Travo

A product that helps the beloved user to make a wise decision on wanderlust.

Problem Statement

The experience of the user who travel around seem broken today due to lot of tourist trap . People still rely on local guides to get the wanderlust done. But there can be so much betterment can be done in this experience.

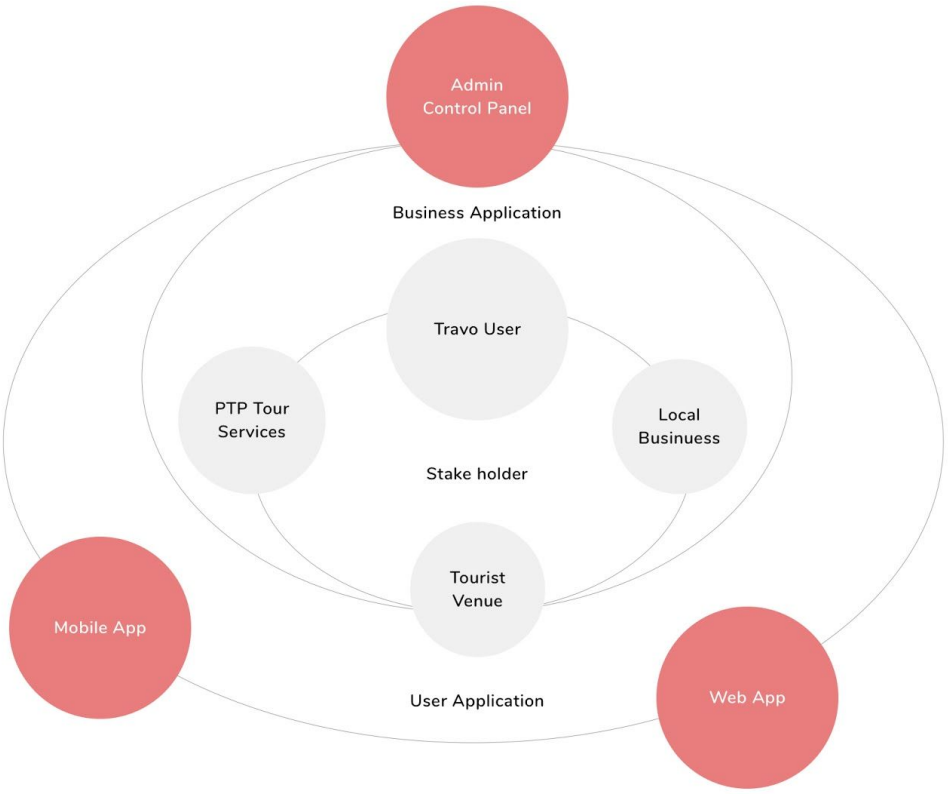
Understanding the Key points from the problem

- User lack information about tourist attractions around him.
- User keeps failing to make an informed decision on his trip to where he wants to go.
- Hardened to navigate for the tourist destination where he wants to go.
- Failed to keep the user informed about the special offers and special party around him.
- User really frustrated to keep the itinerary organised.
- Need to keep the user informed about the offer related information Organised.

Solution

Travo, you can be either a small business person or a hard core IT employee or whomever it may be, we are humans at the end of the day. To Keep our Energy charged and to make our focus in the right proportion. We always used to take a break and explore. Here is “Travo” to make the wanderer experience seamless.

Proposed Product Ecosystem



Target Market

Professionals, students, A person who travels Frequently.

who is the user is,

- Age Group from 18 to 45 .
- Financial status - middle class and above.
- User from primary location - Tier 1 and tier 2 cities.
- A person with good tech literacy.
- A Travel Enthusiastic

Research

During the Research Part I have interviewed around 7 people and took 5 valid inputs. Tried to understand their travel related experience and observe the emotional part of them, so that we can identify their needs and conform them through the journey.

Interview Questions

Basic User Personality Questions,

1. Basic Introduction about them
2. Demographics Questions
3. Occupation status

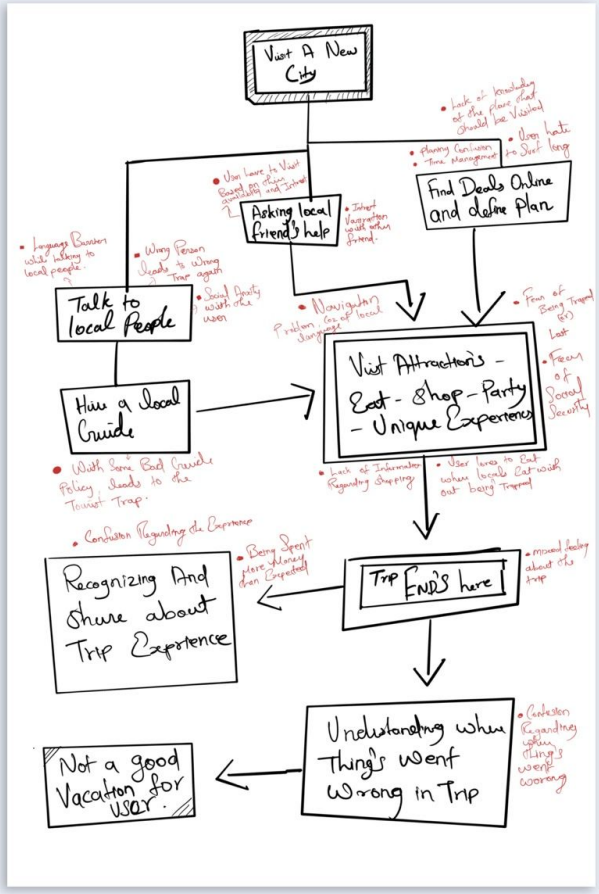
Research Related Questions,

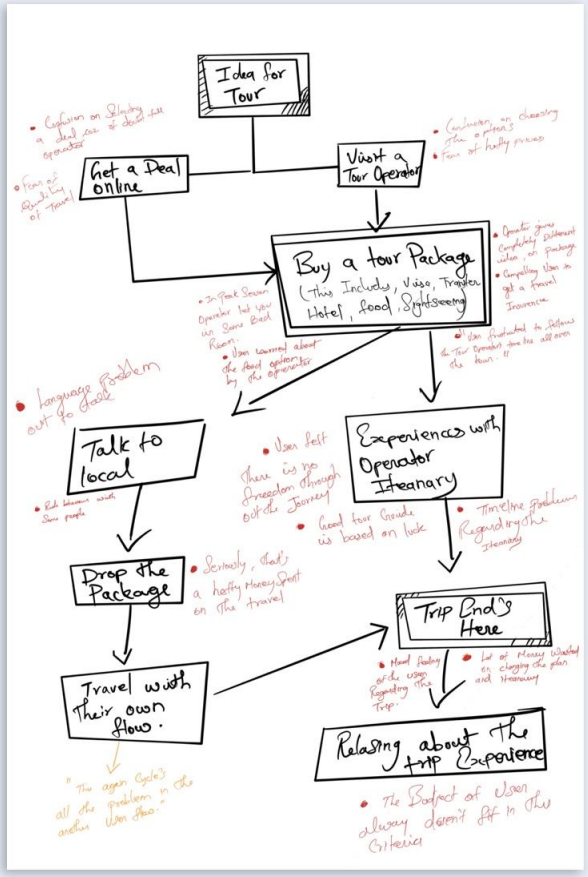
1. Have you ever travelled? How was your Experience.
2. What's the first thing you do when you reach the destination?
3. Have you ever faced any problem while traveling/tourist attraction or heard anything related to it ?
4. What are the hurdles you came across in your travel experience?
5. How do you organise your itinerary and other activities?
6. What is your expectation if there is a product that makes your travel seamless?

Note : Throughout the research process the order ,of the question and slight variation in the question done based on the user interview interaction.

Current User Flow

Current User journeys were made based on the insights from the user interview. Here i am considering Two most familiar User journey that are experienced by the user.





Summary From User Journey

Here I am giving the combined summary with the more focus given to the User scenario - 1. From the Research and the proposed product ecosystem, It is proved that most of our users are from scenario-1.

- Most users felt that there is very little information available that is easily available while making a plan to a tourist destination. which leads to the lack of clarity and knowledge about the places
- People are really confused regarding the planning of time management and making it organised . The listable options are really tough to carry forward the tour.
- Difficult in finding the point of interest, Usually people rely on the internet to find the places. which takes a long time to surf also difference of opinion given in different websites.
- The Language barrier is Very big scenario for some groups of users who have social anxiety, but it affects most of the tourists.
- The user Fears about the tourist trap always before starting the conversation with another local person.

- Fear being lost elsewhere in the tourist destination.
- As a traditional Habit all the user i interviewed would like to shop, but they cannot able to find the best places to get things like souvenirs. The current scenario is very difficult for the user
- Most of the user felt That it is very difficult to navigate in the city , even MAPS works on the local language.
- The users are more worried about the safety of the place they visit, especially Woman travellers who visit the new city.
- Most of the users look forward to plan their trip but not heavily planned, They like to go with the flow.
- The difference of opinion with the people causer confusion for the user while making decision.

Observation

The clear observation are made to understand the users travel experiences and the problem they faced while on the travel.

User Persona

From the research process I have created a user Persona.

Persona 1 : Myself
(Don't just Know the customer, When you have the opportunity to be the customer - Quote no 7 From Uber design Team's - 77 Things)

Persona 2 :

Riley Cooper, 28 F

Hey ! This is Riley. Travel is my chance to spend the quality time with the people Closest to me and to escape from the day to day grind, To let loose and Embrace the Extraodnary. The planning can be tedious and I value any support i can get to ensure that our trip goes smoothly.

Demographics

Martial Status : In a Relationship

Annual Income : 24 Lakhs P/A

Location : Srirangam, Trichy, Tamil Nadu, India.

Professional Background

Education : Masters in Chemical Engg, Anna University.

Job Role : Cheif Quality Control Manali Petro Chemicals.

Experience : 5 years of experience

Personality

- She is little Introvent
- More Analtical Mindset
- Used to be littile planned for things
- A step close to passive Attitude

Goals

- To spend less time on the internet Regarding planning for the trip
- To Widen her options to for to go niche and really good local shops.
- To get good deals from the local Point of intrest
- To fit the holiday in budject and her Timeline
- Planned, But freedom to move around as she like to do

Travel Needs

- Flexibility to change her sheduled
- Assistence Through out the holiday on Demand Basis
- Need to organise her holiday easily with spending less time

Current resource to plan

- Trip Advisor
- Lonely Planet Guide
- AirBnb
- Instagram
- Google Maps

Resource to Make Memories

- Unfold - Create Stories
- Snapseed - To edit Her Photos
- Instagram - Share Her Memories with her 3k Follower's
- Snapchat - Share Her Memories

Problem That user Face

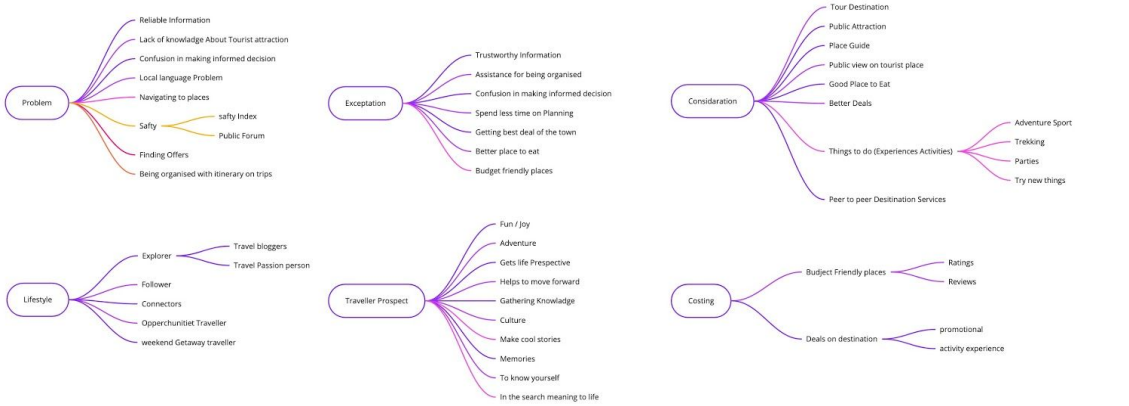
1. Unable to find the guided information about the specific place.
2. User doubt full on the Reliability of the information.
3. Confusion in making organised decision
4. Language Barrier
5. Navigation to the places
6. Reliability on safety Factor
7. Finding local offers and good Deals.
8. User facing issue for being Organised

I considered most of the problem to ideate the product feature , whatever user felt missing, facing some problem or some issue throughout the vacation, These are all i tried to address.

Product Story

Riley getting Five days continuous holiday from her busy day to day schedule. she badly wants to get out of her daily routine, so she thought of planning for some short and sweet trip. which something adds in her diary for a long time. Surprisingly she return flight ticket at a very good price. she applied for a visa online and got it hassle free. The day arrived she took her flight and landed in her destination, so what's next! its Blank for her. Somehow she got to know there is an app called “TRAVO” an application which helps the user to know about guided information about destination, Easy of navigation, Get best offer in two and to organise her travel stuff. She felt like a tourist destination like her own city.

Brainstorm

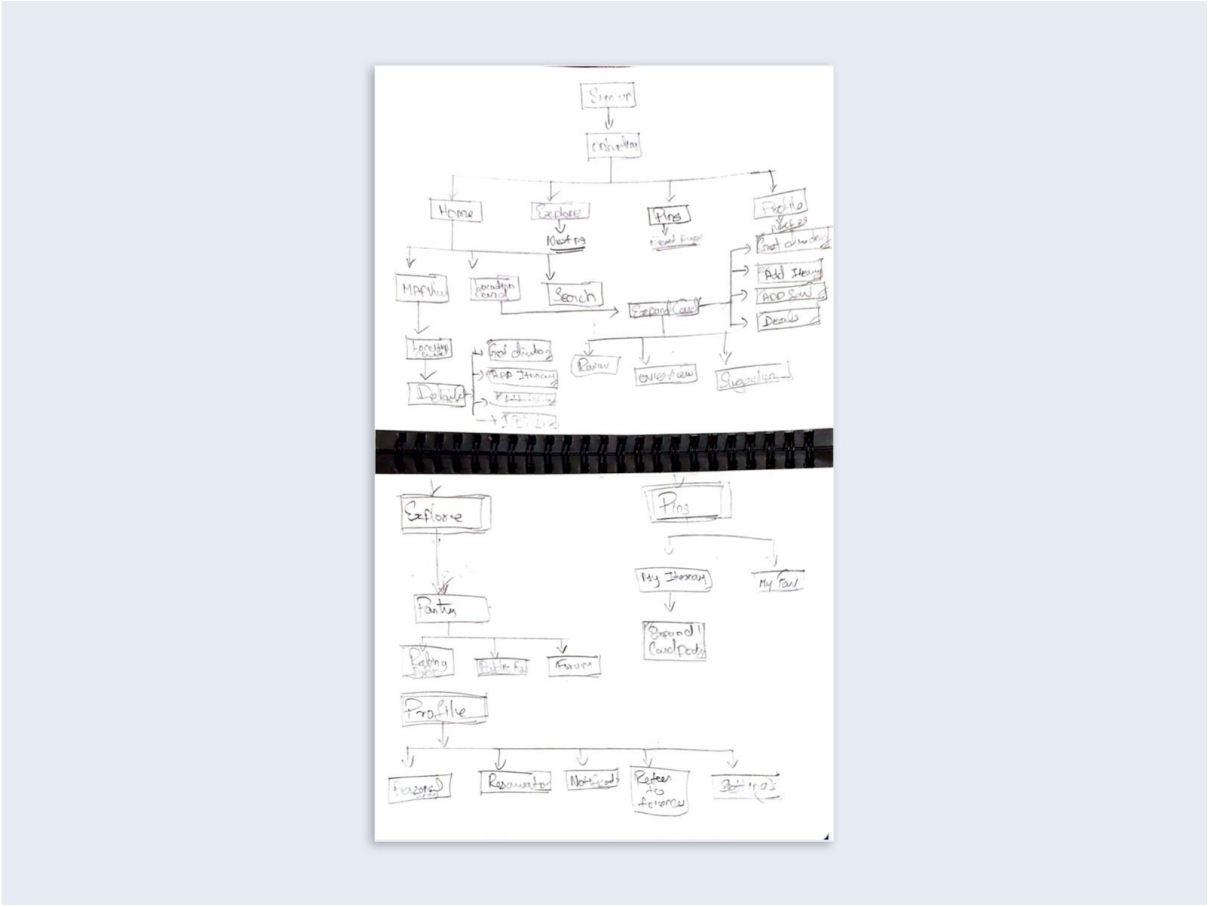


I took some more data internal people who i known to collect insight about the users expectation, where are their struggle, how they are trying to solve it and how they are overcoming it.

If is not clear try here : https://miro.com/welcomeonboard/1p1ayyN0u5lsj4QVaXX7noE45Ib2XeApVHgXtLQLoL5YsEcJAdInRXgWyCHco9Xa

Information Architecture

Note : By the research i came to know that most of our user’s are wanting a products works best on the mobile, Because of the portability factor. so i planned to give mobile first approach to this product (Travo)



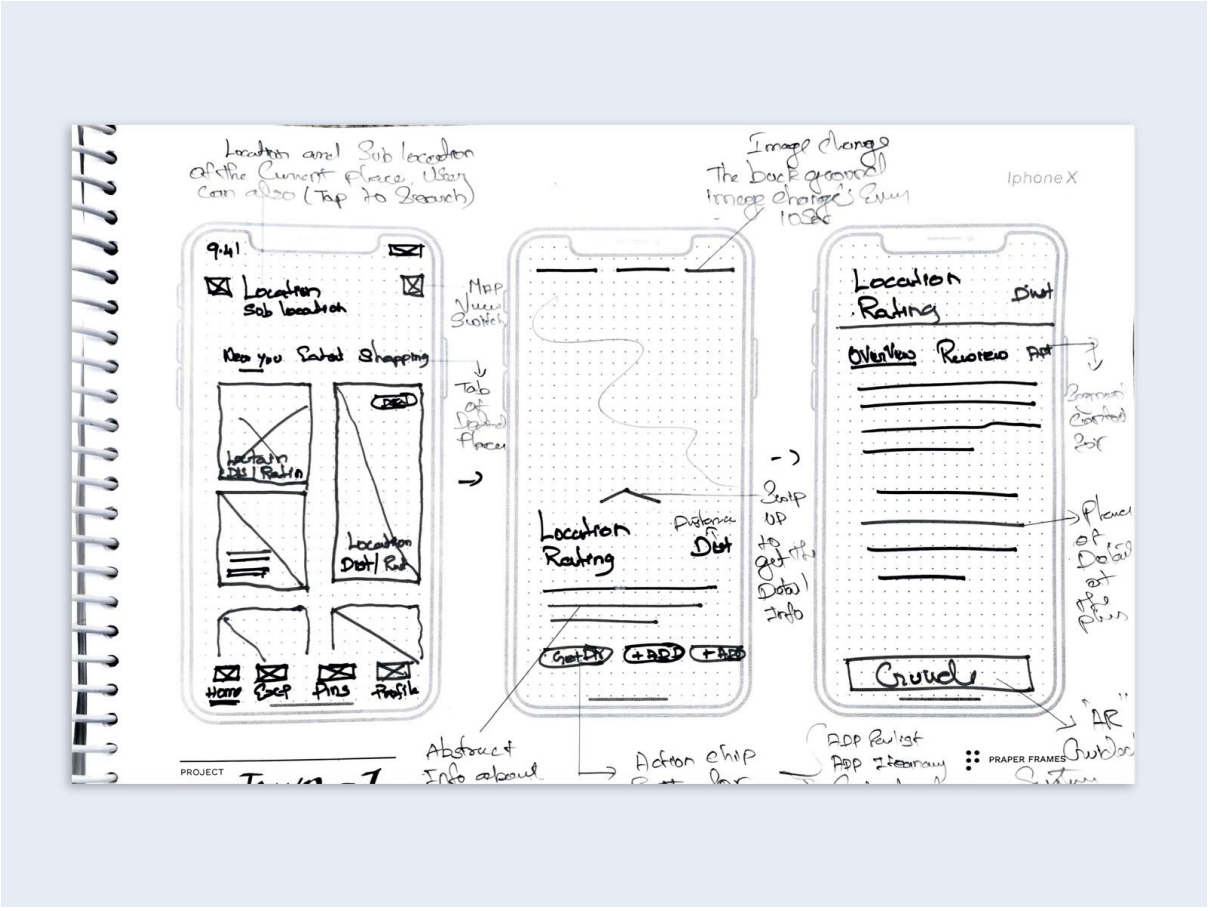
Wireframe And User Flow

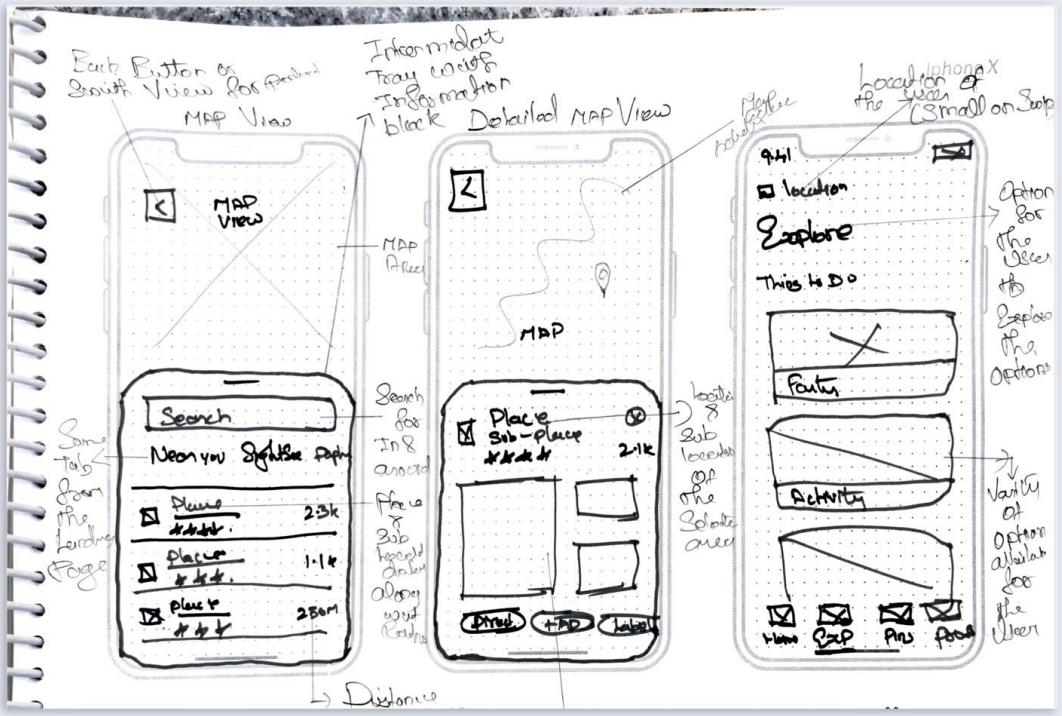
The Multiple step before getting into the visual design is to ideate the userflow from information architecture and brainstorming . Then i sketched all the possible wireframe which required for the concept. This gives the overall idea of the product and quite informative

I didn’t draw all the wireframe for the web, i used the same screen to convert from the mobile to web. The main reason is because the product is based on the “mobile first approach”.

Basic User flow (When the used it first time)

- User sign up
- Onboarding to setup the profile
- User lands to the home page
- Based on the location product automatically detect the Destination
- Based on the interest and the rating user select the location
- There user made a navigation to the place
- He then came back switched to map view
- started searching his point of interest and adding to Iteanary
- Then user went to Itinerary panel and aligned things

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Variety of Option available for the User
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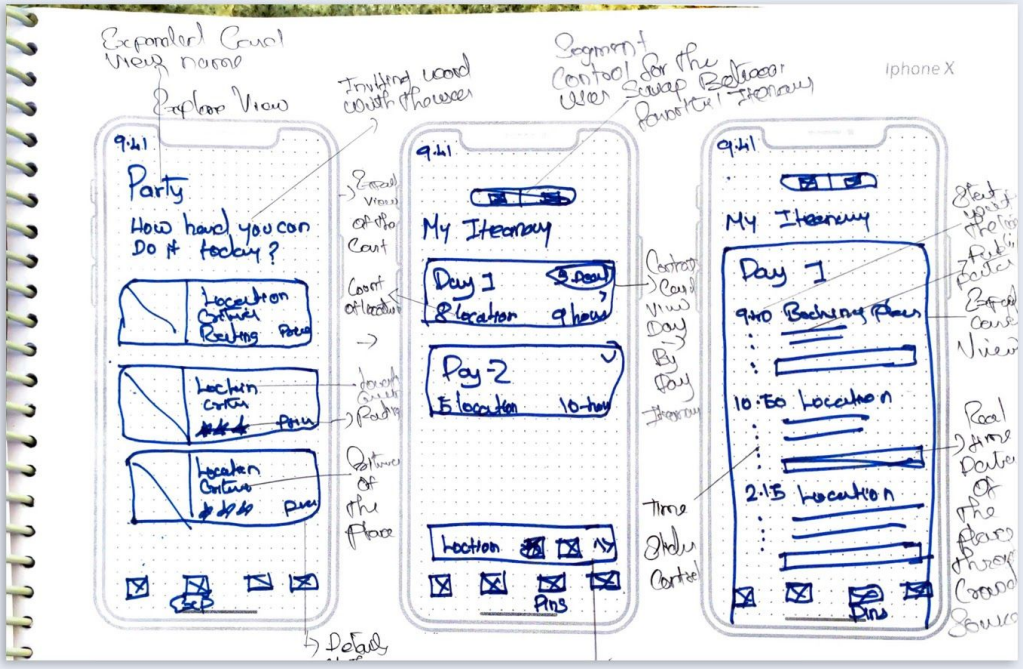
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2.15 Location
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Start your Photo Public Parter
Expand Card View
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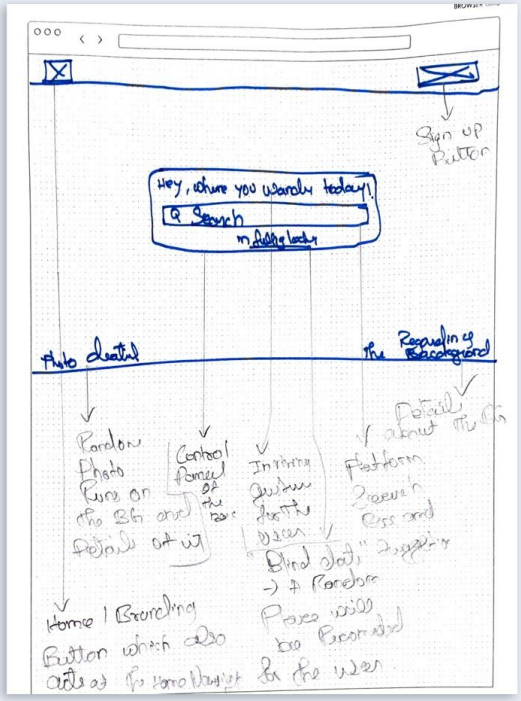
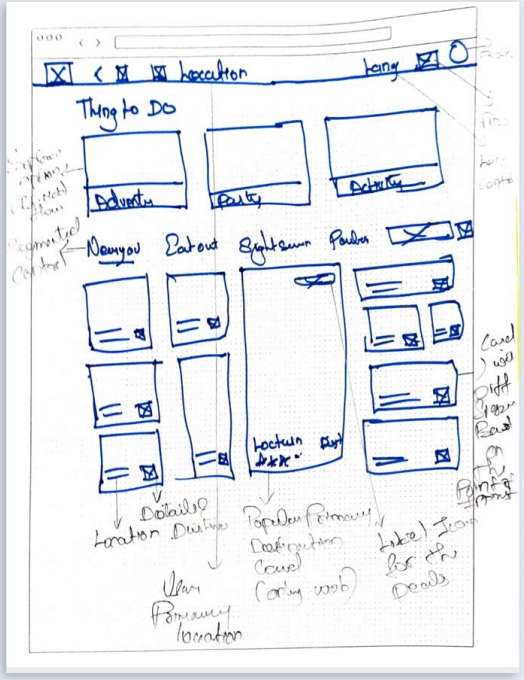

Sign up Button
Hey, where you wander today!
Q Search
Photo detail
Regarding the Background
Random Photo Runs on the BG and Details of it
Control Panel of the bars
Inviting Question for the user
Platform Search Bars and
Detail about the BG
"Blind date" Suggestion
-> A Random Place will be Recommended for the user
Home / Branding Button which also acts as the Home Navigator


Location
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Location
Details Distance
Popular Primary Destination Card (only web)
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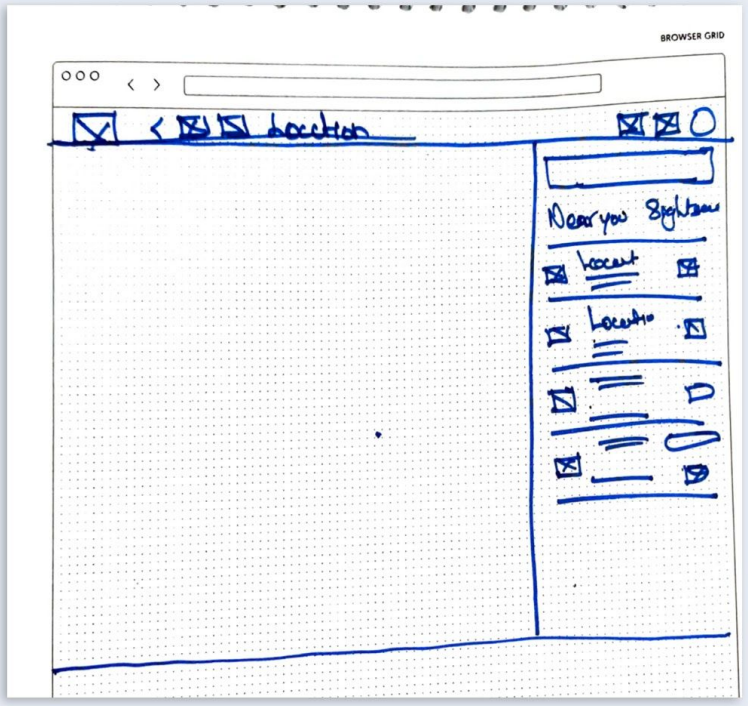
BROWSER GRID
Location
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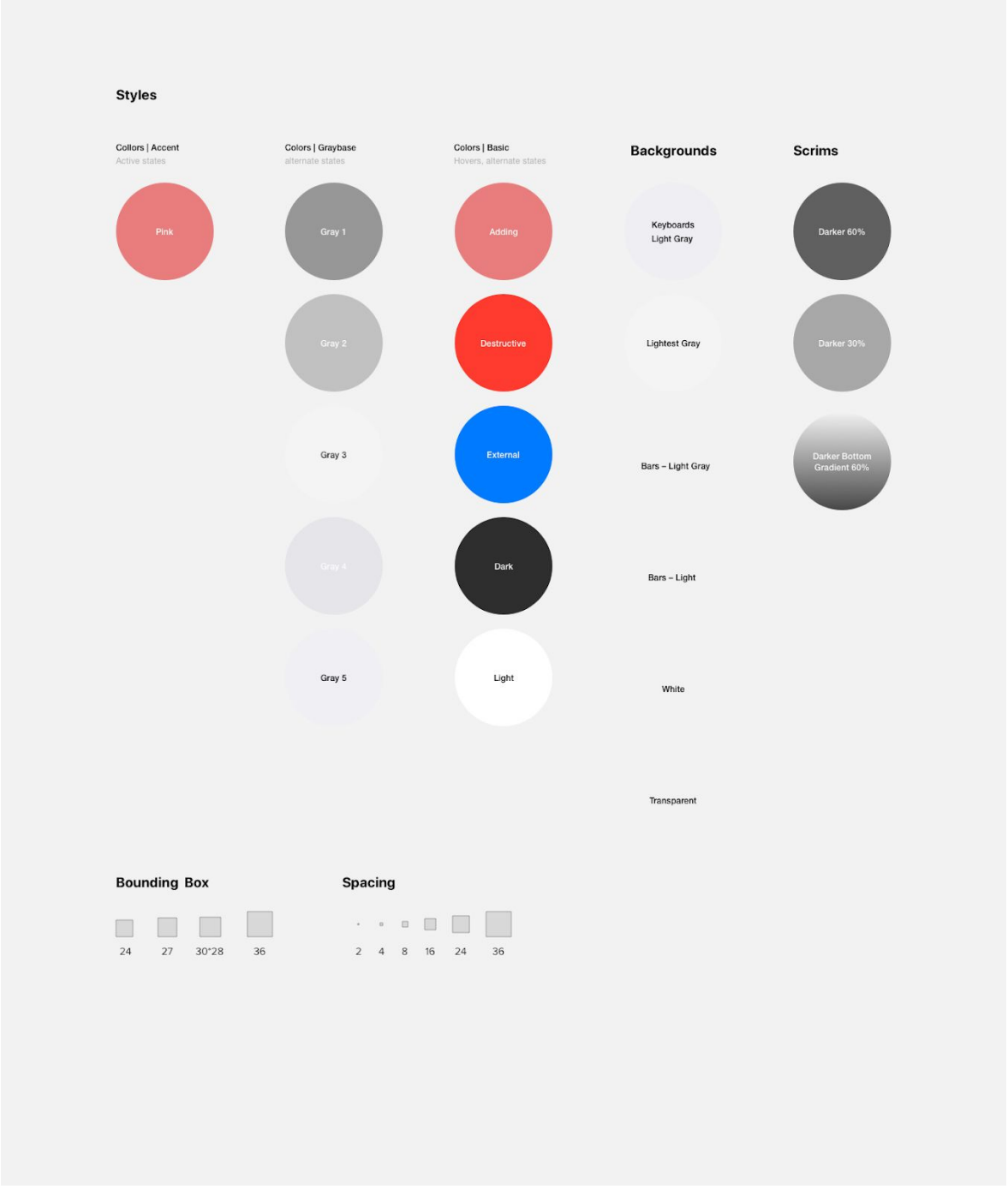
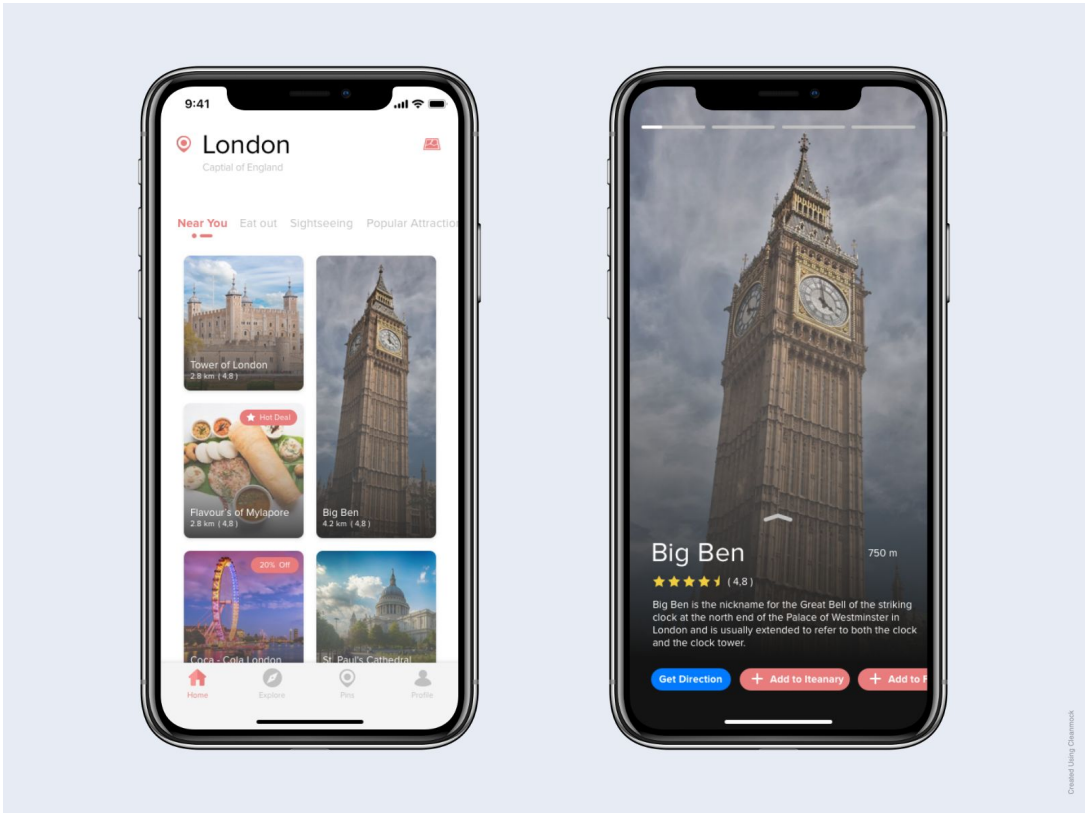
Style Guide

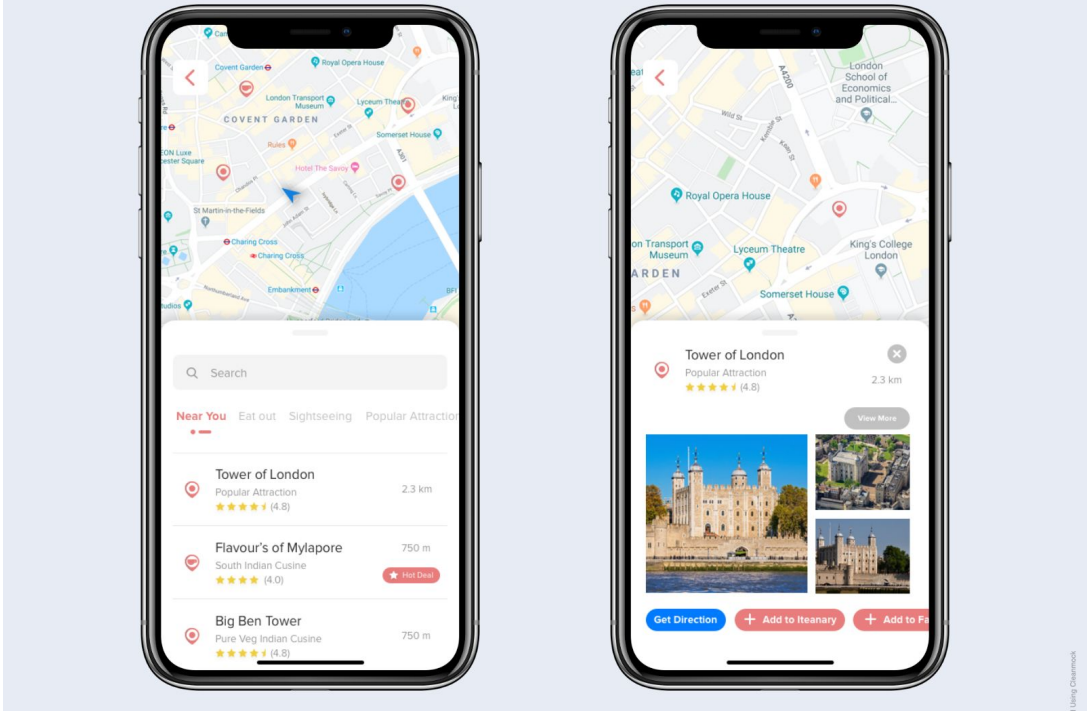
Before i start the visual design, I made up a style guide along with the primary colour which i rapidly mood-boarded for this process of the product. I used Proxima Nova for the both App and the Web, Because of the very good readability by its nature.

Here i also defined the bounding box and the spacing guide for the product which helps while performing the visual design. Multiple bounding box where used based on the platform,For web 24/24 and 36/36 as constant on the other hand for IOS mobile i chooses to go with apple’s HCI guideline.

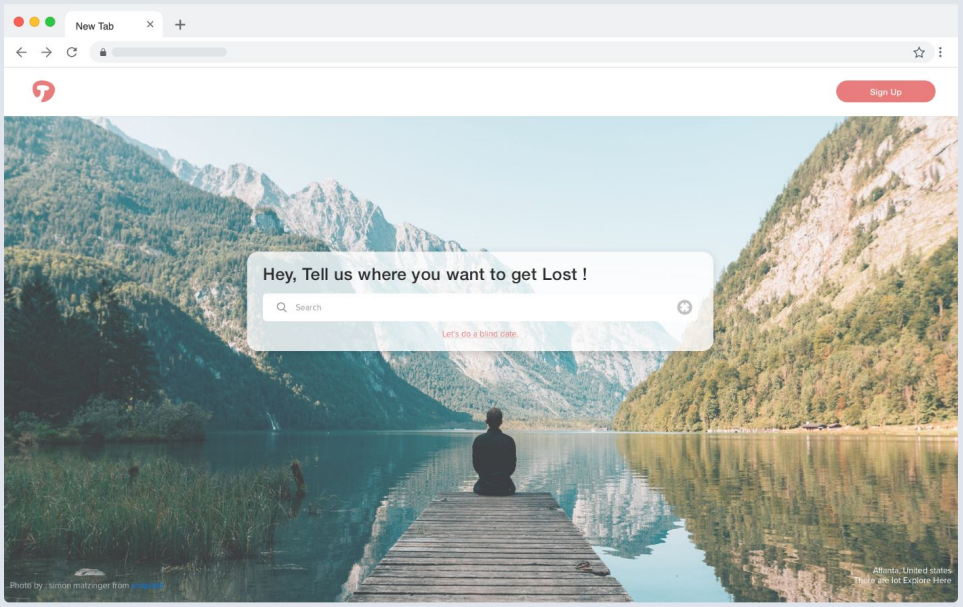


Visual Design App

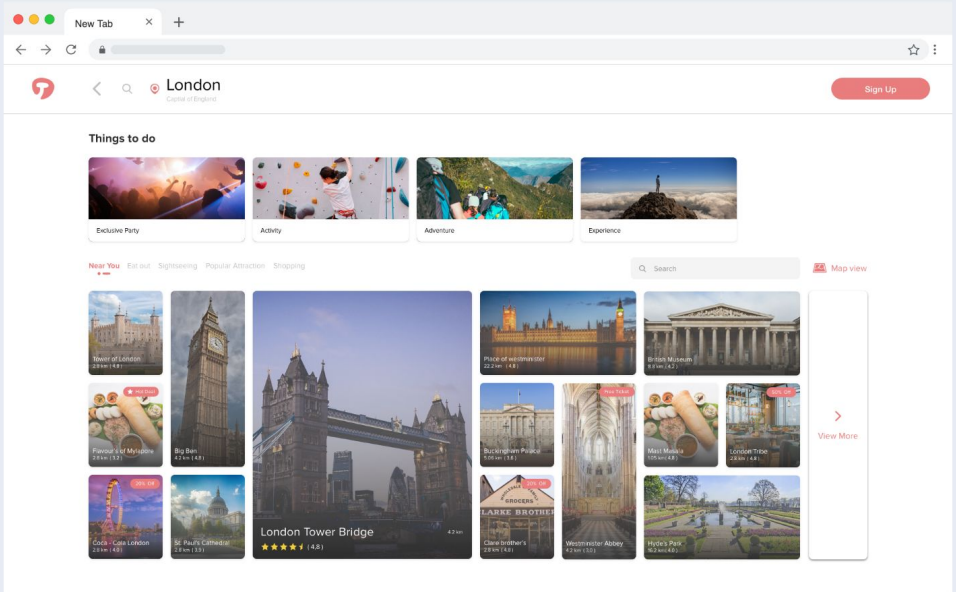




Visual Design Web



Created Using Cleanmock



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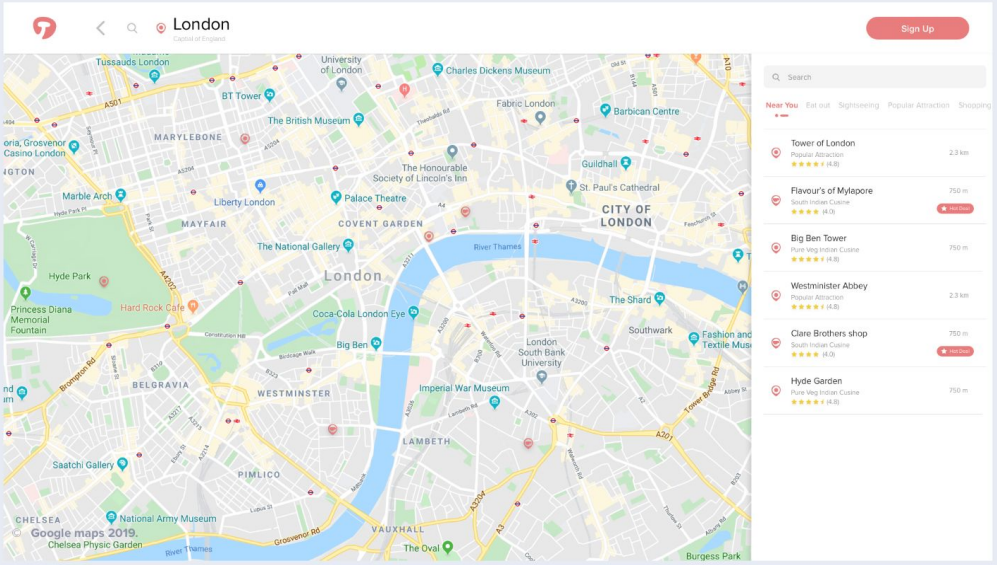
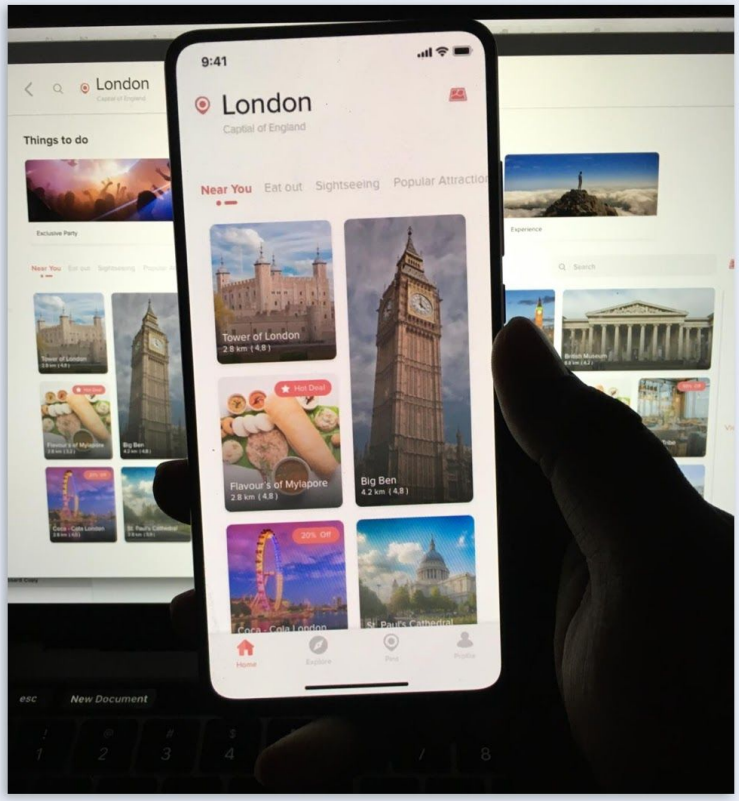


Created Using Chammook

User Validation

I gave the phone to three user with Sketch mirror (crystal for android), Along with the Sketch prototype and observed how the user interact with the interfaces. Through my observation i can tell that success rate of the product interaction is about 85%.



Tools Used

- Pen and Paper
- paperframe.co (sketching sheet supply)
- Miro (for brainstorming)
- Procreate (for ideation)
- Sketch (Visual design)
- Dropbox Paper (for documenting this entire experience journey)

Take Away

In this design challenge project, Brainstorming is very helpful to understand the user needs more clearly. I spent more time on brainstorming than before for this project and i learned lot about the brainstorming techniques.