

SerenTriptity User Task Flow 1 V1

Macro Task: Plan and Take a Trip. Decision-Cycle/Sub-task: Review, Assess, and Confirm a Set of DayPoints and WayPoints  
Philip M. Sutherland philipsutherland@msn.com  
6/22/15

**Overview:**  
This use case assumes the User already has installed the SerenTriptity application on at least two devices, one “relatively stationary” (such as a laptop) and one smartphone. The latter would be the primary device taken during the actual trip.

**Pain Points and Solutions:**  
The SerenTriptity service addresses several major paint points Users experience with current travel applications:

- 1) Current apps are driven by bookings (lodging, transportation, meals), and thus force Users to prioritize these in planning, rather than activities and specific destinations. A bookings-first approach is the opposite of how many people plan a trip.
- 2) Current apps do not employ personalization (“affinity”) technologies to help Users create a better trip, faster. Personalization is actually a means of managing/filtering a flow of information. Current apps do a poor job helping Users sift through and manage information.
- 3) Current travel apps are either inflexible or, being rigidly map-based, lack the context Users want when they are exploring unfamiliar places. Users can set itineraries or specify a destination, but how can apps support a decision to spontaneously diverge from the original path? The best travel moments usually are the product of serendipity, not adhering to a specific plan.
- 4) Decision Cycles. User decision-making is not linear, especially when it involves sorting through quantities of data. How can an app support the Assess-Learn-Modify-Repeat cycle that is the foundation of most User decisions?
- 5) Travel Apps are by their very nature multi-device. Most use cases are continuous - meaning that Users employ multiple devices to complete one complex task.

Key Principles:

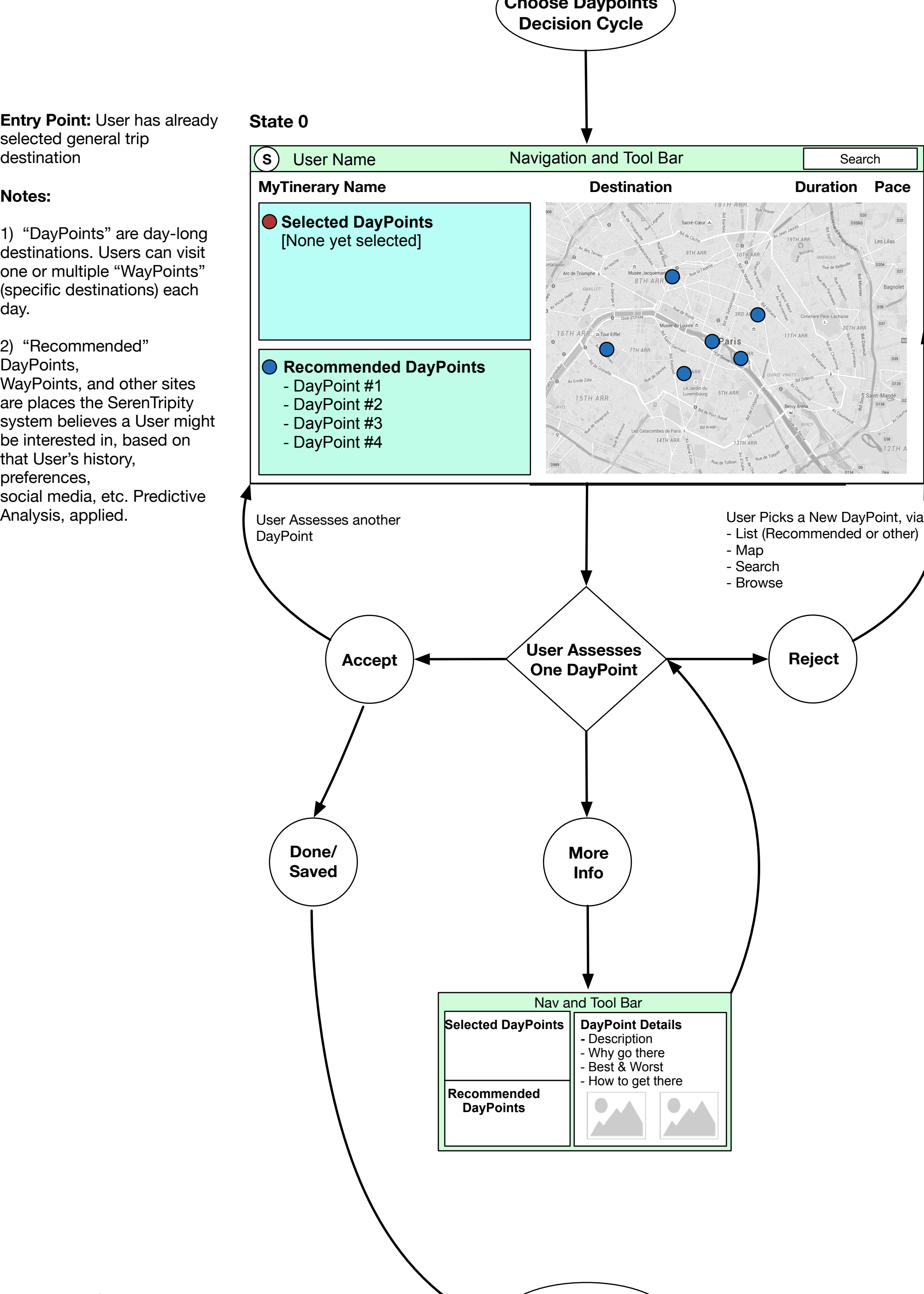
- 1) Personalization, based on Affinities and User history.
- 2) Decision Cycles.
- 3) Multi-Device UX

Decision Cycle #1

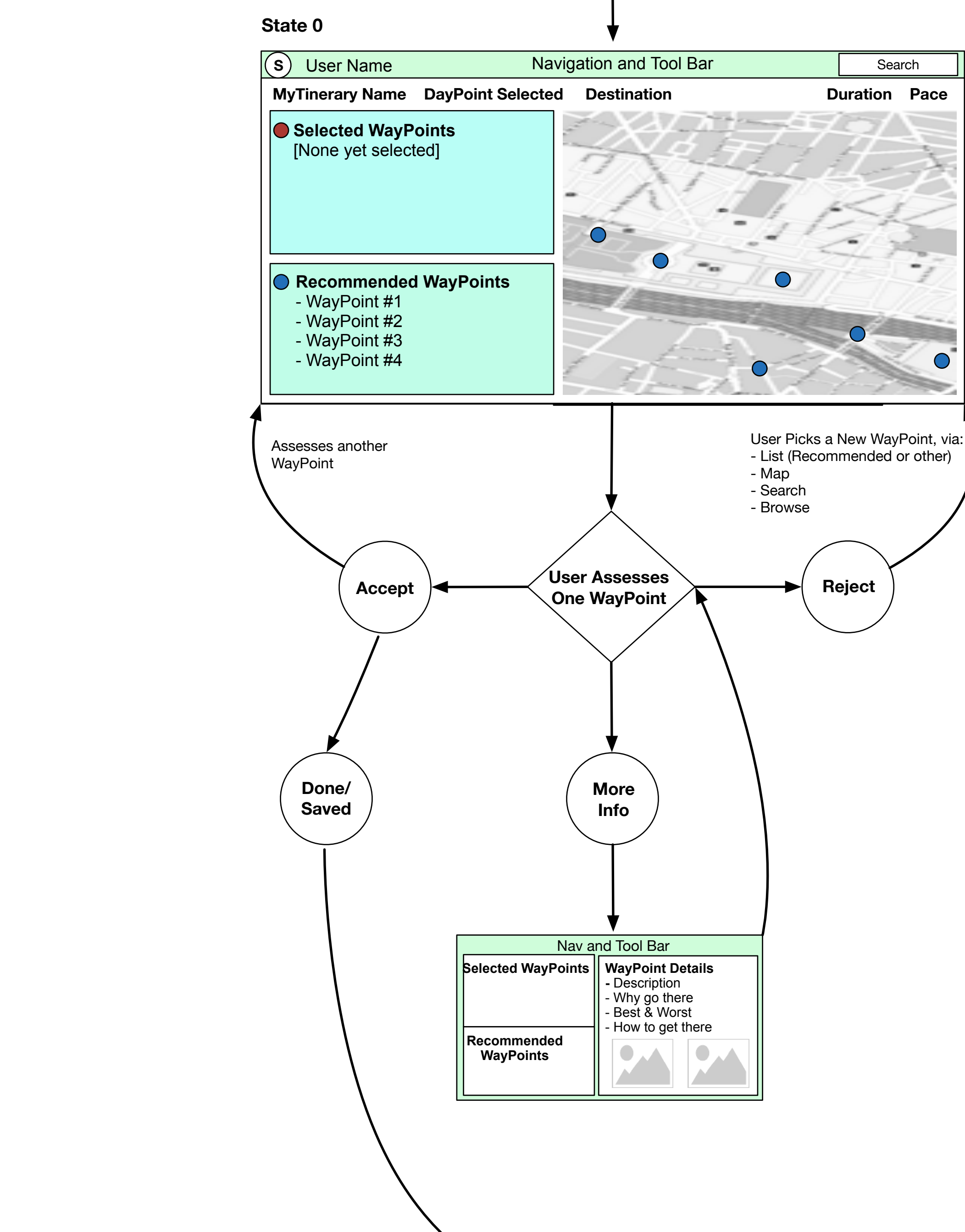
**Entry Point:** User has already selected general trip destination

Notes:

- 1) “DayPoints” are day-long destinations. Users can visit one or multiple “WayPoints” (specific destinations) each day.
- 2) “Recommended” DayPoints, WayPoints, and other sites are places the SerenTriptity system believes a User might be interested in, based on that User’s history, preferences, social media, etc. Predictive Analysis, applied.



Decision Cycle #2



Decision Cycle #3

