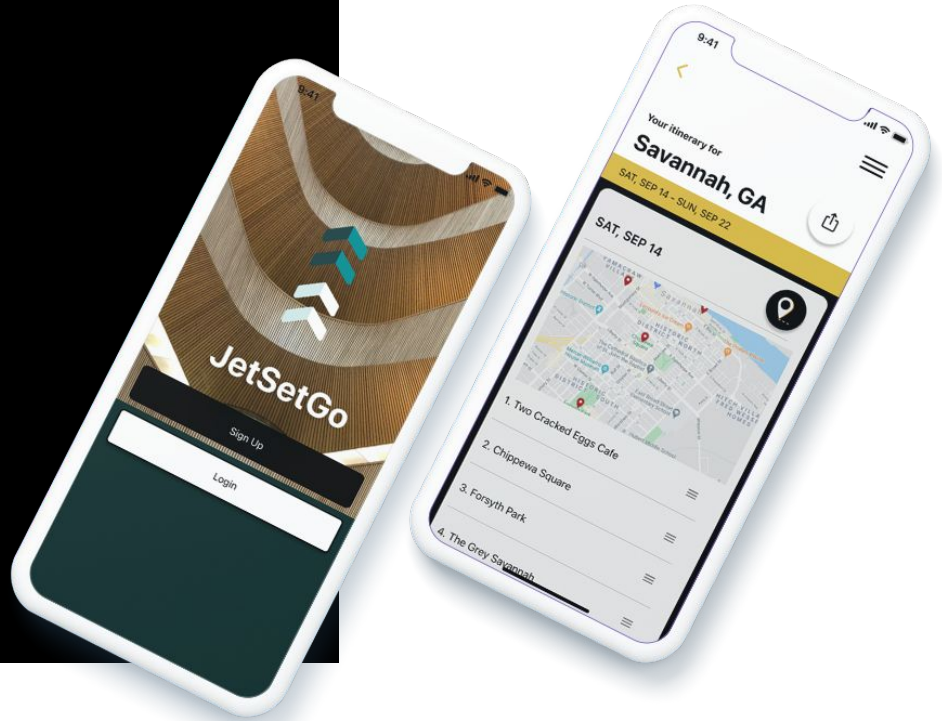
JETSETGO

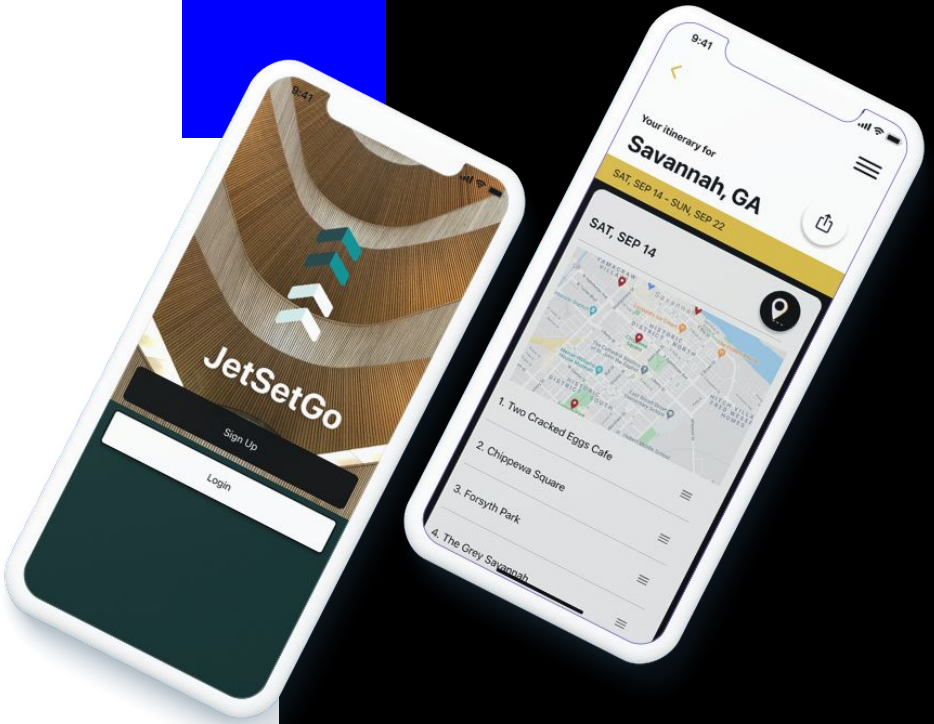
Mobile App Case Study
Cathleen Madrona



JetSetGo

MOBILE APP DEVELOPMENT CASE STUDY

JetSetGo is a travel planning app that offers overwhelmed travelers a streamlined way to create and collaborate on itineraries with friends.



PROJECT OVERVIEW

SCOPE

As a travel app startup, the goal was to build a modern-day mobile app that helps people plan their next trip.

TIMELINE

The duration of this project was 4 weeks from start to finish.

ROLE

This project was done independently.

- UX Researcher
- UX/UI Designer

TOOLS

- Miro
- Descript
- Figma
- A lot of coffee

USER-CENTERED DESIGN PROCESS

01

RESEARCH
Goal-setting, proto-persona, research plan

02

USER INTERVIEWS + DATA SYNTHESIS
Interviews, affinity diagram, user persona, empathy map, feature prioritization

03

DEFINITION + IDEATION
Journey mapping, user flows

04

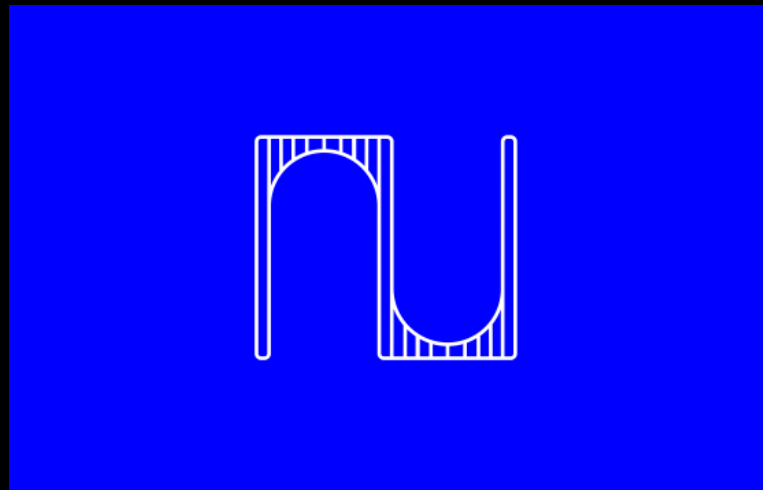
PROTOTYPING
Lo-Fi and Hi-Fi

05

USABILITY TESTING + ITERATION
Hi-Fi user testing, iteration

PHASE 01

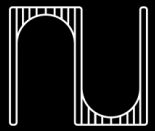
Research



GOAL

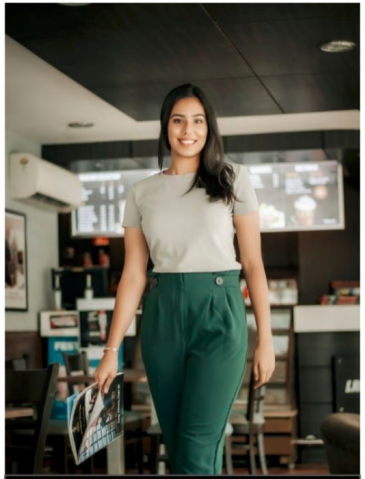
The following research objectives were what I wanted to uncover during my user interviews.

- Their thought process and habits when planning a travel experience
- The priorities, concerns, and barriers they run into when planning with other people
- Preferred tools they use to plan the decision-making process with travelmates



PROTO-PERSONA:

Meet Natalie Herrera



NATALIE HERRERA, 28

She/her ▪ Single ■ PR Manager ▪ Experiencer ▪ Tech savvy

“I want to experience as much of the world as I can. I work to live, I don’t live to work. Work hard, play harder, but make it look cute!”

Behavioral Demographics

- Bachelor's Degree
- Works as a PR Manager at an agency
- Single, no children, in a relationship
- Lives in New Jersey, works in New York
- Signs up for/uses credit cards that have travel rewards

Goals & Needs

- To get the most out of each vacation day in time and experience
- Expects efficient, technology-enabled experiences
- Prefers aesthetically-pleasing environments (well-lit, thoughtfully designed)

Pain Points

- Uncertainty on when's the best time to buy at best price
- International travel: research about visas and whether vaccination paperwork is needed for entry

EMPATHY MAP:
Natalie Herrera

Think?

- "What do I get for the price?"
- "Is there a better deal I can find?"
- "Is it as nice as the photos?"
- "Will it make for good photos and video to share?"
- "Has anyone I know been here before?"
- "Is the hotel area safe?"
- "How many hours of travel time will this be?"
- "Will my luggage be at the carousel when I get there?"

Do?

- Looks at photos of accommodation options on social media via geotags, travel review sites, and business profiles.
- Uses travel booking sites as reference, books directly from hotel/airline website depending on which gets them the better deal.
- Maps out places of interest on Google Maps to determine hotel location
- Goes a little above the budget for comfort, convenience and efficiency in both booking flights and accommodation.

NATALIE HERRERA

Feel?

- Stresses about the possibility of a better deal for what they're looking out for that will be available at a different time.
- Time spent experiencing the destination is paramount.
- Feels deceived by lack of transparency on total booking price while searching

Say?

- "I like to stick to my budget."
- "What's the actual price of the entire stay with taxes and fees?"
- "Is this going to be ok with the people I'm traveling with?"
- "When's the best time to go to [insert destination here]?
- "I feel more comfortable booking directly with the airline/hotel website as far as getting receipts and booking confirmation."

Pain

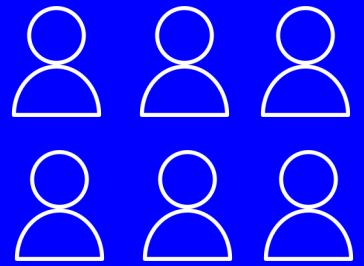
- Always has to go to the checkout part of booking to see grand total with all taxes and fees, and then back to search if price is unreasonable
- In purchasing via travel deals sites, experienced missing booking confirmation not showing up during hotel check-in
- Uses multiple apps and has multiple windows open to plan the most efficient routes to places of interest

Gain

- Gets the total price upfront with fees and taxes included for hotel accommodations during search
- Gets booking confirmation direct from hotel and airline staff
- Ability to save favorite hotel selections and compare pricing on different dates
- Ability to share favorite hotel selections with travel partners to compare amenities and price

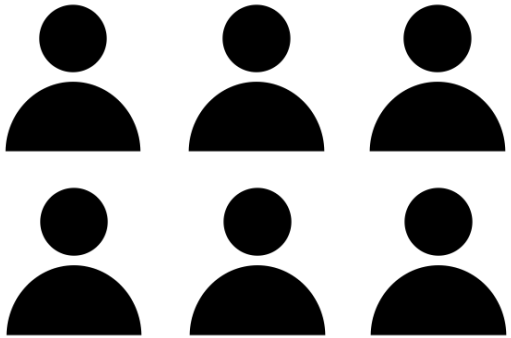
PHASE 02

User Interviews + Data Synthesis



USER RESEARCH INTERVIEWS

Six individual interviews were conducted over Zoom using a script with targeted questions to meet the research objectives.



USER INSIGHTS

During my interviews with six travelers (4 male, 2 female), I found that travel planners:

- Use a combination of travel sites to shop for the best prices on lodging, flights, and car rentals.

- Then, they present their thoroughly researched price comparisons to their group to try to accommodate to everyone's budgets and preferences.

USER PERSONA:

Meet Hannah Mitchell

Persona

Hannah Mitchell, 28

Female

Single

Lives in San Diego, CA

Bachelor's Degree

Marketing Manager

Goals

- Stay within budget as much as possible
- Spend as much time enjoying travel experience
- Know as much about travel destination as possible
- Get the best experience for the best price
- Plan a trip they can recommend to friends
- Ensure that the booking they choose works for travel partners

Frustrations

- Always has to go to the checkout part of booking to see grand total with all taxes and fees, and then back to search if price is unreasonable
- Stresses about the possibility of a better deal for what they're looking out for that will be available at a different time.
- Finds it hard to share travel booking options with friends and family
- Confirmation not showing up during hotel check-in
- Uses multiple apps and has multiple windows open to plan the most efficient routes to places of interest

Preferences

- Lifelong learner
- Loves cafes and hotels with modern aesthetic
- Likes watching home renovation shows
- Enjoys the outdoors and nature
- Does yoga and at-home workouts
- Travel with friends and family
- Tries to buy quality products to avoid quantity

Known Habits

- Uses travel booking sites as reference, books directly from hotel/airline website depending on which gets them the better deal.
- Goes a little above the budget for comfort, convenience and efficiency in both booking flights and accommodation.
- Maps out places of interest on Google Maps to determine hotel location
- Looks at photos of accommodation options on social media via geotags, travel review sites, and bloggers profiles.
- Bookmarks things they like to buy on sale later
- Subscribes to local deal sites

Favorite Apps/Websites

airbnb, Instagram, DELTA AIR LINES, Gmail, lyft, robinhood, KAYAK

Favorite Brands

west elm, TRADER JOE'S, Apple, ZARA, target, EVERLANE

PAIN POINTS UNCOVERED

- Research is cumbersome with multiple apps and windows open when planning
- Feels annoyed at how the grand total with all taxes and fees is only visible during checkout
- Stresses about the possibility of a better deal for what they're looking out for that will be available at a different time.
- Fears that booking confirmation will not show up during hotel check-in

THE PROBLEM

83% of the budget-conscious travel planners interviewed think that the process of planning is cumbersome due to the nature of travel sites not displaying the grand total upfront.

Because of this price transparency issue, travel planning is stressful and takes up a lot of time and effort just to achieve their goal of accommodating to their travel group's budgets and preferences.

PHASE 02.2

The Pivot

THE PIVOT

After re-reading interview transcripts, I made a pivot in the problem I wanted to solve: from booking price transparency issue to group travel itinerary issue.

I discovered that there was a bigger commonality in the travel planners I interviewed:

100% of the travel planners I interviewed felt that the process of going back and forth between multiple apps, websites, and multiple people with different preferences makes planning a huge hassle.

PAIN POINTS UNCOVERED v2.0

During my interviews with six travelers (4 male, 2 female), I found that **100% of travel planners**:

- Use a combination of navigation apps, social media, and user-generated review websites to plan their itinerary because they want to make informed decisions on places they want to visit.

- Then, they present their thoroughly-researched itinerary to get feedback from their travel group.

THE PROBLEM v2.0

100% of the travel planners I interviewed feel that this process of going back and forth between multiple apps, websites, and multiple people with different preferences makes planning a huge hassle.

AFFINITY DIAGRAM INSIGHTS

> I want all the travel processes and logistics to be efficient so I can get the most out of my trip.

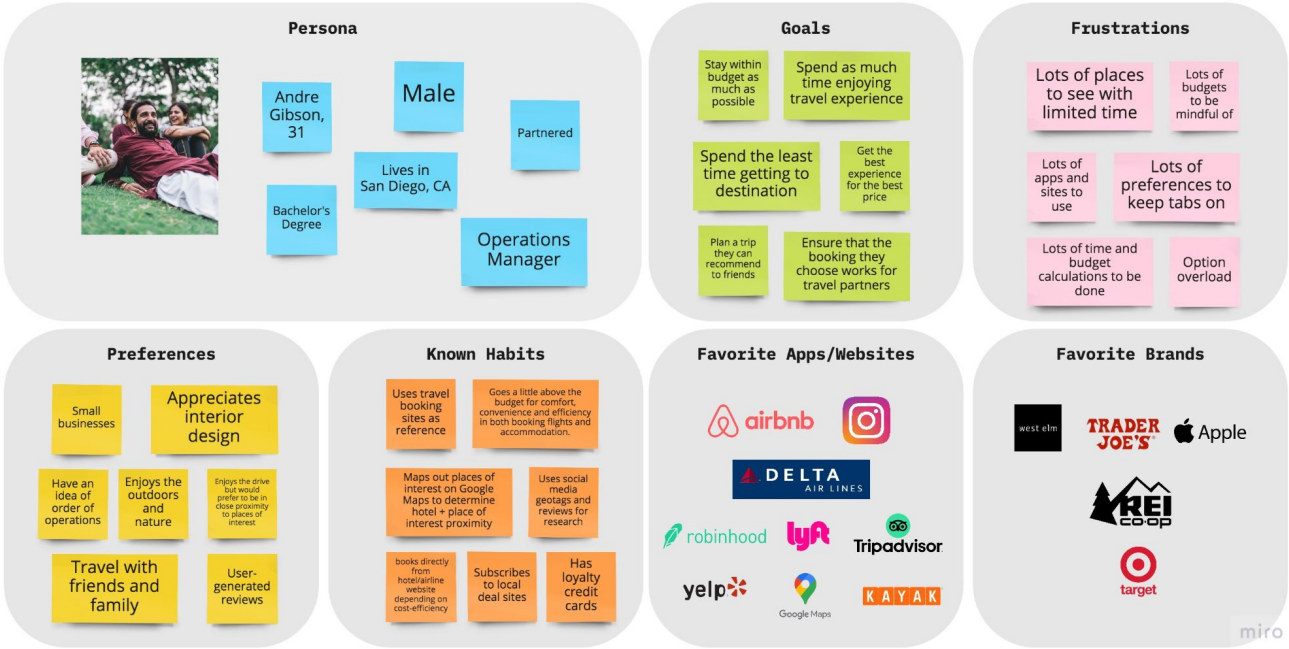
> I need to have some sort of itinerary so I can spend more time enjoying and exploring with my group.

> I like to use Instagram, Tripadvisor and Yelp to learn more about places of interest at my destination.

> I've used Google Sheets and Google Maps to plan my trip with people, and then email or text them the itinerary.

USER PERSONA v2:

Meet Andre Gibson



EMPATHY MAP:
Andre Gibson

Think?

- "Is the area safe enough to walk?"
- "Has anyone else I know been here?"
- "What's the most efficient way to get to all the places my group wants to go?"
- "How much will the transportation cost me?"
- "Will my group be ok with splitting the bill on this destination?"

Do?

- Researches using social media via geotags, travel review sites, and business profiles.
- Maps out places of interest on Google Maps to research proximity from hotel
- Goes a little above the budget for comfort, convenience and efficiency
- Prioritizes time spent enjoying over time spent getting there
- Shares places of interest with group members
- Takes group member budgets and preferences into consideration when researching places of interest
- Track budget for trip

ANDRE GIBSON

Feel?

Overwhelmed by
- Tracking information from the different apps they are using
- Having to switch from one app to the other
- process and the amount of stakeholders in making a decision for places to go during the trip.

Stressed by:
- Getting their "act together" and have somewhat of a set plan for the trip so that they can feel more excited about travel plans and more relaxed about the thought of the trip.

Excited about being able to share their trip planning methods and destination recommendations with friends

Say?

- "I like to stick to my budget."
- "What do you think of these places?"
- "Is this going to be ok with the people I'm traveling with?"
- "When's the best time to go to [insert destination here]?
- "How far is it from the hotel?"
- "What's the fastest way to get there?"
- "How many destinations can we get to in [X] hours?

Pains

- Multiple people and preferences to coordinate with
- Uses multiple apps and has multiple windows open to plan the most efficient routes to places of interest
- Myopic view of places of interest in proximity to hotel in relation to group

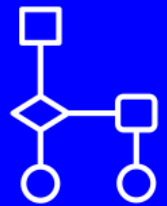
Gains

- Feel like they have better control over the time they have
- Ability to save favorite places to eat and drink and compare pricing on different dates
- Ability to share favorite destinations with travel partners to compare amenities and price

miro

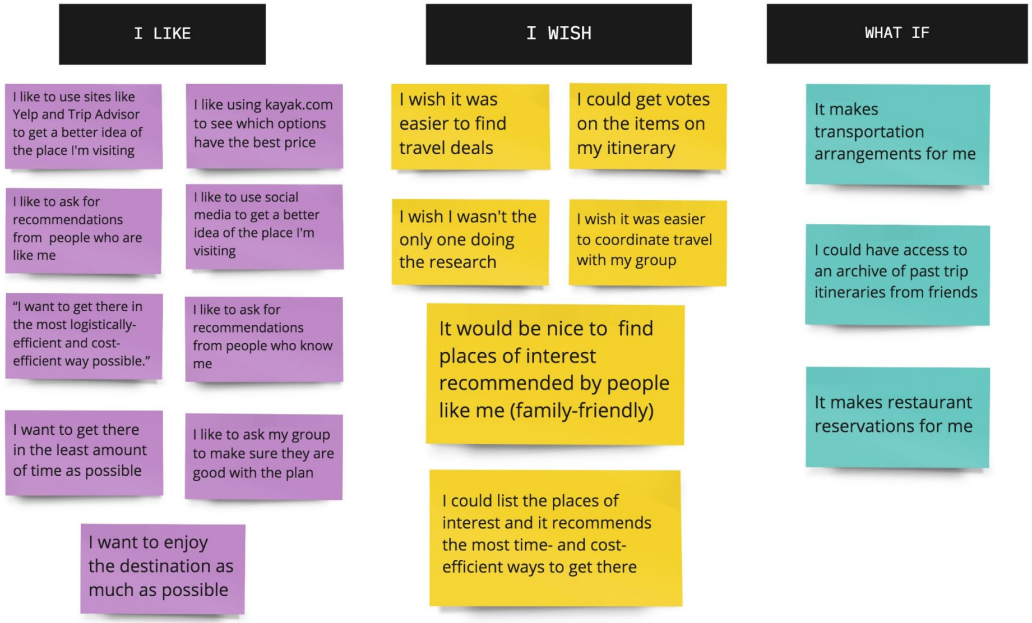
PHASE 03

Definition + Ideation



I LIKE, I WISH, WHAT IF..

Andre Gibson



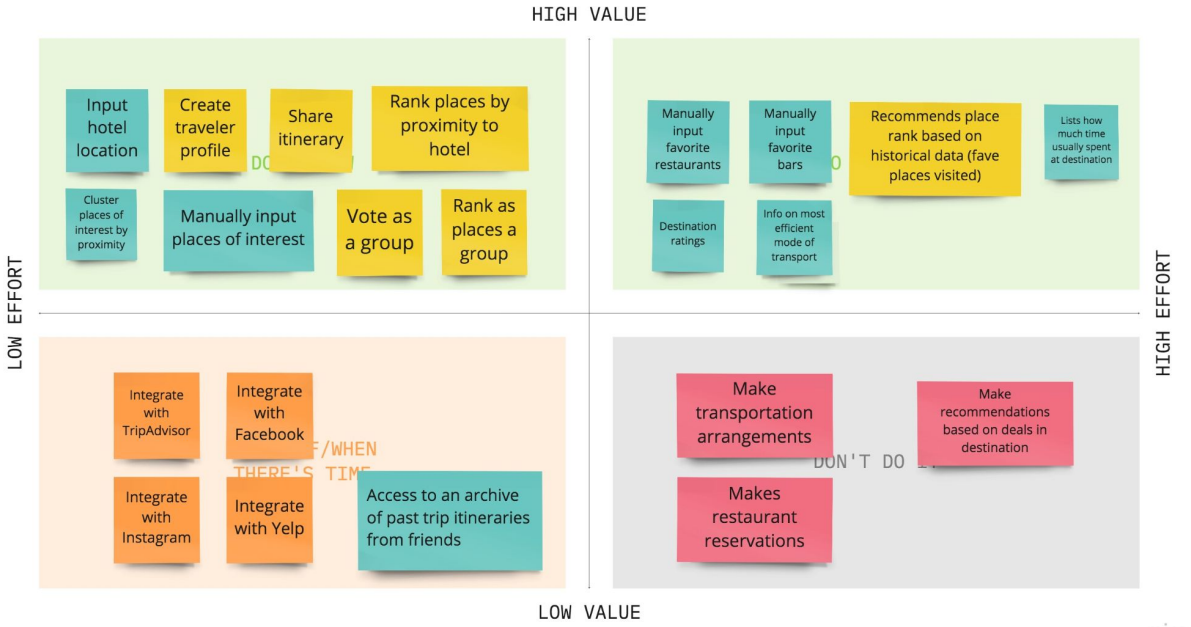
miro

I LIKE, I WISH, WHAT IF..

- **I like** to use sites like Yelp and Trip Advisor because they have honest user reviews.
- **I wish** I could easily get votes on the items in my itinerary from the group.
- **What if** I could have access to an archive of past trip itineraries by friends?

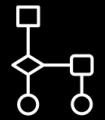
FEATURE PRIORITIZATION

Matrix



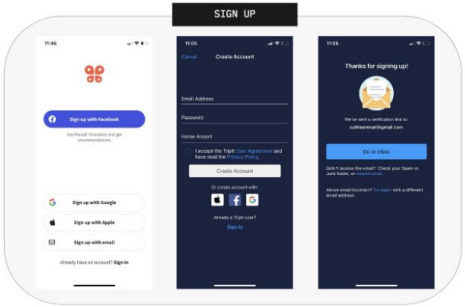
MVP APP FEATURES

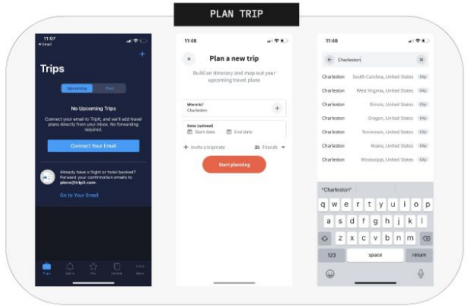
- Input hotel location
- Recommended places via Tripadvisor
- Cluster places of interest by proximity
- Save itinerary
- Share and collaborate on itinerary

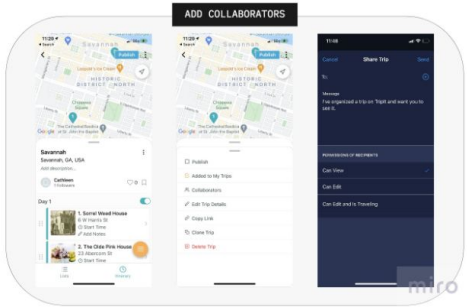


COMPETITOR ANALYSIS

Common UI Patterns

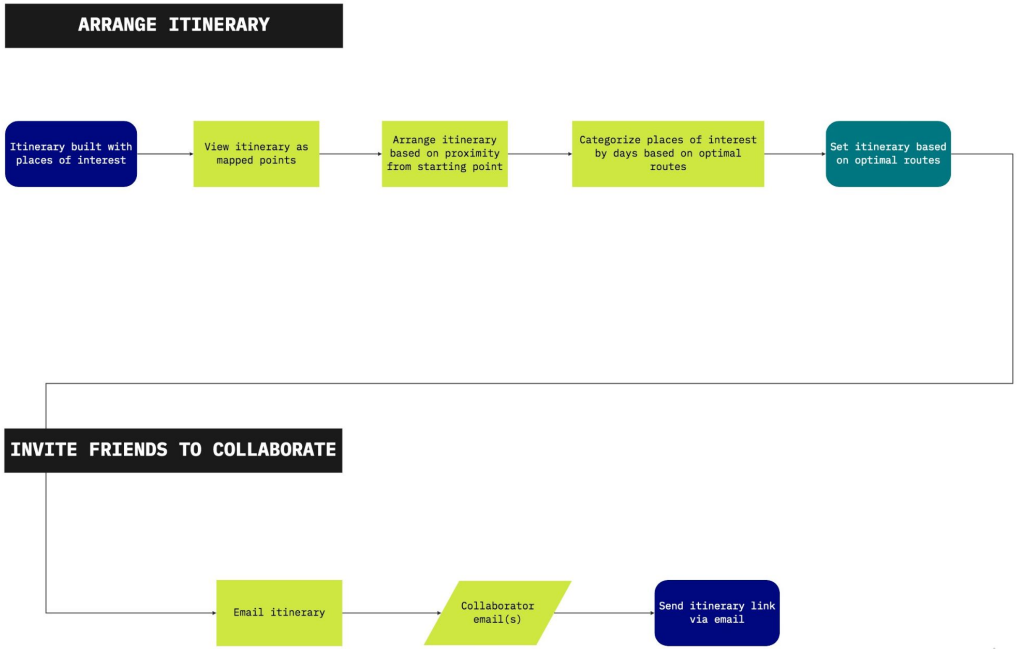






USER FLOW

TASKS



USER JOURNEY MAPPING

USER/PERSONA

NAME
ANDRE GIBSON

AGE
31

OCCUPATION
OPERATIONS MANAGER

LOCATION
SAN DIEGO, CA

MOTIVATIONS

Spend as much time enjoying travel experience

Spend the least time getting to destination

Ensure that the booking they choose works for travel group

Go on a trip they can recommend to friends

USER SCENARIO

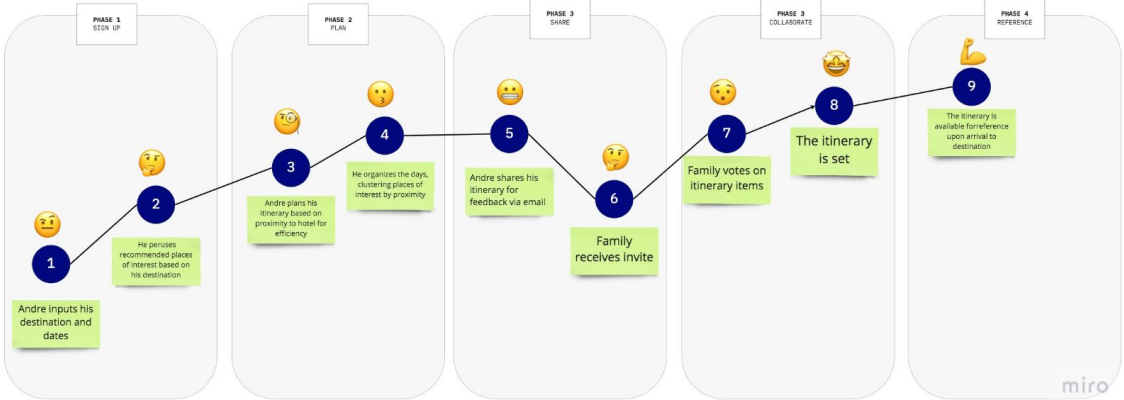
Andre Gibson is out to dinner with his family. The dinner table is abuzz with excitement for their upcoming family vacation to Costa Rica, especially now that they finished booking their rooms as a group.

Even after starting an Google Sheets doc, the six adults (some with kids) are having a hard time getting on the same page with creating their itinerary because of varying preferences and budgets.

GOALS

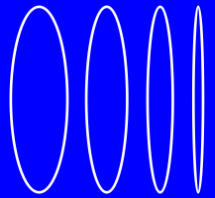
RISKS/EMOTIONS

THE EXPERIENCE



PHASE 04

Prototyping



DIGITAL WIREFLOW + PROTOTYPE

Low Fidelity

DIGITAL PROTOTYPE

High Fidelity

VIEW IN FIGMA ↗

PHASE 05

Usability Testing

USABILITY TESTING PLAN

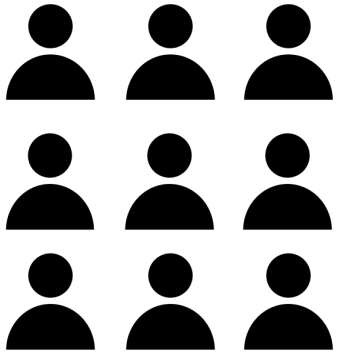
Users were asked to complete the following tasks:

- Create a profile by inputting their email and password
- Create an itinerary to share
- View itinerary in map view
- Make changes for optimal route
- Share itinerary with friends

USABILITY TESTS

Nine individual user tests (6 male, 3 female) were conducted over Zoom using a testing plan with outlined tasks based on the user flow.

Participants were asked to share their screen while navigating the high fidelity prototype.



TEST RESULTS

During testing, all issues found were regarding interaction feedback, which I resolved after watching more Figma tutorials about interactions.

> Having it all overlayed on the map is awesome. I would use this today.
> - Josh, 33

> I think it was all pretty intuitive and seamless!
> - Christina, 31

> It would be nice if I could assign administrator permissions in addition to collaborators.
> - Brody, 30

Retrospect
+ Future Steps

RETROSPECT

After re-reading interview transcripts and data, I made a pivot in the problem I wanted to solve: from booking price transparency issue to solving for a group travel planning issue. It was challenging to re-do the affinity diagram, empathy map, user persona was with such a restrictive timeline.

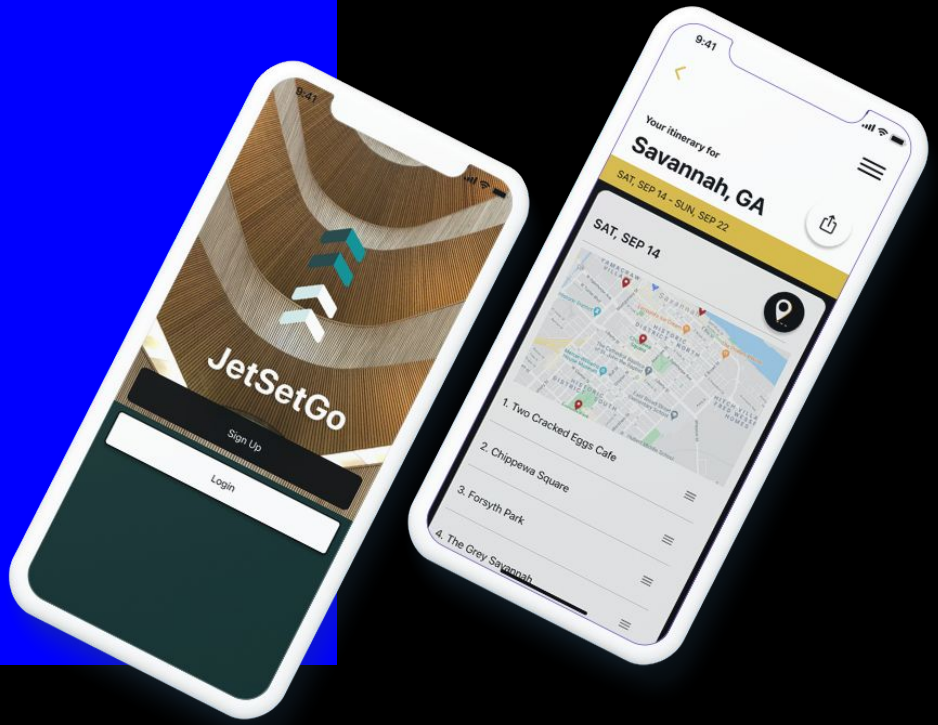
Through this process, I found journey mapping and user flows to be the most helpful. Thinking through the users' experience frame-by-frame helped inform my design decisions immensely. Testing the prototype and seeing users complete tasks without friction was extremely gratifying. Furthermore, hearing them get excited about their own ideas on how this could be taken further energized me.

FUTURE STEPS

In addition to more features and integrations with travel review sites that could be developed, this project could benefit from more testing and iterations.

If I could develop this app further, I would:

- Ask users about favorite hotels they stayed in and places of interest they visited during onboarding to inform recommendations.
- Give users the ability to assign different roles (i.e. itinerary leader in addition to collaborator) and permissions (i.e. view only, vote only.)
- Integrate with Yelp, Resy, or Open Table to inform restaurant recommendations, and allow users to make reservations.
- Allow users to see the fastest mode of transportation between destinations.

THANKS!

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