

Team Frickin Dino Nuggets

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INTRODUCTION

Design is essentially deconstruction and reconstruction, but many steps below the surface make it a complex and usercentered medium.

The purpose of this project is to create a brand new product experience by conducting and analyzing design research, figuring out the needs and behaviors of users, and addressing them.

We first generated our topic space, which is traveling, and then we interviewed 16 people with questions related to traveling. Based on their responses, we narrowed down the specific issue we wanted to focus on. We then created an app addressing the issue to fulfill the users' needs and behaviors.





	Is traveling stressful?	Biggest traveling struggles?	Solo travel or with others?	Main travel considerations?	Go with the flow or throughly plan the details?
User 1	Yes and no, depending upon circumstances traveling.	The struggles all stem from depending upon if I'm traveling with others, and it's the compromise of activities of what I want to do vs. what the compromises of others.	I love traveling with others, but I want to travel with others that are like minded	Food options, how often I travel in order to be active, experiencing different cultures.	I don't like to be a super pre-planner. I prefer to be more spontaneous and flexible with plans.
User 2	Yes, it's stressful to bring what I need for the location I'm going for and finding the exact location.	Finding transportation is a huge struggle when I travel in a foreign country.	With someone else because it's more fun with people and I don't have to struggle my way around alone.	Plan ahead and have a schedule, to do list, what to bring.	I buy my plane tickets and make a list of what I want to do, where I want to go, and what to bring, where I'm going to stay, and also costs.
User 3	No, it doesn't stress me out.	Making sure I save enough money for expenses during the trip.	It's hard to say I have a preference because they're both different experiences.	Time of the year where I'm going, what's going on in the country that I'm planning to go to, whether it's busy season, and weather.	Pretty much just the basics and going with the flow.
User 4	No.	I think the biggest thing that I run into a lot is just honestly it's overpacking.	Maybe 60/40 by myself vs. with someone else.	Where I'm going to sleep, whether I have enough to spend, and activities to do.	I plan the basics.

PAKR Research

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	Is traveling stressful?	Biggest traveling struggles?	Solo travel or with others?	Main travel considerations?	Go with the flow or throughly plan the details?
User 5	No.	Preparation. I like to plan ahead with multiple scenarios in mind in case something goes wrong.	Solo for a short distance (within the same state) With someone else for a different state or country because it feels safer to go somewhere far with another person.	Weather, plans B, C, and D, pack as many things to do as possible everyday, be flexible with the activities.	Thoroughly plan with a lot of flexibility, and fill as many activities as possible in case something gets cancelled or bad weather.
User 6	It stresses me out if I'm with people who are married to their itinerary to the point where I can't enjoy being in the moment, or if I end up in an unfortunate situation.	My biggest struggles are packing.	I prefer to travel with others so that I have someone to share the memories with.	I consider places I want to go, things I want to do, what I might need, what I would wear, and how to make it all possible, like considering my schedule and finances.	I usually plan the basics and then go with the flow.
User 7	Yes.	Exploring an unfamiliar place is stressful, being off schedule, and experiencing different social norms that you have to prepare for.	I prefer to travel with others because it feels safer and the other person can help me stay on schedule or looking for our destination.	I take into consideration "rush-hour" times when planning routes and how to avoid both foot traffic and vehicular traffic.	I like to plan the trip in detail. I usually do this through plotting all destinations, fees, and possible routes.
User 8	Yes.	My biggest struggle would be figuring out expenses because money affects the activities you can do, places you can stay at, etc.	With someone else because companionship and also I don't trust myself to keep track of everything we need and plan for.	Stuff I want to do and also my budget.	Just the basics.

PAKR Research

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	Is traveling stressful?	Biggest traveling struggles?	Solo travel or with others?	Main travel considerations?	Go with the flow or throughly plan the details?
User 9	No, the act of planning the travel stresses me out a little bit, but not the actual traveling.	The language barrier and finding the right places for things like groceries, cash, and other things.	I do love traveling with people and I would rather do that than go by myself simply because I like other people's opinions.	Staying within budget and and safety.	I plan hour by hour because I want to make the most of my time and experiences.
User 10	Not at all.	Flight changes because I have planned everything, rented for the days, chosen the car rented.	With someone else because I've never been traveling solo, like there's always someone to talk about.	How interested I am in the location, the price of the ticket, and number of connections.	I think pretty much the basics, unless theres some kind of show that needs pre-booking.
User 11	The traveling process isn't stressful but the packing process is. I find it hard to know what to leave out or what to bring for the trip.	Struggle is definitely the packing process. Also it's a struggle to find good places to eat and a good hotel to stay in.	I find comfort in being alone so it would be nice to be able to travel to places by myself and take time to explore without having to accommodate other's needs.	What to pack is priority number 1. Knowing which food places to visit is number 2. And finding the right hotel is number 3.	Just the basic and then go with the flow.
User 12	No but it depends on who I'm traveling with.	Parent's expectations all the time, driving/traffic, if the car is doing okay and food.	I like to travel with friends because I like to have someone else to talk with while traveling.	Budget, weather, and time/real life work schedule.	I plan the basics stuff most of the time.

PAKR Research

	Is traveling stressful?	Biggest traveling struggles?	Solo travel or with others?	Main travel considerations?	throughly plan the details?
User 13	Traveling never stresses me out. I very enjoy traveling with people who I trust.	Traffic jams, finding a good restaurant, waiting for my friend who likes to take a lot of selfies, stomachache because of bad food.	I prefer to travel with family and friends who have the same hobbies.	Hotel price and environment, food and weather and I don't like crowded places.	Usually my family or my friends will plan everything for me, I just follow them.
User 14	Yessss traveling is very stressful.	Packing is a lot of work because you have to make sure you pack everything you need and each location is different with what I need to pack.	I like to travel with other people to share the experience.	Transportation, housing, food, things to do, sight-seeing, checking weather.	I like to plan everything out but if things come up, I am flexible.
User 15	Yes.	Trying to adjust to my new surroundings and being scared of getting lost because I'm worried that if anything happens, I won't be able to go back home.	With someone else so I can rely on them to help me in case anything goes wrong.	Budgeting for expenses and also locations.	Just the basics because I don't like to be tied down to a specific plan.
User 16	Yes and no.	Finding cheap but good hotels, unable to do everything I want to do, trying to be on time.	I prefer both but I have never gone by myself. If I would go by myself, I don't have to worry about other people since they would slow down the process.	Hotels with free breakfast, I want to try foods/ restaurants, famous landmarks, cheap transportation, weather.	I thoroughly plan with help from people who are coming on the trip too.
PAKR	Research		[· · · · · · · · · ·		

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Go with the flow or

Brainstorming

After researching the users' needs and behaviors, we brainstormed a list of five potential product experiences we felt addressed the different issues we learned based on the responses from interviewees.



WANDERLUST

All-in-One itinerary planner where users can plan budget, tickets, hotel, destinations, and so on, in one place.

TREKKIN'

Interactive travel catalog where users can upload pictures throughout their travels and document journal entries for future use.

VAGARY

Recommendation experience that generates activity ideas and destinations based on hashtags, such as #fishing, #beach, #tulips, and more.

SONDER

Forum for travel enthusiasts to connect and share tips, experiences, and more.

PAKR

Packing helper that will help users find the right things to pack for any kind of trip.

Introducing

Packing helper that will help users find the right things to bring along for any kind of trip.



Why Pakr?

If you've ever struggled in any way relating to packing and being prepared for trips, PAKR is the app for you!

Ultimately, we enjoyed the idea of Pakr the most because of its potential for diversity. Although it can be seen as a fairly simple product at the surface, it is actually quite a vast idea because we can take into consideration things like weather, activity, destination, types of accommodations and transportation, and so on.

Our interviewees mentioned their struggles with packing, whether it be under-or overpacking, not knowing what to pack, and other related issues, so we felt that creating a great packing experience is something that will improve the traveling process and reduce stress for our users.

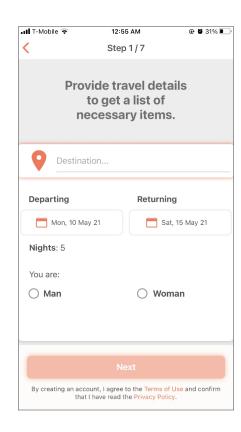
- "I think the biggest thing that I run into a lot when traveling is overpacking."
- "Get the basics down because it makes your life easier."
- "The act of planning the travel stresses me out a little bit."
- "The traveling process isn't stressful but the packing process is."
- "Packing is a lot of work because you have to make sure you pack everything you need and each location is different with what I need to pack."

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PAKR Research

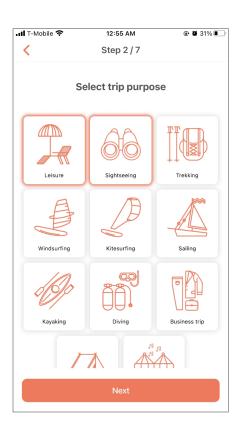
Competitive Analysis

MyLuggage

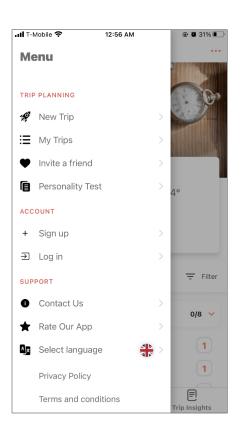


MyLuggage has a fairly smooth and straightforward process when it comes to setting up a new packing list. There is one question on Step I that asked whether the user is a man or woman, and based on this answer, a category of "makeup" is added or removed from the packing list.

In today's society, where people no longer conform to the stereotypes of their gender, a question like this would receive negative feedback from an audience.



In Step 2, users choose the categories that would apply to their trip, such as diving, camping, and sightseeing, but MyLuggage doesn't provide a "Custom" option and this list of activities is relatively scarce.



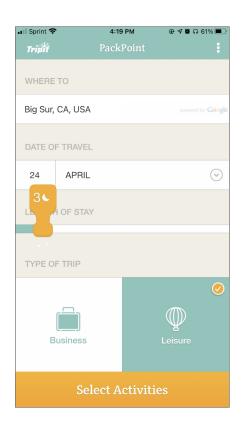
For an app that is meant to create packing lists, the button to start a new list is not as easy to find as it should be. To create a new list, users have to navigate to the hamburger icon at the top left and click on "New Trip." If this button were present somewhere on the tab bar, it goes from 2 clicks to 1 click, which is more convenient for users.



PAKR Research

Competitive Analysis

PackPoint



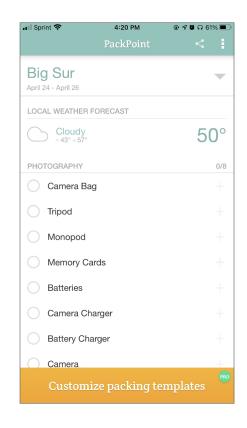
PackPoint's list creation process is straightforward, but the interface is not working well. For "Length of Stay," there is a slider bar to choose how long the trip will be. The problem with this is that most people think about their trip length by the date they arrive and the date they leave, not necessarily by how many days their trip will be.

The "Business" and "Leisure" buttons at the bottom are also quite large when they do not need to be.



When users pick their activities, PackPoint has more options than MyLuggage does, and there is also a custom button located at the bottom.

The "Repeat Basics" and "Laundry" buttons seem out of place and are a different button type than the categories are.



After creating the list, the trip information displayed seems bare and there are no social interactions that can come after this. There is not much else a user can do besides check items off, such as being able to see upcoming or past trips. A tab bar is not present either, so it feels as though the user is stuck at a dead-end once reaching this point of the packing process.

Competitive Analysis

PackThis

PAKR

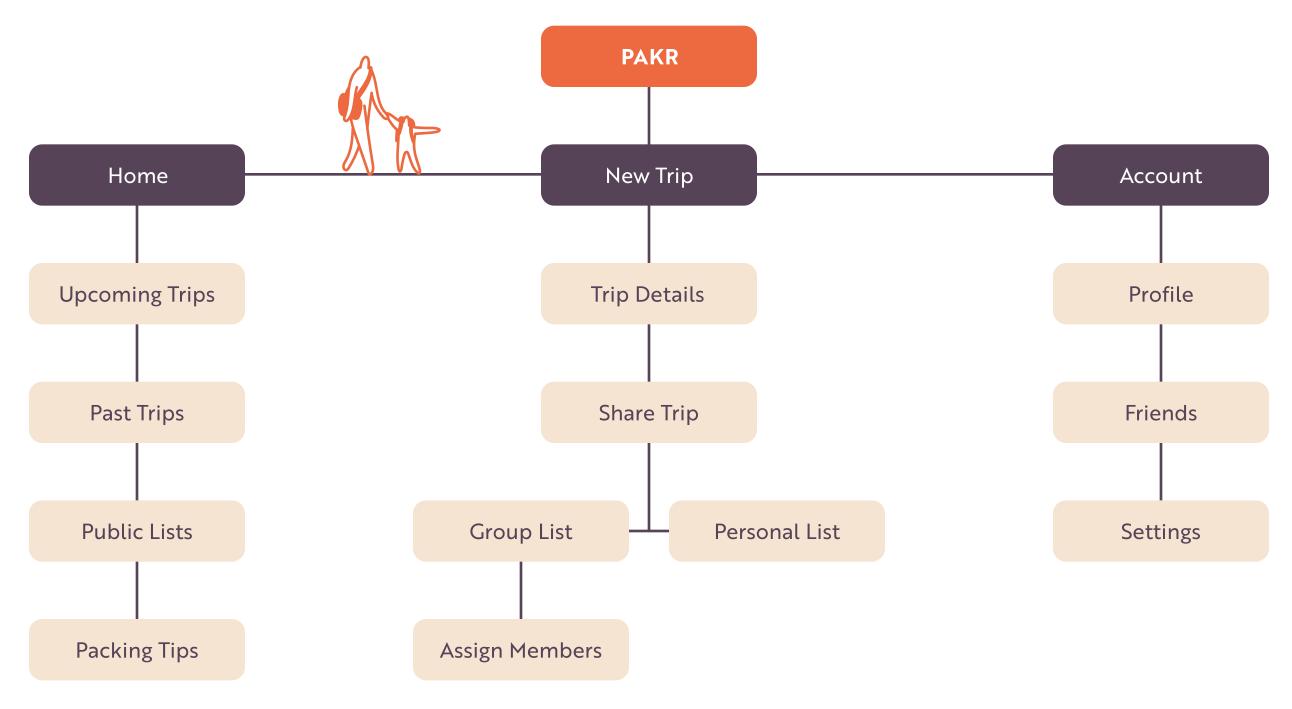


PackThis puts its "Add New Trip" button upfront and users have the option to view several packing lists, not just one. The white type on a light blue background and is very hard to read.



The packing list itself is very small on the screen and does not utilize the entire space. Like PackPoint, the interactions on PackThis are shallow and the experience is not that engaging. The lack of a social feature may be the reason for this, but there can be other helpful features like weather predictions and sharing the list.

App Architecture



PAKR Research 15

Version 1



User Persona



Demographic

Name: Hazel

Age: 24

Gender: Female

Occupation: Junior Product Designer

Location: Gilroy, CA

Personality

Hazel is an optimistic and bright person who loves to try new things. She finds joy in spending quality time with friends and family, and she also can be a forgetful person once she is excited to do something.

Bic

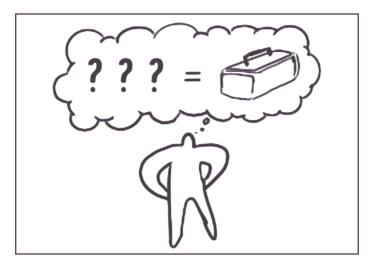
Hazel has just graduated from college and is starting in the design field. She loves to travel and explore the outdoors whenever she can. Her favorite activities include hiking and camping.

Needs

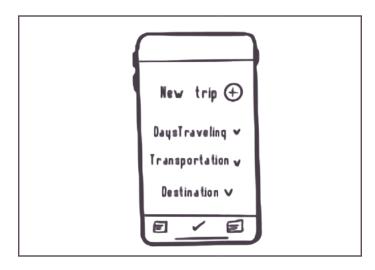
Hazel travels often and needs a more efficient way to organize her belongings when she packs for trips. She also handwrites her packing lists in her journal each time and feels that this takes too long.

Frustrations

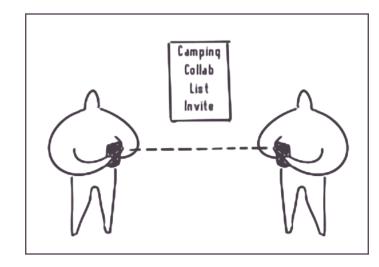
Haze'l tends to forget small items when she packs for her travels and this causes her inconveniences during the trip. She does not like how long it takes for her to prepare a packing list on her own.



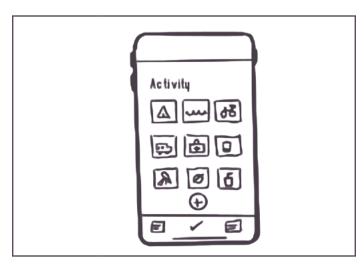
1. Hazel and her friend are planning to go camping in Big Sur. Hazel tends to forget to pack important items when it comes to traveling, so she relies on **Pakr** for a smooth packing experience.



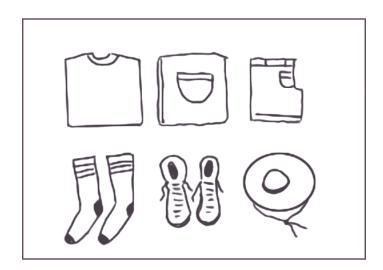
2. Hazel creates a new trip. She begins by inputting her travel details, like modes of transportation, days traveling, and destination.



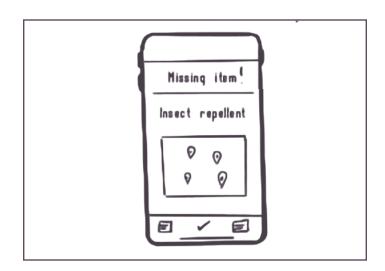
3. She sends her friend a link to access and collaborate on a "Camping" packing list.



4. They both begin selecting categories that they feel apply to their trip. They select camping, roadtrip, first aid, and so on.



5. After completing the collaborative list, Hazel begins to work on her personal packing list for the trip.



6. While Hazel and her friend are driving to Big Sur, Hazel receives a notification about missing insect repellent. **Pakr** shows near by stores that sell insect repellent.



7. Hazel stops by the nearest store based on the results and buys insect repellent. Afterwards, they go to the campground.



8. Hazel and her friend enjoy the evening by the campfire roasting marshmallows, bug-free.

Feedback - Storyboard

User #1

This app is something I thought I needed when I was packing for a camping trip before.

I like the extra thought of including collaborators because I remember wishing I could share my lists with other people.

How does the app know that I forgot an item?

User #5

Why did they get the notification after they left? It should notify them before so they can prepare, otherwise it's not useful.

User #2

I love the idea of getting a ping and then having Hazel buy the bug spray on the way.

Should there be a final checklist event that prevents her from forgetting bug spray? How does the collaborative vs. individual packing list work? Do trip planners assign certain things to each other? Do they all get the same list for other items like clothes?

User #6

I don't think you have to mention that Hazel works on her "Personal" list because the story is about Hazel and her friend collaborating.

I'm curious how the app knows they forgot to bring insect repellent? Did they forget to add it to their list?

User #3

It would make more sense to me if you said "Trip Basics" instead of "Trip Details" because it would show that it's general information and she will enter the details later.

How do they get the details entered in? Do they type it in? Do they scan their luggage and a list populates with all their contents?

User #7

I think you should explain a check-off method because how would the app know she's missing an item if nothing on the list is marked complete.

Why does the phone ping after they leave? It would be better if the app was intended to check for missing items before departure.

User #4

I feel like being specific can benefit your story more than generalizing the details.

How would the app know that you are missing insect repellent? And why does it not remind Hazel before they take off?

Maybe you can add a panel to show how the app recommends an item to enhance their camping experience, not just remind them about what they are missing?

User #8

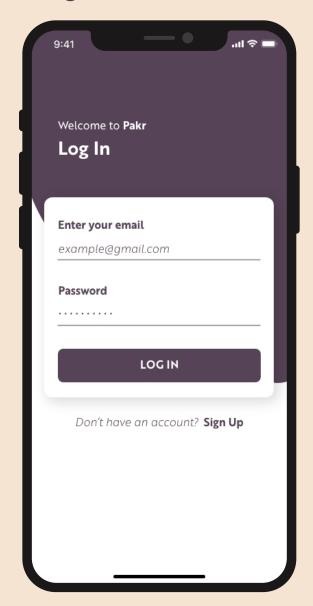
i think you can add a scene where they can click on each other's lists to see what they'll bring personally.

The timing of the notification seems awkward. Why does it happen after they are on the road? Is there a function where they can remind each other to bring something?

Maybe the app can send a notification to someone else in the group to bring the spray.

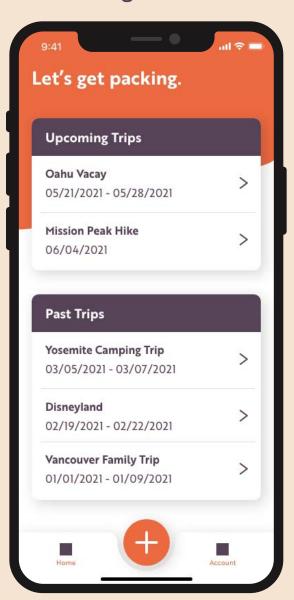
Lo-Fi Wireframes

1. Log In



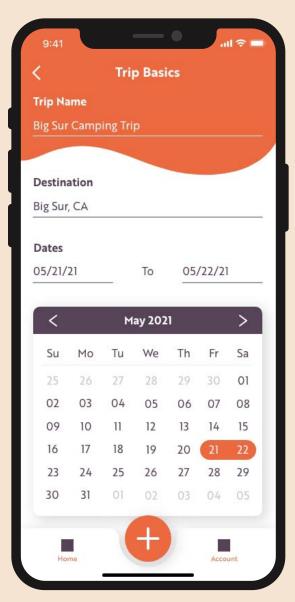
Users can log in to an existing account or sign up for a new one.

2. Home Page



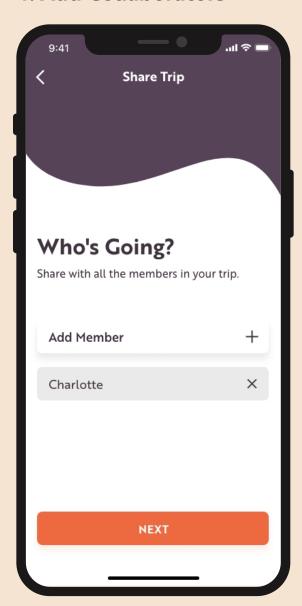
On the home page, users can view any upcoming trips and past trips. To create a new list, click on the orange "+" button in the tab bar.

3. Input Trip Info



When creating a new list, users input the trip details, like destination and days traveling.

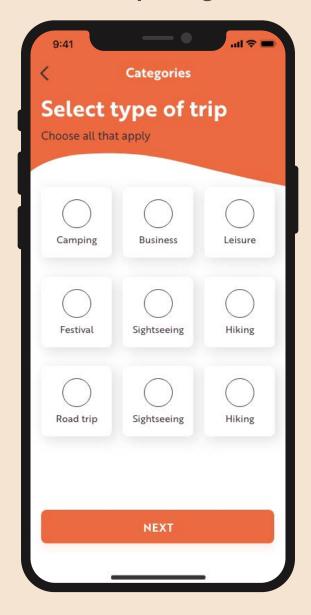
4. Add Collaborators



Users can also share this list with other attendees.

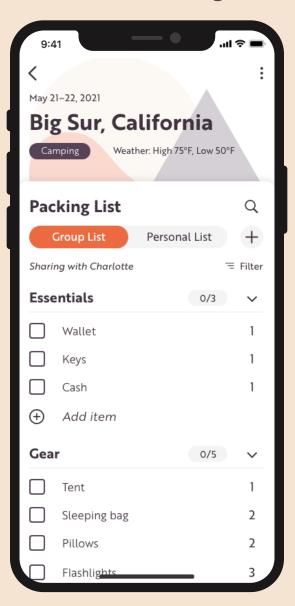
Lo-Fi Wireframes

5. Select Trip Categories



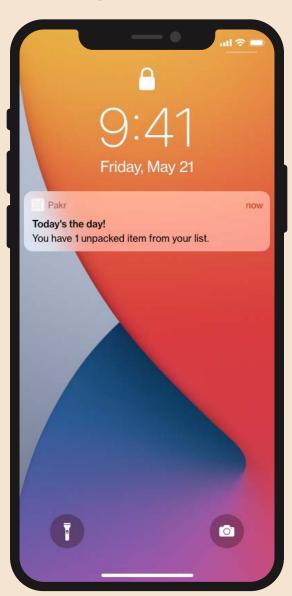
After sharing the list, users select the categories relating to their trip here.

6. Generated Packing List



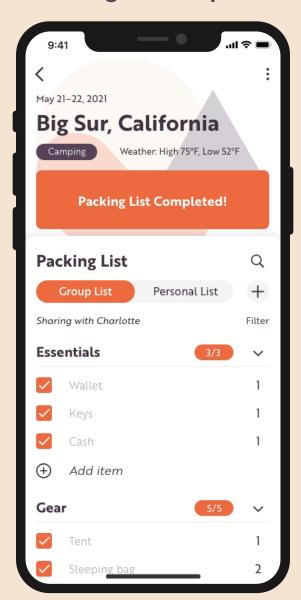
After the list is created, users can now check off items they've packed.

7. Missing Item Notification



If users forget to pack an item, Pakr will send a notification to remind them that not everything has been packed yet.

8. Packing List Complete



Once everything on the list is checked off, users receive a notification that their list is completed.

Feedback - Wireframes

User #1

The type hierarchy is nice and the information is put in a logical order. I was surprised to see you can only set the date by pressing in the calendar and not in the text fields as well.

What determines the ordering of the icons?

Does the weather average out the whole trip?

User #2

This was confusing because the instructions don't tell the user that they already have an account made.

I wanted the categories circle to become a solid color when selected.

User #3

On the "Collaborative" list, there should be an option to put who's in charge of bringing what because for example if you go camping, is every single person going to bring a tent? Or will some people share tents? There should also be a "Done" or "Save" button or something on the checklist. And maybe keep the tab bar on that page?

User #4

Maybe you can add a feature where you take a picture of your stuff and have a toggle option of going/leaving so you can keep track of what you brought and what you will bring back home, so you don't leave anything behind.

User #5

On the Calendar screen, I had a hard time figuring out how to go "Next". I think it should be at the top next to the header. Other than that, everything else seems okay.

User #6

I hesitated for a few seconds on the Calendar screen because I didn't know there was a "Next" button at the bottom.

After I add a collaborator, I have an instinct to click "Next" rather than the "Share" button. What if I want to add multiple people? Maybe the "Share" button can be replaced as an "Add" button.

How can you delete items you don't want?

User #7

How do I edit the quantity of each item?

It took me a while to find the unpacked item because it's not noticeable. It would be nice to highlight it somehow.

I think it would be nice if I could add more people and share with them at the same time, instead of repeating the process to share.

User #8

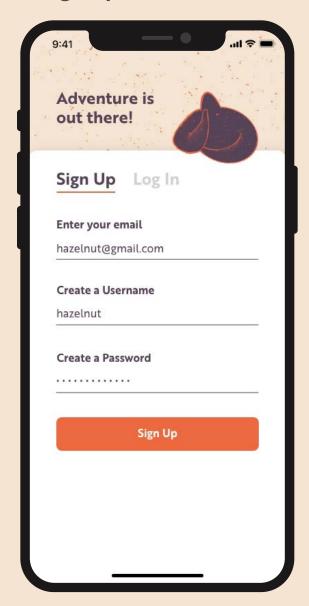
The "Create New Trip" button is in a logical and clear place.

Since you're on an iOS interface you can have an iOS style date picker.

The "Traveling Alone?" option is smart and in a logical location.

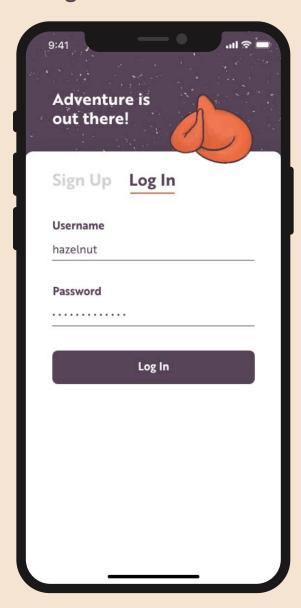
The organization and friendliness of this UI makes me wish this app was real.

1. Sign Up



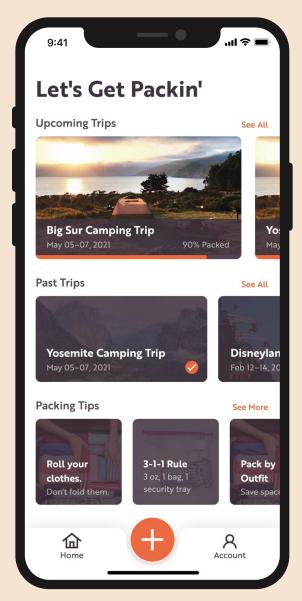
New users can sign up for a new account here.

2. Log In



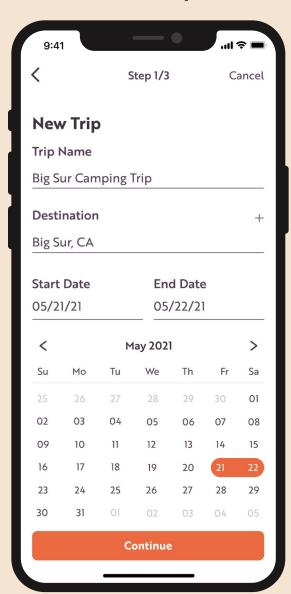
Existing users can log back into their accounts here.

3. Home Page



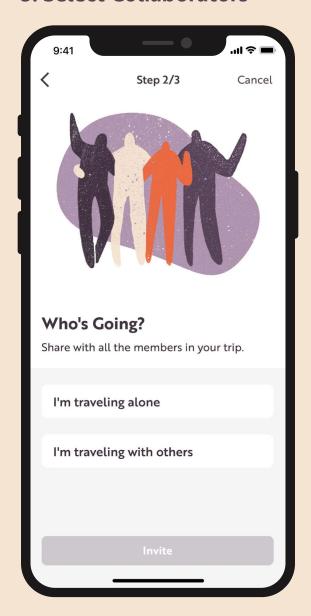
On the home page, users see upcoming and past trips, and packing tips. To create a new list, users click on the orange "+" button in the tab bar.

4. Create New Trip



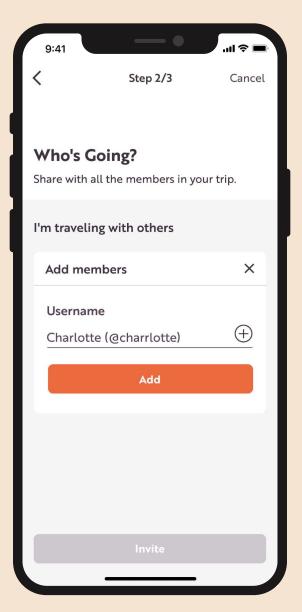
Users input their trip details, including destination and days traveling.

5. Select Collaborators



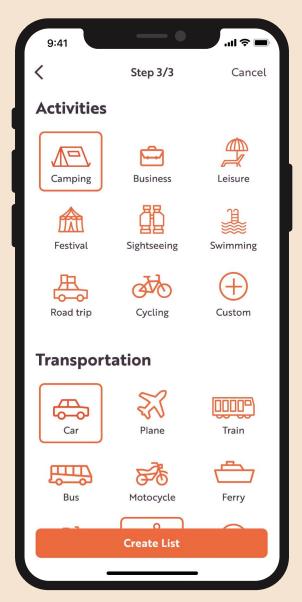
Users can select whether they are traveling alone, or want to add other attendees to collaborate on the list.

6. Invite Collaborators



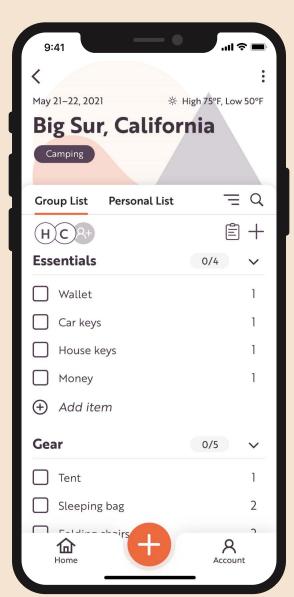
Enter the collaborator's username to add them to the list.

7. Select Trip Categories



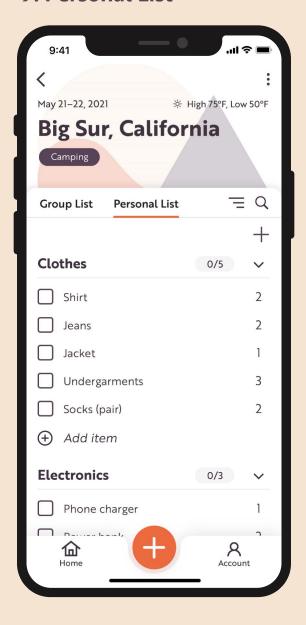
Select which categories apply to the trips and click "Create List."

8. List Created



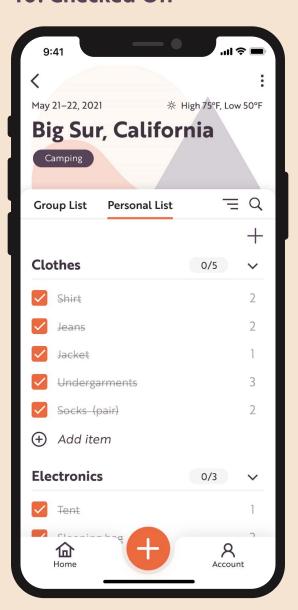
Based on the categories selected, Pakr automatically generates what the user needs to pack.

9. Personal List



The "Personal List" generated is private to the user and not shared with any of the collaborators.

10. Checked Off



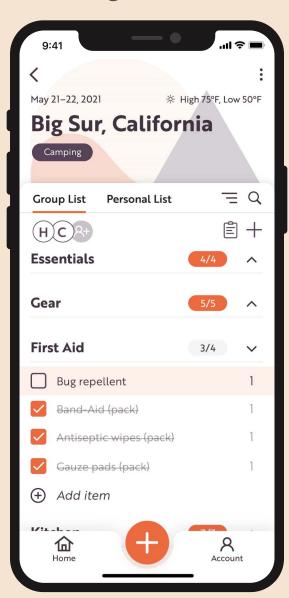
When items are checked off as packed, an orange checkmark appears and the item name is crossed off.

11. Packing Notification



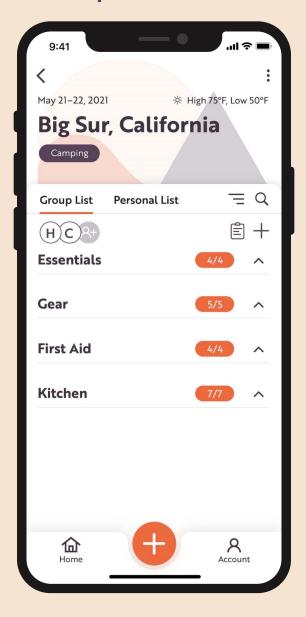
If any items are not checked off near the user's departure date, **Pakr** sends a notification to indicate which items are still missing.

12. Missing Item



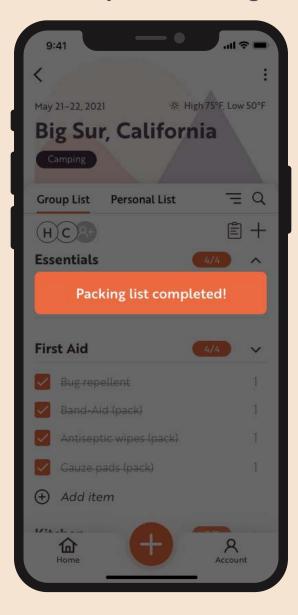
The missing item will be highlighted, and completed categories will be collapsed to reduce distractions.

13. Completed List



After checking off the missing item, all categories collapse.

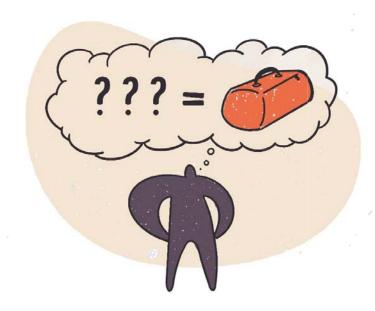
14. "Completed" Message



A congratulatory message appears once the entire list is completed.



Version 2



1. Hazel and her friend, Charlotte, have plans to camp at Big Sur tomorrow. Hazel is a forgetful person and tends to leave important items behind when packing.



2. She creates a new trip on **Pakr** and sends Charlotte an invite to access and collaborate on a "Camping" packing list.



3. Hazel calls Charlotte and they chat about the details of their trip. They input the basic trip information and select categories that will apply to them, such as "Camping," "Car," "Walking," and so on.



4. Hazel assigns a couple of items to Charlotte, such as the tent, trash bags, and more.









- 5. When the collaborative list is completed, Hazel creates her "Personal" packing list.
- 6. After finalizing both lists, Hazel starts packing her belongings and checks off each item as she puts them in her bags.
- 7. On the morning of the trip, Hazel wakes up to a notification from **Pakr** saying "You have not packed Bug Repellent from your Group list."
- 8. Hazel had not bought the repellent yet and it is now a bit too late to run to the local store to grab a new one.



9. Hazel decides she can just purchase bug repellent at the campsite. She collects all of her bags, loads them into her car, and is now on the way to the site with Charlotte.



10. When they arrive at Big Sur, she purchases bug repellent and checks it off of her list.



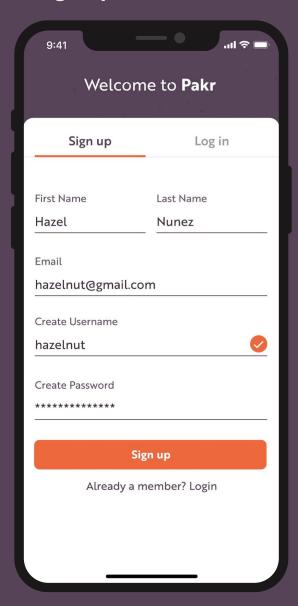
11. That night, Hazel and Charlotte enjoy a relaxing evening roasting marshmallows by the campfire, bug-free!

1. Splash



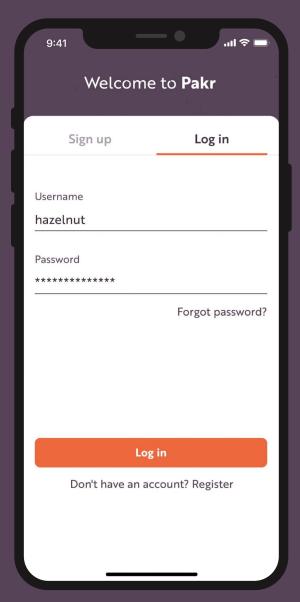
Splash screen plays when users open the app.

2. Sign Up



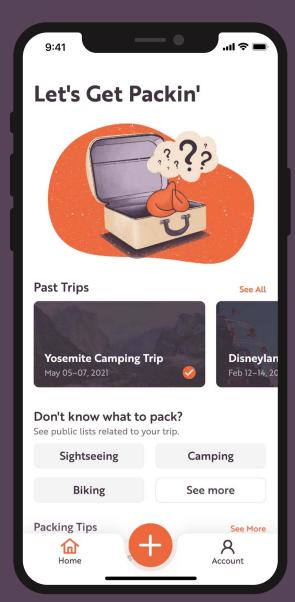
The splash screen will transition into the sign up page.

3. Log In



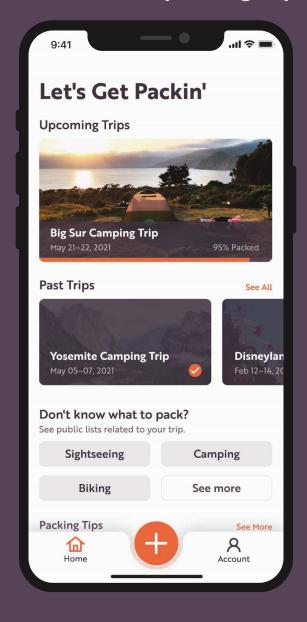
Users can use the tab on top to switch from sign up to log in if they are already a member.

4. Home



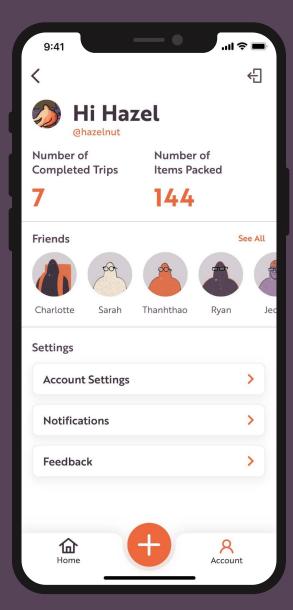
The packing tips at the bottom of the home page no longer have images in order to reduce the amount of space. We also added a section for public lists for help and ideas.

5. Home (w/ Upcoming Trips)



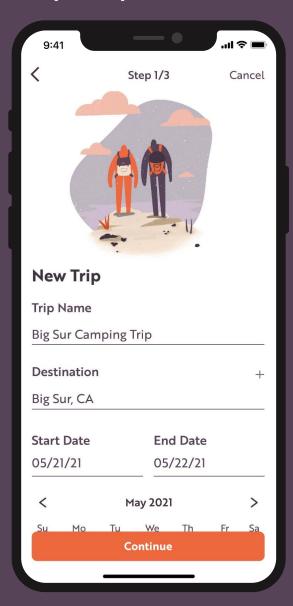
This is what the home page looks like when there is an upcoming trip.

6. Account



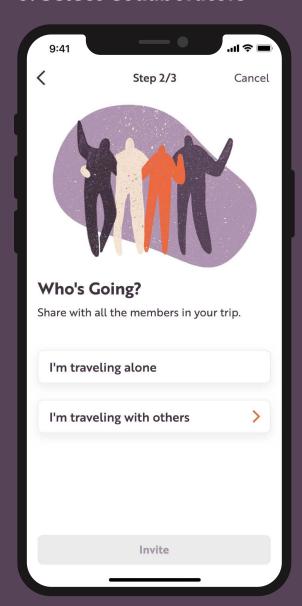
When the user clicks the account tab at the bottom, they will see their statistics, friends, and settings.

7. Input Trip Details



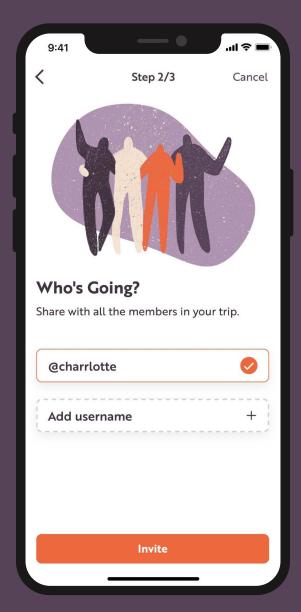
After clicking the orange "+" on the tab bar, users will set up a new trip. An illustration was added for more visual engagement when inputing details.

8. Select Collaborators



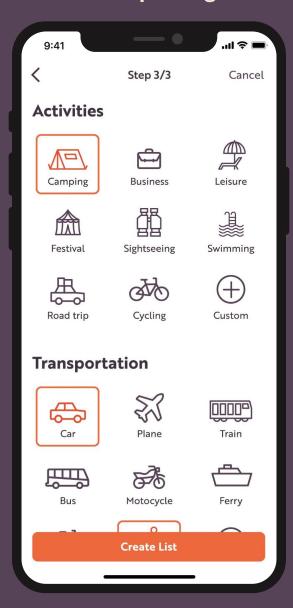
An arrow added in "I'm traveling with others" lets users know there are more steps after selecting this option.

9. Invite Collaborators



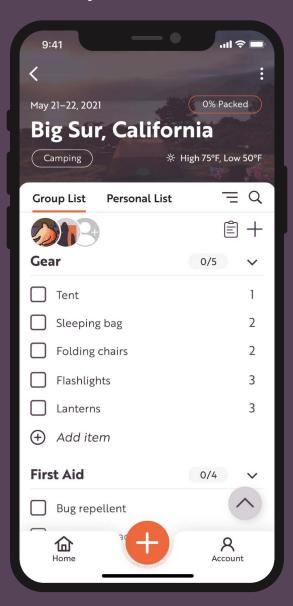
Users can add collaborators by usernames, which will be outlined in orange once selected.

10. Select Trip Categories



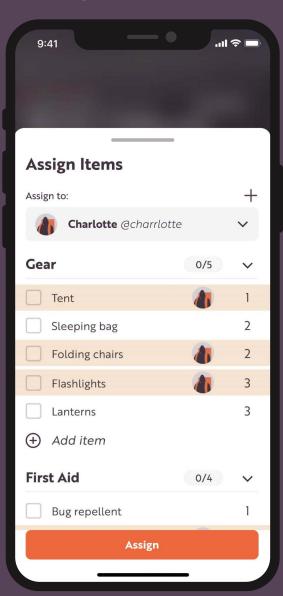
Deselected categories will be purple, and selected categories will be orange, so there is a more obvious indicator as to what is selected.

11. Group List



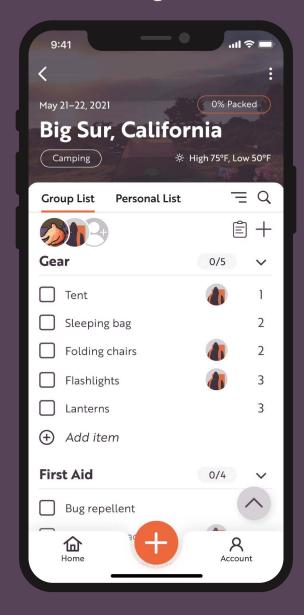
An image replaced the abstract shapes in the header. A status indicator, profile pictures for collaborators, and "back to top" button was added.

12. Assign Items



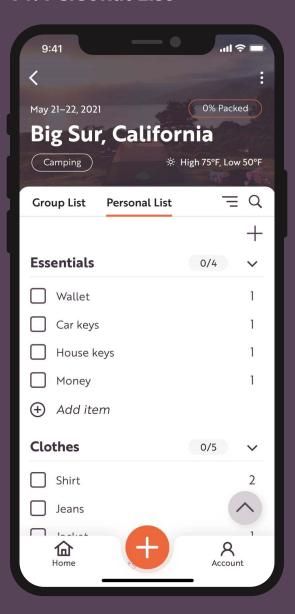
Users assign items by choosing the collaborator's name and selecting the items they want to assign. Assigned items will be highlighted orange.

13. Items Assigned



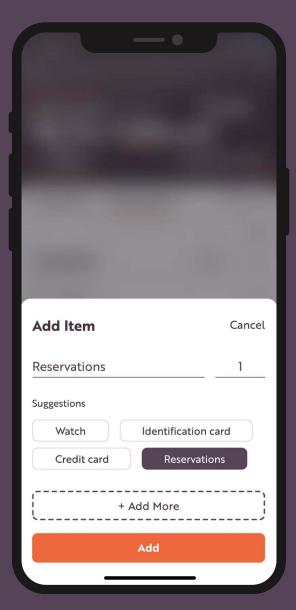
When items are assigned, the collaborator's profile picture will be seen next to the item.

14. Personal List



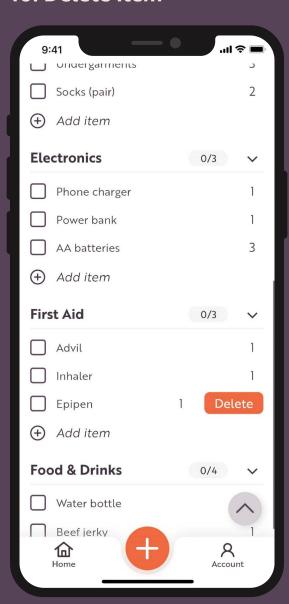
Personal list generally stayed the same as Version I, but the user can now click on "Add item," and the "Assign" button was removed since this is a private list.

15. Add New Item



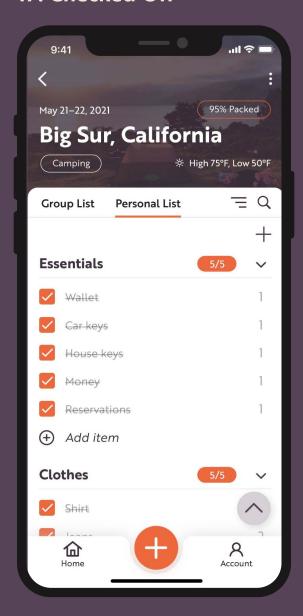
Users can add more items if it was not generated in the list. There are suggested items they can pick from, or they can type what they want to add.

16. Delete Item



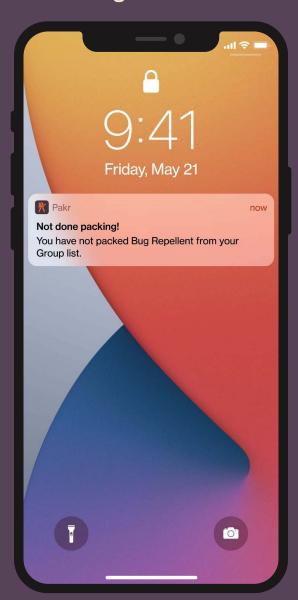
If a user doesn't need to pack an item that was generated, they can delete it by swiping to the left.

17. Checked Off



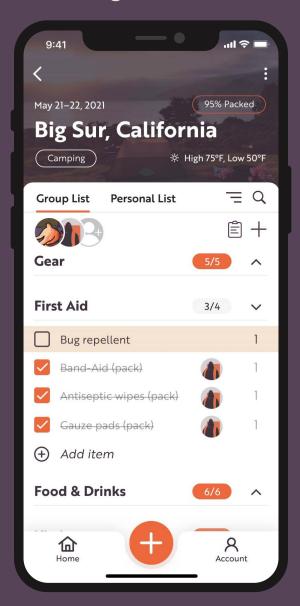
Packed items will be crossed out with an orange box located at the top right of each category, in order to indicate that the categories are completed.

18. Packing Notification



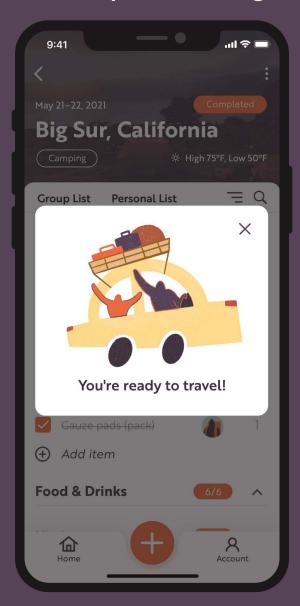
If there are items not checked off before departure day, a notification will be sent so users know which item is missing from what list.

19. Missing Item



The missing item(s) will be highlighted in orange so users can find it right away. Completed categories will be collapsed.

20. "Completed" Message



A new illustration was added to make the completion of the packing list more satisfactory and fun. The status indicator now reads "Completed."

Thank you.

Prototype

Version 2 Flow

https://xd.adobe.com/view/797c9bf9-be4c-4706-8ca9-3d9ecaade675-2c2f/

Sources

Yosemite National Park Photo

https://www.pexels.com/photo/trees-near-mountain-640907/

Disneyland Photo

https://www.pexels.com/photo/photo-of-castle-during-daytime-3411135/

Big Sur Photo

https://www.yelp.com/biz_photos/kirk-creek-campground-big-sur-3? select=K_WY1RZYS5_95RSU_UQCzg

