

AN APPLICATION THAT HELPS YOU

PLAN YOUR TRAVEL ITINERARY

APP Design / Service Design

Designed by Pulei Wang

INTRODUCTION

NUMBER



STRONG GLOBAL ECONOMY



GROWING MIDDLE CLASS



VISA CONVENIENCE

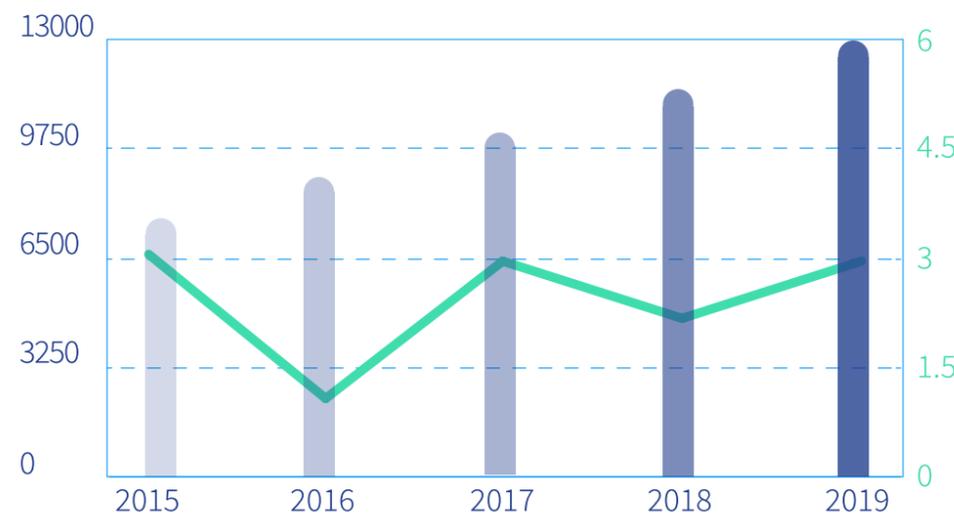


TECHNOLOGICAL ADVANCEMENTS



NEW BUSINESS MODEL

Based on above factors, the number of international tourists increased by 5.7% in 2019 to nearly 13 billion. Among them, the number of trips on all continents and different income groups is in a steadily increasing stage.



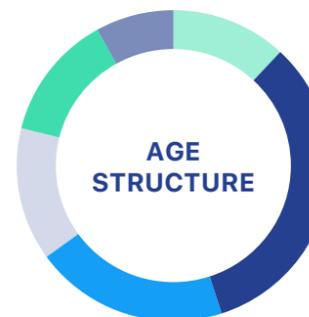
- ◆ Total number of people traveling globally(Million)
- ◆ The growth rate of the total number of global tourists(%)

TRAVEL BOOKING METHOD

Because of development of Internet, in recent years, people book hotel tickets and plan travel itineraries through smartphones, and no longer rely on finding a travel agency to complete these tasks.



AGE STRUCTURE



Among global travelers, 18-44 year olds account for nearly 65 which shows that young people like to travel.

- ◆ 18-24 12%
- ◆ 25-34 33%
- ◆ 35-44 20%
- ◆ 45-54 4%
- ◆ 55-64 3%
- ◆ 65+ 3%

PURPOSE & TRANSPORTATION

According to statistics, 58% of people traveling abroad are for vacation or leisure, and the remain 27% and 13% are pilgrimages (destinations in the Middle East) and business offices, respectively. And in today's various travel modes, airplanes and driving are the main ways people travel, accounting for 58% and 37% of travel modes, respectively.

TOURIST PURPOSE 2019

VACATION

PILGRIMAGE

BUSSINESS

OTHER



TRAVEL MODE 2019

AIRPLANE

CAR

SHIP TRAIN

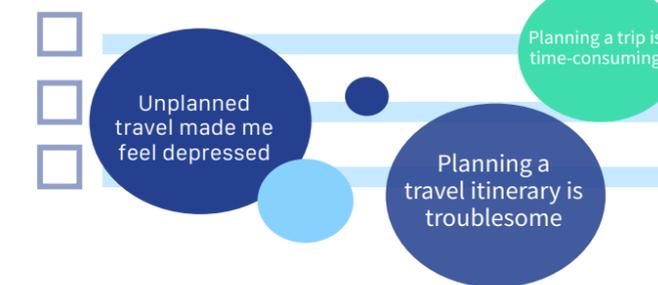
BICYCLE



PROBLEM STATEMENT

Young people like to travel, but factors such as busy work, difficulty in choosing a destination and troubles in planning a tourist route do not allow them much time to plan a trip, which leads to many people's travel experience is not as good as they thought.

Seems that the preparations before trip have caused trouble for many travelers.



RESEARCH

From the Problem statement section, we can understand that it seems that many people's poor travel experience comes from the tedious preparation work in early stage, and a small number of people are unexpected things during the trip.

● Questionnaire

In order to get a clearer understanding of the difficulties people encounter during travel, I did a questionnaire survey.

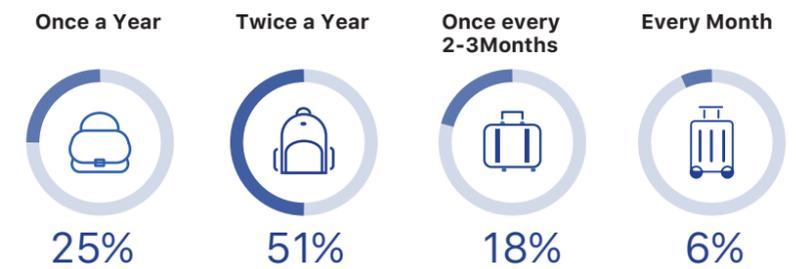
Question 1: Do you like travel ?



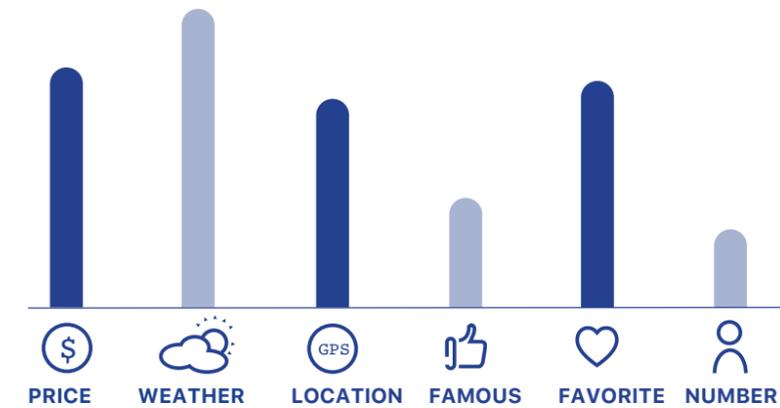
Question 2: Have you ever planned a travel itinerary?



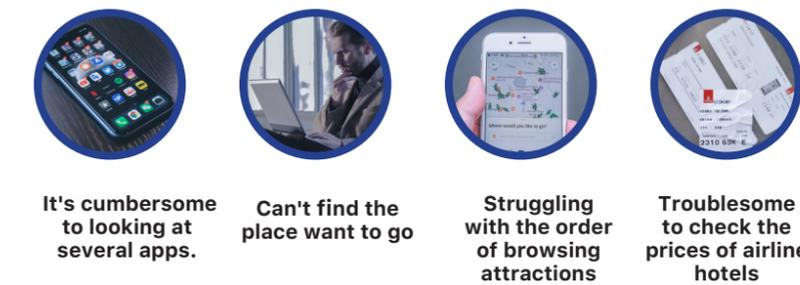
Question 3: How often do you travel?



Question 4: What factors will affect your choice of tourist attractions?



Question 5: What difficulties did you encounter when planning your travel itinerary?



● SUMMARY

From this simple questionnaire survey, we can find that many people have experience of planning travel itineraries, and they have encountered more or less problems in planning trip itinerary.

● Interview

After questionnaire, I found that the existing data lacked some details, such as personal thoughts about planning travel itineraries. Therefore, I found a few people who love to travel, conducted a simple personal interview with them, and made a further understanding of their confusion when preparing for travel and travel.

Confusion: Don't have good time planning skills



College student, 21 years old
Like taking pictures while traveling

To be honest, I think I **don't have a good sense of time and planning skills**. For example, I didn't think of booking hotels and airline tickets until a few days before departure. I tried to write it on a note to remind me, but it's useless.

Confusion: It takes a long time to book a flight

Price is the most important factor for me, so every time I book a ticket, I will browse different travel apps. Although it is possible to buy the tickets I want at a low price, **it is a waste of time**.



Ordinary office worker, 24 years old
Like to travel alone

Confusion: It takes a lot of time to choose the tourist attractions and arrange the browsing order



Company white-collar worker, 32 years old
Married with a son
Often travels with a family of three

We often travel with a family of five. The selection of attractions is very particular. For example, children like to go to amusement park, but elderly are not; and museums and parks where elderly like to go are not particularly popular with children. In order to balance the mood of children and elderly, **I often need to spend a lot of time in the selection of attractions and arrange order of browsing**.

● Case Study

After a simple case analysis, I found that tourism apps on market are mainly based on transportation hotel reservations, homestay reservations, travel forums and other functions. At present, there are no apps or websites that can help users plan their own travel plans.

Airbnb	Tripadvisor	Ctrip.com	Booking
 ·The world's largest homestay reservation website. · One of the representatives of sharing economy development.	 ·The world's leading travel website ·Mainly provides reviews and suggestions for global travelers.	 China's leading transportation ticket and hotel reservation service website.	 ·One of the world's largest travel e-commerce companies ·Mainly providing global accommodation booking services.
Features: Homestay reservation service The landlord can rent their own vacancies as a homestay on the website.	Features: Attractions rating system Users can view the relevant comments of the attractions they want to go.	Features: Booking service Users can complete ticket booking and hotel booking operations on the website or APP.	Features: Hotel reservation Users can quickly book most of the world's hotels in the APP or official website

● Demand Analysis

Same Confusion

Planning itinerary **takes much time**. Because of the fragmentation of information (such as Booking and Agoda for querying hotel bookings, TripAdvisor for querying attractions, and Google Maps for querying time on the road, etc.), **the efficiency in planning travel is greatly reduced**.

Individual Confusion

1. Forget to order tickets and hotels, resulting in **travel time can not be scheduled**.
2. Choosing a attraction is difficult, because sometimes it is impossible to know whether this attraction is suitable for yourself just by looking at photos taken by others. Compared with photos, someone wants to see the small labels that can show the characteristics of attractions.



PERSONA



Name: Chen Jie
Age: 21 years
Work: Student
Education: Junior
Family: Single

Travel keywords
Easy, Simple, No complicated things.

Personal characteristics

I like a free and casual life. I like to fall asleep at 2 o'clock every night and get up at 10 o'clock during the day. Less talk but not an introvert. I like to make my life into a state of exquisiteness. There is severe procrastination. Because I like to travel, I often see some of my favorite attractions on the ins. Hate messy things. I usually like to use my mobile phone to shoot videos, especially when traveling, I can shoot more than 100 videos a day when I travel. Mild selection difficulties.

Don't like complicated things

Choice Difficulties

Want to make everything the most exquisite

Like travelling



Travel keywords
Family, Happiness, Safety

Name: Miro
Age: 32 years
Work: Boss of a Personal Company
Education: Master
Family: Married, have a 12 years son

Personal characteristics

I am very open and like to accept new things. I have a choice disorder, and I can't make a decision when faced with some similar choices. I love family and often take my family (five people: a family of three with my parents) to hang out with. Because of starting a company, I used the mobile phone memo to record things at any time.

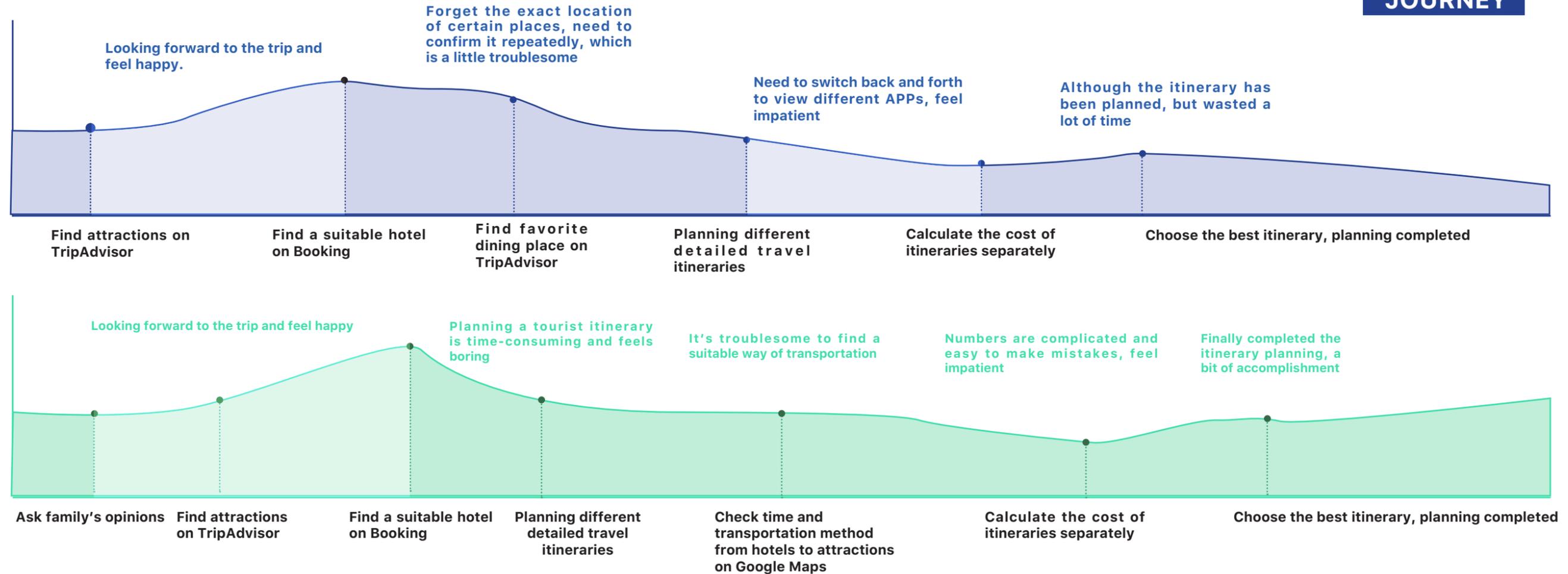
Family trips

Memo enthusiasts

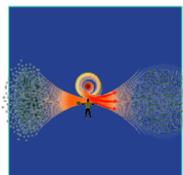
Choice Difficulties

Hate inefficient things

JOURNEY



SUMMARY



Fragmented information

People need to deal with a lot of fragmented information when planning a travel itinerary.



Forget

Forgetting affects the efficiency of planning.



Many Apps

Frequent switching between different apps makes people impatient.



Time

Planning travel itinerary is time-consuming.

DESIGN PROCESS

BASIC FUNCTIONS



MAP & NAVIGATION



SIGHTSEEING INQUIRY



COMMENT



BOOKING

NEW FUNCTIONS



Automatic Travel Planning

After user chooses their travel preferences, APP will automatically plan a suitable route.



Travel Route Sharing

Users can share their own routes.



Smart Travel Remind

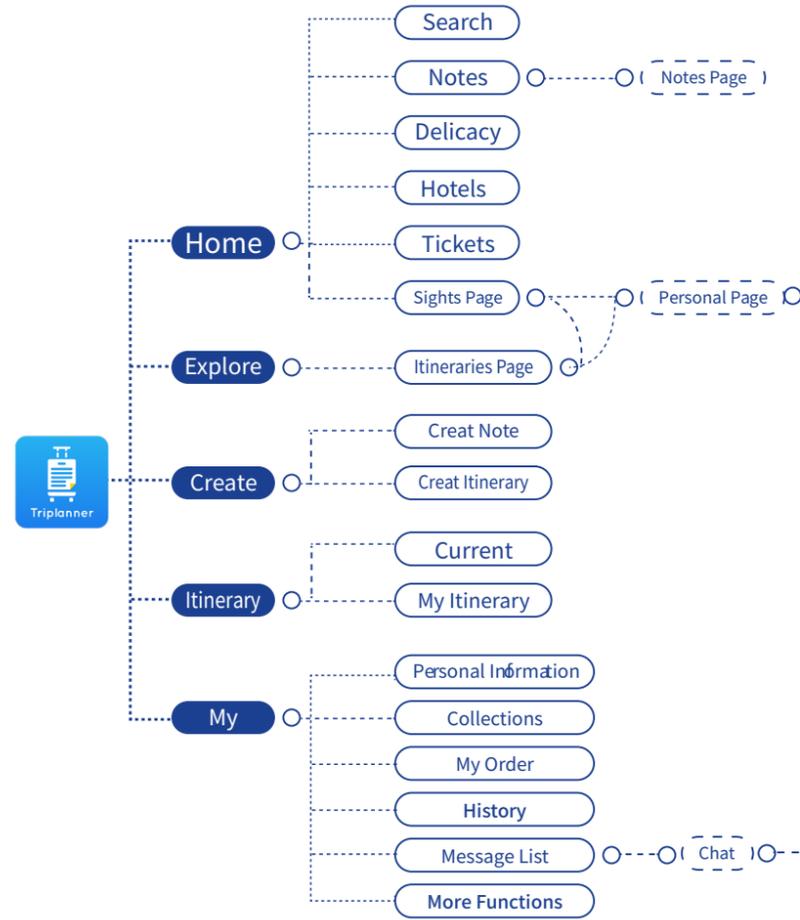
When route is planned, APP will remind user what travel items to prepare and the time schedule during the travel.



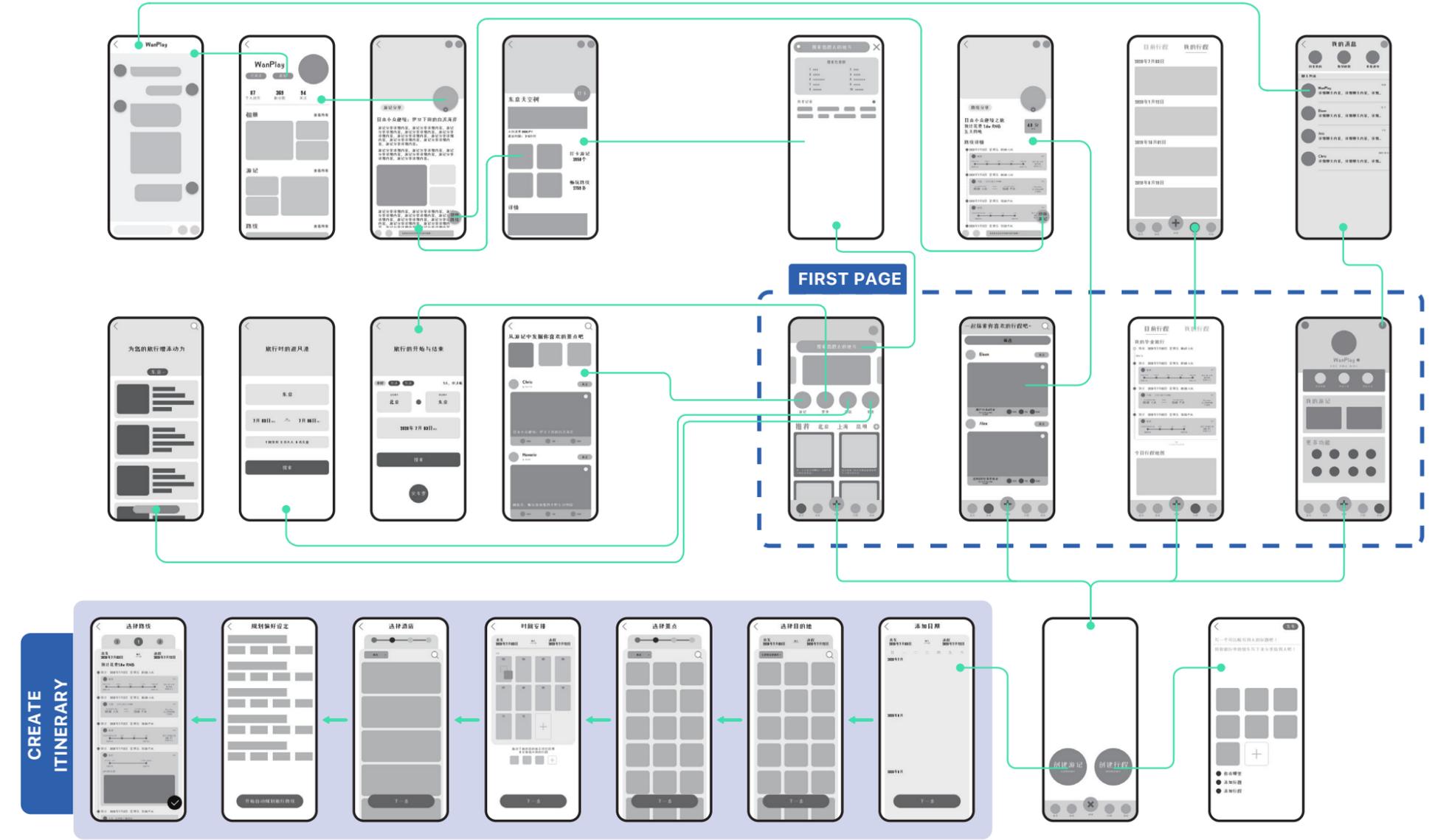
Real-time Updated Routes

If user needs to change plan during trip, user can modify it in APP, and APP will plan a new route according to user's modification.

● WIREFRAME



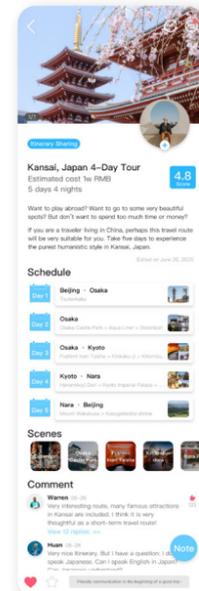
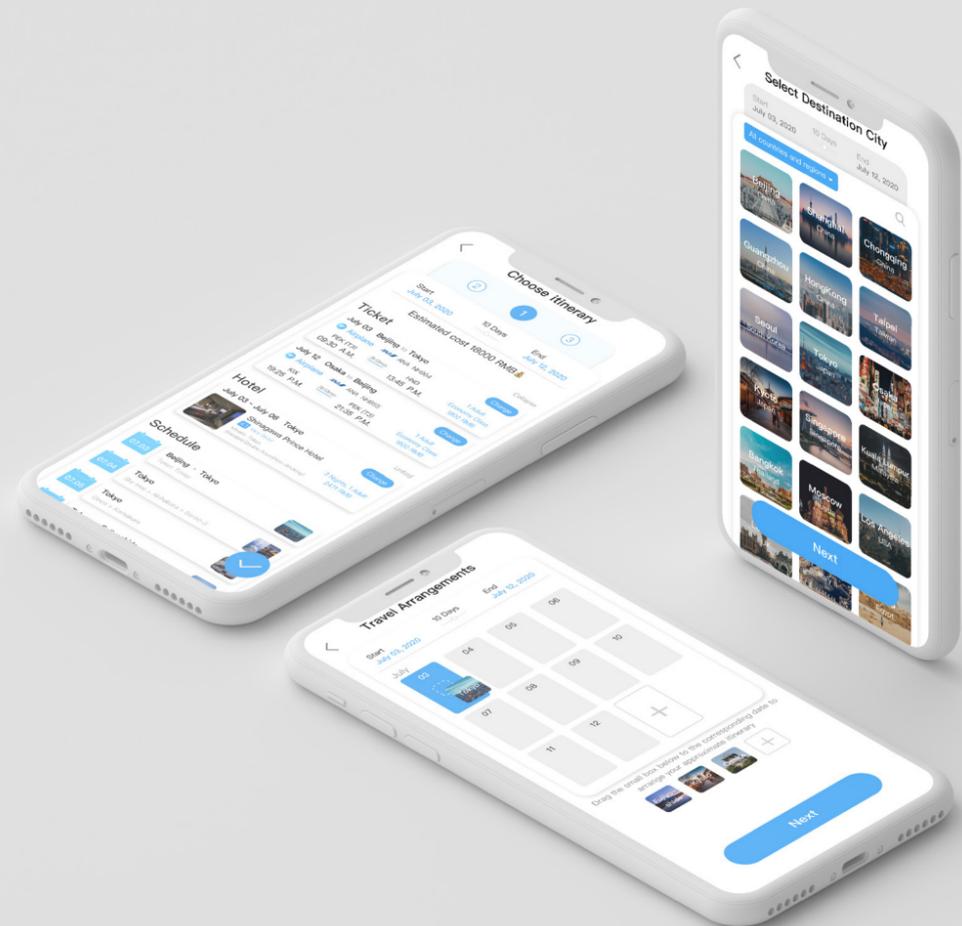
● WIREFRAME



PAGES SHOW

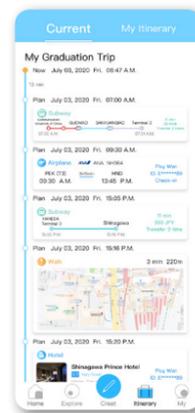
● CREATE ITINERARY

This is the **most unique function of this APP**. Relying on the integration of fragmented data, it can help users complete **planning of travel routes in a short time**. Users no longer have to repeatedly switch between multiple APPs when planning a route, this new function will **save users a lot of time**.



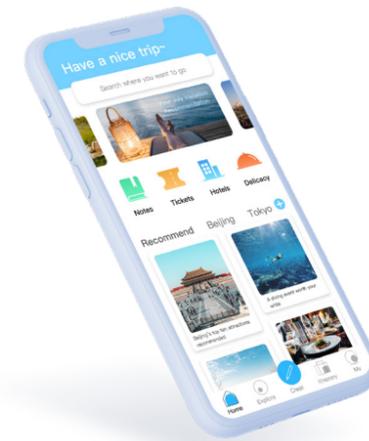
● ITINERARY SHARING

The main content displayed on this page is **travel photos, author's own introduction, approximate itinerary, and attractions involved in itinerary**. If user very interested in any itinerary of a certain day, user could click to view more. In addition to these, users can also comment itinerary, they just need to click Score under author's avatar to **comment itinerary**.



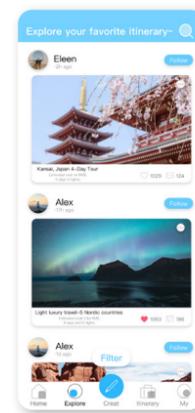
● VIEW ITINERARY

When traveling, App is also an assistant for users. Users can **view the next plan** on Itinerary page **while traveling**. After the tour, user can view itinerary has ended.



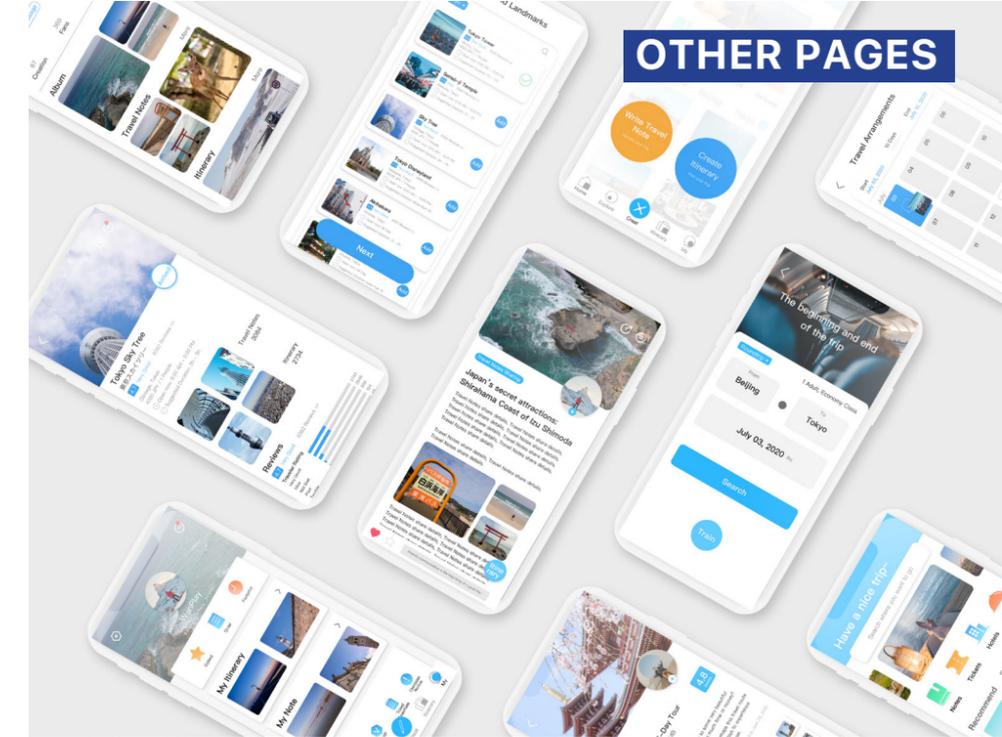
● HOME

Home page has main functions such as **search box, banner, function navigation, and recommended attractions/journey notes**. Commonly used search functions are placed in the head and clickable area is increased. Users can also slide Tab Bar at top of recommended content area to **select the recommended content they want to see**.

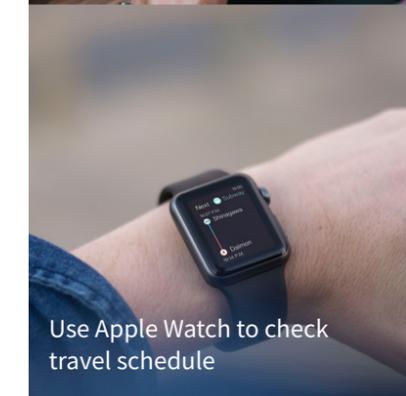


● EXPLORE

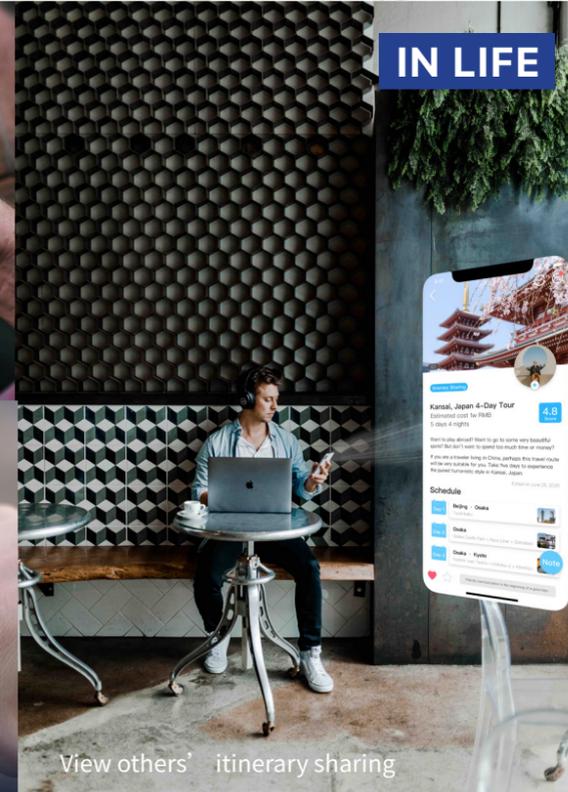
The main function of Explore page is to **recommend itinerary**. For expression form of itinerary, layout of Pinterest-style is adopted, and the area of image is enlarged. Users can see their favorite itinerary for first time.



Gourmet reviews



Use Apple Watch to check travel schedule



View others' itinerary sharing

IN LIFE