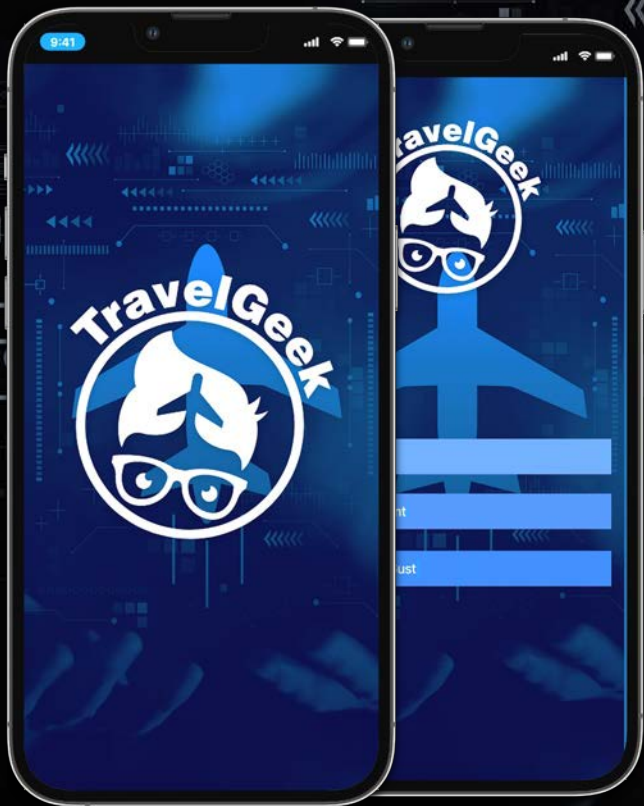




TRAVELGEEK

Brendan Bachmann

UX Researcher / UX Designer



Project Overview

THE PROBLEM: Limit the amount of sites, apps, tabs and windows when planning trips by keeping the users in the app to generate revenue.

THE SOLUTION: An app where the user can easily navigate in the app without accessing too many screens to find as much information with saving time.

TOOLS USED: Adobe Creative Cloud (XD, Illustrator, Photoshop), InVision Miro, Figma





User Research

Brendan Bachmann

Homework 01

Research Overview

Over the course of 4 week, The team conducted a qualitative interview process with Six interviews that were conducted in two days. Among those six, four were in-person and two were over the phone and video recorded.

When it comes to researching for trips, there are many apps and sites a user can access. Unfortunately, none allows you to access as much information as possible without navigating between multiple apps. Looking to see how beneficial it is to have an app that can keep the user from venturing off to other apps while increasing revenue while keeping the user engaged.

During the first few interview questions, we started to notice the amount of time the user spent sifting through various apps / sites, continuously shuffling between tabs / screens.



Interview Plan

Research Objective:

As a user researcher I want to understand how the users feel researching and scheduling trips on multiple booking sites, or is it beneficial to have a site encompassing all post-pandemic.

Objective 1:

Doing travel research all in one.

Objective 2:

Post pandemic travel behavior.

Objective 3:

How does time affect the user's emotions.

Interview Transcripts

Six interviews were conducted in two days. Among those six, four were in-person and two were over the phone. All were recorded for documentation and note were taken with pen and paper.



"Comfortable flying post-pandemic; however, more conscious about keeping things clean on a plane."

Tiffany 36



"My wife and I get out more now on weekend getaway trips." *Jim 56*



"Trying to get a collective decision on where the family would like to go before booking trips." *Courtney 36*

User Type	Number of Users
USER 01	10
USER 02	15
USER 03	10
USER 04	15
USER 05	10
USER 06	10



Empathy Map



USER 01



USER 02



USER 03



USER 04



USER 05



USER 06

ICEB UR



User Personas



“ **Aspirations**
Organized and well put together apps would bring peace. ”

Behavioral Demographics + Drive

- Heavy researching and neurotic planning
- Avid blog and review reader
- Starts with primary search engines
- Road tripping with the urge to get out more

Goals & Needs

- Trusting the information you research for a site and build a relationship
- Booking hotels and attractions when traveling on road trips
- Easier to use apps could save time for more traveling
- Making Decisions on the fly at your finger tips
- Easy to read UI, no tangle tapping, good navigation

Hesitations & Pain Points

- Not a fan favorite of ads when online browsing the web
- Pets can be an issue when it comes to traveling or even the sporadic staycation
- Tends to go down the rabbit hole when on Google
- Doesn't travel often, busy with the business
- Overwhelmed with multiple tabs open
- More cautious on where to go post-pandemic



“ **Aspirations**
Search engines are launching points ”

Behavioral Demographics + Drive

- Family planning
- A career driven mother
- Openings up Google when searching
- Researching and then narrows down places

Goals & Needs

- Being organized is a must
- Fully booked with trip planned out with itinerary
- Reading up on trips destinations before booking
- Family budgeting is the keystone
- Pandemic or not willing still travel

Hesitations & Pain Points

- Not receiving honest research information
- Non kid friendly attractions are a downer
- An app not having any shortcuts
- Not enjoy her stay
- Doesn't prefer hotels
- Not being Organized



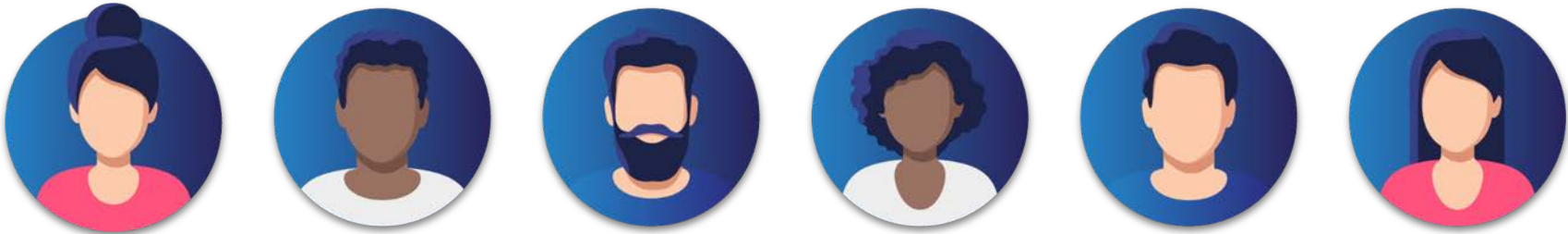
Definition Ideation

Homework 02

Homework 03

User Insight Statement

After conducting user research, the team focused on a user insight:
The User should trust the information on the travel app because their decisions are made on the fly and would save them valuable time.



Problem Statement

Tends to go down a rabbit hole web / apps, because they feel overwhelmed navigating multiple tabs / windows. Time can be saved when doing travel research with an all-in-one mobile app.

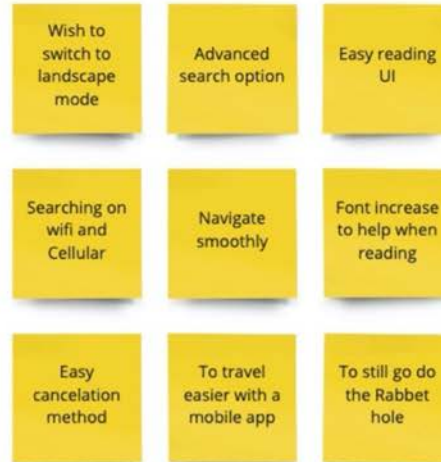


Brainstorm & Ideation Process Documents

I LIKE...



I WISH...



WHAT IF...



Feature Prioritization Matrix

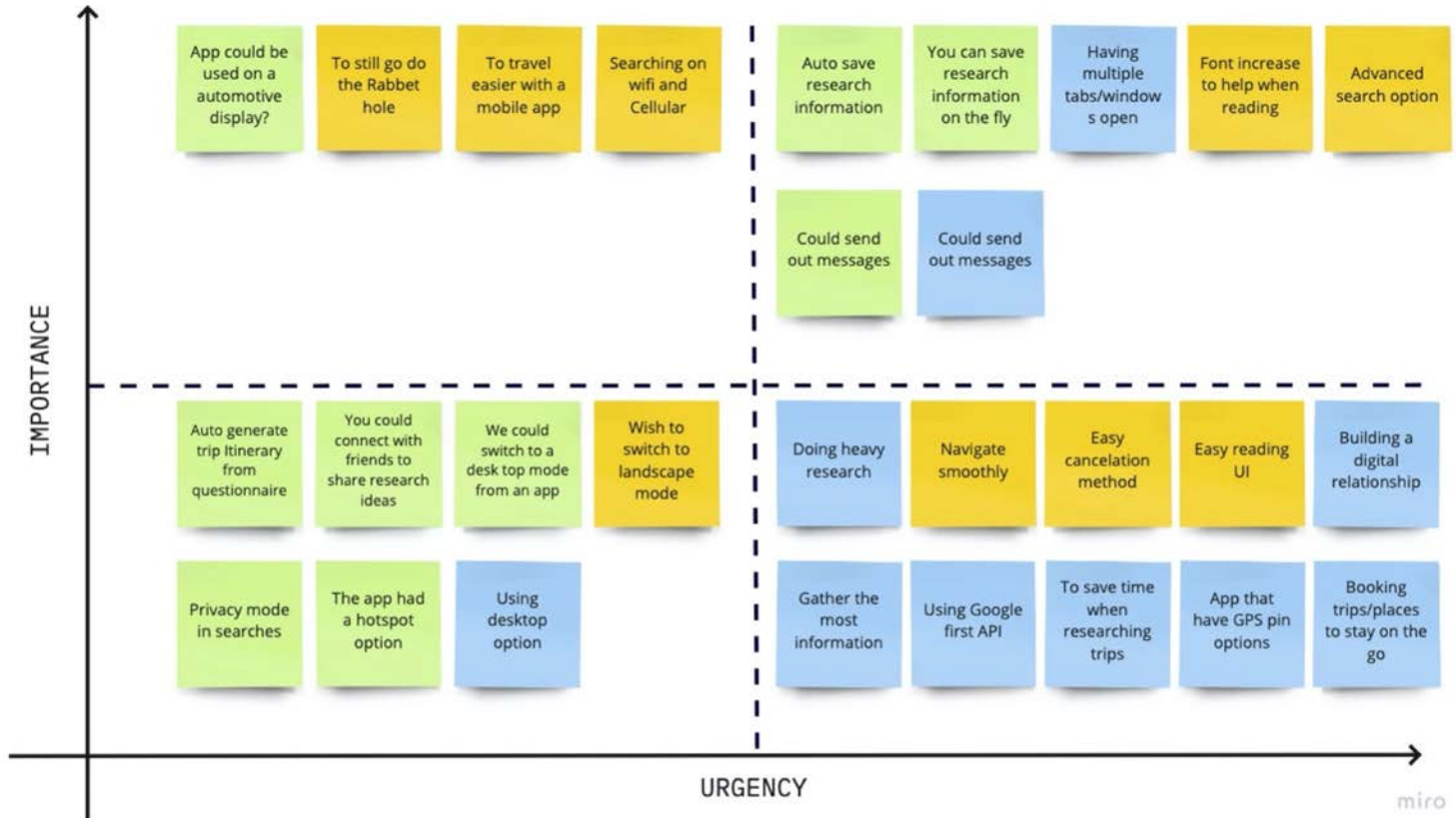
I LIKE...



I WISH...



WHAT IF...





Value Proposition

TravelGeek a one stop shop for travel where researching, booking and planning can all be done in the palm of a hand to save valuable time.



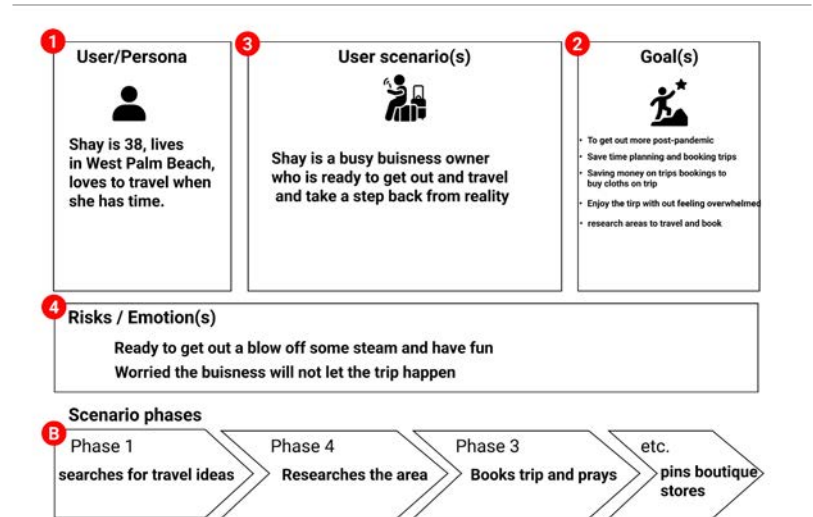
User Scenario



Shay is business owner in Florida who is looking for a fair and efficiency way to research while saving time because she is ready to step back from reality and travel again.

She Needs:

- A heavy research database that is easy to navigate to help save valuable time.
- The ability to search and find places to shop while on trips.
- The ability to share and collaborate travel research, plans and share the itinerary with friends.



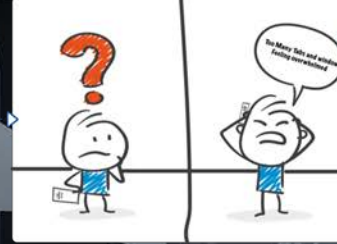
Storyboard



1 Our user is thinking about traveling post-pandemic. Daydreaming about fun and exciting trip.



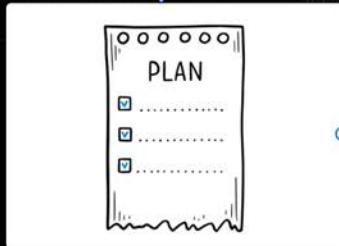
2 Start researching for possible destinations. Using a phone to help with the search



3 Starting to get overwhelmed with navigating back and forth from different sites and apps. With the emotions wish for an easier way.



4 After all the time researching and narrowing down searches, has an idea on where to go.



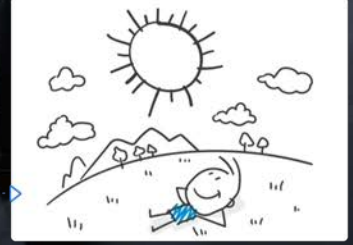
5 Now that the destination is chosen, time to plan out the trip.



6 Very upset set that there were no deals on airfare and hotel.



7 After all that hassle and time wasted researching, the trip is finally booked! YAY!!!!



8 On vacation! Enjoying life and distracted from the real world drama

User Journey Map



Iterations & FeedBack Documentation

Eliminate the second sentence out of obj. 1 and keep it as doing research all in one place? I love how you categorized your affinity diagram, you hit all the points.

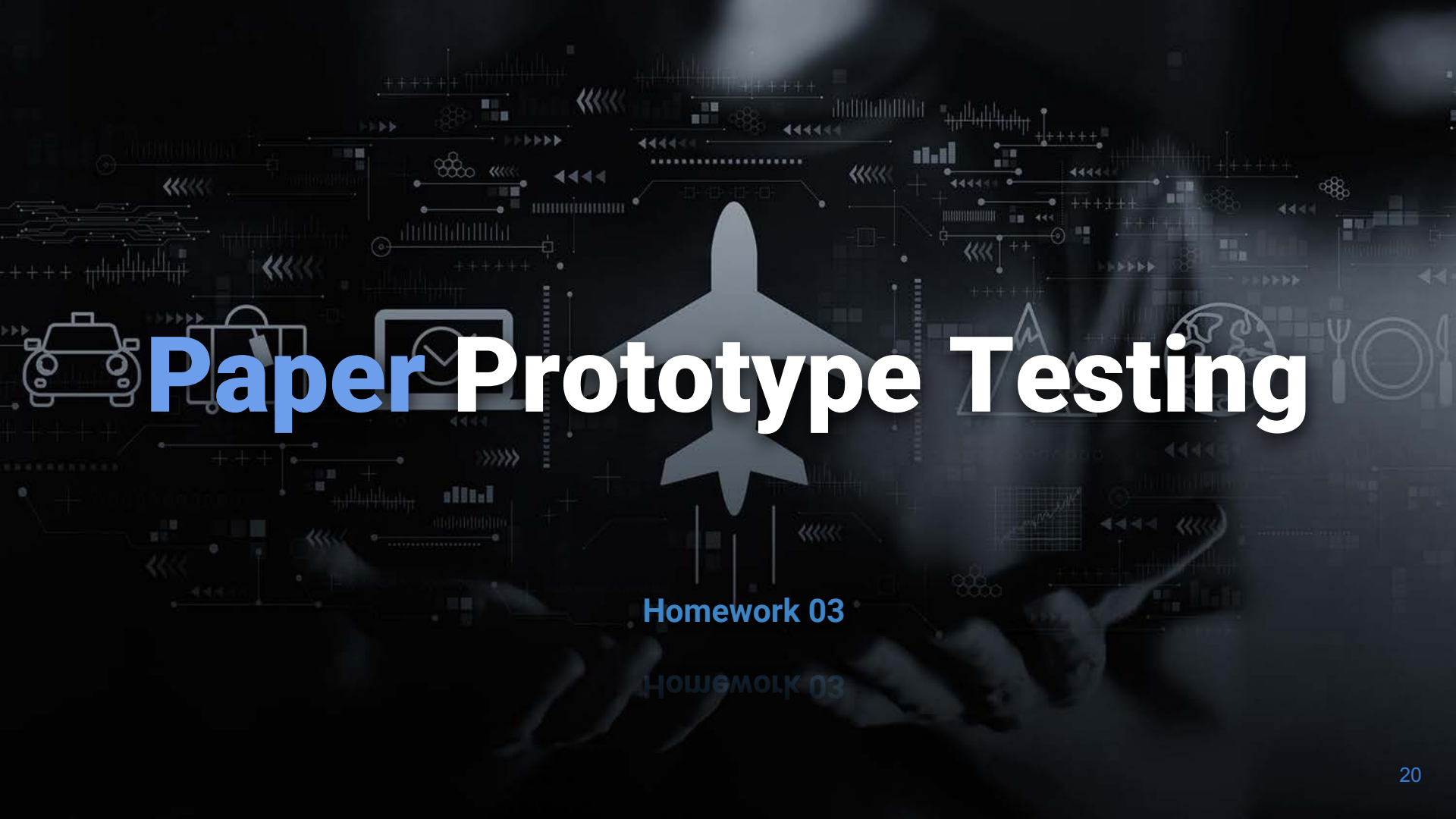
What is your end goal for the app? I love the layout & how neatly organized everything is!

That is beautifully laid out!

Needs a proof reader to fix some grammatical errors.

Adjust your flow. Think about making searching for destination the first action the users makes. Then see about auto generated information into other search option fields. Example: Dates, Places, travelers.





Paper Prototype Testing

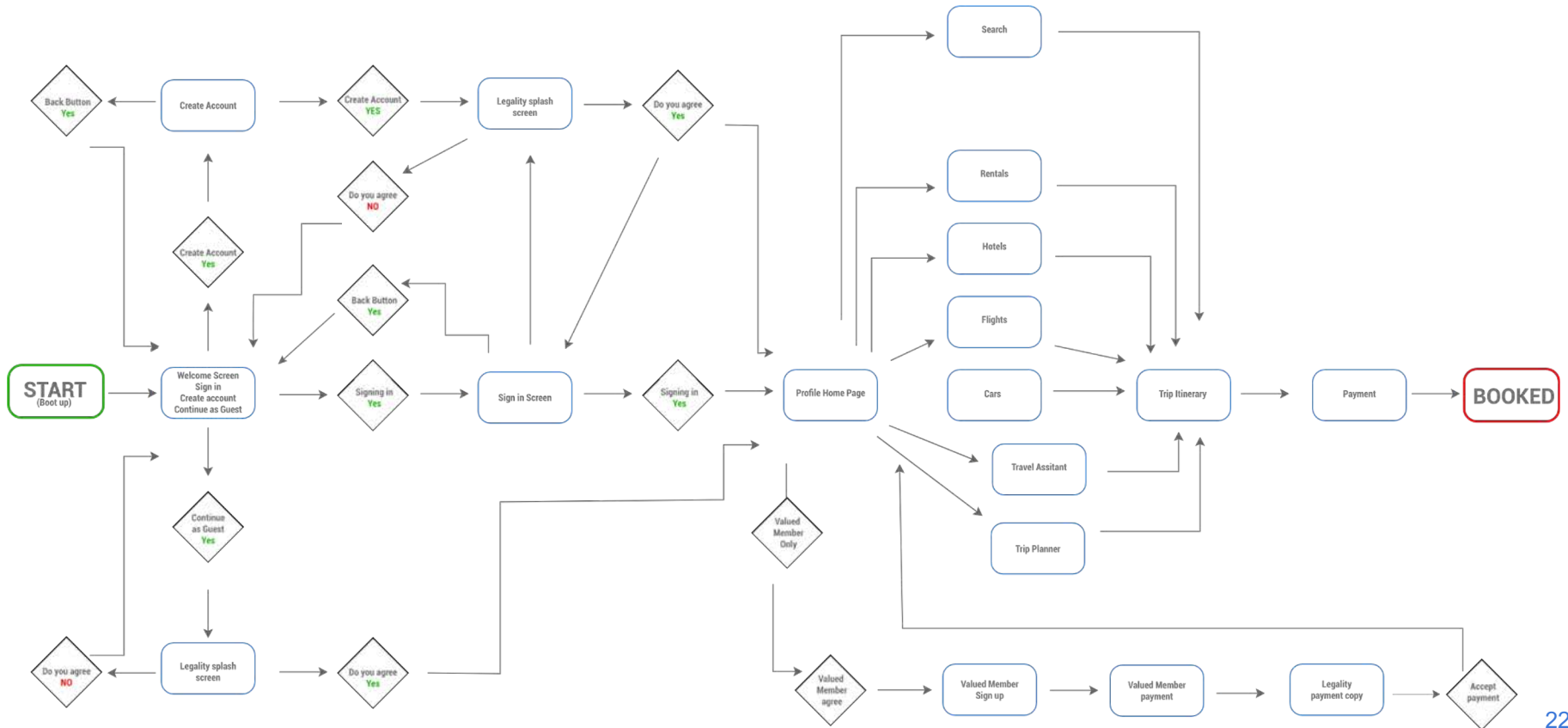
Homework 03

Homework 03

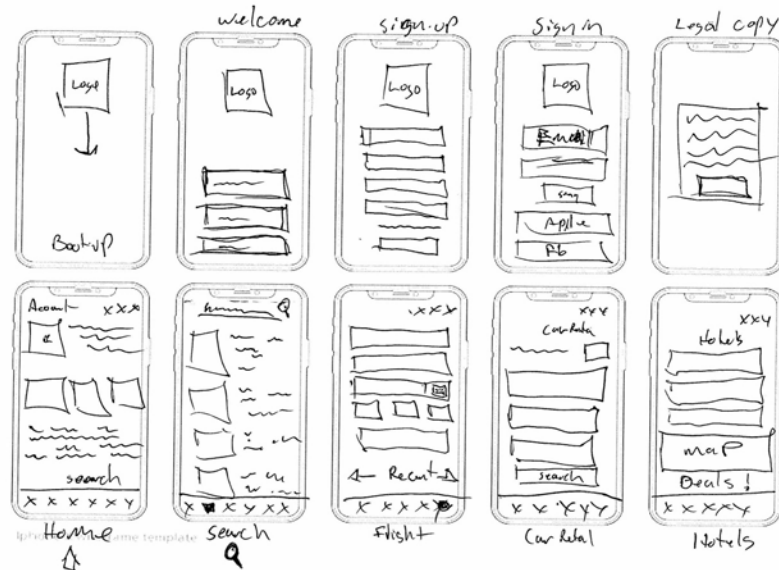
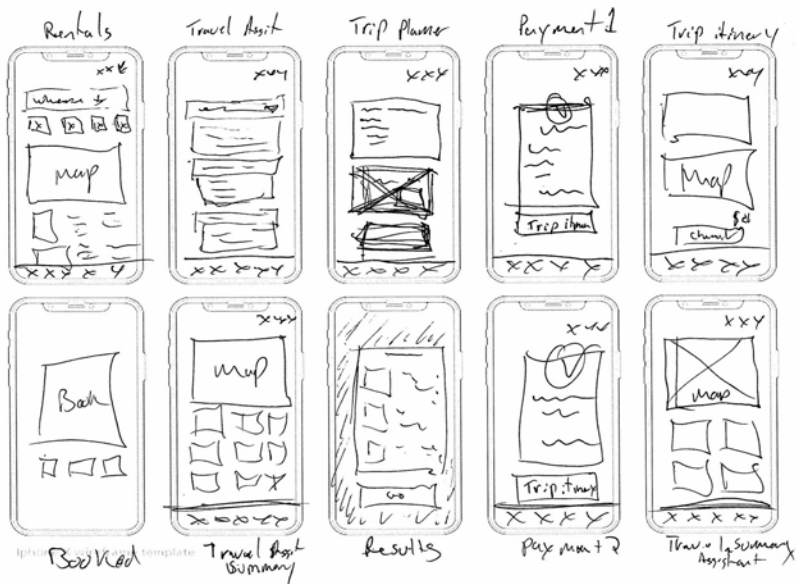
Competitor Analysis

	AIRFARE DEALS	CARS	HOTELS	RENTALS	TRIP PLANNING	RESEARCH INFO	TRAVEL ASSIST	REVIEWS	UI	CUSTOMER SUPPORT
			 (With map)		No major planning for trips. The app mainly offers booking flights, cars and hotels. There is a VIP membership with trip information	Gives you the option to see your recent searches. Helps to bring you back to a recent search to check and compare	Users can set up route planning for on the road trips. The map makes it easy to find hotels.	Very good job showing reviews and rates when searching hotels, destinations, and car rentals. Reviews pinned to top when scrolling	Light themed UI. Nothing stands out with a very basic layout, but is easy to read and flow through. Nice icons.	 Basic support
			 (With map)		The app offers attraction booking with the main 3, cars, flights and hotels.	Good search result data. The travel talk and travel articles options help with decision making.	Trip attractions tab helps find and plan for things to do. you can book taxis in the app	Review and rates on hotels, car rentals and attractions	Dark themed UI. More modern touch with great use of space. the map ui is work great. Animation loading screen was pleasant to watch	 Basic support
			 (With map)	 Vacation rentals	Offering package deals and an area with "Things to do."	The section "Things to do" is easy to scroll between results. There is an option to switch to desktop mode. The quick exploring option is enjoyable.	loyalty program with access to wider age of flights, hotels, Cruise and vacation rentals.	Has reviews for hotels but no option for rates when looking through cruises.	Very confusion at first and could be frustrating when navigating around. No use of icons on home page. Need to rethink the wheel and as potential.	 Basic support with chat

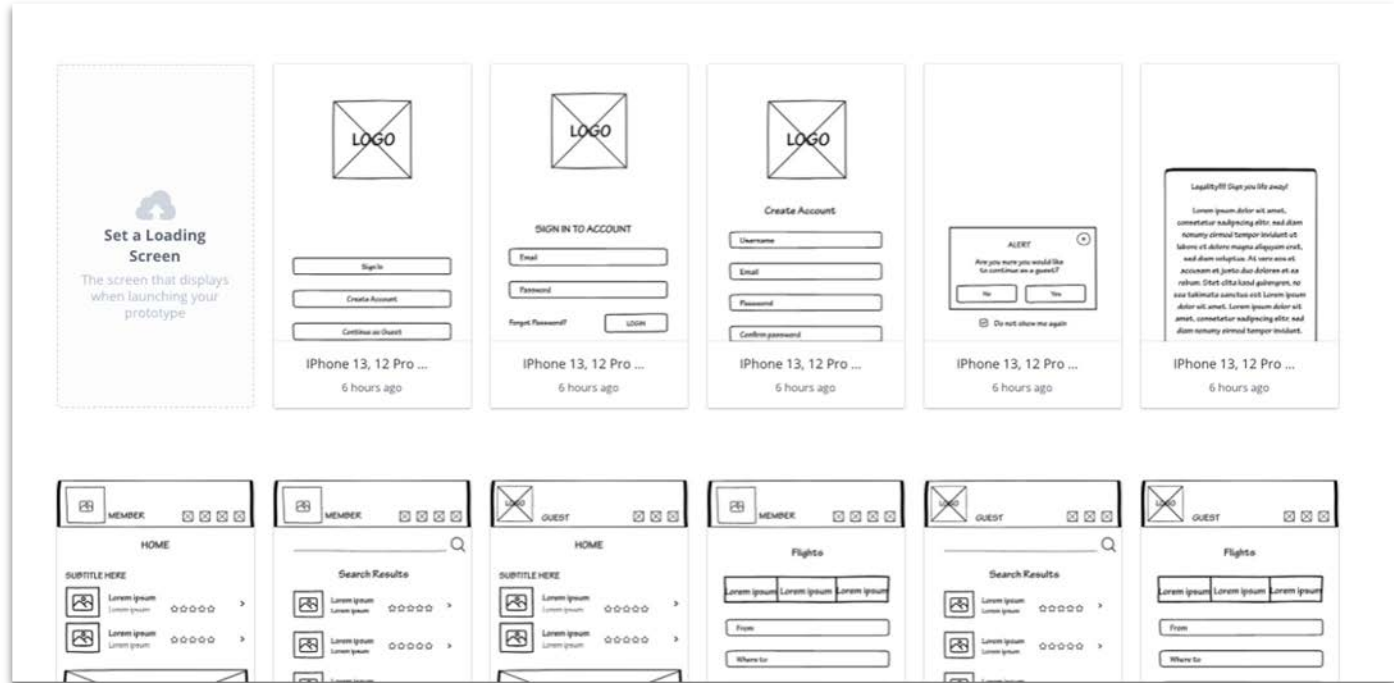
User Flow



Wireframe Sketches

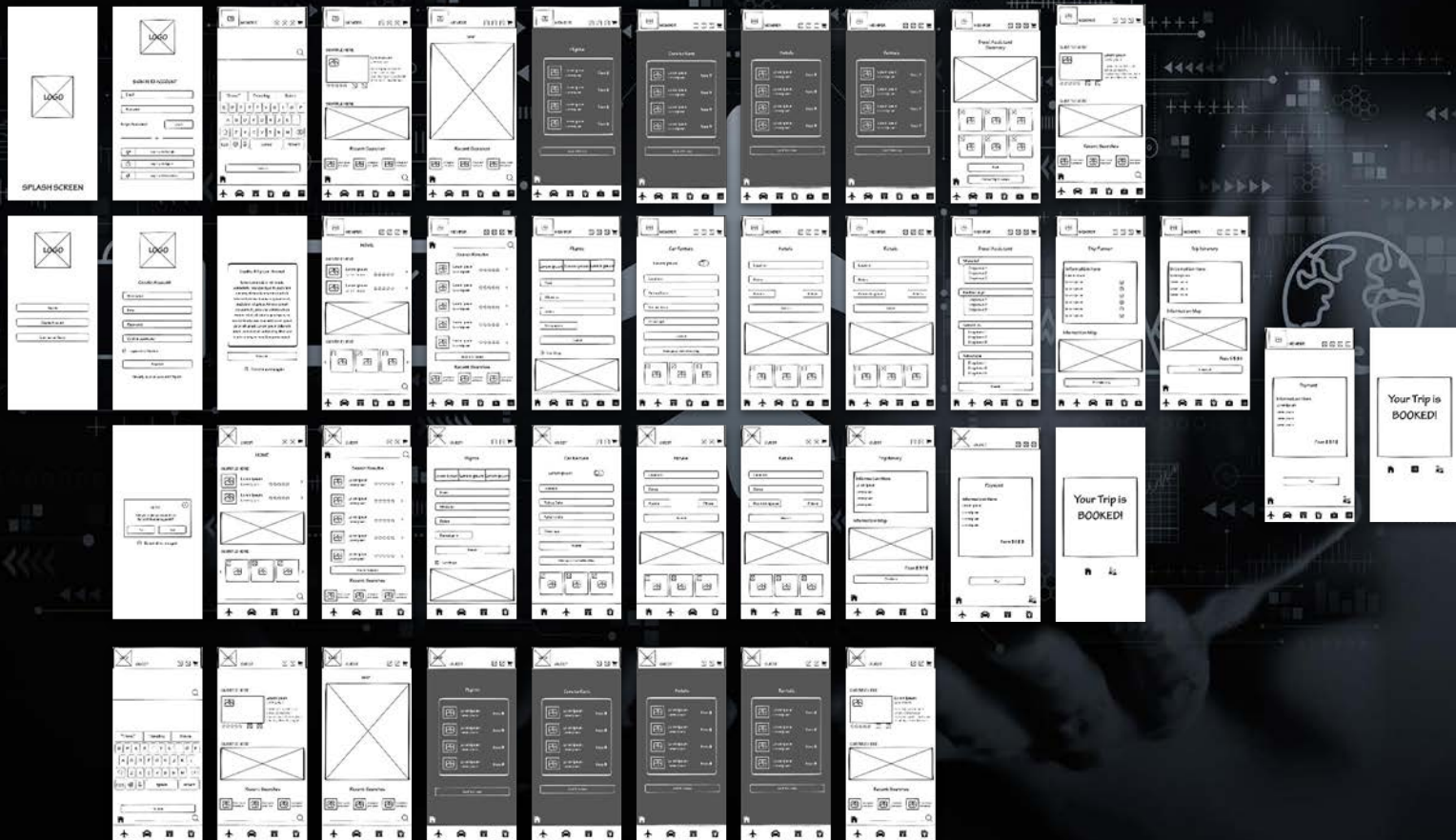


Low-fidelity InVision Prototype

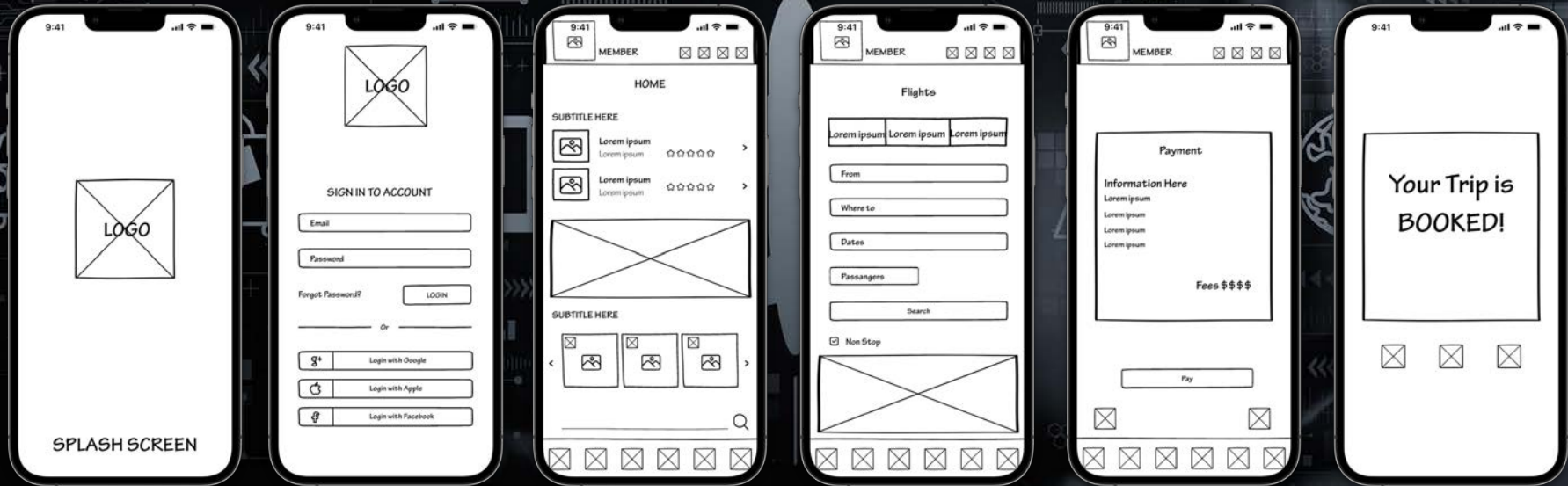


<https://invis.io/S412SLCTXBQR#/4677476>
09 iPhone 13- 12 Pro Max - 40

Digital Wireframes



Digital Prototype Linke (XD)



<https://xd.adobe.com/view/8301465b-a2b2-446e-ae2a-ada3a4af324a-d652/?fullscreen&hints=off>



iOS Prototype

Homework 03

Homework 03

User Tester Plan

GOAL/OBJECTIVE:

How the user navigates through the flow of the app and end up with a trip booked.

TASK 1:

RESEARCH QUESTION:

When signing in, do you prefer creating an account or signing as an guest?

GOAL/OUTPUT:

See how the user creates an account or continue as a guest when entering the app.

ASSUMPTIONS:

Most users will create an account.

1. Wait for boot up screen.
2. Ask if they want to create account or continue as a guest.
3. Click create an account or continue as a guest.

SCENARIO/STEPS:

4. Make sure they end up at home.

SUCCESS CRITERIA:

Made it to the home screen.

NOTES:

TASK 2:

RESEARCH QUESTION:

While navigating through the app, can you successfully book a trip?

GOAL/OUTPUT:

Understanding who the user feels when navigating to book a trip

ASSUMPTIONS:

Users will book a trip

1. Start from Home.
2. Navigate around the Tabs.
3. Making it to Trip Itinerary to checkout.

SCENARIO/STEPS:

4. Make the payment.

SUCCESS CRITERIA:

Trip is booked.

NOTES:

Links to Recordings



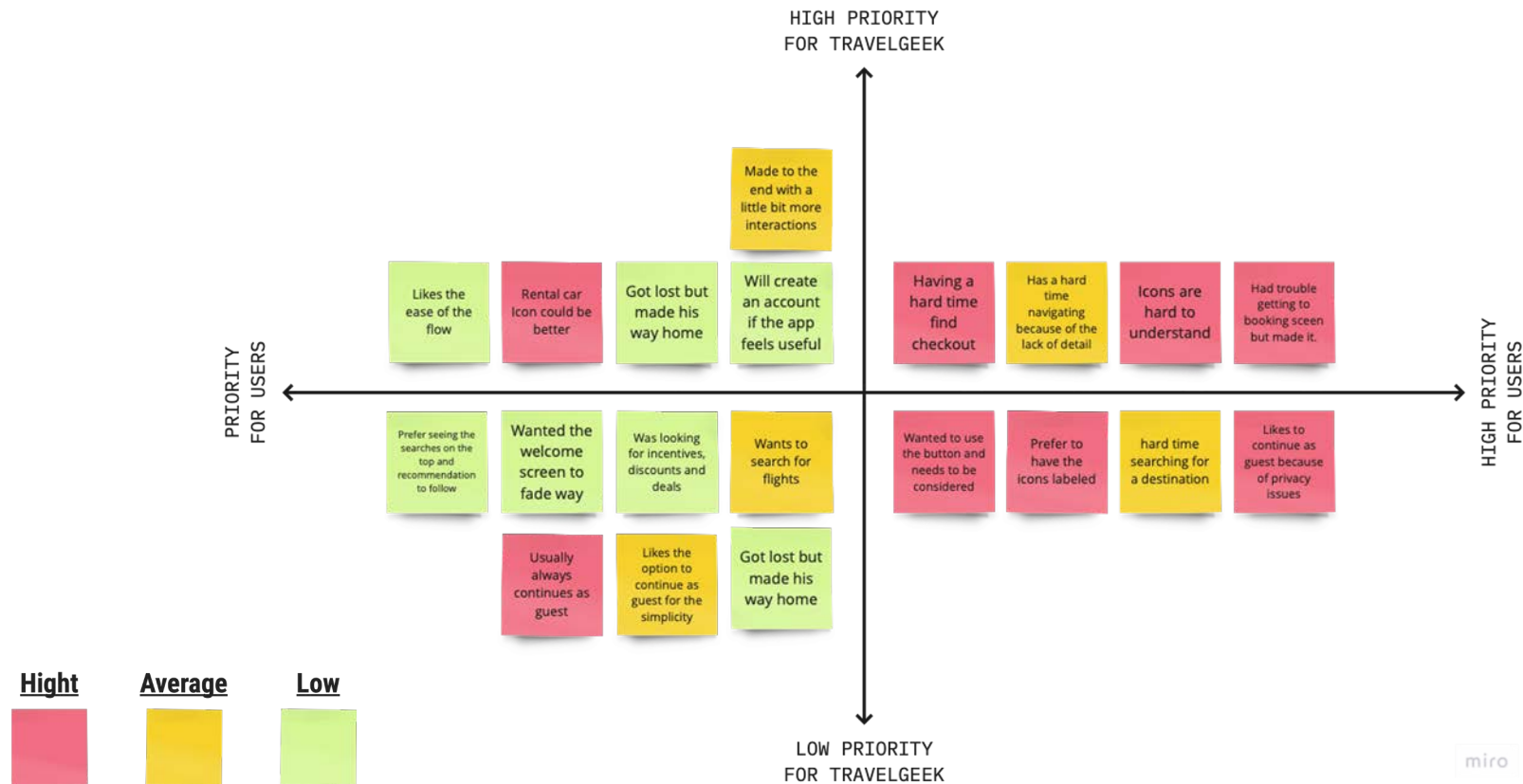
https://drive.google.com/file/d/1oJr4D5iwY_4hlyZQ8KLO1IWeTsttX6EY/view?usp=sharing

(No user sound. Notes were taken.)

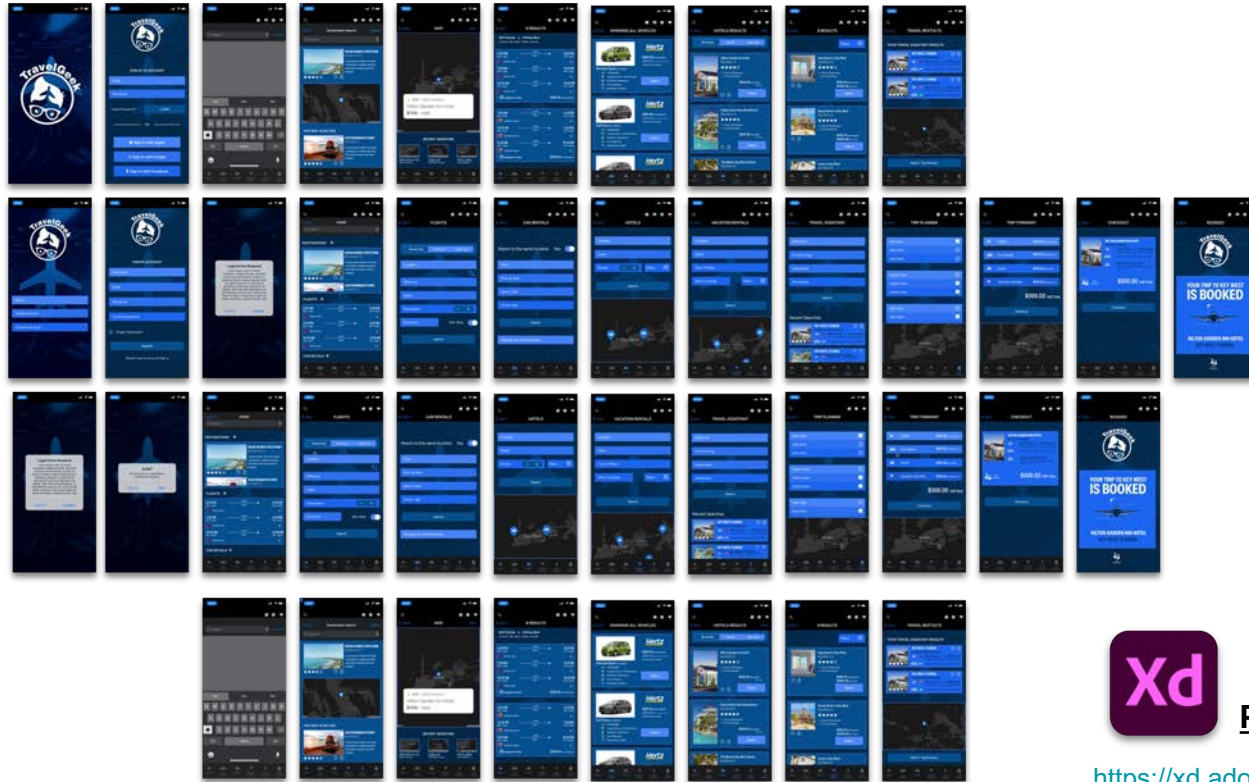


<https://drive.google.com/file/d/1rdc8MsmIhJ1049Uz7Z9VZWHzT5Dnr3pC/view?usp=sharing>

Guerrilla User Testing Results



Digital iOS UX Wireframes



Prototype link

<https://xd.adobe.com/view/83a91011-d57c-49da-a9ab-81fea7a908ab-d6fa/?fullscreen&hints=off>

Final Thoughts

From the start, researching about this project was challenging to see what the market has without creating a niche already developed.

During the low-fidelity prototype Guarrillia user test we had a lot of trouble with making the users understand the layout. The flow should have been organized better with the icons labeled.

After the guerrilla testing, we realized that a lot of the testers preferred to continue as a guest. Because of that, we added “Trip Planner” and “Travel Assistant” for both options.

One important quote the team needed to remember throughout the study is;

“HASTE MAKES WASTE.”

