Travel App
UX/UI Casestudy

BeeNext
keep buzzin

Renu Vaswani
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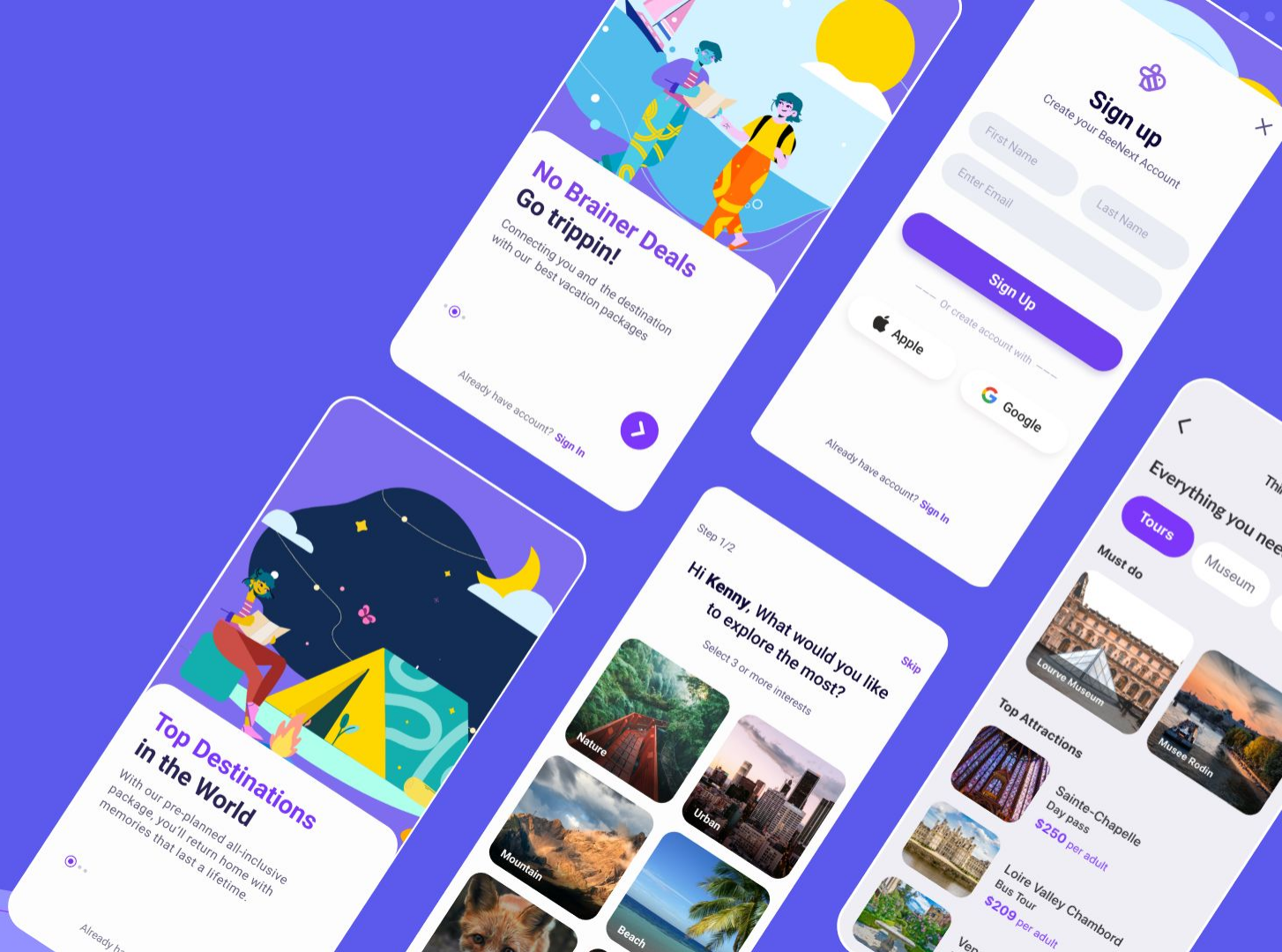


Project Background

BeeNext
keep traveling

"One-stop, One click, and many vacations."

Renu Vaswani
UI/UX Researcher, Designer & Project Lead

BeeNext is a concept travel app project that I worked on during the UC Berkeley UX/UI Certification. This project discusses the best practices for designing a mobile application from concept to completion using industry guidelines and accessibility as a guide.
I led the project from research to design with two team members, mentoring them during that process.

Tools Used

BeeNext Case study

User Research - Slide 7- 17

Definition and Ideation- Slide 18- Slide 28

Prototype- Slide 29- Slide 40

Usability Testing- Slide 41- Slide 48

Iterations & Design- Slide 49- Slide 54

Interactive prototype- Slide 55

About

"BeeNext, an all-inclusive mobile travel app, offers travelers handcrafted, budget-aware travel packages customized to their tastes."

Platform Compatibility

Project Duration

4 weeks 40+ Screens

Project Overview

The Problem

According to a study looking at traveler's travel behavior in 2021, a large number of individuals believe that booking a trip is time-consuming and pricey, as they must book flights, hotels, and rental cars separately. Additionally, they need to research the activities, sightseeing, and Covid -19 restrictions at a particular destination.

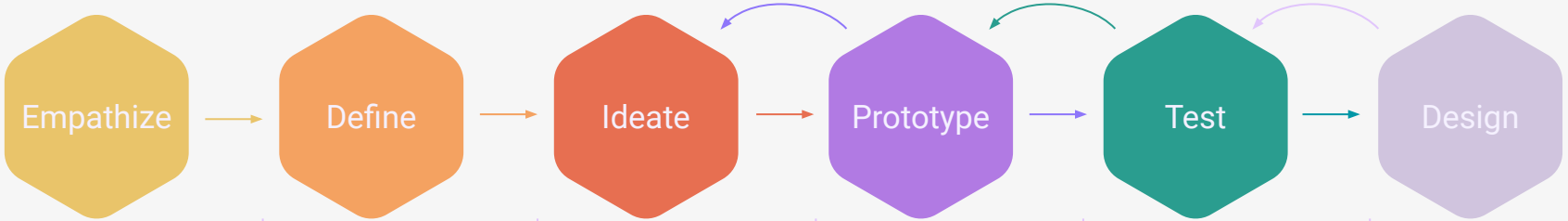
The Solution

BeeNext, an all-in-one travel app, offers travelers preplanned all-inclusive, budget-aware travel packages customized to their tastes. With **BeeNext Plan™**, let us plan for you, take care of your safety, and get recommendations all together with zero stress.

User Research

Design Process

Our design strategy shows the value of a product and the service it will bring to people. Our goal was to accomplish this in the given time frame by following the double diamond process, involving these six steps.



- Research plan
- User Interviews & Insights
- Competitive analysis
- Affinity Diagram
- Empathy Mapping

- User Persona
- Problem Statement

- Value Proposition
- Storyboard
- Journey Map
- User Flow

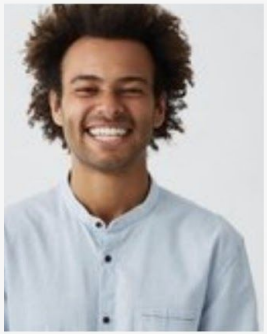
- Sketches
- Low fidelity Wireframes
- Mid fidelity Wireframes

- Usability testing plan
- Usability testing

- High Fidelity Prototype (Work In Progress)

Proto Persona

In the next step in our process, we created a "proto-persona" of our target users and audience based on the assumptions of our stakeholders. As a result of creating this ad-hoc persona, we were able to design and build the research plan without getting bogged down in the details of user behavior.



Kenny Joseph

Age: 32, Male
Job: Client service manager
Income: $90k
Location: San Francisco
Relationship: Single

Behavioral Demographics

"I travel to collect memories not things."

- Kenny is an adventurous guy who loves to learn about new culture.
- He loves to experience local food and non touristy places.
- He loves experimental cooking.
- Loves to research about his travel destinations for better experience.

Goals and Needs

- Wants great deals.
- Wants a great kitchen at his rental home to cook.
- Wants Smooth booking experience. Easier payment options.
- Is interested in good reviews

Pain Points and Potential solutions

- Trouble making smooth payments.
- Finds some airbnb homes too expensive to stay.
- Feels reviews should be authentic.
- Looks for authentic reviews.

Solutions

- Better payment options.
- Verified Reviews.
- Show him better deals.

miro

Interview Plan

Our user researcher interview plan focused on understanding how people feel about traveling post-pandemic. And, how can we improve their travel experience?

The purpose of our study was to understand the user behaviour, needs, motivation and struggles while planning their trip in these uncertain times. This helped us discover what could be the fundamental goals and challenges of a modern traveller.

We followed two research methods:

Quantitative: In quantitative we surveyed 25 participants, ages 21-58. We focused on understanding user's demographic and their preference to stay, tools they used, travelling post pandemic, types of tourism etc.

Qualitative: In qualitative research we interviewed 5 users, ages 21-58 who travels at least twice a year.

Interview Transcripts

“Planning a vacation needs a lot of research, wish somebody would do it for me”
-**Sid, 38**

“Bang for my buck”
-**Maddie, 25**

“I need a vacation after vacation”
-**Dinesh, 40**

“I look for safer stay options, less crowded places, close to nature”
-**Ciara, 23**

“Vacation is good for my mental health”
-**Arjun, 30**

Link to pdf: click here **Link to video:** click here

User Interview

Maddie
25, LA

Adventur-ous traveler	Feels Fresh after trip	Social distancing
Looks for travel insurance	Influenced by Social media	Looks for Combo deals
Covid concern	Prefers Airbnb	Prefers Delta coz of safe seat options
Bike around, Hiking	Keeps Copy of passport	Use google calendar
	Talking App	

Sid
38, LA

Impulsive explorer	Rent a car/ drives his own	Wants Group cordination
Loves non touristy places	Compares Deals	Prefer Hostels over Hotels
Influenced by Social media.	Activities Hiking	Talking App
Budget traveller	Would love app give recommen-dation	Desktop stop over phone for booking

Dinesh
40, SFO

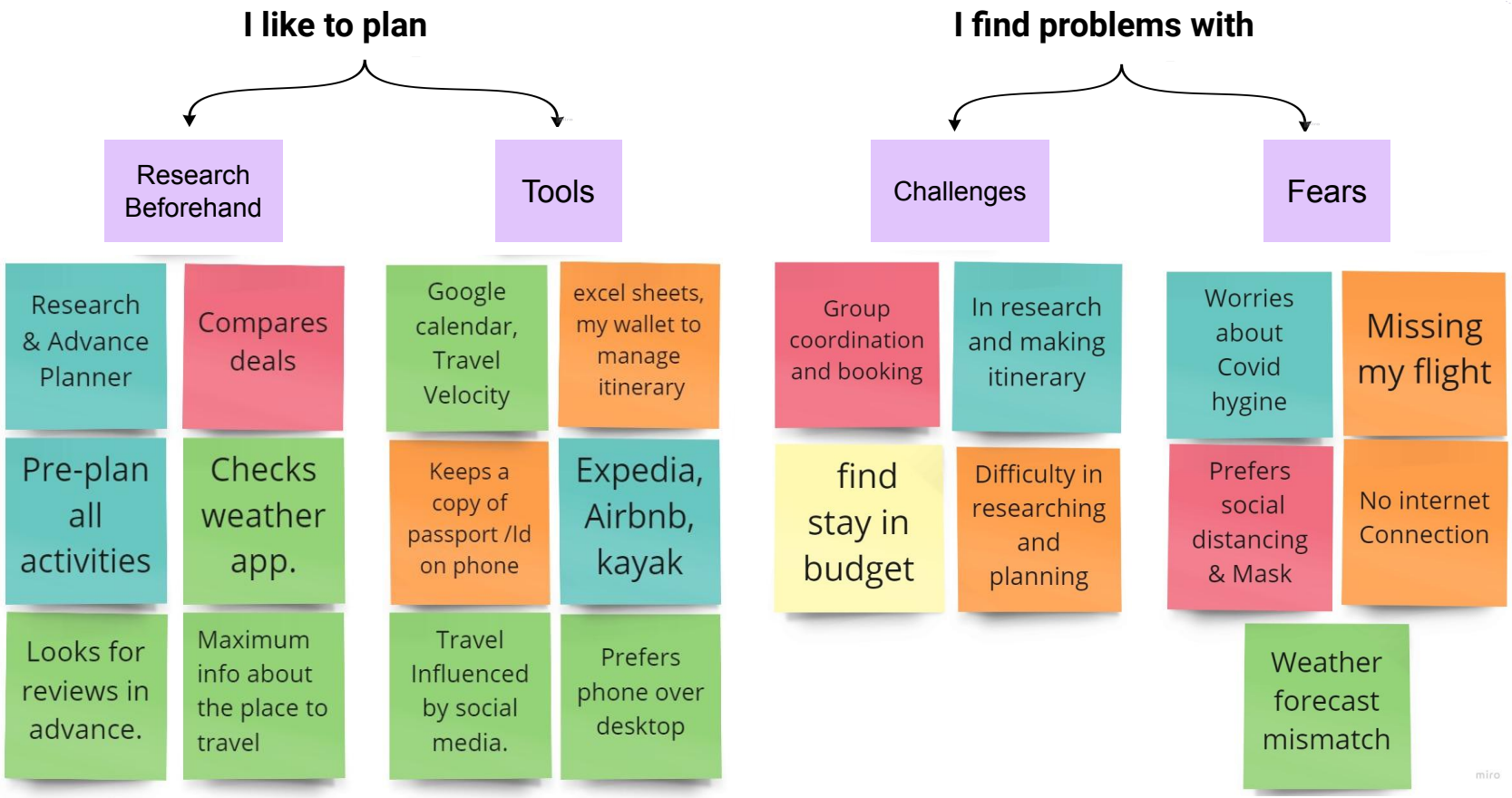
Occasional Traveler	Keeps budget in mind	Advance Planner
Youtube influences travel decisions	Covid is a concern	Rents a car
Prefers hotels over Airbnb for safety concerns	Looks for all inclusive travel plan	Good to have voice command feature
Challenges: To research and make an itinerary	Uses Kayak and Airbnb	Good to have app give suggest-ions
	Looks for travel deals	

Affinity Diagram

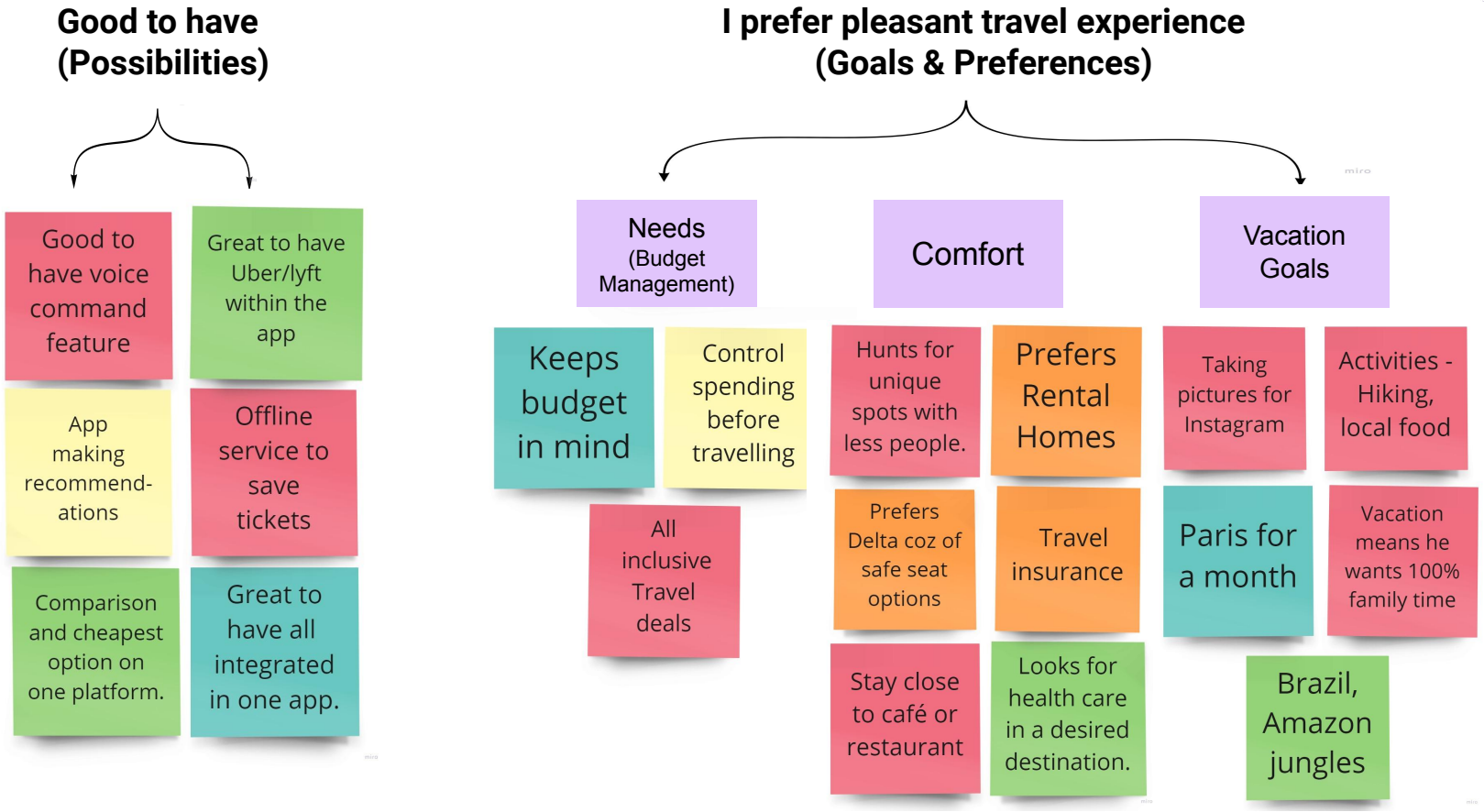
After getting the user insights, we categorized them into **five broad categories planning, problems, possibilities, expectations, and the kind of traveler they are**.

Each of these five categories breaks down into the actions the user performed, the tools used for planning, and the choices made by the user. We learned about the challenges and fears that an average traveler faces, as well as their needs.

Affinity Diagram



Affinity Diagram



Empathy Map

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Thinks & Feels

- Loves non touristy places
- Vacation means he wants 100% family time
- Rejuvenated after vacation
- Need good travel deals
- Influenced by social media for travel decision.
- Love travel Journal

Says

- combo deals Flight, stay, rental car.
- Trip needs to be budget Friendly
- Looks for health care insurance internationally.
- Looks for travel insurance
- Like to meet new people
- "I believe I am not gonna make most out of a trip if I am not prepared".

Does

- Research beforehand
- Compares deals/ looks for best
- Uses Google calendar, Kayak.
- Checks weather app.
- Picks Delta coz of safe seat options
- Rents a car
- Ski, Bungee jumping, water sports, camping.
- Taking pictures for Instagram

See

- Unique spots with less people.
- Close to nature, beach, Mountains
- Brazil, Amazon jungles
- Sight Seeing, Museums

Pain

- Covid Safety is still a concern
- Missing my flight
- Difficulty in researching and planning
- Reviews should be genuine
- No Internet

Gain

- App making travel Suggestion
- Great to have All inclusive deals
- Offline service to save tickets & reservations
- Any travel is good for "Mental Health"
- Would love voice command

User Persona

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Tucker

"Travelling to me is exploring new places with new food options and memberable experiences"

#travelfreak #vacationgoals

DEMOGRAPHIC

AGE: 35
JOB TITLE: Founder- IT Tech
STATUS: Married
LOCATION: Seattle, WA

ABOUT

Tucker is a founder of a startup and an avid traveler and believes in exploring different cultures, trying new cuisines and making new friends. He gets frustrated with the amount of researching he has to do. He wishes to spend more time on vacation and less on planning.

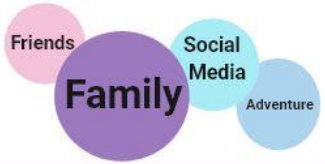
GOALS

- Want to have all integrated in one app Itinerary Planning, Flights, Hotel & Car Rental.
- Find a great deal in budget.
- Look for places which follows covid protocols.

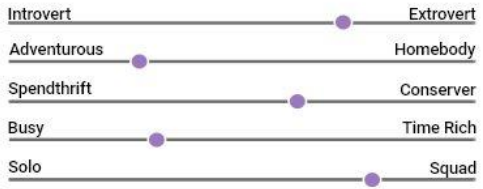
MOTIVATION

- Traveling to new countries and meet people of different cultures.
- Escape from stressful work.
- Explore the outdoors.
- Spend quality time with family & friends.
- Trying new cultural cuisines.

INFLUENCED BY



PERSONALITY



FRUSTRATION

- Wasting time browsing other apps offers.
- Find group coordination and booking a challenge.
- Finding less crowded places especially in covid.
- Lack of communication with rental home Co.

FAVORITE APPS

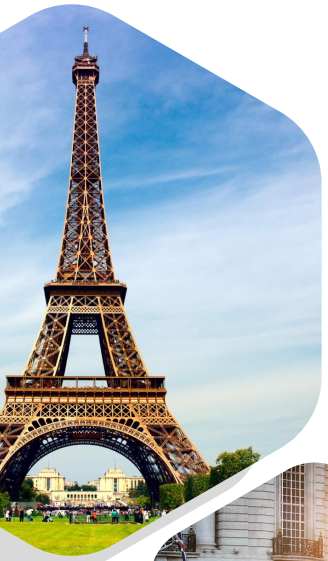
Definition & Ideation

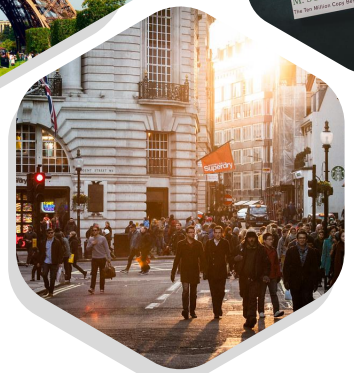
User Insight

As an avid traveler, **Tucker needs to feel more organized for his upcoming trip post-pandemic** because he had difficulty researching, planning, and getting accurate information about various destinations.

We found from our user interviews and surveys, travelers are interested in an easy way to get travel packages on one platform, which are tailored to their preferences.

Problem Statement





Our observations reveal that consumers have a hard time booking hotels, flights, and car rentals on a single platform that is within their budget

How might we help travelers facing challenges with research and travel bookings improve their travel experience so they feel planning is an easy task rather than a tedious one?

Ideation & Brainstorming

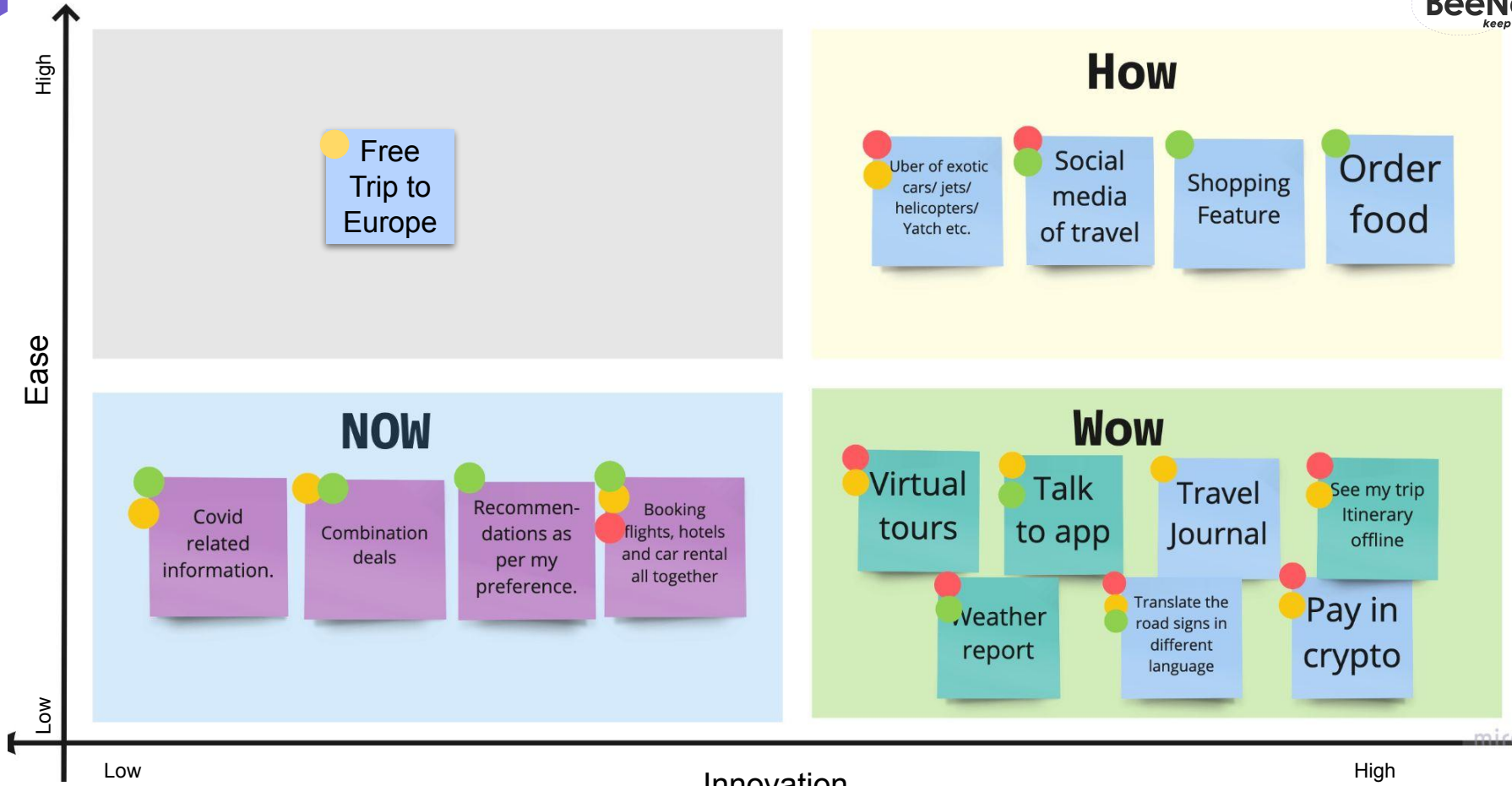
As they say “No Idea is a bad idea” that is literally what we did in brainstorming. The idea for our team was to pour out any idea possible without any judgments.This allows us to flow freely and think in all sorts of directions. The prime focus is to get quantity of ideas because any idea can change your app.

After gaining the deep understanding of our user’s needs and goals, we as a team decided to brainstorm , vote and use the method “I Like” ,”I wish” and “What if” to give us a better perspective on our user likings and their needs and also to help us with feature prioritization.

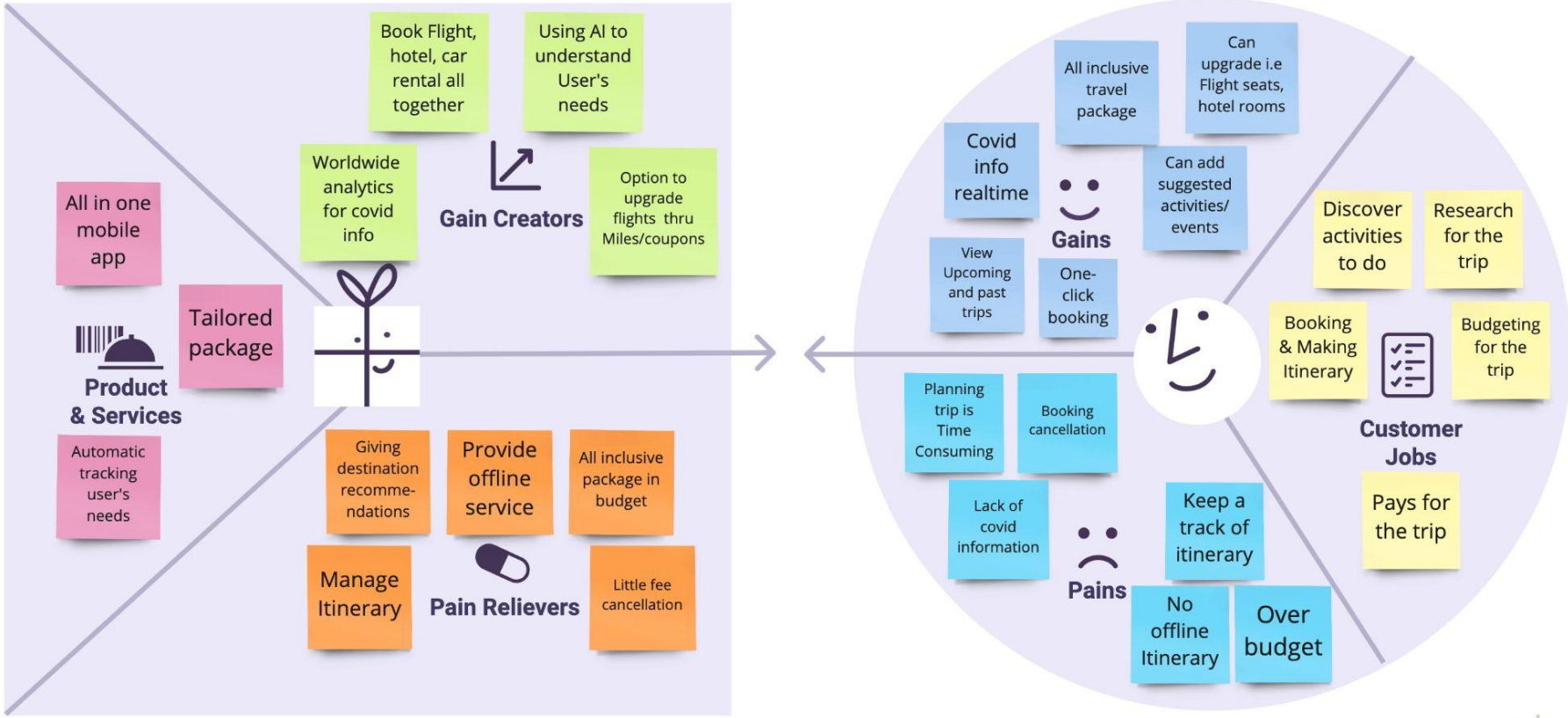
With the feature prioritization matrix Now, How and Wow we were able to select some important , some must be and some futuristic features for our app.

Ideation & Brainstorming

Feature Prioritization Matrix



Value proposition canvas



Link to Value proposition canvas: [click here]

Value Proposition

“One-stop, One click, and many vacations.“ BeeNext creates an experience where you have nothing to worry about and plenty to enjoy, all day and all night.

An all-in-one travel app, Bee Next provides you all-inclusive travel packages tailored to your preference at guaranteed low prices. Let us do it for you, your planning, your safety, and get recommendations all together with zero stress.

User Scenario

User/Persona

Tucker, 35
IT Professional
San Francisco, CA

Interests:
- Travelling
- Good Food
- Meeting people

User scenario(s)

Tuckers a busy professional who wants to surprise his wife on her birthday by booking a trip. He doesn't not like researching or planning. He gets to know about Bee next and finds that all he has to do is click on his favorite deal and book his trip. A great package catches his eye and he books it happily.

Goal(s)

- Wants a romantic getaway.
- Wants a way to do less reasearch and get the best price.

Risks / Emotion(s)

- Apprehensive about reasearching and wasting time.
- Is feeling exicted and nervous to book a good vacation.

Scenario phases

Phase 1
Tucker looks for an app to book a trip.

Phase 2
Bee next shows him great packages according to his perfrence.

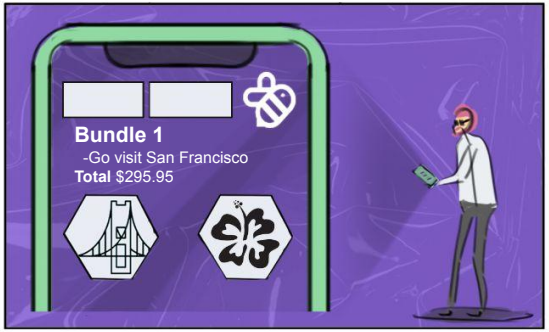
Phase 3
Tucker gets a perfect getaway in his buget with his perefence.

etc.
Happy vacation!
Happy Wife!
Happy life!

Storyboard

Tucker recognizes his wife's birthday is coming soon.He wants to take her on vacation as a surprise

Tucker downloads BeeNext and starts looking at packages which suits his preferences.

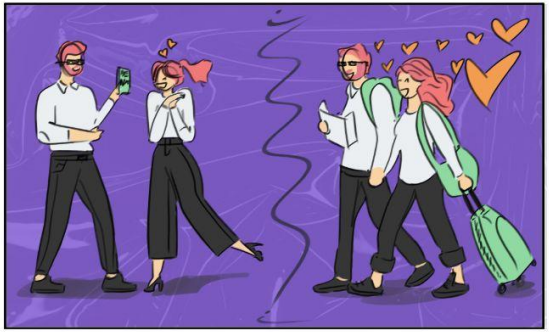


Tucker gets frustrated by looking at different travel websites for booking and decides to call his friend for some advice.

After choosing one of the package deals he books it with ease.

His friend suggests him BeeNext, a one stop shop app for all-inclusive travel packages.

Yay ! It was great surprise, great vacation !!!



User Journey Map

Tucker, 35
IT Professional
San Francisco, Ca

UX Scenario

Tuckers a busy professional who wants to surprise his wife on her birthday by booking a trip. He doesn't not like researching or planning. He gets to know about Bee next and finds that all he has to do is click on his favorite deal and book his trip. A great package catches his eye and he books it happily.

Expected Goals

- Wants a romantic getaway.
- Looking for an all-inclusive vacation package, So, that he can relax more and worry less.

Stages	Discovery	Onboarding	Task	Checkout
Actions	1. Ask friend for app recommendation for travel plans.	2. Signs up to Beenext with facebook/Gmail. 3.Puts his preference through interest test.	4. Discovers vacation package recommendations. 5. Scrolls down and explores more travel deals. 6. Selects the deal and finds out he can't change the flight. 7. Checks for primary information such as flight, stay and rental car etc.	8. Clicks on Pay Now & enters credentials. 9. Pays via Credit card. 10. Booking successful.
Experience	1. Anxious	2. Hopeful 3.Comfortable	4. Excited 5. Hopeful 6. Disappointed	7. Satisfied 8. Comfortable 9. Relief 10. Excited
Pain Point			• Options to have multiple flights. • Wants to upgrade his flight class. • Wants more option for rental car.	

Prototype

Competitor Analysis

Our Process

We carried our analysis by carrying out search engine queries and App store search, using keywords specific to our app. For example: ‘travel app’, ‘travel deals’, ‘vacation packages etc then compiling a list of competitors.

Direct competitor

Expedia

KAYAK

hopper

Tripit from Concur

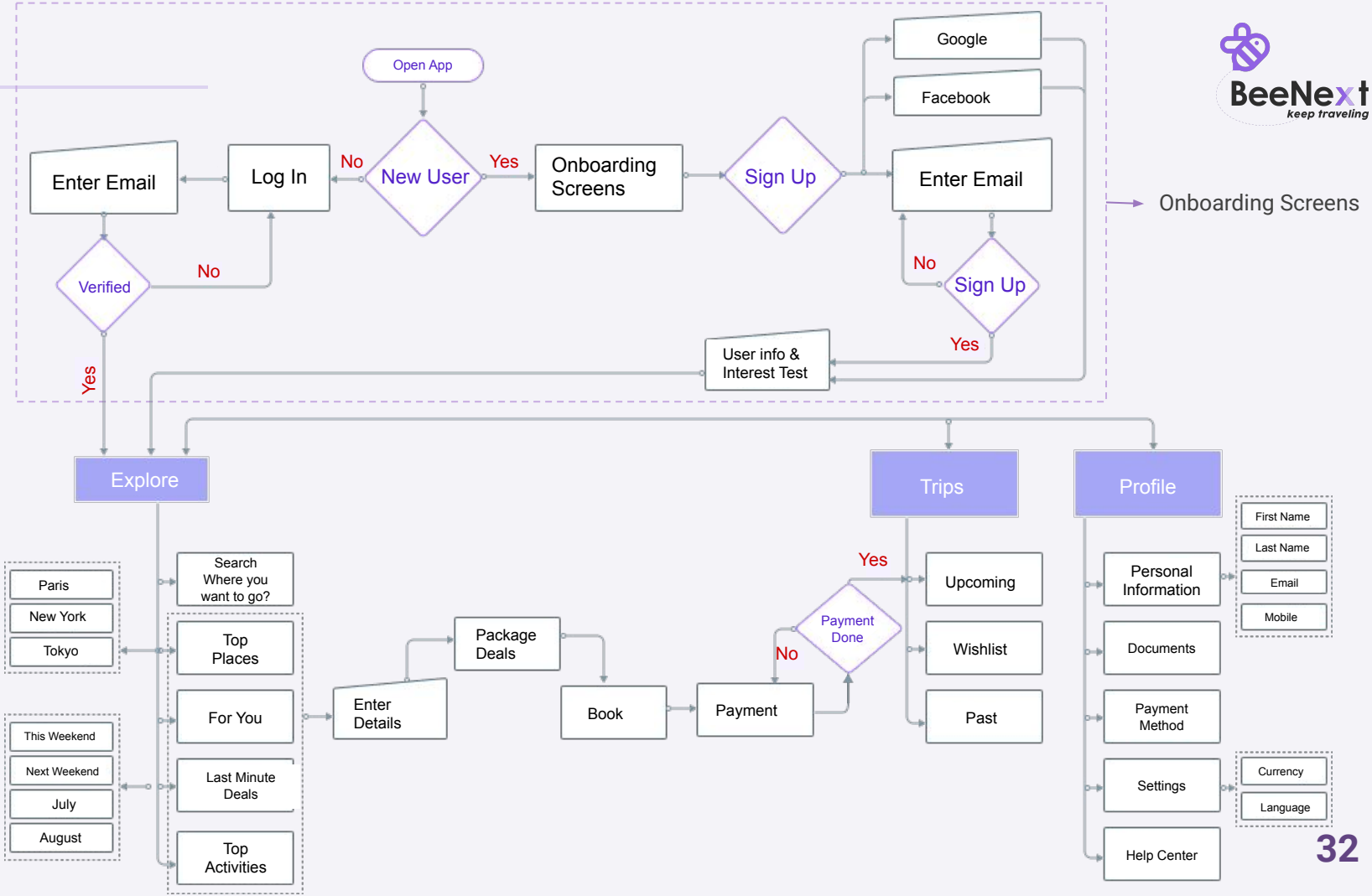
Indirect competitor

REDFIN

Conclusion

Our research of the various competitors showed that none of the apps was doing what we were proposing. In the process of researching them, we learned about their strengths and weaknesses. Despite offering packages, we found that the companies still require many steps for booking and planning. *We aim to cut down on the tedious process of planning and booking a vacation.*

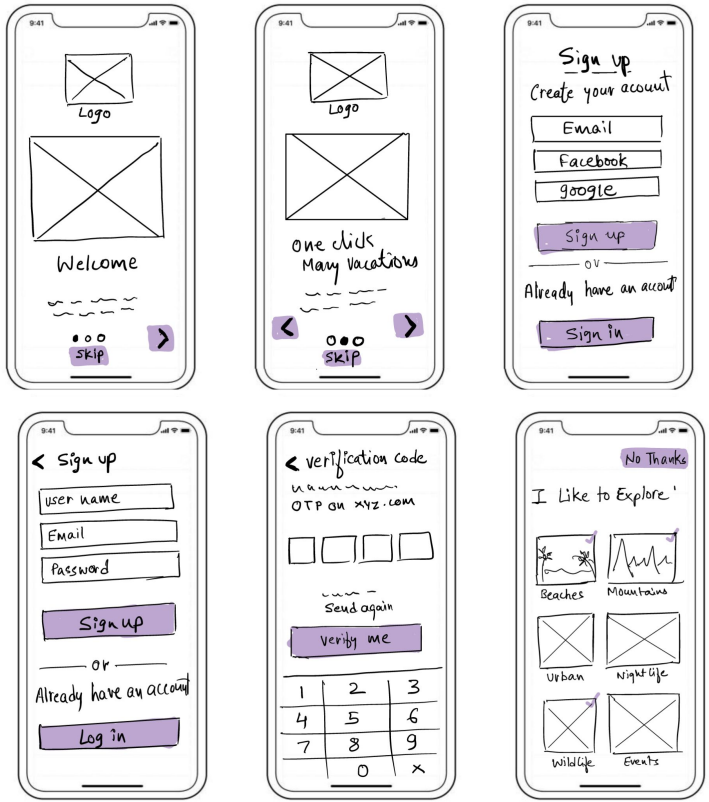
User Flow


Open App
New User
No
Yes
Log In
Enter Email
Verified
No
Yes
Onboarding Screens
Sign Up
Google
Facebook
Enter Email
No
Sign Up
Yes
User info & Interest Test
Onboarding Screens
Explore
Search Where you want to go?
Paris
New York
Tokyo
Top Places
For You
This Weekend
Next Weekend
July
August
Last Minute Deals
Top Activities
Enter Details
Package Deals
Book
Payment
Payment Done
No
Yes
Trips
Upcoming
Wishlist
Past
Profile
Personal Information
First Name
Last Name
Email
Mobile
Documents
Payment Method
Settings
Currency
Language
Help Center

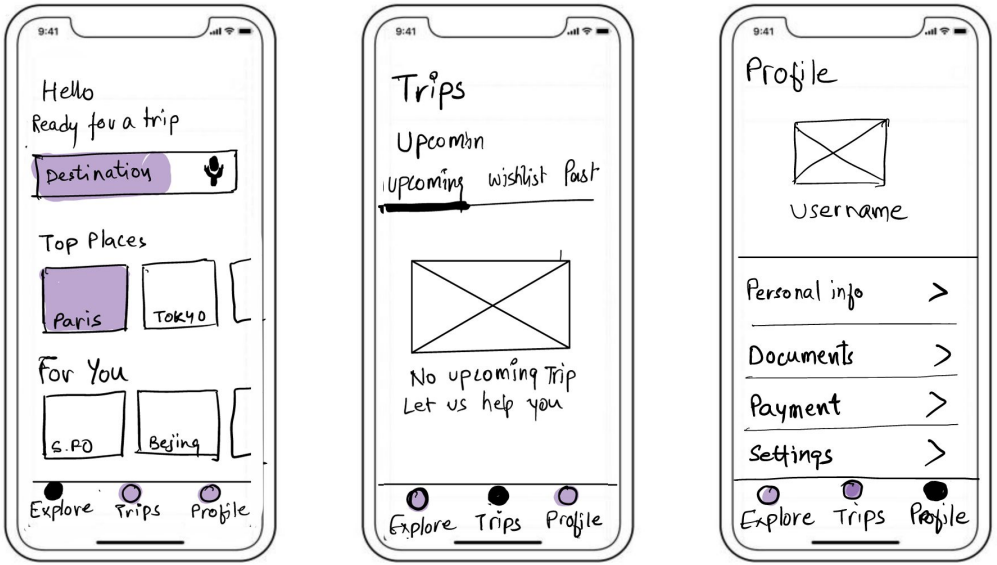
Wireframe Sketches

Low fidelity Paper Prototype InVision: [Click Here]

Onboarding Screens



Explore, Trips & Profile



Wireframe Sketches

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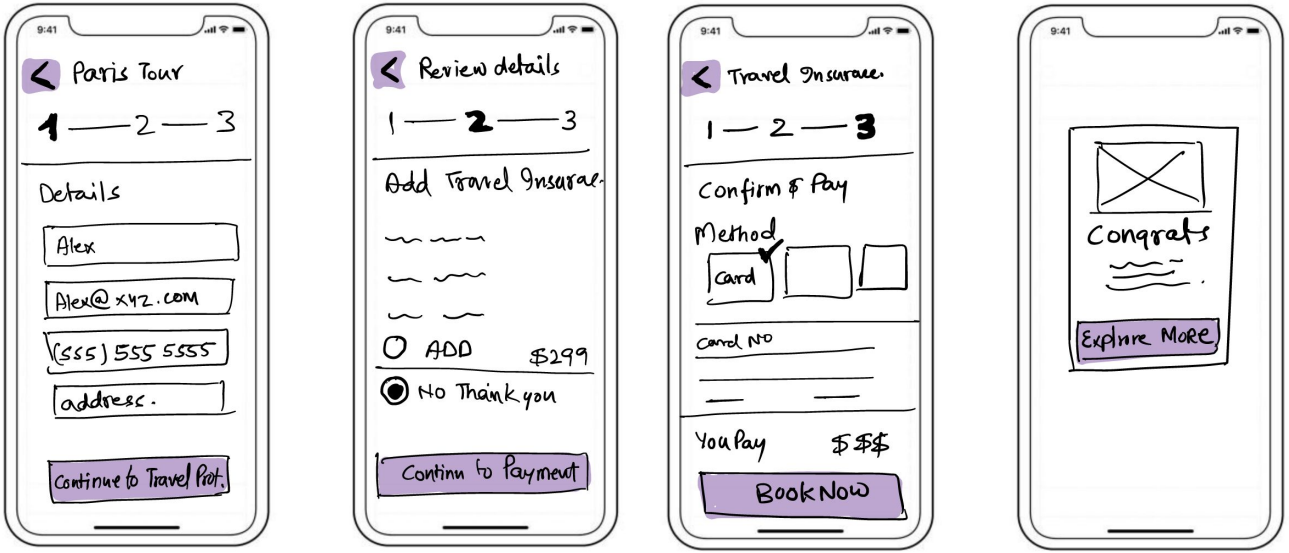
Destination & Travel Details

Package details screen

Wireframe Sketches

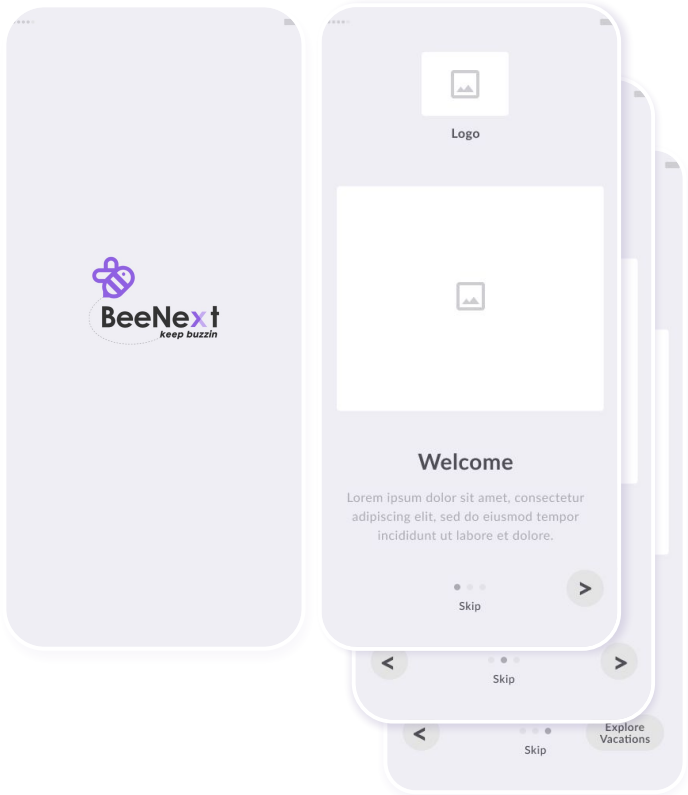
Payment Screens



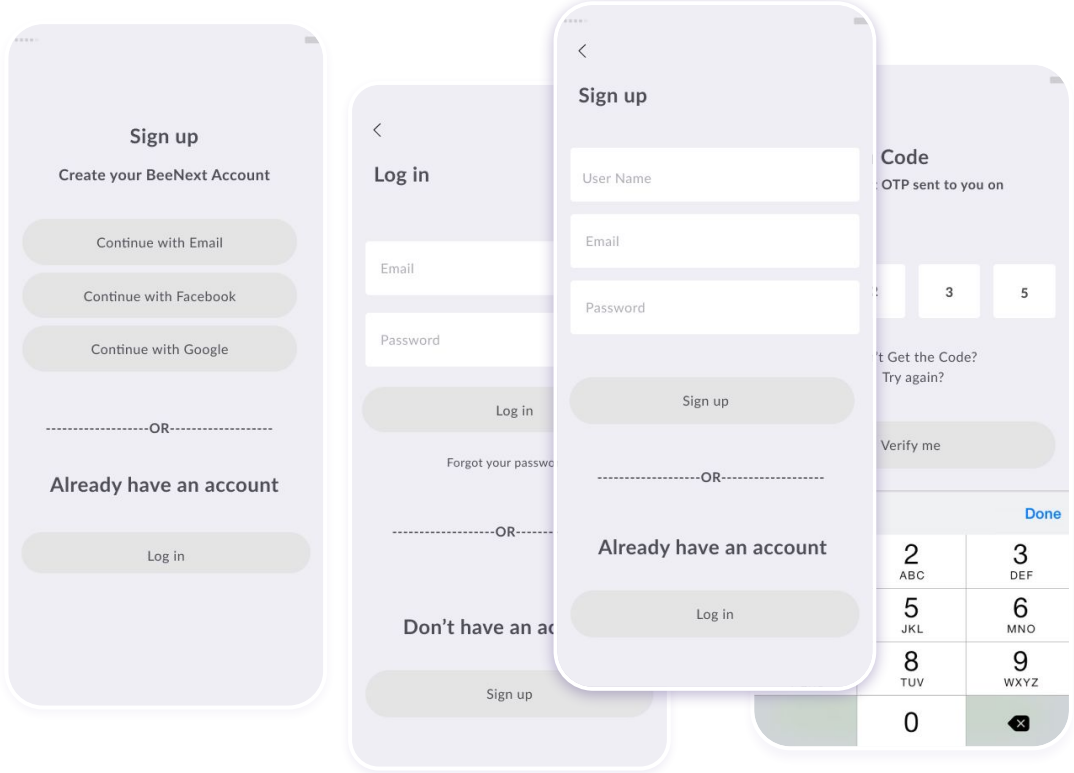
Digital Wireframes

BeeNext keep traveling

Splash Screens



Onboarding Screens



Digital Wireframes

BeeNext
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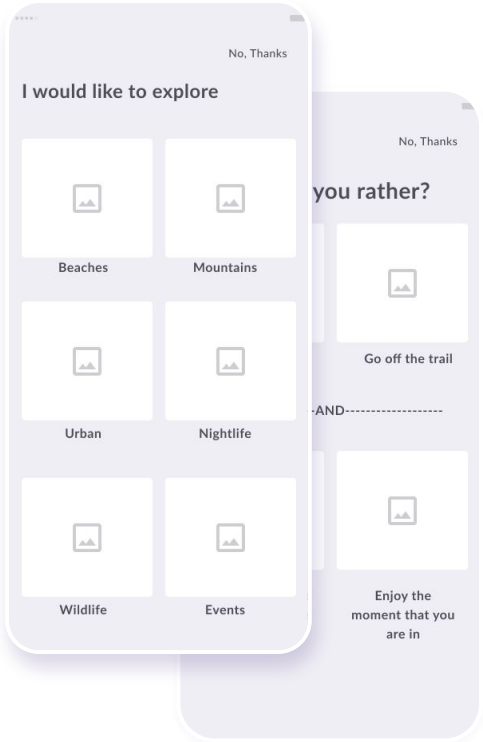
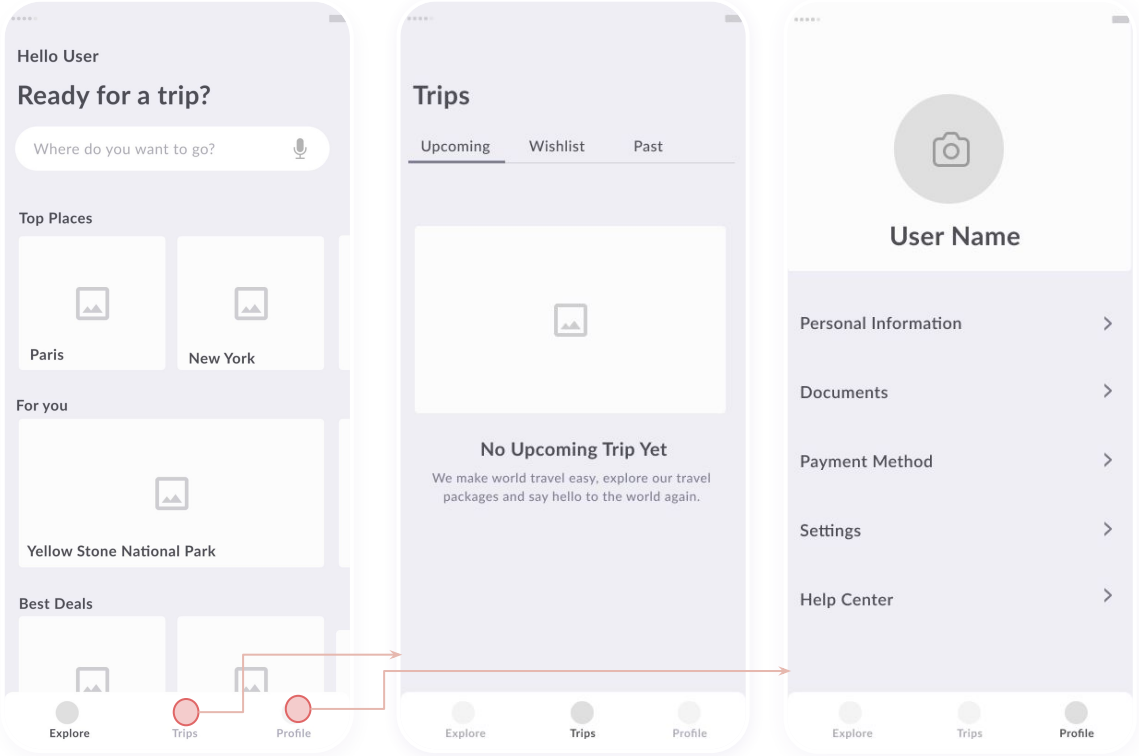
Interest Test



Explore, Trip, Profile



Digital Wireframes

BeeNext
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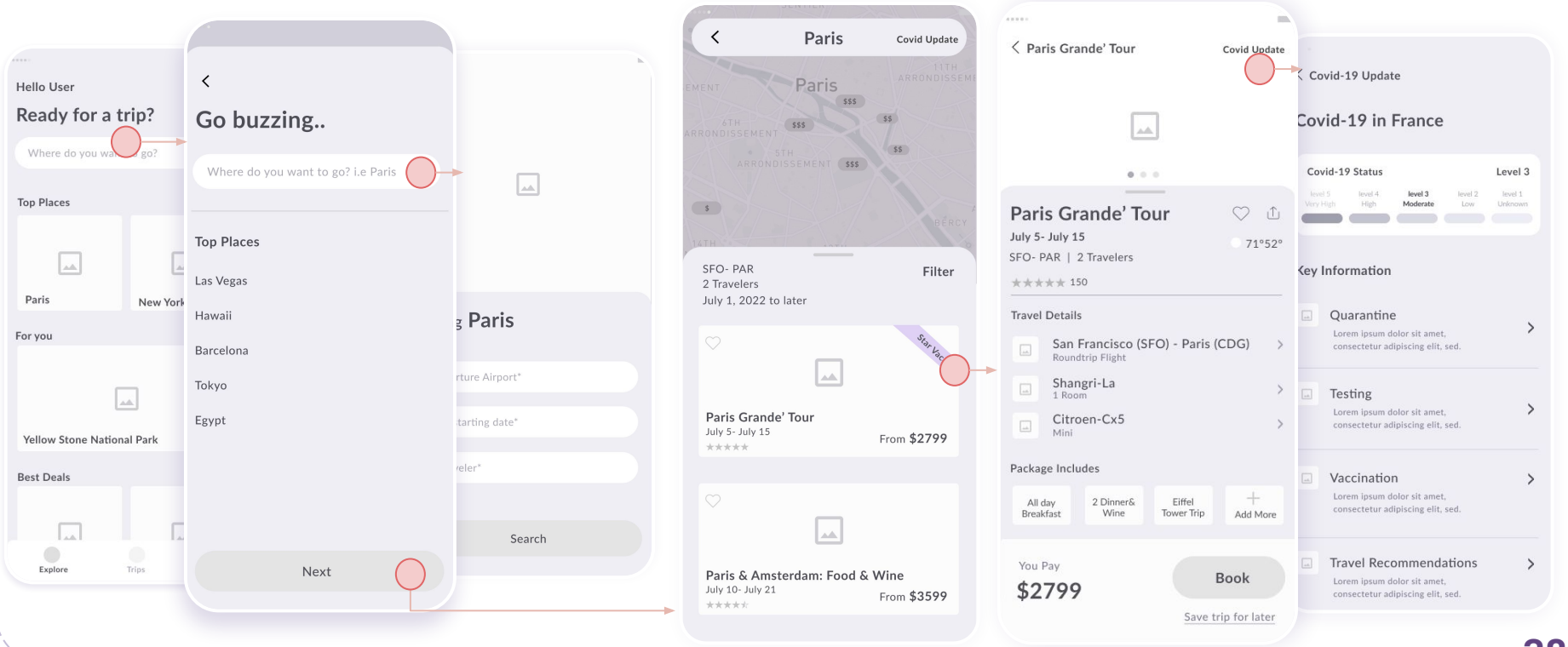
Explore & Packages



Digital Wireframe

BeeNext
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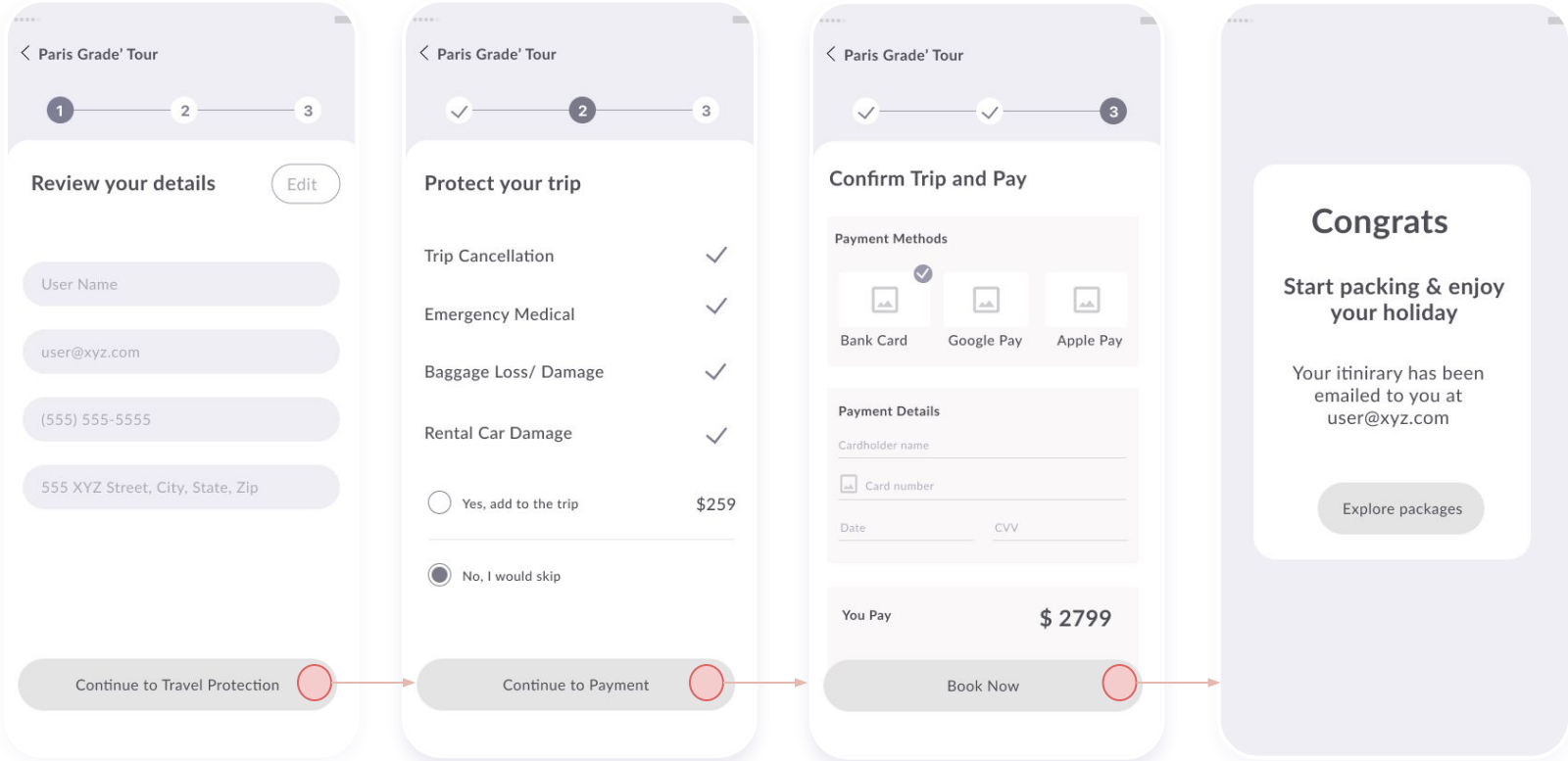
Book & Pay



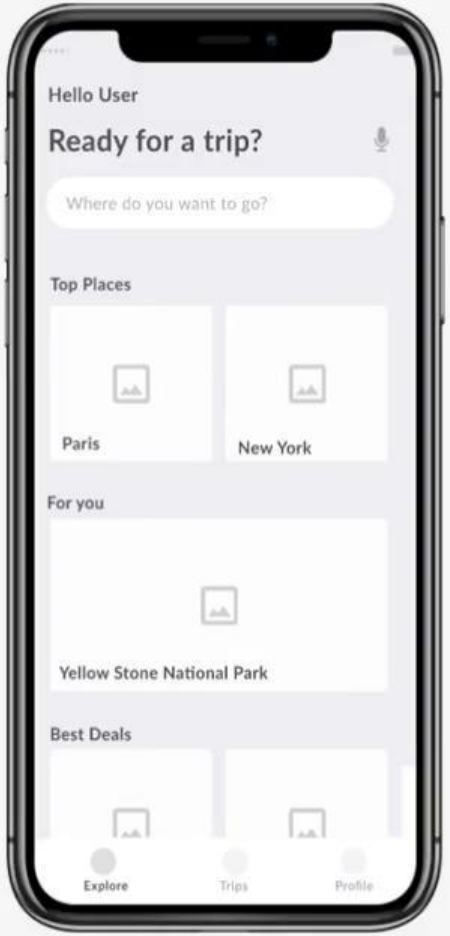
Digital Wireframe Prototype- Figma

Digital Wireframe Prototype- Figma: Click Here

Digital Wireframe Prototype- Video: Click Here

"One-stop, One click, and many vacations."

BeeNext creates an experience where you have nothing to worry about and plenty to enjoy, all day and all night.



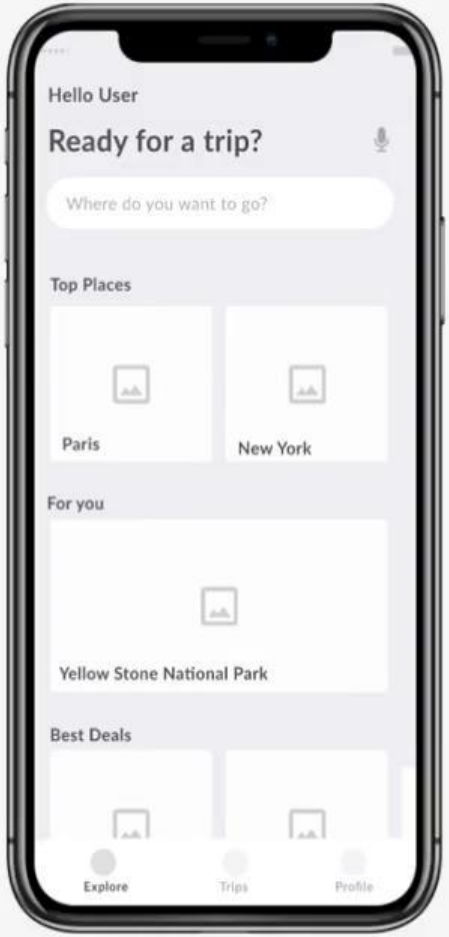
Usability Testing

Usability Testing

Our process:

Having created a paper prototype and tested it, we created a low-fidelity prototype for usability testing, our next step to have real users test our design. This was an opportunity to observe firsthand how the user interacted with our app in a series of remote and in-person moderated tests.
Before adding UI elements, we wanted to ensure we conducted usability testing to feel more confident in obtaining valuable, valid, and actionable user input without letting branding dominate the process.

Before conducting the usability testing, **we developed a usability testing plan and a checklist including all the information and the goals we wanted to accomplish.** Participants were randomly picked from friends and family.



Usability Testing Plan

Objective

Learn if the participants can easily use the “BeeNext” application to find an all-inclusive package and book it.

Main Goals Of Testing

Learn if participants can easy **Sign up/Sign in**.

Learn if participants can **find package** as per their interest.

Learn if participants can **checkout easily and book a package.**

Task Assigned

Task 1: Sign up/sign in?

- Read & swipe through the onboarding screens.
- Please Sign up or Sign in with your already provided credentials.

Task 2: Can you find a package?

- You are planning to go to Paris on July 1st, Given this how would you accomplish this task?
- Did you find the covid information useful ?
- Can you please add more “activities” to your Paris Grande Tour package.

Task 3: Can you please book and pay?

- Please book Paris grande tour package?
- Review the prefilled personal details, travel insurance, payment method & pay.

Link to BeeNext Usability Testing: click here

Usability Testing & Findings

5
online
"Zoom" Screen Sharing

2
Live 1 on 1

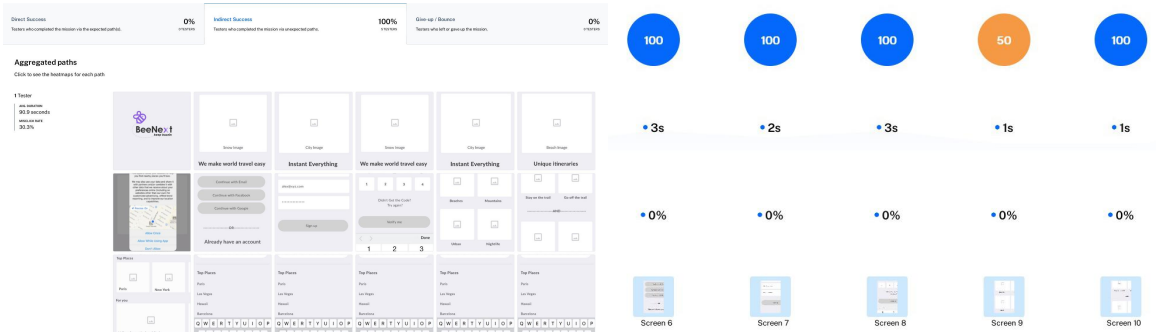
5
Online Testing
"Maze"

While we might overlook design flaws, others can find them.

A total of **10 participants** completed this usability test.

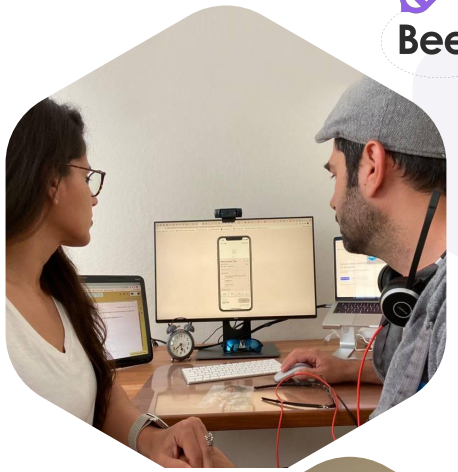
While Zoom participants were completing the tasks, they spoke about their actions and viewpoints, and we observed to ensure that we could assist if necessary. Participants were also encouraged to use the app at their own discretion, as well as to share any feedback or recommendations.

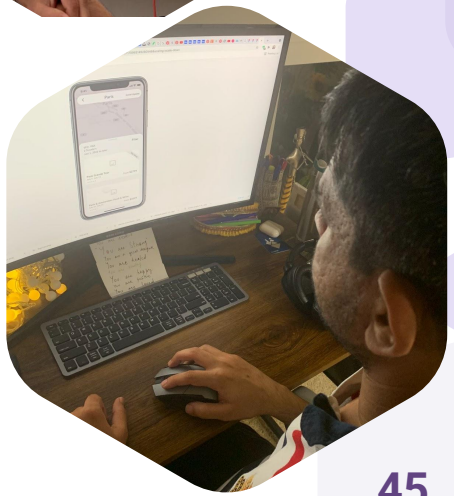
In the Maze, participants had to complete 1 task (Sign up and book a package), which most of them did well.



Usability Testing Key Findings

- Participants found the navigation easy to use and intuitive.
- 100% of participants mentioned that they were able to book the package easily.
- Participants completed all the tasks at hand successfully without any issues.
- 100% participants liked the covid update page and were keen to learn about it more.
- Participants wished the app had more color to liven it up.
- Participants found difficult to understand the User interest screens.





"This is fantastic, In just few click I was able to book a package"

"Sign up and finding a package was super easy"

"Loved the Covid info about the destination"

"Wish I there was a splash of color and images"

Link to BeeNext Usability Testing: click here

Our process- Feature Prioritization

Gathering feedback from your users is a crucial part of any design process.
Our experience of user testing was amazing, both in terms of information and inspiration.

Steps we took

Categorization

Our participants provided us with valuable insights. As a result, we divided user actions when using the prototype into categories such as Persona, Sign up/login, search package, review package, checkout, and general. The sticky notes were then placed in the above categories based on what the user was thinking, feeling, seeing, and doing at the time.

2 * 2 Matrix

Realistically, the business probably doesn't have the time to address every single pain point, hence the 2 * 2 matrix prioritization here. We prioritized the most important points which can be done in earlier design sprints, and the rest can be done later on.
It gave us a better perspective of what is important for "BeeNext" and the user and what is the least important for our business and our users.

Usability Testing Insights Categorization

Dino Harry Persephone Fernanda Arjun

BeeNext keep traveling

Persona

- I am a traveller who likes to be insured
- Experience is better if sign up process is smooth
- I wish the name was more travel related.

Sign up/ Log in

- want to Log in via mobile no.
- wish to explore app as a Guest
- Wish to use face recognition to sign in

Search Package

- wish to see price comparison

Review package

- Wish temp shows High's and low's
- Wish to see no. of rooms booked

Check out/ Book

- Would like to have Travel insurance
- Wish to pay via Crypto

General

- Improve user Interest screens - Add steps
- Wish to share my Itinerary
- Improve the body copy
- Wish to speak to the Agent
- Font should be a little bigger

2 x 2 Feature Prioritization Matrix

High priority for BeeNext

Low priority for User

High priority for User

Low priority for BeeNext

Wish to use face recognition to sign in

I Wish the name was more travel related

wish temp shows High's and low's

Font should be a little bigger

Wish to see no. of rooms booked

Improve user Interest screens - Add steps

Improve the body copy

wish to explore app as a Guest

Wish to pay via Crypto

want to Log in via mobile no.

Would like to have Travel insurance

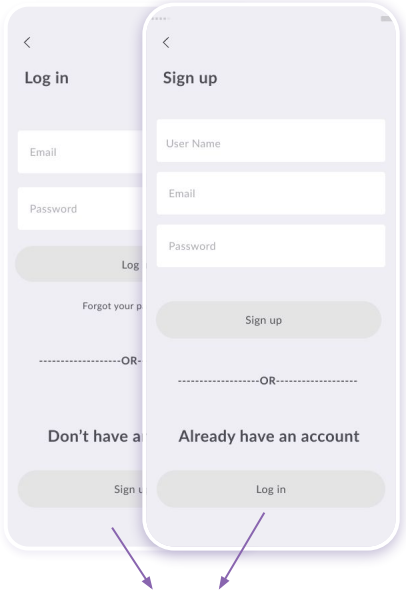
wish to see price comparison

Wish to share my Itinerary

Wish to speak to the Agent

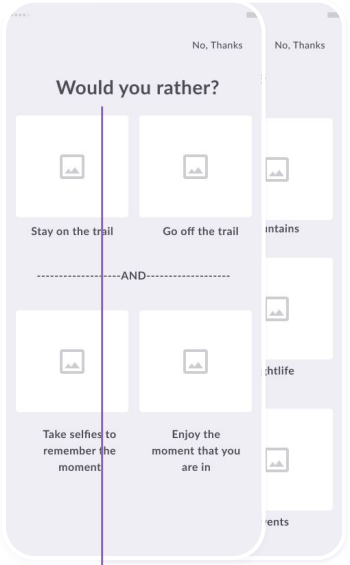
Key Findings & Iterations to be made

Sign up & Login screens



1. Remove the buttons and put small text for the same

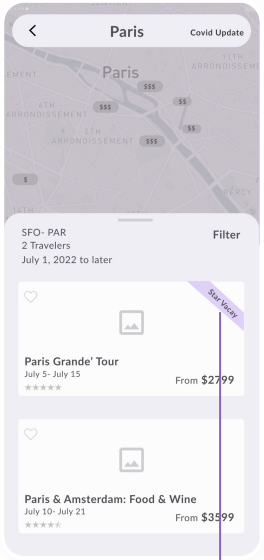
User Interest screens



1. Change the questions & Content.

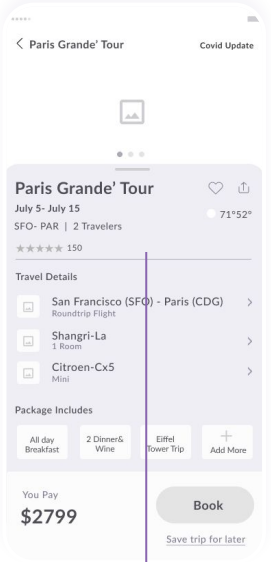
2. Add step progress number

Destination packages screen



1. Change dream Vacay to "Hot Deal"

Destination package screen

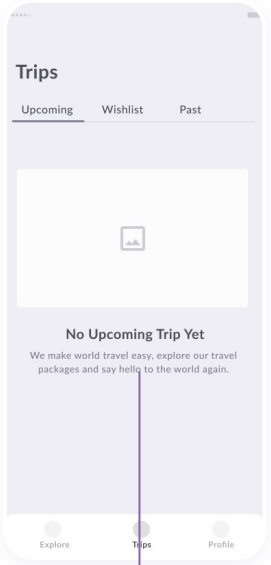


1. Add no. of rooms

2. Add H/L for temperature

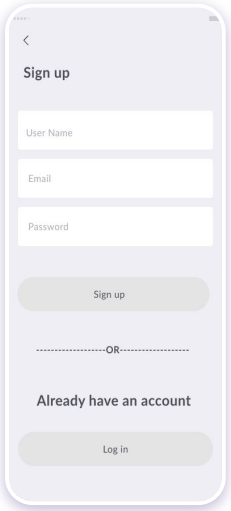
3. Remove expand icon from the modal

Trips screen

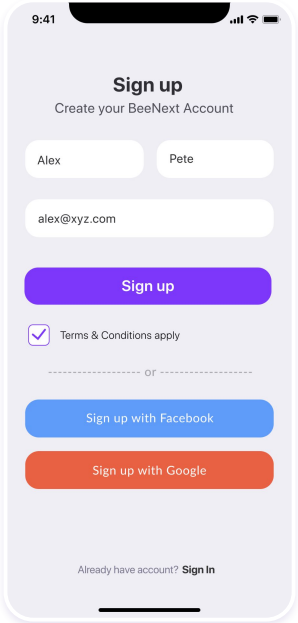


1. Increase font size

Iterations made based on user test

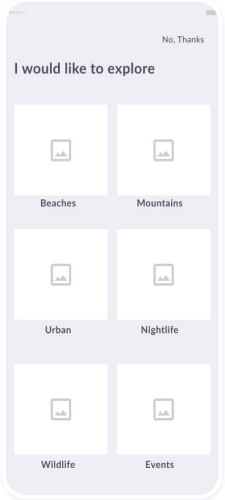


Old version

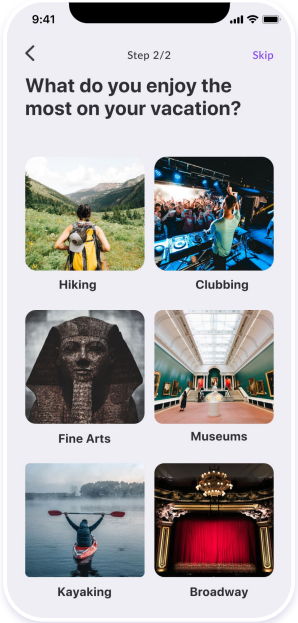


New version

Removed the log in big button from sign up screen and added small text for sign in instead.



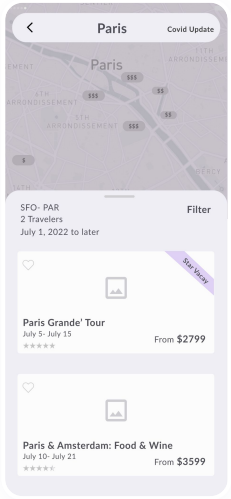
Old version



New version

Improved the Headline and added steps indication.

Iterations made based on user test



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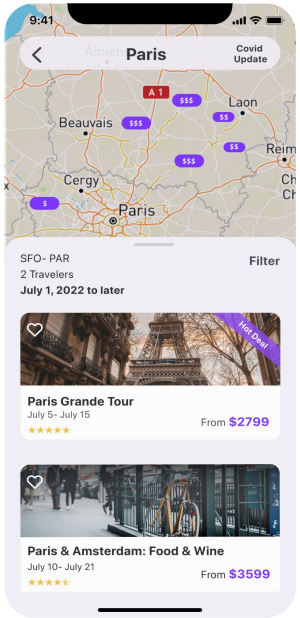
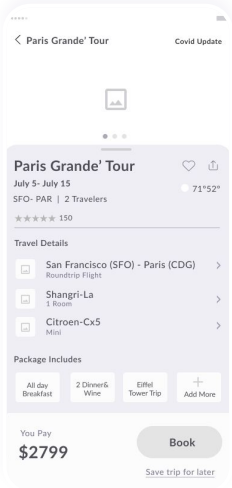
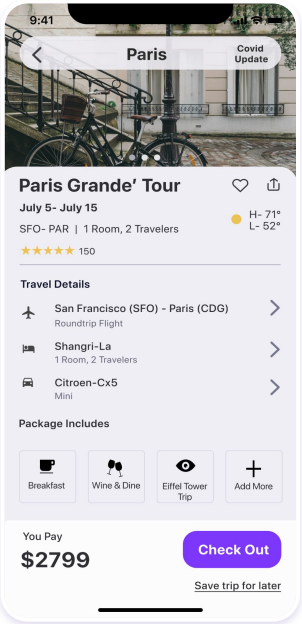


New version

Added the images, Made map clear & improved body copy.



Old version

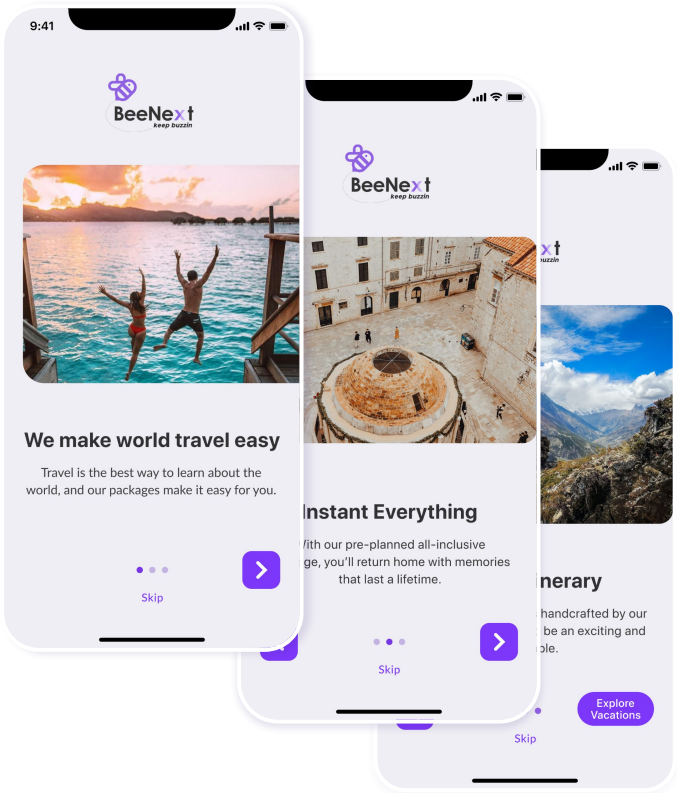


New version

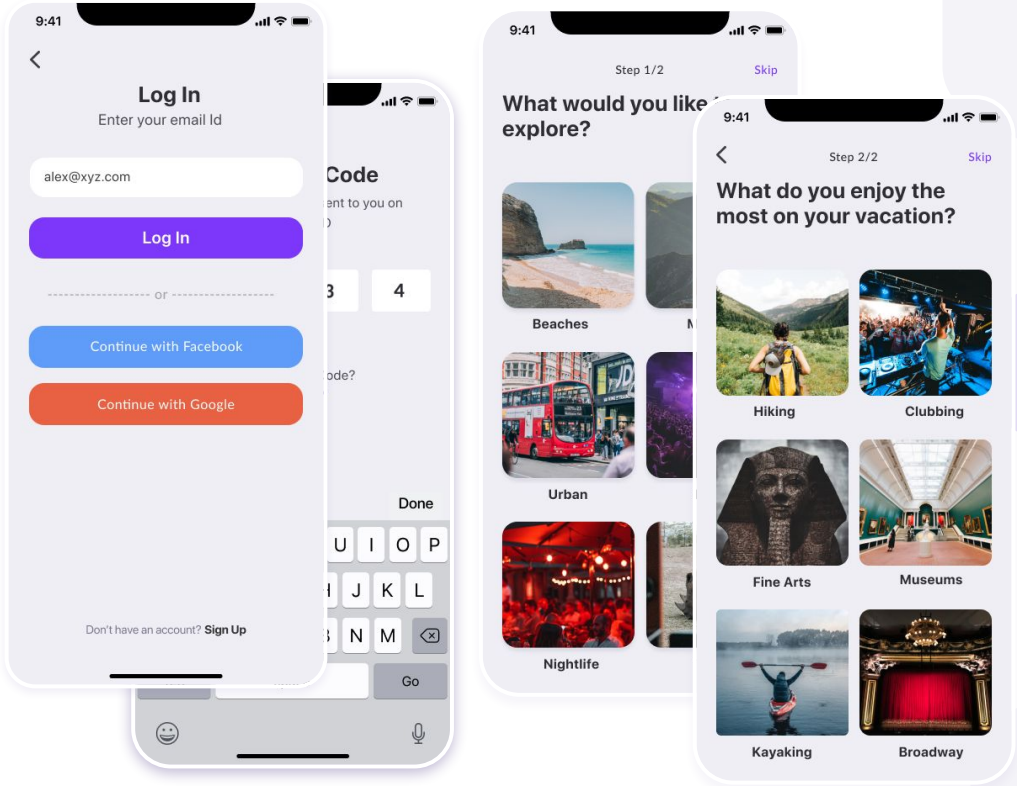
Add no. of rooms, H/L indication for temperature

iOS Prototype

Splash Screens



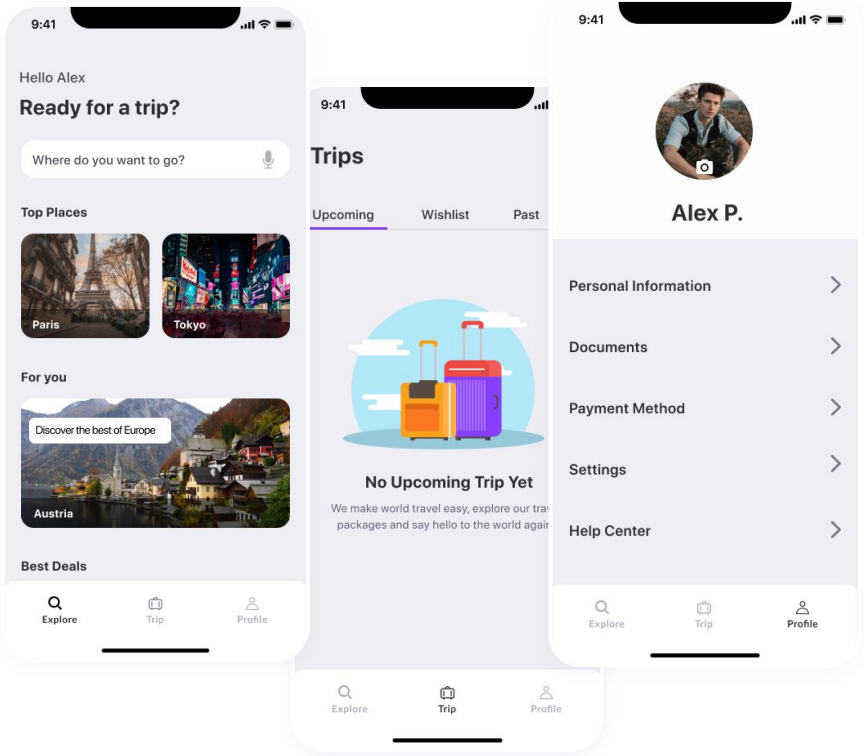
Onboarding Screens



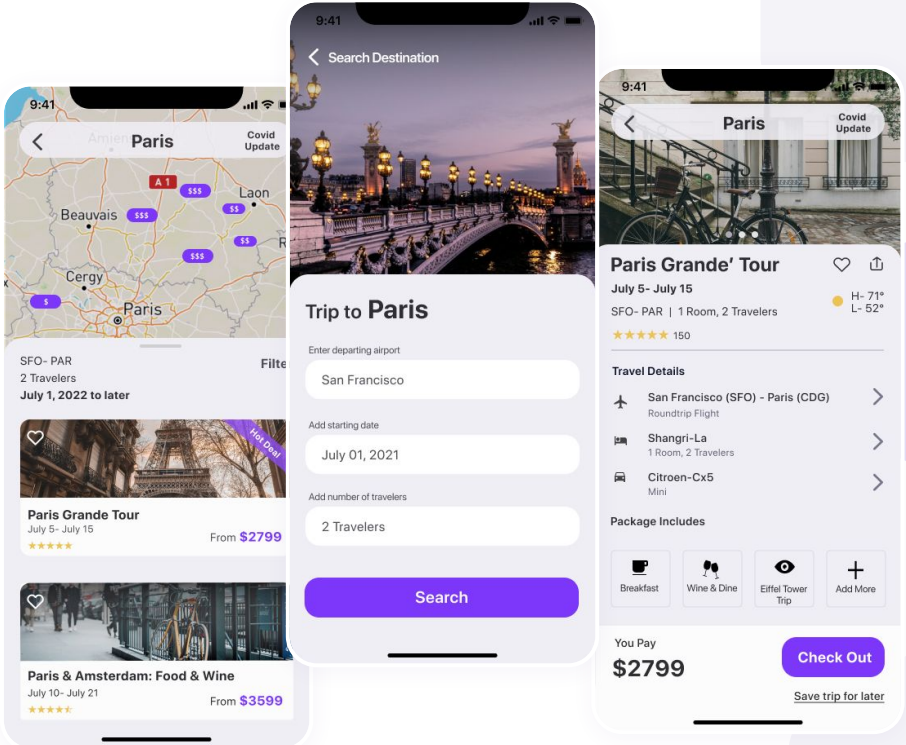
iOS Prototype

BeeNext
keep traveling

Explore, Trip, Profile



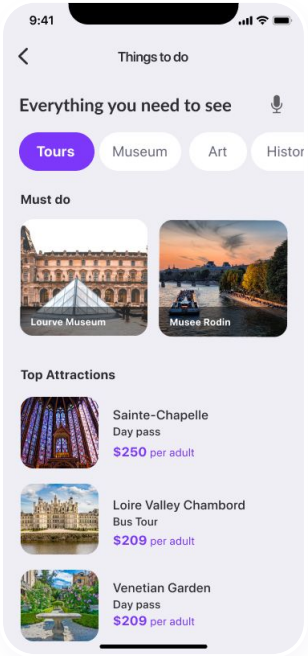
Explore & Packages

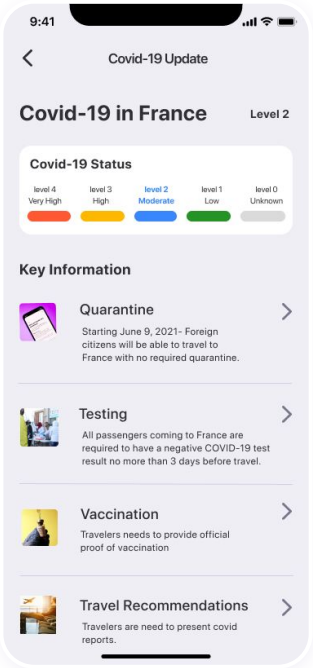


iOS Prototype

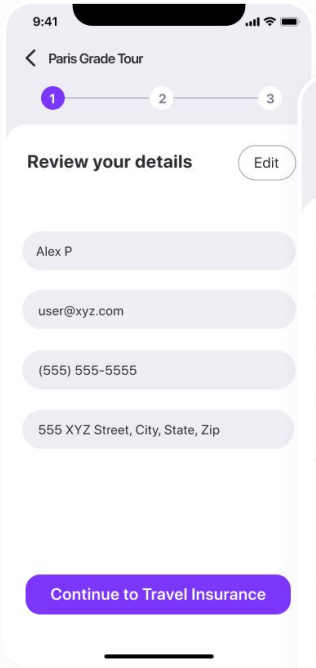
BeeNext
keep traveling

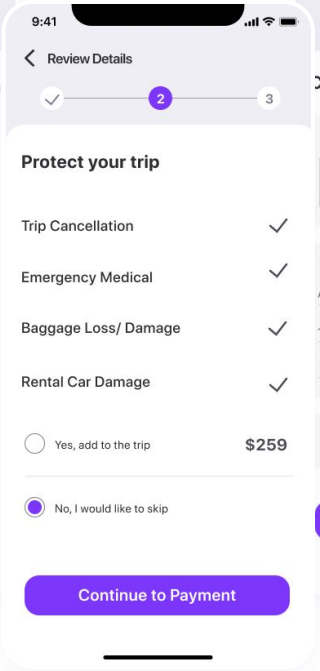
Travel Details

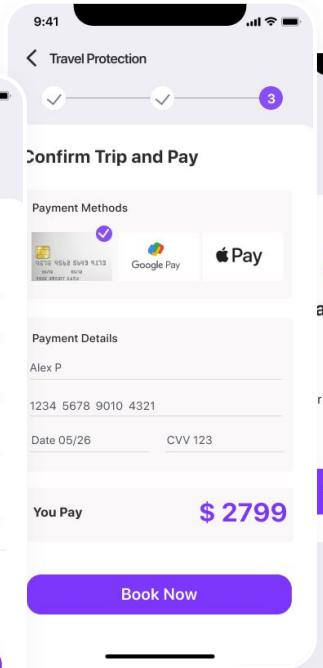


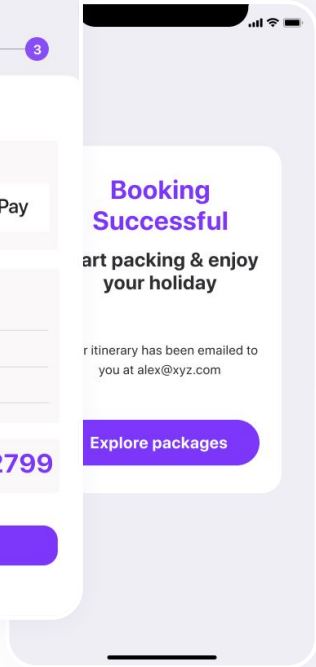


Checkout







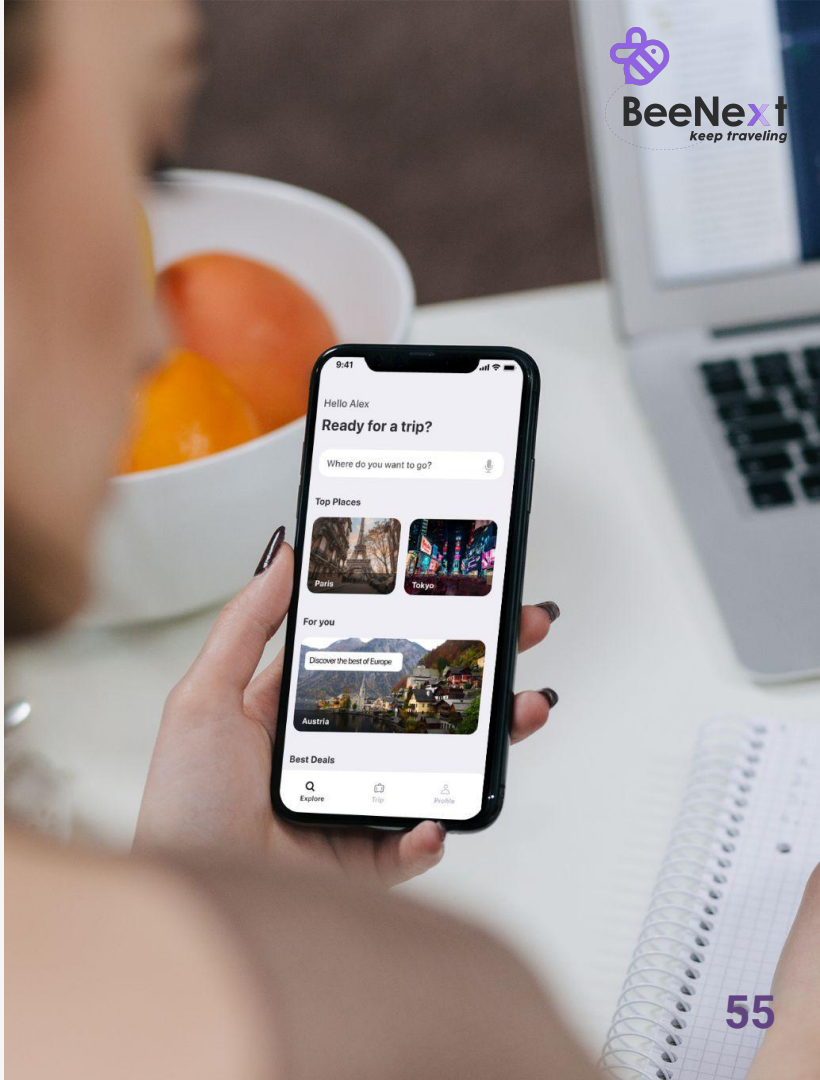


Mid-Fidelity Prototype- Figma

Mid-Fi Prototype- Figma: Click Here

“One-stop, One click, and many vacations.“

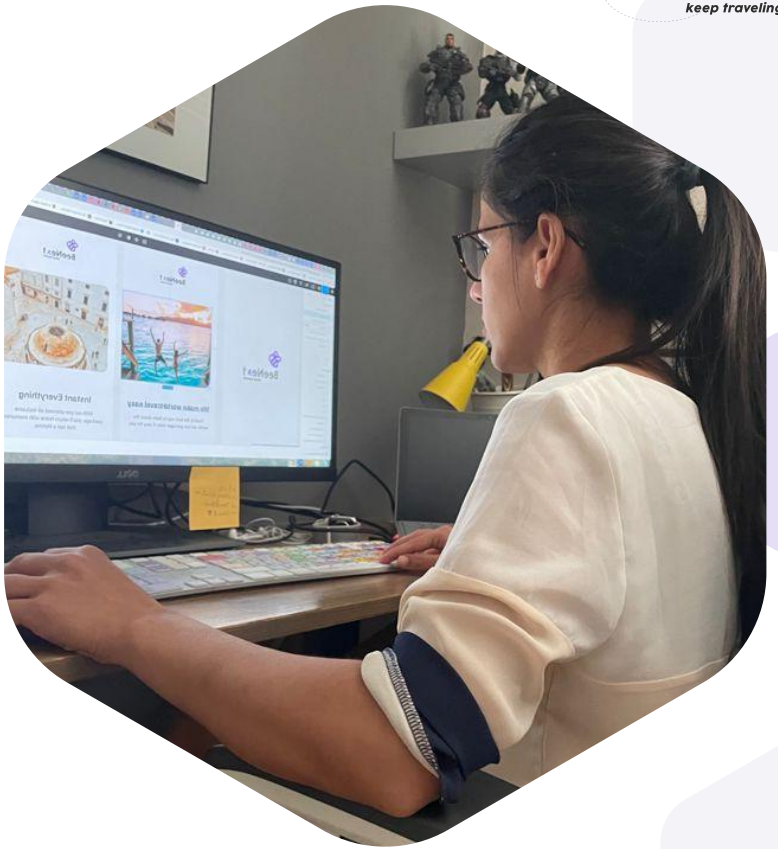
BeeNext creates an experience where you have nothing to worry about and plenty to enjoy, all day and all night.



BeeNext Case study- Conclusion

Giving our user one click, stop all-inclusive experience was the biggest challenge in our project. **Our goal was to provide them an app that can give them all-inclusive budget-aware package deals without going to different platforms.**

In today's hyper-competitive market strong key design and functionality is a key differentiator for the customers. Our main focus was to give our users all travel-related necessary features in a way that is quite intuitive and easy to navigate.

Keeping our user research, interviews, prototypes, user testing, and feedbacks in our minds we made possible changes in our app. We added the UI components, followed iOS guidelines, and iterated accordingly.

Thank you