SerenTripity Travel Service Application Wireframes V1

Philip M. Sutherland, Experience Designer. philipsutherland@msn.com

Flow 1: Plan a New Journey

Step 1: Select "Plan a New Journey" from the Entry Point (Home Dashboard)

State 0: Home Dashboard

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(S) | Search | ≡

Gabrielle's Home

Mytineraries in Progress

< Journey #1   Journey #2 >

< Journey #3   Journey #3 >

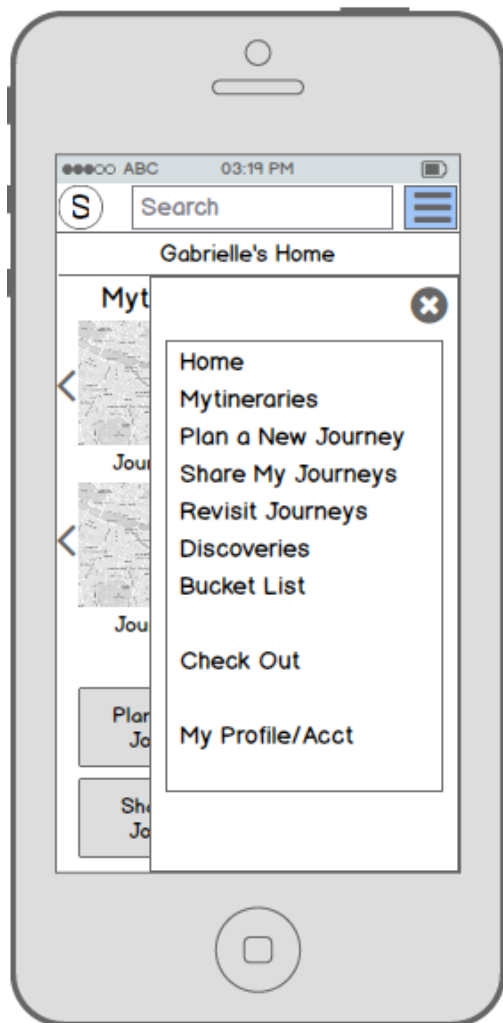| Plan a New Journey | All Mytineraries |
| Share the Journey | My Bucket List |

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Flow 1: Plan a New Journey

Step 1: Select "Plan a New Journey"

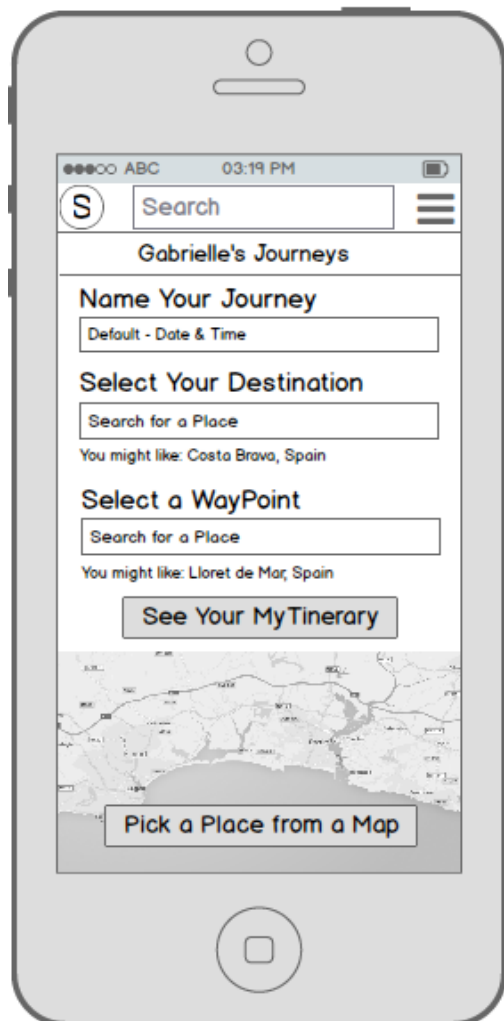State 1: Home Dashboard with Sliding Navigation Panel, activated via hamburger icon

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Gabrielle's Home

Myt

Home
Mytineraries
Plan a New Journey
Share My Journeys
Revisit Journeys
Discoveries
Bucket List

Check Out

My Profile/Acct

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Flow 1: Plan a New Journey

Step 2: "Plan a New Journey"/Name Your Journey and Pick Destination(s)

State 0: The User has selected, "Plan a New Journey" from the Home Screen. The app presents a set of initial questions to initiate Journey planning, using light animation to direct and reflect User actions. The order in which the User responds to these questions doesn't matter. If he/she does skip a question entirely, the app supplies a "fallback" based on the User's affinities and usage history. This fallback often, but isn't necessarily the same answer as that suggested in the "You might like...," link associated with many inputs. The input forms should be supported with auto-complete. Finally, some inputs can be completed via either text or interactive (map) inputs. This is shown several wireframes below.
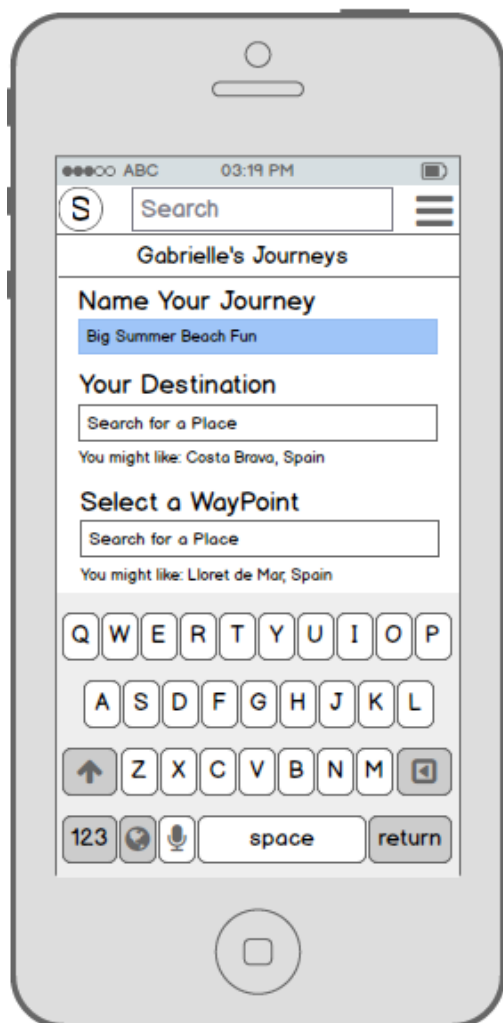
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Gabrielle's Journeys

Name Your Journey

| Default - Date & Time |

Select Your Destination

| Search for a Place |

You might like: Costa Brava, Spain

Select a WayPoint

| Search for a Place |

You might like: Lloret de Mar, Spain

See Your MyTinerary

Pick a Place from a Map

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Flow 1: Plan a New Journey

Step 2: "Plan a New Journey"/"Name a Journey"

State 1: The User has selected, "Name Your Journey," from the "Plan a New Journey" screen. This selection triggers the inline keyboard at the bottom of the screen, enabling text input. The "Enter" button on the inline keyboard saves the text input.
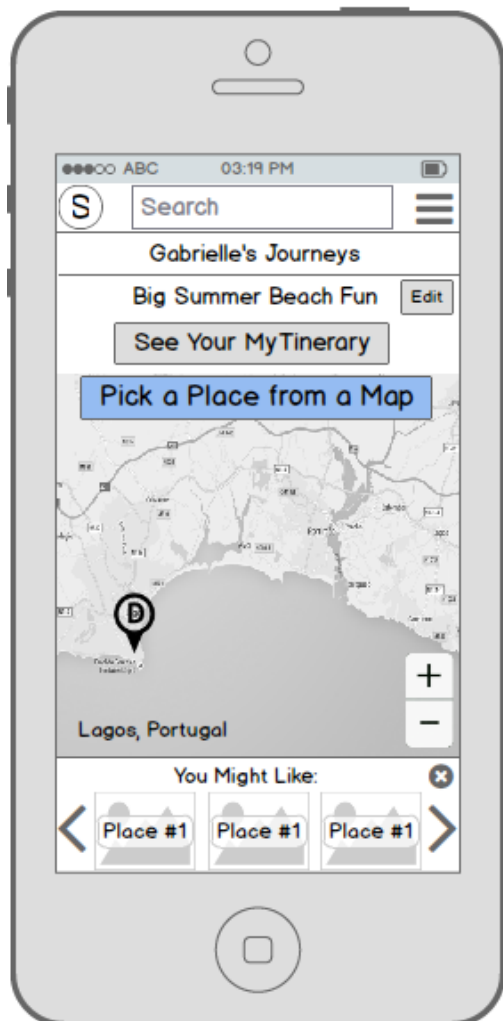
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Gabrielle's Journeys

Name Your Journey

Big Summer Beach Fun

Your Destination

Search for a Place

You might like: Costa Brava, Spain

Select a WayPoint

Search for a Place

You might like: Lloret de Mar, Spain

Q W E R T Y U I O P

A S D F G H J K L

⬆ Z X C V B N M ⌫

123 🌐 🎤 space return

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Flow 1: Plan a New Journey

Step 2: "Plan a New Journey"/Name Your Journey and Pick Destination(s)

State 2: The User has selected the, "Pick a Place from a Map," option from the initial, "Plan a New Journey," screen. In response, the system presents an interactive map by which the User can pan and zoom to identify a place. The User double-taps to "pin"/select the chosen place. Additionally, the User can double-tap (or drag-and-drop) the Affinities-driven "You Might Like" selections at the screen bottom.
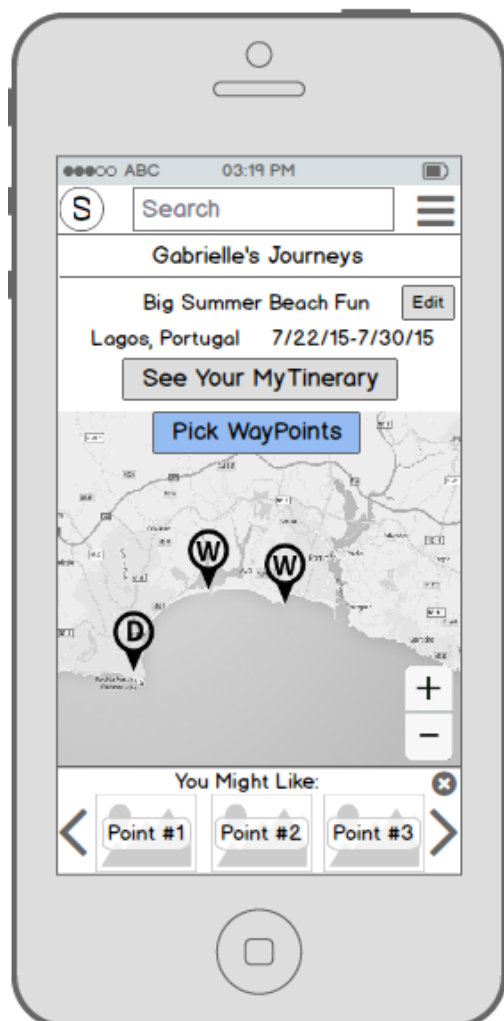
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Gabrielle's Journeys

Big Summer Beach Fun   Edit

See Your MyTinerary

Pick a Place from a Map

(D)

+
−

Lagos, Portugal

You Might Like: ⊗

< Place #1   Place #1   Place #1 >

SerenTripity Travel Service Application Wireframes V1

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Flow 1: Plan a New Journey

Step 3: "Plan a New Journey"/Pick WayPoint(s)

State 0: Now deeply into, "Plan a New Journey" sequence, the User adds to the journey, "WayPoints" - activities and sites he/she wishes to pursue. The User can specify WayPoints via search/text input fields or via the same interactive mapping shown in the previous, "Pick a Destination" wireframe. The User can add as many WayPoints as he/she wants, but adding too many, of course, makes the trip unmanageable.
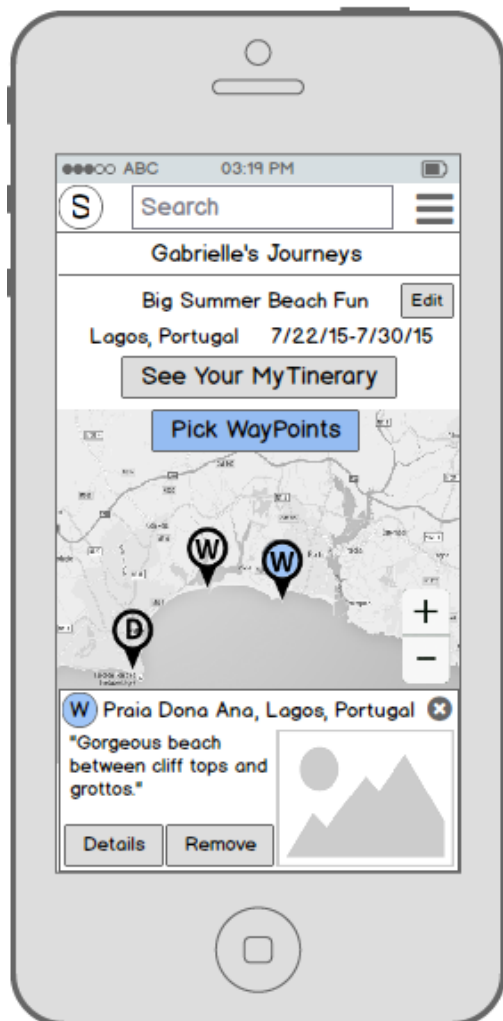
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Gabrielle's Journeys

Big Summer Beach Fun | Edit |

Lagos, Portugal   7/22/15-7/30/15

| See Your MyTinerary |

| **Pick WayPoints** |

(W)   (W)

(D)

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−

You Might Like: ⊗

< | Point #1 | Point #2 | Point #3 | >

SerenTripity Travel Service Application Wireframes V1

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Flow 1: Plan a New Journey

Step 3: "Plan a New Journey"/Pick WayPoint(s).

State 1: When a User doubletaps a WayPoint icon, the system presents a "mini-detail" pane providing information and associated actions for that WayPoint. The mini-detail pane allows Users to gain information and make decisions without leaving the context of the current WayPoint-picking screen. The "More Info/Edit" button takes a User to a full screen dedicated to that WayPoint.

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Gabrielle's Journeys

Big Summer Beach Fun   [Edit]

Lagos, Portugal   7/22/15-7/30/15

[See Your MyTinerary]

[**Pick WayPoints**]

(W) (W)

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+
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(W) Praia Dona Ana, Lagos, Portugal ⊗

"Gorgeous beach between cliff tops and grottos."

[Details] [Remove]

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Flow 1: Plan a New Journey

Step 4: WayPoint Details.

State 0: When a User selects, "Details," from a WayPoint mini-detail pane or any other point in the application where a WayPoint is presented, the system provides that WayPoints Detail screen. This screen offers extensive information about that site or activity. A similar detail screen is provided for Destinations, Lodging ("StayPoints"), and other primary travel entities. When a User requests a Detail pane, he/she leaves the previous context ("Plan a New Journey," for example), but can return to that state via the back button or other navigational controls.
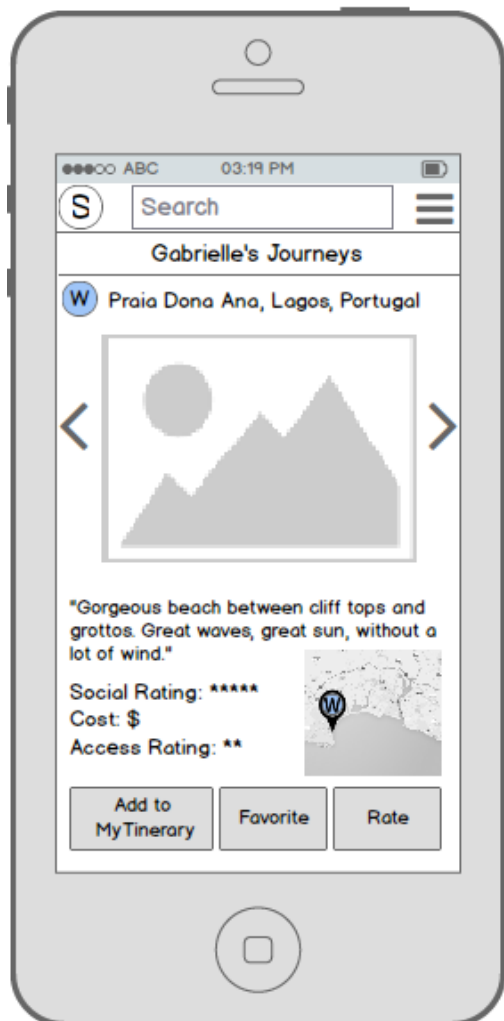
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Flow 1: Plan a New Journey

Step 3: "Mytinerary" Top Screen

State 0: Once a User has set up a Mytinerary, the system presents it via a dedicated home screen. This screen offers Users a map of the journey, with selected WayPoints, StayPoints and other choices represented by pins. The Mytinerary home screen serves as a portal, enabling Users to edit any/all choices. Additionally, once the User is satisfied with his/her choices, he/she can request that the system calculate one or more possible Mytinerary Routes. A Route is a complete plan that efficiently connects all of a selected set of WayPoints, drawing up a User's travel history and Affinities and a wide range of available travel data, including available transportation, lodging and restaurants. A User can generate and save an unlimited number of Routes, creating and reviewing options. This model supports the User "Decision Cycle" of Assess-Learn-Modify-Repeat. When a User is satisfied with a Route, he/she can use the SerenTripity travel service to book reservations or export the details to another online travel service.