FPT UNIVERSITY

Esperie

TRAVEL PLANNING MOBILE APPLICATION

Operating system: iOS

Member

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Supervisor

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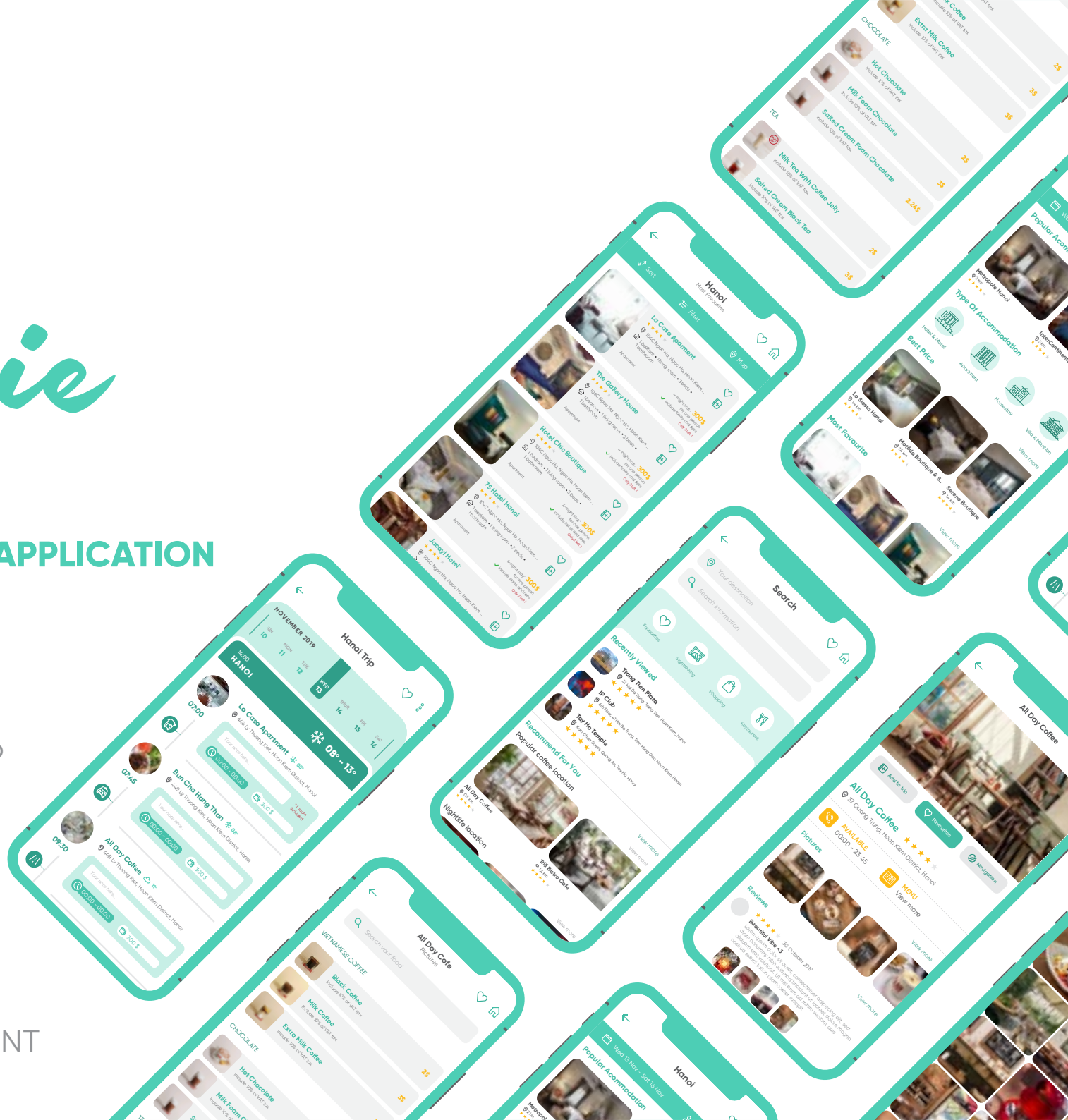
CAPSTONE PROJECT DOCUMENT



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1 Project Proposal

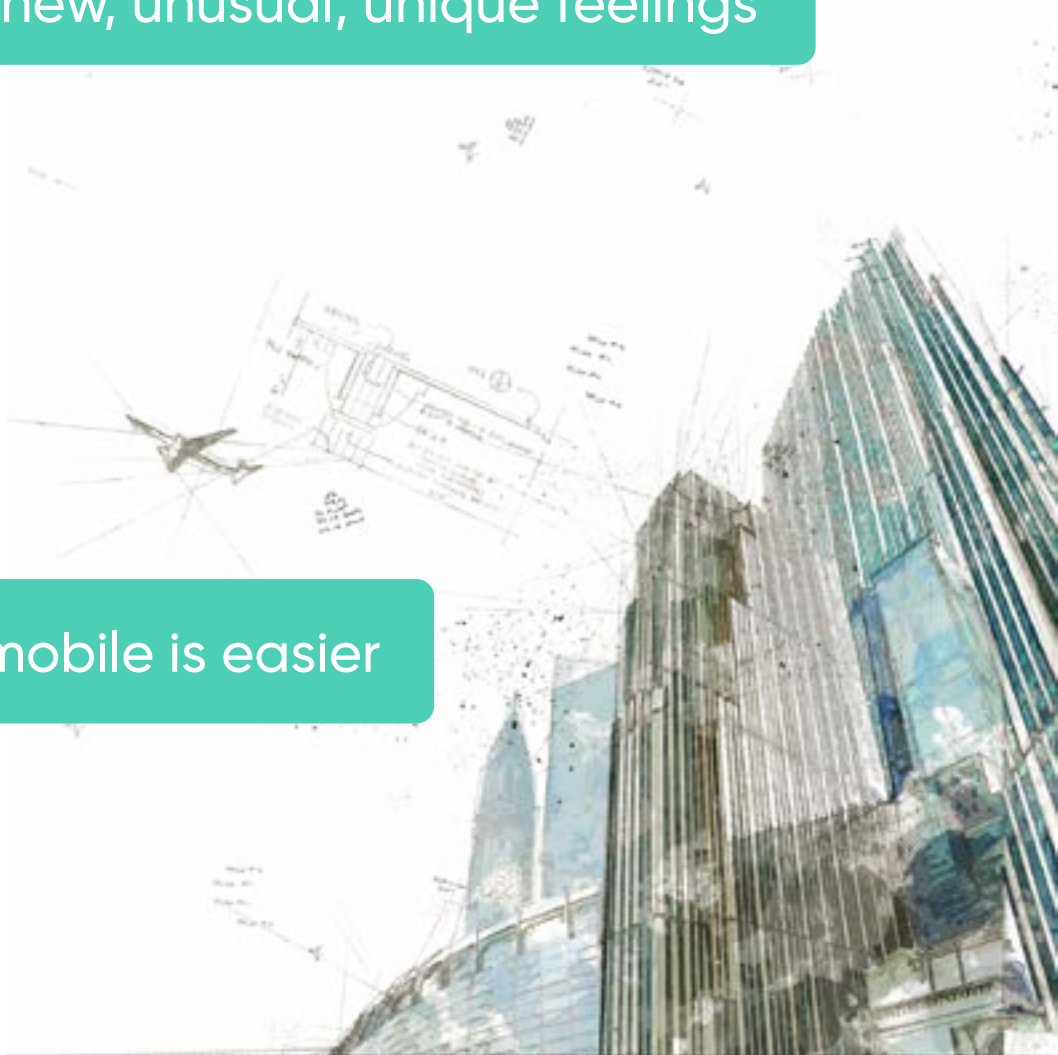
1.1 Problem Definition

New Trend — Experience new, unusual, unique feelings

Low-cost Aviation

Economic Development

Finding and ordering services on mobile is easier



1.2 Project Overview

Currently Application

Accommodations

Transport Tickets

Location Information

Restaurents

Schedule Your Trip

User Need

Careful Prepare Trip

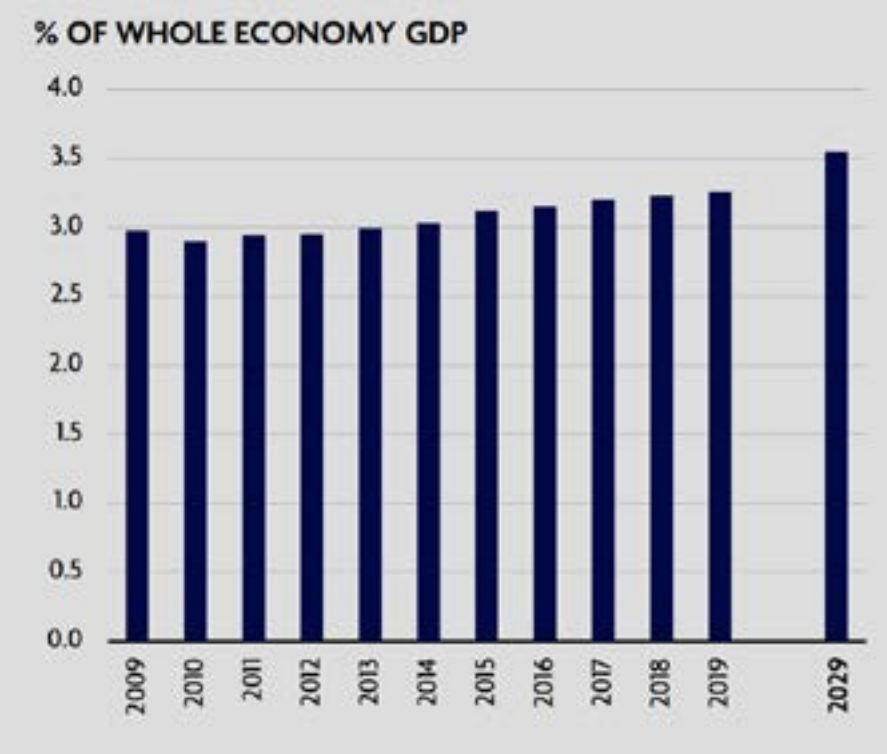
Detail Schedule

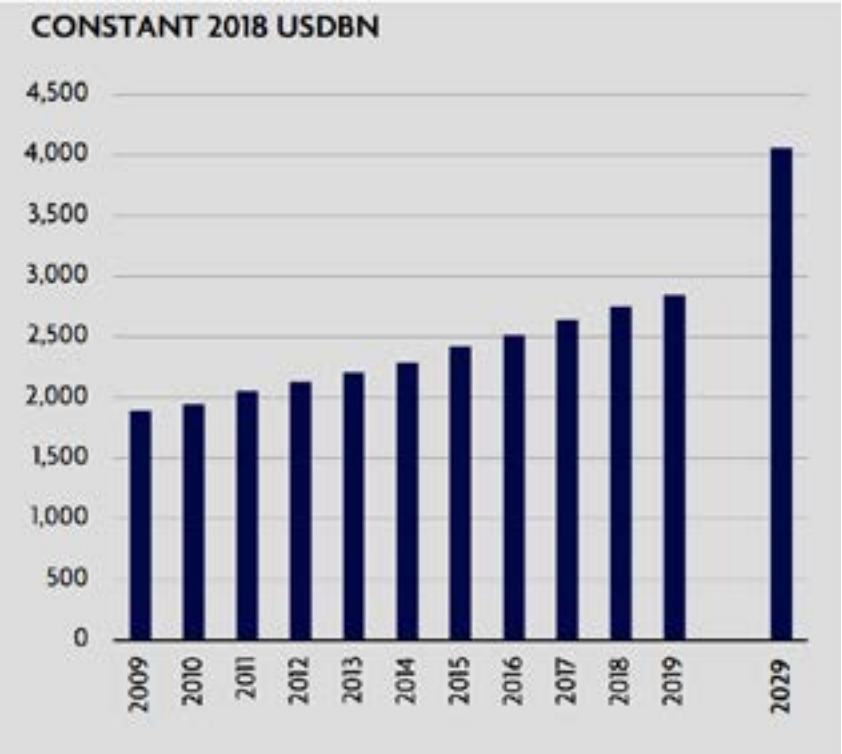
Fully Information

1.3 Research

Market Reseach

WORLD: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP





1.3 Research

Travel Trends

Staycation

Self-Guided Travel

Solo Travel

1.3 Research

Direct Competitor

Brand	Pros	Cons
TripHunter	-Users can schedule automatically and can be edited. -Schedules are publicly available -Calculate the total price of a trip.	-No foreign language support -Not recommended for transportation to user preference.
Mtrip	- Allow users to download all of the location data to the machines want to see offline mode. - Mode directions or search services around you using AR technology. - For users of the fast search operations around his position.	-Just see a brief review and paid before they can use. - Number of locations supporting schedules are limited, only some countries, not in Vietnam. - Naming the folder was not familiar. - The icon display is also still unknown and arranging their position for no good experience

TripIt	- Maps in the airport. - There are statistics on trips made over the year, helping tourists look back on their journey. -The hotel, transportation is specifically included in the schedule. -There is a reminder alarm when starting and ending a place. -Quick delivery of locations near you. -You can book both parking spaces. -Allows you to invite people to join your plan.	-You must submit each part of the schedule to the TripIt mail through multiple individual items such as hotel reservations, airline tickets. - If you want to correct flight information, the system does not completely remove the edit. - Only free users a number of features - There is no arrangement of steps in the scheduling, users to choose what they want to do their own wishes.
Sygic	-A detailed map based on the schedule database. -Allow me to download the map. -The trip will automatically sync across all devices you use. -360-degree photo supports for users viewing at the destination. -Give the user has the choice of vehicles.	- The free features are limited - Color in design is still blurred.

1.3 Research

Partner

1.3 Research

Technology

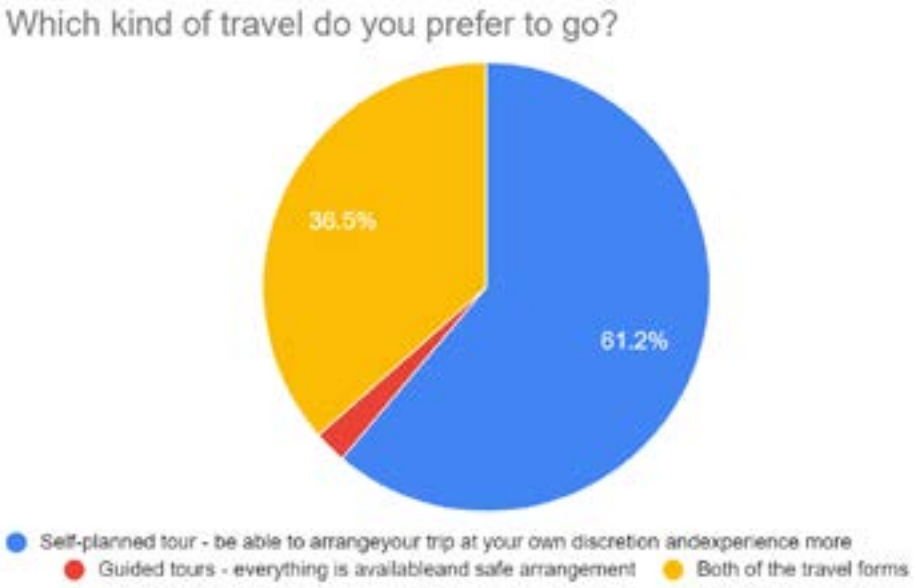
GPS

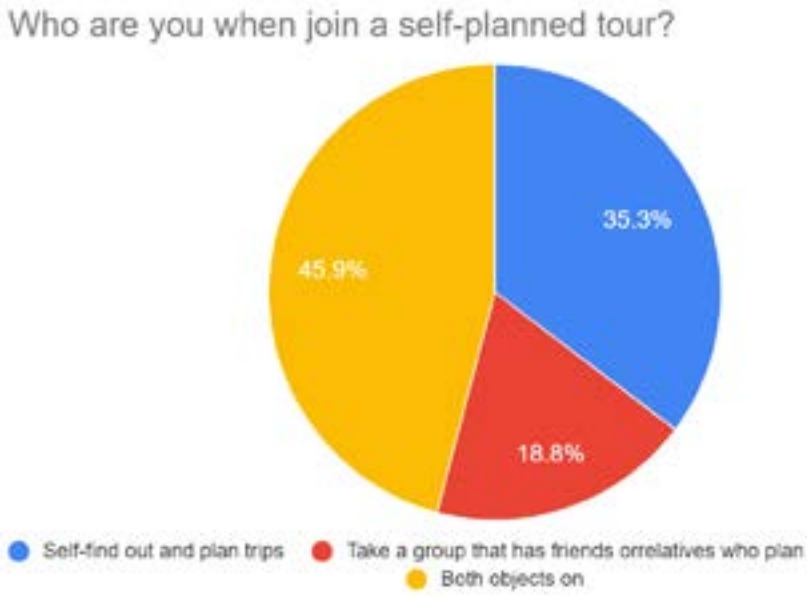
Recommendation System

1.3 Research

Survey Research

User Information

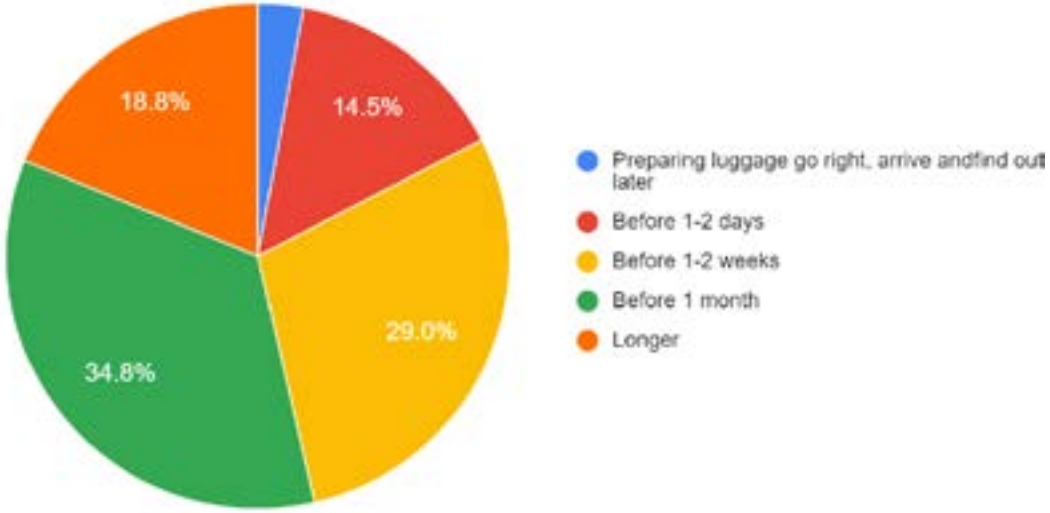




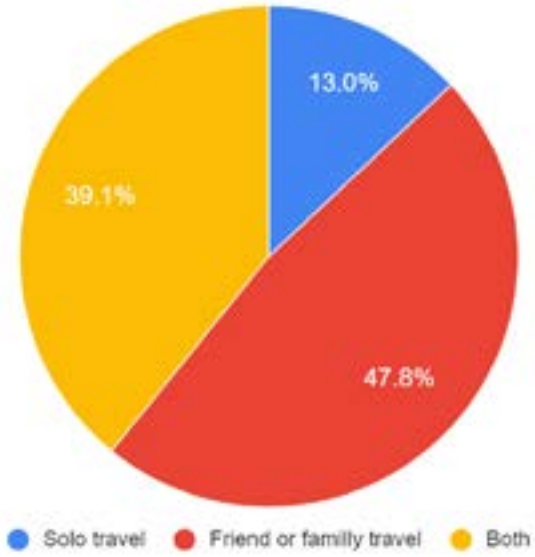
Needs and Habits of user when traveling

When you're a researcher and plan for the trip

How long do you usually prepare for the trip before?



Which form do you travel?



To prepare for a trip, how do you plan?

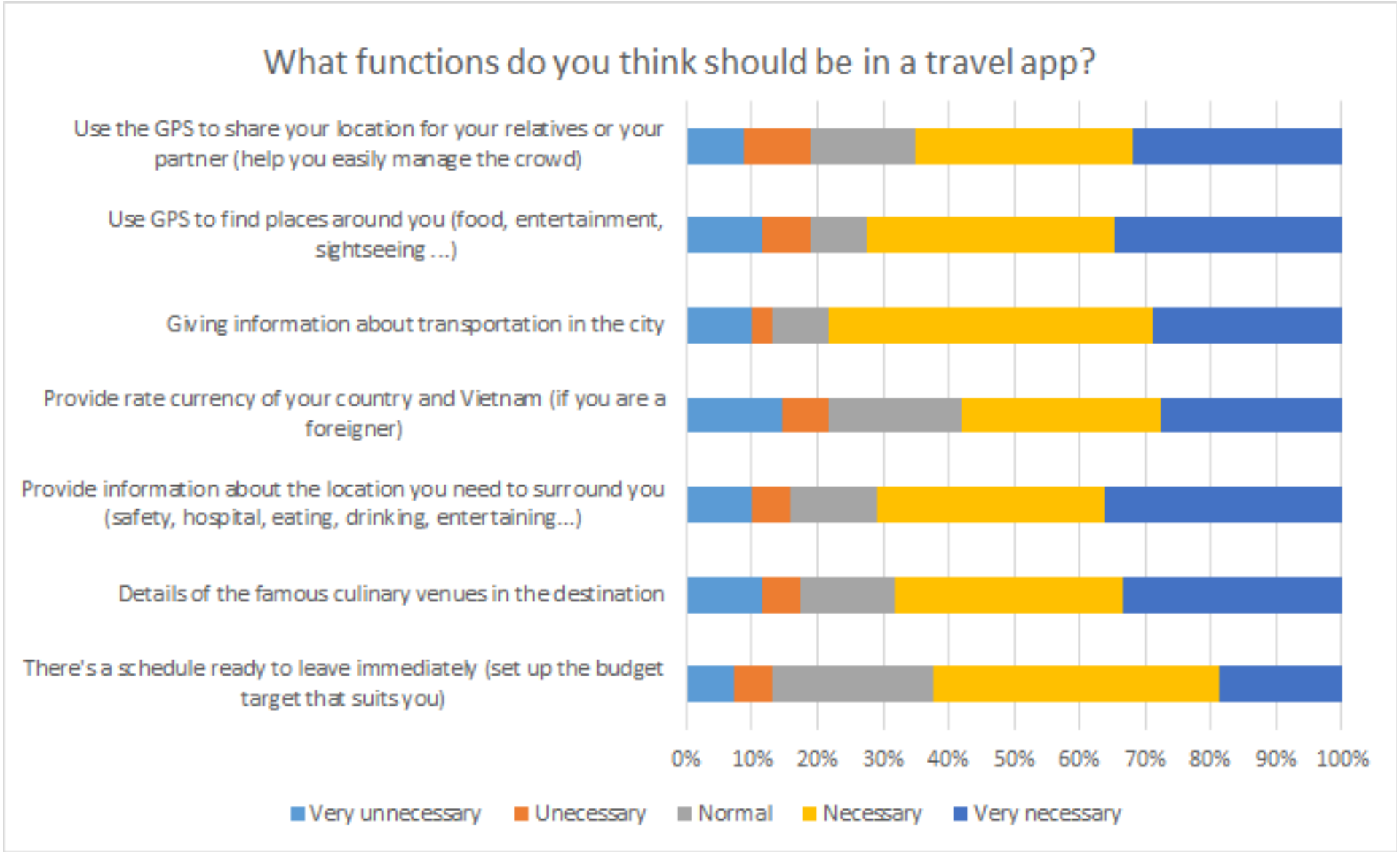
Lên kế hoạch tài chính trước tiên, sau đó là phương tiện

Coi xem ngày đi chơi ở đó có đông người hay không? Ăn ngủ như nào? Có đẹp có thơm hông??? Có an toàn hông??? Giá cả hợp lý không nhỏ? review của người đi rồi ra sao? Có view đẹp để sống ảo không? đẹp cỡ nào??? Úi giời nhiều lớm ạ :3

gom hết tiền rồi cứ rứa mà đi rứa chi. Mua vé 2 chiều rồi xõa đê.

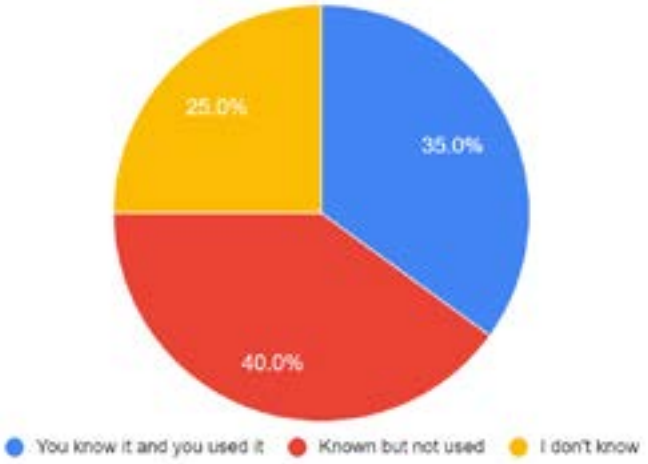
Mình thường cố gắng lên 1 lịch trình đơn giản, thuận tiện nhất

Em chuẩn bị cách ngày khởi hành khoảng 1 tháng
+ Lên sẵn địa điểm để săn vé máy bay giá rẻ
+ tìm hiểu địa điểm, lịch trình chuyến đi và book phòng khách sạn để có thể dự tính số tiền cần chuẩn bị mang theo
+ xin tip của mọi người đã tới địa điểm đó trước
+ thông tin thời tiết cũng cực kì quan trọng
+ tra cứu 1 số thông tin hoặc lân la các hội nhóm review đồ ăn ngon tại địa điểm đó

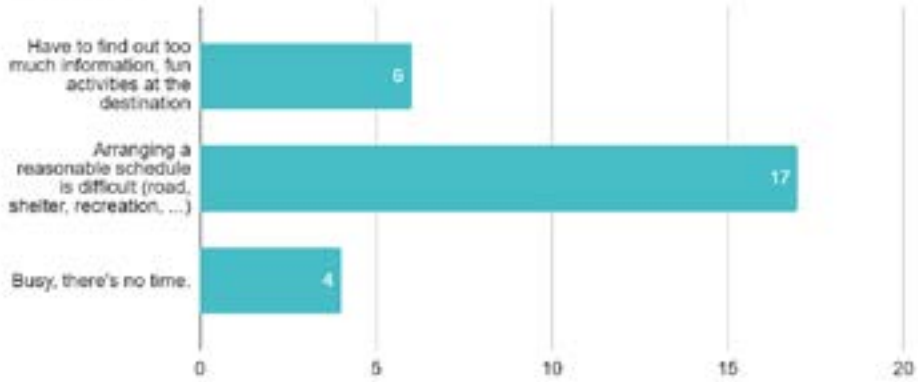

What functions do you think should be in a travel app?
Use the GPS to share your location for your relatives or your partner (help you easily manage the crowd)
Use GPS to find places around you (food, entertainment, sightseeing ...)
Giving information about transportation in the city
Provide rate currency of your country and Vietnam (if you are a foreigner)
Provide information about the location you need to surround you (safety, hospital, eating, drinking, entertaining...)
Details of the famous culinary venues in the destination
There's a schedule ready to leave immediately (set up the budget target that suits you)
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
Very unnecessary
Unecessary
Normal
Necessary
Very necessary

When you take a travel group that has friends or relatives who plan

Do you know it or have you used the application on your phone about travel?



What do you think you're having trouble getting on the schedule?



What other contributions do you have for us to develop the app to help you schedule more easily?

Chưa sử dụng nên cũng kb nhiều về ứng dụng để đóng góp ý kiến
Hỗ trợ nhiều ngôn ngữ Có Map cụ thể, thứ tự đến hiện trên map, chọn đc những điểm muốn đến và show đường đi ngắn nhất.
Nên nhắc nhở khách hàng về những tips mang đồ gọn nhẹ, những lưu ý khi đi du lịch
kooooo

From the above charts, we can see users' recommendations on features which should be included in Esperie App:

-Share schedules for your friends and invite them to participate in a trip itinerary.
-Propose locations, activities, services that users are looking for through recomendation system.
-Display and update the weather information in each location.
-Update locations, highlights and time should come for each city.
-Calculate the budget of the trip, show the local currency the user wants to arrive.
-Provide media information.
-Use GPS to search for activities around the user or area that the user wants.
-Support multiple languages and currency of the user.
-Show map route of the itinerary by day.

1.4 Specify Requirement

User's Problem	Positive Solution
The information on the Internet is too much, to find out and filter the right and rationally, it takes a lot of time..	Research, filter information and suggestions to the user.
Poor, unattractive interface design.	Design the application interface attractively, clear layout, easy to identify, create emotional satisfaction during use.
Users lack information of essential budget for the trips..	Provide users with essential information about budget and currency of the destinations.
The interaction with the user from the start to the end of the trip is limited while using the travel application create the schedule.	Increased interaction with the user during and after the trip: directions, change location, search around, ...)

2 Design Proposal

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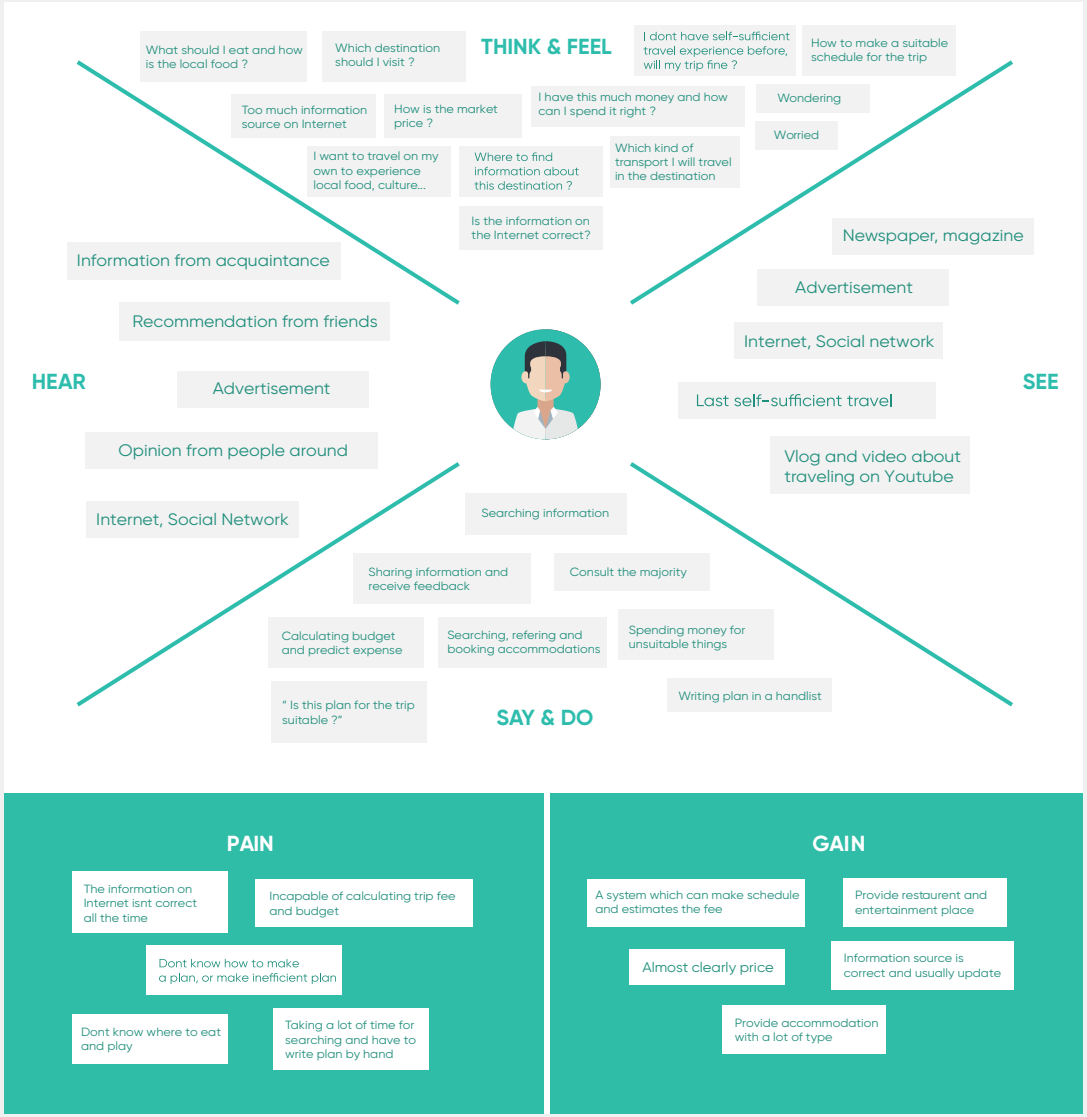
2.1 User Specification

User Personas

2.1 User Specification

Empathy Map



2.1 User Specification

Story Mapping

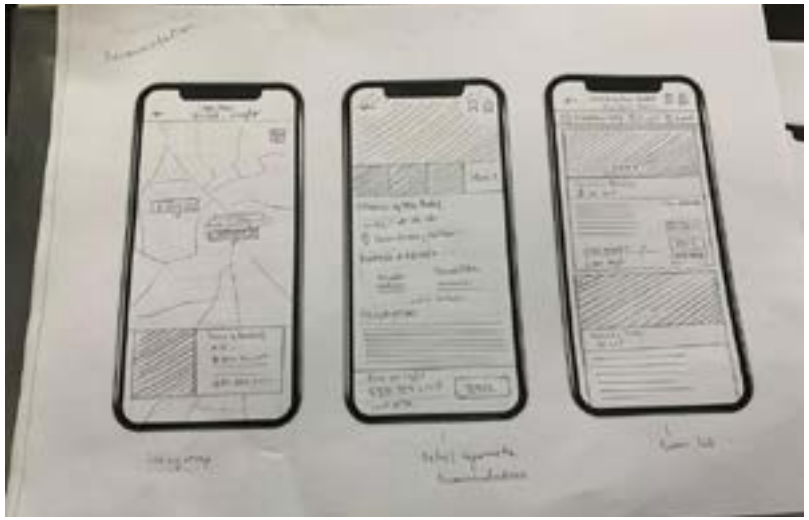
https://miro.com/app/board/o9J_kwFfgUw=/

2.2 The First Sitemap

https://miro.com/app/board/o9J_kwFfgUw=/

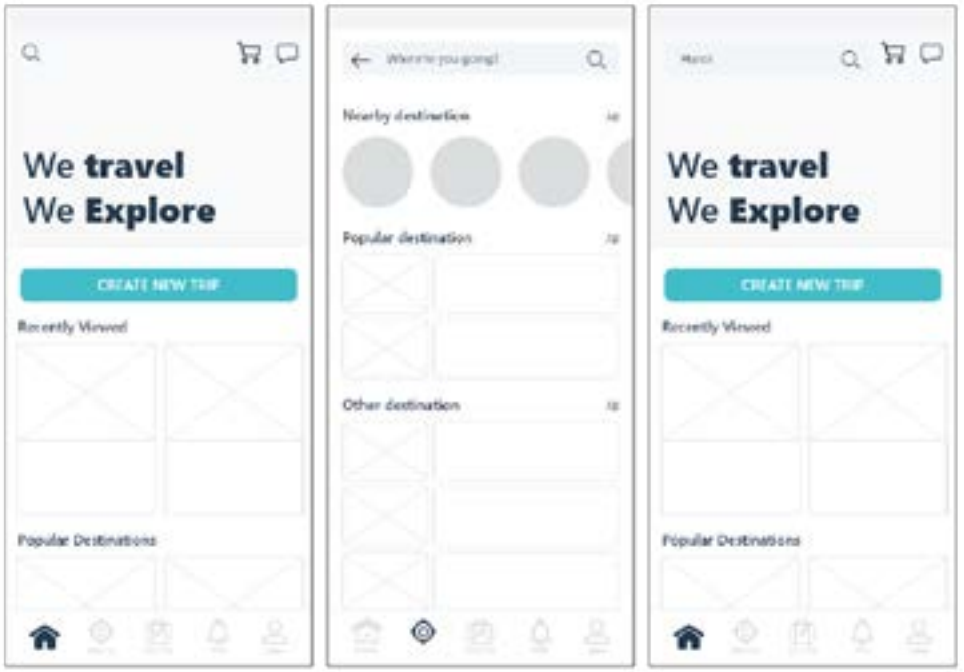
2.3 The Prototype

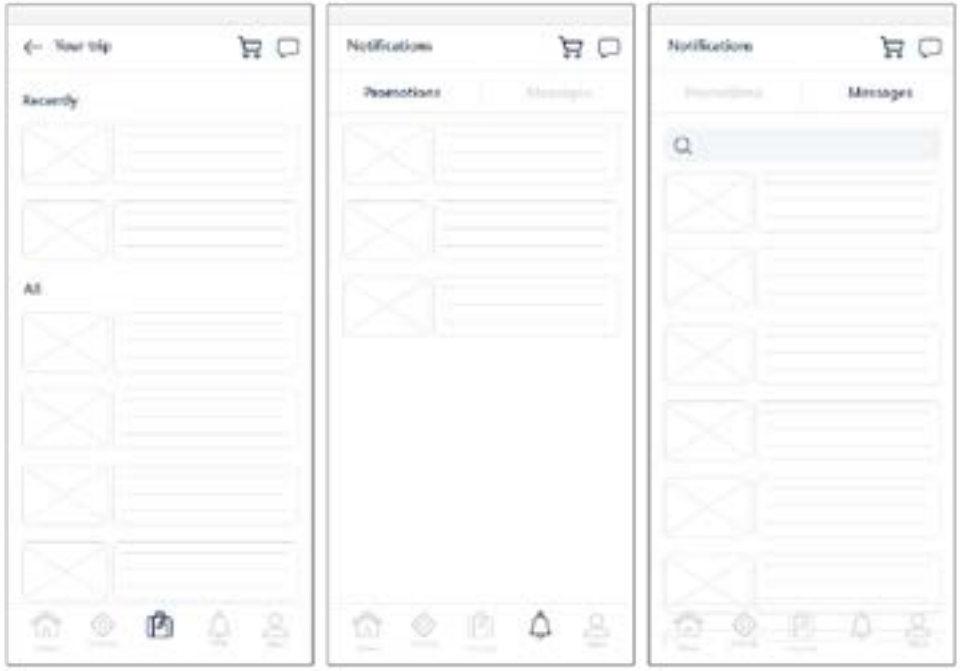
Paper Sketch

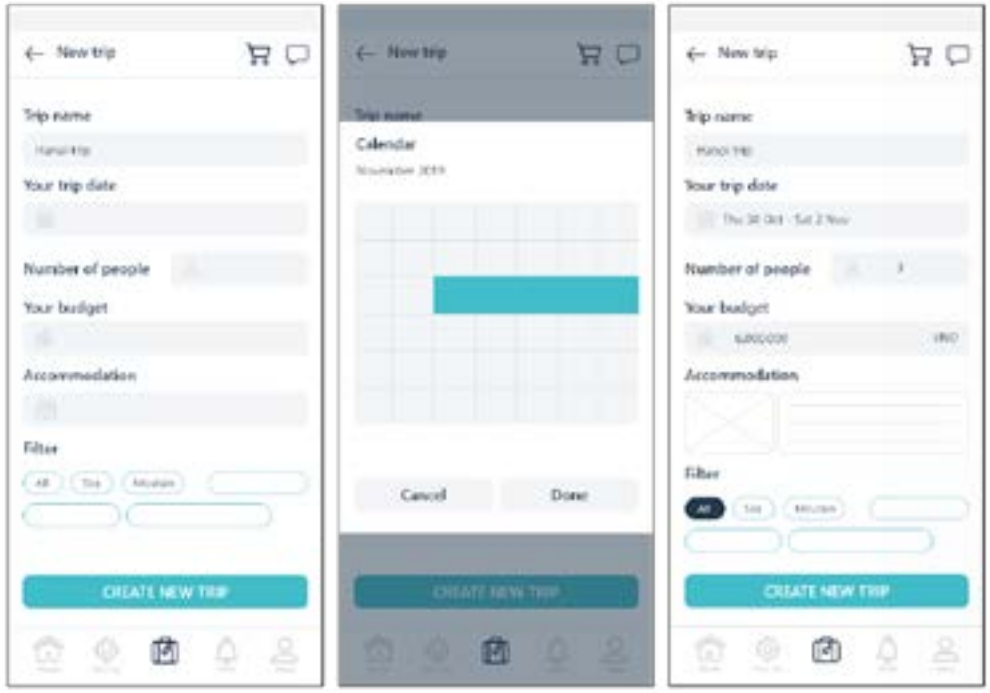


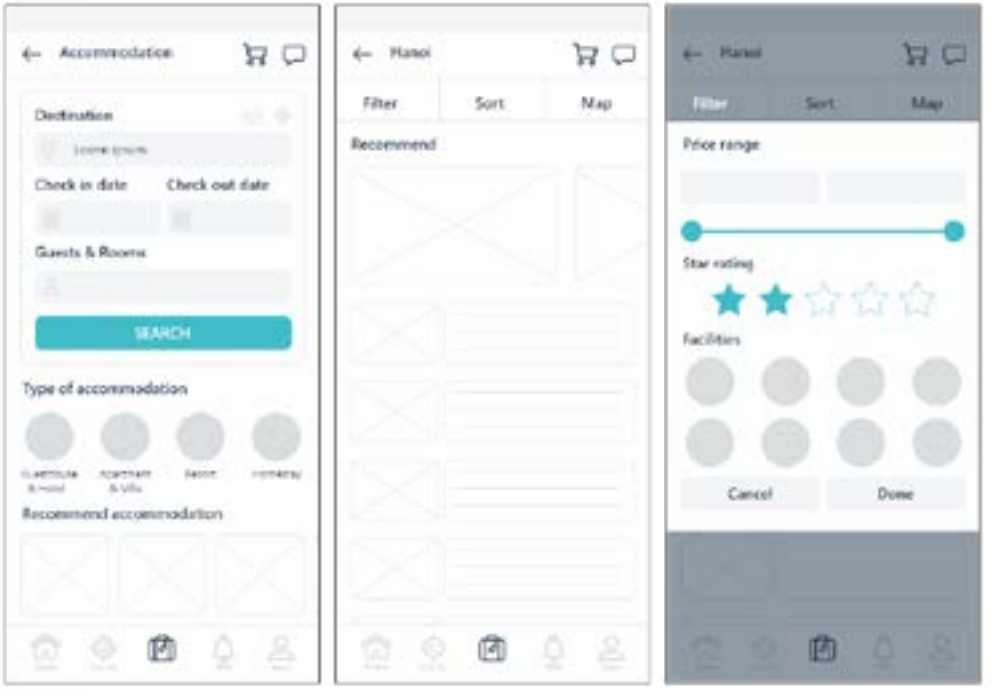
2.3 The Prototype

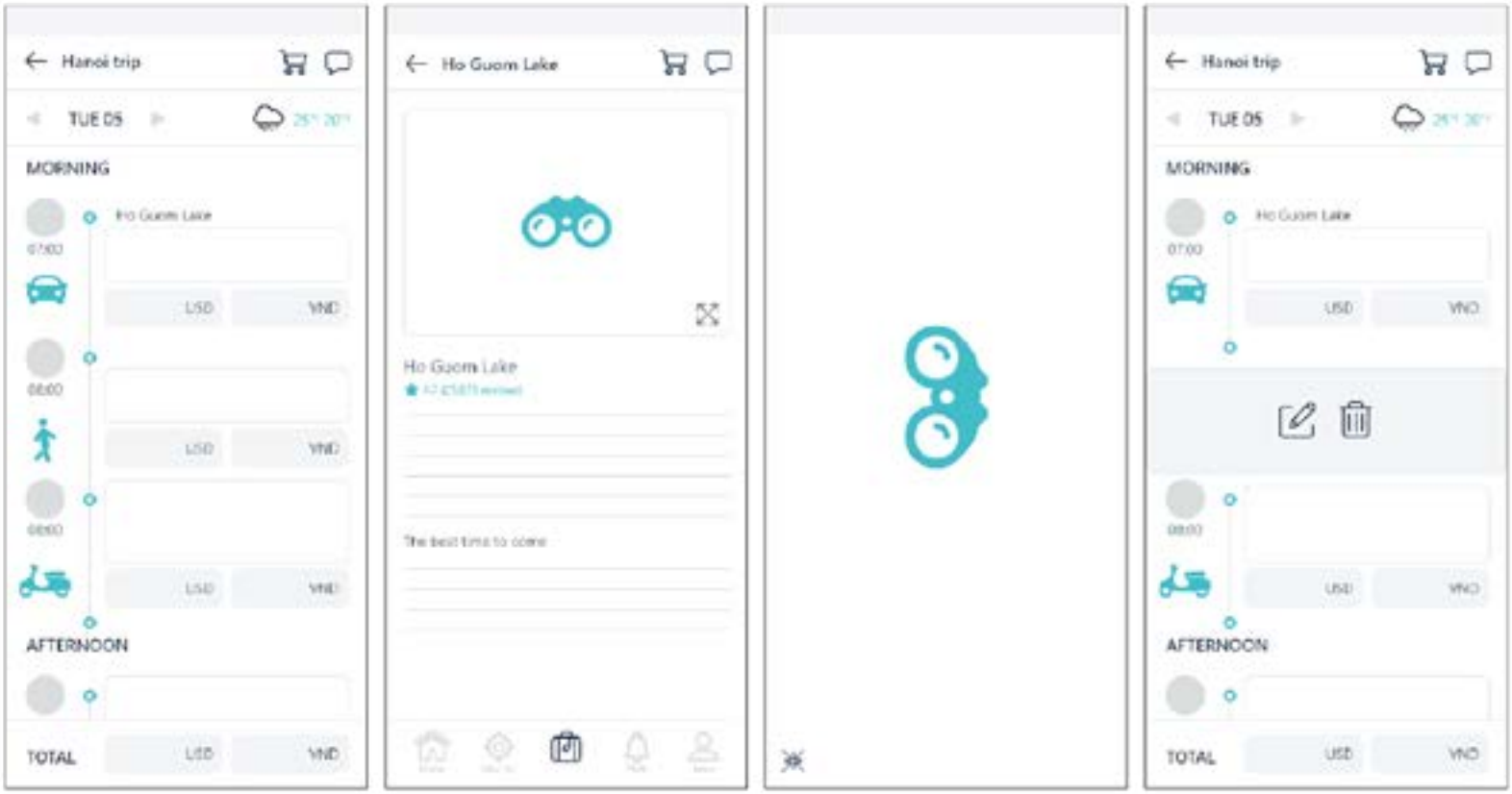
Wireframe






New trip
Trip name
Your trip date
Number of people
Your budget
Accommodation
Filter
CREATE NEW TRIP
New trip
Calendar
Cancel
Done
CREATE NEW TRIP
New trip
Trip name
Your trip date
Number of people
Your budget
Accommodation
Filter
CREATE NEW TRIP


Accommodation
Destination
Check in date
Check out date
Guests & Rooms
SEARCH
Type of accommodation
Recommend accommodation
Hanoi
Filter
Sort
Map
Recommend
Hanoi
Filter
Sort
Map
Price range
Star rating
Facilities
Cancel
Done


Hanoi trip
TUE 05
MORNING
Ho Guom Lake
07:00
USD
VND
08:00
USD
VND
08:00
USD
VND
AFTERNOON
TOTAL
USD
VND
Ho Guom Lake
Ho Guom Lake
The best time to come
Hanoi trip
TUE 05
MORNING
Ho Guom Lake
07:00
USD
VND
08:00
USD
VND
AFTERNOON
TOTAL
USD
VND

3 User Testing

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3.1 User Testing

Testing Plan

Usability Testing questionnaire

We divide the question into three basic sections:

Users and Applications:

•Personal information?
•Do you understand what our application is?
•When doing the test, what do you expect with the wireframe test tool?
•Are you easily aware of the location and function of the application?

User's interaction with the app:

•Do you see our main functions enough information?
•Is there any function that is redundant and unnecessary?
•Are you easy to remember the operation of the main functions?
•Does our test provide enough details of the functions for you to understand them?
•Are there any stage or functions you feel confused and unsatisfied in the process of using?
•When you look at the buttons on the screen, do you easily know and identify its functionality?
•What do you stop when you are performing a task?
•Are you satisfied with all of our functions?

Users' general feelings after usability testing

•Do you feel satisfied after use?
•How about the composition of the display on the screen is OK?
•Do you have any suggestions or comments for our app?

3.1 User Testing 1

Testing Result

What we need to know	Results from testers				
	Ngoc	Dung	My	Duc	Linh
Do you see our main functions enough information?	No	The clue schedule should add the same location so that users more choices for themselves	Add the same location so that users more choices for themselves	Yes	Yes
Is there any function that is redundant and unnecessary?	Budget	Divide the day unnecessary	Skip the budget section is also okay	Divide the day unnecessary	Yes, Budget is not required because the information on the tourist location form is limited
Are you easy to remember the operation of the main functions?	Maybe	Yes	Yes	Yes	Yes
Does our test provide enough details of the functions for you to understand them?	No	Yes	Yes	Yes	No
Are there any stage or functions you feel confused and unsatisfied in the process of using?	No	No	No	No	No
When you look at the buttons on the screen, do you easily know and identify its functionality?	Yes	Should change Your Trip icon	Yes	Yes	Yes
What do you stop when you are performing a task?	Create trip	No	No	Scheduling process lengthy	Scheduling process lengthy
Are you satisfied with all of our functions?	No	Yes	Yes	Yes	Yes
What do participants think about the overall layout?	It's okay	Clear	Yes	Yes	It's fine
Feedbacks and suggestions	Edit " Create trip" process	As above	Should let users choose their own destination	Let the user decide the Transport	Should let users choose their own destination and adjust their own costs
Will you use our apps in the future?	Yes	Yes	Yes	Yes	Yes

3.1 User Testing 1

Testing Result

USABILITY TESTING SUMMARY

We aggregate from the user's comments during the experience including paper copies and sound recordings. Here are the parts we will improve for our app:

-Remove the budget fill right before the schedule is created.
-Modify the progress of each function of the application.
-Allows users to change the transport
-Do not give sample schedules to users, so that users actively add the locations they want on the schedule.
-The system automatically arranges the destination in a reasonable time sequence.
-Not divide the day into morning, noon, evening.

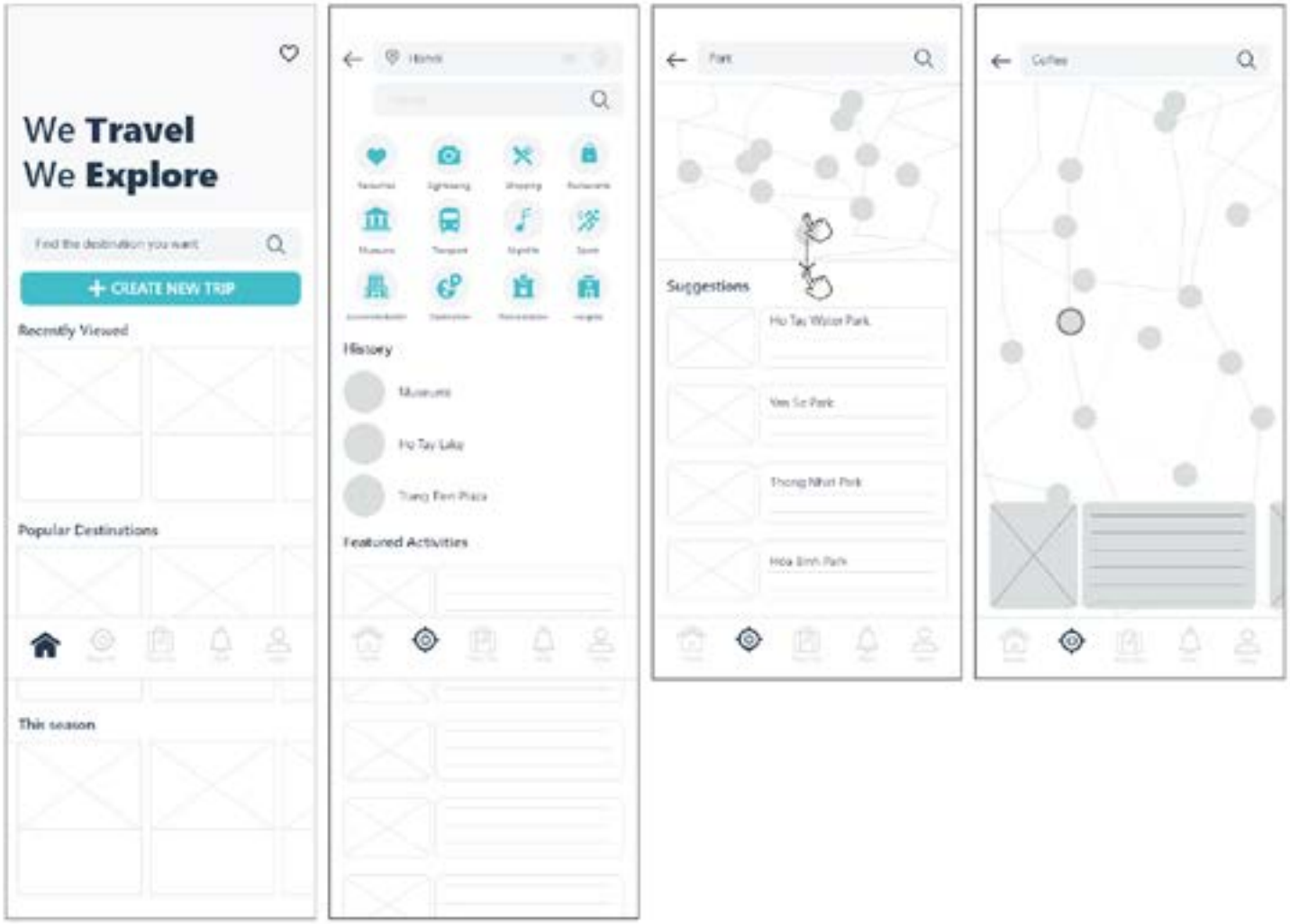
3.2 After Testing

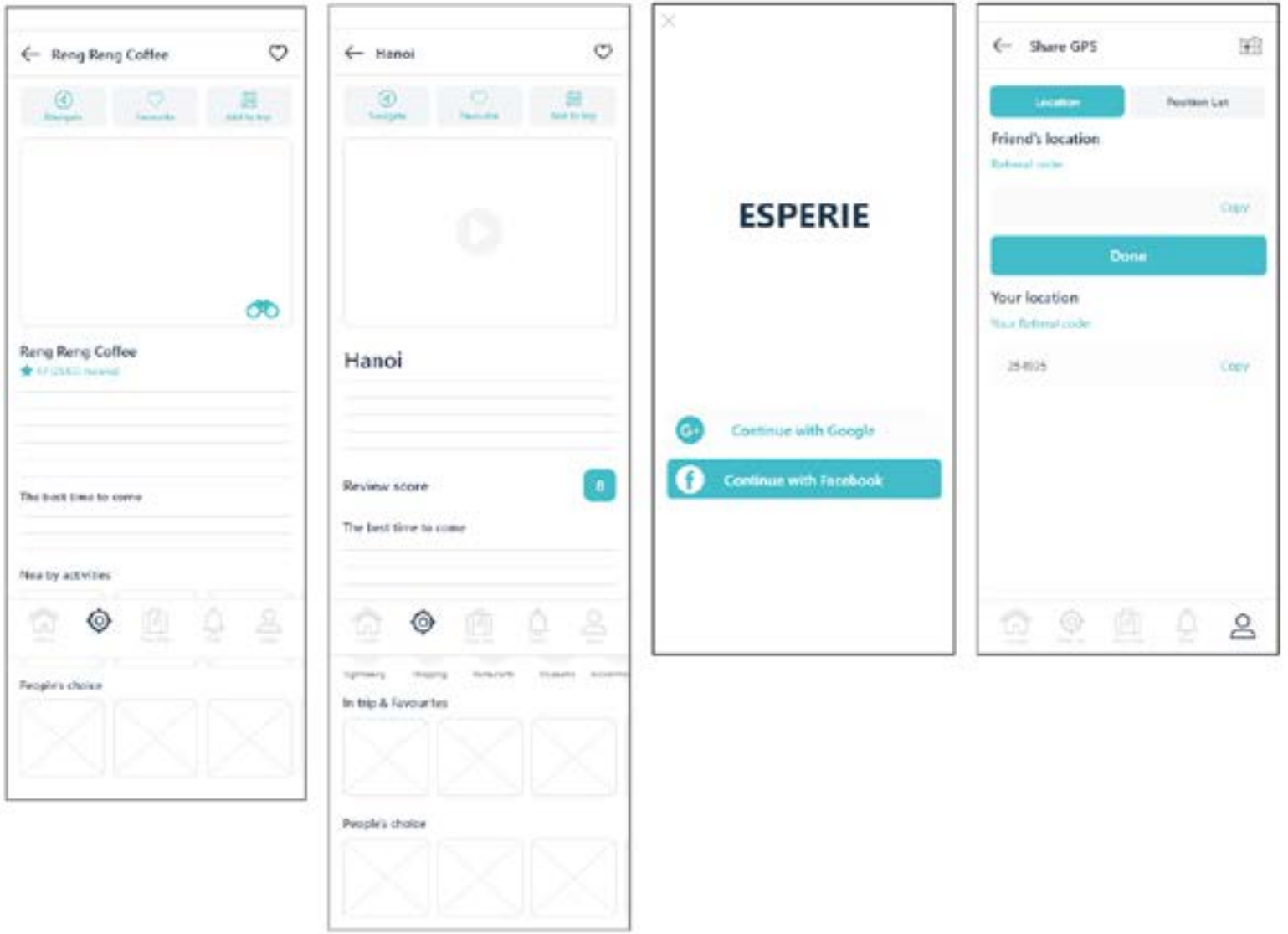
Second Sitemap

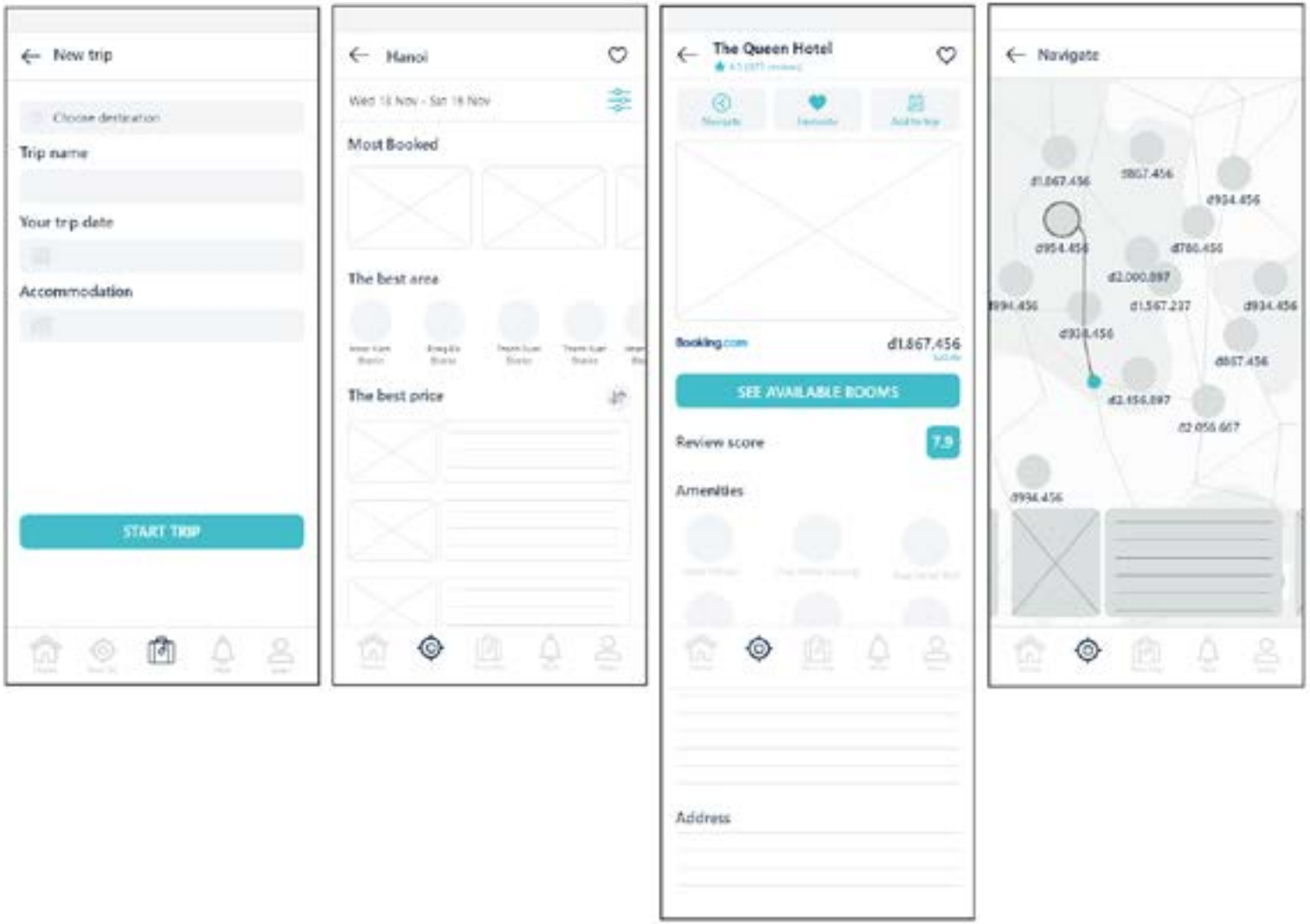
https://miro.com/app/board/o9J_kwFfgUw=/

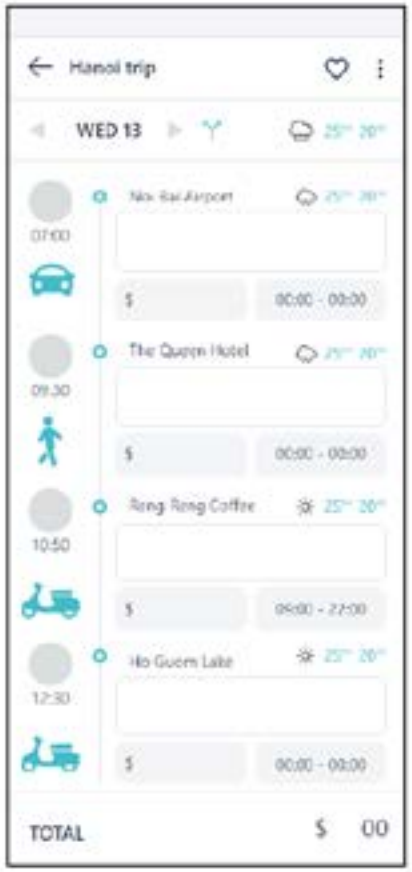
3.2 After Testing

Improve Wireframe




Reng Reng Coffee
Reng Reng Coffee
Nearby activities
People's choice
Hanoi
Hanoi
Review score
8
The best time to come
In trip & favourites
People's choice
ESPERIE
Continue with Google
Continue with Facebook
Share GPS
Location
Position List
Friend's location
Copy
Done
Your location
Copy


New trip
Choose destination
Trip name
Your trip date
Accommodation
START TRIP
Hanoi
Wed 13 Nov - Sat 18 Nov
Most Booked
The best area
The best price
The Queen Hotel
Booking.com
đ1.867.456
SEE AVAILABLE ROOMS
Review score
7.9
Amenities
Address
Navigate


Hanoi trip
WED 13
07:00
09:30
10:50
12:30
TOTAL
$ 00

Notification
Booked
Promotions & social updates
Ho Tay Water Park
The Queen Hotel

Favourite

3.3 User Testing 2

Testing Result

What we need to know	Results from testers				
	Ngoc	Tham	My	Duc	Linh
Do you see our main functions enough information?	Yes	Yes		Yes	Yes
Is there any function that is redundant and unnecessary?	None, I think it's so ok	No	No, It's so good.	No	Yes, Budget is not required because the information on the tourist location form is limited
Are you easy to remember the operation of the main functions?	Yes	Yes	Yes	Yes	May be
Does our test provide enough details of the functions for you to understand them?	Yes	Yes	Yes	Yes	Yes, it's enough
Are there any stage or functions you feel confused and unsatisfied in the process of using?	No	No	No	No	No
When you look at the buttons on the screen, do you easily know and identify its functionality?	Yes	Yes	Yes	Yes	Yes
What do you stop when you are performing a task?	No, it's interesting	None	No	No	No
Are you satisfied with all of our functions?	It's okay	Yes	Yes	Yes	Yes
What do participants think about the overall layout?	It's okay	Clear	Yes	Yes	It's fine
Feedbacks and suggestions	Yes	Yes	Design is nice	Yes	I like the color
Will you use our apps in the future?	Yes	Yes	Yes	Yes	Yes

3.4 After Testing 2

Testing Result

USABILITY TESTING SUMMARY

According to the result, our app gets the average point of 73,5. This can be considered a good result, but we still need to improve it further.

Conclusion:
-The comments are quite positive
-Interface Design highlights, impressive, consistent with the style of travel.
-Clean and logical design layout.

4 Final Design

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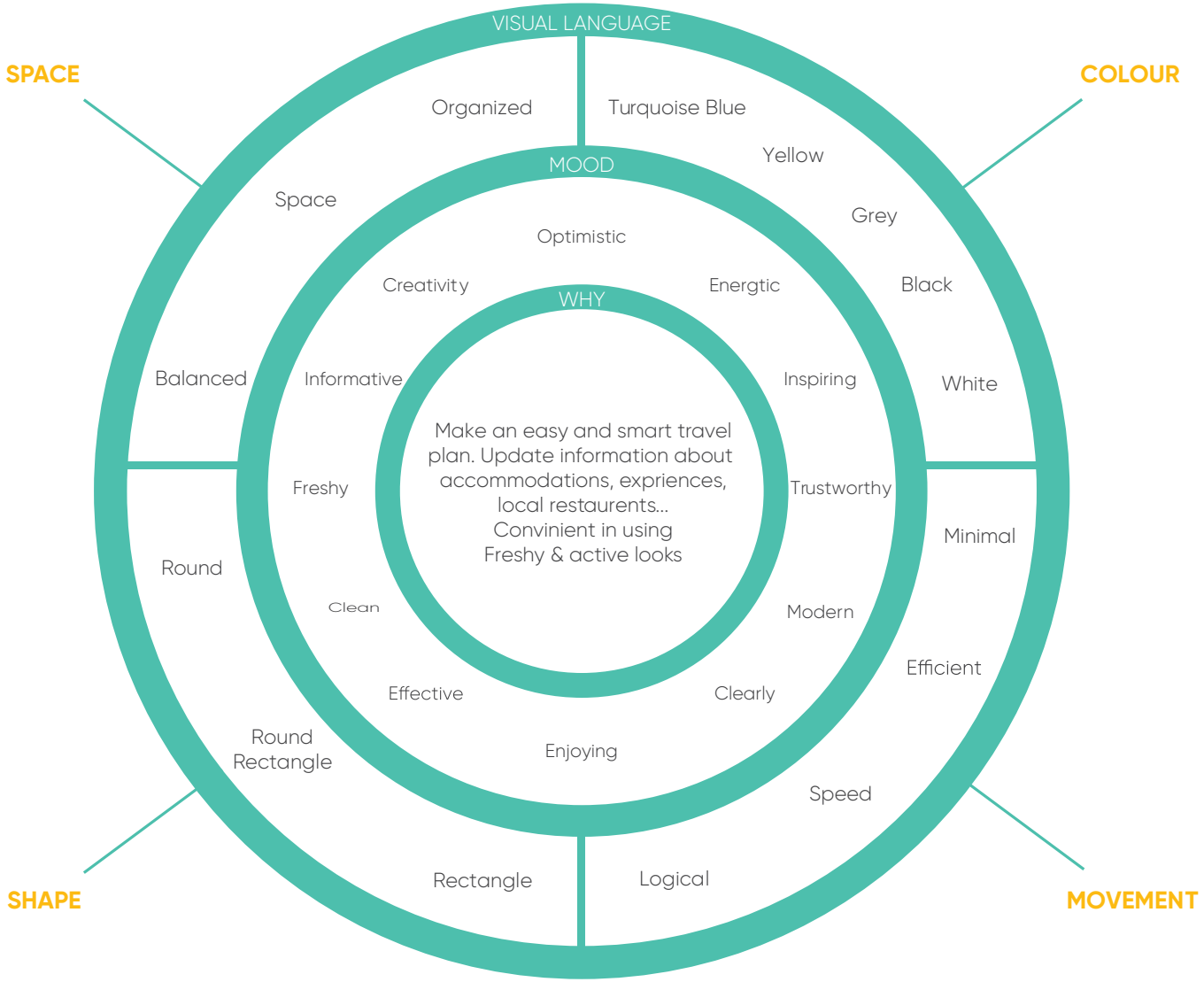
4.1 Visual Language

Design Inception Worksheet



4.1 Visual Language

Moodboard

Esperie

Esperie will provide you the best experiences in travel with our planning system. Beside, we also provide users informations about accommodations, activites, local restaurents...

Aa

SVN Gilroy

Aa

SVN Gilroy

4.1 Visual Language

Style Guide

Primary Colors

#309E89 #46C1AA #C7EFE6

Secondary Colors

#FDB913 #231F20 #414042# 939598 #A7A9AC #E6E7E8 #F1F2F2

Buttons

BUTTON

BUTTON

Button Button Button

Lorem ipsum Lorem ipsum

Calendar

NOVEMBER 2019

SUN	MON	TUE	WED	THUR	FRI	SAT
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

NOVEMBER 2019

SUN	MON	TUE	WED	THUR	FRI	SAT
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Naviga tion & Header

Home Nearby Your Trip Notifications Profile

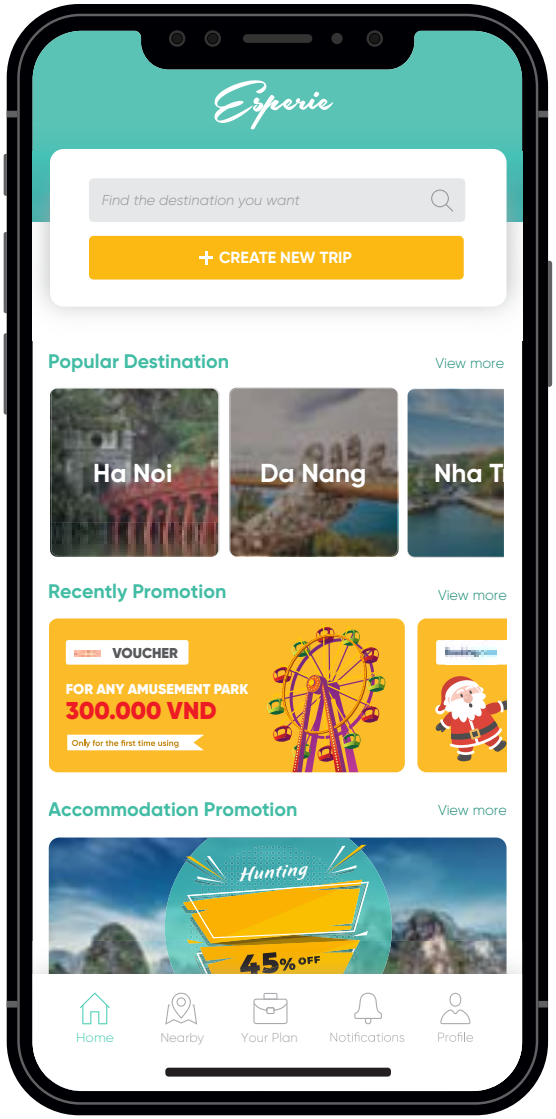
Browse

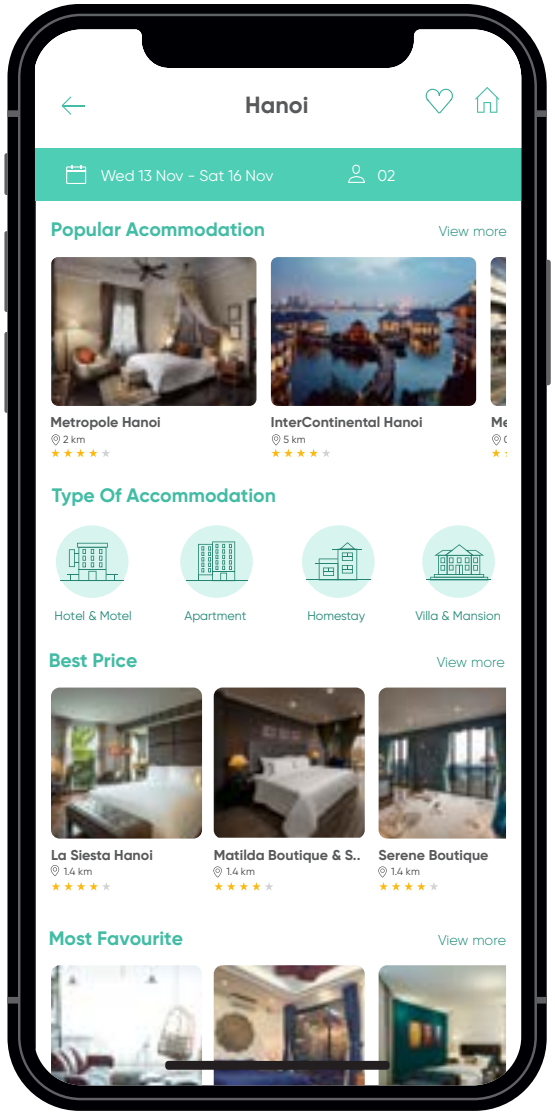
The Farmer - Gardenista

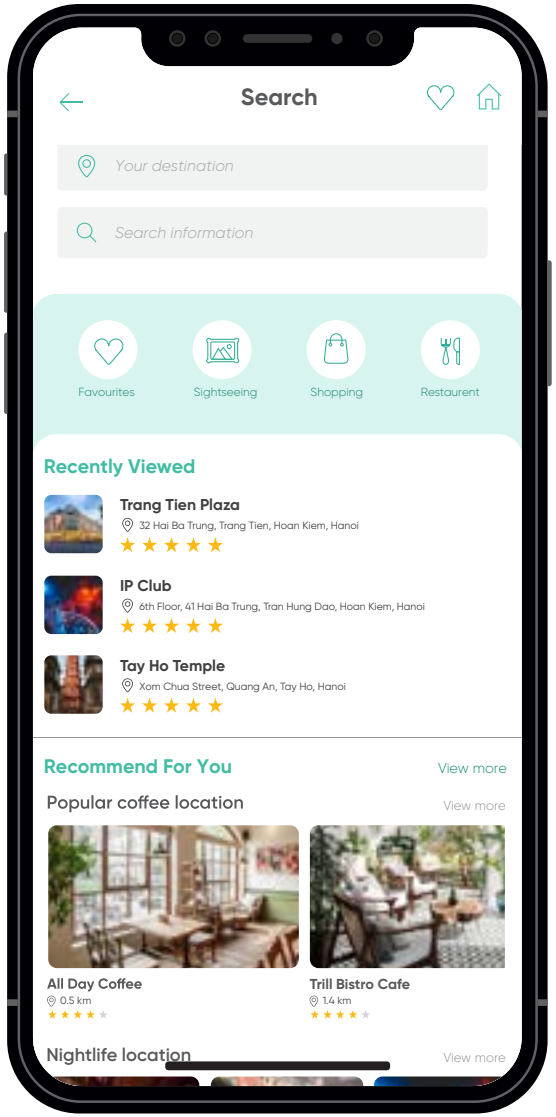
Coffee

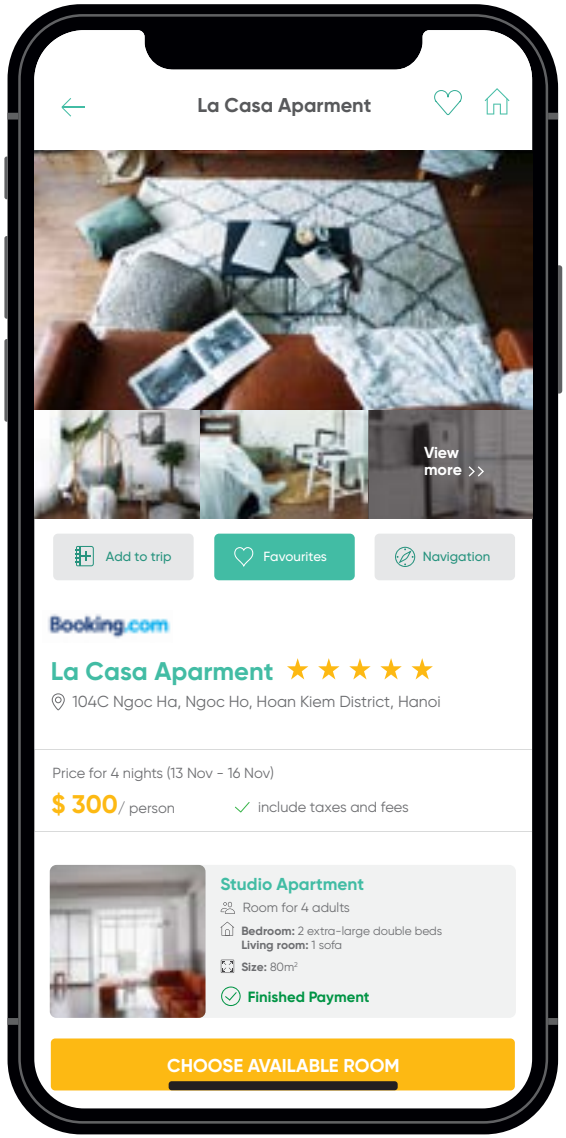
Icon

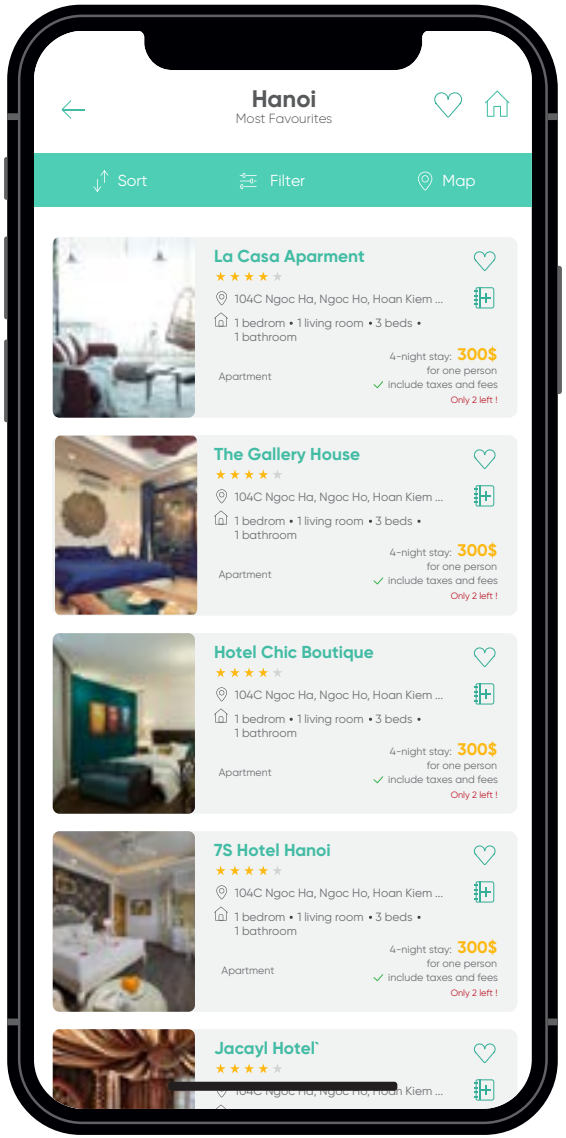
4.2 UI Design


Experie
Find the destination you want
+ CREATE NEW TRIP
Popular Destination
View more
Ha Noi
Da Nang
Recently Promotion
View more
VOUCHER
FOR ANY AMUSEMENT PARK
300.000 VND
Only for the first time using
Accommodation Promotion
View more
Hunting
45% OFF
Home
Nearby
Your Plan
Notifications
Profile


Hanoi
Wed 13 Nov - Sat 16 Nov
02
Popular Acommodation
View more
Metropole Hanoi
2 km
InterContinental Hanoi
5 km
Type Of Accommodation
Hotel & Motel
Apartment
Homestay
Villa & Mansion
Best Price
View more
La Siesta Hanoi
1.4 km
Matilda Boutique & S..
1.4 km
Serene Boutique
1.4 km
Most Favourite
View more


Search
Your destination
Search information
Favourites
Sightseeing
Shopping
Restaurent
Recently Viewed
Trang Tien Plaza
32 Hai Ba Trung, Trang Tien, Hoan Kiem, Hanoi
IP Club
6th Floor, 41 Hai Ba Trung, Tran Hung Dao, Hoan Kiem, Hanoi
Tay Ho Temple
Xom Chua Street, Quang An, Tay Ho, Hanoi
Recommend For You
View more
Popular coffee location
View more
All Day Coffee
0.5 km
Trill Bistro Cafe
1.4 km
Nightlife location
View more


La Casa Aparment
View more >>
Add to trip
Favourites
Navigation
Booking.com
La Casa Aparment
104C Ngoc Ha, Ngoc Ho, Hoan Kiem District, Hanoi
Price for 4 nights (13 Nov - 16 Nov)
$ 300/ person
include taxes and fees
Studio Apartment
Room for 4 adults
Bedroom: 2 extra-large double beds
Living room: 1 sofa
Size: 80m²
Finished Payment
CHOOSE AVAILABLE ROOM


Hanoi
Most Favourites
Sort
Filter
Map
La Casa Aparment
104C Ngoc Ha, Ngoc Ho, Hoan Kiem ...
1 bedrom • 1 living room • 3 beds • 1 bathroom
Apartment
4-night stay: 300$
for one person
include taxes and fees
Only 2 left !
The Gallery House
Hotel Chic Boutique
7S Hotel Hanoi
Jacayl Hotel`

Hanoi Trip
NOVEMBER 2019
SUN MON TUE WED THUR FRI SAT
01 02
03 04 05 06 07 08 09
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30
14:00
HANOI
08° - 13°
La Casa Apartment 08°
44B Ly Thuong Kiet, Hoan Kiem District, Hanoi
07:00
Your note here..
* 1 room included
00:00 - 00:00
300 $
Bun Cha Hang Than 08°
44B Ly Thuong Kiet, Hoan Kiem District, Hanoi
07:45
Your note here..

4.3 Stimulation Testing