

Flo *Loco*

UX CASE STUDY

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USER RESEARCH

Mobile App Research Plan Case Study

Background:

Travel is a much-loved pastime and a way to explore other cultures and corners of the world. Due to the pandemic, peoples' ability to travel has been greatly hindered and has changed into something different where no one's quite sure when it will return to "normal" or whether it's changed permanently.

Goals:

To build an app that provides the traveler with useful tools and information that helps them navigate through this new era of traveling during pandemics.

Research Questions:

- What can we do to help the user return to traveling again?
- What are travelers' pain points with regards to travel during a pandemic?
- What is the user's comfort zone and tolerance with travel restrictions, delays, and observance of public health regulations (such as social distancing, wearing masks, etc.)?
- How can this app help the user navigate all the new rules with travel today and begin to enjoy it again?

Mobile App Research Plan Case Study *(continued)*

Methodology:

We will conduct user interviews (up to five). A survey built with a selection of our interview questions will be posted on social media to gain the greatest breadth of participants with various backgrounds, etc.

Participants:

The ideal participants will be adults between the ages of 30-55, who have full lives with family and careers and who carve out time in their busy schedules to travel a few times a year. They're not in the position to quit their jobs to travel nomadically but rather they want to maximize their travel experiences in the limited time they have available.

Proto Persona



Charlie Ames

Charlie recently moved to St. Augustine, FL from Baltimore, MD during the pandemic. He's a productive and hard working guy who enjoys, family, sports, fitness, his church, and community service. Charlie's positive outcome is infectious.

- Age: 48
- Realtor
- Male
- BA in Business
- St. Augustine FL
- Married with no kids
- Tech Savvy with the internet, software, video streaming, social media and apps.

“I’m purposeful with my travel but I don’t want every hour of the day accounted for.”

Goals

- Travel locally throughout Florida and explore his new state
- Eventually travel again in Europe particularly to attend professional soccer tournaments such as the World Cup & Euro Tour.

Motivators

- Health, well-being, clean living
- Physical fitness & being outside
- Connecting with his community, neighbors & church
- His wife and family and being the best version of himself through constant reflection and improvement.

Challenges

Charlie enjoys international travel but feels hindered by the pandemic and how it's impacted the pleasure and ease of travel. He finds the public health restrictions stressful and dampers his motivation to travel abroad.

Sources of Information

My interview

Interview Plan & Questions

Hi, my name is Cathy. Nice to meet you. How are you doing today? Would you take a moment to answer some questions for me? It's for a class assignment and it will only take 10 minutes.

1. Use the five why's
2. What will make you feel safe to travel again?
3. Tell about yourself? What do you do? Your hobbies?
4. Describe how the pandemic affected your holiday plans over the last year?
5. How covid affected you mentally? To come out of stress, what do you do? Will travel help to improve your mental health?
6. What kind of places did you visit before the pandemic and what would you like to visit after the pandemic or once it started to drop?
7. Could you describe your recent experience where you decided to travel by yourself or reaching out to local travel services instead of using online services?
8. Tell me about the application you use for holiday booking?
9. Walk me through your process of planning and booking international flights/lodging.
10. How many days do you think it's better to spend your vacation?
11. Do you like to travel and spend your holidays on a vacation trip?
12. When booking travel online, can you recall anything that would cause you to stop the process mid-way through?
13. What is something that would make your decision simpler/easier making when booking travel?
14. Your expectations on staying? Like, what kind of hotels or rooms you were looking for before and after the pandemic?
15. Does budget is your main concern or it play a role to influence your vacation?
16. Interactions related to product:
17. Why are you using this app? What made you use that?
18. Do you use your app every time you travel?
19. Did you try any other App or Website other than this?
20. What do you think is missing in the app? What kind of features do you want or think can be added so that it will be helpful?
21. Could you demonstrate how you use the app to book your holiday vacation?

Interview Transcripts

[Click Here to View
Interview Transcripts](#)

DEFINITION & IDEATION

User Persona



Charlie Ames

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Known Habits

- Always exercises and being active
- Enjoys watching sports
- Participates in men’s group at church
- Loves the beach and being outside
- Loves the FL lifestyle
- Dresses well and cares about appearance

Preferences

- Netflix versus Broadcast TV
- Nice clothes and comfortable shoes
- Doing something active outside versus lounging indoors
- Clean healthy living
- Being helpful to his friends and neighbors

Favorite Brands

- Vineyard Vines
- Rhoback
- Southern tide
- Salt Life
- Addidas
- Cariuma Sneakers
- Bubbly Seltzer

User Insight Statement

Users need to travel more than ever post-pandemic yet many still feel nervous about traveling long distances and abroad. With restrictions still in place particularly at airports, many want to avoid mass transportation but still want immersive “getaway” experiences that are easily accessible by car.

Charlie Ames needs help planning local trips throughout Florida where he has full control of his environment such as his mode of transport, lodging, and where he can explore all of what his new home state has to offer and feel like he’s really “getting away”. Charlie also needs convenience and ease with his trips while traveling more frequently throughout the year.

Problem Statement

How might we improve travelers' search for unique off-the-grid destinations and beautiful lodging in Florida that are easily accessible by car but still feel like magical, immersive, "getaway", experiences?

Ideation & Brainstorming

I Like

I like planning all my excursions & itinerary

I like to take shorter and more frequent road trips this year particularly in FL

I like to tie in my hobbies with my travel

I'm interested in the ease of travel

I like traveling domestically to attend tennis tournaments

I like visiting historic locations like Savannah & Charleston

Prefers taking shorter trips more frequently throughout the year. Easier w/work

I like traveling by car. It makes provides more control

I prefer small unique lodging versus a resort

I enjoy swimming and being outdoors

I likes following the "Points Guy" for good travel tips on saving \$\$\$

I like booking directly w/airline or hotel for more travel protection w/rescheduling or canceling

I like comfort in lodging unless it's a short stay then I value convenience

I love the beach

I like privacy with my lodging

I like planning his own travel

I like to use Marriott reward points w/hotel bookings

likes being able to contact real people by phone particularly where a refund is due. Don't trust texting or emailing

Likes renting a car through Turo. found it easy and affordable

I like have flexibility of rescheduling & canceling flight or hotels without penalties

I prefers not to travel alone

I like flying on Southwest and always direct flights

I Wish

I wish to check out many of the FL state parks

As a FL resident I wish to take a short cruise

I wish to drive throughout FL & panhandle and visit all the beaches in Destin, Mobile AL, and onto New Orleans

I wish to have memorable local trips that feel like I've gone far & abroad

I wish to explore FL to learn more about her new state

I wish to take more day trips and do things locally such as play tennis

I wish for a balance between a busy vacation and relaxing, not overly planned

I wish to travel to tropical locations

I wish to go to Germany and Holland for soccer tournaments post-pandemic

I wish to find unique off-the-grid destinations in FL

I wish to find unique off-the-grid destinations in FL

I wish for full control of my bookings but with concierge support/service

I wish to find travel somewhere locally similar to Hawaii

I wish to find travel somewhere locally similar to Dominican Republic

I wish to never experience travel plans going wrong

I wish to check out professional soccer games in FL such as Premier League

I wish to go glamping somewhere near the beach or springs

I wish to stay in a tree house

I wish to go hiking & biking in FL state parks

What If

What if I could fly around FL on a taxi-shuttle type airline?

What if I could rent a golf cart while on vacation?

what if I could get somewhere in FL quickly and by boat

What if I could helicopter around FL like a taxi service

what if I could take a river cruise?

what if I could take a hot air balloon ride close by?

what if I could book a hotel, excursions, and map navigation all in one app?

what if my app told me in realtime crowd levels at destinations

What if my app could provide demographics of crowd(s) such as age, families, single people, tourists, residents, etc.

what if my app told me in realtime crowd levels at destinations

what if I could get reviews in my app from real travelers of my destination & lodging?

what if I could stay on my own private island?

what if in my app, I could chat in realtime with other travelers and customer service reps?

what if my app honored my points at respective hotel, airline, or rental car service?

what if my app told me the size of crowds at the beach?

what if my app told me how full a hotel is?

Value Proposition

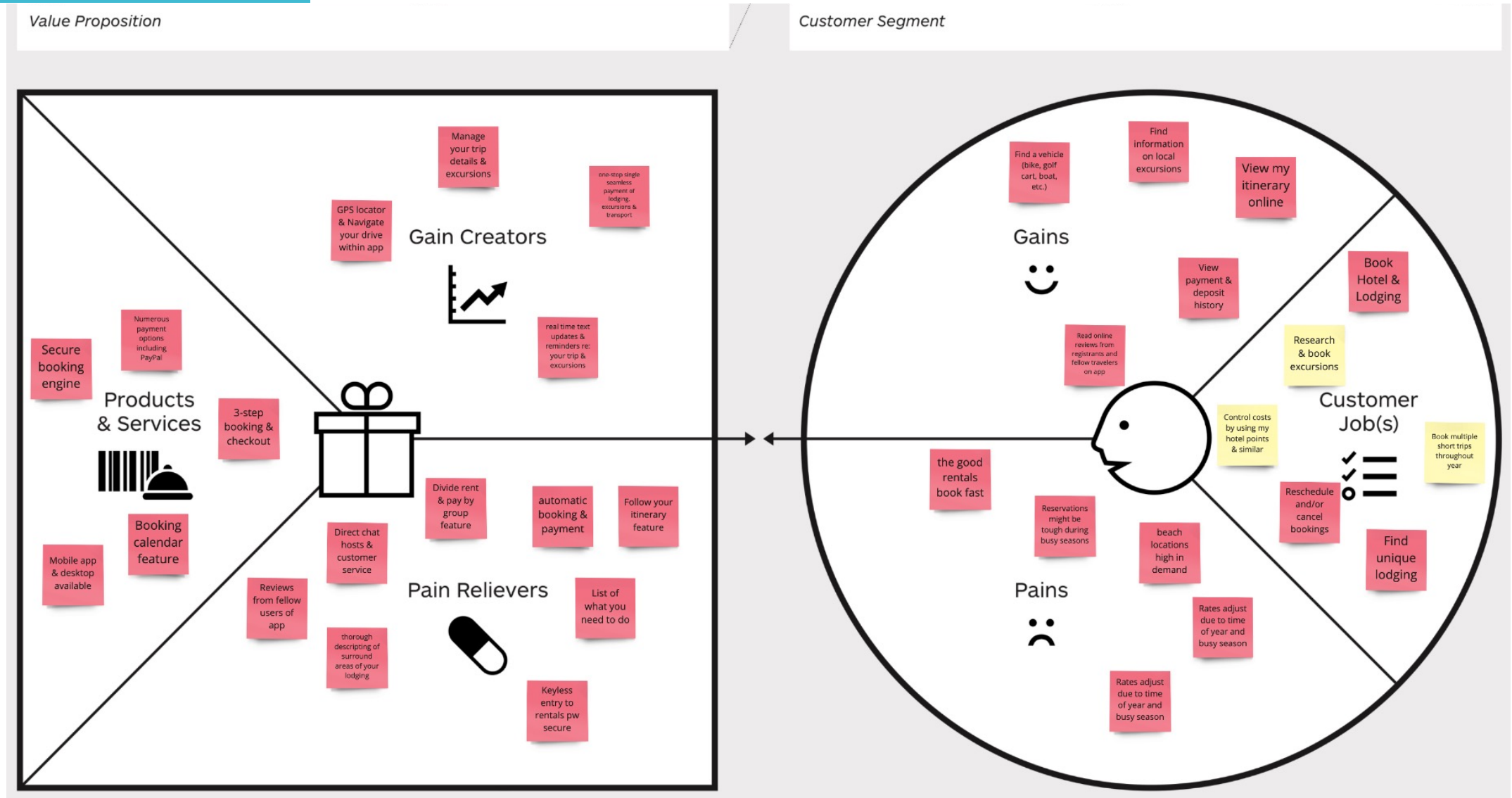
Get Ready to Escape Without Leaving Your Home State You Live in Paradise...Why Not Vacation at Home

My organization is developing *FLoLoco*, an app that helps local travelers in FL & the Southeast to find immersive unique destinations all within driving distance in and around Florida.

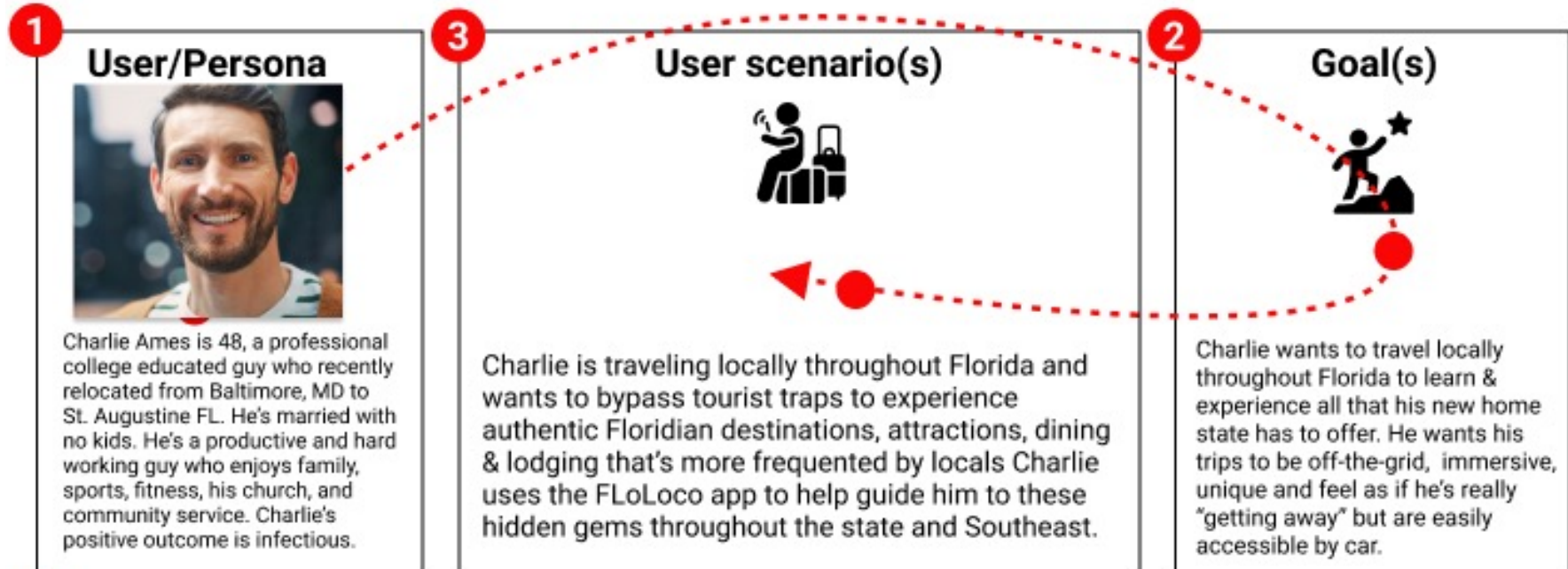
We're better because we're Floridians and avid travelers who know where to find the best and hidden spots in the state.

We're believable because we send you to the places we like to visit & stay ourselves.

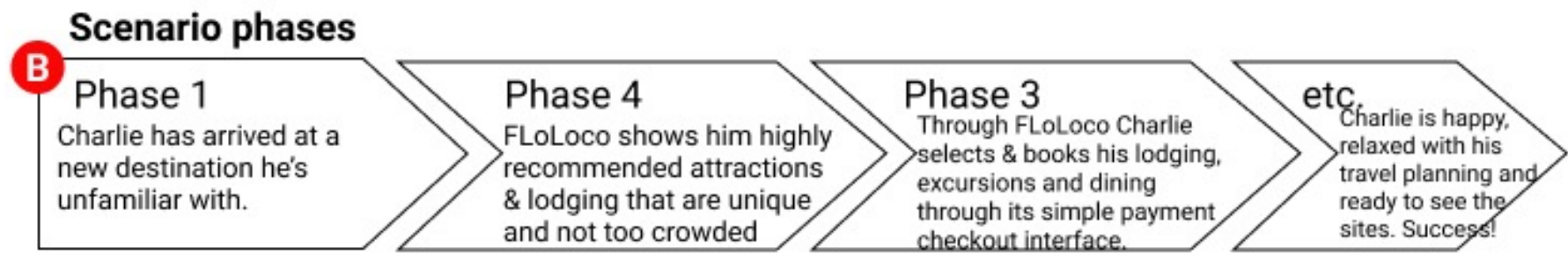
Value Proposition Canvas



User Scenario



- 4 Risks / Emotion(s)**
- All destinations must be easy driving distances.
 - Wants to experience the "real" Florida by visiting & staying at authentic venues
 - Needs a balance between outdoor activities & relaxing but not to the point where his entire day is scheduled.
 - Wants to avoid the standard tourist traps such as theme parks.



Storyboard



Charlie is in desperate need of a vacation. But during the pandemic, he dreads flying and waiting in airports with all the public health restrictions.



Charlie and his wife want to get away but somewhere local that's easily accessible by car. They're new to FL and want to experience all that their home state has to offer.



Charlie launches FLoLoco to see where they can go visit in FL.

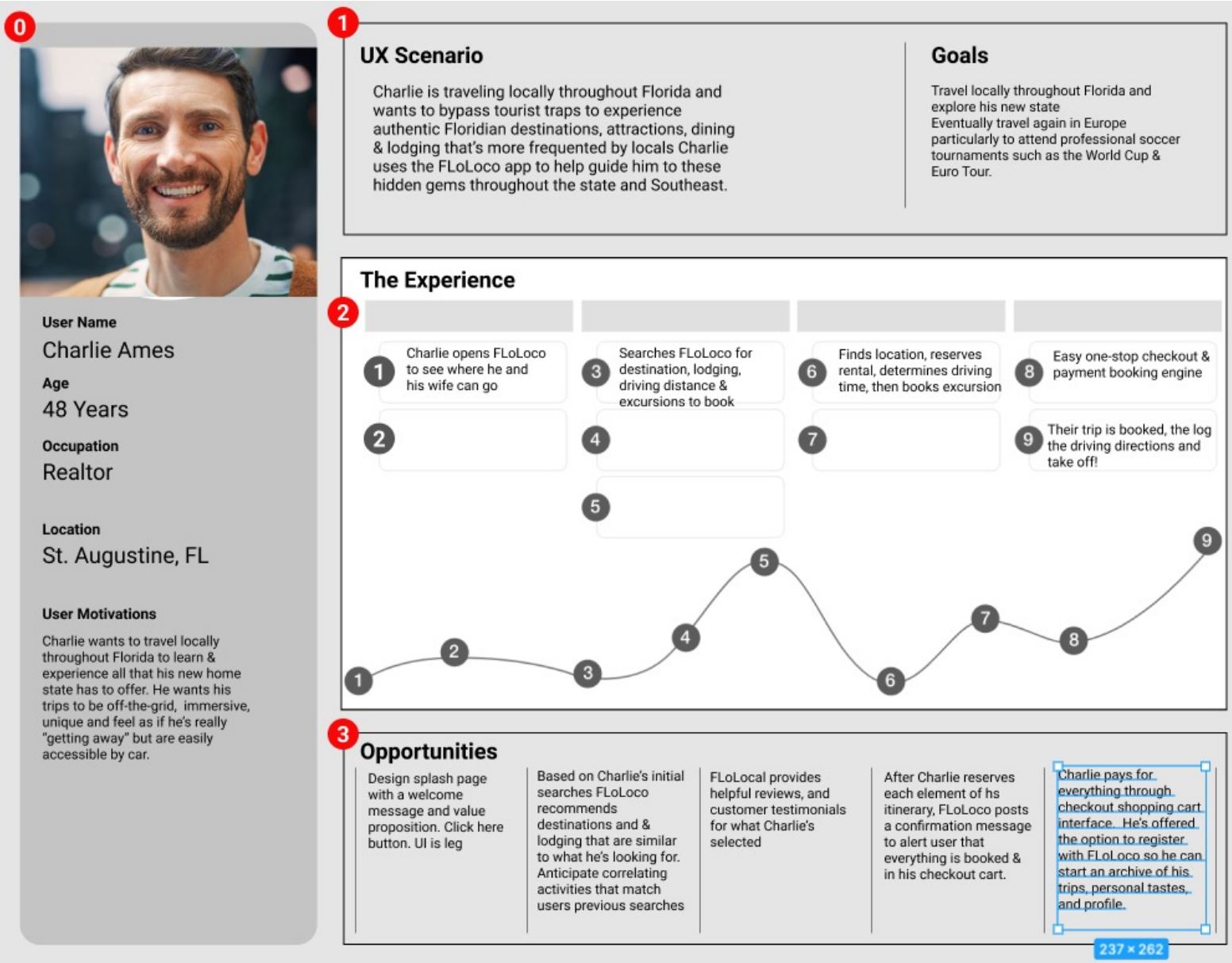


Charlie finds an amazing house rental near the shore on Cedar Key Island. Drive time = less than 3 hours. He then books a sunset cruise for two. Reservation and single payment all in one app.



Charlie and his wife are relaxed and happy!

User Journey Map



Iterations & Feedback

[Click Here to View
Iterations & Feedback](#)

PROTOTYPING

Competitor Analysis

Direct Competitors	Feature Analysis	Competitive Advantage	Customer Reviews	General Notes
<p>VisitFlorida.com</p>	<ul style="list-style-type: none"> • App uses a lot of hot pink...maybe too much. Much more than their website. • Hamburger navigation with accordion drop down menu. • Deals portion of the responsive website/app is the only section on the site that provides engagement with joining the site, booking a vacation, and setting up an account. • Share Link in top navigation available to post on social media • VisitFlorida.com is the state tourism official website and is not-for-profit. • The search functionality that doesn't consistently provide accurate results. • Popular links is hidden in top navigation under the "more" tab. • Booking engine not available on site. • Featured lodging & vacation packages are limited with third party providers where they're offloading the booking on another travel site. • Advanced Search filters under "Deals" isn't robust. • The "Plan Your Visit" mapping interface is not available on app view, just the website. 	<ul style="list-style-type: none"> • Both an app and responsive website phone view are available. • App immediately loads with splash welcome tutorial pages with product set-up permissions • Sign-up login was easy to set up. • Share button located at top right of search bar • App features a notification/chat interface • Advanced filters accordion menu provided at right side of screen. All checkboxes are clicked "on" so you have to uncheck them to run filters. • Add favorites get loaded to "My Plans" profile page where the user is directed to a sign-up screen where you can either use your Facebook or Apple login, or set up a unique login for the app. • "My Plans" screen provided in map and list views. "Start Plan" button prominently placed and bottom center of screen • A "Guest" mode app view is also provided • Home screen pre-loads with left-sided navigation open from hamburger menu button. • Destinations and beach screens provide beautiful scrolling photo gallery where the distance from your location is noted at the top right or each photograph. • Day trip suggestions featured. 	<ul style="list-style-type: none"> • There's a #LOVEFL STORIES page where they list customer reviews from social media posts. Many reviews are listed at lost like a social media feed. Travelers' photos are sometimes included with the testimonials. Gives it a personal "real world" touch. • Testimonials only available on responsive website and not within the app. 	<ul style="list-style-type: none"> • Beautiful Homepage but very few links to direct user to an action. The few links on page just takes the user to additional informational pages. • Primary color of UI app (deep pink) is pleasing to the eye, feels tropical, and compliments the photography that's mainly blue, green and tan - often depicting the beach, blue skies and/or plant life.

Competitor Analysis (continued)

Direct Competitors	Feature Analysis	Competitive Advantage	Customer Reviews	General Notes
		<ul style="list-style-type: none"> • Travel packages to book with third party providers available (more than on website) • Events and tours featured • Menu categorized by activities, beaches, events, trips, profile “my plan” feature, tutorials, contact us, and travel safety. • Very informative website/app. Provides information about Florida that’s categorized by region of Florida, beaches, activities, miscellaneous & Deals. • The “Plan Your Visit” icon at the bottom right of screen loads a very cool map interface where you can plot your trip by location and many other search filters. 		
Funjet Vacations	<ul style="list-style-type: none"> • App not available on a responsive website phone screen view. This is not a Florid-specific travel site but does feature a lot of FL travel packages. • Home screen on phone not that attractive or engaging. Don’t like the bright gold primary color used for the UI – it’s too jarring. • Robust hamburger menu navigation (almost too extensive) with accordion drop-down menus. • Secondary navigation menu underneath the splash image that includes ALL DEALS, FUNJET NON-STOPPS, & DESTINATIONS. Right below this navigation a prominent wedding button placed. • Booking engine listings provide not photographs so you don’t see what you’re booking. 		<ul style="list-style-type: none"> • Customer reviews were hard to find. They were listed under property descriptions. Travelocity & Funjet review “stars” listed under vacation property listing but the icons did not direct me to any actual reviews. I was able to click on a review link but the information was blocked with a blank pop-up window. 	

Competitor Analysis (continued)

Direct Competitors	Feature Analysis	Competitive Advantage	Customer Reviews	General Notes
	<ul style="list-style-type: none"> • A LOT of yellow buttons on phone site. • Flight guides from your home city provided that are handy. • Destinations screens on phone site show only illustrated maps and no photography which seems counterintuitive for a travel site. 			
Indirect Competitors				
Airbnb		<ul style="list-style-type: none"> • App pre-loads with login sign-up screen. Two-part verification is available as well as logging in with Facebook, Apple, Google or Email credentials. • Turn on notifications? Permission next • UI has black backgrounds which seems new and a red box with message "Help house 100,000 refugees fleeing Ukraine, Learn More" • That appears directly below search box and above first splash photograph • Search box message "Where are going" is a nice human touch. • Home screen features travel tips, things to do from home, purchase an Airbnb gift card, and Questions about hosting? Contact a super host button. • Effective onboarding. It includes "where do you want to go", select location, short or long-term stay, location, select dates of lodging, house results can be seen in list and map view. List view features prominent scrolling photo gallery with "favorites" heart tag. Select 	<ul style="list-style-type: none"> • App offers profiles and booking history so you can feature reviews from hosts and your reviews of other hosts. • Easy to contact host by chat/text and email through app message interface. • Easy to find guest reviews on properties & hosts throughout the app. 	

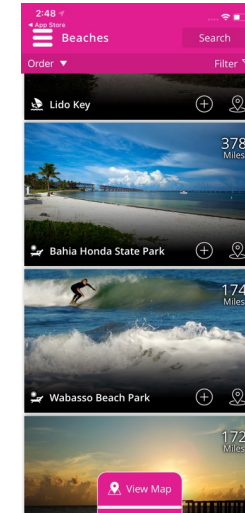
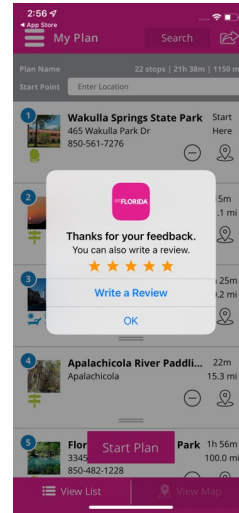
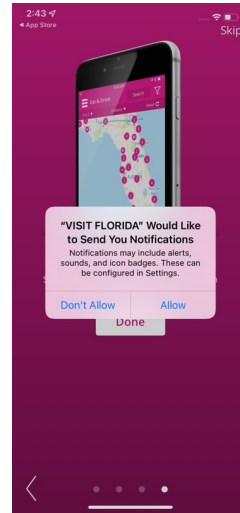
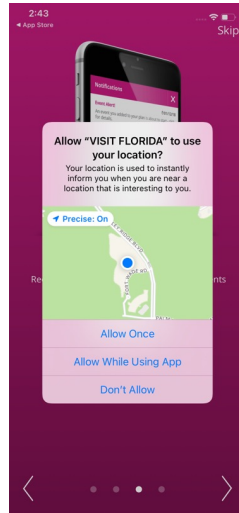
Competitor Analysis (continued)

Direct Competitors	Feature Analysis	Competitive Advantage	Customer Reviews	General Notes
		<p>property, confirm reservation, then confirm & pay.</p> <ul style="list-style-type: none"> • Reservation booking seamless, easy & pleasant to use. • Payment screen is clean with lots of white space so you know where to look to proceed with booking. • Resolution & Customer service portion of app easy to find. 		
<p>Travelocity</p>	<ul style="list-style-type: none"> • App does not load with splash welcome tutorial screens but rather the home screen, top navigation buttons with icons, Sign-up login window, Covid-19 survey, and top deals. It is VERY busy, poorly designed where the user doesn't know where to look first on the screen. Also, Travelocity logo appears really small at top center of screen. • Only single-user direct registration offered. Can't login with any other credentials such as Apple, Google or Facebook. • Splash tutorial pages appear AFTER sign-up/login. • Top navigation jarring to look at, takes up A LOT of real estate and distracts the user from the beautiful photographs below. • Covid-19 Survey in center of screen still appearing. 	<ul style="list-style-type: none"> • Once you start scrolling the top navigation changes to a smaller one that's only icons...looks better. • Home screen features scrolling photo gallery of "Top Deals" • Banner ad at bottom of screen so not too prominent. • Customer service "virtual agent" chat feature available at bottom right of screen • "Shop Travel" screen views are a bit busy looking but informative with photo, name of resort, trip description, location, customer reviews stats, and room rates per night. It also shows discounted rates. • Onboarding includes select resort/trip that lists more information, select room button, payment options (pay now or reserve with a deposit) pop-up window, secure checkout screen with "complete booking" button at bottom or long scrolling screen. 	<ul style="list-style-type: none"> • Reviews listed under each hotel/airline/resort page. Not too hard to find but not prominent either. 	

Competitor Analysis - VisitFlorida.com (continued)

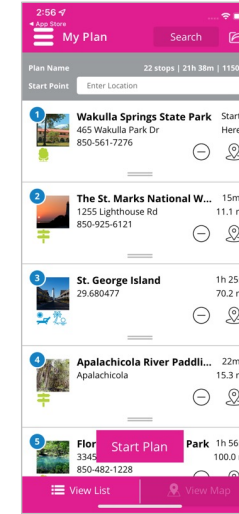
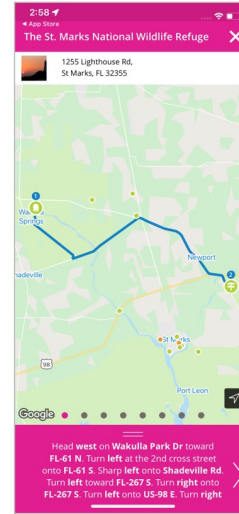
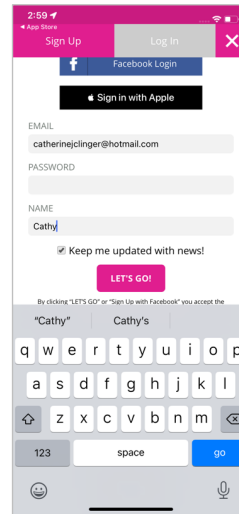
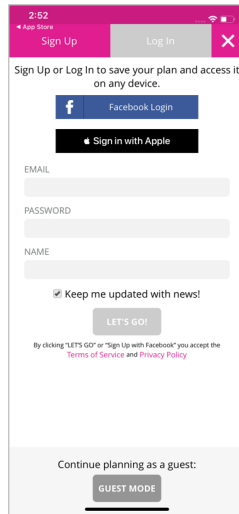
Splash screens too much pink

Clear product set up permissions pop-up windows

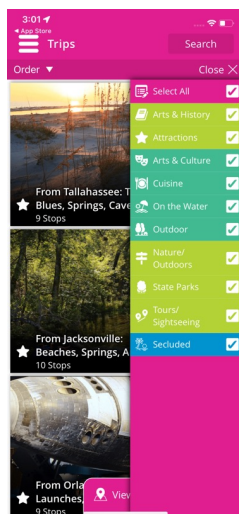


Beautiful scenic photos that take up entire width of screen in scrolling gallery. User gets a sense of place.

User can sign up with unique app-specific login or by using other login credentials such as Facebook

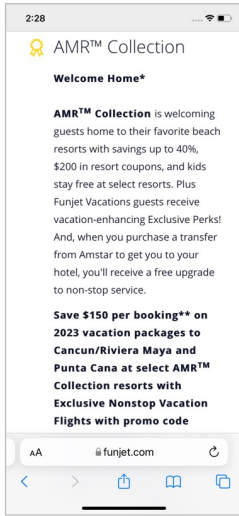
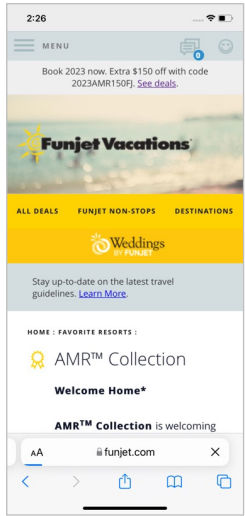


Nice advanced search features but the checkboxes are all pre-checked therefore requiring the user to click them all off before making selections..

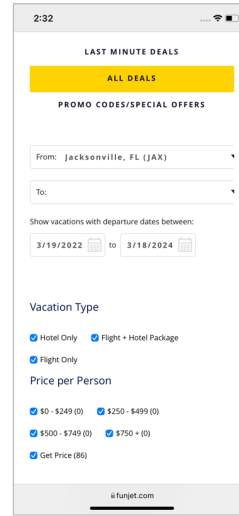
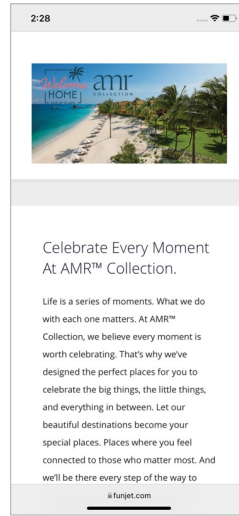


Search results can be seen both in list and map view

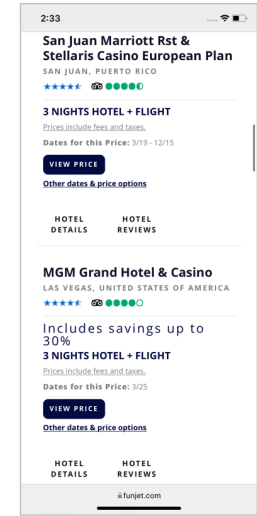
Competitor Analysis – Funjet.com (continued)



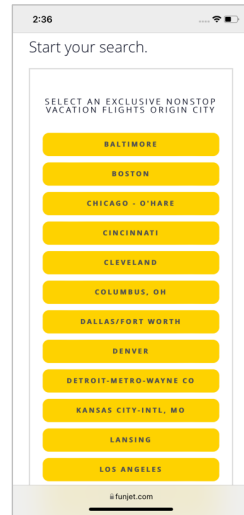
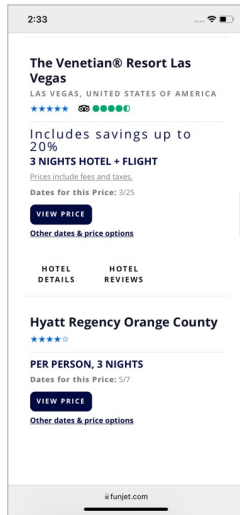
Very text heavy with no images to break up monotony of screen view.



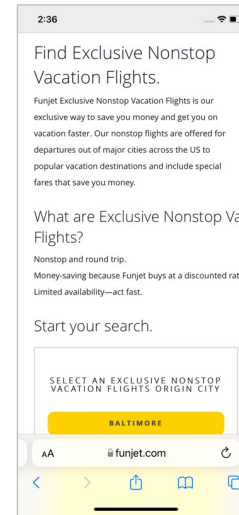
Travel results appearing without photos for point of reference. Not ideal especially for a travel app.



Lacking photography especially for a travel app.



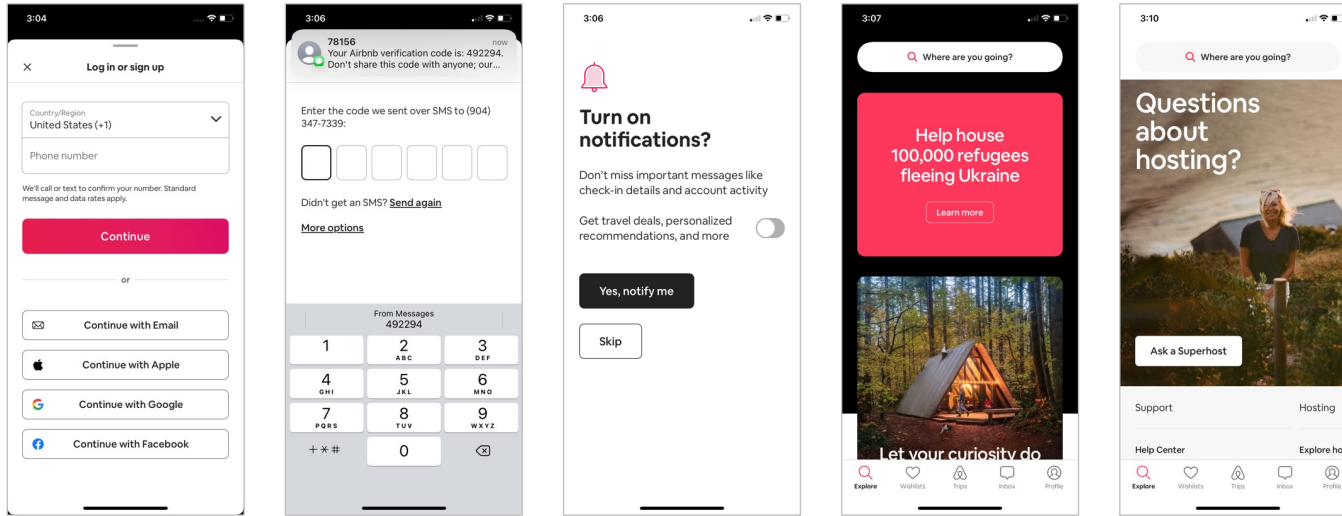
Too much yellow and too many buttons on screen view. Too busy.



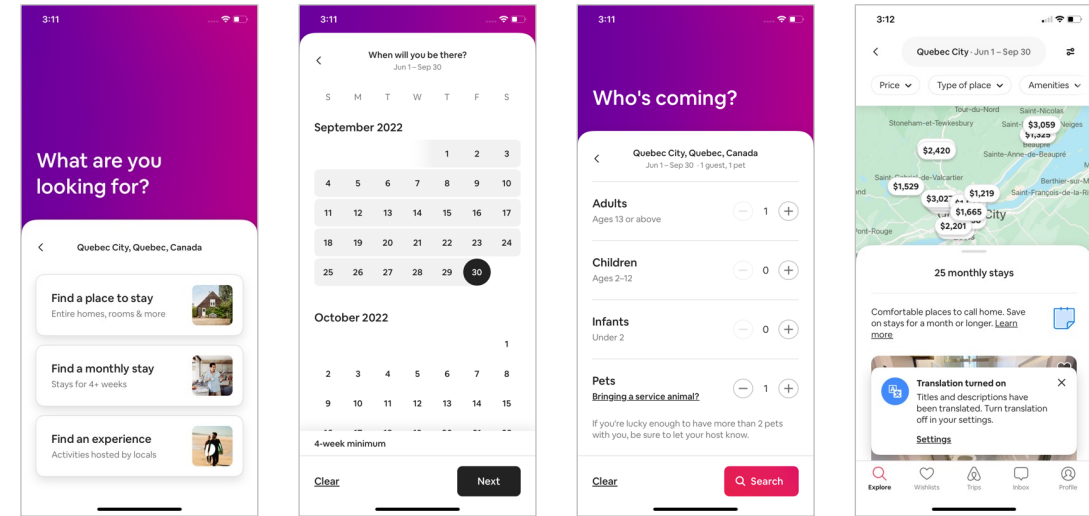
Customer review cut-off. Not legible.



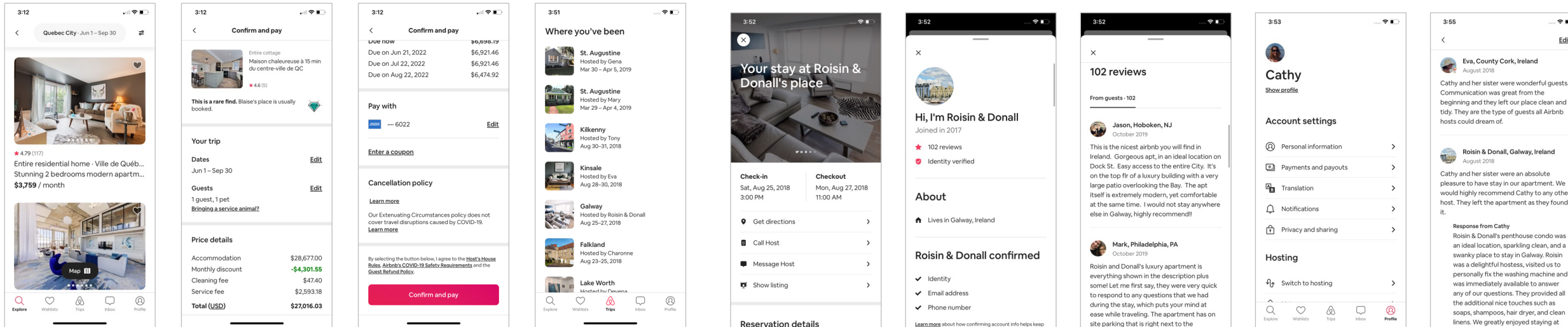
Competitor Analysis – Airbnb (continued)



The primary red color clashes with the purple/pink gradient

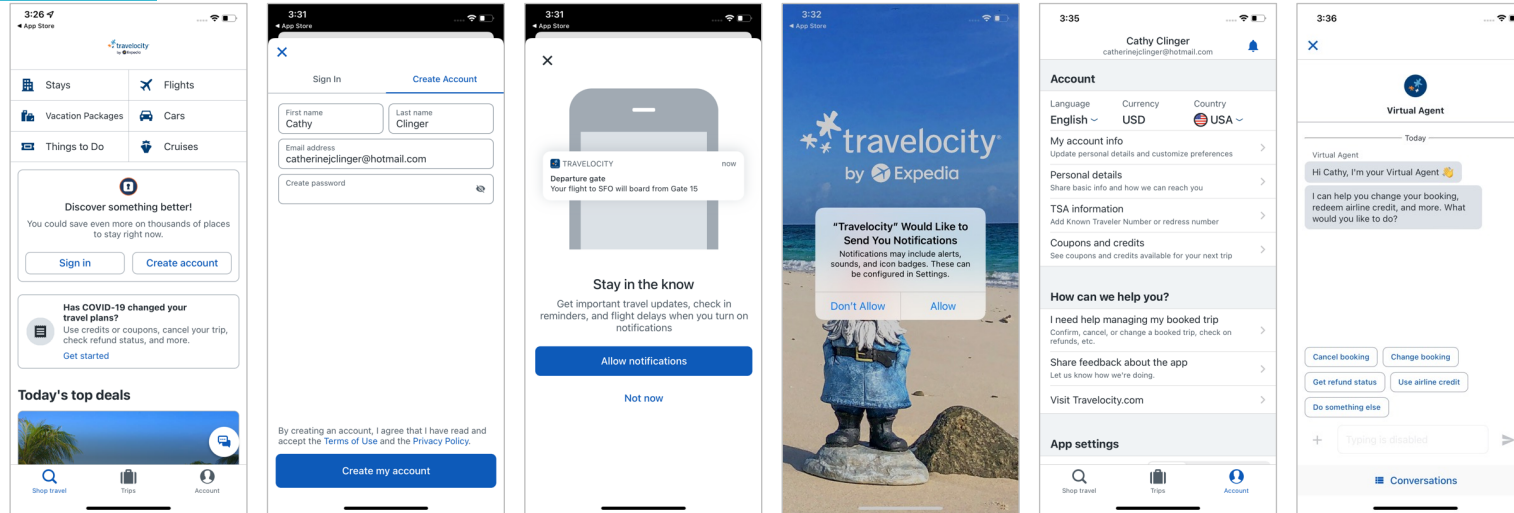


Robust onboarding process with many opportunities for user engagement.



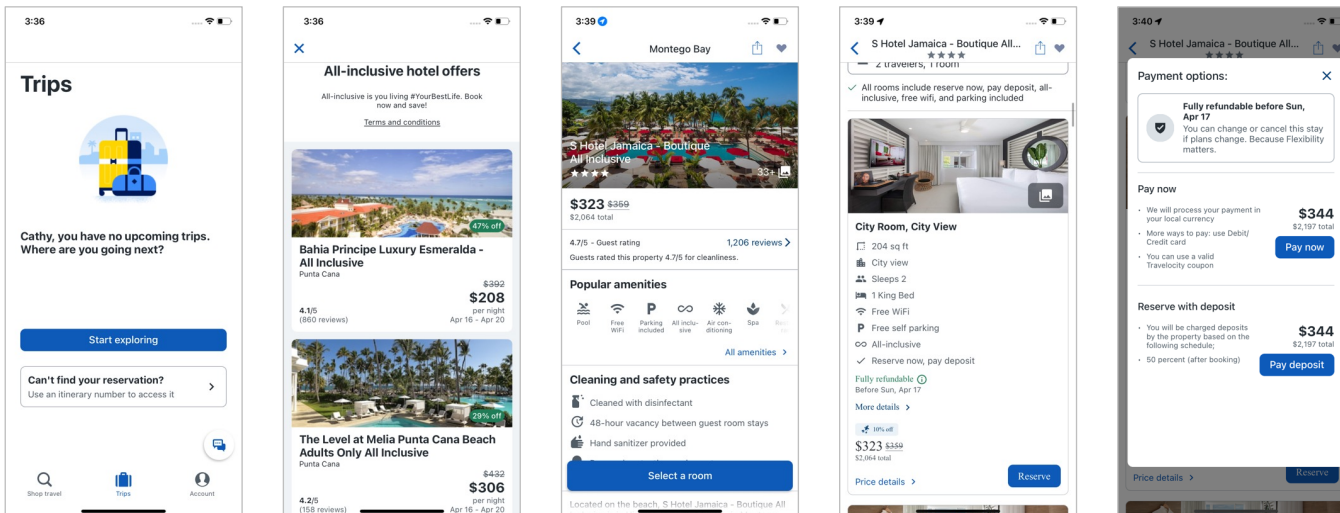
Competitor Analysis – Travelocity.com (continued)

First screen to appear VERY busy looking. Splash screens appear after login/registration which seems out of order.



Text heavy with limited photography. Feels more like a website than an app.

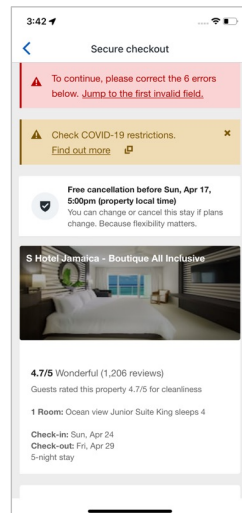
Robust onboarding process with many opportunities for user engagement.



















































Error messages clear with use of red and gold colors.

Check-out process clear & logical. Isn't as pleasant to use versus other travel apps.





Nice use of blue for contrasting UI color.



Competitor Analysis - Featured Inventory Checklist (continued)

Feature				
Flights				
Rental Cars				
Hotels				
Resorts				
Vacation Rentals				
Vacation Packages				
Bundle & Save				
Multi-City Planning				
Date Specification				
Search Function				
Advanced search filters				

Competitor Analysis - Featured Inventory Checklist (continued)

Feature				
Wishlist/favorites	✓	✓	✓	✓
User profile	✓	✗	✓	✗
Ratings & Reviews	✓	✗	✓	✓
Share to Social Media	✓	✓	✓	✓
Customer assistance	✓	✓	✓	✓

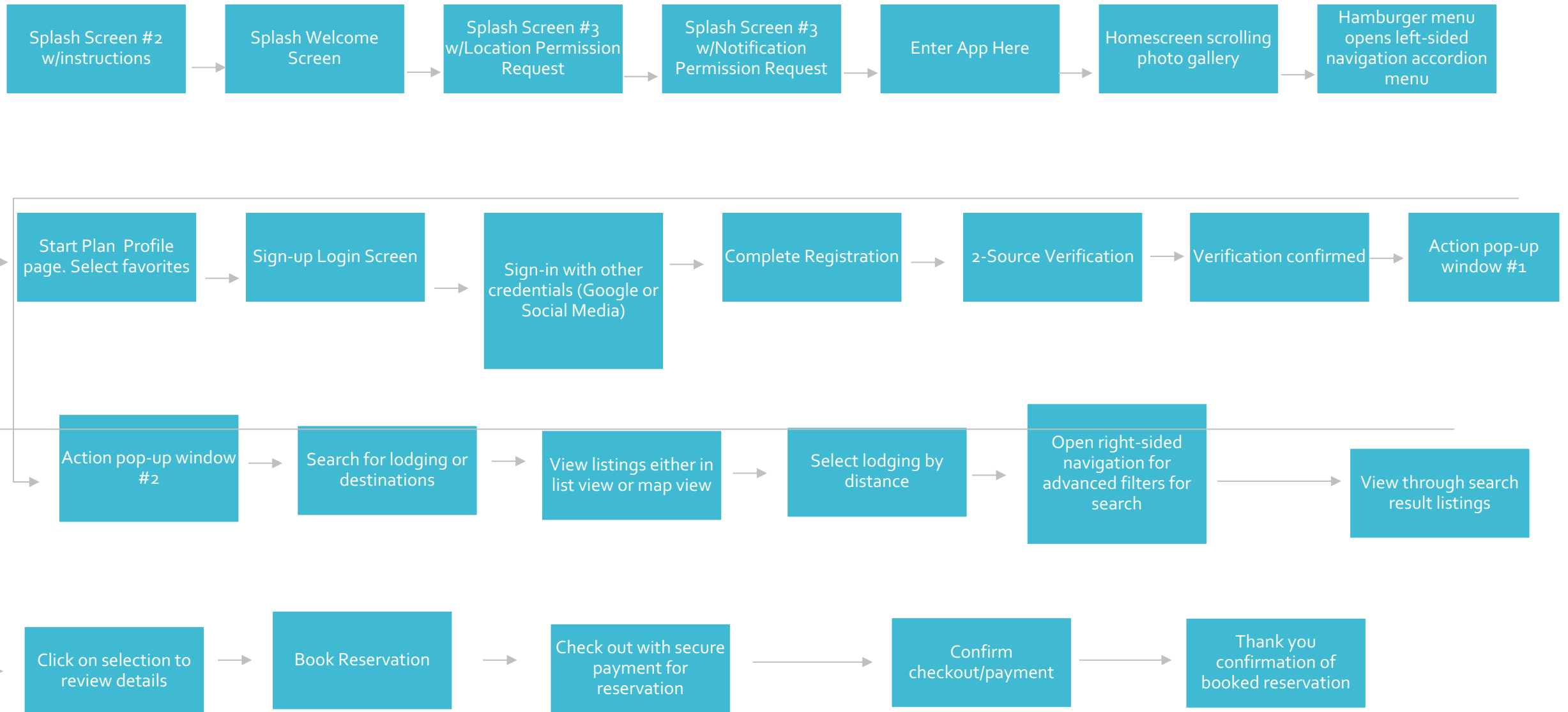
Competitor Analysis - SWOT Analysis Table (continued)

S – Strengths (FLoLoco)	W – Weakness (FLoLoco)
<ul style="list-style-type: none"> • Attractive pleasant design of user Interface • Easy to navigate • Login/Sign-up onboarding thorough & simple to navigate • Reservation checkout onboarding thorough & simple to navigate • Pleasant color selection(s) • Exclusive local-specific travel site 	<ul style="list-style-type: none"> • Local-only boutique-type travel booking app • Not broad or international travel app • Informational & e-commerce app • Reservation/booking engine limited
O – Opportunities (Competition Weakness)	T – Threats (Competition Advantage)
<ul style="list-style-type: none"> • Lots of photography. A gallery-album kind of feel • Onboarding process indepth but user-friendly • Provide content such as blogs & newsletters. To build brand, create a community & to gain customer retention. 	<ul style="list-style-type: none"> • Guest & Host reviews • Vacation rentals only • Interface serves both guest & the host. You can be both also. • Customer use, loyalty & retention VERY high

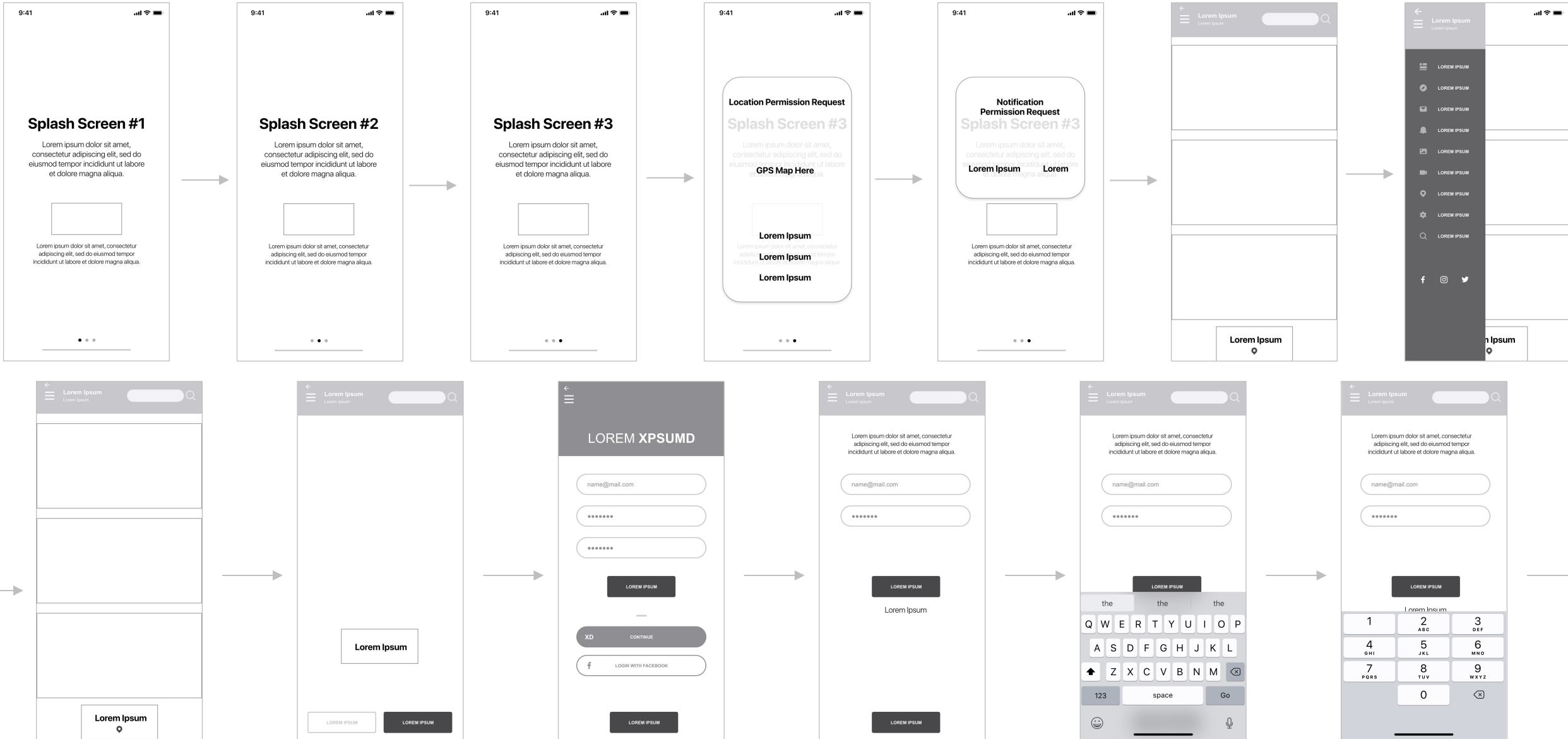
Competitor Analysis - SWOT Analysis Table (continued)

<p>S – Strengths (FLoLoco)</p> <ul style="list-style-type: none"> • Attractive pleasant design of user Interface • Easy to navigate • Login/Sign-up onboarding thorough & simple to navigate • Reservation checkout onboarding thorough & simple to navigate • Pleasant color selection(s) • Exclusive local-specific travel site 	<p>W – Weakness (FLoLoco)</p> <ul style="list-style-type: none"> • Local-only boutique-type travel booking app • Not broad or international travel app • Informational & e-commerce app • Reservation/booking engine limited
<p>O – Opportunities (Competition Weakness)</p> <ul style="list-style-type: none"> • Lots of photography. A gallery-album kind of feel • Onboarding process indepth but user-friendly • Provide content such as blogs & newsletters. To build brand, create a community & to gain customer retention. 	<p>T – Threats (Competition Advantage)</p> <ul style="list-style-type: none"> • Guest & Host reviews • Vacation rentals only • Interface serves both guest & the host. You can be both also. • Customer use, loyalty & retention VERY high

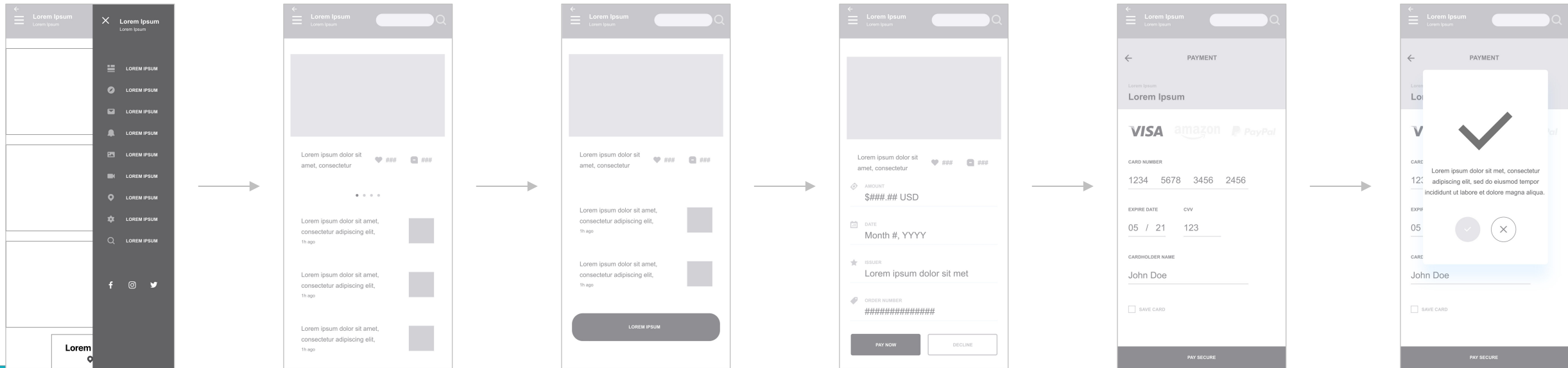
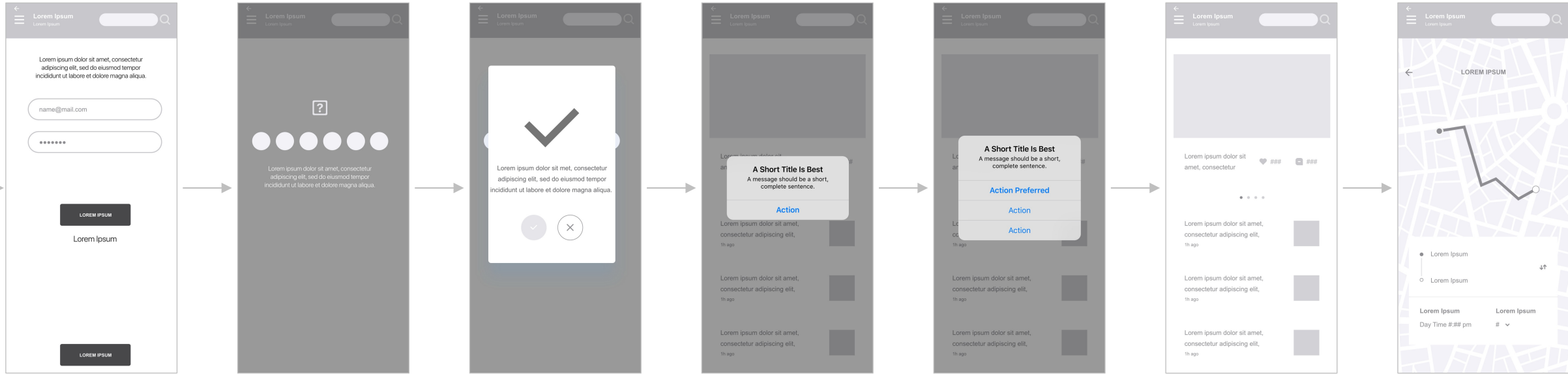
User Flow Diagram



Wireframes (Mid-Fidelity)



Wireframes (continued - Mid-Fidelity)



Prototype *(Mid-Fidelity)*

Click Here to View
Mid-Fidelity Prototype

USER TESTING

Usability Testing Plan

We tested the following *FloLoco* Mobile App Sections for Onboarding:

- Welcome Splash Screens
- Register for *FloLoco* app
- View My Trips Dashboard
- View & Select Florida Destinations by Activity or Itinerary
- View Hamburger Navigation
- Book a Hotel Room
- Checkout & Pay Online for Hotel Reservation

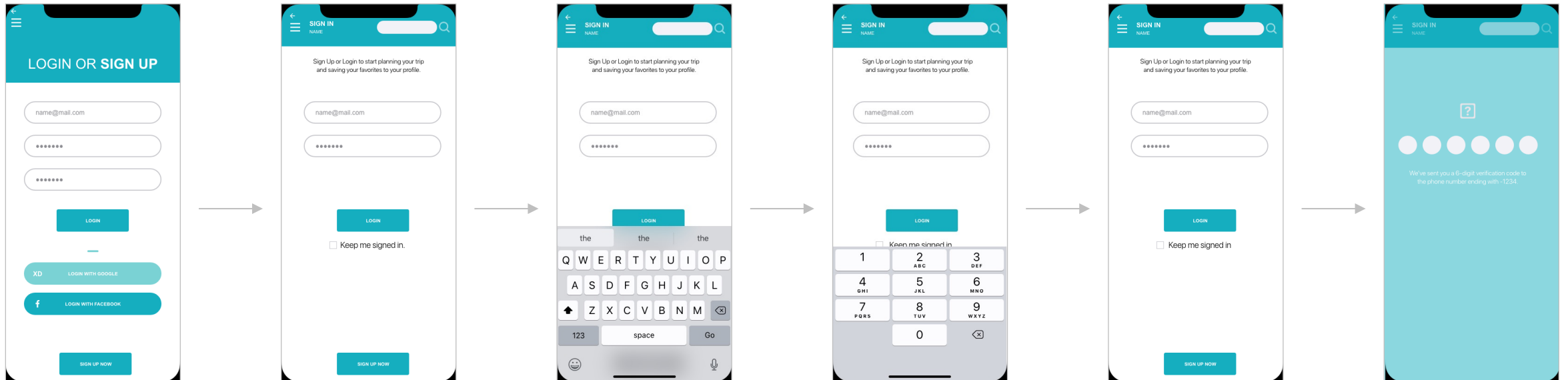
User Testing Findings

The users tested the mid-fidelity grayed-out wireframes & prototype for the *FloLoco* app.

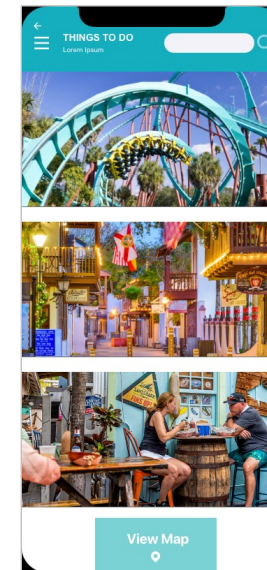
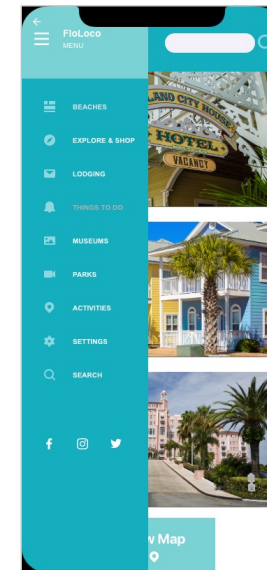
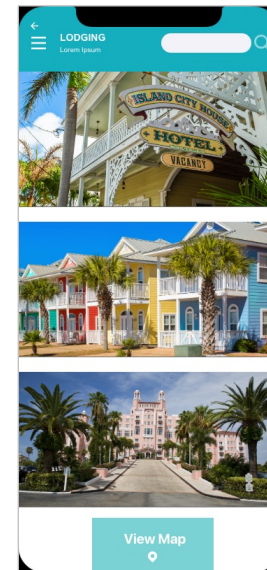
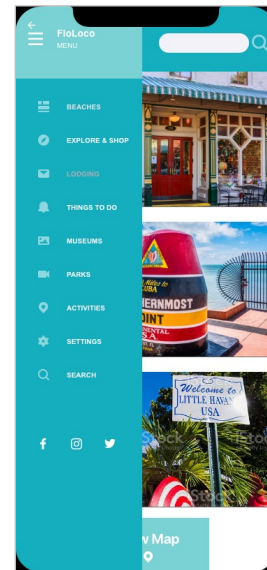
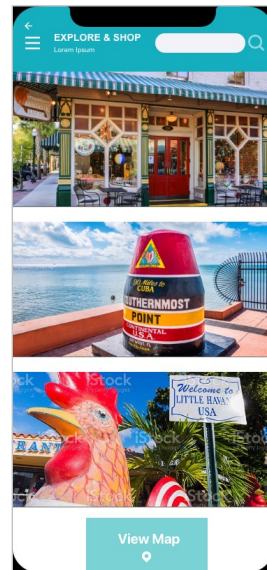
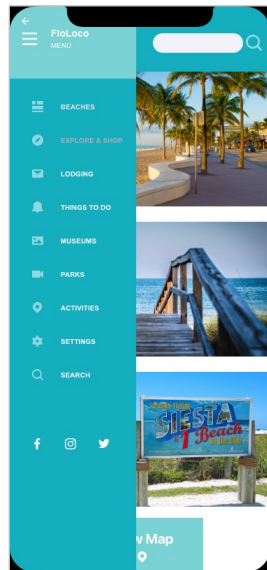
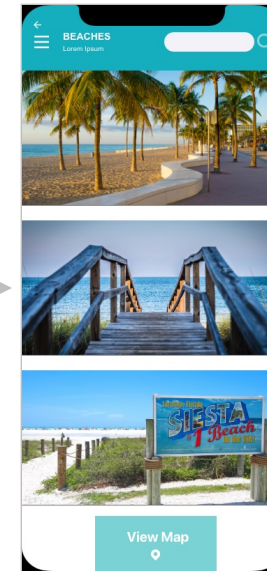
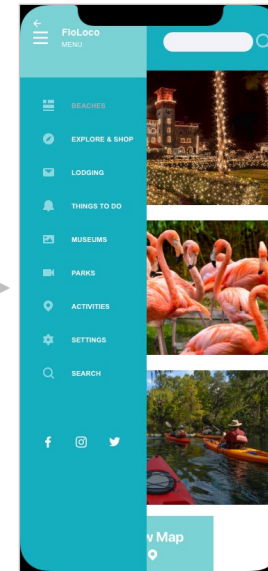
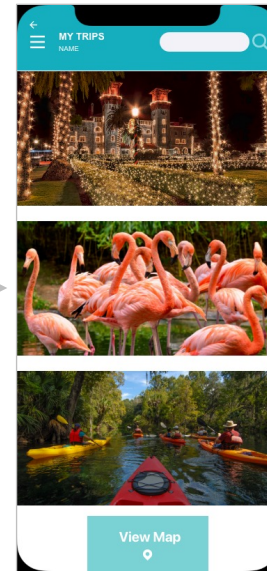
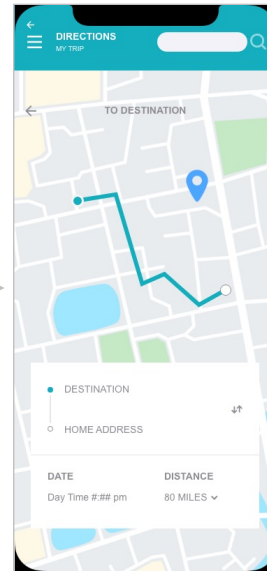
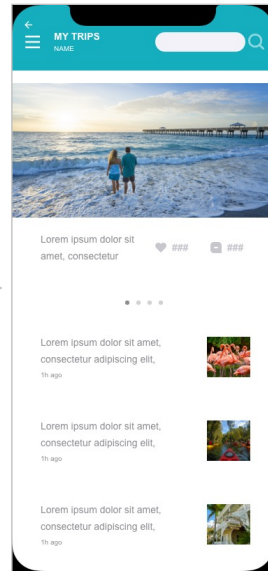
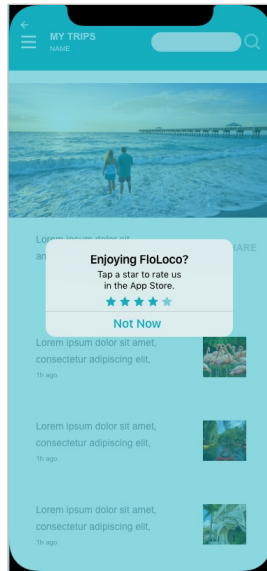
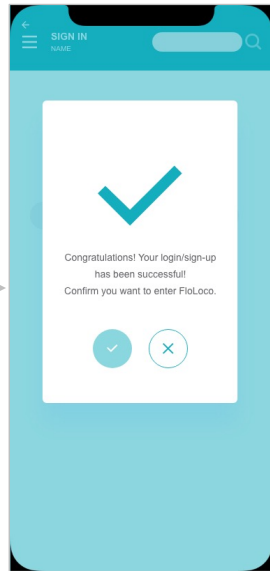
More screen views were needed for onboarding, bookmarked travel ideas, hotel booking, & online payment.

We then enhanced the wireframes by applying a color palette, typography, illustrations, photos and the FloLoco logo. Design objective was to make it immediately apparent that the user was experiencing Florida online through the app.

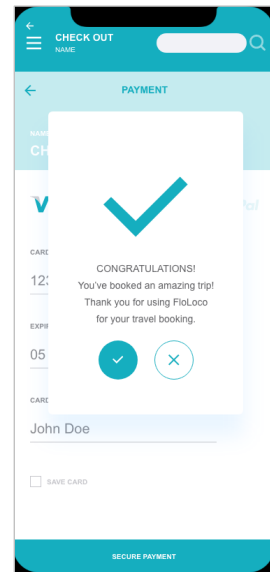
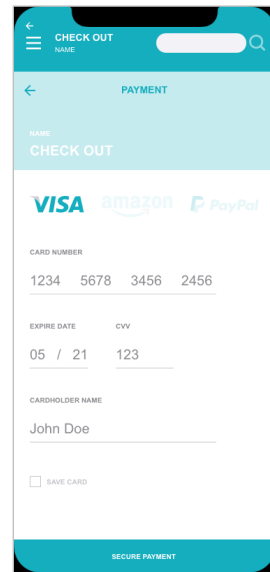
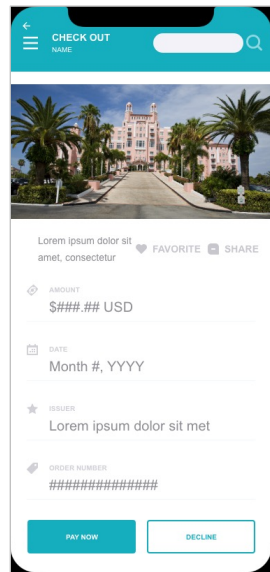
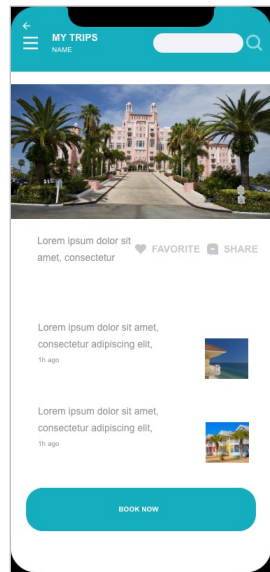
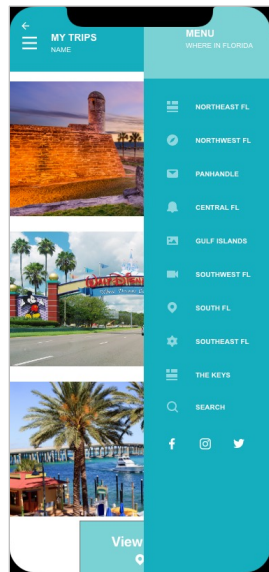
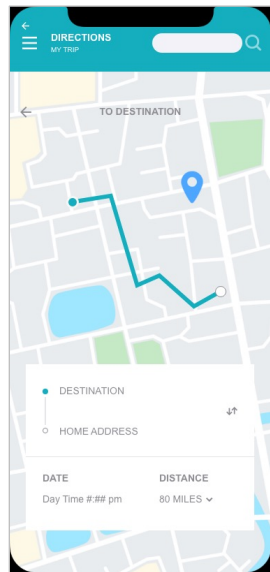
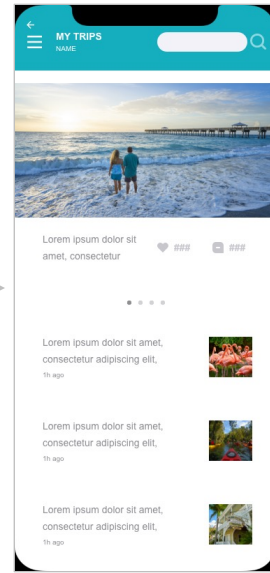
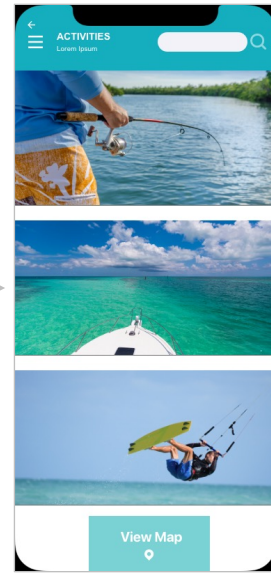
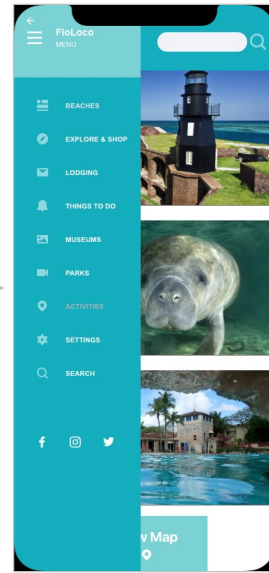
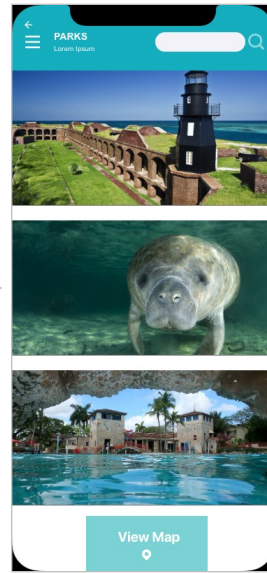
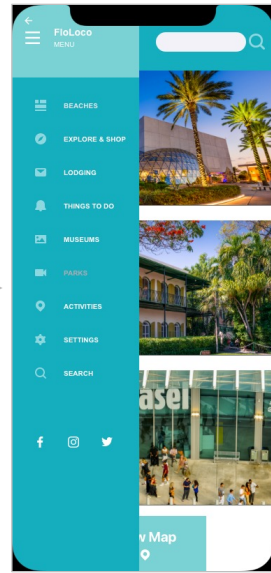
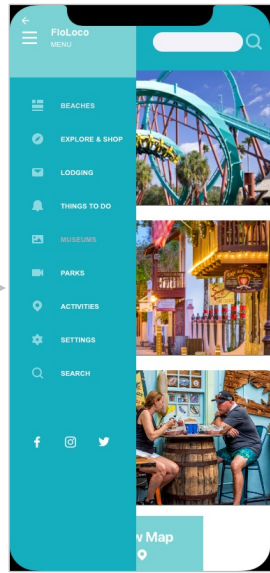
Wireframes (Full Color Mid-Fidelity)



Wireframes (continued - Full Color Mid-Fidelity)



Wireframes (continued - Full Color Mid-Fidelity)



Prototype

*(Full Color
Mid-Fidelity)*

Click Here to Full Color
Mid-Fidelity Prototype