



Josh
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ASSIGNMENT MODULE 2

Posh Travel site
mapping and user flow
Creation

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Summary of Findings



Kayak.com Site Mapping

I identified three major insights from the site mapping of Kayak's website:

- **Search Engine Integration:** Many of Kayak's initial menu items redirect users to their search engine. This powerful tool can be refined for a more user-centric browsing experience while incorporating related suggested items to enhance search results.
- **Browsing Without Barriers:** Users can browse and plan an entire trip before signing in. This feature allows them to explore itineraries and costs without the obstacle of creating an account. By fostering curiosity without commitment, Kayak exposes users to available hotels, travel tickets, and excursions they might not have otherwise considered.
- **Pre-Trip Information:** A key focus of Kayak's site mapping is pre-trip information. Through blog posts, travel tips, and past traveler experiences, Kayak not only provides valuable insights but also encourages users to return to the site. By intentionally guiding users toward their specific search preferences, removing unnecessary login requirements, and preparing them for their trips, Kayak has thoughtfully designed its information architecture with the entire user experience in mind.

You can view the site mapping of Kayak.com on the next page or explore it in more detail in the provided link.

FigJam Link: <https://www.figma.com/board/8O9EQAgRkSNpsl0wRhDpTm/KAYAK-IA-Website?node-id=308-1628&t=1IPQeVam0oanVz8w-1>

Kayak.com Site Map



Posh Travel

After completing a competitor analysis of Kayak, TripAdvisor, and Booking.com, we identified key pain points and human-centric design elements within their information architecture that ensured enjoyable navigation and low-risk browsing. Based on these findings, we incorporated a “Continue as Guest” feature, allowing users to complete bookings without creating an account thus eliminating potential friction in the process.

To encourage return-ability after booking, I introduced a premium community board where users can read blogs about future destinations, explore travel guides for upcoming trips, and connect with approved Posh travel agents.

To validate the information architecture, I conducted a closed card-sorting activity through Maze.co with a diverse group of users, including a stay-at-home mom, an avid traveler, and a travel agent. The feedback from this testing not only confirmed the effectiveness of the main menu navigation but also highlighted confusion around the “Community” and “Posh Unlimited” sections, as well as the “Experience” category. Based on these insights, I consolidated “Community” and “Posh Unlimited” into a single item labeled “Posh Travel Guides” and rebranded “Experience” as “Activities” to enhance clarity and usability.

Moving forward, I am confident that any remaining pain points will be addressed through strategic iconography and ongoing usability testing during the prototyping phase.

You can view the Card Sorting research and result through the links provided.

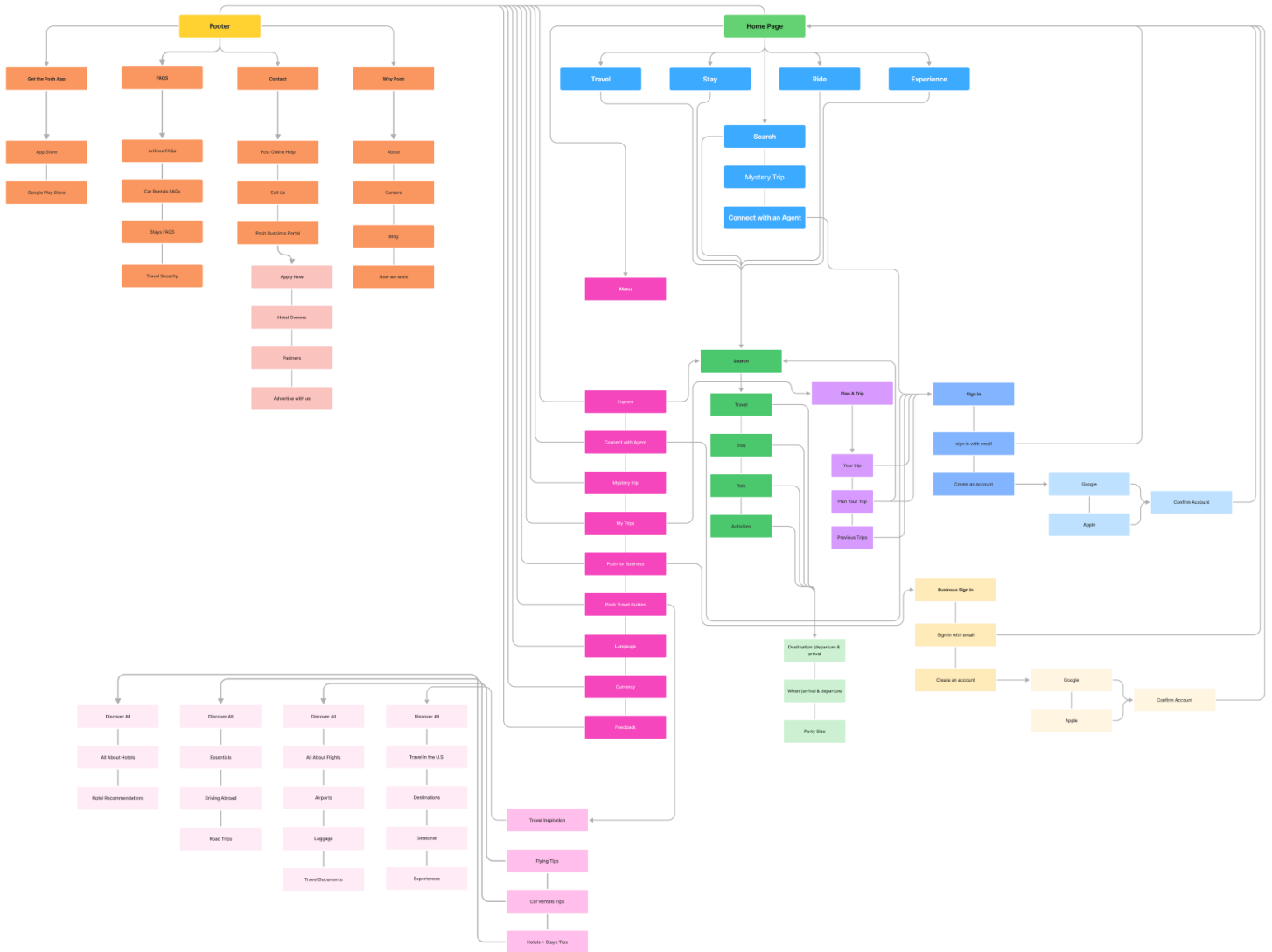
Card Sorting Activity: <https://t.maze.co/355208188>

Card Sorting Report: <https://app.maze.co/report/Posh-Travel-IA-Card-Sorting/40ohf47m84y9neu/intro>

You can view the mobile site mapping of Posh Travel on the next page or access it in more detail through the provided link.

FigJam Link: <https://www.figma.com/board/8O9EQAgRkSNpsl0wRhDpTm/KAYAK-IA-Website?node-id=308-1628&t=1lPQeVam0oanVz8w-1>

Mobile Site Map of Posh Travel



Posh Travel User Flow

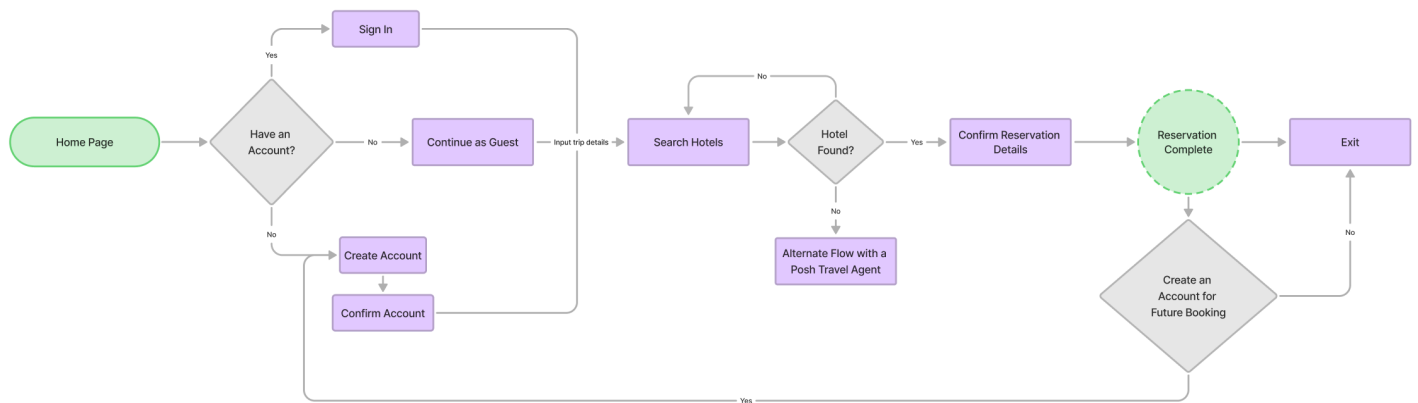
Posh Travel User Flow Reflection

I believe the user flow effectively captures a seamless, risk-free reservation process on the mobile site, allowing users to book as a guest while also providing the option to log in at the start. Additionally, I included the option to create an account after completing a reservation, enabling a more personalized browsing experience in the future and building on the enjoyment and success of their experience with our site.

You can view the user flow on the next page or explore it in more detail using the provided link.

FigJam Link: <https://www.figma.com/board/8O9EQAgRkSNpsl0wRhDpTm/KAYAK-IA-Website?node-id=308-1628&t=1IPQeVam0oanVz8w-1>

Posh Travel User Flow



Conclusion

After completing a competitor analysis and identifying key insights I proceeded with site mapping to refine the overall website experience. Based on these findings, I moved forward with the creation of the Posh Travel mobile site, intentionally incorporating insights from both the competitor analysis and Kayak.com's site mapping to enhance our user experience.

I continued prioritizing user needs by developing a detailed user flow that outlines the hotel booking process from start to finish on our mobile site. This approach ensures a seamless and intuitive experience, whether users book as guests or account holders, while also integrating travel agent assistance when needed.

By adhering to human-centered design principles, I am confident that Posh Travel will provide users with an enjoyable and successful interaction every time they engage with the platform.

Below are links to all FigJam files, card sorting activities, and results.

FigJam Link: <https://www.figma.com/board/8O9EQAgRkSNpsl0wRhDpTm/KAYAK-IA-Website?node-id=308-1628&t=1IPQeVam0oanVz8w-1>

Card Sorting Activity: <https://t.maze.co/355208188>

Card Sorting Results: <https://app.maze.co/report/Posh-Travel-IA-Card-Sorting/40ohf47m84y9neu/intro>