



**“Not All Those Who
Wander Are Lost”¹**

Triplt

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Overview

Mission Statement

Selected Interface

Low-Fi Prototype

Task Flows

Method

Results

UI Changes

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**Seamlessly plan and
book group travel**

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Mobile

LOGIN / CREATE Act.

TRIPIT

Username

Password

LOGIN

OR

CREATE ACCOUNT

LOGIN OR
CREATE
ACCOUNT

Content
display
(places,
people, etc)

HOMEPAGE

TripIt

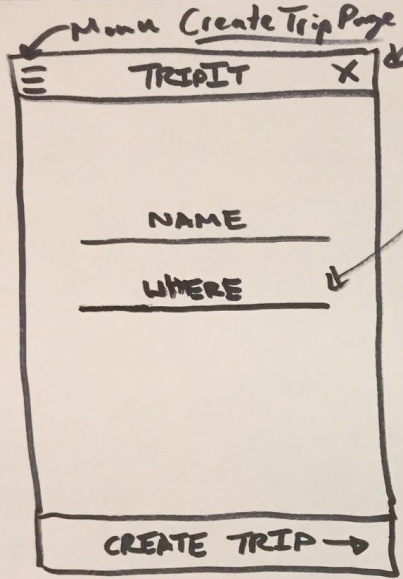
Menu Button

Search places, post trip

CREATE TRIP

cover
photo
for posting
locations
(instagram-
esque)

Create Trip Slider
(make very
noticeable)



Menu Create Trip Page

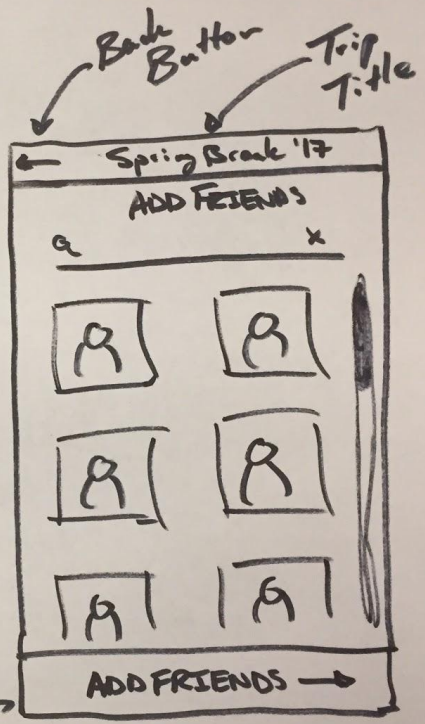
Cancel

optional

After Naming go to Add Friends Page

CREATE TRIP / NAMING SLIDER

sliders - only popup once fields are filled

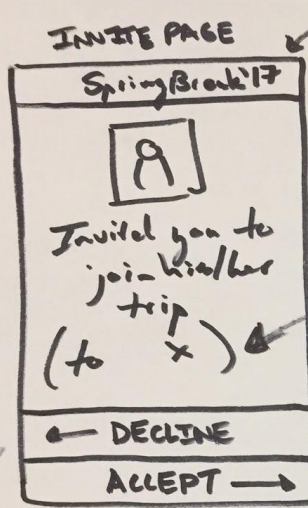


Back Button

Trip Title

Click on friends to add them to the trip - (selected friends get bumped to the top)

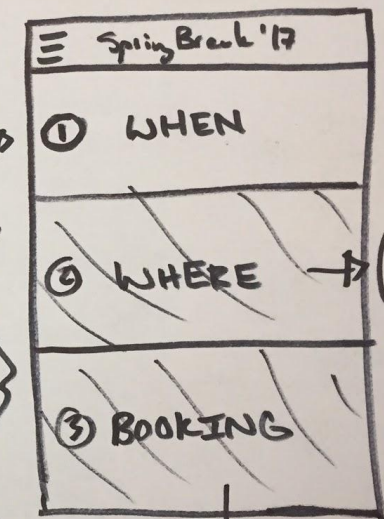
ADD FRIENDS SLIDER



Tip Title

optional (only if user was already decided)

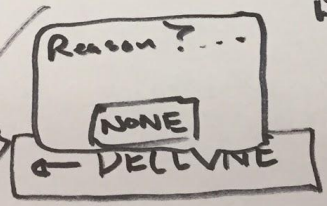
Brings up date scheduling screen #1



Decline brings up optional comment/reason box modal i.e.

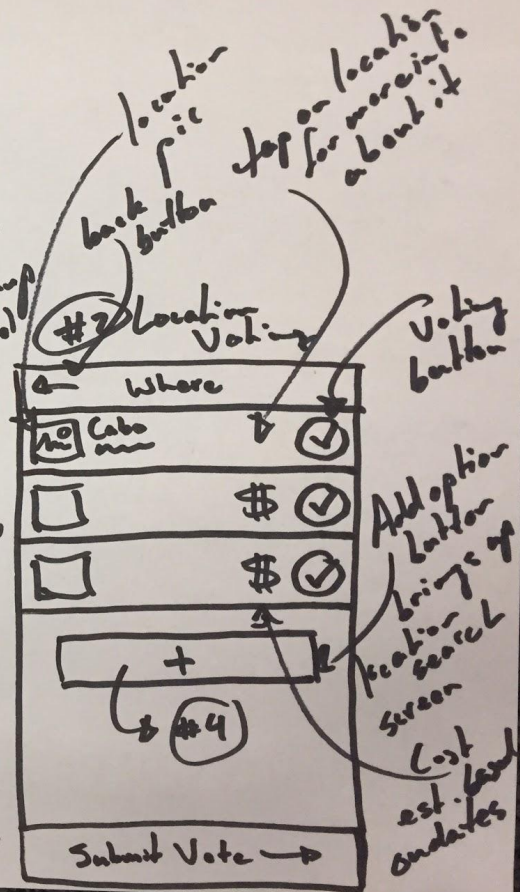
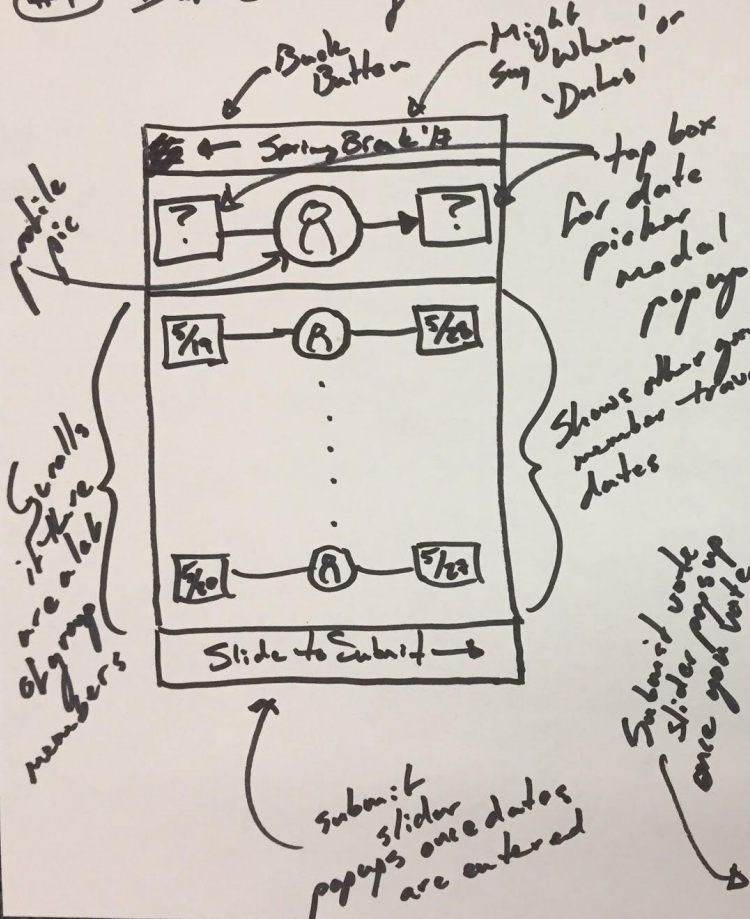
Accept Takes you to trip screen

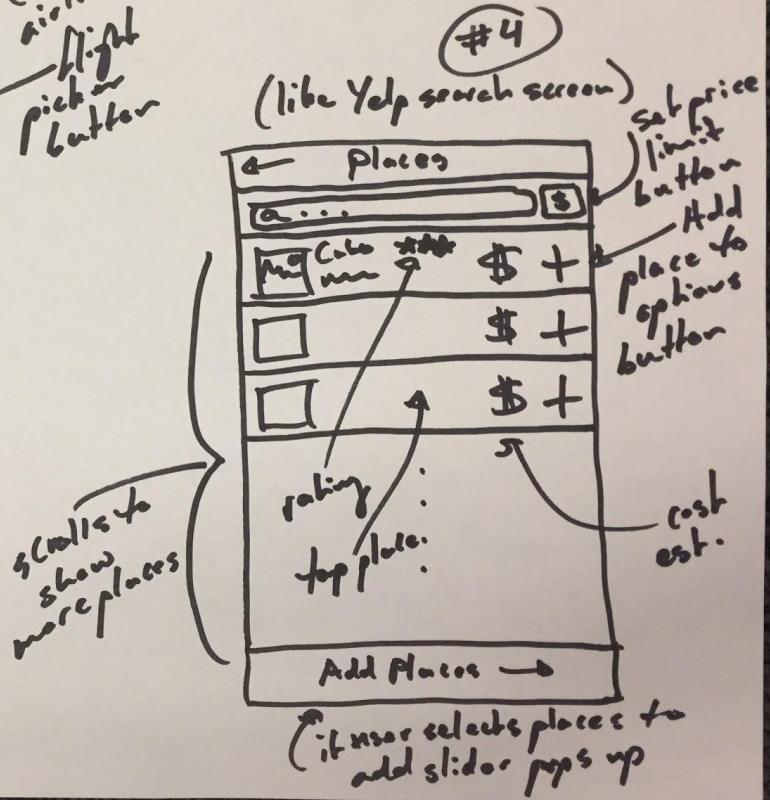
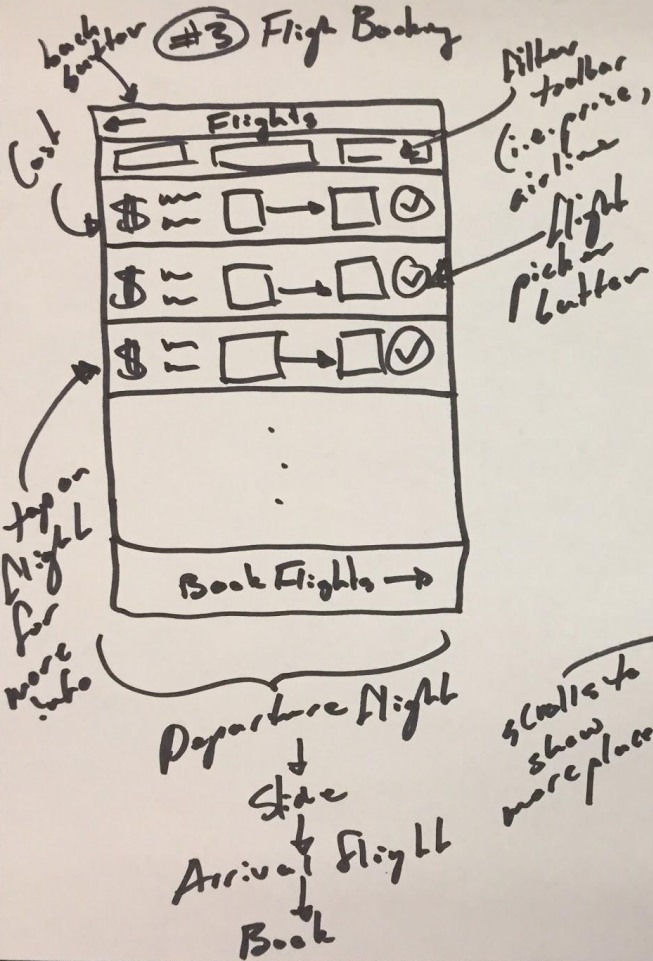
Typed out until it is decided

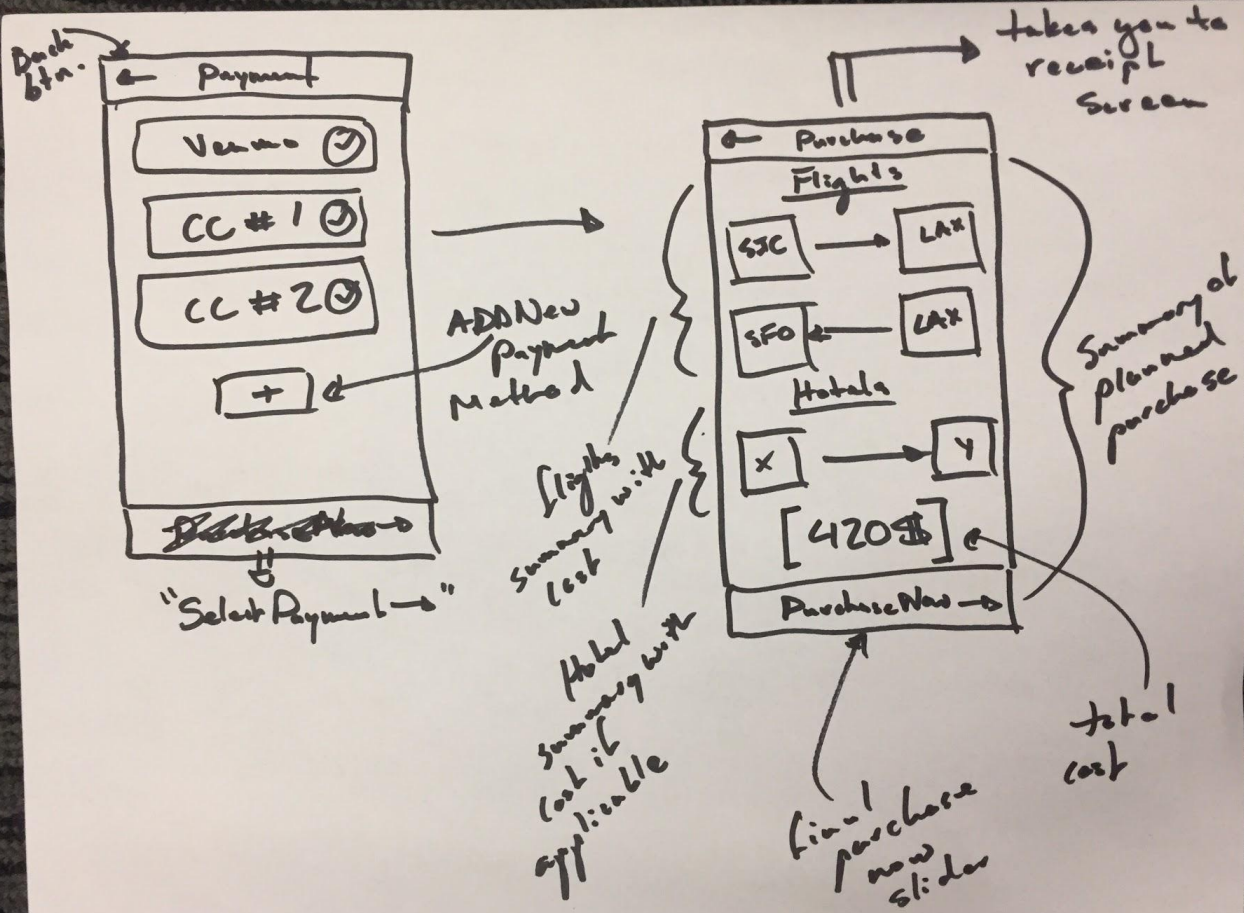


#3

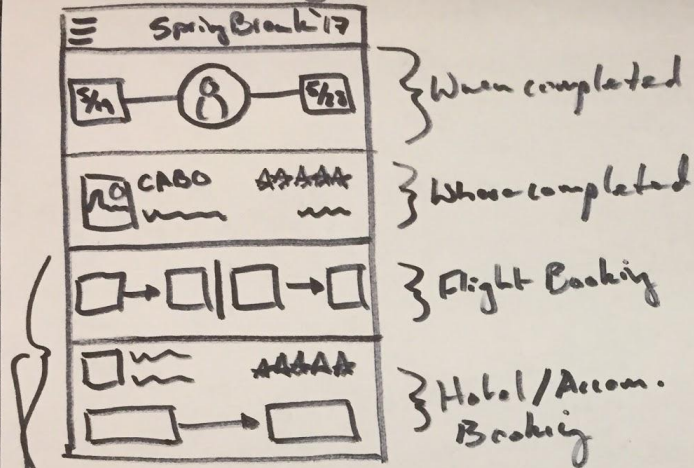
#1 Date Scheduling Screen







Trip Details Pg.



> Trip Details page is the "homepage" for the trip... as the details are being decided by the user and group the sections are filled with the pertinent info

This section scrolls if there are more bookings

Tap on any section to see the details for it

(Full trip details screen after payment and receipt screen)

Rationale for this interface

- Stepping in and out of mobile apps is easier than web
 - Required for collaboration/voting
- Process should be so easy it's comfortable to do from a phone
- Since we have a lot of modal views, this fits well with mobile screen size
- More and more apps are mobile first

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Summary

Trip It

Username

Password

CREATE ACCOUNT

LOGIN →

①

Trip It

NEW TRIP

NAME

LOCATION

START END

CREATE TRIP →

②

Trip It

NEW TRIP

NAME

LOCATION

START END

CREATE TRIP →

③

Spring Break '17

Search for Friends

ADAM	JOE	BRIAN
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SETH	AL	BOB
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ADD FRIENDS →		

④

Trip It

ADD I invited you to join

Spring Break '17

in

CAROL, MX

← DECLINE

ACCEPT →

⑤

PAYMENT

-260\$ VENMO (BAL)

-260\$ MASTERCARD

-260\$ A EXPRESS

ADD PAYMENT

PURCHASE →

⑥

FLIGHTS

ARRIVE DEPARTURE AIRLINE

CLASS SEAT

\$260 AA

BOOK FLIGHTS →

⑦

Spring Break '17

5/11 → BILL → 5/19

5/11 → 5/11 → 5/11 → 5/11 → 5/11

SUBMIT DRIPS →

⑧

Spring Break '17

DATES

FLIGHTS

HOTELS

⑨

SUMMARY

SJC → AA77 5/11 11:23 AM	CAROL → AA77 5/11 6:08 PM
SFO → DB9 5/19 9:14 PM	CAROL → DB9 5/19 2:08 PM

[-260\$]

CONFIRM PURCHASE →

⑩

Spring Break '17

CAROL

5/11 → BILL → 5/19

SJC 11:23 AM	SFO 9:14 PM
CAROL 6:08 PM	CAROL 2:08 PM

⑪

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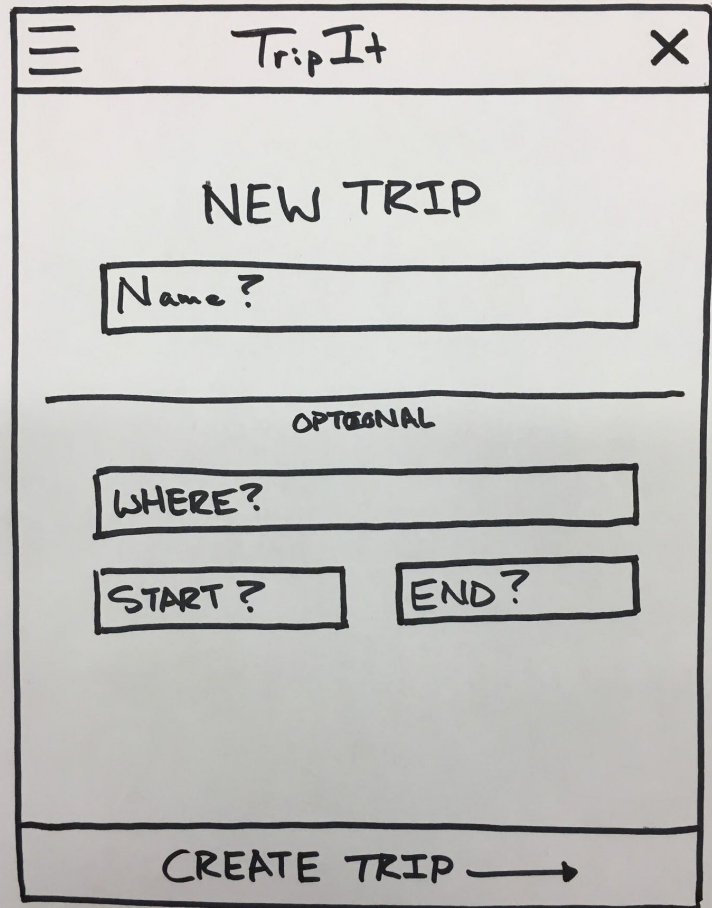
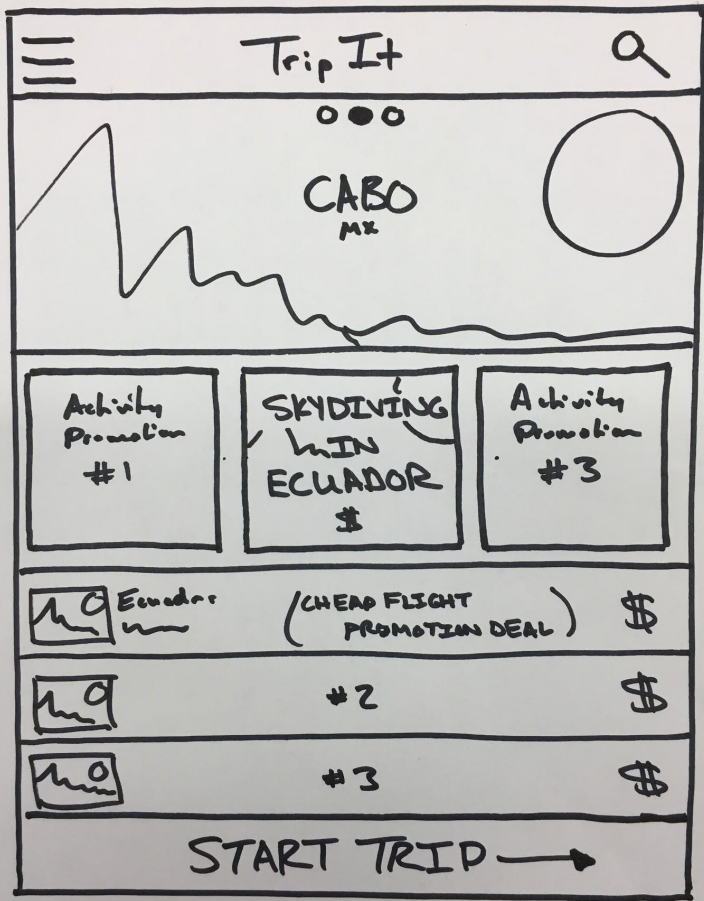
Results

UI Changes

Summary


Task 1 - Create and share trip

A hand-drawn sketch of a login form for an application named "Trip It". The form is enclosed in a rectangular border. At the top center, the text "Trip It" is written. Below it are two input fields: the first is labeled "Username" and the second is labeled "Password". Between these two fields, the word "OR" is written. Below the "Password" field is a button labeled "CREATE ACCOUNT". At the bottom of the form, there is a button labeled "LOGIN" with an arrow pointing to the right. Below the entire form sketch, there is a small circle containing a square symbol.

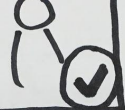


🔍 Search for Friends ✕

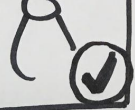
ADAM



JOE




RYAN




SETH



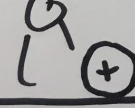
X



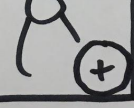
Y



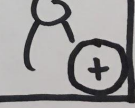
Z



A



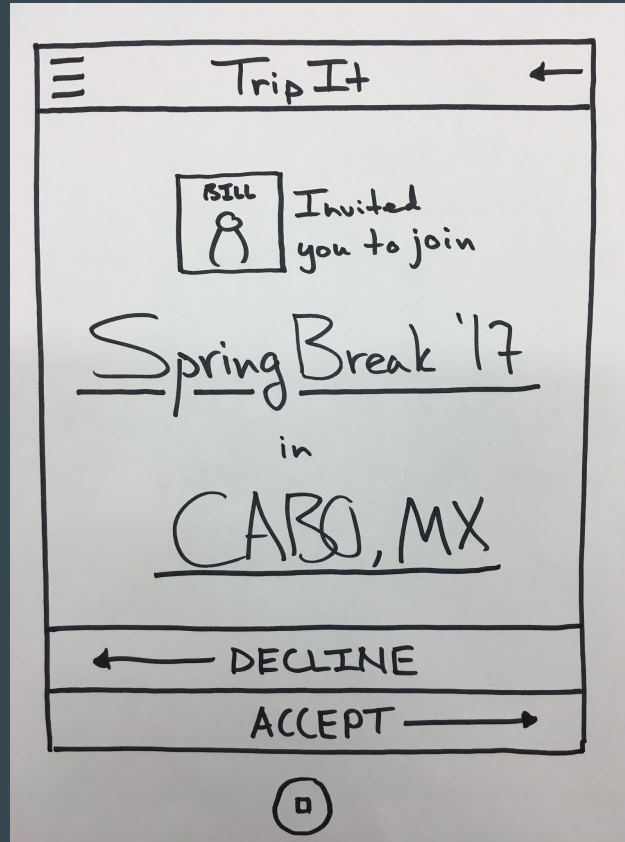
B

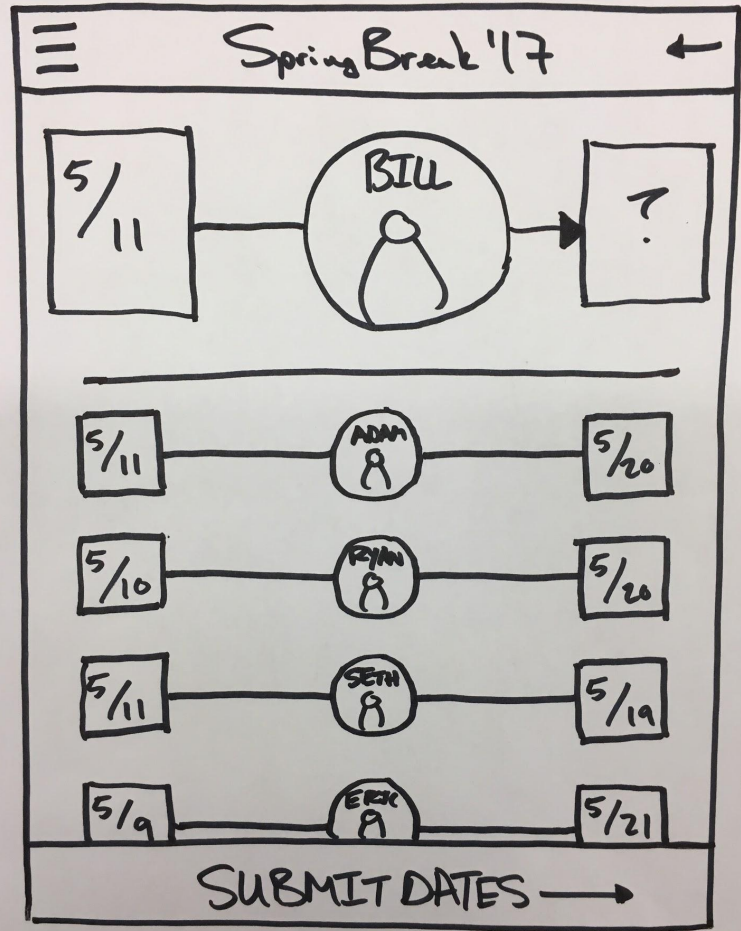


ADD FRIENDS →



Task 2 - Vote on trip features





Task 3 - Plan and book flights

A hand-drawn sketch of a mobile application interface for booking flights. The interface is contained within a rectangular frame. At the top left is a hamburger menu icon (three horizontal lines). To its right is the word "FLIGHTS" in a bold, sans-serif font, followed by a left-pointing arrow. Below this header is a table with three columns: "Price \$", "Departure", and "Arrival". The first row of the table contains a dollar sign followed by wavy lines representing a price, a rectangular box for the departure time, and another rectangular box for the arrival time, with a right-pointing arrow between the two boxes. The second row contains the price "\$260" with "AA" written above it and wavy lines below, followed by two rows of rectangular boxes. The top box of the second row has a right-pointing arrow to a box on the right, and the bottom box of the second row has a left-pointing arrow from a box on the right. Below the table are three empty rows, each represented by a horizontal line. At the bottom of the interface is a button labeled "BOOK FLIGHTS" with a right-pointing arrow. To the right of the interface is a vertical pencil icon. Below the interface is a small square icon inside a circle.

Price \$	Departure	Arrival
\$ wavy lines	[]	[]
\$260 ^{AA} wavy lines	[]	[]
	[]	[]

BOOK FLIGHTS →

□

☰ PAYMENT ←

-260\$	VENMO (BAL) ✓
-260\$	MASTERCARD6670 (BAL) ✓
-260\$	A. EXPRESS7778 (BAL) ✓

ADD + PAYMENT

PURCHASE →



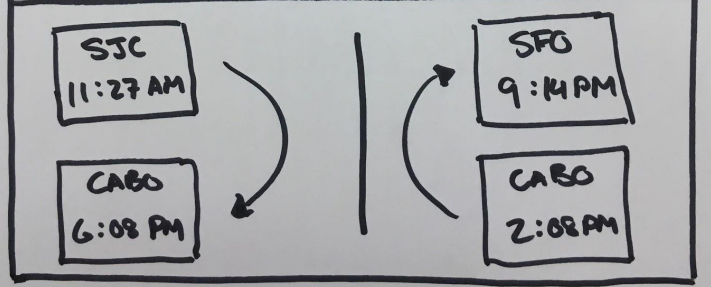
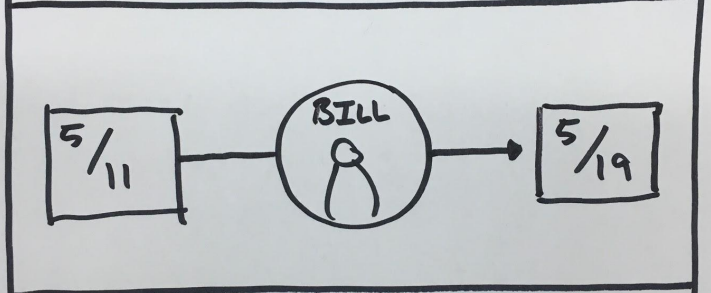
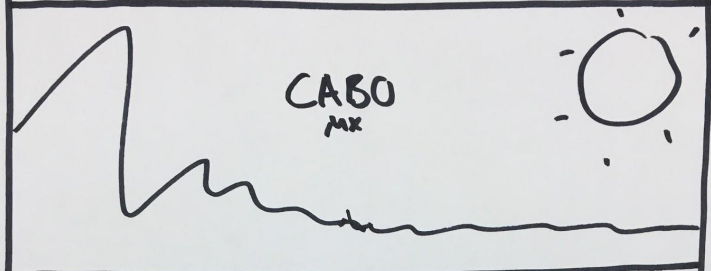
☰ SUMMARY ←

SJC • AA72 5/11 • 11:27 AM	→	CABO • AA72 5/11 • 6:08 PM
SFO • D89 5/19 • 9:14 PM	←	CABO • D89 5/19 • 2:08 PM

[-260\$]

CONFIRM PURCHASE →





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Summary

Participants and Environment

Participant 1

- GSB
- Mid 20's - male
- Travels frequently
- Student

Participants and Environment

Participant 1

- GSB
- Mid 20's - male
- Travels frequently
- Student

Participant 2

- Coffee shop
- Mid 30's - female
- Travels during summer
- Grade school teacher

Participants and Environment

Participant 1

- GSB
- Mid 20's - male
- Travels frequently
- Student

Participant 2

- Coffee shop
- Mid 30's - female
- Travels during summer
- Grade school teacher

Participant 3

- Apartment Complex
- Early 30's - male
- Travels occasionally
- Works in tech

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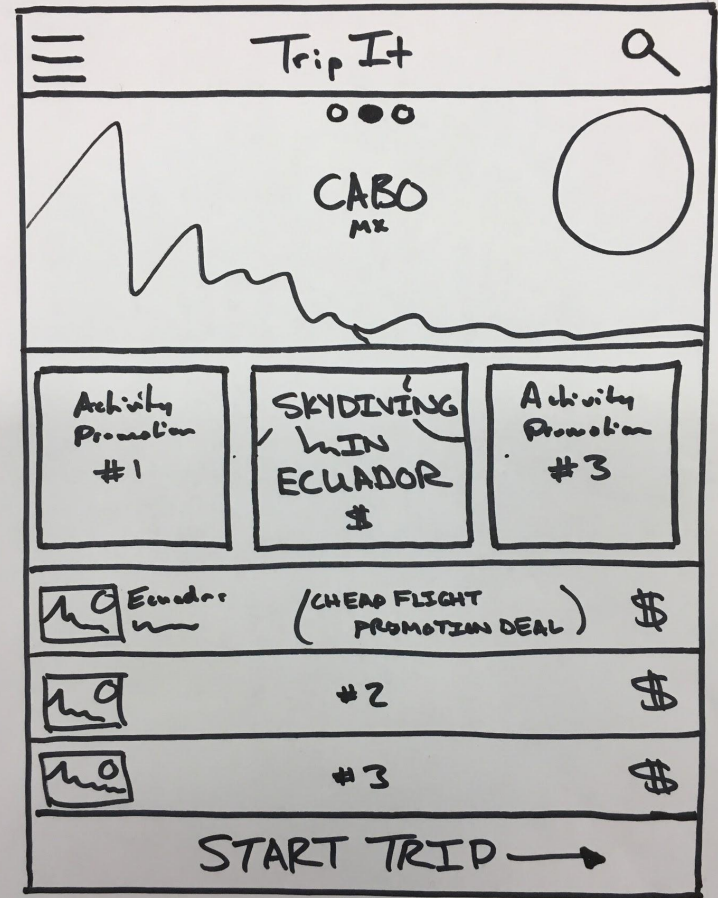
Method

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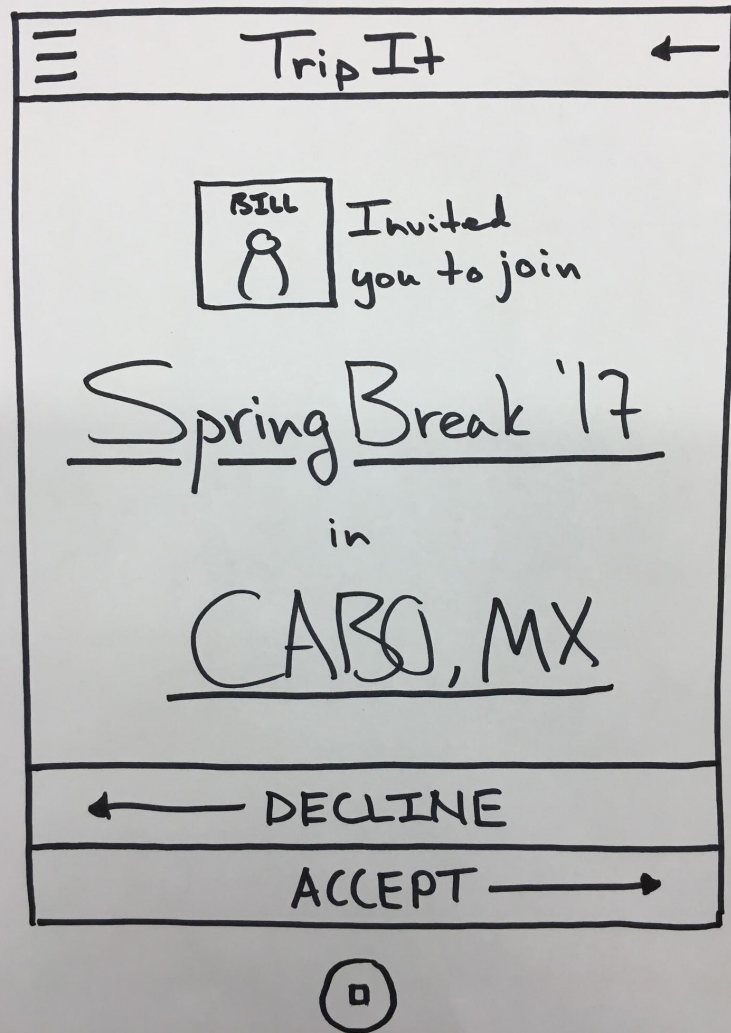
- Confusion about this screen
- Do you select one of the existing trips and move forward?
- Can I create my own trip?
- Is Cabo pre-selected?



- People were confused about creating
- They thought maybe once they create they can't add friends

The sketch shows a window titled "TripIt" with a hamburger menu icon on the left and a close button (X) on the right. The main content area is titled "NEW TRIP". Below the title is a text input field labeled "Name?". A horizontal line separates this from the "OPTIONAL" section, which contains three input fields: "WHERE?", "START?", and "END?". At the bottom of the form is a button labeled "CREATE TRIP" with a right-pointing arrow. A small square icon is located below the window frame.

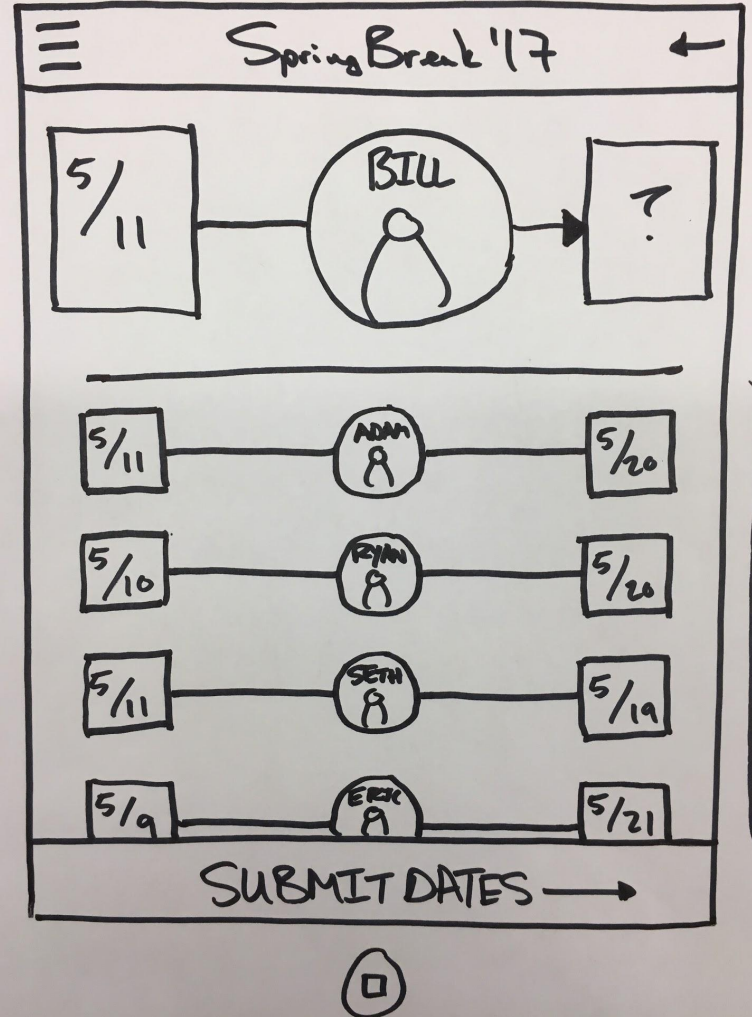
- Felt like if they accepted they were at owners mercy



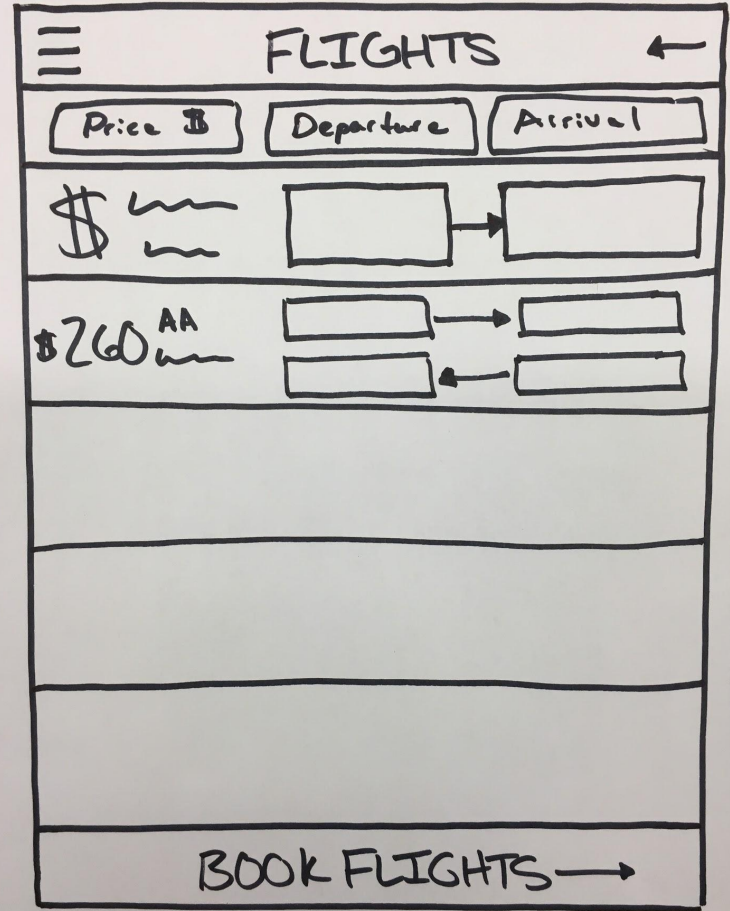
- A little unclear that this was the menu for selecting these things
- Some people said slashes were confusing



- People responded really well to this screen in general
- Felt very intuitive to users



- Some were confused what was going on. What were all the blanks?
- People tended to like the filters
- Thought that booking would buy the actual flights

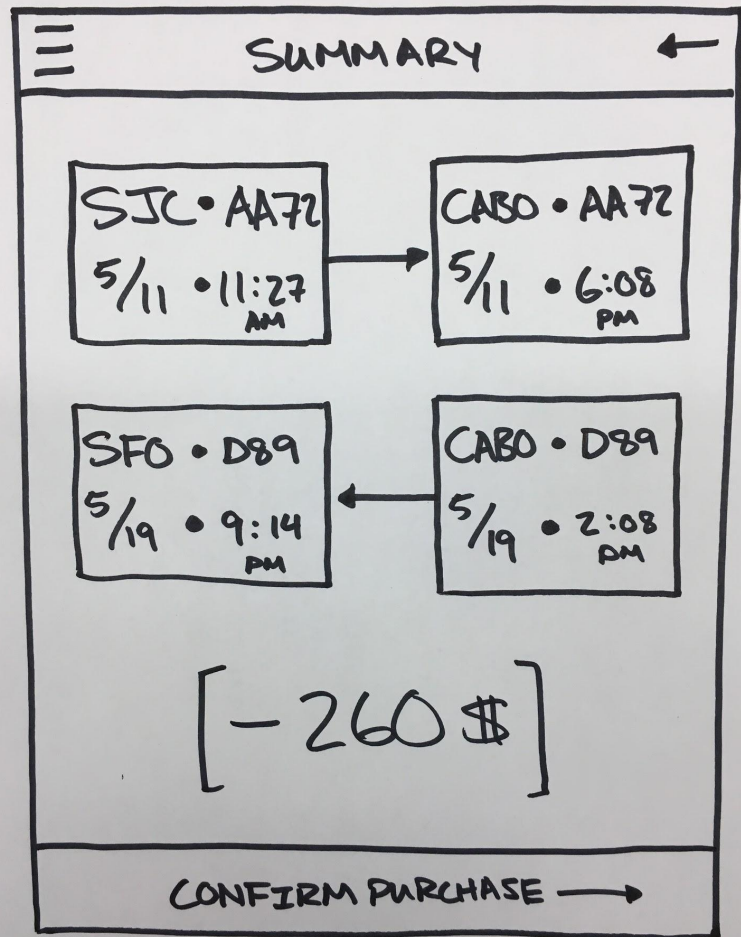


- Realized here that you didn't buy previously
- Didn't need to repeat price
- Screen was very intuitive

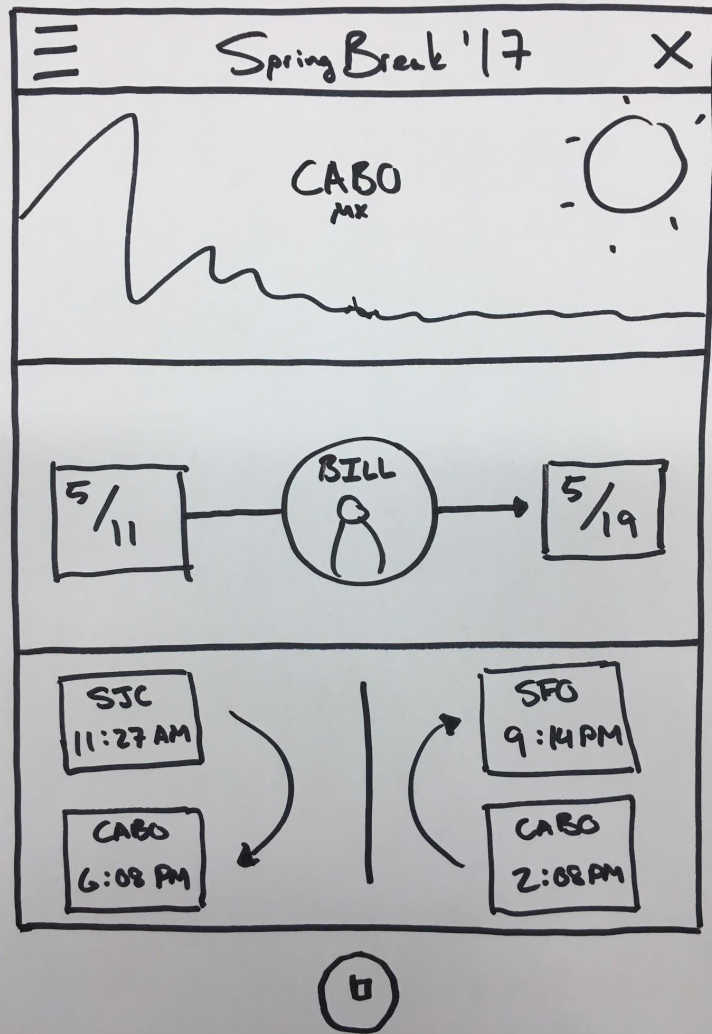
PAYMENT	
-260\$	VENMO (BAL) ✓
-260 \$	MASTERCARD6670 (BAL) ✓
-260 \$	A. EXPRESS7778 (BAL) ✓
ADD + PAYMENT	
PURCHASE →	



- Once everyone got here, all the previous screens made sense
- Liked the display of flight info



- Really liked the pictures and graphics
- Felt like it made all the previous screens clearer



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UI Changes

- **Make action items clearer about what they do**
 - **book, confirm, create, etc**
- **Change opening screen so it's clear what create trip does**
- **Make the voting process clearer on how/where to vote**
- **Change payment selection screen to not include prices**

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- Mobile was best because we wanted ease of use
- Overall, people had some confusion points
- Everything was clear once they had finished the work flow
 - Need to redesign so it's clear as they go through
- Despite confusion, people felt the concept has a lot of potential