



Texas Highways Mobile Application

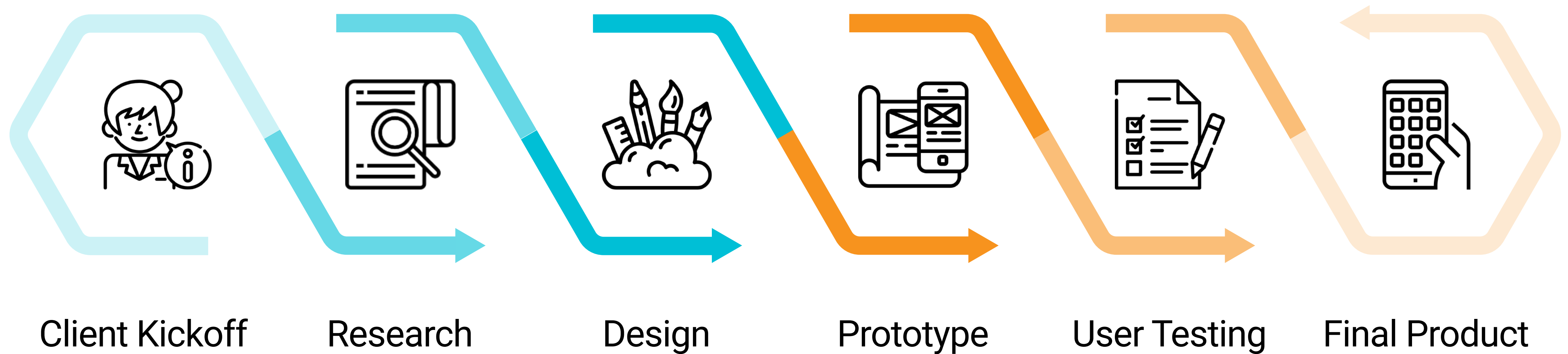
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TEXAS[™]
H I G H W A Y S



The University of Texas at Austin
School of Information

Timeline



Client Kickoff

Kickoff

Joan Henderson, **Director**

Mark Mahorsky, **Creative Director**

Andrea Lin, **Publisher**

Emily Stone, **Editor**

This meeting helped us understand what Texas Highways wants with their mobile application.

Objective

Create a high fidelity concept of the Texas Highways mobile app.







Takeaways

- The Magazine's purpose is to **drive tourism** in Texas
- Make the app **less of a corporate feel**, more fun
- Interested in **scenic route** for Texas
- Side agenda: get Texans off the main road
- Want the app to be **engaging**
- Main audience are 40+

Research

Persona

Jason Alyssa

-  Middle age
-  Live with family
-  Local person
-  Road trip
-  Not a tech-savvy
-  Comfortable



Name	JASON SMITH
Age	41
Family	Wife & Two Kids
Location	Oklahoma, OK
Nationality	U.S.
Job	Project Manager
Workplace	Local Hotel
Hobby	Road Trip

DESCRIPTION

Jason likes road trips both by himself and his family. Also with his friends. He enjoys his work at a hotel to welcome tourists. When he travels, he would like to explore local cultures. But he struggles to use new technologies for travels.

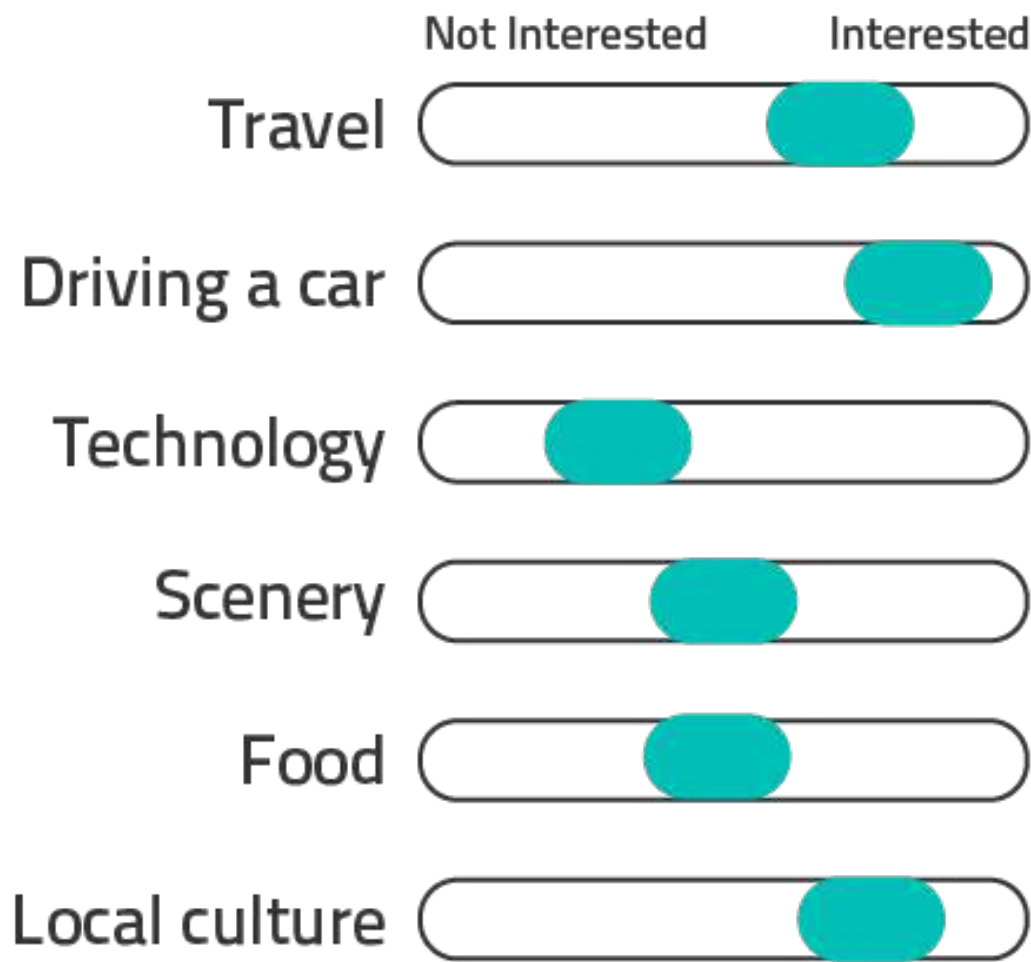
GOALS

- To do a road trip at once a month
- To join local events or places to explore cultures
- To see beautiful sceneries
- To feel less stress for planning & revising his plan during trips

INFO RESOURCES

- Google Map
- Kayak
- Yelp
- Texas Monthly
- Lonely Planet
- Texas Highways
- Blogs
- Friends

INTEREST









PAIN POINTS


- He is not sure which platforms are good to plan
- When he suddenly gets free time, he can't plan quickly
- He misses local events
- Not easy to revise his plan
- He cannot connect to the local community and local hosts
- Difficult to figure the best routes for sceneries

Scenario

Jason Alyssa

-  Middle age
-  Live with family
-  Local person
-  Road trip
-  Not a tech-savvy
-  Comfortable

Jason plans a road trip with his family for the Thanksgiving week. He likes to explore new things

COMMUNITY 

He wrote about the places they visited on Yelp both for himself and others. He wants to hear more comments from local people.






EXPLORE

Jason wants to do a 3 days long road trip with his family. He is busy, but tries to read articles on websites and magazines to see options. He enjoys seeing travel photos.

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PLAN

After deciding to go to Houston, he used some websites to check the access, restaurants, hotels, and things to do. He also looks for local events. He uses his memory to remember the plan. He doesn't enjoy this stage.

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TRAVEL

He replies on his knowledge and goes through roads with beautiful sceneries. He doesn't like to open his phone to check information. Also, they went to a local festival, but they were struggling to find attractions.

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REVISE

Since they can't find the attraction, they instead look for a good cafe. And in a cafe, they discuss together about where to go next. But since they are tired, they decide to go back to a hotel.

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Persona

Jason **Alyssa**

-  Young (20s)
-  With friends
-  New to Texas
-  Photography
-  Tech-savvy
-  Limited budget



Name	ALYSSA LIU
Age	28
Family	Live by herself
Location	Austin, TX
Nationality	Taiwan
Job	Graphic Designer
Workplace	IT Company
Hobby	Photography, Food, Travel with friends, Hiking

DESCRIPTION

Alyssa is a designer at a tech firm. She came to the U.S. for her M.S. four years ago. Since she is new to Texas, he likes to explore new places and foods with friends. She likes taking and sharing photos. But, she concerns about expenses.

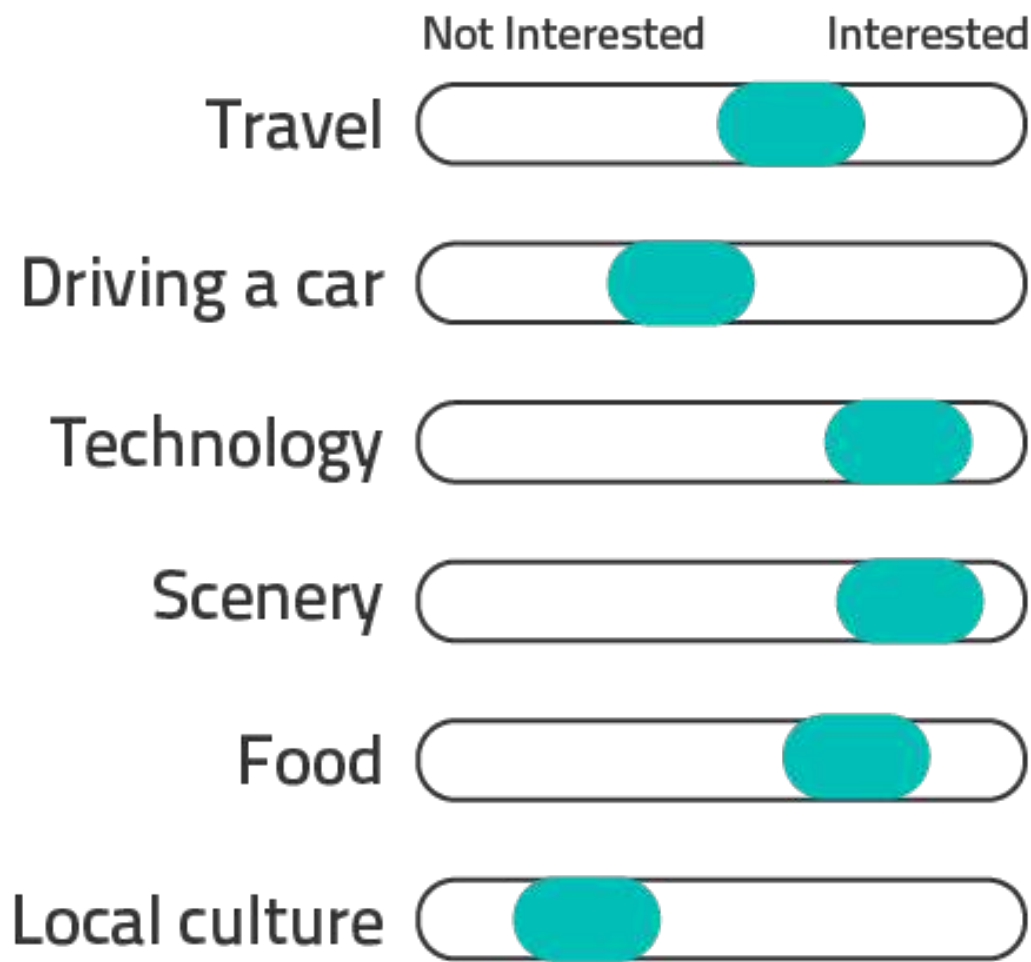
GOALS

- To find the cheapest options
- To visit good photo places
- To explore good foods
- To calculate estimated cost
- Find good time spots with friends

INFO RESOURCES

- Google Map
- Kayak
- Yelp
- Trip Advisor
- Instagram
- Friends
- Youtube
- Airbnb
- Expedia

INTEREST









PAIN POINTS

- It's not easy to find the cheapest options
- Want to see more photos and videos to explore places
- Some information online is not up-to-date
- Want to have a better filter to select options
- Want to see better rating systems

Scenario

Jason **Alyssa**

-  Young (20s)
-  With friends
-  New to Texas
-  Photography
-  Tech-savvy
-  Limited budget

Alyssa plans a weekend trip with her friends. Her budget is \$400 for an entire trip.

COMMUNITY **Instagram**

She posts many good photos with hashtags on social media. She enjoys recording the trip and getting many likes.



EXPLORE

She explores travel destinations that has good foods and photos on social media and websites. Then, she discusses with her friends.

- Instagram
- Blogs
- Youtube
- Friends
- Google Image

PLAN

After deciding to go to Dallas, he used some websites to check the access, restaurants, places to stay, and things to do. She enjoys planning with her friends.

- Google Map
- Yelp
- Kayak
- Expedia
- Airbnb

TRAVEL

Since they don't have a specific plan. They search during the trip, and decide where to go based on their mood. They decide to go to a cute meuseum. And they are taking a lot of photos.

- Google Map
- Yelp
- Trip Advisor

REVISE

And then they came to a good restaurant, but it was closed today. Thus, they looked for another restaurant around here and checked ratings. And then decided to go to a Korean restaurant.

- Google Map
- Yelp
- Trip Advisor

Requirements (Users can do...)



Explore

1. Can **filter** information by location, topics, price, activities, etc
2. Can see many **photos and videos**



Plan

1. Can check **suggestions of the best routes** for sceneries
2. Can find **local events**
3. Can see **suggested plans** based on their preference
4. Can **save** information



Travel

1. Can receive **notifications** about the local events



Revise

1. Can see **updated information**
2. Can **search** easily



Community

1. Can see **reviews and ratings**
2. Can link to **social media platforms**

Requirements (Our main focus would be...)



Explore

1. Can **filter** information by location, topics, price, activities, etc
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Plan

1. Can check **suggestions of the best routes** for sceneries
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Revise

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Community

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Design

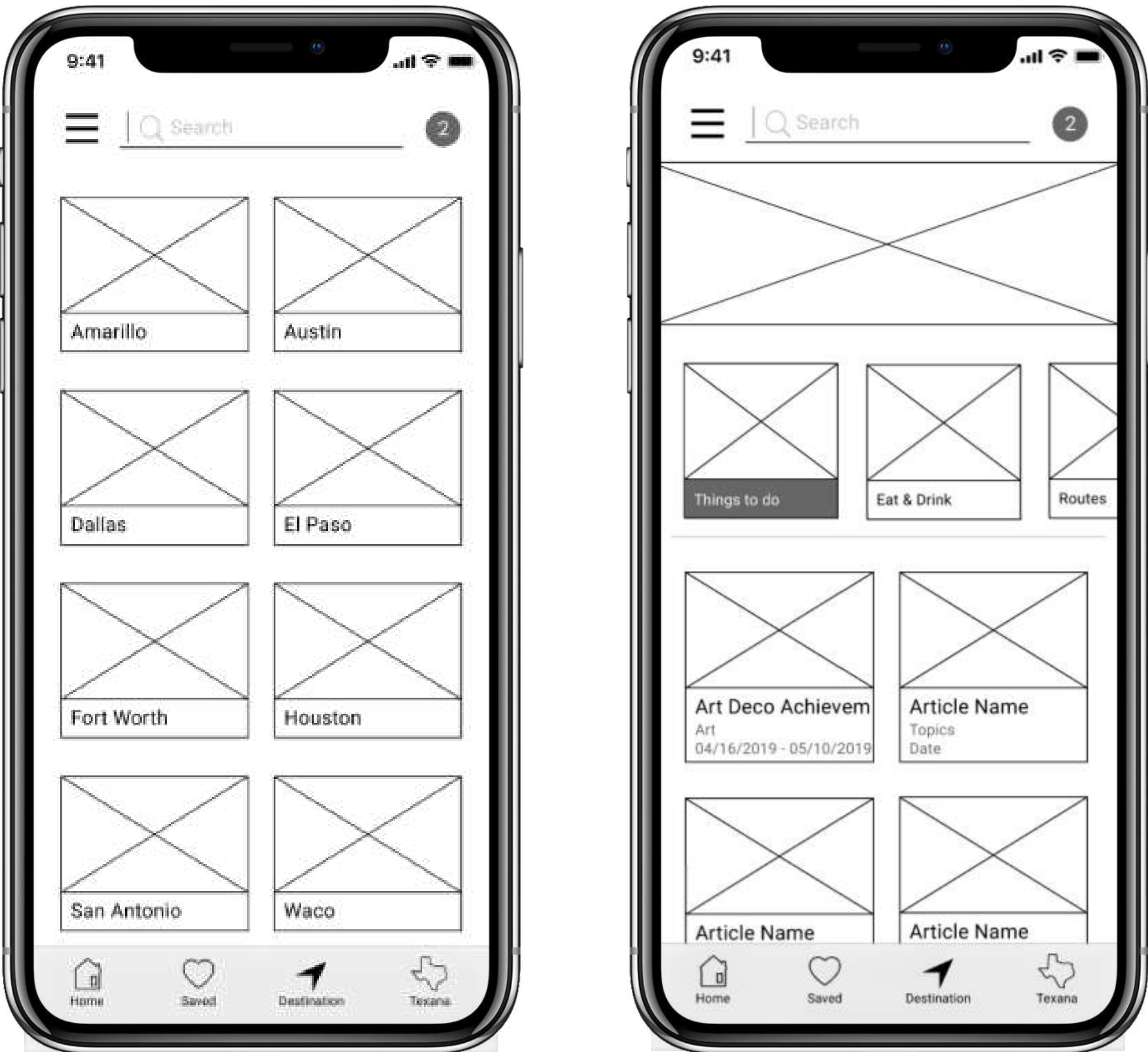


Prototype & User Test

Low Fidelity Testing

Scenario 01

It's almost spring break. Your family planned to take a road trip to Dallas, but you were too busy and did not plan yet. You are currently searching for fun places to visit in Dallas, and click on an article you find interesting.



Low Fidelity Testing

Scenario 02

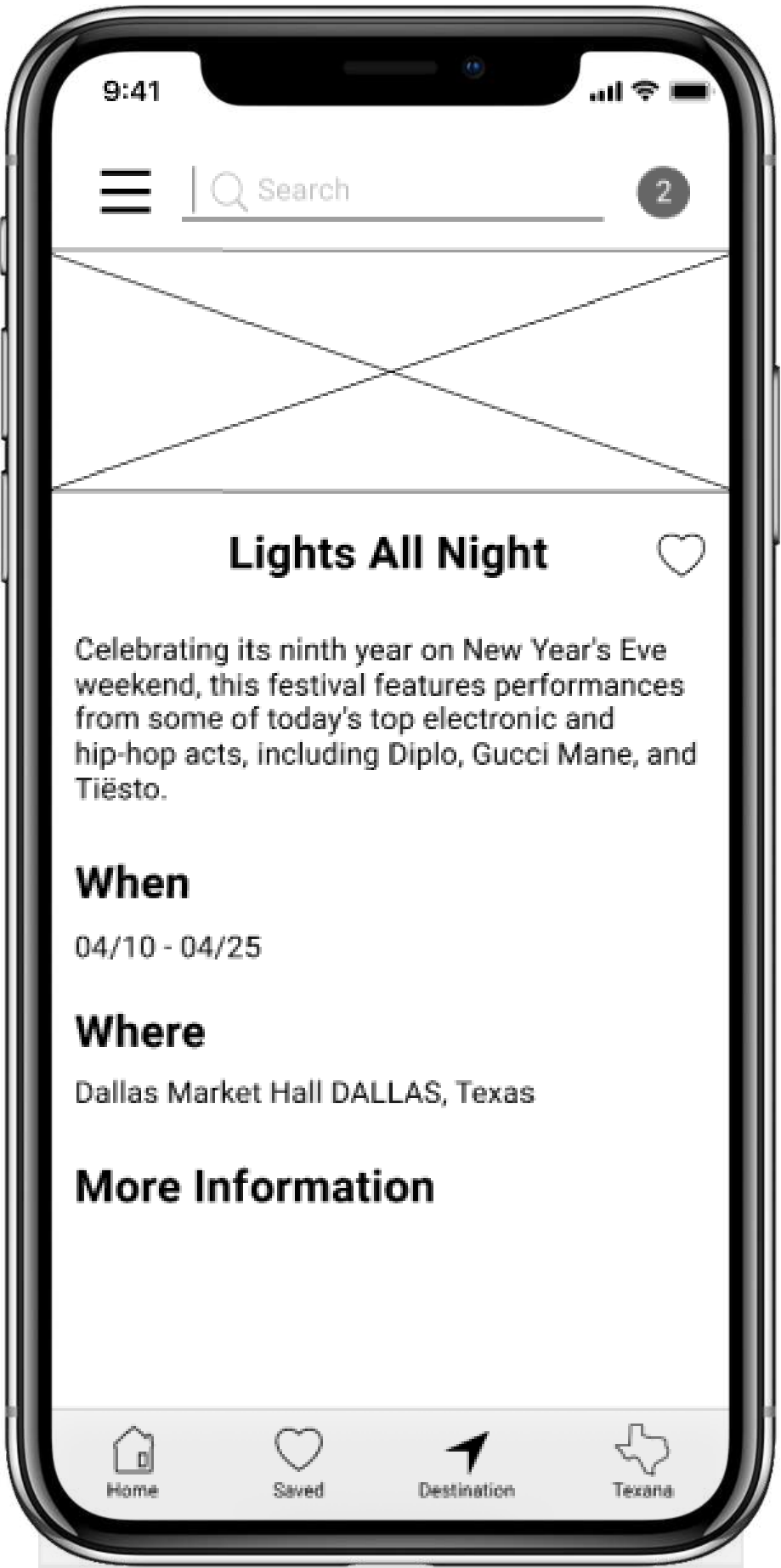
You have a date this weekend and want to take him/her out to a fancy restaurant. You want to look for any recommendations or articles in Dallas.



Low Fidelity Testing

Scenario 03

You are currently in Dallas on your road trip, and planned to go to the event Flower Fest. However, it started to rain all of the sudden so the event was cancelled. Please search for an alternative event to go to based on your current location.



Low Fidelity Testing

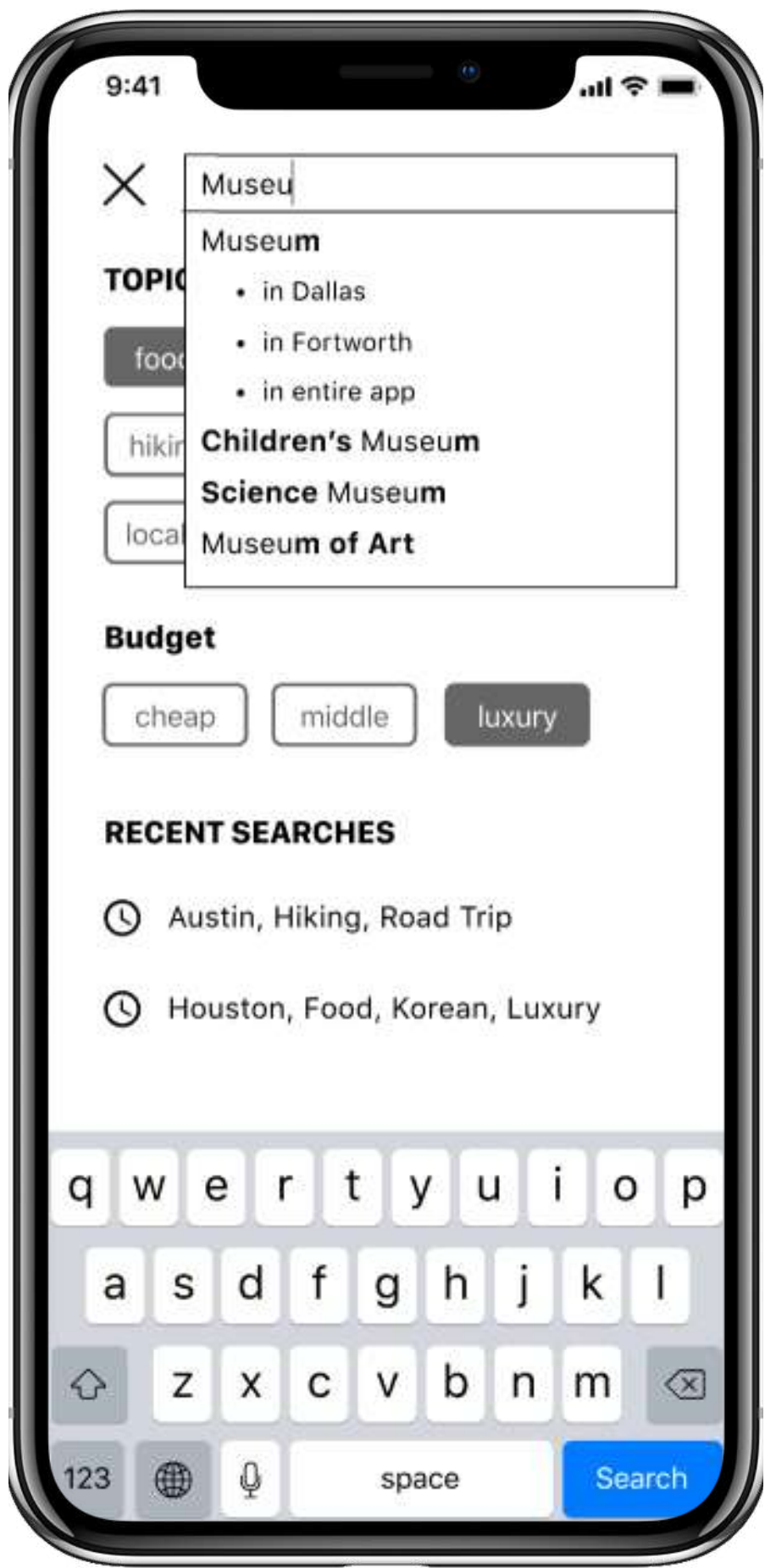
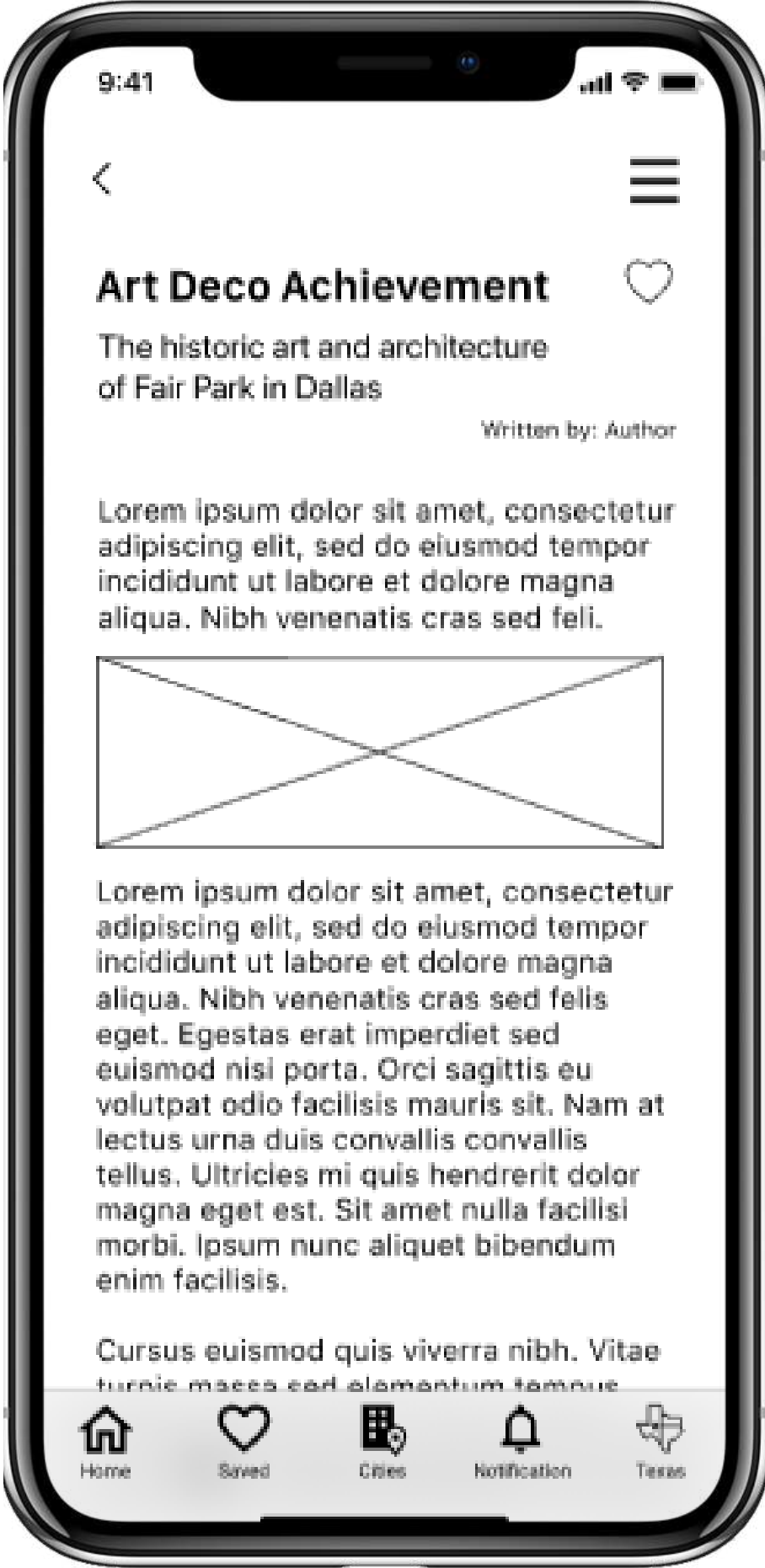
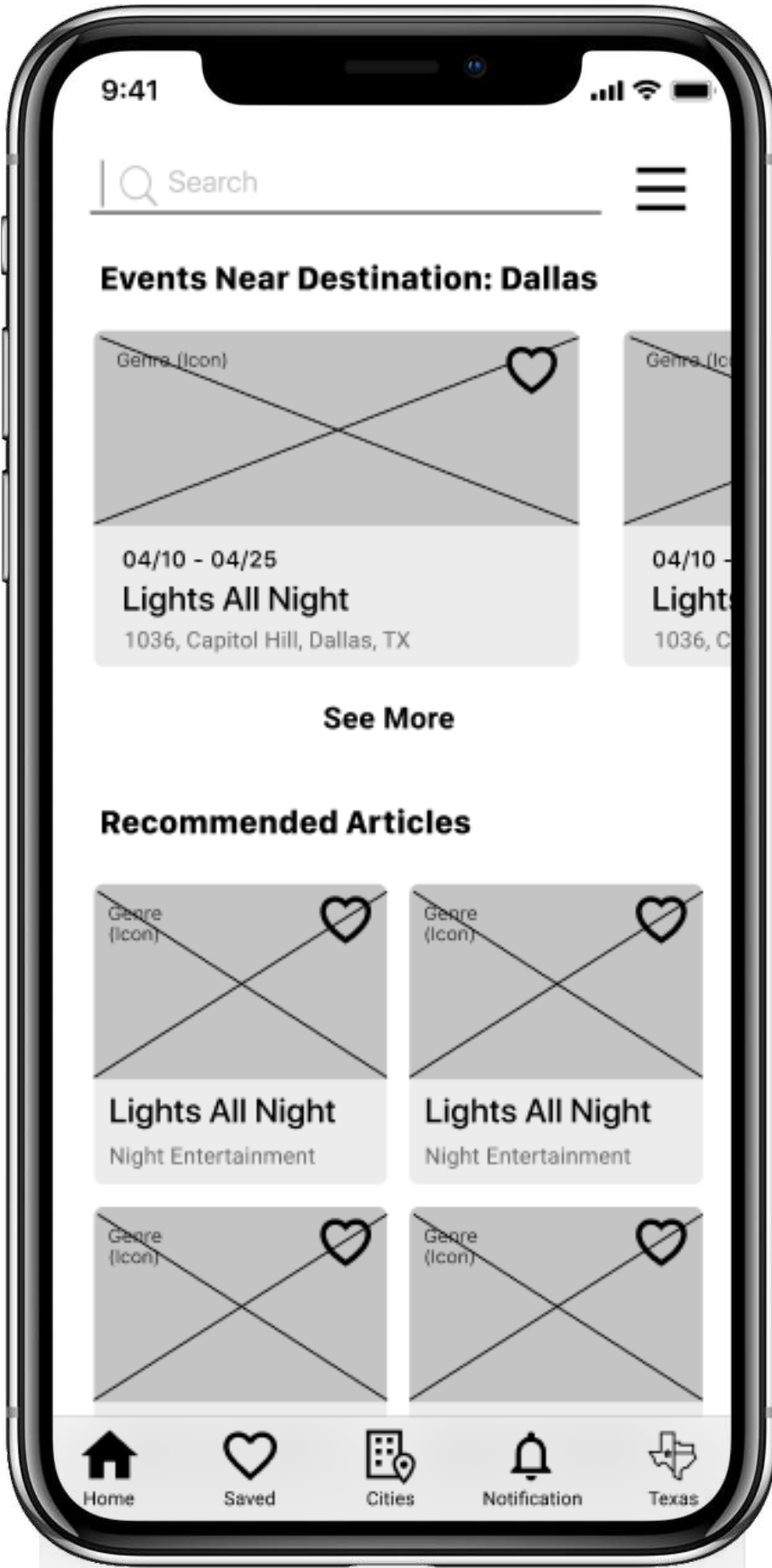
Findings

- Instead of **Destination**, participants would use **Search** function
- Participants expected to see **maps** in Destination
- The notification was confusing
- What is Texana?
- Not sure of the Hamburger Menu
- Recommendation function often overlooked

Implementation

- Build a more **detailed search function**
- Change the text and icon of Destination
- Change how users get notifications
- Texana -> Texas
- Show a different layout for the recommendation function

Medium Fidelity



Medium Fidelity Testing

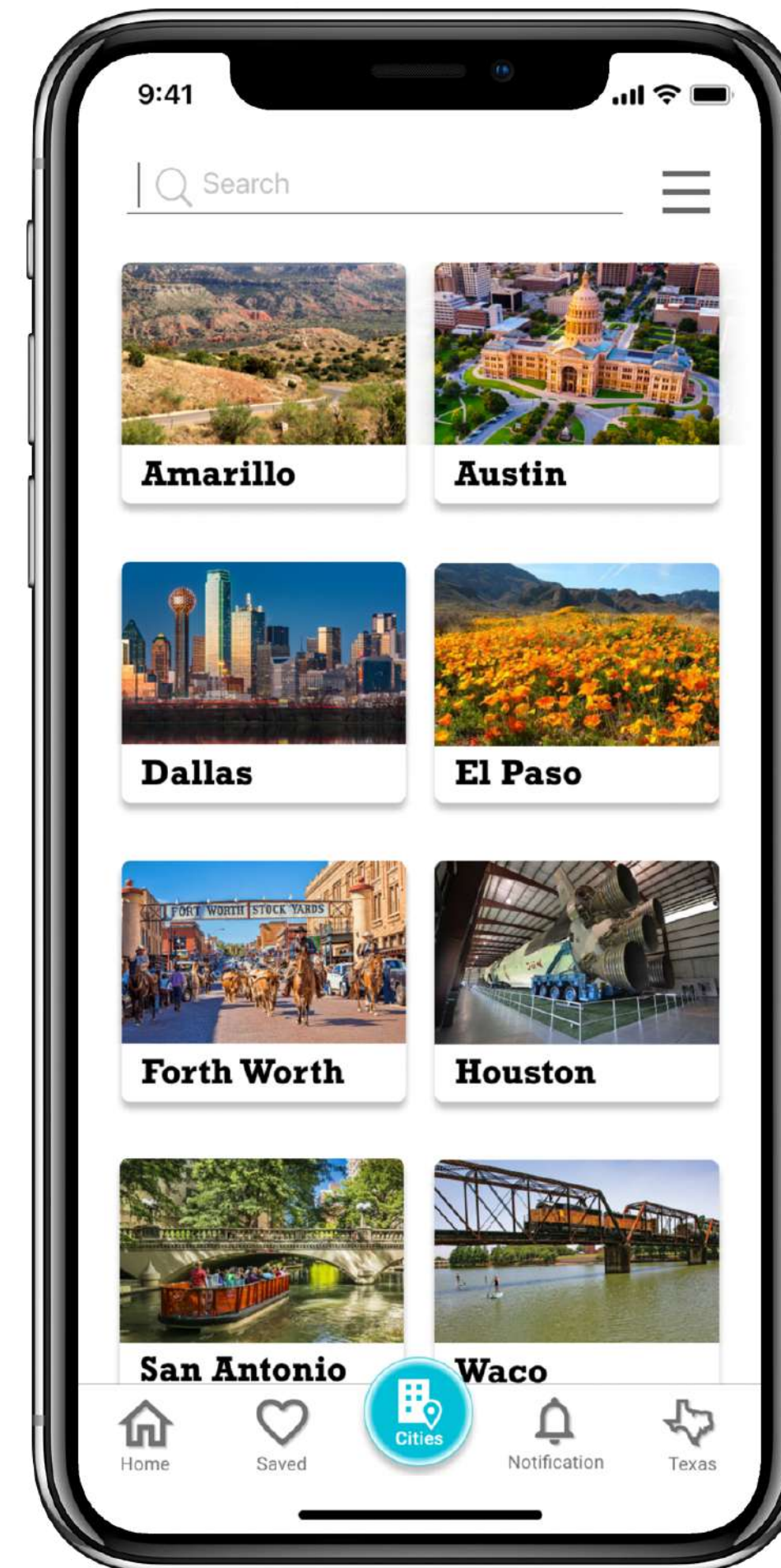
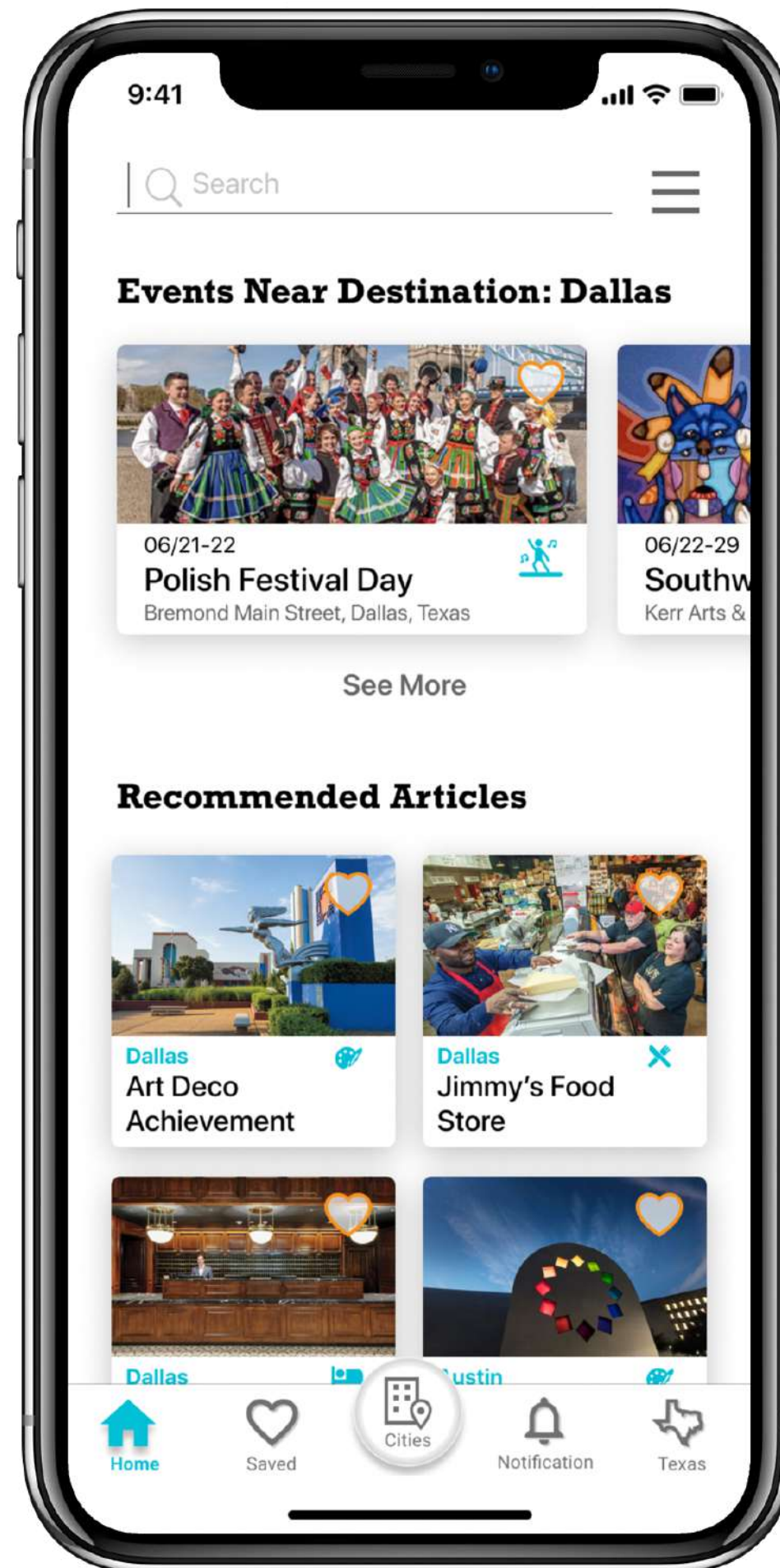
Findings

- The use of Cities and the new icon was **more clear** to the users
- Still use the Search function a lot
- Our prototype was **easier** to use
- Not sure what the Home page was for (the participant wasn't sure why these articles were recommended to her)

Implementation

- Since **exploration** is the main function of the app, Cities should be **distinctive**
 - Users will use Cities during **planning or exploring**
 - Users will use Search once they have **decided** where to go

High Fidelity



<https://www.figma.com/file/BJs6ZP32m48lOPE9W2emXYnf/Med-Fi?node-id=148%3A0>

Future Work

Future Work

- Address the issue of funding
- Redesign the user scenario
- Understand content and information architecture of Texas Highways
- More user testing