# Fixer

## FIXER

### Mobile App, MVP, Later Phases

Startup connecting travelers to experienced locals by means of innovative visuals to create unique and personal travel experiences. Initiated an analytic as well as visual approach to strategy ensuring the success of interactions.



### Initial Problem

The co-founders had a lot of experience in the travel space and knew who their users were. The initial design felt outdated to users. Power users were not exited to share their expert knowlwdge with prospective travelers. Fixer wanted to reach out to a new audience and facilitate reliable, expert knowledge to new users.

## Goal

Our first objective was to launch an MVP app that creates a factor of differentiation form it's competitors. One that was visually dynamic and had easy methods for experienced locals to share their knowledge and validate it. New users had to be introduced to reliable information.

Our second objective was to build an app that is user-tested, where the user was enabled to drive fucnitonality moving forward.

### **UX Process and Methods**



User Survey



User Interviews



Usability Testing



Affinity Mapping



Feature Analysis



Wireframes



Low-fidelity Mid-fidelity Wireframes



Hi-fidelity Wireframes



Interactive Prototype

### Initial Research Phase

#### Audience, Competitive/Comparative

Our first step was to do research for both the Experienced Local and Travel Novice user experience. Power users as well new users were interviewed. The next step was to synthesize the interviews through an

affinity map to uncover the most important pain points and opportunities. Then, the final step was to conduct a competitor analysis to determine existing or missing features that Fixer would be able to capitalize on.



#### **User Interviews**

Push for Qualitative Testing relusts to unlock functionality. Uncover current issues, company needs, potential opportunities.



#### **Affinity Map**

Synthesize the interviews to figure out where power users and new users align together, and determine what pain points to focus on.



#### Competitive Analysis

Performed Competitive Analysis to determine what works and what doesn't work with top competitors.

## Reasearch Findings/Takeaways

The analysis was able to uncover examples of preferred user interaction, along with prioritized features to focus on. The team was better able to understand the audience, and what their goals and needs were.



#### **Power Users**

There was no initiative for the user to share and input their expert knowlwdge into the application. Users were not exited to share the app and find an audience in new users. Information was filed in using lenghty text descriptions and users were matched based on on common interests form social media and text input fields.

#### Goals/Needs

Reduce time spent inefficiently on the app. Find motivation in sharing quality information and and reward in becoming a valued experienced local. Validate expert knowledge.



#### New users/Travelers

Users did not find being matched to locals who share their interests to be a reliable way of accessing travel related information. Browsing user profiles was not of interest. Thi audience needs to feel that the data they are relying on when making travel plans was checked and validated in the app.

#### Goals/Needs

A way to collaborate with experienced locals abroad that didn't rely on texting and wordy descriptions. Incentive for new users to become experienced locals themselves. Compare users' knowledge.



#### Competitors

Fixer's competitors were already facing simillar problems - a lack of differentiation, the user base not relying on valuable information, as well as potential safety concerns for new travlers going abroad.

## Goals

Fixer users need to feel inspired in order to capture their interest and want to share their thoughts on what is being published. Easily digestible content that feels fresh with a cadence that always captures attention.



Map-sharing travel app that gives users direct access to the knowledge of experienced locals. Match travelers with local fixers' customized, crowdsourced maps.



Upload places and events and share maps. Craft itineraries as travel recommendations that users cancollaborate on and tweak.

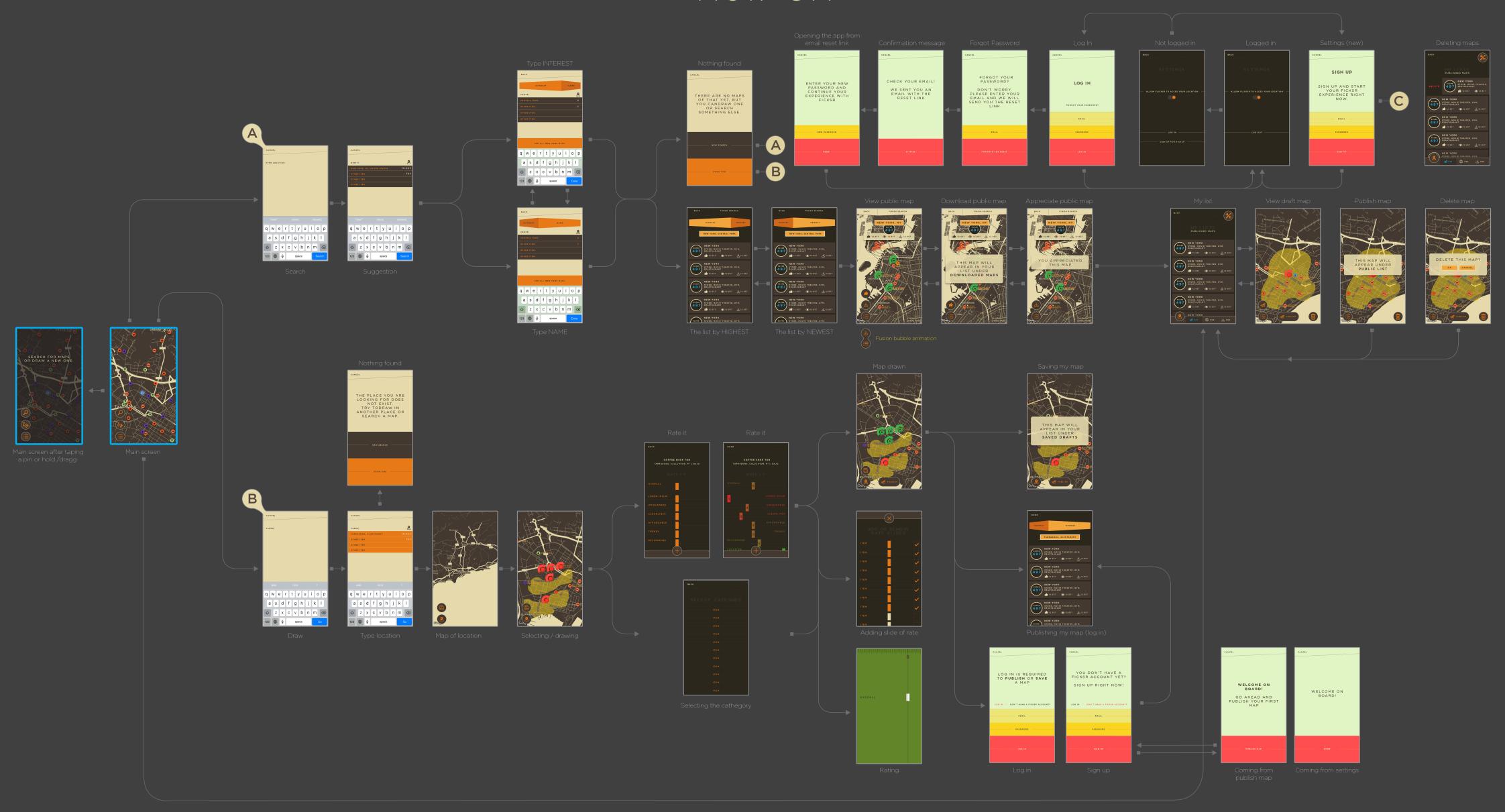


Enable users to download the custom maps that are right for them and be in touch with valuable destination insight.

## Define User Flow

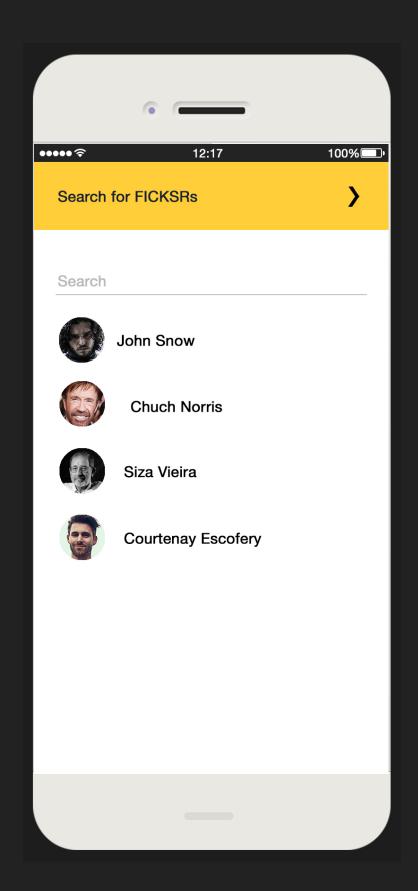
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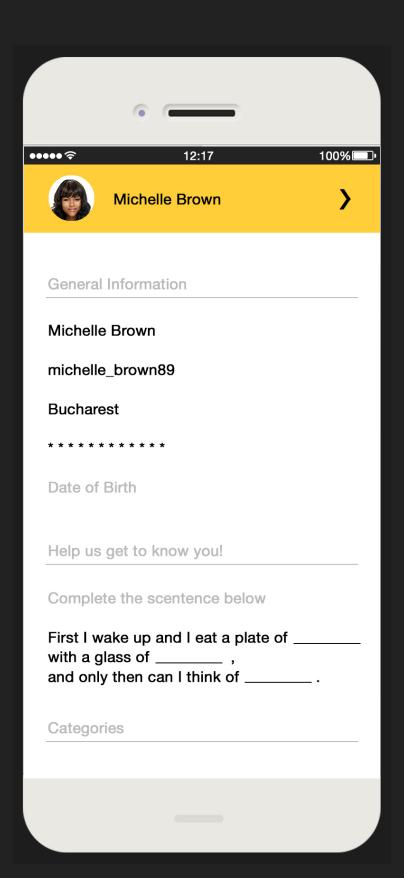
New UX

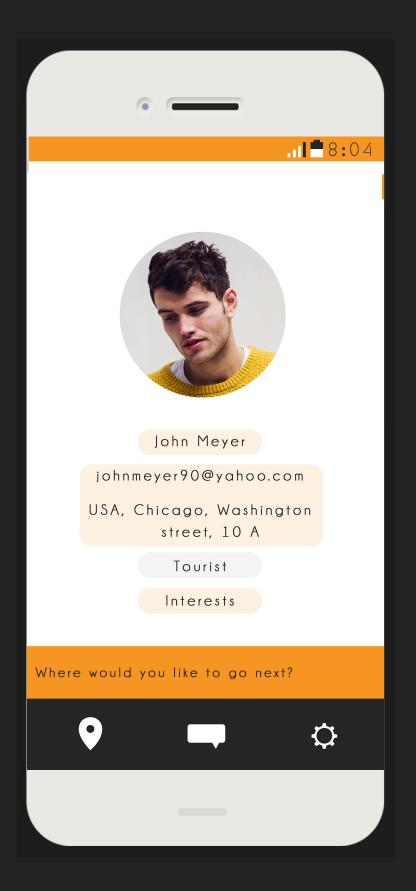


## Modular Approach

Together with 3 UI Designers, I instituted a modular approach to design in order to maintain an ongoing feedback loop and frequent workshops with the tech team as frequently as with users. This allowed the tech team to develop already tested modules early, while high fidelity prototypes could be further tested with users. We separated an MVP from ongoing later phases and improvements, allowed for usability test results to drive functionality and sped up QA testing phases.

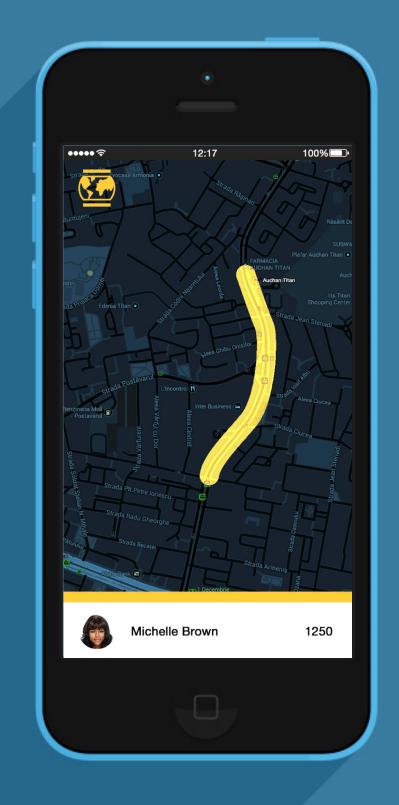


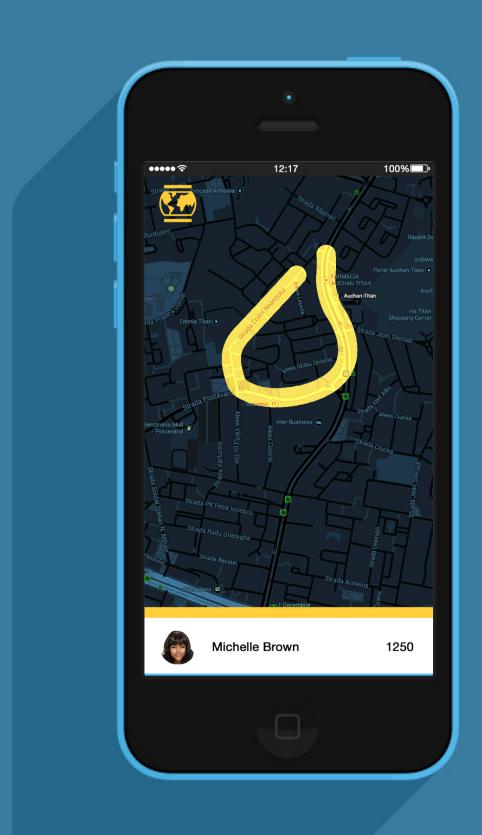




# Highlight Feature

Core functionality drawing directly on a map in order for expert guides to share their knowledge of a specific area and input data into app.



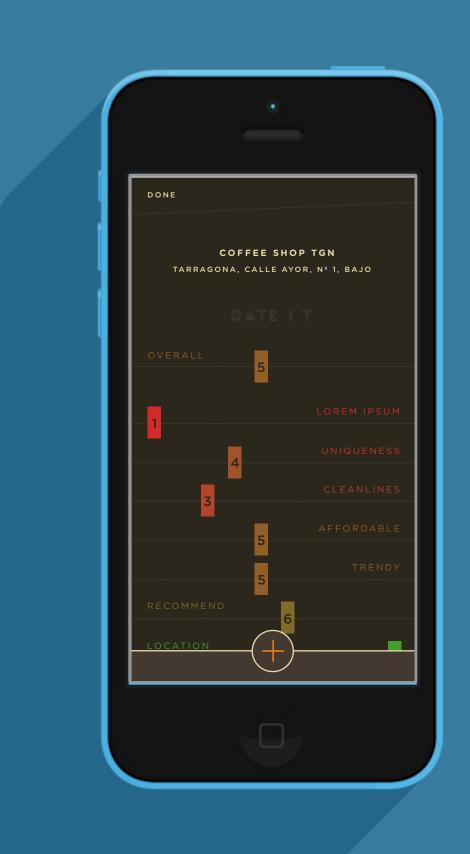




## Sliders Feature

Visual, numerical sliders for travelers and expert locals to rate areas and venues.







# Download/Publish

Search other users' maps and save them, or publish a new one.



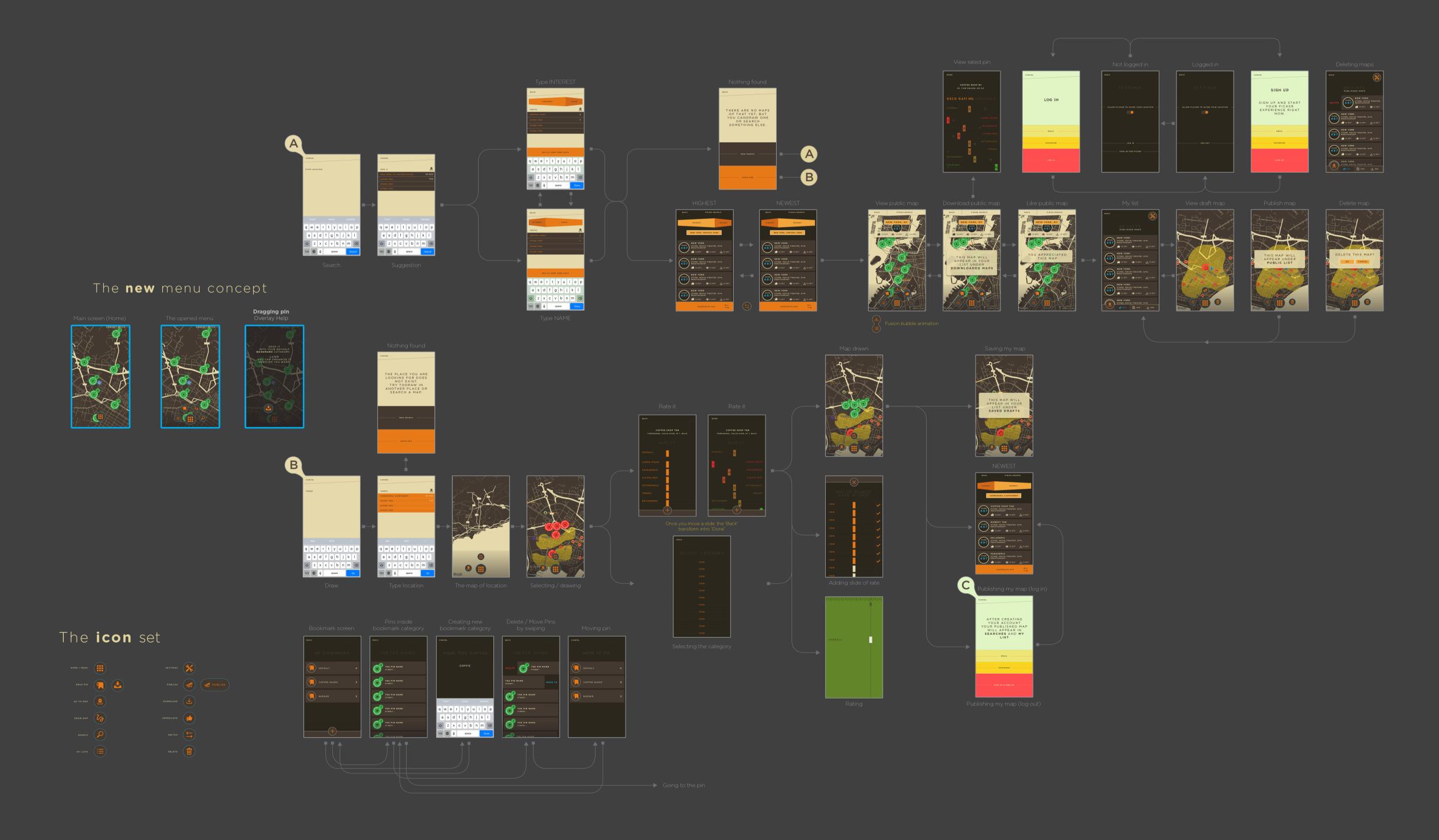


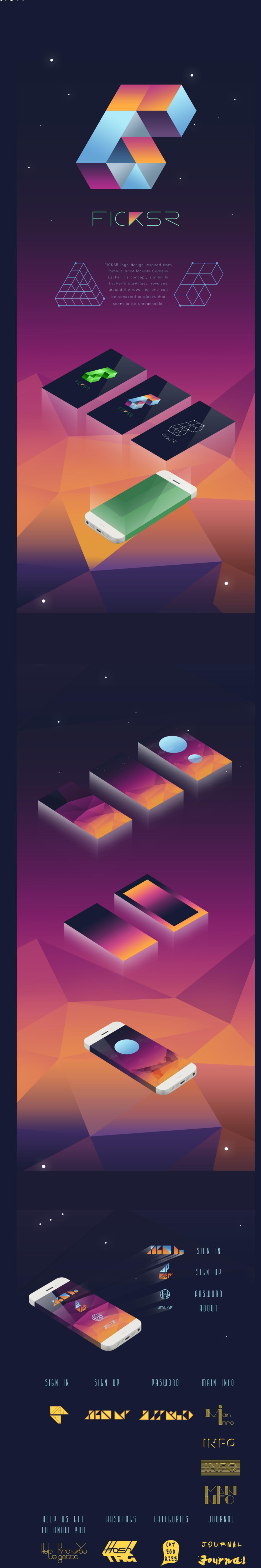


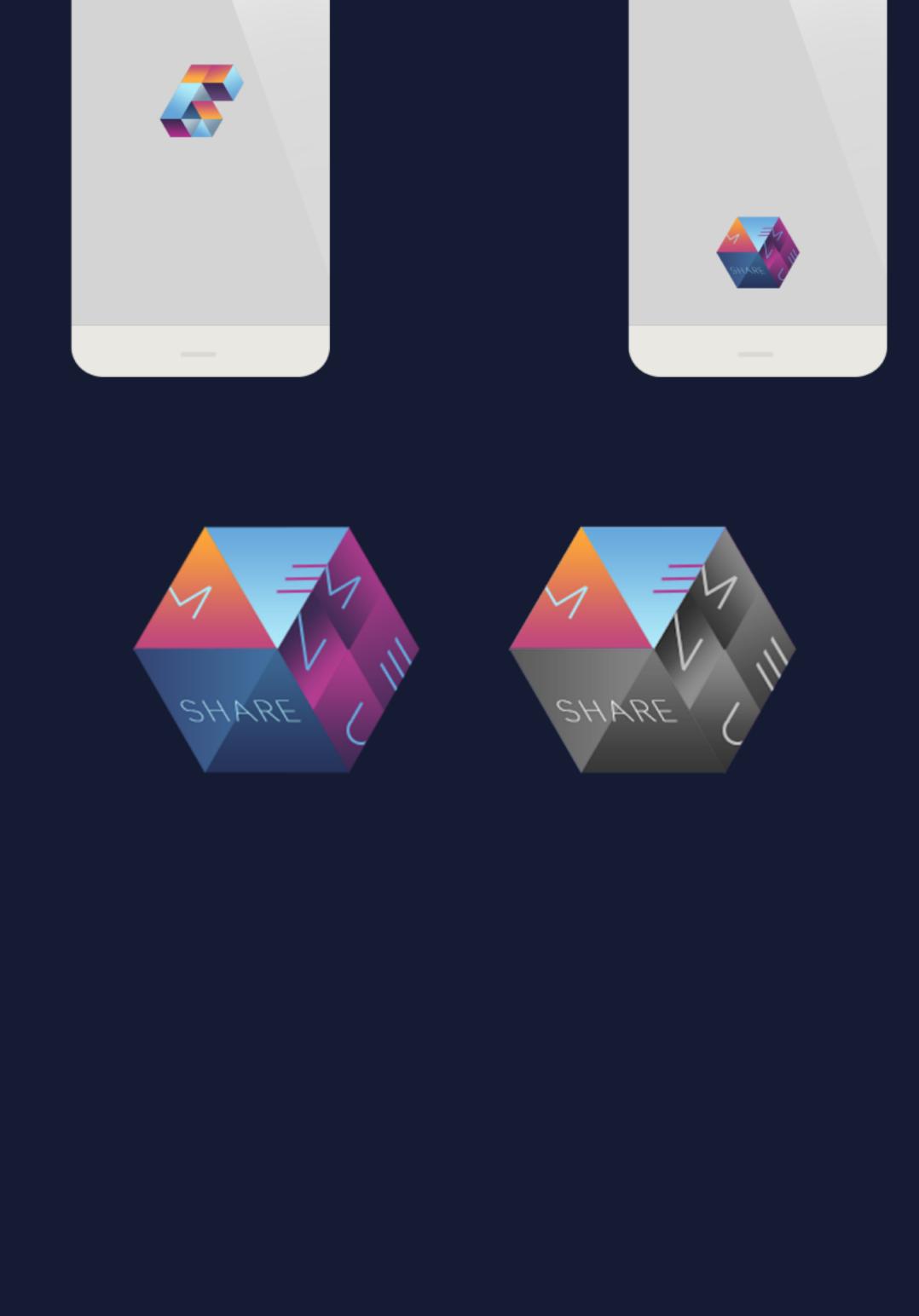
# Define New Feature Flow

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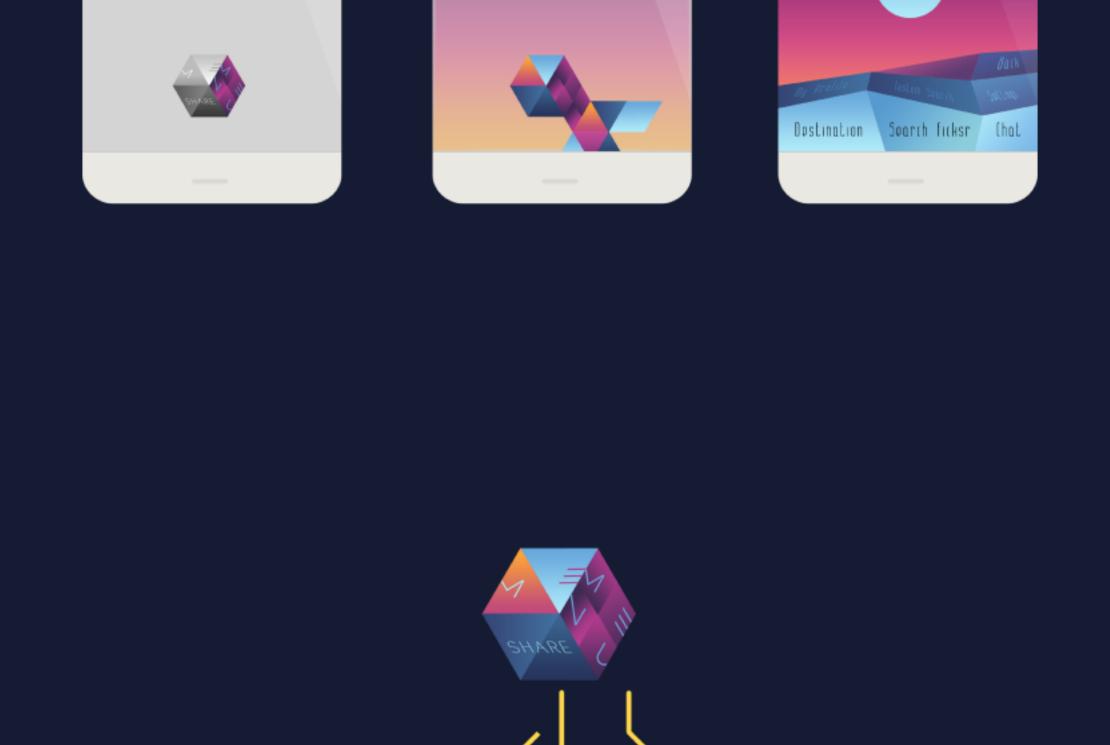
#### Bookmark feature







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Tweeter Google

facebook

Nows food About

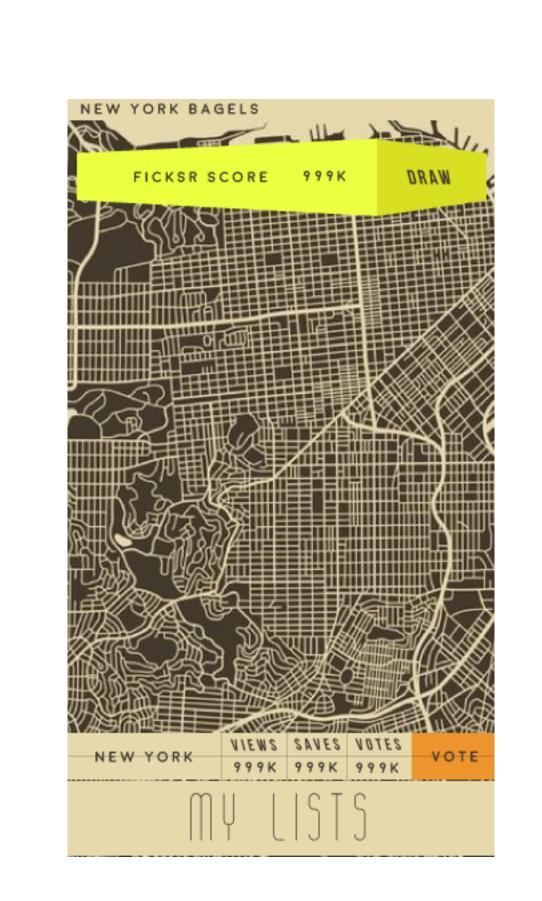
Are you sure you want to share on

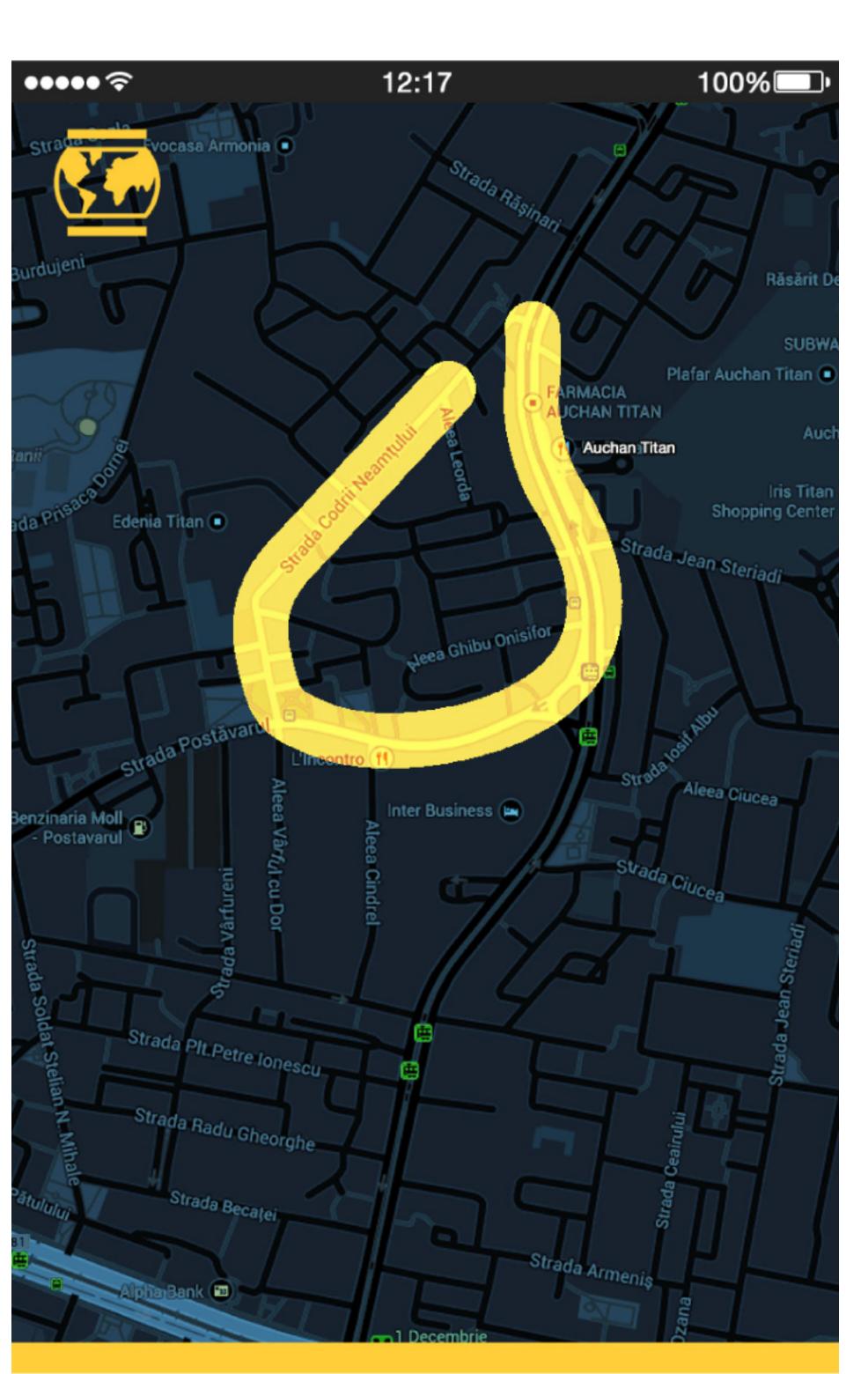












### Results

Visual design iterations and visually- based functionality regularly outperformed text-based and descriptive solutions when tested modularly and frequently with users.



#### A)

Multiple design iterations lead to new core functionality showing that drawing directly on a map in order for expert guides to share their knowledge of a specific area was the most efficient way for the user to input data into app.



Visual, numerical sliders defined as core functionality and preferred way for users to rate areas and venues.



Highlighted core functionality and defined the product by working closely with tech team on releasing and integrating modules.

Defined and separated MVP from later feature rollout.

A more visual, gestural product and a user-centric approach, validating functionality ahead of time and letting usability test results guide product development.

