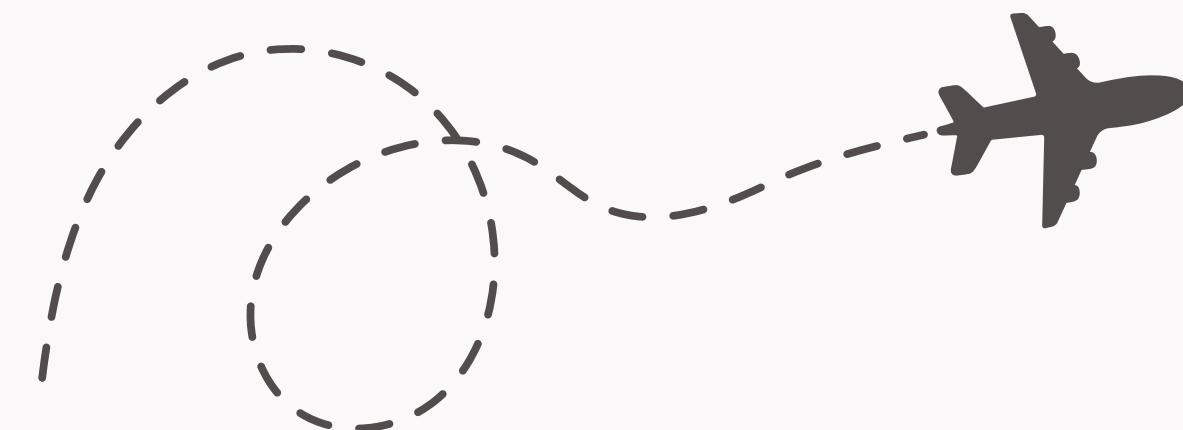
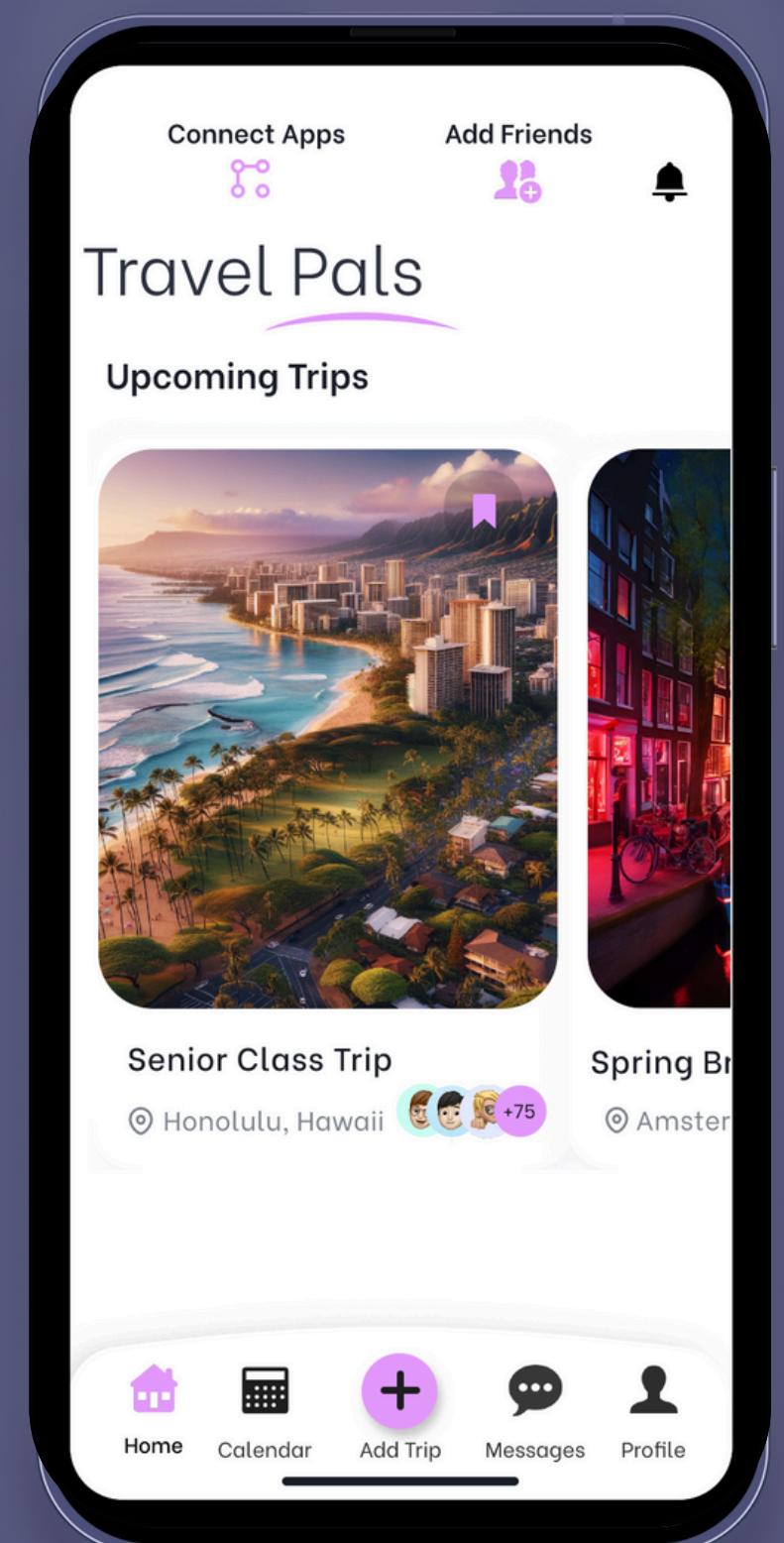
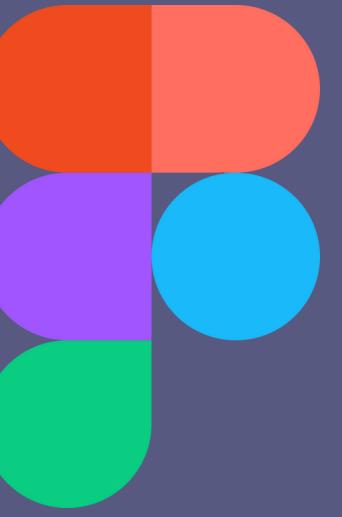


Travel Pals

CS352 Final Project Presentation



S a r a h S a t c h e l l



FIGMA PROTOTYPE

TravelPals

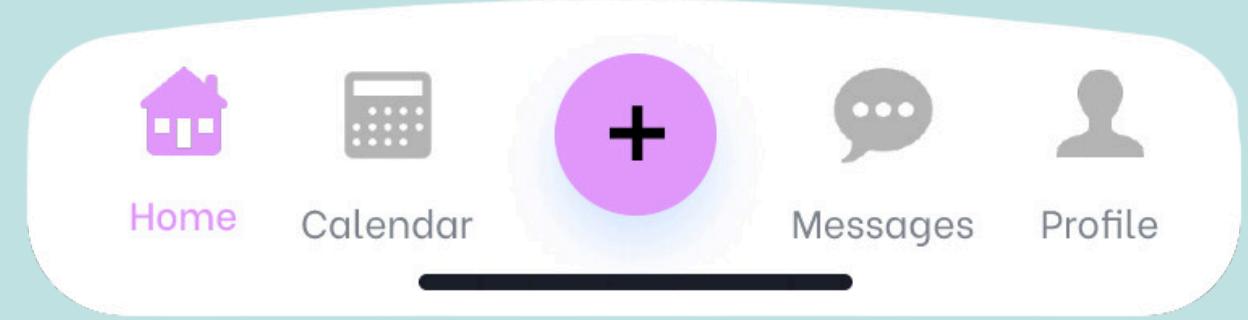
Usability Problem and Target Audience



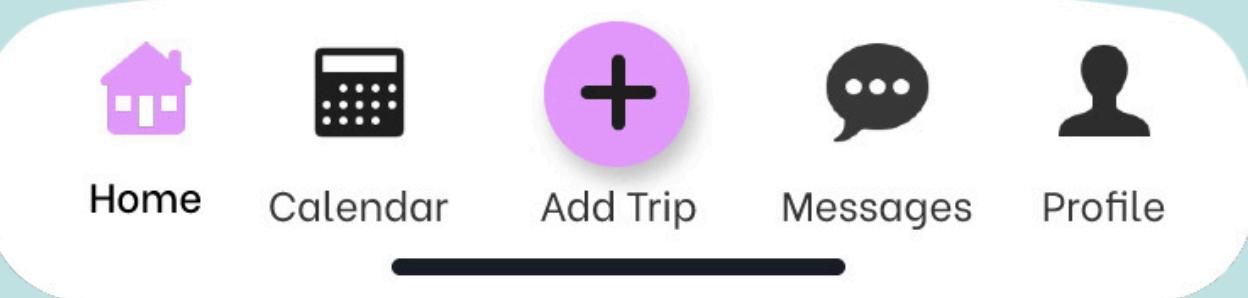
Group travel planning often involves complex coordination and communication challenges, leading to miscommunication and logistical issues. Existing solutions lack the ability to consolidate trip details, align schedules, and manage shared expenses efficiently. Our app, TravelPals, addresses these pain points by allowing users to combine their personal calendars, view trip details, and manage accommodations and activities in one place. The target audience for TravelPals is tech-savvy individuals aged 18-50 in suburban or urban areas, who frequently plan trips with friends or family and value convenience in travel planning.

Decision 1 - Enhancing Navigation

Before:

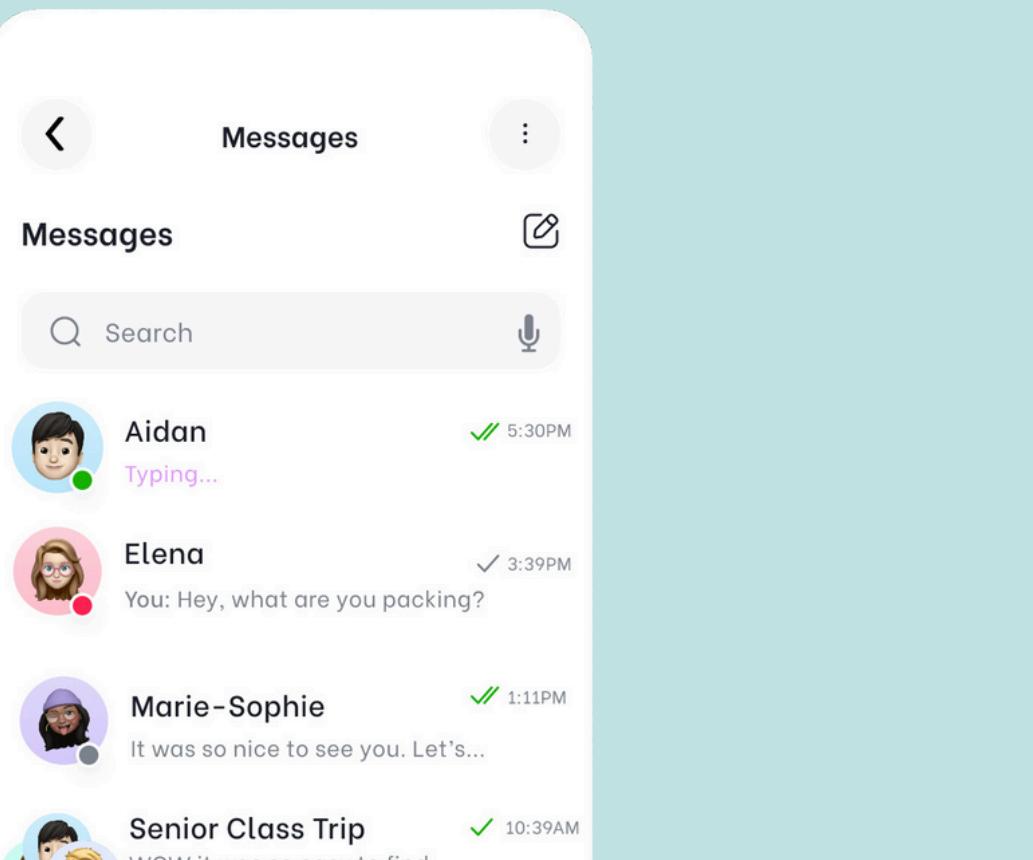


After:

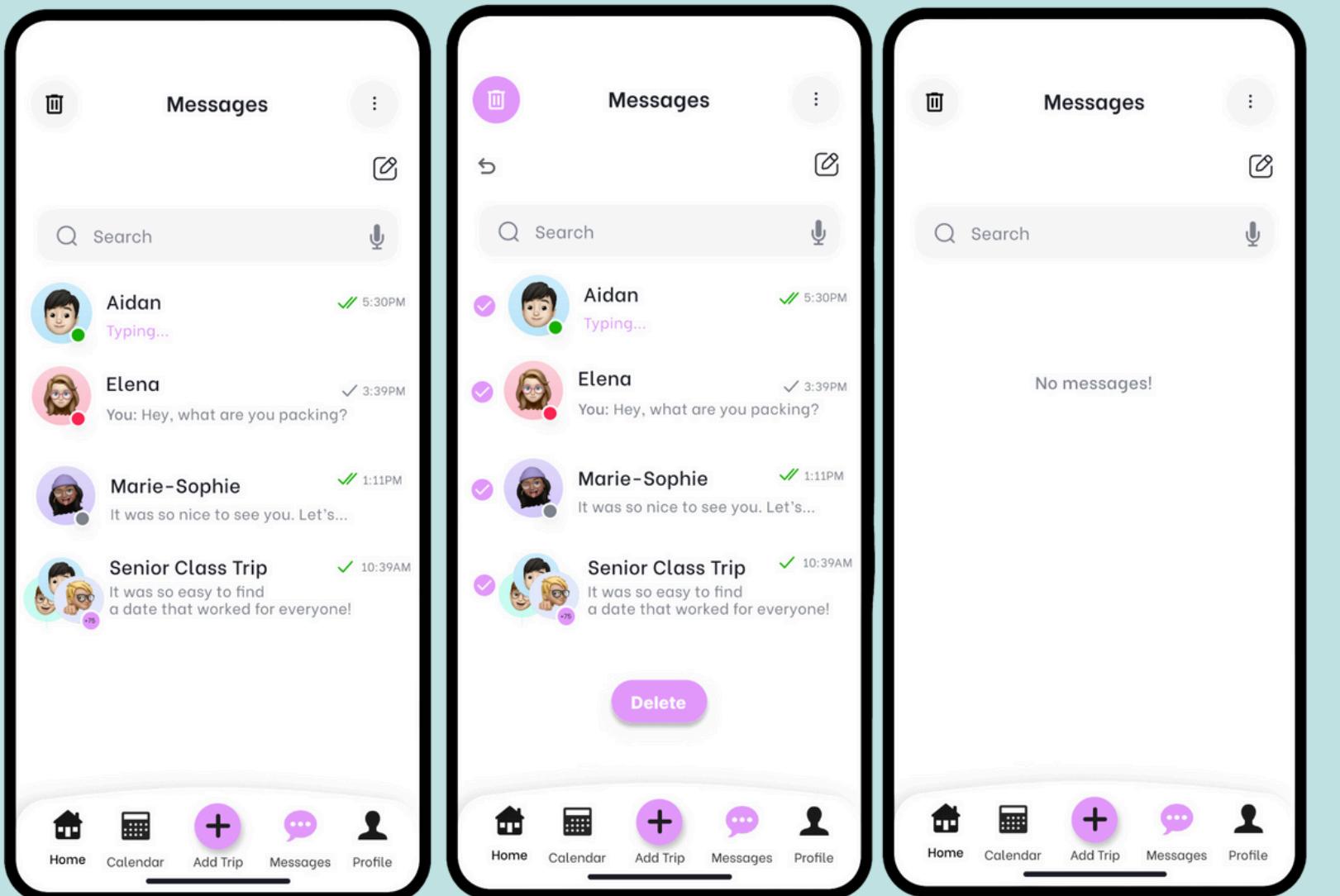


Adding "Add Trip" to the home bar aligns with Nielsen's heuristics, particularly in terms of visibility of system status and consistency/standards. We also darkened the icons to increase the contrast. The new navigation bar allows users to easily understand its purpose and increases accessibility. This decision enhances the usability of the app by ensuring consistency in navigation and adhering to established design standards (formative research).

Before:



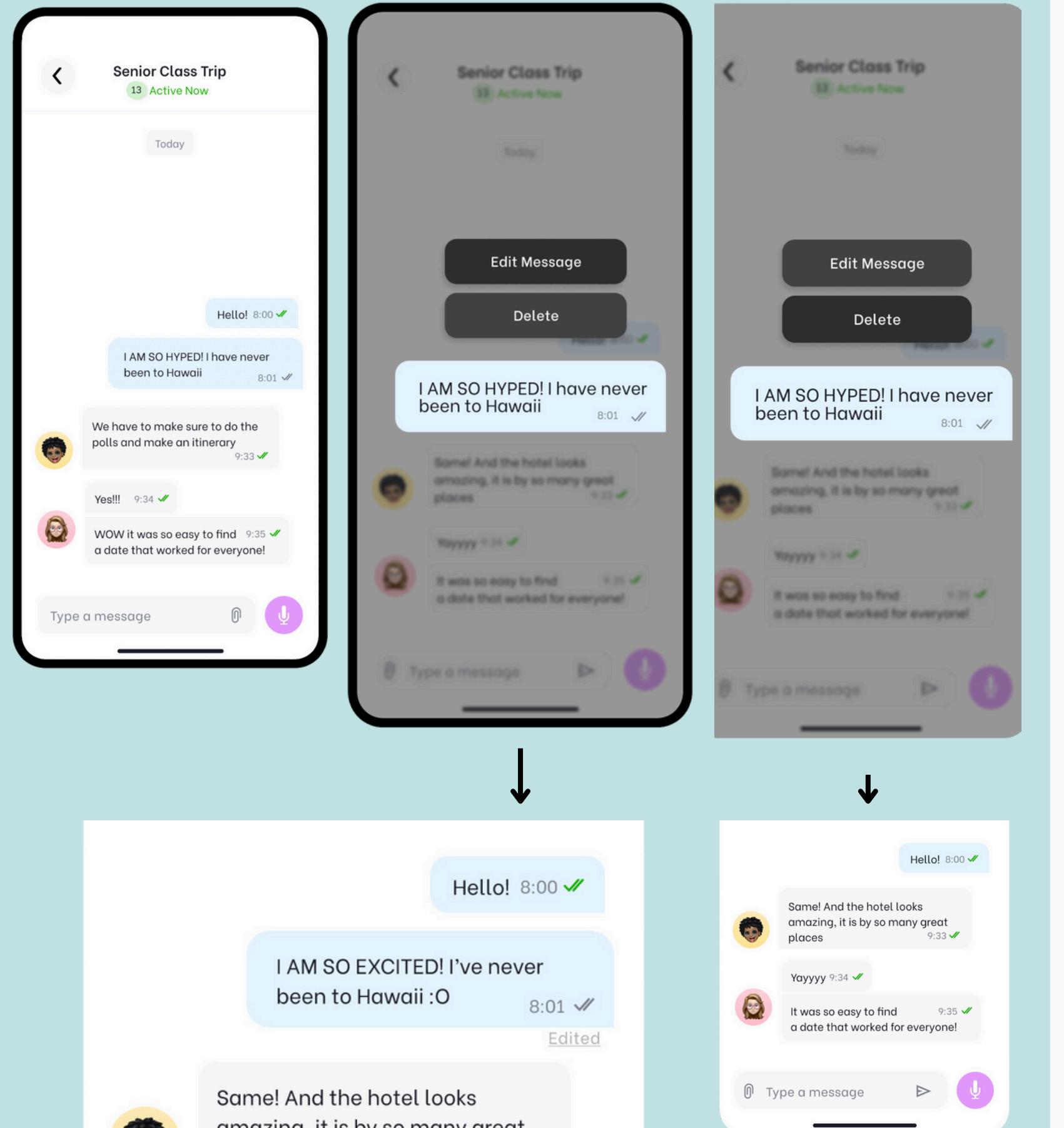
After:



Decision 2 - Error Prevention: Adding Delete Messages Feature

The messaging system lacked a delete feature, which prevented users from removing unwanted messages. We added a delete button for each message, allowing users to remove messages from their chat history. This improvement aligns with Nielsen's heuristic for error prevention. By enabling users to delete messages, we reduce the risk of accidental or inappropriate messages remaining in the chat. It provides users with greater control over their conversations, enhancing the overall user experience and minimizing potential errors or clutter in the messaging system.

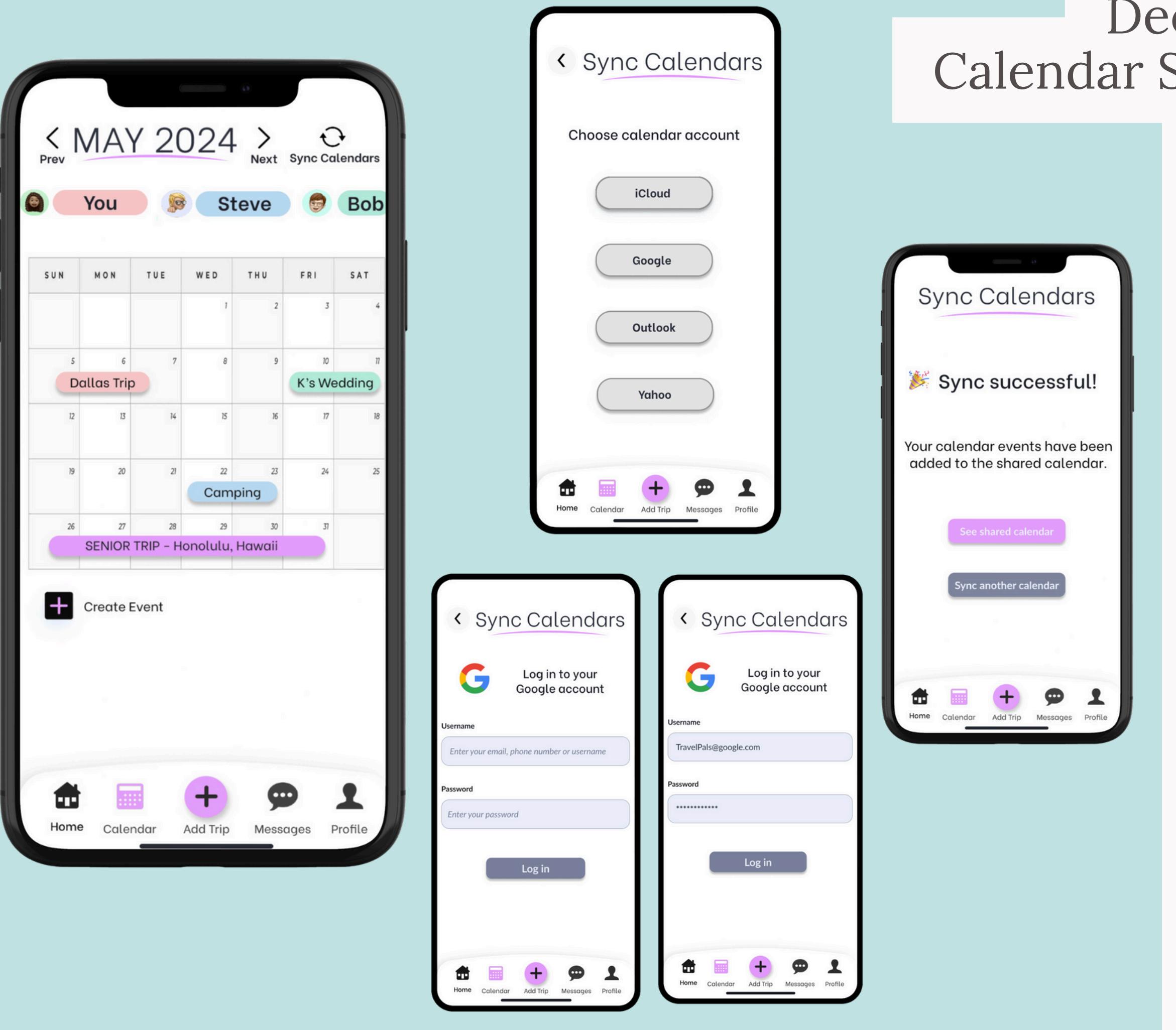
Before: After:



Decision 3 – Editing and Deleting Messages in Group Chat

Users could not edit or delete messages within the group chat, which led to frustration and communication errors. We introduced options to edit and delete messages directly within the group chat interface. This enhancement significantly improves error prevention by allowing users to correct mistakes and remove messages that were sent inadvertently. It supports Nielsen's heuristic by giving users the ability to easily rectify errors, thereby preventing misunderstandings and maintaining the integrity of group communications. This feature not only enhances user control and freedom but also contributes to a more efficient and error-free messaging environment.

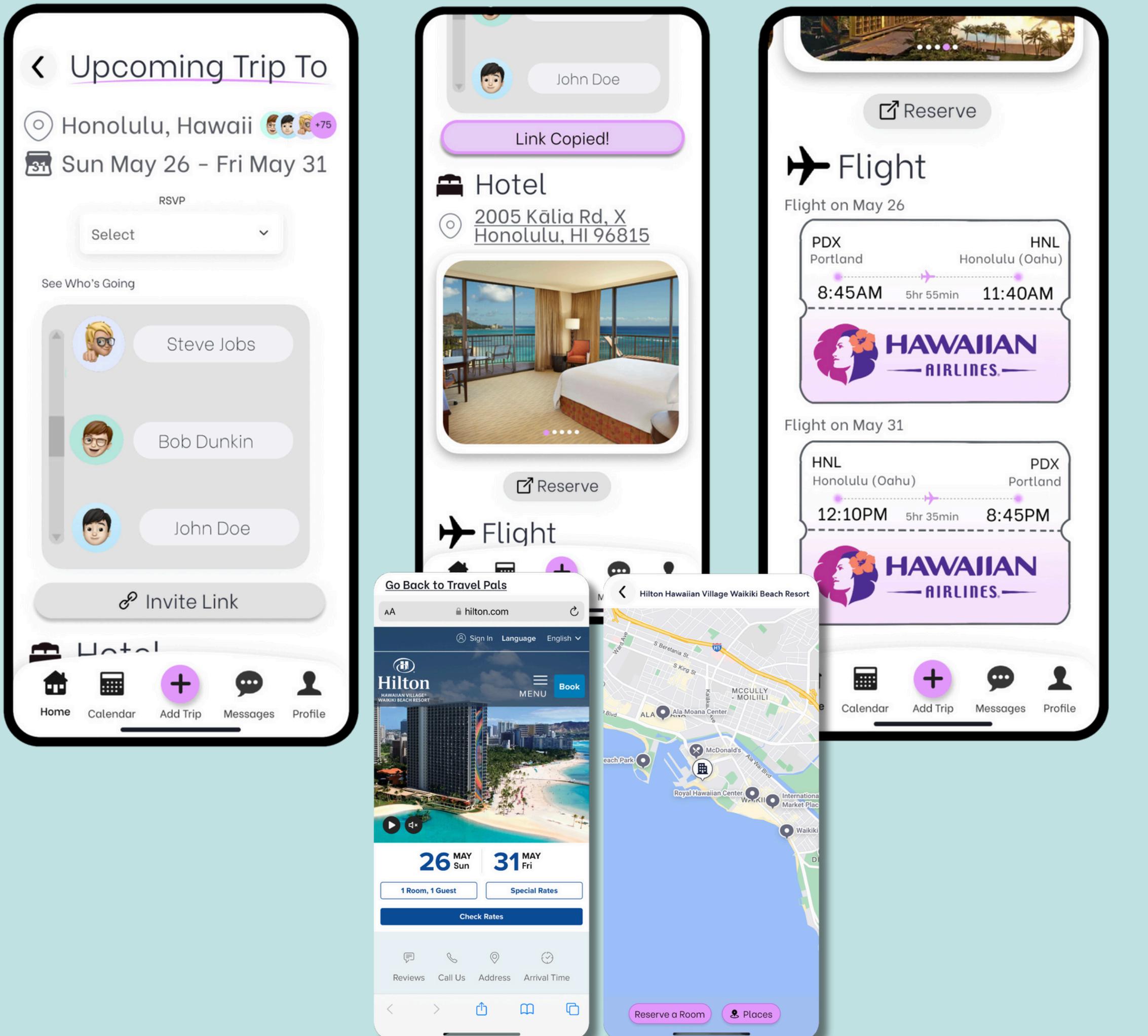
Decision 4 - Enabling External Calendar Syncing and Event Labeling



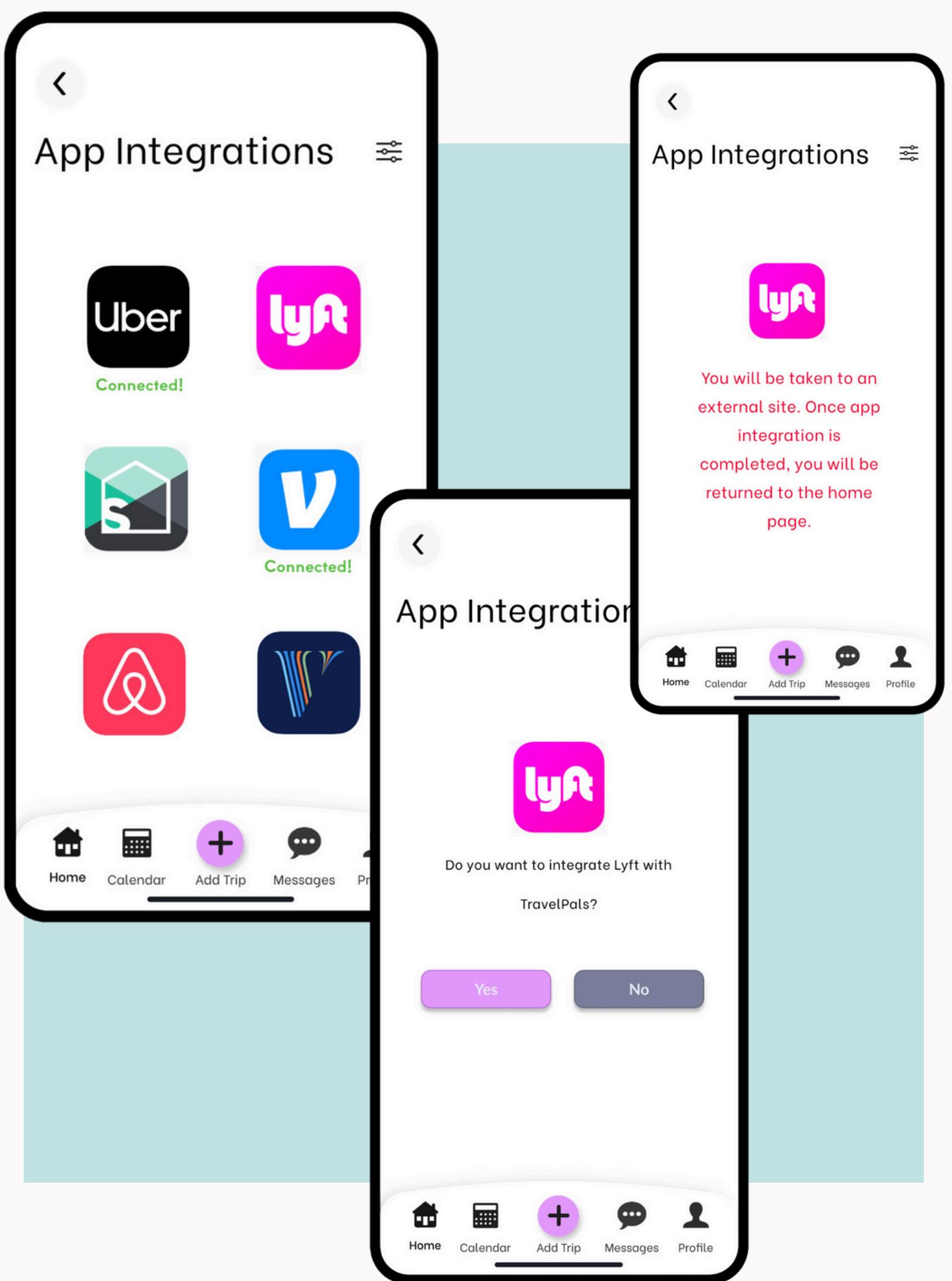
Users couldn't add events to the shared calendar through syncing their personal calendars. The calendar also lacked labels for the events previously. So, we enabled syncing with external calendars such as Google Calendar and Outlook. This integration provides flexibility and control over calendar events, ensuring that users can seamlessly manage their schedules in one place (Research Insights). By syncing external calendars, users can automatically reflect their availability and appointments, reducing the need for manual updates and minimizing the risk of scheduling conflicts. The improved visibility and addition of a legend for color codes further enhance the calendar's usability, making it easier for users to interpret and manage different types of events (Research Insights). This approach aligns with Nielsen's heuristic of flexibility and efficiency of use, significantly boosting user satisfaction and engagement.

Decision 5 - Enhanced Trip Details

Trip details lacked comprehensive information, limiting users' ability to plan effectively. Therefore, we redesigned trip details to include additional information such as hotel and flight details upon scrolling. We added options to view hotel location on a map and book a room externally. Allowing users to make more informed decisions and plan their trips more effectively. The addition of options to view hotel locations on a map and book rooms externally provides users with greater flexibility and convenience in arranging accommodations. Displaying ticket information for flights directly within the trip details streamlines the planning process and improves the overall user experience, aligning with Nielsen's heuristic of flexibility and efficiency of use.



Decision 6 - App Integrations



Integrating TravelPals with popular accommodation and travel booking platforms such as Booking.com and Expedia enhances the app's functionality and utility for users. By allowing seamless access to a wide range of accommodation and travel services, users can conveniently plan and book their trips without leaving the app. This integration streamlines the trip planning process, reducing the need to switch between multiple platforms and enhancing user satisfaction. Additionally, providing access to deals and discounts available on external platforms enhances the value proposition of TravelPals, making it a one-stop solution for all trip planning needs. This decision aligns with Nielsen's heuristic of flexibility and efficiency of use, enabling users to access comprehensive travel services within a single app interface.

Decision 7 - Contrast Enhancement for Login Credentials

Before:

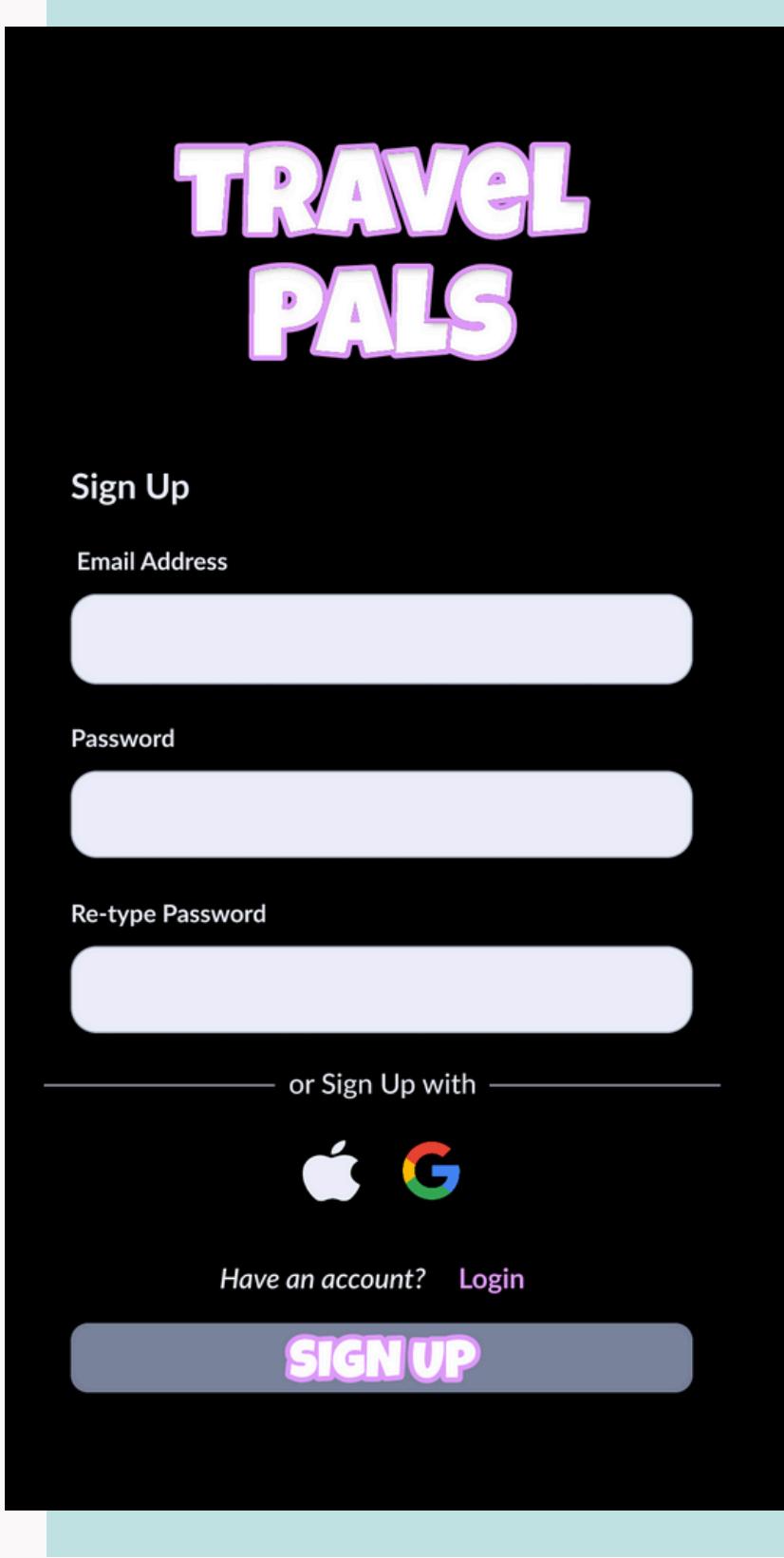
The screenshot shows a dark-themed login interface. At the top left is the word "Login". Below it is a text input field labeled "ID" containing "TravelPals@example.com". Below that is a password input field labeled "Password" showing masked text. To the right of the password field is a horizontal line with the text "or Login with" followed by Apple and Google icons. At the bottom left is a link "Don't have an account? Sign Up". In the center is a purple rectangular button with the white text "Log in".

After:

The screenshot shows the same dark-themed login interface as the "Before" version, but with several visual changes. The "TravelPals" logo at the top left is now in a larger, bold, pink font. The "Log in" button has been updated to a larger, rounded rectangle with a pink-to-purple gradient and the word "LOGIN" in white capital letters. The "ID" and "Password" input fields now have placeholder text: "Enter your email, phone number or username" and "Enter your password" respectively. The "or Login with" section remains the same with Apple and Google icons. The "Sign Up" and "Log in" buttons at the bottom are also in the new style.

Enhancing contrast for the login button upon entering valid credentials improves the clarity and usability of the login process. By adjusting the text font and color of the login button, users receive immediate visual feedback, confirming the accuracy of their input and signaling readiness to proceed. This design decision aligns with Nielsen's heuristic of visibility of system status, providing users with clear indications of their progress within the login workflow. Additionally, enhancing contrast helps draw users' attention to the login button, guiding them towards the next step in the authentication process. Furthermore, the implementation of this feature contributes to a more intuitive and user-friendly login experience, reducing cognitive load and promoting efficient interaction with the TravelPals app.

Decision 8 - Addition of Sign-Up Feature



The screenshot shows the initial sign-up interface for TravelPals. It features a large "TRAVEL PALS" logo at the top. Below it, there is a "Sign Up" button, followed by input fields for "Email Address" and "Password". A "Re-type Password" field is also present. At the bottom, there is a "SIGNUP" button and links for "or Sign Up with" Apple and Google.

TRAVEL
PALS

Sign Up

Email Address

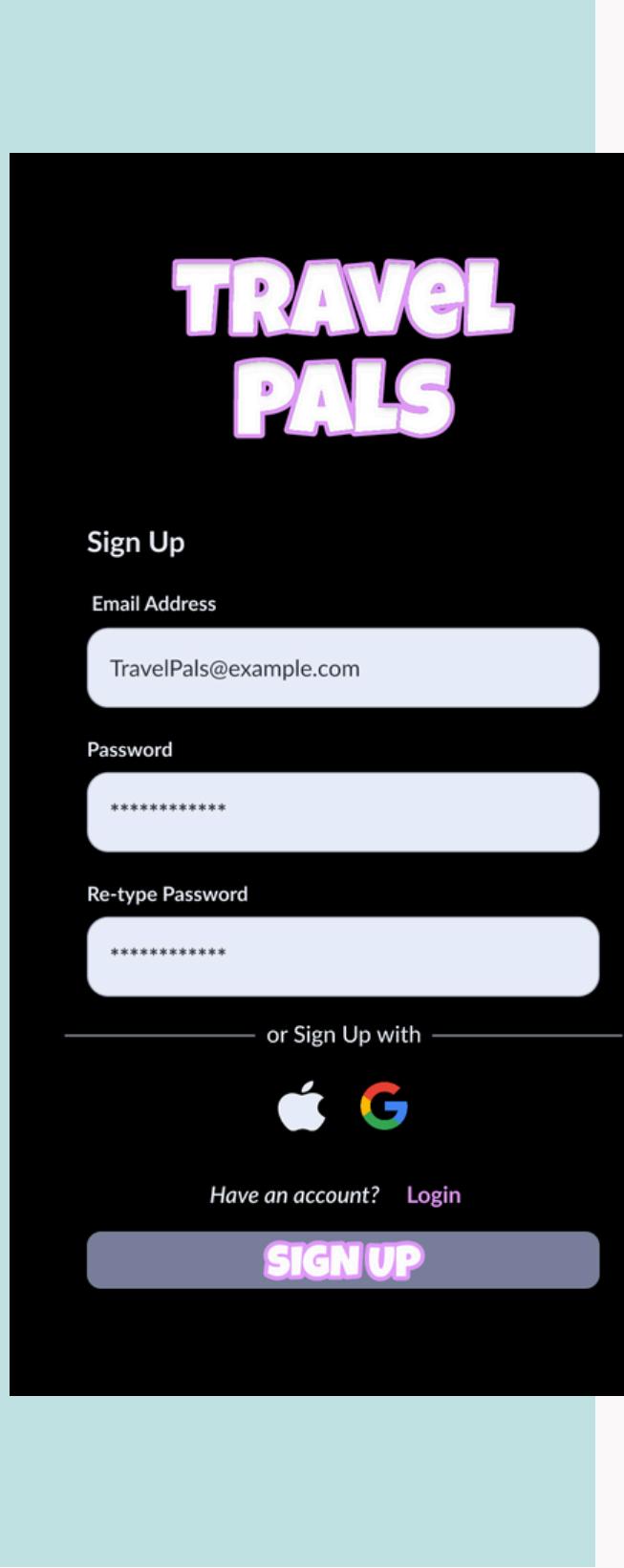
Password

Re-type Password

or Sign Up with

Have an account? Login

SIGNUP



The screenshot shows the updated sign-up interface for TravelPals. The "TRAVEL PALS" logo is at the top. Below it is a "Sign Up" button, followed by input fields for "Email Address", "Password", and "Re-type Password". A "SIGNUP" button is at the bottom. There is also a "Have an account? Login" link and social media integration icons for Apple and Google.

TRAVEL
PALS

Sign Up

Email Address

TravelPals@example.com

Password

Re-type Password

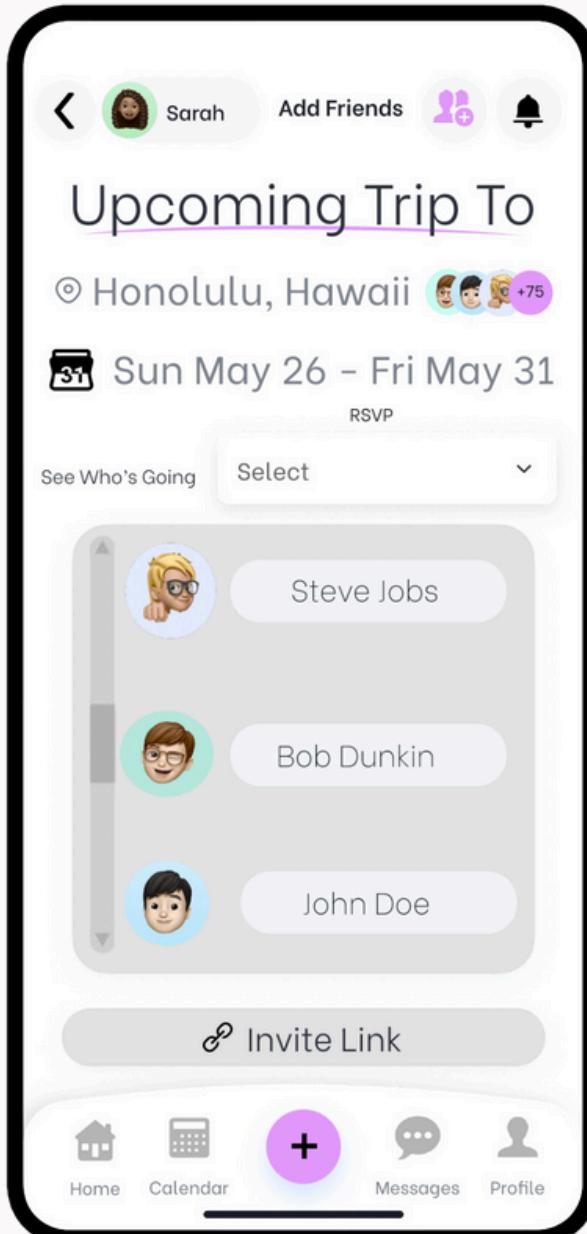
or Sign Up with

Have an account? Login

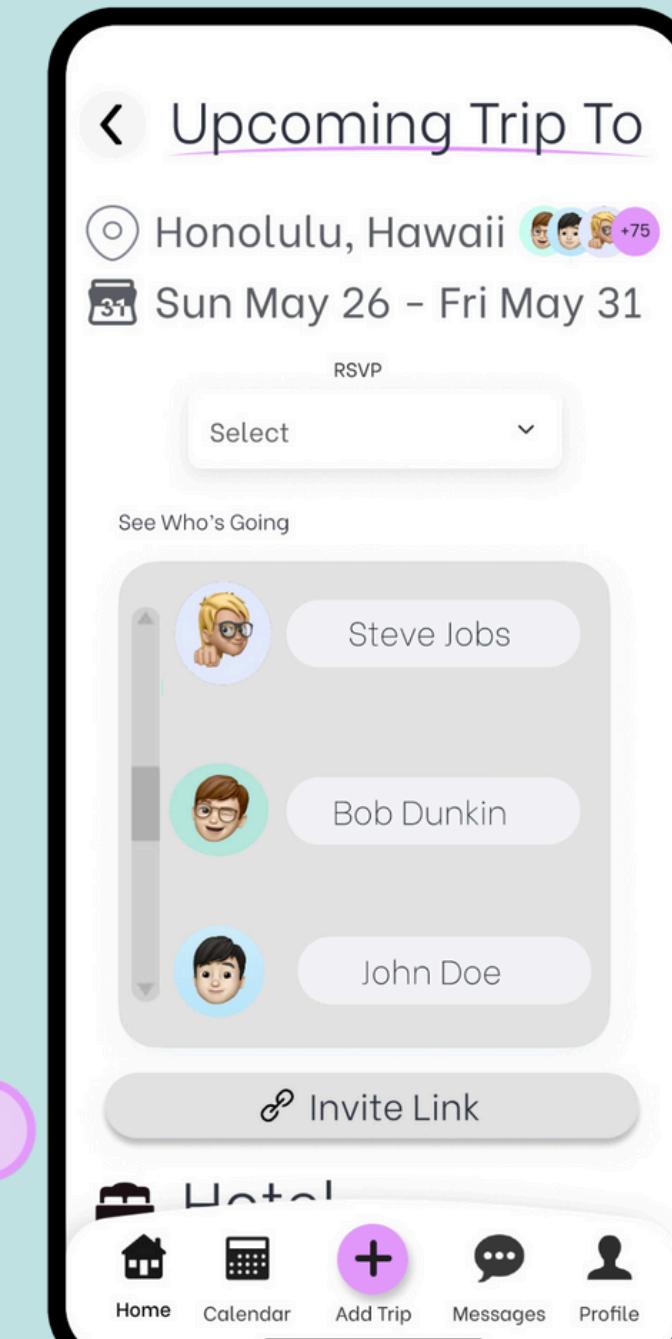
SIGNUP

Incorporating a sign-up feature into TravelPals addresses the usability gap related to user onboarding and account creation. By providing new users with the option to register directly from the login screen, TravelPals expands its user base and improves accessibility for individuals who have not yet created accounts. The sign-up process is designed to be intuitive and straightforward, with clear instructions and user-friendly form fields, ensuring a seamless experience for new users. This decision aligns with usability principles, particularly Nielsen's heuristic of flexibility and efficiency of use, by offering multiple pathways for accessing the app's functionalities. Moreover, the addition of a sign-up feature enhances TravelPals' overall usability and user satisfaction by empowering individuals to quickly and easily join the platform and begin utilizing its features for trip planning and coordination. The inclusion of this feature was informed by user feedback gathered during interviews, highlighting the importance of incorporating user insights into the design process to meet the needs and expectations of the target audience.

Before:



After:



Decision 9 - Redesigned Trip Details Layout

The decision to redesign the trip details layout was driven by the need to enhance clarity and organization within the app interface. By separating the "See who's going" list from the RSVP location, we address the confusion experienced by users and improve the overall user experience. This redesign aligns with usability principles, particularly Nielsen's heuristic of consistency and standards, by establishing a standardized format for headings and icons throughout the trip details page. Consistent formatting helps users navigate the interface more effectively and promotes a sense of familiarity and predictability. Additionally, the revised layout improves visual hierarchy by clearly delineating different sections of the trip details page, making it easier for users to locate and interpret relevant information (Feedback).

Link Copied!

dynamic

References

Hannah, Scott. INTRO to USABILITY ENGINEERING. Oregon State University, canvas.oregonstate.edu/courses/1958503/pages/exploration-empirical-evaluations.

Ledsham, Christopher, and Felix Richter. "Gen Zers and Millennials Travel More for Leisure in America." Statista Daily Data, 27 July 2023, www.statista.com/chart/30498/gen-zers-and-millennials-travel-more-for-leisure-in-america/.

"Mobile Fact Sheet." Pew Research Center: Internet, Science & Tech, Pew Research Center, 31 Jan. 2024, www.pewresearch.org/internet/fact-sheet/mobile/.

Canva.com

https://www.google.com/url?sa=i&url=https%3A%2F%2Fcommons.wikimedia.org%2Fwiki%2FFile%3AFigma-logo.svg&psig=AOvVaw0weQ42TNUwoX_GudeX6vH6&ust=1718245499629000&source=images&cd=vfe&opi=89978449&ved=0CBAQjRxqFwoTCIiSzLaB1YYDFQAAAAAdAAAAABAE