

TripSurfer

Kenton Bradley - UX Design

Website Case Study

March 2023

Project overview



The product:

TripSurfer Vacations is an already existing entity that we feel needs updated visual branding and functionality. This would be a more inclusive design set to target Millennials and Baby boomers alike. TSV's goal is to bring a bespoke, stress free experience to vacations.



Project duration:

February 10th, 2023 - May 1st, 2023



Project overview



The problem:

The current, live version of the TripSurfer Vacations website is outdated and needs increased visual branding and functionality.



The goal:

Redesign an attractive and simple website that feels, acts and looks modern for all ages and abilities.

Project overview



My role:

Lead UX/UI Artist and Designer



Responsibilities:

Branding, user research, wireframing, prototyping, & high fidelity mockups.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted user research to get a better understanding of how people would use an updated site. I found that while most people don't use travel agents, those that do or those that are interested in perks and extras, want a modern, fresh looking website that's familiar, friendly, and informative. Many people, when booking vacations, have to go to multiple sites to plan activities. But, when going through an agent, activities and perks like early check in and late check out can be handled for you upon booking flights and hotels all at once. This has made a tedious and sometimes stressful and lengthy process into a bespoke travel booking catered to your needs with a modern look.

User research: pain points

1

Visually Distracting

The original website is very visually overwhelming and distracting. Almost feels like early internet websites

2

No branding

There is no branding and feel almost like a link site

3

User flow

The original sites flow leads to multiple sites and doesn't feel like a modern site experience

Persona: James

Problem statement:

James is a young Math teacher who wants an intuitive and easy process for booking a stress free holiday because they don't want to handle all the extras himself.



James

Age: 33

Education: BS. Mathematics

Hometown: Camano Island WA

Family: g/f and a dog

Occupation: HS Math Teacher

I want a vacation experience planned for me from a site that looks professional

Goals

- Book an all inclusive vacation that feels authentic and spontaneous
- Not have to book tons of extras myself
- Use a familiar looking site thats use to use and visually pleasing

Frustrations

- No extras offered when Booking trips myself
- Little to no info on travel insurance
- First hand accounts of neat places to go to
- Unbiased opinions
- Sites that look dated and unpolished

James is a Math teacher on Camano Island in Washington state. An overworked and busy educator that wants a vacation that he doesn't have to plan out. James is willing to try a travel agent but feels that its just for old people. Wants to take a trip without really planning it, looking for a website that feels modern yet personal.

User journey map

Persona: James

Goal: Find a unique destination/ trip that can have a more all inclusive feel (doesn't want to plan things himself)

[Your notes about goals and thought process]

ACTION	Search for a Unique Travel Experience	Browse Trips	Choose a Trip	Schedule a call
TASK LIST	A. search for a website B. choose an option based on needs C.	A. Look for available trips on site B. Apply filters where applicable C. View trip details and see photos	A. Select a destination	A. Fill out contact sheet B. Wait for phone contact
FEELING ADJECTIVE	Excited for deals And experiences	Excited for the trip Stressed at all the options	Nervous about check in times but thrilled at a chance for a <u>getaway</u>	Annoyed at having to have a phone call But excited for the trip
IMPROVEMENT OPPORTUNITIES	Update old website To be more aligned with current websites and providers	Add a curated selection of trips with photo gallery to streamline search	Add perks or add ons option for callback screen	Give option to call or have email/chat option

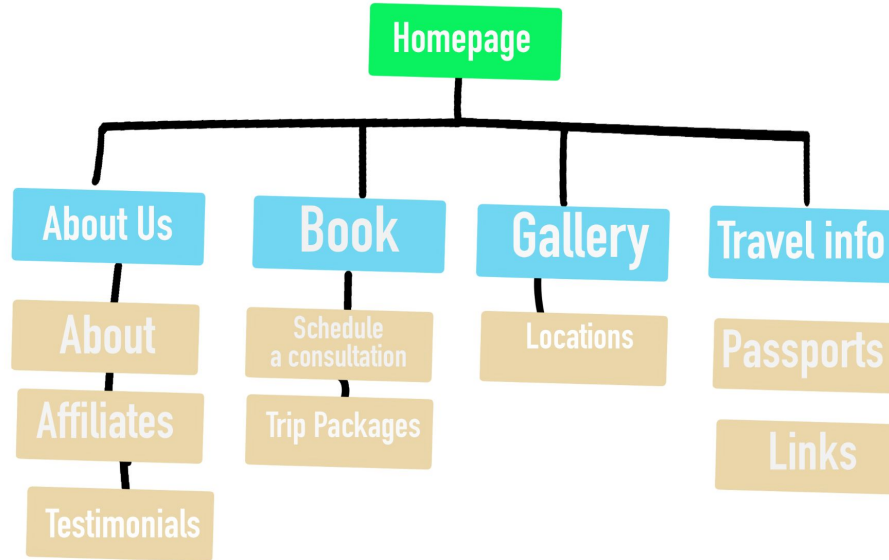
Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Sitemap

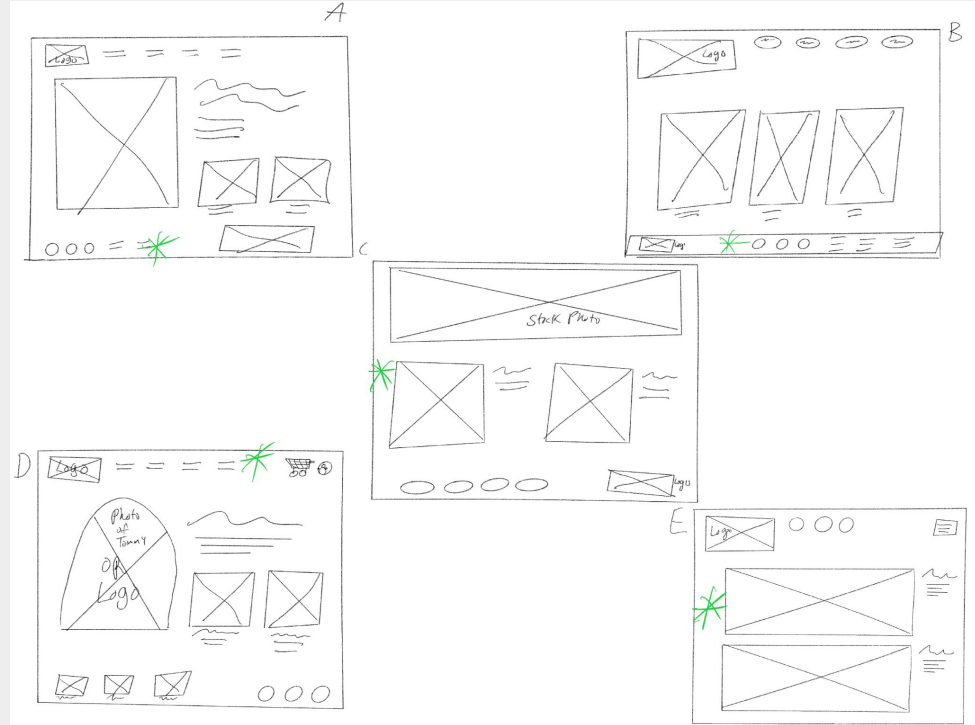
[Your notes about goals and thought process]

TripSurfer vacations



Paper wireframes

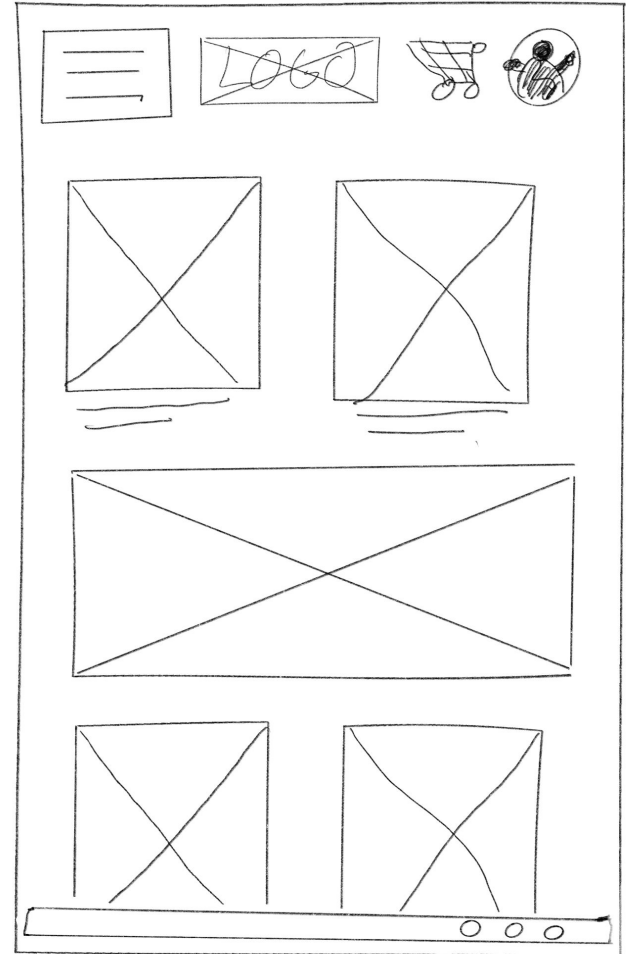
We wanted to update the current site to have less visual clutter and be far more modern. Large photos, hero images, lots of white space and available galleries.



Paper wireframe screen size variation(s)

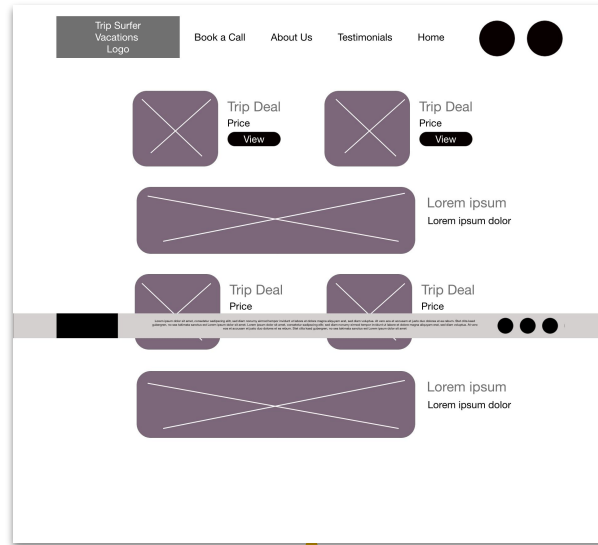
For mobile we wanted an
easy format to scroll
through the contents easily.

A format that would feel
familiar and modern.

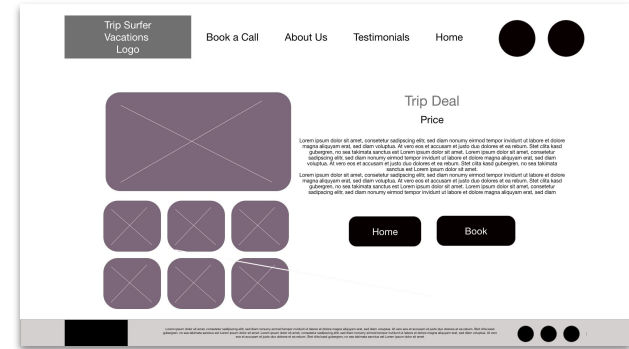


Digital wireframes

[Your notes about goals and thought process + how you responded to and implemented peer feedback]



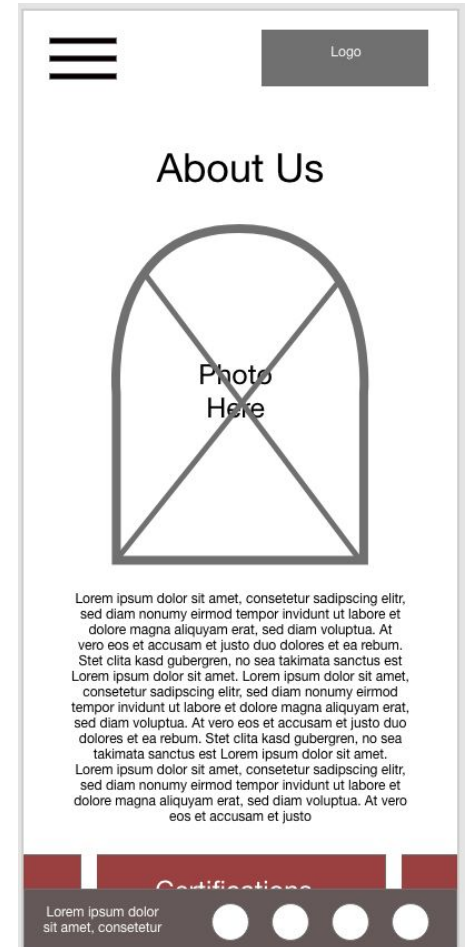
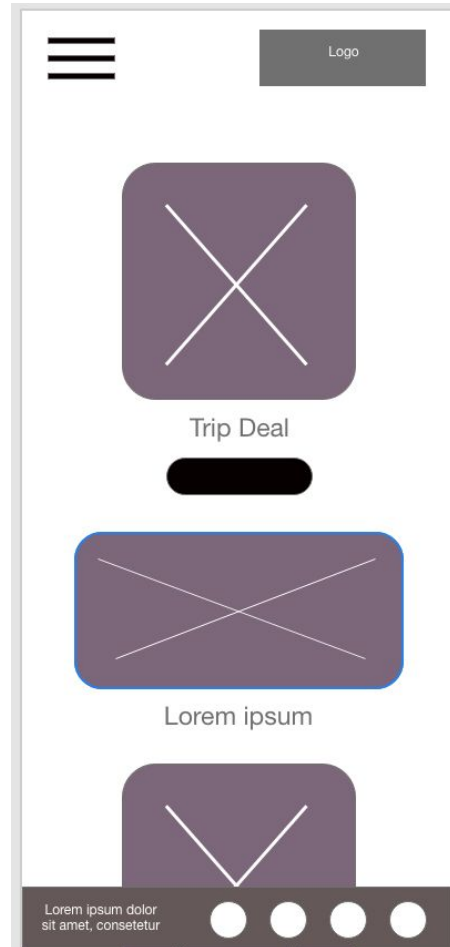
Description of the element and its benefit to the user



Description of the element and its benefit to the user

Digital wireframe screen size variation(s)

[Your notes about goals and
thought process + how you
responded to and
implemented peer
feedback]



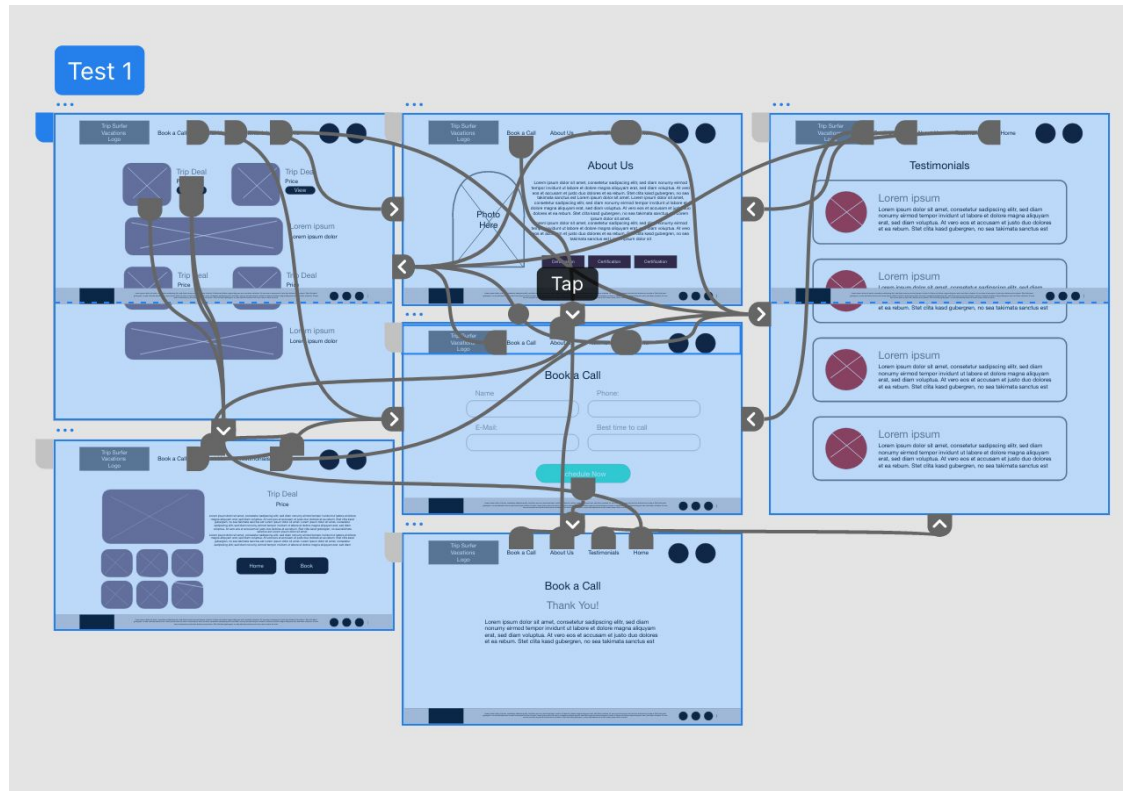
Low-fidelity prototype

All the connect screens in the various ways to reach each page. This is after the user research with updated info from the study.

View TripSurfer Vacations

Low Fi Prototype:

<https://xd.adobe.com/view/c06b669c-9b79-4f2a-a843-5e1726432739-9538/?fullscreen&hints=off>



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

4 participants



Length:

5 - 15 minutes

Usability study: findings

The main feedback from the usability studies:

1

No Extra Content Blocks

Users found that the extra Hero Blocks for other content was unneeded and overly busy. So we removed them and adjusted the layout to only have the destinations

2

Smaller Gallery Areas

Users found that the block of images below the Hero on the destinations page looked too busy. So we slimmed that down to one row with navigation arrows. Images will be linked to an instagram in future iterations

3

Adding more to About Us

Instead of having additional pages for certifications, we can have an expanded About Us page.

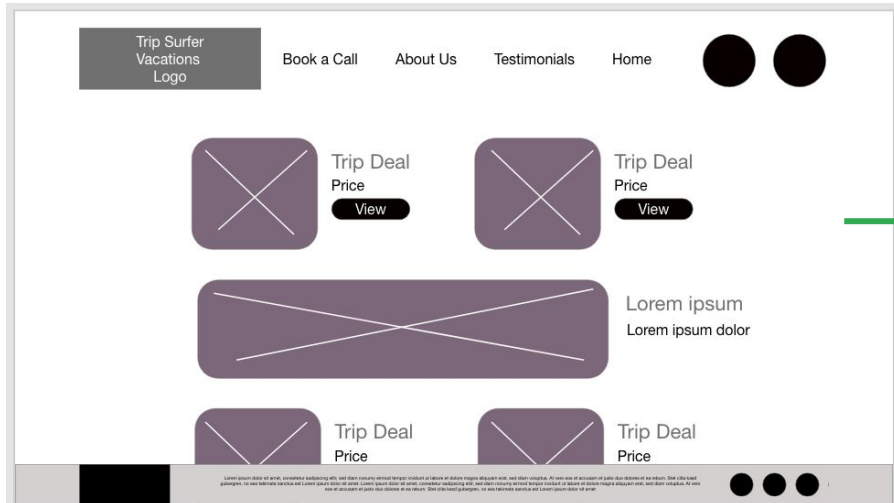
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

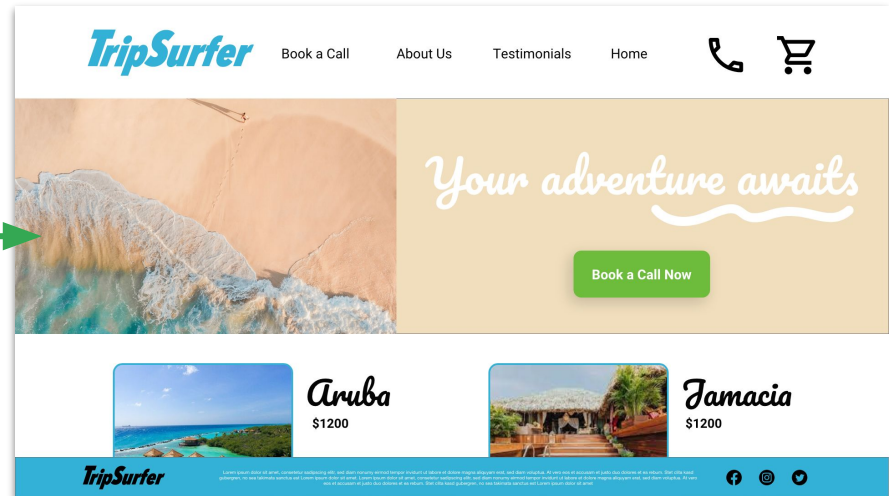
Mockups

Originally we had trip deals mixed with longer hero tiles for vacation content - a break between for ads or relevant content. After the study, we moved to a large hero block to book a call, and have trips below.

Before usability study



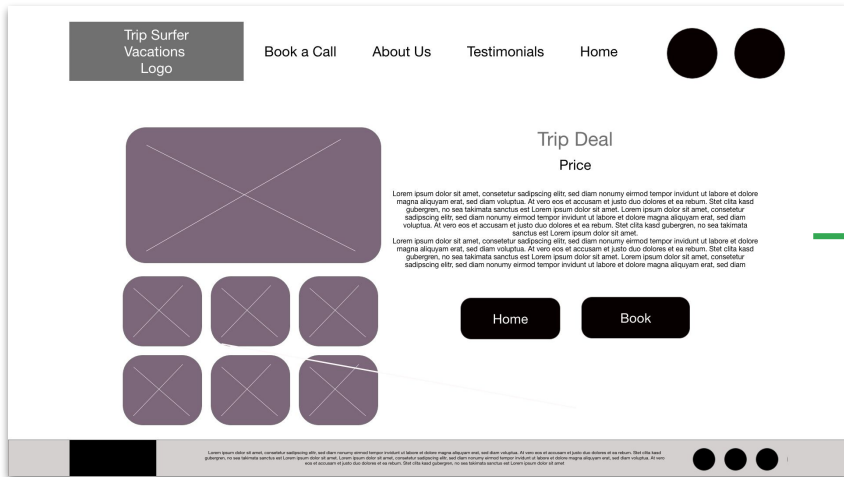
After usability study



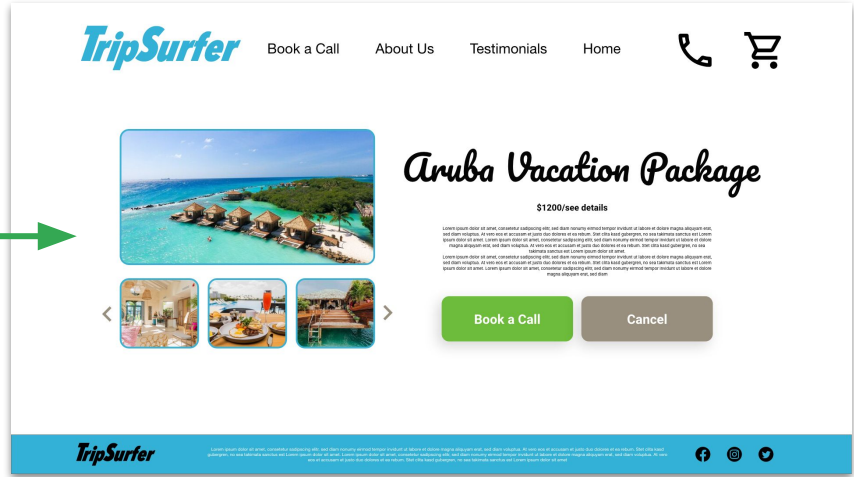
Mockups

Based on user feedback, they wanted a streamlined gallery that would have navigation arrows instead of the visual block of images. This was easy to update as it would allow for more white space and an open composition.

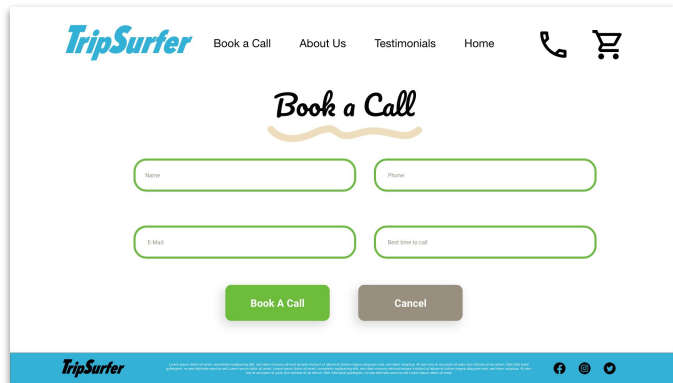
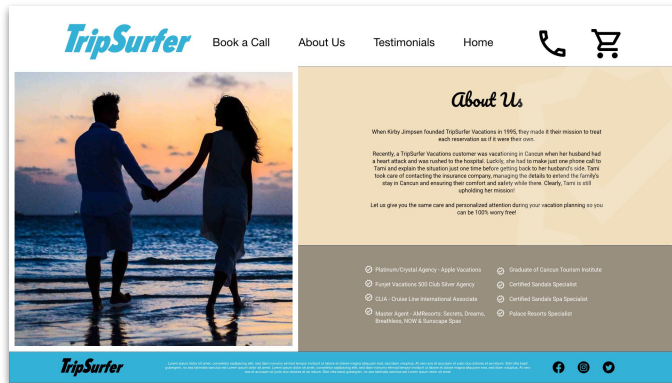
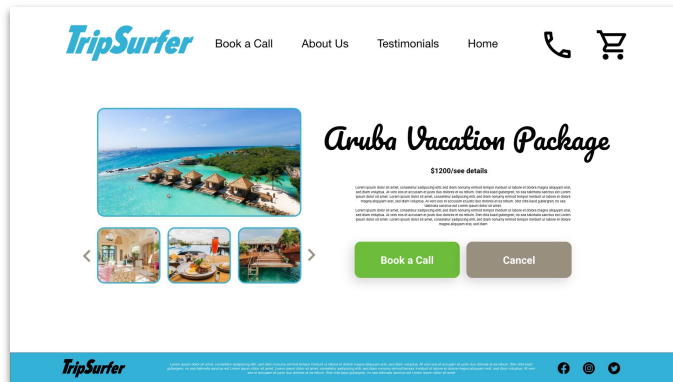
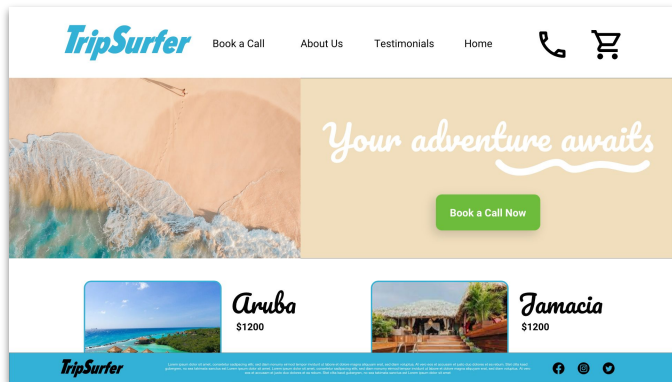
Before usability study



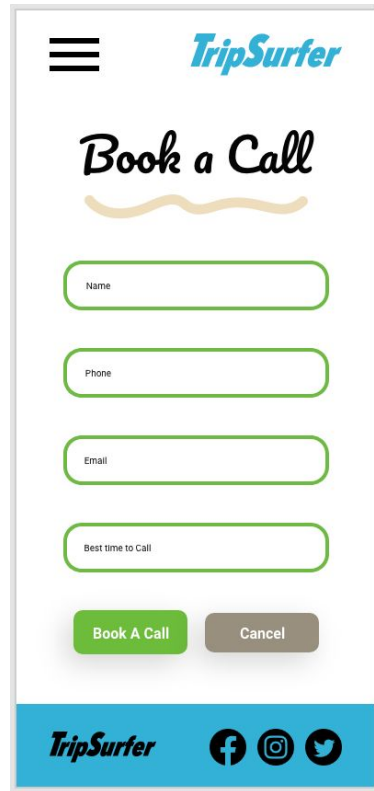
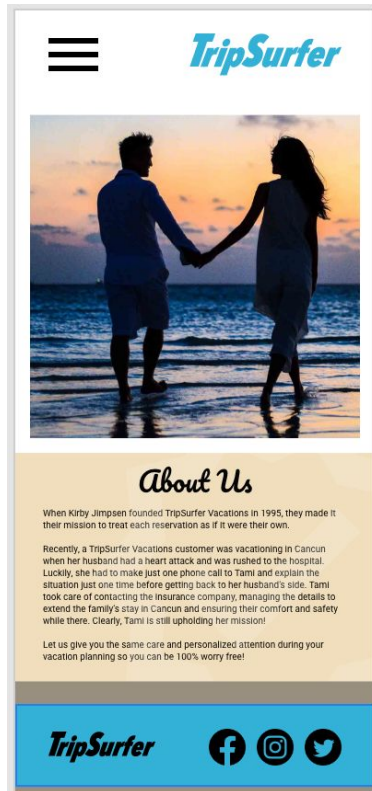
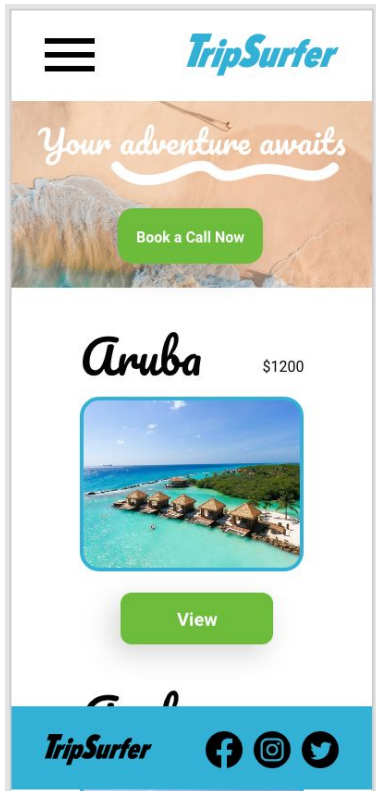
After usability study



Mockups: Original screen size



Mockups: Screen size variations

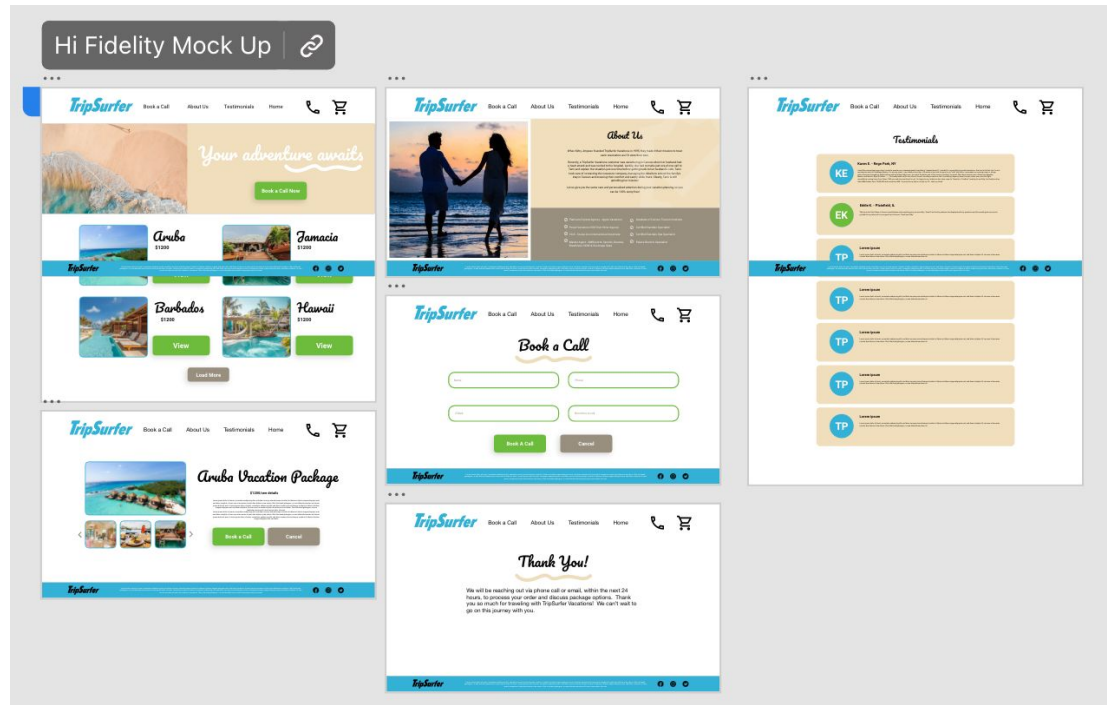


High-fidelity prototype

This High Fi Prototype follows the same flow as the Low Fi but with updated branding, icons and layout.

See the experience here:

[Hi Fi Prototype](#)



Accessibility considerations

1

I used a White background and large, bold dark text for ease of reading on desktop or mobile.

2

I used visual hierarchy of different sized text to draw the eyes to important items

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our target users stated that the new design was aligned with a more current web space, and navigation was intuitive and easy to use.



What I learned:

I learned that giving images and text some breathing room with a simplified branded approach can make your brand more accessible and understood. Sometimes updating things here and there can breathe new life a project.

Next steps

1

Conduct 2nd round of usability studies

2

Update Changes to logo

3

Identify any changes needing to be made and implement them in future iterations.

Let's connect!



Thank you for reviewing my work on the TripSurfer Vacations Website.

If you'd like to see more or connect with me please reach out:

kentonb@gmail.com