

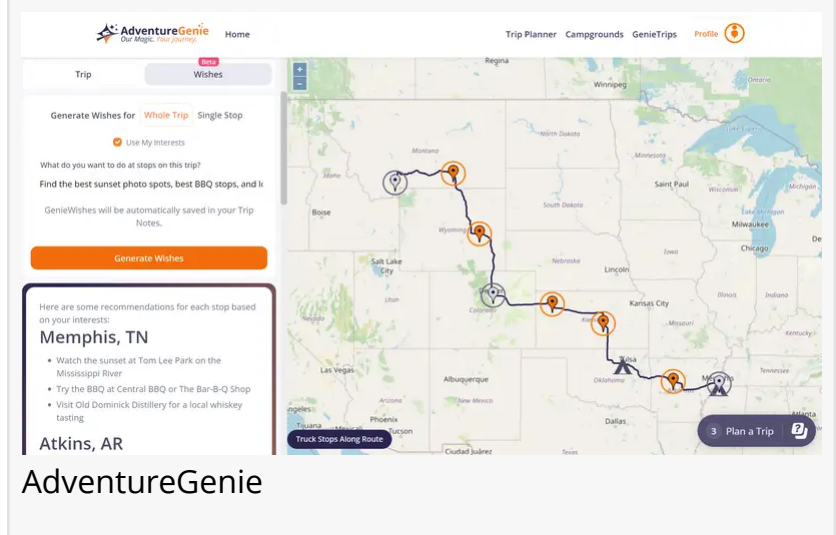
Transforming Travel with UX Design: AdventureGenie's new Planner helps road travelers with AI-customized itineraries

Product Designer Gaby Castro comments on the user-centered interface that promotes a more accessible and efficient experience

LOS ANGELES, CA, UNITED STATES, January 28, 2025 /EINPresswire.com/ -- AdventureGenie, the groundbreaking platform revolutionizing road trip planning for RV enthusiasts, has launched its most recent interface for easy access to all people. Gaby Castro, the lead product designer, has reimagined the platform's Trip Planner interface, creating a seamless and user-centric experience that leverages AI to craft personalized itineraries.

Making a trip planning is one of the most important steps for those on the road. Information like scenic routes, historic sites, or outdoor adventures is not always combined with the perfect campgrounds or activities for specific ages. AdventureGenie sets itself apart by using AI to suggest destinations and build tailored journeys. Features include mapped-out routes, accommodation recommendations, and curated activities based on user preferences.

Creating an AI-driven tool for a diverse user base—particularly older adults who may feel intimidated by technology—required a careful balance between innovation and familiarity. “To ensure a smooth transition to the reimagined interface, we conducted extensive user research, including interviews and usability testing with existing users to understand their pain points and



AdventureGenie

preferences," says Gaby. Key measures included adopting a "progressive disclosure" design strategy, where advanced features are revealed incrementally to avoid overwhelming users, and incorporating a video tutorial with clear, step-by-step instructions. The redesign also features a highly intuitive layout with simplified navigation and visual hierarchy to minimize cognitive load. These efforts were crucial in fostering user trust and encouraging the adoption of the new interface.

"Gaby's ability to balance user needs, business goals, and engineering constraints was pivotal in refining our platform," said Scott Lengel, CEO of AdventureGenie. "Her design work is intuitive, innovative, and directly tied to our improved user engagement and retention." Drawing from her experience at Rivian, where she contributed to the award-winning in-vehicle User Experience, Gaby brought a unique blend of technical and creative expertise to her time at AdventureGenie. Her philosophy emphasizes usability, accessibility, and clarity—principles that remain evident in the platform's intuitive design."

For more information about AdventureGenie and Gaby Castro's contributions, visit [AdventureGenie's website](#) or connect with Gaby on [LinkedIn](#).

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