

Packr App

Kayla Anderson | ITGM 267 | Process Book

Overview

Millennials prioritize self-care and mental wellness more than past generations. A huge chunk of their self-care regimen includes traveling to visit family or friends and to be immersed in other cultures. Research into the United States tourism sector shows that Millennials travel more than other generations. According to United States Millennials travel 35 days per year, compared to 26 days for Generation X; 27 days for Baby Boomers; and 29 days for Generation Z.

While traveling is fun, the same can't always be said for packing. Packing can be a hassle and it's easy to forget essential items for a trip. Packr Travel Packing List would ease the stress of packing by providing access to a packing list at your fingertips.

The Packr Travel Packing List app offers:

- Auto-generated or fully customizable packing lists
- Reminders for important items/double-checking for items
- Adding notes to items in lists
- Lists for multiple users and destinations
- Weather/season notifications for each trip destinations
- Folder for journal to keep notes and files such as images or boarding passes

Target Audience

Audience: Single working Millennials between the ages of 26 and 41 who will travel with their disposable income.

Key Demographics

- Age range: 26-41
- Gender: 60% female, 40% male
- Common Occupations: Travel Nurse, CEO, Blogger, Influencer, Flight Attendant

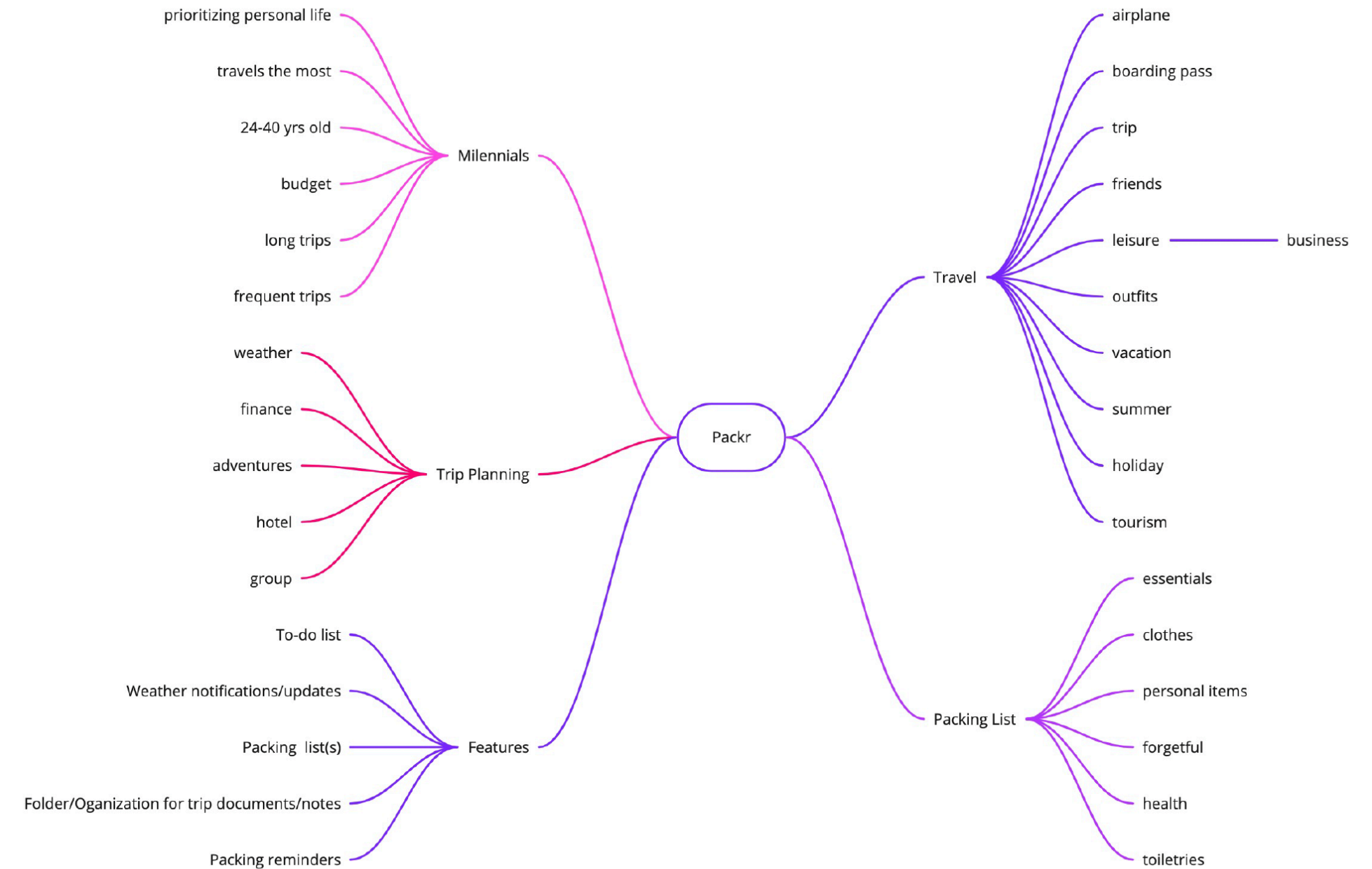
Key Psychographics

- Values taking charge of their lives and self-care.
- Dislikes having no work-life balance.
- Values culturally immersive experiences.

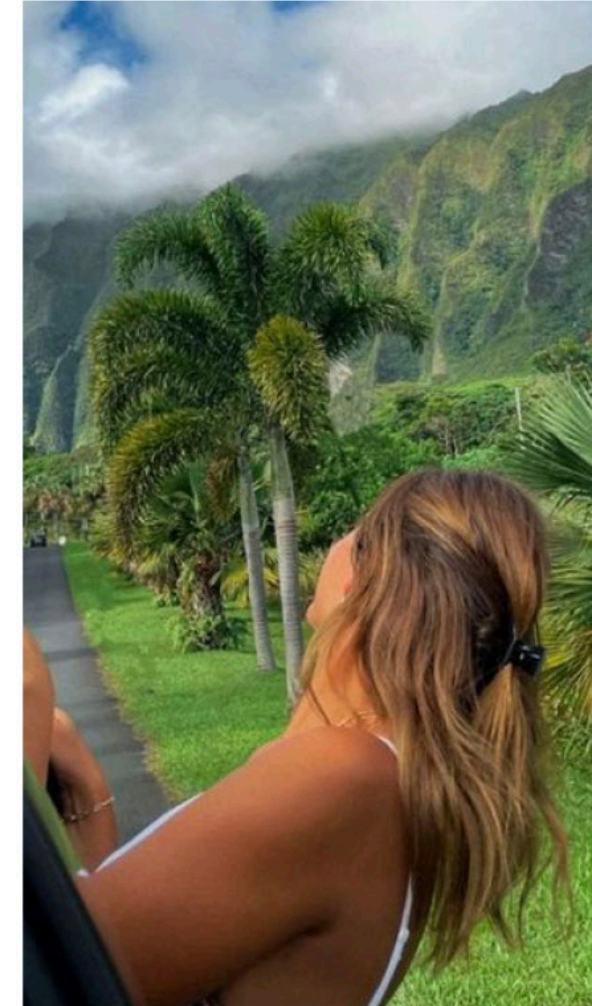
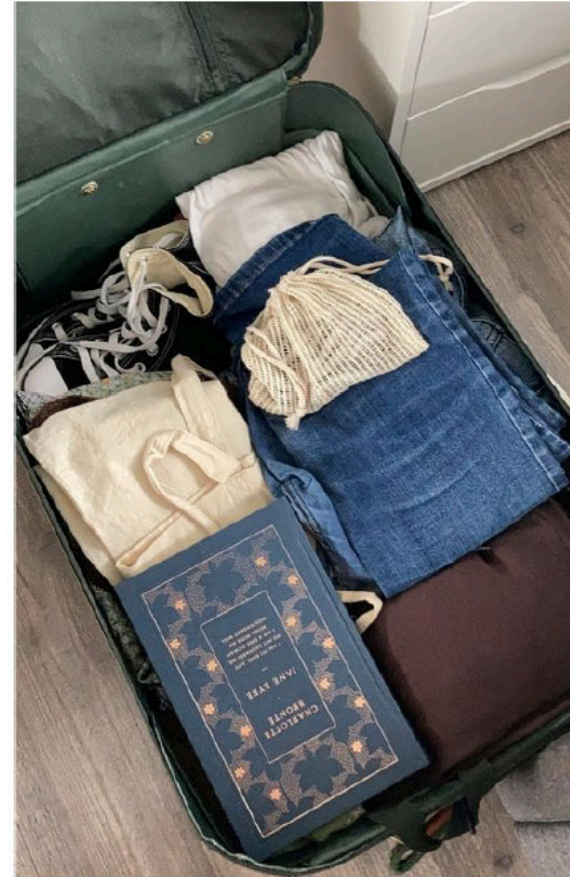
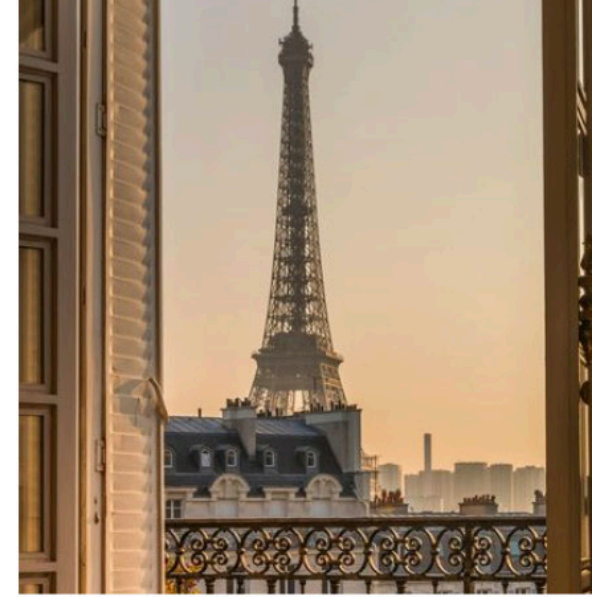
Preferred channels

- Social Media
- Email Campaigns/Marketing
- Blog Posts

Mind Mapping



Mood Board



Persona One



Justine Skye

Age: 27

Occupation: Singer

Justine is an American singer and influencer that has garnered fame internationally. Justine has been flying from coast to coast since she signed her first record deal at the age of 19. She is always touring domestically and internationally and is notorious for either forgetting to pack essential items or leaving them behind.

Pains, Problems, & Frustrations:

- Leaving behind important documents
- Forgetting to pack essentials
- Not packing enough clothes for long periods of touring

User needs:

- Customizable packing list
- Reminders for specific items on list
- Time specific reminders/notifications

Agile User Stories:

As a user, I want to be able to create packing lists for multiple destinations so that I can be prepared for each stop on my tours.

As a user, I want to be able to add all of my traveling visas to the app's folder so that I can keep them all in one place.

As a user, I want to be able to view the weather in each destination, so that I can pack the proper attire.

As a user, I want to be able receive suggestions on the number of pieces of clothes to bring on a trip based on its duration.

Persona Two



Ibrahim Fadel

Age: 38

Occupation: CEO of Tech Startup

Ibrahim is the CEO of a tech-start up called Woot-Woot. Ibrahim is constantly traveling for meetings and with his packed schedule and little work-life balance, he usually ends up throwing random items into a suitcase (which has ended up in him wearing mismatched items to meetings).

Pains, Problems, & Frustrations:

- Not having time to pack properly for trips
- Having to buy clothes on business trips (which is costly)
- Has forgotten passport in multiple countries

User needs:

- Auto-generated packing list
- Reminders for specific items on list
- Location specific reminders/notifications

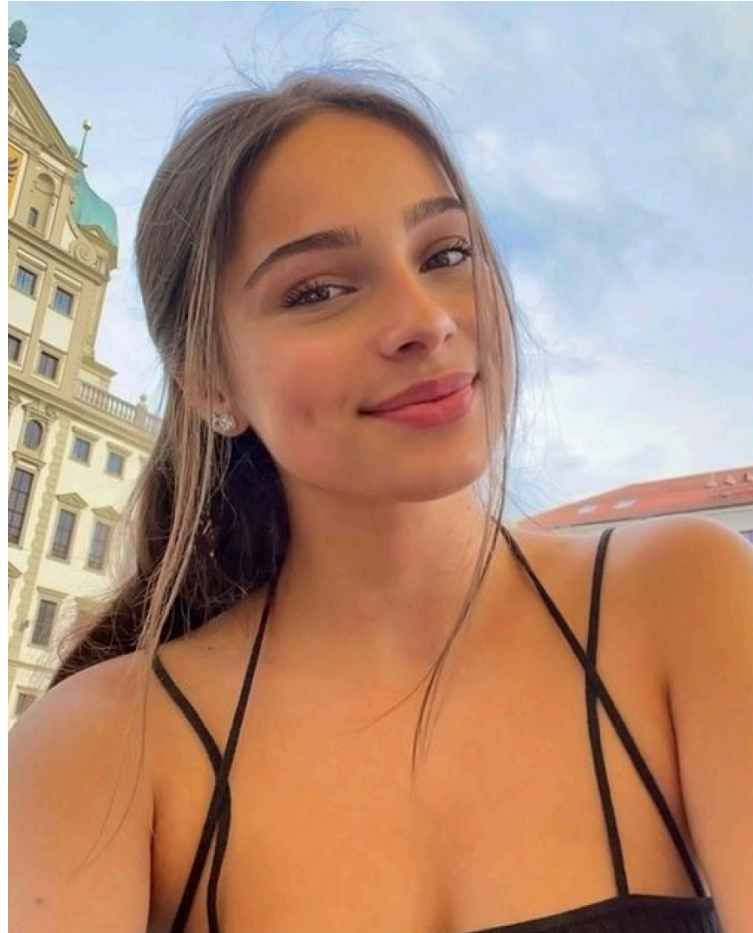
Agile User Stories:

As a user, I want to use an app that generates a packing list automatically, so I don't have to spend time making a list of my own.

As a user, I want to use an app that will remind me to pack my passport(specific item).

As a user, I want to be able to receive notifications to remind me to double check my luggage.

Persona Three



Molly Carter

Age: 20

Occupation: Student

Molly is a student at Georgia Tech. She will dorm on campus for the duration of her studies and wants to make sure she won't forget/leave anything on campus or forget to bring anything to campus on her trips. Molly hates packing and often doesn't know where to start.

Pains, Problems, & Frustrations:

- Forgetting essentials and being without them for months
- Packing enough items for a semester
- Not packing in time
- Doesn't know what items to start off the packing process with

User needs:

- Suggestions of what to pack first vs. last
- Time specific reminders
- College friendly packing list

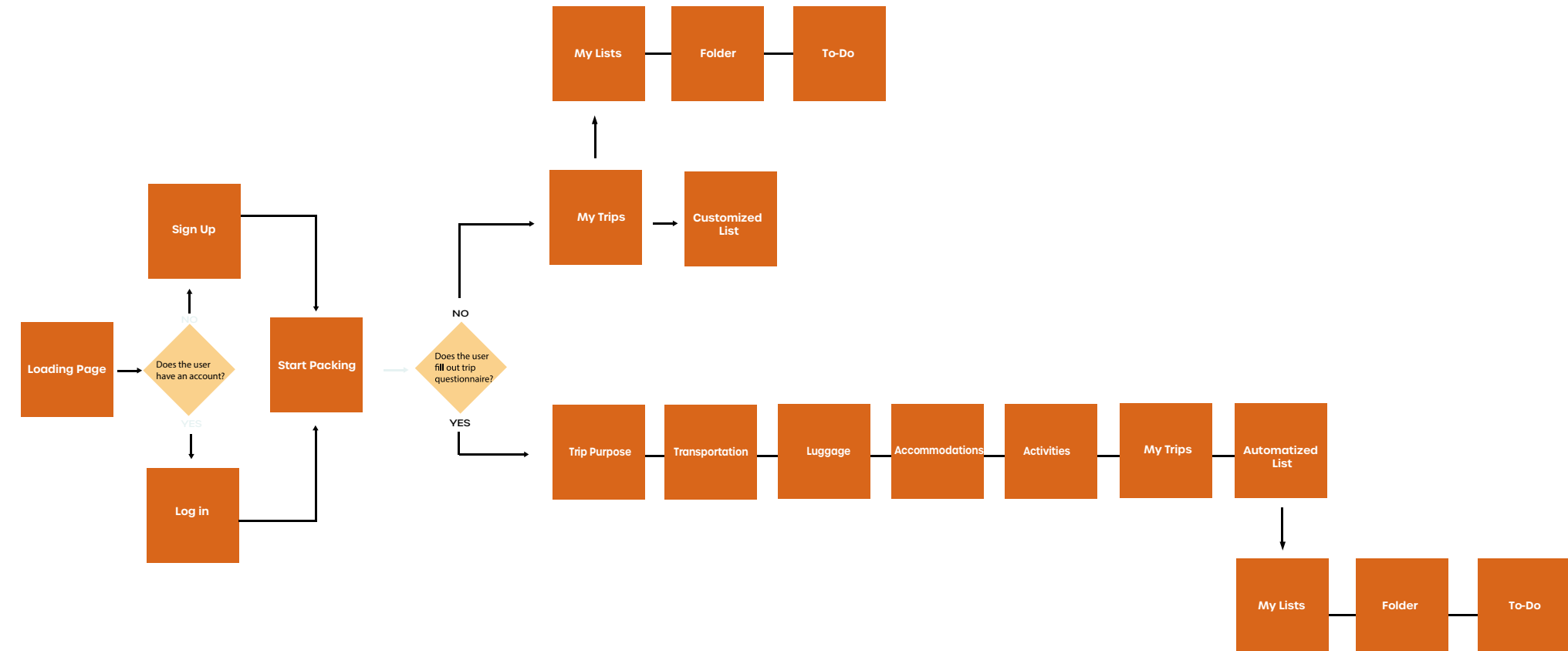
Agile User Stories:

As a user, I want to be told an order in which to should pack my items, so that I can have an idea of what to save for last.

As a user, I want to be able to set reminders way ahead of a trip so that I don't forget to start packing.

As a user, I want to be able to receive a suggested packing timeline, so that I can start and finish packing within a decent time frame.

User Flow



Style Reference

TYPOGRAPHY

Packr Travel Packing List

The Packr Travel Packing List app is designed to be user-friendly and easily navigable. The packing list is meant to be make packing less stressful, whether a user would like to use an auto-generated or fully customizable list.

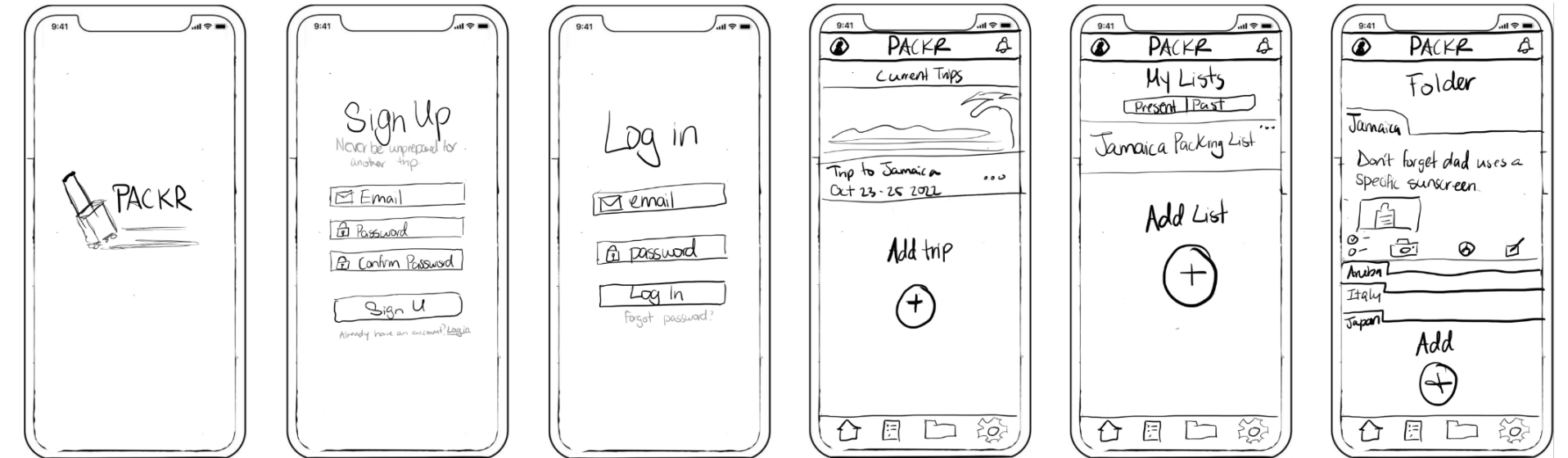
Urbane | Azo Sans

COLOR PALETTE

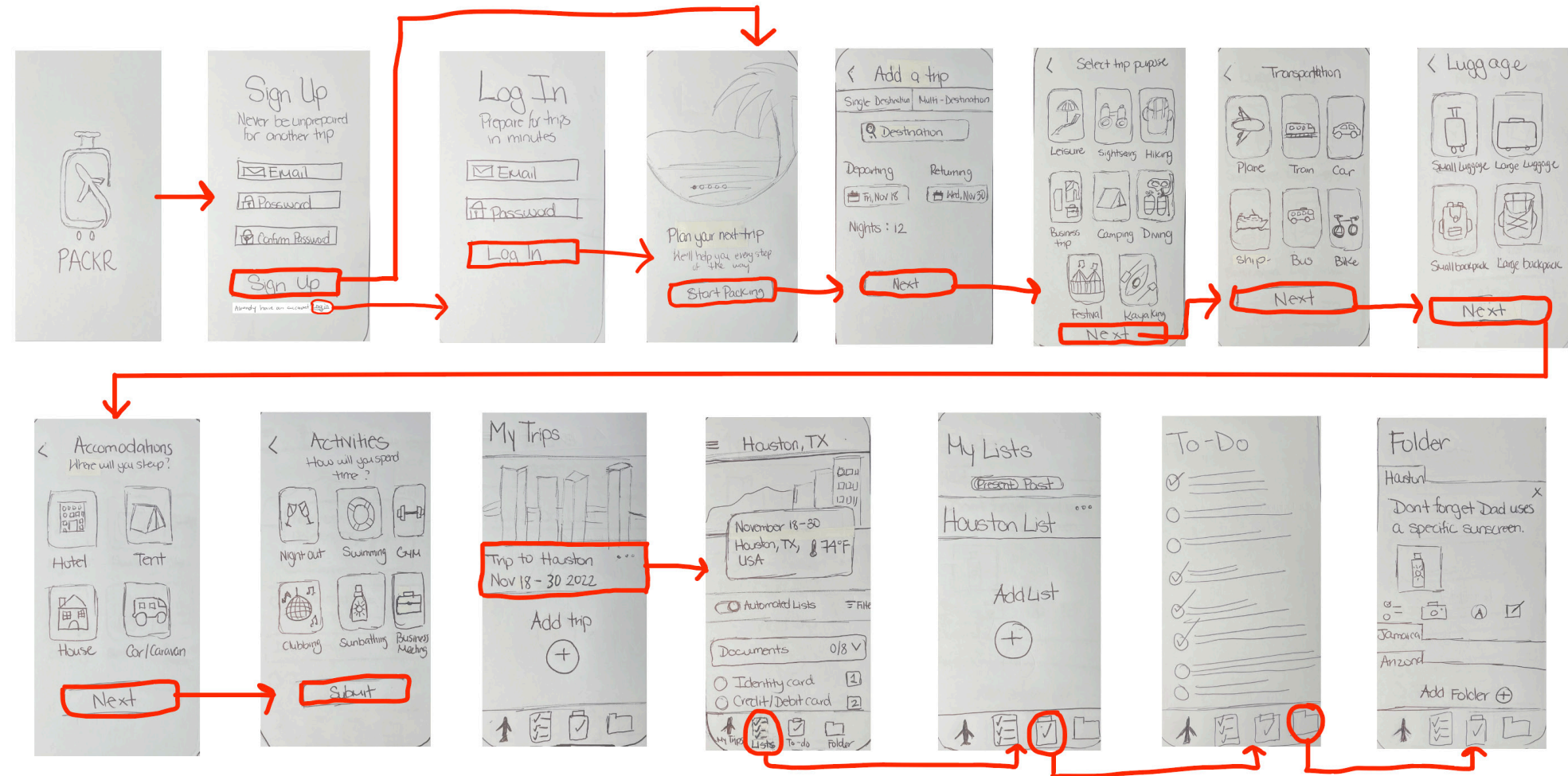


Design Comps

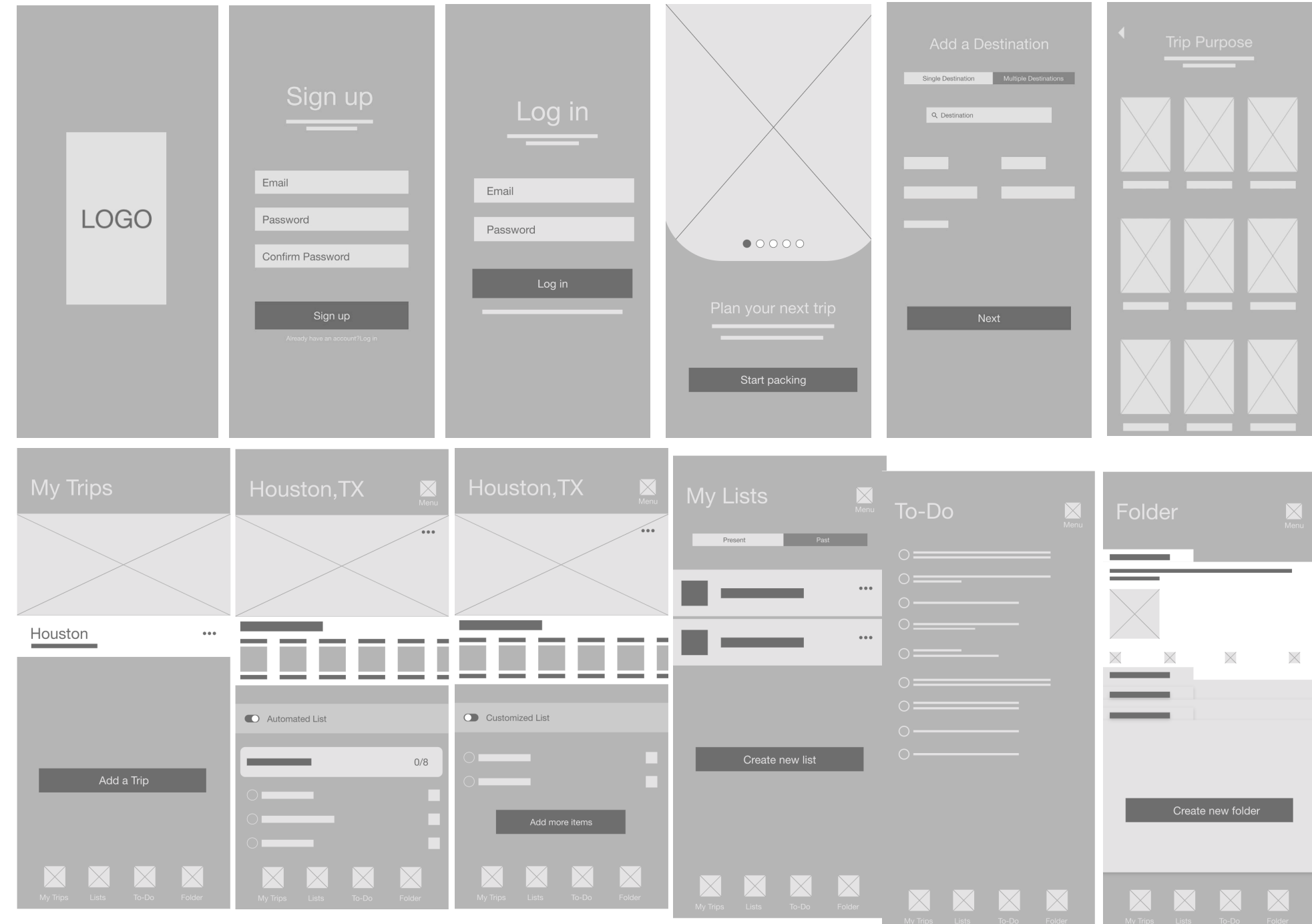
LOGO



Paper Prototypes



Lo-Fi Wireframes



Hi-Fi Wireframes

