

DEEP DIVE: Tripping Rebrand + Search Feature

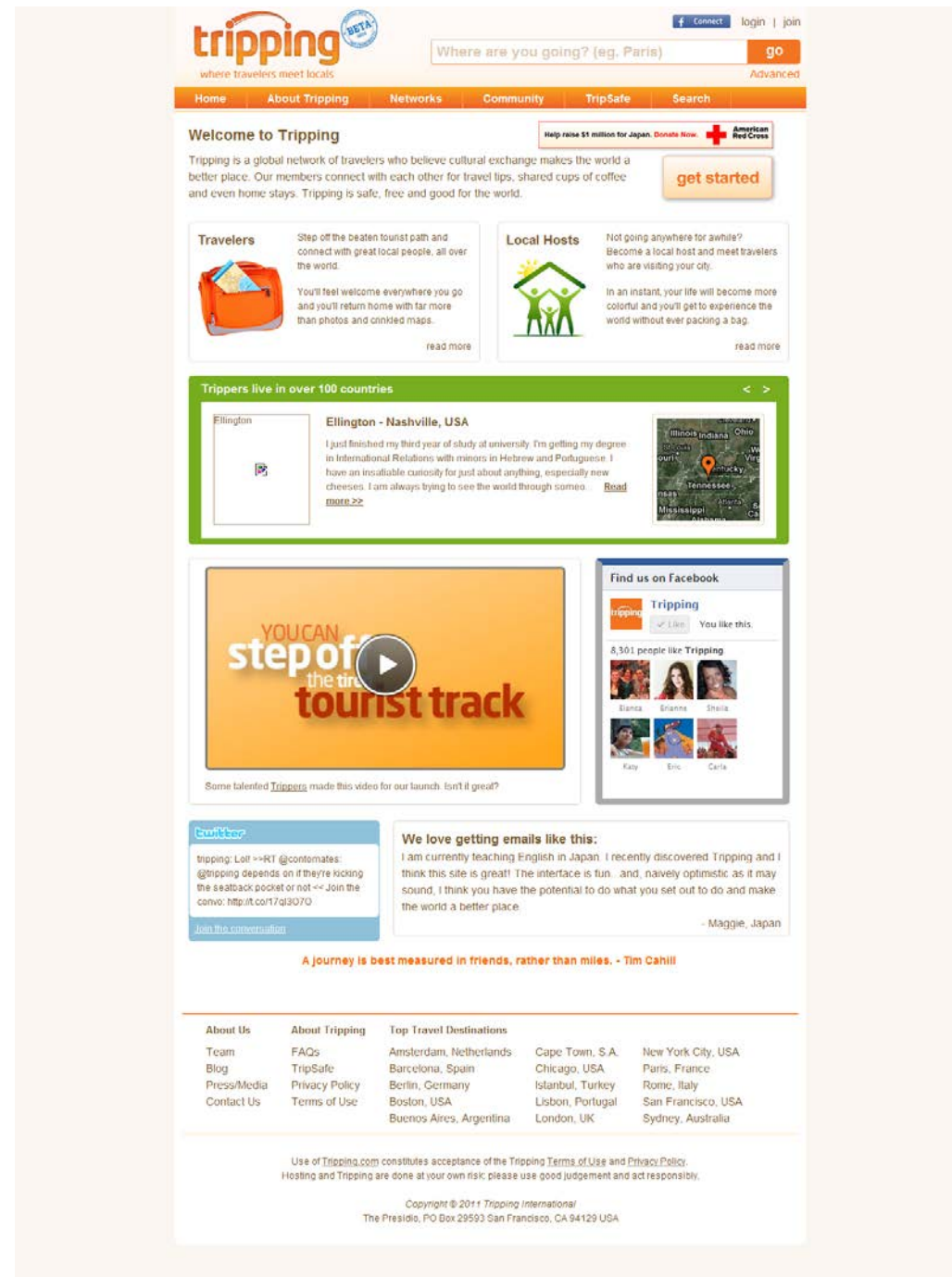
PROJECT GOALS

- **Pivot** from a community-based “share a couch” site to an aggregation site for homestay listing
- Define **Brand Identity** (personas & target audience, brand language, colors)
- Develop a first source of **revenue** through homestay listing & search
- Help with organic traffic **growth** through SEO optimization
- Understand and define what the Search feature should entail
- Implement quickly (this project was completed in under 6 months with a team of 2)

MY CONTRIBUTION

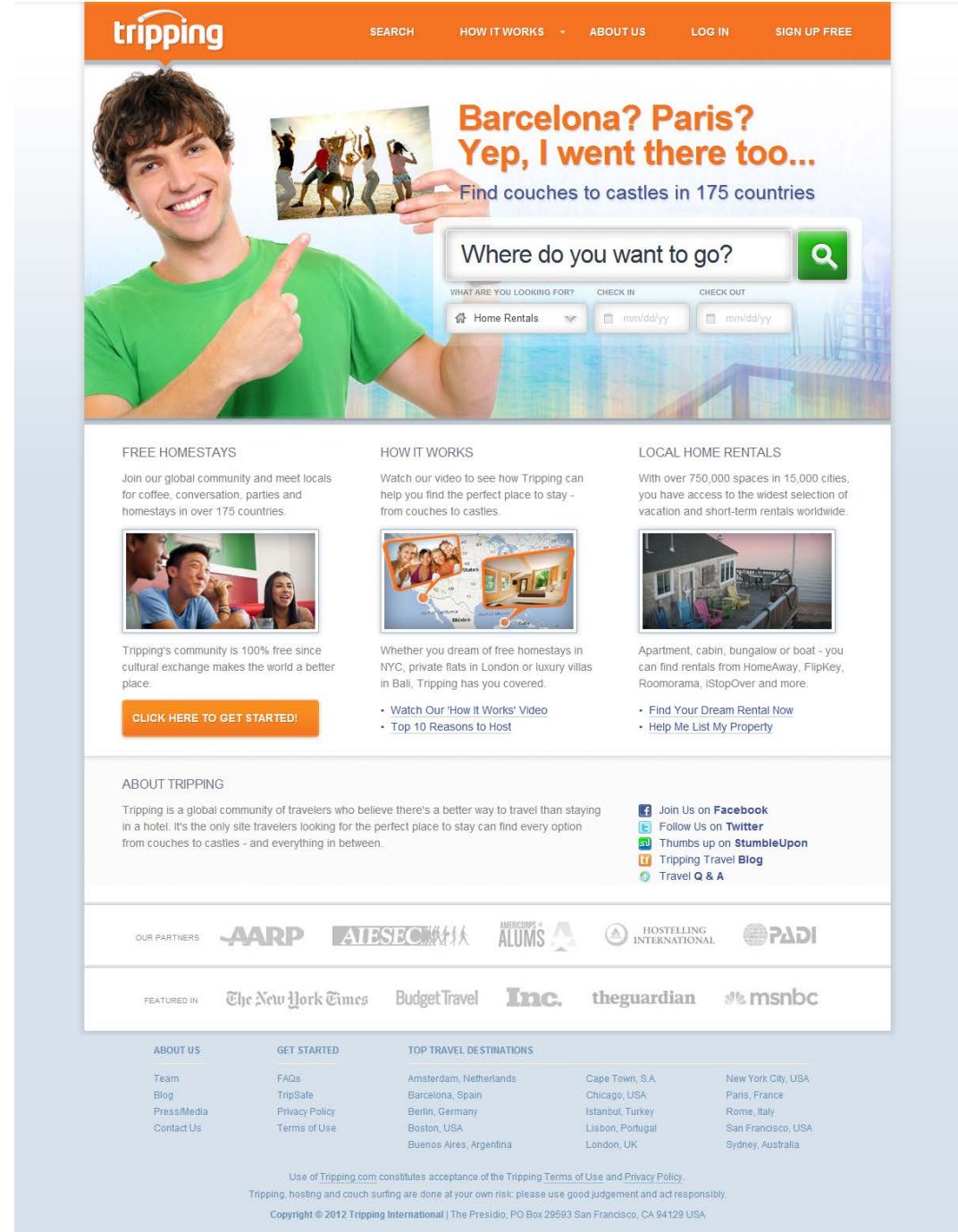
I came in to Tripping as their first designer, and graduated quickly to Director of Product. I talked to existing users, pitched their investors, did all visual and interaction design, and took on all front-end engineering tasks (html, css, javascript) as the existing engineering lead there did not feel comfortable in that role.

THE INITIAL SITE



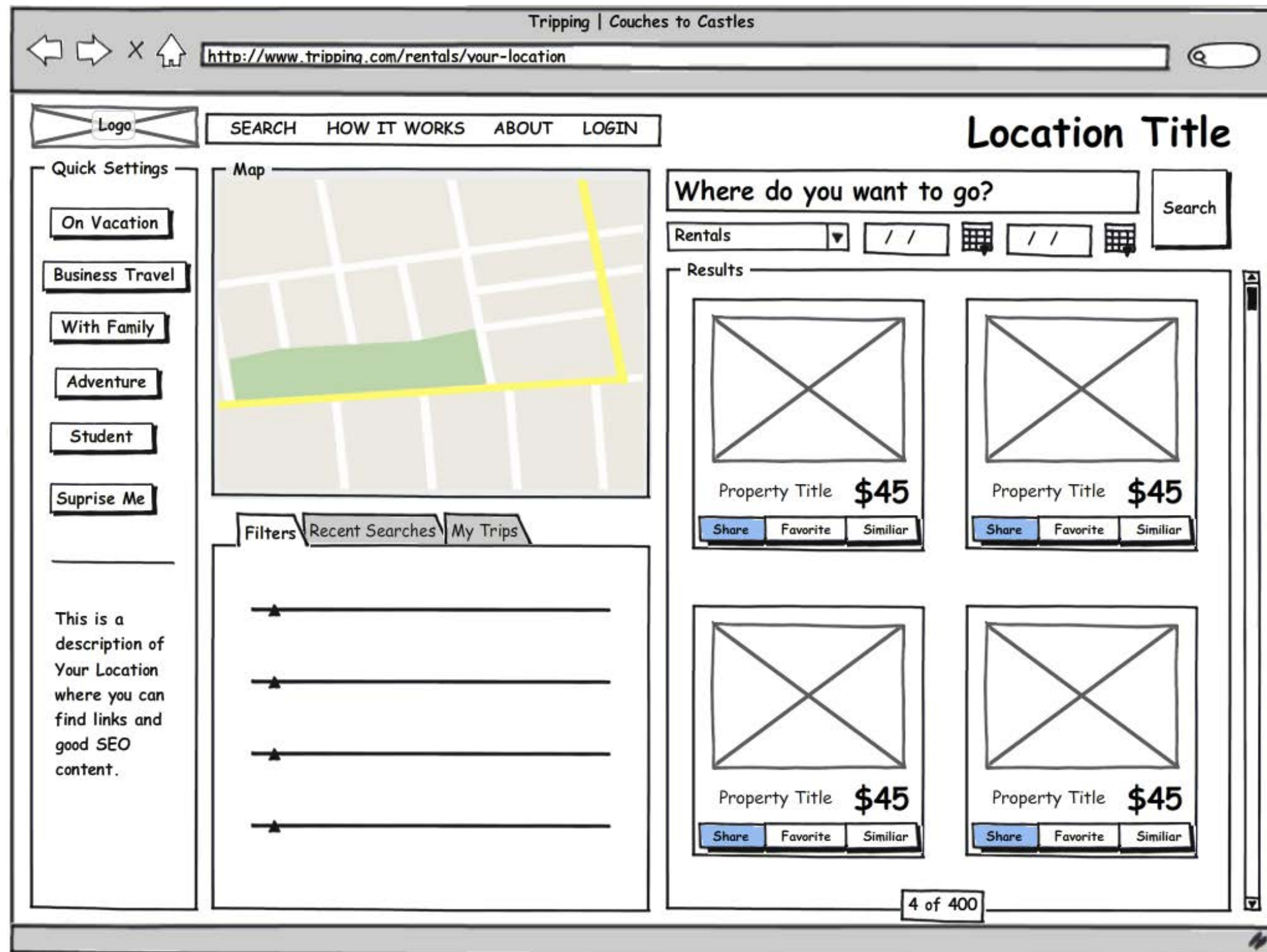
This was the version of the site I inherited on day 1.

BRAND RELAUNCH



First version of the pivot and brand relaunch.

EARLY SEARCH WIREFRAMES



DESIGN SOLUTION

The design solution for the brand focused on a female first target audience between the ages of 18-30. The search design solution struck a balance between those users who were inclined to search by geographic location to an epicenter (distance from an attraction) and those users inclined to browse based on appealing photography. I did extensive user testing to find which filters were most important, as well as looked to the competitive landscape (Airbnb, etc) to find similar patterns. I wanted the filters to feel quick and responsive, and helped the current CTO find a new search engine (Sphinx), which increased performance over the mysql queries initially used by many, many, many multiples.


SUCCESS OF THE PROJECT

Tripping was able to go from a community-based social site, to the largest aggregator of homestay listings doing close to half a million in revenue a month. The brand pivot and launch of the search feature (primary revenue source) was essential to being able to reach those metrics. The team has not had a full time designer since I left in 2012, and has heavily relied on the existing brand guidelines I developed.

FINAL SOLUTION

tripping

DASHBOARDINBOXNETWORKSMORE



HELP ME FIND A PLACE!

San Francisco

SORT BY: RELEVANCE

SEARCH RADIUS

099 miles

DISTANCE FROM LOCATION

MY TRIP DETAILS

11/10/11

ARRIVE

DEPART

110

NUMBER IN GROUP

PRICE RANGE

25 \$125 \$500

PRICE

ROOM TYPE

☐ Entire Home / Apt

☐ Private Room

☐ Shared Space

KEYWORD SEARCH

SEARCH KEYWORDS


UPDATE

LOCALSRENTALSFAVORITES


7

WITHIN 99 MILES


ARRIVING 11/10/11




CERVANTES B...
\$125.00 per night (U...
San Francisco, CA, US




PANORAMIC W...
\$95.00 per night (USD)
Berkeley, CA, US



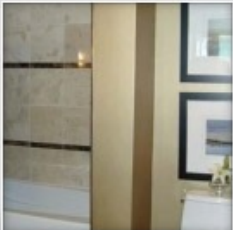
5TH STREET, ...
\$65.00 per night (USD)
Albany, CA, US



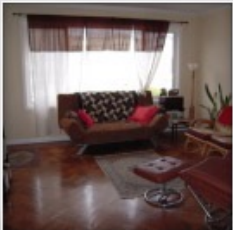
CARL STREET,...
\$65.00 per night (USD)
San Francisco, CA, US




STEINER ST, S...
\$100.00 per night (U...
San Francisco, CA, US



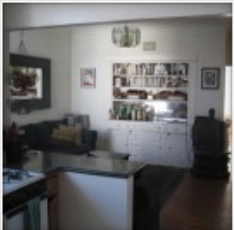
SAN FRANCISC...
\$100.00 per night (U...
San Francisco, CA, US



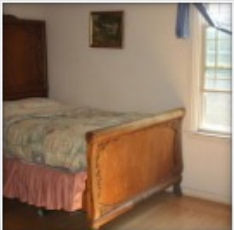
MELROSE AVE...
\$100.00 per night (U...
Daly City, CA, US



CORBETT AVE,...
\$60.00 per night (USD)
San Francisco, CA, US



LARKIN ST., SA...
\$52.00 per night (USD)
San Francisco, CA, US



MADISON ST, A...
\$65.00 per night (USD)
Albany, CA, US

FINAL SOLUTION DETAIL

tripping

SEARCH

HOW IT WORKS

ABOUT US

LOG IN

SIGN UP FREE







\$142

per night

\$1000 / week

\$3500 / month

★★★★★ view ratings

23% less than hotels in the area

7% less than rentals in the area

Tweet Pin it +1 Like

INQUIRE

BASIC INFORMATION

Room type: Private room

Bed type: Real Bed

Accomodate: 2

Bedrooms: 1

Bathrooms: 2

Extra people: \$26 / night after the first guest

Pet Owner: yes other pet(s)

AMENITIES

✓ linens provided

✓ ceiling fans

✓ stereo system

✓ parking

✓ telephone

✓ high speed internet

One bedroom in 2 bedroom apt for rent - in the heart of SF!

19th st, San Francisco, CA

DESCRIPTION

Curabitur fringilla, sem id auctor varius, elit velit elementum sapien, id consectetur leo risus at turpis. Pellentesque ac purus ut lorem cursus feugiat suscipit in sapien. Morbi sit amet auctor lacus. [Read More](#)

REVIEWS

Pellentesque ac purus ut lorem cursus feugiat suscipit in sapien. Morbi sit amet auctor lacus. Maecenas in diam id ligula rutrum suscipit. Suspendisse ipsum, sollicitudin vel vulputate id, pellentesque sit amet massa. [Read More](#)

YOU MAY ALSO LIKE...



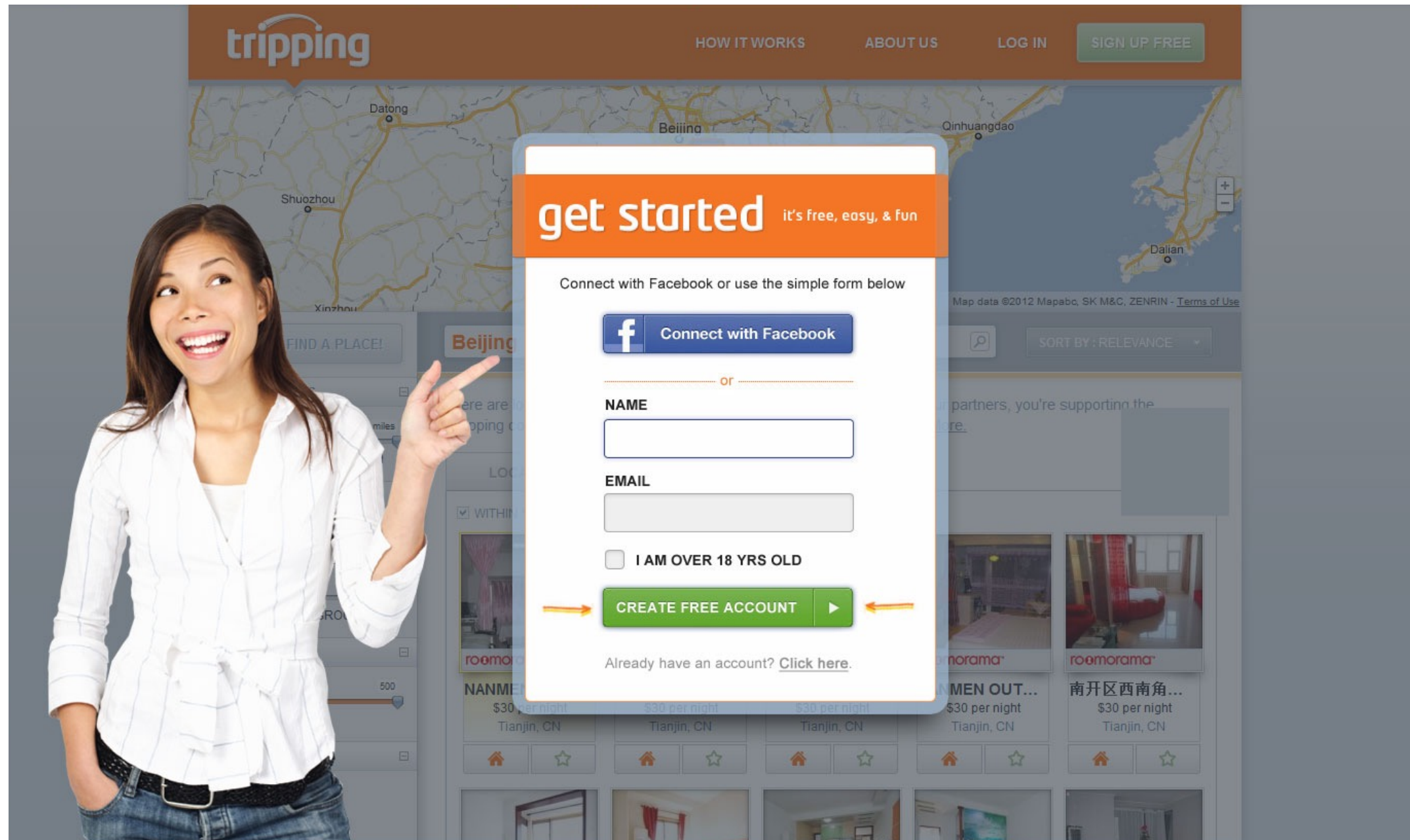
roomorama™

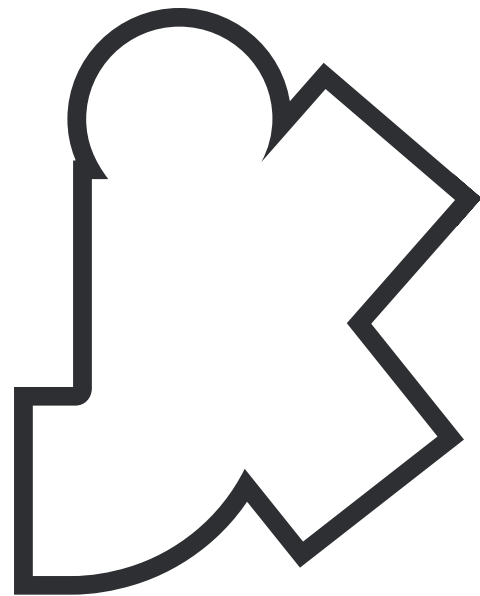
[Return to Search Results](#)
[View Nearby Rentals](#)

“ Great service! Very prompt with answering questions and the accommodation was fantastic. Would recommend it over staying in bland, homogenised down-town hotels.

NeilMc 8 months ago

FINAL SOLUTION DETAIL





THANK YOU. www.getjk.com 415 627 8329