



PRODUCT DESIGN CHALLENGE

MAIRA PRADO - PRODUCT DESIGNER

WWW.MAIRAPRADO.COM

CONTENT

- 01** PROJECT OVERVIEW
- 02** DESIGN PROCESS TIMELINE
- 03** UNDERSTANDING THE USER
- 04** GUIDING PRINCIPLES
- 05** DESIGN FOUNDATION
- 06** VISUAL DESIGN
- 07** DESIGN WALKTHROUGH
- 08** PROJECT REFLECTIONS
- 09** CONCLUSION

Easy Travel: Multi-City Vacation Planning Tool

An Intuitive Solution for Travel Enthusiasts

Maira Prado - Product Designer
www.mairaprado.com

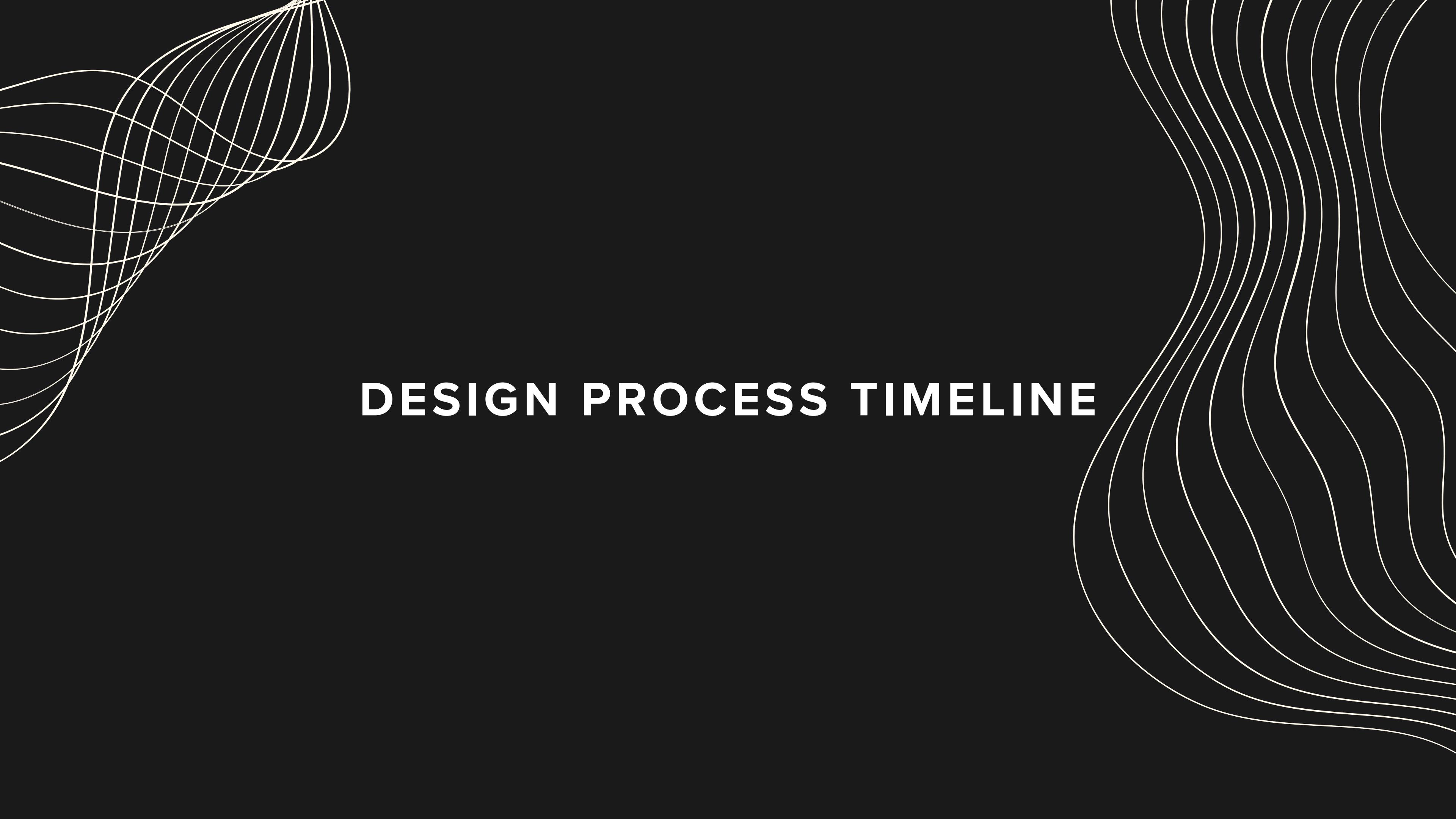
PROJECT OVERVIEW

Challenge

Design a multi-city vacation planning tool that accounts for travelers' preferred stay durations and offers low-cost transportation options.

Objective

Create an intuitive, user-friendly platform that enhances the travel planning experience for diverse users.



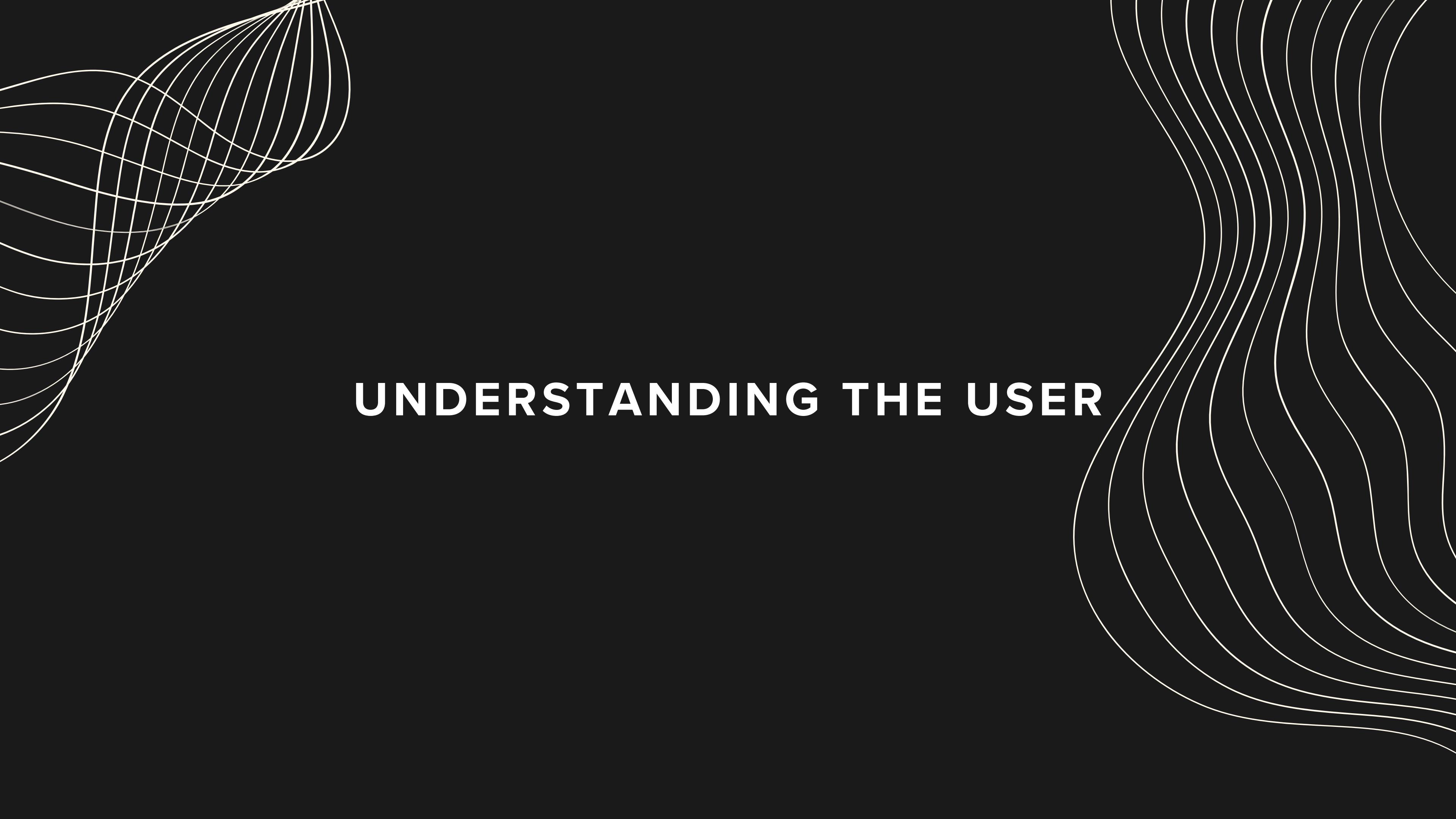
DESIGN PROCESS TIMELINE

Challenge Duration

I was challenged to solve the problem and present
a solution in 5 days.

Process

- Day 1: Conducted market research on leading travel companies to identify best practices and areas for improvement.
- Day 2-3: Developed initial sketches and iterated on design concepts.
- Day 4: Created high-fidelity mockups and prototypes.
- Day 5: Compiled findings and designs into a comprehensive presentation.

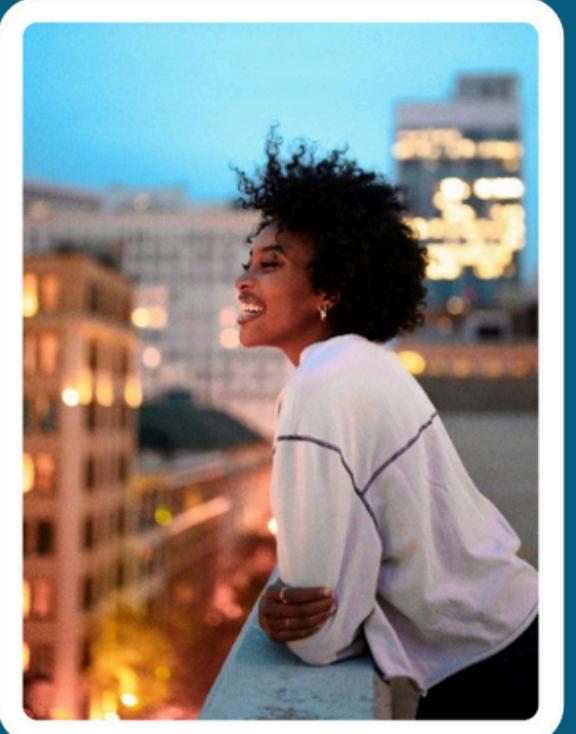


UNDERSTANDING THE USER

User Persona - Alex

Alex, our proto-persona represents the target user—a travel enthusiast seeking cost-effective, multi-city trip planning.

Proto Persona



Alex
Software Engineer
New York - NY

"Looking for an intuitive, color-aware tool to effortlessly plan my multi-city travels."

Goals

- Plan a multi-city vacation with ease.
- Find cost-effective transportation options.
- Spend 3-4 days enjoying each destination.
- Possibility to edit travel plannings.

Frustrations

- Daunted by the complexities of travel planning.
- Limited by inflexible sites lacking customization.
- Concerned about errors due to sites not catering to color vision deficiency.

Alex, a software engineer in New York with color vision deficiency, enjoys multi-city travel but finds the planning process overwhelming.

Insights

Alex values clear pricing, diverse options, and a seamless planning experience, all of which guided my design approach.



GUIDING PRINCIPLES

User Stories

- Developed user stories to steer the design process.
- Focused on creating an accessible, intuitive interface that prioritizes user needs and preferences.

User Stories

High priority

As a travel enthusiast, I want assistance in planning multi-city trips to streamline the process, allowing me to concentrate on the excitement of the journey rather than the complexities of planning.

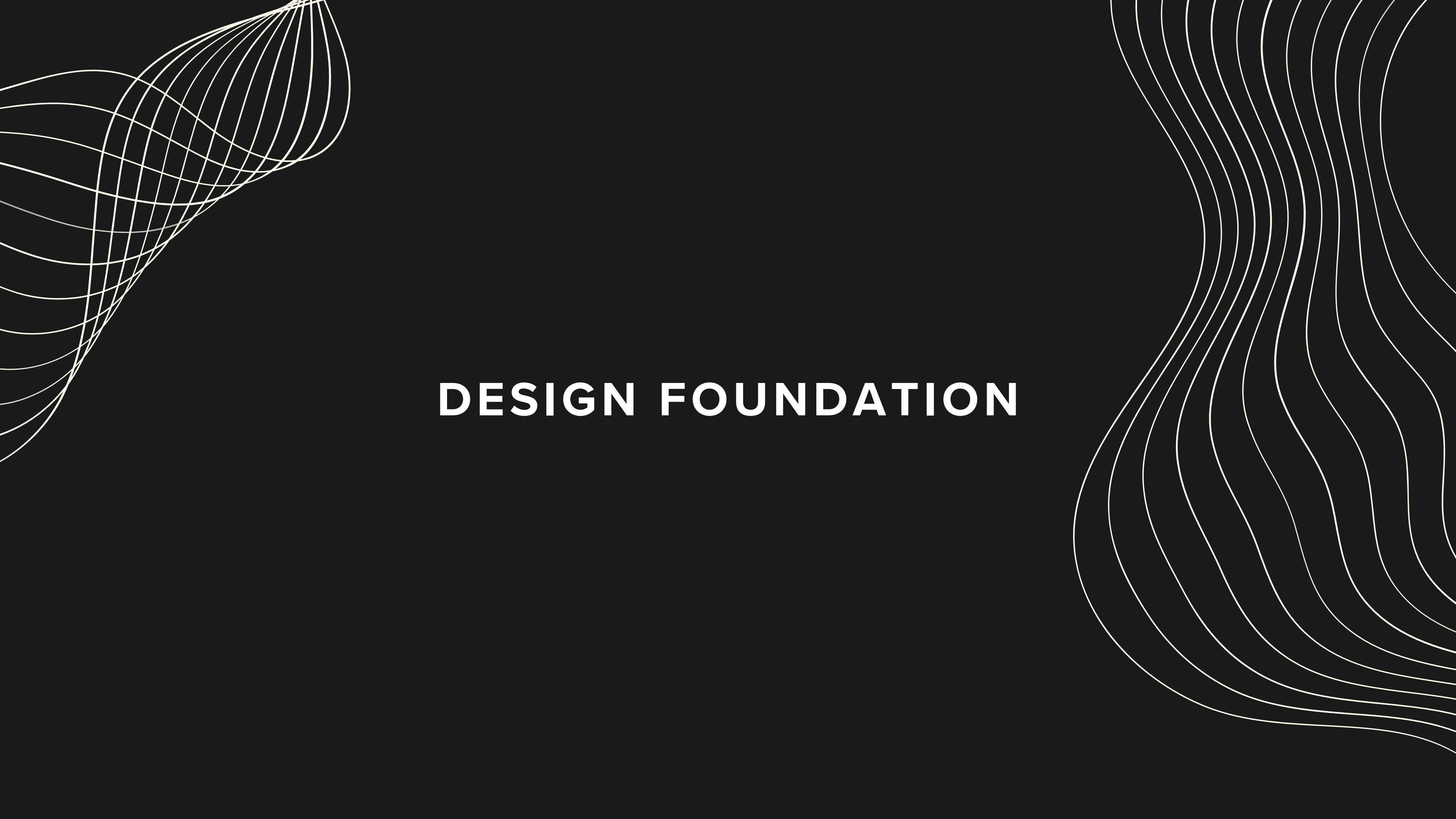
As a travel enthusiast, I want the ability to easily modify my existing trip plans, ensuring they can adapt fluidly to changes in my schedule or preferences.

As a travel enthusiast, I wish to customize my trip itineraries based on my unique interests in each destination, ensuring a personalized travel experience that aligns with what I love most about traveling.

As a travel enthusiast, I desire the option to select affordable transportation between cities, optimizing my budget to enhance my experiences within each destination.

Medium priority

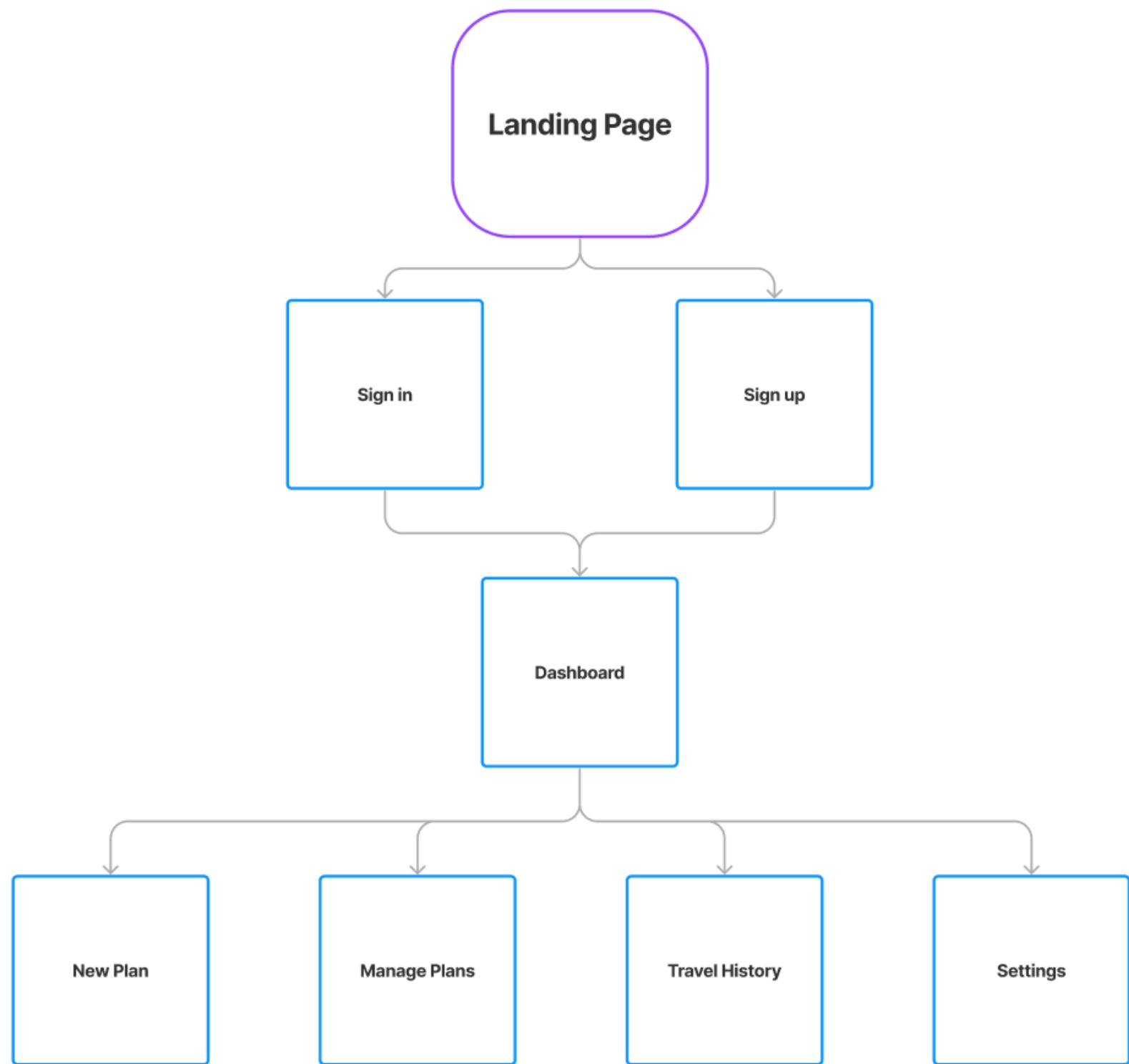
As a travel enthusiast, I want to view my past trips, enabling me to remember the fun times and get ideas for where to go next.



DESIGN FOUNDATION

Sitemap

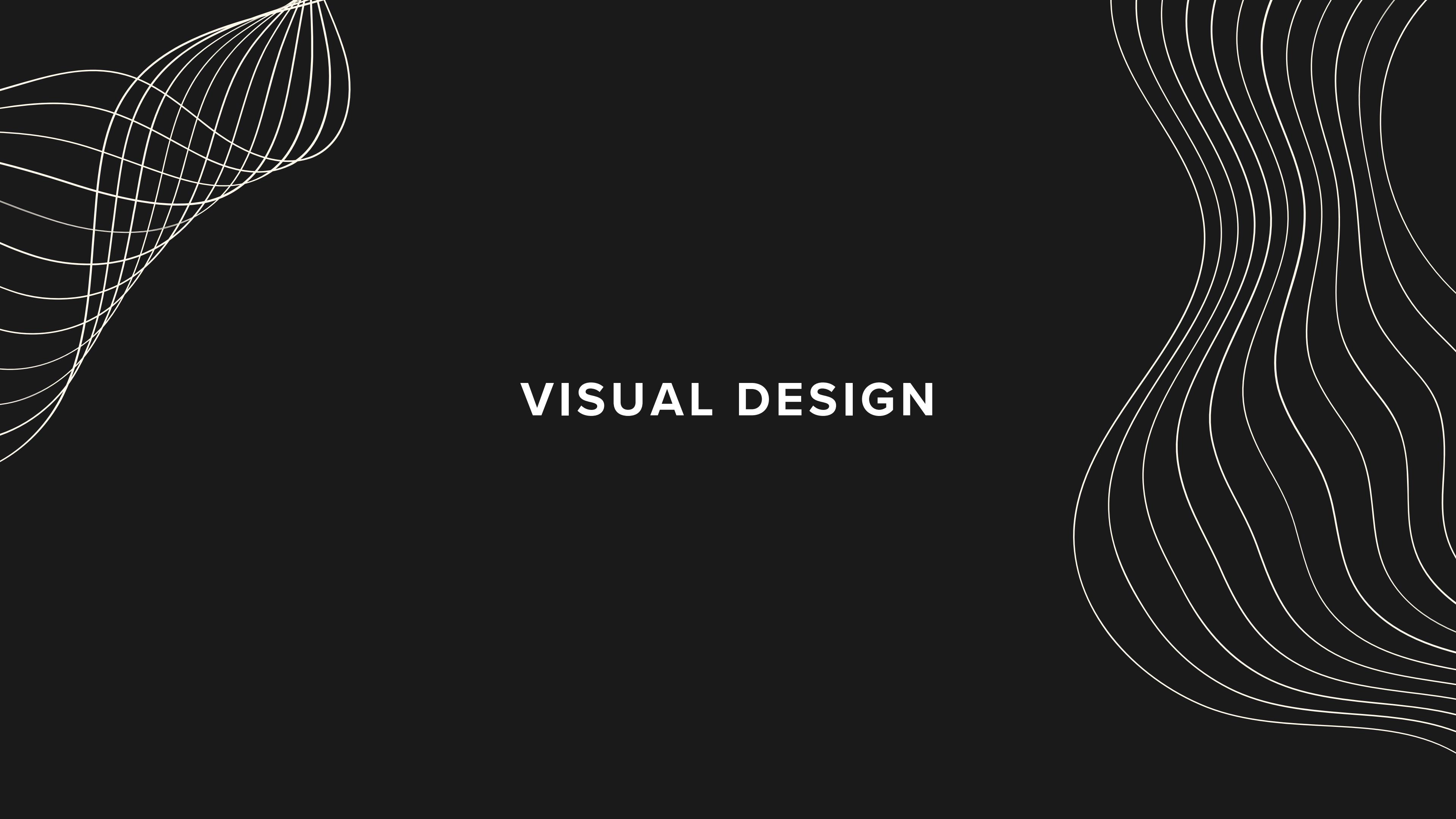
Defined the application's structure, ensuring logical navigation and easy access to key features.



User Flows

Developed detailed user flows to map out the steps a user takes to complete key tasks, such as planning a trip. This helped in identifying potential pain points and ensuring a seamless user experience.





VISUAL DESIGN

Style Guide

Established consistent branding through color schemes, typography, and visual elements. Also, emphasized accessibility by choosing high-contrast colors and clear, readable fonts.

Colors

Brand Colors

Neutral Colors

10	20	30	40	50	60
#F2F2F2	#E0E0E0	#BDBDBD	#828282	#4F4F4F	#1A1A1A

White	Black
#FFFFFF	#000000

Primary Color

10	20	30
#118BBB	#0A5E7F	#09455D

Accent Colors

Interactive Success Attention

Blue	Green	Red
#175CD3	#027A48	#7A0202

Typography

H1 - Karla Bold 48px

H1 - Karla Regular 48px

H2 - Karla Bold 36px

H2 - Karla Regular 36px

H3 - Karla Bold 28px

H4 - Karla Bold 20px

P - Karla Regular 16px

Small - Karla Medium 12px



DESIGN WALKTHROUGH

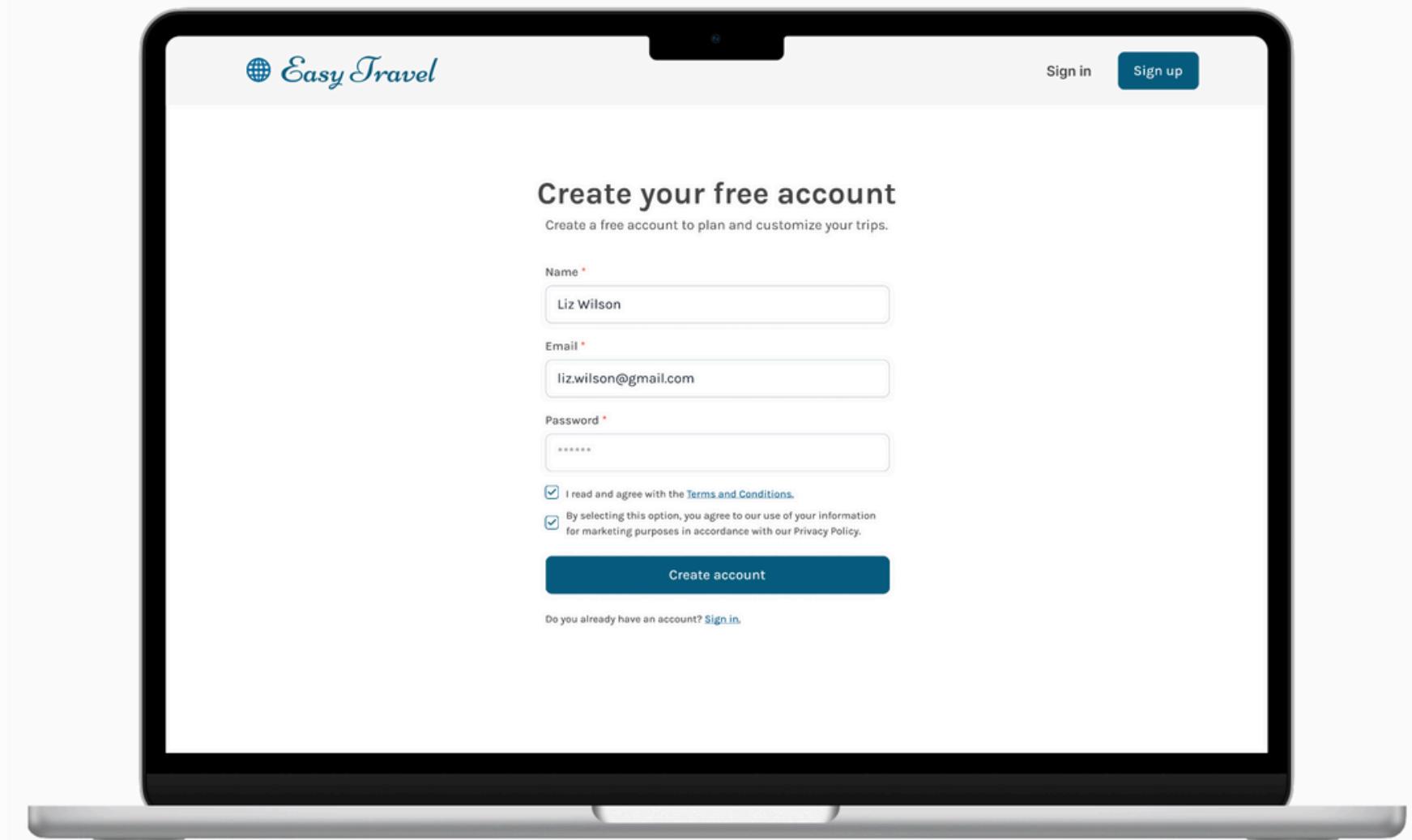
Landing page

- Ensured accessibility by using an image with a white background.
- Due to time constraints, focused on an account-required flow for saving trip plans, but would consider a non-account trial for future exploration.



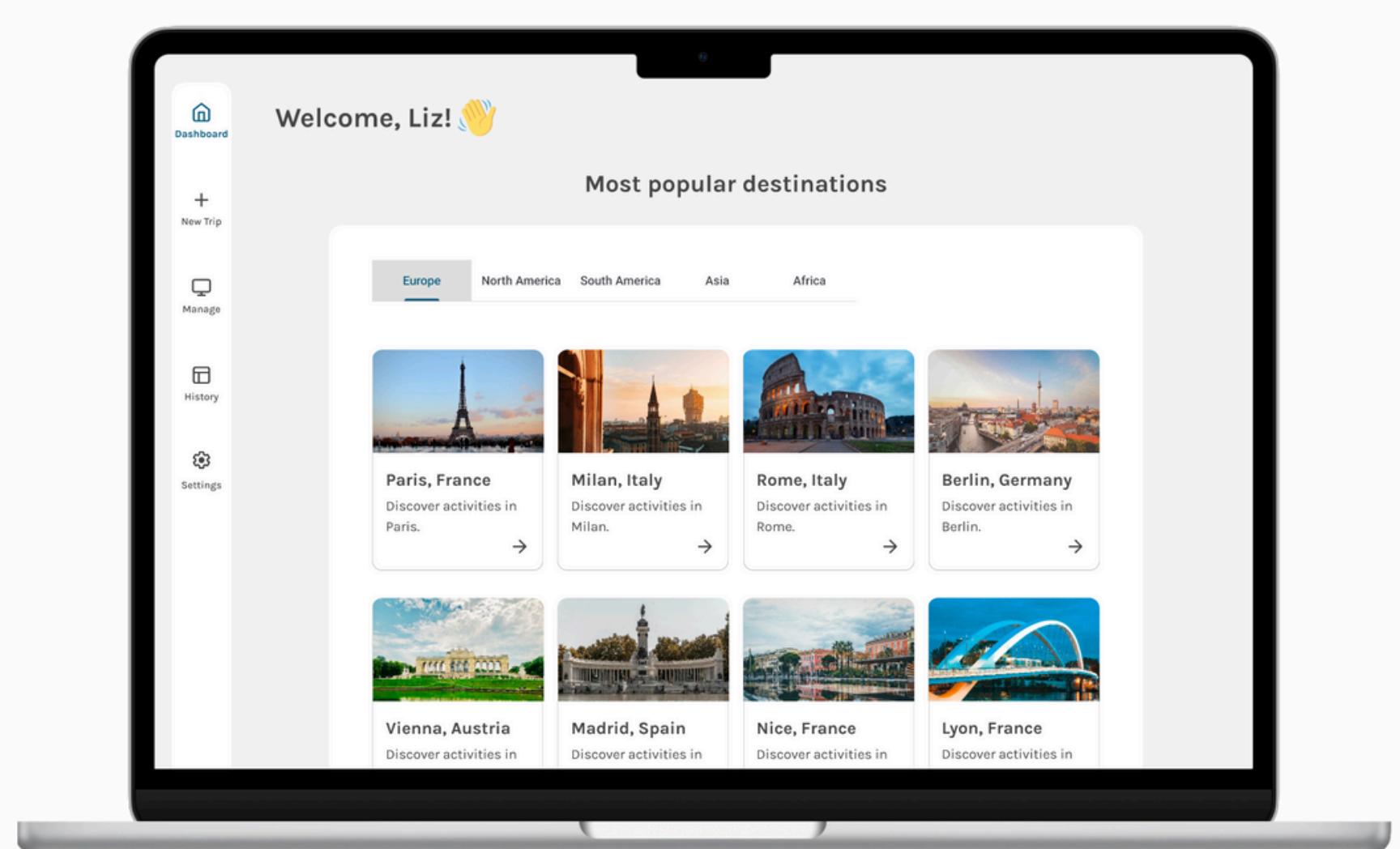
Sign up page

Incorporated clear instructions and a disabled button state until terms and conditions are accepted, ensuring compliance.



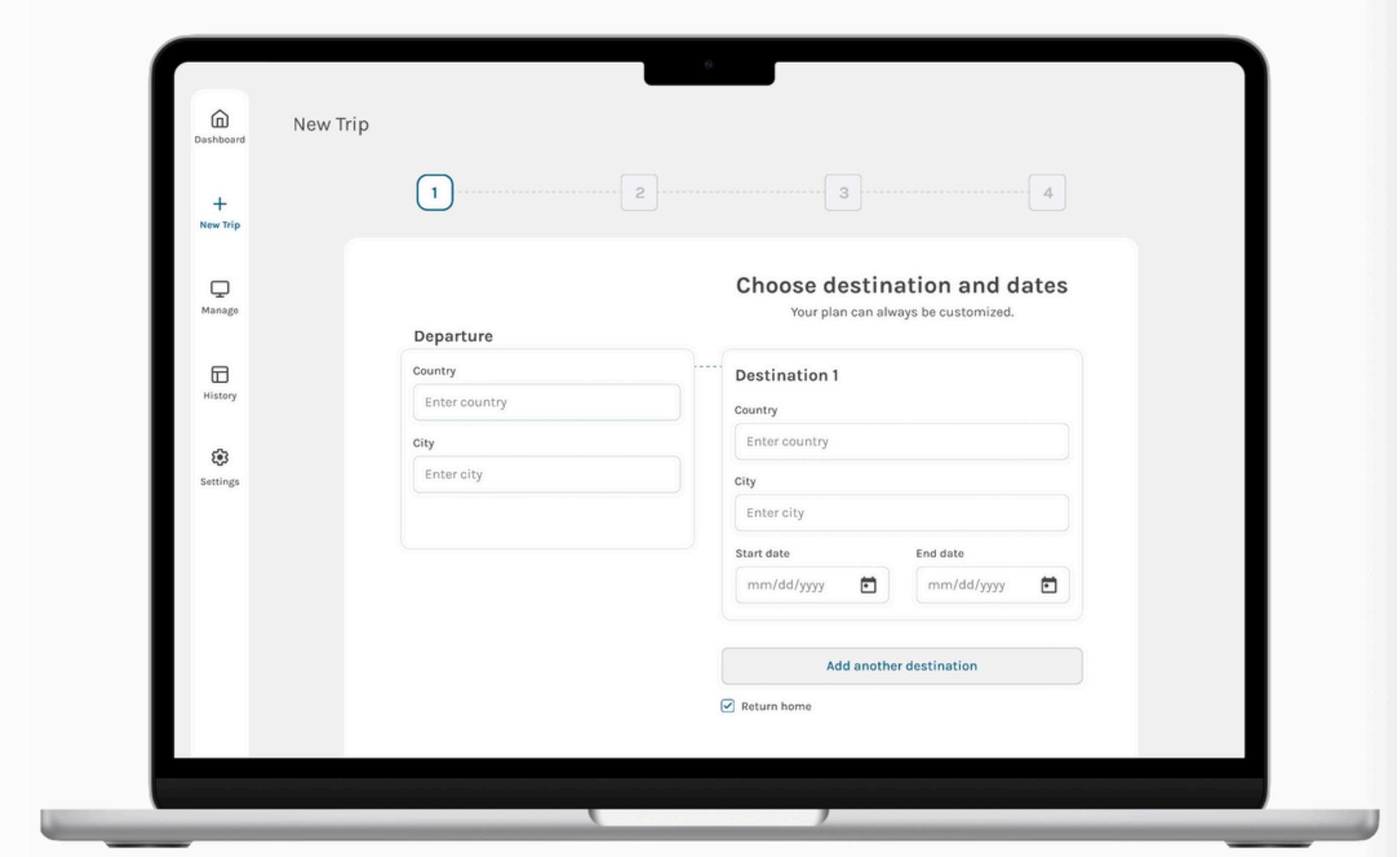
Dashboard

Developed interactive cards showcasing top destinations, enhancing user engagement.



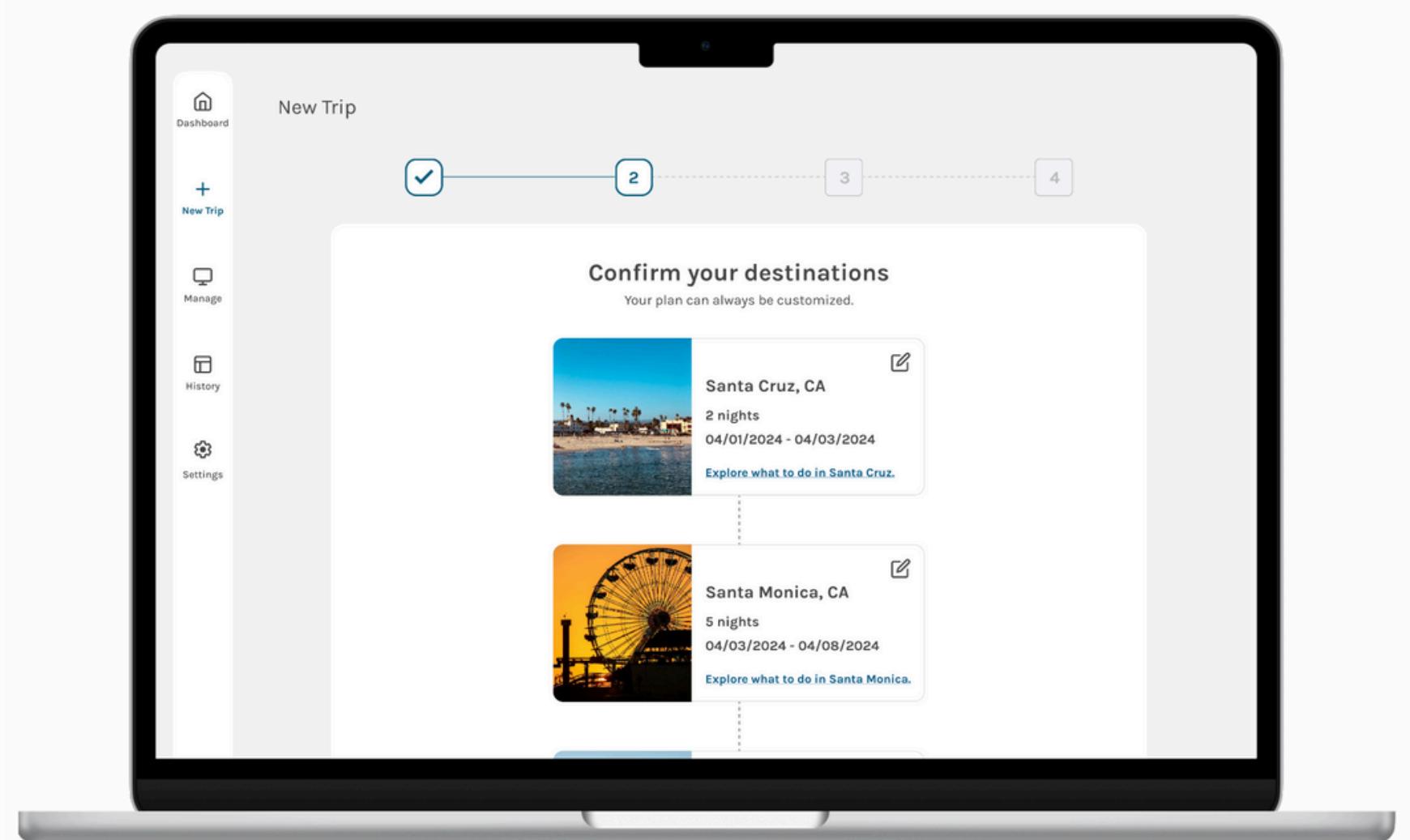
Planning Stages - Step 1

- Added a progress bar to show users their current stage in the planning process.
- Included an option for users to add and edit multiple destinations.
- Implemented a pre-checked "return home" checkbox, assuming most users will return home, with the option to uncheck.



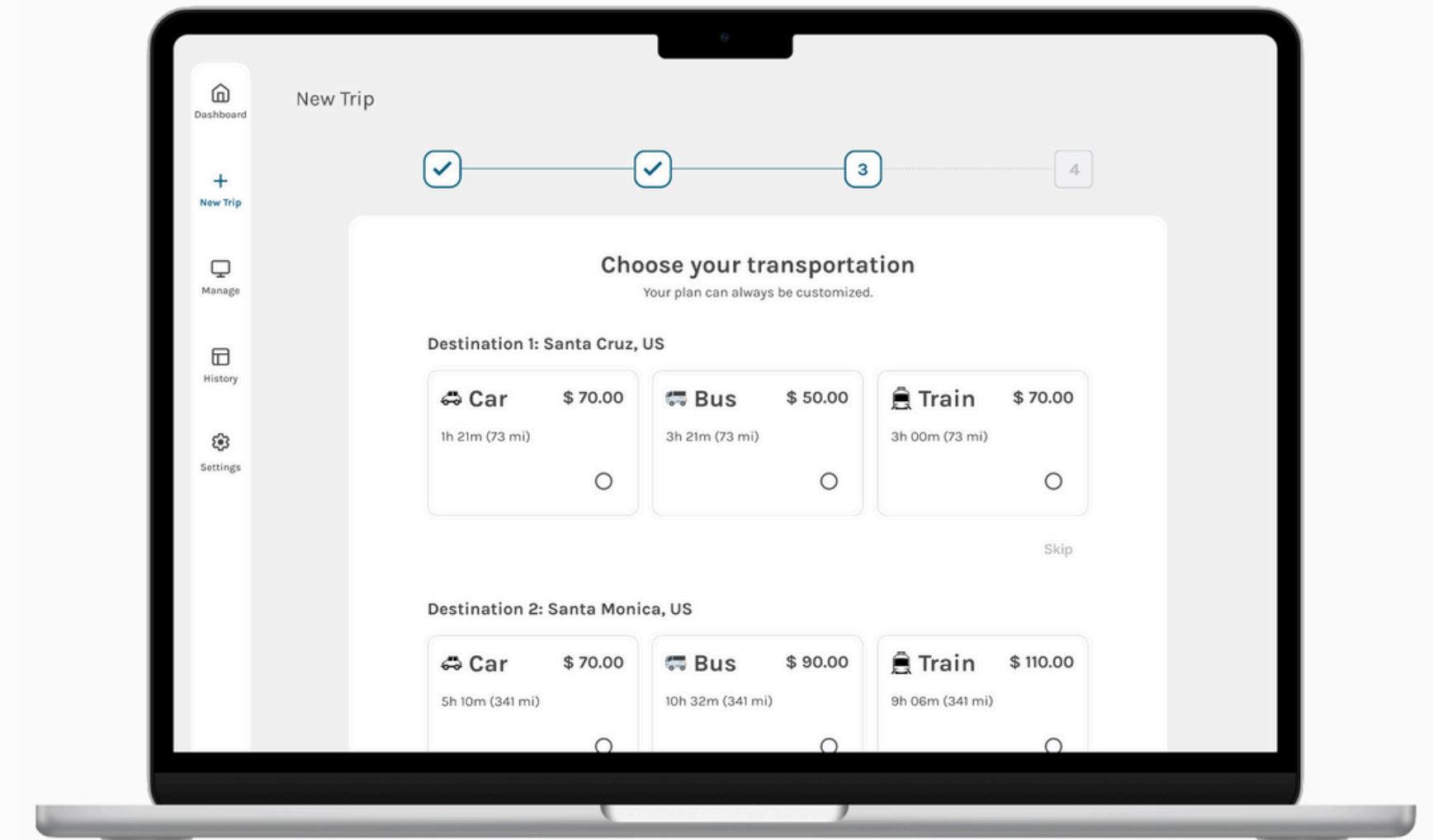
Planning Stages- Step 2

- Displaying destination images to spark travel excitement.
- Displaying the number of days planned in each city.
- Providing an edit feature to customize itineraries.



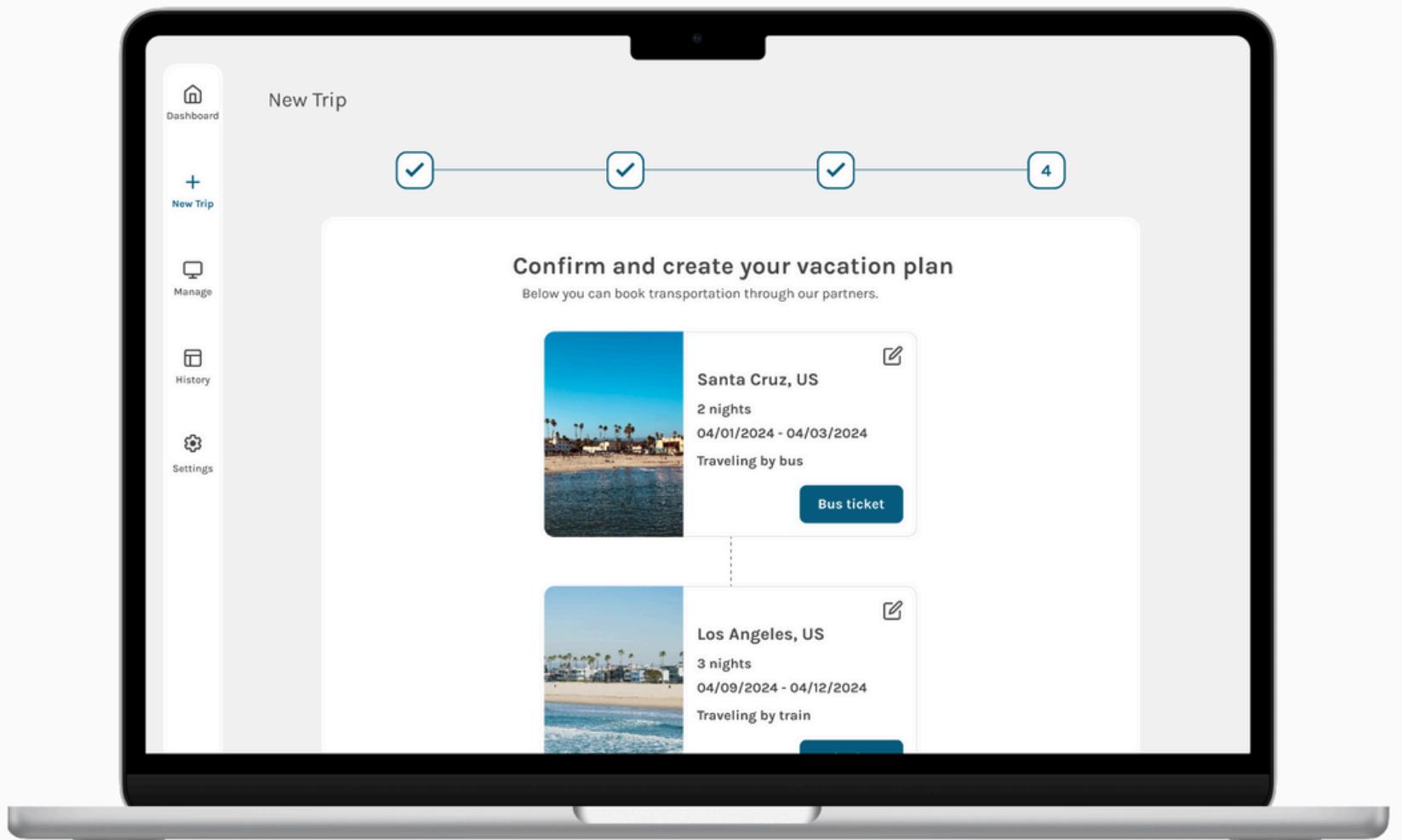
Planning Stages - Step 3

- Developed rows of cards to showcase each destination along with available transportation options.
- Integrated radio buttons to allow users a single choice selection for transportation.
- Included a "skip" button for users who opt not to select transportation for certain segments of their trip.



Planning Stages - Step 4

- Users can review and personalize their vacation plans.
- Provided links to purchase transportation tickets, integrating a potential revenue strategy.

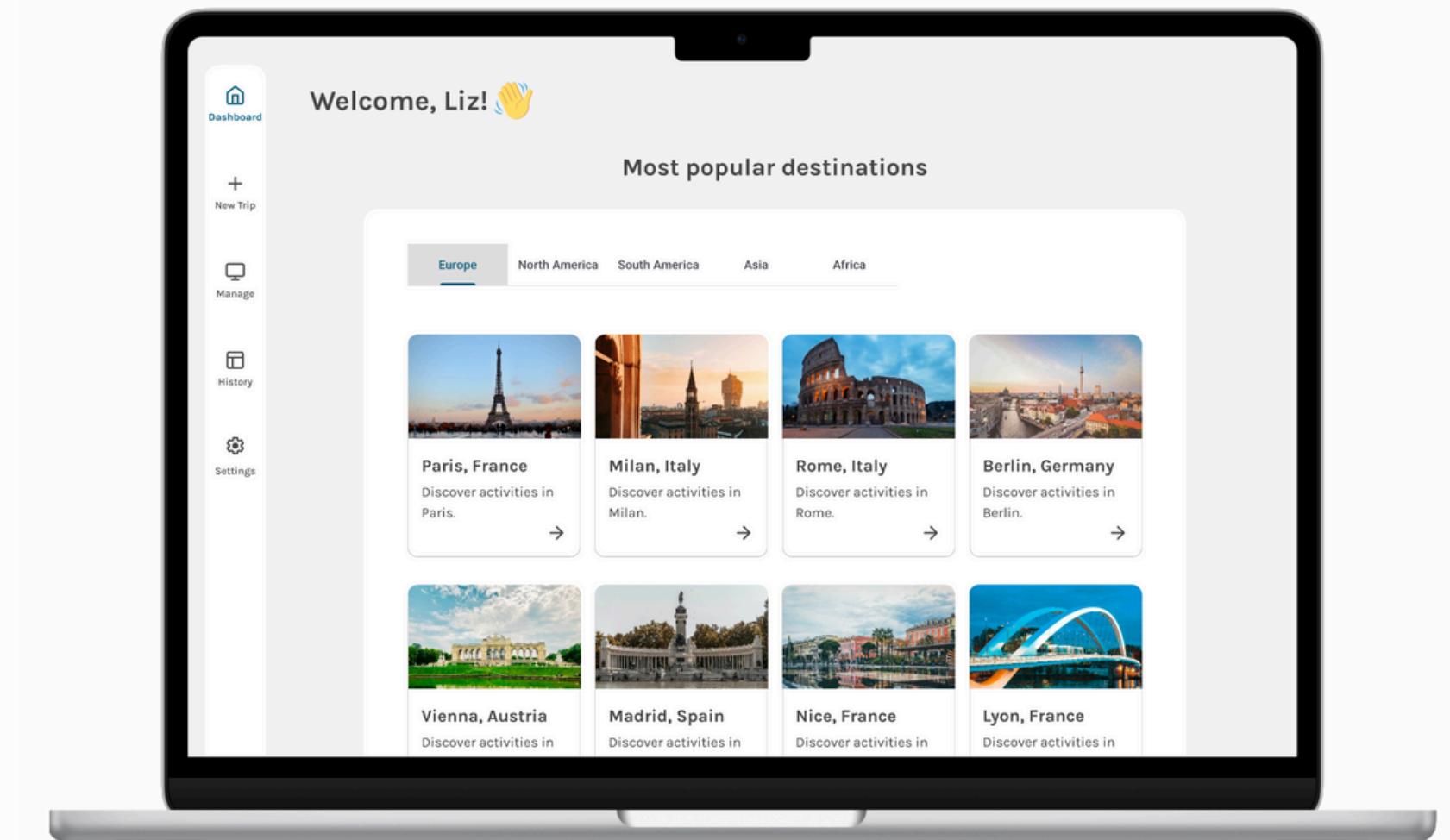




PROJECT REFLECTIONS

Easy Travel Recap

- **Achievements:** Successfully developed a user-centric multi-city vacation planner that includes accessible design, progress tracking, and customizable itineraries.
- **Challenges:** Managed tight deadlines and identified future opportunities to enhance the user experience.



Moving Forward

- Explore non-account access to broaden user engagement.
- Conduct usability testing to validate design choices.
- Develop a comprehensive design system for future scalability.
- Implement metrics to measure user retention and engagement.

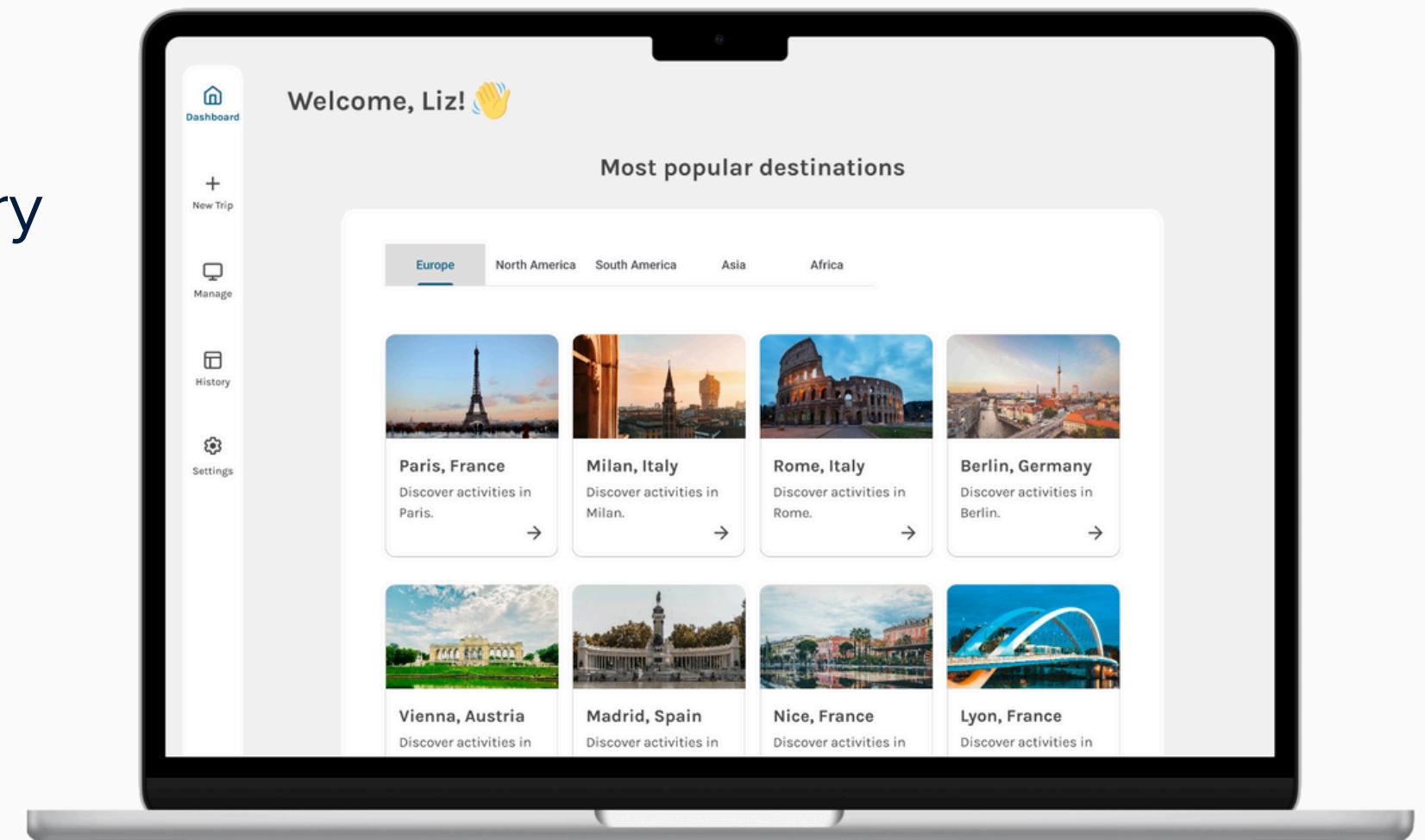


CONCLUSION

Conclusion

This project exemplifies my commitment to creating inclusive, intuitive designs that prioritize the user experience.

By focusing on strategic improvements and user needs, I aim to drive innovation in every project I undertake.





THANK YOU!

MAIRA PRADO - PRODUCT DESIGNER

mairaprado.com