

# revisit

get your plans out of the groupchat.

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Emily Liang, Ilaria Chen, Kenneth Bui, Tyler Huang

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## Project Name and Value Proposition

### Project Name

revisit

### Value Proposition

“Browse, plan, travel, together.”

## Team Member and Roles



**emily l.**  
designer



**ilaria c.**  
developer



**kenneth b.**  
developer



**tyler h.**  
developer

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## Problem & Solution

### Problem

People suffer from a *cold start* problem of trip planning, where they don't know where to start. Once they do start, people struggle to manage different plans across platforms.

### Solution

revisit addresses these problems by drawing from a template of peer-sourced and curated itineraries and consolidating all planning in one place.

# Needfinding

## Interviews

After brainstorming as a group about potential domains, we decided on exploring travel. Since travel is so broad, we needed to conduct interviews to learn more about people's experiences, challenges, and motivations for travel.

To gather insights from a diverse pool of participants, we looked for non-Stanford students, group travelers, and families on University Avenue on a Sunday morning. In total, we conducted interviews with five participants, representing a range of backgrounds, travel experiences, and perspectives. Participants ranged from ages 21 to 45 and were approached in locations that related to travel, such as trendy brunch spots, hiking stores, and Stanford campus. While we did not compensate participants, we expressed our gratitude by explaining the purpose of the interviews and thanking them for their time, while emphasizing utmost confidentiality.

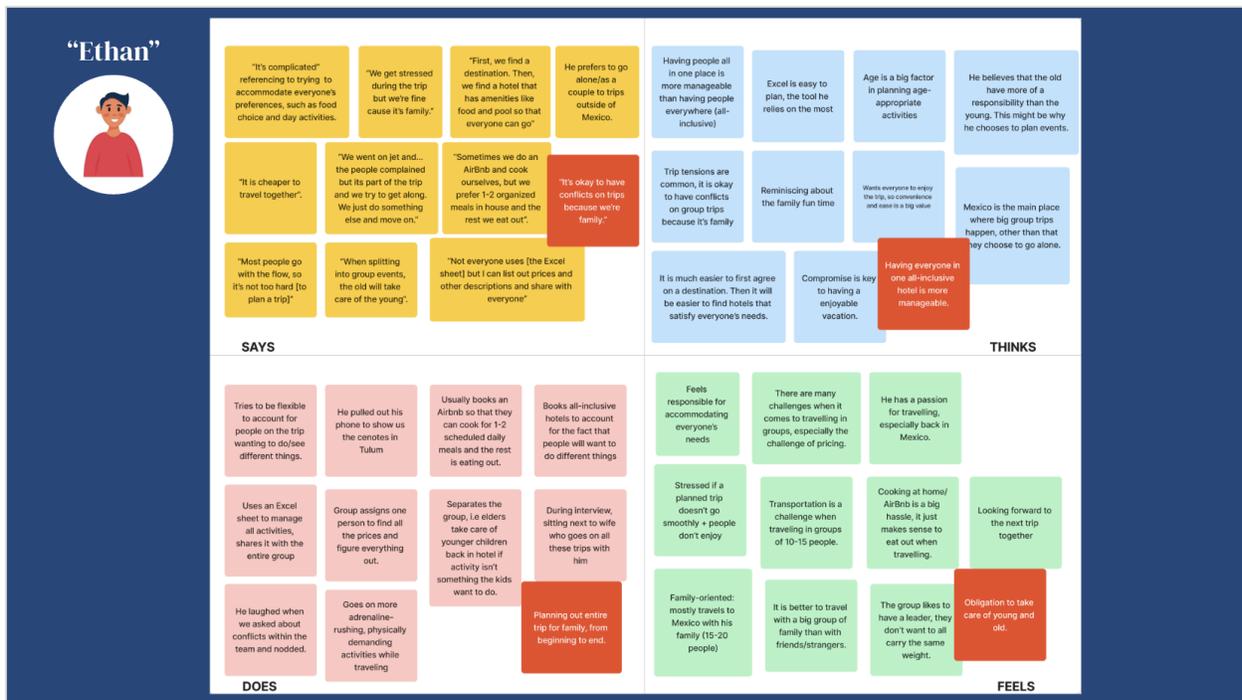
For our first round of needfinding interviews, we interviewed three people: Ethan (a civil engineer from Mexico), Lucas (a worker at Keen Footwear from Palo Alto, extreme user), and Sophia (a Stanford alumni and single mother from Palo Alto). In our interviews, we asked about their background, travel experiences, travel priorities and considerations, level of preparation before traveling, and potential challenges or disagreements when traveling. In this first round of interviews, we were able to establish a structure and roles for interviews and learn how to ask meaningful follow-up questions to guide the interviewee back to the problem space. The interviews were incredibly insightful because we were able to hear from a wide variety of travelers; Ethan traveled in large groups, Lucas traveled in small groups in over 20+ destinations, and Sophia strictly traveled with her kids. Each interviewee's travel experiences highlighted a different pain point in traveling, which guided our second round of interviews.

After our first round of interviews, we decided to explore more specific types of travel, talk to more extreme users, and, in general,

hear from more travel perspectives. As a result, we interviewed Samantha (a backpacker and solo traveler from Stanford) and Jensen (a tech strategist who enjoys traveling with friends and family). By interviewing a broad range of individuals, we were able to identify common threads between the interviews and key pain points amongst traveling.

## Synthesis

Overall, we learned crucial lessons from our interviews. In order to dive deep into our interview findings, we created empathy maps for each interviewee.



### "Lucas"



<p>"I prefer to travel as a group over solo travel"</p> <p>"It's nice to have a safety net from the people I'm with."</p> <p>"It also depends where I'm at. If I go somewhere more foreign, then I prefer group because it's unfamiliar."</p> <p>"I like my alone time, but traveling with friends is just more fun!"</p>	<p>Weather affects the events of a day very drastically.</p> <p>Following the itinerary doesn't matter as much as enjoying the trip</p> <p>Considers the language barrier when traveling</p> <p>Number of travelers influences the type of transportation they use</p>
<p>"I prefer to go on trips with friends because I enjoy the experience more"</p> <p>"Delayed flights are a major challenge. If people are arriving to the destination separately"</p> <p>"One big challenge is language barriers from different countries."</p> <p>"The Weather app is really important for travel."</p>	<p>Flexibility is involved when it comes to planning.</p> <p>Reminisces about the time when he lived in Switzerland and traveled a lot with his family</p> <p>The challenges of traveling are top of mind (language barriers, weather, flight delays, etc.)</p>
<p>"Prefers to travel with friends and others than alone"</p> <p>"When hiking, we usually find one that looks interesting and stay on the same trail"</p> <p>"One of my friends love planning so I just follow his lead because he travels a lot"</p>	<p>Whoever is the more experienced traveler researches the destination and plans it</p> <p>Wants a seamless experience with traveling; don't want to be met with challenges outside of his control</p>
<p>Communication is via text (iMessage)</p> <p>In frat, used to go carpooling and leave in separate cars</p> <p>Exploring the city and eating food are the main priorities when traveling.</p> <p>Likes to coordinate places in the same area for places to eat.</p>	<p>Doesn't need to plan the trip out that much, as long as everyone gets there around the same time</p> <p>Trusts his more-traveled friends to plan the trips; he just goes with the flow</p>
<p>Enjoys hiking trails</p> <p>An agreed upon ETA is reached if arriving by separate cars.</p> <p>Was lacing his Keen shoes during the interview</p> <p>Has traveled internationally and domestically a lot the past 5 years (Thailand, Jamaica, Japan, Russia, Aspen, Orgeon, etc.)</p>	<p>Less safe in countries/areas where he is not familiar; feels challenging if he does not speak the native tongue.</p> <p>Public transportation is a hassle, especially in a place you've never visited before.</p> <p>Feels safer traveling in groups as there is a safety net</p> <p>Hands-off: will occasionally provide input on trip, but being with friends is enough</p>
<p>Doesn't really plan trips ahead of time, just goes with the flow.</p> <p>Traveled a lot with family and for family matters (weddings, etc.)</p> <p>Trying not to separate the group</p>	<p>Doesn't like to separate with his friends while traveling</p> <p>Frustrated when flights are continuously delayed</p> <p>Not a lot of planning is involved until destination is reached.</p> <p>Traveling with friends provides a safety net.</p>
<p><b>SAYS</b></p> <p><b>DOES</b></p>	<p><b>THINKS</b></p> <p><b>FEELS</b></p>

### "Sophia"



<p>"Loves traveling as it broadens the scope of your worldview"</p> <p>"Exploring new cultures, food and getting a different perspective of how the outside world views America/ Americans is neat."</p> <p>"We travel exclusively with family"</p> <p>"Getting everyone's schedule in line and everyone be on board with the idea is difficult"</p>	<p>The person controlling the budget will make the itinerary (the mom).</p> <p>Like to stay in a reasonable budget that's been allocated ahead of time</p> <p>Regrets not studying abroad during college</p> <p>No need to group travel when you can plan a trip yourself</p>
<p>"Compromise is a struggle but we will devote one day for a certain activity, like shopping or going to a museum"</p> <p>"Having to be on some schedule, eating at a time you don't want, not the time, no say in accomodation"</p> <p>"Compromise is a struggle but we will devote one day for a certain activity, like shopping or going to a museum"</p> <p>"I'm usually the one but I'll survey kids to get input"</p>	<p>Thinks it's important for Americans to get a different perspective through travel</p> <p>Really prioritizes a sense of control when traveling</p> <p>Emphasized to children to study abroad while in college</p> <p>Traveling is incredibly important!</p>
<p>"When we travel, we do not have a lot of time so we like to individualize our time and must be efficient with our time"</p> <p>"It's a lot more fun to plan yourself because you can learn more about the place before you get there"</p> <p>"Not studying abroad is the only thing I regret in college"</p> <p>"I told my daughter she HAS to study abroad"</p>	<p>Thinks it's important to learn about the place before traveling there</p> <p>Flexibility is essential when traveling</p> <p>Super easy to do research on destination online</p>
<p>Has used a travel consultant before to plan a trip</p> <p>Plans out a designated day for what the kids want to do, i.e a shopping day.</p> <p>Allows everyone to choose one specific thing they want to do as a compromise</p> <p>Allows flexibility when traveling. For example, one person can go shopping and the others stay in the hotel</p>	<p>It's easy to find information online, so that why prefer planning out trip personally rather than through a consultant</p> <p>You lose a sense of control/ autonomy when group traveling</p> <p>It's important to make time for traveling</p> <p>Used to associate travel with work but now associates travel with family</p>
<p>As a mom, she will usually do most of the planning but will survey kids to get their input</p> <p>Kids get their travel recommendations through TikTok</p> <p>Person controlling the budget usually controls the itinerary.</p> <p>Will compromise with everyone's travel goals and desires</p>	<p>Loves traveling because it's a way to explore new cultures and foods</p> <p>Does not like being on someone else's time.</p> <p>Compromising while traveling is a struggle but a must</p> <p>Planning out an itinerary on her own is better than booking a consultant.</p>
<p>Used to book a travel consultant, but prefers doing it by herself.</p> <p>Maximizes Amex points or frequent flyer points.</p> <p>Her role is mostly to budget and plan the trip, compromising with everyone's desires.</p>	<p>Feels restricted when traveling as a large group (that's not family)</p> <p>Traveling is a family bonding activity</p> <p>Social media has made looking for things to do while traveling easier</p> <p>Doing your own research while traveling is part of the learning and exposure process.</p>
<p><b>SAYS</b></p> <p><b>DOES</b></p>	<p><b>THINKS</b></p> <p><b>FEELS</b></p>

**“Samantha”**



Traveling as a single woman is hard	Word of mouth is an important influence on her decision making.	I like to use my iPhone Notes app to share plans because it seems less formal than a Google Doc.	I love to screenshot when there is no wifi
Sometimes it does get lonely when traveling alone.	I ask my friends and people I can trust for recommendations	she is comfortable speaking Spanish, there is no language barrier	
I trust my instinct.	Wants to have the flexibility of being able to move up her living situation when travelling - ex. group to single room in ho...	She will be going to travel with a non-Stanford study abroad next quarter.	

**SAYS**

Reddit is a great place to get feedback on where to go	she can communicate her way through Spanish-speaking countries	Thinks about her peers' feelings when traveling — wants to check in with everyone	Being around strangers is fun
Traveling to destinations alone is safer when research is done	Using the notes app is less formal than using Google docs	It is good to have financial freedom in travelling	
Official websites of places is most trustworthy	Group vibe is important before she plans out a trip	the way someone writes a reflection of a place is very important	

**THINKS**

packs an extra day or two of food for trips	Eyes light up when she talks about Colombia	Uses sites like national park website or if out of country, their official tourism site for info.	Frequent/ experienced hiker and backpacker
Weights her backpack load to make sure she doesn't die	Makes sure she is eating well before a backpacking trip	checks in with group on how they are feeling overall	
Does a LOT of research beforehand (checking national websites and calling)	Often takes the charge when group traveling	Tries to be flexible when backpacking. Le if hotel doesn't work, she'll try to pivot to other alternative accommodations.	

**DOES**

It is lonely to travel by herself	Likes the thrill of being lost - we are all human and she will find a way out	Feels Reddit is a more trustworthy site as their is a real person giving their opinion.	Well-prepared once enough research has been done
A close sense of community with those who hike and backpack on campus	does not like using formal apps for travel (ex. GDocs)	Likes to travel to Colombia and explore new places	trusts human opinions heavily
Reliant on existing friends/family from the travel destination for recommendations	That there are many concerns when traveling, but she trusts her instincts	money is very important in travel	responsible to lead the team because she is the most experienced
			Hesitant to travel alone due to safety concerns

**FEELS**

**“Jensen”**



"This [conflict] is ok because we are close enough to share them openly, otherwise we would not be ok with it"	Disagreements happen usually on smaller details	I am very organized when it comes to trip [planning]	"AI could solve this"
If it's a family bonding, then definitely I will think about my family's priority.	For me, we will create a group chat and share our ideas, opinions, plannings, Airbnbs, hotels	Some people tend to keep to their schedule, but others are more creative." - Differing personality types (structured vs. spontaneous)	
If I'm traveling with my friend, I mean, keep those opinions inside.	"I think this happens because we are close enough to each other to express our concerns." - Being with family allows for open and honest communication when conflicts arise.	"If it makes your life easier... I'm totally fine [giving up data] - openness to data sharing if it leads to more convenience	

**SAYS**

Data privacy is not a concern for him	Cost and activities are top priorities	A solution that integrates all planning tools—accommodation, itinerary, activities, food—into a single platform would simplify group decision-making.	AI tools could play a significant role in offering suggestions for flights, hotels, activities, and food based on the user's travel history, preferences.
Thinks travel planning tools need more personalization not just in terms of activities but also accounting for individual and family preferences	Thinks group chats are less than ideal as it can create delays in planning due to slow responses.	When planning travel, family's needs and comfort, especially for older relatives, come before his own desires.	Travel tools should take accommodations into account, offering recommendations for nearby activities, restaurants, and events to where they are staying.
He knows that when traveling with family, small arguments about what to do or when to rest will happen.	small details cause the most friction, i.e. food preferen...		

**THINKS**

Check immediate vicinity of hotel booking for attractions and food	Travel 2-3 times a year (mostly for holidays)	Plans travel for parents due to language barrier.	Is a purpose oriented traveler.
Uses a bunch of different platforms to plan Google Docs, groupchats, Notes, Excel	Has tried to use ChatGPT to plan out itinerary (did not work)	Plans events closer to hotel, so that it is easier to walk and not have to worry about transportation in a foreign place.	Rather than following a strict itinerary, he likes to leave room for spontaneous decisions during trips
Find it easier to plan solo travel	Use reviews and recommendations. Relies heavily on online reviews and recommendations from friends when choosing where to stay or eat		

**DOES**

Feels that he is willing to sacrifice data privacy for sake of easier place to consolidate plans	Flight and accommodations are most important aspect after planning out date and location.	Openness to more pre-configured tools that allow travelers to avoid building plans from scratch, with templates or suggestions based on prior trips or preferences.	Harder to voice frustrations with friends as opposed to family.
There's a need for more streamlined solutions to manage travel decisions as a group.	There's interest in using AI for travel planning, but current solutions (like ChatGPT) are seen as insufficiently personalized.	Planning trips with family often involves accommodating different needs and preferences, particularly when it comes to rest, activities, and mobility issues (e.g., for elderly parents).	When planning, major considerations (flights and accommodation), followed by what's nearby, like restaurants or tourist attractions. Location is key for convenience, minimizing the need for transport like Uber.
Older generations rely more on others (like their children) for travel planning due to language barriers or less familiarity with digital tools.	Group chats and informal tools are used, but they are seen as disorganized or inefficient.		

**FEELS**

Through our conversations, we became more knowledgeable about the domain space and used these findings to narrow down our domain. Firstly, we learned that travel is much more than just the destination. In fact, pre-trip planning is an essential component to travel and often is the brunt of the work. Furthermore, group events

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should be all encompassing, and freedom and flexibility make trips fun.

## POVs and Experience Prototypes

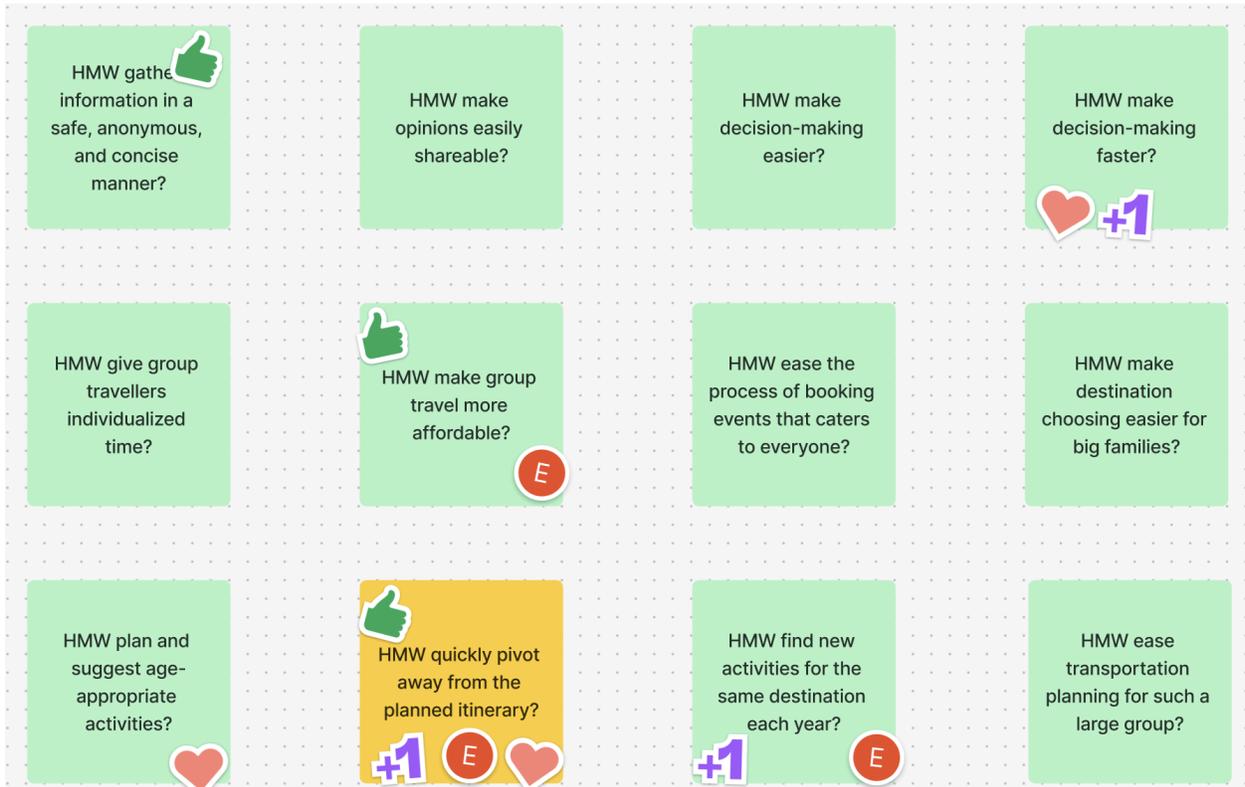
After creating our empathy maps and analyzing our interviews, we created POV statements for our most thought-provoking interviews, Ethan, Samantha, and Jensen. These three interviewees all came from very different backgrounds, belonged to varying age groups, and traveled for a multitude of reasons.

Once the POVs were created, we then brainstormed 12 HMW statements for each interviewee, really pushing ourselves to think outside of the box. As a team, we read through all the HMWs and voted for our top 3, narrowing down our 12 HMWs to 1 top-voted HMW for each interviewee. Our next step was to brainstorm 12 potential solutions for each HMW, which was also narrowed down by voting. Ultimately, we ended up with three viable solutions from our rapid brainstorming session.

### Ethan's POV

- **We met** Ethan, a civil engineer at Meta, who travels with his 15-20 person family.
- **We were surprised to notice** that he was the only person taking charge of planning the group itinerary.
- **We wonder if this means** that people are too lazy to take on the responsibility of planning large family trips.
- **It would be game changing** to empower others in the group to step up and be confident in their planning expertise.

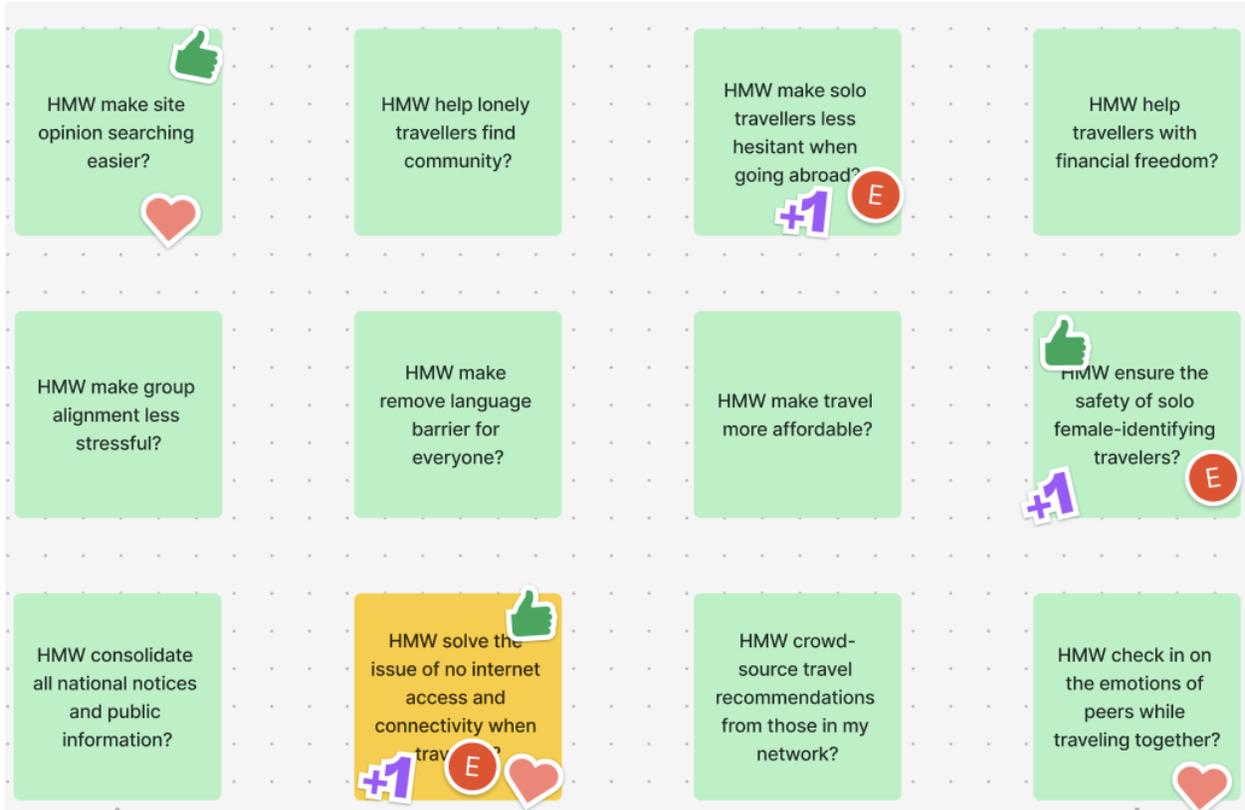
## Ethan's HMW Highlights



## Samantha's POV

- **We met** Samantha, a junior at Stanford studying International Relations, who loves to backpack, hike, and travel through hostels either solo or in groups.
- **We were surprised to notice** that she was more comfortable sharing her thoughts with the group through the iPhone's Notes app instead of Google Docs.
- **We wonder if this means** that making decisions are less stressful on handy, easily accessible devices.
- **It would be game changing** to provide a comfortable, pleasant, and convenient setting to make individual decisions for group activities.

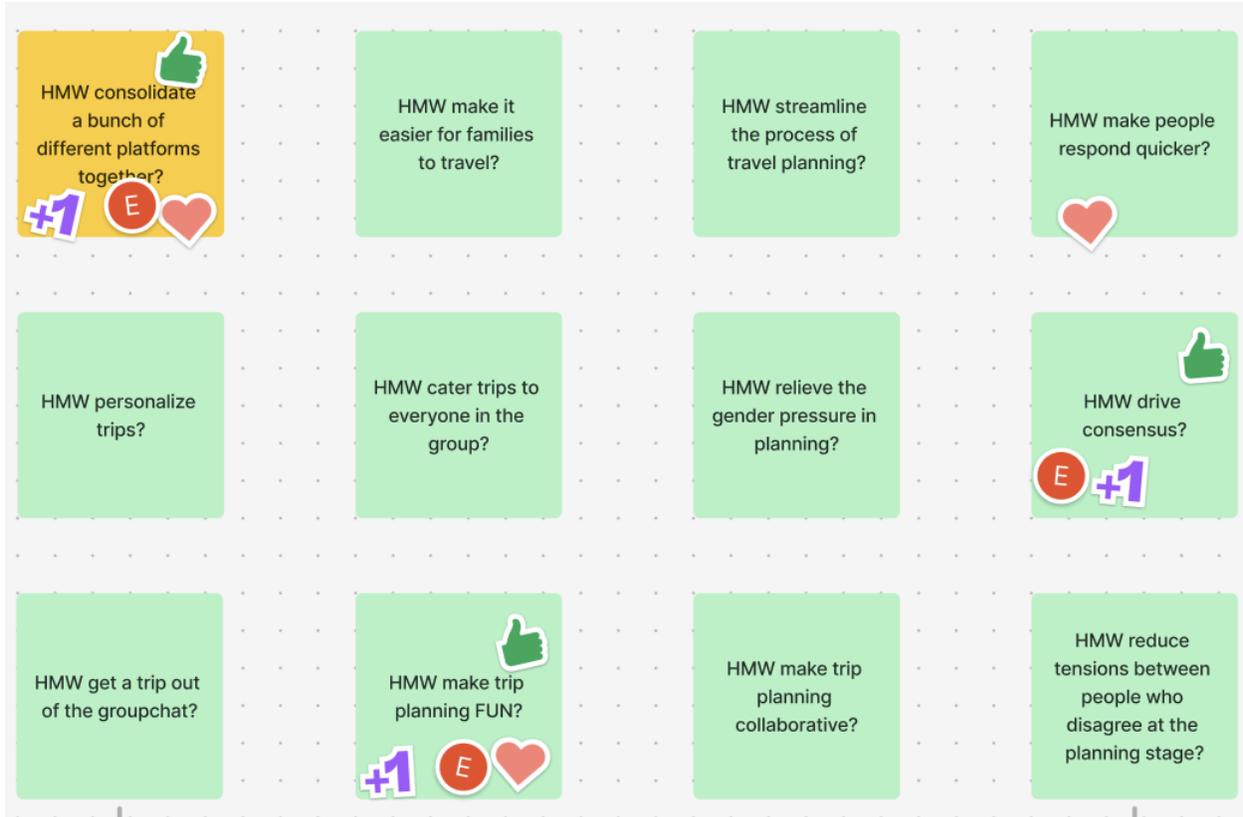
## Samantha's HMW Highlights



### Jensen's POV

- **We met** Jensen, a technology specialist from China.
- **We were surprised to notice** that he struggled with aligning different platforms he used to plan: texting, Google Docs, excel, etc.
- **We wonder if this means** that despite his role as a tech strategist, he still struggles to plan trips and feels overloaded by all the information presented to him across multiple platforms.
- **It would be game changing** to empower others in the group to step up and be confident in their planning expertise.

### Jensen's HMW Highlights



### Top 3 HMWs from across all three interviews

- **HMW** quickly pivot away from the planned itinerary?
- **HMW** solve the issue of no internet access and connectivity when traveling?
- **HMW** consolidate a bunch of different platforms together?

### Top 3 Solutions

#### 1. AirShare

Brings travelers into the history book of trip itineraries. Need an itinerary for Yosemite? Browse through the thousands of itineraries and pick your favorite (or let AirShare recommend you one!).

#### 2. Blindspots

Provides you with real-time maps and automatic alerts, so you'll know exactly where and when signal drops. Whether you're traveling, commuting, or just out and about, we've got your back—keeping you online and in the loop.

#### 3. TripBytes

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Your all-in-one travel planning hub, eliminating the need to juggle between Google Docs, maps, and scattered resources. Plan your entire trip in one place all without leaving the platform.

## Experience Prototypes

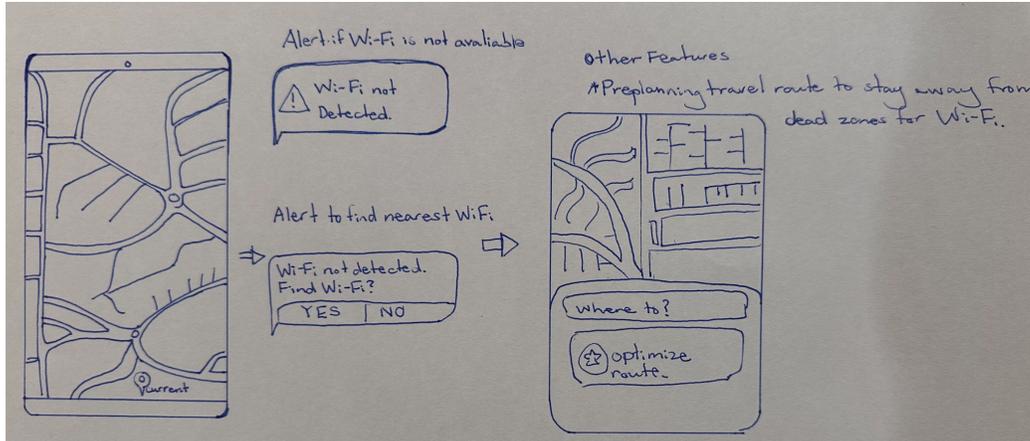
### **1. AirShare**

Key Assumption: People are much more willing to plan something if they have a reference guide. This will increase their responsibility in planning group trips.

The AirShare experience prototype was conducted through a classic interview format, where we asked a potential user to imagine planning a trip to a new country or state and choose between two options: the bucket with past itineraries that travelers have already used or the DIY bucket where you do your own research and make your own plan. This setup was designed to elicit their instinctive preferences and understand their approach to travel planning. The results revealed that our participant was disinterested in using pre-made itineraries, which they felt added stress and pressure to adhere to someone else's plan. Instead, they expressed a preference for flexibility and control of planning their own trips, even if it required more effort. These findings suggest that travelers prioritize autonomy and adaptability, indicating that tools focused on personalization and freedom may be more effective than static reference guides, like AirShare.

### **2. Blindspots**

Key Assumption: Travelers experience frequent disruptions due to unexpected WiFi dead zones. By having a map to locate these offline-zones, travelers can plan accordingly and feel more prepared.



The Blindspots experience prototype was conducted by testing out a drawn out map. Our participant was introduced to two options: Option A: Automatic Alerts, where the app sends notifications upon entering low-signal zones, and Option B: Manual Map Check, where users set a destination and the app maps out routes with better connectivity. To simulate these features, we used a paper map with marked weak-signal areas. The results suggest that users are keen on the feature that optimizes routes along Wi-Fi accessible paths, especially in settings with signal drops, and are less keen on frequent notifications. This demonstrates that users prefer fewer interruptions and value the ability to proactively plan routes to avoid signal drops.

### 3. TripBytes

Key Assumption: Trip planning can be overwhelming and stressful; by providing information in a digestible and centralized manner will improve user experience and reduce complexity often associated with trip planning.

Hi! Welcome to TripBytes. Tell me about the details of your trip and I can generate an itinerary for you.

Hi! Me and my girlfriend are planning a trip to Japan soon. Can you help me plan an itinerary?

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For our TripBytes experience prototype, we mimicked an AI-powered itinerary generation tool that simplifies trip planning by creating personalized itineraries based on user preferences. Our participant was asked to imagine planning a trip for the next month and was put into a simulated chat with Emily, acting as the AI. They provided parameters for their trip, such as destination, duration, and interests, and received an automatically generated itinerary. Our participant then reviewed the plan, requested adjustments, and reflected on the overall experience. While our participant appreciated the ease and speed of the tool, noting that it reduced the stress of planning, they also felt it lacked the personal control they desired and didn't align perfectly with their preferences.

Thank you! But I do not have that much money to eat that much omakase. Can you give me a more budget friendly itinerary?

Thank you! We would like to more time in Tokyo. Can you adjust the itinerary for this?

These findings suggest that people do not think an automatically generated itinerary is that helpful. Oftentimes, the automatically generated itineraries are not individualized enough or feasible. Thus, offering robust customization options is crucial to ensure the tool caters to individual planning needs.

# Final Solution

## Description

Revisit inspires travelers by adding personalization, community, and consolidation to trip planning. Through revisit, users can collaboratively travel plan, browse peer user-created itineraries, and generate an itinerary tailored to their travel needs.

## Rationale

From our needfinding interviews and experience prototypes, we found that trip planning was a common problem many people faced, so we decided to focus on that. The rationale for revisit is grounded in the evidence gathered across two key experience prototypes: AirShare and TripBytes, as these two prototypes shed light on user needs during the trip planning process.

In both experience prototypes, our findings revealed that users valued autonomy and flexibility. For instance, the AirShare prototype highlighted the importance of providing inspiration without dictating a rigid plan. As a result, revisit allows users to browse curated itineraries not as a definitive guide but flexible templates. This empowers users to draw inspiration while maintaining control over their plans, addressing the tension between guidance and freedom. Meanwhile, the TripBytes experience prototype revealed that users appreciated the efficiency of an AI-generated itinerary, but they found these plans lacking in personalization. As a result, revisit incorporates the ability to personalize and edit itineraries until it perfectly matches their travel needs.

## Tasks

### 1. **Simple: searching for and viewing itineraries**

Searching for and viewing itineraries is crucial for our users to overcome the cold start problem. By offering a library of curated and peer-created itineraries, users can quickly gain direction and inspiration, making the daunting task of planning more enjoyable. With each itinerary, users can read comments and

feedback on the activities, fostering a strong sense of community.

2. **Moderate: generating a tailored itinerary and sharing with friends**

Generating a tailored itinerary and sharing it with friends is a key task that enhances collaboration, personalization, and efficiency in group travel planning. Planning trips with others can often become chaotic, with conflicting ideas and scattered communication across multiple platforms. The ability to generate an itinerary collaboratively fosters clarity and alignment on trip plans.

3. **Complex: editing itinerary to match your needs**

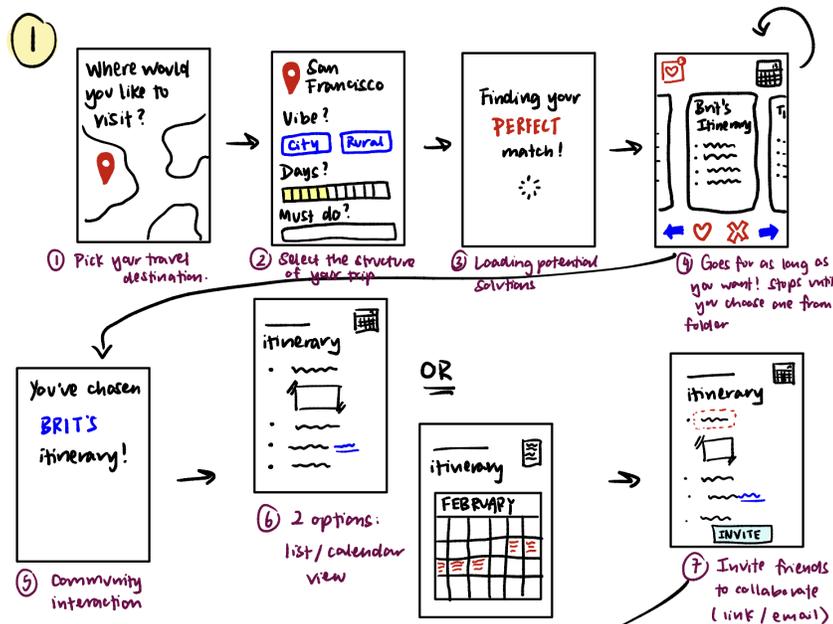
Users will be able to add, remove, or modify activities and destinations, which ensures flexibility and personalization. Every traveler has specific interests, priorities, and constraints, so editing an itinerary allows users to tailor the trip to their unique circumstances.

# Design Evolution

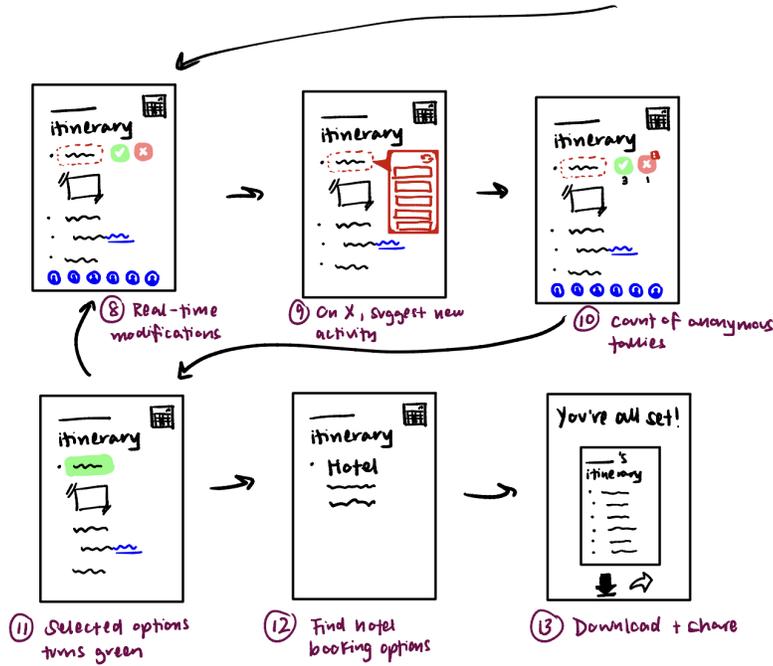
## Low-fi Prototype and Initial Sketches

In our brainstorming sessions, we explored a wide variety of potential designs, including wearable glasses, VR & AR products, mobile applications, and web applications. The two realizations that excited us the most and aligned best with our goals were mobile applications and web applications.

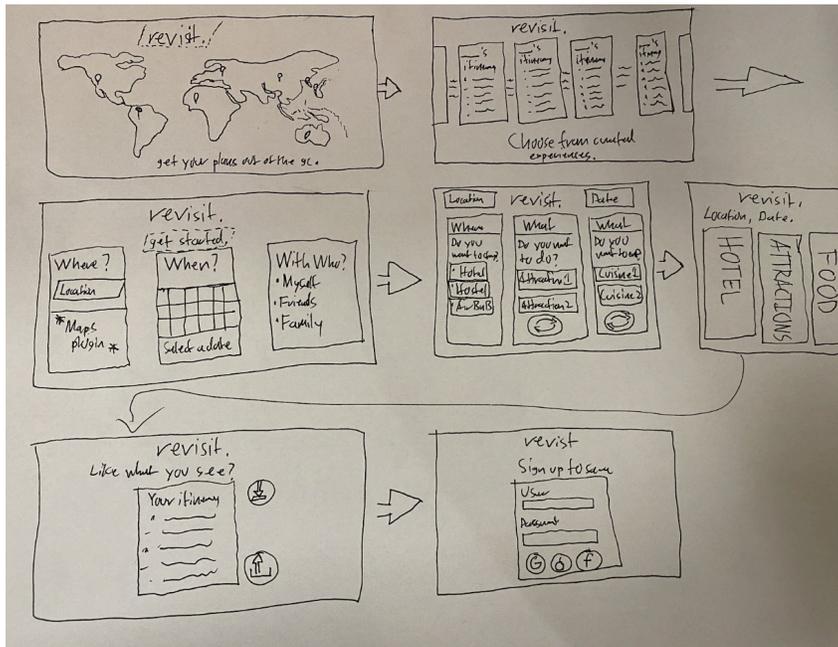
### 1. Mobile application:



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## 2. Web application



On one hand, the revisit web application is more aligned with current planning methods (on the computer), provides a wider screen for visual inputs, and serves already as a central hub for booking (e.g. booking plane tickets in second tab). However, the revisit app provided

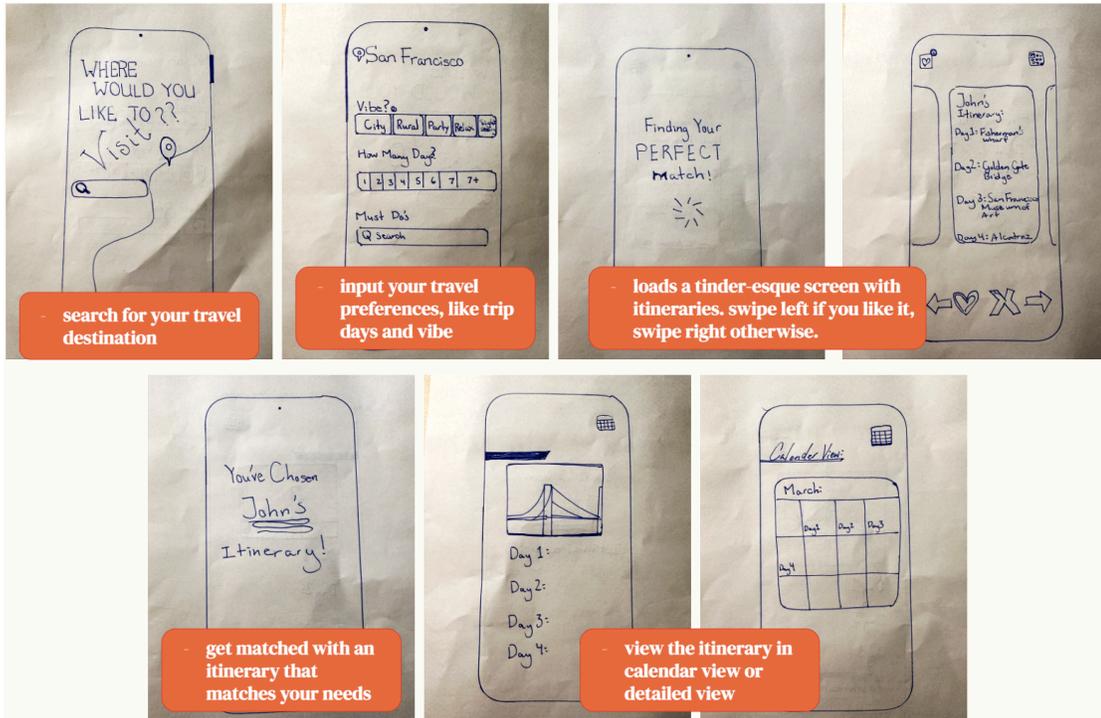
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greater accessibility during travel, a less stressful way to make decisions, and more seamless collaboration.

After discussing the feasibility of each realization, we decided to move forward with the revisit app, as the advantages aligned more with our user base.

From our original sketches, we transitioned into sketching the low-fidelity prototype to encapsulate three tasks.

### 1. Search for itineraries specific to desired location



### 2. Share itinerary with friends

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- click invite friends to share itinerary

### 3. Customize certain activities within itinerary



- with friends, vote on each activity for each day

- see how many people voted yes and no for the activity

- keep track of next steps for planning

- once done, save to camera roll and share with others

Our next step was to test these lo-fi prototypes through usability testing. We interviewed 4 participants: Luigi, Vinay, Amir, and Sasha, providing them with a low-fidelity paper prototype. Participants were a mix of occupation, age, and type of traveler and, thus, gave us a diverse mix of perspectives.

Our results indicated that there were 2 instances where participants asked for clarification about the swipe functionality, a 7.75 likelihood of using the app from 1-10, and 6 total misclicks when using the voting system on prototype. For many participants, the collaborative planning was the most confusing and the platform felt inflexible. From our testing, it was clear that certain tasks are not obvious to the users as it is to us. In total, our findings included:

1. Travelers desire a high level of individualization and customization (even more than we thought).
2. Many users are familiar with the dating app format, so actions

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are intuitive, but end goal can be confused (e.g. users thought swiping left/right would lead to a match with another user instead of an itinerary).

3. Users want to stay and do everything on one platform.

Because our prototype was low-fidelity, we were able to pivot and improve quickly based on these new insights to build a med-fi prototype, one with more detail and better capabilities.

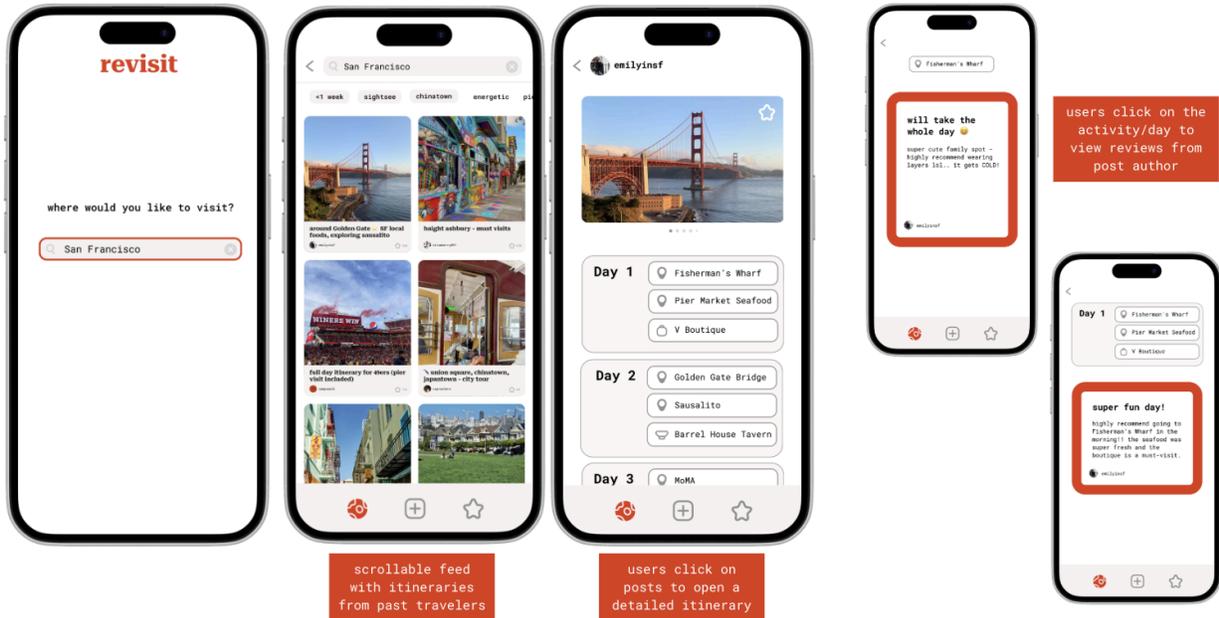
### **Med-fi Prototype**

We really took our usability tests to heart and used our participants' feedback to guide our improvements. As a result, there was a drastic change between our low-fi prototype and our med-fi prototype, mostly prioritizing user understanding and satisfaction – we wanted to avoid confusion but provide greater autonomy to users. The major UI iterations included moving away from a swipe left and right interface to find an itinerary, and instead having a main feed for users to browse through community-curated itineraries. Also, we decided to focus on day-to-day attractions and activities, rather than other parts of trip planning like housing accommodations to remain focused on the trip planning itself. We used Figma for our med-fi prototype, as it allowed for live collaboration and user interaction.

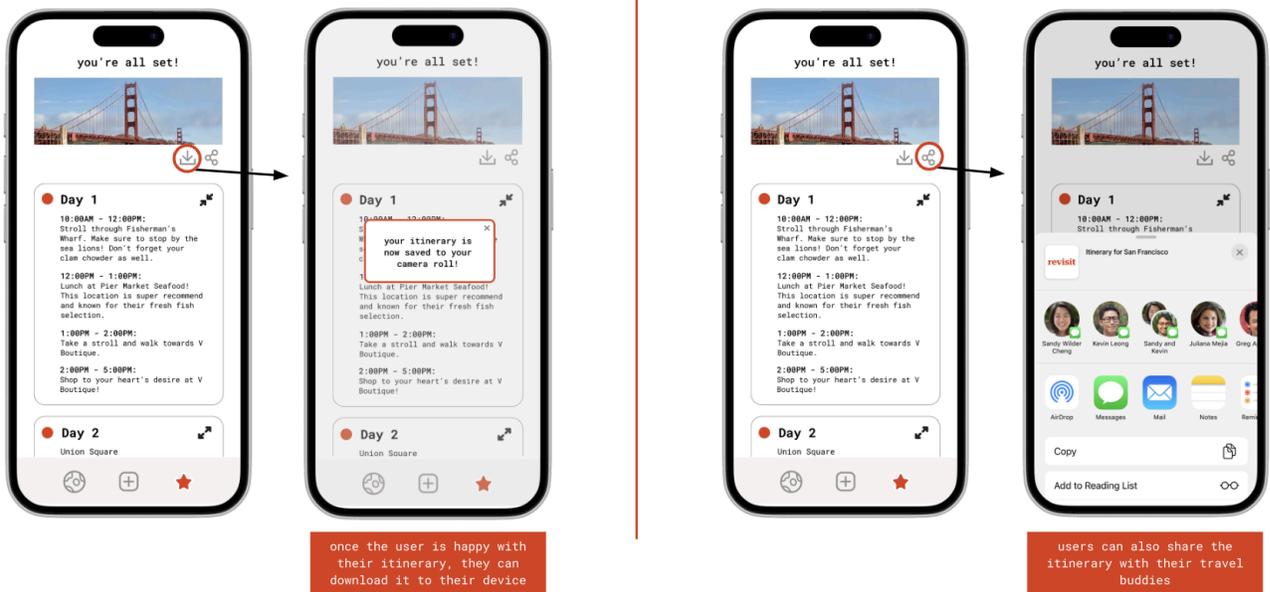
In addition to enhancing our UI, we also added more nuance to our tasks, as seen below, to increase user satisfaction and expand trip-planning capabilities within the platform.

#### **1. Search for itineraries specific to desired location**

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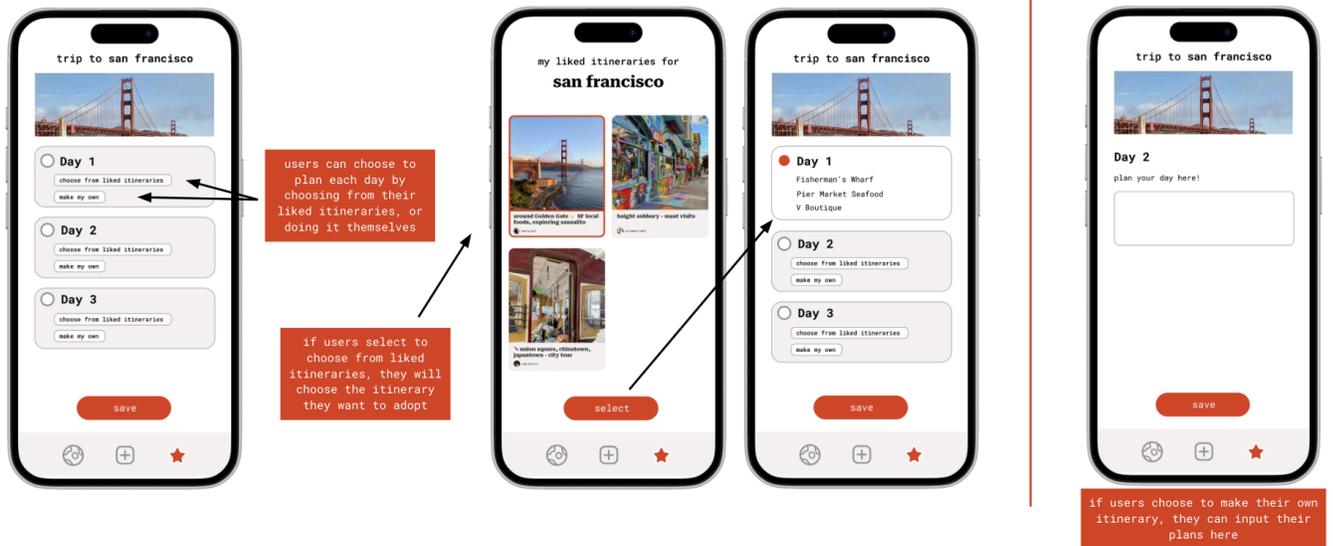


## 2. Share itinerary with friends and save itinerary to device camera roll



## 3. Collaborate with friends to customize itinerary until desired

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We sent our med-fi prototype to another group within our CS147 class to undergo heuristic evaluations. After reviewing their feedback, we decided to prioritize fixing severity 3 and severity 4 violations. In total, we received 67 total violations, which we consolidated down to 25 total violations grouping by type of violation and implementable solutions. Majority of these violations were labeled as severity level 2, whereas 34% were labeled severity 3 and 3.8% labeled as severity 4. As a result, we made 25 total revisions; our biggest change being reimagining and simplifying the collaborative itinerary planning user flow.

#### Severity 4

H7: flexibility & efficiency of use and H8: aesthetic & minimalistic design

- too many mandatory steps needed to go through entire flow

#### Severity 3:

H1: visibility of system status and H2: match b/w system and world

- poor visual indicators of selected filters

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- provided filters use location-specific terms unfamiliar to user

H3: user control & freedom

- no ability to undo adding an itinerary to favorites in the "starred" page

H4: consistency & standards

- feed is randomly sorted, leaving users to sift through plethora of itineraries

H4: consistency & standards & H2: match b/w system & world

- capitalization not consistent
- icons do not match the terms that are used to refer to them, causing confusion

H12: value alignment & inclusivity

- lack of community engagement, which goes against the value proposition of fostering a sense of community for trip planning

We took to the hi-fi prototype in order to fix these errors.

### **Hi-fi Prototype**

We built our hi-fi prototype, using feedback from our heuristic evaluations as a design guide. Below are high-fidelity task flows, annotated with our heuristic corrections and overall improvements to design.

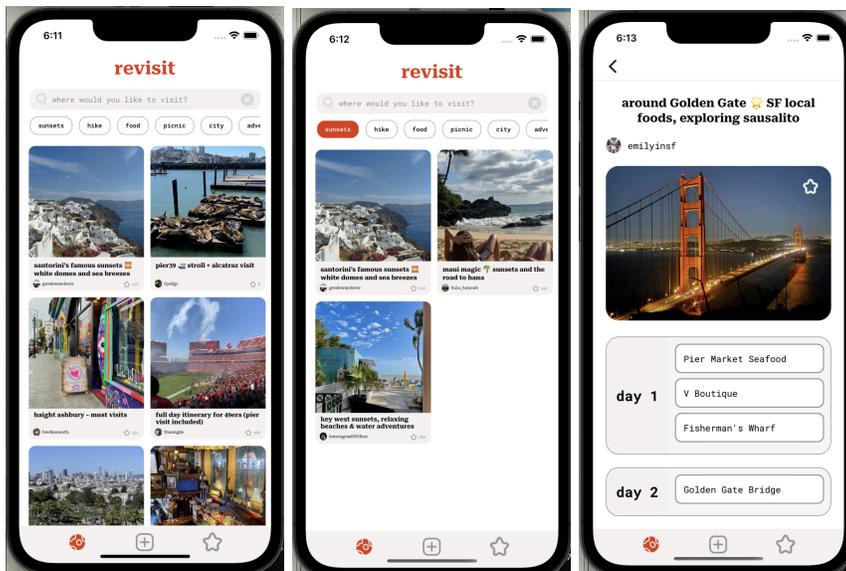
All in all, our revised designs prioritize minimalistic design, a fun user experience, and intuitive user interface by

- reducing screens in itinerary search, creation, and collaboration to prevent distractions and feelings of being overwhelmed
- increasing user flexibility so users can edit and save whenever they please, instead of having to go through entire flow
- simplifying itinerary collaboration, taking the burden off the user
- improving understandability by making icons and terms consistent provide multiple ways to go through a process

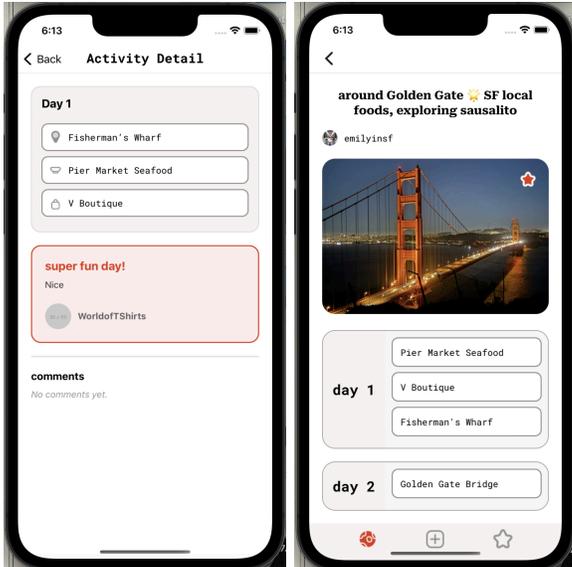
## 1. Search for itineraries specific to desired location

Screen 1 displays a home screen, including a search bar, tags, and an infinite scroll of people's itineraries.

- a. Screen 2 demonstrates a functional tag. This addressed a 3-level heuristic evaluation in which tags, when enabled, did not previously visually turn a different color.
- b. Screen 3 shows clicking into an itinerary and seeing the details of a person's day
- c. Screen 4 shows clicking into a person's specific day within their itinerary and seeing the details.
  - i. Comments page addressed a 3-level heuristic evaluation in which there was previously no information other than an itinerary – creating more community.
- d. Screen 5 is going back to the itinerary page and adding it to a user's favorites via clicking the "star" icon. This addressed a key 4-level heuristic evaluation in the medium-fi evaluation. Before, users could not add itineraries directly.



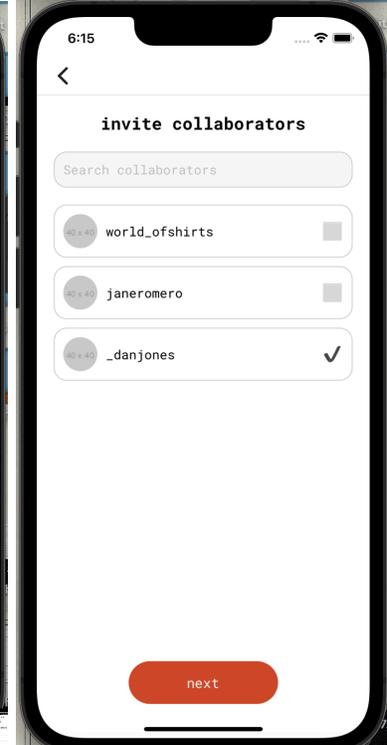
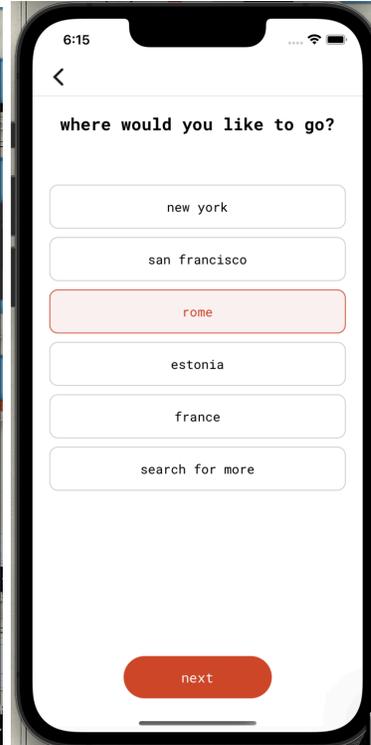
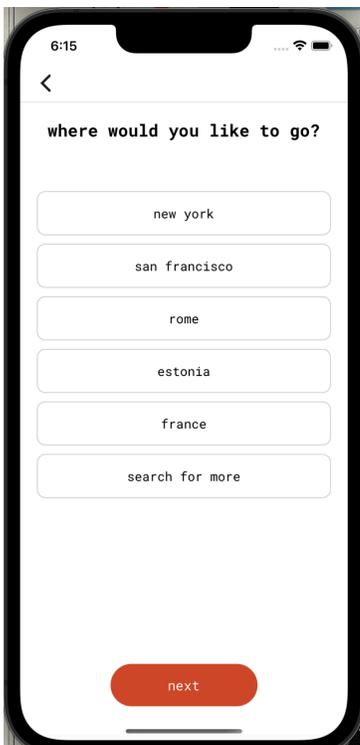
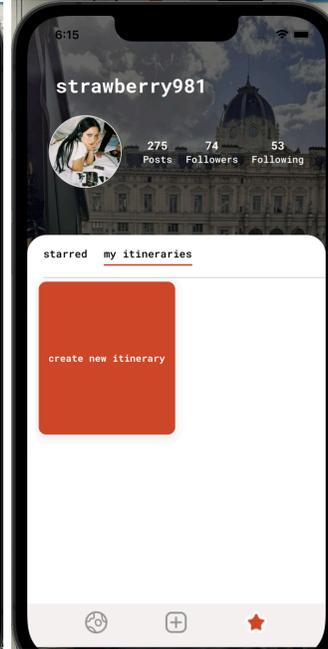
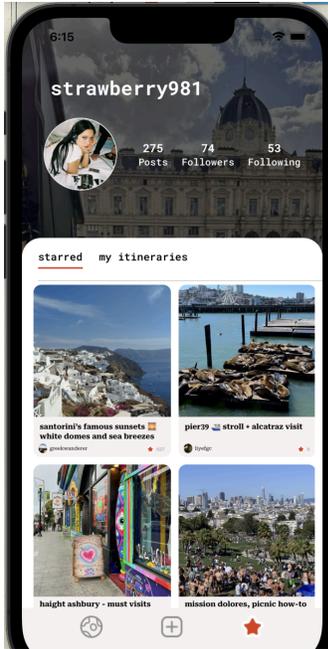
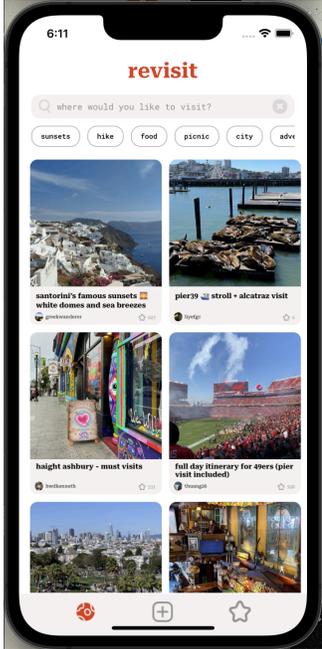
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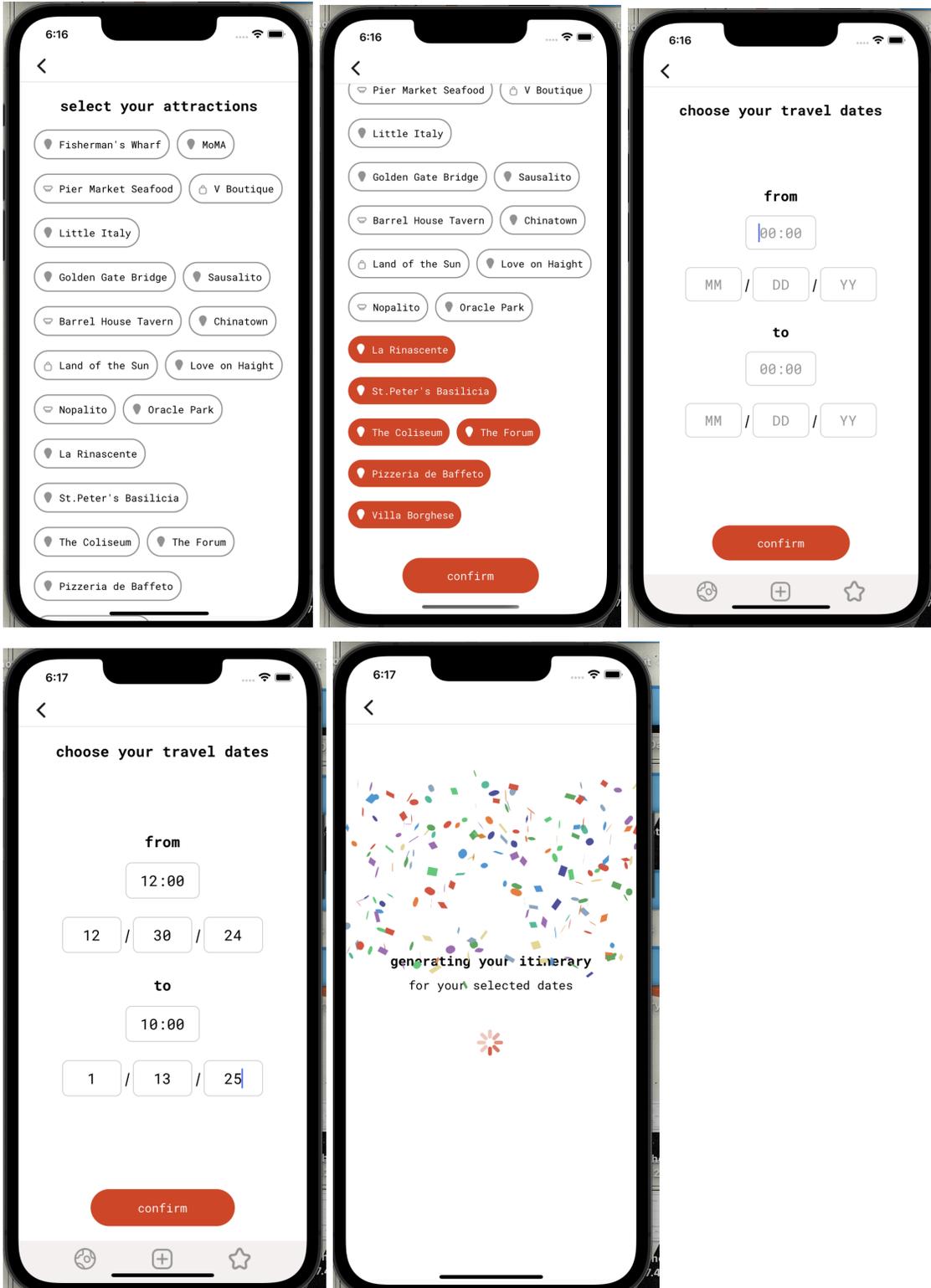
## 2. Create an itinerary.

- e. Screen 1 displays the home screen.
- f. Screen 2 displays the profile page, showing the starred itineraries tab first, accessed from the enabled Star button on the right side of the menu.
- g. Screen 3 displays the “my itineraries” tab, which is currently empty and provides a “create new itinerary” button.
  - i. Changed this from “saved” to address a 3-level heuristic evaluation.
- h. Clicking the create new itinerary button routes to Screen 4, which first asks for a location input. Selecting one places us at Screen 5.
- i. Screen 6 is the next step in the flow, inviting collaborators. This step can be omitted, e.g not inviting anyone at the start.
- j. Screen 7 shows the attractions selection page. Here, unlike the inviting collaborators screen, users must choose at least one attraction – the “confirm” button would not otherwise show up, as seen on Screen 8.
- k. Screens 9-10 show a time selection screen. Users input times and dates for their trip, and then click the “confirm” button.
- l. Screen 11 confirms the itinerary, and generates it. This is a loading page, essentially.

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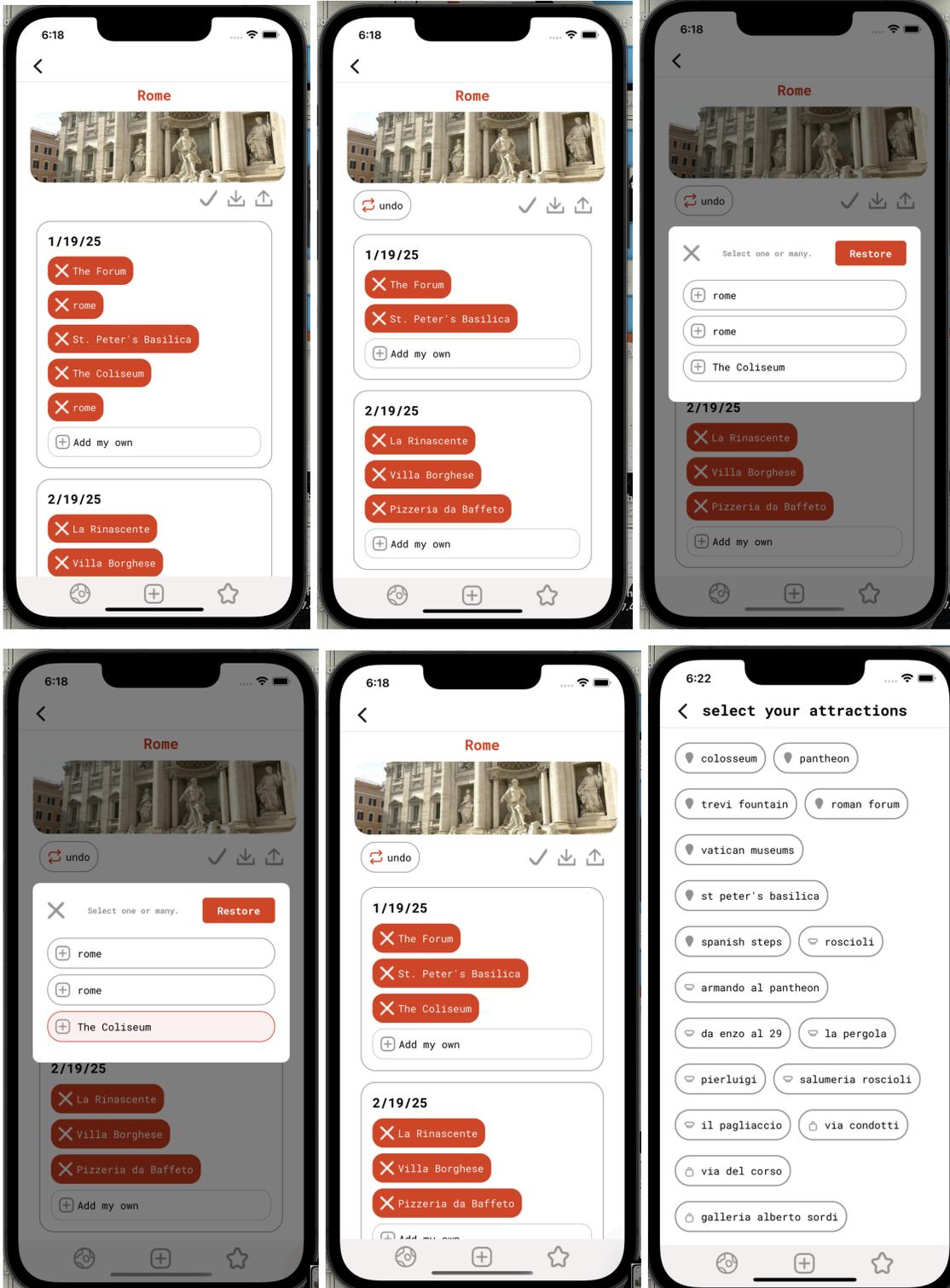


3. Collaborate with friends to customize itinerary until

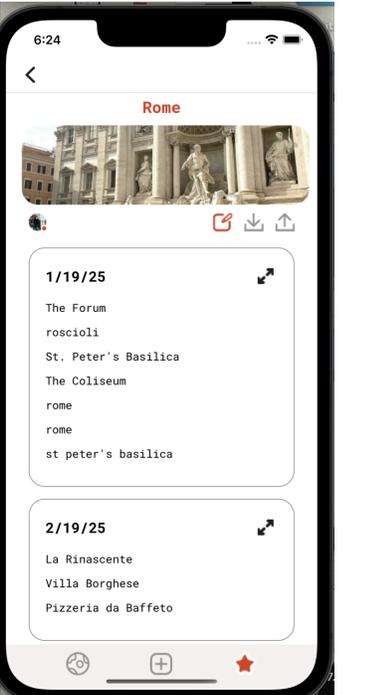
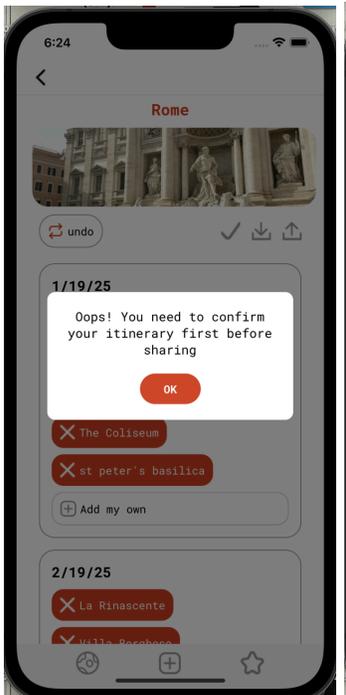
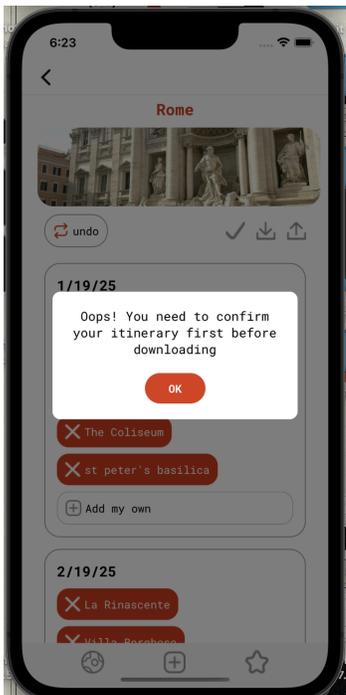
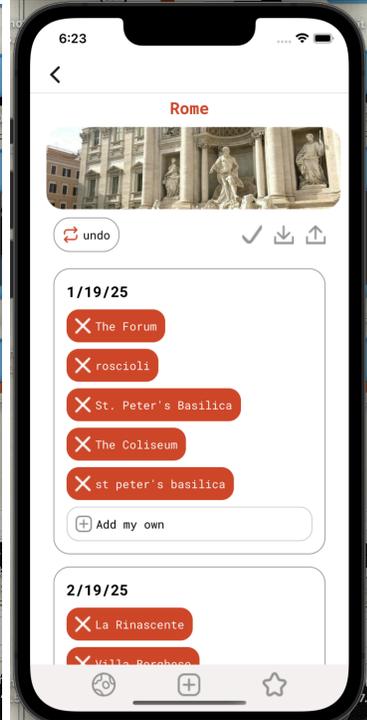
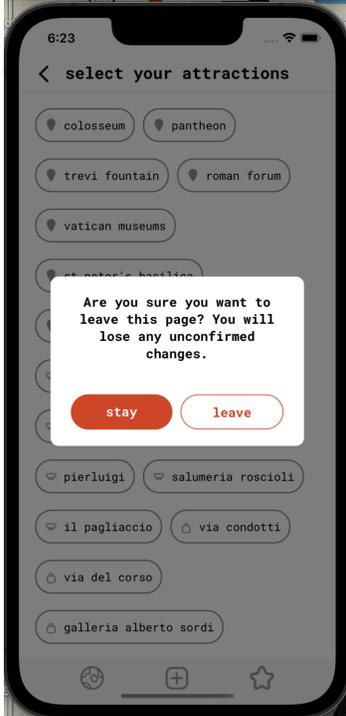
**desired**

- a. Screen 1 displays the itinerary generated from the user's input as seen in Task 2.
- b. Screen 2 shows the "undo" button popup, which shows when a user chooses to deselect one of the attractions listed in a day-trip component.
- c. Screens 3-5: Clicking into the "undo" button shows a unique user repair functionality: users can choose as many or as few things to add back in as they want, in case they accidentally removed something.
- d. Screen 6 displays the "add my own" attractions selection.
- e. Screen 7 displays the selected attractions, and a "confirm" button that only pops up when a user selects at least one option.
- f. Screen 8 shows a warning modal that prevents the user from accidentally leaving the attractions selection page, asking for confirmation. Provides user repair.
- g. Screen 9 displays an edited itinerary with the user's choices.
- h. Screens 10-11 display an error prevention functionality: users cannot save or share their itineraries until they have confirmed it.
- i. Screen 12 shows the confirmation page, displayed when the checkmark icon is clicked in the menu.
- j. Screen 13 displays the AI-generated descriptive itinerary, which users can view by clicking the "expand" button in each day component, and edit via the pencil icon that appears in the expanded component in the bottom right corner.
- k. Screen 14 displays the save-to-camera-roll functionality.
- l. Screen 15 displays the share functionality.
- m. Screen 16 displays the "invite more collaborators" functionality, viewable by clicking on the profile picture icon on the bottom left of the image. This is added so even if users do not invite collaborators at the start of the flow, they can do so later on, and in future implementations, see who's actively editing this itinerary.

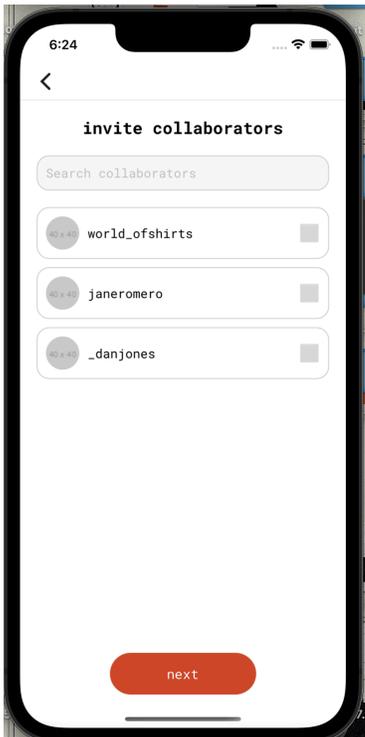
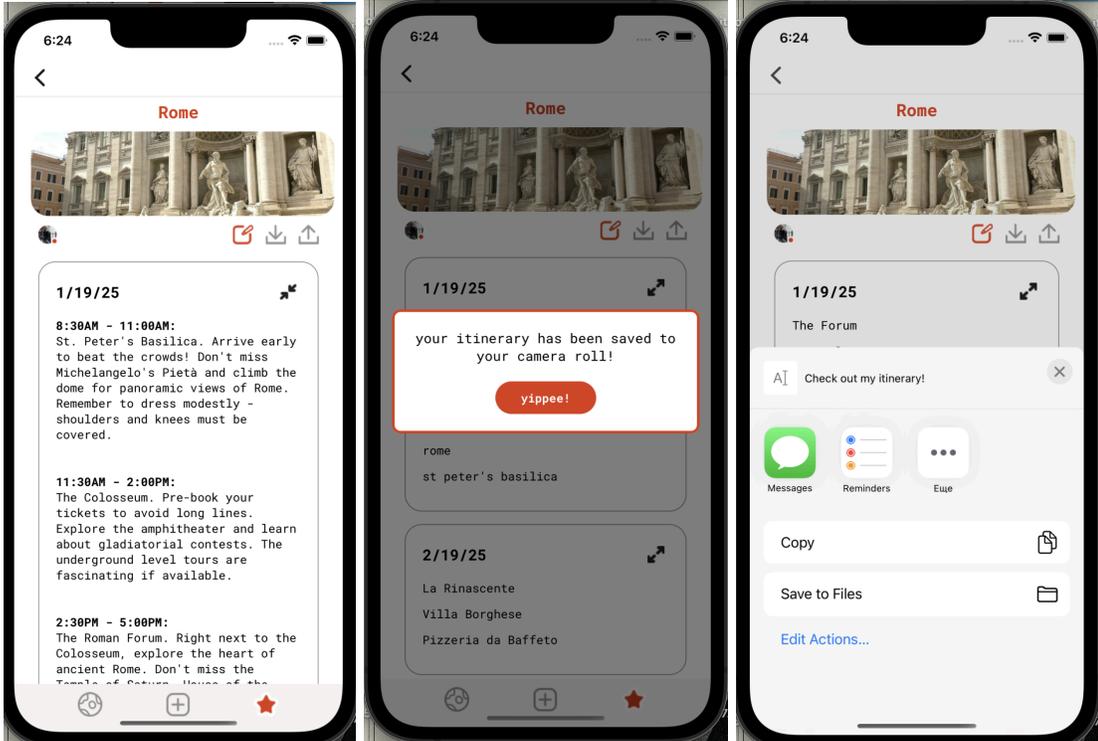
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## Values in Design

The main values we identified for *revisit* were seamlessness, inspiration, and utility. We want *revisit* to be seamless to use: it should be better and easier to manage in comparison to multiple pages being open in your desktop browser. *Revisit* should also be inspiring. The home page full of itineraries should enable users to gain inspiration of past trips and star them to their profile. With these posts, users can then generate the itinerary of their dreams. Lastly, *revisit* should actually be useful in helping friends and family plan a group trip together. Our ultimate goal is to reduce the friction in group trip planning.

There are many ways in which the values mentioned above are implemented in our design. For the seamlessness, we have combined the trip inspiration process and itinerary planning process into one app, where users can first gain inspiration through the home page and then generate their own itinerary in the profile page. For the inspiration value, we use a crowd-sourced, community-focused social media structure to allow users to gather information in one centralized location. This allows users to immerse themselves in the community of traveling and gain inspiration through simple browsing. Lastly, the utility value is reflected through our simple design. We remove all the extra fluff in itinerary planning and dilute the trip planning process into 3 simple steps: 1. Star itineraries you like, 2. Pick the activities you want to visit, and 3. Collaborate and share your itinerary with your group. We take care of all the logistics of when to visit what, you are in charge of making this trip happen!

One main value tension we had was to make *revisit* as comprehensive as possible without making the trip planning process complicated. The problem we faced was specifically in the itinerary planning process. We initially had users choose one itinerary they starred as inspiration for one day of their trip, but we quickly realized that it would limit users from combining all the itineraries they were interested in. Also, instead of having users choose each specific activity they wanted to do in a day, we decided to plan this for them through proximity between each activity. We chose to address these

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tensions because of our core mission of making trip planning simple and enjoyable. One challenge to this simple design is that it might not be as detailed of an itinerary as people had wished, however this is a future idea we would toy with so that the itinerary generation is tailored to all users.

# Final Prototype Implementation

## Tools used

1. Figma for UI/UX design
  - a. Pros: visually ornate, easy to use, quick to implement to code
  - b. Cons: does not have straight to code implementation
2. React Native for app development
  - a. Pros: real-world applications, easy to use/collaborate on, quick to update, fun to use!
  - b. Cons: slow, need to pre-load many packages
3. Expo Go for app realization
  - a. Pros: realistic, easy to edit and manage
  - b. Cons: need to pre-load screens, download packages, can sometimes be laggy and slow

## Wizard of Oz techniques used

1. Supabase table of sample itineraries without actually filling them in: this allows the demo to show what a scrollable feed would look like
2. Real-time collaboration with invited members
3. Filters are not semantic-related, but rather specific to the text you input
4. Itinerary is saved to camera roll (it isn't)
5. Itinerary is shared with people (it isn't)

## Hard-coded techniques used

1. Home page:
  - a. Filter options
  - b. Number of stars per post
  - c. Limited amount of itinerary posts
  - d. Activities, reviews, and comments within each itinerary post
2. Profile page:
  - a. Follower count
  - b. Number of posts
3. Itinerary generation/edit page:
  - a. Invited collaborators

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b. Dates

c. Extra activities we suggest after you remove an activity

## Reflection & Next Steps

Movement was a very interesting theme to be in. It enabled us to explore many intersections within movement, such as transportation, media movement, fitness, and traveling. It challenged us in ways a more structured theme could not, and that was particularly inspiring because we were able to see how other teams digested the theme and created their projects. The design process for *revisit* was also particularly insightful. For many of us, this was the first time we ever stopped people in the streets and asked them for a quick chat. It allowed us to understand the beauty of talking to true strangers and not confining ourselves to the Stanford bubble. Furthermore, building *revisit* from 0-1 also showed us the power we have in achieving our dreams. This project was done in 10 weeks, and who knows, we might as well be able to create our own startup in another 10. It was also beautiful building *revisit* with our team because we went from strangers to friends.

If we had more time, we would definitely implement the real-time collaboration feature. This would elevate our app and make it fully functional instead of a Wizard of Oz feature. Furthermore, we would also implement the middle button of adding a post to the feed. Although this was not in our main scope, this would complete the entire functionality of our user experience. Furthermore, we would also add a shortcut in the profile/my itineraries page where users can directly post the itineraries they generated. This would allow them to upload itineraries they made that they enjoyed without having to enter all the details in again.