



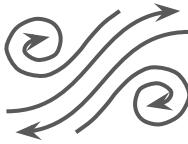
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# OutThere

A Case Study in a Travel App That Gets You

By Nathan Friedman





# Project Overview

In a post-pandemic world, some people are sure to be scarred by their harrowing experiences of life under the constant threat of COVID-19. Worn thin by the stresses of the pandemic, these people will need a way to analyze travel information easier, to recapture even a tiny sense of the control that was snatched from them.

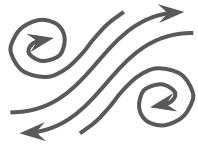
Now, OutThere has arrived. To resolve ineffective travel data organization and be the top, travel-planning app for the post-pandemic age, OutThere will provide robust options to create trip itineraries, including such features as customization abilities, search options, and articles, with more features planned for the future. Designed for now with tech-savvy, data-driven millennials in mind, this app is poised to grow into a one-stop travel shop, and help a waiting, wanting world get its people “out there.”

For this solo project, the role of UX Designer was taken on by Nathan Friedman.

Tools used in this project included: Miro | Invision | Figma

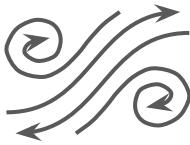
Access the project artifacts [here!](#)





# User Research

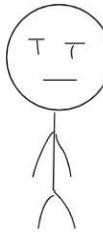




# Proto-Persona

## Name:

- Kyle Morris
- Age: 42



## Behavioral Demographics:

- Has Master's degree in Business Administration
- Works as an operations manager for a manufacturing company
- Lives in a small house in Sacramento, CA
- In a 3-year-long relationship
- Travels the same route to and from work everyday
- Orders out for lunch from the same restaurants near work everyday
- Likes to watch thrillers
- Doesn't like the smell of cigarettes

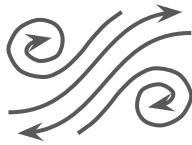
## Goals and Needs:

- G - Wants to be promoted
- N - Needs to pay off his credit card debts
- G - Wants to get away with his girlfriend

## Pain Points and Potential Solutions:

- F- Feels annoyed when supervisors suddenly add more work
- F- Feels annoyed when subordinates don't pay attention
- P- Pained when the satellite TV connection goes out
- P- Pained when a light goes on in his car dashboard

miro

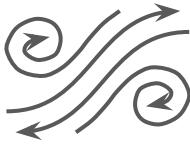


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## Interview Notes (1A)

- Interviewee: Charlotte
- Interview, the first in the lineup, was pleasant overall.
- Charlotte was polite, and I felt confident in my attitude.
- Charlotte became confused at one question, but answered the rest clearly.
- Charlotte loves to travel, and does so often with their husband.



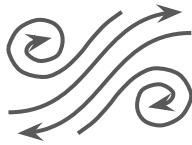


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## Interview Notes (1B)

- Interviewee: Charlotte
- Price is very important to them, and can make the difference between going to one location and going to another.
- Researches travel information using a desktop computer, but does not like to do so on a smartphone.
- Expects no major changes in post-COVID travel.
- Lesson for me to learn: make sure all interview questions are clear to everyone.



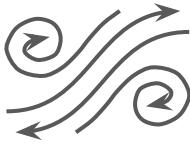


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## Interview Notes (2A)

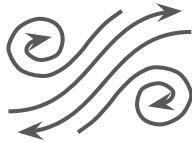
- Interviewee: Harold
- Second in the lineup, interview was pleasant overall, if rather long (going over the 20-minute time limit).
- Harold was polite and answered every question well- perhaps too well, often rambling on in answer to just one question.
- Harold is retired and doesn't travel much.





## Interview Notes (2B)

- Interviewee: Harold
- They seem to like the idea of technology, but see themselves as stumbling in actual practice.
- Past travel experiences are very important to them, and had I allowed the interview to continue, they would have gone on about them for quite some time longer.
- Expects no major changes in post-COVID travel.
- Lesson for me to learn: find a polite way of getting interviewee to wrap up answer if they take too long.

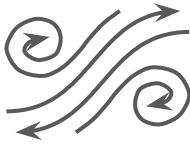


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## Interview Notes (3A)

- Interviewee: Greg
- Last in the lineup, interview was pleasant overall, though I did stumble in my introduction.
- Greg was concise in answering the questions.

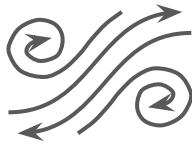




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## Interview Notes (3B)

- Interviewee: Greg
- The interview was colored by Greg's belief that they did not earn enough money from their current job to afford them the opportunity to travel.
- As a result, several of their answers brought questions to a close prematurely, and I had to alter some questions mid-interview to include the hypothetical scenario that they could afford to go on a trip, and to answer the question from that perspective.
- Lesson for me to learn: how to react when an interview doesn't go as expected.

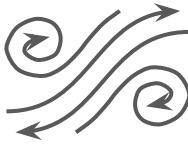


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## Interview Notes (4 and 5)

- Data used from interviews 4 and 5 was actually data gleaned from classmate's interview transcripts.
- This sharing of data for the last two interviews appeared to have been encouraged by the T.A. (see Zoom recording of May 10 session, during second Office Hours period).





# Interview Transcripts for Two Interviews

INTERVIEW QUESTIONS	INTERVIEW 1 (Charlotte)	INTERVIEW 2 (Greg)	INTERVIEW 3 (TBD)
Tell me a little bit about yourself.	I grew up a military child. San Antonio Texas is the longest place I've ever lived. Before that it was four years and that was because of college. Before that it was like 3 and a half. So I've bounced around the place a lot.	i'm 31 years old currently working the service industry i don't actually get to travel all that much right now cuz i don't make a lot of money so i can't really travel all that much that's it	
Talk to me about what your typical weekday looks like.	Wake up, I go to work, I come home, sleep, and that's pretty much it, work and home	wake up about 7 get to work about 8 work from 8 until about 6pm and then we close up usually i get home about 7 730 and eat dinner and i go to bed	
Are you working from home, or are you working on-site?	Working on-site		
How would you describe your relationship with technology? What do you tend to use most	I have to say I'm pretty fluent in it for the most part. I mean, internet came around while I was in middle school, so was there at the start of it, I guess, so learning to type, navigating the internet, it all came at a lot, young age.	i use it everyday my phone usually	
How do you use it		i use it to look on the internet look at various pages that have funny images and stuff like that funny images funny videos also use it keep track of weather and to keep track of the news	
	I travel quite a bit. Usually we go on a trip like outside of the		

[Click here](#) to access  
the interview  
transcripts





# User Interview Plan

My Interview1 Plan Last edit was on May 13

File Edit View Insert Format Tools Add-ons Help

Normal text Arial 11pt

**My Introduction:**

- Who I am.
- What this project is about.
- What the interviewee should expect from the interview.
- Remind interviewee there are no right or wrong answers.

**Intro Questions:**

- Tell me a little bit about yourself.
- Talk to me about what your typical weekday looks like.
- How would you describe your relationship with technology?
- What role does travelling play in your life?

**Problem Identification Questions:**

- Tell me about the last time you planned for a trip.
- What resources have you tried out for planning trips?
- What do you like or dislike about these tools?
- How did you solve any issues you experienced when planning trips?

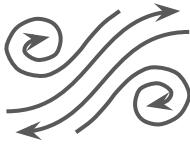
**Roundup Questions:**

- Think about the world after the pandemic ends. Talk to me about what you expect travel in that world will be like.
- Walk me through your thought process for planning a post-COVID trip.
- Explain to me how you feel about making travel plans in a post-pandemic world.
- If you had an app that would help you plan for a trip in a post-pandemic world, what's the most helpful thing it could do?

[Click here](#) to access the first interview plan

[Click here](#) to access the second interview plan

[Click here](#) to access the third interview plan

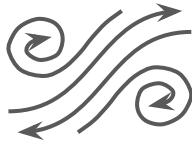


## Survey Data

- Survey was distributed through a Facebook post for one day, starting early in the morning.
- Reminder posts were made throughout the day.
- No responses to the survey were made by end of day, and survey was closed.

[Click here](#) to access the survey form

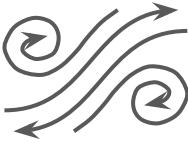




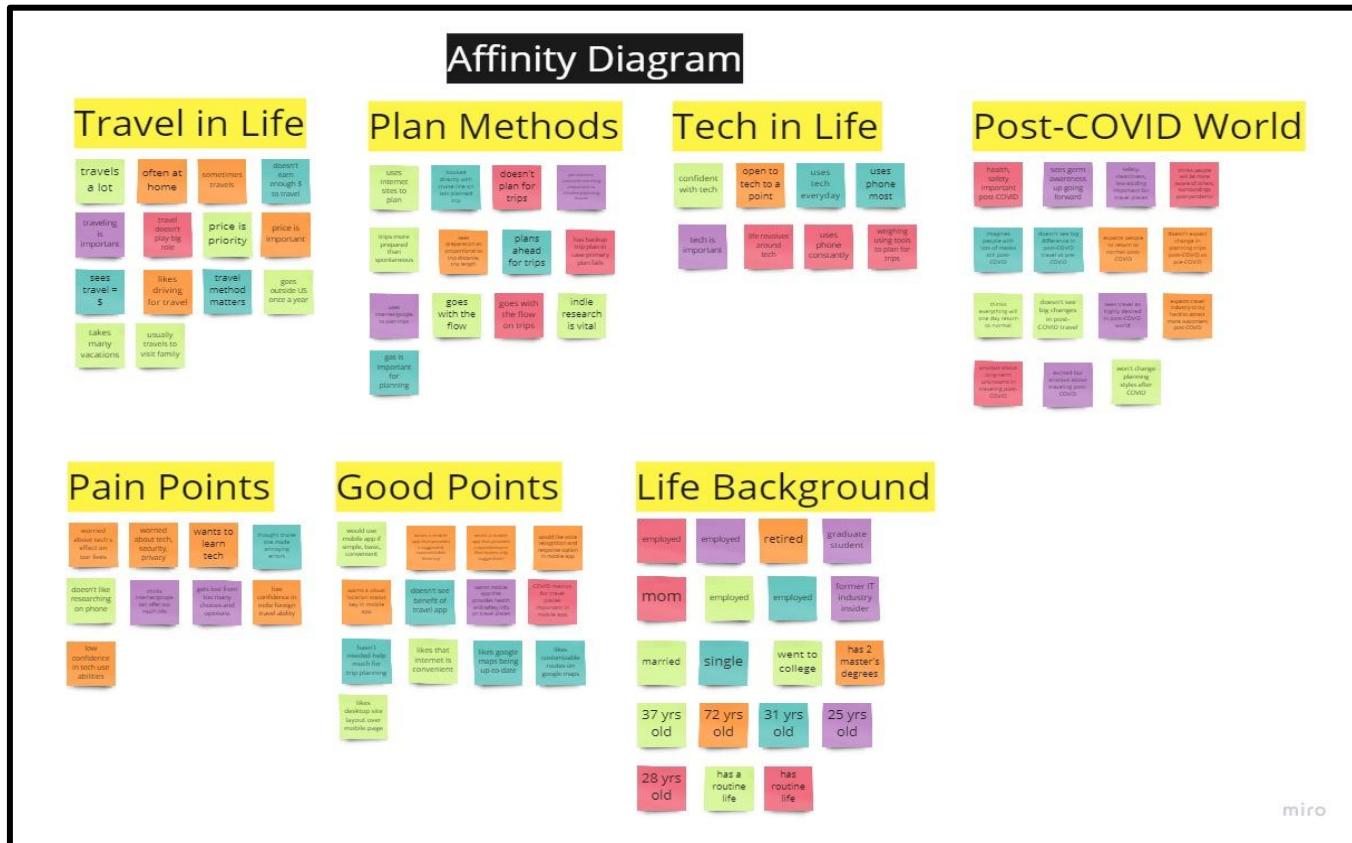
# User Interview Insights

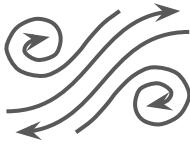
## User Interview Insights

has a routine life	confident with tech	travels a lot	price is important	retired	has 2 master's degrees	uses tech everyday	uses phone most	doesn't earn enough \$ to travel	25 yrs old	graduate student	employed	28 yrs old	employed	mom
goes outside US once a year	takes many vacations	usually travels to visit family	often at home	sometimes travels	open to tech to a point	sees travel = \$	booked directly with cruise line on last planned trip	employed	tech is important	former IT industry insider	traveling is important	has routine life	life revolves around tech	uses phone constantly
trips more prepared than spontaneous	uses internet sites to plan	price is priority	worried about tech's effect on our lives	worried about tech, security, privacy	wants to learn tech	single	thought cruise site made annoying errors	hasn't needed help much for trip planning	uses internet/google to plan trips	thinks internet/google can offer lots of info	gets lost from too many choices and opinions	travel doesn't play big role	doesn't plan for trips	goes with the flow on trips
likes that internet is convenient	indie research is vital	goes with the flow	low confidence in tech use abilities	low confidence in indie foreign travel ability	likes driving for travel	plans ahead for trips	gas is important for planning	likes google maps being up-to-date	persists, constantly checking compare to recent planning issues	sees travel as highly desired in post-COVID world	safety, cleanliness, law-abiding important for travel places	weighing using tools to plan for trips	has backup trip plan in case primary plan fails	thinks people will be more adventurous, surroundings post pandemic
thinks everything will one day return to normal	won't change planning styles after COVID	doesn't see big changes in post-COVID travel	expects people to return to normal post-COVID	expects travel industry to my have to adapt to more customers post COVID	doesn't expect change in planning trips post-COVID vs pre-COVID	likes customizable routes on google maps	imagines people with lots of masks until post-COVID	doesn't see big difference in post-COVID travel vs pre-COVID	sees germ awareness up going forward	wants mobile app that provides health and safety info on travel places	excited but anxious about traveling post-COVID	health, safety important post-COVID	COVID metrics for travel places important in mobile app	anxious about long term unknowns in traveling post-COVID
doesn't like researching on phone	likes desktop site layout over mobile page	would use mobile app if simple, basic, convenient	sees proportion as proportional to trip distance, trip length	wants a mobile app that provides sustainable inventory	wants a mobile app that provides travel tips and makes trip suggestions	travel method matters	doesn't see benefit of travel app	31 yrs old						
employed	married	37 yrs old	would like voice recognition and response option in mobile app	wants a visual location status key in mobile app	72 yrs old									
went to college														

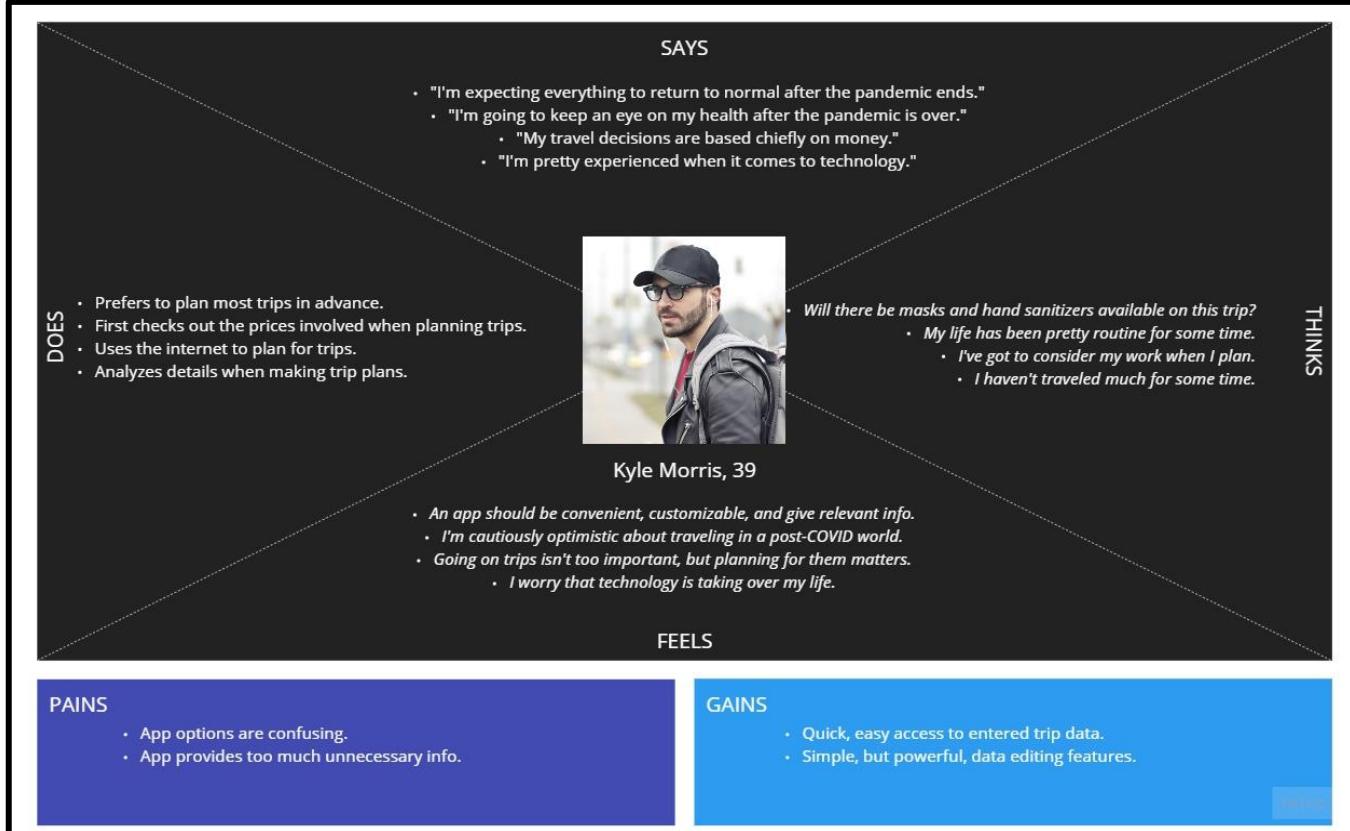


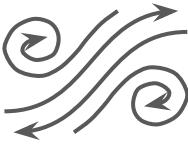
# Affinity Diagram





# Empathy Map





# User Persona



**Kyle Morris**

**PSYCHOGRAPHICS**  
#cautious  
#detail-oriented  
#bettersafethansorry

**ABOUT**

Kyle Morris likes to be prepared. An operations manager, he often tells his team over Zoom, "Measure twice, cut once." Kyle works hard to stick to his personal budget, and he has a smartphone that seems to stick to his hand, his eyes constantly roaming around the display. Because of the COVID-19 pandemic, Kyle always considers his health before doing something, including going on a trip. So when the world comes out of the pandemic, the only winging he's going to accept is from the plane in which he's sitting. Confident with computers and smartphones, he wonders how to organize his next trip...

**KNOWN HABITS**

- Checking my phone for updates
- Monitoring my pulse rate and step count on my smartwatch
- Searching the web for information that interests me

**GOALS**

- Completing every item on my to-do list
- Ending my day under budget

Feeling safe from the coronavirus

- when I'm walking around in another city

**TRIP ELEMENT PRIORITIES**

Price	● ● ● ● ●
Health and Safety	● ● ● ● ●
Travel Method	● ● ● ● ●
Internet Access	● ● ● ● ●

**PAIN POINTS**

- Apps that are bloated, confusing, and outright ugly slow me down
- Reacting slowly to sudden, unexpected plan changes
- Visiting places with no accessible Wi-Fi

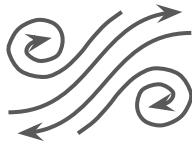
Age 39 • Operations Manager  
Sacramento, CA •  
In a relationship • Tech-savvy



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# Definition and Ideation





# User Insight Statement

A data-driven worker worn thin by the stresses of the pandemic needs a way to analyze travel information easier because he wants to feel a sense of control that was stolen from his life.

[Click here](#) to access the complete User Insight Statement document





# Problem Statement

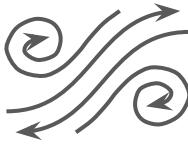
OutThere will be designed to achieve a satisfying travel-planning experience for data-driven workers.

We are concerned that OutThere won't help users get a complete, personalized itinerary, which will cause potential trip planners to feel powerless and abandon the app.

We need to improve OutThere so that our data-driven workers are successful at preparing for travelling based on increased search options, increased human interaction options, improved onboarding, upgraded visuals, and a more intuitive interface.

[Click here](#) to access the complete Problem Statement document





# Brainstorm and Ideation Process Documents

## I Like

- Having all my trip info in 1 place
- Choosing what info I wanna see
- Getting updates in real-time

- Getting travel suggestions based on my preferences
- Having a digital assistant
- Integrating data from different apps

## I Wish

I could get rewards for having all on-time check-ins

I could get rewards for visiting a list of places

I could communicate with in-store workers digitally

There were photo effects for places

I could get rolling news coverage about places, in a chosen radius of me that moved with me

Travelers were provided a brief tutorial on local customs

## What If

A mood sensor let me track my feelings during an event

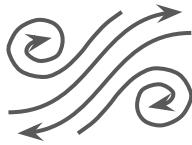
I could take a 3d pic of an item and see it later in AR

Phones had a UV scanner to disinfect surfaces

There was an A.I. digital assistant that learned from experience with me

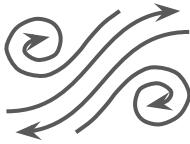
I could take a pic that auto-converted currency and measurement units in the pic

There was a ride-hailing service for personal, guided tours



# Feature Prioritization Matrix

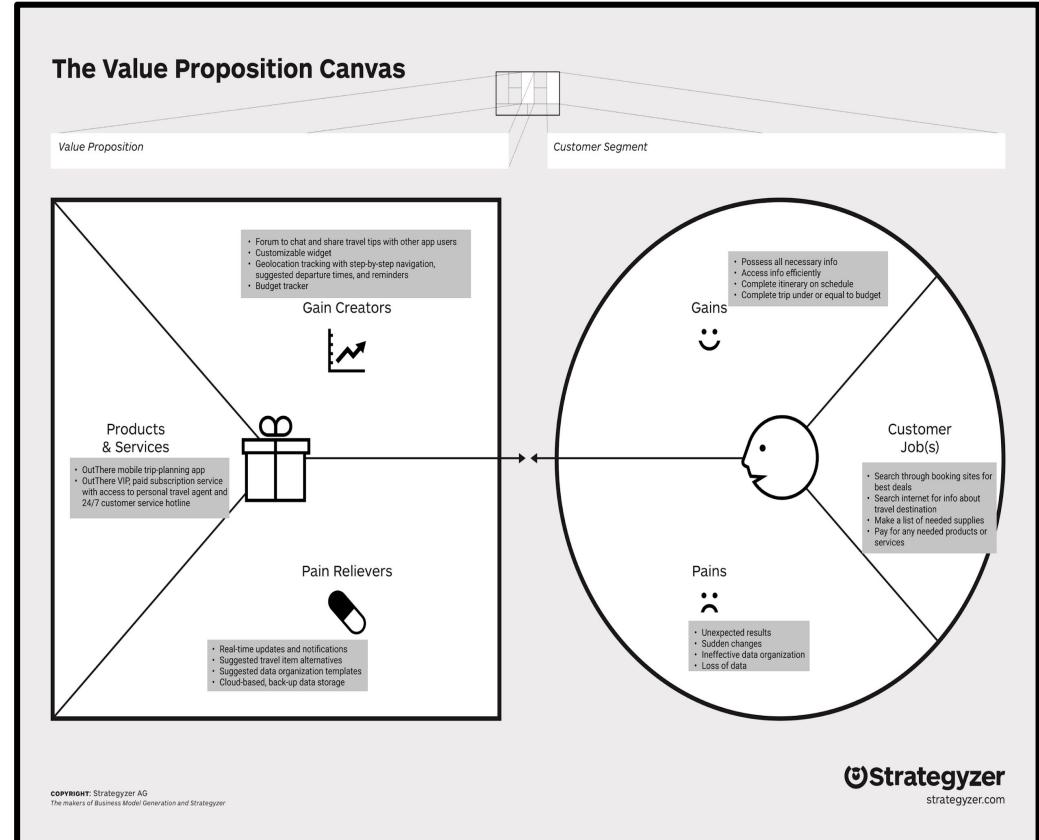


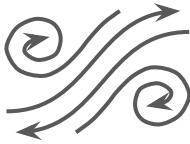


# Value Proposition

## Value Proposition Statement (Part 1):

My company, Orange Co., Ltd., is developing an all-in-one trip-planning app named OutThere to help data-driven workers resolve ineffective travel data organization.

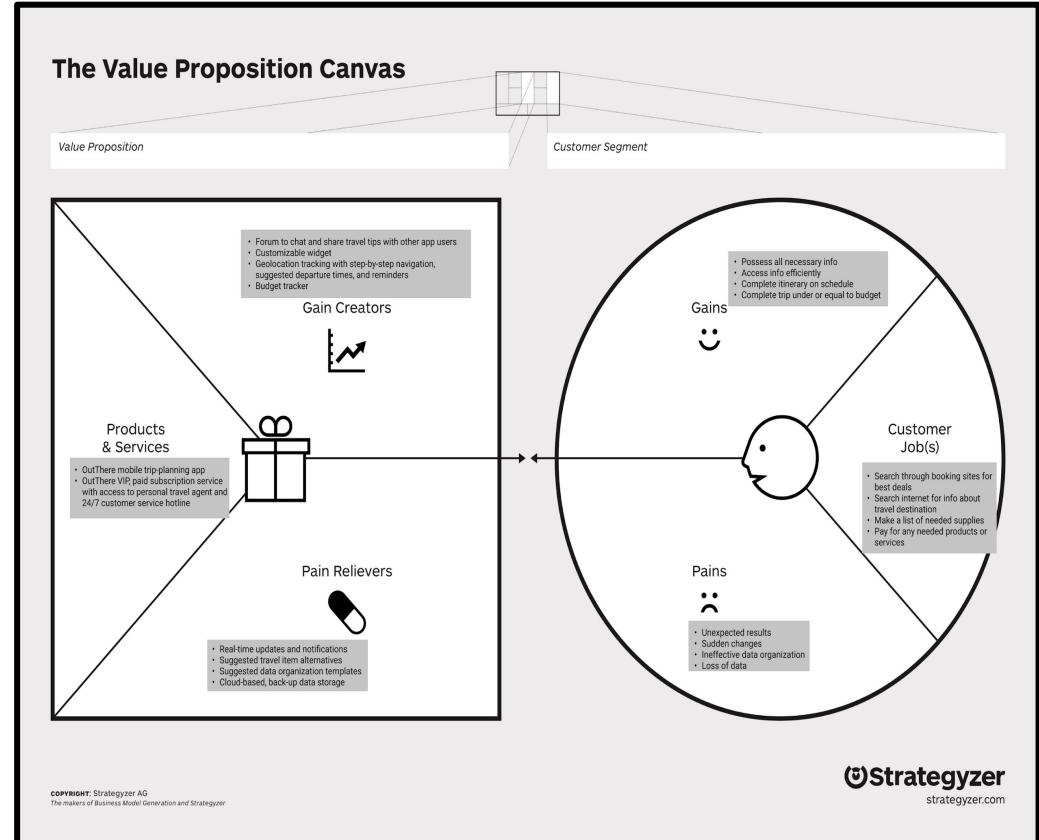


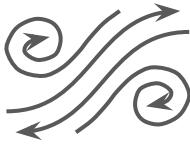


# Value Proposition (continued)

## Value Proposition Statement (Part II):

We're better because we've combined the services of a personal assistant with a travel agency through the comfort and convenience of a smartphone app.

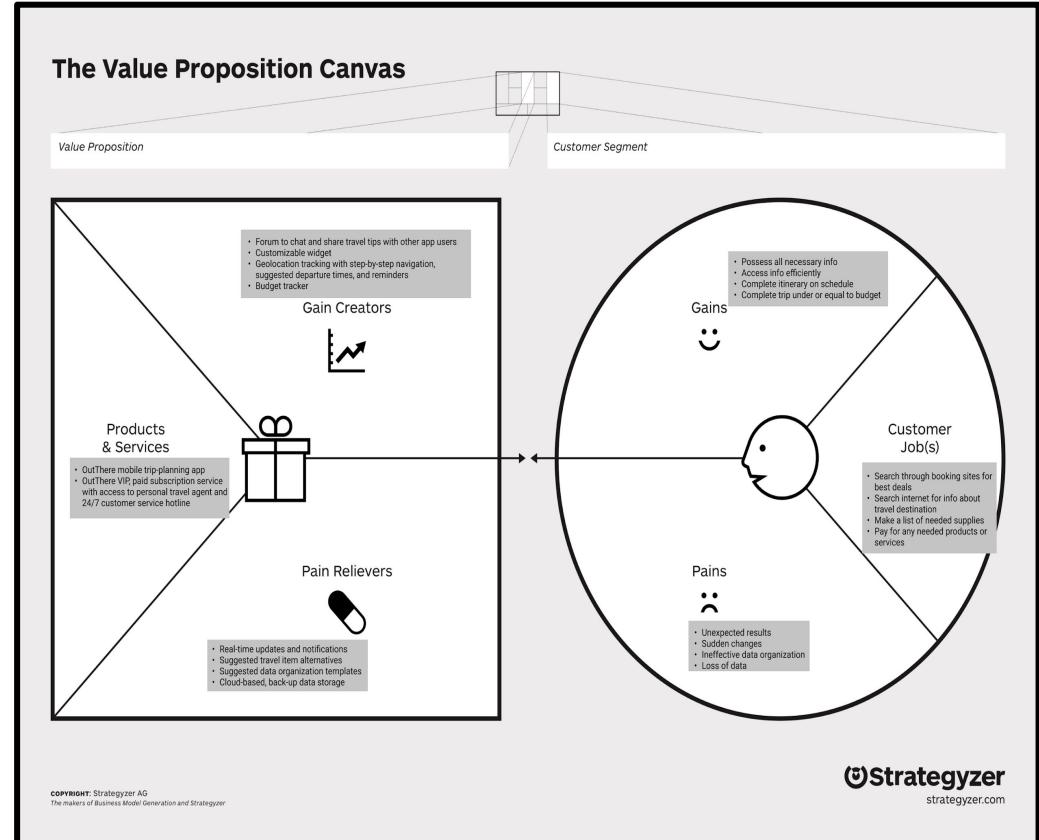


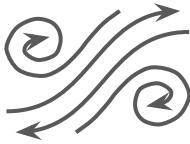


# Value Proposition (continued)

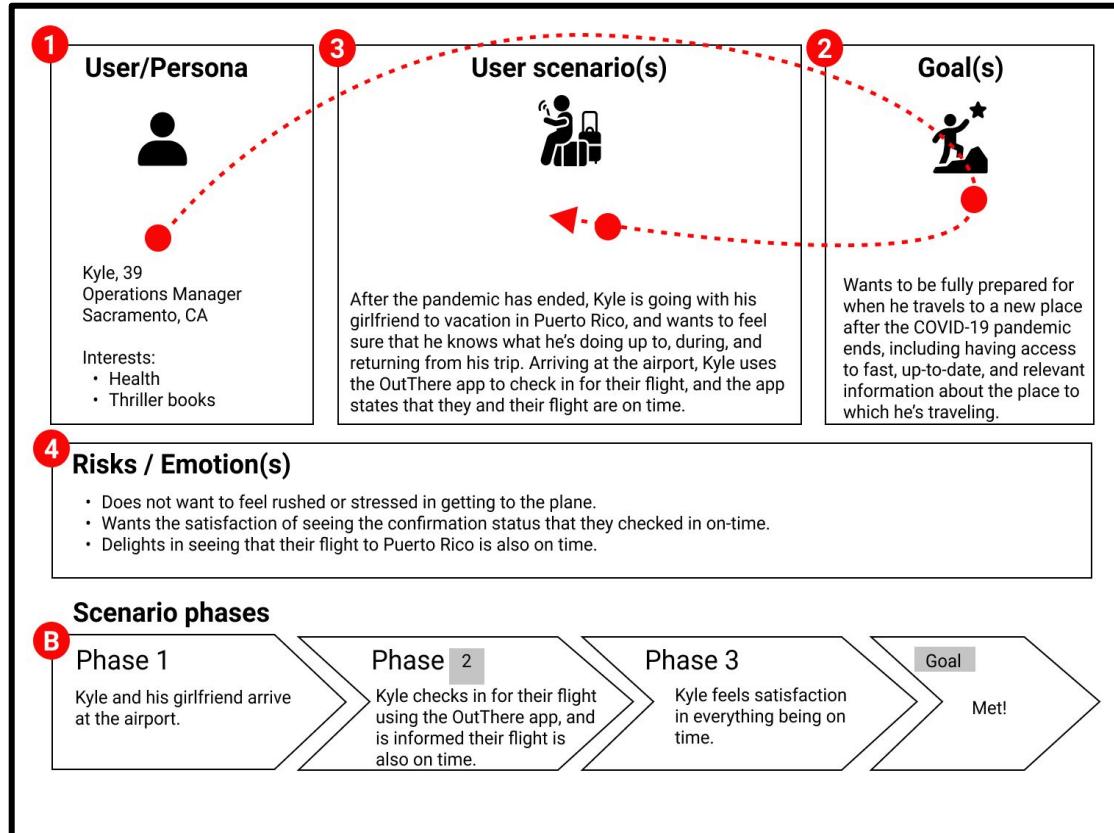
## Value Proposition Statement (Part III):

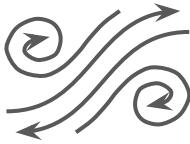
We're believable because we use artificial intelligence to search the internet for relevant data based on the user's preferences and past experiences, and present it in an easy-to-understand way.





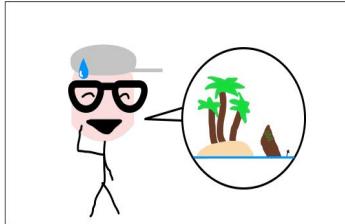
# User Scenario





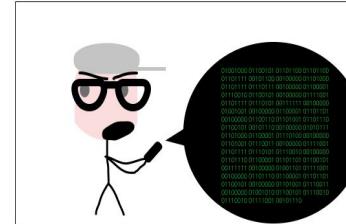
# Storyboard

1. Kyle is looking for travel deals.



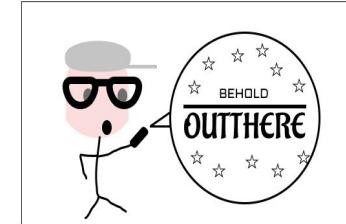
Kyle Morris is going to Puerto Rico for vacation. He has never been to Puerto Rico, and wants to get the best experience for his budget.

2. Kyle is overwhelmed with data.



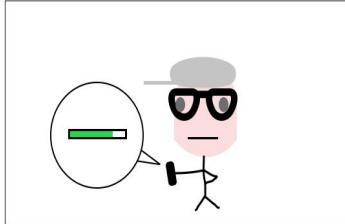
Kyle opens many tabs in his phone browser, each on either a travel-related site, blog, or video, and is annoyed with having to analyze all the data.

3. Kyle discovers OutThere.



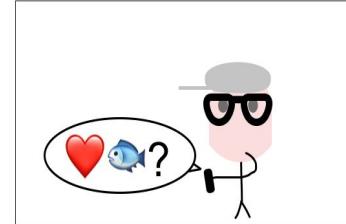
Kyle notices an ad for the app OutThere, which says it uses artificial intelligence to gather travel data from around the internet and suggest trip recommendations.

4. Kyle downloads OutThere.



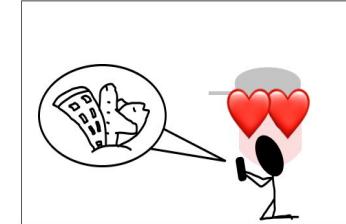
Kyle downloads the OutThere app from the Play Store.

5. Kyle answers some questions.



Kyle answers a questionnaire on his travel preferences.

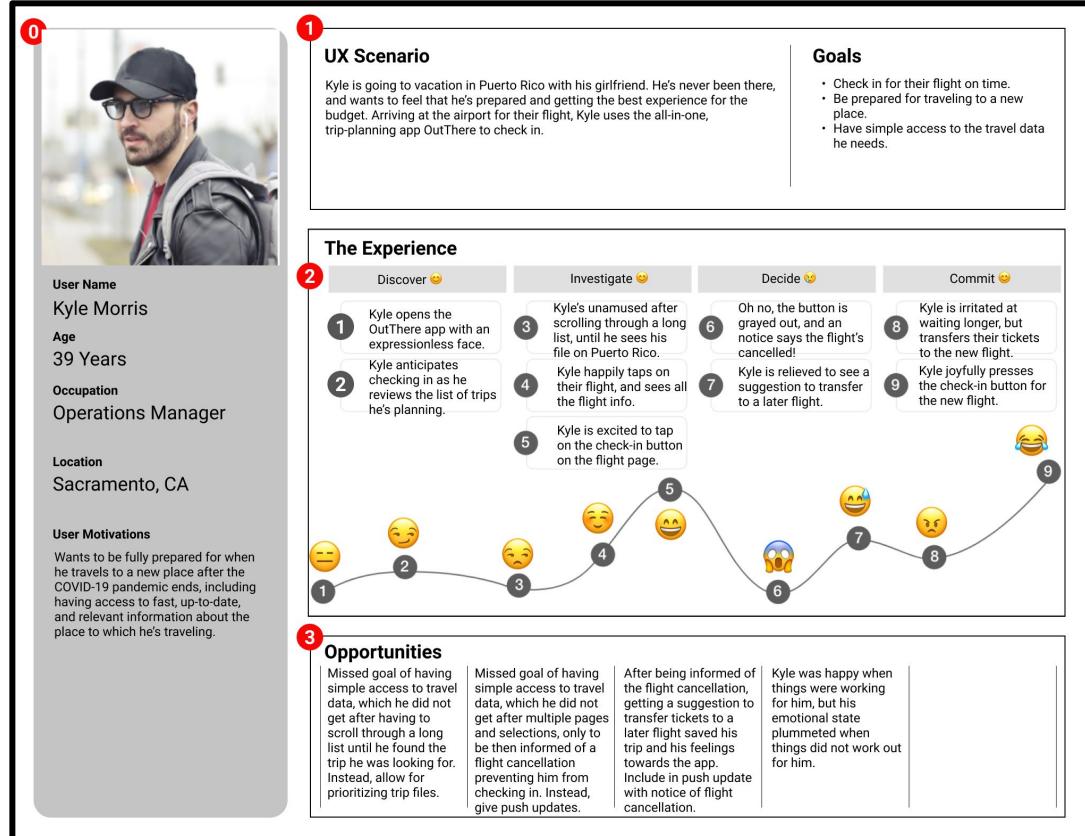
6. Kyle found his go-to travel app!



Kyle is delighted to be presented with current health and booking info on specific airlines, hotels, restaurants, and other sites that interest him.



# User Journey Map





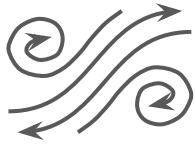
# Iterations and Feedback Documentation

Featured feedback during presentation to study group of prototype User Insight and Problem Statement:

- “The User Insight is good, but there is nothing major get you emotionally invested. instead of wants, needs. It changes how it reads.” - Jennifer
- “And problem statement - it says as if you have the app already exist (the way we did in class - solving an issue with existing app). You may have to reword it to reflect - new app and how is it solving the problem” - Rajitha

[Click here](#) to access the complete Feedback documentation

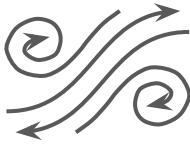




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# Lo-Fi Prototyping

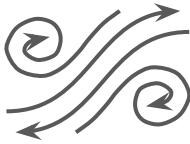




# Competitor Analysis

- MAPS.ME:
  - lots of features
  - simple onboarding process
  - no "Skip" option
  - looks visually pleasing with animated screens and seamless screen transitions
  - threatened by online-only maps take up no storage space
- Tripadvisor:
  - some, but impressive, features
  - minimalist design
  - long onboarding process
  - has brand recognition
  - threatened by shorter onboarding processes
- Trello:
  - some interesting features
  - efficiently-designed initial onboarding screen hub
  - email registration screen has lots of wasted empty space
  - allows registration with social media accounts
  - threatened by any registration process within just one app

[Click here](#) to access the full competitor analysis



# MAPS.ME

## Legend

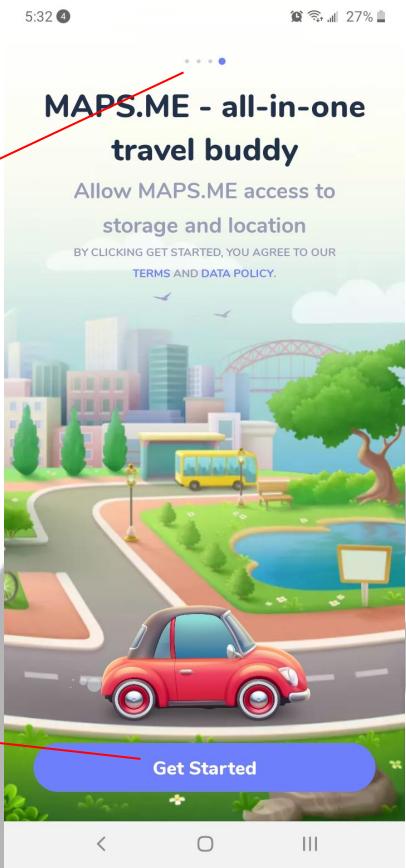
- S = Strengths
- W = Weaknesses
- NI = Needs Improvement



W - No Skip option

S - Leads with value

S - Beautiful screen design

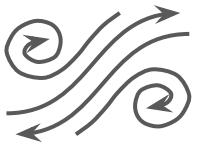


MAPS.ME - all-in-one travel buddy

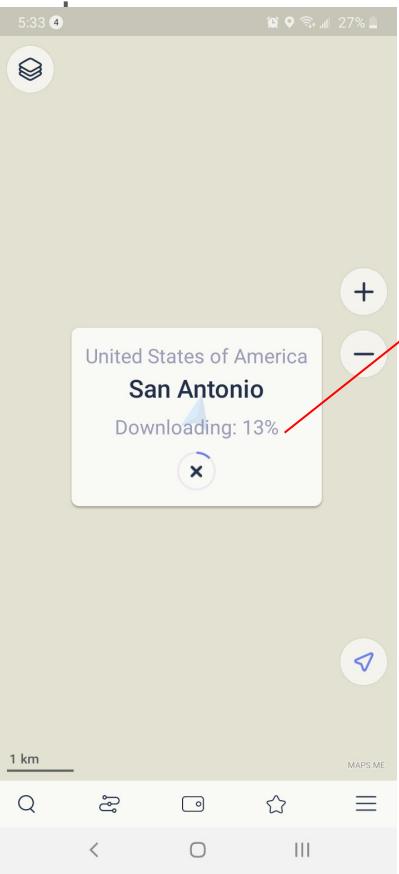
Allow MAPS.ME access to storage and location  
BY CLICKING GET STARTED, YOU AGREE TO OUR TERMS AND DATA POLICY.

S - Screen progress indicator

S - Call to Action button

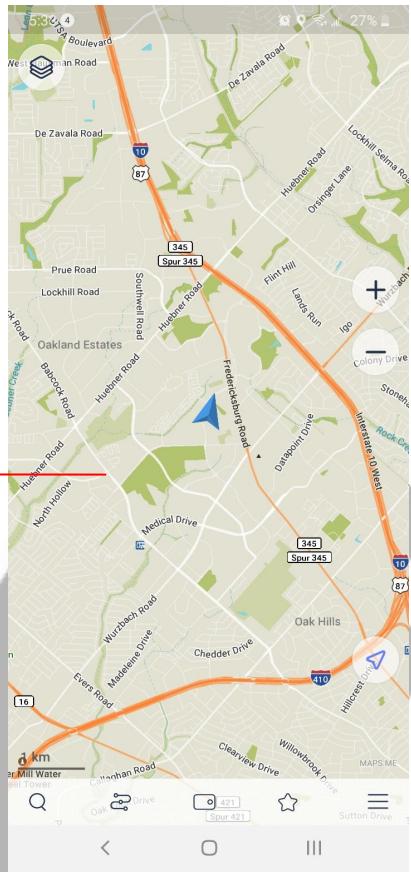


## MAPS.ME (2)



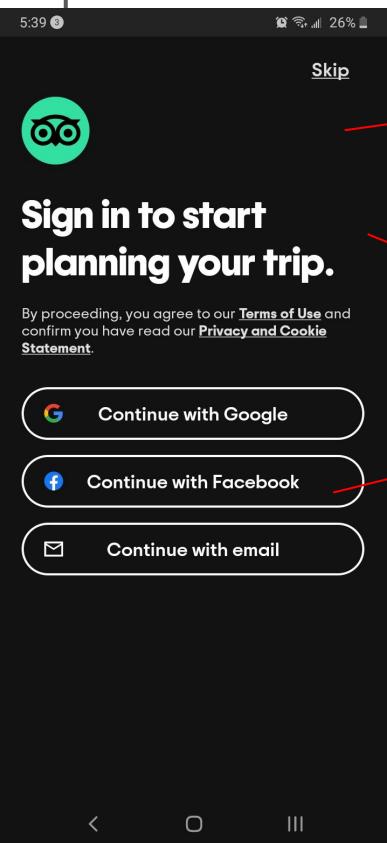
NI - Should ask permission to download map first

W - No tutorial





# Tripadvisor



S - Has “Skip” button

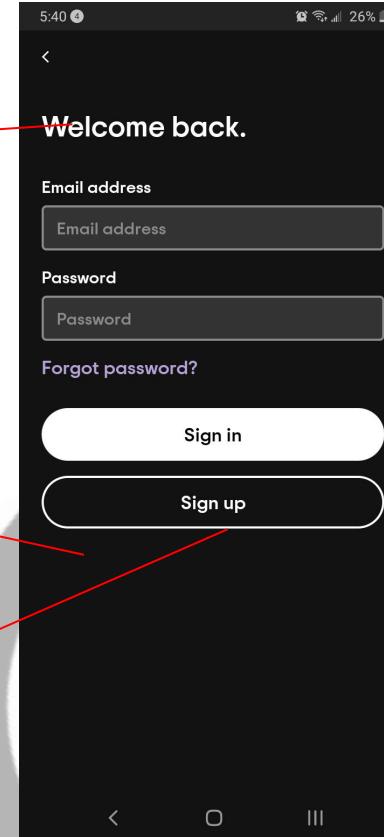
W - Assumes account was already created; counter to onboarding goals

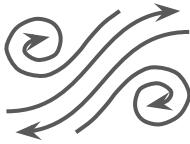
S - Allows registering through social media

W - still assumes account was already created; counter to onboarding goals

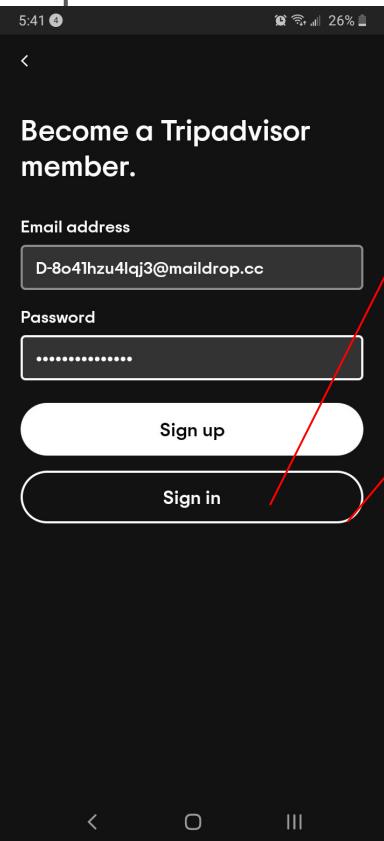
NI - Goal of this screen is confused by presence of “Sign up” button

NI - Call to Action buttons confuse user by being of equal size





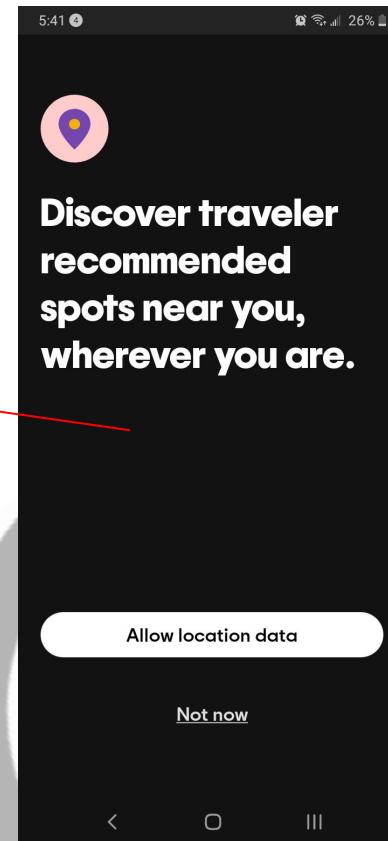
# Tripadvisor (2)

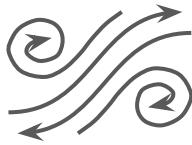


NI - Goal of this screen is confused by presence of "Sign in" button

NI - Call to Action buttons confuse user by being of equal size

W - value statement made after registration process





# Tripadvisor (3)

5:42 26%

Let's get the basics so we can give you the goods.

What should we call you?  
Your name

Where do you live? (Optional)  
San Antonio

Next

NI - Screen design is boring

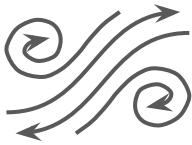
NI - Field is not optional if auto-fill cannot be erased

5:42 26%

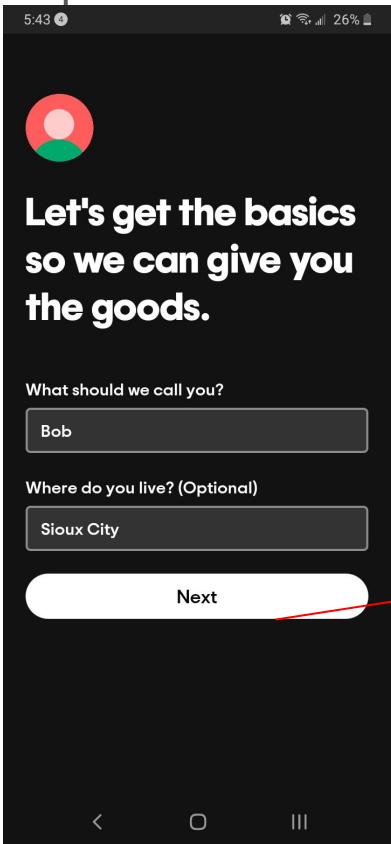
Where do you live? (Optional)

<  X

- Sioux Falls  
South Dakota, United States
- Sioux City  
Iowa, United States
- Sioux Center  
Iowa, United States
- Sioux Lookout  
Ontario, Canada
- Sioux Narrows  
Ontario, Canada
- Sioux Rapids  
Iowa, United States
- South Sioux City  
Nebraska, United States
- North Sioux City  
South Dakota, United States



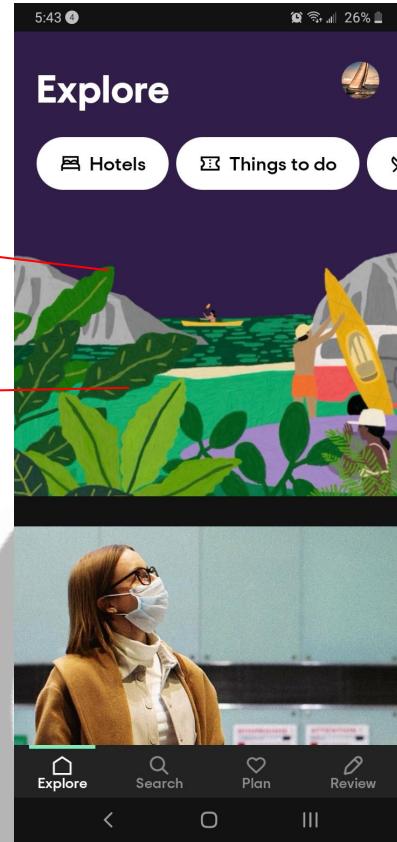
# Tripadvisor (4)

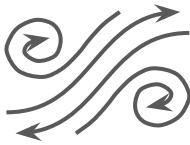


NI - bland Call to Action button

W - onboarding process took a long time

W - no tutorials





# Trello

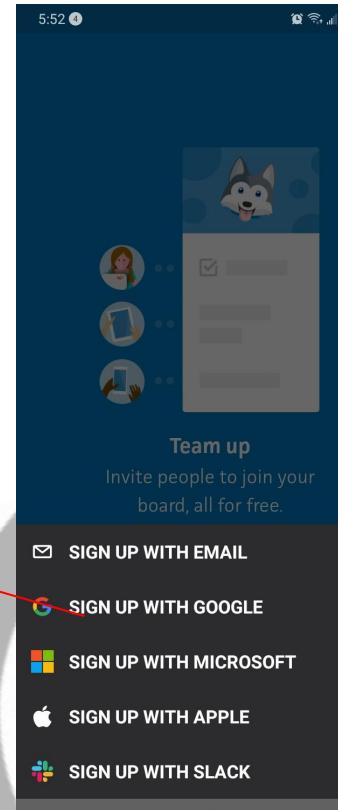


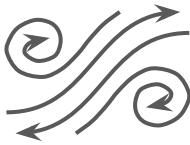
S - efficient use of screen, sharing between concept screens and registration buttons, eliminating need for "Skip" option

S - visually appealing screen

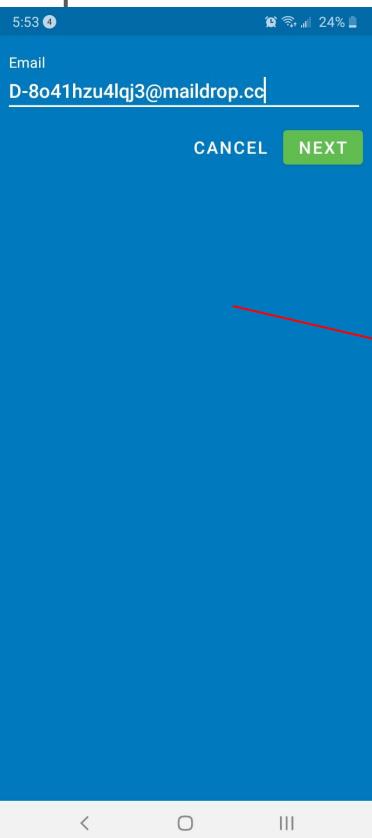
S - screen progress indicator

S - allows registration through social media accounts





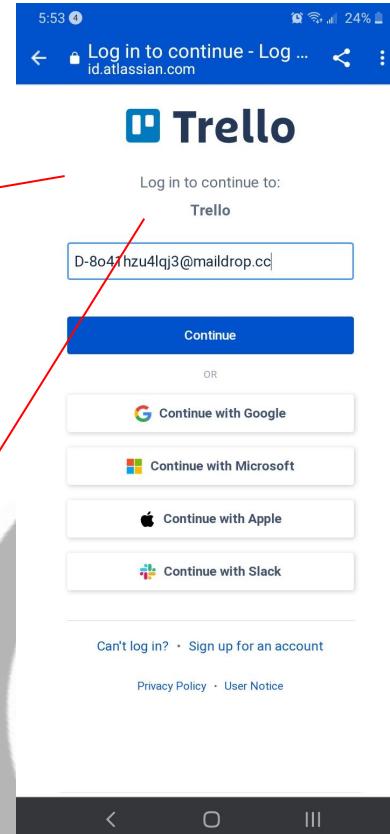
## Trello (2)

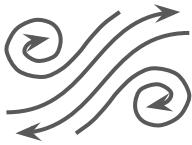


NI - lots of sudden empty space going to waste

W - being taken out of app just to sign into app is convoluted, unnecessary, and detrimental to onboarding process

W - being taken to login screen during registration process when signup option is shown is confusing and detrimental to onboarding process





# Trello (3)

Sign up - Log in with Atlassia id.atlassian.com

Trello

Sign up for your account

D-8o41hzu4lqj3@maildrop.cc

Enter full name

Create password

By signing up, I accept the Atlassian Cloud Terms of Service and acknowledge the Privacy Policy.

Sign up

OR

Continue with Google

Continue with Microsoft

Continue with Apple

Continue with Slack

Already have an Atlassian account? Log in

NI - inconsistent design  
versus initial screen

Sign up - Log in with Atlassia id.atlassian.com

Select all squares with traffic lights

C    i    SKIP

Continue with Apple

Continue with Slack

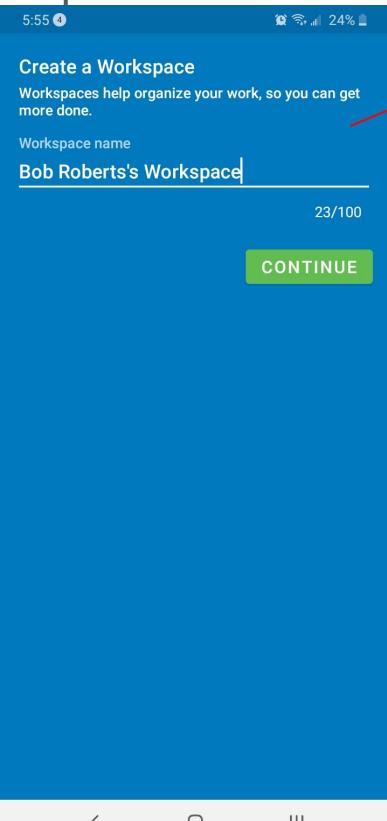
Already have an Atlassian account? Log in

This page is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply

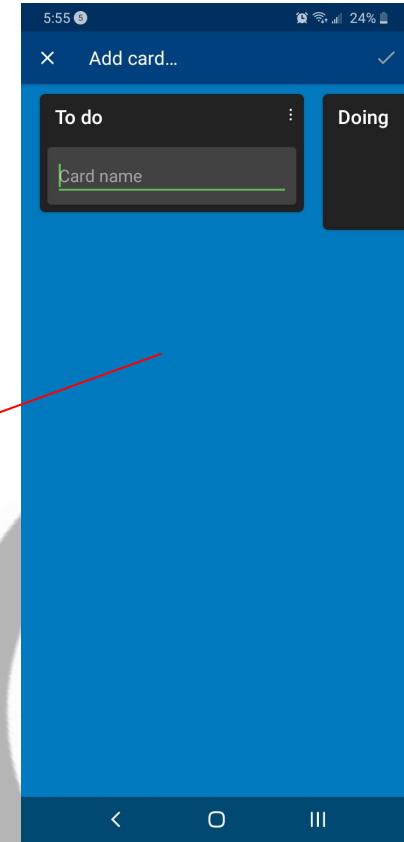
W - robot verification  
test is unwelcome and  
detrimental to  
onboarding process



# Trello (4)



S - coaching screen



NI - no  
tutorial



# Task Flow (First Iteration)

Task: get the user to upload a digital copy of a plane ticket from their device into their OutThere trip file.

Steps to include: Be onboarded, sign up, upload plane ticket file from device.

Step 1

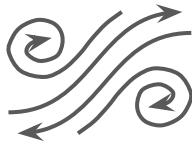
User goes to a trip file page in  
the OutThere app.

Step 2

User selects plane ticket file  
from OutThere folder on device  
files page.

Step 3

User uploads the plane ticket  
file to the trip page.



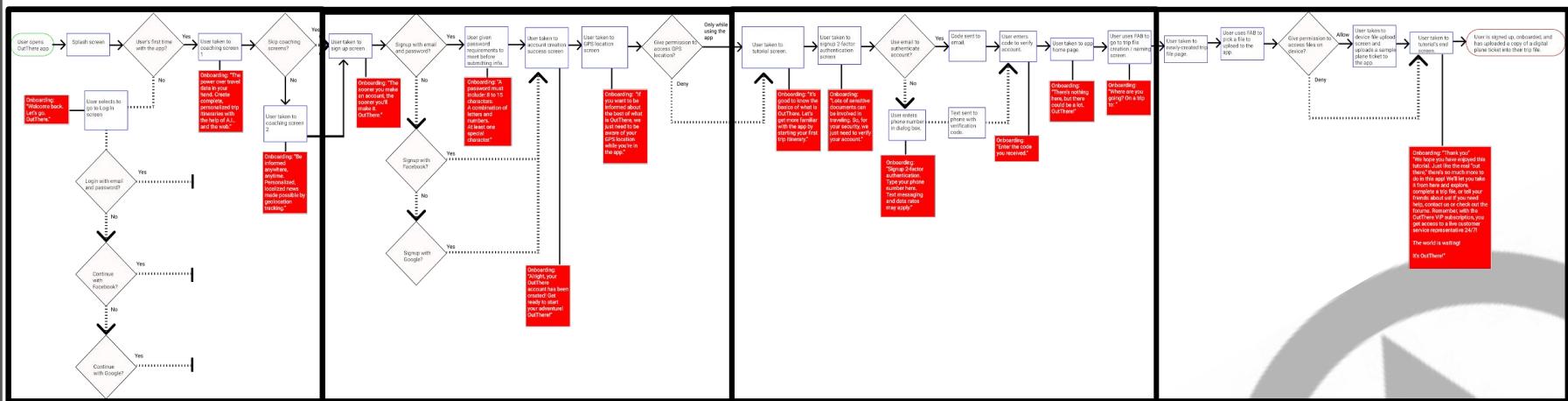
# User Flow (First Iteration)\*

Frame I

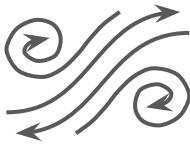
Frame II

Frame III

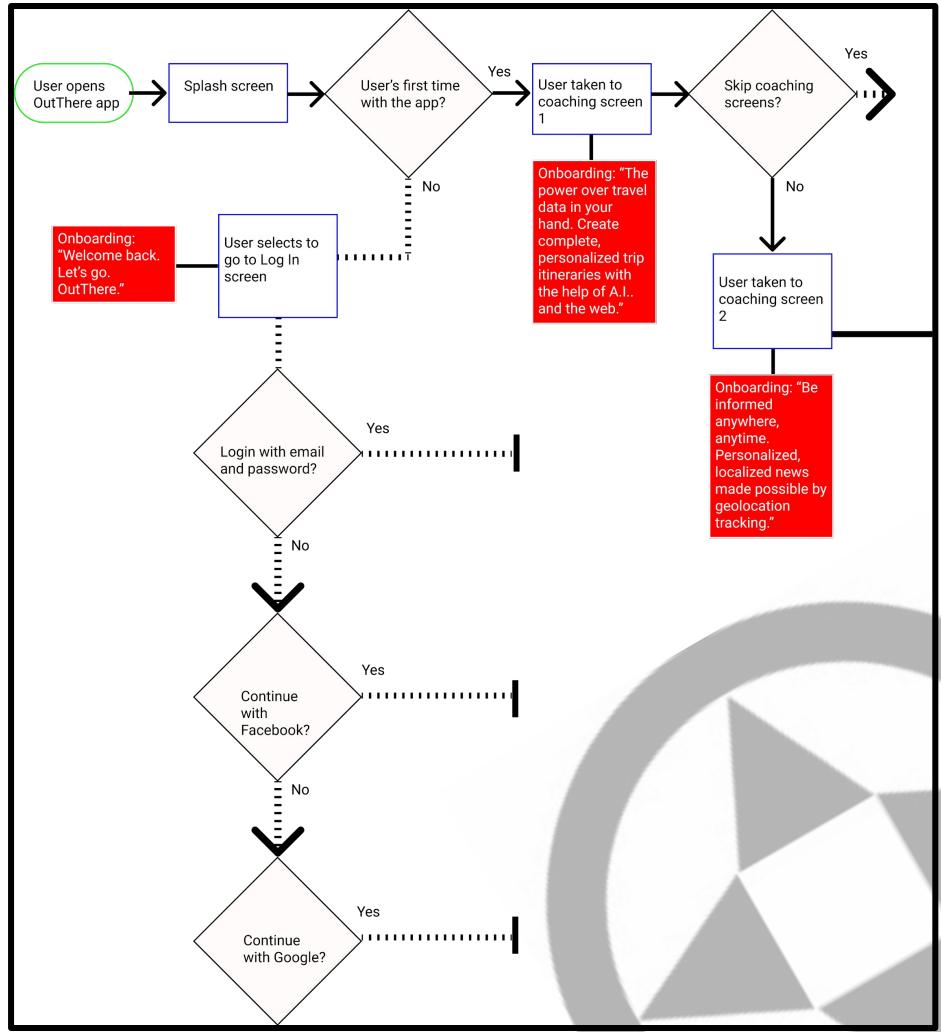
Frame IV



\* see following slides for individual frames in the user flow

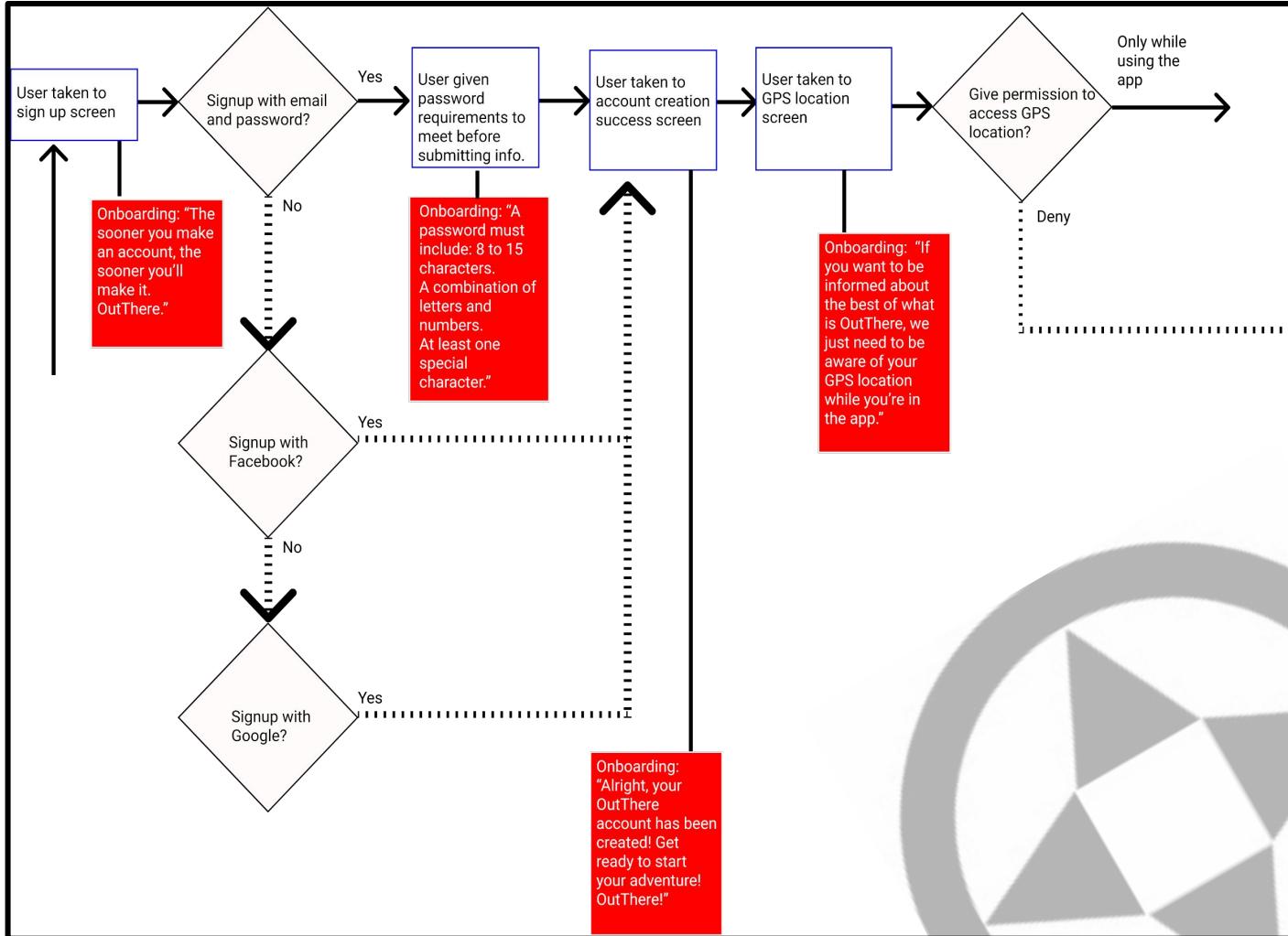


# User Flow (First Iteration) Frame I



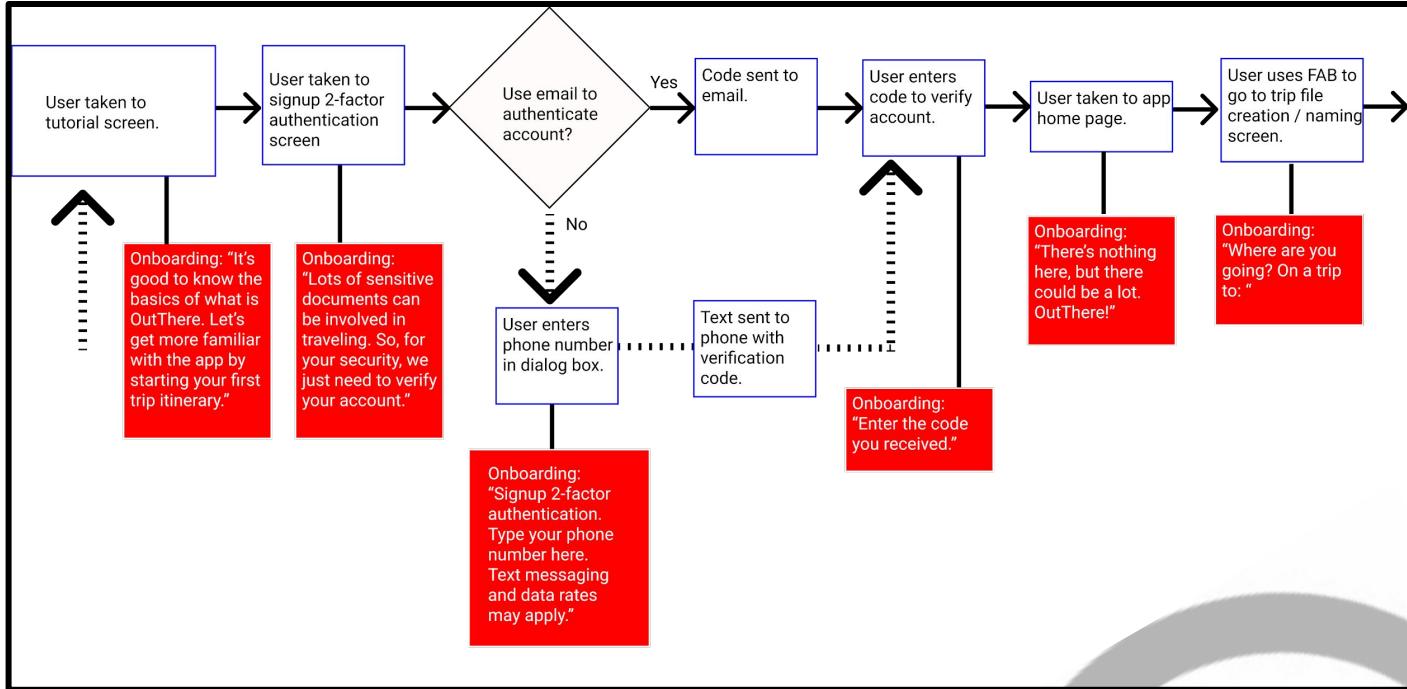


# User Flow (First Iteration) Frame II



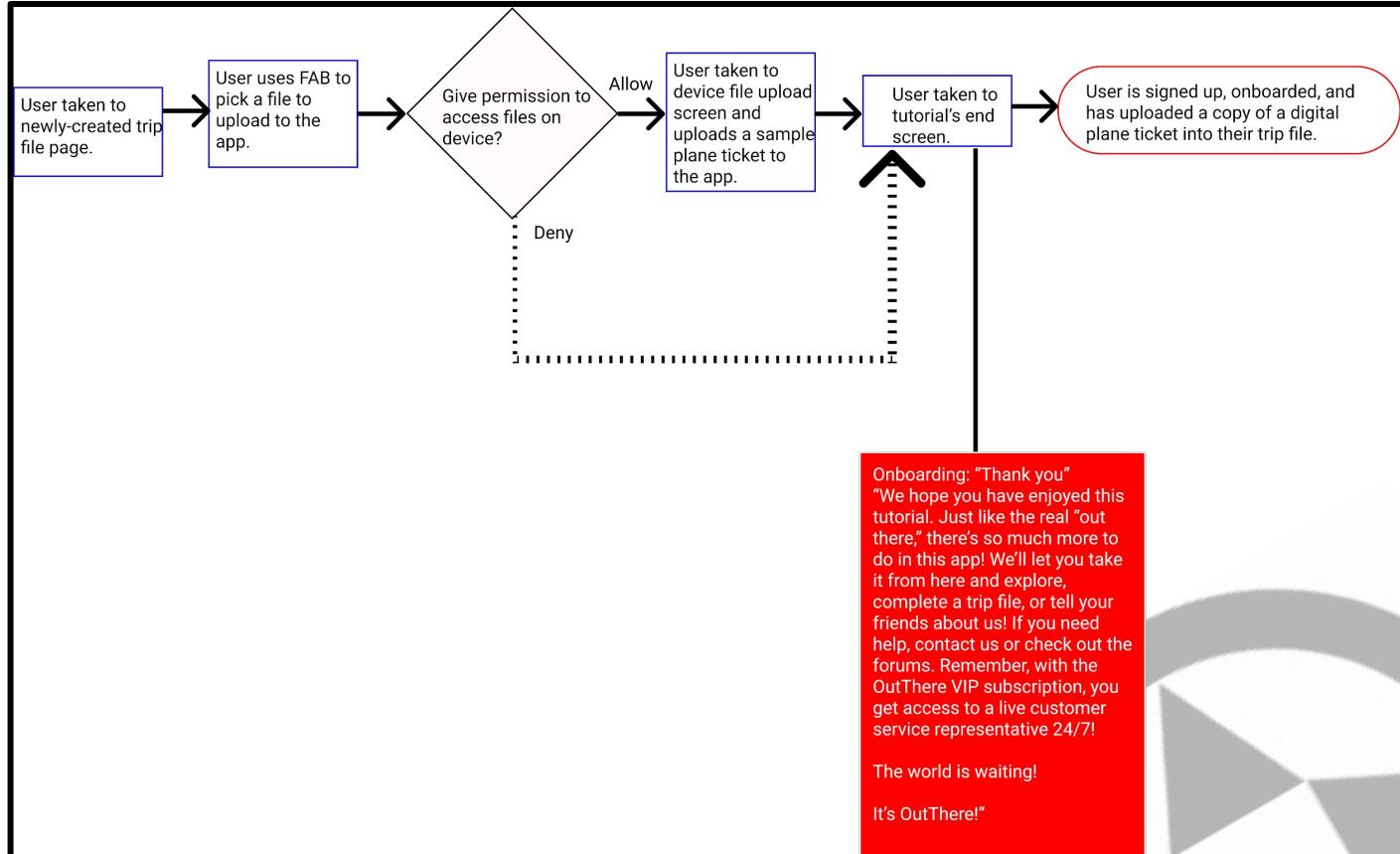


# User Flow (First Iteration) Frame III





# User Flow (First Iteration) Frame IV

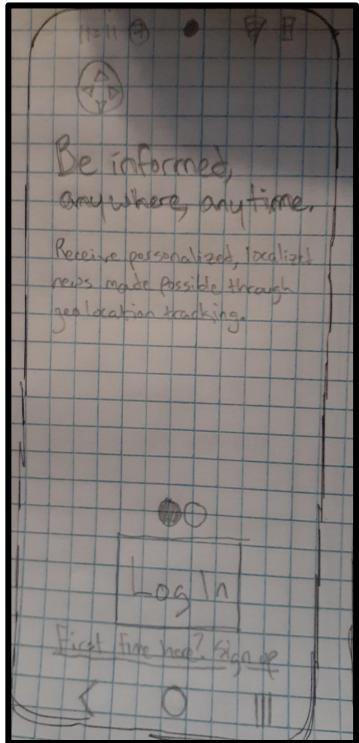




# Wireframe Sketches

[Click here to access my Invision Lo-fidelity Clickable Prototype](#)

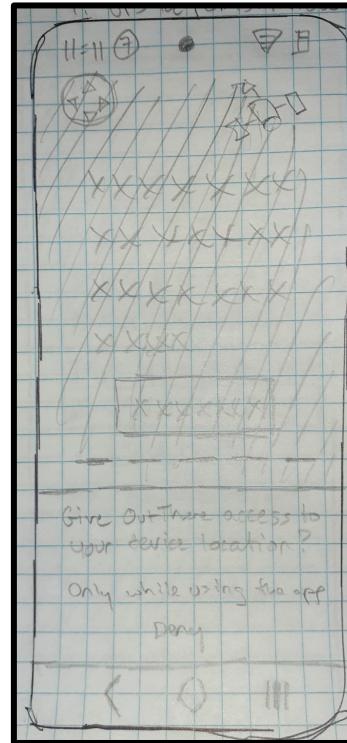
Coaching Screen, Page 2



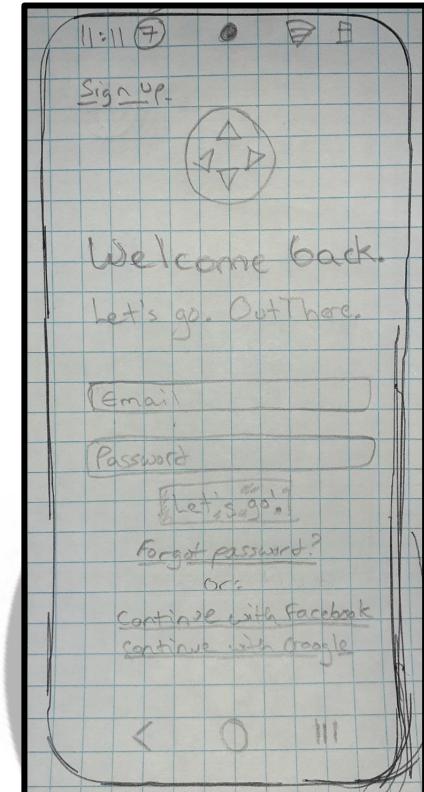
Main Trip File



GPS Location Permission Overlay



Login Screen

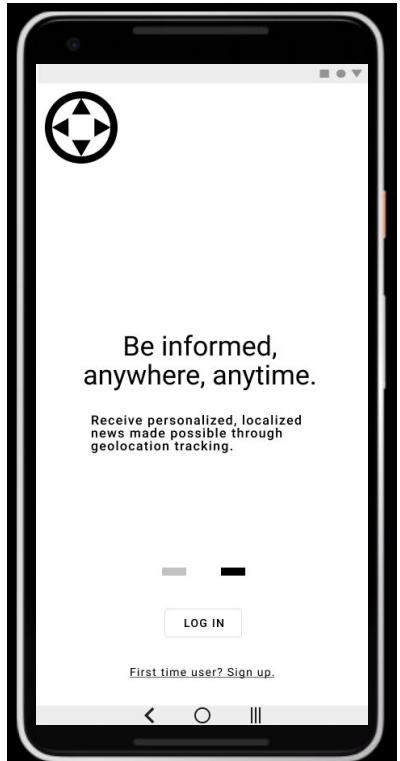




# Digital Wireframes

[Click here](#) to access my Figma Clickable Digital Prototype - First Iteration

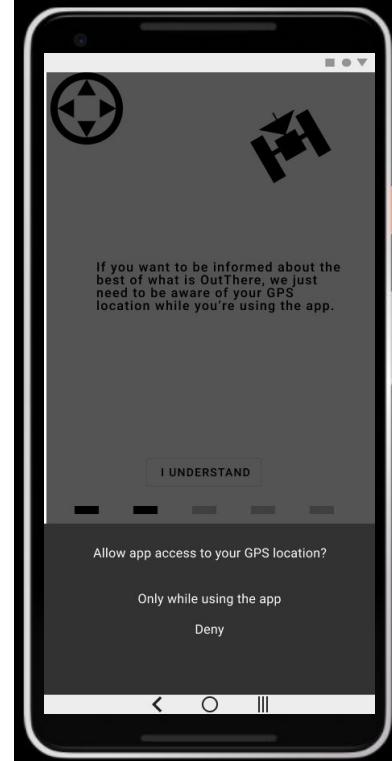
Coaching Screen, Page 2



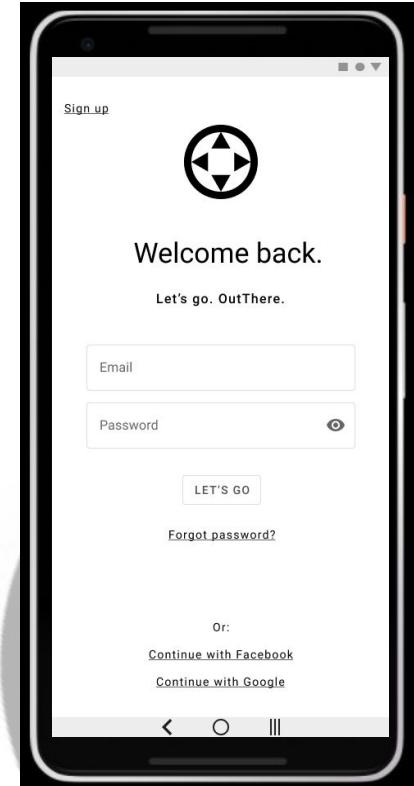
Main Trip File



GPS Location Permission Overlay



Login Screen

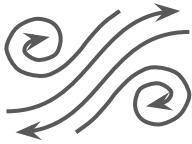




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# UX Prototyping, Testing, and UX Case Study





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# User Testing Plan and Notes

- Objective: Determine if the OutThere app gives users a sense of control over their travel planning.
- Target User: An employed millennial who's driven by getting and understanding data.
- The key things I need to learn about the prototype are: 1) does the app allow the user to be in control over their data, and 2) does the app allow the user to create a complete, personalized travel itinerary?





# User Testing Plan and Notes (continued)

- User Task 1: Create a trip itinerary file.
  - Scenario: user wants to travel to Fredericksburg, TX in the Texas Hill Country.
- User Task 2: Search for a lodging.
  - Scenario: user wants to find the cheapest hotel there.
- User Task 3: Sign up for an OutThere account.
  - Scenario: user wants to sign up for an account in order to be given full access to the app.
- Testing Script Sample: "Now I'm going to ask you to try doing some specific tasks. I'm going to read each one out loud. As much as possible, it will help me if you can try to think out loud as you go along. And just remember, I'm testing the app, not you. If you find yourself unable to complete a task, that's not your fault, that's the app's."
- [Click here](#) to see the rest of the testing script and review the full User Testing Plan

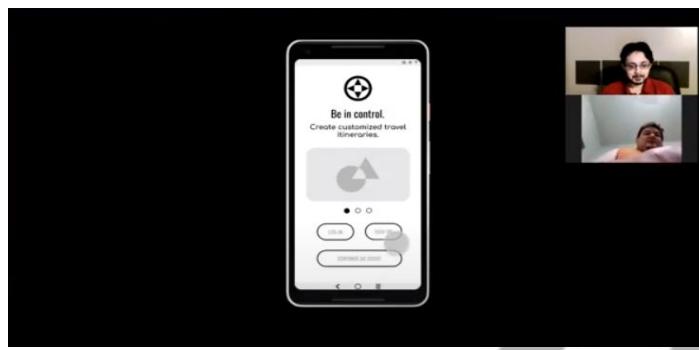


# User Test Recordings

[Click here](#) to access first recording of user test (done on lo-fi prototype) (no sound)



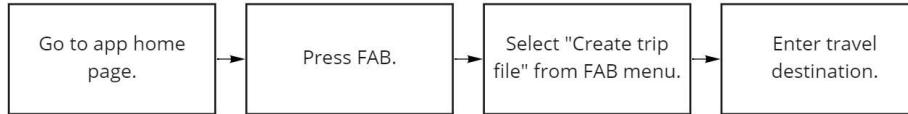
[Click here](#) to access second recording of user test (done on mid-fi, digital prototype, second iteration) (with sound)



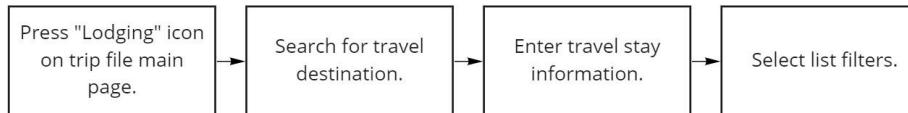


# Task Flow (Second Iteration)

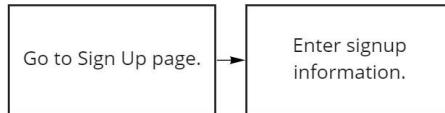
## Task Flow 1: Create a trip itinerary file.

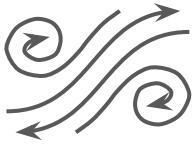


## Task Flow 2: Search for lodging.

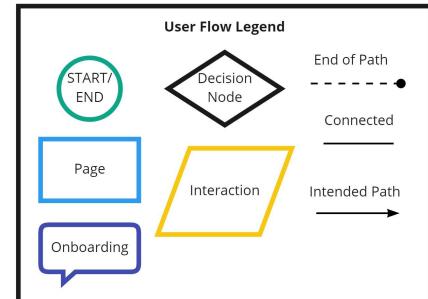
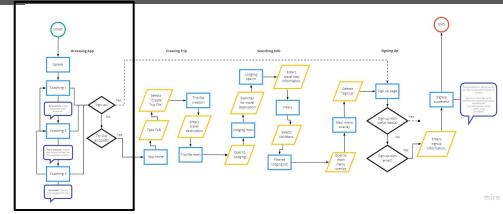
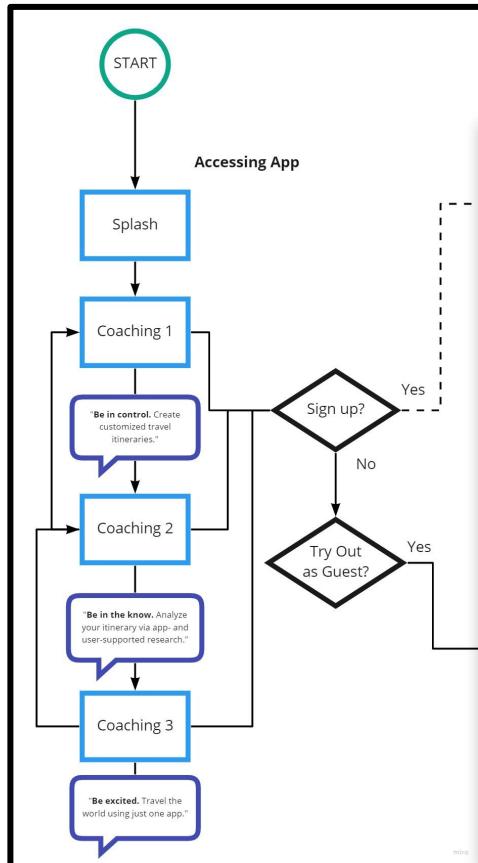


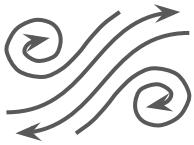
## Task Flow 3: Sign up for an OutThere account.



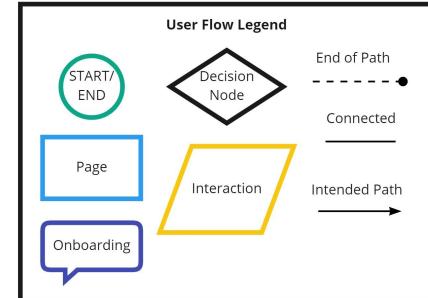
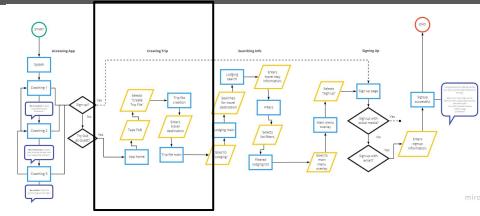
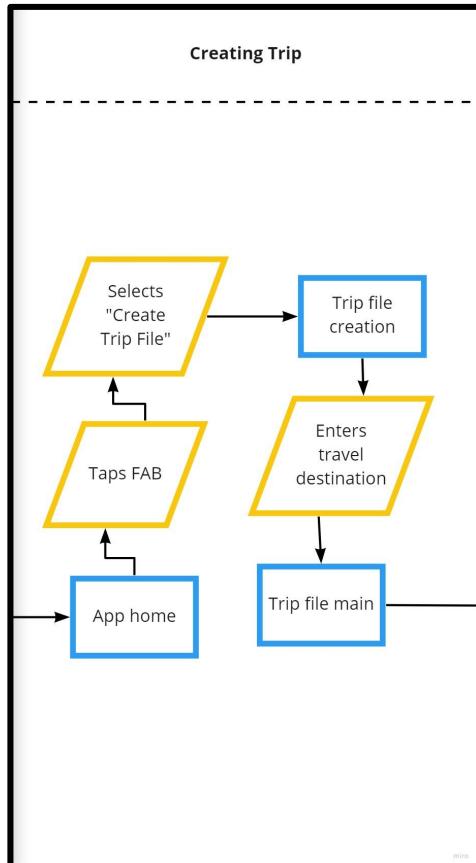


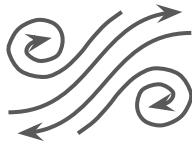
# User Flow (Second Iteration) Frame I



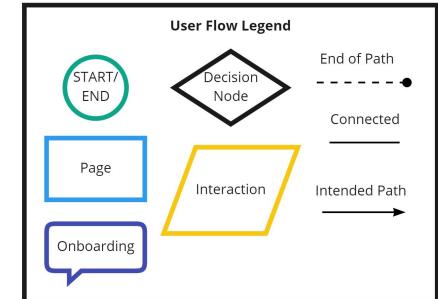
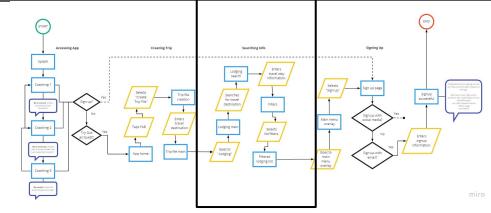
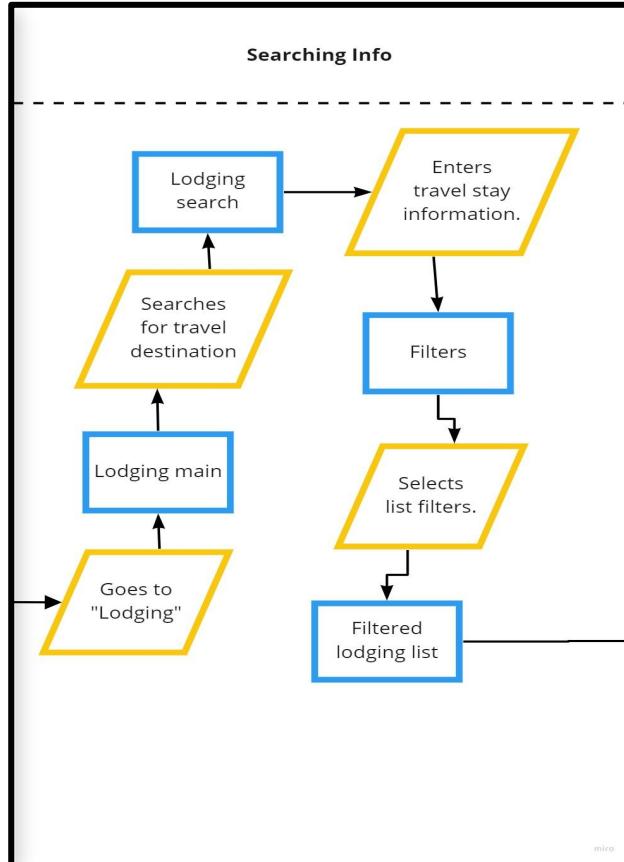


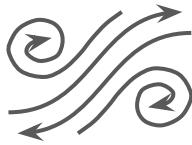
# User Flow (Second Iteration) Frame II



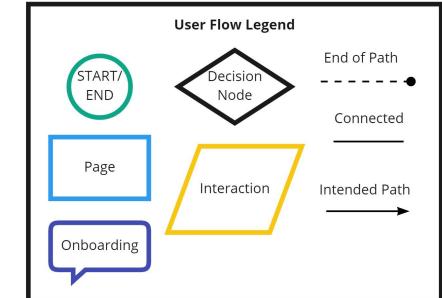
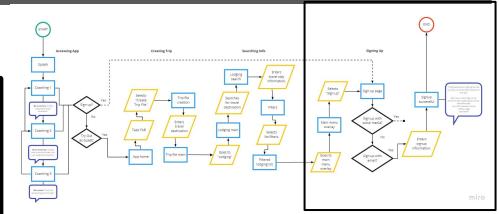
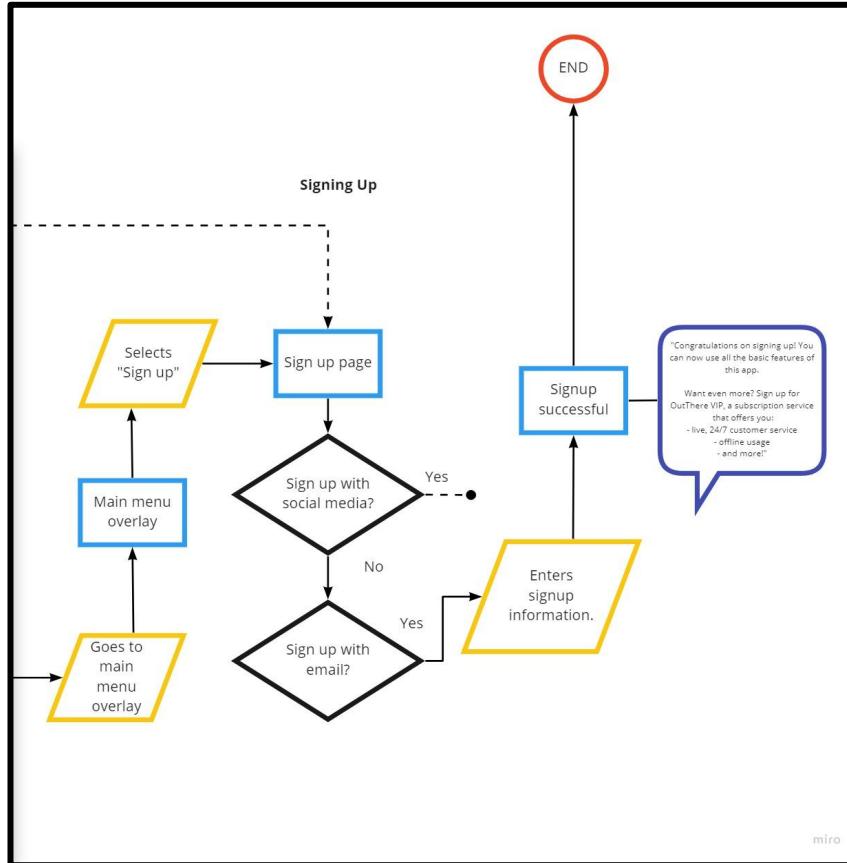


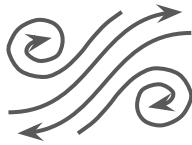
# User Flow (Second Iteration) Frame III





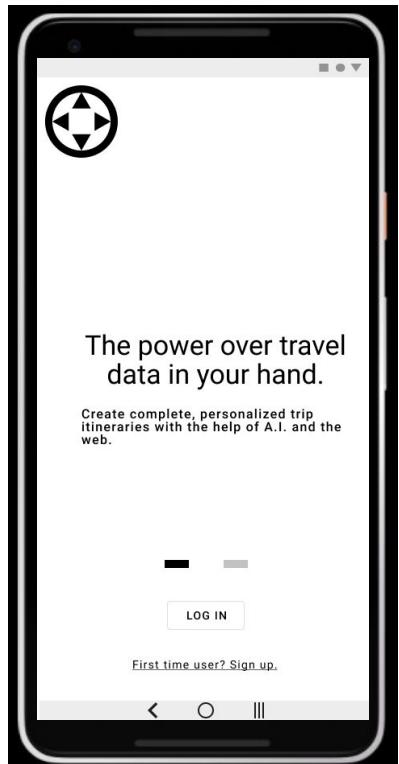
# User Flow (Second Iteration) Frame IV



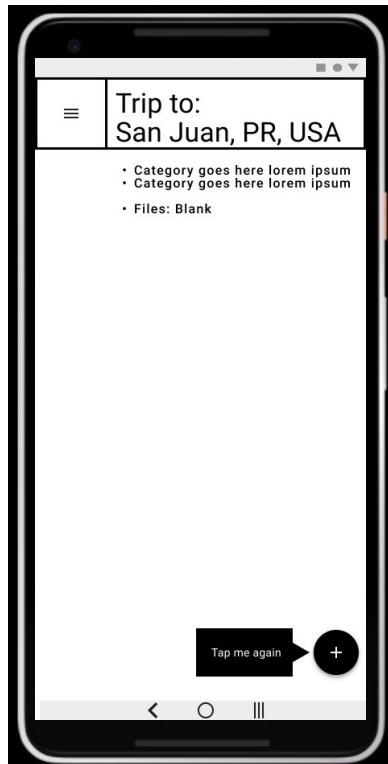


# Digital Android UX Wireframes (First Iteration)

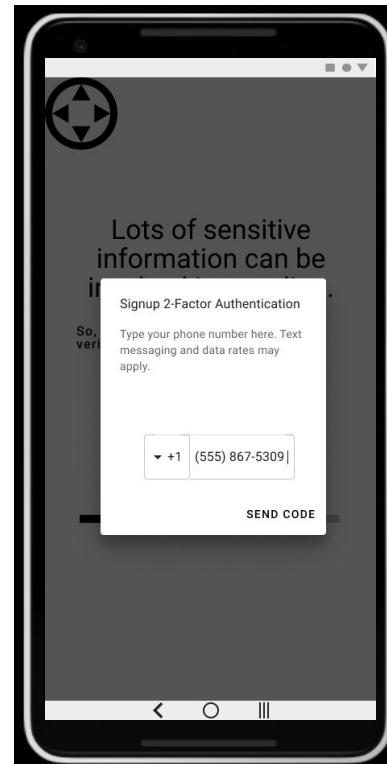
Coaching Screen, Page 1



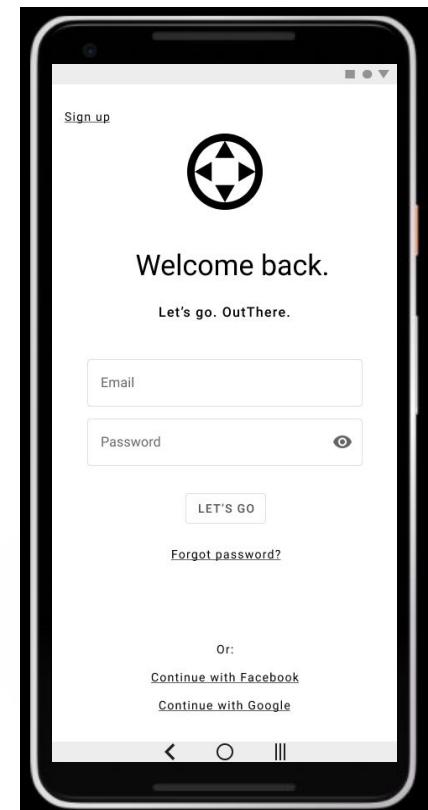
Trip Main Screen

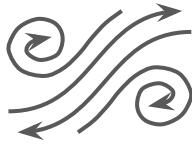


Signup Two-Factor Authorization Overlay



Login Screen



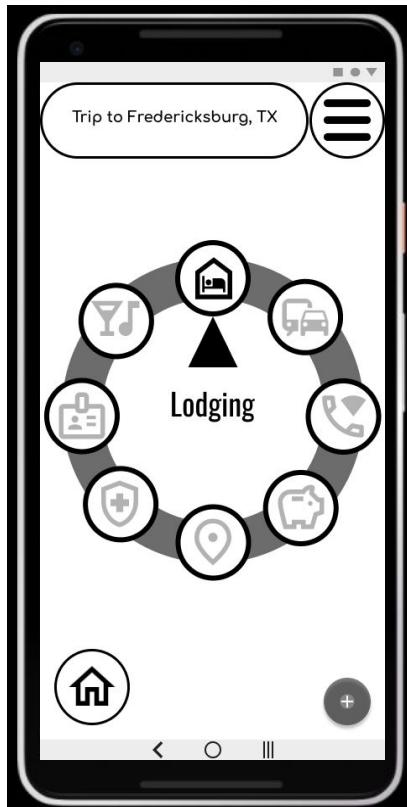


# Digital Android UX Wireframes (Second Iteration)

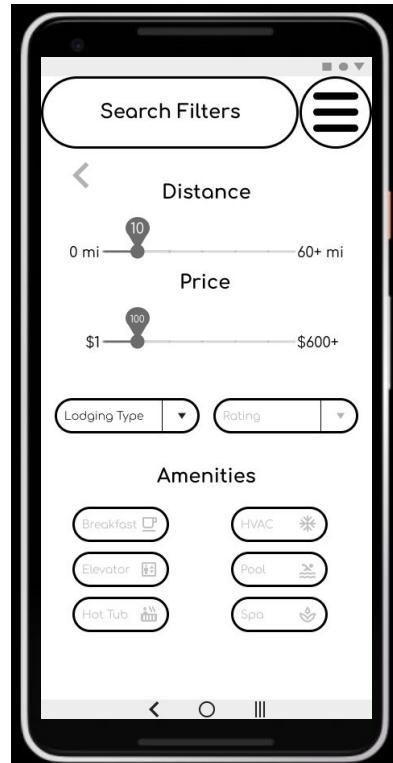
Coaching Screen, Page 2



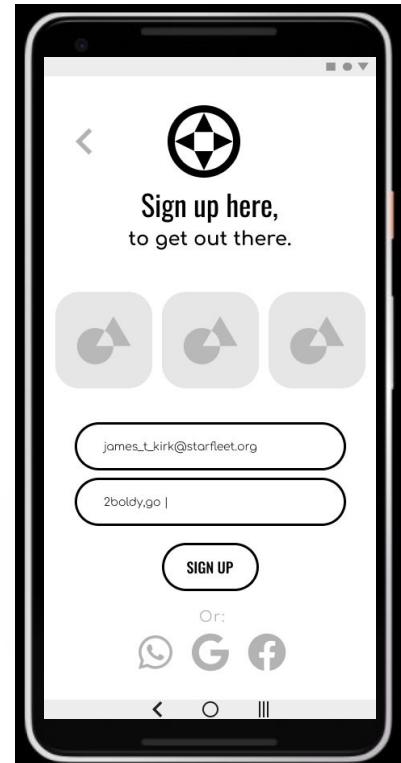
Trip Main Screen, Lodging

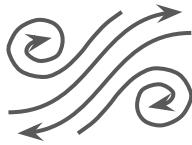


Lodging Search Screen,  
Filters



Sign Up Screen





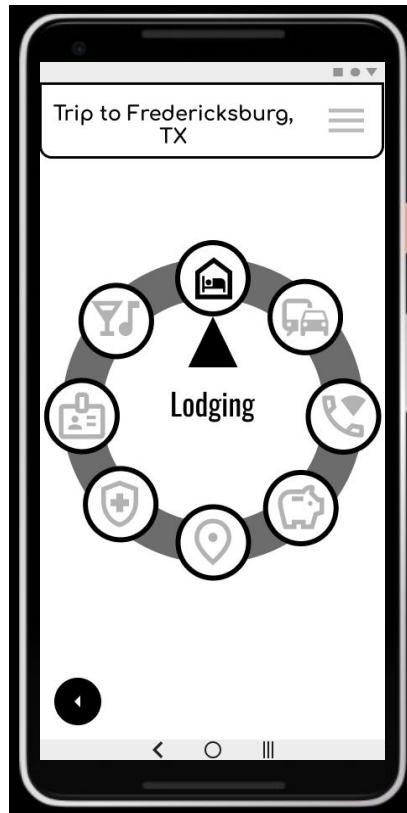
# Digital Android UX Wireframes (Third Iteration)

[Click here](#) to access Clickable Figma Prototype - Third Iteration

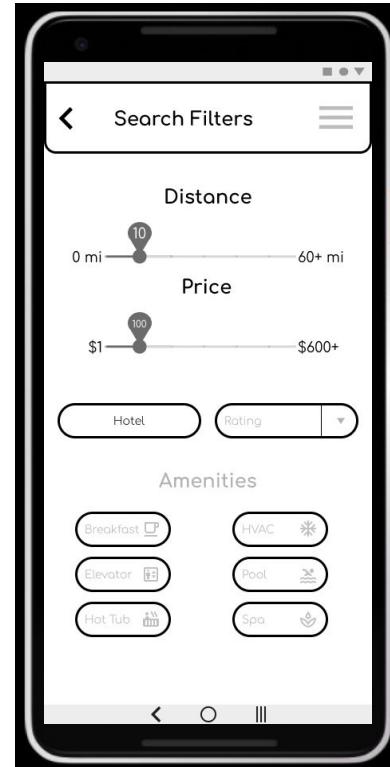
Coaching Screen, Page 2



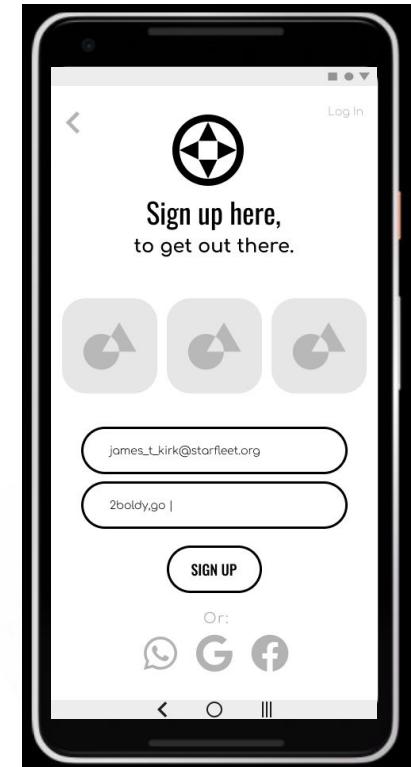
Trip Main Screen, Lodging

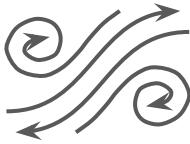


Lodging Search Screen,  
Filters



Sign Up Screen





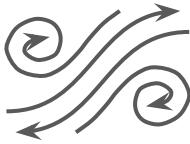
# Guerilla User Testing Results Analysis

- Main three issues brought up during user testing
  - Button Design
  - Navigation Design
  - Testing Design

## Testing Legend:

- P = Persona
- G = General
- TC = Trip Creation
- SH = Search Hotels
- SU = Sign Up

Usability Problems		
Button Design	Navigation Design	Testing Design
SU: went to CTA button instead of field to create a password	G: direct the user by making the to-go item on the screen the first thing they see	G: some people want to skip onboarding and get straight into app
TC: went to app menu and other button on app home page before FAB	TC: thought that because app menu was grayed out, would have to sign in order to do anything (didn't seem to notice FAB)	G: didn't like fictional article title at head of lodging main page, and made comments on it
G: thought heading text box on home page was a button	G: became lost multiple times just in the onboarding alone	P: sounded frustrated starting from the onboarding
SU: went to heading text box on home page, thinking it was a button	TC: even though button grayed out, still tried to click it	G: app had a very short lasting impression after test
G: make sure heading boxes look like heading boxes, and buttons look like buttons	G: thinks they need act to create trip	G: was bothered by all the grayed-out items
		G: didn't like being herded through the app via graying-out items

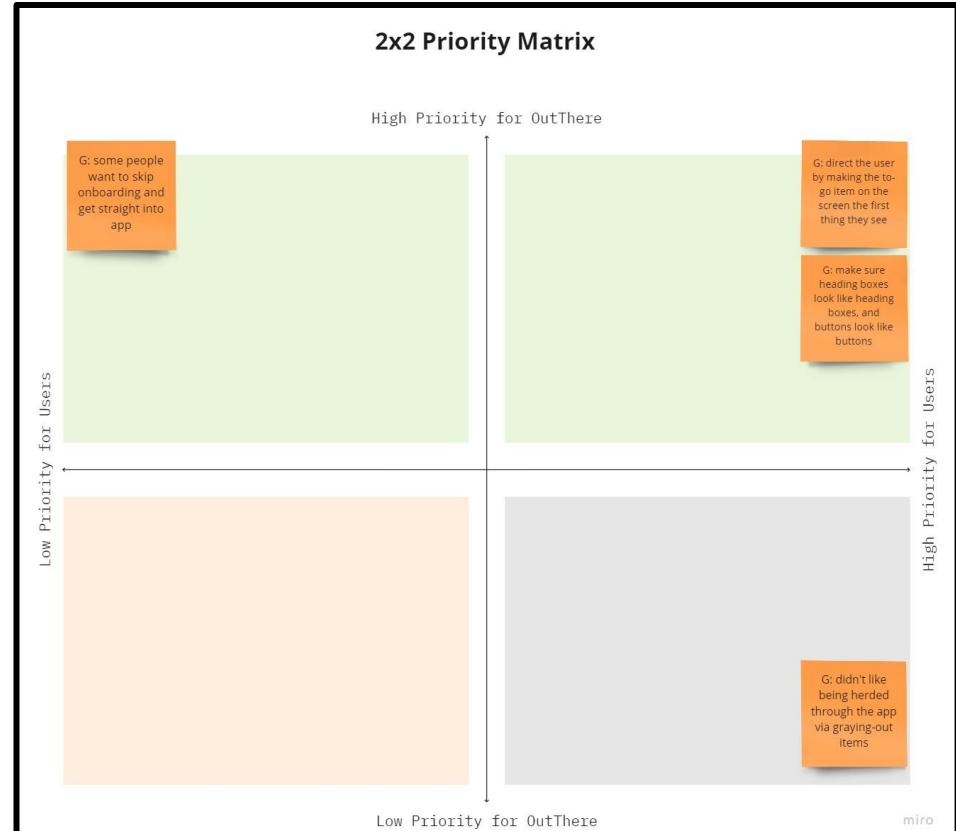


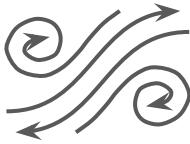
# Guerilla User Testing Results Analysis (ctd.)

- Main three issues brought up during user testing
  - Button Design
  - Navigation Design
  - Testing Design

## Testing Legend:

- P = Persona
- G = General
- TC = Trip Creation
- SH = Search Hotels
- SU = Sign Up





## Final Thoughts

It's been incredible to look over these slides and see tangible progress, especially in the prototype designs. To see my work, actual work, in the flesh fills me with excitement, a sense of accomplishment, and, most importantly, a sense of meaning. It's clear to me that, proceeding forward, my main obstacles to overcome are my perfectionist tendencies and scope creep, which have both demonstrated to me that they can slow my progress to a crawl. I've also seen my strengths demonstrated as well, in my ability to improve and grow, my ability to apply what I learn, my analytical skills, and my creative skills.

Having completed this case study, I can say confidently and sincerely that I enjoy UX Design, and I want to pursue it as a career. I hope, and will work to make it so, that in a few months, when I step out into the field, I will make a good name for myself "out there."

- Nathan Friedman, Future UX Designer