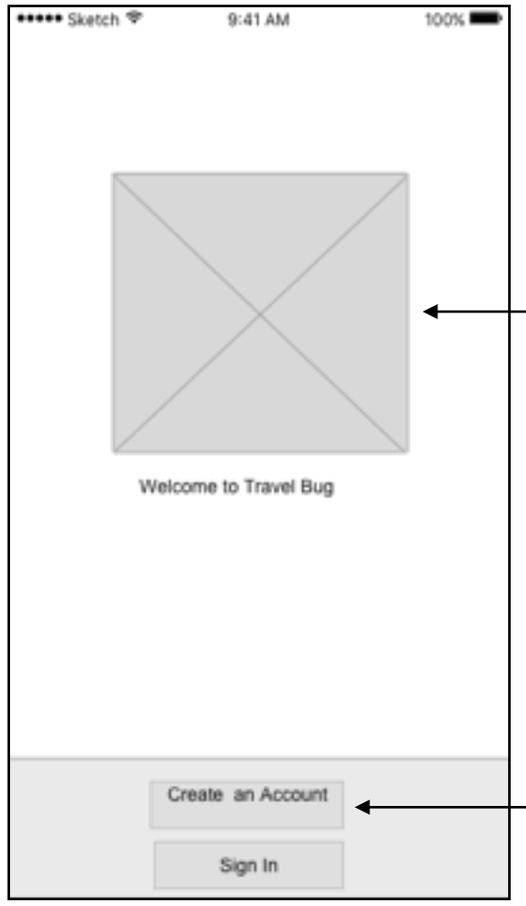
TravelBug Splash Page 1st Draft



Simple Logo

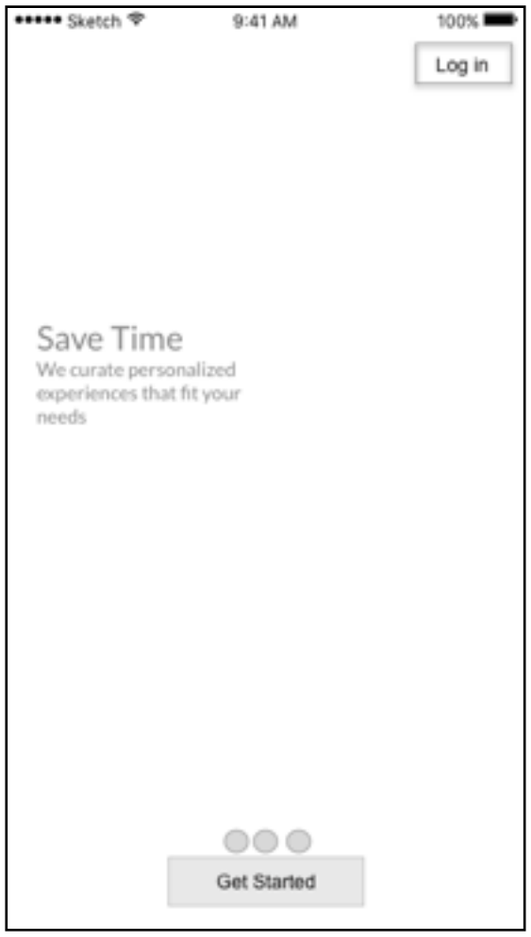
For new users

Option to create an account or to sign in if you are an existing user

For existing users an easy login in screen

TravelBug

Splash Page 2nd Draft



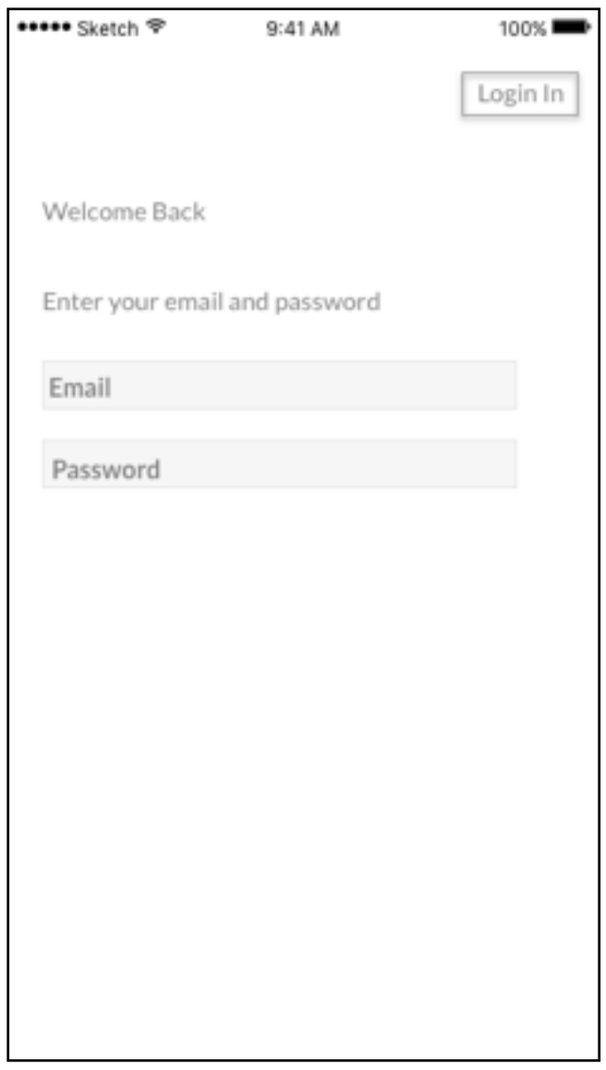
Users found this location easier to find and use then previous location

Created a carousel to inform users about the app before they sign up

TravelBug Splash Page final draft

Added name of app to the screens

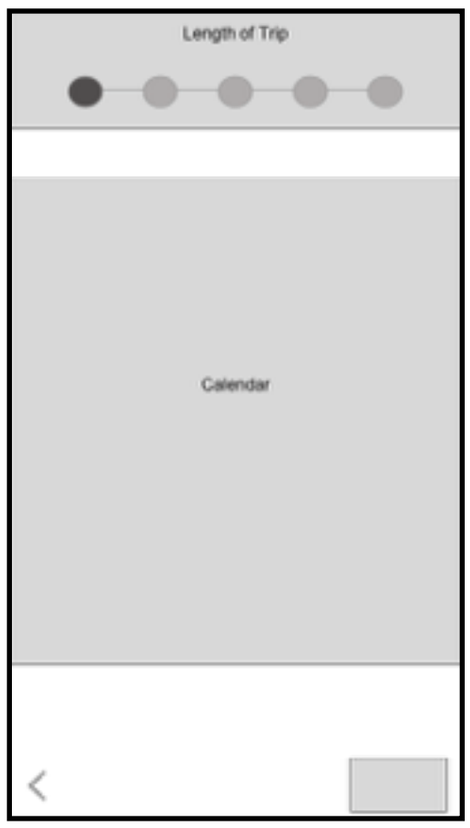
Changed “Get Started” button to “Join Now” to make it clearer that they were joining a community

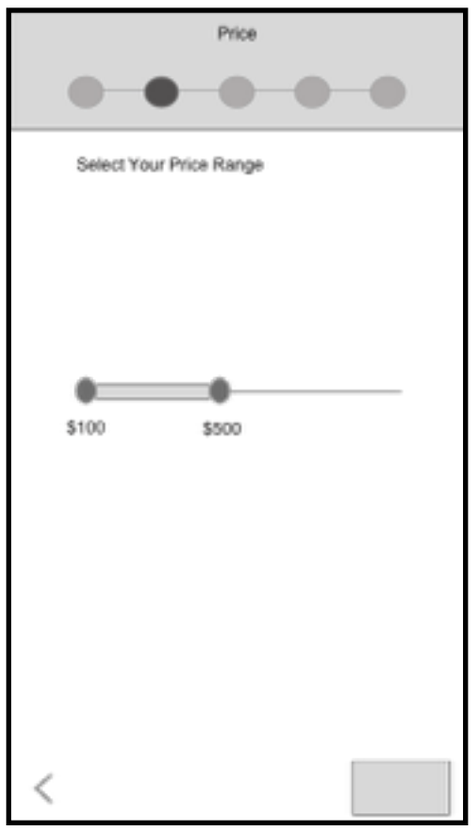


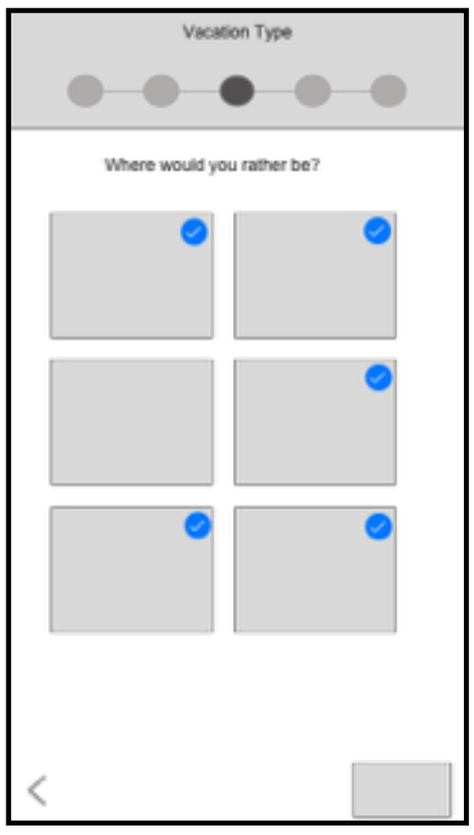
Simplified Login screen

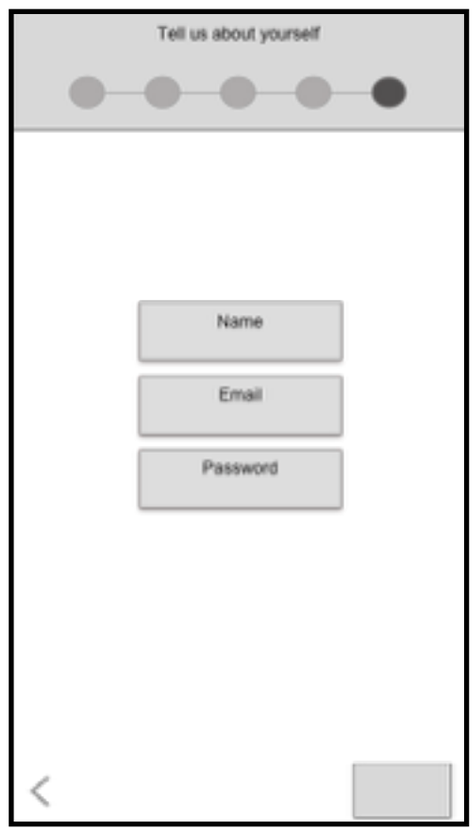
TravelBug Onboarding 1st Draft

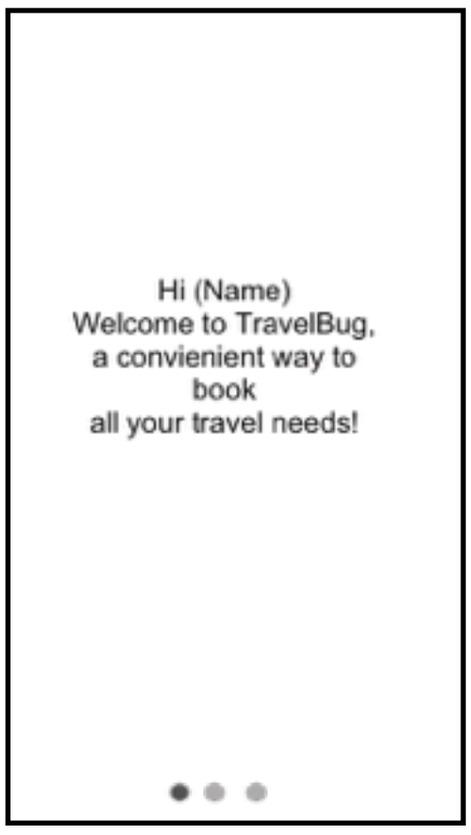
User Task: I want to be able to create a new account
User Task: I want to request a curated travel experience

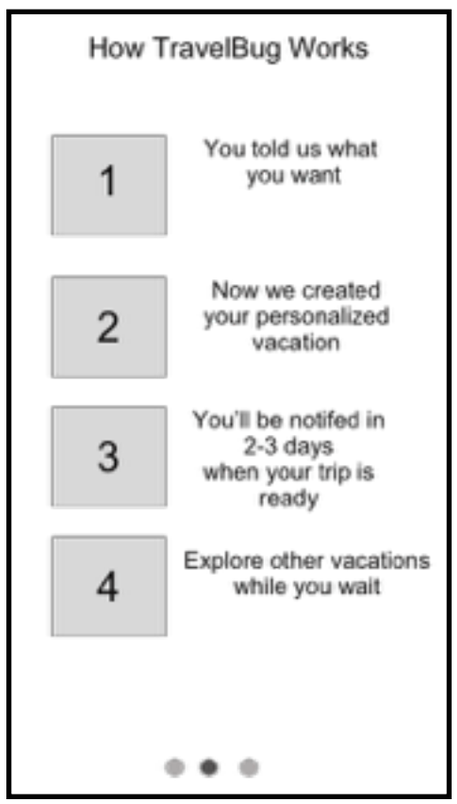












User Feedback:

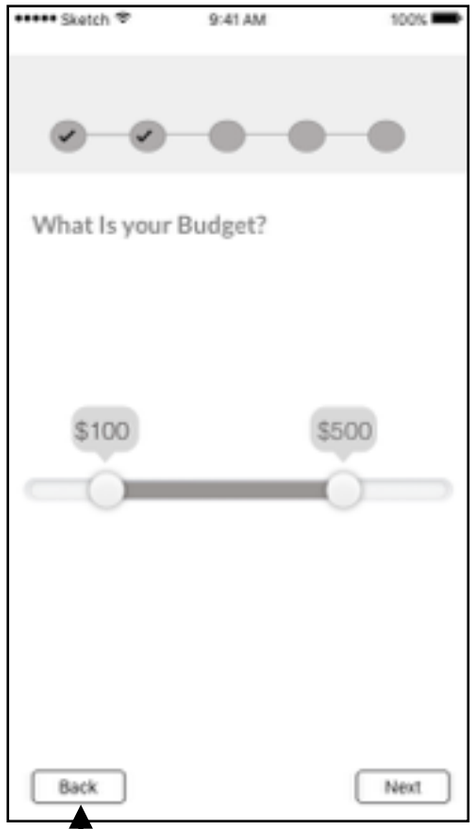
- Headers across on boarding confusing
- How TravelBug Works does not make sense
- - A lot of steps to get to viewing trips

TravelBug Onboarding Final Draft

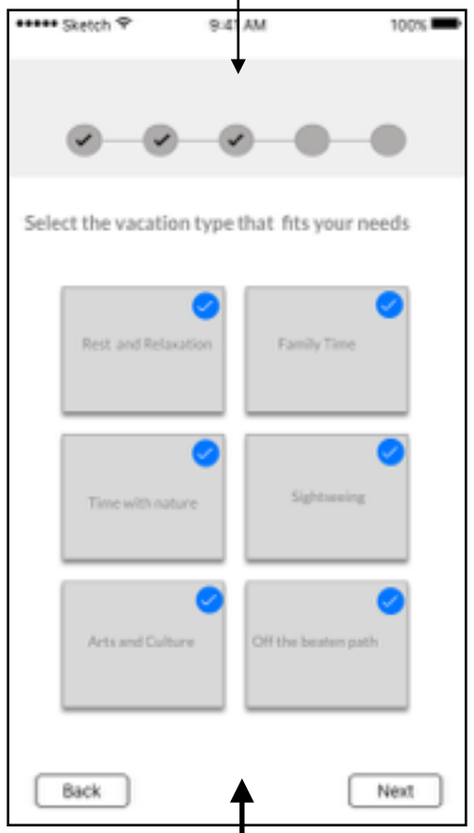
User Task: I want to be able to create a new account

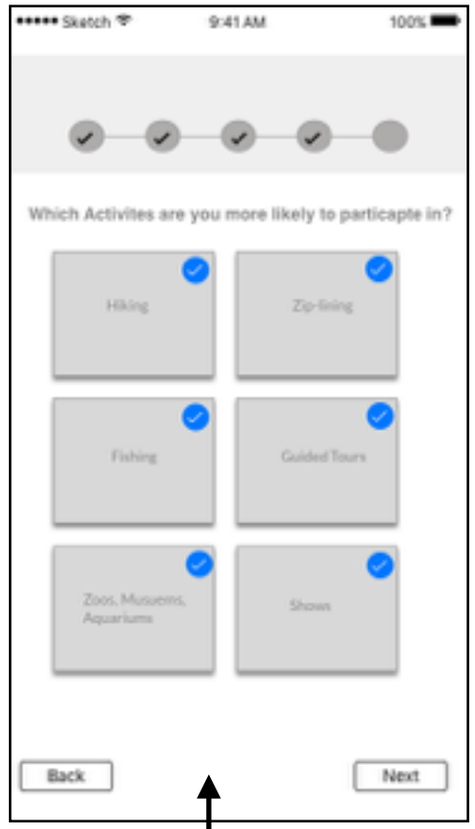
Removed title above progress bar

Revised text to ask for a date range.
Users found it confusing, they did
not know if they should select 1 or multiple days



Updated Back button
Users found it easier to understand then an arrow back





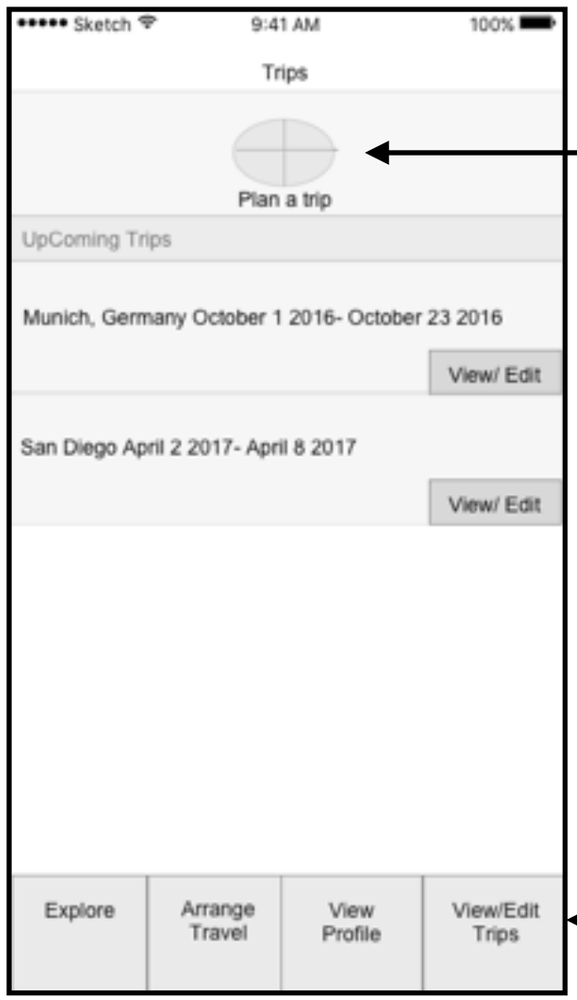
For both Vacation types and Activities screens, based on which types of vacation types you select, will the activities screen reflect

- ex. Select Family type, family type of activities will populate on the next screen

Instead of another screen for start exploring, the complete button will take you directly to your curated trips

TravelBug View Trips Before and After

User Task: I want to be able to create a new account

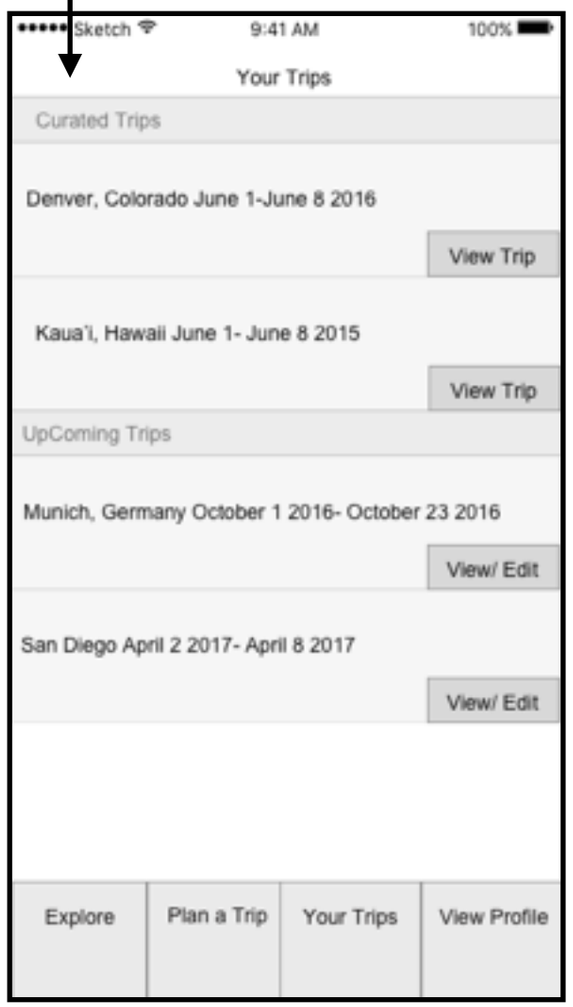


Users did not understand this was a button

Users were confused by the footer options

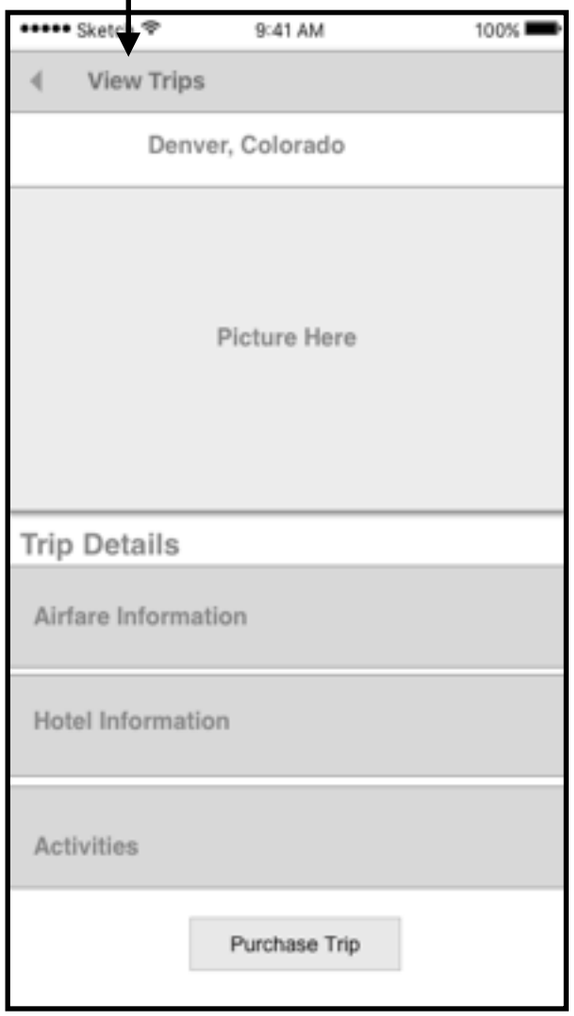
This iteration of View Trips has both plan a trip and view upcoming trips

Created a separate screen for “Your Trips”



Updated Footer

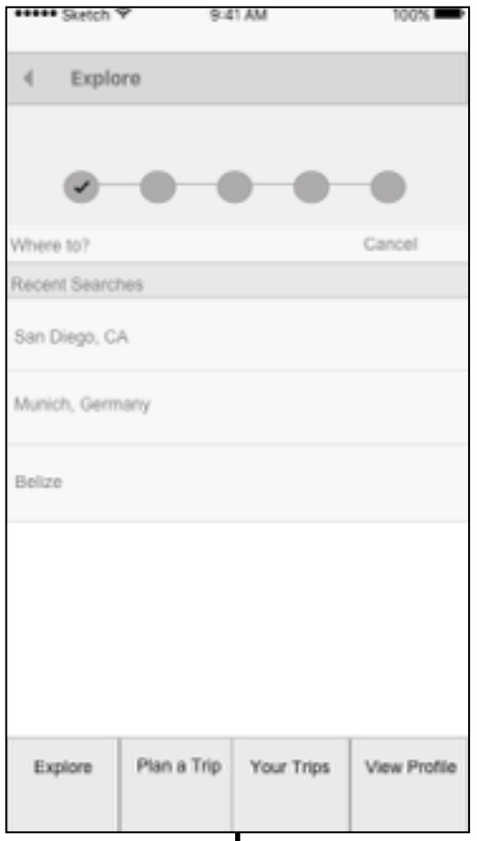
Easy way out of screen

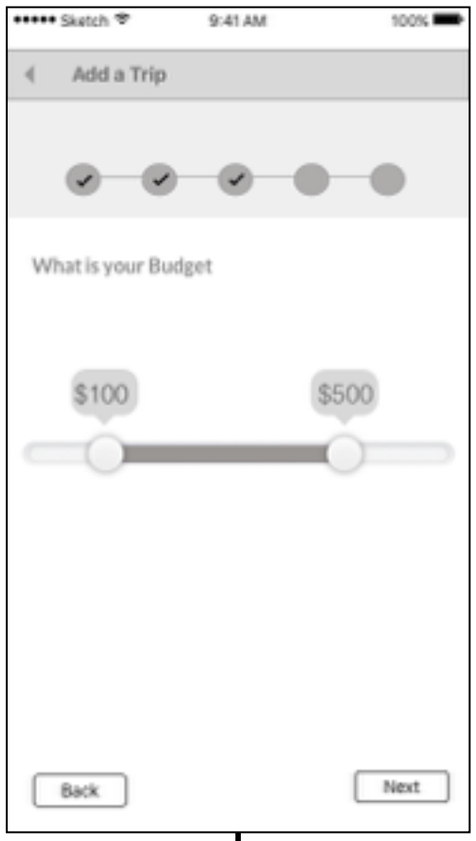


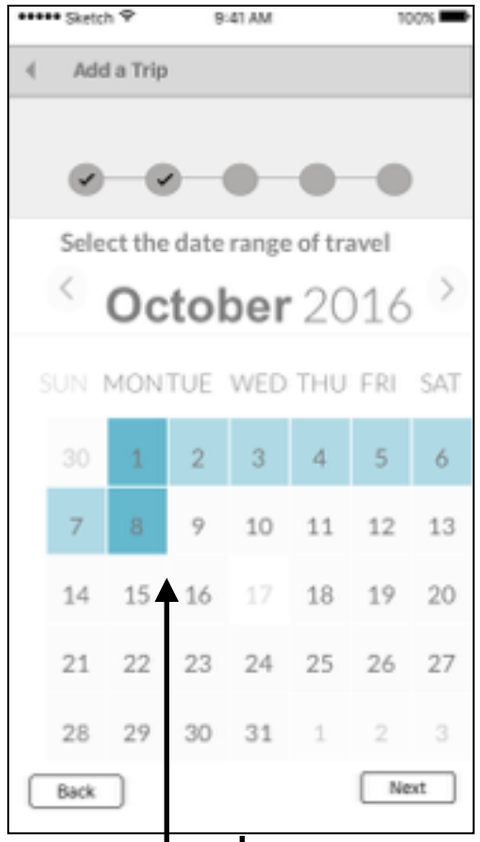
TravelBug

Plan a trip 1st Draft

User Task: I want to build my own trip so that I can stick to my budget

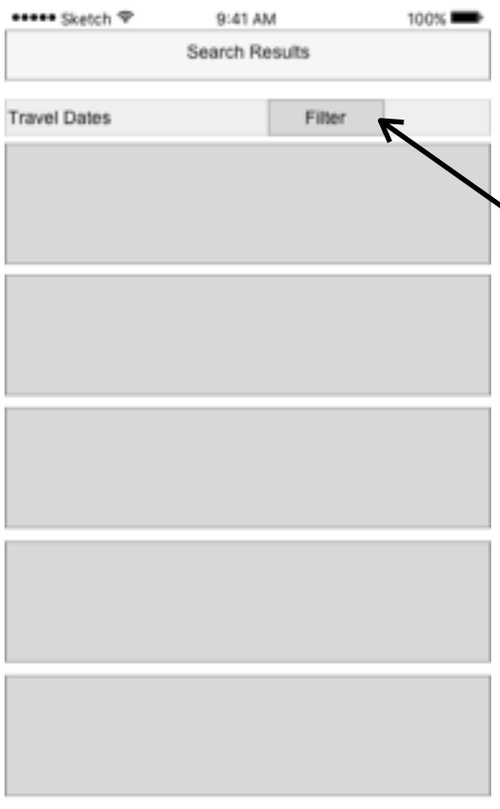






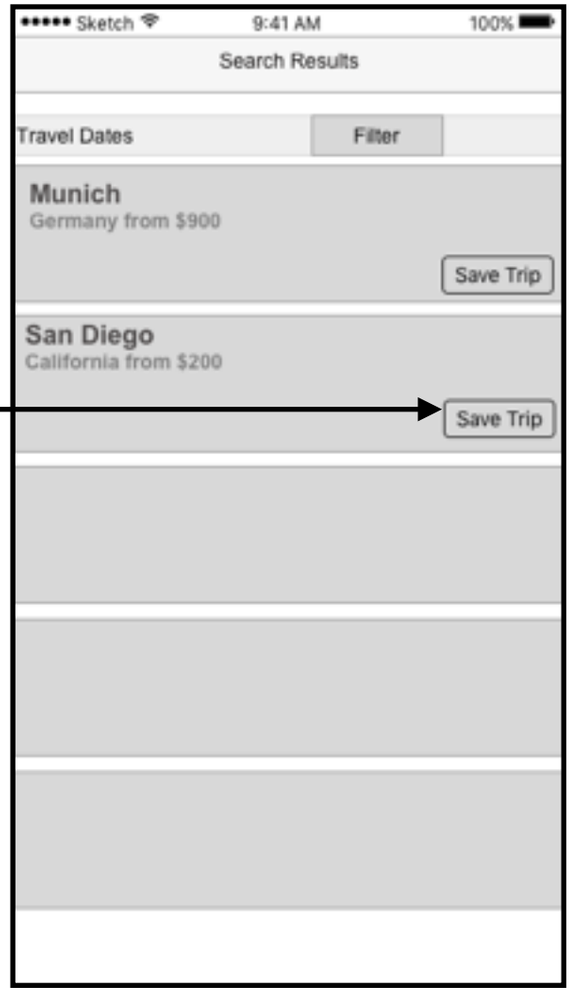
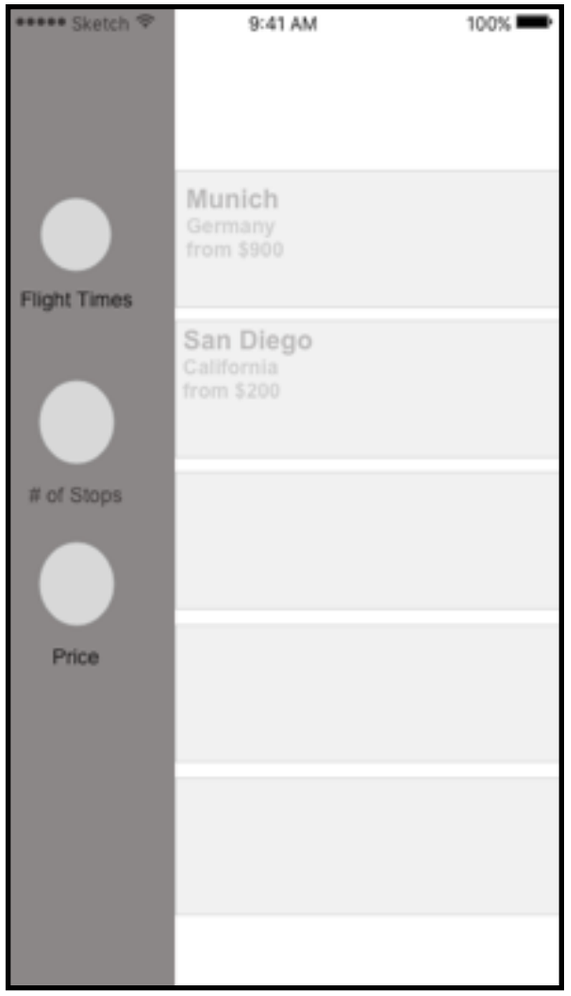
These screens show how a user would create their own vacation

Tap dates to create travel date range



Click to view filter overlay

TravelBug Plan a trip Final Draft

User Task: I want to build my own trip so that I can stick to my budget

Changed the heart button for saving a trip to their Wishlist to a clearer button