# PROJECT OVERVIEW

**THE PROBLEM:**

Travellers find the process of planning trips abroad challenging, as there's a lot of information they need to consider such as travel restrictions, political climate, time constraints, and the booking process. This can be overwhelming for the traveller if there's knowledge gaps, making it more likely for a mistake to be made. How can we make the process more efficient to minimise the chances of travel plans failing?

**THE SOLUTION:**

Create a mobile app which retrieves the required information needed to ensure a pleasant travel experience for the traveller. The app can help users make informed decisions without needing to rely on external media or sources to help them make the right travel decisions and ensure they get the best value for their time. The entire trip can be organised in one single app which incorporates group chat functionality, roaming data and different widgets within the app to help guide travellers step by step.

**MY ROLE:** UX Designer (Individual Project), UX Researcher

**TOOLS:** Figma, Google Forms, In-Person Interviews, Zoom Interviews, Audio Recordings
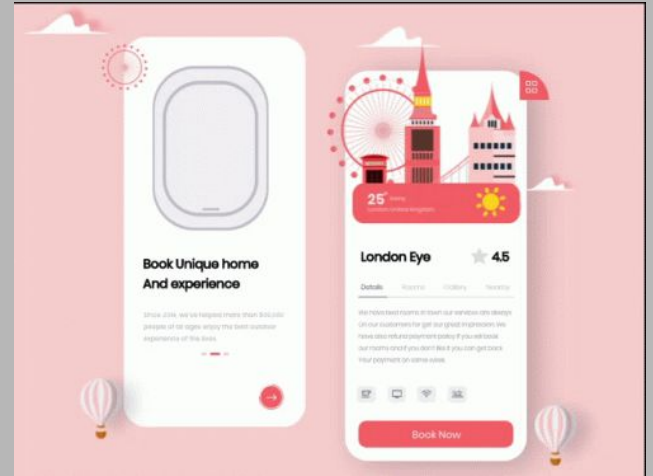
# PROJECT EazyFly

**MOBILE PROTOTYPE**
The app will be designed using Figma and will consist of multiple pages with information catered to the specific requirements of travellers who want a customised experience that's unique to their circumstances.

**GOAL**
The goal is to be able to create a mobile app for travelling where it provides users the different options that are tailored to the user's preferences and requirements. Some travellers know exactly what they want out of their trip but other travellers want a structured itinerary catered to their preferences and the goal is to be able to plan the entire trip in a single app without relying on external sources.

**MY ROLE & RESPONSIBILITIES**
To analyse the benefits and disadvantages of existing smartphone apps and try to correct the weaknesses of existing travel apps with my prototype design. I will be doing this by carrying out research through interviewing frequent travellers from diverse backgrounds and collating all their insights into one data set. The data set will be used to guide the process of building the mobile app for travellers that aims to solve the pain points based on the data from the interviews.

**TIMELINE**
4 weeks

**PROJECT EazyFly**

In this research project, I planned and conducted 20 interviews with stakeholders, current users, and potential users in both London and Birmingham.

| **5** | **10** | **5** |
|---|---|---|
| 1-1 Interviews | Users in Group Sessions | Client Stakeholder Interviews |

# User Research

Baz Kannan

# OBJECTIVES

- As a user researcher, I want to understand the user's thought patterns and the different factors and variables that influence their decision on how they make their travel plans with the apps.
- As a user researcher, I want to understand the user's perception towards what makes the travel app eye-catching for the users and find out about how travel company websites can stand out from competitors to increase engagement from users.
- As a user researcher, I want to understand the ways of making the user experience for users as intuitive and user friendly as possible and to find out about ways to help the user reach their goal or objective in fewest steps possible on the journey.
- As a user researcher, I want to find out about the motivations for travel for both solo and group travellers and understand their preferences, wants and their reasons for making the decisions they do and understand how to ensure a positive travel experience for everyone involved.

# PROTO-PERSONA



- **USER**
  Larmar Larenza

- **BIO**
  33 years old; single man; full time doctor; lives in East London with flatmates; commutes 2 hours a day to/from work with London Underground tube; cat owner- Lilly

- **LIKES**
  Animals; Travelling; Parties; Socialising; Meeting new people; Football; Being Organised; Getting tasks done; plans all his events and social life; trying new foods and outdoor recreation activities; solo and group travelling to different countries, being spontaneous in outings and plans; going on dates with different women

- **DISLIKES**
  Bad weather; commuting; last minute cancellations; misinformation on external websites and apps; unreliability; wasting time unnecessarily; poor customer service; organised chaos in group settings; multi-tasking; being alone; accommodation left in a poor state; indecisiveness between people

# INTERVIEW PLAN
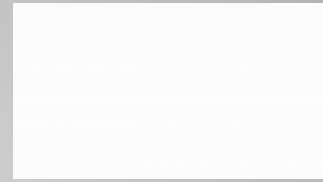


Questions to ask:

1. What is the step by step rough process you follow when planning your holiday trips and why do you plan your holidays this way?
2. Are you spontaneous and go with the flow when deciding travel plans or do you prefer having a structured routine and planning events beforehand in advance?
3. Why do you like to be spontaneous with your planning? / Why do you prefer to have a structured plan for travel?
4. What are the biggest pet peeves for you when planning travel trips abroad and why do you consider those problematic?
5. What is the most challenging aspect for you when planning trips and why do you find that challenging?
6. Why do you find these aspects challenging and what are you currently doing about it?
7. What are your biggest concerns when wanting to travel abroad to different countries and why do you consider these points as concerns?
8. What is the most stressful part of the trip for you and why is that aspect of the trip stressful?
9. What are you currently doing when planning your trips?
10. What apps do you use when planning your holidays and can you tell me the biggest problems and challenges you face when using these existing apps?
11. Is there anything you would like to see an improvement on with the existing travel apps you use and why should these changes be made?
12. What motivates you to travel and what does travelling abroad mean for you? Why do you want to travel to these locations?
13. Which problems do you hope to see resolved for users wanting to make travel plans and travel abroad in future travel apps?
14. How do you communicate with your partner or friends when travelling together and what are the biggest challenges you face when doing this?

# INTERVIEW PLAN (Continued)

Methodology:

-> Online Survey using Google Forms

-> Contacting existing network on Social Media

-> Posting on Facebook, Instagram and seeing the responses through polls and questions

-> User Interviews - 5 online interviews with prospective candidates using the proto-persona

-> 14 questions, 9 open-ended, 4 probing questions and 1 follow-up question

Google Forms Link:

https://docs.google.com/forms/d/1NzmQoUmiCcvMGlVUhxQhCdbh-REdIWnuh02fzf4LtVc/edit

# USER INTERVIEW INSIGHTS

- Users struggle to sometimes finding right flights on [booking.com](booking.com) and the right location
- Users feel that apps should ask you what you want from a holiday and then give you options, give you variables number of days and nights, budget, then recommend a few different solutions
- Users want app to ask you what you want from holiday and have it lead them to a certain direction catered to their preferences
- Users feel that having too much choice is a pain point and that the option of doing your own thing and own place should be given
- Users want the travel booking process to be easy and quick
- Users feel sometimes apps are glitchy and that it take ages to get from A to B.
- Users want the process to be as smooth as possible, no glitches, no slowing down, etc.
- Users commonly use booking.com and Google to build their travel itinerary.

- Users like having a structured plan to minimise time wasted
- Some users prefer a holiday that's spontaneous as they find it more fun and feel less like work.
- Users struggle to find the best value for money when using multiple apps
- Users find airport security and the immigration process to be a sticking point in their journey, worried about losing luggage or missing their connecting flights
- Users normally use [Booking.com](Booking.com), speak to friends when planning their travel
- Users want the app to have two sections that guides you to set of results, have an option for experienced travellers and beginner travellers and guide them to a particular holiday based on preferences
- Users want the app to be quick, efficient, informative, and get all the right data in right place.
- Users would benefit from information on how to make the airport process as smooth as possible to minimise stress

# USER INTERVIEW INSIGHTS

- Users have difficulty deciding on the destination, especially in a bigger group as different people have different preferences and ideas of a good holiday.
- Users start off with 3 different places and have a vote on deciding which country the group wants to travel to
- User wants to figure out how to book flights, modes of transport to the destination whether by flight, train, EuroStar or car. Planning stops and places they want to visit and the accommodation people want to stay at.
- User wants to figure out logistics to and from the airport, how to get to the airport whether it's through coach, taxi or train. Shortlisting accommodations and having a vote between the group to decide what the best option is
- User prefers to have a plan and rough guideline in place, making sure check in and all admin work is done properly before the day of the trip. Making sure there's no problem with airport security, check-in etc.
- User wants to make sure accommodation is comfortable for everyone's needs, whether sharing twin rooms or different separate rooms. Cooking facilities in AirBnB or food catering in Hotels, some hotels provide both breakfast and dinner.
- User doesn't like leaving plans to last minute and wants to prepare ahead of time to minimise stress. Making sure everyone's on the same wavelength for peace of mind



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DEALS

# USER INTERVIEW INSIGHTS

- User finds it frustrating when plans constantly change instead of committing to the original plan. Indecisiveness is a source of conflict for group travellers. Users need to take into account different perspectives from other travellers in the group.
- Optimum group size is 2-6 people, more than that becomes much more difficult logistically to plan travels
- User doesn't like to waste time and money if there's no plan in place for the holiday.
- User wants to be decisive and be recommended good options based on their preferences and requirements, being able to minimise indecisiveness.
- Having different options provided based on the group size, larger groups should have plans tailored to the majority
- Preferences on apps can be narrowed down or programmed to benefit the majority of the travellers in the group
- Make sure people are aware of FCO travel advice before travelling, can link the app to the FCO website so travel insurance does not get invalidated
- The apps should provide options for group travellers rather than just solo travellers, as groups are more stressful, deciding the meeting point, where to eat, which activities to do, sticking together in groups of two or more when deciding to do your own thing.
- Booking accommodation, flights and activities can be challenging when trying to do it through third-party websites as you're not booking directly on the company website, can be a problem with flexibility when trying to cancel or amend dates. Not sure who to contact or where to go to if facing problems with booking or technical difficulties. Sometimes hotel admin does not receive booking on their side which can cause problems with travellers.
- Booking.com can be difficult to use sometimes when checking for facilities, communication with the hotel staff isn't always clear and facilities aren't always listed or available when arriving on site.
- User wants to acquire new experiences, bring friends closer together, share stories together, opportunities for growth, meeting new people, and learning different perspectives

# USER INTERVIEW INSIGHTS

## User Insights

I hate transits and the whole process of stopping over at different airports and booking hotels in layover destinations if I run into problems with visas

It's a pain trying to find the right flights on booking.com

I want the best value for money as possible when finding flights and hotels to stay at

I don't want my holiday to feel like a chore and work, I took time off work for a reason!

I love having a laugh with my mates and exploring new places to meet new people

Dislikes glitchy apps and how it takes ages to get from point A to point B

Apps need to be smooth and not too slow to load up the pages I want displayed

I only prefer to travel to countries that are safe for me to travel to, I value my life and wellbeing

I find the whole process of going through airport security to be a headache, I'd like to be able to travel without worrying about whether I'm going to miss my flight or get delayed at security checkpoint.

I only know English and so it's important for me that there's no language barriers in being able to do the basics like groceries or booking activities abroad.

I want easy communication when planning my holiday trips and I would prefer to stick together when travelling as a group.

I feel that existing apps like booking.com gives me too much choice and has too many variables and filters which makes it overwhelming for me to choose the right place

I find it hard to choose the right location when trying to book a holiday

I hate how booking.com is non-refundable after a certain time period has passed, I would prefer to have free cancellation if something comes up that's outside of my control

I want my holidays to be fun and relaxing

I need to be able to take nice photos for my Instagram page

I would prefer an app to ask me what I want from my holiday and give me the options to choose from followed by a recommendation of a few different solutions

Sometimes I know what I want from my holiday but there's other times where I'm clueless and I need the app to guide me and provide recommendations and different options to choose from

I don't know what's the best option for me to choose when I'm planning my holiday, I hate wasting time and missing out on things

Challenges with the hotel receptionist or accommodation host where host is being strict about inviting friends to the hotel room

I need airport staff to be as thorough with their communication as possible, I need to be informed of all the information possible to ensure my journey through the airport is smooth as it can be

I find planning gets messy when using external apps like WhatsApp. I'd like there to be a group chat function in apps so all the planning with my group can be done in one location

When I plan a holiday for August, I have to plan my trips as far back as January and be mindful of my days of annual leave at work.

I prefer a spontaneous trip and being able to do things I didn't initially plan for, this ends up being more fun for me

I love meeting new people, trying new foods and learning more about different cultures

I feel the app needs to ask me questions on what I want out of my holiday and have it tailored to my preferences

I would prefer an app that provides everything I need to know in one place. Currently, I have to use booking.com and google to build my itinerary

I find it very challenging trying to figure out what I need to pack for a particular holiday, it gets overwhelming sometimes and I procrastinate and often do this packing last minute and have sometimes forgotten essential items

I'm worried about losing my passport or documentation abroad, especially in countries where there's risks of pickpocketing. I need professional travel advice before boarding my flight

I don't know what the best location for me is when researching accommodation on booking.com

I like having a little bit of structure, I'm worried about wasting time and not being able to turn back the clock

I want to keep finding ways to improve my content for my social media pages and entertain my followers with different sceneries

There needs to be an app which has two sections that guides me towards a set of results, one for experienced travellers and another option for travellers who are unsure what they want or how to plan their trip

I would prefer an app which gives me the option to enter in my budget and recommend me a few different solutions to help me decide

I get inspired from watching influencers like Gary Vee travelling the world and I want to do the same

Work sometimes gets to me and I just need to let off some steam and escape from the real world momentarily

I want to find the best deal for my travel plans

We only live once, might as well see all the countries I want to see before I'm on my deathbed

12

# INTERVIEW TRANSCRIPTS

Interview Transcript - Audio File and Transcribed Text:

https://drive.google.com/drive/folders/1qLiQuzad7sYaCLOixWMT1YmROKDo7Yaz?usp=drive_link

# AFFINITY DIAGRAM

Affinity Diagram FIGJAM:
https://www.figma.com/file/PbM3FQd3oJGf9XjiGs9uoy/Proto-Persona%2C-Affinity-Diagram-and-Empathy-Map---Baz?type=whiteboard&node-id=0-1&t=qwfD2llVwvFvYIt2-0

## TRIPS / EXPERIENCES

Travelling to me is about new experiences and having a good laugh!

- I don't want my holiday to feel like a chore and work. I took time off work for a reason!
- I love having a laugh with my mates and exploring new places to meet new people
- I want my holidays to be fun and relaxing
- I need to be able to take nice photos for my instagram page
- I prefer a spontaneous trip and being able to do things I didn't initially plan for, this ends up being more fun for me
- I love meeting new people, trying new foods and learning more about different cultures
- I like having a little bit of structure, I'm worried about wasting time and not being able to turn back the clock
- I want to keep finding ways to improve my content for my social media pages and entertain my followers with different sceneries
- I get inspired from watching influencers like Gary Vee travelling the world and I want to do the same
- Work sometimes gets to me and I just need to let off some steam and escape from the real world momentarily
- We only live once, might as well see all the countries I want to see before I'm on my deathbed

## MONEY / FINANCES

If I can save money, that's what I'll go for

- I want the best value for money as possible when finding flights and hotels to stay at
- I hate how booking.com is non-refundable after a certain time period has passed. I would prefer to have free cancellation if something comes up that's outside of my control
- When I plan a holiday for August, I have to plan my trips as far back as January and be mindful of my days of annual leave at work.
- I don't know what the best location for me is when researching accomodation on booking.com
- I would prefer an app which gives me the option to enter in my budget and recommend me a few different solutions to help me decide
- I want to find the best deal for my travel plans

## ACCOMMODATION / TRANSPORT

I need to make sure I'm booking the right places and flights for my journey that provides convenience

- I hate transits and the whole process of stopping over at different airports and booking hotels in layover destinations if I run into problems with visas
- It's a pain trying to find the right flights on booking.com
- I feel that existing apps like booking.com gives me too much choice and has too many variables and filters which makes it overwhelming for me to choose the right place
- I find it hard to choose the right location when trying to book a holiday

## APPS / WEBSITES/ BOOKING

I need the website or app to give me what I want for my holiday!

- Dislikes glitchy apps and how it takes ages to get from point A to point B
- Apps need to be smooth and not too slow to load up the pages I want displayed
- I would prefer an app to ask me what I want from my holiday and give me the options to choose from followed by a recommendation of a few different solutions
- Sometimes I know what I want from my holidays but there's other times where I'm clueless and I need the app to guide me and provide recommendations and different options to choose from
- I feel the app needs to ask me questions on what I want out of my holiday and have it tailored to my preferences
- I would prefer an app that provides everything I need to know in one place. Currently, I have to use booking.com and google to build my itinerary
- There needs to be an app which has two sections that guides me towards a set of results, one for experienced travellers and another option for travellers who are unsure what they want or how to plan their trip

## CONCERNS / UNCERTANTIES

I want to keep well and safe for the duration of the journey

- I only prefer to travel to countries that are safe for me to travel to, I value my life and wellbeing
- I find the whole process of going through airport security to be a headache, I'd like to be able to travel without worrying about whether I'm going to miss my flight or get delayed at security checkpoint.
- I don't know what's the best option for me to choose when I'm planning my holiday, I hate wasting time and missing out on things
- Challenges with the hotel receptionist or accommodation host where host is being strict about inviting friends to the hotel room
- I find it very challenging trying to figure out what I need to pack for a particular holiday, it gets overwhelming sometimes and I procrastinate and often do this packing last minute and have sometimes forgotten essential items
- I'm worried about losing my passport or documentation abroad, especially in countries where there's risks of pickpocketing. I need professional travel advice before boarding my flight

## COMMUNICATION

I like to ensure that there's no misunderstandings when planning my travels

- I only know English and so It's important for me that there's no language barriers in being able to do the basics like groceries or booking activities abroad.
- I want easy communication when planning my holiday trips and I would prefer to stick together when travelling as a group.
- I need airport staff to be as thorough with their communication as possible, I need to be informed of all the information possible to ensure my journey through the airport is smooth as it can be
- I find planning gets messy when using external apps like WhatsApp. I'd like there to be a group chat function in apps so all the planning with my group can be done in one location

# EMPATHY MAP

Empathy Map FIGJAM:
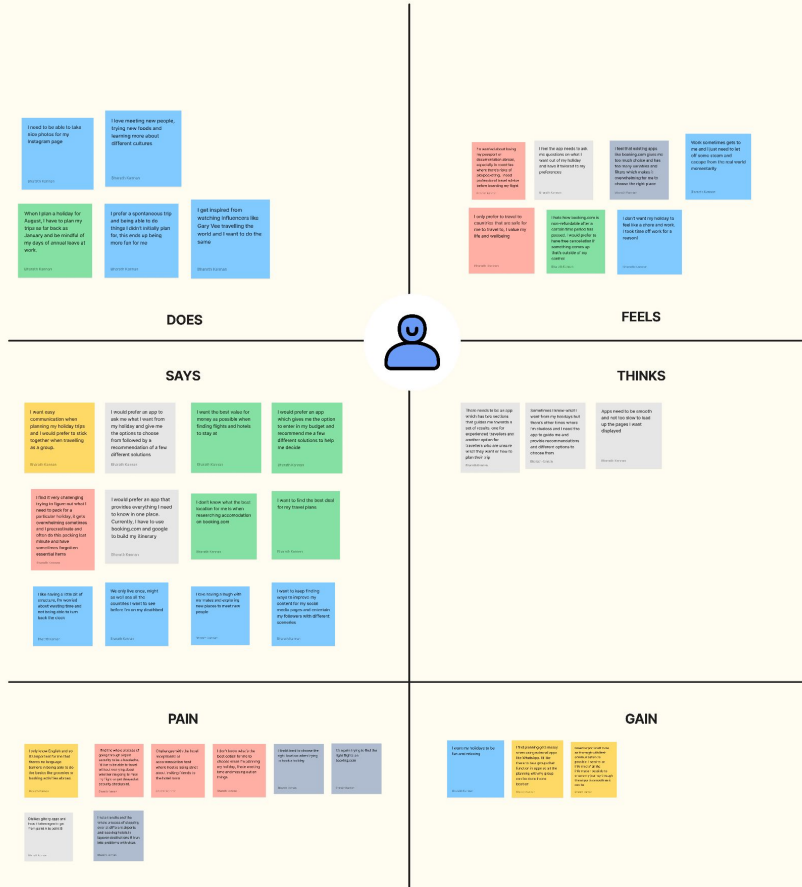
# USER PERSONA

## Larmar Larenza

"Live in the moment, have fun!" #lifeisawesome #networkisyournetworth

- Age: 33
- Lives in East London with flatmates, Single
- Busy work schedule, works night shifts
- Lifts weights at gym, plays football
- Medical Doctor - Full-time employment
- Social butterfly, extroverted, charismatic
- Animal person -> owns a cat Lilly

## About Larmar

Larmar is a 33 year old single man who lives in East London in his apartment shared with roommates. He works a full time job as a Medical Doctor at the UCL Hospital in Central London where he commutes 2 hours to and from his work via the Underground Tube. As a single man, he has a thriving social and dating life and likes to go out a lot with his friends to parties and events.

He gets very stressed from his job and moves towards escapism coping mechanisms such as drinking and partying with friends at bars and clubs. Work/life balance he feels can be improved but is trying to make the most of the time he gets off work with his social and dating life. Larmar likes to party, socialise and meet lots of new people and is very confident socially.

He also makes an effort to work out at the gym to try and keep his health in good form. He doesn't like to spend too much time at home and prefers to be around other people. He is also fluent in English, Spanish and Italian languages and likes to learn about different cultures. He also enjoys rock climbing and football and is a big Chelsea fan.

FigJAM File:
https://www.figma.com/file/PbM3FQd3oJGf9XjiGs9uoy/Proto-Persona%2C-Affinity-Diagram-and-Empathy-Map---Baz?type=whiteboard&node-id=0-1&t=gwfD2llVwvFvYlt2-0

# USER PERSONA (Continued)

## GOALS

- He is very outgoing and wants to meet as many people as possible. He enjoys meeting new people and is very confident socially
- To learn more about different cultures and backgrounds from other people and immerse himself into different environments.
- He is very frugal and aims to save as much money as possible to buy a new property in London
- He is adventurous and wants to travel as much as possible, both solo and with groups.
- To spend as much time away from the house as possible
- Wants to make the most of his time off from work through travelling and solo adventures and building his social circle.
- He wants to find a long-term girlfriend and settle down with her outside of London to raise a family

## FRUSTRATIONS

- Miscommunication
- Bad weather (rain, storms)
- Hates cancellations of trains, flights etc.
- Doesn't like having time wasted
- Doesn't like not having money to enjoy the things he wants to do
- Expensive items and places
- Poor customer service
- Doesn't like being alone in his room or in his life
- Doesn't like staying in his comfort zone
- Doesn't like conflict in his friend group or indecisiveness

## PREFERENCES

- Travelling frequently solo and with other people (social media travel groups)
- Tasty food
- Enjoys the single life and goes on many dates in the UK and abroad
- Prefers using technology to stay organised given his busy schedule
- Having travel/health insurance
- As cheap as possible to get the best value for his money possible
- He prefers to go to places where he's able to meet and interact with new people
- Prefers events where it's easy to talk to people and have conversations
- Prefers to pack light and only the necessities when travelling
- Prefers activities where other people are involved and doesn't like solitude
- Prefers to be outside in nature and around other people, doesn't like the cinema as much.

## HABIT

- Always researches the places he travels to for best deals and social events to go to
- Organised when travelling (checking visa expire etc)
- He goes out daily to social places
- He works out at gym to improve his health and trains with gym buddies
- Always has digital copies of his passport, boarding pass, etc.
- He is registered on many social and dating apps to find people he wants to connect with
- Values personal development and self-improvement
- Always reads books and listening to podcasts from Joe Rogan to improve his communication skills and soft skills.

FigJAM File:
https://www.figma.com/file/PbM3FQd3oJGf9XjiGs9uoy/Proto-Persona%2C-Affinity-Diagram-and-Empathy-Map---Baz?type=whiteboard&node-id=0-1&t=qwfD2llVwvFvYlt2-0

# AREAS FOR IMPROVEMENT

If I had more time and resources, these are the improvements I would make:
- Include a larger sample size for the Google Forms questionnaire, this would ensure the validity of the data and more accurate findings. The bigger the data set means the more information we have to ensure that we are solving the problems for users and meeting their requirements
- Interview people from different backgrounds as opposed to just people living in the UK. Having different insights and perspectives can help me to understand the bigger picture and understand how to solve the problems on a global scale.
- Add more points and insights to the Affinity Diagram and Empathy Map to showcase a more detailed persona
- Having more user persona profiles to showcase a variety of different users from different backgrounds and circumstances to understand the best way to meet the requirements of users we can target. Including single travellers, people who are married with children, elderly couples etc.

# Definition & Ideation

Baz Kannan

# USER INSIGHT

Larmar who is a 33 year old single traveller wants to travel abroad for new experiences and meet new friends. He is extroverted, outgoing, and sociable person and he values the importance of building interpersonal relationships. Larmar enjoys travelling to different countries, going to parties and meeting new people from different cultures. He is very selective about the type of events he wants to go to, as he doesn't want to be lonely or bored during his holiday.

He carefully plans his time to ensure that the activities he does gets him closer to his personal development goals. He is always looking to meet new people on a similar wavelength to him, grow his social circle internationally and eventually find a partner to settle down with. He's constantly looking for ways to meet new people and find activities to do that are of his interest whenever he travels abroad. Sometimes he struggles to find the activities he wants to do whenever he travels abroad with groups.

One of the biggest findings from the user interviews is that different people within a travel group have different preferences on the activities they want to do during their holiday and people want to do different activities. This can be a source of conflict for friendships especially when not everyone is on the same wavelength as each other. Larger groups can often become more challenging to manage especially when deciding to book flights, hotels etc. Therefore, we believe that there needs to be a travel app that can provide an itinerary that is tailored towards all of the user's preferences on what they want to do and ensure there's no information gap during their holiday and that everybody's preferences are catered to. This is so travellers have all the information they need on the go to optimise their travel experience but also have the freedom and flexibility to pursue the holiday they want without getting into conflict or problems. Some travellers know what they want out of a holiday, but others need a planned itinerary.

# PROBLEM STATEMENT

It is often a struggle to find activities that include a socialising aspect when travelling abroad. Language barriers can be a problem when travelling abroad and some travellers don't know what they want out of their holiday or where to meet other new people when travelling abroad. Apps like Eventbrite.com were designed to advertise social events internationally and make it easier for people to attend events and find activities to do. However, we found that Eventbrite doesn't always cater to the wants and preferences of the travellers and doesn't factor in challenges like language barriers or entry requirements for the event which may not always be clear. Events can also be hit or miss too and may not live up to the expectations of the attendee. There's also apps like FatSoma which advertises party and nightclub events but majority advertised are only limited to the geographical boundaries of the UK, rather than advertising events abroad.

Additionally, people tend to rely on Google Search or Social Media for finding and planning activities to do abroad, which can be a very time consuming and tedious process. Solo travellers like Larmar need a way to plan their travel itinerary so that their holiday is filled with activities and events that are catered to their preferences and interests.

# PROBLEM STATEMENT (Continued)

1) How might we… improve the travel experience and optimise preferences for solo and group travellers so that they aren't wasting time and money google searching
2) How might we….help the user decide which activities are worth doing or where to go to once they're at their destination?
3) How might we… reduce the conflict between group travellers when deciding which activities to do due to differences in wants and preferences?
4) How might we… provide an itinerary that is tailored to the needs and wants of the travellers using the app?
5) How might we… help solo travellers plan their trips so that they're able to participate in the activities they want to do and attend the events that will bring them closer to their objectives?
6) How might we… determine whether the goals have been met for the travellers using the app?
7) How might we… ensure that the user doesn't face any problems at airport security when travelling with hand luggage?

# IDEATION - I LIKE, I WISH, WHAT IF?

## I LIKE…

I like the option of having to sort by price and adjust the filter to find accommodation and flights that is tailored towards my budget.

I like that the app provides all the information I need which saves me having to write down information on a piece of paper.

I like that i'm able to select any hotel of my choice and adjust the filters to my preferences when travelling abroad to overseas countries

I like that there are different groups and communities I can join whenever I'm travelling abroad to different countries, it allows me to find all the activities I want to do and saves me having to google search everything!

I like that the app is able to plan my itinerary and provide everything I need in a single device. I haven't looked back to the traditional method of travel agents since I started using the app!

I like the feature of having to do online check-in through the app, it saves me having to do it the traditional way in person and I can go straight to drop off my baggage and to the gate, it's a time saver!

I like that the app has different categories of interests which allows me to tailor my search towards my preferences and finding the activities and events that I want to do.

I like that when I search for food places near me, the app provides me a list of food places near me as well as the distance from my current location to the place.

## I WISH…

I wish that there was an easy way to find a list of available taxis that I can book once I land at my destination

I wish I didn't have to worry about losing my money on the hotel and flights if I had to cancel my trip due to emergencies or reasons beyond my control.

I wish there were groups out there which helps me to meet new people and travel in groups, especially when I'm solo travelling. Sometimes I get scared of what can happen to my safety.

I wish there was a feature that would let me go straight to the hotel room without having to check in at the reception. Like a self-check in option where I can do everything beforehand and just collect the room key on arrival.

I wish there was an option or point of help where I can be notified if the hotel i'm staying at has hotel staff staying on-site and available for 24/7 support in case I run into any problems with my room key or accommodation to prevent myself from being locked out of my room!

I wish there was an easier way for me to find and meet new people at my destination country. I would normally have to browse Facebook Groups and reach out to people via DM's to meet them beforehand which is time consuming.

**More I like, I wish, what if statements on the FIGJAM file**

## WHAT IF…?

What if... there was an AI technology that can help me decide how to plan my itinerary since I know where I want to go but don't know where to start.

What if... the airline company can send a taxi to my home to pick me up and drop me off at the airport, where this service is included in the travel ticket.

What if... there was a feature that could scan my bags and notify me if what I have packed would be safe for airport security or whether it would need to go into check-in. I personally hate the process of airport security so want to make sure I don't waste too much time!

What if... AI could recommend me all the social activities I want to do and provide a list of options that are tailored to my needs and wants.

What if... AI can do the entire booking process for me from inputting my data and having an itinary planned out for me without me having to worry too much? We could do this with Machine Learning and NLP technology

What if... There was an AI tool that automatically books every stage of my travel journey from the data I Input into it. So when I land at the destination, it handles the bookings of taxi and public transport, also lets airport security know the items in my luggage to ensure smooth transition. It sends an alert or notification to the relevant custom authorities so they are aware of my VISA status.

# FEATURE PRIORITIZATION MATRIX

We use the 2x2 MoScOw matrix with the variables 'complexity' and 'impact / priority' to prioritise the most important features for the app we intend to develop. FigJAM Link to Full Board:
https://www.figma.com/file/PbM3FQd3oJGf9XjiGs9uoy/Proto-Persona%2C-Affinity-Diagram-and-Empathy-Map---Baz?type=whiteboard&node-id=0-1&t=Tnf2FwbWsIzVn1Zz-0

**Y**

**Low Impact**
**High Complexity (Won't Have)**

I like that when I search for food places near me, the app provides me a list of food places near me as well as the distance from my current location to the place.

I like that I can find out the cultural events that are happening near me while travelling

I wish there was an easier way for me to find and meet new people at my destination country. I would normally have to browse Facebook Groups and reach out to people via DM's to meet them beforehand which is time consuming.

What if... There was an AI tool that automatically books every stage of my travel journey from the data I Input into it. So when I land at the destination, it handles the bookings of taxi and public transport, also lets airport security know the items in my luggage to ensure smooth transition. It sends an alert or notification to the relevant custom authorities so they are aware of my VISA status.

What if... there was no information gap when travelling to countries like Australia and New Zealand to ensure a smooth transition process from embarking off the flight and passing through customs and immigration to avoid unnecessary fines or legal consequences for not being aware of the strict guidelines in those countries.

I like that I have the option of changing dates of flights or hotels and being able to cancel free of charge. This makes the travel booking process much more flexible and convenient!

What if... the app had an option to cater to the preferences and needs based on the information I Input into the system, using Machine learning technology and AI. If there's an algorithm that can plan out itineraries for different types of customers. Some customers know what they want out of their trip but there's other travellers who are beginners and don't know what to do or where to go, so having AI assist them with the planning.

**High Impact**
**High Complexity (Should Have)**

What if... I wear interactive glasses that can show me the way to go and help me communicate to locals at the destination country by automatically translating for me

I wish there were groups out there which helps me to meet new people and travel in groups, especially when I'm solo travelling. Sometimes I get scared of what can happen to my safety.

I wish that travel apps would provide me an itinerary plan that is tailored to my preferences on what I actually want out of my holiday. I hate having to manually search and do everything myself.

What if... Google Maps was integrated into the app and allows me to navigate through the country including public transport options to and from the airport.
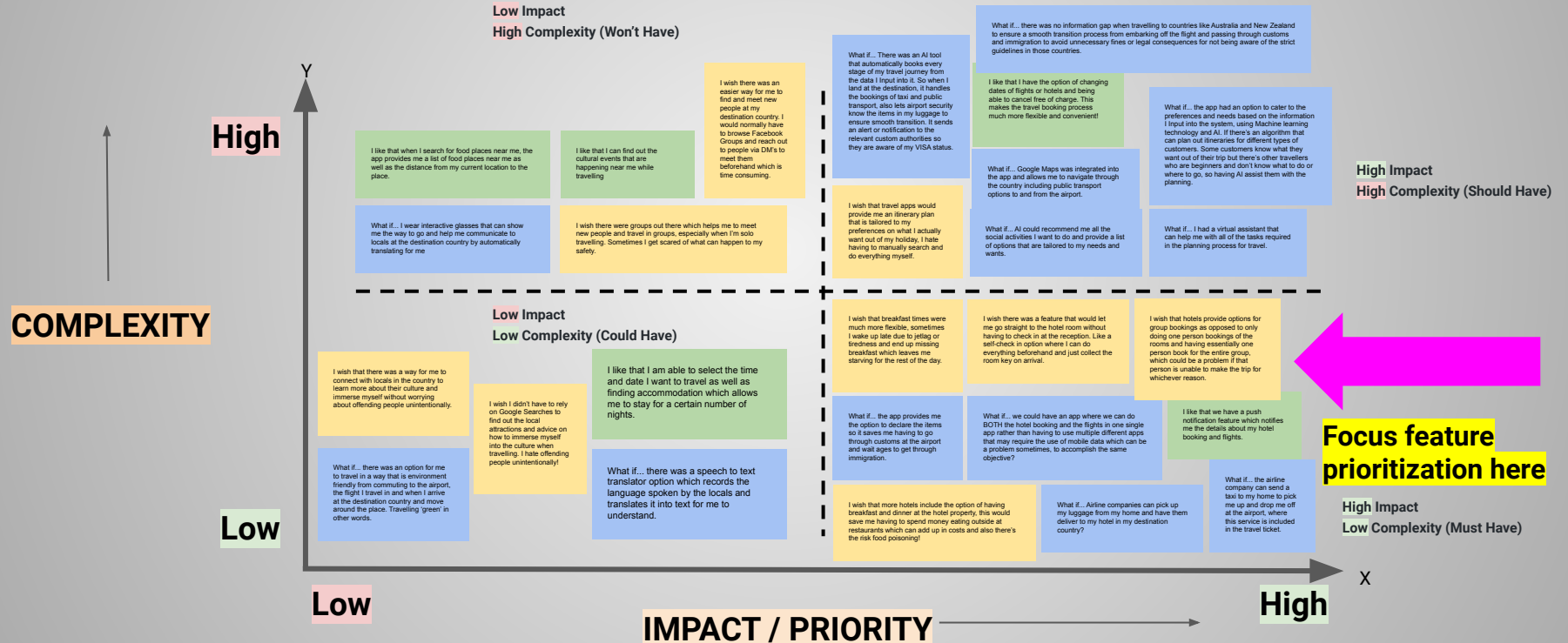
What if... AI could recommend me all the social activities I want to do and provide a list of options that are tailored to my needs and wants.

What if... I had a virtual assistant that can help me with all of the tasks required in the planning process for travel.

**COMPLEXITY**

**Low Impact**
**Low Complexity (Could Have)**

I wish that there was a way for me to connect with locals in the country to learn more about their culture and immerse myself without worrying about offending people unintentionally.

I wish I didn't have to rely on Google Searches to find out the local attractions and advice on how to immerse myself into the culture when travelling. I hate offending people unintentionally!

I like that I am able to select the time and date I want to travel as well as finding accommodation which allows me to stay for a certain number of nights.

I wish that breakfast times were much more flexible, sometimes I wake up, late due to jetlag or tiredness and end up missing breakfast which leaves me starving for the rest of the day.

I wish there was a feature that would let me go straight to the hotel room without having to check in at the reception. Like a self-check in option where I can do everything beforehand and just collect the room key on arrival.

I wish that hotels provide options for group bookings as opposed to only doing one person bookings of the rooms and having essentially one person book for the entire group, which could be a problem if that person is unable to make the trip for whichever reason.

**Focus feature prioritization here**

What if... there was an option for me to travel in a way that is environment friendly from commuting to the airport, the flight I travel in and when I arrive at the destination country and move around the place. Travelling 'green' in other words.

What if... there was a speech to text translator option which records the language spoken by the locals and translates it into text for me to understand.

What if... the app provides me the option to declare the items so it saves me having to go through customs at the airport and wait ages to get through immigration.

What if... we could have an app where we can do BOTH the hotel booking and the flights in one single app rather than having to use multiple different apps that may require the use of mobile data which can be a problem sometimes, to accomplish the same objective?

I like that we have a push notification feature which notifies me the details about my hotel booking and flights.

**Low**

I wish that more hotels include the option of having breakfast and dinner at the hotel property, this would save me having to spend money eating outside at restaurants which can add up in costs and also there's the risk food poisoning!

What if... Airline companies can pick up my luggage from my home and have them deliver to my hotel in my destination country?

What if... the airline company can send a taxi to my home to pick me up and drop me off at the airport, where this service is included in the travel ticket.

**High Impact**
**Low Complexity (Must Have)**

**High**

**Low** ... **High**

**IMPACT / PRIORITY** →

**X**

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# FEATURE PRIORITIZATION MATRIX (Continued)

The following features were selected to be designed right away.

The app suggests hotels that can provide options for group bookings as opposed to only doing one person bookings of the rooms. If one person cannot make it then another member of the group can book for the entire group.

The app will have a feature that would allow the user to go straight to the hotel room without having to check in at the reception. A self-check in option is included where the user can do everything beforehand and just collect the room key on arrival.

The app will provide the option to declare the items in hand luggage where the user will be required to take a photo of the contents inside their suitcase and AI technology will scan and detect which items are safe, to proceed with caution or are not allowed to carry in hand luggage as per TSA guidelines.

The app will utilise push notifications to notify the user details about their hotel booking and flights.

The app will help search for and provide a list of available taxis that the user can book once they land at their destination

The app will collaborate with airline companies where a taxi can be sent to the user's home to pick up the customer and drop off at the airport. Similarly, a taxi can be sent to pick up the customer from the airport and drop off to the hotel utilising the Maps feature.

The app will provide the user information on where the different terminals are at their designated airport and the gate they need to go to. Maps features will be integrated along with a GPS route from the Check-In area to the gate.

The app will collaborate with airline baggage companies to pick up luggage from a customer's home and check them in, and the user can collect the baggage at their destination upon arrival. The app will ask the user to input information on the baggage contents, weight and request the user to take a photo of the luggage and upload it to the database so it can be tracked by the airline company.

The app will show users available hotels that will include the option of having breakfast and dinner at the hotel property, and provide recommendations based on the data the user inputs.

The app will integrate the functionality of Chat GPT and provide a travel VA 'Ryan'. Any questions the user has, whether it's to do with airport security or activities to plan, the chat function will take care of this for them. E.g. "It sounds like you're asking about airport security. Here are the items that are allowed in hand luggage…"

The app will have a section where the user can input details on activities or recommendations and the app will utilise AI to provide a list of results tailored to the user's interests so the user can decide what they want to do at the destination country. The app will integrate with websites like Meetup.com and Eventbrite and the user can click the link and sign up to the social events of their choice via the external websites.

The app will have a maps feature which will integrate Google Maps API and calculate the routes from A to B whether the user wants to travel by car, public transport or walking. This will be available once they arrive at their destination and can be accessed offline without any data. It will all be pre-installed prior to boarding the flight.

The app will help provide flexible payment methods for PayPal, Apple Pay and Credit Cards and the user has the option of paying when they arrive or paying in advance.

# VALUE PROPOSITION

"Want to save time and money with travel planning? Having the ultimate travel experience has never been easier! 'EazyFly' utilises AI technology to plan tailored itineraries from start to finish. With 'EazyFly', we take care of the boring stuff for you. In the meanwhile, you can relax stress-free and enjoy your holiday!"

EazyFly is developing a travel planning application that helps travellers of all experience levels to efficiently plan their trip from start to end. Different travellers have different wants and preferences for their trip and this app provides a diverse range of options including the booking of flights, hotels, searching for events and activities to attend as well as incorporating a social aspect that helps travellers connect with other travellers. We know that travellers value affordability and a unique tailored experience. The focus is on making the planning process as easy as possible whilst also building a thriving community of like-minded people, there's something for everyone who signs up! Positive feedback from users helps instill trust and confidence in what we are trying to achieve for our vision.
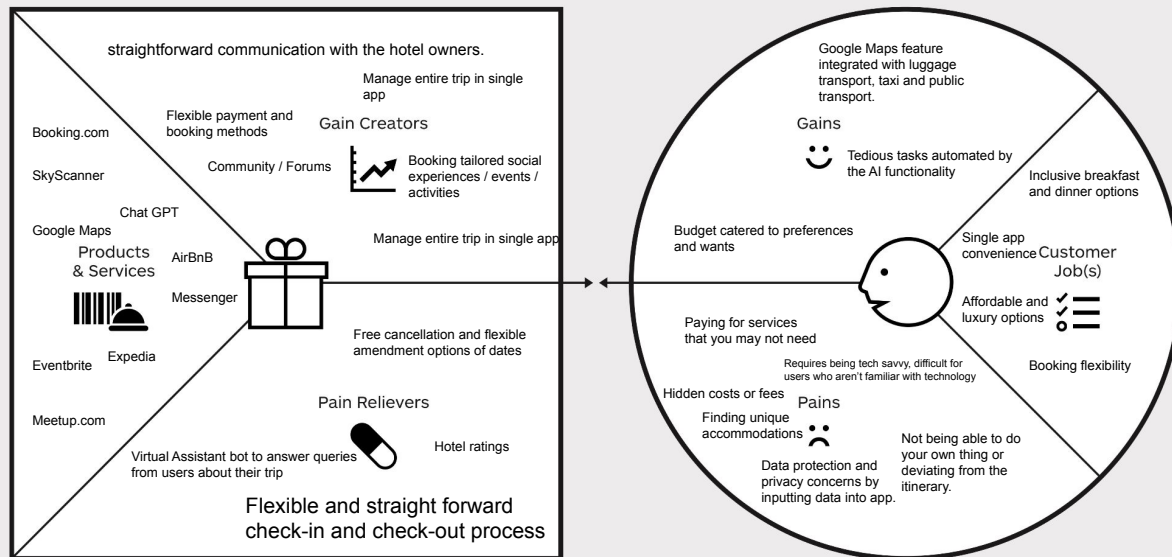
## The Value Proposition Canvas

*Value Proposition* EazyFly is developing a travel planning application that helps travellers of all experience levels to efficiently plan their trip from start to end.
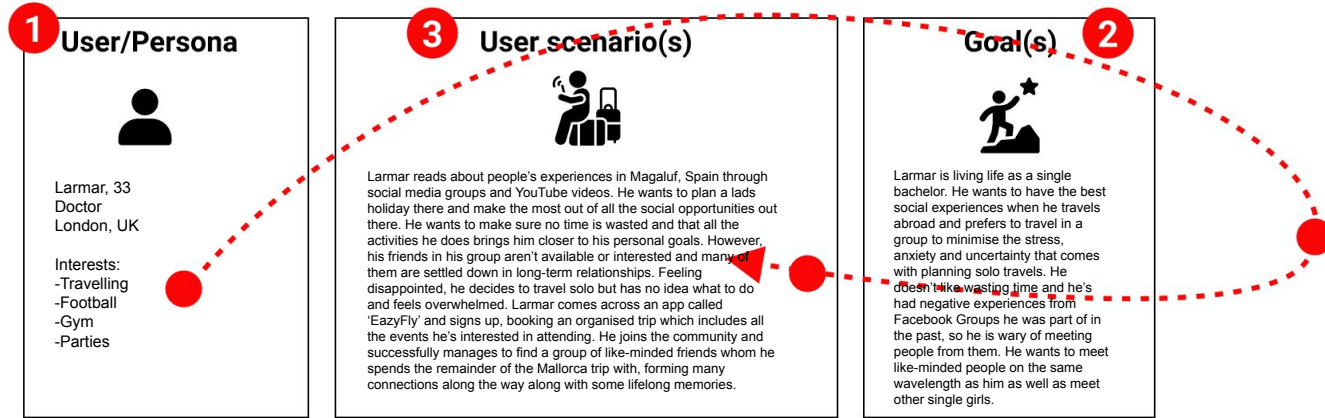
*Customer Segment* User feedback on 'EazyFly' and imagined experiences after using app

straightforward communication with the hotel owners.

Manage entire trip in single app

Flexible payment and booking methods

**Gain Creators**

Booking.com

SkyScanner

Community / Forums

Booking tailored social experiences / events / activities

Chat GPT

Google Maps

**Products & Services**

AirBnB

Manage entire trip in single app

Messenger

Eventbrite    Expedia

Free cancellation and flexible amendment options of dates

Meetup.com

**Pain Relievers**

Virtual Assistant bot to answer queries from users about their trip

Hotel ratings

Flexible and straight forward check-in and check-out process

Google Maps feature integrated with luggage transport, taxi and public transport.

**Gains**

Tedious tasks automated by the AI functionality

Inclusive breakfast and dinner options

Budget catered to preferences and wants

Single app convenience

**Customer Job(s)**

Affordable and luxury options

Paying for services that you may not need

Requires being tech savvy, difficult for users who aren't familiar with technology

Booking flexibility

Hidden costs or fees

**Pains**

Finding unique accommodations

Not being able to do your own thing or deviating from the itinerary.

Data protection and privacy concerns by inputting data into app.

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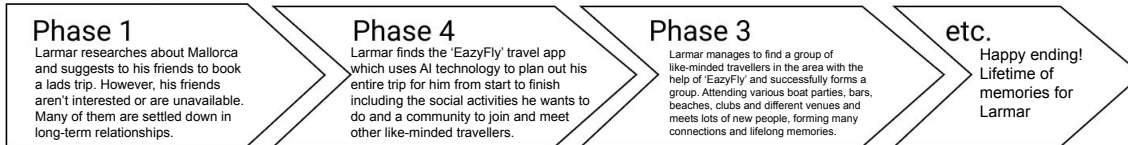
**Strategyzer**
strategyzer.com

# USER SCENARIO

## ① User/Persona

Larmar, 33
Doctor
London, UK

Interests:
-Travelling
-Football
-Gym
-Parties

## ③ User scenario(s)

Larmar reads about people's experiences in Magaluf, Spain through social media groups and YouTube videos. He wants to plan a lads holiday there and make the most out of all the social opportunities out there. He wants to make sure no time is wasted and that all the activities he does brings him closer to his personal goals. However, his friends in his group aren't available or interested and many of them are settled down in long-term relationships. Feeling disappointed, he decides to travel solo but has no idea what to do and feels overwhelmed. Larmar comes across an app called 'EazyFly' and signs up, booking an organised trip which includes all the events he's interested in attending. He joins the community and successfully manages to find a group of like-minded friends whom he spends the remainder of the Mallorca trip with, forming many connections along the way along with some lifelong memories.

## ② Goal(s)

Larmar is living life as a single bachelor. He wants to have the best social experiences when he travels abroad and prefers to travel in a group to minimise the stress, anxiety and uncertainty that comes with planning solo travels. He doesn't like wasting time and he's had negative experiences from Facebook Groups he was part of in the past, so he is wary of meeting people from them. He wants to meet like-minded people on the same wavelength as him as well as meet other single girls.

## Risks / Emotion(s)

- He wants to have the best travel experience of his life without having to go through tons of stress and anxiety during the planning stages.
- He also prefers to travel in a group so he can have photographs taken of him to post on his Instagram
- Does not want to compromise his safety when trying to meet up with total strangers online, due to past experiences of dealing with toxic people online.
- Hates being lonely and how most people aren't interested in the same activities as him.

## ④ Scenario phases

### Phase 1
Larmar researches about Mallorca and suggests to his friends to book a lads trip. However, his friends aren't interested or are unavailable. Many of them are settled down in long-term relationships.

### Phase 4
Larmar finds the 'EazyFly' travel app which uses AI technology to plan out his entire trip for him from start to finish including the social activities he wants to do and a community to join and meet other like-minded travellers.

### Phase 3
Larmar manages to find a group of like-minded travellers in the area with the help of 'EazyFly' and successfully forms a group. Attending various boat parties, bars, beaches, clubs and different venues and meets lots of new people, forming many connections and lifelong memories.

### etc.
Happy ending! Lifetime of memories for Larmar

Larmar is over the moon with his trip and has a catalogue of Instagram worthy photos to post when he arrives back home to London. He has formed lifelong friendships and has many experiences from the trip which he cherishes and looks back on in joy.

B

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# USER STEPS

Larmar wants to travel to Mallorca in Spain with his group of friends to party and meet new people. However, his friends in his group aren't available nor are they interested in the same activities he wants to do. Many of them are settled down in long-term relationships. Larmar feels disappointed that his friend's aren't coming on the trip with him, so he decides to travel solo. He really wants to visit Mallorca but is unsure on what he's going to do once he arrives there. He also wants to meet like-minded people who have similar interests to him but has no idea where to start and he is feeling anxious and stressed about the prospect of solo travelling and having to figure out everything by himself.

⬇
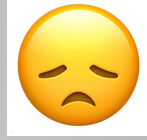
Larmar is scrolling on his Instagram feed and comes across a sponsored advert which talks about planning holiday trips that are tailored to the user's preferences and promises to help users have the time of their life whilst also saving time and money.

⬇

Larmar feels skeptical at first and thinks that the app is too good to be true, but he feels that he hasn't got any other choice and doesn't want to miss out on the Mallorca experience. He decides to give it a go and downloads the app from the App Store.

⬇
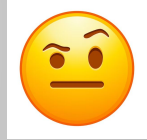
Larmar creates an account and inputs all the data into the app where he is prompted to answer some questions. The app uses AI technology and some algorithms to generate a tailored response to the user. He feels a buzz of excitement as the responses start loading up.

⬇

Larmar has a tailored itinerary plan from start to finish. All his flights and hotels are booked along with all the events and social activities he wants to do once he arrives in Mallorca. He eventually arrives in Mallorca and checks into the hotel. He joins the 'EazyFly' community on social media and manages to find a group of like-minded guys to hang out with in the area. Larmar is very happy to have found some like-minded people on a similar wavelength to him and he leads the group for the remaining duration of the trip. They all go to boat parties, bars, beaches and other attractions and Larmar has the best time of his life, leaving Mallorca with lots of connections and happy memories.

# STORYBOARD

1. Larmar is bored and tries to find something to do.



Larmar is in his apartment bedroom bored and tries to search for things to do. He goes on YouTube and comes across video interviews of travellers describing their experience in Mallorca, Spain. Intrigued by what he saw, he wants to plan a lad's holiday trip there. Larmar packs all his clothes in his suitcase and orders a new GoPro and Gimbal to bring along for the trip and hopes to capture some amazing memories with his travel gear.

2. Larmar tries to convince his friends but has had no luck. He later tries to find out answers by scrolling on Instagram



Larmar pitches the lad's holiday idea to his friend groups but none of them are interested in doing the activities he wants to do. Some of his friends are in long-term relationships / married and others simply don't want to go. There's a little bit of conflict between his friends but Larmar comes to accept and respect their decision. Larmar feels disappointed and sad about how many of his friends have different preferences and interests to him. He feels lonely and also fears missing out. He desperately tries to find answers by searching on Google, Facebook and Instagram.

3. Larmar tries to find out answers by searching Instagram and comes across the 'EazyFly' app. Although skeptical about the prospects, he decides to download it.
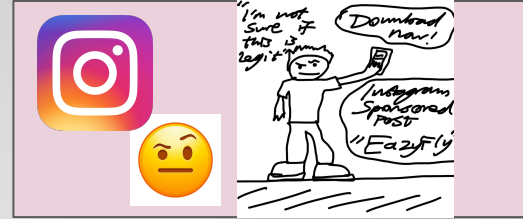


Larmar comes across a sponsored post for a travel app called 'EazyFly' which uses AI technology to plan tailored itineraries to suit the traveller's needs. He feels skeptical and almost believes the app is too good to be true. Larmar has also had negative experiences with toxic people he met from online forums so he is wary. At the same time, he also doesn't want to stay at home bored so he decides to give it a chance and download the app.

4. Larmar signs up for an account and inputs all his data into the fields of questionnaires and gets a tailored travel plan



Larmar creates an account and joins the 'EazyFly' community and online forums. He inputs all of his details and preferences into the fields that requests information from him. The app processes the data and takes some time to generate a response. Some time has passed and the app notifies him that his itinerary is ready to view and he has flights, hotels, and events planned out for the entire duration of the trip. He decides to solo travel and try to meet other people at his destination country.

5. Larmar books his flights and hotels and eventually arrives in Mallorca, Spain. He arrives at the hotel, joining the 'EazyFly' social media group and manages to find a group of like-minded friends in the area.



Larmar booked the flights and has landed safely and with the help of the app, he hops on a taxi which takes him to his hotel room. He posts on the 'EazyFly' social media groups and reaches out to travellers in the area. He gets many DM's and responses from his post and he gets connected to a small group of travellers who are also looking to meet like-minded people. Everyone is on the same wavelength and all agree to plans that are tailored to Larmar's interests and he finally feels that he's found people who get him and help each other with their social goals.

6. Larmar successfully forms a friend group in Mallorca and they all attend various bars, parties, events together, forming many connections and unforgettable memories along the way.



Larmar has successfully formed a thriving social circle he's always dreamt about having and everyone goes together to the bars, clubs, beaches and various activities. They meet lots of new people along the way as well as capturing some incredible photos for Instagram. Larmar feels over the moon that the 'EazyFly' app has helped him form and maintain a thriving social circle of like-minded people. He's also had some unforgettable experiences in Mallorca as well as some incredible footage and photos of his trip using the GoPro he bought. Larmar even finds his perfect girl with the help of 'EazyFly' and the two get into a long-term relationship. So happy about the outcome, Larmar recommends the app to all of his friends and leaves a 5-star review on the app store, exclaiming that the app is a godsend and that he wouldn't know where he would be if he hadn't come across 'EazyFly'. Ultimately, he felt 'EazyFly' was the main reason why he was able to successfully find his core friend group and the friends stay in touch and continue to go to social events back in the UK.

# USER JOURNEY MAP

**0**

**User Name**
Larmar Larenza

**Age**
33 Years Old

**Occupation**
Doctor

**Location**
London, UK

**User Motivations**
Larmar wants to visit Mallorca after hearing about the many positive experiences from other travellers on YouTube videos and Facebook Groups. He wants to create lifelong memories through parties, socialisation and getting new photos for his Instagram page. He also wants to form a thriving social circle and meet lots of girls, eventually finding one girl to marry and settle down with. Larmar definitely wants to make sure he doesn't waste time and that he's covering all the activities and events he wants to do before he finishes his trip.

**1**

### UX Scenario
Larmar is planning a lads holiday to Mallorca, Spain. He is single whilst his friends in his current circle are in long-term relationships / married. Larmar decides to travel solo, as that's his only option but he wants to meet like-minded people once he arrives in his destination country. He wants to attend the events that allows him to meet other new people and bring him closer to his personal development goals.

### Goals
Larmar wants to live the best experiences possible when he travels abroad to any destination group. He finds solo travelling quite lonely and not as fun as it would be with a group of friends. He has a hard time trying to find like-minded people to go travelling with at his age and has had some bad experiences in the past with meeting toxic people on social media groups and online forums. He wants to make the most out of all his holiday trips and capture some photos and videos for the Instagram, he would find it hard to do this without a solid core group of friends to travel with.

### The Experience

**2**

| Research | Organising | Flaking / Cancellation | Alternative Plans |
|---|---|---|---|
| **1** Sitting in his bedroom, bored and alone. Wants to get away from London for a bit. | **3** Realises the potential for this holiday trip so he starts packing his bags and gathering travel documents | **6** His friends are either not interested or they are settled down in long-term relationships / marriages. Whole plan falls apart. | **8** Larmar stumbles across mobile travel app that plans his itinerary for him and allows him to connect with other like-minded travellers. He books his trip and decides to travel solo. |
| **2** Looks online and finds YouTube videos of travellers sharing their experiences in Mallorca | **4** He orders a new GoPro camera along with a Gimbal to capture memories on the trip. | **7** Larmar is disappointed and desperately tries to find solutions and trying to find a group of people to go with. | **9** Larmar successfully lands in Mallorca and manages to find a group of like-minded travellers in his area with the help of the app. They all travel together to the bars, beaches, clubs and meet lots of new people as well as capture some incredible memories to post on the Instagram. Larmar is very happy. |
| | **5** He reaches out to his current friends in his circle and pitches the idea of a lads holiday. | | |

Bored — Intrigued — Confident — Excited — Optimistic — Disappointed — Anxious — Relieved — Happy

**3**

### Opportunities
The app can be promoted through YouTube adverts and sponsored posts on Instagram. User interviews can be used as testimonials for the app to increase the user base and generate more leads for the app. Testimonials can be included on the app in a section.

The app can have a feature to take a photo of all the items in the hand luggage and check in and use AI technology to scan and detect which items are safe to carry through and which items are forbidden in airport security. The user can also get a notification if the baggage weight exceeds the allowance once the user types in the weight.

Having the app tailored to the unique interests and preferences of the user and allowing them the option to connect with other people of similar preferences. Having an established community and online presence to allow like-minded travellers to connect with each other.

The mobile app can also have a map feature that enables location and displays nearby users of the app in the area whom the user can message and connect with. The user can send a friend request and start messaging once the request is accepted. This would be similar to how it works on Bumble Friends.

App can provide a list of activities and events under each category and it will provide a list of results from Eventbrite, Meetup.com and Google Searches with the help of AI to recommend events that are catered to the interests and preferences of the user.

# Prototyping

Baz Kannan

# COMPETITOR ANALYSIS

Direct Competitors:
- SkyScanner
- Booking.com
- Expedia
- AirBnB
- TripAdvisor

Indirect Competitors:
- Eventbrite
- Meetup.com
- Google Translate
- Google Maps
- Uber

➔ Here is the full link to the Excel Document with a detailed analysis of competitors:
https://docs.google.com/spreadsheets/d/1h_TqEvQnJXC-iZxlHgL991AxNnx_Kk0Nv3O85heItKk/edit#gid=1229686124
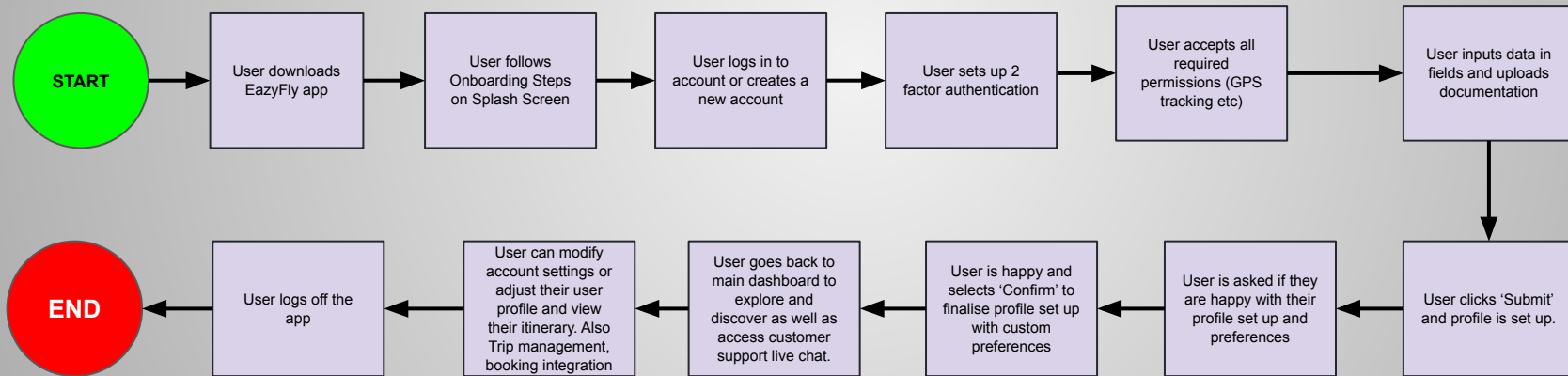
# TASK FLOW

- User Registration / Login
- User Profile Setup
- AI Recommendations
- Browse Recommendations
- Customisation Options
- Booking Integration
- Trip Management
- Feedback and Ratings
- Explore and Discover
- Customer Support

→ Here is the link to the Task Flow in Figma:
https://www.figma.com/file/44ajbHi4OY5ZXxhuhxyQ5Q/Homework%3A-Baz---Figma-Prototype-and-Sketches?type=design&mode=design&t=VG9u57wZeAQHt8jF-0

```
START → User downloads EazyFly app → User follows Onboarding Steps on Splash Screen → User logs in to account or creates a new account → User sets up 2 factor authentication → User accepts all required permissions (GPS tracking etc) → User inputs data in fields and uploads documentation
```

```
END ← User logs off the app ← User can modify account settings or adjust their user profile and view their itinerary. Also Trip management, booking integration ← User goes back to main dashboard to explore and discover as well as access customer support live chat. ← User is happy and selects 'Confirm' to finalise profile set up with custom preferences ← User is asked if they are happy with their profile set up and preferences ← User clicks 'Submit' and profile is set up.
```

# USER FLOW

Splash Screen

Onboarding Process

→ Here is the link to the User Flow in Figma:
https://www.figma.com/file/44ajbHi4OY5ZXxhuhxyQ5Q/Homework%3A-Baz---Figma-Prototype-and-Sketches?type=design&mode=design&t=VG9u57wZeAQHt8jF-0

New user?

Yes

Create Account Page

No

Login Page

Yes

2FA

User Permissions

Input Data / Input Data Again If Selected 'No'

Verify Preferences

Submit Answers

Loading

Are you sure you want to log off?

Log out

Dashboard

Yes

Are you happy with your preferences?

No

Profile Preview

Profile Is Created

No

# WIREFRAME SKETCHES



➔ Link to Google Drive for Wireframe Sketches:
https://drive.google.com/drive/u/0/folders/1s1VHCouV1-Ps7mA1ck-Uu4lT9WB6TPDC

# WIREFRAME SKETCHES (Continued)

# DIGITAL WIREFRAMES
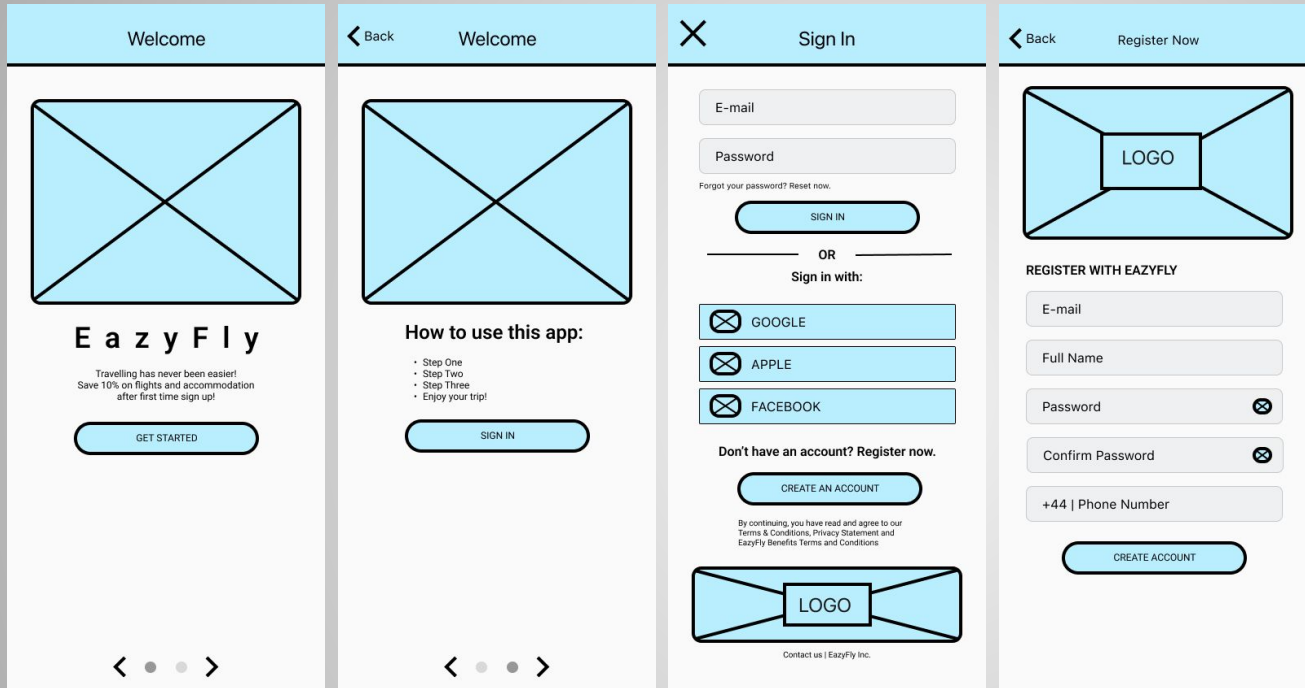


Here is a preview of a few lo-fi digital wireframes made in Figma. To view the remaining screens, please refer to the Figma link or the Google Drive link to preview all of the screens designed.

➔ Here is the link to the full Digital Wireframes in Figma:
https://www.figma.com/file/44ajbHi4OY5ZXxhuhxyQ5Q/Homework%3A-Baz---Figma-Prototype-and-Sketches?type=design&mode=design&t=VG9u57wZeAQHt8jF-0
➔ Google Drive link: https://drive.google.com/drive/u/0/folders/1pIFi8fYmGjE18eGpIEjgNC9h5nmcOEjO

# CLICKABLE DIGITAL PROTOTYPE

The prototype made in Figma shows the 'EazyFly' app from both a new user who has created an account for the first time as well as existing users to show what the interface would look like in both scenarios. For new users, they create an account and follow the step until they are directed to the Dashboard. Existing users go straight to the dashboard after 2 factor authentication. The user can log off from the account in the Prototype. Please make sure to select 'Splash Screen' first before previewing the prototype.

➔ Here is the full link to the clickable Prototype in Figma:
https://www.figma.com/file/44ajbHi4OY5ZXxhuhxyQ5Q/Homework%3A-Baz---Figma-Prototype-and-Sketches?type=design&mode=design&t=VG9u57wZeAQHt8jF-0

# Testing and Iterating

Baz Kannan

# GUERILLA TESTING PLAN & NOTES

**Objectives:**

1) Can a user successfully create an account and log in to the dashboard?
2) Do users understand what *EazyFly* is about when they see the splash page?
3) Can a user amend their preferences if they change their mind whilst in the creating an account stage?

**Task:**

1. Create an account for 'EazyFly'
2. Accept / deny preferences when prompted
3. Go through profile preferences and confirm you're happy with it
4. Log out of the dashboard once signed in

**Feedback:**

- Users were able to successfully create an account from the splash page and login to the dashboard ✔
- Users were able to successfully log out of the dashboard and go back to the login page ✔
- Users understood what the app was about from the splash page ✔
- Users were able to go back and amend preferences if they needed to in the account creation process ✔
- Users were not able to go back and amend the permissions if they changed their mind, no back button available in the Account Creation process ✘
- Two factor authentication screen feels like an extra step that can annoy the user so a message which welcomes the user back after sign in can make them more comfortable. ✘
- Some parts of the account creation stage were a bit confusing and overwhelming for the user, make it fewer pages and more straight forward to follow and less overwhelming. ✘

Testing Plan and Notes Link: https://docs.google.com/spreadsheets/d/1iVuFdEbUgIOwhab19nz99tK9i9Wiz938KqfSHtNZrfs/edit#gid=0

# 2 RECORDED USER TESTS

I recruited 3 different users to test out the 'EazyFly' prototype app. The tests were carried out virtually using screen recording software because of convenience and being able to record down the evidence to refer back to when working on any iterations for the prototype. Here are the findings detailed in the spreadsheet:

https://docs.google.com/spreadsheets/d/1iVuFdEbUgIOwhab19nz99tK9i9Wiz938KqfSHtNZrfs/edit#gid=557779913

Video Screen Recordings:

- User 1 Test:
  https://drive.google.com/file/d/13ALVouxgujmPU6JVmGieFyT010wIz14x/view?usp=drive_link
- User 2 Test:
  https://drive.google.com/drive/folders/1g_E2n_NTzGBrR4dEAqimhjAhmwLYH_aL?usp=sharing
- User 3 Test (Same file as User 2):
  https://drive.google.com/drive/folders/1g_E2n_NTzGBrR4dEAqimhjAhmwLYH_aL?usp=sharing

# GUERILLA TESTING ANALYSIS

## Positives

Login is straight forward

Nice layout of the interface

I like that I get a confirmation and a pop up telling me that my action has completed

I like that it asks me if I want to log off and give me the option to cancel log off instead of logging straight off.

I like that I'm able to go back to the onboarding screen to refer back to the step by step instructions if I wanted to.

## Negatives

Dislike having permissions page up in my face, lot of information and overwhelming

I dislike having to go through 2FA every time I login to my account

Create an account process was a bit overwhelming, could be shortened to fewer pages and steps

## Navigation

Hamburger menu should be on the top right rather than top left

Couldn't go back to amend or change my permissions during the account setup process

Settings for the user needs to be more clear, there's both gear icon and a hamburger menu

Settings should be in the bottom tab rather than hidden in the hamburger menu

Permission pages don't have back options in the account creation stage

On the onboarding screen, not sure whether to click 'get started' or the circles at the bottom first

## Visuals

QR code scanning option would be useful instead of typing in

Have really clear images when showing the user which steps are completed and which steps need action from the user

Create an account should be the first thing on the screen before login for existing users

Have fewer pages and 'Finish Setup' should be changed to different wording.

Should take me straight to setup page rather than having to go through extra page.

## Things to reconsider

Having an option to skip preferences and update later on after the account creation stage

I dislike having multiple permission pop ups at once. Maybe spread them out over to cater for sensitive users

After signing in and going through 2FA, there should be a welcome back message greeting to the user to validate my choice of coming back

Choose carefully the wording when giving a call to action for the user. Like using 'cancel' instead of 'skip'

Default 2FA is the phone, maybe having e-mail as an option as well as phone
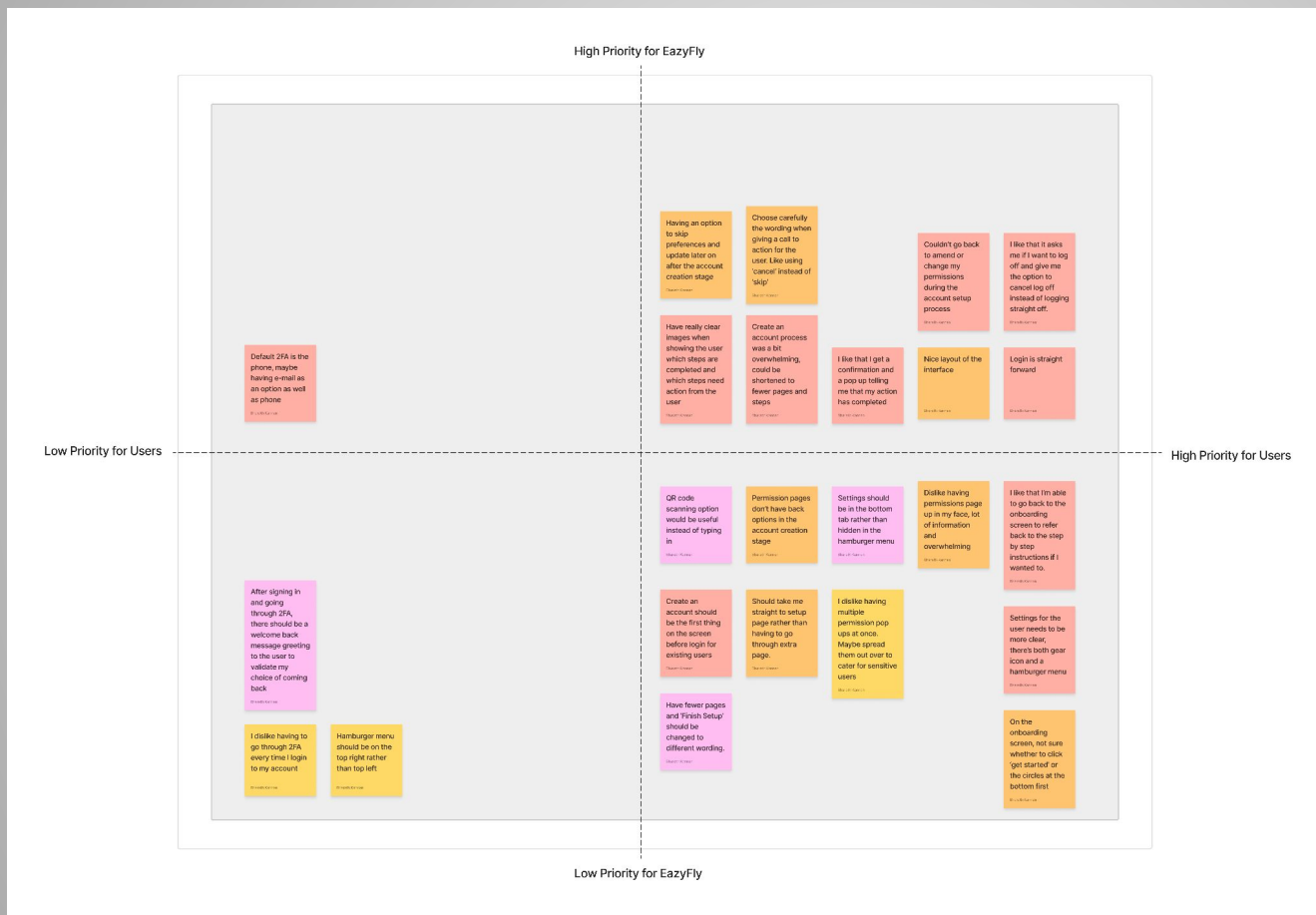
## Frequency of Responses

High

High-Mid

Average

Low

Link to FigJAM board:
https://www.figma.com/file/UFXOsyKHAgwBGyfdUvUBpD/Baz---Guerilla-Testing-Analysis-2x2-Matrix?type=whiteboard&t=TgnGdOar61RqYVp6-0

Link to Google Drive:
https://drive.google.com/drive/folders/1Z9VqpdMYBewtjdOZ6hFzM5iz67xJY3O5?usp=drive_link

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# GUERILLA TESTING 2X2 MATRIX



High Priority for EazyFly

Low Priority for Users

High Priority for Users

Low Priority for EazyFly

Link to FigJAM board:
https://www.figma.com/file/UFXO
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ix?type=whiteboard&t=TgnGdOa
r61RqYVp6-0

Link to Google Drive:
https://drive.google.com/drive/fol
ders/1Z9VqpdMYBewtjdOZ6hFz
M5iz67xJY3O5?usp=drive_link

# KEY LEARNING FROM USER TEST

Whilst conducting the user tests as part of the design process, I learnt the importance of being able to strike a balance between being able to make the process as informative and intuitive as possible whilst also catering for users from different backgrounds and perspectives. I found some users were more patient than others when it came to accepting permissions and going through the sign up process. Some users preferred fewer screens whereas others wanted more clarity in the sign up process.

It also made me realise that during the design thinking process, what can seem like a good idea from my perspective can be perceived differently by other users and I should be able to design the interface based on how the UI is perceived by end users. The bigger sample size of users to test the prototype would indicate that I'm more likely to get accurate data to work off from and be able to design a prototype that caters to the majority of the users who would be using the app and also come from different backgrounds. Different users tend to have different perceptions and what works for one user may not work as well for a different user and so it's essential to be able to strike a balance when it comes to designing the hi-fidelity prototype.

I also want to ensure that I'm not overwhelming the user with too much information and ensure that i'm breaking down the account creation process into manageable chunks for the users. This includes being able to place the permissions at different intervals rather than all at once. All of the feedback received has been very useful in the design thinking process and allowed me to consider different viewpoints and perspectives to make iterations for the prototype. What I will be focusing on for the high fidelity iterations are the navigation, permissions, and simplifying the account creation process so it's more straight forward for the end user.

Link to FigJAM board:
https://www.figma.com/file/UFXOsyKHAgwBGyfdUvUBpD/Baz---Guerilla-Testing-Analysis-2x2-Matrix?type=whiteboard&t=TgnGdOar61RqYVp6-0

Link to spreadsheet results:
https://docs.google.com/spreadsheets/d/1iVuFdEbUglOwhab19nz99tK9i9Wiz938KqfSHtNZrfs/edit#gid=557779913

# ITERATIONS MADE BASED ON USER TEST

- Added back button to the top navigation bar to allow users to go back and enter their permissions again if they accidentally clicked 'Deny' or want to amend their permissions
- Kept the Hamburger menu in and removed the gear icon to make it more clear to the user where they need to navigate to for logging off.
- Tweaked some of the Back and Skip buttons where I provided the option to skip their preferences and go straight to the dashboard if they wanted to amend their profile preferences later, given that not everybody will have the time to fill out their preferences in that moment because they may be busy and may want to amend it later if given the option.
- Having just one permission popup rather than having 3 different permissions popping up all at once to make it less overwhelming for the user and also adding a back button to go back to the home page if they want to cancel the create account process and do it later.
- Adding in clearer images for the tick and plus icons to show the user that the icon represents an action to be completed and also make it less confusing.
- Have the create account show up at the top and login for existing users at the bottom so it's easier for first time users to navigate to the create account rather than having to scroll to the bottom to create an account.
- Have added fewer pages for the account creation stage so the user has fewer steps to take when completing the account setup process.

# iOS MOCKUPS
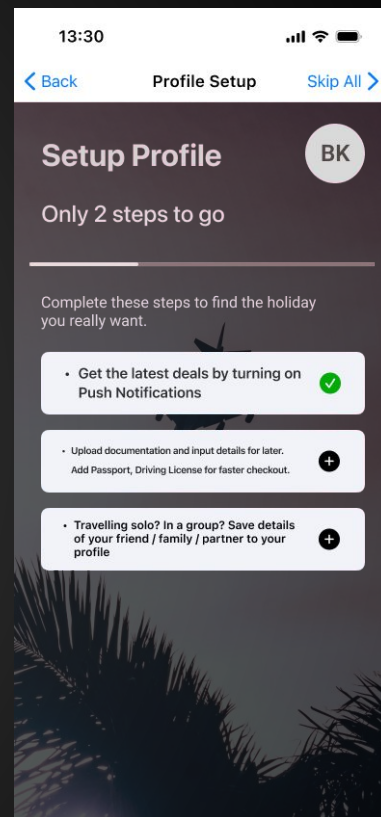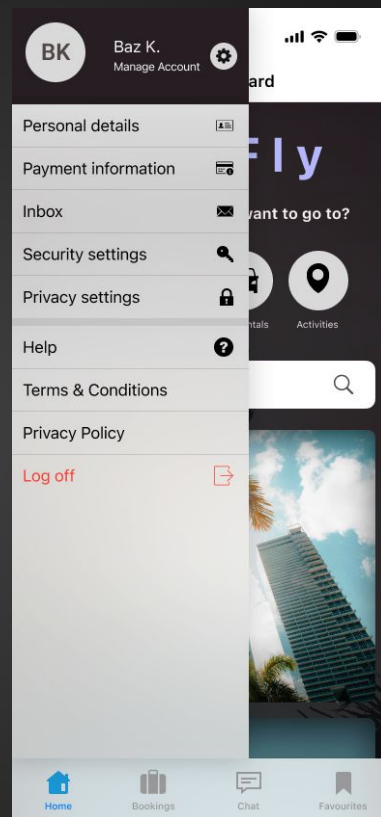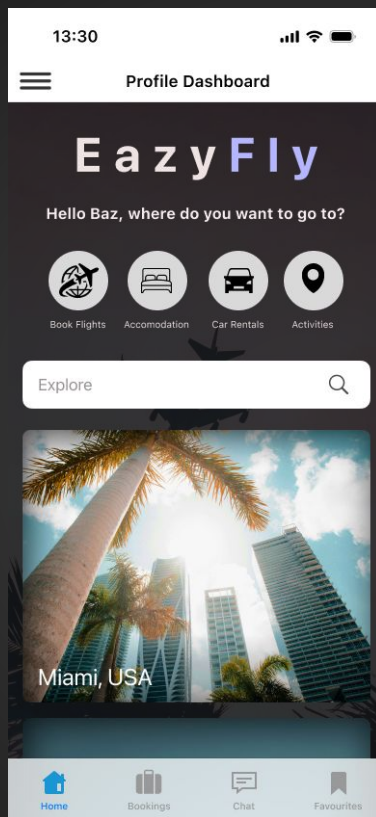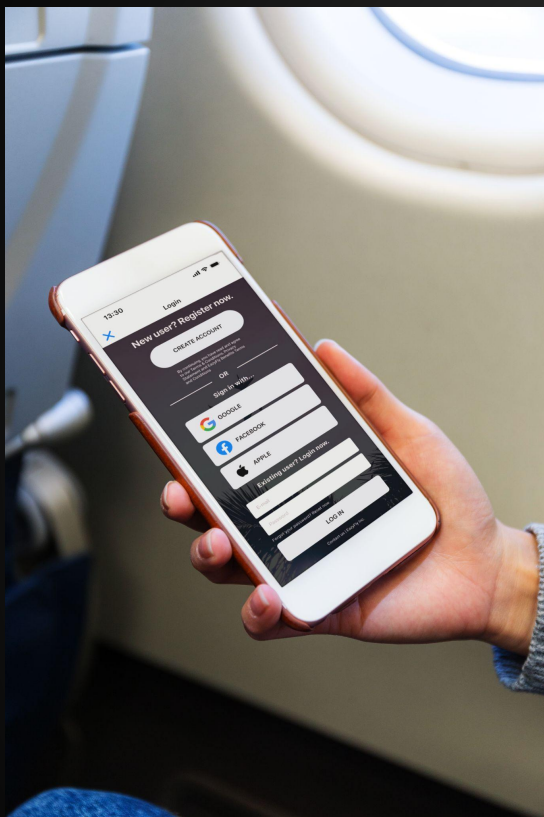
# iOS PROTOTYPE

The high fidelity prototype made in Figma shows the 'EazyFly' app using high quality images and a preview of what the actual app would look like on the iPhone 13 and 14.

➔ Here is the full link to the clickable High Fidelity Prototype in Figma: https://www.figma.com/file/44ajbHi4OY5ZXxhuhxyQ5Q/Homework%3A-Baz---Figma-Prototype-and-Sketches?type=design&node-id=95-516&mode=design&t=RHd3kuyNczhxDuAQ-0

# FINAL THOUGHTS & CONCLUSION

I found this travel project to be very exciting and insightful into how the UX design process works, learning lots of new principles and concepts along the way. With that being said, I did also learn a lot from the successes and feedback I received.

➔ **Finding a USP (Unique Selling Point) to create a MVP (Minimum Viable Product)**

I definitely found it challenging to try and differentiate my app from other products. I found many similarities between my travel app and other existing ones like Expedia and SkyScanner. Research is a very crucial part of the design process and the main mistake I made whilst creating this was basing the app off my own personal travel experiences as opposed to basing it off proven and tested research. What I really needed to do was dive deep into user research and really develop an understanding of our target audience and the gap I'm trying to fill in the market where many travel apps have already been developed. When I presented my wireframes to potential users, many of them noted similarities to Expedia and this meant that I needed to go back to square one to figure out which features would be required to differentiate this from other similar apps in the market and determining what would be feasible for the scope of this project. I find it's okay to make mistakes along the way in the design thinking process and that it takes time to figure out a USP for a product. Usually, it takes a couple of iterations before you eventually figure out how to develop a product that incorporates a unique selling point to allow it to become more than a minimum viable product.

➔ **More thorough Competitor Analysis**

If I had more time, I wish I did more thorough research on the existing apps and really taking the time to analyse their strengths and weaknesses before starting my project. I ended up taking inspiration from existing apps like Expedia and SkyScanner to develop my project and that i'd essentially be re-creating a similar app to those as opposed to introducing differentiating features to solve the problem I intended to solve from the beginning. I could have been more efficient with the design process if I really took my time with the competitor analysis and narrowed down the focus to the core features I really want to showcase in my app.

➔ **New learnings to take away**

I find that learning mistakes is part of the design thinking process and that I need to be able to let go of the idea for perfectionism. I also learnt that it's okay to amend the flows or change your plan completely halfway through the design process, as I had to change my task and user flows to fit the scope of this project window. Furthermore, I find that adopting a designers mindsets is a process that's fairly new for me and also one that takes time to master and that it's okay to progress at your own pace whilst designing the prototypes. There were times where I felt confused and unsure but at the same time it's absolutely crucial to seek feedback and support when it's required and that the feedback given by peers is with the intention to iterate and improve for the next time. Design iteration is always an ongoing process and there's always improvements to be made regardless of how much design experience one may have. When I came into this project, I knew next to nothing about UX Design but I came out the other side learning a lot of new principles and concepts and seeing the design process from the perspective of a designer.

➔ **What I will do next time when I work on a similar design project**

When I work on a similar project in the future, I will learn to embrace the process of making mistakes, seeing failure as feedback and being comfortable with asking for help at any stage of the design process. I also learnt that it's normal to get stuck on certain problems and that it may take time to find a solution, so embracing the challenges and taking manageable steps to overcome the challenges. I will also try to allow myself to empathise and consider different perspectives to be able to effectively iterate on my designs. The learning curve is steep with the design thinking process and I should make myself comfortable with the idea of getting as much feedback as possible from peers and teachers and be able to continue to learn new ideas and concepts and iterating on my designs and allowing progress to compound over time to see the results over the long-term. Going forward, I will definitely consider more time management strategies to be able to better manage the time spent on research and analysis to ensure that I'm in the best position possible to build a solid foundation for a prototype and application I intend to develop and there's definitely a lot more to iterate on when I have more time to work on the prototype to ensure it meets the correct guidelines for iOS and Android devices.