

User Feedback Report

Karen Yao – IMMT Fall 2019

Project Description

The project is a social media travel app designed to allow users to create profiles and to streamline documenting travel memories and planned future trips through the collection of flags, photos, durations, locations, basic trip details (e.g. budget spent, weather conditions, LGBTQ+ friendliness and PWD accessibility ratings of a location), and necessary travel documents in an organized manner.

User Testing

To find its target test users, I went on Instagram and reviewed the profiles of my friends who I know are frequent travelers. I went on their profiles and I studied the people who my friends travelled with most often; then decided to reach out to “*familiar faces*” on their feed. After reaching out to these people, I asked if they had more friends who’d like to test the prototype until one recommendation led to another.

I initially sent out the invite to 11 users; however, only 6 people responded within two weeks. There was a couple currently in Japan who both have a passion for travelling all over Asia; three were friends and millennials that were always eyeing on budget fares; and one was a sales manager that was a backpacker during her free time.

All of them were presented with *Prototype Version 2* that had revisions resulting from the first draft prototype testing e.g. improved labelling, adding a progress reminder when filling out forms, etc.

All users were tasked with the main function which is to add a new travel log. However, they were also invited to view his/her profile details, see his/her travel timeline and travel goals, and view further details of his/her timeline.

The success criteria for the main task was to land back on the timeline with his/her new log listed on his/her profile.

After the testing, I collected all comments from Adobe XD and comments that they personally messaged directly to me.

Feedback and Findings

When asked if it was easy to navigate, all testers said yes. One user specifically said, “Creating a new travel log was simple and easy. Even without the button clues, the steps are pretty intuitive.” Another user has also mentioned that she didn’t even need to ask questions while using it.

There were 3 particular comments that appreciated how this app was particularly for travelling only. One user compared it to a different social media app, saying “...unlike Facebook where too many things are happening all at once.”

User Feedback Report

Karen Yao – IMMT Fall 2019

However, in terms of room for improvement, I analyzed and grouped all the comments from this testing phase and categorized them into four main topics: **repeated comments**, **order of the fields**, **suggestions**, and **privacy concerns**.

A. Repeated Comments

There two comments which were still similar to the comments from the first testing phase (Draft Prototype).

(1) There was a remark regarding labeling—specifically “Travel Caption.” The user gave a suggestion to change it into something simpler: “short description,” or just the word *description*. This comment is actually contradictory to the first comment I received a few weeks before, saying that the word “description” is too broad, while asking “is it a description about the trip? The photos? The place? Or what?” So, to address these two opposing comments, I consulted with my team and we ended up labeling this field using the phrase: “Describe this trip.”

(2) Another feature which was again suggested in both testing phases was the tagging feature or the ability for users to tag their friends. I initially thought that this was a feature I could overlook for now; however, seeing that it keeps repeating itself, I decided to add this feature on the next version of the prototype (Version 3).

B. Order of the Fields

The couple made a very valid point about the order of the fields. They pointed out that the type of trip i.e. business or leisure should be on the first page of the two-page form rather than the second because this way he is reminded of it rather than he’ll skip over it (because the second page of the form is skippable). One of them reasoned that as a businessman, himself, he’d like to see all his business trips at some point; and if he skipped over this field every time he made a travel log, he wouldn’t be able to filter all his business trips if he wanted to.

Another user also pointed out that the “budget spent” field should be on the pop-up optional form (the form intended to collect input that would be beneficial to other users) because this data can help other users be more informed as well— giving them an idea of how much to prepare for a certain trip or location. However, I need to keep in mind that this information is also beneficial to the users, themselves—keeping record of all their expenses they shed out on travelling. This also opened my eyes to the possibility of “what if the trip was paid off by the company and not the traveler?” giving me the idea to allow users to toggle if the budget spent was a *business-perk*.

User Feedback Report

Karen Yao – IMMT Fall 2019

C. Suggestions

There were many suggestions pertaining to features I could add as well i.e. how they'd also like to view ratings of airlines and airports as well; however, I decided to that these types of suggestions can be prioritized and planned later on since they were not part of the main function of the app.

On another note, one amazing comment that I got from one particular user (one among the couple) was the use of **badges**. He gave another pair of eyes that I truly did not see through at first. He explained that adding badges to the travels can greatly influence my users to continuously use the app. Badges that would serve somewhat of a rewarding system e.g. get a badge once you reached 100 trips, or 20 trips within two months, or 100 trips thin a year, or so on. Furthermore, he described that this badging system opens up a new type of encouragement and sense of accomplishments for users to become influencers, experienced experts on travelling, travelling advisors, etc. He said this can create tiers or levels for users, so users can also become aware of other users who are accomplished travelers and can connect with them for advice. I plan to embed this suggestion within the timeline and profile details of the following prototype (Version 3).

D. Privacy Concerns

2 out of 7 users raised the concern regarding the privacy—given that the app would enlist passport details, visa details, and emergency contacts. Both users have emphasized the importance to inform a user and to have them agree to the privacy measures, and to carefully study privacy laws. These concerns are being addressed on the Business Strategy side of the project.