

# TravelBug!

## Research and Analysis

# Survey/Interview Questions

## • **Survey Questions**

- Age
- Gender
- How did you book travel arrangements?
- What sites do you use often to book travel options?
- What factors affects your buying decisions?
- What specific tools do you use when booking travel?
- What kind of device do you use when booking travel options?
- How many sites do you look at before making your decision?
- How much do you usually spend on a vacation?
- How important are the following criteria in your choice of travel destination? 1. Discovering new/different climate, landscape and nature 2. Enjoying various leisure/fun activities 3. Having some rest, getting pleasure from a calm and relaxing atmosphere 4. Shopping and dining options 5. Experiencing a new/different culture and increasing your knowledge

## **Interview Questions**

- Where do you usually start when looking into booking a vacation?
- What part of the booking process frustrate you the most?
- How does the app/website layout affect your buying decision?
- What usually affects your decision to purchase from one site over another?
- How hard is it to get everything bundled together in your price range?

# User Stories

## Welcome Screen

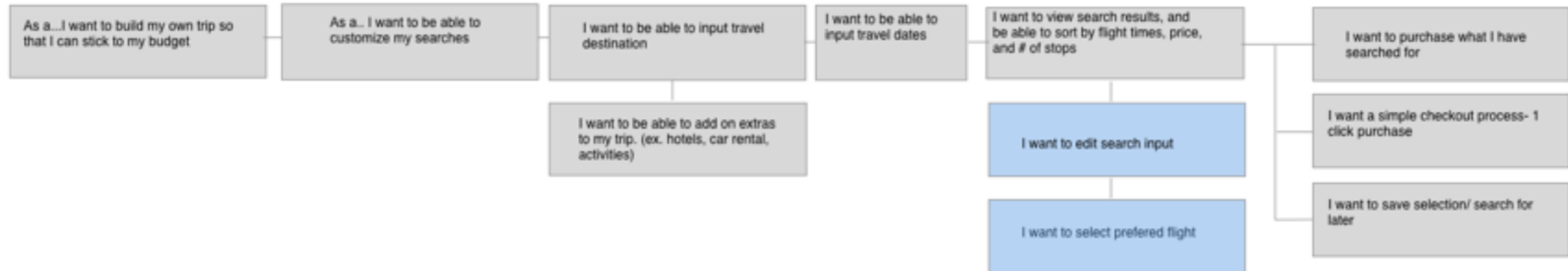


## Create a new account

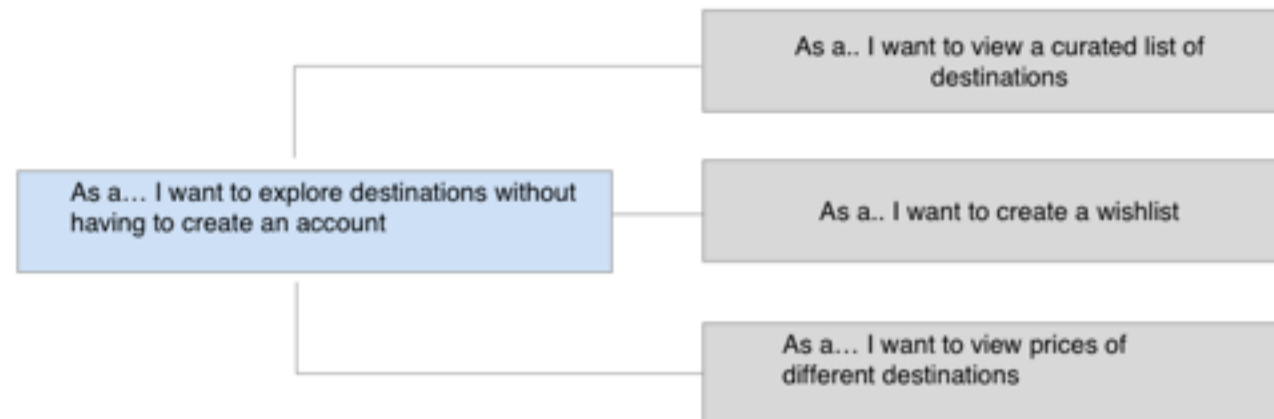


# User Stories

## Plan Your Trip



## Guest Explorer



# CardSorting

## **Cards**

1. trip confirmation
2. Select calendar dates
3. Refine search results based on price, destinations, and reviews
4. select preferred flight times
5. create a Wishlist
6. Compare deals of different destinations
7. popular travel spots
8. Featured trips
9. purchase what i've searched for
10. save selection/search later
11. 1 click checkout
12. select destination
13. plan a trip
14. edit existing trip
15. receive personalized trip recommendations
16. Trip details summary
17. family vacation
18. solo travel
19. weekend getaway
20. Foreign travel
21. find activities
22. read reviews
23. add hotel
24. add car rental

# Similarity Matrix ?

weekend getaway																								
100	Foreign travel																							
90	90	family vacation																						
90	90	100	solo travel																					
60	60	60	60	popular travel spots																				
50	50	50	50	90	Featured trips																			
30	30	30	30	60	60	find activities																		
20	20	20	20	50	50	60	read reviews																	
10	10	10	10	30	30	30	70	save selection/search later																
0	0	0	0	10	10	40	60	50	select preferred flight times															
10	10	0	0	10	10	40	50	40	90	select destination														
0	0	0	0	10	10	30	50	40	80	70	Select calendar dates													
0	0	0	0	0	0	40	30	20	60	50	60	add hotel												
0	0	0	0	0	0	40	20	10	50	50	50	90	add car rental											
0	0	0	0	40	40	50	60	50	50	50	60	40	40	plan a trip										
20	20	20	20	50	50	50	40	50	20	20	20	10	10	50	receive personalized trip recommendations									
10	10	10	10	30	30	40	40	50	30	30	30	10	10	40	80	create a wishlist								
0	0	0	0	30	30	30	60	40	60	50	50	30	20	50	40	40	Compare deals of different destinations							
0	0	0	0	10	10	20	40	50	80	70	60	40	30	30	10	20	60	Refine search results based on price, destinations, and reviews						
0	0	0	0	0	0	0	10	20	30	30	20	20	30	0	0	10	20	40	1 click checkout					
0	0	0	0	10	10	10	20	40	30	30	20	0	10	10	20	30	30	40	80	purchase what i've searched for				
0	0	0	0	0	0	10	30	20	30	20	20	30	20	10	10	20	30	20	60	50	trip confirmation			
0	0	0	0	0	0	10	20	10	20	10	30	40	30	20	10	10	20	10	50	40	90	Trip details summary		
0	0	0	0	0	0	0	10	20	20	10	30	40	30	20	10	10	20	30	30	20	50	60	edit existing trip	