

WANDERLIST

the travel planning website and app

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UX Design 2019



DISCOVER ABOUT

Everyone has their own way of planning their trips. While planning is the fun part of the process, keeping track of bookings, flights and important information isn't.

Wanderlist is a website designed for individuals to help them plan and prepare for their trip in the most pain-free way possible.



DISCOVER

THE PROBLEM

“Travellers need a tool to help them plan and organise their trips.”



DISCOVER THE GOAL

DISCOVER

Learn how people plan destination trips.

Finding out the issues related to trip planning will provide good insight into the problem, what people have done to remedy it.

DEFINE

Understand the target market.

The goal of this proces is to find out what motivates users, what their goals and and what they have frustrations with. Determining the above will give us a better understanding of what to deliver to fill user's needs.

DESIGN

Construct a solution to meet user needs.

Based on the results of the user needs and motivations - to come up with an answer to those needs.

DEFINE

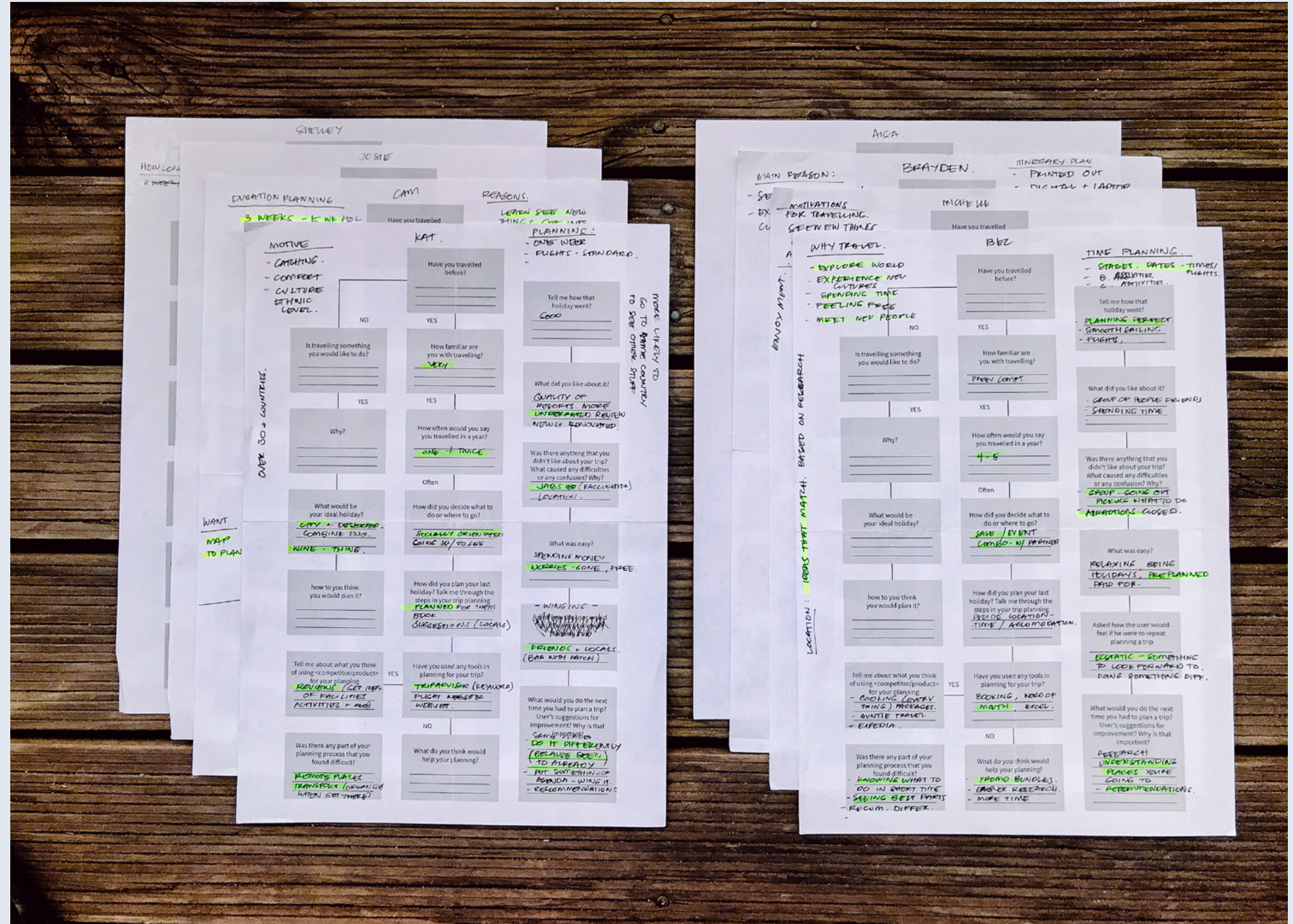
USER INTERVIEWS



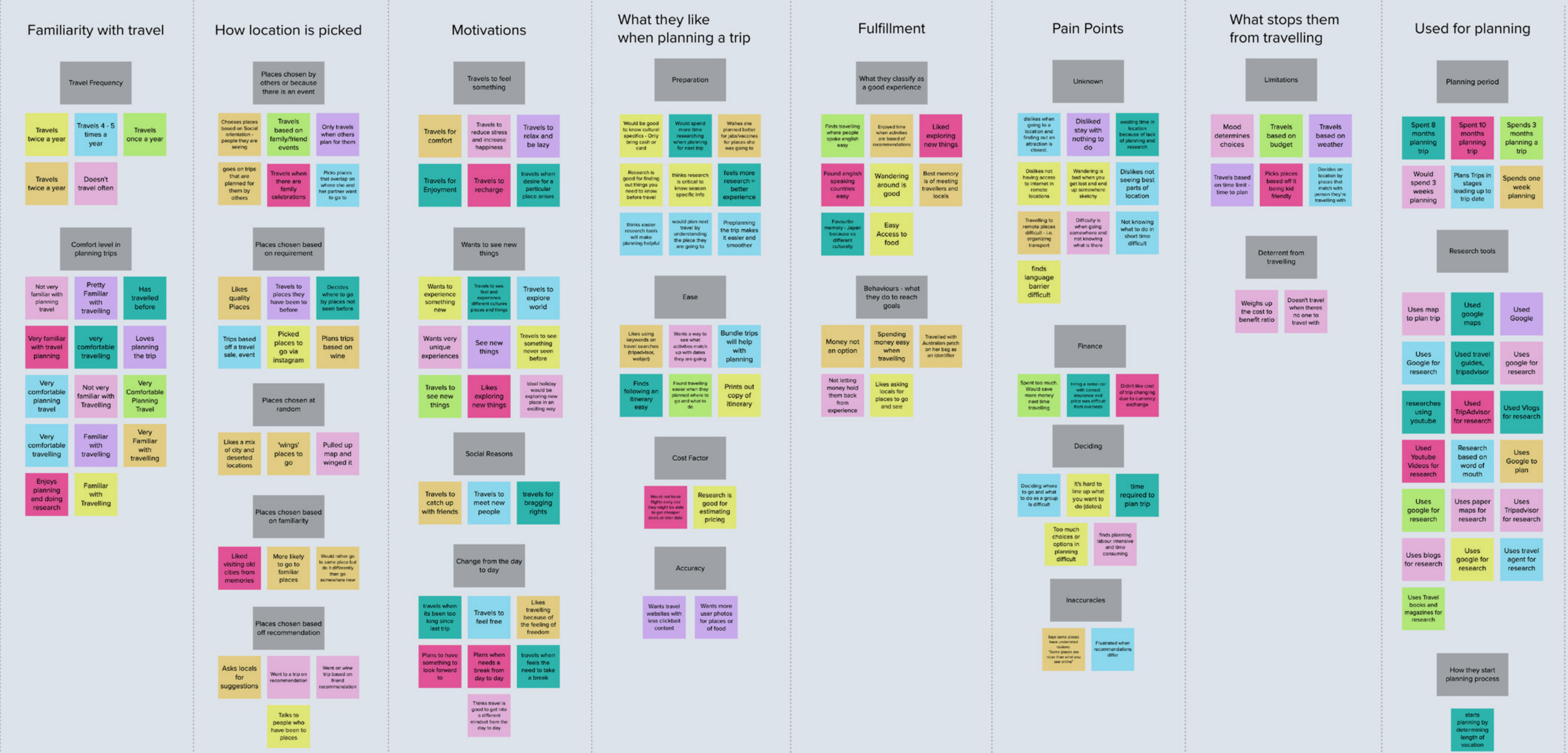
INTERVIEW METHOD

For my user interviews, I created a flowchart to help me cover all the important information that I wanted to get.

I interviewed 8 users who have plenty to little experience with travel, who range between the ages of 23 - 47, male and female, single and with family.



AFFINITY MAPPING



FINDINGS



Goals and motivations

- Travel to see, feel and experience new things
- Users travel for social reasons - travel with friends, family, events
- Searches for community reviews
- Extensive research to make sure the trip goes by without a hitch - by being informed on information related to the location

Pain points

- Having too many points of comparison
- Having too many printouts for bookings and places to see
- Not knowing when attractions are closed
- Wasting time because of lack of research
- Not having access to information in remote locations

DISCOVER

PERSONAS



Primary Persona

Jenna is a young professional and a social media influencer who travels a lot for work and for fun. When travelling, she seeks out picture-perfect locations, and wants to know country and city specific information before she goes.



JENNA RODRIGUEZ

The Social Media Influencer

DEMOGRAPHIC

Age	25 - 35
Location	Darlinghurst, NSW
Occupation	PR Coordinator
Status	Single, No Children
Type	Frequent Traveller
Countries Visited	22

MOTIVATORS



PERSONALITY

- #Outgoing
- #Talkative
- #Sociable
- #Loud
- #Friendly
- #Responsive
- #Ambitious

"I want to see the world closer than what I see on my screen."

ABOUT

Jenna is a PR Coordinator for an well-known alcohol company, who travels often for work and also enjoys travelling for leisure as well. When travelling for herself, she tries to seek out popular tourist attractions and often checks social media for research and inspiration. She would occasionally travel with a group of friends and would like a way to make planning as a group easier.

GOALS AND NEEDS

- Finding unique and popular locations - lots of user submitter photos
- Meeting new people
- Wants to see new things to share on social media

FRUSTRATIONS

- Dislikes missing out on the best parts of locations
- Dislikes not having anything to do
- Finds deciding what to do when travelling with a group difficult

Secondary Personas

The workaholic, The Parent, Travel Expert



LEARNINGS



Prior to the user interviews, I had originally planned to create a mobile app only because it's an easier way to carry your itinerary around while on the go. But after doing user interviews, I had found that most users plan their trips on a desktop - mainly because it's easy to use for searching, you can have multiple tabs open, and it's easier to find information at a glance. So learning that has shifted the end product that I had planned to deliver.



Users had placed a high importance on community reviews, photos and recommendations.



5 out of 8 users mentioned wanting location specific information before going on their trip.

DEFINE

MVP

*Using the MoSCoW method,
I've narrowed down the essential
features necessary.*

- Scheduler/planning calendar
- Desktop and Mobile version
- Drag and drop function on desktop and mobile for flexibility to move things around easily
- Premade itineraries
- User reviews on locations and activities
- Search function
- Search filters
- Being able to share trip

Must-have initiatives

Premade itineraries

Customizable itineraries

Reviews on locations and activities

Can upload User photo reviews

Can filter search results

You can share your trip

Section for recommended lists for places

Access your itinerary anywhere

Desktop and mobile version

Itinerary calendar

Drag and drop to move items around

Know before you go section

Should-have initiatives

Toggle click and drag function on mobile

Visual calendar of itinerary

Ability to connect different legs of the trip

Downloadable offline maps with itinerary info

Could-have initiatives

Cultural info to know - bring cash/card based on database entries

Wishlists

Will not have (Yet)

Proximity Alert for locations and activities based on user entry

Trip recommendations based on mood/weather

Chat function to collaborate trip with friends



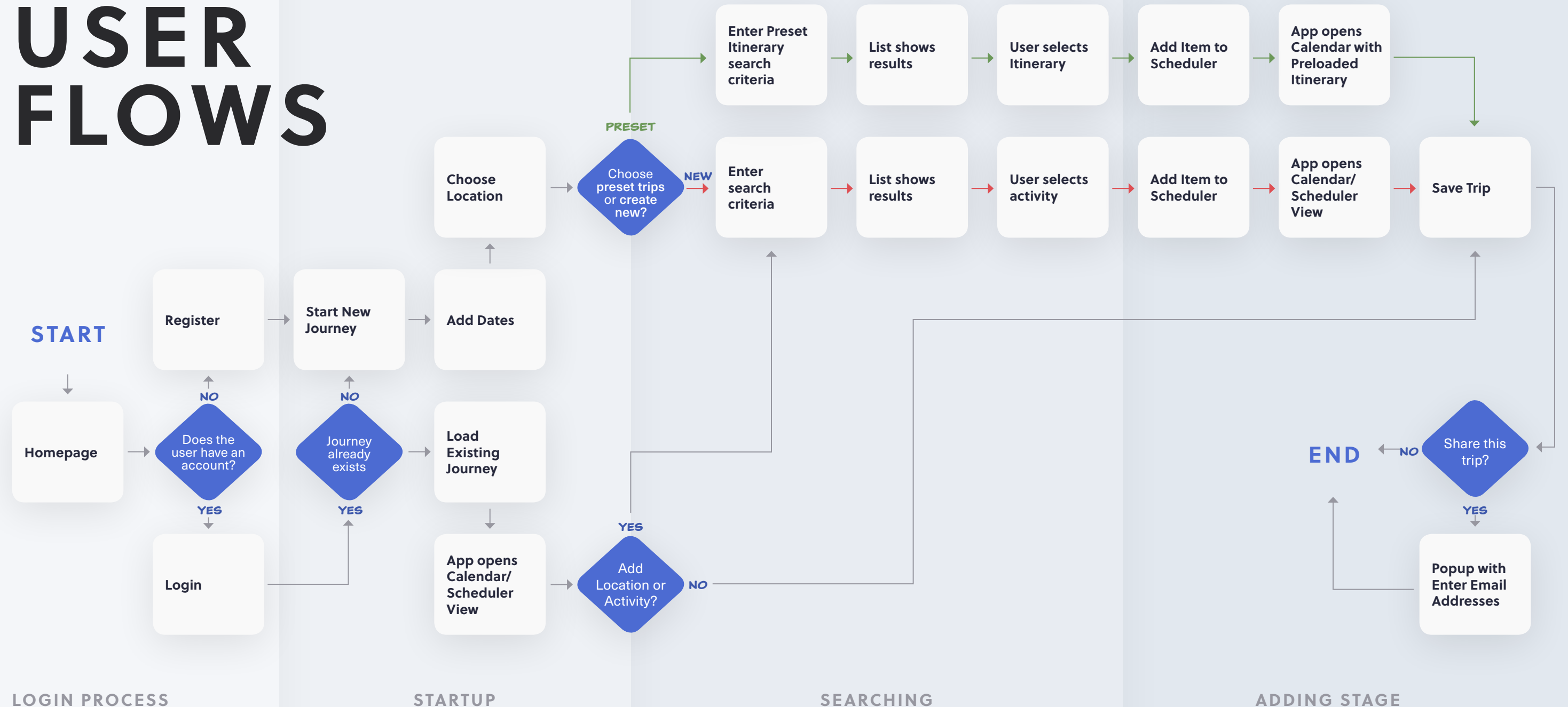
DEFINE

COMPETITION

	Google Maps	Tripadvisor	Tripit App	Wanderlist	Pain Points being addressed
Trip Reviews	✓	✓	✗	✓	Wants user-based reviews
Geomapping	✓	Uses Google maps app	✓	✓	Knowing what's nearby
Navigation	✓	✓	✓	✓	Finding out where to go
Search	✓	✓	✗	✓	Finding things to do and see
Calendar	✗	✗	✗	✓	Be able to see overview of trip
Create your own itinerary	Only stop-by-stop itinerary (max of 10)	✗	✓	✓	Can customize trip to how user wants
Preset Itineraries	✗	✓	✗	✓	Can choose between itineraries set by experts
Mobile/Desktop Version	✓	✓	✓	✓	Users find planning trip easier on desktop but want to be able to access trip deatails while on the go
Notifications for location updates	✓	✓	✗	Only daily updates not push notifications	Up-to-date information on attractions, things to know before you leave for your trip
Share Travel itinerary	✗	✗	✓	✓	Share trip with friends
Flight and Check in Updates	✗	✗	✓	✗	Having less to worry about

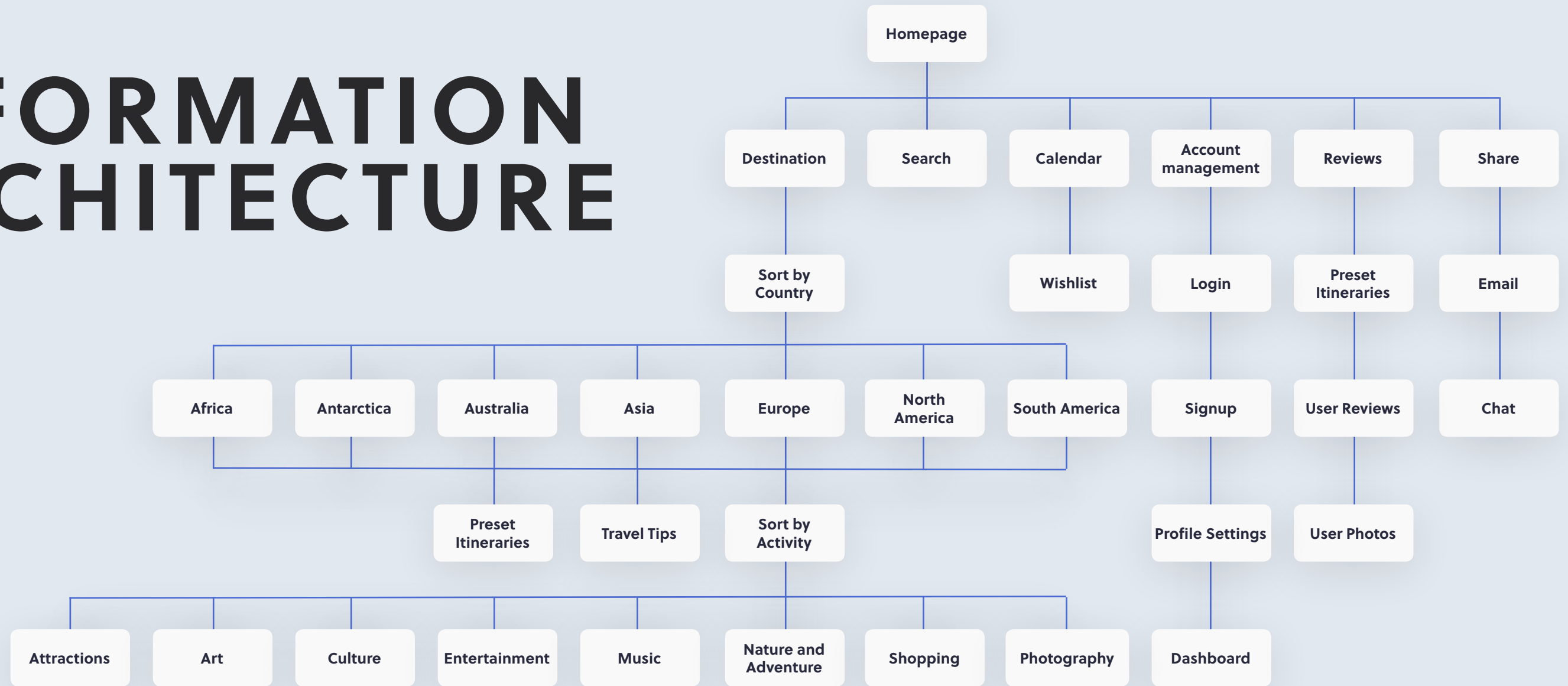
DEFINE

USER FLOWS



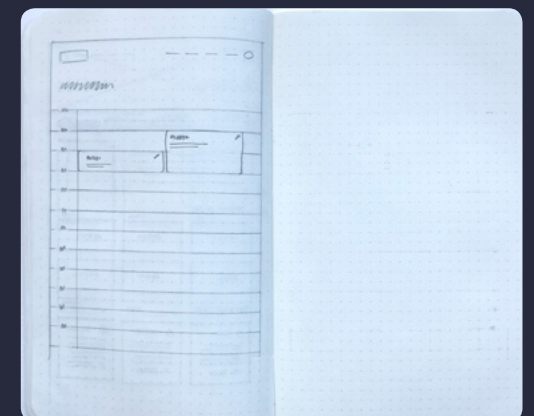
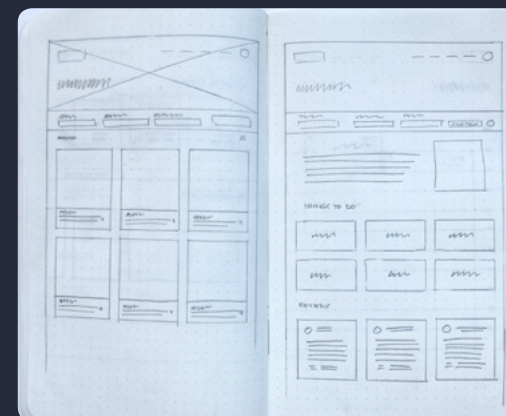
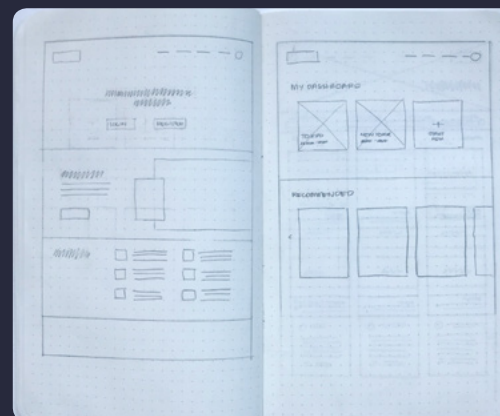
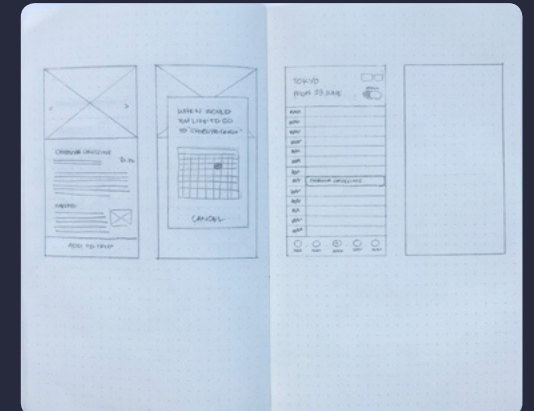
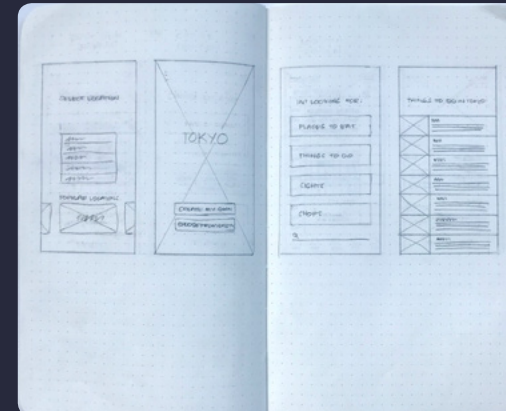
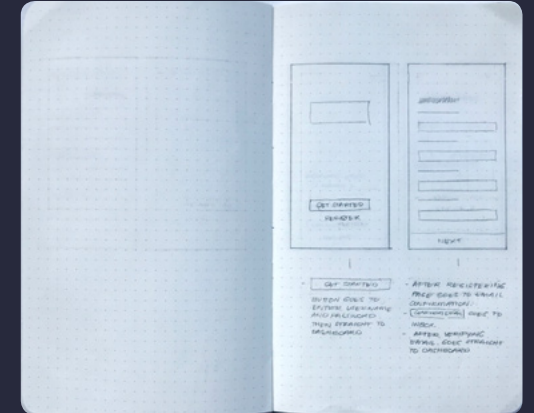
DEFINE

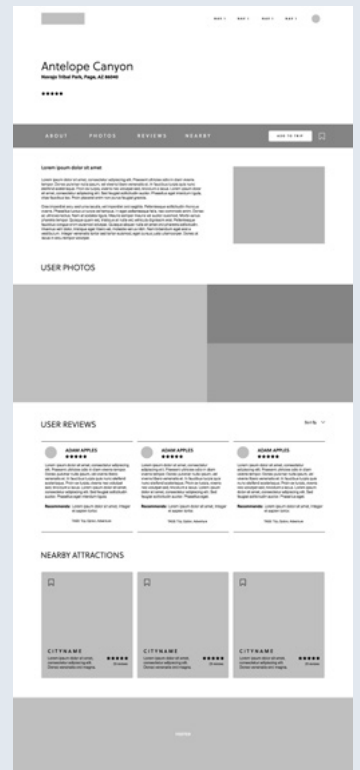
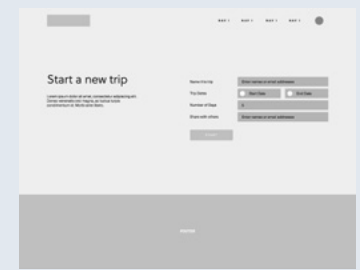
INFORMATION ARCHITECTURE



DESIGN

SKETCHES & WIREFRAMES





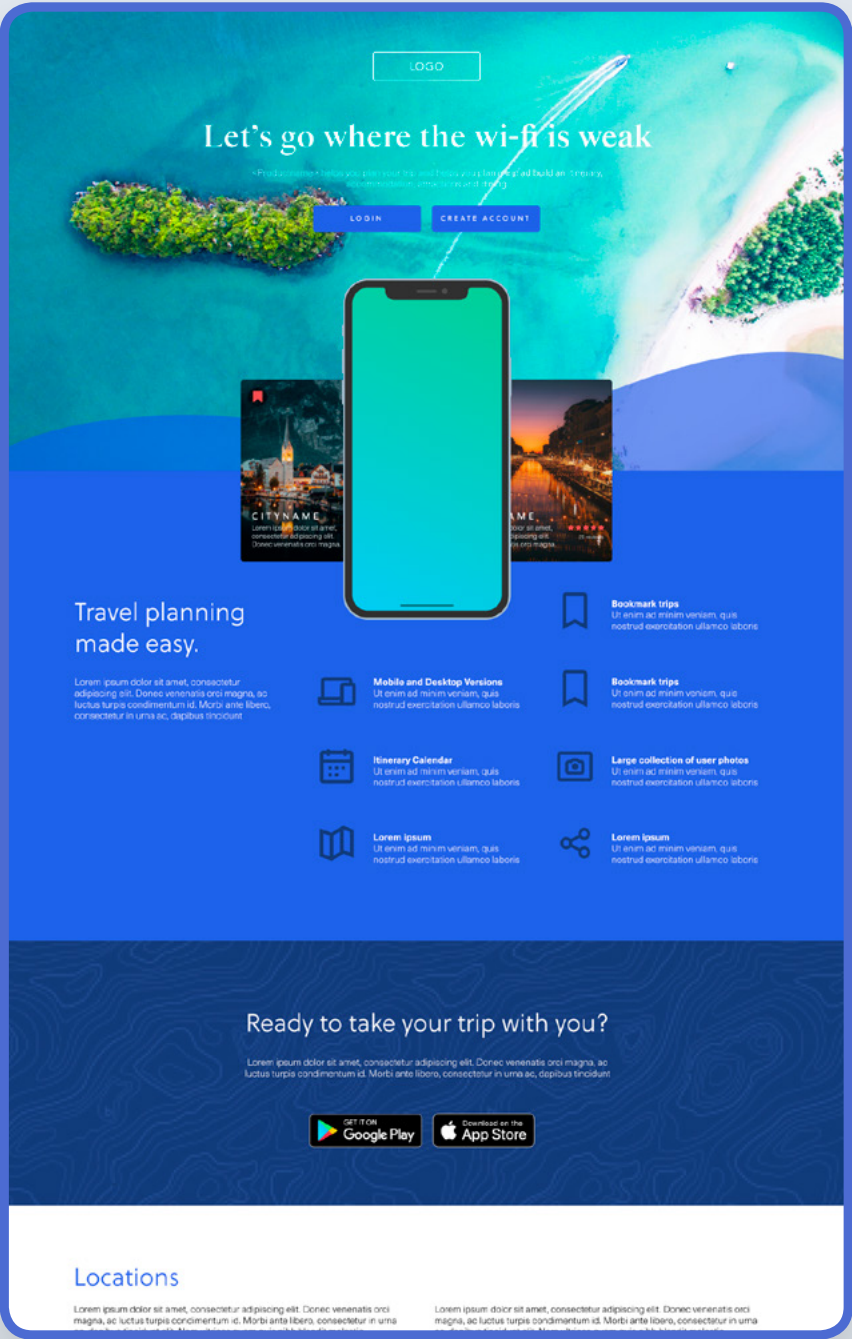
DESIGN

BUILDING THE PROTOTYPE



H1 - META SERIF MEDIUM, 55px

Lorem Ipsum
dolor sit amet



HI-FI WIREFRAMES & MAIN USER FLOW

Dashboard

Start
your trip

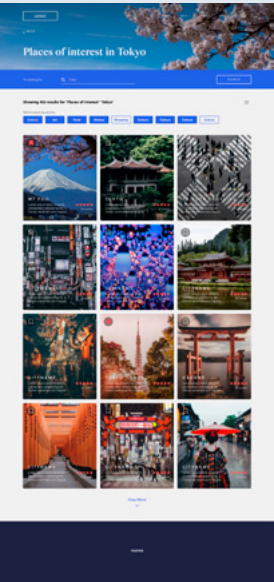
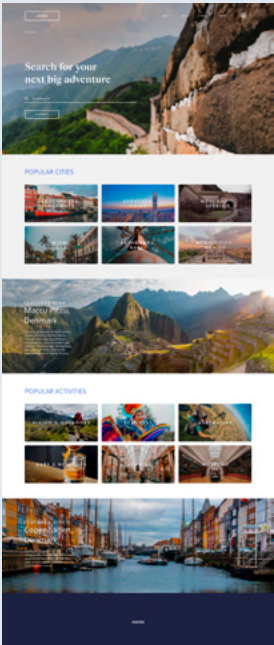
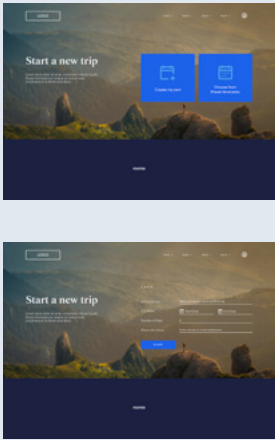
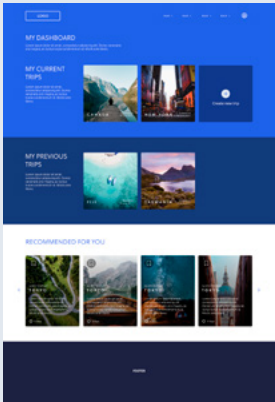
Search
page

Search
Result
(City)

City
Activities
List

Activity
Result

Calendar

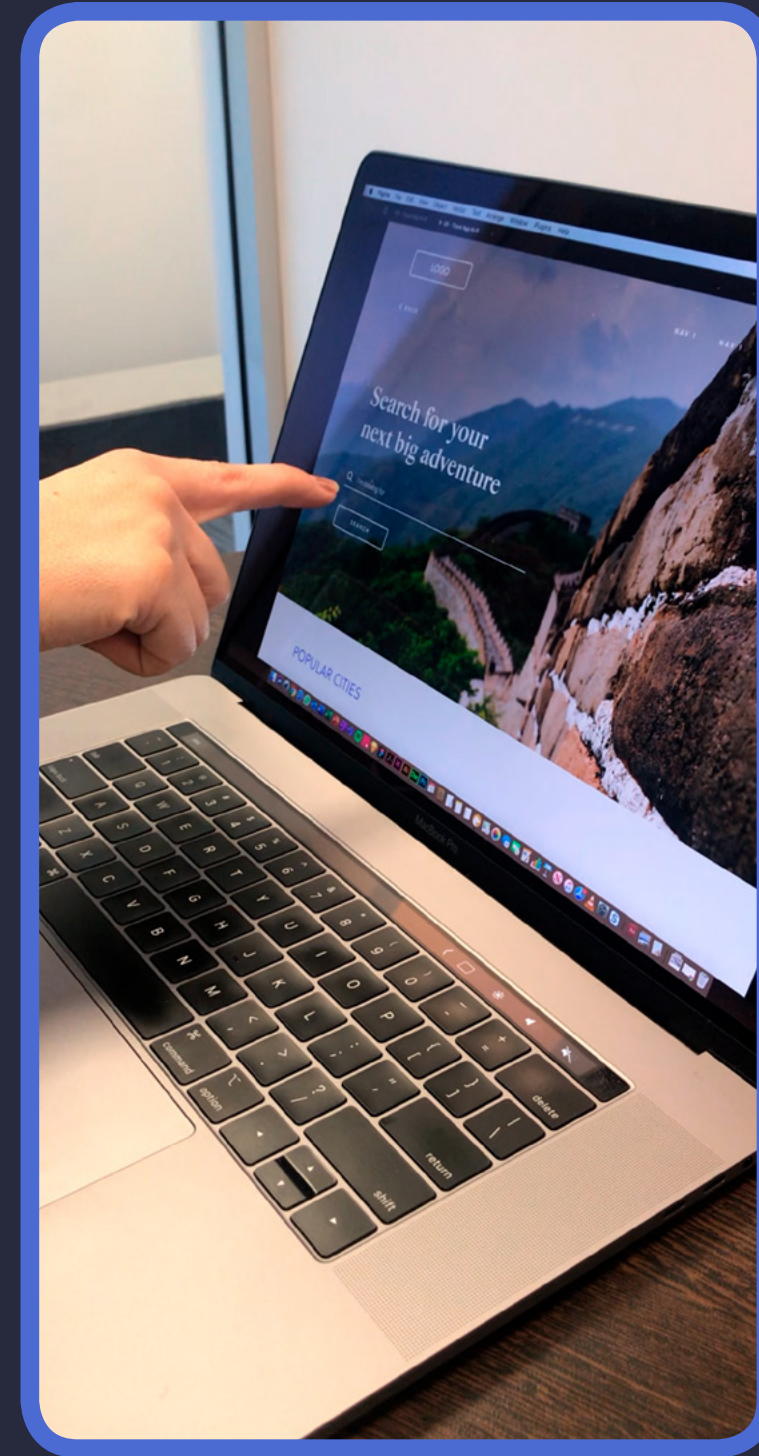


DESIGN

USABILITY TESTING

I tested the prototype on users that fit my target market and gave them the task scenario of

"You've decided that it's time to plan your next holiday and this time you're going to Tokyo. Use Wanderlist to build a new itinerary."



RESULTS

Based on the usability results, users got through the login and startup process without any issues. But it was clear that it was the search process that caused a bit of confusion to about 80% of users.

	<u>HOMEPAGE</u> LOG INTO ACCOUNT	<u>DASHBOARD</u> CREATE NEW ITINERARY	<u>CREATE NEW TRIP</u>	<u>CALENDAR</u> ADD A TRIP	<u>SEARCH PAGE</u> TYPE IN SEARCH	<u>DIRECT LOCATION RESULT</u> ADD ACTIVITY	<u>ACTIVITY LIST RESULT</u> CHOOSE AN ACTIVITY	<u>ACTIVITY ITEM</u> ADD ITEM TO TRIP	<u>CALENDAR WITH ITEM</u>
KAT	✓	✓	✓	✓	SEARCH AUTOFILLS LOCATIONS. FEEL SEARCH SHOULD BE AT BEGINNING OF CREATING TRIP. FEEL THIS PAGE	FEEL THERE SHOULD BE A SEARCH RESULTS PAGE	HAVE ACTIVITIES MORE VISIBLE TOWARDS TOP OF PAGE		ADD LINKS TO EDIT / DELETE ACTIVITY TILE
BEC	✓	✓	✓	✓	MAKE SEARCH AREA MORE DOMINANT IN UI DESIGN	✓	✓	ADD HOW TO GET THERE DIRECTIONS	ADD FLIGHTS / BOOKING TO CALENDAR
BRAY	✓	✓	✓	✓	✓	✓	✓	✓	ADD FLIGHTS BOOKING ADD OTHER ITEMS BASED ON PROXIMITY ADD NEARBY TILES TO WHEN YOU WANT TO ADD OTHER ITEMS
PC	✓	✓	✓	✓	✓	IF LOCATION IS KNOWN / DETERMINED THEN SEARCH SHOULD JUST GO DIRECT TO LOCATION RESULT	NEEDS A QUICK WAY TO ACCESS TRIP CALENDAR	TOO MANY STEPS / PAGES TO GO TO ITINERARY	✓
SHELLS	ENTER PASSWORD PAGE MISSING	✓	✓	✓	✓	✓	TOO MANY PAGES IN FEELS TOO FAR FROM ITINERARY PAGE.	WANTS A QUICK WAY TO ACCESS CALENDAR WHILE PLANNING	ADD BOOKING INFO - FLIGHTS ALL ACTIVITY



LEARNINGS



The search process caused the most confusion to users. This was possibly due to a change in UI design from the start itinerary to the search page making them think they went to the wrong place. Also lack of cues or prompts.



More than half of users asked for the ability to add booking for accommodations, flights and activities - something that I had set aside for phase 2 of the project.



Users found that the flow goes through too many pages to filter down your search and add an item to your calendar.



2 out of the 5 users mentioned wanting a quick way to access and refer to the calendar while doing their planning.

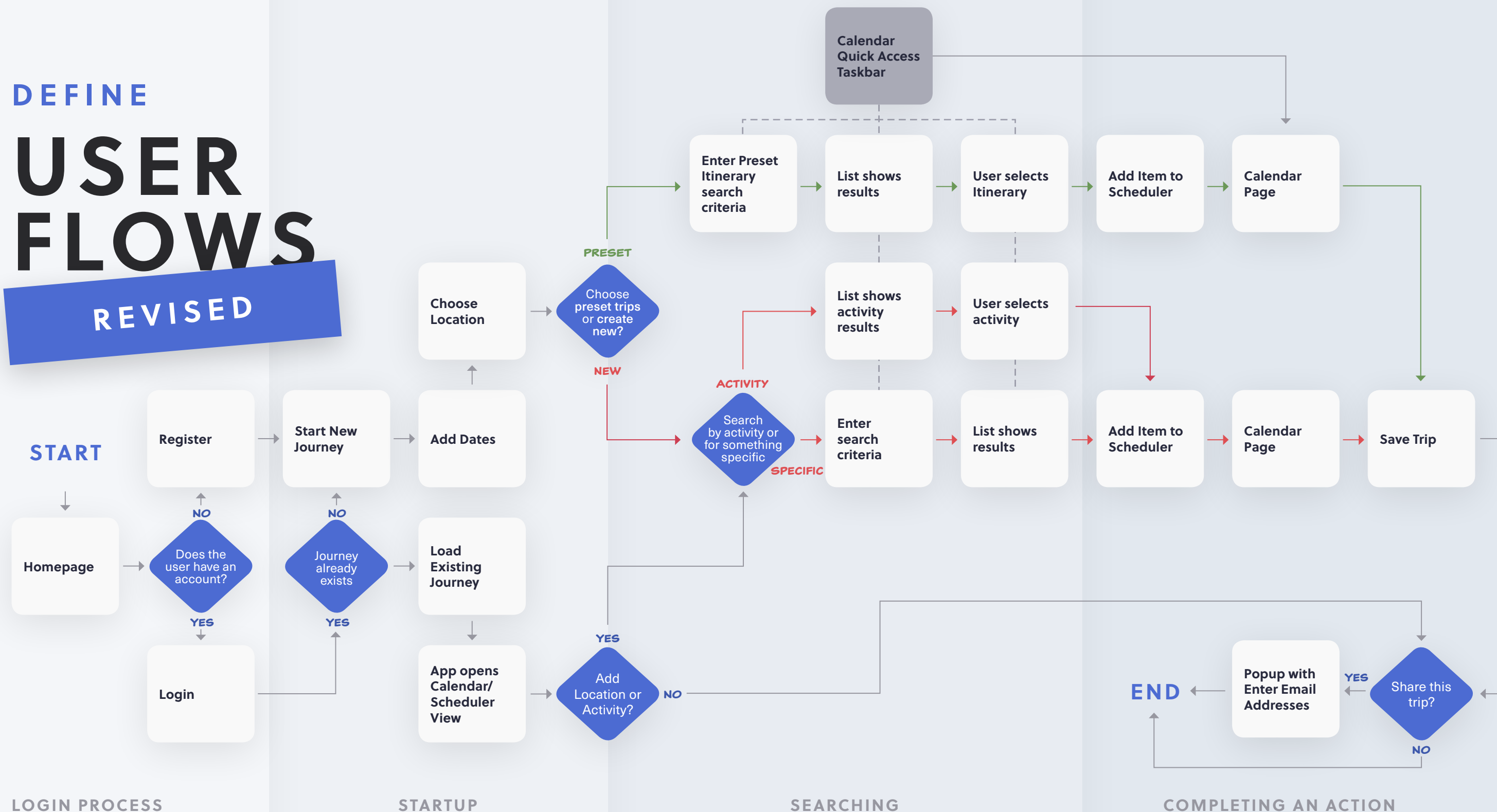


Uncommon icons or icons without labels tend to confuse users.

DEFINE

USER FLOWS

REVISED



DESIGN

REVISED
PROTOTYPES

Based off of the usability test results, I then revised the user flow and added extra features to make the process clearer and more accessible to users.

TRIPS

Lorem ipsum dolor
consectetur adipisc
venenatis orci mag
turpis condimentum
libero.

MY PREV TRIPS

Lorem ipsum dolor
consectetur adipisc
venenatis orci mag
turpis condimentum
libero.

WANDERLIST

MY TOKYO TRIP

WISHLIST

SEARCH

DASHBOARD

BACK

5 OCT — 17 OCT

My Tokyo Trip

Japan

	5 OCTOBER Monday	6 OCTOBER Tuesday	7 OCTOBER Wednesday	7 OCTOBER Thursday
1 am	<div> <div>SYD - HND</div> <div>Qantas Airlines</div> <div> <div>Booking Reference: WP32QD</div> <div> <div>Depart: Sydney SYD 9:35pm</div> <div>Arrive Tokyo: Tokyo HND 5:00am</div> </div> </div> </div>	+	+	+
2 am		+	+	+
3 am		+	+	+
4 am		+	+	+
5 am		+	+	+
6 am	+	+	+	+
7 am	<div> <div>Check in</div> <div>Hilton Tokyo</div> </div>	+	+	+

MY WISHLIST ITEMS

CITY LIFE

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

CITY LIFE

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

CITY LIFE

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

PROBLEM



Within the user flow, the search process caused the most confusion to users. This was possibly due to a change in UI on the search page and the lack of cues or prompts.

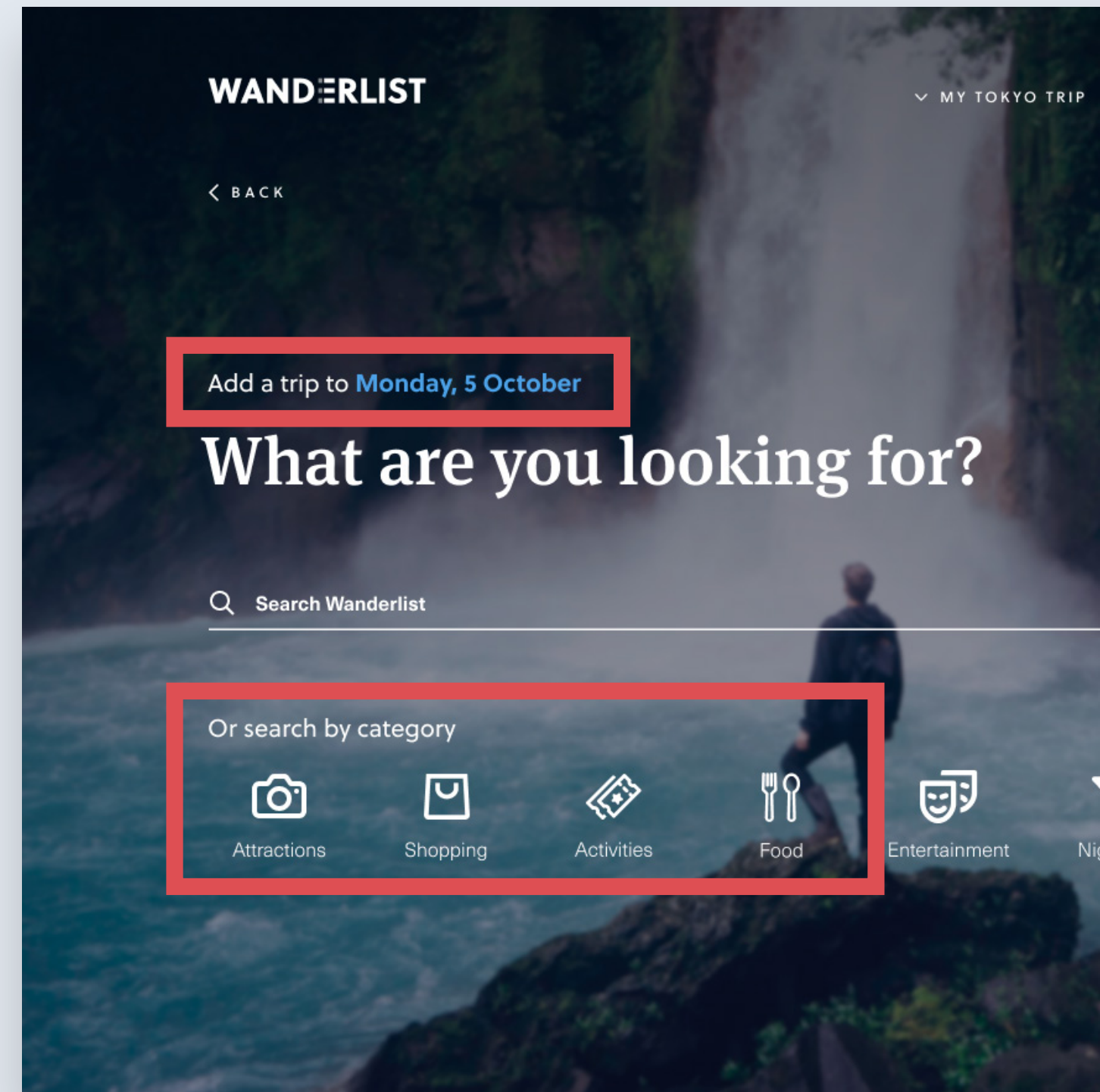


Users found that the flow goes through too many pages to filter down your search and add an item to your calendar.

SOLUTION

On the Search Page, I added a prompt mentioning that the user is adding a trip to their selected date.

Also made quicklinks to categorized places of interest to limit going through another level of filtering and search.



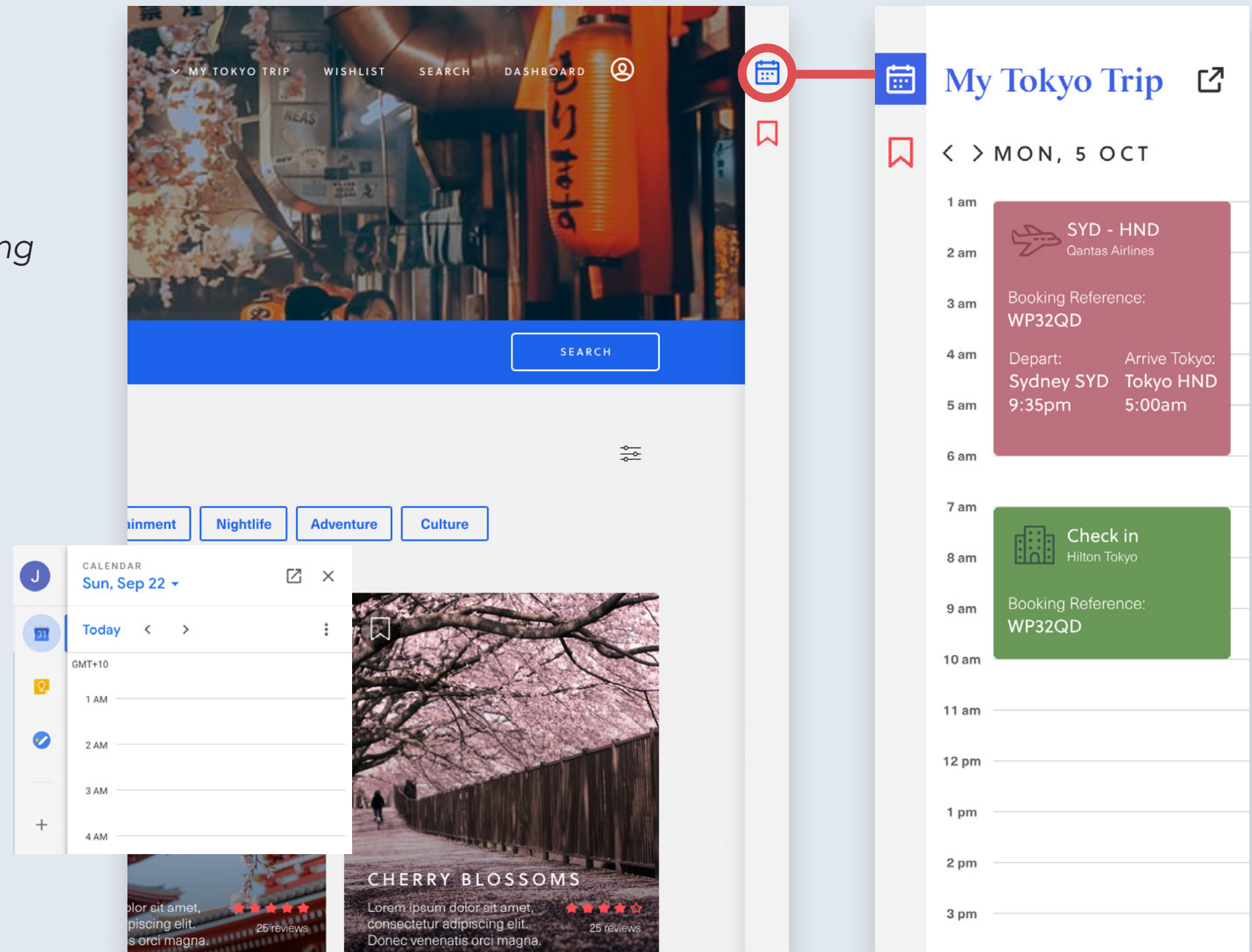


PROBLEM

2 out of the 5 users mentioned wanting a quick way to access and refer to the calendar while doing their planning

SOLUTION

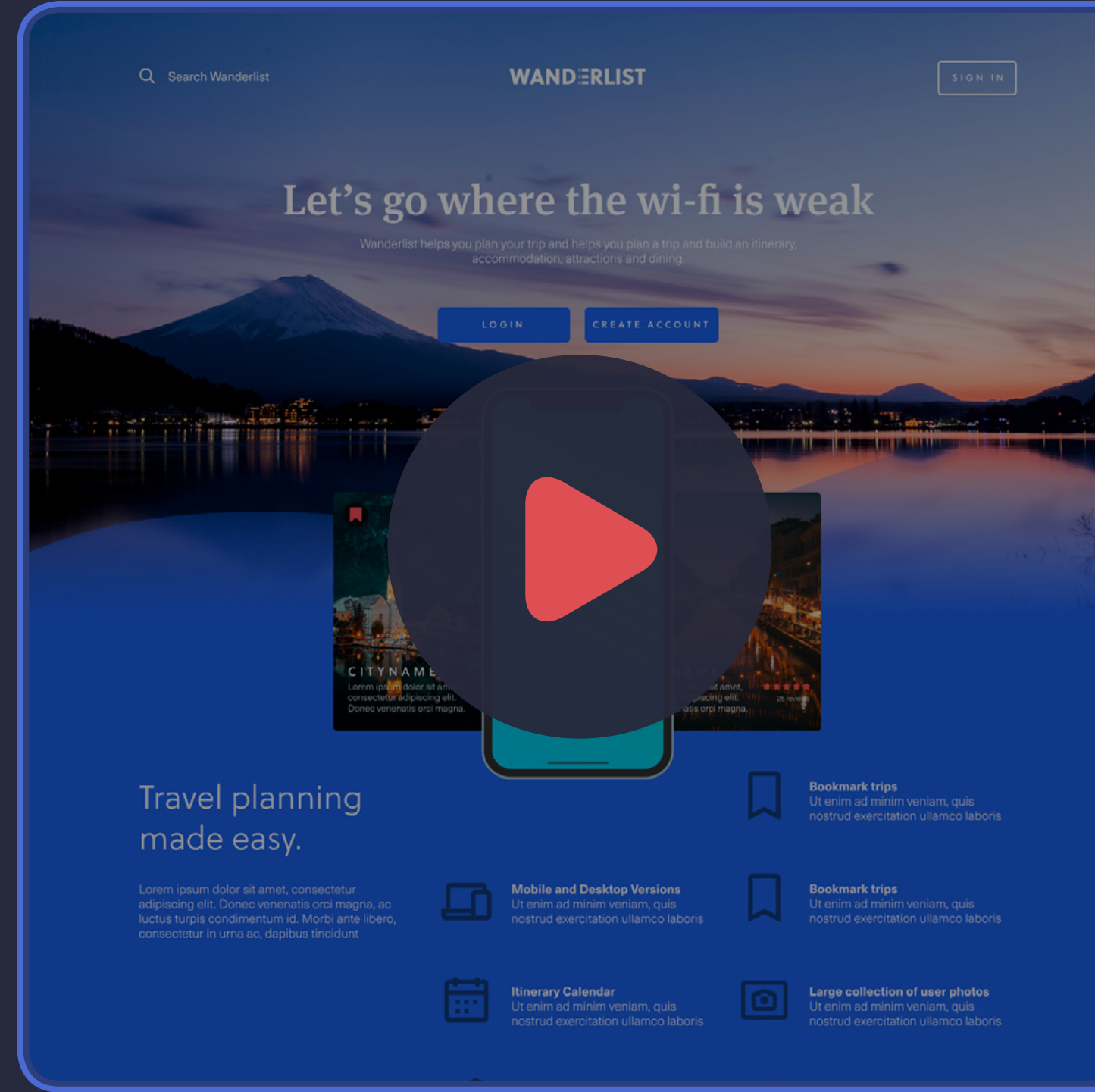
I resolved this issue by adding a floating taskbar that opened a snapshot of the calendar when clicked. I drew inspiration from the gmail taskbar for its simplicity and ease of use.



DESIGN

REVISED PROTOTYPES

*Click on the play button to view
wanderlist in action!*



DESIGN

WHAT'S NEXT



STEP 1

Determine and refine all possible user flows and set up the corresponding pages and actions.

STEP 3

Do open card sort to establish right icons and visuals.

STEP 5

Build the app version of this website.

STEP 2

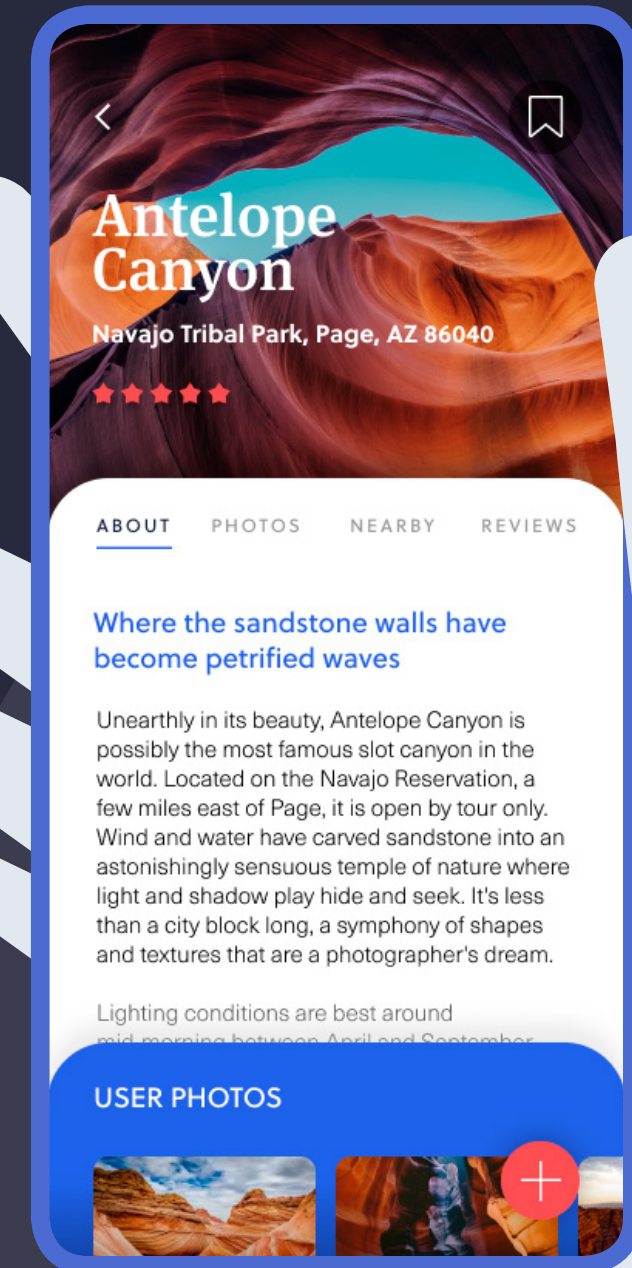
Reiterate and test until we get to a stage where we've solved common issues.

STEP 4

Determine the features needed for the mobile app version.

STEP 6

PROFIT!



END.

THANK YOU