WANDERLIST
the travel planning website and app

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Everyone has their own way of planning their trips. While planning is the fun part of the process, keeping track of bookings, flights and important information isn’t.

Wanderlist is a website designed for individuals to help them plan and prepare for their trip in the most pain-free way possible.
Travellers need a tool to help them plan and organise their trips.
THE GOAL

Learn how people plan destination trips.
Finding out the issues related to trip planning will provide good insight into the problem, what people have done to remedy it.

Understand the target market.
The goal of this process is to find out what motivates users, what their goals and what they have frustrations with. Determining the above will give us a better understanding of what to deliver to fill user’s needs.

Construct a solution to meet user needs.
Based on the results of the user needs and motivations - to come up with an answer to those needs.
DEFINE

USER INTERVIEWS

WHY?
For my user interviews, I created a flowchart to help me cover all the important information that I wanted to get.

I interviewed 8 users who have plenty to little experience with travel, who range between the ages of 23 - 47, male and female, single and with family.
FINDINGS

Goals and motivations

• Travel to see, feel and experience new things
• Users travel for social reasons - travel with friends, family, events
• Searches for community reviews
• Extensive research to make sure the trip goes by without a hitch - by being informed on information related to the location

Pain points

• Having too many points of comparison
• Having too many printouts for bookings and places to see
• Not knowing when attractions are closed
• Wasting time because of lack of research
• Not having access to information in remote locations
DISCOVER
PERSONAS
Primary Persona
Jenna is a young professional and a social media influencer who travels a lot for work and for fun. When travelling, she seeks out picture-perfect locations, and wants to know country and city specific information before she goes.

Secondary Personas
The workaholic, The Parent, Travel Expert
Prior to the user interviews, I had originally planned to create a mobile app only because it’s an easier way to carry your itinerary around while on the go. But after doing user interviews, I had found that most users plan their trips on a desktop - mainly because it’s easy to use for searching, you can have multiple tabs open, and it’s easier to find information at a glance. So learning that has shifted the end product that I had planned to deliver.

Users had placed a high importance on community reviews, photos and recommendations.

5 out of 8 users mentioned wanting location specific information before going on their trip.
DEFINE MVP

Using the MoSCoW method, I've narrowed down the essential features necessary.

- Scheduler/planning calendar
- Desktop and Mobile version
- Drag and drop function on desktop and mobile for flexibility to move things around easily
- Premade itineraries
- User reviews on locations and activities
- Search function
- Search filters
- Being able to share trip

Must-have initiatives
- Premade itineraries
- Access your itinerary anywhere
- Desktop and mobile version
- Itinerary calendar
- Drag and drop to move items around
- You can share your trip

Should-have initiatives
- Toggle click and drag function on mobile
- Visual calendar of itinerary
- Ability to connect different legs of the trip
- Download offline maps with itinerary info

Could-have initiatives
- Cultural info to know, kip, and detail in advance
- Wishlists

Will not have (Yet)
- Privacy Alert for locations and activities based on entry
- Trip recommendation based on empty weather
- Chat function to collaborate trip with friends
<table>
<thead>
<tr>
<th>Feature</th>
<th>Google Maps</th>
<th>Tripadvisor</th>
<th>Tripit App</th>
<th>Wanderlist</th>
<th>Pain Points being addressed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trip Reviews</td>
<td>✔</td>
<td>✔</td>
<td>❌</td>
<td>✔</td>
<td>Wants user-based reviews</td>
</tr>
<tr>
<td>Geomapping</td>
<td>✔</td>
<td></td>
<td>✔</td>
<td>✔</td>
<td>Knowing what’s nearby</td>
</tr>
<tr>
<td>Navigation</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Finding out where to go</td>
</tr>
<tr>
<td>Search</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Finding things to do and see</td>
</tr>
<tr>
<td>Calendar</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>✔</td>
<td>Be able to see overview of trip</td>
</tr>
<tr>
<td>Create your own itinerary</td>
<td>Only stop-by-stop itinerary (max of 10)</td>
<td>❌</td>
<td>✔</td>
<td>✔</td>
<td>Can customize trip to how user wants</td>
</tr>
<tr>
<td>Preset Itineraries</td>
<td>❌</td>
<td>✔</td>
<td>❌</td>
<td>✔</td>
<td>Can choose between itineraries set by experts</td>
</tr>
<tr>
<td>Mobile/Desktop Version</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Users find planning trip easier on desktop but want to be able to access trip details while on the go</td>
</tr>
<tr>
<td>Notifications for location updates</td>
<td>✔</td>
<td>✔</td>
<td>❌</td>
<td>✔</td>
<td>Up-to-date information on attractions, things to know before you leave for your trip</td>
</tr>
<tr>
<td>Share Travel itinerary</td>
<td>❌</td>
<td>❌</td>
<td>✔</td>
<td>✔</td>
<td>Share trip with friends</td>
</tr>
<tr>
<td>Flight and Check in Updates</td>
<td>❌</td>
<td>❌</td>
<td>✔</td>
<td>❌</td>
<td>Having less to worry about</td>
</tr>
</tbody>
</table>
DEFINE
INFORMATION ARCHITECTURE

Homepage
- Destination
  - Sort by Country
    - Africa
    - Antarctica
    - Australia
    - Asia
    - Europe
    - North America
    - South America
- Search
- Calendar
- Account management
- Reviews
- Share
- Wishlist
- Login
- Preset Itineraries
- Email
- Signup
- User Reviews
- Chat
- Profile Settings
- User Photos
- Dashboard
- Attractions
- Art
- Culture
- Entertainment
- Music
- Nature and Adventure
- Shopping
- Photography
DESIGN
SKETCHES & WIREFRAMES
DESIGN

BUILDING THE PROTOTYPE

Lorem Ipsum
dolor sit amet

Lorem Ipsum
dolor sit amet
Let's go where the wi-fi is weak

Dashboard
Start your trip
Search page
Search Result (City)
City Activities List
Activity Result
Calendar
I tested the prototype on users that fit my target market and gave them the task scenario of

“You’ve decided that it’s time to plan your next holiday and this time you’re going to Tokyo. Use Wanderlist to build a new itinerary.”
Based on the usability results, users got through the login and startup process without any issues. But it was clear that it was the search process that caused a bit of confusion to about 80% of users.
The search process caused the most confusion to users. This was possibly due to a change in UI design from the start itinerary to the search page making them think they went to the wrong place. Also lack of cues or prompts.

Users found that the flow goes through too many pages to filter down your search and add an item to your calendar.

Uncommon icons or icons without labels tend to confuse users.

More than half of users asked for the ability to add booking for accommodations, flights and activities - something that I had set aside for phase 2 of the project.

2 out of the 5 users mentioned wanting a quick way to access and refer to the calendar while doing their planning.
Based off of the usability test results, I then revised the user flow and added extra features to make the process clearer and more accessible to users.
**PROBLEM**

Within the user flow, the search process caused the most confusion to users. This was possibly due to a change in UI on the search page and the lack of cues or prompts.

Users found that the flow goes through too many pages to filter down your search and add an item to your calendar.

**SOLUTION**

On the Search Page, I added a prompt mentioning that the user is adding a trip to their selected date.

Also made quicklinks to categorized places of interest to limit going through another level of filtering and search.
**PROBLEM**

2 out of the 5 users mentioned wanting a quick way to access and refer to the calendar while doing their planning.

**SOLUTION**

I resolved this issue by adding a floating taskbar that opened a snapshot of the calendar when clicked. I drew inspiration from the gmail taskbar for its simplicity and ease of use.
Click on the play button to view wanderlist in action!
DESIGN
WHAT’S NEXT
**STEP 1**  
Determine and refine all possible user flows and set up the corresponding pages and actions.

**STEP 2**  
Reiterate and test until we get to a stage where we’ve solved common issues.

**STEP 3**  
Do open card sort to establish right icons and visuals.

**STEP 4**  
Determine the features needed for the mobile app version.

**STEP 5**  
Build the app version of this website.

**STEP 6**  
PROFIT!