User Study Project: Plan a Multi-City Trip Slide Deck

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AUDIT, USER RESEARCH, & ANALYSIS OF THE GIVEN THEME

Theme & User Group Criteria

Theme: Planning a multi-city vacation

A multi-city vacation sounds exciting to almost anyone. However, the planning of it can be overwhelming. How can you design a tool that helps travelers plan a multi-destination tour? Help travelers create an itinerary that connects multiple points of interest. It should consider their desired length of stay in each location. In addition, it should offer low-cost transportation

User Group Criteria:

1. User Segment: 25-54 Years Old

2. Technical Literacy: Users must be technically literate.

3. User Income Levels: Moderate Income

Chosen Competitors & Objectives/Parameters

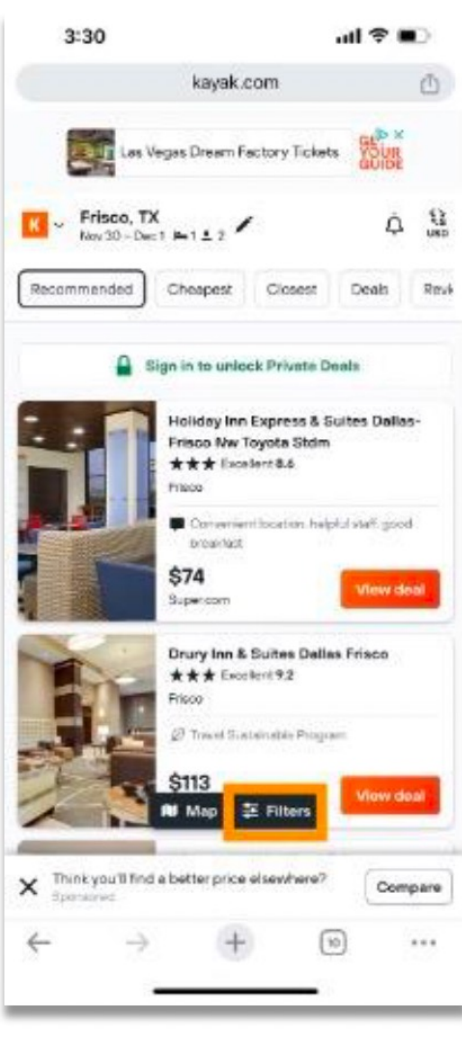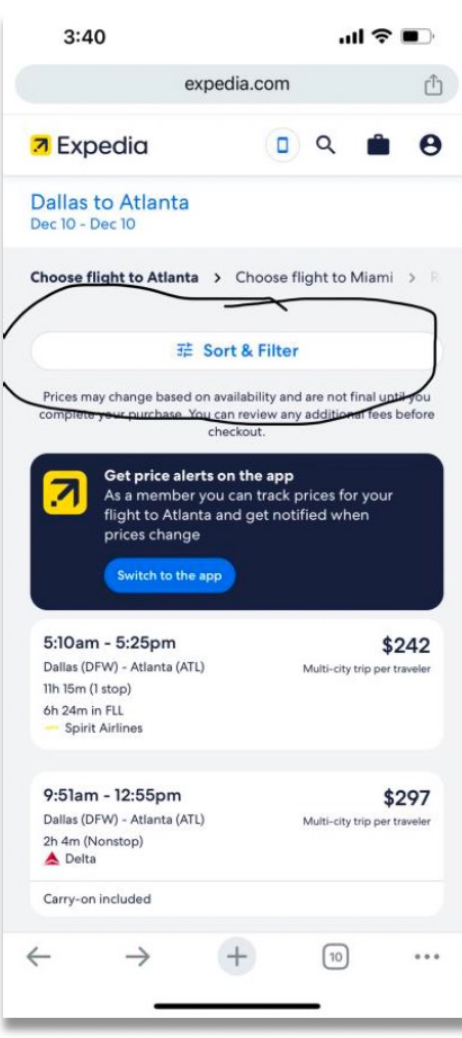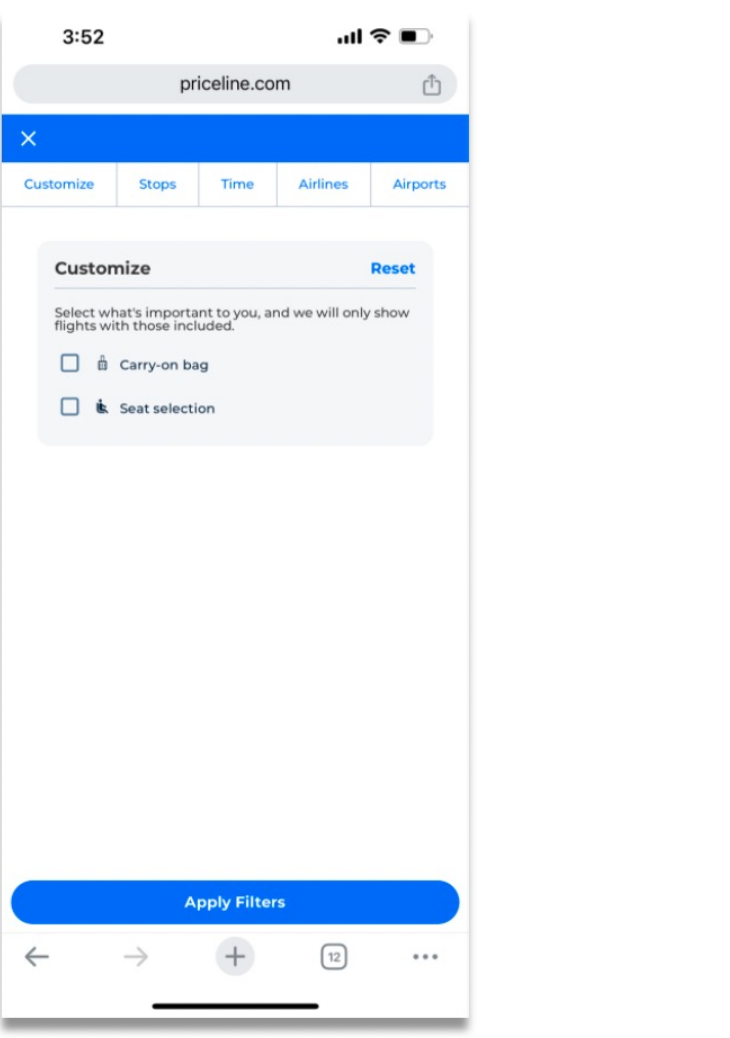Chosen Competitors:

1. Kayak

2. Expedia

3. Priceline

Objectives/Parameters on which the analysis is performed:

■ Different Filtering Options for user's preferences on various travel options.

■ Multi-City Option since it is a multi-city vacation theme.

■ Number of Stops/Layovers Filter for people who may not like so many layovers or who prefer layovers for a break off the airplane.

■ Being able to sort by "Cheapest" or "Low to High" to offer low-cost transportation options.

■ Current Offers on the homepage to market deals.

■ Price Range Selection Filter for people who are looking for tickets within their budget.

■ Airline Filtering for people who prefer one airline over the other or for users who are only comfortable with certain flights.

■ Ease of Use to consider if the UI layout is not too difficult to use and can easily be used for people who are not deeply technically literate.

■ Dates Selection to consider the user's desired length of stay.

Chosen Competitors Justification

I selected these three competitors, Kayak, Expedia, and Priceline because they all are established travel booking services that have the feature of a multi-city vacation.

Competitive Analysis

Objective/Parameter	Kayak	Expedia	Priceline
Filtering Options			

Competitive Analysis Continued

Competitive Analysis Continued

Competitive Analysis Continued

Being able to sort by "Cheapest" or "Low to High" option.

(As you see there are different sort by options on each website, but we are only focusing on the "Cheapest" or "Low to High" option for this comparison).
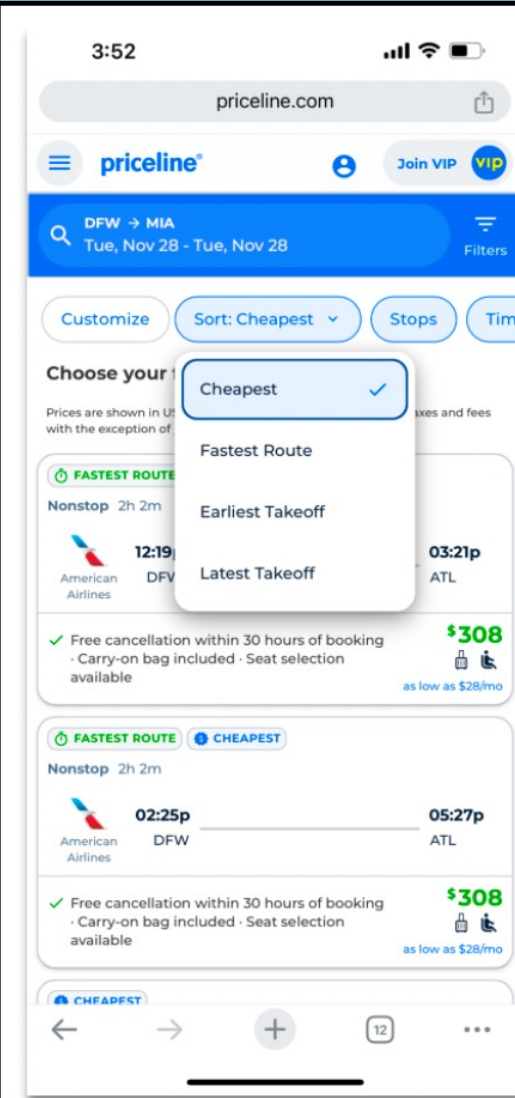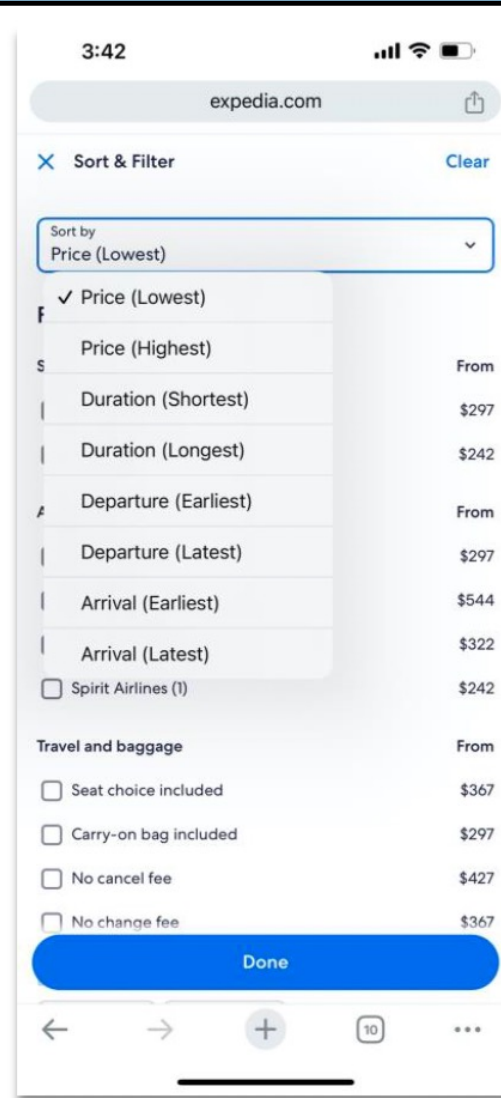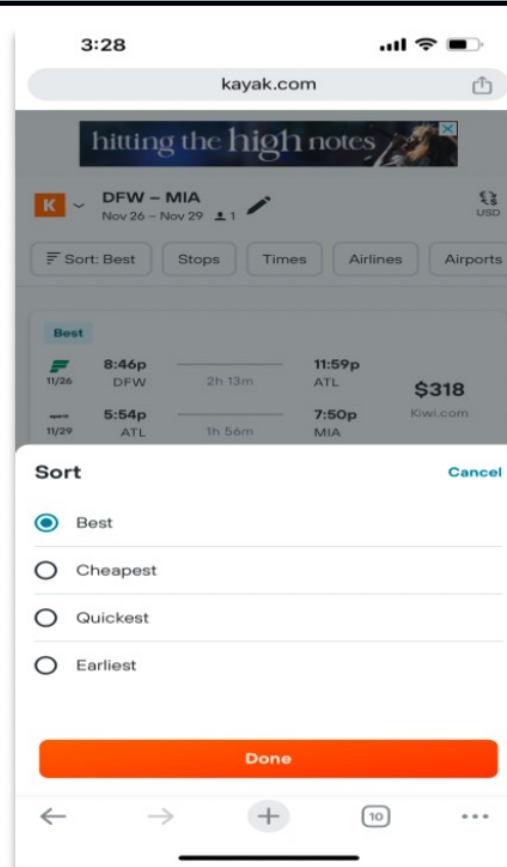
Competitive Analysis Continued
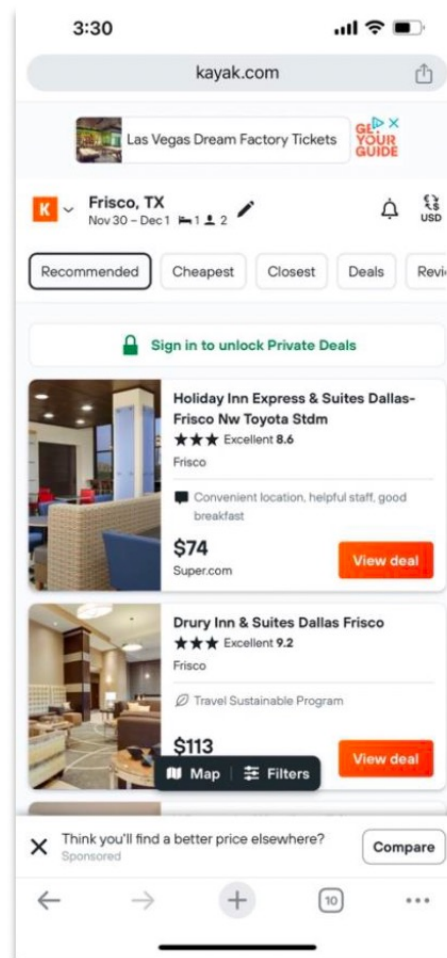
Current Offers			
	Kayak's homepage offers are hotel offers.	Expedia homepage has a better blueprint. Offers automatically pop up on the homepage when you open the website.	Priceline doesn't have homepage offers. To find their current offers, you must navigate through a few pages before you end up on the page with offers.
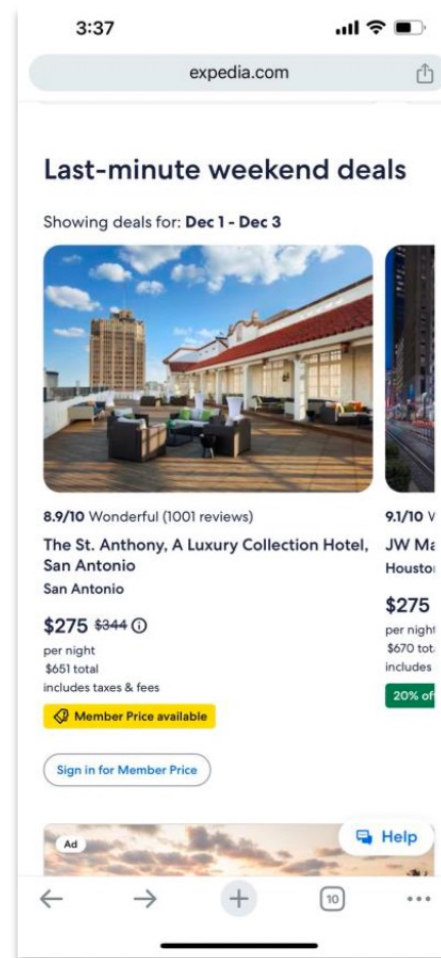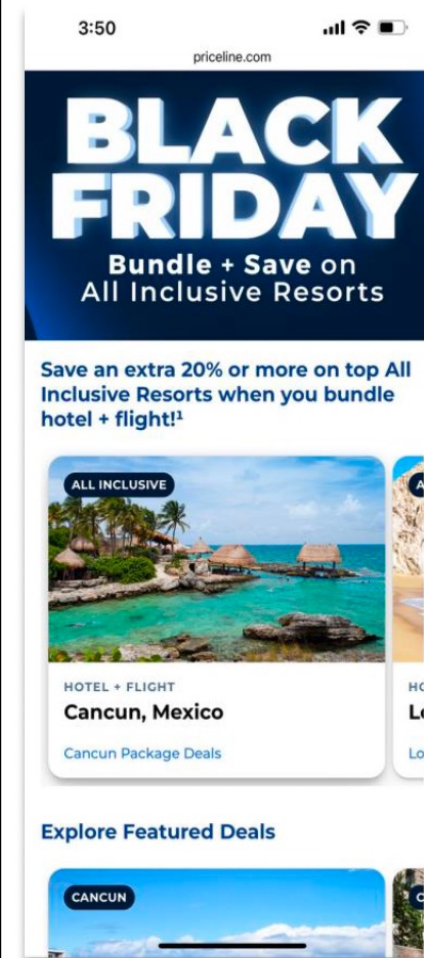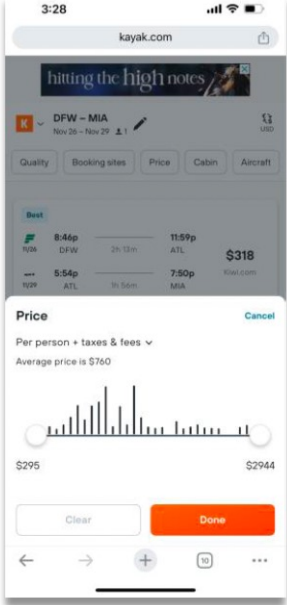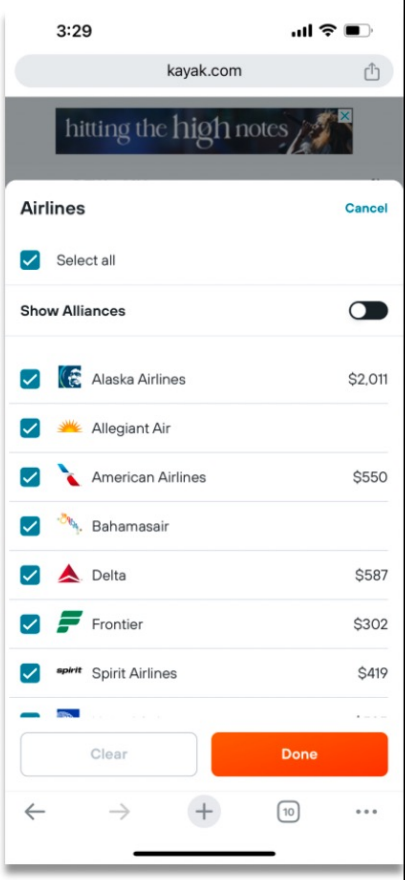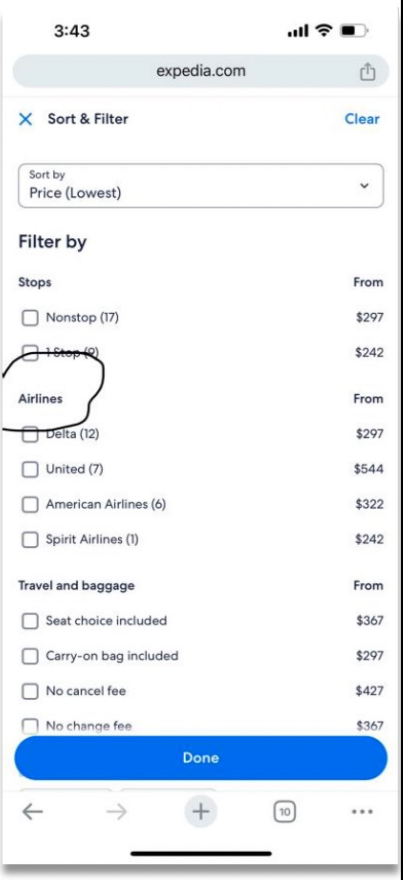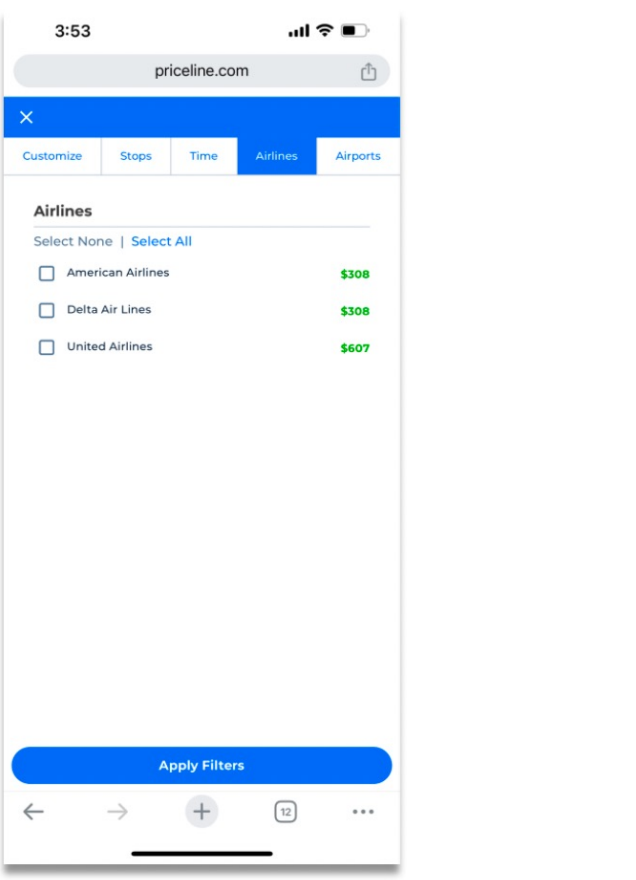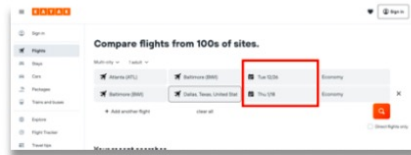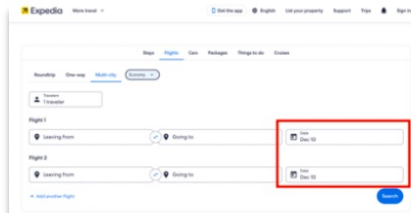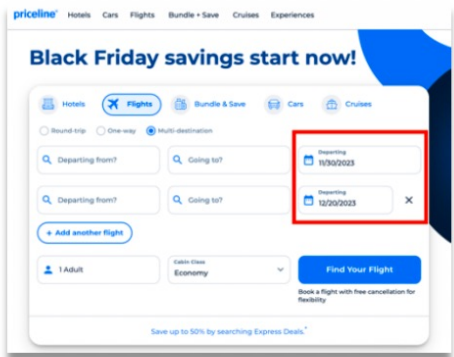
Competitive Analysis Continued

Price Range Selection		Expedia doesn't offer a price range selection filter.	Priceline doesn't offer a price range selection filter.

Competitive Analysis Continued

Airline Filtering			
Ease of Use	Kayak has a very easy-to-use UI and good UI layout. They have filters laid out visibly on the side of the screen after entering destinations for a trip. Also has easy sorting access on the screen where you choose flights. The UI is	Expedia has a good UI and layout as well. The filters are laid out visibly on the side of the screen after entering the destinations for a trip. But some expected filters such as the price range selection filter are not included on the	Priceline has a good UI and layout. The filters are laid out visibly on the side of the screen after entering the destinations for a trip. But some expected filters such as the price range selection filter are not included on the website which makes it harder to use and less of a satisfying user experience. As you see Kayak has the price selection filter which helps users who have a

Competitive Analysis Continued

	labeled clearly and in words that are easy to understand.	website which makes it harder to use and less of a satisfying user experience. As you see Kayak has the price selection filter which helps users who have a budget stay within that price range. Also has easy sorting access on the screen where you choose flights. The UI is labeled clearly and has easy-to-understand words.	budget stay within that price range. Priceline does a good job of having a filter where you can customize your search if you prefer "seat selection" and a "carry-on bag". The UI is labeled clearly in easy-to-understand words.
Dates Selection (These images were taken on desktop, hence why they are smaller than the other screenshots on this document).			

Chosen Method & Schedule for Conducting the Study

Self-Documentation was chosen. A questionnaire to users was sent for them to answer.

Study Objectives

1. What are the primary goals of users when planning a multi-city vacation?

2. What are the users' pain points that they face when planning a multi-city trip?

3. How do users make use of the available features, tools, and filters on a travel booking platform?

4. Why do uses prefer booking trips on one platform, such as mobile device or desktop computer, more than the other?

5. How often do users book multi-city tours using a travel booking service?

6. Understand the process that a user goes through when planning a multi-city trip.

7. Identify the important factors for users when planning and booking a multi-city vacation.

Number of and Type of Interviewees

1. 3-5 interviewees

2. Someone that falls into the 25-54 years old age group.

3. Someone that is technically literate.

4. Someone that has a moderate income.

5. Someone that travels frequently (at least 3-5 times a year)

6. Someone that has used a travel booking service in the past 2 years.

Screener to Identify Ideal Users

1. Do you fall into the age group of 25-54 years old? Yes or No?

2. What kind of income do you have? Low, Moderate, or High?

3. Do you travel frequently (at least 3-5 times a year)? Yes or No?

4. Have you used an online travel booking platform in the past 2 years? Yes or No?

User Research Study Questionnaire

1. How frequently do you use travel book platforms?
   1. How frequently do you use travel booking platforms to book multi-city trips?

2. Can you describe the process you go through when planning a multi-city trip?

3. What factors are more important to you when planning on booking a multi-city vacation?

4. What features or filters do you find most useful when searching for flights, hotels, or other travel services?
   1. Are there tools or features you would find helpful in tracking expenses across multiple bookings?
   2. Are there specific factors that influence your choice of accommodation or transportation in each city?
   3. Would you appreciate personalized recommendations of new or unique experiences based on your multi-city itinerary?

5. Do you prefer using a mobile device or a desktop computer when booking travel on an online platform? Why?

6. Are there specific features, tools, or services you wish you had access to on your previous tour?

7. How easy or challenging do you find it to modify bookings once your multi-city tour is underway?

8. Can you share a particularly positive experience you've had with a travel booking service?
   1. Has there been any memorable negative experiences? If yes, what happened?

9. If there's one thing you can change or improve about your experience with travel booking services, what would it be?

User 1's Answers

1. How frequently do you use travel booking platforms? Monthly
   a. How frequently do you use travel booking platforms to book multi-city trips? 2-4 times a year
2. Can you describe the process you go through when planning a multi-city trip? I look up multi-city trips on a platform such as google flights or sky scanner. Once I find a preferable travel plan, then I go to the individual airlines to book separate travel itineraries
3. What factors are most important to you when planning on booking a multi-city vacation? Price, layover times, flight/hotel package deals
4. What features or filters do you find most useful when searching for flights, hotels, or other travel services? If the platform is searching for all the possible flights (for example, Southwest is not included in most searches). total flight times
   a. Are there tools or features you would find helpful in tracking expenses across multiple bookings? comparing prices through multiple platforms
   b. Are there specific factors that influence your choice of accommodation or transportation in each city? if private taxi is available for the same price range as Uber. Hotels that provide complimentary transportation from the airport (not the airport hotels, because they all do!!) But the regular hotels in the city
   c. Would you appreciate personalized recommendations of new or unique experiences based on your multi-city itinerary? not really, I really do prefer to not get my email bombarded with deals. If I want to go somewhere I'll find it
5. Do you prefer using a mobile device or a desktop computer when booking travel on an online platform? Why? desktop! Seems mobile always has less features
6. Are there specific features, tools, or services you wish you had access to on your previous tour? Price comparison for all the popular excursions (for example, most vacation spots have a catamaran tours, but if a platform compared all the popular ones with what they offered, so that you don't have to keep searching individual websites)
7. How easy or challenging do you find it to modify bookings once your multi-city tour is underway? Very difficult. Companies go out of their way to find the option to cancel trip or even find the rules for it
8. Can you share a particularly positive experience you've had with a travel booking service? While booking one of the vacations, I found a private transportation service that was comparable to any car app ride service. I found it on a travel recs website. Most of the times these services are ridiculously expensive, but this one wasn't. It's convenient to have your rides booked the entire vacation and people just wait for you. To have a feature for pickups from the airport on a platform, with a private car service that's as comparable to 'Uber' would be very hassle free.
   a. Has there been any memorable negative experiences? If yes, what happened? Paying extra money for baggage is annoying. There have been a few times when booking through another platform, you pay ahead for baggage. But then you have to pay more at the airport. This is especially the case when traveling internationally, you have to recheck the bag in, and pay double. Third party platforms shouldn't be responsible for reducing your baggage cost, but there should be transparency about what to expect.
9. If there's one thing you can change or improve about your experience with travel booking services, what would it be? As noted above, I can't think of a single platform that is transparent about baggage. You can book on one site, but you have to go to the airline site to figure out the baggage cost. Most platforms try to undercut their price so don't include the extra cost, but most people would prefer to know ahead of time what to expect and it would be nice to have that info available readily

User 2's Answers

1. How frequently do you use travel booking platforms?
   a. How frequently do you use travel booking platforms to book multi-city trips?
   4x a year
2. Can you describe the process you go through when planning a multi-city trip? we don't travel multicity
3. What factors are most important to you when planning on booking a multi-city vacation? we don't book multicity
4. What features or filters do you find most useful when searching for flights, hotels, or other travel services?
   a. Are there tools or features you would find helpful in tracking expenses across multiple bookings? see what total cost after all fees
   b. Are there specific factors that influence your choice of accommodation or transportation in each city? how to close proximity to airport and uber
   c. Would you appreciate personalized recommendations of new or unique experiences based on your multi-city itinerary? no
5. Do you prefer using a mobile device or a desktop computer when booking travel on an online platform? Why? mobile bc of it easier accessibility
6. Are there specific features, tools, or services you wish you had access to on your previous tour? no
7. How easy or challenging do you find it to modify bookings once your multi-city tour is underway? i've never to modify
8. Can you share a particularly positive experience you've had with a travel booking service? it been reliable for me. No neg experience.
   a. Has there been any memorable negative experiences? If yes, what happened?no
9. If there's one thing you can change or improve about your experience with travel booking services, what would it be? quicker response time

User 3's Answers

1. How frequently do you use travel booking platforms? 6 times a year
   a. How frequently do you use travel booking platforms to book multi-city trips? once every 3 years
2. Can you describe the process you go through when planning a multi-city trip? I look at individual flights first and then I look to see if there is a better deal if I book a multi-city trip. I also compare the times of the flights if I book them individually vs multi city.
3. What factors are most important to you when planning on booking a multi-city vacation? Convenience of flight times with minimal layovers.
4. What features or filters do you find most useful when searching for flights, hotels, or other travel services? Ability to compare flights side by side (timing and prices).
   a. Are there tools or features you would find helpful in tracking expenses across multiple bookings? Show the total cost as well as the broken down cost of each booking at the same time.
   b. Are there specific factors that influence your choice of accommodation or transportation in each city? Yes, convenience to public transportation and ease of going and coming from the airport.
   c. Would you appreciate personalized recommendations of new or unique experiences based on your multi-city itinerary? No
5. Do you prefer using a mobile device or a desktop computer when booking travel on an online platform? Why? Desktop computer because it is easier to open multiple pages and easier to scroll. It is also easier for me to type on a PC as opposed to a mobile device.
6. Are there specific features, tools, or services you wish you had access to on your previous tour? More access to wifi on tours.
7. How easy or challenging do you find it to modify bookings once your multi-city tour is underway? I have not tried to modify bookings.
8. Can you share a particularly positive experience you've had with a travel booking service? I usually find them to be very organized and send the details of your itinerary very promptly and in an easy to read format. Also very friendly people in the travel booking service.
   a. Has there been any memorable negative experiences? If yes, what happened? I have luckily not had any major negative experiences with travel booking services.
9. If there's one thing you can change or improve about your experience with travel booking services, what would it be? More details about what to expect when arriving at the foreign airport (before the organized tour/transportation begins).

User 4's Answers

User Research Study Questionnaire

1. How frequently do you use travel booking platforms? Rarely; usually through airline website
   a. How frequently do you use travel booking platforms to book multi-city trips? Rarely
2. Can you describe the process you go through when planning a multi-city trip? use airline website and add flights
3. What factors are most important to you when planning on booking a multi-city vacation? Shortest duration, least connecting flights . Prefer non-stop flights
4. What features or filters do you find most useful when searching for flights, hotels, or other travel services? price, # of stops, duration
   a. Are there tools or features you would find helpful in tracking expenses across multiple bookings? comparison tool/feature
   b. Are there specific factors that influence your choice of accommodation or transportation in each city? distance from airport and central area. Easy and low faretaxi/ride share
   c. Would you appreciate personalized recommendations of new or unique experiences based on your multi-city itinerary? yes
5. Do you prefer using a mobile device or a desktop computer when booking travel on an online platform? Why? desktop computer because it's easier to see the whole view and more features
6. Are there specific features, tools, or services you wish you had access to on your previous tour? Recommended restaurants
7. How easy or challenging do you find it to modify bookings once your multi-city tour is underway? annoying
8. Can you share a particularly positive experience you've had with a travel booking service? no
   a. Has there been any memorable negative experiences? If yes, what happened? No

9. If there's one thing you can change or improve about your experience with travel booking services, what would it be? easy way to compare - whole picture view

User 5's Answers

User Research Study Questionnaire

1. How frequently do you use travel booking platforms? Several times a year.
   a. How frequently do you use travel booking platforms to book multi-city trips? I do not use it for multi-city, as I do not have a use for that feature.
2. Can you describe the process you go through when planning a multi-city trip? If I had to, I would consider several important parameters, as time, reasons to visit, and then costs.
3. What factors are most important to you when planning on booking a multi-city vacation?
   The first 2 are the reason and timeframe. Then, I will start playing with costs, convenience, means of travel, and locations of stay.
4. What features or filters do you find most useful when searching for flights, hotels, or other travel services? Costs, number of layovers/stops, dates.
   a. Are there tools or features you would find helpful in tracking expenses across multiple bookings? I think so, yes.
   b. Are there specific factors that influence your choice of accommodation or transportation in each city? Location and costs.
   c. Would you appreciate personalized recommendations of new or unique experiences based on your multi-city itinerary? Yes.

5. Do you prefer using a mobile device or a desktop computer when booking travel on an online platform? Why?
   Desktop, for sure. It is more user-friendly (size of screen, multi-tasking for research) than mobile interface. However, I have used mobile devices, but usually when I am already traveling.

6. Are there specific features, tools, or services you wish you had access to on your previous tour? None, that comes to mind.

7. How easy or challenging do you find it to modify bookings once your multi-city tour is underway? Never tried.

8. Can you share a particularly positive experience you've had with a travel booking service? When it comes to flight schedules, I love Google's feature of seeing the costs within the calendar. Helps me decide if I want to change days, if the savings are worth it.
   a. Has there been any memorable negative experiences? If yes, what happened?
   I do not remember a negative experience. If I don't like something I just switch to a different service, and do not let it sink in my precious and limited memory.

9. If there's one thing you can change or improve about your experience with travel booking services, what would it be?
   At this point, I have no suggestion. Sorry.

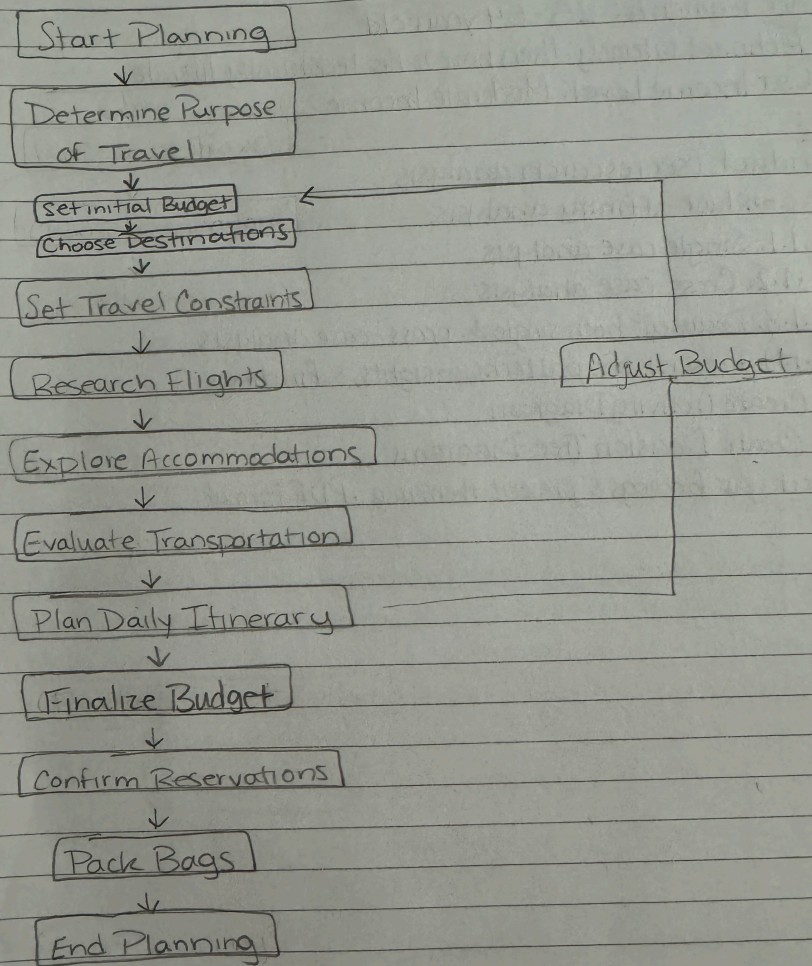| Question	User 1	Code	User 2	Code	User 3	Code	User 4	Code	User 5	Code
1. How frequently do you use travel booking platforms? A) How frequently do you use travel booking platforms to book multi-city trips?	1. Monthly A) 2-4 times a year	•Uses travel booking platforms frequently	1. 4x a year	•Uses travel booking platforms frequently.	1. 6 times a year A) once every 3 years	•Uses travel booking platforms frequently.	1. Rarely; usually through airline website A) Rarely	•Usually books through airline websites individually, which is still a type of travel booking platform	1. Several times a year A) I do not use it for multi-city, as I do not have a use for that feature.	•Uses travel booking platforms frequently.
2. Can you describe the process you go through when planning a multi-city trip?	2. I look up multi-city trips on a platform such as google flights or sky scanner. Once I find a preferable travel plan, then I go to the individual airlines to book separate travel itineraries	•Google flights, sky scanner •Books individual airlines after finding preferable travel plan	2. we don't travel multicity	•Doesn't travel multi-city	2. I look at individual flights first and then I look to see if there is a better deal if I book a multi-city trip. I also compare the times of the flights if I book them individually vs multi city.	•Compares individual bookings vs. multi-city bookings	2. use airline website and add flights	•Adds flights through airline websites.	2. If I had to, I would consider several important parameters, as time, reasons to visit, and then costs.	•Look at time first •Find reasons to visit second •Consider costs last.
3. What factors are most important to you when planning on booking a multi-city vacation?	3. Price, layover times, flight/hotel package deals	•Price •Layover times •Flight/hotel package deals	3. we don't book multicity	•Doesn't travel multi-city	3. Convenience of flight times with minimal layovers.	•Flight times •Minimum layovers	3. Shortest duration, least connecting flights . Prefer non-stop flights	•Shortest duration •Minimum layovers •Non-stop flights	3. The first 2 are the reason and timeframe. Then, I will start playing with costs, convenience, means of travel, and locations of stay.	•Reason to vist •Timeframe of trip •Costs •Convenience •Travel types •Lodging locations
4. What features or filters do you find most userful when searching for flights, hotels, or other travel services? A) Are there tools or features you would find helpful in tracking expenses across multiple bookings? B) Are there specific factors that influence your choice of accommodation or transportation in each city? C) Would you appreciate personalized recommendations of new or unique experiences based on your multi-city itinerary?	4. If the platform is searching for all the possible flights (for example, Southwest is not included in most searches). total flight times A) comparing prices through multiple platforms B) if private taxi is available for the same price range as Uber. Hotels that provide complimentary transportation from the airport (not the airport hotels, because they all do!!) But the regular hotels in the city C) not really, I really do prefer to not get my email bombarded with deals. If I want to go somewhere I'll find it	•Search includes all possible flights due to some not being included. •Total flight times •Price comparison across multiple platforms •Transportation costs comparison •Complimentary transportation from airport to usually excluded hotels •Doesn't prefer personalized recommendations based on itinerary	4. A) see what total cost after all fees B) how to close proximity to airport and uber C) no	•Prefers to see total cost after all fees ahead of time •Choosing transportation by seeing proximity. •Doesn't prefer personalized recommendations based on itinerary.	4. Ability to compare flights side by side (timing and prices). A) Show the total cost as well as the broken down cost of each booking at the same time. B) Yes, convenience to public transportation and ease of going and coming from the airport. C) No	•Comparing flights side by side considering timing and prices. •Display the total cost & broken down cost at the same time •Convenient public transportation & ease of going/coming from airport •Doesn't prefer personalized recommendations based on itinerary.	4. price, # of stops, duration A) comparison tool/feature B) distance from airport and central area. Easy and low faretaxi/ride share C) yes	•Price •Number of layovers •Flight duration •Price comparison tool •Distance of local transportation duration •Low transportation costs •Prefers personalized recommendations based on itinerary.	4. Costs, number of layovers/stops, dates. A) I think so, yes. B) Location and costs. C) Yes.	•Costs •Number of layovers •Dates of travel •Transportation is affected by location choices and costs •Prefers personalized reommendations based on itinerary.
5. Do you prefer using a mobile device or a desktop computer when booking travel on an online platform? Why?	5. desktop! Seems mobile always has less features	•Desktop UI preferred •Mobile has less features	5. mobile bc of it easier accessibility	•Mobile UI preferred due to easier accessibility	5. Desktop computer because it is easier to open multiple pages and easier to scroll. It is also easier for me to type on a PC as opposed to a mobile device.	Desktop UI preferred because easier to open multiple tabs, scrolling easily, easier to type.	5. desktop computer because it's easier to see the whole view and more features	•Desktop UI preferred because bigger view & more features included.	5. Desktop, for sure. It is more user-friendly (size of screen, multi-tasking for research) than mobile interface. However, I have used mobile devices, but usually when I am already traveling.	•Desktop UI preferred due to screen size and easier to multi-task for researching vacation. •Has used mobile UI when tour is underway.

Question	Response A	Response B	Response C	Response D	Response E	Response F	Response G	Response H	Response I	Response J
6. Are there specific features, tools, or services you wish you had access to on your previous tour?	6. Price comparison for all the popular excursions (for example, most vacation spots have a catamaran tours, but if a platform compared all the popular ones with what they offered, so that you don't have to keep searching individual websites)	•Price comparison tool for all popular excursions on future tours	6. no	•Doesn't have any preferred features, tools, or services based on previous tour	6. More access to wifi on tours.	Prefers more wifi access on tours	6. Recommended restaurants	Prefers recommended restaurants tool.	6. None, that comes to mind.	•Doesn't have any preferred features, tools, or services based on previous tour
7. How easy or challenging do you find it to modify bookings once your multi-city tour is underway?	7. Very difficult. Companies go out of their way to find the option to cancel trip or even find the rules for it	•Very difficult to modify bookings once tour is underway.	7. i've never to modify	•Has never modified during a trip.	7. I have not tried to modify bookings.	•Has never modified during a trip	7. annoying	•Finds modifying bookings once tour is underway annoying.	7. Never tried.	•Has never modified during a trip.
8. Can you share a particularly positive experience you've had with a travel booking service? A) Has there been any memorable negative experiences? If yes, what happened?	8. While booking one of the vacations, I found a private transportation service that was comparable to any car app ride service. I found it on a travel recs website. Most of the times these services are ridiculously expensive, but this one wasn't. It's convenient to have your rides booked the entire vacation and people just wait for you. To have a feature for pickups from the airport on a platform, with a private car service that's as comparable to 'Uber' would be very hassle free A) Paying extra money for baggage is annoying. There have been a few times when booking through another platform, you pay ahead for baggage. But then you have to pay more at the airport. This is especially the case when traveling internationally, you have to recheck the bag in, and pay double. Third party platforms shouldn't be responsible for reducing your baggage cost, but there should be transparency about what to expect.	•Positively found a private transportation service that was booked for the entire trip. •Recommends a feature for airport pickups that includes private car service and ride-sharing services on one platform •Lack of transparency on baggage costs during booking process	8. it been reliable for me. No neg experience. A) no	•Travel booking platforms have been reliable. •No negative experience	8. I usually find them to be very organized and send the details of your itinerary very promptly and in an easy to read format. Also very friendly people in the travel booking service. A) I have luckily not had any major negative experiences with travel booking services.	•Positively likes how travel booking services are organized and send itinerary promptly and in easy to read format •Thinks customer service is friendly. •No negative experience	8. no A) no	•No positive experience shared. •No negative experience shared.	8. When it comes to flight schedules, I love Google's features of seeing the costs within the calendar. Helps me decide if I want to change days, if the savings are worth it. A) I do not remember a negative experience, If I don't like something I just switch to a different service, and do not let it sink in my precious and limited memory.	•Positively likes Google's feature of cost calendar which helps decide to change travel dates and shows the savings. •Switches to another platform if user doesn't like something about the other one.
9. If there's one thing you can change or improve about your experience with travel booking services, what would it be?	9. As noted above, I can't think of a single platform that is transparent about baggage. You can book on one site, but you have to go to the airline site to figure out the baggage cost. Most platforms try to undercut their price so don't include the extra cost, but most people would prefer to know ahead of time what to expect and it would be nice to have that info available readily	•Know ahead of time about baggage costs	9. quicker response time	•Quicker response time	9. More details about what to expect when arriving at the foreign airport (before the organized tour/transportation begins).	•Details about what to expect when arriving at a foreign airport.	9. easy way to compare - whole picture view	•Better comparison feature with whole screen view.	9. At this point, I have no suggestion. Sorry.	•No suggestion

AFFINITY ANALYSIS: CROSS CASE ANALYSIS

Planning a multi-city Vacation

Column headers

- Frequency of using travel booking Platforms? / Frequency of using travel booking platforms for multi-city trips?
- Process of planning a multi-city trip?
- Most important factors when planning on booking a multi-city Vacation?
- Most useful features/filters When searching for flights, hotels, or other travel services?
- Prefer mobile device or desktop computer when booking travel on an online platform? Why?
- Specific features, tools, or services you wish you had access to on your previous tour?
- How easy or challenging do you find it to modify bookings once your multi-city tour is underway?
- Positive experience with a travel booking service? / Negative experience with a travel booking service?
- One thing to change or improve about your experience with travel booking service?

Additional prompts
- Helpful tools for tracking expenses across multiple bookings?
- Specific factors that influence choice of accommodation or transportation in each city?
- Prefer Personalized recommendations of new/unique experiences based on your multi-city itinerary or no?

Insights (green)
- All users travel frequently.
- Common Factors: • Minimum Layovers • Price
- Most preferred: Desktop UI
- Challenging to modify bookings once tour is underway.

User rows

User 1
- Uses travel booking platforms frequently — 1. Monthly A) 2-4x year
- Google Flights, Sky Scanner. Books individual airlines after finding preferable travel plan
- Price • Layover times • Flight/hotel package deals
- Search includes all possible flights due to some not being included. Total flights times. Price comparison across multiple platforms. Transportation cost comparison from airport to usually included hotels. Doesn't prefer personalized recommendations based on itinerary.
- Desktop preferred • Mobile > less features
- Price comparison tool for all popular excursions
- Very difficult modifying bookings once tour is underway
- Rarely found a private transport service that was booked for entire trip. Recommends feature for expert pickups that includes private car service & ride-sharing services on one platform. Negative: transparency on baggage costs during booking process.
- Know ahead of time about baggage costs.

User 2
- Uses travel booking platforms frequently — 1. 4x a year
- Doesn't travel multi-city
- Doesn't travel multi-city
- Needs to see hotel cost after tour. Choosing transportation depending on proximity. Doesn't prefer personalized recommendations based on itinerary.
- Mobile preferred — Has easier accessibility
- (blank)
- (blank)
- (blank)
- Quicker response time

User 3
- Uses travel booking platforms frequently — 1. 6x year 2. 1x every 3 years
- Compares individual bookings vs. multi-city bookings before booking
- Flight times • minimum layovers
- Comparing flights side by side & considering times & prices. Displays total cost & broken down cost. Convenient public transportation & ease of going/leaving from airport. Doesn't prefer personalized recommendations based on itinerary.
- Desktop UI preferred — Easier to open multiple tabs, scroll, & to type
- More wifi access on tour
- (blank)
- Positively likes how travel booking services are organised & send itinerary promptly & in easy to read format. Thinks customer service is friendly.
- Details about what to expect when arriving at a foreign airport.

User 4
- Usually books through airline websites individually, which is still a type of Travel booking platform
- Adds flights through individual airline websites
- Shortest flight duration • minimum layovers • Non-stop flights
- Price. Number of layovers. Flight duration. Price comparison tool. Distance of local transportation. Low transportation costs. Prefers personalized recommendations based on itinerary.
- Desktop preferred — bigger view & more features included
- A Recommended restaurants tool
- Finds modifying bookings once tour is underway annoying.
- (blank)
- Better comparison feature with Whole screen view.

User 5
- Uses travel booking platforms frequently — 1. Several times a year 2. Doesn't use for multi-city
- 1. Look at time 2. Find reasons to visit 3. Consider costs
- Reason to visit • Timeframe of trip • Costs • Convenience • Travel types • Lodging locations
- Costs. Number of Layovers. Dates of Travel. Transportation is affected by location choices & costs. Prefers personalized recommendations based on itinerary.
- Desktop preferred — Screen size & Easier to multi-task for researching location. Has used mobilization tour was underway.
- (blank)
- (blank)
- Positively likes Google's feature of cost calendar which helps decide to change travel dates & shows the savings. Switches to another platform if user doesn't like something about the other one.

User Study Project 3: Activity Diagram
Planning a multi-city vacation

```
┌─────────────────────┐
│   Start Planning    │
└─────────────────────┘
           ↓
┌─────────────────────┐
│  Determine Purpose  │
│     of Travel       │
└─────────────────────┘
           ↓
┌─────────────────────┐
│  Set initial Budget │←──────────────────┐
└─────────────────────┘                   │
           ↓                              │
┌─────────────────────┐                   │
│ Choose Destinations │                   │
└─────────────────────┘                   │
           ↓                              │
┌─────────────────────┐                   │
│ Set Travel Constraints │                │
└─────────────────────┘                   │
           ↓                              │
┌─────────────────────┐     ┌─────────────────┐
│  Research Flights   │     │  Adjust Budget  │
└─────────────────────┘     └─────────────────┘
           ↓                              │
┌─────────────────────┐                   │
│ Explore Accommodations │                │
└─────────────────────┘                   │
           ↓                              │
┌─────────────────────┐                   │
│ Evaluate Transportation │               │
└─────────────────────┘                   │
           ↓                              │
┌─────────────────────┐
│ Plan Daily Itinerary │
└─────────────────────┘
           ↓
┌─────────────────────┐
│  Finalize Budget    │
└─────────────────────┘
           ↓
┌─────────────────────┐
│ Confirm Reservations │
└─────────────────────┘
           ↓
┌─────────────────────┐
│     Pack Bags       │
└─────────────────────┘
           ↓
┌─────────────────────┐
│    End Planning     │
└─────────────────────┘
```

DECISION TREE DIAGRAM

PERSONA CREATION, PROBLEM STATEMENT, & BRAINSTORMING

Jeff Smith
Primary Persona

Bio:

Jeff, a 30-year-old pharmacist, is a very hard working and busy medical professional. He loves traveling and exploring new places during his downtime. Due to the complexity of booking multi-city vacations, Jeff finds it stressful to book those types of trips.

Demographics:

- 30 years old
- Male
- Dallas, TX
- Pharmacist
- Moderate Income

Goals:

- Wants to efficiently plan a multi-city vacation without spending too much time researching & coordinating
- Mindful of budget with a moderate income
- Seeks low-cost transportation options
- Find shortest flight route

Frustrations:

- The vast array of points of interest, flight times, potential destinations, & transportation options can be overwhelming for Jeff.
- Finding cost effective flights & local transportation throughout a trip is a priority.
- Exploring multiple locations with a limited amount of vacation time.

Behaviors:

- Adventurous
- Tech-Savvy
- Socially active
- Organized
- Works hard, travels harder
- Budget conscious
- Efficient planner

Needs:

- Friendly UI
- Filters
- Flight Comparison Tool
- Nonstop flights or minimal layovers
- Multiple platform friendly
- Convenient dates & times
- Quicker customer service response time
- Information about foreign airport that traveler should know ahead
- Baggage costs on the booking service platform and not separately on another website
- Total costs need to stay in budget

Problem Statement

The intricate process of planning and organizing a multi-city vacation proves to be an intimidating and overwhelming task for travelers. Choosing from the vast array of points of interest, flight times, potential destinations, and transportation options poses a significant challenge for users. Another factor that complicates the planning process is the need to factor in cost-effective flights, local transportation, lodging, cuisines, and activities.

Vision Statement

Envision a cutting-edge tool that helps plan seamless and personalized multi-city vacation itineraries without requiring much user effort. We aim to simplify the intricate process of navigating through a plethora of points of interest, flight options, potential destinations, and transportation options. We are also committed to addressing the user's budget friendly considerations for flights, local transportation, lodging, cuisines, and activities. To make it an accessible and effortless journey for every traveler, we aspire to redefine the process of multi-city vacation planning through a user-centric design.

Brainstorming & Ideation

- AI tool that generates a multi-city itinerary for users based on their input of flight dates and times, points of interest, vacation duration, required accessibility features, budget constraints, and dietary restrictions. The AI tool includes a user-friendly interface that allows travelers to easily edit the generated itinerary.

- Users can select multiple types of interests, and the system suggests personalized recommendations tailored to those selections.

- Integrate a budget tracker to help users stay within their financial constraints.

- Allow users to easily share itineraries for group trips or to share travel experiences.

- Offer informative section with local insights and tips from local and previous travelers.

- Integrate filters for number of layovers, flight dates and times, budget tracker, number of stops, and amount of baggage selection.

- Real time alerts to notify users about any disruptions in their travel plans.

- Opt-in feature for an automated system to send reminders related to a booked travel itinerary.

SCENARIOS, REQUIREMENTS, & INFORMATION ARCHITECTURE

User Goals, Tasks, & Journeys

1. Plan a multi-city vacation within budget constraints.

2. Create a personalized itinerary.

3. Optimize itinerary based on desired length of stay in each city.

4. Find low-cost transportation options.

5. Explore points of interest in each location.

Scenarios, Data Needs, Functional Needs, & Product Qualities

Scenario	Data Needs	Functional Needs	Product Qualities
1. Open travel booking website.	Logo, company tagline, loading icon	User dashboard button	Security, safety, ease of use, visually appealing homepage
2. Input dates for multi-city trip.	Start date, end date	Date picker with date range validator	User friendly date selection interface
3. Browse destinations and points of interest.	Database of destinations and points of interest at each destination	Search option, filters, destination information section	Easy to understand information, honest information with user reviews and ratings
4. Add multiple cities and desired length of stay for each city to itinerary.	Selected destinations and points of interest, desired length of stay	Add to itinerary button, customization tool, duration adjustment tool	Easy customizations, real-time adjustment.
5. Click "Generate Itinerary" button.	User preferred dates, selected destinations and duration	Automated itinerary generation, customization options to edit generated itinerary	Quick and efficient itinerary generation, visually clear generated itinerary
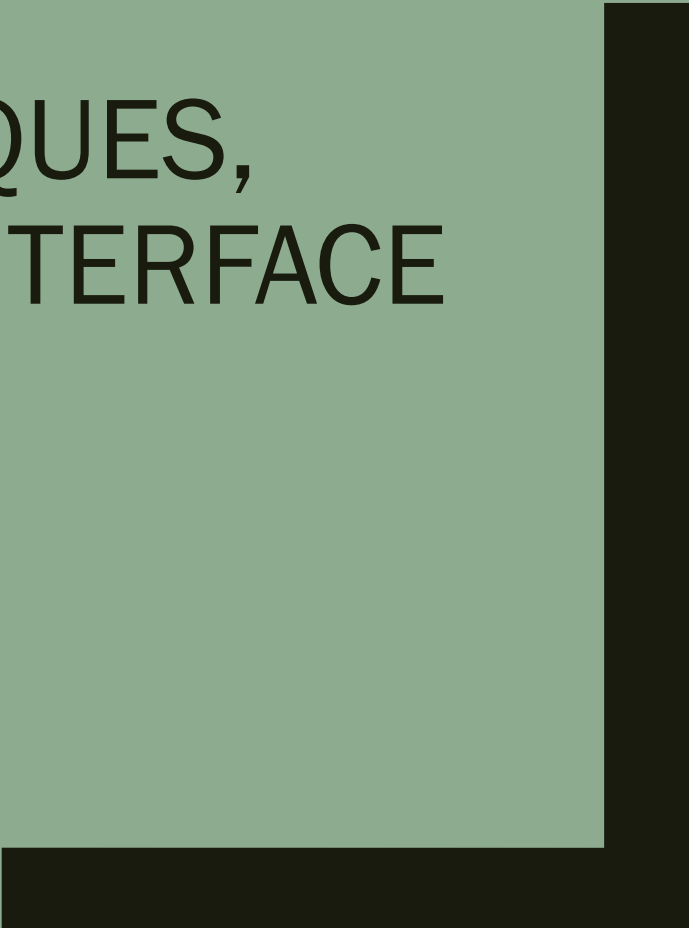
Scenarios, Data Needs, Functional Needs, & Product Qualities Cont'd.

Scenario	Data Needs	Functional Needs	Product Qualities
6. Add low-cost transportation options to itinerary.	Low-cost transportation options	Comparison tool, cost-effective and time-efficient route recommendations, filters	Real-time pricing and availability information, safety, user reviews
7. Add lodging to itinerary.	Accommodation options	Recommended lodging based on user criteria, filters	Safety, user reviews and ratings, real-time pricing and availability information
8. Click "Checkout".	User selected data	Checkout button, confirmation page	Clear and visible checkout process, itinerary review page to finalize before payment
9. Input payment information.	User payment criteria	Security, encryption	Secure payment process, clear instructions or labeled fields for payment input
10. Click "Book Trip".	Confirmed booking details	Booking confirmation page, automatic booking confirmation emailed	Easy to read booking confirmation and details, email confirmation with detailed itinerary.
11. Vacation is booked.	Booked vacation details.	Print, save, share itinerary options. Customer service information	User friendly post-booking options, easy to reach customer service options

Information Architecture Link

Here is the link to my Miro board where I've created the information architecture:

https://miro.com/app/board/uXjVN9iteDA=/?share_link_id=335444489814

INTERACTION TECHNIQUES, WIREFRAMING, & USER INTERFACE DESIGN

Input & User Interactions

1. Input: Single click/tap using a mouse/touchscreen.
    1. *User Interaction: Selecting an item on the screen.*
    2. *User Interaction: Navigating to another page.*
2. Input: Dragging up/down or left/right by holding down on the mouse button or dragging the screen up/down or left/right.
    1. *User Interaction: Moving the page up/down.*
    2. *User Interaction: Scrolling through content.*
    3. *User Interaction: Adjusting filters like the budget range filter.*
3. Input: Pinching in and out with two fingers on a touchscreen.
    1. *User Interaction: Ability to zoom in and out*
4. Input: Swipe to the right or left.
    1. *User Interaction: Swipe right = go forward a page if you went back one or more.*
    2. *User Interaction: Swipe left = go back a page.*

Input & User Interactions

5. Input: Type on keyboard on screen or physical keyboard.
    1. *User Interaction: Ability to enter text.*
    2. *User Interaction: Ability to use keyboard shortcuts.*
6. Input: Speaking commands or questions.
    1. *User Interaction: Ability to control the interface using voice input.*
    2. *User Interaction: Ability to ask questions using voice input.*
7. Input: Voice to Text
    1. *User Interaction: Ability to type on screen using spoken words.*
8. Input: Turning mobile device or tablet to long side if on short side, vice versa.
    1. *User Interaction: Ability to rotate the screen.*
9. Input: Turning a switch/button on or off.
    1. *User Interaction: Being able to enable/disable features or settings.*

Start Planning → Identify Budget → Identify Dates of Travel → Explore Destination(s) → Select Final Destination(s) → Explore Transportation Option(s) → Explore Accommodation(s) → Review Itinerary → Create Itinerary → Save Itinerary → Share Itinerary → End Planning
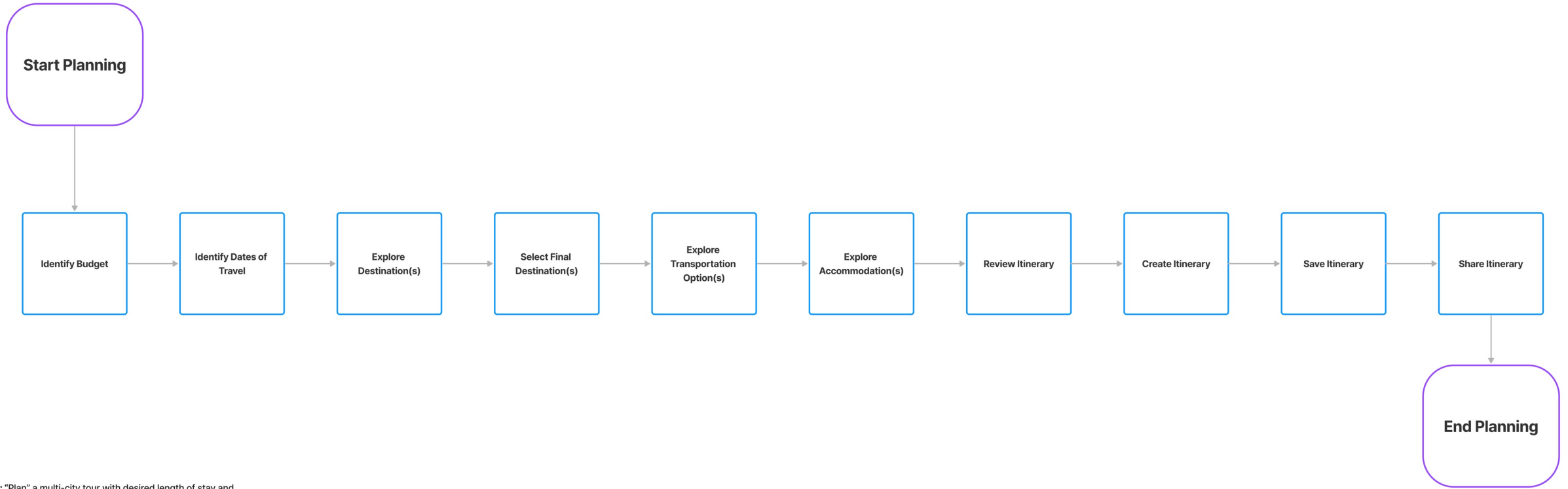
User Goal: "Plan" a multi-city tour with desired length of stay and low-cost transportation options.

PLANNING TASK FLOW

Start Booking

Navigate to Booking Service Platform

Select Type of Trip (one-way, round-trip, or multi-city)

Pick Dates of Travel

Enter Travel Destination(s)

Select Transportation Option(s)

Select Accommodation(s)

Review Itinerary

Book Trip

Save Itinerary

Share Itinerary

End Booking
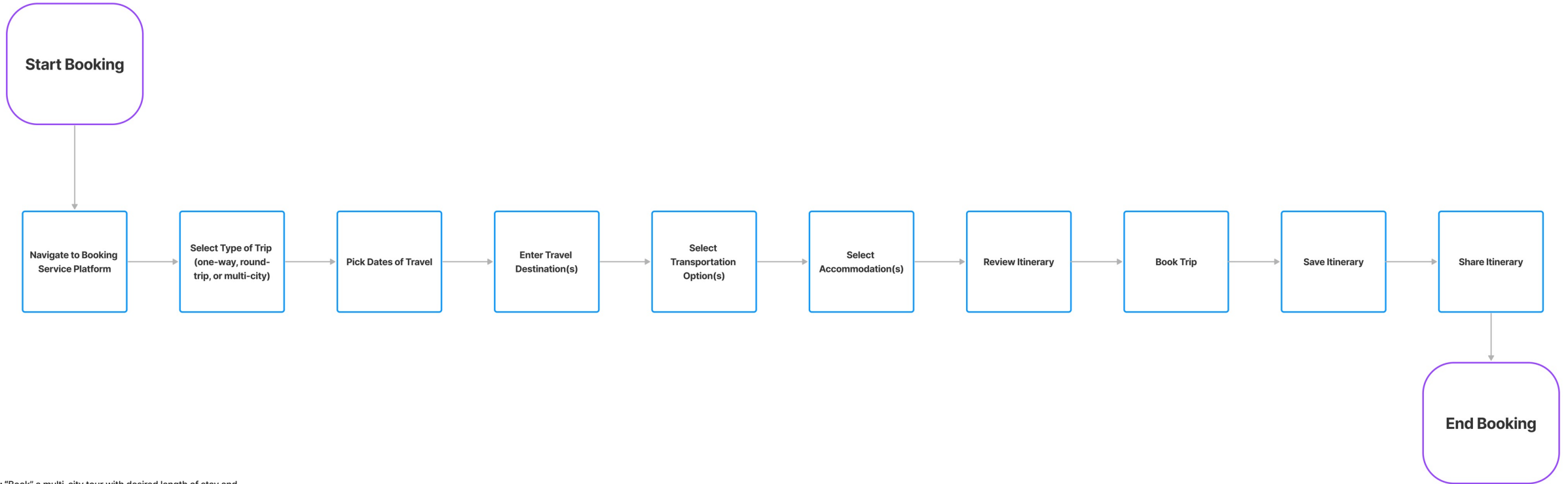
User Goal: "Book" a multi-city tour with desired length of stay and low-cost transportation options.

BOOKING TASK FLOW
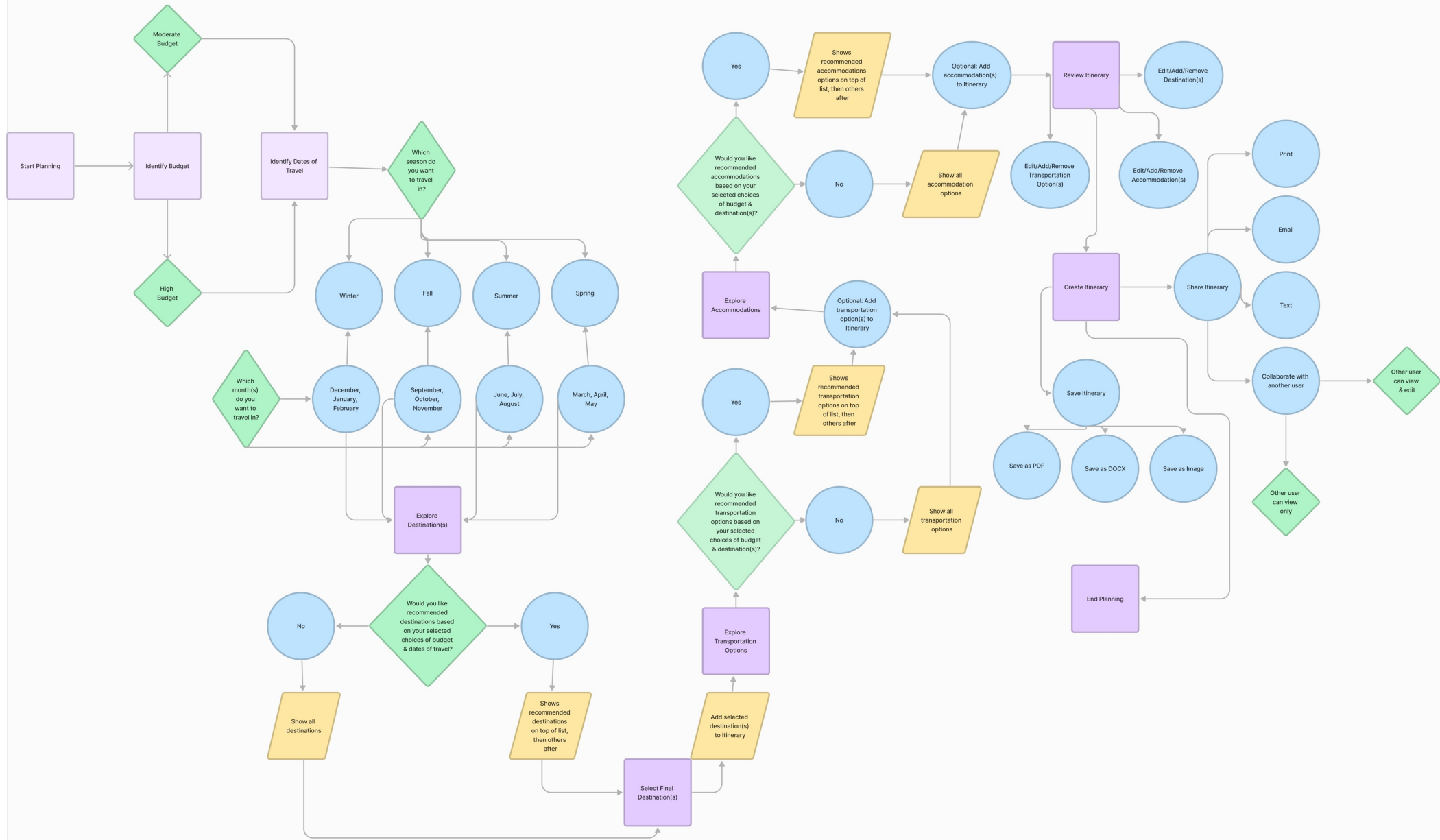
Planning User Flow

Booking User Flow
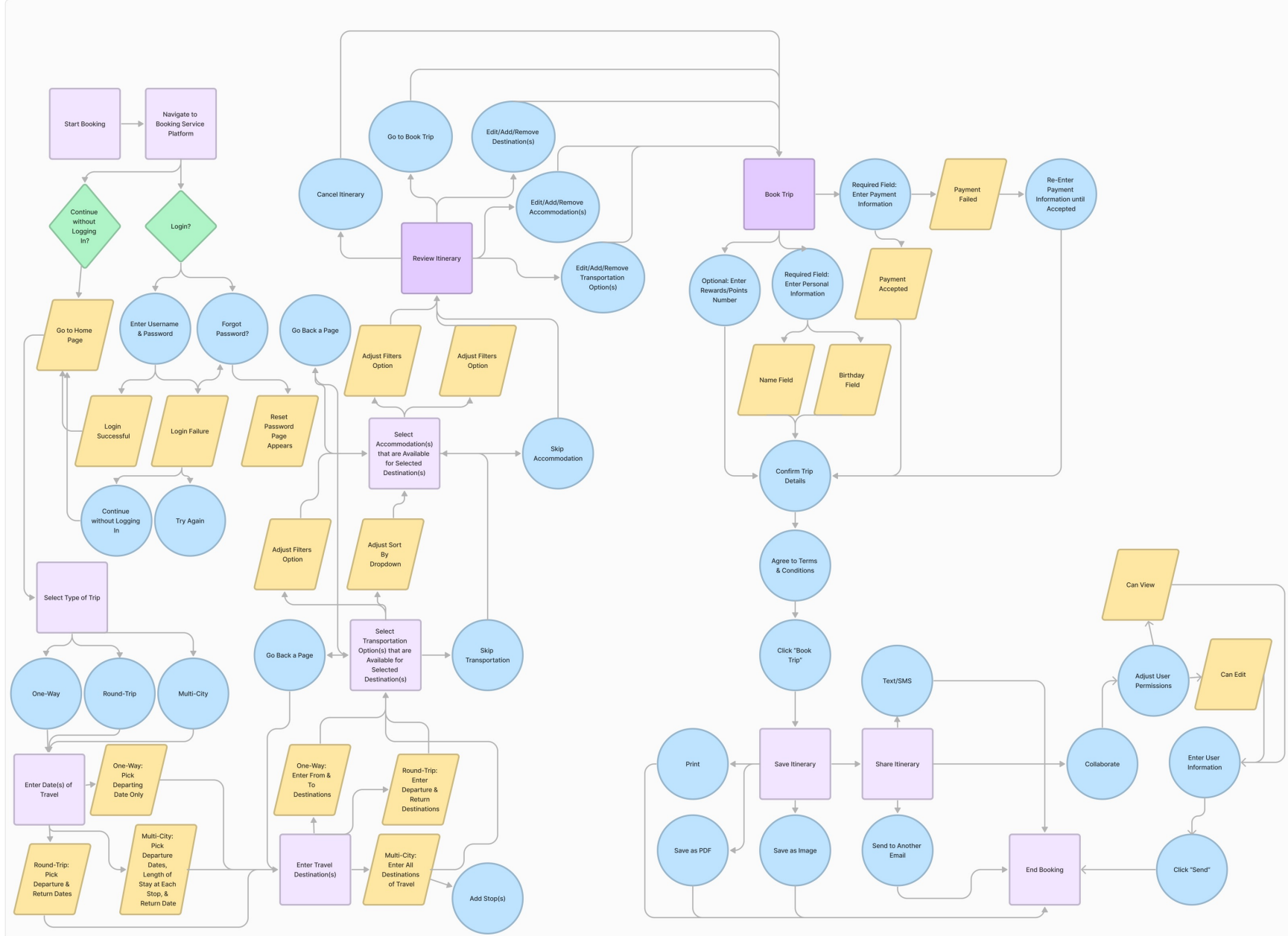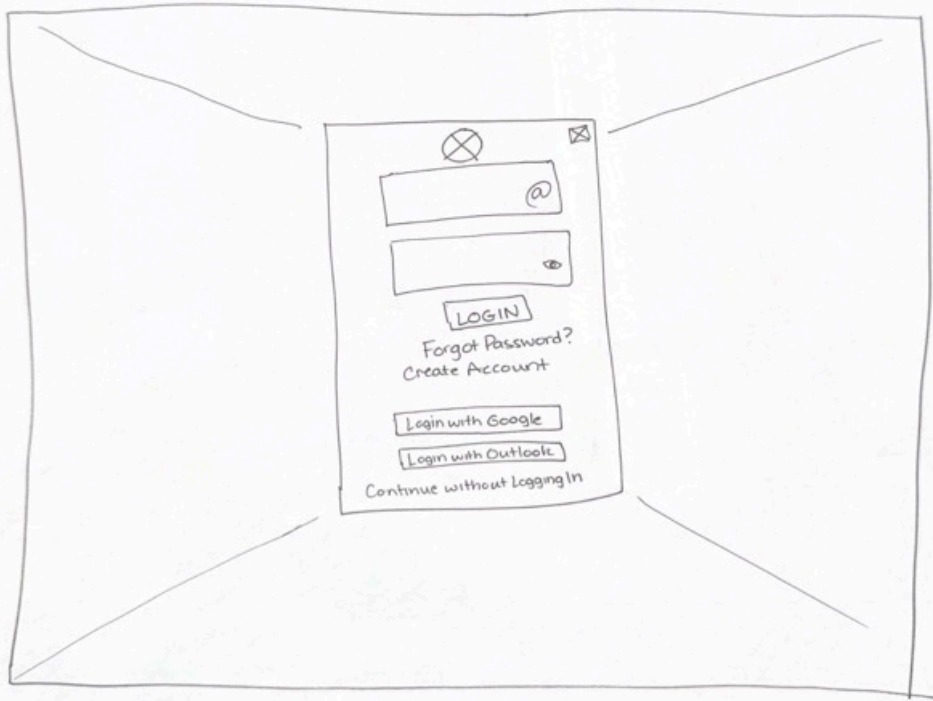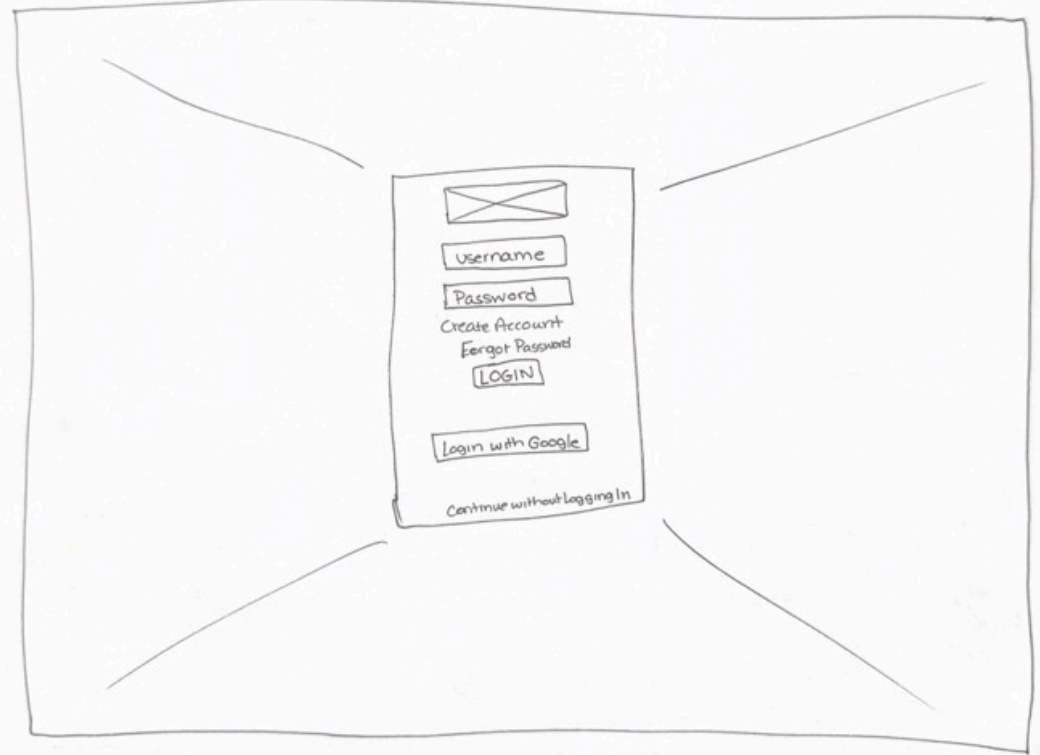
HOMEPAGE (LOGIN OPTION) WIREFRAMES
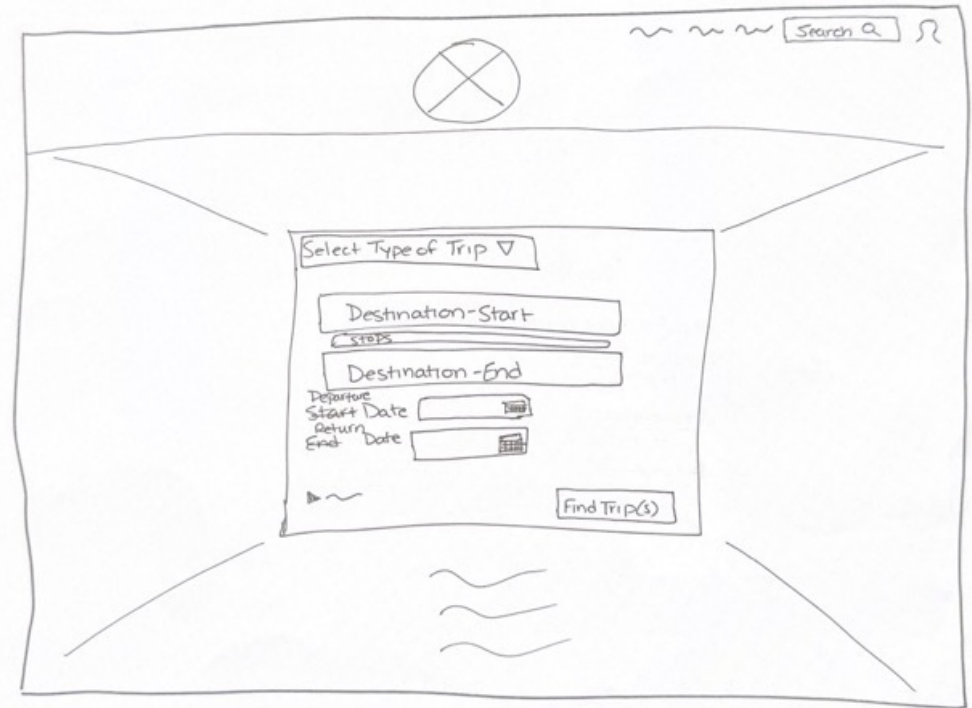
HOMEPAGE (MAIN PAGE) WIREFRAMES

TRANSPORTATION PAGE WIREFRAME WITH DIFFERENT POSSIBLE LAYOUTS
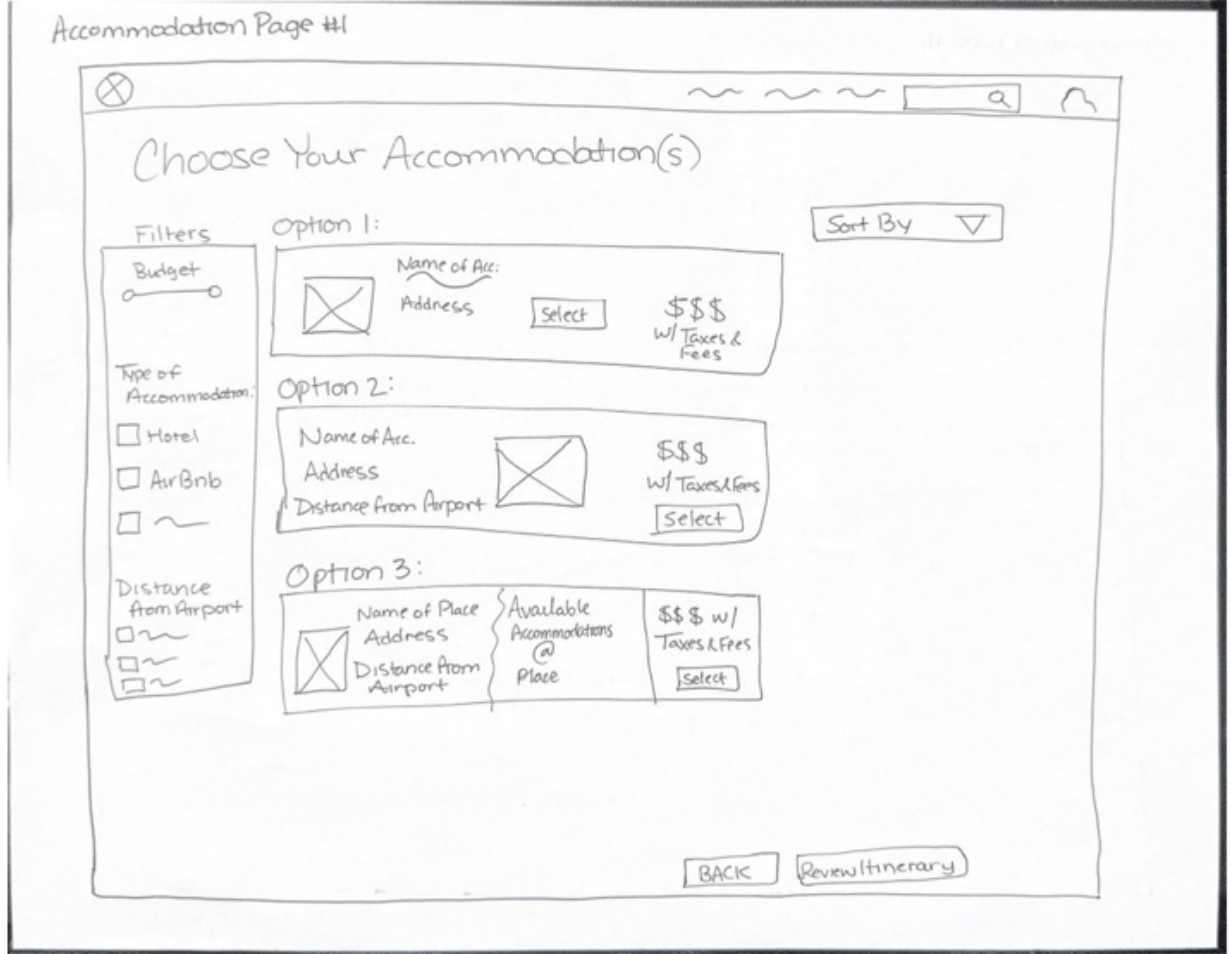
ACCOMMODATION PAGE WIREFRAME WITH DIFFERENT POSSIBLE LAYOUTS

REVIEW ITINERARY PAGE WIREFRAME WITH DIFFERENT POSSIBLE LAYOUTS
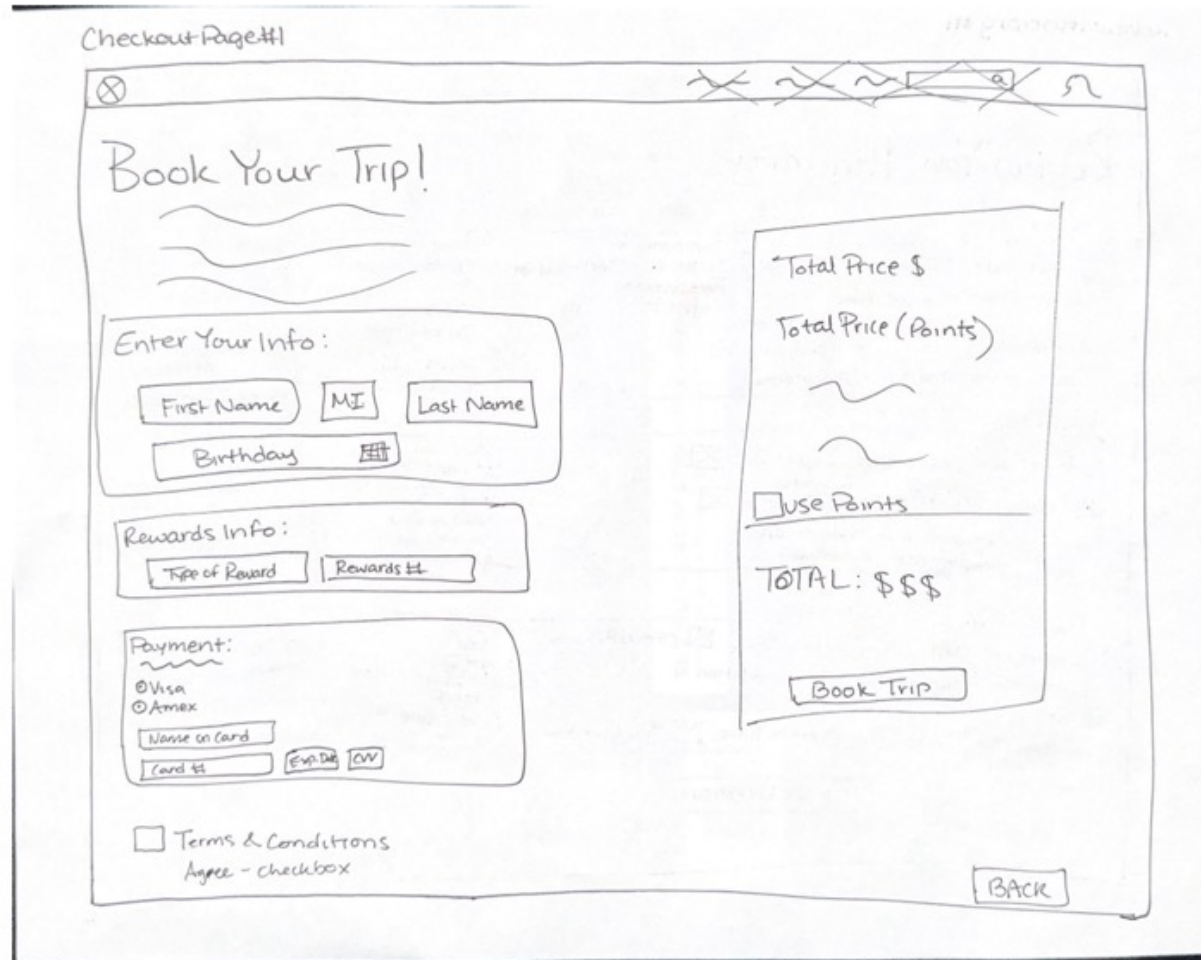
CHECKOUT PAGE
PAGE WIREFRAME
WITH DIFFERENT
POSSIBLE LAYOUTS
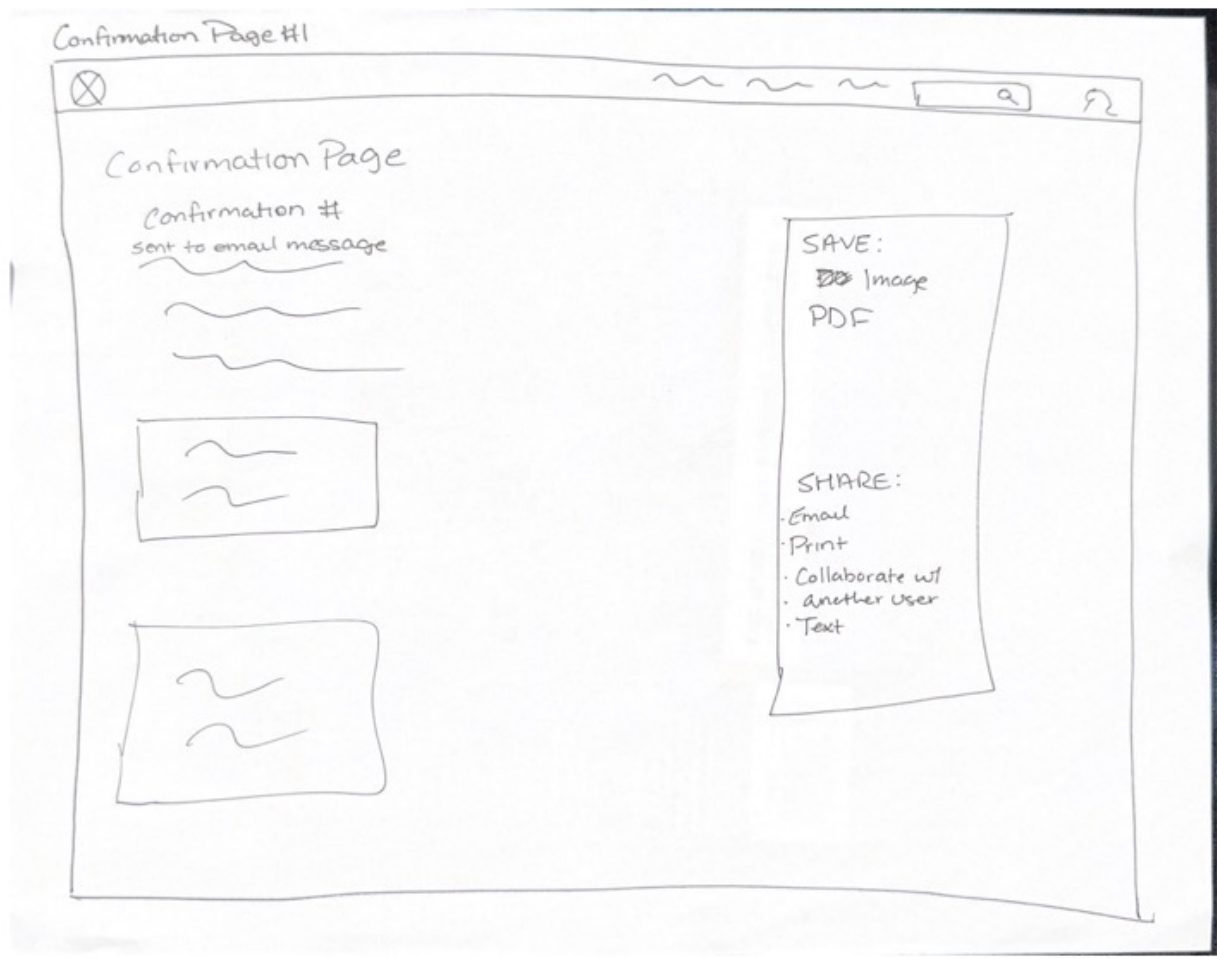
CONFIRMATION PAGE PAGE WIREFRAME WITH DIFFERENT POSSIBLE LAYOUTS
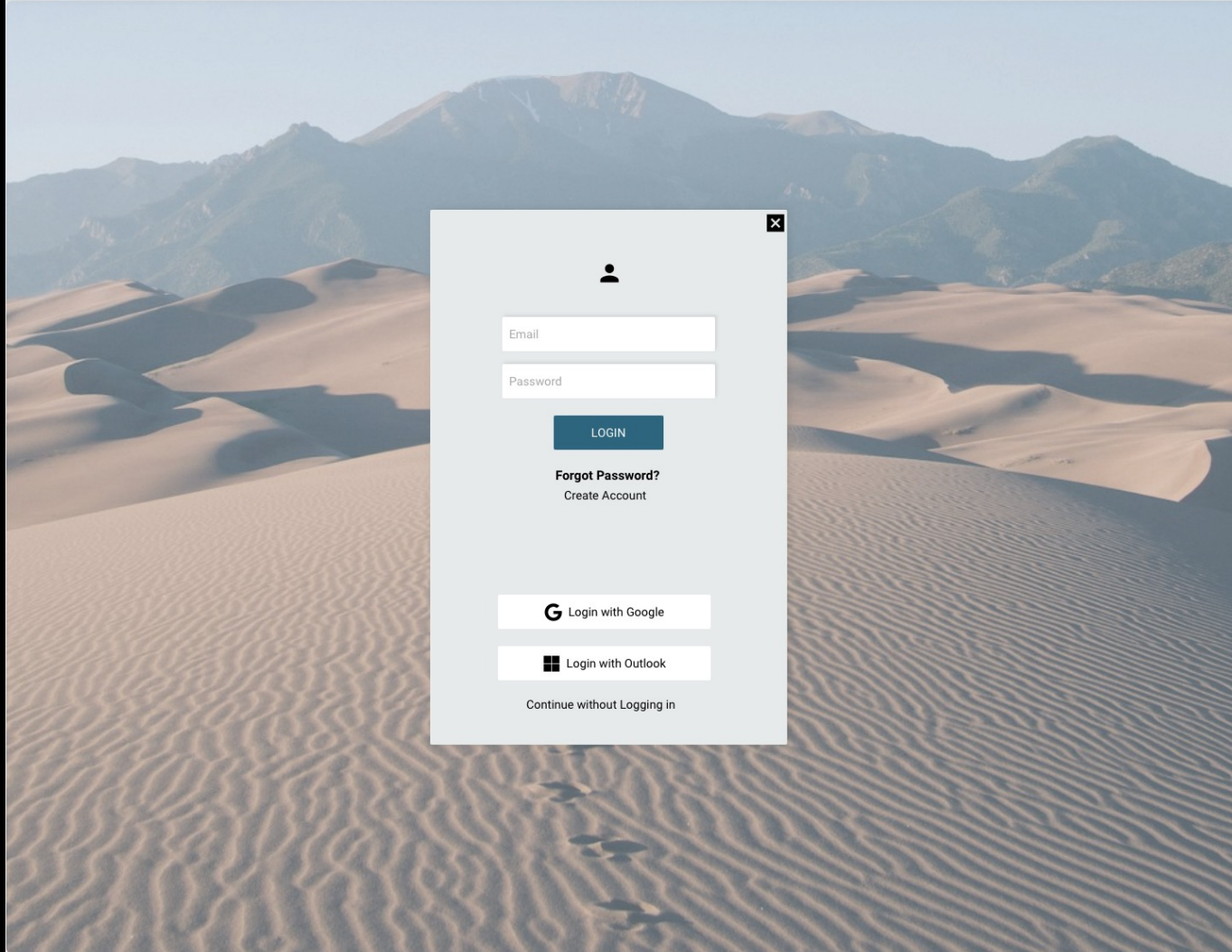
HOMEPAGE (LOGIN OPTION) HIGH-FIDELITY WIREFRAME
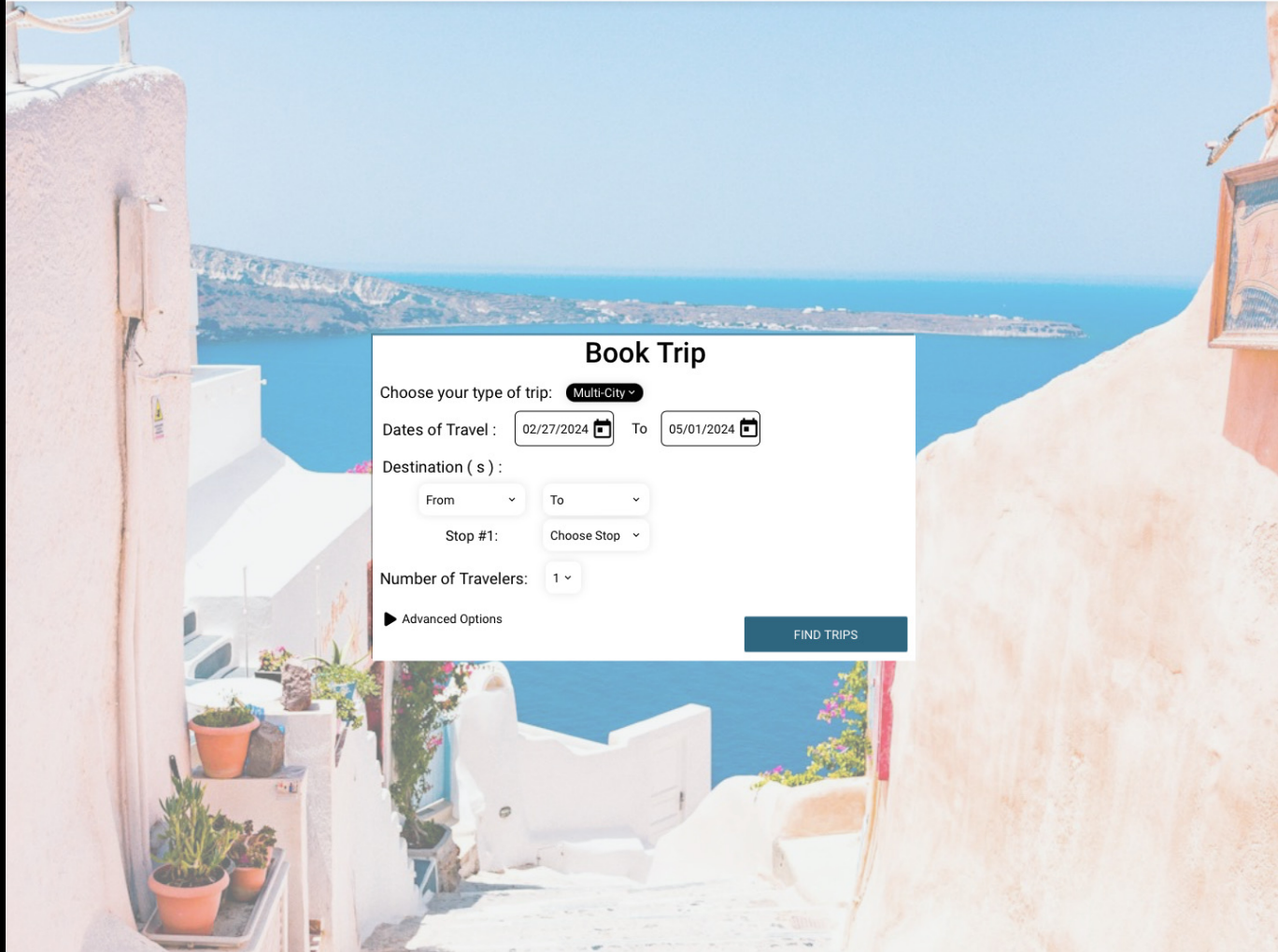
HOMEPAGE (MAIN PAGE) HIGH-FIDELITY WIREFRAME

Choose Your Transportation

Sort By

Filters

Budget

Number of Stops:
- [x] 1 Stop
- [x] 2+ Stops

Airlines
- [x] Delta
- [x] Southwest
- [x] American Airlines
- [x] Qatar Airways
- [x] British Airways

Departure Date   Time   Airline $$$
Return Date   Time   Airline   w/ taxes & fees
                                                  SELECT

Departure Date   Time   Airline $$$
Return Date   Time   Airline   w/ taxes & fees
                                                  SELECT

Departure Date   Time   Airline $$$
Return Date   Time   Airline   w/ taxes & fees
                                                  SELECT

Departure Date   Time   Airline $$$
Return Date   Time   Airline   w/ taxes & fees
                                                  SELECT

BACK   Go to Accommodations

Skip Accommodations →

Explore   Get App   Contact Us

TRANSPORTATION PAGE HIGH-FIDELITY WIREFRAME

Choose Your Accommodation(s)

Sort By

Filters

Budget

Type of Accommodation:
- [x] Hotel
- [x] AirBnb

Distance from Airport:
- [x] 1-5 miles
- [x] 5-10 miles
- [x] 10-20 miles

Renaissance Hotel
520 Oakway Dr.

0.5 miles from Airport

$$$
w/ taxes & fees

SELECT

Hilton at Garden Dr.
888 Garden Dr.

1.5 miles from Airport

$$$
w/ taxes & fees

SELECT

Marriott Marquis
522 Peachtree Dr.

8.5 miles from Airport

$$$
w/ taxes & fees

SELECT

Hyatt Regency
4030 Regency Dr.

20 miles from Airport

$$$
w/ taxes & fees

SELECT

BACK   Review Itinerary

ACCOMMODATIONS PAGE HIGH-FIDELITY WIREFRAME

Review Your Itinerary

Your Multi-City Trip:

Transportation:

02/27/2024	8:00 PM	Delta - Virgin Atlantic	ATL
02/28/2024	4:45 AM		FRA
03/25/2024	5:30 AM	British Airways	FRA
03/25/2024	7:15 AM		LHR
05/01/2024	8:00 PM	British Airways	LHR
05/02/2024	4:45 AM		ATL

Accommodation:

Hilton at Garden Dr.

Check-In Date & Time: 2/28/2024 at 6:30 AM
Check-Out Date & Time: 3/25/2024 at 12:00 PM

Edit Destination

Add Destination

Remove Destination

Edit Transportation

Add Transportation

Remove Transportation

Edit Accommodation

Add Accommodation

Remove Accommodation

PRICE BREAKDOWN

Price Breakdown (Card Payment)

Transportation Total: $1000

Accommodation Total: $800

Tax & Fees: $50

Price Breakdown (Rewards Points Payment)

Transportation Total: 60000 Points

Accommodation Total: 20000 Points

Tax & Fees: $62

TOTAL (Card Payment)

$1850

TOTAL (Card Payment)

80000 Points & $62

BACK   CHECKOUT

Explore   Get App   Contact Us

REVIEW ITINERARY PAGE HIGH-FIDELITY WIREFRAME

CHECKOUT PAGE
HIGH-FIDELITY
WIREFRAME

Confirmation Page

Confirmation #203902

Confirmation and Itinerary have been sent to your email

Your Multi-City Trip:

Transportation:

Date	Time		Airline		From/To
02/27/2024	8:00 PM		Delta - Virgin Atlantic		ATL
02/28/2024	4:45 AM				FRA
03/25/2024	5:30 AM		British Airways		FRA
03/25/2024	7:15 AM				LHR
05/01/2024	8:00 PM		British Airways		LHR
05/02/2024	4:45 AM				ATL

Accommodation:

Hilton at Garden Dr.

Check-In Date & Time: 2/28/2024 at 6:30 AM
Check-Out Date & Time: 3/25/2024 at 12:00 PM

SAVE:

- Print
- Save as PDF
- Save as Image

SHARE:

- Email
- Text/SMS
- Collaborate with another user

Total Price Paid:

$1850.00 using xxxx-4455

Explore   Get App   Contact Us