VOYAGER

PROBLEM STATEMENT
Frequent flyers are having large amounts of time wasted during their travel..due to unforeseen delays,long waiting times and a lack of timely information.

BRIEF
Learn this communities behaviours, customs, frustrations and goals. And then find try and find a business opportunity (if there was one to be found).

CHALLENGE
Was a mobile solution possible for this community and if so - could we pinpoint the pain points that could help this very fussy community get about their business. At present this community pains such as: Flight Delays / Cancellations to flights, No real updates to delayed flights and . Then with queues causing delays from starting point at the airport up through boarding the aircraft.... it was going some very thorough research.

DURATION
14 days in June 2017

TEAM MEMBERS
Shachi Kaul and myself, Daryl Lee

I PARTICIPATED IN...
● User Interviews (about 23 in all),
● Contextual Enquiry, User Journey Map,
● Competitor Analysis and Affinity Mapping.
● Then brand and logo design and used
● Sketch for the Prototype.

TOOLS
Sketch, Photoshop, Sharpies and many Post-its and plenty of wall space.

RESEARCH

INTERVIEWS & AFFINITY MAPPING
23 Frequent Flyers researched and two sets of user groups looked at (28-35 yrs old) and (35 yrs +). I also sourced users from Facebook Frequent Flyer Groups and Meet Ups for Frequent Flyers to give more perspective to what we were doing.

Then with Affinity mapping their frustrations became very clear:
1) Delays, Cancelled Flights 2) No Updates to airlines (that were accurate) 3) Boredom

It was all under the umbrella of 'wasted time' for these to very busy business people.
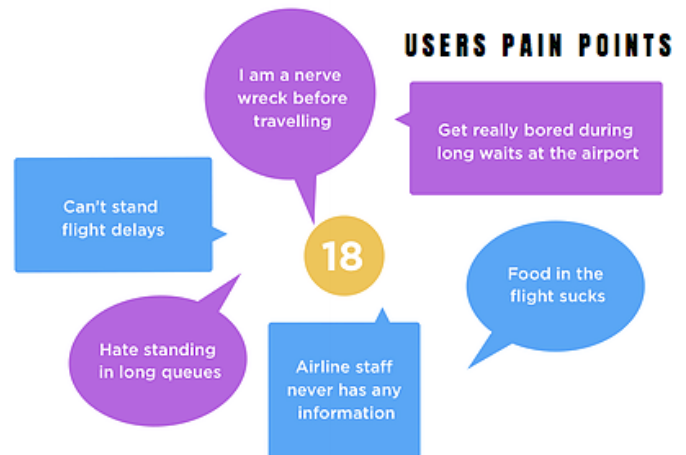
DEMOGRAPHICS COVERED
Within our research we had demographics of 18 people from 25-60 yrs of age from across the globe.....and this gave us clear insights on their travel trends to reveal more to us about Frequent Flyers and how Business Travellers were being affected by the pains time being wasted in plane travel and how it affected them.

INSIGHTS
There is a clear difference in the way Old and Young Frequent Flyers travel, irrespective of gender.

USERS PAIN POINTS

CONTEXTUAL ENQUIRY

I observed many people going through the airport and in queues at check-in / customs / food hall / departure gate. The best observation to make was the over use of mobiles while people were waiting - the boredom factor was apparent to many.

DESKTOP /SECONDARY RESEARCH

With so much information already, my team member got a global perspective on this subject from Forbes and SITA 2015 surveys and mirrored our own findings.

1) Long Queues 2) Long Delays

(The Forbes survey covered 460 global travellers and the SITA survey covered 1411 U.S. travellers through 66 airports in the U.S.)
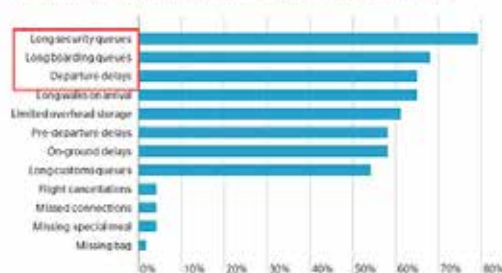
KEY FINDINGS

1) Frequent flyers aim for well planned travelling 2) They don't welcome hurdles or adventure 3) They are ready to use technology to help them travel efficiently.

KAYAK

- Focus is on booking and planning
- Gives you the best rates
- Organises your Trips

- Non-Predictive
- Doesn't suggest alternate plans
- Doesn't give status info

TRIPIT

- Focus is on managing and planning
- Gives Status Info
- Organises your Trips Well

- Non-Predictive
- Doesn't suggest alternate plans
- Doesn't show airport facilities

GOOGLE TRIPS

- Focus is on managing and planning
- Well designed Interface
- Destination Guide

- Non-Predictive
- Doesn't suggest alternate plans
- Doesn't show airport facilities

COMPETITIVE ANALYSIS

Kayak, Tripit and Google Trips were 3 sites I looked into and found that most cover there areas well. They did not deal with **alternate plans** and were not **predictive** to suggest **alternate flights** to take prevent being stuck at the airport.

THE JOURNEY MAP & PERSONAS

My team member worked up two Personas. Our main Persona was Tom Abbott, a Businessman flying from Sydney to London and the Secondary Persona dealt with a younger Frequent Flyer

George Muller aged 33. Even though there were two very different persona's the findings were
that the frustrations were exactly the same: Delays, No real-time updates, Queues throughout
the process - but for Tom our main persona, this affected him more due to his constant business requirements to be at business meetings on time. Tom's Journey Map now contains the Solution
to his airport pains by using the Voyager App.

SOLUTION STATEMENT

To help Frequent Flyers prevent their time being wasted during travel by helping them reach their destination quickly & enable them with maximum time optimisation by using the Voyager App.

BUSINESS OPPORTUNITY

NEEDS OF FREQUENT FLYERS
1) Frequent Flyers want to avoid any unnecessary time spent during travel
2) They want to optimise their time while travelling

THE GAP
1) There are many existing products that cater to Flyers & Travellers
2) While they help in managing & booking the trips, they don't prepare/warn or give alternate solutions to flyers when required

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MUST	SHOULD	COULD	WONT
· Provide predictive information	· Help flyers travel efficiently	· Provide information on how the product works	· Book new tickets/trips
· Provide current status/ information	· Provide visual cues for alters		· Won't compare prices for new bookings
· Provide ways for maximum time optimisation	· Integrate features to aid in marketing		· Won't be a holiday guide
· Keep the user data secure			

UNIQUE SELLING PROPOSITION

Our MVP (above) needed to have these key features such as a Predictive info algorithm, Current Status of an a late flight (by finding it on a map) and find ways to give the maximum time optimisation by suggesting alternate times to be at the airport...i.e: when people traffic is expected to be heavy, but most importantly suggest alternate flights if an airline is going to be so late (or) delayed to the user asap!

DESIGN SOLUTIONS & TESTING

And so the pencil and paper came out and the sketching began and I put
done all the things that the information had led us to. But quickly realised
that this was going to be information driven and a hierarchy of information
for current status and updates needed to be in place - so rough pencil
sketches needed to move quickly into wireframes to clearly give clarity for
us and for user feedback to be taken into account with iteration 2.

## ITERATION 1

ITERATION 2

THE PROTOTYPE

I started with trying to get the personality right by looking into Branding a Logo to the name Voyager and then set about filtering different ideas to achieve the right look and feel. This is important to get the right look and feel for the rest of the prototype to follow. I always do many mock-ups and this was a selection that I tested and presented for the prototype.

MY LEARNINGS

● Time management was key in this project. Making sure that we kept moving forward meant we were able to complete every step of the process and not get too stuck on one task.

● Owe team played to our strengths and our hearts and minds were totally focused on doing this job properly.

● We got out our comfort zones to make this thing happen and grow our skill set.

VOYAGER APP

IN CONCLUSION
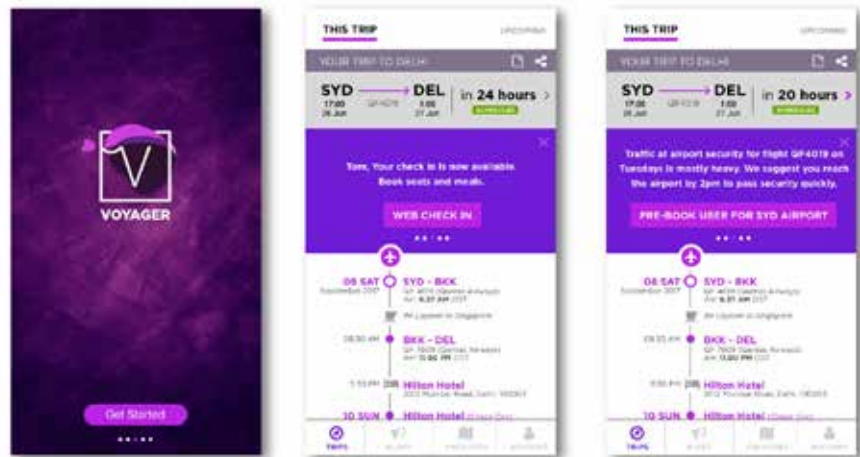
We ensured that Users needs were addressed and was reflected back to us in their feedback at the wireframe / prototype levels. We feel it met their needs by addressing 'specifically' the correct up to date information required by them and gave alternate options to our users. Then to be predictive from past airport traffic in queue times, as well as the usual flight delays - so Voyager could suggest a course of action for our busy Frequent Flyers.

Using various research methods we researched to see if a Mobile solution was the way to resolve this communities pains and see if a business opportunity existed. I went through many User Interviews and Contextual Enquiry that occurred at Sydney Airport and we were able to define an MVP. A wireframe was put together and was tested to get the right design that worked.

The result was a 12 screen prototype using Sketch and Invision. It covers the pain points that our Frequent Flyer would go through and the resolution that the app would provide i.e: If the plane was so delayed, he would be given correct and updated information to see if he should look at an alternative flight and then arrange it. The App needs to be predictive from past patterns on flights and crowds to suggest alternative arrangements to be made. The very point of the app was to allow our user be moving from A-B quickly and efficiently without wasted time waiting at an airport.

TO FOLLOW UP

Our immediate next step would be to do a few more rounds of feasibility testing, do technical research and refine ideas, Refine the interactions, Refine the user interface even more. We learnt to appreciate the value of user testing and iterating early and often. The feedback we had back made the design a more cohesive product.