UI PROTOTYPING

FINAL PROJECT

2022.09

2022.12

Index

Value Proposition

	Problem	Target	Reference App
1	Who want to find a place to hire a part-time job in the area who want.	People who want to find part-time employment.	**Albamon**
2	There are various shopping malls, but who need a platform to collect them at once and see them easily.	People in their 20s and 30s who want to buy cheap, young fashionable clothes.	**Zigzag, Ably**
3	Who want to collect and see items with many brilliant ideas.	Someone who wants to buy or sell things with ideas.	**Ideas**
4	Who want to know the operation information of public transportation, but there is no way.	People who use public transportation.	**KaKao Bus**
5	Who want to do it in the most efficient and good way when who move. Who want to check the furniture that fits each house.	People who want to buy furniture that fits their homes.	**Bucketplace**
6	Who want to gather original design ideas and see them.	People who need a design or art reference.	**Pinterest**
7	Who need something, but it's a burden to buy a new one. Who want to actively trade in used goods.	People in need of second-hand transactions.	**Karrot Market**
8	Who want to check the document arrangement with good visibility and share it with people easily and quickly.	Office workers who need smooth sharing of document organization.	**Notion**
9	Who want to keep accurate commuting records.	Office workers who need a record of commuting time.	**Newpoly**
10	Who want to travel to a place Who don't know well, but Who lack information about the trip.	Travelers who need useful travel information.	**My Real Trip**

Value Proposition

	Problem	Target	Reference App
11	It is very difficult for an independent application to be successful on the big shops such as Apple Store or Google Play Store.	Independent developers.	Itch.io
12	I want to share my projects with other people to have feedback and comments about my work and to progress because the people around me are not very experimented.	All people who want to share their coding, design, or art projects.	GitHub (for coding), Art Station (for art and design)
13	You want to do rock climbing in a new sector, but you didn't have the climbing guide.	Climbers who want to do rock climbing.	Rock Climbing Guide 27 Crags
14	You no longer remember the films and series you have seen, your favouriRtes. You don't know where you stand on your last series.	People who want to track their progress in my series and films.	TV Time
15	You don't have a lot of mobile data to use a map application because you can't use it offline.	People who want to use a map app with offline maps or with few mobile data.	Organic Maps
16	Be able to send secure emails where even the service cannot read them because I want to send confidential emails or special emails blocked by Google.	People who care about their privacy on the web.	Tutanota
17	Being able to be fully organised in one's life without having to remember what to do and what the priorities are because I always forget what I have to do.	All students and professionals with a schedule, missions, and responsibilities.	Samsung Reminder linked to Calendar
18	I want to learn new things, but I don't know where to look, what subject interests me and I'd like to avoid browsing several web sites.	People who want to learn new things or specialise and learn more about a subject that interests them.	Future Learn
19	My PC has crashed several times and I lose my data each time.	People who want to prevent the loss of their data as a result of a PC breaking or crashing.	pCloud
20	I don't know the language of the country, so I don't understand what I see on the panels, posters...	Person abroad for holiday or professional reasons.	Papago

Value Proposition

	Problem	Target	Reference App
21	Conference is not smooth without laptops and computers.	20 or more people conducting the meeting.	**Zoom**
22	It is troublesome to go around various platforms when using the Internet on mobile.	a mod.ern man with little time.	**Whale**
23	Tax-related services are not easily accessible and cumbersome.	An old man, a beginner in society.	**IRS Hometex**
24	Video-oriented SNS communication is active.	In one's teens and twenties.	**Cap-cut, Blow, Vita**
25	Who want to study English simply through mobile.	Modern man who hopes to study English but has no time.	**Spik, Yanadoo, tell me**
26	Who want to book the train in mobile.	A person in a hurry to catch a train.	**Korail**
27	Writing documents is not easy without a laptop.	A difficult user to write a document.	**Polaris Office**
28	Who feel the difficulty of interior design and lack information about interior design.	A house-decorating user.	**Hide, today's house**
29	Who want to listen to the radio on my mobile.	A young mobile users.	**Spoon, Radio Live**
30	I want to collect the information and bestseller of the book without going to the bookstore.	A man of no time.	**Milly's Study, Aladdin**

Value Proposition

	Problem	Target	Reference App
31	Finding a fitting room in a shared apartment.	Exchange Students / people in forraign cities and conutries.	**WG-gesucht**
32	Getting sodas and water delivered to your home.	People without a car and are living far from the supermarket.	**Flaschenpost**
33	A lot of gas stations have different prices for the same gas.	Everyone who needs fuel and want's to save money.	**Mehr-tanken**
34	Comparing Stock- and Crypto-Prices	A person who is invested or want's to get invested.	**TradeRepublic / Crypto.com**
35	Saving the environmet by not printing tickets for sportsevents and preventing the illegal transfer to another person, instead make it available in the App.	People attending sportsevents / Events that require a ticket.	**RBL-Tickets**
36	People are mostly drinking not enough. Provide the possibility of tracking the intake of liquids and reminding the person to drink if its not enough.	Every person who wants to be more healthy.	**Drinking Lama**
37	Optimizing the tracking of your progress when your are in the gym.	A person who can't remember what he did the day before in the gym and want's to track his progress.	**Strong**
38	If you don't have a cable or satelite connection in your apartment, you need to watch TV via the internet.	A person living in a flat so they can't just put a antenna on the roof.	**Zattoo TV**
39	You have to go to the office to book a Tee-Time and don't know if it's even available in the slot that you wanted	Every person playing golf. It needs to be easy so older people can also use it without problems.	**PC-Caddie**
40	It's difficult to manage amateur sports groups.	Every small amateur sportsclub without a management.	**Player Plus**

Keyword & Acting Keyword

On Moblie
- 25. Study Through Mobile
- 26. Want In Mobile
- 27. With Out A Labtop
- 29. On My Mobile
- 35. Tikets/Prevention Of Illegal Browser

Project/Works
- 11. Difficult for apprication
- 12. GitHub, Art Station Share Work

Organization
- 8. Organization
- 17. Organization
- 39. Sports
- 40. Management Soords

Security
- 16. Send Secure Email
- 19. Save My Data

Information
- 1.2.4.10. Information
- 9. Commute
- 13. Without Climing Guide
- 14. Lack Information
- 15. Online Maps
- 18. Learn New Things
- 23. Service Are Not Easily
- 28. Lack Information
- 30. Colloect Information
- 31. Find
- 33. Research/ Save Money

Communication
- 7. Karrot Market
- 5. Bucketplace Sharing
- 24. Cap-cut, Blow, Vita SNS Communication

Health
- 36. Dinking Lama Health
- 37. Strong Health (Sports)

Keyword & Acting Acting

Collect
- 23. Collect
- 30. Collect
- 28. Gather Information

Learn
- 25. Study
- 18. Learn

Share
- 8. Share
- 12. Share

Secure
- 19. Save data
- 34. Compare
- 35. Secure
- 16. Send Secure Email

Find
- 1. Find
- 4. Know
- 6. Gather
- 10. Teavel
- 31. Find
- 39. Find
- 33. Find
- 13. Guide

Manage
- 37. Strong Manage
- 40. Manage

Track
- 36. Keep Healthy

Communicate
- 21. Meet
- 22. Organize
- 24. Communicate

Entertaining
- 38. Convenient
- 29. Entertain

Remember
- 5. Check
- 14. Remember
- 17. Forget

Order
- 7. Trade
- 32. Deliver
- 26. Reserve

Record
- 9. Record
- 27. Write

Positioning Map

사용주기
Frequency Of Use

17. Reminder, Calendar

4. KaKao Bus

34. TradeRepublic / Crypto.com

once / Hour

8. Notion

36. Dinking Lama

16. Tutanota

20. Papago

6. Pinterest

24. Cap-cut, Blow, Vita

14. TV Time

19. pCloud

37. Strong

Once / Day

29. Spoon, Radio Live

40. Player Plus

15. Organic Maps

38. Zattoo TV

39. PC-Caddie

사용 빈도수
Time Of Use

33. mehr-tanken

0:15   0:30   1:00   2:00   3:00   4:00   5:00   6:00   7:00   8:00

Once / Week

12. GitHub, ArtStation

2. Zigzag, Ably

18. Future Learn

21. Zoom

9. Newpoly

7. Karrot Market

25. Spik, Yanadoo, tell me

3. Ideas

27. Polaris Office, Photoshop

32. Flaschenpost

Once / Month

10. My Real Trip

22. Whale

11. itch.io

30. Milly's Study, Aladdin

1. Albamon

26. Korail

35. RBL-Tickets

13. Rock Climbing Guide | 27 Crags

5. Bucketplace

Once / Year

28. Hide, today's house

23. IRS Hometex

31. WG-gesucht

Service Idea

More Detailed Trip Calendar.
Most of the time, when we plan a trip, we look up information about the trip separately and write down the schedule separately.
At the same time as checking travel information, we would like to launch a service that easily manages travel schedules by making travel plans.
Ex) If necessary travel information is checked, it can be stored directly in the planner in the service.

Idea Combination

`17. Reminder, Calendar` `10. My Real Trip`

An application that can support all kind/format of projects such as web page, concept art, interior design, game development. We can share those projects with others people and have feedback. Each art projects can have a preview with a photo, desciption and comment section. Everyone can leave comments and even buy some products if they are for sale.

Idea Combination

`12. GitHub, ArtStation` `6. Pinterest` `5. Bucketplace`

Since gas prices have gone up a lot recently, trains are a very good alternative.
You can look up the price it costs you to go from point A to point B on the map than the app looks up train connections and the prices for the ticket.
The app also looks up the gas prices at gas stations in your area and calculates the aproximate cost of driving by car.
You can then decide wether to go by train or car.
The app will then navigate you according to your desicion.

Idea Combination

`33. mehr-tanken` `26. Korail` `15. Organic Maps`

The Kakao bus application can only check public transportation. However, when you actually leave a long distance, you alternately look at the Kakao bus application and KORAIL.This is because you have to see the bus route, book the train, and then look at the bus route again. To eliminate this inconvenience, I propose a system that allows you to check routes in the Kakao Bus App and book at the same time by merging Kakao Bus App and KORAIL. It is very easy to see at a glance without turning on the application alternately.

Idea Combination

`4. Kakao Bus` `26. Korail`

Interview Question

Q1. Did you travel?
- Yes (Q2)
- No (End)

Q2. Did you organize your trip using applications?
- Yes (Interview)
- No (End)

Q1. Did you travel for Holiday or business?

Q2. How did you organize your trip? Which applications did you use?

Q3. What are your reasons not to organize your trip?

Q4. Are you meticulous when you organize your trip?

Q5. Did you use your plan (made before the trip) during this trip?

Q6. Did you have troubles while planning your trip?

Q7. How did you resolve those problems?

Q8. Do you have any regrets regarding the apps that you used?

Q9. How much time do you spend on planning a trip? How much time would you like to spend if you had the choice?

Q10. When planning your trip, do you include the budget?

Q1. If there was the opportunity to store memories (pictures and reports) in the same app in which you planned your trip, would you use that feature?

Q2. What features would you like to have on top of saving pictures and reports?

Q3. What do you think about sharing your trip to a community?(People could for example use the app to search for trips to Seoul and find the route and reports of a member of the community. Depending on the experience you could use some of that knowledge for your own trip).

Q4. Do you want an application that, at launch, displays a map with your trip or rather a menu where you have to click on the section that interests you?

Q5. Do you prefer an application is full of features or with only the necessary to organize a trip?

Q6. Do you want to record the time and location when you record while traveling?

Q7. When planning a trip, do you want to categorize the location and the information you want?

Q8. Do you write down when you need to make a reservation while traveling?

Q9. Do you want to see other people's movements when you travel?

Q10. Do you like to check the time of the route when you travel?

Interview Answer 1/4

1) Dad

1. Business
2. Travel agency booked everything
3. –
4. business yes
5. yes
6. no
7. –
8. no
9. business – none
10. no

---

1. no, we have tools for that
2. saving routes, including public-transport and when/how often they depart
3. maybe for kollegue, visiting the same customer
4. map
5. minimalistic, only necessary things
6. no
7. yes
8. yes
9. no
10. no

2) Kollegue 1 – Ralph

1. both
2. business: only maps
   holiday: maps, word, google
3. –
4. yes
5. yes
6. b: no, h: hard to find the best way to get around (uber, PT, etc..)
7. I didn't
8. no
9. depending on the activity. Hiking only a little, just the best trail.
10. yes

---

1. b: no, h: yes
2. no
3. no
4. notes first
5. only the necessary
6. the pictures have tags anyway
7. yes
8. no, if needed, I do it before
9. no
10. I have a watch

3) Man from street

1. holiday
2. google, than wrote down everything in notes. wrote down the most important PT lines and stations
3. –
4. depending on wether if im on the trip or in the planning stage
   trip: map
   planning: maybe a site where i can find trips from other people. like searching for
   tags or citys/countrys
5. yes
6. I travel a lot. I have my ways of finding my information. but its very time consuming
7. –
8. no ot works very well
9. 1WE: 2–3h, 1week: 5+h
10. yes

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1. yes
2. rating of sights, if they are worth it or when it's the best time to visit
3. sounds good, would have helped me a lot to fins good places and spend less time planning
4. menu
5. full of features. so i get a lot of ideas
6. yes
7. yes
8. yes
9. could be interresting. but maybe there would be a lot going on then.
   It would be good to be able to follow certain peoples trips
10. I like to stick to my plan. There has to be something very special to get me off my plans

4) Kollegue 2 – Stefan

1. Business
2. only navigation
3. not necessary
4. –
5. –
6. no
7. –
8. no
9. few minutes
10. no

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1. I upload them to the cloud anyway
2. none
3. maybe as a general report, but only internal. Not visible for everybody
4. Start where I last left
5. As many as necessary, as little as possible
6. yes
7. yes
8. yes
9. no
10. no. I don't understand

1) 친구

1. 휴가
2. 갈 곳 예약정도
3. 계획짜는 게 어려워서
4. 아니오
5. 아니오
6. 정보를 얻는 데에 불편했다
7. 다른 방법을 계속 모색했다
8. 없다
9. 계획을 짜는 것이 어려워 많이 짜지 않는다
10. 자세하게 포함하지는 않는다

1. 예
2. 예약 서비스, 계획 서비스
3. 귀찮아서 안 할 것같다
4. 지도가 포함된 것
5. 필요한 것만
6. 예
7. 예
8. 예
9. 예
10. 예

2) 엄마

1. 휴가
2. 네이버 블로그, 엑셀 정리
3. --(계획을 철저하게 함)
4. 예
5. 예
6. 시간이 오래 걸리고 정보가 너무 많아 선정하기 어렵다
7. 시간을 오래 들여 찾아낸다
8. 좀 더 편한 어플이 있으면 한다
9. 오래 걸린다. 간단하게 계획하고싶다
10. 예

1. 예
2. 예약 서비스, 추천 서비스
3. 좋다
4. 관심있는 섹션
5. 예
6. 아니오
7. 아니오
8. 예
9. 예
10. 예

3) 오빠

1. 휴가
2. 거리 루트, 시간계산
3. 귀찮아서
4. 아니오
5. 아니오
6. 계획 짜는 방법을 모르겠다
7. 아직 해결 방안을 모르겠다
8. 앱 사용 방법이 어렵다
9. 거의 안 한다
10. 아니오

1. 아니오
2. 거리 루트, 시간계산
3. 안 할 것 같다
4. 관심있는 섹션
5. 필요한 것만 선호
6. 아니오
7. 아니오
8. 예
9. 아니오
10. 예

4) 친구

1. 휴가, 비지니스
2. 마이리얼트립, 트리플, 이외 수많은 어플
3. --(계획 철저하게 함)
4. 예
5. 예
6. 정보를 모으고, 혼자 계획하는 느낌이라 힘들었다
7. 더 많이 정보들을 모아 시간을 할애했다
8. 계획에 적합한 어플은 아니었던 것 같다
9. 많이 들인다
10. 예

1. 예
2. 여행 계획 어플, 알림 어플
3. 좋다
4. --
5. 필요한 것만
6. 예
7. 예
8. 예
9. 예
10. 예

Interview

1) Mother

1. Holiday
2. I read a lot of informations on internet. I used travel applications, blog, travel guide (Routard, Lonely planet…)
3. Sometimes no time or dangerous countries I prefer to not organize this trip.
4. Yes.
5. Yes.
6. The average visit duration of monument or city.
7. With travel blog.
8. It is often the same circuits which are proposed without really originality and without knowing the desires of visit of the travellers.
9. Four monthsbecause it's big trip of more than 3 weeks. Choice: one month.
10. No.

1. No.
2. Events and typical spectacles during your trip.
3. It's a very good idea but I won't do it.
4. A menu to click on the section that interests me and after a map.
5. Full of features.
6. No
7. Yes
8. Yes
9. No
10. No

2) Friend

1. Holiday
2. Air france or none
3. Bad climate
4. No
5. Yes but the best plan are made locally
6. Yes
7. A lot of hours on internet to find an hotel and everything you need when you arrived in an other countries
8. No app used
9. 0 min, as low as it's possible.
10. Yes.

1. No, my photo of me on my phone and only on my phone.
2. Easy way to plan the trip : hotel, restaurant, museum, flight, … If you want to do a revolutionary app you can create an app where you can find everything you need. You just need to put a budget and a date in the app and then the app tells which destination you can get with, the flight, the hotel,…
3. That's a good idea, you can also create rating based on feedback.
4. Hve to click on the section that interests you
5. Only the necessary, I want to organize my trip in 0 min.
6. Yes
7. Yes
8. Yes
9. No
10. No

3) Friend

1. Holiday
2. I organize my trips by looking for places on internet, first. After, i search for hotel near thos places. I use mostly maps and word.
3. If I don't have time to organize a trip, I don't do it.
4. Yes, organized to the minute.
5. Yes
6. It takes a lot of time to go on multiple web sites and applications.
7. I didn't resolved it.
8. Those apps are not dedicated for trip planning.
9. A few hours. I would like to spend 1h30 maximum.
10. No but it could be good.

1. It could be good to take notes in each steps of the trip but my photo application is enough.
2. Be able to quickly see the daily circuit and receive alerts if the timing is right.
3. I'm not interested in sharing my trip but why not sharing just a feedback of our trip.
4. Have to choose the section that interests you (menu with few section button).
5. With just the necessary or to be able to hide the features that does not interest us.
6. No
7. Yes
8. Yes
9. No
10. No

4) Friend

1. Holiday
2. I organize my trips by looking for places to see and stay on internet. So I use mostly chrome, Airbnb, maps .
3. Never happens
4. Yes, I hate when we just wander around randomly without any aim.
5. Yes
6. Not really, it just takes a lot of time.
7. Searched even harder
8. No
9. Probably a few hours, I think. I would like to spend like maybe twice the time sometime just to be sure that everything will be going according to the plan.
10. I try to.

1. Probably not, I prefer to have my pictures in my phone or my computer except if I want to recommend the place to other people or just want to share my experience.
2. Be able to write and see recommendations of other people about places to visit.
3. Why not, if I think that I really did a good job when planning my trip and I saw some very nice places that are not very famous, good restaurants, nice hostels and places to sleep.
4. A map with the trip
5. Some nice additional features that could be very useful is something I think I would really like when planning my trip.
6. No
7. Yes
8. Yes
9. No
10. No

1) 친구1-은채

1. 휴가
2. 네이버, 구글맵
3. (계획을 하는편)
4. 예
5. 예
6. 잘못된 정보
7. 더 찾아보았다.
8. 예. 구글맵이 완전히 믿으면 안된다.
9. 한달
10. 예

1. 예
2. 잘못된 정보인지 확인
3. 좋다.
4. 관심있는 섹션
5. 예
6. 예
7. 예
8. 예
9. 예
10. 예

2) 엄마

1. 출장
2. 네이버블로그, 유투브
3. 계획을 철저하게 함
4. 예
5. 예
6. 여럿이 갈때는 취향이 맞아야한다.
7. 전화로 해결한다.
8. 블로그 보고 정확하지 않은 정보
9. 오래 걸린다. 며칠이 소요된다
10. 예

1. 예
2. 가계부처럼 예산을 기록
3. 좋다
4. 관심있는 섹션
5. 예
6.아니요
7. 예
8. 예
9. 예
10.예

3)언니

1. 휴가
2. 카카오맵
3. 계획하는 편
4. 예
5. 예
6. 없었다.
7. 없었다.
8. 평점이 항상 않좋아서 믿을수 없다.
9. 하루 정도, 세시간 정도
10. 예

1. 예
2. 예약 기능
3. 좋다
4. 응용 프로그램
5. 필요한 것만 선호
6. 예
7. 예
8. 예
9. 아니오
10. 아니오

4) 아빠

1. 휴가, 비지니스
2. 구글맵
3. --(계획 철저하게 함)
4. 예
5. 예
6. 시간이 오래걸린다.
7. 그냥 시간을 내서 계획을 한다.
8. 없다.
9. 많이 들인다
10. 예

1. 예
2. 없음
3. 좋다
4. 관심있는 섹션
5. 필요한 것만
6. 예
7. 예
8. 예
9. 예
10. 예

Persona

Sara (24) — Student

"Is there any way to plan my trip efficiently?"

Personality
- Introverted ——————— Extroverted
- Conservative ——————— Innovative
- Lazy ——————— Diligent

#traveling #planning

Personality
I like travling. I'm premeditated.
I prefer to move according to the plan and always keep my calendar in order.
I'm meticulous and good at handling things

Problems
I always work with a thorough plan.
I prefer to organize a lot of information and see it easily and simply.

Needs
Whenever I make a travel plan, it is troublesome to bring information from various places.
I want to see the travel plan at a glance.
I want to organize my travel plans easily and simply.

Apps to travel

Christoph (56) — Salesman

"I don't want so waste to much time"

Personality
- Introverted ——————— Extroverted
- Conservative ——————— Innovative
- Lazy ——————— Diligent

#traveling #stressed

Personality
I'm always travelling for work. Therfore I'm new to a lot of citys and need to be able to get along fast and effective. It is a lot of work to look up all my connections to where I need to go and I can't memorize all of them

Problems
I don't like to change a running system.
I am slowly learning new things, but as soon as I understand how it works, I like to use it for a long time.

Needs
I want a service that provides me with all information that I need for my trip in one place. I want to do my research before departure and save it, so I can always look it up fast.

Apps to travel
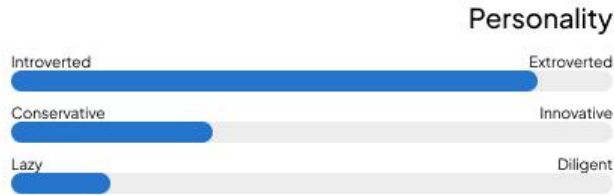Uber · Google Maps · Notes · Screenshot

Persona

"I want to make plans easily when I travel"

Personality

Introverted	Extroverted
Conservative	Innovative
Lazy	Diligent

Jehan (36)
Cashier

#traveling   #planning

- **Personality**

  I started uploading travel-related videos, and I traveled to Eurasia and worked on YouTube under the theme of world travel, I'm famous for reaching a million subscribers.

- **Problems**

  I like to learn, but I am lazy, but I do my best if it is efficient and memorable.

- **Needs**

  I get confused and get tired easily when I go on various trips. So I hope I can solve it all at once and make travel plans comfortably.

- **Apps to travel**

"I want to organize all my holidays with one app."

Personality

Introverted	Extroverted
Conservative	Innovative
Lazy	Diligent

David (23)
Student

#traveling   #time   #organization

- **Personality**

  I love to travel and organize trips. For several years now, I traveled with my parents and friends to discover the world. To pay these trips, I give lessons in parallel with his studies. In order to organize several trips, I watch my dedicated budget for each trip.

- **Problems**

  I hasn't found an application where I can plan my holidays. I just switch between multiple sofware on my computer.
  I spend to many hours to organize my trip.
  I am willing to learn new things if I can save time.

- **Needs**

  I want to be able to manage my trip budget, see other people's trips and their feedback. It would be good if the application could suggest trips based on date and budget. Finally, the application should contain the necessary and allow to enable or not the new features.

- **Apps to travel**

Competitors Research Intro

Direct

My Real Trip, Tripit

Both are services, that give the user the possibility to insert their trip with a lot of details like flight and public transport.

Indirect

My Diary

As the name suggests, its a diary application.
The feature of writing reports and adding medias,
also for days in the future can be used by us, as a trip planning feature,
as well as writing reports for the momories

Influencer

Skyscanner

With Skyscanner we have the possibility to compare plane tickets and hotel prices.
This is a perfect addition for our service.
Now we can look up everything in one application and plan the trip.

Competitors Research Direct Competitors

Direct Competitors	Purpose Of Site	Year Founded	Revenue Streams	Primary Categories	Contents Types	Personalization	Community	Competitive Advantage	Heuristic Evaluation	General Notes
Tripit	Instantly organize your travel plans in one app.	2006	$500.0M - $1.0B (Annual revenue) In-app purchase (pro subscription)	Travel, tourism and local info	It is a mobile but also a web application that is linked to a website that describes how the application works and gives information about subscriptions, support and user data.	All travels are saved on servors so customer can have acces on all his devices.	• Community in facebook page. • Neighborhood Safety Scores set and accessible by user in app • See some user travel.	• Display of the trip in the form of a timeline and possibility to enter flight numbers, reservation numbers... • There is also Covid info about the travel country	The interface of main menu is very simple and clean. Only 4 navigation buttons and a button to add a trip. There are still very few buttons per menu and the forms have few sections to fill. It goes very fast. The animations are simple and fluid.	4.7 with 67 000 feedback. Download > 5 000 000
My Real Trip	Take everything you need to plan your trip	2012.02	360 billion won	Travel tourism local info travel planning recomended service.	Mobile app Recommended Service Community Schedule Help Service	The information about travel information If it's not enough, Through this application, Get the information with ease of planning It'll work if you squeeze it.		Too much information to curate The fee is high, but it doesn't say how much it costs Uninformed travel destinations	• Diversity of information • Reliability • Usability	The UI of the community well done

Competitors Research

My Real Trip
Web site

Pros

Various functions consist of a neat UI
It is an appropriate application
for booking travel packages

Pros

The new rental car functions.
Quickly and easily possible
to book and consists of rock.

Be sorted out very well,
the tegeu a menu.
Be convenient to
rent a car you want.

Cons

There are few users because there is
no function to find the desired Q&A in the community function
I don't know why there's a
"Like" function. Not functional

Tripit
Web site
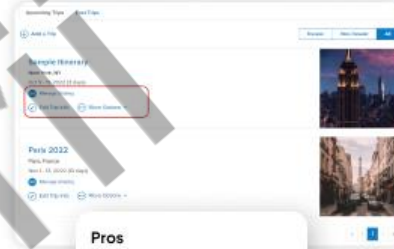
Pros

The dark theme is
very nice but not available on web.

Pros

The main menu interface
is very simple and clean.
We can see all the saved trip
s and can filter according
to the upcoming trips
: few text and few buton.

Pros

At this time,
getting information
about COVID procedures
is very convenient..

Pros

Having this timeline form
makes the organization of the trip
more visual and the icons allow
to know quickly the type of
information at a specific date.

Pros

Adding an event is very simple
and visual, only a list of icons with a title.

Cons

The layout of the icons
on the aesthetic aspect
seems a bit messy..

Pros

The presence of graphics
and a small amount of text draws the user's eye.

Competitors Research Indirect Competitors

Indirect Competitors	Purpose Of Site	Year Founded	Revenue Streams	Primary Categories	Contents Types	Personalization	Community	Competitive Advantage	Heuristic Evaluation	General Notes
My Diary	Daily reports about what you did and what you are planning to do in the next days. Possibility to add videos, photos and audio	05.09.2020 (Google Play publish date)	Unknown	Diary, Notes	It is a app, where you can write about your day, and note for yourself, what you did and you can also plan what you are going to do in the comming days and weeks. Adding to that, you can incert pictures, videos and also audios.	You can synchronize them in th cloud, so you can always access them		Organizing the reports in a calendar. You can plan everyday on its own.	When strating the app, you get to see all entrys in the order of the date. You can easily add an entry by klicking on the plus. You can switch to calendar mode to see for which days there are entrys. There is a "media view" where you can display all medias, sorted by the date.	4.8★ with 648.000 feedbacks. Download >10 000 000 costs a monthly subscription

Competitors Research Research

My Diary

Pros
- See everything on one look
- Easy to understand

Cons
- No Web-Version
- Only available on Android
- monthly subscription

Pros

All medias are sorted by date, so you can look back at all your media from a trip and see what you wrote that day

Rate how you liked the day

Overview over the days, sorted by date

Pros

In the Calendar page you can get an easy overview, which dates have an entry

Pros

There are templates available for different cases. For example travelling
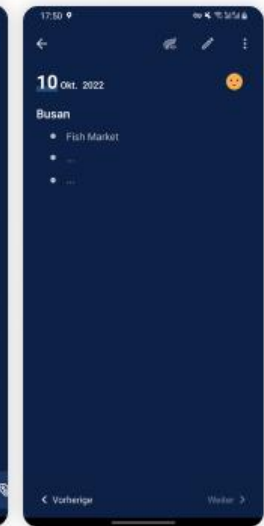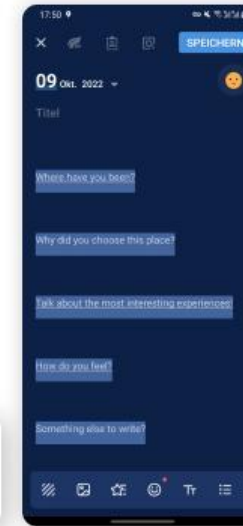
Competitors Research Influencers

Influencer	Purpose Of Site	Year Founded	Revenue Streams	Primary Categories	Contents Types	Personalization	Community	Competitive Advantage	Heuristic Evaluation	General Notes
Skyscanner	You can find a cheaper place by comparing flight tickets.	2002		Air ticket, price comparison	You can see the prices of major travel guides on mobile. Air Guo Ne Hotel, Rental Car Included	You can compare the prices of major travel guides in real time on mobile.	SkyScanner shows users a reliable travel agency. You can leave other comments.	The SkyScanner is not active on the network. Except for price information and reservations, there are no other functions.	The calendar screen is active. You can apply a filter to the search results.	4.7 with 828 000 feedback. Download > 50M

Competitors Research Research

Skyscanner

Pros

The range of prices can be adjusted.
You can see the information
you want to see first by grade
and recommendation order.

Pros

Set a date to see
when it's available
You can adjust
the filter by recording.

You can estimate at a glance
how much the price range starts.
You can choose between round trip or one way.

Competitors Research Summery

Through this competitor analysis and our research on Internet, we found that there were already some applications (TripIt) that match with our application purpose. Nevertheless, a large majority of the applications do not allow to organize a trip completely but are only specialized in one feature (Skyscanner) of our target application. Furthermore, despite the high download rates, through our interviews and personal knowledge, we found that the applications of direct competitors were very little used.

There are a lot of applications on the travel planning market but not one is the reference in terms of complete travel planning.

There is therefore an opportunity to seize: succeed in differentiating from existing applications.

To do so, we will use our competitor analysis to create an application that gathers all the positive points, tries to eliminate the negative ones, and integrates new indispensable features that direct competitors do not have.

The TripIt application will be a good source of inspiration for the design of the application, then we will use other applications (My Diary and My Real Trip) to make our application more ergonomic, visually pleasing and allowing the user to save a maximum of time during the organization of his trip because it is one of the conditions most frequently given.

The type of features to stand out to be the budget management, have recommendations of typical events or festivals or have proposals for travel according to a budget and specified dates.

Storyboard

Value Proposition

Most of the time, when we plan a trip, we look up information about the trip and write down the schedule separately.

At the same time, we want to launch a service that makes it easy to manage the travel schedule (transports, hotels, activities, budget...), display a visual overview of the daily trip and generate trips automatically.

Main Features

- Save all trip events (transport, hotels, places to visit) in the app to display a trip timeline.

- Have proposals for travel according to a budget and specified dates.

- Keep important information on the app: flight, reservation number, subway line...

Sub Features

- Rating visited places, hotels...

- Take personal notes about events added.

- Have recommendations of typical events or festivals.

- Manage budget and expenses.

Storyboard

1 In a group of 3 friends, a friend proposes to organize a 4-day weekend vacation following their exams. They are all motivated and decide to go to Busan.
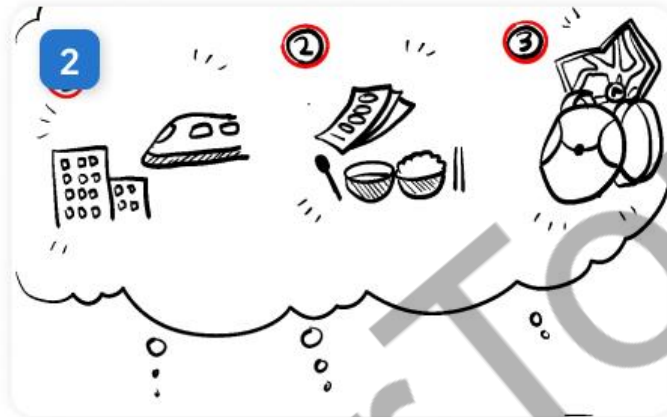
2 They decide to divide the work to be more efficient. One of them takes care of the accommodation and transport, another one of budget and restaurants and the third one of the places to visit.

3 They realize that they can't join their research and don't know if they will all be able to do it in time because each one has done his mission on his own. It is the panic with few days before departure.

4 A fourth person arrived and suggests that they use an application they can integrate and organize all their research. During their trip, they will only have to follow the schedule.
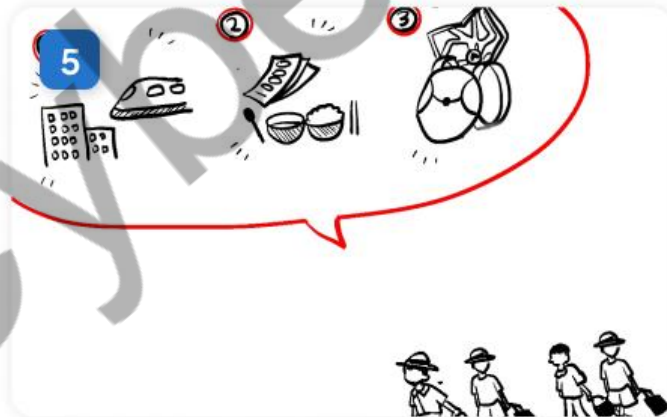
5 They manage to integrate the places to visit in the application, hotel reservations, their schedules and means of transport. All 3 share the travel plan and are ready in time for departure.

6 Thanks to the application, they were able to have a great weekend, doing everything that was planned without stress.

Concept

"We're going to make an application that **helps people to organize and plan their trip by combining every information**"

"여행에 대한 모든 정보를 결합하여 여행을 계획할 수 있도록 도와주는 애플리케이션"

↓

We're going to make an application that helps people to organize and plan their trip by combining every information on a **timeline.**
The app will also be able to **make suggestions, and create trip according to budget and schedule.**

"모든 정보를 종합해 여행을 계획할 수 있도록 도와주는 애플리케이션"
예산과 일정에 따라 여행 제안을 해주고 나만의 여행을 간편하게 만들 수 있게 한다

Index

User Goal 1/4   Task Flow

I know where I want to go and I need to store my travel information in the app.

| User click on 'Trip List' button | → | Click (+) button to add new trip. | → | Click (+) button to add element. | | User saves information he entered. |

| Trip List Page | → | Trip Timeline Page | → | Add Element Pop-up | → | Add *Element Page | → | Trip Timeline Page |

Trip List Page
- List of all created trips
- Empty page (if no trips created yet)
- 'Add' button

Trip Timeline Page
- See already added elements
- Add new element
- Save changes.

Add Element Pop-up
- Flights
- Hotels
- Public transport
- General information

- Specific element not available to chose

Add *Element Page
- Name
- Date
- Numbers
- Note
- Save
- Location (Naver)

- Number format not correct

Trip Timeline Page
- See already added elements
- Add new element
- Save changes

- Changes missing
- Saving not possible

Page = entire screen
Pop-up = overlap previous page

*Element = Flight, Hotels or Public transport... (dynamic element)

User Goal 2/4 Task Flow

I want to connect to my account to see my trip plan, already organized, at a glance.

Open app	→	User can connect with his account or sign up.	→	User goes to home page 'trips section'.	→	User clicks on the trip he want to see the global plan.	→	User sees a timeline with all trip steps, events and timetable.

		Login/Sign up Page	→	Landing Page	→	Trip List Page	→	Trip Timeline Page

Login/Sign up Page:
- New Account
- Successful login

- Forgot login
- No connection

Trip List Page:

User sees:
- All trips saved.
- Empty page if no trip planned yet.
- 'Add' button.

User lost his saved trips.

Trip Timeline Page:

User sees:
- The timeline of his trip.
- Empty timeline if no events planned yet.
- 'Add' button.

User lost his saved timeline.

User Goal 3/4   Task Flow

I want to organize a trip with multiple friends. We all want the shared information on our phones, so we can plan together.

User goes to 'Sharing Section'	→	Click on a button to add a new contact.	→	User fills in the contact's email and selects the trip he wants to share
Sharing Page	→	Sharing Page	→	Sharing Pop-up

Sharing Page	Sharing Page	Sharing Pop-up
• List of all the shares made. • Just an add button (if no sharing has been done yet) • List of auto trips to rate.	New line with a text field for the contact's email and drop down list of created trips.	• Other user should see the trip in his trip list. • Email recognized by the application.
		• No internet connection • Failed to recognize the user email. • The trip created doesn't appear in the drop down list.

User Goal 4/4 Task Flow

I wanted to save a trip suggestion from a list based on my date and my budget because I don't know where to go and don't have time to look for it.

User goes to 'auto trips section'.	→	User enters his travel dates, budget and countries.	→	User selects the trip of interest from list to get more details.	→	User can save the trip if he likes it and return to trips list.

Auto Trips List Page	→	Auto Trips List Page	→	Trip Timeline Page	→	Auto Trips List Page

Auto Trips List Page:
- Text field for budget, dates.
- Drop down list for countries.
- List a generic auto generated trips.

The application cannot read the date format or the budget value.

Auto Trips List Page:
- User sees a list of trips generated automatically according to dates, budget and countries.
- A trip is illustrated by a picture, its name, the country, dates and duration.

- The list is empty
- List not in accordance with information entered by user.

Trip Timeline Page:
- The timeline of his trip
- Save button

Timeline is empty

Auto Trips List Page:
- User sees a list of trips generated automatically according to dates and budget.
- A trip is illustrated by a picture, its name, the country, dates and duration.

The list is empty or not in accordance with information entered by user. Instead of returning to auto trips list it returns to Auto trips set-up page.

User Goal 1/4 Flow Chart

I know where I want to go and I need to store my travel information in the app.

User Goal 2/4 Flow Chart

I want to connect to my account to see my trip plan, already organized, at a glance.
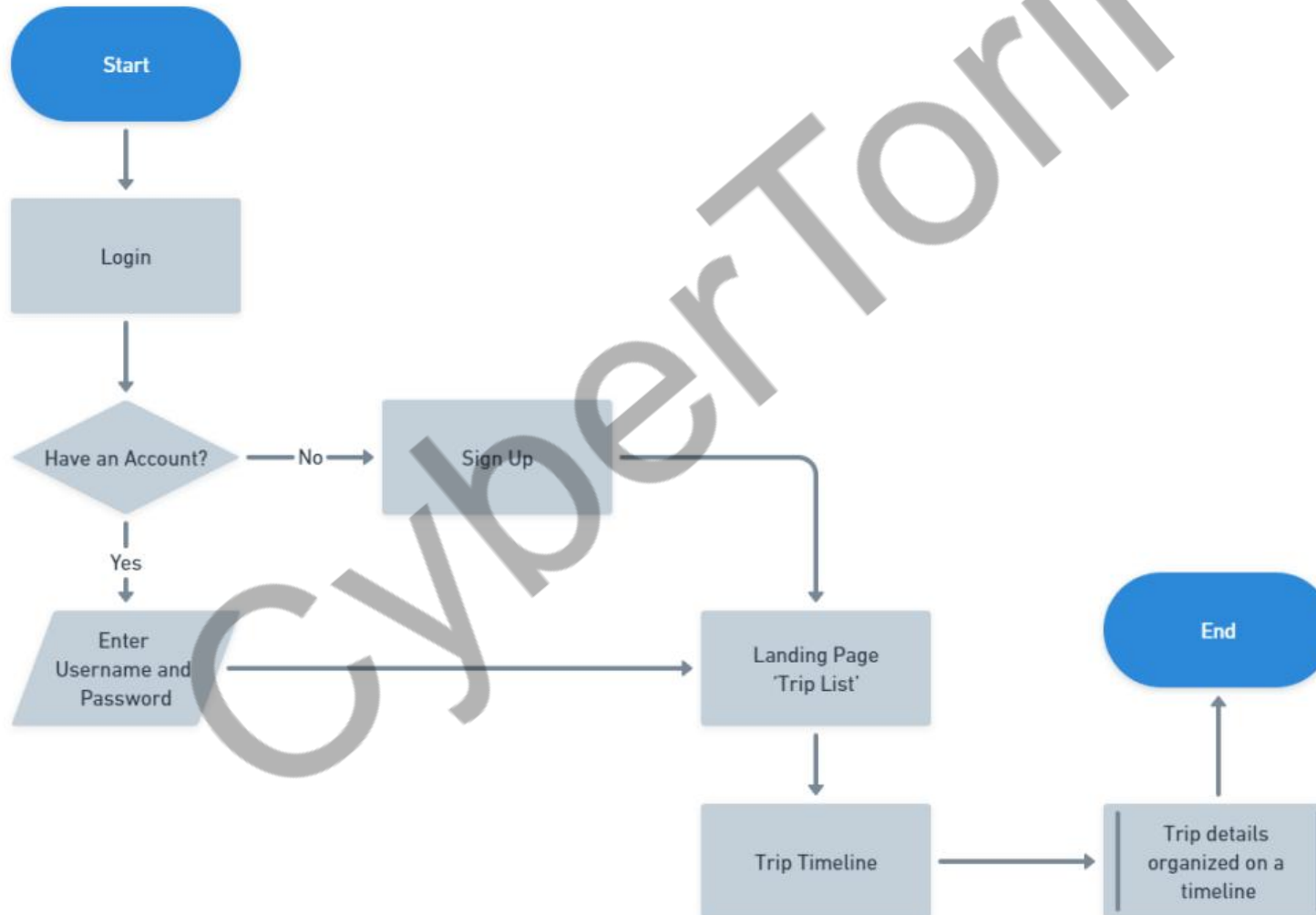
User Goal 3/4 Flow Chart

I want to organize a trip with multiple friends. We all want the shared information on our phones, so we can plan together.
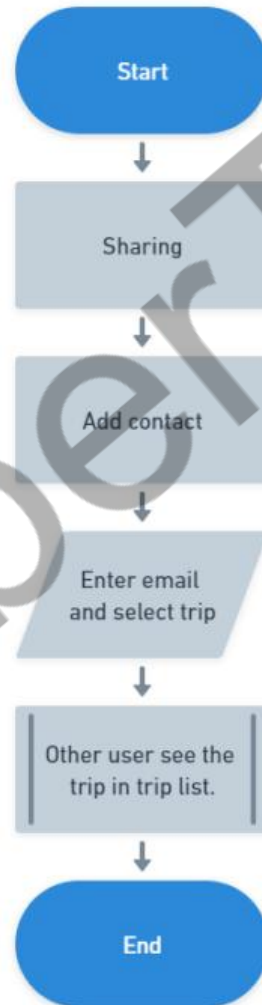
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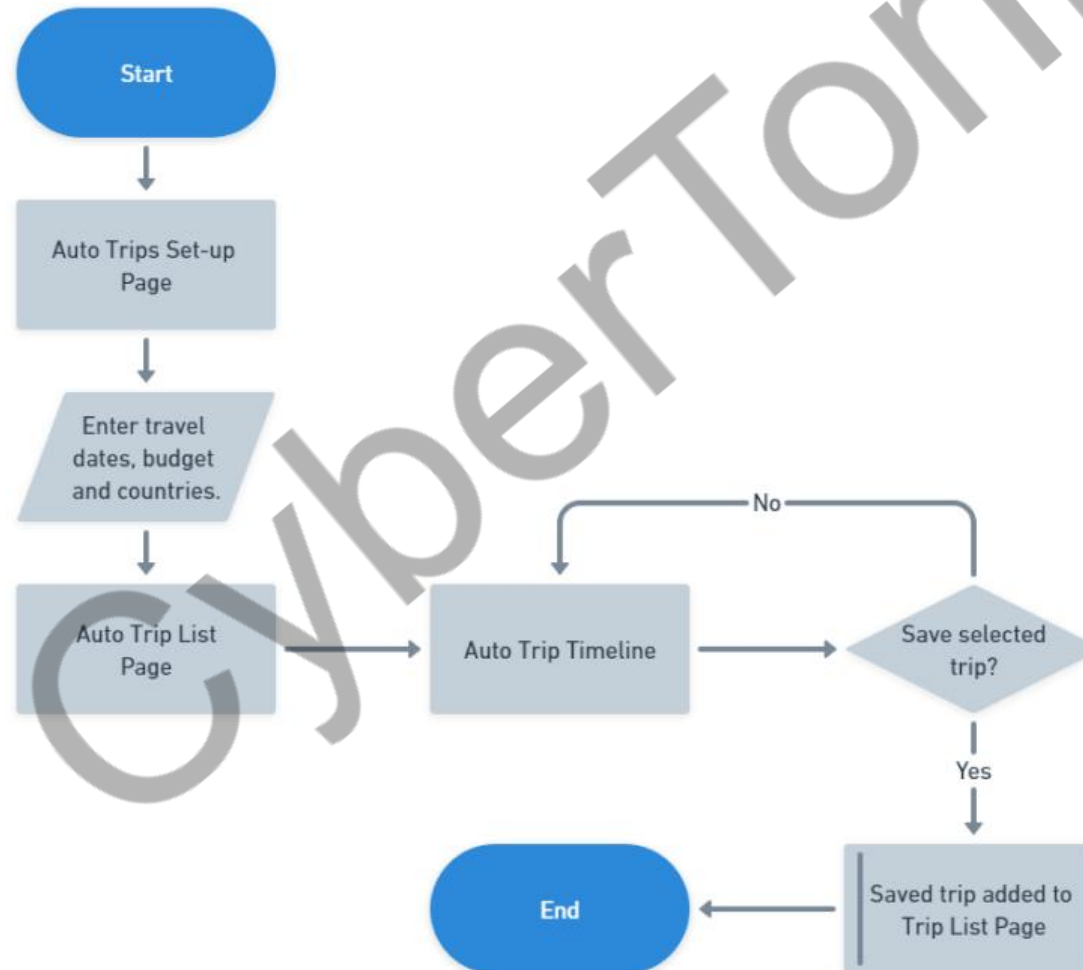
IA (Information Architecture)

```
                              Home page
                                  |
     ┌───────────────┬───────────┴────────────┬────────────────┐
     │               │                        │                │
 ┌───────┐      ┌──────────┐            ┌──────────┐      ┌──────────┐
 │Profile│      │Trip List │            │ Sharing  │      │ Auto Trip│
 └───────┘      └──────────┘            └──────────┘      └──────────┘
     │               │                        │                │
     ├→ Profile      └→ Trip Timeline         ├→ Contact List   └→ Auto Trip List
     │                                        │                         │
     └→ About                                 └→ Trip list to rate       └→ Trip Timeline
          │
          ├→ Policy
          │
          └→ Career
```
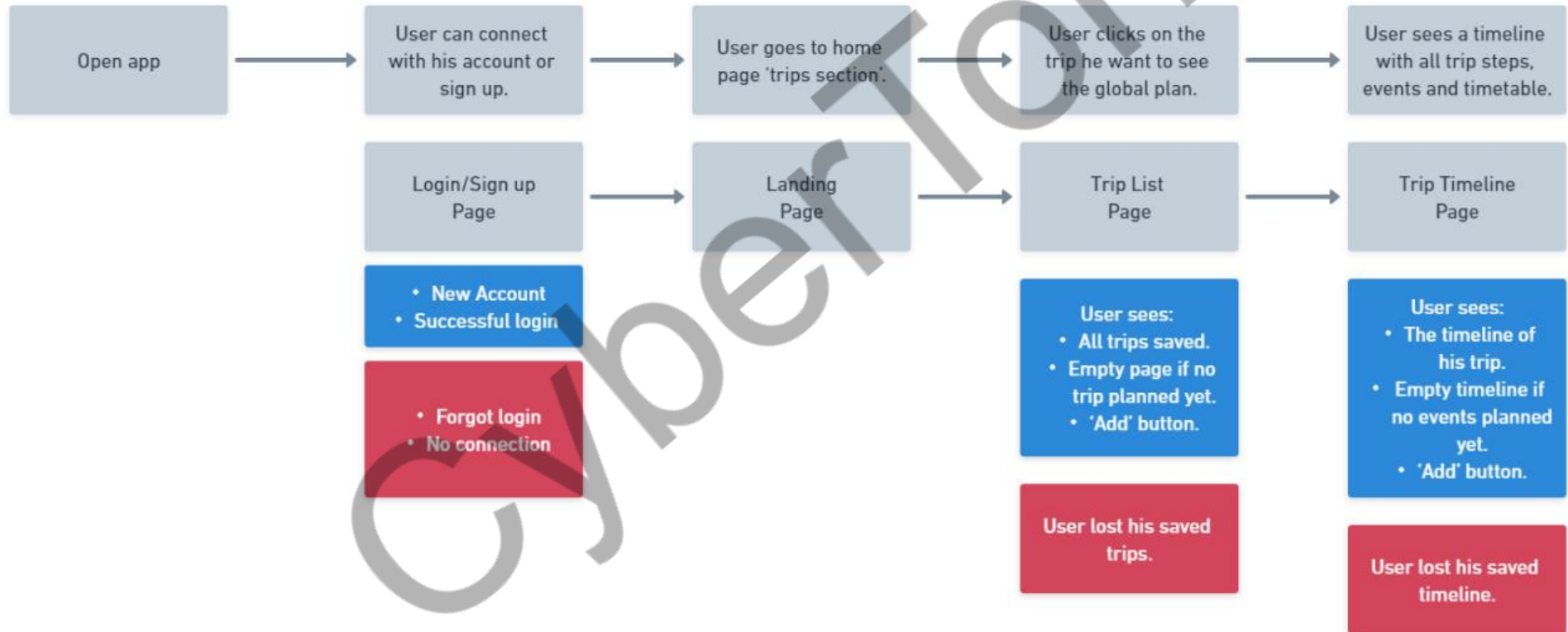
User Goal 1/4 Wire Flow

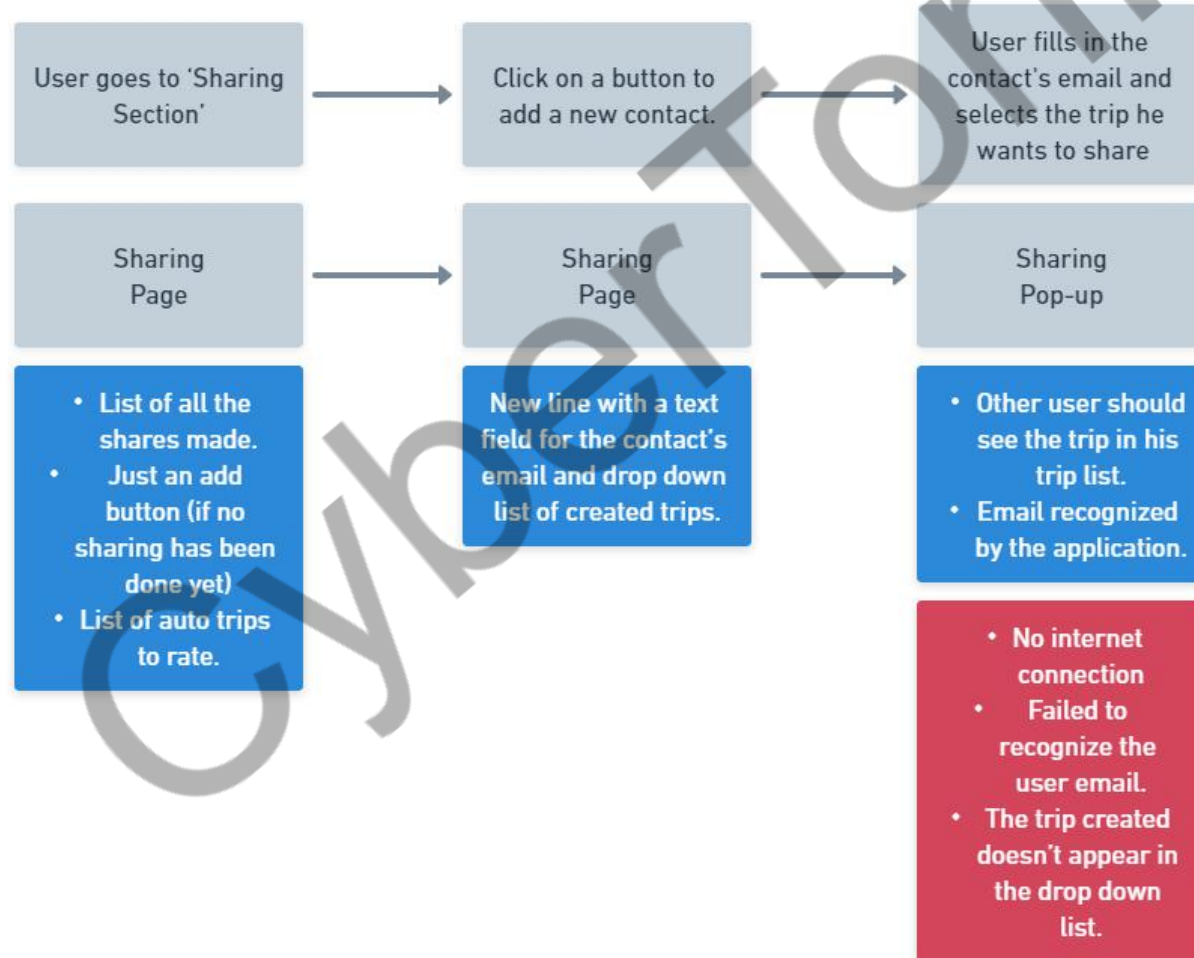I know where I want to go and I need to store my travel information in the app.

User Goal 2/4 Wire Flow

I want to connect to my account to see my trip plan, already organized, at a glance.
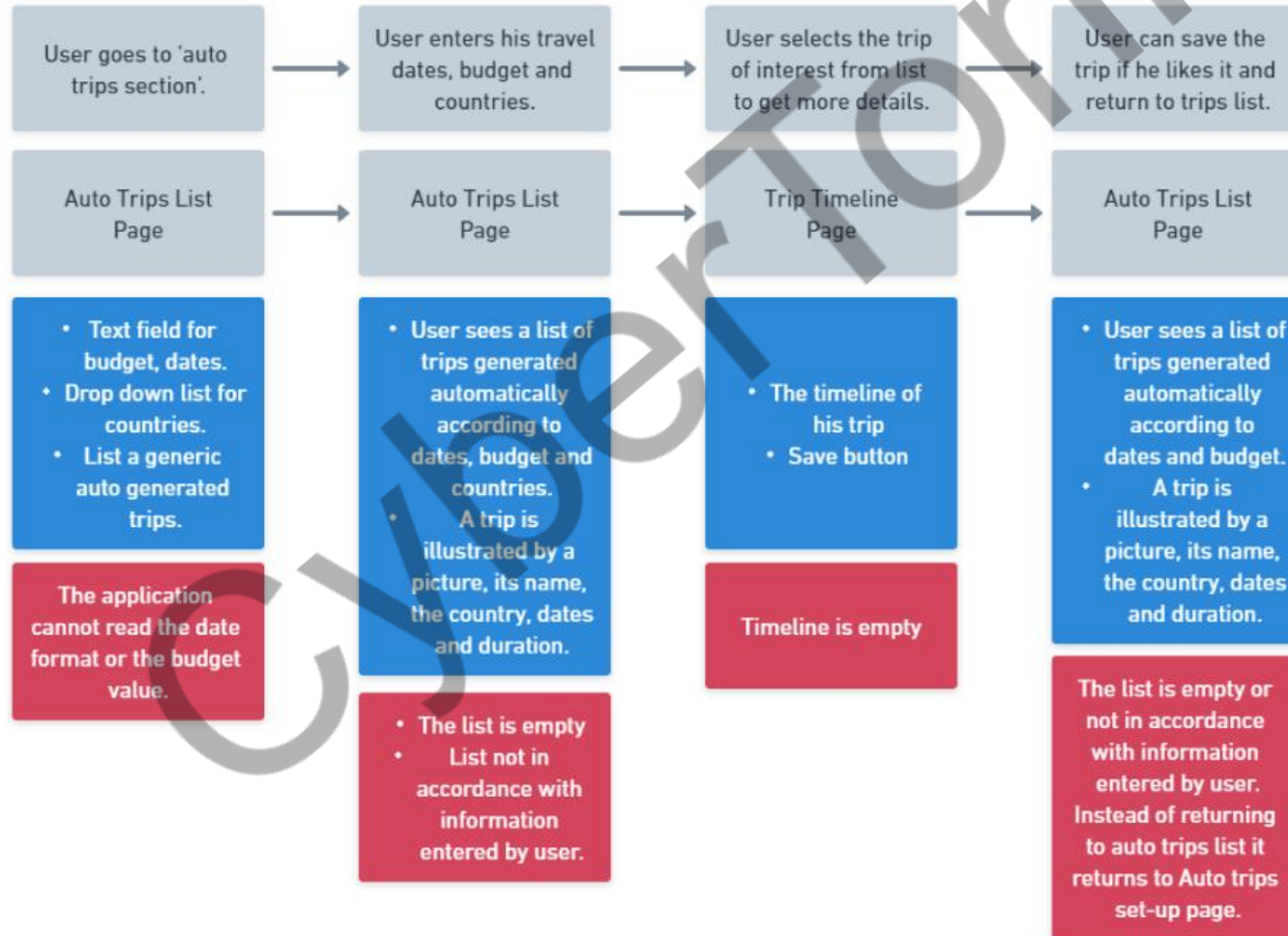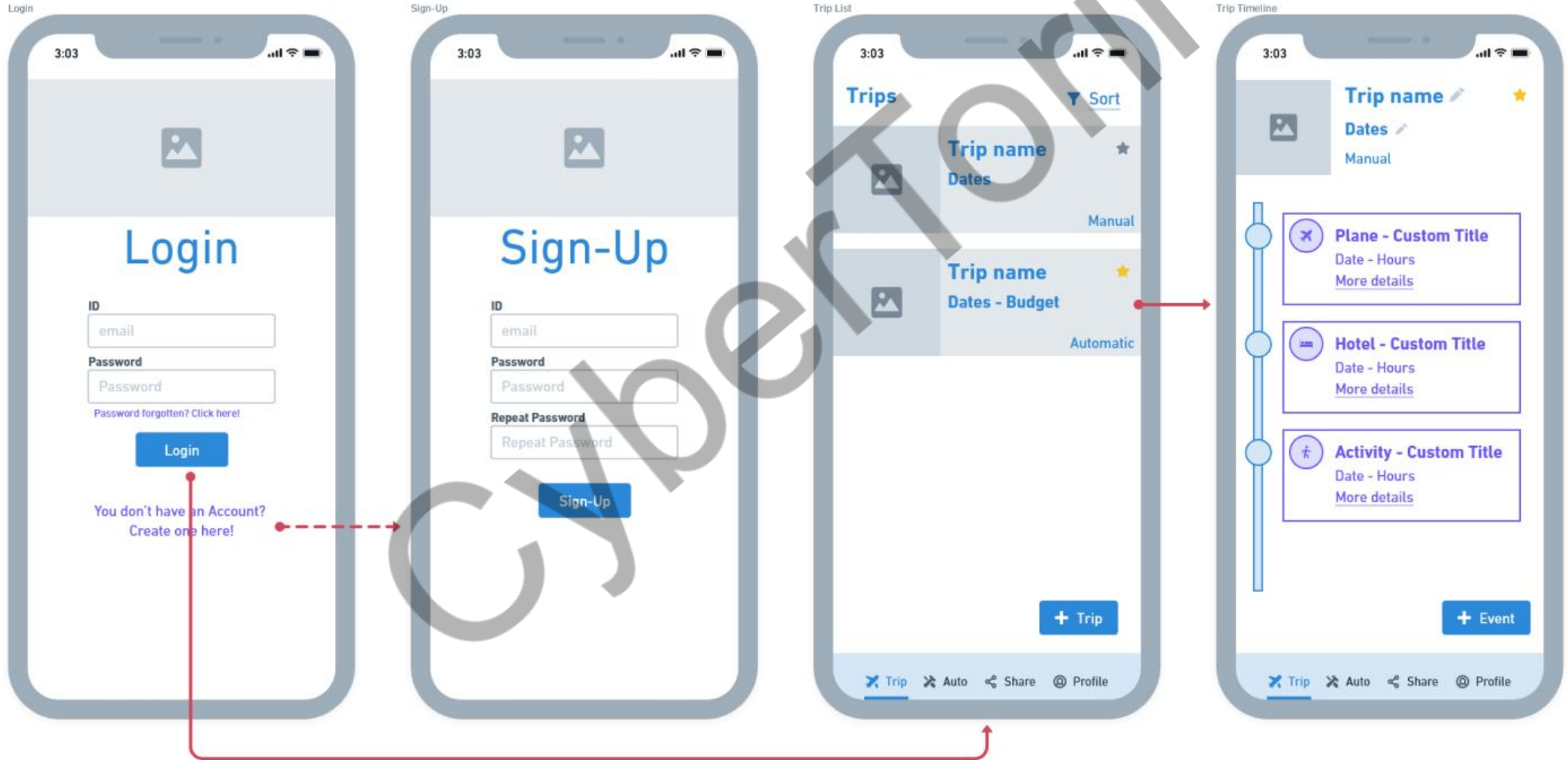
User Goal 3/4   Wire Flow

I want to organize a trip with multiple friends. We all want the shared information on our phones, so we can plan together.

Screen 1 — Trip List sort by Favorites and Catergories

- **3:03**
- **Trips**   ▼ Sort
- Trip name ★ — Dates - Budget — Automatic
- Trip name ★ — Dates — Manual
- **+ Trip**
- ✈ Trip   ✖ Auto   ⌣ Share   @ Profile

Screen 2 — Share

- **3:03**
- **Sharing**
- **Share with your friends**
- **Add friend**
- **Rates auto-trips**
- Trip name — Dates - Budget — ★★★★☆ — 🌱 8 kg of CO2 — ★ Rate
- ✈ Trip   ✖ Auto   ⌣ Share   @ Profile

Screen 3 — Share

- **3:03**
- **Sharing**
- **Share with your friends**
- Email... — Select Trip ⇳
- **Add friend**
- **Rates auto-trips**
- Trip name — Dates - Budget — ★★★★☆ — 🌱 8 kg of CO2 — ★ Rate
- ✈ Trip   ✖ Auto   ⌣ Share   @ Profile

Screen 4 — Trip List sort by Favorites and Catergories

- **3:03**
- **Trips**   ▼ Sort
- Trip name ★ — Dates - Budget — Automatic
- Trip name ★ — Dates — Manual
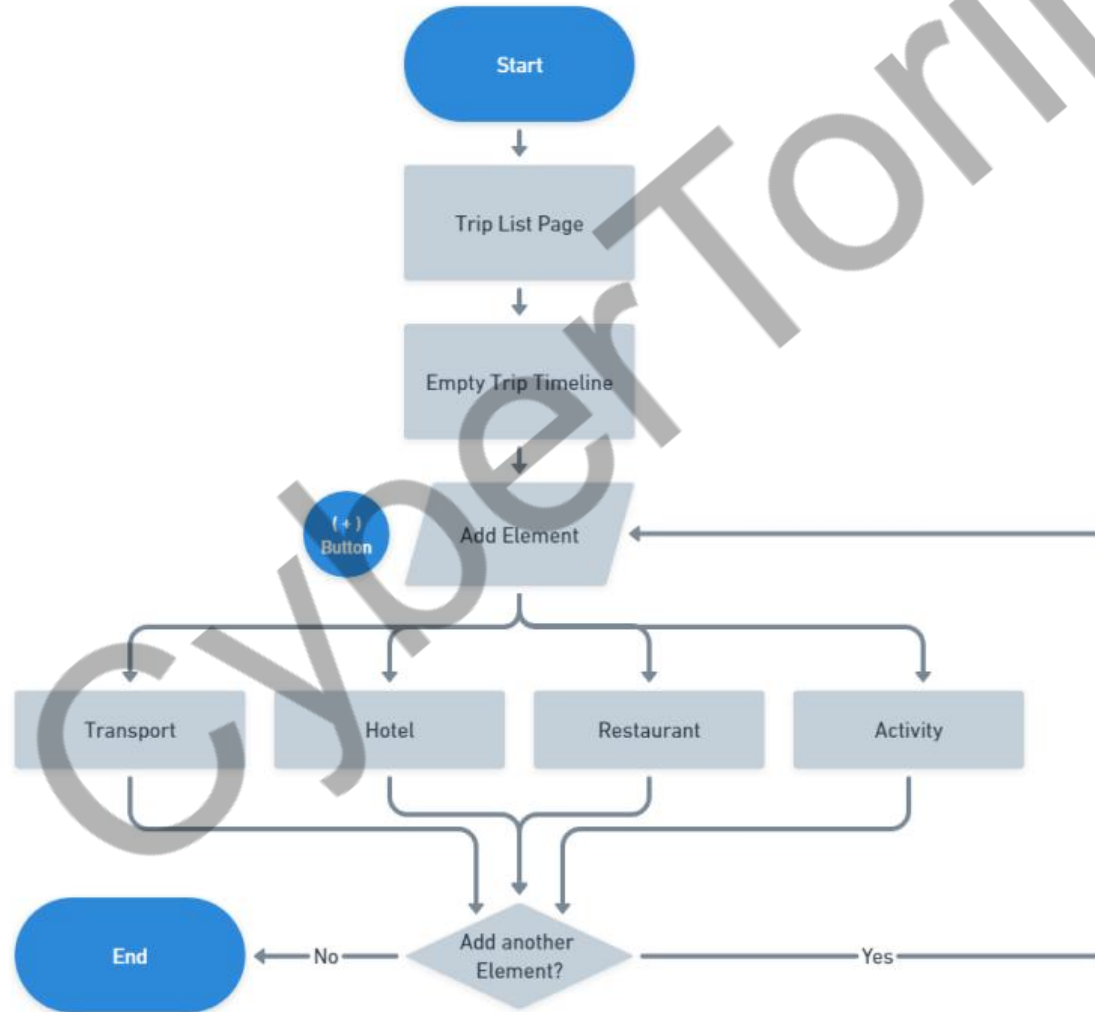- **+ Trip**
- ✈ Trip   ✖ Auto   ⌣ Share   @ Profile

User Goal 4/4 Wire Flow

I wanted to save a trip suggestion from a list based on my date and my budget because I don't know where to go and don't have time to look for it.
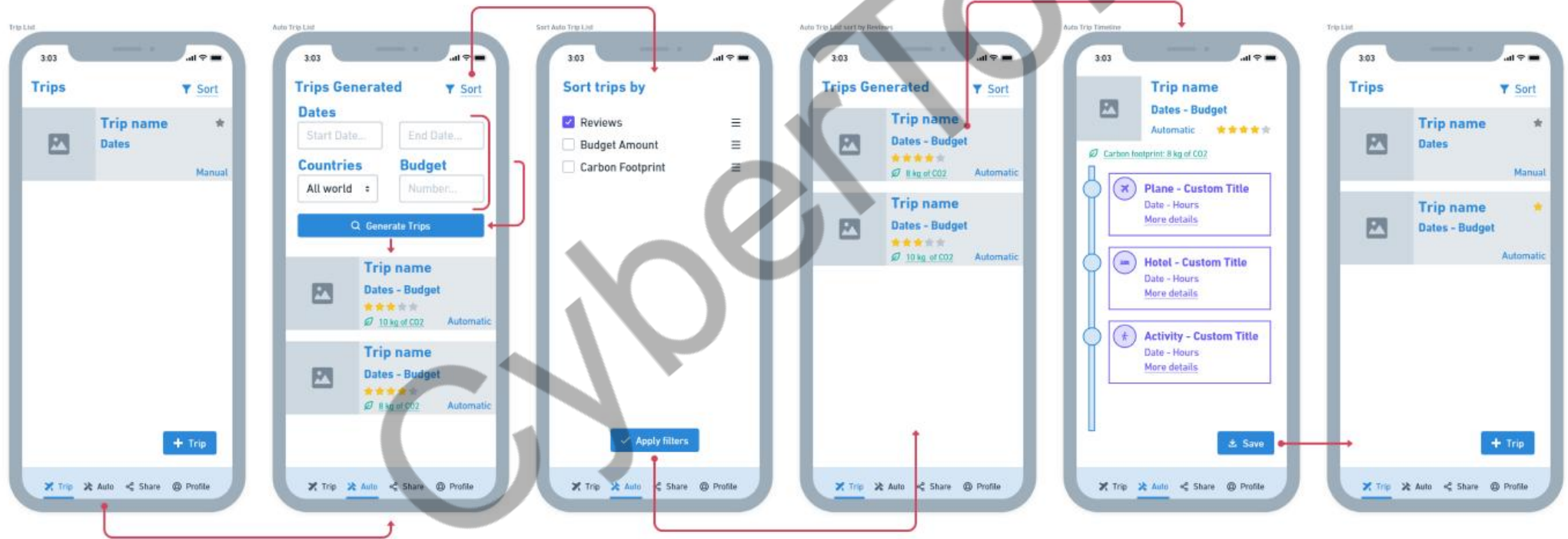
Visual Design Mobile size & Grid

Mobile size

- Based on iPhone 13 / 13 Pro
- Width: 390px
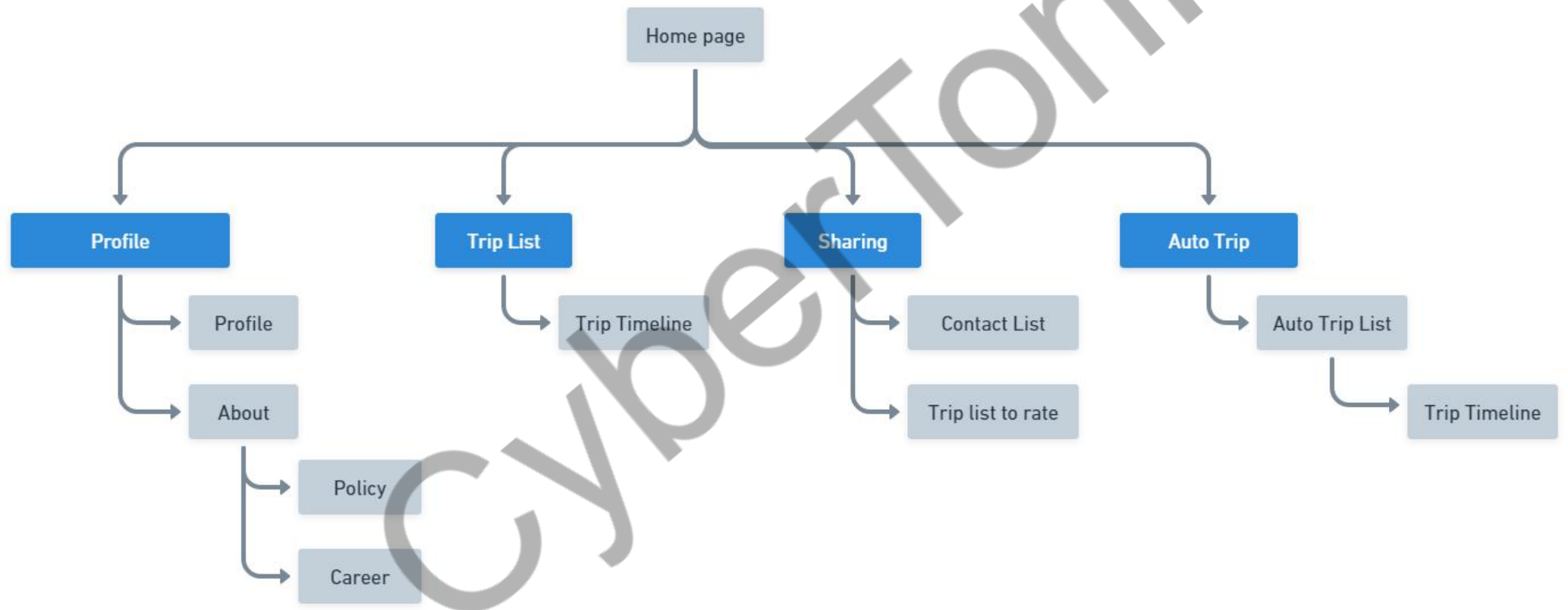- Height: 844px

Grid size

- Columns: 4
- Gutters: 20px
- Margin: 15px
- Column: 75px

844

390

Visual Design Typography & Colors

Typography

- Font family: Plus Jakarta Sans
- Title: 20px
- Text: Semi Bold 20px
- Subtitle: Semi Bold 16px
- Description: Semi Bold 14px
- Complement: Medium 14px

| Primary colors

004A9A

2575CC

| Secondary colors

C09506

FEBB02

| Background colors

A3A3A3

F2F2F2

FFFFFF

| Text colors

000000

FFFFFF

| Other colors

007D00

10E910

Visual Design   Icons & Shapes

Icons

- Filled icons
- Size between 18px and 25px
- Black icons on secondary color
- White icons on primary color

🔍 **Create trips**

Egypt
2023 Apr 01 – 2023 Apr 15
10 000 € – 4 people
🍃 6.2 T of CO_2

Buttons border-radius: 6px

Text Fields border-radius: 10px

Trip Cards border-radius: 10px

Images border-radius: 10px
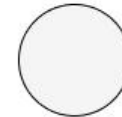
Circle buttons border-radius: 50%

Smart Trip

- Trip because it's a travel application.
- Smart because it allows you to organize your trip and generate new trip according to specific settings.
- Plane icon to illustrate the travel.
- Glasses that symbolize intelligence.

Smart Trip
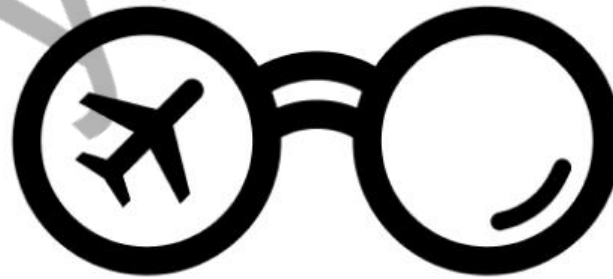
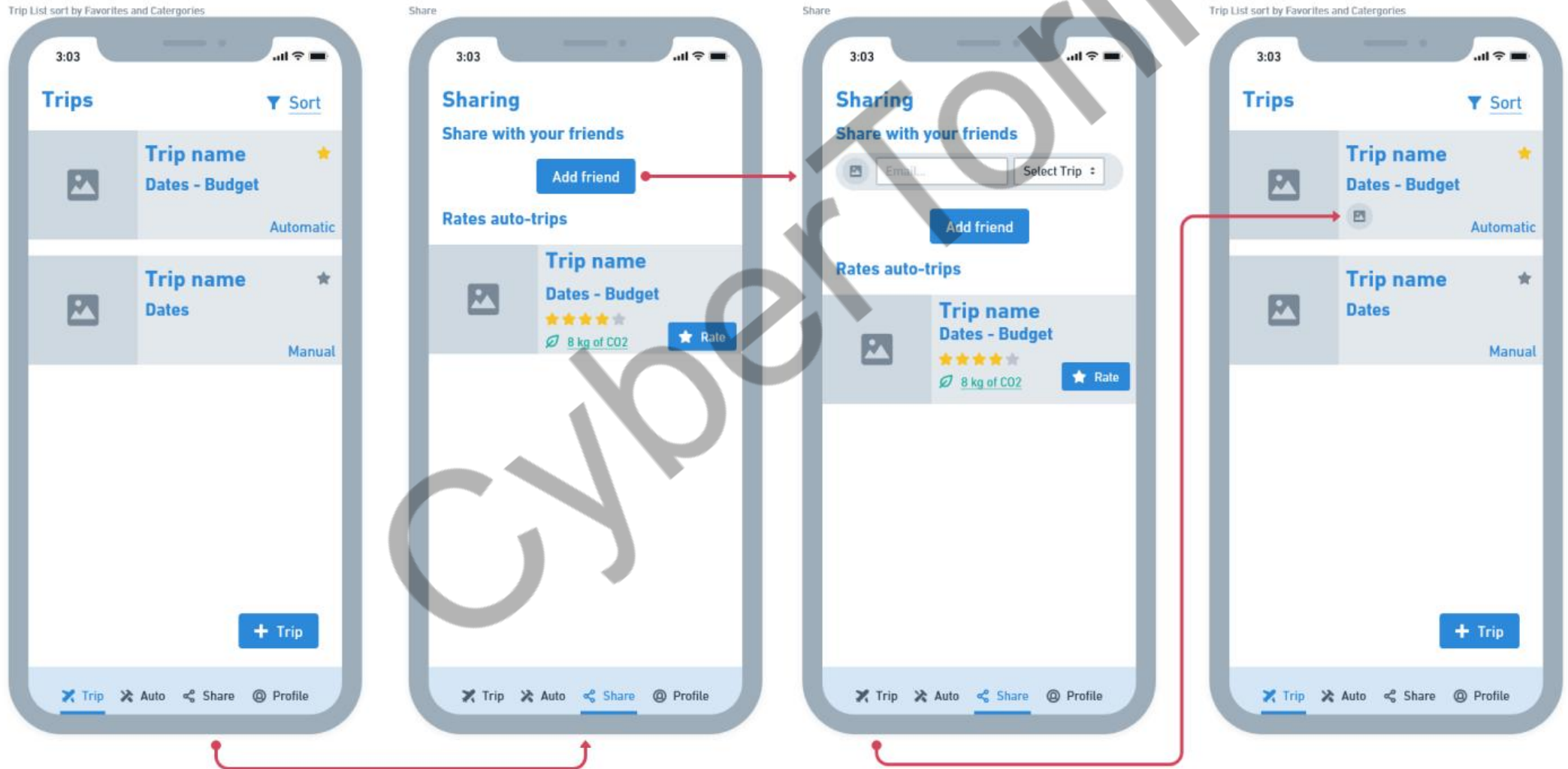I know where I want to go and I need to store my travel information in the app.

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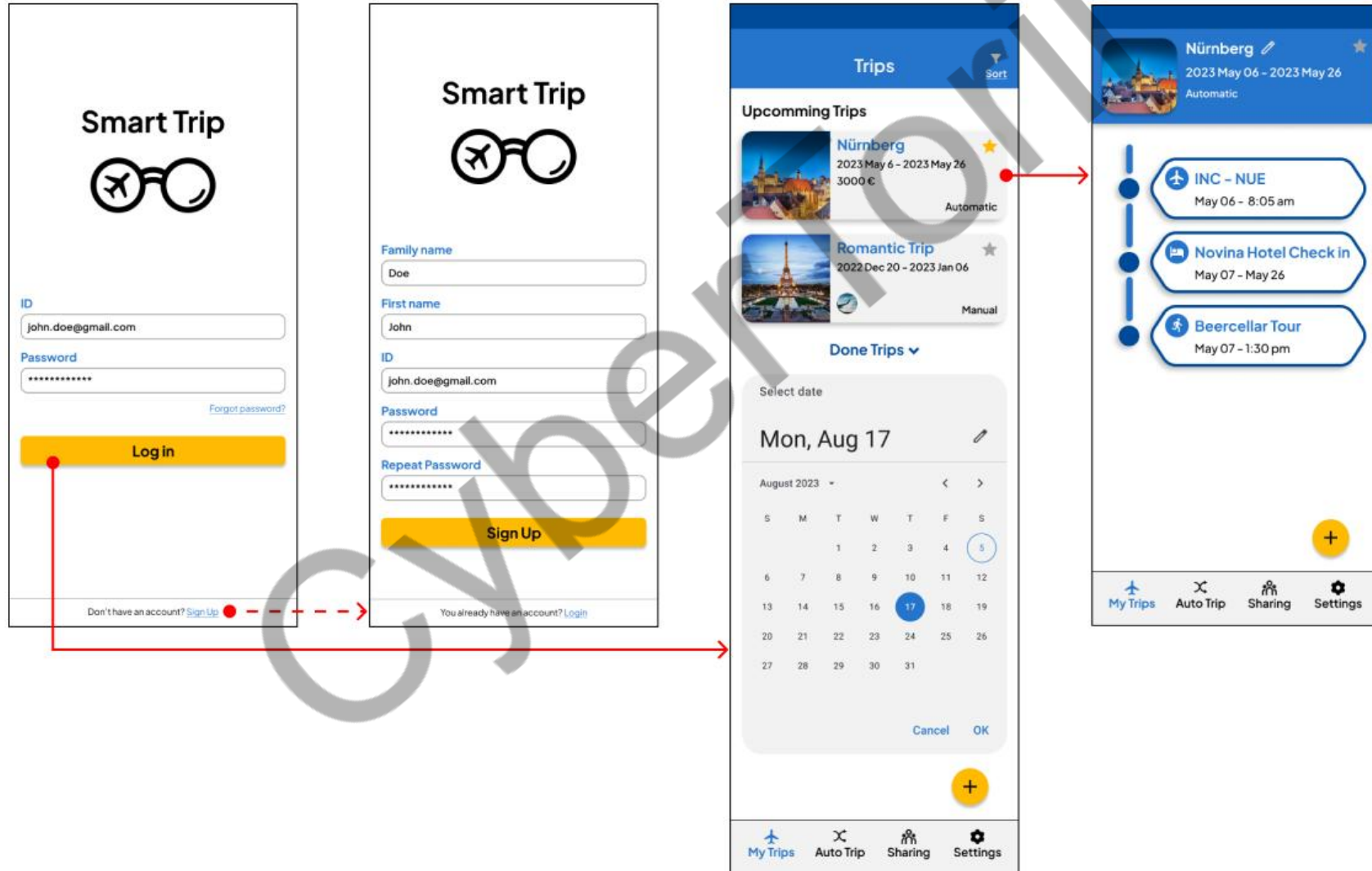
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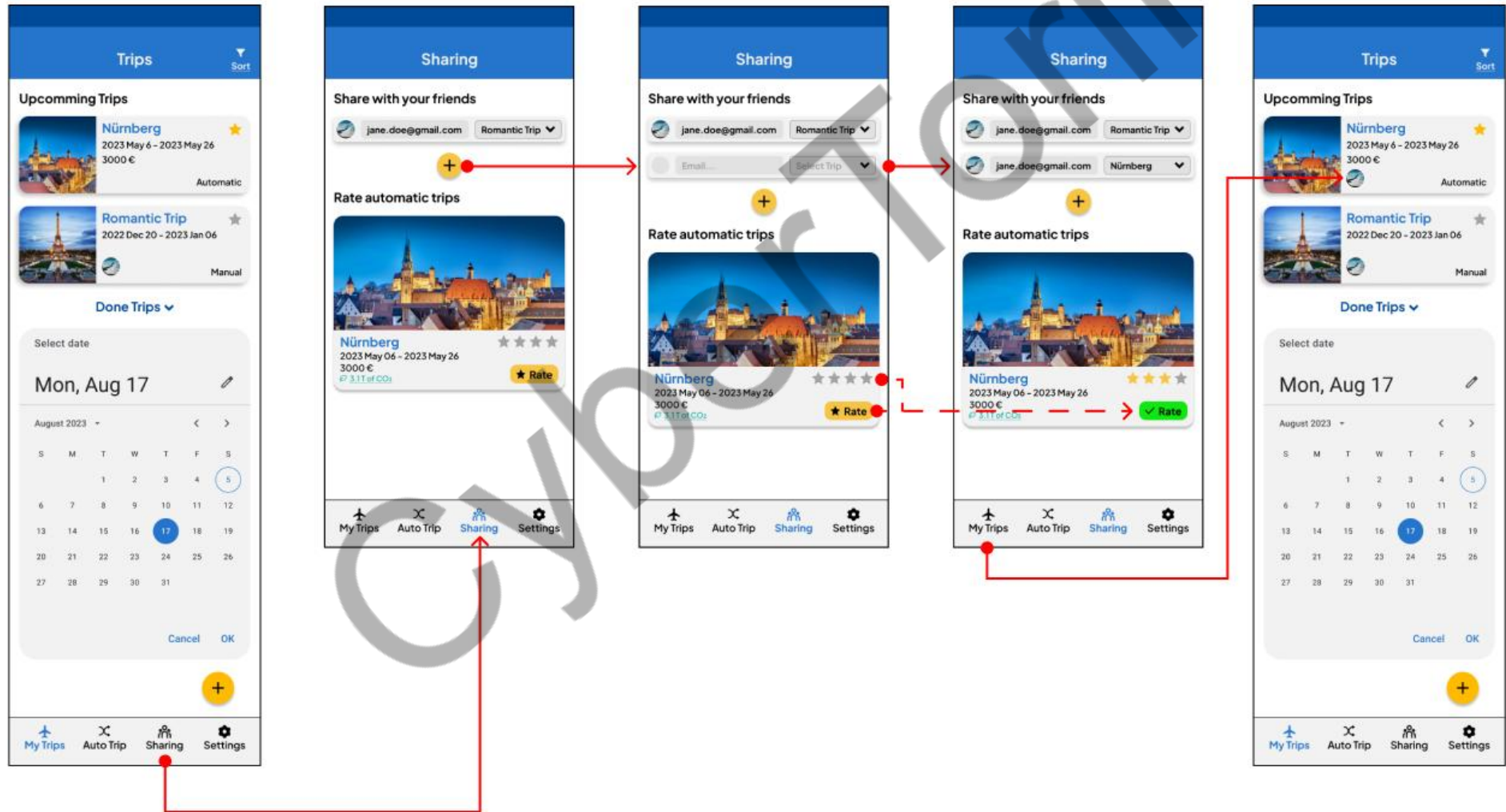
User Goal 4/4 User Flow

I wanted to save a trip suggestion from a list based on my date and my budget because I don't know where to go and don't have time to look for it.

User Goal 4/4 User Flow

I wanted to save a trip suggestion from a list based on my date and my budget because I don't know where to go and don't have time to look for it.

Visual Design Global User Flow

Trips

Upcomming Trips

Romantic Trip
2022 Dec 20 - 2023 Jan 06
Manual

Past trips ⌄

Select date
Mon, Aug 17

August 2023
S M T W T F S
1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30 31

Cancel OK

My Trips | Auto Trip | Sharing | Settings

Trips Created
Sort

Advanced research ⌃
Date
Departure... | Arrival...
Travelers | Budget
Number... | Number...
Location
Select Location
🔍 Create trips

Egypt ★★★★
2023 Apr 01 – 2023 Apr 15
10 000 € - 4 people
🌿 4.2 T of CO₂

Iceland ★★★★
2023 Mar 10 – 2023 Mar 31
8 000 € - 3 people
🌿 3.5 T of CO₂

My Trips | Auto Trip | Sharing | Settings

Trips Created
Sort

Advanced research ⌃
Date
2023/05/06 | 2023/05/26
Travelers | Budget
2 | 3000
Location
Whole World
🔍 Create trips

New Zealand ★★★
2023 May 6 – 2023 May 26
2800 € - 2 people
🌿 4.2 T of CO₂

Nürnberg ★★★★
2023 May 6 - 2023 May 26
3000 € - 2 people
🌿 3.1 T of CO₂

My Trips | Auto Trip | Sharing | Settings

Sort trips by

☑ Reviews
☐ Budget Amount
☐ Carbon Footprint

Apply filters

My Trips | Auto Trip | Sharing | Settings

Trips Created
Sort

Advanced research ⌃
Date
2023/05/06 | 2023/05/26
Travelers | Budget
2 | 3000
Location
Whole World
🔍 Create trips

Nürnberg ★★★★
2023 May 6 - 2023 May 26
3000 € - 2 people
🌿 3.1 T of CO₂

New Zealand ★★★
2023 May 6 – 2023 May 26
2800 € - 2 people
🌿 3.1 T of CO₂

My Trips | Auto Trip | Sharing | Settings

Nürnberg
2023 May 06 - 2023 May 26
3000 €
🌿 3.1 T of CO₂ ★★★★

INC – NUE
May 06 - 8:05 am

Novina Hotel Check in
May 07 - May 26

Beercellar Tour
May 07 - 1:30 pm

Save

My Trips | Auto Trip | Sharing | Settings

Nürnberg ✏️
2023 May 06 - 2023 May 26

INC – NUE
May 06 - 8:05 am

Novina Hotel Check in
May 07 - May 26

Beercellar Tour
May 07 - 1:30 pm

My Trips | Auto Trip | Sharing | Settings

Trips
Sort

Upcomming Trips

Romantic Trip
2022 Dec 20 - 2023 Jan 06
Manual

Nürnberg
2023 May 6 – 2023 May 26
3000 €
Automatic

Past trips ⌄

Select date
Mon, Aug 17

August 2023
S M T W T F S
1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30 31

Cancel OK

My Trips | Auto Trip | Sharing | Settings

Sort trips by

☑ Favorites
☐ Categories
☐ Trip Dates
☐ Last Created

Apply filters

My Trips | Auto Trip | Sharing | Settings

Trips
Sort

Upcomming Trips

Nürnberg
2023 May 6 – 2023 May 26
3000 €
Automatic

Romantic Trip
2022 Dec 20 - 2023 Jan 06
Manual

Done Trips ⌄

Select date
Mon, Aug 17

August 2023
S M T W T F S
1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30 31

Cancel OK

My Trips | Auto Trip | Sharing | Settings

Sharing

Share with your friends
jane.doe@gmail.com | Romantic Trip

Rate automatic trips

Nürnberg ★★★★
2023 May 06 - 2023 May 26
3000 €
🌿 3.1 T of CO₂   ★ Rate

My Trips | Auto Trip | Sharing | Settings

Sharing

Share with your friends
jane.doe@gmail.com | Romantic Trip
Email... | Select Trip

Rate automatic trips

Nürnberg
2023 May 06 - 2023 May 26
3000 €
🌿 3.1 T of CO₂   ★ Rate

My Trips | Auto Trip | Sharing | Settings

Sharing

Share with your friends
jane.doe@gmail.com | Romantic Trip
jane.doe@gmail.com | Nürnberg

Rate automatic trips

Nürnberg ★★★★
2023 May 06 - 2023 May 26
3000 €
🌿 3.1 T of CO₂   ✓ Rate

My Trips | Auto Trip | Sharing | Settings