GoTogether

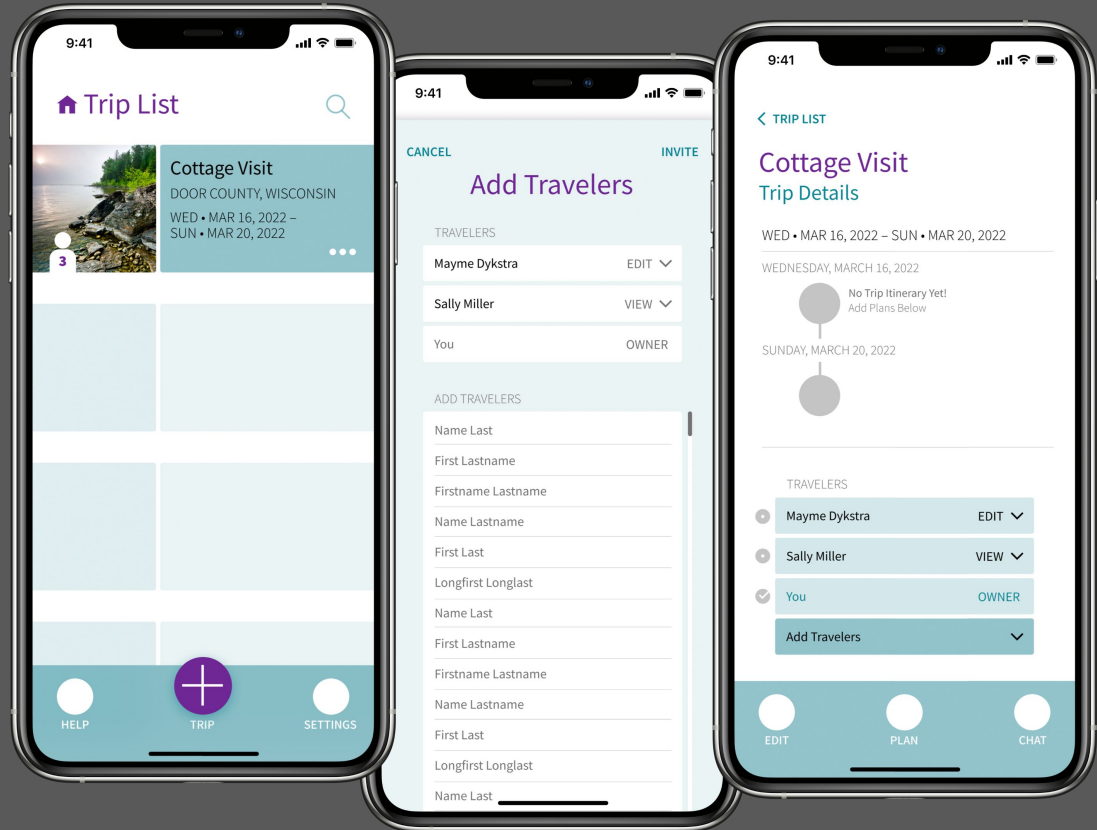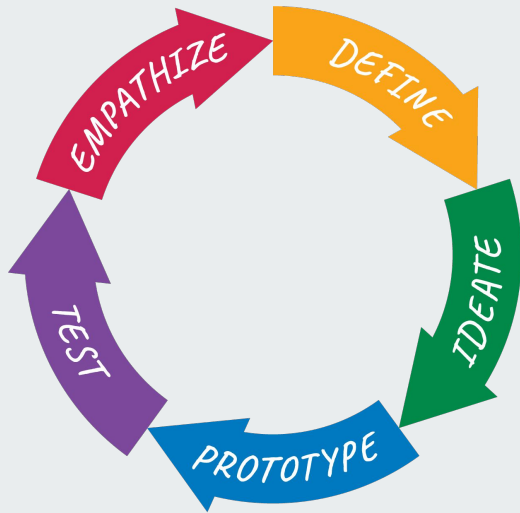*Build, Share, & Manage Group Travel from One App*

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UX/UI Designer

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UX Collaborator

Project Overview

Problem

Broken into four sections, our first assignment asked us to solve this problem:

Build a modern-day mobile app that helps people plan their next trip, post-Pandemic

Approach

By aligning our work to the design thinking process, we began on a journey of gaining insight and objectively solving the problem.

1) User Empathy & Research
2) Definition & Ideation
3) Prototyping
4) Testing & Iterating

Defining our Proto Persona

To begin solving this problem, we needed to fully know our user. As a team, we began by hypothesizing who this person might be.

Name:

Sally Cooke

Behavioral Demographics:

Age: 40
Profession: Marketing
Family / Status: Married, mother of 2 active children
Personality: Family-orientated
Likes: Organization / Planning
Dislikes: Lack of planning

Goals & Needs:

Goals & Needs:
Needs family calendar for family, including dog
Family / kid friendly activities

Pain Points & Potential Solutions

Pain Points & Potential Solutions: Needs everybody's schedule in one spot that's easy to read and identify each person's schedule easily

Understanding our Users

Each of us conducted interviews with people about traveling in the post-pandemic future.

With a defined set of questions, we talked with our participants about general pain points of planning travel.

Our interviewees were chosen due to their vastly different demographics and travel experiences. Interviews were conducted in-person, via Zoom, over the phone, and via email.

	Interviewee 1	Interviewee 2	Interviewee 3	Interviewee 4
Title: Travel App Case Study				
Research Question: Add your research question here.				
Interview Questions				
Screener Info				
Name of Interviewee	Magena Natalie	David Sebastian Rodriguez	Theresa Anderson	Drew Harmon
Contact Email				
Contact Phone				
Setup Information				
We're conducting a case study on a mobile app for a new travel start up company. Our goal is to understand the pain points when planning future (post-Pandemic) travel, and you can help us by giving honest feedback to our questions. Would you be ok with me recording this interview for accuracy? Answers will be anonymous. There are no wrong answers, so if you aren't sure of or how to answer, please just say so. Thank you so much for helping us with this study!				
Find ways to help people plan their next trip (post-Pandemic)				
Tell me about the ways you currently plan travel.	US travel, I plan on my own. Hotels.com, expedia, trip advisor, etc. Across seas, I use an agent.	I use SkyScanner website to plan and look for the least expensive AND ALSO what feaures are avaible to me.	I don't! LOL I start by pulling up Delta app and NOT logging in. Unbiased/untracked time on an app to get a real feel for price. Married to Delta for miles and loyalty.	work - we have to use an app called Concur (website and app). It has everything one would need: flight, hotel, car. A place for employer/project code to pay for trip and tag to a project/client. Looks just like any other travel app, but my company has a made preset max to spend on flights, so if a flight is too high, its flagged, and a person has to OK that flight. They decide if it's worth spending more and you add your reasons why. Destinations are very preset. I include rewards numbers in all the apps.
What resources do you use to plan travel, and why?	Friends share info. Never use social media, I use word of mouth, and use apps that friends use. Trusted friend = trusted resource, sharing experiences	Websites and international travel groups thru Masters program in Spain. People in the program informing us about opportunities.	Delta for miles. I like Booking.co - not sure why! Maybe not a lot of ads here.	personal - I like Roadtrippers. Tell start and stop and what to find on the way. e.g. haunted, amusements, parks, arboriatum, etc. Used for longer road trips to find different things to do on the way. 6 trips/year are free.
What features do you look for from a resource?	Being able to pull up dates and destination WITH pricing. Talking to a hotel PERSON. Customer Service with a human on the other end. If I can't get answer, I shut down. Person to help is awesome!	Search time, money, and possibilities of flexibilty to change trips.	When looking for hotels, there is an actual map of locations. Reviews! I look for top reviews, filter by top two star ratings.	I like reviews and cross verify with other reviews on other resources.
What considerations do you take into account when planning travel? (e.g. scheduling options, payment options, transportation options, timing options, etc.)	All of the examples! Ease of actual travel is a consideration. The more complex is not good. Ease to get local transport after I reach destination. Any info before hand - linking segments of travel is helpful.	A) How I will pay within a specific country. Changes in currency thru my Spanish bank is no-fee. B) Where to stay; hostel locations C) AirBNB or Booking.com	Selecting a resort by doing an on-site COVID test.	All of them! Frugal spots and splurge spots. I take from one spot, so I can give in another spot. Scheduling with kids' school schedules.
What features would make you feel comfortable planning post-pandemic travel?	Personal safety and live-time help. For example - ordering uber, must agree to mask. Safety within apps. Live-time protection, and/or assitance using app or traveling	Just being vaccinated myself makes me feel comfortable.	Should negative tests be required, if positive, the hotel will provide a place to quarantine.	If I were traveling out of country, I would need covid testing on site for upon arrive and before departure. Been looking for more outdoor things, renting houses instead of hotels so we can control our own space.
Understand pain points of planning travel (post-Pandemic)				
What are the pain points you encounter when planning travel?	If I can't find what I'm looking for, I shut down. Selecting wrong thing is an issue. Not intuitive layouts, page changes, etc. NEED: simple and intuitive. A stepped process, and help callouts help me.	Having several different apps for the same thing in different countries. Uber is an exception. This is road transportation, not air travel.	I hate planning the actual destination-specific travel. Planning return flight is sad: ruins last night of vacation to plan out shuttle services to airport, etc. Would rather just show up in the lobby.	When you can't book far enough in advance, and you have to time it perfectly, and that's super stressful. Can cause a wrench in travel. When you accept a price and there is "no refund" upon selection. Decision fatigue and commitment phobia - did I make the right choice?! Will it be a bust?
In your experience, what has been your **biggest** pain point when planning travel, and why?	With the need to clarify or change plans, if I have to adjust plans: NEED it to be simple and clear. I can get nervous and anxious. If the app is on a phone, I need a person - even if it's midnight - if I still need help. Easy website layouy would be helpful.	Downloading an app to have tickets, where you might prefer email. When you HAVE to have an account.	the transportation at the destination	Organization esp w bigger trips - not a folder of emails or several different apps.
What considerations do you take into account for your personal safety when planning future travel?	Destination-specific travel (whether big city or remote) I need a firm confirmation, reservation, local destin. travel, and next steps acounted for. More ahead of time planned out is better.	COVID - I use the safest mask. To have additional insurance to visit the States. In Europe, it's a small fee.	I bring way too many masks! That you can buy the at home tests, I would bring some with on the trip. Most of our travel has been solitary road trips lately.	If there's a travel alert for 'government unrest' e.g. Belize. I choose locations that are close to the conventions centers, esp if I'm not familiar w city. Esp women need to take this into acount. I choose hotels that I know are reputable on being clean, reputable name.
What features would eleviate your pain points?	More information ahead of time, with next step. Prearrangements made, or what to look for ahead of time.	The help of the University; they pay the insurance fee. Assistance.	I use Hopper regularly: an airfare watching site. Give average price and how much they could change between now and then. An information source; predictive price and point when it could change.	Roadtripper - gives routes, give alternatives, but doesnt allow you to maintain confirmation records. Would be nice to pull up as we go. If the app talked to the location on your device so it could geo-organize your images, like a travel diary!
How much time do you anticipate spending on planning travel? How does that anticipation make you feel?	I anticipate a lot of time spend, or, the time that it takes to feel comfortable and assured. I'm willing to put in the time. It's a pain to plan sometimes, but willing to put time in to feel satisfaction. Not a great "planner/traveler" (I'm great once I get there) - so need to feel comportable, satisfied and ready with plans.	Depends on the size of the trip: a large trip it takes maybe two days to a week. A small trip may be a few hours. A friend once made a PPT to show itinerary with times and places that we will visit!	Too much! Generally excited though, especially after commitment has been made. I like planning travel so it's not a bad thing for me.	Spring break - little anxious because we waited too long, had to take a different time. I have to start almost a year in advance - it take hours and hours. Getting online to book at the right time. It was super stressful!
	Feel ok about it because the time will be well spent to get plans made. And I'm ok to do it in chunks.			
	Part of the planning is part of the excitement. When I'm ready start, the planning starts.			
	Extra quote: I'm a nervous nelly and need to feel satisfied and assured when making travel plans.			
Conclusion				
Thank you so much for your time. You provided us with a lot of helpful insights and we truly value your time!				

Synthesizing Data into an Affinity Diagram

By extracting individual pieces of data from our transcripts, we synthesized all of the comments from our participants. Feedback was broad and insightful.

We systematically grouped similar data, created categories, and added summary statements to each.

This grouping revealed bigger categories of insight.

"A friend once made a PPT to show itinerary with times and places that we will visit!"

"If I can't get an answer, I shut down."

"I have decision fatigue and commitment phobia!"

Empathy Map

We then grouped the same data into an empathy map around our proto persona.

This began to bring our user persona to life...

User Persona & Journey

Formalizing our interview data into a persona gave our next task context and meaning.

This user journey tells a story of how Freddie feels overwhelmed when planning a big trip with family, and then using GoTogether app help her organize plans.

Francesca "Freddie" Miller

As a member of a large and close-knit family, as well as an active social community, Freddie likes to travel with relatives and friends on a regular basis. Scheduling fun family activities is as important to her as making sure her kids turn in their homework. Staying healthy and active is a priority for her and her family. She relies on technology to keep her personal and professional life streamlined and organized. Freddie works hard and uses her financial resources and knowledge to impact her family's present and future lifestyle.

Known Habits
- Checks and organizes logics of kids' schedules every night and morning
- Stays aware of social media trends, but doesn't check handles daily
- Connects with friends and family throughout each day, and planning social event with them
- Adheres to up-to-date COVID recommendations for the safety of her family while proceeding with social activities and travel

Goals
- Desires to raise well-rounded, empathetic adults
- Strives to find less complexity in schedules across family
- Manages work/life balance very well

Pain Points
- Gets frustrated when planning becomes complex
- Feels responsible for coordinating activities
- Lack of communication
- Low patience with inept technology

Preferences
- Social Introvert
- Wine drinker
- Organic, healthy living
- Likes to cook
- Referrals from friends

Favorite Brands

Age: 43
Job Title: Senior-level Analyst
Family Status: Married with 2 kids
Location: First-ring suburb of Seattle

User Name
Francesca "Freddie" Miller

Age
43 Years

Occupation
Senior-level Analyst

Location
First-ring Suburb of Seattle

User Motivations
As a member of a large, close-knit family, as well as an active social community, Freddie likes to travel with relatives and friends on a regular basis. Scheduling fun family activities is as important to her as making sure her kids turn in their homework. Staying healthy and active is a priority for her and her family. She relies on technology to keep her personal and professional life streamlined and organized. Freddie works hard and uses her financial resources and knowledge to impact her family's present and future lifestyle.

UX Scenario
Freddie is planning an annual, week-long trip that includes additional extended families. She needs to organize all itineraries into one place for all to see. She uses GoTogether to compile their itineraries and shares the trip with travel companions along with access to edit and add activities.

Goals
- Travel easily with extened/additional families
- Plan fun activities for own family and whole travel group
- Coordinate schedules with other families/groups
- Share itineraries of trip with travel groups
- Avoid complexity in planning travel

The Experience

1. Freddie is asked by her family members to plan thier trip.
2. She is excited about the upcoming trip with the whole family
3. She asks family for feedback on planning the trip
4. Everyone is excited to go together
5. She gets some response from the group on when and where to go
6. She is dissapointed when no one helps with the planning process
7. Freddie downloads GoTogether app
8. She shares the ability to plan the trip with her travel companions
9. Together, they all share schedules, ideas, and book activities for the group trip

Opportunities

| Advertise apps to busy families | Communicate ability to plan individually, and as a group | Communicate ability to compile trip in one location, with access to third-party accounts | Make adding travel companions to trip easy for both primary and companion roles | Add ability to refer app to user's friends and family members |

User Insight & Problem Statement

By studying our user persona along with all data, I crafted an insight statement about the pain points of planning group travel.

With this insight, the problem became clear...

User Insight

Modern, active travelers seek simplicity when planning group travel because managing multiple schedules can be complex and frustrating.

Problem Statement

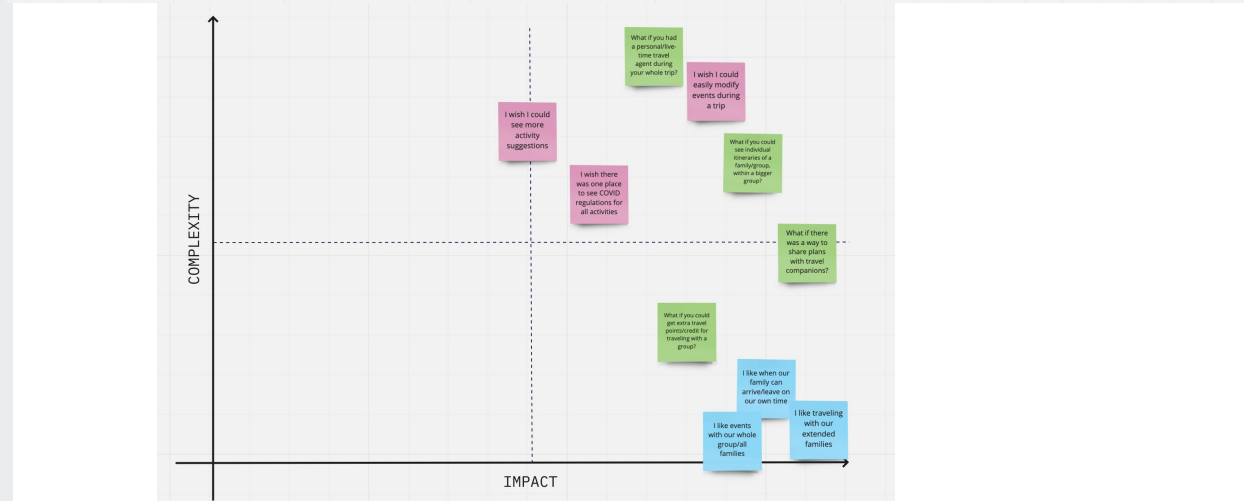GoTogether is being designed to help active, group travelers streamline traveling together.
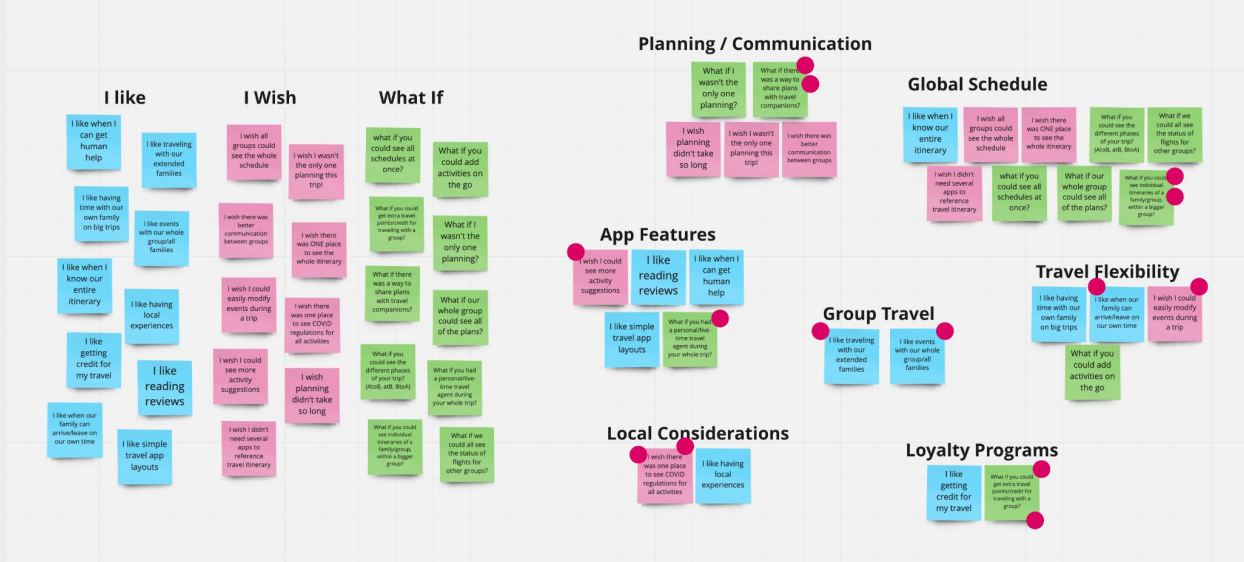
We have observed that people become frustrated without a tool to organize multiple itineraries.

How might we simplify the process of organizing group travel so that modern travel planners can easily manage multiple events together?
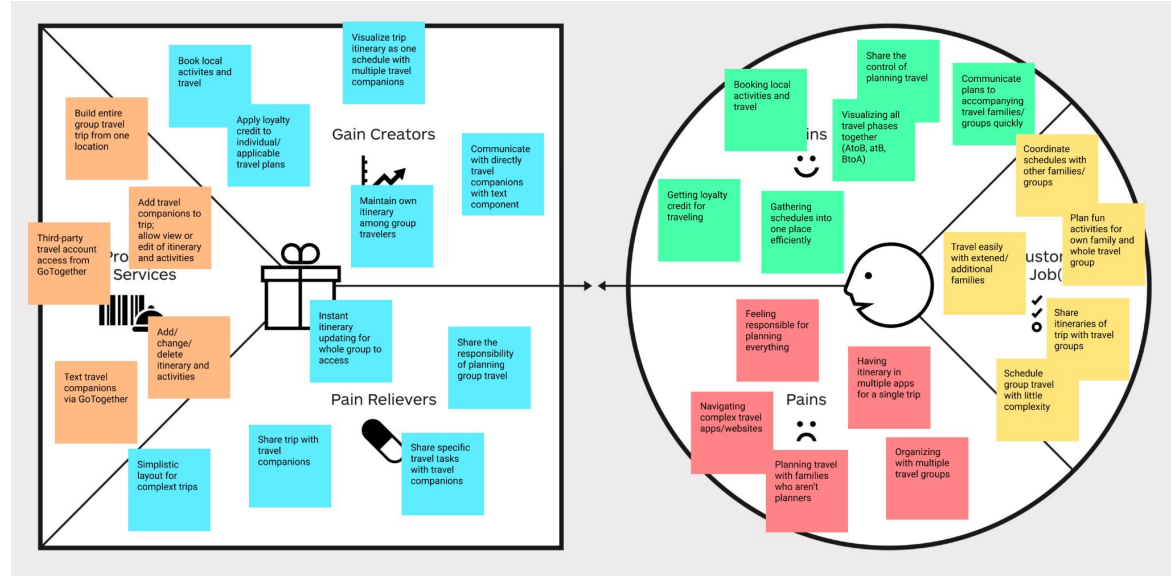
Feature Brainstorm & Prioritization Process

With this problem in mind, I ideated various features that would help our user, and categorized them by type.

I prioritized the most popular features against development complexity and impact for the user.

I like

- I like when I can get human help
- I like traveling with our extended families
- I like having time with our own family on big trips
- I like events with our whole group/all families
- I like when I know our entire itinerary
- I like having local experiences
- I like getting credit for my travel
- I like reading reviews
- I like when our family can arrive/leave on our own time
- I like simple travel app layouts

I Wish

- I wish all groups could see the whole schedule
- I wish there was better communication between groups
- I wish I could easily modify events during a trip
- I wish I could see more activity suggestions
- I wish I didn't need several apps to reference travel itinerary

What If

- I wish I wasn't the only one planning this trip!
- I wish there was ONE place to see the whole itinerary
- I wish there was one place to see COVID regulations for all activities
- I wish planning didn't take so long
- what if you could see all schedules at once?
- What if you could add activities on the go
- What if you could get extra travel points/credit for traveling with a group?
- What if I wasn't the only one planning?
- What if there was a way to share plans with travel companions?
- What if our whole group could see all of the plans?
- What if you could see the different phases of your trip? (AtoB, atB, BtoA)
- What if you had a personal/live-time travel agent during your whole trip?
- What if you could see individual itineraries of a family/group, within a bigger group?
- What if we could all see the status of flights for other groups?

Planning / Communication

- What if I wasn't the only one planning?
- What if there was a way to share plans with travel companions?
- I wish planning didn't take so long
- I wish I wasn't the only one planning this trip!
- I wish there was better communication between groups

Global Schedule

- I like when I know our entire itinerary
- I wish all groups could see the whole schedule
- I wish there was ONE place to see the whole itinerary
- What if you could see the different phases of your trip? (AtoB, atB, BtoA)
- What if we could all see the status of flights for other groups?
- i wish I didn't need several apps to reference travel itinerary
- what if you could see all schedules at once?
- What if our whole group could see all of the plans?
- What if you could see individual itineraries of a family/group, within a bigger group?

App Features

- I wish I could see more activity suggestions
- I like reading reviews
- I like when I can get human help
- I like simple travel app layouts
- What if you had a personal/live-time travel agent during your whole trip?

Travel Flexibility

- I like having time with our own family on big trips
- I like when our family can arrive/leave on our own time
- I wish I could easily modify events during a trip
- What if you could add activities on the go

Group Travel

- I like traveling with our extended families
- I like events with our whole group/all families

Local Considerations

- I wish there was one place to see COVID regulations for all activities
- I like having local experiences

Loyalty Programs

- I like getting credit for my travel
- What if you could get extra travel points/credit for traveling with a group?

Prioritization matrix (COMPLEXITY vs IMPACT):
- What if you had a personal/live-time travel agent during your whole trip?
- I wish I could easily modify events during a trip
- I wish I could see more activity suggestions
- What if you could see individual itineraries of a family/group, within a bigger group?
- I wish there was one place to see COVID regulations for all activities
- What if there was a way to share plans with travel companions?
- What if you could get extra travel points/credit for traveling with a group?
- I like when our family can arrive/leave on our own time
- I like events with our whole group/all families
- I like traveling with our extended families

Value Proposition

By looking at the user's job, pains, and gains, I created a value proposition framework for my app, and crafted a concise statement about its value in the market.
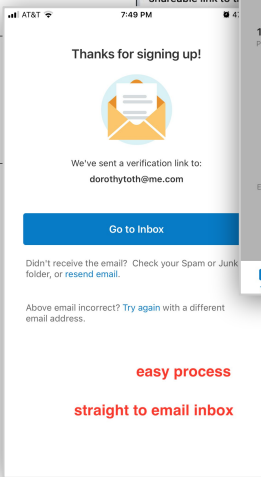

GoTogether —
Build, Share, & Manage Group Travel from One App!

Competitor Analysis

While considering my app's value proposition and purpose, I analyzed travel app competition in the market.

This step was invaluable because it showed me how I could further improve my ideas against what already exists.

| Competitive Analysis: Travel Panning Apps	Features	Strengths	Weakness	General Notes	Onboarding Ranking
TripIt (direct)	• view upcoming and past trips • tutorial on how to use Siri for shortcut • able to edit, merge, add to trips • ability to invite others and share plans • alerts include COVID Guidance • upload documents to trip • email notifications • folder for misc travel items • search within trips	• simple, clean layouts • sample itinerary available to see/use • push screens upon opening force choice on notification settings • easy searchability within trips	• somewhat boring layouts • app froze mid-use	• incredibly simple onboarding • can upgrade to TripIt Pro for $48.99/yr	1 - fast onboarding, w email verification of account
Escapist (direct)	• wishlist available • trip counter in acc • ability to add users • create polls for us	• inspiration section coming soon... 	• app reaso • or u • or a • no s MUS user • no u	ed/incomplete	4 - glitchy when going to previous screen
Plannet (direct)	• prefilled trips to us • chat feature with u • ability to add users number and via Cor • users polls • expense tracker • shareable link to tr		• enal optio • tuto • grou separ	accoumt	1 - fast onboarding with seamless mobile number and verification code
Use iCal (indirect)			• no a • near toget	ople to share with? NA	NA

User Flow

With all of this in mind, I ideated various user flows in my app for simplicity and ease.

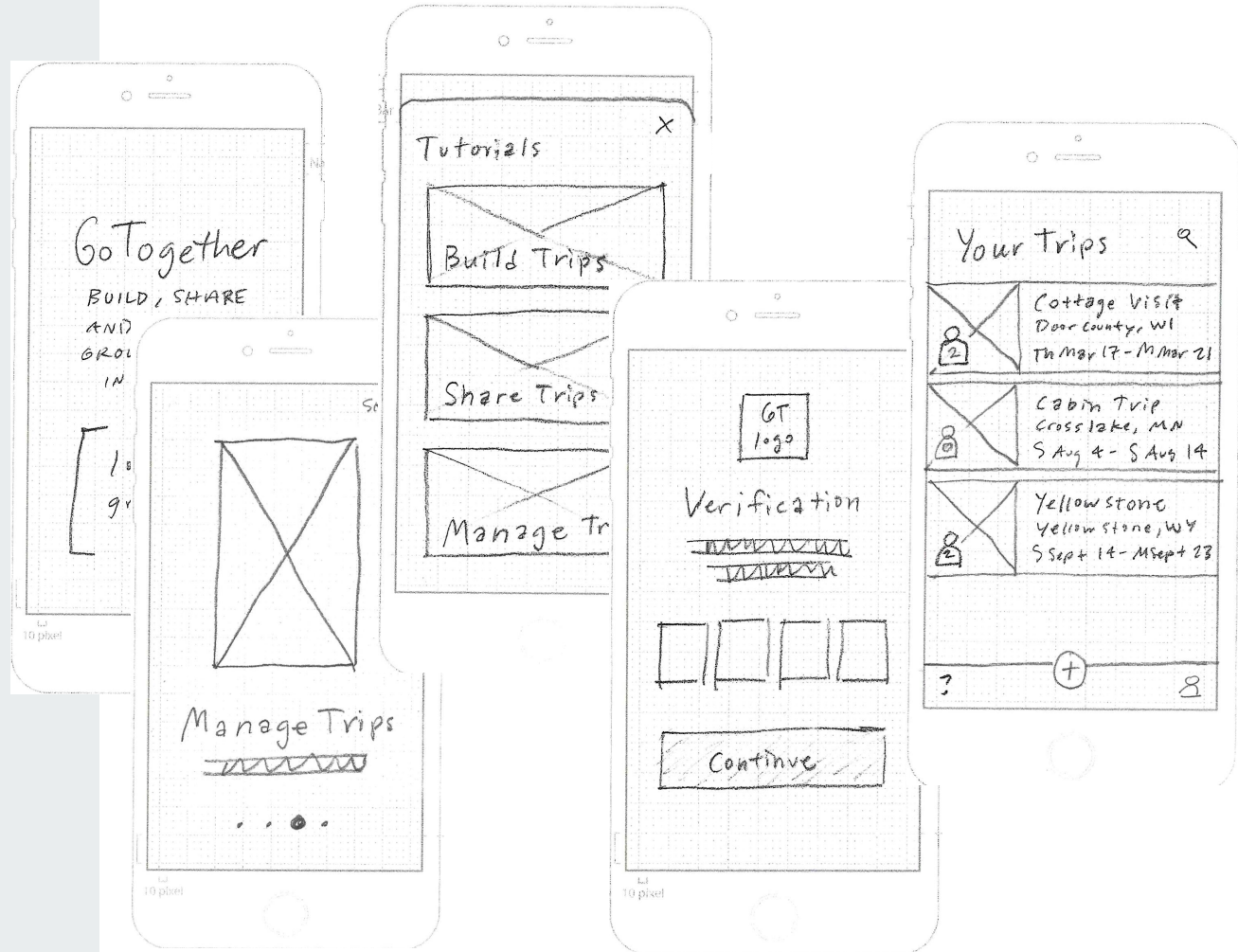Here is the user flow a user would take while navigating:

- the onboarding process,
- logging in/signing in, and
- creating a trip plan.
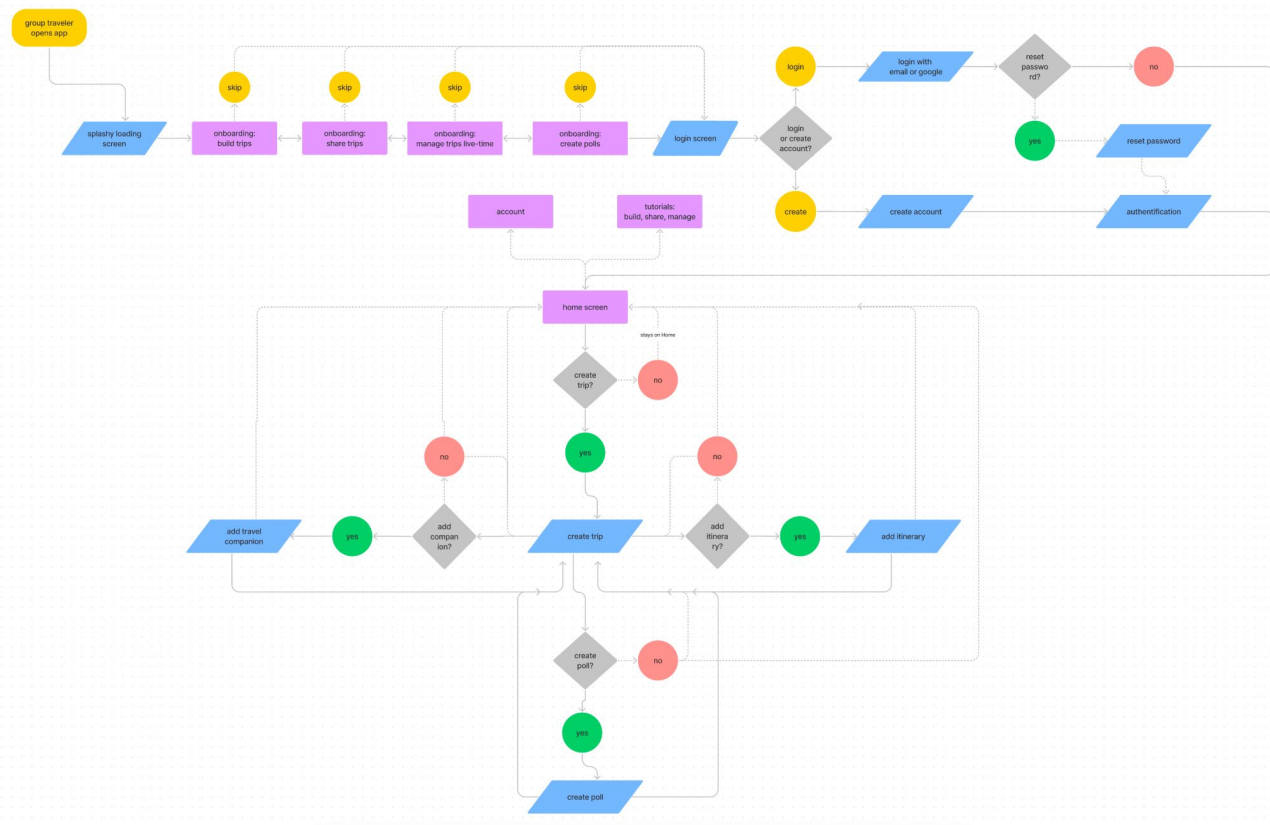
Sketched Wireframes

Based directly off of the user flow, I sketched lo-fi wireframes on paper.

This step was incredibly helpful to get ideas and layouts down on paper quickly.

Sketches to Screen

With the sketches in-hand,
I tested usability by assembling
a lo-fi selectable prototype.

This high-level view provided
answers to problems I hadn't
previously realized.

—

I then digitized the wireframes,
and iterated the layout.

I linked frames, and added
interaction with behaviors and
transitions.

Sketched
LO-FI
PROTOTYPE
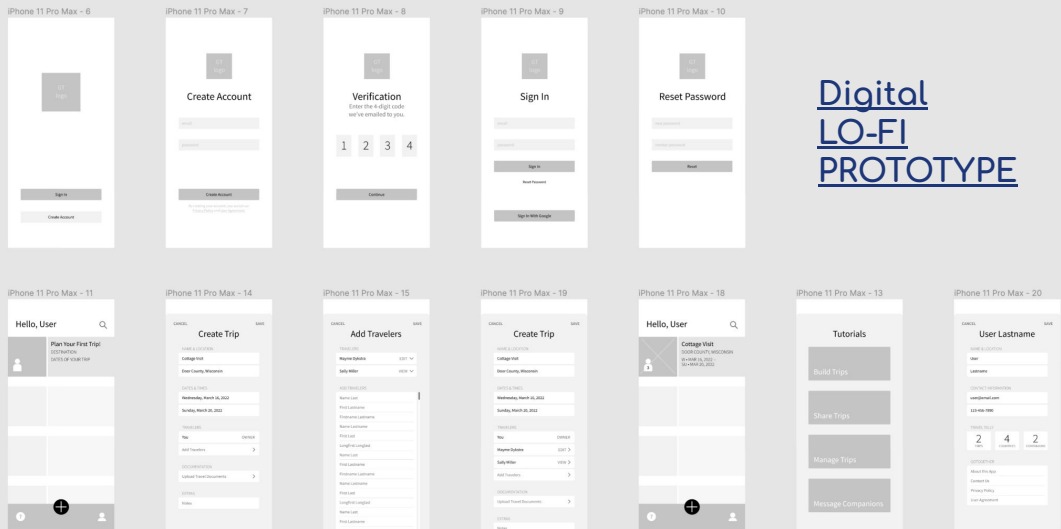
Digital
LO-FI
PROTOTYPE

User Testing against Task Flows

Setting objectives and defining specific tasks helped pave the way to receiving clear feedback.

The importance of setting up the interviews became apparent quickly. Several links didn't work for participants, and I had to quickly troubleshoot.

Eventually, testing worked, and I was able to gather essential insight I never would have without this step.

9:41

loading graphic
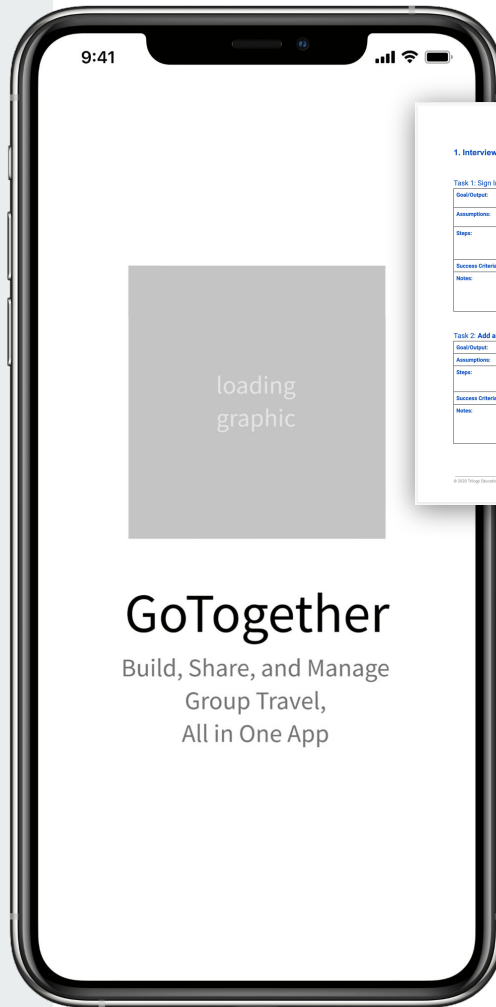
GoTogether

Build, Share, and Manage
Group Travel,
All in One App

TESTING PROTOTYPE LINK
https://www.figma.com/proto/DUoAL1W
QJAvAjuztaFRYgy/HW3-Digital%2FSele
ctable-Wireframes-v2?page-id=0%3A1&
node-id=2%3A2&starting-point-node-id
=2%3A2

User Testing Analysis

Dissecting the testing feedback, synthesizing data, and prioritizing iterations helped me address improvements to the user flow and user experience.

Improvements included:

- Adjusting the onboarding flow
- Making page names more clear
- Differentiating the traveler icon from an account icon

Selectable iOS Prototype

By integrating formal iOS components and feedback from user testing, I added UI elements and iterated my wireframes into an improved (but never final ;) prototype.

PROTOTYPE LINK
https://www.figma.com/proto/K7XH1Hqbj9UGQ6GRNT1G3H/HW4-Digital%2FSelectable-Wireframes-v3-iOS?page-id=0%3A1&node-id=3%3A2&viewport=257%2C48%2C0.31&scaling=scale-down&starting-point-node-id=2%3A2

Results & Reflection

The results upon using the design thinking process and user testing leads me to believe that the GoTogether app prototype successfully solves problems for travelers planning group travel.

Further, this success and value comes from the research done before a solution was evident.

Over the course of this project, I realized that starting projects from self-imagined value propositions only lead to misaligned products. Every phase in the design thinking process considers the user, and every phase provides unique value to the end product.

- Objective user research and intentional definition were immensely insightful phases for me. The aligned value proposition was conceived here, and allowed for the next phase.

- The prototying and testing cycle helped me better realize the significance of drafting ideas and testing them—before moving into UI.

- Always relating back to user empathy, the design process is truly an iterative cycle. No matter what phase a UX designer may be in, there is always a way to improve user experience by cycling through this process.