goNOW....
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The Idea....

Re-design a high traffic website or mobile app with bad UX(User experience)

Really?....

After running through the Nigeria webspace looking for not just a site with bad UX, But one with *high traffic* as Well.

We settled for a popular site in the travel sector.

Which One?....

Your guess is as good as mine.

Getting to work....

First we Define: [The P ,BG & PU]

Then We Discover:

We Analyse what we discovered

And Then Design:

Defining The Problem....

Every year both young and old educated professionals, travel round the world for various reasons ranging from professional vocational/religious interest..

Potential Users....

Young/old educated upwardly mobile busy professionals, who travels for business, pleasure and other social commitments.

Our Solution....goNOW

Seeks to create a holiday travel platform, that travellers can access seamlessly from anywhere there are, and book their travels with ease.

Discover..

- Doing competitive analysis of existing solutions.
- Conducting user research.
- Creating our persona's from gathered data.

Persona – None Travel Agency User

- **USER PERSONA**

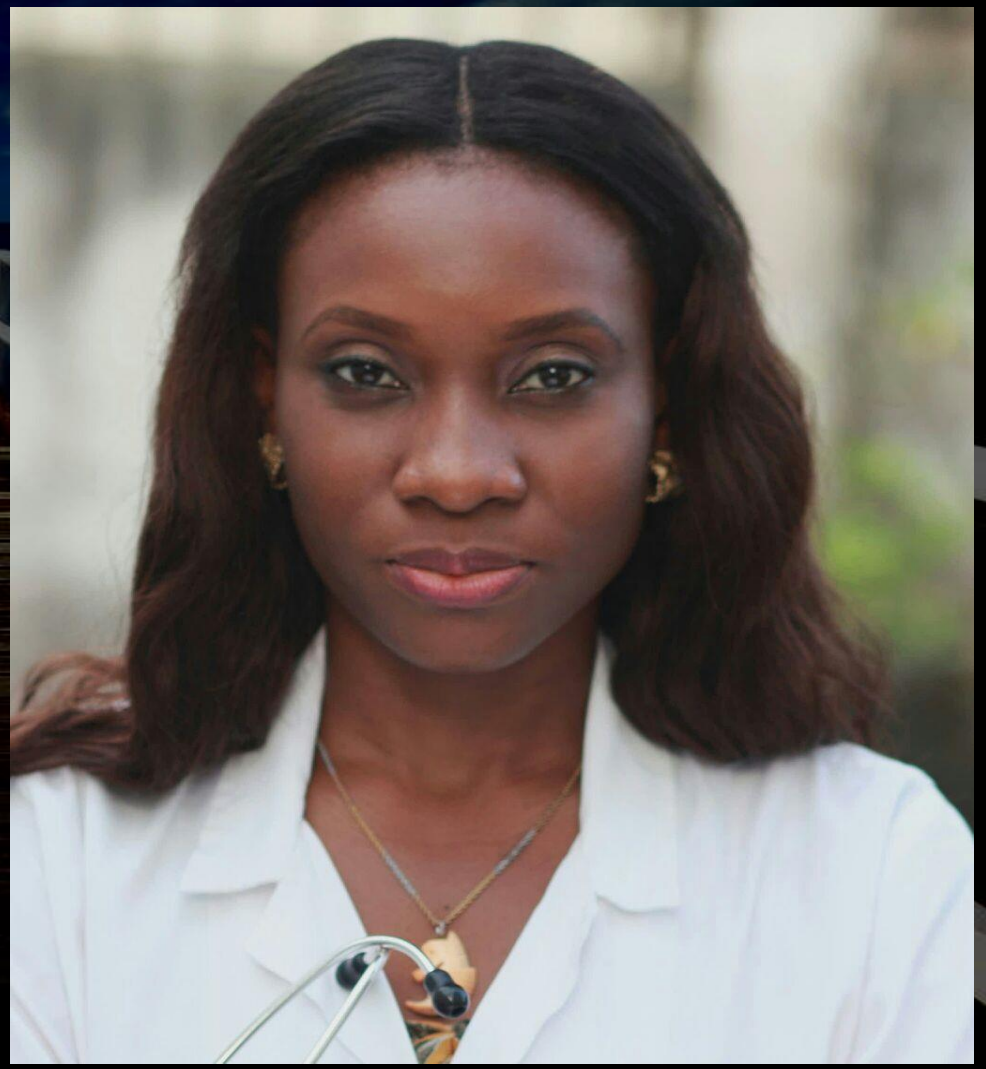
  Dr Abbess

- **AGE:** 34

- **OCCUPATION:** Medical Doctor

- **HABITS**

She's an active user of the internet. Travels often for holidays. Her travels are mostly influenced by her interest and family. She travels alone but most times with family.



Persona- Travel Agency User

- **USER PERSONA**

  Mr Wale

- **AGE:** 30

- **OCCUPATION:** Banker

- **HABITS**

  He likes hanging out with friends after work. High level internet user, and his active on social media. Normally travels with friends for vacation and uses travel agencies for his bookings.

User Scenario 1....

* Lagos based gynaecologist Dr Abbess, who currently works in a community health centre with focus on maternity/children health issues.. travels for vacation occasionally alone, but often with family. Abbess who formally depends on her pilot father in making her travel arrangements this time chooses to do that seearch herself from the comfort of her office using her laptop to find a travel agency.
* She desires an inclusive package '*that covers flight,hotel and tour*, and one she can use with ease.

User Scenario 2....

* Wale was preparing for his wedding ceremony. It was a week to his wedding that he realised that no plans have been made for their honeymoon. After discussion with his fiancée, they agreed to have it in europe(London in particular) and make use of a travel agency like **goNow**, to simplify the process.
* This they did quietly together using their laptop while sitting in their hotel room.

What goNow can do for our Users.

* The **goNow** travel agency website and mobile app will enable Dr Abbess to come on board in using Travel Agency and Mr Wale to keep abreast of the happening in the travel industry including upcoming holiday offers and deals. But most importantly
  * It will take away the stress of them running around making her thier travel arrangements.
  * They will be able to book for thier holidays inclusive of flight and hotel from the comfort of their office using their 'Inclusive deals offering'.

Wale's User Flow.

Does a google search about Travel Agencies in Nigeria

Selected goNow from the list of search resul

PHovers over Special Packages link and Selected London Deal

Performs Search on London based vacatio Deals

lands on London deals Page and select one option

Scrools down the page and click on Honeymoon

Reviews selected option details and clicks continue

Add optional details And continue to booking

Enter personal details And Additional passer ger details

Review details and Pa

Confirmation

Wale's Demo.
Web/Desktop Version –
http://bit.ly/1FpwYMB

Thank You