Tripy App Design

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Problem Statement

✓ Currently, there are no travel planning apps that allow a traveler to plan a trip when they aren't sure where they want to go.

✓ How might we design a travel app that helps a user find their optimal destination?
Abstract Design Statement

Tripy is a trip-planning app that will plan your ultimate trip.

All you have to do is fill in information such as your budget, preferred scenery, weather, specific activities, etc. and the app will work its magic to put together the trip of your dreams.
Goal

Don't know where to go? Don't stress!

✓ Help travelers find places & trips that match the most with their preferences, by providing as narrowed-down suggestions as possible.
✓ Help users not have to compromise with their preferences/factors and skip the tedious task of researching on the internet.
Audience Analysis

This product is aimed towards both males and females, targeting users between the age of 18 and 45 who have a desire to travel.

Meg & Rob

Meg and Rob like to travel together twice a year to a different location. They prefer to visit unique places and stay active during the trip, looking for their new destination, Meg gets inspired by travel blogs and Instagram. Meg likes to prepare for the trip by creating her own customize routes to visit several places a day while Rob is more spontaneous and discover on the go.

Goals

1. Have different experienced travelers' recommendations.
2. Save and keep liked routes in one place to have quick access.
3. Discover the suggested route and, if it's necessary to customize it.

Pain-points

1. Spend too much time gathering relevant information.
2. Creating a doc or taking screenshots of places that they want to visit.
3. Put all locations on the map (one by one).
Competitive Landscape: Wanderlog

**Mission:** “For every kind of trip and every destination”

**Description:** Wanderlog is a free travel app for planning every kind of trip, including road trips and group travel. Create a trip itinerary, budget costs, organize flight and hotel reservations, view places to visit on a map, and collaborate with friends. After your trip, share a travel guide to inspire other travelers.

**Market Segment:** 4+ years, 6.7K ratings

**Strengths:** Free, easy to use, import trip information, detailed itineraries, activity suggestions, group collaboration, access to pre-created trips, maps, and road trip planning.

**Weaknesses:** The app doesn't fully create itineraries for users.
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Competitive Landscape: TripIt

**Mission:** “To create the perfect trip"

**Description:** TripIt is a travel planning app that is designed to create itineraries by integrating all your travel details in one place. It helps travelers organize, manage, and track itineraries in a hassle-free manner. But if you know already, there are other travel apps out there offering similar services.

**Market Segment:** 4+ years, 226.3K ratings

**Strengths:** Itinerary creation, lots of added features to TripIt Pro, good organization, easy to use

**Weaknesses:** Pricey premium prescription, limited features on free version, doesn't allow non TripIt users to share itinerary information, no verification of flight change alerts, basic planner, no suggestions
Scenario & Interaction Framework

**Scenario**

John wants to go on a vacation but doesn't know where to start. All he knows is it is a trip overseas. He discovers TripApp, an app that will help him plan his perfect trip although he isn't quite sure what he wants.

John answers questions prompted by the app and is suggested to take a week-long trip to Costa Rica. Based on his responses:

- **January, day 1**
- **Day 2**
- **Day 3**

The app provides John with a complete travel itinerary.

**Interaction Framework**

- **Logo**
- **Required Itineraries**
- **Locations**
- **Day 1**
- **Day 2**
- **Day 3**
Design Guidelines

**Typography:**
- **Heading**: Raleway ExtraBold, 36 pt
- **Subheading**: Raleway Bold, 20 pt
- **Body**: Raleway Bold, 16 pt
- **Caption**: Raleway Bold, 12 pt

**Components:**
- **Button**
  - Create New +
  - Next
  - Edit

**Styles:**
- **Link**: Raleway Bold (Underlined), 16 pt

**Colors:**
- #DAE8DD
- #DEB2B4
- #60827F
- #DF9FB9
- #AD4673

The light green color is the color of the logo and the other colors were chosen based on an auto generated Adobe color swatch that was suggested based on the light green. I will use the pink as a highlight color.

**Icons:**
- Share
- Search
- Saved
- Back Arrow
- Location
- Duration
- Unsaved
Sign Up/Log In Screens
Onboarding

Do you know where you want to travel to?

- No, help me
- Yes I do

Not sure where to go?

No problem. We will help you find your perfect destination.

Get Started

Yay! Let's prepare for your trip.

You are only a few steps away from your best trip yet!

Get Started
My Trips Screens

1. **Lauren’s Birthday Trip**
   - Florence, Italy
   - 3 May - 12 May
   - 8 participants

2. **Honeymoon**
   - Bora Bora, Tahiti
   - 13 Aug - 28 Aug
   - 2 participants

3. **New Zealand Backpacking Trip**
   - New Zealand
   - 27 May - 8 June
   - 2 participants

4. **Oregon Road Trip**
   - Oregon, USA
   - 13 Aug - 28 Aug
   - 4 participants
Explore Screens

Not sure where to go?
Choose your preferences and our quiz will help you find the perfect destination!

Browse trips by categories
- Mountains
- Beaches
- Sightseeing
- Adventures

Most viewed places
- Barcelona, Spain
- Los Angeles, USA
- Tokyo, Japan

Popular itineraries
- Paris, France: 3 days
- Thailand: 8 days
- Tokyo: 5 days

Bestselling trips
- Amalfi Coast by Scooter: 2 Days, 1 Night
- $200 per person

View Itinerary
Question Extension Example

When do you want to travel?

Select a month / specific dates

No preference

Next

Edit quiz
Next Steps

✓ Continue designing high fidelity screens
✓ Create interactive prototype and conduct usability testing
✓ Develop wireframes for web
✓ Explore ways to allow users to bring in and organize booking information from other platforms