wanderlust

HI, I'M KAT

I love travel, photography and video games.

UI/UX Designer
Future Code Ninja

PROJECT BACKGROUND

Something you can use to plan, book and share a trip so that others can 'follow' you along your journey or be inspired to take a journey themselves.

$129B

Activities is the third largest segment of travel at $129B

$21B

Online tours and attraction bookings will **more than double** from $9 billion in 2015 to $21 billion in 2020.

"

We are in an "experience" economy, where people are preferring to spend their money on experiences rather than material things.
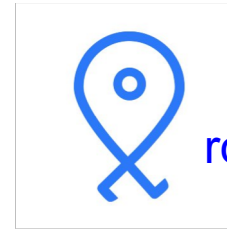
travefy

TripHobo

routeperfect

ONLINE & MOBILE GROUP
TRAVEL PLANNING +
DOCUMENT STORAGE

AUTOMATED TRAVEL
PLANNING - ACTIVITIES
PICKED BY AI

AUTOMATED TRAVEL PLANNING
WITH BETTER FILTERS -
ACTIVITIES PICKED BY AI

What makes these sites work well?

- Each offers a unique way to plan and book travel
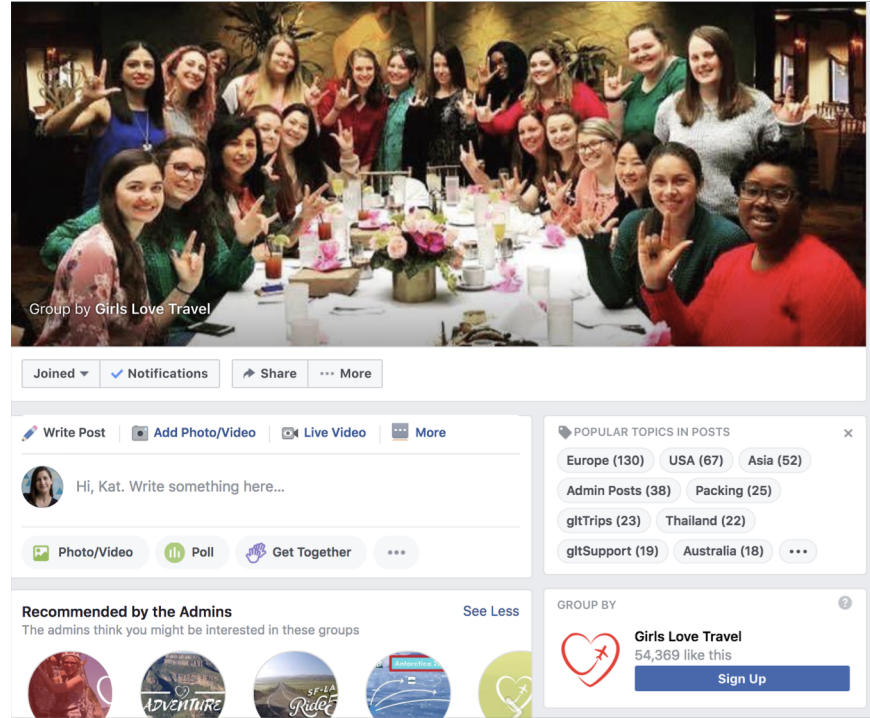- Travefy is the only one to offer document storage and more of a customized way to build your trip

What opportunities do we have to redefine the way people plan travel?

- All three lack user generated content
- All three look more like partnerships with various travel activity sites

GIRLS LOVE TRAVEL: FACEBOOK GROUP

TRAVEL SURVEY

I'm building something for my UI/UX capstone project and need your input. Take my survey - see link in bio!

Group by Girls Love Travel

Joined ▾   ✓ Notifications   ↗ Share   ••• More

✏ Write Post   📷 Add Photo/Video   📹 Live Video   ⊞ More

Hi, Kat. Write something here...

🖼 Photo/Video   📊 Poll   ✋ Get Together   •••

Recommended by the Admins   See Less
The admins think you might be interested in these groups

🏷 **POPULAR TOPICS IN POSTS**   ✕

Europe (130)   USA (67)   Asia (52)

Admin Posts (38)   Packing (25)

gltTrips (23)   Thailand (22)

gltSupport (19)   Australia (18)   •••

GROUP BY   ?

♥✈ **Girls Love Travel**
54,369 like this

Sign Up

USER SURVEY: 70 RESPONDENTS
QUANTITATIVE RESULTS

53%
Travel 1-2
Times Per Year

46%
Travel 3+
Times Per Year

50%
Use a Travel
website

23%
Ask Others for
Referrals

FREQUENCY

DISCOVERY

73%
Pre-Plan Their
Travel
Arrangements

PLANNING

Sales Ended

GLT Miami Galentines Meetup + Blogger Happy Hour

DESCRIPTION

Miami Bloggers is partnering up with GLT Miami for a Galentines Meetup like no other!

Meet like-minded women, network with Miami's hottest bloggers and influencers, enjoy a panel of experts sharing their personal journey as entrepreneurs in the digital age, and sip on complimentary craft cocktails and lite bites from surrounding food trucks.

GLT Miami Ladies will be able to meet and share their travel stories with each other, we will also have a photo booth and a

"Rick Steves is like the Bob Ross of Travel. I love his travel videos!"

"Travel website recommendations don't feel authentic - I ask for recommendations on Facebook"

"I'm pretty good on organizing my trip documents. I don't need anything beyond Google Drive."

"Travel websites are just a minefield of popups and new tabs opened without your permission"

USER PERSONAS

FREQUENT FIONA

AGE 38

OCCUPATION IT Project Manager

STATUS Single

LOCATION Davie, Florida

TIER Enthusiast

ARCHETYPE White collar worker

| Active | Meticulous | Preparer |

Personal quote:
I want to show all my friends how awesome the world is.

CURIOUS CYNTHIA

AGE 40

OCCUPATION Veterinary medicine

STATUS Single

LOCATION Deerfield Beach, FL

TIER Competitive/Busy

ARCHETYPE White collar worker

| Busy | Overwhelmed | Carefree |

Personal quote:
I didn't want to spend my 40th birthday with anyone, so I went out of the country.

TRAVELISTA TERRI

AGE 28

OCCUPATION Travel Blogger

STATUS Single

LOCATION Atlanta, Georgia

TIER Enthusiast

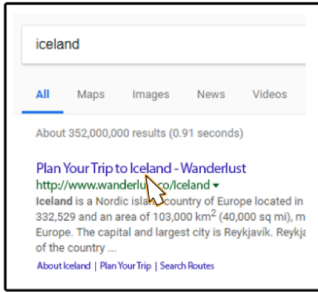**ARCHETYPE** Self-Employed

| Active | Inspiring | Influencer |

Personal quote:
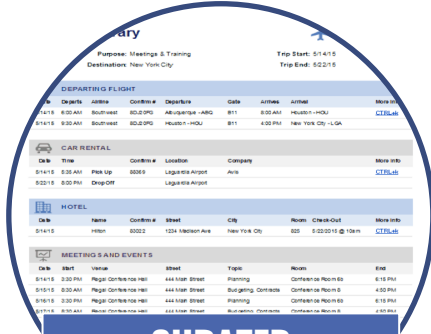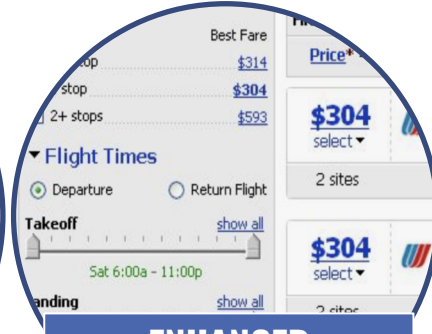*I want to inspire others to see the world.*

STORYBOARD
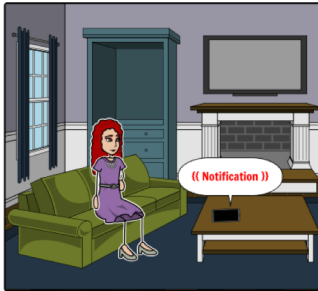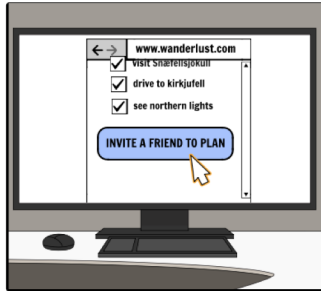
A DEEPER CONNECTION

Travelers need a way to discover authentic and unique experiences in new destinations because it will enable them to make a deeper connection with the location they are exploring.

WANDERLUST FEATURES

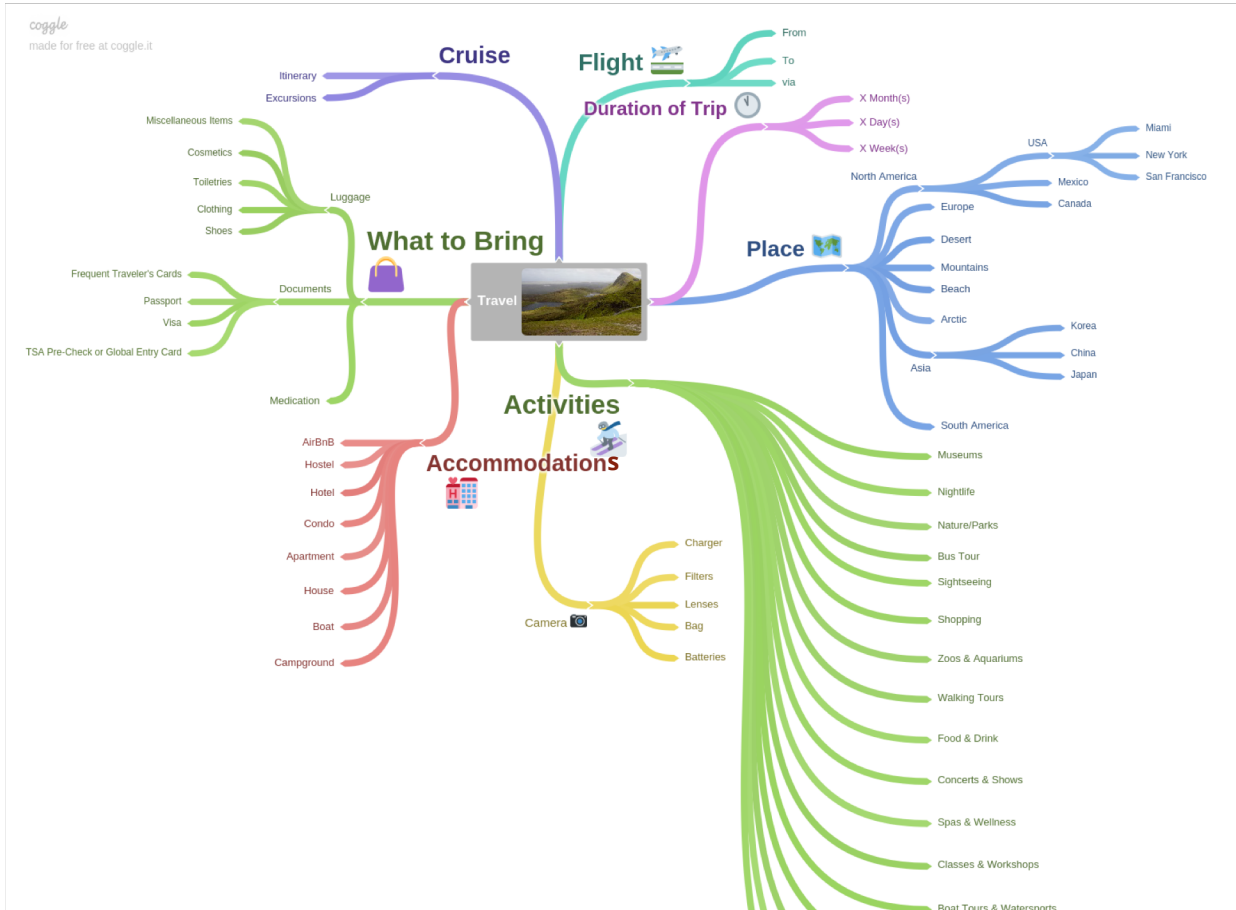## CURATED ITINERARIES

ENHANCED FILTERING

SOCIAL PLANNING

SHARING OPTIONS

2

INFORMATION ARCHITECTURE

MIND MAP

Cruise
- Itinerary
- Excursions

Flight 🛫
- From
- To
- via

Duration of Trip 🕐
- X Month(s)
- X Day(s)
- X Week(s)

What to Bring 👜

Luggage
- Miscellaneous Items
- Cosmetics
- Toiletries
- Clothing
- Shoes

Documents
- Frequent Traveler's Cards
- Passport
- Visa
- TSA Pre-Check or Global Entry Card

- Medication

Place 🌎

North America
- USA
  - Miami
  - New York
  - San Francisco
- Mexico
- Canada

- Europe
- Desert
- Mountains
- Beach
- Arctic

Asia
- Korea
- China
- Japan

- South America

Travel

Accommodations 🏨
- AirBnB
- Hostel
- Hotel
- Condo
- Apartment
- House
- Boat
- Campground

Activities ⛷️

Camera 📷
- Charger
- Filters
- Lenses
- Bag
- Batteries

- Museums
- Nightlife
- Nature/Parks
- Bus Tour
- Sightseeing
- Shopping
- Zoos & Aquariums
- Walking Tours
- Food & Drink
- Concerts & Shows
- Spas & Wellness
- Classes & Workshops
- Boat Tours & Watersports

SITEMAP

Navigation
- Explore
- Search
- View Trips
- Login/Signup
- Flag/Currency

Homepage
- Search for destination
- Browse Itineraries
- Browse Content

Destination
- Attractions
- Events
- Outdoor Activities
- Food and Drink
- Shopping
- Itineraries
- Tours
- Wildlife
- Landscapes
- Did you know / tips

My Trips
- Create New Trip
- Continue Planning
- View Trip
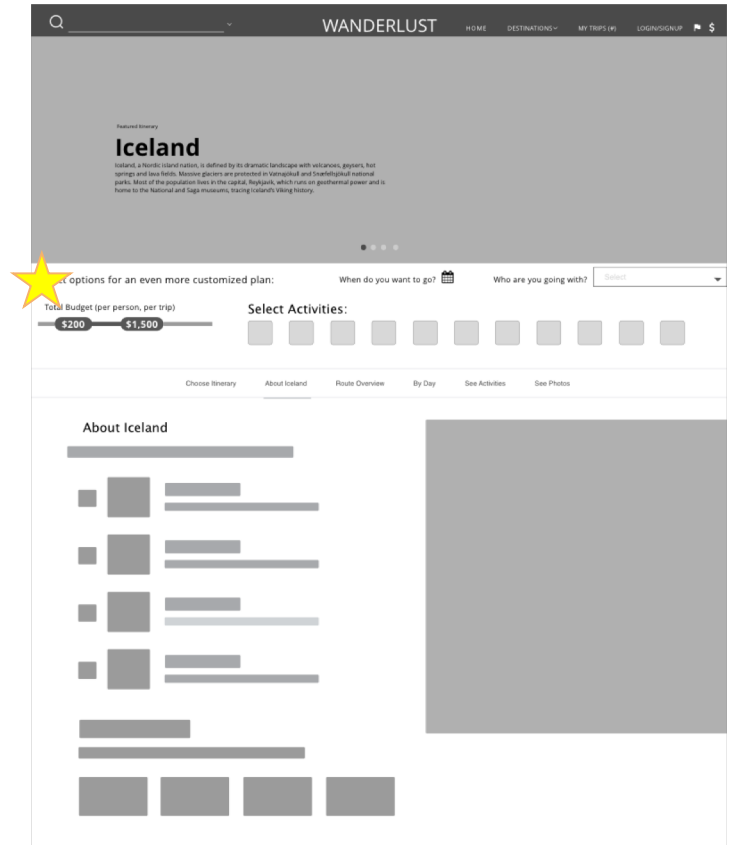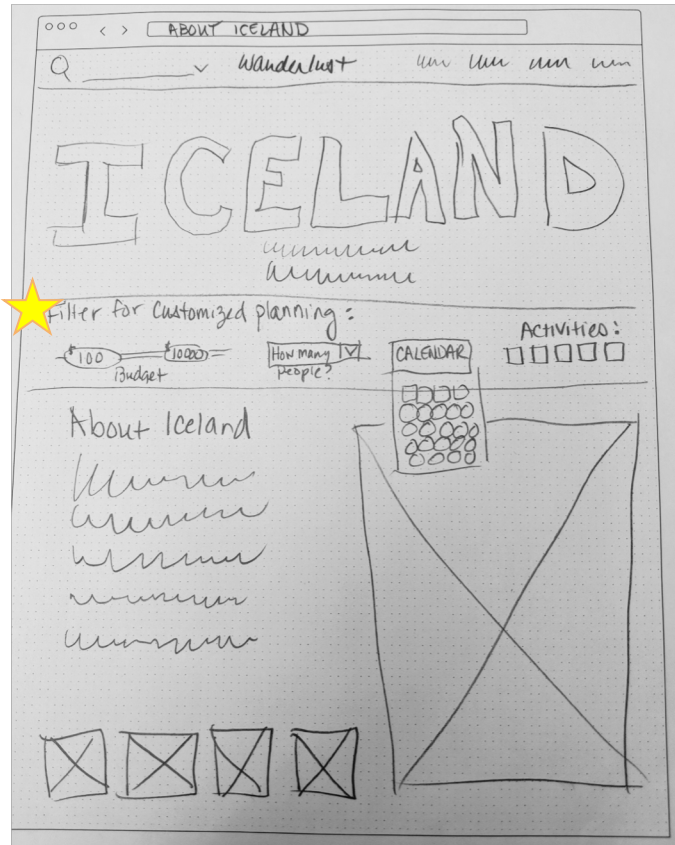- Cancel (Delete) Trip
- See Cancelled Trips

HOMEPAGE
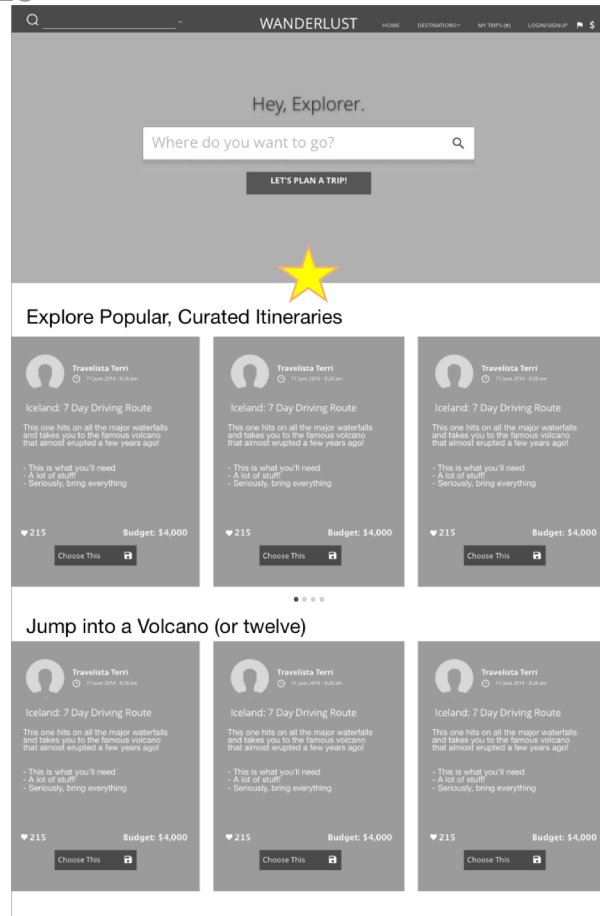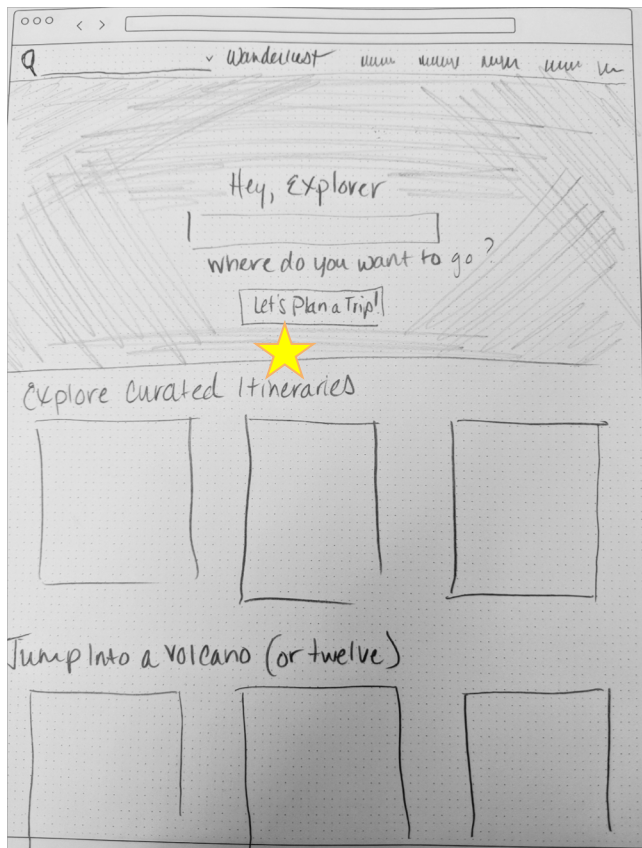
Problem Point:
Users thought the page was boring.

ABOUT DESTINATION

Problem Point:
Users had trouble with the filters

ROUTE OVERVIEW

Problem Point:
Users didn't understand how to change activities.

It was hard for them to understand what these pages were even about.
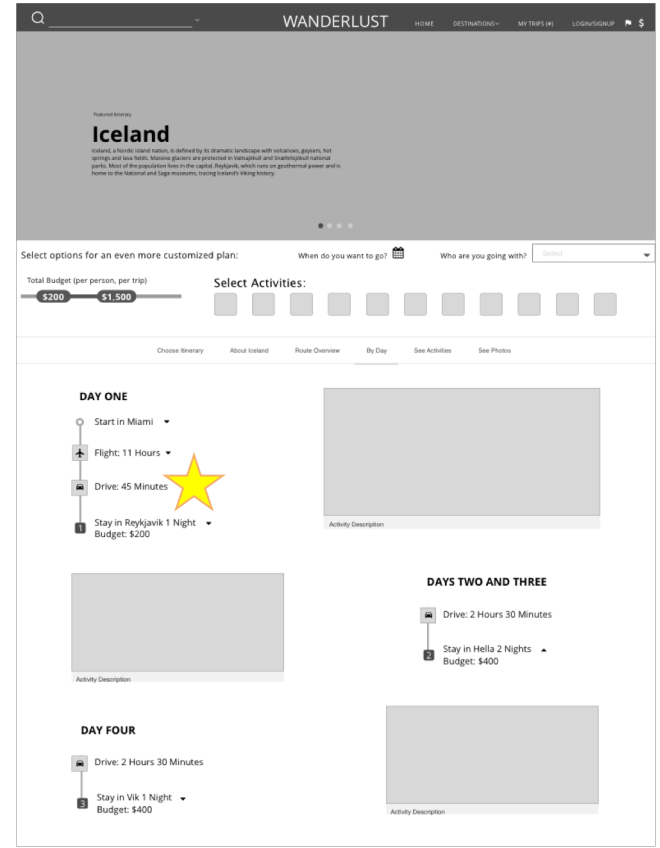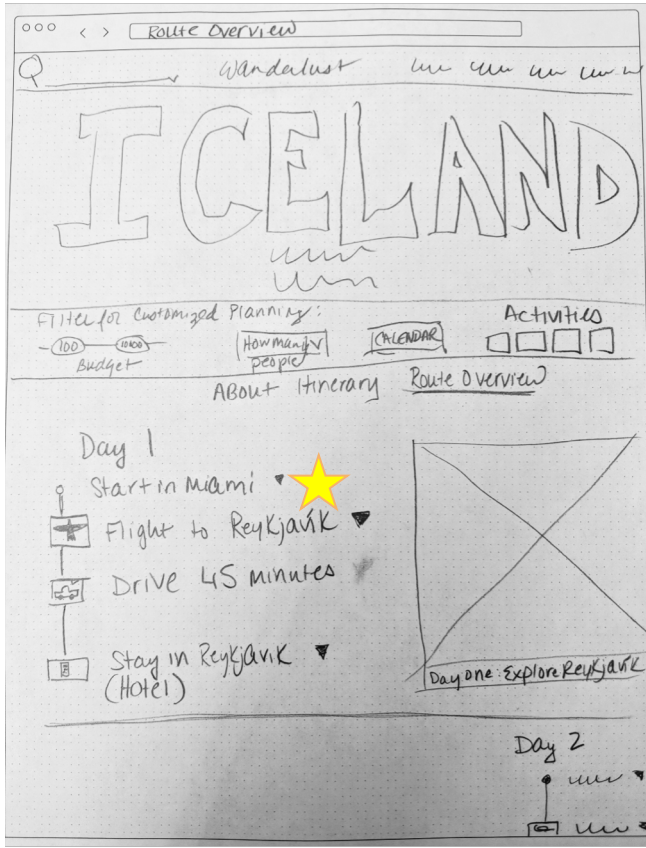
COLOR PALETTE

w✈ wanderlust✈

1.1_PRIMARY	1.2_PRIMARY	1.3_PRIMARY	1.4_PRIMARY	1.5_PRIMARY
#5B8CC2	#75ABE6	#BBDAFC	#E1F0FF	#F5F8FA

2.1_SECONDARY	2.2_SECONDARY	2.3_SECONDARY	2.4_SECONDARY	2.5_SECONDARY
#6C9F3E	#88D641	#B8ED88	#D4F6B4	#F5FFEC

3.1_BLACK	3.2_GRAY	3.3_GRAY	3.4_GRAY	3.5_GRAY
#221E1E	#6D6565	#C1BDBD	#E6E5E5	#F9F9F9

H1

THE QUICK BROWN FOX JUMPS...

H2

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

H3

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

H4

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

H5

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

H6

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

PARAGRAPH-L

The quick brown fox jumps over the lazy dog.
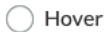
PARAGRAPH

The quick brown fox jumps over the lazy dog.

PARAGRAPH-S

The quick brown fox jumps over the lazy dog.

BLOCKQUOTE

> *"The quick brown fox jumps over the lazy dog."*

INPUTS & BUTTONS

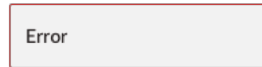|					
PRIMARY BUTTON	BUTTON	BUTTON	BUTTON	BUTTON	BUTTON
SECONDARY BUTTON	BUTTON	BUTTON	BUTTON	BUTTON	BUTTON
RADIOS	⚪ Static	⚪ Hover	⭕ Selected	⚪ Disabled	⚪ Disabled Selected
CHECKBOXES	☐ Static	☐ Hover	☑ Selected	☐ Disabled	☑ Disabled Selected
TEXT INPUTS	Placeholder	Filled	Hover	Focus	Error
DROPDOWNS	Static	Hover	Focus	Error	Select
TOGGLES	⬜ Static	🟢 Selected	⬜ Disabled	⬜ Disabled Selected	
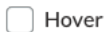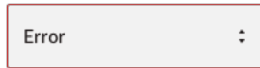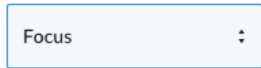
HOMEPAGE - ADDED CONTENT

TRAVEL VLOG

see all >

Mexico!

1:23 / 5:16

RECENT TRAVEL GUIDES

see all >

5 min ago

2 Weeks in Switzerland with a $2,000 budget: Can it be done?

I wanted to take on a challenge - go somewhere notoriously expensive and live on the cheap. Was I successful?

15 min ago Picture Perfect: How to Capture the Right Moments on Your Trip

1 hour ago Myanmar and You: What you should know before going
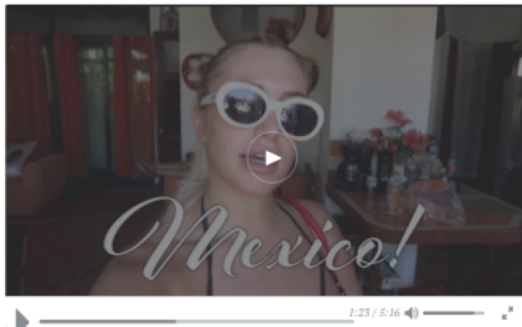
RECENT PHOTOS FROM #WANDERERS

see all >

RETHOUGHT FILTERS

SETTINGS

INVITE FRIENDS

×

ICELAND
TRIP SETTINGS

When are you going?

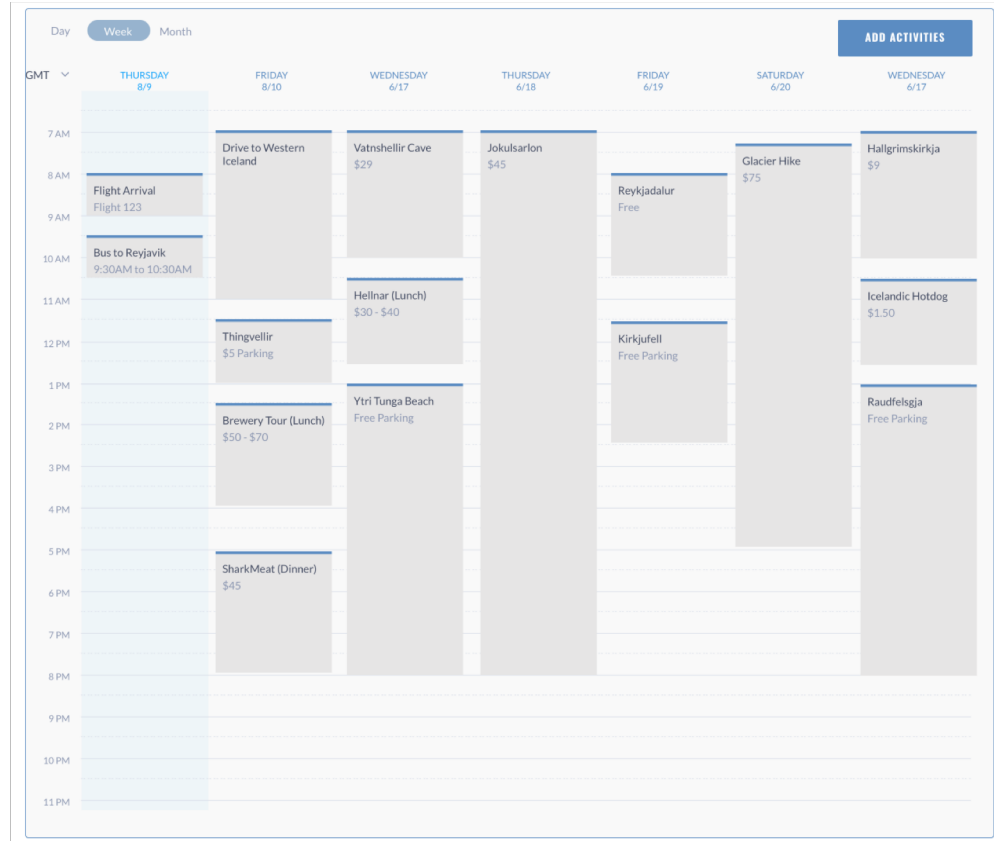August 9, 2018 - August 25, 2018

Who are you going with?

Me, myself and I

Total Budget (per person, not including airfare)
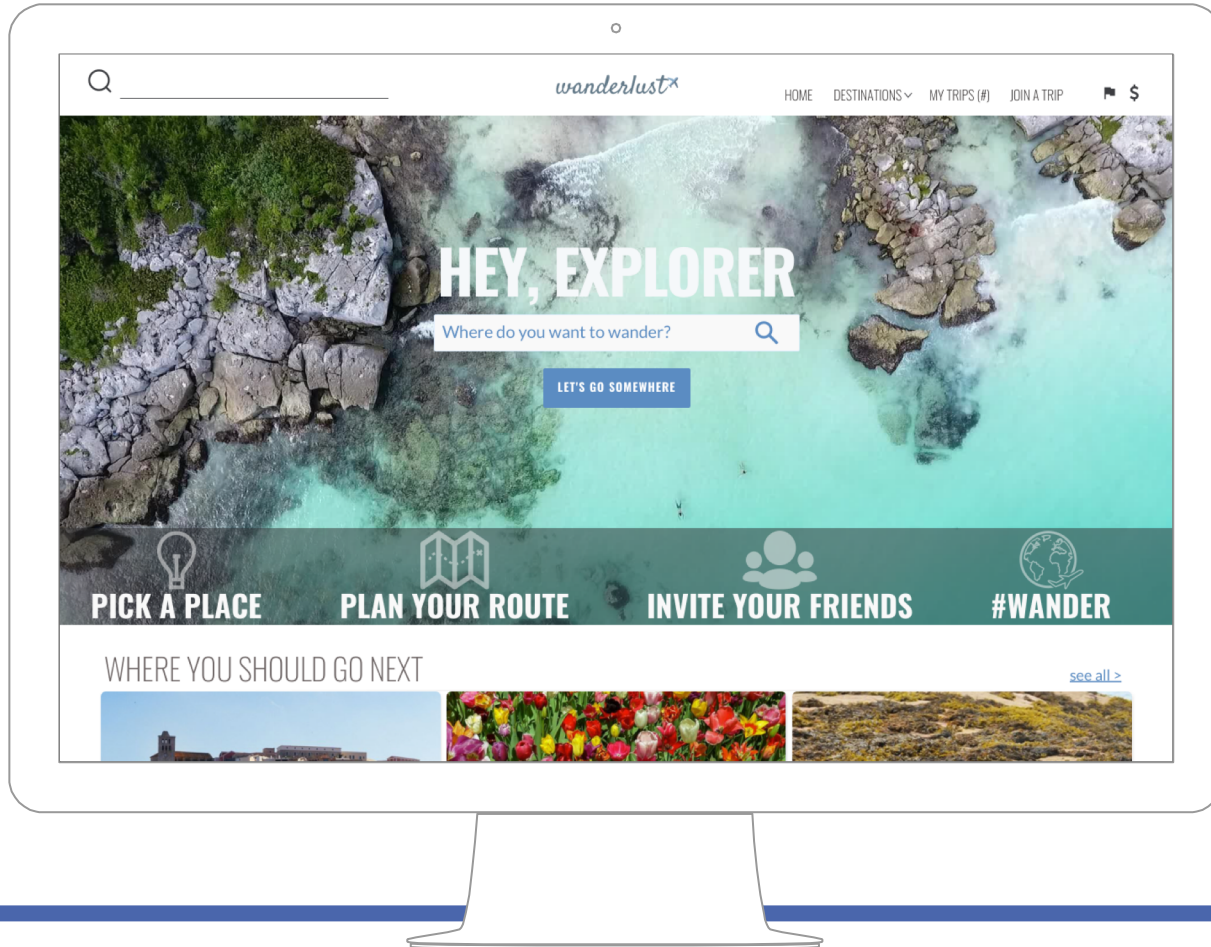
$ 2,500 USD

What kinds of activities do you like?

Art & Museums
Cultural Hotspots
Food & Restaurants
Hiking & Camping
Historical Sites
Nightlife
Parks & Recreation
Sightseeing Tours
Sports Events
Where the Locals Go

REVISIONS

OVERHAUL OF CALENDAR

4

PROTOTYPE

Invision Link:

https://invis.io/SWG64NSAZ2B#/283034758_Homepage

THANKS!

Any questions?

You can find me at

www.uxkat.co

email: kat@uxkat.co