

## Problem

Infrequent airplane travelers often experience frustration, anxiety, and stress during their day of travel.

## Solution

A mobile experience that assists travelers with pro-active preparation, time management, and navigation.

## Process



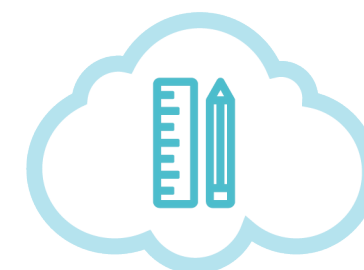
### RESEARCH

In addition to the research provided to us by our sponsor, we surveyed 160 travelers to understand what time period and day of travel activities causes them the most stress.



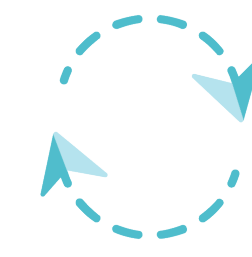
### IDEATION

To kickstart our ideation process and engage with potential users, we conducted a participatory design session with 8 infrequent travelers to brainstorm possible solutions.



### DESIGN

We created wireframes to define the structure of our mobile experience. We then iterated in higher fidelities, after usability testing our wireframe and interactive prototype.



### USER TESTING

User feedback was essential to our design process. We conducted a guerrilla usability test on wireframes, then a formal usability test on our interactive high fidelity prototype.

## Features

### PLAN AHEAD

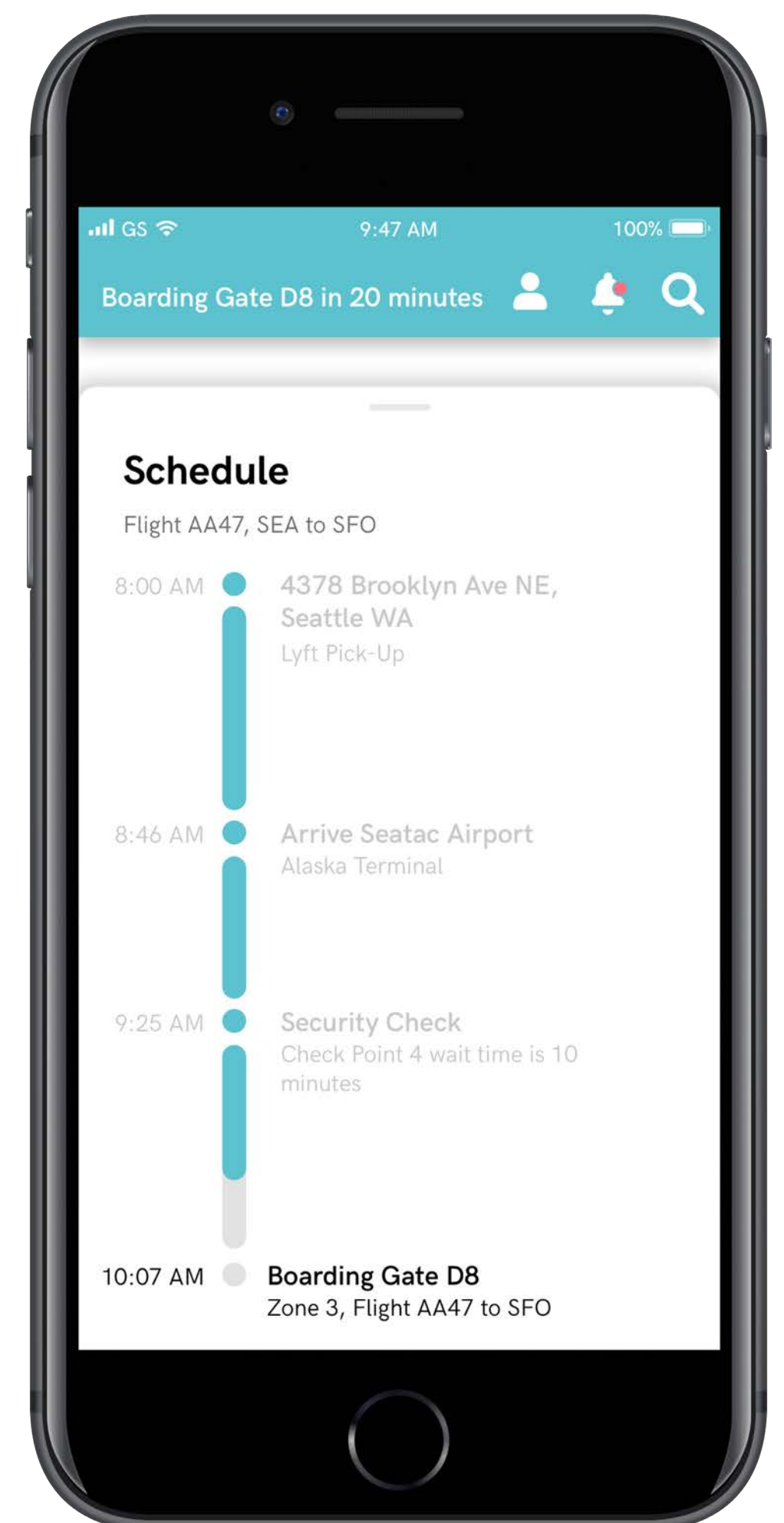
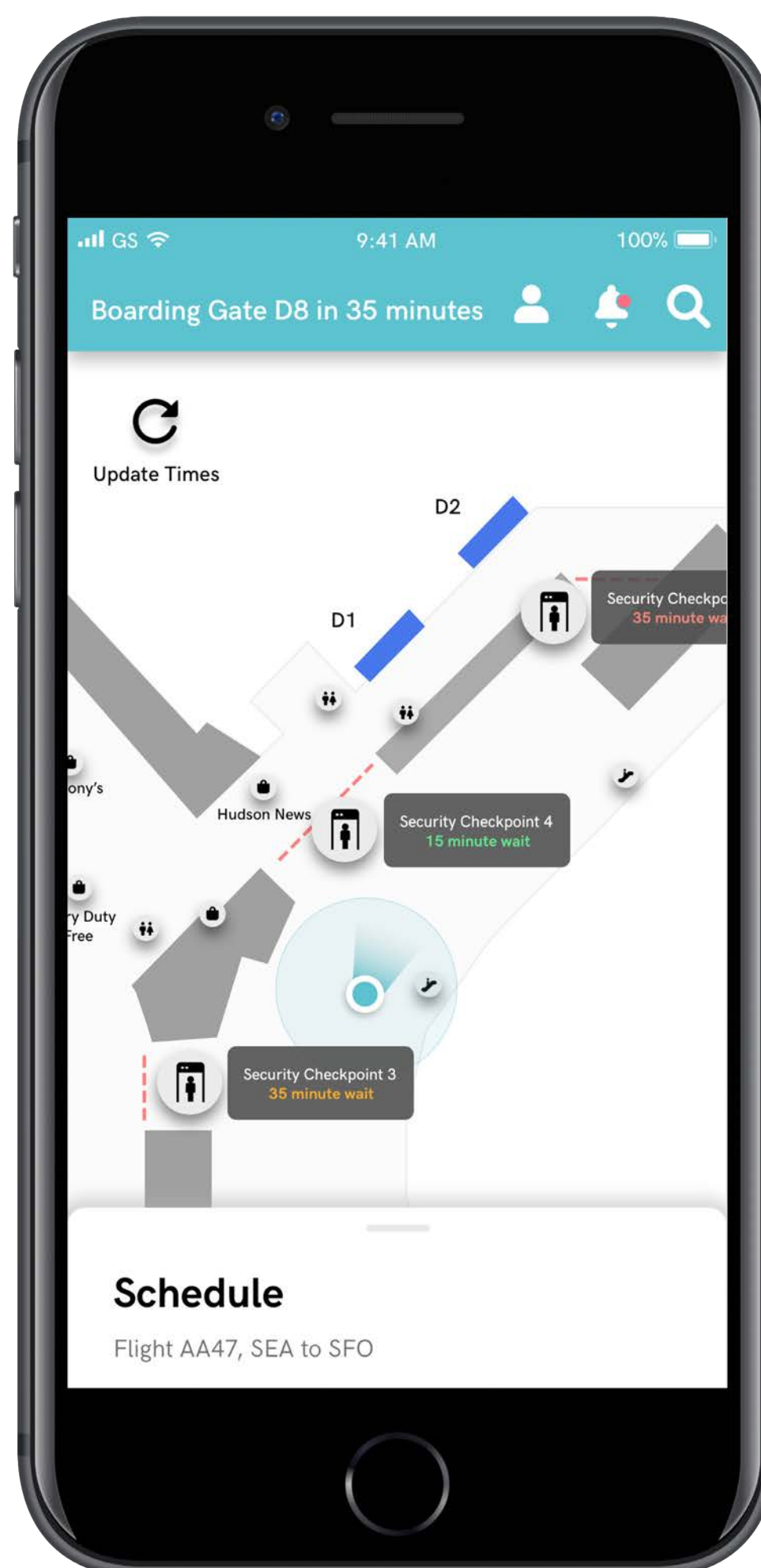
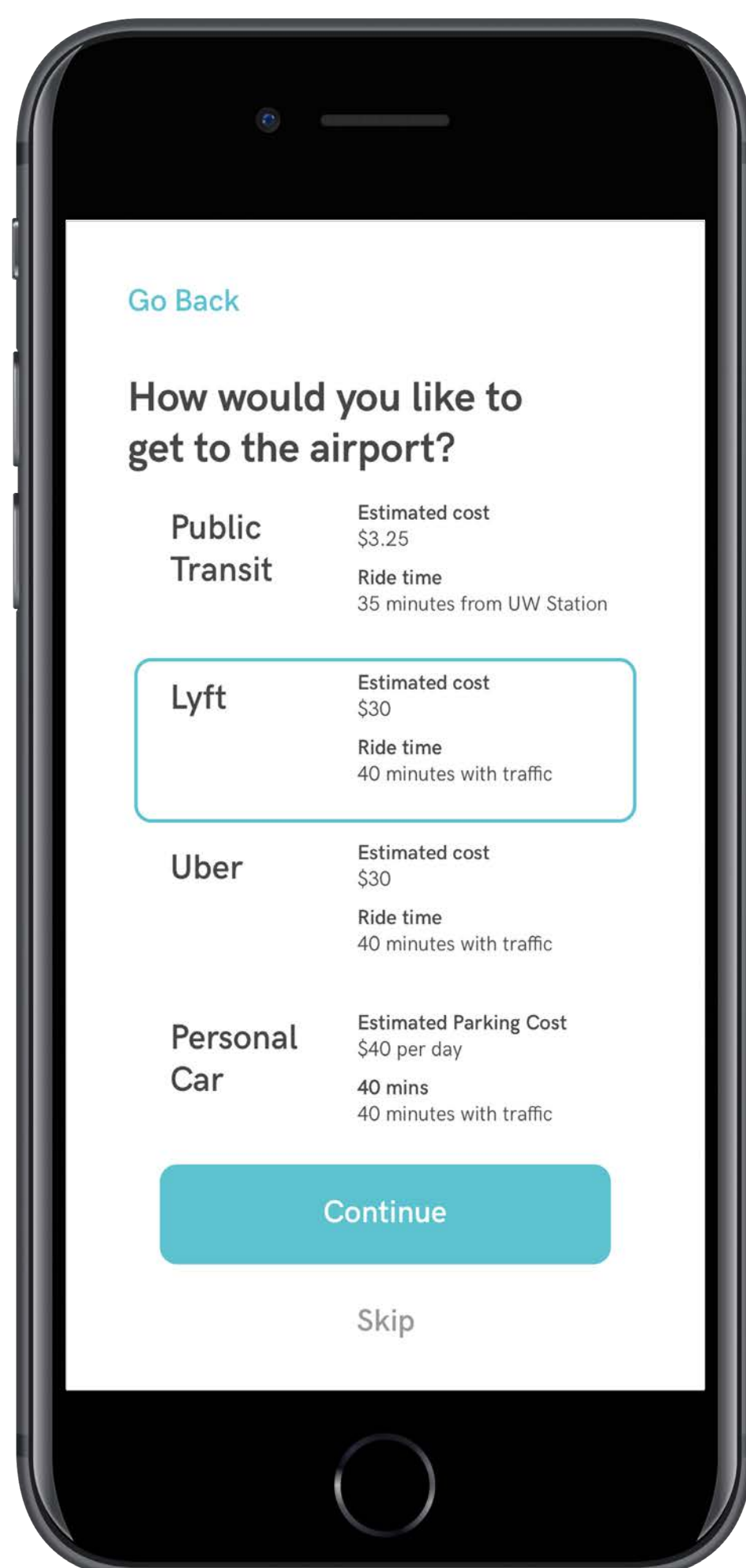
Prepare yourself for your upcoming day of travel by figuring our transportation ahead of time.

### FIND YOUR WAY

Find the places you want to visit and avoid getting lost in large and unfamiliar airports.

### CATCH YOUR FLIGHT

Keep track of the time you have prior to boarding your flight, to stay on time for your trip.



## Reflection

### THE RIGHT USER

Our usability tests participants could have been better screened to more accurately fit the type of infrequent traveler we envisioned using our application.

### COLLABORATION

Throughout this project, we realized that certain tools gave us the ability to collaborate, but made us feel like we were sacrificing quality.

### RAPID RESEARCH

Quick usability evaluations gave us the ability to iterate on designs. We gained a better understanding of weighing user feedback and our intuition to drive design decisions.