



**tripadvisor**

Sean Fernandez

ARTG 153 Mobile Experience and Design

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# CREATIVE BRIEF

## Project Goals and Objectives

The goal is to add additional functionality to the TripAdvisor app so that it becomes the go-to app for travel planning. We plan to do this by adding a trip planning feature to the app.

## Message

Travel planning can be difficult. TripAdvisor provides unbiased traveler reviews to make better decisions and saves travelers money by comparing prices across different hotels/airlines/restaurants.

## Brand Trust

TripAdvisor is the world's largest travel app. It has over 435 million user reviews and checks over 200 sites to find you the lowest prices.

## Personality

Professional, trustworthy. Users should want to use this app to be informed and make the most of their trips.

## Target Audience

Travelers are the target audience. We expect travelers who are both proactive in planning and travelers who are more spontaneous to use the app.

## Aesthetic Vision

Clean, minimal, modern. The app should be much easier to navigate than it currently is. Gestures should be intuitive.

## Desired Outcome

Travelers should be excited about their trip. We want users to frequently come back. To plan future trips, to leave reviews, and to see if a trip is feasible within a given budget.

## Technical Mandates & Monetization

The biggest technical issues may be due to internet connectivity in remote areas. Money is primarily made through affiliates.



# CREATIVE BRIEF

## Competitors

### Airbnb:

Like TripAdvisor advertises places to stay and experiences at different price ranges. But, the app is easier to navigate and does a better job telling stories.

The screenshot shows a listing for 'The Box' in the Arts District. It features four small images of the interior space, a title card with the name 'The Box' and 'Art Gallery in Arts District', and a red 'Add to Itinerary' button.

The screenshot shows a search results page for 'Anywhere - Anytime - 1 guest'. It displays 'PLACES' as the selected category. Below are sections for 'LOS ANGELES MEETUPS' (4 meetups) and 'SAN FRANCISCO MEETUPS' (3 meetups), along with a 'See all >' link and a navigation bar with 'EXPLORE', 'NEARBY', 'HOTELS', 'INBOX', and 'PROFILE'.

The screenshot shows the 'Day plans' screen with sections for 'San Diego Highlights' and 'Top Sights around the Embarcadero'. It also shows a map of the San Diego area with specific locations marked.

The screenshot shows the main interface of the Google Trips app. It includes a header with travel modes (Car, Train, Plane, Bus, Bike, Walk), a 'Trips' tab, and filters for 'TRAVELER', 'NOT TRAVELER', and 'PAST'.

The screenshot shows the main screen of the TriplIt app. It features a large orange suitcase icon, a blue 'ADD A TRIP' button, and a 'START AUTO-IMPORT' button. There's also a note about importing from Google Calendar.

The screenshot shows a trip itinerary for 'Weekend in Vegas' from July 22 to July 26, 2014. It includes a map, a flight from San Francisco to Las Vegas, directions from LAS to 3355 Las Vegas Blvd., car rental information, and check-in details for The Venetian Resort.



## PERSONAS



### Ted Hunt

“The Frequent Flyer”

Age: 38

Occupation: Journalist / Blogger

Status: Married / 3 Kids

Income: 60k Annually

### Goals and Objectives

- + Quickly book hotels and flights
- + Find nearby restaurants and landmarks
- + Staying organized and on track

### Frustrations

- Having to go through different apps
- Indecisive when picking places to eat or when touring the area

### Biography

Ted is a journalist in his late 30s who travels often for work. He is looking for an app that is easy to navigate, book, and find nearby restaurants. He also does photography as a hobby and would like to find cool places to shoot when traveling.



## PERSONAS



**Jeanette Nguyen**  
“The Tourist”

**Age: 33**

**Occupation: Registered Nurse**

**Status: Married / 2 Kids**

**Income: 80k Annually**

### Goals and Objectives

- + Find activities to do with the whole family
- + Go sightseeing
- + Getting some rest and relaxation on a getaway from a stressful job

### Frustrations

- Not too tech savvy
- Unsure of what to do on her vacation
- Needs lots of accommodation for her family

### Biography

Jeanette is a working mother of 2. She has been wanting to do a family vacation for awhile now. She wants to create a checklist of things to do at their destination and vacation in comfort with her family.



## PERSONAS



### Joel Olson

“The Budget Explorer”

Age: 20

Occupation: Student / Waiter

Status: Single / No Kids

Income: 15k Annually

### Goals and Objectives

- + Find cheap accommodations
- + Finding other activities to do while on his trip
- + Is looking for memorable experiences

### Frustrations

- Too many suggestions out of his budget
- Wants to do more “authentic” activities and less “touristy” activities

### Biography

Joel is a college student who works part-time. He is looking to go on a trip with some friends to check out a festival. He wants to get the most out of his trip while saving money.



# MOODBOARD



#OF1B07  
deep green

#ffffff  
white

#75B1A9  
sky

#D9B44A  
sunglow

#4F6457  
mountains

#ACD0C0  
mist

#F4CC70  
sandstone

#DE7A22  
burnt  
orange

#20948B  
sea

#6AB187  
lagoon





## STYLE GUIDE - ICON



Main Logo



Inverted Text on Brand Color



## STYLE GUIDE - TYPOGRAPHY

Open Sans Regular

*Open Sans Italic*

**Open Sans Semibold**

**Open Sans Bold**

Going for minimalism, I will stick to one font for consistency.

The type for the design is **Open Sans**. Being a sans serif font, Open Sans is clean and easy to read.

Header 1 (48px)

Header 2 (36px)

Header 3 (28px)

Header 4 (18px)

Body (16px)

At TripAdvisor, we believe in the power of travel — and in helping you make the most of every trip. With over 435 million candid traveler reviews, we can help you make the right choice when you shop for hotels, restaurants and attractions. You'll also find low airfares, free travel guides, worldwide vacation rental listings, popular forums with advice about virtually every destination, and more. When it's time to book, we can help you save up to 30% on hotels, checking 200+ sites to find you today's lowest prices. And when you're on your trip, our free mobile app is your ultimate travel companion.

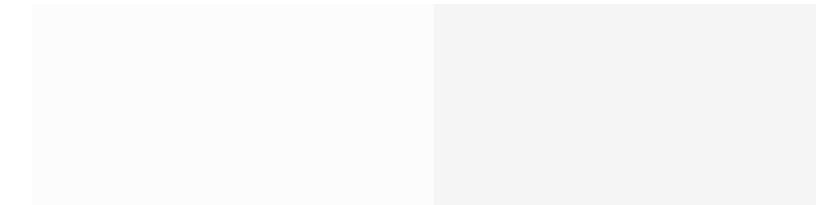


## STYLE GUIDE - COLOR



#00A16B      #00C16A

Primary Brand Color & Active



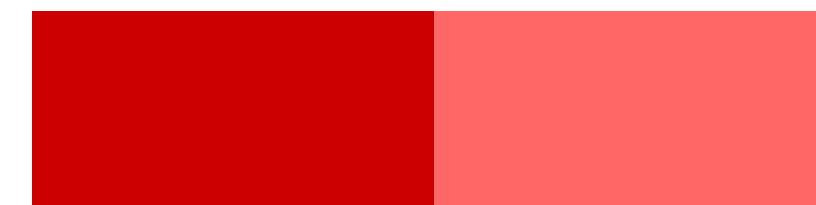
#FCFCFC      #F5F5F5

Medium White & Shades



#2A2C2B      #494B4A

Medium Black & Tones



#CC0000      #FF6767

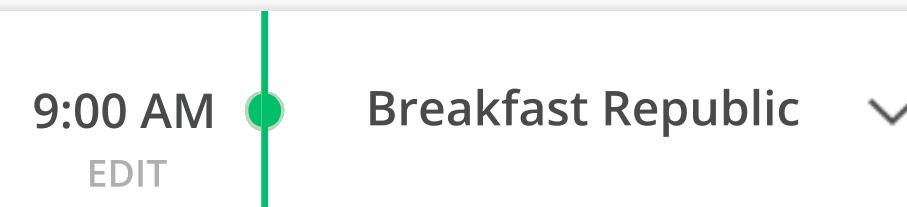
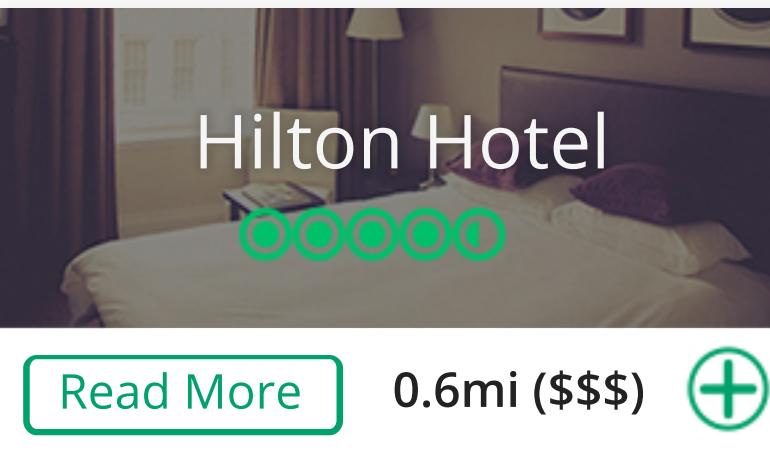
Error Color & Highlight

TripAdvisor uses green and yellow as its primary brand colors. Again, going for a more minimal design I will mainly use the green brand color with medium white and medium black. These are slightly different colors from the original colors. A red color will be used for error messages.



# STYLE GUIDE - BUTTONS & UI ELEMENTS

## Cards

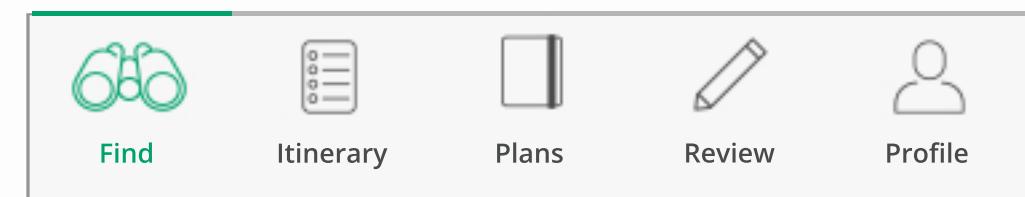


Cards are used throughout the app because they are easy to scroll through and are reusable, familiar elements. Ghost Buttons and Pill Buttons are used to only draw more attention to bigger actions. Icons are used in either black, white, or green. Icons always accompany labels or text.

## Icons



## Menu Bar



## Pill Buttons

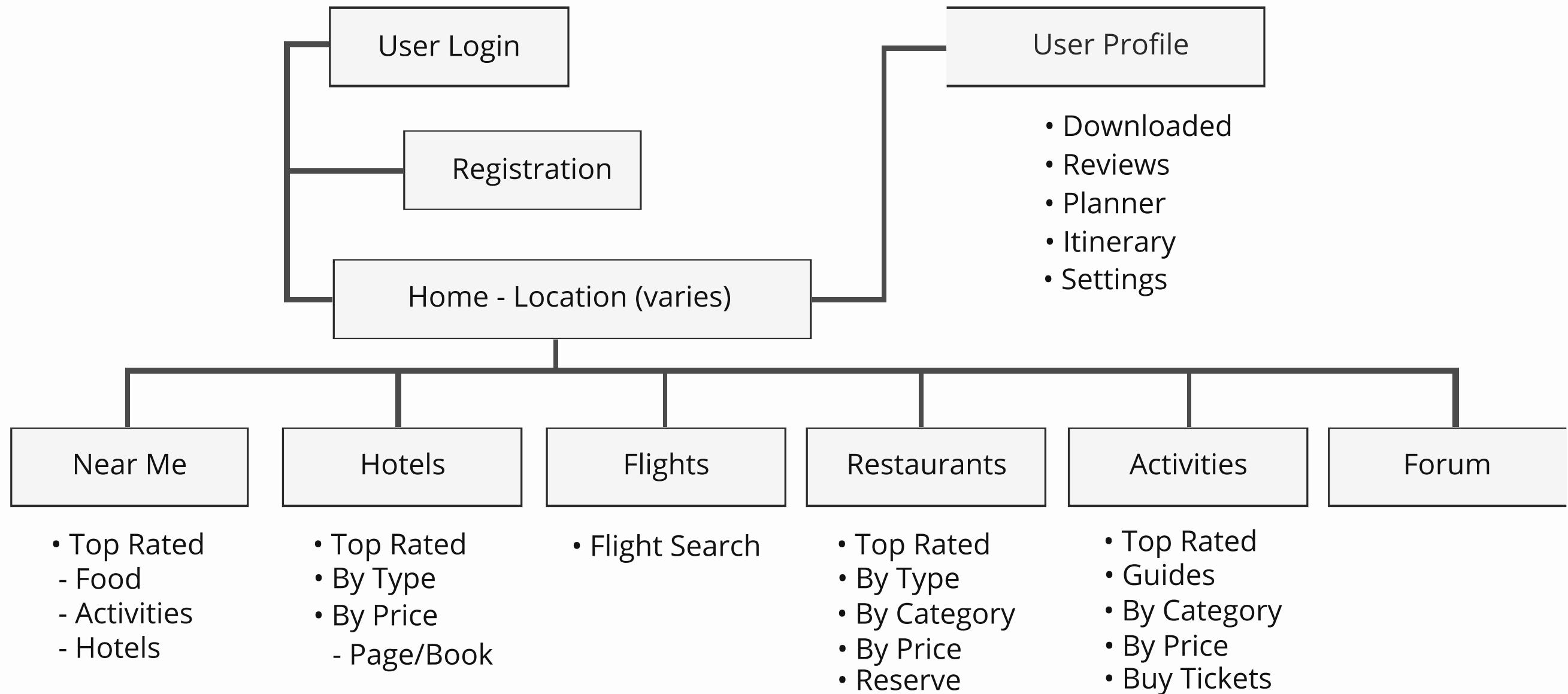


## Ghost Buttons





# SITE MAP



The home defaults to your current location unless another city is selected through the search. I will be doing away with the hamburger menu for a user dash. From your location you can filter categories and further filter your results.



# WIREFRAMES - DEFAULT LOCATION

## 1 Header

Contains Logo, Search and profile SideNav

## 2 Header Nav

Contains Sub-Category

## 3 Card Header

Gives card category and see more, changes header nav section

## 4 Card

Contains Image, Rating, Price, Distance. Can side scroll.

The location page acts as the base page for the application. From here it defaults to your location and what is nearby. This can be changed through searching and results can be filtered down.

## 5 Footer Nav

Quick links to common actions





# WIREFRAMES - USER PROFILE

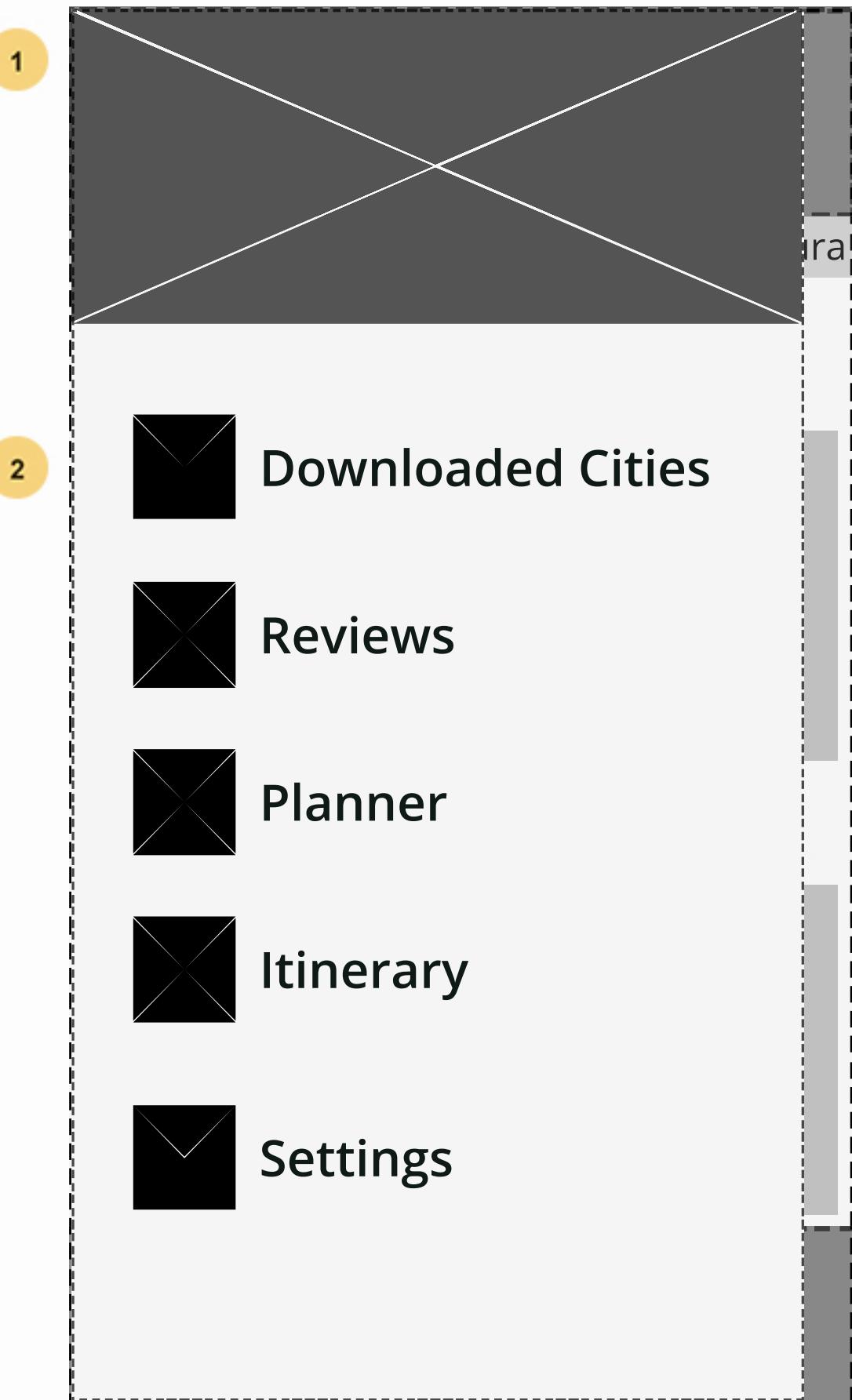
## 1 Header Img

Contains Background image, user avatar, and information

## 2 Menu Items

Navigates to page related to user information. Icon accompanies options.

The user profile replaces the hamburger menu. From here we have a different set of actions related to the account of the user.





# WIREFRAMES - PLANNER

## 1 Header

Contains Logo, Search and profile SideNav

## 2 Header Nav

Contains Sub-Categories for user dash

## 3 Time Header

Gives the category for the time of day

## 4 Card Expanded

Contains details about the item, can edit once expanded

The planner page is similar to the itinerary page. However it is more for organizing locations you have saved to your planner. You can arrange and edit the entries here. This page eventually becomes an itinerary once saved.

## 5 Card Collapsed

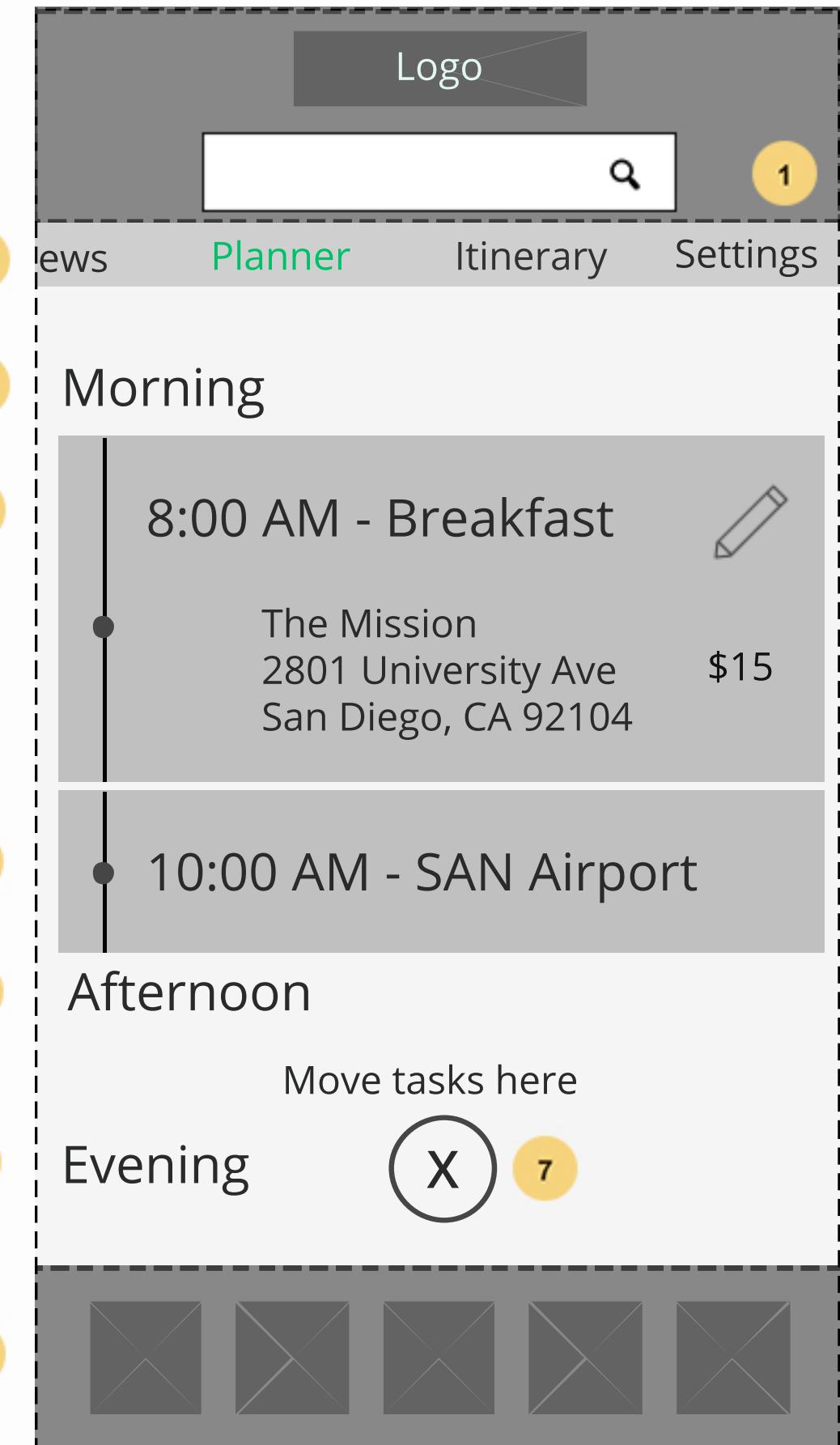
Provides additional details

## 6 Footer Nav

Quick links to common actions

## 7 Remove Item

Drag items here to remove from planner





# WIREFRAMES - ITINERARY

## 1 Header

Contains Logo, Search and profile SideNav

## 2 Header Nav

Contains Sub-Categories for user dash

## 3 Time Header

Gives the category for the time of day

## 4 Card Collapsed

Contains Image, Rating, Price, Distance. Can side scroll.

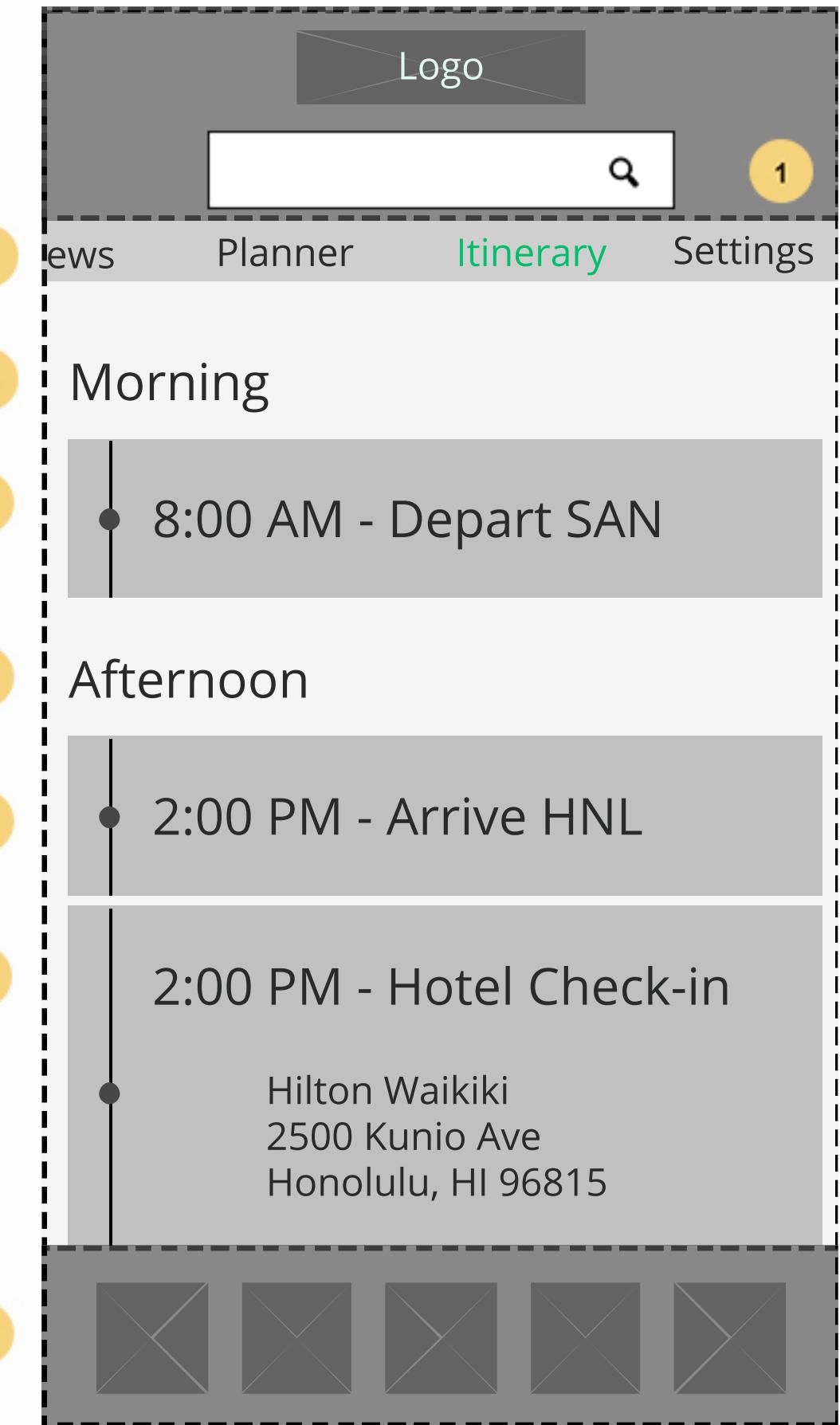
The itinerary page provides a convenient scheduling tool. The layout divides items within cards. Clicking on a card expands details. Cards are categorized into a larger container. Morning, Afternoon, and evening.

## 5 Card Expanded

Provides additional details

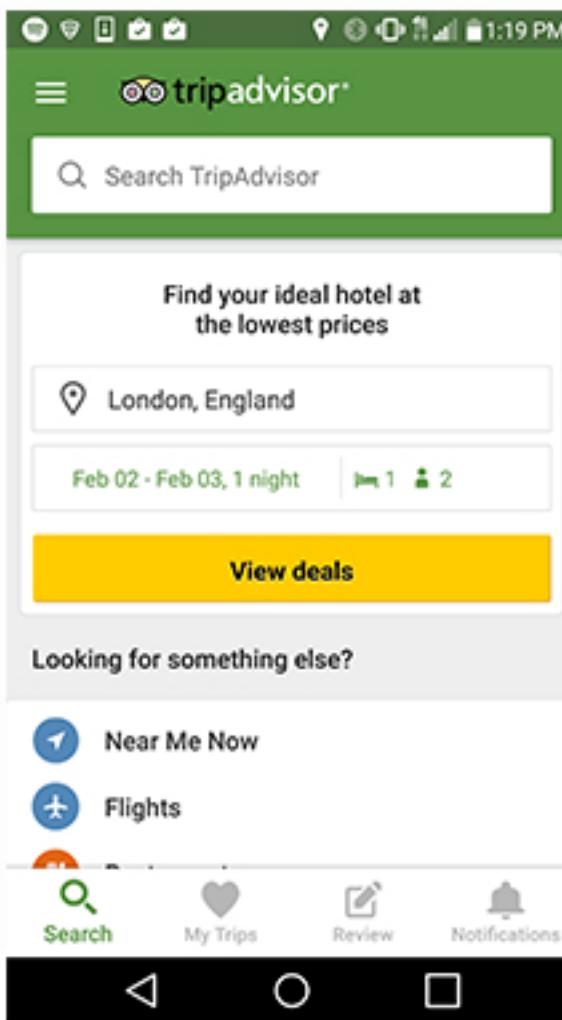
## 6 Footer Nav

Quick links to common actions

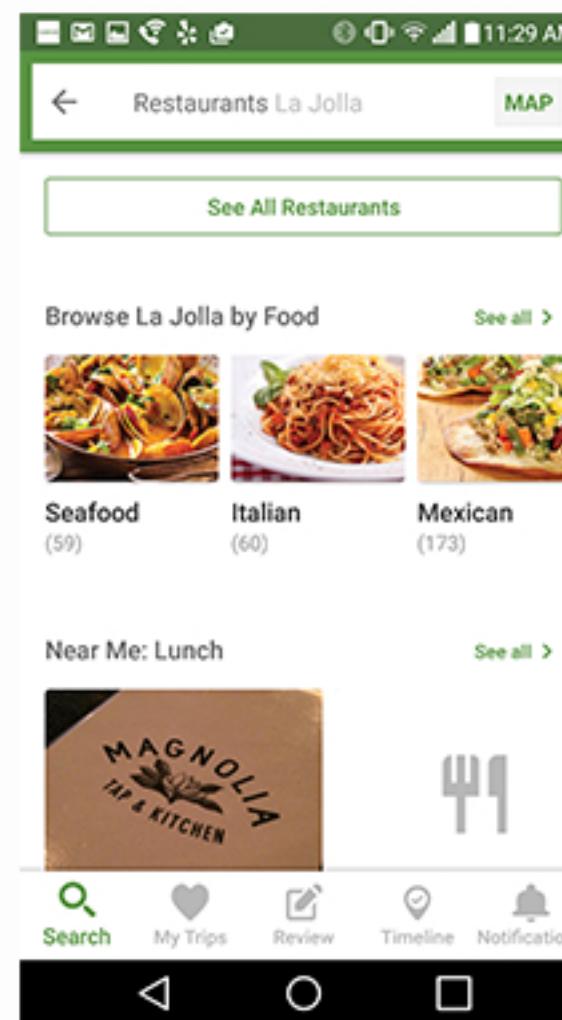




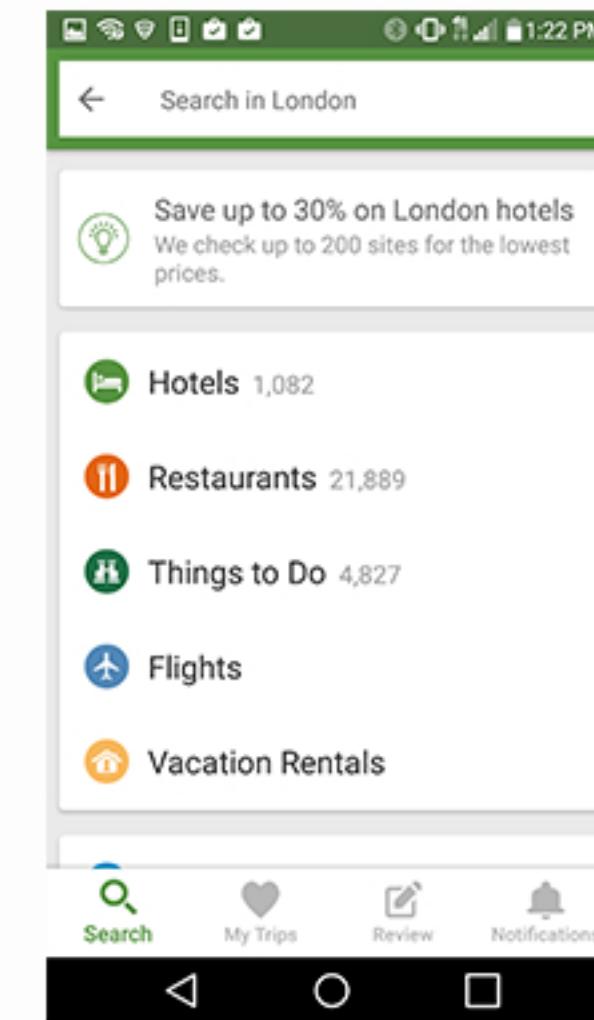
# SCREENS - ORIGINAL APP



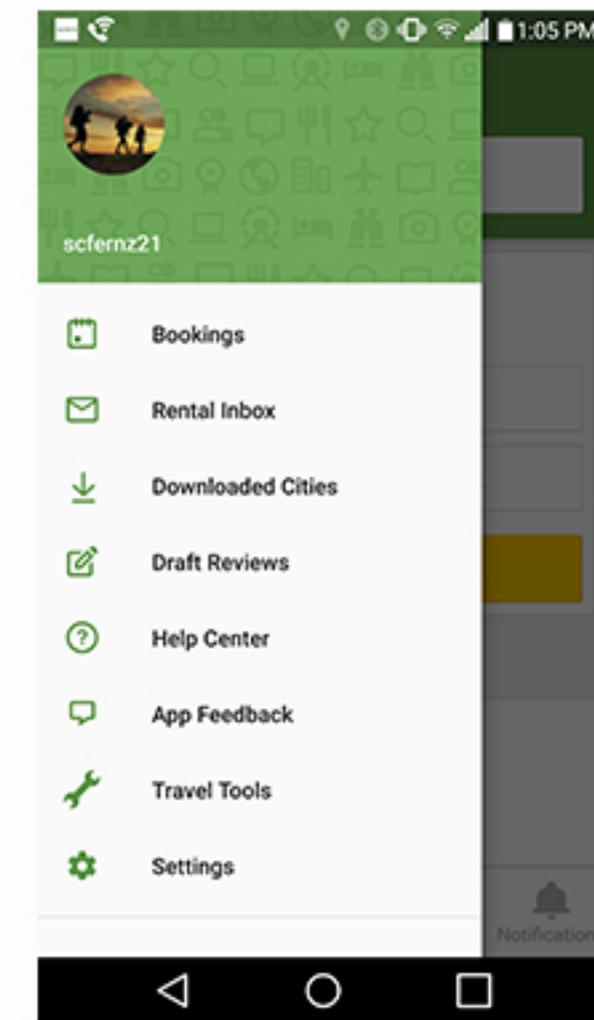
Landing Screen



Restaurant Search



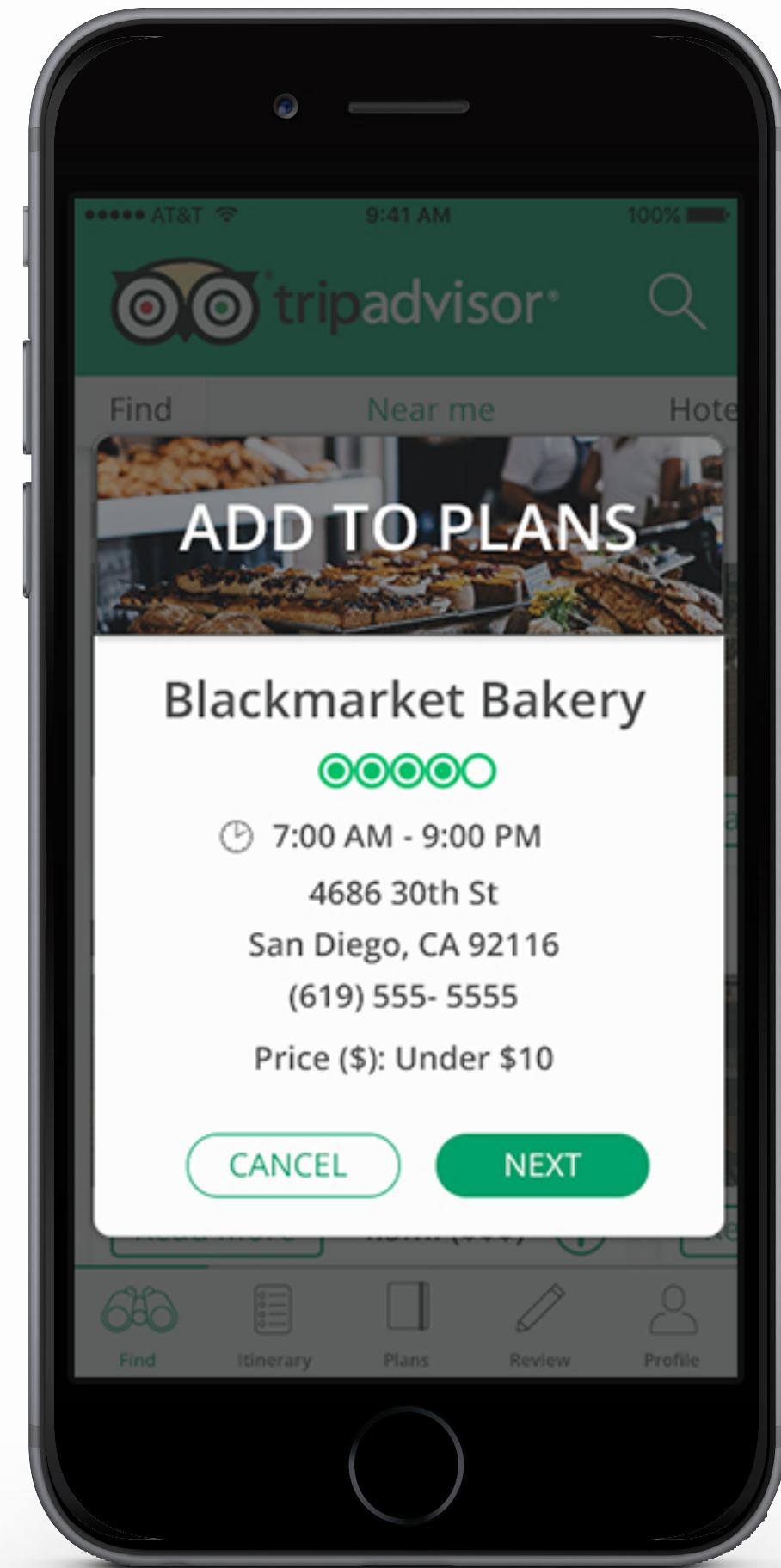
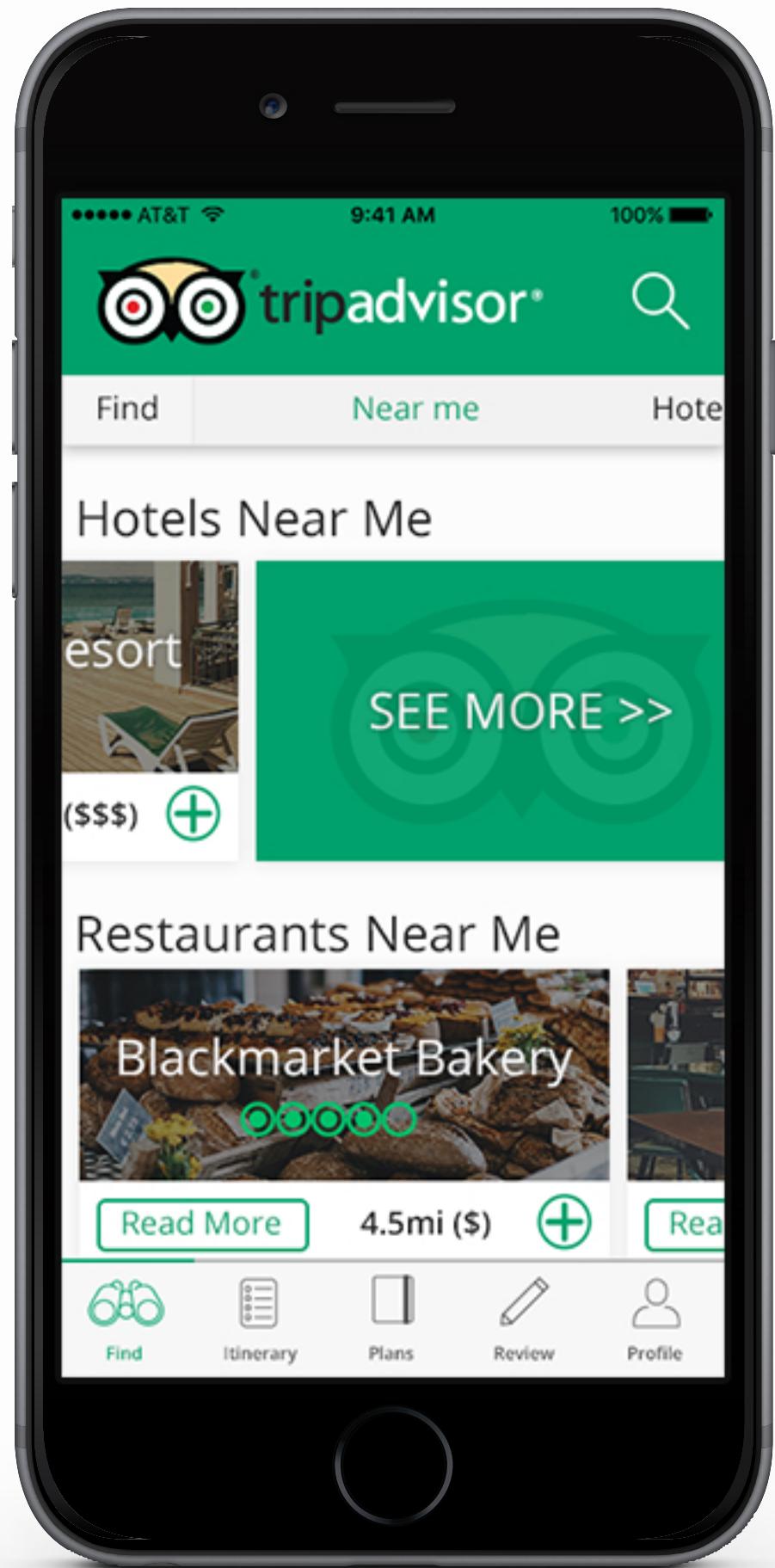
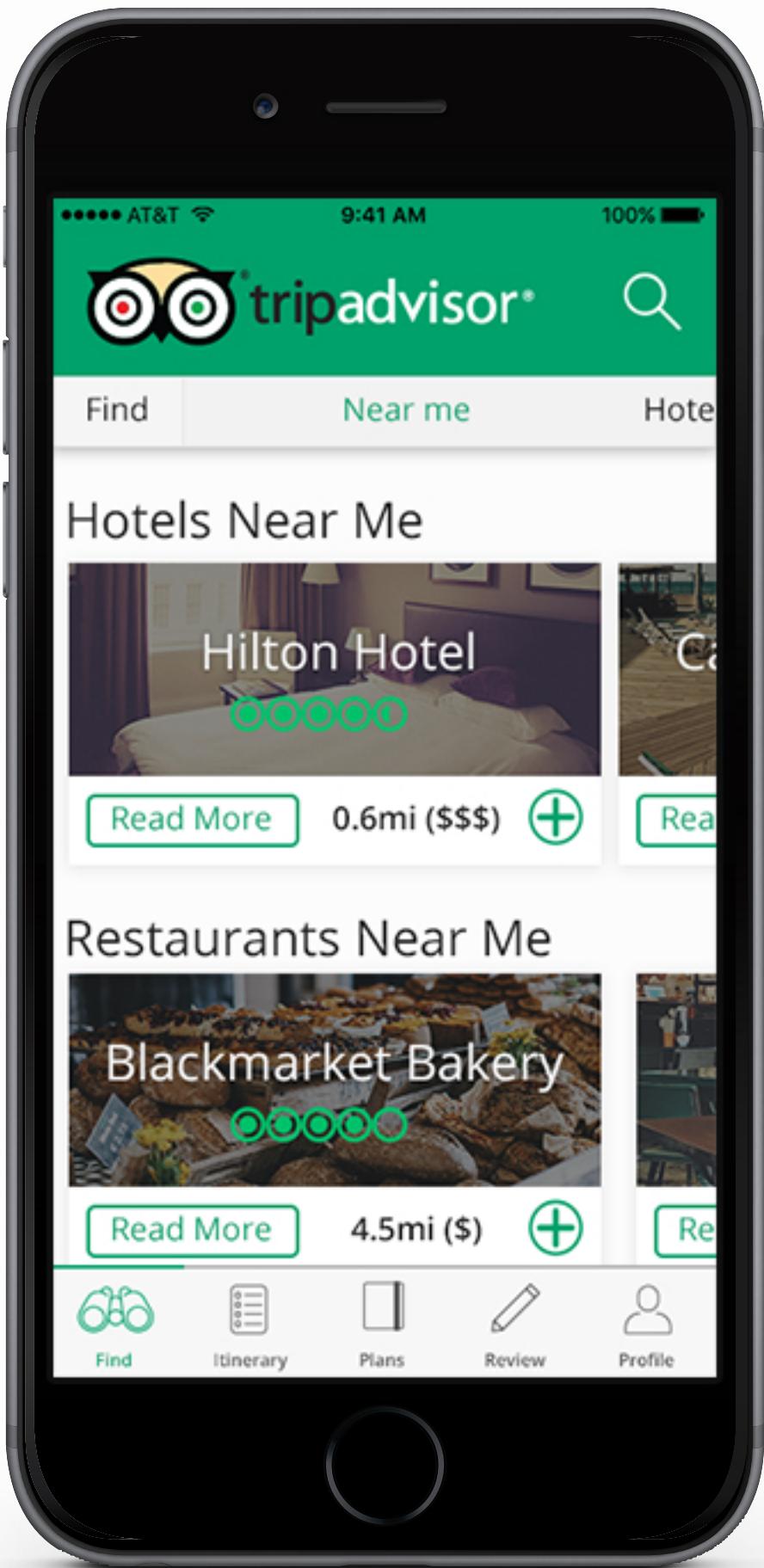
Search Screen



Hamburger Menu

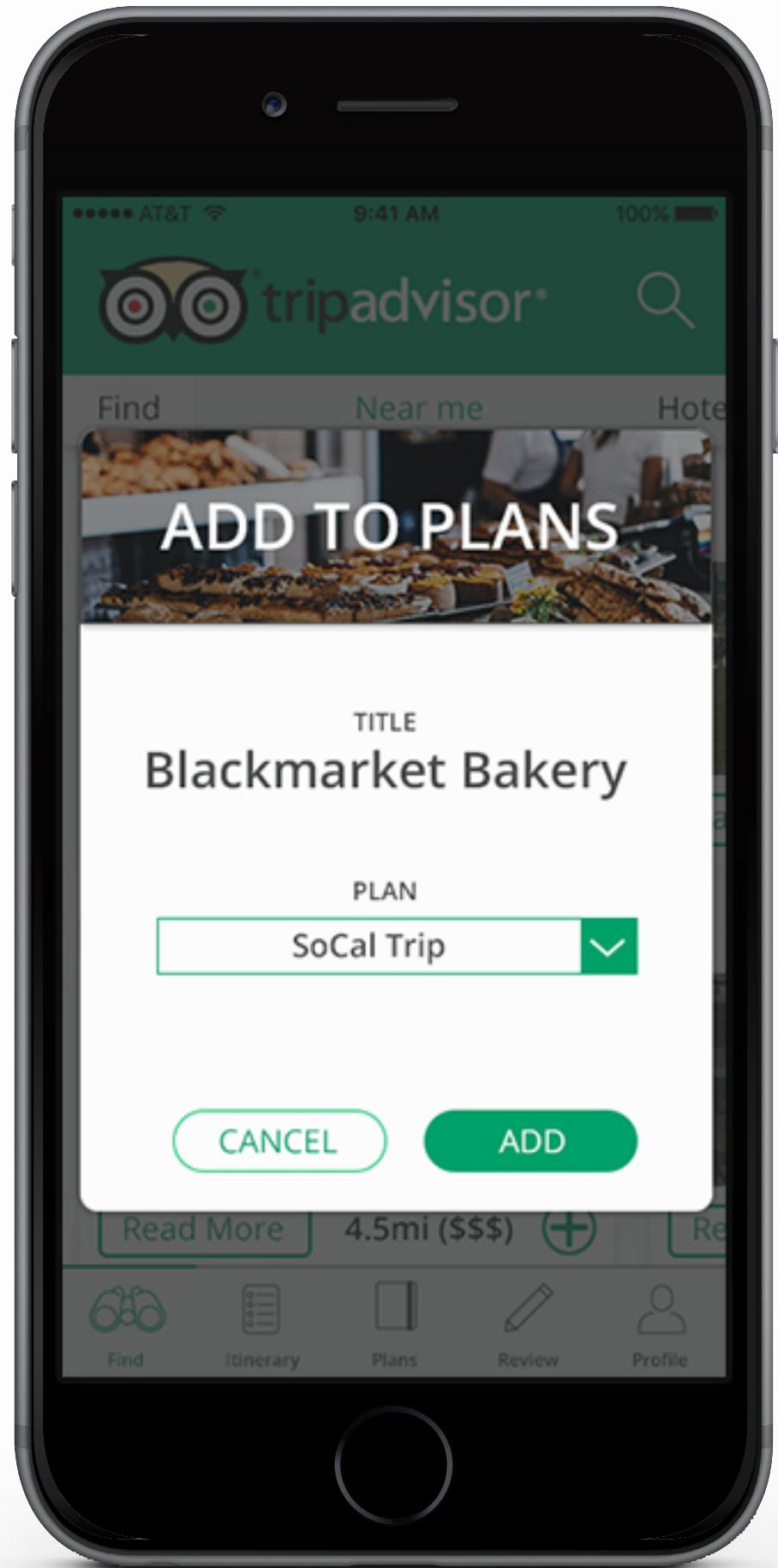


## SCREENS - NEAR ME





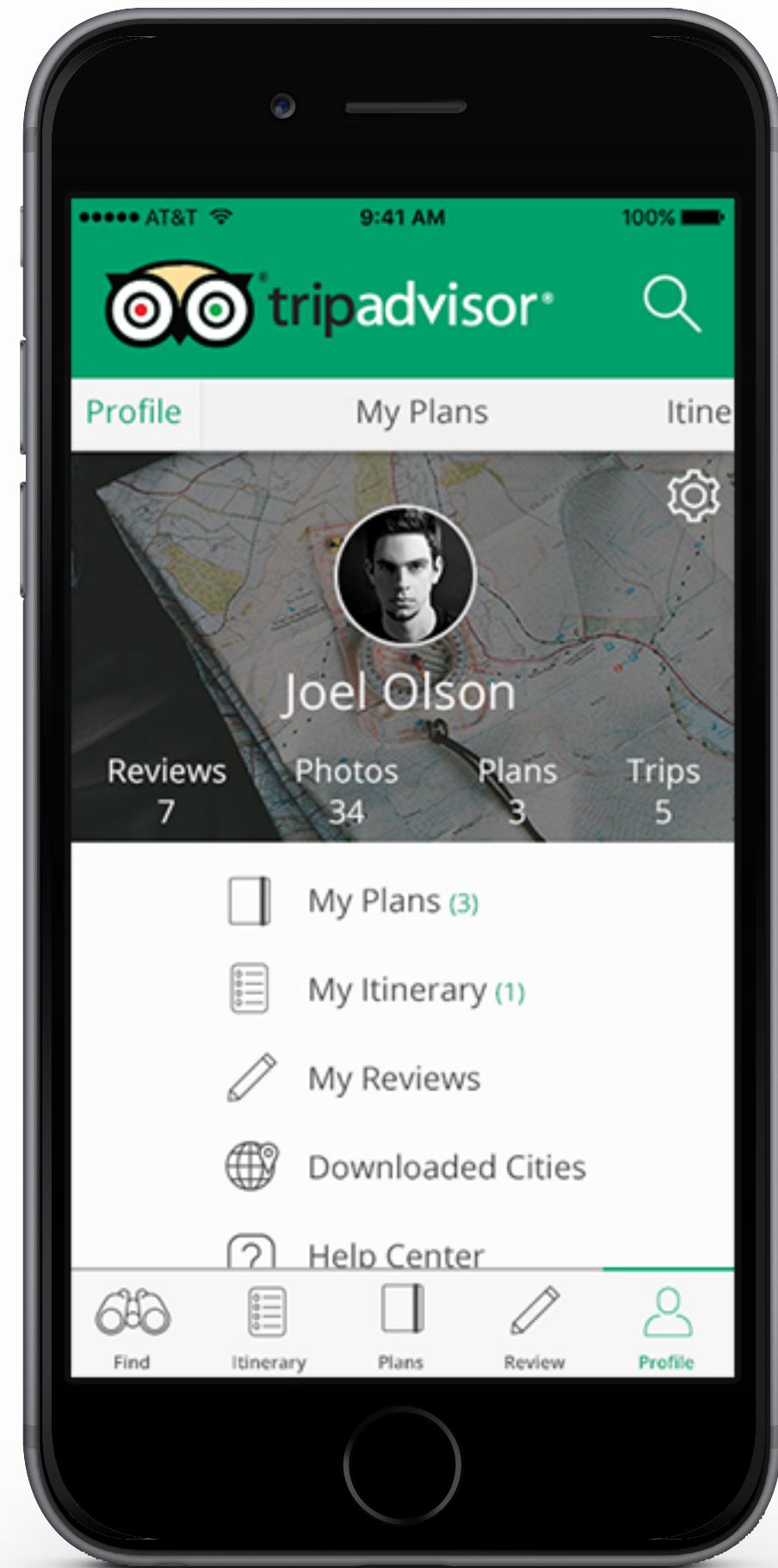
## SCREENS - NEAR ME



The original landing screen shows a menu of options to search for but with this re-design it goes straight into search results for your location. These cards are similar to its current card searching system with an intuitive side scrolling gesture. When reaching the end you can load more cards. Also with the addition of a planning feature, you can add these items to your planner from this screen through a modal window.



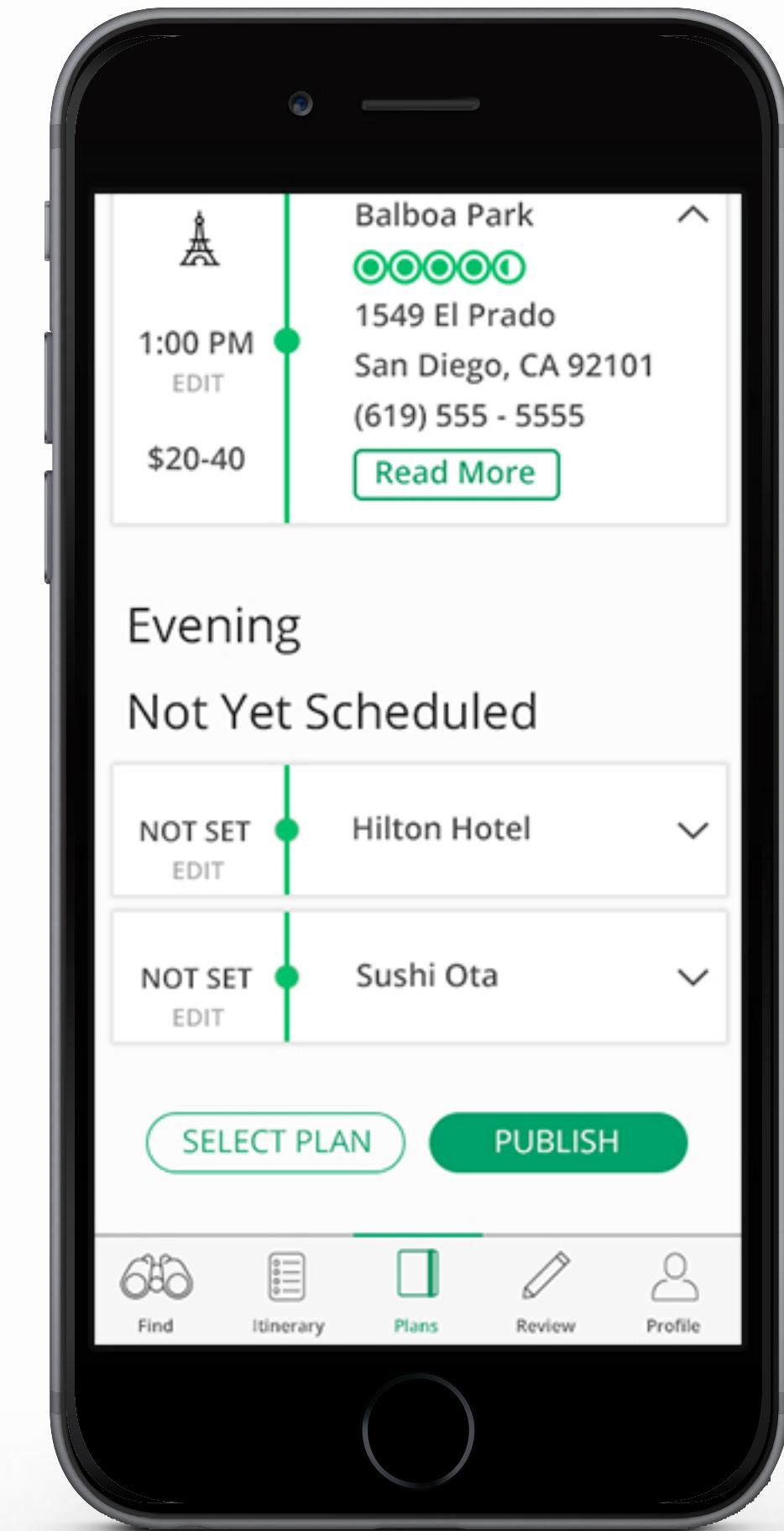
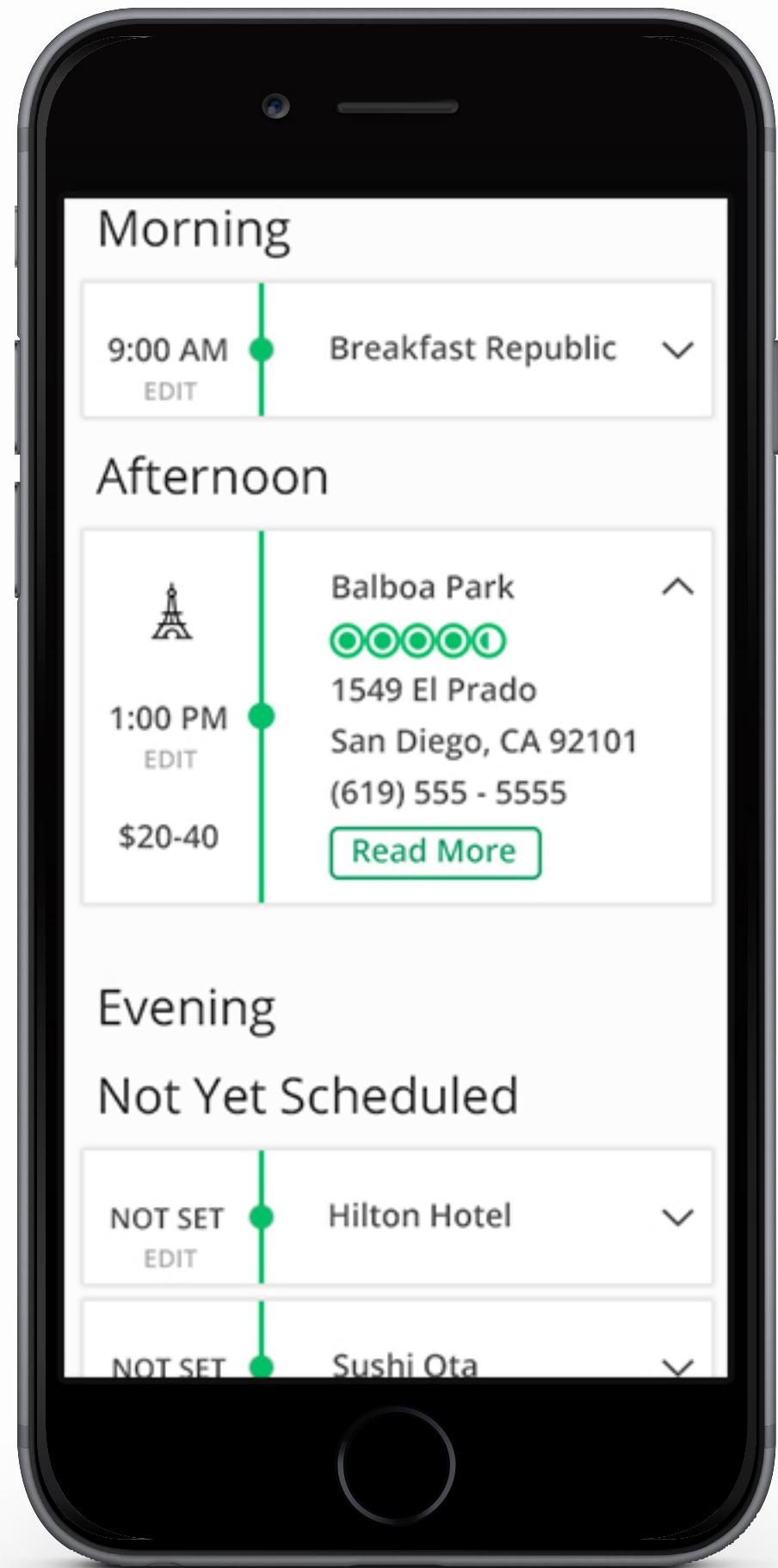
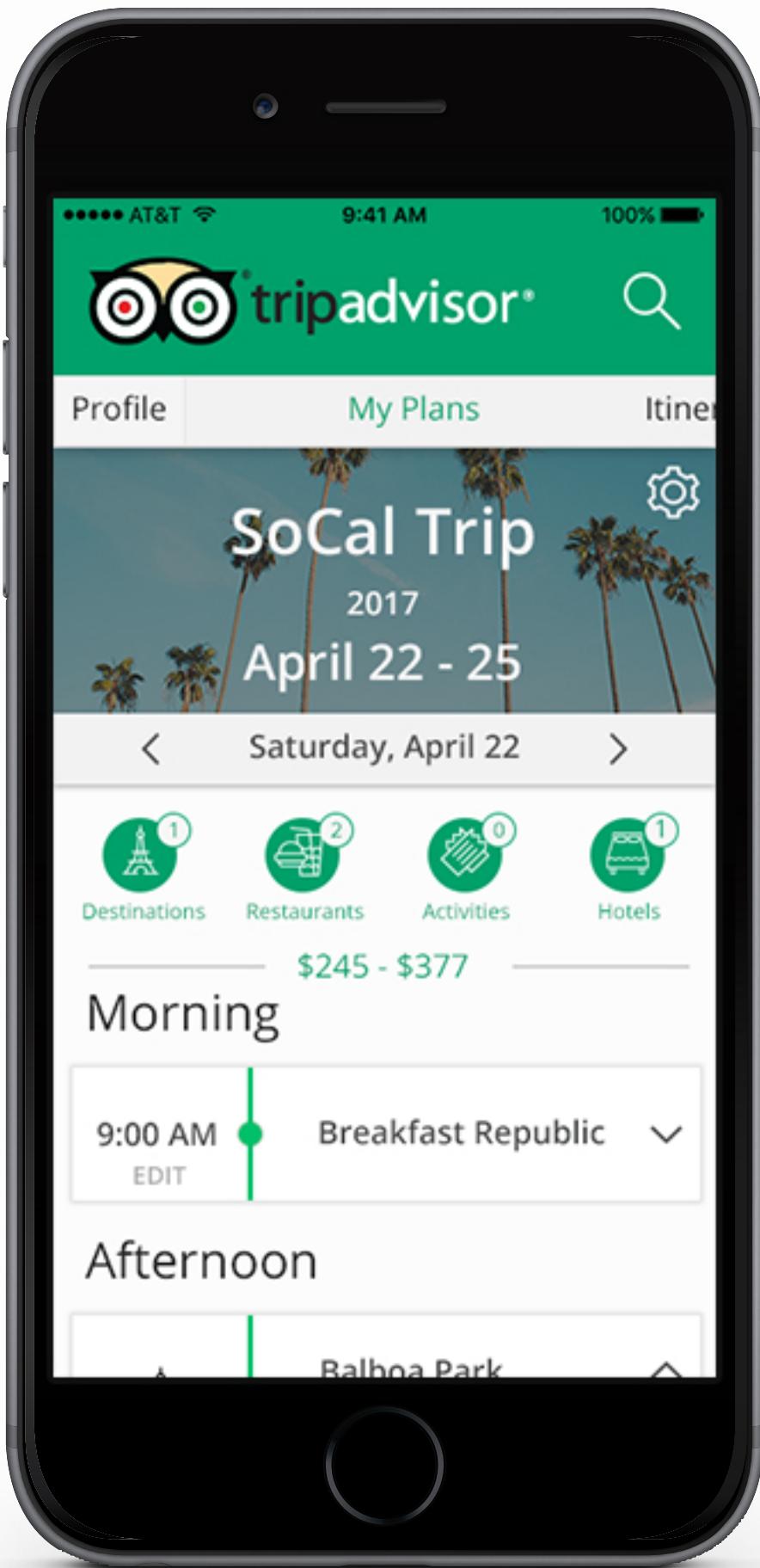
## SCREENS - PROFILE



The hamburger menu in the current app is lacking in terms of design. The hero section is much improved with this re-design and does a better job of showing statistics related to the user's account. This also eliminates the need of the hamburger menu by turning it into a user profile. Instead a scrolling breadcrumb bar is adopted in the app header.

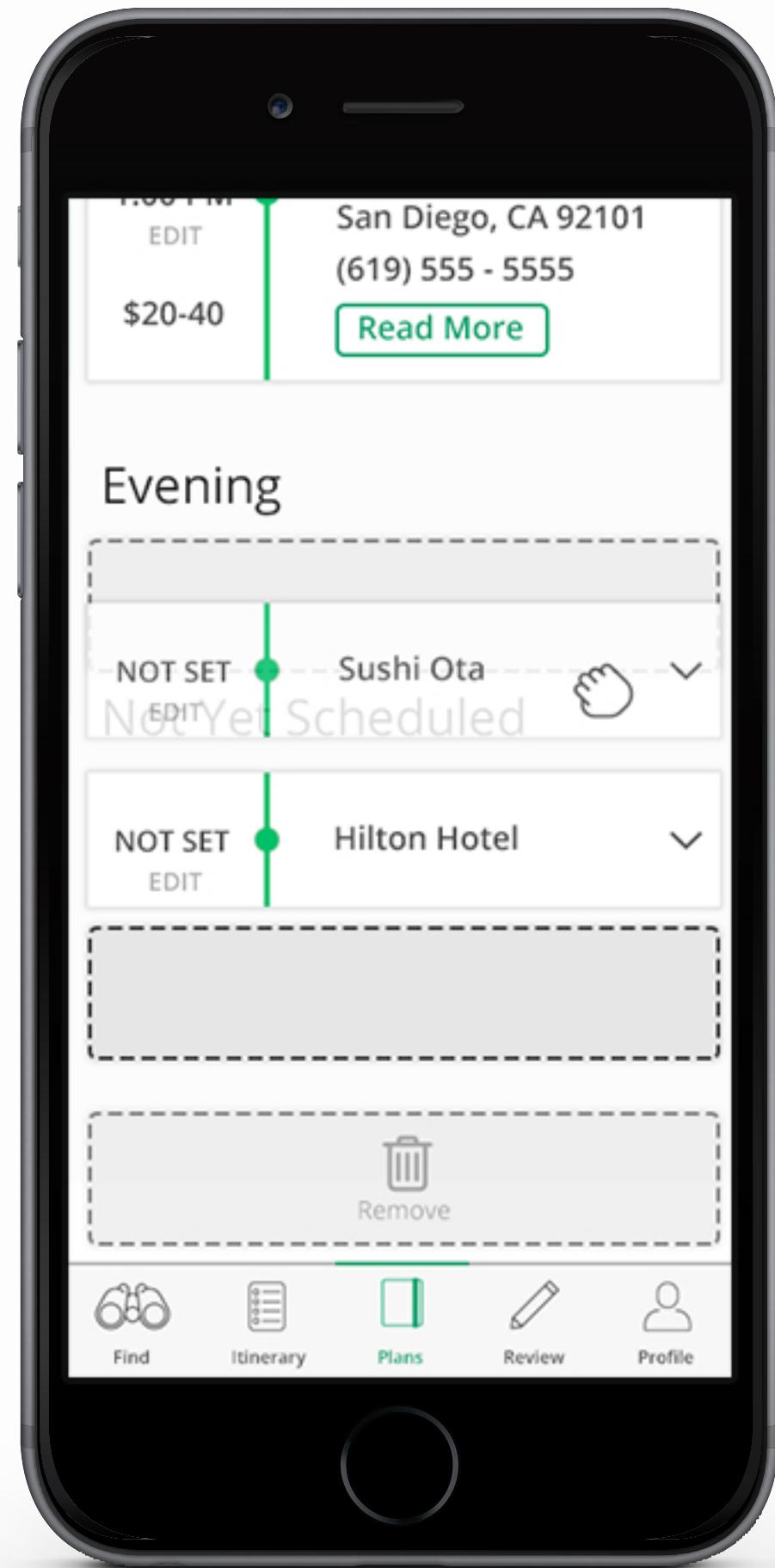


## SCREENS - PLANS





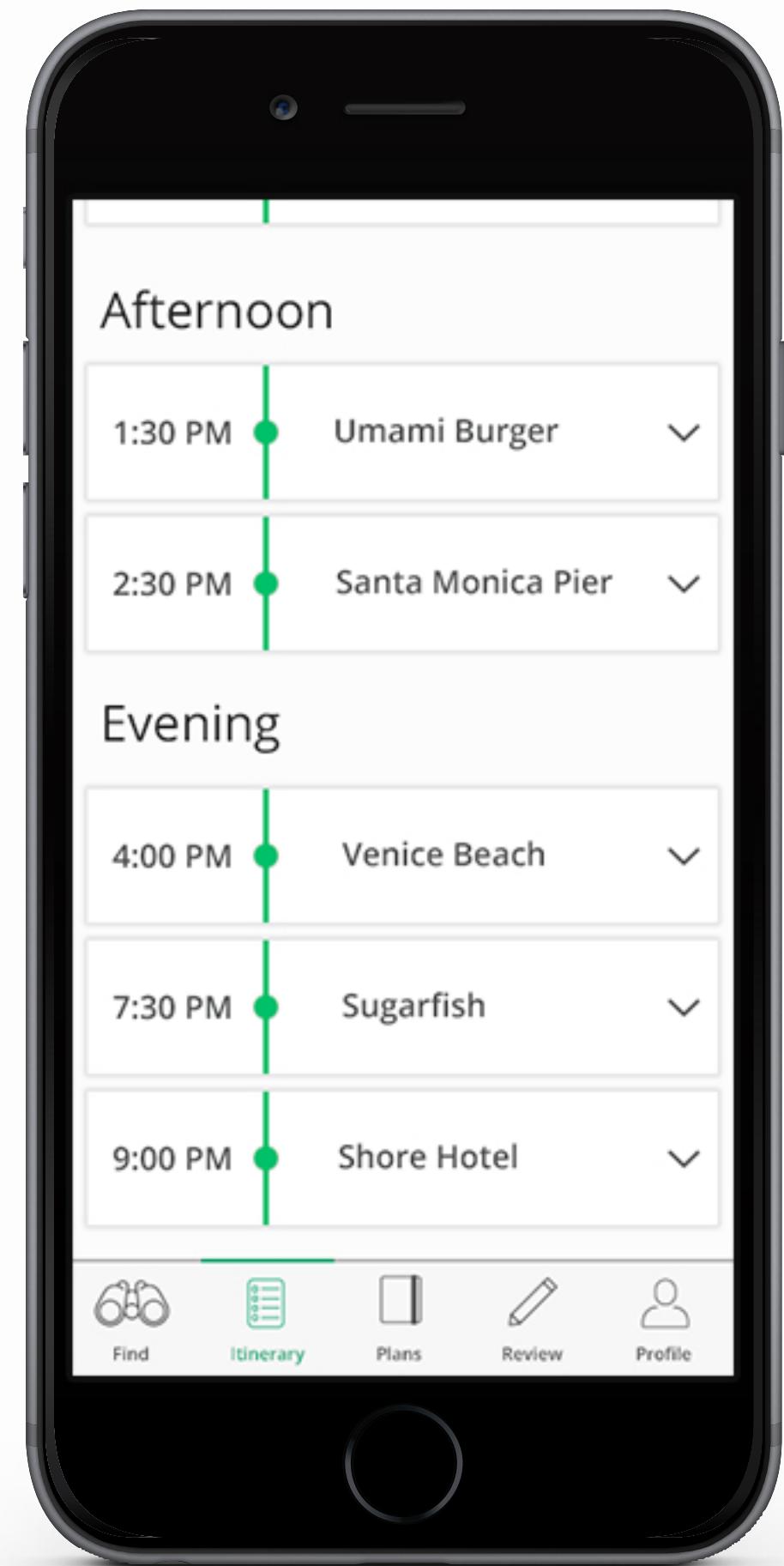
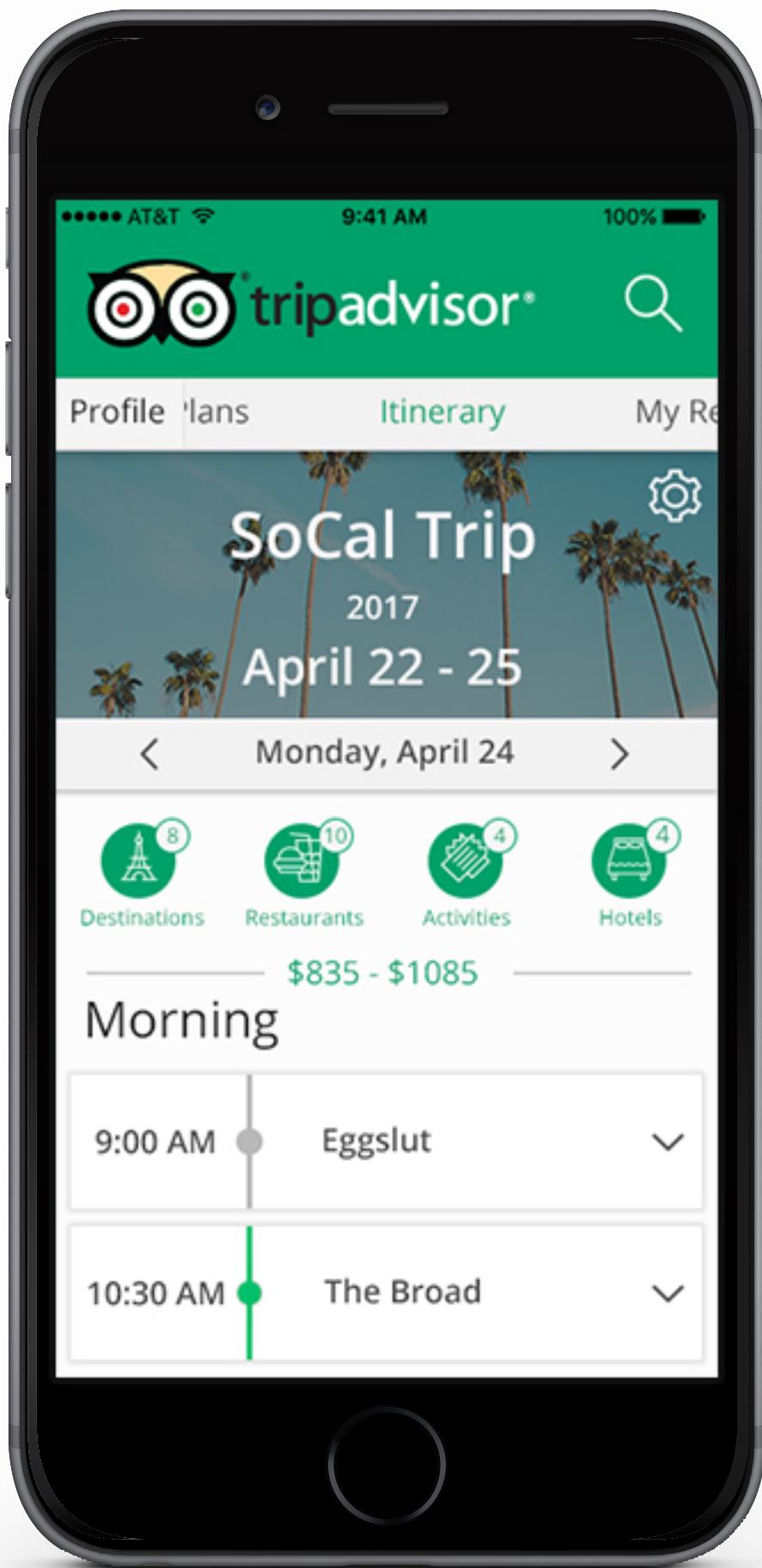
## SCREENS - PLANNING (ACTIONS)



The main addition to the app is the travel planner and itinerary features. Once an item is added to the planner it is added to a pool of items at the bottom which are unscheduled. Cards can be arranged by dragging and eventually are published into an itinerary. You may drag the items to the very bottom to be removed in a box that appears once an item is grabbed. At the top is a tally of events and estimated trip price, it is easy to see and informative for the user.



## SCREENS - ITINERARY



Here is a completed itinerary screen once published from the planning screen. Once an item is passed for that day at the given time, the color of card is muted. Only the start time is set and push notifications may be used to remind users what is up and coming for that day.



## CONCLUSION

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TripAdvisor slogan

Know better. Book better. Go Better.

It can simplified to be

Travel better.

With these changes the app is much improved.

It is simpler and easier to navigate.

It solves the problem of travel planning for users.