planit

travel with a **game** plan.

Problem

People aren’t confident in their plans without the input of others, who are generally unmotivated to respond.

Solution

Our solution is to gamify the planning process with family and friends, allowing it to be easier, more efficient, and more enjoyable for all.

Tasks

No changes were made to the tasks.

Simple - Invite friends to play the game

Medium - Generate ideas for your friend

Complex - Choose the best ideas

(+1) Complex - Share trip plan with friends

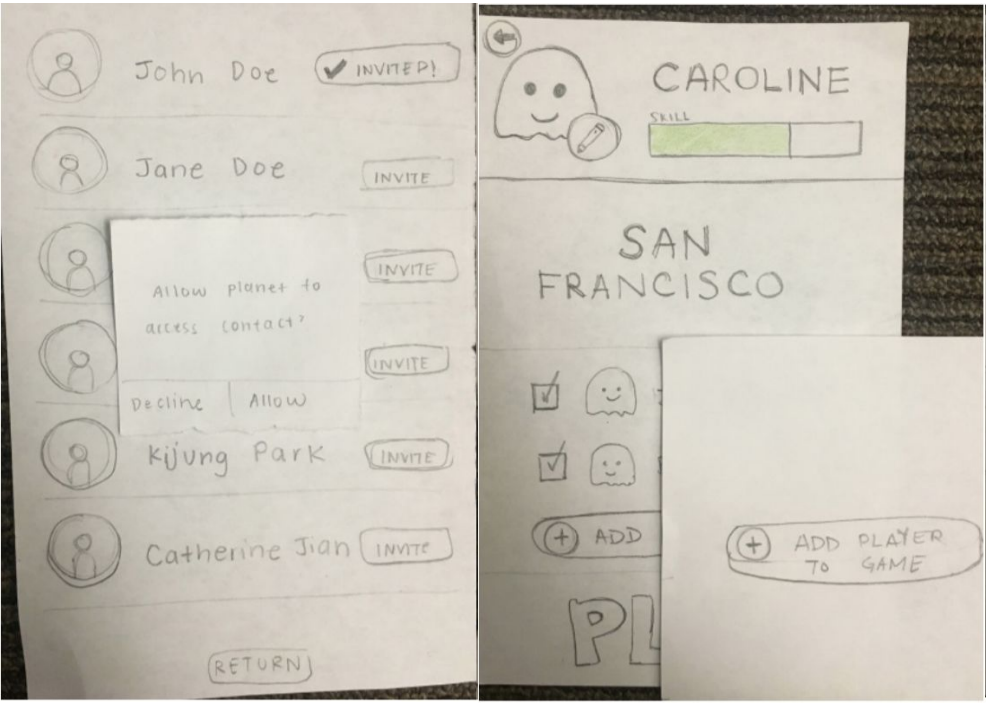
Revised Interface Design - Major Design Changes

1. Created a lobby page that allows user to go down either inviter or invitee perspective
2. Combined setting destination & inviting friends functionality into one page
    a. Also included removing the search & map functionality
3. Added customize request & idea details features

Lobby page that allows user to go down either inviter or invitee perspective

Before

First page for inviter and invitee, respectively



After

First page is same for inviter and invitee

Rationale

Our two main user perspectives are the person who invites their friends and the person who has been invited to play the game.

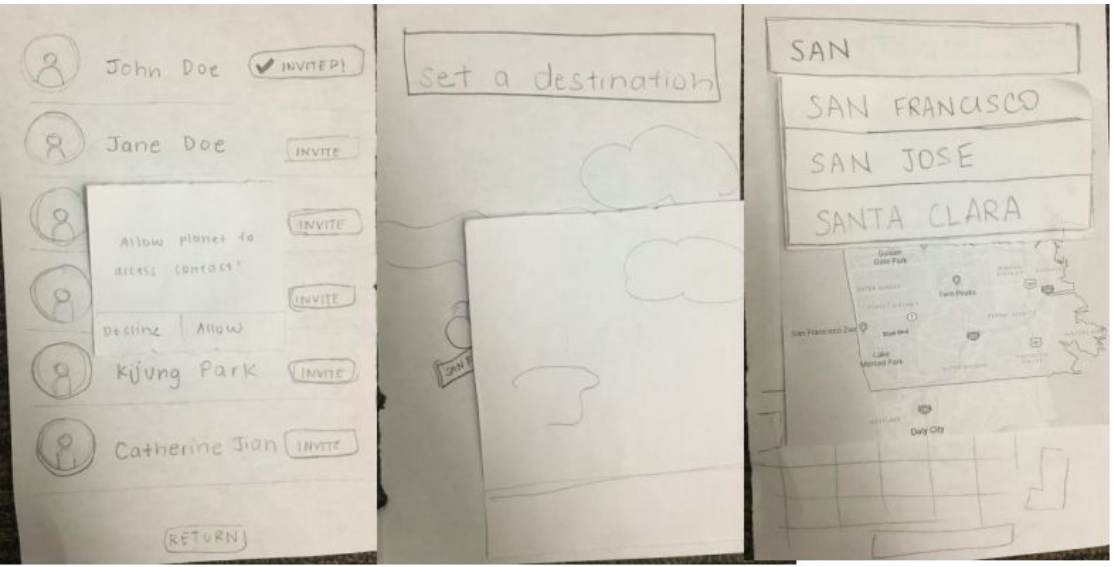
Our old prototype didn’t allow for flexibility between changing from one perspective to another. What if you were the person inviting friends to help you come up with plans for SF but you were invited by another friend to play for Florence? What happens when you finish inviting your friends? How do you reach the selected game as an invitee?

Our new prototype allows for perspective flexibility and answers these questions. The lobby page is essentially the center of our app.

Combined setting destination and inviting friends functionality into one page

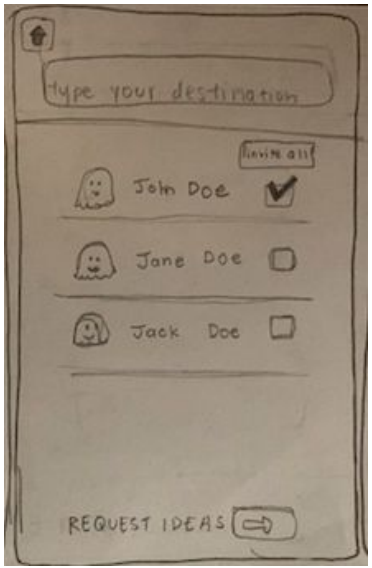
Before

Split across multiple screens



After

All done on one screen



Rationale

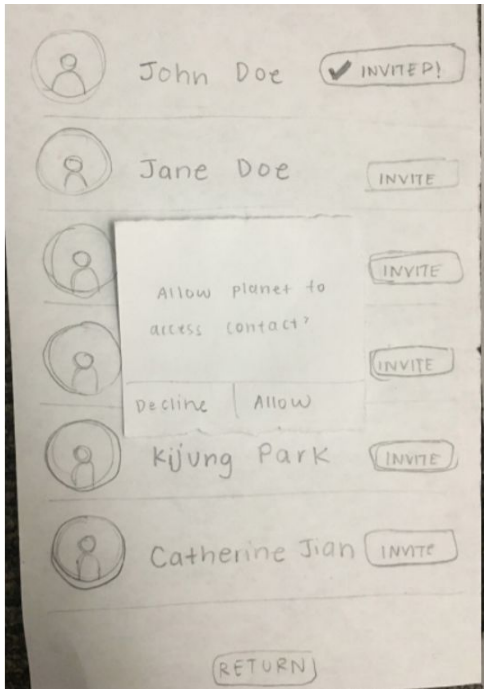
Our old prototype included the search & map functionality and spread the process of inviting friends and setting the destination across 3 screens. We realized that there wasn’t a need for searching & mapping, as that would confuse the user, who is most likely set on their destination, and that 3 screens was more than necessary.

Our new prototype includes both setting destination and inviting friends on the same screen, creating a more streamlined inviter process.

Added customize request feature

Before

No “customize request” feature



After

Allows user to include personalized message

Rationale

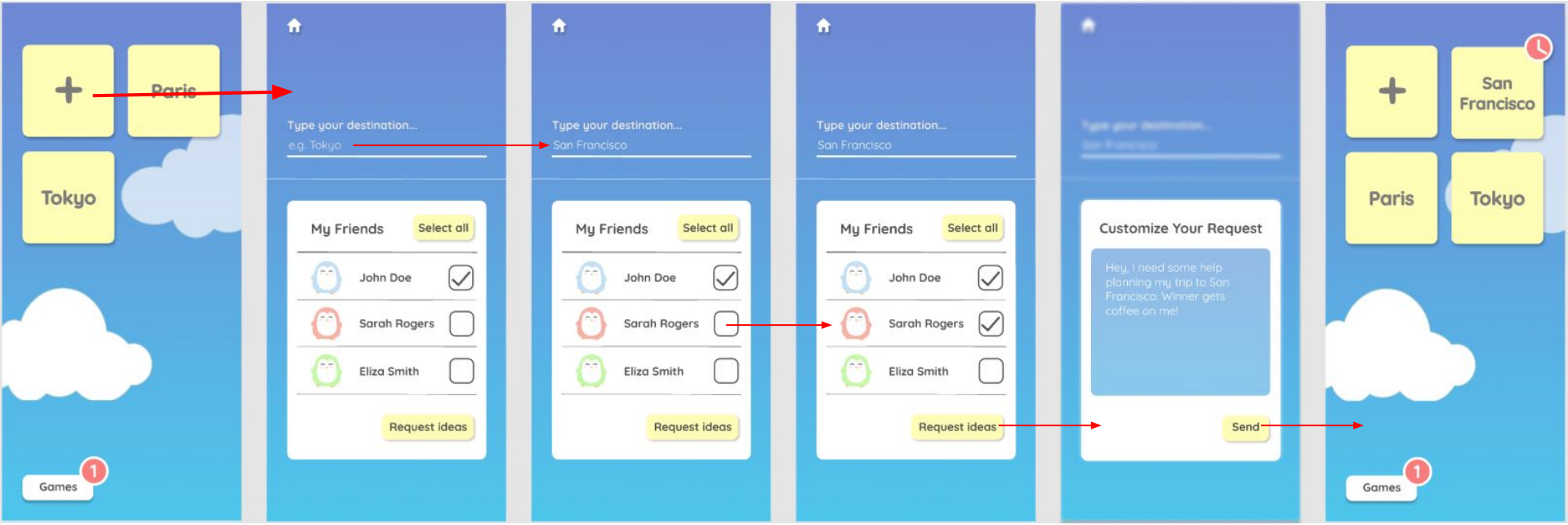
Our old prototype included no explicit prize for the game. There was no added incentive for invitees to play, and there was no way for the inviter to personally connect with their invitees.

Our new prototype now allows the inviter to include a personalized message to the friends they've invited to further incentivize them to play the game. This might include, "Winner gets coffee on me!", which adds a more personal and social feel to the game.

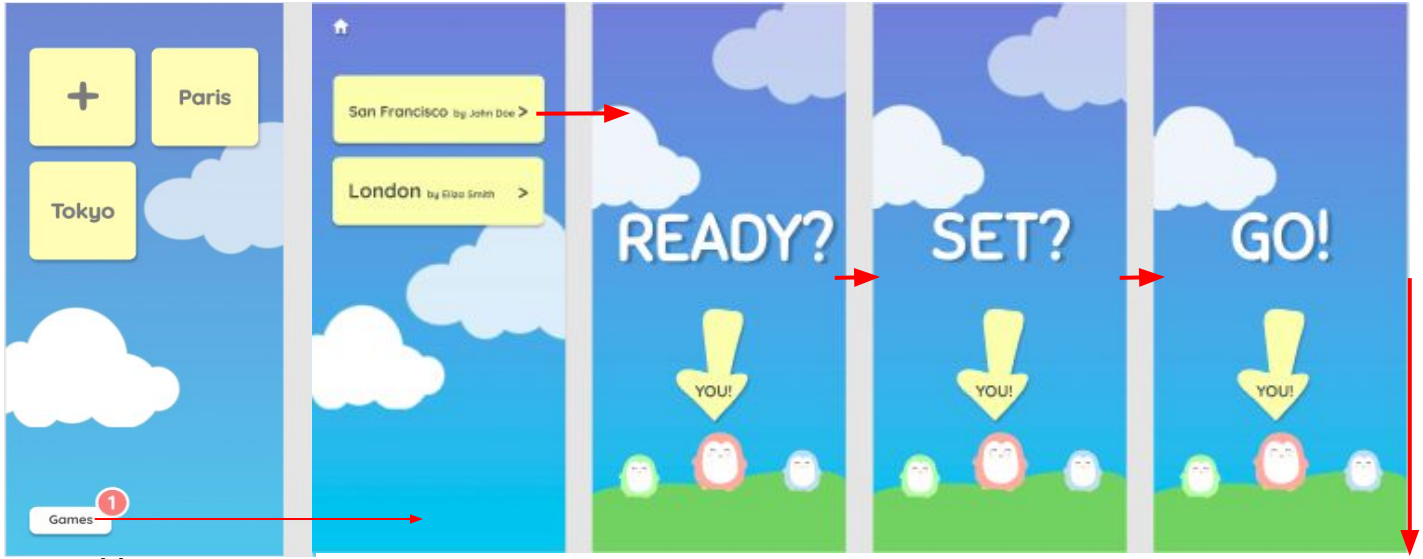
Revised Interface Design - Medium-Fi Prototype Task Flows

Simple: Invite friends to play the game

Home | Destination Setting | San Francisco Location Entry | Select Sarah | Customize Request | Back to Home



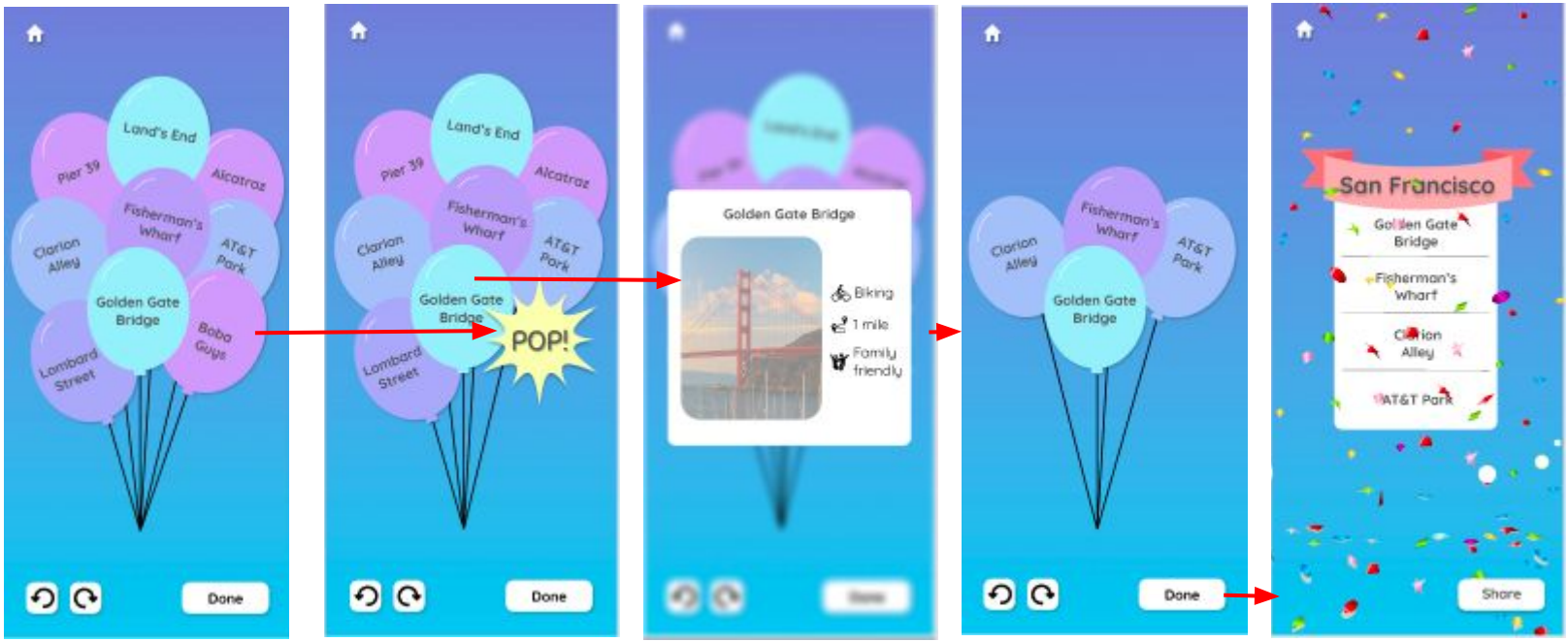
Medium: Generate ideas for your friend



Home Games List Ready...Set...Go! (continued)

Game Start | Idea Input | Multiple Idea Input | Game Finish | Game Won!

Complex: Choose the best ideas



Generated Ideas

Ideas Selection

Research Ideas

Finalized Ideas Selection

Finalized Ideas List

Prototype Overview - Tools

- We used Figma to build our prototype. For the design of the avatar, logo, and planets, we used Indesign.
- Figma was helpful because there were many helpful tools that we could use. It also allowed for all 4 of us to edit at once, which allowed for real-time collaboration within the group.
- It was harder to create the avatars on Figma, because we didn't have much prior experience with it and could not find the appropriate tools to make the details. We found Indesign to be a much better tool for this.

Prototype Overview - Limitations/Tradeoffs

1. We replaced the hard timer with a “time-out” if nobody types an idea for 5 sec. However, that was harder to show with this prototype.
2. Our prototype is operating under the assumption that our friends are already on the app. We left out the “inviting friends to app” functionality for now for simplicity’s sake. We would most likely include that feature somewhere on the “send game to friends” page.
3. We needed some way to differentiate the following types of destinations on the “destination” page: one that’s being played by friends, one that has the raw ideas from friends, and one that has a finalized plan. We tried to show the one that’s being played by friends with a ticking clock, but we’re not sure if that’s the most clear.

4. For those invitees who are outside the app, we would want to let them know that their friend invited them to a game through a push notification. However, in this prototype we left out that external case to keep it simple.

5. We kept the winner determined by number of ideas instead of the requester determining the winner, because the latter seemed to complicate things and invalidate the feeling that crossing the finish line meant you won the game. We would obviously need some system that validates the suggested ideas, but we're assuming in this prototype that the user is inputting valid ideas.

Prototype Overview - Wizard of Oz

There are no Wizard of Oz techniques needed for our prototype to work. All the user needs to do is interact by typing and clicking on various buttons to proceed through the flow successfully. There is nothing on our side as humans that we have to do to make something work.

Prototype Overview - Hardcoded Features

We didn't have any officially hard coded features, but we "hard coded" in the sense of establishing details that would otherwise require code to be implemented dynamically.

We "hard coded" the list of friends. We "hard coded" the details that popped up for SF. In real life, we would need to import that info from either Google or Yelp. The balloon ideas were also "hard coded," but in real life, they would be found as an aggregation of all the friends' ideas from the game. All of these were "hard coded" for our prototype to simulate an actual run through.

Mid-Fi Prototype Link

https://www.figma.com/proto/K9HyzIdEnZcUng12iZg2Q17O/Planit?node-id=0%3A1&scaling=scale-down&redirected=1