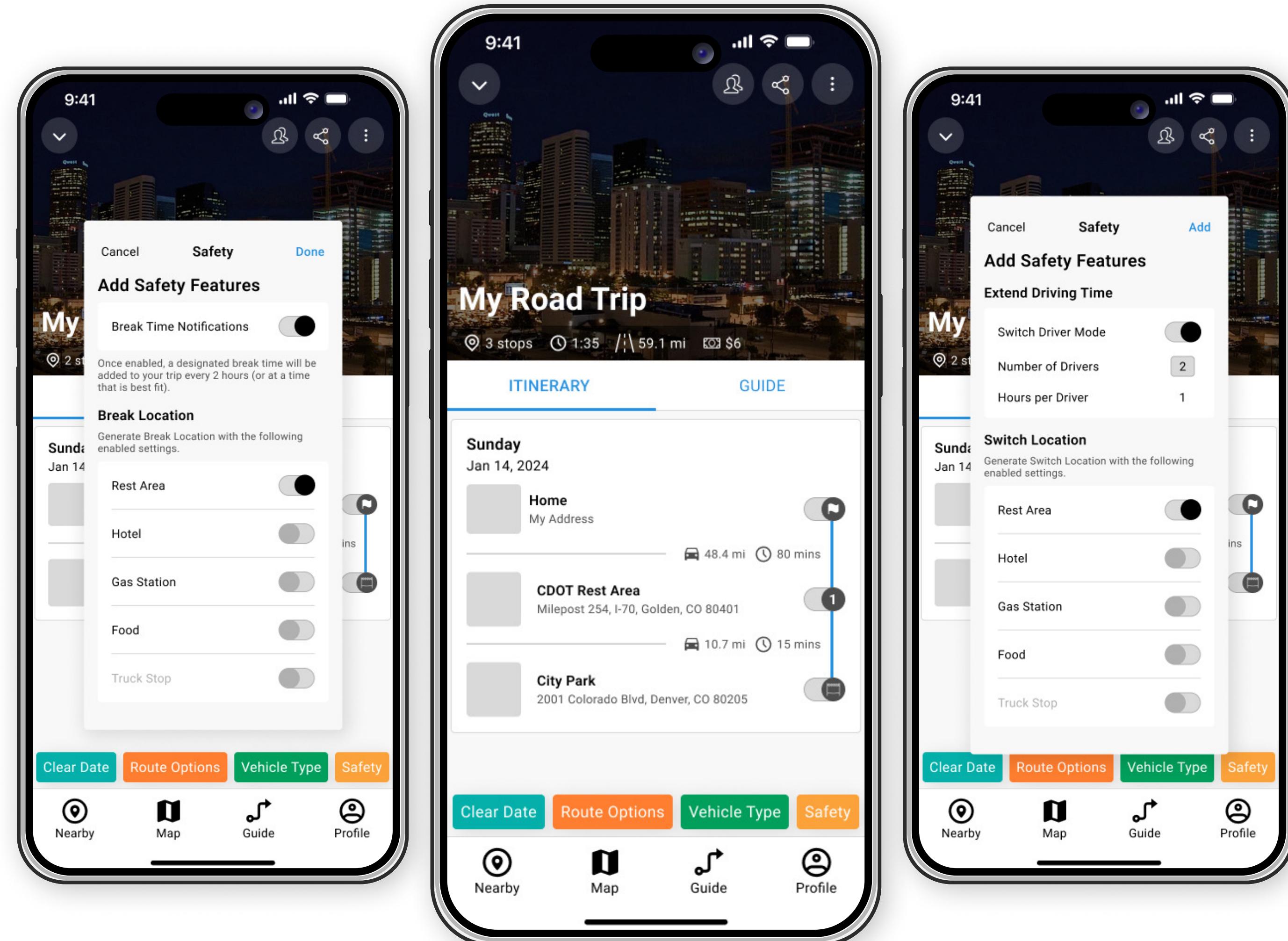


CASE STUDY 2

Roadtrippers: *Stay Rested*

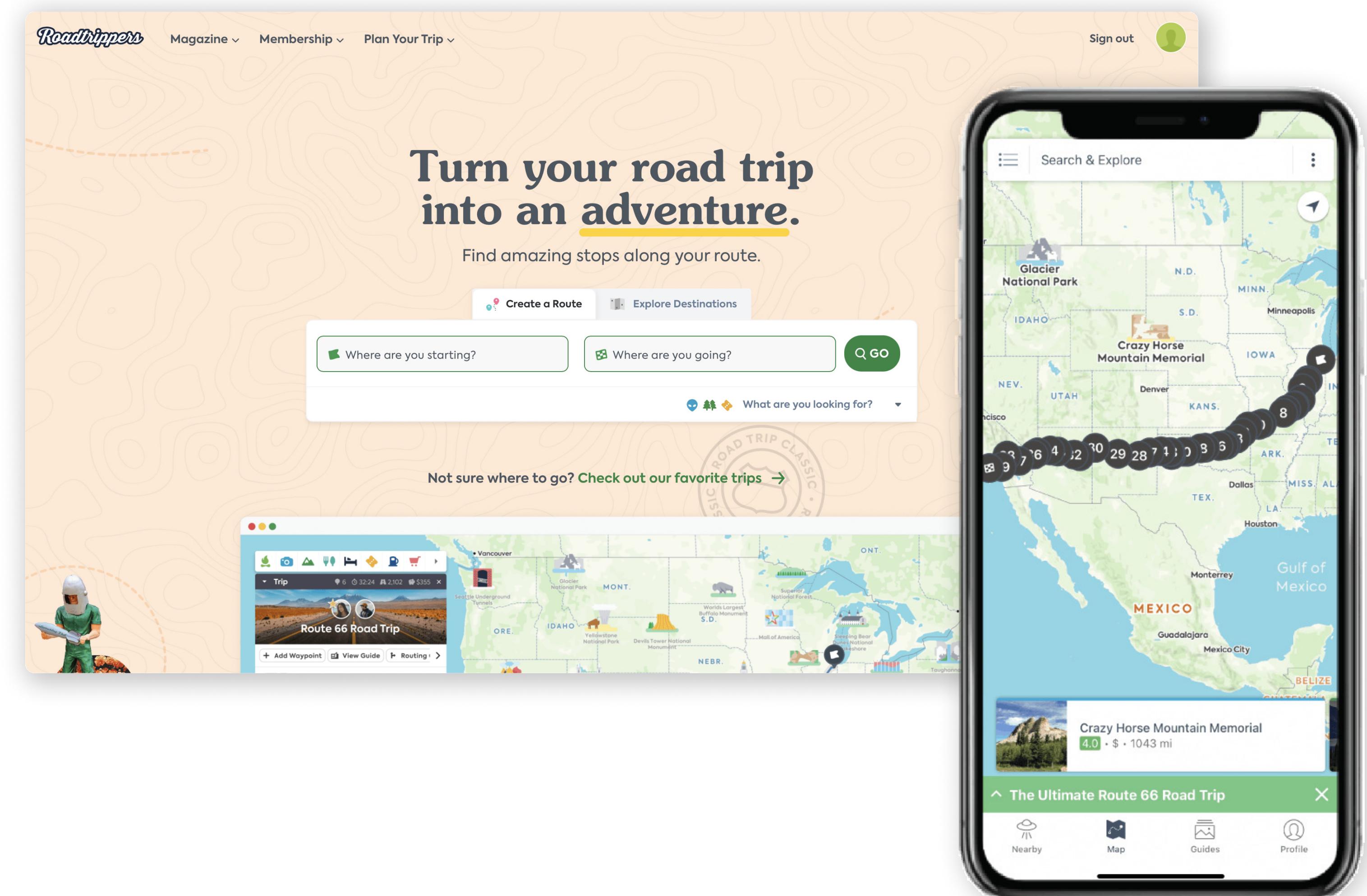
Promoting safe driving through break times

ROLE	UI/UX Designer
TYPE	Mobile-Application Feature Implementation
TEAM	Me, Victoria Hong
TIMELINE	3 Days
TOOLS	Figma & Procreate



About Roadtrippers

- #1 Road trip planning tool
- Integrated discovery, planning, booking, and navigation



DISCOVER

It all started with a road trip...

While preparing for a roadtrip, I installed Roadtrippers and inputted all of my stops.

Although we found these pre-planned stops to be helpful, we also took stops that were not planned.

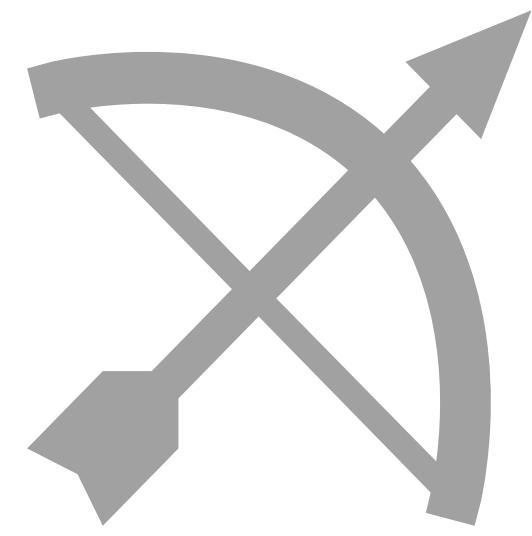
This made me wonder what a typical road trip experience is like for others.



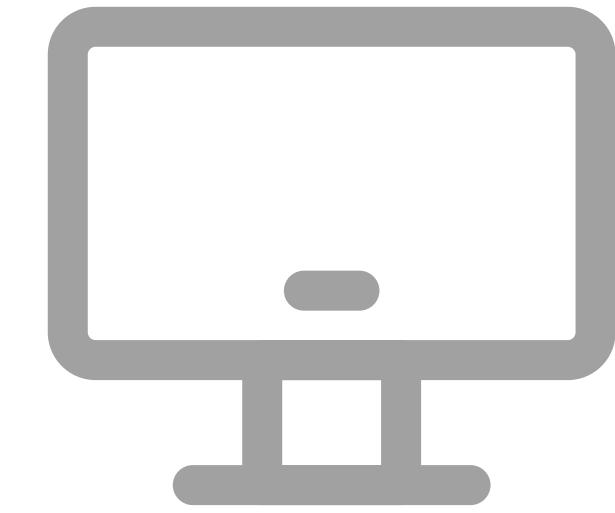
Florida 2023

DISCOVER

Business Constraints



Easy & Quick To Build



Build Onto Existing Designs

DISCOVER

Research Methods



Secondary Research



Competitive Analysis

Secondary Research

What is the **typical** roadtrip like?

29% had a car break down

25% have peed in a bottle

25% have gotten a speeding ticket

23% have nodded off while driving

and many more experiences

DISCOVER

Secondary Research

What is the **ideal** roadtrip?

13 hours of driving

5 days of traveling

4 passengers

Rests every 2 hours

consists of the perfect roadtrip formula

DISCOVER

Secondary Research

What happens when people **don't** practice safe driving during road trips?

90,000 road crashes

50,000 injuries

800 deaths

from drowsy-driving in the U.S. annually

DISCOVER

Secondary Research

What happens when people **do** practice safe driving during road trips?

One break, 68%

Two breaks, 83%

Three breaks, 85%

Crash odds are reduced when breaks are introduced.

Competitive Analysis

Google Maps,
Waze,
Apple Maps,
Roadtrippers,
and many more

do not specialize in “Break” or “Rest” safety feature

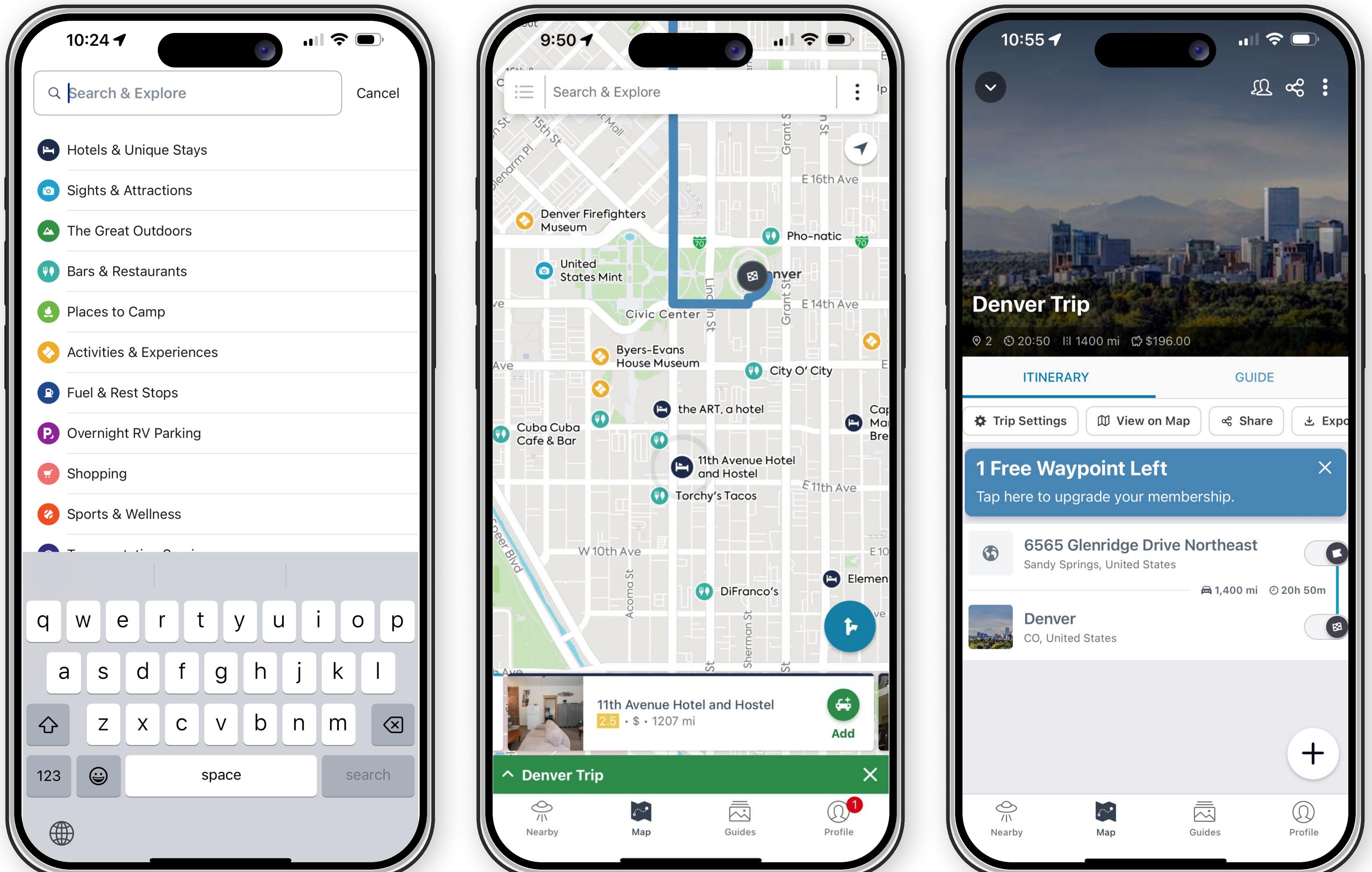
Real-time traffic
Speed Limit notification
Voice-guided Navigation
Offline Maps
Hazard Alerts

are some of the current features these applications specialize in

DISCOVER

Old Design

- No filters or sorting methods
- Unable to view list of nearby establishments, must scroll sideways
- Cluttered toolbar
- Repeat buttons



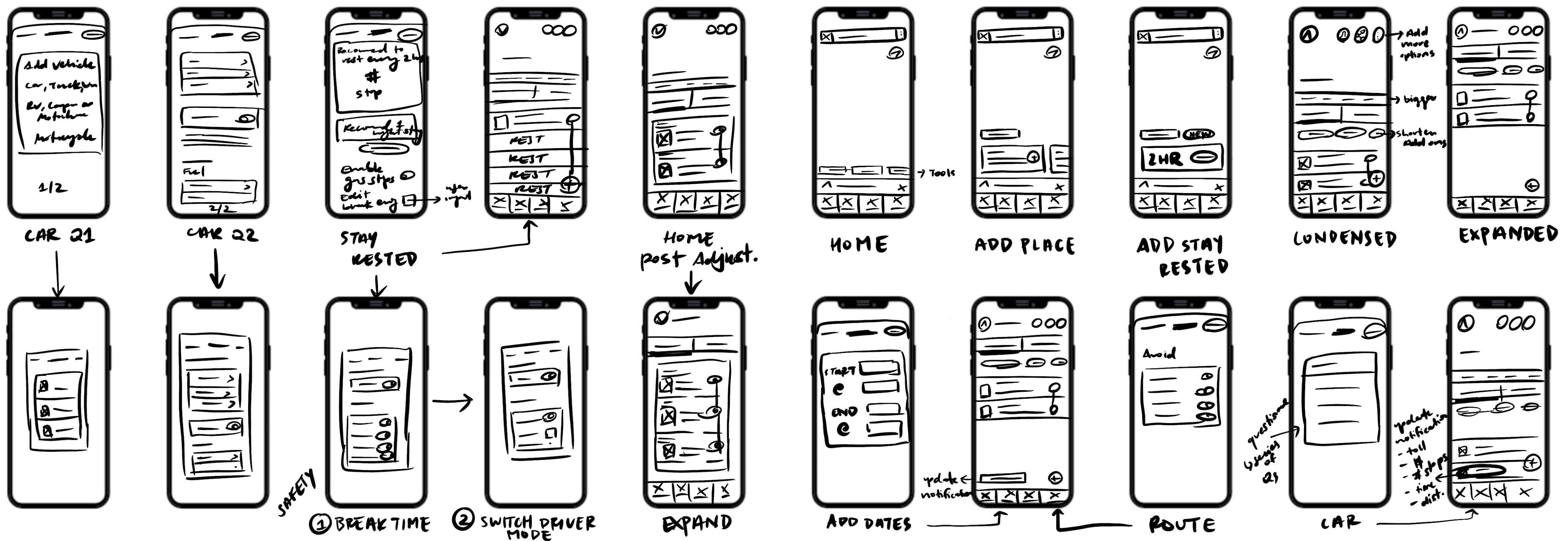
DEFINE

Goal

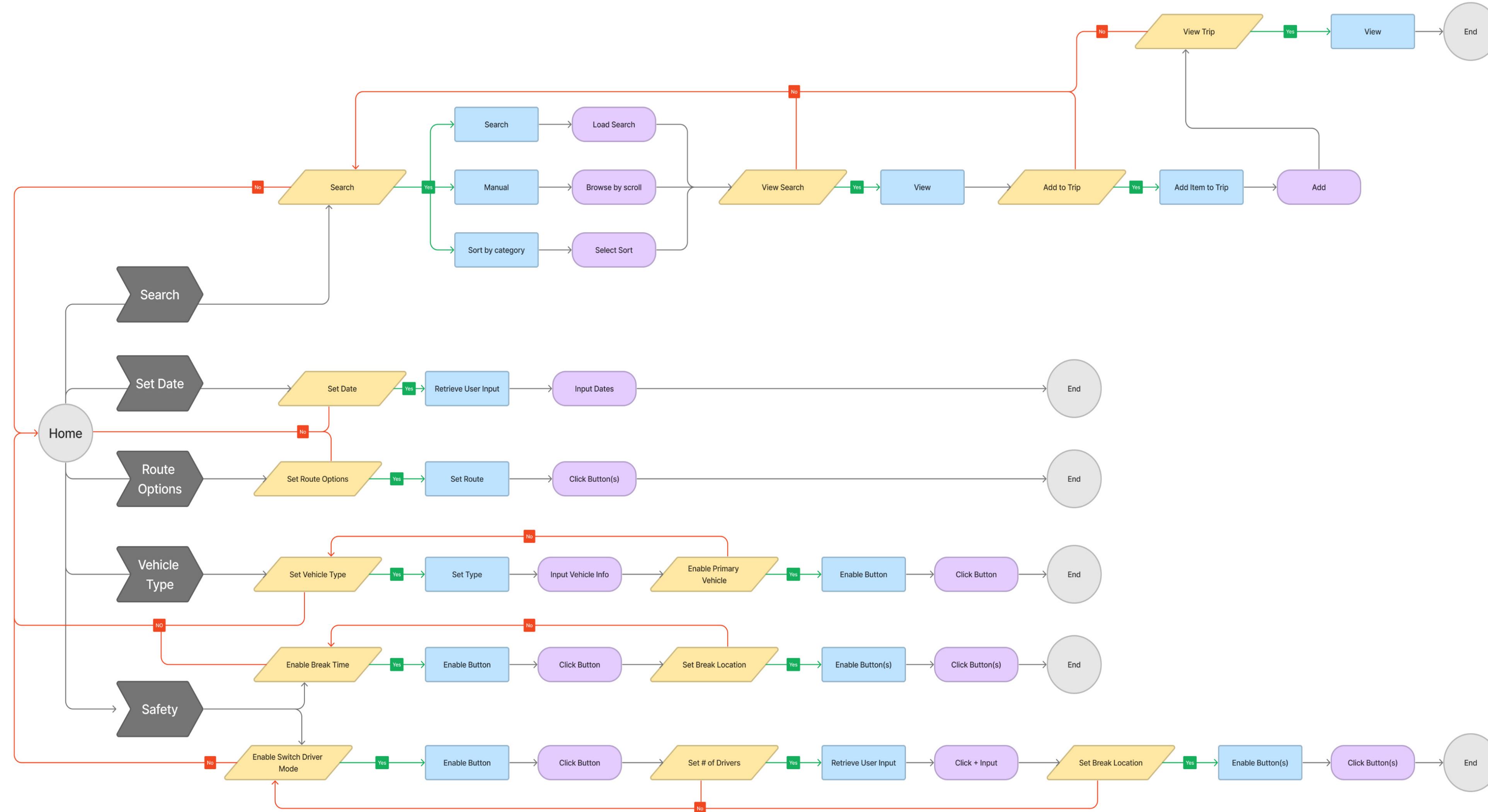
Allow users to seamlessly travel by integrating a “rest” feature, maximizing search efficiency, and optimizing toolbar usability and functionality.

IDEATE

Sketches



Architecture Design



DEFINE

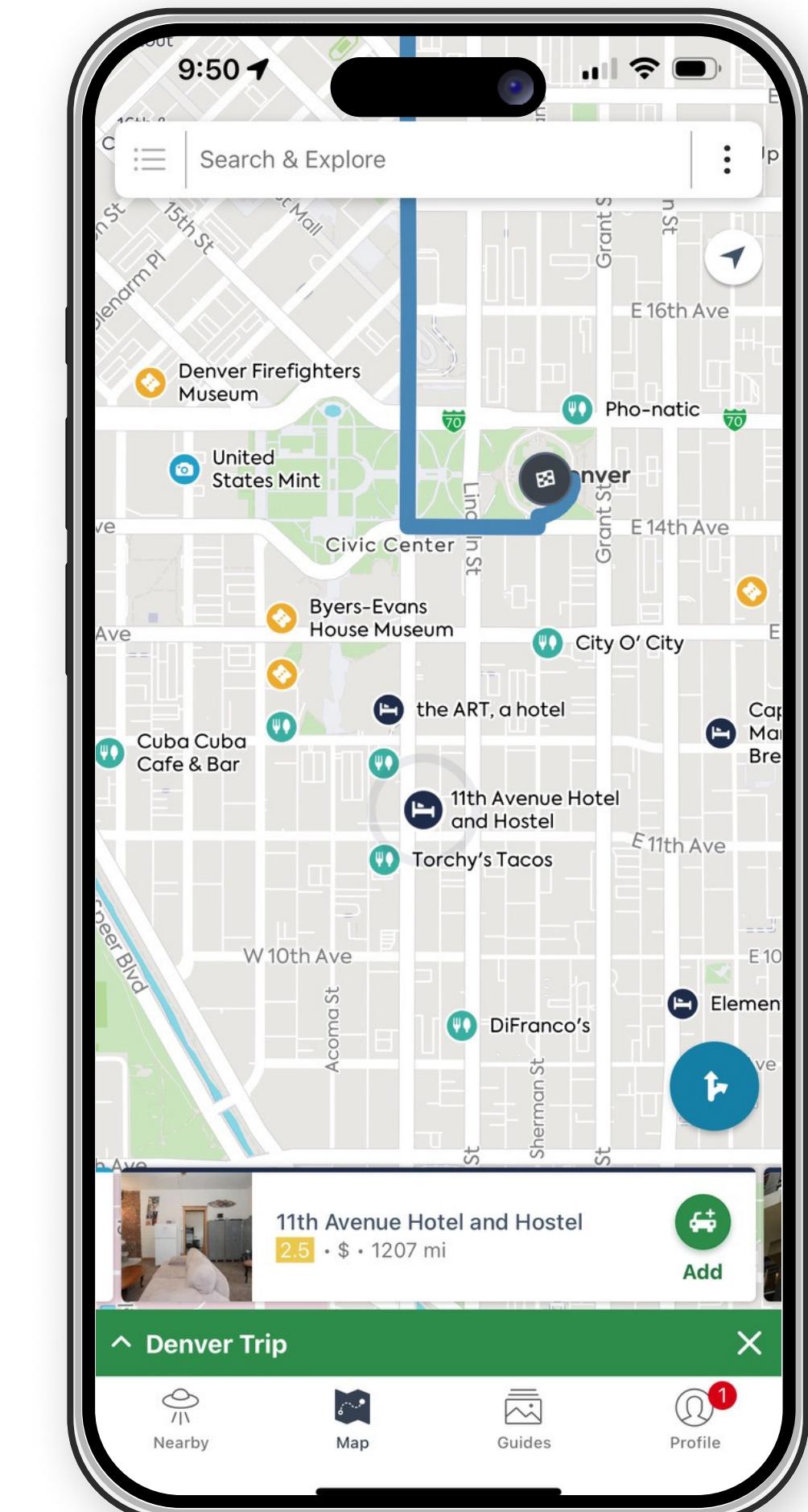
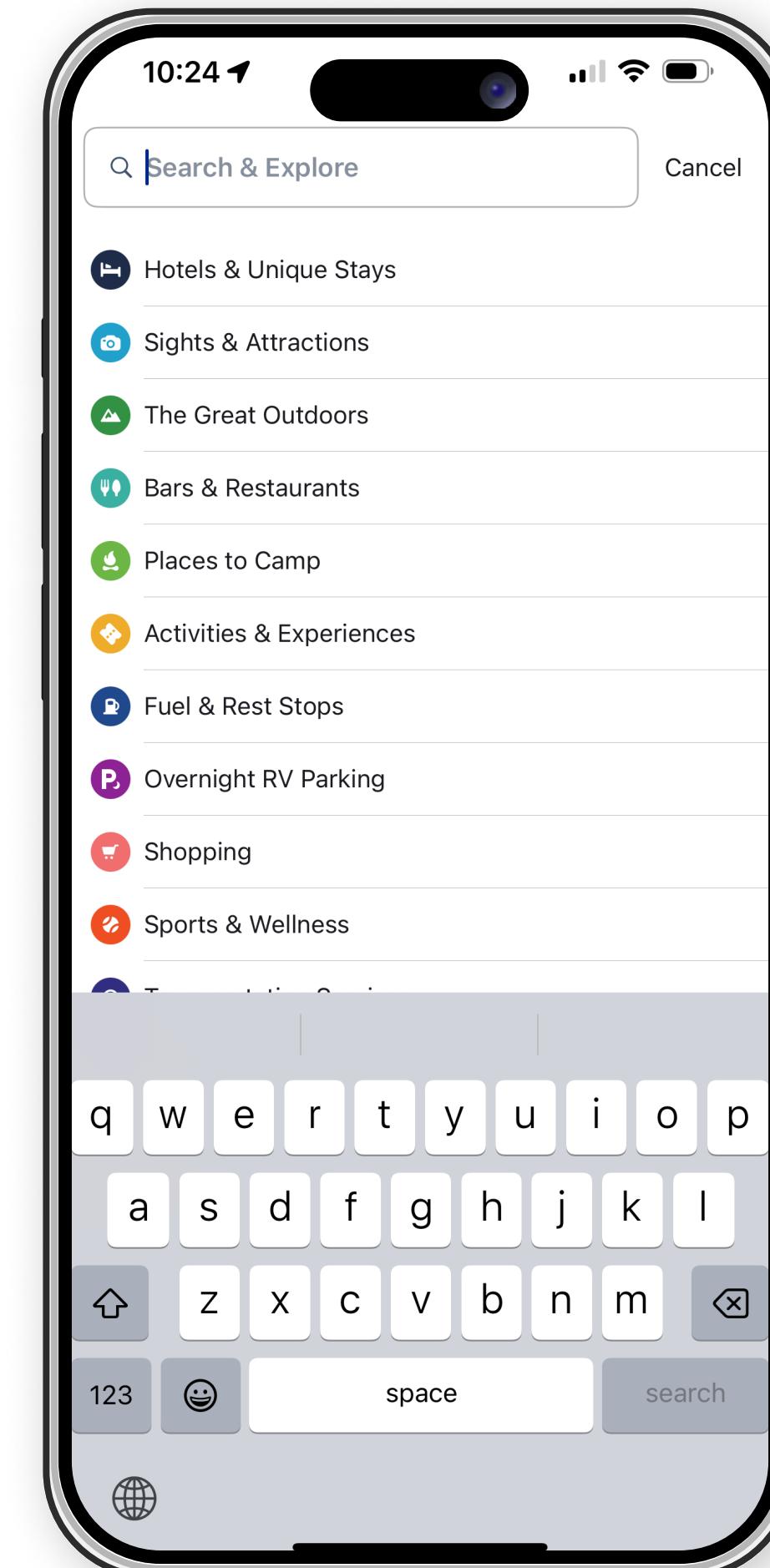
Pain Points

- Infinite scroll gone bad
- Toolbar overload
- Nonexistent “rest” feature

PAIN POINT 1

Infinite Scroll Gone Bad

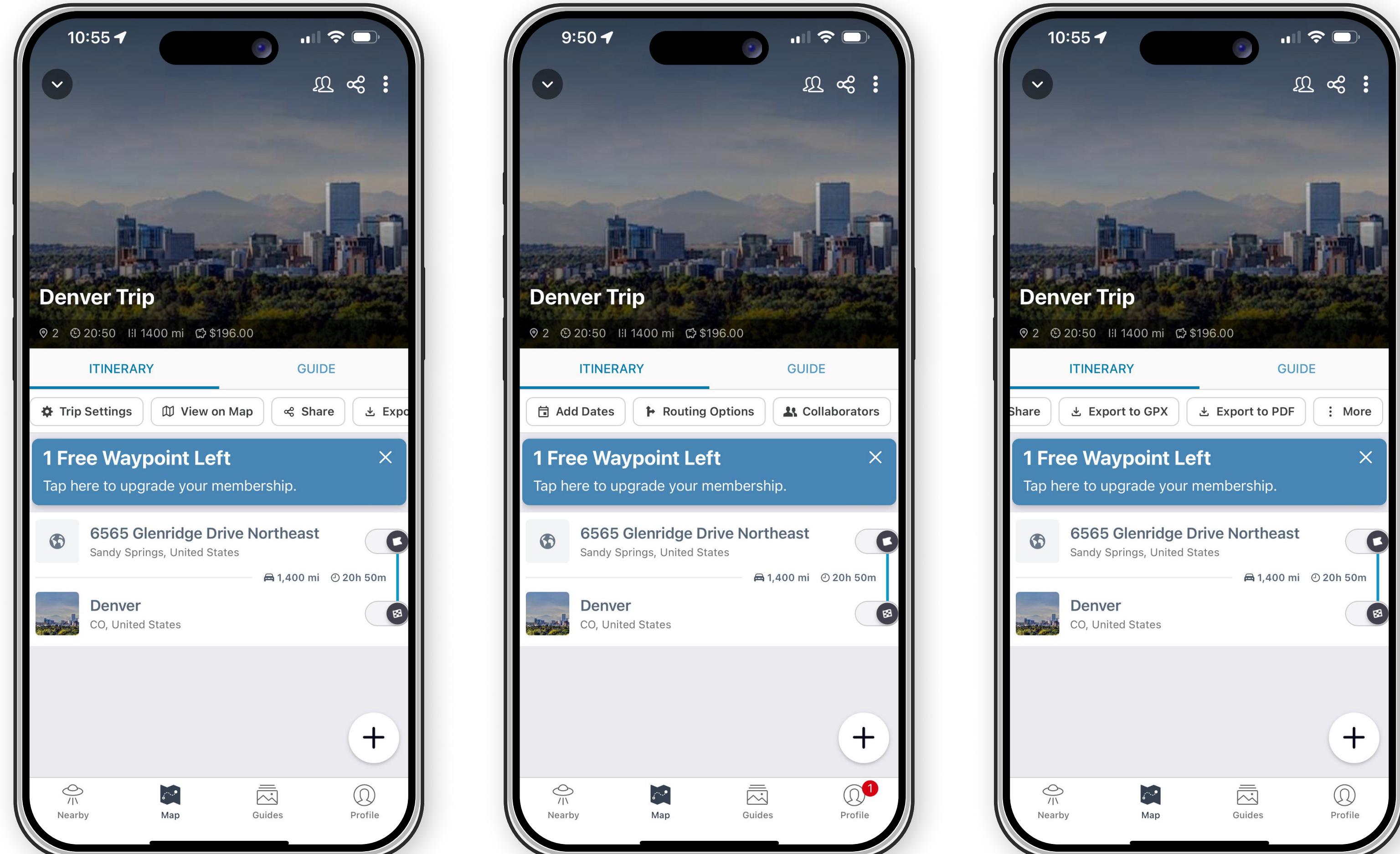
- Infinite scroll but sideways
- No sorting or filter options
- Unable to quickly browse from list



PAIN POINT 2

Toolbar Overload

- Redundant buttons
- Poor use of space
- Cluttered

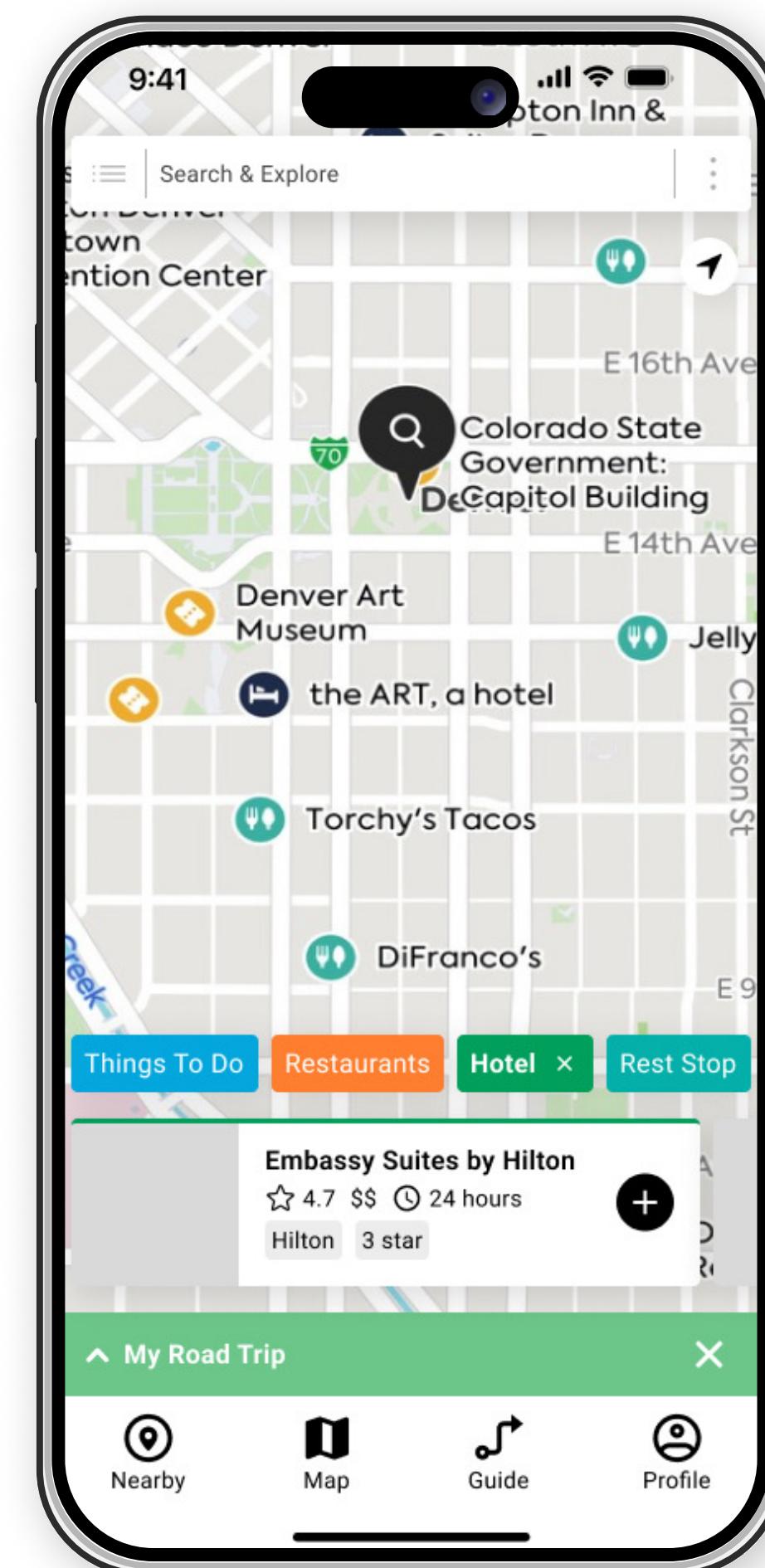


Nonexistent “Rest” Feature

- No reminders to rest after 2 hours of driving
- No driver switch mode for group roadtrippers
- No suggestive locations to take breaks at

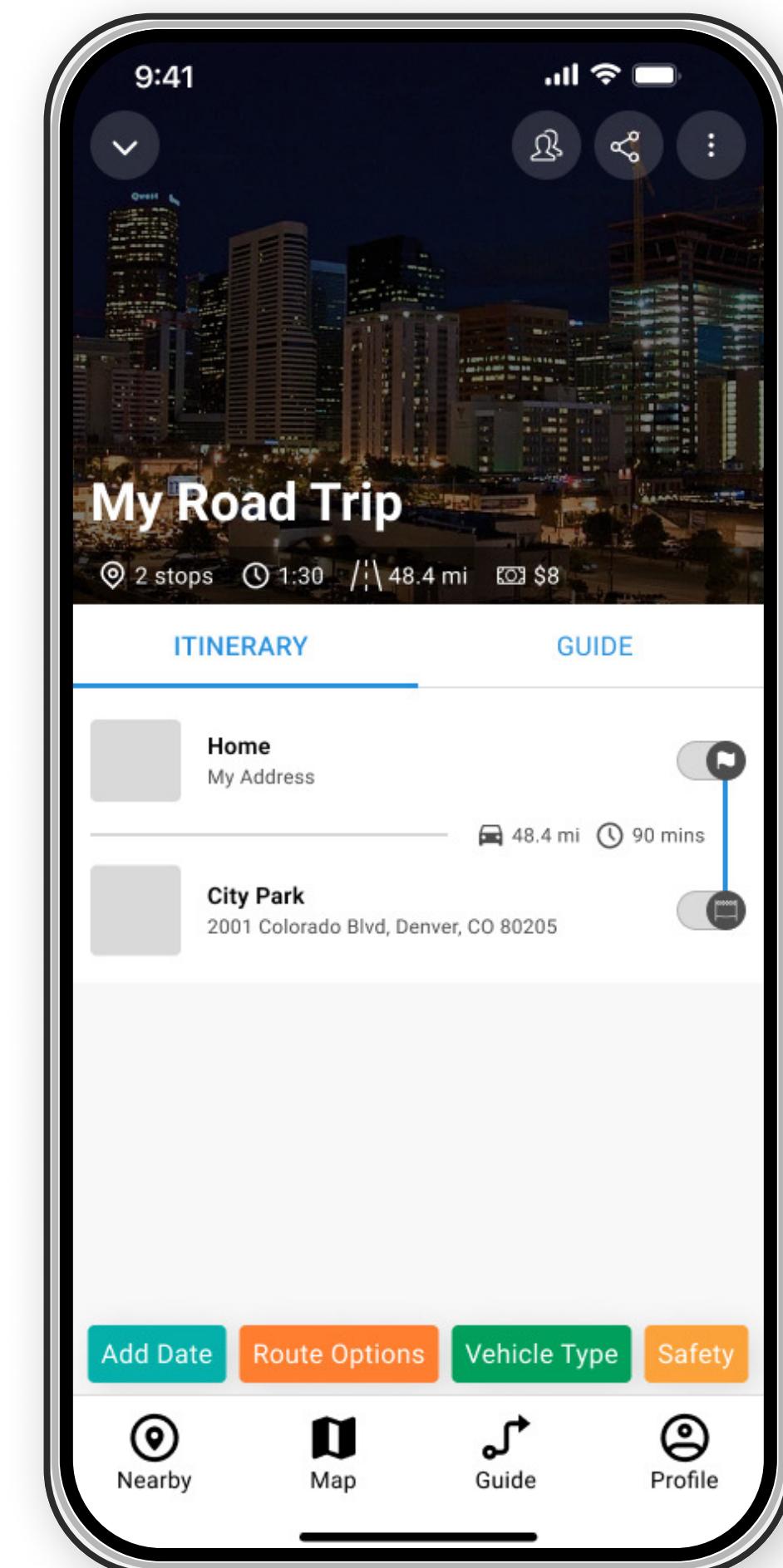
Maximize Search Efficiency

- Lowers the number of clicks
- Reduces the use of search bar
- Quick Category menu navigation
- Fosters curiosity
- Promotes better search efficiency



Optimize Toolbar Usability + Functionality

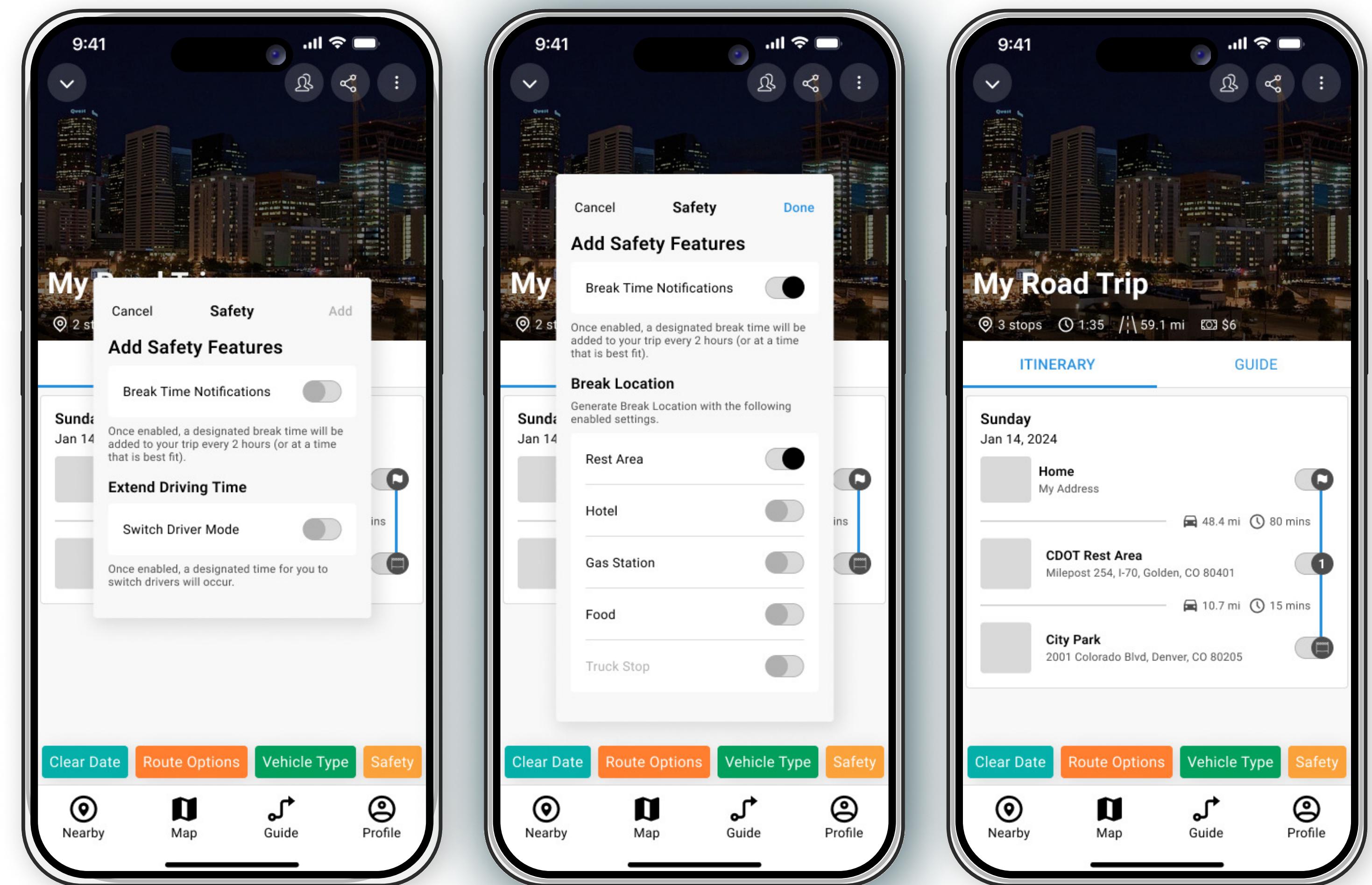
- Eliminated repeat buttons, minimized toolbar, and reordered navigation buttons
- Easy accessibility
- Quick Category menu navigation
- Promotes optimal user usability



Break Times for Solo Driving

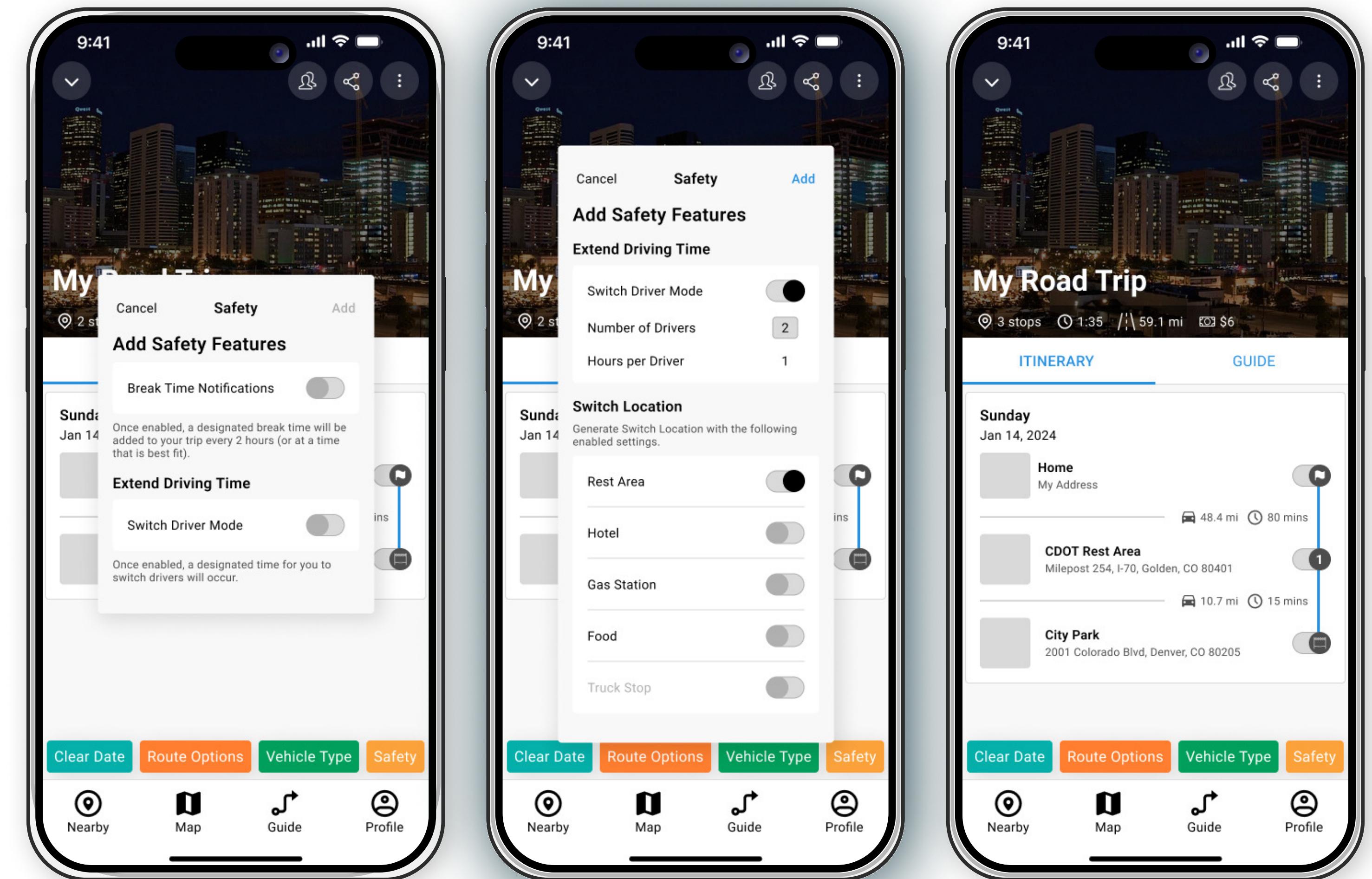
- Designed for solo drivers
- Periodically notify user to take a break
- Breaks are administered based on the duration of the trip
- As breaks are ideal every 2 hours, a break will not be administered if the drive is less than 2 hours long

[VIEW PROTOTYPE](#)



Switch Driver Mode for Group Travelers

- Designed for groups (as the typical road trip consists of 4)
- Periodically notify group to switch drivers based on the number of drivers and the duration of the drive

[VIEW PROTOTYPE](#)

If I have more time...

1. Conduct user research (surveys + interviews) to understand more about the target audience
2. Refine Trip settings to create a more seamless experience
3. Explore collaboration applications for Switch Driver Mode

Summary

1. Keep things simple
2. Utilize visual space more strategically