



# Research and Design Report

Travel Sommelier App • Matthew Gibbs • 1210141 • EE3609 • 8,765 words



To recap the Project Plan, this project aims to create a digital product which pairs a travel planner with a wine exploration utility, in order to streamline discovery of great wine experiences abroad.

In terms of Project Plan objectives; this report will satisfy objectives 1 – 4. These are as follows:

1. Conduct competitor analysis of other services which infringe on some part of this product's functionality, alongside a literature review to research relevant areas for this product's development and brand positioning.
2. Develop a set of user personas, based on market research and primary research undertaken.
3. Develop a set of wireframes for the application which explore the core user flows, and edge cases, ready for high-fidelity UI design.
4. Develop branding, colours, layout and high-fidelity UI designs for the entire application, and also for use across the landing page, and any advertising material.

This report will consist of two distinct sections. Firstly, I will conduct a literature review, to give this project its context. From this, I will be able to position the project and justify why I have chosen to undertake it, and where it fits into its landscape. Secondly, I will outline the design process of the artefact — in this case, an iOS application, focused around travel planning and wine. This section will cover the entire design process, from the building of personas from the research, concluding with the hi-fidelity UI designs in an interactive prototype.





# Part 1 - Literature Review

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There are three areas to consider in terms of prior literature. Firstly, the broad field, in this case, mobile applications. Secondly, a more specific sub-set, mobile applications pertaining to travel planning, and food/drink. Lastly, I will look in detail specifically at any research (primary or otherwise) which relates directly to my specific artefact idea, and evaluate **all research** in this context.



# 1.1 - Mobile Applications in General

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The field of mobile applications is one which has recently gained some level of stability. With the introduction of smartphones around 2007-2010, debate, and discovery around best practices and basic decisions, such as UX patterns was rife. Now things are a lot more complex, and major advances are starting to occur. Recently, these can be considered to be Virtual Reality and Augmented Reality.

Major advances in the realm of Virtual Reality on mobile devices and apps are usually the result of clever pairing of hardware and software. One great, and recent example of this is the Google Daydream ([Google, 2017](#)). This consists of a headset with a slot for your smartphone, along with a wirelessly connected remote, which you use to interface with the application, rather than touching the screen. This has led to a rise in VR mobile applications, but mostly these exist to entertain, rather than provide any transactional value. For example, a bomb-defusing game on the Google Play Store ([Google Play, 2017](#)).

Another major advance is the rise of Augmented Reality. This is something which has become a lot more prevalent through the recent release of Apple's ARKit, and better hardware, such as the front camera on the iPhone X. These advances have led to apps such as Snapchat, and IKEA using AR in different capacities. Snapchat can augment a users' face to a number of different filters, and IKEA's new app allows a user to place virtual 3D furniture into their own homes ([IKEA, 2017](#)).

In this field, it is fair to say there are still challenges and on-going debates. One of these, which is always relevant is users, and their privacy; as well as whether mobile apps, or mobile websites are superior. With recent high-profile app leaks, from the likes of Uber ([New Scientist, 2017](#)), and Deloitte ([Fortune, 2017](#)); privacy has been

mentioned more and more. This ties into the debate about whether mobile apps or websites are superior. Studies suggest that websites are in fact the more secure way to go, due mainly to the standardised practices and coding of the browsers and sites themselves ([Elias P. Papadopoulos et al, 2017](#)).

A secondary debate in this area is around the actual experience of web apps vs. native apps. Can the user experience of something coded to be a 'one size fits all' solution ever truly match the experience delivered by a natively coded solution? The consensus of opinion in this area seems to be - 'not yet'. Essentially "the web technology stack has not achieved the level of performance we can attain with native code, but it's getting close." ([Andre Charland, 2011](#)) mainly around graphics-intensive operations like animation, scrolling, and bounce at the end of a scroll. Depending on platform, browser, and hardware, these vary greatly, and each native platform has a different way of doing it. So 'one-sizing' it doesn't tend to cut it ([Andre Charland, 2011](#))

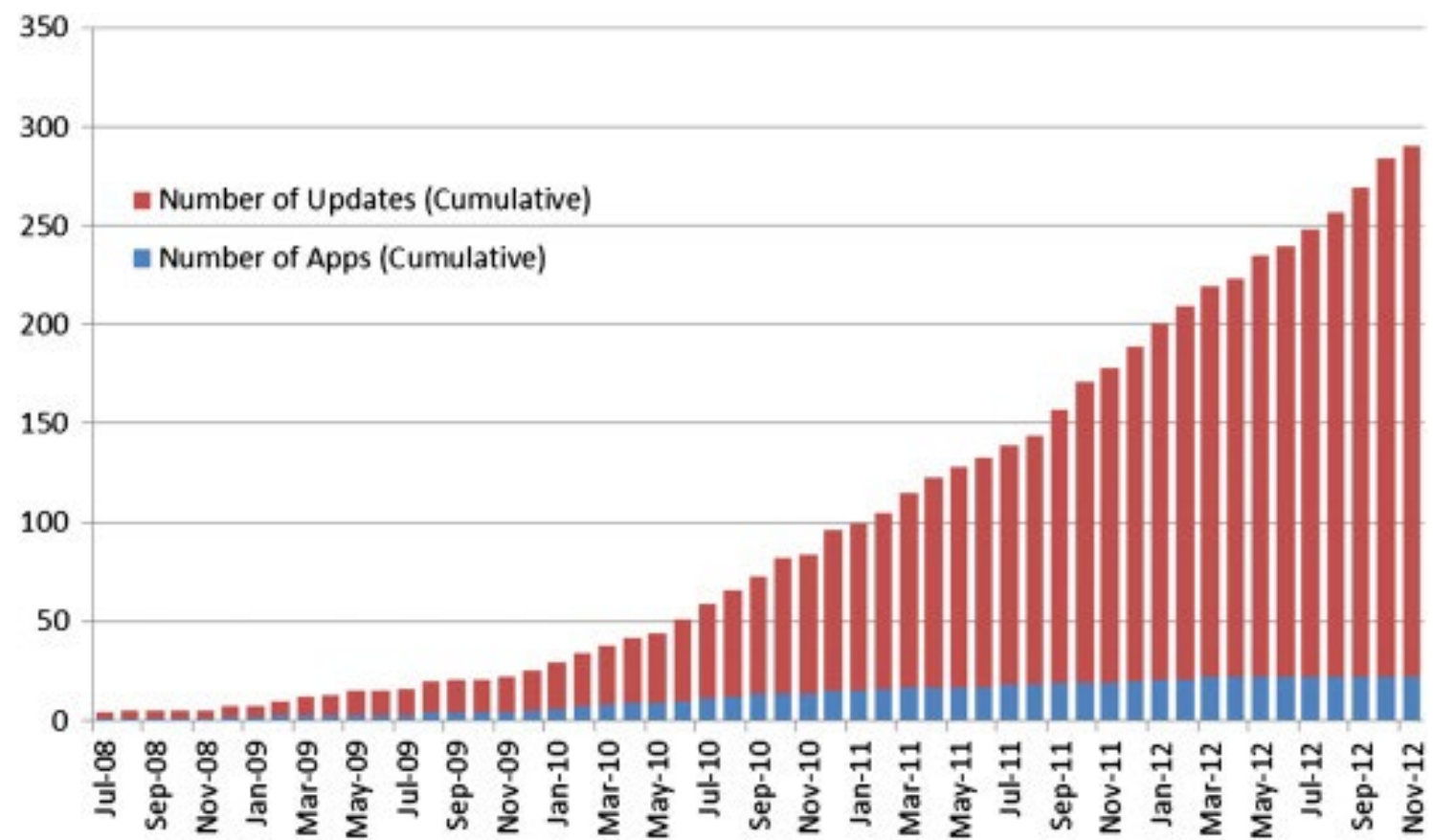


# 1.2 - Mobile Apps relating to Travel, Food, and Drink

Within mobile apps, there is a more specific area which needs examining — specifically the area where my application will sit. This consists of apps which allow users to; in some way plan or streamline their travel process, wine/food selection process, or places they wish to visit when travelling.

Advances in this area were relatively few and far between until quite recently. For example, airline applications in conjunction with OS apps like Passbook have enabled travellers to both; avoid the queues at the check-in desks, and not worry about forgetting a flimsy paper boarding pass. Now, they can download a smart boarding pass right to their phone, and go straight to the security check-in. A good example of this is Easyjet ([Easyjet, 2017](#)) which allows booking through app, payment with Apple or Android Pay, and the saving of the boarding passes directly to your device. Research also indicates that adoption of these apps, whilst not fully understood, is actually widespread; mainly due to convenience, and the fact that it exists now as a ‘learnt behaviour’ to simply search for and download an app, over using a website ([Lu et al, 2015](#)). It has also been theorised that the primary motivation for getting an app on your phone is ‘information delivery’ ([Dickenson, 2012](#)). Taking this one small step further, we can look at the airline’s attitudes to mobile apps. Around 2008 is the first instance of these appearing, with BA and Lufthansa, with many more airlines following around 2010 when the value of the technology had been proven ([Budd L, 2013](#)). This study also finds a heavier focus on the whole experience of flying from the airline; “Airlines are now increasingly using mobile technologies to ... seek to enhance customer satisfaction by providing a more seamless and stress free travel experience.” ([Budd L, 2013](#)) - a sentiment which

aligns with my own intentions for this project; and borne out in the data. Below is a graph ([Budd L, 2013](#)) showing that of the 22 airlines surveyed, they are all committed to updating their apps very regularly, especially after the busy summer season’s feedback ([Budd L, 2013](#)).



Something which should also be mentioned here, although it is not strictly relevant to these mobile apps is the creation of free, Europe-wide 3G for all European citizens ([Independent, 2017](#)). This means that whilst it was considered a luxury to use your phone abroad due to large costs, it is now within the reach of most people, for no extra cost, allowing travel app providers to add a new, interactive and location-based dimension to their mobile apps.

Another example of this sector advancing rapidly with mobile app technology is with wine applications such as Vivino ([Vivino, 2017](#)). Vivino allows users to scan labels on their bottles of wine, which it then analyses, and gives average user ratings for that particular bottle, along

with average price, and background. This is a great, and quite addictive use of mobile app technology, as it is something simple to achieve, very enjoyable, and over time, gives you a sense of satisfaction, and more of an understanding around what wines conform to your taste. You can also then buy the wines you like the most right through the app. It also is helpful in bringing wine to a younger market. Traditionally wine has an ‘elderly’ perception. However, younger people do shop for it, if in a different way. Elders main motivation in wine selection is the region, where younger people tend to look at the label design, awards, and alcohol content ([Atkin & Thach, 2012](#)). This integration with technology could help even more to remove that perception, as younger people are much more likely to adopt and use mobile apps regularly ([Taylor et al, 2011](#)).

Lastly, applications which facilitate the easy acquisition of food and drink, either at home or in a restaurant are advancing the way that people use mobile applications to help them find and pay for food and drink. Deliveroo, Uber Eats, and Just Eat are all good examples of food delivery applications, which allow the user to select from local food outlets, and deliver them to their house, at a price ([Deliveroo, 2017](#)).

A different example of the same technology being used, but in a physical environment is with the Wetherspoons app. This app allows selection of a restaurant and table, after which, you can order food, and any drinks right to your table, with no need to order or pay at the bar ([JD Wetherspoons, 2017](#)).

I believe these are interesting examples, as they demonstrate distinct cases where food and drink apps give users enjoyable experiences, both when they are at home, and when they are out. Again, this use



# 1.2 - Mobile Apps relating to Travel, Food ,and Drink (Cont.)

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case is reflected in studies into trends in wine tourism, where “Apps become ‘guides to insiders’ and pleasure advice” ([Dreyer, 2016](#)). Finally on this point, there is good evidence to suggest that wine drinkers do use mobile apps almost as much, if not more than computers to plan their trips out ([McRoberts, 2016](#)). Therefore, a more fully featured app which further facilitates this behaviour could be a good success.

In this area, there are other challenges and debates. The first, and potentially most serious of these challenges is that any apps which associate with alcohol consumption can be perceived as encouraging people to consume more alcohol. There is very little research in this area ([Eagle et al, 2014](#)). However, alcohol consumption is viewed as a serious issue; being called “the drug of choice” for young people ([Mart, 2011](#)) and responsible for 2.5 million deaths worldwide ([World Health Organisation, 2010](#)). Any apps which may have a social aspect to them, allowing users to compare their relative alcohol consumption ([Weaver et al, 2017](#)) are in danger of causing real damage to their users. This is something to be mindful of when defining the uses, and features of my application. It should aim to help people streamline a process which they might already carry out; for example, finding new and nicer places to drink wine on holiday, but not encouraging or necessarily rewarding them based on excessive consumption; going some way to negating negative consequences.

Another interesting debate in this area is the effect of other user’s reviews on a particular user’s actions. For example, seeing that a venue has one 1 star rating, and choosing to believe that one over the ninety-nine 5 star ratings, and boycott a visit. This behaviour has been explored in research numerous times, with all studies cited

drawing essentially the same conclusion; users will take the opinion of a word-of-mouth review, online or otherwise and it will directly affect their perception of trust, and perception of quality in a given product ([Ye et al, 2008](#)), ([Sparks & Browning, 2010](#)). Specifically in the travel sector, this is extremely prevalent in hotel sales ([Ye et al, 2008](#)), and in restaurant experiences – especially people’s perceptions of extremely high or low reviews as ‘more useful than the moderate ones’ ([Park & Nicolau, 2014](#)).



# 1.3 - Making a Travel Sommelier App

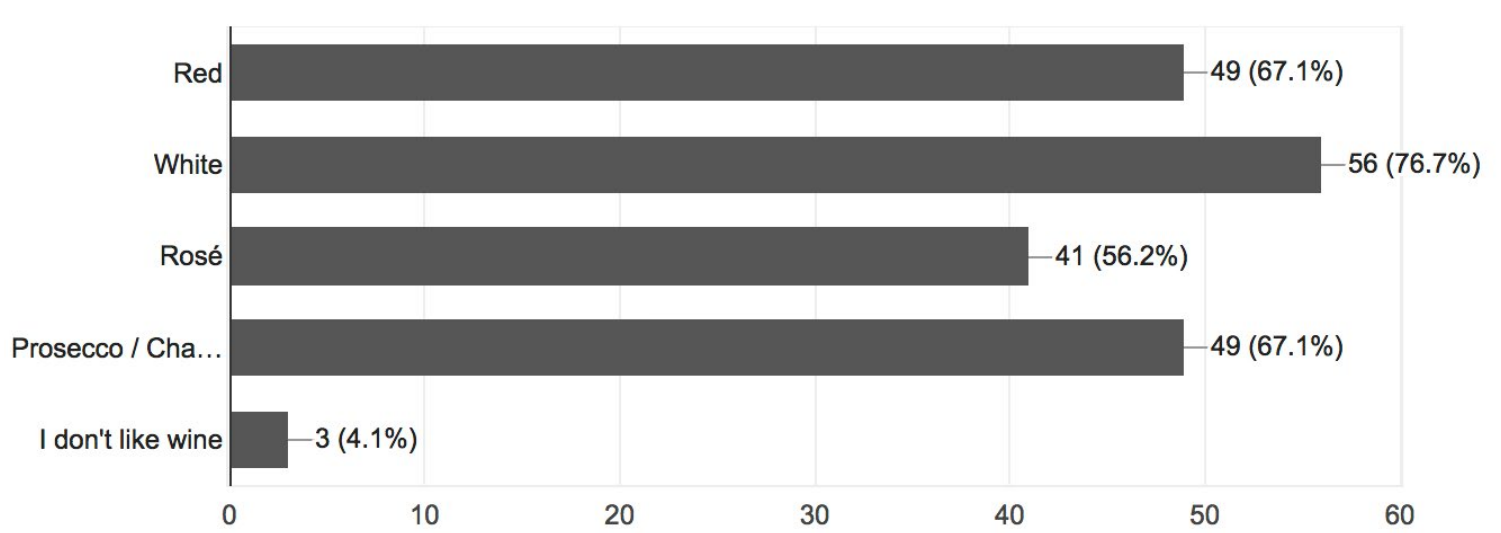
Firstly, I feel it is relevant at this stage to outline specifically my personal motivation for pursuing this project. Travelling is something I've always enjoyed doing, especially with my girlfriend, and — coupled with wine drinking — something we collectively have a love of. After a trip to Cyprus last year, where we by chance ended up exploring a few wineries, we wished we had better prepared, and known about the wine-based experiences we could have taken whilst there. We both already use Vivino to keep track of the wines we like, and buy, but have yet to find any form of app that is reliable, and provides a good user experience for travel itinerary planning. We would invariably end up using a 'mish-mash' of apps whilst away to keep track of all of the various components of a trip; flights, hotel, things to do, navigation etc. It was for these frustrations, and this reason that I wanted to pursue a project to make something which could better serve that use case, whilst being designed well.

Firstly, I looked to understand my target audience. Looking at research only got me so far, for example, it was found that the more a person spends on wine the more 'involved' they are with it. Along with this, the research concluded that the wine-drinker was on average older ([Liz Thatch, 2015](#)). Whilst useful, I felt this was largely stereotypical.

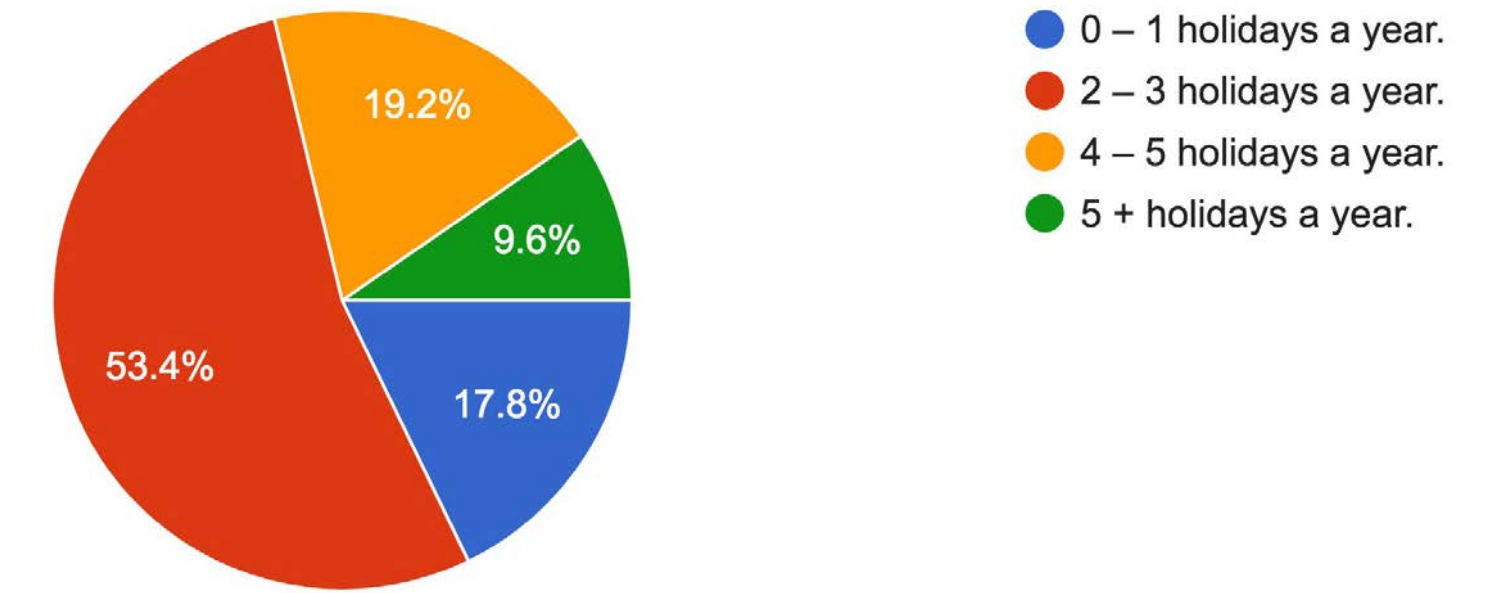
In order to gain a better understanding of which specific features I should integrate into the application, along with how people drink wine when they travel, I conducted a small-scale survey ([Survey Results, 2017](#)). From 73 respondents, I gained valuable insight into how people travel, and interesting data I will use to shape the design and offering of this app.

Of those surveyed, 95.9% drank wine in some form, so we can assume

that answers were given by wine drinkers, with white being the most popular (76.7%), followed by red and prosecco/champagne (67.1%), and rosé being the least popular on 56.2%.

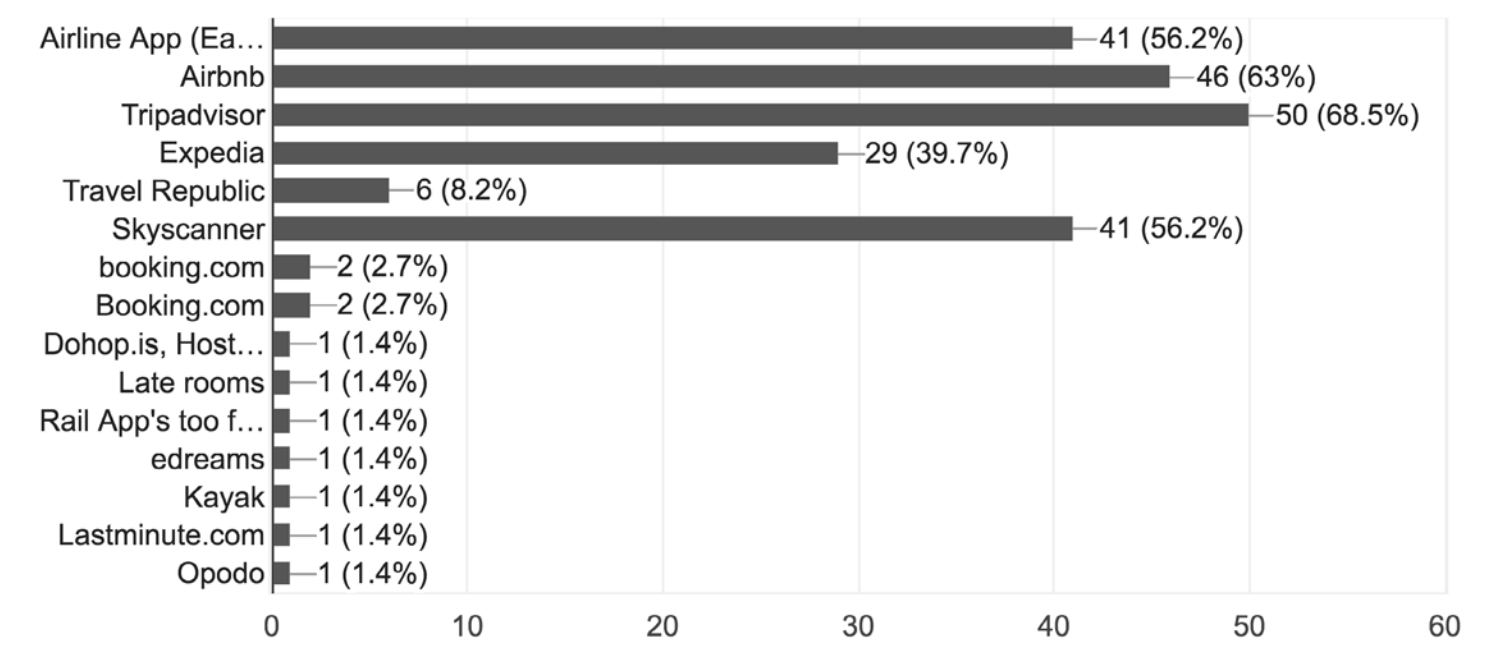


Following the wine preferences, I wished to get an idea of how often people traveled, and where to. As this app will be developed as an MVP in the final stages of this product, it was helpful to know what destinations I would have to realistically focus on. 53.4% of people went on 2 – 3 holidays a year, which was by far the most popular amount, with 4 – 5 and 0 – 1 being almost equally popular on 19.2% and 17.8%, and 5+ only getting 9.6% of the vote. This was helpful in realising that the majority of people who were enjoying wine also do go traveling > 1 time a year.



In terms of finding out where these people travel, it was slightly more difficult to synthesise. Respondents were asked 'Where is your favourite holiday destination?'. The favourite seemed to be Italy/ Sorrento/Rome with around 12 of the votes. Then answers ranged down, Cyprus was popular, as were Amsterdam, Greece, Florida, and Croatia, as well as Paris. Whilst not 'traditional' wine drinking holidays, this data will be useful when focusing on which destinations need to be treated with priority when integrating them into the application.

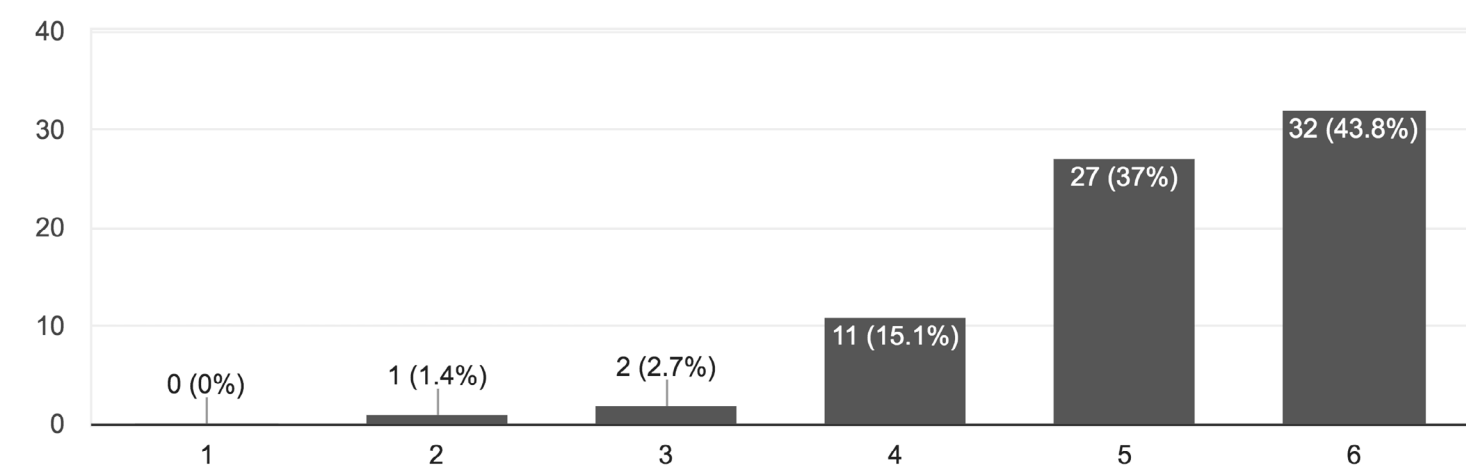
I then wanted to find out more about how people use apps when traveling. 68.5% of respondents had used Tripadvisor, 63% had used Airbnb, and 56.2% said they had used an Airline App or Skyscanner in some form before. These results were higher than I had anticipated, but do highlight that there is a need / market for travel-focused mobile apps.



After this respondents were asked questions around food and drink and planning on holiday. When asked, only 4.1% deemed food and drink to be in any way not a priority, with an overwhelming 95.9% deeming it to be one of their primary considerations when traveling. This is useful in deciding behaviour variables for my design personas. In researching, I

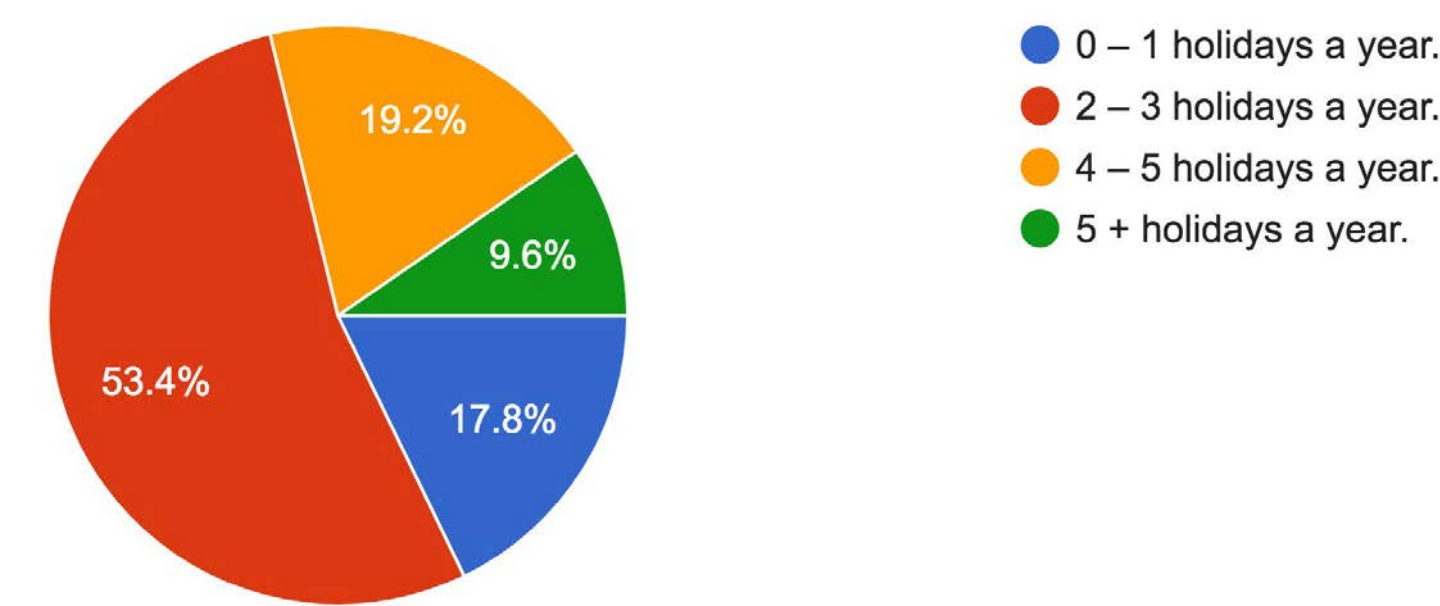


found that there were other important reasons as to why a user would wish to go on a wine related holiday. These were “taste wine, get away, purchase wine, and relieve stress.” (Popp, 2013) - I deem these to be sensible motivations for the respondents to my survey who considered food and wine to be of importance on holiday.



6 - MOST IMPORTANT      1 - LEAST IMPORTANT

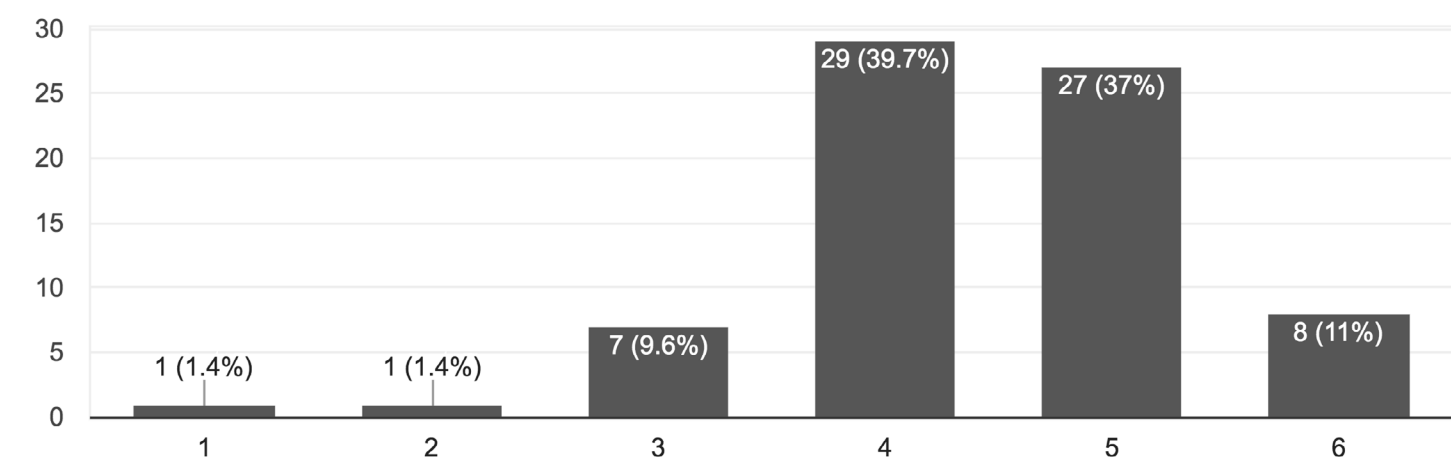
As for planning, again, 97.3% of people said they do some form of planning before travelling - specifically to do with where they will eat & drink; with 32.9% responding that they would do ‘A lot. I usually know most of the places we will eat, and visit whilst away.’



Finally, around whether they found organisation whilst travelling difficult, and why, there was split opinion. Quite a lot of people said things like “I’m hyper organised at work. On holiday I like to kick back

and go with the flow more.” or “Nope, happy to take things as they come.”. However, there was a more organised contingent who were strongly the other way, saying things like; “Yes, because I want to make the most of it.” and “I have three children!”. There were several child-based comments, mostly including that they needed to ensure they had everything the child would require, and that led to difficulty keeping organised. However, for the most part, people seemed pretty organised already. I don’t interpret that as a sign that this app is not required however, I believe that if people are already practicing a pretty organised behaviour, this tool can fit into their existing behaviour.

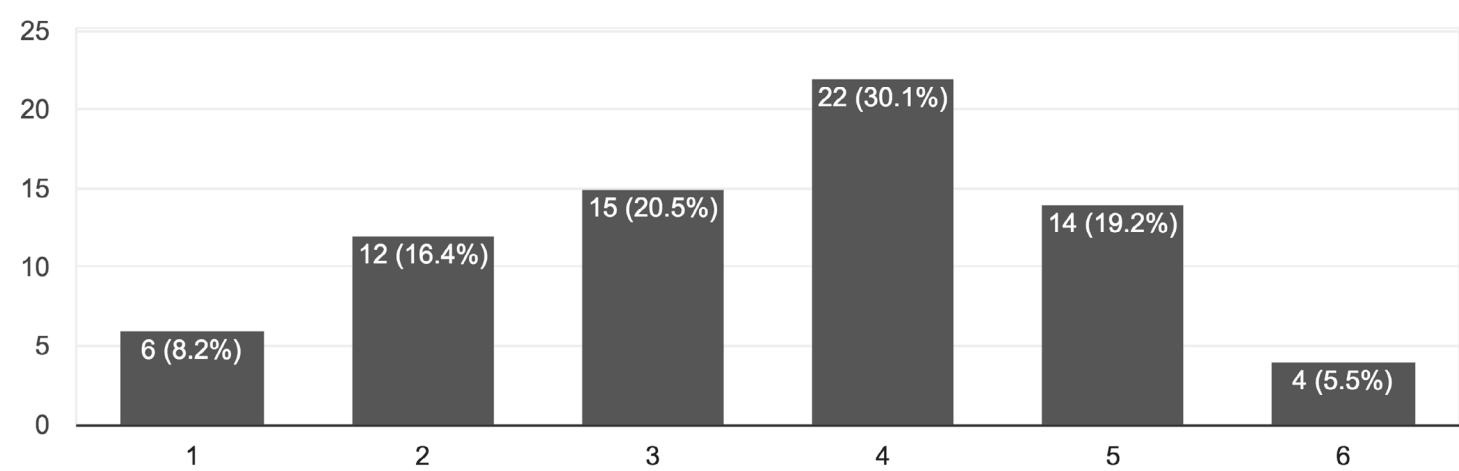
Penultimately, respondents were surveyed around reviews, and decision-making. 87.6% of those surveyed deemed that other people’s reviews were of some importance to them when deciding whether or not to visit a place, with 11% deeming them extremely important to that process. To this end, I believe that user reviews on venue profiles will be something absolutely crucial to include. I will however, endeavour to make a short process for leaving them, as a person may leave many over the course of their holiday.



6 - VERY IMPORTANT      1 - NOT IMPORTANT

When selecting wine, the graph was a lot more spread out. Most people 54.8% judged they had very little, or were at least ‘semi-

confident’ in choosing a wine, with 45.2% deeming themselves not that confident, or as having some difficulty making this choice. Therefore, when building this app, it is important that it not come across as too ‘inaccessible’. The app will cater for wine-pros as well as people just looking to explore and get some help and guidance. There is evidence in academic literature to ratify that there is a culture around wine and wine-tasting that people perceive to be ‘bullshit’ (Young, 2015). This is something I am obviously eager to help combat.



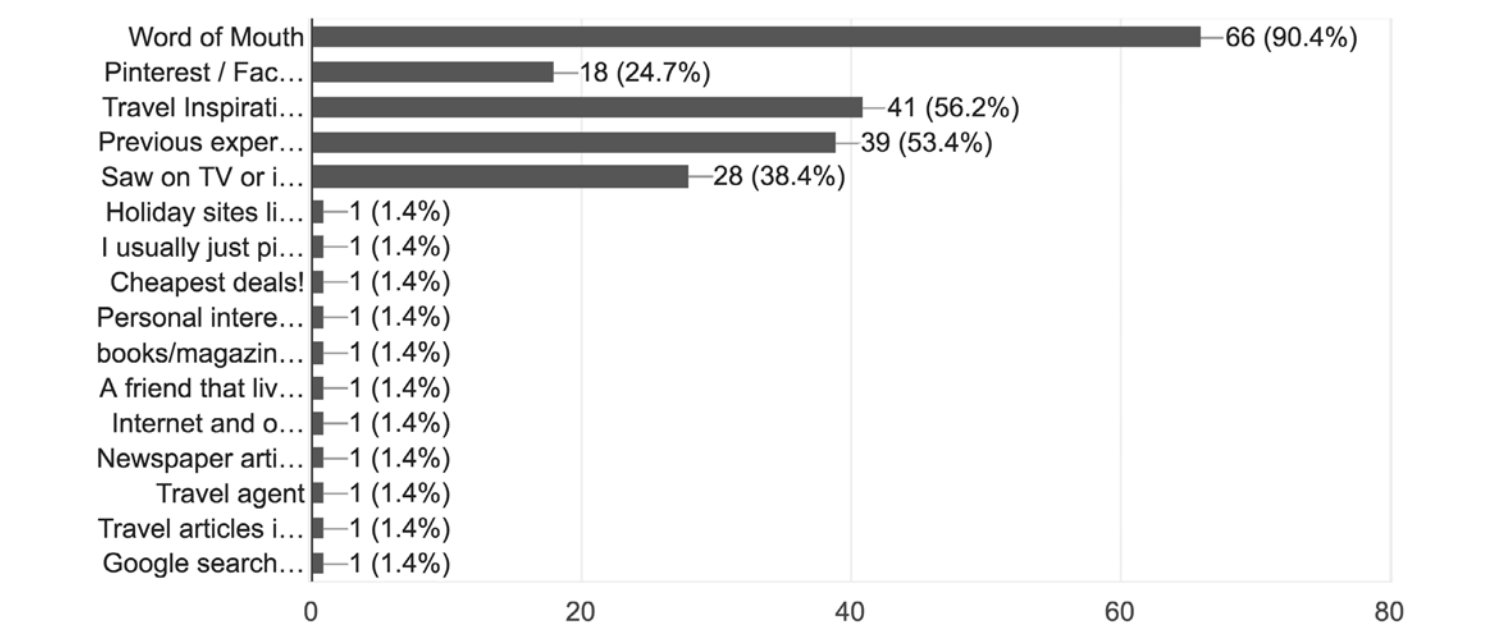
6 - VERY DIFFICULT      1 - NOT DIFFICULT AT ALL

Lastly in this section, I wanted to gain an understanding of what influenced people to choose their next holiday destination. Overwhelmingly, people responded that ‘Word of Mouth’ (90.4%) was the primary thing which informed them of where they should next go on holiday. This was followed by ‘Travel Inspiration e.g. Lonely Planet’ (56.2%) and ‘Previous Experiences’ (53.4%).

As I wish to include an ‘Inspiration’ section in the application, this is positive feedback that it actually is playing into an existing method of deciding where to travel next amongst wine drinkers.



# 1.3 - Making a Travel Sommelier App (Cont.)



Finally, I surveyed the respondents on some preliminary branding. I had been working under the name 'Wijnderlust' when designing this survey, and some initial branding efforts. I wanted to gain an understanding of whether or not the essence of the name carried through to potential users. The name is a marrying of the term 'Wijn' (wine in Dutch), and 'Wanderlust' (a germanic word meaning 'the desire to travel'). As this application is literally a marriage between wine drinking and travelling, I thought that combining the two made sense. However, I realise it may have its limitations in people's understanding. This was not as prevalent in the responses as I thought.

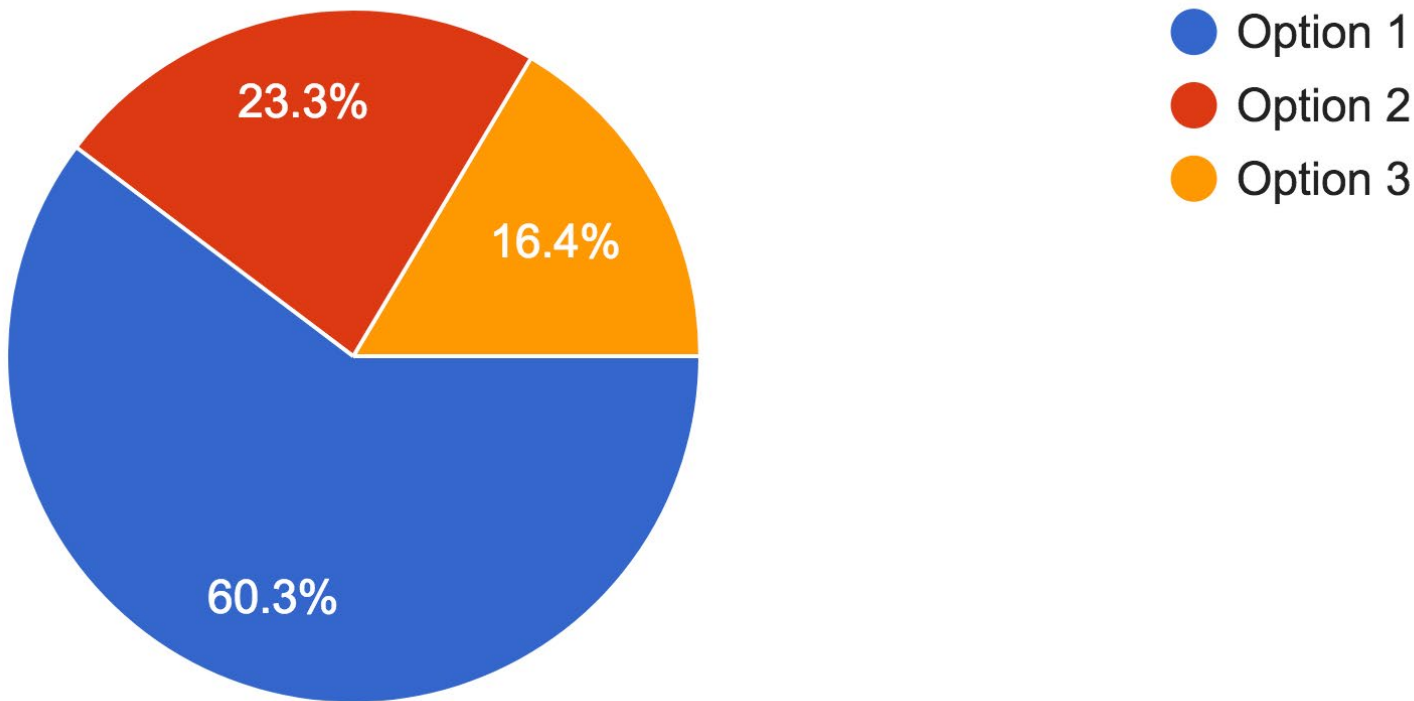
Several respondents (12) simply answered 'No Idea' (or similar sentiment) to 'What do you think 'Wijnderlust' means?'. But, quite a lot of respondents actually began to get the 'gist' of the name, in one sense or another, they might have understood a basic relation to travel or wine, or responded that the name gave them that 'sense'. For example, "love of travelling abroad", "Love wine", "Wanting to travel" and "Desire to travel". 37 respondents gave answers like this. Finally, there were people who actually fully (or mostly) understood the name; responding with comments like "I assume discovering the great wines

of the world while travelling", " Wine and Wanderlust", "Wonderlust crosses with Dutch spelling for wine?", "That sounds cute yo. It is the wine version of wonderlust. Nice word play.", and "A mix of 'wine' in dutch and one of my favourite words 'wonderlust'. A collaboration between two of my favourite things.". Of those surveyed, these responses were not common, but 19 people responded with these or similar comments. As such, although the name does confuse some people, it also causes curiosity, and it makes people wonder what it is supposed to mean. The fact that even the people who didn't get the definition (or intention) of the name exactly right were still guessing mostly correct interpretations gives credence to keeping the name as it is.

The final question in the survey was around preliminary branding efforts. I had explored several concepts for a logo, and decided on three potential contenders. These were displayed to respondents, and they were asked to vote for their favourite. The options were:



Overwhelmingly, option 1 came in as the favourite (60.3%), with option 2 the next most popular (23.3%) and finally the least favourite option 3 (16.4%). Taking these results into consideration, I will use option 1, and begin to roll that brand style out across UI.





As a final piece of primary research, I looked into 3 other mobile apps which infringe (in some way) on the area I am creating my application in, and performed a SWOT analysis to better understand specifically where my app will sit in the existing landscape.

Firstly, I have investigated the app Vivino. This application is a wine purchasing, and discovery utility. It also allows users to use their phone camera to scan wine bottle labels. This gives the user information about that particular wine; for example, average price, and average rating. The user can then leave their own rating and comment, as well as price details, when they have tried the wine themselves. This allows them to purchase through the app, or just keep the wine in their 'cellar', for future reference.

### Strengths

- Nice, minimal design, giving good user experience.
- Has a strong focus on one area.
- Killer feature is the wine label scanner, promotes addictive repetitive action.
- Reliable data, and strong user base to perpetuate the creation of said data.

### Opportunities

- Could put greater emphasis on trying to get people to buy the wine they scan. Especially after a high rating, perhaps a special offer on that wine displayed immediately afterwards would have a successful conversion rate.
- Expansion into selling wine experiences, perhaps in partnership with Laithwaites or Airbnb for example.



### Weaknesses

- User-generated content for a lot of the application - not necessarily reliable, subject to moderation.
- Built around rating something personal and subjective, (taste), so not necessarily reliable. Gives rise to people 'bullshitting'. ([Young, 2015](#))

### Threats

- A large competitor, for example Virgin Wines, Laithwaites etc. developing a similar application with a richer, more editorial and credible data source.



# 1.4.2 - Competitor Case Studies - Tripadvisor

Tripadvisor is an extremely well-known travel help brand / website. It centres around rating essentially all hotel and accommodation providers through user ratings and reviews. It also gives the establishments the opportunity to respond to reviews and defend themselves / apologise for any mistakes they may have made, in order to uphold their reputation.

## Strengths

- Has developed an 'industry-standard' rating system, and become recognised as a reliable mark of quality.
- Gained trust of consumers and travellers over time.
- Has a strong, rich user-base who provide mostly good content.



## Weaknesses

- Subject to bad press over censorship of rape-allegations and hotels where suspicious deaths had occurred. ([Shaban, 2017](#))
- Different people have very different standards, making the rating system relatively subjective.
- Most of the time, it is the user's word vs. the hotel, with no real proof on either side.

- Greater emphasis on referral profits for well-rated hotels, thus not affecting 'impartial' outlook heavily.
- Employee a small amount of professional reviewers to ratify user reviews through editorial content.

## Opportunities

## Threats

- Feefo or Trustpilot deciding to infringe on Tripadvisor's territory.
- Bad press affecting the reputation of Tripadvisor (see Weaknesses).



# 1.4.3 - Competitor Case Studies - Lonely Planet

Lonely Planet is one of the staples of the travel industry. They produce extremely well-informed and beautifully designed content about pretty much any destination on the face of the earth. They also offer mobile applications to users to take their guides with them, and to create their own (not publicly, just for their own reference). Alongside their digital offering, they have a large range of print products that users can purchase - these are also of a very high quality, both in terms of fit and finish, and the content they contain.

## Strengths

- Very recognisable and well-established brand.
- Large capacity to produce lots of high-quality editorial content.
- Beautiful design across all their channels; mobile apps, website, print.
- No user-content, establishing consistent quality.



## Weaknesses

- Mainly long-form editorial content. Doesn't have all that much in the way of small, short, digestable and actionable lists.
- Not a particularly interactive brand or content. Is readable and provides good insight; but only for those that read it. No user-content.

- Reseller revenue on any hotels or locations that they recommend.
- Interactive guides. Using phone features through their mobile apps, placing users physically in the guide as they move through it, giving them things to see as they travel through the guide.

## Opportunities

- Other large travel providers, for example, Flight Centre, or Virgin, making similar content with a more commercial focus.

## Threats



To conclude, taking into account all research across each one of the areas I have explored, I think that the app has a justified place in the current landscape, and that recent advances will help it to be successful. Free Europe-wide 3G for example will allow travellers to make use of location-based features in the app.

Primary research, along with academic research shows that there is a culture of ‘bullshit’ associated with wine, which needs to be made more accessible to people who would like to explore wine, but feel ostracised by the culture surrounding it. I believe that, although there have been great advances in the realms of VR and AR very recently, they don’t really have a valid place in this type of application; and, furthermore if they were included would be essentially ‘shoe-horned’ into the app, mainly for the sake of it.

However, the debate around webapps vs. native apps is one which intrigues me, I set out on this project not even considering a webapp, wanting to code entirely in Swift for iOS, however, after reading research surrounding the pros and cons of each, was nearly swayed to webapp. In the end, the ease with which you can create beautiful UI animations on iOS was the main reason that I discounted the idea of a webapp.

I have also been made mindful of areas which need to be approached with caution, such as the view of alcohol in other societies around the world (such as Dubai) and the perception of an app as encouraging alcohol consumption, which is something I am keen to avoid. I will look to have reviews of others on venue pages, as this — from academic research — was found to be very influential on helping people make decisions, which is at the core of this app’s functionality.

Finally, based on reviewing research which has gone before the creation of this application, I feel I have gained a better understanding of the context, current landscape, and areas where this app can help users; and more specifically what it needs to avoid doing. I have a good understanding of how people travel, and how people drink wine whilst doing so, so based on this research I can develop a good functional specification which I believe will help the app be a success, both in terms of design, and functionality. In relation to the aims and objectives discussed in my Project Plan, we can now consider #1 to be complete. The other aims and objectives are all surrounding the design process, and will be informed by this research. This will become evident in the creation of personas and scenarios for example.

To summarise, the main points that will be taken forward from this research into the design stage of this project are as follows:

- Avoid making the app inaccessible to new users - no ‘bullshit’ culture.
- Make the app natively, as better scope for documentation support. Animation and resource allocation are also easier to handle.
- Avoid encouragement of drinking, as health and negative press implications could damage the commercial success of the app.
- Highlight user reviews to help other users to make decisions.
- Use logo option 1 (from the user survey) as it proved most popular.



# Part 2 - Design Development

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This section of the report will focus solely on the design process. It will detail critical app features, and show the development from this specification, through to a high fidelity UI, including an interactive Invision prototype.



# 2.1 - App Features and Critical Screens

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Based on my research, a number of critical features came to light which the app will need to include. I will list these below to ensure their inclusion in the design process.

- Inspiration Section - \*Critical Screen\*
- Around Me Section - \*Critical Screen\*
- Itinerary Planning Section - \*Critical Screen\*
- User Profile - \*Critical Screen\*
- Ability to leave/read reviews
- Ability to plan a trip, adding your flights and hotel to itinerary
- Ability to see wine lists for flights, hotel, and points of interest
- Ability to add venues discovered in the 'Inspiration', 'Around me' or 'Itinerary Planning' sections to specific itineraries.
- Ability to remove/change itineraries.



## 2.2 - Persona Modelling

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Based on my literature review, and more specifically, my survey results, we can synthesise behavioural traits, which we can use to create personas. These fit into the following 5 categories:

1. Activities - The main activities here are twofold: travelling to another country, and building an itinerary for that trip centred around wine and wine experiences. The activities are both carried out through a mobile application.
2. Attitudes - From primary research, the attitudes to travel and drinking wine are generally positive ones; as they are pleasurable experiences for the user to undertake, and usually things which the user is passionate about, and doing as a fun/hobby activity.
3. Aptitudes - This section is somewhat multi-faceted. People already have a basic aptitude in general using and downloading mobile applications. This is a learnt behaviour, and something they must be at least somewhat familiar with if they have taken the time to discover this app. Another facet is their need for organisation when they travel, something which a large proportion of survey respondents answered that they had at least some degree of trouble with. Finally, their aptitude around what wine experiences, and wine varieties they wish to drink. This is where the largest variation comes in amongst potential users; as was reflected in the survey results.
4. Motivations - Users are extremely self motivated to use the app. This is an area that they actively pursue, something which they see as a hobby, and the twinning of two potential hobbies for most users (travel & wine exploration). As such, this motivation and desire to explore and discover new experiences and new places in the world

will be their primary motivation for using the app in the first instance.

5. Skills - Again, similarly to aptitudes, this is something which will vary. They will presumably be a competent traveller, and skilled in using a mobile application; which will help them to get the most out of the experience.

With these traits, I was then able to develop a set of 3 personas, which I used to create an Experience Map, to better understand the experience of travelling abroad, along with a Customer Journey, to fully understand the use cases that the app might face in a typical user test. These are detailed on the following pages.



# 2.3.1 - Design Modelling: Primary Persona & Scenario

## Hugh Klein



“When I go on holiday, I want to really experience the culture of a place, not just the tourist traps.”

**AGE:** 49

**OCCUPATION:** Design Director

**RELATIONSHIP STATUS:** Married

**LOCATION:** Teddington, Greater London

**ARCHETYPE:** Schemer

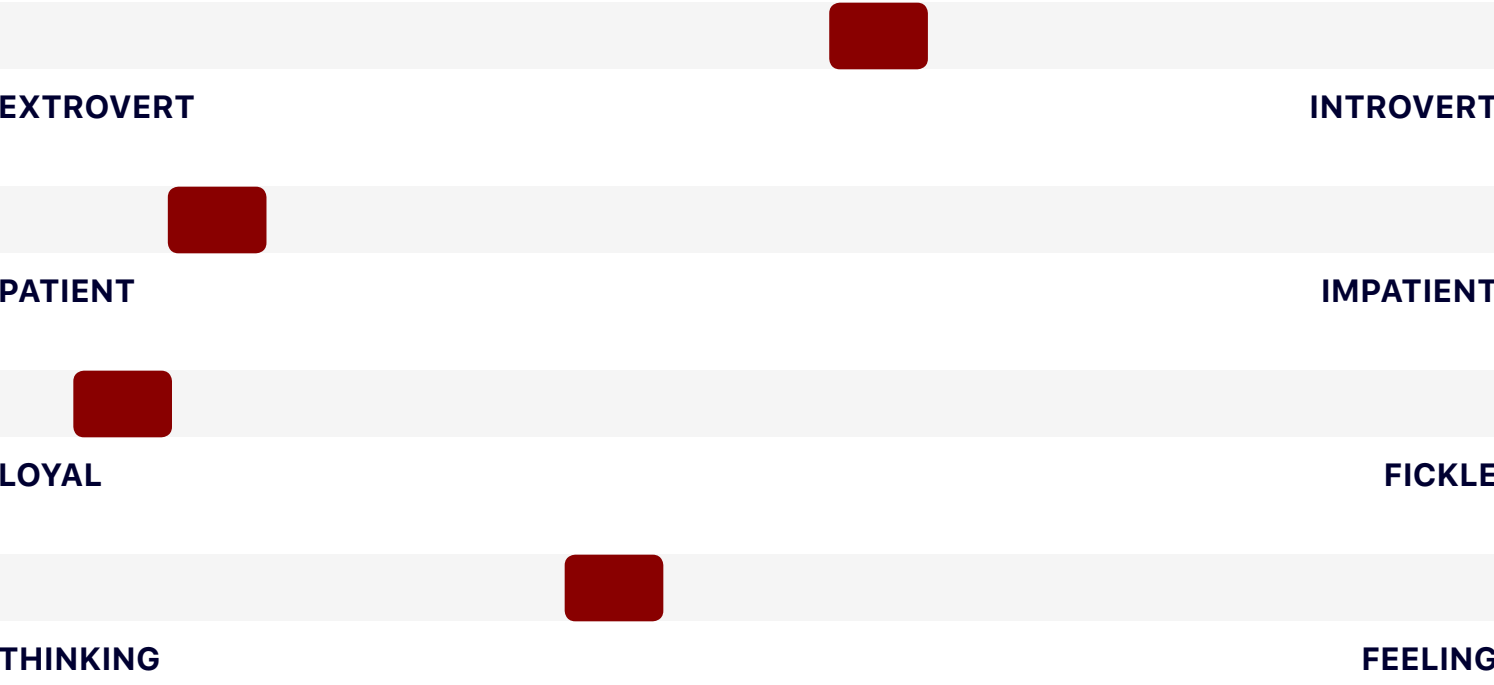
|             |          |             |
|-------------|----------|-------------|
| Easygoing   | Curious  | Intelligent |
| Imaginative | Explorer | Creative    |

## Bio

Hugh is a Design Director hailing originally from south-west England, but moved early on in his career to Teddington in South London — back when houses there cost less than your entire life’s savings. Hugh and his wife Verity have been together for 25 years this year, and are looking to do something a little bit special. They were engaged in Amsterdam, and as such, the city has always held a special air for them. This year, they are planning to go back on a dream trip, and, as they both have a shared love of wine, and good food, are planning to try the Wijnderlust app on their travels.

Travelling and wine have been their biggest shared passion for most of their marriage, and, Hugh believes, the reason why they are still so happy together.

## Personality Traits



## Goals

- Life Goal: Retire at 55, and travel the vineyards of Europe in his Alfa Romeo 159 Estate.
- To find interesting, romantic experiences whilst on holiday for him and Verity to indulge in.
- To be able to keep abreast of his travel plans whilst on holiday, flights and itinerary etc.
- To see and judge reviews of other users so that he can make an informed opinion
- To understand the experience, and have a nice design to it.

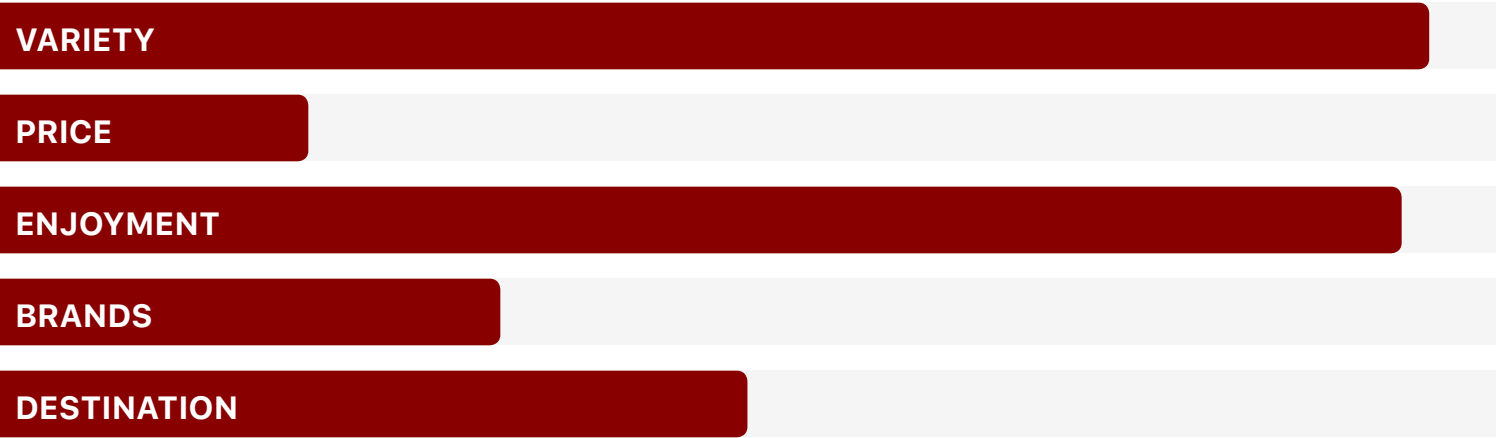
## Frustrations

- Poor design and typography choices.
- Long waits at bars or restaurants, especially when that place is rather expensive.
- Not being able to find anywhere to have a decent glass of wine.
- Complex travel plans which are indecipherable to anyone.
- Wasting time on holiday which could be spent exploring (e.g. sitting around a pool all day).

## Brands



## Motivations



## Scenario

It’s a week before departure. The 10th of December. Work has been super busy for Hugh in the run up to all of the New Year’s sales ad campaigns, and so he hasn’t had as much time as he would usually like to explore places to go and eat and drink for their 25th anniversary trip to Amsterdam next week.

He downloaded Wijnderlust — a new app which lets you plan out your holiday itineraries around wine (perfect!) and gives you inspiration on where to take the next trip — about a month ago, loaded in their flights and hotel, but closed it before he had a chance to properly look around and get some inspiration for some places to visit in Amsterdam.

He opens the app and is greeted immediately by ‘For your upcoming trip to Amsterdam’ right there on the Inspiration screen. Great! There’s a load of places by the looks of it, and even some editorial content. The ‘Top 5 Floating Wine Bars’ article seems right up his street! He taps to view it, and is greeted by lovely imagery of the canels of Amsterdam. Below is a show description introducing the article, and then number 5: “Wijnbar Boelen”. Apparently it’s situated just outside the city’s centre, but still within the famous canal rings; even better! They were staying in a Grand Suite in the Ambassade Hotel (he’d splashed out because of the occasion), and that bar was one canal over from them!

He taps inside and is greeted by a star rating — five — from 32 other users. “Are there any reviews though?” he ponders. He scrolls down past a nice little graphic telling him that the bar is only serving wine, no food, and doesn’t offer accomodation, then past the map where he sees a ‘Reviews’ section.

Short, sweet, and with their star ratings by their side, he confirms this will be the first bar they visit, on their first evening in Amsterdam. ‘Add to ‘Amsterdam’ Itinerary’ is displayed at the bottom of the screen, so he taps. A modal appears confirming the addition with a beautiful little illustration of a traditional dutch canal house! Beautiful. He chooses to continue browsing — he wants to get a few more suggestions down before they are on holiday, but with this app, at this rate, it should be easy!



## 2.3.2 - Secondary Persona Needs

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This persona is very similar to the primary persona, but has additional requirements. In this case, these are of a lack of wine knowledge, but a desire to learn more. This is coupled with flawless attention to detail on the planning of a holiday, to the extent that they rarely need any help with planning or keeping organised.



# 2.3.3 - Design Modelling: Secondary Persona & Scenario

## Anneliese Woods



“Because of my job, I like to off-load a lot of the planning and ‘thinking’ when I travel for leisure.”

AGE: 27

OCCUPATION: Travel Blogger

STATUS: In a Relationship

LOCATION: Nice

ARCHETYPE: Explorer

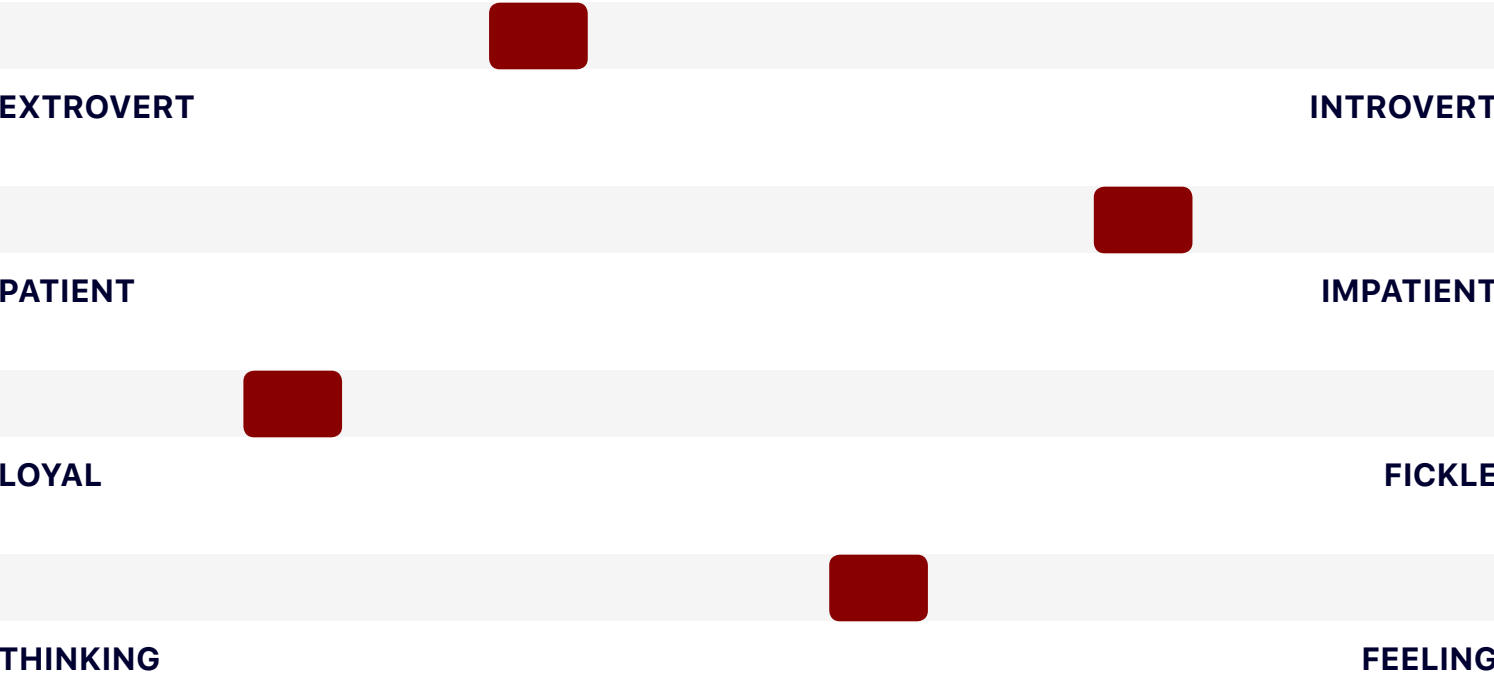
|            |           |             |
|------------|-----------|-------------|
| Planner    | Confident | Independent |
| Discerning | Critical  | Impatient   |

Bio

Anneliese (or Anna) is a French Travel Blogger from Nice. She does a lot of writing for travel brands such as Air France, and Virgin Holidays. On a trip a few weeks ago paid for by Virgin, she had the opportunity to try a Virgin Wines experience, and since then has been eager to explore more wine experiences.

Anna has a boyfriend who occasionally features in her writing, and he enjoys wine, and is happy that Anna has now become interested in wine experiences when they travel together. Anna often doesn't have travel 'inspiration' as such, as a lot of it is directed by brands, but will occasionally get to go on a personal trip with her boyfriend, and often these are influenced by inspiration appearing on her Pinterest account.

### Personality Traits



### Goals

- Life Goal: Live in Melbourne for at least a year, as the climate is amazing the whole year round.
- Experience all that a destination has to offer, both for work and her own enjoyment.
- Build trips around wine experiences, not the other way round, as these have become the main focus of personal trips increasingly.
- Be able to see and leave reviews for places she visits - as a writer / critic she can get rather opinionated about places she visits

### Frustrations

- Long transfers, with very little to do at the airport.
- Wasting time on an experience which turned out to not be worth it, and hearing about a better one after-the-fact.
- Complicated systems, like Magento, which she had to use on a couple of freelance gigs.
- Lack of choice on a wine list.

### Brands



### Motivations



### Scenario

Anna has been planning a trip to Turin, and then onto Florence by road with her partner for about 2 months now. She wants to explore a little bit of Italian wine country whilst she is there, as she has to work in Turin and also then in Florence. However, in-between she has a 4 day gap where she can do as she pleases. Anna has downloaded the Wijnderlust app after hearing about it from a colleague at Savage Vines, a new wine subscription company; and they say that they actually use it all the time to discover small vineyards, and little local bars to approach to participate in their scheme.

She opens the app and is greeted by the Inspiration screen. It's got a couple of articles about great general wine regions displayed, but it's not really what she's looking for. There's a search button in the top right, so she presses that, and types in Turin. She receives a list of results, separated by editorial content and specific venues. Scrolling down the list, she sees a lot of local wine bars in small villages along her route from Turin to Florence! Great!

She taps into a few of them, and wants to save it for later. There's a button down the bottom for her to 'Create new Turin Itinerary' - she does that, and is informed that this bar will be added. The app then asks for the date she's going, and builds her a new itinerary. She's now in the 'My Trips' section of the app, and can explore even more places around Turin, just adding them to her itinerary as she goes.

She calls her boyfriend as she does this and gets him to download the app and do the same thing. She doesn't have flights because she'll be driving from Nice, and can't remember the hotel off the top of her head, so leaves those blank for now - the main thing is they have a good idea of some nice looking places (at least from their photos and the reviews of other Wijnderlust members) that they can eat and drink at while they are on the road.

She relaxes, and continues making notes on her article for the Turin client. Boring 'Most fashionable places to eat in Turin' again... Yawn - maybe she can write another one whilst she's there; "Around Turin in 20 wines"... Interesting.



## 2.3.4 - Supplementary Persona Needs

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This persona is a result of combining needs of the Primary and Secondary persona into one Supplementary persona. In this case combining the love and knowledge of wine from the Primary persona with the love and good knowledge of travel from the Secondary persona. This Supplementary persona can be viewed as an 'expert' in both of these fields.



David May



"I know what I like, and I know where to go to get it. I do however like new things which fit into that"

AGE: 63  
OCCUPATION: Retiree  
STATUS: Divorced  
LOCATION: Westminster  
ARCHETYPE: Intellectual

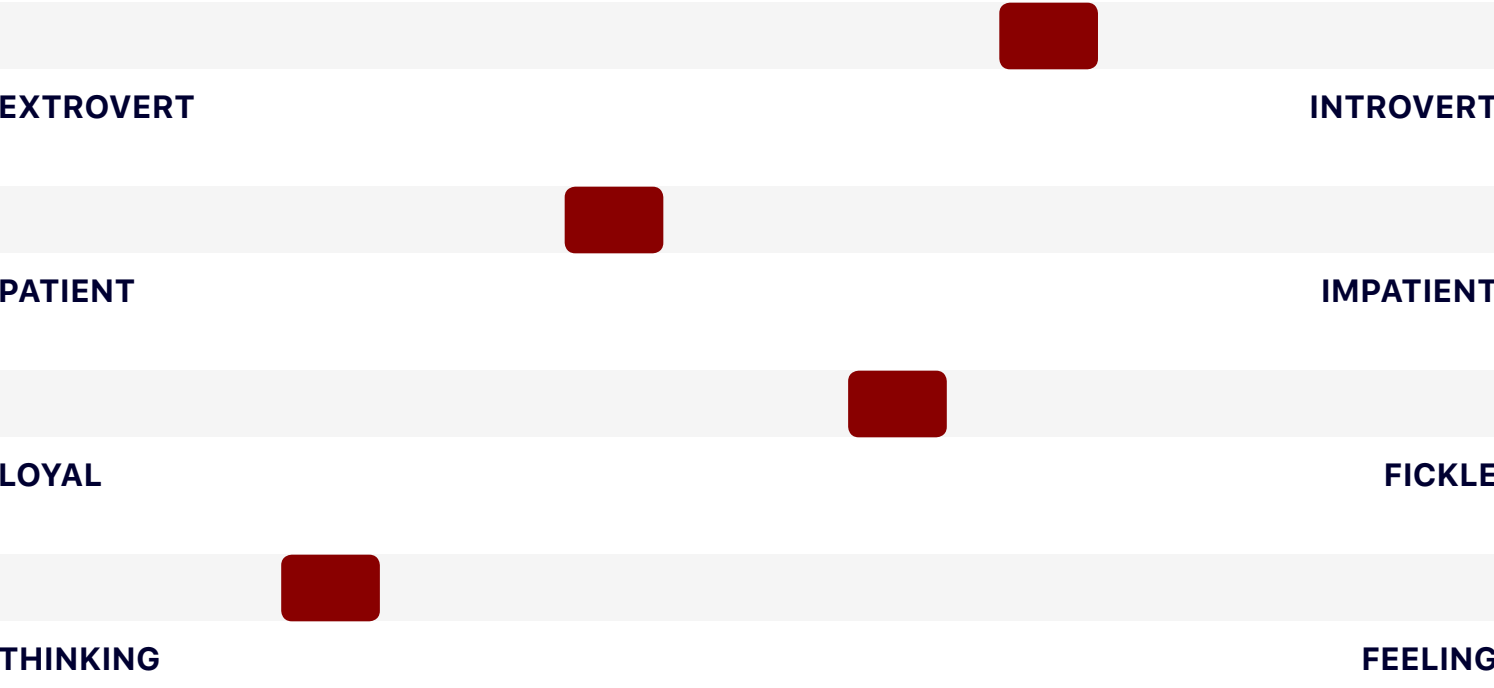
|           |              |            |
|-----------|--------------|------------|
| Impatient | Knowledgable | Lofty      |
| Arrogant  | Discerning   | Passionate |

Bio

David is an ex-MP. He is used to travelling the world in style, and enjoys the finer things, from wine to food. He has settled into a routine with his travel destinations, and the places he likes to drink wine. However, recently whilst abroad with his son, he was introduced to a new app that he is using now - Wijnderlust. Having just been bought an iPhone, and considering himself pretty 'oh-fay' with modern technology, he was keen to download it and see what it was all about.

He's now been using it's 'Around Me' feature in London, and scoffing at the scores of bars it doesn't seem to know about yet. He is just about to travel to Sorrento, and wants to use the app to plan his trip there, just to jog his memory, you understand.

Personality Traits



Goals

- Life Goal: Enjoy a peaceful and fulfilling retirement in his Westminster flat, indulging his passion for wine and travel.
- To get to grips with new technology and new experiences, to maintain his 'expert' standing.
- To feel in control of things whilst he does them - nothing irritates him more than not understanding an app, or anything really.

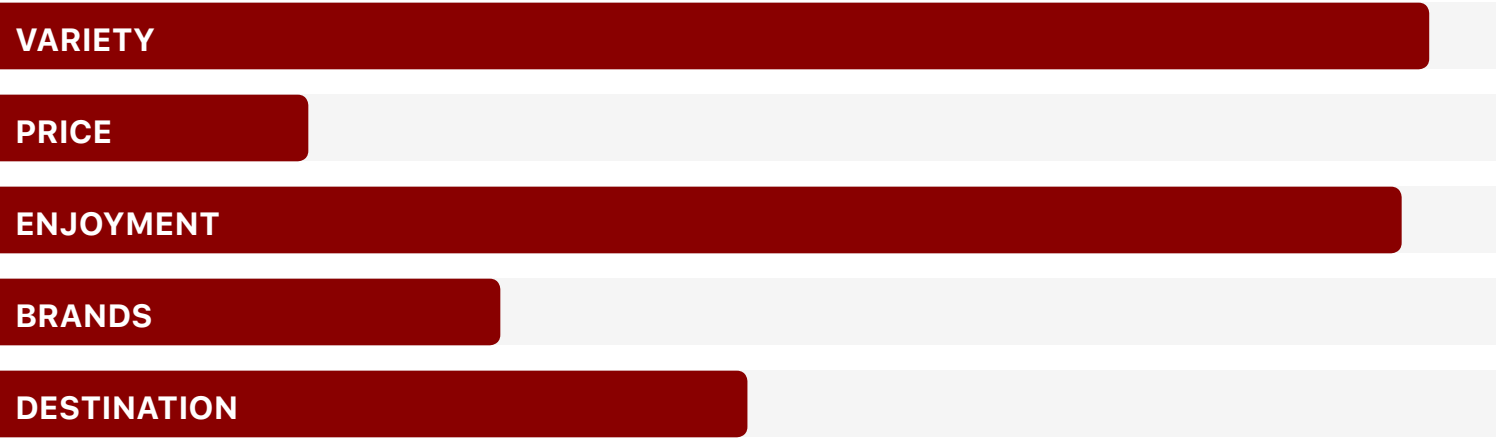
Frustrations

- Younger people who decide that they know more about a certain subject than he does.
- Forgetting his intention when he sets out to go somewhere.
- Any form of interface with text that is too small, his eyes aren't what they once were.
- Feeling out of his comfort zone.
- Being bored.

Brands



Motivations



Scenario

Travelling to Sorrento in two days, David is already packed. He's staying in his favourite hotel, but wants to discover some new experiences with wine whilst he is there. Heaven forbid somebody tell him about a lovely new wine bar on the coast that he hasn't found first! Can you imagine?!

He loads the app on his iPhone, and is initially confused - the app is displaying 'Inspiration' for wine experiences on the gold coast. How droll. He sees the search icon, and searches for Sorrento.

The list presents itself and he sees all his usual haunts; 'Vino de Italiano' and other tourist favourites are all on there. He scrolls down and even sees the bar in his hotel! Impressive, not many people know that it carries one of the finest Chianti selections in Italy, and that the sommelier is also one of the finest around. As he scrolls down still, a small bar catches his eye. Right at the bottom, and with no ratings yet...

He's never heard of it... But it's on a street he knows well in Sorrento, perhaps it's new? Perhaps he's just missed it?

Buzzing with a nervous excitement, David adds the mystery bar to his itinerary for Sorrento. He simply must investigate!

He arrives in Sorrento, and uses his favourite feature in the app; "Around Me" to navigate him to his bar. He is right, it is new, but it's owned by the same gentleman who owns another Sorrento establishment. Praising himself gleefully for finding this, the new pearl of Sorrento, he enters, and takes a drink with the owner.

Several hours (and tens of Euros later), he stumbles from the bar. Keen to be the first to review the bar, he pulls his phone from his pocket. "Did you just visit the Pearl of Sorrento" a notification bounces. How clever! These phones really are miracles. He opens quickly, and is invited to give a star rating and a small comment. 5 stars really is all he can give - utterly faultless!

Satisfied he has retained his expert's crown, he meanders his way back to the hotel.



# 2.4 - Branding and Naming

Initially, the working title of this project was intended to be 'Majordomo'. This word was chosen as it means the master, or head of a household, or someone who carries out tasks for another — this was because originally the focus was on the travel planning side of things a lot more.

As the project progressed however, I was looking for a name which better evoked the marriage between Wine and Travel that I was creating with this app. Amsterdam and the Netherlands have always been a favourite destination of mine, and I was until recently, learning Dutch. 'Wijn' is the dutch term for wine, and Amsterdam is the city that I have been using as a model whenever considering the launch of this app. 'Wanderlust' is a term describing the 'desire to travel or explore the world'. I felt that these two terms represented my application very well, and so combined the two to form the app's name — Wijnderlust.

Defining the app's name and meaning to give the branding direction, I decided upon "The desire to travel the world in search of wonderful wine".

I then moved on to creating some form of identity for this brand. I wanted there to be travel & wine themes present in the identity, but also for it to include a wordmark, as the concept is fairly new, alongside the application, so an icon may not carry the same weight as an icon coupled with the wordmark.

I have included this iteration and ideation over the next couple of pages with comments where relevant.



*(Right Top) Iteration of font with device designed to emulate wine; full, wavy etc.*

*(Right Center) Idea for icon, coupling 'W' with a compass ring - discounted for looking too much like the westworld logo.*

*(Right Bottom) Taking from the W above it, compass points with a wine bottle/corkscrew as the compass pin.*

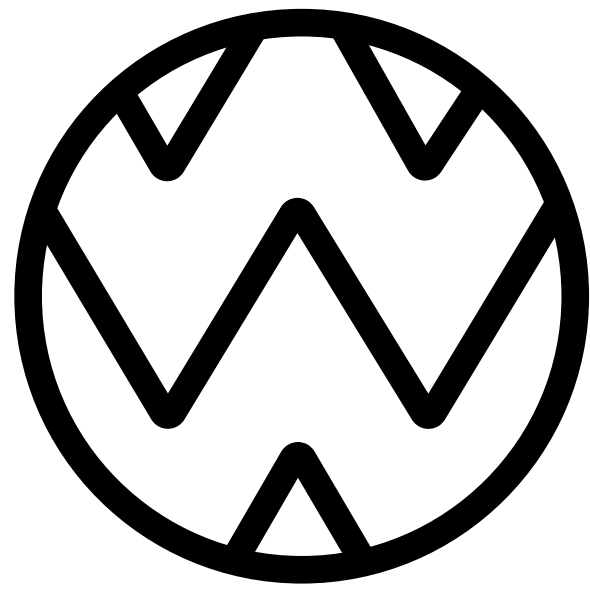


*(Left) Wordmark experimentation, with small amount of iconography - indicative of grapes.*



## 2.4 - Branding and Naming (Cont.)

pg. 23



*(Above)* Putting the 'W' into another, more 'emblemic' treatment, emulating (to an extent) the CND, hippy-ish look associated with travel.

*(Below)* Taking above icon, adding colour and wordmarks to the treatment.

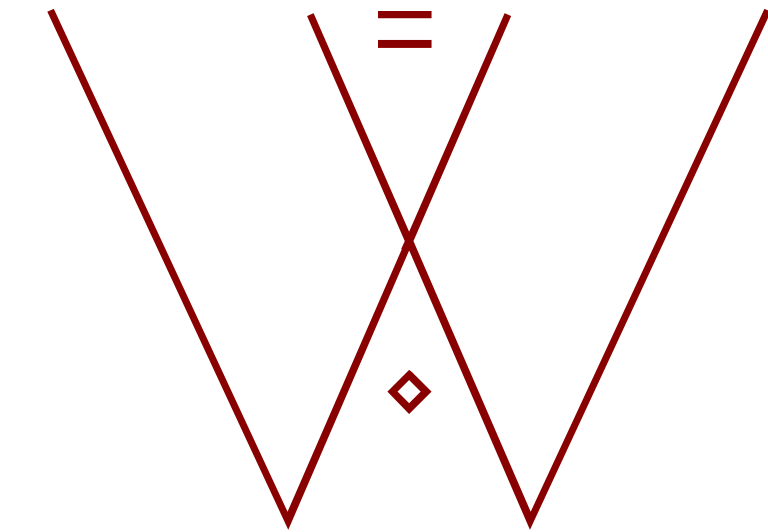


wijnderlust

wijnderlust



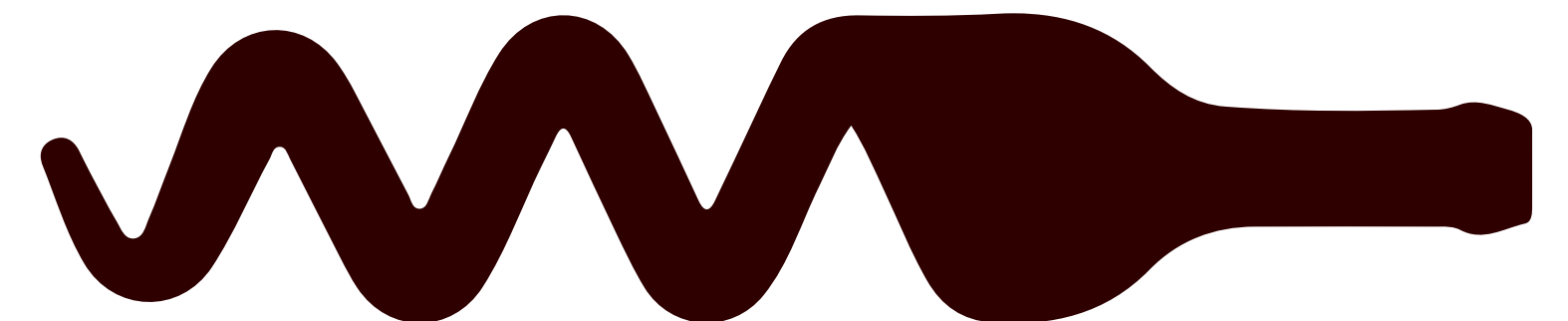
*(Above)* Iteration of an idea playing off of a 'map pin', denoting location of a point of interest, or the user. Initial design (**Top**) rejected as the pin being upside down looked like a flame, the second one (**Middle**) rejected due to looking like a balloon. The bottom iteration was carried forward, along with the red design (**Left**) to the user survey as an option they were asked to select from.



WIJNDERLUST

*(Above)* Idea trying to create a more esoteric idea, just a representative 'W'. Not carried forward to user surveys.

*(Below)* I felt that this symbol, from the compass/wine bottle logo idea (previous page) had more potential to be used sideways. I decided to develop it and see what I could make.







(Left) Coupling the symbol I felt had worked best so far, with the wordmark I deemed to be my favourite, I iterated through a few subtly different logo ideas.

The final design (Bottom Left) is closest to the final design, as it begins to incorporate shading into the icon, which is supposed to be a wine bottle, corkscrew, and the letter 'W' all in one.

(Right) Three favourite designs, uploaded to Google Survey (see research section / references), with their associated scores.

(Below) Final design, and favourite out of final three (Right) selected to be displayed in the user feedback survey. Highlights added, and workmark cleaned up slightly, with shadows added all over to make the corkscrew element pop more. On the following page is the final treatment of the logo on a brand appropriate background, with a link to the landing page, purchased as part of this branding process. It is currently very basic, but will be more fully featured in the implementation stage.



Option 1 - 60.3% Preferred On Survey



Option 2 - 23.3% Preferred On Survey



Option 3 - 16.4% Preferred On Survey

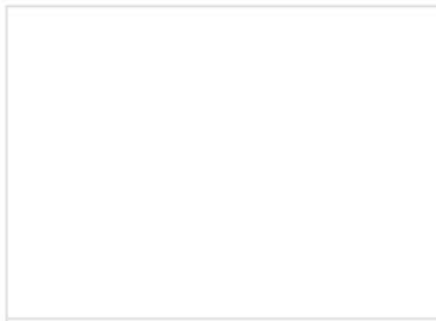
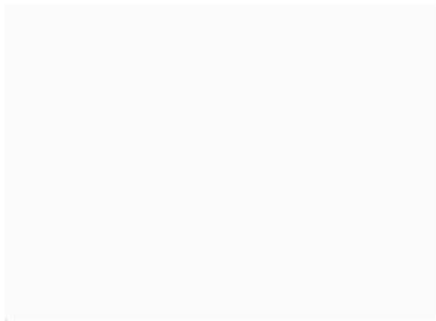



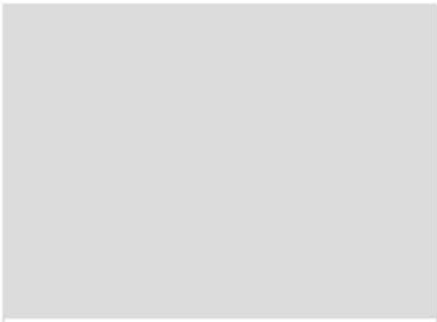




After finally establishing a logo style, I distilled down major components, such as colours and typography which I wanted to use in the UI design of the final app.

On the following page is the final treatment of the logo on a brand appropriate background, with a link to the landing page, purchased as part of this branding process. It is currently very basic, but will be more fully featured in the implementation stage.

Colours

|   |   |   |
|---|---|---|
|  |    |  |
| <div>BG White</div> <div>#FFFFFF</div> <div>rgba(255, 255, 255, 1)</div>            | <div>Light Grey</div> <div>#FAFAFA</div> <div>rgba(250, 250, 250, 1)</div>            | <div>Brand Red</div> <div>#890000</div> <div>rgba(137, 0, 0, 1)</div>               |
|  |    |  |
| <div>Font Colour Main</div> <div>#2E0000</div> <div>rgba(46, 0, 0, 1)</div>         | <div>Font Colour Secondary</div> <div>#9B9B9B</div> <div>rgba(155, 155, 155, 1)</div> | <div>Font Placeholder</div> <div>#D8D8D8</div> <div>rgba(216, 216, 216, 1)</div>    |

Fonts

|  |  |   |
|--|--|---|
| <div>Aa Zz</div> <div>SFProText-Bold</div> | <div>Aa Zz</div> <div>SFProText-Semibold</div> | <div>Aa Zz</div> <div>SFProText-Regular</div> |
|--|--|---|

Typography

Main Heading Style

17th Dec / To

SFProText-Bold / 34 px / 40 px Leading / #2E0000

Search Placeholder Style

17th Dec / To

SFProText-Bold / 34 px / 40 px Leading / #D8D8D8

List Heading Style

17th Dec / To

SFProText-Bold / 22 px / 26 px Leading / #2E0000

Main Subheading Style

17th Dec / To

SFProText-SemiBold / 13 px / 15 px Leading / #890000

List Metadata Style

17th Dec / To

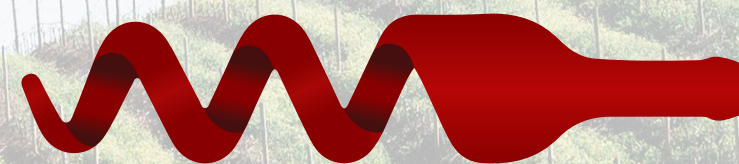
SFProText-SemiBold / 13 px / 15 px Leading / #9B9B9B

Body Text Style

17th Dec / To

SFProText-SemiBold / 16 px / 19 px Leading / #3D0300





WIJNDERLUST

[wijnderlust.wine](http://wijnderlust.wine)



## 2.5 - Design Modelling

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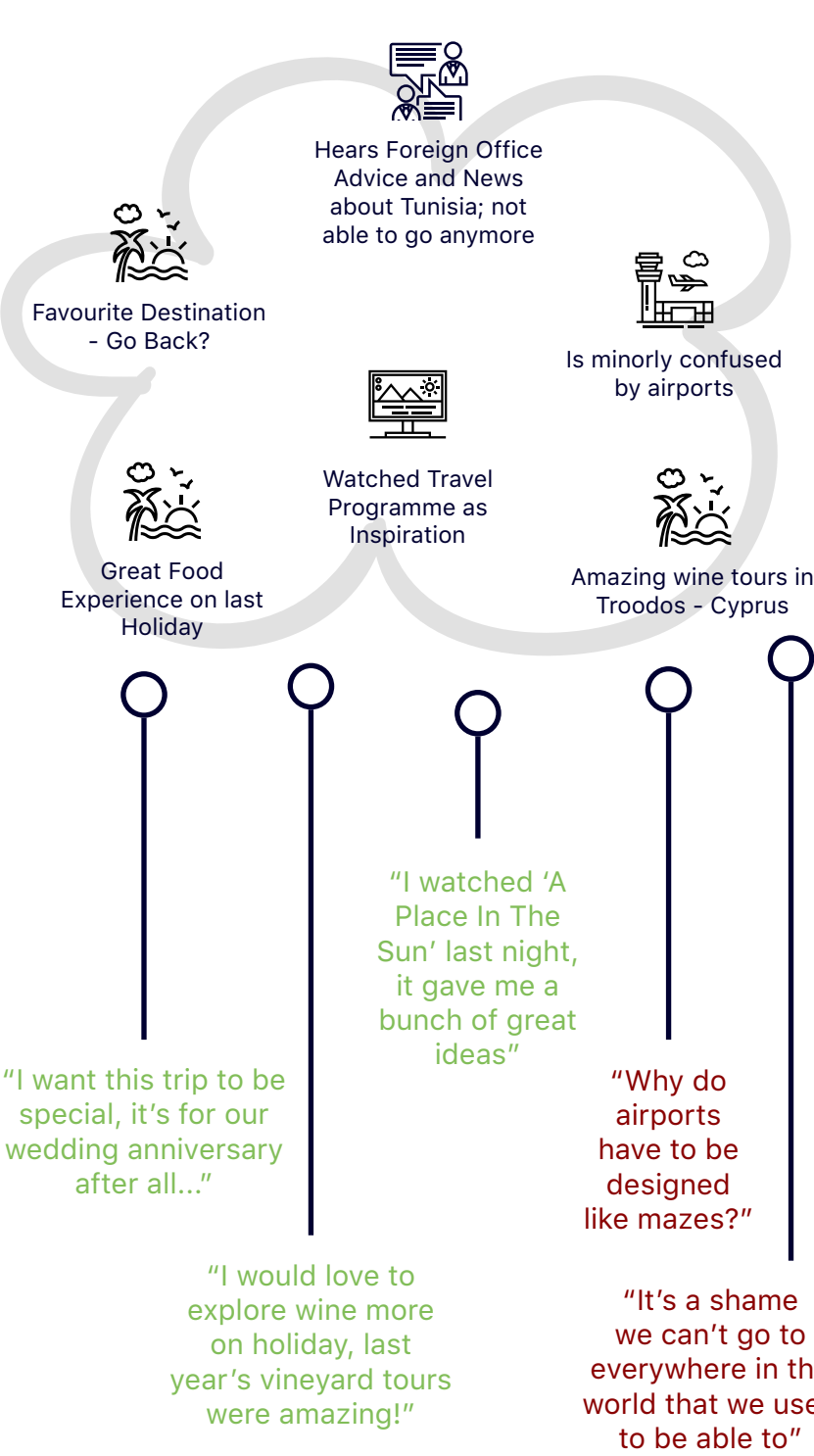
After the branding stage, and the construction of my personas and scenarios, I was able to undertake more detailed research looking at the experience of travelling, alongside a customer journey that we might expect to see from my primary persona.

On the following two pages are the Experience Map, followed by the Customer Journey.

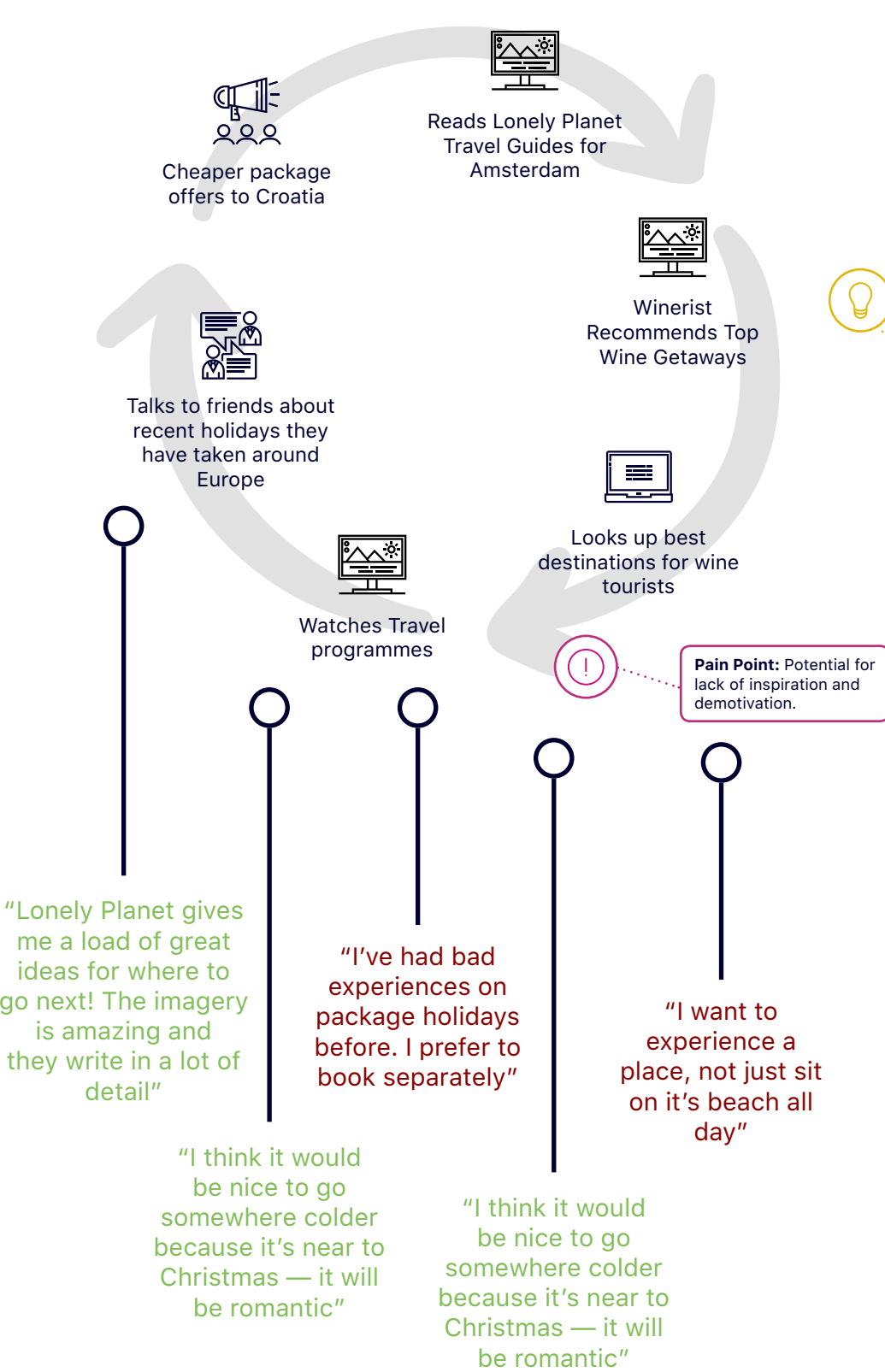


# 2.5 - Experience Map - Travelling

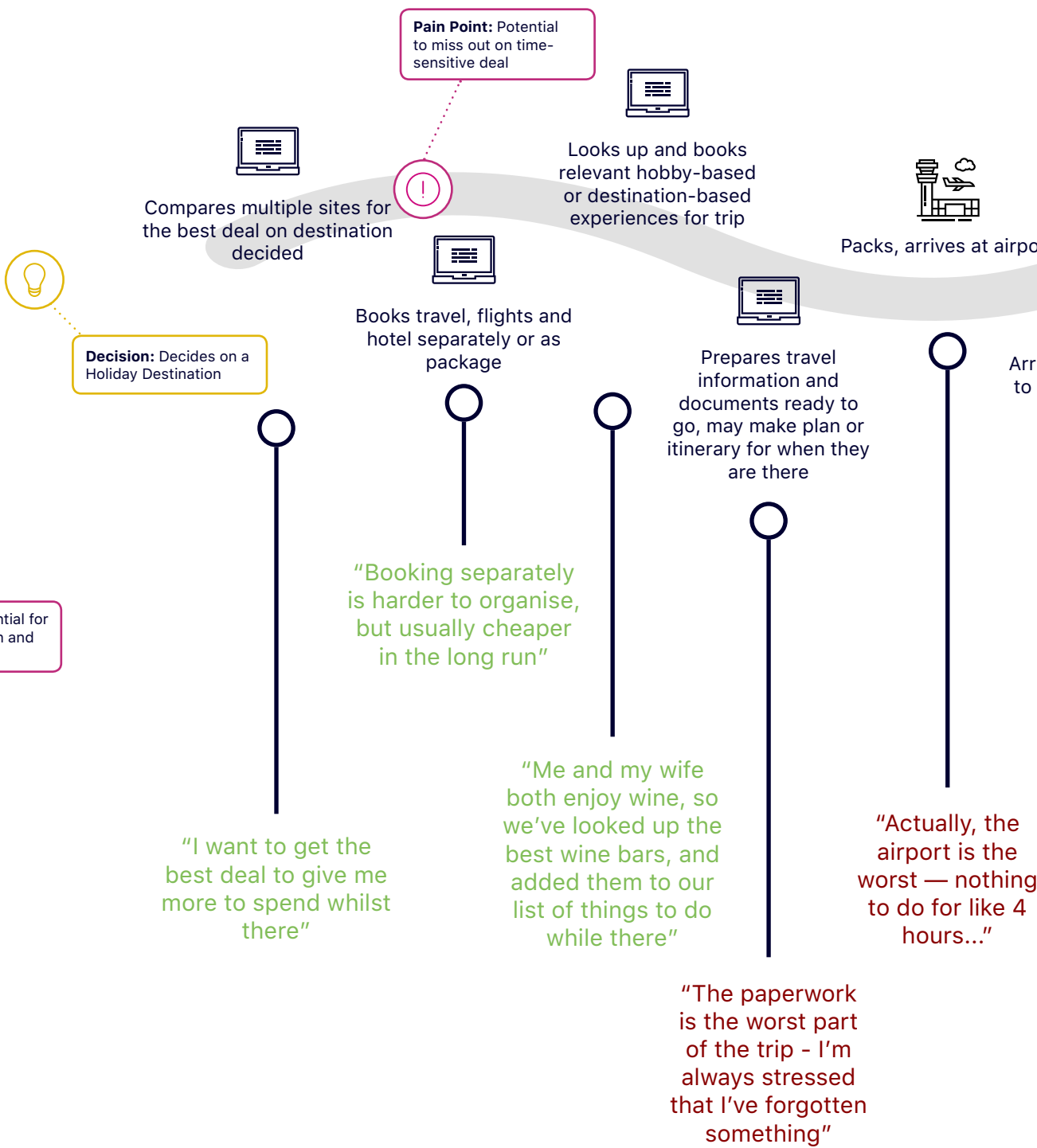
## Past Experiences



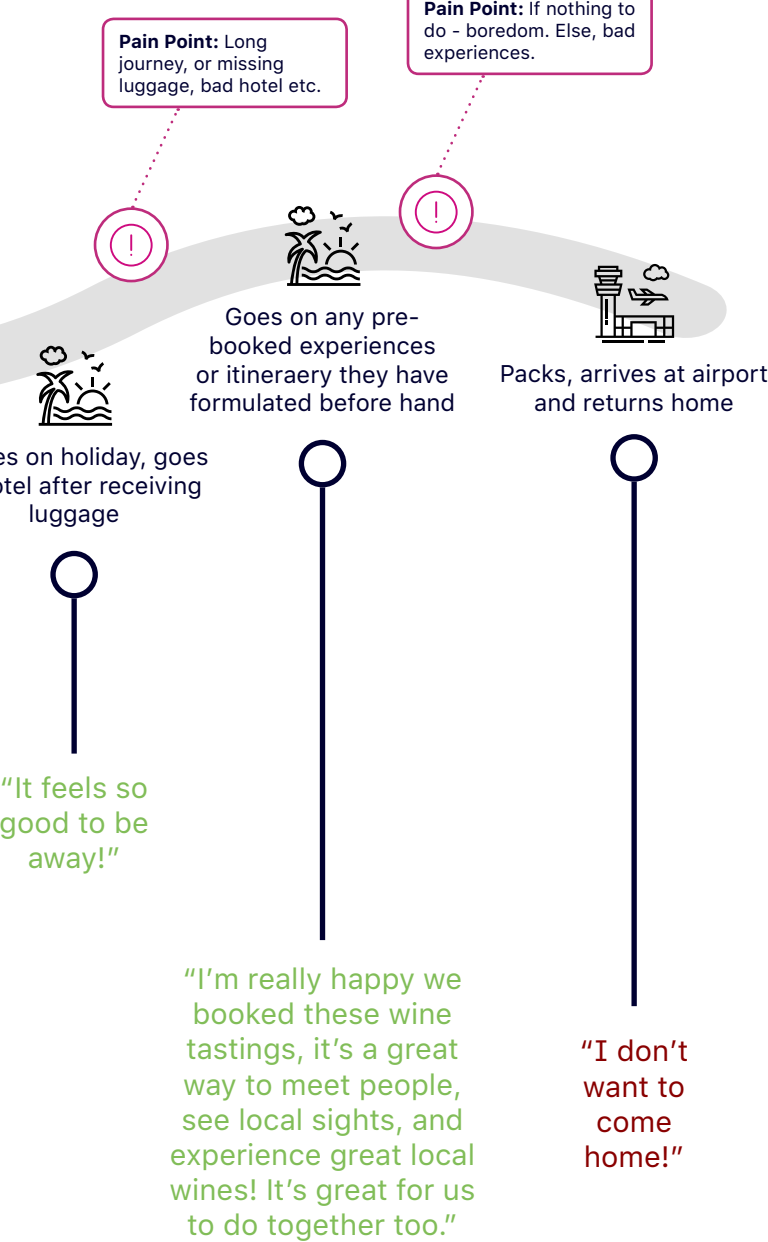
## Destination Awareness



## Book Travel and Prepare



## Take Trip



## Reflect and Share



### User Persona



**Hugh Klein**

**AGE:** 49

**OCCUPATION:** Design Director


**STATUS:** Married


**LOCATION:** Teddington


**ARCHETYPE:** Schemer


### Key


**ICONS**


 Word-of-Mouth


 Marketing

 At Destination


 Self-reflection


 Online


 Airport / Plane

 TV / Travel Inspiration

**PROCESSES**

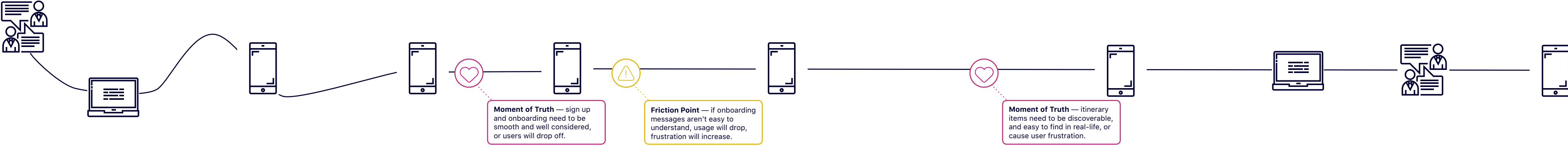
 Thoughts and Feelings

 Exploratory Process

 Ongoing Process



2.6 - Customer Journey

| Phase               | Researching  |  | Interaction  |   | Reflection  |   |
|---------------------|--|--|--|---|---|---|
|                     |  |  | Set-up   | Exploration   | Use for Trip  |   |
| Customer's Actions  | <ul style="list-style-type: none"><li>Books a new holiday abroad.</li><li>Word-of-mouth from friends about Wijnderlust, a new app they used on their last holiday.</li><li>Downloads the app.</li></ul>  |  | <ul style="list-style-type: none"><li>Signs up for an account.</li><li>Goes through the onboarding screens.</li></ul>  | <ul style="list-style-type: none"><li>Looks into each of the 4 main tabs.</li><li>Goes to 'My Trips' and sees ability to add itinerary.</li><li>Adds an itinerary for his upcoming Amsterdam trip.</li><li>Notifies 'Inspiration' section updates.</li><li>Adds an item to itinerary.</li></ul>   | <ul style="list-style-type: none"><li>Takes trip with his wife, using Wijnderlust as rough direction whilst there.</li></ul>  | <ul style="list-style-type: none"><li>Shares experiences on social media along with photos of his holiday.</li><li>Talks to close friends recommending Wijnderlust.</li><li>Starts planning another holiday.</li></ul>  |
| Thoughts & Feelings | <p>"This could be really helpful to find new things to do on holiday."</p> <p>"Will I find anything I like on there?"</p> <p>"Do I know enough about wine to use it?"</p>  |  | <p>"This seems simple, I think I could use this"</p> <p>"I'm happy that this is explained right at the beginning"</p>  | <p>"That's really clever that it will recommend based on my trips"</p> <p>"This makes keeping track of details so much easier"</p>  | <p>"I wish I'd had this app last time!"</p> <p>"I never knew that most of these places existed"</p> <p>"Other people's reviews are very useful"</p> <p>"I know exactly who would like this app"</p>                                   | <p>"I want to see where we can visit in Sorrento"</p>   |
| Touchpoints         |    |  |  |   |   |   |
| Value to Customer   | <ul style="list-style-type: none"><li>Creates anticipation, and excitement that they will be able to experience new things which they may have otherwise missed.</li><li>Potential to alleviate some of the difficulty around a trip that the user has planned or intends to plan.</li></ul> |  | <ul style="list-style-type: none"><li>Increased confidence that they are in the right place.</li><li>Reassurance that the app does in fact do what they were told it does.</li></ul>                             | <ul style="list-style-type: none"><li>Itinerary made for upcoming trip, some planning stress offloaded onto the application.</li><li>Inspiration provided immediately after itinerary addition, highlighting places that they might otherwise not have visited.</li></ul>   | <ul style="list-style-type: none"><li>Experienced several new venues, restaurants and bars which he wouldn't have otherwise.</li><li>Feels useful leaving reviews.</li></ul>  | <ul style="list-style-type: none"><li>Happiness, the app has enabled a richer experience than he would otherwise have had.</li><li>Self-agrandising, as he can now speak with authority on the app and destination to friends - feels like an 'expert'.</li></ul>   |
| Value to App        | <ul style="list-style-type: none"><li>More downloads and more users.</li><li>Good experience here builds trust in the brand at this point.</li></ul>   |  | <ul style="list-style-type: none"><li>More engagement from users.</li><li>Educated users from an early stage to ensure that they realise everything that the app can do, and feel confident to use it.</li></ul> | <ul style="list-style-type: none"><li>More itineraries results (hopefully) in more trips taken, more of the recommended places visited, and, finally, more reviews left. This gives the data more depth and richness the more it is done.</li><li>Good experience first time will keep user on the app for a longer amount of time.</li></ul> | <ul style="list-style-type: none"><li>New reviews left on venues which in turn benefit other users and make the app more useful over all.</li><li>Good experience for a user, likely to recommend to another friend / user.</li></ul> | <ul style="list-style-type: none"><li>User satisfaction and referral, helps to grow the user and data base.</li><li>Social media exposure provided at no cost to the App.</li><li>Better understanding of user flow through the app, feedback on use cases and edge cases to take into further bug fixes and development.</li></ul> |

User Persona



**Hugh Klein**

**AGE:** 49

**OCCUPATION:** Design Director


**STATUS:** Married


**LOCATION:** Teddington


**ARCHETYPE:** Schemer


Key

**TOUCHPOINTS**

 Word-of-Mouth

 Marketing

 Online

 App / App Store



# 2.7 - Design Exploration & Wireframing

Now that I had an idea of the potential use cases, features, and personas (i.e. users) for this application, I started to explore the user flows and experience of the app.

To start this process, I wrote out each of the core screens on post-it notes, and began arranging them on my wall to get a bigger picture of the app and how it would start to map out based on the requirements I had laid out in the research and project plan sections. This can be seen below:



Essentially, this was the starting point for the design of the application. This details the key screens which were integral to making Wijnderlust's UX wireframes, and, eventually the UI. The Features detailed on the post-its are:

- Inspiration
- Around Me
- Itinerary (Including Flight, Hotel, Saved Items)

- Inspiration, Around Me, Trips and Profile, forming the bottom navigation bar's 4 options.
- Experience Listing Page (accessible from any of those previous pages, essentially is a 'Bar Profile', and contains information about a selected venue or experience).
- New Trip Search - Flow, consisting of:
  - Step 1 - Where are you going?
  - Step 2 - When are you going?
  - Step 3 - A primer; purpose; inform the user that their itinerary has been created, they can view it immediately, empty, or get some immediate inspiration about items they might like to add.
  - Step 4 - Repeatedly accessible from the itinerary interior screen and also the 'Inspiration' section search; Recommendations for their trip.

This was essentially the 'bones' of the application. I knew that each section had a specific purpose, and place within the app, and I knew the data hierarchy and position within that. Before making drawn wireframes of the core flows of the app, I wrote short, specific definitions of each area of the app. This was so when I was drawing up wireframes, and when I eventually got to high-fidelity UI, I was 100% clear in my mind what each section did. I found this extremely helpful in reducing feature creep, and duplication of functionality.

**Inspiration Section** - Contains editorial content about destinations, or, in the absence of such content, just the highest rated venue in a relevant city. The relevance is determined by trips in the user's itinerary,



or previous trips they may have taken. If these aren't available it will be a selection of the top rated content. There is a search functionality which allows the user to search for Inspiration in a specific area.

**Around Me** - Essentially a map with a slider on the bottom displaying venues which are nearest to the user's location. There is a search functionality which allows the user to search for a type of venue - e.g. "Hotel Bars", which will display hotel bars nearest to them.

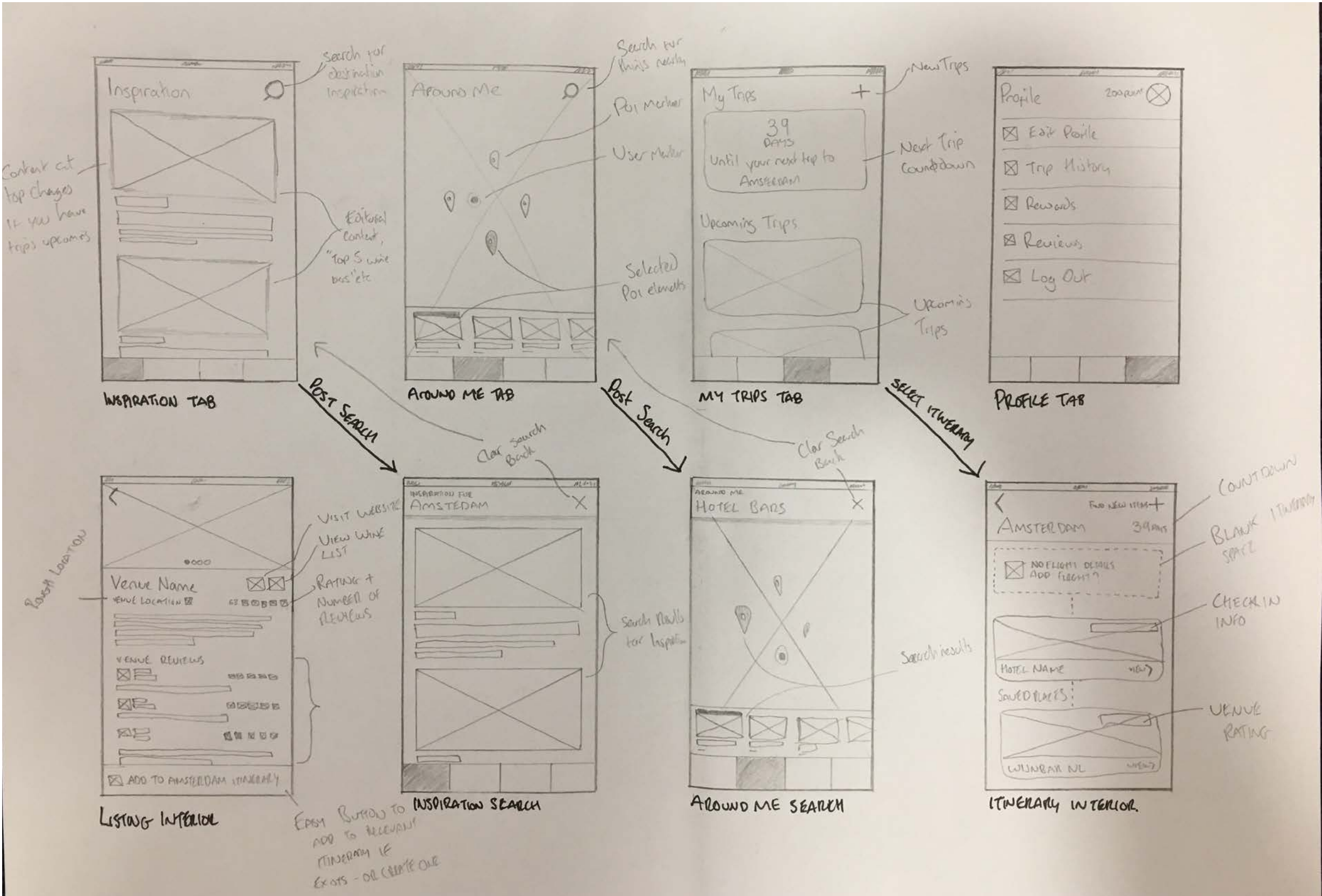
**My Trips** - The travel planner of the app. Users can add and remove itineraries for upcoming trips. They are given a countdown to the next one, and they are displayed in date order.

**Itinerary Interior** - An itinerary automatically consists of three elements; flights, hotel, and 'Places to go'. The user adds their flights with the corresponding flight number, and the hotel would be done manually at this time, or using an API like foursquare. Obviously they start blank, but the user would be heavily encouraged to add at least one thing immediately.

**Profile** - The user's information, and things personal to them. Sub-sections include their previous trips (as 'My Trips' is just for the next and then all future trips), their prior reviews, and settings.

Once I had defined the sections the app would need to include, and where they fitted in to the overall purpose, I began hand-drawn wireframes of these core screens, and how they linked together. These are displayed to the right with short annotations / comments where necessary for clarity.

These wireframes aim to get a basic layout established with the content which had been decided for each section of the app. I tried to mostly



only ones which needed wireframing. These set a standard which could be worked to throughout the application. Elements would be reused throughout to ensure that users were familiar, and that every different section of the app didn't represent a whole new learning curve.

The annotations on each wireframe are detailing the content for each screen, and the darker black arrows show the 'Post Search' version of the screen; or, in the case of the My Trips tab, what the inside of an itinerary looks like. This is

reuse layouts. For example, the title of the page will always be in the top left, iOS 11 style, with large imagery leading the way in terms of defining list items. From top left, clockwise, the screens shown are; Inspiration Tab, Around Me Tab, My Trips Tab, Profile Tab, Itinerary Interior, Around Me Search, Inspiration Search, and finally, Listing Interior. These were the crucial screens to get right, and I felt the

so that from a user experience point of view, the search results of any given section are presented in a structure which is in keeping with the original structure of that particular section. From here, the data and user flow requirements became a lot clearer; allowing me to create a service blueprint.



## 2.7.1 - Data Structure

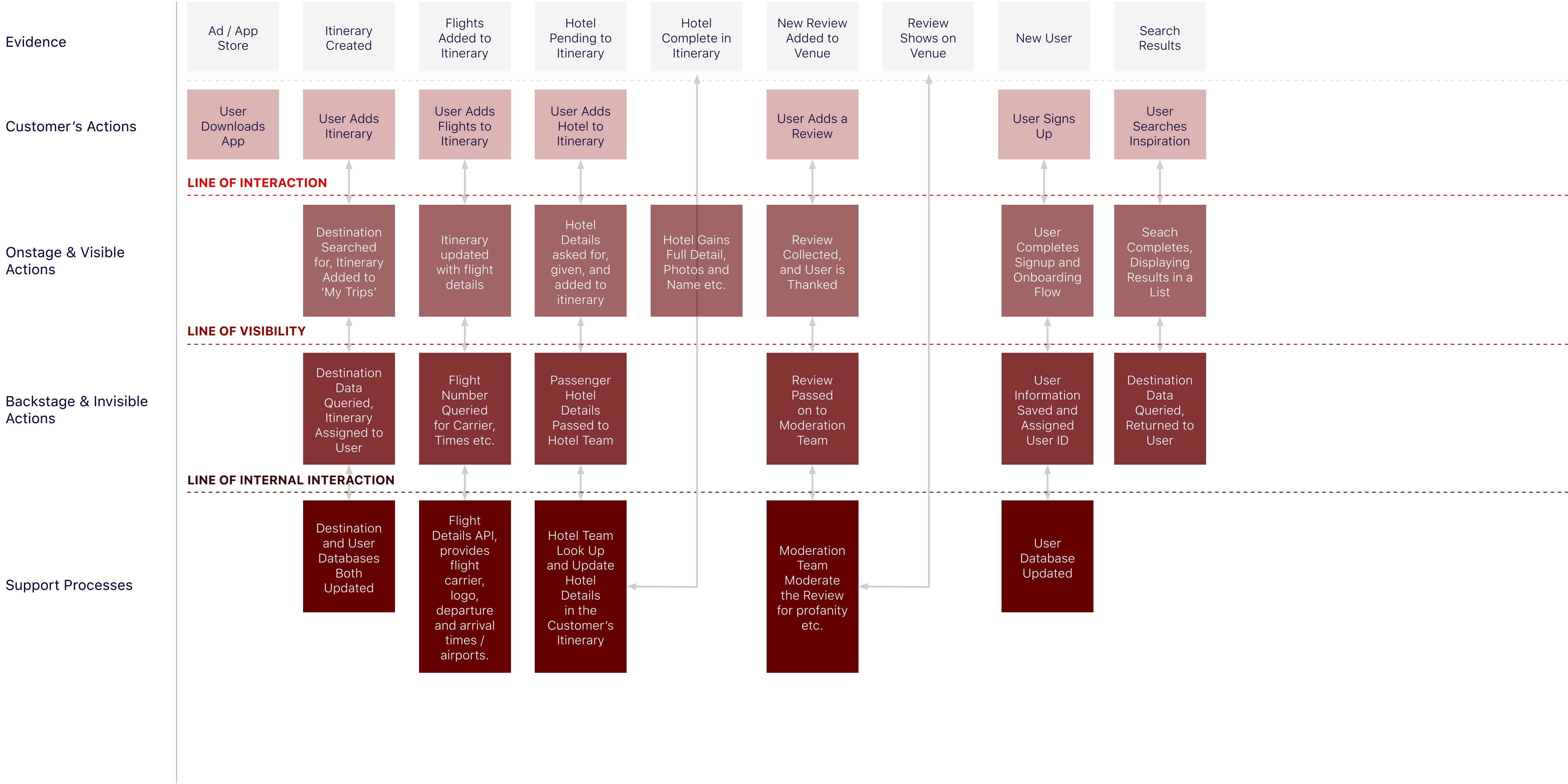
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With the UX on the app nailed down, and the structure of the screens, and interactions more fully understood, I felt it would be helpful to get a better idea of specifically what types of data, and support processes would need to be built in order to facilitate the app functioning in the way it was designed to.

In order to do that, I have created a Service Blueprint. This diagram (on the following page) aims to look at customer interactions, the evidence that they create, and the data and support that is required to facilitate them. This helps visualise exactly what pieces of data are going to be required for the app, and will go some way in the implementation stage to providing a reasonable, well-structured, and efficient data hierarchy.



# 2.8 - Service Blueprint



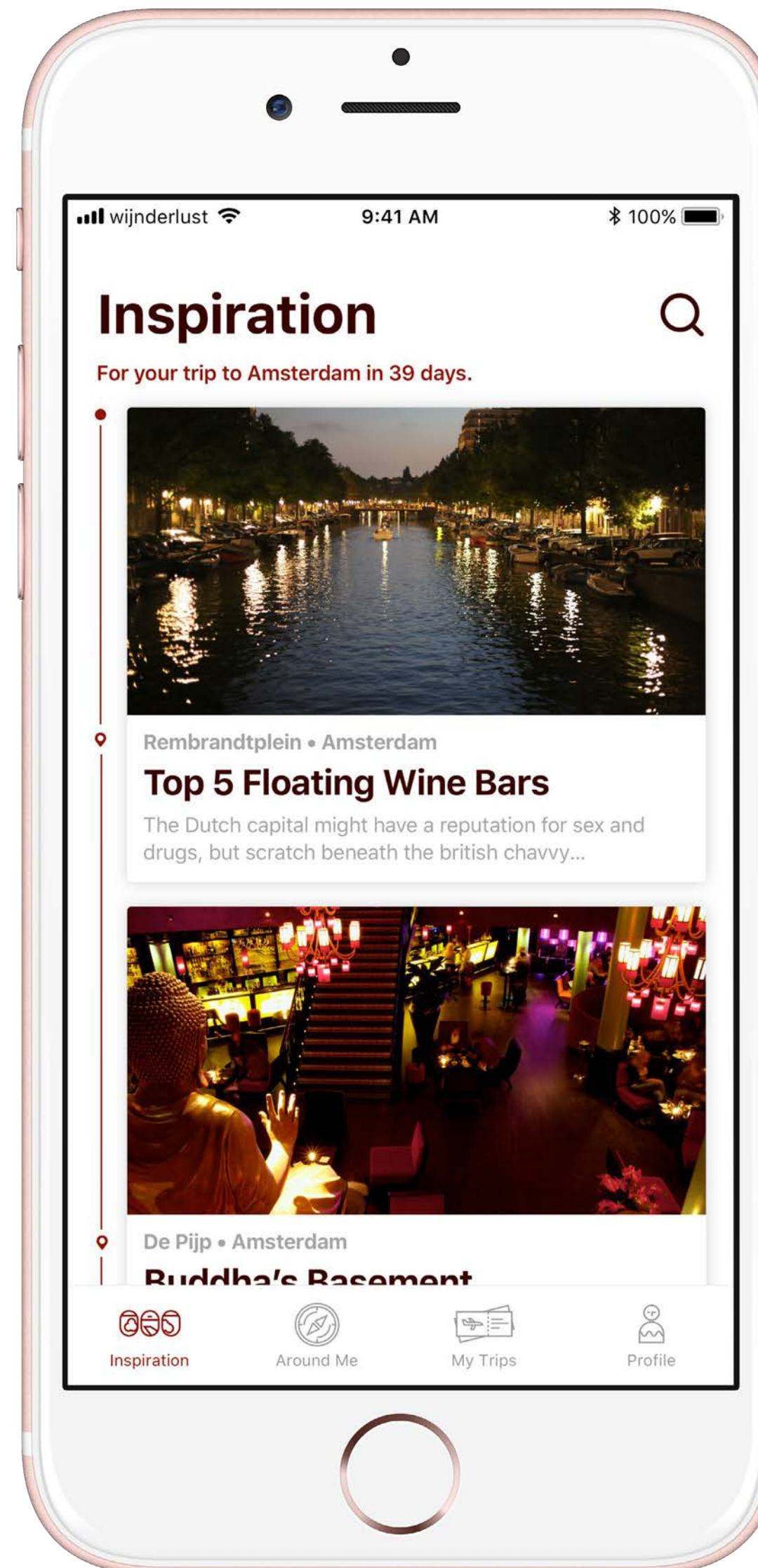


## 2.9.1 - High Fidelity UI Designs - Core Screens

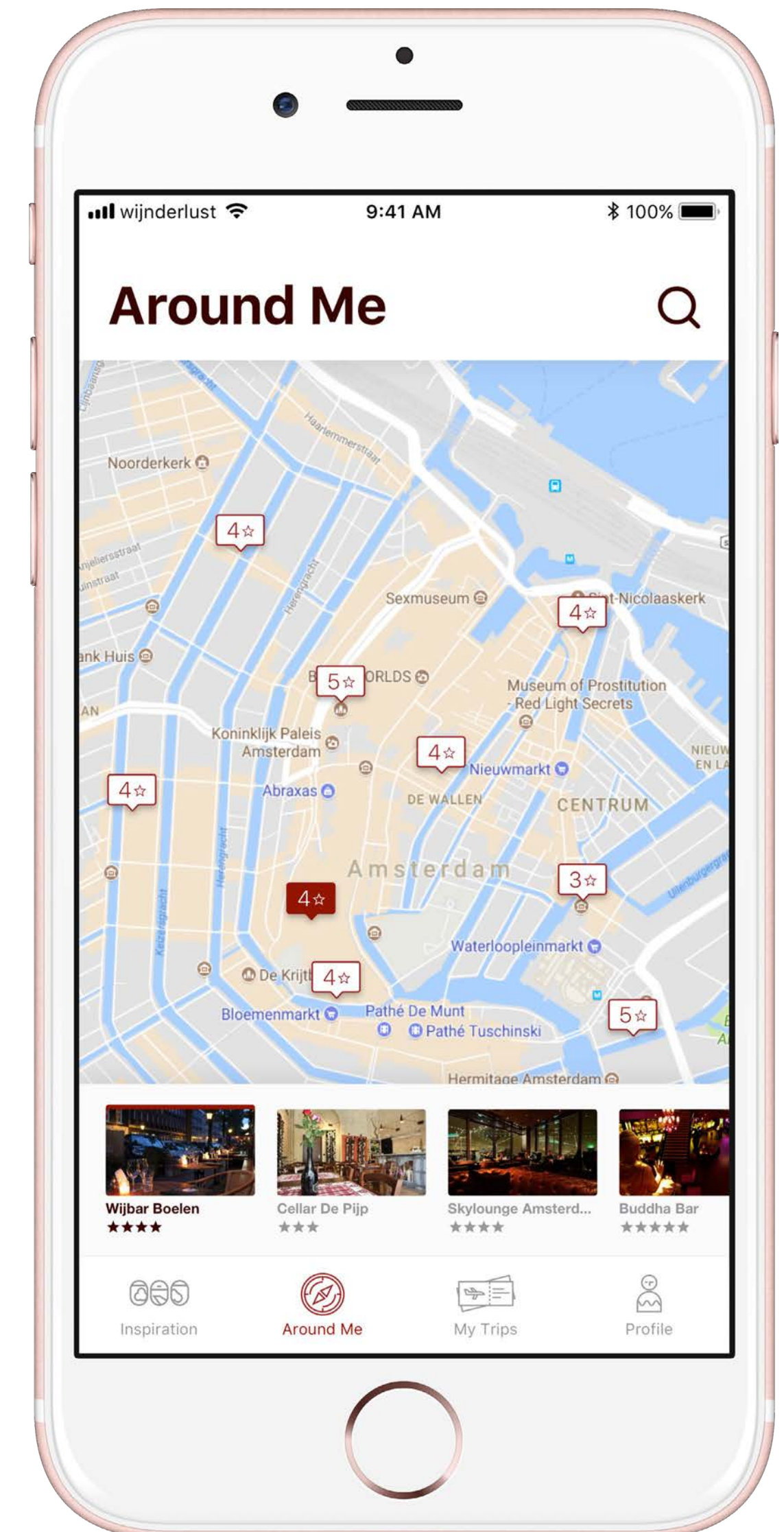
The penultimate stage of this part of the project was one of the most sizable, and difficult to do well. This is the UI section. However, due to the large amount of primary and secondary research, along with the design modelling that has been undertaken, to understand the user, then the UX and structural work; I felt I was going into this stage extremely well prepared, and informed. I started, as I did with the UX wireframes, with the 4 core screens of the app. These are the ones which would be displayed on the app's bottom tab bar, and therefore the ones which any and all user interaction has to go through once they have entered the app.

I have planned to make this application for iOS, on iOS 11 compatible devices; and as such, have taken into account the new Apple design standards when it comes to headings, and layout ([Apple Developers, 2017](#)).

I will now display the 4 core screens, and have annotated where necessary.



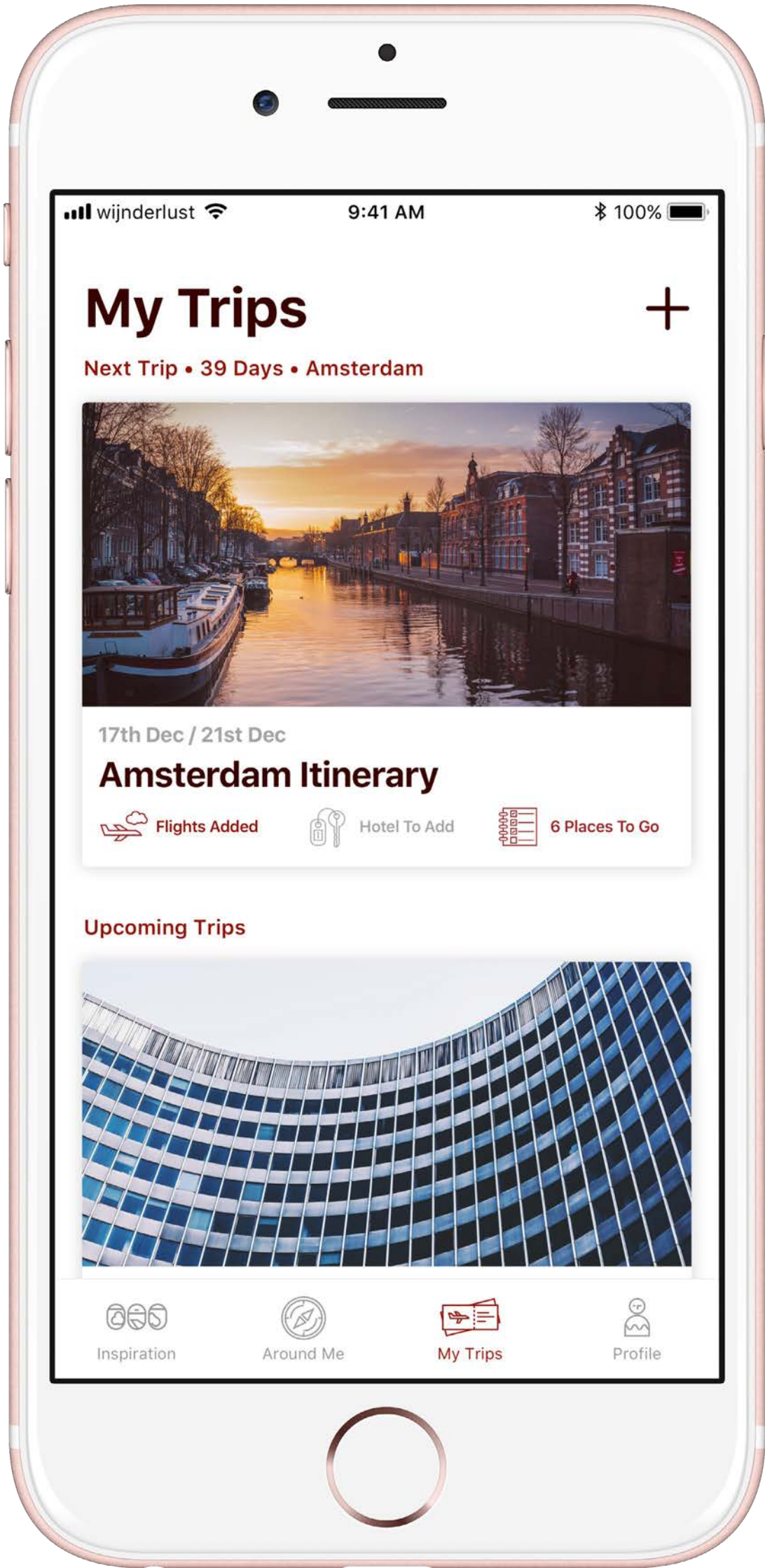
**(Left)** The Inspiration screen.  
This is the section of the app which dynamically updates with editorial content, or places of interest depending on the user's previous trips. Otherwise it will display content which is the most interacted with from other users.



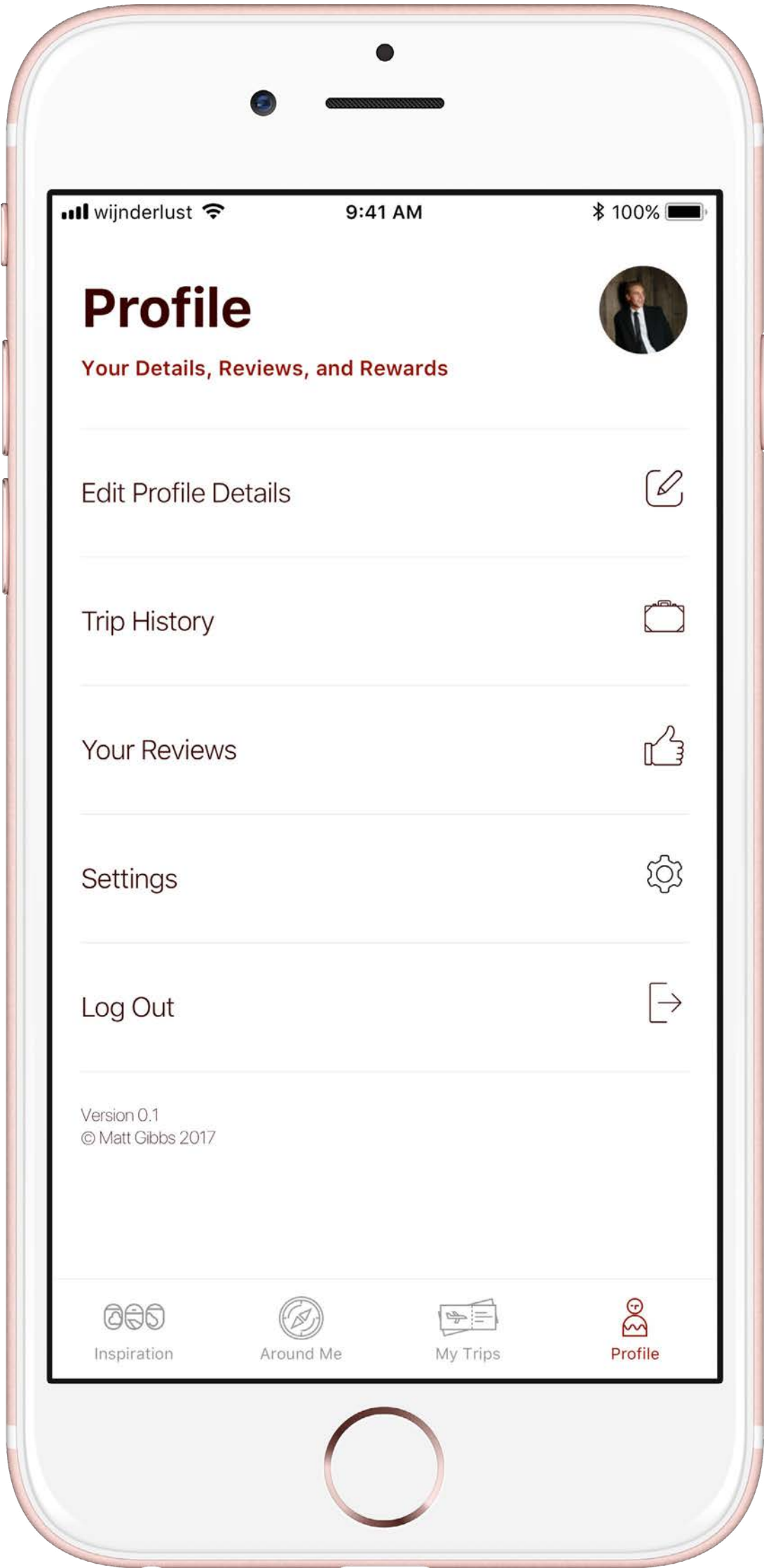
**(Right)** The Around Me screen.  
This allows users to place themselves in relation to places of interest that they want to visit. It is useful to see, for example, bars near your hotel.



# 2.9.1 - High Fidelity UI Designs - Core Screens (Cont.)



**(Left)** My Trips section. This is where the user can view all of their itineraries, and add new ones. The next trip is highlighted at the top, with a countdown to the departure date given upon creation.



**(Right)** User Profile. From here they can view things like their trip history, the reviews they have left on venues, edit details & settings, and Log Out if they need to.

With the four most important screens designed, I progressed to designing the next most important piece to getting users engaged with the app; the sign up and sign in flow. There is also a 'Continue as Guest' eventuality to consider, as without this functionality, it won't pass Apple's App Store Review, due to content in the app not all being completely specific to the user.

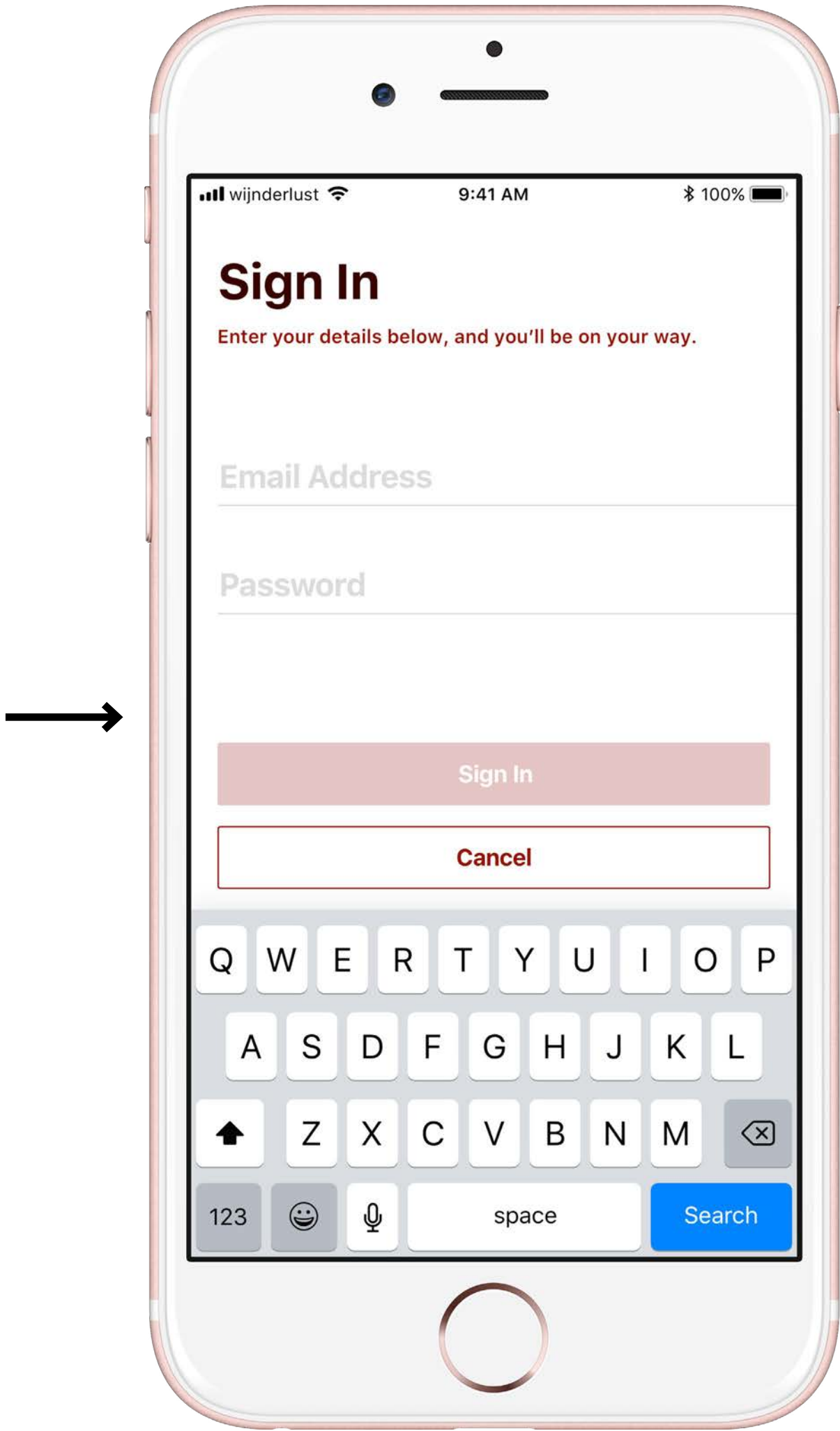
Essentially, because the Inspiration section could be relevant to most people, it must remain accessible. However, we can prompt users to sign up when they want to make an itinerary, or interact with the app further.



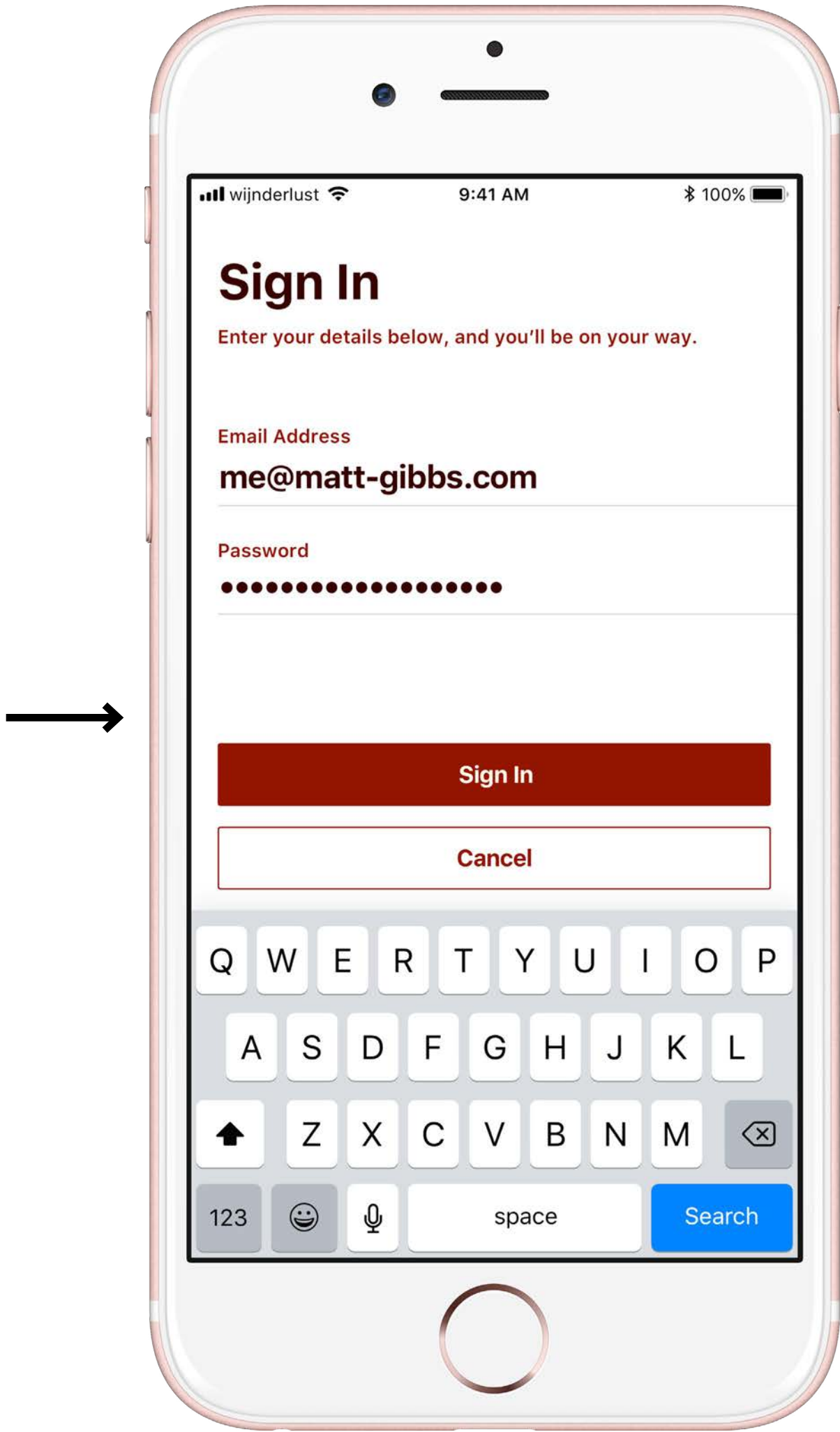
# 2.9.2 - High Fidelity UI Designs - Sign In Flow



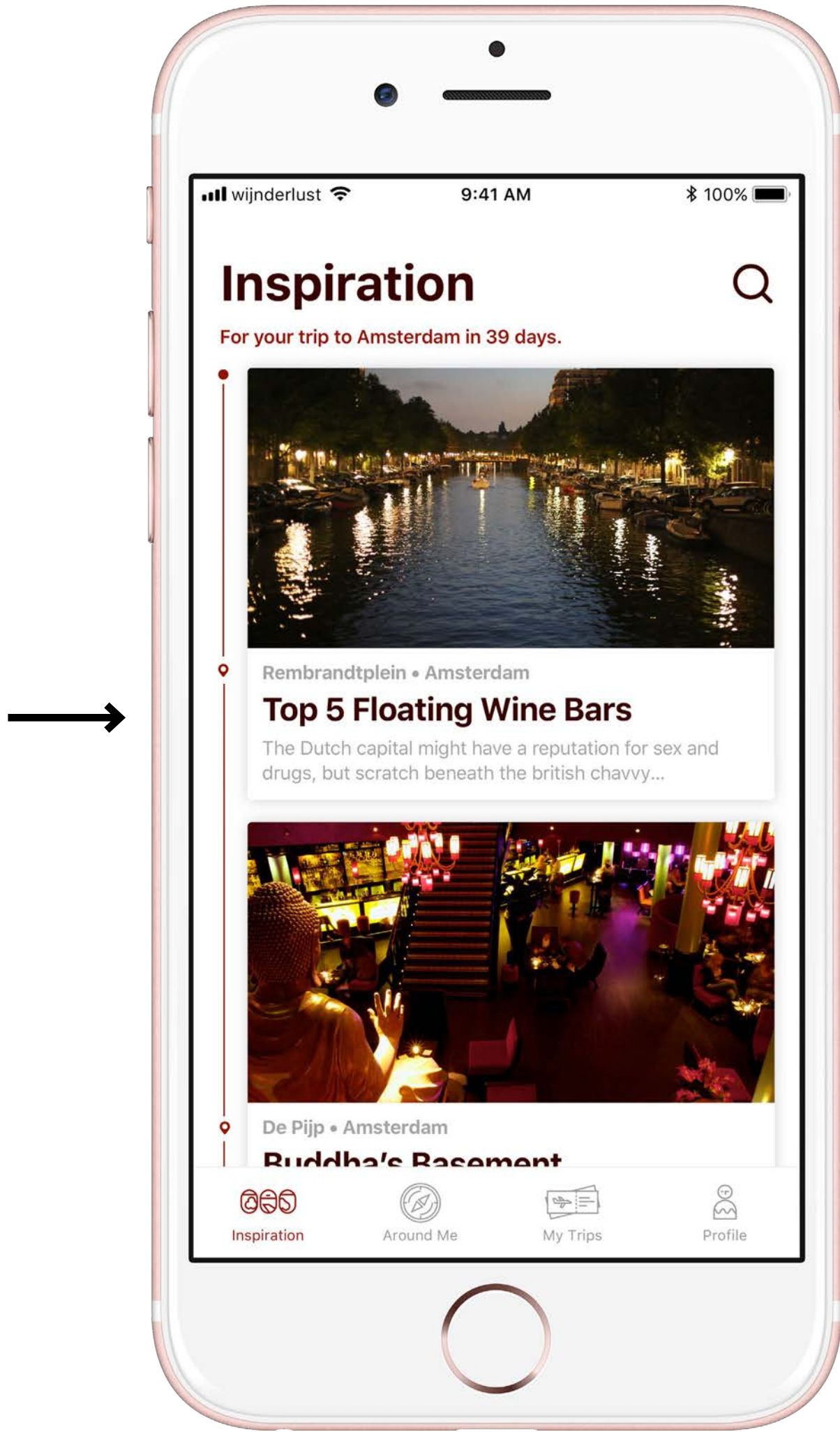
Start Screen. User has option to Sign Up, Sign In, or Continue as Guest. This option is smaller as we would prefer the user create an account.



User presses Sign In, and is asked to enter their login information.



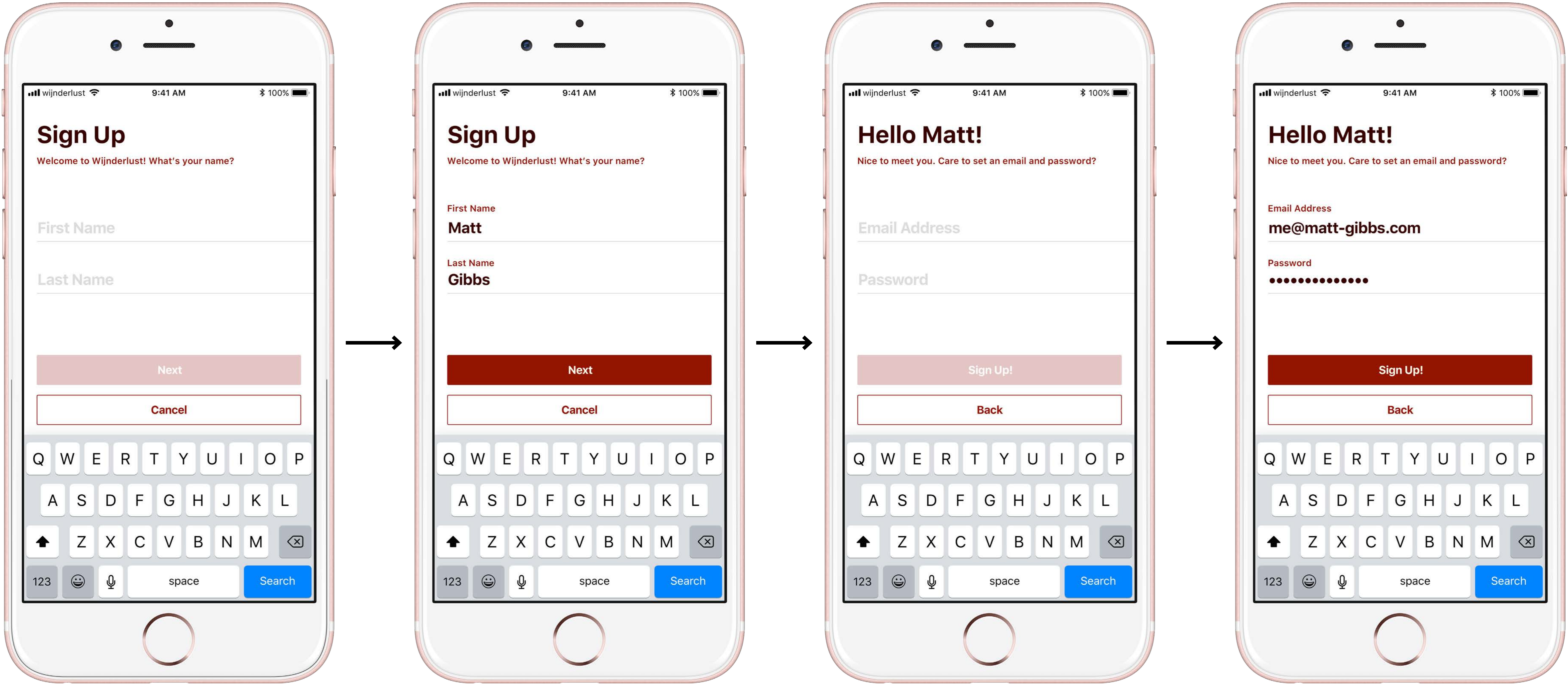
User fills out login information.



User is entered into the application.



# 2.9.3 - High Fidelity UI Designs - Sign Up Flow



User starts from the same first screen as on previous page, but presses Sign Up, and is asked their name.

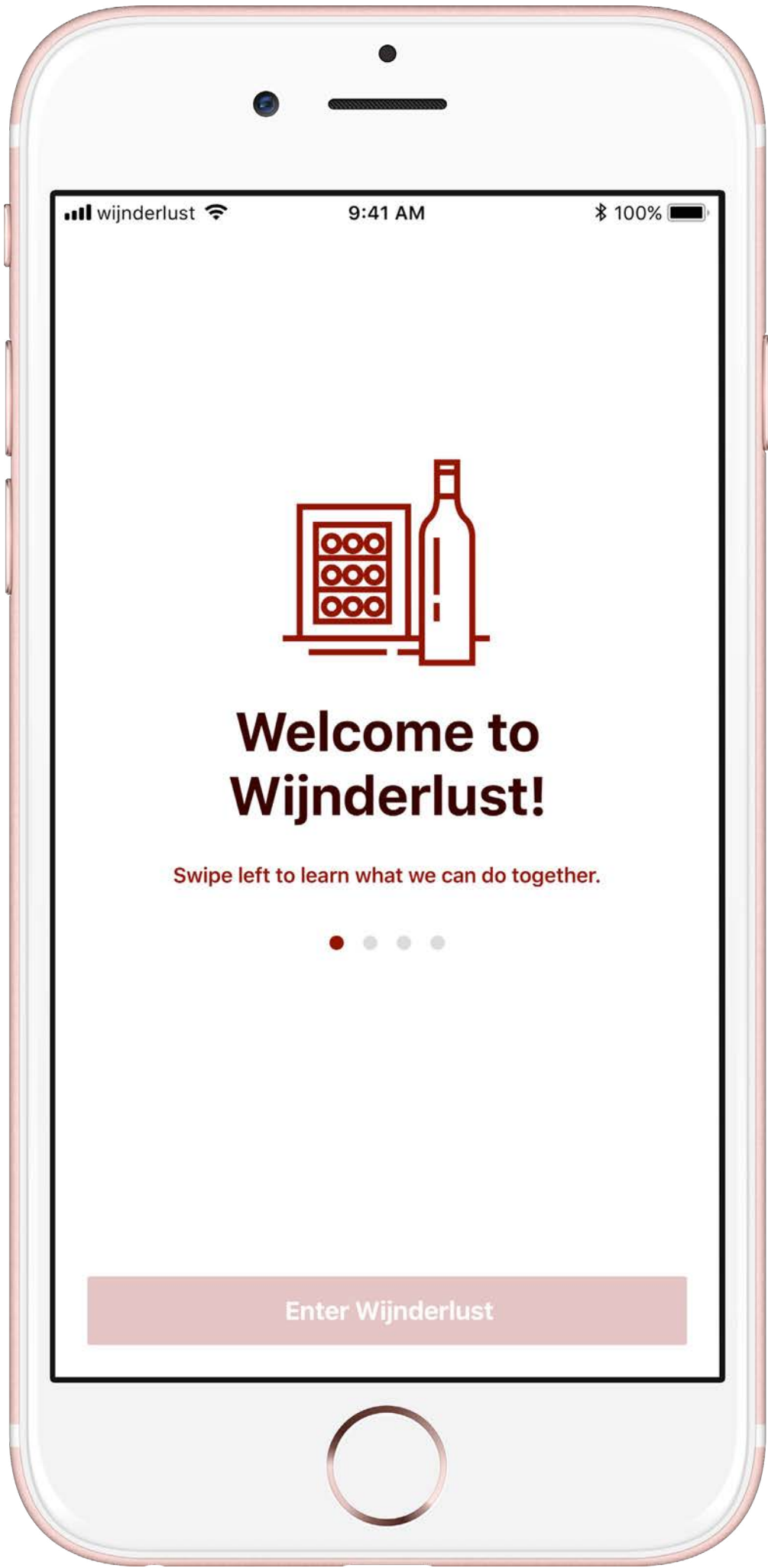
User gives name, onboarding process is simple, 1 – 2 pieces of information at once.

User gives name, and is greeted. They are asked to set an email and password.

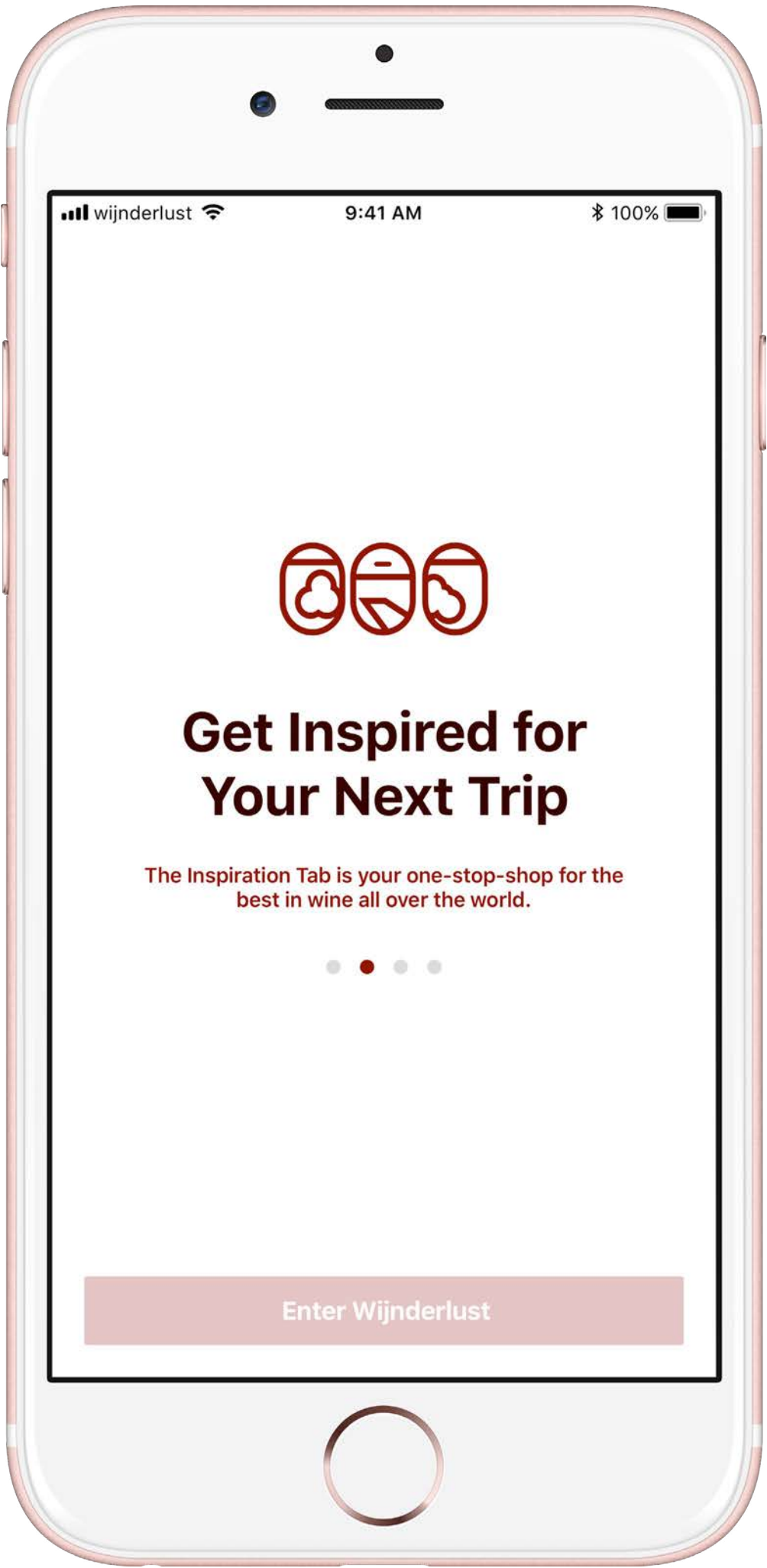
User provides information, and presses Sign Up. They are then pushed into the onboarding flow (continued on next page).



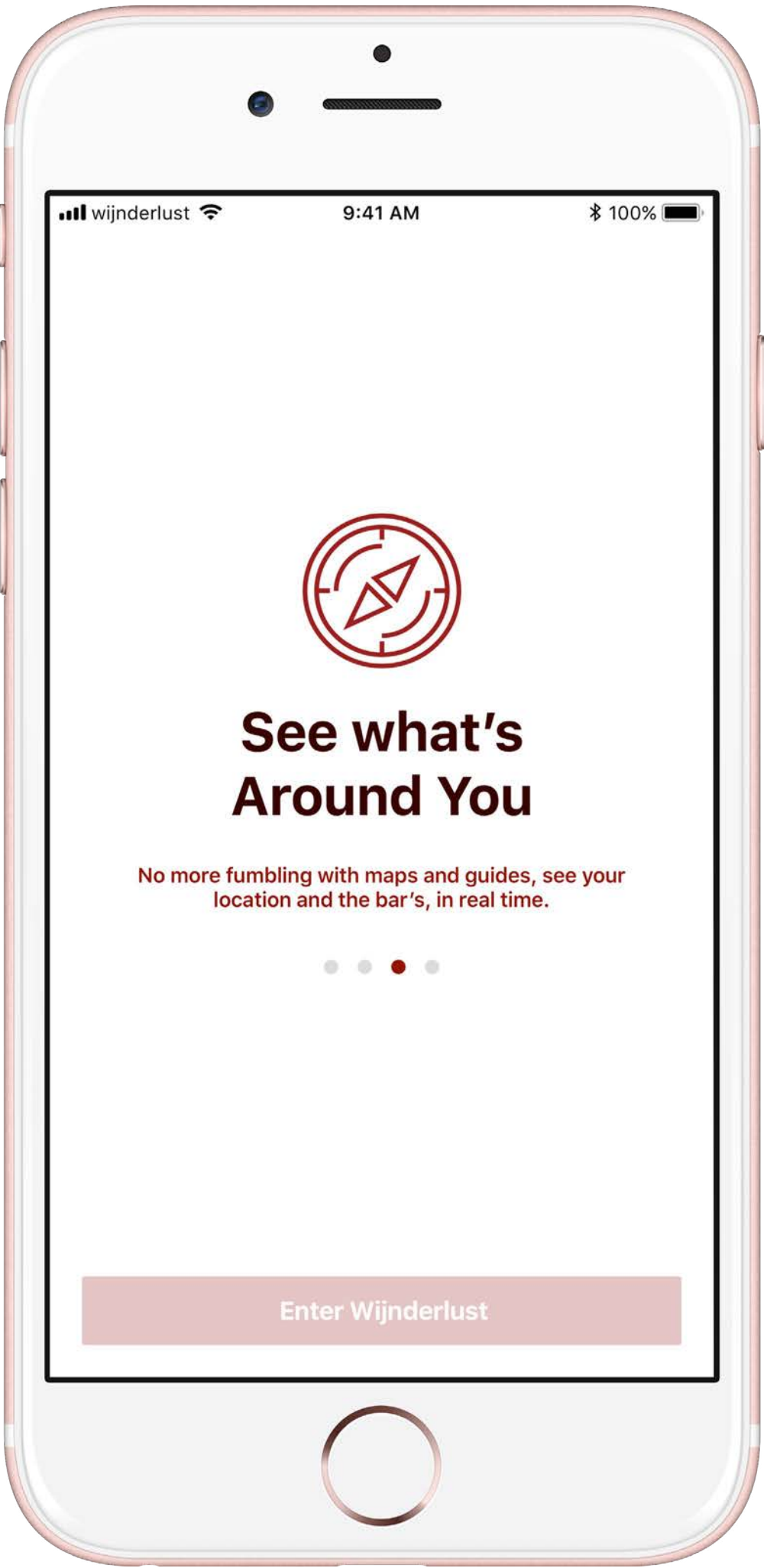
# 2.9.3 - High Fidelity UI Designs - Sign Up Flow (Cont.)



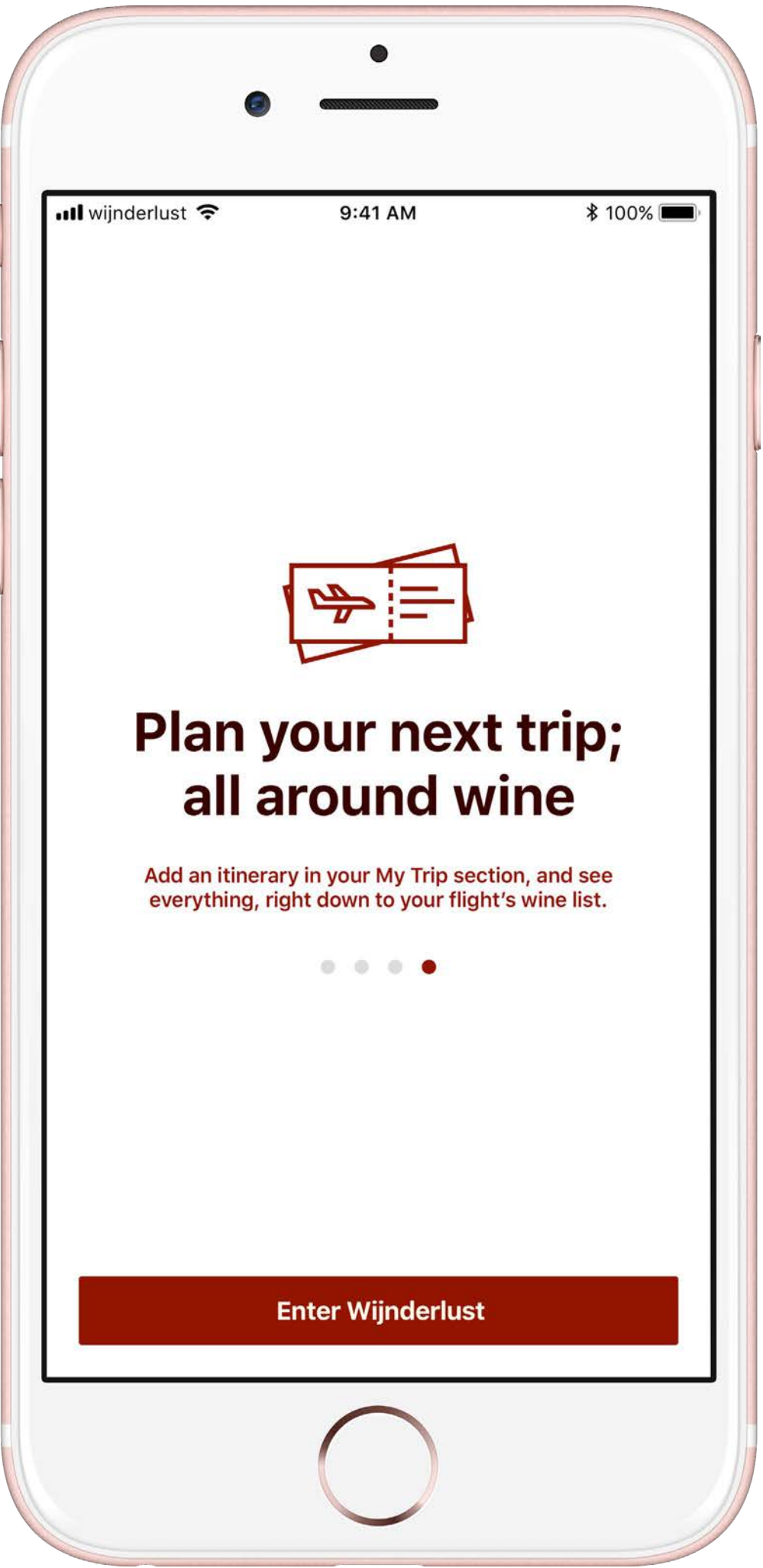
User is welcomed to Wijnderlust. They now need to swipe through the onboarding slides to get info about the app's features.



First onboarding gives information about the inspiration tab.



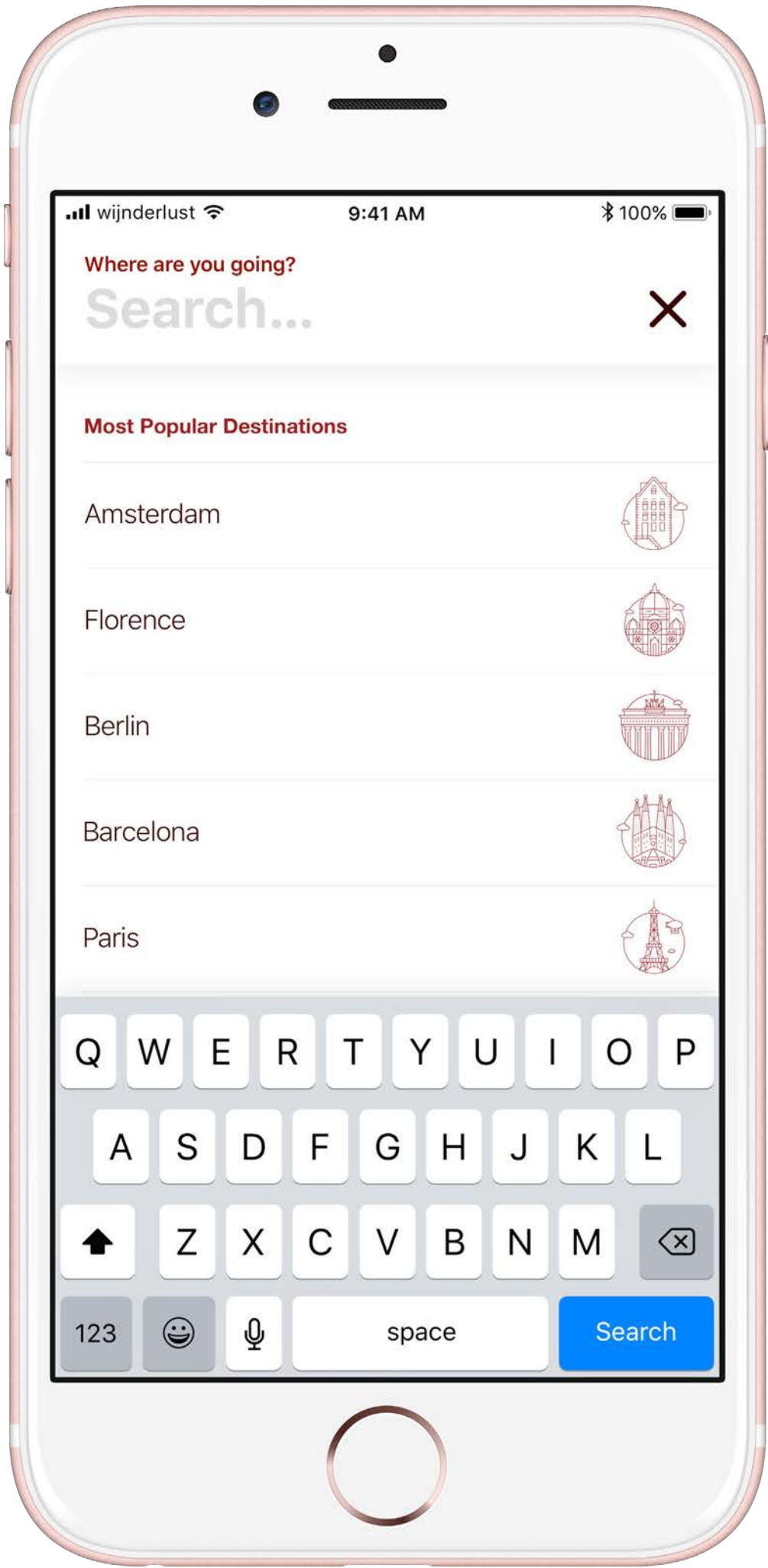
Second onboarding gives information about the around me tab.



Third and final onboarding activated the 'Enter Wijnderlust' button, and tells them about the Itineraries and My Trips screen.



# 2.9.4 - High Fidelity UI Designs - Add New Itinerary Flow



Users start from the 'My Trips' screen (see core screens) - and press the '+' symbol. They are then asked for the destination.



After searching and selecting a destination from the list, they are asked when they are going, and to select from a calendar.



When the user has selected a date range, they can 'Save Itinerary'.



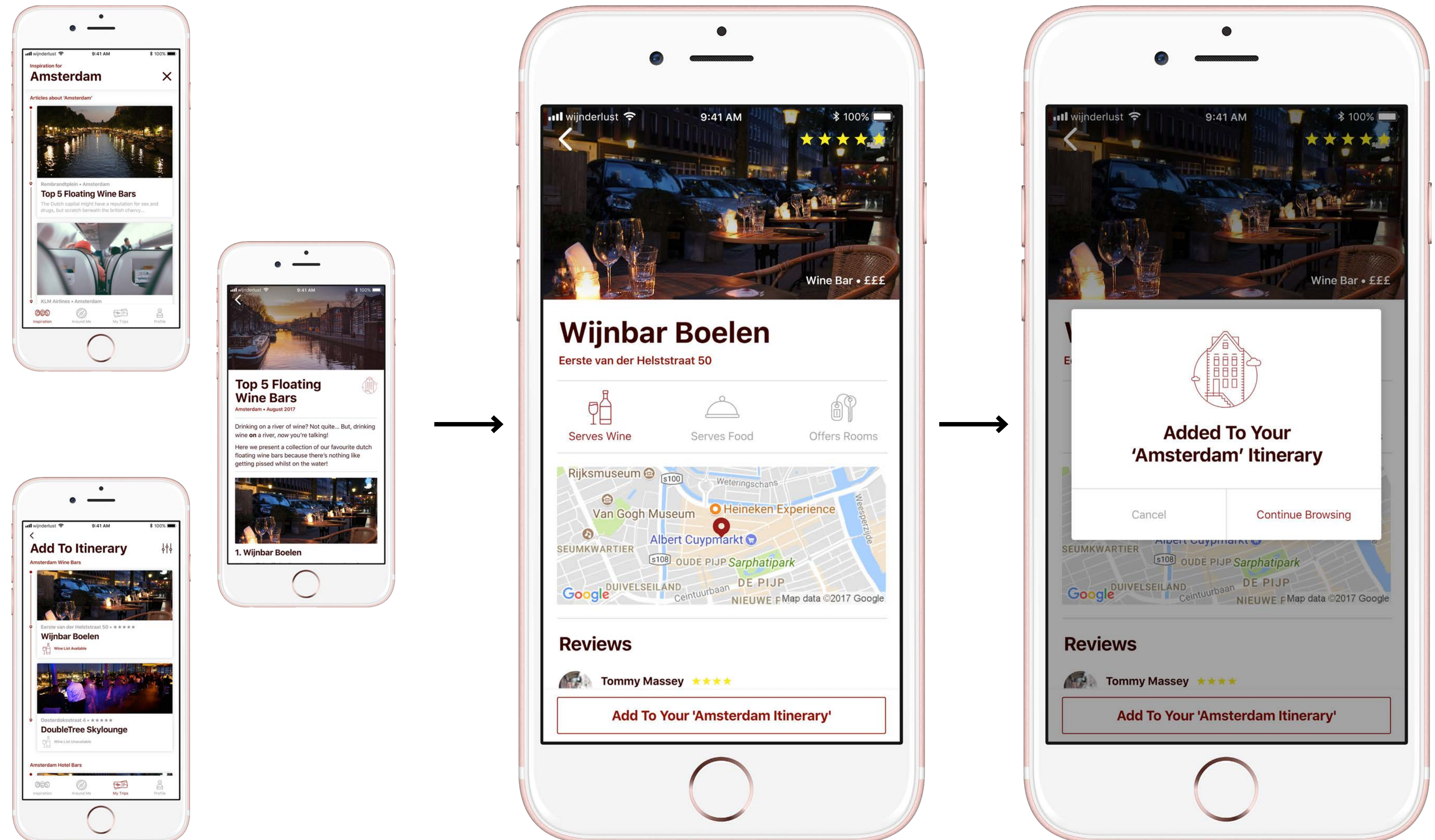
A confirmation is displayed giving the option to view the itinerary (empty) or explore the destination, giving a list of places of interest.



## 2.9.5 - High Fidelity UI Designs - Add Item to Itinerary

There are many potential routes to a 'Venue Profile'; this is because the Venues are the heart and soul of the app, and creating itineraries is the main action I want to push users to try and achieve.

The examples on the right are 'Inspiration Search Results' (**top**), an 'Inspiration Article Interior' (**middle**) and the 'Add to Itinerary' screen (**bottom**). However, the venue profile pages are accessible from the Around Me section too, as well as trip history and reviews.



When looking at a venue, users have a sticky button at the bottom to add that place to an itinerary.

When pressed, they are given an alert to confirm their action. They can cancel, or continue to browse from this model.



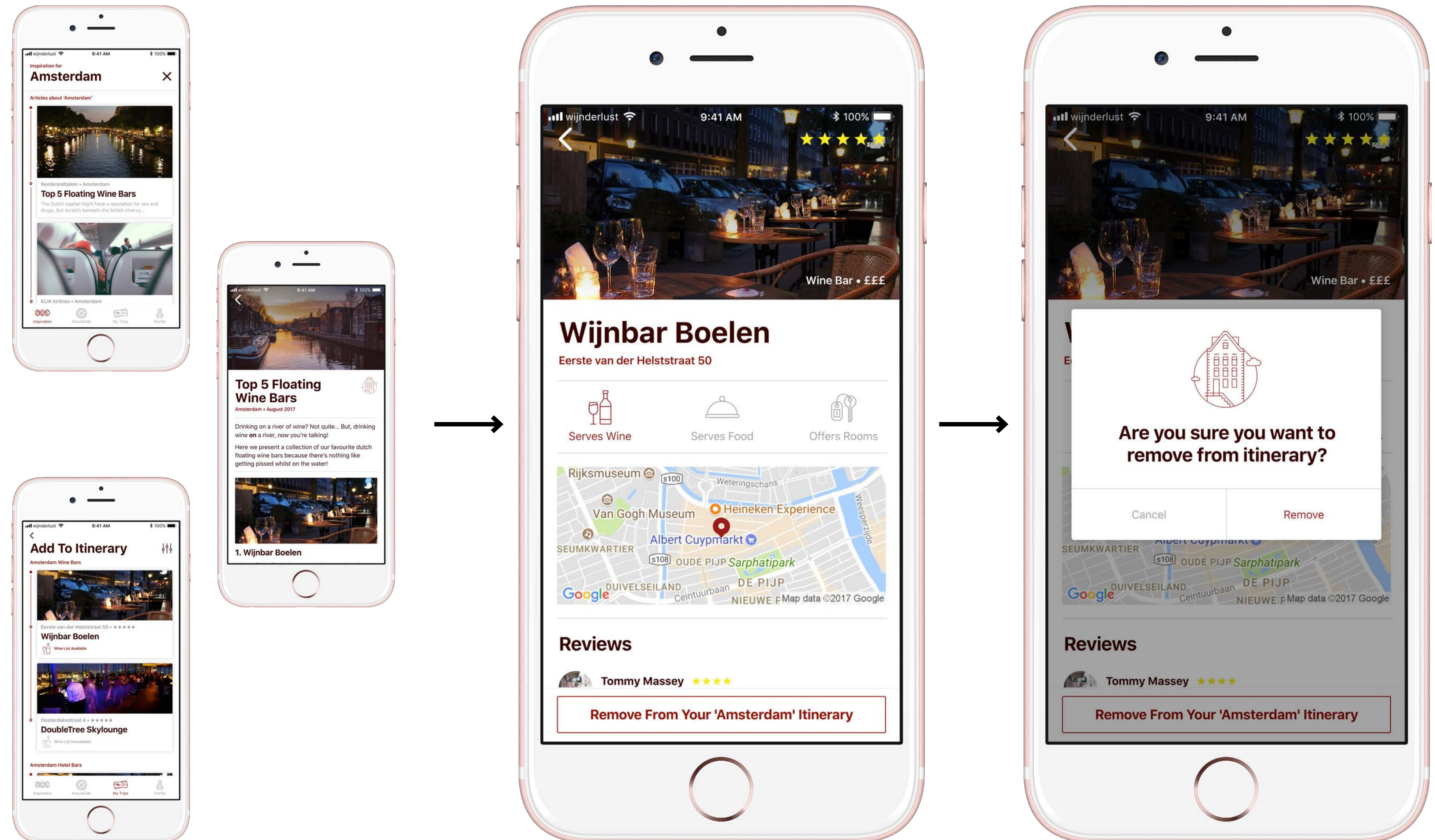
## 2.9.6 - High Fidelity UI Designs - Remove Item from Itinerary

pg. 41

As mentioned on the previous page, there are numerous ways for a user to view a venue's page.

If that venue already exists on the user's itinerary, then instead of an 'Add to Itinerary' button, they are displayed the inverse; "Remove from Itinerary".

The process is largely the same, but the intent is obviously different.

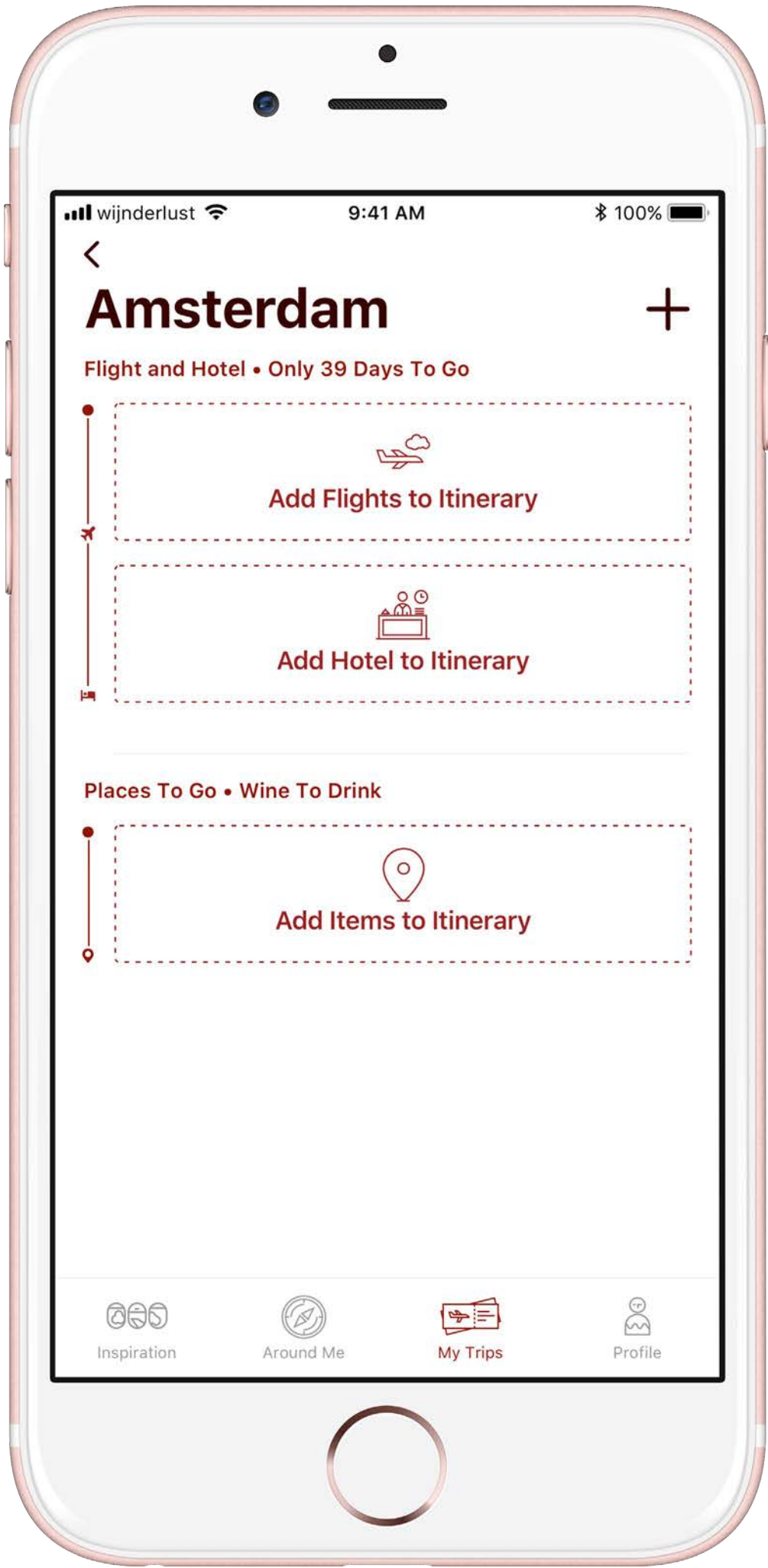


When looking at a venue, users have a sticky button at the bottom to add that place to an itinerary.

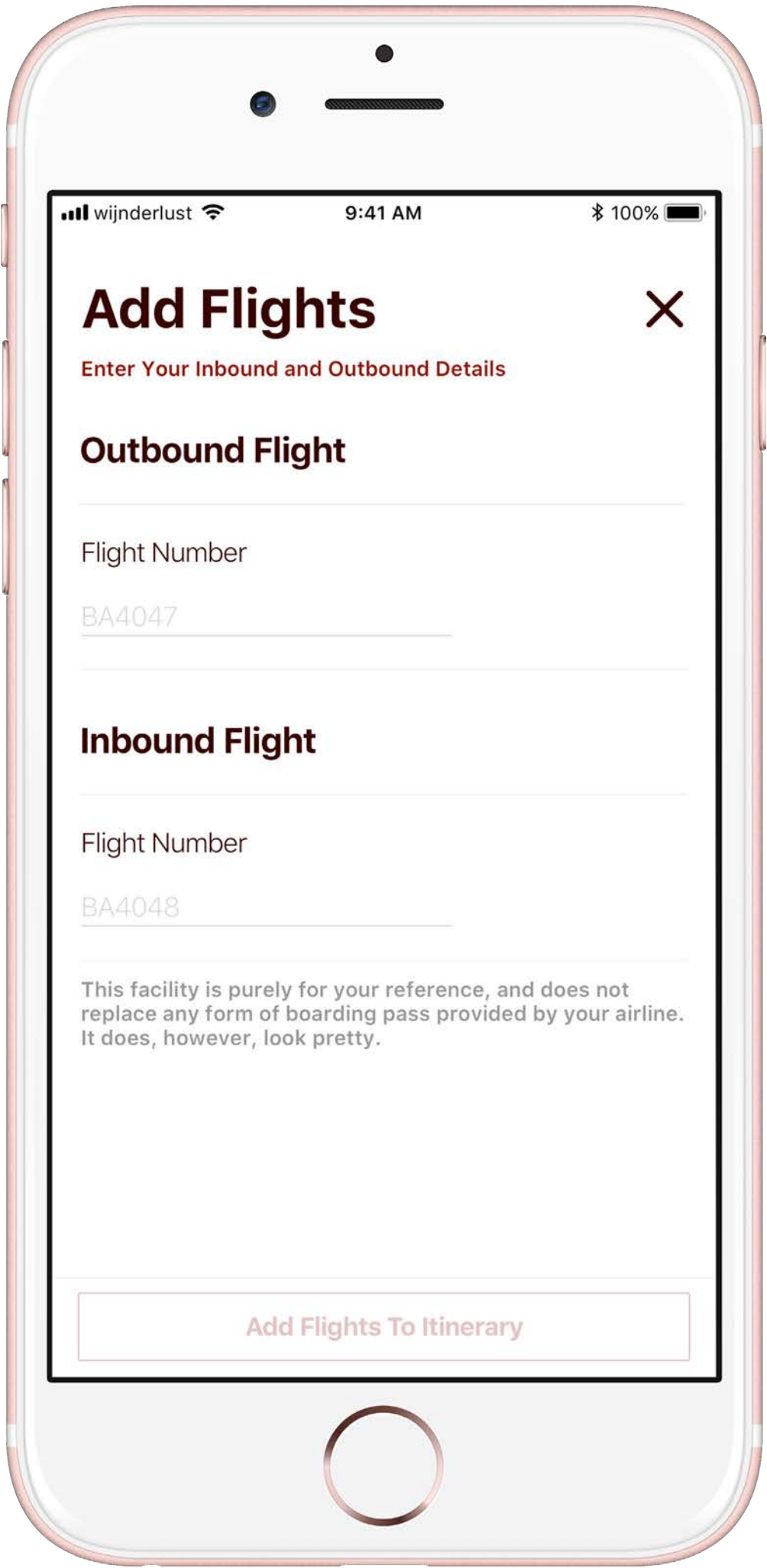
When pressed, they are given an alert to confirm their action. They can cancel, or continue to browse from this model.



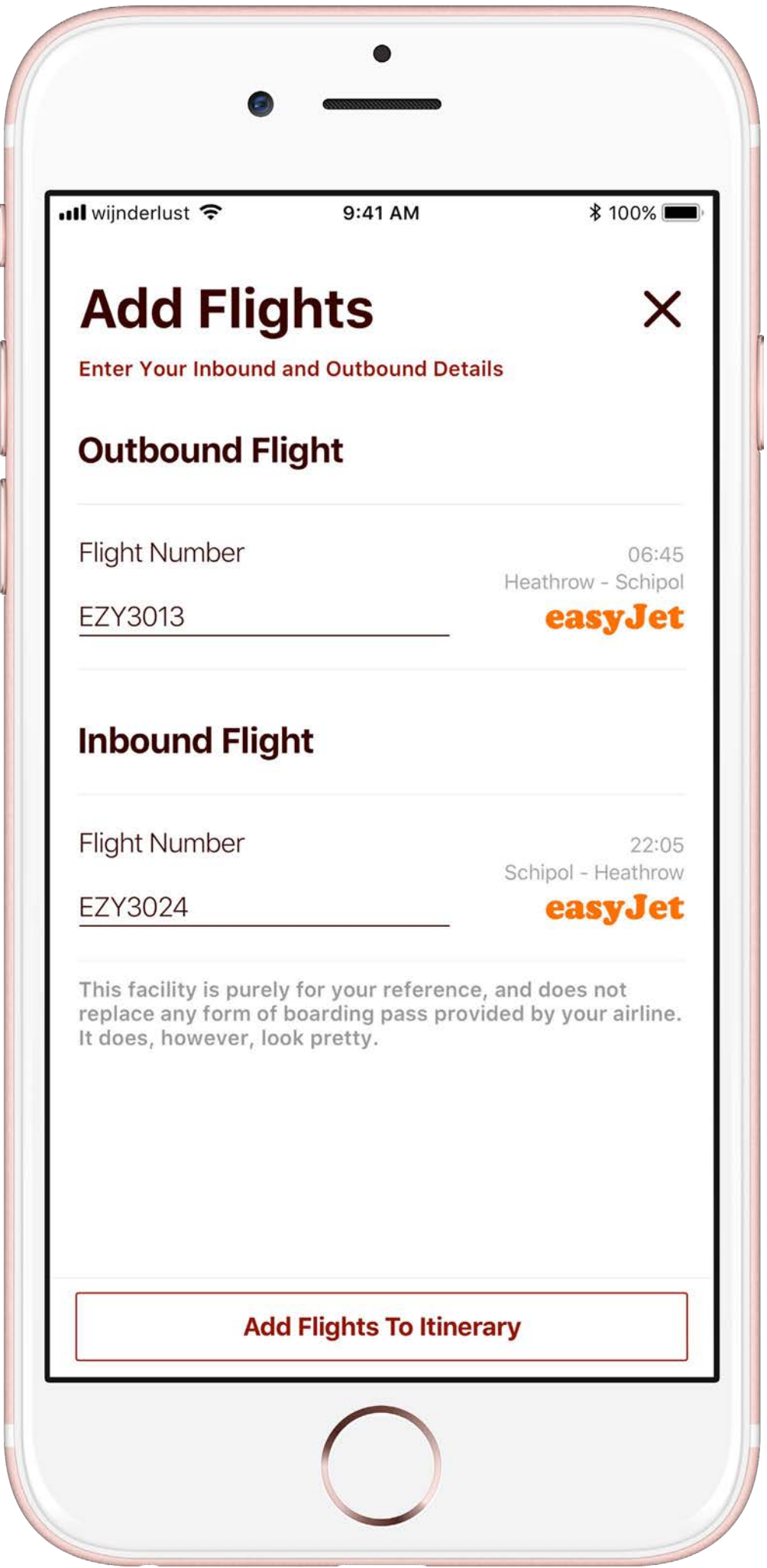
# 2.9.7 - High Fidelity UI Designs - Add Flights Flow



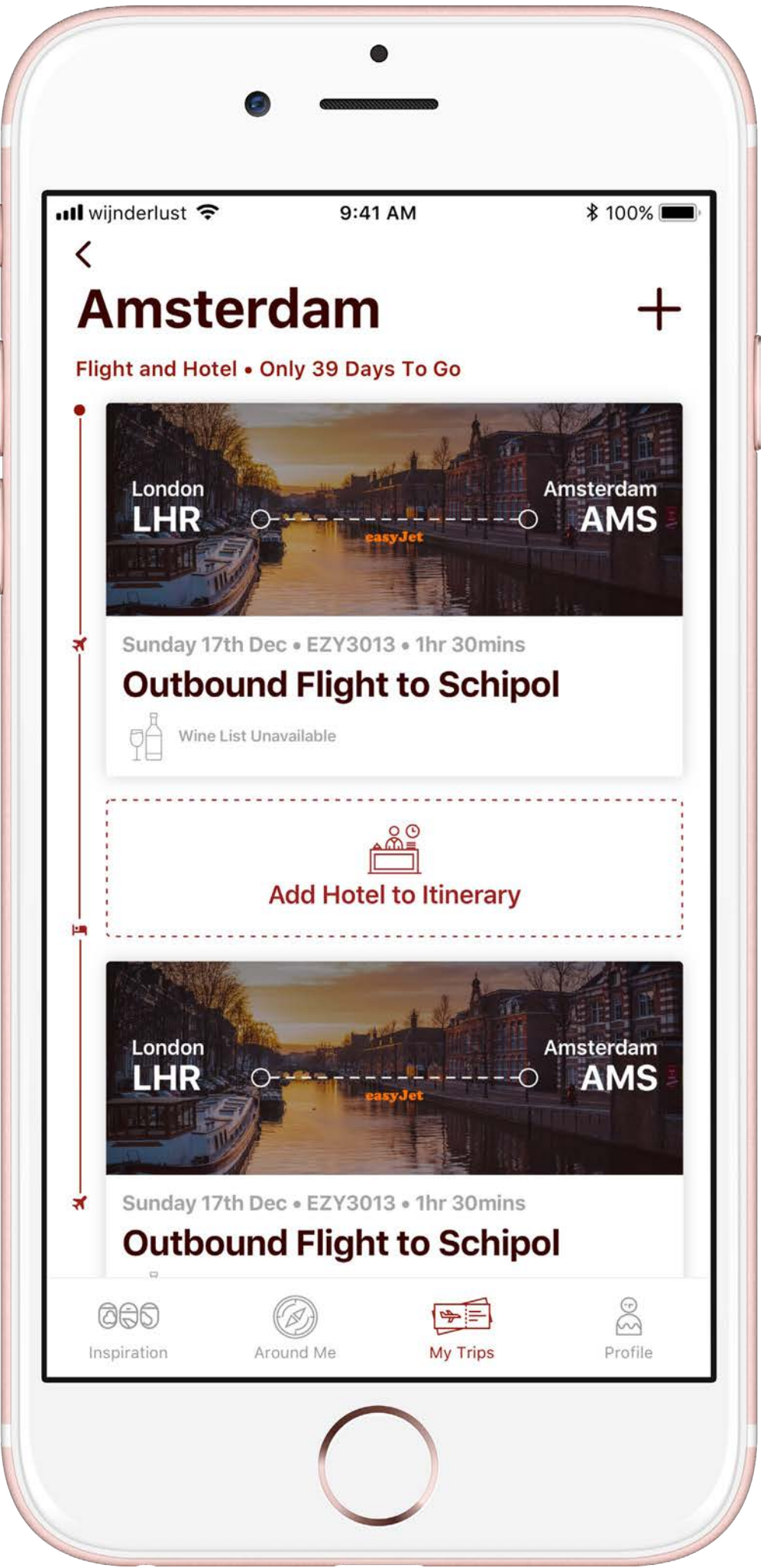
This is an empty itinerary. The user adds flights by tapping on 'Add Flights to Itinerary' (top).



They are then presented with this screen, asking for their flight numbers for both flights.



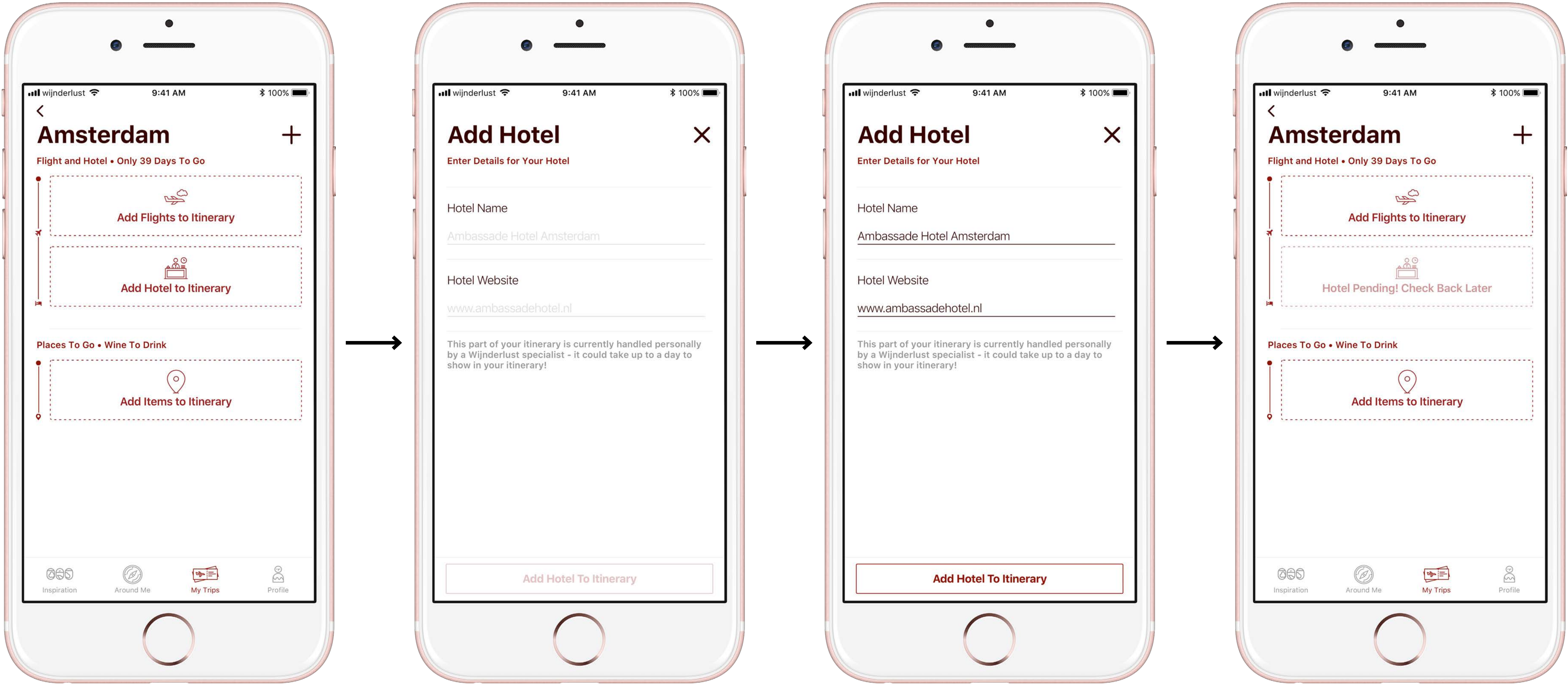
The flight number is parsed, and the flight information returned on the right hand side. The user then presses to add the flights.



The flights appear in the itinerary. They display airport, time, airline, and destination information on their cards.



# 2.9.8 - High Fidelity UI Designs - Add Hotel Flow



*This is an empty itinerary. The user adds hotels by tapping on 'Add Hotels to Itinerary' (middle).*

*The user then inputs their hotel information, consisting of the name and the website.*

*This section is then handled manually by a team, until a suitable API with this information is found.*

*The user's hotel is pending, and when it is added by a team member, the card will display name, wine list, and photograph.*



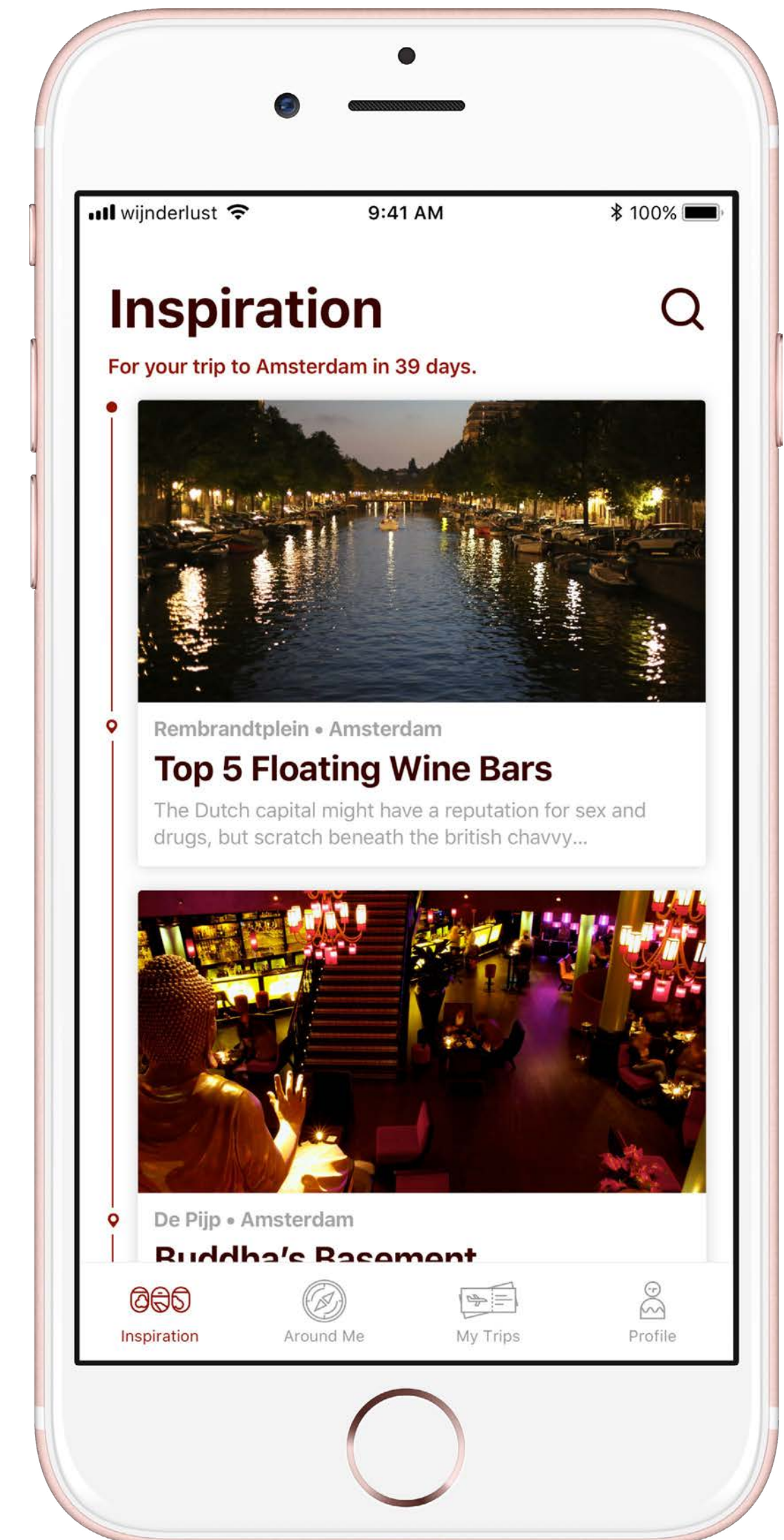
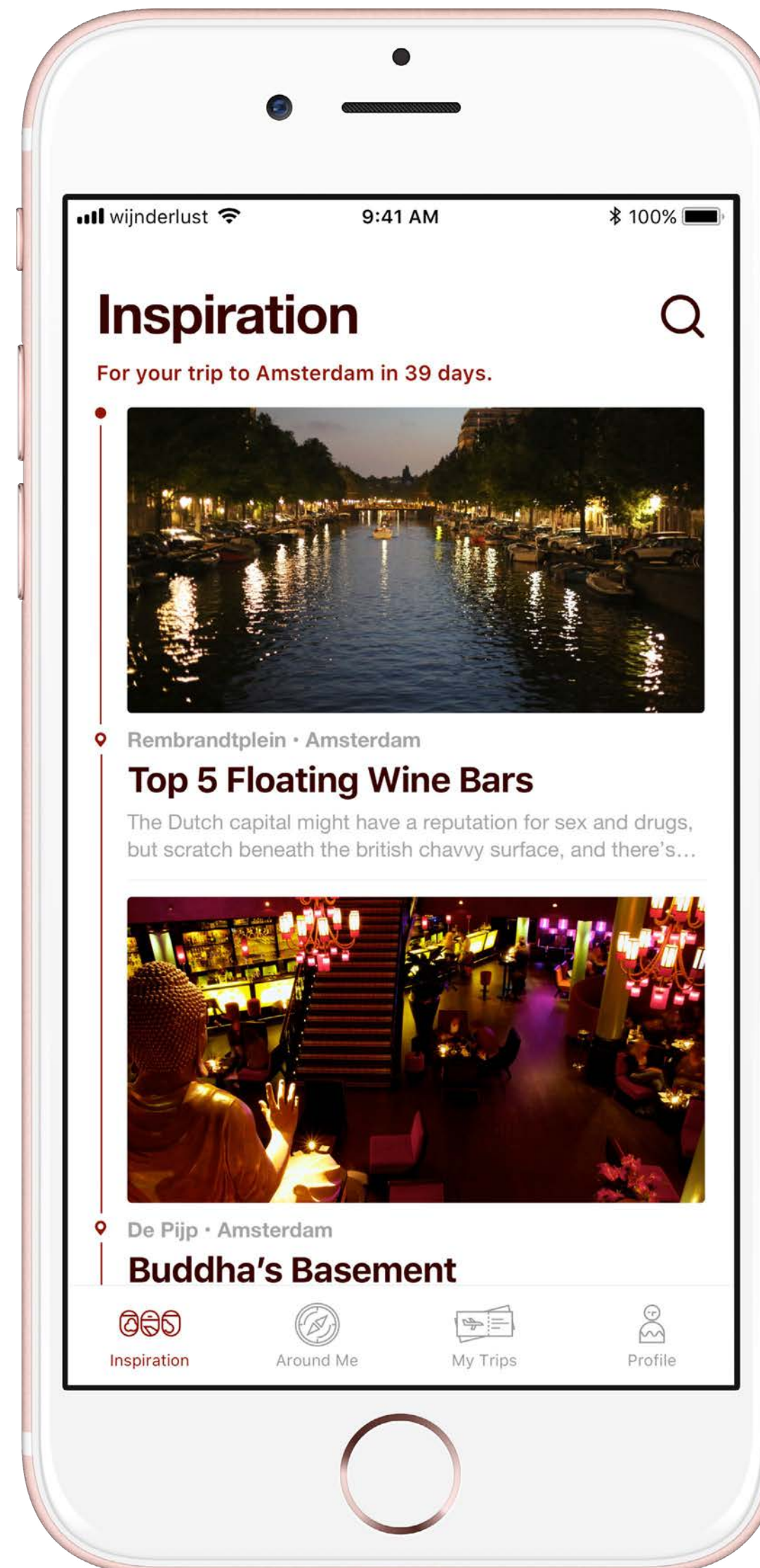
## 2.9.9 - High Fidelity UI Designs - Implementing User Feedback (Cont.)

pg. 44

Throughout this project, I have been acting upon informal feedback from friends, family, colleagues, and tutors. This section briefly outlines how their feedback shapes the finished product.

Firstly, there was a small confusion about interacting with the product when I first designed it. Originally, the information was presented as a flat list, not as this 'card-style' which has prevailed. This led to users feeding back confusion about whether it was clickable, or whether "that was it" and "it was just a list". There were a couple of ways to combat this - I could have introduced buttons for example. I didn't do this, as I felt that having red buttons everywhere would make the screens look peppered, overpowered, and would reduce the importance that users regarded them with. On the right (*nearside*) is the original design, and on the right (*far side*) is the current, implemented style.

I feel this keeps the minimal style of the application, but does steer users a little bit more, ensuring they realise they can tap on these elements.





## 2.9.9 - High Fidelity UI Designs - Implementing User Feedback (Cont.)

pg. 45

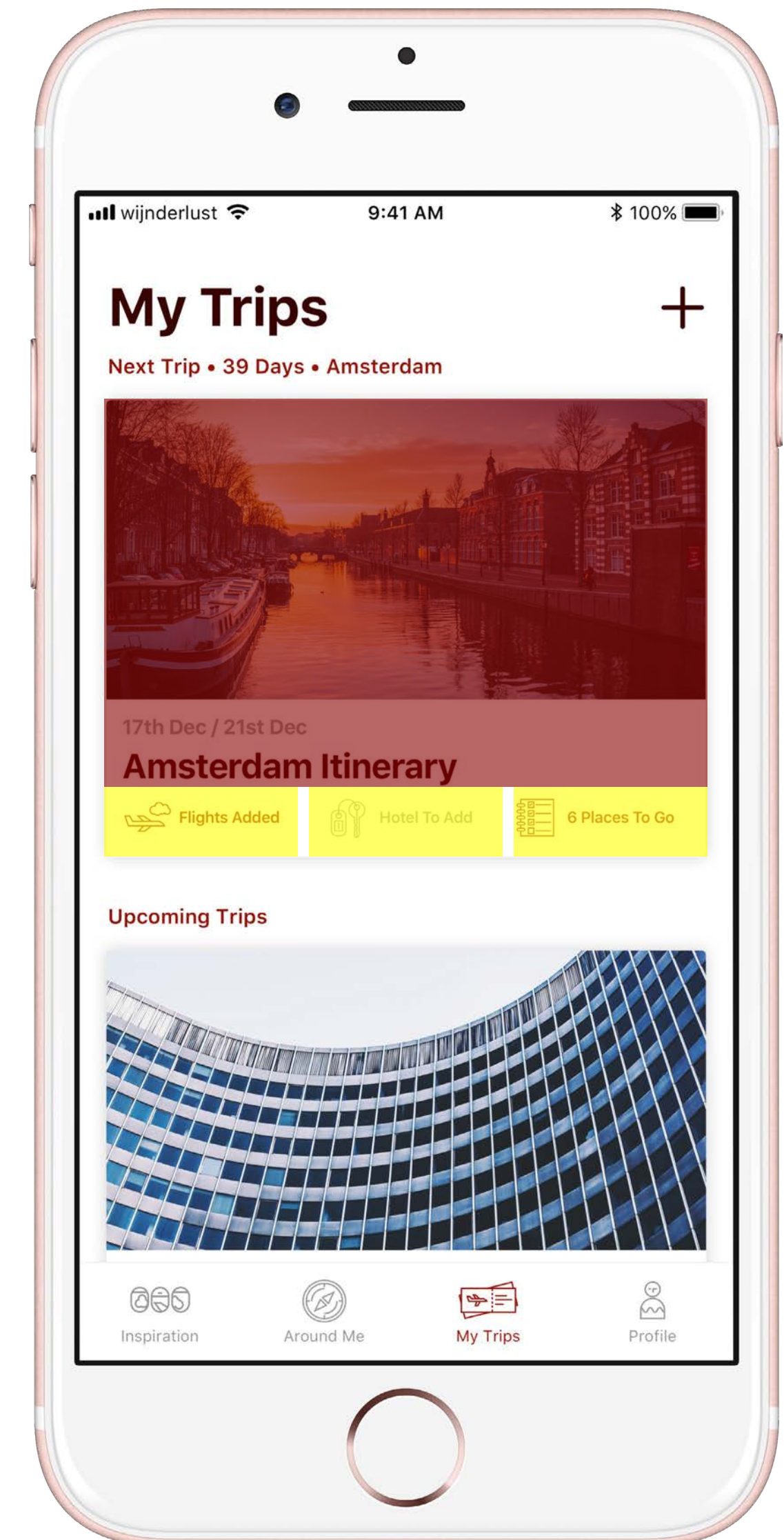
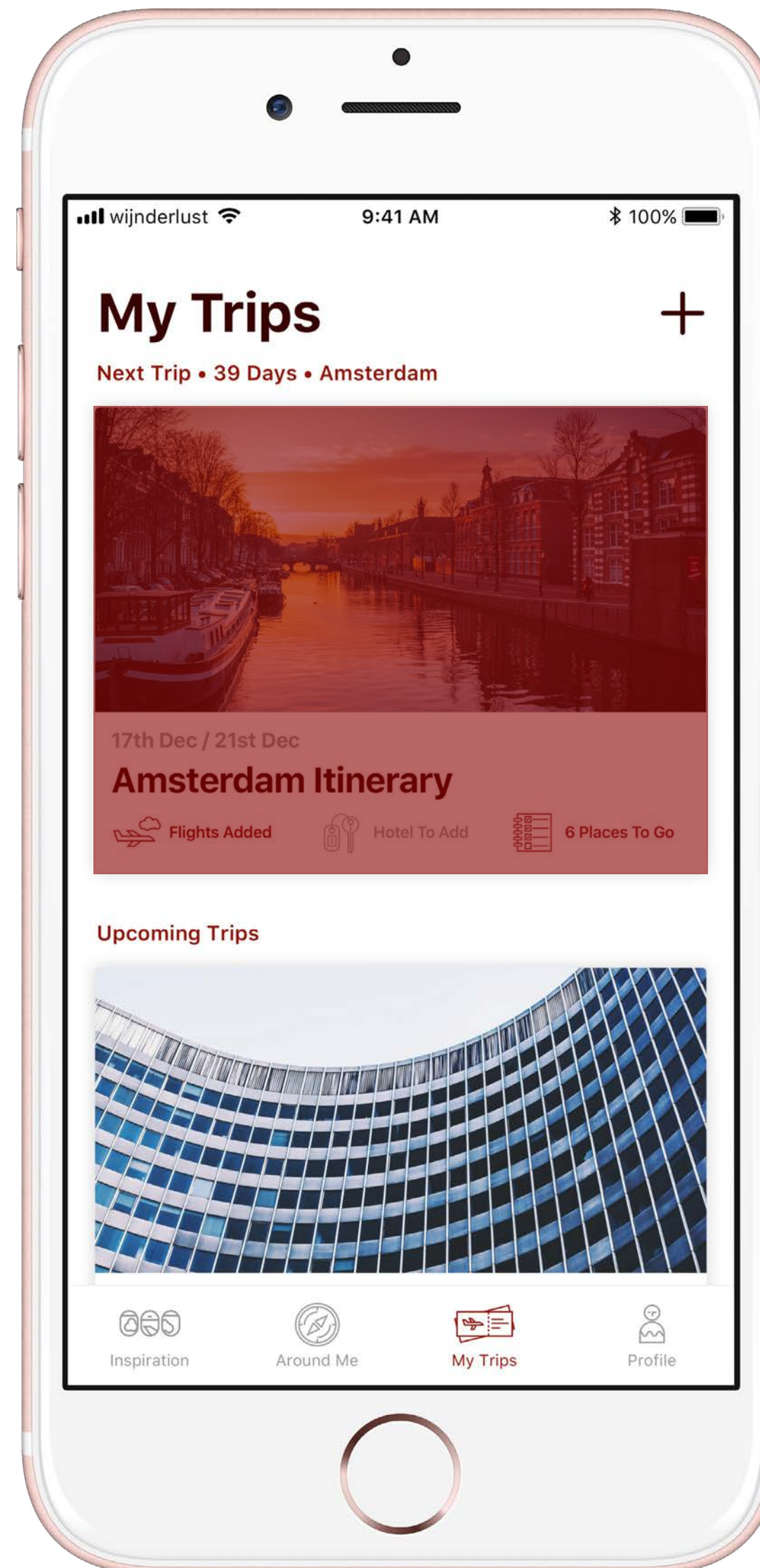
This piece of feedback centred around a small amount of confusion about the status indicators on the trip itineraries. Essentially, the little elements which show 'Flights Added' 'Hotel To Add' and 'Places To Go' look like buttons.

Originally, these were just intended to be small indicators so the user could see at a glance which pieces of their itinerary they still had left to add. However, the feedback that they should act as buttons, and do different things was interesting.

Therefore, in implementation — due to lack of functionality in Invision — these buttons will each do something different. If the user presses the flights one, they will be taken and scrolled to the part of the itinerary which has the flights. This will also be the case for the Hotel and Places To Go buttons.

On the left hand side image, is the way that this element would previously have worked, with the semi-transparent red box reflecting where was pressable by the user.

On the right hand side image is how this will be built out in the implementation stage; the whole area will still be tappable (red box), but the individual elements will take the user to a different section of that page; as indicated by the yellow boxes.





## 2.9.9 - High Fidelity UI Designs - Implementing User Feedback (Cont.)

pg. 46

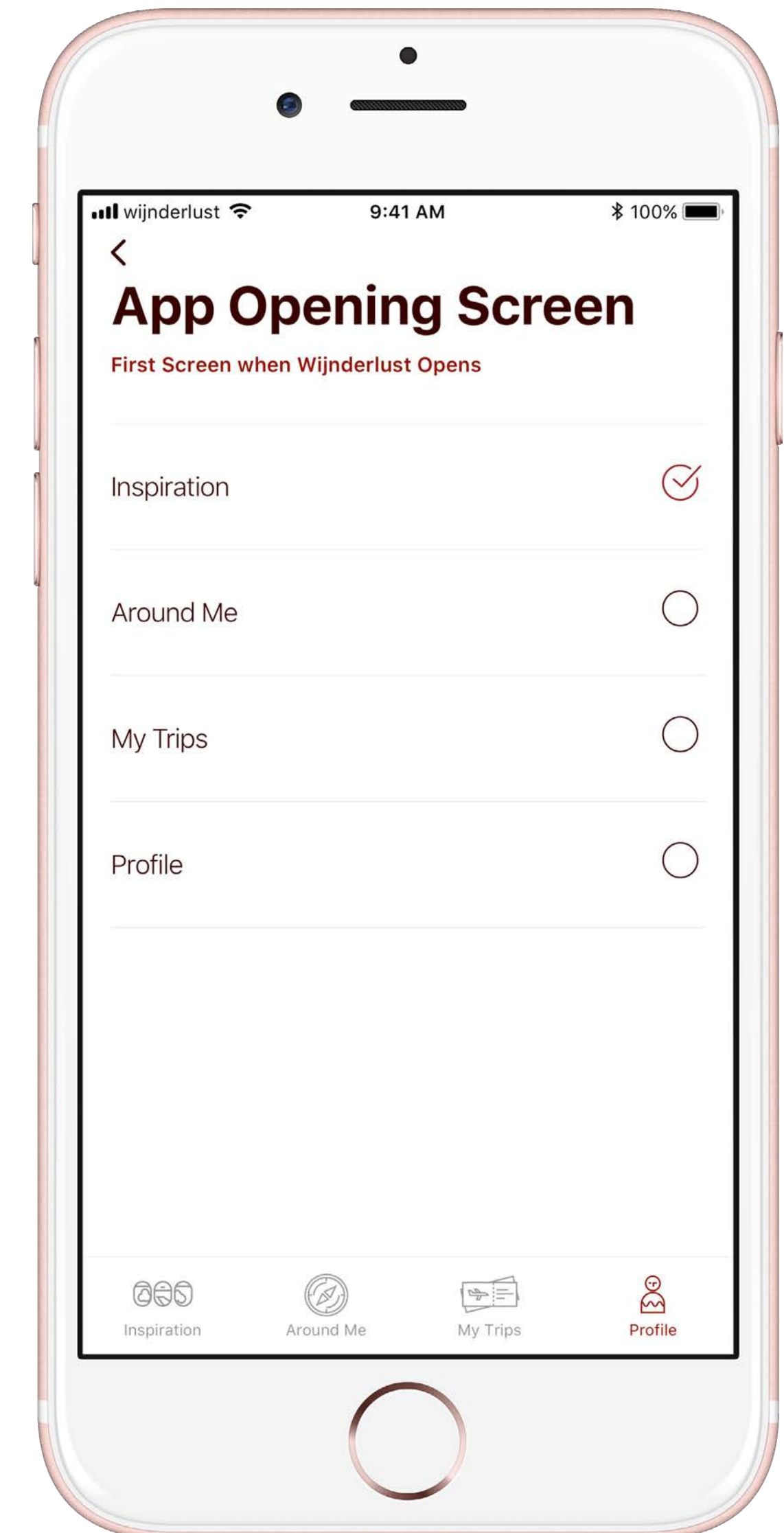
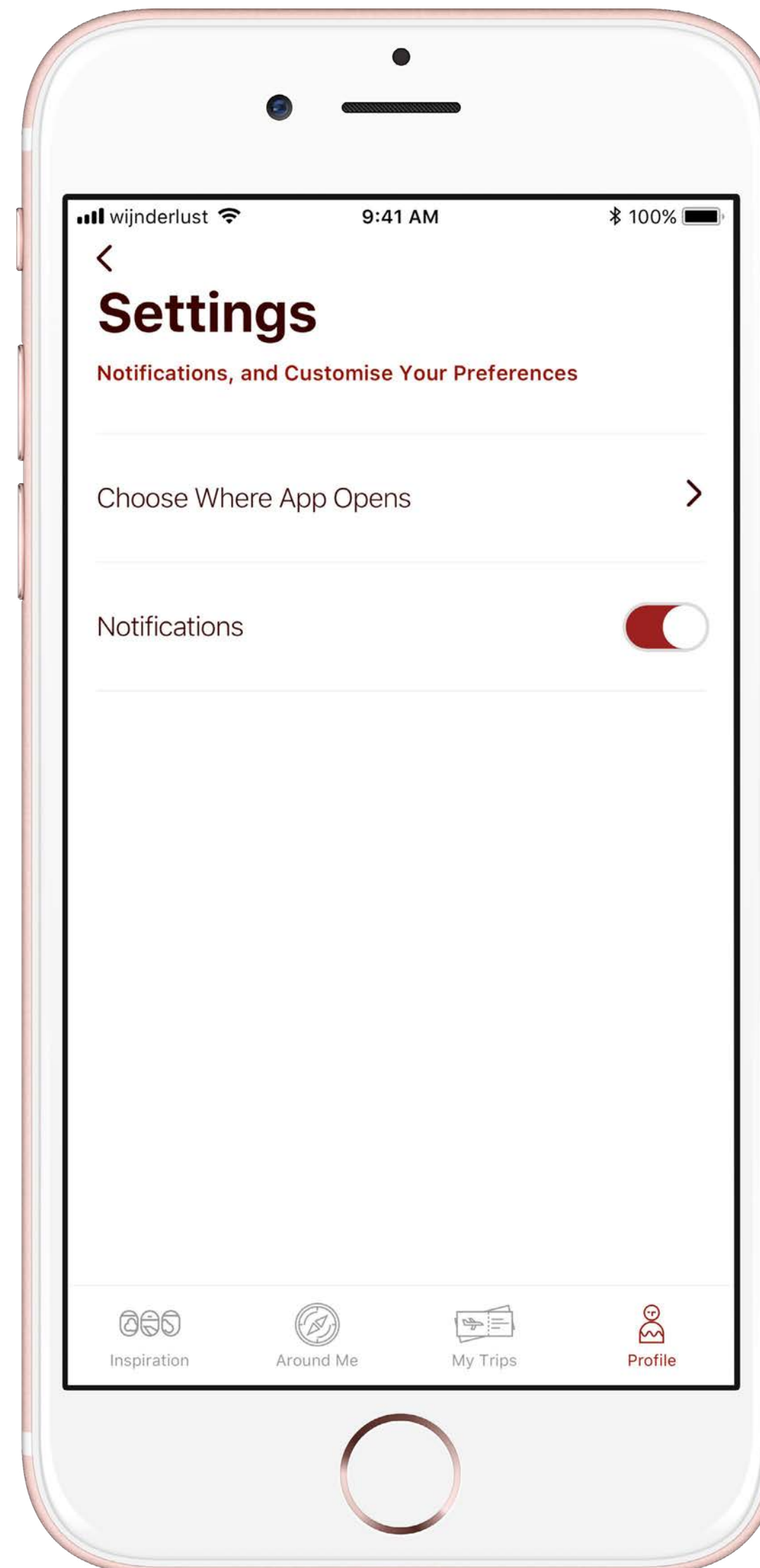
One final, but quite interesting piece of feedback takes its inspiration from a competitor application - Vivino. Essentially, as different parts of the application serve different purposes, it is not a large leap to consider that one user might solely use the 'My Trips' functionality, and not very much else. Therefore, opening the application every time to the 'Inspiration' tab doesn't make much sense.

Therefore, in Profile -> Settings, I have added a new setting, allowing users to select from the 4 main tabs; which one they would like to have as the default screen on launch.

This is a minor piece of functionality, but something that users will genuinely find useful, even if it saves them 1 or 2 clicks every time they use Wijnderlust.

To conclude; there are several more screens which have been designed and constitute the app as a whole, which I have included without annotation on the final couple of pages.

I have also built a fully interactive prototype using Invision. This has been packaged with my submission, but can be viewed at the link on the next page. This provides a much clearer insight of how the app will look and feel, and how a user would move through it.





A background image showing a bottle of beer being poured into two glasses. The beer is golden and bubbly. The scene is dimly lit, with a dark overlay covering the entire image to make the white text stand out.

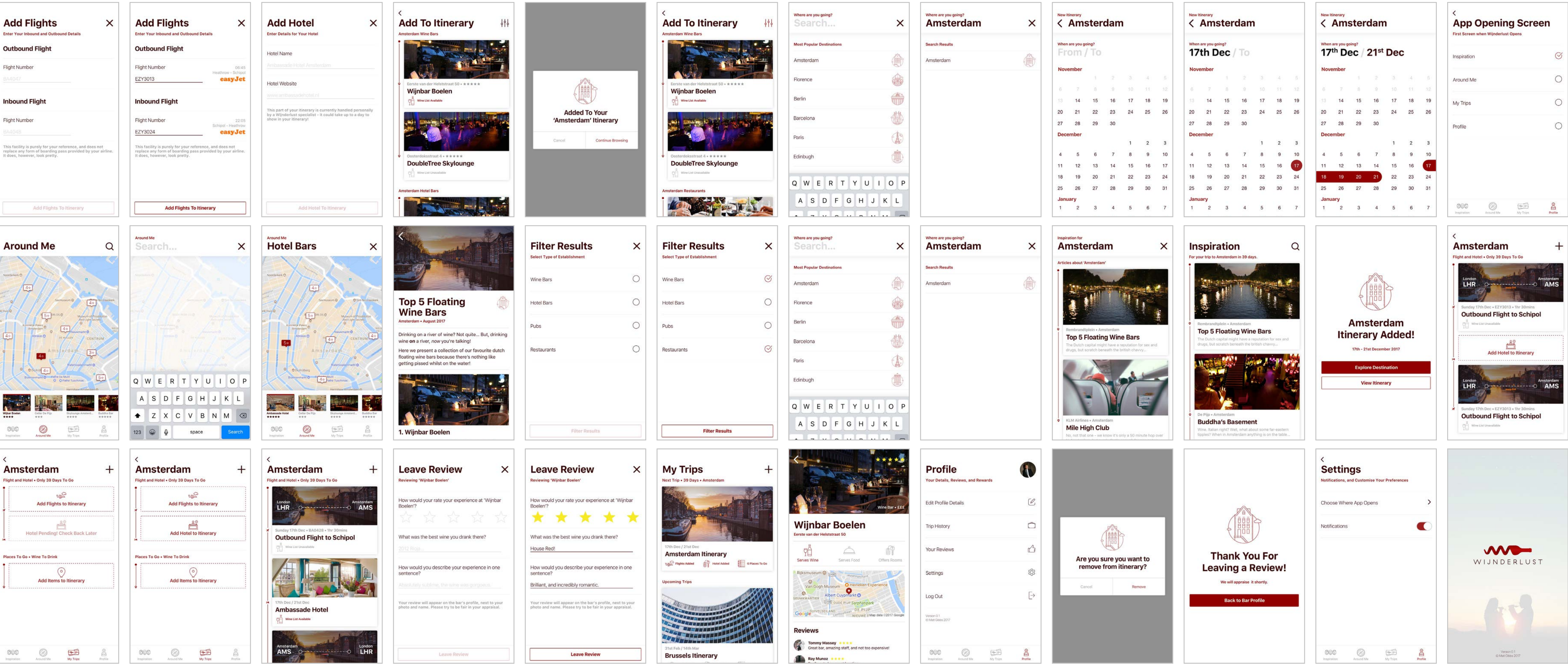
# Invision Interactive Prototype

This details specifically, in high-fidelity, how the user will move through the application, and specifically what those areas of the application will look like. I have bundled it with this submission, or it is available at this [link](https://invis.io/QRERWOHV4).

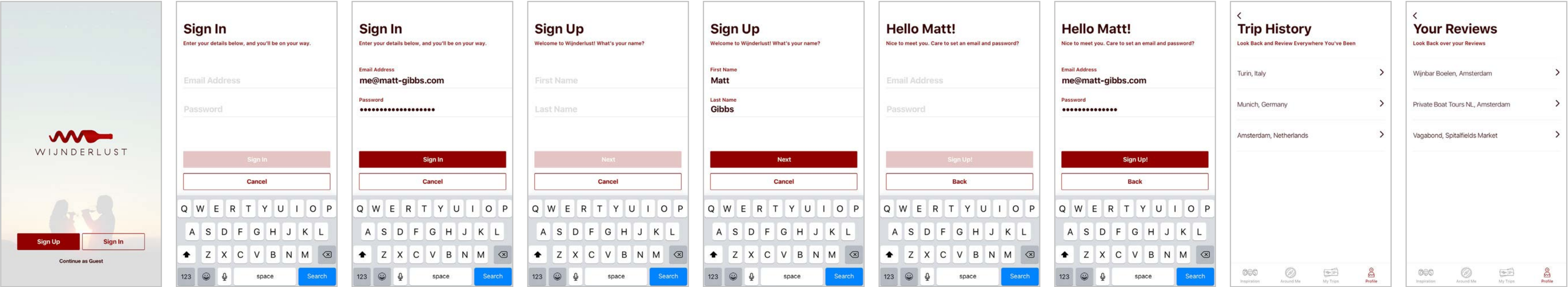
**<https://invis.io/QRERWOHV4>**



# Appendix - All High Fidelity Designs









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**Informing Articles (No In-Text Citation) & Asset Credits**

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