

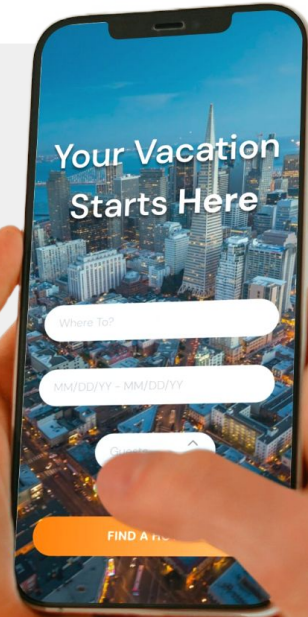


Trippyr



A Case Study of Travel Apps

Intentions



Goal:

Familiarize myself with the UX process behind app development

Task:

Leverage UX methods and tools to develop a travel app prototype

Process



Research

Investigate existing competitors and users



Plan

Identify key elements and interactions

Build

Create a medium fidelity clickable prototype



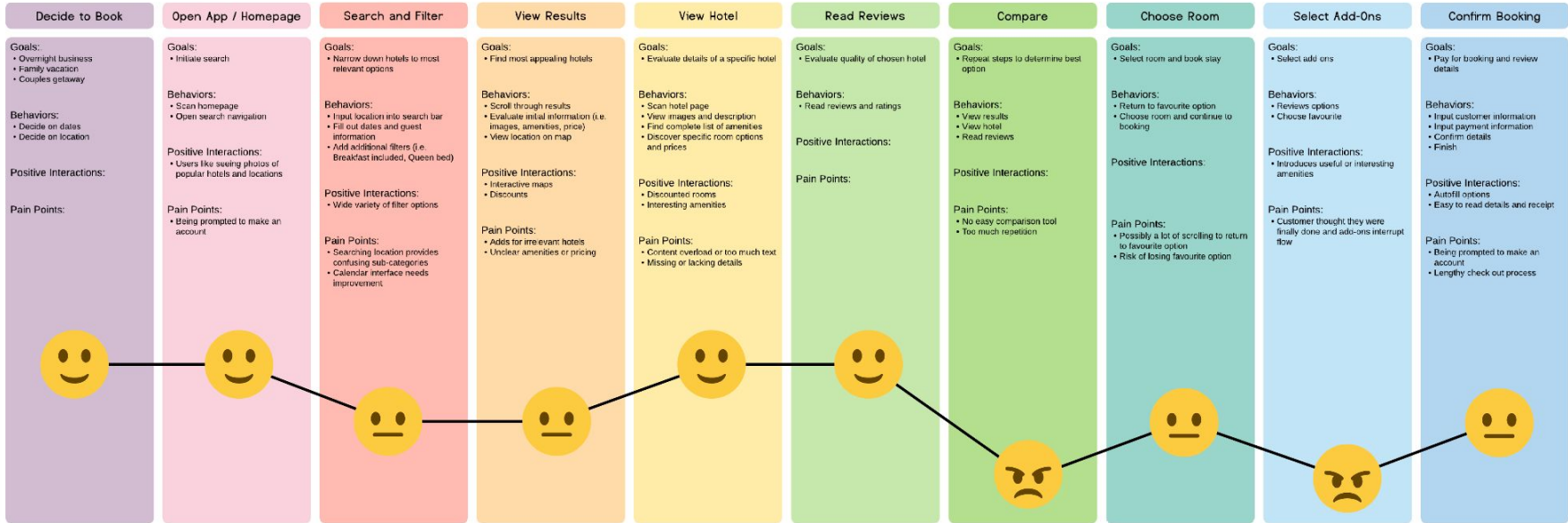
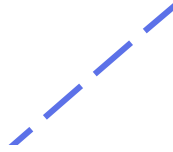
Iterate

Design High fidelity screens

Research



Empathy Mapping



Competitor Research

View full notes [here](#).

Summary of Observations:

Tester A

- Tester did not use either app to compare hotels, rates, or special offers and seemed to be choosing hotels to book at random
- On the first app the tester booked a different room than what they verbalized they were attempting to book
- Noted that research for hotels would have to be done outside the app because details are unclear/hard to find

Tester B

- Expressed confidence using either app
- Did some basic comparison between hotels but could not remember which rooms had which amenities
- Missed add-ons options

Both Testers

- Found calendar UI in both apps to be unsatisfactory
- Doesn't need to see the alternative locations
- Booked their hotel easier/faster through the second app
- Liked being able to see ratings, photos, and descriptions of the hotels before choosing
- Appreciated the images on homepage and search results

Key Takeaways:



**Users preferred
interfaces with lots
of images and
descriptions**

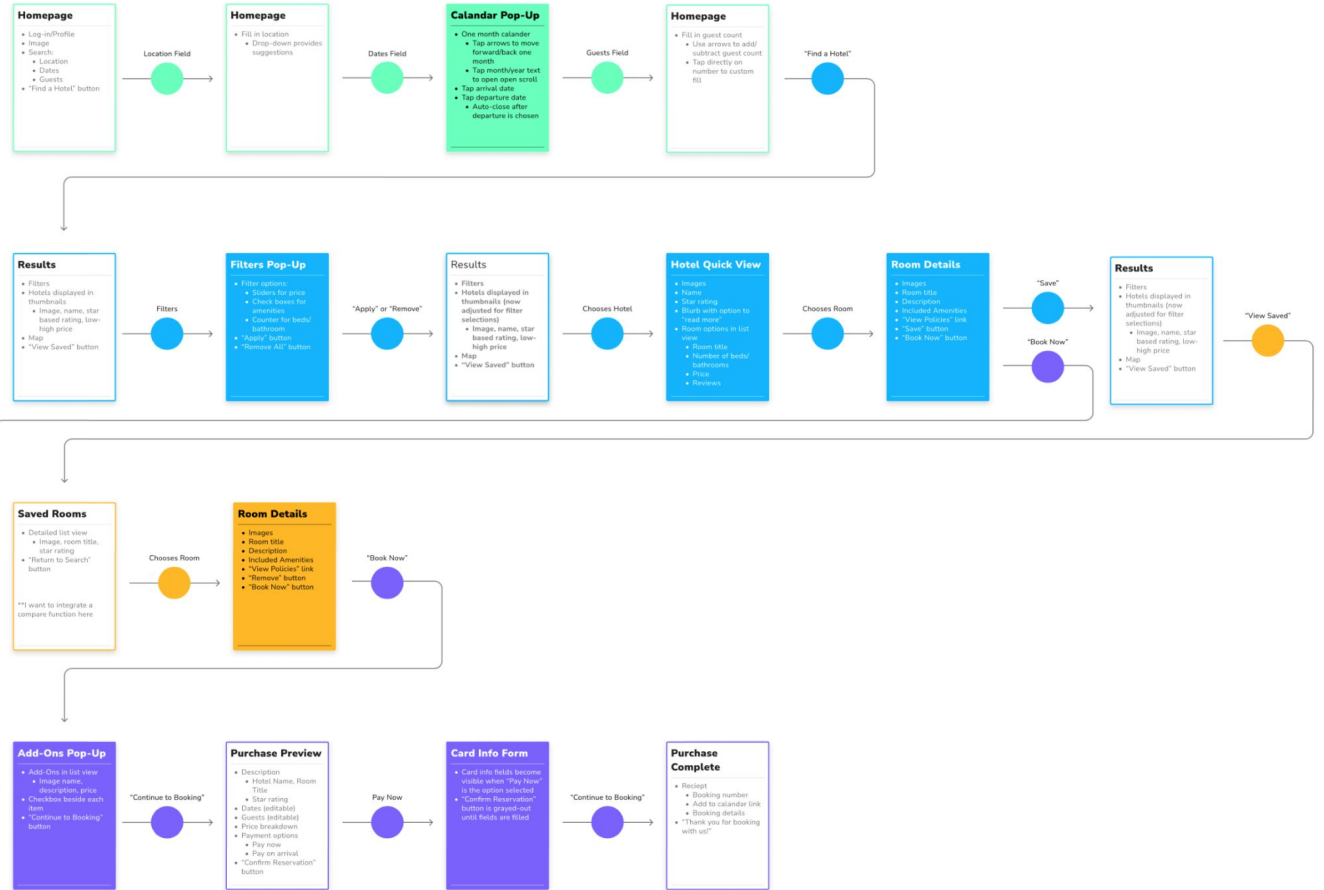
**The lack of
integrated
comparison tools
was a major pain
point**

**Ratings and
reviews played a
significant role in
what hotel users
booked**

Plan



Journey Mapping

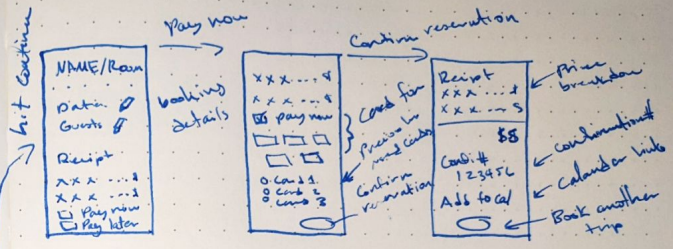
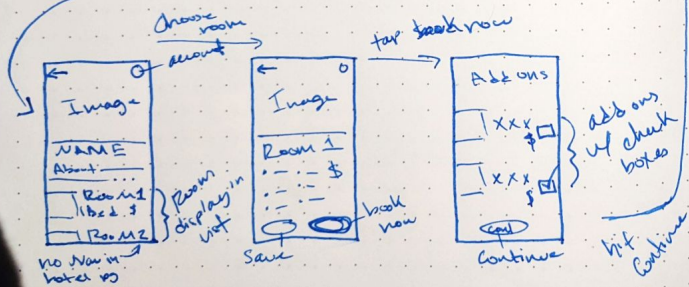
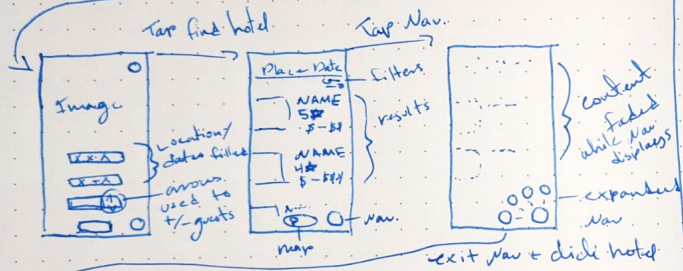
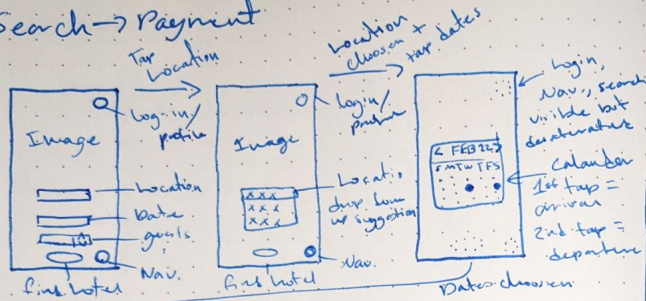


Build

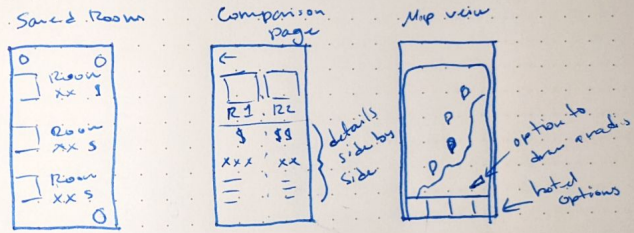


Sketch - Primary User Flow

Search → Payment



Additional Screens/Ideas



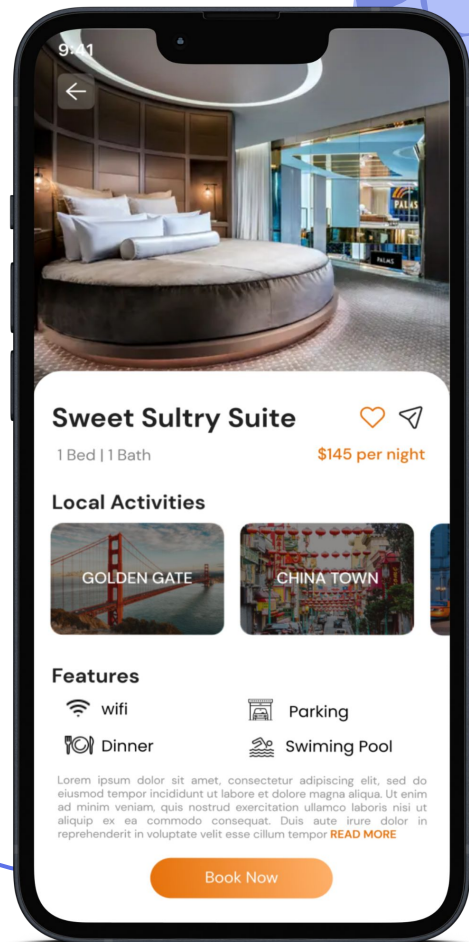
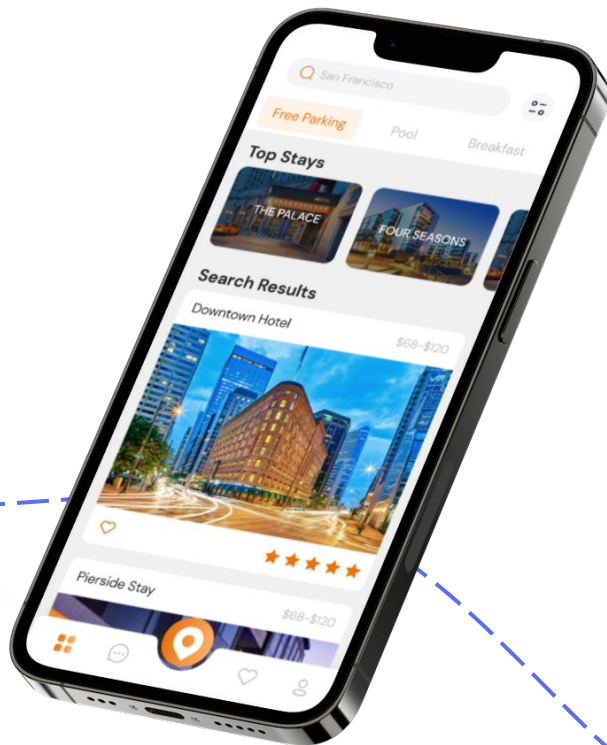
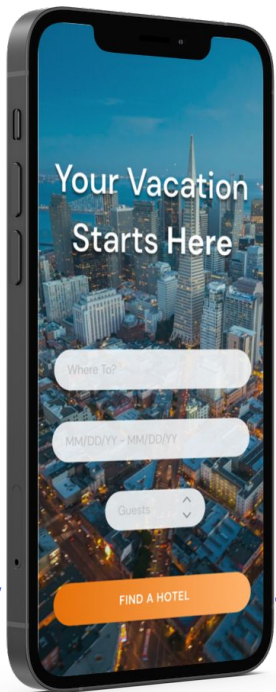
Medium Fidelity

Interact with the prototype
and view comments [here.](#)



Iterate







**View all the original
files behind this
project here.**