

**Top Left Screenshot:**

- Icon: Yellow square with a red ping pong paddle.
- Search bar: Magnifying glass icon.
- Weather: Cloud with sun icon, 75°F.

**Top Right Screenshot:**

- Icon: Red circle with a white plus sign.
- Section: Saved Folders
- Image: Cafe interior.
- Text: **Cafe Intermezzo**, ★★★★☆, Located at Alpharetta, GA, Open: today (9 am - 11 pm).
- Icon: Red heart.

**Middle Left Screenshot:**

- Image: Cafe interior.
- Text: **Matcha Cafe Maiko**, ★★★★☆, Located at Duluth, GA, Open: today (9 am - 11 pm).
- Icon: Red heart.

**Middle Center Screenshot (Modal):**

**Add To**

- Cafe dates <33**
- Green spots**
- Chicago Trip '21**
- + Create new folder**

**Middle Right Screenshot:**

- Icon: Red circle with a white plus sign.
- Section: Saved Folders
- Image: Cafe interior.
- Text: **Cafe dates <33**.

**Bottom Left Screenshot:**

- Image: Cafe interior.
- Text: **Cafe Lucia**, ★★★☆☆, Located at Atlanta, GA, Open: today (9 am - 11 pm).
- Icon: Red heart.

**Bottom Middle Screenshot:**

- Image: Cafe interior.
- Text: **Peach Coffee Roaster**, ★★★☆☆, Located at Johns Creek, GA, Open: today (9 am - 11 pm).
- Icon: Red heart.

**Bottom Right Screenshot:**

- Icon: Red circle with a white plus sign.
- Section: My Profile
- Image: Profile picture of Alice J.
- Text: **Alice J.**, **@alicetravels**, Student in ATL! Currently planning a trip to Chicago!

**Bottom Row Icons:**

- Home: Red house icon.
- Heart: Red heart icon.
- Profile: Red person icon.

## Travel App Case Study

# Introduction

**Case study conducted by: Sharanya Pillalamarri and Maki Zhaoran Ma**

**Case study conducted in: October-November 2020**

Due to the pandemic, it has become increasingly difficult to meet friends and family. Traveling to different restaurants or tourist spots has been difficult as we need to maintain social distancing.

Even local residents of the city sometimes find it challenging to choose a good place for a family picnicking afternoon or a walk after dinner. And for the tourists visiting the city, it's hard to get in the best local restaurants without being in line for hours or buy cheaper entrance tickets to local events. The aim of our app is to help tourists travel like locals and building an online platform for locals to share their favorite restaurant, the best place to have afternoon tea, the most exciting shopping experience, and the best park to picnic together with kids. This need increases even after COVID-19 pandemic started. Local residents find it necessary to figure out if the restaurant is open at the specific hour during the day, restaurant may vary their hours without updating the information on google maps. Our app aims to provide a solution to this. We will allow restaurant owners or certificated users create the homepage for the specific restaurant or local attraction. Visitors of the place can update the open hour information and keep everything updated.

As the internet has become the main method to stay connected with our loved ones, it is important for tourist apps such as Yelp to have updated features that satisfies users' needs. A meeting and share location with friends function will make it easier for the users to schedule a family or personal meeting. Not only will this help the users to share their favorite spots with their followers but also help local businesses survive this pandemic. Local residents and tourists will discover new favorite restaurants by browsing the photos that other customers posted. This is especially helpful for smaller businesses. We propose a feature where users can create public or private shared folders with different locations that they want to share with their followers. Our goal is to create an organized space in a tourist app to help users sort through their favorite locations and share them easily with whoever they would like.

## Research Goals:

- Understand how users coordinate with others when travelling or dining.
- Discover the most efficient way for users to explore new restaurants or outdoor activities
- Analyze any issues that users are having with shared folder concept and tourist apps in general.
- Determine any additional features that users would benefit the users.

## Research Questions:

- Do the users use tourist apps such as yelp, google map or WithLocals? If so, how often?
- How was their last travel experience? Was the app they use helpful especially when they're traveling with multiple friends.
- What are the main components they take into account when they are looking for places?
- Do they often get suggestions for local attractions yet find it not worthy afterwards?
- When traveling with friends or dine-out at local restaurants, how long does it usually take for them to find each other?
- Are there any changes they would make to the the folder idea? How about using an app with both people's location shown (similar to DoorDash)?
- How do users feel about shared folder feature (such as google drive, drop box etc.) in general?

## **Method & Participants:**

### **Participants**

- Students and adults who usually eat out or travel. Mostly, out of state students who are exploring Atlanta.
- Out of state students who moved to Atlanta within past 4 years
- Local residents who enjoy going out for a walk or dine out
- Students and adults who travel to different cities a lot

### **Research methods**

- Online self-report survey about the traveling / dine-out habit
- Interview with individuals of different ages about their traveling experience

Our survey was given to online forums for college students. Recent graduates and some adults in the working industry have also participated. We received 41 responses.

### **Key Findings**

- Over 67.5% participants planned a local trip within last week
- 50% of the participants travel with family members. 30% of them travel with a friend or a partner. All the participants travel with another person.
- Some reasons they use travel apps are: Hotel info, Suggestions for destinations and to share locations with their friends
- Some disappoints they faced while using travel apps are: poor reviews, covid hours and weather

Scenario		Expectation	
Alice is plan a spring break trip to visit her friends at Chicago		Find the friends, Good dining, Sharing the location of the places with friends	
PLAN	ARRIVAL	REVIEW	LOCAL INFO
+ Where to go + Who to go with	+ Meet travel mates + Arrive at restaurants and hotel and other tourist spots + Find the places with good ratings	+ Find local events + Decide restaurant + Plan routes	+ Restaurant hours + Ticket reservation + Covid info update
Opportunity		Concerns	
Present up-to-date info of hours Location sharing		Attractions close because of COVID Arriving at the wrong location of a chain restaurant	

Journey Map



A professional headshot of a man named Robert David. He is a middle-aged man with short, light-colored hair, wearing a dark grey suit jacket over a light blue dress shirt and a patterned orange and brown tie. He is standing with his hands in his pockets against a blurred background of what appears to be an office or a modern building.

# Robert David

## Demographics

**Age** 47

**Location** Seattle, Washington

**Occupation** Works for a Fortune 500 company

**Travelling** Frequently goes on business trips  
Travels both domestically and internationally



# Emily Gepp

## Demographics

**Age** 20

**Location** Boston, Massachusett

**Occupation** College student at a state university

**Travelling** Mostly explores places in the college town. Sometimes plans for trips with her friends and family.



# Matt Stephen

## Demographics

**Age** 25

**Location** Dallas, Texas

**Occupation** New Grad who just moved to Texas  
Is working in a tech startup.

**Travelling** Exploring Dallas and taking frequent  
business trips domestically.



# Future

In the future, we want to work on adding a map feature to the application. This will allow users to look at the distances between locations and plan accordingly. The map feature will also include the fastest way to get to a location.

We want to add a “reminders” feature as well. This is so that those with shared folders could add exact times and locations they want to meet at. This could avoid any confusion with locations and help save time.