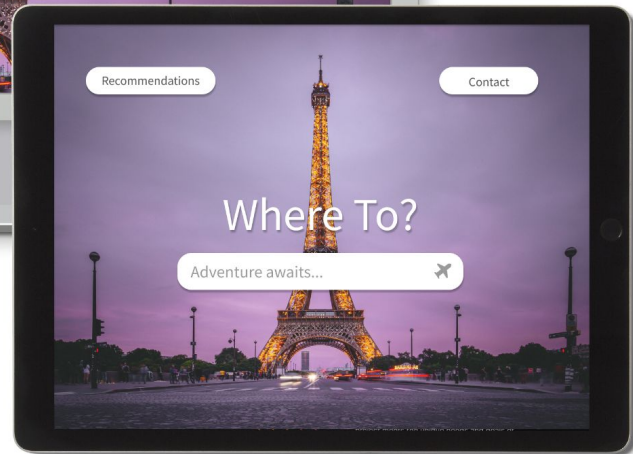
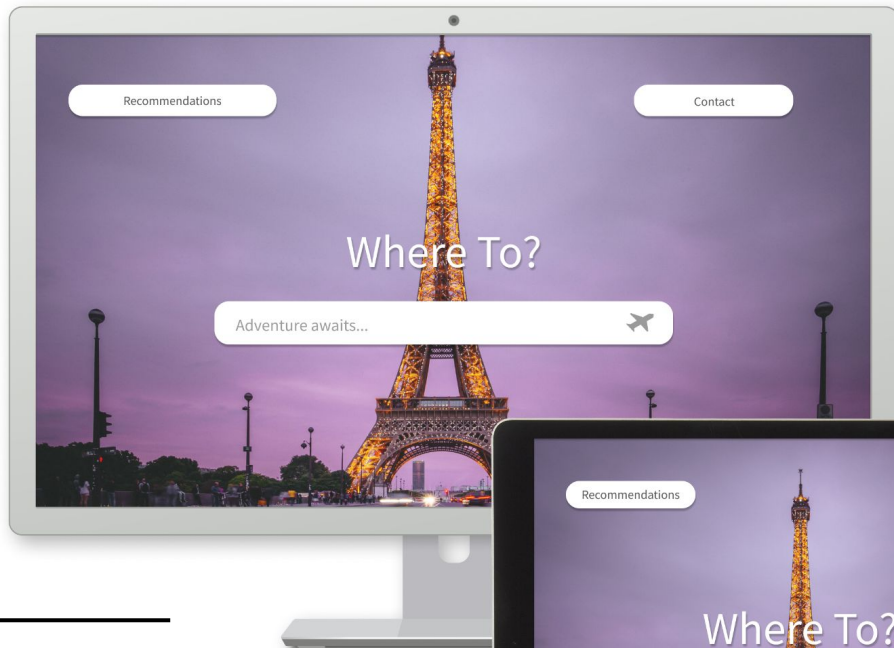


Adventura

A Travel Planning
Management Platform

James Moy - UI/UX Designer



Project overview



The product:

Adventura is a sales management platform that works both to save time and effort for users planning trips on the front-end and as a sales management service on the back-end. The platform serves as a way to save data on specific users, provide automated travel plans, and help travel agents manage their clients.



Project duration:

June - September 2023



Project overview



The problem:

Planning long, extensive trips takes time, energy, and is a very tedious process. Additionally, there is no single dedicated CRM system for sales travel management.



The goal:

The goal of the project is to help alleviate the stressors related to time, money, and extensive planning related to travel planning. Additionally, there is not a fully fleshed out CRM system that is tailored toward the specific needs of sales travel management clients.

Project overview



My role:

Product Manager, UI/UX Designer



Responsibilities:

- User Research
- Asset Creation
- Wireframing
- Design
- Prototyping

Process:

Understanding the user

1. User Research:

- Conducted surveys & interviews with users
- Analyzed market trends & competitor apps
- Studied user behavior & interactions
- Explored travel forums & online communities

2. Personas:

- Created distinct travel personas
- Defined preferences, goals & behaviors
- Targeted leisure seekers, business travelers, budget-conscious tourists
- Used personas as reference throughout development

3. Problem Statements:

- Identified user pain points & challenges
- Focused on user-centered issues
- Prioritized based on impact & business goals

4. User Journey Maps:

- Mapped out entire user journey
- Identified touchpoints & interactions
- Highlighted emotions & opportunities
- Improved app flow & usability

User research: summary



Through surveys, interviews, and online community exploration, we gathered data on their travel behaviors and pain points. The target audience showed a **strong inclination towards utilizing AI technology to streamline the trip planning and itinerary building processes**. They expressed a desire for **personalized travel recommendations** and **seamless itinerary management**. The research findings served as a foundation for creating distinct travel personas, which highlighted the specific preferences and goals of leisure seekers, business travelers, and budget-conscious tourists. With this user-centered approach, we aim to deliver an AI-driven travel management platform that caters precisely to the needs of our diverse user segments, ensuring a delightful and efficient travel experience for all.

User research: pain points

1

Overwhelming Planning Process

Many users find the trip planning process time-consuming and overwhelming, with multiple options for flights, accommodations, and activities.

2

Lack of Personalization

Users often struggle to create personalized and optimized itineraries that suit their unique travel style. The product should address this pain point by utilizing AI algorithms to curate tailored itineraries.

3

Difficulty in Information Organization

Users face challenges in organizing all their travel-related information, such as booking details, confirmations, and travel documents.

4

Limited Access to Local Insights

Travelers often miss out on authentic local experiences due to a lack of information about hidden gems and insider tips.

Persona: Emily - Travel Blogger

Problem statement:

As a Travel Blogger, Emily spends a significant amount of time booking trips and planning out an itinerary. This takes away time she could be writing, editing, or being creative in her endeavors



Name

Age: 28

Education: Bachelor's Degree in Journalism

Hometown: Seattle, Washington

Family: Single, enjoys traveling with close friends

Occupation: Travel Blogger & Freelance Writer

"Adventure awaits! I crave new experiences and cultural immersion in every trip I take."

Goals

- Discover Unique Experiences: Emily seeks to uncover off-the-beaten-path destinations and authentic local experiences that offer a deeper connection to the culture and people.
- Optimize Trip Planning: Emily aims to efficiently plan her trips, including finding the best flight deals, accommodations, and creating well-organized itineraries to maximize her time at each destination.
- Document and Share Journeys: As a travel blogger, Emily's objective is to document her journeys through captivating visuals and engaging narratives, sharing her experiences with her audience.

Frustrations

- Information Overload: Emily finds it overwhelming to sift through numerous travel resources and websites to plan her trips. The abundance of options makes it difficult for her to make well-informed decisions.
- Lack of Personalization: Emily feels frustrated by the lack of personalized travel recommendations and itineraries that cater to her specific interests and preferences.
- Time Constraints: As a busy travel blogger, Emily faces time constraints when planning her trips, and she wishes for a more efficient way to organize her travel details.

Emily is thrilled to discover "Adventura," an AI-powered travel planning and itinerary management platform. With a passion for unique experiences, she aims to optimize her trip planning process. Signing up and providing her travel interests, Adventura's AI algorithms curate personalized recommendations and itineraries that align with her adventurous spirit, eliminating information overload. As she documents her trips using Adventura's integrated travel journal feature, she shares captivating visuals and engaging narratives with her online audience.

User journey map

Persona: Emily

Goal: Answer questions on a survey so that an AI can generate a trip itinerary full with costs, plans, and bookings.

The AI feature, being the hallmark of the platform and the stand-out feature was studied to ensure that users would see it as a vital functionality. The positive emotions of awe and excitement are captured within this feature and design flaws such as the lack of tutorial and explanation can easily be resolved within the AI chat itself.

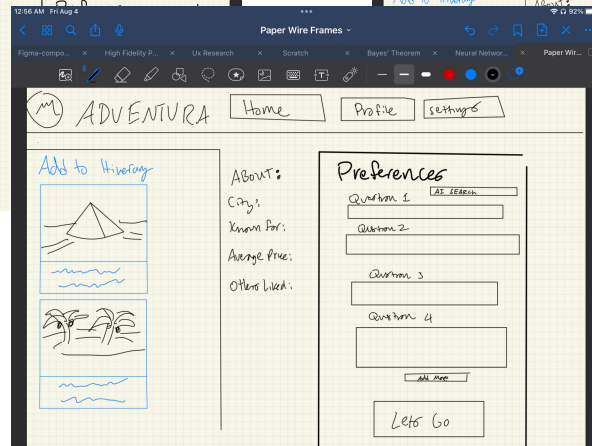
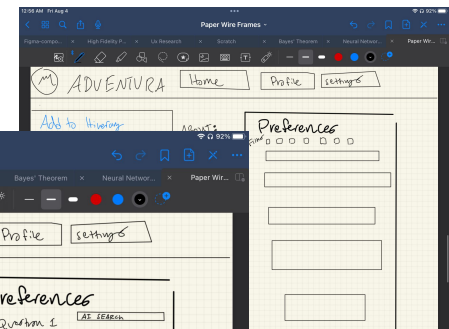
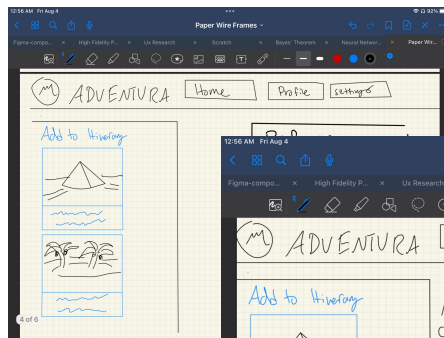
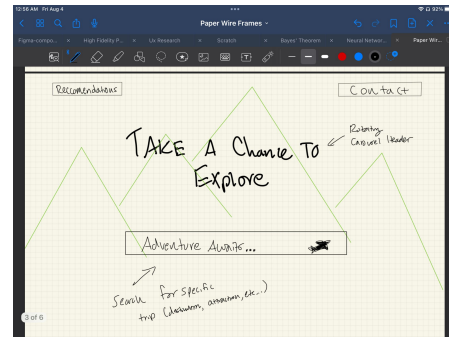
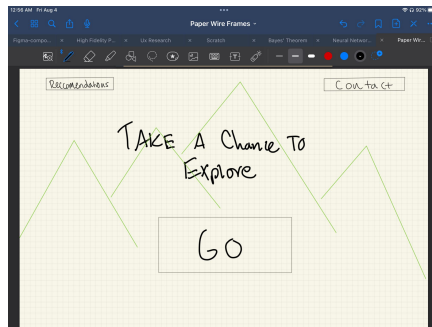
ACTION	Booking a Trip by Answering questions	Using the AI Chat Feature to build out an Itinerary	Get inspiration from the Recommendations Tab and then generate Itinerary based on preferences
TASK LIST	Tasks A. Type in area of destination B. Answer questions from preferences tab, add recommended sites to the trip itinerary C. Click Generate to generate a full itinerary based on the answers provided. D. Export the trip itinerary	Tasks A. Instead of answering the preferences tab, type in the exact details you would like to be included in the trip. B. Allow the AI to generate the full trip itinerary C. Export the trip itinerary	Tasks A. Show a wide range of sites and activities based on users past information provided and profile B. Recommend key areas for the user to add C. Customize itinerary D. Export Trip itinerary
EMOTIONS	User emotions Tiredness, Annoyance, ease	User emotions Confusion, Awe, Excitement	User emotions Frustration, curiosity
IMPROVEMENT OPPORTUNITIES	Area to improve Make the preferences tab shorter and easier to use	Area to improve Add a tutorial to explain the new AI features	Area to improve Improve range of categories and given selection

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

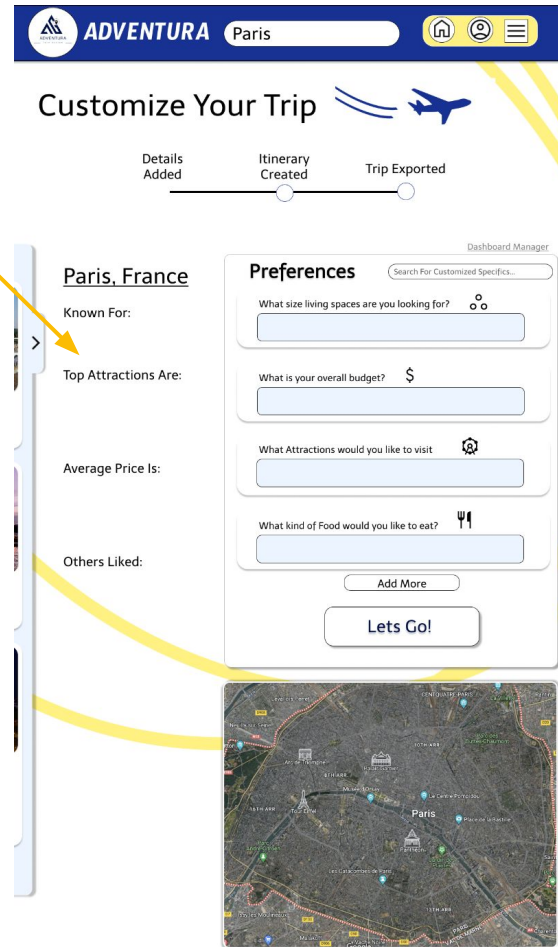
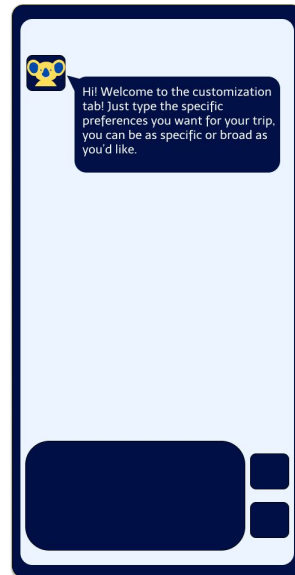
Basic outlines of the the initial pages were drawn up to indicate the simplicity and basic functionality of each design element. Highlighting the simple and easy approach while also showcasing the range of customization was a focus point.



Digital wireframes

One of the main features of the platform is the AI abilities, which are easily able to break down specific personalized requests into return deliverables and destination customizations.

Additional details about the searched-for location are provided to help the user brainstorm additional preferences and customization.

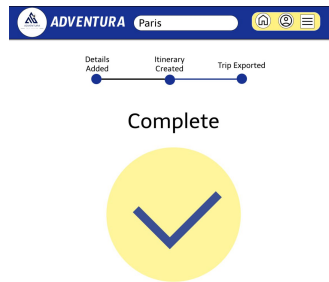



An AI search feature is added to help address customization needs that are not answered by the




Digital wireframes

The primary role of the UX design was to make the entire process seamless. To ease some of the frustrations from usability studies, a status bar was designed to show the user where they are in the process of developing the itinerary, additionally, various visual cues allow the user to determine how to navigate through the pages, from the intuitive design of various assets.

Status bar provides real-time updates to show the user where they are in the process of itinerary creation



 ADVENTURA Paris




Details Added


Itinerary Created

Trip Exported


Add to the Trip!



Embark on an art lover's dream at the Louvre, where history and creativity collide! Uncover the world's most renowned masterpiece, stroll through vibrant galleries, and get lost in the enchanting stories of civilizations past.



Stroll the romantic streets of Paris, bridges and the Seine River weave its magic as you traverse the scenic Pont Alexandre III, adorned with ornate sculptures and breathtaking views. Capture the romance of the City of Lights on the evening Pont des Arts, where love has told countless stories.



Uncover the grandeur of Paris at the iconic Arc de Triomphe. Strolling tall at the end of the Champs-Élysées, this historic monument is a symbol of triumph and national pride. Capture breathtaking views of the city from its observation deck and witness the mesmerizing play of lights during sunset. Book your adventure to the Arc de Triomphe through our travel experts platform and delve into the rich history and architectural splendor of the French metropolis.

Itinerary Created

Preferences

Duration: 7 days

Flight:
• Roundtrip flight from New York to Paris. Approximately \$600 (prices may vary based on the time of booking and the season)

Accommodation:
• Book a 2 Bed 2 Bath Airbnb or vacation rental for 6 nights in Paris. Around \$800 (split between two travelers, approximately \$400 per person)

Day 1: Arrival in Paris
• Arrive in Paris and check into your accommodation
• Spend the day exploring the local neighborhood and adjusting to the time difference
• Budget for meals and local transportation (around \$50)

Day 2-5: Exploring Paris
• Visit iconic landmarks like the Eiffel Tower, Louvre Museum, Notre-Dame Cathedral, Montmartre, and Champs-Élysées
• Enjoy picnics in beautiful parks like Jardin des Tuileries or Luxembourg Gardens
• Sample affordable local cuisine at bistros and cafes
• Budget for sightseeing, food, and transportation (around \$300 for four days)

Day 6: Day Trip to Milan
• Take a budget airline or train from Paris to Milan (roundtrip cost around \$350, depending on the time of booking)
• Visit the Duomo di Milano and explore the city's highlights
• Enjoy a budget-friendly Italian lunch and dinner
• Budget for sightseeing, food, and local transportation (around \$100)

Day 7: Return to Paris
• Take a morning flight or train back to Paris
• Visit any remaining attractions or indulge in some last-minute shopping
• Budget for meals and souvenirs (around \$50)

Miscellaneous:
• Local transportation within Paris (buses or taxis): Approximately \$10 for the week
• Budget for additional activities, souvenirs, and unexpected expenses: Around \$200
Total Estimated Cost:
• Flight: \$600
• Accommodation: \$400
• Daily expenses (meals, transportation, activities): \$700
• Travel Insurance: \$50
• Miscellaneous: \$200
Grand Total: Approximately \$1840
Please note that the estimated cost is based on budget-conscious choices and may vary depending on your preferences and choices during the trip. Additionally, currency exchange rates and prices can fluctuate, so it's essential to do some research and planning before finalizing your trip.

Create New

Remix

Export

Lets Chat


Name (First, Last)

Phone #

Email

Company/Organization (Optional)

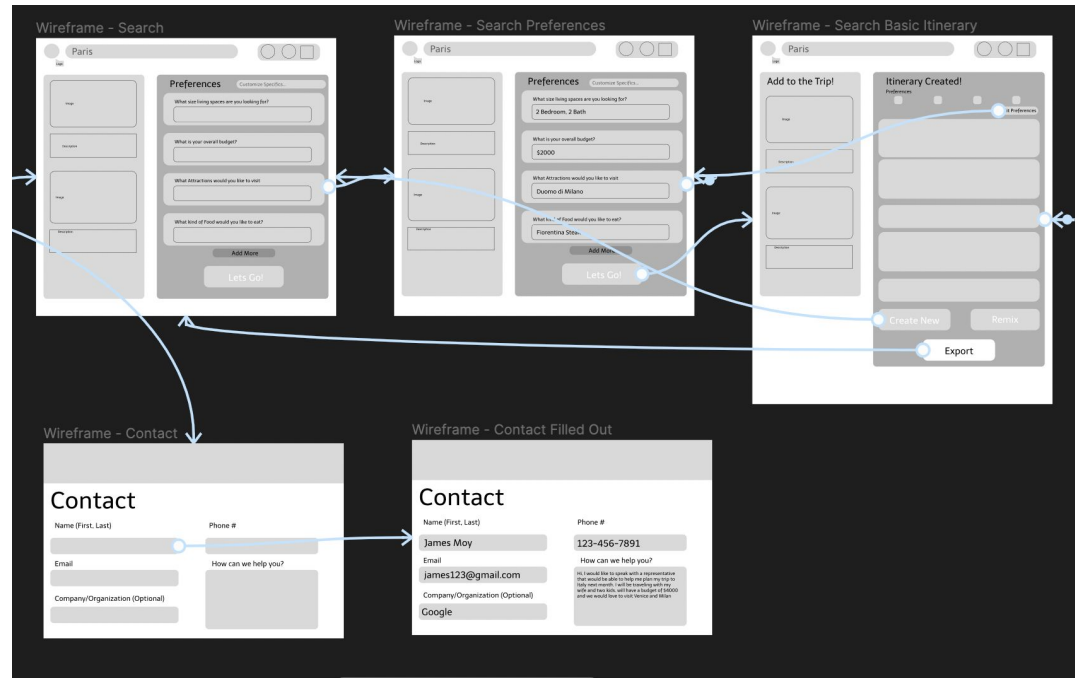
How can we help you?



Itinerary is separated out into chunks to make it easier to understand. The pieces can also be edited and deleted and then regenerated by the software. The format resembles a list allowing the user to easily identify the step-by-step process

Low-fidelity prototype

The user flow is represented by the direction of arrows moving from the preferences pages to the contacts and beyond.



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Users desired additional customization capabilities
- 2 Users wanted a more intuitive design
- 3 Users wanted a simple, but clear path to the end goal

Round 2 findings

- 1 AI integration was very appreciated
- 2 Incorporating tutorial aspects and intuitive asset designs allowed users to easily find the next step
- 3 The simple polished design was very appreciated by users and eased the process of itinerary construction

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

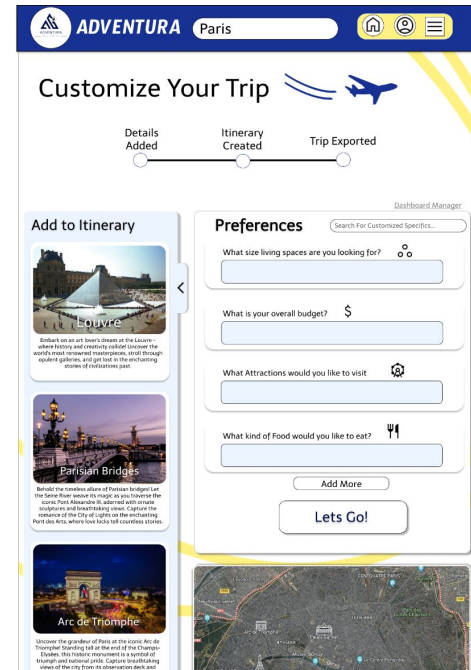
Mockups

Before usability study

Before the final design, darker colors were initially used in mockups to showcase the unique color pallet of the brand. This idea was scrapped after several iterations revealed that contrast and layering would be much easier to showcase with a simplistic white background and accompanying assets. Additionally, when the final was created, the minimalist approach was utilized to adjust for the accessibility needs of the user, increasing the overall usability of the platform. Later iterations and back-end management may take the ideas from the initial mockup.

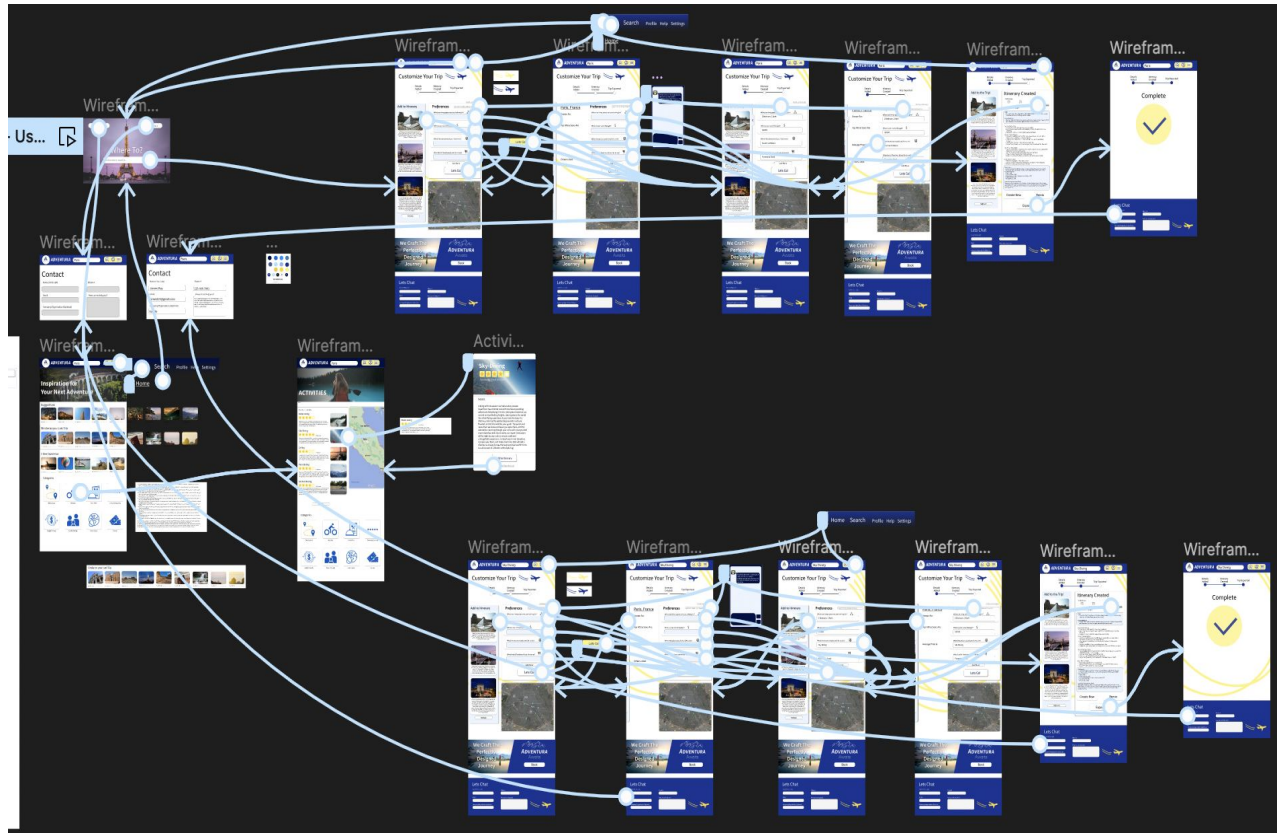


After usability study



High-fidelity prototype

Prototype



Accessibility considerations

1

One accessibility consideration we implemented was making the assets and background of the UI a simplistic soft white color, so that people would be able to distinguish layers and sections. This is in contrast to a dark color where multiple overlapping layers would blend together

2

One more accessibility consideration we implemented was the AI customization request feature. We included a “Chat” where you would be able to type in any specific customization features that you wanted.

3

Finally, within the recommendation tab, we included both pictures and text for every option so that people would be able to have a visual guide building a mental image in what the recommendations were specifically offering.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Adventura - the travel management platform utilizing AI technology to swiftly generate personalized itineraries would revolutionize trip planning, saving time and providing seamless customizations. With real-time updates, optimal resource allocation, and cost-saving insights, travelers can enjoy a smoother and more enjoyable experience, while making travel accessible and efficient for all.

Next steps

1

We would like to continually roll out new innovative designs for the user flow and implement new features that increase accessibility and ease of use for our product. One area we could focus on is both aesthetic and intuitive design.

2

Additionally, we would want to build out functionality in the recommendations features where profiles can be customizable and will have tailored results based on past interaction.

3

Finally, the ultimate goal for this project was to build out the sales management portion of the project so that all the information from the user side can be collected and managed on the client side. Designing this portion will be the next step.

Let's connect!



To connect about future opportunities check for my portfolio here:

[linkedin.com/in/james-moy246810](https://www.linkedin.com/in/james-moy246810)