

CASE STUDY

VALISE
TRAVEL APPLICATION



VALISE TRAVEL APPLICATION

Initial User Research

A common need based on user feedback is to spend less time searching for savings when making travel reservations. All users were the person in charge of making travel plans for their family.

The user's problem is the length of time needed to make travel reservations caused by: switching between sites and entering repetitive personal data for all travelers.



Mindy

41 years old
Physician

- Needs more options for hotel room types, multi-room etc.
- Expects accurate photos to demonstrate what hotel rooms are actually like
- Wants one app for booking all aspects of travel reservations

“I’m so sick of how many times I have to enter my personal information when making travel plans!”



Jennifer

44 years old
Attorney

- Books travel through airline site apps only, due to issues with 3rd party travel site accountability
- Dislike of 3rd party travel sites not having simple post booking change flexibility.
- Wants to be able to 'favorite' an itinerary for future comparison

“I have changed our travel dates a couple of times just based on how much money I could save and what seats were available”



Sandra

66 years old
Grandmother

- Prefers old system of travel agents, single point of contact taking full responsibility
- Uses 3rd party travel sites for browsing, doesn't trust reviews
- Wants simplicity above all else

“It’s frustrating that you’ve got to go to a few of different sites to get a full picture of what the hotel is actually like”



Adam

42 years old
Business Consultant

- Wants an informed experience, knowing all relevant options
- Seeks better communication between travelers, avoiding time zone issues
- Needs option of multi-destination reservations in one itinerary

“I need stability. An app crash mid-booking is one of the most frustrating things you can imagine because you have no idea whether or not you have a confirmed reservation”

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Affinity Map : Trends



I need more flexibility to personalize my trip and save money

Who is accountable?

This is a lengthy multi source process.....

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Problem Statement

A family member needs a way to make travel reservations with the confidence of having the best prices available.

I believe that by creating a single source for making travel reservations for a family I will create satisfaction with the amount of money saved.

I will know this to be true when complete reservations are made from a single source with lowest price available.



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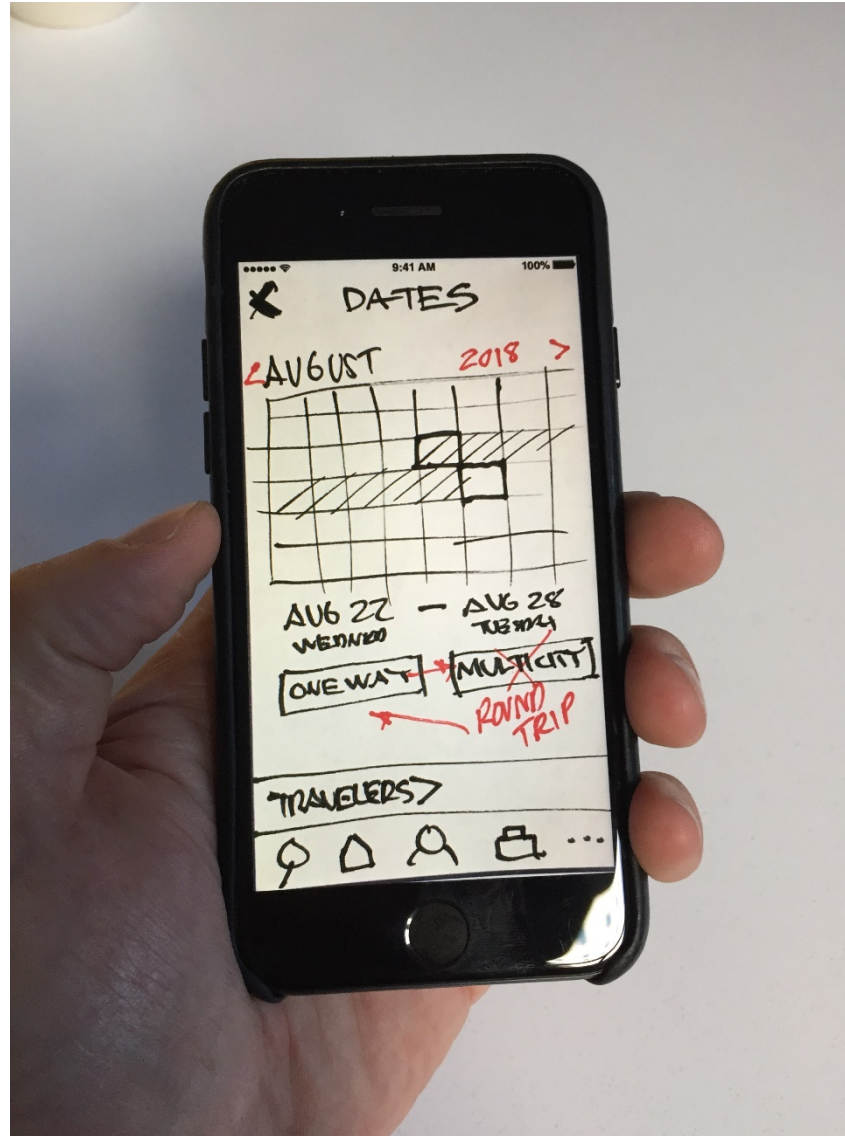
Paper Prototype : Marvel

The first clickable paper prototype helped discover some key issues with the app:

Where to go to provide additional user info is not clear.

Travel Overview, Details, Filter Items pages should have a more consistent, familiar UI.

Lower confirm button and upper '<' button in some cases are redundant, perhaps a good thing.



VALISE TRAVEL APPLICATION Prototype : Invision

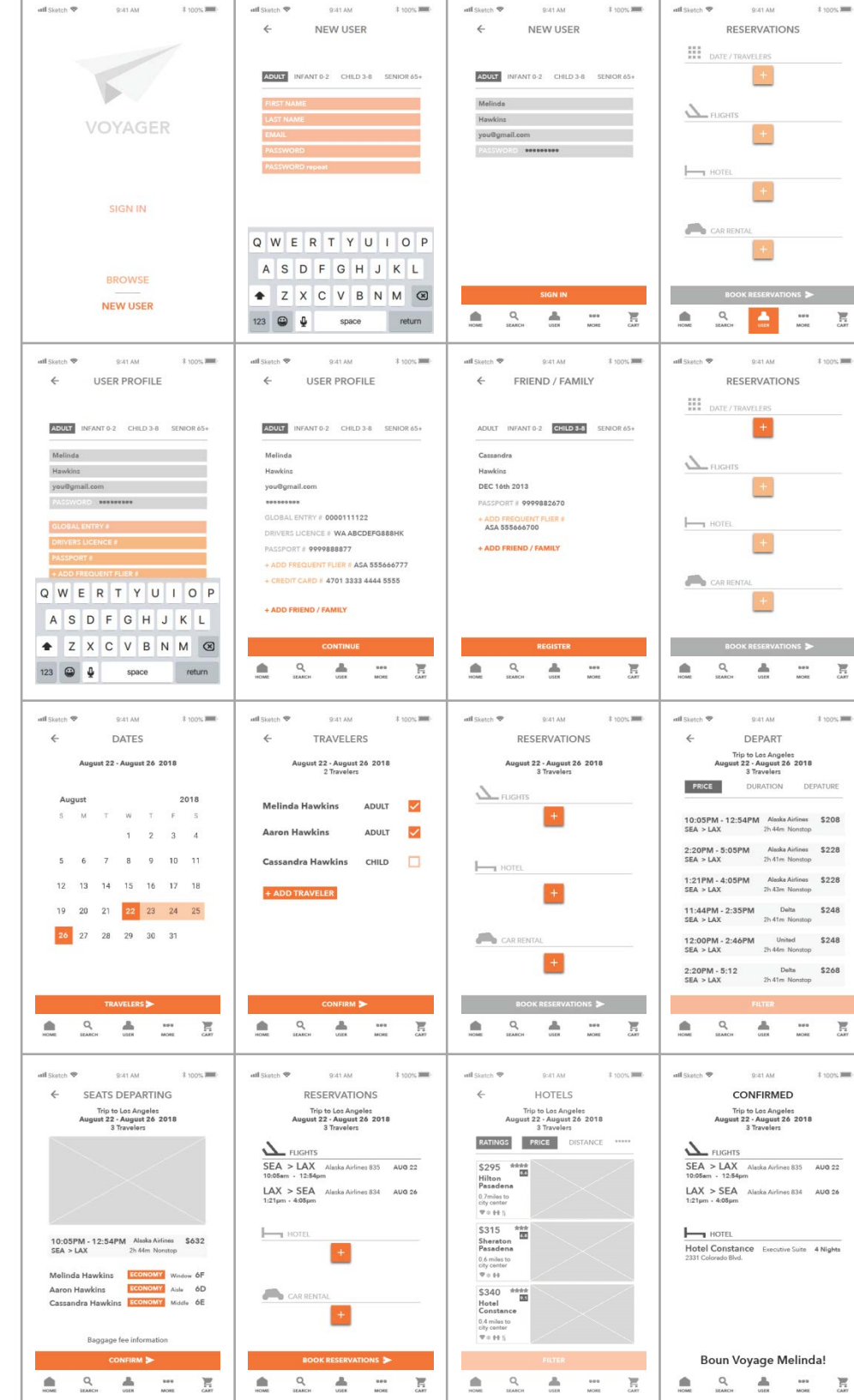
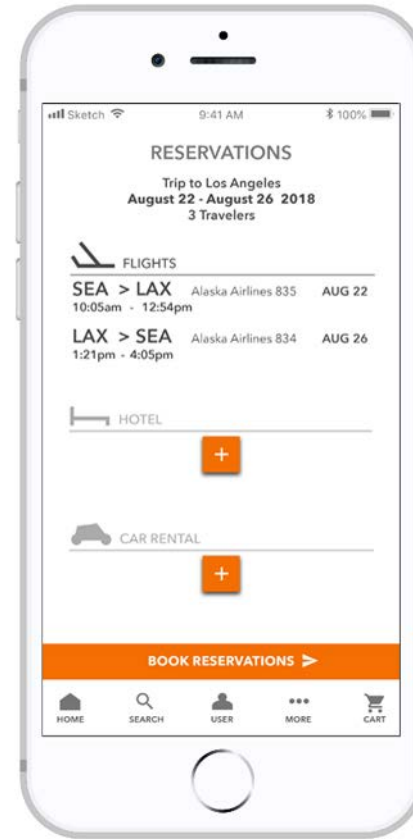
The second prototype helped me refine the app but also uncovered more challenges:

Navigation/selections could be more explicit about what button to push to proceed.

When selecting airline seats, having a class option for upgrades would be more expected.

The '...' icon at the bottom of pages was unclear what extra options are available.

Term 'Traveler Info' button on new user set up isn't indicative of what's its intent is.



<https://invis.io/KTMYINV9VBD>

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User Research 2.1



Yvonne
Mother of one
Buyer

Appreciated the benefits of providing personal information in the user profile but found it challenging to discover where to do so.

> make the 'complete profile' function more obvious



Megan
Mother of three
Real Estate Agent

Was hesitant about providing additional personal information in the user profile, said she would prefer not to.

> revise the post 'new user' flow to accommodate folks who don't feel comfortable giving additional personal info

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Iterations / Revisions

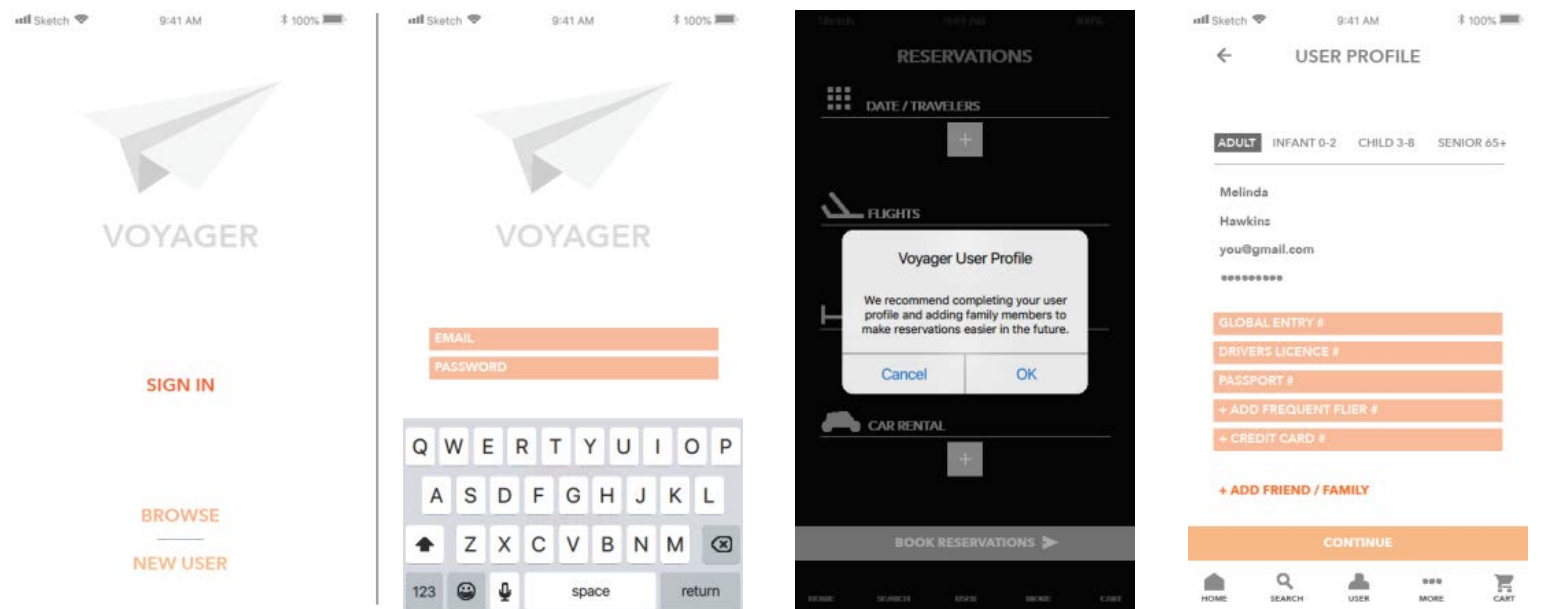
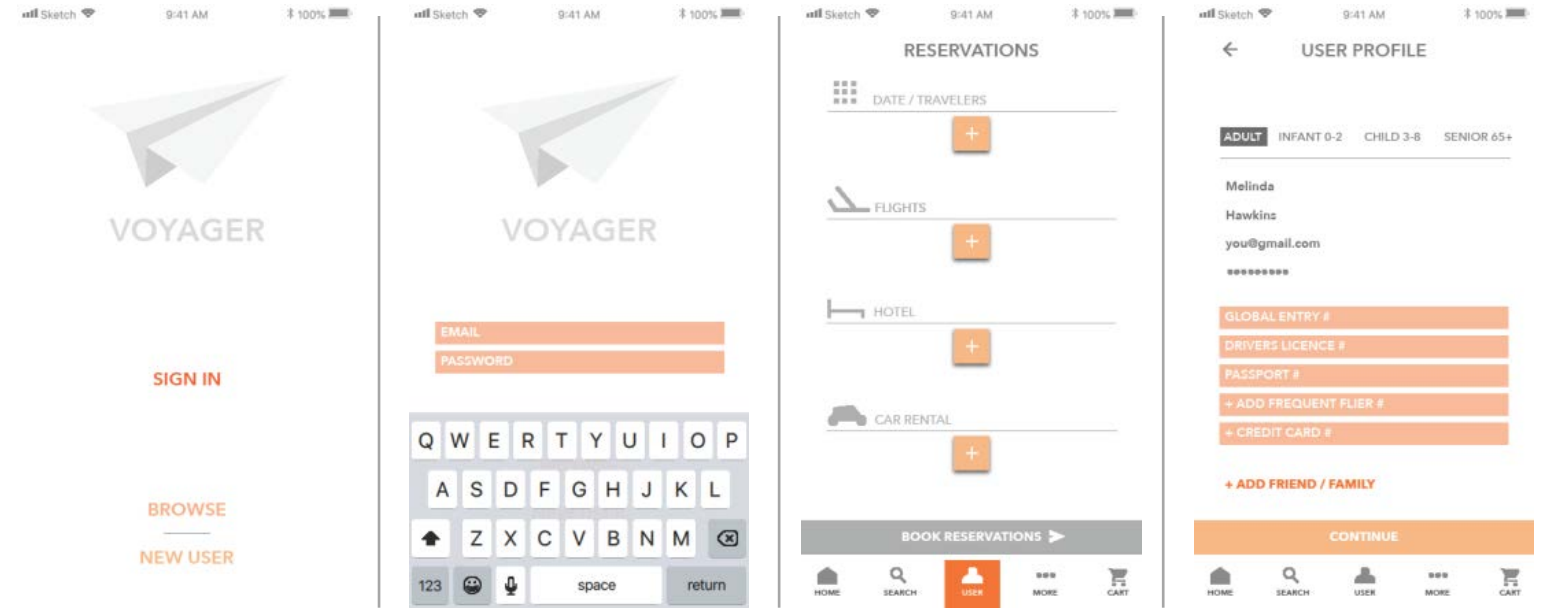
<https://invis.io/J2N2IZVD937>

The next round of user feedback helped refine the app, focusing on a specific challenge:

Where, but also why to go to provide additional user info was still unclear.

An intro demo page 'alert' feature was user tested.

If cancel is selected from the User Profile 'alert' prompt the user should arrive at the reservations home screen and no further suggestions should be given.

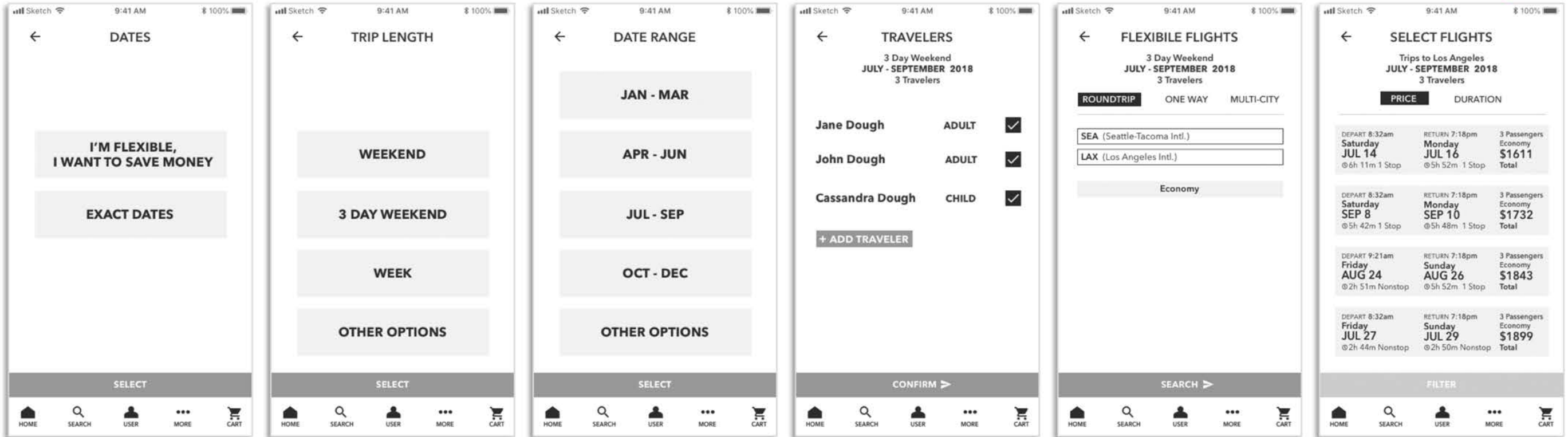


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Flexible Flights Feature

<https://invis.io/PEOW1KYRSMD>

Flexible Flights Search



The idea of beginning reservations with the dates seemed to save time in the steps beyond when tested with users.

Once Valise understood the user intent to save money the it would need to know how long the trip would last. With users surveyed a majority of trips were a weekend, a 3 day weekend or 7 day week.

The next selection was to select a range of date from one the four groups of the calendar year.

Valise knows to search in this case three-day weekend combinations from July to September. By selecting the family member saved profiles, the app is missing one last step before showing selections.

Once the user has selected the destination airport Valise will show the lowest cost itinerary recommendations.

The results can be reprioritized by flight duration or price. The filter feature provides more specific criteria such as filter by departure time with simplified selections such as 'early morning'.

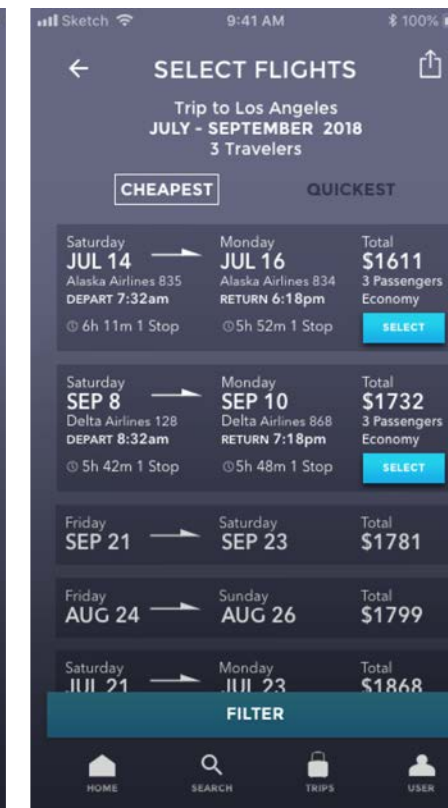
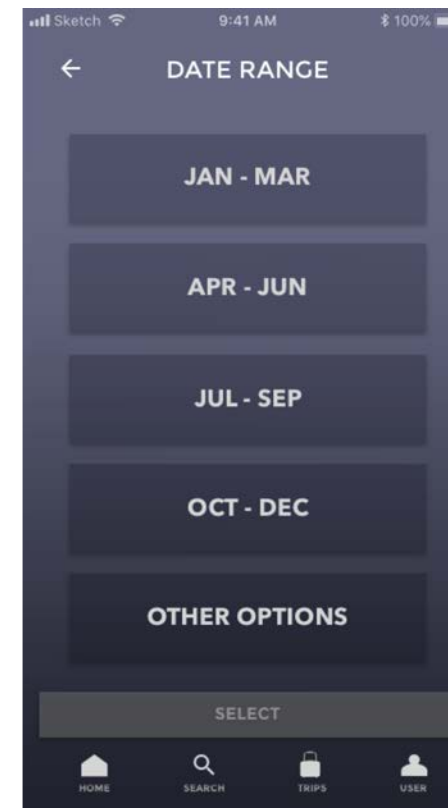
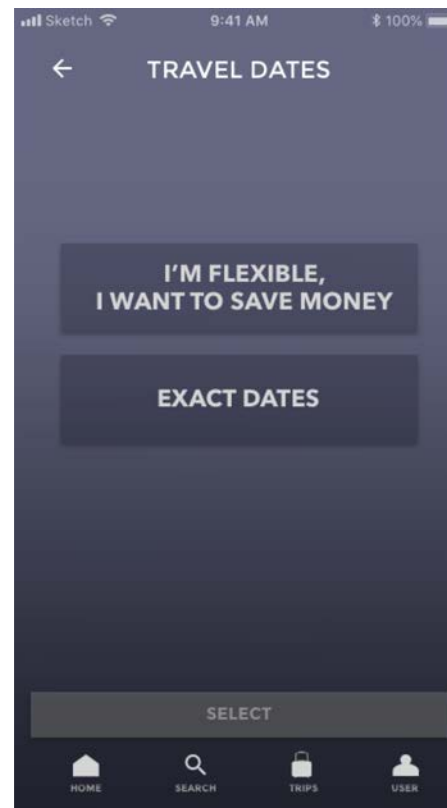
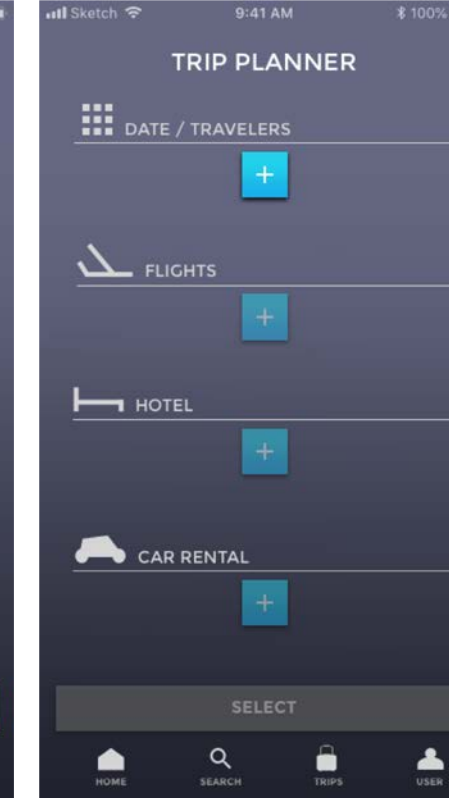
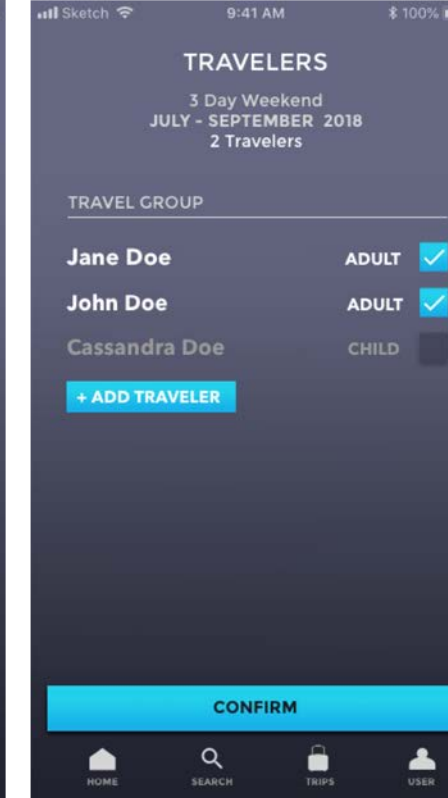
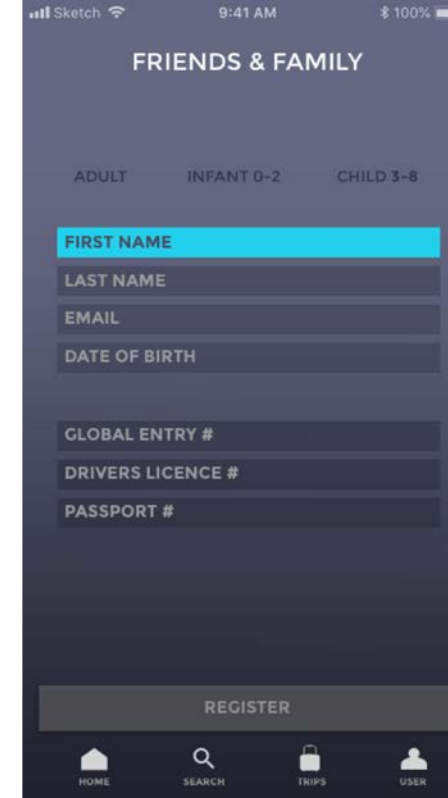
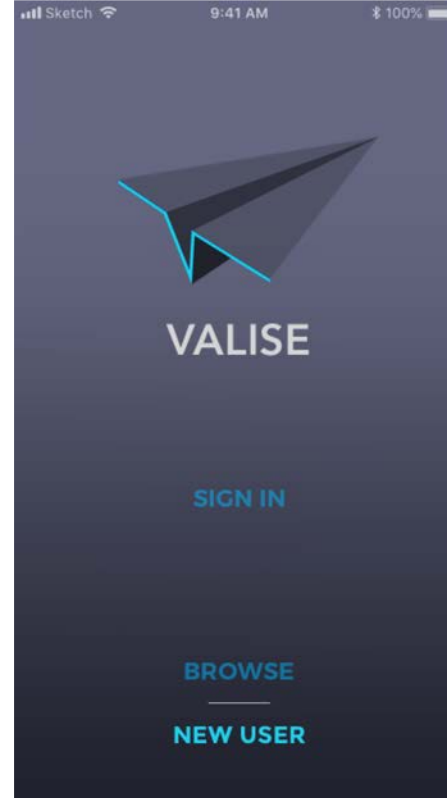
VALISE TRAVEL APPLICATION Higher Fidelity Prototype

The latest iteration included visual design and two updated features to improve user interaction.

The first feature was the 'Friends & Family' had a simplified interface with three age ranges after user feedback and competitive research.

The flexible fights feature was updated with progressive disclosure on the list of flights presenting only the minimum data required for the task reducing clutter and cognitive workload.

<https://invis.io/FPOW1KI9BA3>



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Next Steps

Valise would benefit from additional design refinement beyond the three weeks allotted for this case study, including these activities:

- Further refinement of user interface and visual design
- Add hotel reservations feature to demonstrate the functional advantages of the app
- Create a style guide, a defined visual brand language
- Continue iterations, validate with user testing



THANK YOU

