

Jorge Montoya Final Project - Travel App



Research

Competitor Analysis

Website	Intuitive interface/Ease of use	Search filters	Predictive search	Beautiful images	Customer Reviews	Calendars	Clear prices (no hidden fees)	Interesting copy	Maps	Simple checkout
Expedia	1	1	1	1	1	1	1	X	1	1
Travelocity	1	1	1	1	1	1	x	X	1	1
Orbitz	1	1	1	1	1	1	1	X	1	1
Booking	1	1	1	1	1	1	1	X	1	1
Hotels.com	1	1	1	1	1	1	1	X	1	1
Travel Zoo	x	X	1	1	1	1	X	X	1	x
Trip Advisor	1	1	1	х	1	1	1	X	1	1

CONCLUSION: COMPETITORS ARE VERY SIMILAR

Interviews

Female, aged 35

WHY TRAVELS

* Travels for enjoyment

- * Likes to filter by ratings and reviews
- * Compares prices, one website

Frustrations: Had to cancel room due to age restrictions varying on travel booking site and hotel site

Female, age 41

WHY TRAVELS

- * Travels for enjoyment
- * Gets rewards through Southwest
- * Looks for reasonable prices
- * Frustrations: Cancelled flight affected trip itinerary causing to reschedule various travel plans

Female, age 51

WHY TRAVELS

- * Travels for enjoyment
- * Looks for flights under \$500
- * No preference in site; looking for best price
- * Frustrations: Bad experience at hotel that had a three-star rating

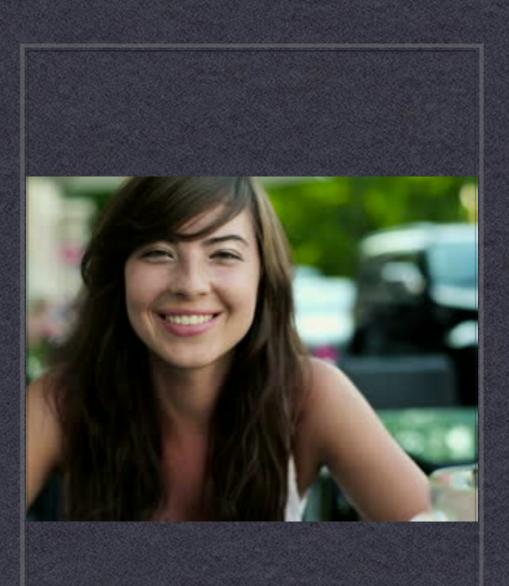
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Persona

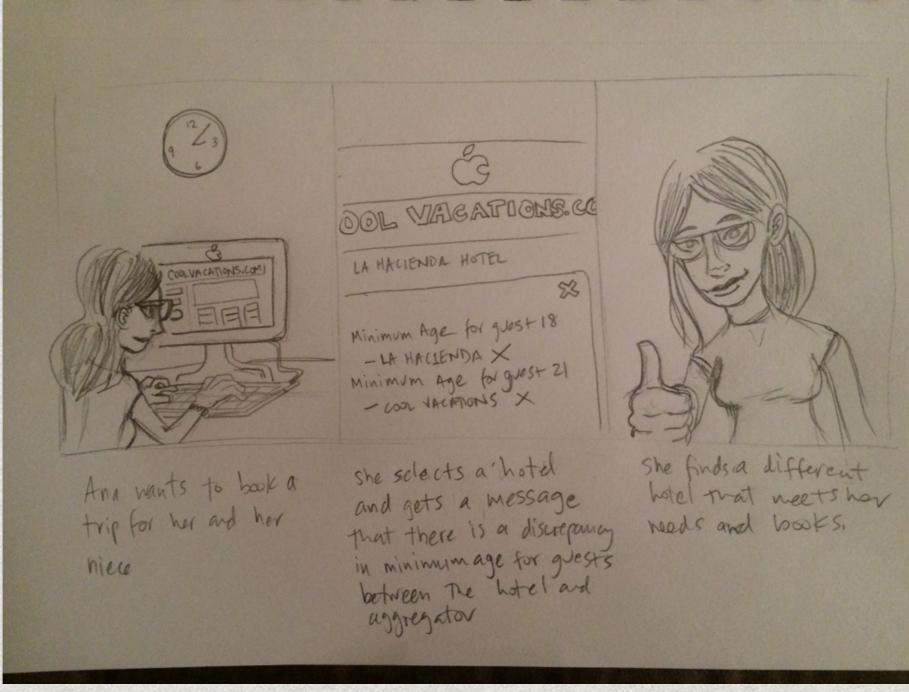
Ana Petrov

Age: 42 Job: Operations Manager at a mid-size Bicycle and gear company Marital status: Married Location: San Francisco Bay Area

She's a hard working Operations Manager at a mid-size company in San Francisco. She travels on average 2.5 times a year for enjoyment; looking to find good prices and claim rewards by booking at her preferred booking site. At times, when on her trips, will work remotely, and finding accommodations with consistent wifi service are important to keep in touch with the office when needed.



Storyboard



Scenarios

- * Has had experiences with cancelled flights
- * Has had to cancel trips for not being given complete information about an accommodation.
- * Frustrations have stemmed from booking a cheaper hotel with decent ratings, to find the hotel was dirty, had bedbugs or other pests and less than adequate wifi to work remotely.

User Stories + Features

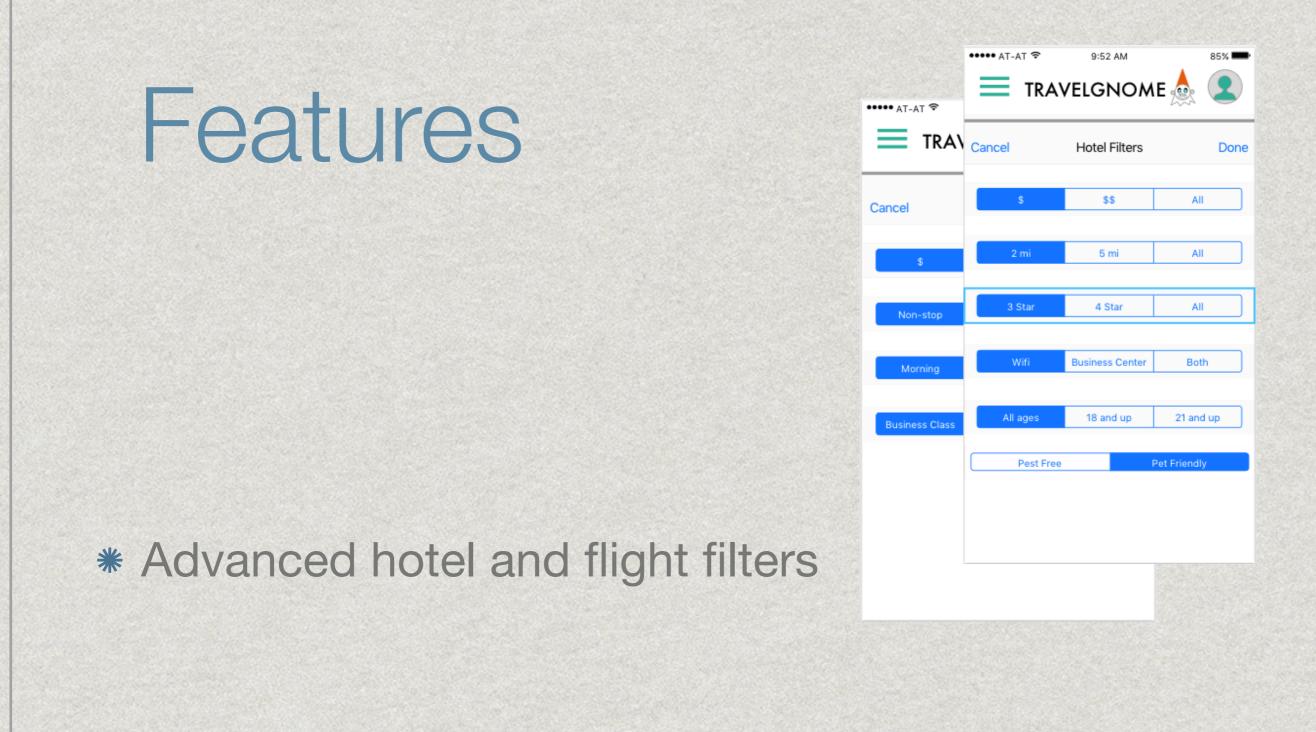
User Story

* Ana Petrov is looking to ensure she is not disappointed with her purchase decision

User Tasks

IMAGINE YOU ARE TRAVELING TO LAS VEGAS...

- * Purchase a flight for two adults in the morning
- * Purchase a 4-star hotel that is pet friendly
- * Purchase a hotel for one person, for people aged 18 and up



Feature Prioritization

Initial features

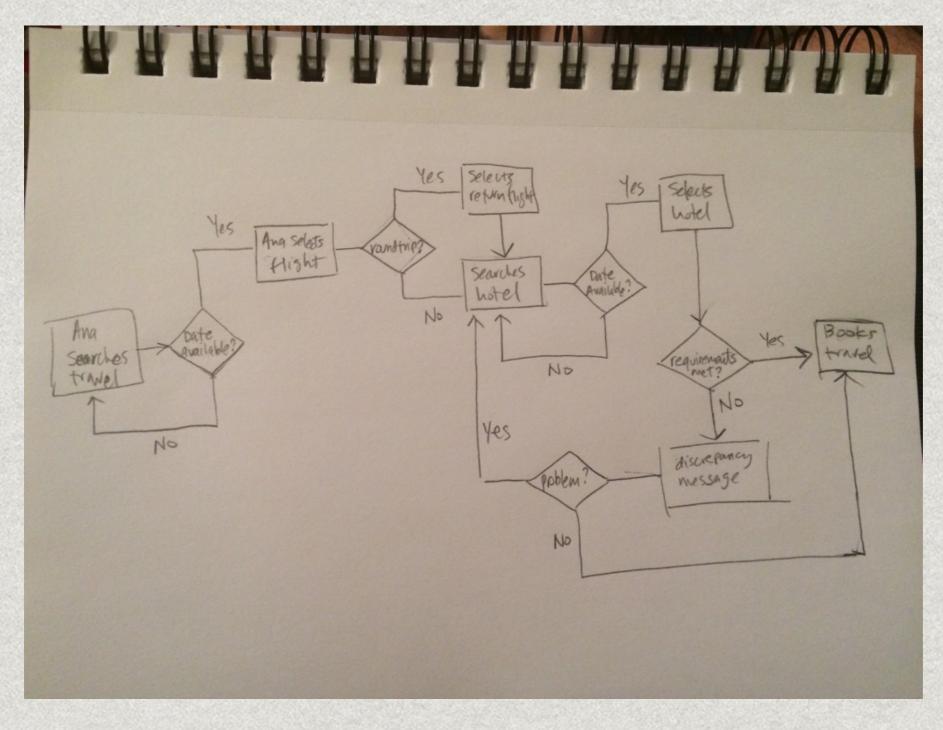
- Site Comparison
 - * Compare data on third party sites
- * Checklist
 - * Custom user checklist
- * Chat
 - * Chat with hotel guests

Prioritized features

* Custom user check-list feature was updated as an advanced hotel and flight filter

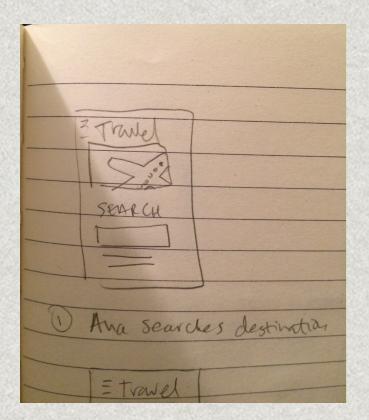
User Flows

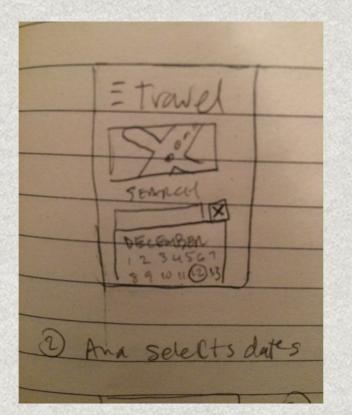
Flows for tasks

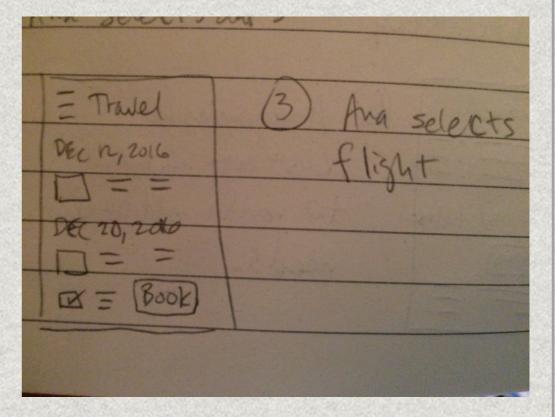


Sketches

Paper prototype







Handsketches

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HOTEL CONFIRMED! EMAIL CONFIRMATION #3196502	NOV 12, 2 TRAVELERS SELECT A PLICHT TO LAS VEGAS	RECOMMENDED HOTELS
BELAGIO \$339 4.5 k	SOUTHWEST \$177 3PM - 4:10PM	HOTEL CALIFORNIA \$175
HOV 12-13 HOTEL \$339.20 TAXES \$33.05	SOUTHWEST \$ 181 6KM-721KM	3.2 3.0
TOTAL \$ 372.05 FUGHT CONFREMED!	VIRGIN \$ 189 11:27AM-12:50PM	HOTEL A \$129 HOTEL & \$136
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November 13th, 2 Travelers Returns to OAK, CA	November Departs to
Southwest 10:09AM-11:15AM \$177 >	Virgin 11:
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Virgin 11	:27AM-12:50PM	\$189
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Southwe	est 10:09AM-11:15AM	\$177

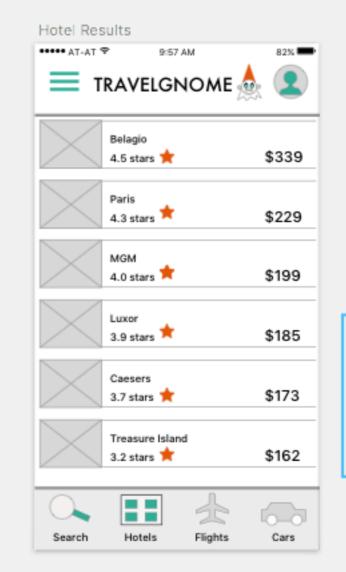
Flight Confirmation	
	E 🌸 🤦
Hotel Confirmed! CONFIRMATION #3196502	EMAIL
Belagio 4.5 stars 🜟	\$339
	Hotel: \$339.00 Taxes: \$33.05
	Total: \$372.05
Flight Confirmed! CONFIRMATION #200132	
Virgin 11:27AM-12:50PM	\$189 >
Southwest 10:09AM-11:15AM	\$177 >
	Flight: \$366.00 Taxes: \$33.68
	Total: \$401.68
Grand To	otal: \$773.73

Departing Flight Results	
AT-AT ♥ 10:01 AM	80% 📟
	🎄 오
November 12th, 2 Travelers	
Select a flight to LAS VEGAS, N	v
Southwest 3PM-4:10PM	\$177 >
Southwest 6AM-7:21AM	\$181 >
Virgin 11:27AM-12:50PM	\$189 >
Jet Blue 1:27PM-2:45PM	\$203 >
American 1:45PM-3:00PM	\$205 >

ancel	
lovember 12th, 2 Travelers	
Departs to LAS VEGAS, NV	
Virgin 11:27AM-12:50PM	\$189 >

Return Flight Results	
+++++ AT-AT ♥ 10:03 AM	79%
	🎄 👤
November 13th, 2 Travelers	
Select a return flight to OAK, C/	A
Southwest 9:05AM-10:05AM	\$168 >
Southwest 10:09AM-11:15AM	\$177 >
Virgin 12:30PM-1:45PM	\$198 >
Jet Blue 1:35PM-2:39PM	\$192 >
American 3:00PM-4:05PM	\$202 >

Flight Filters ••••• ат-ат 😤 9:53 AM 85% 📟 💳 TRAVELGNOME 📥 👤 Cancel Flight Filters Done \$\$ All Non-stop All 1+ stops Red-Eye Afternoon **Business Class** Coach Family



Hotel Profile
••••• AT-AT 🍄 9:59 AM 81%
= TRAVELGNOME 📥 👤
4.5 of 5 ★
Belagio \$339
Book 3.5 Stars 1,234 Reviews >
Across the street from Paris Las Vegas, this luxe, mammoth Strip casino resort is housed in an Italian-inspired, 36-story tower fronted by a man-made 8-acre lake featuring dancing fountains.
Le Le Pue " Todd English's Olives Bellagio Hotel and Casino S269 Paris Dr The Cosmopolitan Of Las Vegas
Search Hotels Flights Cars

Home 🗢 TA-TA 9:41 AM 89% 📟 💳 TRAVELGNOME 🔬 👤 3.5 of 5 1 Hotel California \$175 Hotel B Hotel A \$129 \$136 Hotel C Hotel D \$165 \$144 Search Hotels Flights Cars

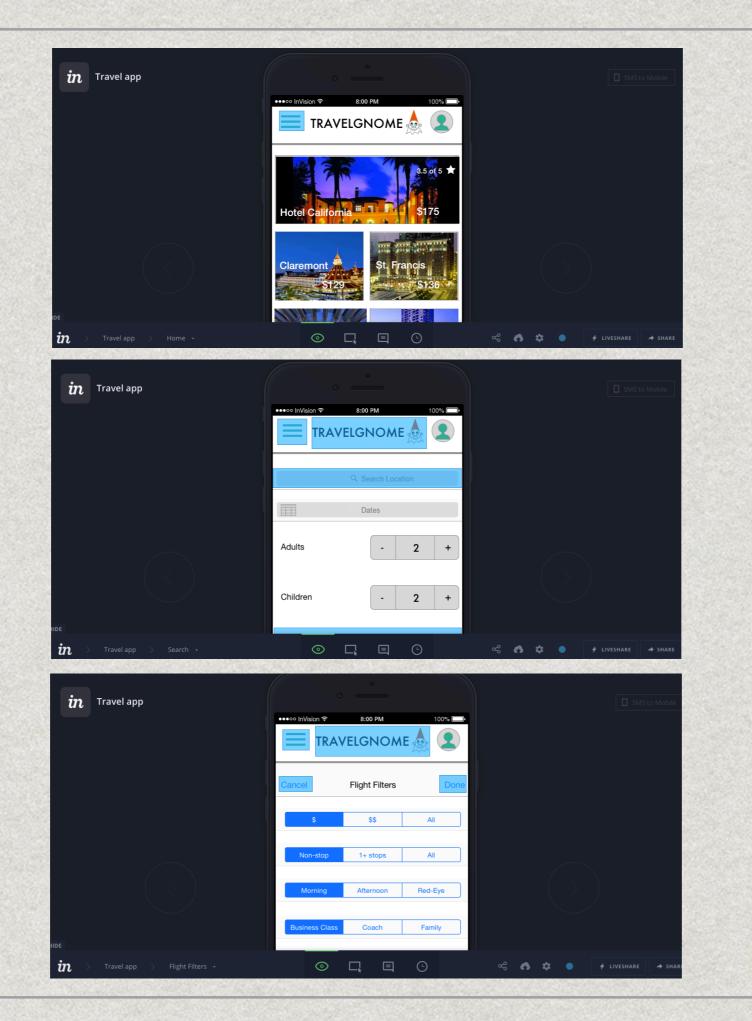
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	Dates		
Adults		2	+
Children		2	+
Select		Flight F	ilter >
Select		Hotel F	ilter >

Hotel Filters	9:52 AM	в5% —
Cancel	Hotel Filters	Done
\$	\$\$	All
2 mi	5 mi	All
3 Star	4 Star	All
Wifi	Business Center	Both
All ages	18 and up	21 and up
Pest Fre	e F	Pet Friendly

Prototype

InVision Prototype

HTTPS://INVIS.IO/7D8WEB5YK



Usability Test

Results PLUS

- * Reviews
- * Visuals
- * Completing tasks
- ***** Using Filters



DELTA

- * Lack of searchability
- * Doesn't use filters
- * Can't choose destination
- * Expected "flights" at top of screen
- * Expected search button on search page
- * Can't book pet friendly flight
- * Bottom nav should point to search not results

Modifications post usability

- * Added search button to flight and hotel search
- * Added pet friendly filter on flight filters
- * Linked hotel and flight nav to hotel and flight search screens