

# HODOPHILIA

*Right place for all your travel needs.*

## THE PROBLEM:

With pandemic, lot has changed, with rising inflation and need for a relaxed and nice environment, users are struggling a lot budget and rise in the cost of living. How we can give our users all in one solution to execute their trip without struggling much for budget and other resources while managing their expenses.

## THE SOLUTION:

**HODOPHILIA** is a one stop solution for all your travel needs. Our focus is to promote the local services to the best of our ability, while providing the quality service and value for money to our users.

**ROLE:** UX designer (Individual Project)

**TOOLS:** Miro, FIGMA, Otter



# User Research

Himani Singh

Homework 1

# Research Plan

- ❖ My research was both quantitative and qualitative.
- ❖ I started my research interviewing people from different walks of life and understanding their basic priorities, mainly post pandemic while making a travel plan.
- ❖ Based on the data, lot of analysis was done to come to a conclusion.

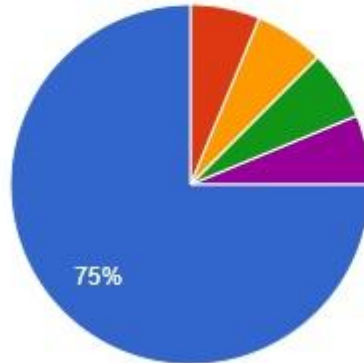
# Quantitative Data Results

The link to the Google Survey Form:

[https://docs.google.com/forms/d/1xoKQ91goqY07nAWSNT0pPrb\\_5AvtnoahuMCLoOwfCIE/edit](https://docs.google.com/forms/d/1xoKQ91goqY07nAWSNT0pPrb_5AvtnoahuMCLoOwfCIE/edit)

Are you a Hodophile (A person who loves to travel a lot)?

16 responses



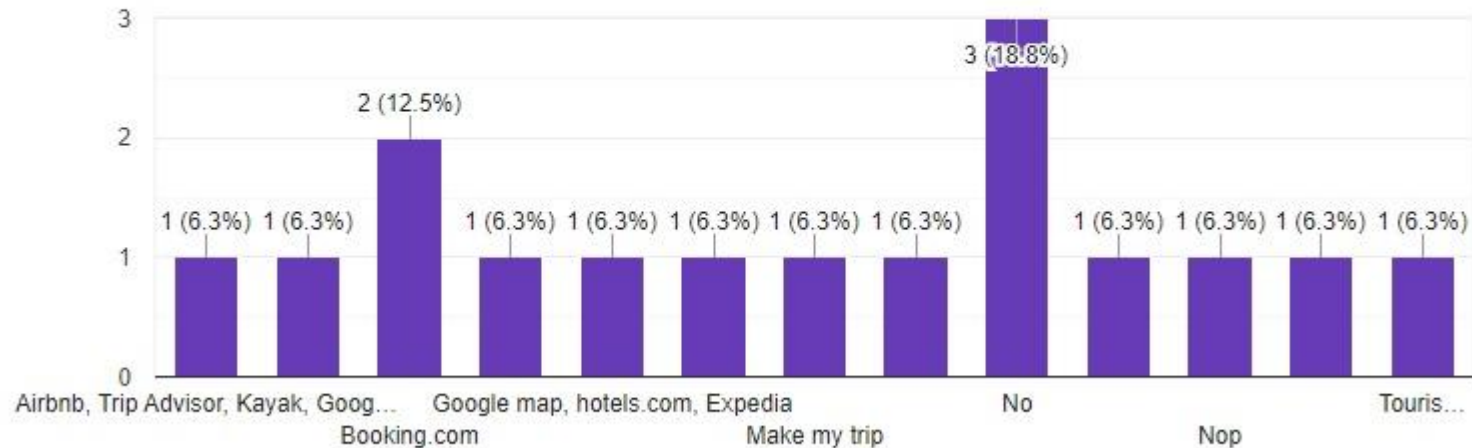
- Yes
- No
- I like but not all the time. I love to visit scenic place's.
- I love to travel when i need break from routine
- I prefer traveling into the quite and praful places

# Quantitative Data Results

Are there any websites or apps you often use while planning? If Yes, can you mention them?



16 responses

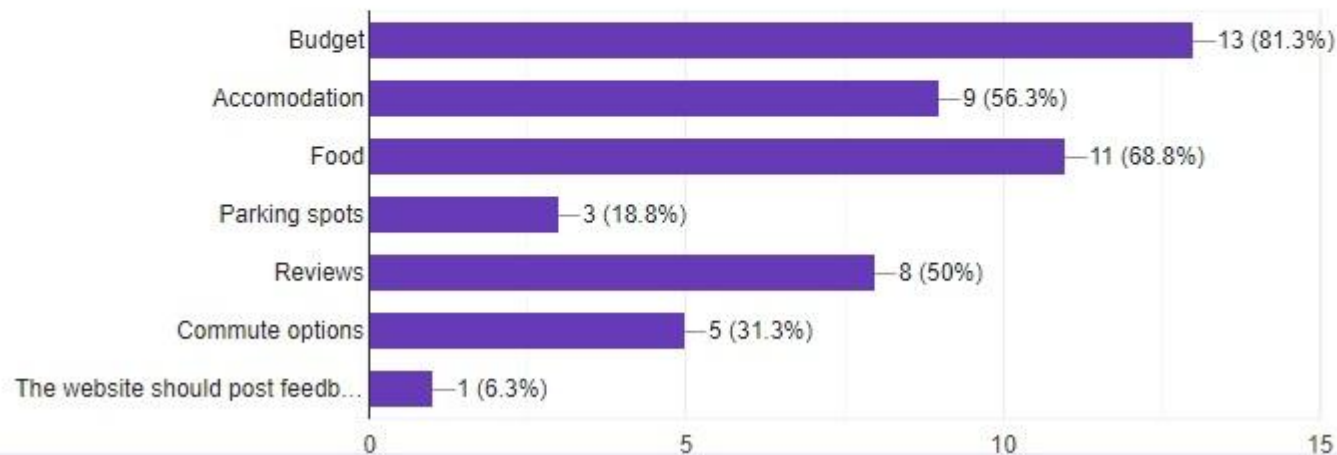


# Quantitative Data Results

What are the pain points while planning? You can choose multiple or else specify in others if not in list.



16 responses

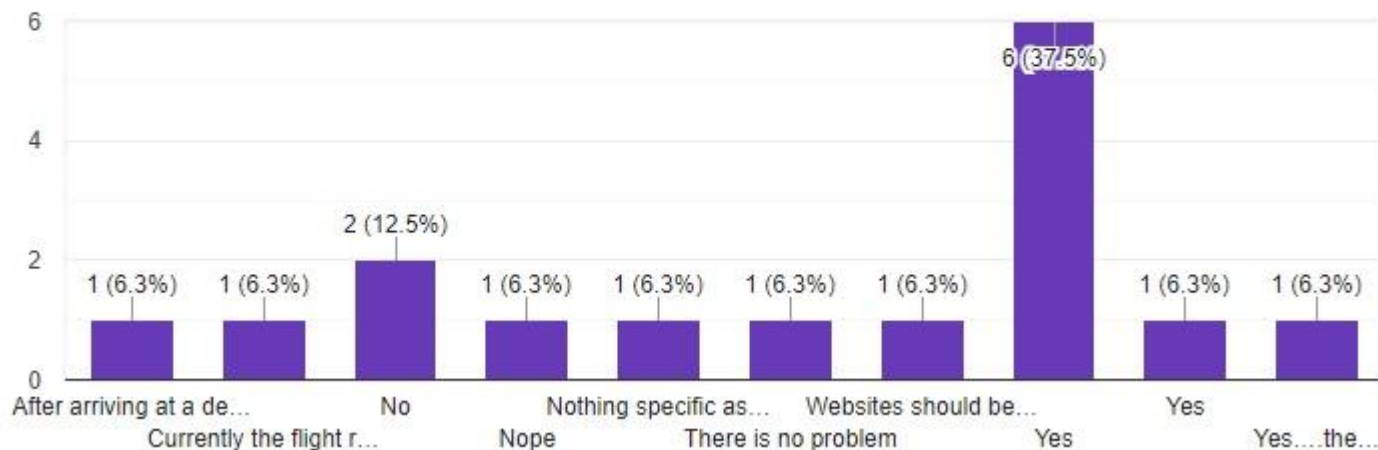


# Quantitative Data Results

Are you looking out for a solution or an alternative to solve your problems?



16 responses



# Interview Transcripts

## User 1 Transcript

[https://otter.ai/u/CykAFs\\_P\\_tVL4MwjPhpi\\_ENdNxA](https://otter.ai/u/CykAFs_P_tVL4MwjPhpi_ENdNxA)

## User 2 Transcript

<https://otter.ai/u/aQtqT3FZjiddJt7jif5l4LyBbdY>

## User Transcript

I think mostly I go for the particular attraction. Like I searched on Google, what are the attractions in that city? And then I visit to the website of that attraction there. There I got the information about bookings of attractions over there, what are the restrictions, pandemics, restrictions and not but the problem in that it's all they have their separate sites for a single single attraction. So it creates a problem that you cannot schedule according to availability, you are busy and it's time consuming procedure that you have to search for one attractions.

Then you need to focus on the second one. if there is a website which gives me a consolidated idea about that particular city. If I type in New York then I end up plans like one of two day plan we're not like have a plan where you can go WEEK everywhere. If such kind of guideline Is there on any website? I will be very happy with that.

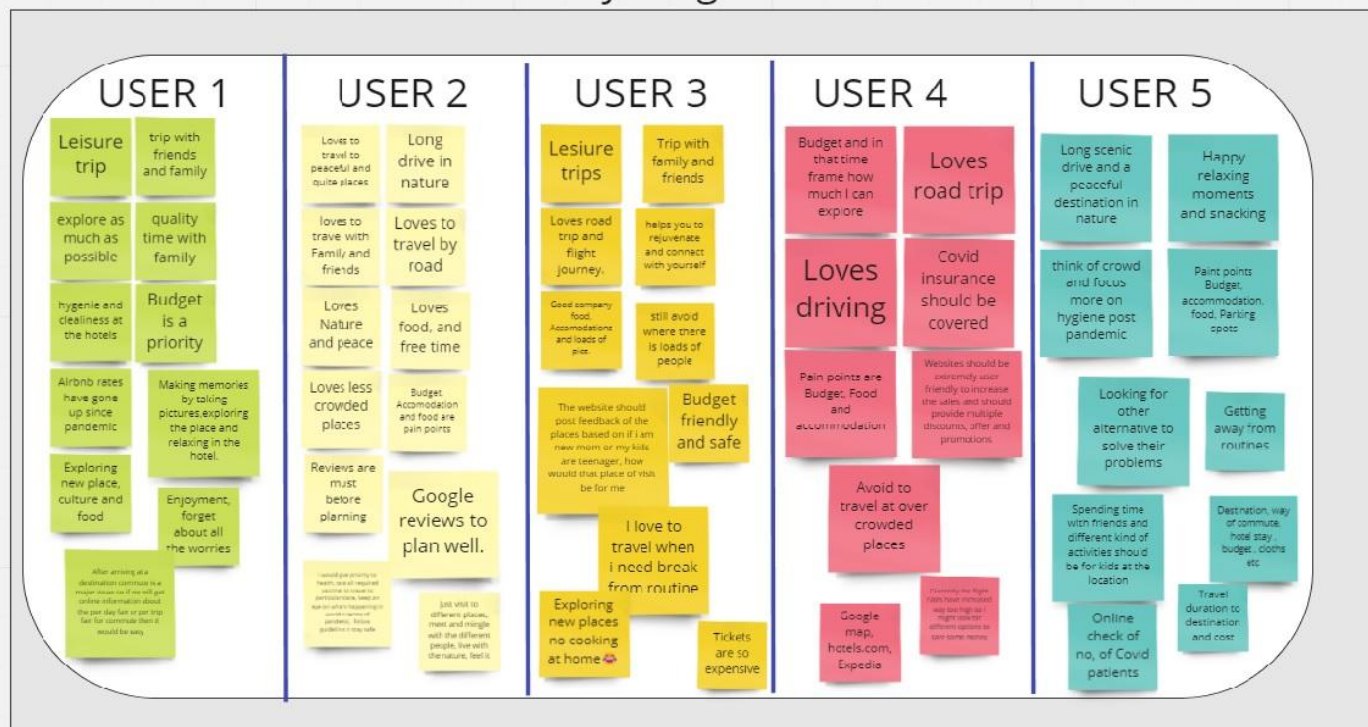


# User Insights



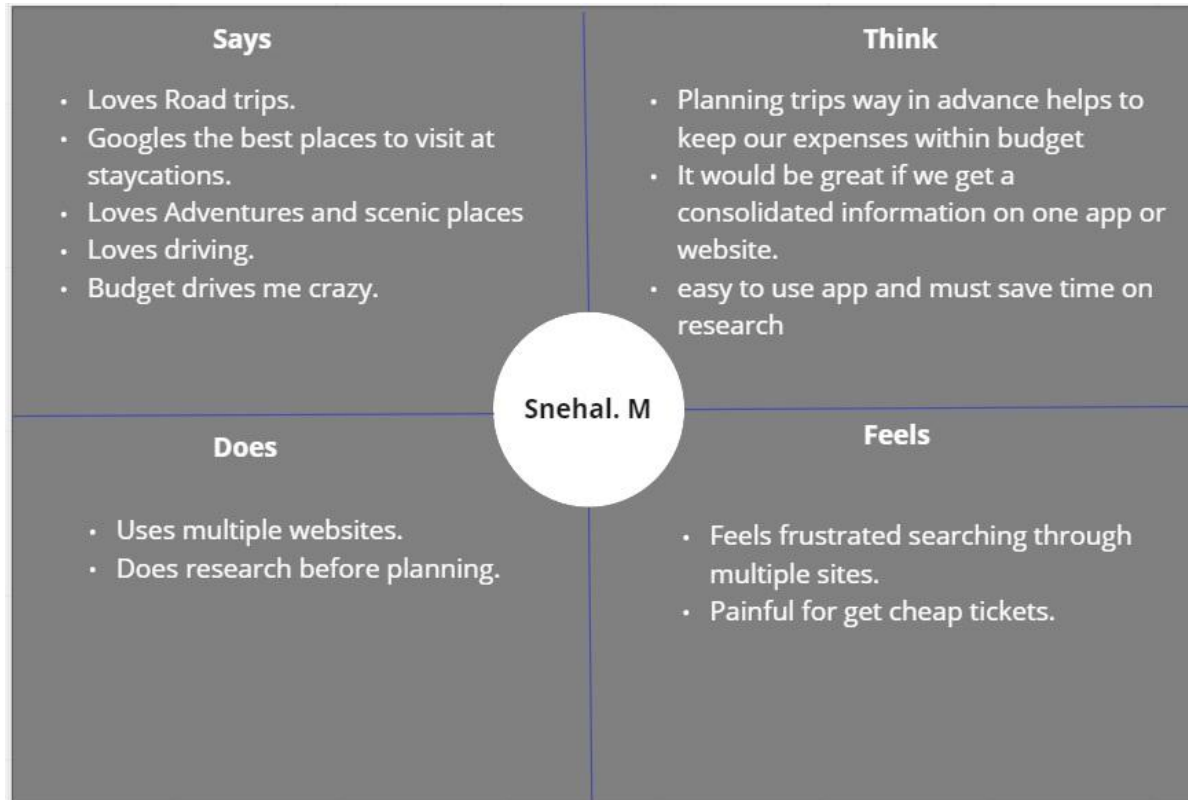
# Affinity Diagram

## Affinity Diagram



Based on the Qualitative and Quantitative data Affinity Diagram was generated.

# Empathy Map



## Pains

- *Planning within budget*
- *Use of multiple website, options*
- *Pain to get cheap tickets*

## Gains

- *Getting consolidated information on one website.*
- *Getting discounted rates on hotels, Flights, etc.*

# User Persona



Loves Long Drives,  
Scenic Views

**Name:** Dr. Snehal Meher

**Job:** Dentist by profession

**Status:** Married

**Location:** Toronto, Canada

**About :** Snehal Meher is a Dentist by profession, who is believes in simple living and casual thinking. She loves long drives with her husband and two kids. A fun loving and a Hodophile. Mostly love road trips.

**Goals :** Travel and explore more and learn new thing, and teach her kids also.

**Paint Areas :**

- Budget on topmost priority.
- Difficulty finding good and fare deals on hotel, tickets or attractions.
- No Information about the local areas to explore.

# Definition & Ideation

Himani Singh

Homework 2



# User Insight

- Based on the survey and interviews carried out, we found out that more than 70% of our users loves travelling by road with family and friends. They also love exploring scenic places while travelling keeping budget at the top most priority followed by other things such as finding the right accommodations and food joints etc.
- So we believe that our users struggles very hard planning on road trips within stipulated budget, while still struggling hard on routes, safe and nice on route accommodations and food options.



**PROBLEM STATEMENT :** People like Dr. Snehal Meher, who loves exploring on road trips, find it difficult to organize and plan on itineraries, keep a track on exploring the beautiful locales locally and keeping Covid safety measures in mind. How might we help our users plan a smooth and safe trip with "One Stop Solution" for all their travelling needs.

# I Like, I Wish, What If...

## I LIKE

I Like Road trips with family.

I like to explore local scenic places.

I like to keep munching snacks in between my travel.

I like to learn new things about new places and help my kids learn too.

I like to keep everything within my Budget

## I WISH

I wish to stay nearby my destination spot

I wish I could get information on local service provider on an app, where I can have an option to choose

I wish there was more information on the activities happening nearby the spot

I wish the comparing option be given for me to plan my trip

I wish the reviews on the website be verified before posting for others to feel authenticated

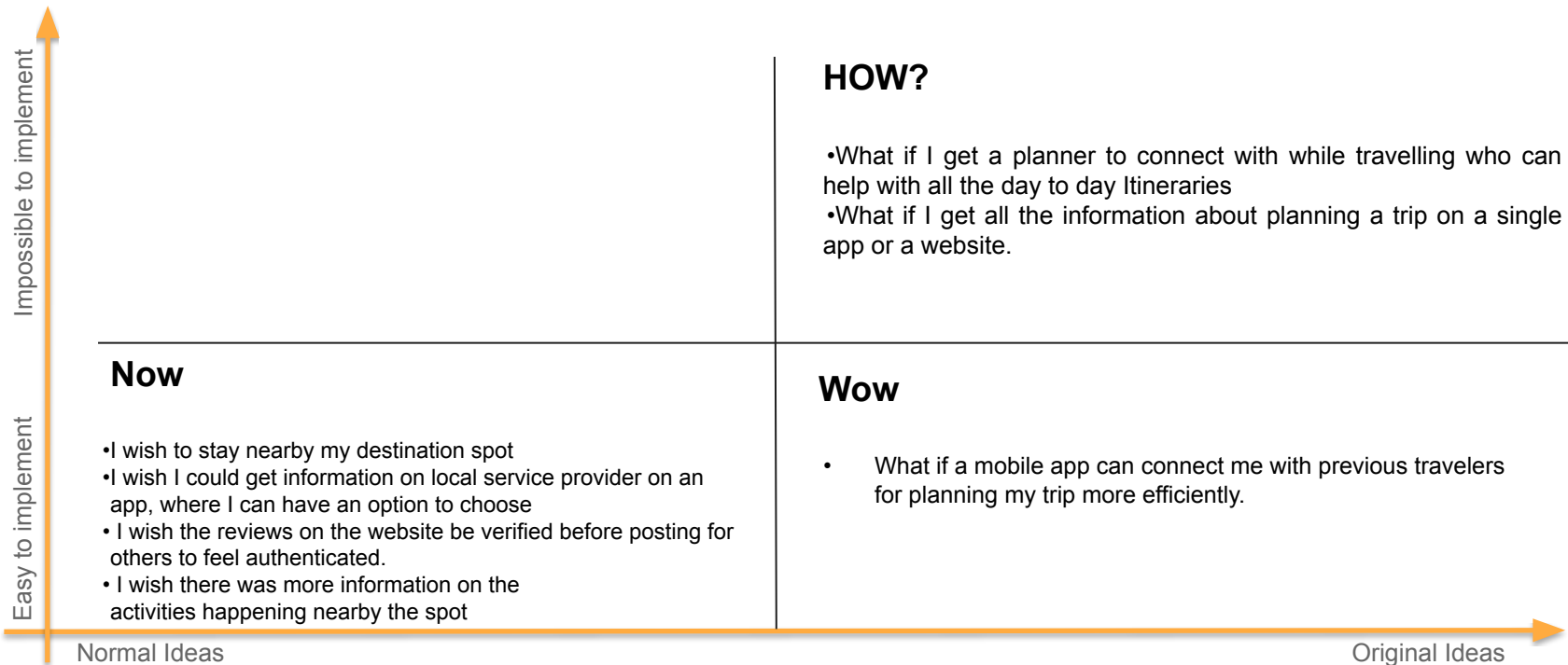
## WHAT IF

What if I get all the information about planning a trip on a single app or a website.

What if I get a planner to connect with while travelling who can help with all the day to day Itineraries

What if a mobile app can connect me with previous travelers for planning my trip more efficiently.

# Feature Prioritization Matrix





# Value Proposition

**HODOPHILIA** is a one stop solution for all your travel needs. Our focus is to promote the local services to the best of our ability, while providing the quality service and value for money to our users.

# User Scenario

USER PERSONA	USER SCENARIO	GOALS
<p>Niki</p> <p>Female, 32, Married, with two kids Toronto, PhD in chemistry, scientist in Toronto research chemicals.</p> <p>Extrovert, Lively person, Active, Enjoys traveling as and when possible.</p>	<p>Niki is on a maternity leave, and her baby is now 3 months old, she is planning on a road trip within the city of Ontario, with her family and friends. She needs a little break and is searching for places to explore. She gets in touch with few friends to join in and starts planning. They need to zero down on a destination in 2 days to properly organize their trip ahead. They created a WhatsApp group and started their search.</p>	<p>To Plan, coordinate and organize the trip as soon as possible without spending a lot of time on research.</p>
RISKS & EMOTIONS		
<p>Stressed on finding the right accommodations, as there is a baby along. Wants to plan things on immediate basis, so need quick and complete information about the place and nearby attractions within budget without researching much.</p>		

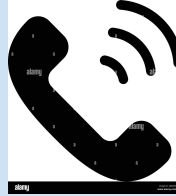
# User Scenario

1	2	3	4	5
Niki just delivered a baby boy 3 months back, and needs a little break and want to go on a short trip.	Calls few friends to join in and discusses on her travel plan.	They start a WhatsApp group and start on researching the places, budget, time taken to reach etc.	They all collected their respective data regarding the trip from various sources, including budget, Hotels, Good food, nearby attractions.	Niki and her friends zeroed on a place and booked their trip through Hodophilia.

# Storyboard



Niki needs a little break and want to go on a short trip.



Calls few friends to join in.



They started a WhatsApp group and start on researching the place, budget, time taken to reach etc.

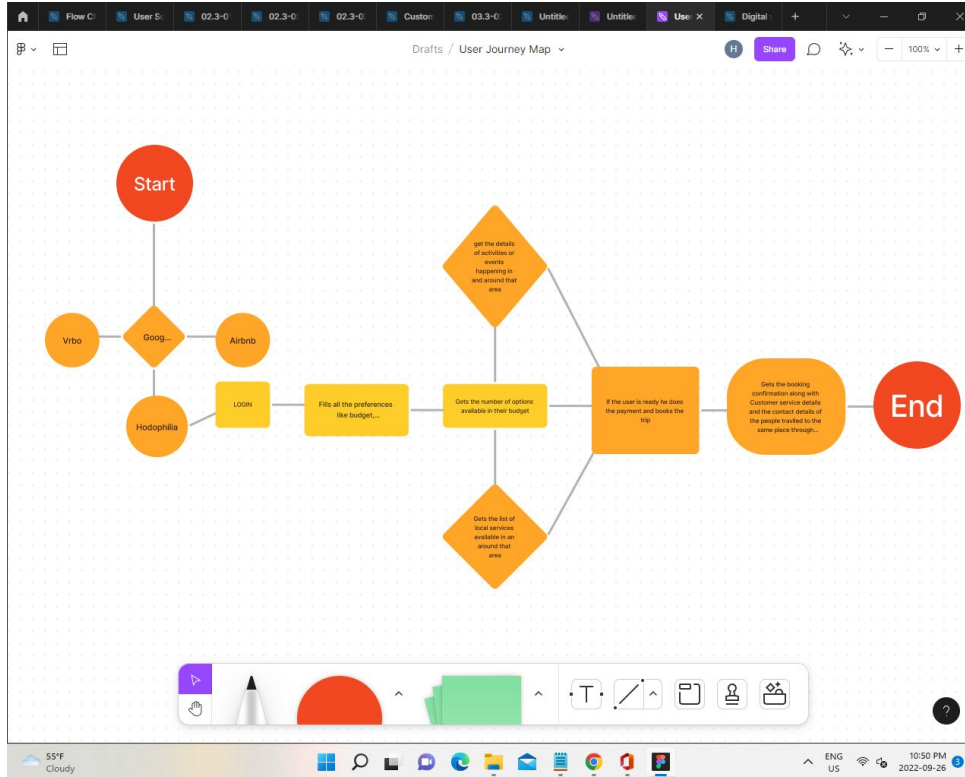


Based on the research they started planning their trip, accommodations etc.



The Trip was booked by Hodophilia.

# User Flow Chart Onboarding



Link to the User Flow Chart

<https://www.figma.com/file/loX1IDJwr8qv xJL6wzuR1O/User-Journey-Map?node-id=0%3A1>

# Prototyping

Himani Singh

Homework 3

# Competitor Analysis

docs.google.com/spreadsheets/d/1k-JboymQk7QLsJRBzzqE60mojQ4n0S3t0FESr9R\_gQ/edit#gid=1229686124

Himani\_Competitor-Analysis-Template

File Edit View Insert Format Data Tools Extensions Help

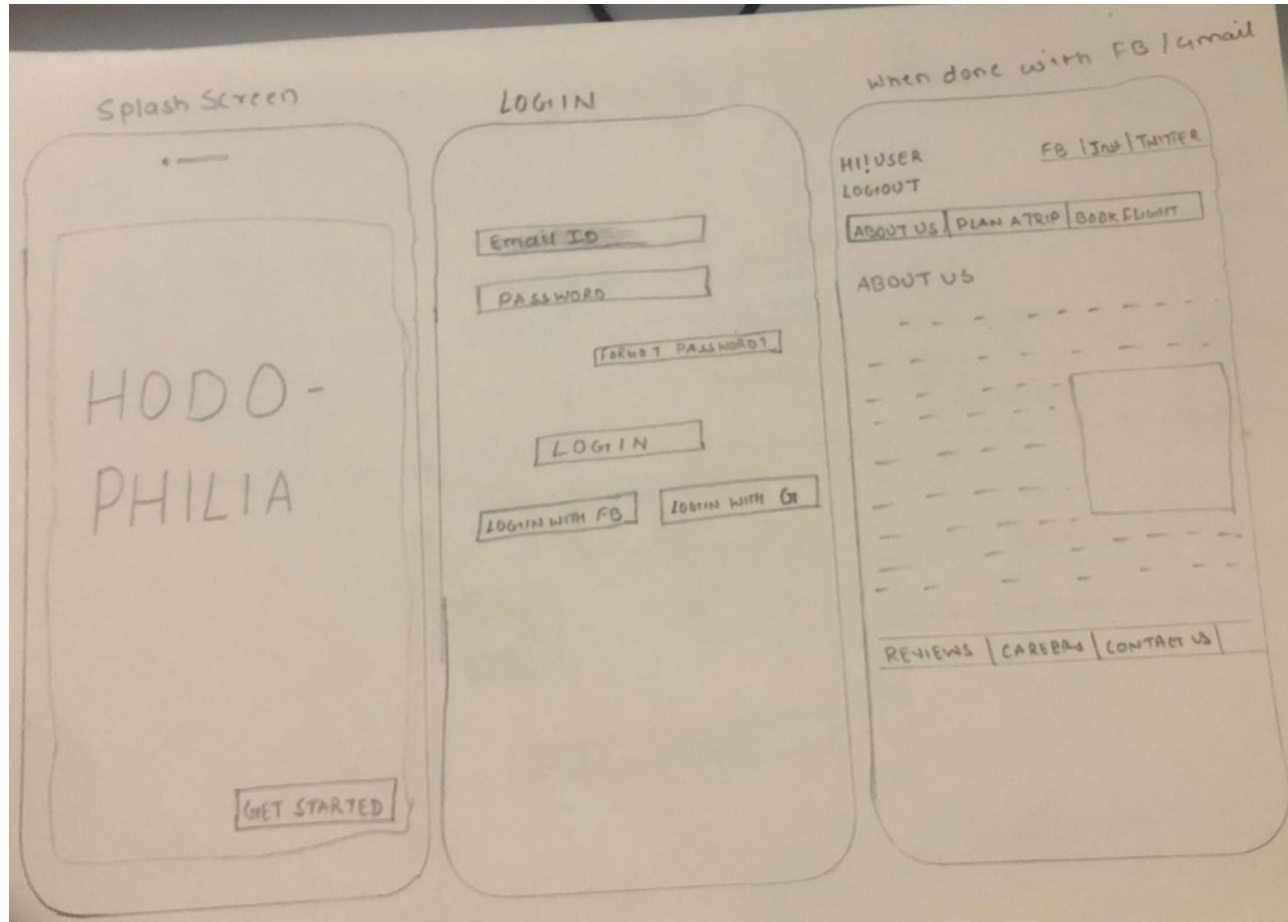
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	A	B	C	D	E	F
1	<b>Onboarding Competitive Analysis</b>	<b>Feature Analysis</b>	<b>Competitive Advantage</b>	<b>Strengths</b>	<b>Weakness</b>	<b>Customer Reviews</b>
2	<b>DIRECT COMPETITORS</b>					
3	<b>Tripadvisor</b>	Informative first page and simple step by step guide for what to choose.	Step by step approach to variety of things to plan.	N number of options available to choose from while planning your trip	have lot of options to work on and compare while planning	positive, however multiple individuals have their own positive experiences in various aspects of trips.
4	<b>Roadtrippers</b>	Nice interface with all information needed listed	Nice and straightforward approach to plan a trip	-a variety of different categories -nice interface -easy to navigate	It focuses only on Road trips	Customer Reviews are positive
5	<b>INDIRECT COMPETITORS</b>					
6	<b>Google</b>	somewhat informative first page, clean design	strong brand resonance, some products offer more protection through their plan vs	you get multiple options of websites and app	having multiple choices makes it confusing and also irritating	multiple users multiple reviews
7	<b>Instagram</b>	Site looks okay, pretty clear what to do	-You can lower your insurance if you install TD Diving App that can track your driving skills	very powerful medium nowadays	has only specific information about the staycation, rest planning and execution needs to be	customer reviews cannot be verified
8						
9						
10						
11						
12						
13						

Competitive Analysis Matrix



# Sketches





# Sketches

When Login with emailID

HI! USER  
LOGOUT

VERIFY YOUR  
EMAIL ID  
Check YOUR MAIL

PLAN YOUR TRIP

HI! USER  
LOGOUT

PREFERENCES

DATE

DESTINATION

DATE

BUDGET

HOTELS

LIST OF OPTIONS AVAILABLE

FLORIDA

PACKAGE  
1

PACKAGE  
2

PACKAGE  
3

CUSTOMISE  
or  
OPTION

SAVE

EDIT

PACKAGE 1

HI! USER  
LOGOUT

YOUR ITENARY

1) DAY 1

FLIGHT

HOTEL DETAILS

2) DAY 2

SIGHTSEEING

3) DAY 3

4) DAY 4 - FLIGHT

NEARBY SIGHTSEEING / EVENTS

1)

2)

3)

4)

PROCEED TO PAYMENT

# Sketches

**CUSTOMIZED TRIP**

HI USER  
LOGOUT

**CART**

**HOTELS** **SIGHTSEEING** **CARS**

1) \_\_\_\_\_ ☐

2) \_\_\_\_\_ ☐

3) \_\_\_\_\_ ☐

**CAR RENTALS**

1) \_\_\_\_\_ ☐

2) \_\_\_\_\_ ☐

2) \_\_\_\_\_ ☐

**SIGHTSEEING**

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

**FOOTER**

**CART**

HELLO USER

REVIEW YOUR CART

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

**TOTAL** \_\_\_\_\_

INCLUDES MST + TAXES

**MAKE PAYMENT**

THANK YOU FOR CHOOSING  
US! PLEASE CHECK YOUR  
E-MAIL FOR CONFIRMATION  
DETAILS.

**RETURN TO HOME**

# Digital Wireframes

<https://www.figma.com/file/RZb6uofOXaXIObrVoAYw3x/DIGITAL-WIREFRAME?node-id=0%3A1>

# Key Learning from User Test

1. No Back Buttons
2. There is no information on contact us.
3. Book a flight page is not there.
4. What if the user wants to just scroll through the pages without login?

# Iterations Made Based on User Test

After the initial round of user test, the iterations were made and tested.

# Testing and Iterating

HIMANI SINGH

Homework 4

# Guerilla Testing Plan & Notes

## I tested my initial prototype on 2 different users

### Objectives:

1. Can users plan a trip and Make a smooth transition to make payments
2. Is the user able to use customised planning option
3. Do users understand the purpose of *Hodophilia*.

### Tasks:

1. Login using email or with facebook and Gmail
2. Create a trip, either choose a package or customize a trip
3. Save and proceed to make a payment.

### Feedback:

- ✓ - Users successfully logs in
- ✓ - Users successfully navigated to create a trip and also customize it.
- x - Users did have a problem navigating back to the previous page as there was no option.

# Final Thoughts / Conclusion

I initially had a good time working on the personas and the user research plans, but had a hard time narrowing my focus in later on this project. I had the idea that **Hodophilia** would be the ultimate money saving and more of a one stop solution traveling app and I had way too many features that I wanted to include but I couldn't . Also I had hard time creating the wireframes and digitalising it.

I have also realized that I spent too much time working on the wireframes and ended nowhere what I had actually imagined it to be.