



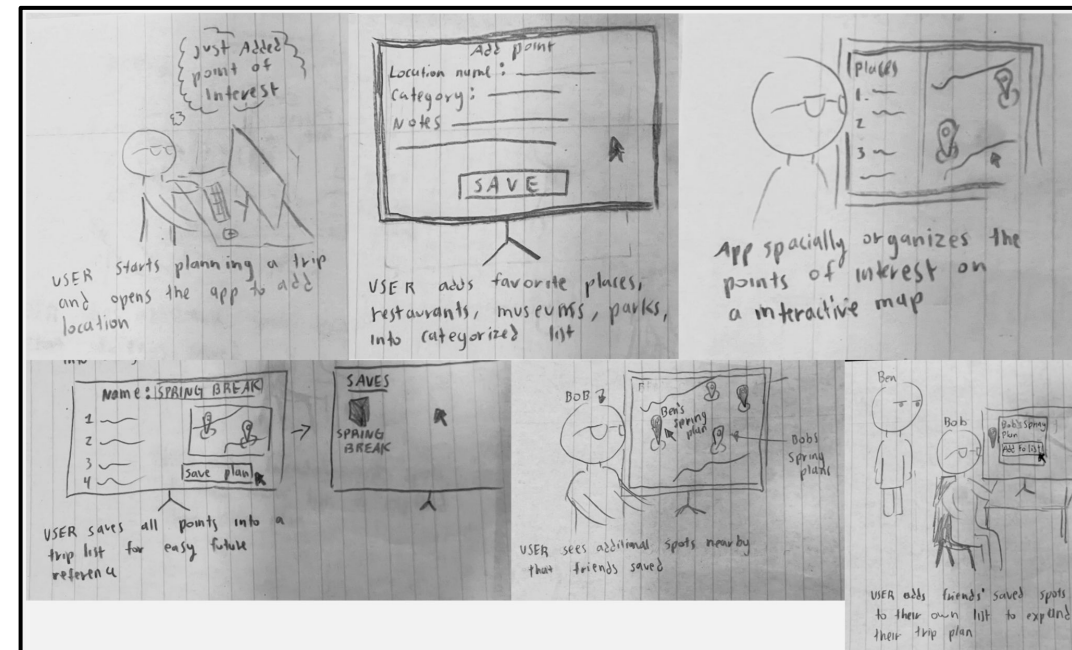
Pigeon!

a visual planning tool that lets travelers create trip routes more easily

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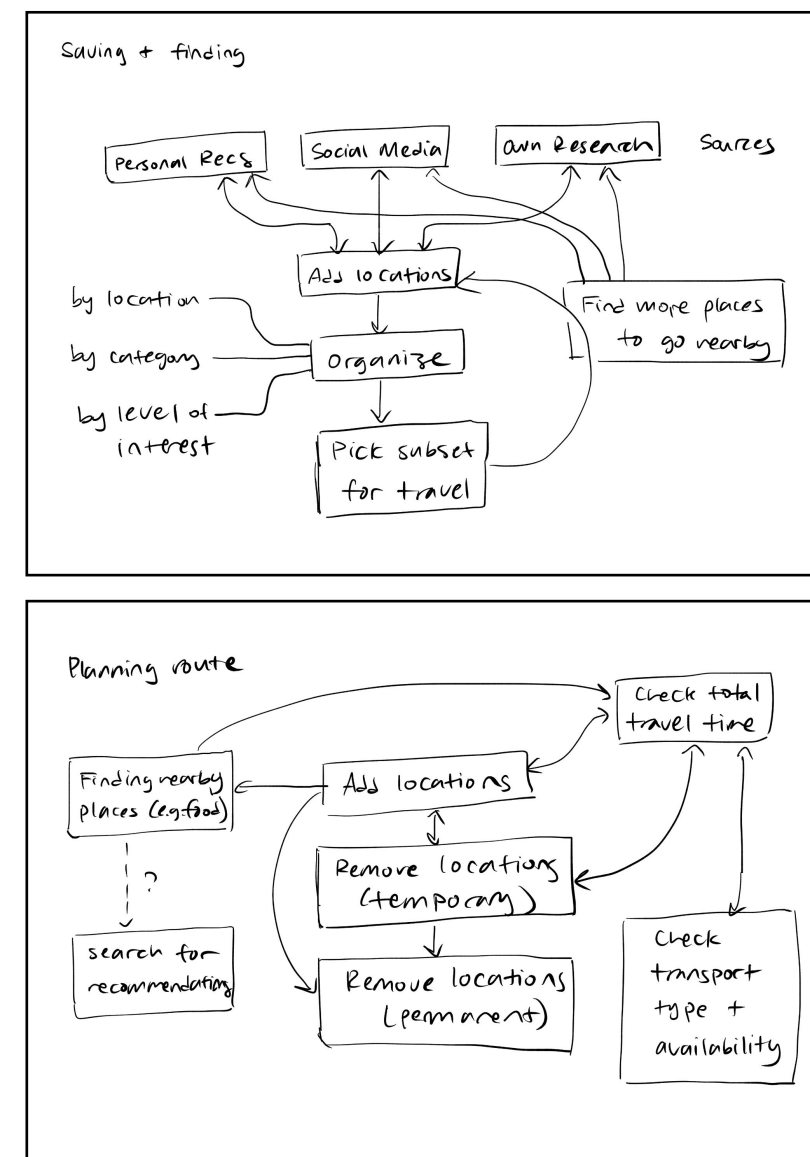
Motivation

We found the process of trip planning to be frustrating & overwhelming, so we wanted to try to ameliorate some part in the process.



User Research

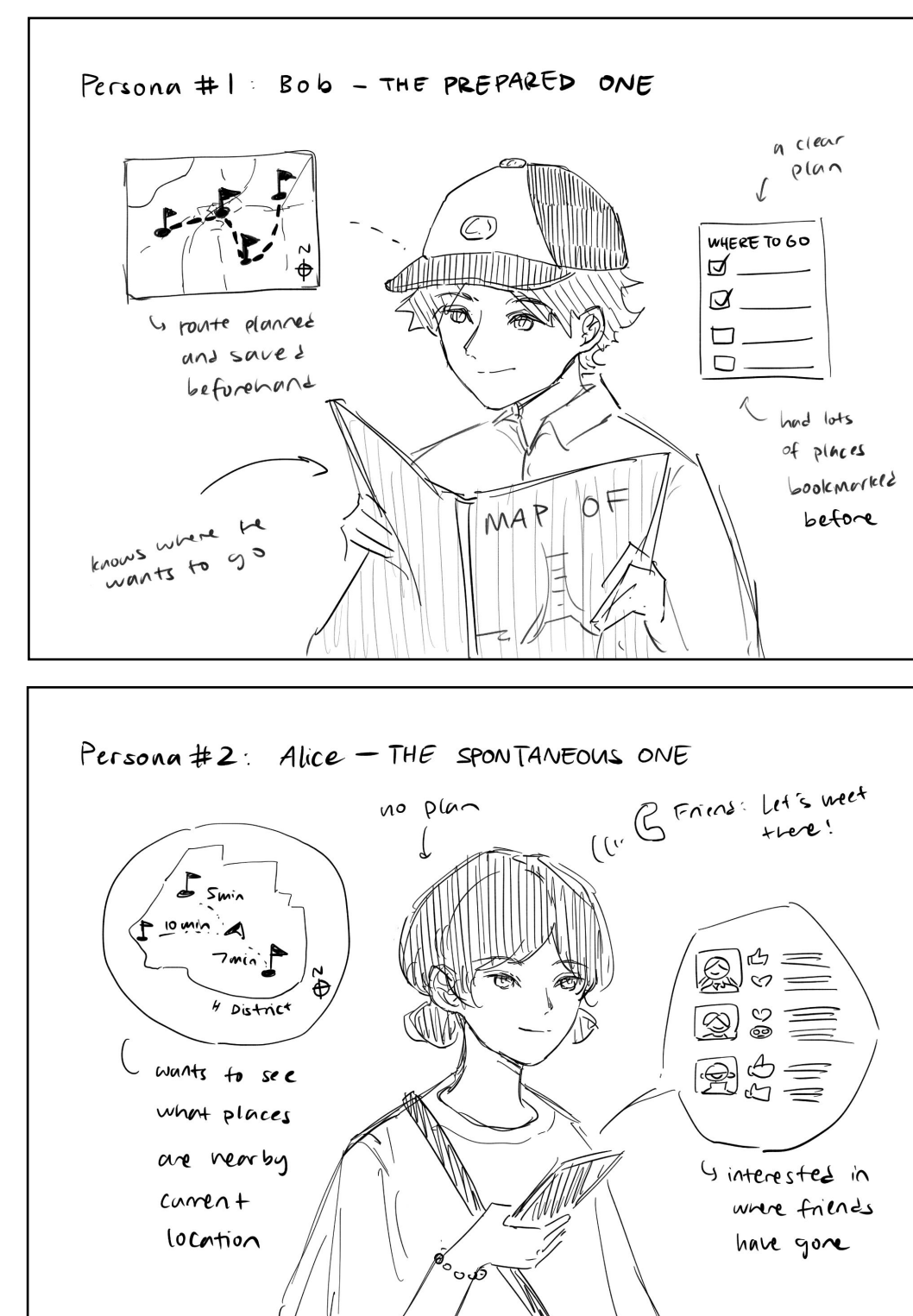
We began user research with an open mind and conducted 15 semi-structured interviews to gain a general understanding of what people's trip planning processes looked like. We wanted to identify which softwares people are currently using for trip planning and the components of these apps that users like and dislike.



User Personas & Identified Challenges

We identified two user personas and the challenges that they face during trip planning.

- Bob:** These users plan for trips well in advance.
 - They are frustrated by the level of overhead involved in organizing large amounts of information. One commonly cited example is Google Maps' inflexibility with routing.
 - They are not interested in a new, centralized app since they already have their own workflow.
- Alice:** These users do little to no planning.
 - They are overwhelmed by the amount of travel information that they would have to deal with.
 - They prefer a simple, straightforward user interface where they can get started quickly by first looking at plans or recommendations made by other people.



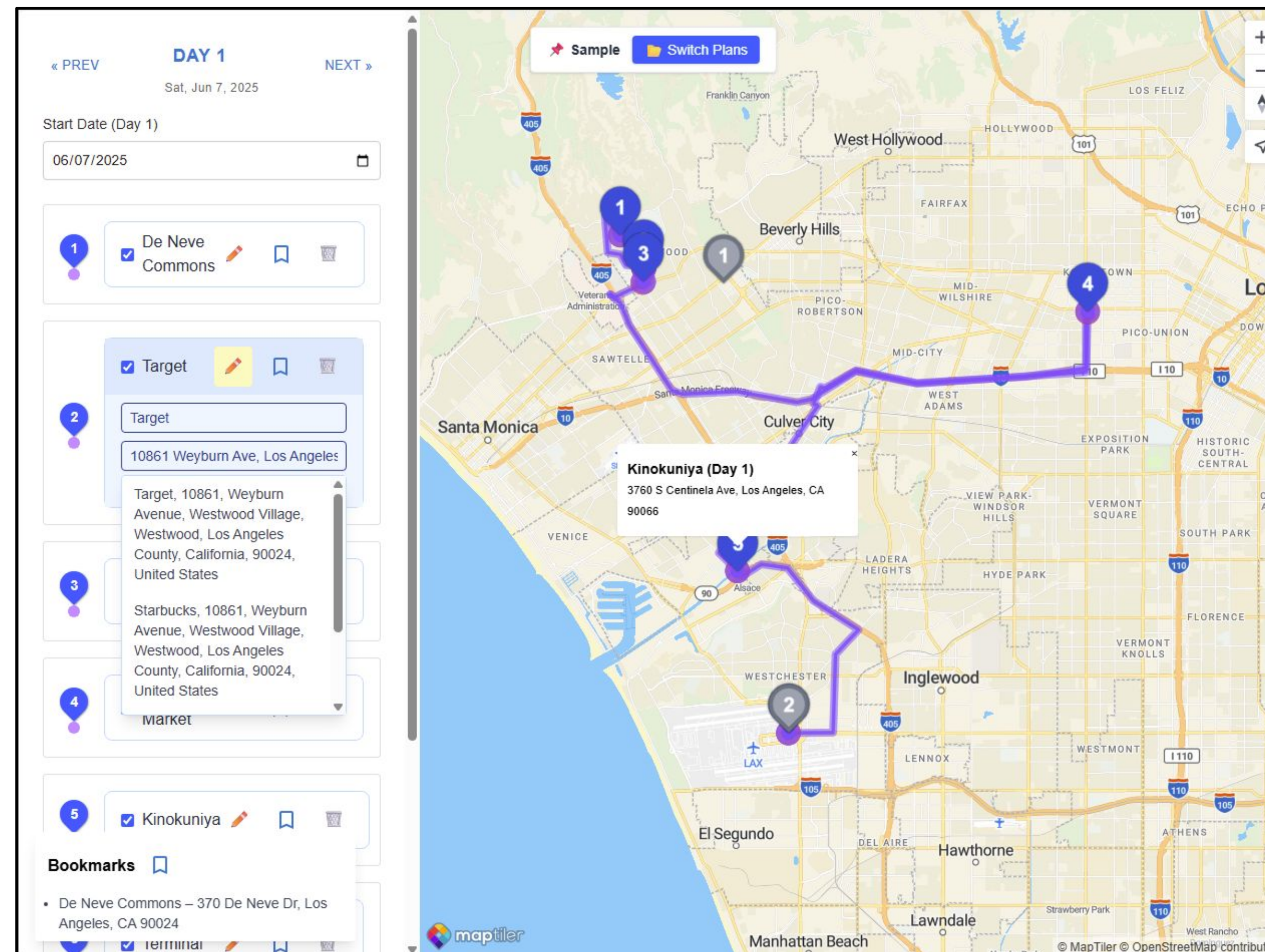
Features

Home page

- Creating new plan
- Import plan from .json

Map interface page

- Add days to route
- Add new location by address search to chosen day of route
- Add new locations from bookmarks to chosen day of route
- View route between locations
- Bookmark an added location
- Edit an added location
- View location's address in sidebar
- View location's address and chosen day in marker popup
- Temporarily remove locations
- Permanently remove locations
- Export plan to json
- Reset route for chosen day



Usability Testing & Evaluation

Users liked that:

- our interface was simple and straightforward to use. Some users mentioned that even though they don't plan trips in advance, they can see someone using the app to just quickly visualize the geographic distribution of locations that they are interested in.
- the application fulfills a niche (i.e., destination routing) that isn't quite addressed by current mapping or trip traveling apps, making it a useful supplement even in many users' current planning workflows.

Some features that users wished for include:

- in-app recommendations generated around the locations that they've added to their routes.
- the option to also add locations by simply drawing points on the point.
- the option to more intuitively reorder location order via some mechanism like drag and drop, etc.
- Some usability improvements like bookmark editing, etc.