

# Project Overview



## **The Problem:**

The travel planning apps on the market don't yet combine a traveler's hobbies and interests with their budget and destinations.

## **The Solution:**

Creatour gives travelers the ability to create the perfect trip by identifying their preferred activities and budget and then providing several options for destinations that fit these needs and wants.



# USER RESEARCH

**SALAH FEKKAK**

Homework 1

# Proto-Persona

## Phil Miller

Age: 25 Years old

Job: Software developer

Married/No kids

Hobbies: Travel, Hiking, Chess, Photography, Video games



### Goals

- Explore new places
- Make new friends
- Learn more about other cultures
- Have relaxed vacation after days and hours in front of the computer

### Frustrations

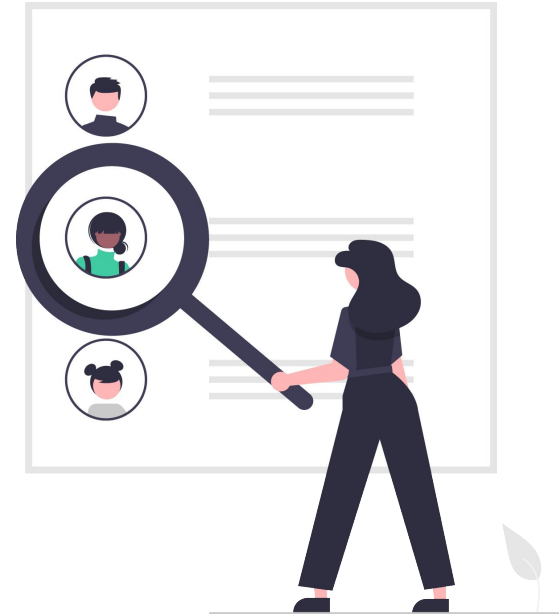
- Find good discount flights to new destinations
- Full refund in case of cancelation
- Complicated process
- Websites with a lot of ads and choices

# Research Plan

In my search to understand how my potential users plan their travel, I surveyed 20 individuals using google forms.

The survey posed ten questions, seeking more information on a traveler's budget, time constraints, type of travel, and more.

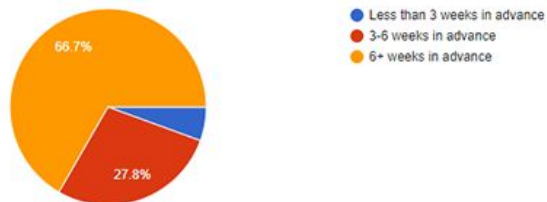
I then interviewed five respondents so I could better understand what's missing from their current travel planning apps.



# Survey Data

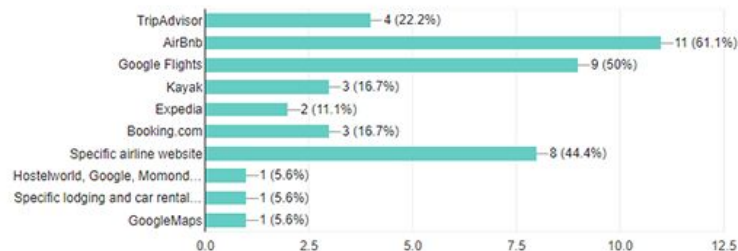
How early do you typically begin planning your travel?

18 responses



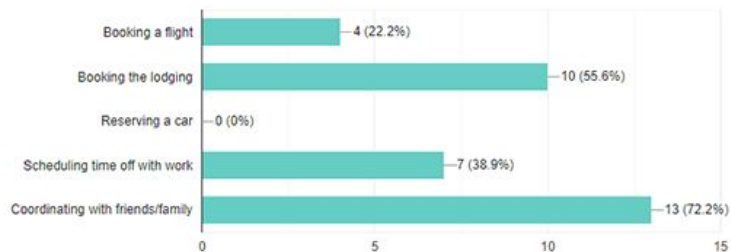
What resources did you use to book your last trip (check all that apply)?

18 responses



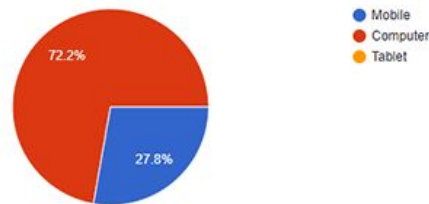
Select 2 of the choices below you consider the most difficult to plan:

18 responses



How do you access these resources?

18 responses



[Google form Link](#)

# Interview



The survey provided us with the initial information we needed in order to be able to create a more in-depth interview with five people who travel frequently. We conducted this interview via phone and in-person for two days and shared results from two interviewees (Caroline and Steve) here.

[Interviews transcripts link](#)

# Interview notes

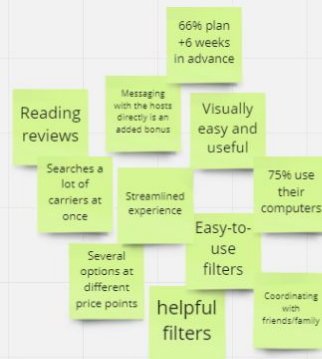
Steve



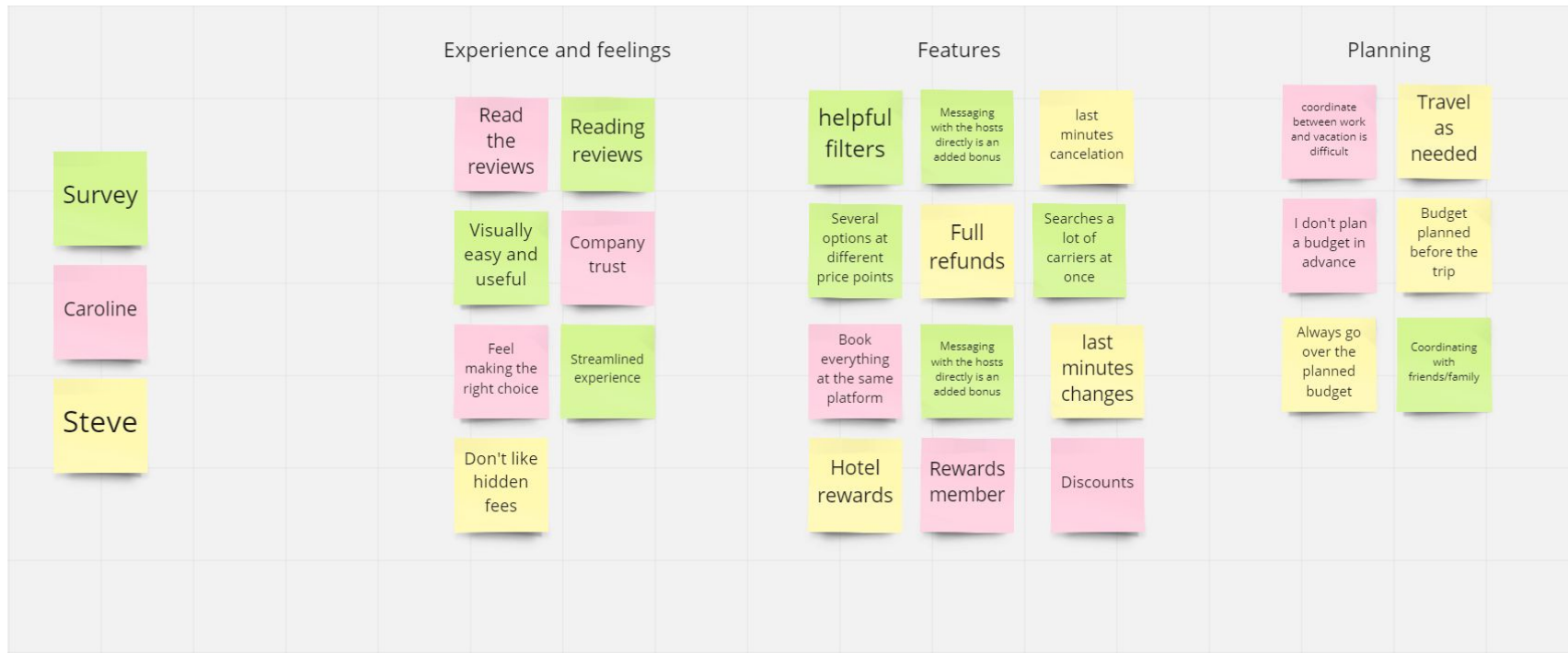
Caroline



Survey

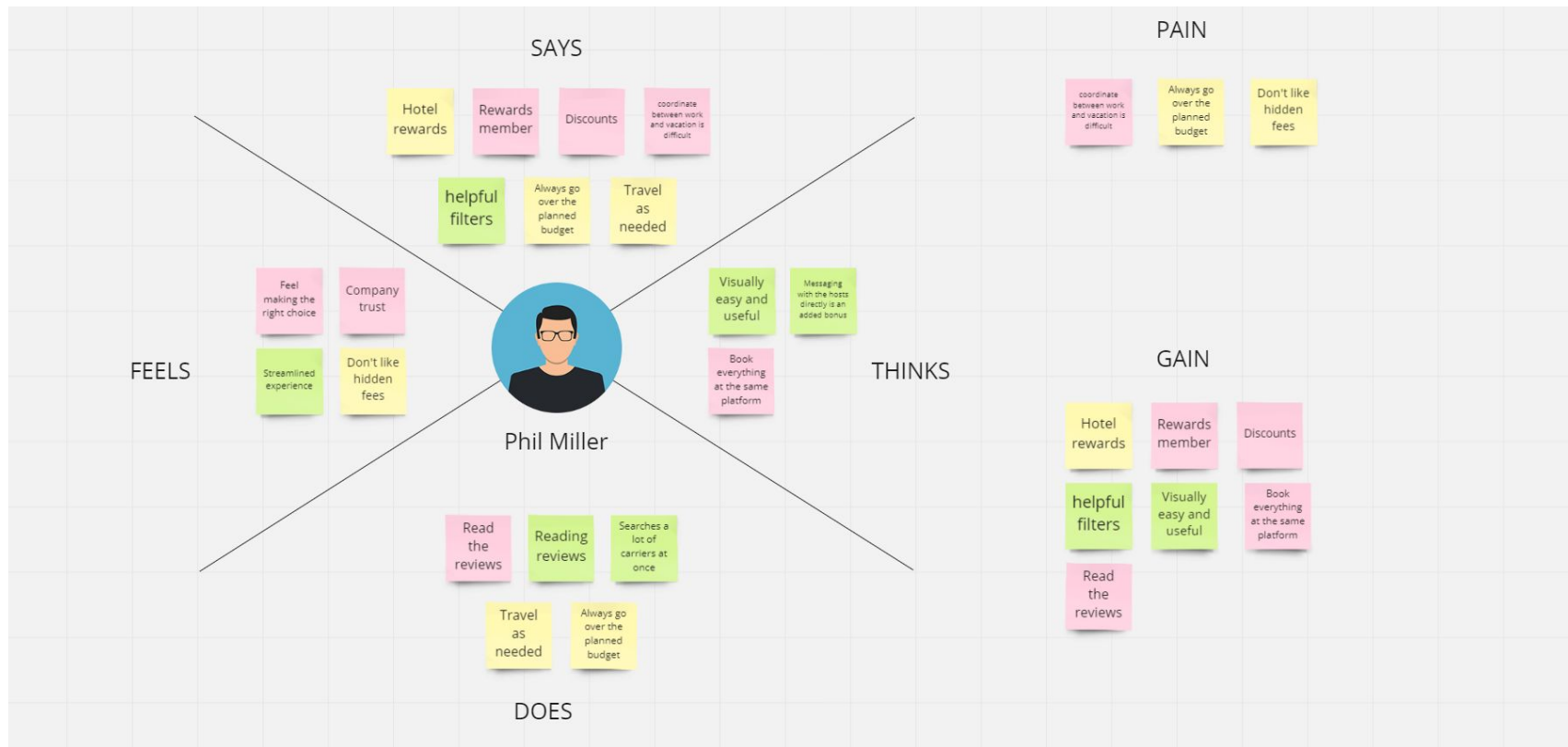


# Affinity diagram





# Empathy map



# User-Persona



## Bio

Phil is a busy sales representative who works with Best Buy. He travels frequently. He is passionate about tech and photography and he loves nature.

## Phil Miller

Age: 27 Years old

Minneapolis, MN

Job: Sale representative

Single

Hobbies: Travel, Hiking, Chess, Photography, Video games

## Goals

- Find more time to travel
- A place where he can find all his reservations
- Suggestions for new places to explore based on his activities
- A good rewards system
- Able to change and cancel anytime

## Frustrations

- Switching between apps to see his reservations
- Lack of ideas and motivation to visit new places
- High prices

## Favorite brands



A couple is seen from behind, sitting on a rocky mountain peak. They are both wearing backpacks and looking out over a vast, hazy landscape. The image has a teal color overlay.

# DEFINITION & IDEATION

**SALAH FEKKAK**

Homework 2

[Resources link](#)

# User insight

**Travelers prefer to keep their reservations in one place because it helps them to manage and stay organized before and during the trip.**

**A traveler with a limited budget needs suggestions for vacation package deals and a good rewards system because they don't have time to check every individual company's website and they like to save money.**



# Problem statement

**During our first user research, we observed that travelers would like to use one platform to book all that they need during their trips, they also like to have a fidelity rewards program.**

**How we might combine the two ideas, so our potential users can easily control all their reservations and feel valued, not just customers?**

# Ideation

## I LIKE

having  
the choice  
between  
hotels  
and airbnb

using filters  
to control  
my budget

seeing pictures  
of the place  
where im  
gonna stay

rewards and  
feeling valuable

Seeing ratings  
for the guests  
and hosts

## I WISH

cancel or change  
my flight  
with no fees

App suggested  
travel locations  
based on budget  
and interests

Airbnb had  
a rewards  
program

Apps created  
a city guide  
with things to do  
at my destination

Car rental  
companies  
provided GPS  
for all cars

## WHAT IF!

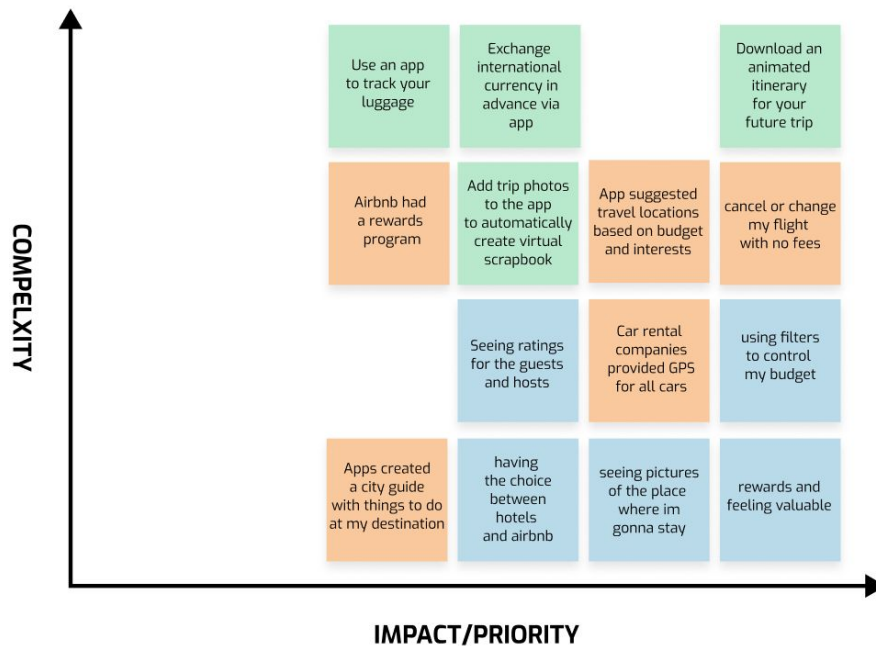
Download an  
animated  
itinerary  
for your  
future trip

Add trip photos  
to the app  
to automatically  
create virtual  
scrapbook

Exchange  
international  
currency in  
advance via  
app

Use an app  
to track your  
luggage

# Feature Prioritization Matrix



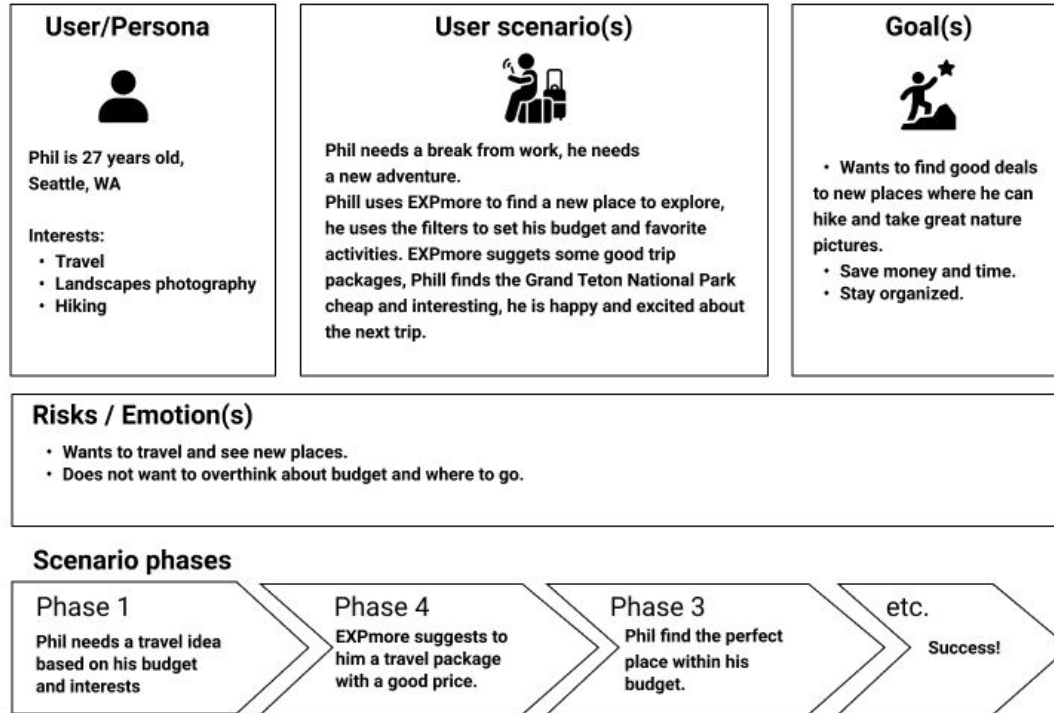
# Value Proposition



**Creatour** is a travel planning app that suggests new places to explore with a package deal on lodging, transport, and more. We provide suggestions based on users' budgets, preferred companies, and favorite activities. Save time and money and stress less with EXPmore!



# User Scenario



# Storyboard



Phill is bored and thinks he needs vacation



He told Anna his co-worker  
that he needs vacation



Anna told him about a good travel app  
called EXPmore

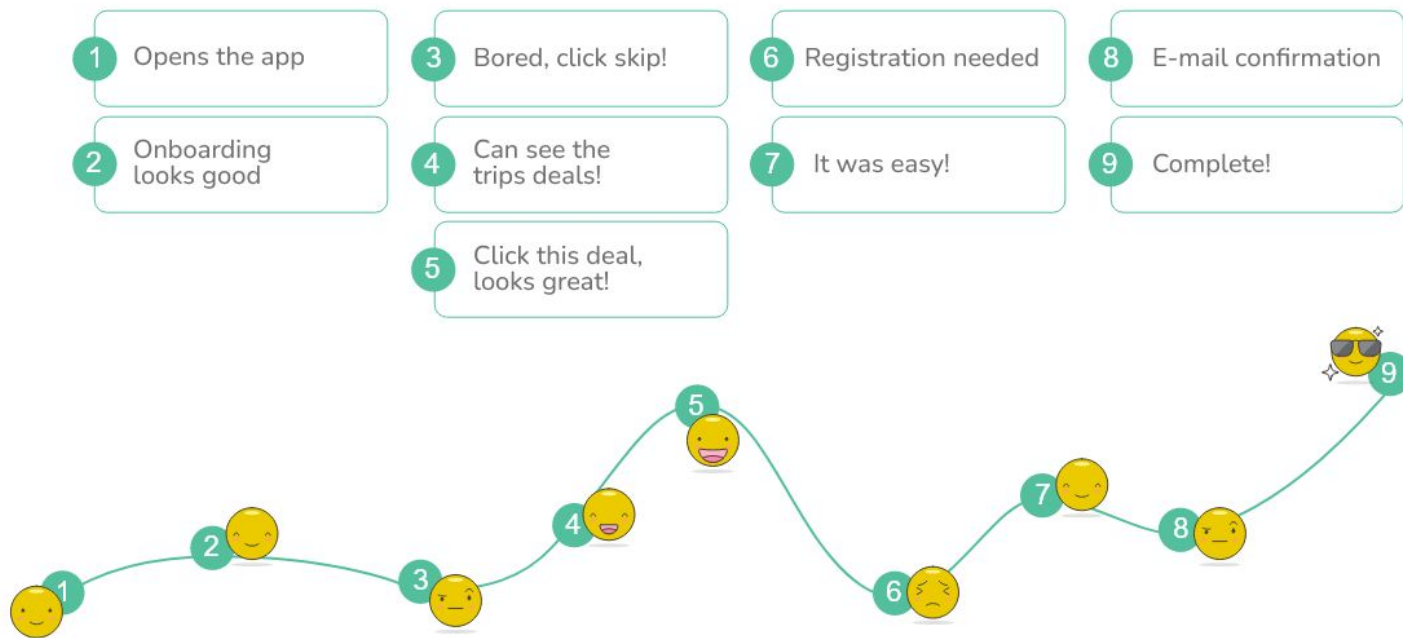


Phill likes the app and finds a good  
deal to go visit Grand Teton National Park



Phill enjoys his time by doing  
his favorite hobbies!

# User Journey Map



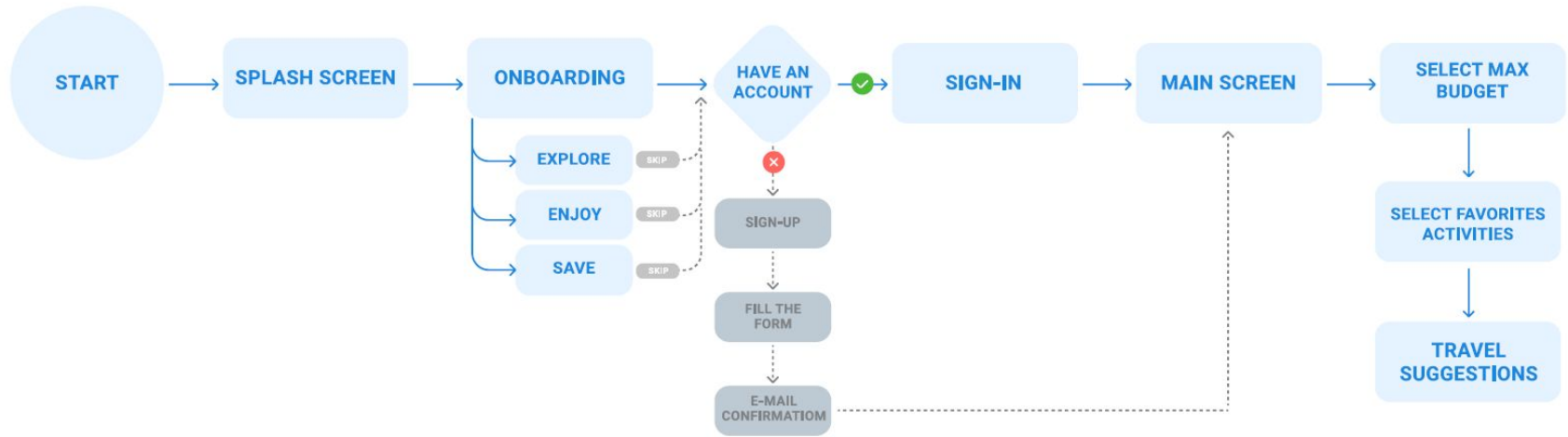
# PROTOTYPING

SALAH FEKKAK

Homework 3



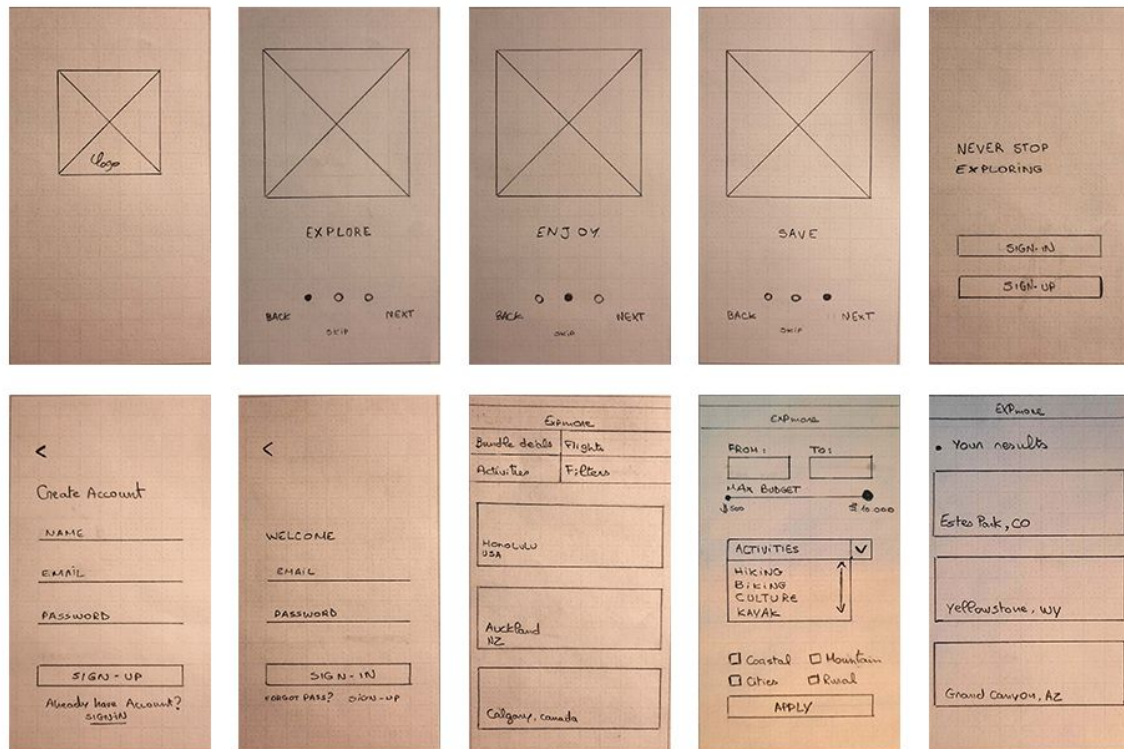
# User Flow



# Competitor Analysis

	Strengths	Weakness	Opportunities	Threats
Expedia	<ul style="list-style-type: none"><li>- Good onboarding</li><li>- Vibrant photos and colors</li><li>- Dark mode</li></ul>	<ul style="list-style-type: none"><li>- Sponsored trip Ads</li><li>- Very busy results</li></ul>	<ul style="list-style-type: none"><li>- Bigger pictures and less text</li><li>- Simplify the results for an easy eye scanning</li></ul>	<ul style="list-style-type: none"><li>- All-in-one process</li><li>- Professional design</li></ul>
Trivago	<ul style="list-style-type: none"><li>- Multilingual</li><li>- Good animation</li><li>- Useful filters</li></ul>	<ul style="list-style-type: none"><li>- No onboarding</li><li>- Search before sign-in or sign-up</li><li>- Main page looks empty</li></ul>	<ul style="list-style-type: none"><li>- Onboarding</li><li>- Add more suggestions to the main page</li></ul>	<ul style="list-style-type: none"><li>- Trivago magazine</li><li>- Results in different currencies</li></ul>
Booking	<ul style="list-style-type: none"><li>- Easy sign-up</li><li>- Easy search</li></ul>	<ul style="list-style-type: none"><li>- No onboarding</li><li>- Search button doesn't match the design</li><li>- Lack of animation</li></ul>	<ul style="list-style-type: none"><li>- Onboarding</li><li>- Add some animation</li></ul>	<ul style="list-style-type: none"><li>- Rewards System</li><li>- Good customer service</li></ul>

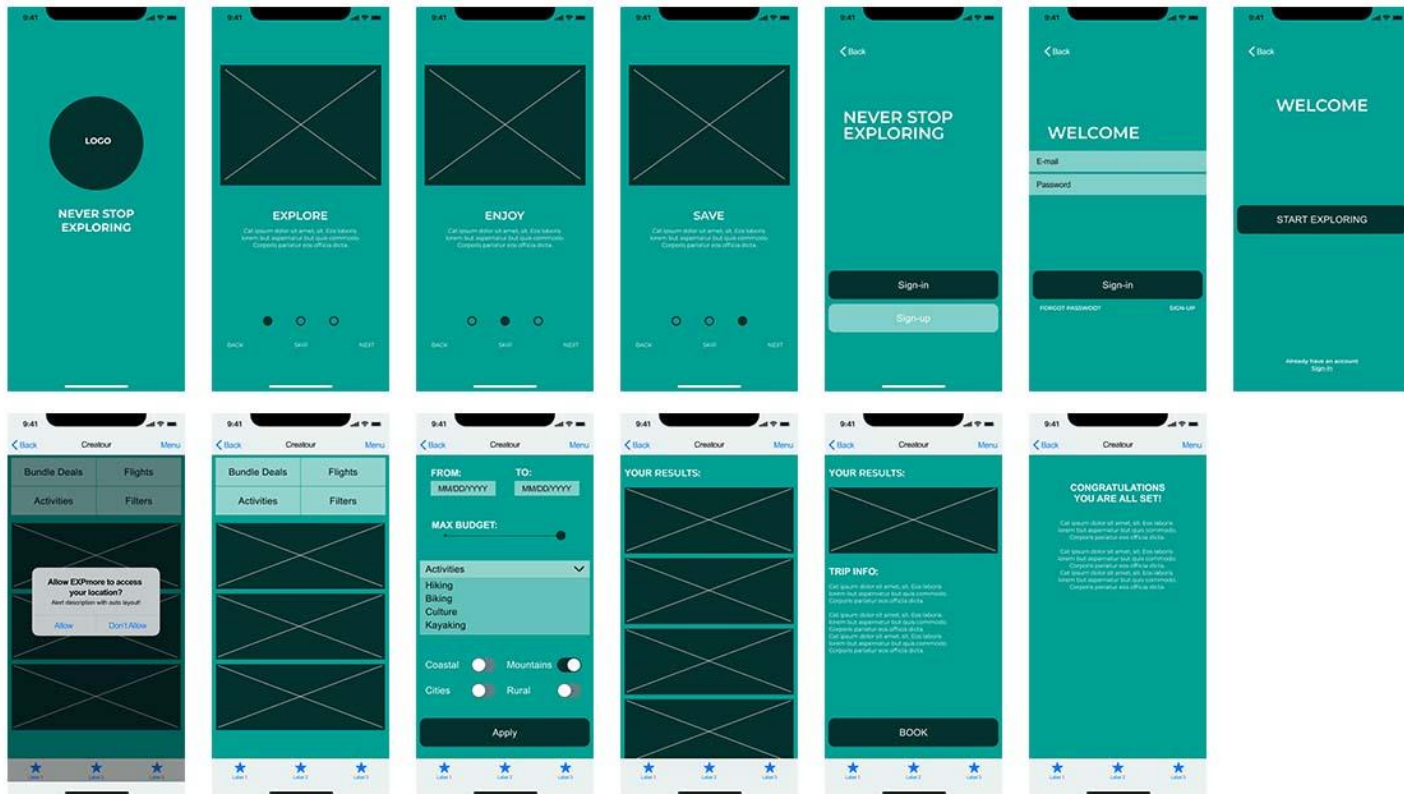
# Sketches



[Invision Prototype](#)



# Digital Wireframes



Figma Prototype



# TESTING

**SALAH FEKKAK**

Homework 4



# Guerilla Testing Plan and notes

## Goals/Objectives:

I'm doing this test to understand if the app is easy to use and the users can easily go through the onboarding Sign-in/up, find trips and book one of them.

### TASK1:

Goal/Output:	I want to learn if it is easy to create an account in the Creatour app
Assumptions:	Users can easily create an account
Steps:	01. Open the app 02. Go through the onboarding 03. Click sign-up 04. Fill the form 05. Click submit
Success Criteria:	Reach the home page
Notes:	

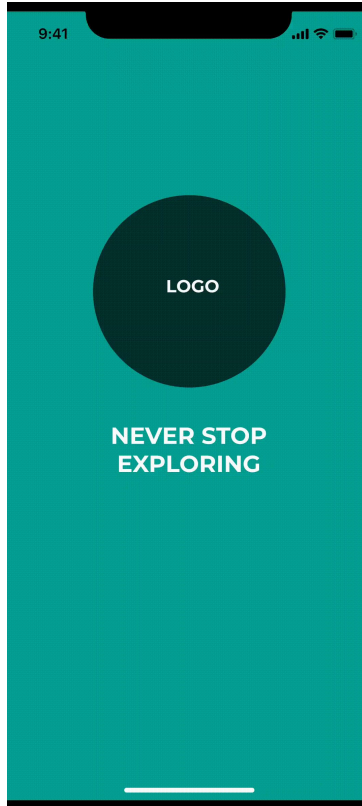
### TASK2:

Goal/Output:	I want to see if the users can easily find the filters and use them
Assumptions:	Filters are easy to use!
Steps:	01. Open the app 02. Sign-in 03. Reach the home page 04. Find the filters button 05. Use the filters and click apply
Success Criteria:	Get some travel suggestions based on your filters
Notes:	

### TASK3:

Goal/Output:	Book a trip!
Assumptions:	Trip easy to book
Steps:	01. Open the app 02. Sign-in 03. Reach the home page 04. Find the filters button 05. Use the filters and click apply 06. Choose one and try to book it
Success Criteria:	Trip booked!
Notes:	

## 2 Recorded User Tests



[Records Link](#)

# Hi-Fi Prototype & iOS Mockups



# Final Thoughts

From the beginning, I knew I wanted to make an app that would simplify the travel planning process. But it was only after hearing from my potential users that I realized there was a need in this market that wasn't being met: combining a user's interests and hobbies with their desire to travel. When I think about my own passion for photography and hiking, I realized this plays a huge role in where I want to visit. But there was no way to factor that in to Google Flights or AirBnb or any of the apps I regularly use.

Of course, there were some road blocks along the way. For one, keeping the app simple and easy to use when I wanted to add a million filters! But I tried to focus on budget, hobbies, and types of location. Once I narrowed it down to those 3 things, I could clearly identify how to move forward.

I am glad to have spent this time doing research and market analysis. It will help me be a stronger graphic designer in the future and be able to collaborate with my team more effectively.