

Understanding the brief

Many aspects to consider

You and your friends are planning a long vacation trip across India. Create a shared experience where you all can plan itinerary, document relevant trip items and allocate bills & budgeting. Think of what more features the experience could accommodate in different user-journeys to aid the experience for travellers and explorers in groups. Consider local & student related unique constraints.

Advance planning

How do we support group experience as well as individual?

Focus on finding users who are students, and go on long trips with friends.

Secondary research

To get an overall picture of what already exists, I started by downloading the most used apps for planning group travel and analyzed their most essential features.

TRIP IT

- Organization
- End to End planning
- Resources
- Sharing with friends

HEADOUT

- Local trips
- Guided tours

GOOGLE TRAVEL

- Simple
- Auto organize and track
- Comprehensive

TRIPOTO

- Social sharing
- Content
- Unique experiences

User Interviews

Interviewee demographics

User 1 – 26, Junior developer. Goes on multiple trips a year, often in large groups. Mindful of budget but will splurge on good experiences.

User 2 – 25, Student. Goes on multiple trips a year in small groups and sometimes with big groups. Budget-conscious.

User 3 – 32, Traveller. Goes on backpacking trips around the country with friends. Likes exploring local experiences.

User 4 – 22, Student. Goes on 1-2 trips every year with close friends in 4-5 people groups.

User Interviews

I conducted interviews with 4 users to get an understanding of the experiences and challenges involved in planning a group trip with friends.

General questions on planning a group trip –

- “Can you describe how you go about planning a group trip?”
- “Could you describe to me your experience with planning a group trip...?”
- “What’s the hardest / most frustrating part about planning a group trip...?”

Questions on planning a group trip with the help of apps –

- “Can you describe how you go about planning a group trip with the help of apps?”
- “Could you describe to me your experience with planning a group trip with apps...?”
- “What’s the hardest / most frustrating part about planning a group trip with apps...?”

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Key insights

Google for basic information; vlogs for in-depth details and reviews

I like enjoying the trip, not planning the details.

Agreeing on destinations and time with friends is hard.

Ticket purchases act as proof that the trip is happening.

Using multiple apps to manage the trip is a hassle.

Small groups make travel decisions through extensive discussions.

Safety is a significant factor for girls.

Convincing some friends to join a trip is exhausting.

Price is the essential factor while making plans. Handling money creates friction between friends.

Whatsapp and google maps is used for planning trip and booking apps for the tickets. All expenses are noted on apps and split at the end.

Coordination and communication between a large group of friends is hard; one person has to step up and take the lead in planning.

Persona



Bikash

- He is a college student who makes two to three trips with friends each year.
- He loves exploring new places with friends but finds it hard to bring everyone together for the plan.
- He loves making travel plans and organizing the trips for his friends but finds it hard to keep track of all the information.



Shruti

- She is an engineer who goes on frequent trips with a large group of friends.
- She likes to enjoy the journey and doesn't like getting involved in the planning and logistics.
- She likes exploring local experiences by researching on the internet and watching vlogs on youtube.
- She has had bad experiences with some people not splitting up money and now avoids going with them.

Brainstorming

Design Principles

Laid back approach towards group members

Make group leader's life easier

Make discovering new experiences easier

Social proof that the trip is happening

Hassle free organization

Transparency in dealing with money

Design with safety in mind

Encourage others to join the trip

Design Ideas

Members need to just upload payment and travel details

Voting option to decide itinerary

Trip creator is group leader

Curated Information about local experiences. Highlight high quality vlogs of the places.

Encourage group members to post their booked ticktes

Complete management at one place (booking, maps, documents)

Keep track of budget and split money equally among the members

SOS feature for emergency

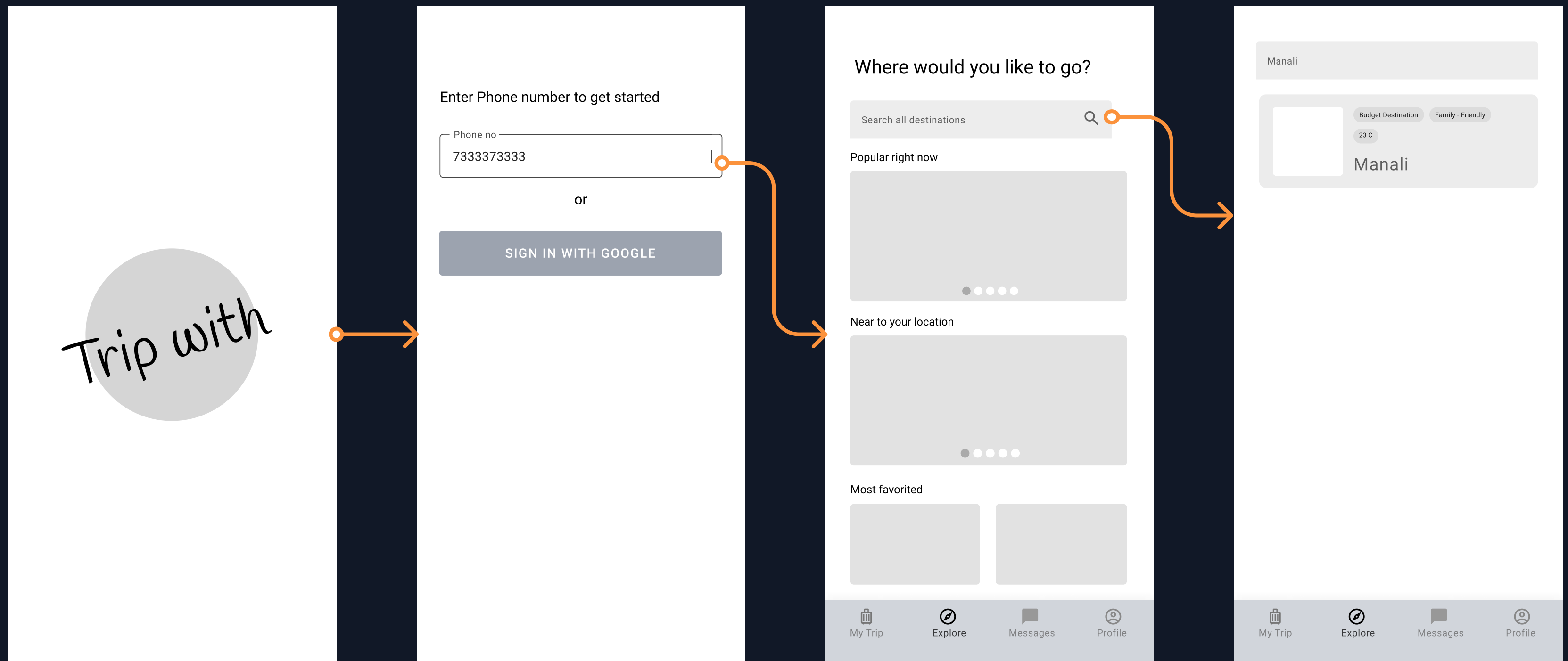
Share trips with friends to join planned trips

Group discussions through in-app chat

Based on the insights gathered from the interviews, I brainstormed by writing down the key design principles. Doing this allowed me to think about the specific features that the app would need to help the users plan a better trip with friends.

Wireframes

Onboarding



App loading screen

Signing Up or Signing In

If the user is logging for the 1st time, the user is taken to the explore tab to select a destination.

Search screen