



TRAVEL

Acclimatize me now!

It's one thing to know what the weather is like in your travel destination, and it's quite another thing to be totally prepared for temperature or altitude changes so that you stay fit and healthy during the trip. How can you design a product that helps travelers prepare and acclimatize fast for their trip so they don't miss a minute of fun?

End User

Fitness Tourists

Tourists that like to do fitness activities while on holiday/vacation and need to know the temperature or altitude differences than from their home city/town so that they can acclimatise to that difference faster for their trip.

Job Story

When I go on holiday/vacation, I want to check the temperature or altitude differences, so I can get into my fitness activities as soon as I have checked into my hotel in the other country or other area of the country.

Secondary Online Research

Based on the online research conducted Users would likely want to take yoga, or do exercises such as squats, pushups, lunges, chair dips and stretching as this could help reduce jet lag while flying to the destination they are going on holiday/vacation to but it could also help them with any altitude difference or temperature differences as it could allow the body get use to the changes in temperature or altitude. Users are more likely to take up fitness activities such running, skiing, swimming, cycling, surfing, and climbing.

A demographic that was taken has suggested that Young Professionals, Business Owners, and health conscious individuals are the most likely users that would take these types of holiday/vacations.

Having a look at altitude training users would have to go through a list of exercises before doing any high altitude activities as they can have altitude sickness if they were to jump into activities straight away.

Further look into altitude there could possibly be a guide on how to effectively adjust the user for the difference in altitude; these could be steps taken prior to their trip or while on their trip to do their fitness activities.

Having a look at heat acclimation while the users are effectively going to have to do exercises in 60 to 90 minutes time periods then have a cool off period such as slowing down, taking breaks and having a water break to adjust their body to the temperature differences on the activities they are likely do on holiday/vacation.

A further look into heat acclimation, a look into hot & cold environments a possible guide could be implemented for the temperature difference for users, This so that users can effectively adjust to the temperature prior to their trip on exercises and advice, this can also be done while they are on their holiday/vacation but before they do their activities.

Sources

<https://www.traveldailynews.com/column/featured-articles/fitness-tourism-what-it-is-and-what-you-need-to-know/>

<https://www.healthline.com/health/altitude-training?c=972486798616>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6422510/>

<https://www.inaraft.com/blog/how-to-adjust-to-altitude-changes-and-not-get-sick/>

https://www.acsm.org/docs/default-source/files-for-resource-library/exercising-hot-cold-environments.pdf?sfvrsn=1b06c972_4

User Persona



Jade McGowan

Age:
27

Gender:
Female

Occupation:
Fashion Shop Owner

Education:
BA Fashion Design
Bsc Business Management

Location:
New York City, NY

Status:
In a Relationship

Interests Loves to cycle to her shop, enjoys running before heading to her shop, loves to travel to interesting places with her boyfriend, likes to meet up with her friends to go shopping when shes not running her shop.	Goals Wants to be able to know what the temperature difference is in other countries before landing. Also wants to know the altitude difference is in other countries before landing	Pain Points/Fustrations Not being able to get right into fitness activities right a way due to not knowing the differences in temperature or altitude. Not being able to prepare for her the differences before leaving to go to the other countries. Does not like to have to try and compare the differences by searching up separately.
Motivations Loves to travel and see new places where she hasn't been before. Loves to do fitness activities in the new countries shes visited. Likes to feel relaxed when shes on vacations.	Challenges being able to compare temperature or allitude differences from her location to the location shes travelling too being able to exercise prior to travelling being able to exercise to get into her fitness activities in the new location.	Need & Expectations An app where she can check the differences in temperature or altitude. All the information need in the one place. guides on what to do before doing fitness activities in new locations train prior travelling
Technology & Social Media She uses samsung devices She uses Apple devices uses her phone to search for vacation spots but uses desktop to purchase her trips away uses intagram, x (formerly twitter), linkedin and uses tiktok to advertise her business	Content Preferences Tripadvisor airbnb expedia google maps The weather channel Accuweather radarscope	Brand Influences Samsung Google Apple Microsoft Meta Nike Adidas UnderArmour

The image above details a user persona named Jade McGowan, a 27-year-old female fashion shop owner based in New York City, NY. With a background in BA Fashion Design and BSc Business Management, Jade's life is a blend of entrepreneurial spirit and a love for travel and fitness. Her interests include cycling, running, and exploring new destinations with her boyfriend and friends. Jade's primary goals revolve around being prepared for her travels by knowing the temperature and altitude differences of her destinations in advance. Her pain points highlight the frustration of not having immediate access to such information, which hinders her ability to dive right into fitness activities upon arrival. She seeks an app that consolidates this data, providing comprehensive pre-travel guidance. Jade prefers using Samsung and Apple devices, and leverages various social media platforms like Instagram, X (formerly Twitter), LinkedIn, and TikTok to promote her business. Her content preferences include services like Tripadvisor, Airbnb, and Google Maps, while her brand influences span across major companies like Samsung, Google, and Apple. Jade is motivated by a desire to discover new places, engage in fitness activities during her travels, and achieve relaxation on her vacations, facing challenges in temperature and altitude acclimatisation and the need for exercise readiness in new locations.

Desired Outcomes

Being able to compare different temperature or altitude in different countries of travel

Being able to check the information all in one place

Being able to try the exercises before travel and in new destination

Solution is easy to use

Solution can give live updates on temperature differences or changes

Solution can work in high altitude places

The image above outlines the desired outcomes for a solution tailored to the needs of travellers like Jade McGowan. The primary goals include the ability to compare different temperatures or altitudes across various countries of travel and to access this information all in one convenient place. Additionally, the solution should allow users to try out exercises both before travel and at their new destinations to ensure they can maintain their fitness routines. Ease of use is crucial, making the solution accessible to all users. Furthermore, it should provide live updates on temperature differences or changes, ensuring travellers are always informed. Lastly, the solution must be functional in high-altitude locations, accommodating users who travel to varied and challenging environments.

Rating Desired Outcomes

Importance (1 - 10)		Current Satisfaction (1 - 10)
10	Being able to compare different temperature or altitude in different countries of travel	8
10	Being able to check the information all in one place	2
9	Being able to try the exercises before travel and in new destination	4
8	Solution is easy to use	8
10	Solution can give live updates on temperature differences or changes	10
6	Solution can work in high altitude places	1

The image provides a detailed assessment of the importance and current satisfaction levels regarding various desired outcomes for a travel-related solution. Each desired outcome is rated

on a scale from 1 to 10 for both its importance and the user's current satisfaction with the available solutions.

Importance - **Current Satisfaction** = **Opportunity**

Opportunity

- 2** **Being able to compare different temperature or altitude in different countries of travel**
- 8** **Being able to check the information all in one place**
- 5** **Being able to try the exercises before travel and in new destination**
- 0** **Solution is easy to use**
- 0** **Solution can give live updates on temperature differences or changes**
- 5** **Solution can work in high altitude places**

The image outlines the opportunities for improving a travel-related solution, using a scale from 0 to 10, where higher numbers indicate greater opportunities for enhancement. These opportunities are derived from the importance and current satisfaction levels previously discussed.

1. Being able to compare different temperatures or altitudes in different countries of travel: With an opportunity score of 2, this area is already relatively well-served but has minor potential for further improvement.
2. Being able to check the information all in one place: Scoring an 8, this is the highest opportunity area. The significant gap between the high importance (10) and low satisfaction (2) indicates a strong need for a solution that consolidates all necessary travel information in one place.
3. Being able to try the exercises before travel and in new destinations: With an opportunity score of 5, this is a moderately important area for improvement, indicating a noticeable gap between the current offerings and user needs.
4. Solution is easy to use: Scoring a 0, this area is well-satisfied, suggesting that current solutions are user-friendly and do not need major changes in terms of usability.
5. Solution can give live updates on temperature differences or changes: This also scores a 0, indicating that live updates are currently well-implemented and meet user expectations, leaving no significant opportunity for improvement.
6. Solution can work in high altitude places: With a score of 5, this area shows moderate opportunity for improvement. Despite its lower importance, the very low satisfaction indicates that enhancements here could benefit users travelling to high-altitude locations.

Opportunity Baseline

-  Being able to compare different temperature or altitude in different countries of travel
-  Being able to check the information all in one place
-  Being able to try the exercises before travel and in new destination
-  Solution is easy to use
-  Solution can give live updates on temperature differences or changes
-  Solution can work in high altitude places

The analysis shows three main areas for improvement in a travel app: combining all travel information into one place, offering better exercise options before and during travel, and ensuring the app works well in high-altitude locations. These areas are very important to users but currently have low satisfaction. On the other hand, features like comparing temperatures or altitudes, ease of use, and live updates on temperature changes are already doing well. Improving the identified areas will greatly enhance the user experience.

Brainstorm Design Solution

Temperature & Altitude Travel App

Compare the users home location to the travel destination

User can pick their home location and search for travel location

User can get all the information all in one place

Can help with exercises that can be done

Easily setup between home and other destination

Works in high altitudes

Use of Neutral colours in design

Live updates on temperature changes

Can detect a change in altitude

The Temperature & Altitude Travel App will help users by comparing their home location to their travel destination. Users can choose their home location and search for their travel spot. The

app combines all information in one place, helps with exercises to do before and during travel, and easily switches between home and the destination. It works in high altitudes, uses neutral colours for the design, provides live updates on temperature changes, and can detect altitude changes.

Success Metrics

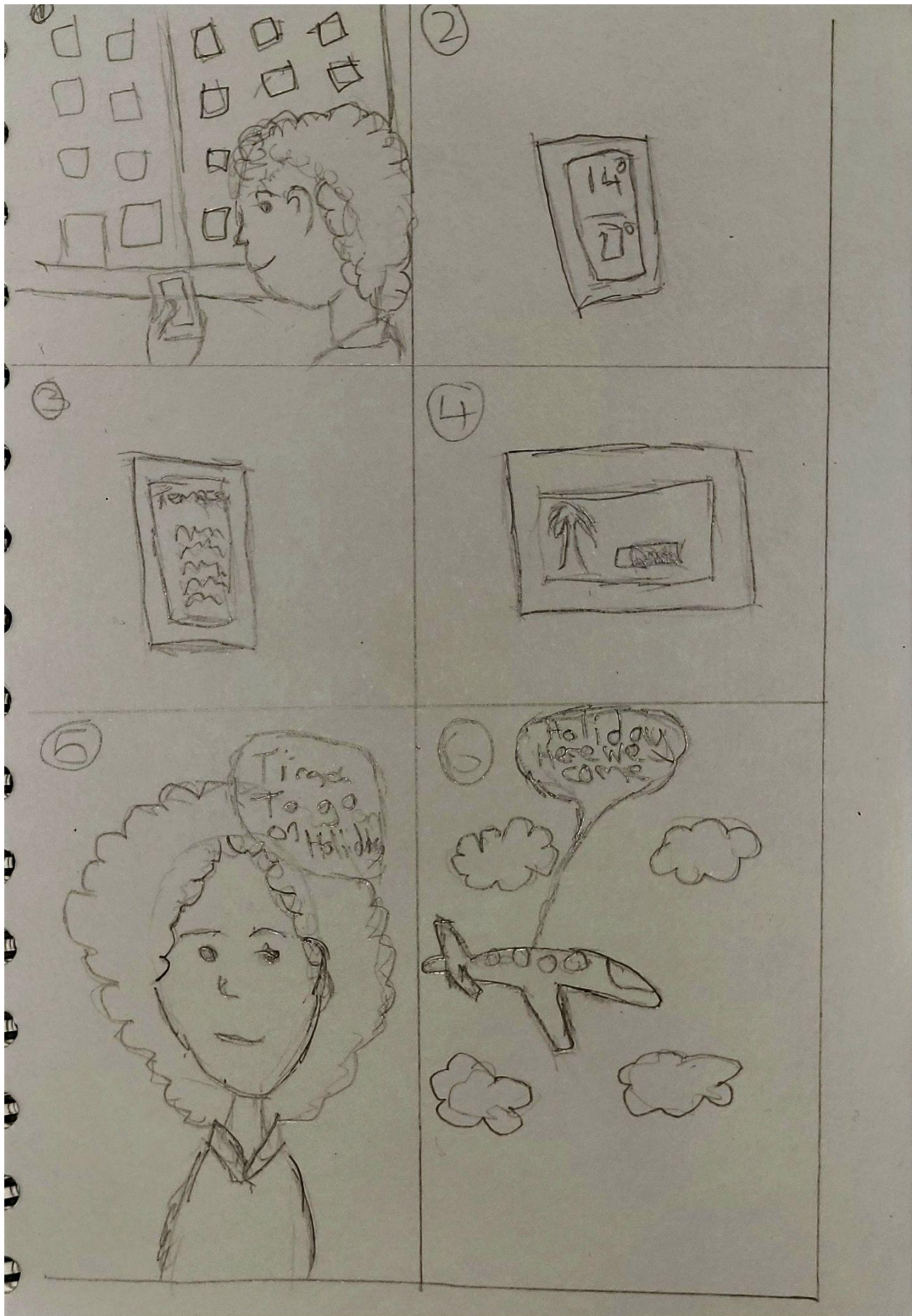
Number of successful compares with destinations (home locations and look ups on other countries locations)

User reviews of the app

App user engagements such as installs, active usage, and uninstalls

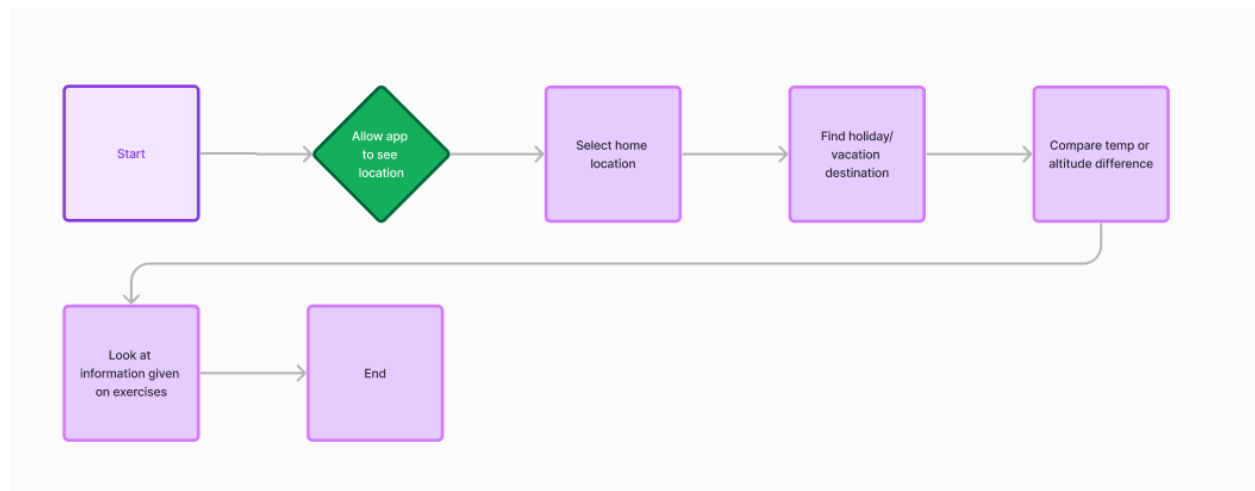
Amount of time it takes to install and set up app

Storyboard



The storyboard depicts a user planning a holiday using a travel app. In the first frame, the user is seen selecting the app on their phone. The second frame shows the app displaying the temperature differences between the user's home and travel destination. The third frame features detailed weather information for the travel location. The fourth frame presents a picturesque image of the destination. In the fifth frame, the user feels excited and thinks, "Time to go on holiday." Finally, the sixth frame shows an aeroplane in flight with the user thinking, "Holiday, here we come!" This sequence highlights the app's functionality in providing essential travel information and generating excitement for the trip.

User Flow



The user flow chart outlines the steps for using the travel app. It starts with the user opening the app. They are then asked to allow the app to access their location. After granting permission, the user selects their home location. Next, they find their holiday or vacation destination. The app then compares the temperature or altitude difference between the home and travel locations. Finally, the user can look at information about exercises to do before and during the trip. This process ensures the user gets all the necessary travel details in a simple and organised manner.

Colour Scheme

The colour scheme for the UX challenge app "Acclimatize Me" employs a harmonious blend of soft pastels and a deep, grounding shade. The palette consists of #403336 (a rich, dark brown), #F2CED8 (a delicate pink), #D9BAD4 (a soft lavender), #D0D9F2 (a light periwinkle), and #9AAFD9 (a muted blue). This combination evokes a sense of calm, approachability, and elegance, making it ideal for an app focused on acclimatisation and user adaptation. The dark brown (#403336) serves as a strong foundation, providing contrast and stability against the lighter, more soothing tones. The pink (#F2CED8) and lavender (#D9BAD4) introduces warmth and friendliness, fostering an inviting user experience. Meanwhile, the periwinkle (#D0D9F2)

and muted blue (#9AAFD9) adds a touch of tranquillity and reliability. Together, these colours create a visually appealing and emotionally supportive environment, enhancing user engagement and satisfaction.

Wireframes

The wireframes for the "Acclimatize Me" app show a clean, user-friendly interface designed to help users adjust to new locations. The home page features a globe graphic and options to select a home or destination location. Users can pick the nearest location from a list, and compare their current location's temperature and altitude with those of their destination. Additionally, there are guides for temperature and altitude that offer helpful tips and symptoms to watch out for in different environments. The design ensures easy navigation and clear access to important information.

Prototypes

The prototypes for the "Acclimatize Me" app showcase a polished and visually engaging interface designed to help users adapt to different climates and altitudes. The home page features a striking globe image and easy access to select home and destination locations. Users can choose their nearest home location from a list, with the selected location highlighted for clarity. Upon selecting a destination, users can compare temperature and altitude data between their home and destination locations, with a visually distinct comparison screen displaying relevant information. The app also includes detailed Temperature and Altitude Guides, providing essential tips and symptoms to watch out for in various environmental conditions. Each guide is accessible from the main navigation, ensuring users can quickly find the information they need. The colour scheme, incorporating shades of pastel pink, blue, and a grounding dark brown, creates an inviting and calm user experience, aligning with the app's purpose of helping users acclimate smoothly to new environments.

Interactive Prototypes

The interactive prototype for the "Acclimatize Me" app allows users to experience the full functionality of the design. Users can navigate through the home page, select their nearest home location, and choose a destination to compare temperature and altitude differences. The prototype includes interactive buttons and links to the Temperature and Altitude Guides, providing a realistic simulation of the app's features. This hands-on experience helps users understand how the app will assist them in acclimatising to new environments, ensuring a user-friendly and intuitive interface.

Conclusion

This UX challenge highlighted key travel needs and pain points. The app "Acclimatize Me" helps users adapt to new places by putting all important information in one place, offering exercise guidance, and working in high-altitude locations. The colour scheme, with soft pastels and a deep brown, creates a calm and inviting user experience. The wireframes show a clean, user-friendly design with a home page featuring a globe graphic and options to select home and destination locations. Users can compare temperatures and altitudes and access helpful guides. The prototypes showcase a polished interface with easy navigation and clear information access. The interactive prototype lets users experience the full functionality, helping them understand how the app assists in adapting to new environments. In the future, I will return to the project to incorporate any feedback and make adjustments to improve the app further.

"Acclimatize Me" is a user-centric mobile app designed to assist travellers in adapting to new environments, particularly in high-altitude locations. The app addresses key travel needs and pain points by consolidating essential information, providing exercise guidance, and offering comparisons of temperatures and altitudes between home and destination locations. With a calming colour scheme and clean design, the app creates a welcoming user experience. Through wireframes and prototypes, the functionality and interface of the app are showcased, emphasising easy navigation and clear information access. The interactive prototype allows users to experience the full functionality of the app, helping them understand how it assists in adapting to new environments. The project was an enjoyable experience for the creator, who plans to tackle another UX challenge soon, fueled by the excitement of crafting user-centric solutions.