

Open World



“Travellers Helping Travellers”

The Problem: People want to be able to execute simple and comfortable travel in a post-pandemic world.

The Solution: Create an all-encompassing app for planning travel that considers people’s COVID-19 related concerns.

My Role: UX/UI Designer

Tools: Miro/Figma/Google Drive

User Research

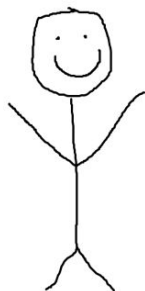
Michael Khoury & Cameron Lewis

Homework 1

Proto-Persona

Name:

Chris Wheeler
27 years old



Behavioral Demographics:

Livelihood: Service Industry
Education: Bachelor's Degree
Income: \$4k per month
Status: Single
Lives with roommate
Location: Toronto

Goals & Needs:

Wants a better job and more income,
Wants to own property in the city,
Wants to have a long-term relationship,
Wants to have fun while young and
wants to travel and see new places
before settling down into a permanent career

Pain Points & Potential Solutions

Frustrated by the pandemic,
Feels like a year has been lost
Isn't sure whether to go back to school
or find a new job,
Struggles to pay rent in expensive city,
Gets frustrated when life feels repetitive and
when peers are doing interesting things

Research Plan

Background:

Over the past year our lives have been changed massively to the global COVID-19 pandemic. One key change many people have dealt with is an inability to travel as countries around the world have closed their borders. As vaccinations become more readily available and the pandemic comes to an end, many people are looking forward to travelling in a post-COVID world. The Open World app will help people plan trips, ranging from synthesizing packages on flights, hotels, rental cars, and entertainment to providing information on health and safety guidelines around the world. Our mission is to ensure people can get back to enjoying stress-free travel after this difficult year.

Goals:

To develop a travel app that easily allows consumers to plan travel in a post-pandemic world. It will encompass all the health and safety information required in whichever country is decided on. It will also have any financial information regarding transportation, accommodations, and food.

Methodology:

We will conduct user interviews to collect qualitative data and in-turn translate that into five actionable user-personas based on what our average app user will be.

Research Questions

- What will make people feel comfortable with travelling again?
- What goes into how people plan their trips?
- What do people want to get out of their travel experiences?
- What type of travellers will use this app?
- How much do they know about the country they are travelling to in its post-pandemic state?
- How much does the consumer know about the cost of their travels?



Interview Plan

[Before recording] Hi, my name is Cam/Michael. Thank you for your time. I am conducting interviews on behalf of a travel app and we're looking for information on post-pandemic travel. Are you OK with having this information used for our research? Thank you!

QUESTIONS...

- Tell me about the last vacation you took before the COVID-19 pandemic.
- Tell me about your most interesting experience travelling and what made it special.
- Which places would you most like to go once the pandemic is over?
- How often do you travel? Would you consider yourself an avid traveller?
- What's the most important thing for you when traveling?
- What do you hope to get out of your experience when travelling?
- What anxieties and stresses arise for you when travelling?
- How do you avoid and mitigate those stressful experiences?
- What do you consider when planning a trip?
- How do you feel about travelling post-pandemic?
- How would you like to be assured that an app/company has your best interests, and not profits in mind when it comes to helping you plan your trip?
- How do you justify travelling during or after a pandemic?
- What are some unexpected expenses you've experienced travelling in the past?
- How do you usually budget for a trip?
- What factors go into selecting your accommodations for your travel?
- Who do you usually travel with?
- What type of apps do you find most useful when you are travelling abroad?
- What concerns do you have for your safety and well being?
- What do you hope to experience while on your vacation?
- Outside of static costs such as airfare and accommodations, how much do you expect to spend on other things not necessary.



Interview Transcripts

Richard - [LINK](#)

Jon - [LINK](#)

Adam - [LINK](#)

Vanessa - [LINK](#)

Aaron - [LINK](#)

Gowtham - [LINK](#)

Sticky Notes on next slide contain condensed notes.

Interview Notes

Gowtham	Tour of Europe	Family Event	Seeing Other Cultures	connections in other countries	France	netherlands	Scenic Destinations	Sophisticated	Group Travel	Good experience above all	Change of pace from regular life	New experiences
Getting lost abroad	Language Barrier	figuring how long the duration of travel is difficult	Needs to adjust to local protocols and rules in other countries	Wants most agencies to have better communication channels	Wants to experience new things sooner than later	Spending on general merchandise in other countries	Spending on amenities over recreation	Hotel Location	Views from the Hotel	Travel with friends and family	Spur of the moment decisions	
Not a lot of planning, likes things when it is an option	Google Maps	Spotify	Worried about crime	Wants Local Guidance	\$100-200 a day on recreation							
Vanessa	Tropical Destinations	Family Trips	Travelled for fun	Like travelling via plane	Hawaii	Greece	Jamaica	Italy	Go anywhere that looks attractive	Travels once a year	Likes 5 star hotels	Safety abroad is a big priority
Always forgets outfits and other things from home	Would like reminders to pack	Concerned about pricing	Wants to know about the quality of service they will be receiving	Willing to abide by other countries covid regulations	Luggage fees	Doesn't like dirty hotels	Price of hotel toiletries and other amenities	Likes taking up cash for food	Likes to see new places	Likes to organize everything upon arrival of the destination		
Google Maps	Fear of assault in unfamiliar areas	Wants to have enough good clothes to dress the vacation "nicely"	\$100 per day on extra expenses									
Aaron	Vacation in the summer	France	Spain	Friends Wedding	Travelling with Friends	Flights cancelled	Airline paid for the hotel as compensation	Lots of Layovers	Munich (October Fest)	Go to London for friends	Travels every few years	
Wakeup service for early and late bagging and an airport valet service for ride	Loves new people with new experiences	Food is very important	Limit Luggage with valises in it	Price of Trip	Ease of Mobility in Destinations	Language Barrier	Is not worried about post pandemic travel	Wants general cancellation or if easier insurance	Wants to visit countries that depend on tourism	Can do own bus to travel by train, road or flying		
Doesnt save specifically for trips	Will use the accommodations and flight quality for longer trip	Location of hotel (proximity of premium and access)	Drove research on high quality hotel is to be	Likes AirCanada and AirTransat	Travels with Wife	Details his trips down to timeliness	Willing to spend whatever amount in order to have fun, relaxation and a treat	Is worried that planned activities will be altered	Budgets mostly for accommodation and airfare			
Jon	Went skiing with a large group in March 2020	Best trip was visiting Israel	Being somewhere for a long time makes it special	Crushing with very different cultures to working	Wants to go to Europe again but twice	Wants to go to Asia for first time	Pre-pandemic traveled twice a year	Important thing is having positive people around while traveling	Travelling is meant to be fun	Solo travel is interesting	Worried about getting caught by dangerous local	Doesn't like being disorganized
Avoids stress by being as much research as possible	Research language barriers	Lots of focus on cost and prices	Likes seeing competitive pricing on Google	Wants transparency from any booking app	Wants booking app to break if user can't verify specifically	Fine with domestic travel during pandemic	International travelling pandemic should only be essential	Nervous about loss of people travelling over pandemic	Worried about post-pandemic price gouging	Has missed flights from being disorganized	Has to accommodate a leader	
Wants to avoid stay in only accommodation	Looks for good value for an accommodation, has savings	Likes hot tubs and pools	Spends 2-5 hours planning short trips	Spends 5+ hours planning big trips	Looks for savings to maximize spending money	Plans flights ahead	Things it when it comes to activities	Not nervous about safety while traveling	Travels with family often			
Adam	Went to the Brier in Kingston in March 2020	Meeting strangers from around Canada	Meeting other sports fans	Combines travelling solo and with friends	Fun challenge to navigate a new country	Interesting to try to speak another language	Likes seeing unique architecture	Sticking to domestic travel for a while	Wants to go to Atlantic Canada	Are for a North American's yearly and a Europe trip every few years	Goal is to go to all continents	Wants to be more financially stable to larger international sites
Got robbed in Barcelona	Wants health insurance for travelling	Researches how much to spend and what to get (money)	Research as much as possible before a trip	Doesn't need to plan everything, likes to work knowledge and flow	Plans how much money can be spent without feeling guilty	Saves money elsewhere to splurge on unique things	Would spend \$20 on a cocktail if it was interesting	Won't go on a flight until vaccinated	Doesn't make reservations or special orders "bring me" or "no"	Hasn't traveled since that time (four months) start of pandemic	Only travels that is justified right now, it's major life changes	
ATM fees are a killer	Avoids spending too much of pricey food	Location of accommodation is important	Wants to get most reviews from people who have stayed	Typically stays with major hotel brands	Goal of travelling is to keep vibes in check	Three big events (board sports, snow, travel) every seven days	Two or three small things (museum, hike, park) per day	Google Maps is most important app	Any last minute decision can be helpful on people			
Plans trips at least two-months in advance	Daily budget of \$50-100 per day	Doesn't like to spend more than a \$100 per day (mostly for food and drinks)	Small groups are ideal									
Richard	Went to NYC for work in Feb 2019	Old as many last day trips as it works for as possible	Had one from Toronto to Chicago as a full week, memorable	Driving aspect of a road trip is very memorable	As a kid wanted to travel the world via car	Wants to go somewhere unique post-pandemic	Pandemic might mean of new important travels	Travels once every few years, wants to do more	Planning is important	Hates wasting time and money	Important to have a gameplan	
Memories are most important thing	Travelling isn't cheap so you want the most out of it	Wants stories to tell	Main stress is getting lost or losing stuff	Worried about not knowing what to do in a stressful situation	Losing passport	Have to be aware of surroundings	Pack light	First thing planning is cost	Wants to make sure going somewhere is worth the cost	Considers locations from other Canadians	Wants to travel with friends and family	
Will travel if it's safe and cases of COVID are down	Will travel once vaccinated	Plan for worst and hope for best	Prepared for risks and stresses	Wants to start saving apps and company before using	Plan day by day spending based on needs	Brings extra for shopping and souvenirs	Wants to save an extra 1000, wants to save more spending cash	Research is important to ensure safety	Prices become most important thing for planning	Doesn't want to be worried		
Be comfortable with who you travel with	Wants everything to be as efficient as possible	Doesn't use apps, looks at websites for reviews	Uses Yelp	Research for crews like water, disease, political issues	Will plan trips a month in advance	Consults friends who have been to places						

Affinity Diagram

Michael and Cameron's Affinity Diagram

Interviewees:

- Gothan
- Vanessa
- Aaron
- Jon
- Adam
- Richard

Planning

Wants to see the city, gets there early	Searches for hour a day	Like Air Canada and Air France	Plans flights ahead	Wish it was easier to book	Goal is to go all continents
Plan for spending and budget for hotel	Vacation in the summer	Like traveling via plane	Details the itinerary	Went family vacation to Hawaii	Wants to go to all continents
Friends Wedding	Travels once a year	Spends 2-3 hours planning about trips	Wants to see more of the world	Wants to see more of the world	Wants to see more of the world
Will plan trip a month in advance	Wants to see the world	Wants to see the world	Wants to see the world	Wants to see the world	Wants to see the world
Planning is important	Wants to see the world	Wants to see the world	Wants to see the world	Wants to see the world	Wants to see the world
Considers friends who have been to places	Wants to see the world	Wants to see the world	Wants to see the world	Wants to see the world	Wants to see the world

Apps

Doesn't use apps, looks at websites for reviews	Google Maps	Google Maps	Spotify
Wants to see the world	Uses Yelp	Research language barriers	Wants to see the world
Wants to see the world	Wants to see the world	Wants to see the world	Wants to see the world
Likes seeing competitive pricing on Google	Wants to see the world	Wants to see the world	Wants to see the world

Accommodation

Hotel Location	Views from the Hotel	Doesn't like 5 star hotels	Wants to see the world
Likes 5 star hotels	Wants to see the world	Wants to see the world	Wants to see the world
Doesn't like 5 star hotels	Wants to see the world	Wants to see the world	Wants to see the world

Finances

Price of Trip	Doesn't like 5 star hotels	Wants to see the world
Wants to see the world	Wants to see the world	Wants to see the world
Wants to see the world	Wants to see the world	Wants to see the world
Wants to see the world	Wants to see the world	Wants to see the world

Experiences

Travels every few years	Traveled for fun	Wants to see the world	Good experiences overall	Food is very important	Meeting new people	Is surprised with who you find	Connections in other countries	Travels with family often
Wants to see the world	Wants to see the world	Change of pace from regular life	Seeing Other Cultures	Ease of Mobility in other countries	Meeting other sports fans	Likes hot tubs and pools	Group Travel	Wants to see the world
Goal is to see the world	Wants to see the world	New experiences	Spots of the moment decisions	Wants to see the world	Wants to see the world	Family Event	Travels with friends and family	Travels with Wife
Wants to see the world	Wants to see the world	Escaping comfort zone	Wants to see the world	Wants to see the world	Wants to see the world	Family Trips	Travels with friends and family	Wants to see the world
Wants to see the world	Wants to see the world	Wants to see the world	Wants to see the world	Wants to see the world	Wants to see the world	Wants to see the world	Wants to see the world	Wants to see the world

Destinations

France	Tour of Europe	France	Wants to see the world	Wants to see the world
France	France	Italy	Wants to see the world	Wants to see the world
Spain	Hawaii	Greece	Wants to see the world	Wants to see the world
Wants to see the world	Wants to see the world	Munich (October Fest)	Wants to see the world	Wants to see the world

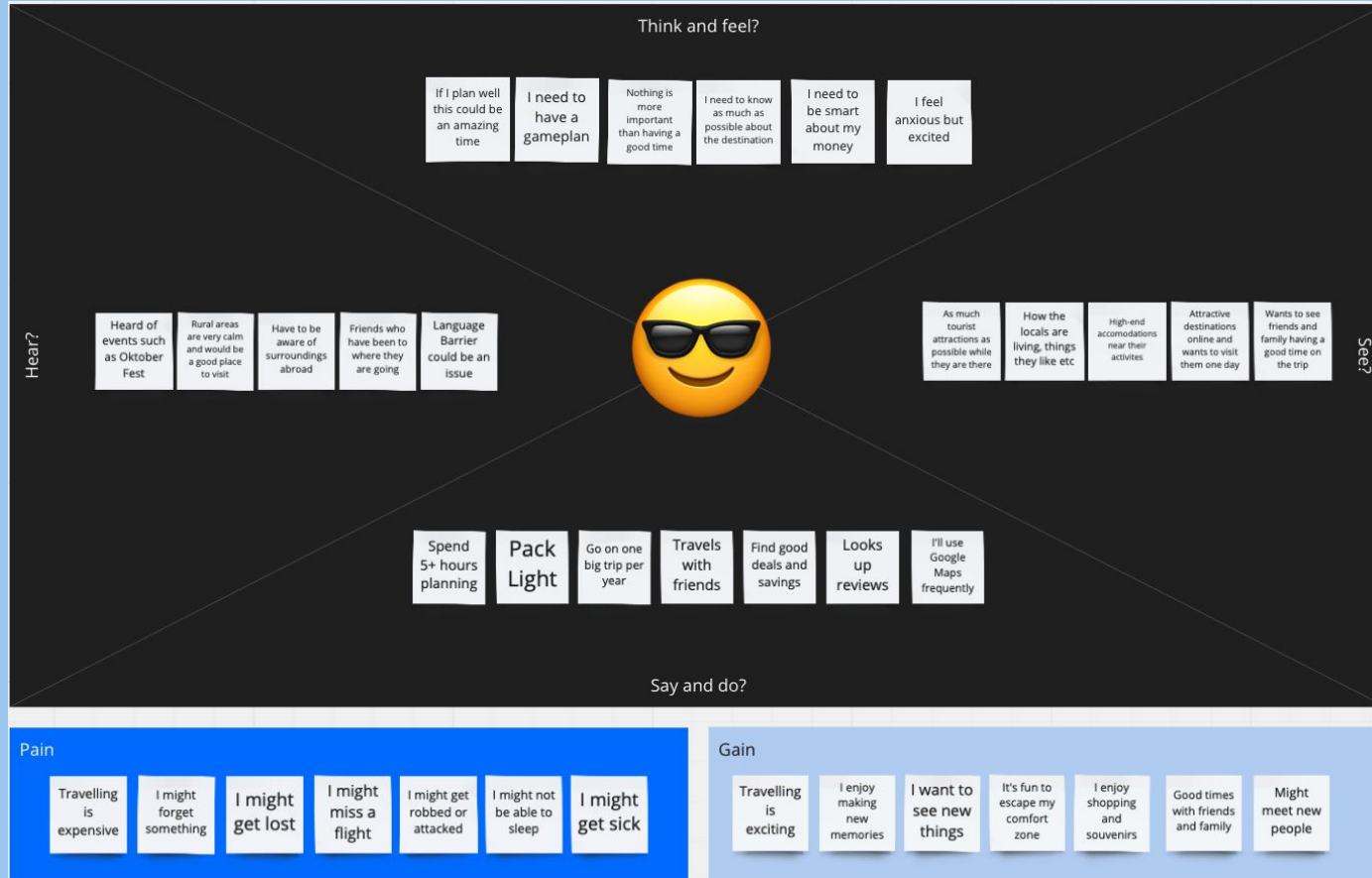
Concerns

Getting lost abroad	Would like reminders to pack	Doesn't like being surprised	Is worried that planned activities will be altered	Wants to see the world	Always brings extra cash	Hates waiting long and money	Overhead bins are full
Language Barrier	Luggage fees	Wants to see the world	Wants to see the world	Wants to see the world	Wants to see the world	Wants to see the world	Wants to see the world
Main stress is getting lost on leaving stuff	Concerned about pricing	Lost Luggage with clothes in it	Fear of assault in unfamiliar areas	Worried about crime	Safety ahead is a big priority	Losing passport	Wants to see the world
Flights cancelled	Lots of Layovers	Language Barrier	Wants to see the world	Wants to see the world	Wants to see the world	Wants to see the world	Wants to see the world

Health & COVID-19

Prepared for risks and concerns	Will travel once vaccinated	Wants to see the world	Wants to see the world
Wants to see the world	Wants to see the world	Wants to see the world	Wants to see the world
Wants to see the world	Wants to see the world	Wants to see the world	Wants to see the world
Wants to see the world	Wants to see the world	Wants to see the world	Wants to see the world

Empathy Map



User Persona



AGE 28
JOB TITLE Hospitality
MARITAL STATUS Single
LOCATION Canada
SALARY \$50,000
EDUCATION Bachelors

PSYCHOGRAPHICS

Try New Things
Good Vibes Only
Don't Waste Money

ABOUT

Chris Wheeler is a bartender and has worked multiple jobs in the hospitality industry. He works hard all year in order to save money to go on one big trip. He's been around North America and has been to Europe but one of his goals is to go to all seven of the world's continents. He enjoys watching sports and going to events when travelling and will plan his trip based around that. Chris is also a very social person and loves to travel with friends and family and meet new people while travelling.

KNOWN HABITS

- Makes sure he plans as much as possible because he only does one trip per year.
- Always looks for deals because he's very frugal with his money.
- Needs to read multiple reviews or consult friends before making a decision.

APPS AND BRANDS



Chris Wheeler

PREFERENCES



GOALS

- Travelling is exciting. Chris is interested in seeing new things and getting out of his comfort zone.
- Making memories. Chris wants to enjoy good times with family and friends and have memories to look back on.
- Shopping and souvenirs. Chris likes finding unique things while travelling that he can bring home.

PAIN POINTS

- Travelling is expensive. Chris wants to have a lot of options to ensure he is picking something financially feasible that will leave him with money for other activities.
- Chris is worried about his safety when abroad. He wants to make sure he knows how to contact emergency services, and have up to date information on the COVID-19 pandemic.
- Missing out. Chris is nervous about planning poorly and not being able to utilize his time to see and do everything he wants.

Definition & Ideation

Michael Khoury

Homework 2

User Insight

1. Chris Wheeler needs to travel affordably and worry free because of the limited funds and time he has allocated to his yearly travel.
2. Chris Wheeler who is hard-working, budget conscious, and social, needs to find both a hassle-free and cheaper method of booking travel because he wants to fully enjoy the limited time he has with whoever he is with and wherever they are travelling.

How Might We/Problem Statement

How might we use Open World to help our users find the most affordable travel options so they can stress less and have more recreational spending money when travelling?

How might Open World help our users off-load the mental stress associated with cost and planning of a vacation?

We believe sourcing the best travel options for casual travellers like Chris Wheeler will provide our users with the optimal, money saving and stress free vacation.

Open world is being designed to help the casual traveller travel both affordably and safely. We have observed that the primary concern of our targeted demographic is the unclear costs and stressful planning of the trip within their budgets. How might we help alleviate those stresses and help our users obtain the best prices possible within their budget?

Brainstorming

I Like

Looking at reviews for places I go to when abroad

Not filling out lots of forms

Hotels close to my activities

Not spending a lot of money on airfare and accommodations

Having my day fully planned out

Socializing with other travelers and locals

I Wish

Have accurate information on what I'll be spending

there was local guides for good food spots

I could see all pandemic information for the country I am travelling to

Fees were upfront

I could go on longer vacations

There was financing options

the app would suggest when to travel based on preferences and budget

I had information on what to do in case of an emergency abroad

What If

I could know travellers incentives when choosing a destination

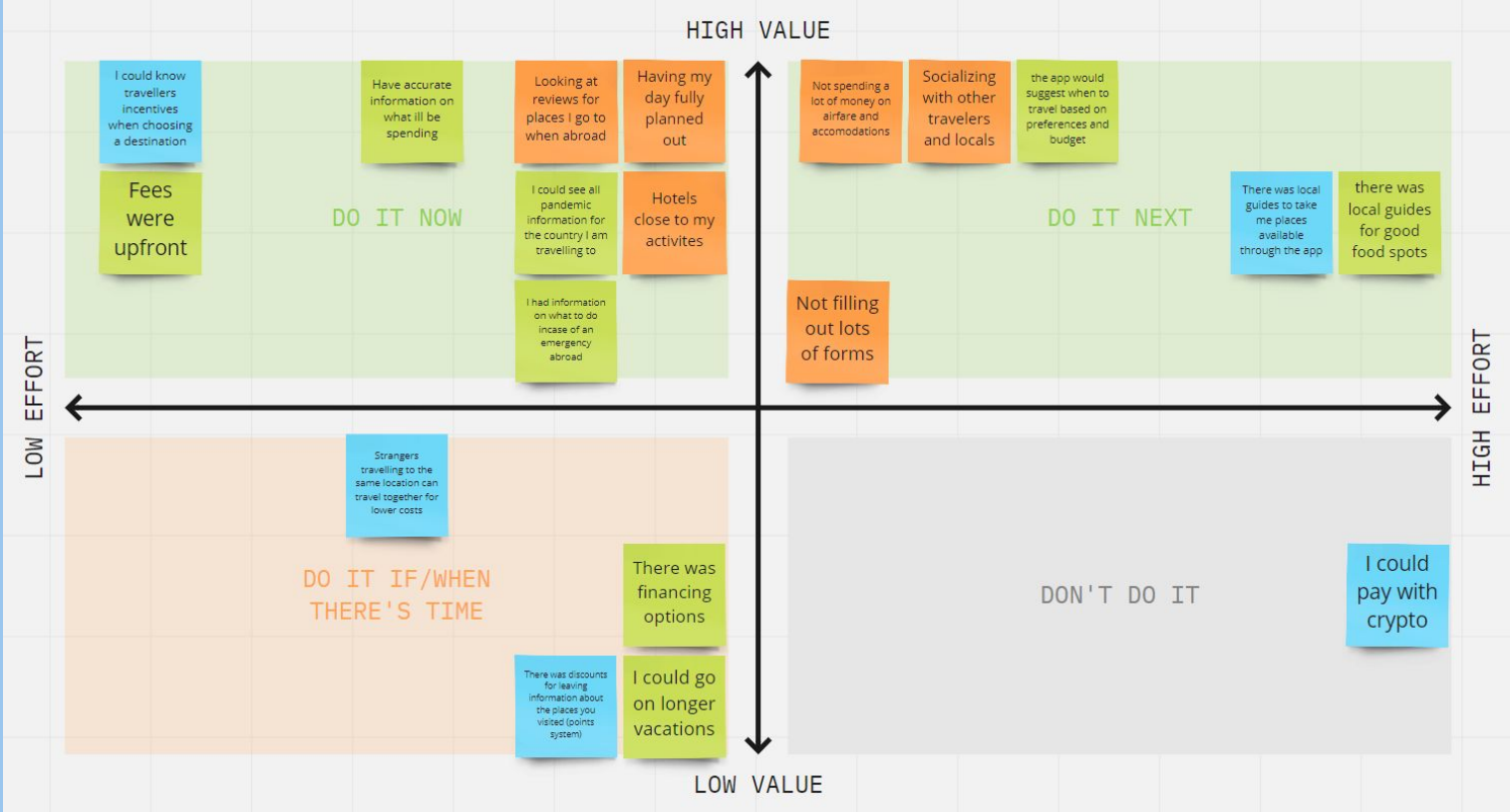
There was local guides to take me places available through the app

There was discounts for leaving information about the places you visited (points system)

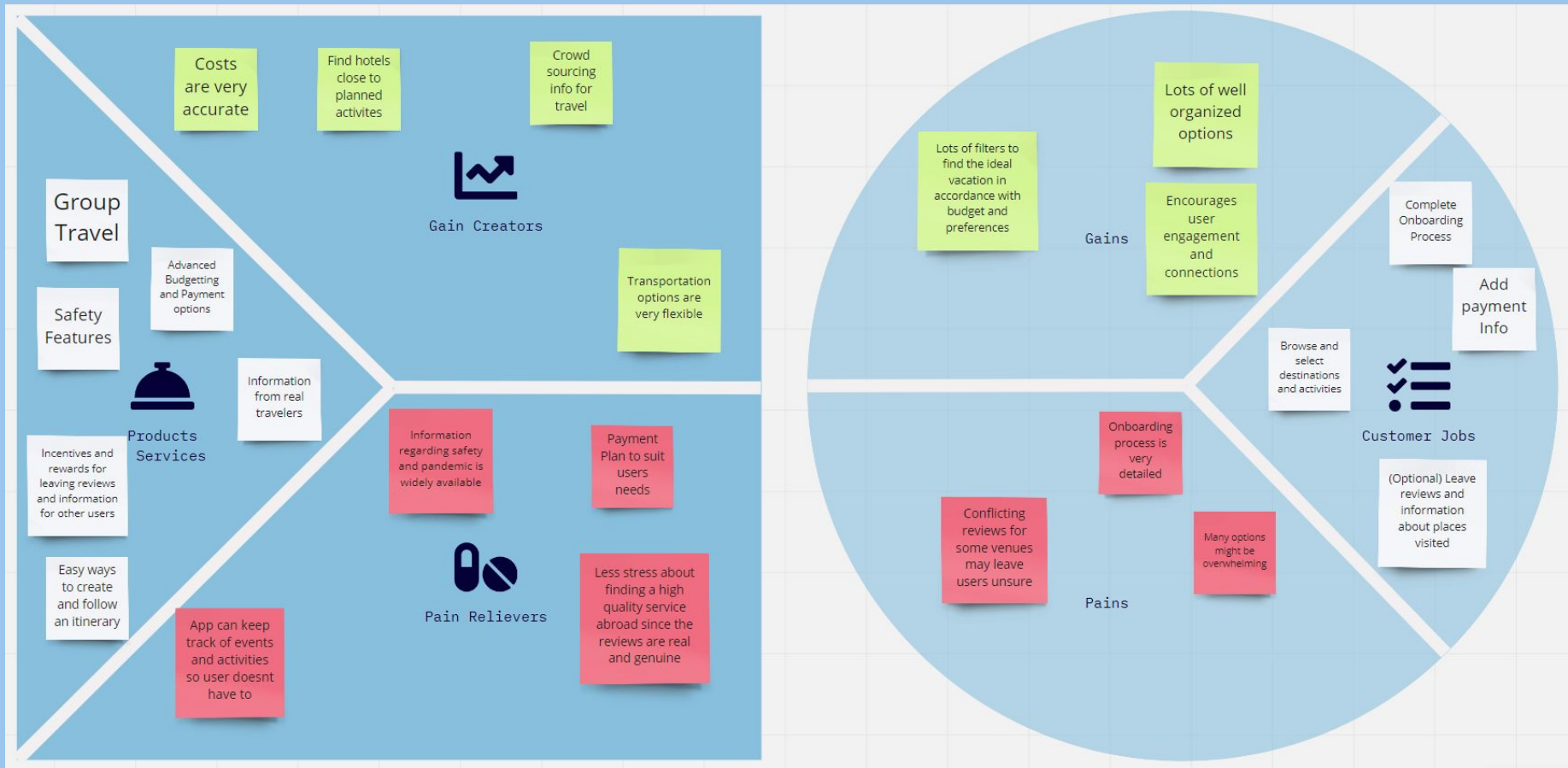
I could pay with crypto

Strangers travelling to the same location can travel together for lower costs

Feature Prioritization Matrix



Value Proposition



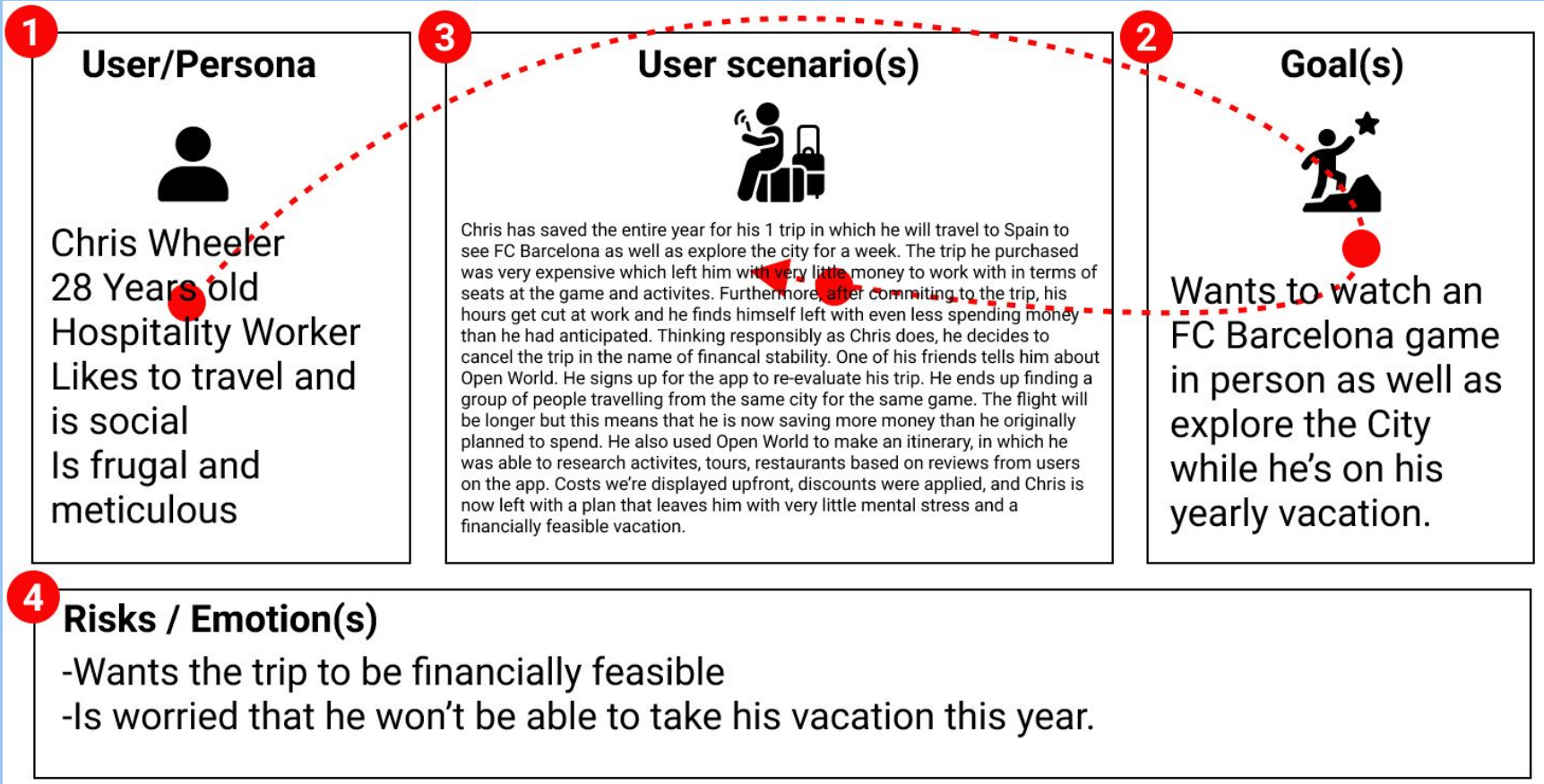
Value Proposition Statement

Open World - A Post-Pandemic Travel App

“Travellers Helping Travellers”

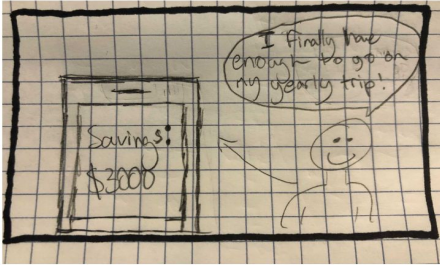
Your budget, your timeline, with everyone’s help. Discover the network of travellers that help each other make the most of their time abroad.

User Scenario



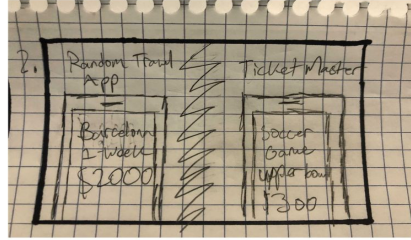
Storyboard

1. Chris checks his savings account.



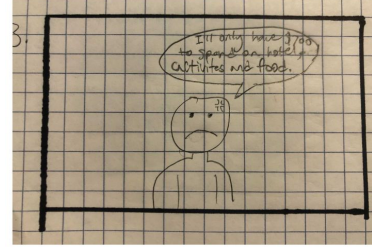
Upon looking at his savings, Chris decides that it's time for him to book his yearly, week long vacation.

2. Chris chooses Barcelona.



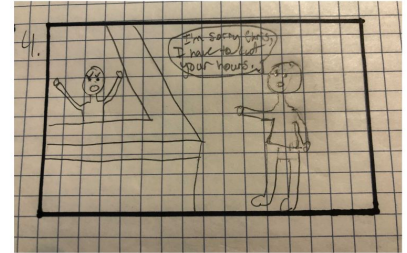
Using a generic travel app, Chris books a round-trip to Spain for 1 week. He's always wanted to see his favourite football club in person (FC Barcelona), so he purchases a ticket to the game. Unfortunately, he only has enough money to buy the upper bowl seats.

3. Chris is worried about money.



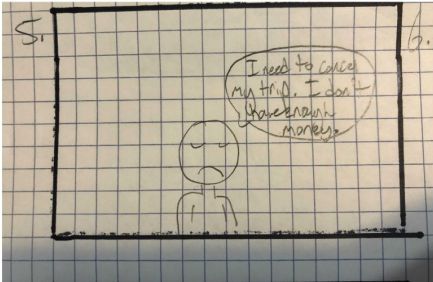
With only \$700 left in his savings, Chris becomes worried about whether he will be able to afford both his accomodations and other activities in the city for the week he is there.

4. Chris' boss cuts his hours.



Due to a lack of sales, Chris cannot work as much which means he might have to dip into his savings to ensure he does not miss any bills. His trip is now put into jeopardy.

5. Chris cancels the trip.



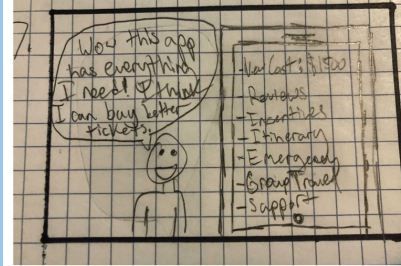
Out of an abundance of caution, Chris decides that he should cancel the trip. This is because he is uncertain if he is going to need the money from his savings for his upcoming bills.

6. A friend tells him about Open World.



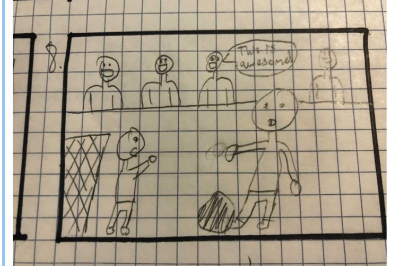
A close friend of Chris mentions an app that he uses by the name of Open World. He mentions that he could find a better way to get to Spain for less money using their group travel feature. Furthermore, he can also make a detailed itinerary and find out all the activities he wants to do in advance and how much he will spend doing them.

7. Chris signs up for Open World.



Chris is very impressed by all the features in the app. He looks to make the most of it's planning feature seeing that he was able to find a group travel option that saved him a lot of money. He also elects to buy better tickets for the game with the extra funds he has.


8. Chris goes on the vacation!



With the revised plan open world made for Chris, he goes on the vacation with minimal stress and is able to do all the activities he planned within his budget. He leaves a review for all the places he went to so he can get discount points in the app to use for his vacation next year.

User Scenario

0



User Name
Chris Wheeler

Age
28 Years

Occupation
Bartender

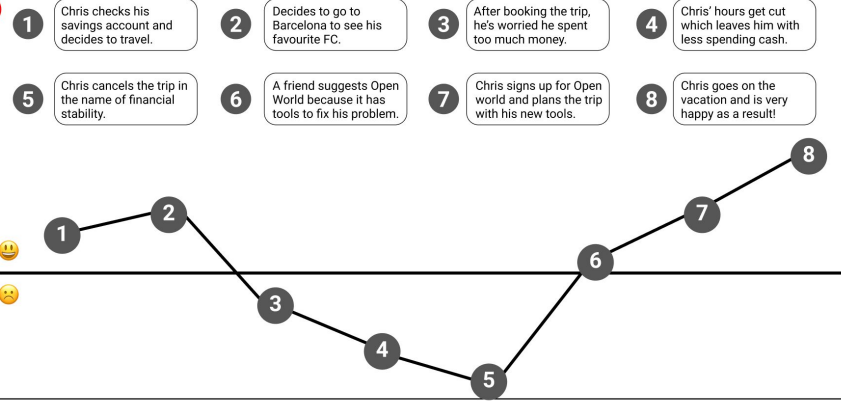
Location
Toronto, Canada

User Motivations
Chris is a social person. He is a very calculated person and always likes to do things with a plan in mind. Aside from his day to day work life, Chris treats himself once a year to a vacation abroad as he loves to meet new people and see new places.

1 UX Scenario
Chris has saved the entire year for his 1 trip in which he will travel to Spain to see FC Barcelona as well as explore the city for a week. The trip he purchased was very expensive which left him with very little money to work with in terms of seats at the game and activities. Furthermore, after committing to the trip, his hours get cut at work and he finds himself left with even less spending money than he had anticipated. Thinking responsibly as Chris does, he decides to cancel the trip in the name of financial stability. One of his friends tells him about Open World. He signs up for the app to re-evaluate his trip. He ends up finding a group of people travelling from the same city for the same game. The flight will be longer but this means that he is now saving more money than he originally planned to spend. He also used Open World to make an itinerary, in which he was able to research activities, tours, restaurants based on reviews from users on the app. Costs were displayed upfront, discounts were applied, and Chris is now left with a plan that leaves him with very little mental stress and a financially feasible vacation.

Goals
-Wants to see FC Barcelona
-Wants to do activities while he's there
-Wants to spend less money and remain within his budget
-Wants to meet new people
-Needs a plan and wants to stick to it

2 The Experience



1 Chris checks his savings account and decides to travel.

2 Decides to go to Barcelona to see his favourite FC.

3 After booking the trip, he's worried he spent too much money.

4 Chris' hours get cut which leaves him with less spending cash.

5 Chris cancels the trip in the name of financial stability.

6 A friend suggests Open World because it has tools to fix his problem.

7 Chris signs up for Open world and plans the trip with his new tools.

8 Chris goes on the vacation and is very happy as a result!

3 Opportunities

Collect user information to build a profile and suggest future vacation destinations.	Show user how to leave information about their destinations for other users in exchange for travel incentives.	Provide a way for the user to meet new people in their chosen destination.	Leave information on how much total money the user saved as a reminder to how useful the app has been.
---	--	--	--

Prototyping

Michael Khoury

Homework 3

Competitor Analysis

I picked three direct competitors (TripAdvisor, Expedia, Kayak) and one indirect competitor (Yelp) for this part of my research. After reviewing my findings, Open world appears to be a ideal fusion of all these apps in regards to saving money and having the best experience possible abroad.

[Here is a link to all my findings in-detail.](#)

[Here is a link to my analysis and photos of each apps onboarding process.](#)

[\(Located on the right\)](#)

User Flows/Wireframe Sketches/Digital Prototype

For this section, the user will be onboarding using the E-Mail sign-up option. From there, they will book a vacation to Italy as they are a country that will be offering travel incentives.

[Here is a link to the Figma board that will include User Flow/Flowchart, as well as snapshots of my drawn and digital wireframes.](#)

[Here is the Invision link with my low-fidelity wireframe sketch prototypes.](#)

[Here is a link to the Figma presentation of my digital wireframe prototype.](#)

Testing and Iterating

Michael Khoury

Homework 4

Guerilla Testing Plan, Notes, and Key Findings

You may find all the listed information in the following file.

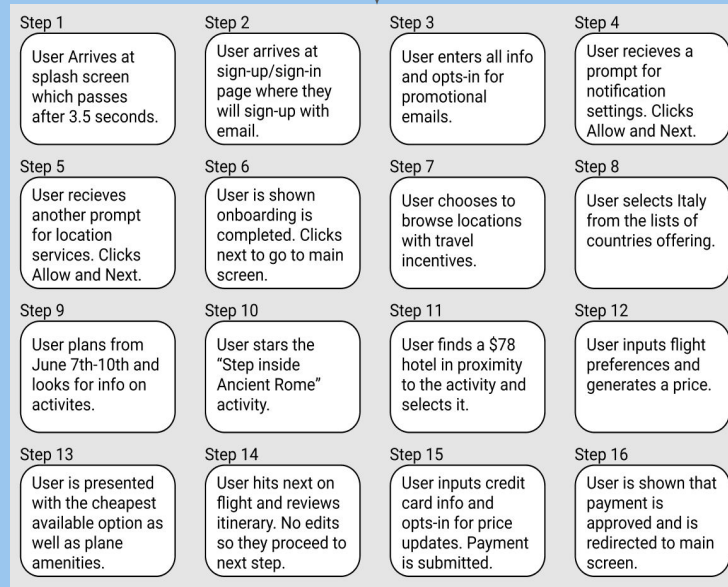
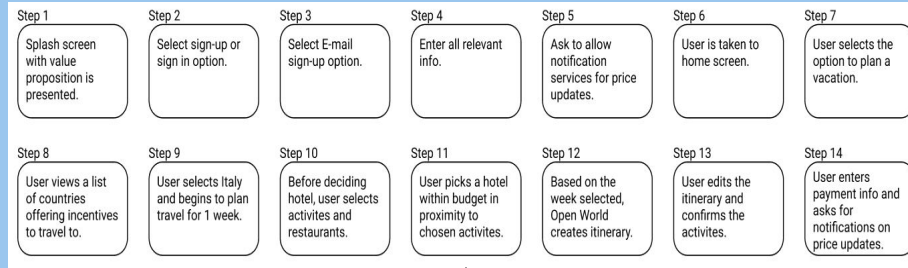
https://docs.google.com/document/d/1_6LbEHFLogxPgLEwMR_kQ1DSTq1GmCdq2_UUWDUOrvU/edit

2 Recorded User Tests

Chris - <https://youtu.be/p9gQte5EyHA>

Joon - <https://youtu.be/j6TZkblyzJA>

User Flow Iteration Made Based on User Test



iOS Hi-Fi Wireframes and Prototypes

Figma file with all frames - [LINK](#)

Direct Link to the Prototype - [LINK](#)

Final Thoughts / Conclusion

For this being my first time employing these UX/UI methods, I consider it a massive success. The vision for this app was kind of unclear as to what the primary function would be. Research is very eye opening and very insightful as to what an everyday user would expect to see in an app, and I feel that the vision is executed to a decently high degree. I feel that there is a long way to go with my prototypes. Small features that are standard across apps of any genre are things that I hope to pick up on and take into account in the future. Coming up with colour schemes and page layout is also something I find challenging but, I look forward to making many more iterations in the future. Thank you!