Case Study: UX/UI Design of a Travel Companion Super App

Recent world-wide conflicts and has significantly impacted how and how much we use our screens.

When travelling during a time of a world-wide conflict or a natural disaster, we are faced with a problem where the traveler does not know the rules and the regulations of the destination country. **In addition to core functionalities of a travel companion app such as planning the route or booking tickets/hotels, renting cars, finding activities, places to visit, etc**., the product may help to check visa requirements and restrictions at destination and other Information that would help improve the travelling experience for a person/group. Some critical information that travelers need to take into account in times of a conflict/disaster are: areas to avoid, local laws and culture, health restrictions and hazards, travel restriction, climate, etc. There may be red zones (where there is maximum alert) and orange zones. Some non-essential services may not be available in these regions. These kinds of information should be specified in the destination country's regions. Following this information, curfew hours and other measures should also be specified. The app should mainly focus on the main needs of travelers (flights, hotels, car rental, restaurants, activities, areas to visit, etc.) also including critical-related information at hand to ease travelling experience during these tough times.

Originally, the term '**super app**'was coined by BlackBerry founder Mike Lazaridis back in 2010. He defined it as "a closed ecosystem of many apps" that people would use every day because they offer such a seamless, integrated, contextualized and efficient experience. Super apps combine many services and try to solve any problem a user has, essentially a marketplace of services and offerings, delivered via in-house technology and through 3rd party integrations. An application like this can combine such functions as travel guides, currency exchange, insurance, food and restaurants, taxi, hotel booking, car rental, group management, budget management, messenger, translation and much more.

TripFellow Inc. has hired your design company to develop a super app to support travelers by providing them with their needs throughout a trip especially during conflict/disaster. Essentially, they want you to encourage using single app for a variety of needs that might come up while travelling.

YOUR TASK
Develop a visual prototype of a super app aimed at providing travelers' needs. You can choose to either have an online desktop version OR mobile app version. To design the prototype, you should use an appropriate UX/UI design process (as discussed in class). As design is a creative process each student's work will differ and the processes will also differ slightly. Below are some guidelines to help you get started.

Understand the problem: Remember the first step is to truly understand the problem. UX/UI design is the process of solving a problem for a user, helping the user achieve their goals with ease and more than that making them feel great while doing so. Make sure you clearly understand the problem that **TripFellow Inc.** is asking you to solve.

Research and analysis: Look at what already exists, other super apps, why do they work or not work? Use interviews and questionnaires to understand your users, build user personas, user journeys, perform tasks analysis, flow charts, IA structure, empathy maps, and/or storyboards, etc. You do not need to have all of these, use a design process with the steps that you feel are most appropriate and determine the UX/UI deliverables you should present to **TripFellow Inc**.

You should determine the most important user goals for a Travel Companion SuperApp.

User Research: Ethical principles and guidelines form an indivisible part of conducting research. Research ethics are moral principles that guide researchers to conduct and report research without deception or intention to harm the participants of the study or members of the society as a whole, whether knowingly or unknowingly. Practicing ethical guidelines while conducting and reporting research is essential to establish the validity of your research. It is important that when you are working with potential users, asking them questions or testing your designs that you get informed consent using the provided ethics consent form. Note that informed consent is a process of communication whereby the study participant is enabled to make an informed and voluntary decision about accepting or not accepting to partake in your study. They are informed about the purpose of the study, details about the research, how the research results will be used and stored, about any possible negative side effects, etc. Please use the provided consent form when asking participants to partake in your research.

Create prototypes: Use sketches, wireframes, mock-ups, style guides. Consider, colour, animation, fonts, logo, etc. Be creative and have fun!

NB: the goal is not to create a functioning prototype, rather your goal is to go through the design process and to develop and create a visual prototype considering UX/UI principles.

DUE DATE: OCTOBER 11TH @ 23:59

DELIVERABLES
Each student will host their case study on a webpage (i.e. Medium, Github pages, Blogspot, Wix, Dribble, etc.) Example websites, for different types of case studies, can be seen here:

- https://uxdesign.cc/ui-ux-case-study-a-step-by-step-guide-to-the-process-of-designing-a-pet-diet-app-d635b911b648
- https://mleelwh.medium.com/optiscreen-inc-1e9bdc61d08d

The website you use to host your results should also have a visually appealing design and should include your:
- Sketches, storyboards, user personas, task analysis, user flow/journeys, etc.
- As you may go through several iterations provide each iteration, even the failed designs!
- The final mock-ups of the screens you've created

OTHER REFERENCES WHICH MIGHT BE OF USE:
- https://blog.prototypr.io/a-common-product-ux-design-process-55af4ab5665e
- https://medium.com/nyc-design/ux-ui-design-process-for-beginner-753952bb2241
- https://blog.prototypr.io/wireframes-in-ux-design-what-why-when-and-how-ff07bb513c89
- https://uxdesign.cc/10-steps-to-interaction-design-ixd-6abe778cb8b8
- https://uxdesign.cc/user-experience-mapping-alice-emma-walker-868259547ba8
- https://careerfoundry.com/en/blog/ux-design/wireframing-tools-ux-designers/

MARKING RUBRIC (MORE DETAILS TO COME)

	Excellent	Good	Satisfactory	Less than Satisfactory	Unsatisfactory
Clear understanding the problem (10%)					
User personas & requirements (20%)					
User flows //journeys (10%)					
Sketches & Wireframes (20%)					
Choice of style, colour, animation, fonts (20%)					
Website/App Navigation (10%)					
Evidence of User Research (10%)					