summer brushing up my digital drawing skills, experimenting with what works for me in terms of illustration style. This exploration made it much easier for me when it came to producing illustrations for Hidden.

Another new tool I've learnt with this project is Adobe After Effects. I've always had an interest in understanding this tool but struggled to get the hang of it until now. I have been able to create an exciting promotional video for the Hidden app, used for advertising purposes.

Hidden also has a supporting website for the purpose of providing an overview of what the app has to offer and allows visitors to download a travel checklist. I originally created this webpage using Landen.co which is a no code tool for designing one-page websites, however I felt limited by the features it had to offer. For this reason, I later decided to re-build the landing page using HTML & CSS. I'm comfortable with creating a simple website organically therefore it was faster and easier for me to get the results I wanted.





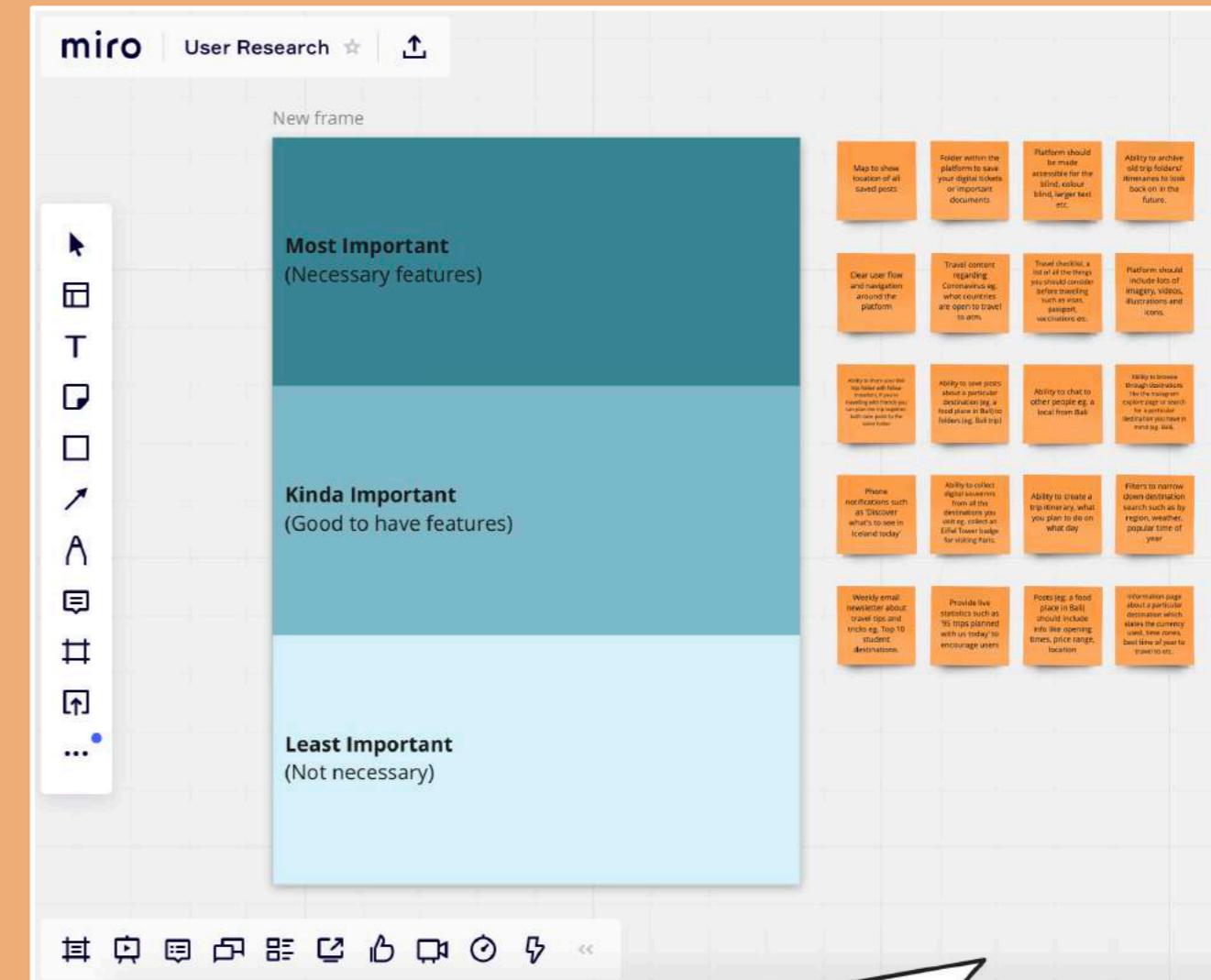
## 05 CHALLENGES FACED

## CHALLENGES FACED

Travel is an extremely competitive market with a number of similar products available. In my opinion most of which are not visually aesthetic or user friendly, but this high level of competition still meant that Hidden needed to stand out above the crowd.

By carrying out competitor research, I had a long list of features I wanted Hidden to include. To organise this list, I needed user input, so I asked each user to complete a card sorting exercise using Miro. This involved them grouping features that they felt were most and least important to them. This exercise really helped me to identify the features that were required for a minimal viable product (MVP), simply providing delight and not overly necessary. I had to strike the right balance of providing the necessary features and nice-to-have features without overwhelming the user.

An example of one of the nice-to-have features is the ability to collect 'souvenirs', I believed this would create a delightful experience for the user and could push Hidden into that excelling bracket of popular travel apps.





## 06 MARKETING

**Hidden | Trip Checklist**

- **Book flights, stays, excursions and activities.** Make sure you have all confirmation emails and tickets, it's a good idea to keep them in digital copies.
- **Do research about your destination.** Take note of information such as currency exchange rates, tipping norms, appropriate clothing, offensive cultural/legal customs.
- **Consider transport to the airport.** If taking your flight, consider the airport car park.
- **Book transport from the airport to your stay.** Consider car hire, taxi, train.
- **Buy travel insurance for emergency care or damage to personal items.** Make sure it covers you for things like extreme sports or damage to personal items. If you're traveling within the European Economic Area, you can get a free European Health Insurance Card for emergency care. You still need travel insurance for damage to personal items.
- **Check passport validity.** For some countries you may need a passport valid for 6 months after the date you travel. Revalidating a passport may take a couple months, and even expedited services can take weeks. Sign your passport on the page opposite your photo; an unsigned passport is not valid. Make sure the emergency contact details in your passport are up-to-date in case of an accident. Take a photo or photocopy of the information page and store it securely, so you can access it if your passport is lost or stolen. Take another means of identification (such as a photograph).

**hiddentravel.co** View professional dashboard + ⌂

39 Posts 52 Followers 18 Following

**Hidden Travel App**  
Discover the hidden gems of your next adventure! Find travel inspiration, plan an itinerary & collect souvenirs

UX designer @lucycookdesigns www.hiddentravel.co/

Edit Profile Promotions Insights

Process New

Australia has over 10,000 beaches. If you visited a new beach every day for over 27 years, you would visit a new beach every day for over 27 years.

Rome is a popular place to go in Sweden.

All roads lead to Rome! There's a city named Rome on every continent (except Antarctica).

## MARKETING

As previously mentioned Hidden's target market is 16-60 year olds with a focus on the pre-planners of Generation Z and Millennials. The app is accessible to everyone with a smart phone, with developments of a website version in future.

To bring Hidden to market, there's an active Instagram account found at [@hiddentravel.co](#), where I'm posting often to gain interest from potential users and to build excitement about the launch. Attached to Hidden's Instagram page is the landing page which provides an overview of Hidden and the ability to download the travel checklist, an accessory which allows users to keep on top of the travel planning process.



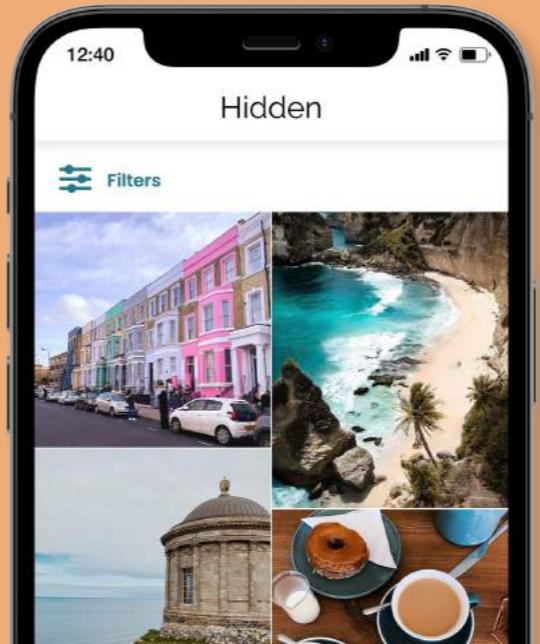
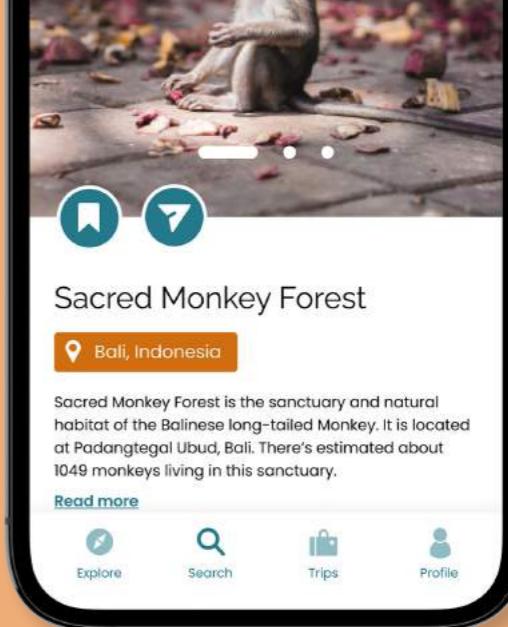
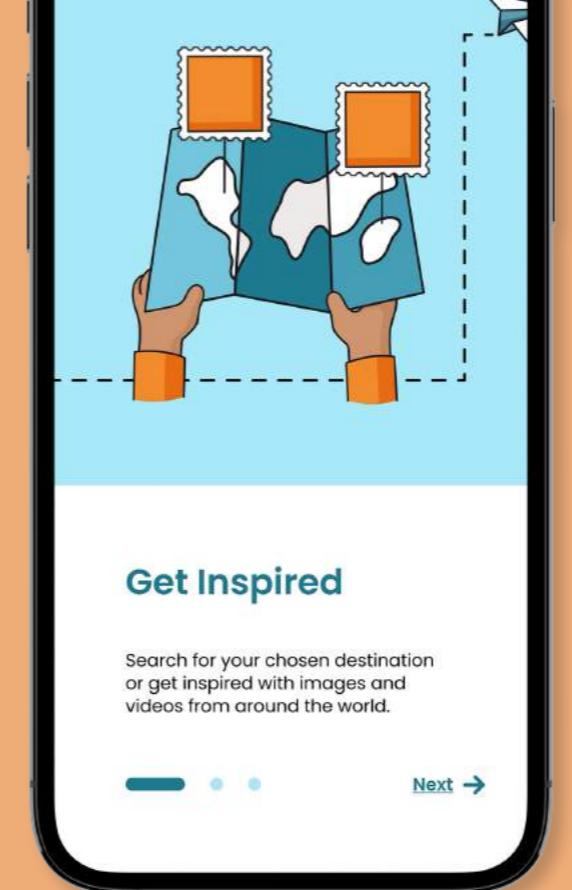
## 07 CONCLUSION

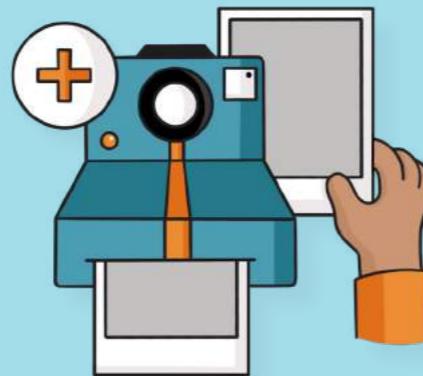
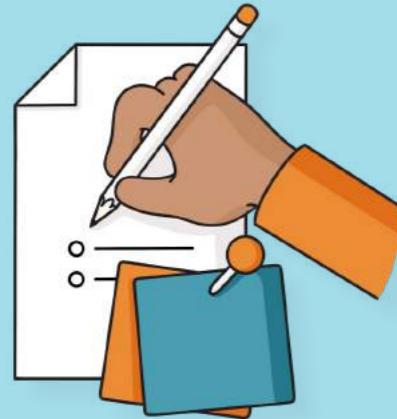


## CONCLUSION

I have enjoyed every second working on Hidden, the app for finding travel inspiration and easy planning of a trip. It has enabled me to develop skills, while learning new tools, and carry out the full design process from start to finish. With the creative freedom, I've created a concept product designed solely by me that I know would greatly improve my current travelling planning process.

Explore the Hidden app and let's start planning our future travel adventures!





## THANK YOU

A major thank you to my tutors Paul McCormack, Dr. Kyle Boyd, Daniel Philpott and Chris Murphy for sharing their expertise and their continued guidance over the past four years and especially during my final year of university.

Another thank you to my family and friends for their endless support throughout.



