Relocation Assistant

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Goal

- The goal of relocation assistant is to facilitate the planning process for a trip of any length or to allow someone who has recently relocated adjust to their new surroundings.
- Our audience is very broad as it includes people of all ages who could be moving or even just taking a short trip.

Research

- In order to find a solution to our problem , we had to consider all of the factors that are associated with relocation, including finding housing and important resources such as food and transportation.
- We also had to make sure that we were differentiating ourselves from our competitors, such as Yelp and TripAdvisor.
- Through our research, we found several key factors that allowed us to come to our solution
  - The current solutions have use cases that are too broad or too limited in use for our problem
  - The process of actually finding the information needed can be fairly complex
  - Users feel as though they can make a more well informed decision when there is a well defined user review system in place

Target Audience

- Khalil: college sophomore transferring to college in a new state. Relocation Assistant allows him to look at transportation, housing, and dining options around campus in case he would rather live nearby vs. on campus.

- Brundon: 28 year old security guard who grew up in the suburbs around D.C but is now working in the city. He wishes he could remember all the greate restaurants people recommend he eat at. Relocation Assistant allows him to view user feedback on restaurants nearby and save them into a neat list to look at when he's hungry.

Development Process: Initial Design

- Our first idea was a seafoam green backdrop with black text and white accents, as it was a simple and effective color scheme. We had a landing page followed directly by a login prompt. We had several options for viewing and editing trips in our menu. Our main landing page was comprised of the Search page and the saved places page, in which the user could directly switch between the two. This was in place as we felt as though having the two list together would simplify the overall user interaction.
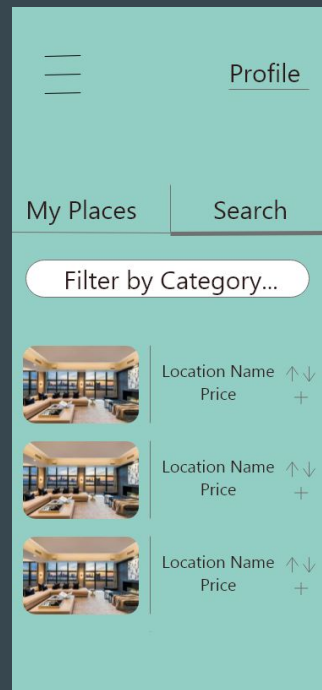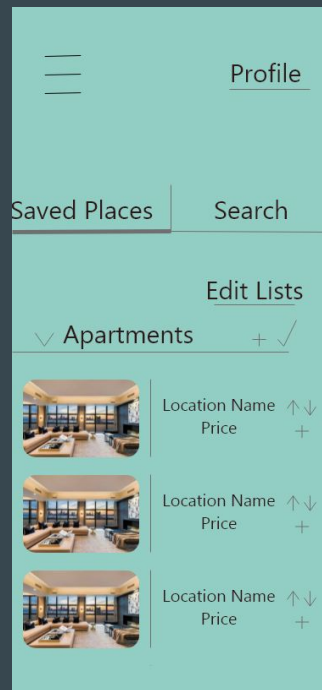
Development Process: Final Product

- As we developed the interaction flow and design, we felt as though the landing page should be comprised of the most important information, the Trip list. The Search page was given its own page which allowed further depth to the searching process and made the interaction flow more straightforward. We decided to change the color scheme to a warm, dulled red color with white text and use the Varela Round font as it further conveyed a sense of discovery and exploration. We developed a logo to reflect a defined process of travel from place to place.
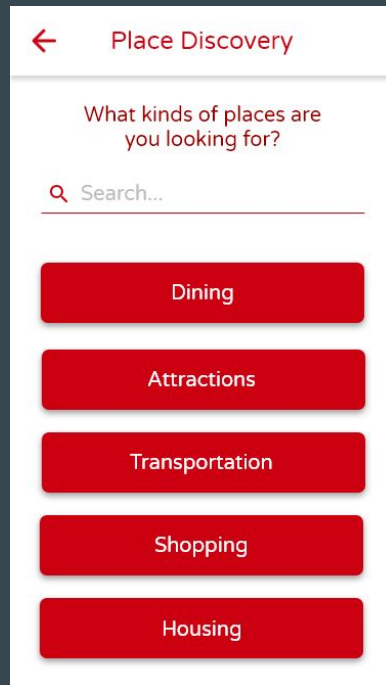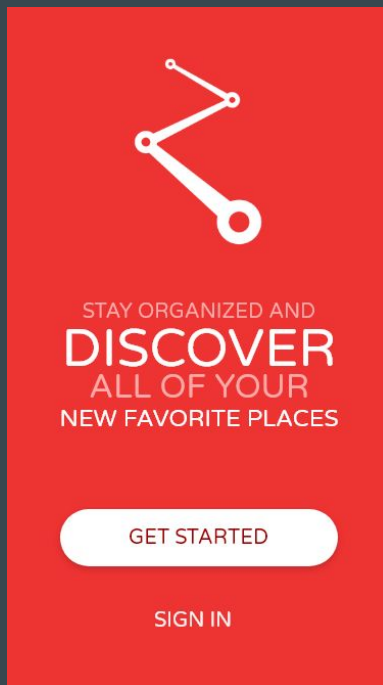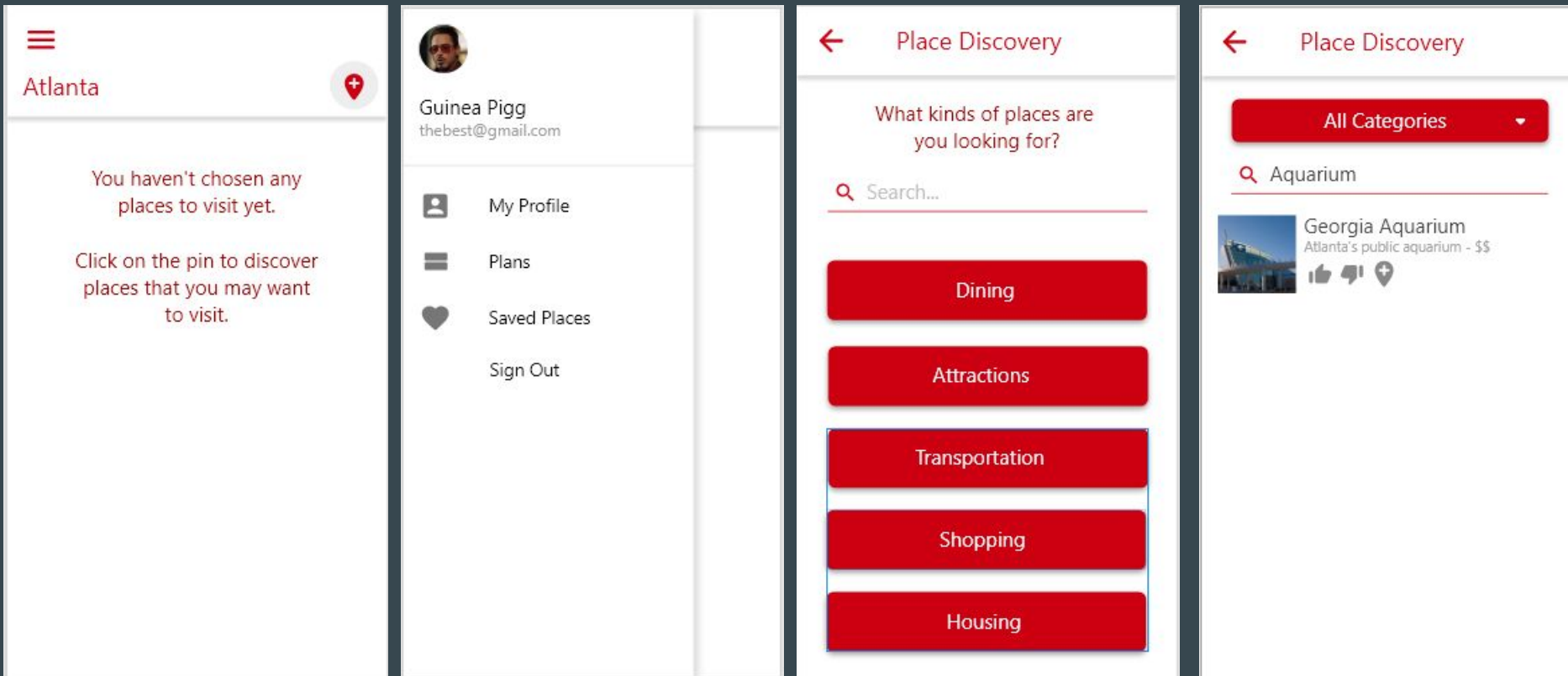
Basic Navigational Flow
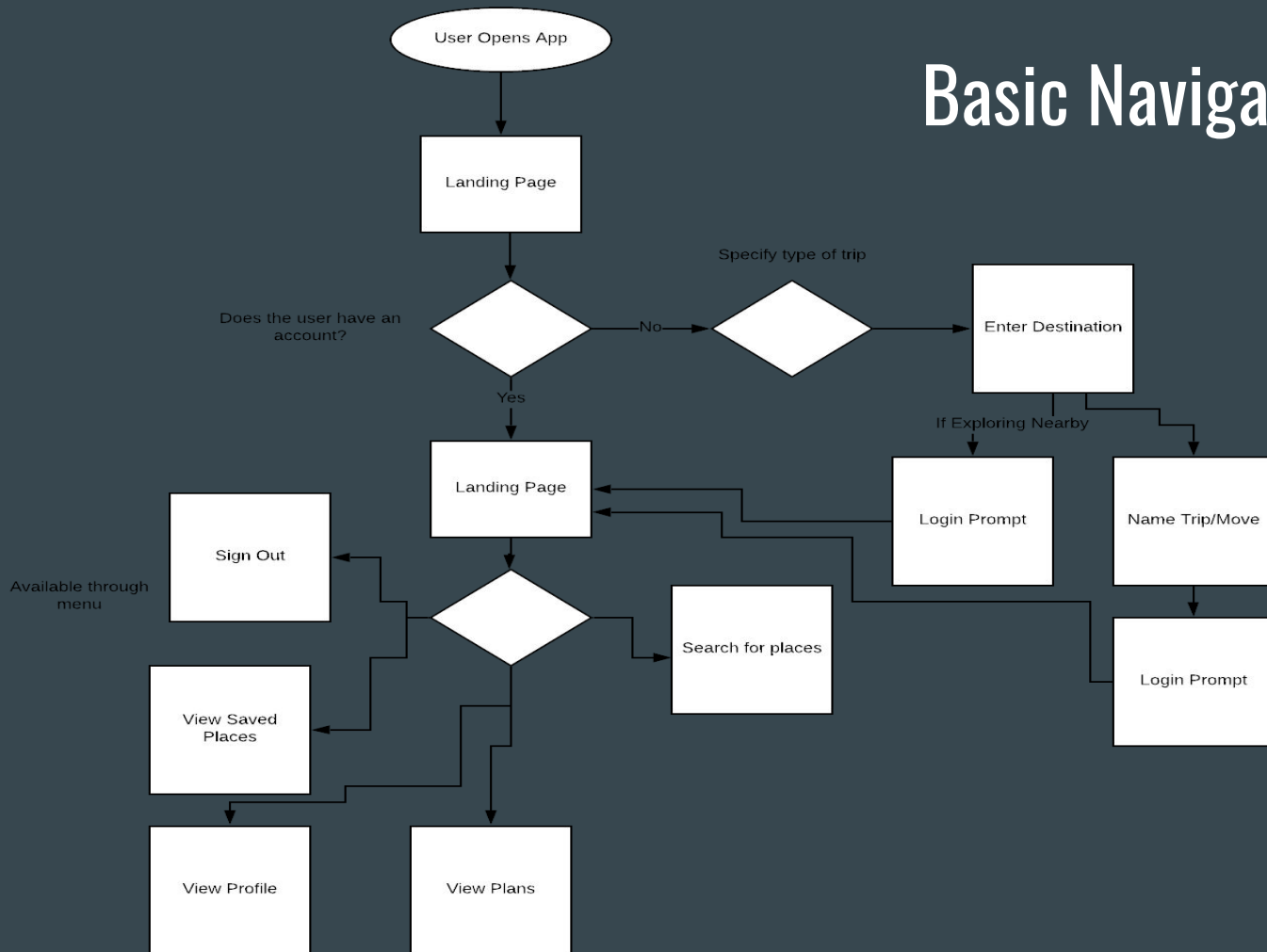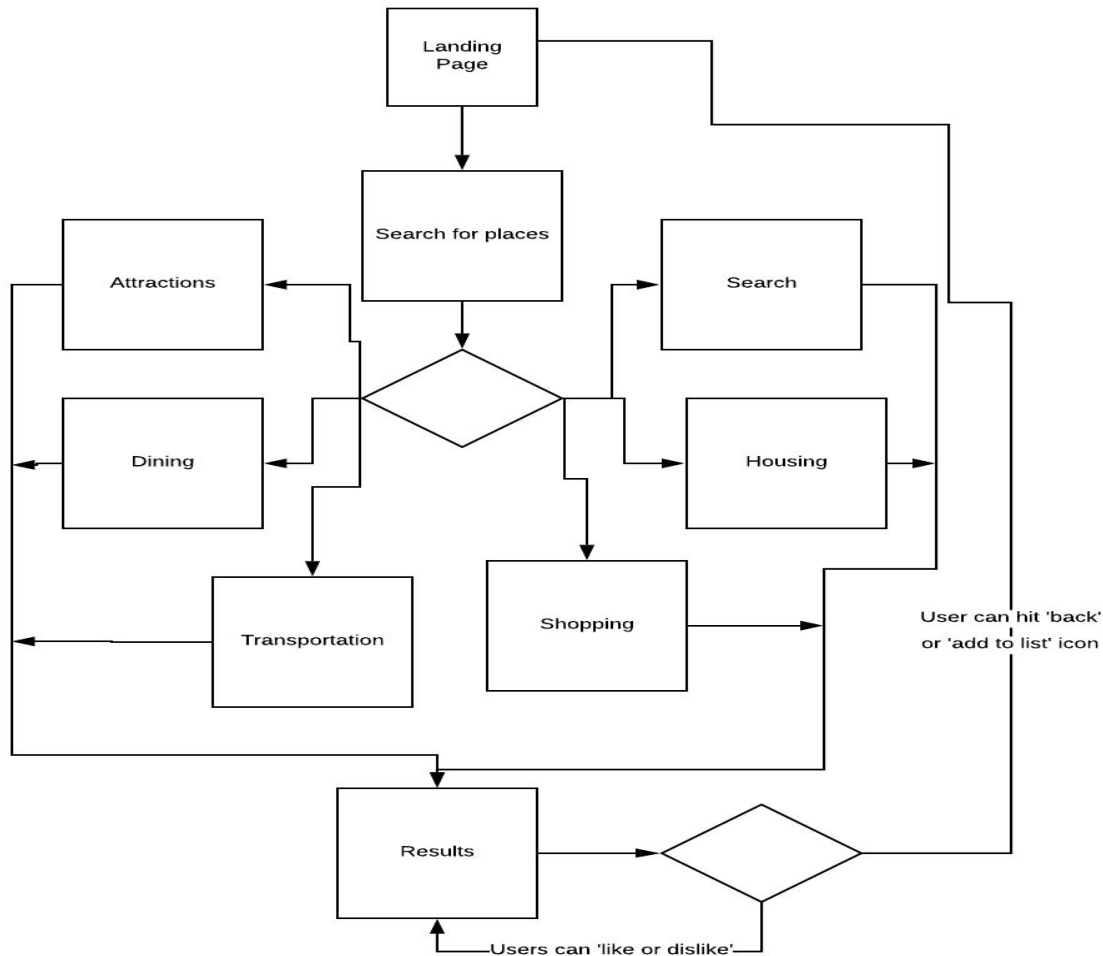
Adding Places Navigational Flow

Scan me

Key Wireframes

Usability Testing

- Method: Volunteers were selected from a wide range of individuals and given a series of tasks to perform while being observed and allowing us to record any thoughts they were willing to share. The observers followed a script to avoid variance in instruction.
- Tasks: Create a trip to Atlanta Georgia and add an attraction to the trip. Find a local dining option in Atlanta and endorse it. Check-off a visited location. Create a new trip.
- Results: Much of the app is intuitive and the flow is easy to follow. The few things that stood out to people were that filtering options didn't quite meet expectations because they did not vary in our prototype based on trip duration and our location information page was lacking enough information.

Our Takeaway

Our experience overall was an eye opening one to the depth of interface design. Usually we only consider the front end as an afterthought compared to the backend because it seemed as though front end design should be intuitive. However, it clearly takes a lot of work considering we spent all semester just designing our front end and users were still able to find problems with it. Despite the flaws found by the users, we think that our product could certainly be viable on the market if we were to publish it now. The changes we would need to make revolve around minor touch-ups such as adding more information to our location pages and making sure the flow of our final front-end is consistent with our flow diagrams.