



POCKET LOCAL

Get There.

**Get *There*. The right spots, the right time, the right vibe.
Curate your city trip with Pocket Local.**

**FIGMA
MIRO
FIGJAM**

**4 WEEKS
50+ HOURS**

<<< BACK TO PROJECT OVERVIEW

USER RESEARCH

NEXT TO ASSUMPTIONS >>>

Users want to navigate somewhere they might not speak the native language, find local things to do, and plan their trip as easily as possible.

Users struggle to know where to start when planning, get away from other tourists, and find comfortable and reasonable food and accommodation.

ASSUMPTIONS

What are the **table stakes** for a new travel app?

What **pain points** are not addressed by existing travel offerings?

How do needs differ between **domestic and international travel**?

What kind of assistance do users want **when planning a vacation**?

What kind of assistance do users want **upon reaching their location**?

Why are **“getaway” vacations** important?

How can our new app offer a **different experience** than what is currently available?

What would it be like if I lived here? Would I be riding my bike to work and sitting out in the square at night?

I'm a big reviews girl...it would've been nice to read more of the reviews or have someone be like **“oh, yeah no, this one is so overrated.”**

I want to know **what to do so I don't stick out** like a sore thumb.

[VIEW FULL NOTES](#)

NEXT TO USER PERSONA >>>

Age 38

Director of marketing

Married, no kids

Lives in Salt Lake City, UT



Michelle Collins

ABOUT

Michelle is married and loves to go on vacation with her husband. They frequently travel domestically to see family or for a weekend getaway, but also go abroad 1-2 times a year.

She often feels overwhelmed when planning trips abroad and doesn't know where to start. She is looking for a way to make her travel experience and planning stress-free.

KNOWN HABITS

- Likes to have a rough plan but is flexible once she arrives
- Looks for spots where local people go so she can have an authentic experience
- Gets decision fatigue when there are too many options

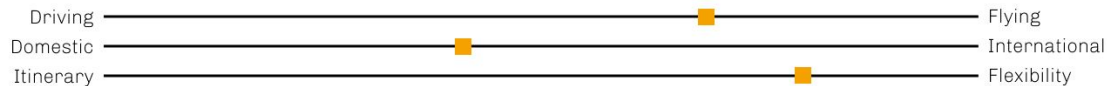
GOALS

- Eliminate anxiety when traveling so she can relax and refresh her mental health
- Enjoy a trip full of new places and culture without being bothered by other tourists
- Eat delicious local cuisine
- Escape her day-to-day life and better appreciate it when she returns home

PAIN POINTS

- Feels anxious about keeping track of all her travel info
- Struggles to navigate at her destination without making a detailed plan beforehand
- Hates being surrounded by other tourists
- Worries she won't be able to do everything she wants to

PREFERENCES



<<< BACK TO USER PERSONA

DEFINITION & IDEATION

NEXT TO PROBLEM STATEMENT >>>

HOW A NEW APP CAN HELP

An international traveler, Michelle Collins plans ***loose itineraries that allow flexibility.***

She needs help experiencing local life at her destination because there are ***too many options, too many tourist traps, and a lack of reliable recommendations.***

We can help by creating ***a reliable source of truth*** for travel locations that ***allows users to imagine a life there.***

[VIEW BRAINSTORMING PROCESS](#)

[NEXT TO FEATURES >>>](#)

FEATURES

I wish I had something to help me make decisions when I have decision-fatigue

I like that I can search TikTok and Instagram to see what people are up to in the area

I wish I could be sure that reviews come from locals/people who know the area really well

I wish there was one place to store info about flights, lodging, and my plans for each day

What if an app used my existing social media habits to set up my "personality"?

I like the features of Google Maps and expect to continue using this

I wish it was easier to wander and just find stuff

I wish I could chart a path between the locations I've saved to check out

I wish I could find info about cultural differences without having to know what to search for

Integration with Google Maps and social media

Personality algorithm for recommendations

Review filters for local guides

Import capabilities for travel schedules and save locations

"Scenic route" mapping between saved locations

Timely notifications to put info at fingertips

Get *There*. The right spots, the right time, the right vibe.
Curate your city trip with Pocket Local.

Pocket Local is an app for the meanderers, the “oh, look at that cute place”-ers, the travelers who think walking around a neighborhood is the best way to explore.

It’s a personalized experience, built for the way you already travel.

[View how we got here.](#)

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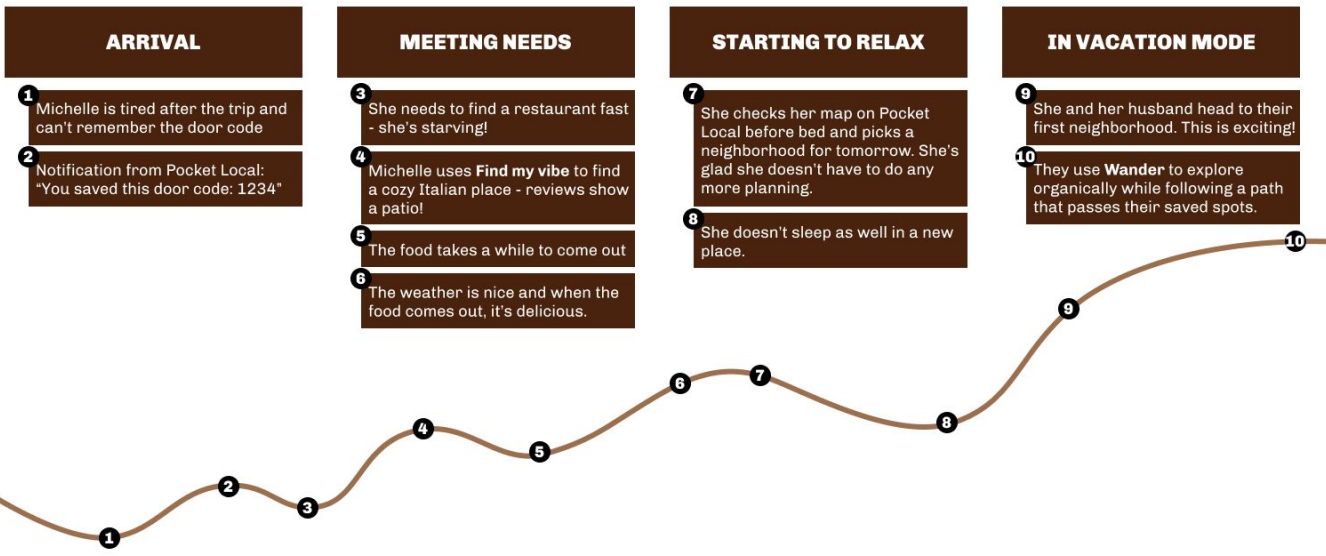
Michelle Collins

Michelle is motivated to travel by her desire to expand her worldview and refresh her perspective. She loves the opportunity to take a break from her day-to-day and imagine what her life would be like if she lived somewhere else.

Upon arrival at the Airbnb, Michelle gets a Pocket Local notification with the door code she put in her notes earlier. Once settled, she uses Pocket Local to find her vibe: she and her husband are in the mood for cozy Italian with outdoor seating.

Michelle goes to bed with peace of mind that no more planning is needed. The next day, she picks a neighborhood and sets Pocket Local to Wander. They meander between her saved locations with plenty of time for diversions.

- Check in easily because she's tired from the journey
- Find a restaurant quickly to avoid getting hangry
- Go to bed early and not worry about what they'll do tomorrow



Opportunity to provide user with what they need before they realize it.

How far in advance should we send notifications?

Service was slow at the recommended restaurant.

We'll want to get customer feedback throughout app-use to keep our info up to date.

Let's track use of in-the-moment features versus planning features.

How can we provide a good experience for users who don't save locations?

Notifications shouldn't be overwhelming.

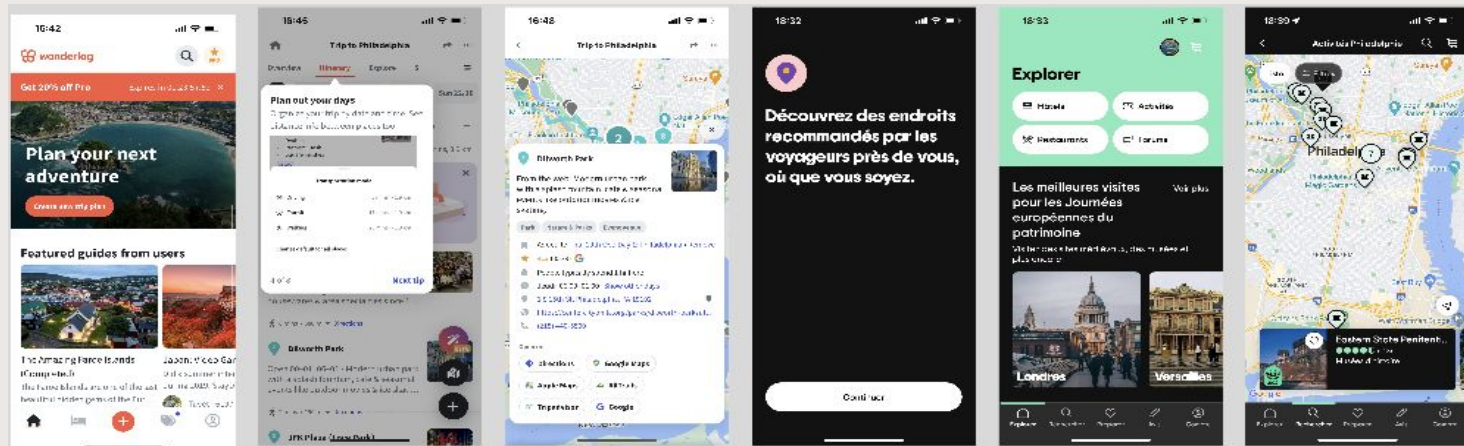
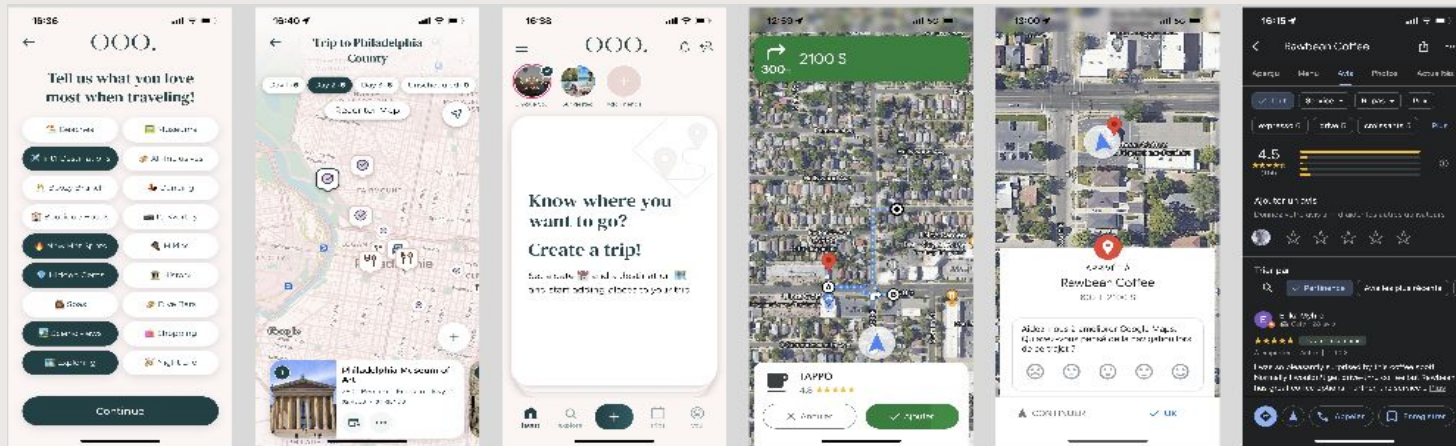
How might we strike a balance between tracking progress on a path and free exploration?

<<< BACK TO USER JOURNEY MAP

PROTOTYPING

NEXT TO USER FLOW >>>

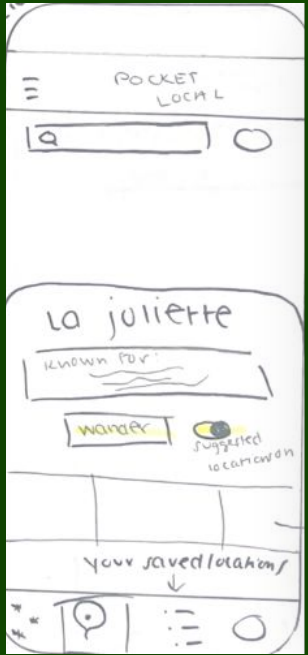
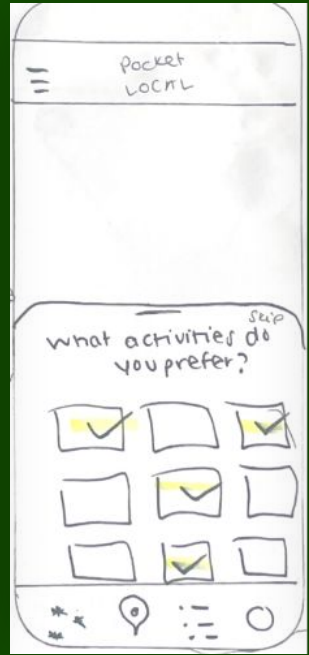
COMPETITOR ANALYSIS



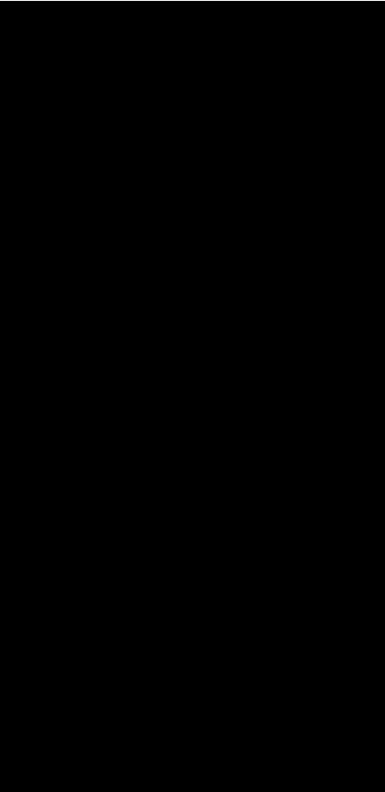
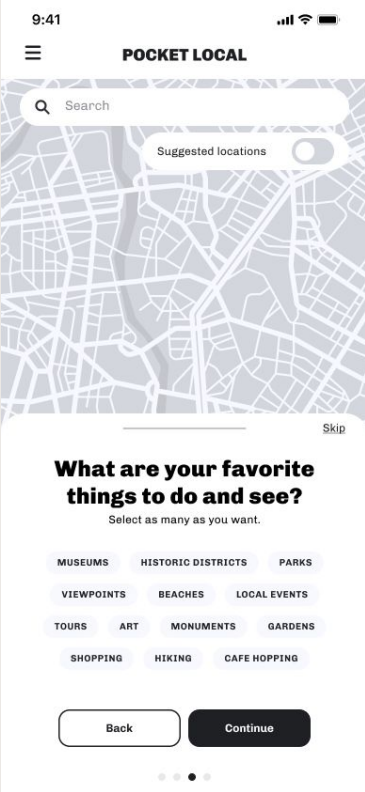
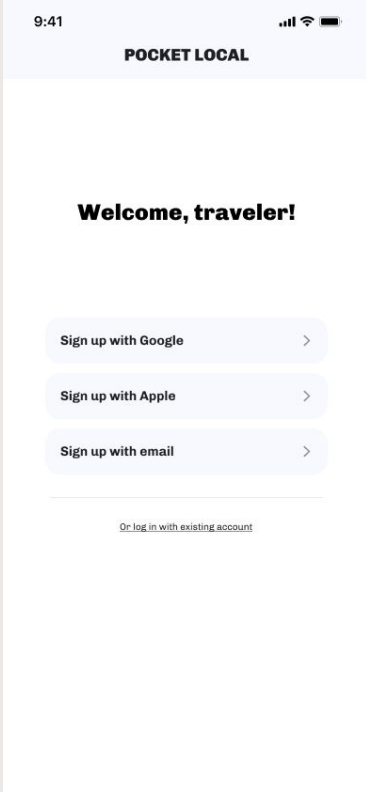
[VIEW ALL SCREENSHOTS](#) OR [VIEW FULL REPORT](#)

NEXT TO SKETCHES >>>

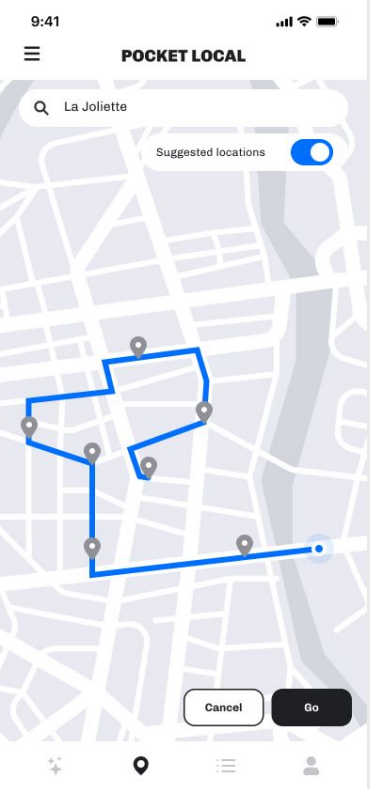
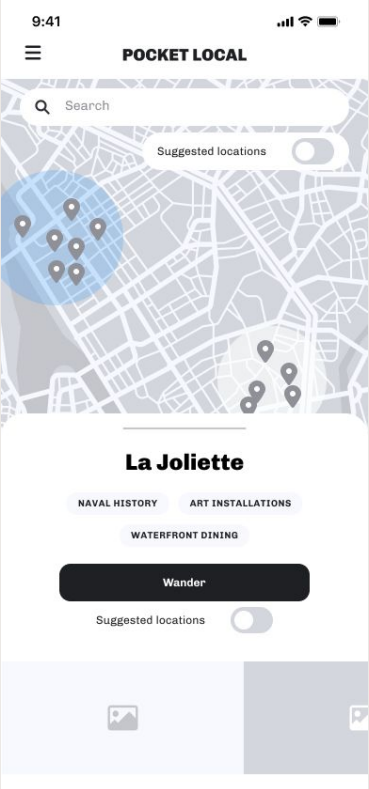
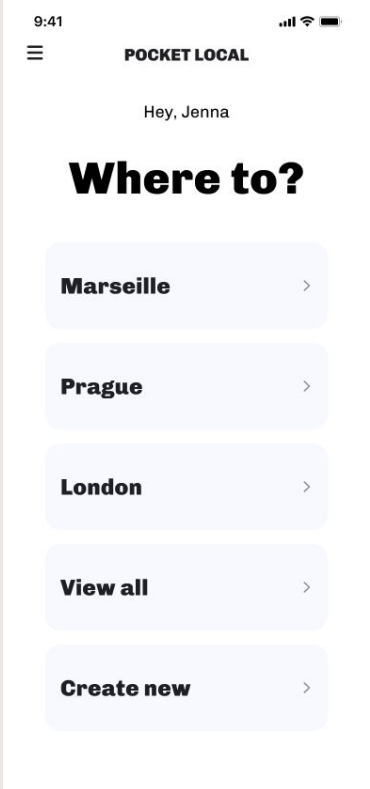
SKETCHES



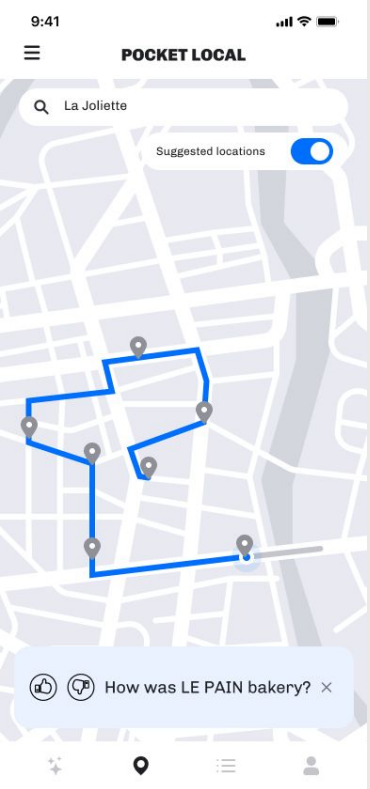
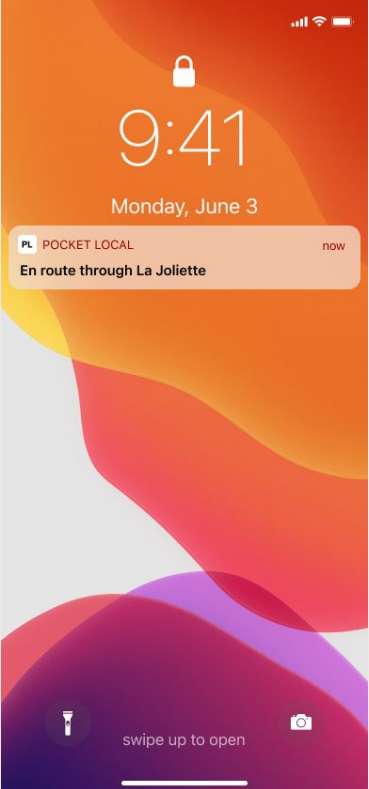
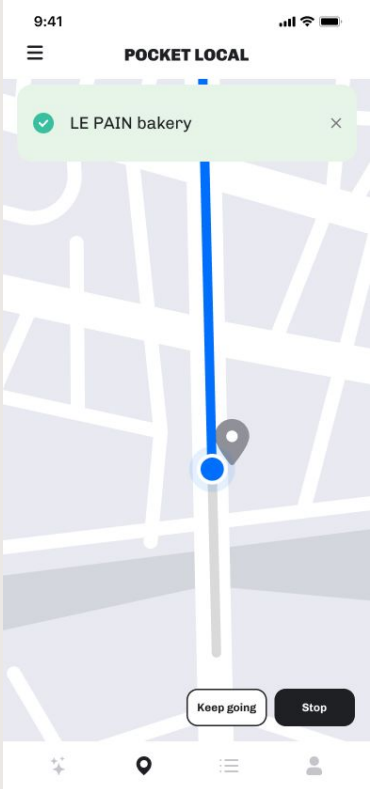
NEW USER ONBOARDING



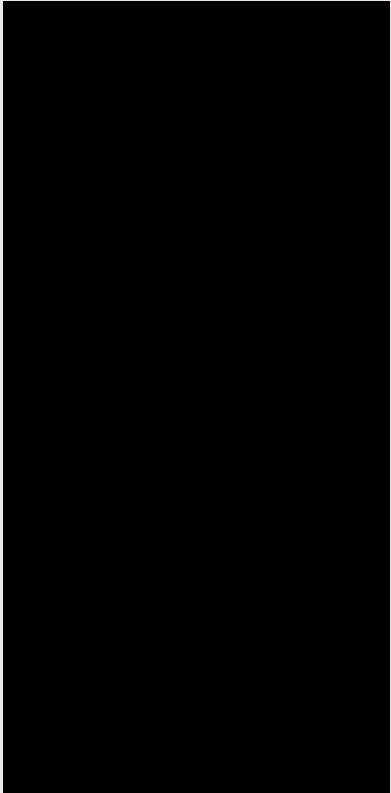
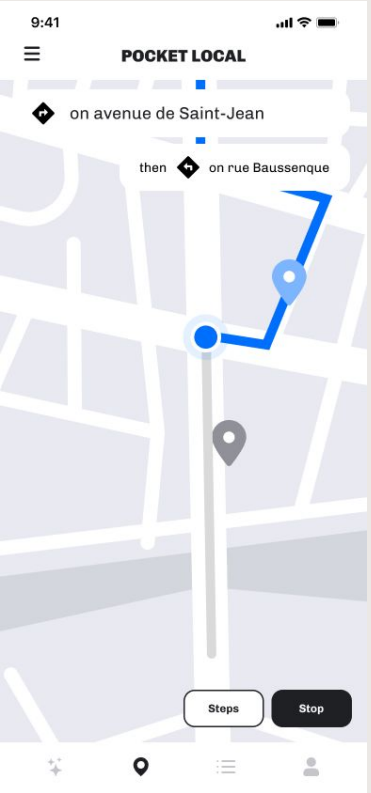
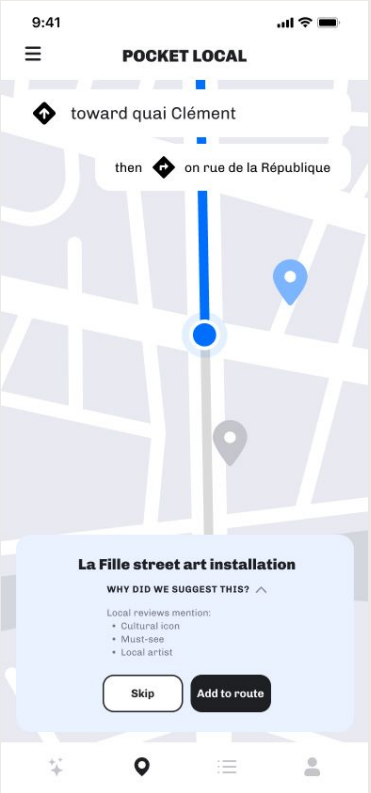
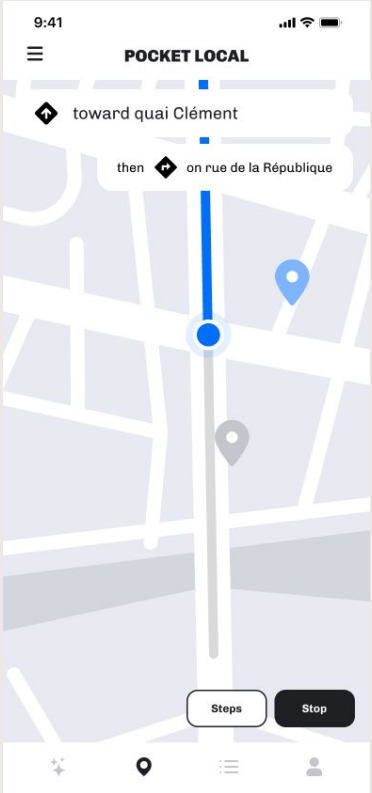
WANDER MAPPING



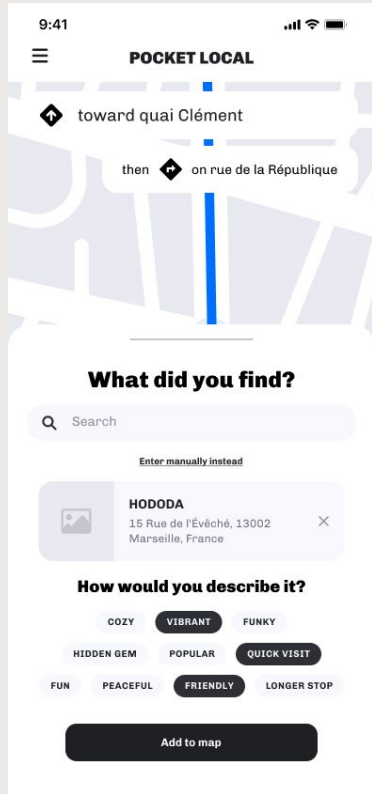
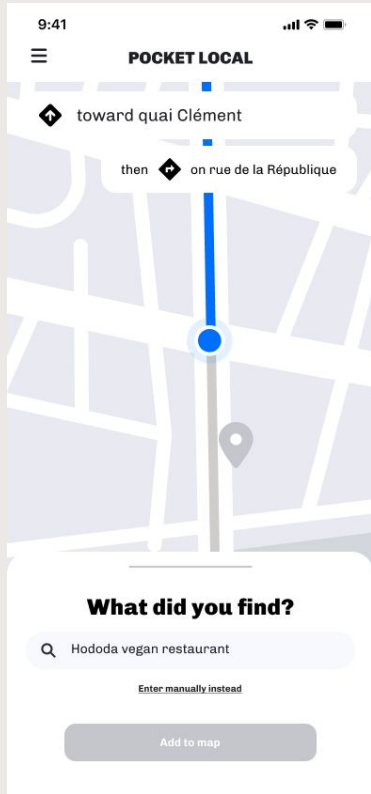
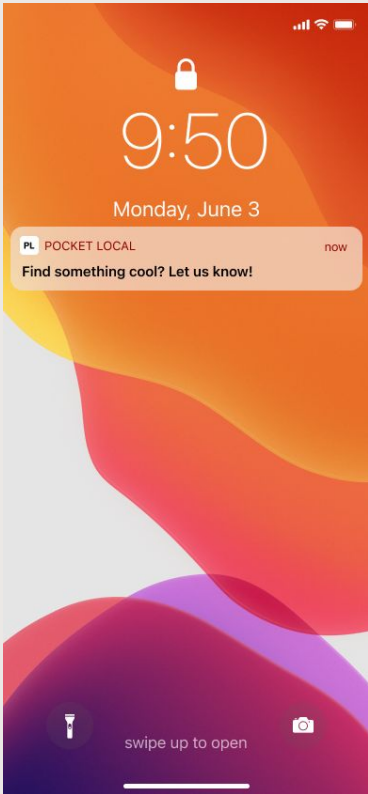
LOCATION FEEDBACK



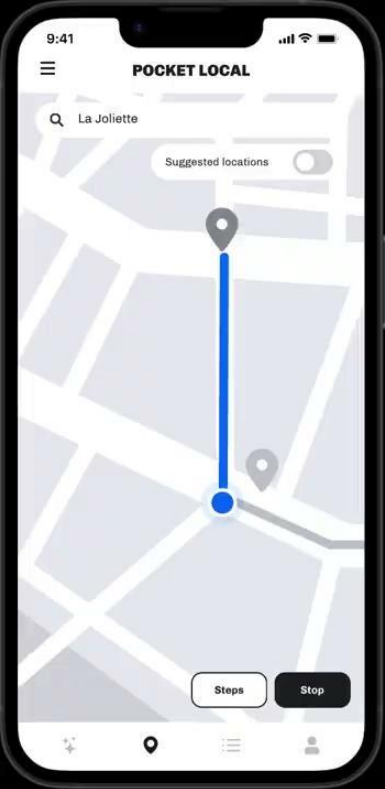
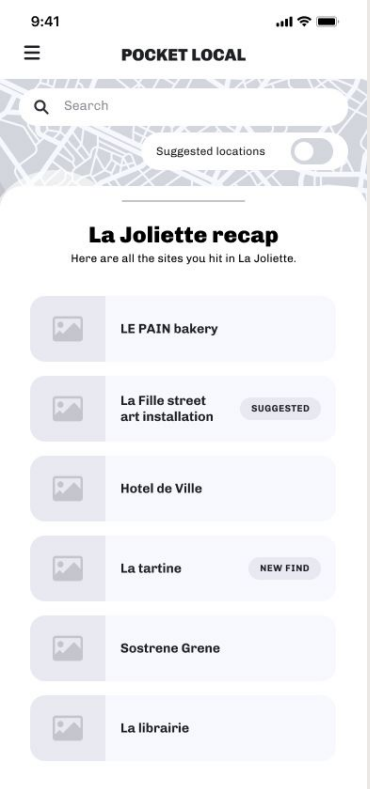
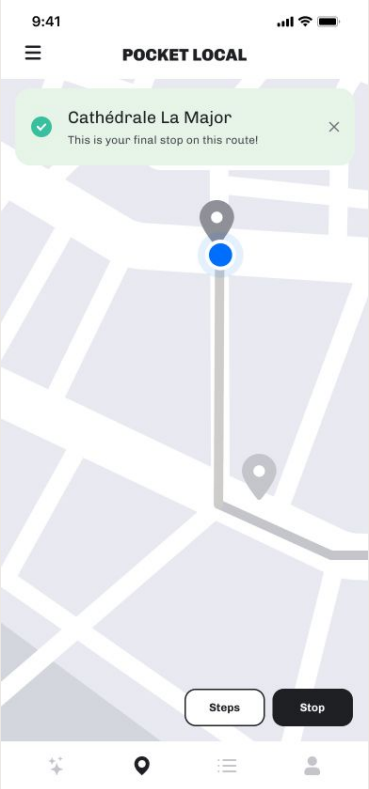
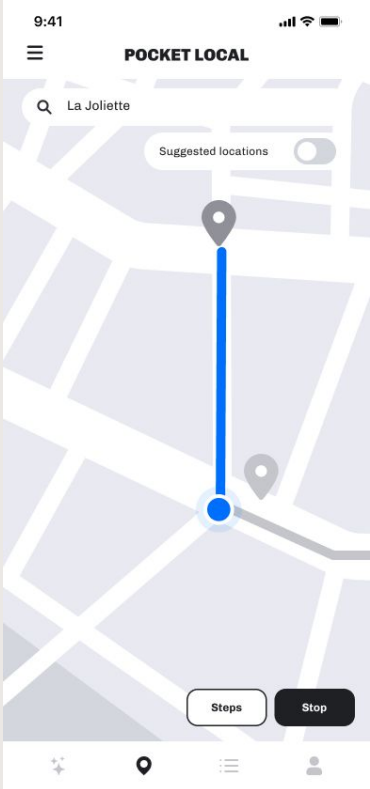
SUGGESTED LOCATIONS



UNPLANNED STOPS



END-OF-ROUTE RECAP



<<< BACK TO HI FI PROTOTYPE

TESTING AND ITERATING

NEXT TO USABILITY TESTING PLAN >>>

It feels flat when it comes to culture. **What's the intangible culture?** Activities like cultural immersion, outdoor adventure, and seeing beautiful things would feel more meaningful.

I like that **Wander implies exploration and freedom**, but it wasn't as explanatory about what it would do.

I'm curious **how much time** this [suggestion] will add to the route.

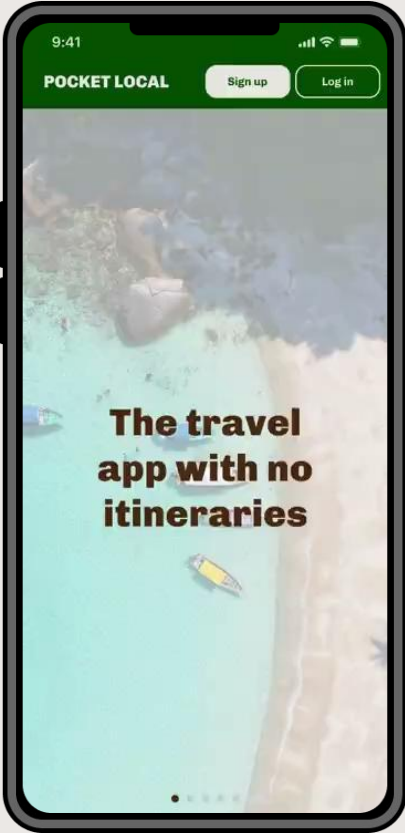
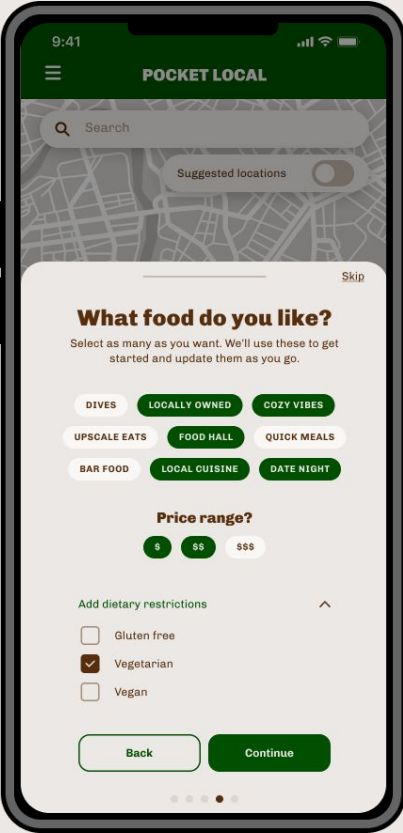
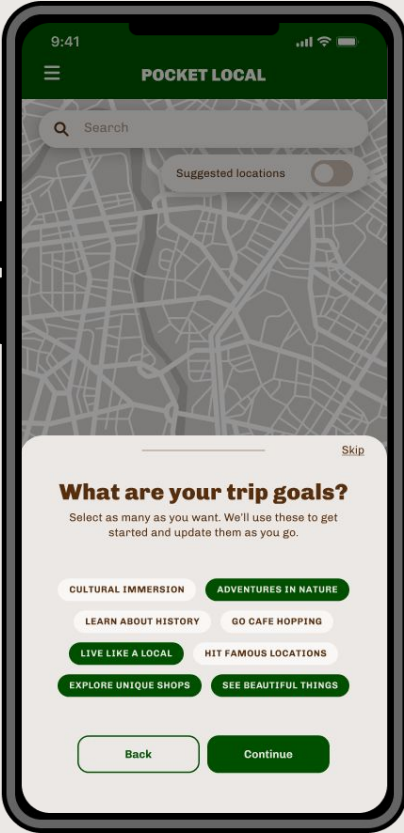
It wasn't immediately obvious that I could **map routes**. Is that a core feature or is it tertiary? **Should it be more obvious?**

[VIEW TESTING PLAN](#)

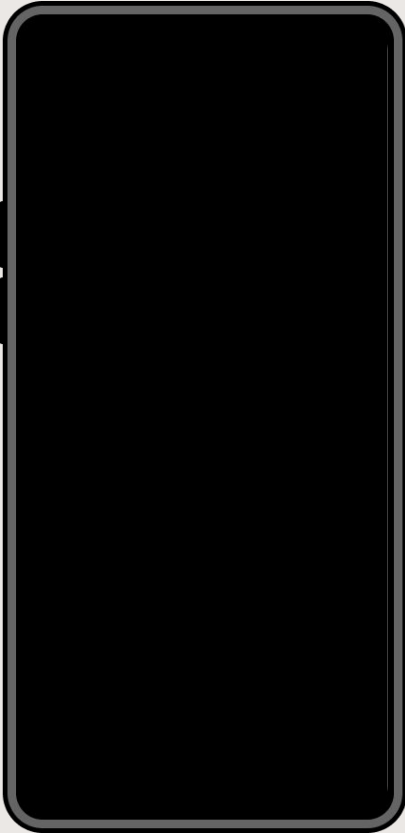
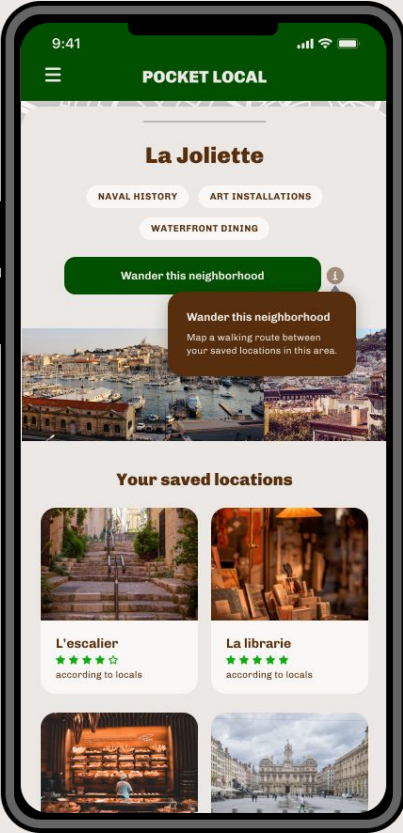
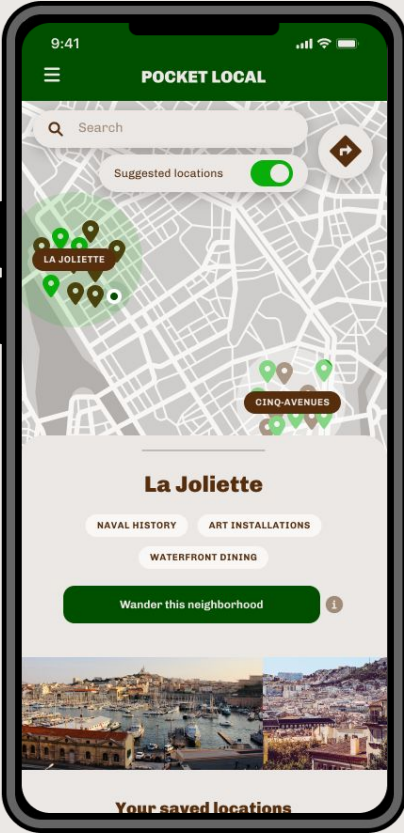
[VIEW FULL NOTES](#)

NEXT TO ITERATED NEW USER >>>

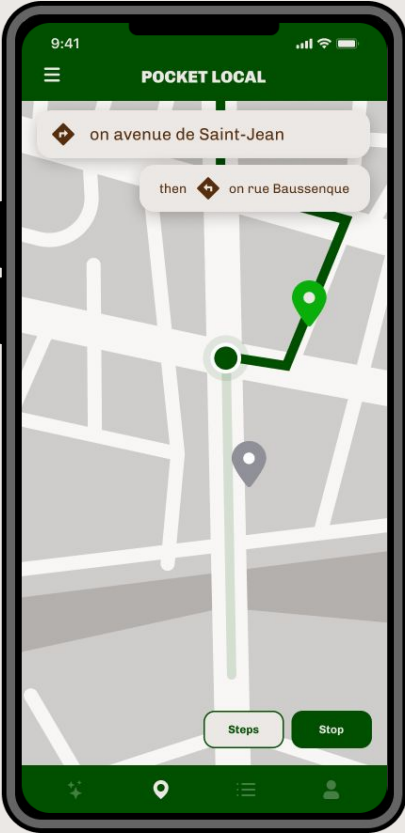
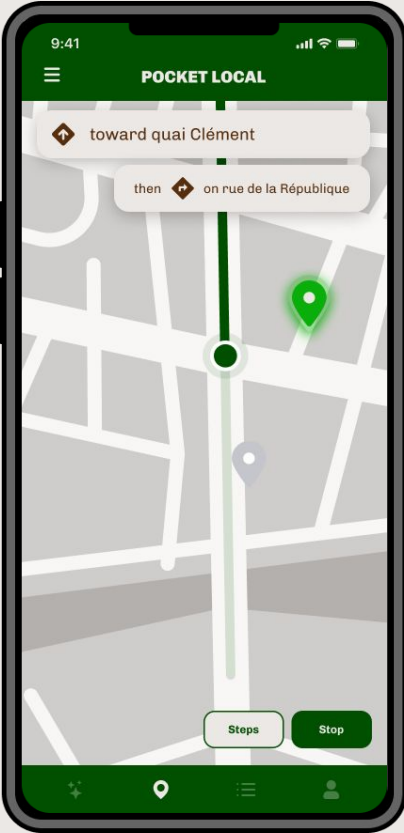
ITERATED NEW USER



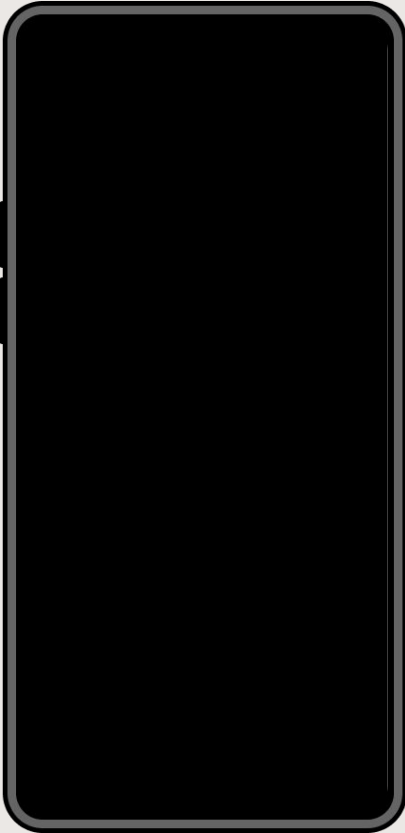
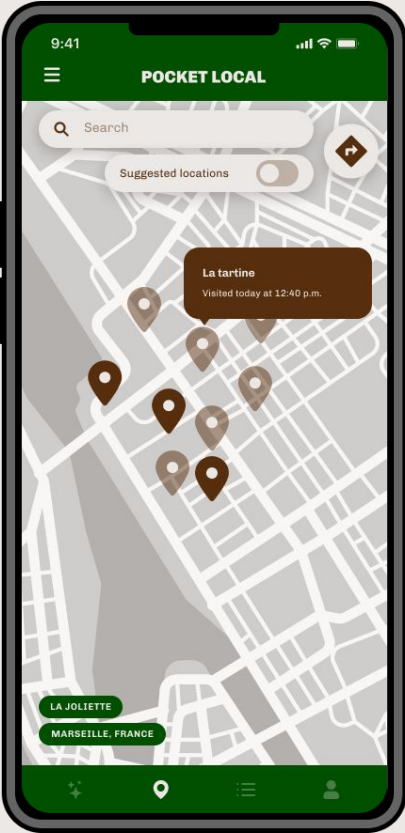
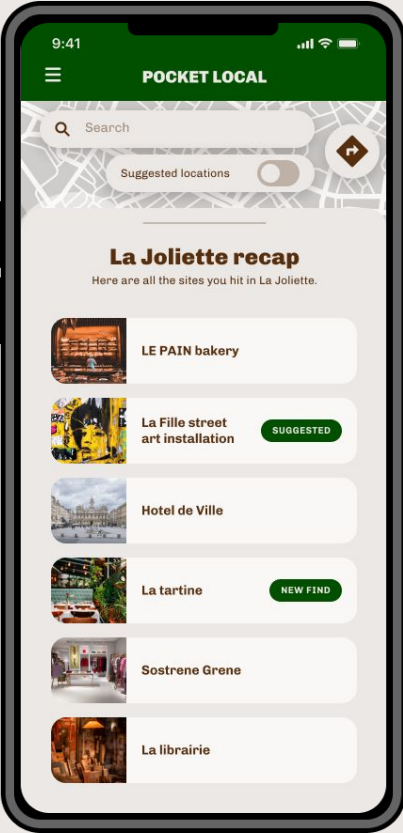
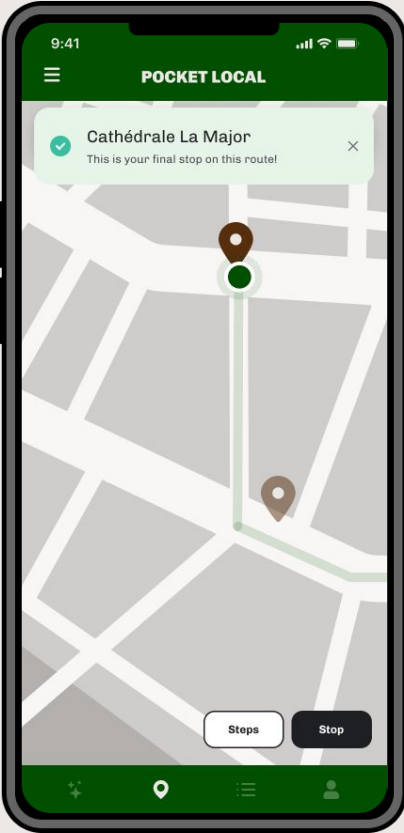
ITERATED WANDER



ITERATED SUGGESTIONS



ITERATED FINAL LOCATION



There is appetite among travelers for ***an app less focused on itineraries***

Due to market saturation, this app ***would only be successful if it delivered on promised features***

Existing interfaces often feel cluttered and users would ***prefer an app with simpler design***

Build out ***hi-fi style guide and design system***

Test usability for arrival, unplanned stop, and recap features

Prototype ***tertiary features*** (location details and local reviews)

Research ***target audience size*** and ***secondary audiences***