

DayVenture

Day Trips Inspired by You

DayVenture is the one-stop-shop for day trips. By utilizing user demographics and preferences to generate personalized day trip route options and activities, DayVenture simplifies the trip planning process so that users can stress less and explore more unique locations nearby.

"I usually read through articles for day trip ideas, but it's **often recycled content and nothing new.**"

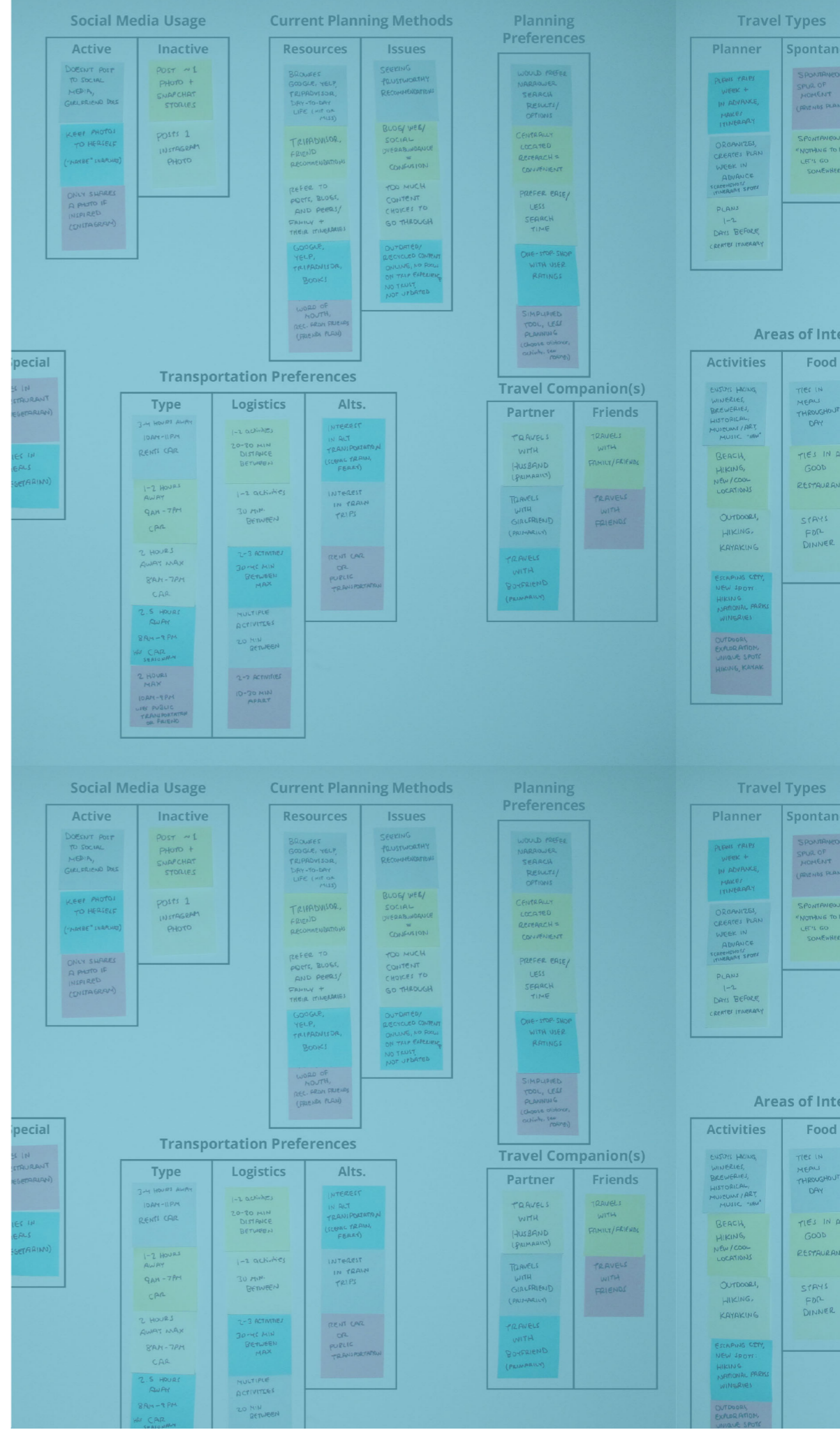
"It's always a **hit or miss finding trip activities**, there's a million options and it takes a long time to figure out."

"Even for a quick trip, I'm led to so many different research locations. It's **hard to know what resources to trust.**"

PROBLEM STATEMENT

Active adults need a way to simplify the process for planning a day trip because they don't have time for extensive research. They want to find unique trip locations with ease, and have all of their travel information in one place.

INTERVIEWS & SURVEYS



KEY FINDINGS

Interviews with 5 adults, ages 27-40, M/F

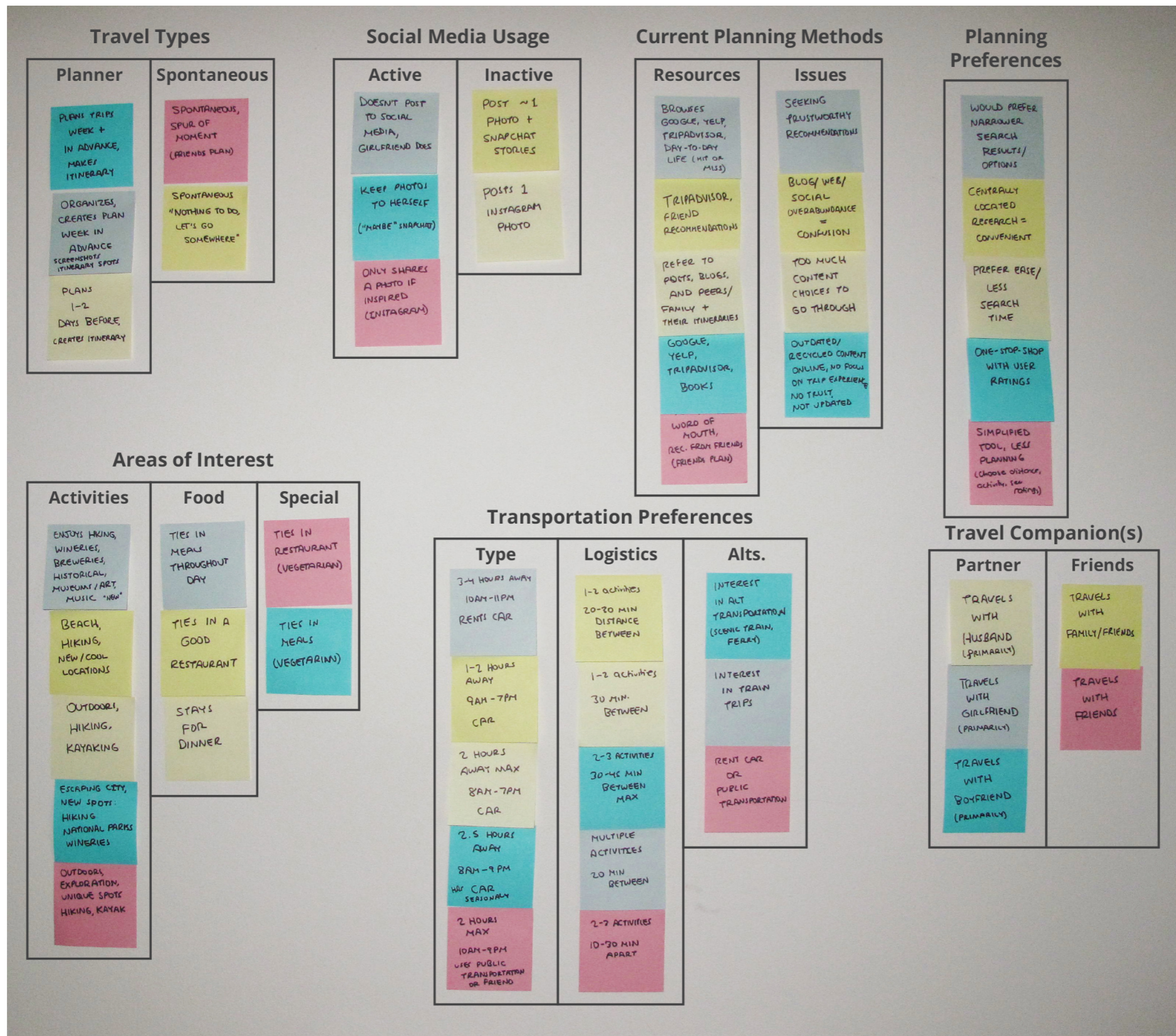
There are two types of day trip travelers: “Planners” (people that plan in advance) and “Go-With-The-Flows” (those that rely on friends for trip planning and avoid research)

People search through multiple resources for trip advice including travel review websites, blogs, books, and social media, however, the search can be confusing and time consuming

On a day trip, people usually seek a main activity (often outdoors, such as hiking or kayaking), food options, and smaller activities as time permits (shopping, wineries, etc.)

There is no resource tool that focuses solely on day trips

AFFINITY MAP



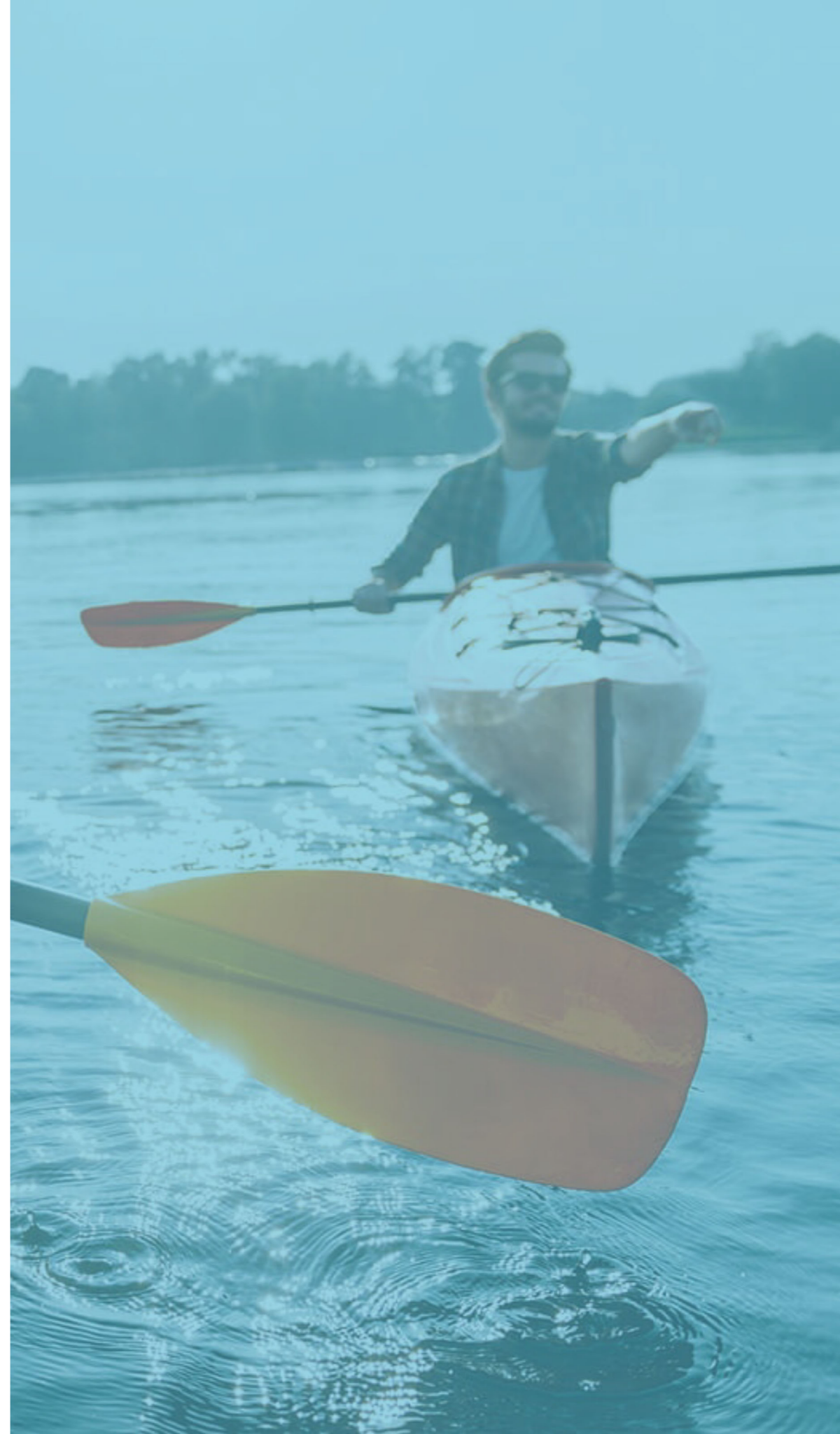
NEEDS & WANTS

Interviewee Shared Points of Frustrations

Active adults need an easier way to plan day trips because they currently have an overabundance of research resources. They seek a convenient, trustworthy, and centrally located tool for day trip planning with inspired trip ideas. They want trustworthy recommendations that require less research time and confusion, catered to their interests and demographics.

People want to spend less time trip planning and more time enjoying their experience.

PERSONAS



PRIMARY PERSONA



BRANDON

“THE PLANNER”

AGE: 32

OCCUPATION: Analytics Manager

STATUS: In a Relationship

LOCATION: Jersey City, NJ

“I RESEARCH FOR DAY TRIPS A WEEK OR MORE IN ADVANCE, THE AMOUNT OF INFORMATION OUT THERE CAN BE OVERWHELMING.”

SUMMARY

Brandon is a full-time Analytics Manager at a busy technology start-up in Manhattan, and often has limited time during the week to relax. His work can be tedious, and as a result, most weekends he enjoys escaping the city by going on a day trip with his girlfriend or group of friends. He is adventurous, and enjoys exploring new locations and activities close to home.

Brandon is organized, and begins researching possible destinations for his outing a week or more in advance. During times that are especially hectic at work, he prefers to limit the time he spends spanning the Internet on message boards, articles, and travel websites for interesting and trustworthy things to do. He usually comes up with a basic itinerary so that the route of his trip, including addresses and distances, are easily accessible. He also appreciates recommendations from his peers, and enjoys sharing his own experiences.

FRUSTRATIONS

- Has a busy weekday work schedule that takes up the majority of his time
- Reads through an overabundance of online resources when planning trips
- Most travel websites aren't tailored specifically for day trips or his interests, with hit-or-miss information
- Figuring out distance, timing, and other trip logistics can be confusing

NEEDS/GOALS

- Spend less time planning day trips and more time enjoying the experience
- Find centrally located trip and activity information
- Enjoy exploring new, unique places that he may not have discovered and don't require staying overnight
- Easily share his trip plans with friends

ORGANIZED

ADVENTUROUS

MOTIVATED

SMART



KATIE

“THE GO-WITH-THE-FLOW”

AGE: 27

OCCUPATION: Veterinary Assistant

STATUS: Single

LOCATION: Columbus, OH

“I’M VERY SPONTANEOUS AND DON’T PUT A LOT OF THOUGHT INTO TRIP PLANNING. I LET MY FRIENDS SORT OUT THE DETAILS.”

SUMMARY

Katie is a Veterinary Assistant that enjoys her career along with spending time with friends. She is busy during the week and often on-call, and doesn't think much about the weekend ahead. Her friends always keep her updated on possible plans, and she lets them sort out the details.

Katie is used to having her friends take charge and plan activities, she trusts their opinions, and is fine with being spur of the moment. She sometimes feels bad about not contributing, but she doesn't even know where to begin with research. She likes to maintain a stress-free mentality, though questions if she's missing out on finding activities that peak her own interest. Sometimes her friends' plans seem disorganized, and she finds herself searching on her phone during the trip to figure out their next move.

FRUSTRATIONS

- Planning could lead to stress
- Doesn't know what trustworthy resources to use for research
- Used to having friends choose plans, questions if there's activities she may enjoy more
- Trips often seem disorganized and are altered as they go

NEEDS/GOALS

- Find a simplified way to plan a trip, so easy that she may do it herself
- Locate trustworthy reviews and ratings, besides what her friends tell her
- Find locations and activities that are new and exciting
- Have a more clear idea of where the day may take her

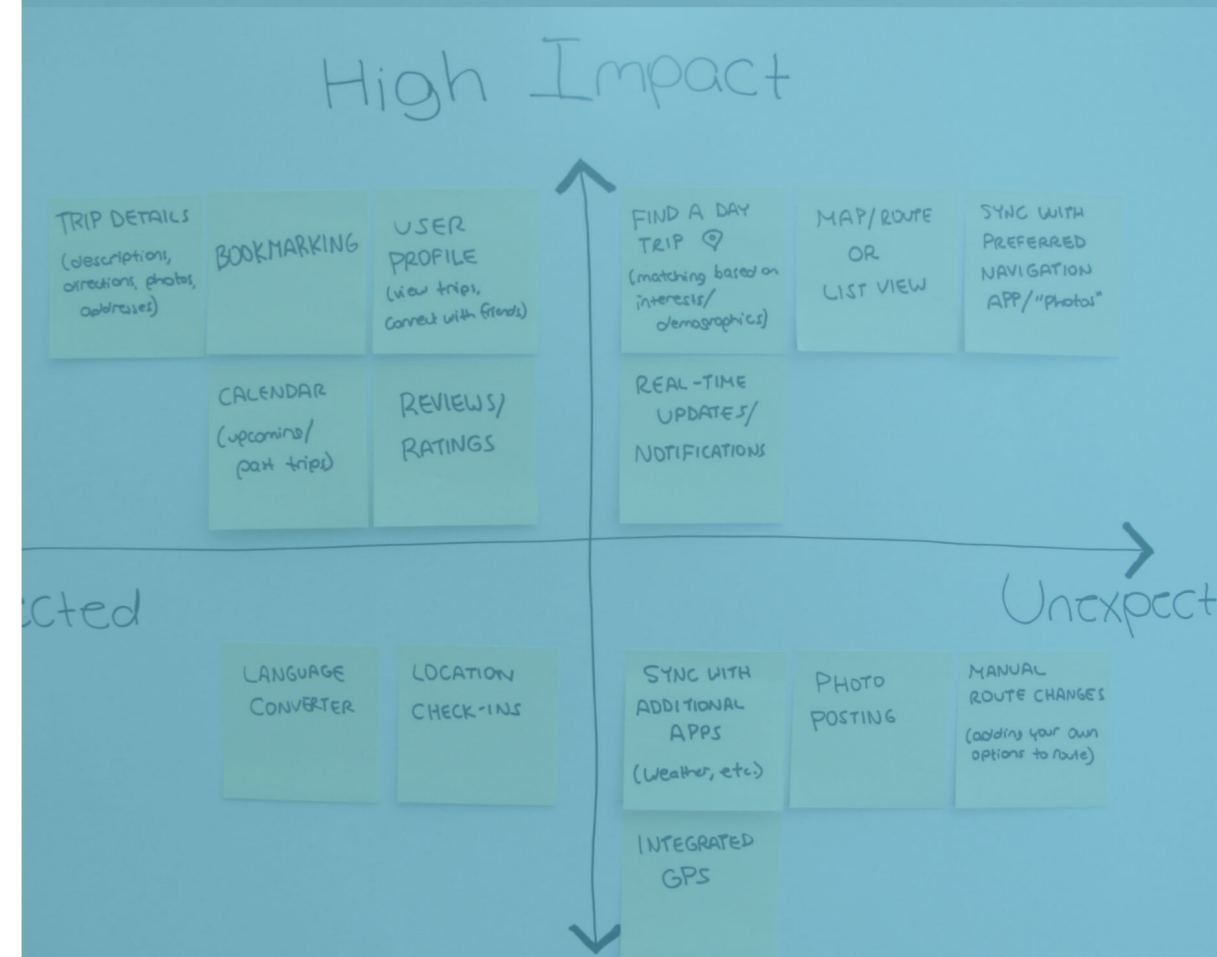
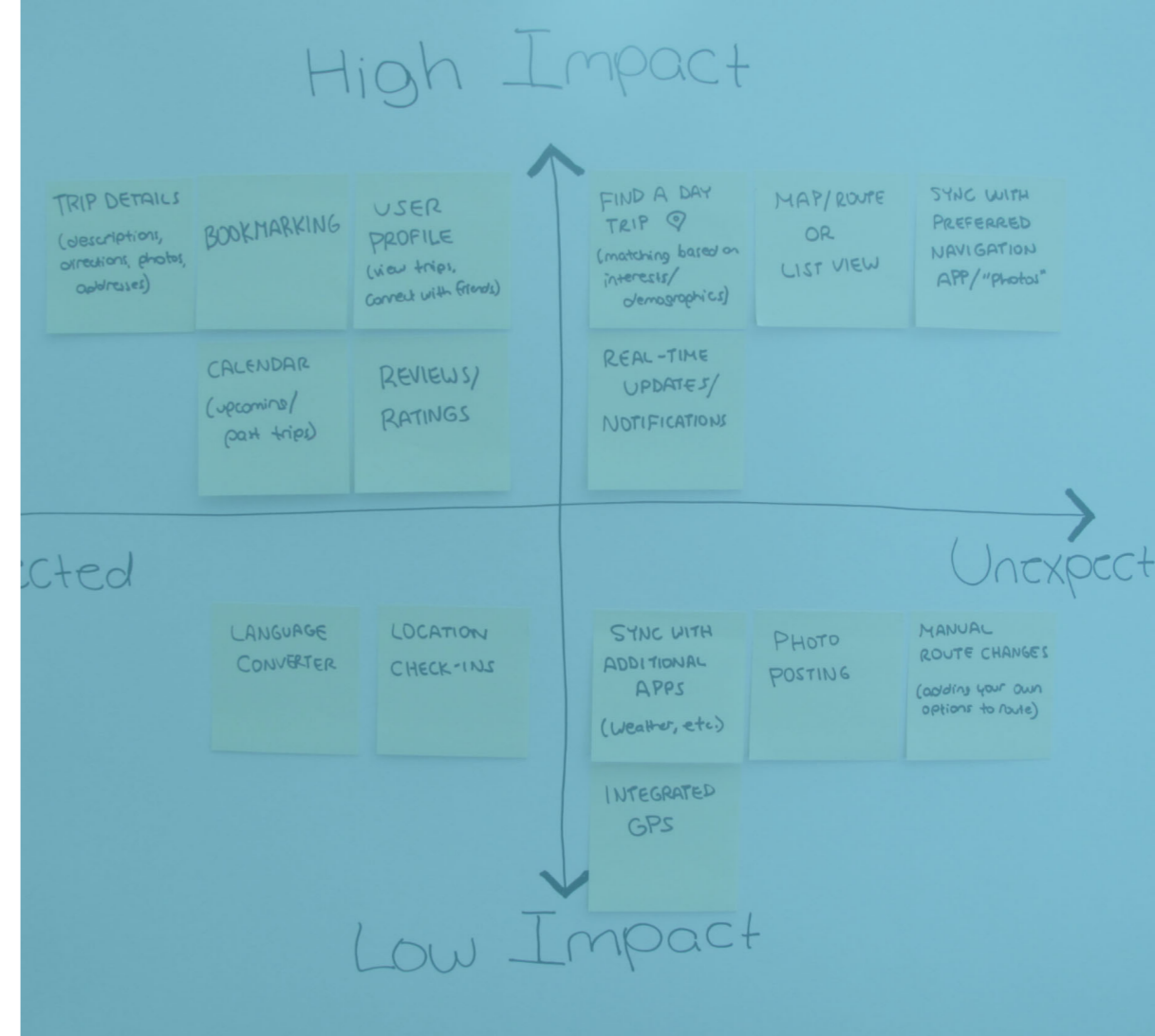
SPONTANEOUS

EASYGOING

SOCIAL

CAREFREE

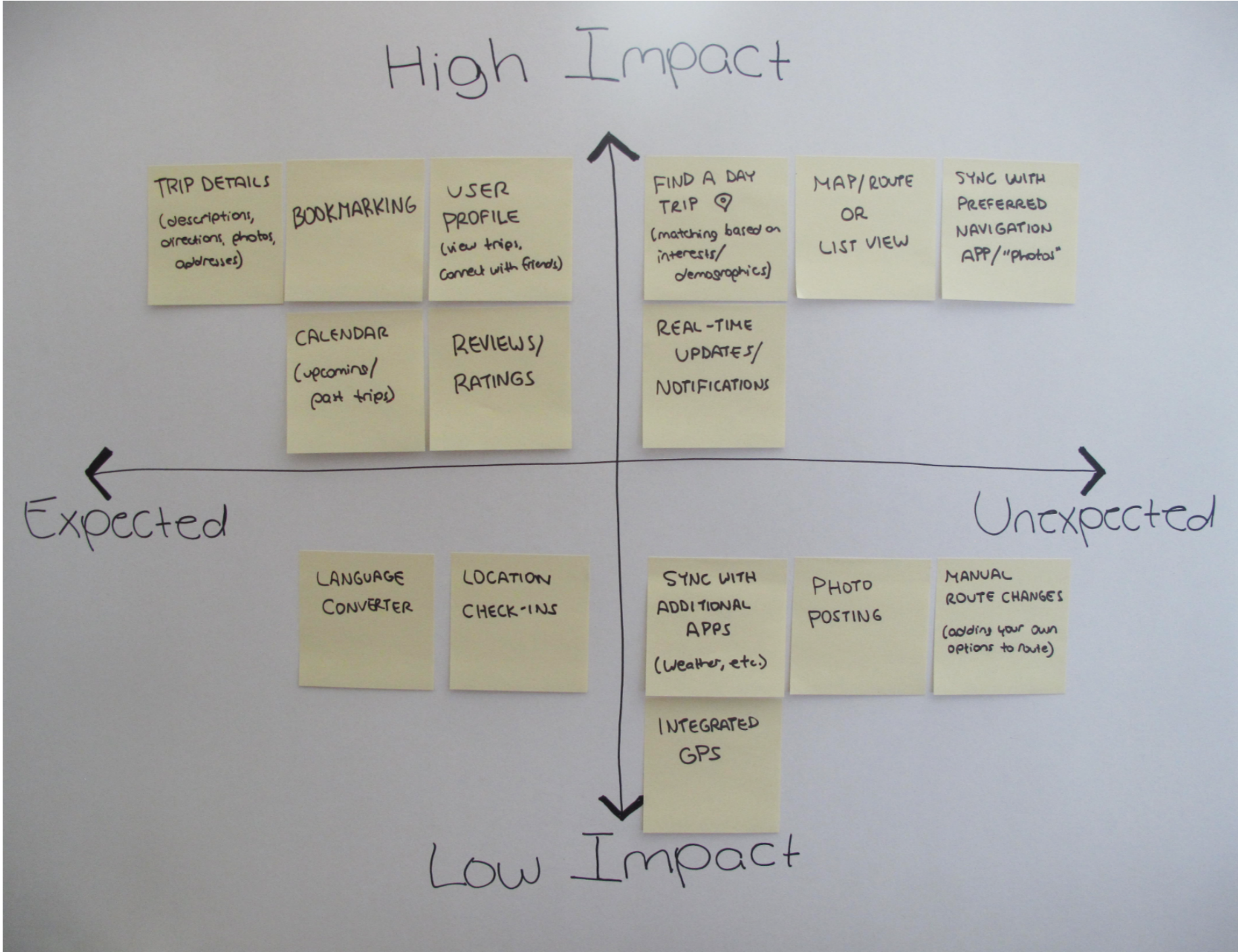
PRODUCT MANAGEMENT, USER FLOW, & SITE MAP



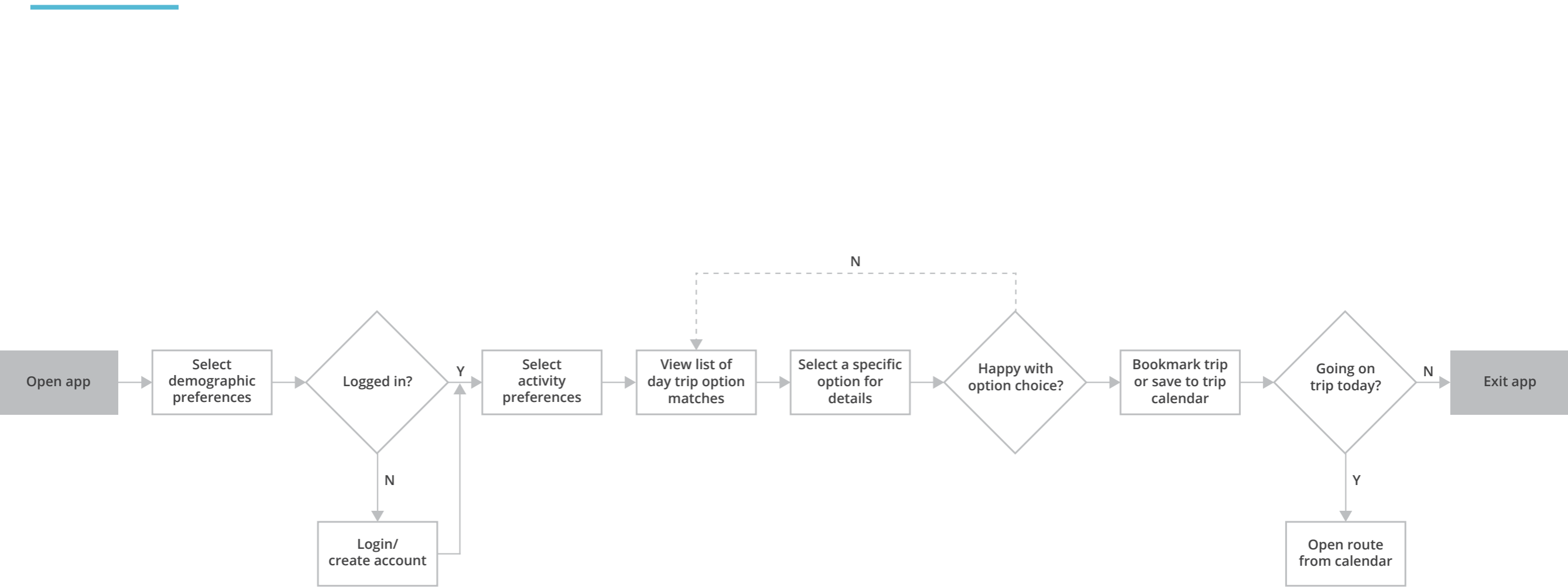
COMPETITIVE ANALYSIS

	 GoDayTrip	 Roadtrippers	 Triplt	 Lonely Planet	 TripAdvisor	 Yelp
Modern Design	●			●		
Categorized Activities	●	●				
Curated Locations	●			●		
Location Based		●	●	●	●	●
User Profile	●	●	●		●	●
Share Plans	●	●	●			
Ratings/Reviews		●			●	●
Bookmarking/Favorites	●	●		●	●	
Location Description				●	●	●
Offline Access			●	●		
Realtime Alerts			●			
Map View		●	●	●	●	●
Save Plans/Calendar		●	●	●		
Actively Updated			●	●	●	●
Day Trip Focus	●					

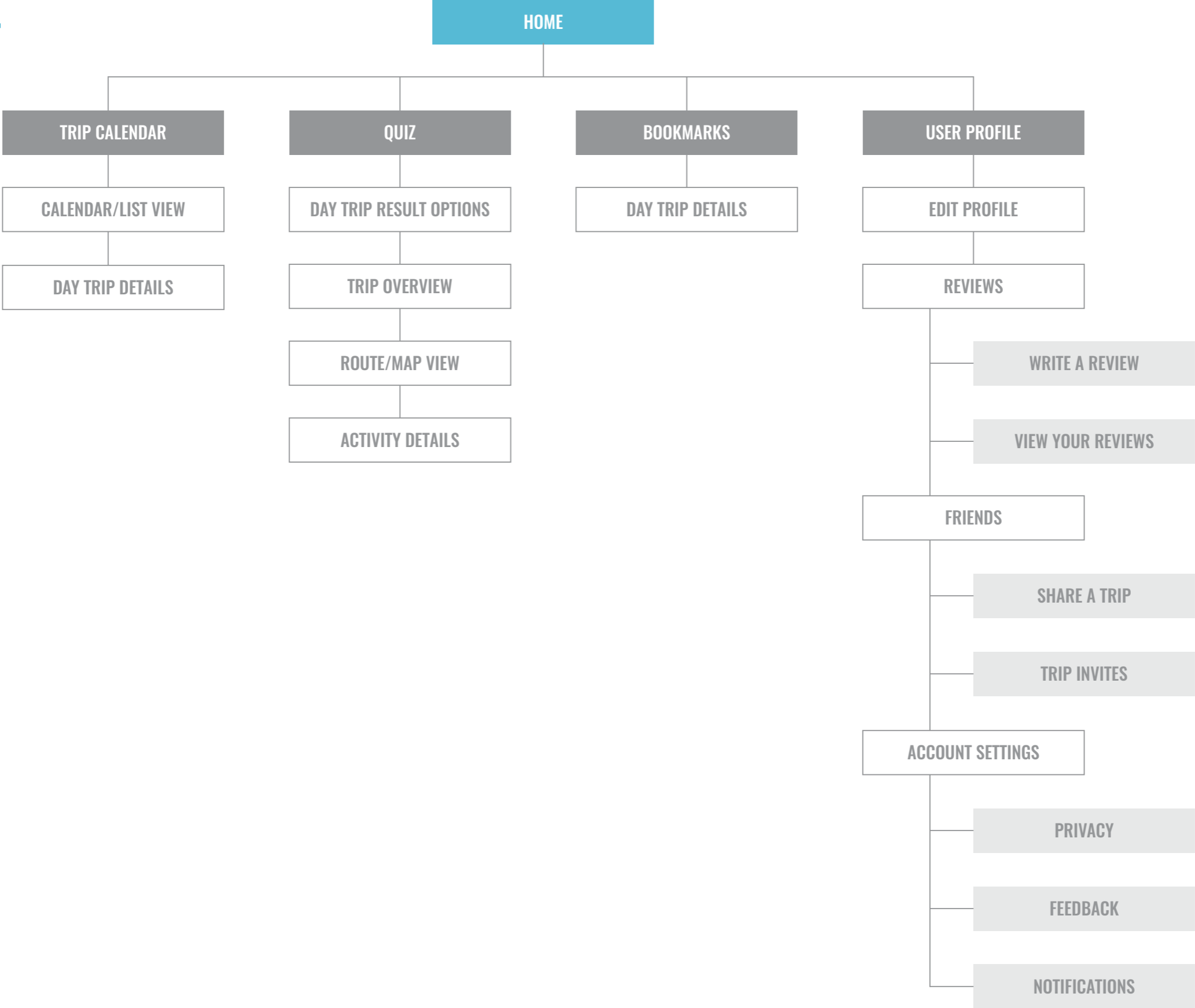
FEATURE PRIORITIZATION



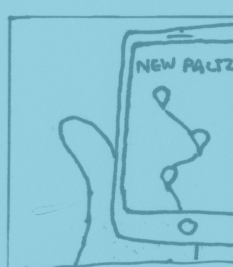
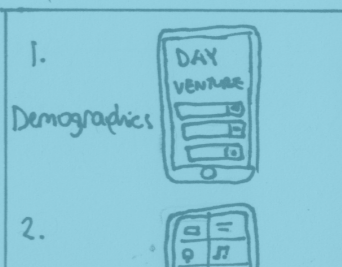
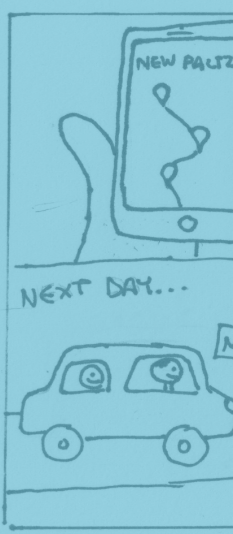
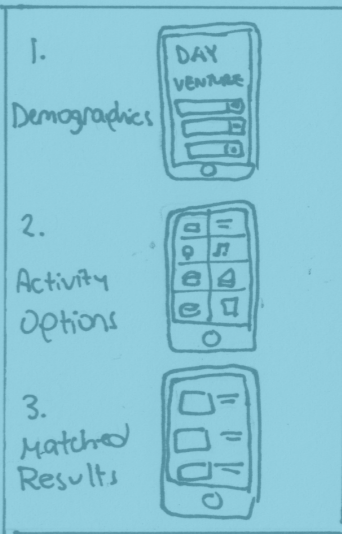
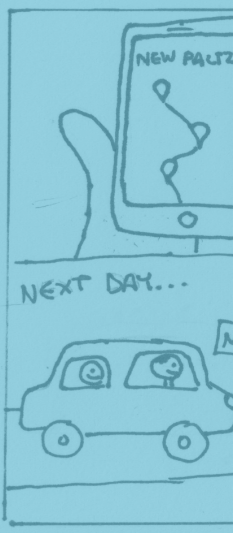
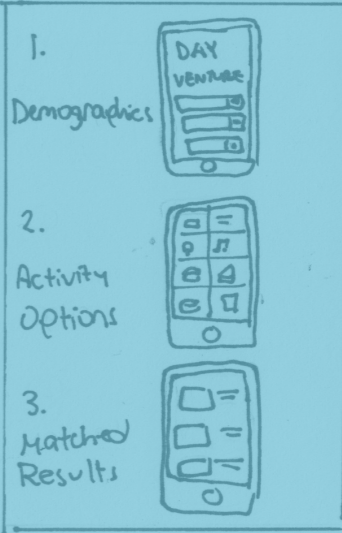
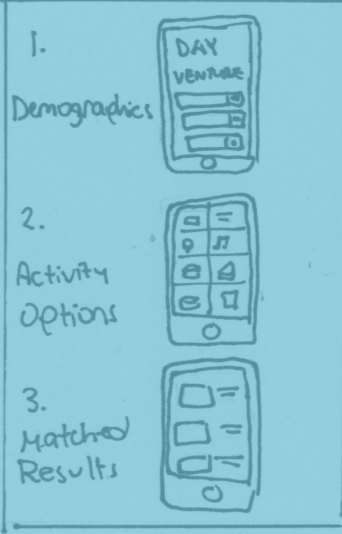
USER FLOW



SITE MAP

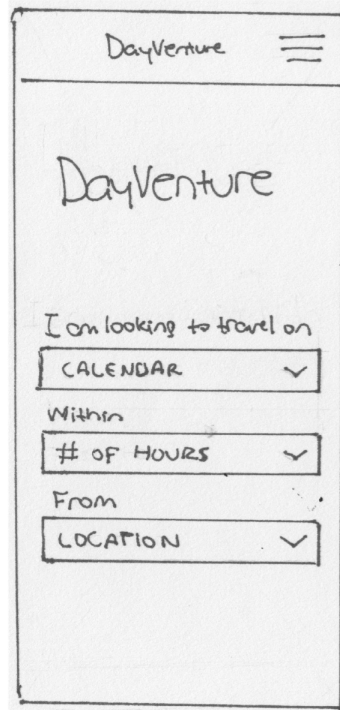


SKETCH/WIREFRAMES

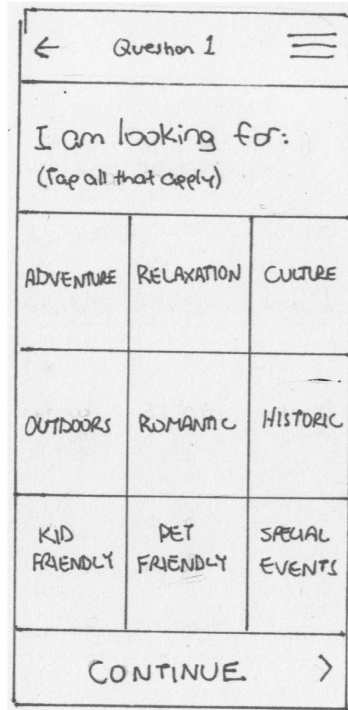


SKETCH/WIREFRAMES - Round 1

Homepage/Demographics



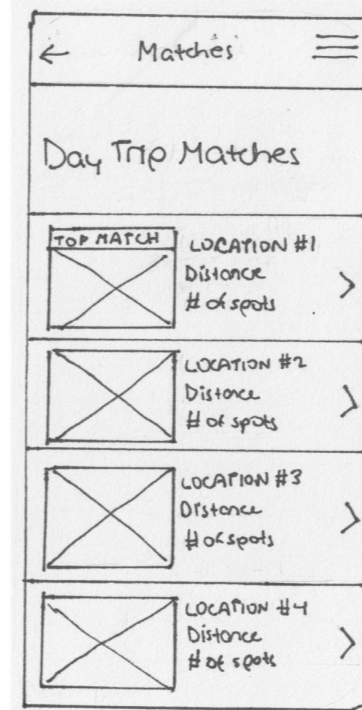
Interests Question 1 (and alt)



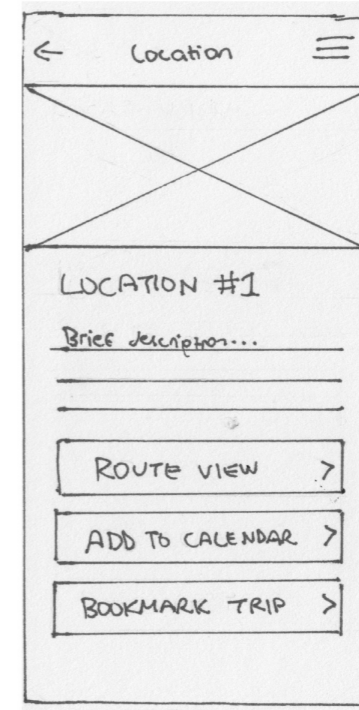
Interests Question 2 (and alt)



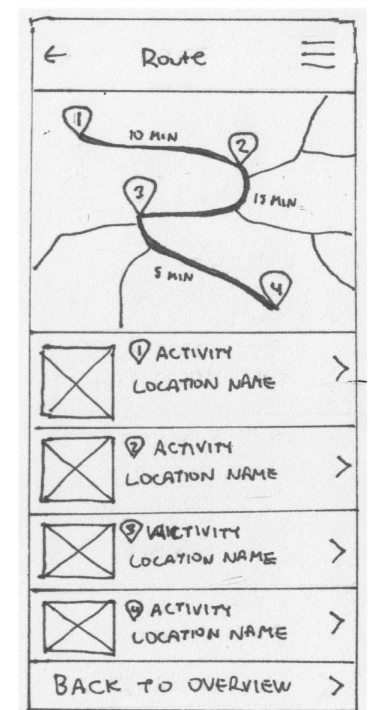
Day Trip Matches



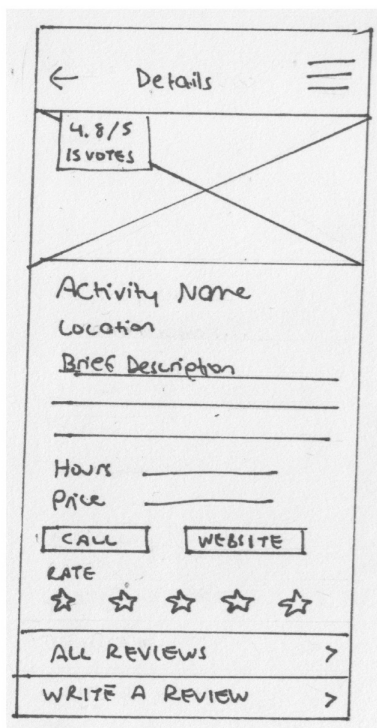
Day Trip Overview (and alt)



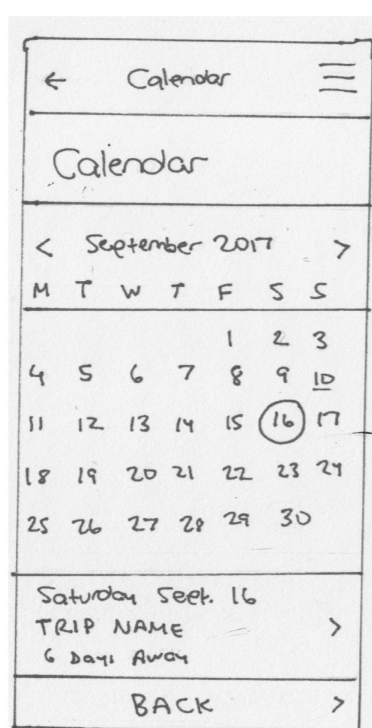
Day Trip Route (and alt)



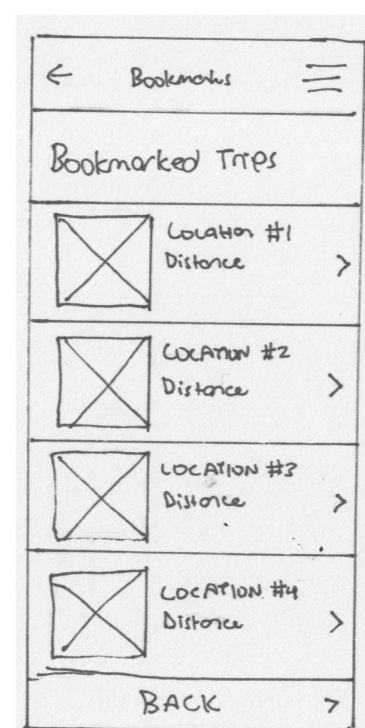
Activity Detail Example



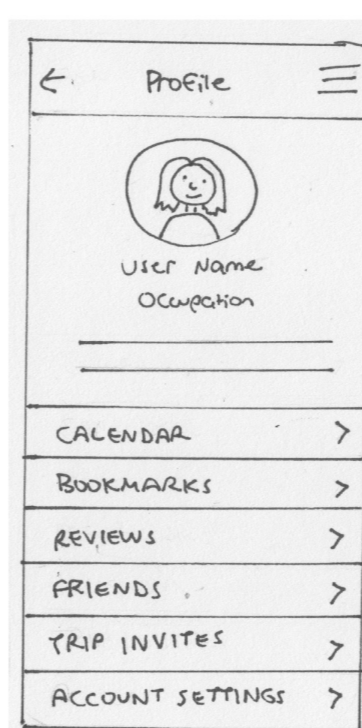
Calendar



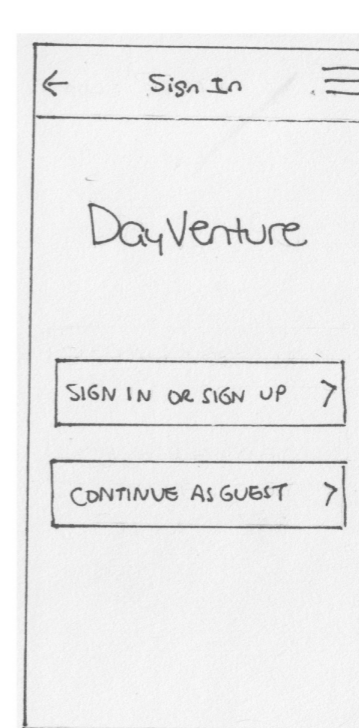
Bookmarks



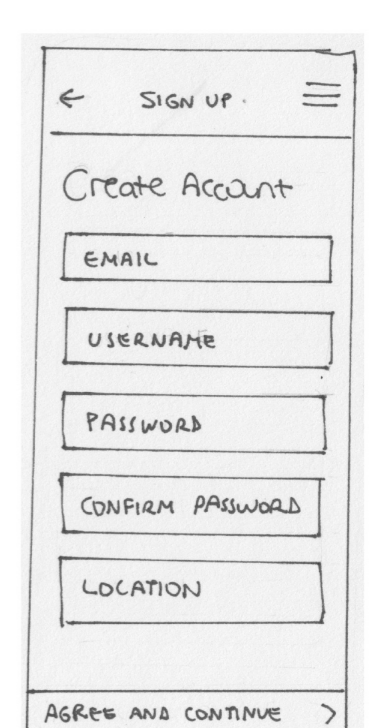
User Profile



Sign In/Sign Up



Create Account



USER TESTING

Feedback and Improvement Suggestions

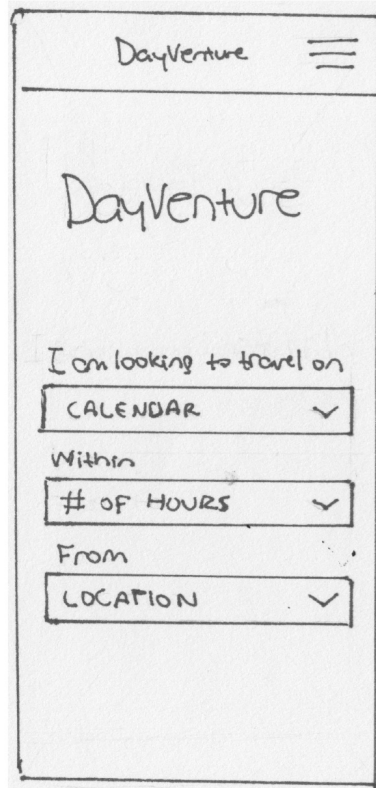
Users want to be able to further edit their recommended route. They want to have the option of reordering activities and turning them on or off with a toggle. They also want additional activity suggestions that they can possibly add to their route

Users want the calendar page to mention 'trips' in the headline, to indicate definitive upcoming trips. Additionally, they want to feature their upcoming and past trips as clickable options

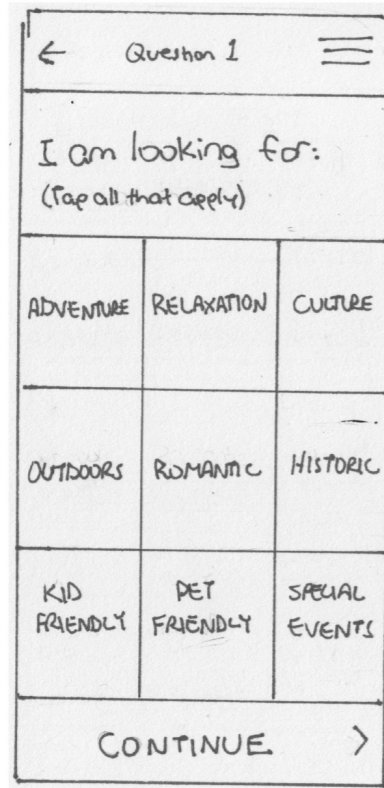
Users want to see what it would look like when they select a trip on their calendar page. They want features such as 'send to GPS' and 'print itinerary'

SKETCH/WIREFRAMES - Round 2

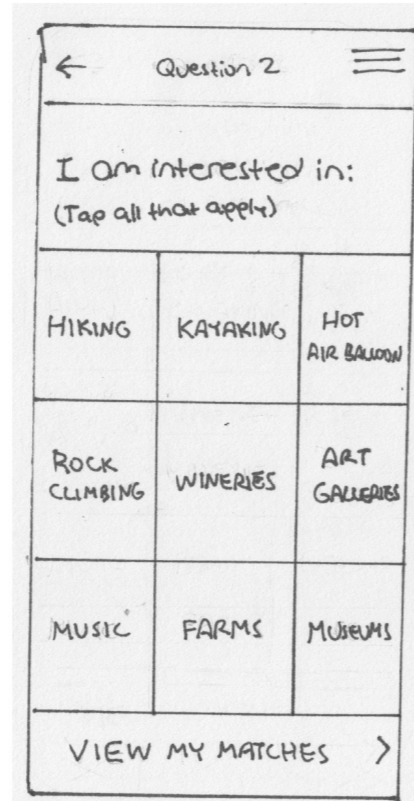
1. Homepage/Demographics



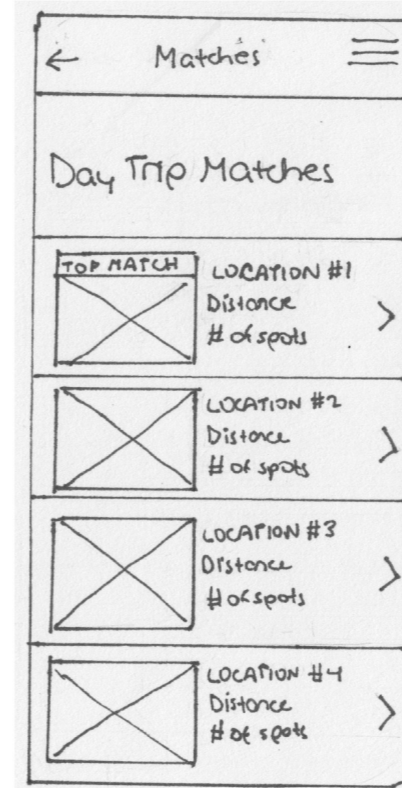
2. Interests - Question 1



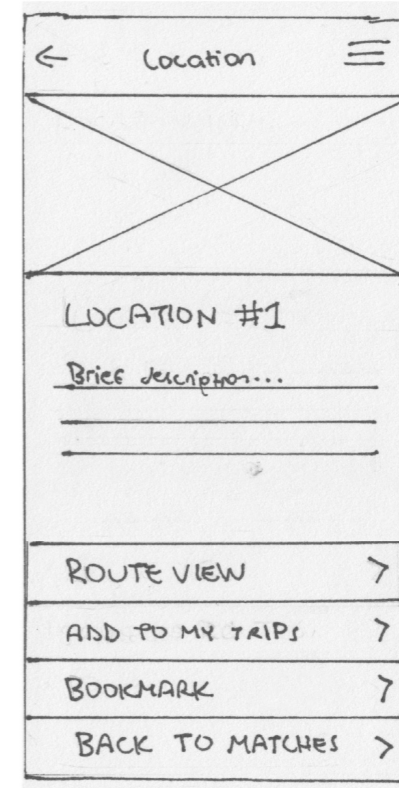
3. Interests - Question 2



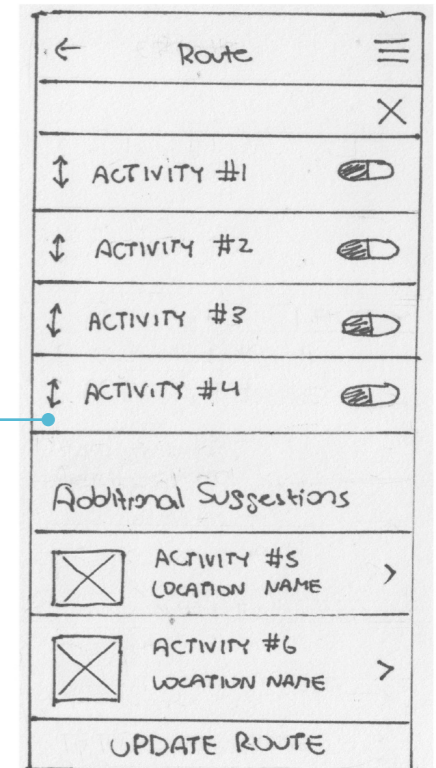
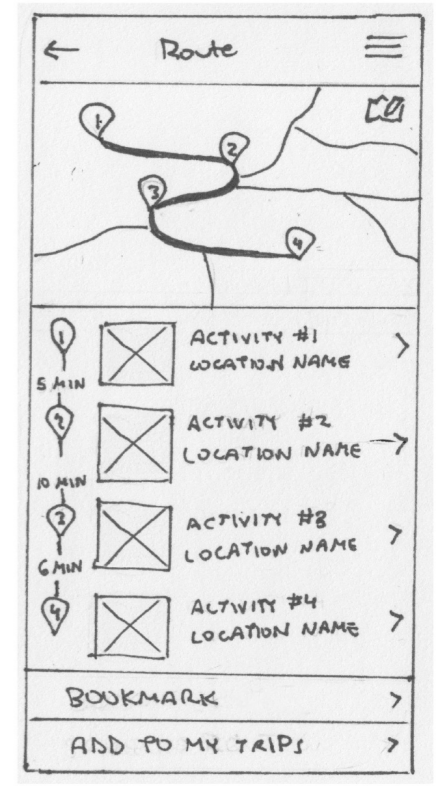
4. Day Trip Matches



5. Day Trip Overview



6. Day Trip Route (6b. Edit)



Edit Route Screen

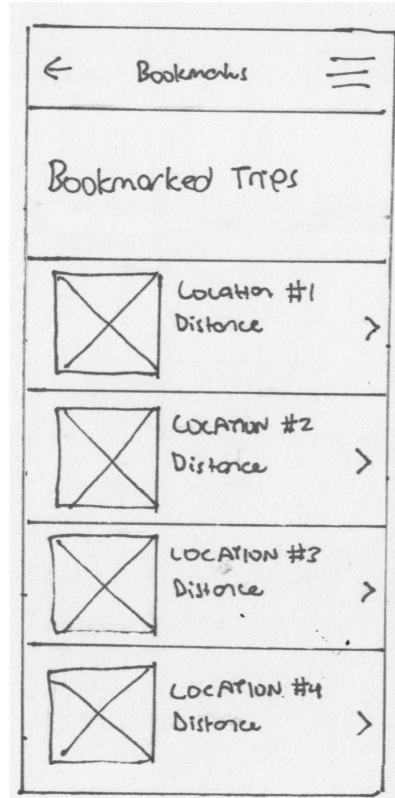
- Added a screen that allows users to edit their current route using toggles and up/down symbols, along with the option to add additional spots to their route

SKETCH/WIREFRAMES - Round 2 (cont'd)

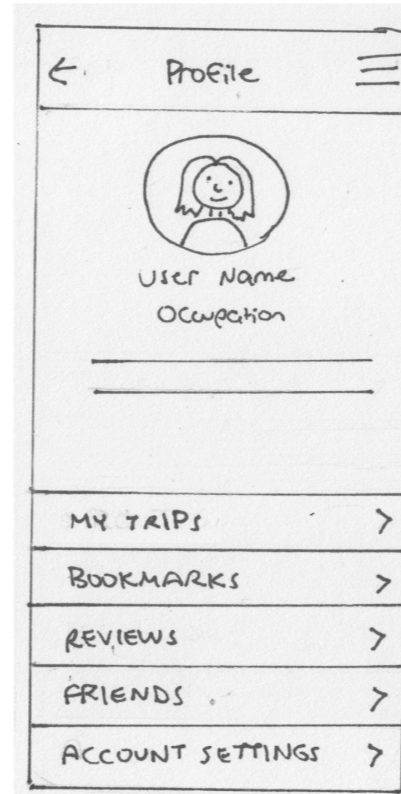
8. My Trips (8b. Detail)



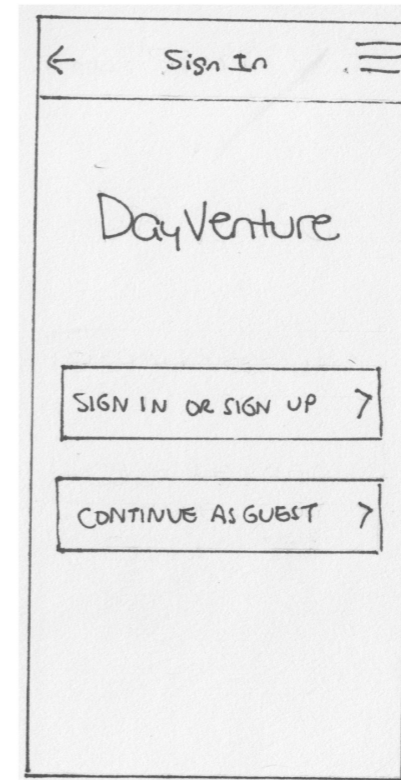
9. Bookmarks



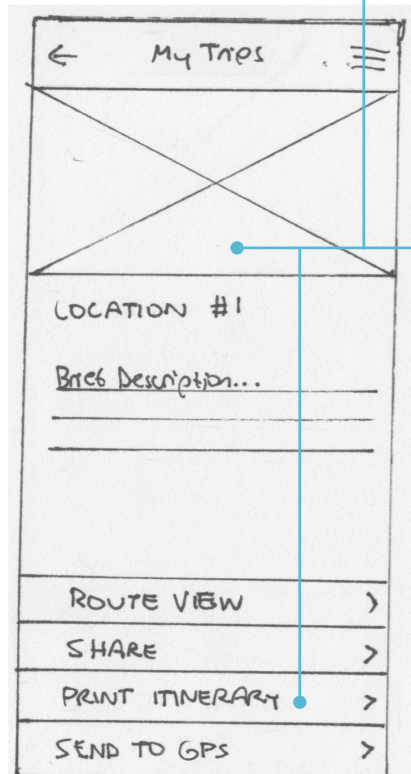
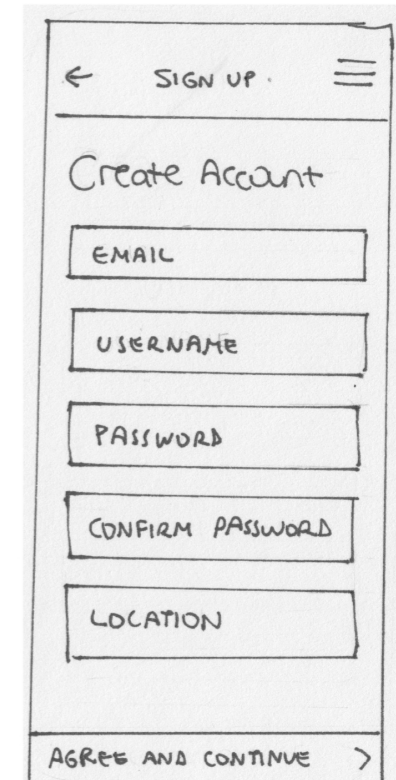
10. User Profile



11. Sign In/Sign Up



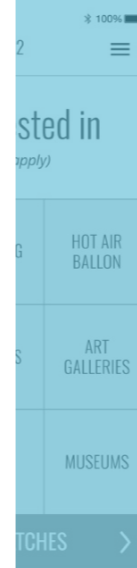
12. Create Account



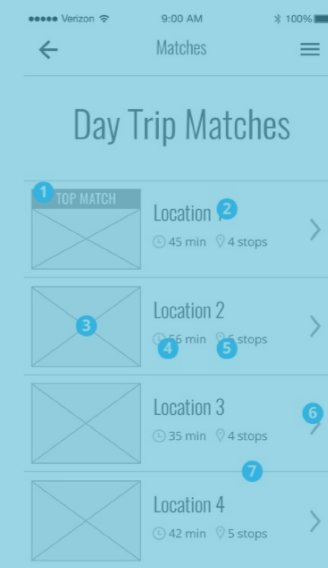
My Trips Screens

- Adjusted the name of the screen to be more definitive of upcoming saved trips
- Added more detail to the 'My Trips' page with 'Upcoming Trips' and 'Past Trips' selection areas
- Added additional features including 'SEND TO GPS' and 'PRINT ITINERARY' to further simplify the trip planning process

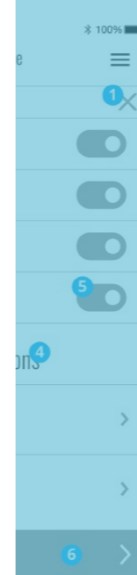
LOW-RES PROTOTYPE



- ### Annotations
- QUESTION 2**
- Headline**
Main query title
 - Action**
Description of action to take
 - Selection options**
Categorized boxed selections to tap depending on the users interests
 - Button**
'Continue' button serves as a navigation to guide users to the next page once preferences are selected



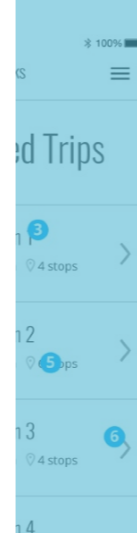
- ### Annotations
- MATCHES**
- Top match**
Calls attention to the match that most closely aligns with users preferences
 - Location name**
Titles of the top location areas
 - Image**
Displays an image of the location
 - Distance**
Clock icon and copy depicts the amount of time from the users start point to their location option vicinity
 - Stops**
Location point icon and copy depicts the amount of recommended activity stops that will be listed for the trip
 - Click icon**
Design pattern of using a selector shape to click within the sections to learn more about each location
 - Line**
Separates key sections



- ### Annotations
- EDIT ROUTE**
- X icon**
Closes out of the edit route page
 - Activity order toggle**
Clicking and dragging changes the recommended activity order. Changes will be updated on the route page
 - Activity title**
Activities following the same order from the previous page for reference
 - Additional suggestions**
Title that displays a few additional activity options set up in the same format as route page. Selecting an activity provides a detailed view, and can be added to the route list
 - On/off toggle**
Users can manually turn off an activity they don't wish to have on their route. Toggles at default are on
 - Update route button**
Saves changes made to the page



- ### Annotations
- ACTIVITY DETAIL**
- Ratings box**
Overview box of the overall rating of the trip location based on 4 out of 5 stars and the number of user reviews
 - Image**
Larger image of the activity option
 - Activity title**
Name of the actual activity location
 - Activity address**
Address of the activity
 - Copy description**
Overview of the activity to give users a general idea
 - General information**
Hours of the activity, price, and suggested duration time
 - Call button**
If pressed, the phone number to call appears on the users phone
 - Call button**
If pressed, the user is directed externally to the activities website
 - Reviews button**
Leads users to a page where they can read reviews, write a review, or add a star rating

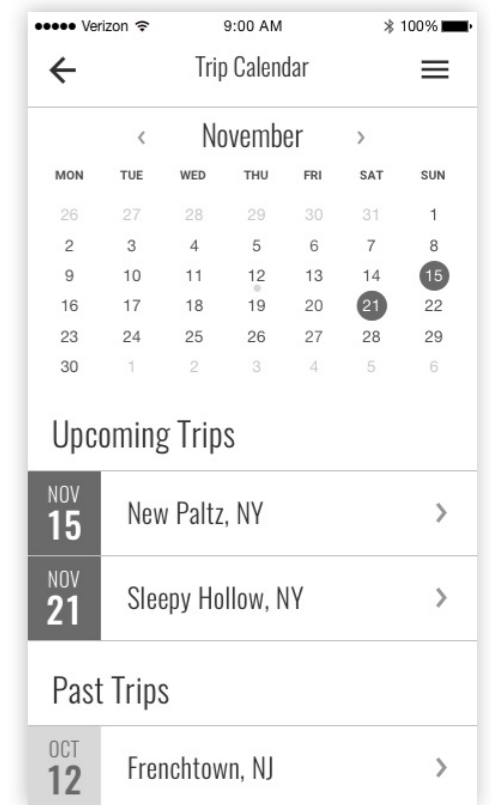
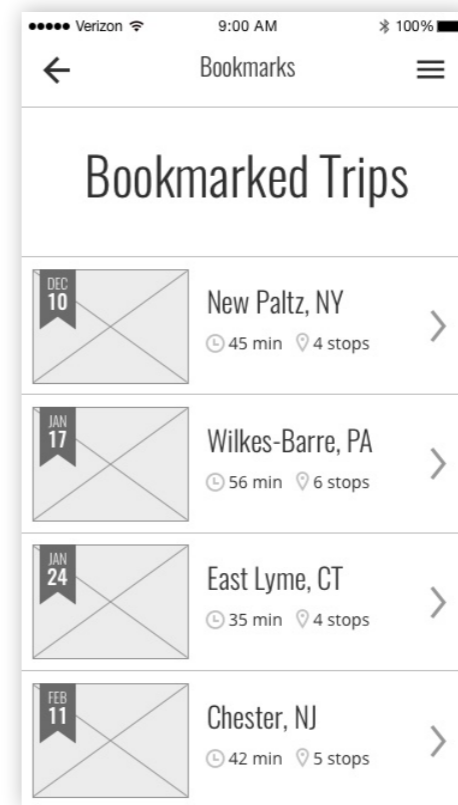
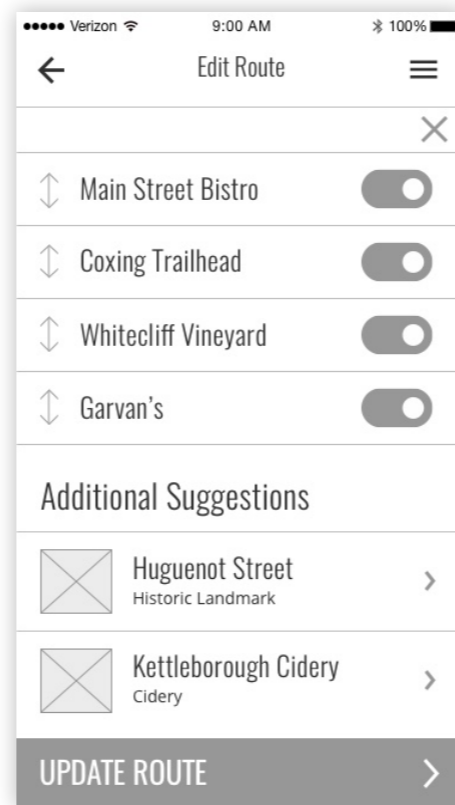
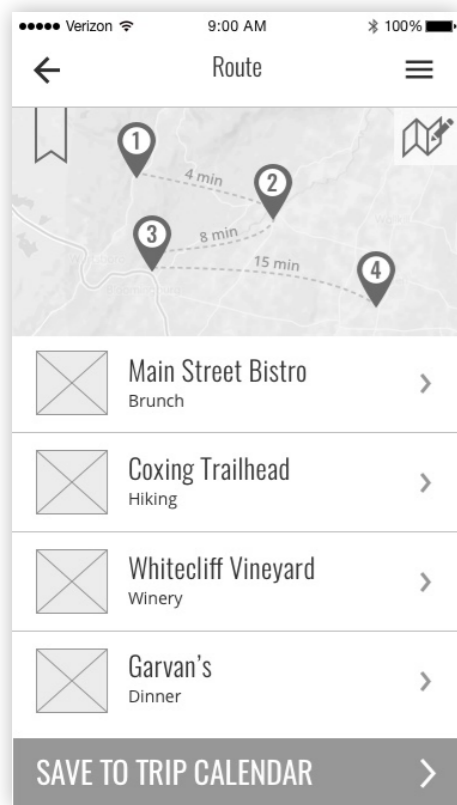
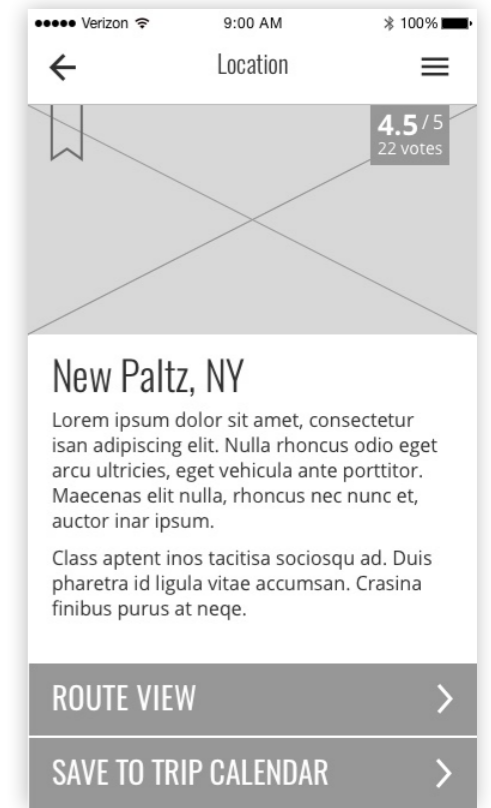
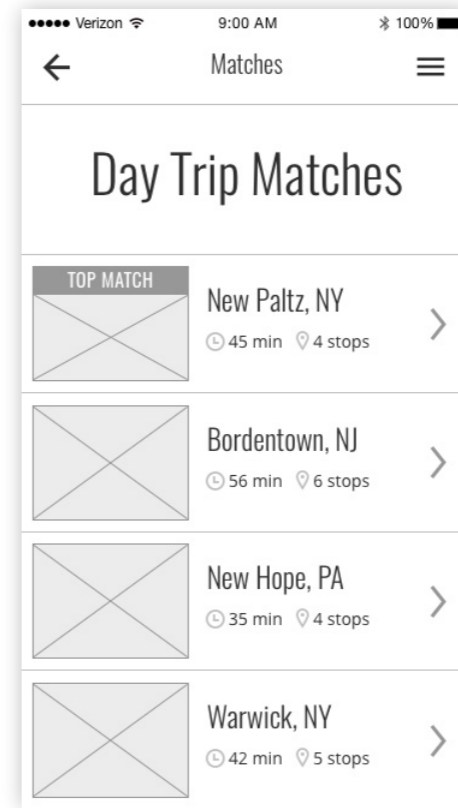
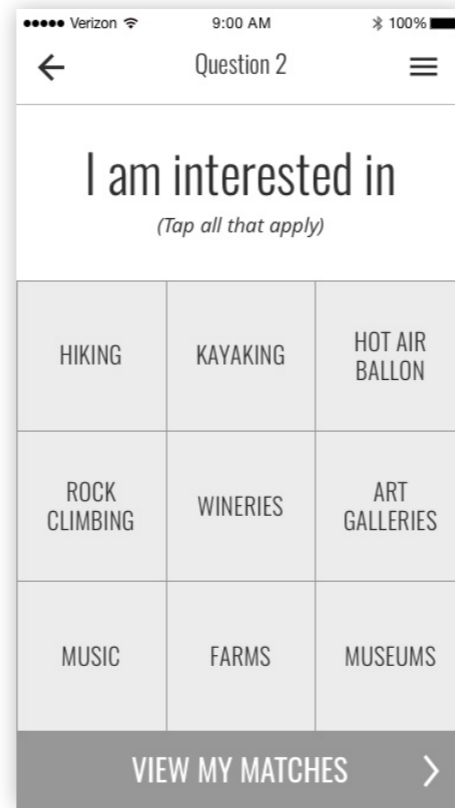
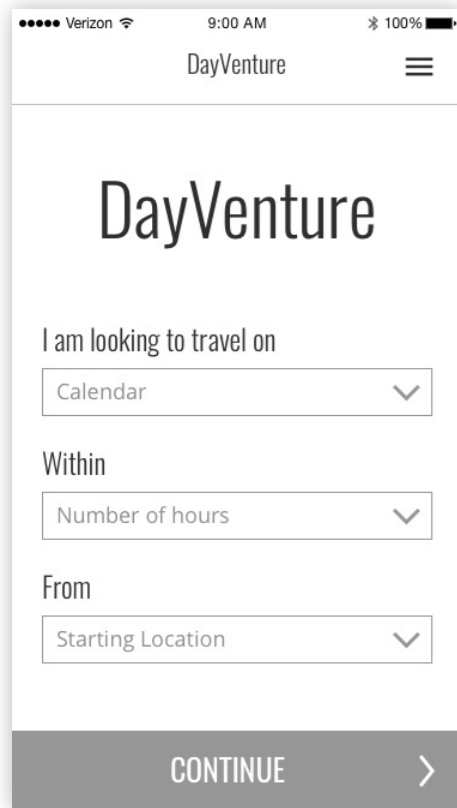


- ### Annotations
- BOOKMARKS**
- Bookmark icon**
Icon that lists the proposed date for the day trip from the demographics that the user plugged in
 - Image**
Displays an image of the location
 - Location name**
Titles of the top location areas
 - Distance**
Clock icon and copy depicts the amount of time from the users start point to their location option
 - Stops**
Location point icon and copy depicts the amount of recommended activity stops that will be listed for the trip
 - Click icon**
Design pattern of using a selector shape to click within the sections to

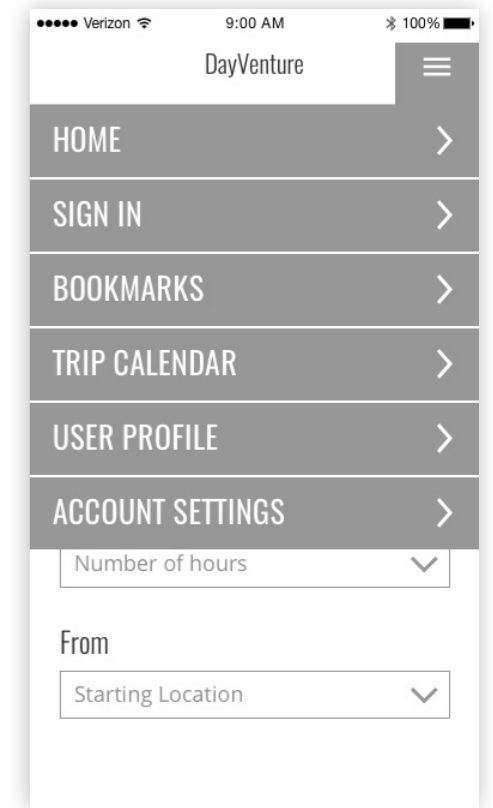
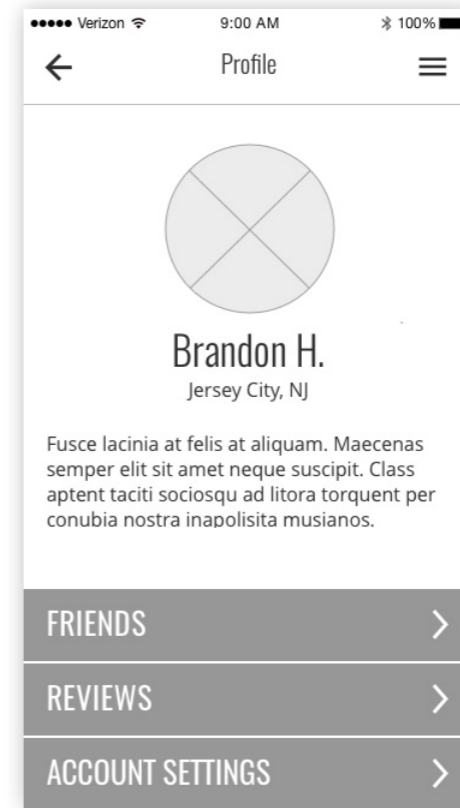
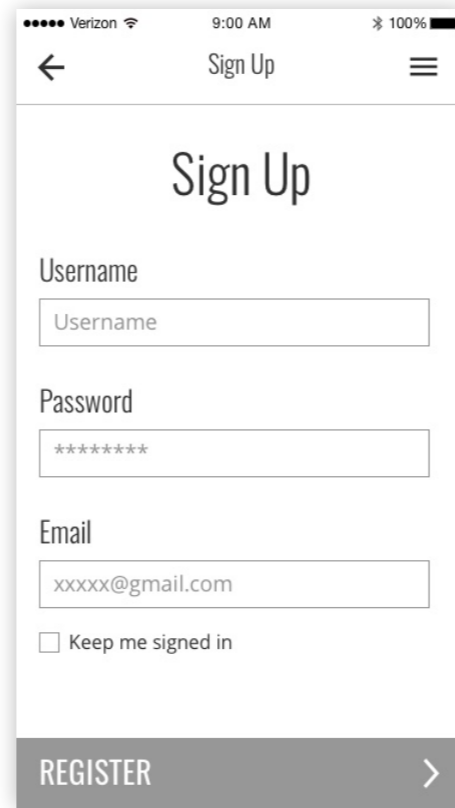
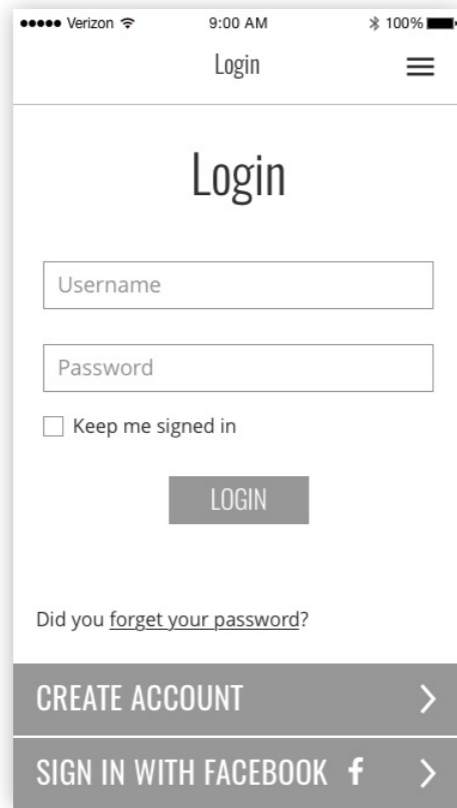


- ### Annotations
- USER PROFILE**
- Profile photo**
Photo a user would upload to represent themselves
 - User name**
Users name identification
 - Location**
Users general location home base
 - Blurb**
Anything the user wants to mention about themselves, such as interests
 - Friends button**
Leads the user to a page where they can view friends they're connected with on the app and share trips and messages
 - Reviews button**
Users can leave a new review for a trip or activity, or see reviews they've left in the past

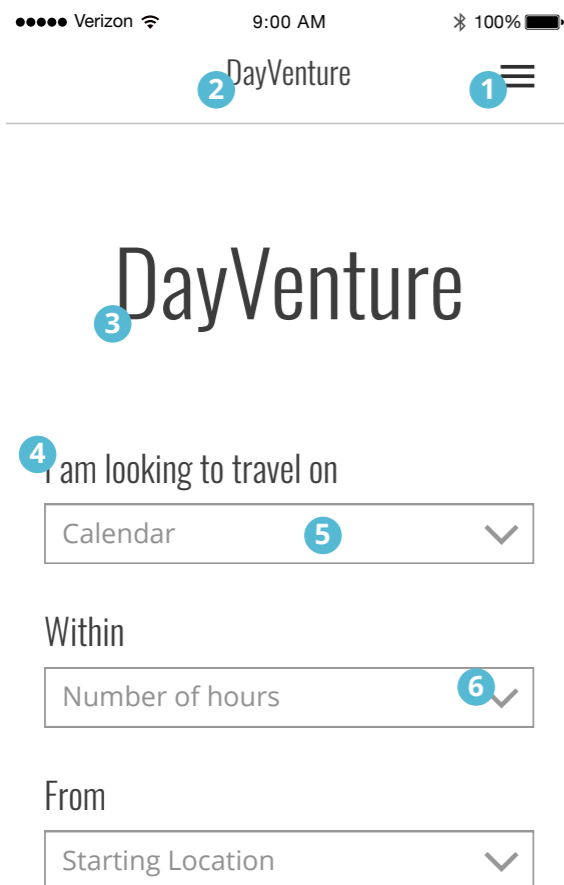
LOW-RES PROTOTYPE



LOW-RES PROTOTYPE (cont'd)



ANNOTATIONS (sample)



Annotations

DEMOGRAPHICS

- 1 Menu**
Main navigation dropdown
- 2 Page title**
Name of current page
- 3 Logo**
DayVenture logo
- 4 Demographics query**
Descriptions of key input areas for demographics information
- 5 Input area**
Dropdown boxes where users can choose a calendar date, hours of distance they want to travel, and starting location
- 6 Arrow dropdown**
Arrow representing a dropdown for the input field



Annotations

QUESTION 1

- 1 Headline**
Main query title
- 2 Action**
Description of action to take
- 3 Selection options**
Categorized boxed selections to tap depending on the users interests
- 4 Button**
'Continue' button serves as a navigation to guide users to the next page once preferences are selected
- 5 Back icon**
Guides the user back to the previous page, a common design pattern
- 6 Forward icon**
Icon within the button representing moving forward to the next page

USER TESTING

Feedback and Improvement Suggestions

Users want the route view activity options to be numbered, corresponding to the map

Users recommend changing the 'ROUTE VIEW' button name to mention activities as well

Users want the appearance of the edit route popup screen to look more consistent. Possibly add toggles to all areas, including the 'Additional Activities' section

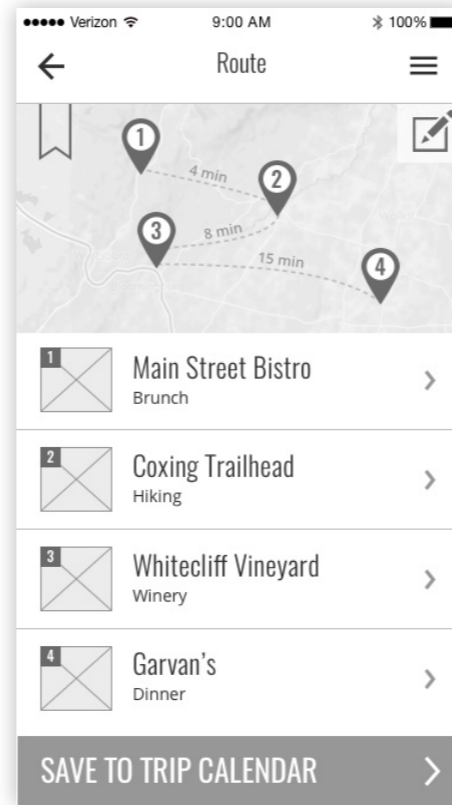
A few users thought the 'edit map' icon could be further simplified as an edit symbol

LOW-RES PROTOTYPE - Adjusted Screens



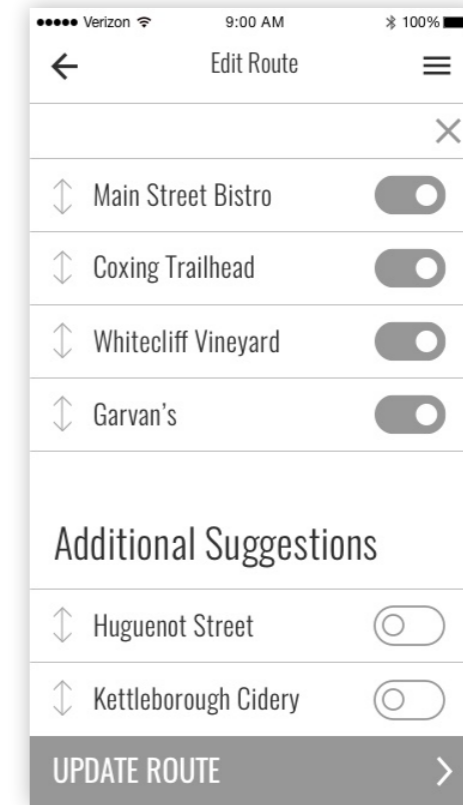
Location Overview Screen

- Changed route button to 'VIEW STOPS ON ROUTE'



Route Screen

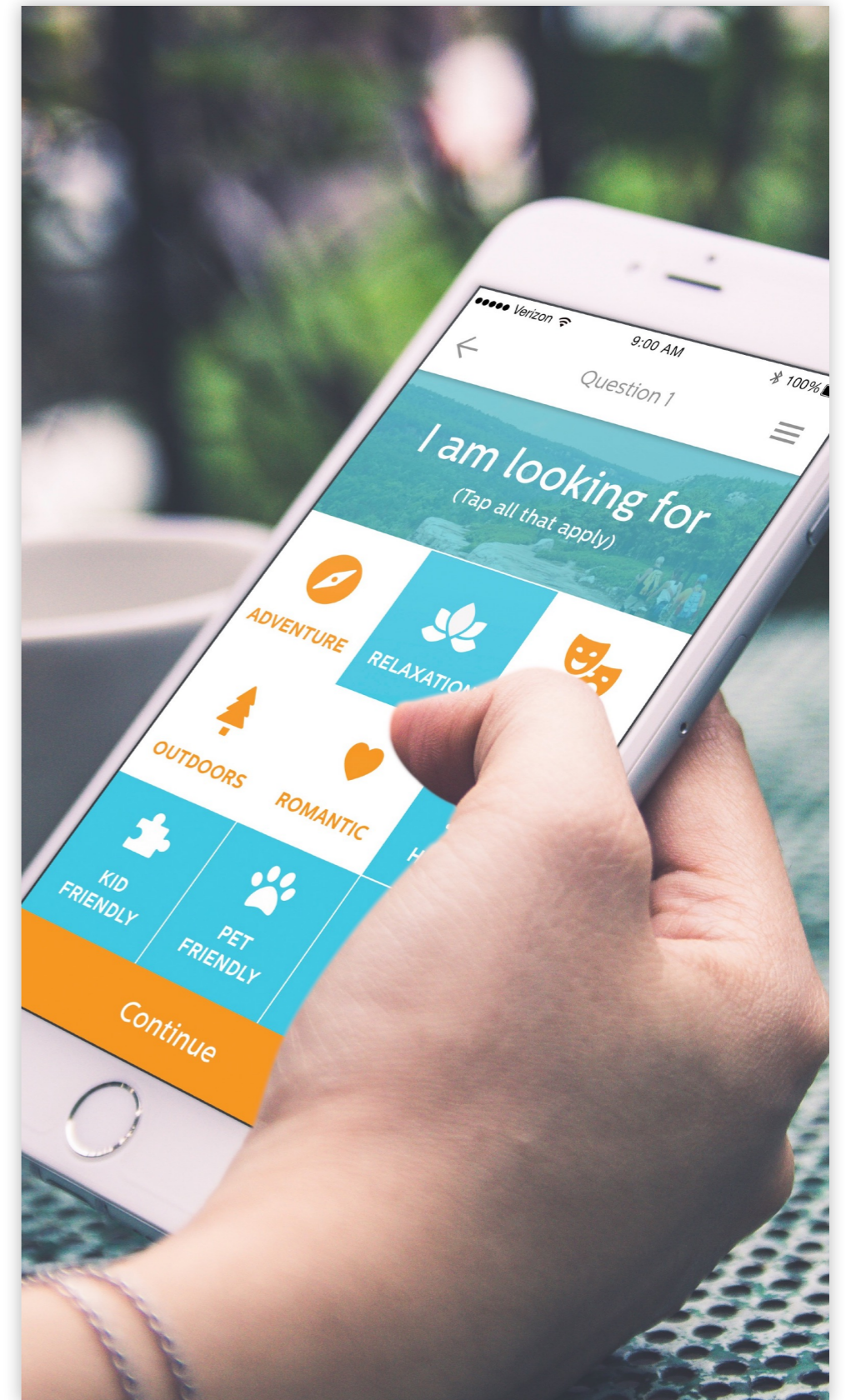
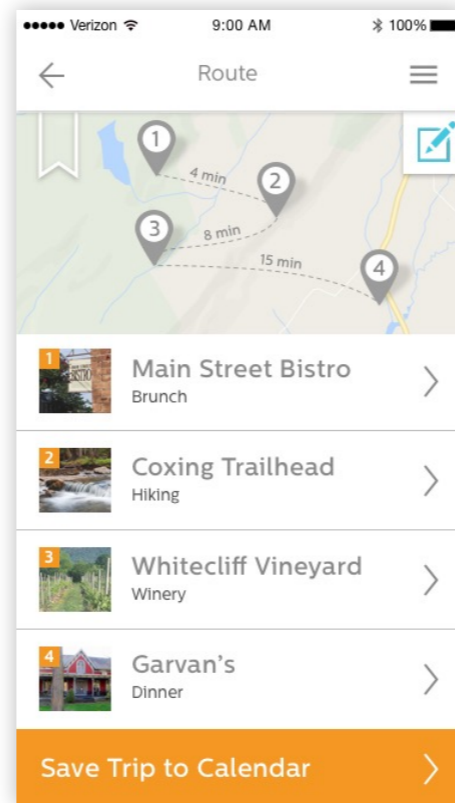
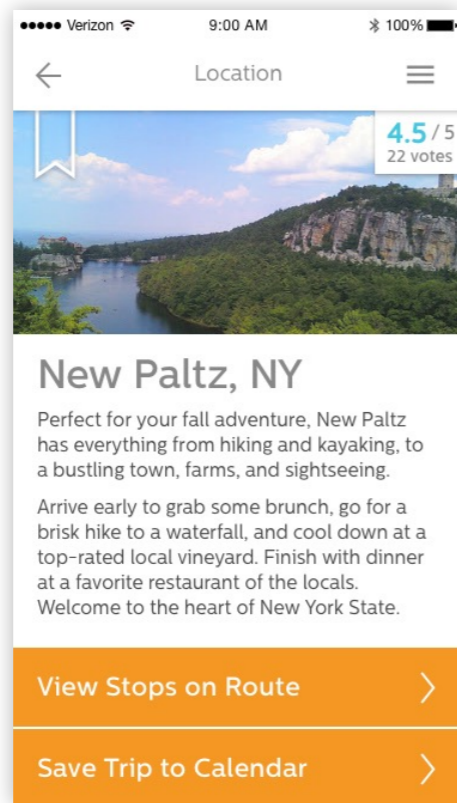
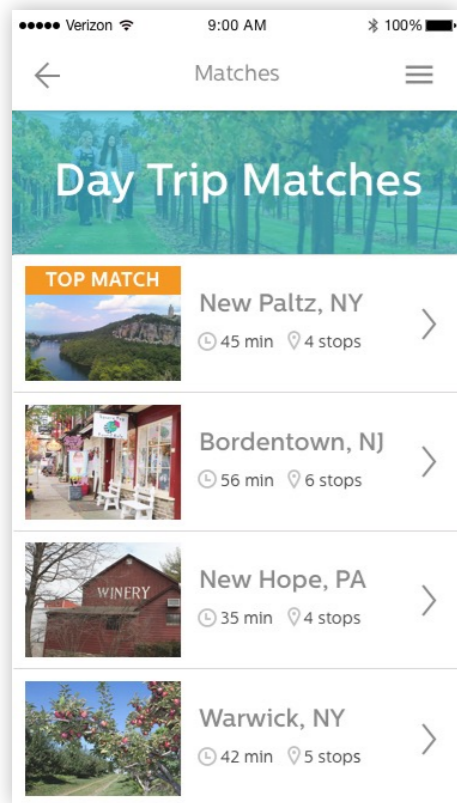
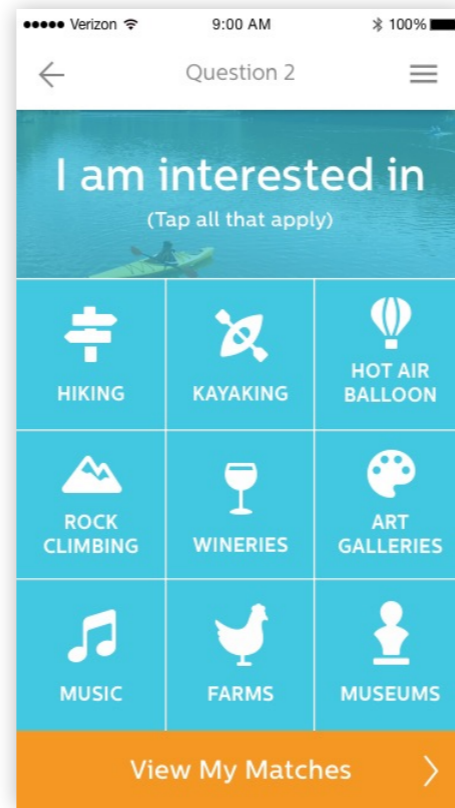
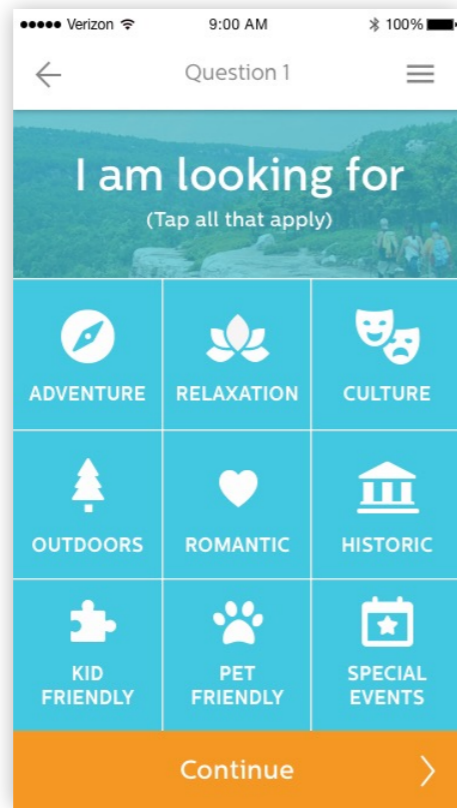
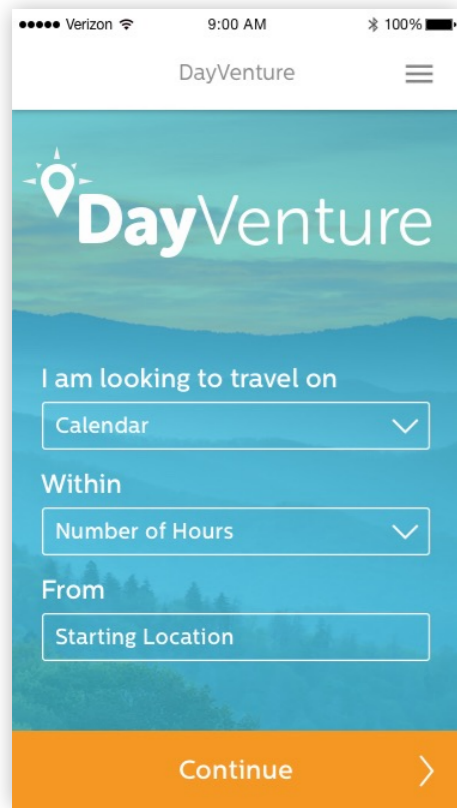
- Simplified 'edit map' icon into a more universal design symbol for edit
- Added numbers to the activity area that correspond to the map stops



Edit Route Screen

- Updated the 'Additional Suggestions' area to have the same features as the top area for consistency (toggle and move up/down options)

HIGH-RES PROTOTYPE - Select Screens



FUTURE DEVELOPMENTS

Additional Features for DayVenture 2.0

Adding more activity customization features, possibly an area where users can specify their dietary needs for restaurants, level of difficulty for hiking, etc.

Further integrate the app with social media. It may be helpful to add more sharing features, allow users to upload pictures, check-in at locations, and more

Down the line, perhaps a GPS system could be fully integrated into the app

THANK YOU!

DayVenture:

<https://invis.io/HMD19SG7R>

