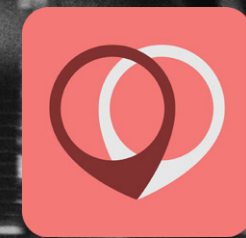


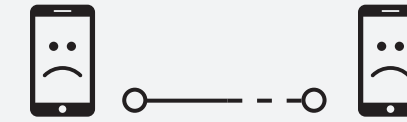
Do long-distance well.



“Airports see more sincere kisses than wedding halls.”

- ANONYMOUS

The Problem



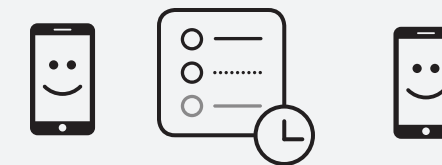
Enabled by modern communication technology, there are more people in Long Distance Relationships (LDRs) than ever before.

Apart from all the great benefits of being in a relationship, it is common for LDR couples to feel frustrated and helpless, especially when they don't have a plan to move closer together, and/or when they don't know when would be the next time to meet each other in person.

LDR couples often struggle with planning the logistics for their next trip(s) to meet each other. It is also difficult for LDR couples to collaborate on making life-changing plans to eventually close the distance gap.

Objectives For The Project

Youdefly User Goals



Synthesized research shows that it is really important for people in an LDR to meet with their partner as often as possible, it is also very important for LDR couples to co-create shared life experiences with their partner, which they can use as foundational bricks to build a strong relationship over time.

Youdefly aims to offer customized support to LDR couples to become better communicators, collaborate on planning for their next meet-up, share their feelings, and step-by-step, implement a plan to close the distance gap.

User Research

“If done right, LDR can be a nice challenge.”

- YOUDEFLY USER N.B.

GOALS

- + Understand the experience of being in an LDR
- + Understand why some LDR survive, some don't
- + Understand common goals couples try to achieve in an LDR
- + Identify problems associated with LDR that existing technology can solve

INTERVIEW QUESTIONS

- Tell me about your story.
- Tell me about a typical day in your life.
- How do you communicate with each other? How often do you do that?
- How often do you meet each other in person? Where do you meet each other? How do you meet each other (means of transportation)?
- What are some of the activities you do together when you are apart? What are some of the activities you do together when you are physically together?
- What do you think is important for an LDR to succeed?
- What are the advantages of an LDR, as compared to a normal relationship?

PARTICIPANTS

Five people participated in this study:

- Currently in a LDR OR was in a LDR in the past
- Aged 22-34 when starting the LDR
- Males and females
- 0-9 hours of time difference with their partner

SCHEDULE

Although in-person interviews will always be attempted, due to time and distance constraints, some of the first interviews will be conducted by video calls.

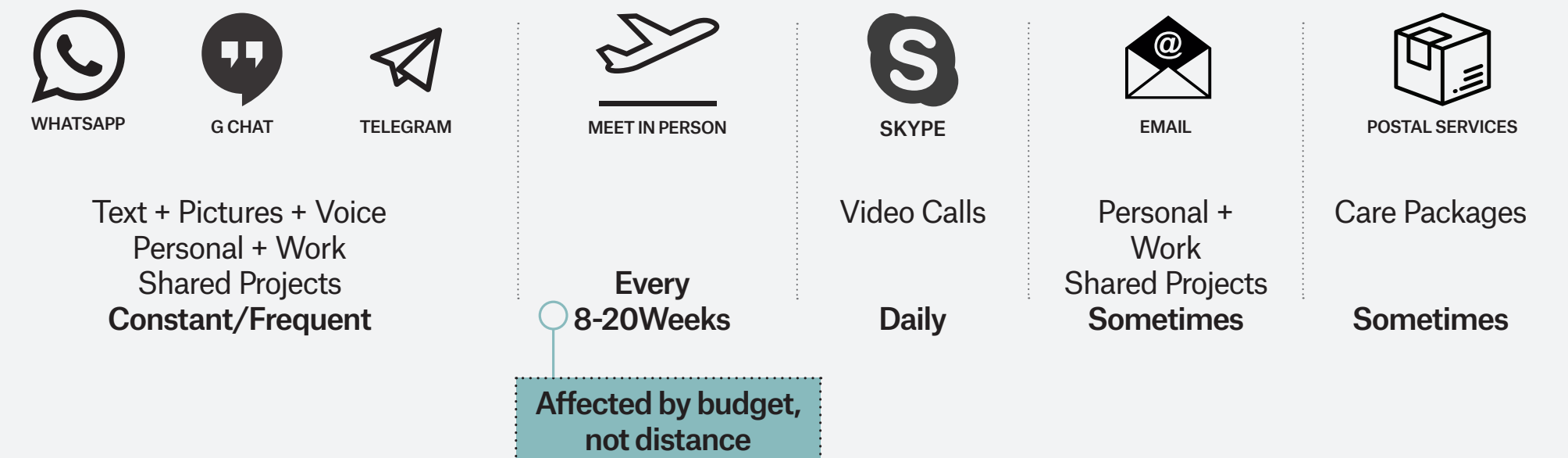
Research Findings

LDR couples are likely **very organized**.
LDR couples can develop **extremely strong bonds**.
They are **willing to move** as soon as there is an opportunity.
They tend to be very **worldly**:
Home City ≠ Home ≠ SO's Home ≠ SO's Home City

“It’s like a honeymoon every time you see each other”

—
- YOUDEFLY USER F.M.

HOW MOST LDR COUPLES CONNECT



*Constant: multiple times an hour
*Frequent: a few times a day
*Daily: 1-2 times a day
*Sometimes: a few times a week

WHAT IS IMPORTANT

- Clear communications
- Sympathy/EI
- Always having a plan for the next trip
- Having an end date for LDR
- Seeing & living SO's life
- Shared goal and/or project(s)

What's Out There

	DESIGNED FOR SHARED EXPERIENCES	TRAVEL INDUSTRY	EXCLUSIVELY FOR 2	CREATING AN ACCOUNT IS NECESSARY	SUPPORTS CHAT AS A MAIN FEATURE	SHARED TO-DOS/ CALENDAR/ PROJECT MANAGEMENT	ALLOWS USERS TO PLUG INTO EXISTING TECHNOLOGY	IT'S SPECIAL: "YOU DO IT FOR LOVE"
YOUDEFLY	YES	YES	YES	NOT YET	NOT YET	NOT YET	NOT YET	YES
Couple	YES	NO	YES	YES	YES	YES	NO	YES
Avocado	YES	NO	YES	YES	YES	YES	NO	YES
Kayak/ Skyscanner	NO	YES	NO	NO	NO	NO	NO	NO
Google Flights/ Hopper	NO	YES	NO	Kinda	NO	NO	NO	NO
Rome2Rio	NO	YES	NO	NO	NO	NO	NO	NO
Waze	YES	Kinda	NO	YES	NO	Kinda	NO	NO
JetBlue-True Blue	YES	YES	NO	YES	NO	YES	NO	NO
Splitwise	YES	NO	NO	YES	NO	NO	NO	NO
Fitbit	YES	NO	NO	YES	NO	YES	NO	NO
Google Drive/ Smartsheet	YES	NO	NO	YES	NO	YES	Kinda (Other Google Apps)	NO
Matter	YES	NO	NO	YES	Kinda	NO	NO	Kinda



Adrian

28 years old
Research Scientist
Dresden, Germany



Marta

Adrian's SO

27 years old
Postdoctoral Researcher
New York, NY

Personas Adrian & Marta

Adrian & Marta's Story








6 hours of time difference, 4030 miles, 10 months and counting

"Deciding to start an LDR was a point of realization for us, we had to decide that we wanted to be serious relatively early in our relationship."

Adrian and Marta met through work when they worked at the same research institute in Dresden, Germany. They started the LDR when Marta's lab moved to New York. Before starting the LDR, it was reassuring for them to know ahead of time that Marta would return to Germany every 2-3 months for her research.

They appreciate living independent lives, enjoy using multiple channels of communication, and consider it okay to give delayed responses. They plan to move to the same city at the next phase in their research career.

How Adrian and Marta Connect

						
WHATSAPP	SKYPE	DROPBOX	SHARED CALENDAR	EMAIL	SPORTS TRACKER	MEET IN PERSON
Text + Pictures Personal + Work Shared Projects Frequent	Video Calls Daily	Shared Projects Sometimes	Personal + Work Shared Projects Sometimes	Personal + Work Shared Projects Sometimes	Shared Sports Data (Hobby) Sometimes	Every 8-12 Weeks

Needs

- Clear communications
- Sympathy/EI
- Talking about the future
- Creativity

What Is Success

- Having an end date for LDR
- Always having a plan for the next in person meet-up
- Being independent
- Being strong and organized
- New hobbies and new friends



Abir

33 years old
Art Director
San Francisco, CA



Claudia

Abir's SO

31 years old
Store Manager
Bologna, Italy

Abir & Claudia's Story

9 hours of time difference, 6069 miles, 22 months and counting

"Every time you see each other it's like a honeymoon."

Abir and Claudia met at a photoshoot when they both lived Rome, Italy. Soon after they met, they moved to different cities to pursue different career opportunities. They enjoy constant communication and sharing everything - making frequent video calls during their commute and multiple "coffee breaks" at work.

Despite the 9-hour time difference and the great distance, they fly to meet each other every 2 months. They constantly try to apply for new jobs in the same pool of cities, and are always ready to move as soon as they have an opportunity.

Personas Abir & Claudia

How Abir and Claudia Connect



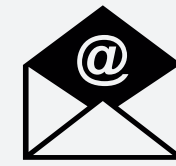
TELEGRAM

Text + Pictures
Personal + Work
Voice Messages
Constant



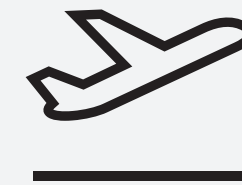
SKYPE

Video Calls
Frequent



EMAIL

Personal + Work
Shared Projects
Sometimes



MEET IN PERSON

Every
8 Weeks

Needs

- Constant communications
- Lower travel cost
- Sympathy/EI
- Support from friends in LDR
- Better efficiency in sharing life details

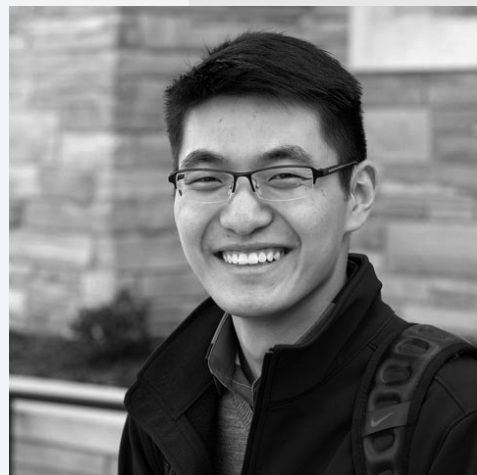
What Is Success

- Having an end date for LDR
- Always having a plan for the next in person meet-up
- No unspoken things
- Strong emotional bond



Mei

22 years old
Graduate Student
Chicago, IL



Siyu *Mei's SO*

22 years old
Graduate Student
Austin, TX

Mei & Siyu's Story

0 hours of time difference, 981 miles, 3 months and counting

"In order to build trust, we need to always be available for each other."

Mei and Siyu met in their junior year through mutual friends, they stayed as friends for a year before they starting dating. After graduating from college, Mei and Siyu moved to different cities for graduate school. Because there is no time difference, Mei and Siyu enjoy routine calls before and after every school day, and

on the weekend, they often leave the video call in the background while doing chores.

Because they don't have a handsome budget for traveling, they only meet each other on school breaks. Their plan is to find jobs in the same city upon completing their studies.

Personas Mei & Siyu

How Mei and Siyu Connect



G CHAT

Text + Pictures
Personal + Work

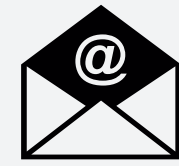
Constant



SKYPE

Video Calls

Frequent



EMAIL

Personal

Sometimes



POSTAL SERVICES

Care Packages

Sometimes



MEET IN PERSON

Every
16-20 Weeks

Needs

- Accessibility
- Understanding each other's circumstances
- Trust

What Is Success

- Having an end date for LDR
- Being independent and organized

Prioritizing Features



Pain Points Addressed

- Clear communications
- Sympathy/EI
- Having an end date for LDR
- Always having a plan for the next trip
- Seeing & living SO's life
- Shared goal and/or project(s)

MUST

NEXT TRIP - FLIGHTS

→ NOW

USER DATABASE

→ NOW

PREVIOUS TRIP - ARCHIVE

→ NOW

COUNT DOWN

→ NEXT

COLLABORATIVE PLANNING

→ NEXT

ALERT: NEXT STEP

→ NEXT

SHOULD

NEXT TRIP - STAYING

→ NEXT

CLOSE-THE-DISTANCE-GAP PLANNING

→ LATER

COULD

NEXT TRIP - ACTIVITIES

→ LATER

ANONYMOUS COMMUNITY

→ LATER

"WHAT'S UP IN..." NEWS

→ LATER

SHARED CALENDAR

→ LATER

WON'T

CHAT

→ MAYBE NEVER

VIDEO CALL

→ MAYBE NEVER

FILE SHARING

→ MAYBE NEVER

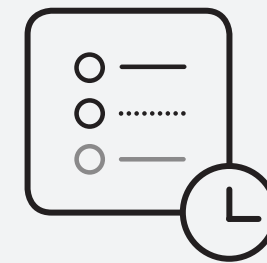
The MVP

A responsible website that helps LDR couples book flights from different departure cities and store all their shared trip experiences

The Difference



An original algorithm that suggests destinations for people departing from different cities



A tool that guides LDR couples through the trip planning process step by step



A unique place for two people to collaborate on and review some of their best memories

Card Sort Insights

An on-line, hybrid card sort study containing 19 cards and 6 provided categories was conducted.

Over the period of 1 week, a total of 7 people (5 females and 2 males) who self-identified as Youdefly's target audience participated in the study. All participants were physically located in the United States and were in an LDR either currently or previously.

The median time spent sorting cards was 6.38 minutes. Out of the 7 participants, 6 participants sorted all cards into categories provided, only one created new categories. However, after careful review of the data, the participant who created new categories didn't seem to fully understand the features of Youdefly. The result of this participant was therefore excluded from the analysis.

	Emails	Global navigation	I don't find this us...	Next trip	Our story	Settings
Daily news in his/her city		1	4	1	1	
List of common destinations		3		1	1	1
Login/Account Settings						7
Manage price alerts	1	2				3
Map		5		2		
Next step in trip planning			1	5		
Our profile		1			4	2
Photo albums sorted by cities					6	
Reminder Email/activity notification	5					1
Shared calendar				2	4	
Shared list: things we have in com...					6	1
To-do list for long-term planning		1	1		3	1
To-do list for upcoming trip planning				6		
Travel history		1			6	
Upcoming trip - checklist of activiti...				6		
Upcoming trip - Flight detail	2	1		3		
Upcoming trip - Place to stay detail	3			3		1
Upcoming trip count-down		3	1	3		
Wishlist of meet-up cities		2		1	3	1

Participants seem to be **confused** when presented with **too many features**.

-> Need to come up with **simpler concepts for information organization**, re-think categories to make information and actions intuitive and easy to understand.

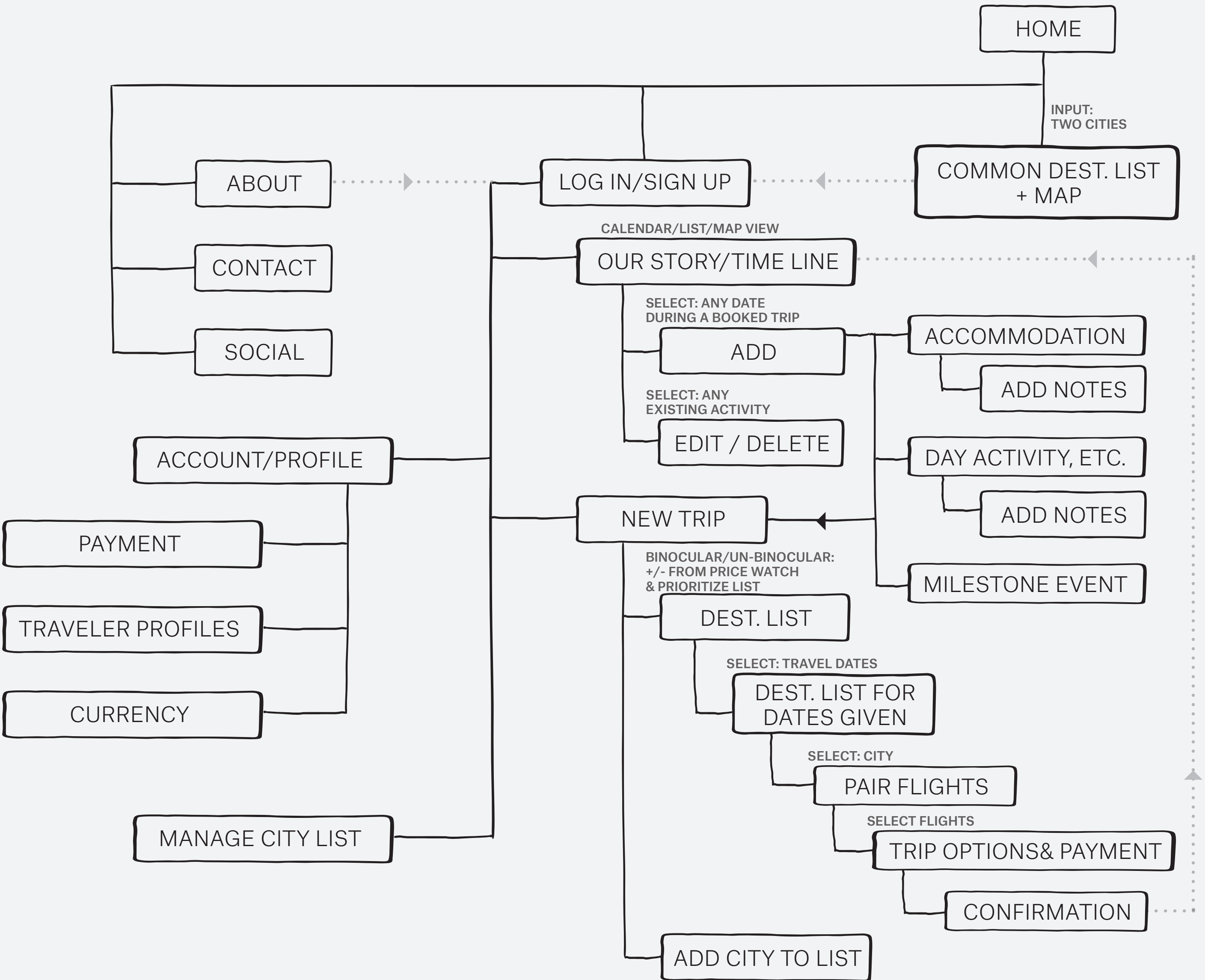
Consider replacing "wish-list cities" with "price watch cities".

Consider **collapsing all** "upcoming trip"/"next trip/previous trip" items, "our profile", "Map", "Travel History", "Shared List" **into one** "Our Story" page (possibly calendar with chronological log, chronological list view, and/or map view).

Consider **removing** "Long-term Planning" and "Daily News" feature.

The Site Map

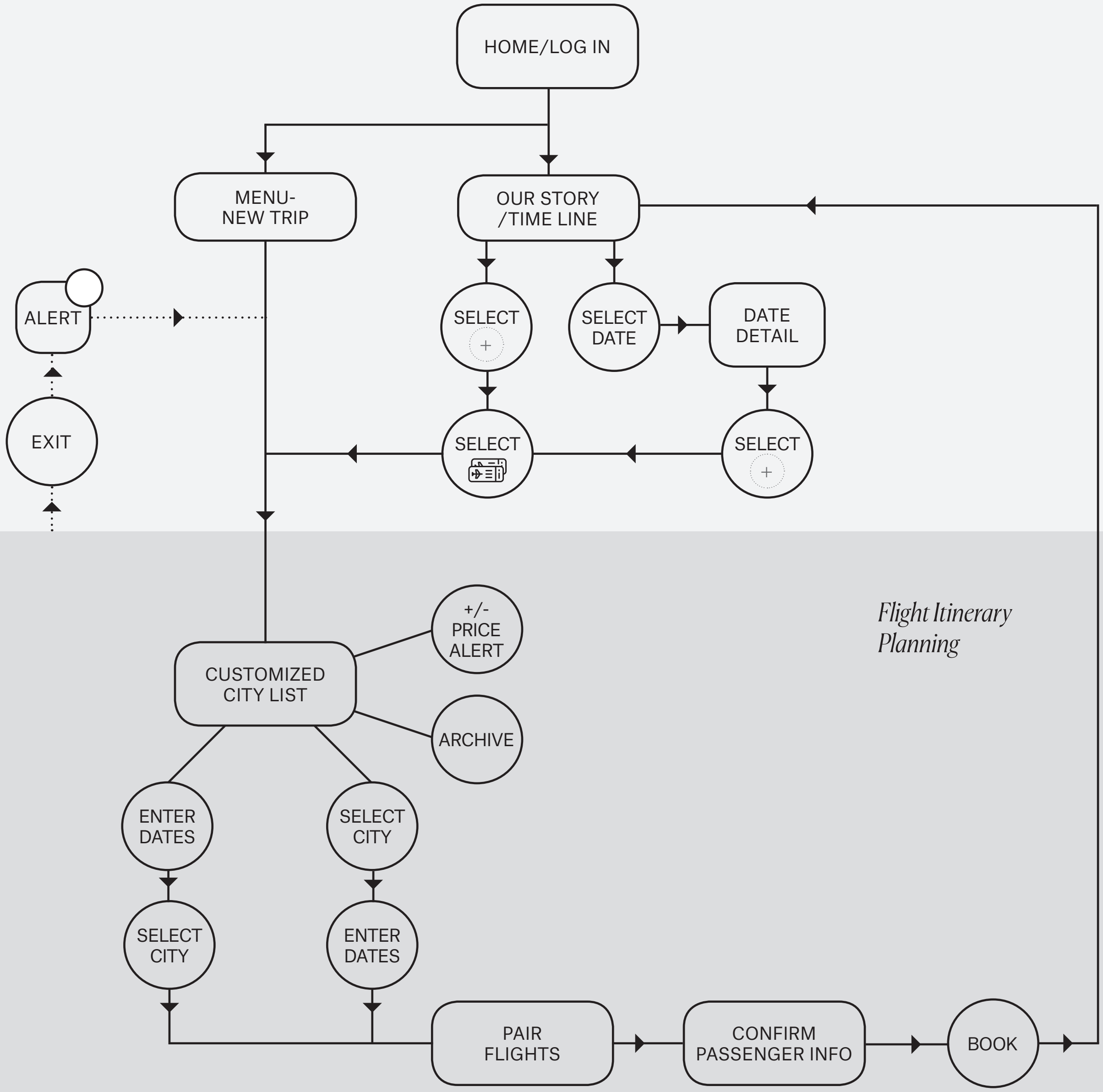
After 843 Revisions



Key User Flow



Abir's User Flow II:
*Planning a new Trip
Frequent*

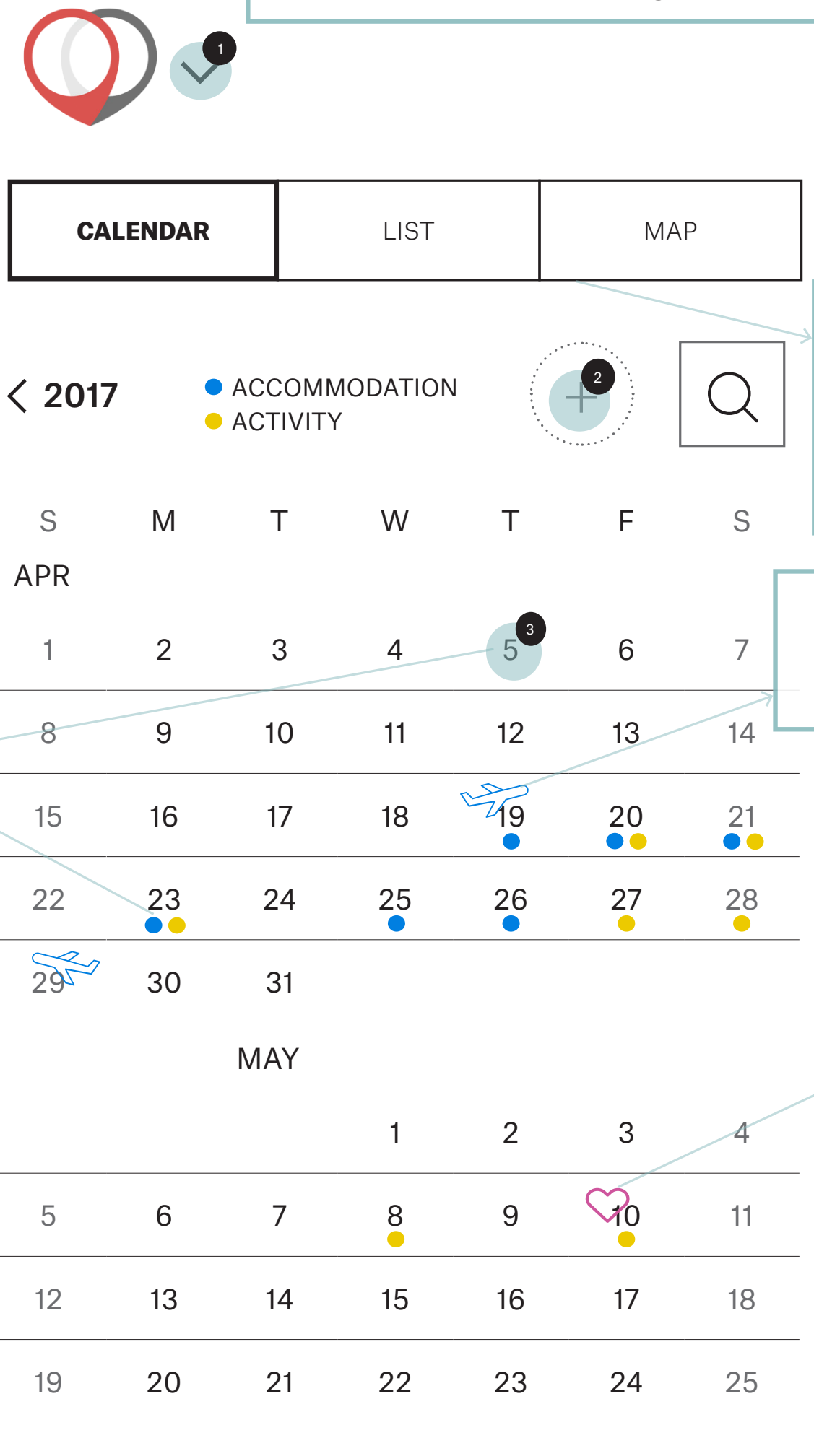


*Flight Itinerary
Planning*

Annotated Key Screens

There are 3 ways to create a new trip:

- Through the menu ¹
- Through the "add" button ²
- Through clicking on any date, and the "add" button within the "Date Detail" Page ³



Different views of "Our Story":
 Calendar(default)
 List (Chronological)
 Map (Geo locations)

Booked flight itinerary

A milestone event (Anniversary, birthday, etc.)

User may click any date to enter "Date Detail" page, to view or add flights

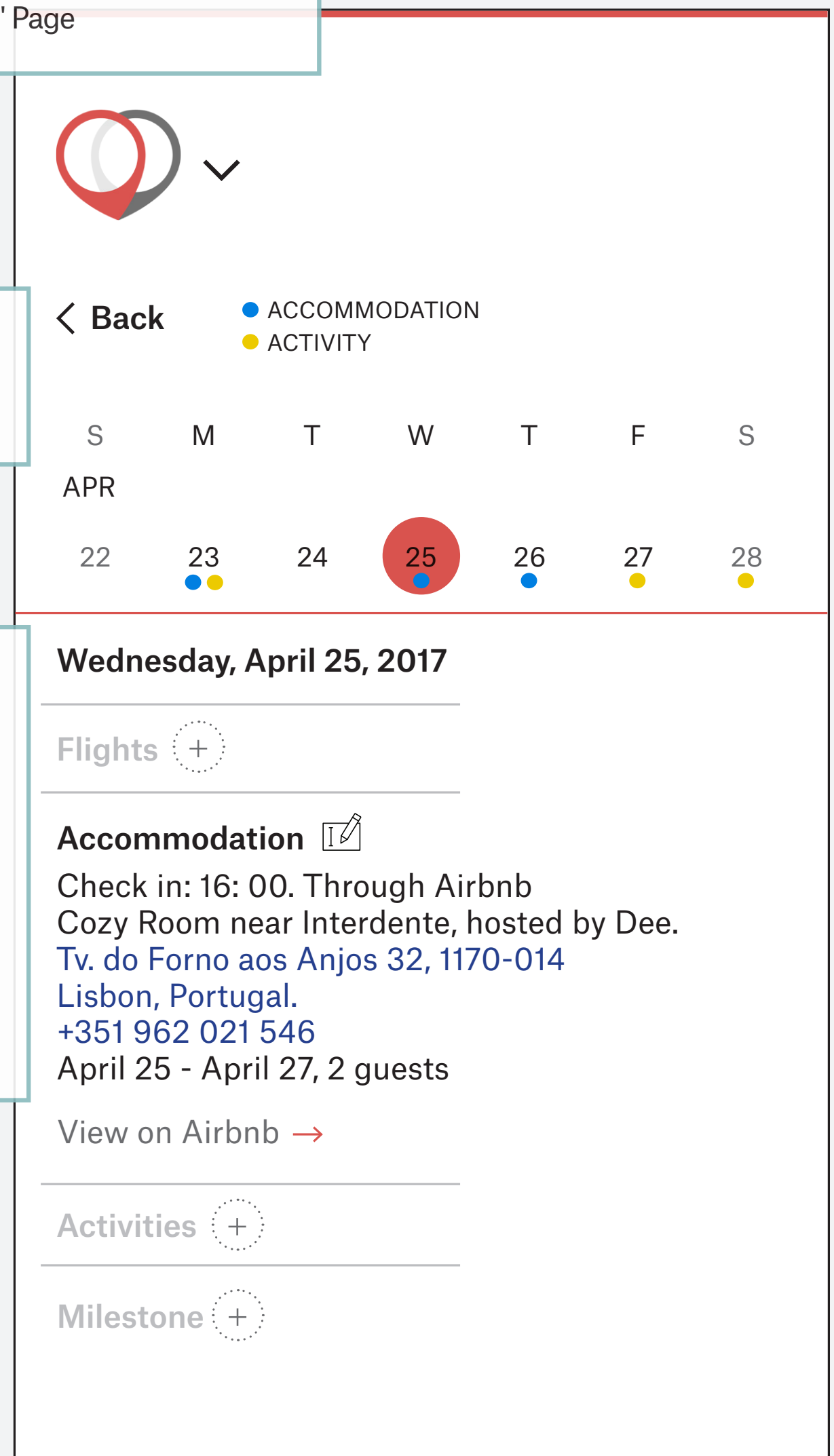
- view, add, edit, and delete notes for accommodation and activities.

User clicks on April 25 to enter "Date Detail" Page

Calendar collapses with fewer action items

Date Detail shows option to book new flights

- accommodation details, imported from Airbnb, with direct link to airbnb
- option to edit accommodation details
- option to add activities



Wednesday, April 25, 2017

Flights +

Accommodation

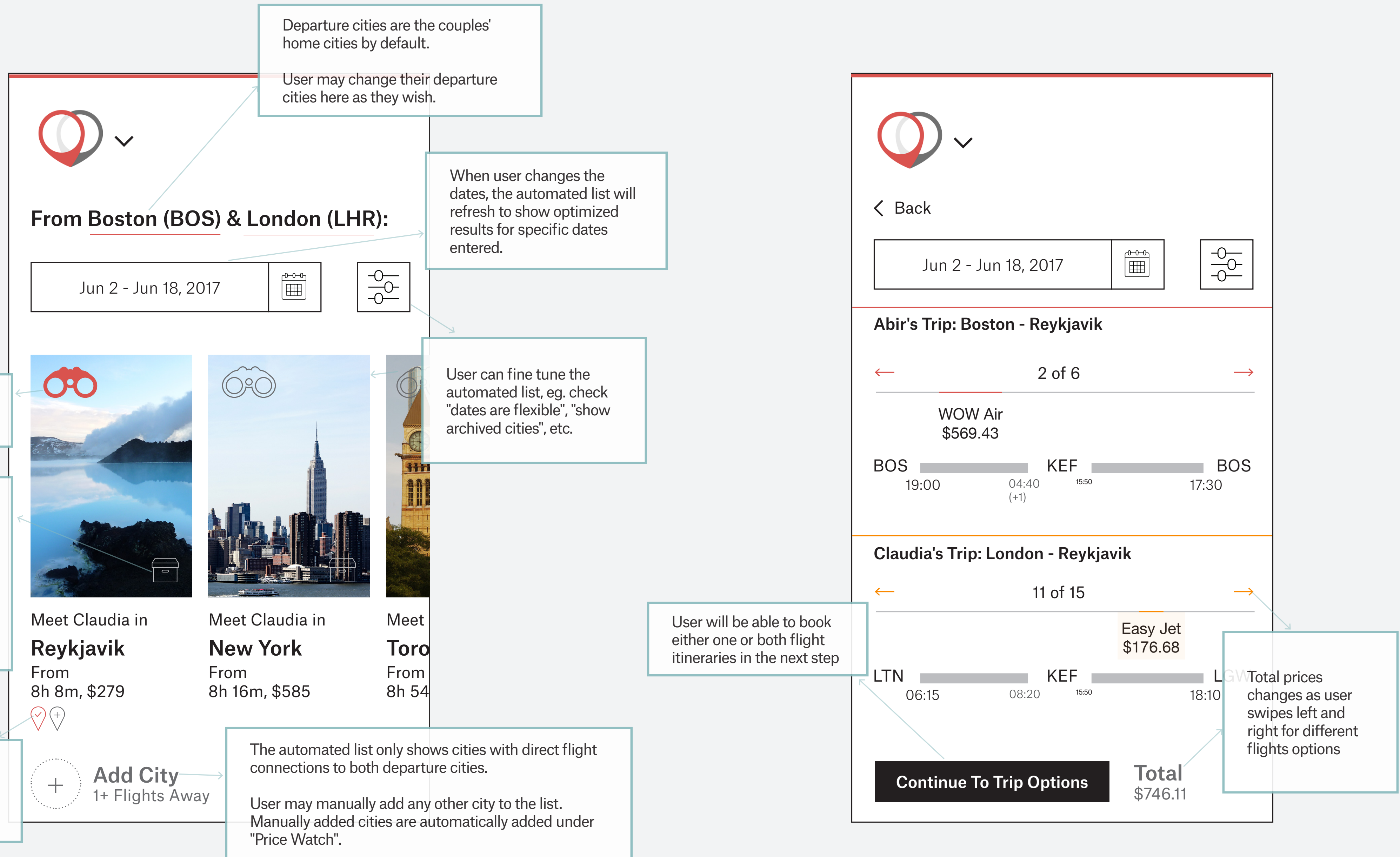
Check in: 16: 00. Through Airbnb Cozy Room near Interdente, hosted by Dee. [Tv. do Forno aos Anjos 32, 1170-014 Lisbon, Portugal.](#) +351 962 021 546 April 25 - April 27, 2 guests

[View on Airbnb](#) →

Activities +

Milestone +

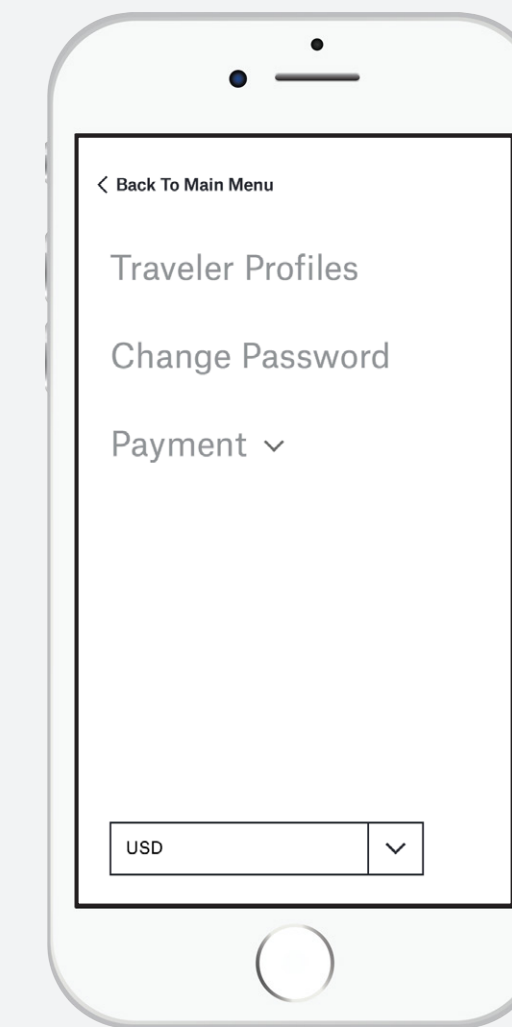
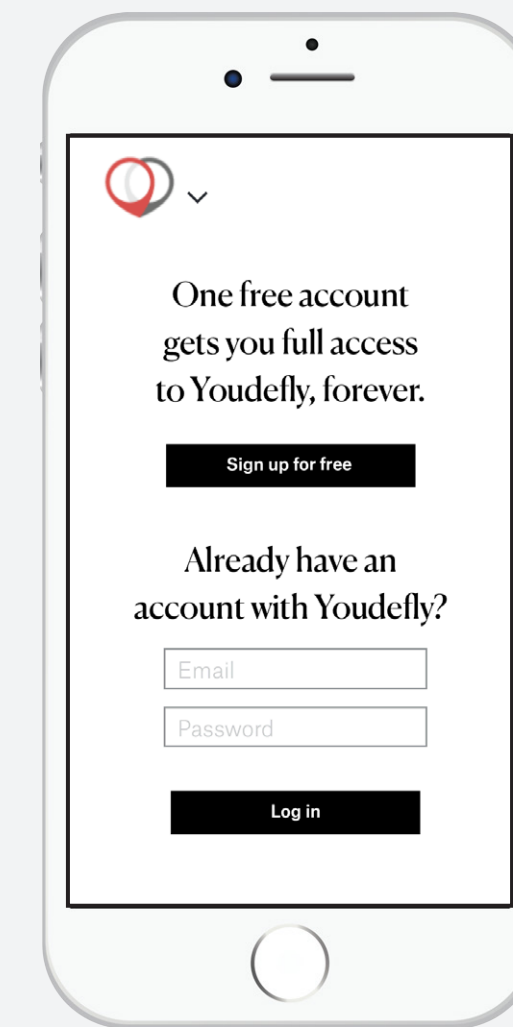
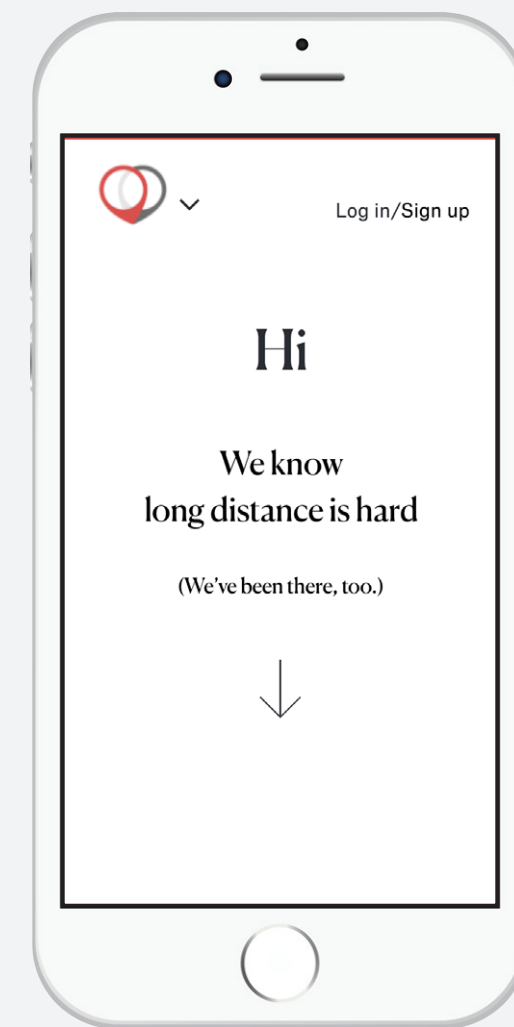
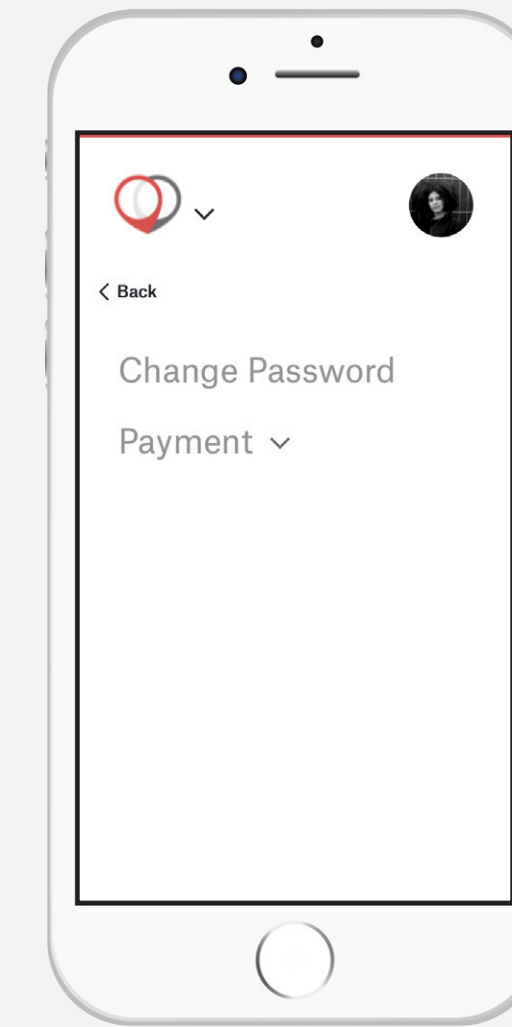
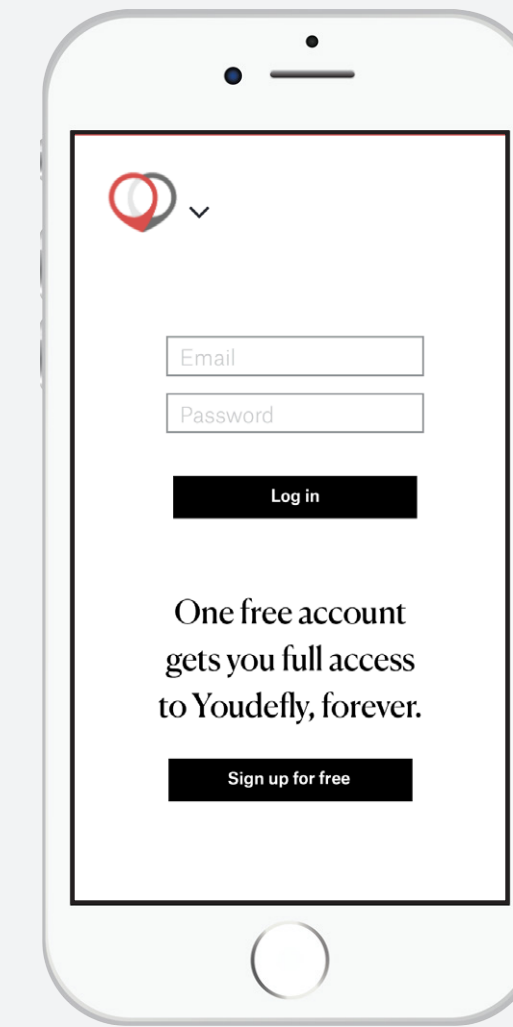
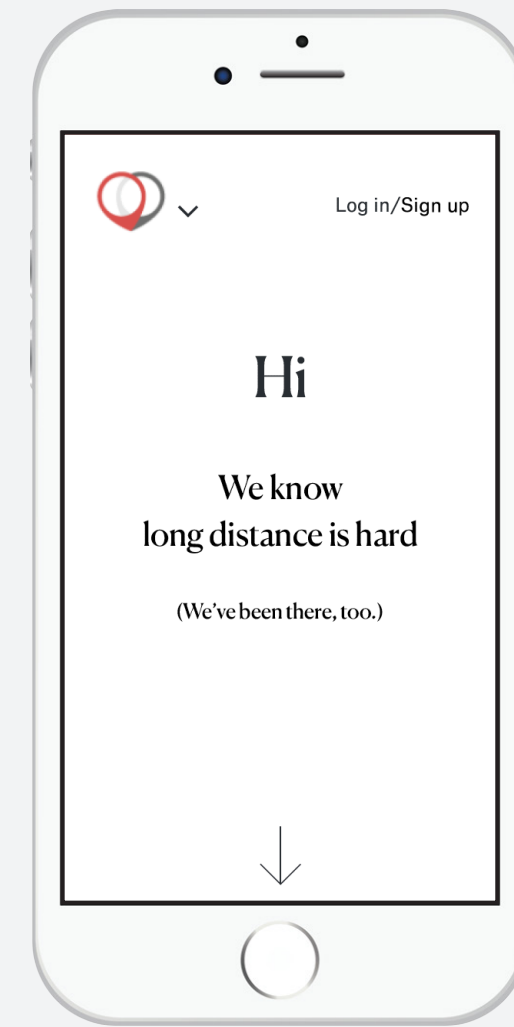
Annotated Key Screens



Usability Test Findings

Prototype Used for Usability Testing

Revised Prototype



Usability Test Findings

Prototype Used for Usability Testing

Revised Prototype



< 2017 ACCOMMODATION ACTIVITY

S	M	T	W	T	F	S
APR						
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Meet Claudia in **Reykjavik**
From 8h 8m, \$279

Meet Claudia in **New York**
From 8h 16m, \$585

Payment

VISA XXXXXXXXXXXX9830

Confirm Booking

Confirmed
REF# EF8D73

You will meet Claudia in Reykjavik at 08:20 on 06/03/2017, in

22 days

Your trip itineraries have been emailed to you and Claudia.

See Trip On Our Timeline

Add Activity



< 2017 ACCOMMODATION ACTIVITY

S	M	T	W	T	F	S
APR						
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Meet Claudia in **Reykjavik**
Direct Flights From 8h 8m, \$579 Total

Meet Claudia in **New York**
Direct Flights From 8h 16m, \$585 Total

Payment

VISA XXXXXXXXXXXX9830

Split Payment

Confirm Booking

Confirmed
REF# EF8D73

You will meet Claudia in Reykjavik at 08:20 on 06/03/2017, in

22 days

Your trip itineraries have been emailed to you and Claudia.

See Trip On Our Timeline

Add Activity

Click Here

For Youdefly's Prototype

(Mobile viewport for responsive design)

Thank You