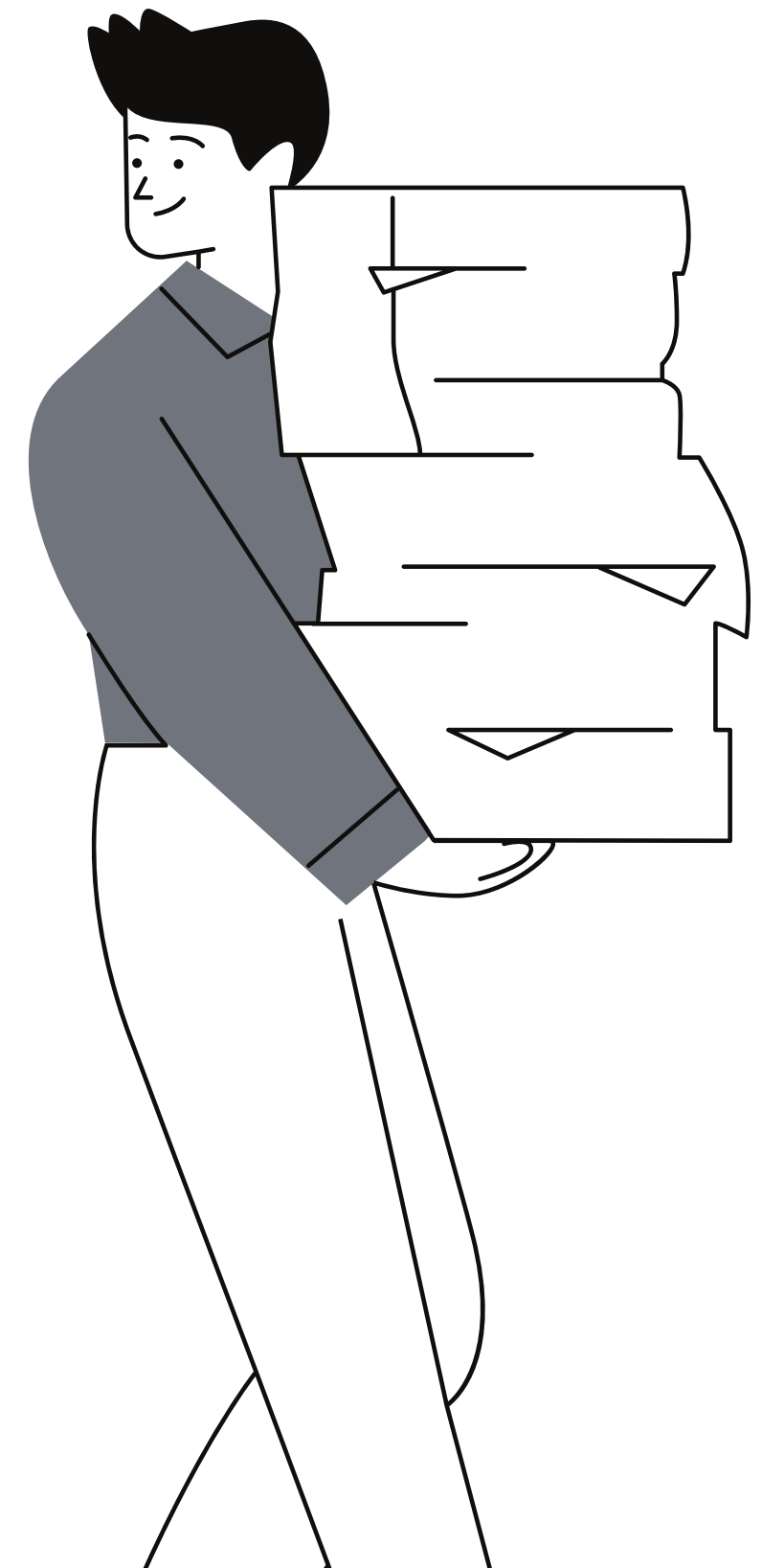
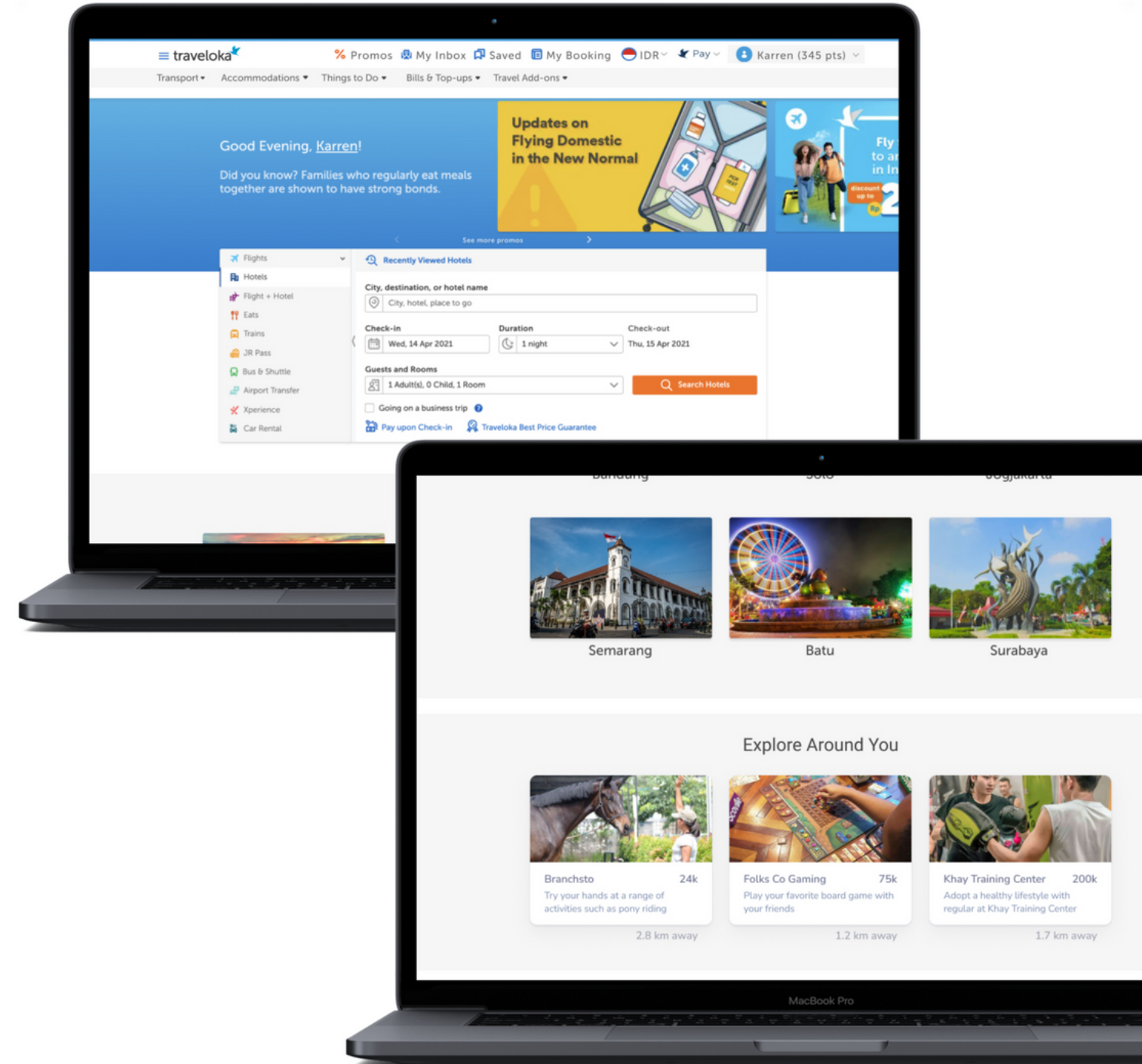


traveloka



traveloka





Today's Agenda

1 Research

2 Define

3 Ideate

4 Design

5 User Reviews

6 Next Steps

Research

Traveloka

Travel, Loka

(a Sanskrit word that means "world" or "universe")

Traveloka – world of travel

An Indonesian unicorn company focusing on a hassle-free travel booking and planning experience.



1

Founded in 2012 by technology practitioners who were ex-Silicon Valley engineers who returned to Indonesia

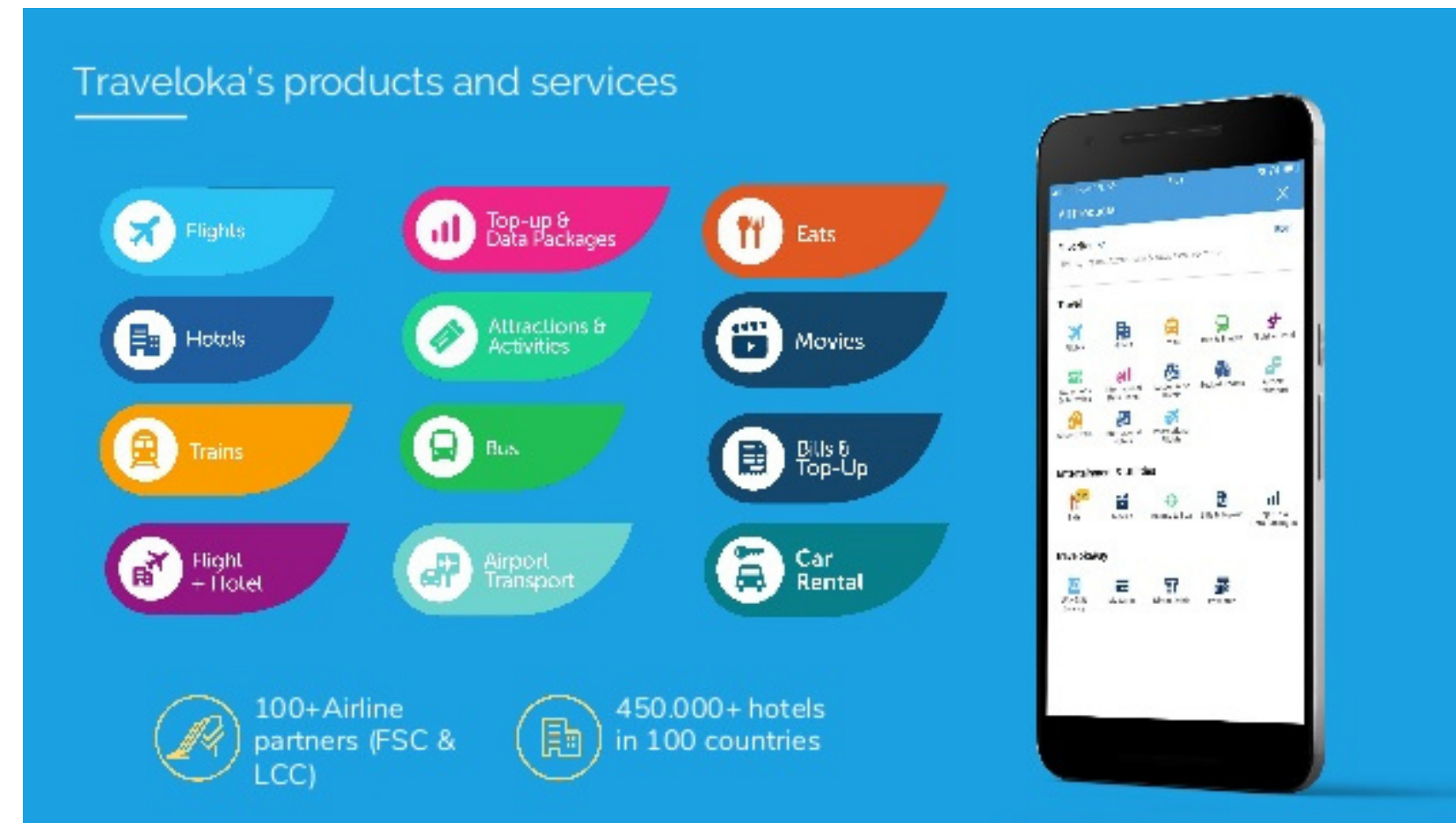
2

Currently **Indonesia's largest**, and **Southeast Asia's most popular** online travel agency.

3

Now worth around **USD 3 Billion** with 40 million monthly active users, 150 airlines partners, 200,000 international and domestic flight routes. 800,000 hotels, villas, and guesthouse in 100 countries.

Southeast Asia's leading technology company **providing access for users to discover and purchase a wide range of transportation, accommodation, lifestyle, and financial services products.** Traveloka's comprehensive product portfolio includes transport booking services such as flight tickets, bus, trains, car rental, airport transfer, as well as access to the largest accommodation inventory in Southeast Asia, including hotels, apartments, guest houses, homestays, resorts, and villas, making **Traveloka as a booking platform with widest selections of accommodation and packages.**



Target Audiences

DEMOGRAPHICS

18–35 years old

Male/Female

Middle Class Demographics
(\$15,000–\$28,000)

Single or married

Living in suburban and urban areas

PSYCHOGRAPHICS


New and existing customers

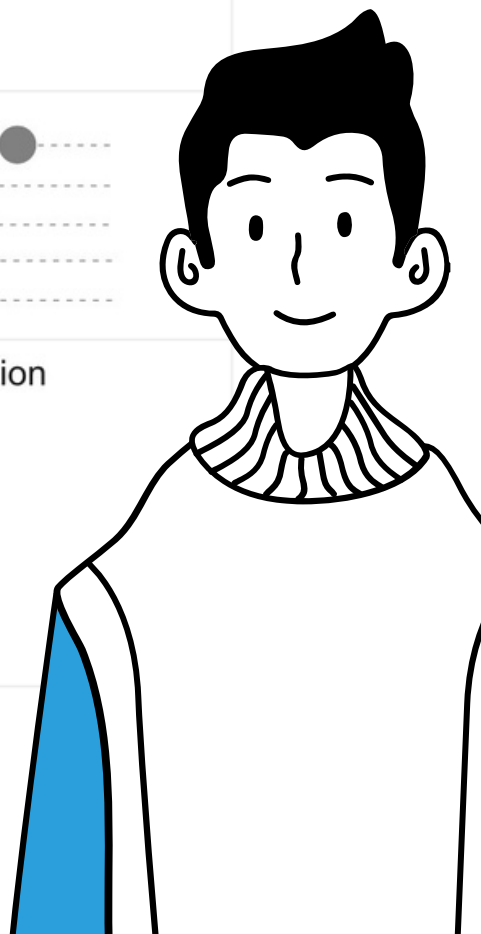
Like to travel with partners or in groups

Their getaway is to go places with friends and relatives



Customer Journey Map

Phase of journey	Needs Recognized	Consideration		Planning	Purchase (Booking)	Post-Purchase
Actions What does the customer do?	Need to find accommodations and things to do for travel with friends	Information Search: Ask around to friends, online search, look at social medias	Evaluation: Research & compare options	Create/draft travel plans, having friends/family (if any) to all agree	Book itineraries and pay	Share experiences (word of mouth)
Touchpoint What part of the service do they interact with?	Social media platforms, word of mouth	Social media platforms, online search, website landing page	Website: "My Saved" feature "Share" feature	Website: "My Booking" feature	Website: Overview and Payment	Website: Payment confirmation & E-tickets
Customer Thought What is the customer thinking?	Need to travel and find new travel ideas for vacation/quick getaway	Look through the most convenient website, or sites that has more deals	Find the best & most interesting option in terms of destination, activities, price, etc.	Need to move to and from travel website, messaging apps, & organizer platform to create itinerary	The split pay is hard to count, might not get the correct amount by adding up everything together & splitting everything	Excited to go on the trip or experiences booked
Customer Feeling What is the customer feeling?						
Opportunities	Campaigns - deals and promo for popular or recommended destinations	Recommendation sections (based on past purchases, nearby, recently viewed) Convenient and straightforward landing page	Inbox feature - to help customers ease their personal consideration options and also communicating to peers (if friends are involved in plan)	Create a template for travel draft to ease customers Have the travel draft able to add collaborators so all participants of the trip can comment/vote on platform before booking/finalizing the whole itinerary	Split Pay option	Sharing option



Define

The Problem

1 Customers need to **go back-and-forth from Traveloka app to their preferred chatting app** to confirm with their friends and families regarding the travel planning and booking.

2 When creating travel plan and planning their itinerary, it might be inconvenient because app/website lack of features specifically for travel planning. Traveloka already provided a **one-stop shopping experience** for traveling purposes (tickets, hotels, insurance, experience, etc), however **customers aren't able maximize all those features within Traveloka platform** because some might not be aware, or planning them one by one.

3 When travelling in groups, customers **need to calculate their bills on their own**. This is something that is very time consuming and could lead to miscalculation in the process.

Aghi

Age: 27

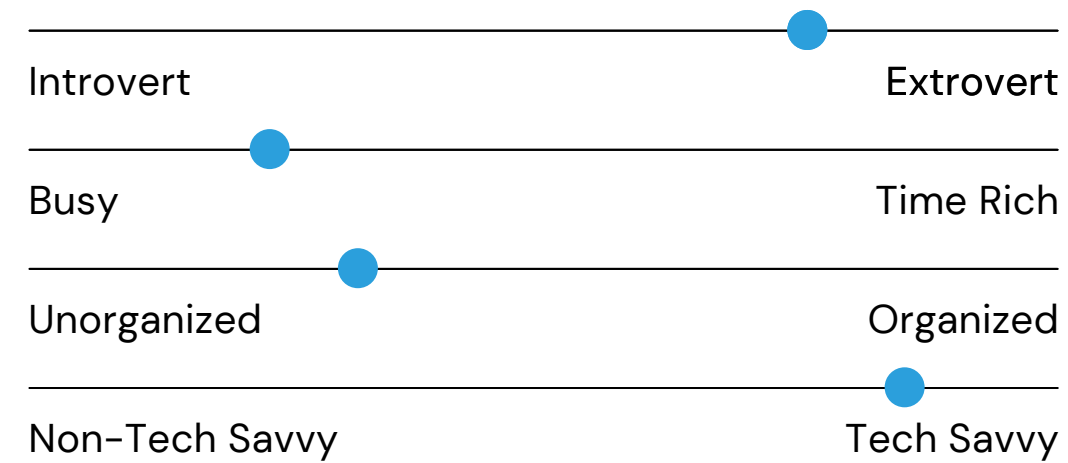
Occupation: Product Manager

Status: Single

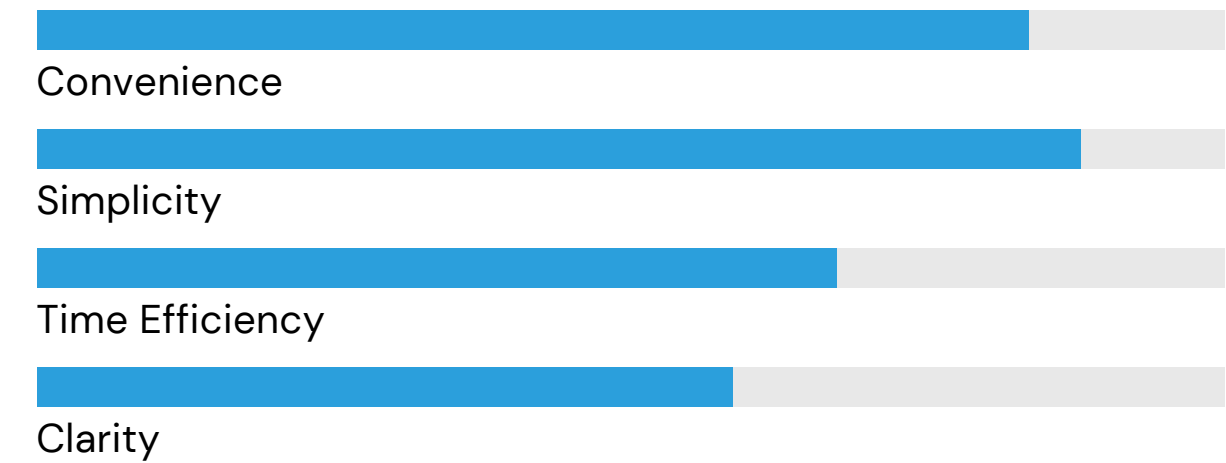
Location: Jakarta, Indonesia



PERSONALITY



MOTIVATION



ABOUT

Aghi is a Product Manager in a unicorn company in Indonesia. Traveling and experiencing new things with friends has been his passion. Especially during pandemic, he finds it as an opportunity to travel more while being able to freely work from anywhere he wants.

FRUSTRATIONS

- Getting bored of places and experiences he would go to work from or spend time with friends
- Hard to plan complex itineraries within friends and have accurate & easy total bills per person

NEEDS

- Need new ideas and experiences to spend quality time with his friends
- A platform to easily plan and edit travel itineraries with friends and people he is going to go with

Maggie

Age: 32

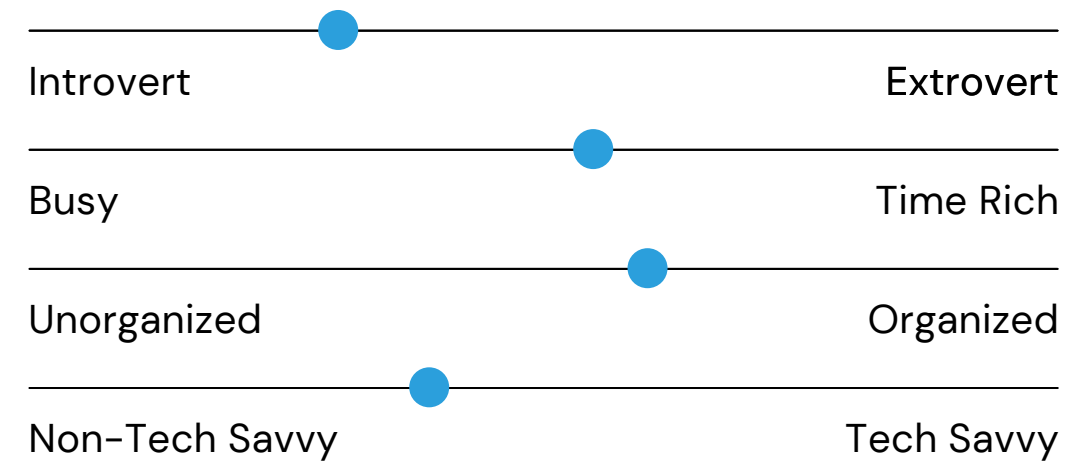
Occupation: Housewife

Status: Married

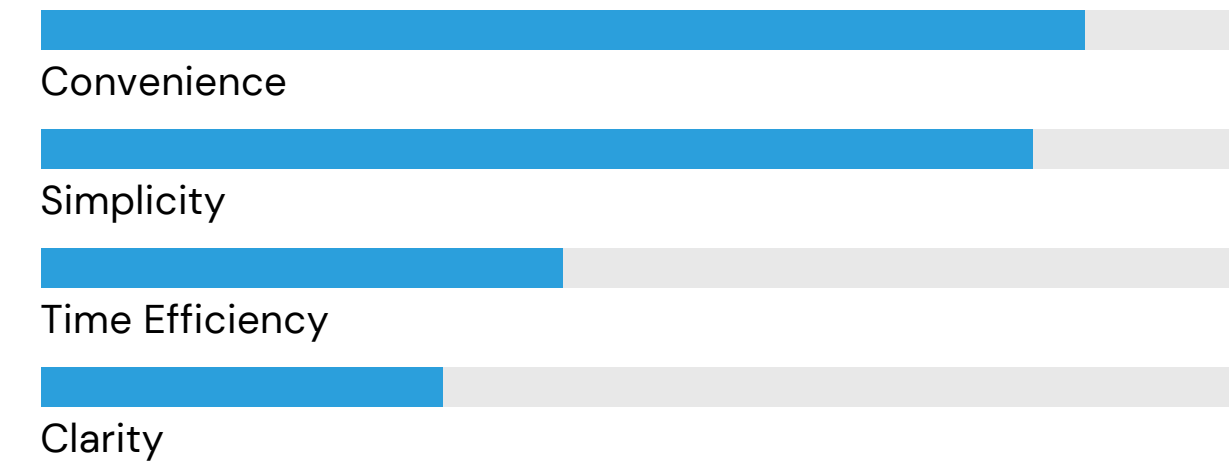
Location: Bali, Indonesia



PERSONALITY



MOTIVATION



ABOUT

Maggie is a housewife, she is currently helping and supporting her husband's business. Her getaway when she's stressed or tired is to find deals and experiences in her area, that are nearby. She would invite her close friends or husband to accompany her relieve her stressful thoughts

FRUSTRATIONS

- Need to screenshot multiple pages or copy multiple links (for deals and destination options) to share with close friends or partner through different messenger apps

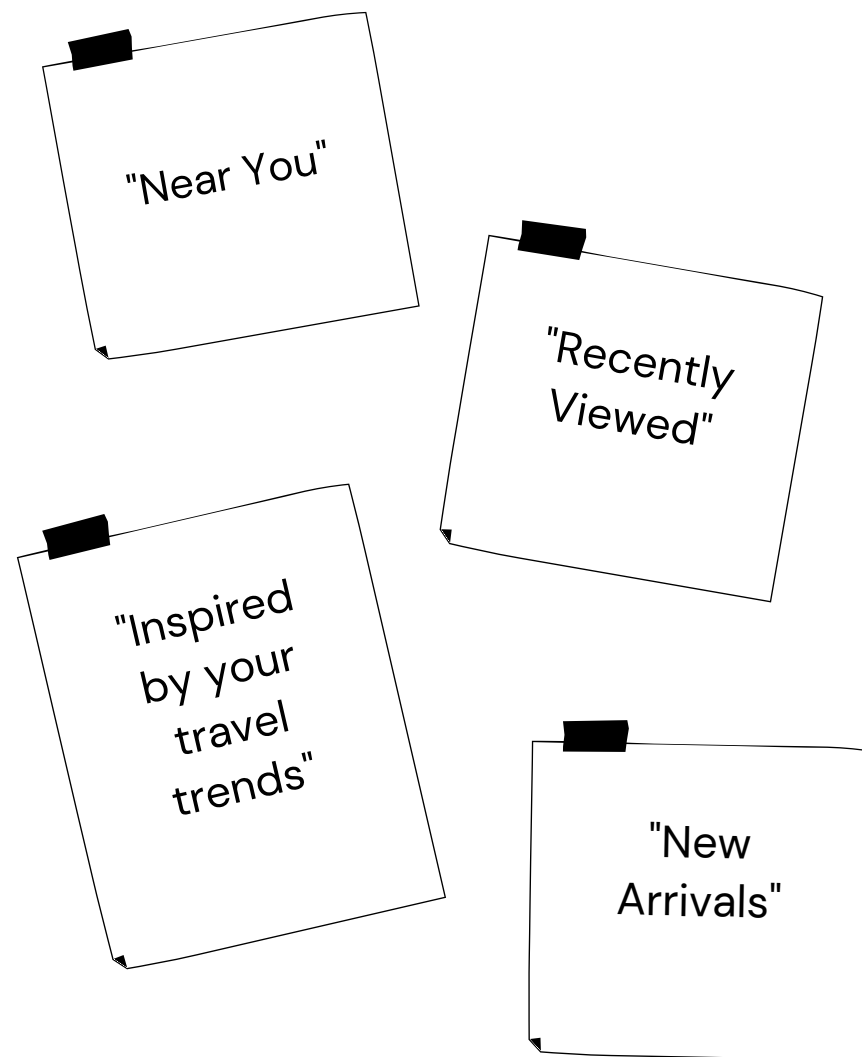
NEEDS

- Wants to easily share her new founding for local & nearby experiences & deals with friends
- Need new recommendations of deals and experiences nearby

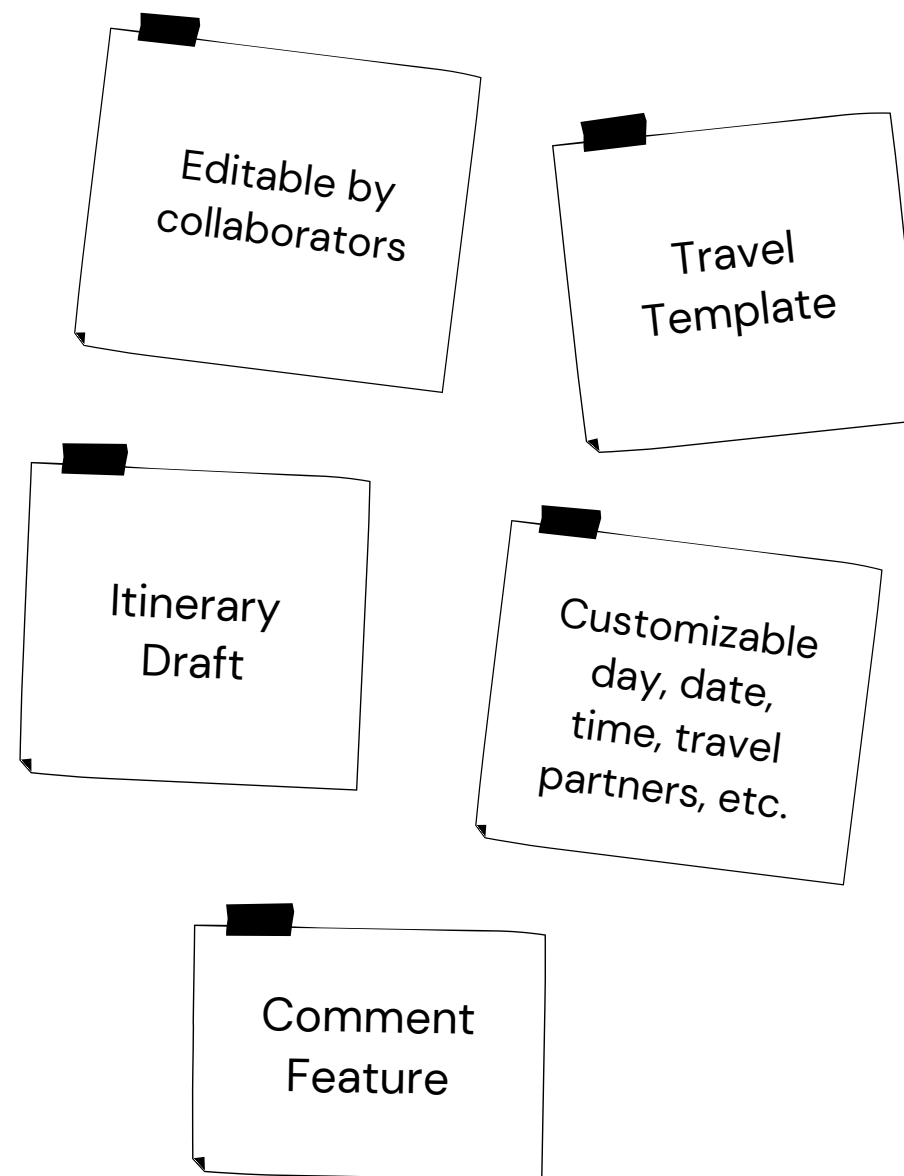
Ideate

The Solution

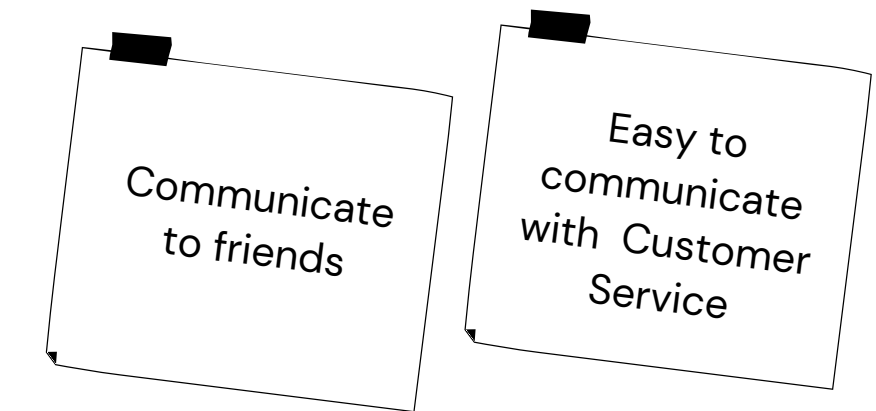
1- Personalized landing page



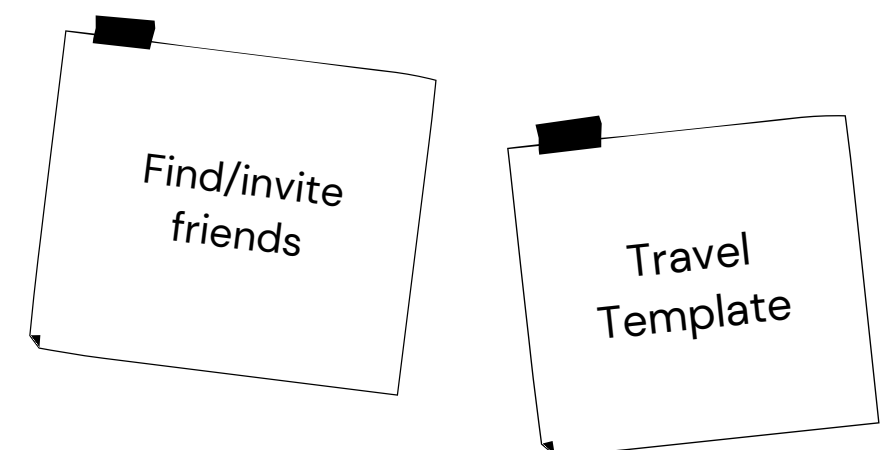
2- Travel Plan Feature/Template



3- Website's own "Share to Direct Message" or Inbox



4- Split pay payment platform



Competitors

traveloka 

 airbnb

 Expedia

Trip.com

Landing Page
Personal Recommendation



In-Site "Share" Feature



Company Wallet



Accommodations Products



Entertainment &
Lifestyle Products



Fintech



Mobile App



Travel Planning



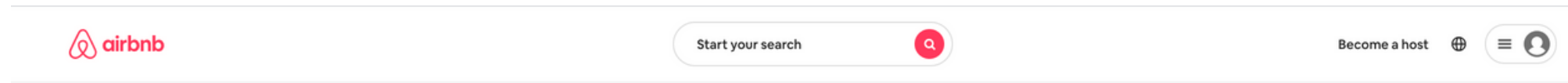
Collaboration Feature



Passenger List



Inspiration: Recommendations



Explore nearby

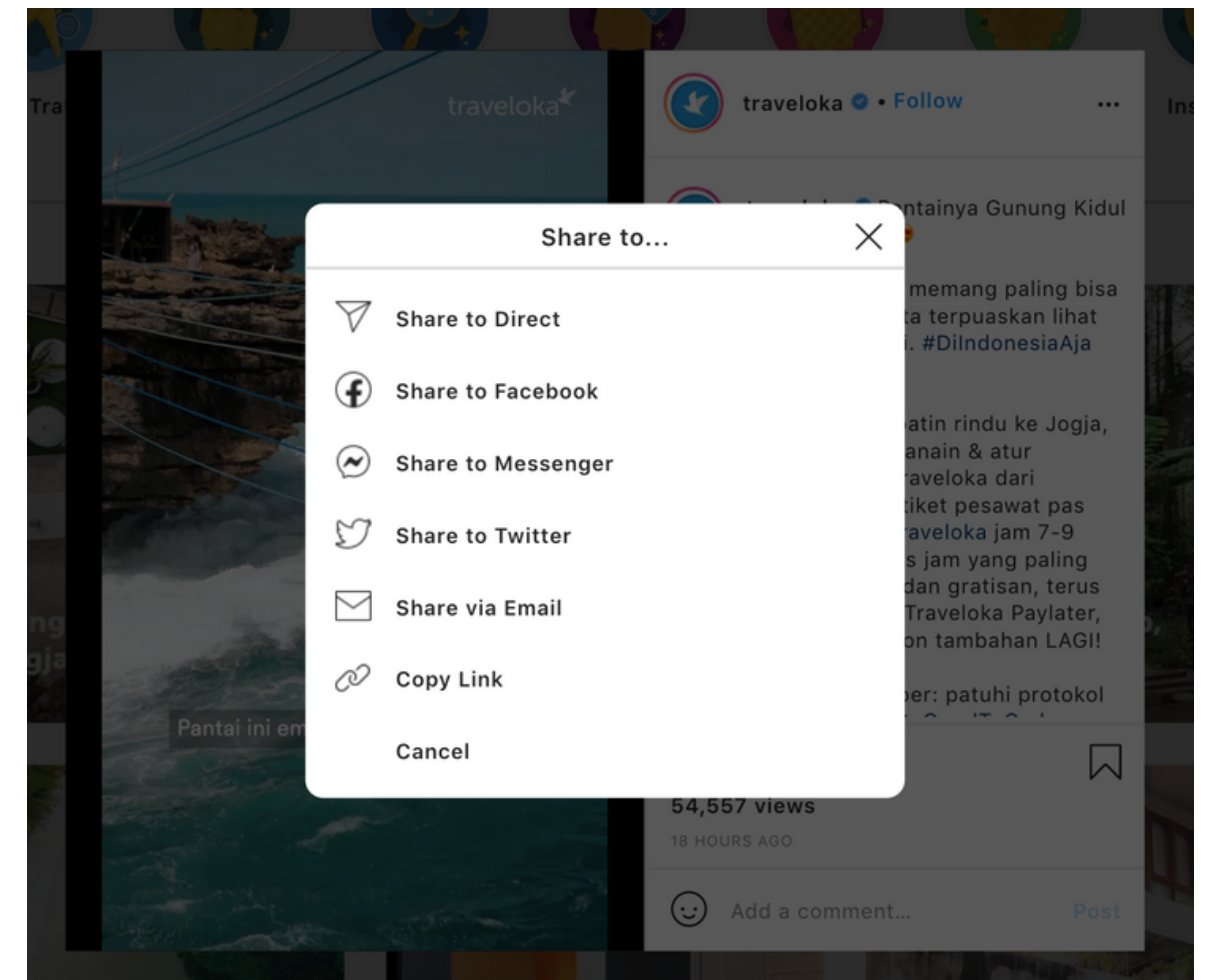
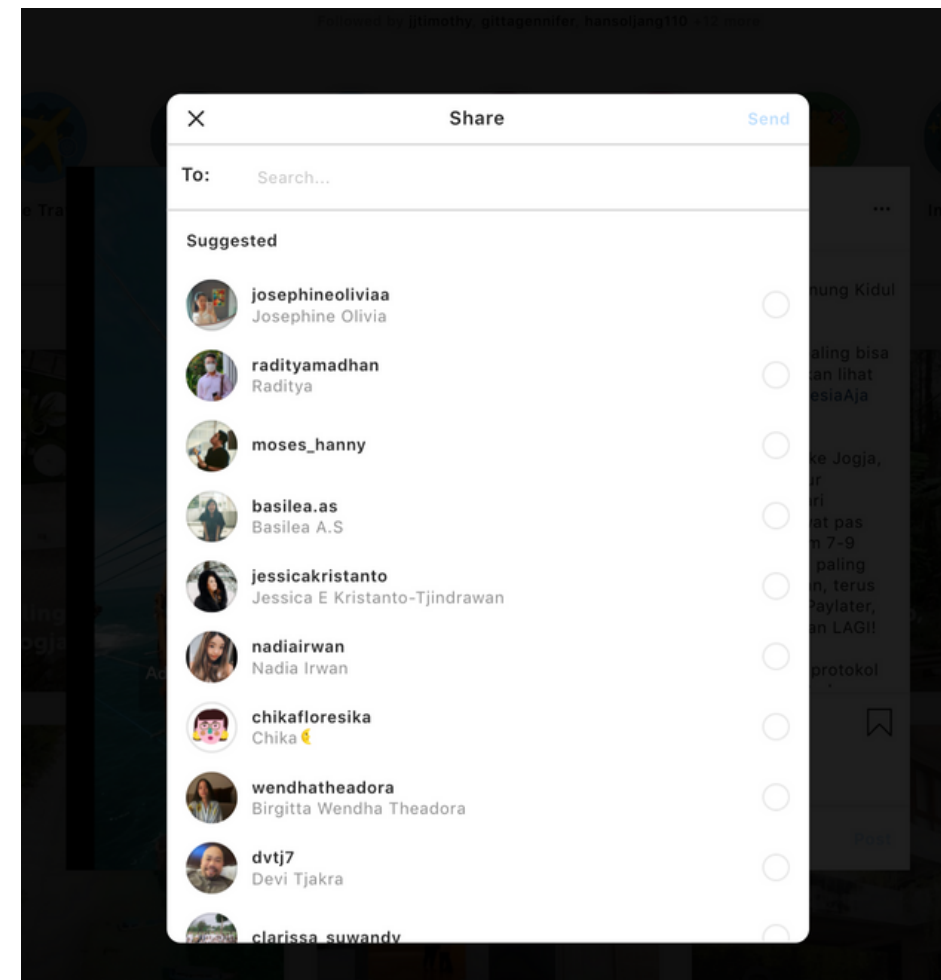
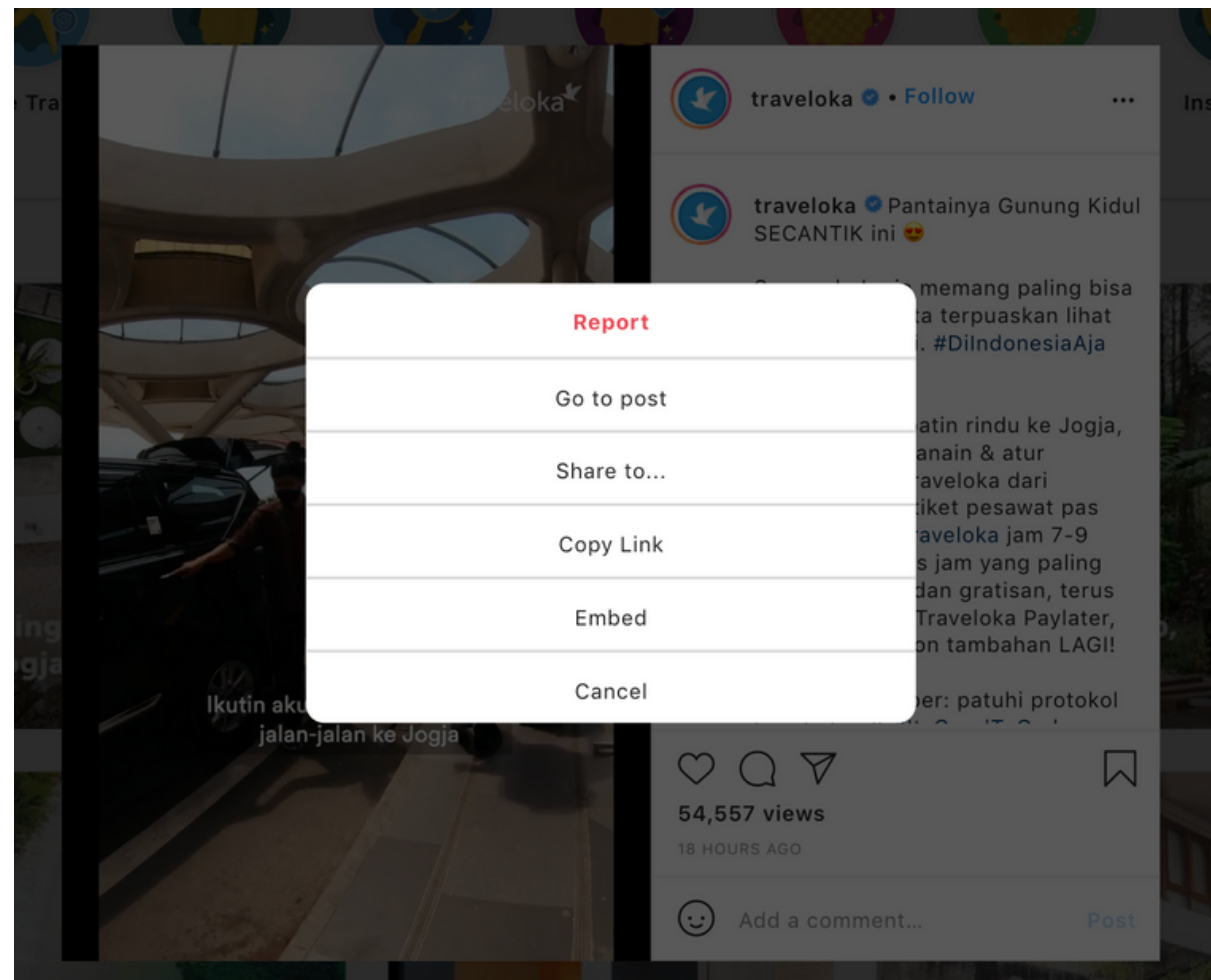


Live anywhere



A screenshot of the Amazon homepage for a user named Sharon. The top navigation bar includes the Amazon logo, delivery location "South San... 94080", a search bar, and links for "Hello, Sharon Account & Lists", "Returns & Orders", and "Cart". Below the navigation bar is a main banner for "Spring dresses, from retro to romantic fashion" with an Amazon smile logo. The main content area is divided into several sections: "Hi, Sharon" (Customer since 2015) with "Recommendations for you" (Your Orders, Camera & Photo, Beauty & Personal Care, Electronics); "Recently viewed" (Fotasy ES-68 II lens cap); "Deal of the Day" (Greenworks chainsaw, \$61.90 - \$181.99, up to 30% off); and "FREE Shipping" (Choose from millions of items, available on orders over \$25 shipped by Amazon). A "Celebrate with Amazon Gift Cards" banner is also visible at the bottom right.

Inspiration: Sharing Feature




Inspiration: Multi-User editing

The image shows a user interface for sharing a document. It consists of two main panels. The top panel is titled 'Share with people and groups' and features a search bar with the placeholder text 'Add people and groups'. Below the search bar, a list of users is shown, with 'Sharon Gunawan (you)' at the top, identified as the 'Owner' and having the email 'sharonrgunawan@gmail.com'. A 'Done' button is located at the bottom right of this panel. The bottom panel is titled 'Get link' and indicates that the link is 'Restricted' to only people added. It includes a 'Copy link' button and a link to 'Change to anyone with the link'. A 'Send feedback to Google' link is also present at the bottom left of the top panel.

Share with people and groups

Add people and groups

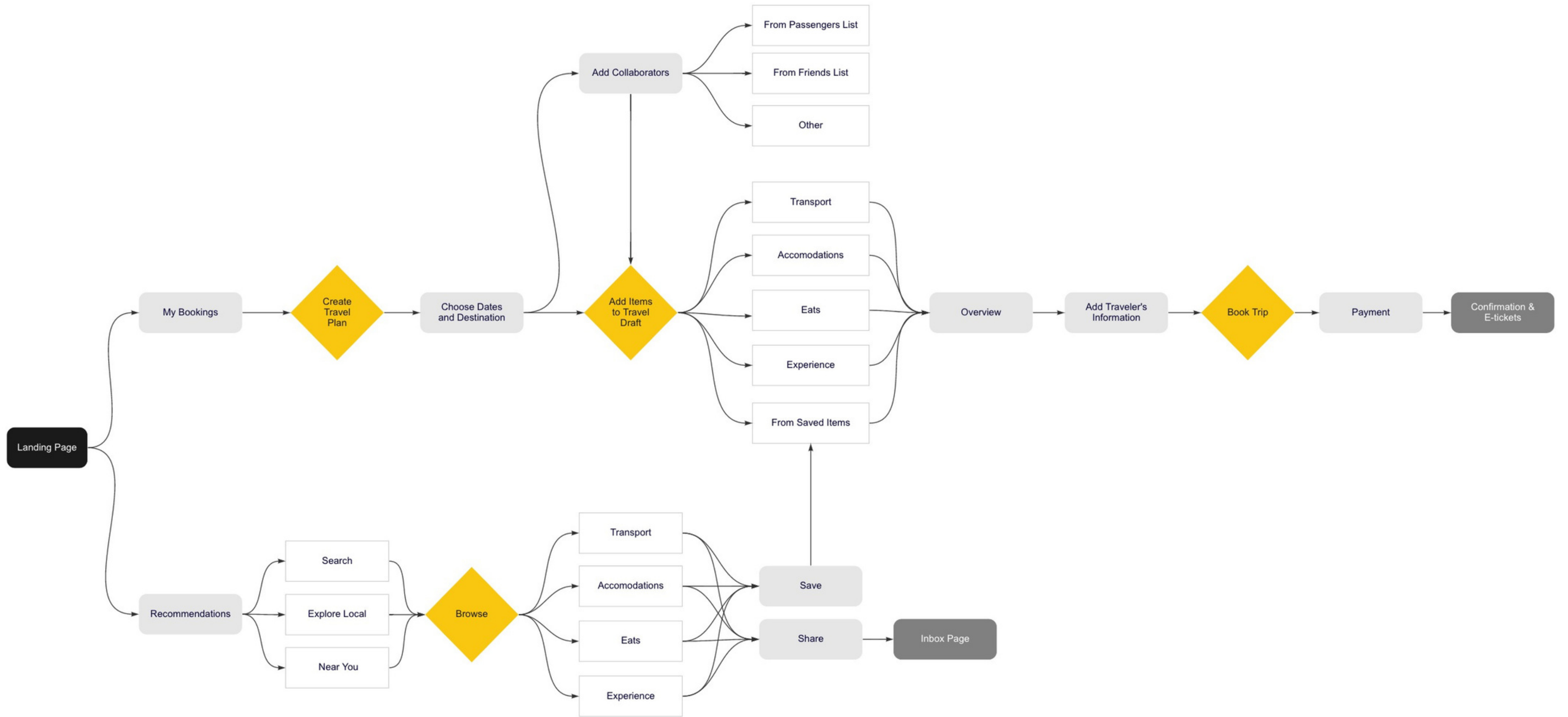
 **Sharon Gunawan (you)** *Owner*
sharonrgunawan@gmail.com

[Send feedback to Google](#) **Done**

Get link

Restricted Only people added can open with this link
[Change to anyone with the link](#) **Copy link**

Design



Inspiration: Travel Plan

New York
MAY 16 – 19, 2019

Overview

MAY 16
Thursday

**MAY 17
Friday**

MAY 18
Saturday

MAY 19
Sunday

[Give feedback](#)

Friday

Your plans

11:00 AM CHECK-OUT
Your apartment reservation
20 Broad Street 806, New York, NY 10005, United States
[Show details](#)

4:00 PM CHECK-IN
Your apartment reservation
20 Broad Street 618, New York, NY 10005, United States
[Show details](#)

Seattle
DEC 19 – 22, 2017

Overview

DEC 19
Tuesday

DEC 20
Wednesday

DEC 21
Thursday

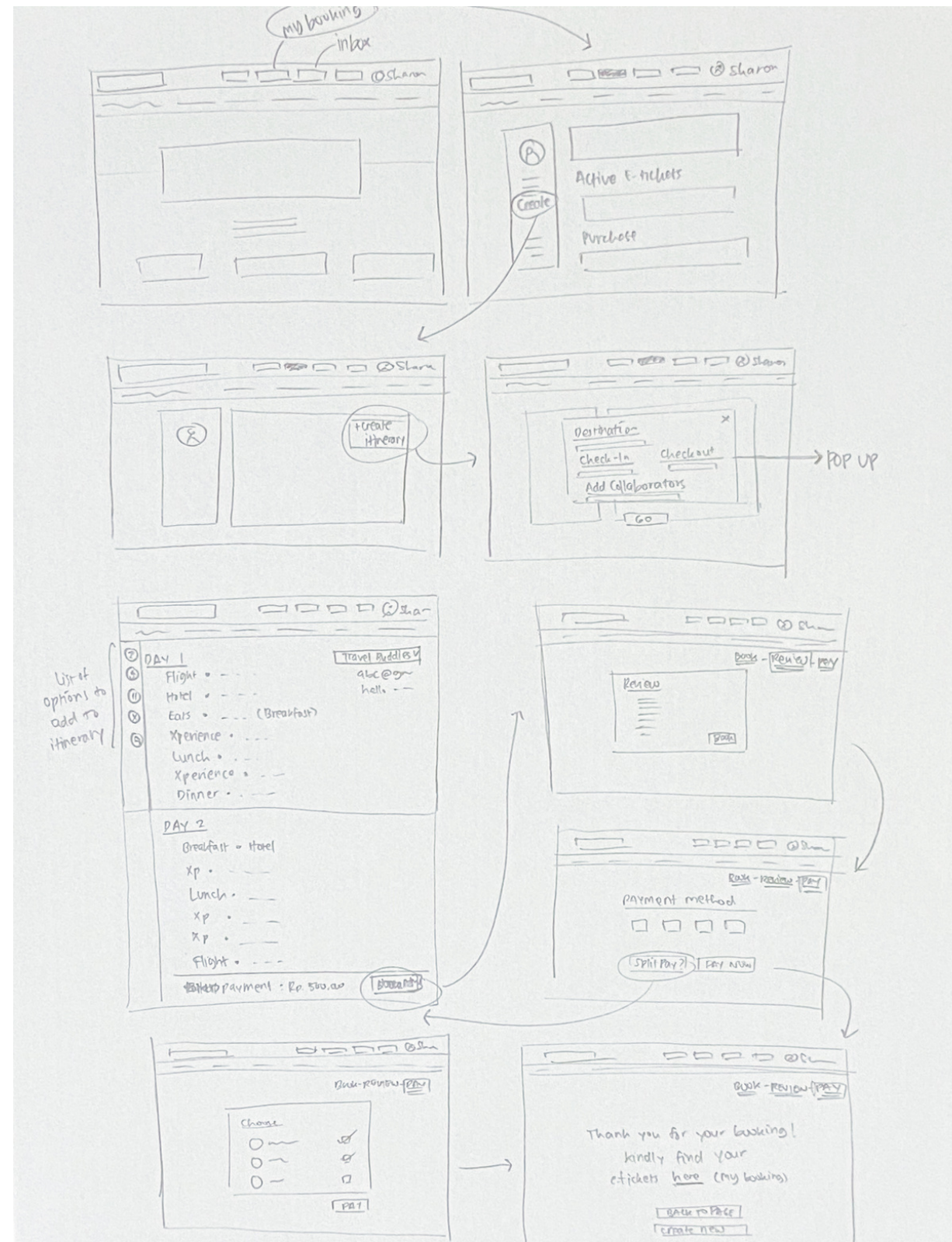
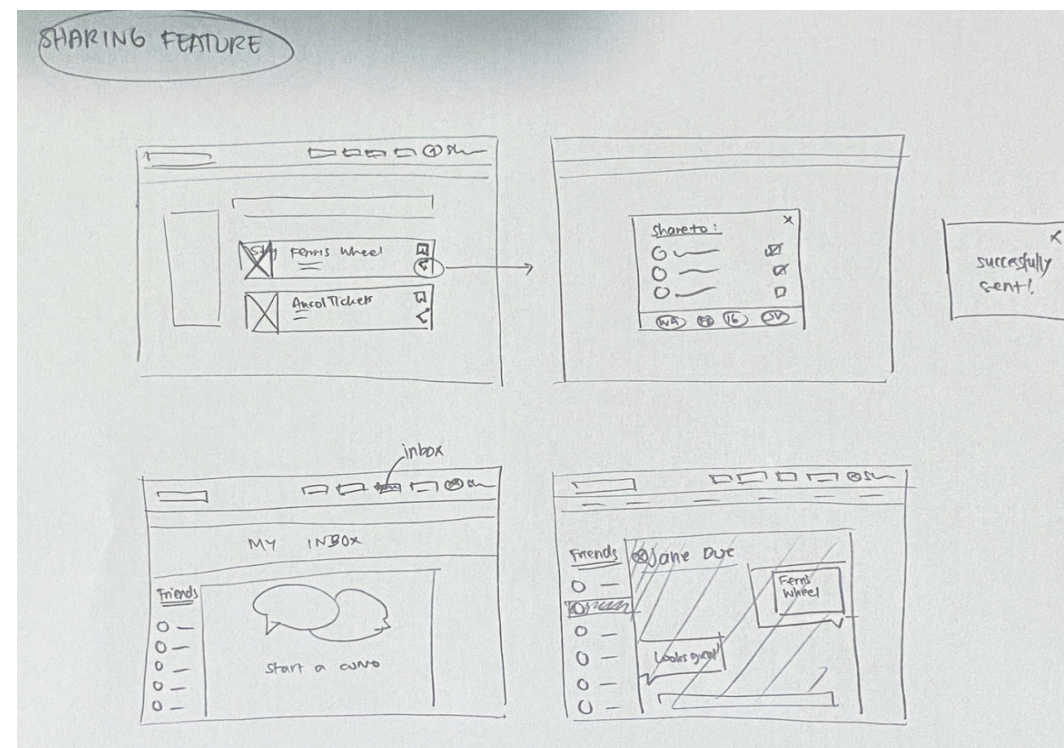
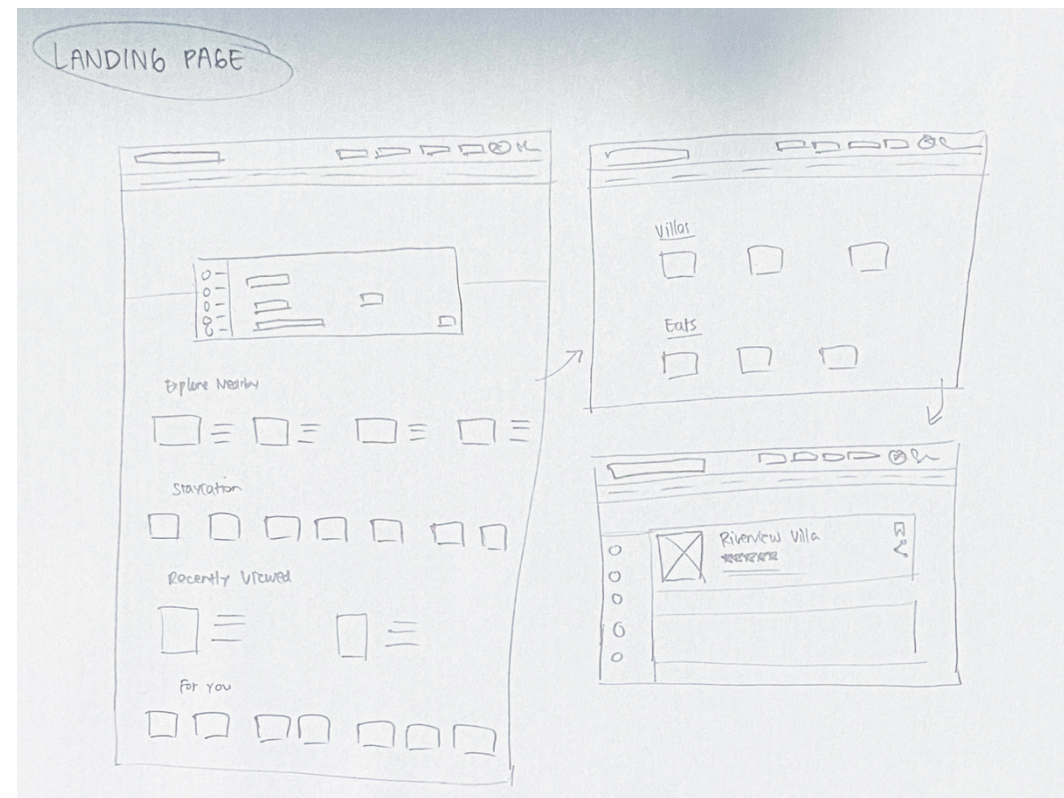
DEC 22
Friday

[Give feedback](#)

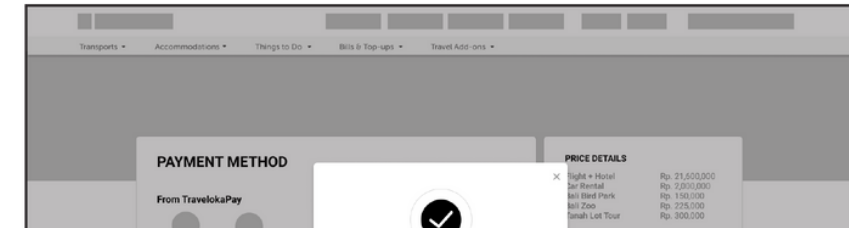
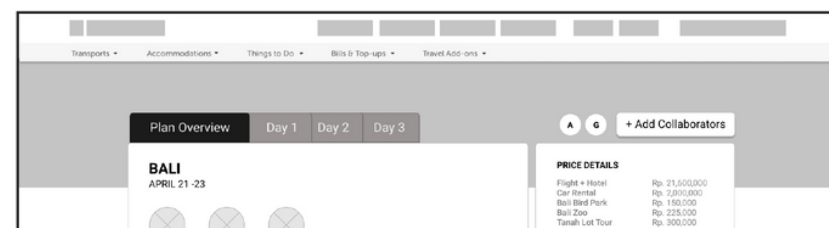
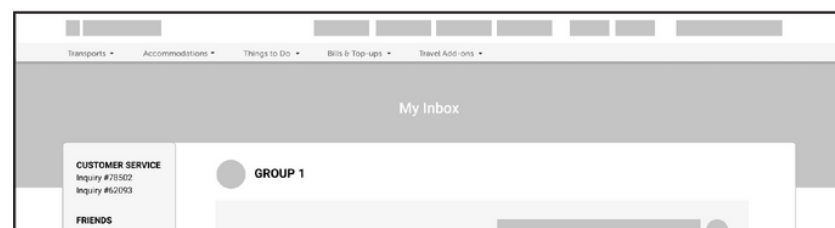
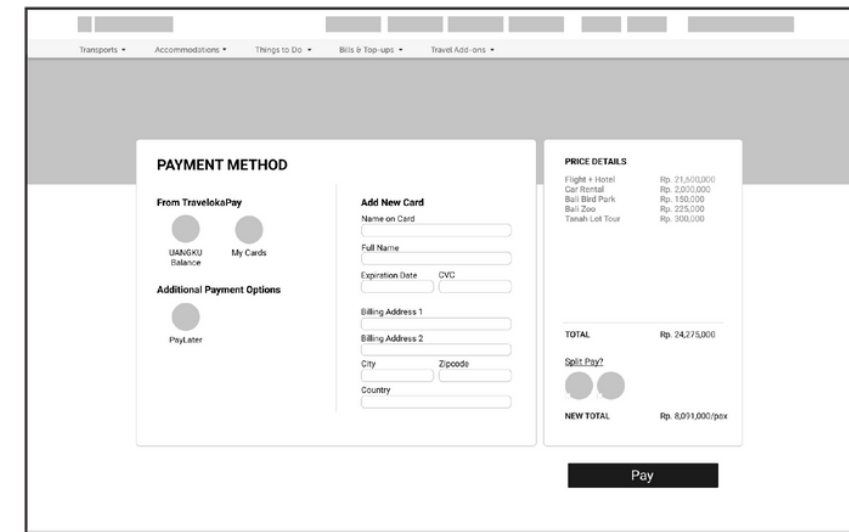
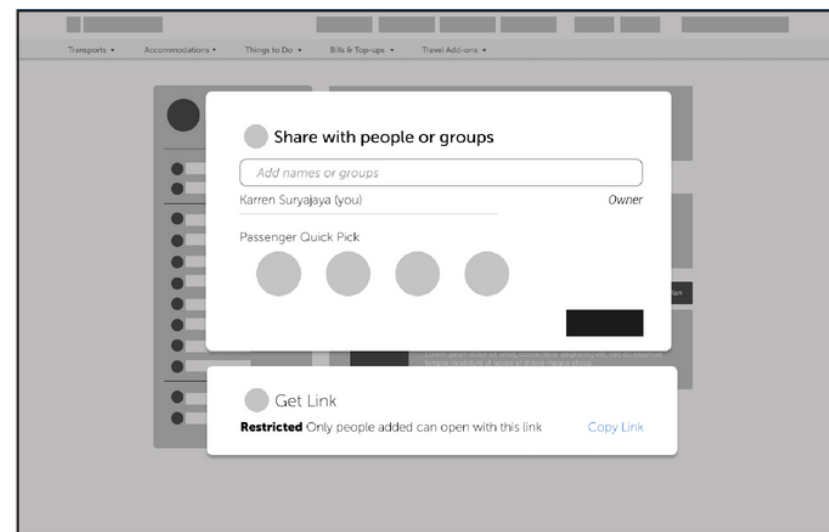
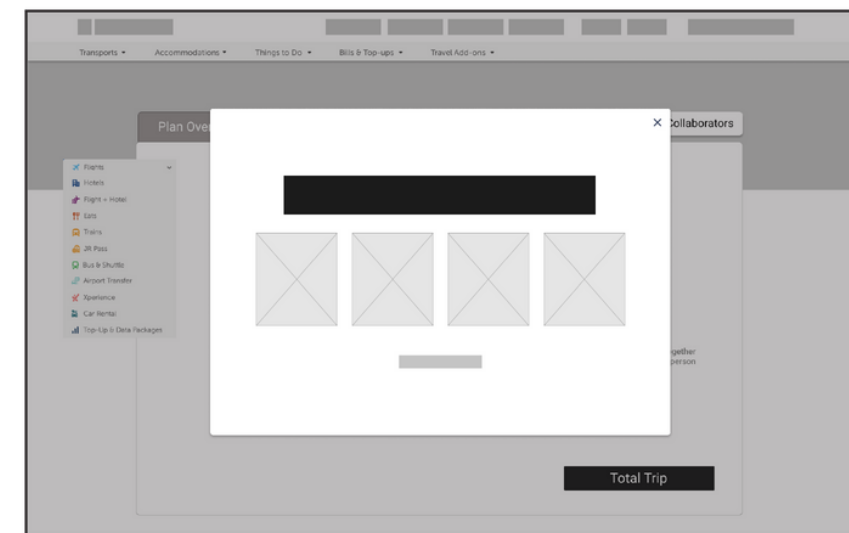
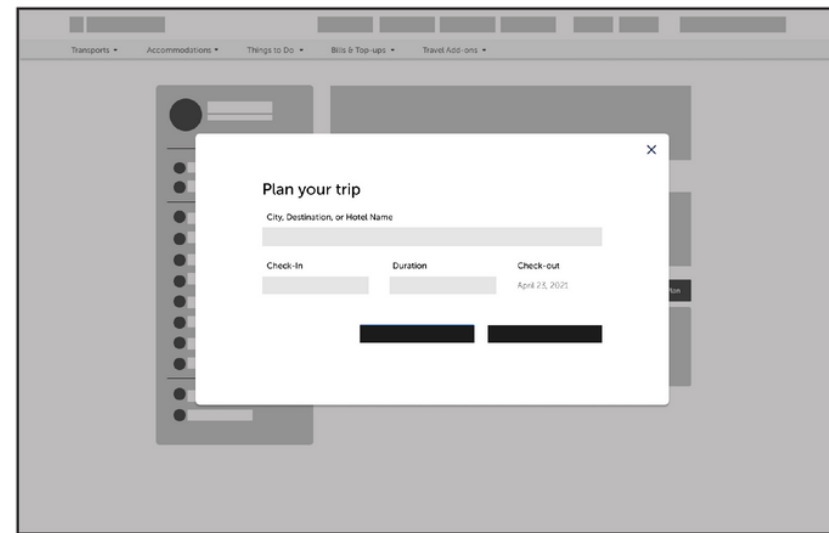
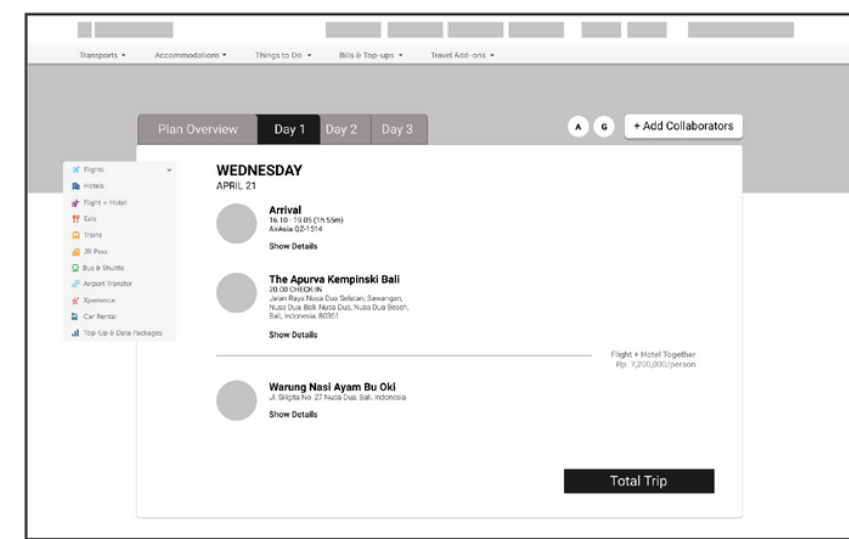
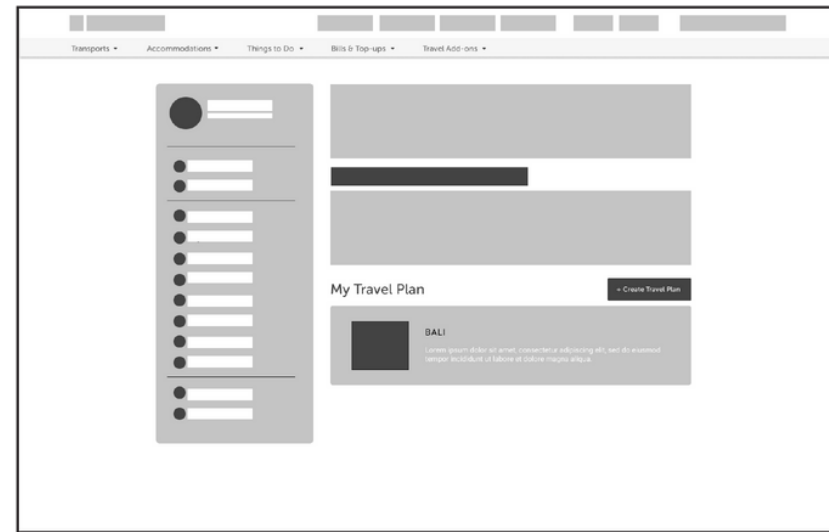
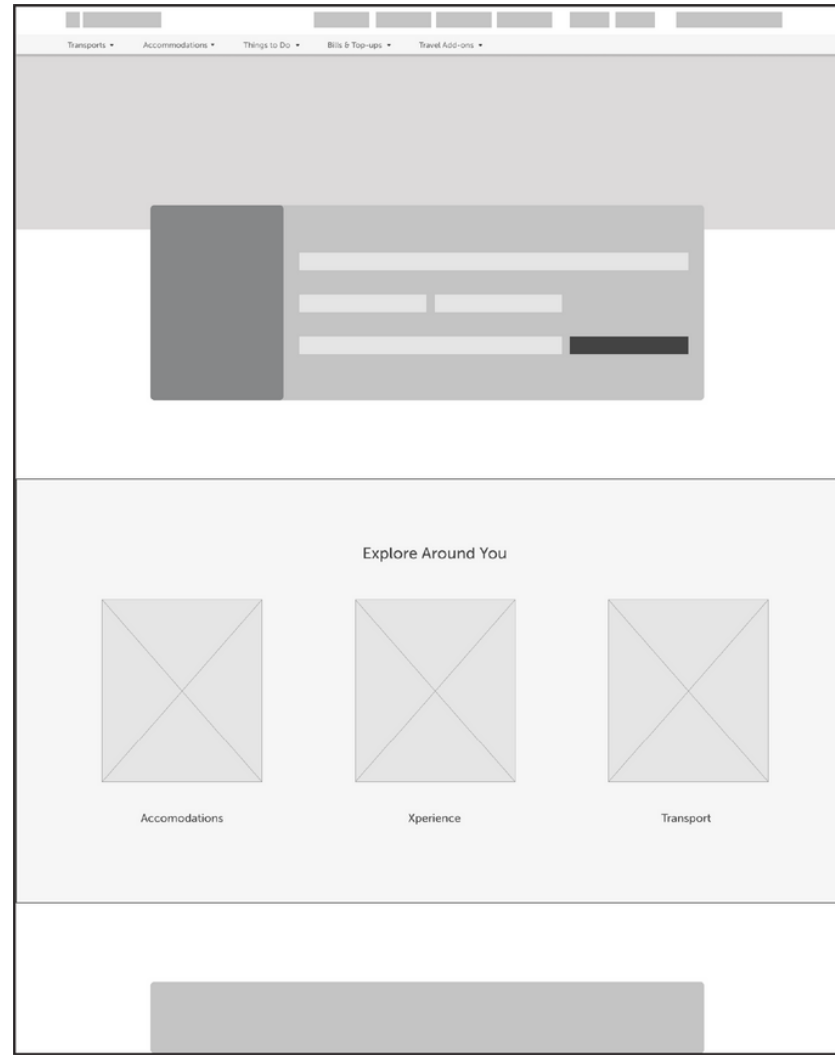
What you booked

DEC 19 – 22, 2017
Your condominium reservation
1400 Hubbell Place, Seattle, WA 98101, U...
[Show details](#)

Sketches



Wireframe



Brand Guidelines
















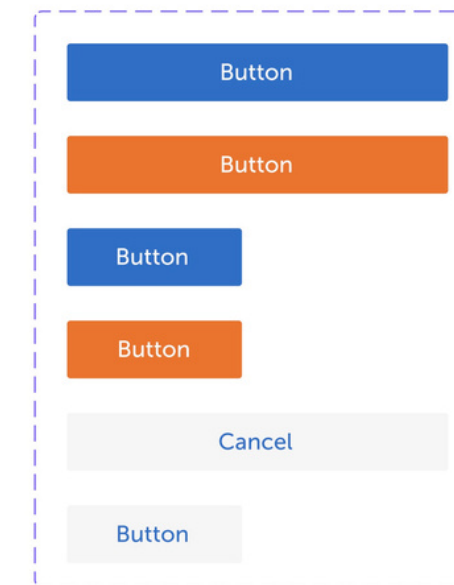
Title **Sub-Title** Museo Sans

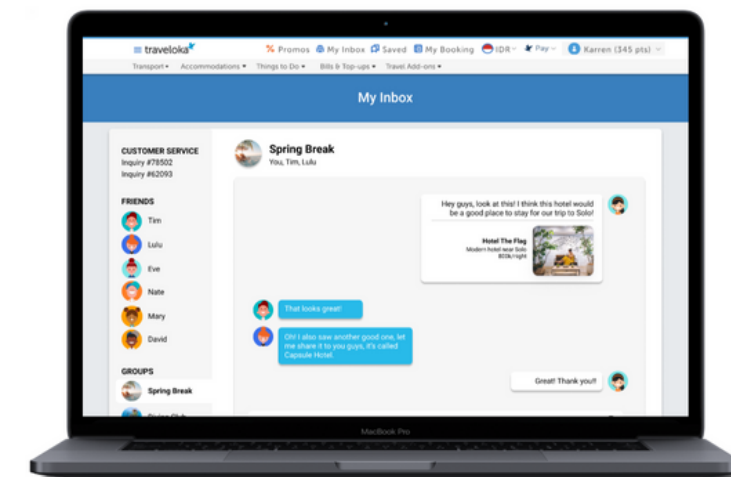
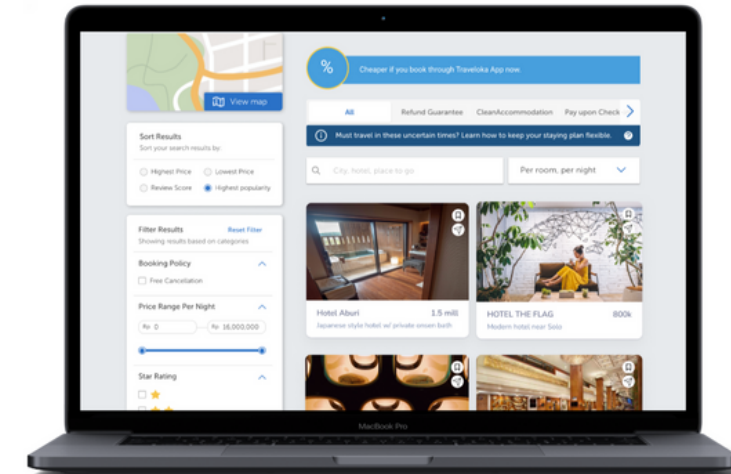
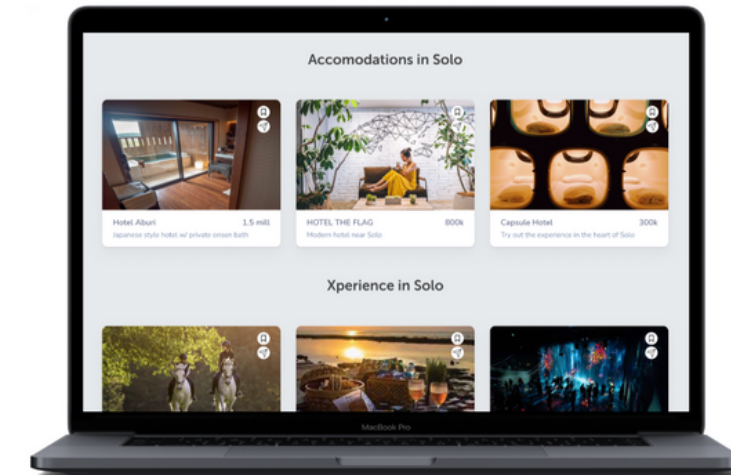
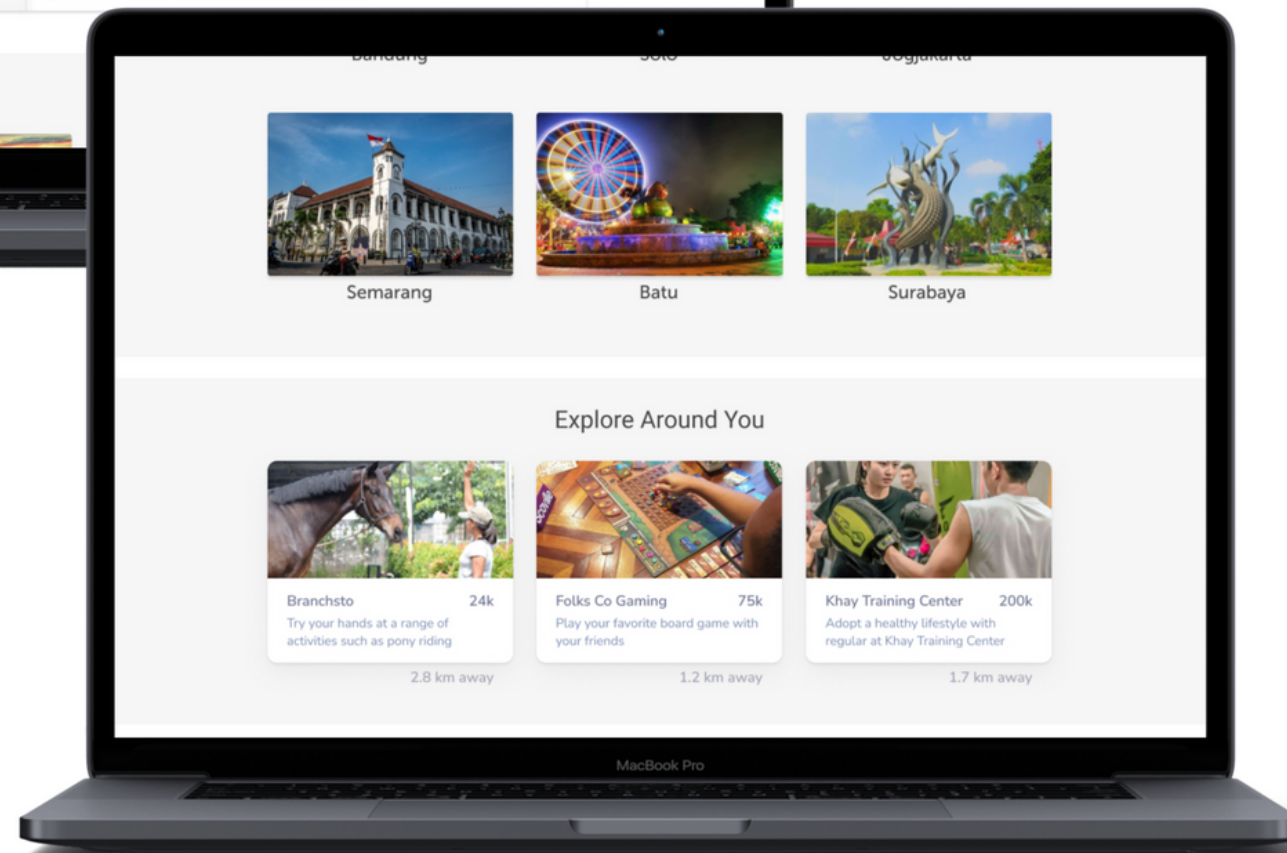
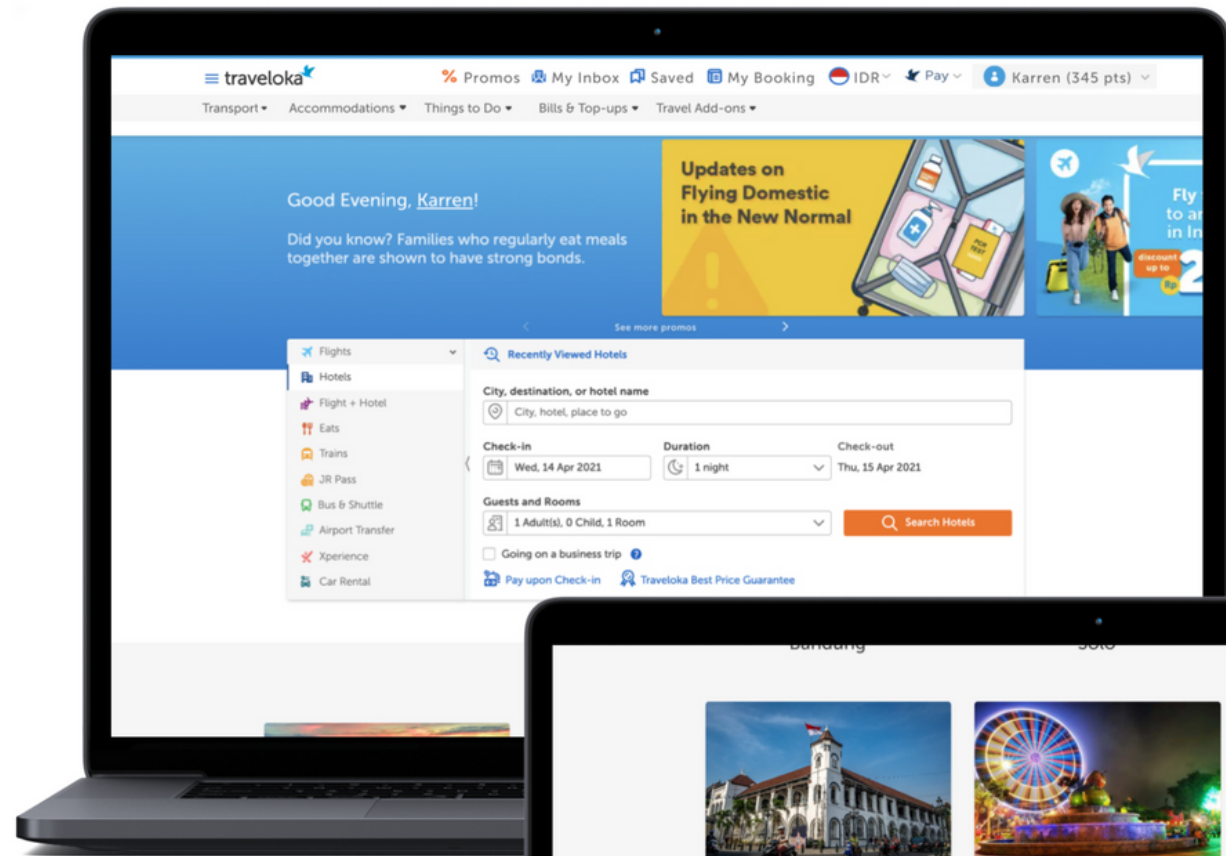
Toolbar Menu

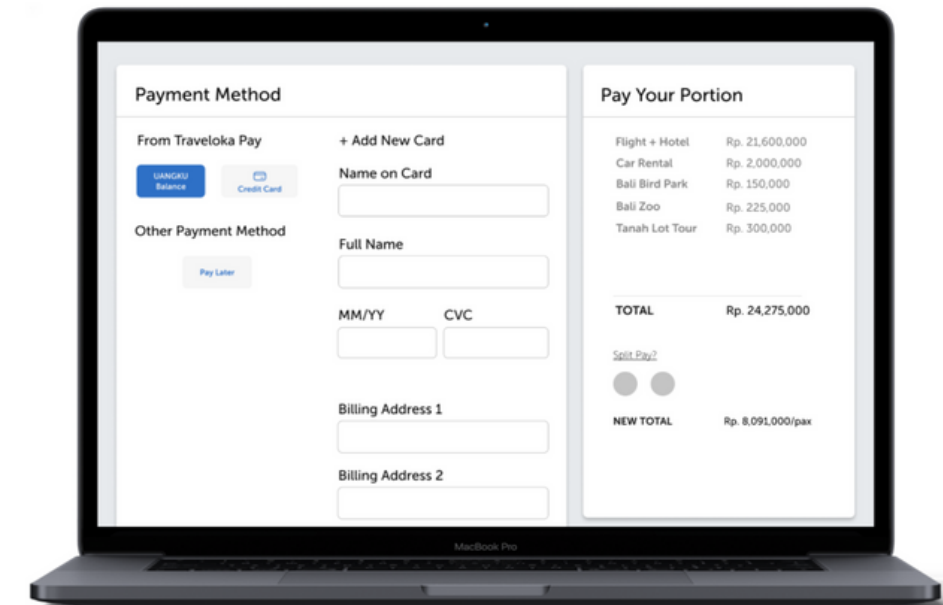
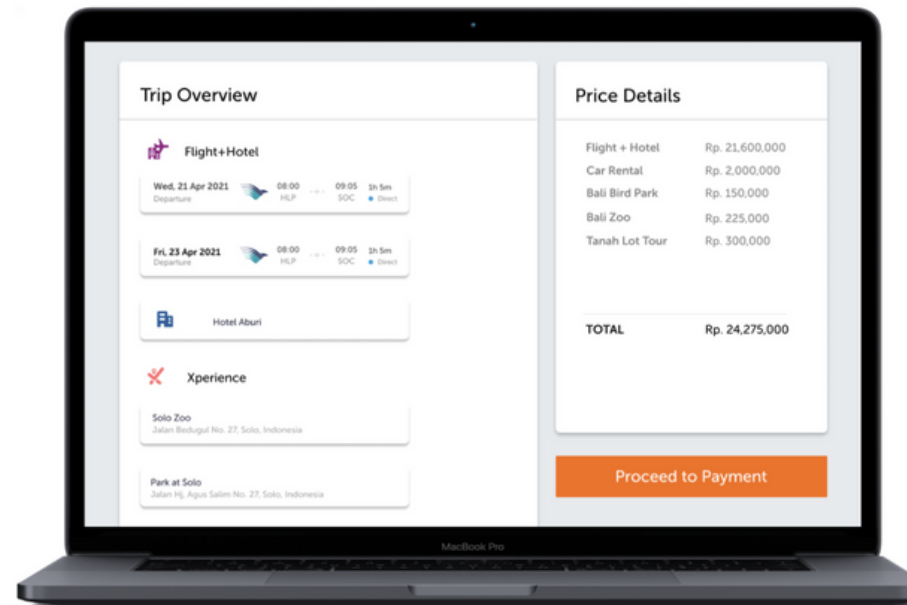
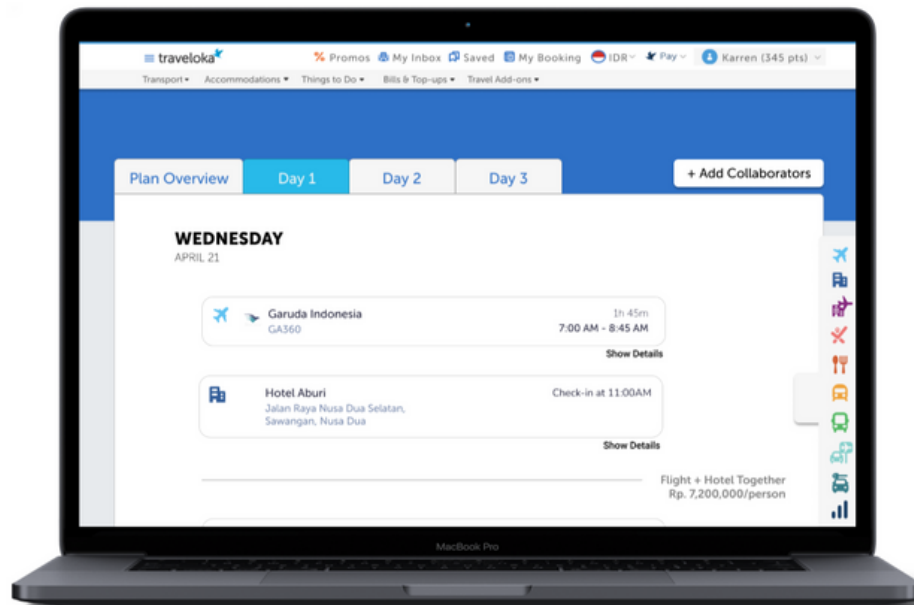
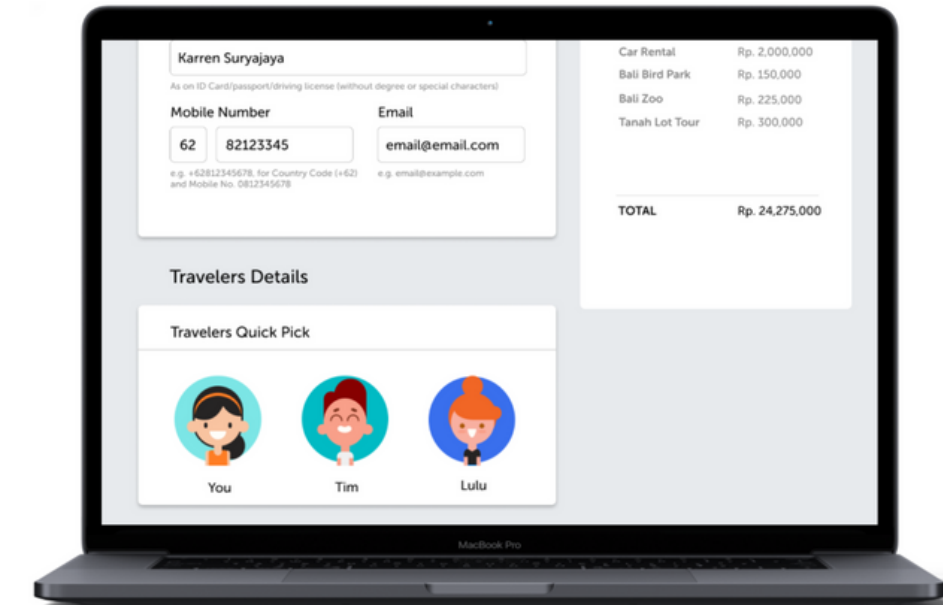
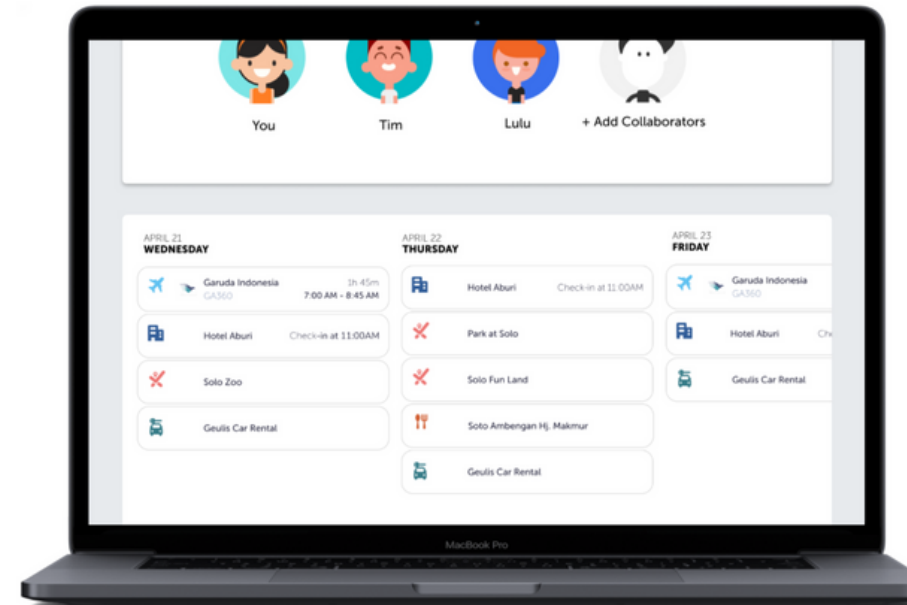
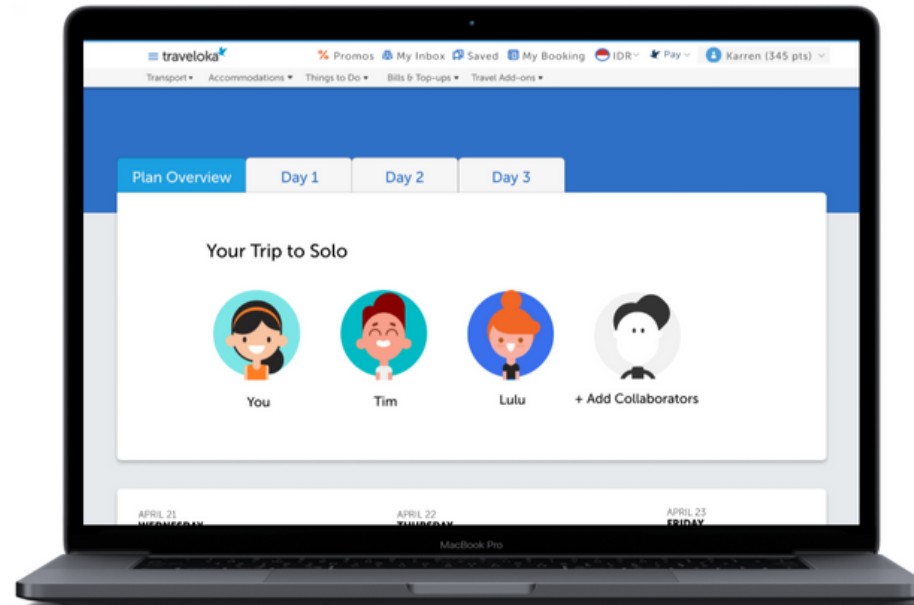
Clickable Font Nonclickable Menu

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

- | | | |
|---|--|--|
|  Bird Body |  Important Alerts |  Attractions & Activities |
|  Bird Wing |  Top Up & Data |  Trains |
|  Wing Shade |  Eats |  Xperience |
|  Flights |  Movies | |
|  Hotel |  Car Rental | |
|  Flights + Hotel |  Bus | |



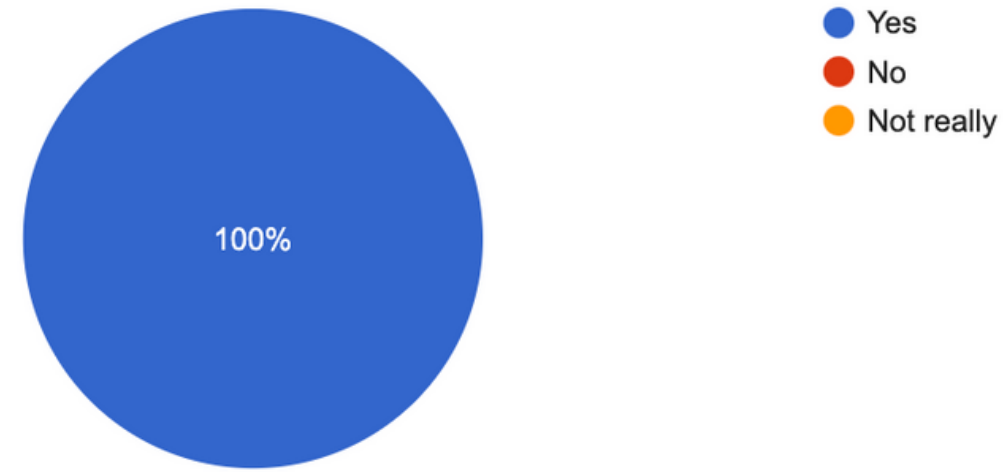




User Test & Reviews

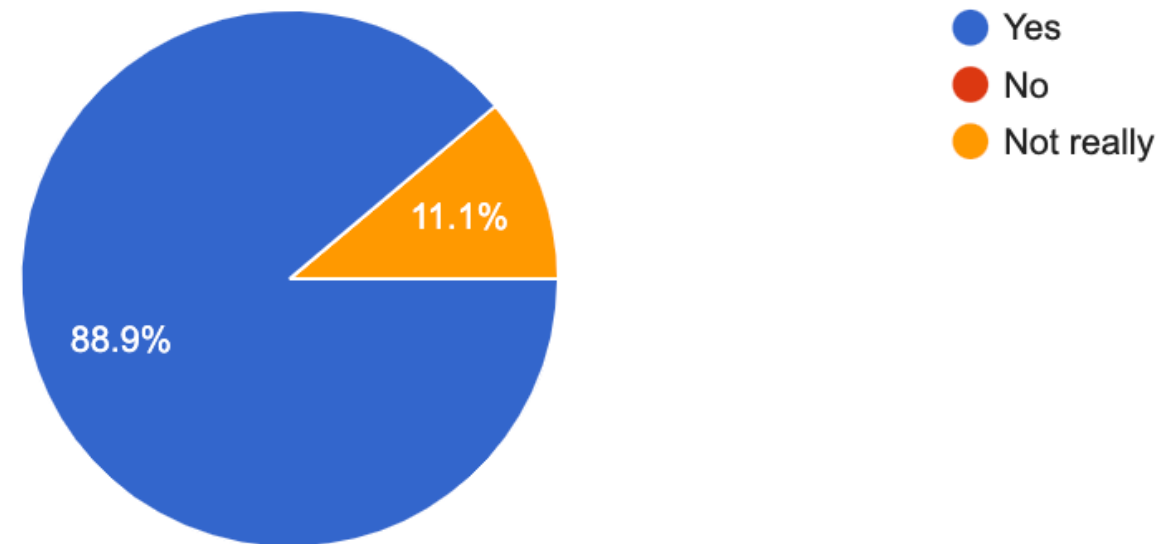
We added the "Explore Around You" in the home page to help give you ideas on what you can do in your daily activities. Do you think this feature will help you find ideas for your daily activities?

9 responses



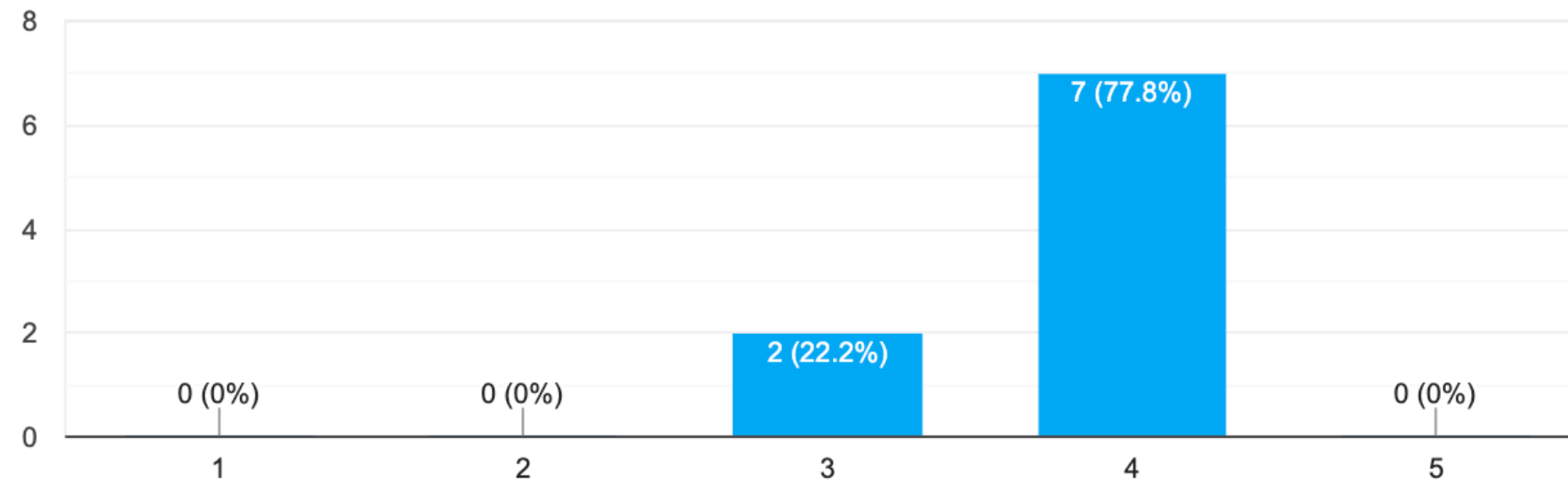
Do you think this multi-user editing travel plan feature is helpful for your travel plans?

9 responses



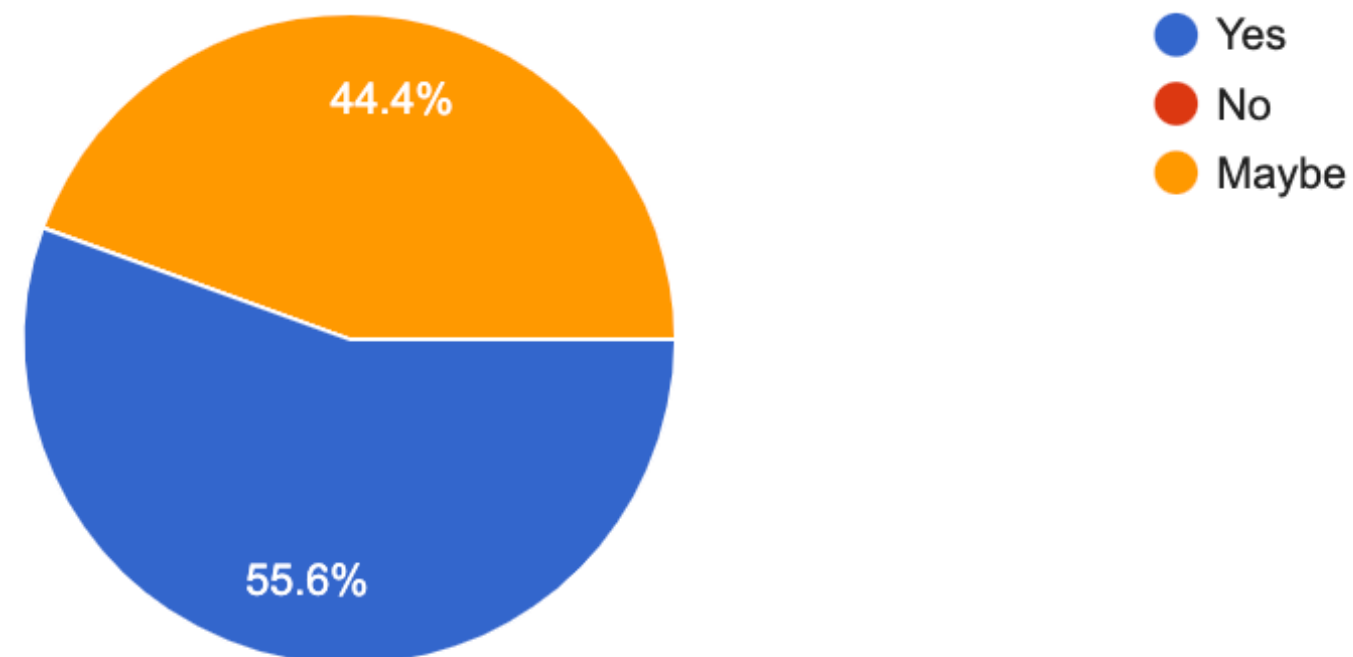
How would you rate this new feature in general?

9 responses



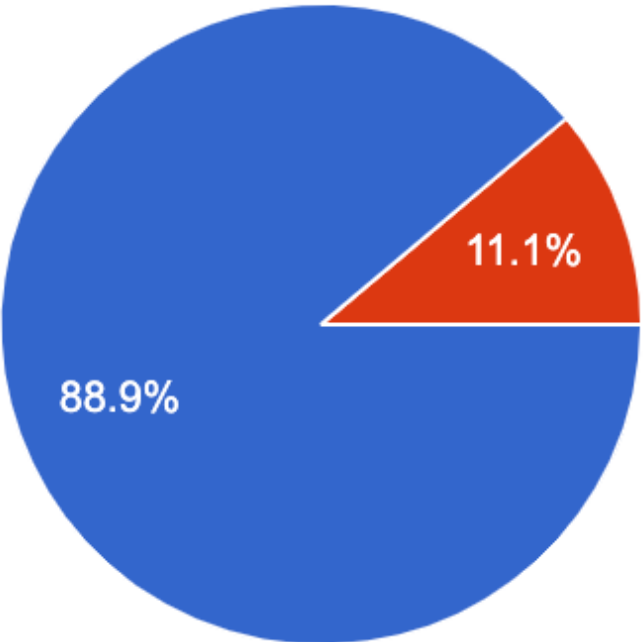
Would this feature ease you & make you want to do more bookings with Traveloka?

9 responses



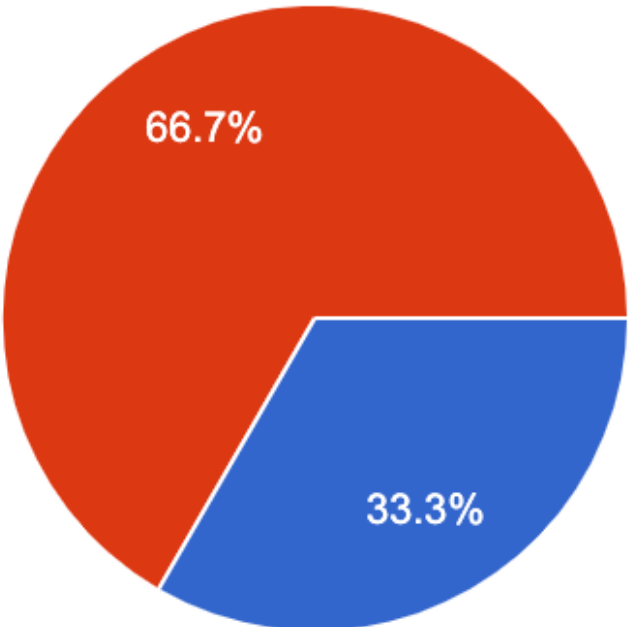
Do you think the inbox feature is helpful?

9 responses



If Traveloka has an inbox feature, would you rather communicate with your travel partners through Traveloka app, or your preferred messenger app (WA/Line/Instagram/Facebook/etc.)?

9 responses



More user friendly and help us to plan the trips with our friends/family

It is a good idea and can be helpful for the users

Maybe a more detailed feature on the itinerary can be useful (time or mapping of places), and notes

I guess it would be great if the messages from customer service and friends/group is separated. Usually if i were to ask about my order I'll look for a Contact Us button / Help button – I guess this is more intuitive.

Highly depends on the attractions/places that can be browsed through the app (Traveloka), and whether others have installed Traveloka on their phones too.

Needs improvement but I think the travel plan is a very great idea.

I guess the share with friends feature is pretty interesting, and helpful especially to those people who travel together with friends

Afterthought

What can be done better?

1

More documentation on user research and user interviews no matter how casual it is. Create an empathy map to be able to further analyze user priorities, needs, and wants.

2

Do User Testing through platforms such as Maze Design or through user interviews to see the usability score of each screen.

To evaluate:

- whether users can understand the flow of the new proposed feature(s)
- whether users are positively impacted and will have a higher conversion & returning rate

Next Steps

Conduct more research, usability testing, and collect more data. Revisit the designs based on user reviews

Ask questions such as "What might be the reason why users gave a 'maybe' answer instead of yes? What hesitates them to have the motivation and make the decision? What other factors are motivating them to book their trips using other platforms? etc."

Thank You!

