

# Travel Monkey

INFO 7280 User Experience Design/Testing Final Report

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# 1. Background & Overview

With the improvement of people's living standard and the rapid development of tourism, tourism consumption has become the normal choice of life for the residents. In 2017, tourists are more than 10 billion time; personal travel rate exceeds 300 percent; tourism profit is more than 1.5million dollars/day. People need a platform to share their own travel experiences and people need a website provided one-stop services. That's the reason why we create Travel Monkey.

On Travel Monkey, users enable to share their travel strategies and stories. Travelers can search these strategies according the destination. Travel Monkey meets the needs of travel, accommodation and catering. Monkey Travel has 3 features: conformability, interactivity and rapidity.

1. Conformability: Travel Monkey provides many services which includes medium platform, share information, food, hotel, transportation and so on. Compare to Travel Advisor, Travel Advisor is just a medium platform that provides the recommendation function.
2. Interactivity: people could never know all the information by the recommendation and they can get a better understanding through others experience.
3. Rapidity: transferring information through electronic medium.

## 2. Product Objectives & User needs

### 2.1 Product Objectives

1. Make money
2. Become the first choice of travelers
3. Provide whole travel solution for travelers. In other words, Travel Monkey has one-stop service.

### 2.2 Business Goal

1. Integrate separate functions and services.
2. Provide travel guide.
3. Provide booking service (flight/hotel/restaurant/rent car).
4. Provide Advertisements and links. Sponsors will be featured.

Travel guide and booking service provide whole travel solution. The combination between whole solution and integrating separate services is the way to become first choice of travelers. And the advertisements can help Travel Monkey make money.

### 2.3 Brand Identity

1. Convenience: Travel Monkey has one-stop service.
2. Diversity of info
3. Practical solution: it is smooth to follow the guide and it is no need to change the plan.
4. Reasonable package: best coverage among others.

## 2.4 User Needs

Income/need	Persona
Travel on a budget Do not need much money Need free travel guide Want to share guide No time limit	Mike, student, part-time job, 19 Want to travel under a budget In vocation Like photography/ posting/ writing
Petty/Bourgeoisie Somehow care about price Don't have much time Need planed guide Post picture and guide	Victoria, manager, full-time job, 30 married Want to go to San Torini In a short vocation Want to spend time with family Would like posting/ photography
I want BEST (business, rich) Do not care money Need a travel solution (business package) Do not post High quality	Mr. Lockheed, owner of an enterprise, 55, married Have plenty of time Want to enjoy peaceful time Require life quality

*Table 1 User Needs*

### 3. Scope

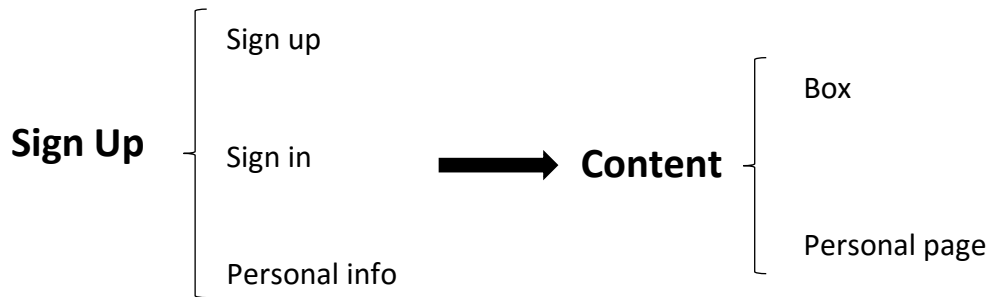
#### 3.1 What we are building/ not building

A website + An APP (not a complexity)

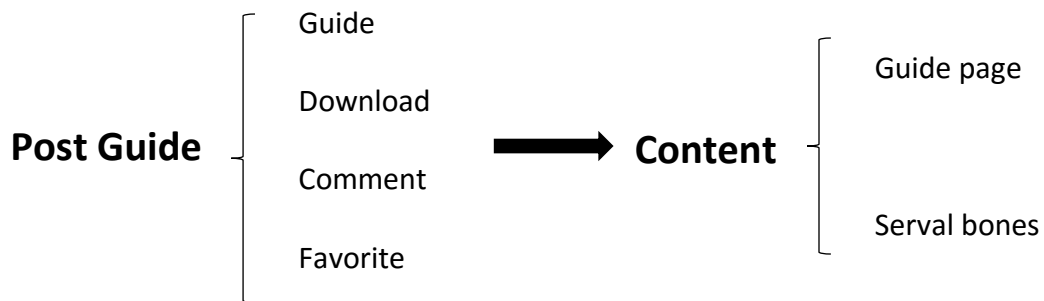
1. Easy use
2. Data transformation
3. Elegant appearance

#### 3.2 Content requirement

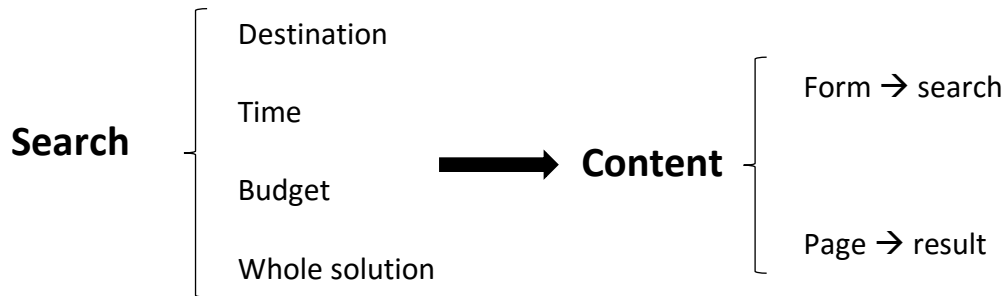
1. Specific
2. Easy understanding
3. Tidy content



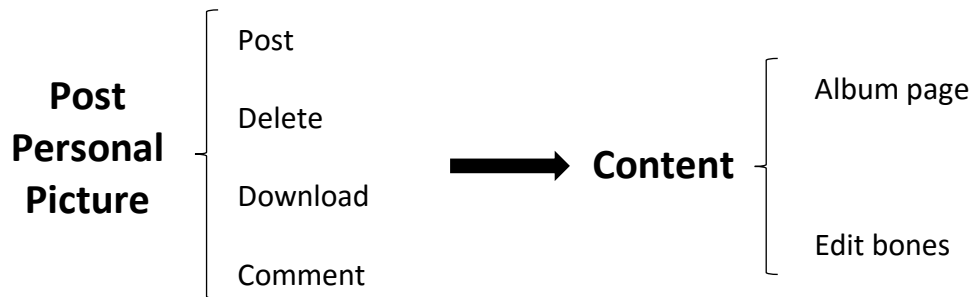
*Diagram 1 Sign Up content requirement*



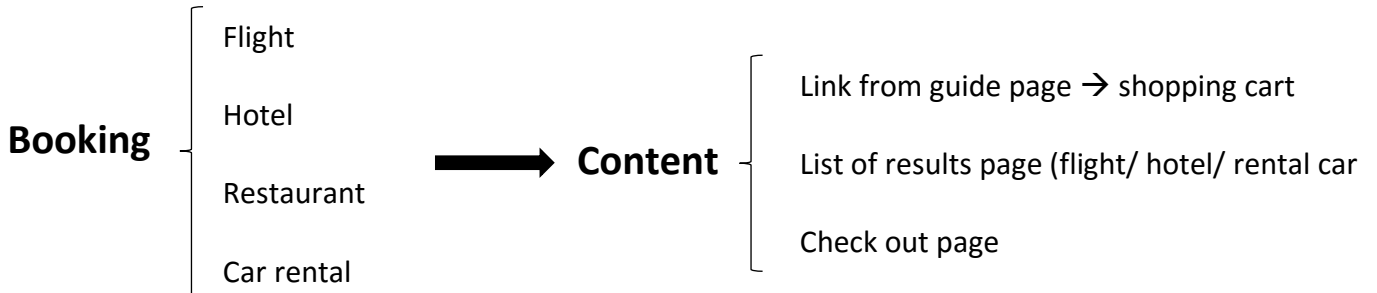
*Diagram 2 Post Guide content requirement*



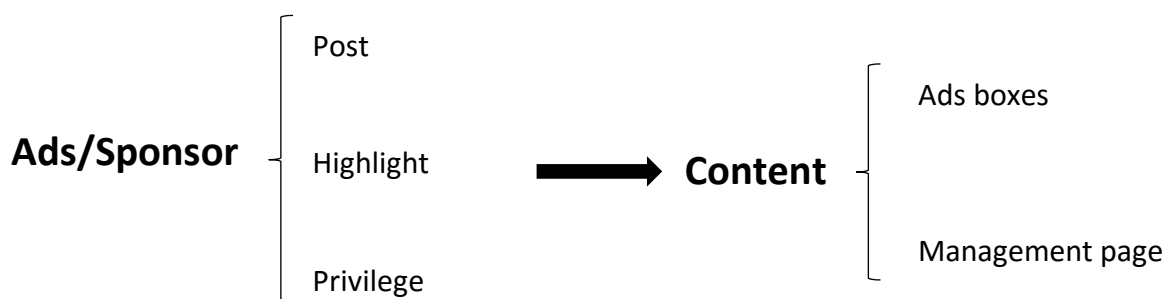
*Diagram 3 Search content requirement*



*Diagram 4 Post Personal Picture content requirement*



*Diagram 5 Booking content requirement*

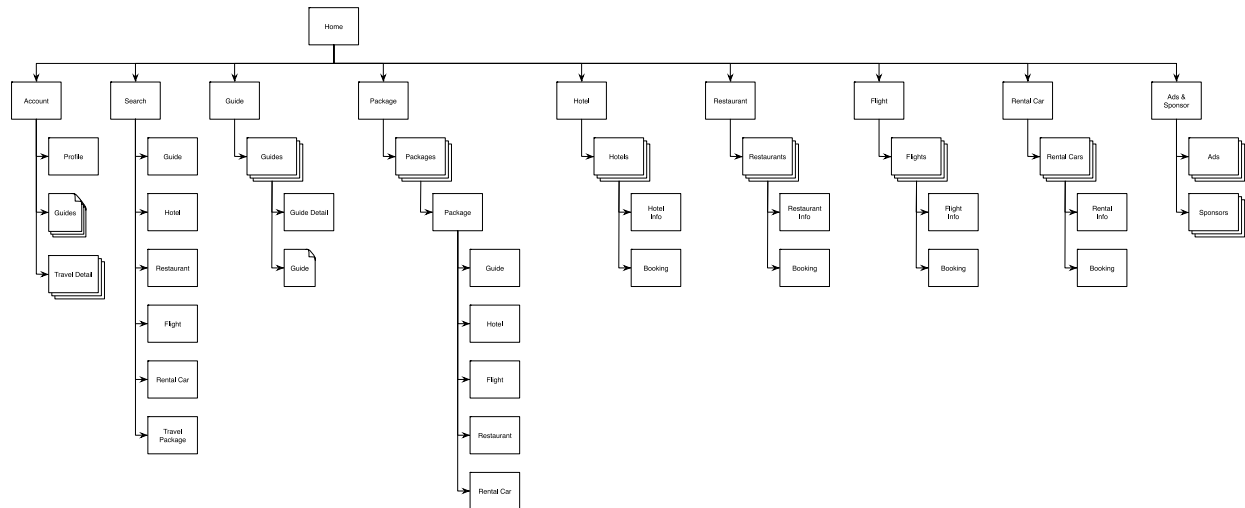


*Diagram 6 Ads/Sponsor content requirement*

## 4. Information Architecture

### 4.1 Information Architecture

In our design, Travel Monkey will provide information in a top down approach, the Information Architecture Diagram is shown below.



*Diagram 7 Information Architecture Diagram*



## 4.2 Workflow

We made clearly workflow diagram to make everything under control, our user experience functionality is guided by our workflow. We did user experience tests to keep track on our flow and see if it works.

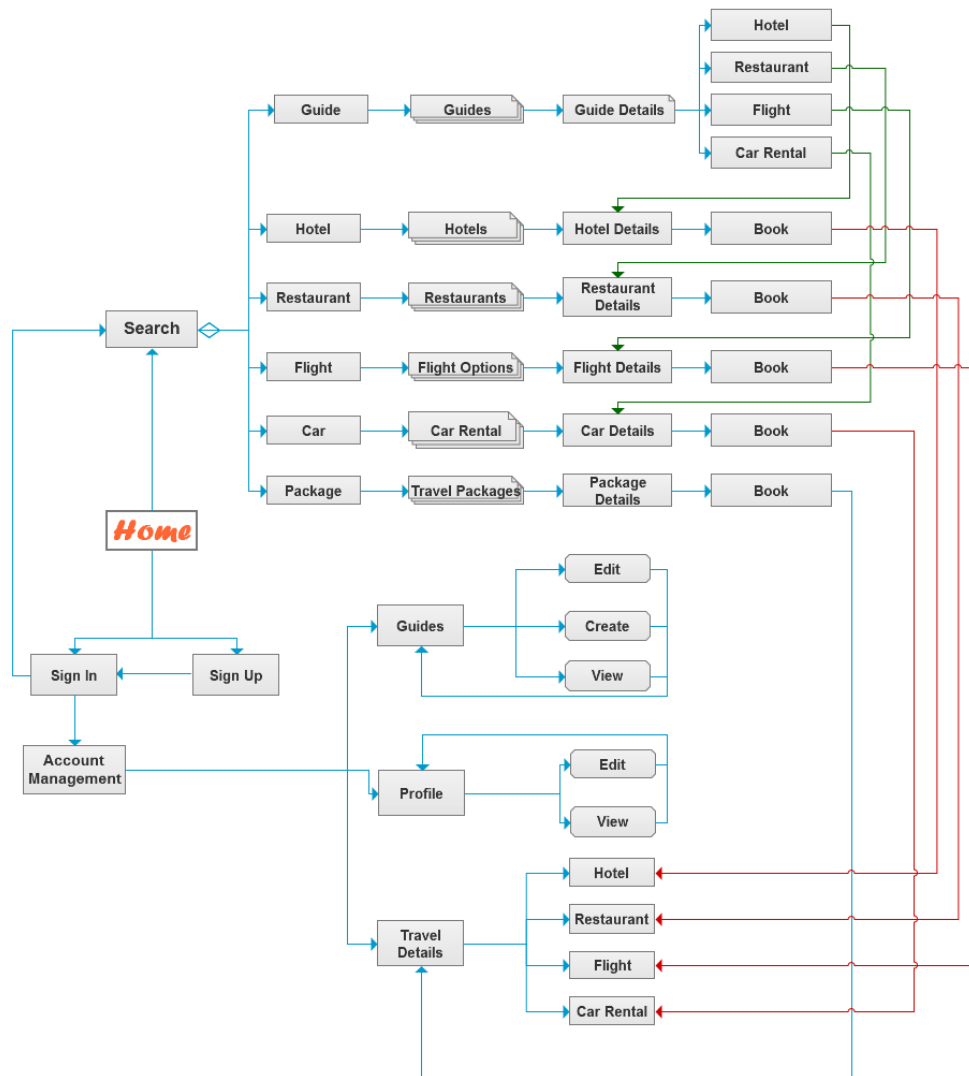


Diagram 8 Workflow Diagram

## 5. Skeleton

### 5.1 Interface Design

1. Users can immediately notice the important stuff from our website.
2. Users can use text field, check boxes, radio buttons to make inputs, and get results in a short time.

### 5.2 Navigation Design

1. Globally, we provide communicate elements on our website, make it much easier to use for all ages.
2. Globally, we provide related information of views and contents, to create a clear navigation view.
3. Locally, we provide users with a means for getting from one point to another quickly, like users can click on book hotel button and get to booking page immediately.

### 5.3 Information Design

1. We focus on efficient wayfinding.
2. We give tidy information that contains all important stuff.
3. We also provide re-arrangement of information when it comes to the view of users for a better understanding, and more efficient wayfinding.

## 6. Surface

### 6.1 Follow the Eye

1. We provide eye tracking contents when users come to our site, which catches the eye of users, and let them be exposed to the most important things.
2. This let users to find their target element in about 5 seconds during our tests.

### 6.2 Contrast and Uniformity

1. We use different colors to make a high-light of different grids, users like our design when doing test.
2. Users will be attracted by the different-colored grid.
3. The website is grid-based layout, things are tidy, and easy to understand, in the test this design got high recommendation from users.

### 6.3 Internal and External Consistency

1. We tried to avoid internal and external consistency, and made great success of it
2. The website follows the skeleton plane, and made a tidy, easy use also eye attracting surface.

### 6.4 Color Palettes and Typography

1. We use BLUE as its primary color, this color gives a free, fresh and relax sense to the user
2. The website contains limited colors, blue and white mainly, which makes the surface looks clean
3. The typography is always in the same style, no difference, which makes everything as simple as possible

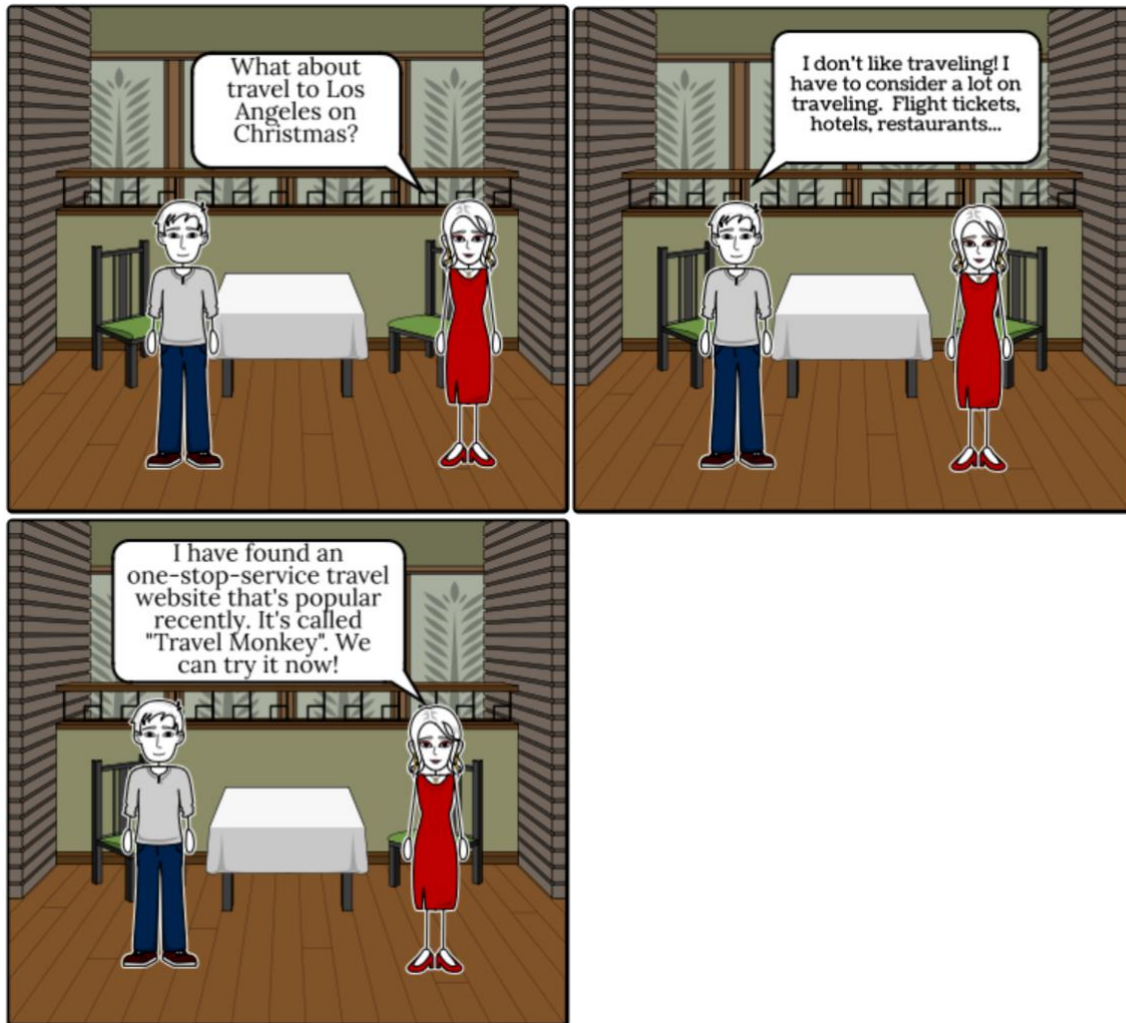
### 6.5 Design Comps and Style Guides

1. We use carefully written documentation to guide the surface plane implementation
2. We also hold a review documentation to record the work flow of surface design, this makes a lot easier for further design and implementation of the website

## 7. Usability Testing

### 7.1 Scenario 1

#### 1. Storyboard



*Diagram 9 Storyboard Scenario 1*

#### 2. Usability testing result

Click: 2

Scroll: 0

Input: 2 (Username, Password)

Time: 18 s

## 7.2 Scenario 2

### 1. Storyboard

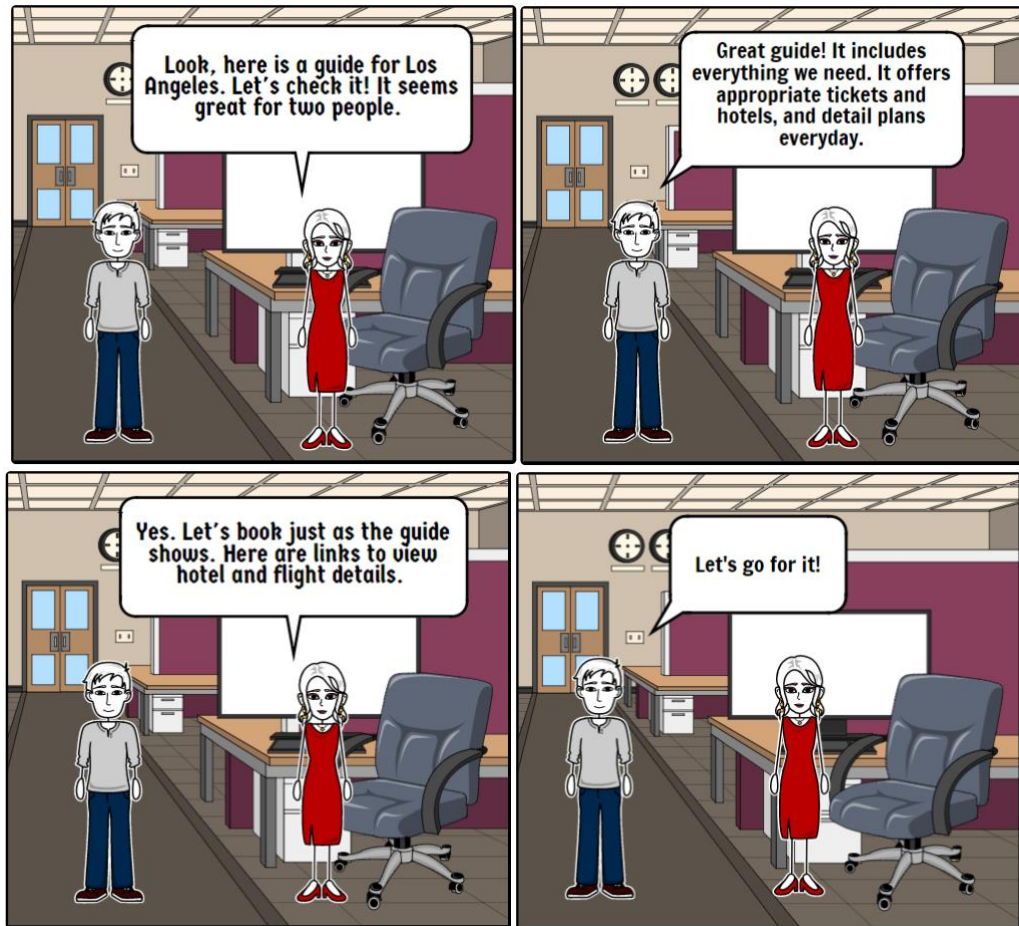


Diagram 10 Storyboard Scenario 2

### 2. Usability testing result

Click: 2

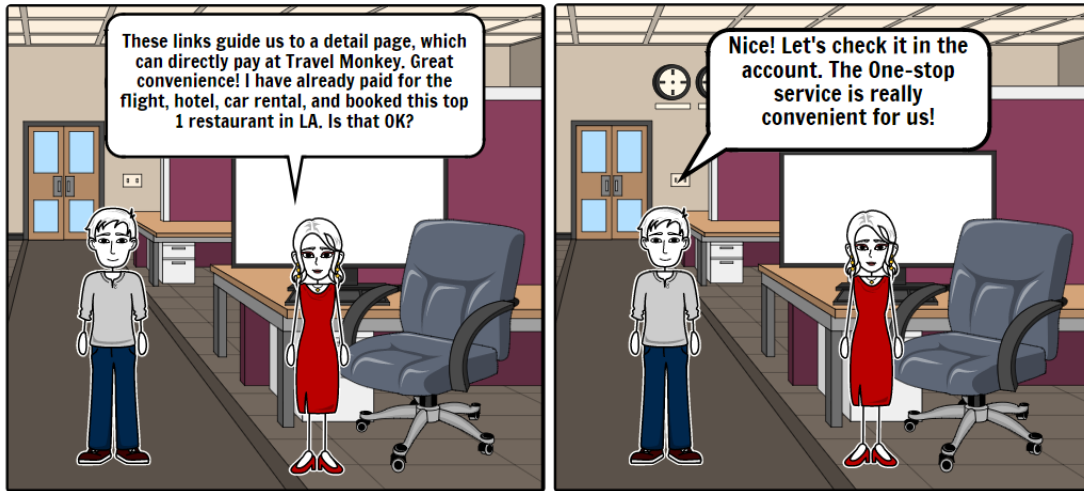
Scroll: 2

Input: 4 (Destination, Time x 2, Number of Travelers)

Time: 1 min 28 s

## 7.3 Scenario 3

### 1. Storyboard



*Diagram 11 Storyboard Scenario 3*

### 2. Usability testing result

Click: 5

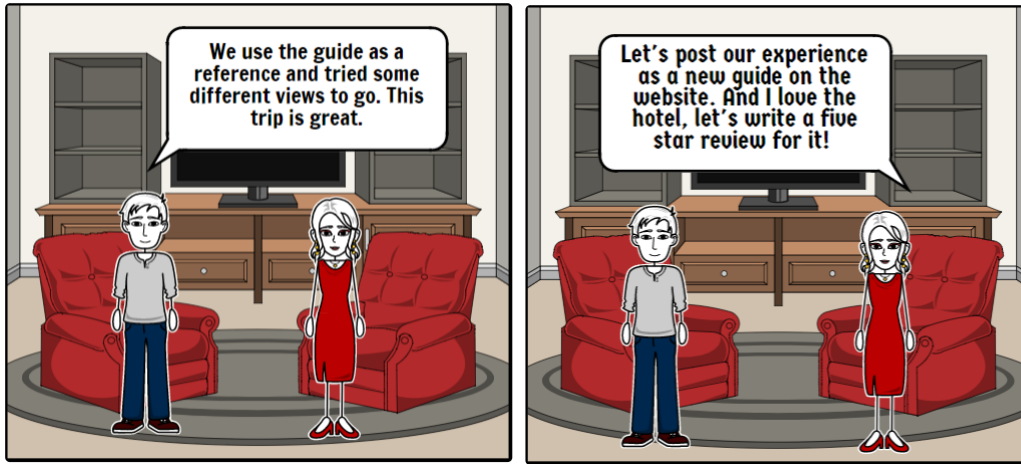
Scroll: 2

Input: 13 (Payment Information)

Time: 6 min 33 s

## 7.4 Scenario 4

### 1. Storyboard



*Diagram 12 Storyboard Scenario 4*

### 2. Usability testing result

Click: 5

Scroll: 1

Input: 2 (Guide, Comment)

Time: 20 min

## 8. Quality Assurance Testing

We used the Selenium IDE to perform the QA Testing. We designed several test cases to test the quality of our website, and everything passed smoothly, and we believe we have assured the quality of our prototype.

The screenshot displays the Selenium IDE 2.9.1 interface. The title bar reads 'Testcase\_Login (untitled suite) - Selenium IDE 2.9.1'. The 'Base URL' is set to 'https://zevadq.axshare.com/#g=1&p=home'. A 'Test Case' list on the left includes 'Testcase\_Login'. The main area shows a table of commands for the selected test case:

Command	Target	Value
open	https://zevadq.axshare.com/	
selectFrame	mainFrame	
click	css=p	
type	id=u100_input	[REDACTED]
type	id=u102_input	[REDACTED]
click	u104_div	

Below the table, there are input fields for 'Command', 'Target', and 'Value', along with 'Select' and 'Find' buttons. At the bottom, a 'Log' section shows the execution history:

- [Info] Executing: |select-frame | mainFrame | |
- [Info] Executing: |click | css=p | |
- [Info] Executing: |type | id=u100\_input | [REDACTED]
- [Info] Executing: |type | id=u102\_input | [REDACTED]
- [Info] Executing: |click | u104\_div | |
- [Info] Test case passed

Diagram 13 Test Case



## 9. User Experience Test Methods

### 9.1 Desirability Studies

We asked 10 volunteers to complete the survey of the two designs of the web app.

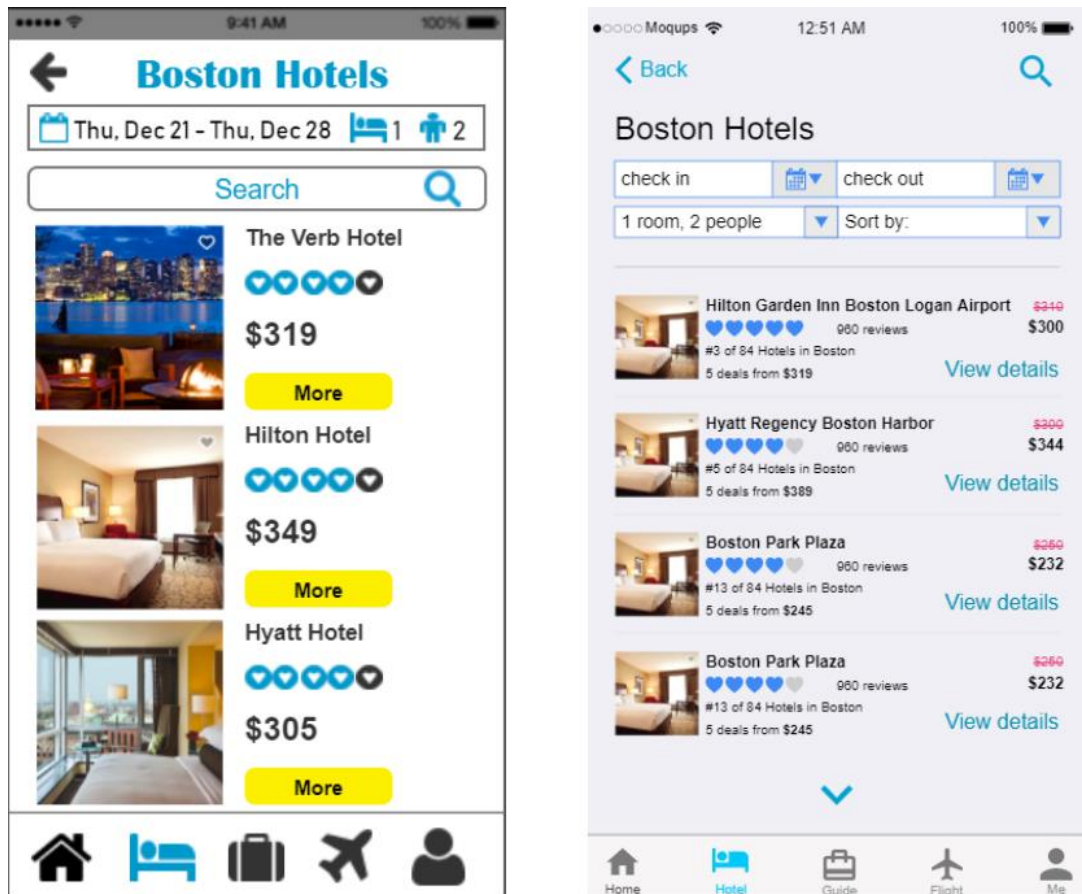


Diagram 14 Designs

1. Which design shows the information you need?  
A. First B. Second
2. Which is concise?  
A. First B. Second
3. Which is useful?  
A. First B. Second
4. Which is less confusing?  
A. First B. Second
5. Which one do you prefer?  
A. First B. Second

The answers include 38 As and 12 Bs, which shows the conclusion that the first design (our new design in axure) is a better design for customers.

## 9.2 Usability Benchmarking

1. We have Periodic usability study plan.
2. Registered users are identified for study.
3. Users received a \$100 coupon for their activation in the study.
4. We have created several scenarios for users, like search a guide, then book everything and write a review.
5. We made a matrix to train the users in study.
6. We analyzed the test result, and made improvements based on the study result.

## 9.3 Usability Lab Study

1. We gathered 10 people in our lab.
2. We let the users to book a hotel, and pay for it.
3. Users used 5 clicks to finish this process.
4. Users find it is easy to use.

## 9.4 Customer Feedback

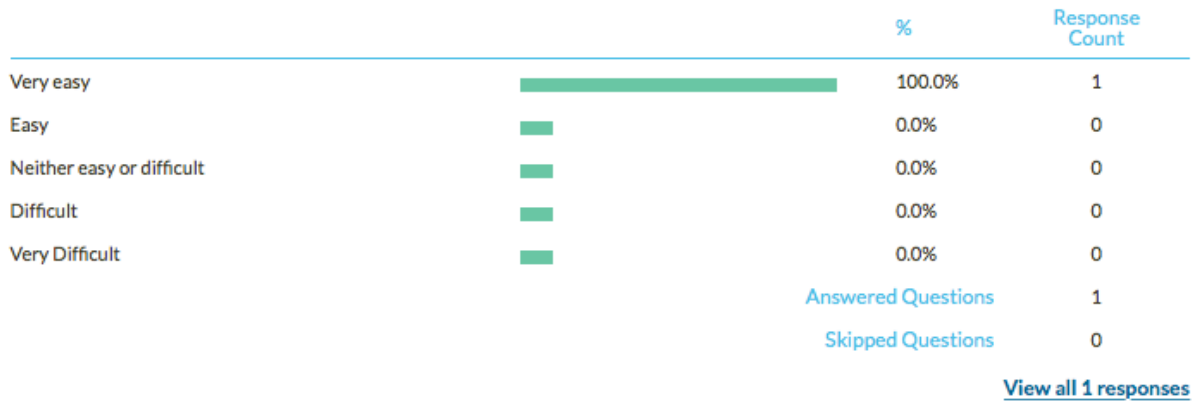
1. We provide several ways for users to send feedback to Travel Monkey.
2. We have a link in the footer to send feedback.
3. We have a feedback form.
4. We have a customer feedback Email to gather feedbacks.

## 9.5 Customer Surveys

1. We made a survey for users to complete.

### Questions

#### 2. How easy was it to complete this task?



#### 4. Based on your experience with this website today, how likely would you be to recommend it to others?

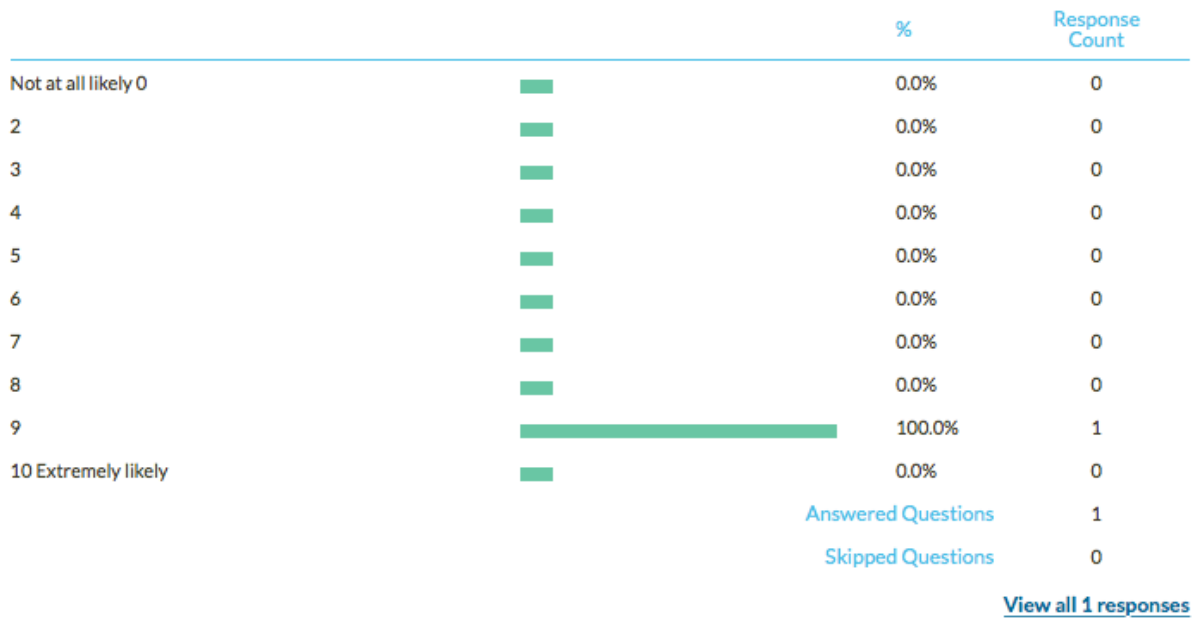


Diagram 15 Email Survey

## 10. Innovations, Demo, Work Distributions

### 10.1 Innovations

1. We design a sound/video helper for users with sightseeing/hearing problem
2. We designed a voice search
3. User interface have dynamic & static elements to make highlights

### 10.2 Axure Link

<https://aoasx9.axshare.com>

### 10.3 Work Distribution

Xuan Gao:

4. Team Leader
5. Hotel
6. Guide
7. Package
8. Strategy Plane
9. UX Test

Tianqi Zheng:

1. Restaurants
2. Rental Car
3. Flight Tickets
4. Scope Plane
5. Final Report

Yuting Wu:

1. Service
2. Sign In
3. Mobile Edition
4. Structure Plane
5. Story Board

Chenyang Zhao:

1. Payment
2. User Information
3. Skeleton Plane
4. Surface Plane
5. UX Test