

UX CASE STUDY

PREPARED BY:

Vashish Ramoutar

Mobile Travel App

GOAL

To design a travel app which can better meet the needs of the user as the current state of the art does not address the user's problems and does not present the most streamlined process.

MY ROLE & RESPONSIBILITIES

I will create a mobile app design which addresses the pain points faced by the user after assessing the troubles and shortcomings experienced.

TIMELINE

3 weeks.

PROJECT TITLE GOES HERE

01. WHAT I DID

02. THE PROCESS

03. USER RESEARCH

04. IDEATION

05. INTERACTIVE PROTOTYPE

In this research project, I planned and conducted 5 interviews with current and potential users in Toronto. All follow up questions were impromptu and will be included in the script

5
1-1 Interviews

1
Interviewee
per Session

User Research

VASHISH RAMOUTAR

Homework 1

Interview Plan

Title: Travel Behavior

Interview Questions

Vashish Ramoutar, UI UX Design Researcher

Contact: vashish.ramoutar@mail.utoronto.ca | 647-554-3570

Research Question: As a researcher, I want to understand your travel planning behaviour.

Proto Persona

Name: Freida Claxton

Age: 29



- fashionista
- traveler
- globetrotter
- food lover
- culture enthusiast
- new experiences
- blogger
- adventurer
- social media

- Wifi
- low budget
- food options
- accessible tourist areas
- central location
- go sightseeing

- not all places have wifi
- its difficult to find a cheap place
- there's not always a variety of food places or ways to plan it
- some of these locations are remote
- tourist areas may not always be close or accessible
- there may not be sights to see in around the location

Freida Claxton | 29 | Administrative Assistant

- Strives to see the world
- Needs to keep all her trips on a budget
- Finding ways to try new food and see cultures

GOALS AND NEEDS

- Attention to the details of her trip is key
- Finding ways to cut the cost
- Researching ways to find tourist areas
- Needs to know when there is a good deal or sale
- Flexible check in and check out for her flights
- Essential amenities like wifi
- Being close to public transit or roads

Hesitations and Pain Points:

- There are too complex means to plan trips
- There aren't effective ways to find the lowest cost
- Its too much work to find tourist destinations
- There aren't always notifications to find the best deals
- Essential amenities aren't always included
- Most of the destinations are remote or unsafe off the resort

Hello, my name is Vashish Ramoutar and I'm a UI UX Design student at the University of Toronto working on a case study with a focus on Travel Planning Behaviors. We are trying to design an ideal platform which addresses the problems and fulfills the needs of its users. You can help by giving honest feedback to the questions. This is being recorded and is anonymous. If you are unable to answer a question, we can come back to it or just skip it. Feel free to elaborate on points and give as much detail as possible. Thank you for your help and cooperation with this study.

Interview Questions:

1. Do you travel a lot? If so, how often?
2. What are the main reasons you travel?
3. How experienced are you with using mobile apps?
4. What are your preferred means of planning your travel?
5. What do you like about your preferred means of planning travel?
6. What do you wish you can change about it?
7. Is there any reason you prefer using this means of travel planning?
8. Why? Why? Why? Why? Why? *
9. What is the greatest reason for choosing this method of planning?
10. If this wasn't available to you, what travel means would you use and why?
11. How easy was it to plan your last trip?
12. What was your biggest challenge in using the platform?
13. In what ways did this challenge affect your travel plans?
14. Can you describe how these travel platforms impact your travel?

*These questions were a follow up to question 4 and each why was a follow up to each previous question

Attached is a viewable google docs link to 2 Transcripts from the interview questions.

<https://docs.google.com/document/d/1IxkepF4qnFKMsmjv1pqLpZBlykOPE-VORri70boBSjQ/edit?usp=sharing>

Interview Notes

Interview 1 *

- Likes to spend time on the resort
- Student
- Travels alone
- Needs usual amenities
- Expedia
- Knowing they're safe
- Chooses based on budget
- Always has info
- Only using one medium
- User reviews

*the other interview notes can be found at the link below:

<https://docs.google.com/document/d/1-1A6oj06nN3CtjOyGPdj8xtYwUumYGaGwGi0SWyGxgQ/edit?usp=sharing>

Survey Data

What is the greatest challenge when planning your trip?



■ Using the platform ■ Getting reviews ■ Planning activities ■ Research ■ Budgeting

The pie chart displays the data after surveying 10 persons on their challenges faced in booking their travel using various travel platforms.

Affinity Mapping

Likes to spend time on the coast	Travels for business	Likes to walk around in the cities travelled to	Enjoys new different experiences
Likes to have activities scheduled at the facility	Travels often	Travels for recreation	Travels for leisure and recreation

[illegible]

Get recommendations from reviews	Get recommendations from other friends	Get research on Google
Get reviews on your website	Google is the preferred means of finding information	Always check online reviews
		Always check for good reviews on preferred websites

Expedia	Uses Booking.com	Uses Expedia
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<p>Don't let your ads go to waste, though</p>	<p>The most effective advertising medium is television</p>	<p>Don't let the sales person waste 30 minutes a day</p>	<p>Online ads isn't recommended in new places</p>
<p>Need to estimate budget, monthly</p>	<p>Need to find specific and unique brand representations</p>	<p>Exhausting to the city to locate a brand</p>	<p>When I like new information draw up the platform</p>
<p>The ads and the TV spots are usually overwhelming</p>	<p>Research there doesn't have schedule</p>	<p>Research the platform that aren't needed another</p>	<p>Predefined by computer sites and false advertising</p>

Likes traveling to different places	Loves technology, planning	Usually looking for a new or exclusive place	Accommodation must be central to activities off the facility
Likes to drink throughout trips	Always like a food without ingredients	Sometimes enjoys a more cultural experience	Can't get too tired during trip activities
Does not like to plan too much activities to do when in different	Doesn't like to see technology	Doesn't like to go far for food	Doesn't like traveling far for activities

Users to feel safe on the road/facility	Users to plan journey with a reduced adverse nearby	Users to know that the facility is well maintained and clean	Users to always be smart
Appreciated the value and impact of the intervention	Users likely when the current service available on site at the site	Users when the current service available on site at the facility	Users that the new mode and useful information
Users searching to use a new place for information	Users having a more convenient facility	Users the variety of using only one travel site	Users when the site to satisfaction based

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graph TD
    A[Primary user (other to get around)]
    B[Keep library and all events on phone notes app]
    C[Uses Google translate when moving around]
    D[Uses mobile coverage for further planning]
    E[Uses phone to keep library]
    A --- B
    B --- C
    C --- D
    D --- E
    E --- A
  
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Primary user (other to get around)

Keep library and all events on phone notes app

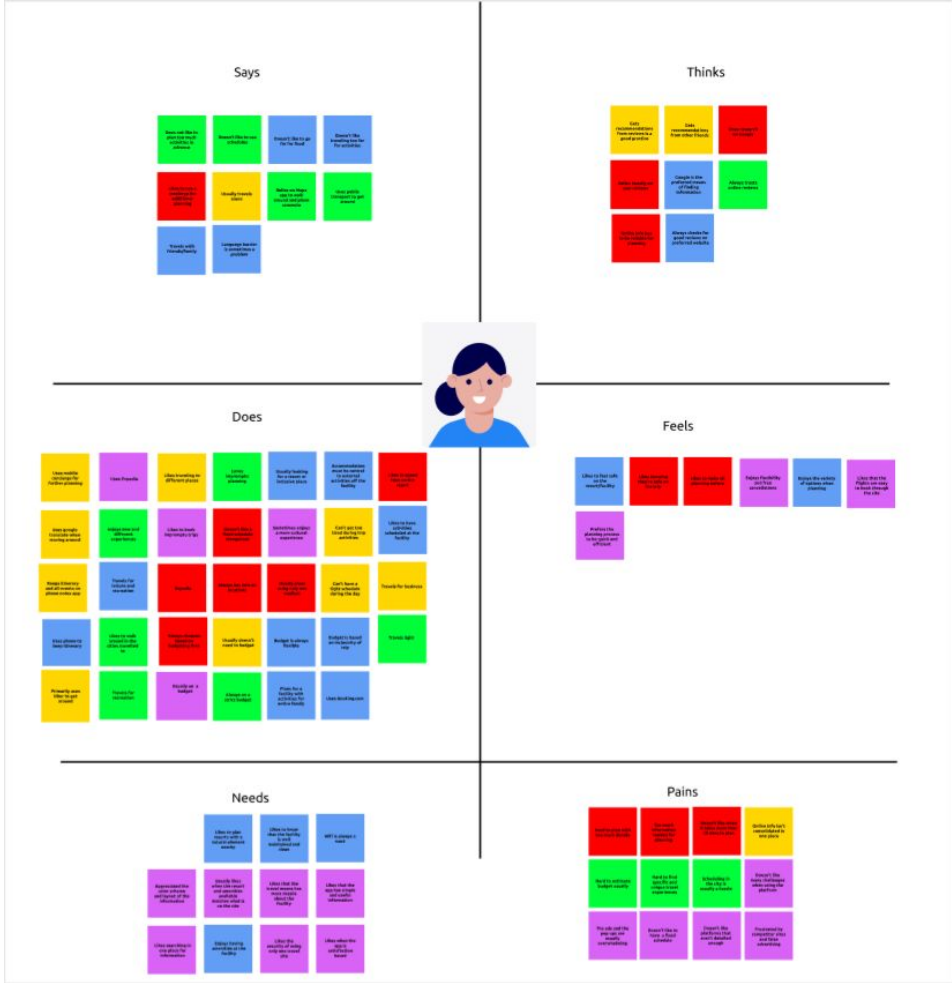
Uses Google translate when moving around

Uses mobile coverage for further planning


Uses phone to keep library

<p>Other to use a motorcycle for additional planning</p>	<p>Travel by train alone</p>	<p>Reduce my travel days to visit friends around and plan outdoors</p>	<p>Other public transport to get around</p>
<p>Travel with family/friends</p>			

Empathy Map



User Persona



CODY FAIRFAX

Goals:

- Needs to better tailor his trips to his business and recreational needs.
- Has to get a promotion at work.
- Wants to plan his ideal vacation for his family.

Frustrations:

- Would like an platform which requires minimal effort on the user end.
- The current platforms require irrelevant or unhelpful information for planning.
- Existing platforms are too complex to use.

Bio




A working father of two children, he likes spending quality time with his family and making sure they're happy. He is unable to treat them to a good time due to his working hours and is always traveling for work. At the moment, he needs a means to carry them on a vacation which is all inclusive vacation where he can plan the trip details prior to traveling and arrange activities while at his destination. He usually has a hectic and tailored schedule at work and he wants the opposite for his dream vacation. He is an easy going person who looks for good times and spending his hard earned money on his family.

Age	28
Occupation	Engineer
Location	Toronto
Relationship	Married

Motivations

Fear	2/5
Incentive	4/5
Love	5/5
Integrity	5/5

Brands and Influencers



Definition & Ideation

VASHISH RAMOUTAR

Homework 2

User Insight

The user with a big family needs a travel app which can help them consolidate a detailed travel plan because of their unique and diverse travel requirements due to differences in age and interests.

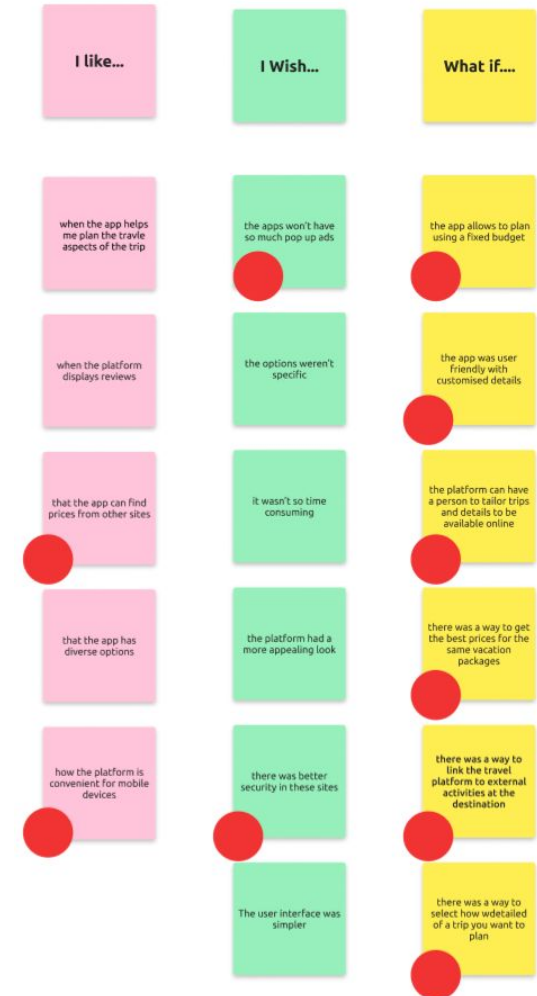
Problem Statement

Travel platforms were created to allow persons to book their travel based on destination and accommodation requirements. It was observed that these travel platforms do not allow people to plan activities and outline their specific needs when booking their travel leading to more work and tedious research on the user's part. How might we improve upon these services such that users can plan the specifics of their trip through the platform?

Ideation

A link to the original charts in Figma can be found at:

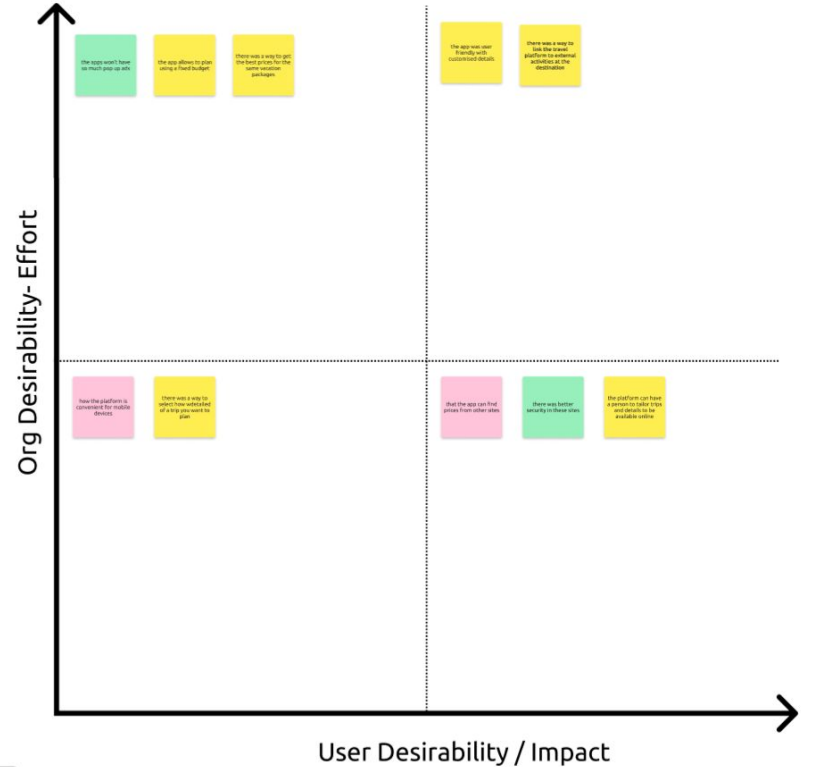
<https://www.figma.com/file/pJbGglb9XyiexQB AwUfDbd/01.3-Affinity-Diagram-Empathy-Map-Persona-Vashish-Ramoutar?node-id=1%3A1514>



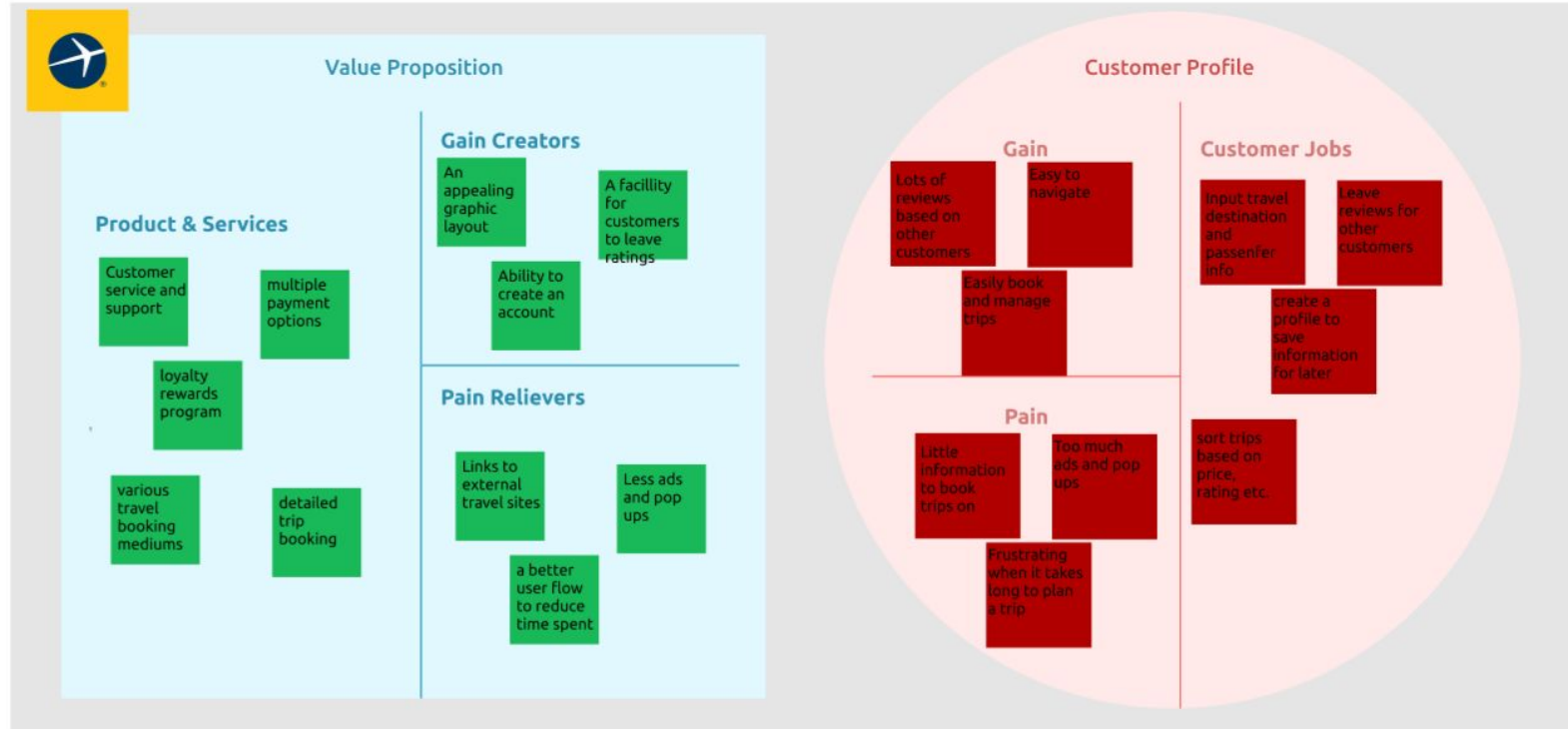
Feature Prioritization Matrix

A link to the original charts in Figma can be found at:

<https://www.figma.com/file/pJbGglb9XyiexQB AwUfDbd/01.3-Affinity-Diagram-Empathy-Map-Persona-Vashish-Ramoutar?node-id=1%3A1514>



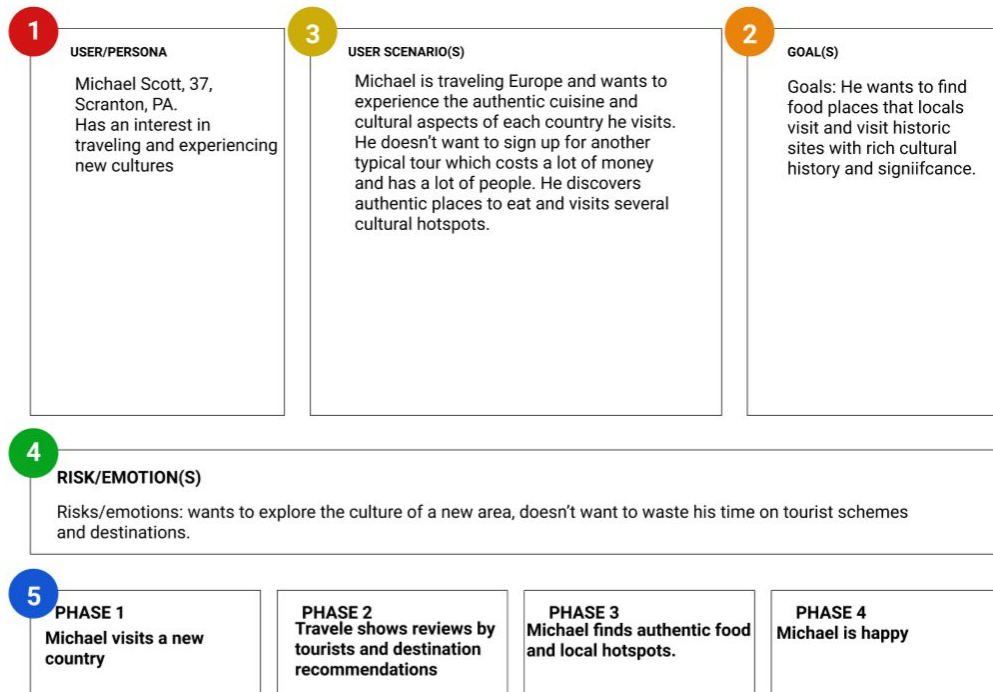
Value Proposition



User Scenario

A link to the original charts in Figma can be found at:

<https://www.figma.com/file/pJbGglb9XyiexQBAwUfDbd/01.3-Affinity-Diagram-Empathy-Map-Persona-Vashish-Ramotar?node-id=1%3A1514>



Storyboard

A link to the original charts in Figma can be found at:

<https://www.figma.com/file/pJbGgIb9XyiexQBAwUfDbd/01.3-Affinity-Diagram-Empathy-Map-Persona-Vashish-Ramoutar?node-id=1%3A1514>

1. Michael visits Rome



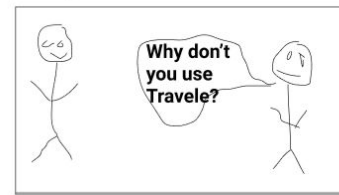
Another day of travel and Michael finds himself in Roms.. He is frustrated because he can never find local and authentic cuisine as well as enriched cultural experiences

2. Michael doesn't know where to go.



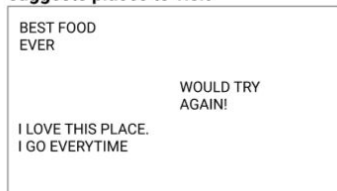
He is upset to find yet another franchise as he likes to support local businesses and find authentic food in the countries and cities that he visits

3. Dwight tells him about Travele



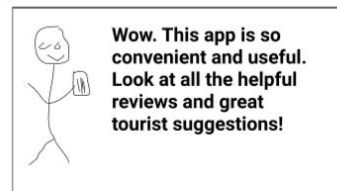
Dwight offers a suggestion to use Travele where he can see real user reviews and can see local businesses with authentic cuisine and see tourist areas with cultural experiences.

4. People write reviews and the app suggests places to visit



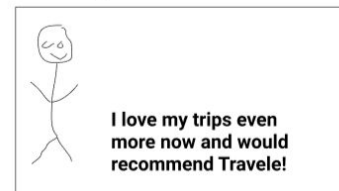
People write reviews and talk about local businesses, their food and give a rating.

5. Michael uses Travele



Michael uses Travele where he is able to see user reviews and visit new and different local businesses and attractions

6. Lorem ipsum dolor sit amet.

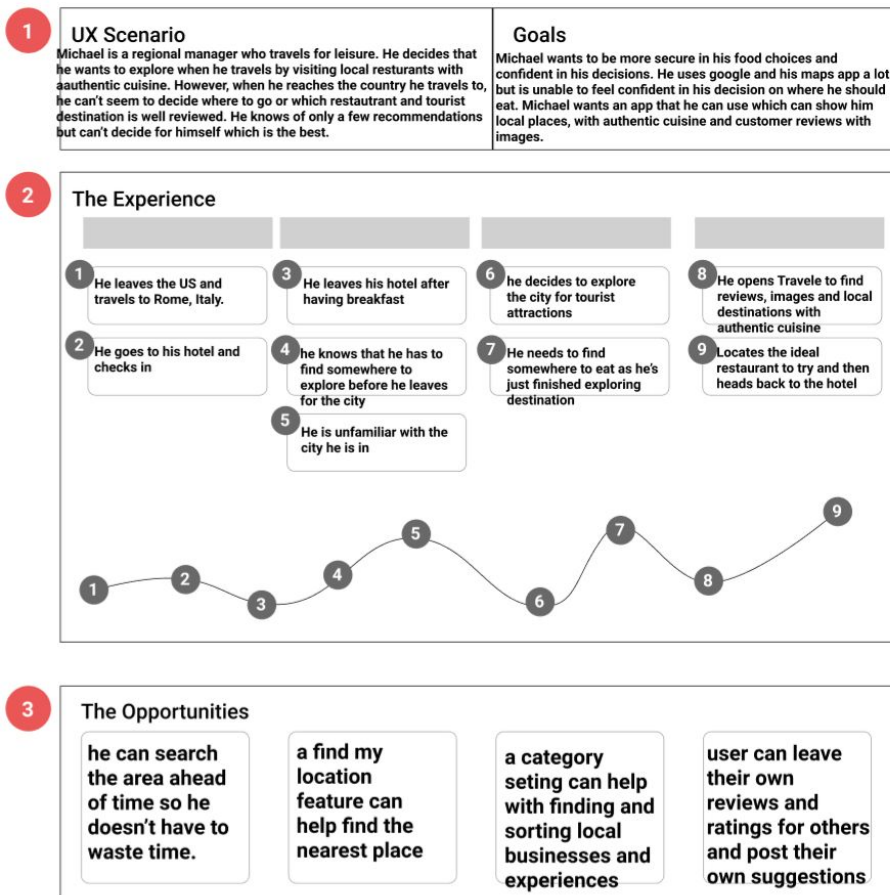


Now he can try new restaurants with different cuisines and support local businesses. He can even visit places of interest with rich cultural experiences.

User Journey Template

A link to the original charts in Figma can be found at:

<https://www.figma.com/file/pJbGgIb9XyiexQBAwUfDbd/01.3-Affinity-Diagram-Empathy-Map-Persona-Vashish-Ramoutar?node-id=1%3A1514>



Prototyping

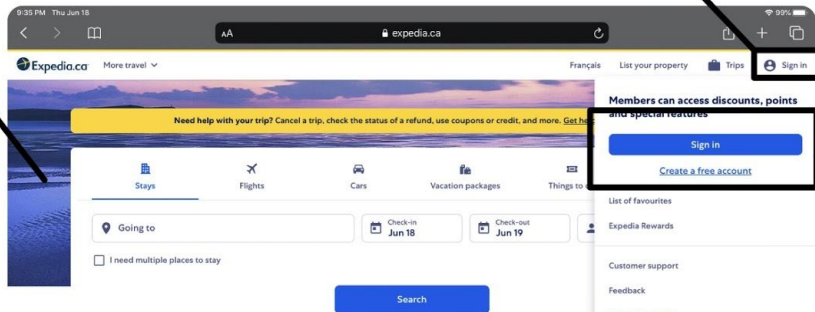
VASHISH RAMOUTAR

Homework 3

Competitor Analysis

A	C	D	F	
Onboarding Competitive Analysis	Strengths	Weakness	Opportunities	Threats
DIRECT COMPETITORS				
Expedia	A really welcoming homepage with a great graphic design appealing to the users.	It requires more information to sign up that its competitors which makes it difficult for persons to do.	There is an opportunity for them to gain more users and more importantly subscribers if they had a less complex sign up system.	There is precedent for data compromised due to have to input to sign up
Travelocity	A really welcoming homepage with a moderate amount of colors would be appealing to the users.	The graphics are abstract and are not travel related which leads to some confusion	There is opportunity to gain more clientele by having a direct onboarding process	A threat may be that very user friendly and leave the site
INDIRECT COMPETITORS				
Trivago	The information stands out against the white background so its easy to navigate and find links	There is no direct onboarding link	There is opportunity to get more users in by having a direct onboarding process	The plain background as welcoming to pers competitors
Kayak	There is enough graphics to keep the users interests.	The color of the website washes out the other information and makes it confusing where to start	There is opportunity to get more users in by having a direct onboarding process	There is no direct link people are less likely services

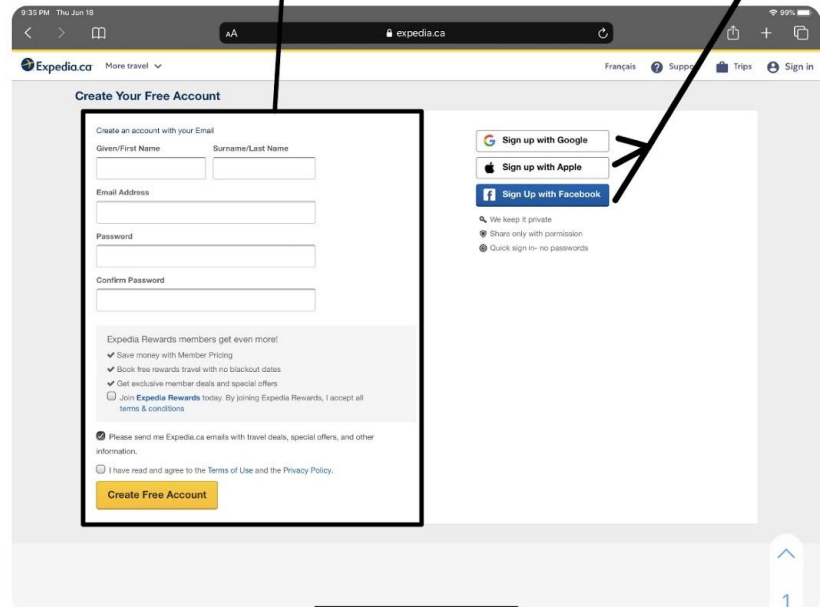
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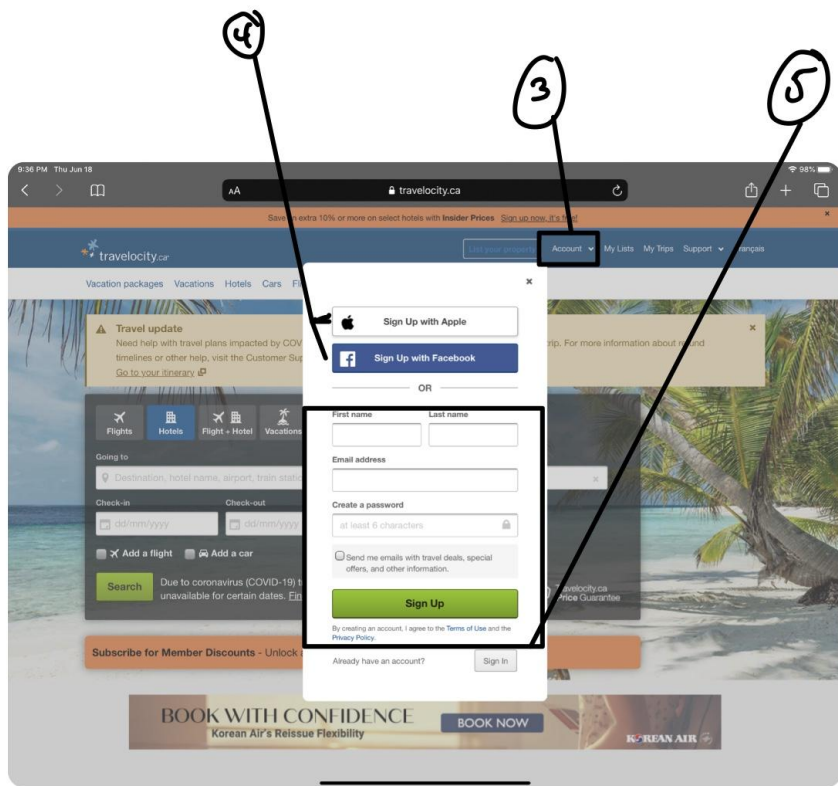
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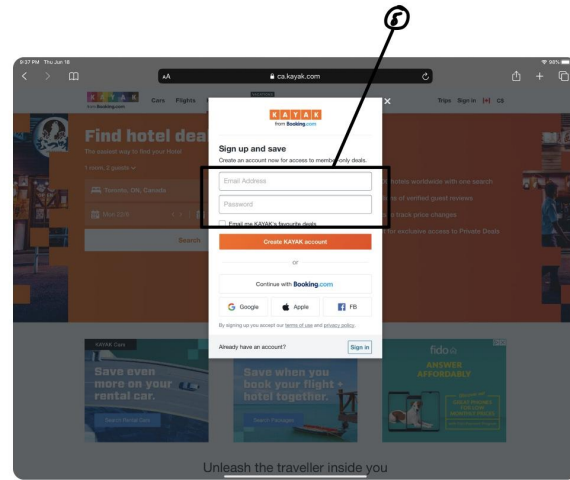
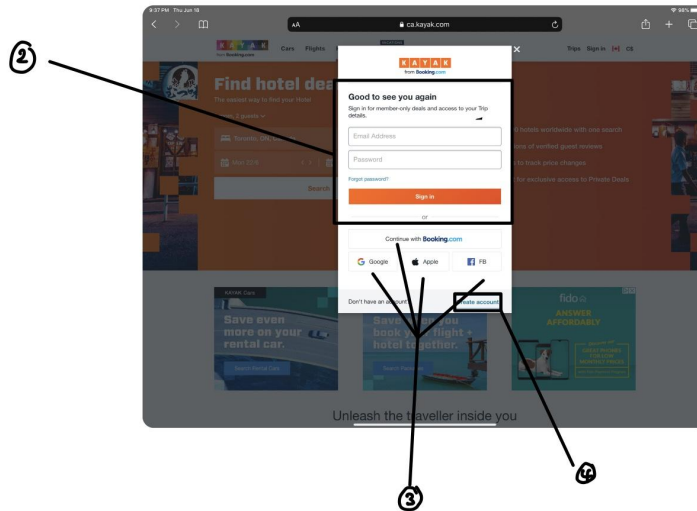
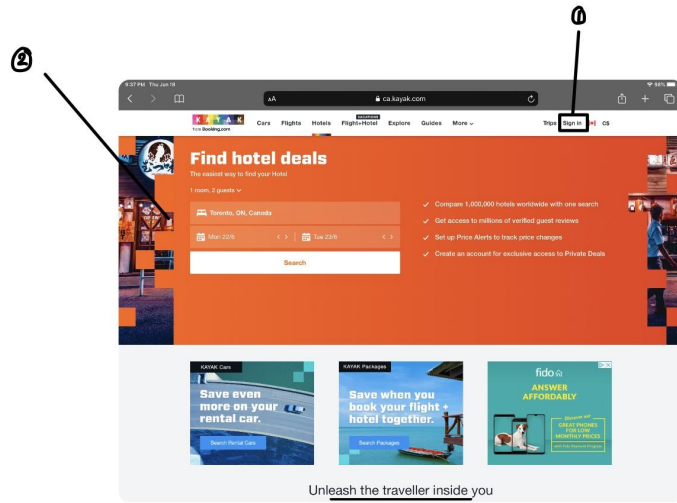
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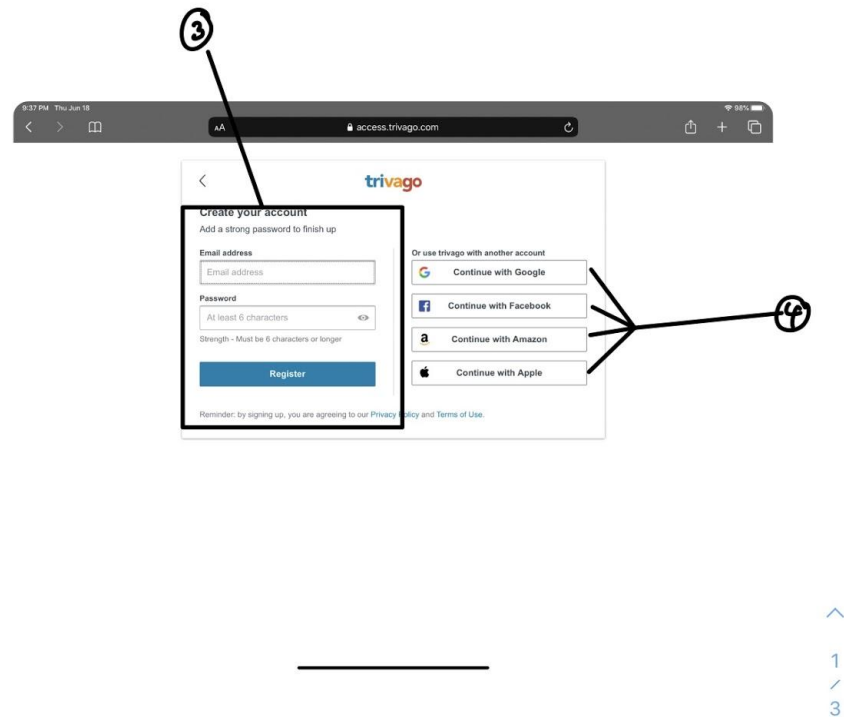
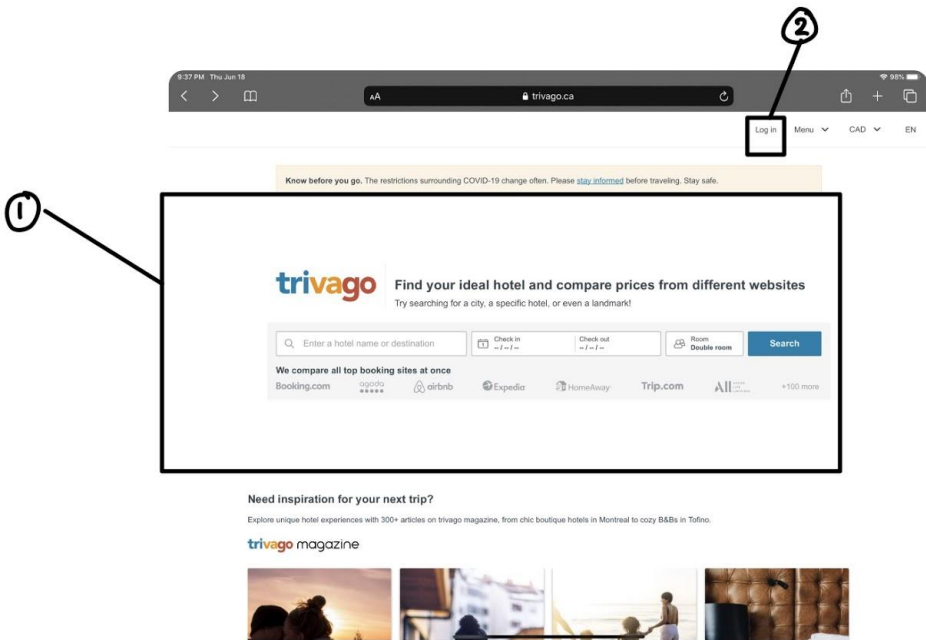
1. The graphics in Expedia are very appealing
2. You must click the sign in page to try to find out if you can sign up
3. You're able to create an account directly on the sign in page
4. There is a clear and concise means of signing up
5. You're able to sign up with other social media platforms rather than email



1. You must click on the sign in page in order to register.
2. There is an appealing background which is very welcoming
3. When you click on sign in, you're able to immediately create an account
4. You can sign up for the service using other social media platforms
5. There are clear details you have to input to sign up

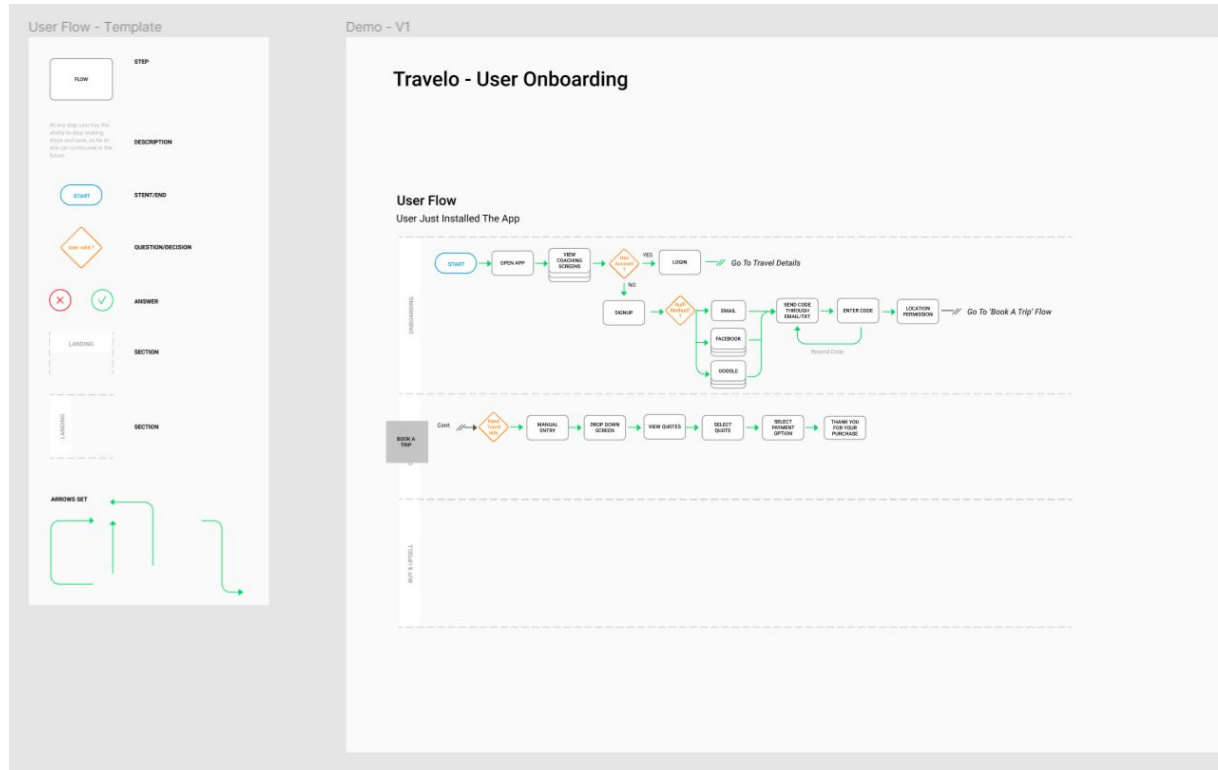


1. There is a simple sign up process after clicking on the sign in link
2. There is an appealing graphic on the first page but the color washes it out and nearly washes it out
3. You can sign up with multiple platforms
4. You have to click another button to get to creating an account.
5. After this process, you're able to input few details to sign up

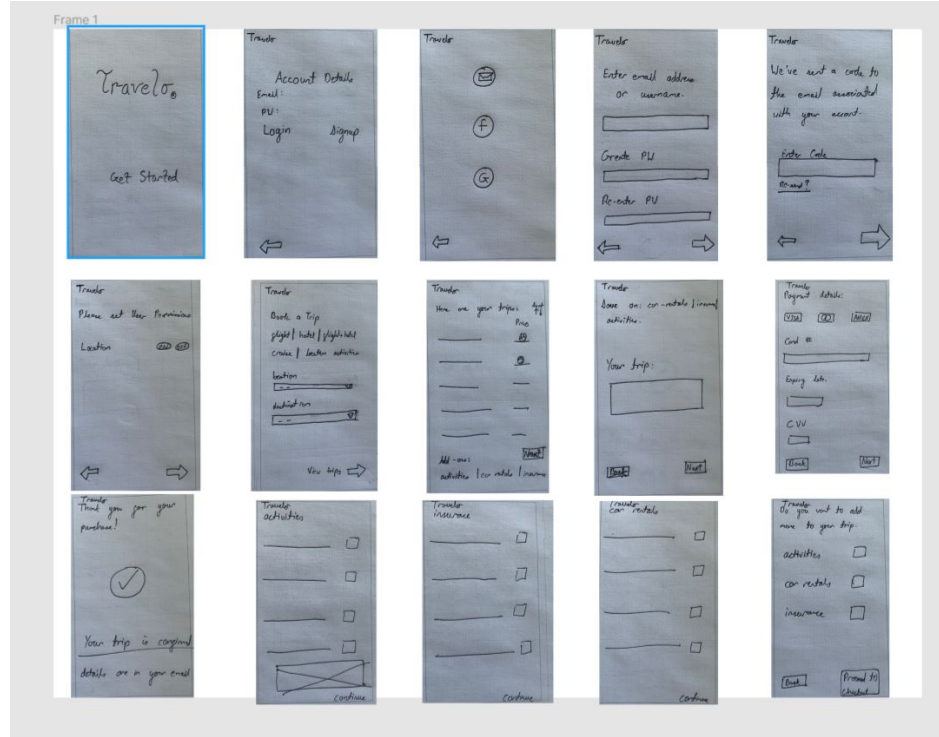


1. There is a very plain background which isn't very welcoming but it allows you to clearly navigate
2. The sign up link is once again found after clicking on the sign in button
3. Immediately after, you're able to sign up using few details
4. You can sign up for more social media platforms than the rest

User Flow



Sketch Wireframes

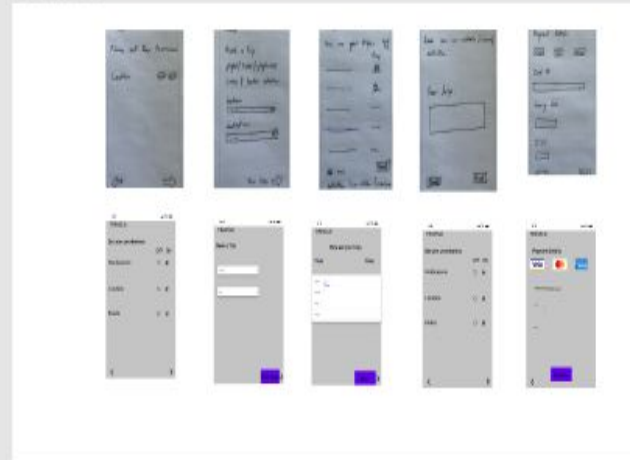


Digital Wireframes

Frame 1



Frame 2

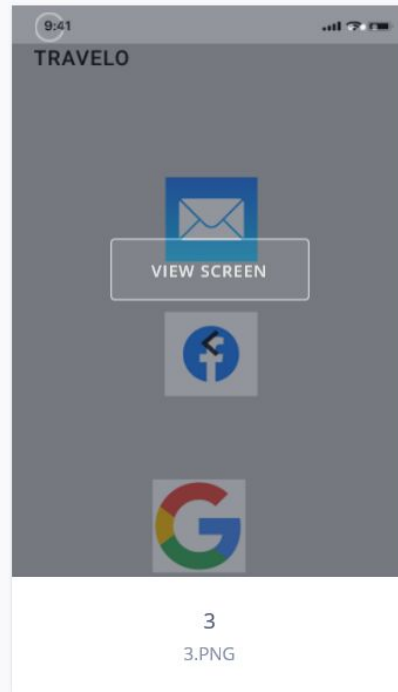
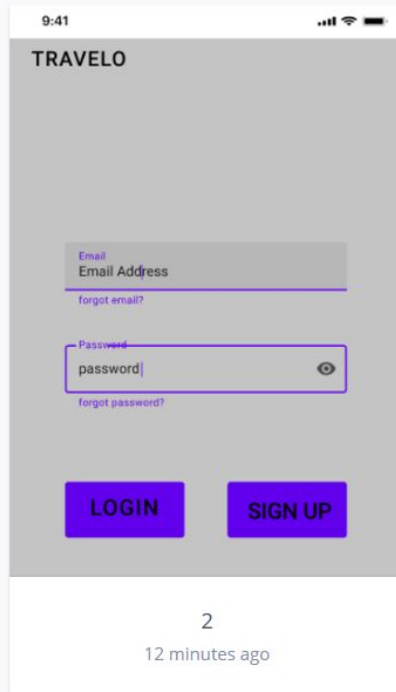
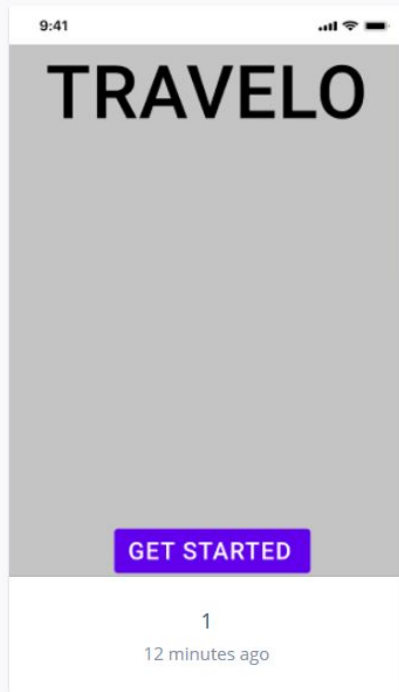
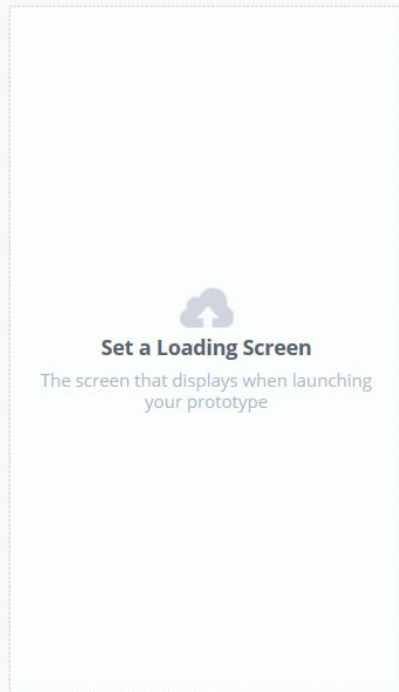


Frame 3



<https://www.figma.com/file/gai5Y3BHI0WNxDSBm5s8eD/Digital-wireframes?node-id=0%3A1>

Clickable Prototype



Testing and Iterating

VASHISH RAMOUTAR

Homework 4

Guerilla Testing Plan & Notes



Guerrilla User Testing Plan Template

Make a copy of this template, then use it to structure your guerrilla tests. [Review the rules here.](#)

1. Objective

What is your objective for conducting this guerrilla test?

- To determine the shortcomings of the prototype from onboarding to checkout
- To see how easy it is to navigate the app
- To make sure the app is serving its intended purpose

Why are you doing the test? What are you hoping to learn?

- I'm hoping to learn the usability of the app by gathering user feedback

2. Target Users

Are you looking for a target user?

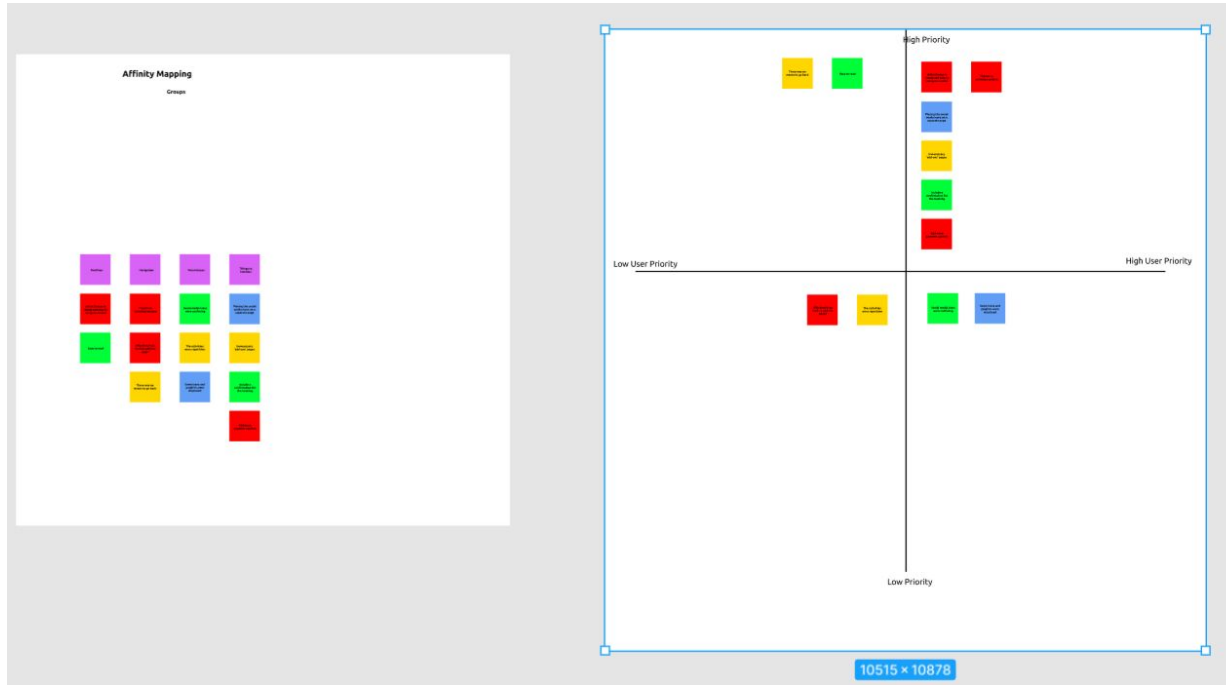
- Yes

Guerilla User Test

Pain points from user tests:

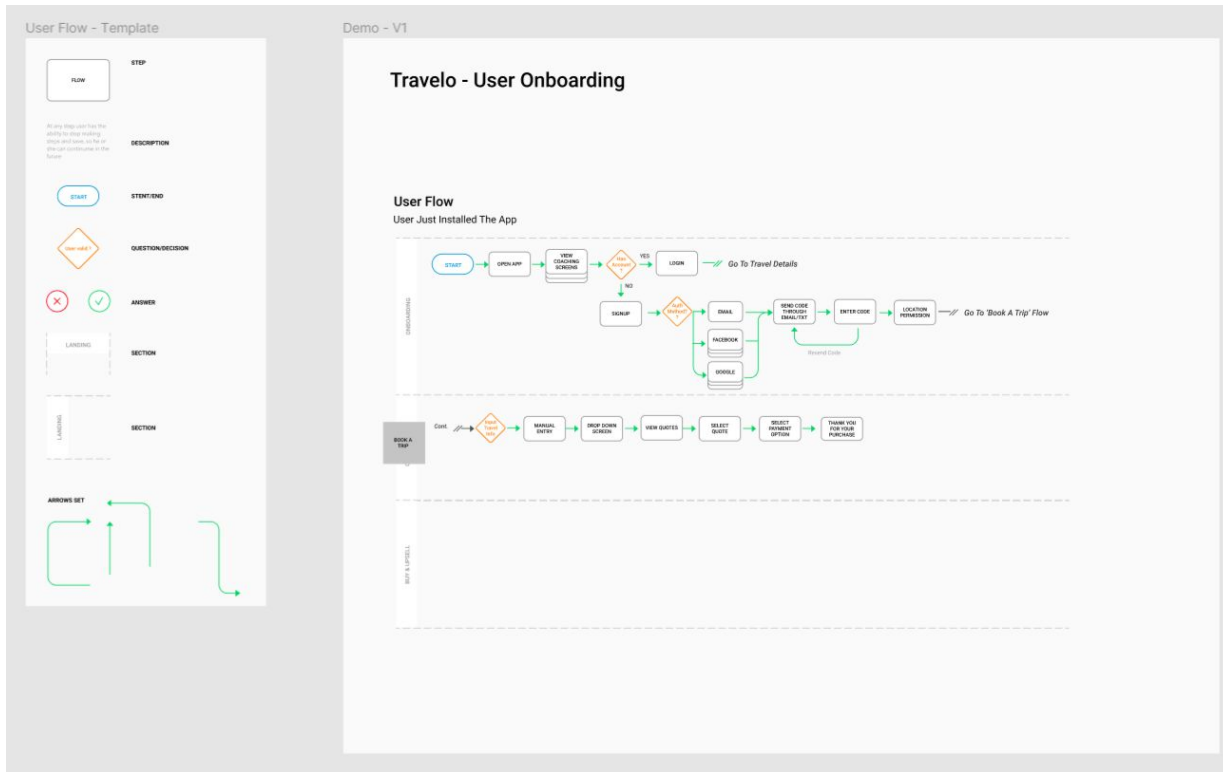
- Hard to navigate with respect to the sign up process
- Easiness to check out
- Some icons and graphics were misplaced
- There was no means to go back to other pages
- The social media links were confusing
- The activities features were repetitive
- It kept going back to previous screens

Guerilla User Testing Results

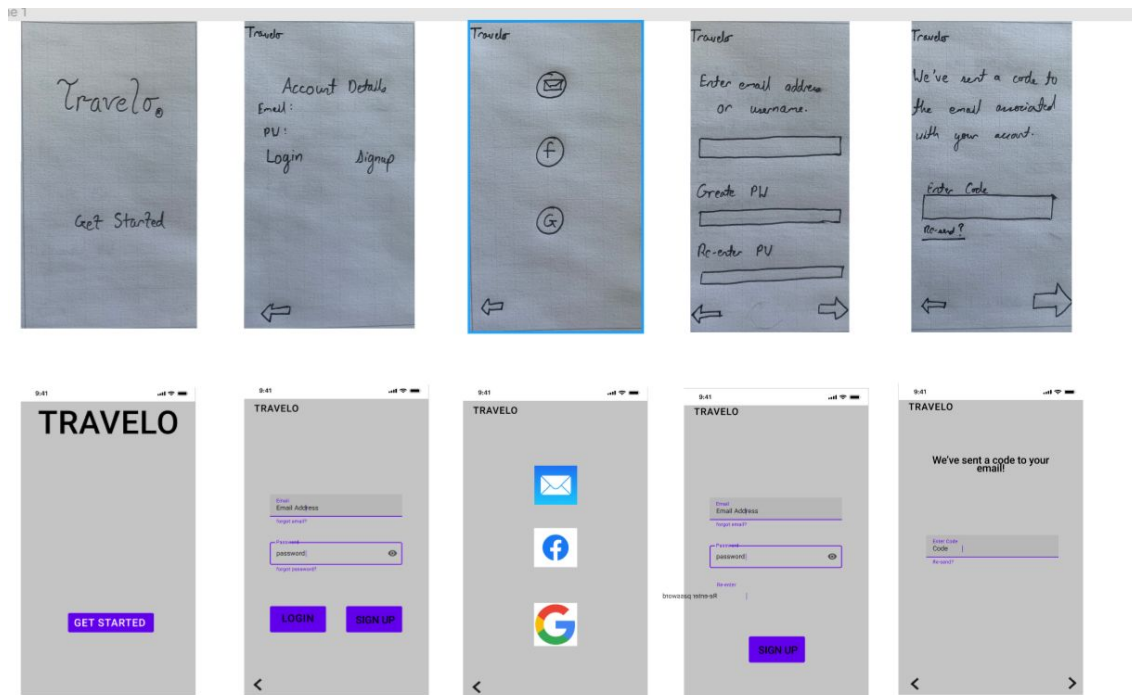


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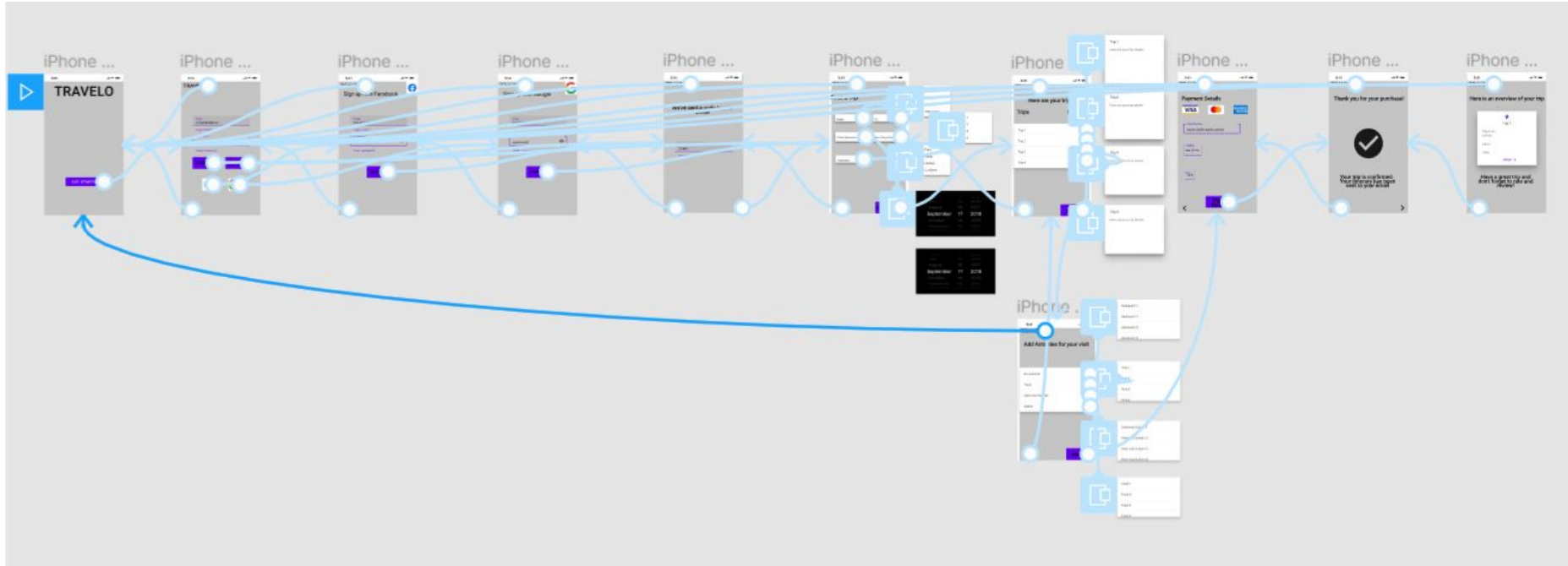
User Flow



Wireframe



Clickable Prototype



Final Thoughts / Conclusion

From the case study, the systematic means of creating a travel app which fills a gap and pain point faced by the user was conducted. Since there was no answer to the user's problems, the final product is what was refined to address the users needs. I did not only learn the design process but the tools to effectively bring the solution to fruition and means to get there by user testing. The entire design process is a continuous one and as such, the documents and designs can be thought of as living designs whereby further iterations of each step brings you closer to a conclusion.