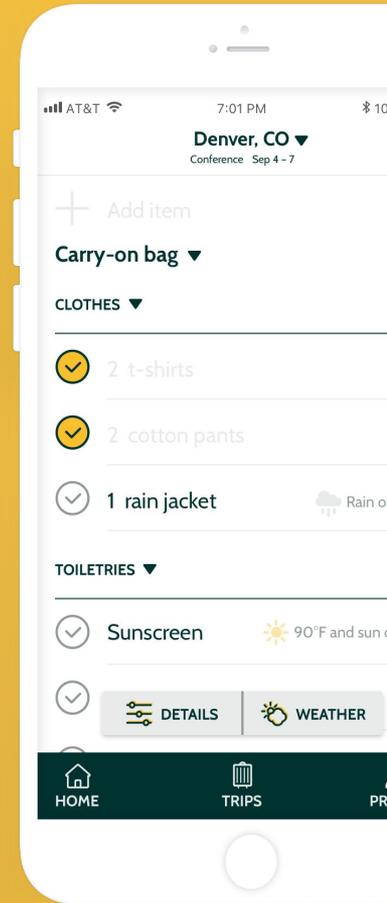
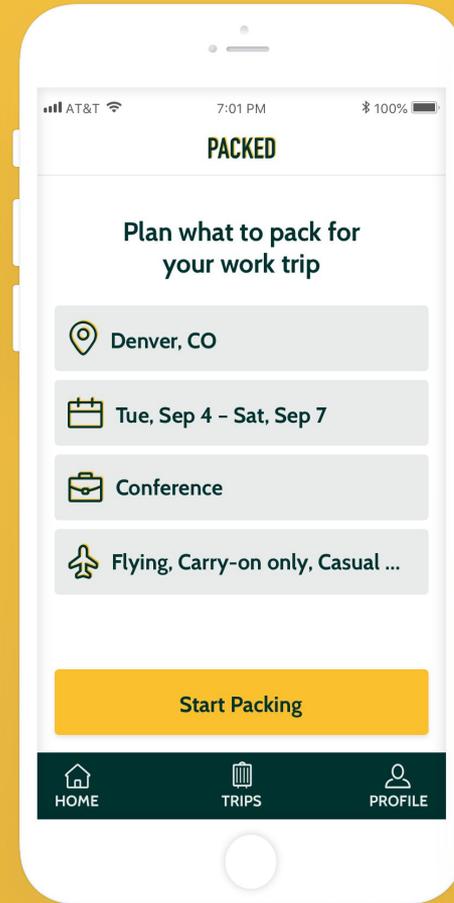


PACKED

Business trip
packing-list app

Christian De Pape
August 2018



**How do travelers know
what to pack?**

PACKED

Research Interviews



PACKED

Research Plan

Research Objectives

Uncover key challenges / stressors people face when packing for a trip

Target Audience

Frequent travellers

Key Questions

What do you pack?

When do you pack?

Packing routine?

Types of travel?

Pain points in packing / traveling with what you packed?

PACKED

Research Interviews / Findings

Weather

100%

Look at weather forecasts
when packing

Forgetting stuff

100%

Experienced or worried about
forgetting items

Optimizing/minimizing

80%

Try to choose versatile and a
minimum selection of clothes

PACKED

Research Interviews / Findings

Weather

“Looking at the 14-day forecast helped me decide what to take.”

“... And then I looked at the weather, to pack according.”

“I was choosing based on the weather, and inside conditions: figured it would be cold inside the office.”

Forgetting stuff

“The first things I packed were my laptop charger, day planner, phone charger, credit cards, and ID.”

“Once, I packed only shirts, no pants!”

“Grabbed my passport and kept it by my phone so I wouldn’t forget it.”

Optimizing/minimizing

“...Chose pants I could reuse.”

“Recently just been wearing a lot of black ... Don’t have to think about what to put on.”

“... Didn’t use half the things I brought.”

“I always bring carry-ons only so I can avoid waiting for baggage.”

PACKED

Research Interviews / Findings

When packed?

**Night
Before**

80%

Bag preference

**Carry-on
only**

60%

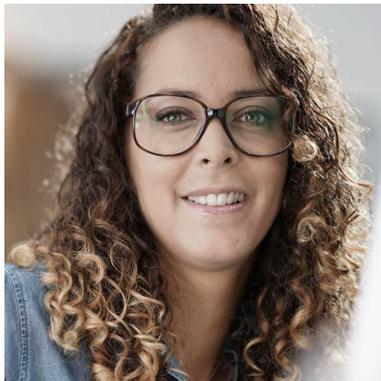
First packing step

**Pick
clothes**

80%

PACKED

User Persona



Vanessa, 34 The Frequent Flier

Management Consultant
Seattle, WA
Married, no children

Situation

Vanessa travels for work at least once a month. She attends conferences, visits clients, and meets with colleagues from other cities. Her travels mostly take her across North America, though she goes overseas once or twice a year.

Vanessa does not enjoy packing, so she leaves it to the last minute. She also prefers to limit herself to a carry-on – no checked luggage – to keep airport check-in fast and simple. This makes packing an extra-stressful challenge.

Behaviors

- Books early-morning flights
- Shortens business trips as much as possible
- Packs last minute
- Uses airport lounges, when available
- Checks weather before packing

Needs / Goals

- Pack appropriate clothes for activities, events, and environments
- Be prepared for weather conditions
- Limit packed items to as few as possible
- Remember essentials: passport, vitamins, laptop and phone chargers, etc.

PACKED

Problem Statement

Vanessa

needs a way to

figure out what to pack for
business trips as quickly and
last-minute as possible

because

forgetting something or bringing the
wrong things could jeopardize her
comfort and her trip's success.

PACKED

Storyboard



It's 7pm. Vanessa's leaving to visit a client in Denver on a red-eye tomorrow morning.



Ugh, she's got to pack for 3 days. What should she bring? She opens the product on her phone.



Vanessa quickly enters her trip details: destination, departure date, trip length, purpose, and amount of luggage she'll bring.



After hitting "tell me what to pack," she gets a suggested packing checklist.



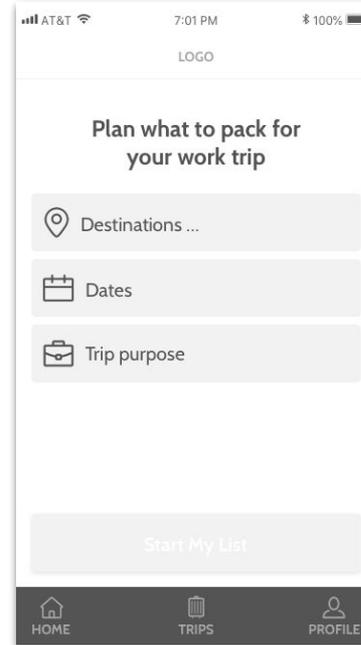
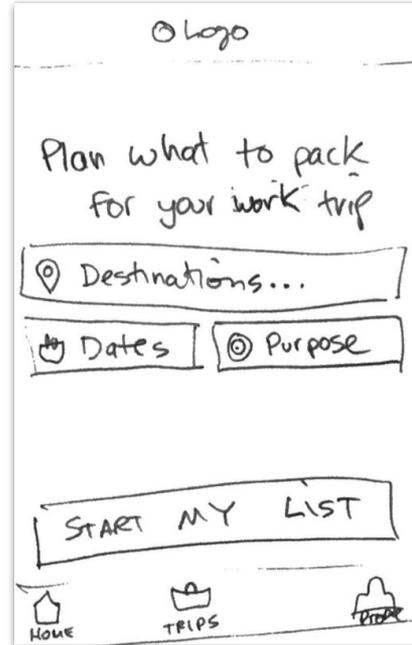
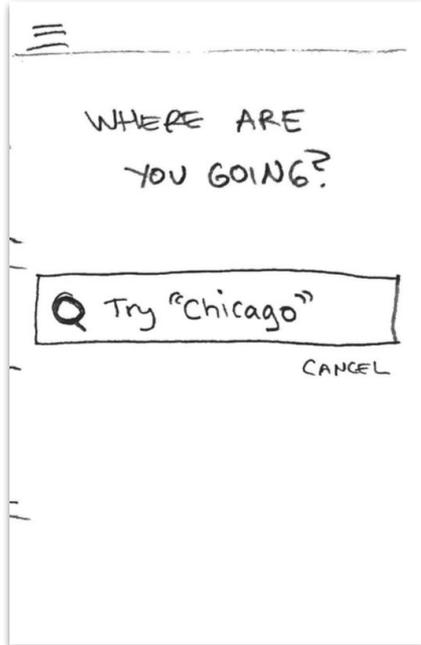
As Vanessa packs, she checks off items from her list.



Done packing!
Ready to go.

PACKED

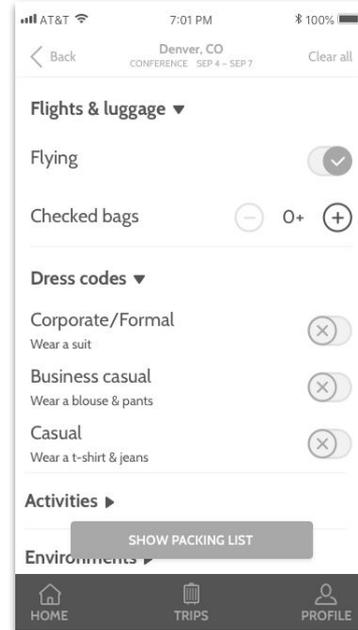
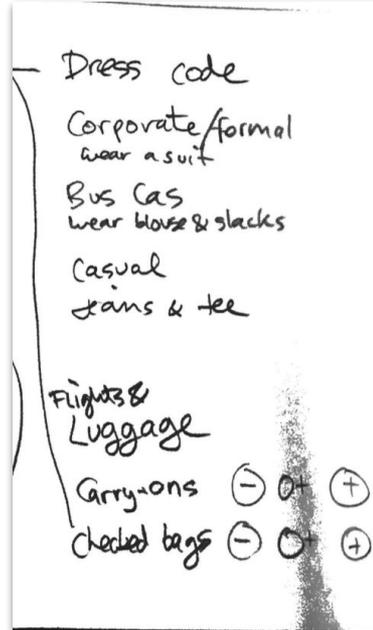
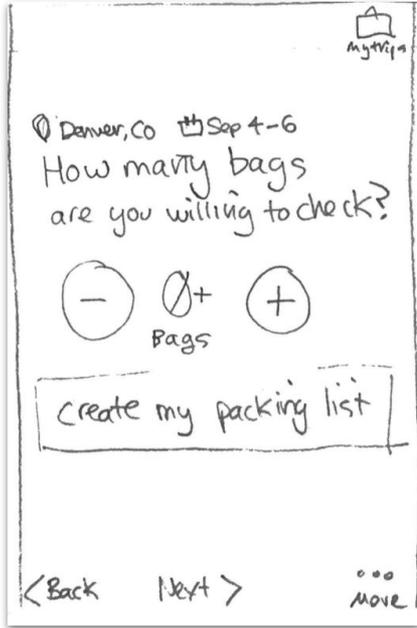
Prototyping + User Testing / Packing List Setup



- Initially, I thought one form input per screen would make the packing list creation process simple and friendly
- Users wanted more packing list personalization options presented upfront
- The form UI follows a familiar layout used by travel booking websites

PACKED

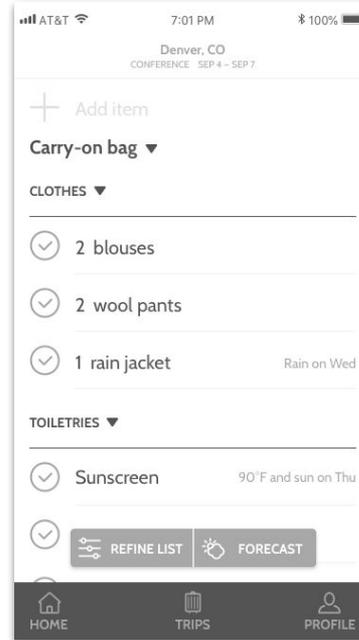
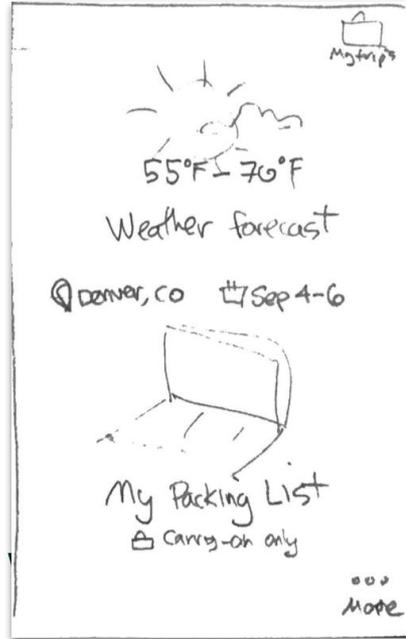
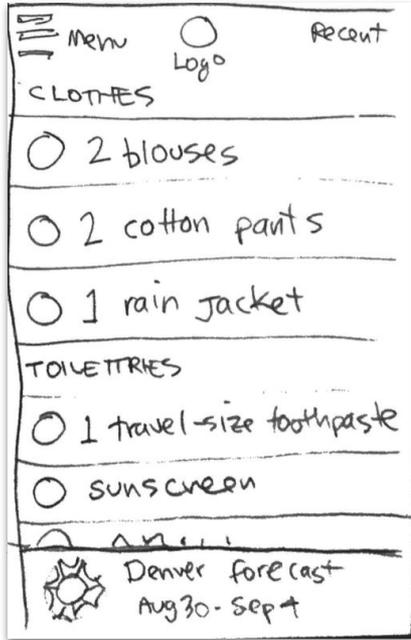
Prototyping + User Testing / Bags & Trip Details



- I struggled to find the right point in the user flow for users to indicate baggage preferences
- Early versions presumed that the traveler was flying – users pointed out this might not be the case
- Initial versions allowed trip details to be added after the packing list was generated – but users wanted these options presented during the initial list creation process

PACKED

Prototyping + User Testing / Packing List & Weather



- The packing list UI and functionality was heavily based on existing list-making apps (Asana in particular)
- I struggled to determine where, and how prominently, to integrate weather forecasts
- While users expressed an interest in knowing what weather to expect, they wanted forecasts to be secondary to the actual packing list

PACKED

Usability Test Plan

Research Objectives

- Validate that the UI is intuitive
- Validate interface options and copy
- Pinpoint confusing steps or “sticky” points

User Context Questions

- Do you travel for work?
- How do you decide what to pack for trips?

Task Scenario

It's late evening on Monday, Sept. 3.

Tuesday morning (tomorrow!), you're flying off to Denver for an industry conference that lasts until Saturday.

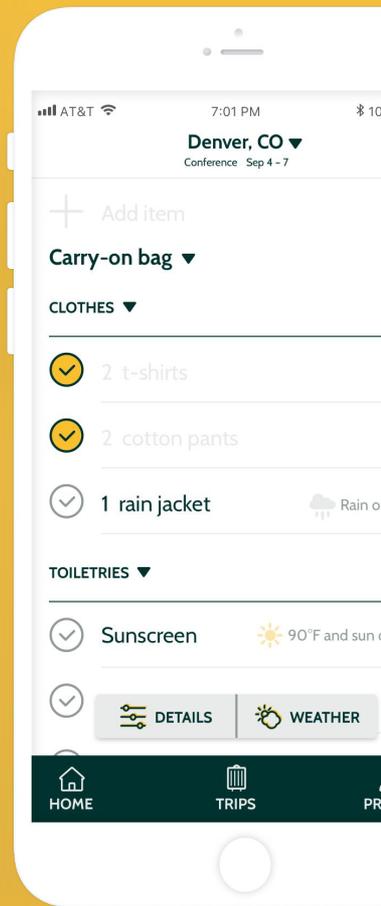
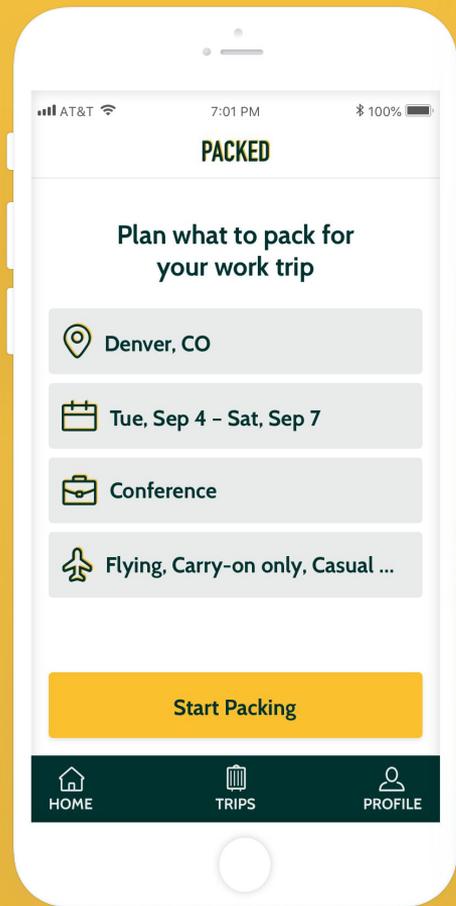
You need to pack!

To keep things simple, you only want to bring a carry-on.

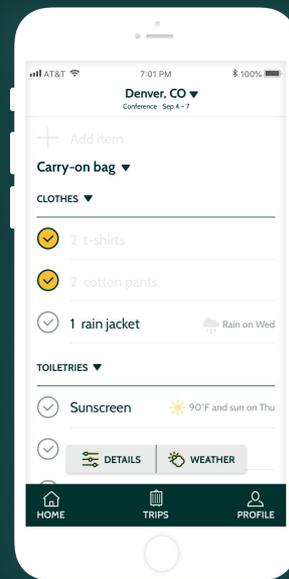
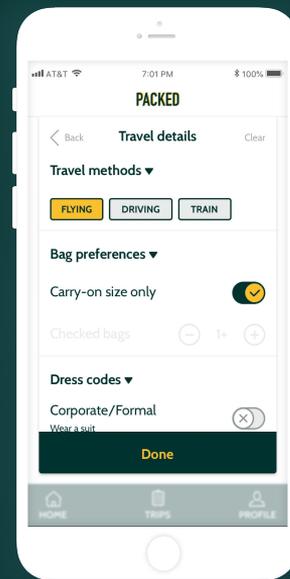
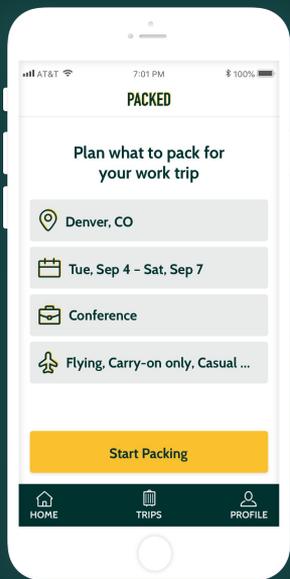
PACKED

PACKED

Try PACKED



Key Screens



PACKED

Future Opportunities

Trip types

Expand packing list types beyond business travel:

Camping, resort vacations, family holidays ...

Data science

Collect data on user packing behaviors.

Improve lists with personalized trip recommendations.

Launch new features based on data-driven insights.

E-commerce

All out of the travel-size toothpaste on your list?

Seamlessly order and deliver it to your hotel, from the app.

In partnership with established e-tailers.

Brand partnerships

Partner with luggage brands to promote relevant travel products inside the app.

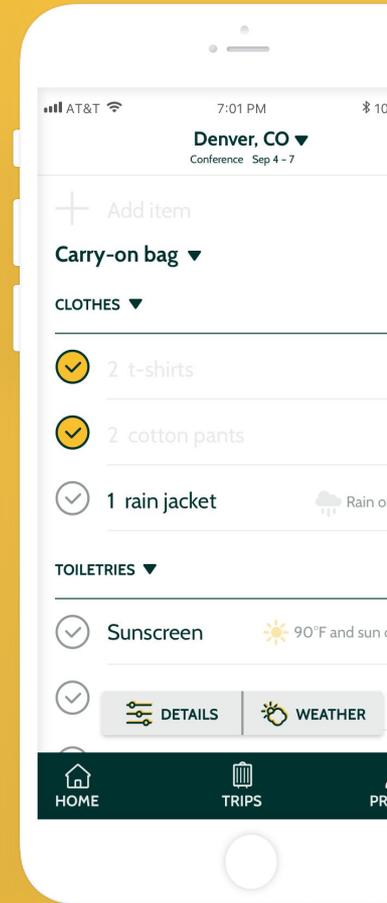
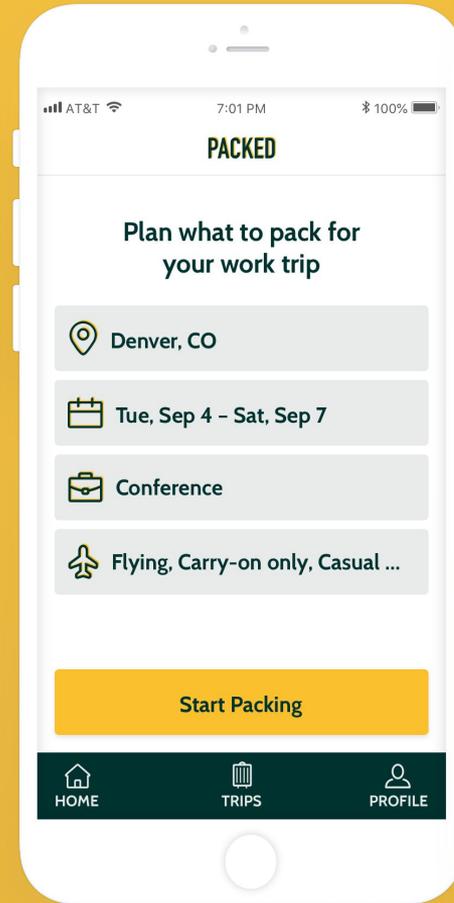
Launch co-branded line of travel products.

PACKED

PACKED

Business trip
packing-list app

Christian De Pape
August 2018



Appendix

PACKED

Interview Question Guide / v1 General Travel

Tell me about the last trip you took.
Where did you go?

What was the purpose of the trip?

How long were you gone?

What did you bring with you?

When did you pack for the trip?

How long did it take?

Walk me through packing for the trip. What was the first thing you did?

How did you decide what to take?

How did you feel, as you finished packing?

Tell me about a time you totally misjudged what to pack for a trip? What happened?

Did that experience change how you packed on successive trips?

PACKED

Interview Question Guide / v2 Business Travel

Tell me about the last work trip you took. Where did you go?

What was the purpose of the trip?

How long were you gone?

When did you pack for the trip?

How long did it take?

What did you bring with you?

Walk me through packing for the trip. What was the first thing you did? (what were you thinking about?)

As you returned home from your trip, what did you feel about how you'd packed?

Anything you would have done differently?

PACKED

Competitor Analysis / Findings

Airbnb for Work

Hospitality marketplace, mostly known for accommodation booking. How they describe themselves: “Airbnb connects people with places to stay and things to do around the world.” Their business travel offering includes travel planning resources for business travellers.

PROS: Advice for traveling, travel-management dashboard

CONS: Only business travel focused, content is not personalized or location-specific

Away

Luggage designer, manufacturer, and retailer – aiding people to prepare for travel. Their mission is “getting more out of every trip.” They provide customization services, such as monogramming, and produce a travel-themed podcast called “Airplane Mode, by Away.”

PROS: Packing-focused product, selection of product to customize the packing experience

CONS: No packing advice per se

Conde Nast Traveller

Travel magazine with print and online presence, including a “Travel Tips” content section.

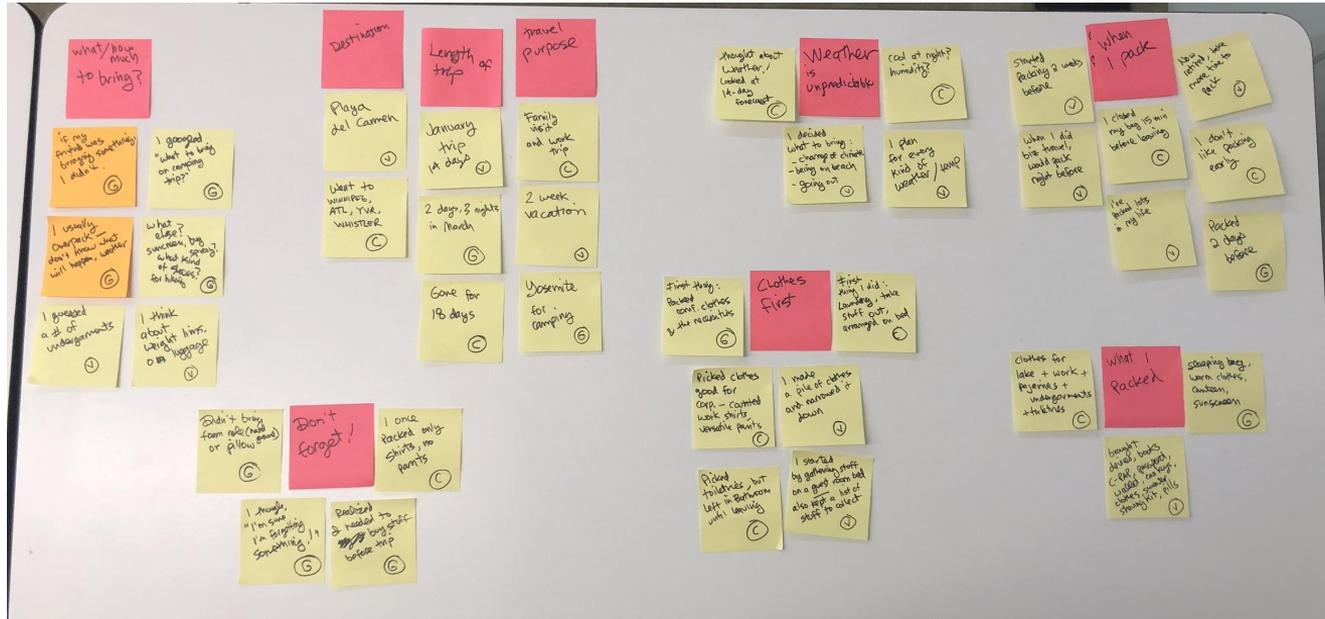
PROS: Advice for specific destinations

CONS: Not personalized, static content, content makes assumptions about reader’s needs

Note: I also reviewed the flagship Airbnb product, Asana, Expedia’s iOS app, JetBlue’s app, WestJet’s app, and Air Canada’s app later in the design process.

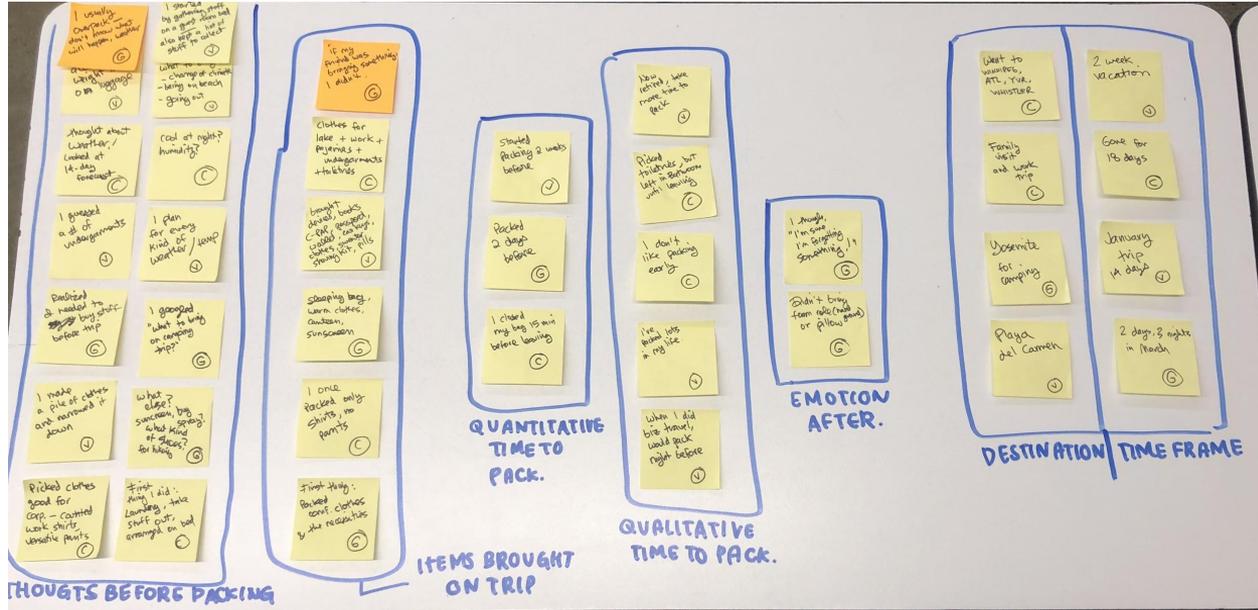
PACKED

Affinity Mapping / Round 1



PACKED

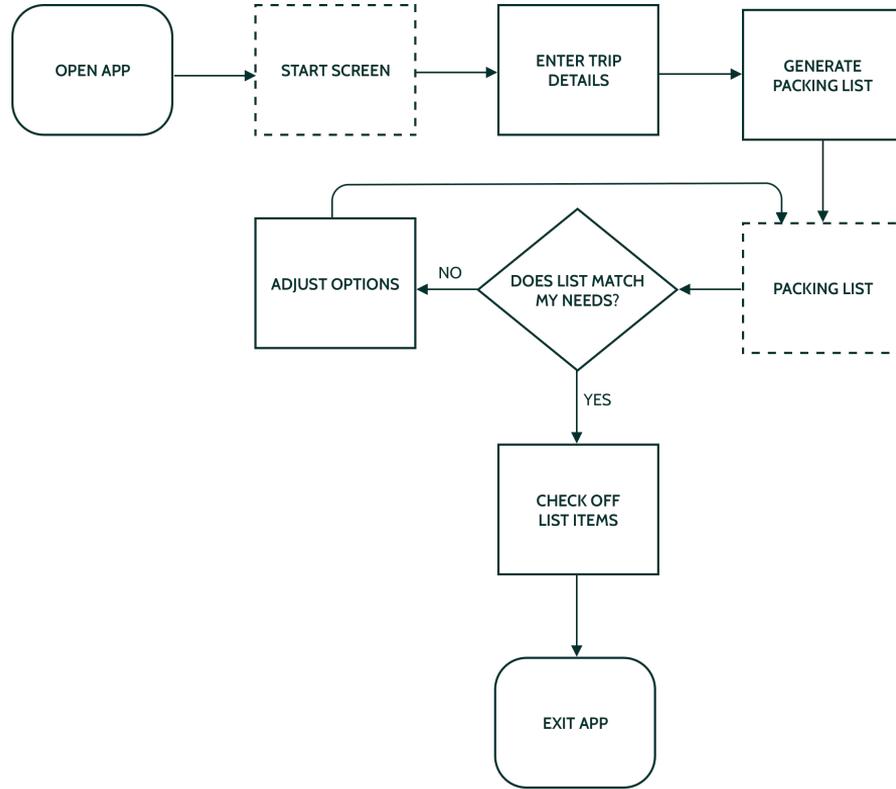
Affinity Mapping / Round 3 (Colleague)



PACKED

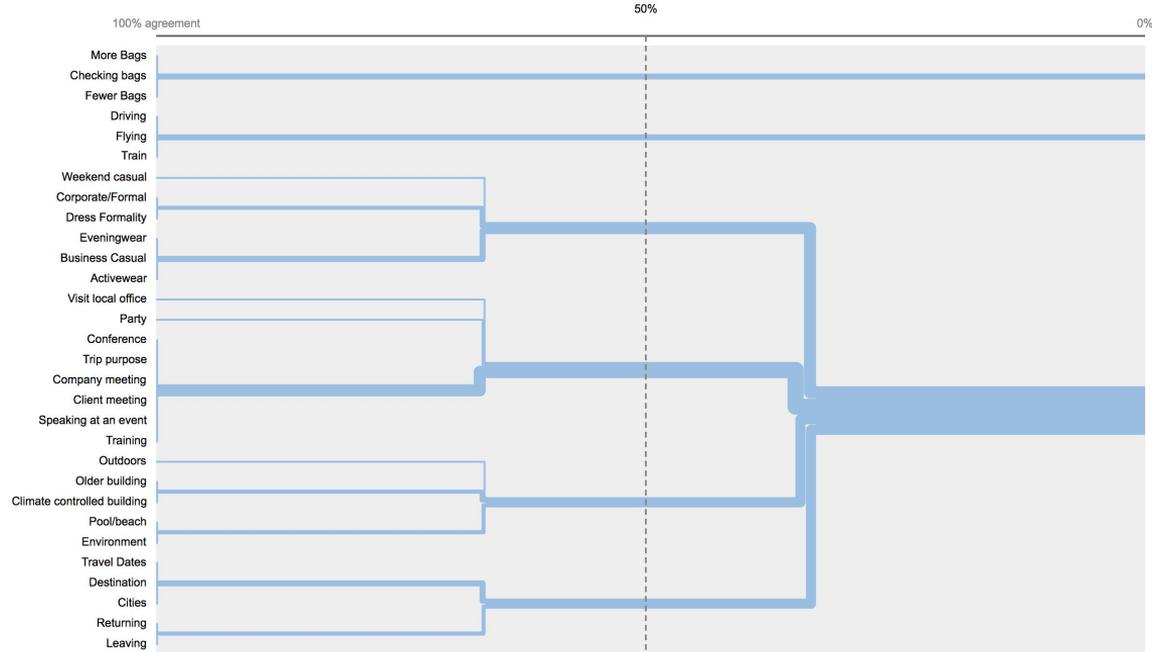
User Flow

Create a trip packing list



PACKED

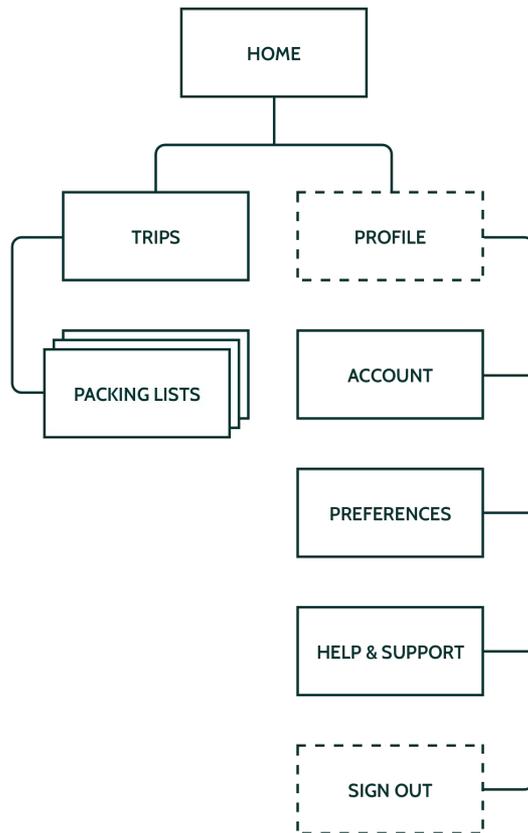
Card Sort / Results



Note: Card sort results were kind of a wash, because I withheld category names, and was not strategic/selective enough in choosing what cards to test.

PACKED

Sitemap



PACKED

Usability Test Results

Observation	Action
User confused by “checked bag”	Provide context with a heading or grouping that specifies checked bags are related to flying.
User: “What if I’m driving, and not flying?”	Provide options to identify the method of transportation
User confused by needing to click “Refine List” to provide trip details.	Add Trip Details screen to initial packing list creation process.
User: “I want to feel like my list is going to be personalized, but there aren’t that many settings/questions for me to answer.”	Add Trip Details screen to initial packing list creation process.
User confused by pressing “Start packing list” button and being directed to Weather / Packing list dashboard – “I thought I was going to be taken to the packing list, but there’s no list here.”	Remove dashboard, direct user directly to the packing list, and provide access to weather forecast page from there.

PACKED

Brand Identity

Colors



Logo

PACKED

Icons



PACKED