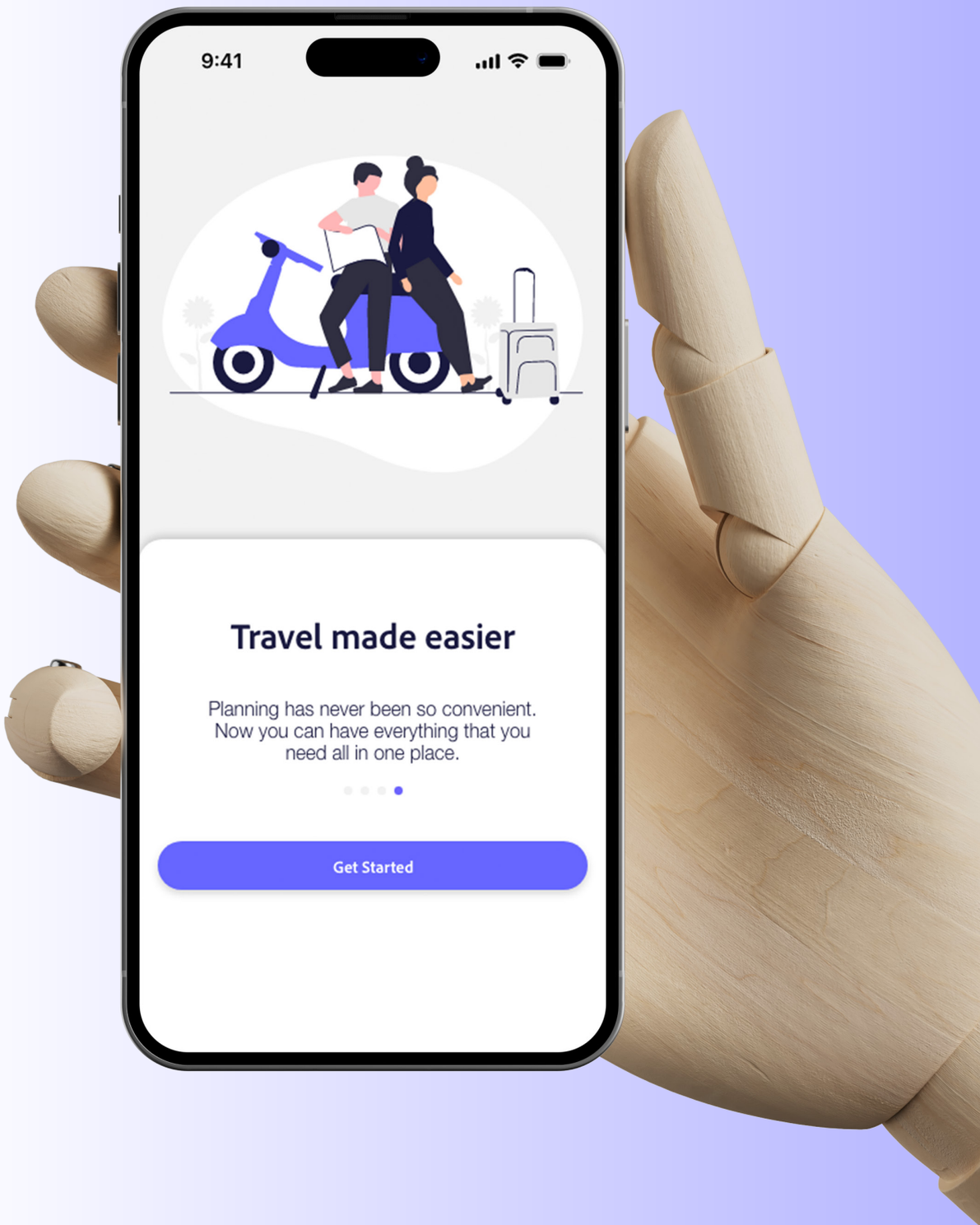
UX/UI

Mobile app

Adobe XD

weGO

Embark on an exciting, new travel experience with weGO.
Plan your group trips & store everything all in one place.



Abigail Lim

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Special thanks to

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School
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Overview

Traveling in a group can be extremely **stressful** since often times one person is held responsible to coordinate and plan everything, while making sure everyone agrees with the given options.

Being the **only** planner puts immense stress & pressure on the individual and is unfair to those who did not take part.

Pain points

Lack of collaboration among group members

Use of multiple platforms to plan all travel details

Create a plan that accomodates everyone's preferences & interests

Goals

Create a system that promotes group engagement

Allow users to plan & store everything on one platform

Help the user create an efficient schedule that fits everyone's interests

Design Process

Research

- user interviews
- surveys
- affinity map
- competition analysis

Analysis

- empathy map
- user personas
- information architecture

Ideation

- user flow
- lo-fi sketches
- wireframing

UI Design

- color palette
- typography
- icons

User Research

I interviewed and surveyed users to understand how they plan their travels, what are factors they consider before booking a trip, and what they need during a trip to make their experience better.

age

18 - 64 years

gender

male - female

travel

minimal - frequent

Age

18 - 34	83%
35 - 54	3%
55 +	14%

Do you use any tools/apps to assist with travel planning?

yes	88%
no	12%

Do you like to travel?

yes	99%
no	1%

Do you create a packing list?

yes	84%
no	16%

How often do you travel per year?

1 - 2	42%
2 - 3	42%
3+	16%

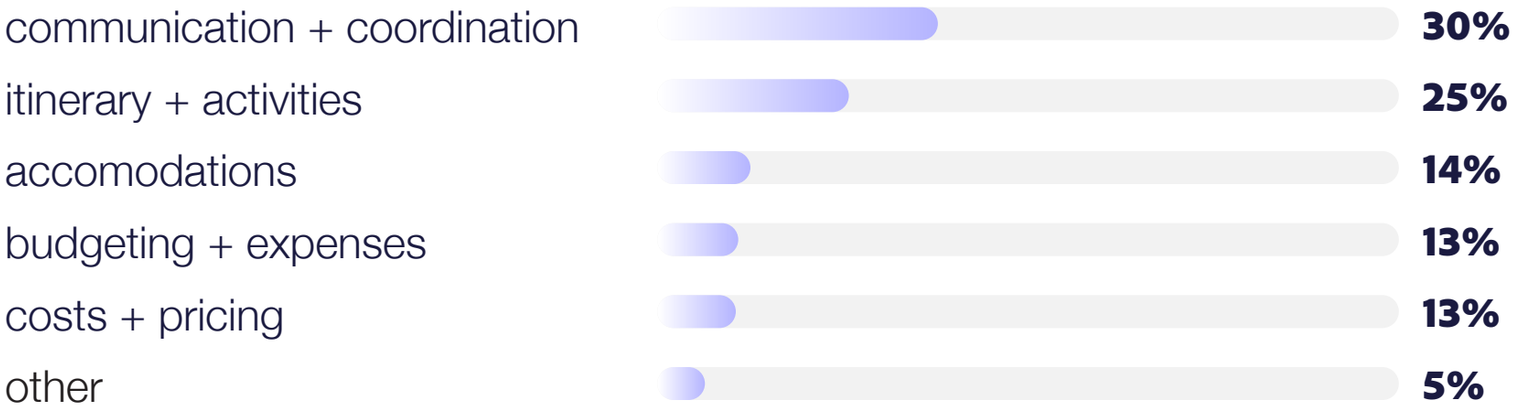
Where do you save all your trip related information?

make notes	39%
google drive	23%
emails	19%
screen shots	16%
printouts	1.5%
other	1.5%

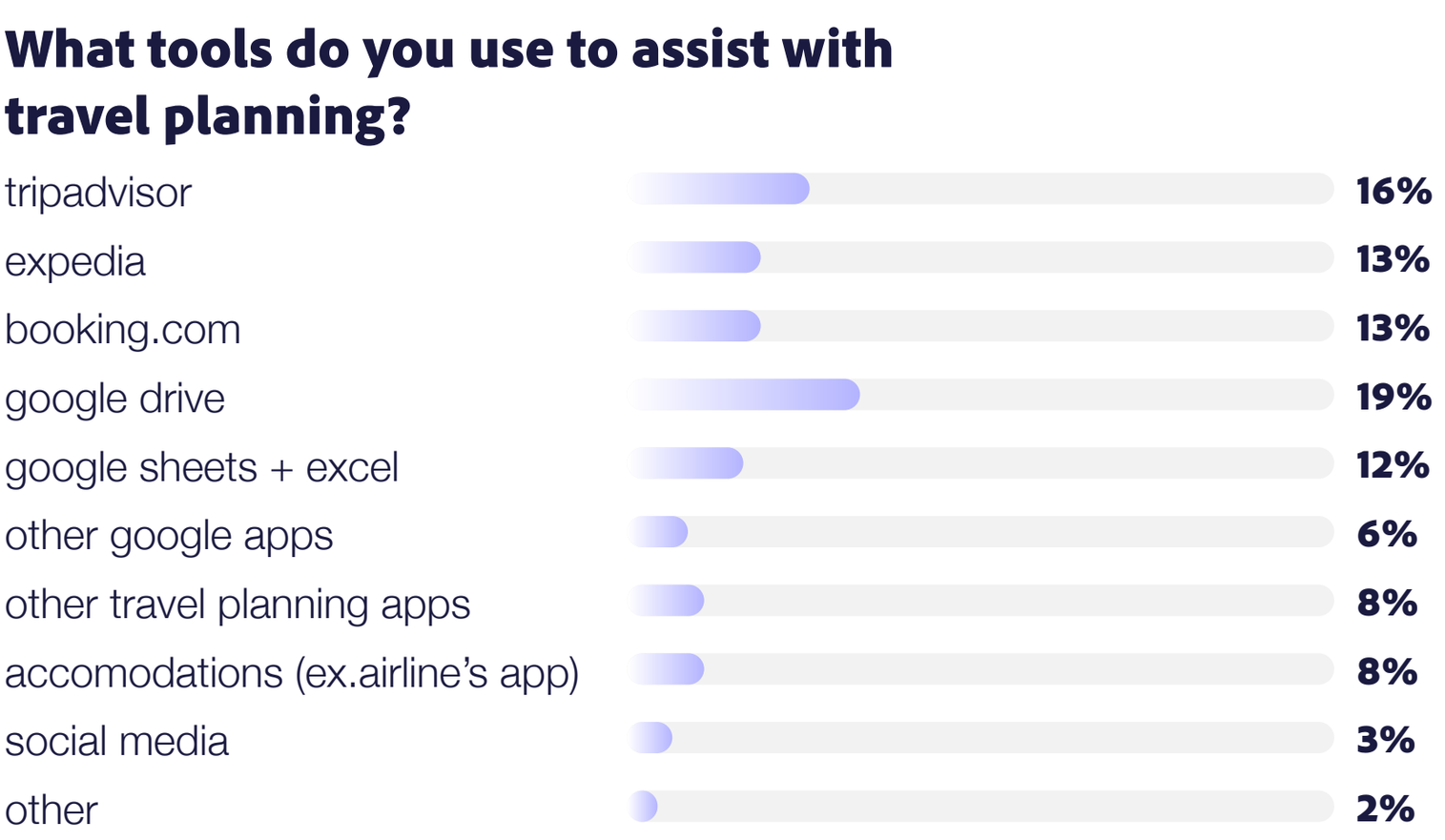
Do you participate in the plannning process?

yes	64%
no	4%
somewhat	32%

What challenges do you face when planning a trip?



What tools do you use to assist with travel planning?



Do you prefer booking through the company or a third party?

company	61%
third party	26%
both	13%

How do you find attractions or activities to do?

personal recs.	82%
social media	81%
research	90%

How do you log travel expenses?

bank statement	42%
notes	27%
sheets + excel	23%
other	8%

Do you read reviews on accomodations?

yes	92%
no	0%
sometimes	8%

When traveling with others, how do you cover expenses?

1 person	56%
individually	33%
depends	11%

How likely are you to leave a review?

not likely	26%
less likely	42%
maybe	18%
more likely	9%
absolutely	5%

Competition analysis

	Expedia	Booking.com	Tripadvisor	KAYAK
mobile version	●	●	●	●
create a trip	●	●	●	●
create an itinerary	○	○	●	●
add to favorites	○	●	●	○
record expenses	○	○	○	○
explore places & activities	●	●	●	●
save & store information	○	●	●	○
share & collaborate	○	○	●	●

User interviews

Introduction

- Name
- Age
- Occupation
- Travel frequency
- Personal or business?

Participants

- All participants are regular travelers or have had experience planning a trip
- Different ages ranges and occupations
- One man (50 year old), one woman (26 year old), one woman (21 year old)

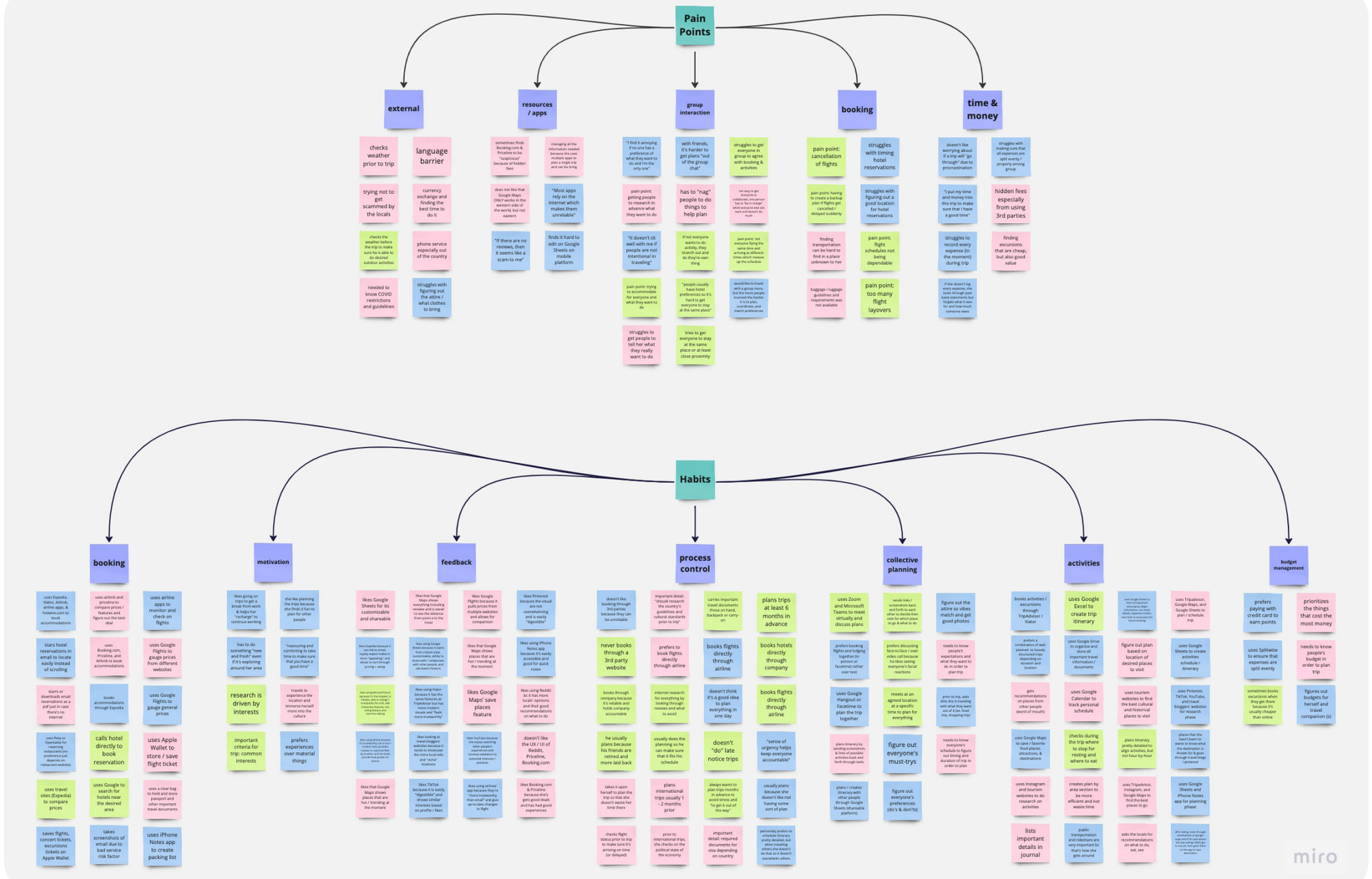
Methodology

- 3 participants
- Each session will be 30 - 45 minutes long and will include an introduction and a list of questions

Research questions

- Who usually does the travel planning, one person (you or someone else) or everyone in the group helps? Why exactly?
- Describe your planning process
- What resources or applications do you use to find the necessary information and book accomodations?
- What difficulties did you encounter while planning your last group trip?
- What did you like about the resources or applications that you used on your last trip?
- What did you dislike about these resources or applications?
- How can the planning process be more efficient?
- Are there any examples of applications that perform similar tasks more effectively?
- When planning your next trip, what will you change in the process?

Affinity mapping



User statements

User must be able to:

UI design

- Understand the visual icons & queues
- Easily navigate the app
- Access travel plans without internet
- Create quick notes

Group

- Create a customizable itinerary
- Collaborate with others
- Share ideas & preferences
- Send out polls

Entertainment

- Read reviews for destinations & accomodations
- See realistic photos & descriptions
- Find recommendations on things to do
- Save items to favorites
- Connect to Google Maps

Expenses

- Record trip expenses
- Create budget & view progress
- Split expenses accordingly

User personas

Based on the research, I created two personas that demonstrate two different types of users that can use the application.

Lauren Hamilton

25 years old
In a relationship
Fashion & lifestyle influencer
New York City, NY

The Planner

About

Lauren loves to travel and finds herself traveling at least three times per year. She likes seeing the world and discovering the fashion and lifestyles of different countries. Typically, she organizes trips herself, so she doesn't miss any important details and assures that she has a good time.

Lauren and her friends want to go on a two week trip together to Singapore in a few months. While Lauren loves planning, her friends don't know what they want to do and don't make an effort to help her which stresses her out.

independent **organized** **extroverted** **creative**

Goals

- Discover new experiences
- Ensure that everyone enjoys everything planned
- Take beautiful photos for social media

Frustrations

- Planning takes time
- Having to figure out what everyone would be interested in
- Creating an efficient itinerary

"I find it annoying when I'm doing most of the planning, but nobody has a preference of what they want to do except me."

Cameron Garcia

41 years old
single
Chef & restaurant owner
Pittsburgh, PA

The Lenient

About

Cameron enjoys traveling, but only travels one or twice per year. He likes going on trips with his friends and exploring the rich cultures and foods found all over the world. Typically, he just goes along with what everyone else wants to do on the trip.

Cameron and his friends want to go on another trip together soon, but don't have a preference where. While Cameron is more laid back, his friends usually have different opinions and preferences which makes planning a little more difficult. Often times he is the one who comes up with a solution.

independent **organized** **extroverted** **creative**

Goals

- Find the right destination to relax & have fun
- Explore and try new cuisine
- Organize all expenses to revisit later

Frustrations

- Accomodating everyone's preferences & interests
- Having to use multiple platforms
- Expectation vs. reality

"It would be nice to have all the information that I need in one space instead of having to use multiple apps."

User statements

Says

- Relies on several apps to make a trip
- Looks for suggestions when traveling to a place
- Has to plan a lot before trips
- Getting people to agree is difficult

Thinks

- Booking through third parties is unreliable
- Would everyone be interested in this?
- Where can I find ‘x’ information?
- How can I create a good schedule?

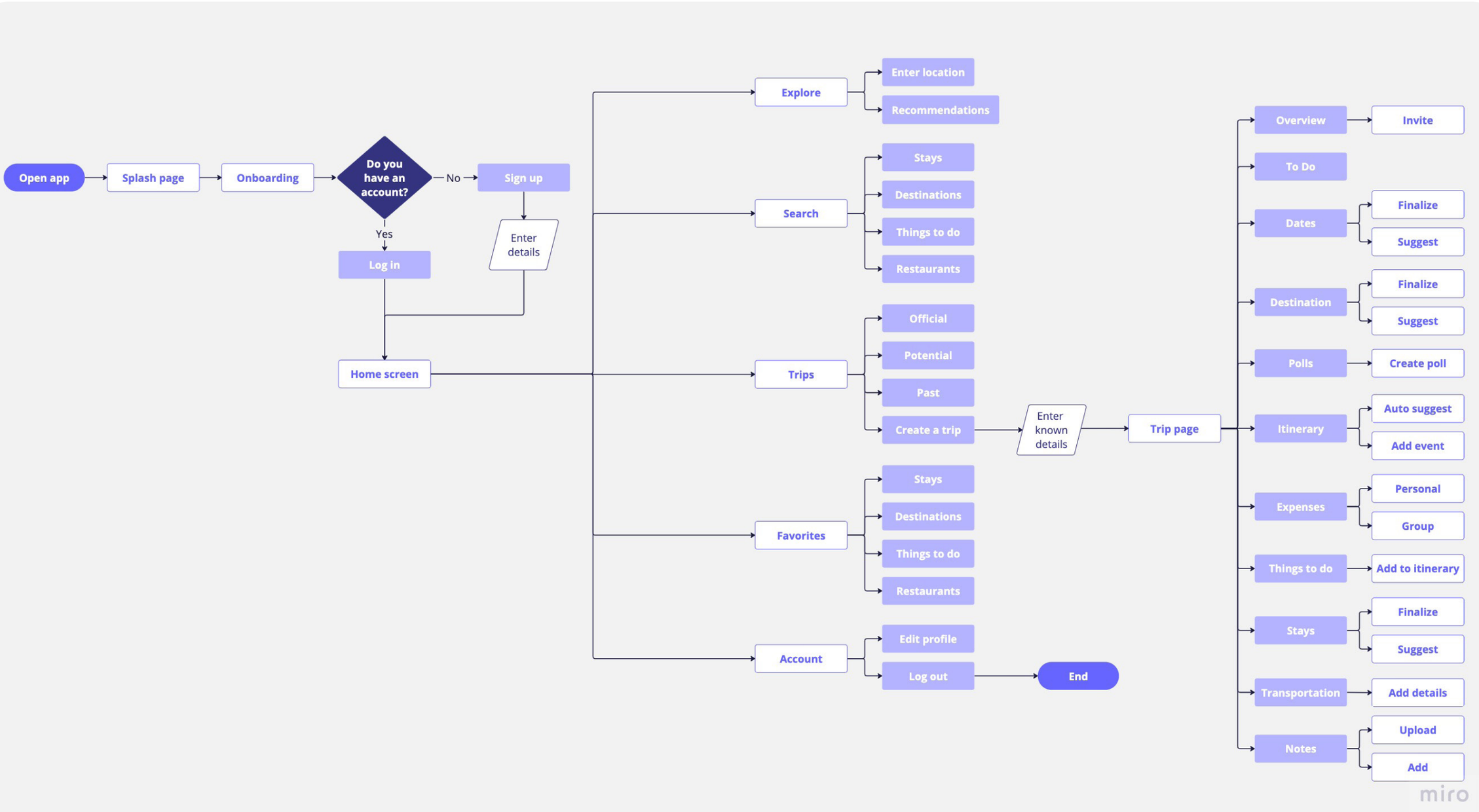
Does

- Asks people they are traveling with their preferences and interests
- Visits social media to finds things to do
- Watches YouTube videos and reads blogs
- Visits many websites for research

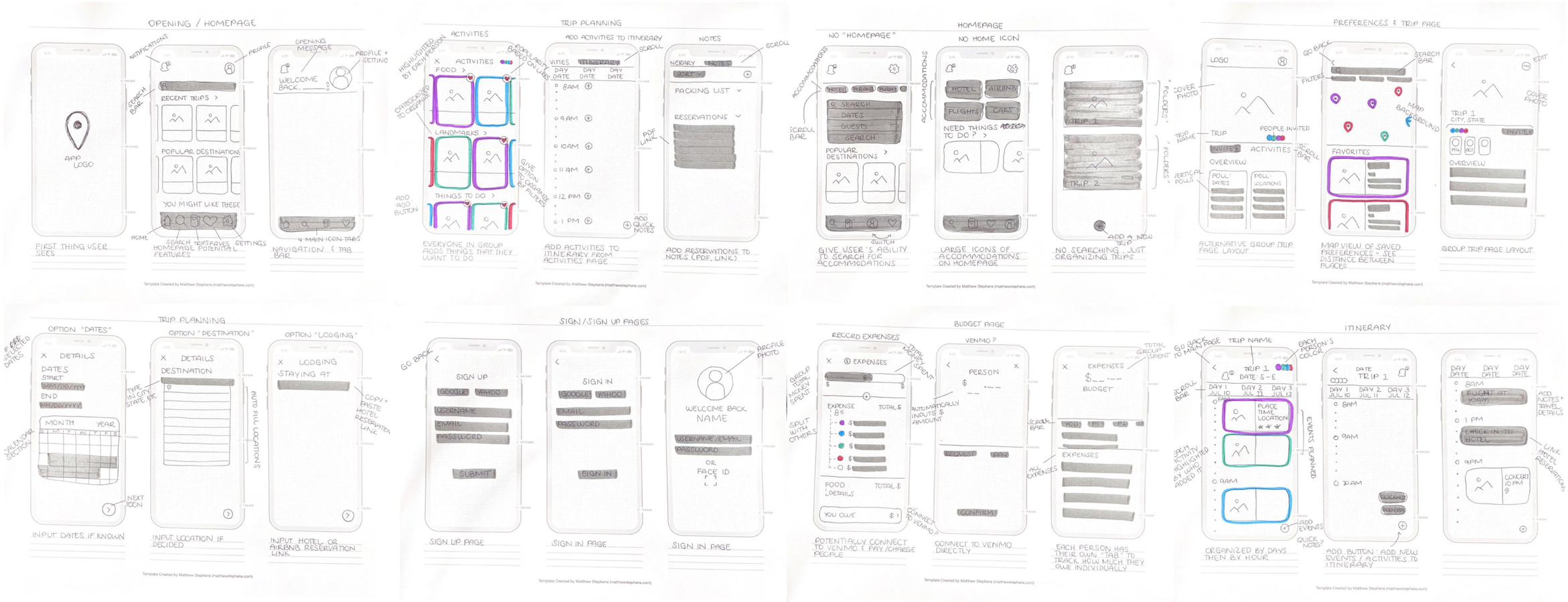
Feels

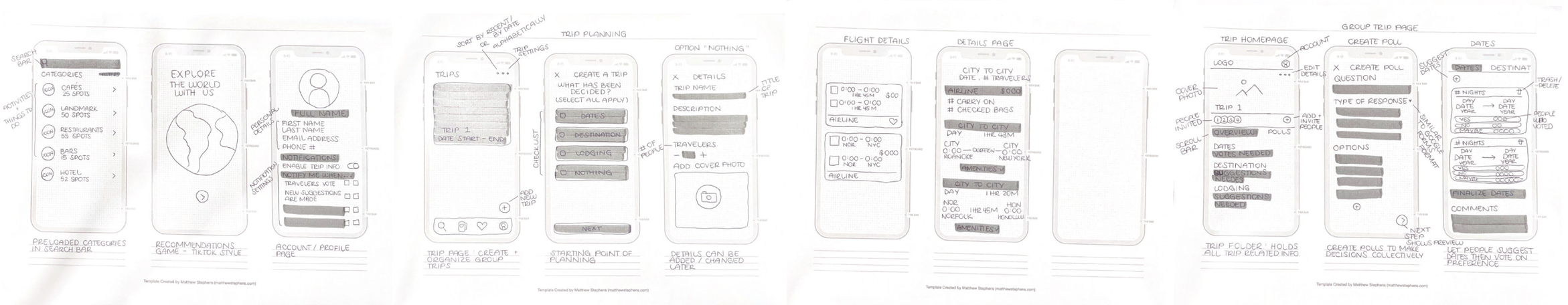
- Frustrated with the amount of apps needed to plan everything
- Worried about how the trip will be organized
- Nobody cares due to the lack of participation
- Excited about new experiences

Affinity mapping



Lo-fi sketches





Submit

Already have an account? **Log in**

# of nights

Day Month 00 Year > Day Month 00 Year

Vote

Expense Category $

Add expense

All Restaurants Attractions

Add to itinerary

Official Potential Past

Trip

Official MM/DD - MM/DD

Apple

Google

Venmo

Save

Traveling
Made easier.

This app features a unique planner that helps plan and coordinate trips amongst friends and family to make your trips easier, more organized, and less stressful

Get started

Log In

Itinerary

Auto suggest + Add

Day 1 Jul 10

5 AM 6 AM 7 AM 8 AM

Place/Activity 0:00 Location

Added by Liked by

Note

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Polls

Create poll

Question

Vote

Trip

MM/DD - MM/DD

Expenses

Personal Group

$

Expense Category $

owes you $

Add expense

Explore Location

Lodging Things to do Restaurants

Need inspiration for your next trip?

Check out these popular destinations

Looking for the right place to stay?

Find the perfect place to stay during your vacation

Start exploring

Trending

Check out these places that are currently trending

Overview To do Dates Destinations Polls Itinerary Expenses Things to do Lodging Flights Notes

Trip

Transportation

Add information

All Flight Bus

Bus AL

Departure day Arrival day

City, State 0:00 AM

City, State 0:00 PM

Bus company

Flight P3

Train P4

Things to do

What are you looking for?

All Restaurants Attractions

selected

Notes

Upload

Add note

Packing List

Reservations

TBD

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Travelers

You Name Name Name Invite

Ready to plan your next trip?

Let's get started!

Welcome Back!

Good to see you again

Email

Password

Forgot Password?

Log In

Don't have an account? **Sign Up**

Overview Hotels Things to do

Destination

Create trip

See all reviews

About

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Map View

Upload

Upload documents (png, jpeg, pdf, docx)

Add

Favorites

Map View

All Hotels Things to do

Destinations

Finalize destination Suggest destination

Destination

Vote

Search Location

What are you looking for?

Your recent searches

Select Categories

Add to itinerary

Before creating your itinerary, please let us know which activities to include!

Got it

UI Design

Adobe Clean

Aa

1 2 3 4 5
6 7 8 9 0

Helvetica Neue

Aa

1 2 3 4 5
6 7 8 9 0

Bright purple
#6666FF

Light purple
#B3B3FF

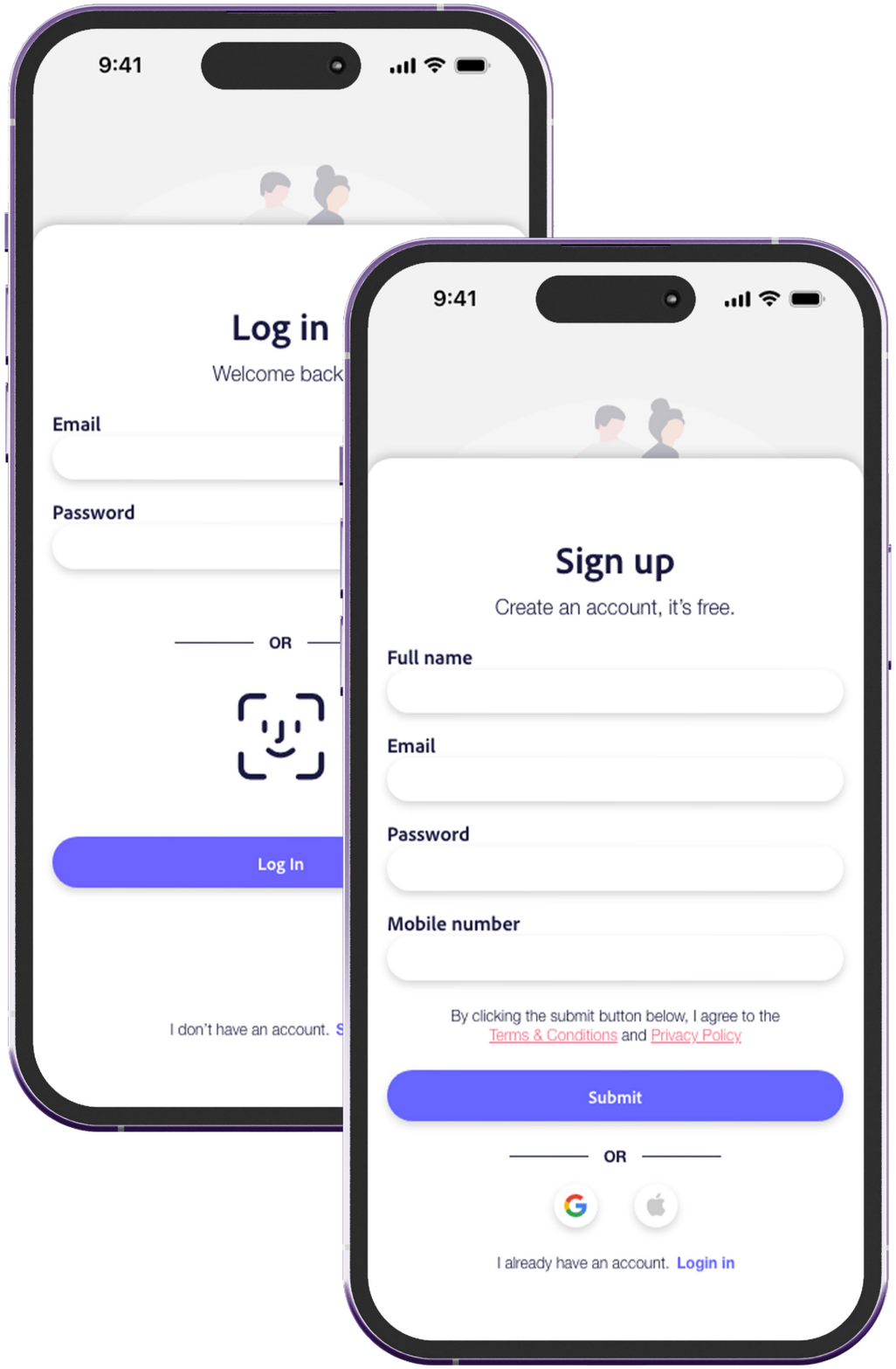
Dark purple
#333380

White
#FFFFFF

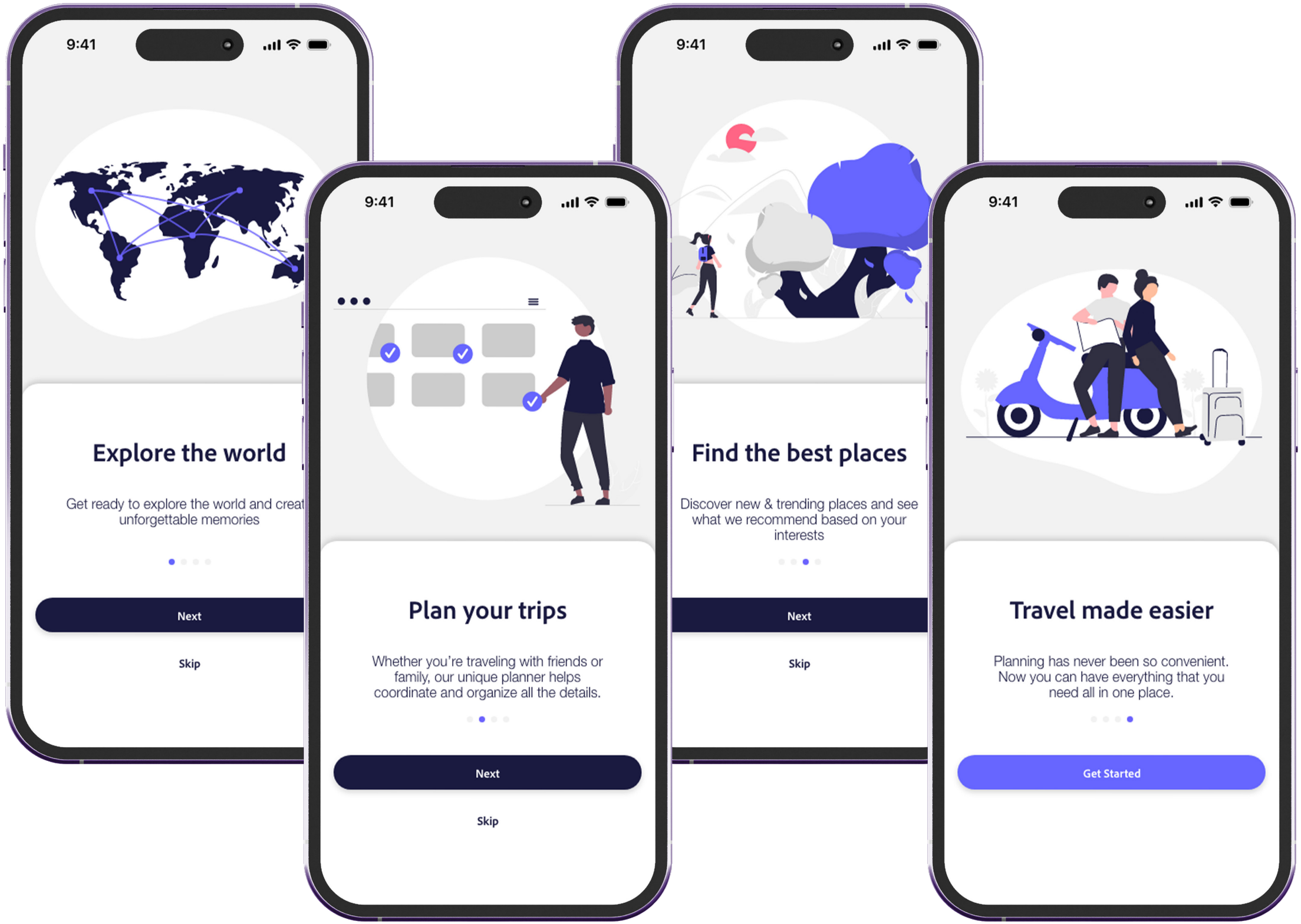
Light grey
#F2F2F2

Deep purple
#1A1A40

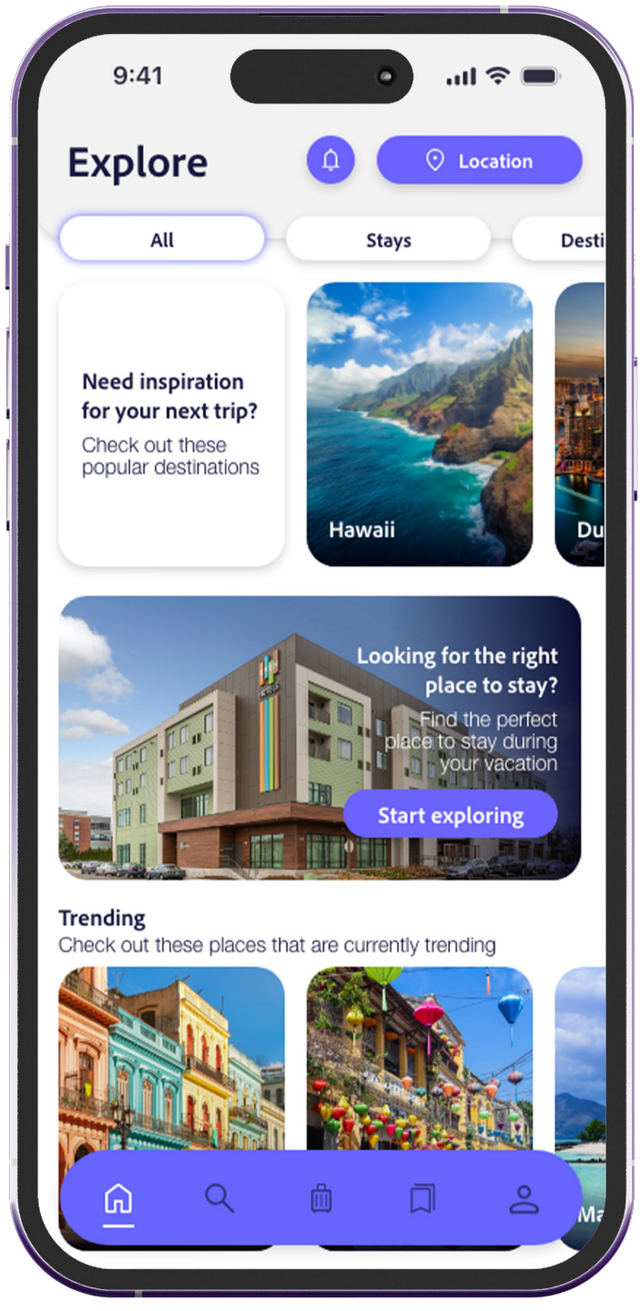
opening

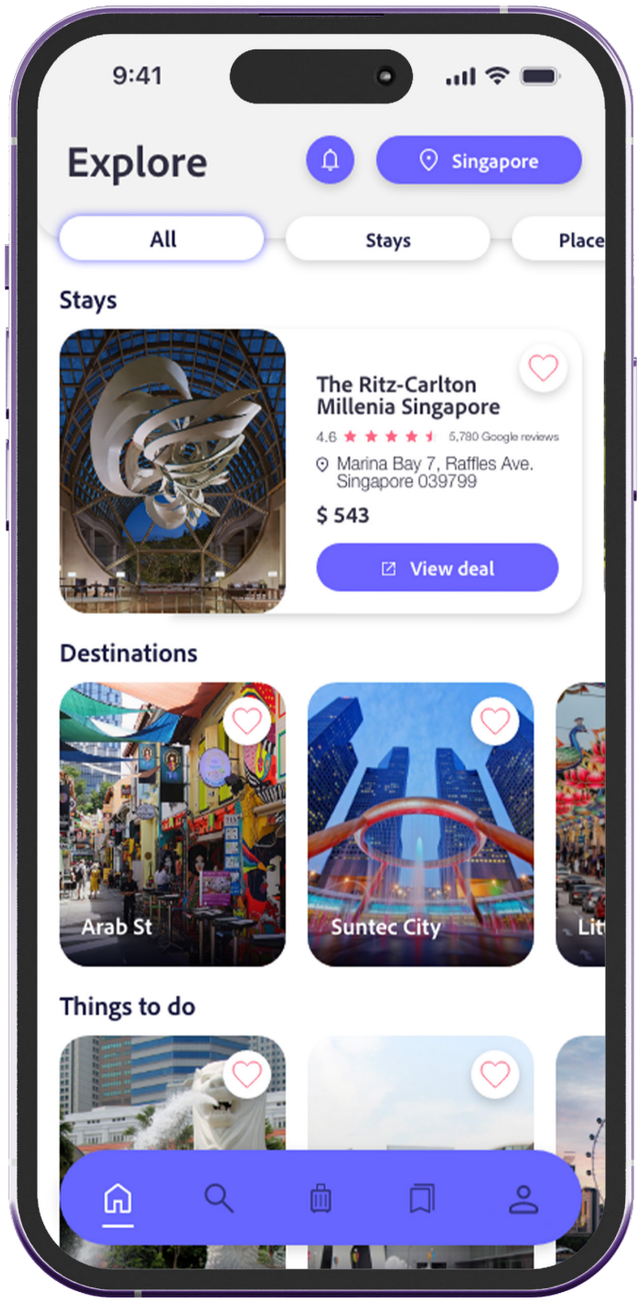


log in


9:41
Explore the world
Get ready to explore the world and creat
unforgettable memories
Next
Skip
9:41
Plan your trips
Whether you're traveling with friends or
family, our unique planner helps
coordinate and organize all the details.
Next
Skip
9:41
Find the best places
Discover new & trending places and see
what we recommend based on your
interests
Next
Skip
9:41
Travel made easier
Planning has never been so convenient.
Now you can have everything that you
need all in one place.
Get Started

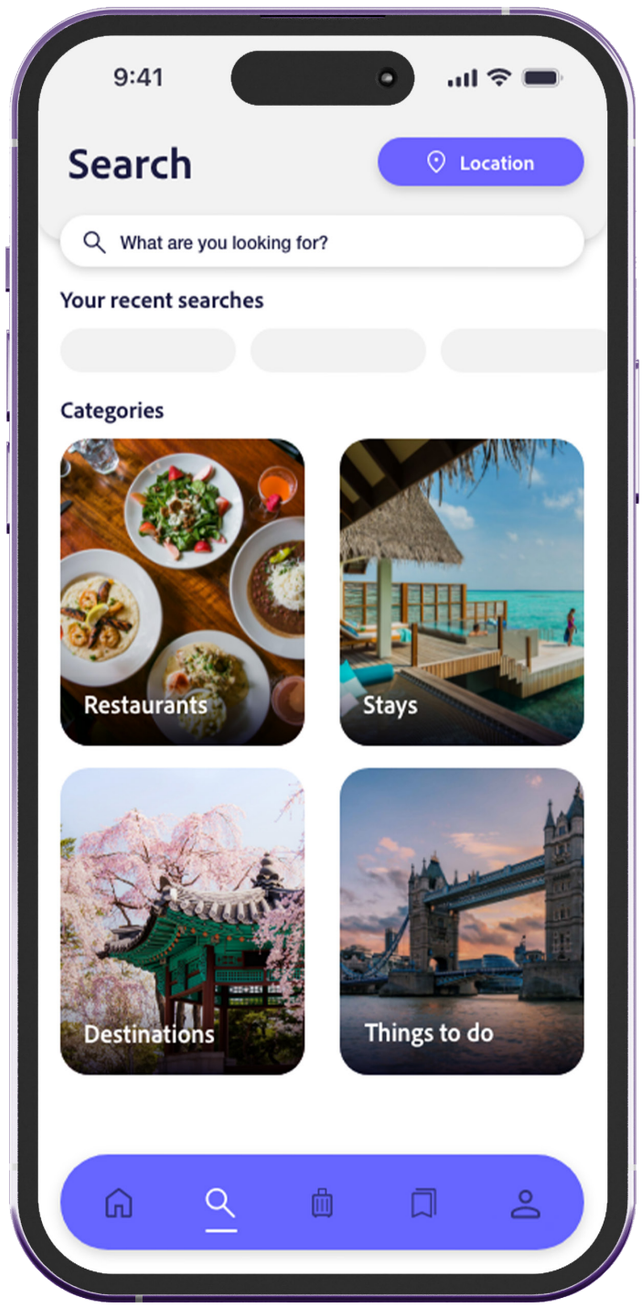
onboarding

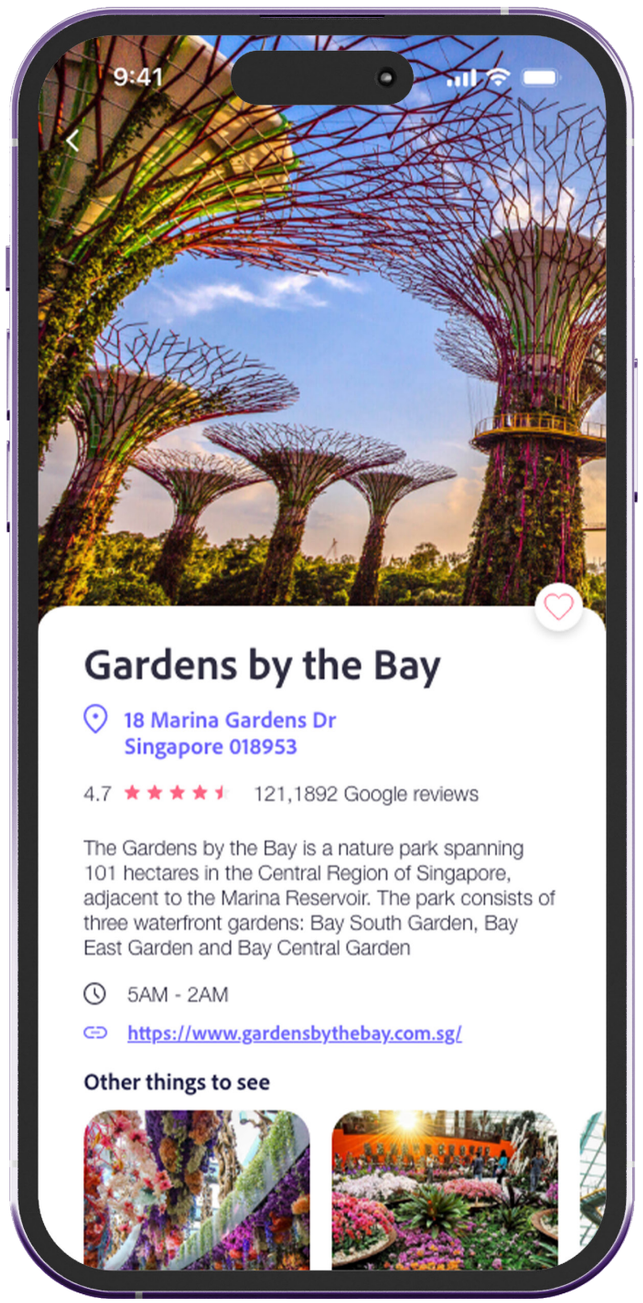


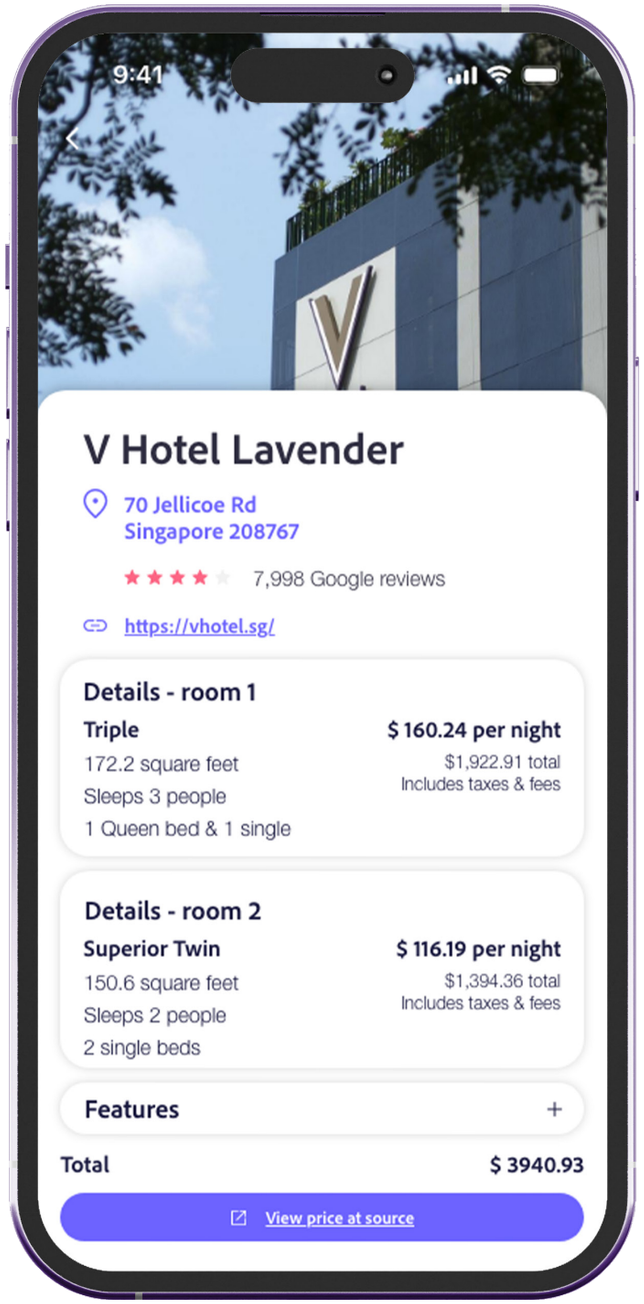


user can explore accomodations, entertainment, and restaurants based on location

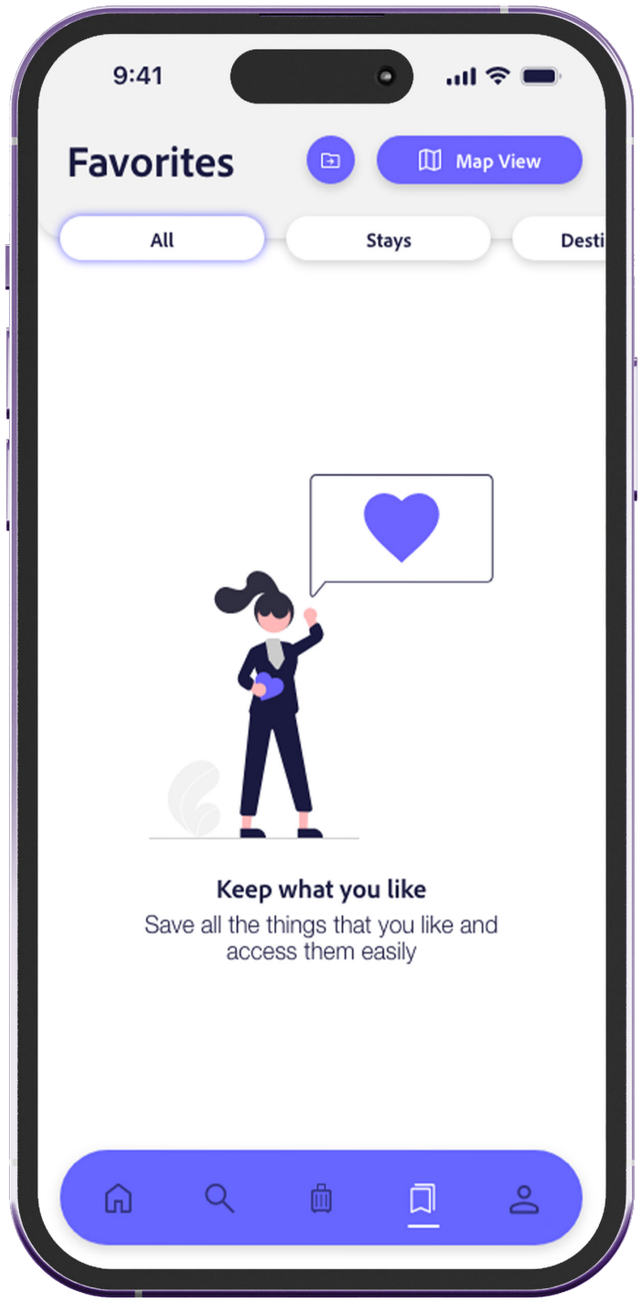
explore

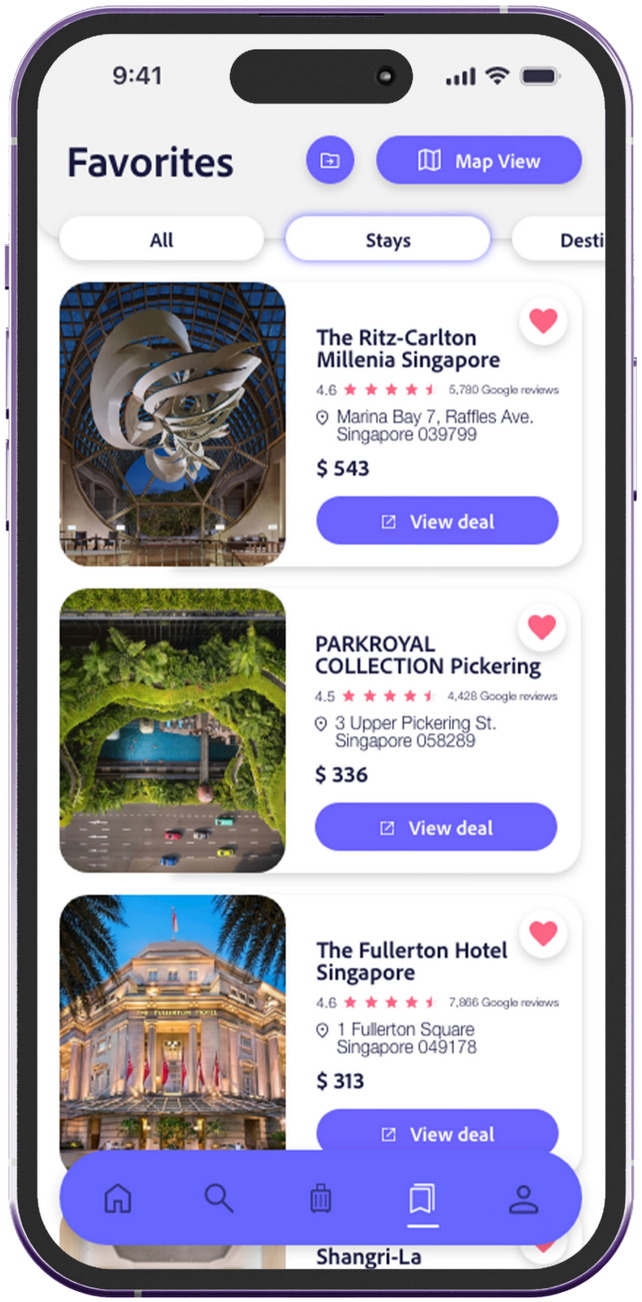

9:41
Search
Location
What are you looking for?
Your recent searches
Categories
Restaurants
Stays
Destinations
Things to do

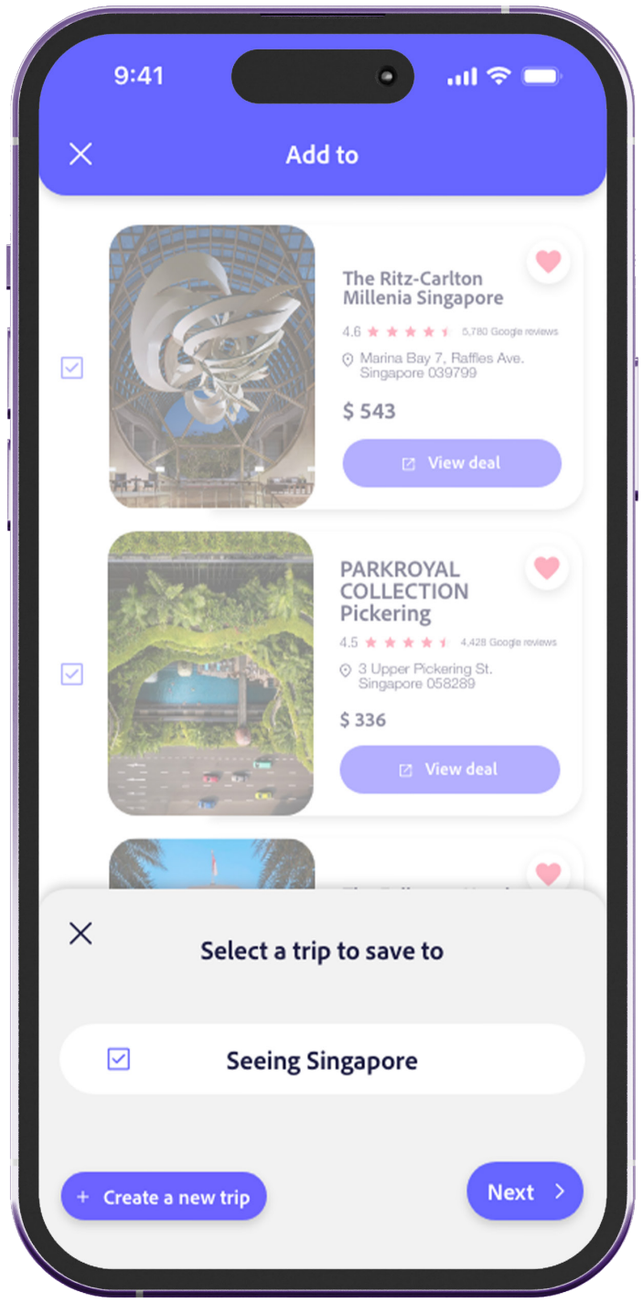

9:41
Gardens by the Bay
18 Marina Gardens Dr
Singapore 018953
4.7
121,1892 Google reviews
The Gardens by the Bay is a nature park spanning 101 hectares in the Central Region of Singapore, adjacent to the Marina Reservoir. The park consists of three waterfront gardens: Bay South Garden, Bay East Garden and Bay Central Garden
5AM - 2AM
https://www.gardensbythebay.com.sg/
Other things to see


9:41
V Hotel Lavender
70 Jellicoe Rd
Singapore 208767
7,998 Google reviews
https://vhotel.sg/
Details - room 1
Triple
172.2 square feet
Sleeps 3 people
1 Queen bed & 1 single
$ 160.24 per night
$1,922.91 total
Includes taxes & fees
Details - room 2
Superior Twin
150.6 square feet
Sleeps 2 people
2 single beds
$ 116.19 per night
$1,394.36 total
Includes taxes & fees
Features
Total
$ 3940.93
View price at source

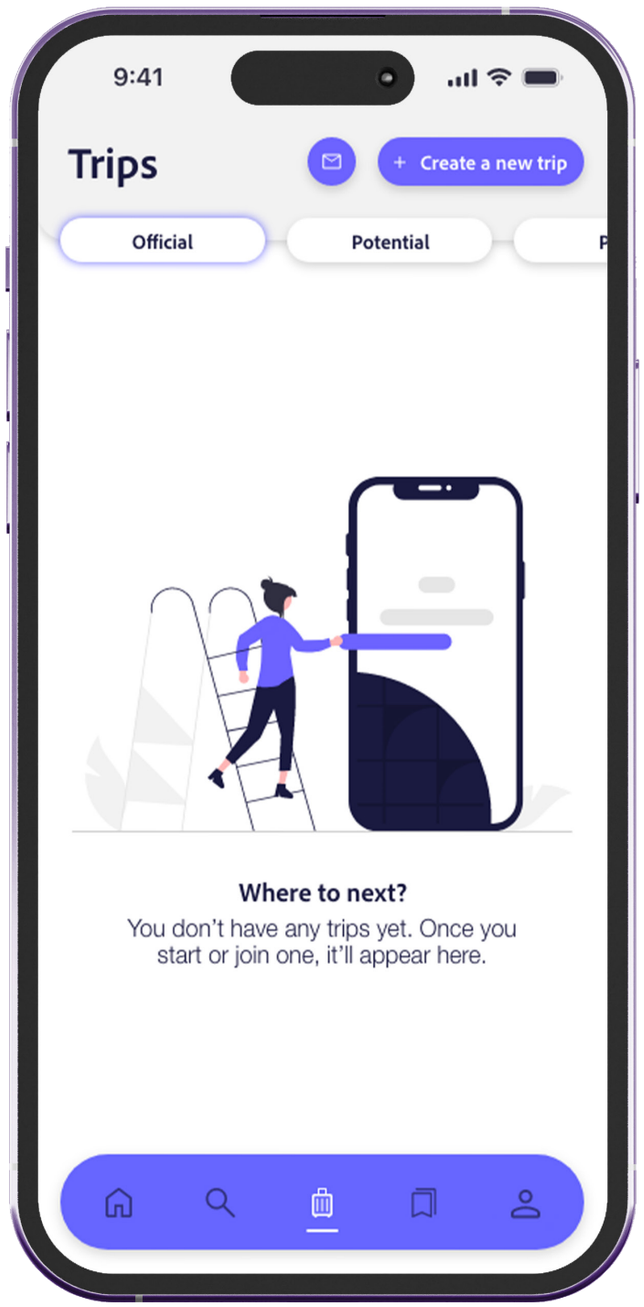
search

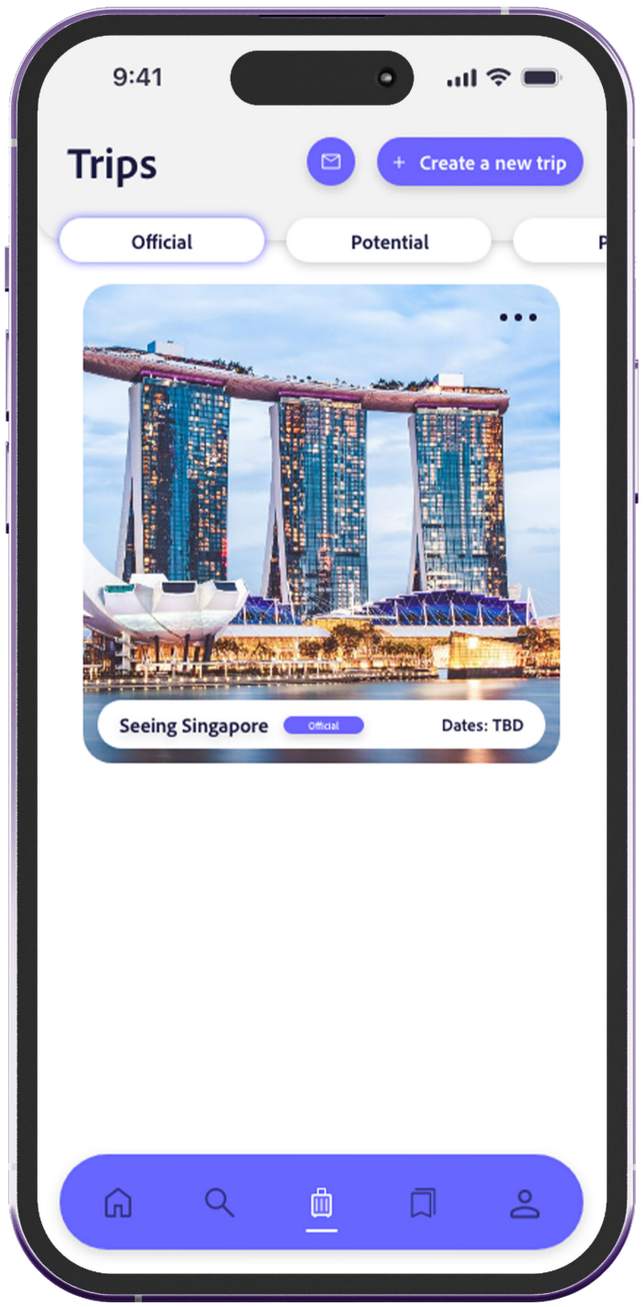

9:41
Favorites
Map View
All
Stays
Desti
Keep what you like
Save all the things that you like and access them easily

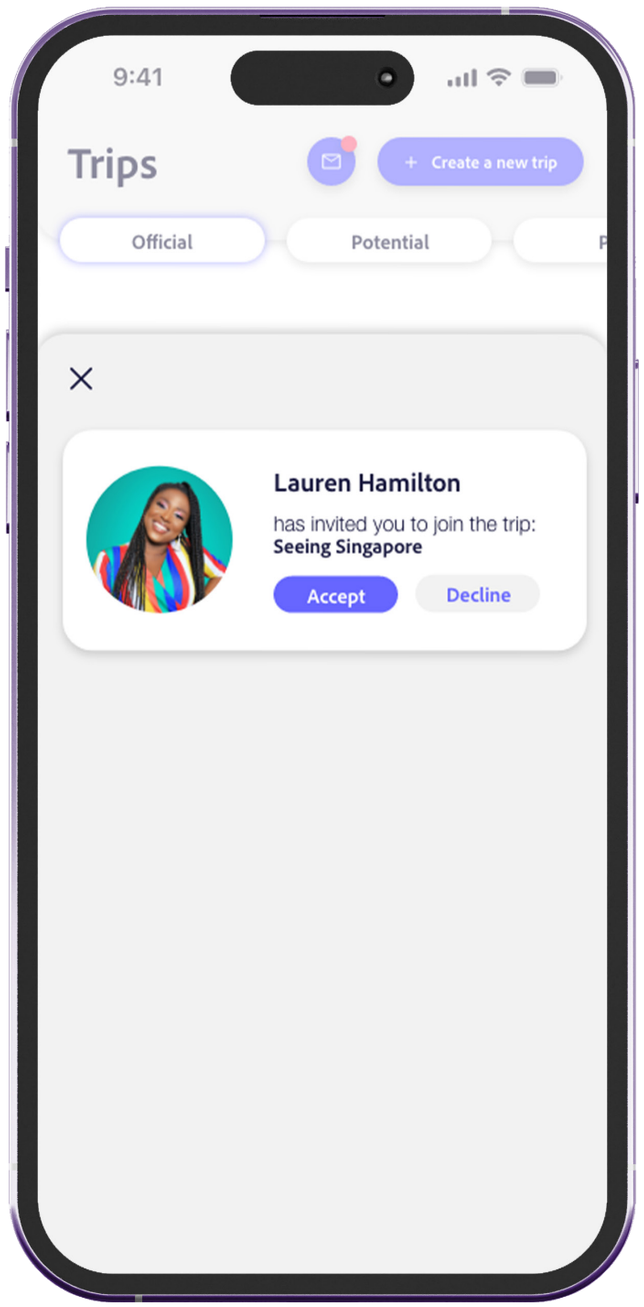

9:41
Favorites
Map View
All
Stays
Desti
The Ritz-Carlton Millenia Singapore
4.6 5,780 Google reviews
Marina Bay 7, Raffles Ave. Singapore 039799
$ 543
View deal
PARKROYAL COLLECTION Pickering
4.5 4,428 Google reviews
3 Upper Pickering St. Singapore 058289
$ 336
View deal
The Fullerton Hotel Singapore
4.6 7,866 Google reviews
1 Fullerton Square Singapore 049178
$ 313
View deal
Shangri-La


9:41
Add to
The Ritz-Carlton Millenia Singapore
4.6 5,780 Google reviews
Marina Bay 7, Raffles Ave. Singapore 039799
$ 543
View deal
PARKROYAL COLLECTION Pickering
4.5 4,428 Google reviews
3 Upper Pickering St. Singapore 058289
$ 336
View deal
Select a trip to save to
Seeing Singapore
Create a new trip
Next

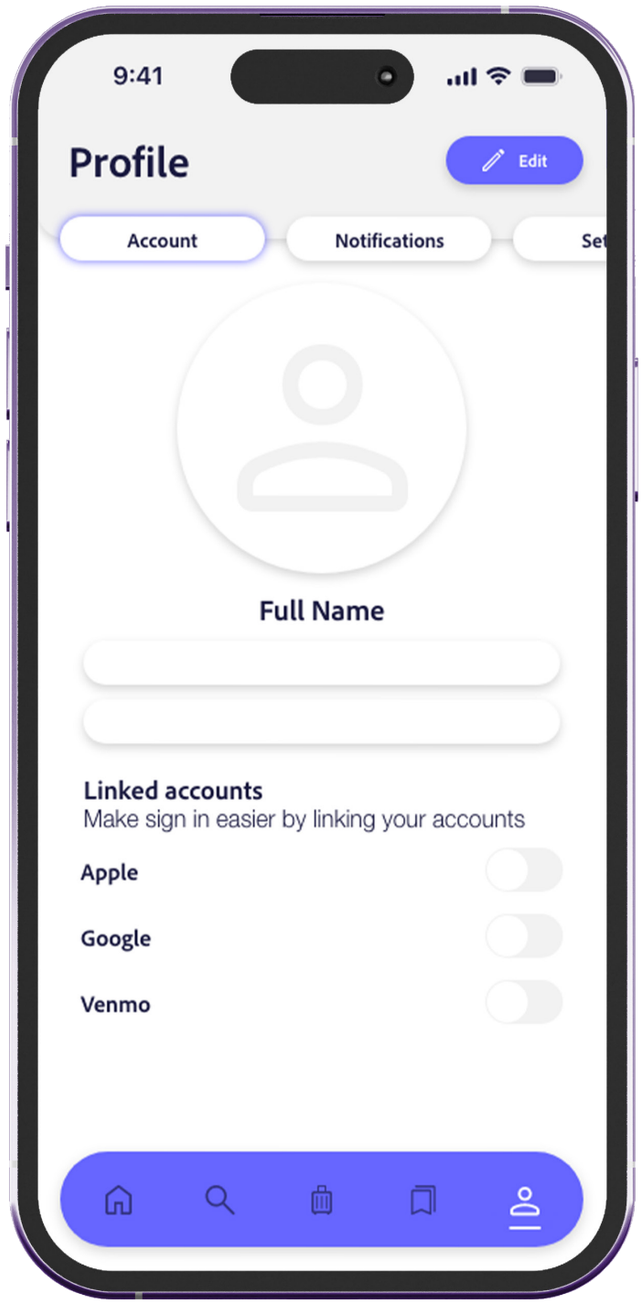
favorites

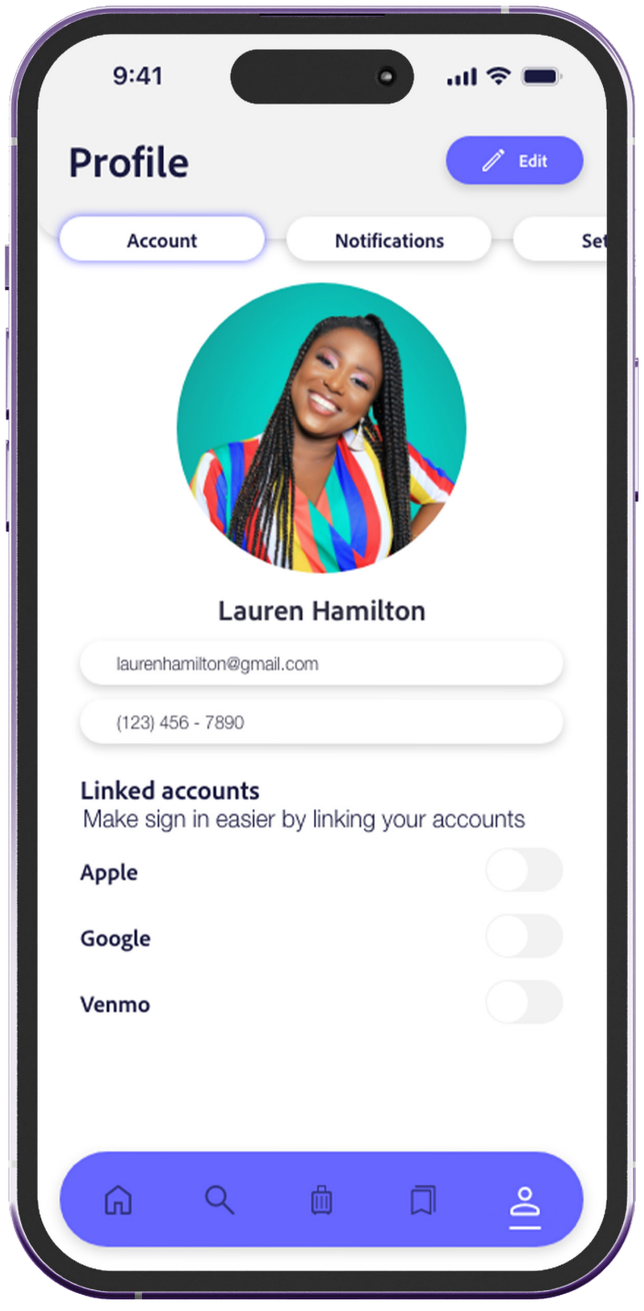

9:41
Trips
Create a new trip
Official
Potential
Where to next?
You don't have any trips yet. Once you start or join one, it'll appear here.


9:41
Trips
Create a new trip
Official
Potential
Seeing Singapore
Official
Dates: TBD


9:41
Trips
Create a new trip
Official
Potential
Lauren Hamilton
has invited you to join the trip:
Seeing Singapore
Accept
Decline

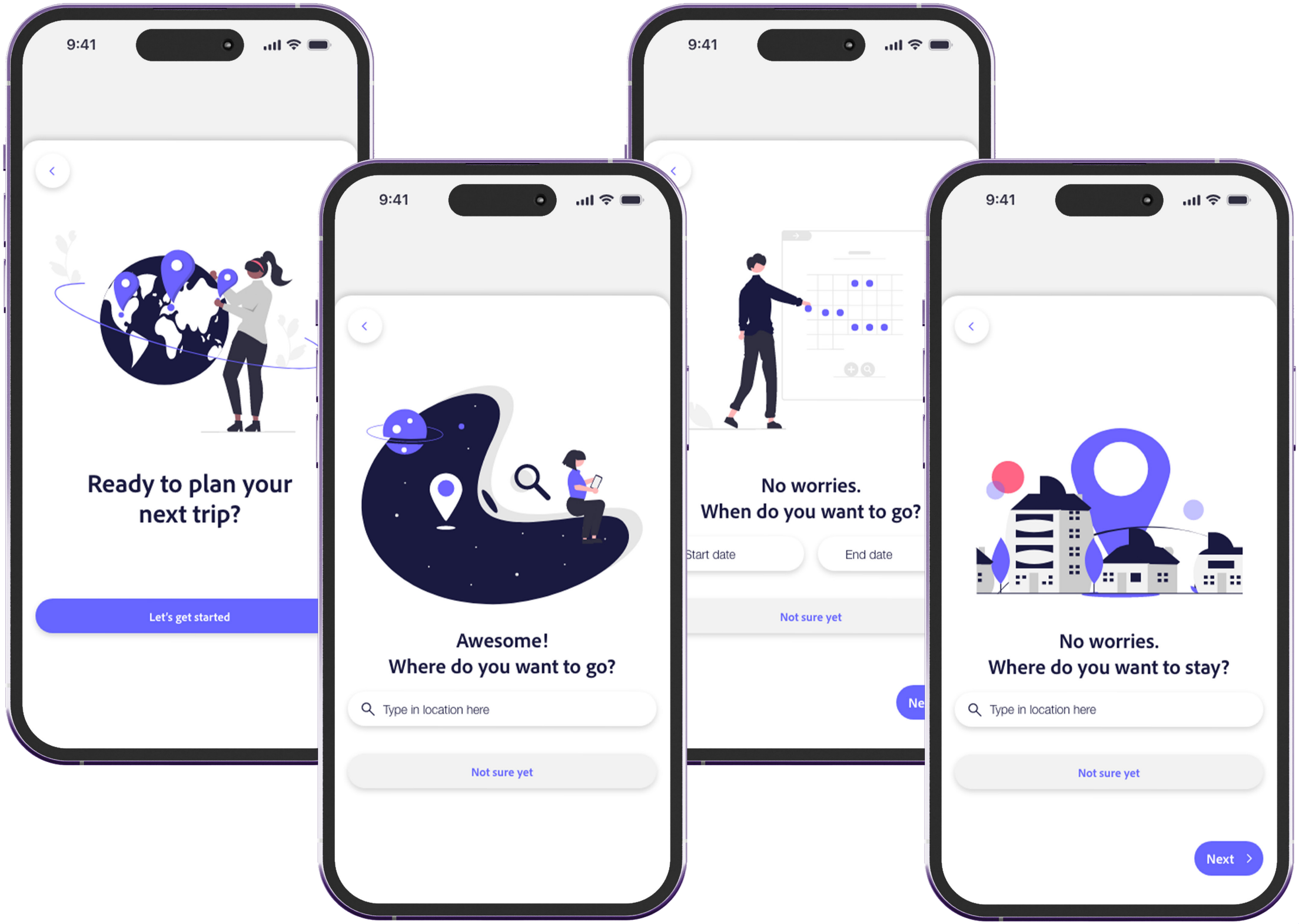
trips



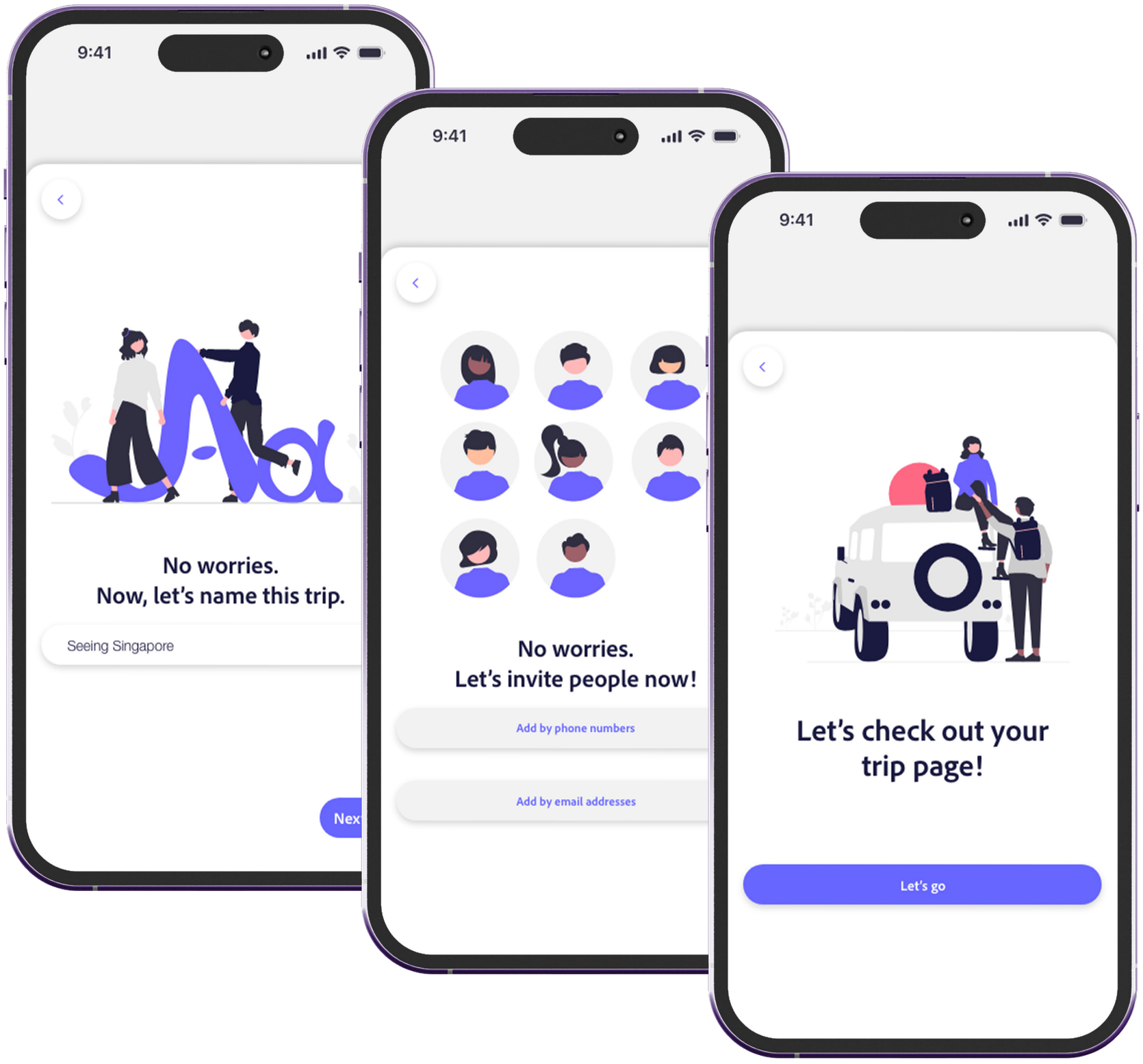


user can edit and change account settings

profile



create a trip

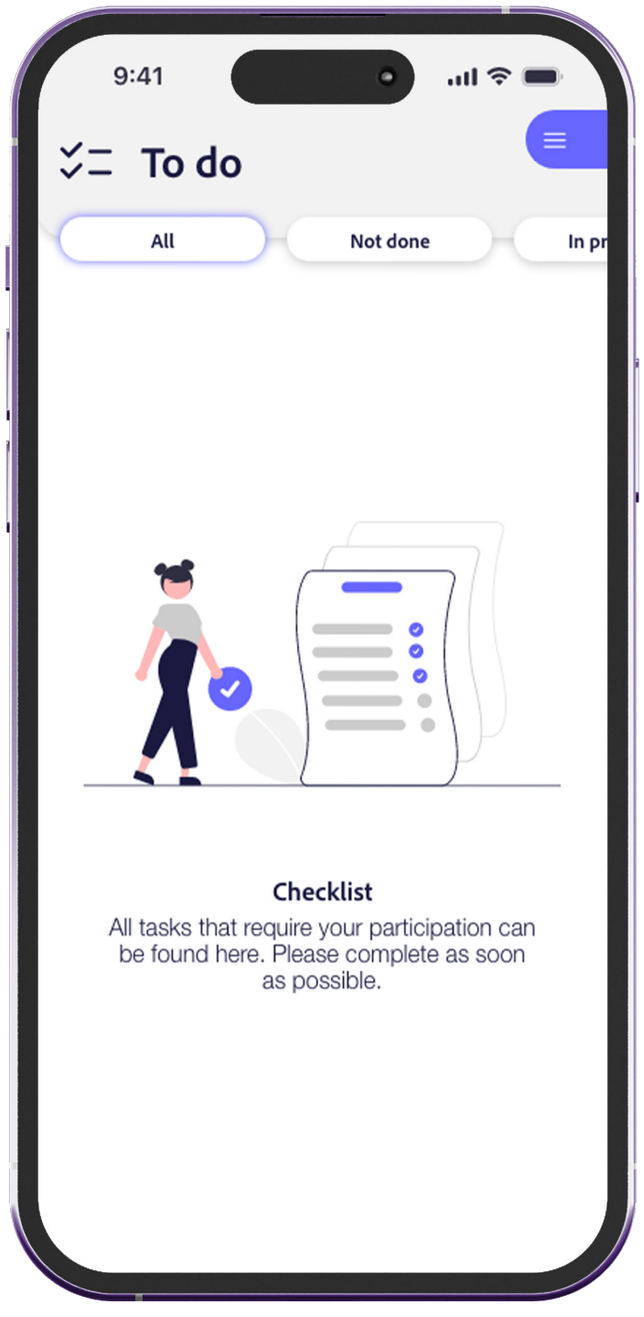


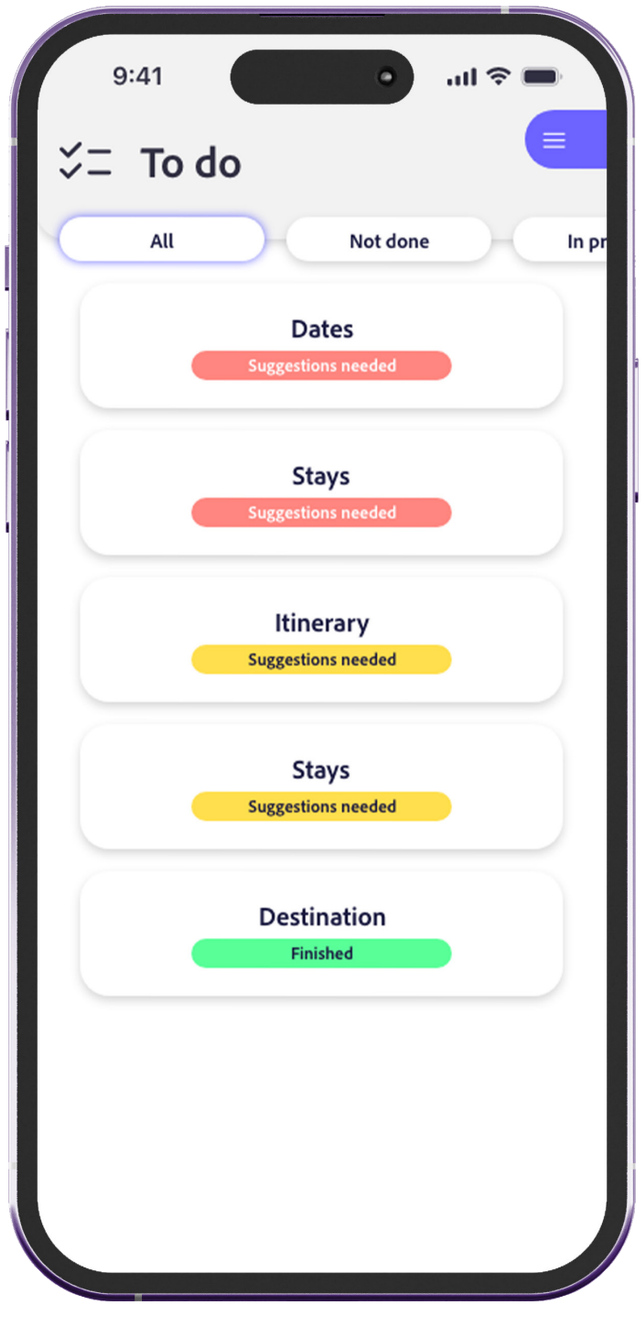
user creates
a trip based
on information
present during
intial start up

create a trip continued

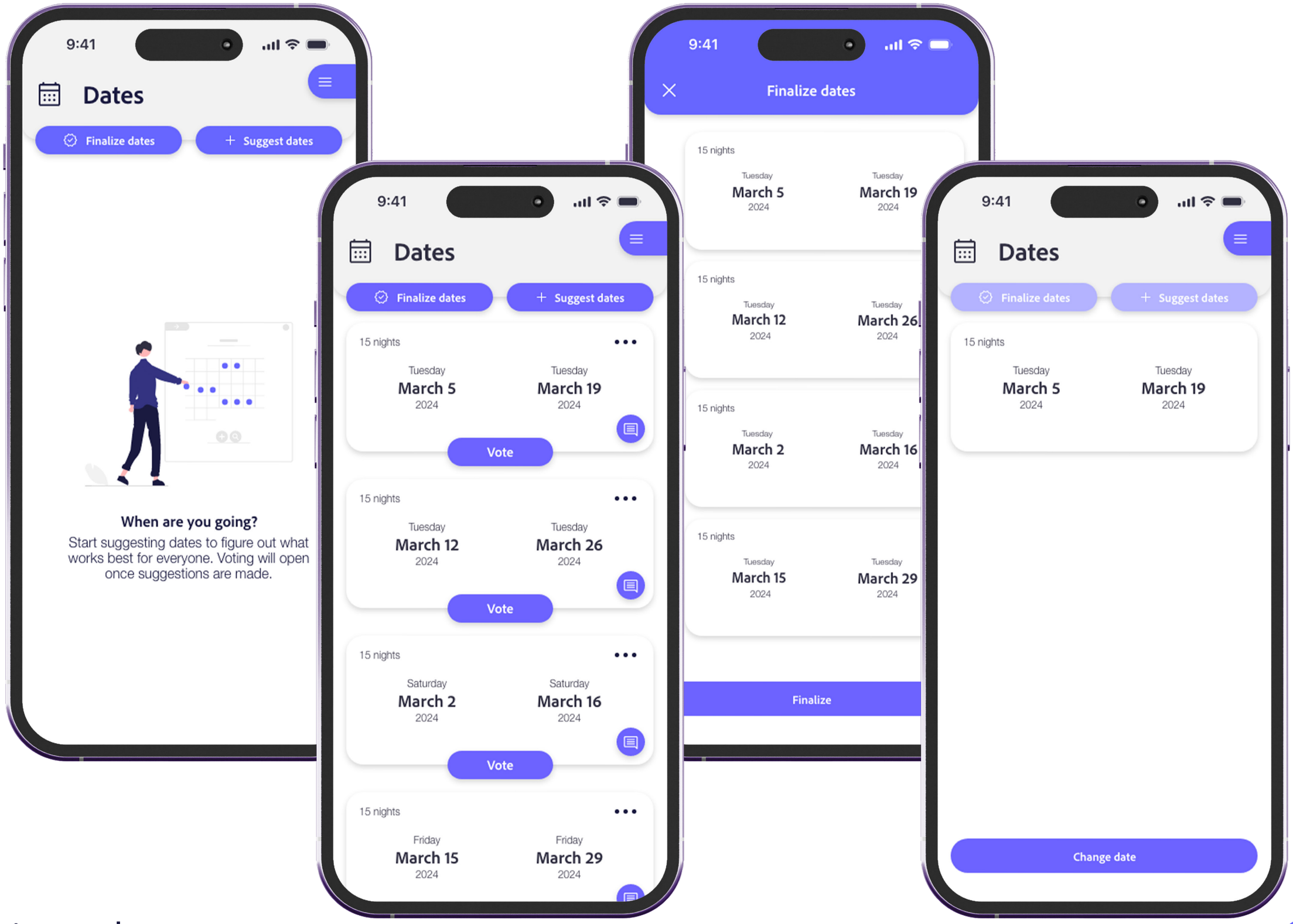
side navigation bar to help user store and find information

overview trip page

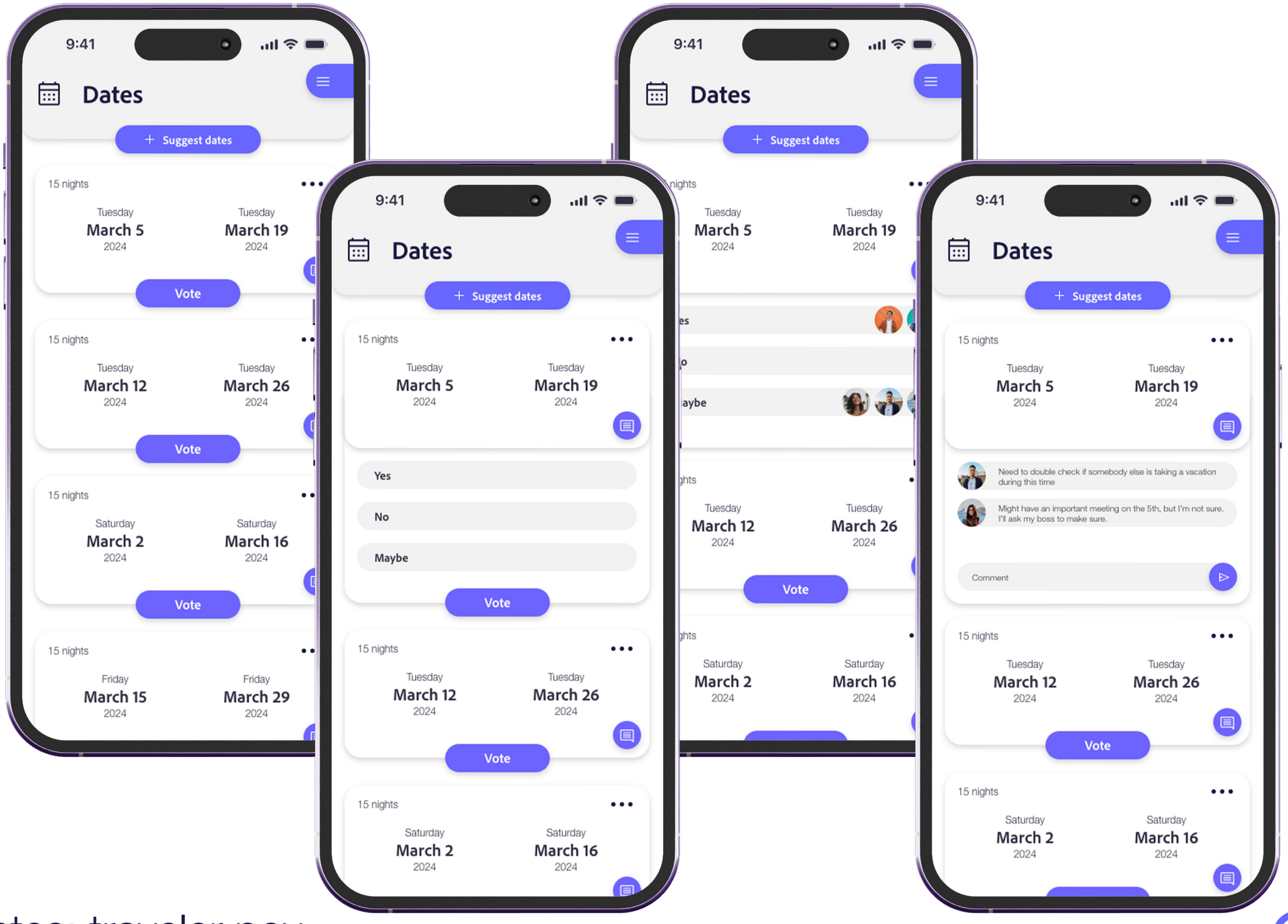




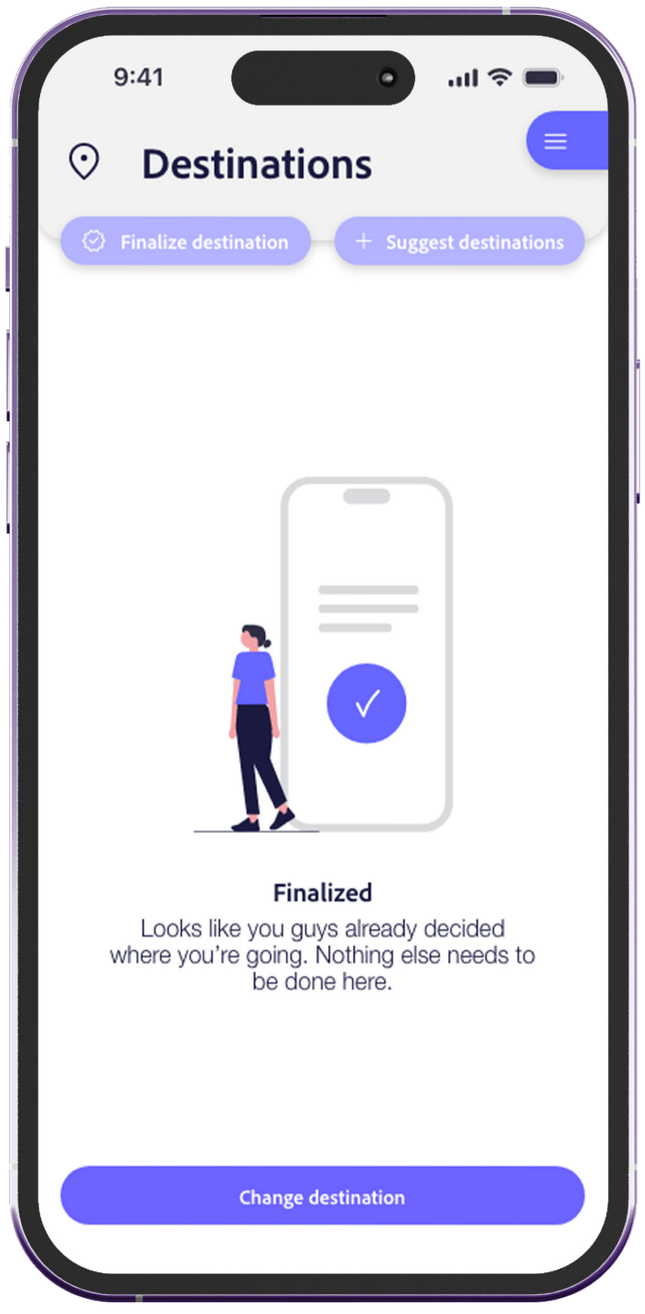
to-do page:
app automatically sends out tasks based on user participation



dates: planner pov

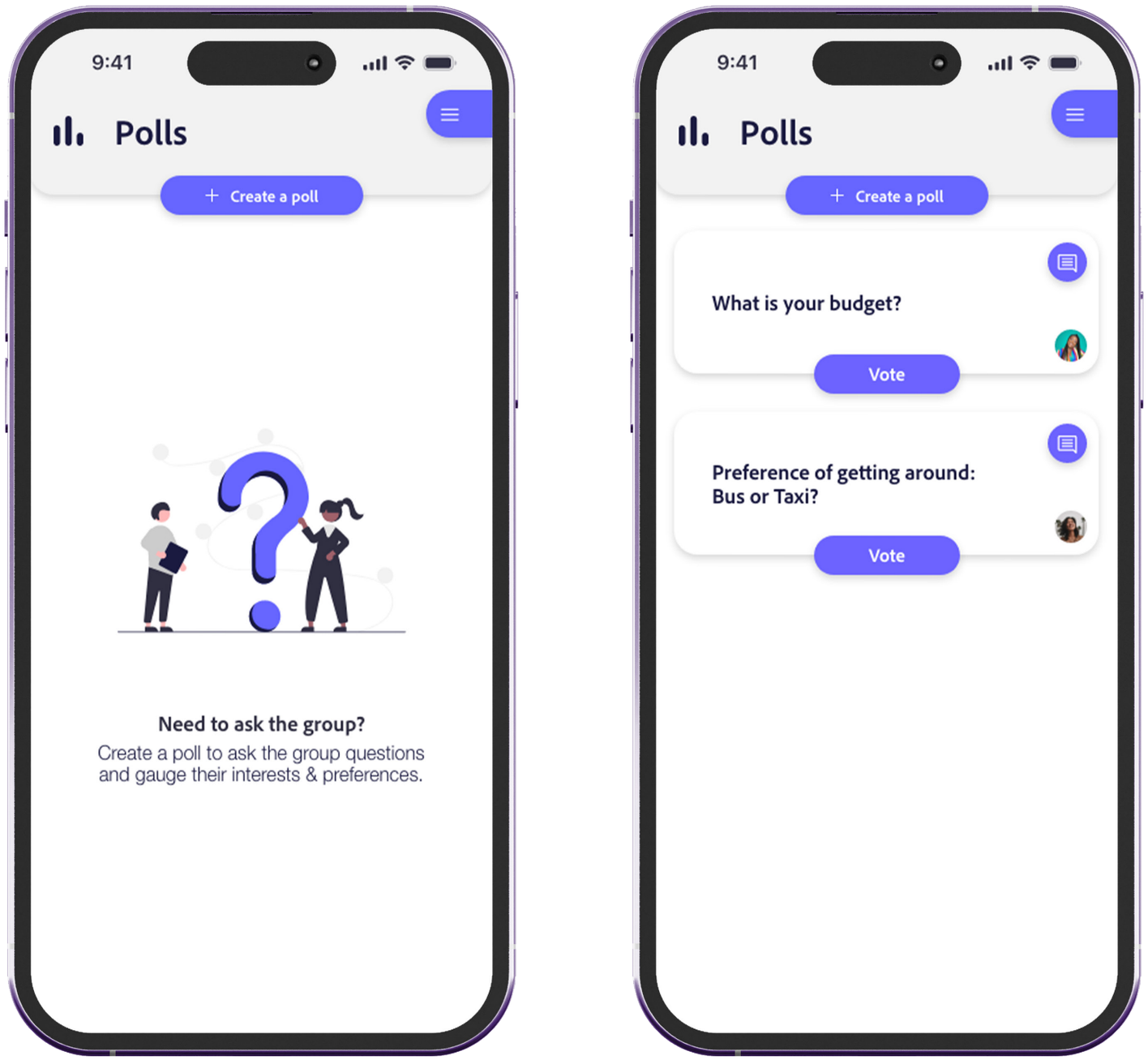


dates: traveler pov

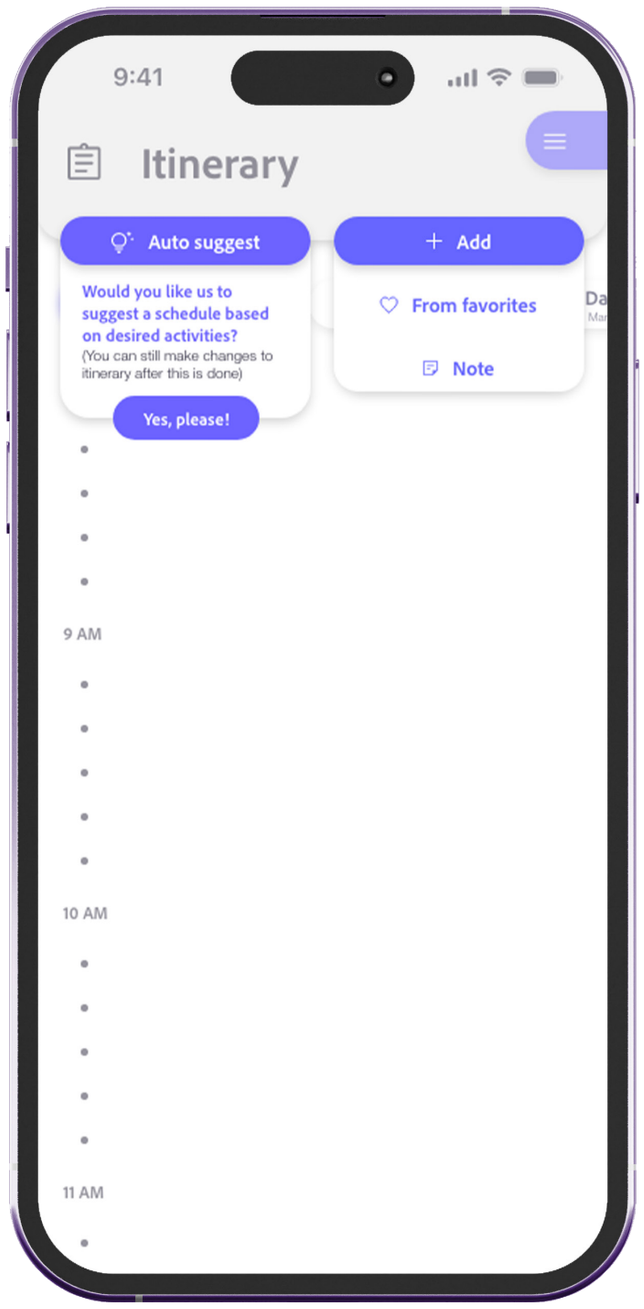


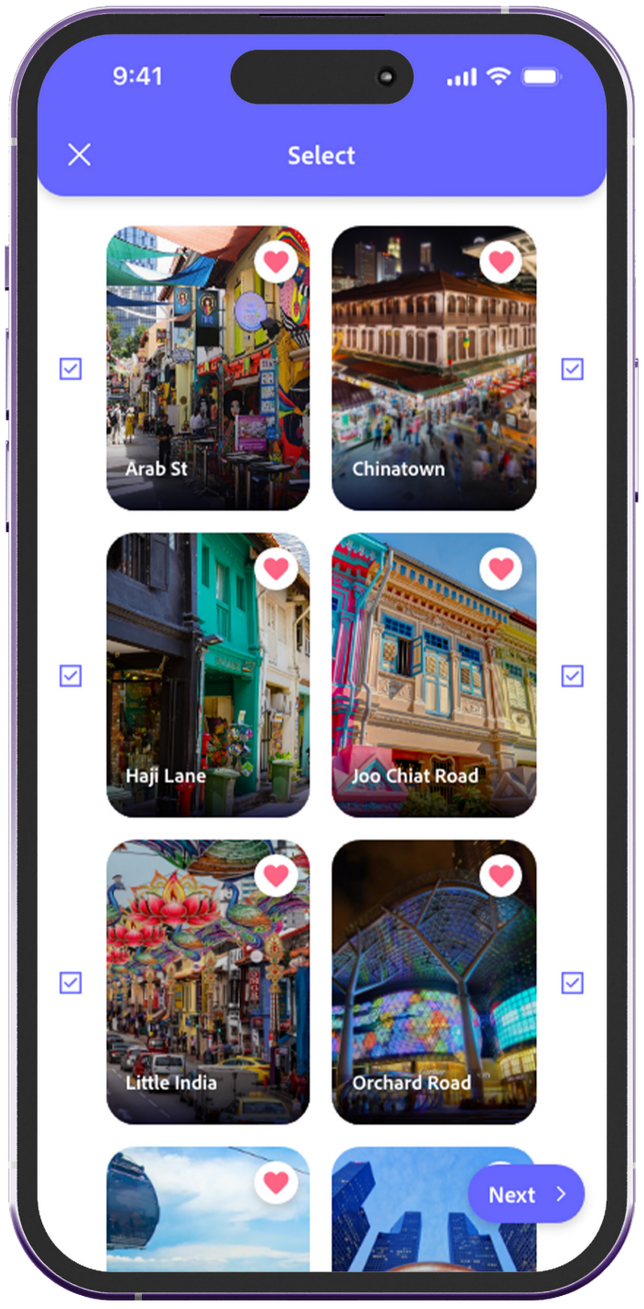
destinations page:
user already indicated destination

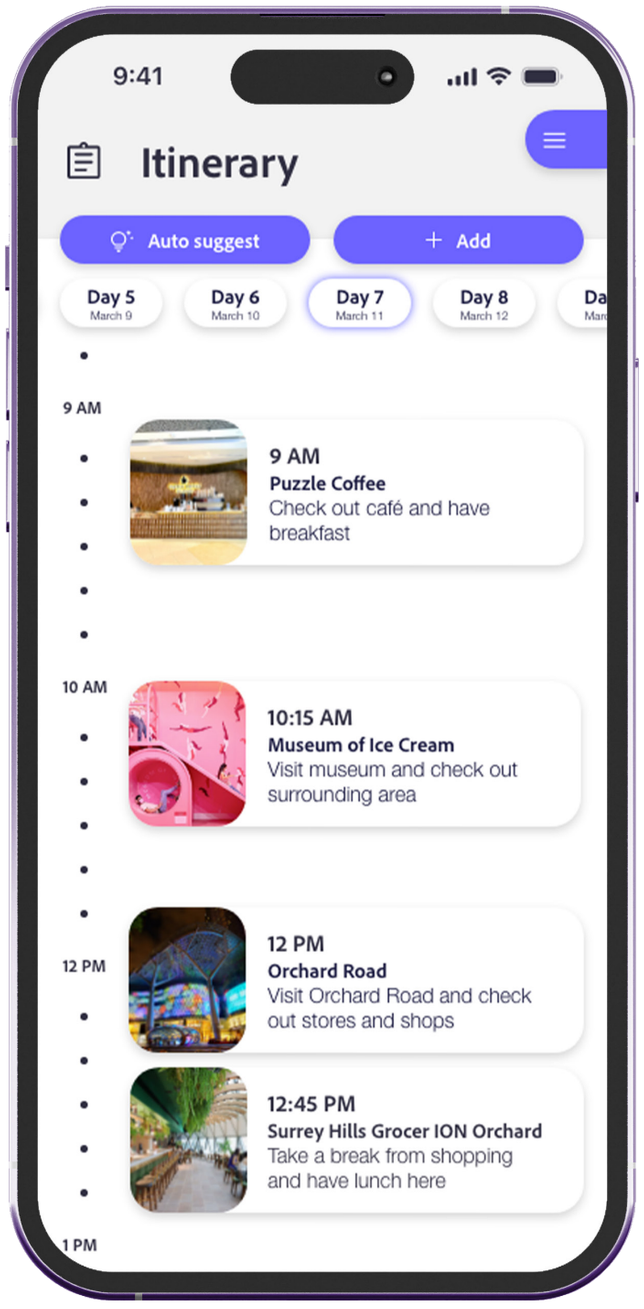
if not decided, voting options similar to dates and stays would be present



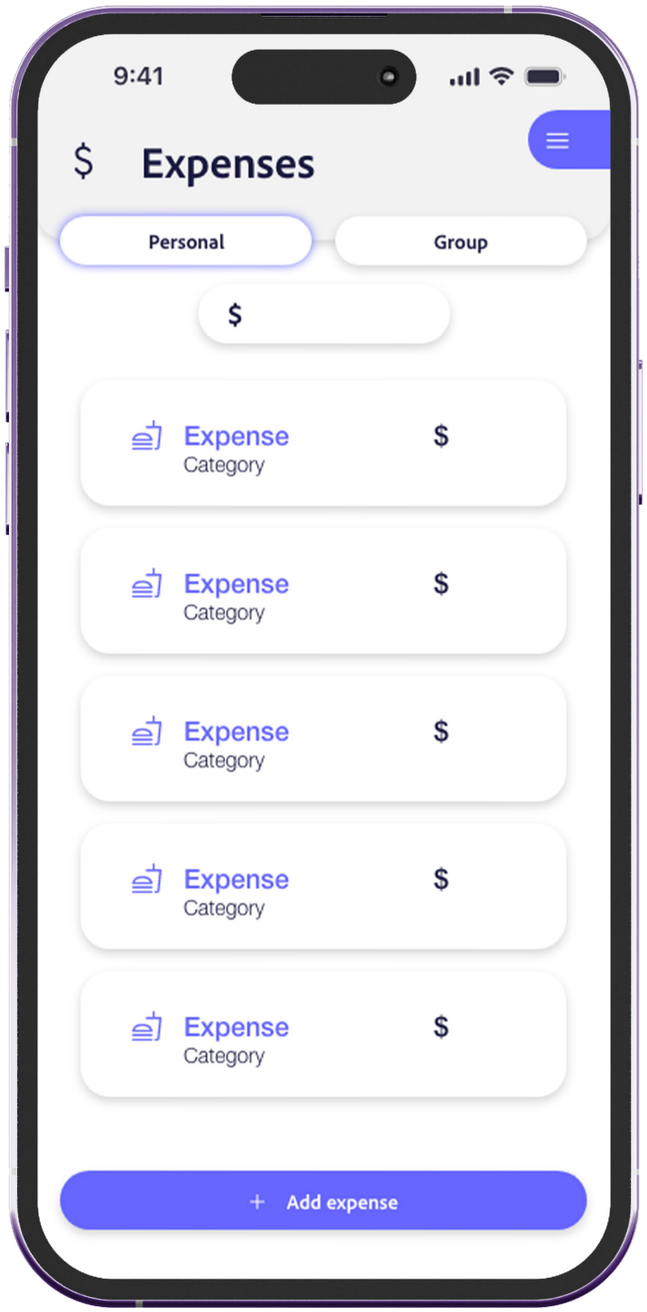
polls page:
user can send out custom polls to gauge group interest and preferences

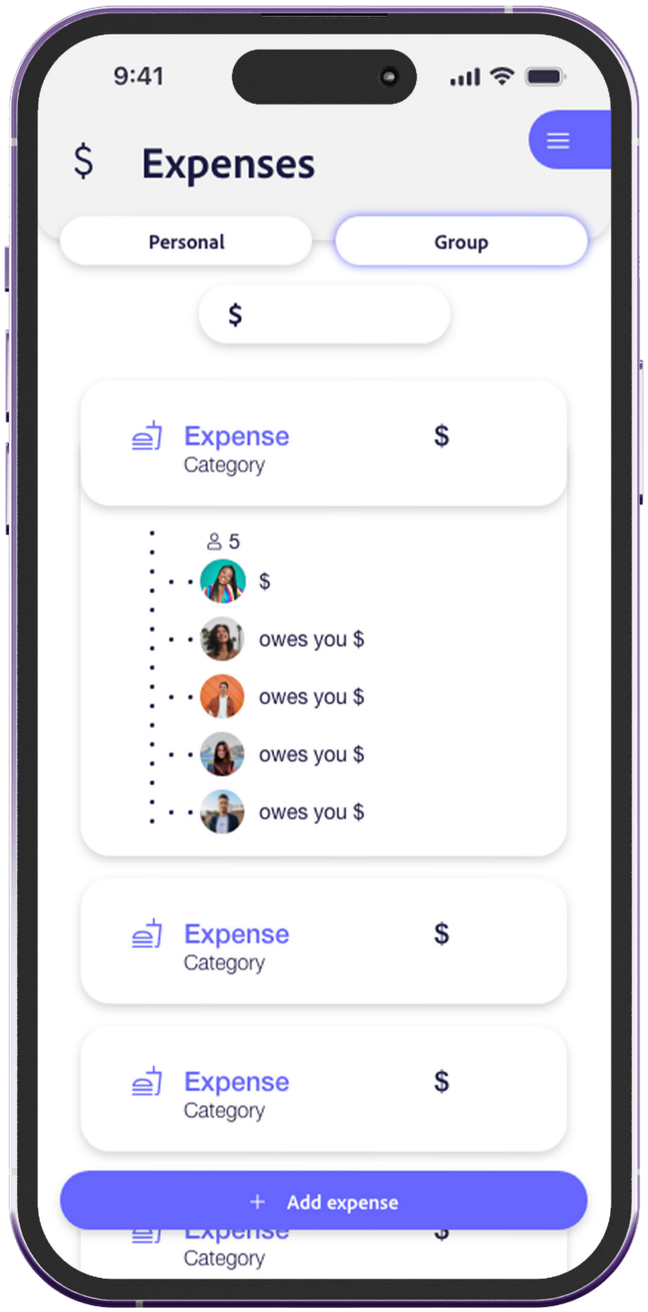

9:41
Itinerary
Auto suggest
Add
Would you like us to suggest a schedule based on desired activities?
(You can still make changes to itinerary after this is done)
Yes, please!
From favorites
Note
9 AM
10 AM
11 AM


9:41
Select
Arab St
Chinatown
Haji Lane
Joo Chiat Road
Little India
Orchard Road
Next


9:41
Itinerary
Auto suggest
Add
Day 5
March 9
Day 6
March 10
Day 7
March 11
Day 8
March 12
9 AM
9 AM
Puzzle Coffee
Check out café and have breakfast
10 AM
10:15 AM
Museum of Ice Cream
Visit museum and check out surrounding area
12 PM
12 PM
Orchard Road
Visit Orchard Road and check out stores and shops
12:45 PM
Surrey Hills Grocer ION Orchard
Take a break from shopping and have lunch here
1 PM

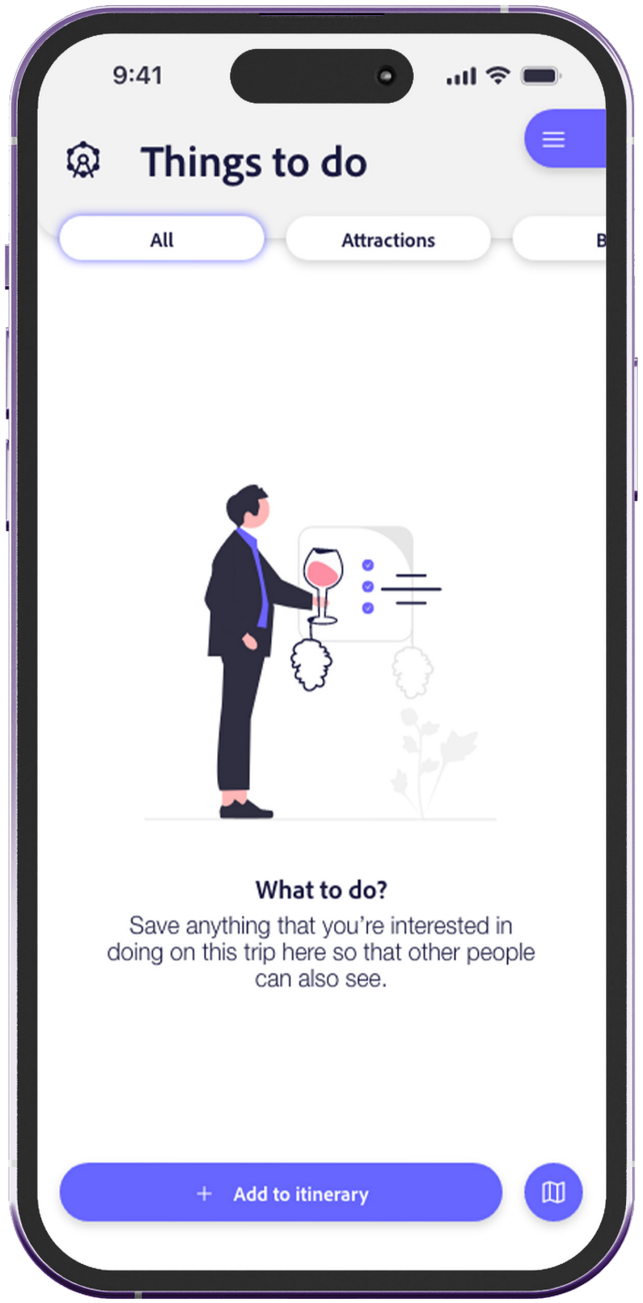
itinerary

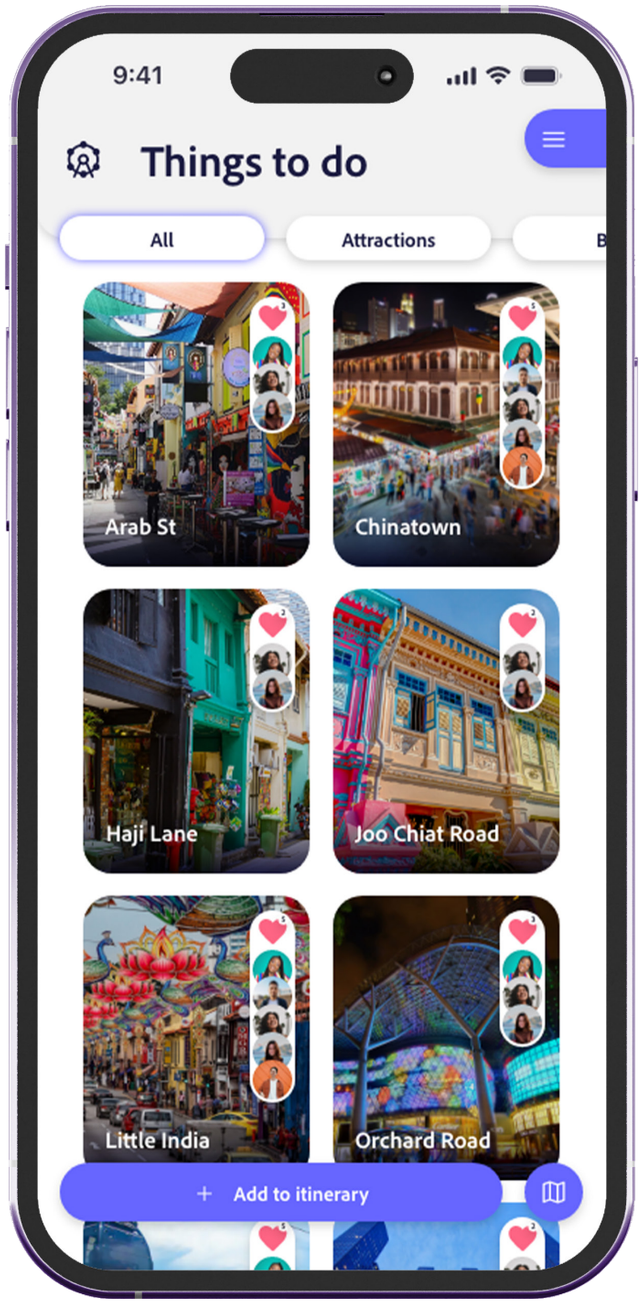


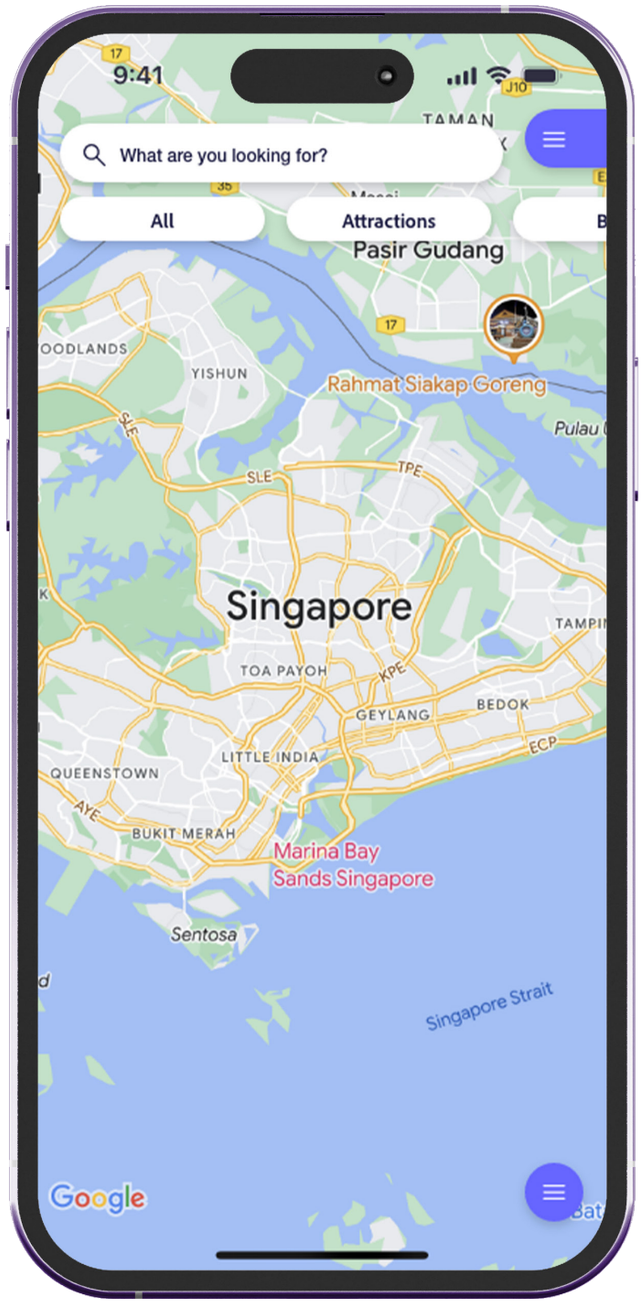


expenses page:
user can record personal and group expenses during trip to track costs and split accordingly

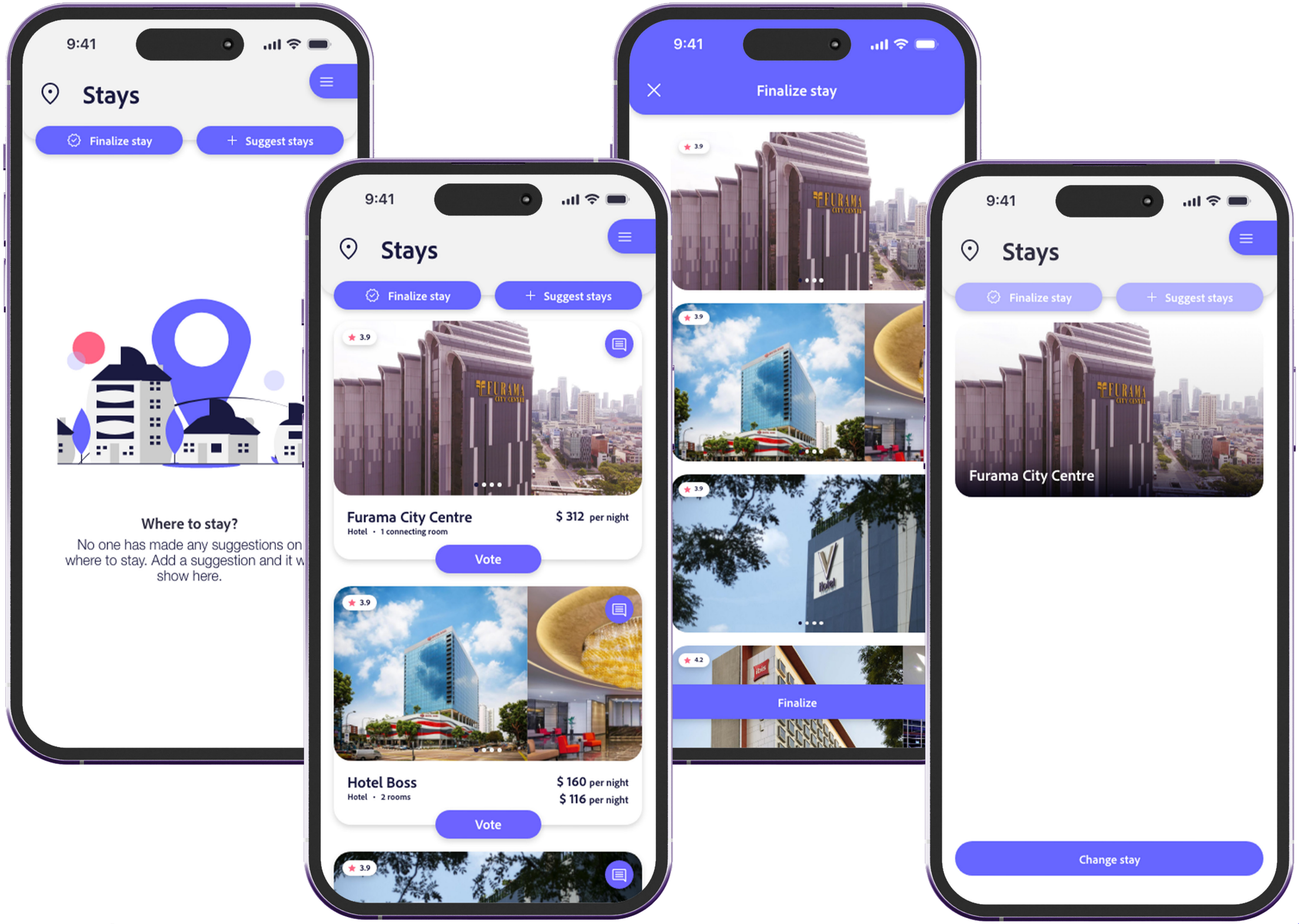
expenses


9:41
Things to do
All
Attractions
What to do?
Save anything that you're interested in doing on this trip here so that other people can also see.
Add to itinerary

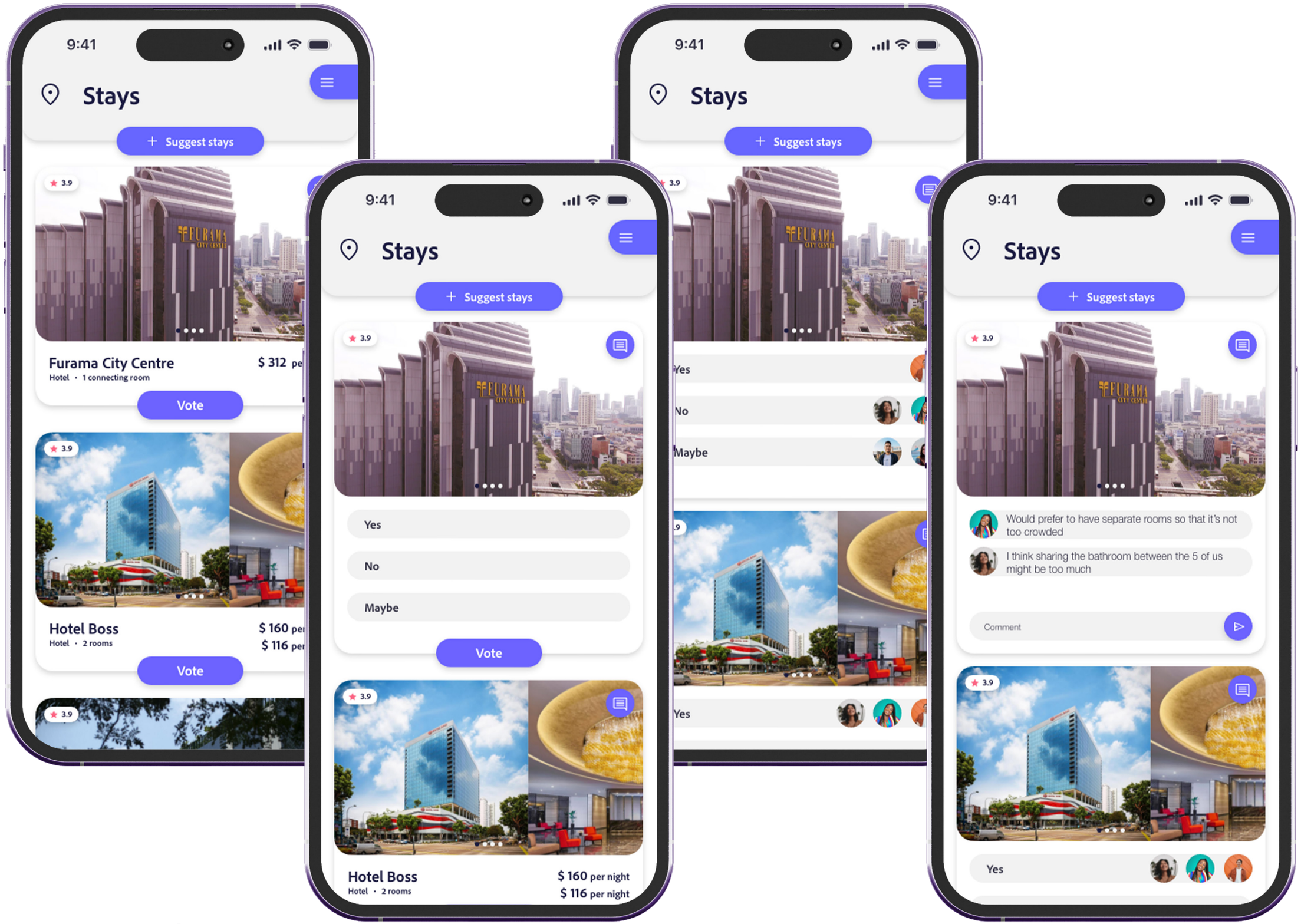

9:41
Things to do
All
Attractions
Arab St
Chinatown
Haji Lane
Joo Chiat Road
Little India
Orchard Road
Add to itinerary


9:41
What are you looking for?
All
Attractions
Pasir Gudang
Rahmat Siakap Goreng
YISHUN
Singapore
TOA PAYOH
GEYLANG
BEDOK
LITTLE INDIA
QUEENSTOWN
BUKIT MERAH
Marina Bay Sands Singapore
Sentosa
Singapore Strait
Google

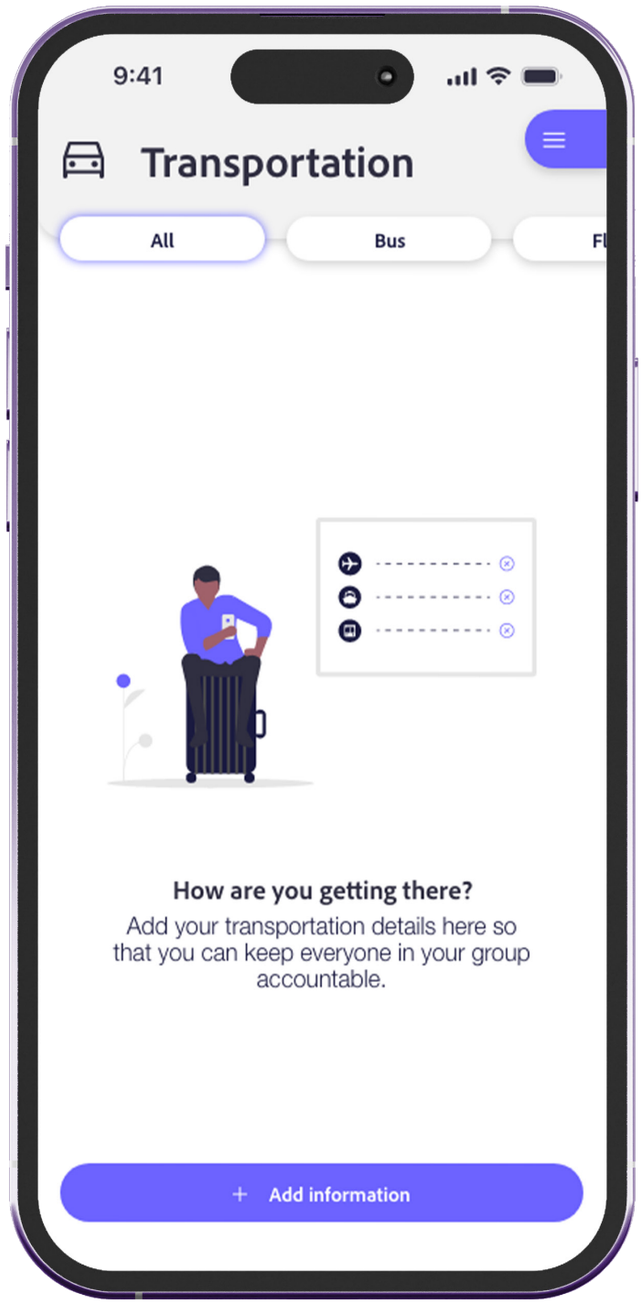
things to do

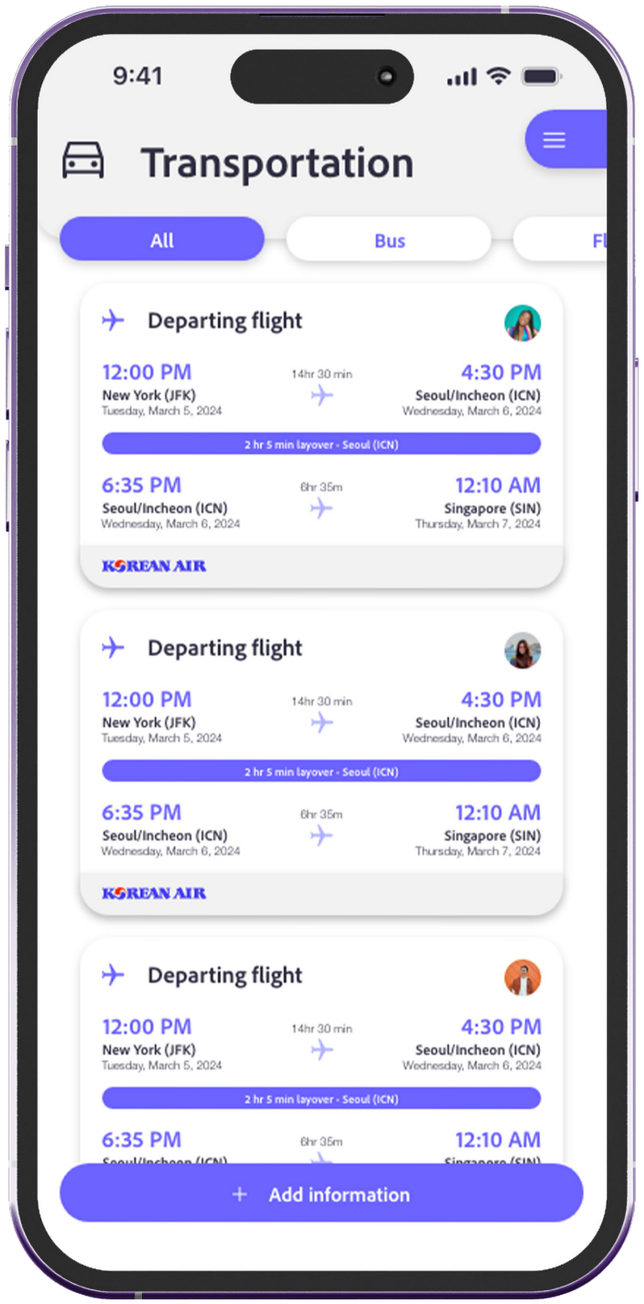


stays: planner pov



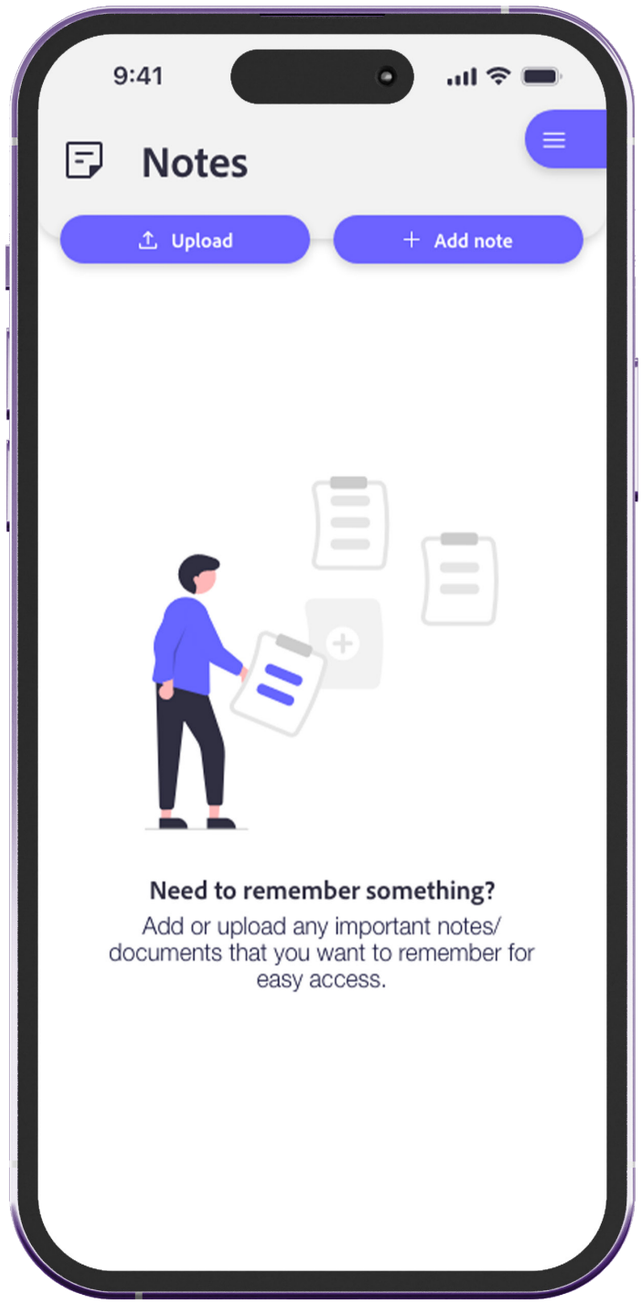
stays: traveler pov

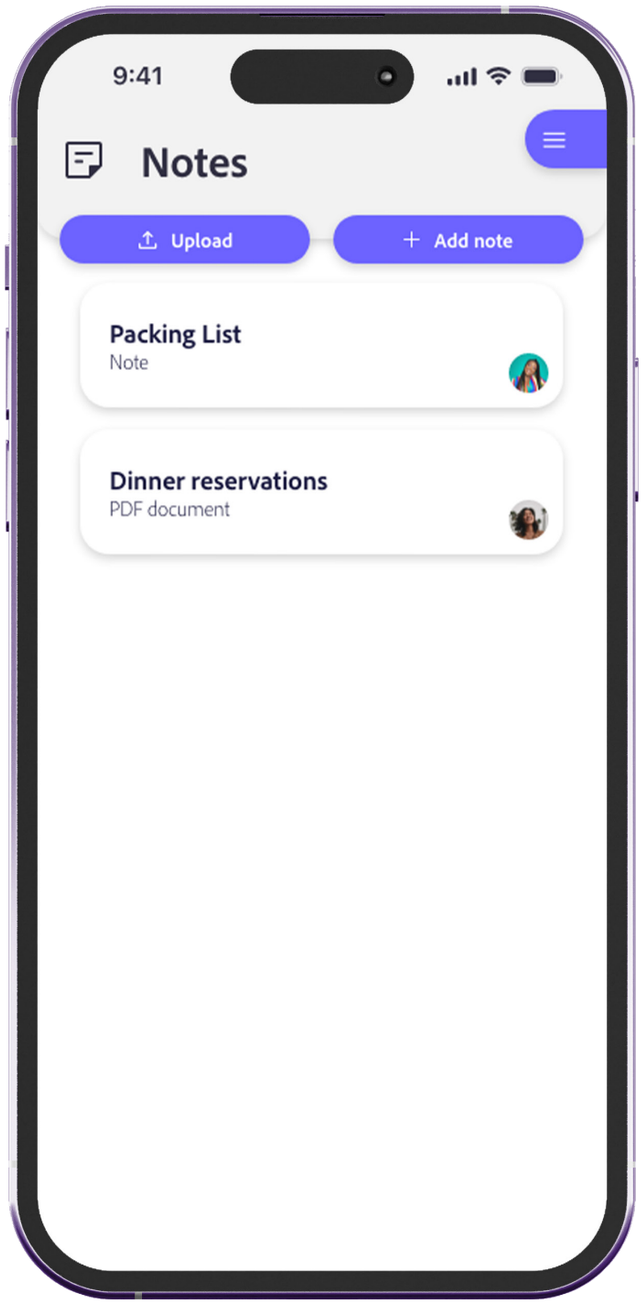




transportation page: user can share details of transportation methods to inform group

transportation





notes page:
user can add quick notes or upload documents for group use

we
GO

References

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