

# revisit

get your plans out of the groupchat.



# our team



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# problem

- people suffer from the “*cold start problem*” of trip planning where they don't know where to start.
- in addition, people struggle to manage different plans across platforms.

# solution

- draw from a template of peer-sourced and curated itineraries
- consolidate all your planning in one place

# value proposition & values in design

our main **value proposition** is adding *personalization, community, and consolidation* to trip planning.

**tension: aesthetics vs. usability**  
while we value a clean, minimalistic aesthetic, this can sometimes get in the way of usability, as minimal designs can limit the amount of information and guidance we can provide users, so we must rely on intuitive designs.

## revisit

get your plans out of the groupchat.

**fun**  
because this is a travel app, we want users **engaged, inspired, and excited**. Hence, we design for flexibility and individuality for users while creating itineraries.

### aesthetics

our goal is to have our platform be **clean and aesthetically pleasing** for a modern, simplistic look. Our platform uses minimal colors, thin lines, and consistent type fonts to express this.

### usability

we hope to design for **seamless** navigation and quick, **intuitive** access to relevant itineraries. So, we have search filters by location and consistent navigation buttons that prioritize usability.

## **simple:**

1. users can search for itineraries that are specific to the location you are going to
2. users can access the itinerary online

## **moderate:**

1. users can save the itinerary to their device
2. users can share itinerary with others in the group

## **complex:**

1. users can customize certain activities they find interesting
2. users can create a joint itinerary with friends/family that is accessible to everyone

**revised  
interface  
sketches**

# revised interface sketches: selecting an itinerary



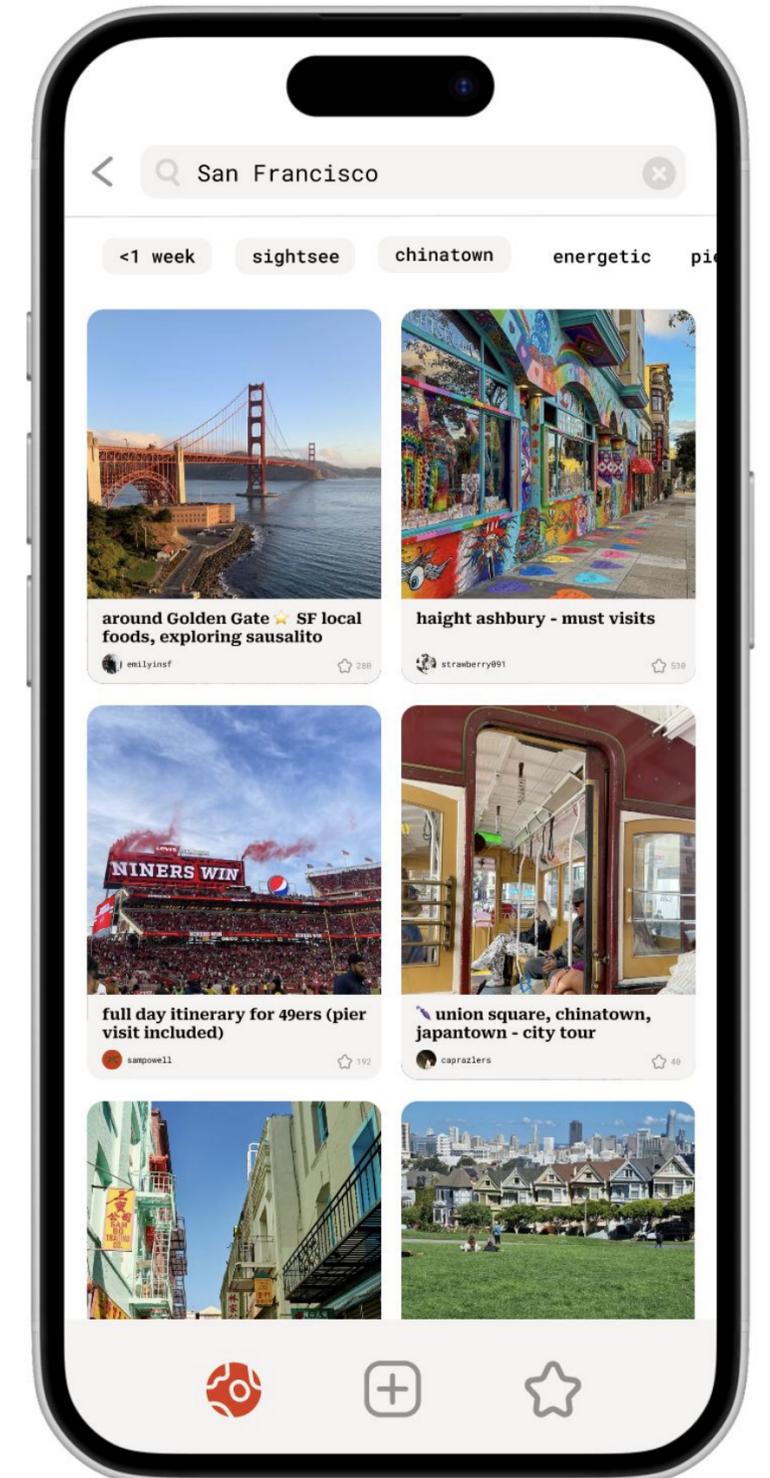
originally  
inspired by a  
dating app  
swipe-to-choose

from our Lo-Fi Testing, we found that...

many users are familiar with the dating app format, so **actions 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)

as a result...

after studio feedback and user feedback, we moved forward with a feed to prioritize a **visual and interactive experience**  
→ ultimately **increasing user satisfaction**



# revised interface sketches: selecting an itinerary



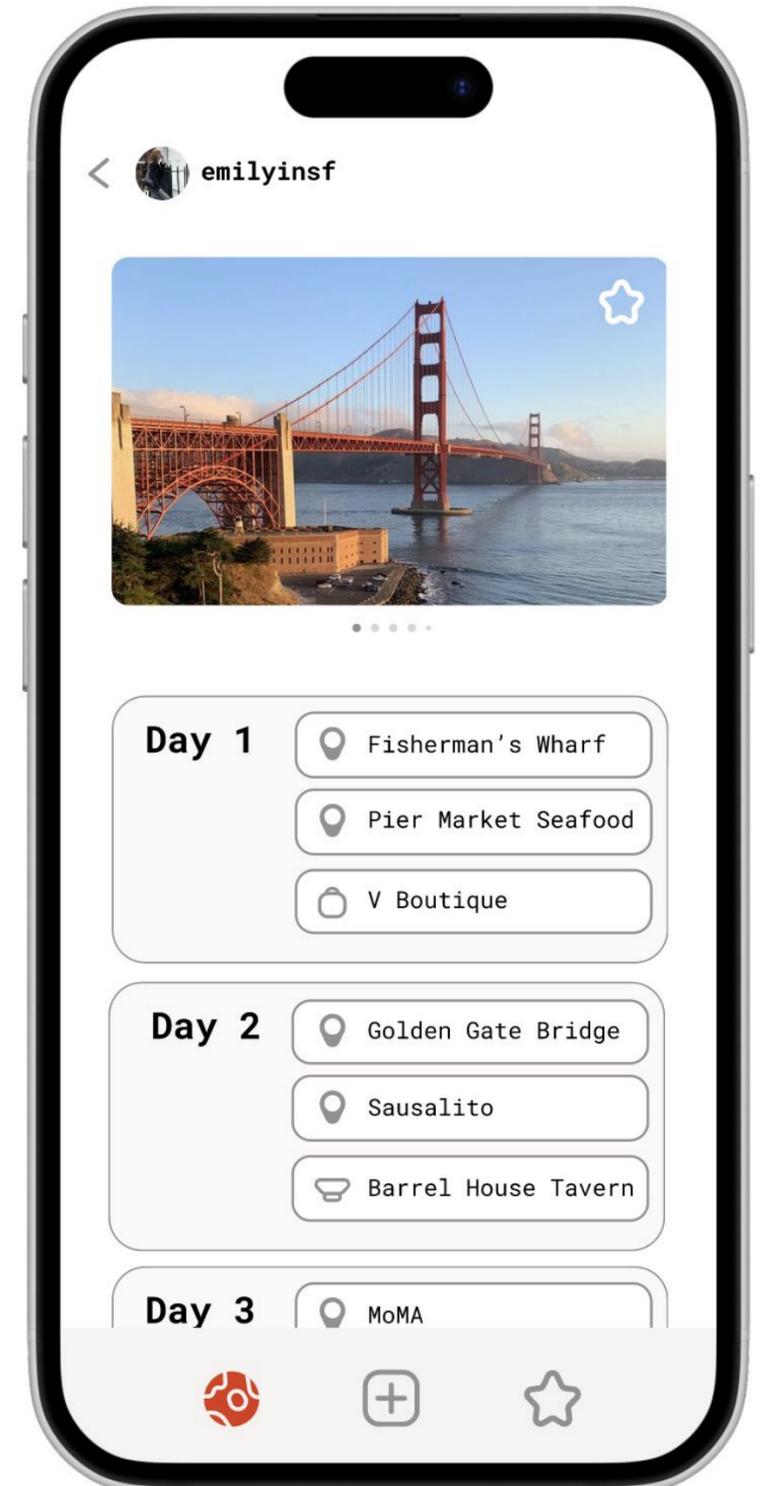
in original sketches, we dedicated an entire section to finding housing accommodations

from our Lo-Fi Testing, we found that...

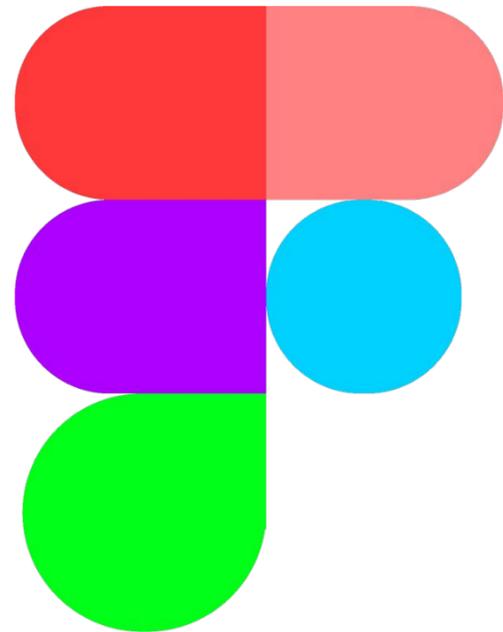
this created **confusion** among users, and users found this **irrelevant** to itinerary planning.

as a result...

we decided to focus on day-to-day attractions and activities, categorized by days, ultimately **increasing user satisfaction**



# prototype implementation



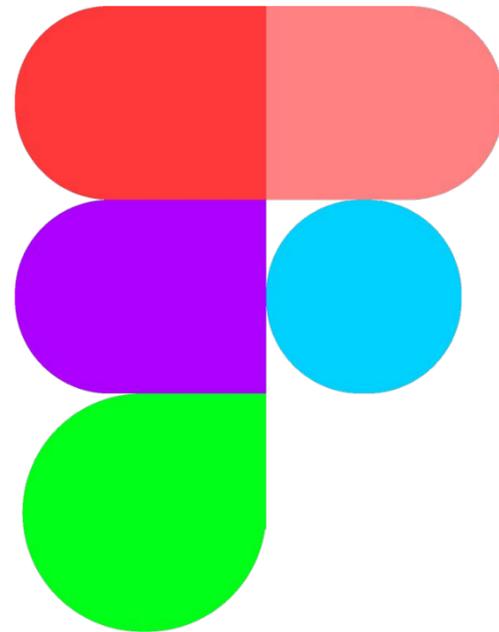
## **we used Figma to design our medium-fi prototype:**

- allowed for live collaboration and interactivity
- however, learning and onboarding for figma was a challenge

## **limitations:**

- we left out group itinerary collaboration
  - difficult to show how group voting would work
- mostly could hard-code our features (only allow user to select certain buttons)
- we encountered restrictions from Figma's lack of support for dynamic location selection. As a workaround, users are presented with pre-set location options. This allowed us to develop/test the subsequent flows and features of the travel app.

# prototype implementation



## Wizard of Oz Technique

- **Simulated Interactions:** Specific photos act as interactive elements, creating an illusion of a functional app.
- **User Behavior Insights:** Allows for observation of user interactions and feedback on usability without a fully developed interface.

## Hard-Coded Items

- **Pre-Loaded Options:** Users interact with preset location choices in the vacation-planning feature.
- **Limited Customization:** No user profile creation is available(preset), maintaining a controlled testing environment with fixed content.
- **Future Dynamic Functionality:** Current hard-coded setup simulates experiences but needs evolution to allow personalized, data-driven selections.

# revised interface sketches: onboarding process



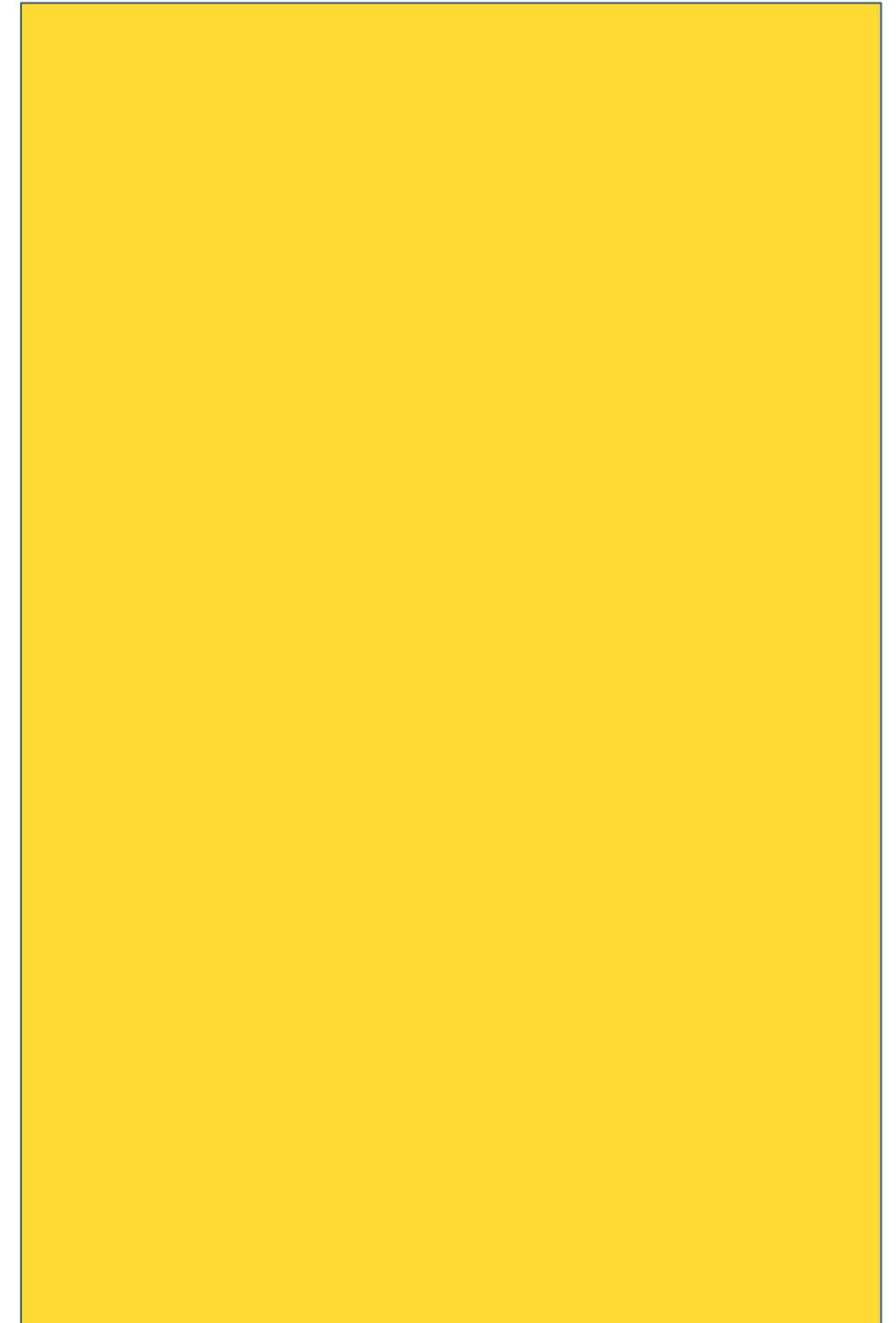
we originally had an onboarding questionnaire for users to fill out their travel information

from our Lo-Fi Testing, we found that...

users found this tedious to do every time before every trip; users want their itineraries ASAP!

as a result...

we decided to shorten the onboarding process as much as possible, only having a static profile section that stays with the user for future sessions



# usability goals & metrics

## pleasing (high user satisfaction)

- **task completion rates:**

percentage of users who were able to complete key tasks using the paper prototype (such as simulating a trip booking, creating an itinerary, or finding a destination).

- **feedback on posting and sharing:**

qualitative feedback on how users felt about the ability to share their travel experiences, post reviews, or recommend places based on what they saw in the prototype. this includes how often they said they'd use such features from a scale from 1 - 10.

## learnable

- **time to value:**

how quickly users understood the core value of the app by interacting with the paper prototype (e.g., how long it took them to grasp the concept of planning trips, discovering attractions, or sharing itineraries).

- **error rates:**

how many times users did an unexpected behavior that was not the intended behavior.

# achieving usability goals

1. simplifying the app to prevent distractions and feelings of being overwhelmed
2. include buttons to guide users through the entire flow
  - a. provide multiple ways to go through a process

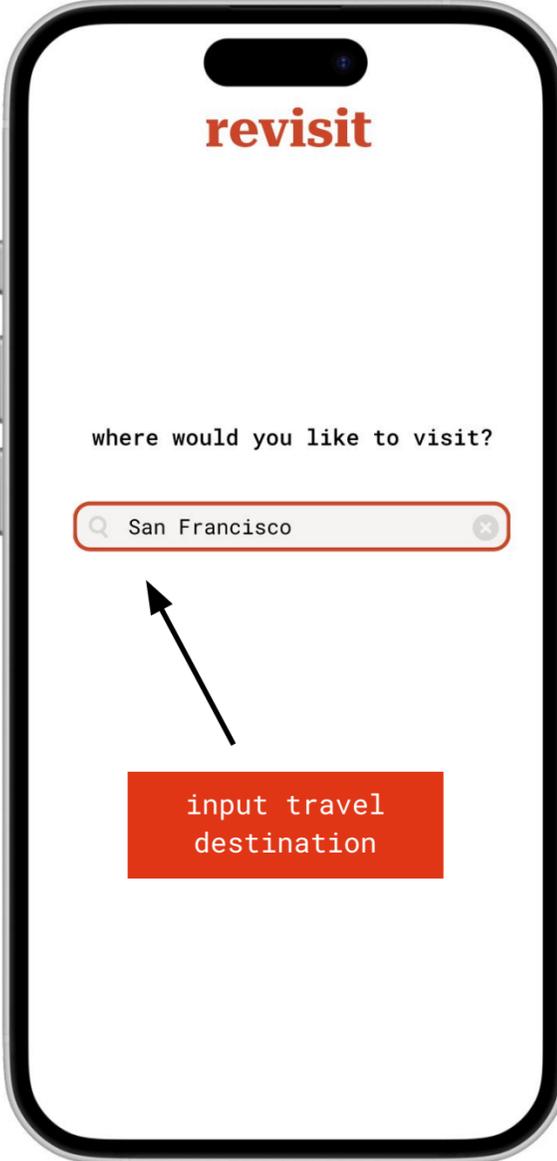
**medium-fi  
task flows**

# simple task flow:

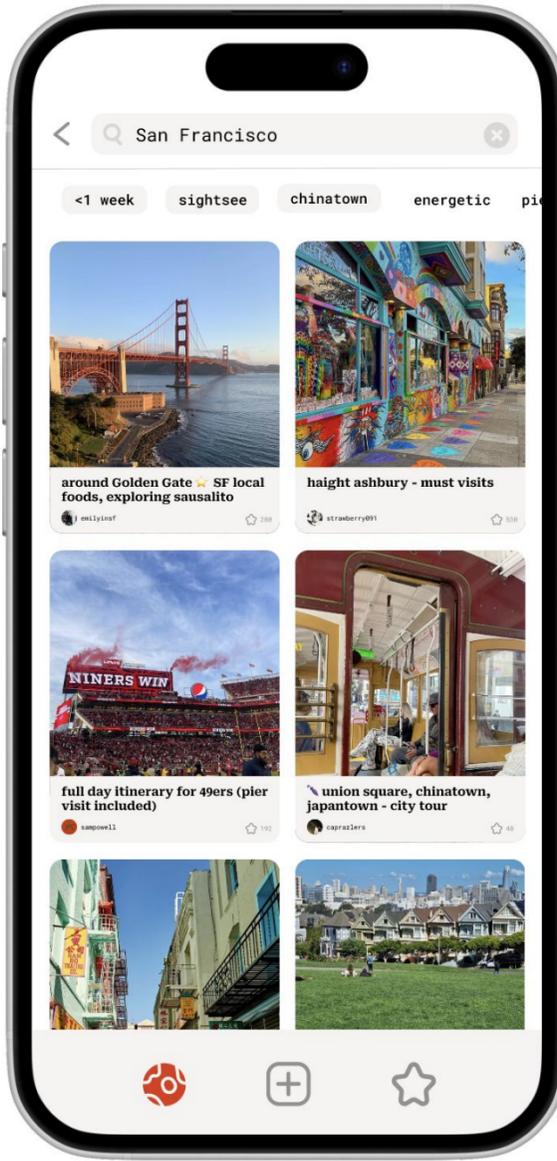
- 1. users can search for itineraries that are specific to the location you are going to
- 2. users can access the itinerary online



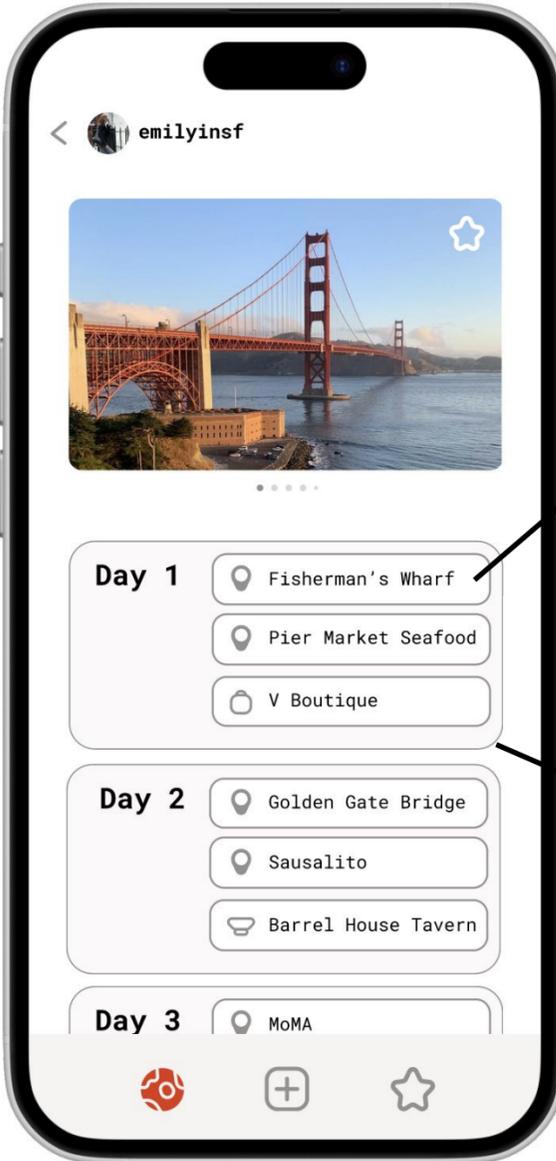
revisit homepage



input travel destination



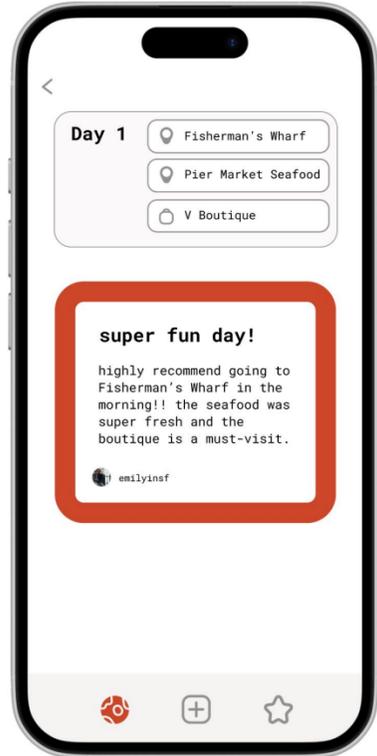
scrollable feed with itineraries from past travelers



users click on posts to open a detailed itinerary

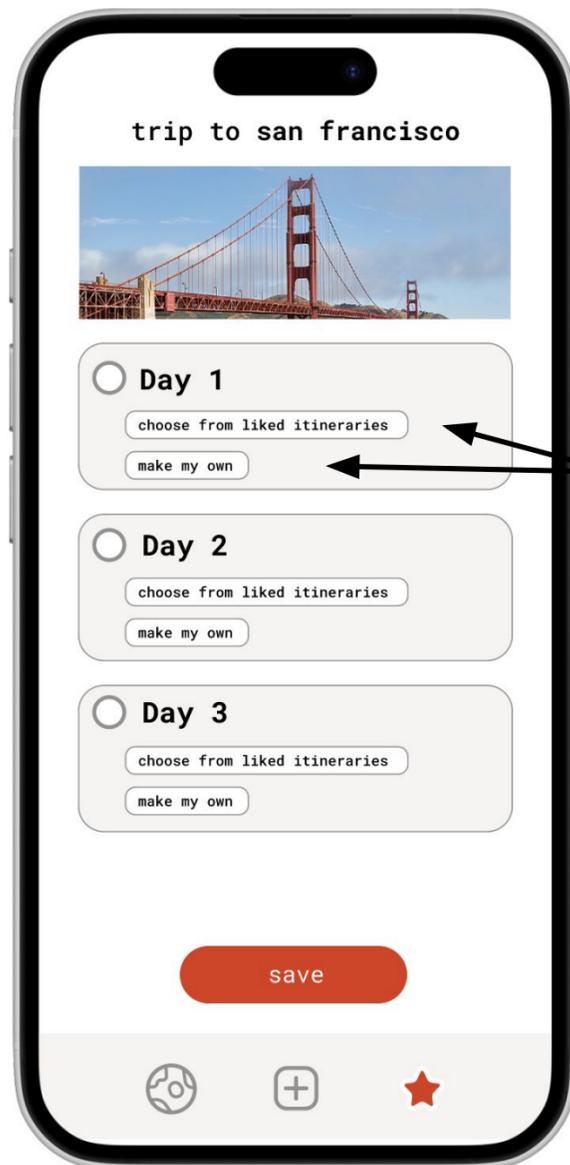


users click on the activity/day to view reviews from post author



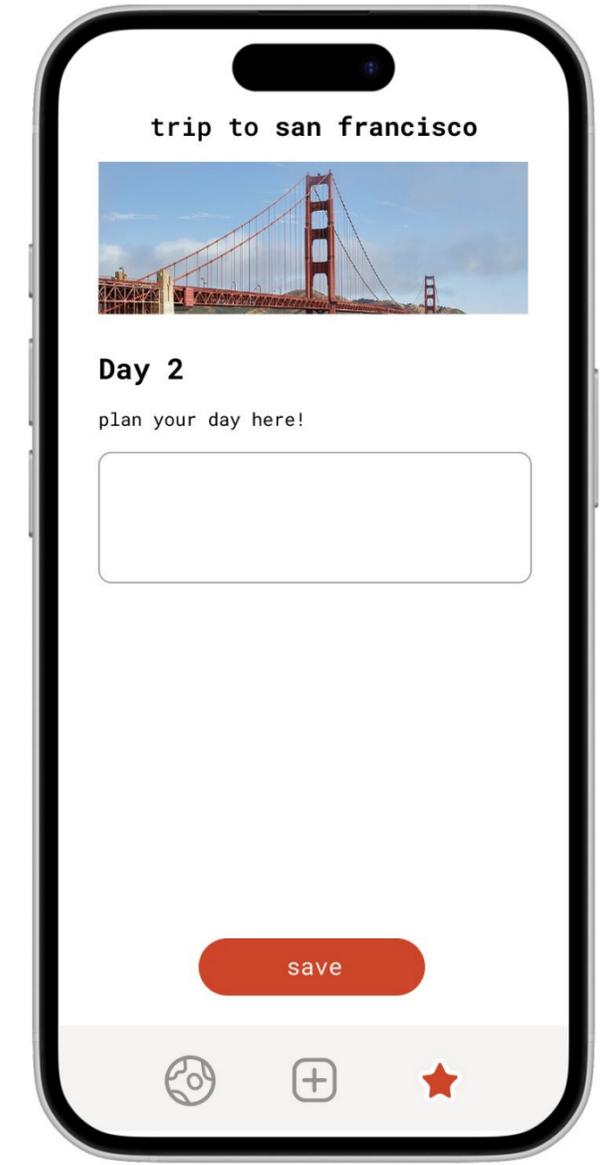
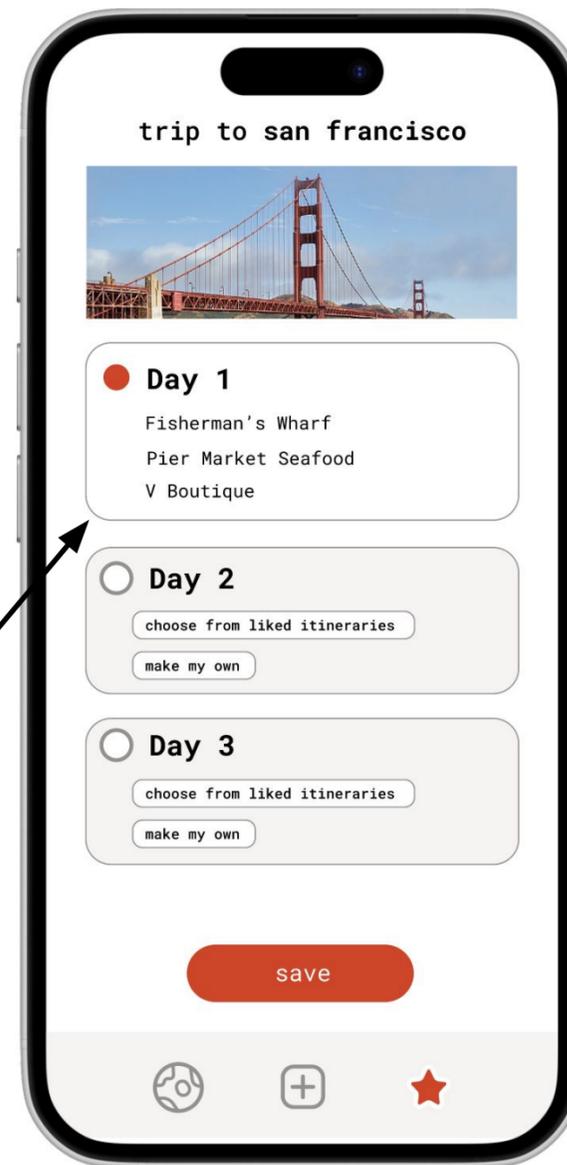
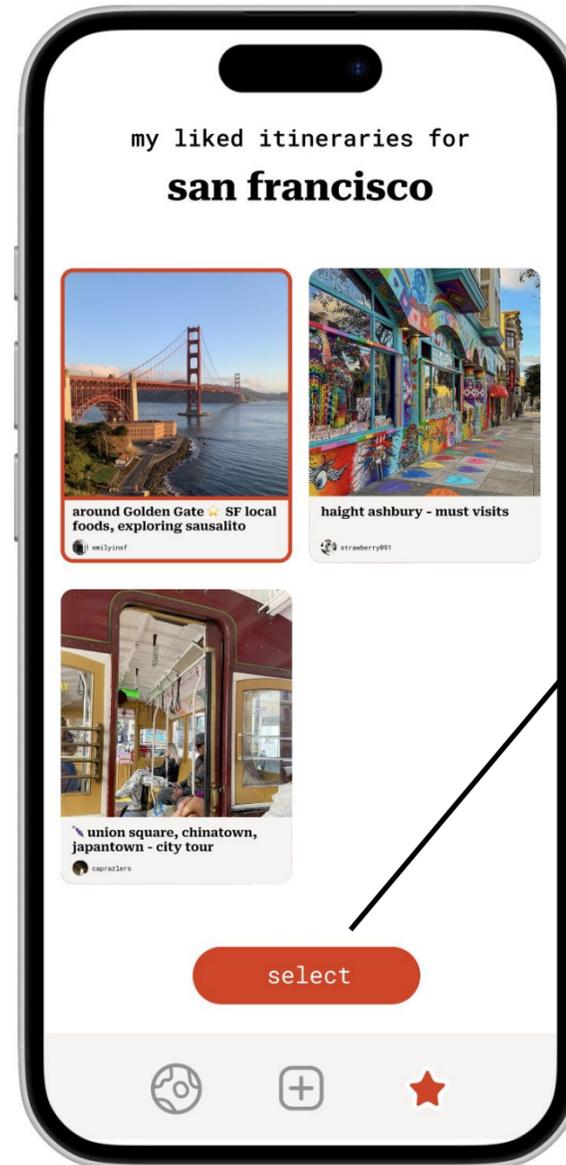
# complex task flow:

1. users can customize certain activities they find interesting



users can choose to plan each day by choosing from their liked itineraries, or doing it themselves

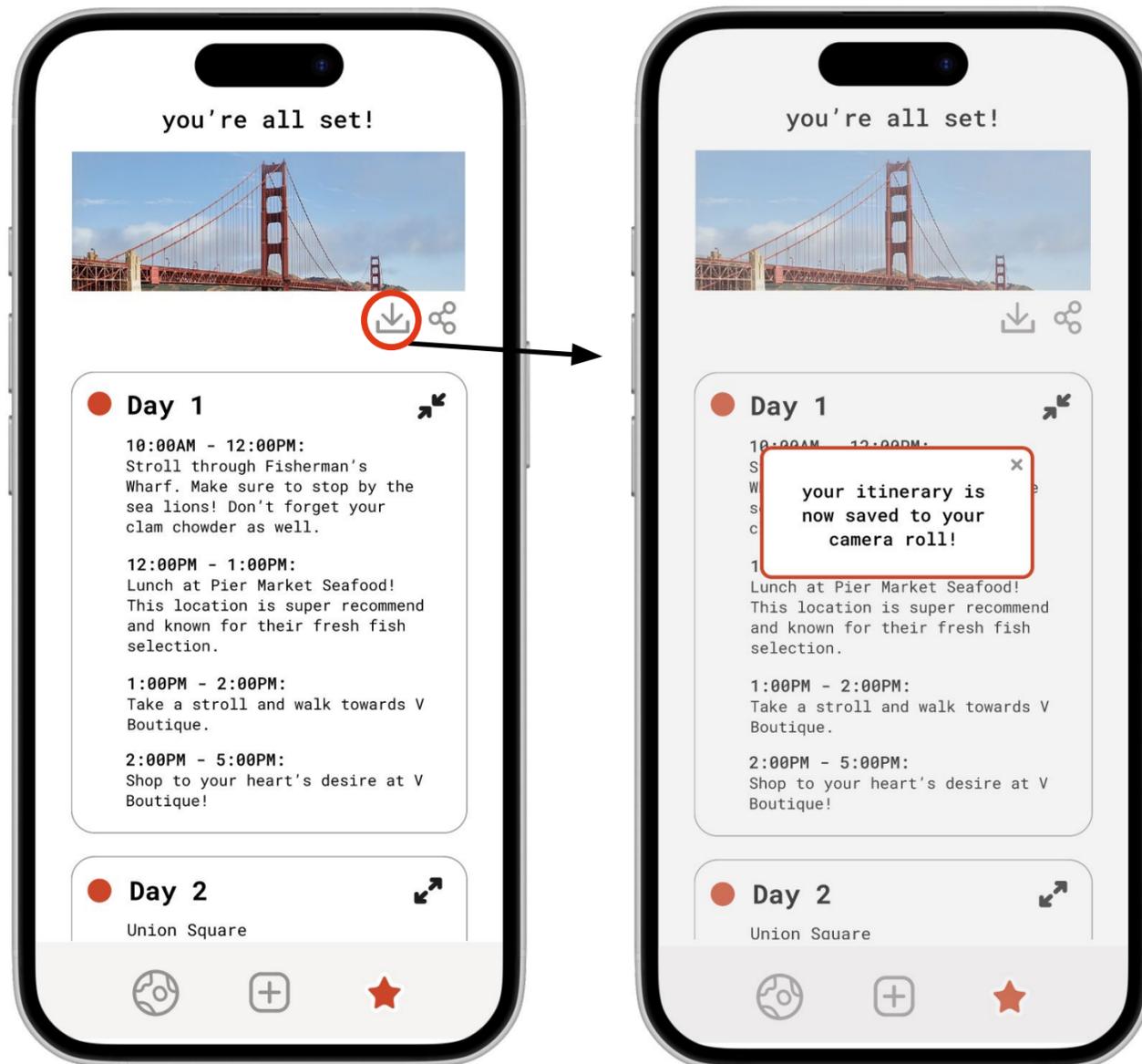
if users select to choose from liked itineraries, they will choose the itinerary they want to adopt



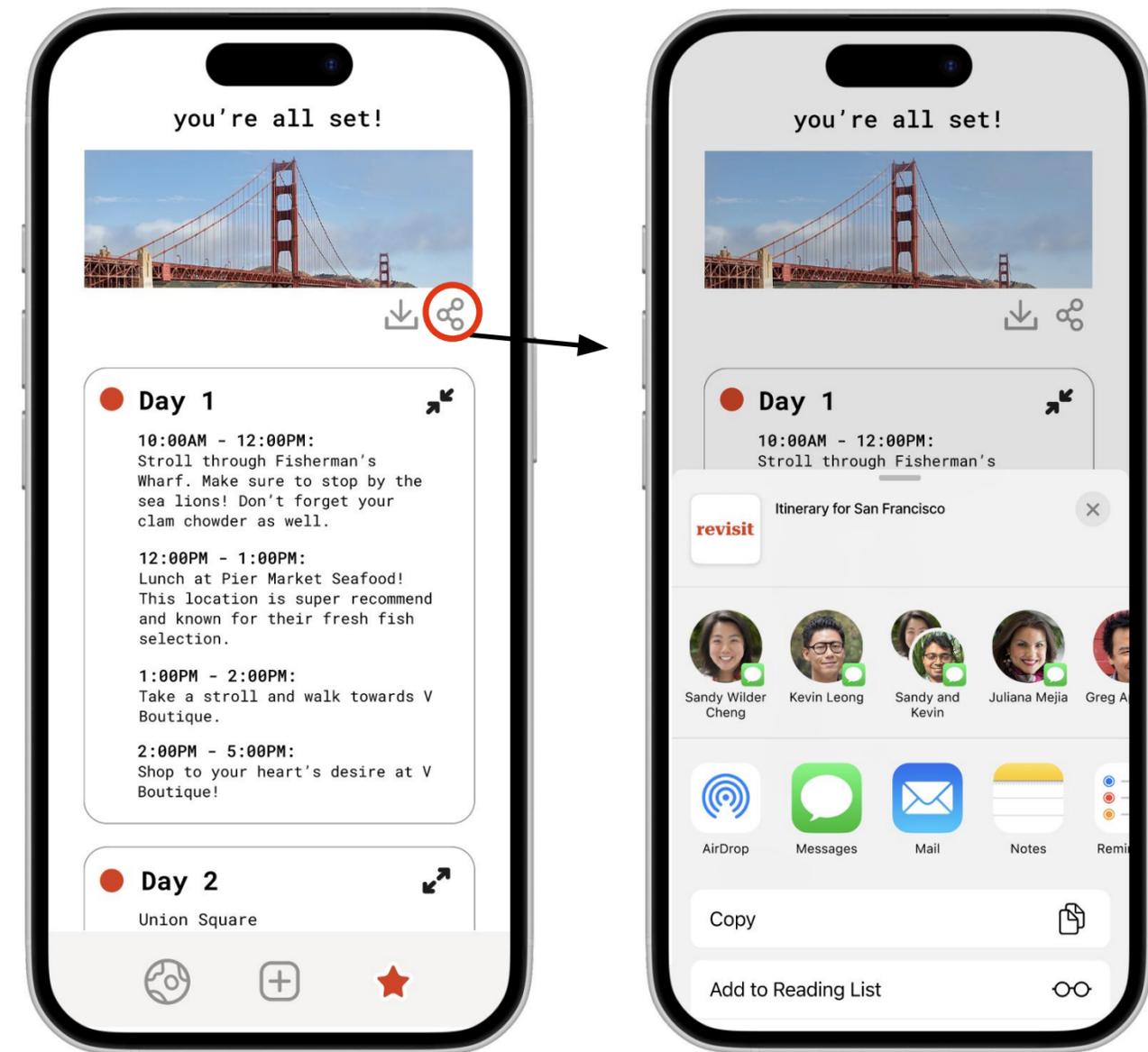
if users choose to make their own itinerary, they can input their plans here

## moderate task flow:

1. users can save the itinerary to their device
2. users can share itinerary with others in the group



once the user is happy with their itinerary, they can download it to their device



users can also share the itinerary with their travel buddies

**thank you!**

# appendix

med-fi figma prototype

# app

1. easily accessible during travel
2. less stressful way to make decisions (cue Samantha)
3. increased overall usage (people spend more time on their phones)
4. easy collaboration
5. more intimate and personalized
6. targeted more towards younger audience

# web

- more aligned to current planning methods → on computer
- wider screen, wider coverage and visual input
- central hub for booking (ex. book plane tickets in second tab)
- more professional, caters towards specific audience
- easy to use for all ages

# pros & cons of app

## pros

- straight to the point, can get itinerary quickly
- quick onboarding process
- allows for quick repair (via swipe recs)
- categorizes recommendations (ex. housing, food, tourist attractions)

## cons

- stuck to one location, doesn't track user preferences across different locations (ex. computer)
- small screen display can pose challenges for elderly with weak eyesight
- potential storage problem on phones

# prototype testing procedure

1. **provide background on revisit** → solve problem of initial hunch in planning trips
2. **prompt user to walk through app** and think out loud
3. **test 3 tasks**
  - i. search for itineraries of specific destination
  - ii. share itinerary with group trip members
  - iii. customize itinerary

# critical incidents

- **no problem**

- intuitive calendar view
- searching for itineraries based on location and preferences
- inviting people to view/edit itinerary

- **cosmetic problem**

- bigger search bar for destination on home screen
- confusion with meaning of “must-do’s”, can be reworded as “must-visits”

- **minor usability problem**

- more individualized itineraries - include time slots, recommended times/purpose to visit

- **major usability problem**

- itinerary collaboration needs to be explain more clearly

- **usability catastrophe**

- yes/no voting structure for events was unclear