TravelGo

Simplifying trip planning with AI

Tessa Coleman

My role:
User research, Interface design, Prototyping, and Usability testing

Tools:
Figma

Goal:
The goal of TravelGo was to simplify the travel planning process by allowing users to enter their destination and receive AI-generated itineraries, which organizes and generates a personalized itinerary tailored to their preferences. The app also allowed users to provide information on accommodations, transportation, and activities, ensuring a comprehensive and seamless planning experience. The app sought to reduce the time and stress associated with traditional trip planning, offer tailored efforts, AI powered, and ensure their experience

Solution:
TravelGo addresses these challenges by centralizing all aspects of travel planning in one intuitive app. The AI feature ensures that users effectively receive customized day-by-day itineraries, and access tailored recommendations for accommodations, transportation, and activities. An visual and user-friendly interface ensures that even step-by-step planning is accessible to all kinds of travelers, ultimately turning what was once a stressful and fragmented experience into a seamless journey from planning to travel.

Overview

TravelGo is a travel planning application designed to make trip organization simple, intuitive, and stress-free. The goal of the project was to help users manage their itineraries, budgets, reservations, and travel documents all in one centralized platform.

The app integrates key features such as budget tracking, accommodation, transportation, and activities, transforming the overwhelming process of trip planning into an enjoyable and efficient experience.

Problem

Travelers often face a fragmented planning process, juggling multiple apps, spreadsheets, emails, PDFs, and notes. This leads to:

- Difficulty keeping track of reservations and itineraries
- Stress and overwhelming trips with others
- Lack of budget visibility
- Confusion and frustration when planning multi-destination trips

How can we help users plan their trips efficiently, visually, and without stress?

Hypothesis

If we provide a centralized, visually intuitive platform for planning trips, then users will feel more organized, save time, and enjoy the process of preparing their journey.

Goals

- Allow users to enter only their destination, dates, and interests, and let the app automatically generate a personalized itinerary.
- Provide smart suggestions for accommodations, transportation, and activities.
- Enable collaboration as couples, families, or groups of friends can plan trips together in real time.
- Reduce planning time and stress, making the process more efficient and enjoyable.

Research Overview

To better understand users' trip planning behaviors and pain points, I conducted secondary research using industry articles, consumer surveys, and reports from trusted travel and business sources such as Forbes, Statista, and Harvard Business Review.

This research helped me understand how travelers plan their trips, where they spend time and effort, and the challenges they face when organizing travel information across multiple platforms.

Key Research Insights

- 77% of travelers use social media for inspiration and trip planning (Statista), and 15% report that celebrity destination photos influences their booking decisions. This highlights the need for a platform that combines engaging and inspirational content when users begin planning a trip.

Budget Concerns and Decision Drivers

- 64% of travelers are concerned about overspending (Forbes), making budget visibility a key feature.
- 23% spend most of their planning time researching travel experiences
- While 35% rely on social media for destination decisions, only 6% currently use AI tools for trip planning

This indicates a strong opportunity for accessible, AI-driven solutions that simplify decision-making without increasing costs.

- Travelers spend over 5 hours researching and planning a single trip (Forbes), with an average of 41 pages of travel-related content before booking. This fragmented process creates cognitive overload and frustration.

Implications for the Product

The research reveals a clear need for a travel planning solution that:

- Centralizes all trip information in one place
- Reduces planning time and cognitive load
- Offers personalized, budget-aware recommendations
- Supports collaborative planning for groups and families
- Is visually inspiring and user-friendly

By addressing these pain points, the product aims to transform trip planning from an overwhelming task into a streamlined and enjoyable experience.

Industry & Target Audience

Primary Target Audience

- Young adults (18–35) who travel frequently for leisure or adventure and value meaningful, personalized experiences.
- Tech-savvy digitals seeking social familiar with platforms such as Reading, Airbnb, and Google Maps, but prefer a more unified experience between multiple tools.
- They seek an all-in-one solution that simplifies planning, saves time, and adapts to their preferences without requiring extensive effort or patience.

Personas

Persona 01 – Sofia
Age: 27

Occupation: University Student

Travel Style: Budget traveler, spontaneous and experience-driven

Pain points
- Spends excessive time searching for affordable hostels
- Feels overwhelmed by too many travel apps
- Uncertainties in authentic and safe hostel conditions

Goals
- Need a simplified, organized travel guide
- Keep costs low without sacrificing experiences
- Plan faster and with less stress

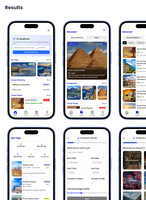
Persona 02 – The Slow Family
Profile: Married couple with a 5-year-old child

Travel Style: Family-oriented, comfort and balance focused

Pain Points
- Difficult balancing activities for adults and children
- Time-consuming scheduling and managing logistics
- Limited options that satisfy the whole family

Goals
- Create a balanced itinerary with family-friendly attractions
- Include moments for the couple as well as for the child
- Reduce planning effort while maximizing enjoyment

Design Process Summary



How Might We

How might we help travelers plan their trips effortlessly by centralizing all bookings, activities, and logistics in one place?

Competitive Analysis

Trip.it

Strengths
- Automatically organizes itineraries from email confirmations
- Supports collaboration management

Weaknesses
- Does not generate itineraries based on user preferences
- Limited flexibility and customization

Opportunity
- Trip.it focuses on organization, it lacks personalization. This opens space for an app that not only organizes bookings but also creates itineraries from scratch, and supports collaborative planning with friends or family.

Wanderlog

Strengths
- Strong all-in-one trip planning
- Intuitive, map-based interface

Weaknesses
- Limited to road trips
- No personalization based on traveler type or preferences

Opportunity
- There is a gap for a more flexible product that adapts to different travel styles (Leisure, international, solo, family), and offers context-aware itineraries.

Key Market Gap

Most existing tools focus on one part of the travel experience (booking, price tracking, or road trips).
There is a clear opportunity for an all-in-one, AI-powered travel planning app that combines personalization, flexibility, and collaboration.

Main Features

AI Itinerary Generation

Create personalized travel itineraries based on destination, travel dates, budget, and interests. Users can quickly adjust and refine AI-generated recommendations in real time.

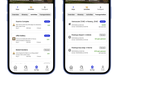
Flexibility & Editing

Allow users to easily edit itineraries, add or remove activities, and adjust schedules when plans change. The system keeps itinerary versions organized and stores files securely.

Collaboration Tools

Enable group trip planning with shared itineraries. Users can collaborate with friends or communities of travelers, making trip planning easier for friends and families.

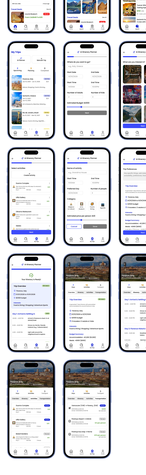
Information Architecture



Wireframes

Usability Testing

Participants: 3 travelers (3 friend sets & couples)
Tasks:
1. Create a new trip
2. Add destinations and itinerary days
3. Add activities and notes
4. Track budget
5. Share trip with a friend

Key Observations & Insights
- Issue: Calendar date was overwhelming → Solution: Simplified day cards
- Issue: Attach document button not intuitive → Solution: Added clear icon + tooltip
- Issue: Sharing flow confusing → Solution: Added step-by-step guide

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