

# **UI UX ASSIGNMENT**

## **Team Members:-**

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## **Topic Explanation:**

Travel planning can be complex and time-consuming, involving multiple tasks such as booking flights, hotels, and activities. Many travelers face difficulties in managing these tasks efficiently, leading to stress and dissatisfaction with their travel experiences.

## **Context Setting:**

The context involves travelers who need assistance in planning their trips, whether for leisure or business. This includes managing bookings, creating itineraries, and handling unexpected travel issues.

## **Problem Statement:**

"How might we create a travel planning assistant that simplifies and personalizes the travel experience for individuals, ensuring efficient booking processes, tailored itineraries, and real-time support to address travel complications?"

This problem statement is user-focused, broad enough to invite various solutions, and manageable in scope. It highlights the need for a

personalized and efficient travel planning solution that addresses common pain points faced by travelers.

## **Research Plan**

### **1. Research Objectives**

The primary goal of this research is to gather qualitative and quantitative insights into user behaviors, preferences, and pain points related to travel planning. The study will explore:

- User needs and expectations from a travel planning assistant.
- Challenges faced during travel planning.
- The effectiveness of existing travel planning tools.
- Opportunities for innovation and enhancement.

### **2. Research Methods**

To achieve the objectives, a mixed-method research approach will be employed:

#### **a) Qualitative Research**

- **User Interviews:** Conduct semi-structured interviews with travelers, travel agents, and industry experts.
- **Field Observations:** Observe users as they plan their trips using existing tools.
- **Focus Groups:** Engage with potential users to discuss their travel planning experiences and expectations.

#### **b) Quantitative Research**

- **Surveys:** Design and distribute structured surveys to a diverse group of users.

- **Analytics Review:** Assess data from existing travel planning applications.

### **3. Target Audience**

- Frequent travelers (business and leisure)
- First-time travelers
- Travel agencies and tour operators
- Travel bloggers/influencers

### **4. Data Collection Plan**

<b>Research Method</b>	<b>Sample Size</b>	<b>Data Collection Tool</b>
User Interviews	10-15 users	Voice/Video recordings, transcripts
Field Observations	5-10 users	Observational notes, video recordings
Focus Groups	2-3 groups	Discussion recordings, notes
Surveys	100-200 respondents	Google Forms, Typeform
Analytics Review	N/A	Travel app usage data

## 5. Timeline

Activity	Duration
Research Preparation	1 Week
Data Collection	3 Weeks
Data Analysis	2 Weeks
Report Compilation	1 Week

## 6. Expected Deliverables

- Research plan document
  - Discussion guide for interviews, surveys, and field observations
  - Key insights report
  - Problem reframing and opportunity areas
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## Discussion Guide

### 1. User Interviews

#### Introduction:

- Brief introduction of the research purpose.
- Ensure participant consent and confidentiality.

#### Questions:

1. Can you describe how you currently plan your trips?
2. What challenges do you face when planning a trip?
3. Which travel planning tools or apps do you use? What do you like/dislike about them?

4. How do you typically gather travel recommendations?
5. What factors influence your travel decisions the most?
6. What features would you like to see in a travel planning assistant?
7. Would you prefer AI-driven recommendations or manual customization? Why?

## **2. Field Observations**

- Observe users as they plan their trips.
- Note their interactions with existing tools.
- Identify pain points and moments of frustration.

## **3. Survey Questions**

1. How often do you travel? (Options: Frequently, Occasionally, Rarely, Never)
2. What is the most challenging part of travel planning for you?
3. Which features do you find most useful in a travel assistant app?
4. How likely are you to use an AI-powered travel planner? (Scale 1-5)
5. What type of recommendations do you prefer? (Personalized, Budget-Friendly, Adventure, Relaxation)
6. Any additional suggestions for improving travel planning tools?

# **Insights & Findings**

## **1. Key Insights**

- Users struggle with itinerary organization and budget management.
- Most travelers rely on multiple platforms (Google, travel blogs, booking sites) for information.
- Personalization is a highly desired feature.
- AI recommendations are welcomed but should allow user control.
- Users want offline access and collaborative planning features.

## **2. Problem Reframing**

- Existing travel planning solutions lack seamless integration across multiple platforms.
- Users need a balance between automation and customization.
- Travel assistants should address concerns like budget constraints, real-time updates, and local recommendations.

## **3. Opportunity Areas**

- Develop an intuitive, AI-driven assistant that integrates booking, itinerary management, and real-time travel updates.
- Offer collaboration features for group travel planning.
- Implement an offline mode for itinerary access.
- Incorporate sustainability-focused travel recommendations.

## **Deliverables:**

- Research plan document
- User insights report
- Key problem areas and innovation opportunities