



peregri

your journey, simplified.



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introduction

overview
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thesis statement



Overview

Traveling & tourism are on the rise in the United States. In 2019, AAA's travel survey revealed that nearly 100 million Americans planned to take a family vacation that year. Since the pandemic, these numbers have only increased. Planning these trips typically start around 8-12 months in advance. Hours of time is dedicated to learning about the countries and cities; finding flights, accommodations, restaurants, activities etc.; and organizing times and transportation.

Problem

How people plan their trips vary greatly. Multiple online booking platforms (Expedia, Booking.com, Airbnb, TripAdvisor, etc.), mobile apps (Google Maps, Yelp, social media), travel agencies, calendars (digital and analog), and planners (digital and analog) are all simultaneously utilized while organizing and planning trips. Switching back and forth between methods without crossover can be very frustrating, time consuming, and confusing.

Design Opportunity

As traveling becomes more accessible and valued in our society, travelers of all levels are looking for methods to efficiently plan their next trip. The area of opportunity lies in the fact that there are a multitude of different methods and platforms for organizing trip information that are not cohesive.

Creating a digital platform focused on *organizing* and *visualizing* trip information to foster a more efficient and enjoyable planning process.

research

research methods

key findings

personas

media scan



Research Goals

- Explore the already existing digital platforms
- Explore current organizational resources and methods
- Understand the needs and desires of my target audience
- Identify most desired features

Questions to Answer

- What are the most common features used for a digital platform dedicated to planning trips?
- What's the planning process like?
- What organizational methods are being used currently?
- What are the pain points and frustrations?

Research Plan

My research plan comprised of primary and secondary research methods in order to meet my research goals and find answers to my questions.

Survey

21 responses

I posted a survey in a few travel Facebook groups that I'm in. My goal for the survey was to obtain quick insights into what organizational methods are most popular and their most/least favorite features.

Interviews

5 interviews

I conducted interviews with people aged 22-78 years old in order to understand their planning/organizational processes when planning a trip.

Competitor Analysis

7 travel-specific digital planners/organizers

12 general planning/organizing platforms

2 analog resources

I reviewed 21 different resources that were most commonly used when planning and organizing trip information. I compared and contrasted their features as well as what was most liked/disliked about the method.


Key Findings

People who plan trips fall into one of three categories:



Can I satisfy all three groups with just one platform? →

Personas



Caroline
24 years old
Recent Graduate
Single, no kids

Description
Caroline is a recent graduate who loves planning and organizing trips with her friends. She loves using apps designed for organizing trip information because it's efficient and they make it easier to collaborate.


Goals

- To be able to share all trip details with the friends she's traveling with
- To be able to easily reference a full itinerary

Frustrations

- Difficult to collaborate during the planning and organizing process
- Can't access her information when she's offline/doesn't have service

"My friends and I love planning trips together. We all work together to write down our ideas and keep track of what we want to do."



Rebecca
42 years old
Physical Therapist
Married, 3 kids

Description
Rebecca loves to share her love of travel with her family. She is always planning detailed vacations for the 5 of them. She prefers to organize her trip information using loose leaf paper and a journal, because it's the easiest way to see all her information at one time and in on place.


Goals

- To keep details for 5 people organized
- To share the itinerary with her spouse

Frustrations

- Difficult to quickly locate her information when needed
- Has to carry around her journal and loose papers

"Learning to organize an itinerary for more than just my husband and I has been an overwhelming process. Now that my kids are older, we can travel for longer, do more things, and go to more places. I'm weighed down by my journal and all the papers I have to carry around."



James
34 years old
Consultant
Married, 2 kids

Description
James is the primary trip planner for his family and organizer for his family's vacations. He always organizes his trip information using the notes app in his phone because it is the most flexible option and gives him the most control.

Goals

- Create an easily adaptable trip plan for his family
- Keep all trip information in one place
- Can access itinerary offline

Frustrations

- Can't categorize or sort information
- Hard to create a hierarchy of information

"I need a versatile organizational tool that unifies my family's trip details, grants offline access, and provides the flexibility and organization I need."

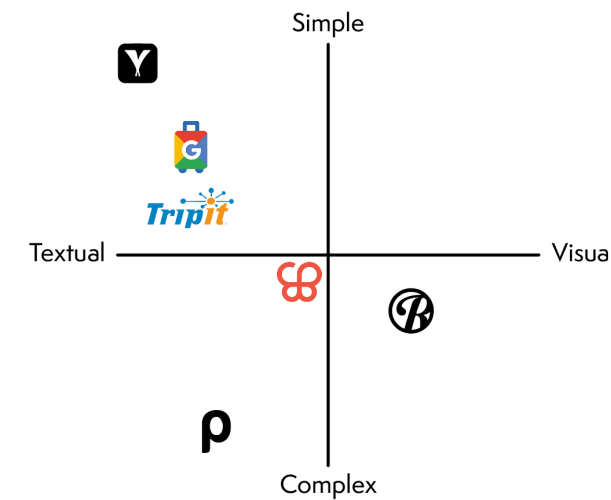
Most Common Frustrations

- Can't keep everything in one place
- Organizing for groups gets difficult and more nuanced
- No good way to store links, documents, etc.
- Can't control the level of information they want to include

Most Desired Features

- View of itinerary
- Map
- Calendar
- Budget/Expenses

Media Scan



*These charts are based off of reviews and what the platforms actually offer

	Google Travel	Wanderlog	TripIt	Roadtrippers	Vagabond Base	Pebblar
Itinerary	✗	✓	✓	\$	✓	\$
Map Feature	✓	✓	—	\$	\$	\$
Optimize Route	✓	✓	✗	✗	\$	✗
Import info from documents	✗	✓	✓	✗	✗	—
Can upload files/ attachments	✗	\$	\$	✗	\$	—
Budget	✗	✓	✗	✗	\$	✗
Expenses	✗	✓	—	\$	\$	✗
Notes Section	✗	✓	—	✗	—	—
Checklists	✗	✗	✗	✗	✓	✗
Collaborative	—	✓	—	\$	✓	\$
Printable Version		✗	✓	✗	✗	\$
Compatible with Apple/Google Calendar	✓	✗	✓	✗	✗	✗
Weather	✓	✗	✗	✗	\$	✗
Offline Access	—	\$		\$	✗	\$
Road Trip Friendly	—	✓	✗	✓	✓	\$
Calendar View	✗	✗	✗	✗	✗	✗
AI Features	✗	—	✗	✗	\$	\$

approachable

Welcoming and user-centric; uses clear, friendly, and inclusive language; offers a supportive environment for users, regardless of their level of experience with trip planning and organizing.

collaborative

Enables users to share trip plans and ideas with others. Users can make joint decisions, and collectively contribute to the planning and organizing process to foster share experiences and strengthen group dynamics.

flexible

The platform will accommodate a wide range of user preferences and trip types. Users can customize their own organization process, adapt to different travel styles, and incorporate various types of travel information.

intuitive

Easy for users to understand and navigate without requiring explicit instruction or explanation. Purpose and functionality is clearly and effectively communicated.

portable

Users can access and use the platform on various devices, screensizes, as well as a printable booklet, ensuring that users can organize or access their trip information from anywhere at anytime.

worldly

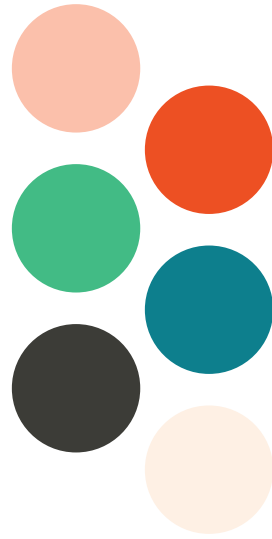
Supports planning for both popular tourist destinations and “off-the-beaten-path” locations, and supporting the different needs of planning a trip in different locations/cultures.

concept

ideation
look & feel
name & mark development



Concept One



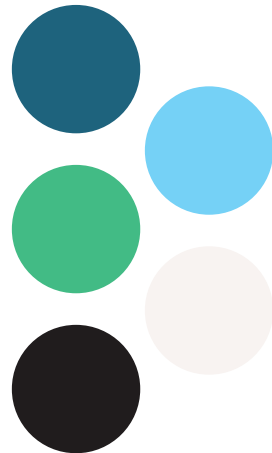
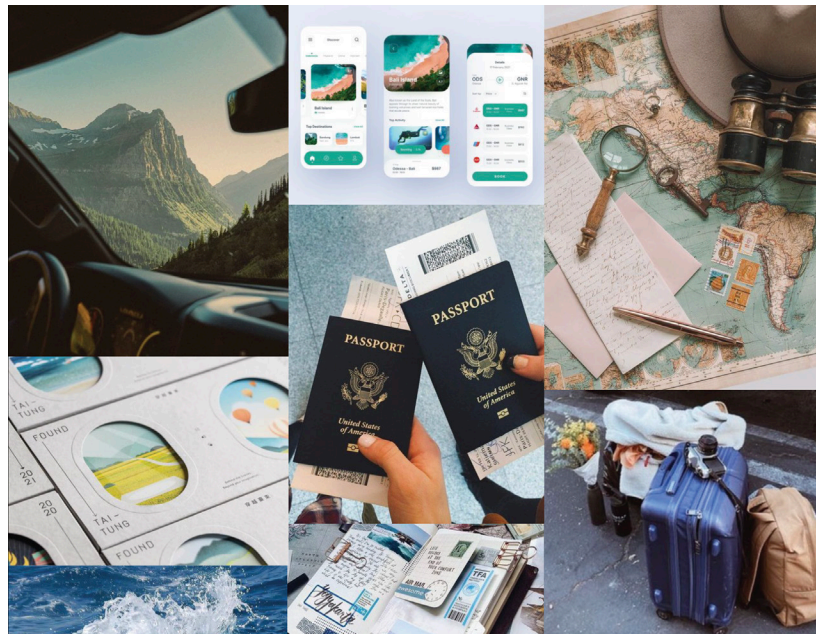
The Seasons

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Semplicita Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Concept Two



Forma DJR Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Semplicita Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Final Concept



Forma DJR Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Semplicita Pro

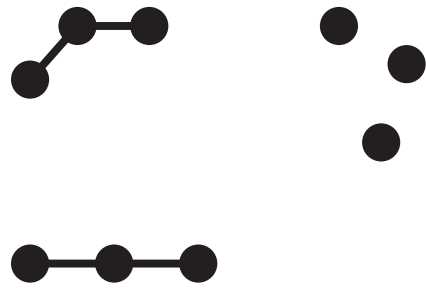
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The final brand concept is a combination of the first two initial concepts. The brand is meant to reflect the combination of digital and analog planning by referencing vintage passports, passport stamps, and plane tickets, while remaining modern and digital through the typefaces and colors.

Name Iterations

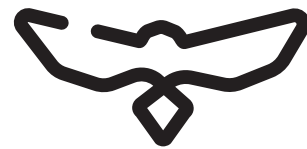
dwel

dwel time (transportation)
lots of time spent planning trips



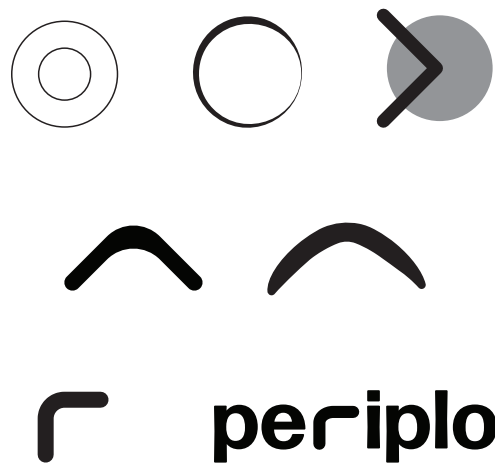
peregri

comes from the Latin word *peregrine*
means to come from another country;
foreign; having a tendency to wander
play off a type of falcon *peregrine*
which is found in every continent
except Antarctica



periplo

means circumnavigate in Italian

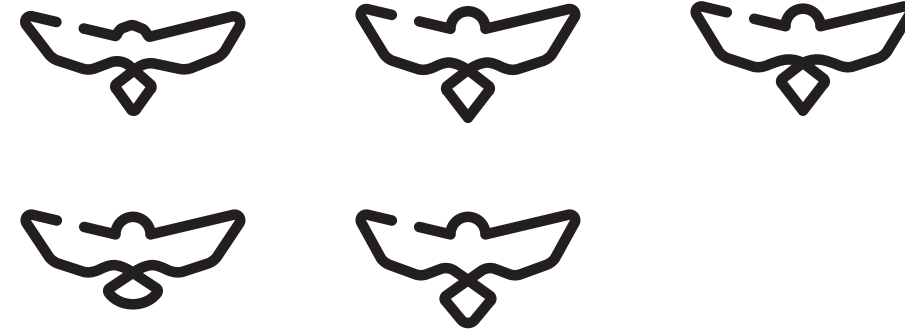


wandery

play off of the word *wander*

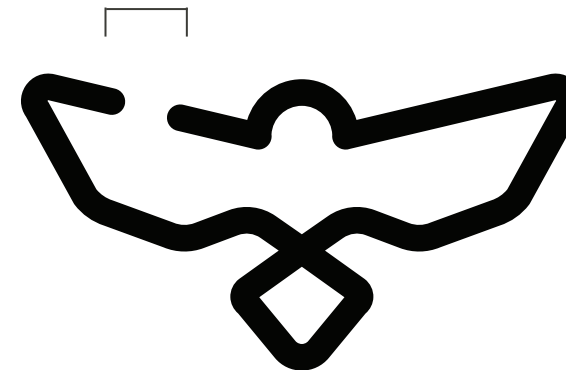


Mark Refinements



Final Mark

break in the form to signify the start
and end of a trip or journey; traveling
from one place to another



form reflective of a peregrine's spread
wings; also meant to resemble a plane

Final Name

peregri

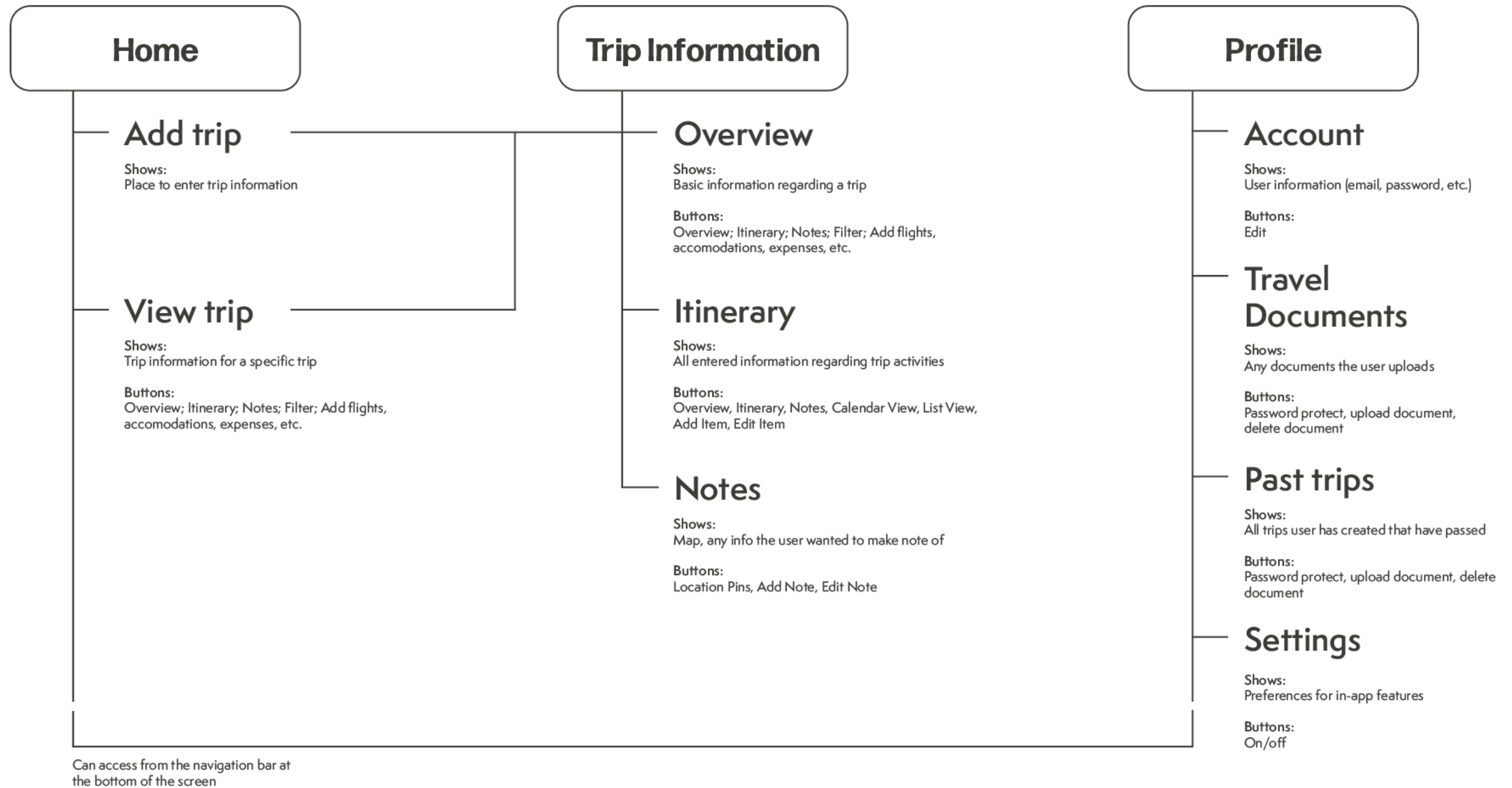


development

site map
priority guides
wireframes

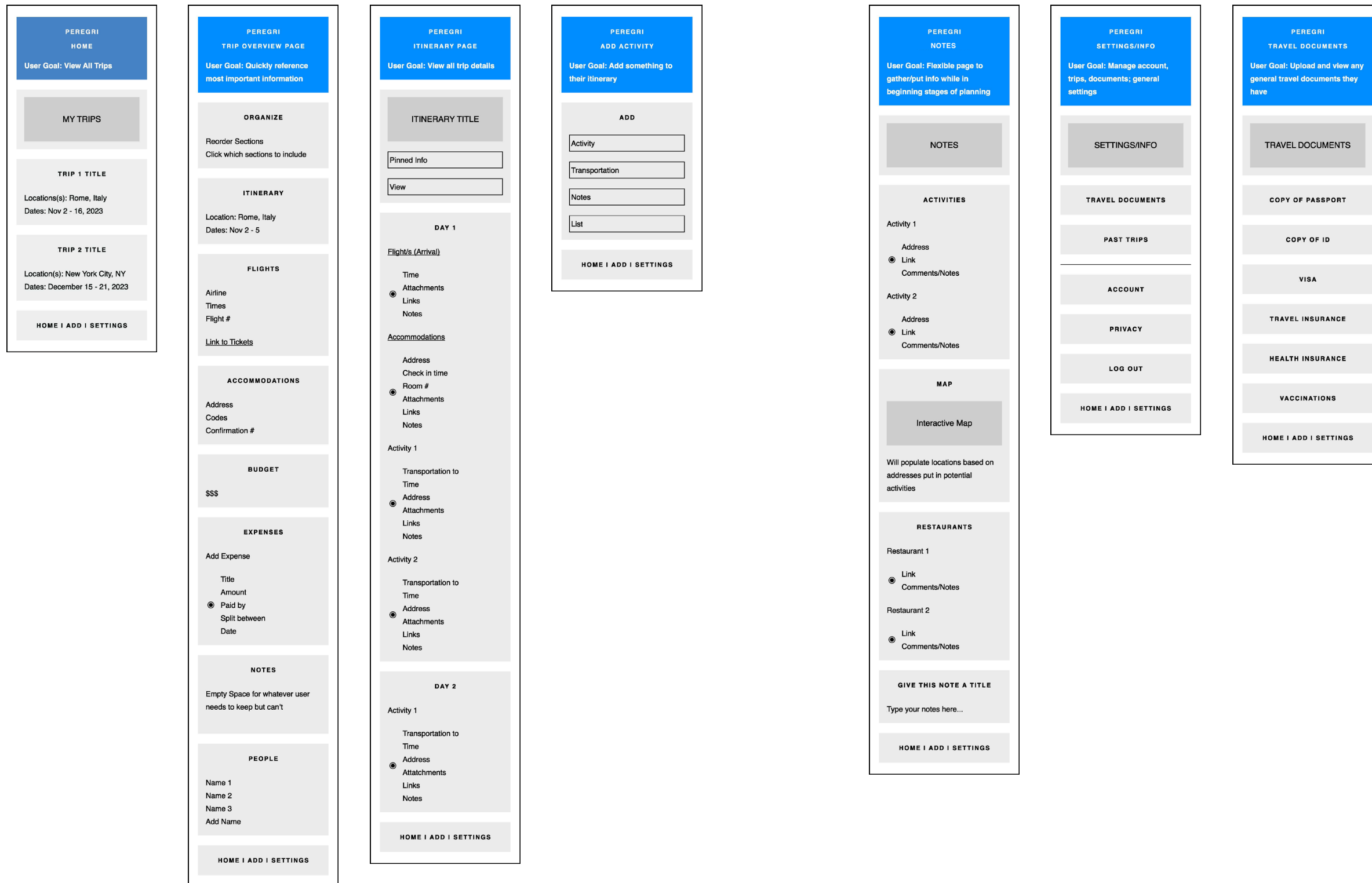
App Sitemap

The sitemap was designed to figure out how each page and feature would connect to one another.



Priority Guides

I used priority guides to decide what information would be shown on which page and in what order.

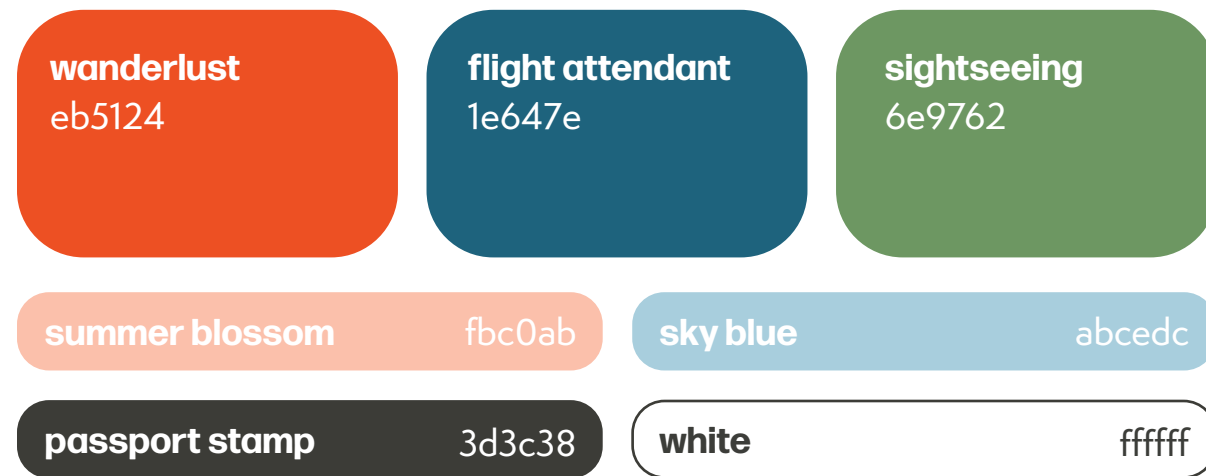


design solution

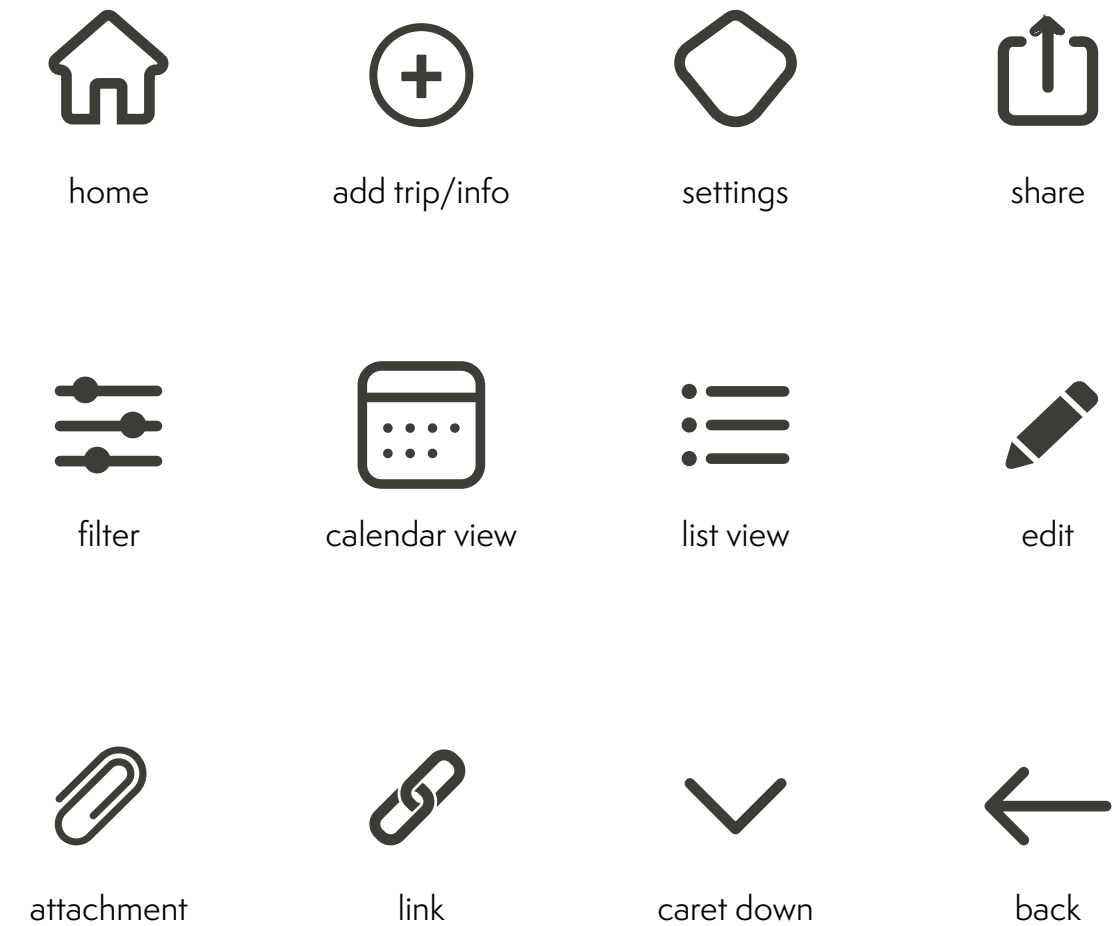
brand
app
printable booklet
marketing materials
explanation video



Color Palette



Icons



Typography

Forma DJR Text

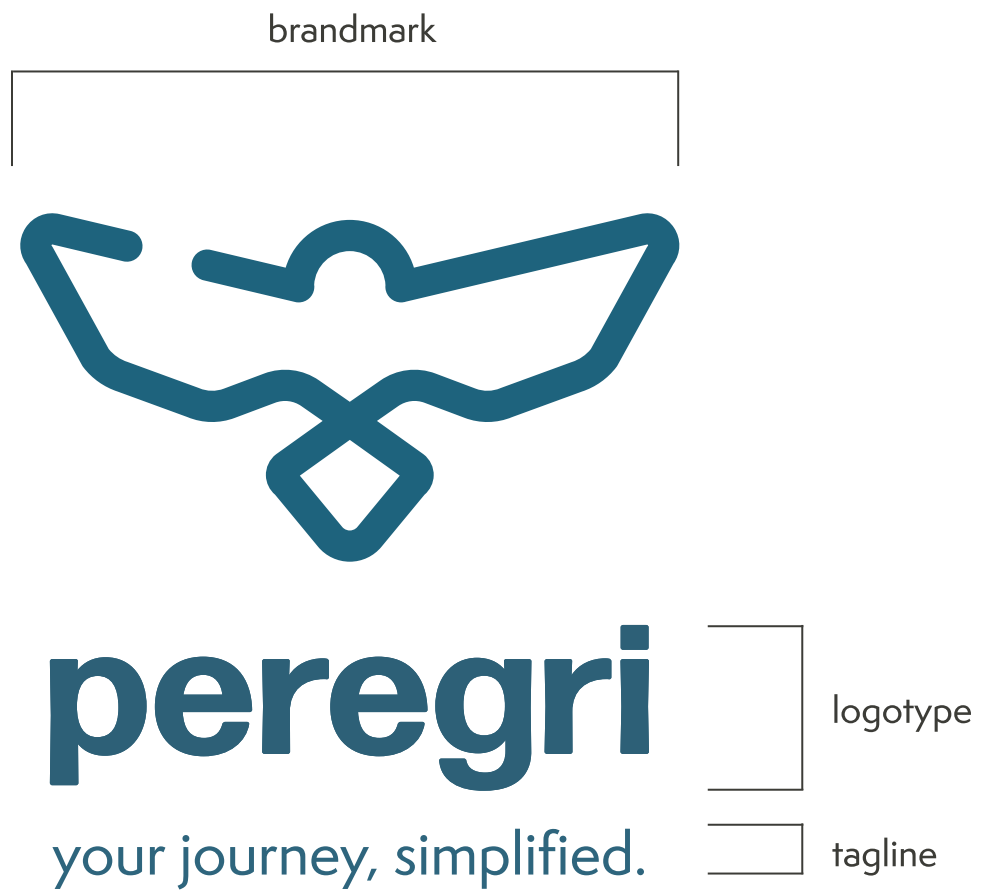
Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Semplicita Pro

Semibold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Final Signature



Brand Options



Color Variations

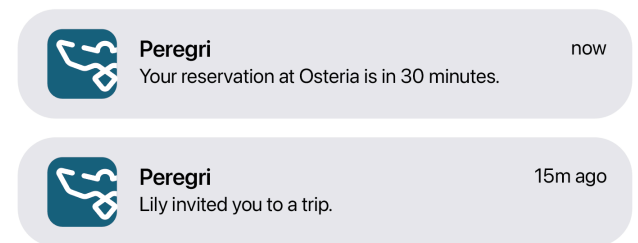


App Icon & Notifications

Primary App Icons

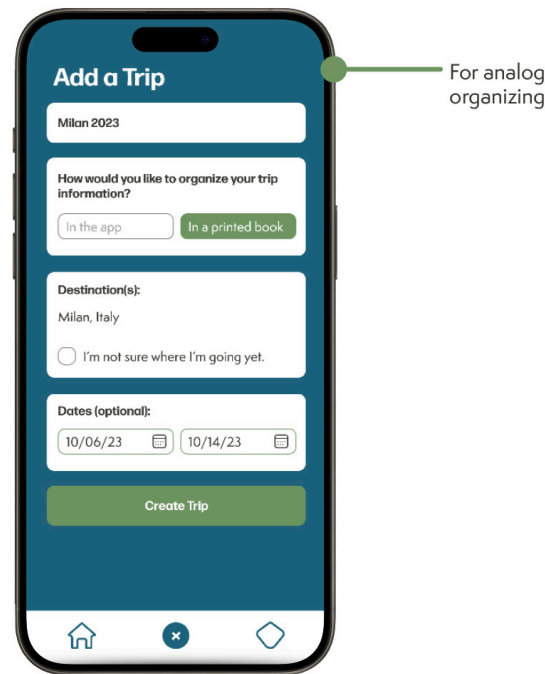
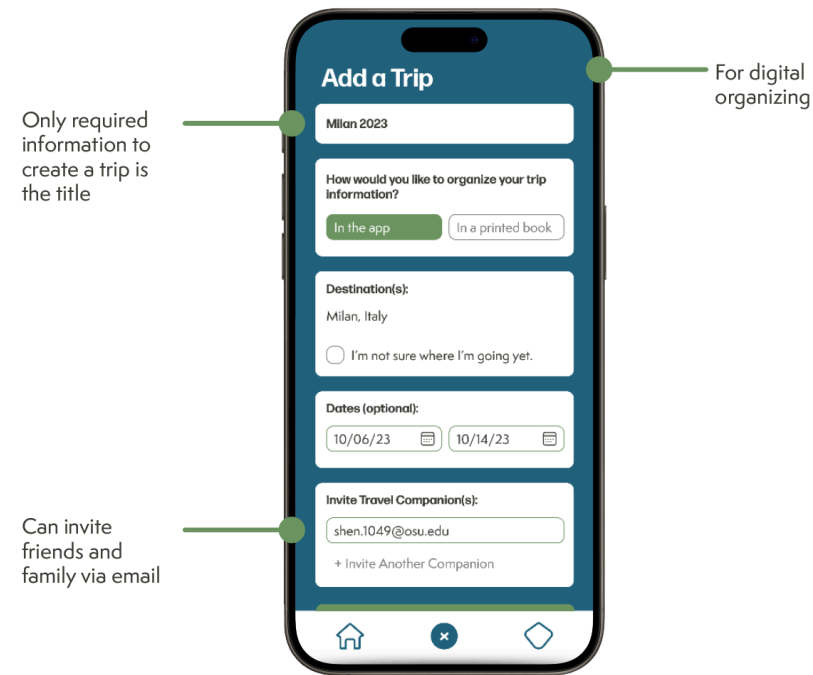


Secondary App Icons

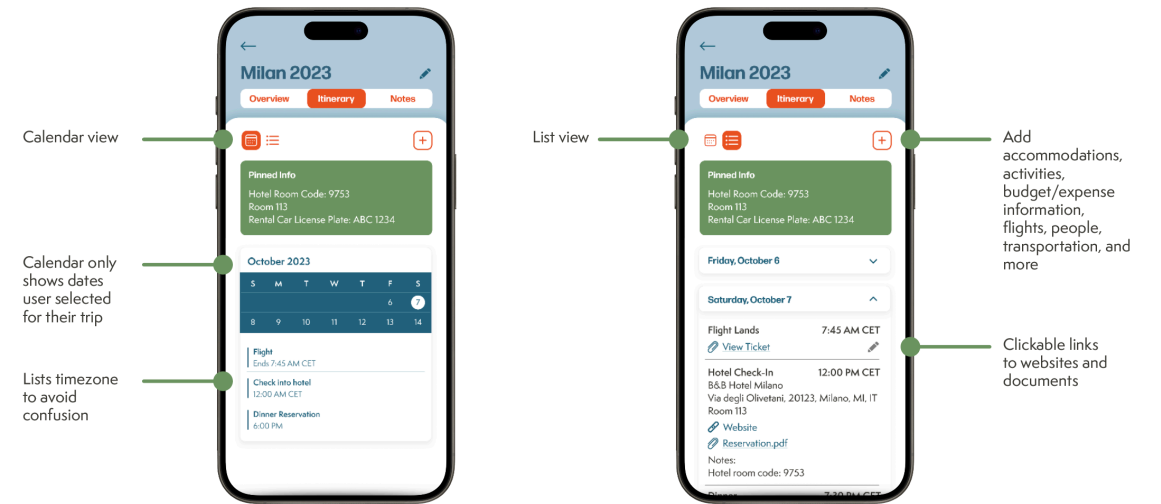


App

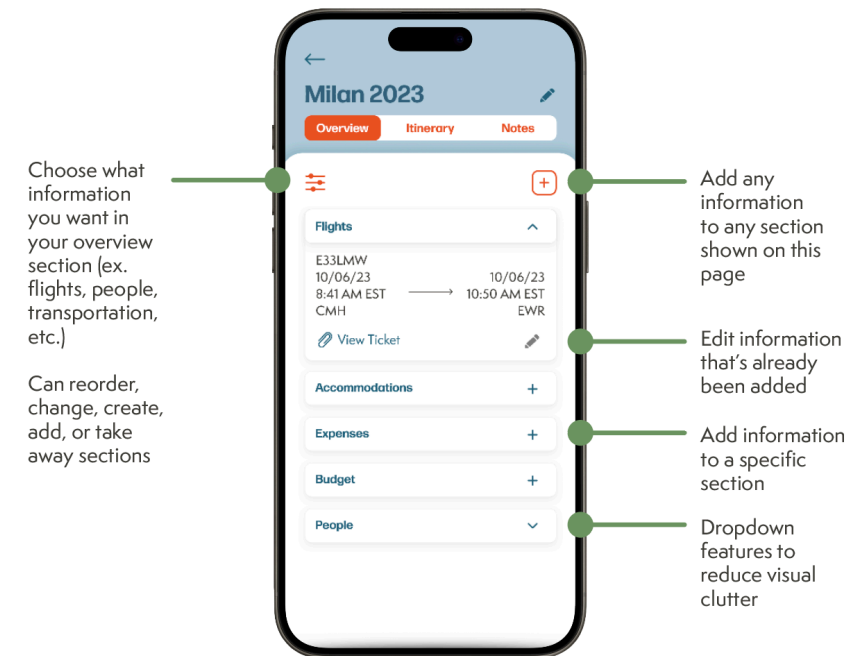
Adding a Trip



Itinerary

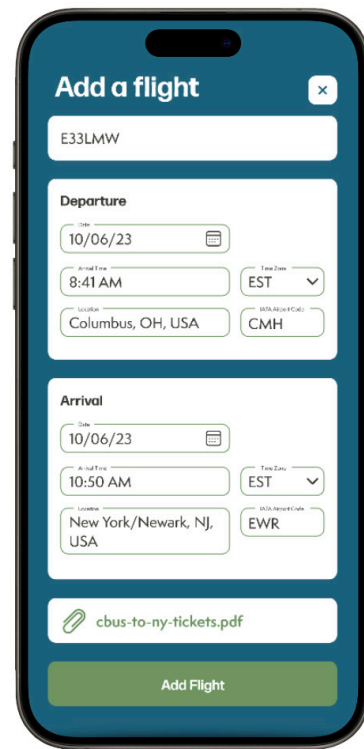
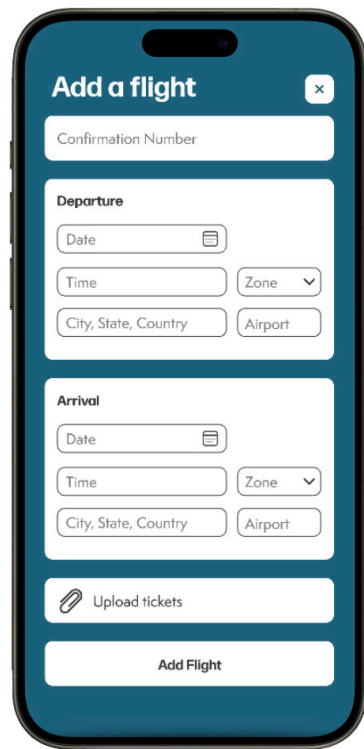
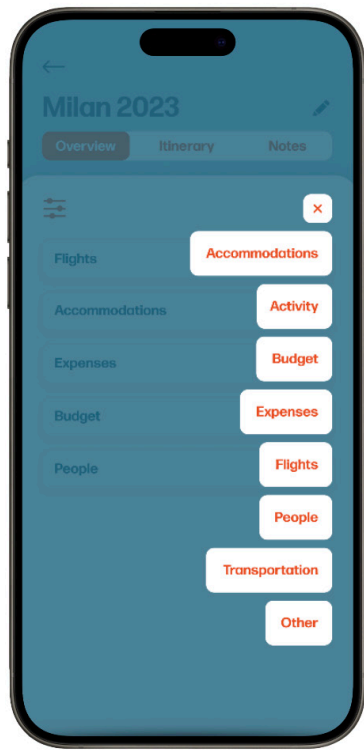


Overview

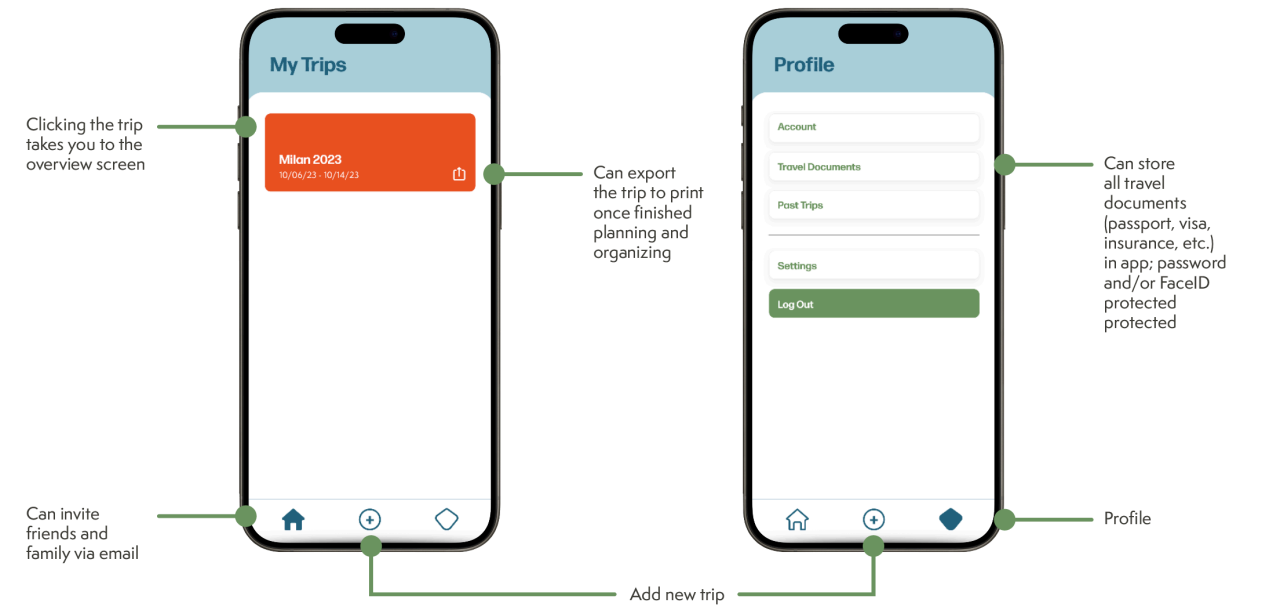


App

Adding Information



View Trips & Profile



Printable Booklet

Itinerary | Day

Itinerary | Week

			Notes:

Overview | Accomodations

Address: _____

Dates: _____

Check In: _____ Check Out: _____

Room #: _____ Room Code: _____

Notes:

Milan 2023

/ / - / /

Location(s): _____

Flights

Confirmation # _____

/ /	/ /
Date	Date
Time	Time
Airport	Airport

Confirmation # _____

/ /	/ /
Date	Date
Time	Time
Airport	Airport

Itinerary | Day

6:00 am	_____
7:00 am	_____
8:00 am	_____
9:00 am	_____
10:00 am	_____
11:00 am	_____
12:00 pm	_____
1:00 pm	_____
2:00 pm	_____
3:00 pm	_____
4:00 pm	_____
5:00 pm	_____
6:00 pm	_____
7:00 pm	_____
8:00 pm	_____
9:00 pm	_____
10:00 pm	_____
11:00 pm	_____

Itinerary

/ /

Title _____ Time _____

Address _____

Transportation _____

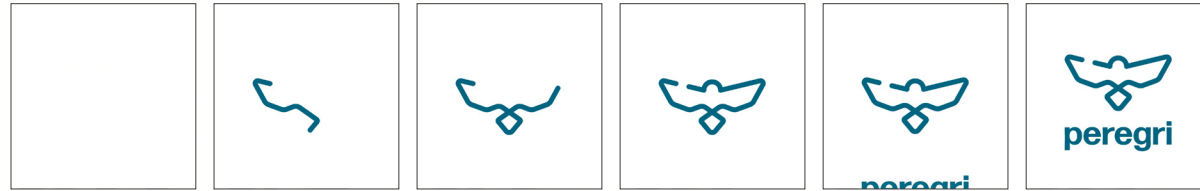
Need tickets/reservation? Yes No Bought tickets/made reservation? Yes No

Notes:

Notes

Promotional Items

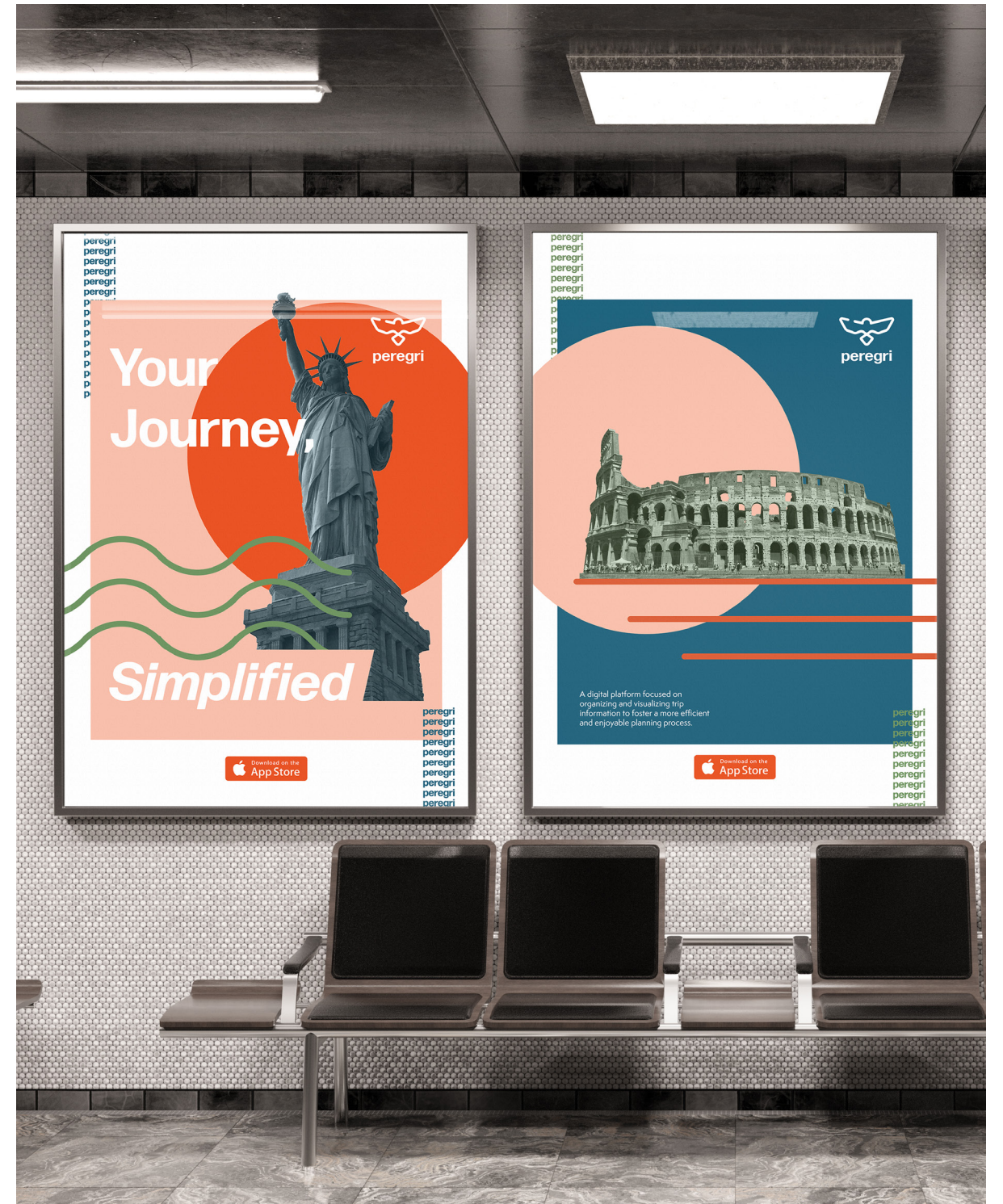
Mark Animation



Binder



Poster Series



Explanation Video

A video was created to promote the app to those who travel. The video explains the key functions of the app and details the different pages available for those who want to work in the analog space. The video is meant to create engagement and increase downloads by showing all the different ways one can plan and organize their trip information with the platform.



Watch here



Storyboards

