

TRAVEL19

COVID 19
TRAVEL DURING
THE PANDEMIC

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MY ROLE:
UX DESIGNER
UX RESEARCHER



Trials of Covid Travel

THE PROBLEM:

The Hassle of Traveling with Covid restrictions when you have a family

THE SOLUTION:

To bring an app to the traveler that can give updates to covid information for the region traveling to. And to give them all the necessary paperwork for their travel in a single app, easy access.

TOOLS: Miro, Figma, Google Drive, Adobe Suites



Research Covid Travel

WHY?

Since Covid 19 began 2 and a half years ago travel has had to adapt and change. People stopped going out as much. Travel became taboo for almost 2 years. The hassles/ paperwork and forms that came with traveling were intense.

GOALS

1. To understand the key points of traveling in a safe manor while covid is still going on.
2. To understand the key problems people face to get ready to travel.
3. To understand the level of restrictions people face when traveling outside the country.

MY ROLE & RESPONSIBILITIES

To gather qualitative and quantitative data to show common struggles for the traveling family. The restrictions covid still has on us even after 2 ½ years is detrimental. We need to figure out a simplistic way for families to keep medical paperwork and itineraries up to date with local covid restrictions.

TIMELINE

6 weeks



Travel19

In this research project, I planned and conducted 15 interviews with stakeholders, current users, and potential users in Washington DC.

10
1-1
INTERVIEWS

6
USER
IN GROUP
SESSIONS

3
CLIENT
STAKEHOLDER
INTERVIEWS

Interview Transcripts



[Interview with Amy](#)

[Interview With Audrey](#)

Empathy Map & Affinity Diagram



[Link to Affinity Diagram](#)

[Link to Empathy Map](#)

Julie Weatherly



Julie is married to John Andrews, together they have 2 children. A girl of 11 named Lizzie and a boy of 3 named Drake.

Julie works as a regional bank manager full time, most of her work can be done remotely.

Julie and her family like to go hiking and outdoor sports on the weekends. They enjoy spending time as a family and enjoy traveling to see family. But also know that they need to broaden their horizons. So once a year Julie and her family get to take a trip to a new destination.

Demographics

- 34 years old
- Female
- Went to school for accounting
- Married with 2 children

Interests

- Loves to swim, is on the lake or at the pool almost every day
- Enjoys photography
- Likes to refurbish furniture
- Enjoys history
- Loves walking through old neighborhoods and seeing the architecture.
- Loves making tiktok videos about her family

Tech savviness

- Is confident with tiktok
- Adobe suites
- Excel
- Instagram
- Facebook
- Pinterest
- Snapchat
-

Skills



- Excellent with money
- Takes care of the family accounting
- Excellent at making extravagant play dates for her children.
- Loves photography.

User Persona

✓ Persona Main Job (Main goals)

Her main job is to continue in her profession, work remotely from home so that she can spend as much time with her family as possible.

She wants to be able to provide her children with every opportunity, and learn different cultures.

Gains

By combining the medical together on one app with the rest of her itinerary this will help to take stress off while preparing her family to travel to family and exotic places.

Pains

She finds it frustrating when she checks different travel sites and all of them show different Covid requirements. Its difficult to gage up to date requirements and get paperwork together for traveling

Problem Statement

We believe keeping updated covid restrictions for families wanting to travel to distant destinations will achieve seamless travel and less stress on the traveler. We have observed our product or service is not meeting the goal of seamless and stress free travel for families, which is causing lower numbers of families traveling. How might we improve covid input restrictions at destinations so that families can be updated in real time and make necessary adjustments.

User Insight

As a user researcher, I want to understand how families plan travel with covid restrictions. By understanding the safety precautions families are following when traveling we can better input health maps into the user app/product.

Families need to have a clear understanding of covid restrictions because it can be traumatic to be missing vital information while so far away from home.

Main Problem. A lot of misinformation out there. Difficult to tell what information you will need for different areas when traveling. The web can say one thing but people will say another.

Value Proposition

My organization **Travel 19** is developing Covid 19 itineraries to help families wishing to travel to solve Covid 19 restriction paperwork instability

We're better because we update Covid 19 restrictions daily by Country and Region of preferred travel.

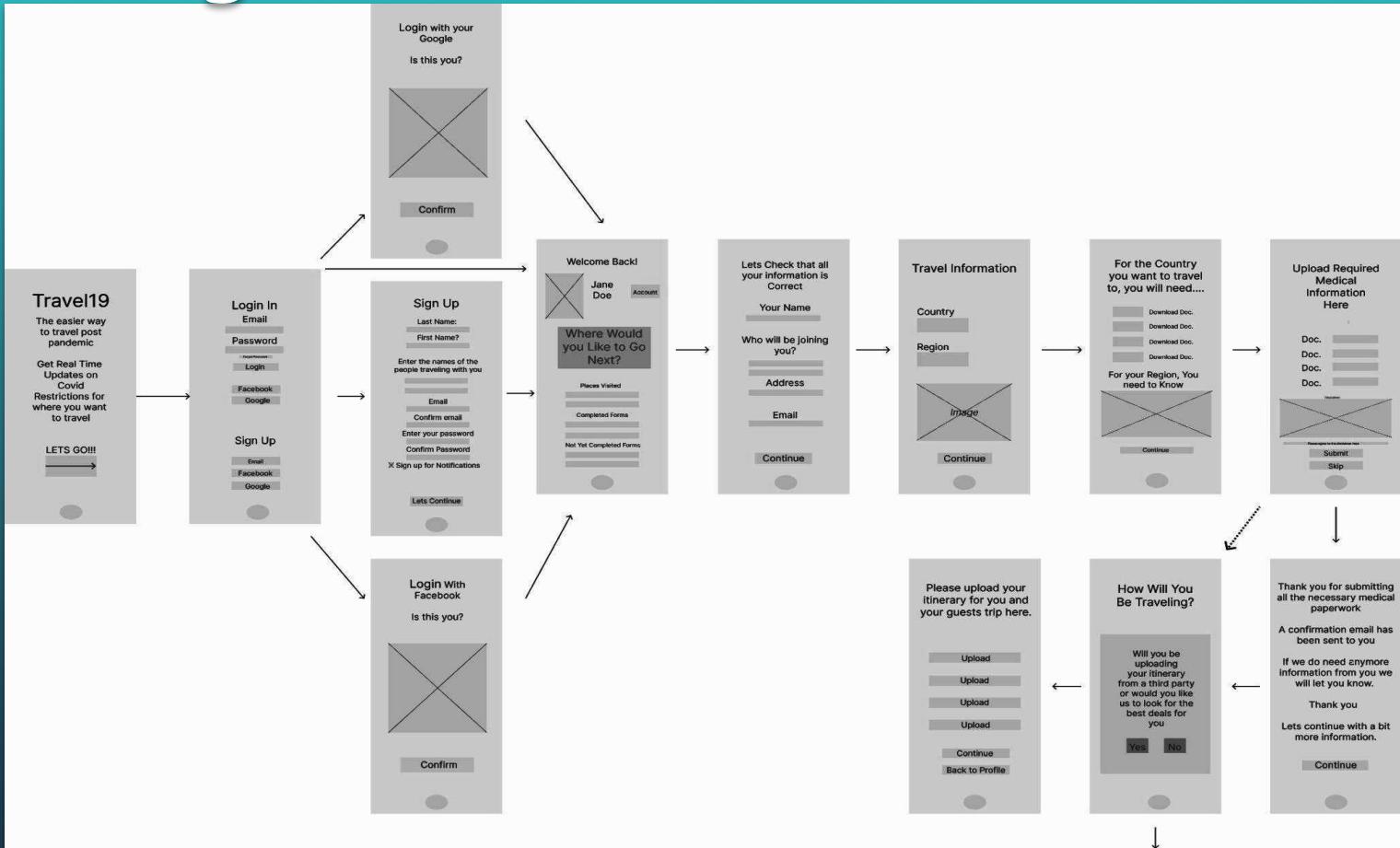
We're believable because we take the stress out of traveling by giving the most up to date information possible for customers to work with.

Figma Diagram

Direct Competitors	Feature Analysis	Competitive Advantage	Strengths	Weaknesses
Expedia	They have a big name for the niche. They can plan multiple trips at once and are connected with google. Easy to book package deals.	They offer packages and they offer hotel booking. Seamless flow between pages. Multiple pop ups that require simplistic answers	Easy to book flights and choose hotels in the area. Easy to follow the steps.	Doesn't offer cheaper options, such as hostels or air bnb's. They don't give you detailed information on covid or health concerns.
Kayak	Easy to use, seamless and doesn't glitch. Shows you places to stay and gets you excited about traveling with pictures on the home screen. Shows favorite hotels around the globe.	Has a rating of 4.5 and over 10 Million downloads. Had a big name and uses icons instead of typography which appeals to the younger generations traveling.	Offers flight tracker, measure bag options and shows you deals near your current location.	Needs to update more frequently and fix the bugs. Doesn't have an option of cruises, homes or packages.
Orbits	They have the exact same Home page as Expedia. They glitch and are not as quick with switching pages as Expedia	They have a strong following for the people who do use them . The app itself is weak, but the web page is strong.	Offers more things to do than Expedia for destinations. Has been around for over 20 years.	Freezes a lot, doesn't seem to have regular updates to fix the bugs.
Hopper	Simplistic home screen to not overwhelm client. Offers home stays. Does not offer packages or cruises.	Easy name to remember. Home screen is very easy to understand, straightforward. Offers home stays (Air bnb's) which Expedia doesn't.	They have a big name with over 10 million downloads. They used to be able to get really cheap flights and hotel stays	They already have the name so they have stopped putting as much effort into upkeep. Terrible customer service. The price freeze.

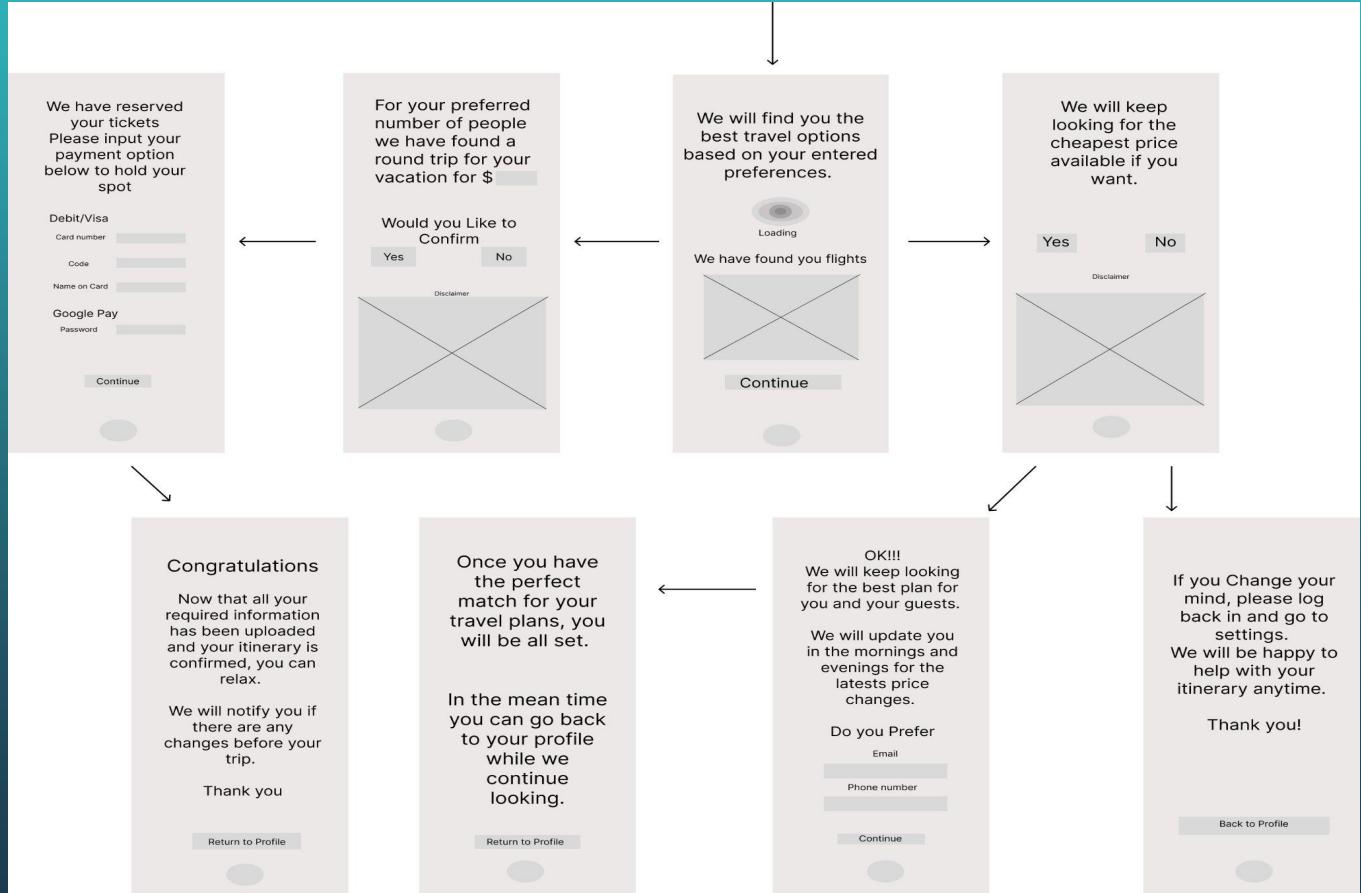
Digital Wireframes

[Click here to see it in Action](#)



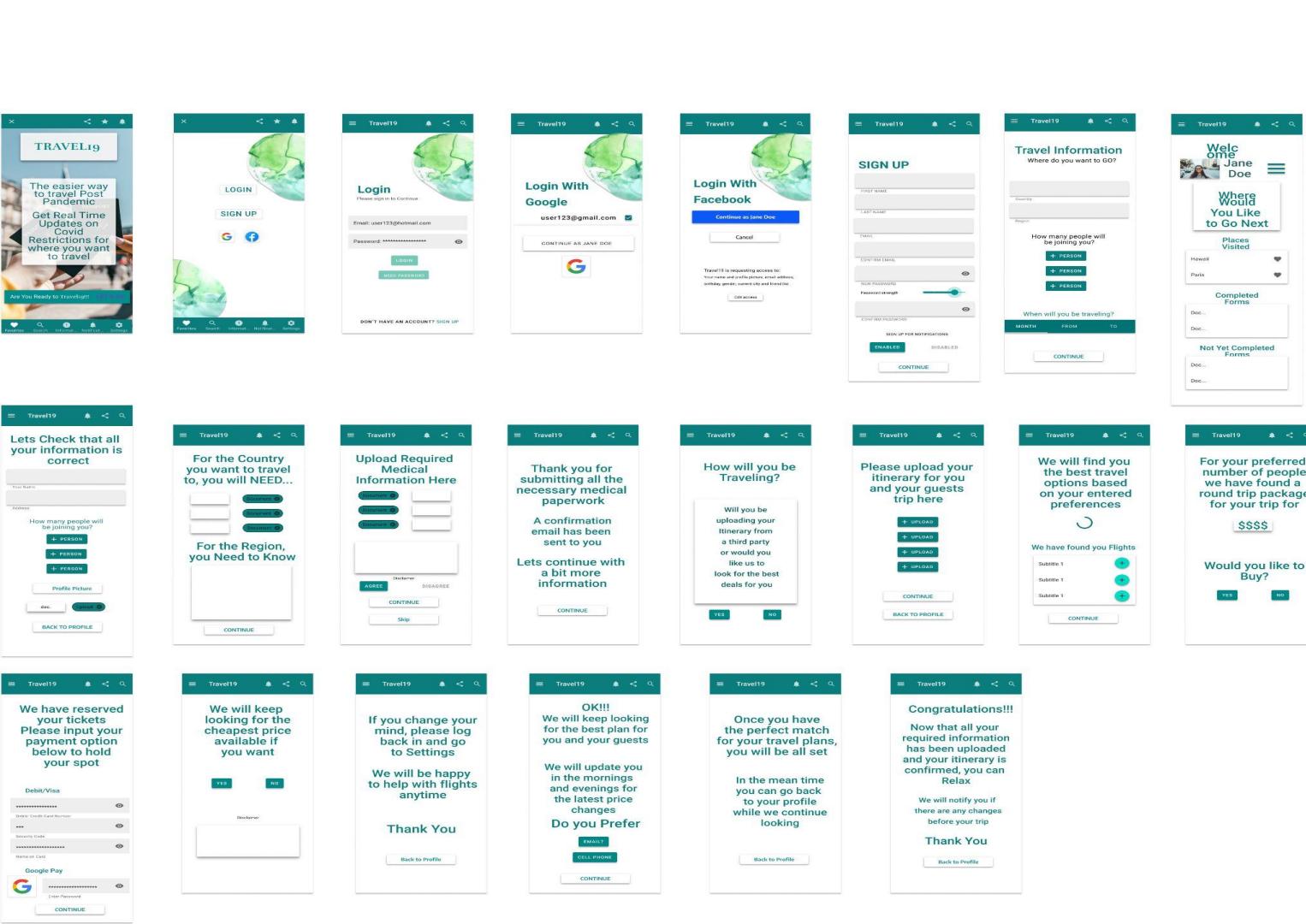
Digital Wireframes Cont.

[Click here to see it
in Action](#)



Mid-Fi Figma Prototype

Click here to
see it in
Action



Recorded User Tests

I conducted many tests with different users, varying in age, to identify any functional issues with the wireframe and Mid-Fi prototypes. In doing so I was able to pinpoint various frustrations that the potential user will encounter.

After listening to the user feedback, I have added the top bar menu to my Mid-fi for the battery, data, wifi and time of day to create a realistic prototype. I have enlarged the Login button and the Sign Up button. I have also changed the splash screen button to a darker shade to indicate that it should be pushed on GO. And I have changed the longer slides to a scroll down menu when viewing.

Recorded User Tests



Recorded User Test



Final Thoughts / Conclusion

With this project I learned how to set up a basic design process and to gather critical information from potential users. However, I wildly underestimated the complexity of this idea and the different algorithms that would be needed to see this to fruition. With this project I learned that I need to do many more tests in the wireframe process and conduct a survey before starting said wireframes. Although the idea of a covid app could have been helpful a year ago, I now believe after many user interviews that it is not as needed as it once might have been. Unfortunately for me, but fortunate for the user, Covid is not a concern such as it once was.

This project has taught me that I need to learn appropriate applications and programming in order to proceed to HiFi prototypes and finished products.