

A
PERSONAL &
MULTI-FUNCTIONAL
TRAVEL
MAGAZINE

BY CINDY CHAN
INTERACTIVE MEDIA DESIGN
NORTHUMBRIA UNIVERSITY
TUTOR - TREVOR SEWELL

PLANNERZINE

PLAN YOUR TRIPS ON THIS MAGAZINE

00 CONTENT

| | | | |
|--|-----------|------------------------|-----------|
| 01 Introduction | 5 | System Architecture | 35 |
| 02 Market Research | 6 | Wireframes | 36 |
| Existing Personal Magazine | | Mock-ups | 43 |
| Flipboard | 7 | User Test | 48 |
| Feedly | 9 | Branding | 50 |
| Existing Trip-planning Platform | | Demonstration Video | 52 |
| Tripadvisor | 12 | | |
| Momondo | 15 | | |
| Travefy | 17 | | |
| | | 06 Final Design | 54 |
| | | 07 Evaluation | 68 |
| 03 User Research | 20 | | |
| Personas | 22 | | |
| Scenarios | 24 | | |
| User journey | 26 | | |
| 04 Visual Research | 28 | | |
| Mood Board | 29 | | |
| 05 Development | 30 | | |
| Idea Development | 31 | | |

INTRODUCTION

01

Being a travel enthusiast, I am always browsing through different information about travelling; checking the prices for flights, trains and accommodations, and also planning my next journeys. So when it came to an idea for my final year project, I immediately thought of designing a system to provide travellers with a better travel experience. Travel experience is a very broad topic, and it will be explained more in the idea development section.

My idea is about a personal and multi-functional travel magazine. It is an app for iPads. It allows users to browse through travelling contents from the internet, displaying stories, practical information that they are interested in in a magazine style; at the same time, it is also an organisation tool to help users to prepare for their journeys, providing an easier way to them to plan their itinerary.

Google is my best friend when I plan my trips. It helps me derive the information that I need. I do not find the bookmark function to be very helpful, given that the vast amount of information from different platforms require a better organisational tool. Also I found that there is still room for existing trip planning platforms to be improved.

That's how I came up with this idea. To design an app that travellers can discover and plan in ONE platform, providing them with a system to organise these pieces from all avenues and make trip planning easier.

02 MARKET RESEARCH

PERSONAL MAGAZINES

At the beginning, I just had the brief idea that I wanted to design a magazine style app to provide users with a better experience in trip planning, but I did not know what exactly to do. So I decided to start with market research, to see what the products the market is offering.

I have looked into two existing personal magazines - **Flipboard** and **Feedly**, to see how they work and in what extent that they can or can not help with trip planning.

Flipboard

What it is

Flipboard is a personal magazine showing stories, videos, pictures from online resources that users care about. It is personalised with Facebook or Google, or with users' own choices.

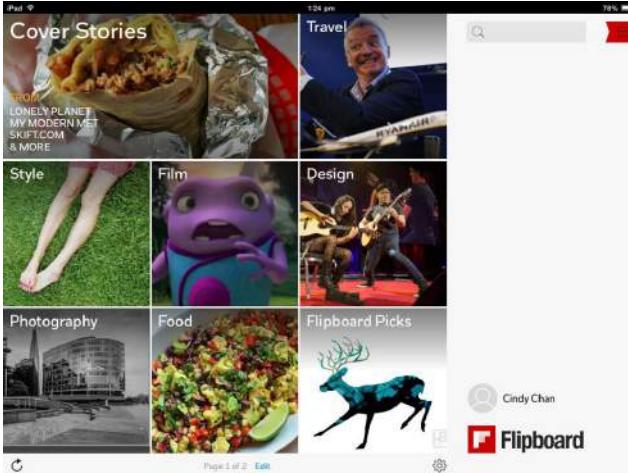
Discover topics that you like

Users can choose the topics they are interested from the content guides, Flipboard has 24 international editions at the moment; users can also search for keywords, topics or other users.

Create own magazine and follow others'

Users can create their own magazines by collecting the contents they like. They can rearrange or delete items, set covers, share with friends or people from the website.





1. The home page

2. The content page

3. The result page when you search 'german food'

Breakdowns

I have downloaded the Flipboard and explored how it works in order to see in what extent it can or can not achieve what I want to do. I have also done an experiment on looking for information about what German food that I should not miss if I visit Germany. I found out the app is not very helpful for travelling information seeking, as the content it provides is very limited.

The content does not focus on travelling

As Flipboard is not a travel magazine, so its content is very broad and not focusing on travelling. Also users do not get to choose what kind of travelling content they want to read. It just shows you the stories under the travelling tags, which are mainly from its partnered websites.

The content is limited

The content is all from the online resources, which is users' social network feeds, and the feeds from websites that have partnerships with Filpboard. This means users can only get certain information from a few websites or some random content from twitter. If they have some topics in mind that they want to browse through, Flipboard can not really fulfil their needs in this way.

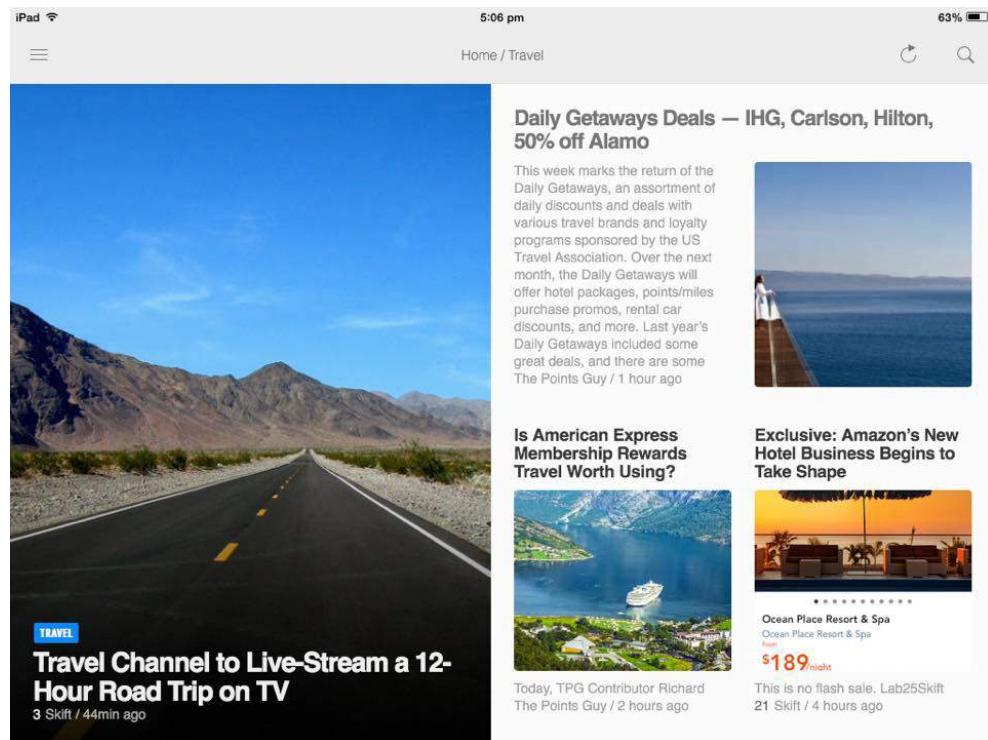
For example, I was trying to find some articles about German food on Flipboard.

So I searched for 'german food' to see what I would get. The results were not very helpful as none of them were directly related to German food.

When I clicked the 'stories', trying to browse stories, images and videos matching 'german food', there were many random contents that did not really give me what I want - what German food I should not miss when I visit Germany.

When I tried to make it more specific, it did not even show any result. Even when I found an article about some German dish that I should try, I still needed to quit the app and went to google to have a further look on it.

Therefore, Flipboard does not achieve my goals when it comes to looking for specific travelling content and trip planning. But it does have a well-structured and appealing display style, which is inspiring for my design.



Feedly

What it is

Feedly is a personal magazine showing stories, videos, pictures that users care about from online resources. It is actually a RSS reader, which allows users to subscribe to and read the content from different sites in one platform.

Discover topics that you like

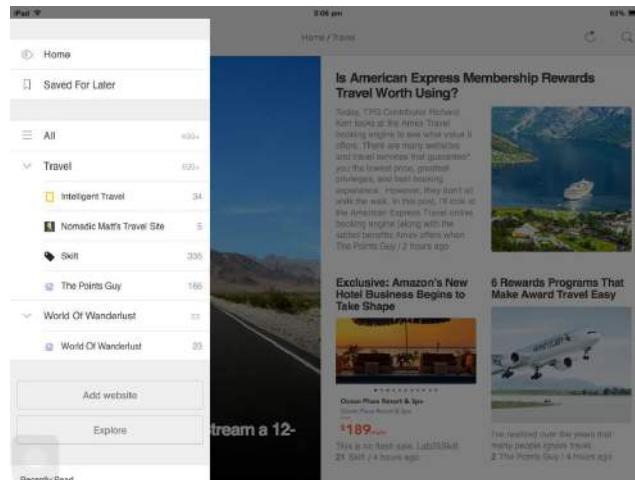
Users can subscribe to the websites they are interested in under the 24 suggested topics, or personalised with their Facebook or Google account. They can also search for keywords to discover websites which support RSS subscriptions and subscribe to them.

Categorise the sources

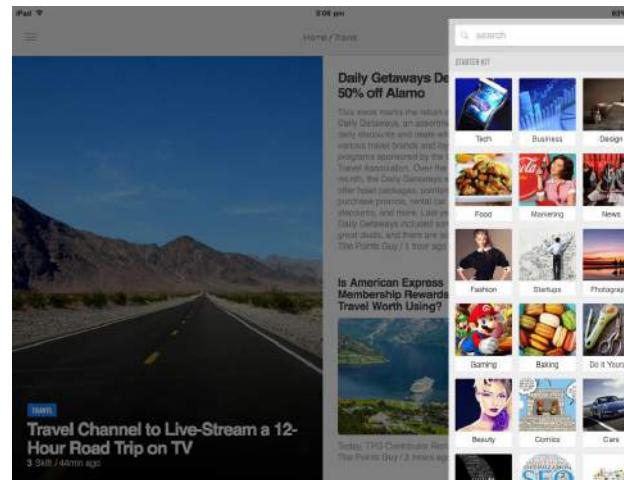
Users can categorise the websites by putting them into different folder with 'unread' reminder. But users can not categorise articles but only the whole subscriptions.

'Must-read' feature

It will recommend users similar content in 'featured' stories based on the content that they have marked as 'must-read'.



1. The menu. You can categorise your subscriptions and add websites in the app.

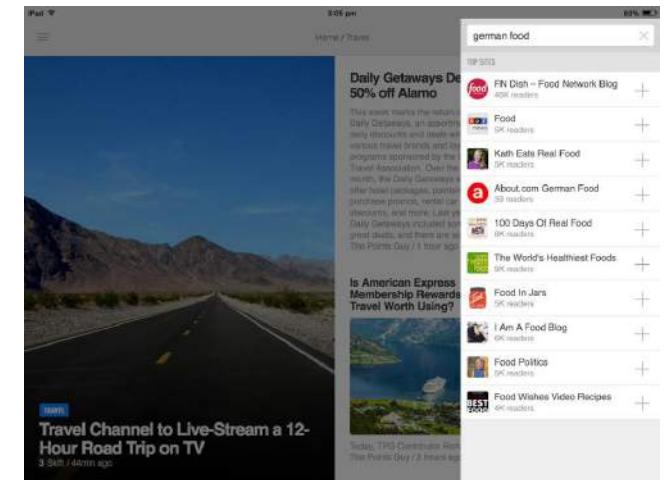


2. You can choose what websites to follow in the suggested topics.

Customise the layout

Users can change the display layout of content and the colour.

Sync articles in all devices



3. The result page when you search 'german food'

Breakdowns

Comparing to Flipboard, the content in Feedly is not restrained by the partnership, so users can subscribe to any website that supports RSS subscriptions. I have done the same experiment on it to see how it works. Although it works better than Flipboard on the content aspect, it is not helpful for trip planning due to the lack of organisational tools.

The content does not focus on travelling

At this point, Feedly is pretty much like Flipboard. As it is not a travel magazine as well, so its content is very broad and not focusing on travelling. But unlike Flipboard, users can choose what they want to read in Feedly. Users can search what they are interested in the app, and also subscribe to their favorite websites. So they can get the updated feeds in the app without browsing the websites.

Subscription-oriented but not content-oriented

Although users can categorise information in Feedly, they can only do it for subscriptions. If they see some useful articles that they want to keep, they can not put them into the folders that they have created, they can only save the subscriptions. Also when they search for keywords, only websites will be shown in the results but not the content itself.

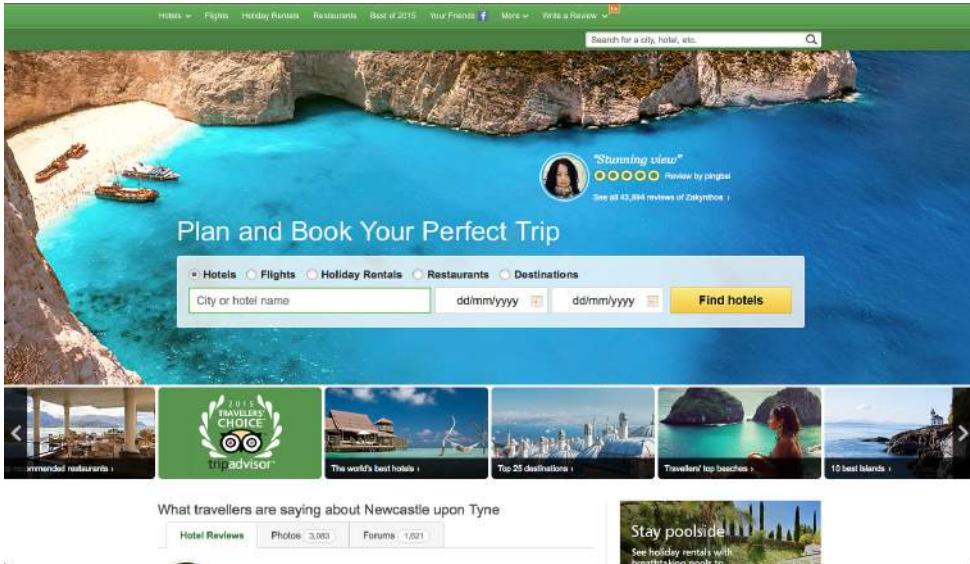
When I searched for 'german food' on Feedly, the results were better than what I got in Flipboard, but they were still not very helpful as only one out of ten results was directly related to German food.

Moreover, it is the same as Flipboard, both of them are just providing general information which is also not focusing on travelling or for trip planning. So even I got the information about what German food I should try when I visit Germany, I still needed to look for the practical information on google by myself, for example, which exact restaurants to go.

Therefore, although Feedly provides more contents than Flipboard, and also the categorising function, it still does not achieve what I want to do.

TRIP PLANNING PLATFORMS

I have looked into three existing Trip-planning platform, which are Tripadvisor, Moomondo and Travefy, to see how they works and again, in what extent that they can or can not help with trip planning.



Tripadvisor

What it is

Tripadvisor is a travel website providing reviews of travel-related content, such as accommodations, restaurants, attractions and other travel-related business. It also includes forum, travel guides and search engines for hotels, flights.

Share travel information and ideas

Users can write or browse reviews on the travel-related business, for example, hotels, restaurants, attractions. Also they can get recommendations from the site as it provides 'Things to do' section and 'Best of 2015'. So users can get travel ideas from the websites, and also the information.

Book journeys

Users can check prices for flights and accommodations through the search engine, and book them on tripadvisor. Users do not buy tickets from tripadvisor, instead they will have an overview of available travel services on the internet, and be referred to providers. Users can also make bookings on restaurants through the website, they can use the filters to select the price of the restaurants, cuisine, dining options and locations.

The screenshot shows a detailed view of a saved attraction on the Tripadvisor website. At the top, there are tabs for Overview, Tours & Tickets, Reviews (1,996), Q&A, and Location. Below these, there's a large image of the Glasnevin Cemetery Museum building. To the right, a call-to-action box says "Book ahead on Viator" with a "Top Rated" badge, "Glasnevin Cemetery Tour in Dublin", and a price of "£9* and up". Further down, there's a map titled "Improve this listing" with a location pin, "Get directions" button, and "Glasnevin Cemetery" label. Below the map, the address is listed as "Address: Finglas Road, Dublin 11, Ireland" and the phone number as "Phone Number: +353 1 882 6550".

This screenshot shows a saved list of attractions in Dublin. On the left, there's a grid of small thumbnail images for various attractions like Viking Splash Tours, The Port House, and Davy's Oriental Cafe. To the right, there's a larger map of Dublin with specific locations highlighted in blue. A sidebar on the left lists attractions with their names, reviews, and "My interest" status.

Plan trips

Tripadvisor provides maps of restaurants, attractions and accommodations. You can save trips from the guides, also add the attractions into your saved list. Note-making function is provided under the activity, users can also print the trips out.

(Photos from left) 1. Saved list in grid display for the trip. 2. Saved list in list display for the trip.

Breakdowns

The trip planning function is not very helpful

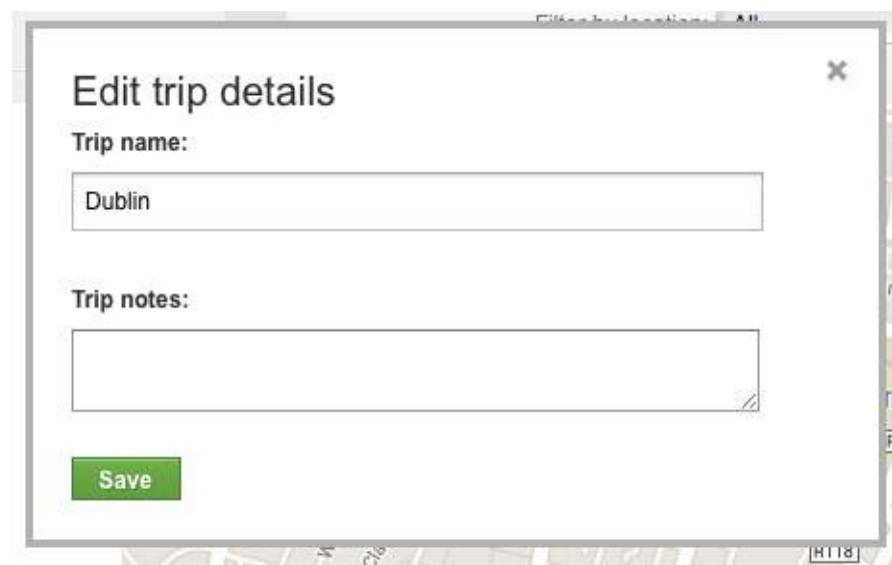
Users can save the attractions, restaurants into their saved list, or save the recommended routes from travel guides. But what users can actually do in this section is to add note, which is very basic and not that helpful.

Tripadvisor provides very useful travelling information, not only showing the basic information for each location, but also using map with different filters in order to help users to get the information they need.

But when users plan their trips, apart from the information, they also need a system to help them with their planning.

For a smoother journey, besides knowing where to visit, users will also require information regarding transport that will link them from one place to another in the easiest and most hassle-free way possible.

All in all, the information that tripadvisor provides is very helpful, but not the trip planning function itself. From my own experience, I still need to go on Google for further information when I plan my trip. Therefore there is still a room to improve for its trip planning section.



(Photos from top) 1. An activity saved into the saved list. Users can click on it to see its information, or add note under it.

2. The edit box for the trip. Once users save attractions or activities into their saved list, there will be a trip created according to the destination. Users can edit their trip by adding notes or changing the name.

Momondo

The screenshot shows the Momondo homepage. At the top, there's a banner with the text "Compare cheap flights and hotels. For free". Below the banner is a search bar with fields for "Enter origin city", "Enter destination city", "8 Apr 2015", "13 Apr 2015", "1 Passenger", and a "Search" button. Underneath the search bar, there are links for "Flights", "Hotels", and "Cars". A section titled "Find the cheapest flights from thousands of airlines and travel sites" lists partners like easyJet, BRITISH AIRWAYS, ebookers, lastminute.com, and Bravofly. Below this, there are three sections: "Award winner" (with a small icon), "Free & Independent" (with a star icon), and "Cheapest & Best" (with a smiley face icon). Each section contains a brief description.

The screenshot shows the "Trip finder" section of the Momondo website. It features a grid of icons representing different travel categories: Cities, Shopping, Beaches, Nature, Nightlife, and Skiing. Below the icons, there are six travel suggestions with small images and details: Copenhagen (Denmark), New York (United States), Bangkok (Thailand), Paris (France), Lisbon (Portugal), and Stockholm (Sweden). Each suggestion includes a price range and a note about the weather or season.

(Photo above) Trip finder function, you get suggestions by applying different filters.

What it is

Momondo is a travel metasearch engine that allows users to compare prices on flights, accommodations, cars rental and travel deals. It also comprises city guides and travel articles to help users plan their trips.

Book journeys

Users can check prices for flights and accommodations through the search engine, and also book them on momondo. Users do not buy tickets from momonda directly, instead they will have an overview of available travel services on the internet, and be referred to providers.

Get travel ideas

Users can get travel ideas in the 'inspiration' section, which shows travelling articles that contributed by the momondo. Users can search for keywords to look for the posts they are interested, or explore under the existing topics - city breaks, beach & nature, romantic, food & drink, news & tips, and 100 subcultures.

Under the 'trip finder' section, users can find the destination that fits their preferences regarding to their budgets, interests, and travelling time.

Breakdowns

Momondo is a great place for getting travel ideas, it is the most similar to what I want to do comparing to other platforms. Not only providing travelling posts which users can get inspiration from for their journeys, but it also helps them plan their trips according to their preferences. Yet, its trip planning section is more likely to focus on finding destinations, so it does not have an organisation tool for users to plan their itineraries.

The contents are limited

As the posts are all contributed by momondo itself, so the contents are limited. I did the same experiment - searching for 'german food' on the website, and only one out of nine posts was relevant, and it was about '5 lovely eateries in Berlin', also none of the them serving German cuisine.

The trip planning function is only helpful for looking for destinations

The filters momondo has are helpful, users can find a destination according to their budgets and other preferences. But if users want to plan their itineraries, the information here are not as helpful as tripadvisor, also it does not have any tool to help with it.



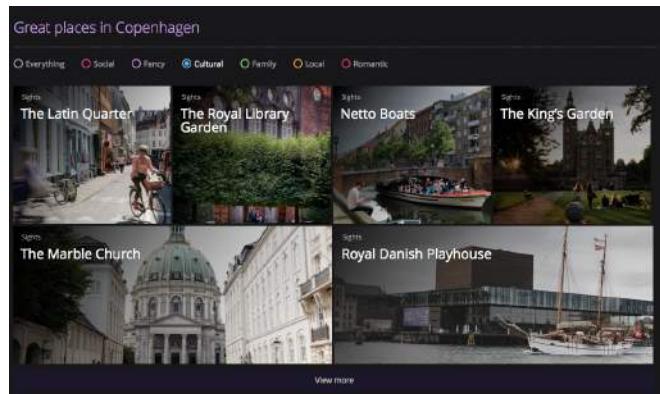
Filter for types of trips.



Filter for destinations

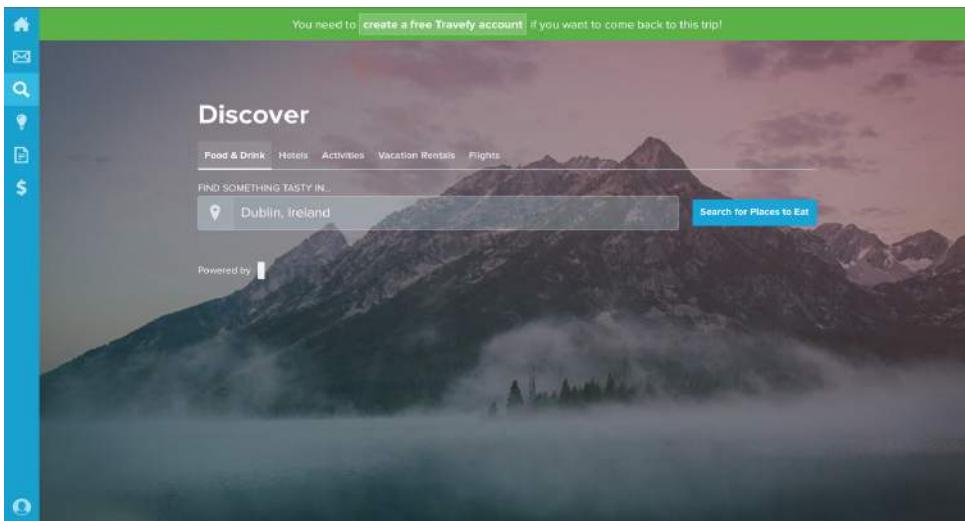


Filter for travelling times



Suggested places to visit in Copenhagen

Travefy



What it is

Travefy is an online group travel planner, which allows users to book and plan their itineraries. Users can collaborate on trip details, book travel deals, and also collect shared expenses.

Discover travelling ideas

Under the 'discover' section, users can search for food & drink, hotels, activities, vacation rental, and flights. They can save the ideas for later and discuss with their companies, or directly add the ideas to itinerary. The information is provided by foursquare, users can see the locations on map, also the basic information and reviews.

Plan itineraries

Users can name their trips, set trips details like dates, locations, and invite friends to plan the journeys together. Besides adding the ideas from Travefy in their itineraries, users can add their own links, and edit the title, set time, and take notes.

Collaborative with friends

Users can invite their friends by adding emails or via Facebook or Google contact integration. They can discuss with their friends, also manage trip expenses. Under the trip expenses section, users will be able to split the expenses, also track and collect all group money; users can tag who paid for what and who owes for it, and travefy will collect money from those who owe and pay back everyone who is owed money by their credit cards information.

Breakdowns

The travelling information is not very organised

Filters are not available, although users can search by keywords, it is not helpful when they do not have something in mind. Also the results are not very organised, as they do not have any sort of categorisation and seem to be very random. It will be easier for users if the results can be sorted by price, cuisine etc.

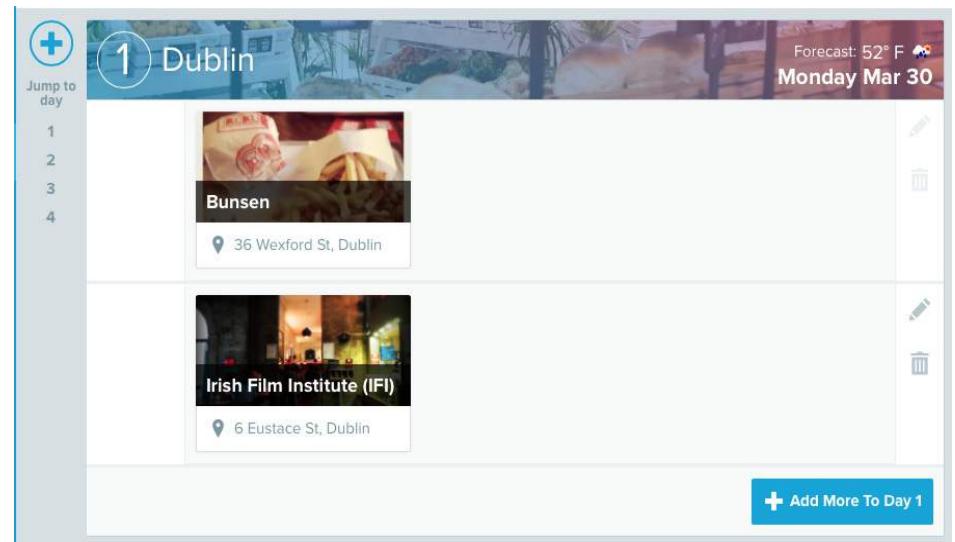
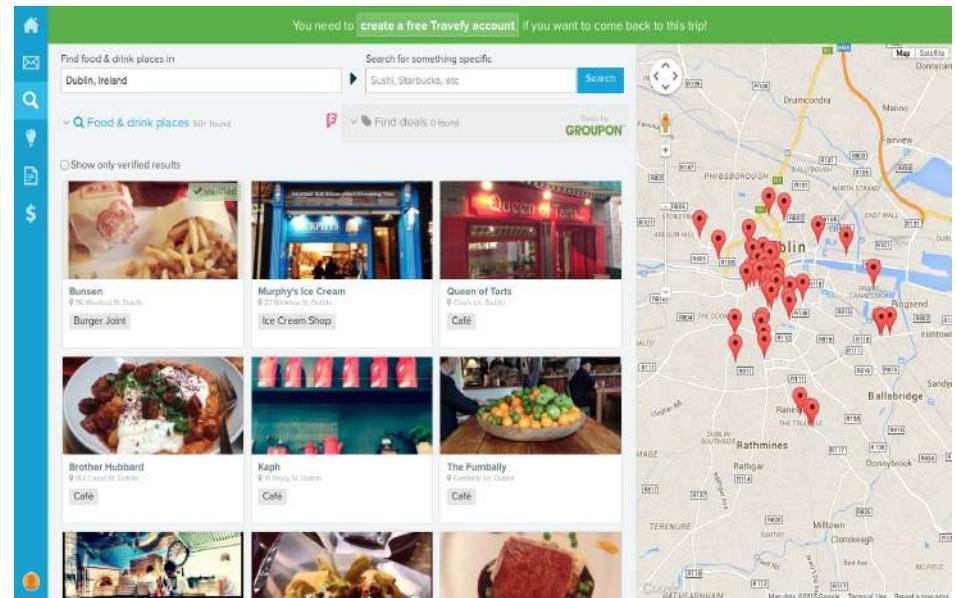
The planning function can be more detailed

It is good that users can add items into their itineraries, also set time and add notes. But besides where to go, users will also need to know how to get to one place from another. Therefore it will be more helpful if it has the transport information between each place, and give them personal suggestions of nearby activities and attractions.

Edit This Itinerary Item

| | | | |
|---|---|---------------------|--------------------|
| TITLE | Lunch at the Restaurant | DAY | 1 - Mon, Mar 30th |
| TIME - Optional | 2:30 PM | DURATION - Optional | 2 hours 30 minutes |
| NOTES - Optional | Include important details like confirmation numbers or instructions for the group. | | |
| ATTACHMENTS - Optional |  Bunsen 36 Wexford St, Dublin | | |
| Add a Place Add a Saved Idea Add a Link | | | |

Delete Cancel Update



Conclusion

The research have helped me develop my idea a lot better, as I found out that the existing personal magazines are not very helpful when we are planning our trips; also the existing trip planning platforms still have room to improve.

So I have come up with a clearer idea on what exactly I can do to achieve my main goal - to provide users with a better travel experience. As research is a very important part in trip planning, users can not plan their trips without having any information about the destination, such as what to do or where to visit. Therefore, I found the opportunity to combine the reading and planning functions, which allows users to get information and

travelling ideas on the app, and plan their trips at the same time.

Also the personal magazines have inspired me to apply RSS feature in my app. It allows users to subscribe to the websites that they are following, read content that they are interested in, also get all the latest updates from different websites on one platform.

After clarifying my idea, I needed to define my target audience, and find out their problems and design a solution for them. So I started to do the user research after the market research.

03 USER RESEARCH

My target audience is people who own an iOS tablet, like reading travelling content, and want to plan their trips.

To design a better user experience, it is important to understand what my target audience wants and needs. Based on my very own experience and my friends who also love travelling, I have created two personas to represent the goals of users, also their pain points.

PERSONAS

PERSONA 1

ROMY BENISCH

Female | 25 Years old | Final year student in University



“ The world is a book, and those who don't travel only read one page. ”

Romy is a real travel enthusiast. She loves travelling. She enjoys learning about different cultures and meeting new people in her trips. Also she is a courageous and resilient traveller, who dares to try everything.

In her free time, she never stops planning for her next journey. She likes reading travel magazines, browsing travel websites and blogs to gather different information for her trips.

Pain Points

She finds it annoying when it comes to organising the information from different platforms. She likes getting ideas from travel blogs and magazines for her future trips. She has a long to-visit-list. She has bookmarked so many websites which are useful for her future journeys. Even though she creates different folder for the bookmarks, she still thinks it's inconvenient when she plans the trip.

Top Goals

She wants a platform which can display all the contents she is interested in, also the information she needs.

As well, she wants a system to help her to organise all the materials, so she can plan her trips easier in one platform.

Favorite platforms | advanced user



PERSONA 2

KARL TSANG

Male | 22 Years old | EXCHANGE STUDENT IN ENGLAND



“ I want to live my life as an exchange student to the fullest, see as much as I can. ”

Karl is an exchange student from Hong Kong, he is studying in Northumbria University for one semester. This is his first time in Europe, he wants to take advantage of this chance to travel around, visit as many places as he can. Apart from some short trips within the UK in weekends, he is also planning a solo long European trip before going back to Hong Kong. He likes travelling. But he usually travels with travel tour, so he has no experience in planning trips.

Pain Points

He uses google to do research for his trips. He can easily get different information online, but he finds it difficult to do the trip planning by himself as he comes across so much information, which is a bit confusing.
Also he doesn't have a big budget, so he feels like he is at a loss when it comes to deciding on the best travel plan, given that the internet provides so many recommendations.

Top Goals

She wants a platform which can display personalised contents for him, to give him suggestions, recommendations that are suitable for him. So he won't be lost in the sea of information.

As well, he wants a system to help him to plan his trips based on his budget. He wants to have a brief idea of how much he is going to spend on each trip, so he can allocate his money better.

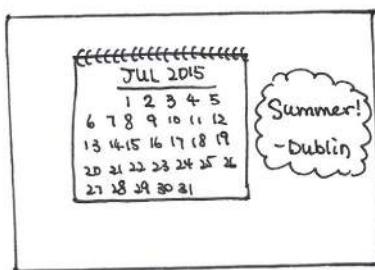
Favorite platforms | advanced user



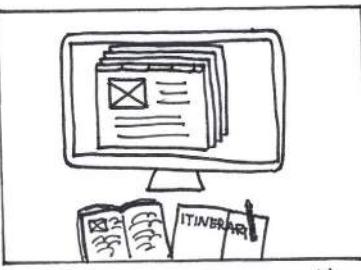
SCENARIOS

I have also created scenarios to show what problems they have before using PLANNERZINE, and how the app helps them to solve their problems.

SCENARIO - ROMY



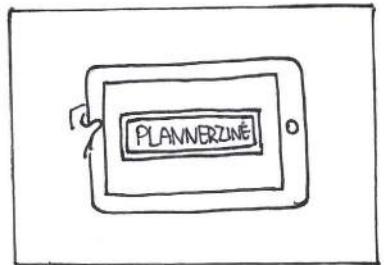
1) Romy is planning to visit Dublin for few days in summer. She's been always wanted to visit.



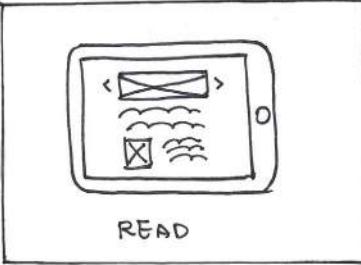
2) She loves reading travelling articles online or on magazine. She has created a folder for Dublin, saved information that she is interested.



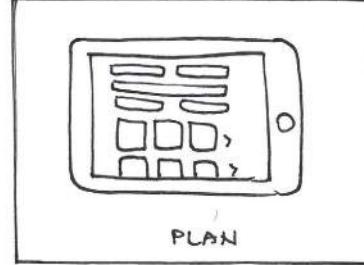
3) Even though she has a folder for the bookmarks, she still needs to go to different sites to view them. Also, for more info. she needs to google every single place.



4) But with PLANNERZINE, she can read and plan in ONE platform.



5) She gets a personal reading list based on her preferences. Also, she can subscribe to her following sites.



b) Recommendations for activities will be suggested according to her preferences and Saved articles.

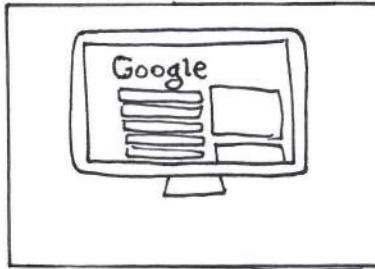
Romy has always wanted to visit Dublin. Everytime when she comes across acticles or information about Dublin, she will bookmark them. When she was planning her trip to Dublin, she opened every website that she had saved before. But she found it very annoying and inconvenient becuase there were too many websites and she needed to view them separately. Also, sometimes, some basic information of the attraction was not mentioned in the article that she read, such as address, so she had to go to google and searched it by herself.

With PLANNERZINE, she can subscribe to the websites that she is following, and read different contents on one platform. Also the app provides individual basic information of each attraction, so now she can plan her trips more easily.

SCENARIO - KARL



1) Karl is planning a solo long European trip before going back to Hong Kong.



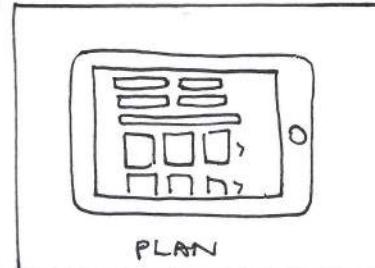
2) He doesn't have much experience on trip-planning. So he decided to start with google searching.



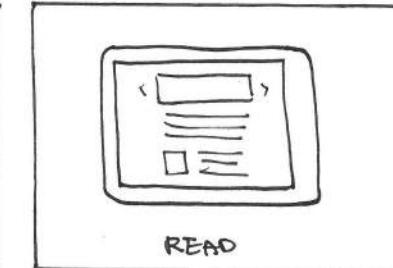
3) He is so confused because he came across so much information and he doesn't know where to start.



4) But with Plannerzine, he can get personal recommendations according to his preferences.



5) He just needs to provide the details of his trip. various recommendations will be generated.



6) He can also get travelling ideas from the magazine inside.

Karl is planning a trip to Europe and he has no experience on trip planning. So he started with google, and he came across so much different information which made him so confused, he did not know where to start. But with PLANNERZINE, he can get ideas by the travelling contents. Also he can get personal recommendations based on his interests, destinations, budget and etc. So now he can get his european trip planning done easily by the app.

USER JOURNEY

For designing a better user experience, it is important for me to understand what users encounter when they plan their trips. So I have created a user journey based on the trip planning experience of myself and few of my friends.

The graphic on next page shows the flow of trip planning, and the faces show the experience of the users. Basically there are three stages. The first stage is the research stage, which users will look for the information about their destinations. In this stage, users feel annoyed when they open the links in different tabs, also when they drop down the attractions and activities that they want to go and do, and when they need to go to google again to search for the basic information for the attractions and activities, such as address, opening times, and price.

The second stage is the planning stage, which users will plan the itinerary for their trips. Users feel annoyed in the whole stage. Because after having ideas on where to go and what to do in their destinations, they need to open the google map and see where exactly the spots are; compare the distances; and decide the order for the spots to go. This stage is very time-consuming and also a lot of work.

The final stage is during the trip. They need to carry the notes they have made. If they can not find the spots they are going, they will need to open the google map and check it.

Based on this user journey, my design has to provide a solution for users to reduce the unnecessary steps in trip planning.

User Journey



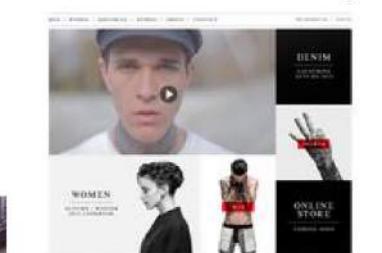
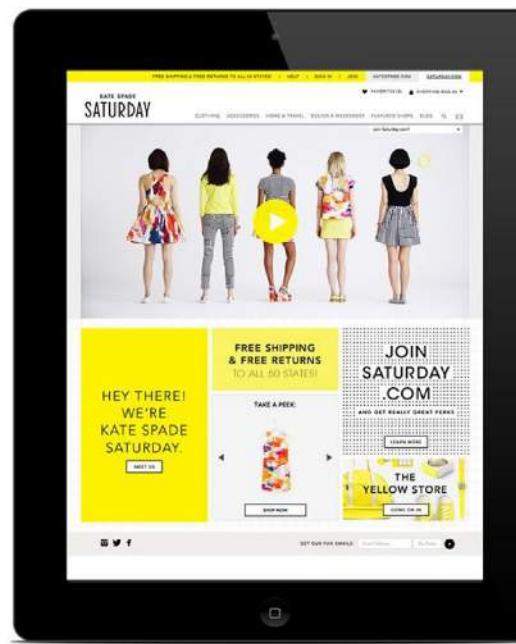
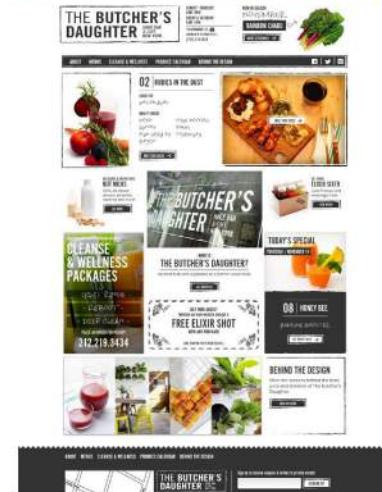
04 VISUAL RESEARCH

MOOD BOARD

This is the mood board that I have created. Black and yellow are the main colours of my design. Yellow is a pleasant colour, which I think it can represent the pleasure that travelling brings.

As there will also be some other colours in my design for the categorising function, so black is the perfect colour for the background.

In the design, I will apply the grids layout, as it can display different articles on one screen well.



05 DEVELOPMENT

IDEA DEVELOPMENT

AIM: to provide a BETTER TRAVEL EXPERIENCE
in ONE PLATFORM

BEFORE :

- ① RESEARCH
 - travel ideas
 - recommendations
 - tips
- ② trip planning
 - transportation
 - budget
 - schedule
 - accommodation
 - experience (activity)
- ③ Booking

DURING:

- ① Capture moments
 - photos
 - videos
 - texts
- ② Guide / Help
 - Direction
 - immediate suggestion
 - language

AFTER:

- ① sharing experience / reviews
 - social media (FB/IG) / Blog / FLICK etc
 - TRIP advisor etc

What is travel experience?

As my aim is to provide a better travel experience to users, I must figure out what travel experience is, so I can start brainstorming what features I should include in my app.

Therefore, based on the user journey I have done before, I listed out the possible tasks that users will need to do, and the things they might need or encounter when they travel. And then I found out that the travel experience can be divided into three periods - "before", "during" and "after".

Before users go on a trip, they have to do research on the destination, look for information about what to do, and get some recommendations or tips. If they are still not sure where to go, they will need some travelling ideas and inspirations.

After knowing where they want to visit in the destination or what they want to do. They will then go on to plan their trips. When they are planning their itineraries, there are few things that they will consider.

They need to think about the transportation between different spots. Because the places they want to go might not be centred in the same area, so they will prefer visiting the nearby attractions on the same day, in order to avoid unnecessary travelling time.

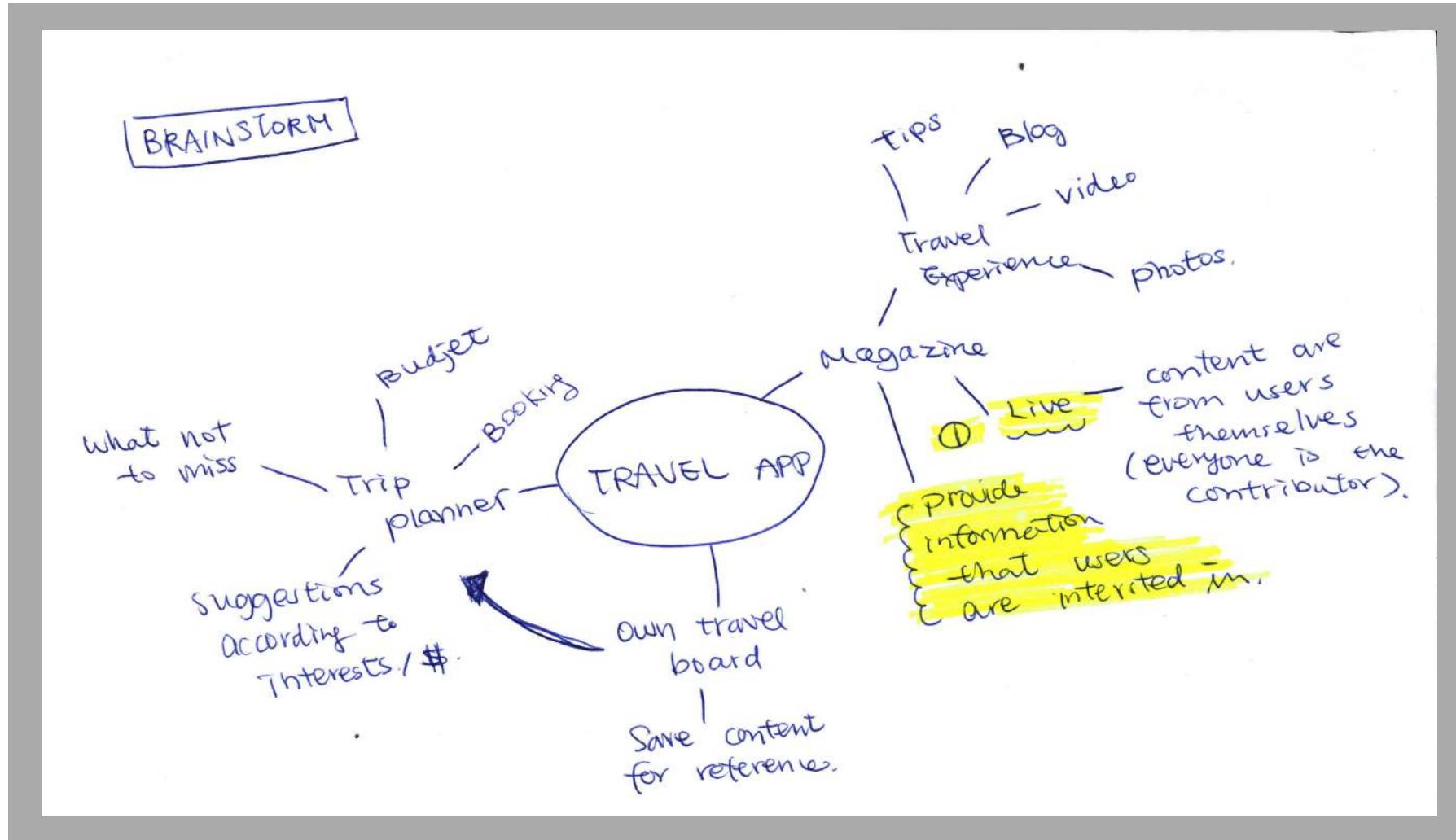
The schedule of each day will also be affected by the visiting time of the attractions. For example, if they are going to hiking, which will more likely take a whole day, so they will tend to not arrange other activities that take time after it.

They also have to think about what to do according to their budget and interests, and where to stay. And they need to book everything, such as hotel and flights before their trips started.

During the trip, users might want to capture the moments by taking photos and videos. As well they might need help on the directions, or even languages if they are visiting somewhere that English is not commonly used.

After the trip, they will share their journey with other people. They might share it on social media, like Facebook, Instagram. Or they will share it on their blogs, some travelling websites, such as tripadvisor, writing reviews for the places that they visited.

Since travel experience is a very broad topic, so I narrowed down the focus to the "before" period.



This is the mind map that I did to clarify what features my app should include.

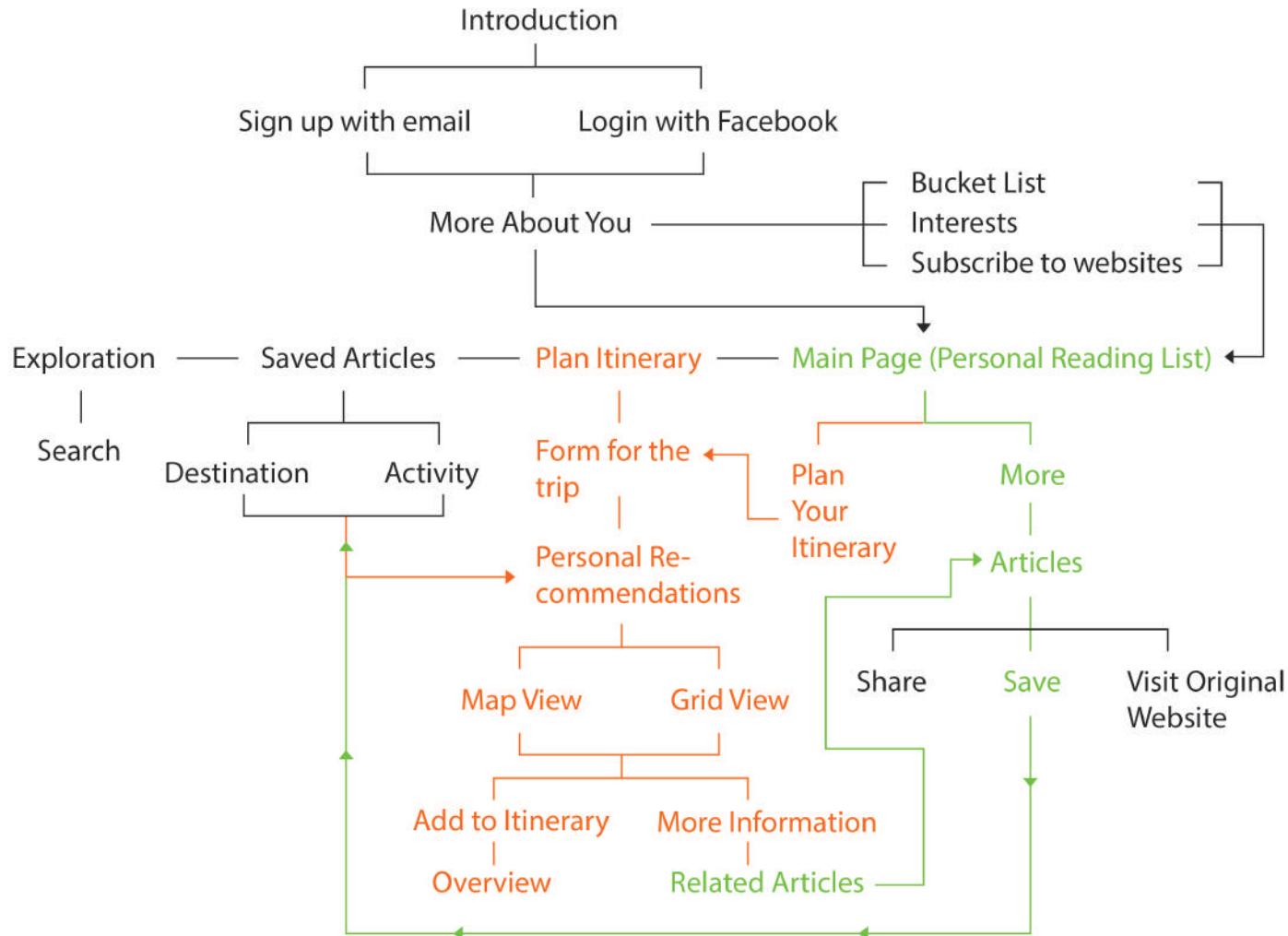
As I am focusing on the “before” period, which people will need the information about their destinations, get travelling ideas and also plan their itinerary. I was thinking to include the booking function in my app, but then I found out it would be too complex, also it was not necessary. So I again narrowed down the scope, it will only provide travelling content and itinerary planning function.

Based on the research I have done before, it will be easier for users to plan their trip if there is a system which can provide them information that they need, also a tool to plan their itinerary.

Therefore, I started to develop the idea of combining the reading and planning function. The challenge is to make them linked in a simple way, otherwise the app will be too complex.

Before going into the wireframes, I made a system architecture, which you can see on the next page.

SYSTEM ARCHITECTURE

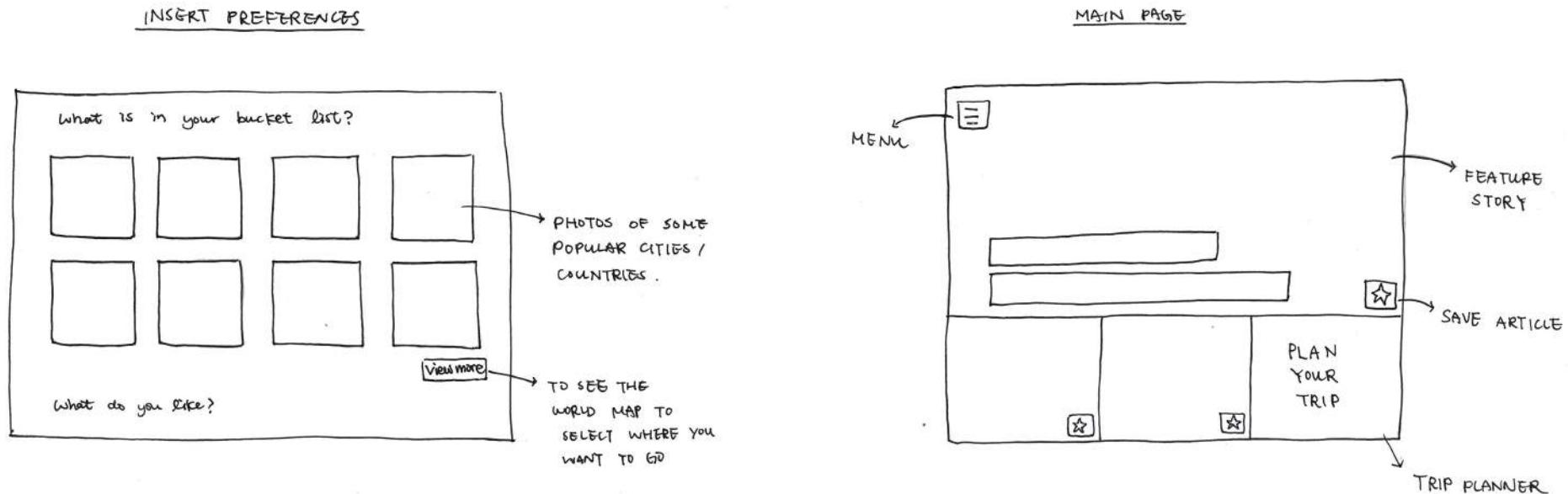


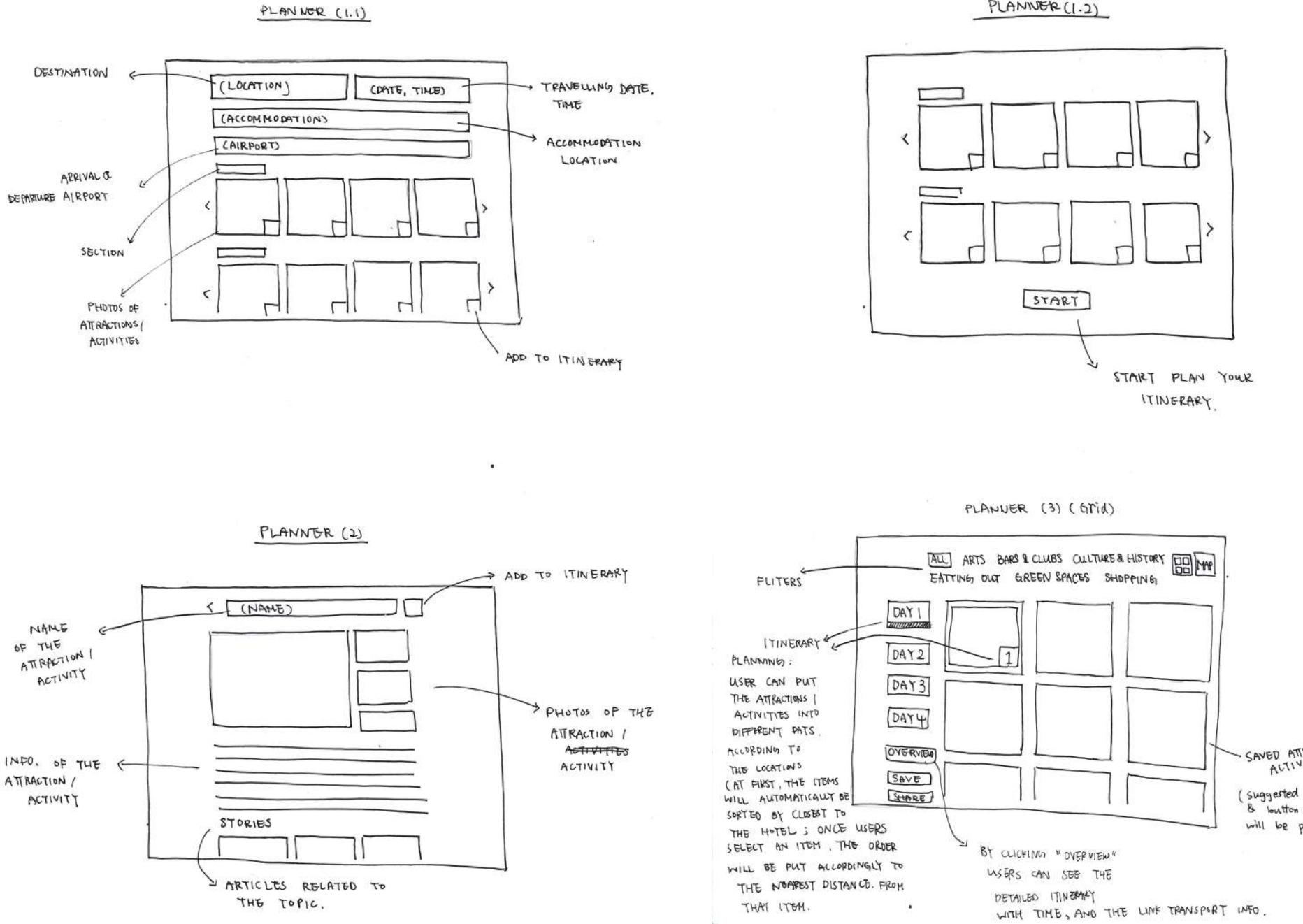
The orange flow represents the planning function whereas the green flow represent the reading function. These two sections are linked.

So, when users are planning their trips, they can also access the information they need easily; when they are reading, they can save the useful information and it can help with their planning later.

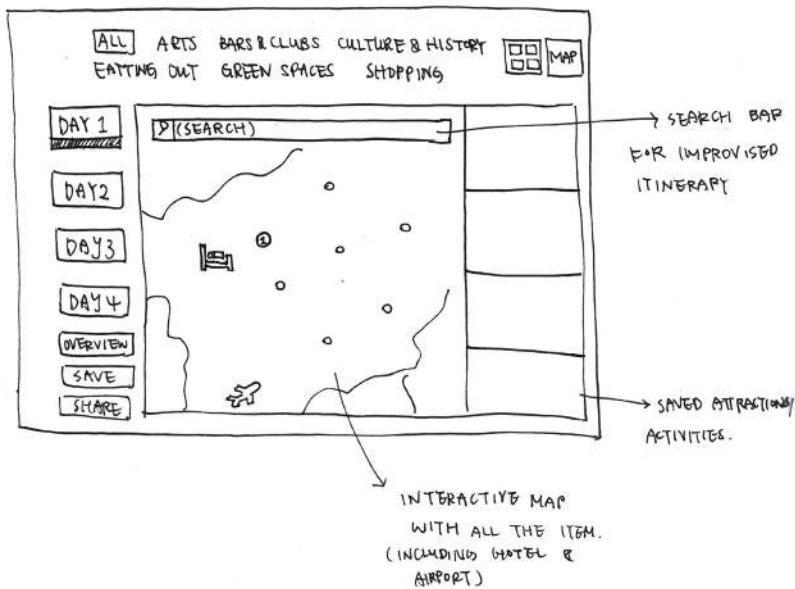
WIREFRAMES

I have sketched the wireframes on papers first in order to clarify how i should design and display the content.

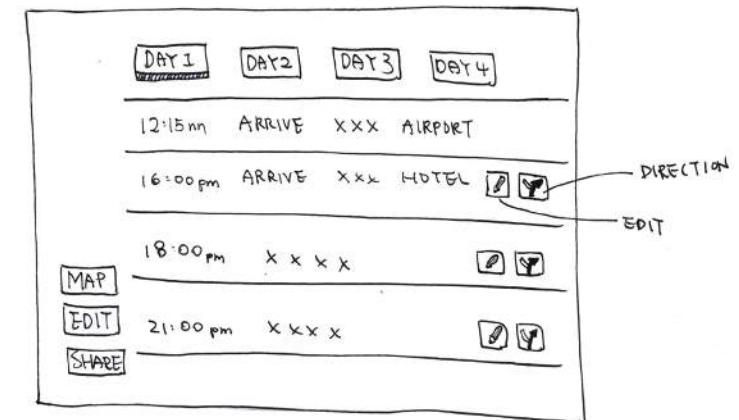




PLANNER (3) (MAP)

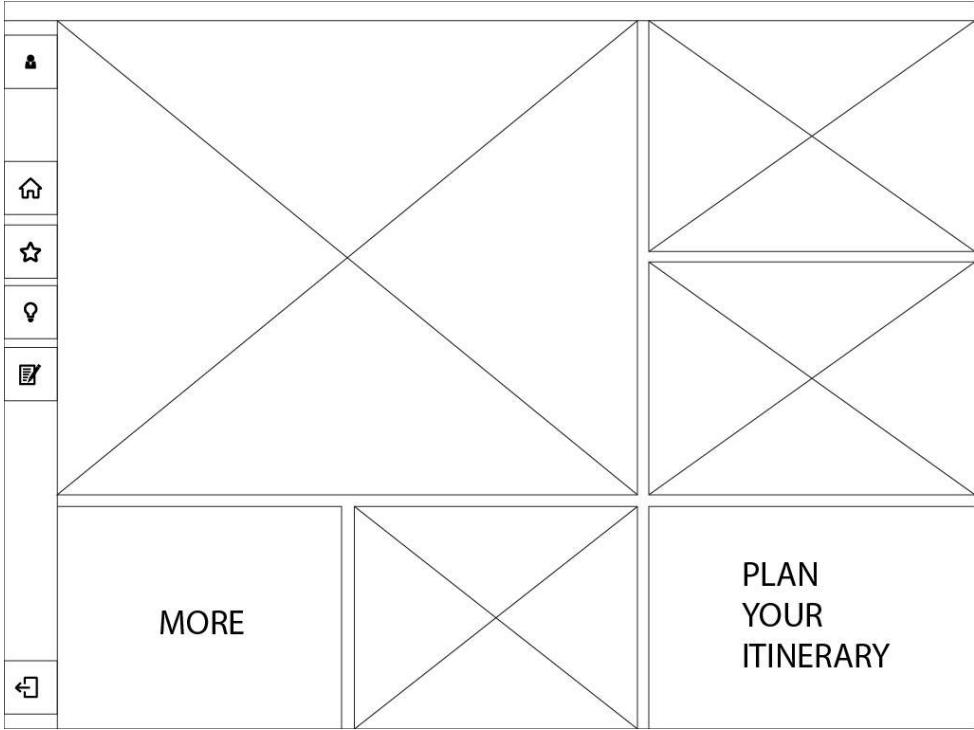


PLANNER(4) OVERVIEW ITINERARY



I have done some quick user test with my friend using these wireframes. The feedback was "the structure is fine. Generally, I know how to use it, but the itinerary planning section seems a bit confusing and complex."

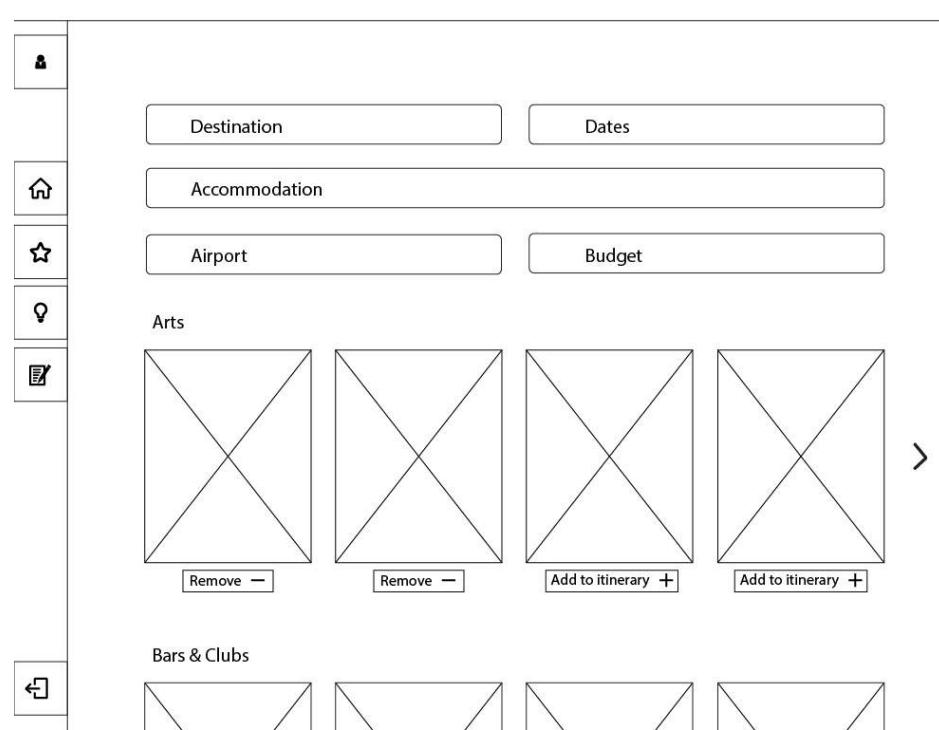
Therefore, I looked for some layout inspirations for planning on pinterest again. Based on the feedback I got and the design references I found online, I made a high fidelity wireframes on illustrator.



This is the main page, showing a personal reading list for users. Users will be suggested different travelling content based on their choices and interests.

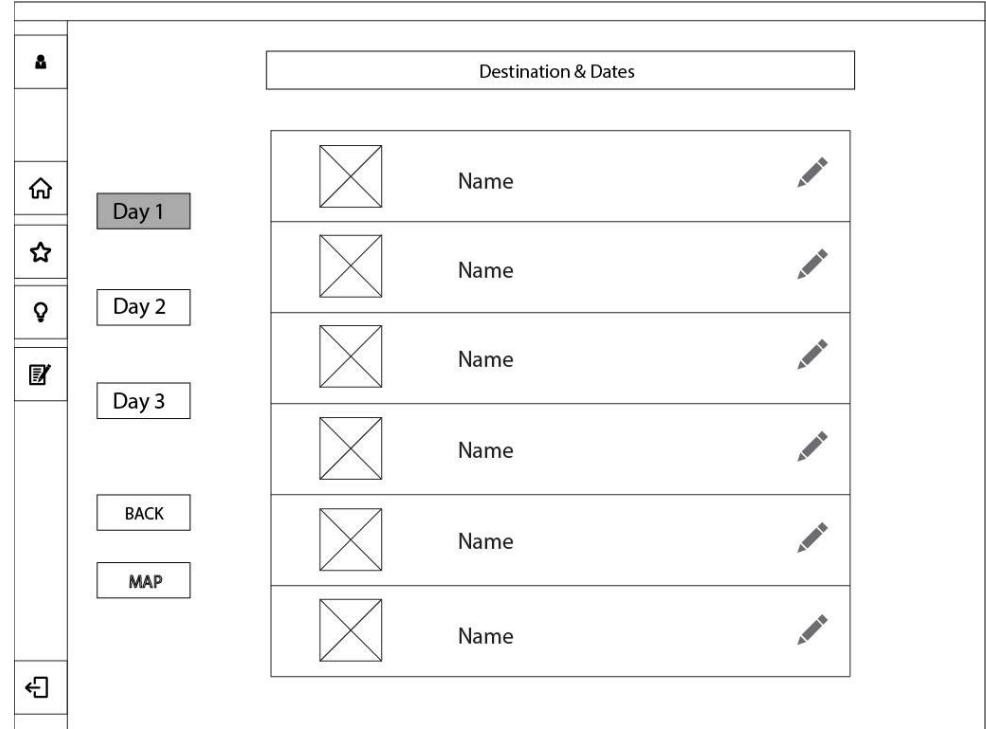
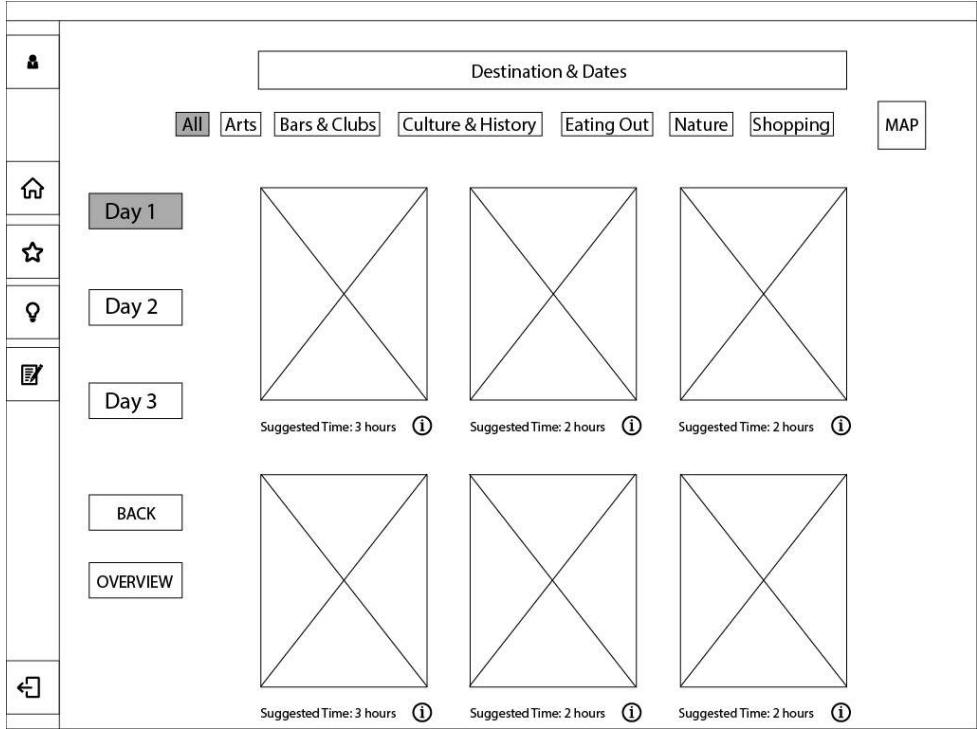
The side bar with six icons will remain all the time, so users can easily access these basic functions - account, homepage, saved articles, exploration, itinerary planning, and logout at the bottom.

Also, there is a big button for itinerary planning at the bottom right which users can not miss it.



This is the page for itinerary planning. Users will need to provide the details of their trips, like destination, travelling dates, accommodation, arrival and departure airport and also budget.

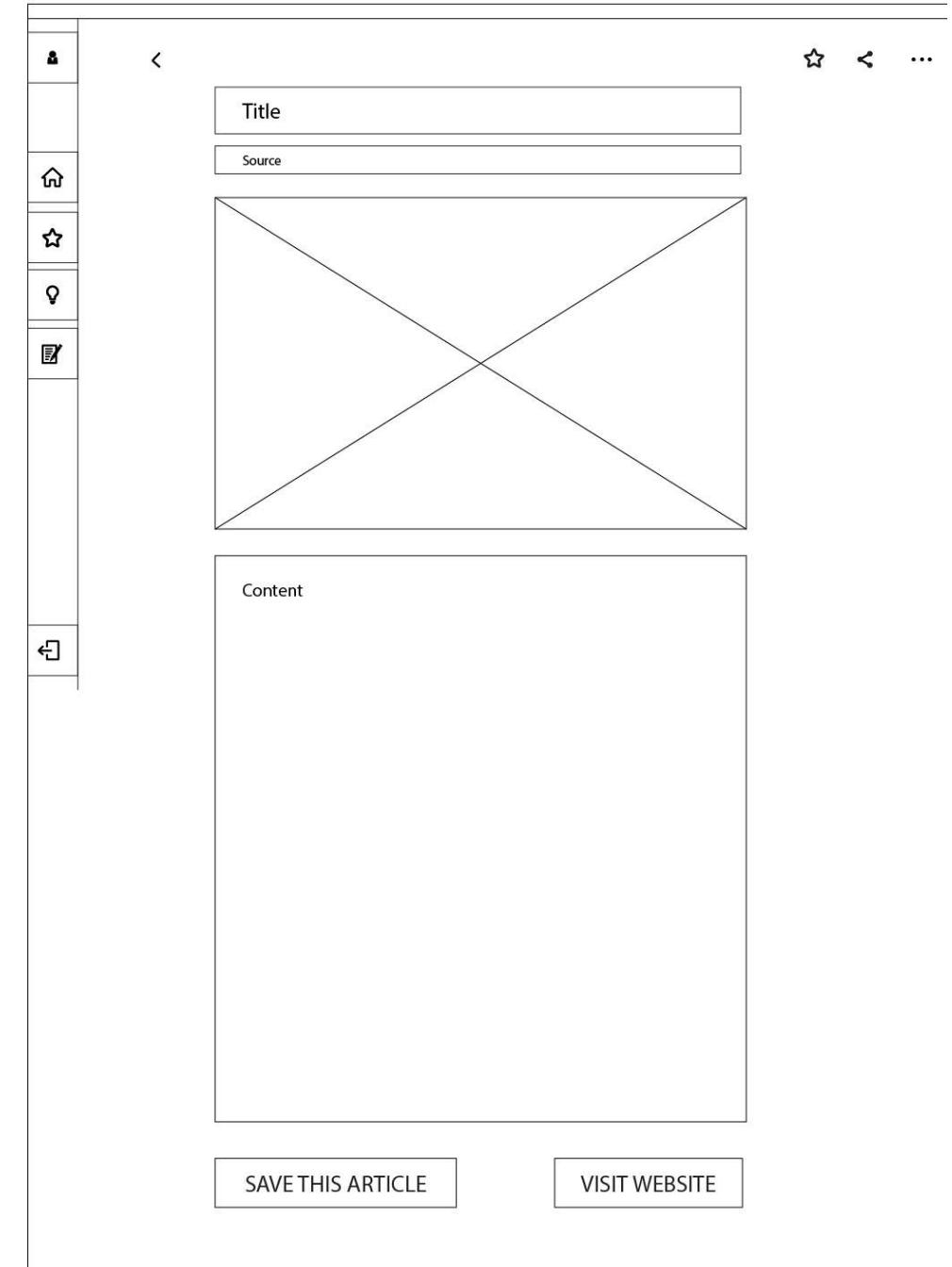
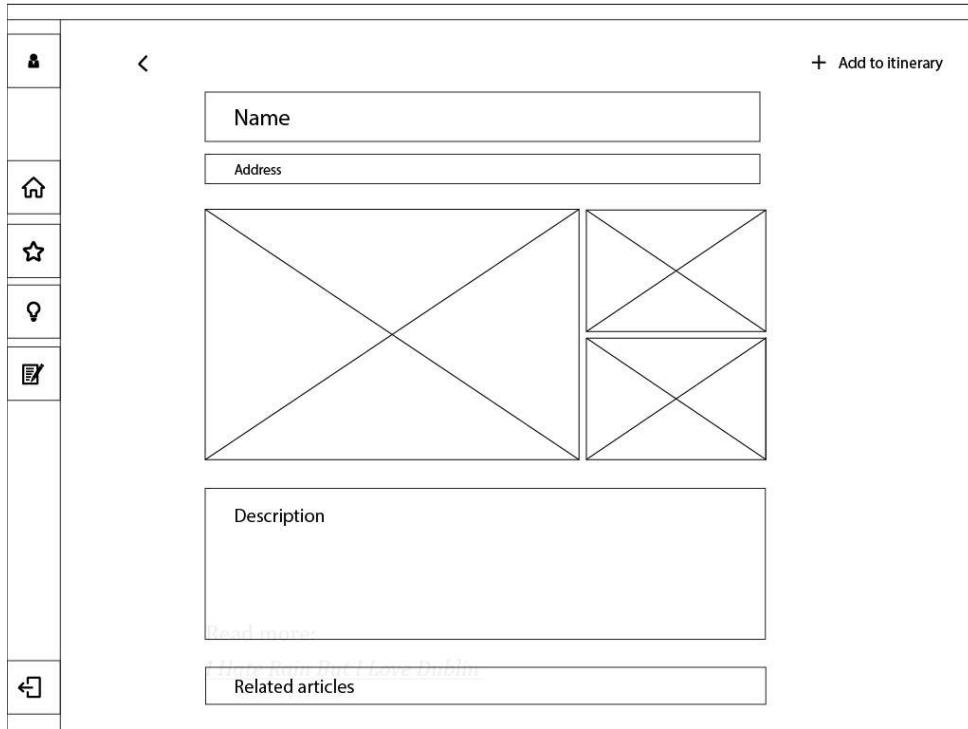
Then the recommendations will be suggested according to the information they provided. Also if they have saved some articles before, the attractions that were mentioned in the articles will be shown in ascending order. So user will not miss anything from the articles they like when they are planning their itinerary.



After adding different attractions or activities into itinerary, users can start putting them into different days. Users can also view them with differernt filters or map.

When planning the itinerary, locations and visiting times of the attractions or activities are very important. Therefore, suggested visiting time is provided. Also the results are sorted according to what is nearest to your accommodation; Once you select an item, the other will be shown in an order that shows the spots according to their distances, from the nearest to the furthest. So they can visit the places that are in the same or near area at once.

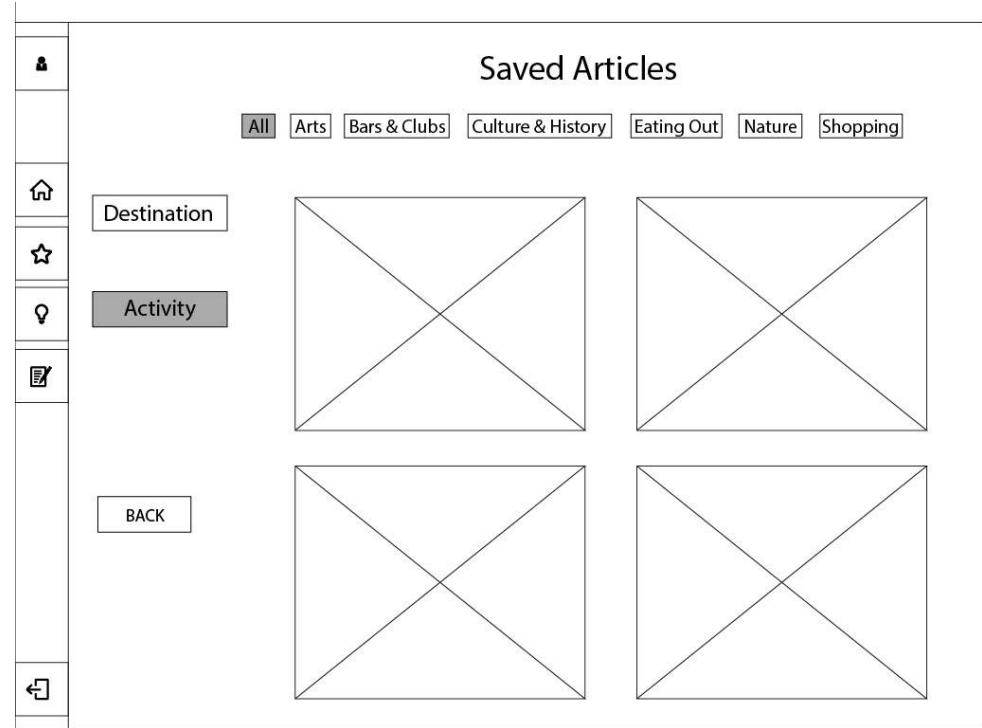
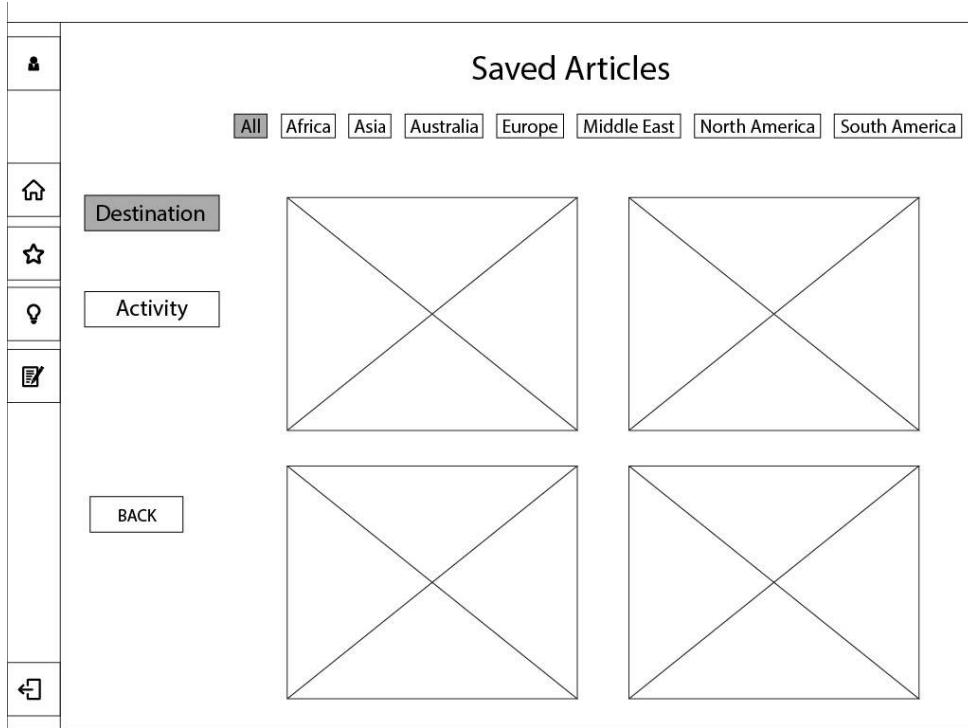
This is the overview of the itinerary. No exact time is shown on the schedule so users can be more flexible. They can edit the items, move them to an earlier or later date or time, or delete them by clicking the icon next to them.



This is the information page for attractions or activities. Users can get the basic information on this page, such as address, photos, and description. Also at the bottom, the articles which are related to that attraction or activity will be shown, so every content is linked to each other.

Now when users see some spots that they are interested in, they do not need to go on google and search it by themselves. They can get all the basic information they need in this app, and also plan their itinerary more easily using the information they have.

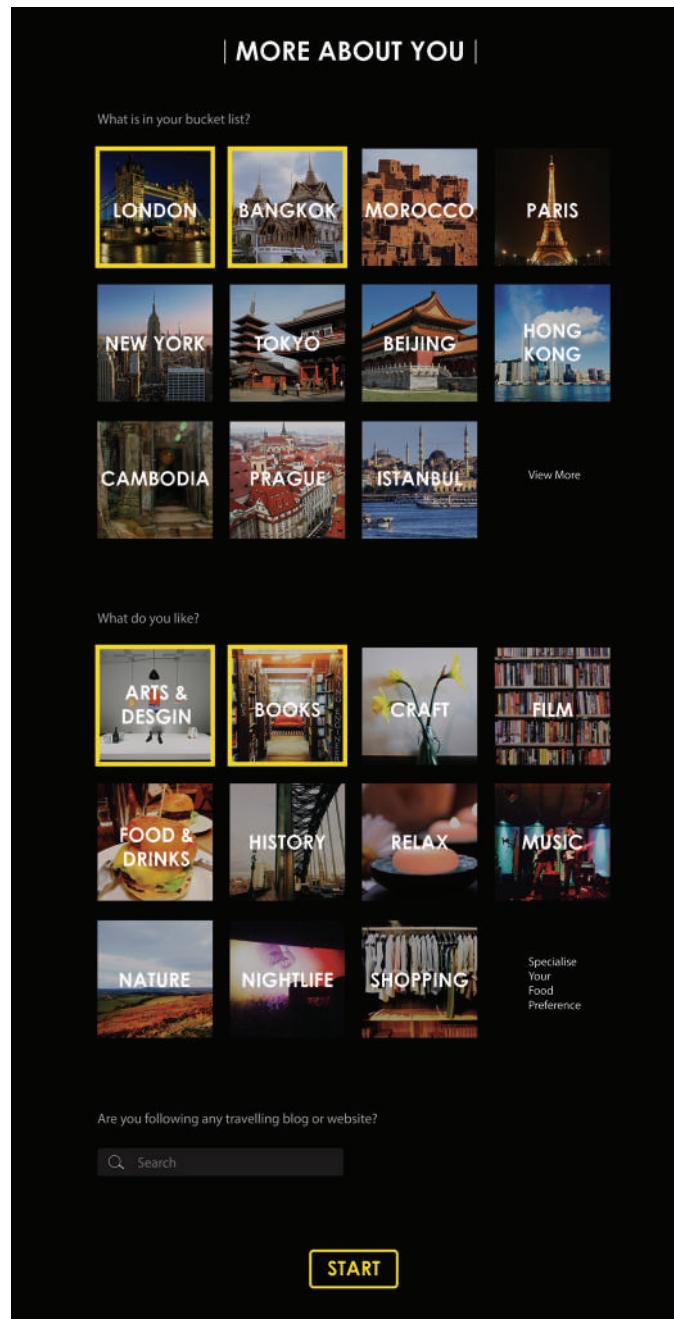
The wireframe on the left is the article page, users can save the article, share it or visit the original website.



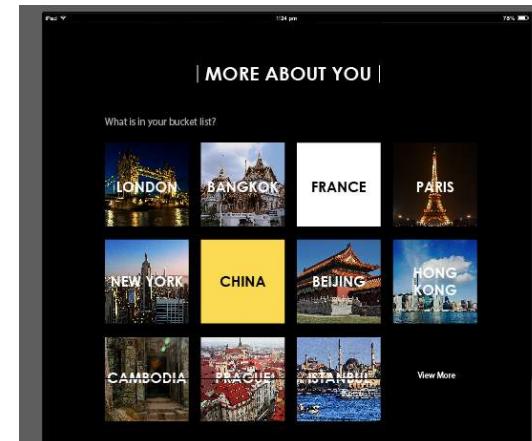
These two are the pages for saved articles. Users can view the articles by destination or activity type, so they can easily find out the information they want from the articles that they have saved before.

I have done some user test with these wireframes and the feedback was "it looks clearer and simpler." So I started to design the colour mock-ups based on these wireframes.

MOCK-UPS



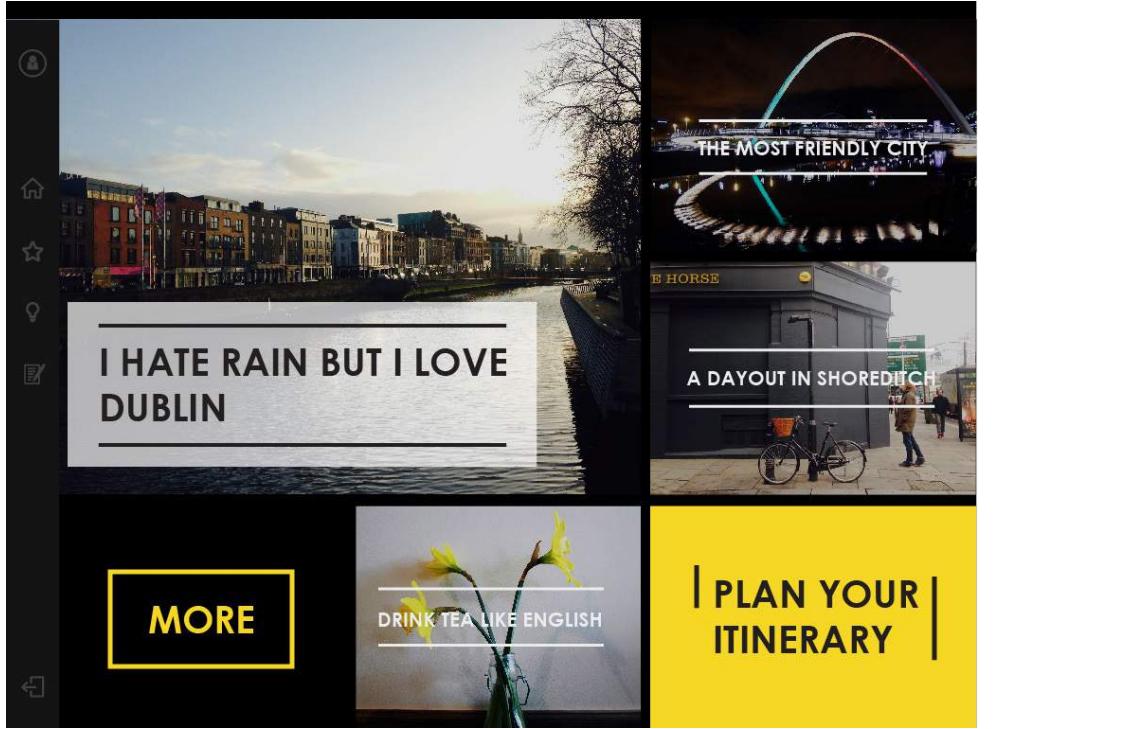
I have tried few different designs in the mock-ups for the visual user test later, in order to make the best design for users.



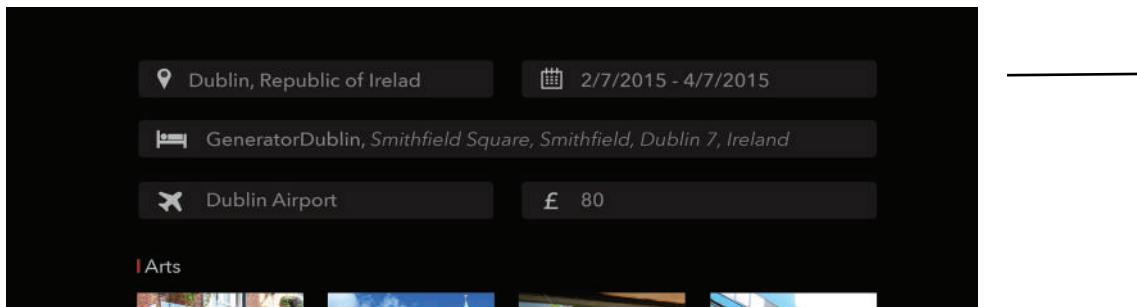
These are the screen for the preference page.



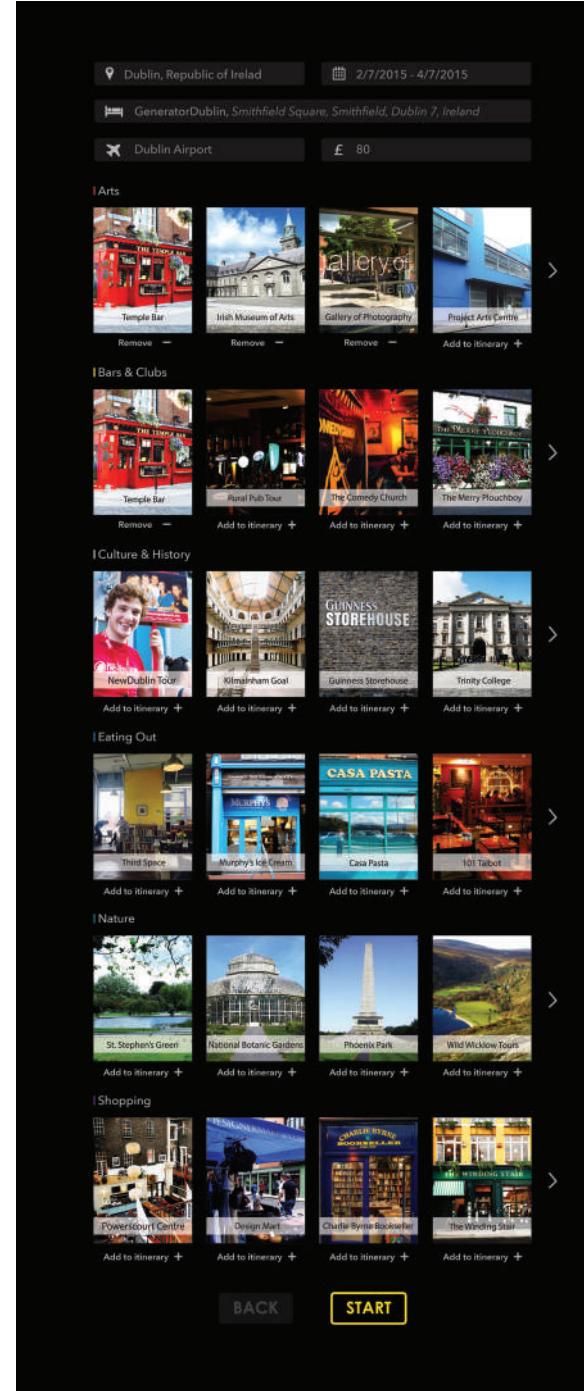
For the bucket list section, at first I wanted to show the popular countries and the cities, because some people might be interested in the whole country instead of just one city. But at last, I decided to only show the popular cities with photos, because if people choose a city, they are more likely to be interested in the country as well. So it will be easier if users can just get the content about the country once they choose the city.



The screen above is the main page, which shows different stories to users.



Users can provide the details of their trips and get personal recommendations.



[+ Add to itinerary](#)

Temple Bar

Temple bar, Dublin 2 (D2), Republic of Ireland

Temple Bar is an area on the south bank of the River Liffey in central Dublin, Ireland. The area is bounded by the Liffey to the north, Dame Street to the south, Westmoreland Street to the east and Fishamble Street to the west.

Read more:
[I Hate Rain But I Love Dublin](#)

to the east and Fishamble Street to the west.

Read more:
[I Hate Rain But I Love Dublin](#)

Apart from just getting the basic information for each activity or attraction, user can get suggested articles that are related to that attraction at the bottom.
So they can also read and get ideas from other people.

[I Hate Rain But I Love Dublin](#)

This Dazzling World | by Cindy Chan | 11th May, 2015

Dublin - a city you should visit at least once before you die. You can totally trust me on this one, because I HATE rain from the core of my heart but I do love this super rainy city. (Not sure about moving there tho.)

To be honest, Ireland was never on my travel bucket list. Some people visit Dublin for Guinness, some visit because of the movie PS I Love You, but I visited there just because the flight tickets were so cheap - who can say no to the £20 for return? Anyway, four days were just enough for me to cover most of the main attractions in town, but not for its beautiful mountains. I will definitely go back to see its nature. But in the less rainy time, if that's possible.

When it came to Dublin, all I could think of was Guinness, hot Irish guys and the sexy Irish accent. After the trip, I'd say it's 'rain, rain, and RAIN'. The weather in Dublin is unpredictable yet predictable. What?! YES. Every single time when we went into a cafe for shelter from the crazy heavy rain, the sun just came out right after we ordered our cakes, and it was super sunny as if it never rained before. Then again, when we were ready to go, it started raining. Basically, you'll never know when it's going to rain in Dublin, but one thing is for sure - IT RAINS, E-V-E-R-Y-D-A-Y.

Although the weather was not so appealing (to me), this city knows how to steal your heart secretly. Dublin has everything you want, no matter which types of travellers you're, you'll find something that you enjoy.

Here are few things that you should never miss if you visit Dublin.

1. Have breakfast in [Third Space](#)
2. Join the [New Dublin Free Walking Tour](#)
3. Walk around [Temple Bar](#)
4. Try [Murphy's Icecream](#)
5. Check out Irish guys OF COURSE.

[★ SAVE THIS ARTICLE](#) [VISIT WEBSITE](#)

| | | | |
|---|------------------------------------|------------------------------------|------------------------------------|
| Dublin, Republic of Ireland | 2/7/2015 - 4/7/2015 | | |
| GeneratorDublin, Smithfield Square, Smithfield, Dublin 7, Ireland | | | |
| Dublin Airport | £ 80 | | |
| Arts | | | |
| Temple Bar | Irish Museum of Arts | Gallery of Photography | Project Arts Centre |
| Remove | Remove | Remove | Add to Itinerary + |
| Bars & Clubs | | | |
| Temple Bar | Local Pub Tour | The Comedy Church | The Merry Pouchboy |
| Remove | Add to Itinerary + | Add to Itinerary + | Add to Itinerary + |
| Culture & History | | | |
| New Dublin Tour | Kilmainham Gaol | GUINNESS STOREHOUSE | Trinity College |
| Add to Itinerary + | Add to Itinerary + | Add to Itinerary + | Add to Itinerary + |
| Eating Out | | | |
| Third Space | Murphy's Ice Cream | CASA PASTA | 101 Talbot |
| Add to Itinerary + | Add to Itinerary + | Add to Itinerary + | Add to Itinerary + |
| Nature | | | |
| St. Stephen's Green | National Botanic Gardens | Phoenix Park | Wild Wicklow Tours |
| Add to Itinerary + | Add to Itinerary + | Add to Itinerary + | Add to Itinerary + |
| Shopping | | | |
| Towerscourt Centre | Dunnes Stores | Charlie Byrne Bookseller | The Winding Stair |
| Add to Itinerary + | Add to Itinerary + | Add to Itinerary + | Add to Itinerary + |
| BACK | | | |
| START | | | |

The image shows a mobile application interface for a travel guide to Dublin. The top navigation bar includes tabs for All, Arts, Bars & Clubs, Culture & History, Eating Out, Nature, and Shopping, with a search icon on the far right. Below the navigation, there's a sidebar with icons for Home, Star, Location, and Filter. The main content area is organized into a grid of cards, each representing a recommendation:

- Day 1:**
 - Third Space (Suggested Time: 1 hour)
 - The Winding Stair (Suggested Time: 1 hour)
 - Temple Bar (Suggested Time: 1 hour)
- Day 2:**
 - Gallery of Photography (Suggested Time: 1 hour)
 - Design Mart (Suggested Time: 1 hour)
 - NewDublin Tour (Suggested Time: 1 hour)
- Day 3:**
 - The Comedy Church (Suggested Time: 1 hour)
 - Trinity College (Suggested Time: 1 hour)
 - Murphy's Ice Cream (Suggested Time: 1 hour)
- Other Recommendations:**
 - Powers Court (Suggested Time: 1 hour)
 - Guinness Storehouse (Suggested Time: 1 hour)
 - Irish Museum of Arts (Suggested Time: 1 hour)
 - Kingspan Oval (Suggested Time: 1 hour)
 - Phoenix Park (Suggested Time: 1 hour)
 - National Botanic Gardens (Suggested Time: 1 hour)
 - Casa Pasta (Suggested Time: 1 hour)
 - Charlie Byrne Bookseller (Suggested Time: 1 hour)

DUBLIN | 2.7 - 4.7 2015

DUBLIN | 2.7 - 4.7 2015

All Arts Bars & Clubs Culture & History Eating Out Nature Shopping MAP

Day 1: Temple Bar, Gallery of Photography, Design Mart (Suggested Time: 3 hours)

Day 2: Irish Museum of Arts (Suggested Time: 3 hours)

Day 3: BACK OVERVIEW

DUBLIN | 2.7 - 4.7 2015

All Arts Bars & Clubs Culture & History Eating Out Nature Shopping MAP

Day 1: Temple Bar, The Comedy Church (Suggested Time: 3 hours)

Day 2: BACK OVERVIEW

DUBLIN | 2.7 - 4.7 2015

All Arts Bars & Clubs Culture & History Eating Out Nature Shopping MAP

Day 1: New Dublin Tour (Suggested Time: 3 hours)

Day 2: Trinity College (Suggested Time: 2 hours)

Day 3: Guinness Storehouse (Suggested Time: 3 hours)

Day 4: Kilmainham Gaol (Suggested Time: 3 hours)

BACK OVERVIEW

DUBLIN | 2.7 - 4.7 2015

All Arts Bars & Clubs Culture & History Eating Out Nature Shopping MAP

Day 1: Third Space, Murphy's Ice Cream, Casa Pasta (Suggested Time: 2 hours)

Day 2: BACK OVERVIEW

DUBLIN | 2.7 - 4.7 2015

All Arts Bars & Clubs Culture & History Eating Out Nature Shopping MAP

Day 1: St Stephen's Green, Phoenix Park (Suggested Time: 2 hours)

Day 2: BACK OVERVIEW

DUBLIN | 2.7 - 4.7 2015

All Arts Bars & Clubs Culture & History Eating Out Nature Shopping MAP

Day 1: Design Mart (Suggested Time: 2 hours)

Day 2: Powers Court (Suggested Time: 3 hours)

Day 3: Charlie Byrne Bookseller (Suggested Time: 1 hour)

BACK OVERVIEW

DUBLIN | 2.7 - 4.7 2015

33% 70%

Day 1: Third Space, New Dublin Tour (11am), Gallery of Photography, Murphy's Ice Cream, Powercourt Centre, St Stephen's Green, Temple Bar

Day 2:

Day 3:

BACK EDIT

DUBLIN | 2.7 - 4.7 2015

33% 70%

Day 1: Third Space, New Dublin Tour (11am), Gallery of Photography, Murphy's Ice Cream, Powercourt Centre, St Stephen's Green, Temple Bar

Day 2:

Day 3:

BACK MAP

SAVED ARTICLES

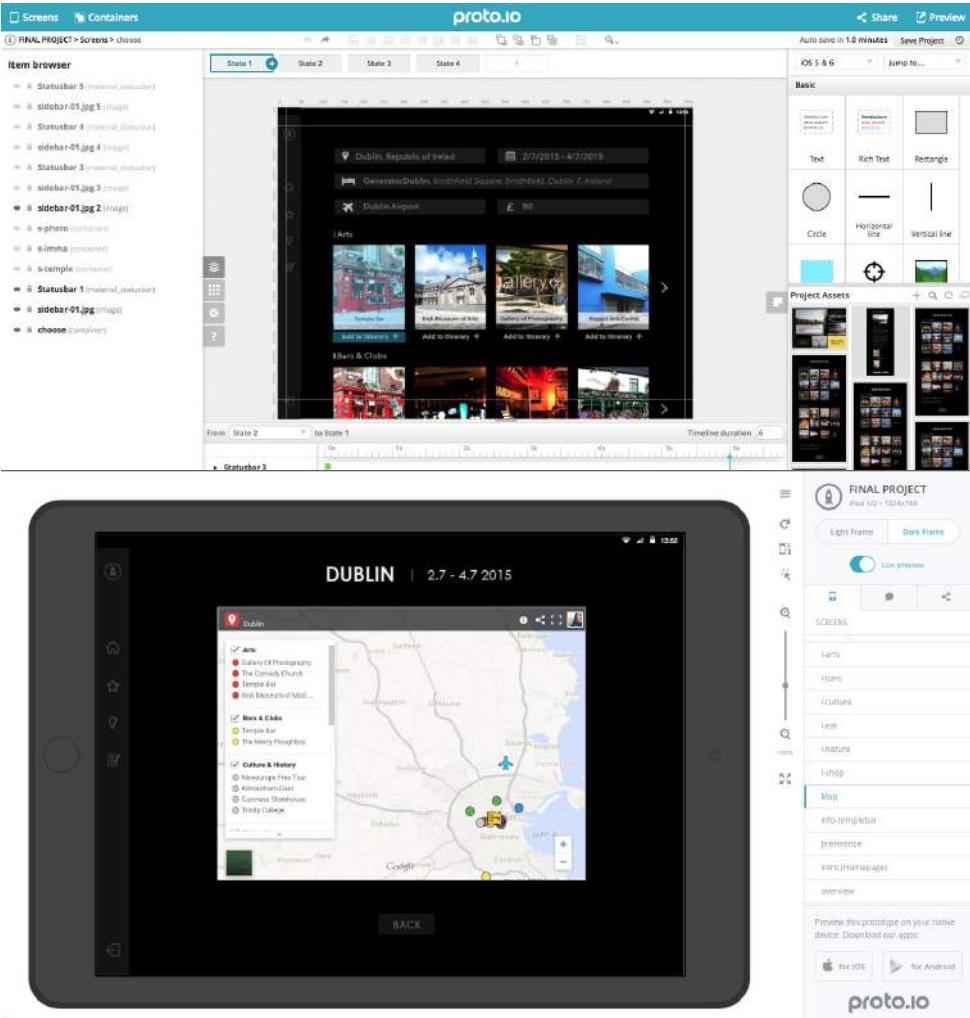
All Africa Asia Australia Europe Middle East North America South America

Destination: Dublin (I Hate Rain But I Love Dublin)

Activity:

BACK

USER TEST



After designing the screens on illustrator, I have made a prototype on proto.io and do the user test on my iPad.

I have asked two of my friends to do the user test for the usability and the visual.

For the usability testing, I have asked them to save the article, and plan the trip.

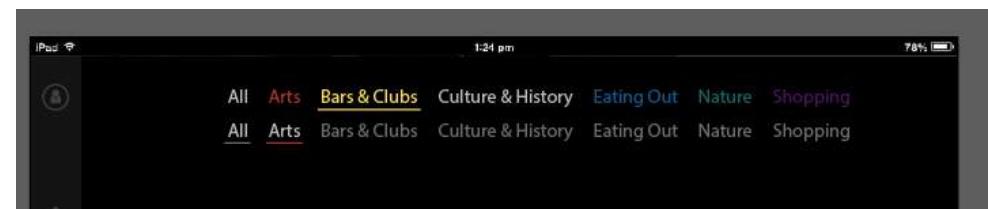
They were requested to add different activities and attractions into itinerary, and view them with different filters and map, also put them into different days.

For the visual testing, since I have made few designs for some sections. So I have tested with them to see which one works better.



For the usability, the results were very good. Both users did not encounter any difficulty when using the app. They said the app was easy to use, but they suggested me to have a brief introduction about how the app works before they get start, so users could have an general idea of how to use the app.

For the visual testing, I have shown them different designs and both of them had the same opinion.



These are the fliter tags for the activities and attractions, I am using different colours to distinguish them. I was choosing between applying the colour in the text and underline, or only in the underline when it is selected. Based on the user test result, I have decided to go for the second one, which is only the coloured underline.



Also, this design works better, so I have chosen this style for the overview page.

BRANDING

For the name of the app, I want it to show a general view, which users will have an idea how it works when they hear the name. As the feature of the app is combining travel magazine and trip planner. So I have come up with the name - PLANNERZINE. With this name, I have decided to design a typography logo. So I have looked into some inspirations on pinterest.



ever
OURS

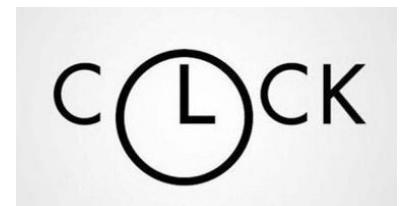
ever·OURS

ever
OURS



everOURS

EVER
·ours·



After looking into different typography logos, I think it is a good idea to user two different typefaces to make my logo. Becaue it can emphasise "planner" and "zine", which are the features of the app.

LaranjhaLight.ttf

PLANNER

Urban Elegance à € by Tipografia Leone

Philosopher à € by Jovanny Lemonad

ZINE

Urban Elegance Regular.ttf

PLANNER

Call of Ops Duty by Andrew McCluskey

ZINE

Urban Elegance Italic.ttf

PLANNER

Lion King by artismelb | Melanie Blanco

ZINE

Urban Elegance Bold.ttf

PLANNER

Rawengulk à € by glukfonty

ttf/RawengulkRegular.ttf

PLANNER

ttf/RawengulkBold.ttf

PLANNER

I went through the typefaces on dafont.com, downloaded them and tried designing the logo on illustrator.

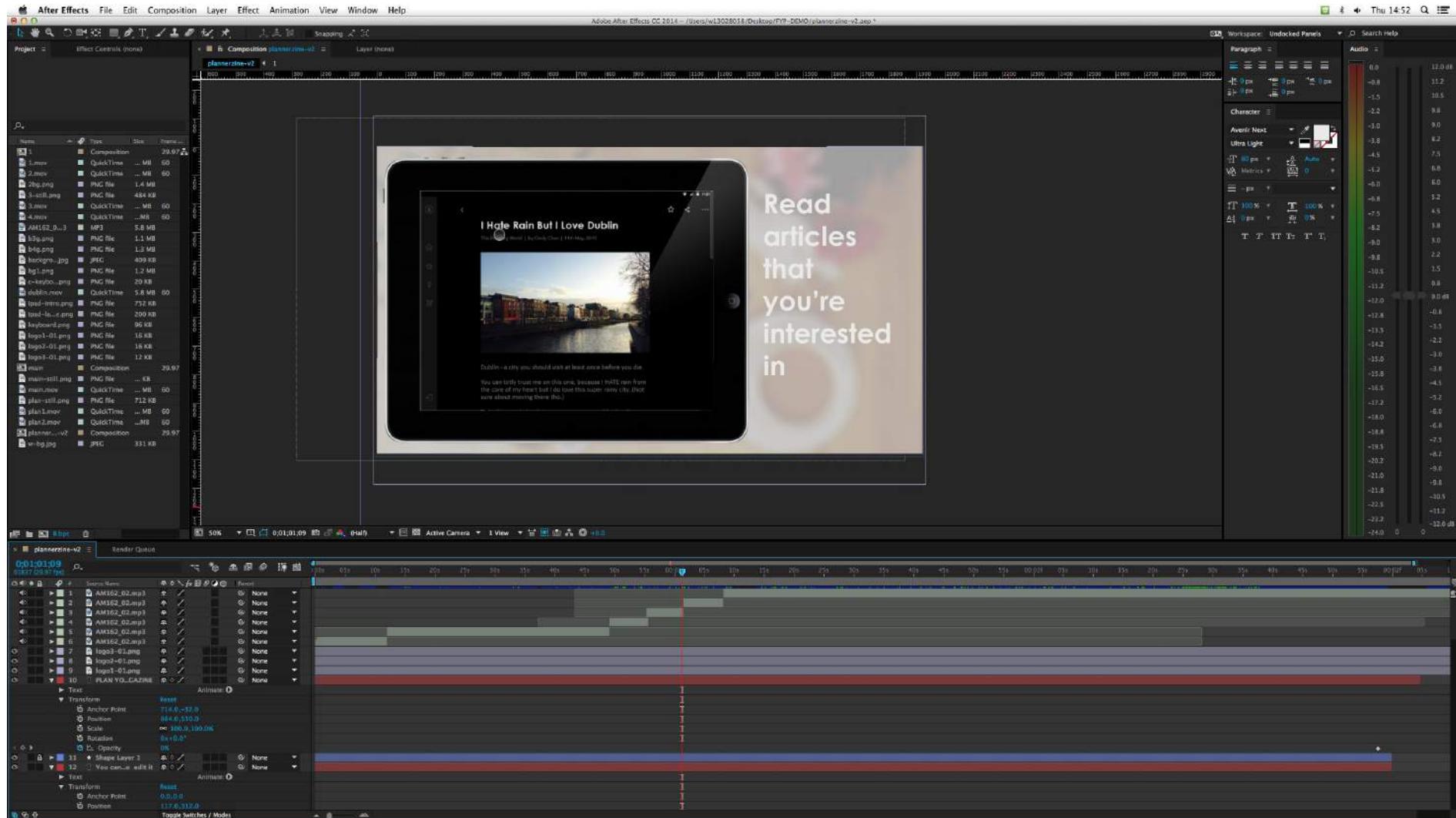


PLANNERZINE



After trying few different design, I have decided to go for the one above. It is a simple design, the two frames represent the two main functions - reading and planning; the whole logo design idea is "all in one".

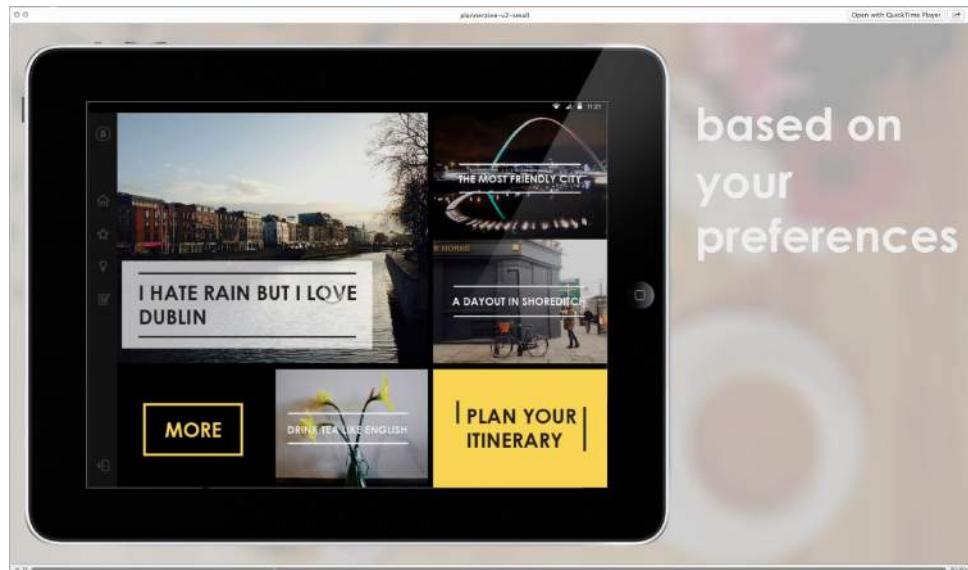
DEMONSTRATION VIDEO



I have recorded a video while I was using my app on proto.io, and then made a demonstration video in After Effect to showcase how it works.

After showing the video in final presentation, I got feedback from my tutors saying the video was too quick, also it was better to have a voiceover to explain how it works, instead of just the text, so audience can catch up more easily.

Therefore, I slowed down the speed, and also recorded an audio sound to make the voiceover.



06 FINAL DESIGN



Introduction Page 1



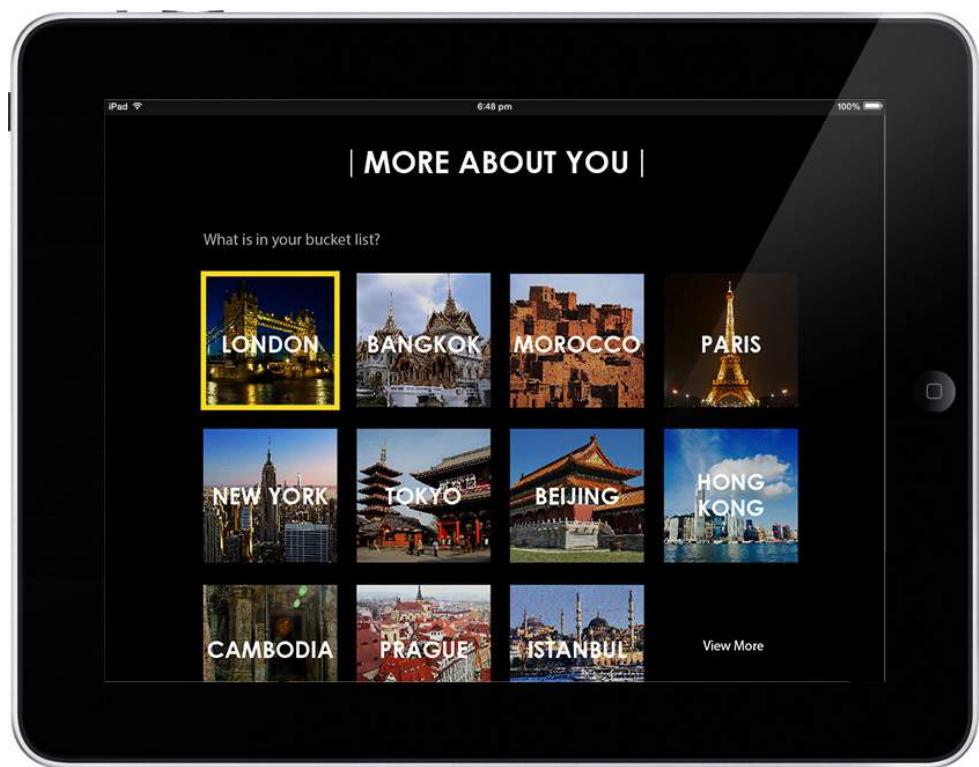
Introduction Page 2



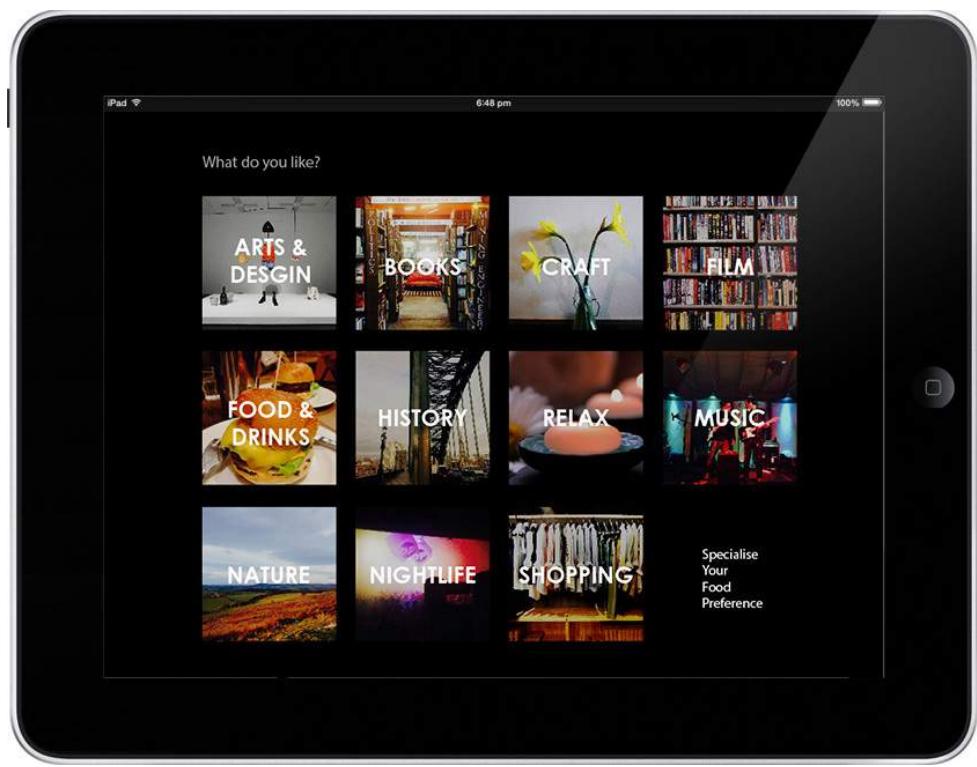
Introduction Page 3



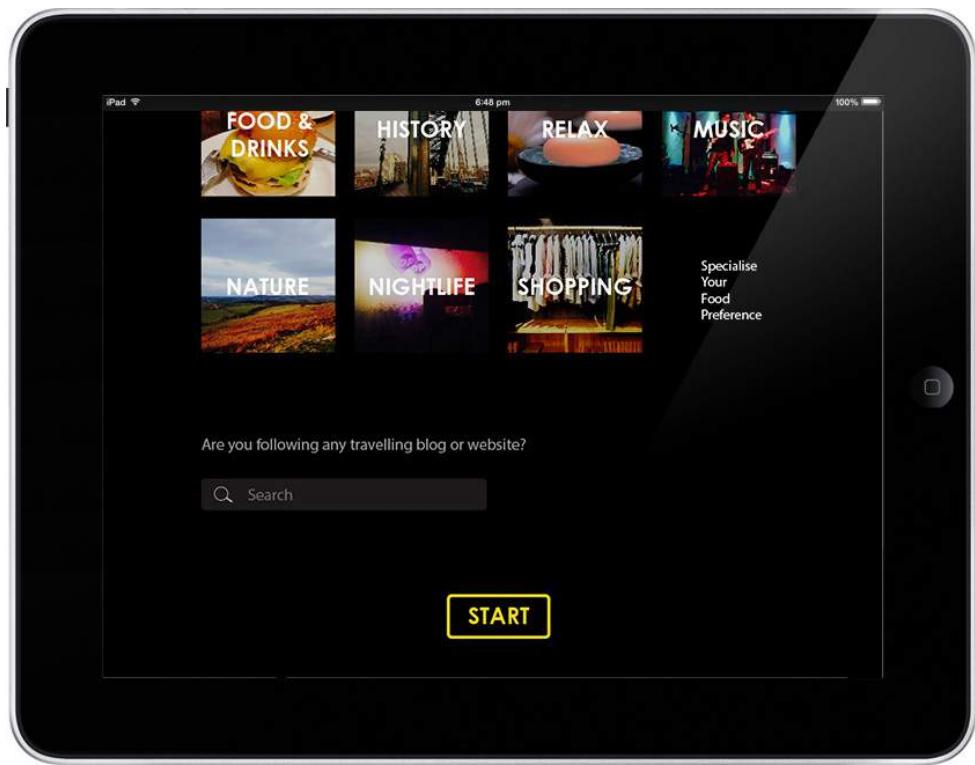
Introduction Page 4



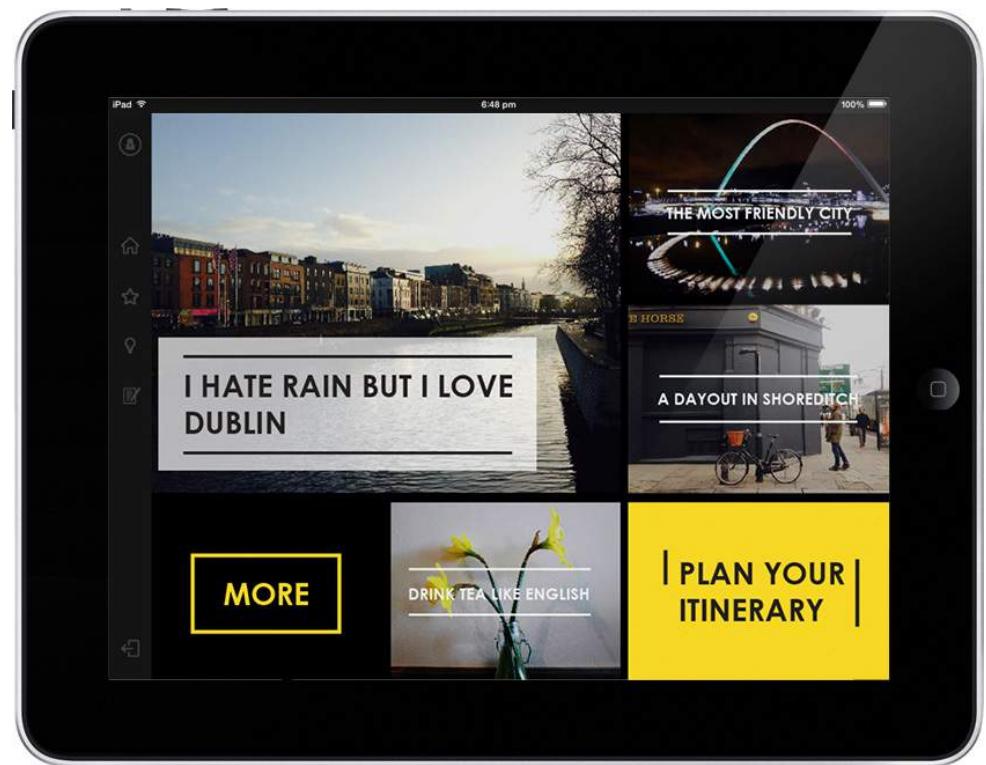
Preference Page 1



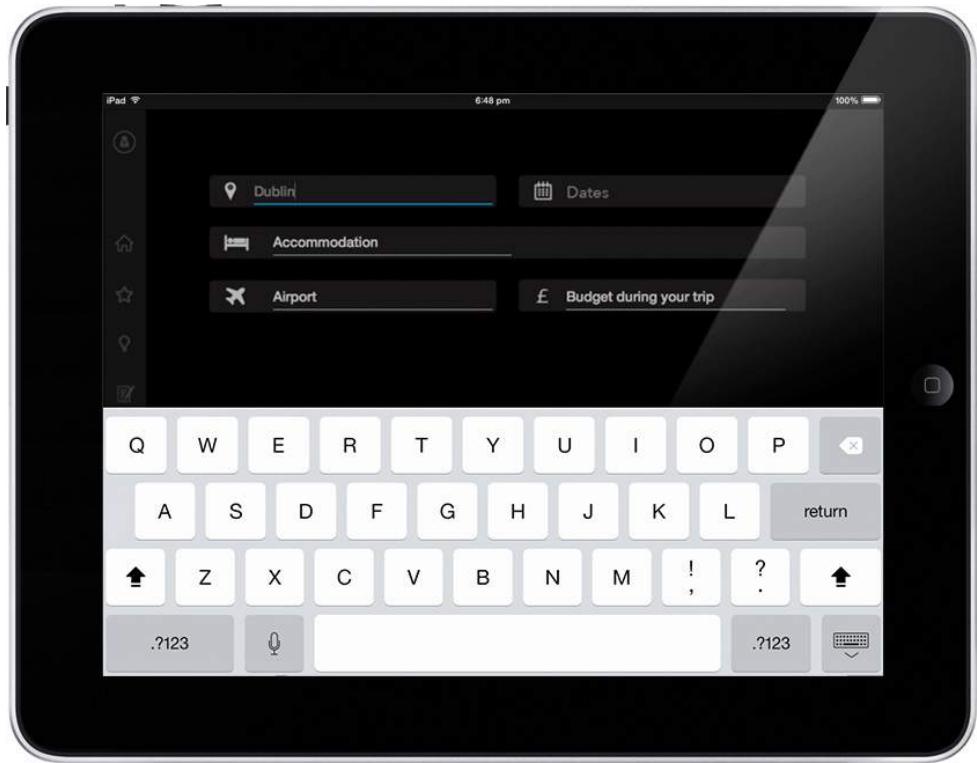
Preference Page 2



Preference Page 3



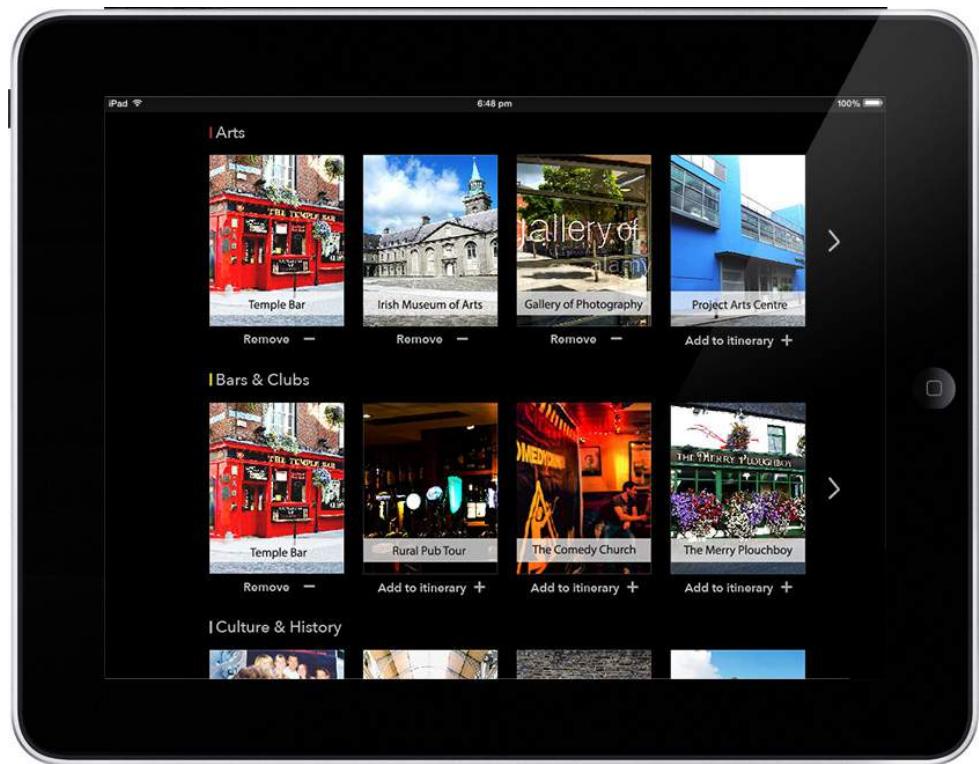
Main Page



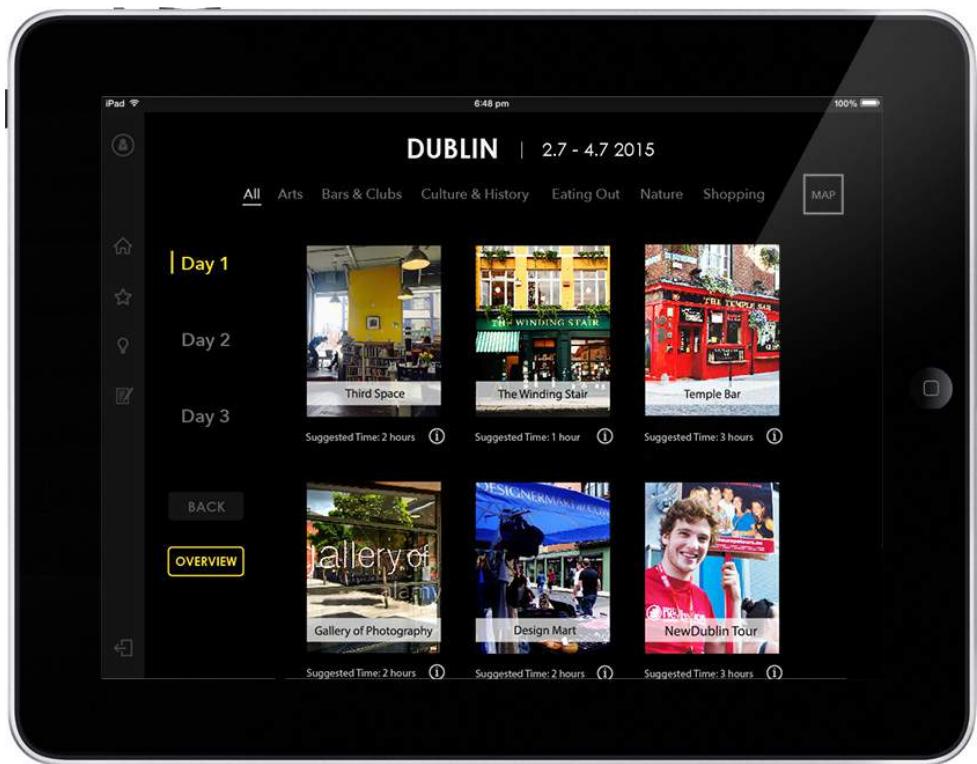
Itinerary Planning



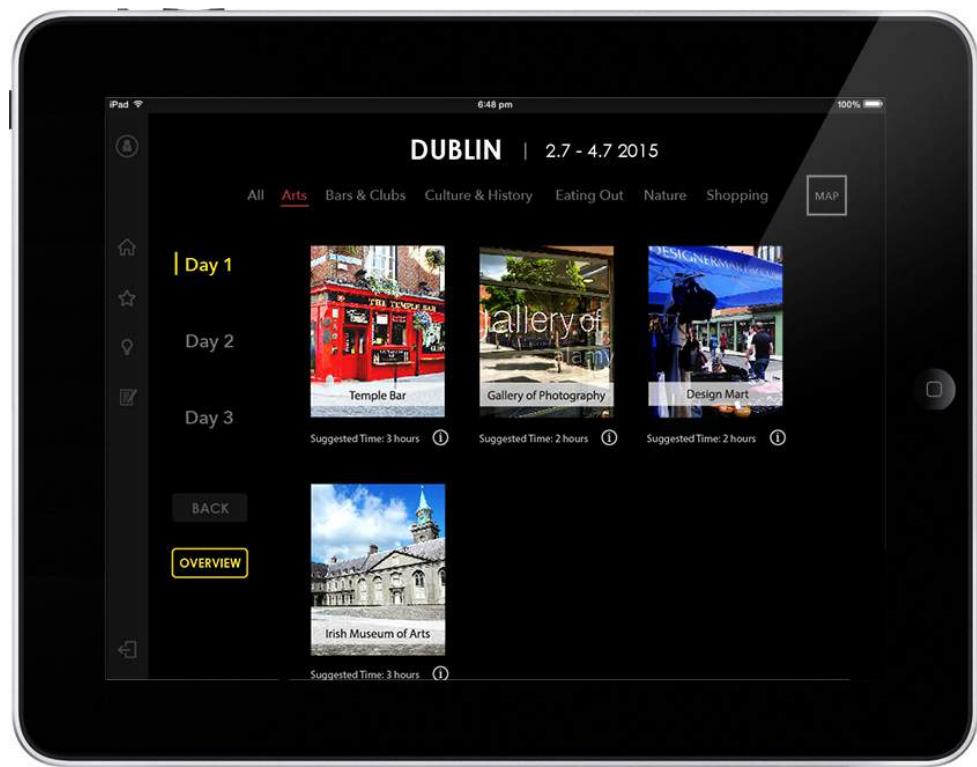
Personal Recommendations



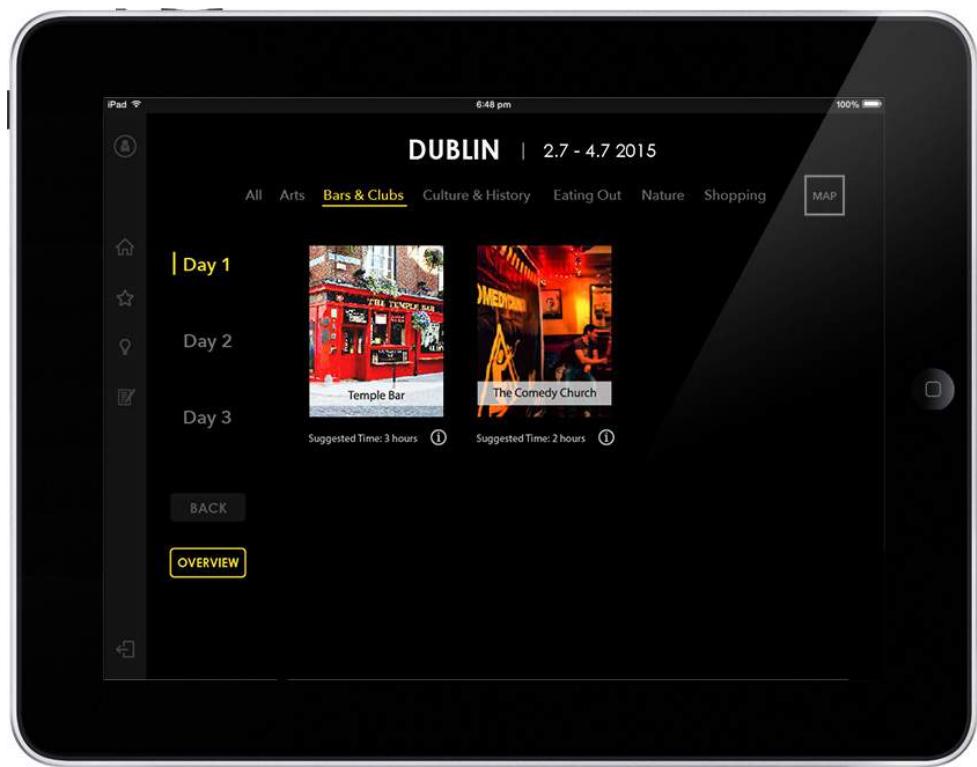
Add To Itinerary



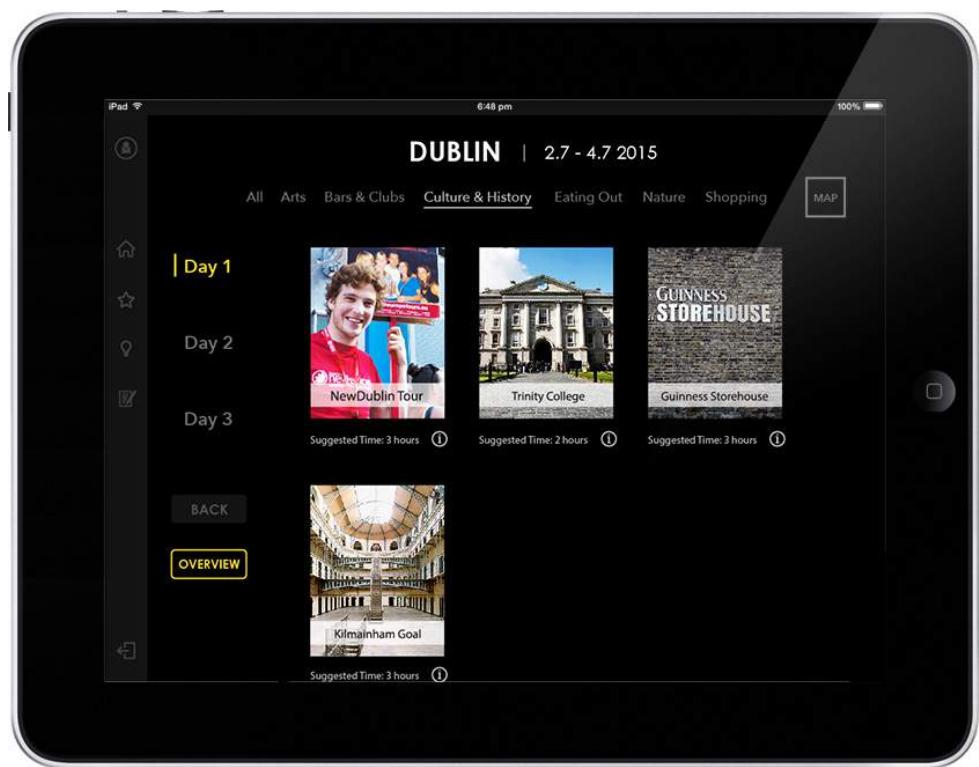
Itinerary - All



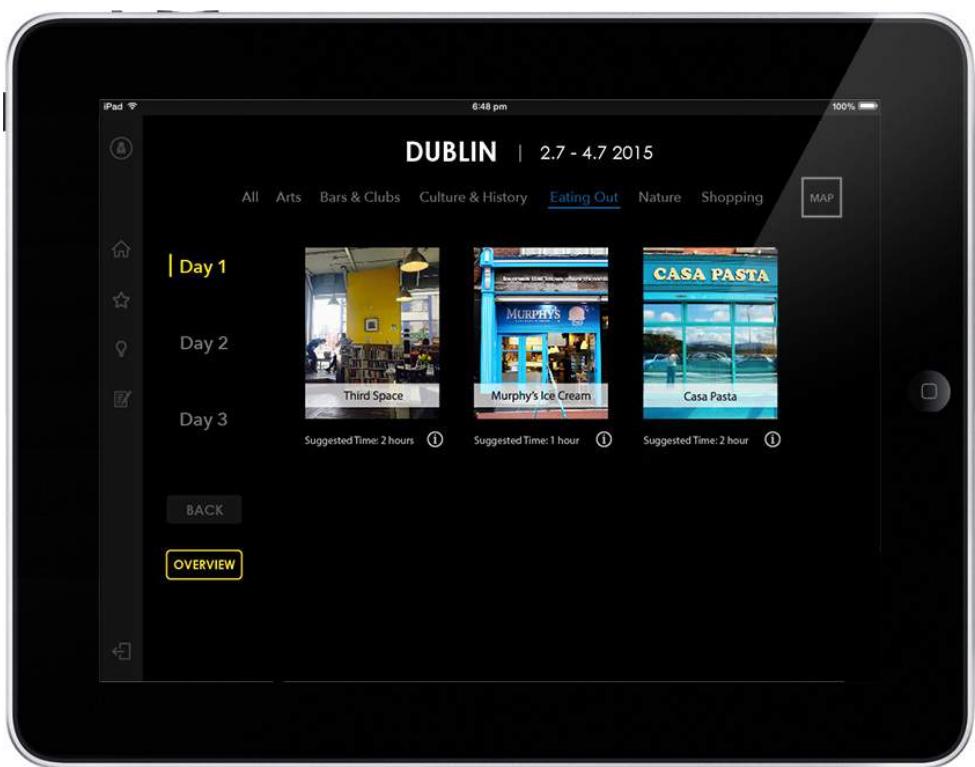
Itinerary - Arts



Itinerary - Bars & Clubs



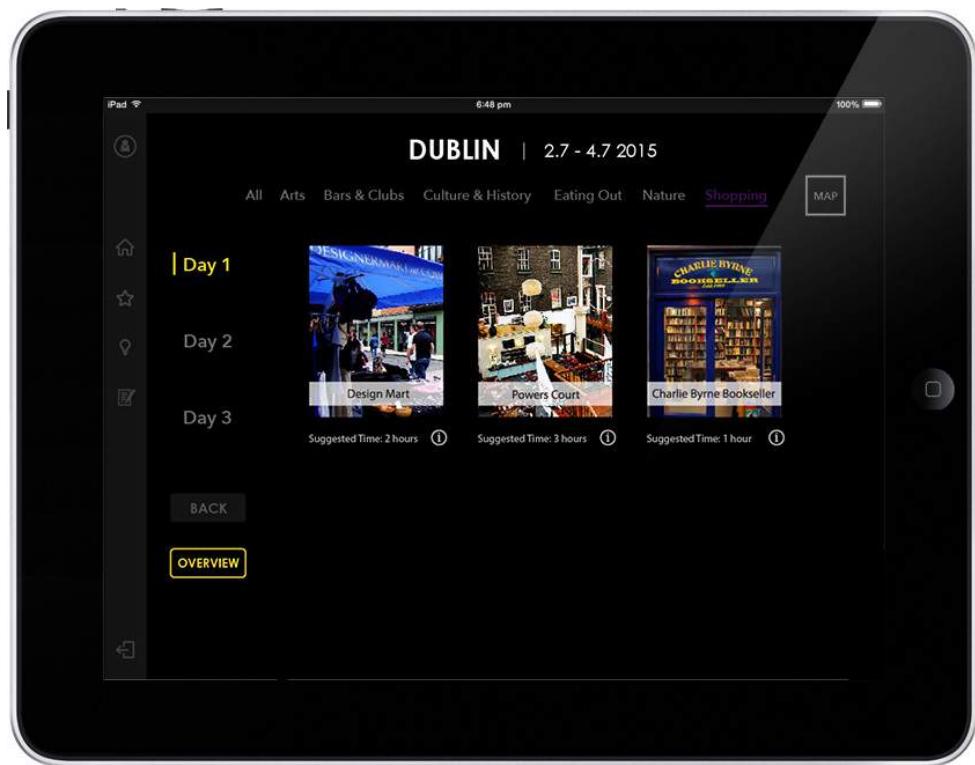
Itinerary - Culture & History



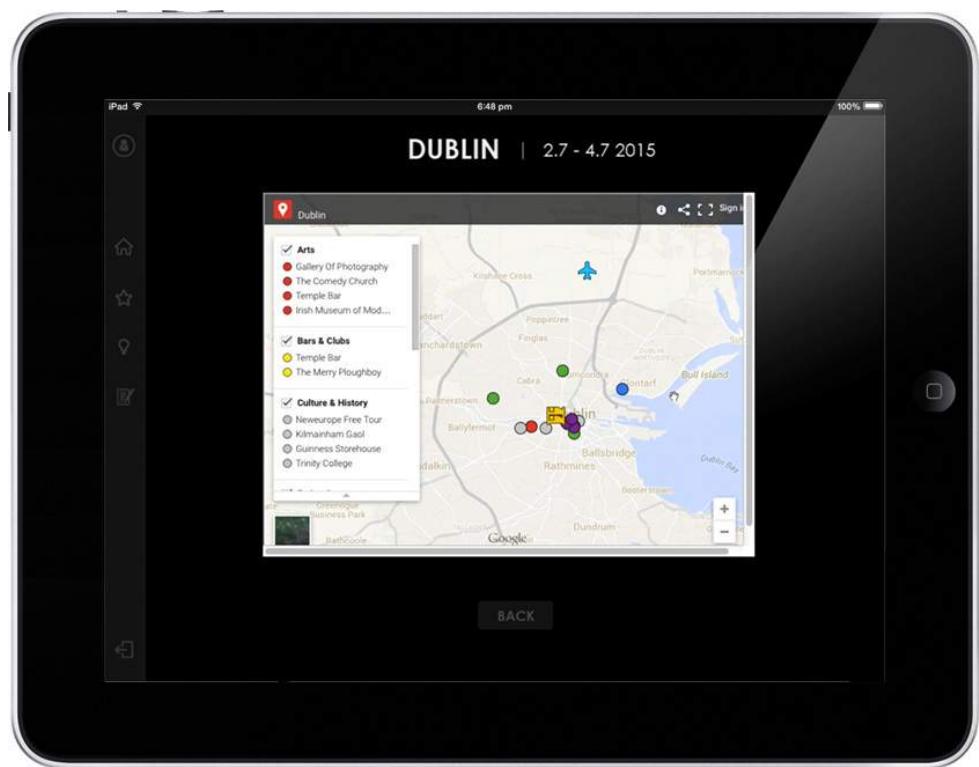
Itinerary - Eating Out



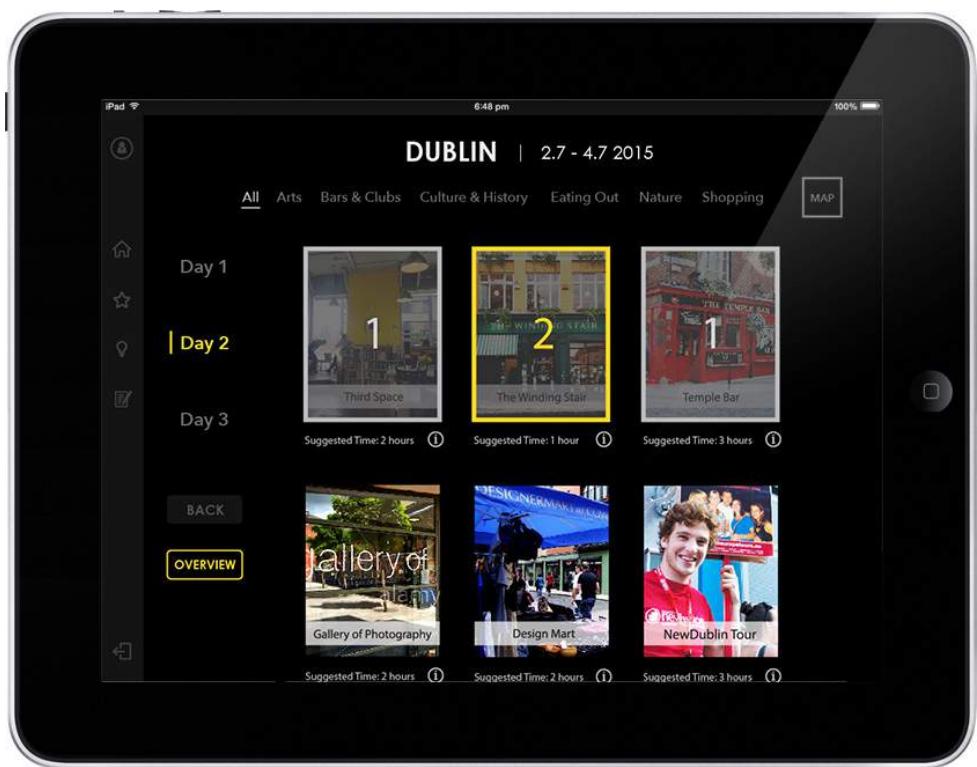
Itinerary - Nature



Itinerary - Shopping



View On Map



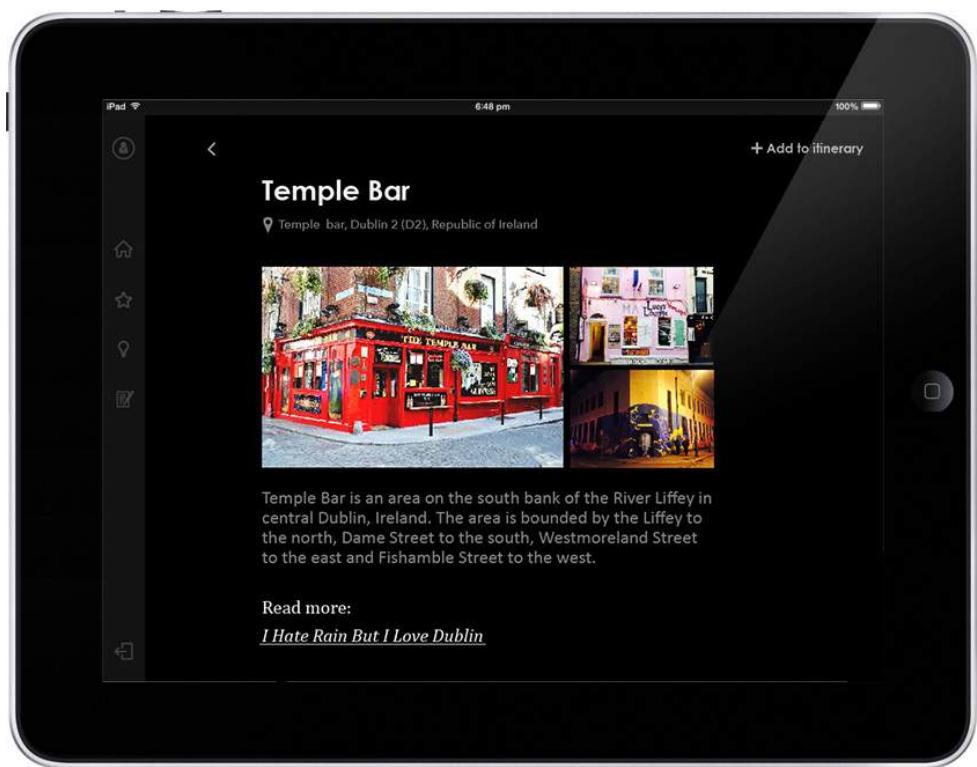
Itinerary Planning



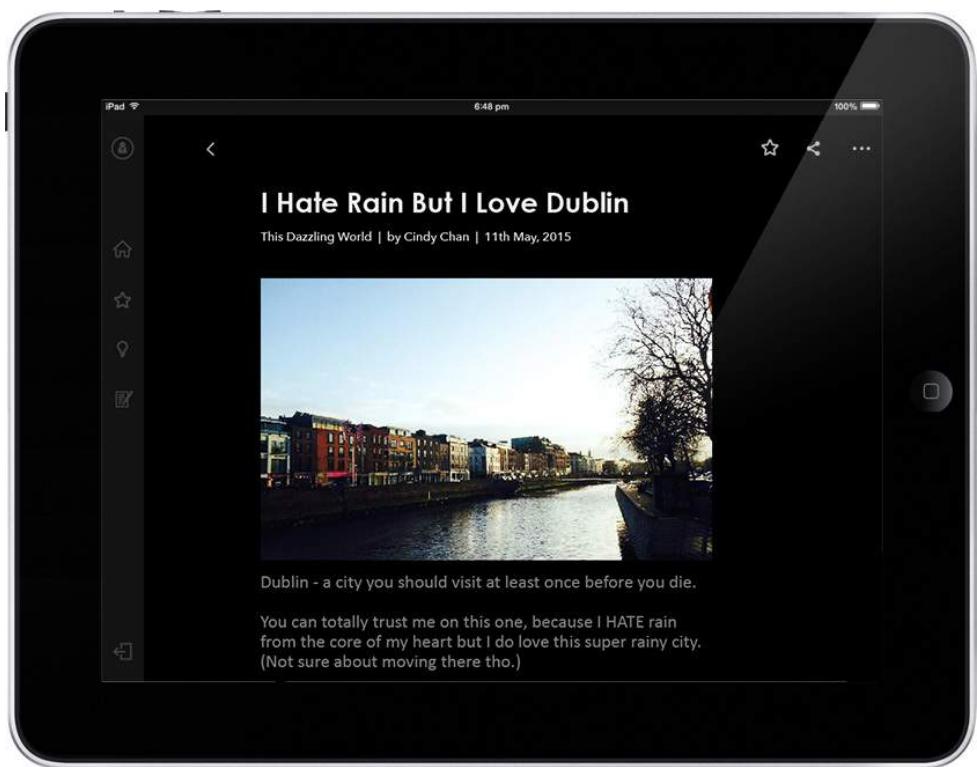
Overview



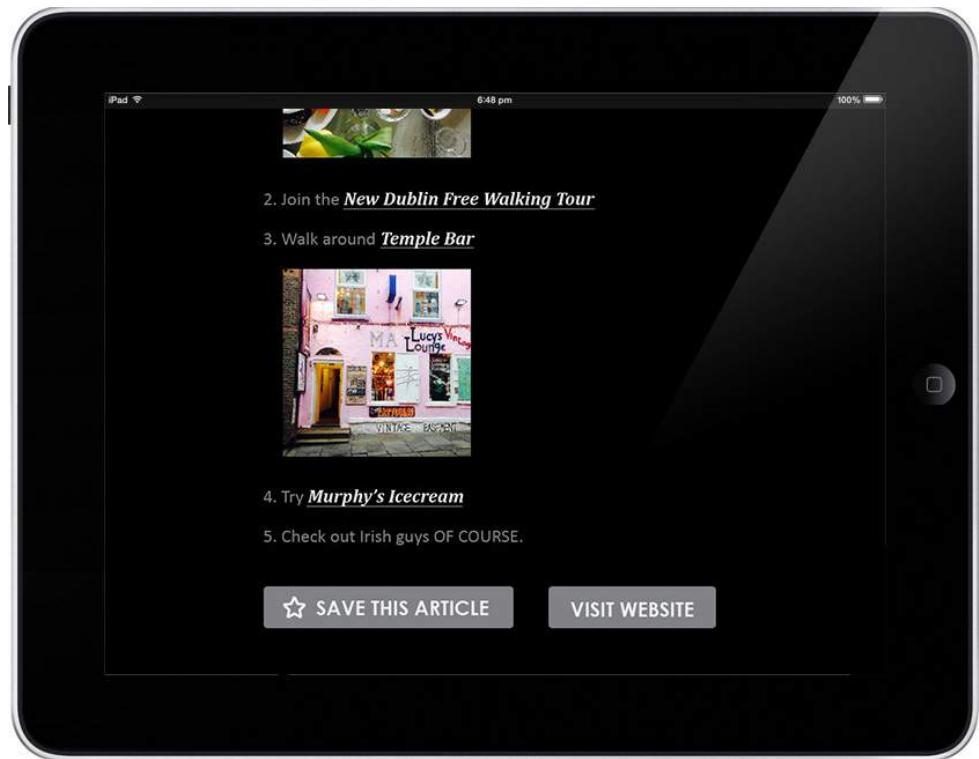
Overview - Edit



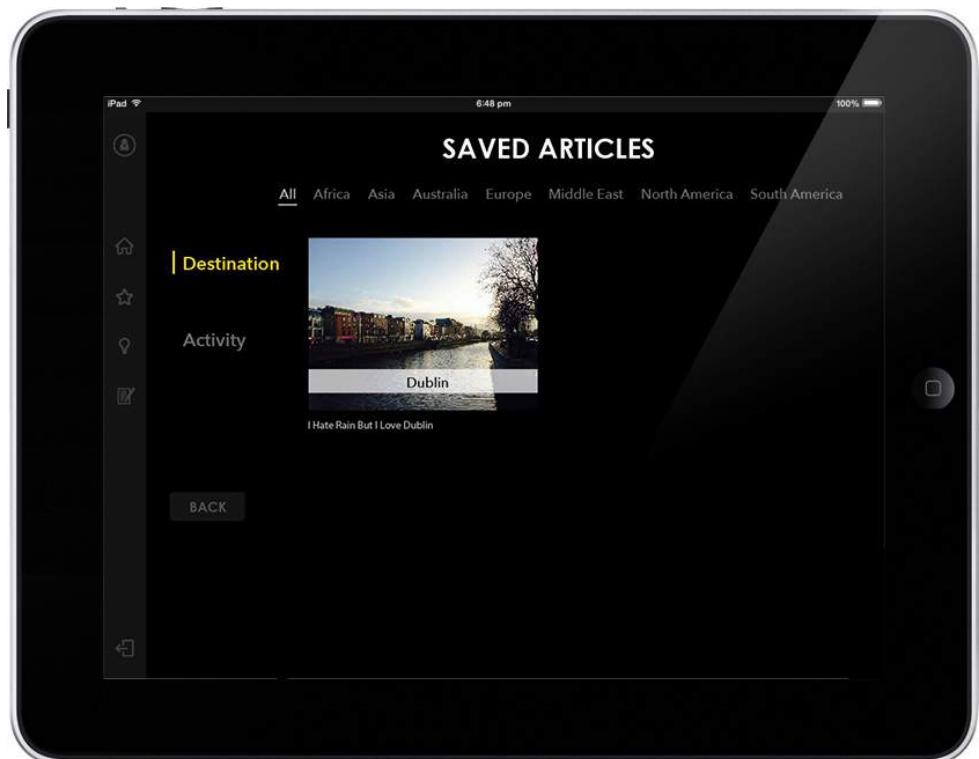
Information Page



Article Page



Article Page



Saved Articles

07

EVALUATION

After four months working on this final project, it has finally come to the end. I think the biggest challenge for me in this project was the idea development. Since I already decided to design something related to travelling, preferably in a magazine style, at the very beginning. It was good that I had a very clear aim - designing a solution to provide users with a better travel experience; yet, it kind of limited my thinking inside a box. Therefore, it took me very long time to finally think out of the box and develop my idea, and figure out what I could actually design to achieve my goal, despite there are already loads of products for travelling in the market.

I spent a lot of time doing the research on the current digital magazines, and existing products for travelling - mainly trip planning platforms. And I finally found the opportunity, which is combining travel magazine and trip planner, in order to reduce the unnecessary steps for trip planning. After having a clearer idea for the project, I interviewed few of my friends about their trip planning experience to get a complete view of what users need. And I also did many differernt tests on the existing products, to see in what extent they could be improved, so as to figure out the best system to plan trips.

If I had the chance to do the project again, I would have done better in my time management, which I think I should have started the reseach earlier to clearfy my idea, then I could start doing the design earlier. As my app covers quite a lot, and I only had enough time to make the protype work for the basic showcase, which I have shown in the demonstration video. So I will keep on working on the protypte, to make everything work for the graduation show.

IDEA AND DESIGNED BY CINDY CHAN