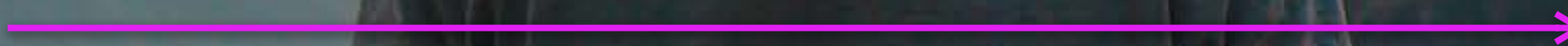




Get inspired. Get connected.



Get  
**OUTTHERE**



# OUTTHERE

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OutThere is a social travel platform that allows users to easily **plan** trips and **connect** with like-minded travelers.

We help **close the trust gap** by providing **direct access** to the experiences and opinions of travelers like you.

# PROBLEM STATEMENT



Today's traveler wants the best info when planning a trip. Online review systems are unreliable, and sifting through review after review is time consuming.

They need a way to talk with like-minded travelers doing the activities they're interested in, and a place to store this information.

RESEARCH





# INTERVIEWS



“Finding **the best things to do** is the most challenging part of the planning process.”



“I take **online reviews** with a grain of salt.”



“When I’m researching activities, I want to talk **directly to the source.**”



“We’re willing to rough it more in order to **avoid the crowds.**”



# PERSONA



## WYATT, 31



Wyatt is a recently married product manager from just outside Boston. He and his wife travel a few times a year, and enjoy unique, off-the-beaten-path experiences. Wyatt likes to plan his vacations out to a degree, but not to the extent that he's staring at a computer for hours. He's a busy guy with limited time and just wants to be sure he's making the most of his vacation time.



# PERSONA

## BEHAVIORS

Commutes on the train daily, giving him time to research his latest trip on his phone. Uses several different online resources, but prefers to get information from trusted friends and family. Pretty social guy, so doesn't have any qualms about getting advice from strangers too.

## CONCERNS

- Doesn't like to spend too much time sifting through online reviews
- Gets frustrated when activities don't match what he read about them online
- Prefers directly talking to others about trip activities over reading
- Uses multiple research sources, so gathers all his trip info manually

## GOALS

- Needs to find the best trip activities according to his interests
- Needs a way of communicating with similar travelers about the places and activities he's interested in
- Needs a way to collate all his trip info in one place



# SOLUTION



Provide a **community** for active travelers, where users are able to both **plan and share their experiences**.

This will make it **quicker and easier** for travelers to get ideas on the best trip activities, and communicate with others for accurate recommendations.



# FEATURES





# COMPETITIVE ANALYSIS



Travel apps occupy a very saturated marketplace. Though there are many products available for travel planning, none of them cover three important things that address the problem:  
**inspiration, communication, and collation.**

# COMPETITIVE ANALYSIS

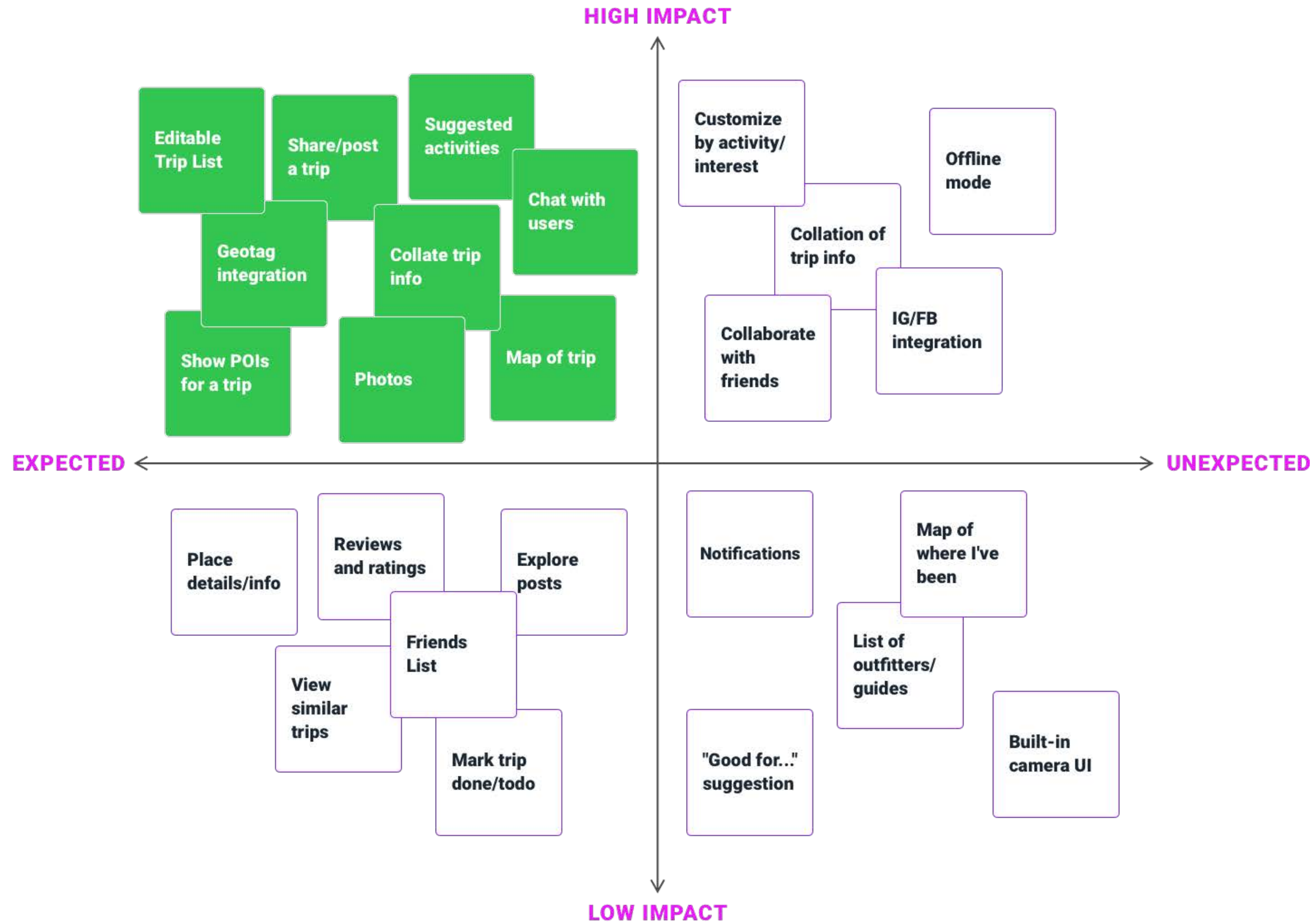


## FEATURE INVENTORY

	Reviews	Collaboration	Highly Visual	Activity Finder	Collation	Optimized Cost	Inspiring	Direct Messaging	Customize by interest
TRIPIT		✓			✓	✓			
TRIP ADVISOR	✓			✓			✓		
GOOGLE MAPS	✓		✓		✓				
KAYAK	✓					✓			
INSTAGRAM			✓	✓			✓	✓	✓
ALLTRAILS	✓		✓						✓
GOOGLE TRIPS	✓		✓		✓				
WETRAVEL		✓	✓		✓				✓
UTRIP			✓	✓			✓		✓



# FEATURE PRIORITIZATION



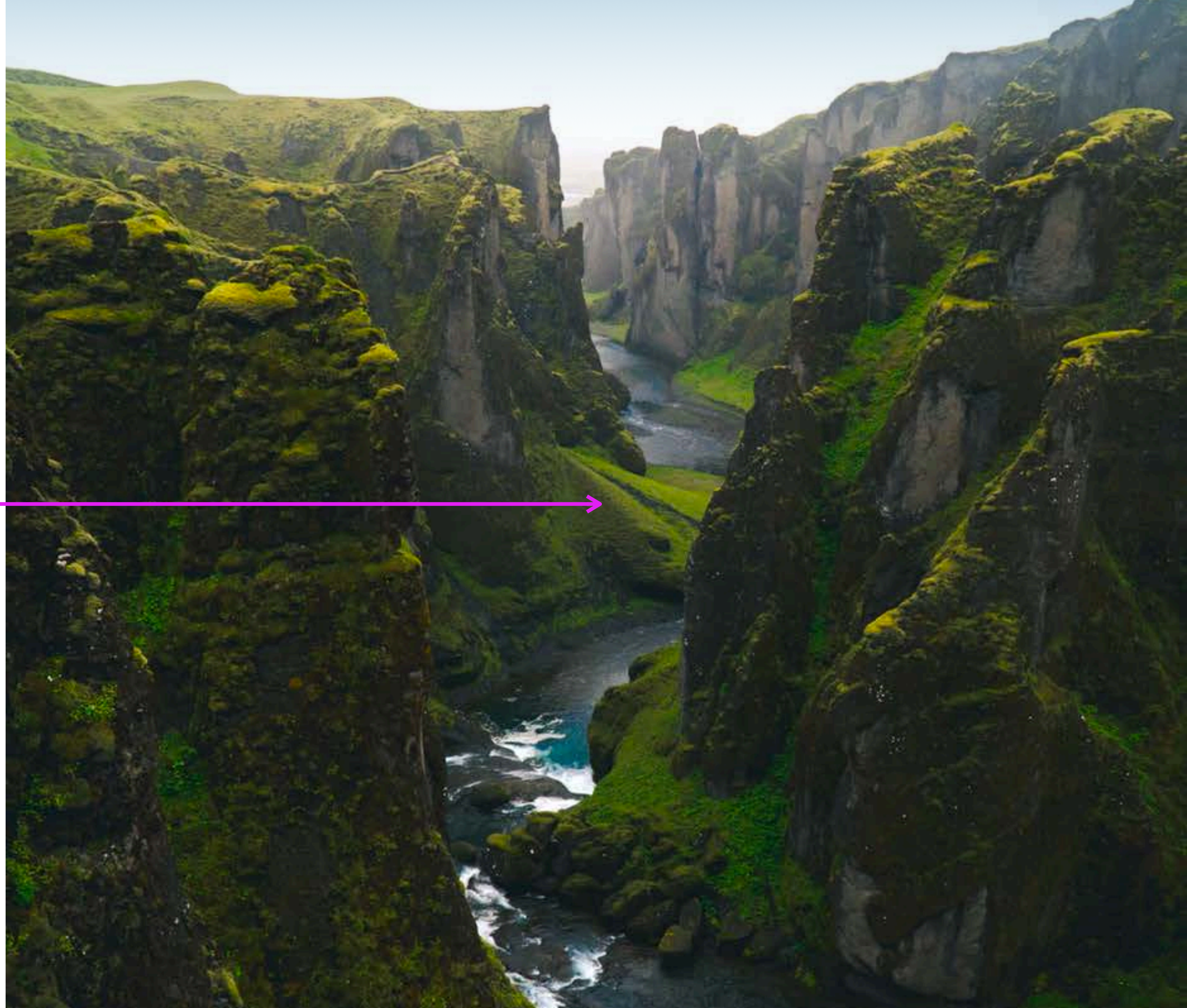


# MVP FEATURES



1. **Community:** users can share their travel experiences within a social network
2. **Trip List:** allows collation of trip planning information
3. **Direct Messaging:** users can consult one another on trip activities
4. **Map of Trip:** helps users know where they're going and locate activities

# SCENARIOS





# SCENARIOS



## **Inspire & Exchange**

The user has a friend John who just posted about their trip to Zion NP in Utah. Since the user already has a trip planned there as well, they want to see what John did, explore the details of his trip, and message him for advice.

## **Onboarding**

The user sets up their account by logging in with Facebook. Then they select places they want to go and activities they like to do, and choose how they want to start exploring the app.



REALLY LO-FI  
SKETCHES

TRAVELERS

BILL INDIA TRACY CHINA

JOHN UTAH LISA FLORIDA

LIST EXPL CHAT ME

Home screen shows recent activity of users

JOHN UTAH

where John went

Message John

JOHN'S REVIEWS

tap on a trip, get more info, see pics, etc

JOHN UTAH

click on where John went, go to map showing geotags from John's photos

JOHN UTAH

ZION NATIONAL PARK, SPRINGDALE

MESSAGE JOHN

view location and photos from John's trip, can start chat, add to list, look at photos

CHAT WITH JOHN

Hi John! Great pics!

Start chat w/ John to ask him about his trip

Add Zion National Park to my list?

ZION NP, UTAH

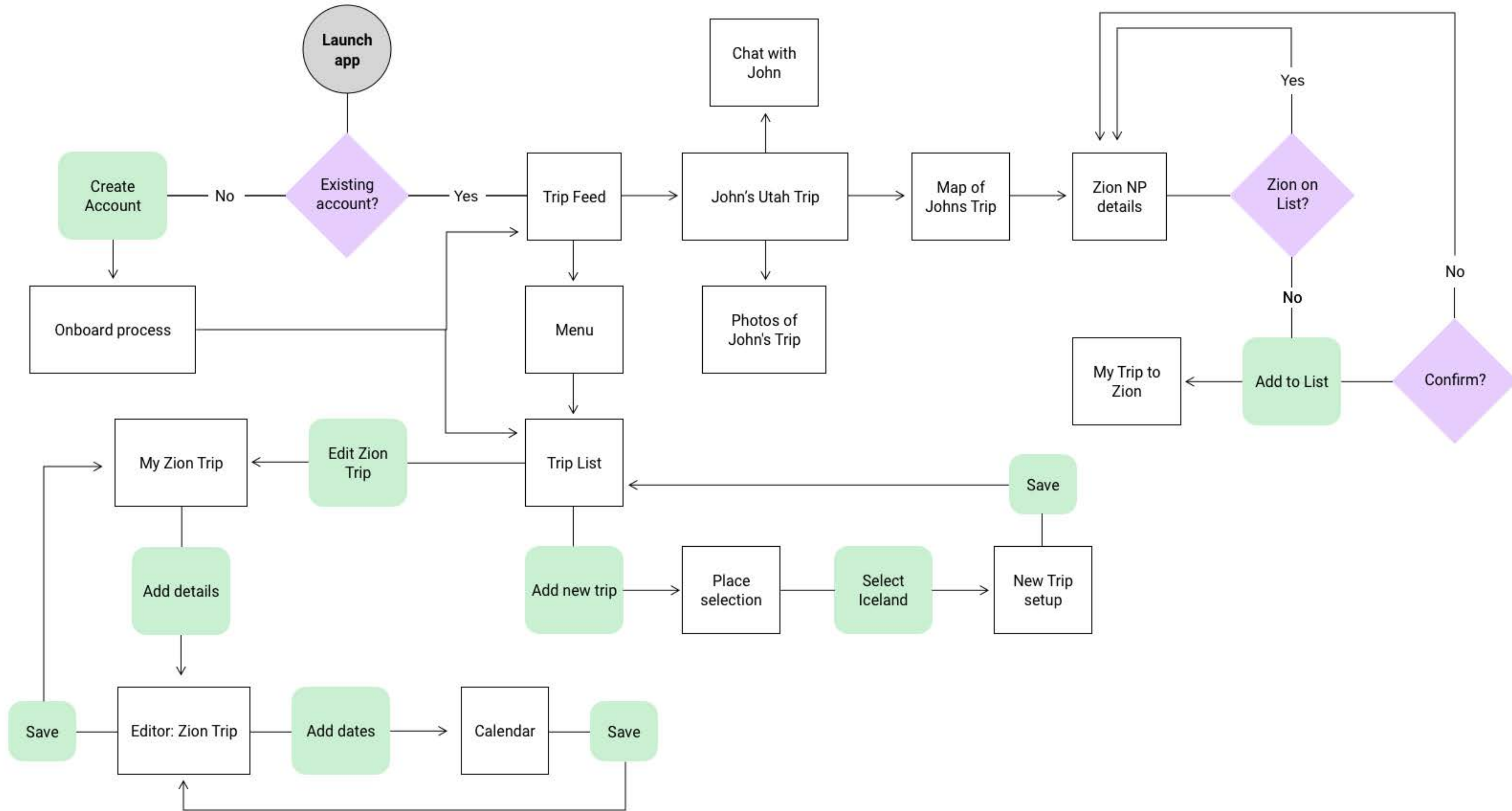
YES NO

Add location to my list after looking at John's trip





# FLOW DIAGRAM



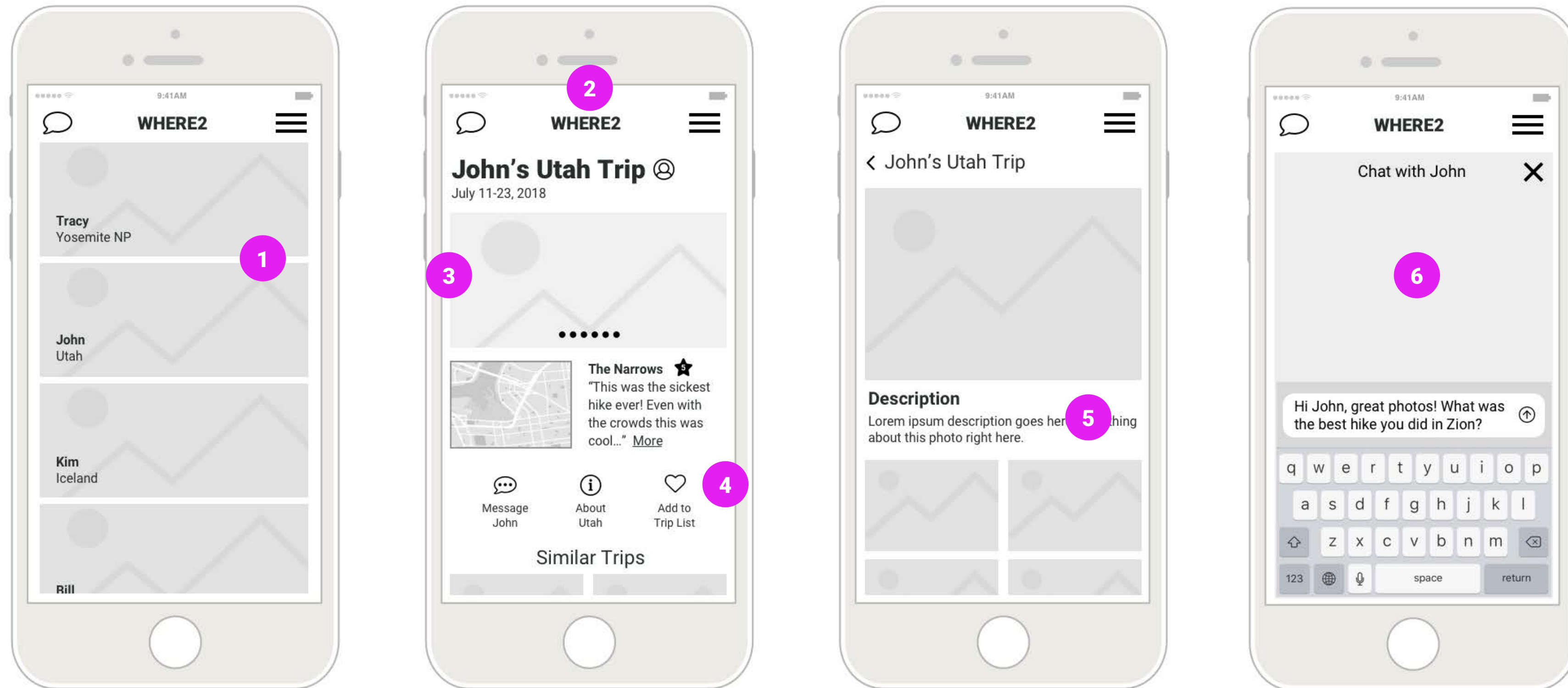
# WIREFRAMES





## MED-FI WIRES

## INSPIRE &amp; EXCHANGE



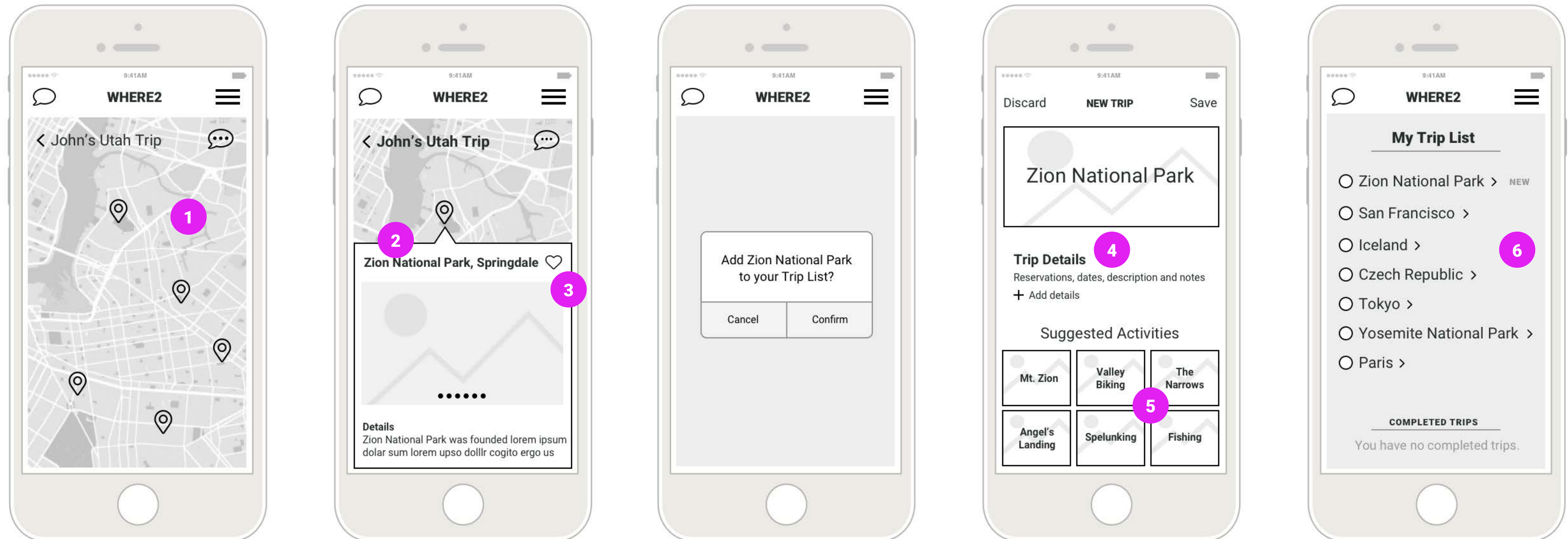
1. Trip feed showing all recent posts by users
2. Global nav with persistent chat, home, and menu
3. User's trip post with photos, map, reviews, and suggestions

4. Action links allowing chat, info, and add to list
5. Photo gallery of user's trip
6. Chat interface to ask user about trip



## MED-FI WIRES

## INSPIRE &amp; EXCHANGE



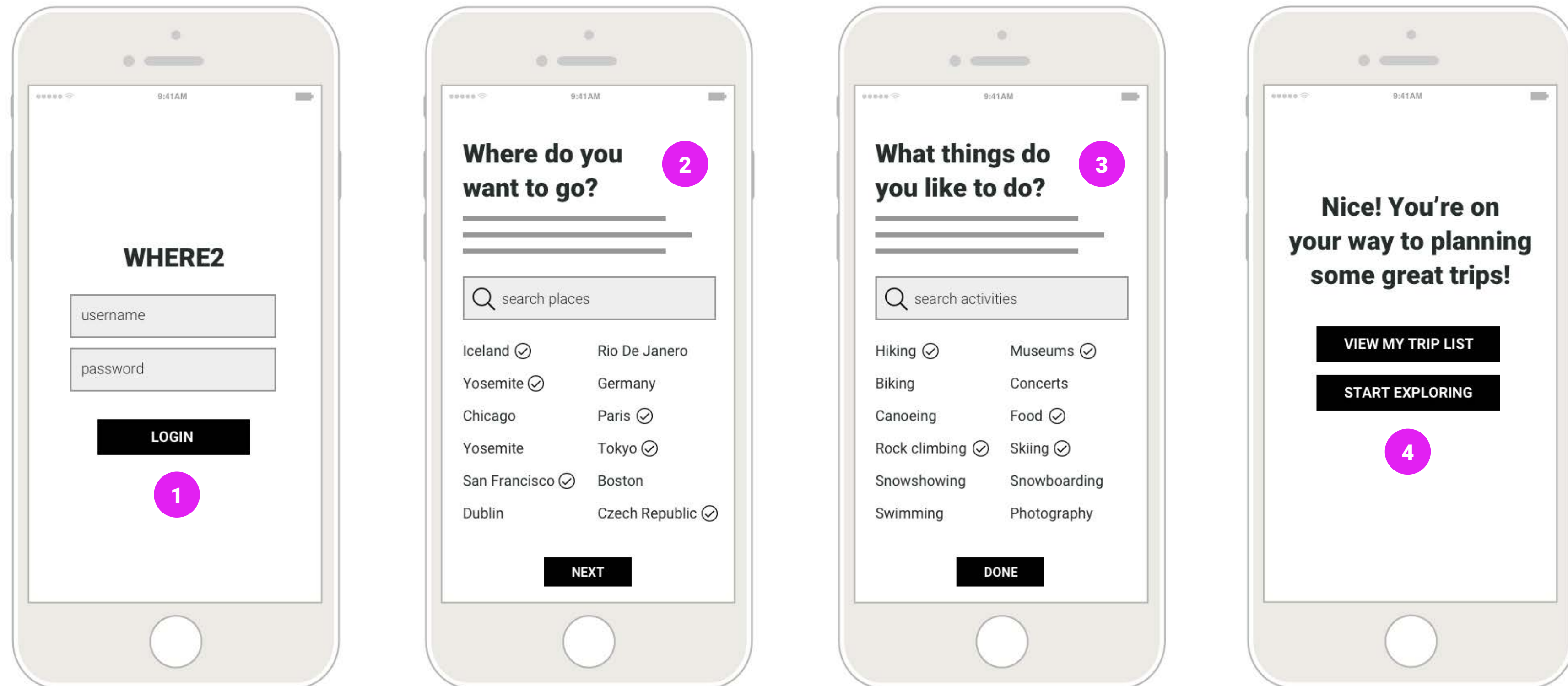
1. Interactive map of user's trip locations
2. Map pins expand to reveal more info on specific location
3. Tapping heart icon saves location to Trip List

4. Configure and save a new trip
5. Activity suggestions based on user's interests
6. Trip List with ability to edit trips and mark complete



MED-FI WIRES

# ONBOARDING



1. Login screen using Facebook; possibly add other login options
2. Select or search for locations user is interested in going
3. Select or search for activities user enjoys doing on vacation
4. Option to view Trip List or explore feed of user posts

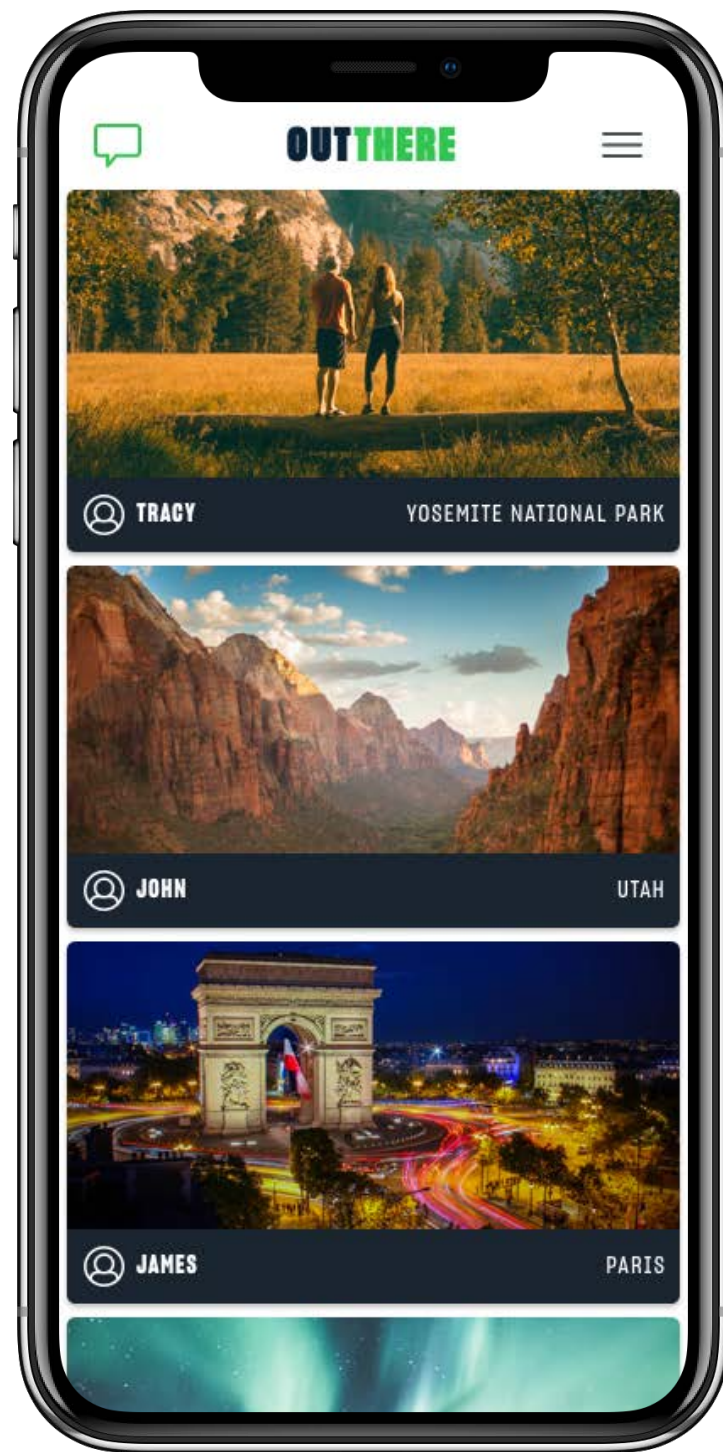
# PROTOTYPES



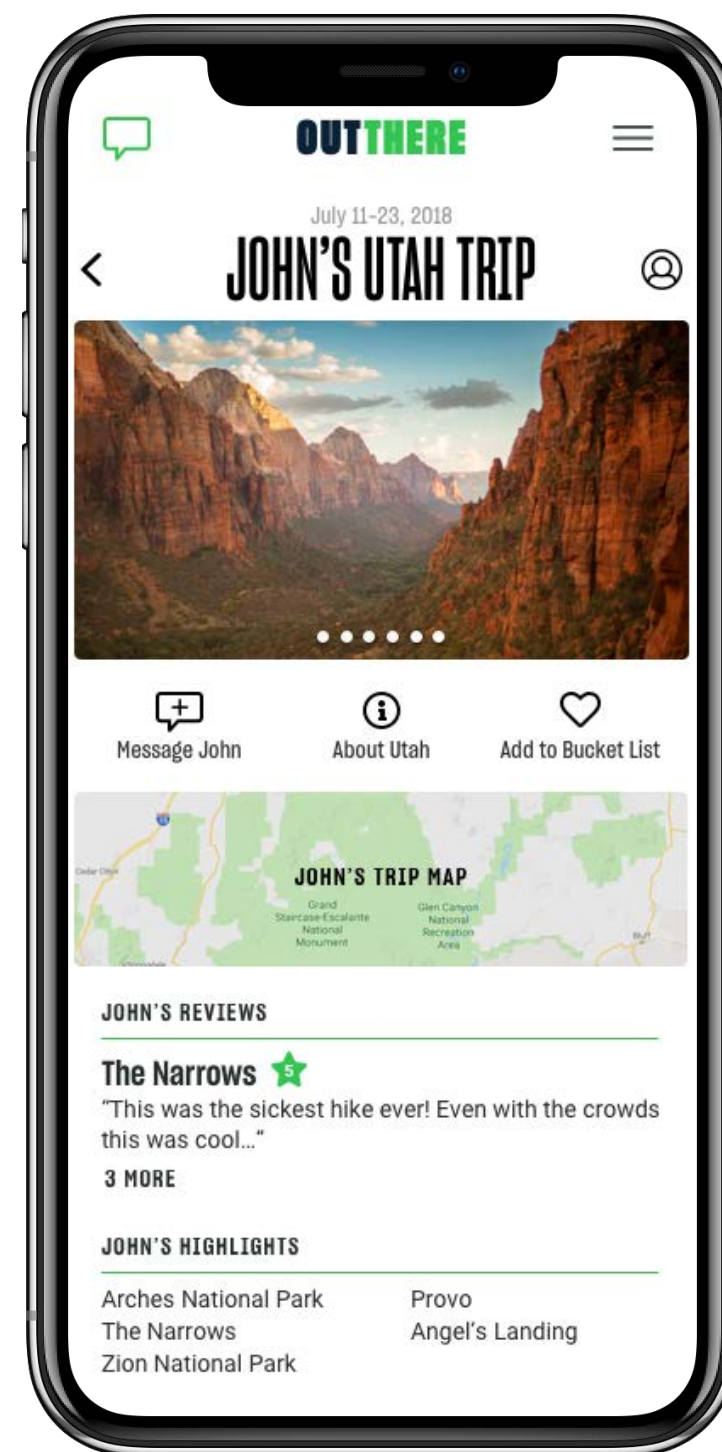


# HI-FI PROTOTYPES

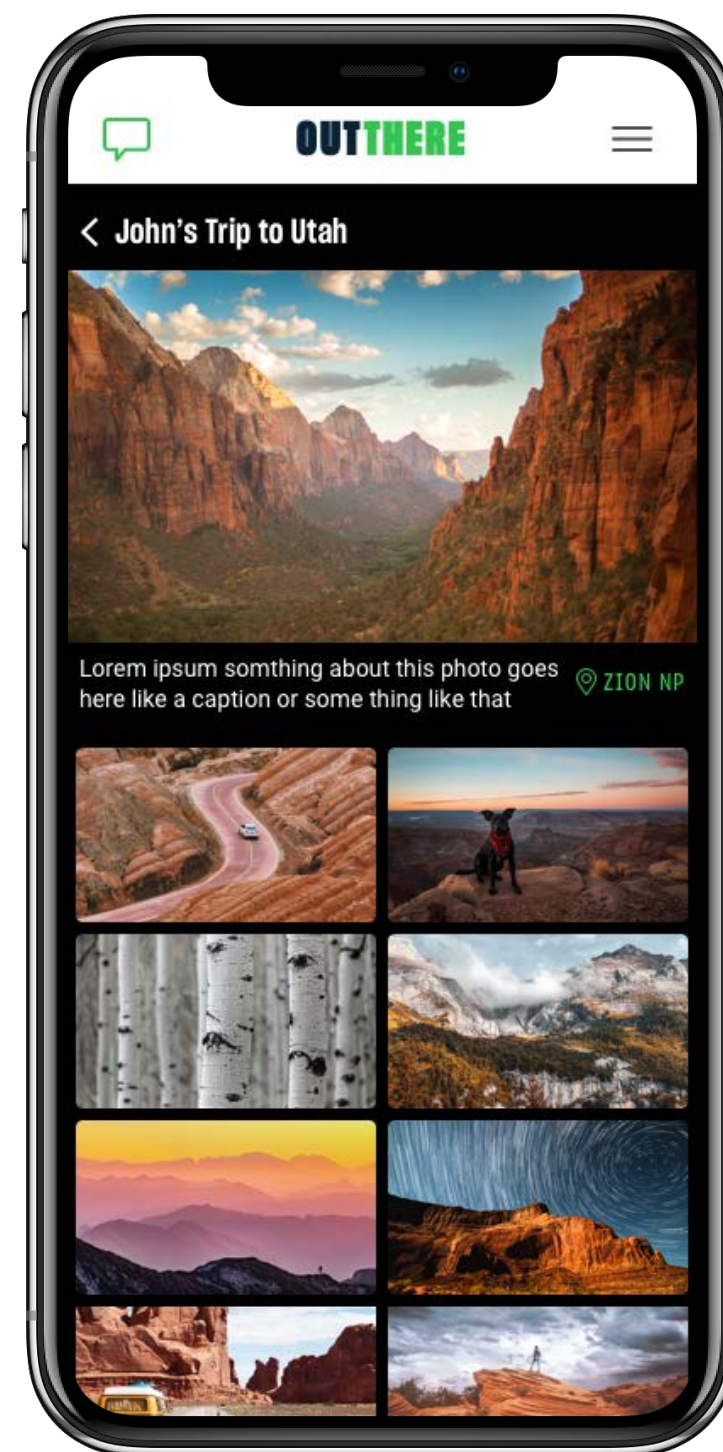
Inspire & Exchange Flow



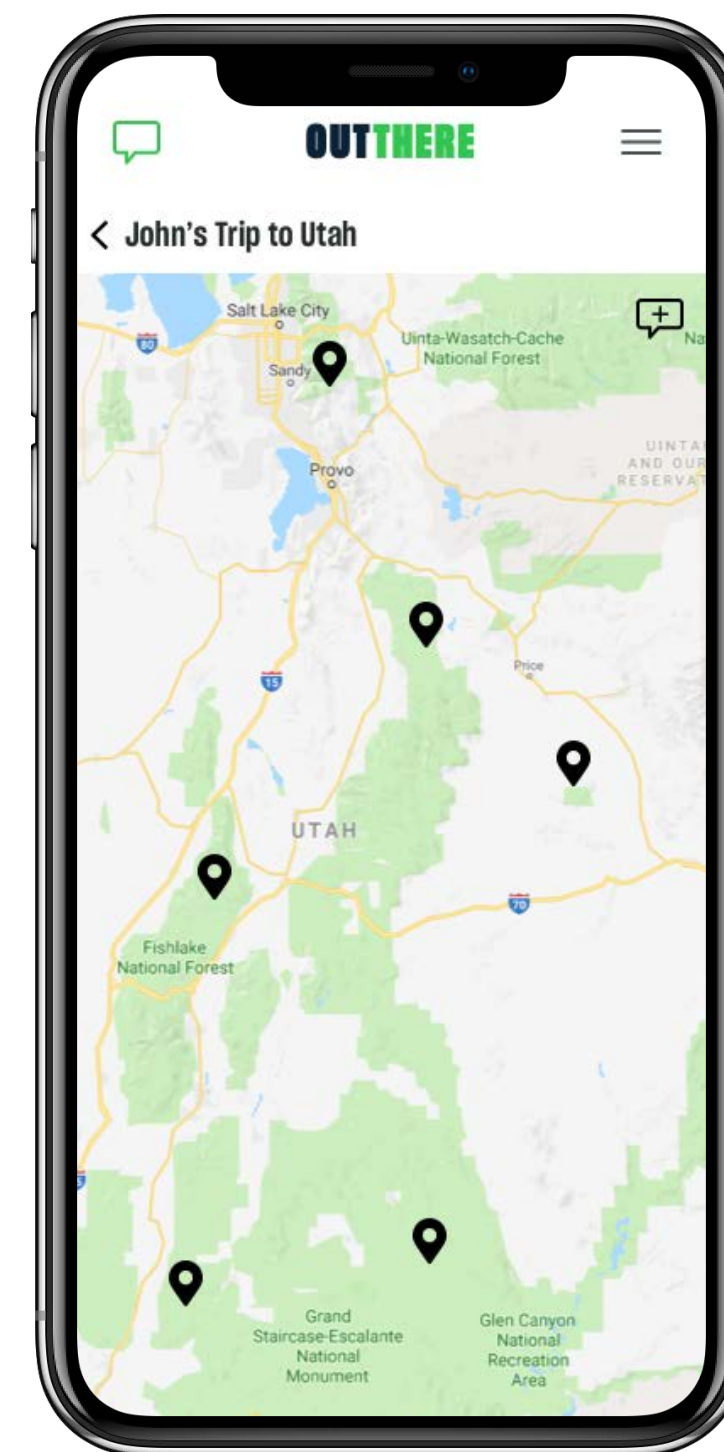
Feed



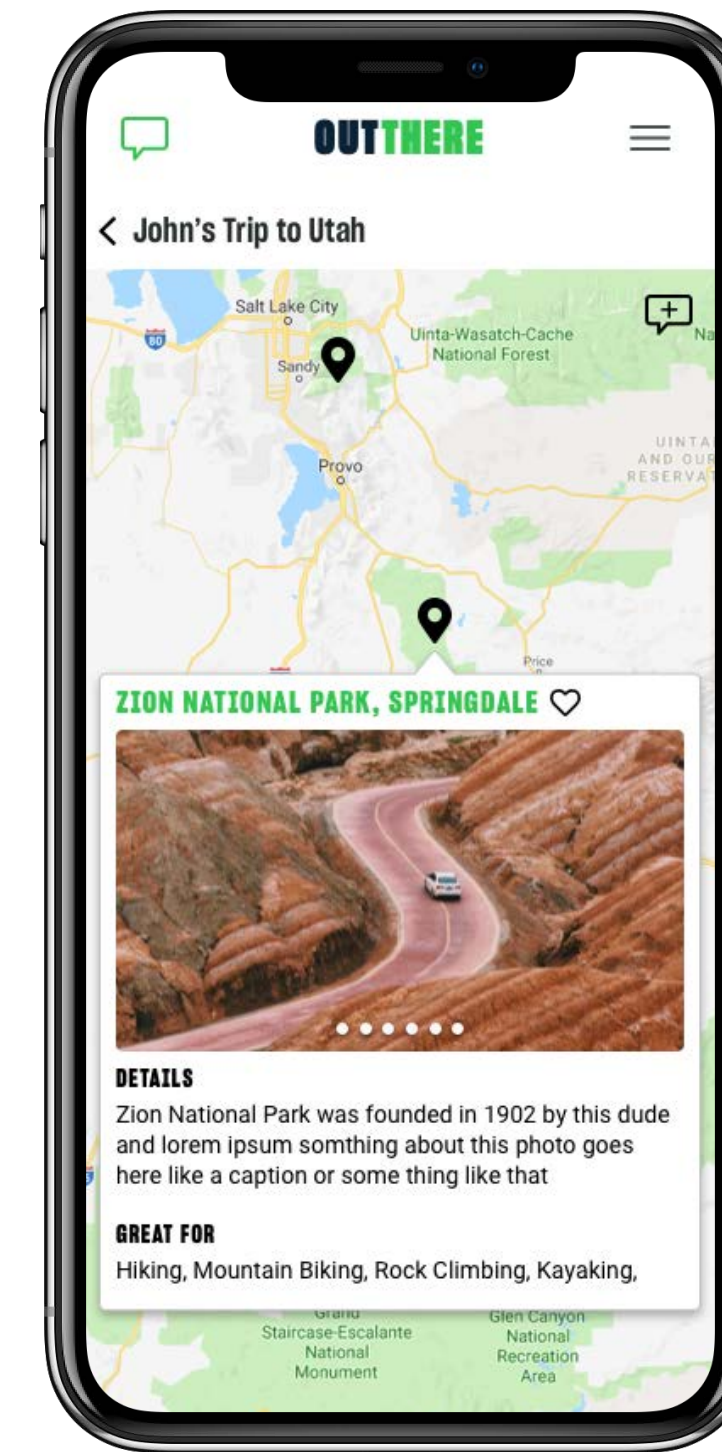
Friend's Trip Post



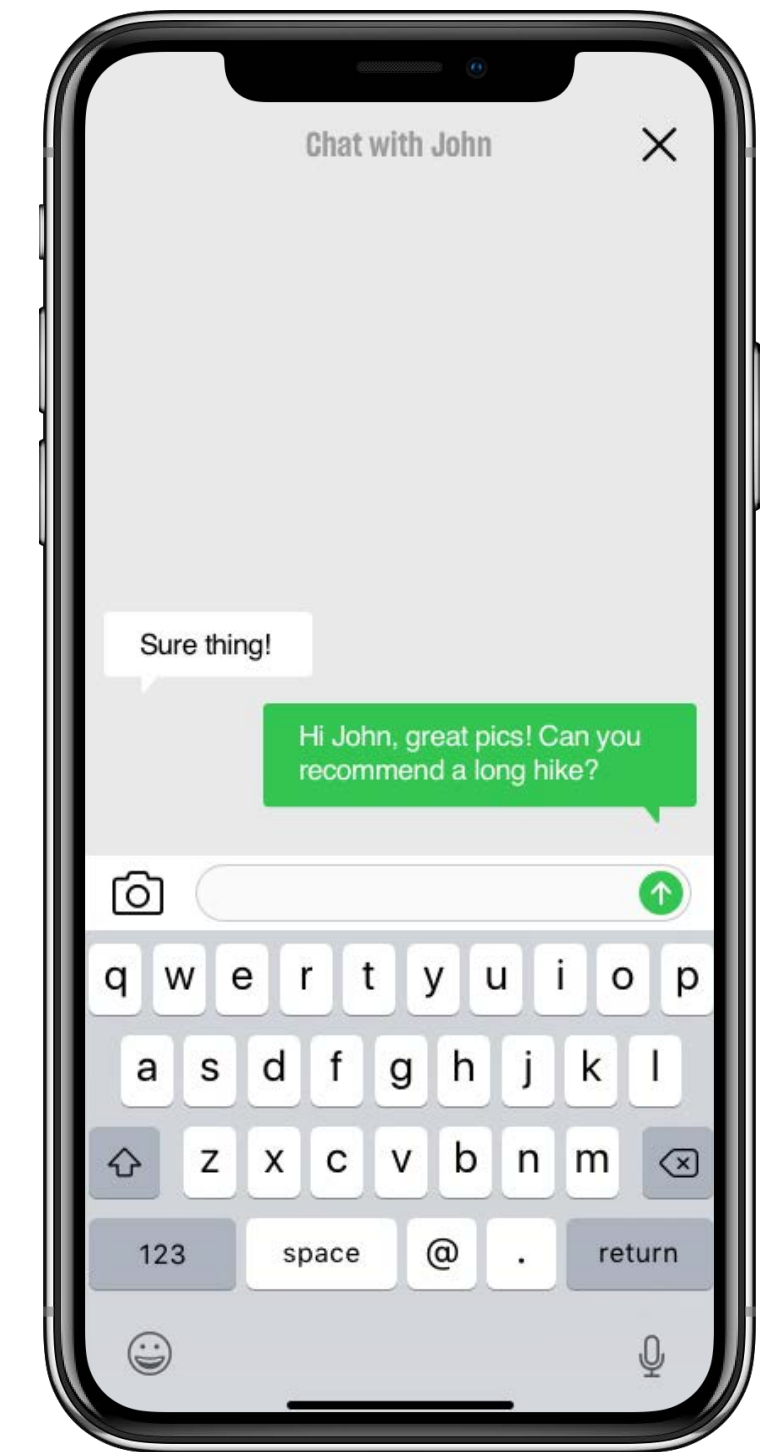
Friend's Trip Photos



Friend's Trip Map



Map Location Details



Chat with user



# MORE SCENARIOS



## **Edit a Trip**

The user has started planning a trip to Zion National Park, but didn't finish adding all the details in the app. They need to view the trip and add some basic information to it.

## **Add a New Trip**

The user has been thinking of going to Iceland on vacation, and wants to start planning a trip there. They need to find info on Iceland and add it to their List.



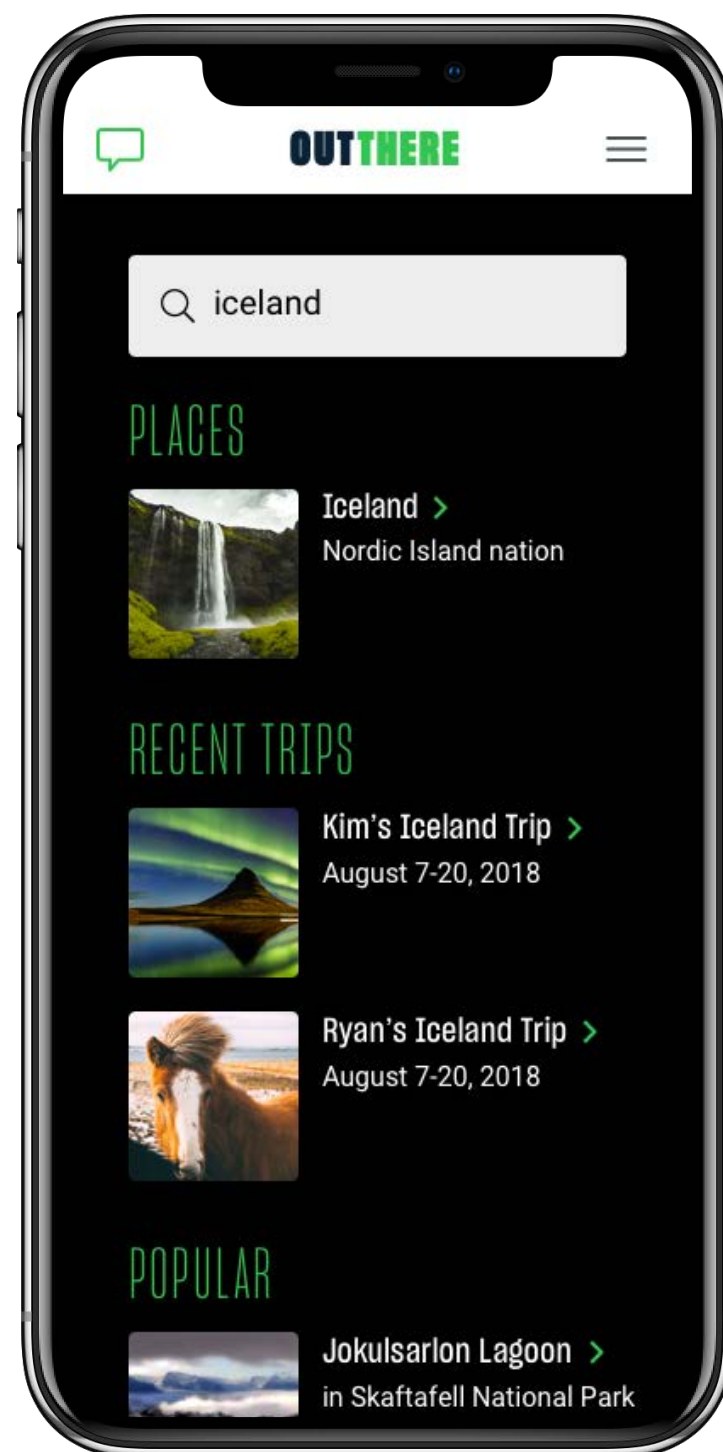


# HI-FI PROTOTYPES

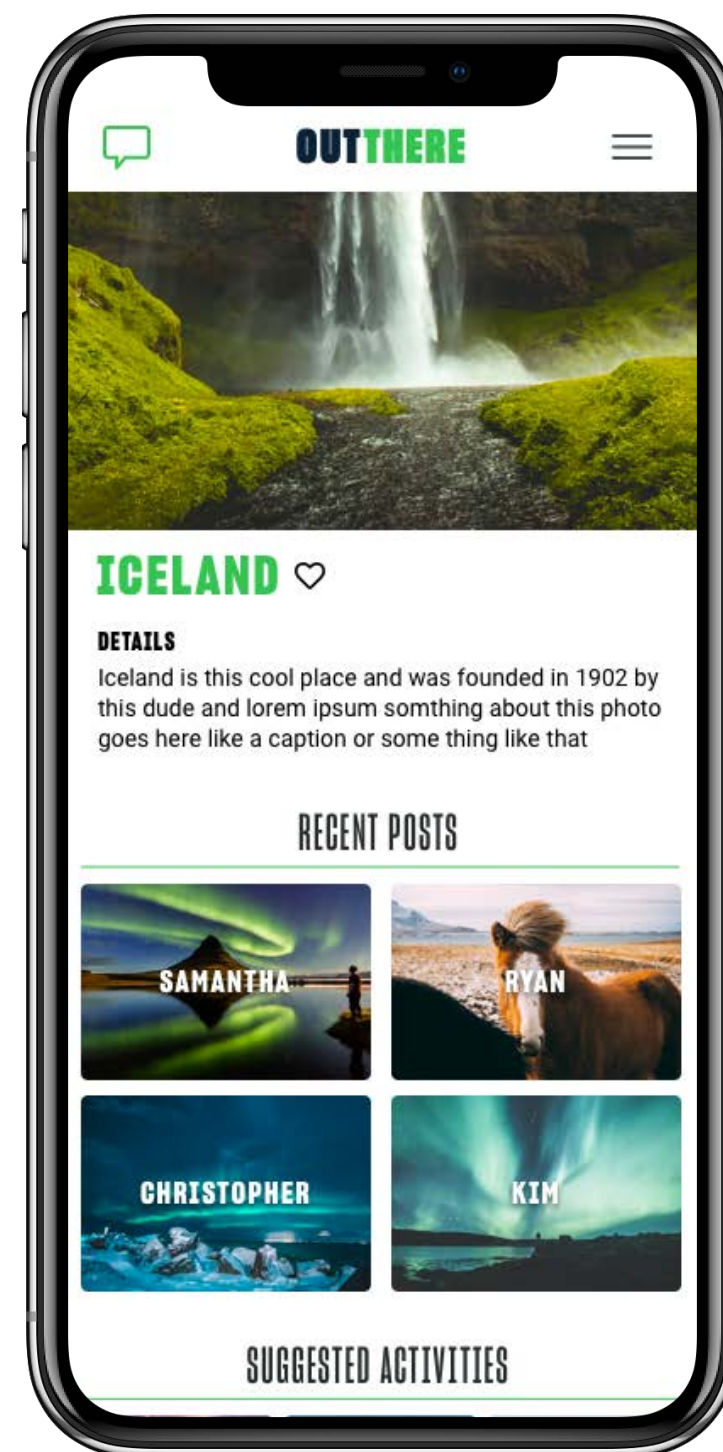
## Add a New Trip Flow



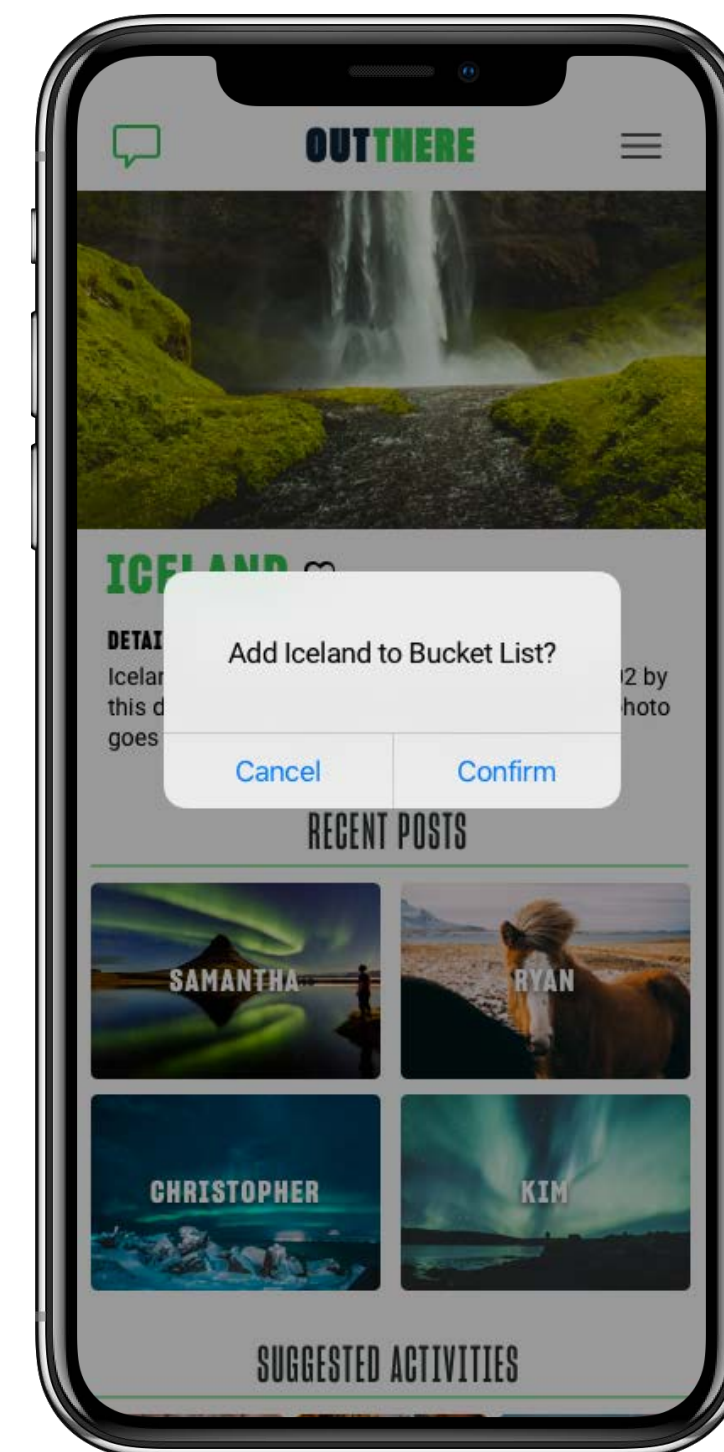
Menu



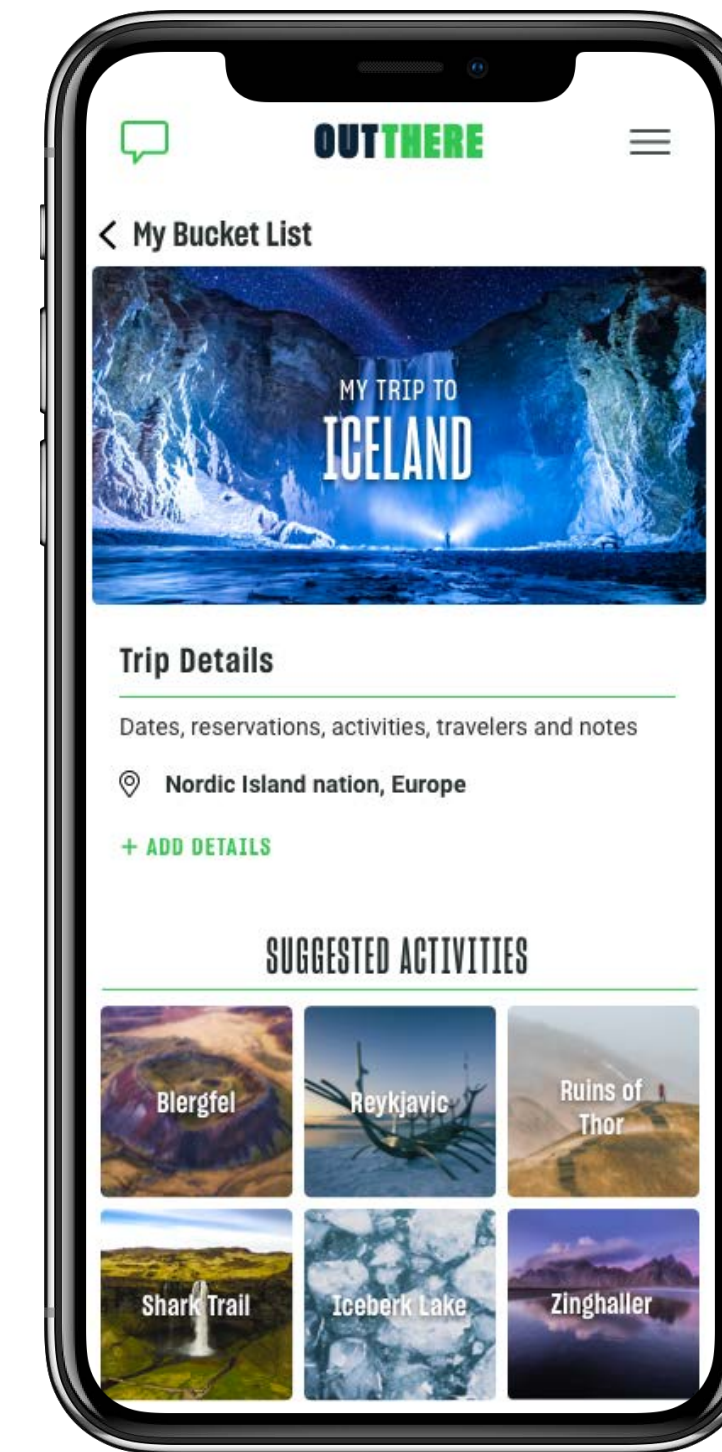
Search Results



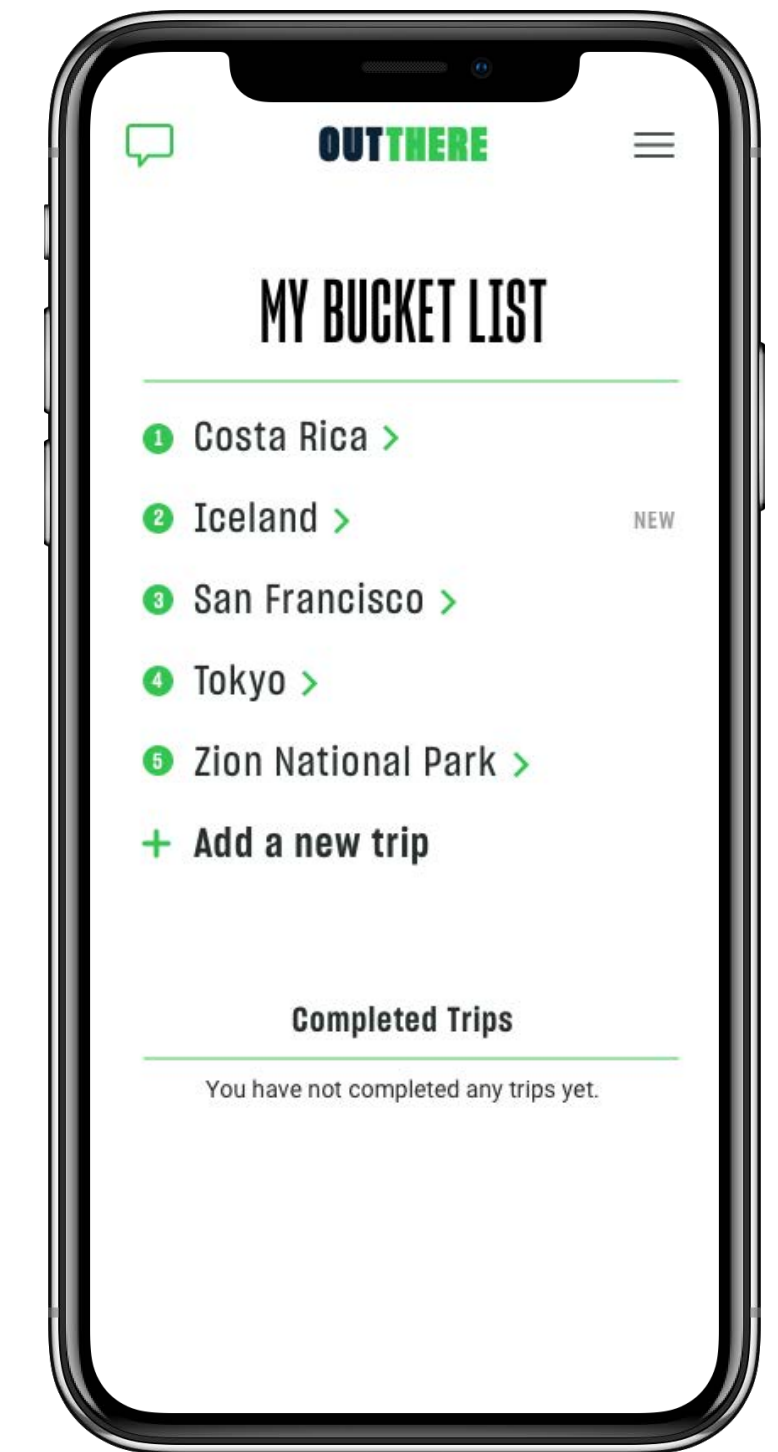
Location Details



Add to List Confirmation

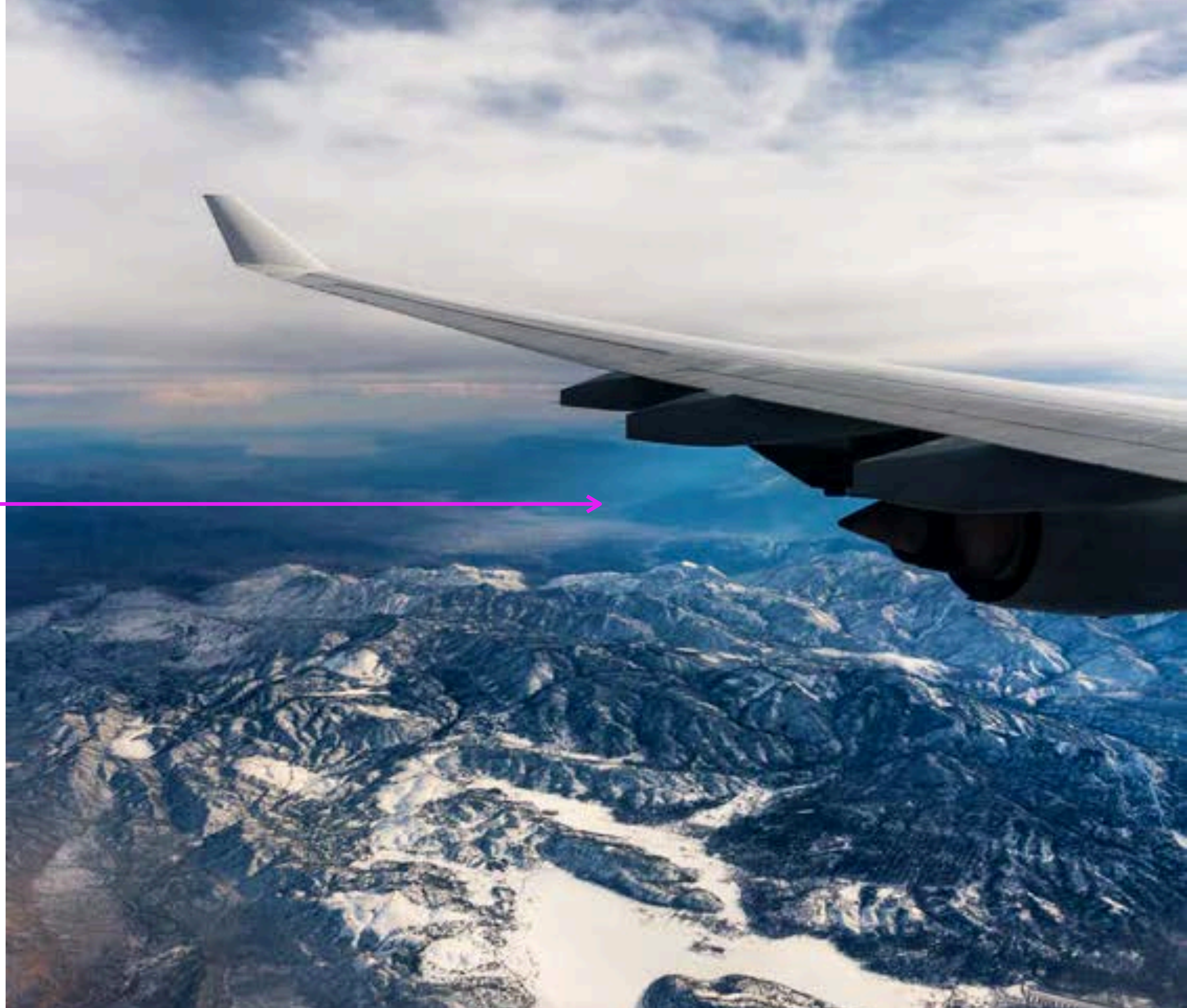


My Trip to Iceland



Bucket List with New Trip

# USABILITY TESTING





# RESULTS



## ONBOARDING

“What is this app doing for me?”

## COMMUNICATION

“What’s the difference between these two chat icons?”

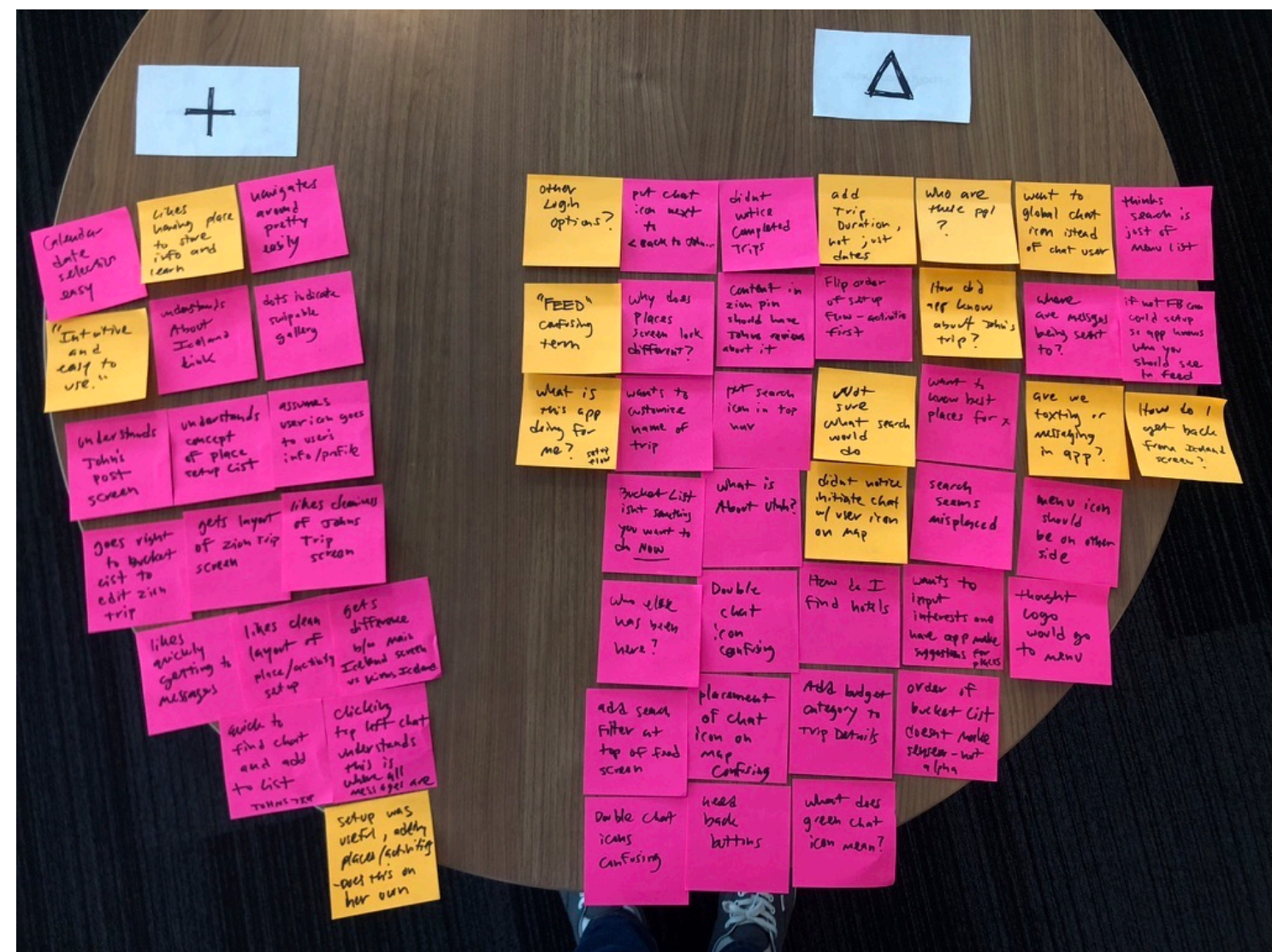
## SEARCH & MENU

“I thought this was going to search just the items in the menu list.”

## ADDING A NEW TRIP

“I’d add a new trip directly from my Bucket List.”

# REFLECTIONS



After reviewing the pluses and deltas from user testing, it was clear there were some things that needed to change:

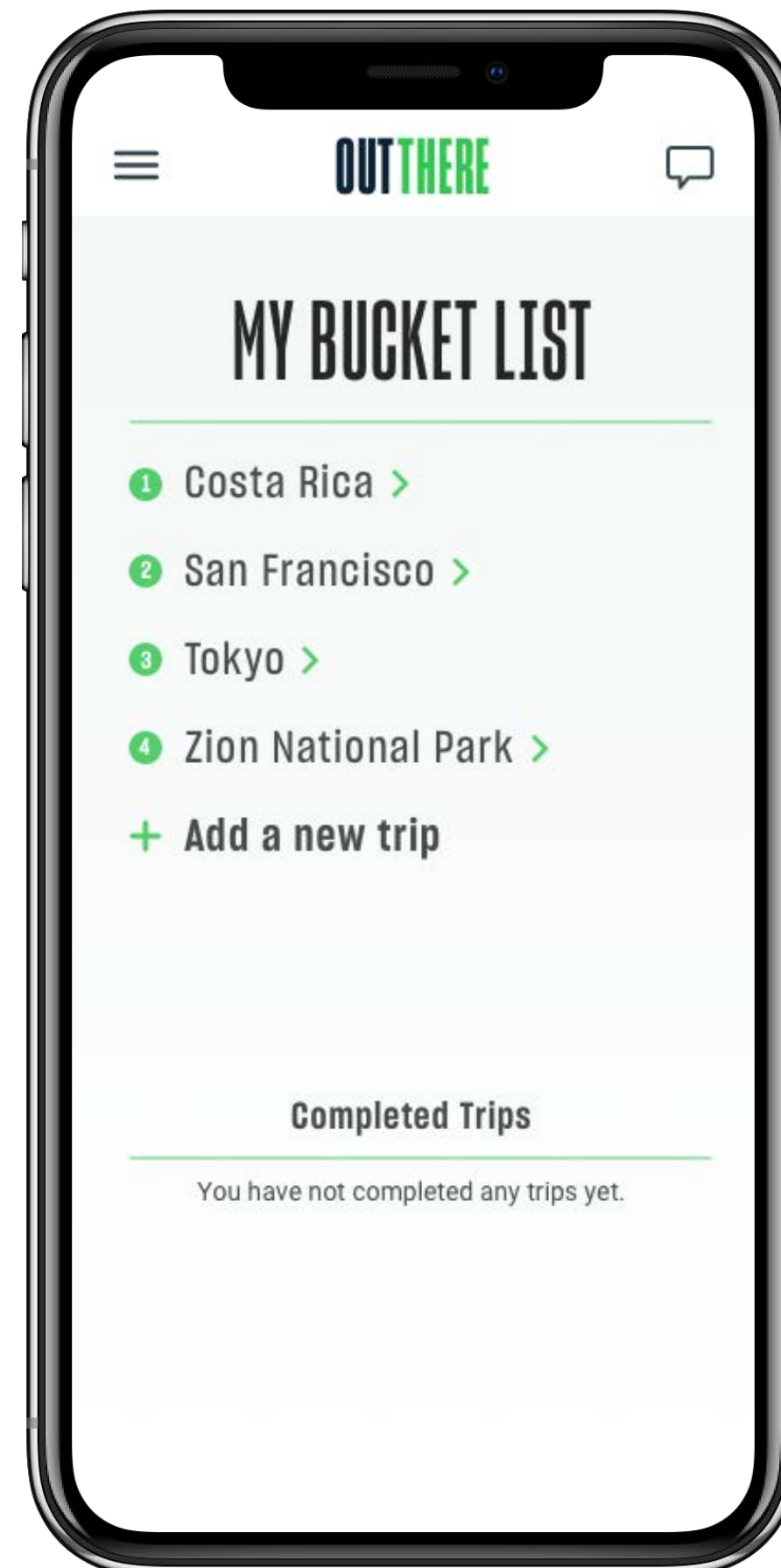
- Location of search in menu is not intuitive
- Primary “add new trip” flow should come directly from Bucket List screen
- Double chat icons are confusing, especially on map
- Need a consistent “way back” on all screens
- Onboarding needs to be fleshed out more with emphasis on explaining what the app does



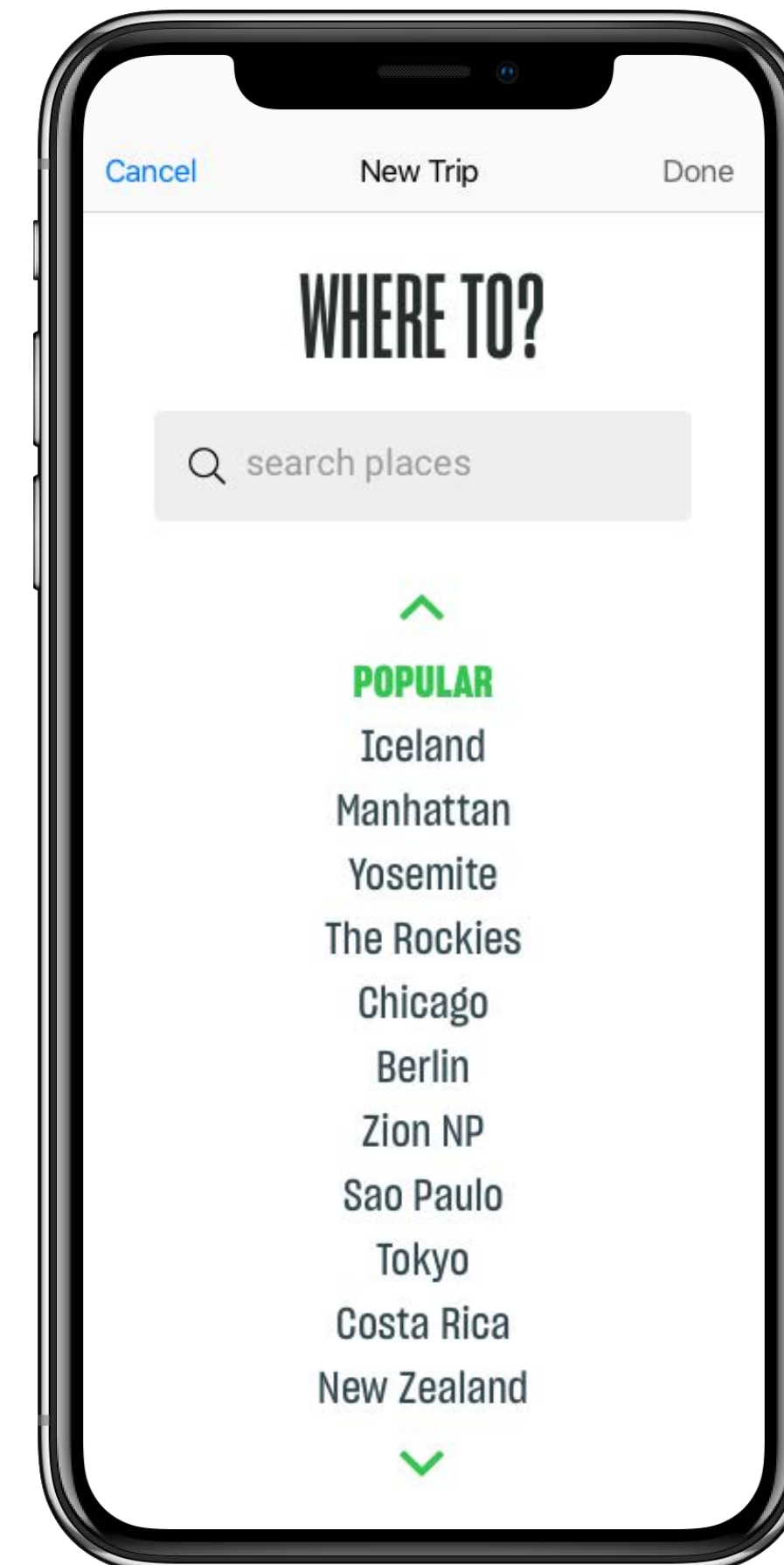
# REVISIONS



Remove search from menu, and flip top nav to more standard convention.



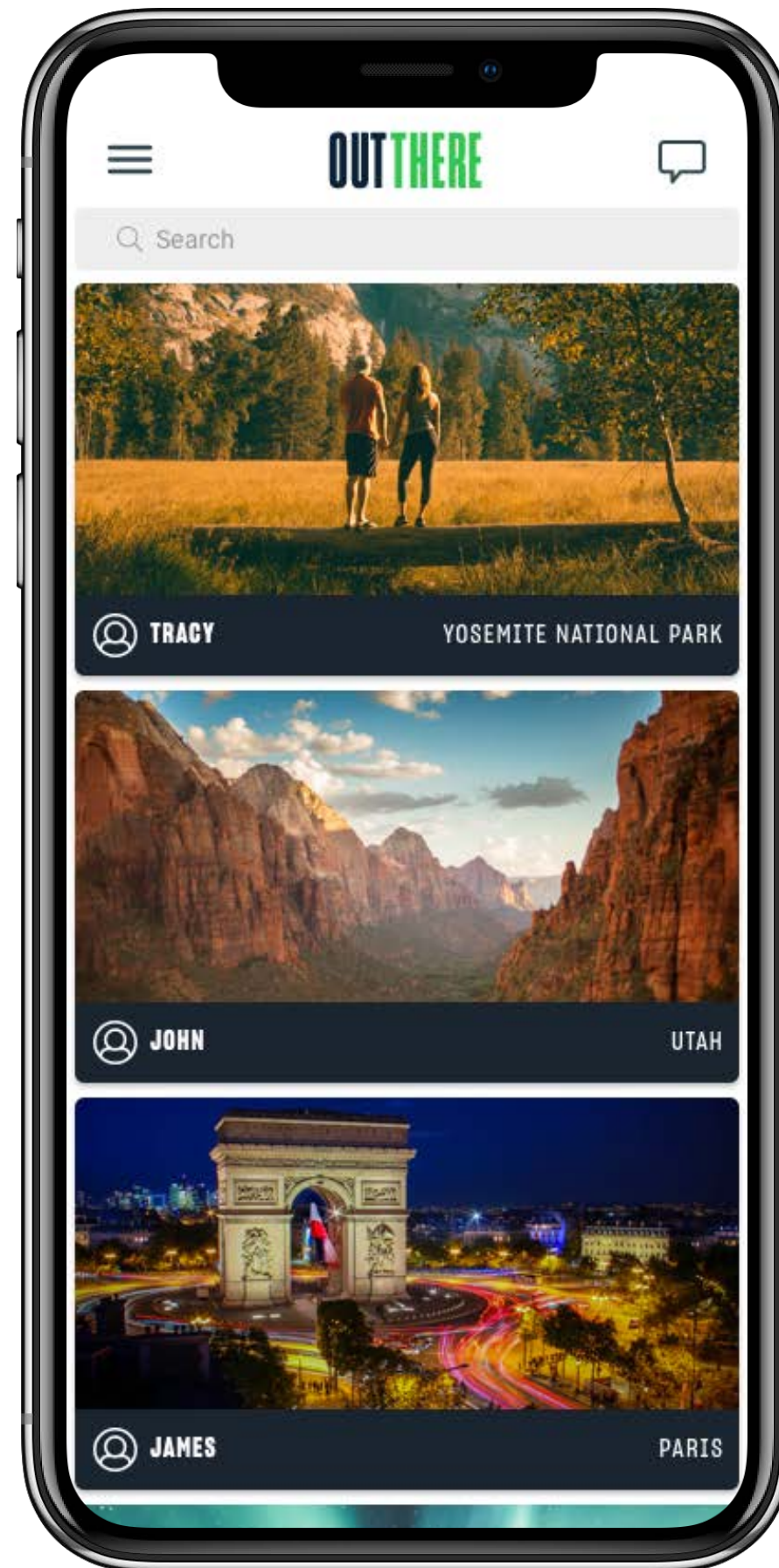
Create "Add new trip" flow from Bucket List.



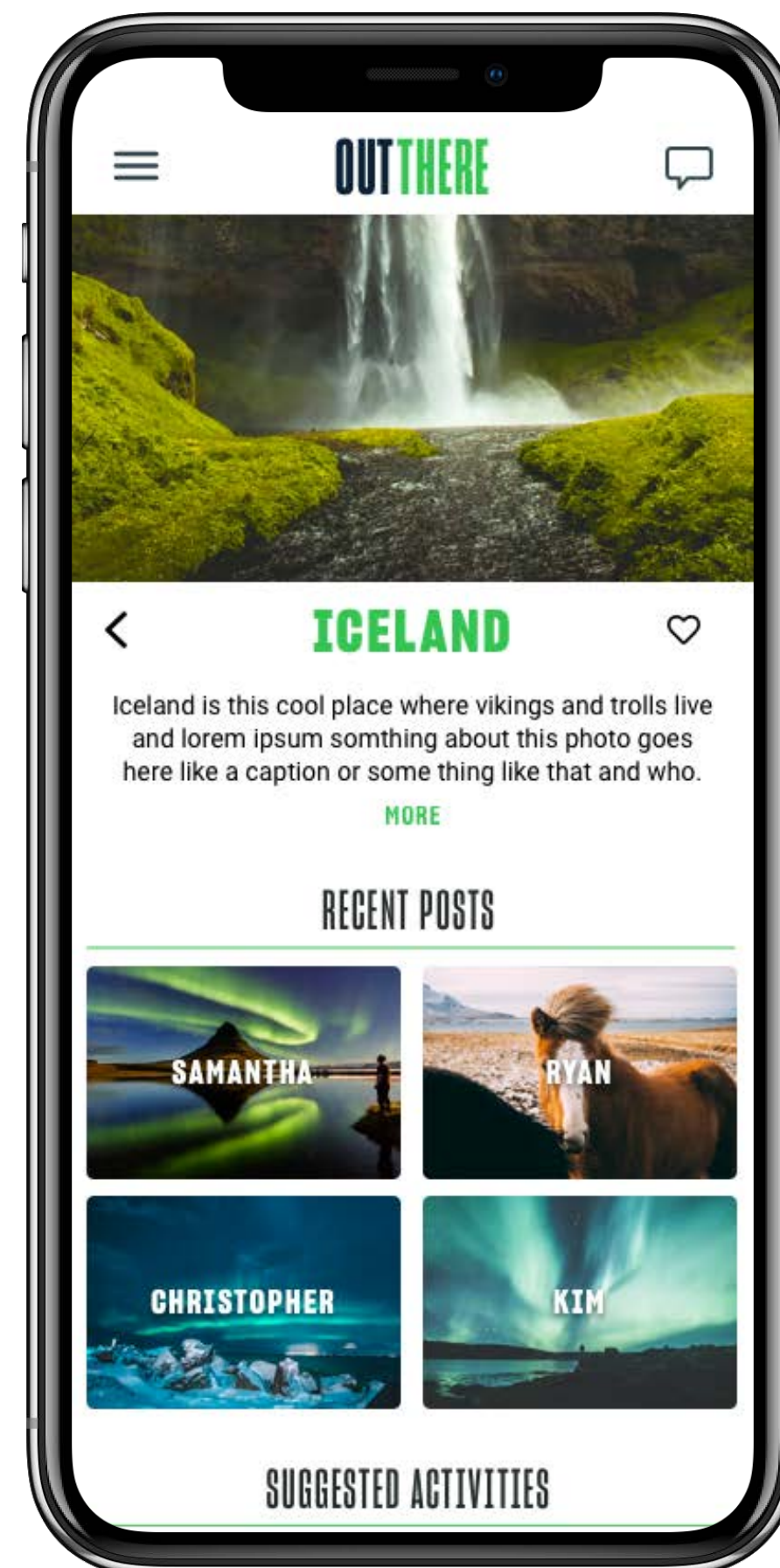
New Trip setup screen similar to onboarding flow



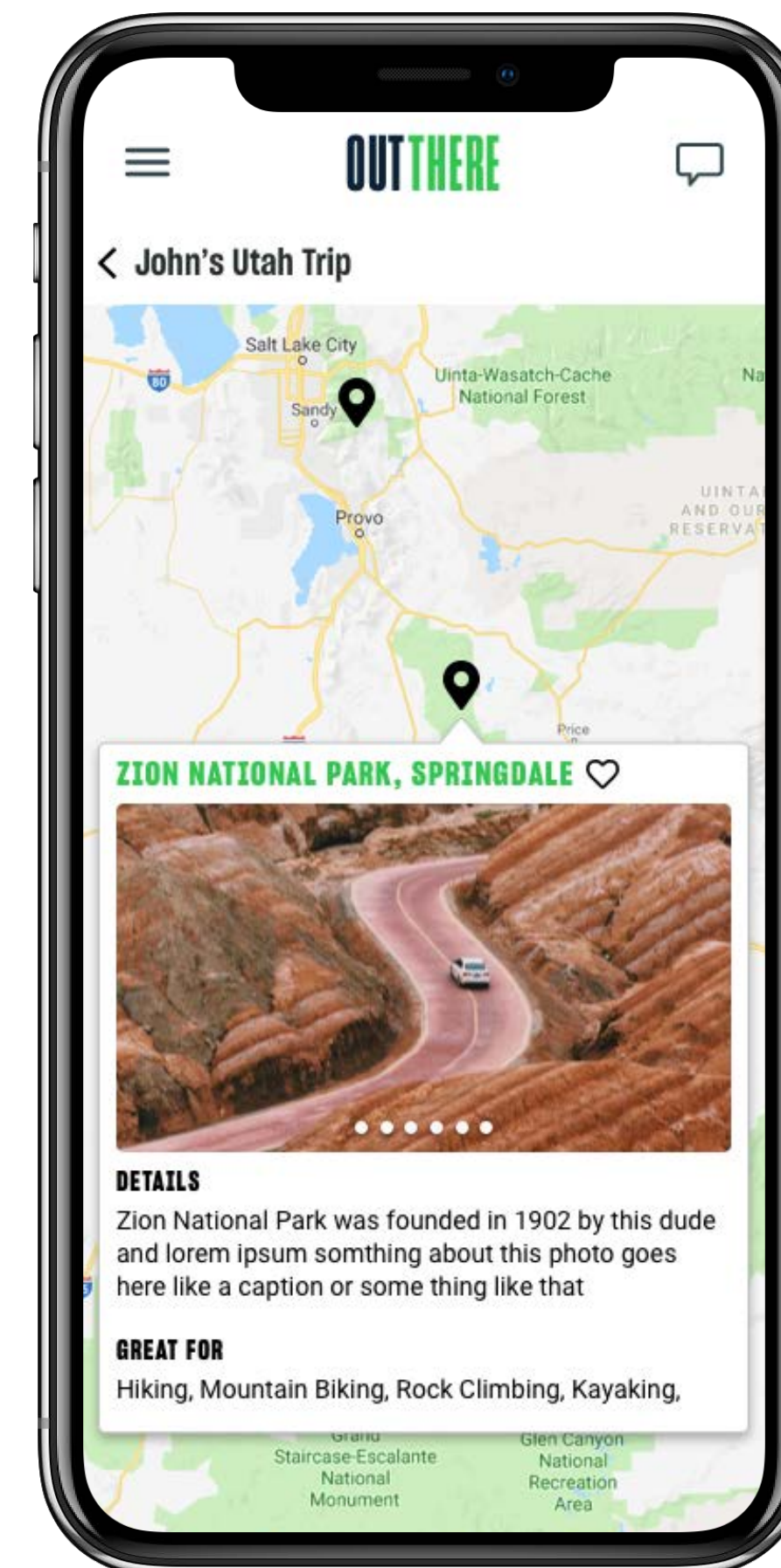
# REVISIONS



Include global search above feed. TBD if sticky.



Consistent use of Back button on all screens.



Remove chat icon on Trip subpages.



# MVP FINAL THOUGHTS

MORE WORK TO BE DONE



## Features

Some users expected the collation aspect to be more robust, but I could see keeping a much simpler version of the List and focusing on the Social features, saving deeper collation for a future release.

## Onboarding

More login options need to be offered. An app intro would also help alleviate some of the confusion around the benefits and features of the app. Last, the places/activities customization flow may best be served later on in the journey.



LET ME KNOW WHAT YOU THINK.

Try the InVision Prototype →

[chrisroth888@gmail.com](mailto:chrisroth888@gmail.com)