trip'n on a budget

mobile app

project overview

PROJECT OVERVIEW

My orginal plan was to redesign a website for make it work better on a mobile devise. I was

objective

trip'n on a budget

OBJECTIVE

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see what else is going on if plans change
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compare price and features

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have filters for kid friendly, high tourist, etc

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research

trip'n on a budget

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trip'n on a budget

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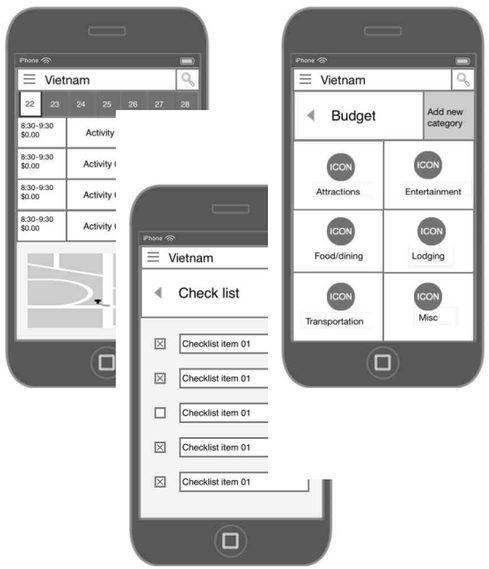
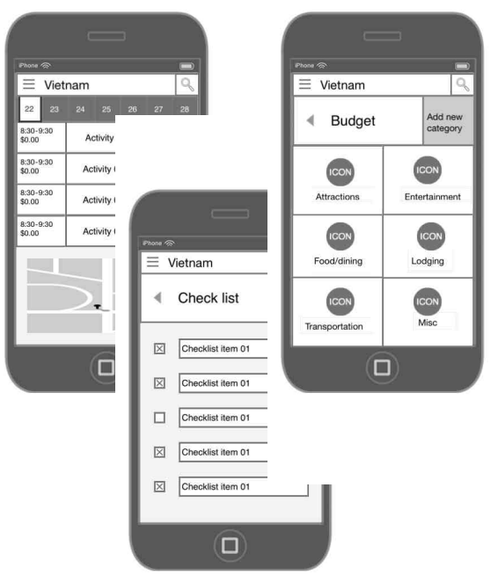
COMPETIVE ANALYSIS





persona

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problem statement

“We are newlyweds who are petty tech savvy. We have multiple devices but usually use our iphones for most of our internet interactions.”

“We like to travel but haven't been able to find an app that would let us keep our travel plans in order while keeping track of our budget. This makes us feels really frustrated.”

“We tried apps like RoadTripper and ..., but they don’t have the features we need when we are planning our trip.”

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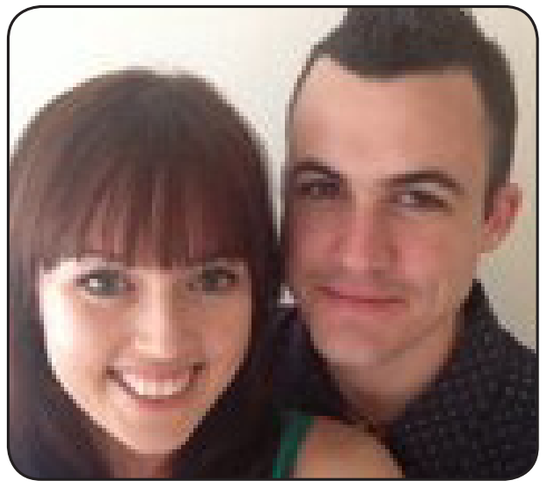
MEET ANNA AND MIKE



profile: Traveling Newlywed
age: 26 & 30
marital status: Newly Wed
occupation: Nurse & Teacher
combine salary: $125k
home: Albuquerque,
New Mexico

personality: Like to experience new places. Adventurous. Spunky.

“hard time keeping track of all the information from different resources”

scenerio:

Anna and Mike are recently married and planning to have children some day. But for the time being, they would like to travel and see the world. They have a list of places that they would like to go see but they want to prioritize by budget and main attractions.

They subscribe to a lot of travel magazines and keep a record of places they are interested in seeing. Some of the things they look at are hotel accommidations, and the type of activities and attractions that are around the hotel.

Anna and Mike would do their search on sites like yelp to get recommendations on places to see and eat, and would use apps like google maps to get an idea the distance between locations. They factor in a budget for the places they want to see and stay because their trips usually goes on for 2 weeks.

needs:

- find a way to combine research into one place
- being able to read reviews and seeing pictures,
- create a to do list with rough estimate of cost
- find easy way to save places, location, and check them off when they are done.

pain points:

- to much information spread out across different sites
- need to find a way keep information in one place
- need to know how much trip will cost
- lots of sites have to many detail to shift through to get information

user goals

A. User needs to create enter new activity into app

1. go to new trip
2. go to calendar
3. select begin date|
4. select add activity
5. enter in new activity

B. Goal: User needs to enter in cost of activities

1. select trip
2. select day
3. select activity
4. enter in cost of activity

C. Goal: User needs to map out days activity

1. select trip
2. select day
3. select activity
4. select more info
5. enter in address of activity
6. repeat for rest of activity for the day
7. go back to days activity
8. select map of days activity
9. plan route and reorder activities

D. Goal: User query to find places to go on trip

1. connect to facebook
2. connect to twitter
3. connect to other social apps
4. type in question in query section

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user flow

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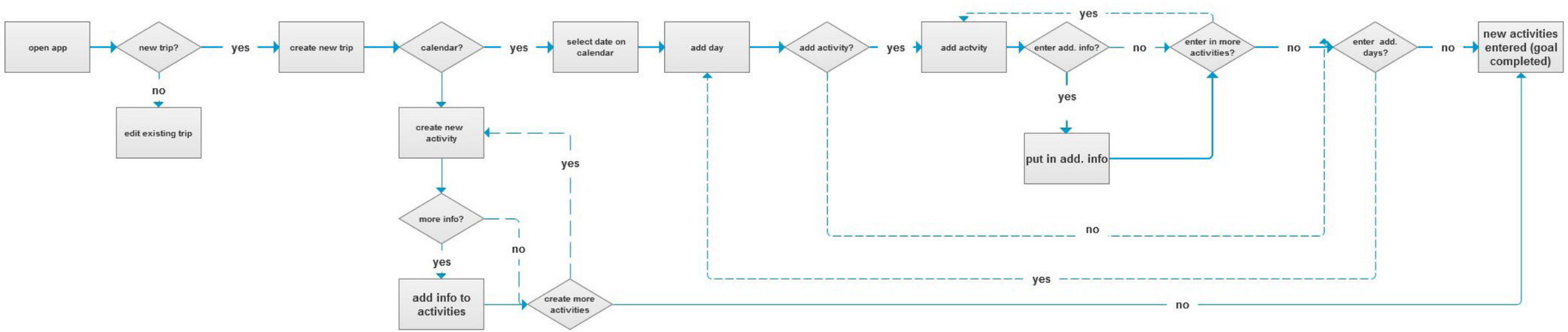
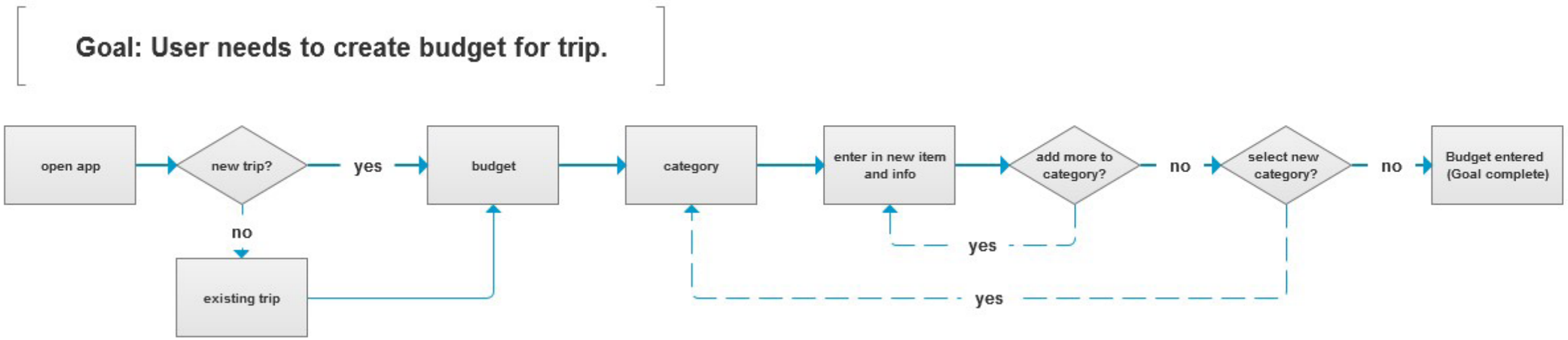
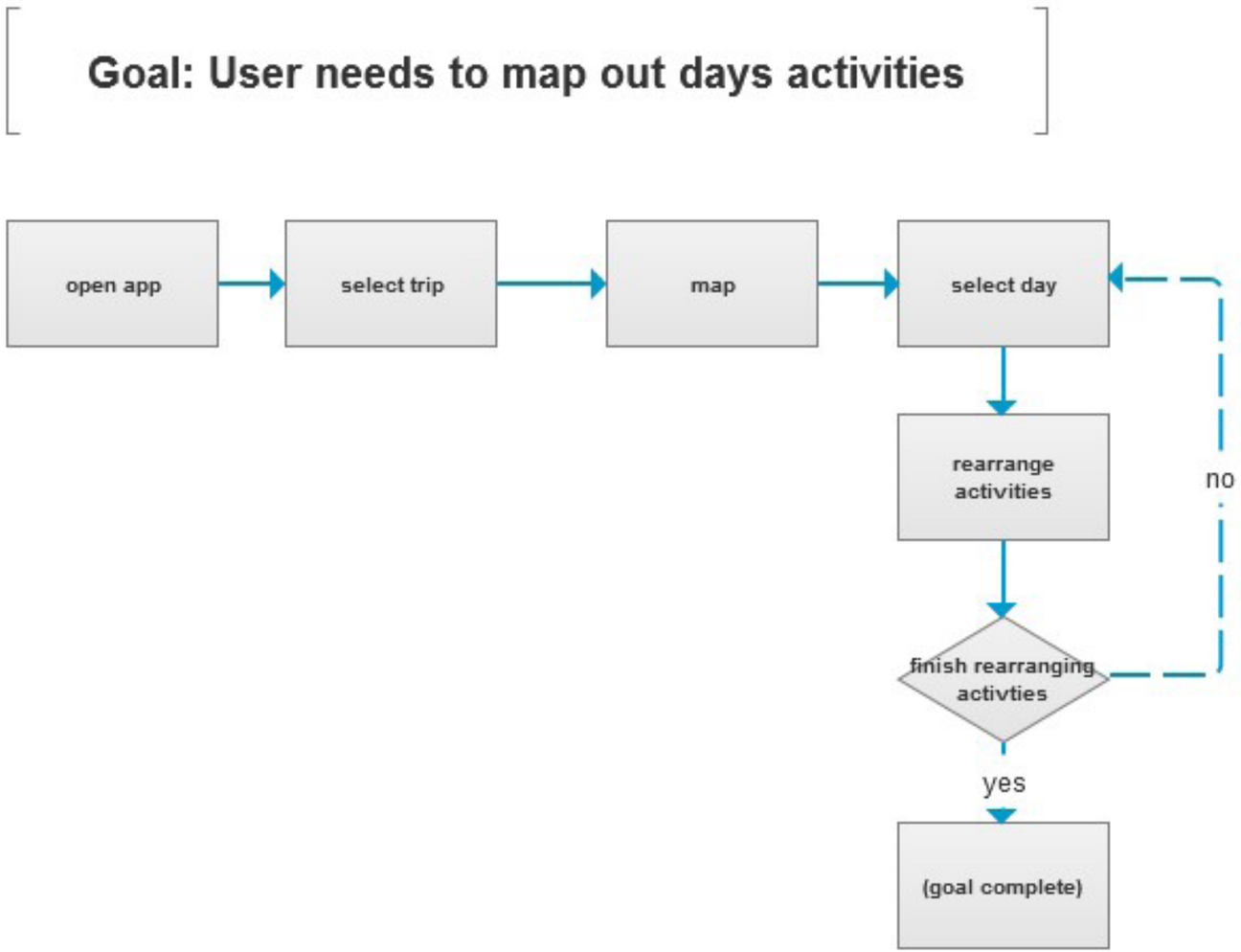
GOAL: USER NEEDS TO ENTER IN ACTIVITIES



GOAL: USER NEEDS TO CREATE BUDGET FOR TRIP.



GOAL: USER NEEDS TO MAP OUT DAYS ACTIVITIES



business objective

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BUSINESS OBJECTIVE

1. Why: Business objectives. what are you trying to accomplish? How does that match up with what your users are trying to accomplish? How will content play into that relationship?

   The business objective for Trip'n on a Budget is to get branding awareness out by having user post their activities from our app and website to different social media outlets. With the posting, we would like to get partnership with different companies for services, discounts and financial incentives. This matches up with what the user wants to accomplish by providing them with additional information on where to go and what to do, and providing discounts for savings. Content plays a big role by providing information to potential partnership from companies to user activities.

2. What: What is the message and tone of your content?

   Our message is "Keeping one eye in the sky and the other on your pocket". There are two parts to our app, one is for travel planning and the other is for budgeting. One is more fun to think about and the other, not so much so. But people like saving money and finding good deals, so that can be fun too. The tone that will be used will be more playful, lighthearted, adventurous.

3. Who: Who is the audience? What is important for them?

   The audience are the one who likes to plan out their travel itinerary. They like to plan for their trips. They also like to budget and watch where their money is going. They would like to have fun on their trips while finding ways to save money and find deals.

4. Where: Where will content appear? Location? Device? context?

   The main content interaction will be from their mobile phone. Because of the portability, they can search, update, post and many other things while on the go. They can access information from a laptop or a tablet, but most of the time it will be from a mobile phone.

5. How: How will content be presented? Images? Text? Video?

   User have the options to create photos and videos to post online. They are piecharts that helps the user visualize their budget. Maps to help the user navigate and text for additional information of their activities.

6. When: When will content be published? (Upon development? Continuously? Every once in a while?)

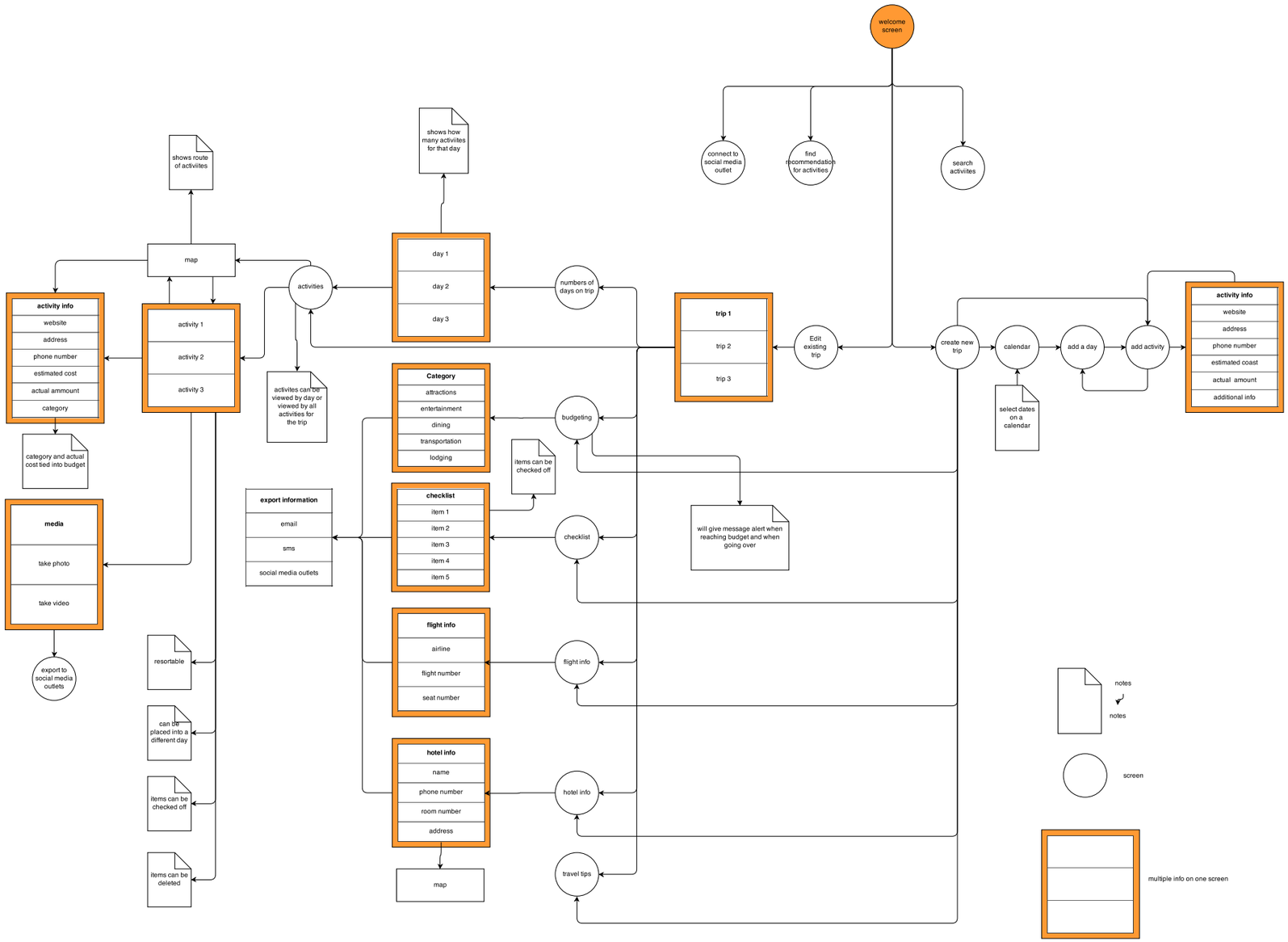
   Contents will be provided by the user. The user will put in the content when they are planning and budgeting for their trip. While on their trip, they will keep a journal using text, photos and videos and sharing it through different social media outlets.

concept model

trip'n on a budget

CONCEPT MODEL

trip'n on a budget



sketches

trip'n on a budget

SKETCHES

Login
trips
Calender
trip options
Budget
activity
Calendar Days
activity
activity info map
budget
Share
Share
Log in

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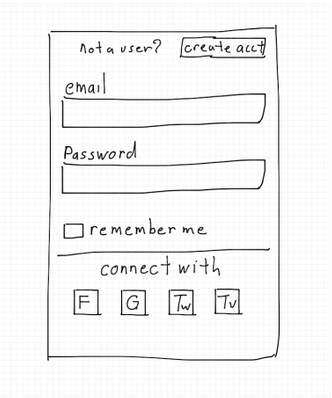
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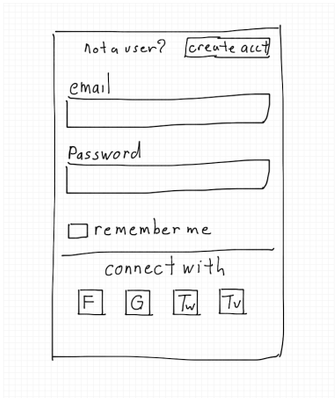
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