COME ALONG

Username
Password
Log In

Explore
Recent
Recommendations
Trending

Hawaii
842 Bookmarks
Suzy Park
Italy
Jane Doe
Alaska
793 Bookmarks
Canada

Where your friends are now

People you may know

Night market & ferry
Partial-group event
Thursday, April 28, 2020
20:00 - 22:00
2 hours before
254 Tom Wan Road, Hong Kong
3 Members
John Doe
Sandy Lee
Cindy West
Notes
- Meet in front of the main entrance, Victoria Harbor
- Dinner will be served on the ferry
- Tickets are $50 per person

Upcoming
Cafe with Suzy
April 21, 2020
Night market & ferry
April 28, 2020
Recommendations

John Doe
Currently in Hong Kong
26 followers
67 following
15 locations

Japan

Send to ...
Make private
Download
Notes
- Meet in front of the main entrance, Victoria Harbor
- Dinner will be served on the ferry
- Tickets are $50 per person

Johnny Appleseed
Cool! See you there.
4:53 pm
Paul Smith
You: How was Machu Picchu?
6:47 pm
Suzy Park
I'm also in Hong Kong right now.
Saturday
Kevin Nguyen
You: It was nice seeing you!
Busan 2020

Suzy Park
Sounds good.
Just arrived!
4:47 pm

Search

Hong Kong: Notes
Arnold Tang
2:34 pm
Cool cafe we should check out: www.yums.com
Like
Comment
3 5
Sandy Lee
9:25 am
My friend recommends taking the night ferry instead so we can see the Symphony of Lights!
Like
Comment
2
Matthew Johnson
5:48 pm
Matthew Johnson in town: Happy Harbor Village
7:12 pm

Jane Doe
@jane_doe83
April 23, 2020
Colorado
Doesn't get much better than this
Cheryl Ting
@cheryl154
April 21, 2020
Arizona
Another item checked off the bucket list :-)
Matthew Johnson
@mjohnson26

Thailand
April 23, 2019 | 153 Photos

This album is private.
Request to view

Hong Kong: Overview
Photos

# COME ✈ ALONG

Team: Hailey Shi, Jade Chen
Role: UI/UX Designer

Timeline: 2 day design challenge
Deliverables: Hi-Fi prototype

## A Quick Overview

**Challenge:** As part of an Airbnb + Adobe Creative Jam during COVID-19, Airbnb hoped to improve future travel experiences by empowering people to collaboratively document their adventures.

**Solution:** Come Along is a social travel app that connects family and friends by transforming personal memories into shared experiences of travel and culture.

**Process:** This was our first time designing mobile app screens and using Adobe XD. After learning how to use the tool, we decided on features would be most useful for users and began building the product.

**Outcome:** In 2 days, we designed a high-fidelity app prototype with a centralized method of documentation using features that help simplify trip logistics and promote recommendations among travel communities.

## The Challenge

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**Creative Jam Prompt:** "Empower families and groups of friends who travel together with a collaborative way to document, organize, and share their travel experiences and stays to the larger Airbnb community. In a mobile app, provide a way to combine photos and/or notes and transform their shared family trips into immersive stories about the culture and destinations they visit."

When travelling, especially in large groups, it is often difficult to coordinate schedules and ensure that each member receives all photos/videos during asynchronous exchanges. In addition, travelers oftentimes switch between apps to find trustworthy recommendations, share pictures, and access travel notes and documents.

## The Solution

Planning for and going on a trip can be quite hectic, so it would be convenient if there was an app that could not only help organize and store all information on the same platform, but also share it to help others discover their next destinations.

In broad strokes, users will be able to:

1. **Follow travel photos** and stories from trusted friends while easily building connections to other locations
2. **Sync information** that is posted within a travel group
3. **Download and share** interesting links, recommendations, itineraries, and media with each other

Despite the short timeline and being unable to interview travelers, we still crafted the user experience with the following personas in mind:

### Alex, 22
*Status: Currently traveling*

Context: Backpacking across Europe with friends after graduating last week

I'd like to:
- Share media from this journey with all of my family back home
- Coordinate plans with friends who are travelling with me and store all of our itinerary information in one place
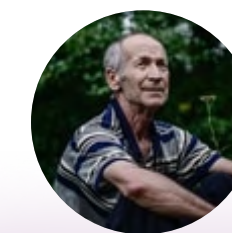
### David, 67
*Status: Preparing to travel*

Context: Planning a college reunion weekend

I'd like to:
- Know what my friends are up to and which locations they've visited so far
- Collaborate with friends to find places to visit and activities to do
- Compile media files to share with everyone at the end of the reunion

## Initial Thoughts

There are already widely used apps that excel at what they do:

1. Instagram successfully connects people around the world through media posts, where users can interact with each other and keep up with content they like.
2. Apps like Yelp and Trip Advisor are helpful for those looking specifically for food and travel recommendations.
3. Dropbox conveniently stores and organizes files

**Wouldn't it be nice if there was a travel app that could do it all?**
Incorporating many features into one app made specifically for travellers creates a centralized form of communication for a community of like-minded people: those who enjoy travelling and sharing their unique experiences.

# Key Features

## Explore Page

This page is divided into 3 main sections which aim to:

1. **Highlight** popular destinations, **track** recent searches, and **recommend** places based on those searches
2. **Feature** countries where friends are currently travelling in
3. **Suggest** other community members to connect with
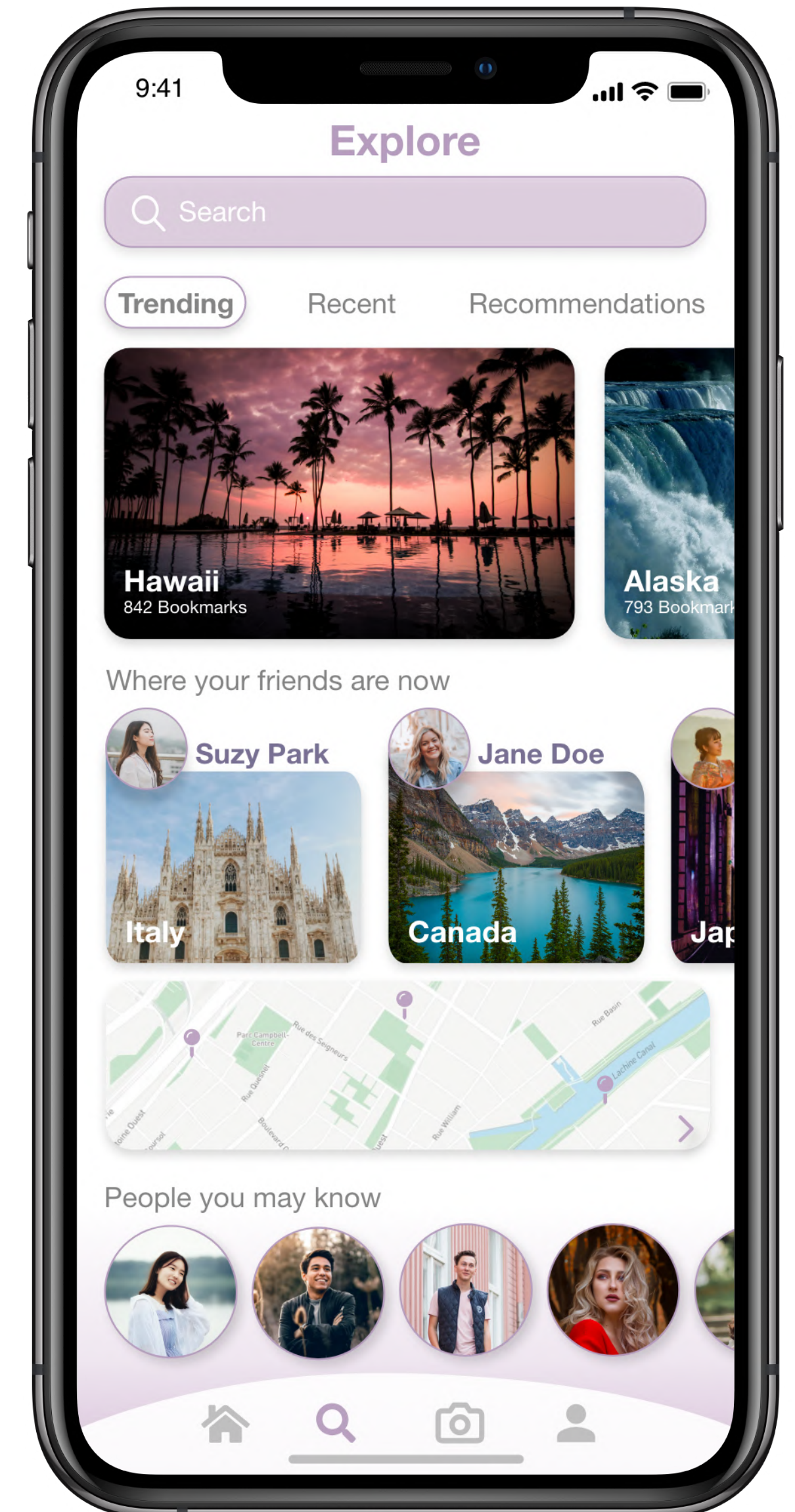
# Key Features

## Feed

The first screen features photos and videos taken by friends that the user follows. Each post can be downloaded, liked, and bookmarked.

The second screen shows a collection of media that the user has posted. Others can also view it if the account is set to public or if they are active followers.
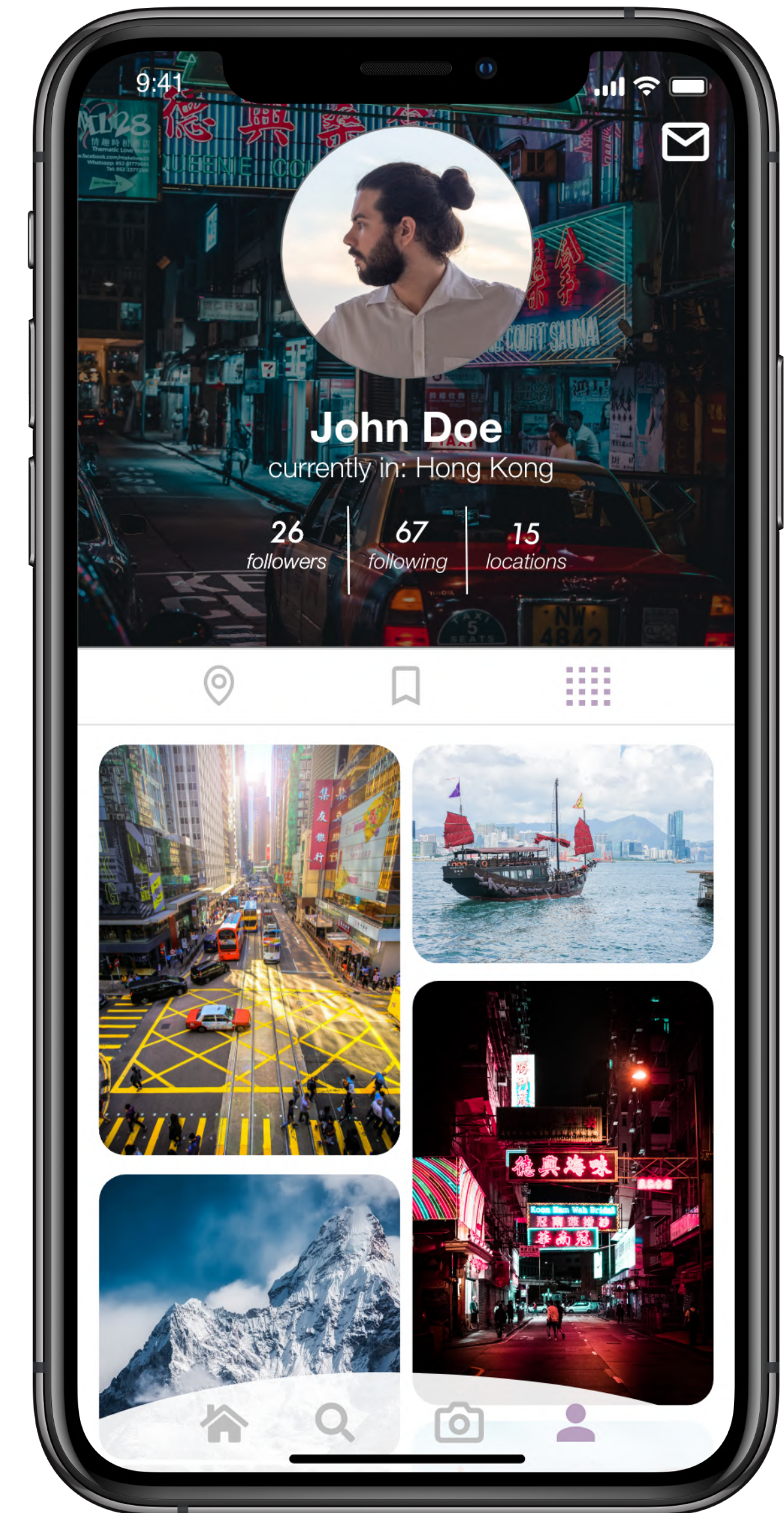
## Bookmarks

While exploring different destinations, each post can be bookmarked and organized by country or city. This is helpful for reminding people of places they would like to visit.
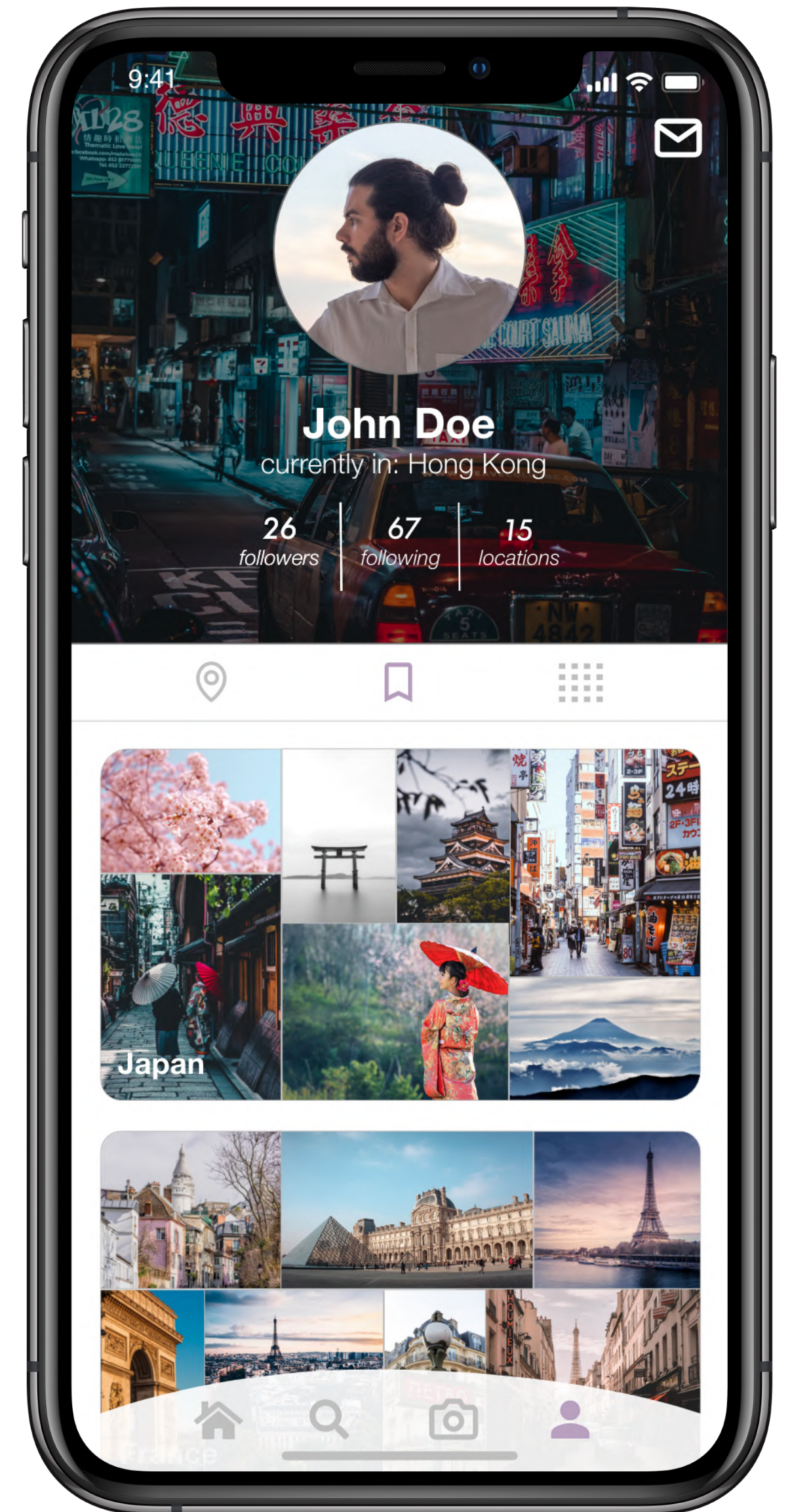
# Travel Albums

The user, John, has a carousel of thumbnail pictures from various travels. Accessing each album will show all the files he stored throughout the trip.

Marilyn is a user John hasn't connected with, so he will need to either follow her or request access to view her travel album.
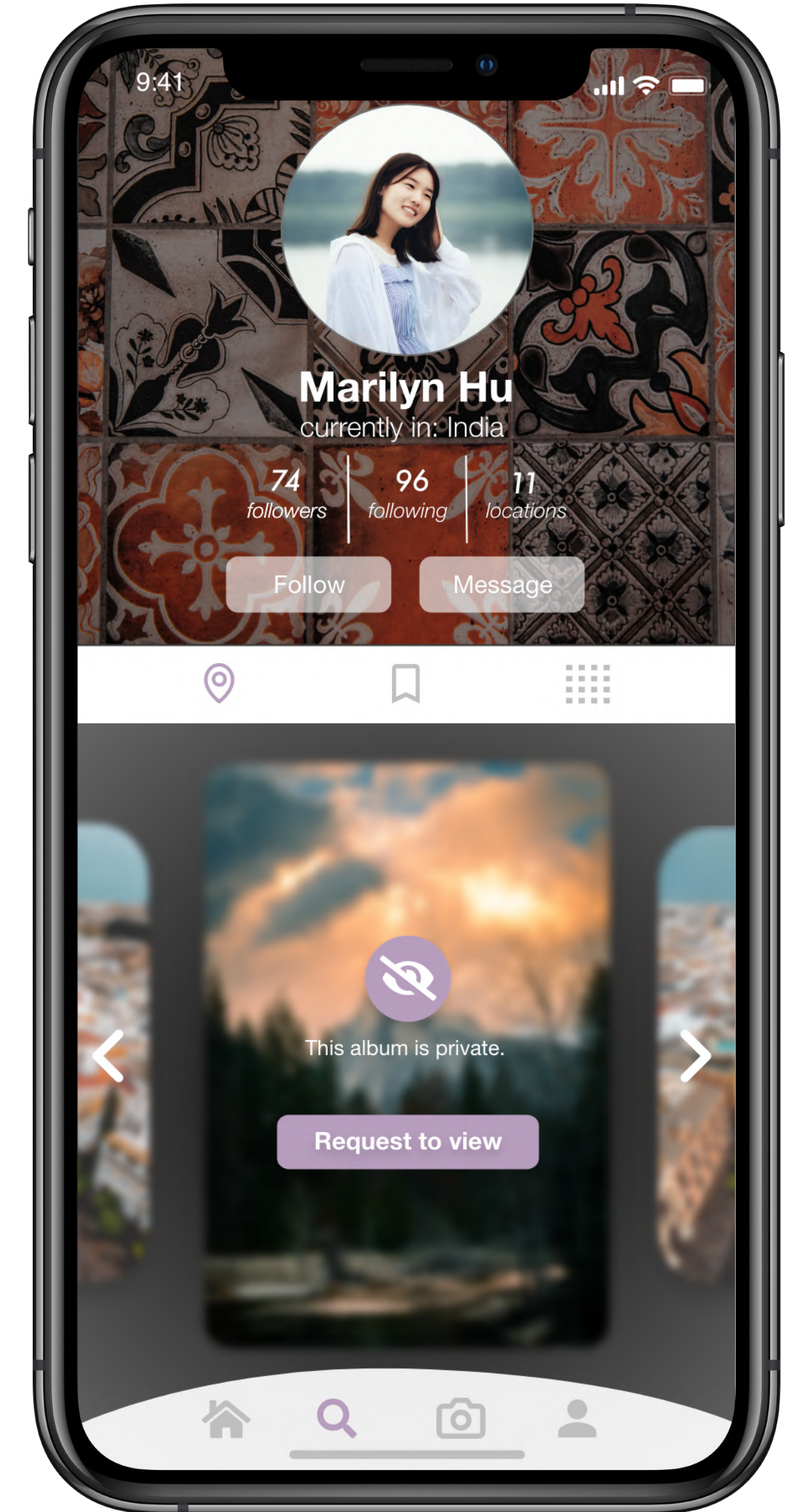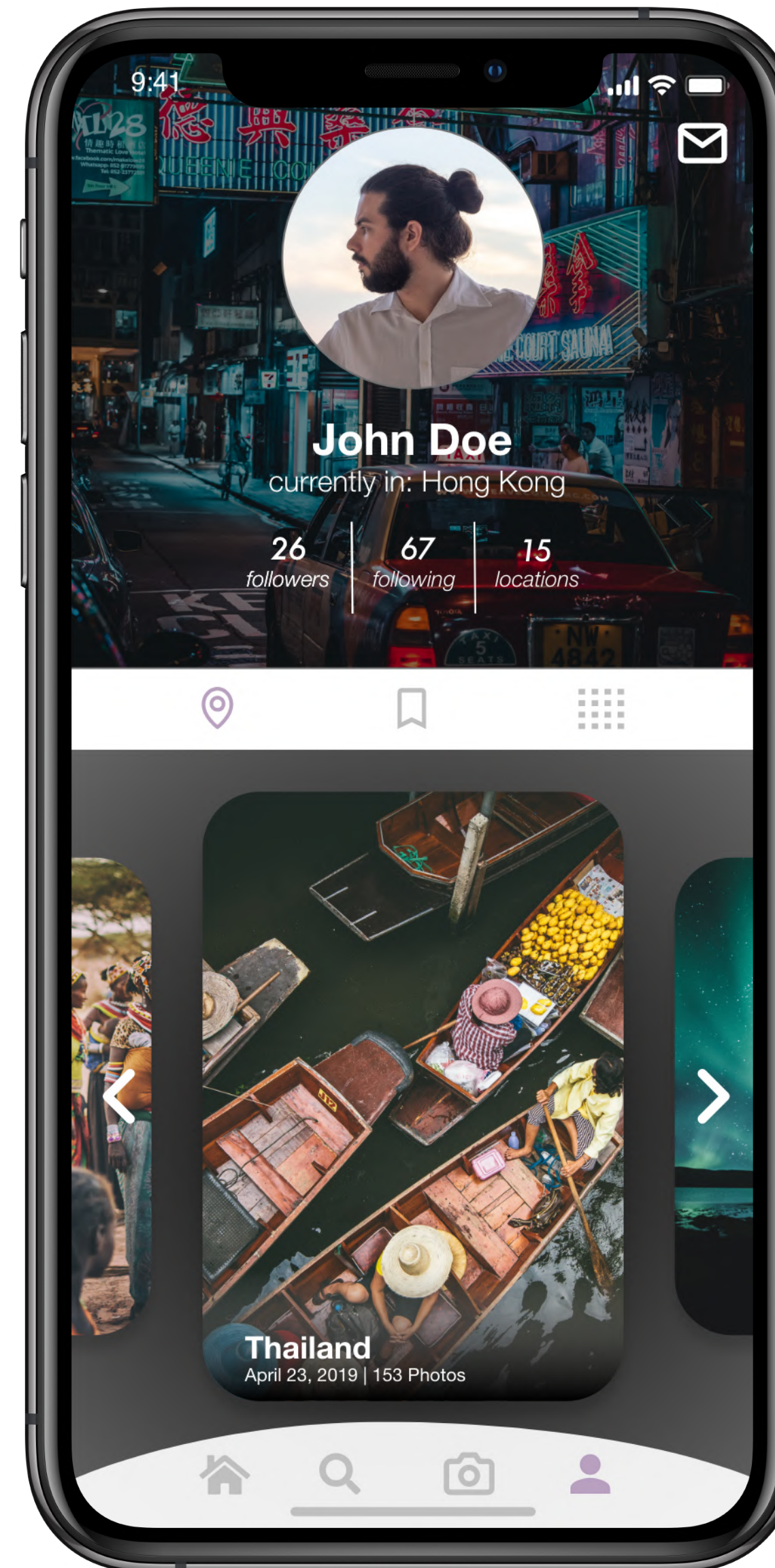
## Key Features

## Trip Organizer

When planning for trips, users need a place to store important information, such as itineraries for coordinating schedules. Within each travel album, users can create and organize a variety of files as they plan and document the trip.

Other group members can be added so that they can collaborate and have access to the same information. This also makes it easier to share media files, eliminating the need to keep track of who still hasn't received that one group photo.
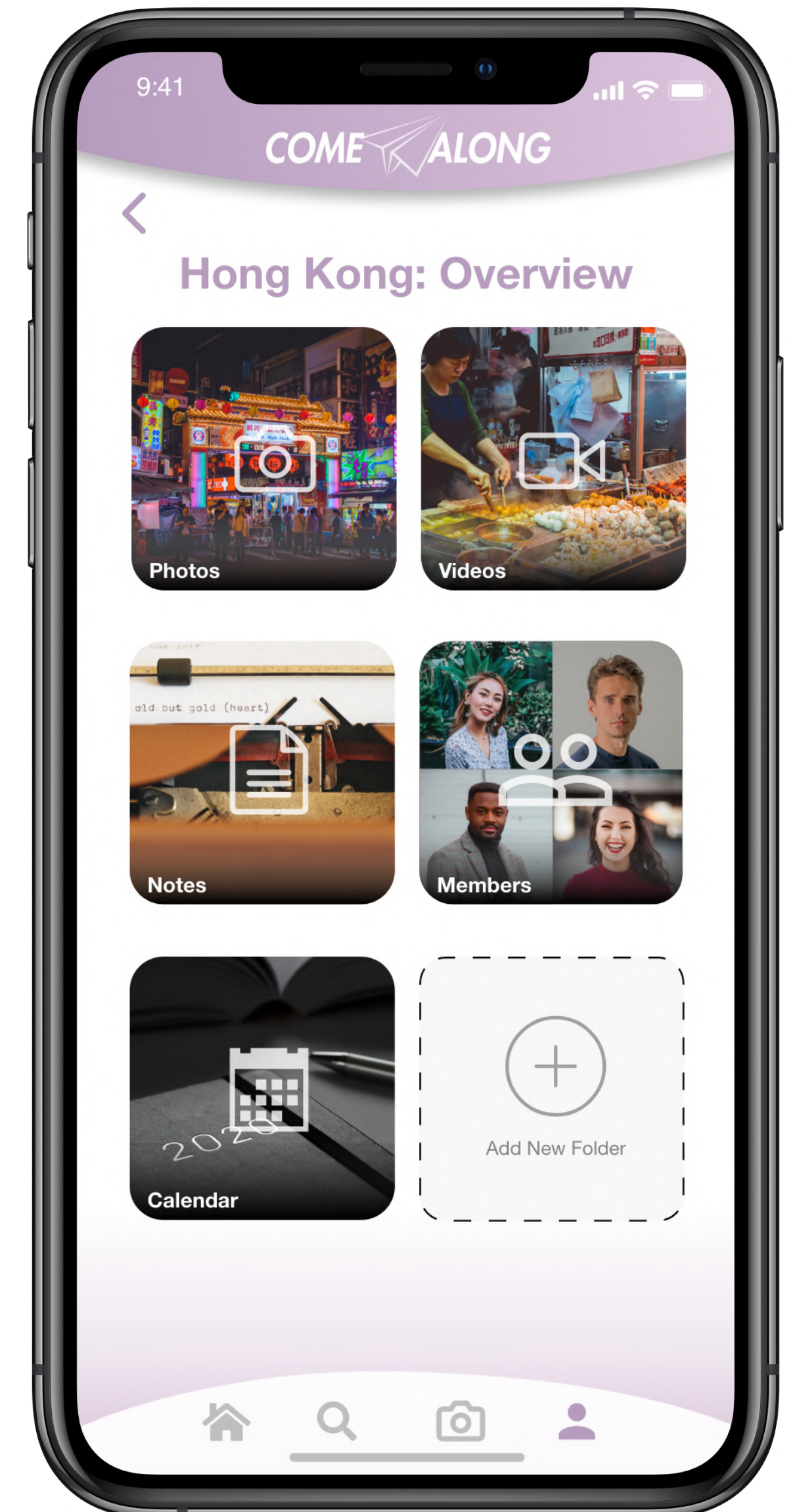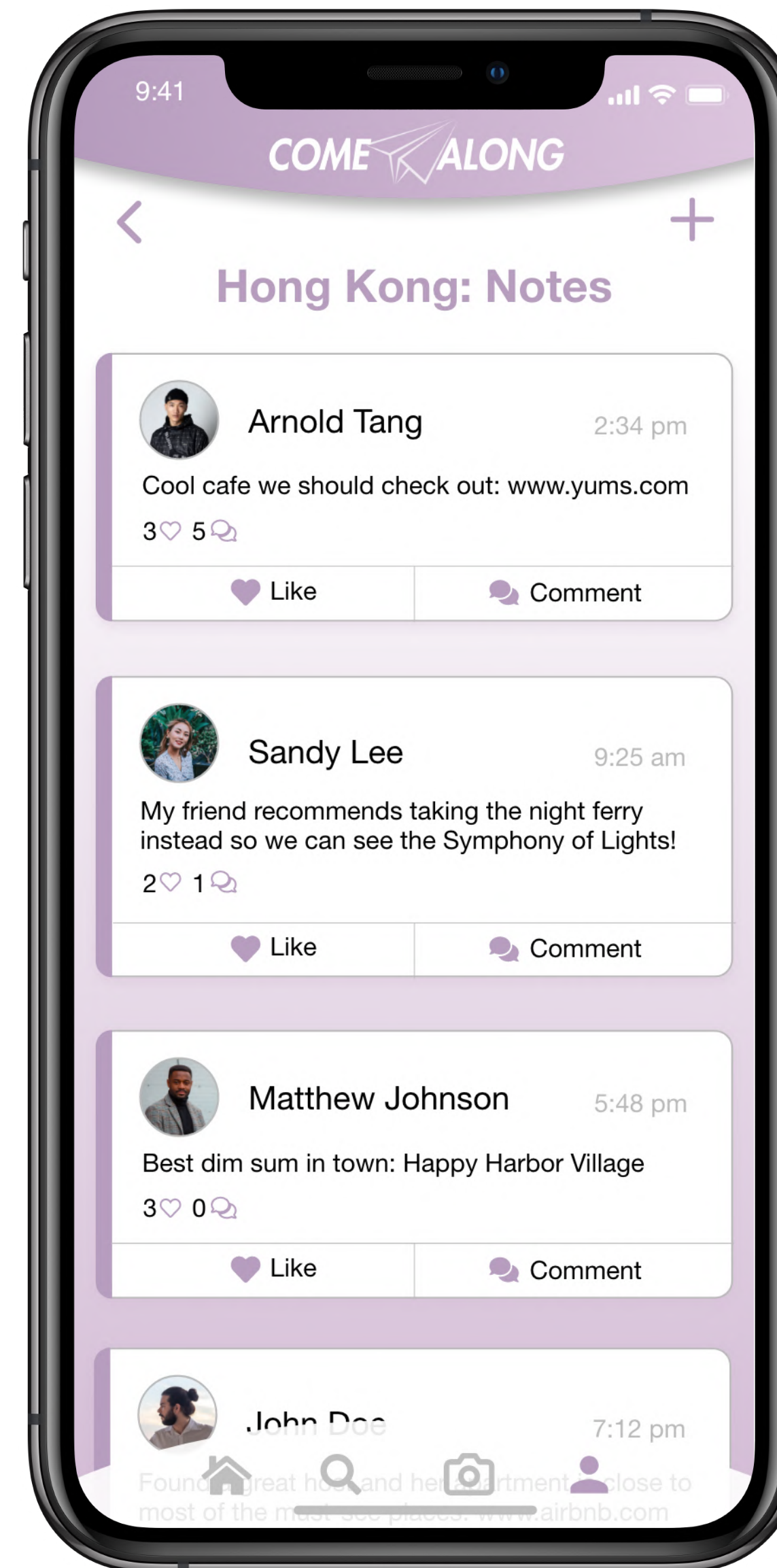
# Key Features

## Notes and Calendar

Members can post notes that others can interact with. This is a helpful way to record useful information without requiring the user to scroll through long messages in a group chat.

The calendar tool shows an overview of plans and also includes curated recommendations.
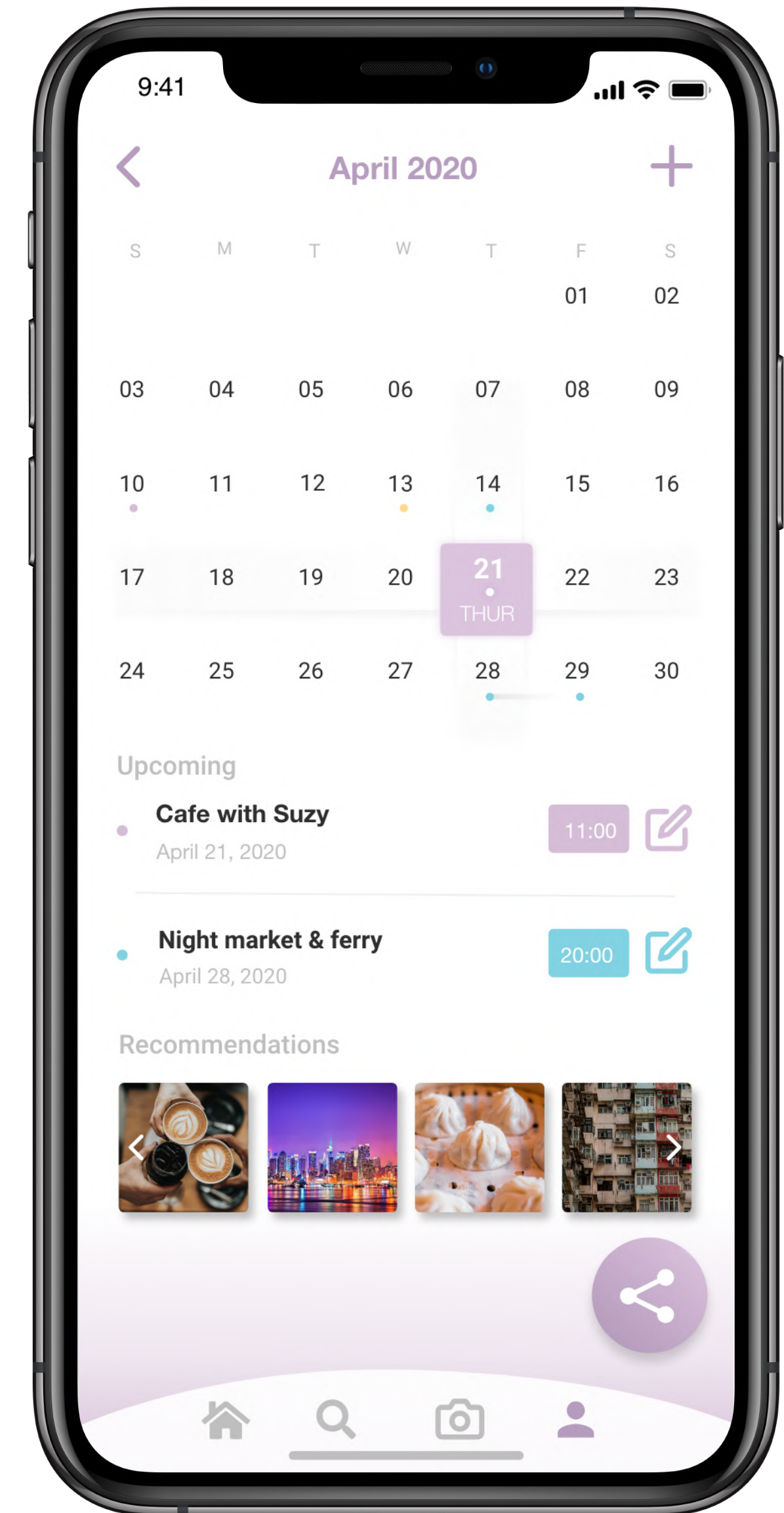
# Key Features

## Itinerary

The daily schedule can be accessed by selecting a specific date on the calendar. It can be directly sent to anyone via messaging or by downloading a file/link to send to recipients without the app. For a solo trip, itineraries can be made private so other members can't view it.
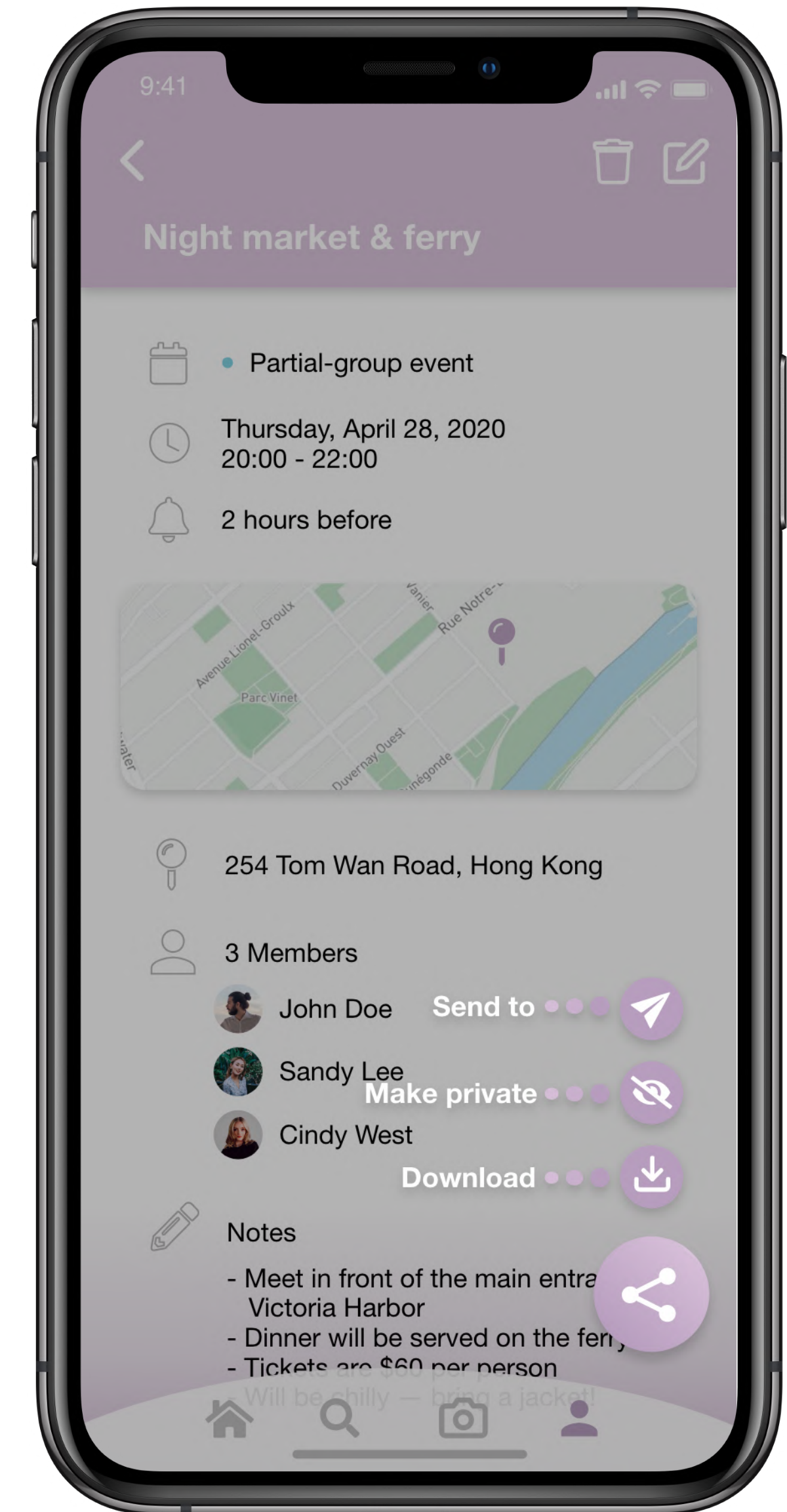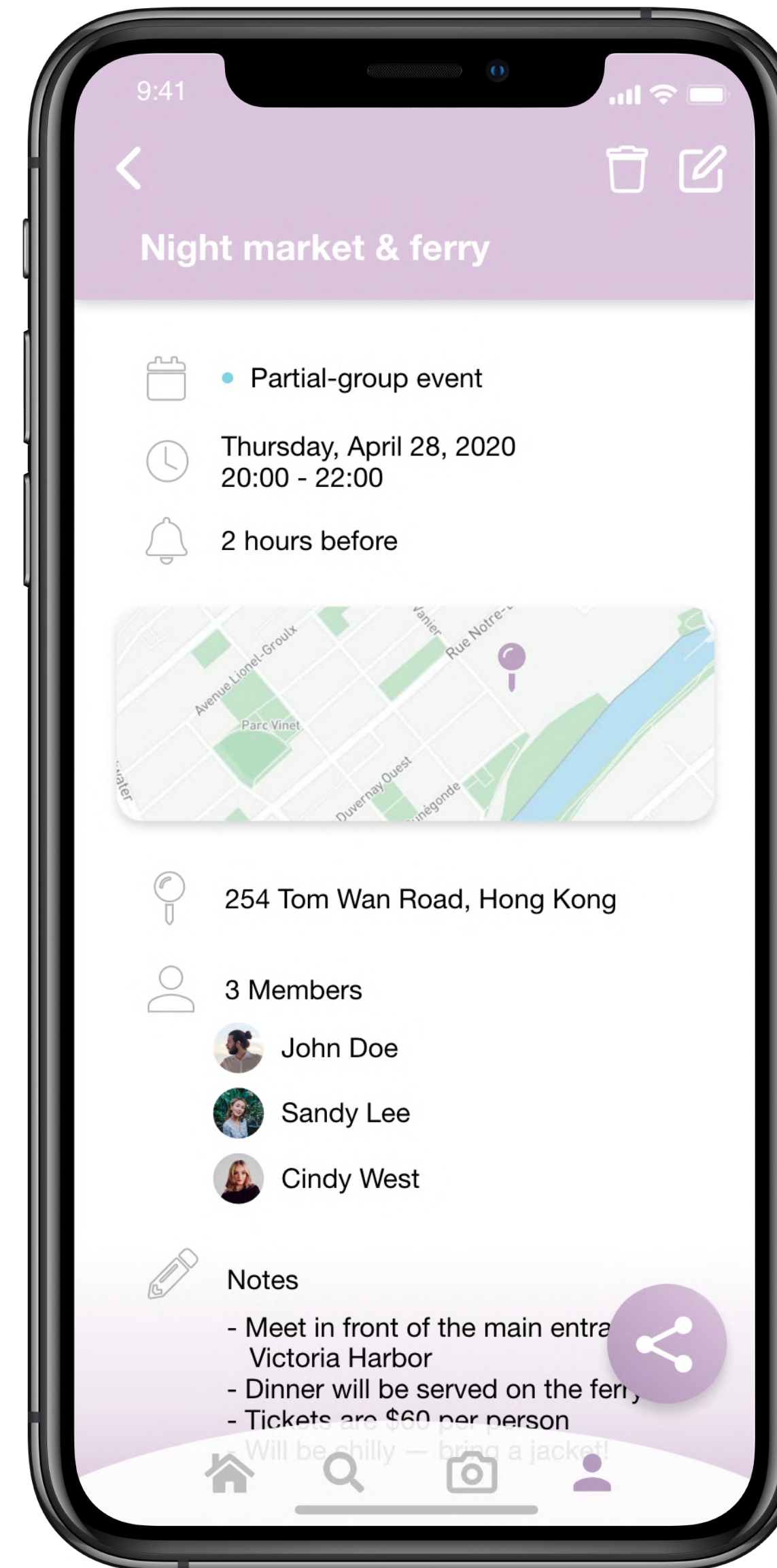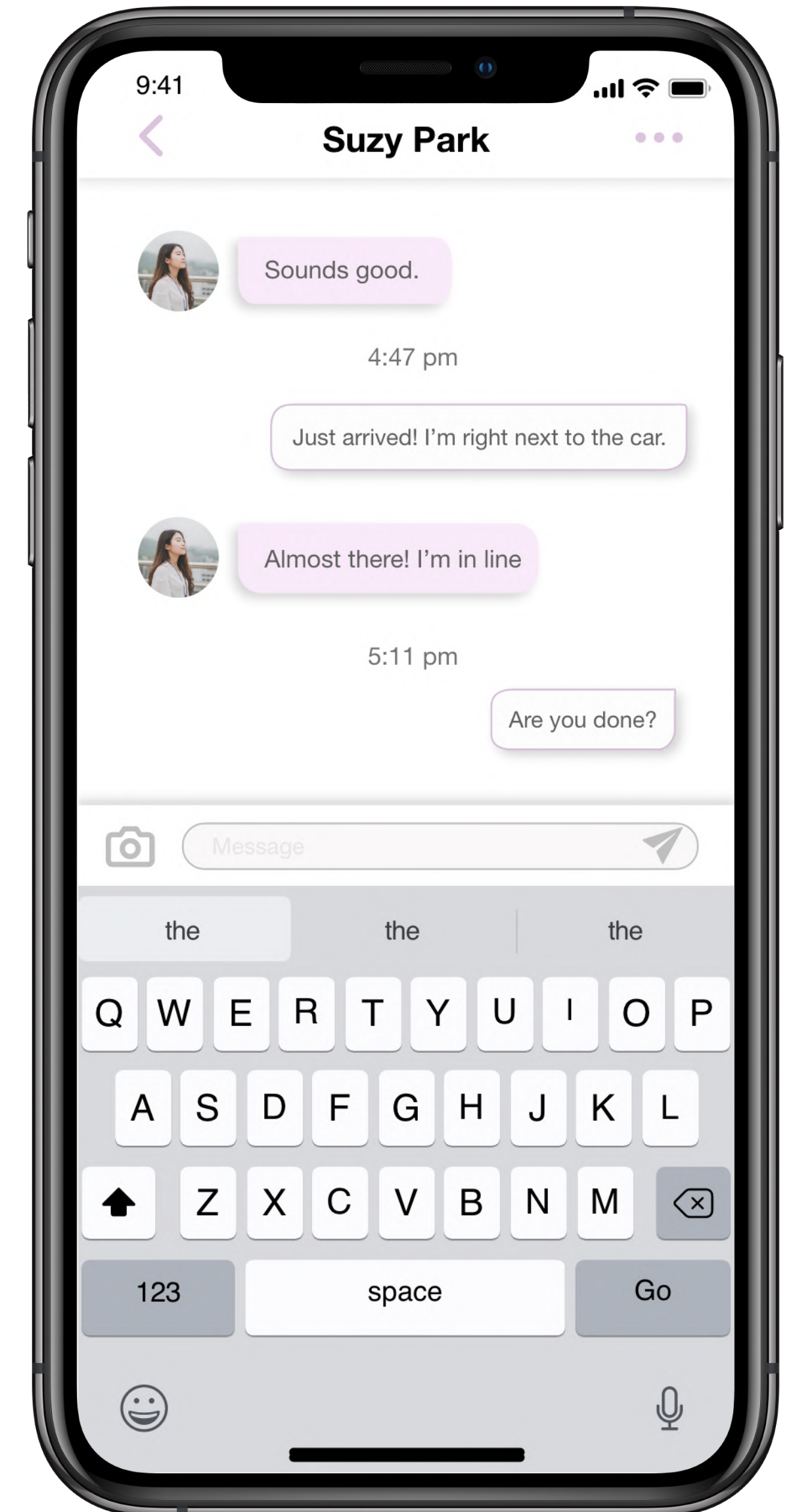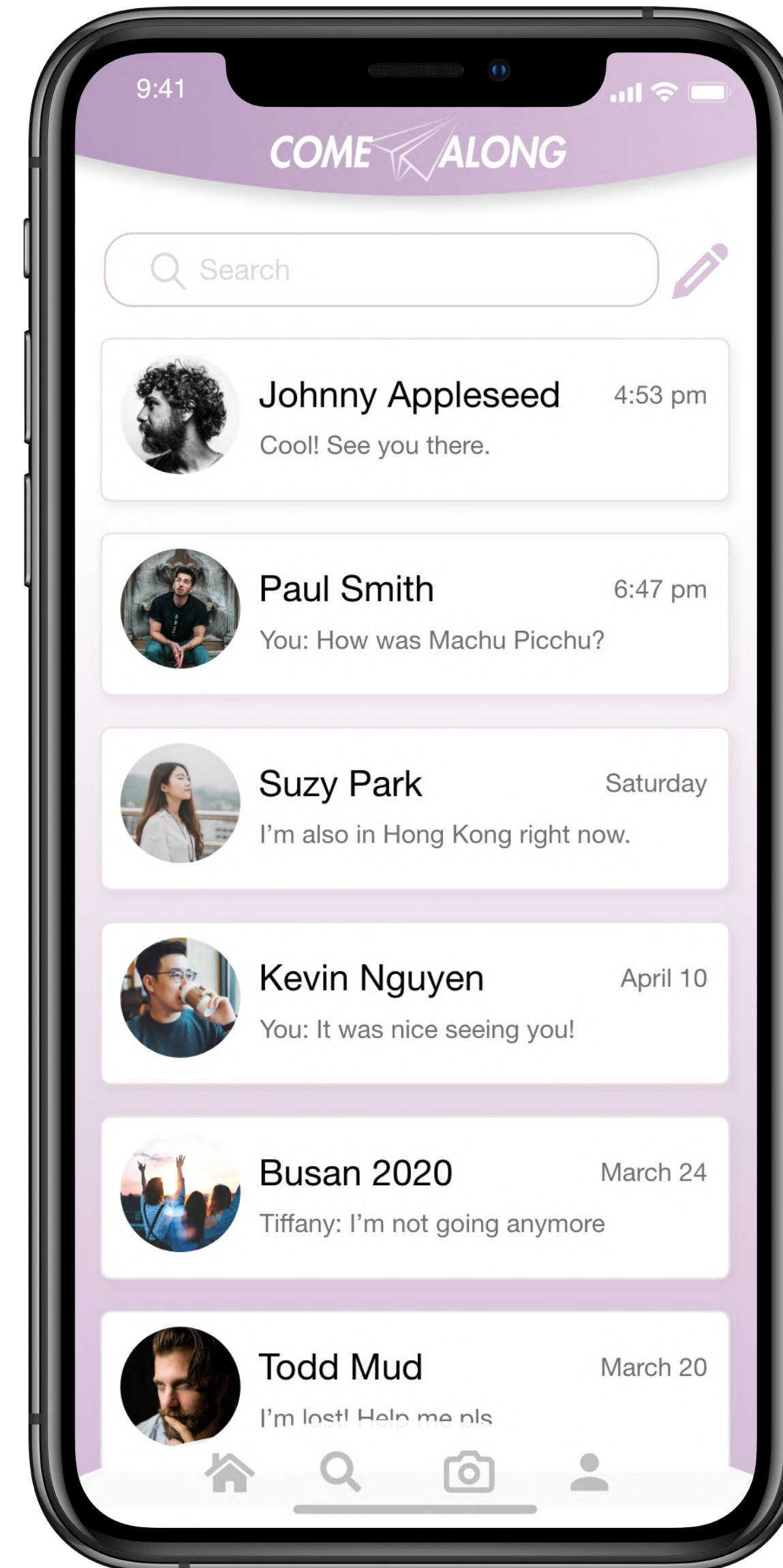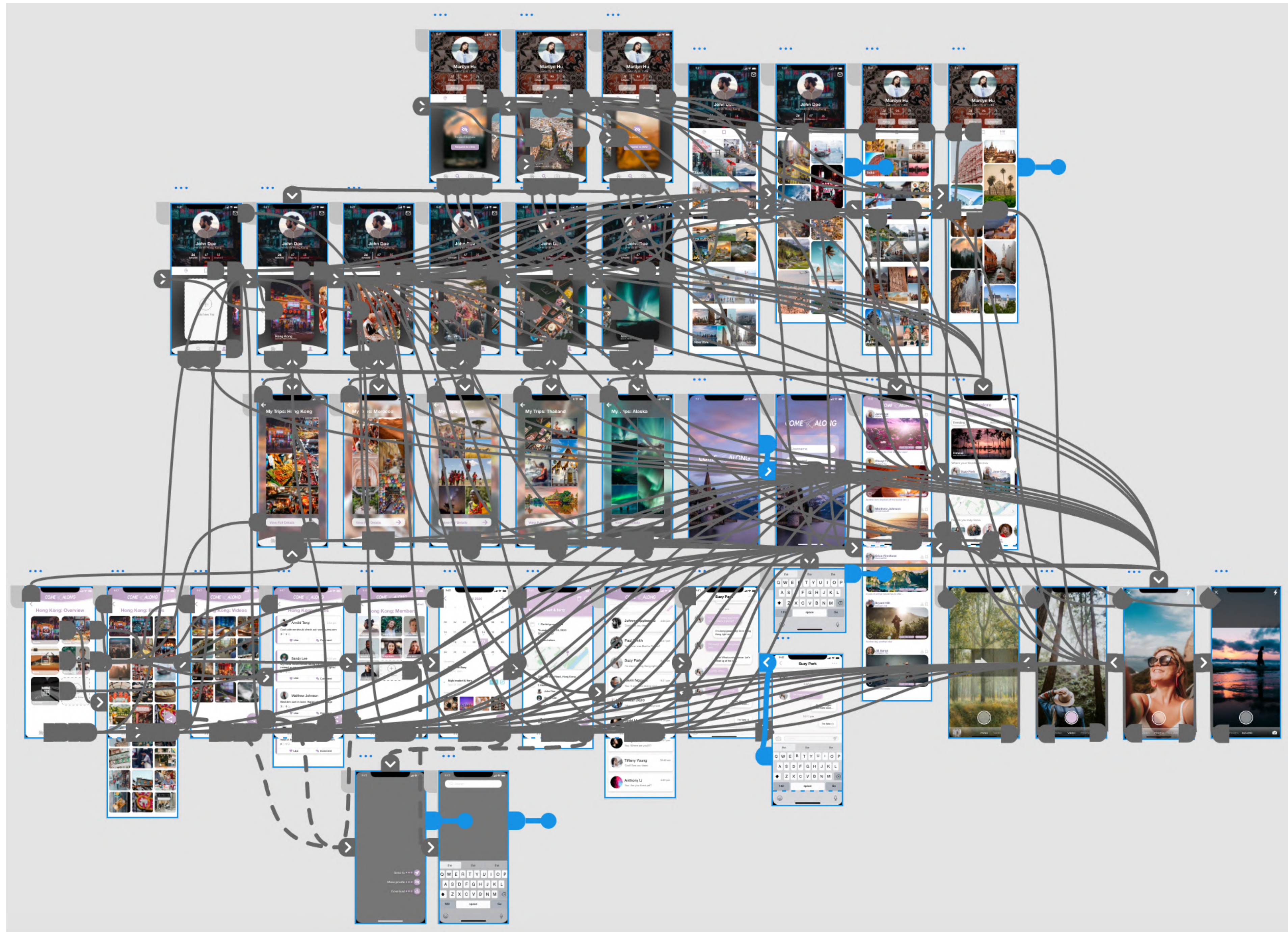
# Messaging

Because Come Along is meant to be an all-in-one app, there is a messaging feature that travellers can use to communicate with other group members. There is no need to switch between Come Along and another messaging app. This can be accessed from the mail icon on the user's feed.

# Prototype Interactions

## Next Steps
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Because we only had 2 days to design Come Along, there are some features that didn't make it into this iteration. If we pursued the project further, we'd like to implement additional features so users can:

1. **Import** saved recommendations from other apps like Yelp
2. **Organize** confirmation details of reservations for rooms, meals, etc.
3. **Track** their spending (with conversions for foreign currency)
4. **Find** local events to attend and other travelers to meet up with

We would also conduct interviews and user testing to better understand the practicality of specific functions. Afterwards, we would edit the design and improve user interactions based on the feedback received.

## Important Takeaways

**Understanding:** It is crucial to have a strong grasp on what the prompt asks for. The open-ended challenge prompt made it difficult for us to clearly identify a problem that needed to be solved.

**Planning:** We were very worried about the time constraint, especially because we had no prior experience, so we spent too much time designing a presentable app and not enough time building the structure of the app. Having a solid plan is just as important, if not more, because the framework must make sense for the app to work well.

**Prototyping:** Work on interactions after the design is finalized. We thought it would be most effective if we simultaneously prototyped and designed, but it ended up costing us a lot of time because decisions were being made along the way and designs were constantly changing.