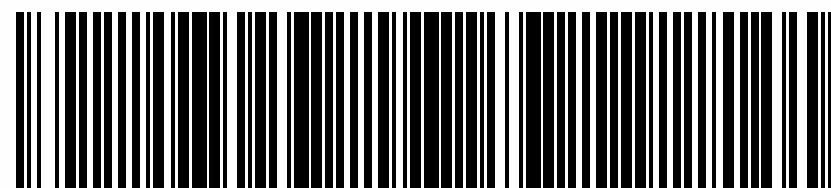


BECOME YOUR OWN TRAVEL AGENT WITH



TravelMate

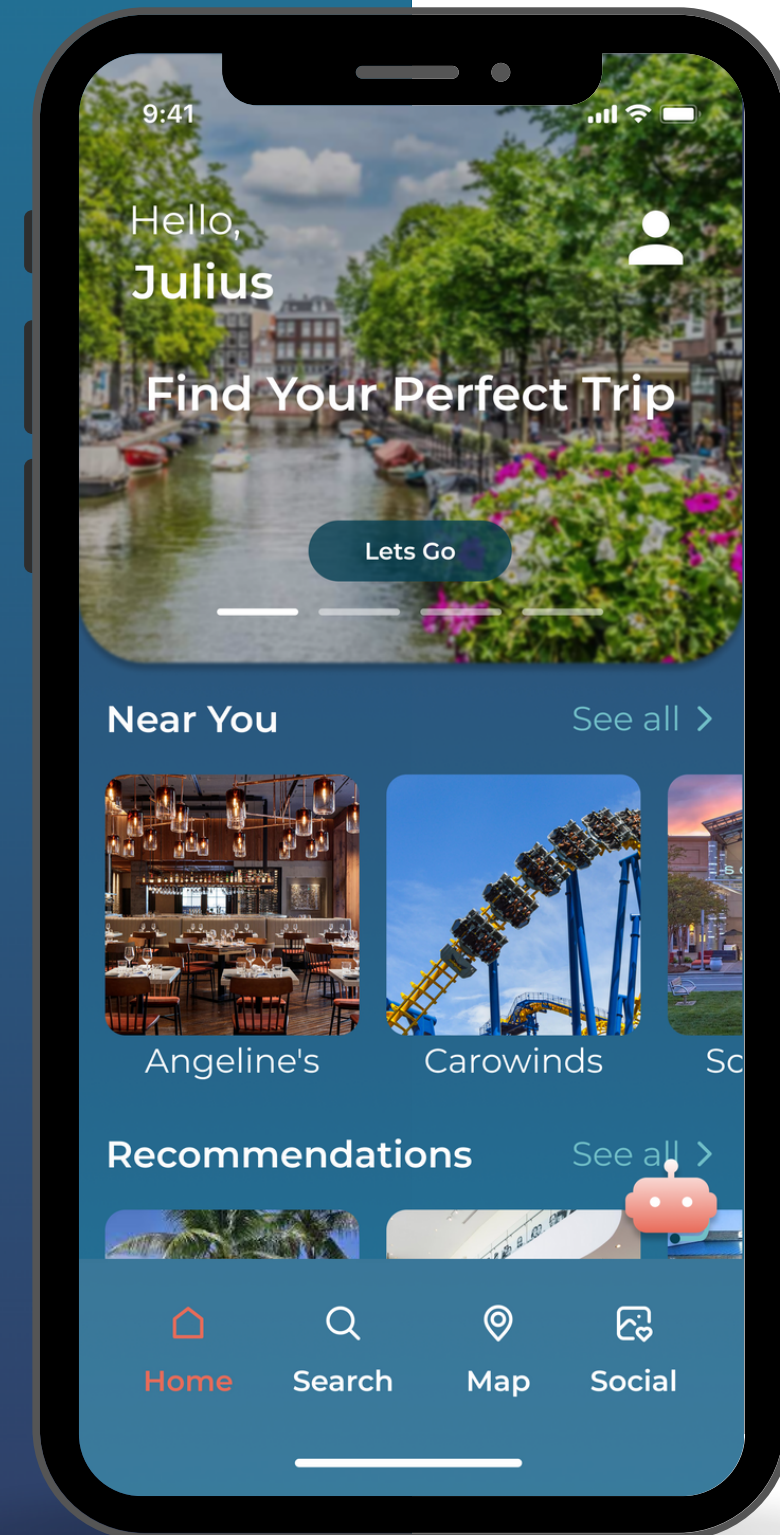
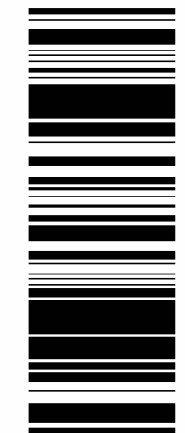
TravelMate is a mobile prototype enabling users to organize travel plans with features like AI itinerary creation, budgeting, and more!



0 35545 62336 78 1



NAME
FLIGHT
GATE
SEAT



NIA MONTGOMERY

DESTINY DEWITT

JHAYDEN POOLE

LEAH BROWN

LUZ CRUZ

Project overview

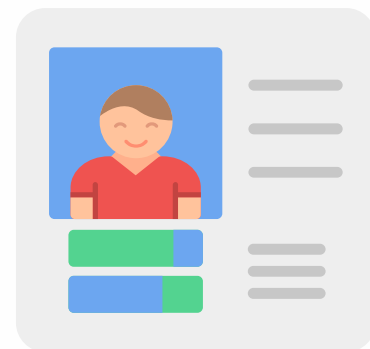
Our team worked on a 4-month project to develop a digital product. We selected TravelMate, a travel app enabling users to plan their trips and discover activities while on the go.

Throughout the project, we adhered to Alan Cooper's Goal-Directed Design Process, which encompasses Research, Modeling, Requirements, Frameworks, and Refinement.

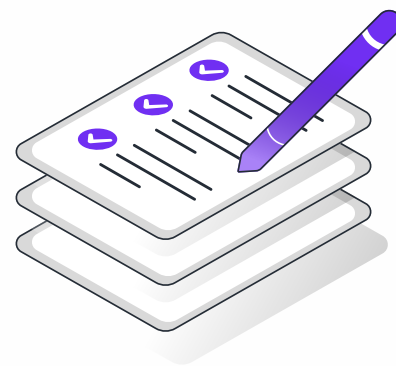
Research



Modeling



Requirements

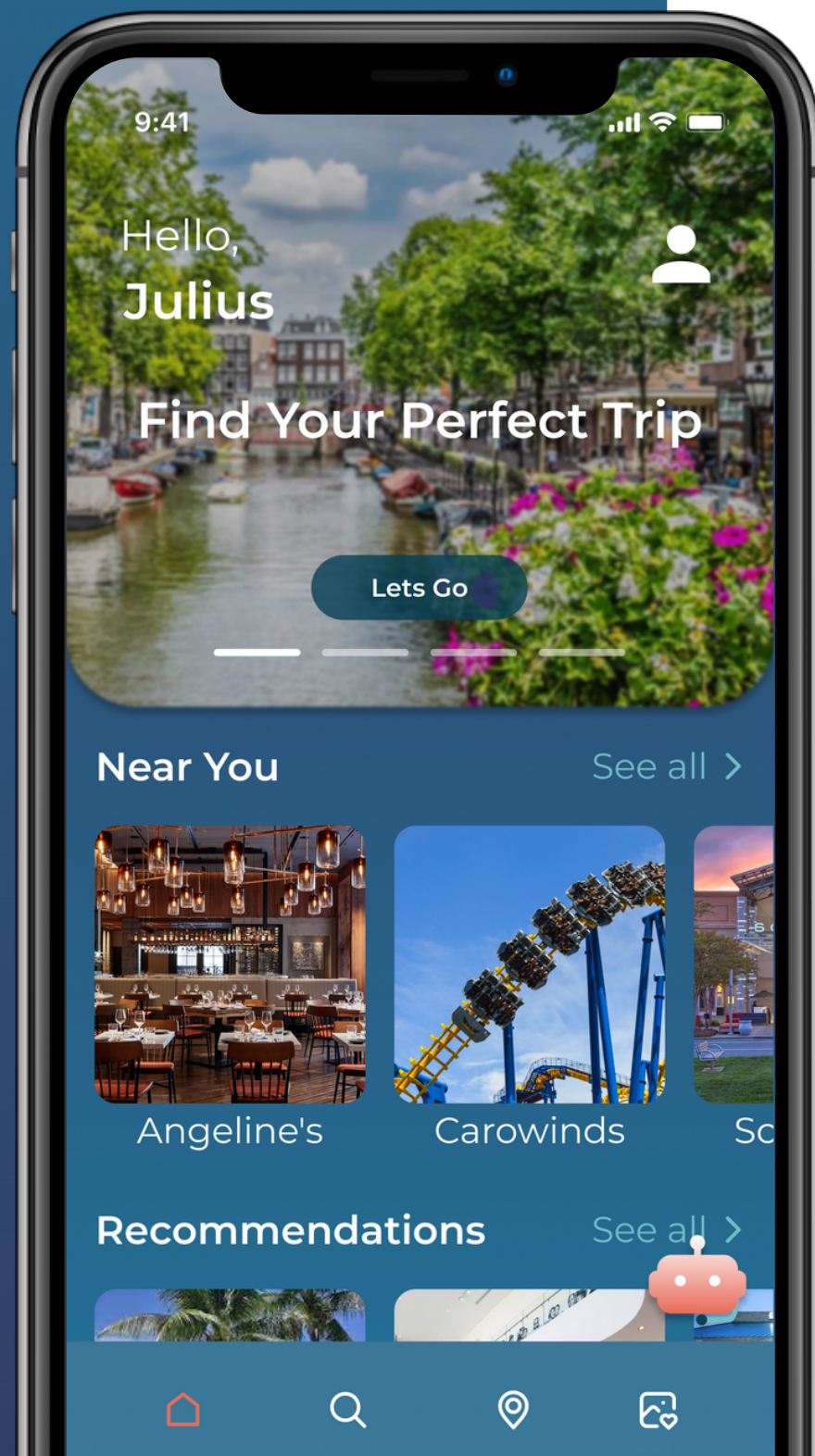


Frameworks



Refinement





Problem Statement

The current state of travel planning has focused primarily on promoting the most popular travel options. Existing products/services fail to address individuals efficiently planning a trip based on personal needs or preferences, i.e., not everyone desires an extravagant trip or vacation. Our product/service will address this gap by allowing users to be their own travel agents.

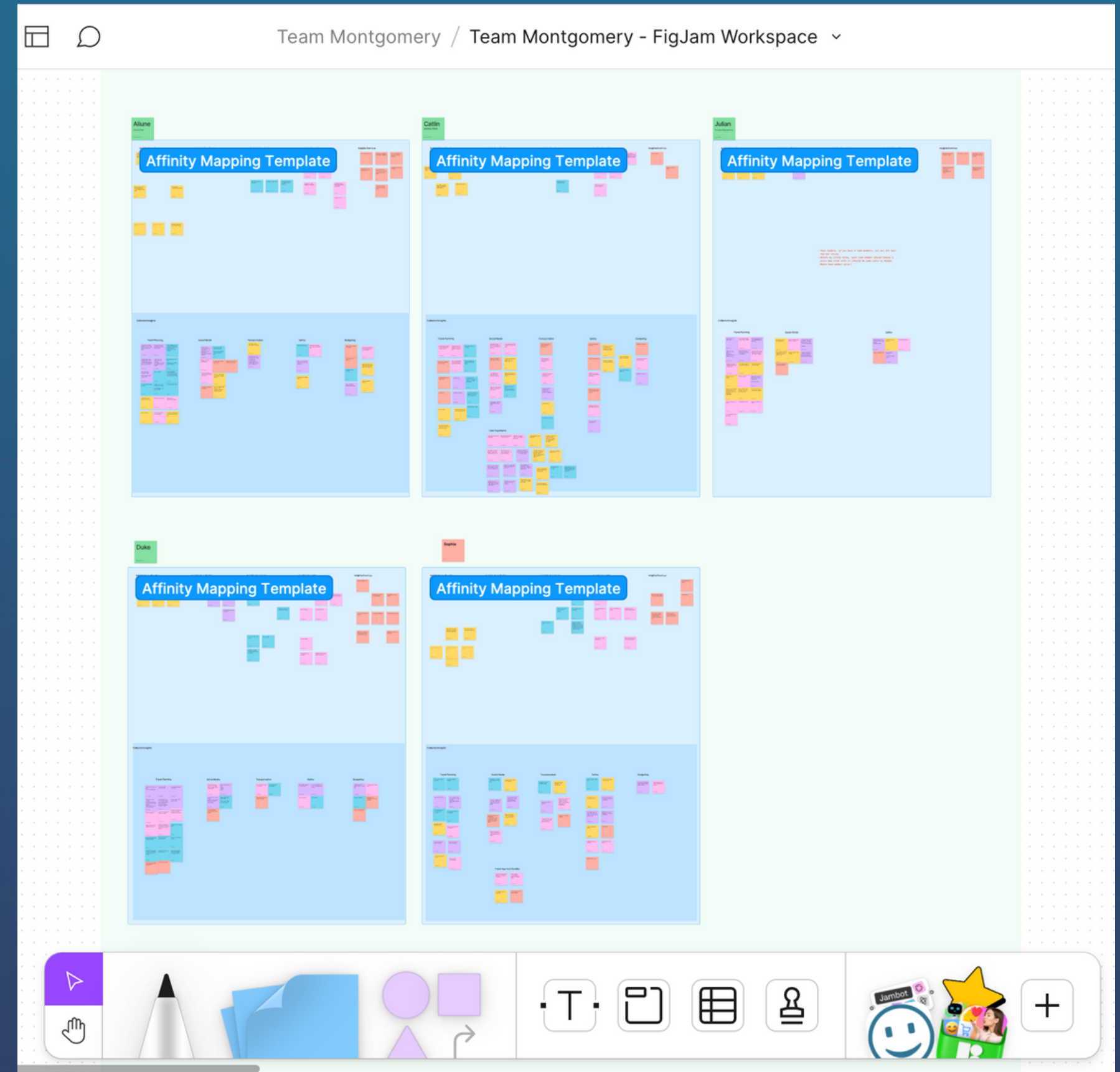
Vision Statement

TravelMate will help users achieve goals of taking charge of their own travel arrangements, recommend trips, budgeting, researching safety, and tracking transportation by allowing them to create, follow, and manage a detailed itinerary that can be shared, view and receive notifications within price range, verify the safety of destinations, and track public transportation options. With greater structure, convenience, usability, and efficiency this will solve problems of time consuming trip planning, navigating through multiple apps, experiencing harmful situations, and overspending that may occur with current travel experience. This application will dramatically improve travel satisfaction and will encourage more people to use our app to plan trips.

Research

During the research phase, we had a kickoff meeting, persona hypothesis, lit review, and competitive audit. For the last portion of the research phase, we asked 5 participants to discuss travel preferences for our app. Each team member conducted interviews, noted insights, and collaborated on affinity mapping.

Our findings revealed a desire for minimal itinerary planning, reliance on social media for trip inspiration, emphasis on transportation tracking, budget consciousness, and the need for specific travel category search functionality.



Modeling

In the Modeling Phase, we synthesized the collected data from interviews to create a primary persona and a secondary persona.

Our primary persona represents a less experienced young adult traveler. Our secondary persona represents a more seasoned trip planner.

Primary Persona



Julius Hill

Primary Persona

- 22
- Software Engineer
- Charlotte, North Carolina
- Recent College Grad
- Loves traveling with friends

End Goals, wants to be able. . .

- Plan their own trip without much work
- To check and monitor transportation schedules and details.
- Share their trip to others

Life Goal, wants to be . . .

Able to consistently and easily plan budget-friendly trips not just for himself, but for others.

Experience Goal, wants to feel . . .

At ease and organized when traveling

Persona Narrative

Julius Hill is a 22 year old recent college grad from North Carolina A&T University. He currently works for Honeywell as a Software Engineer. He works remote and uses his PTO (Paid Time Off) to often travel with his friends. He typically likes to travel out of state and out of the country. He enjoys new experiences and getting out of his comfort zone.

As Julius progresses into his career, he has less time to plan a detailed trip as building his own travel experience is very time consuming. When he does have time to look at other travel sites, he thinks they are out of his budget range. He is organized when planning a trip but doesn't follow a strict schedule and tends to be spontaneous. In his free time, he enjoys looking at other travelers social media post and would one day like to share his trip with others. Given that he'll be traveling to places he's never been before, he's concerned about navigating unfamiliar public transportation systems to get to specific locations as it has never been much of a priority in his life.

Julius prefers to use his phone to browse trips taken by others. He would love to experience the same trip as influencers he follows on social media. Due to the time constraints he has, he would find it great if he could book a budget-friendly trip with a couple of taps on his phone, sparing him the need of time consuming research and planning. He also desires the ability to monitor various transportation networks remotely without a need for physical presence or reliance on multiple transportation tracking applications/websites.

Julius aims to feel at ease and organized, while also enjoying the process of trip planning or exploring a destination.

Secondary Persona



Hazel Webber

Secondary Persona

- 34
- Marketing Consultant
- San Francisco, CA
- Travels often for work
- Likes exploring different cultures and scenery

End Goals, wants to be able. . .

- Check safety in the areas she's traveling to
- Build an organized trip itinerary with minimal effort
- Keep her itinerary private

Life Goal, wants to be . . .

Have a structured travel planner that she can use often

Experience Goal, wants to feel . . .

Cultural/local experience while traveling

Persona Narrative

Hazel Webber is a 34 year old consultant at large tech company. She travels quite a bit for work and often travels alone. When it comes to planning a trip, she likes to research categories like hotels, attractions, and restaurants in the area.

Hazels' priority when traveling alone is her safety. She trusts her instincts and is quick to leave any area that feels unsafe or sketchy. While she enjoys the thrill of adventure, Sarah is cautious and always takes precautions to ensure a smooth and secure journey.

While Hazel finds inspiration in the social media posts of fellow travelers, she prefers to keep her own travel plans private. She values the element of surprise and enjoys the freedom of exploring without the pressure of expectations or comparisons to others' experiences.

Hazel approaches trip planning with a meticulous and organized mindset, ensuring she covers all the necessary details from accommodations to transportation. However, she doesn't adhere strictly to a schedule, preferring instead to go with the flow and embrace spontaneous adventures along the way.

Requirements

In the Requirements phase, we gathered essential features for our app from personas, interviews, and context scenarios.

Key requirements included an AI Chat bot for itinerary creation, a search page, social media integration for saving activities, a map for navigation and transportation tracking/safety, and an account page for saving itineraries and bookings, all crucial for meeting user needs.

Team Montgomery / Team Montgomery - FigJam Workspace

Requirements List

Action	Object	Context
input	itinerary items	into AI assistance program
search/enter	destination	through search box
browse	destination travel categories	through search results
view	interactive map	when looking at an area
view	user images and itineraries	when looking at other user trips
view	the user	trip itinerary from account
view	transportation details	when looking at map
view	AI Results	when entering travel plans
add	itinerary items	from another person's itinerary through our social media page and through travel categories
remove	itinerary items	from personal itinerary
enter	the user	information on onboarding page
enter	the user	trip preferences and accommodations
move	interactive map	when looking at an area
add date	form vacation	start a trip button
like	other user itinerary	from social media heart button
share	travel itinerary	share icon
warn/notification	the user	you have gone over your set budget
enter	the user	budget information through min and max

Requirements List - General, ORGANIZED

Onboarding
<https://dribbble.com/shots/15562753-Travel-App-Onboarding-Screens>

Home
AI trip planner: <https://www.tripadvisor.com/AITripBuilder>
Start a trip button
Carousel layout of recommended places
when user already has an account: itinerary they're working on can be added to the home screen.

Search
Search page with keyboard for destination
Destination results with Categories
specific category
specific place like restaurant or attraction etc

Social Media
Photo layout
Itinerary

Map
Location Search
Safety
Transportation

Account
Profile: Itinerary, saved/likes, and card information
Include an example of an itinerary when it's ready to be booked (can copy the itinerary Destiny made)
Settings (settings page doesn't need to be created)

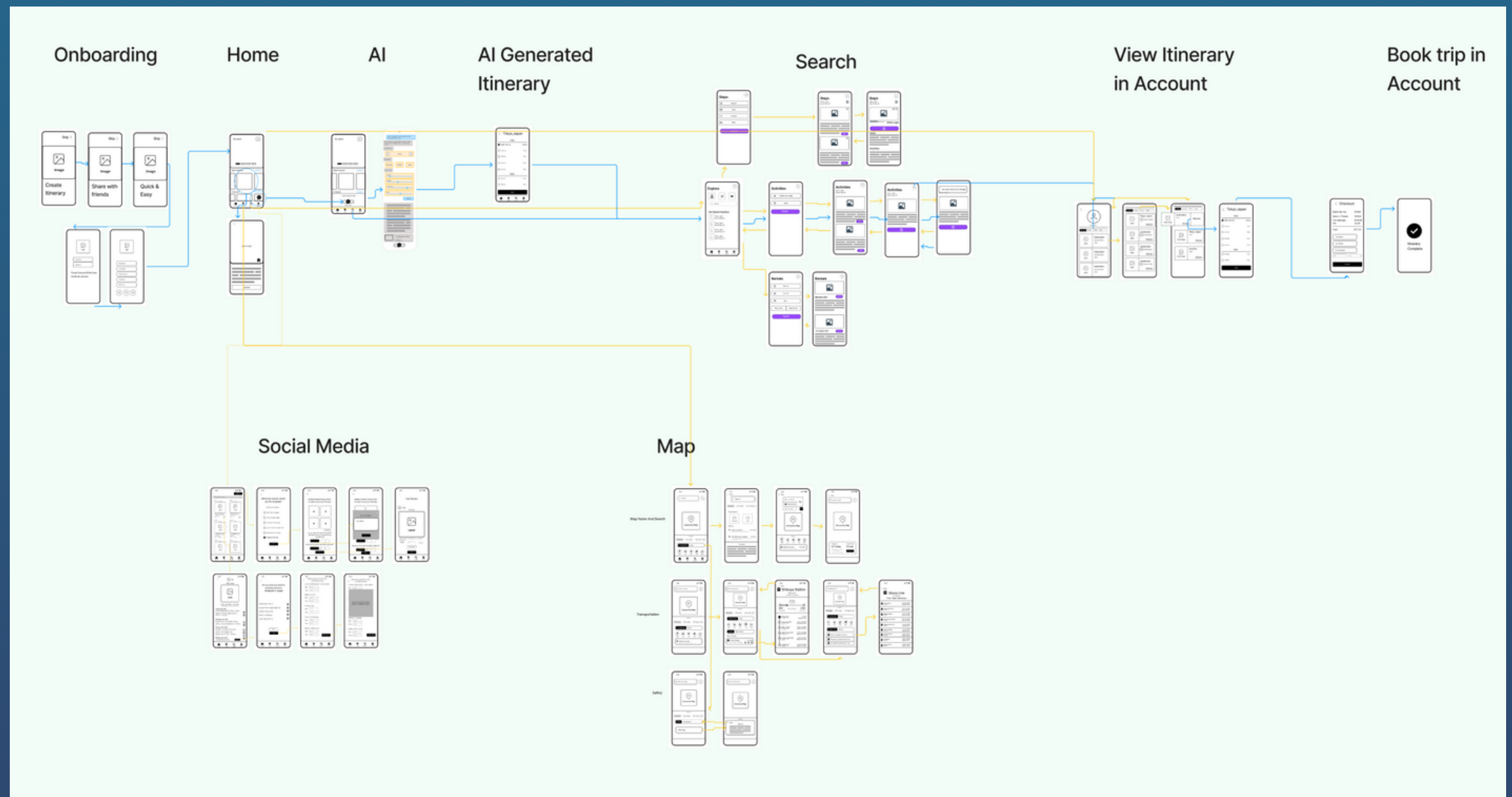
Notifications
budgeting

FigJam toolbar: Selection, Lasso, Eraser, Fill, Stroke, Text, Shape, Image, Link, Jambot, Star, Plus

Frameworks

During the Frameworks Phase, we translated requirements into low-fidelity wireframes for various sections.

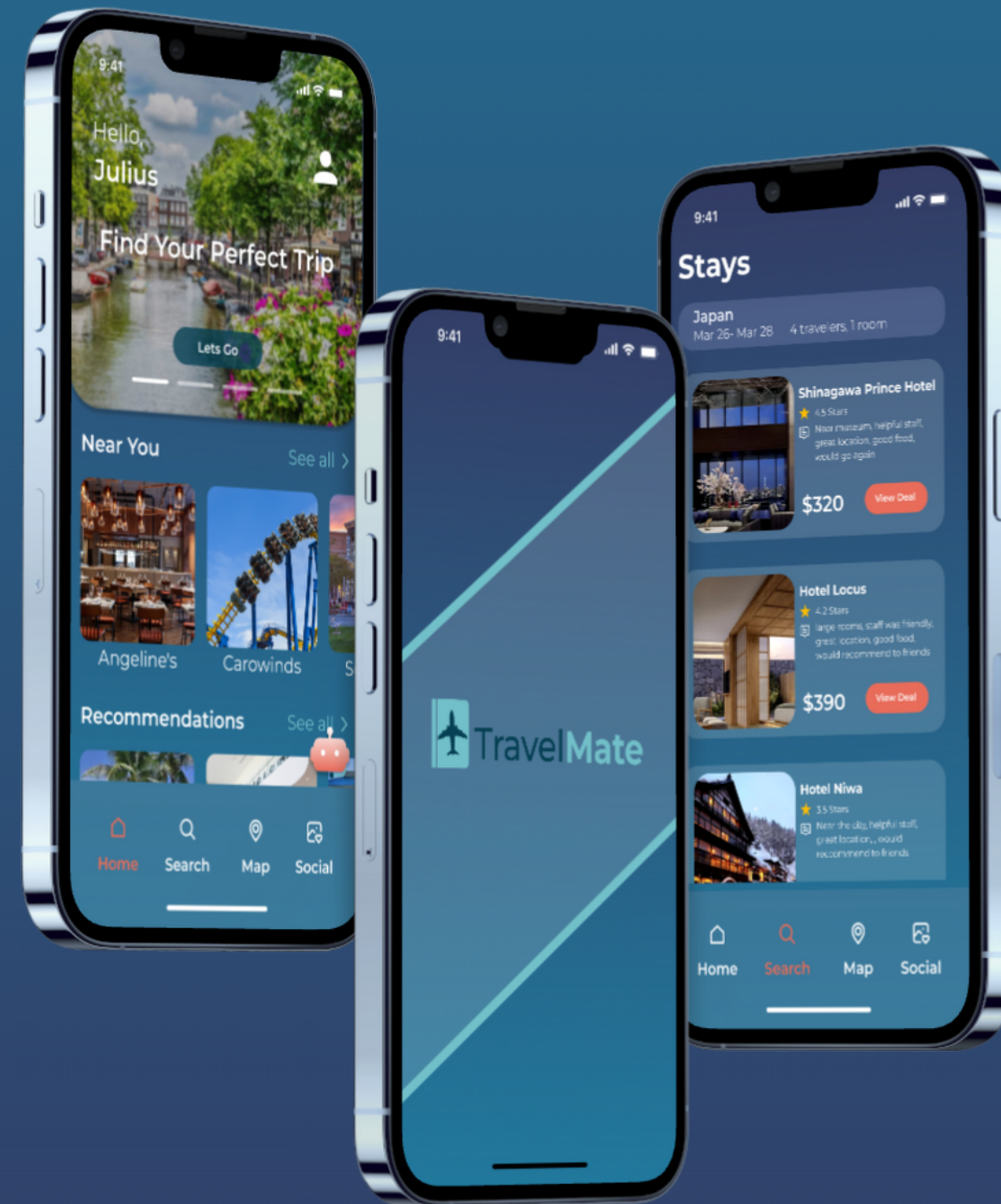
Collaboratively, we established key and validation paths based on our user context scenario. Following the wireframe development, we spent several weeks creating a medium to high-fidelity prototype.



Refinement

In the final phase of the Goal-Directed Design Process refinement, we conducted two usability tests to gather insights for enhancing design and usability.

Utilizing these insights, we developed the high-fidelity and functional prototype “TravelMate.”



Style Guide

Logo



Typography

Font

Montserrat

Montserrat Thin

Montserrat Regular

Montserrat Medium

Montserrat Semi-Bold

Montserrat Bold

H1	34pt Bold
H2	28pt Semi Bold
H3	22pt Semi Bold
Text 1	20 pt Regular
Text 2	17 pt Regular
Text 3	14 pt Regular
Text 4	10 pt Semi Bold
Text 5	10pt Regular

Colors

Background:



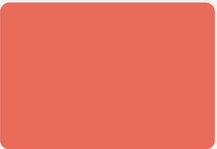
Gradient:
Top: 333E67 100%
Bottom: 21799D 100%



FFFFFF

Buttons:

Main



E96C5A

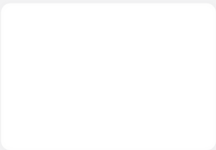
Alternate



FFFFFF

Text:

Main



FFFFFF



4D4A4F



232324

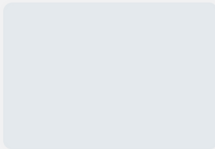
Navigation:



074155



FFFFFF



B5CDD9
Opacity: 23%

Features

Building Trip Itineraries

- AI Chat for itinerary creation
- Add and save users' itineraries
- Personalized search & recommendations

Social Sharing

- Upload itineraries and share photos from trips
- Explore other users' trips

Budget-Friendly

- Notified when going over budget
- Multiple cost-friendly options



Search Options

- Search for hotels, restaurants, spas, etc
- Able to search for different car rental options

Track Transportation & Safety

- Geo-location map
- Track schedules for different transportation
- Track safety in the area

Account

- Allows users to look back at their itinerary
- Purchase entire trip from hotels, attractions, transportation, etc in one click.