

revisit

get your plans out of the groupchat.



our team



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problem

- people suffer from a *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.

revisit

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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.

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.

outline

- heuristic evaluation results
 - UI and product revisions
 - prototype implementation status
 - demo of prototype
-

heuristic evaluation results

67 total violations from heuristic evaluations

- consolidated down to 25 total violations, grouped by type of violation and implementable solutions

54% of these violations labeled as severity level 2

- 34% severity 3; 7.6% severity 1; 3.8% severity 4; and 0% severity 0

most common violation type had 4 violations each

- match b/w system & world (H2), aesthetic & minimalist design (H8), and value alignment & inclusion (H12) were most common
- overall, needed to focus on streamlined navigation, consistent design for clarity, and enhanced community and collaboration

as a result, we made 25 total revisions

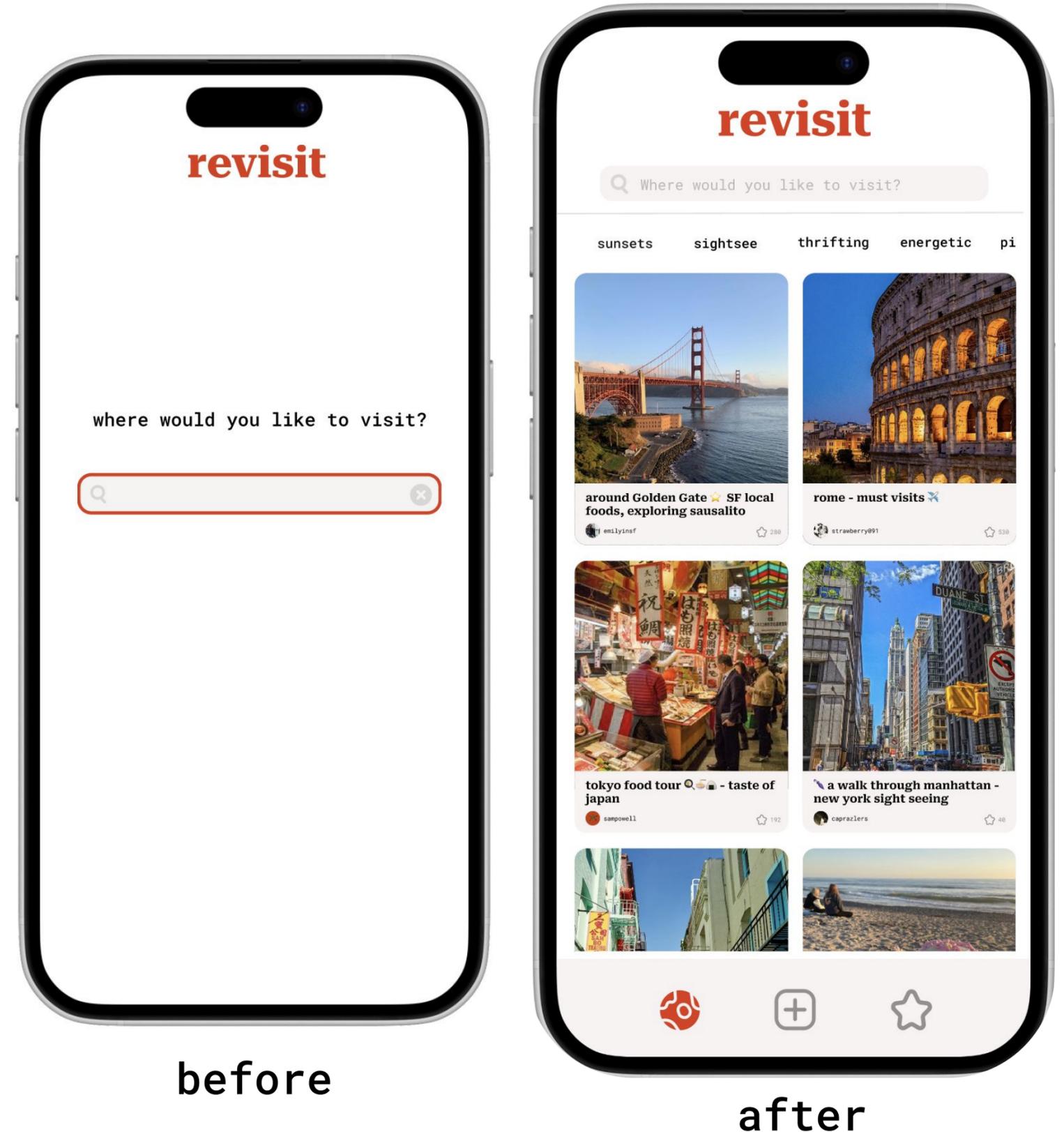
- revisions ranged from 1-4 in severity
- biggest change: reimagining & simplifying collaborative itinerary planning

design revisions

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

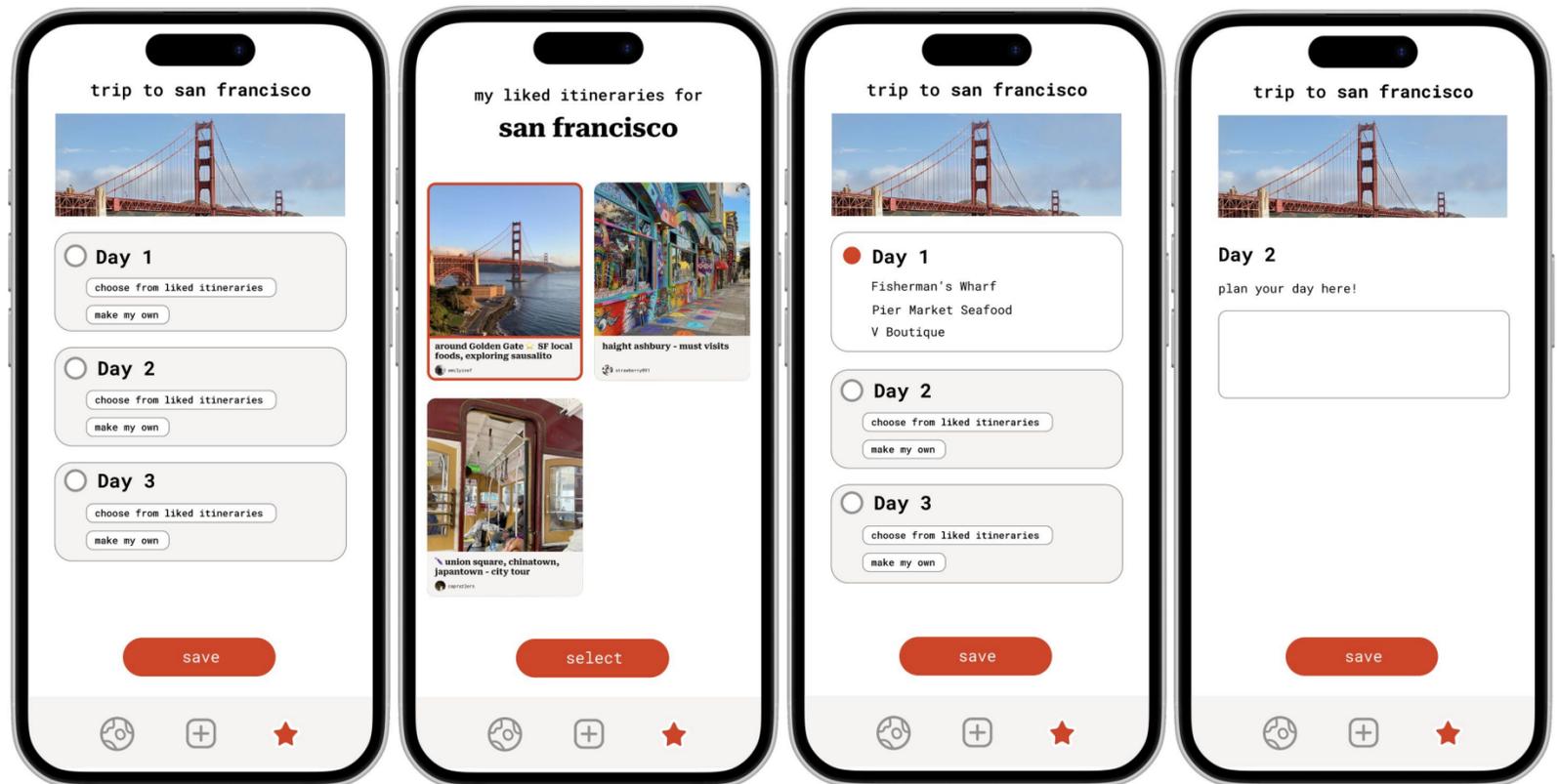
- severity 4, all tasks
- too many mandatory steps needed to go through entire flow

fix 1: simplify and eliminate steps by making the home page the user feed, which is filled with trending itineraries. reduces screens user sees



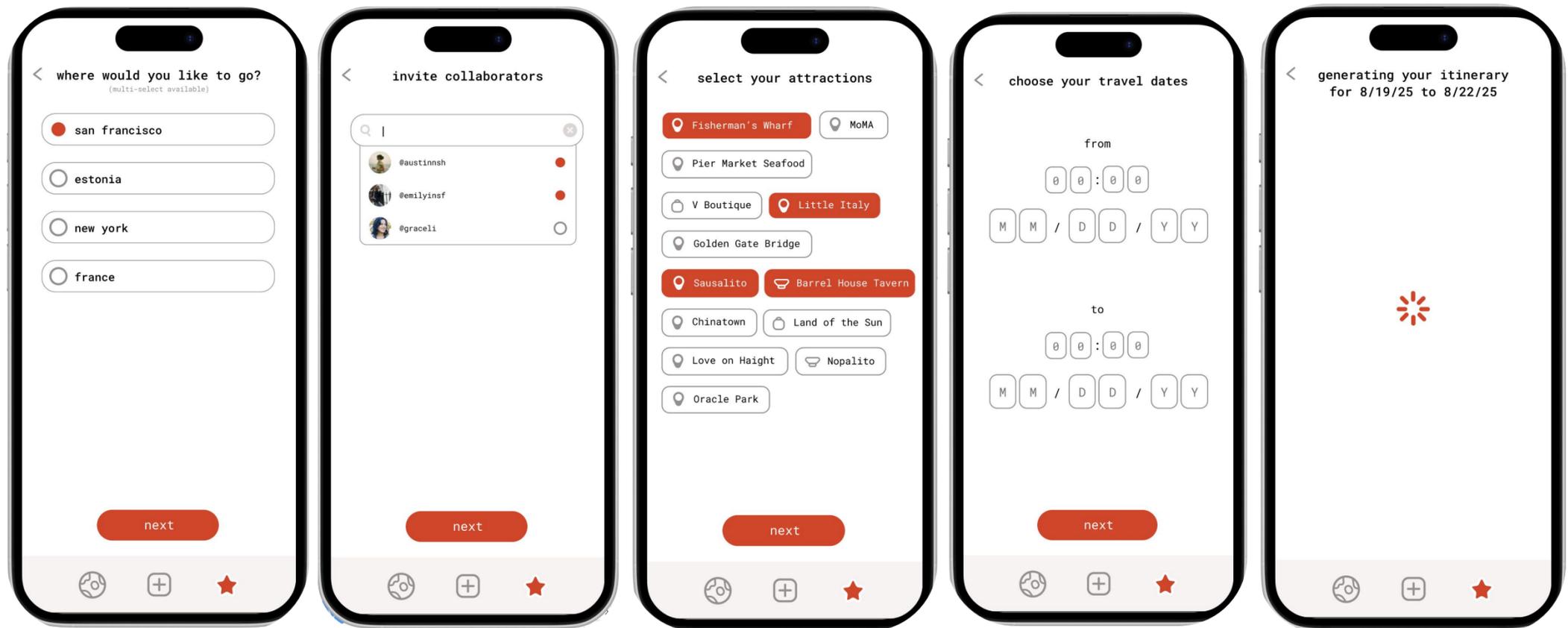
H7: flexibility & efficiency of use & H8: aesthetic & minimalistic design

- severity 4, all tasks
- too many mandatory steps needed to go through tasks



before

fix 2: simplify itinerary making process; now an itinerary will be generated, removing back-and-forth user input for each day

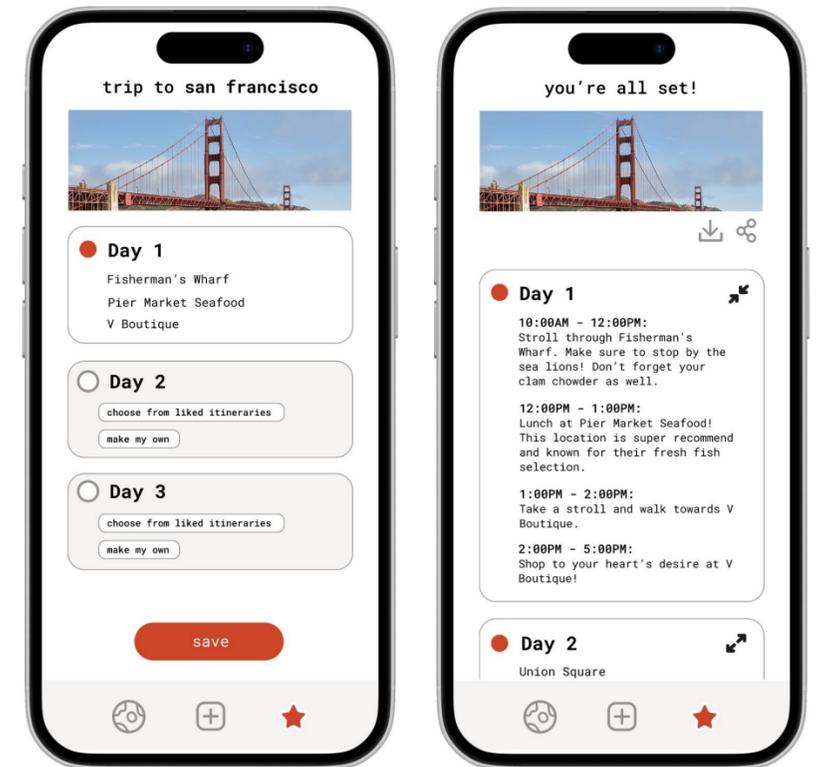


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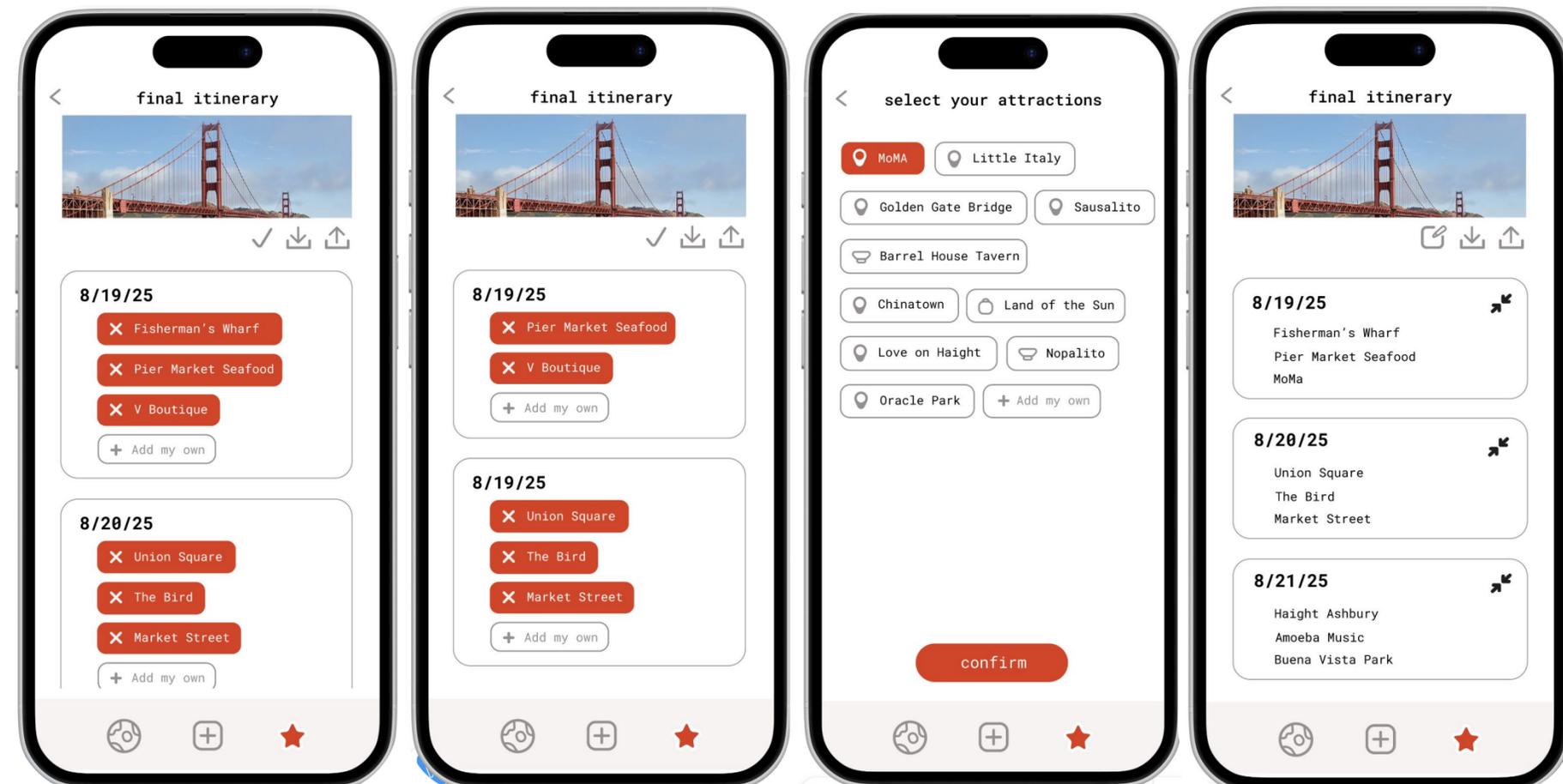
H7: flexibility & efficiency of use

- severity 4, complex task
- when customizing itinerary, users cannot edit itinerary without restarting entire itinerary-making process

fix: simplify itinerary editing by being able to easily delete an itinerary activity, add a new activity, and save progress, ultimately preventing user frustration



before

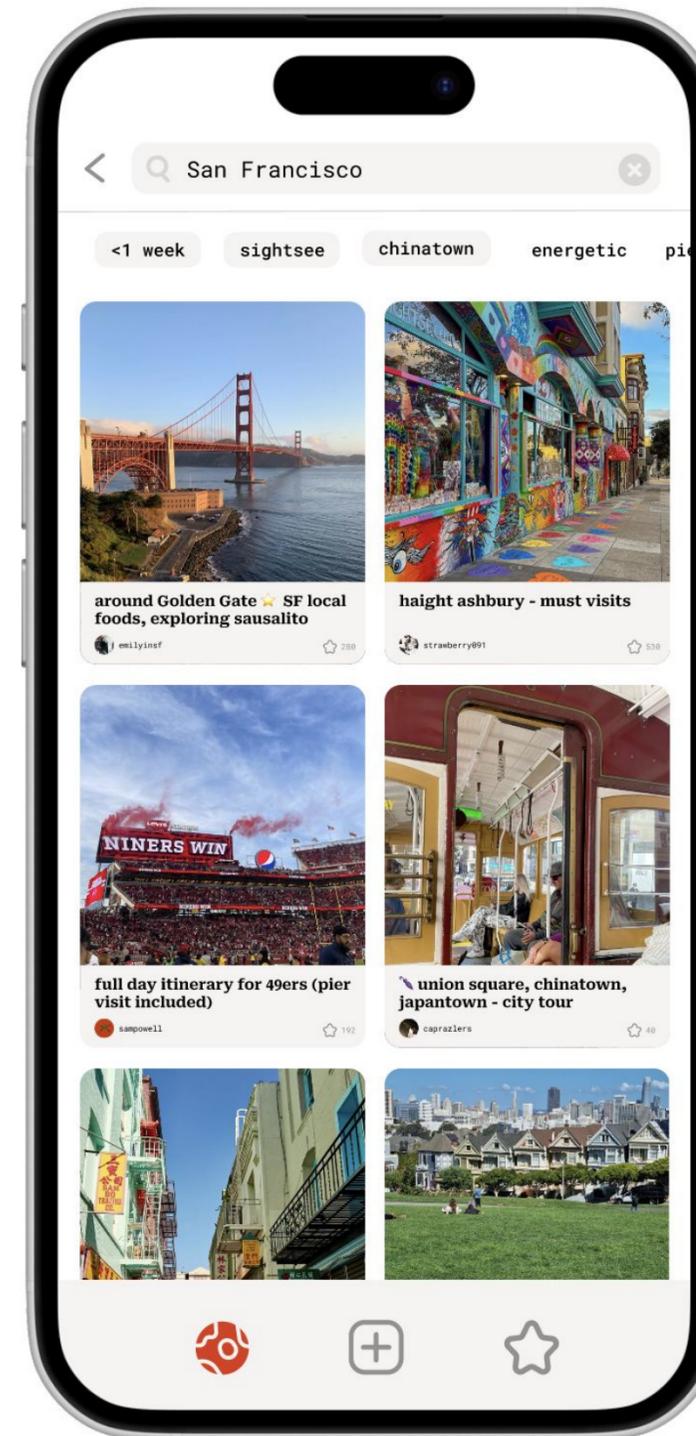


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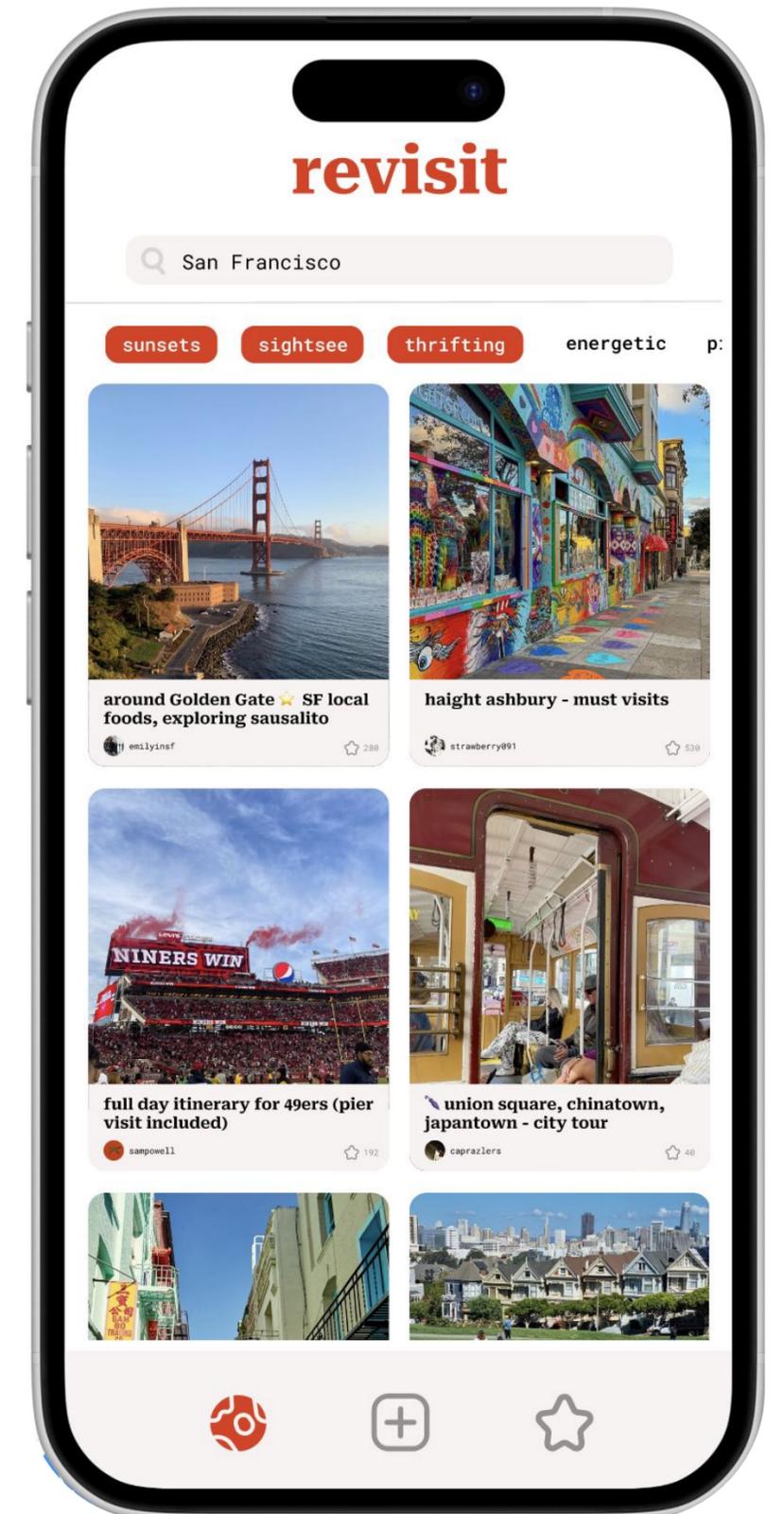
H1: visibility of system status & H2: match b/w system and world

- severity 3, simple task
- poor visual indicators of selected filters
- provided filters use location-specific terms unfamiliar to user

fix 1: use red instead of grey for selected filters for visibility
fix 2: broaden filters to not be location-specific for non-expert users



before

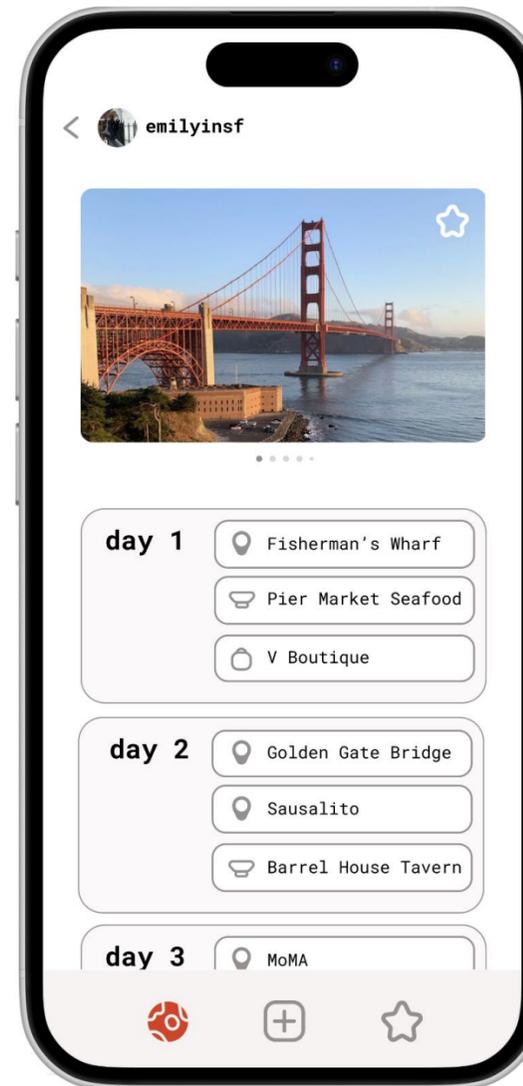


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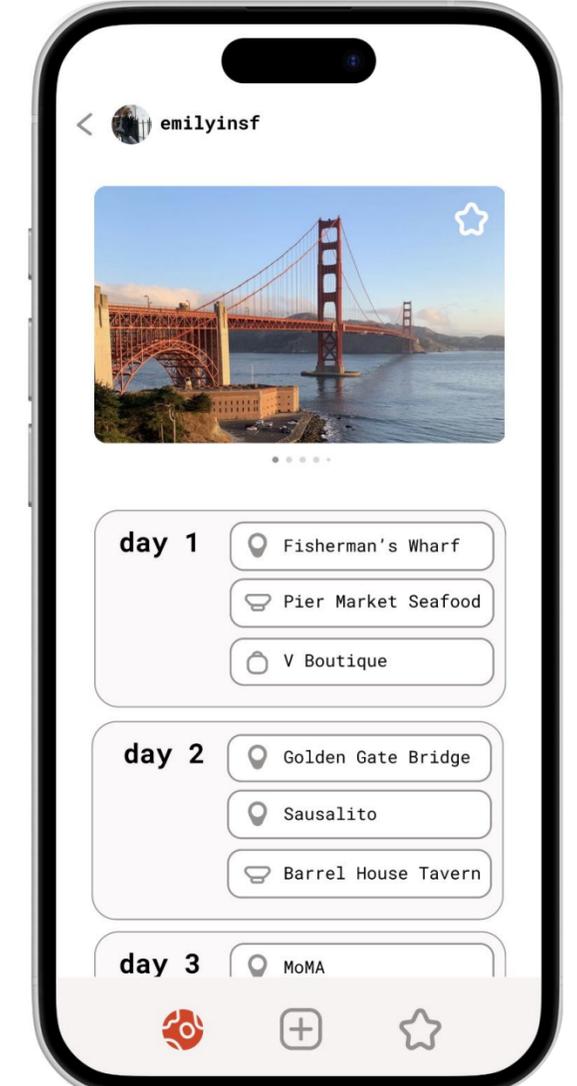
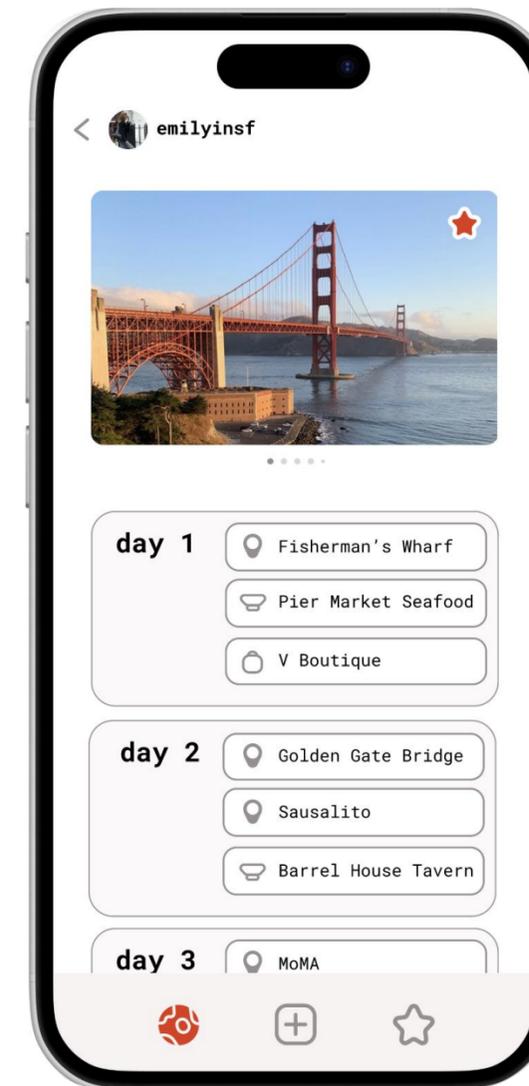
H3: user control & freedom

- severity 3, simple task
- no ability to undo adding an itinerary to favorites in the "starred" page

fix: add ability to unstar the itinerary by simply clicking the star again



before



after

H12: value alignment & inclusivity

- severity 3, simple task
- lack of community engagement, which goes against the value proposition of fostering a sense of community for trip planning

fix: in addition to being able to read the feedback of the user who created the itinerary, provide an open comment section for anyone to comment about the itinerary

H8: aesthetic & minimalistic design
fix 2: made red borders less thick, so it's less in your face



before

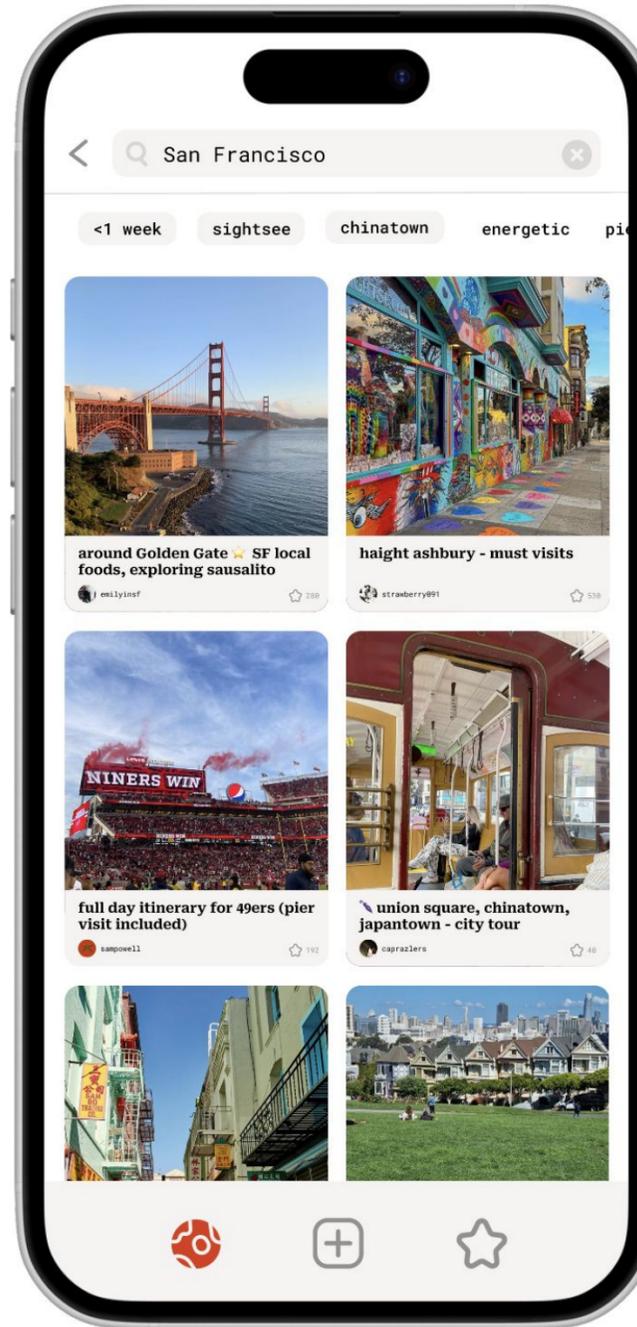


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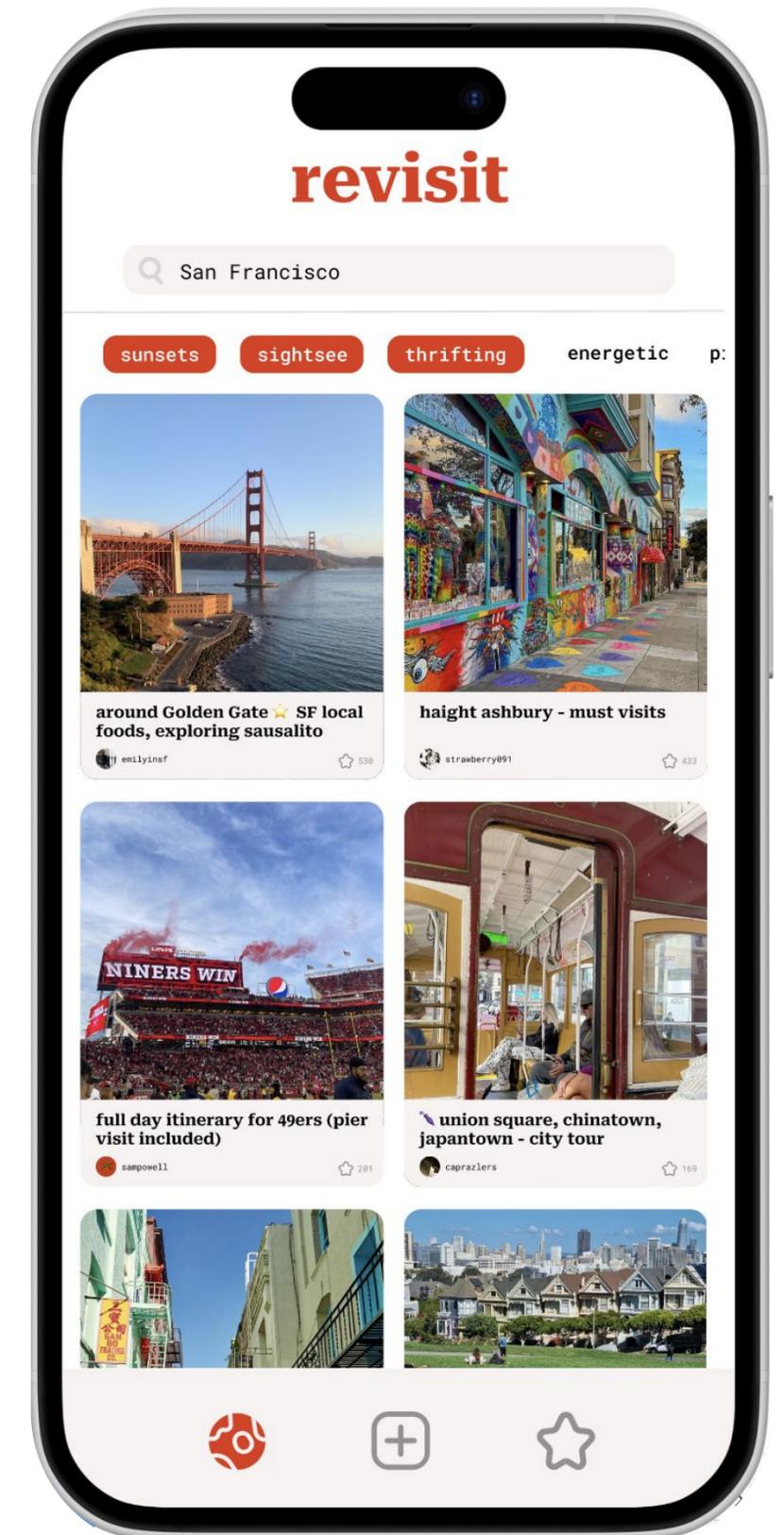
H4: consistency & standards

- severity 3, moderate task
- feed is randomly sorted, leaving users to sift through plethora of itineraries

fix: sort itineraries by number of stars received for relevance



before

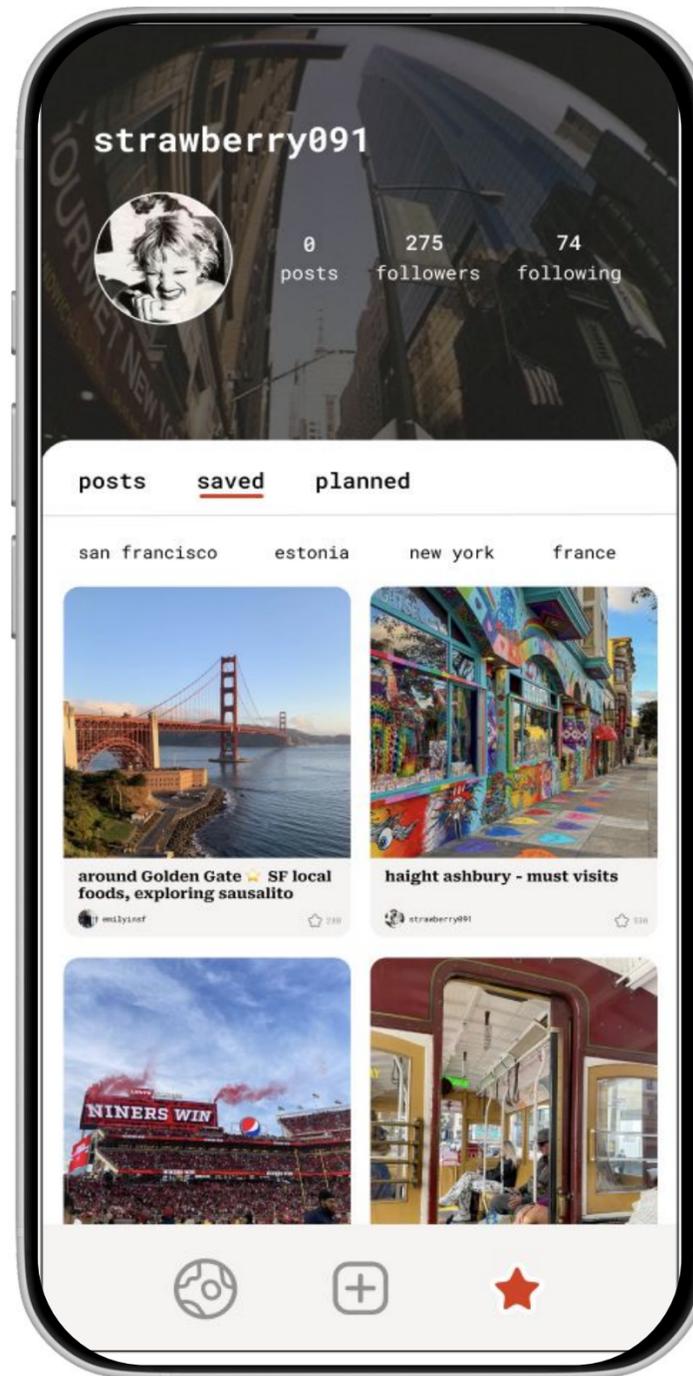


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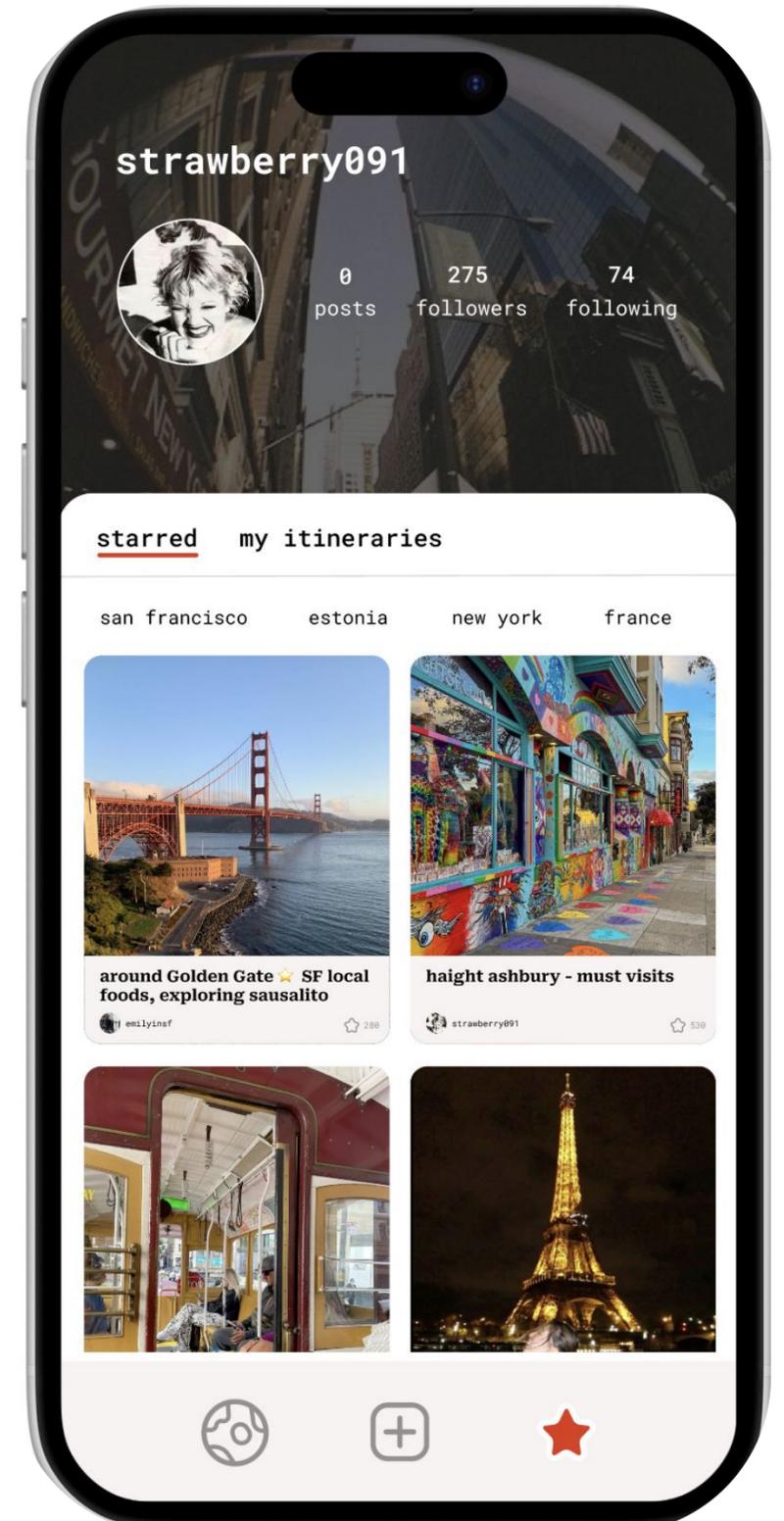
H4: consistency & standards & H2: match b/w system & world

- severity 3, all tasks
- capitalization not consistent
- icons do not match the terms that are used to refer to them, causing confusion
 - ex: star icon leads to profile

fix 1: keep everything lower case
fix 2: change the wording to be consistent with icons. use "itineraries" instead of "posts" and "starred" instead of "liked."



before



after

revised design: big picture

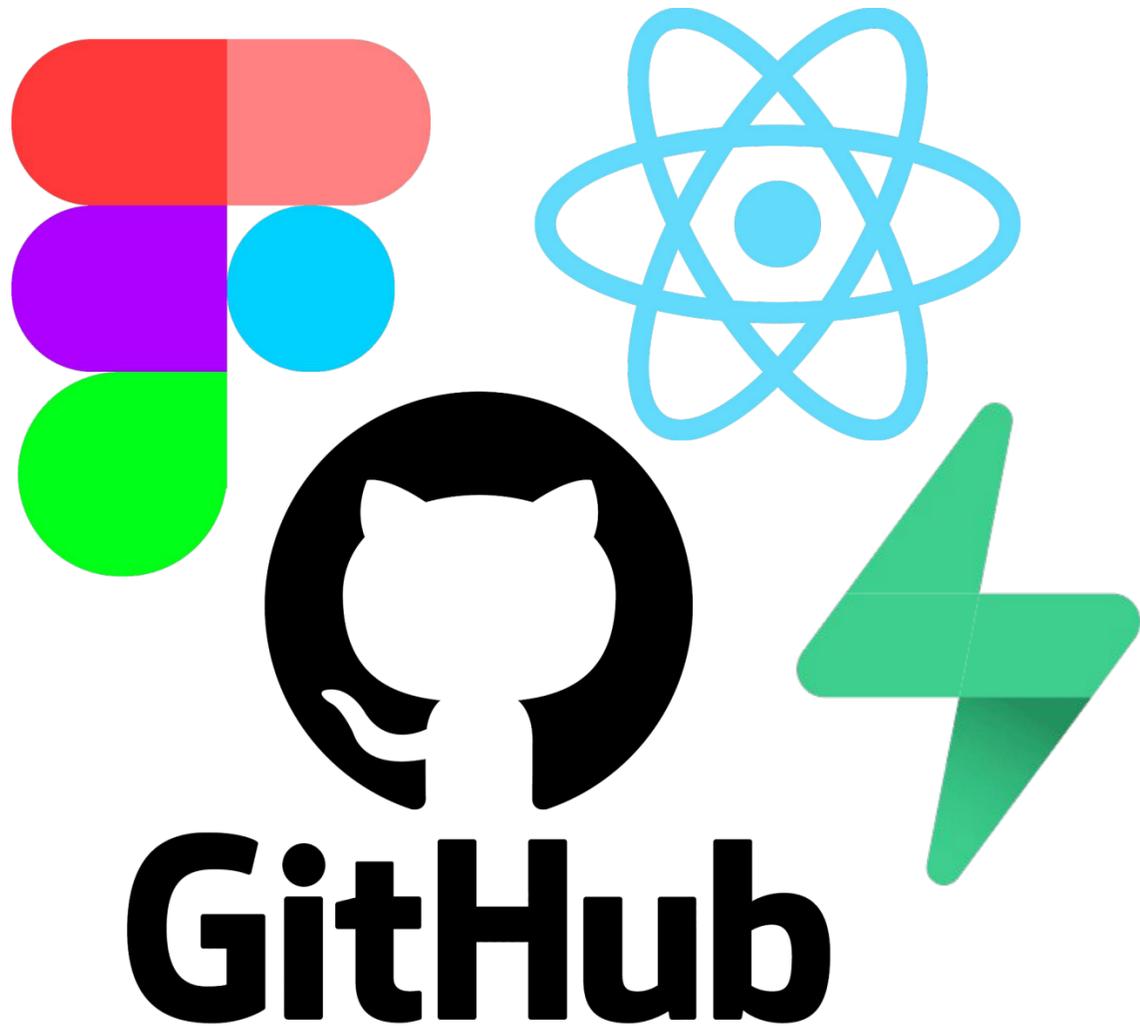
- reduced screens in itinerary search, creation, and collaboration to prevent distractions and feelings of being overwhelmed
- increased user flexibility so users can edit and save whenever they please, instead of having to go through entire flow
- simplified itinerary collaboration, taking the burden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

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

hi-fi prototype implementation process

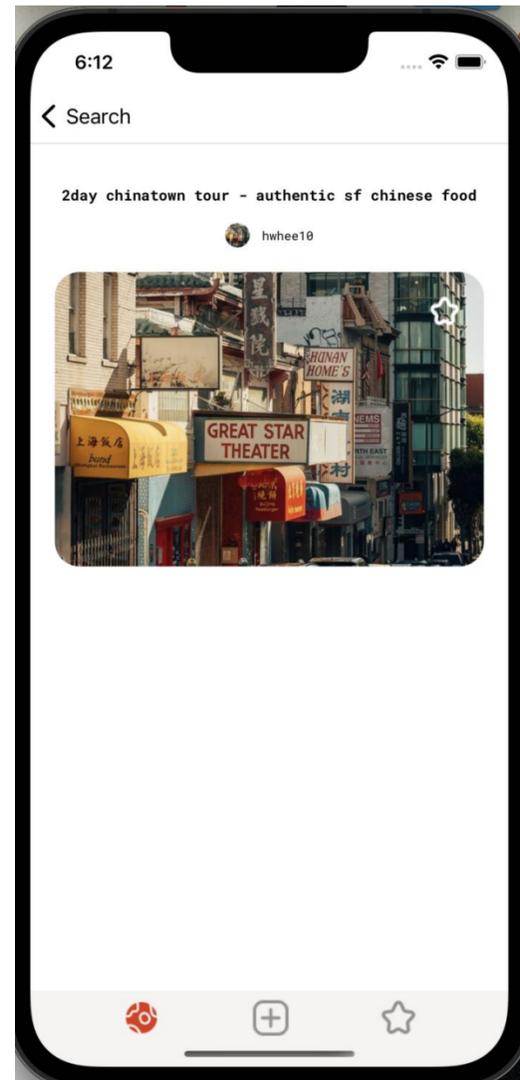
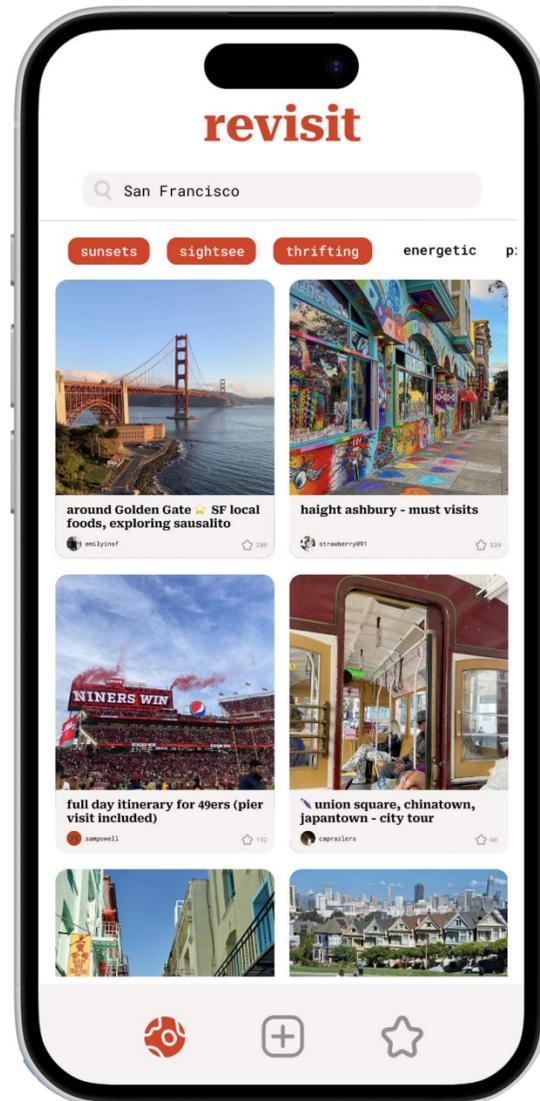
tools used

ANTHROPIC



- figma (for design components)
- react native (application framework)
- supabase (database management system)
- github (version control)
- anthropic (smart recommendations)

implemented features



simple task:

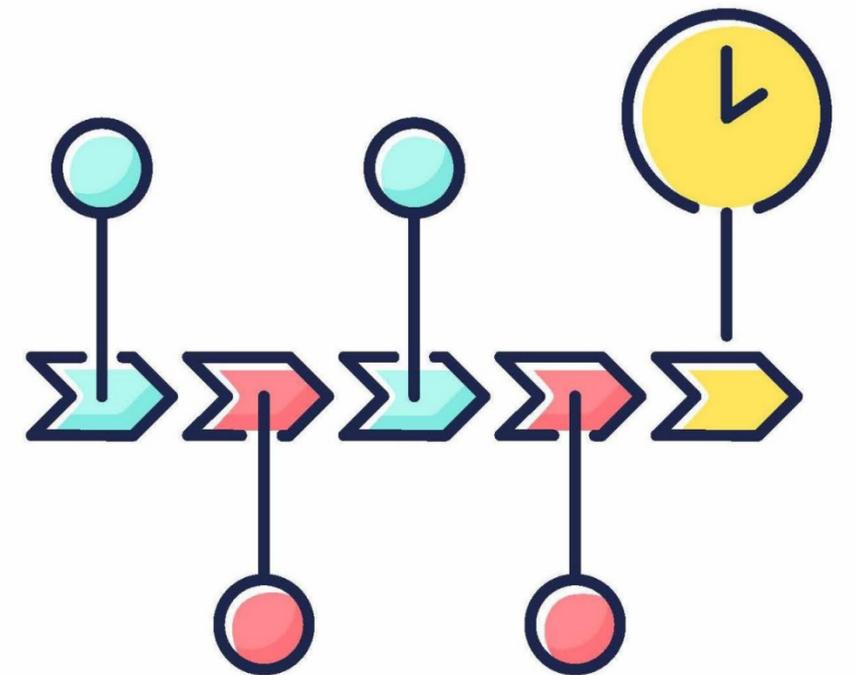
- searching for itinerary within search bar.
- viewing different itineraries

unimplemented features

- moderate task: make itinerary & share with friends
- complex task: edit itinerary

plans to finish

1. create dynamic profile page with starred itineraries and user's itineraries
2. moderate task: make itinerary with collaborators
3. implement auto-generated itineraries
4. complex task: edit itinerary based on individual activities
5. share and save itinerary



implementation

wizard of oz technique

- simulated interactions: specific photos act as interactive elements, creating an illusion of a functional app.

hard-coded items

- available itineraries for browsing
- ratings, comments, and feedback of itineraries

thank you!

revisit demo!