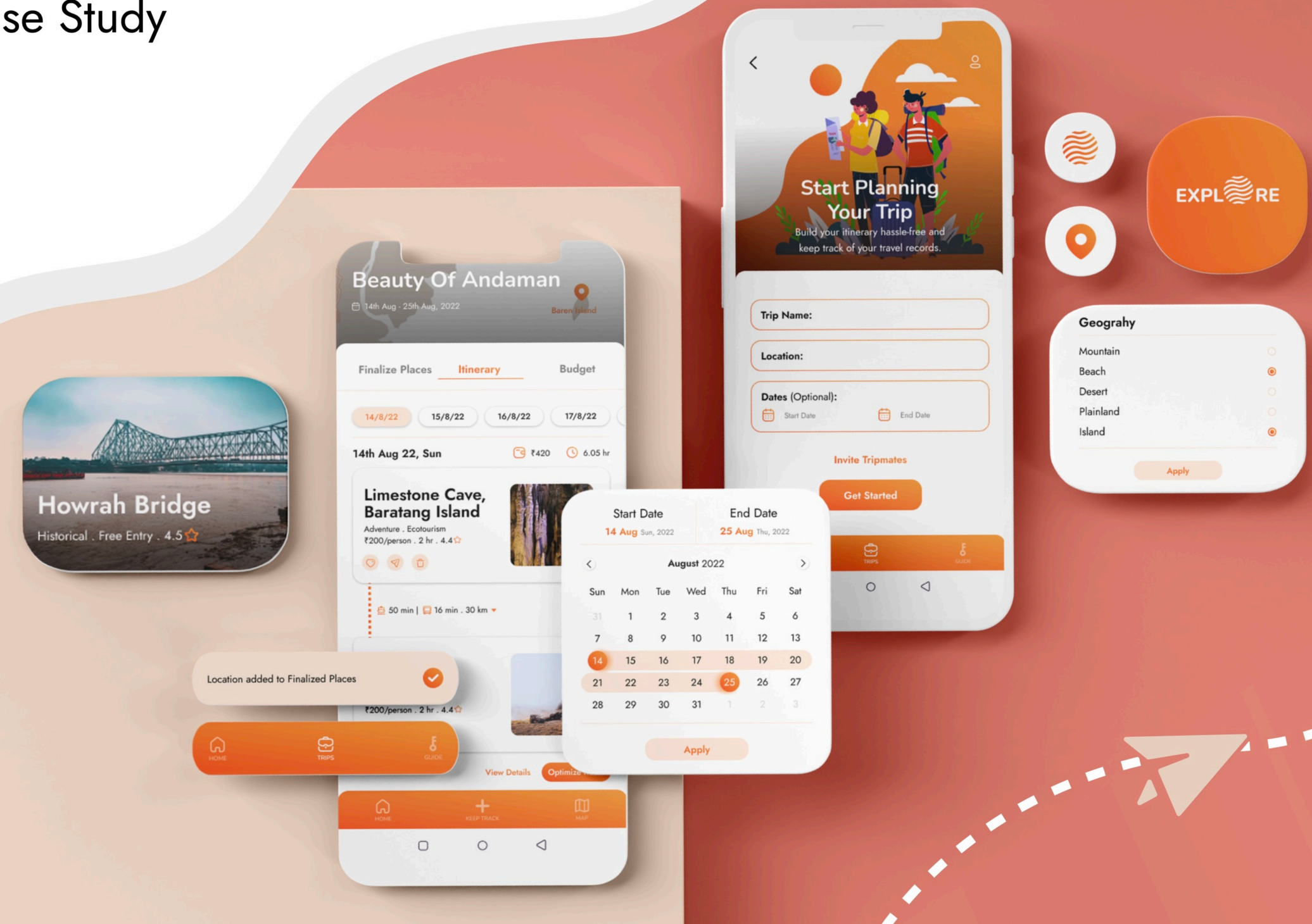
Travel Itinerary Planning App

EXPLORE

UI-UX Case Study



Project Overview

Objective

Travelling gives us some of the best memories. However, planning and organizing that perfect trip can be a daunting task. Hence Explore app comes to the rescue that simplifies the process of planning a travel itinerary for an enhanced travel experience. It provides personalized information about a location. It allows to plan itinerary with tripmates more quickly and efficiently. Travelers can also share their guide and curated itinerary for others to copy.

Target Audience

- Travel Enthusiasts (Mainly 23 - 38 age)
- Travel Planners/Agencies
- Travel Bloggers

Design Process

Understand
- Problem
- Solution

Research
- Benchmarking
- Qualitative Analysis
- Quantitative Analysis

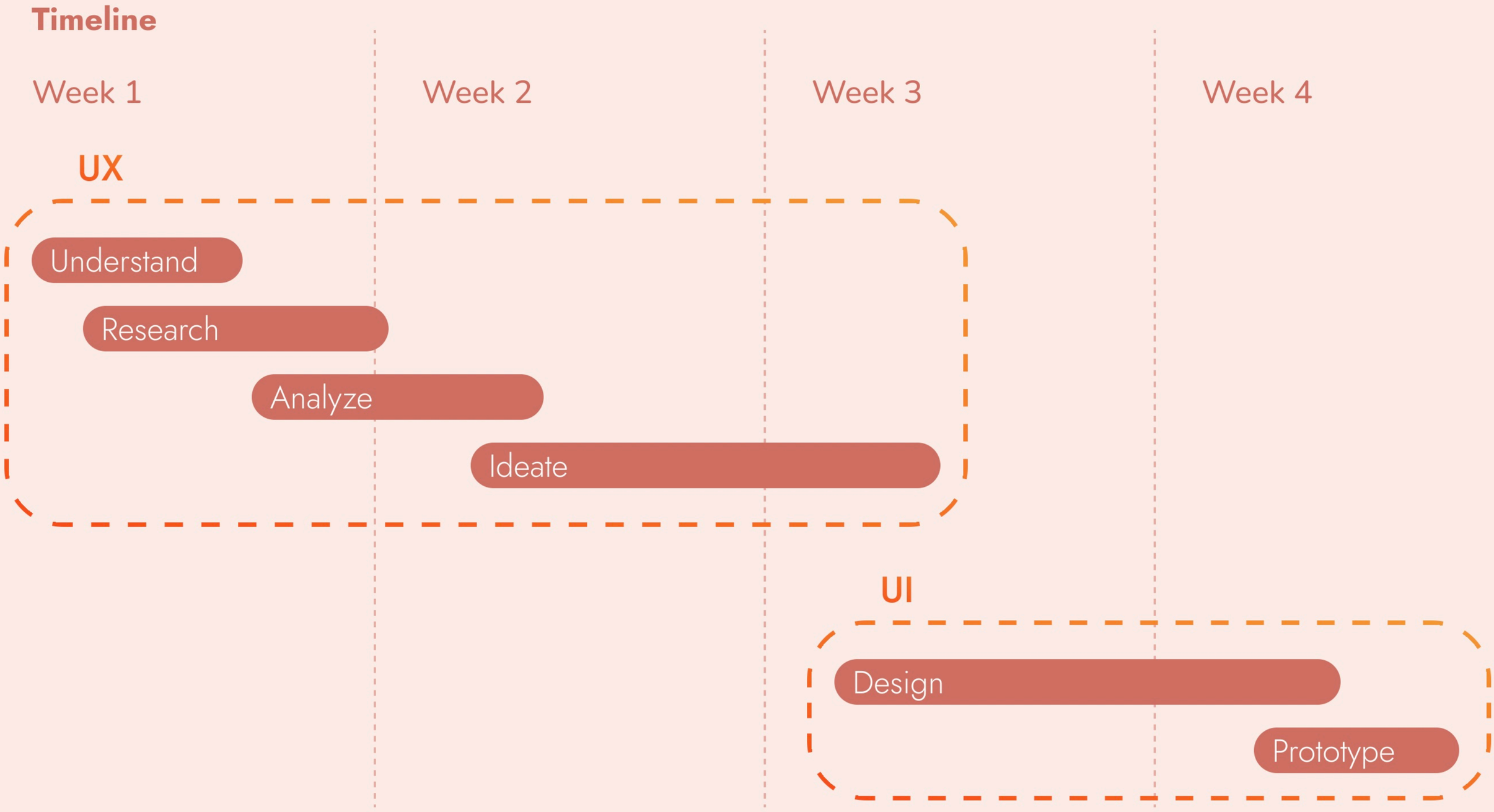
Analyse
- User Persona
- Empathy Map
- Journey Map

Ideate
- Site Mapping
- Wire-Framing
- Testing and Iterations

Design
- Moodboards
- Colours
- Illustrations
- Typography

Prototype
- Mockups
- Testing
- Finalize

Timeline



Understanding

Problems

- Filtering out the required data from huge amount of information about a place.
- Getting customized and reliable information and suggestions for traveling.
- Insufficient information about local or remote areas.
- Taking care of everyone's interests on group trips.
- Expensive commercial packages online.
- Health and safety concerns.
- Time Consuming



Solutions

- Single platform to plan travel itinerary efficiently and easily.
- Personalized account to show and suggest travel data.
- Community to share detailed travel guides and experiences.
- Features to plan travel together with tripmate.
- Share travel plans and live updates with loved ones.

Research

Benchmarking

To plan an itinerary, the best thing to do would be -

Decide all the places/ activities as per your interest and time frame. → Categorize them day-wise depending on their location and distance. → Check availability and make necessary reservations.

Competetive Analysis

● Available ● Limited ● Unavailable

Features Existing Apps	Plan Itenerary	Suggest Place	Travel Community	Bookings
Trip Advisor	●	●	●	●
Tripit	●	●	●	●
Wanderlog	●	●	●	●
Sygic	●	●	●	●
Make My Trip	●	●	●	●

Although Explore app mainly focuses on simplifying the process of planning an itinerary, I tried to understand the flow of the related apps.

Qualitative Analysis

I curated a set of questions to understand the pain points and requirements of my target audience by conducting direct interviews. Following are some responses that came up frequently.

Problem faced while making itinerary?

Have you used any app for travel itinerary planning?

Share your experience with the app/paid service?

Things you would like to improve upon?

"While browsing about a place I have to go through no. of websites as it is hard to get all information from a single platform"

" For me searching for an authentic local food place takes time"

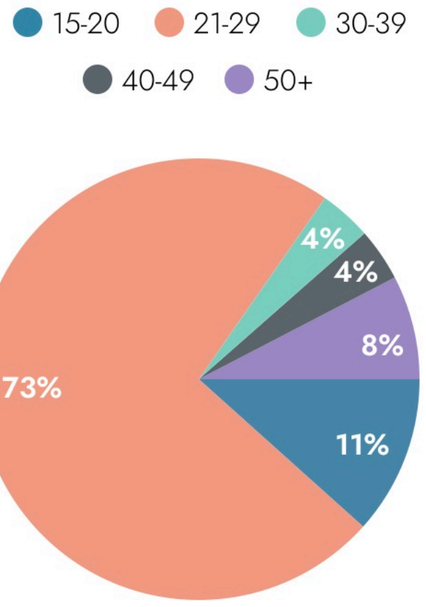
"Specially if I am travelling in group taking care of everyone's interest becomes a bit tricky"

"It will be helpfull for everyone if the app is efficient and effortless with a simple interface "

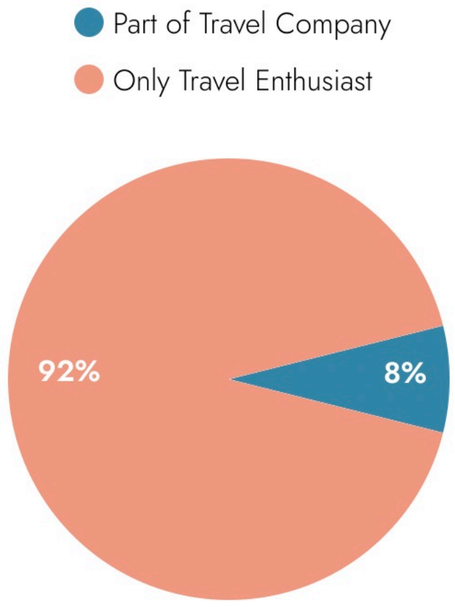
Quantitative Analysis

I have surveyed around 50 people and tried to cover a varied range of age groups. As per travel statistics, people in the age group 23-38 travel the most; hence they occupy the larger part of the survey. Depending on the response of the interview I formed the survey questions.

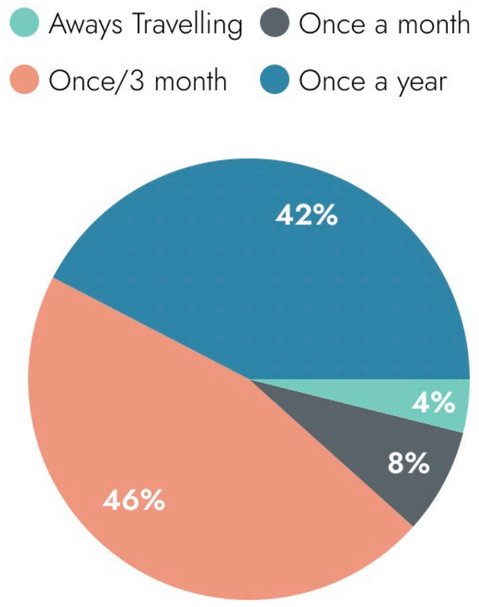
Age Group



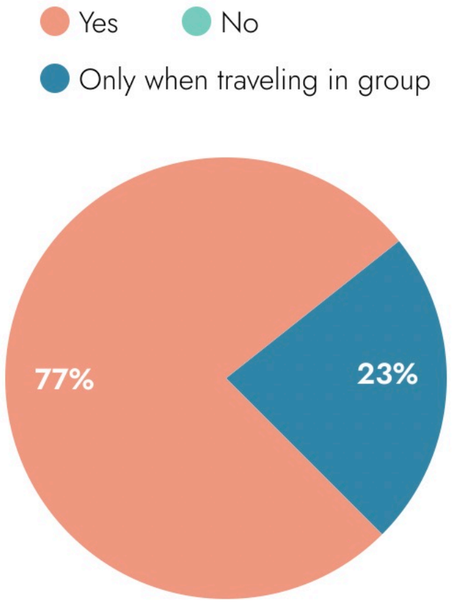
Profession



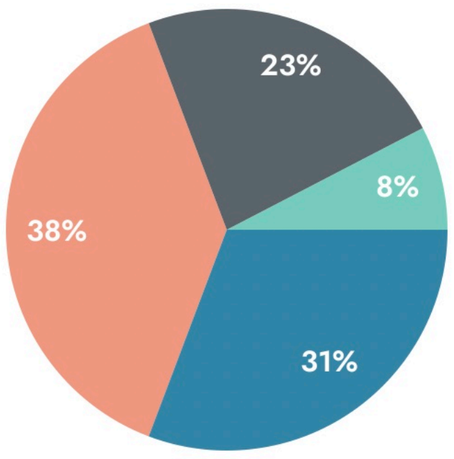
Travel Frequency



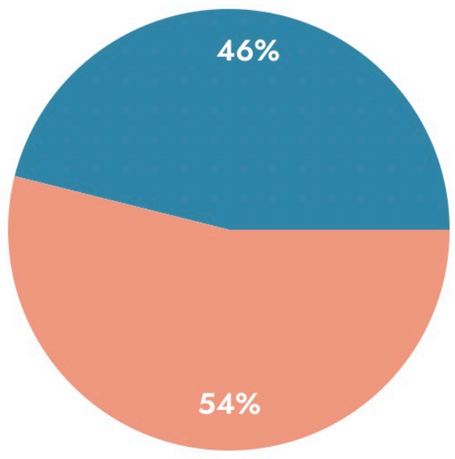
Prefer Itenerary?



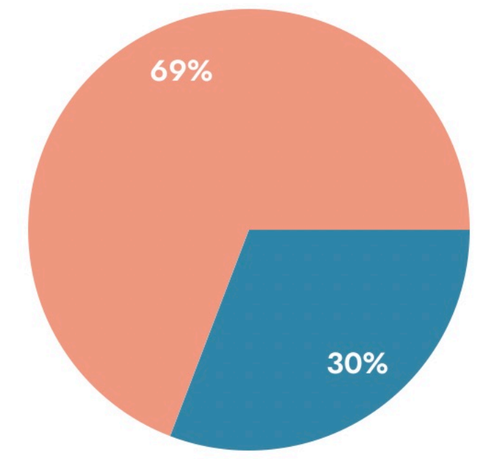
Source of Research



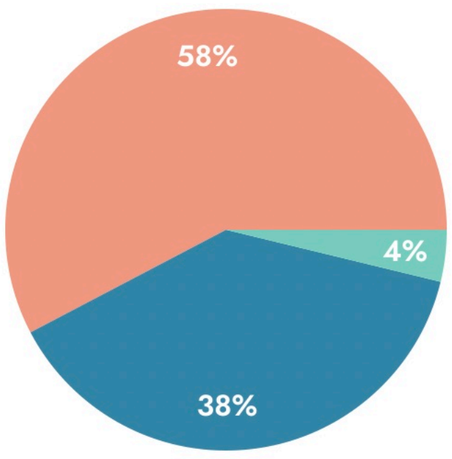
Used app/paid service before to plan trips?



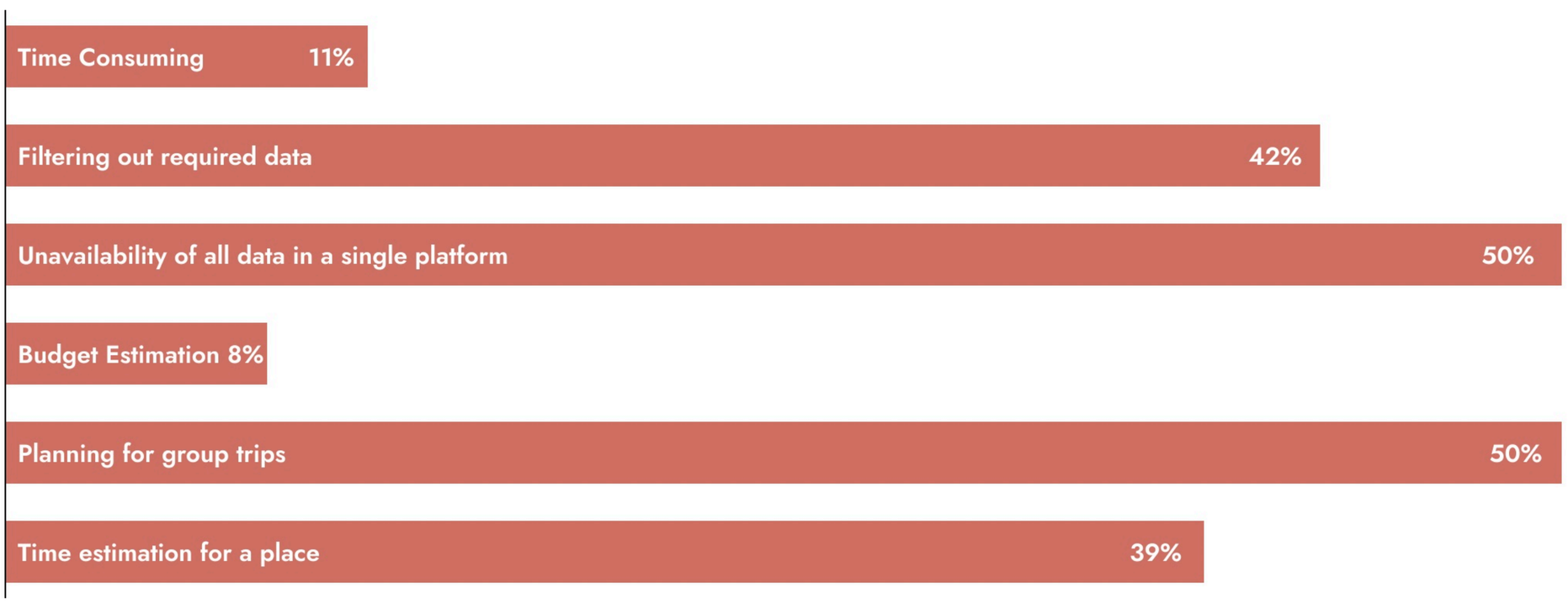
Forgot to carry important document?



Travel Itinerary app sounds helpful?

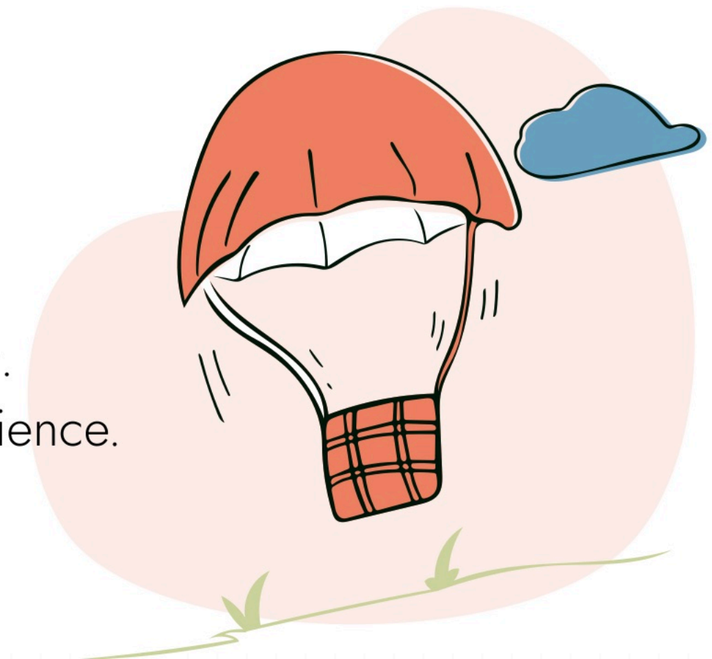


Problems faced while preparing Itenerary



Key Insights

- People have to go through various sources to research for one place.
- A feature to plan together in a group is required.
- Time and budget estimation features will help reduce mismanagement.
- More local information about food and culture will enhance the experience.
- Safety concerns specially for solo travelers.
- A travel community to connect with.



Analyse

User Persona 1

Nate

"Travel becomes more fun when accompanied by friends and family."

Age: 38
Gender: Male
Location: Shillong
Profession: Sales Manager
Status: Married



About

Nate is always busy with his work. However, once every year, he takes time out for his family to go on a week-long trip. He has a daughter who likes visiting zoos, museum, etc. and a son who prefer adventure places. However, Nate just wishes to stroll along the city and enjoy and capture the vibe of it.

Personality

Competence & Learning
Extrovert
Fear
Adventurous
Time Management

Goals

- Keep family happy and take care of everyone's needs.
- Select a place that will have something for everyone to enjoy.
- Take care of everyone's safety and travel documents.

Pain Points

- Searching for a place that would interest everyone in the group.
- To filter out specific interests from the huge amount of information available on the internet. It's time consuming, but he is a busy person.
- Taking care of expenses.

Needs

- Easy and quick filters to search a place.
- Budget tracking feature.
- Private and safe gallery and a checklist for documents for a specific trip.
- Access to planned trips or travel agents with detailed information and an online booking feature.

User Persona 2

Kaira

"I wish I could plan my trips more efficiently even on very short notice."

Age: 25
Gender: Female
Location: Delhi
Profession: UI Designer
Prefers: Solo Travel



About

Kaira loves to travel, trek, and explore new places. She is a designer in an MNC. Almost once every three months she goes for a workation. She is energetic and always up for an adventure. She enjoys experiencing local culture, food, tradition, etc.

Personality

Competence & Learning
Extrovert
Fear
Adventurous
Time Management

Goals

- Manage trips efficiently and effortlessly.
- Quickly prepare her itinerary in case of sudden plans.
- Get health and safety information even when trekking in a low network area.
- Get local and more authentic information.

Pain Points

- For planning of one trip, she has to go through many websites.
- Not getting enough local information for a lesser-known area.
- Making sure of her safety as she travels alone.

Needs

- All data in one place.
- Easy interface to quickly prepare and make changes on the itinerary.
- Offline mode.
- Health and safety information and emergency contacts a click away.

Empathy Map

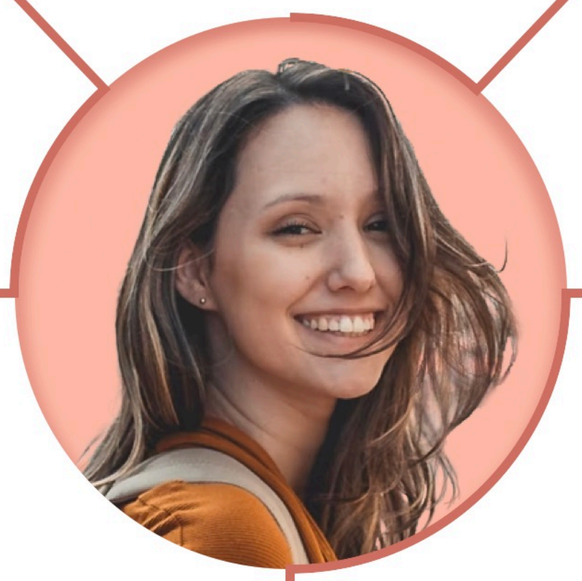
Kaira is enjoying her visit to a fort which she has seen only half, but if she doesn't leave now she won't be able to reach hotel before late night.

Thinking

- This fort is mesmerizing.
- Lot left to see.
- Taking more time than expected.
- Won't be able to reach hotel.
- Chances of missing dinner.
- Have to make a decision.

Seeing

- Beauty of the fort.
- Tourists clicking pictures.
- The setting sun.



Hearing

- Tourists speaking.
- A Guide explaining history.
- Faint sound of a Rajasthani folklore song.
- Chirping birds.

Saying & Doing

- Searching for tourist support desk.
- Inquiring about the last bus to the city.
- Inquiring for Cab renting options.
- "At what time does the last bus leave?"
- "Till what time can I rent cabs for the city?"
- "What's the cab price?"

Pains

Poorly planned trip.
Not able to enjoy the beauty.
Anxiety.
Concerns about reaching hotel safely.
Chances of missing the last bus.

Gains

Well planned trip.
Helps to improve the trip experience.
No last minunte hustle.
Time management
Detailed information about a location.

Ideate

Site Map

Keeping in mind the user survey and their journey map, I have come up with this flow after a few iterations based on the feedback I got.



- **Splash Screen**
- **Home Screen**
  - **Home**
    - Search
    - Continue Planning
    - Trips Near You
    - Popular Destinations
    - Featured Guides
  - **Trips**
    - My Trips
    - Current Trip
    - Trip History
    - Plan New Trip
    - Invite Friends
    - Start Planning
      - Finalize Places
        - Reservation
        - Add Places
        - Places to visit
      - Itinerary
      - Budget
      - Map
  - **Guide**
    - Search
    - Promotions
    - Create
    - My Guides
    - Guide Blogs
  - **Profile**
    - My Profile
    - Notifications
    - Settings

Journey Map

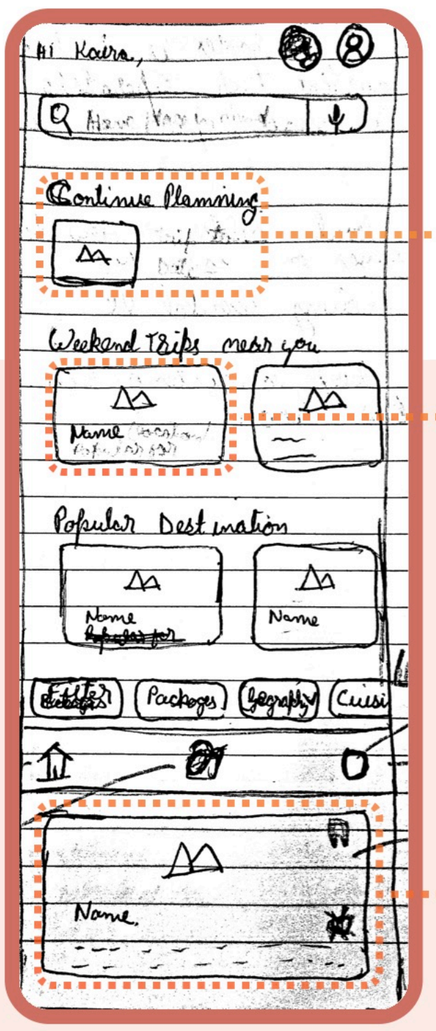
For Kaira

Steps	Research	Create Itinerary	Make Bookings	Travel Preparation	During Travel	After Travel
Emotion & Thoughts	*"I am excited to plan the next trip."* *"It was a bit tedious but I am happy I finalized a place."*	*"A bit overwhelmed, I have to consider so many things."*	*"I am super relieved all the bookings are done."*	*"A bit nervous, I hope I have taken all my essentials and documents needed."*	*"Missed a few places due to poor planning, but overall enjoyed the trip."*	*"I have spent a lot more than I planned."*
Actions	· Research all possible places depending on distance, geography, climate, budget, etc. · Compare and choose the best.	· Filter out all places & activities you might want to do. · Arrange them in calendar efficiently as per their location.	· Make all travel, stay or any other booking needed as per itinerary.	· Pack all essentials. · Pack all documents.	· Try to follow the itinerary. · Explore places. · Enjoy yourself.	· Calculate your expenses. · Go through images.
Frustrations	· Unavailability of all data on a single platform. · Have to go through repeated content. · Time Consuming.	· Listing down specific things from huge data. · Not getting enough information. · Have to take care of too many things.	· Have to go to different sites for different kinds of booking.	· May forget things last moment.	· Unable to manage time hence missed few places. · Reaching a tourist attraction realized that the place stays closed on that day. · The viewpoint is covered with clouds.	· Spent a lot more than expected, specially when it could have been avoided.
Opportunities	· Add detailed information about a place. · Add quick search options.	· Filter option based on place, activity, budget, etc. · Access to already prepared itinerary plans. · Customized account specific suggestions.	· Connect directly to booking sites.	· Reminder for possible essentials needed. · Prepare travel-specific checklist.	· Track your travel efficiently. · Get weather or any critical news report from the location of visit. · Easy interface to mark any changes in plan.	· Budget and expense tracker

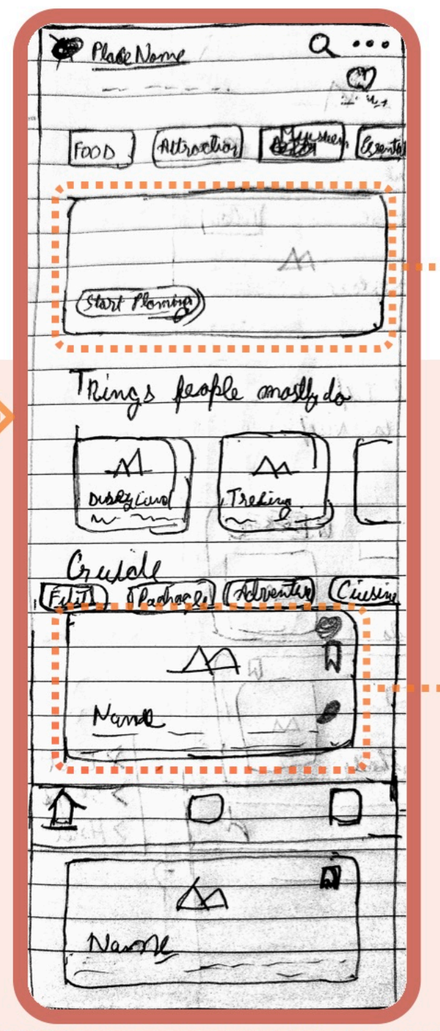
Low Fidelity Wireframes

First attempt at the basic flow of the screen.

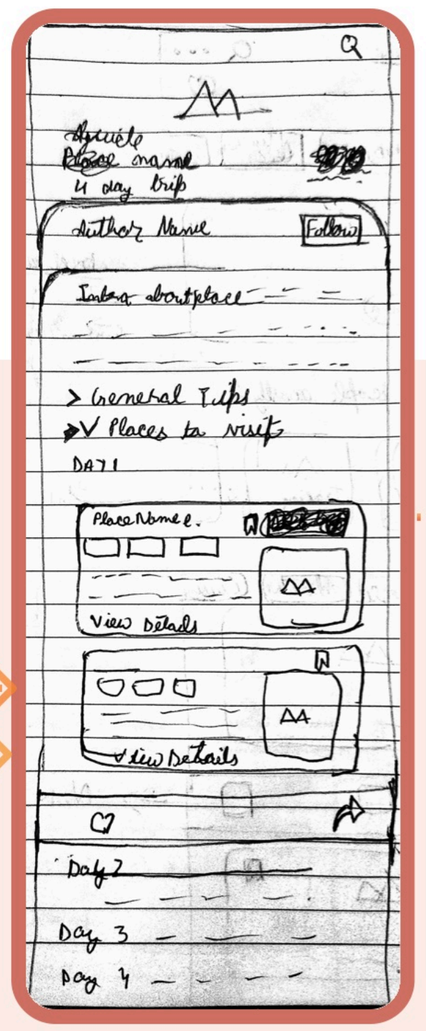
Home



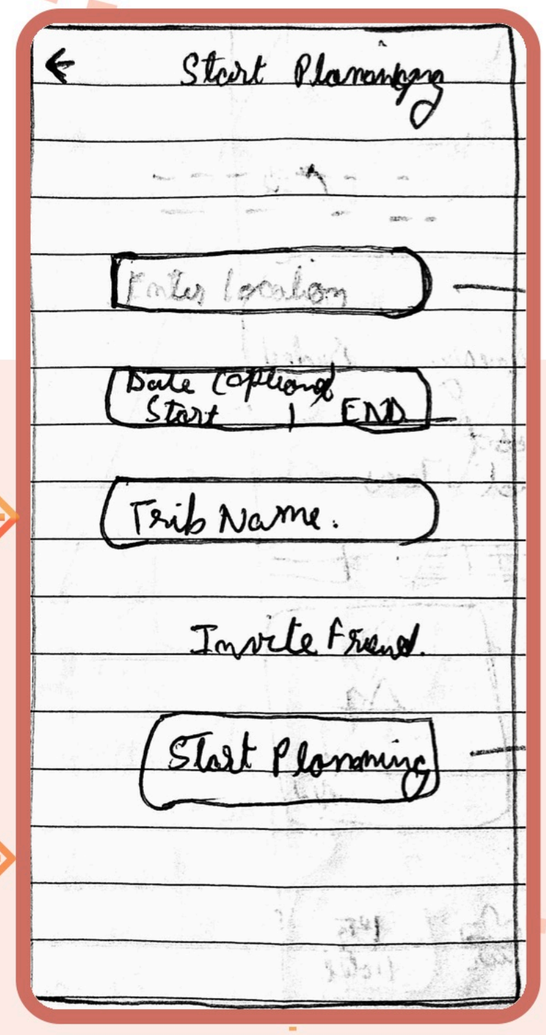
Destination

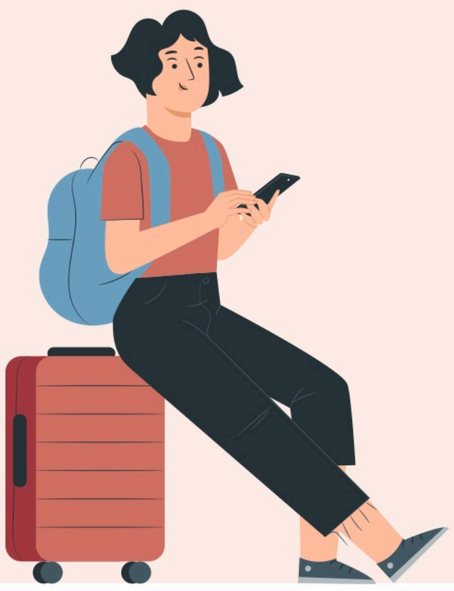


Guide

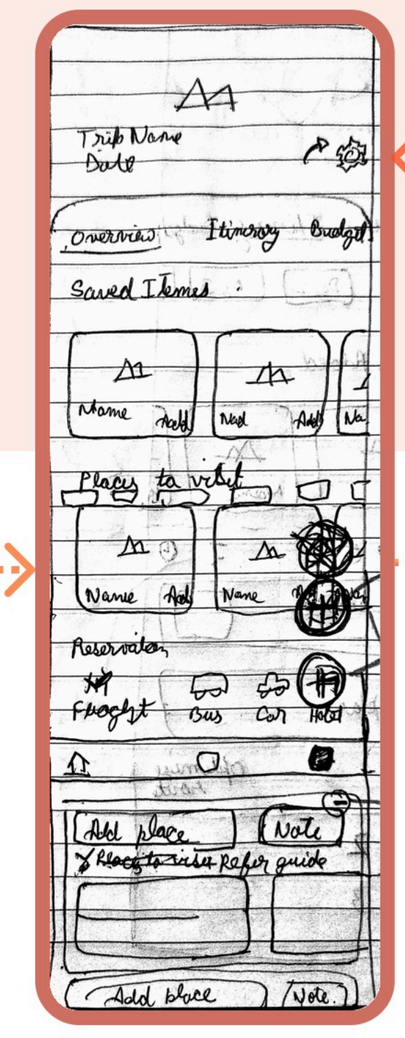


Start Planning

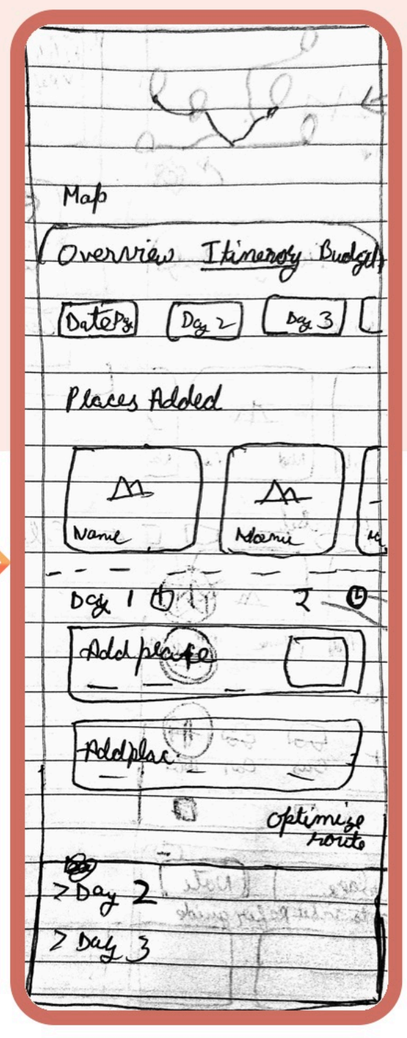




Overview



Itinerary



High Fidelity Wireframes

Here's the second attempt on correcting the user flow with slight changes based on the feedback I received on the low fidelity wireframes.

Testing and Iterations

After testing, observing, and receiving feedback the screens went through number of iterations to get to the final screen.

Home

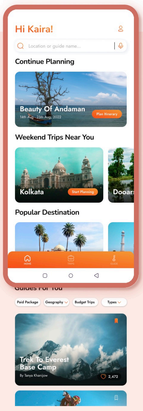
Before



Feedback

- 'Continue planning' should rather lead to itinerary page rather than the guide page.
- To simplify the flow.
- User faces problem identifying the footer.

Final

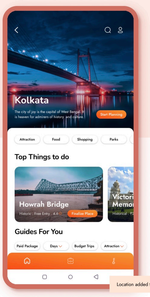


Destination

Before



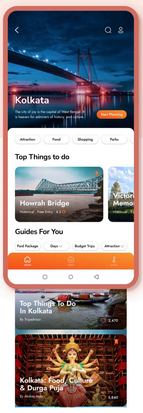
Iteration



Feedback

User not sure where and to what list/trip the location adds up to.

Final



Finalize Places (Earlier name - Itinerary Overview)

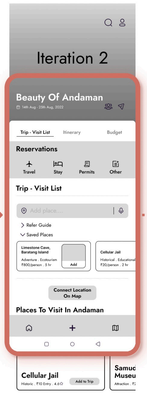
Before



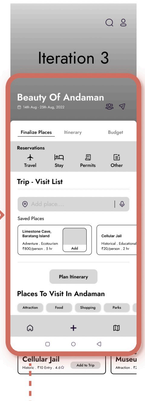
Iteration 1



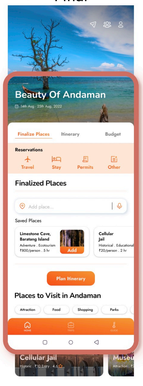
Iteration 2



Iteration 3



Final



Feedback

- The main task the user has in this page ie. to finalize places stays hidden at first glance.
- No CTA to navigate to the next page.
- Avoid unnecessary dropdown menus.
- Simplify and improve the flow.

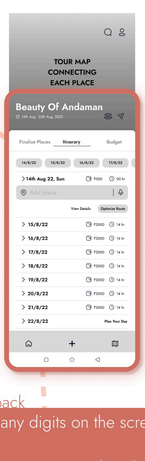


Itinerary

Before



Iteration 1

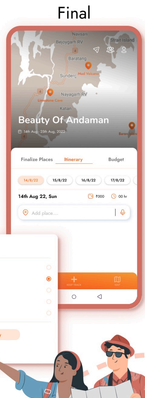


Feedback

Too many digits on the screen.

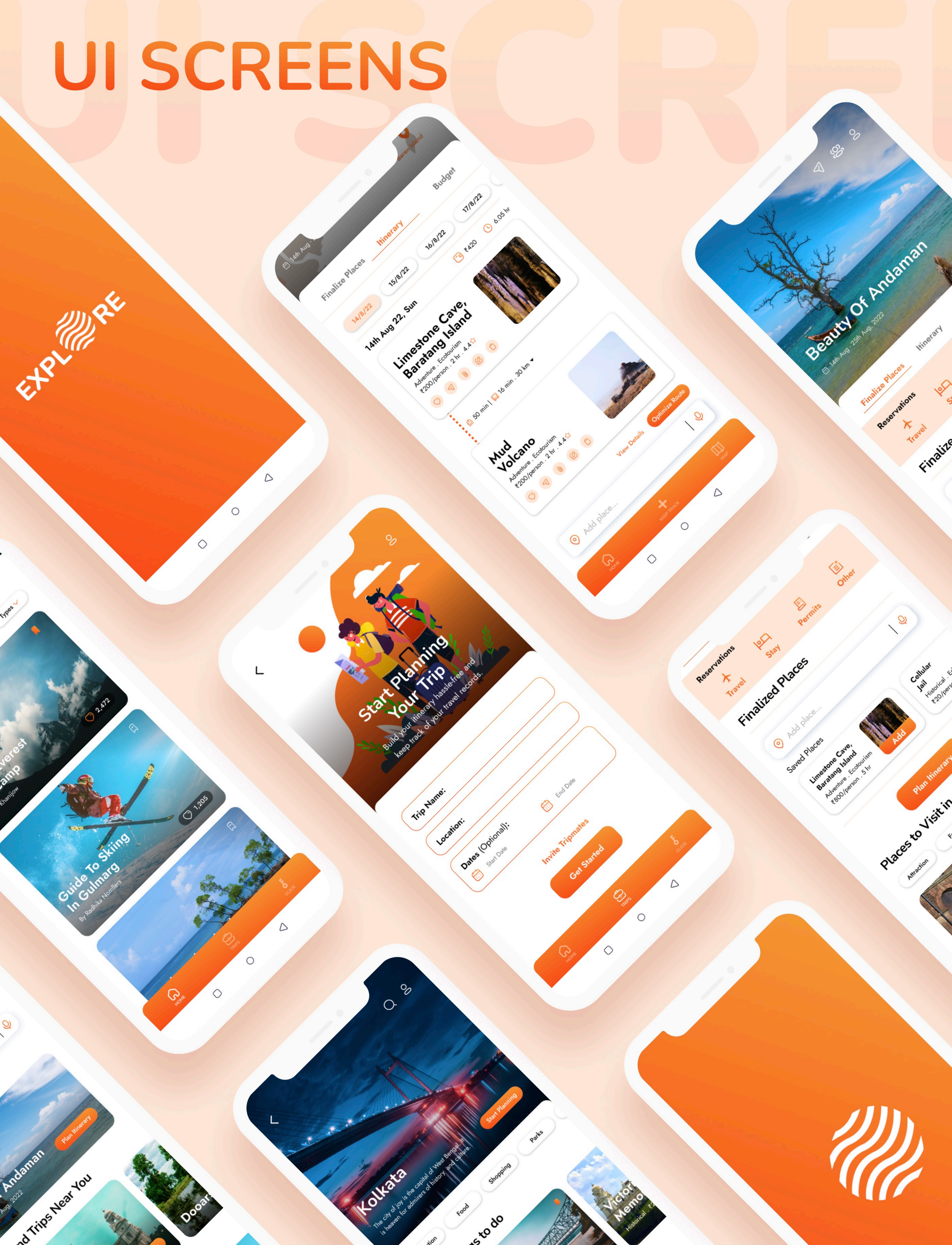
Avoid unnecessary dropdown menus.

Final



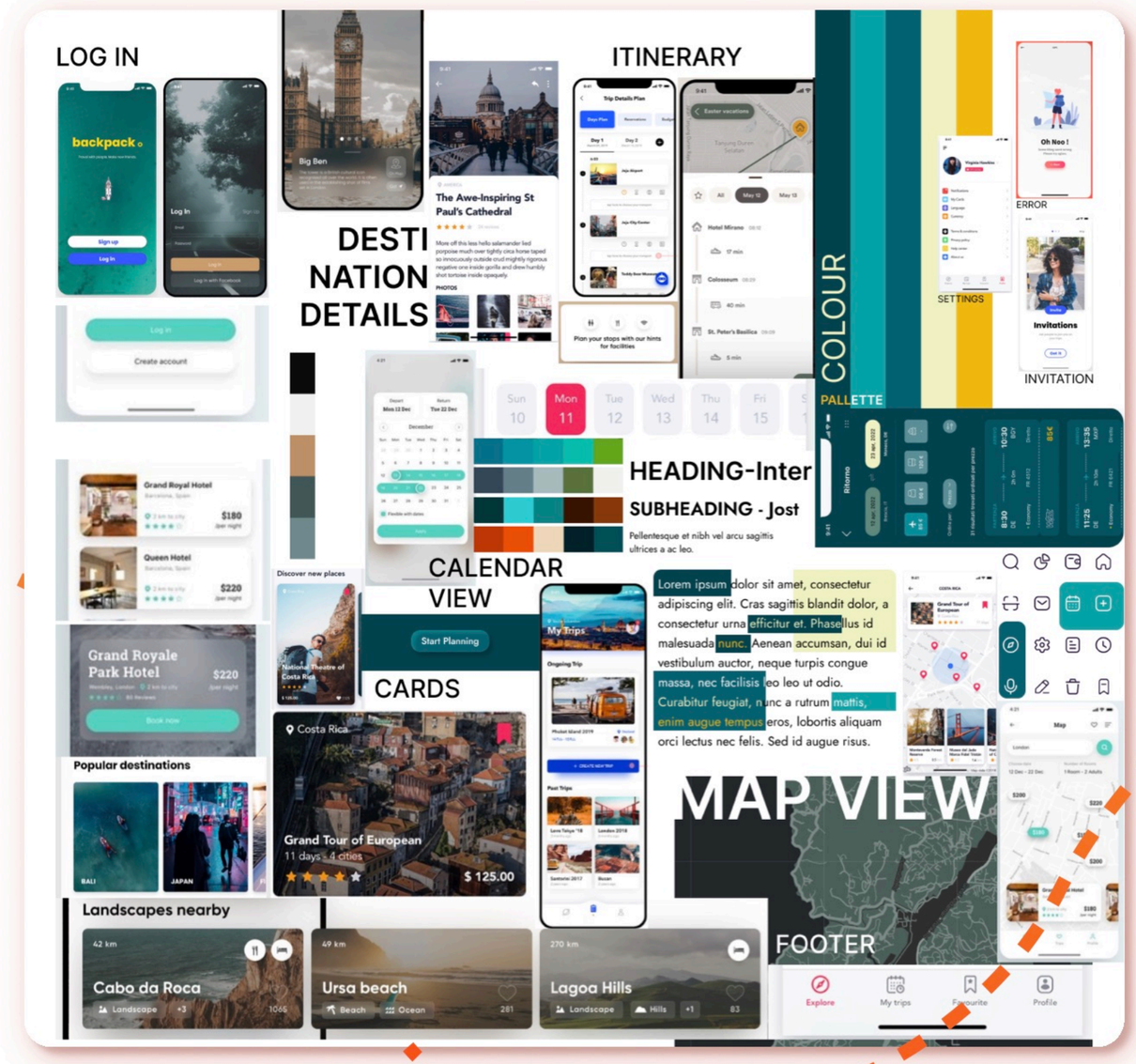


UI SCREENS


EXPLORE
Finalize Places
Itinerary
Budget
14/8/22
15/8/22
16/8/22
17/8/22
₹420
6.05 hr
14th Aug 22, Sun
Limestone Cave, Baratang Island
Adventure · Ecotourism
₹200/person · 2 hr · 4.4
50 min | 16 min · 30 km
Mud Volcano
Adventure · Ecotourism
₹200/person · 2 hr · 4.4
View Details
Optimize Route
Add place...
MAP
KEEP TRACK
HOME
Beauty Of Andaman
14th Aug - 25th Aug, 2022
Itinerary
Finalize Places
Reservations
Travel
Start Planning Your Trip
Build your itinerary hassle-free and keep track of your travel records.
Trip Name:
Location:
Dates (Optional):
Start Date
End Date
Invite Tripmates
Get Started
GUIDE
TRIPS
HOME
Other
Permits
Stay
Reservations
Travel
Finalized Places
Add place...
Saved Places
Limestone Cave, Baratang Island
Adventure · Ecotourism
₹800/person · 5 hr
Add
Cellular Jail
Historical
Plan Itinerary
Places to Visit in
Attraction
Guide To Skiing In Gulmarg
By Radhika Nomillers
1,205
2,472
Plan Itinerary
Andaman
Aug, 2022
Trips Near You
Kolkata
The city of joy is the capital of West Bengal... is heaven for admirers of history and culture.
Start Planning
Parks
Shopping
Food
Attraction
things to do

Design

Moodboard - Initial Idea

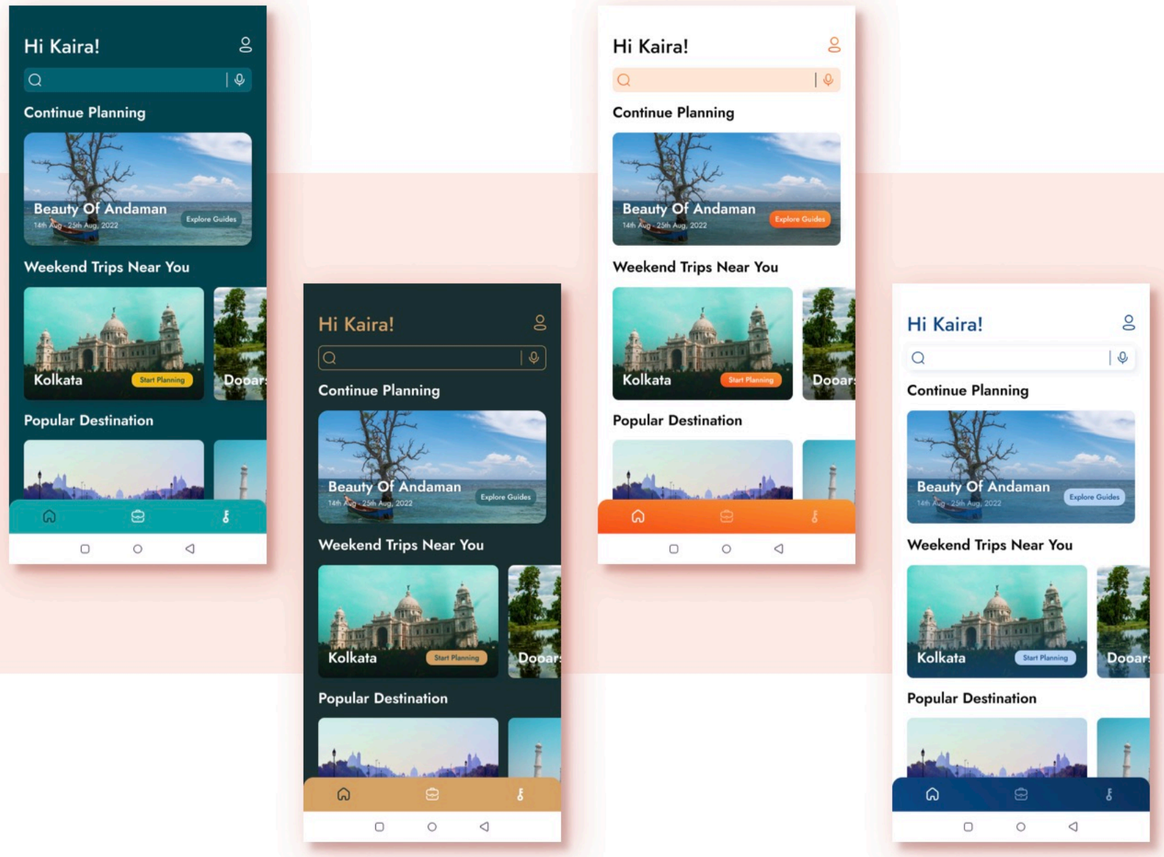


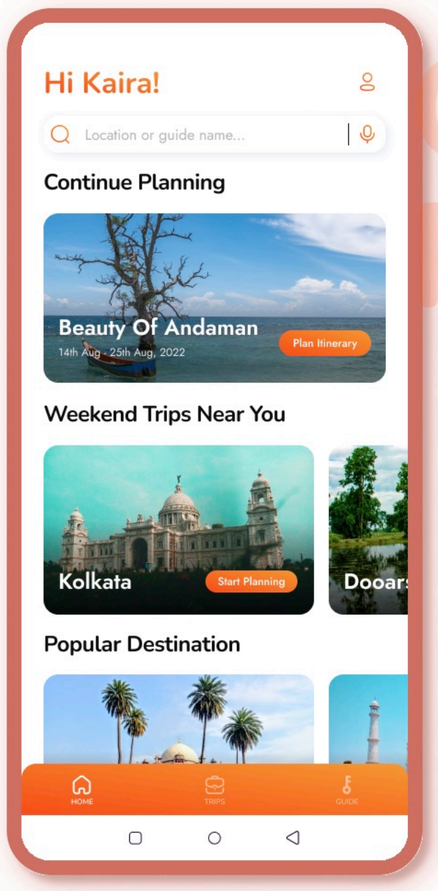
Style

Although in the moodboard, I was thinking of a greener shade, I circulated a few options and chose the one with the highest vote.

Outcome - Most preferred - 3rd option

- Search bar of the 4th option had better visibility.





Colour Palette



Icons



Fonts

Nunito Bold 32

Jost Semibold 24

Nunito Bold 24

Jost Regular 20

Jost Semibold 16

Jost Semibold 14

Jost Regular 16

Jost Medium 12

Jost Regular 12

Prototype

Here are some of the final design screens finalized after going through user testing and feedback.



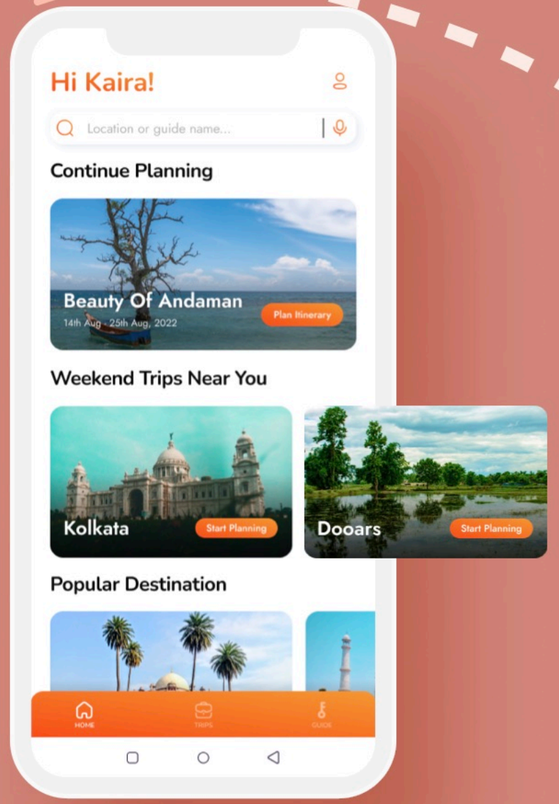
Splash Screen

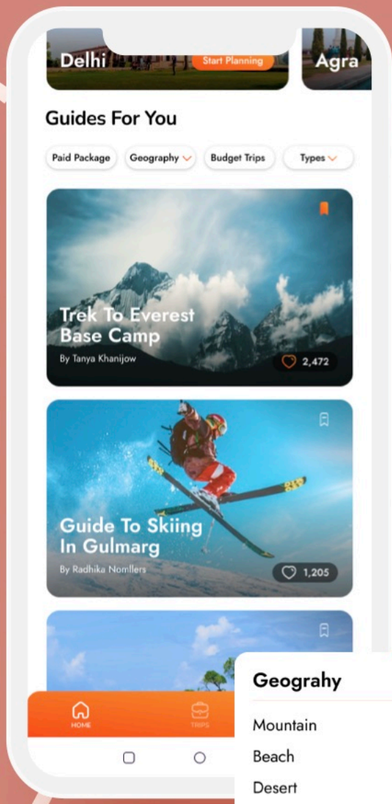
Leave your footprint all over the world.

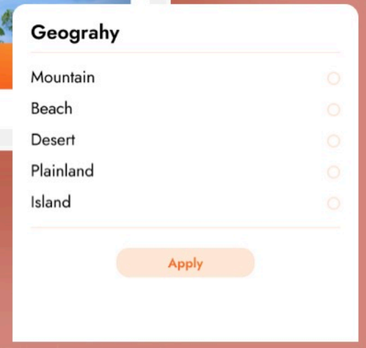
Home Screen

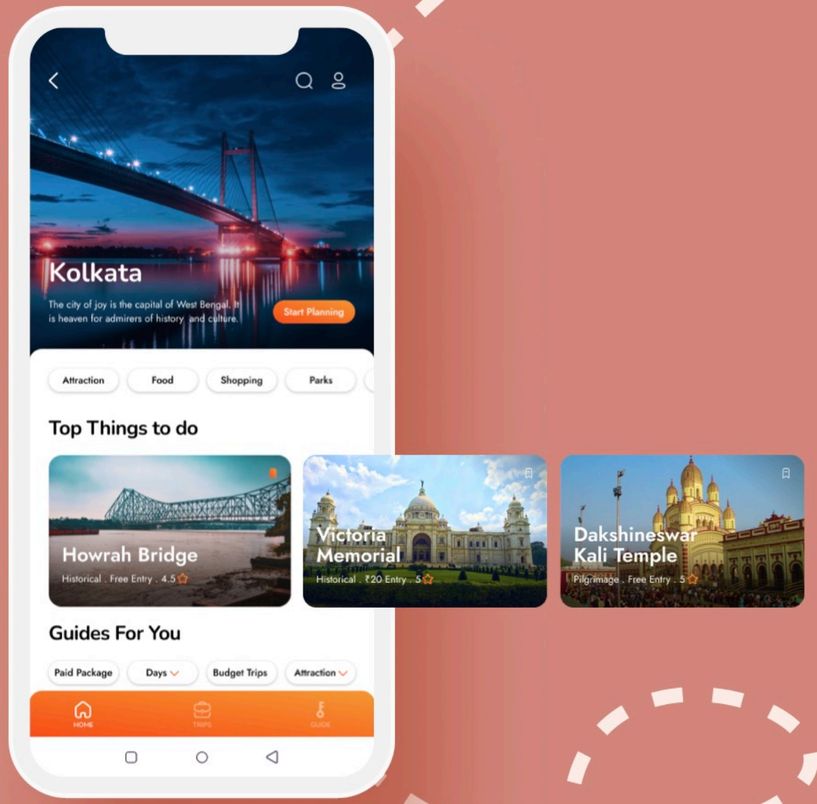
- Continue Planning
- Weekend Trips
- Popular Destination
- Featured Guides
- It has search bar and filter options for better accessibility.

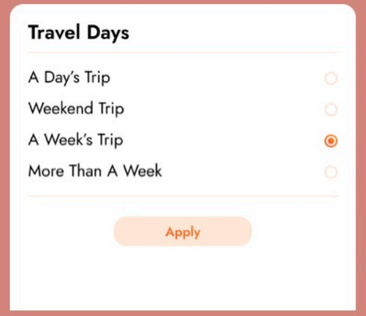










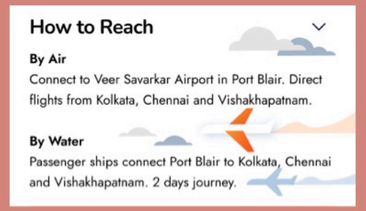


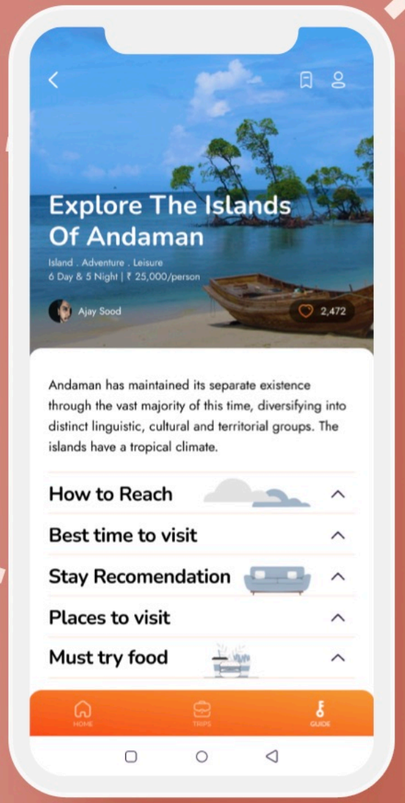
Destination Screen

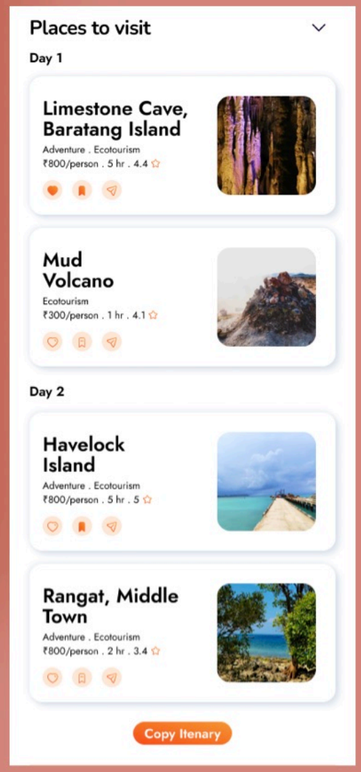
- Things to do at a given destination
- Related guides
- Feature to save a place/activity so one can add it to the itinerary later.

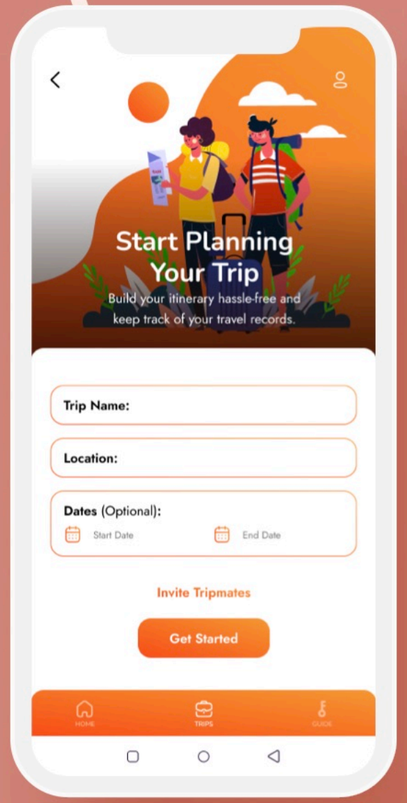
Guide Screen

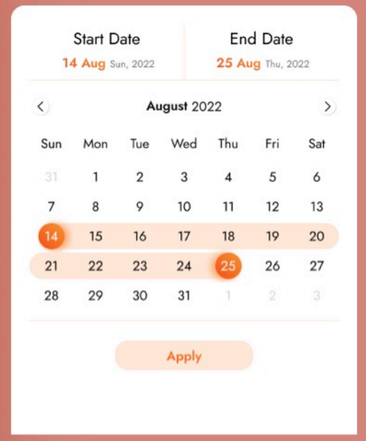
- It consists of blogs curated by travelers.
- It follows a certain format, providing all necessary information.
- One can copy the provided itinerary.









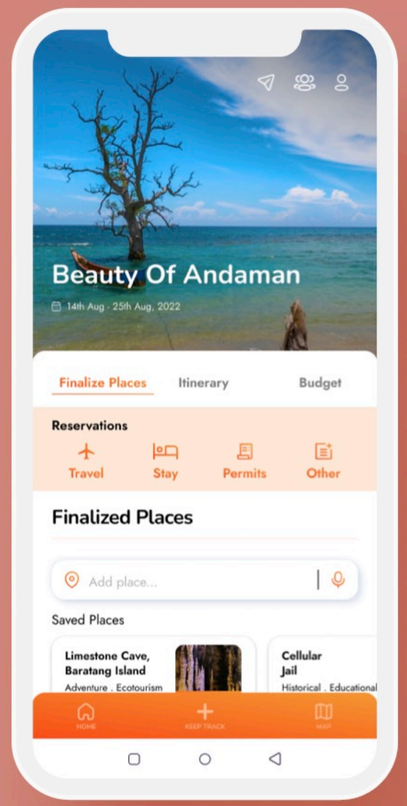


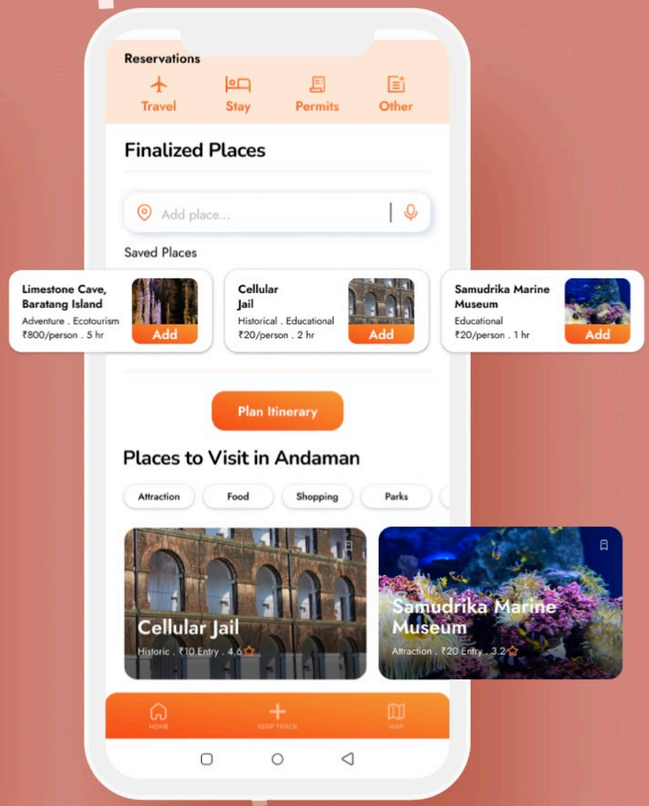
Start Planning

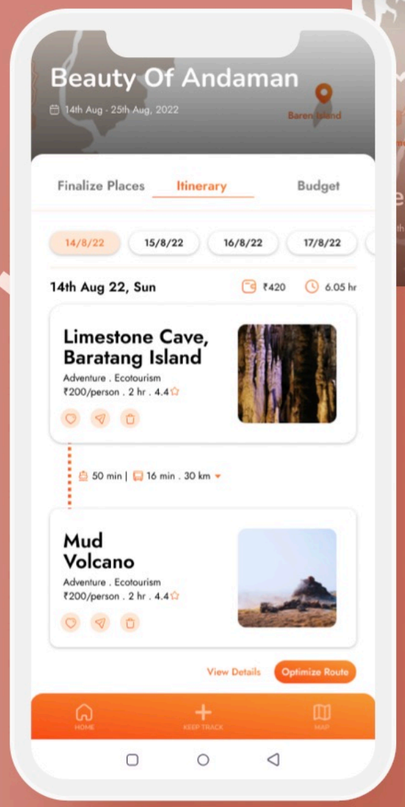
- Add location and dates to get started.
- One can invite their tripmates to plan the trip together.

Itinerary Screen

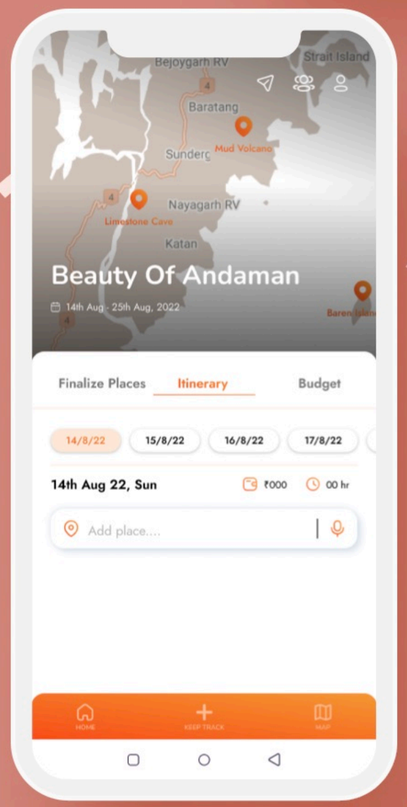
- 3 major parts - Finalize place, Itinerary, and budget.
- The flow here is -
- FIRST, decide the places one would like to visit.
- SECOND, arrange them day-wise depending on their location.
- Budget allows calculating the expenditures and settling debts among tripmates.













Thank you for your time :)

Feel free to leave a comment. Would love to know your feedback.

