trip planner

2021

Having A **Smooth And Hassle Free Trip** Has Never Been Easier!
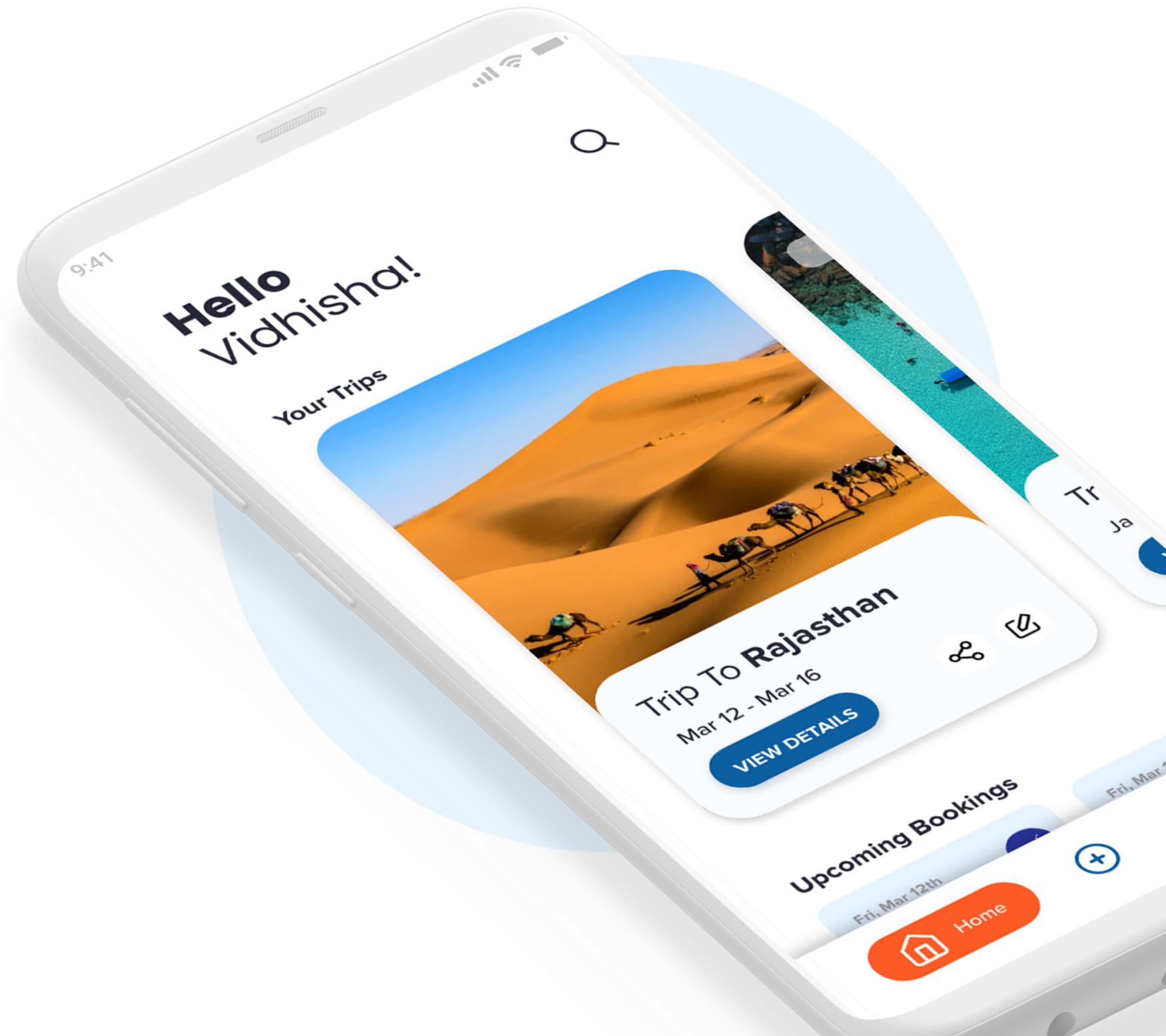
App Design Documentation - Vidhisha Kedia

Platform

Android

Duration

4 Days

Overview

You are a resident of Bangalore and have planned a trip with your friends to Rajasthan covering Jaipur, Udaipur Jaisalmer and a few other places around them. You all have collectively made all the necessary bookings online through multiple channels like Makemytrip, Airbnb etc. You have also listed down the attractions you'd want to visit in these places. At the time of travel it is a challenge for you to find, access and manage the necessary details quickly under various circumstances like low network scenario etc.

Design Challenge

Design an interface that helps users manage these bookings efficiently and conveniently, so they can have a smooth and hassle free trip.

My Process

My process will be different in different projects and will be determined by many factors such as the project goals, business needs, complexity of the problem, time and etc. Here I'll describe my process for solving this problem.

Research

Identify challenges and evaluate existing solutions

Ideation

Brainstorming and concept sketches

Design

User flows and visual design system

Prototype

Prototyping user flows

Research

The main goal of the research was to understand people's actions, needs and behaviours to gain a deeper understanding of the problems, and receive valuable insights for the design decisions of the product.

STEPS UNDER RESEARCH

1. **Defining The User**

2. **Understanding The Why With User Research**

3. **Structuring The Interview Insights**

4. **Identifying The Pain Points**

5. **Competitive Analysis**

6. **Listing All The Findings**
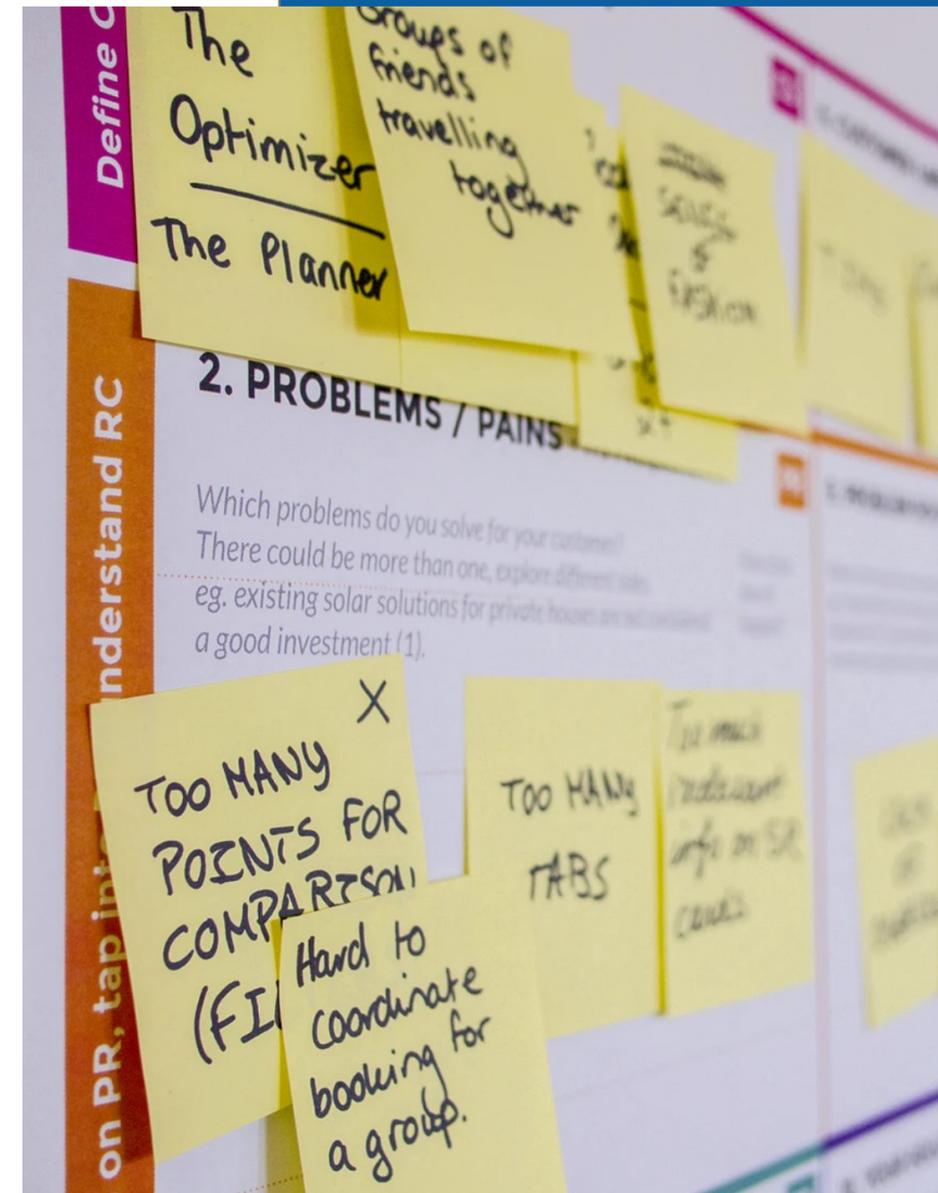
Define The User

I started my design process by defining the user to build empathy with them and to identify exactly what they need from the product.

Meena Rajput

Android User

AGE	LOCATION	MARITAL STATUS
25	Bengaluru	Single

ABOUT

Meena is from Bengaluru. She stays with her parents. She loves hanging out with her friends. She has an OCD of ordering or arranging things. Discovering new places and immersing herself in new experiences is her passion. She makes it a point to go on one trip every year with her friends.

NEEDS

- Find, access and manage her trip booking details quickly

- List down the attractions she wants to visit in her trip

- Google maps is very important to her while exploring new places on trips

GOALS

- Spend time with her friends and family

- Run out of pages in my passport.

- Save Money

PAIN POINTS

- Easy way to find all her bookings and documents in one place

- Make it easy to plan out all the attractions she wants to visit

- Accessing the trip details when there is no internet availability

"Life Is Short, And The World Is Wide."

"Being Organised Is Being In Control."

Understanding The Why With User Research

To gather deeper insights about the topic, I interviewed **6 people** who enjoy traveling to new places. These were a few people from **friends and family** based on the persona, **aged 20 - 35** who were both **male and female.** My questions sought to gather information about existing resources, travel planning logistics, and pain points in the travel experience.

QUESTIONS

Can you take me through the last trip you went on?

How did you plan your last trip?

How do you make your bookings for the trip?

Interviews Insights

6 out of 6

Go on trips with friends and family at least **once a year**

3 out of 6

Have faced **connectivity issues** while travelling

4 out of 6

Need a way to **plan out their trips better**, especially while travelling with friends

2 out of 6

Face issues to find their travel bookings **documents**

4 Out of 6

Have faced issues to **find the contact details** for their bookings

5 out of 6

Make **bookings for activities** for their trips

Pain Points

Based on my interviews, common problems that interviewees experienced when planning a trip to a new place were:

1. It is tedious to find all the bookings and documents.

2. When travelling with friends, planning the trip together and keeping a track of all the bookings is problematic.

3. To plan out all the places travellers want to visit on their trip is difficult and time consuming.

4. It is tiring to track all the payments while booking

How might we make the planning of trips easier for travellers?

Competitive Analysis

After identifying the problem, I looked at popular existing apps to see if they filled the need.

100M+
Installs

⭐ **4.7**

2M+ Reviews

Booking.com

Book your whole trip in one app (accommodations, flights, car rentals, taxis and more)

100M+
Installs

⭐ **4.4**

1M+ Reviews

Tripadvisor

The ultimate holiday planner and travel companion.

10K+
Installs

⭐ **4.7**

364 Reviews

Wanderlog

See flights, hotels, and attractions in one place

1M+
Installs

⭐ **3.9**

6K Reviews

Roadtrippers

Plan your summer road trip with friends or find an amazing place nearby you never knew existed.

5M+
Installs

⭐ **4.4**

57K Reviews

TripIt

We make it easy to sync travel plans to your calendar or share them with anyone you choose.

1M+
Installs

⭐ **4.6**

13K Reviews

Visit A City

Planning your trip should be simple and fun. It's free and it works offline.

Understanding Competitor's Users

After researching through the existing apps, I went through the ratings and reviews of all the apps to understand how happy the users were with the app and if they are facing any issues in the existing solutions. Based on this following are the insights I was brought down to.

1. **Users are happy with finding all their bookings in one place.**

2. **Users want to share their trip bookings easily with others, even without installing the app**

3. **Checking all their details offline is very important to the users**

4. **Users want to save and organise all your favourite travel ideas and see them on a map**

5. **Syncing all their booking automatically is essential to the users**

Philip Bennett
★ ★ ★ ★ ★ February 9, 2021

Wanderlog is an essential app for the keen traveller/explorer. It is both easy to compile and use and can be stuffed concisely with however much information you feel you need to add. It is capable of logging flight details, accommodation and excursions whilst also calculating travel time between venues/sites, be it via private car, public transport or on foot. This is the Mutz Nutz 👌

marti8751
★ ★ ☆ ☆ ☆ March 11, 2020

Was better when you could share trip details with others without forcing them to install the app.

Delena Russell
★ ★ ★ ★ ☆ February 3, 2021

The only problem I've had with this app is when information (dates) are incorrect and the procedure to change or cancel is confusing and frustrating...otherwise I love the savings and convenience are outstanding!

Juan Juarbe
★ ★ ★ ★ ★ December 2, 2020

Very useful for planning and organizing your visit. It is a very good tool for covering all aspects of the trip. Excellent, every body should use it when traveling.

Key Findings

Below are the problem areas which require potential solutions on the basis of the research steps I followed

1. **Users find tracking their booking difficult**

2. **Users are not able to find information in low connectivity areas**

3. **Users are not able to plan their trip with others**

4. **Users are not able to find the contact information about their bookings easily**

5. **Users find difficulty in knowing how to visit their favourite places**

6. **Users find difficulty tracking payments made while booking**

Ideation

After synthesizing the insights, I brainstormed potential design solutions and went through rounds of downselection to decide on a single design concept.
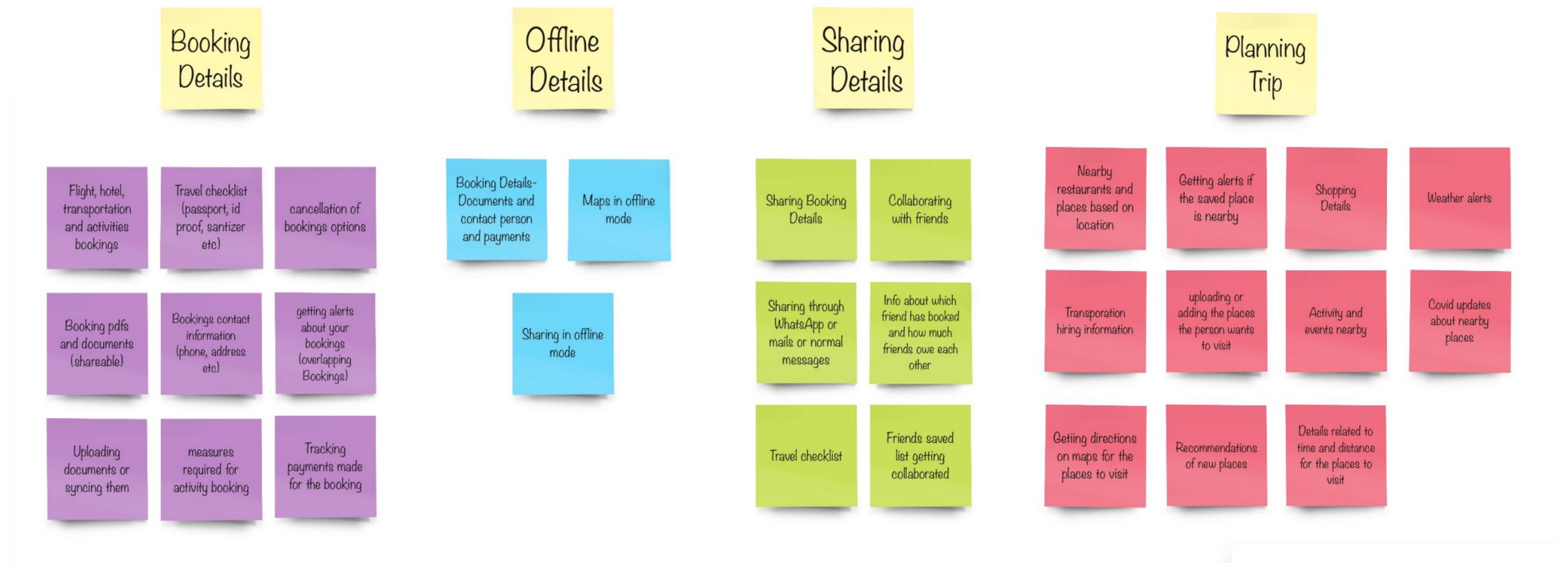
STEPS UNDER IDEATION

1. Gathering Ideas

2. Prioritising The Potential Solutions

3. Defining The Solution

4. User Journey Flow

Gathering Ideas

The research made it evident how different users would plan their trips differently. After summarising the information from user interviews and data analysis, It was the time to sketching different solutions to help the users. **Using affinity mapping method, I listed down all the potential problems and solutions based on the interviews and competitors apps and started grouping them.**

AFFINITY MAPPING

Booking Details

Flight, hotel, transportation and activities bookings	Travel checklist (passport, id proof, santizer etc)	cancellation of bookings options
Booking pdfs and documents (shareable)	Bookings contact information (phone, address etc)	getting alerts about your bookings (overlapping Bookings)
Uploading documents or syncing them	measures required for activity booking	Tracking payments made for the booking

Offline Details

Booking Details- Documents and contact person and payments	Maps in offline mode
Sharing in offline mode	

Sharing Details

Sharing Booking Details	Collaborating with friends
Sharing through WhatsApp or mails or normal messages	Info about which friend has booked and how much friends owe each other
Travel checklist	Friends saved list getting collaborated

Planning Trip

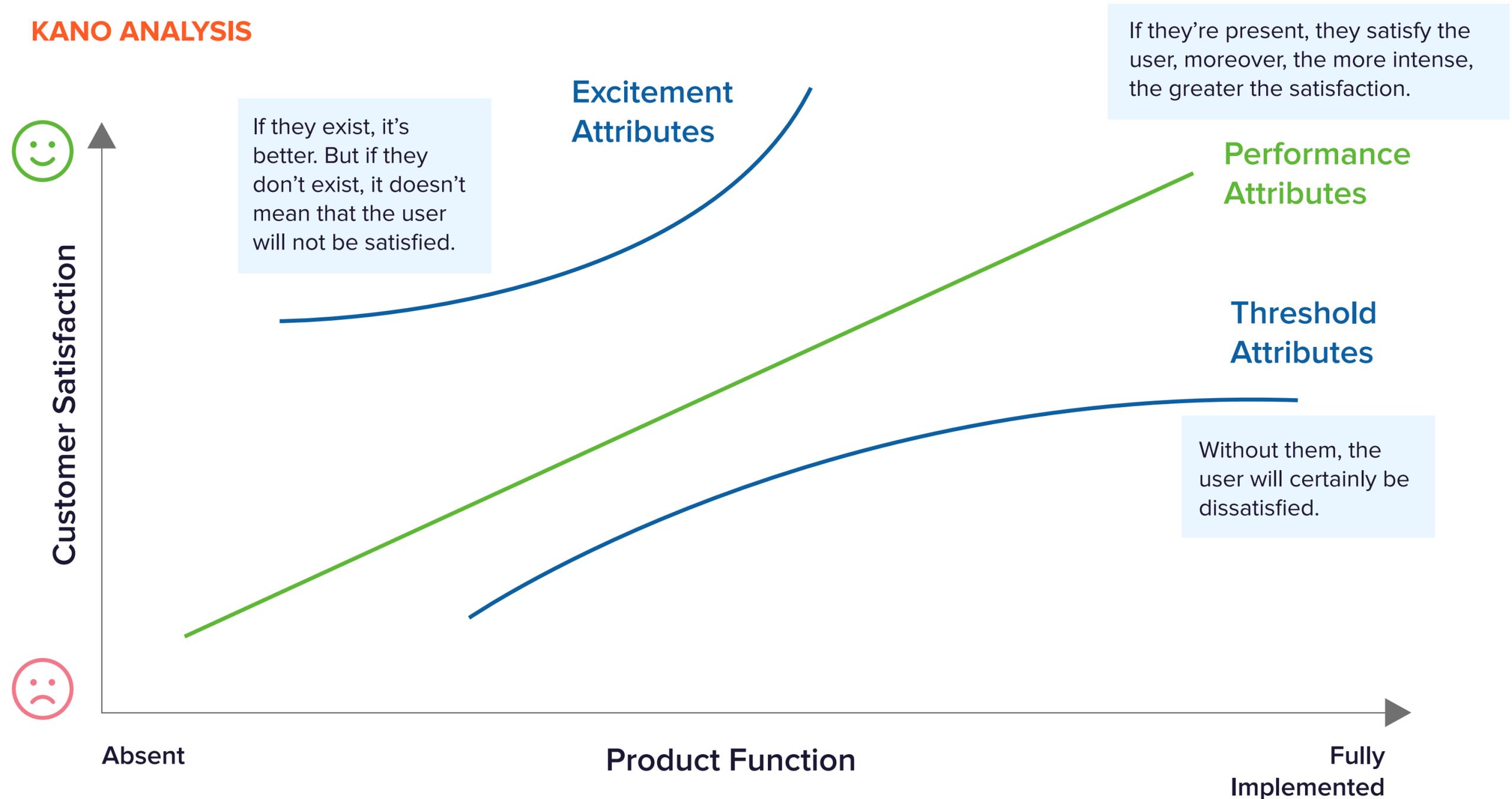|			
Nearby restaurants and places based on location	Getting alerts if the saved place is nearby	Shopping Details	Weather alerts
Transporation hiring information	uploading or adding the places the person wants to visit	Activity and events nearby	Covid updates about nearby places
Getiing directions on maps for the places to visit	Recommendations of new places	Details related to time and distance for the places to visit	

Note: Refer the Miro board to get better details

IDEATION

Prioritising The Potential Solutions

In this step I used Kano analysis technique to understand and prioritise different solutions.

KANO ANALYSIS

If they're present, they satisfy the user, moreover, the more intense, the greater the satisfaction.

Excitement Attributes

If they exist, it's better. But if they don't exist, it doesn't mean that the user will not be satisfied.

Performance Attributes

Threshold Attributes

Without them, the user will certainly be dissatisfied.

Customer Satisfaction

Absent

Product Function

Fully Implemented

Excitement Requirements

Getting places to visit recommendations

Tracking and budgeting the payments for the bookings

Weather alerts about the place to visit

Way to create a travel checklist or getting travel guidelines information

Performance Requirements

The more the booking details given, the more satisfied is the user

The more collaborating options, the more satisfied is the user

The more information about different nearby activities and suggestions given, the more satisfied is the user

Threshold Requirements

Finding all the bookings in one place

Finding maps and booking details in offline mode

Sharing booking details

Syncing or Uploading booking details

Cancellation policies and way to cancel bookings

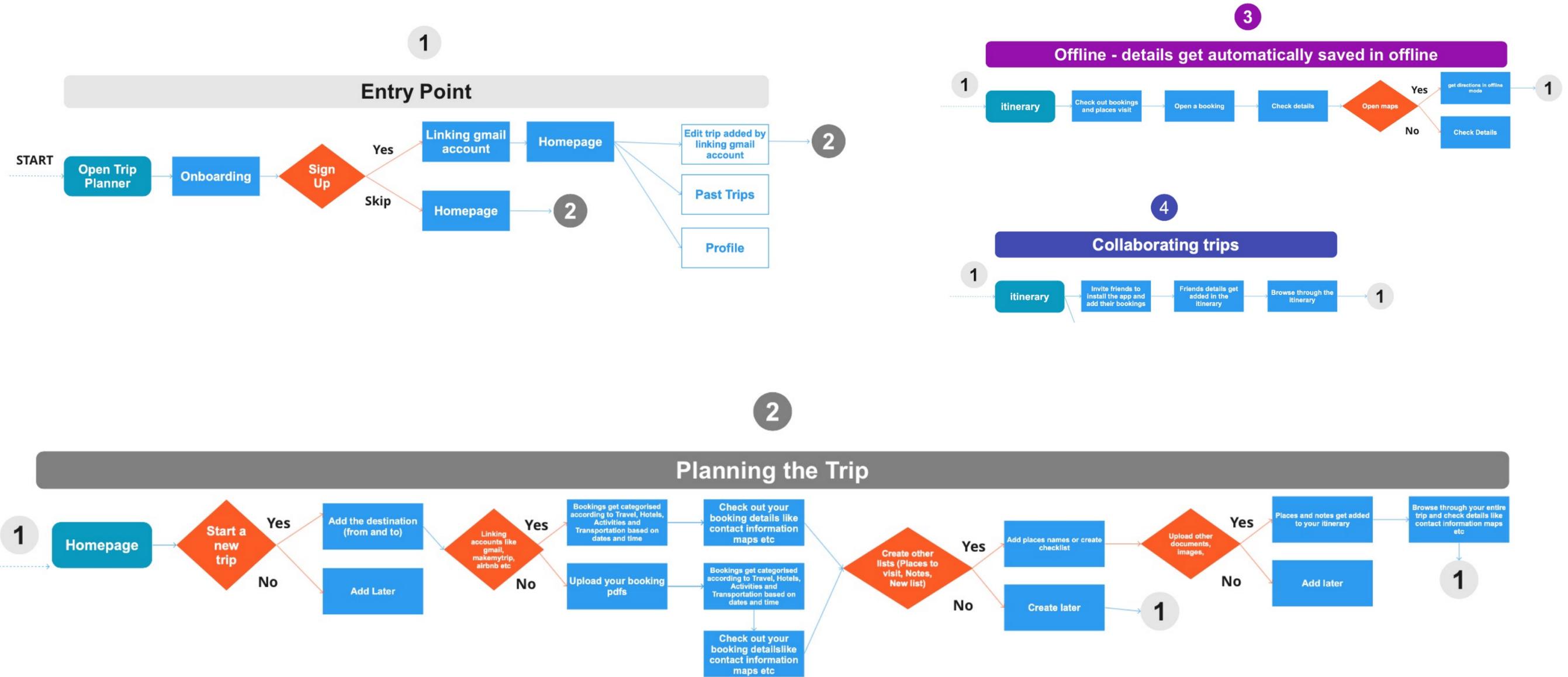Notifications or alerts about bookings

IDEATION

The Solution

Based on affinity mapping and Kano Model, following are the solutions I came up with

1. See flights, hotels, and attractions and other bookings in one place

2. Access to travel plans and maps online and offline.

3. Get notifications and reminders about your bookings

4.   Share and collaborate with friends in real-time

5. Automatically import reservations by forwarding emails or connecting your Gmail account or other apps like Makemytrip, Airbnb etc

User Journey Flow

Creating UX flow helps me to understand the whole user journey and covering all the screens.

1

Entry Point

START → **Open Trip Planner** → **Onboarding** → **Sign Up**

- **Yes** → **Linking gmail account** → **Homepage** → **Edit trip added by linking gmail account** → **2**
  - **Past Trips**
  - **Profile**
- **Skip** → **Homepage** → **2**

3

Offline - details get automatically saved in offline

1 → **itinerary** → **Check out bookings and places visit** → **Open a booking** → **Check details** → **Open maps**
- **Yes** → **get directions in offline mode** → **1**
- **No** → **Check Details**

4

Collaborating trips

1 → **itinerary** → **Invite friends to install the app and add their bookings** → **Friends details get added in the itinerary** → **Browse through the itinerary** → **1**

2

Planning the Trip

1 → **Homepage** → **Start a new trip**
- **Yes** → **Add the destination (from and to)** → **Linking accounts like gmail, makemytrip, airbnb etc**
  - **Yes** → **Bookings get categorised according to Travel, Hotels, Activities and Transportation based on dates and time** → **Check out your booking details like contact information maps etc**
  - **No** → **Upload your booking pdfs** → **Bookings get categorised according to Travel, Hotels, Activities and Transportation based on dates and time** → **Check out your booking details like contact information maps etc**
- **No** → **Add Later**

→ **Create other lists (Places to visit, Notes, New list)**
- **Yes** → **Add places names or create checklist** → **Upload other documents, images,**
  - **Yes** → **Places and notes get added to your itinerary** → **Browse through your entire trip and check details like contact information maps etc** → **1**
  - **No** → **Add later**
- **No** → **Create later** → **1**

Note: Refer the Miro board to get better details

IDEATION

Design

After synthesizing the insights, I brainstormed potential design solutions and went through rounds of downselection to decide on a single design concept.
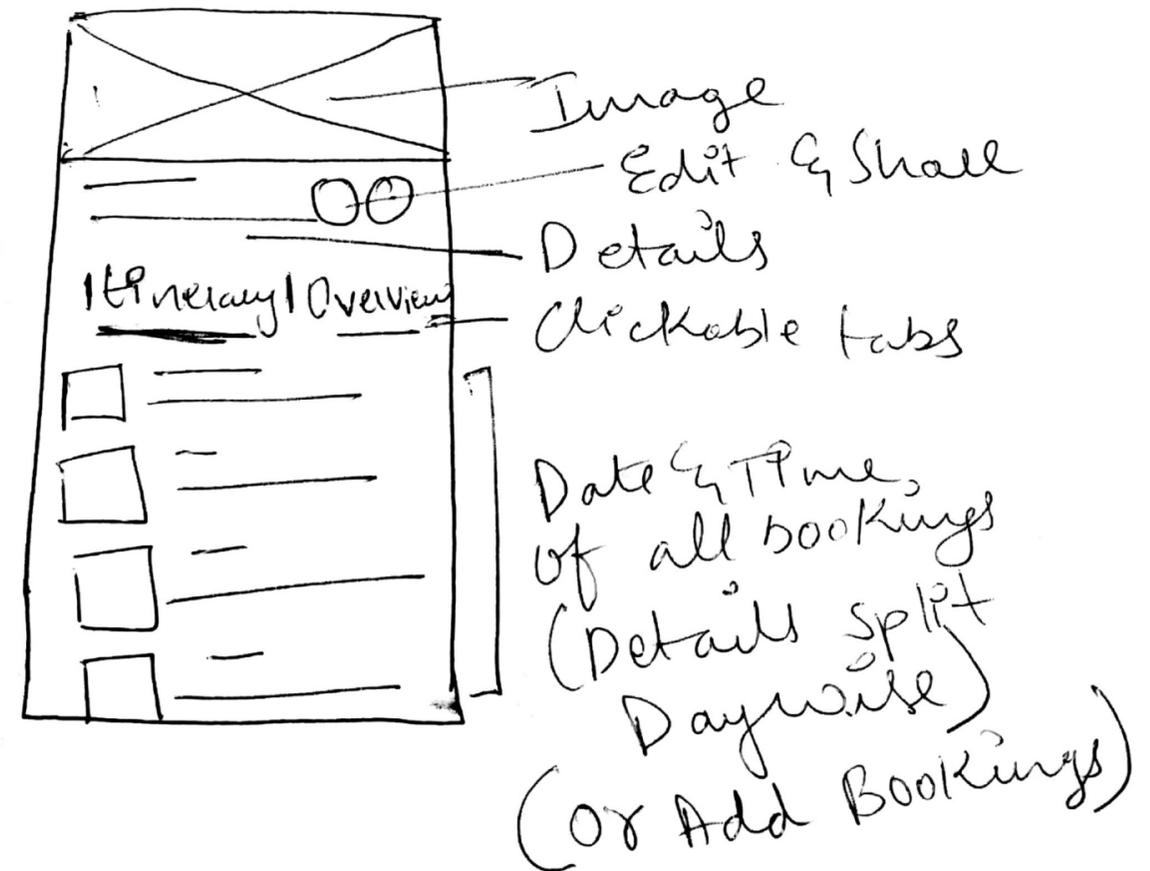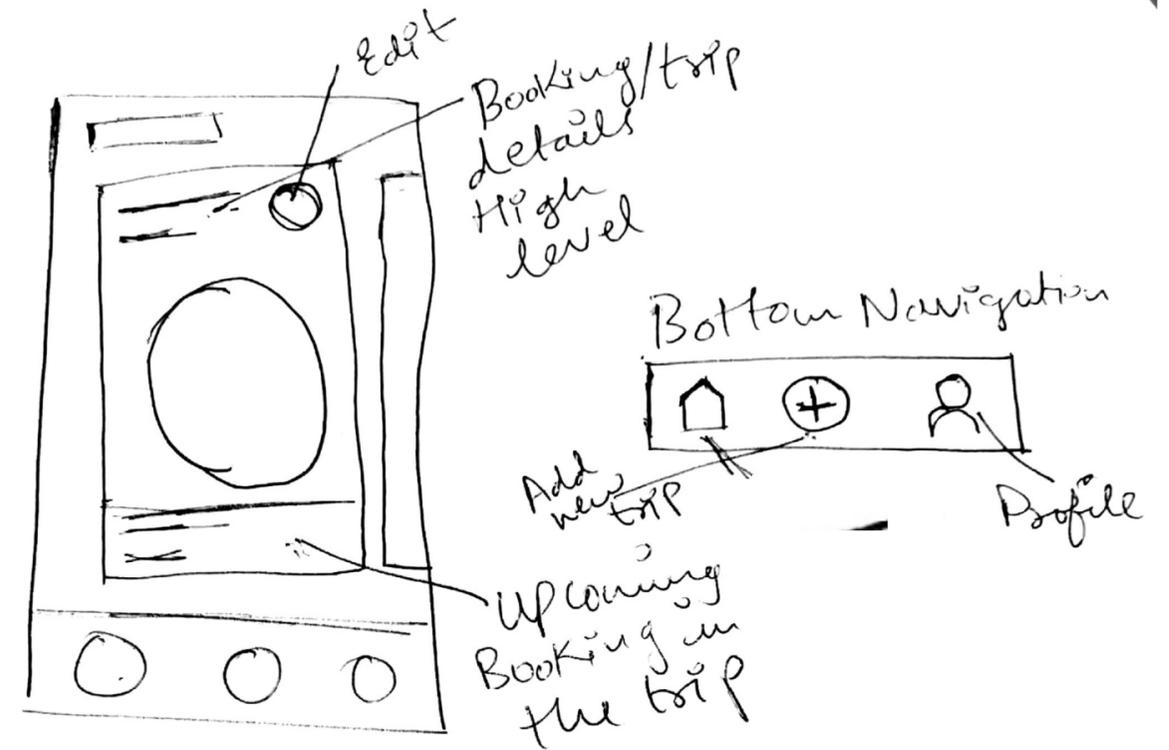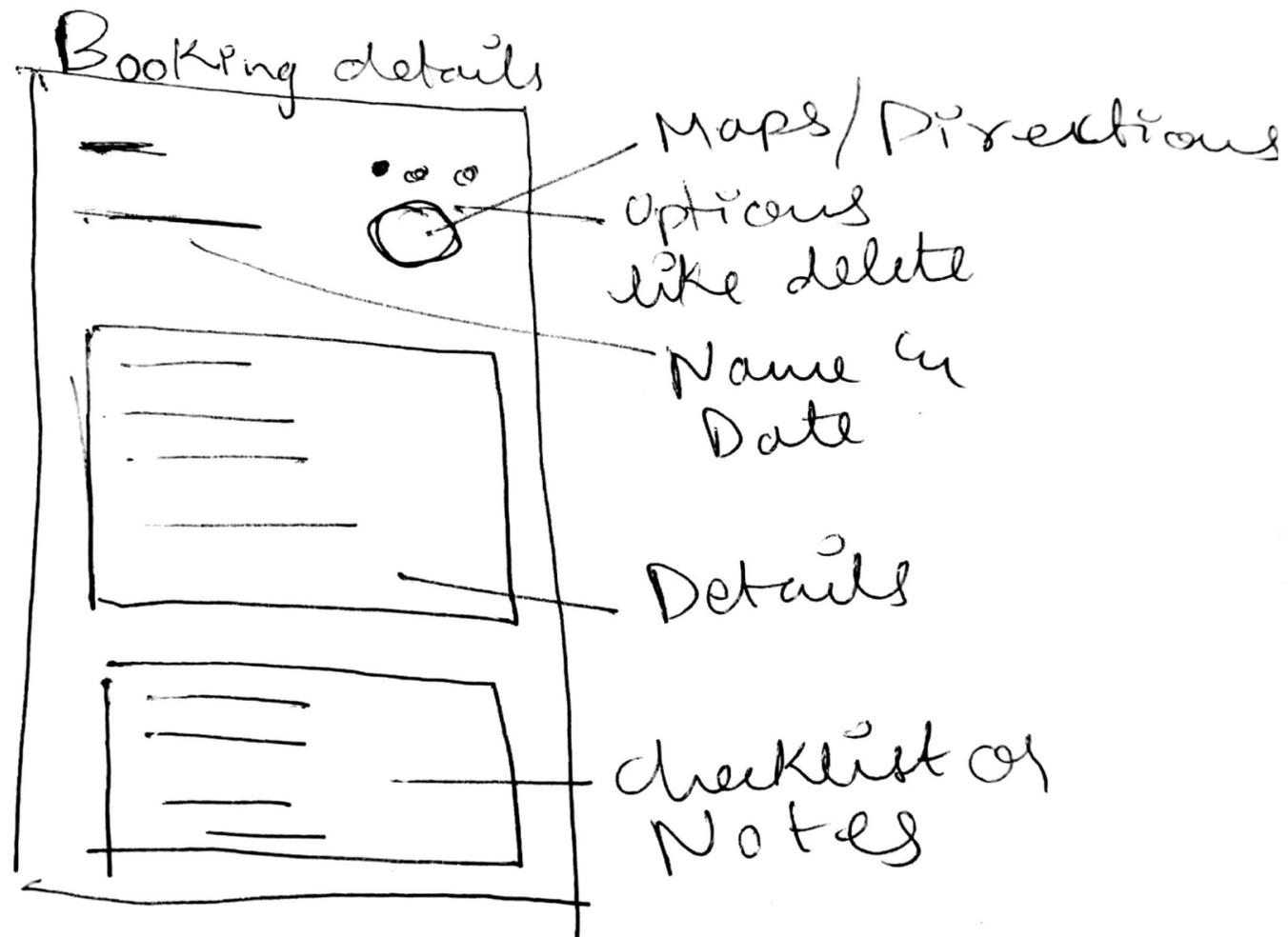
STEPS UNDER DESIGN

1. Wireframes

2. Identity Design

3. Style Guide

4. Design Components

5. Designs
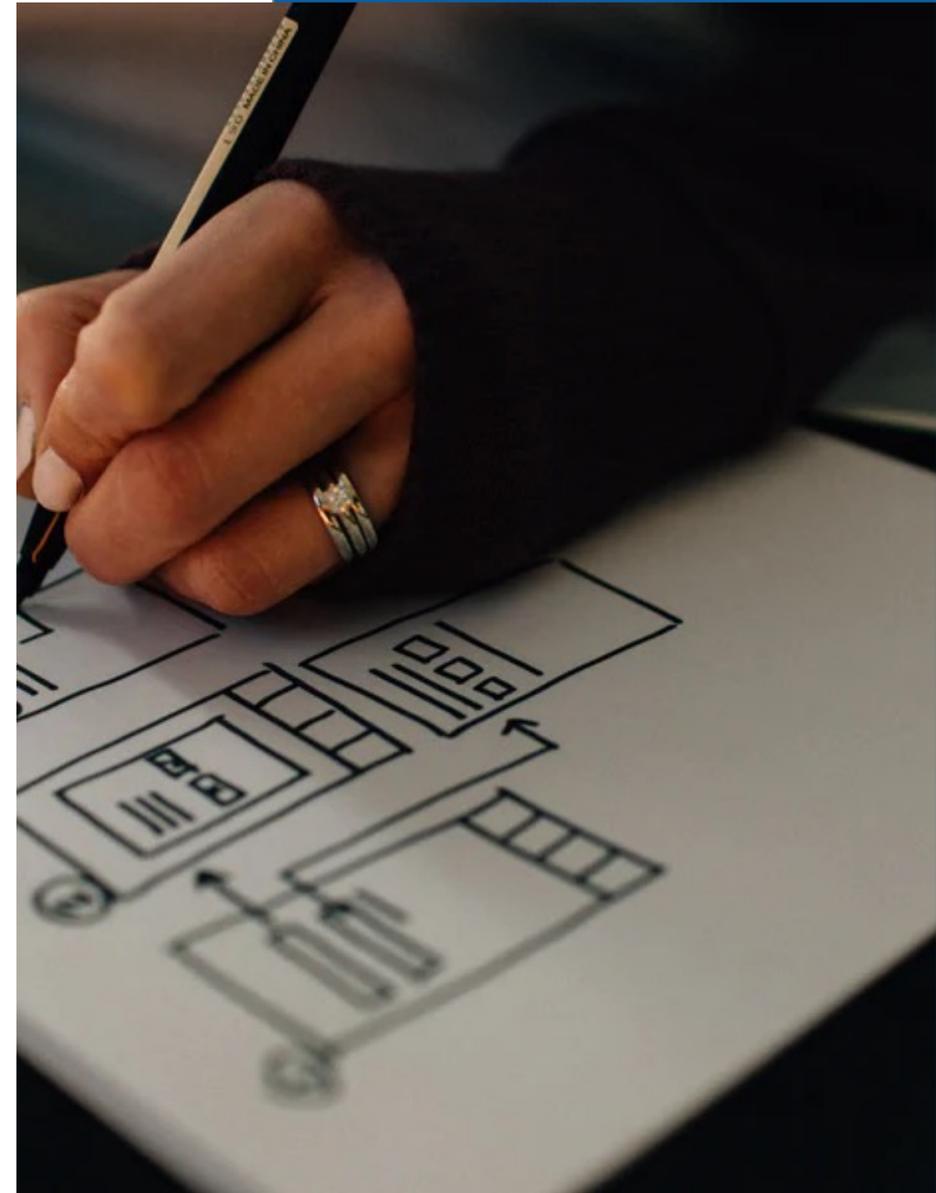
Low Fidelity Wireframes

Before moving to XD, I drew wireframes to guide my designs and user interactions.

Booking details

Maps/Directions

Options like delete

Name & Date

Details

Checklist or Notes

Edit

Booking/trip details/trip High level

Bottom Navigation

Add new trip

Profile

Upcoming Booking in the trip

Image

Edit & Share

Details

Clickable tabs

Itinerary/Overview

Date & Time of all bookings (Details split Daywise) (or Add Bookings)

Identity Design

Before moving to XD, I drew wireframes to guide my designs and user interactions.

trip
planner

Travel + Planner + Letter T

Style Guide

Based on the product I created digital guidelines for the app

COLOR PALETTE

Secondary
#FC5B26

Primary
#0C5FA1

Secondary
#E5F4FF
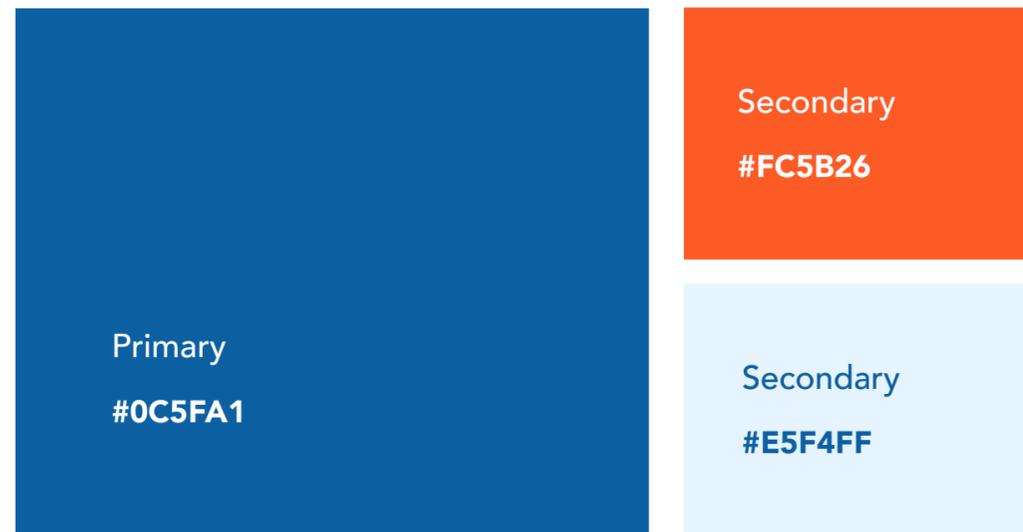
ICONS
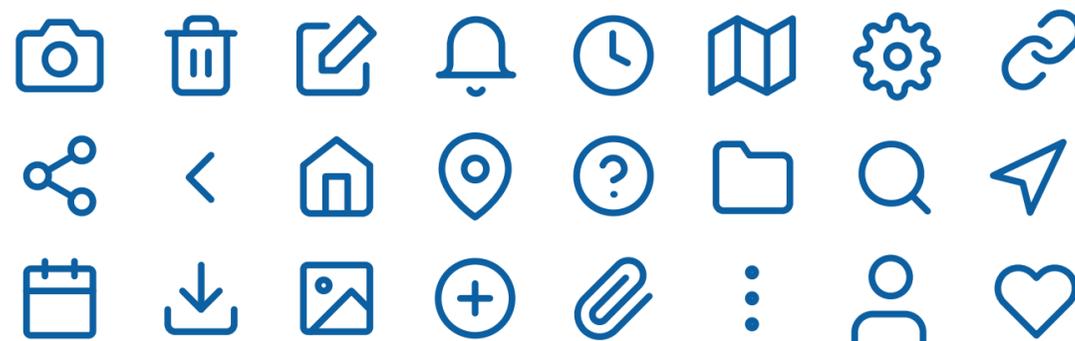
TYPEFACE

Poppins

AaBbCcDd

HEADINGS AND TITLES

Proxima Nova

AaBbCcDd

BODY AND BUTTONS

DESIGN

Design Components

Fri, Mar 12th   🕐 2:00

The Oberoi Udaivilas, Udaipur

CALL NOW ›

Trip To **Rajasthan**

Mar 12 - Mar 16

VIEW DETAILS

Trip To Rajasthan ⋮

📅 Mar 12 - Mar 16   4 Members

Last Updated Today By You

START YOUR JOURNEY ›

🏠 Home   ⊕   👤

BLR - UDR   INDIGO 6E 978

🕐 1:20 PM - 3:40 PM

CHECK IN NOW ›

Fri, Mar 12th   *Added By Rashi*
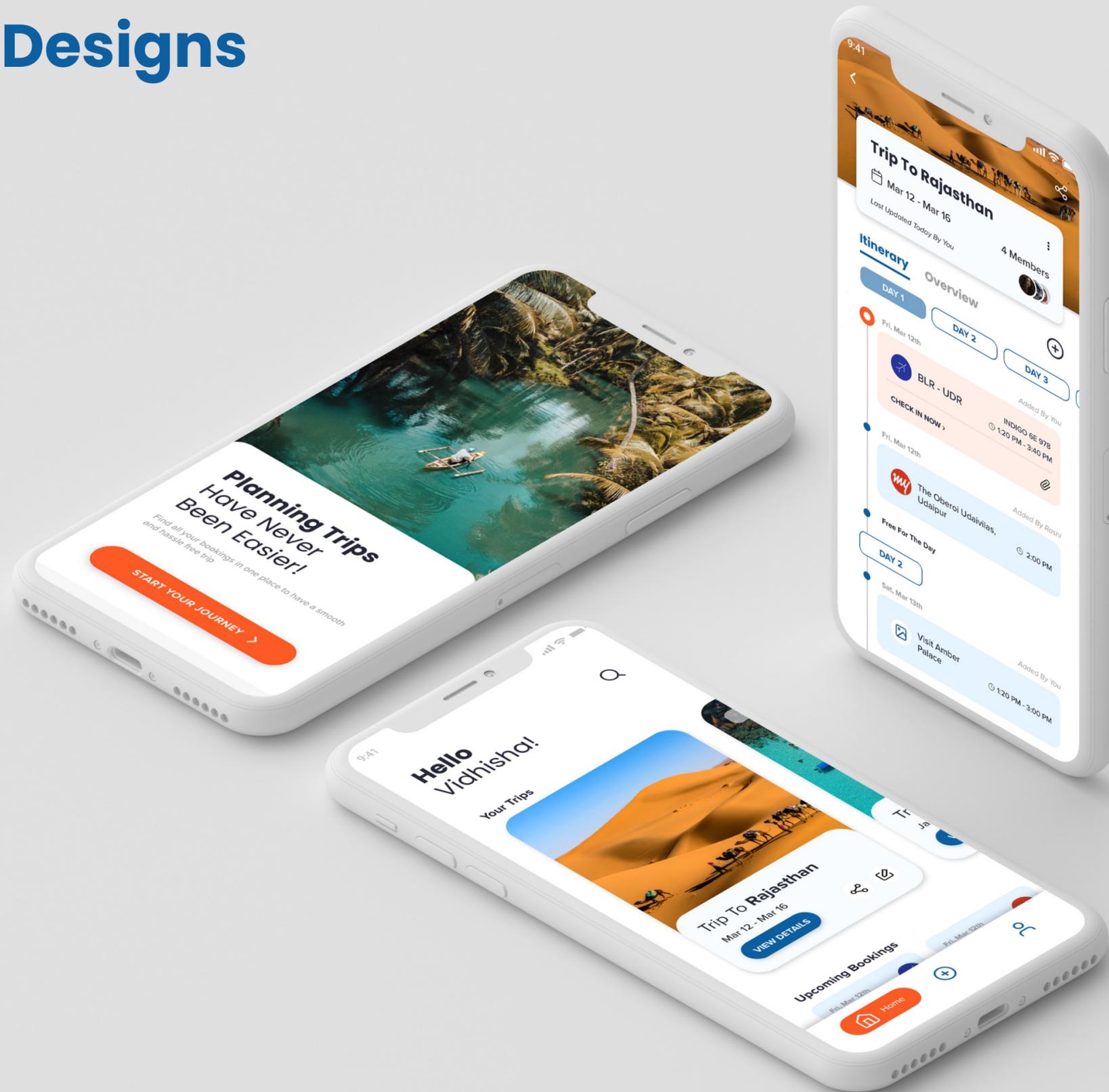
The Oberoi Udaivilas, Udaipur   🕐 2:00 PM

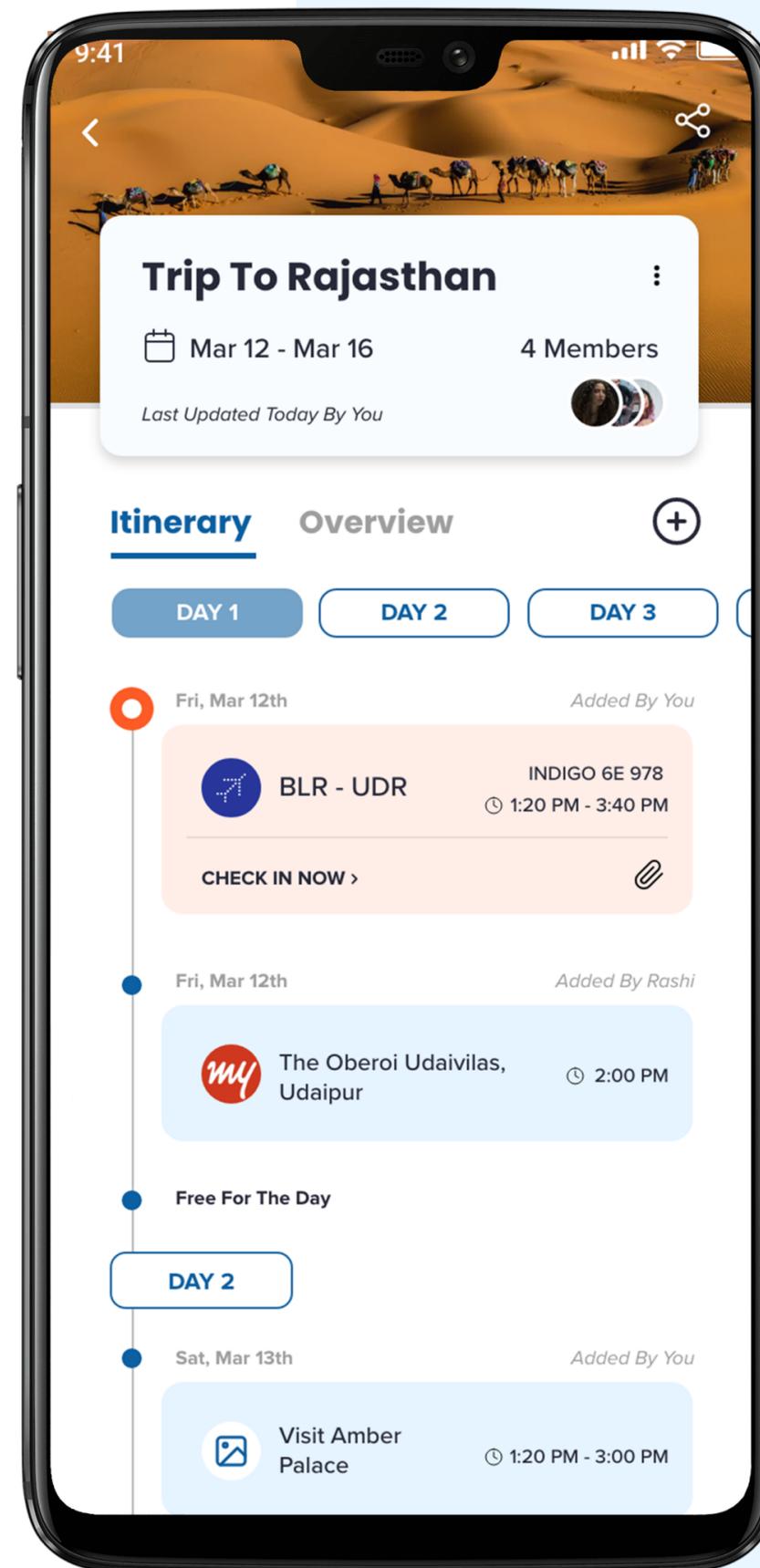Fri, Mar 12th

BLR - UDR
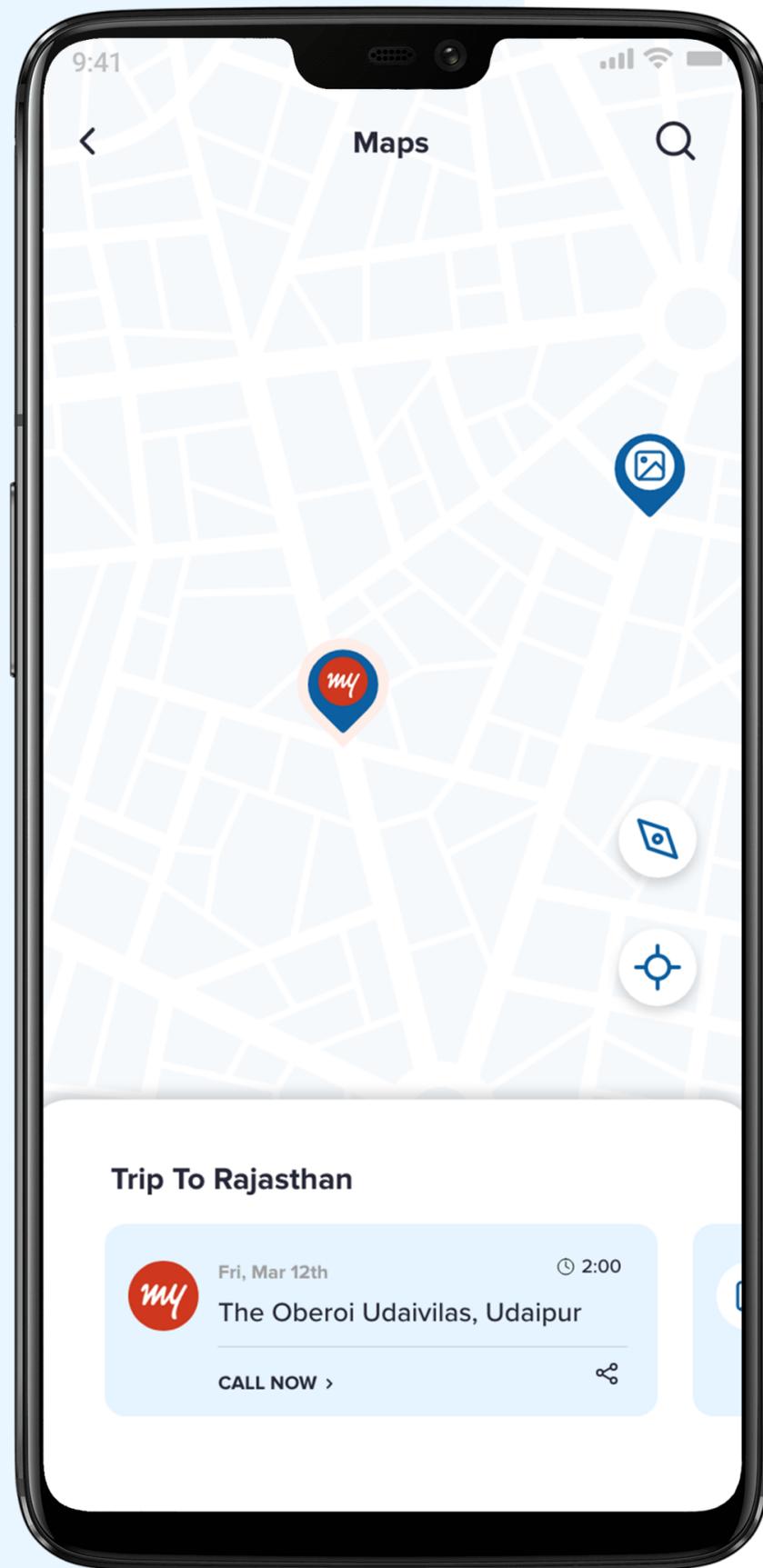
INDIGO 6E 978

🕐 1:20 PM - 3:40 PM

CHECK IN NOW ›

App Designs

Your Travel Plans And Itinerary Simplified

See flights, hotels, and attractions and other bookings in one place

9:41

<

Trip To Rajasthan ⋮

📅 Mar 12 - Mar 16   4 Members

Last Updated Today By You

Itinerary   Overview   ⊕

| DAY 1 | DAY 2 | DAY 3 |

Fri, Mar 12th   *Added By You*

7 BLR - UDR   INDIGO 6E 978
                    🕐 1:20 PM - 3:40 PM

CHECK IN NOW ›   📎

Fri, Mar 12th   *Added By Rashi*

my The Oberoi Udaivilas,   🕐 2:00 PM
    Udaipur

Free For The Day

DAY 2

Sat, Mar 13th   *Added By You*
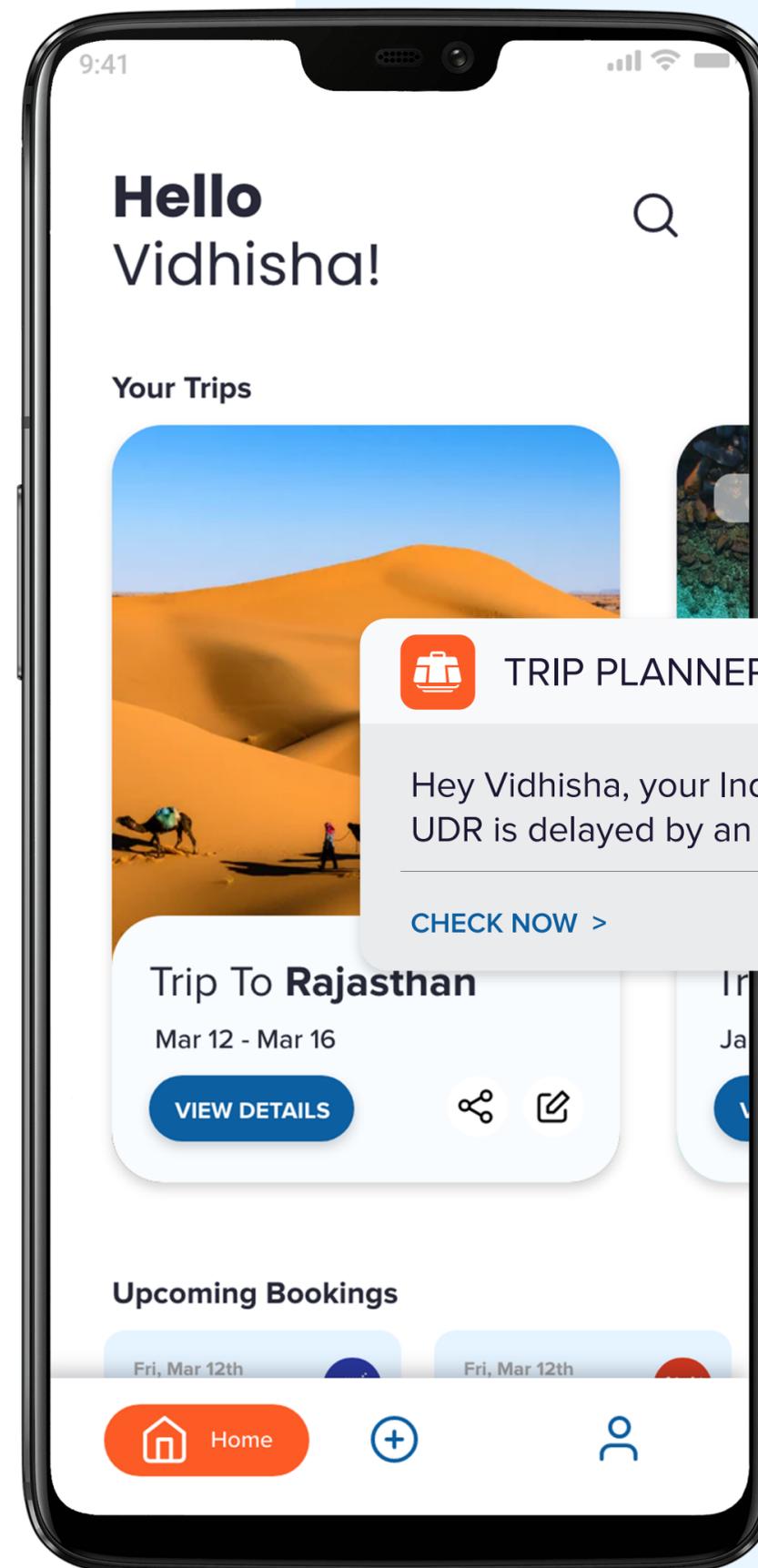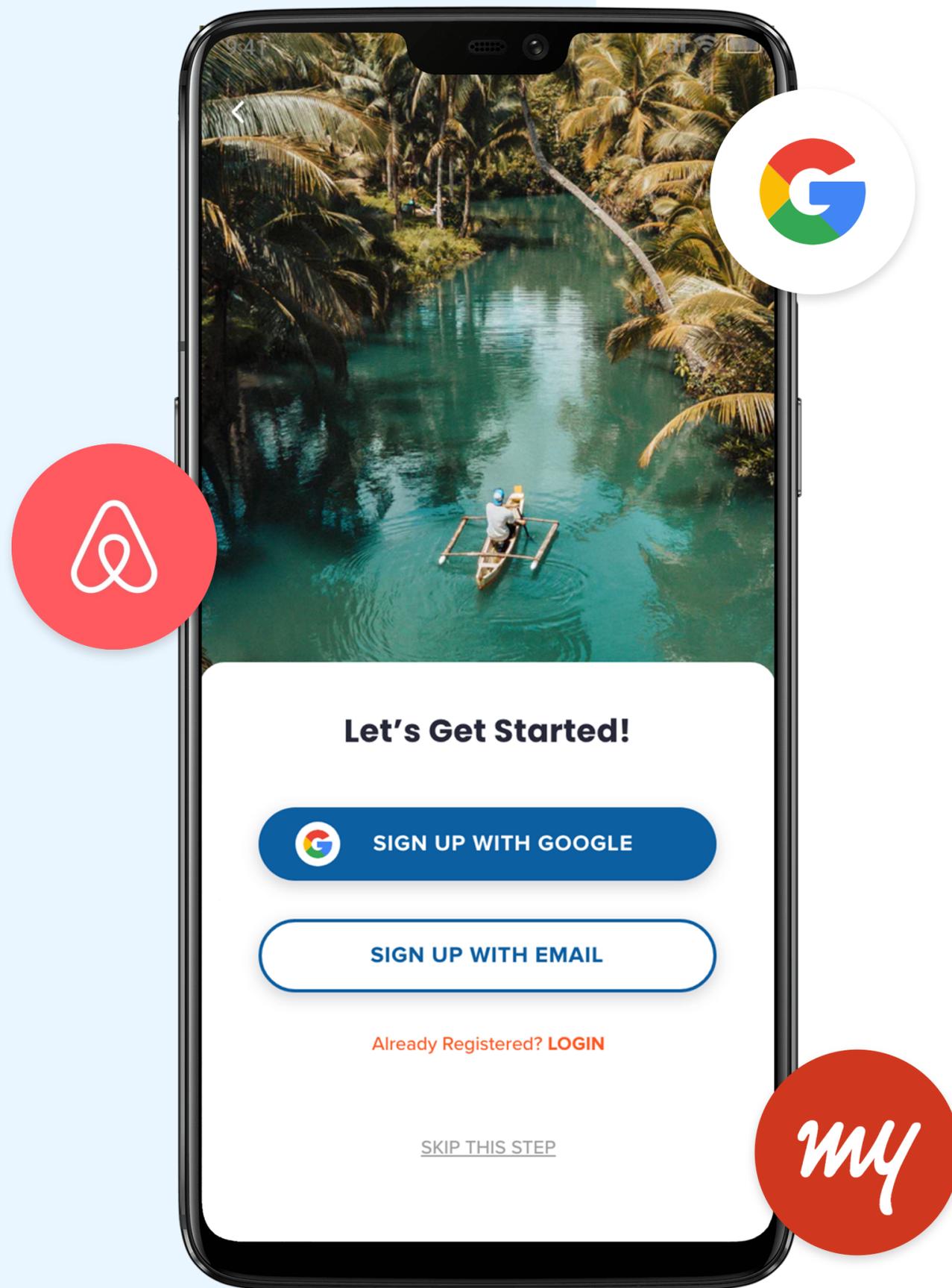
🖼 Visit Amber   🕐 1:20 PM - 3:00 PM
    Palace

See Your Map And Lists In One View

View plans on a travel map & map your route. See the maps in offline mode too.

Never Miss Out Changes Made In Your Trip

Get notifications and reminders about your bookings

DESIGN

Sync Your Bookings Easily

Automatically import reservations by forwarding emails or connecting your Gmail account or other apps like Makemytrip, Airbnb etc

Let's Get Started!

SIGN UP WITH GOOGLE

SIGN UP WITH EMAIL

Already Registered? LOGIN

SKIP THIS STEP

DESIGN

Prototype

After creating the designs I created a prototype of one flow using XD

Please refer the XD document

Or

**Use this link
https://xd.adobe.com/view/85b59fd3-23f6-4b69-b500-448e9d7cff50-d0e6/?fullscreen**

References

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https://play.google.com/store/apps/details?id=com.booking

https://play.google.com/store/apps/details?id=com.tripadvisor.tripadvisor

https://play.google.com/store/apps/details?id=com.visitacity.visitacityapp

https://play.google.com/store/apps/details?id=com.roadtrippers

Thank You!