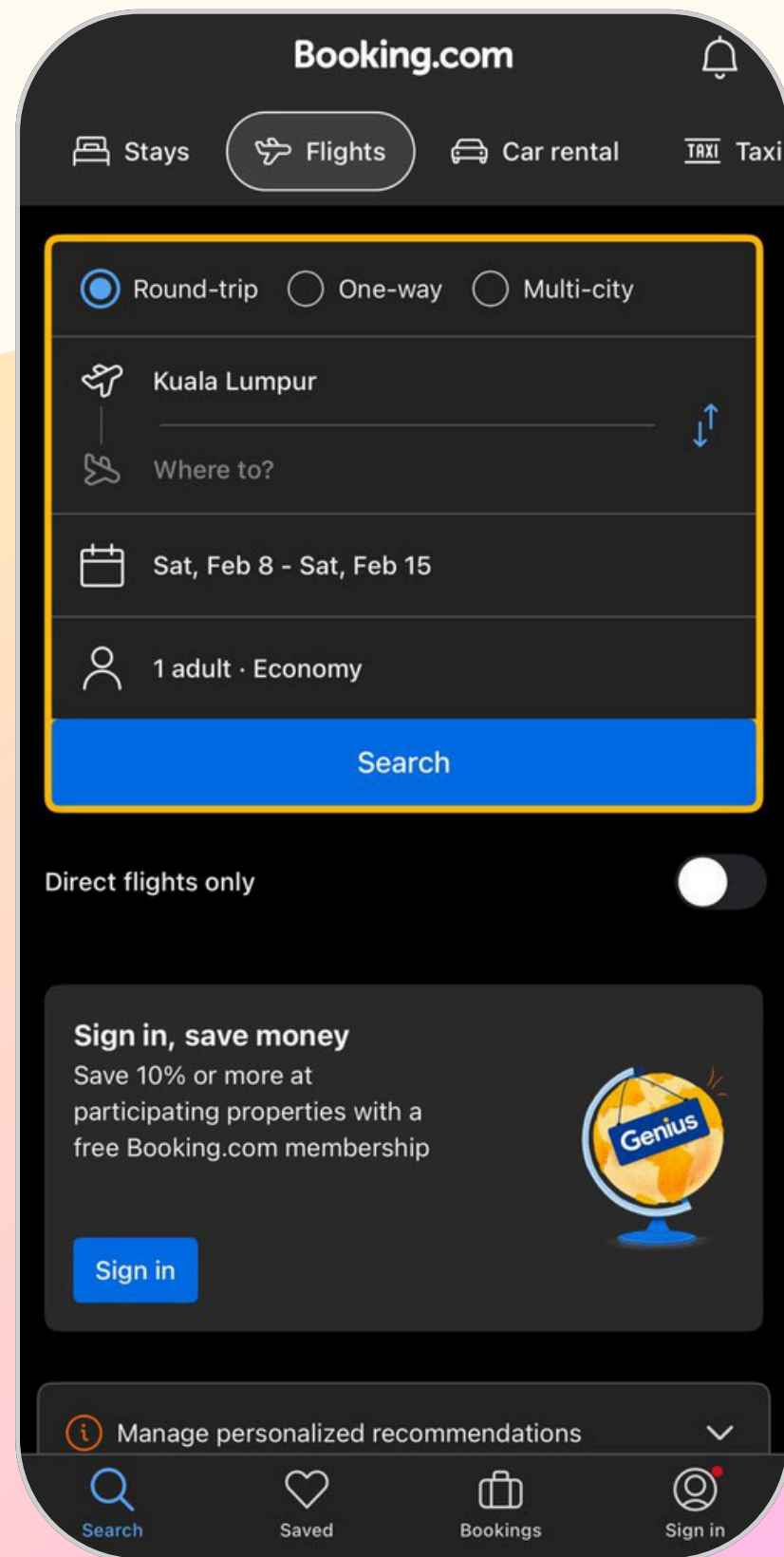




# TRIPTIX APP

P R E S E N T A T I O N





Booking.com app UI

# Introduction

TripTix is a travel booking app designed to simplify trip planning and management.



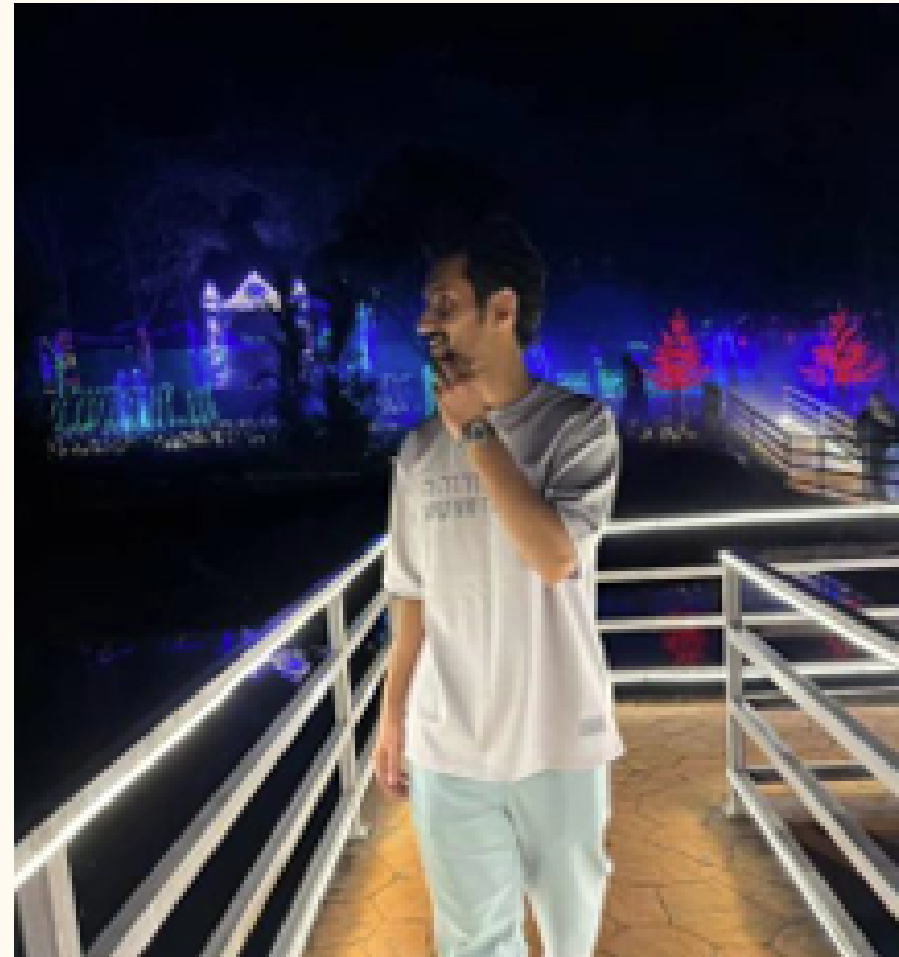
# **Ethnography**

# Our Participants



**Mohamed  
Salam Abdalla  
Mohamed**

Designer



**Abdullah  
Khaled  
Mohammed**

Software  
Engineer



**Mohanad  
Moawia  
Mohamed**

Civil Engineer

# Tasks Implemented

- Participants were tasked with performing three key activities in the app:
  - a. **Hotel Booking:** Searching for, and booking hotels.
  - b. **Flight Booking:** Finding flights, and booking tickets.
  - c. **Booking Management:** Accessing and managing reservations, including modifications.



# Issues and Challenges

## Hotel Booking:

- Difficulty in locating hotels in specific locations due to limited filtering options.
- Confusion caused by unclear room descriptions and lack of a hotel comparison feature.
- Trouble finding a map view button for hotel locations.
- Uncertainty in completing the booking process.

## Flight Booking:

- Lack of a price trend graph or calendar to find affordable flights.
- Poor visibility of baggage policies and unclear refund policies.
- Multi-city flight booking interface was confusing.

## Booking Management:

- Users struggled to find their booking history due to an unintuitive menu design.
- Modifying or canceling bookings was unclear, with no guidance on fees.
- Limited accessibility to customer support and no easy way to share booking details.

# Proposed Solutions

## Hotel Booking:

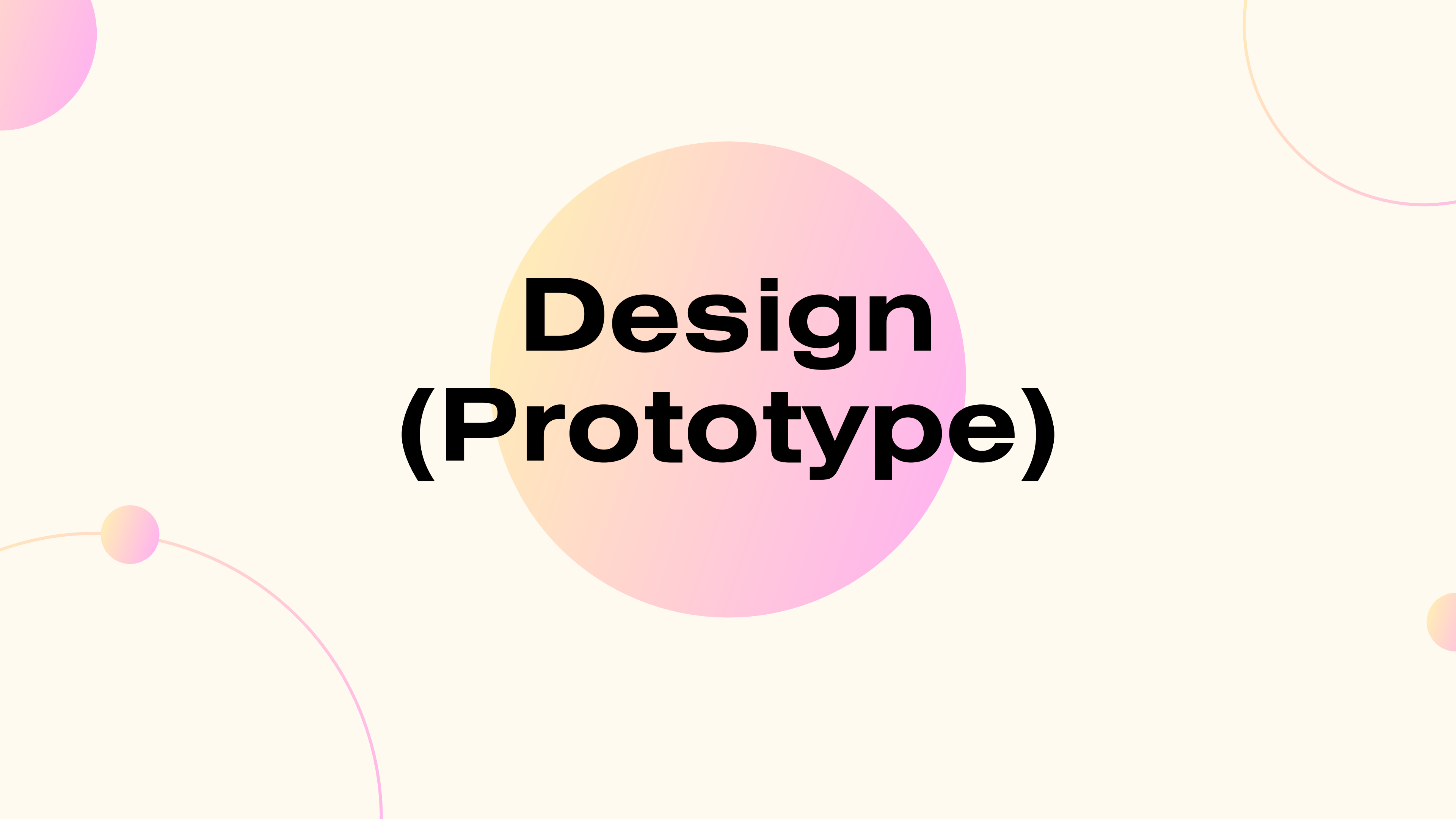
- Add advanced filtering options (e.g., location, price, star rating, amenities).
- Improve room descriptions with visuals (e.g., icons and images).
- Implement a hotel comparison feature and simplify the booking confirmation process.
- Include a prominently displayed map view button.

## Flight Booking:

- Introduce a price trend graph/calendar to help identify cheaper options.
- Redesign the seat selection interface with visual layouts.
- Display baggage policies clearly during the booking process.
- Improve multi-city booking with intelligent suggestions for layovers and connecting flights.
- Highlight refund policies during booking and on confirmation pages.

## Booking Management:

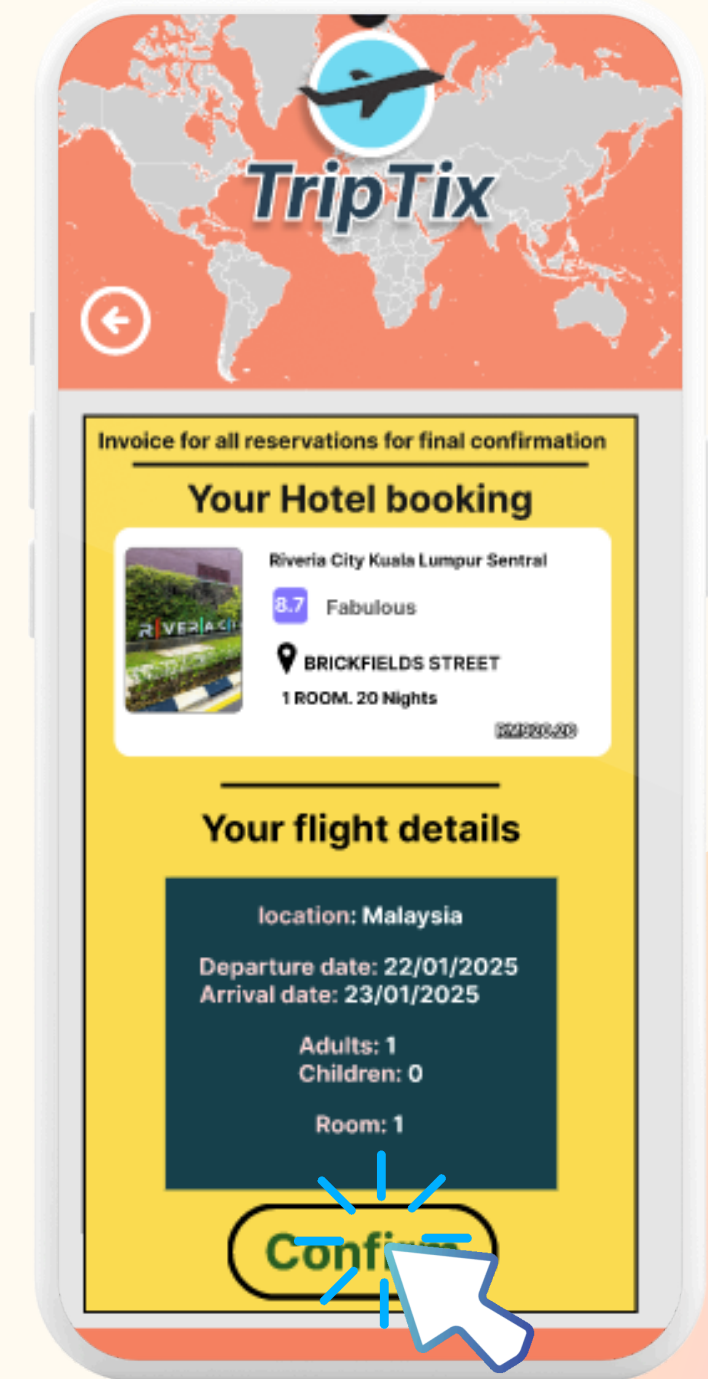
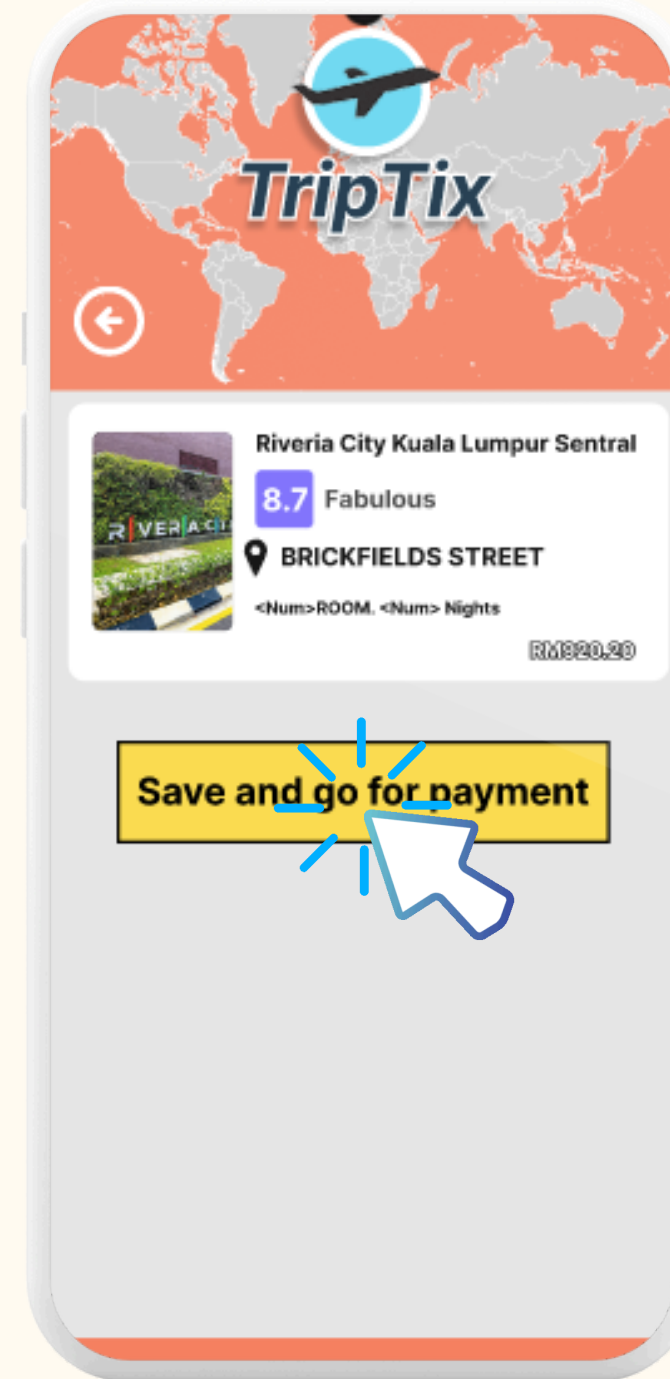
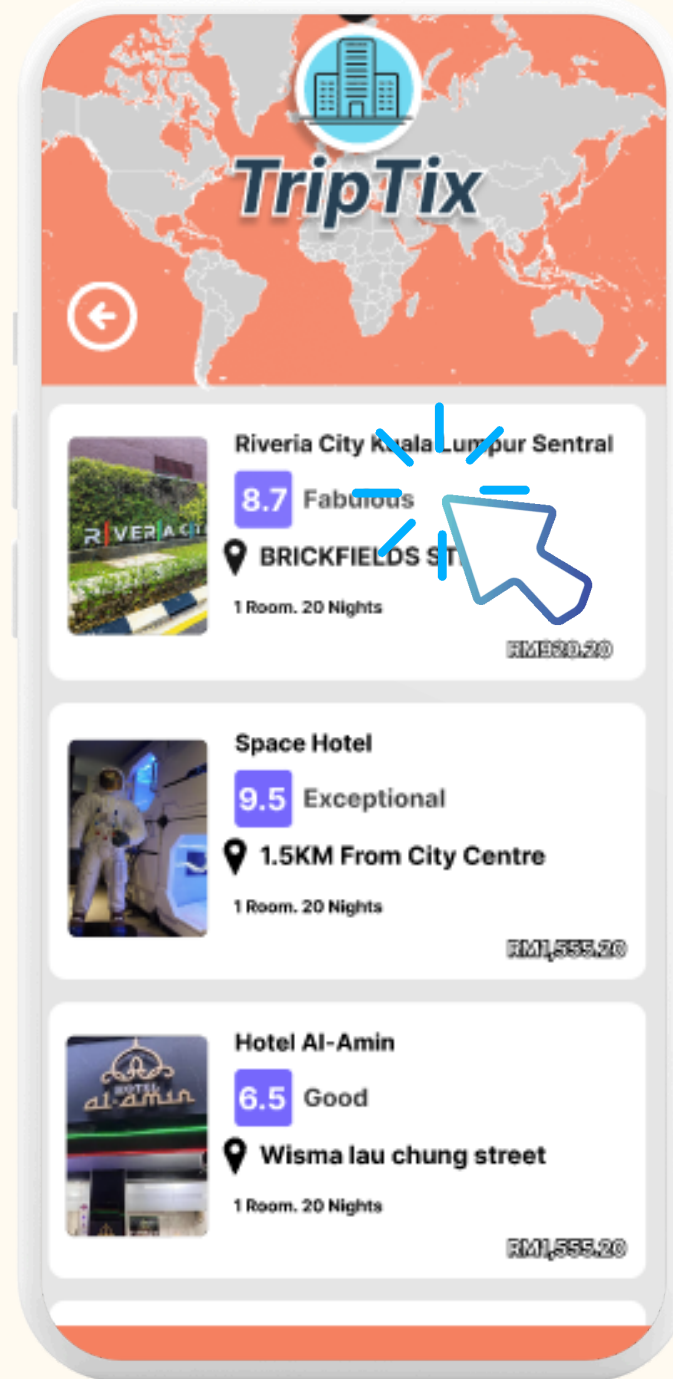
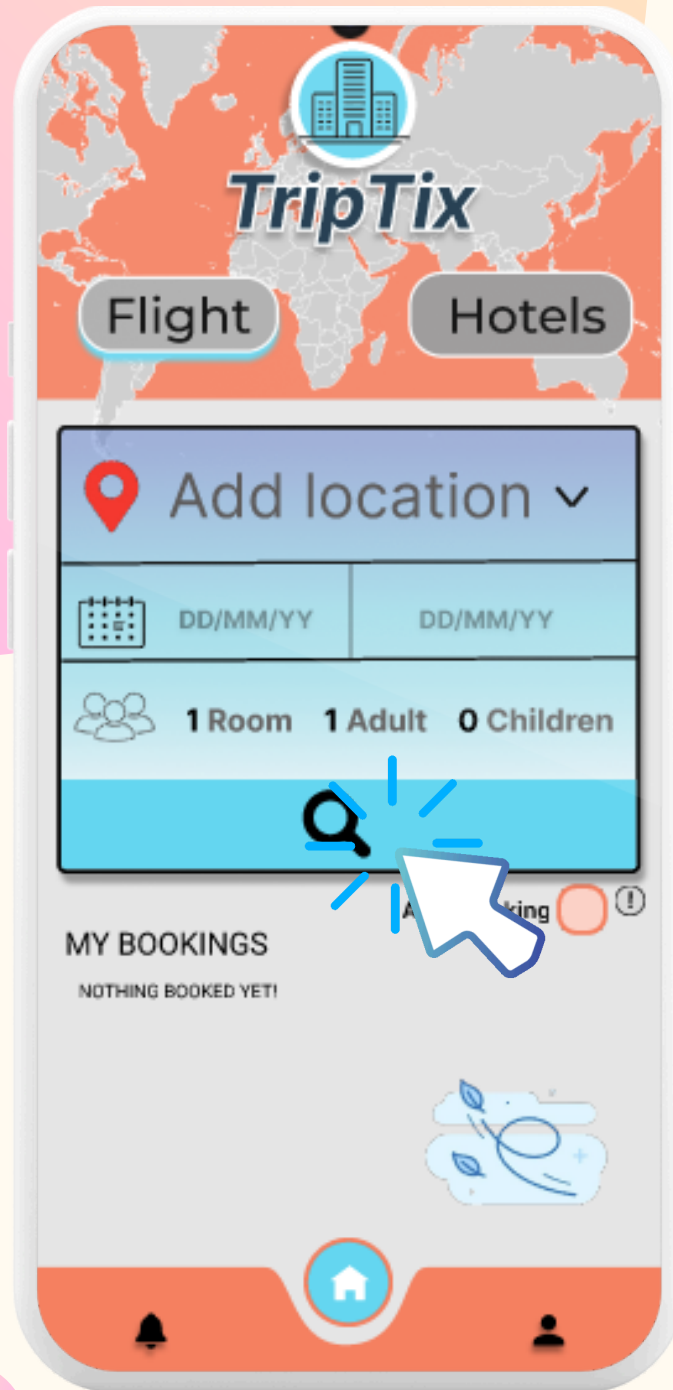
- Redesign the menu to include a dashboard for upcoming/past bookings with status indicators.
- Simplify modification or cancellation steps with clear fee explanations.
- Add options to download/print receipts and share bookings via email/messaging apps.
- Include a visible “Customer Support” button for immediate assistance.

The background is a light cream color with several decorative elements. A large, central circle with a vertical gradient from yellow at the top to pink at the bottom serves as a backdrop for the text. Other smaller circles and thin, curved lines in shades of pink and yellow are scattered around the edges of the frame.

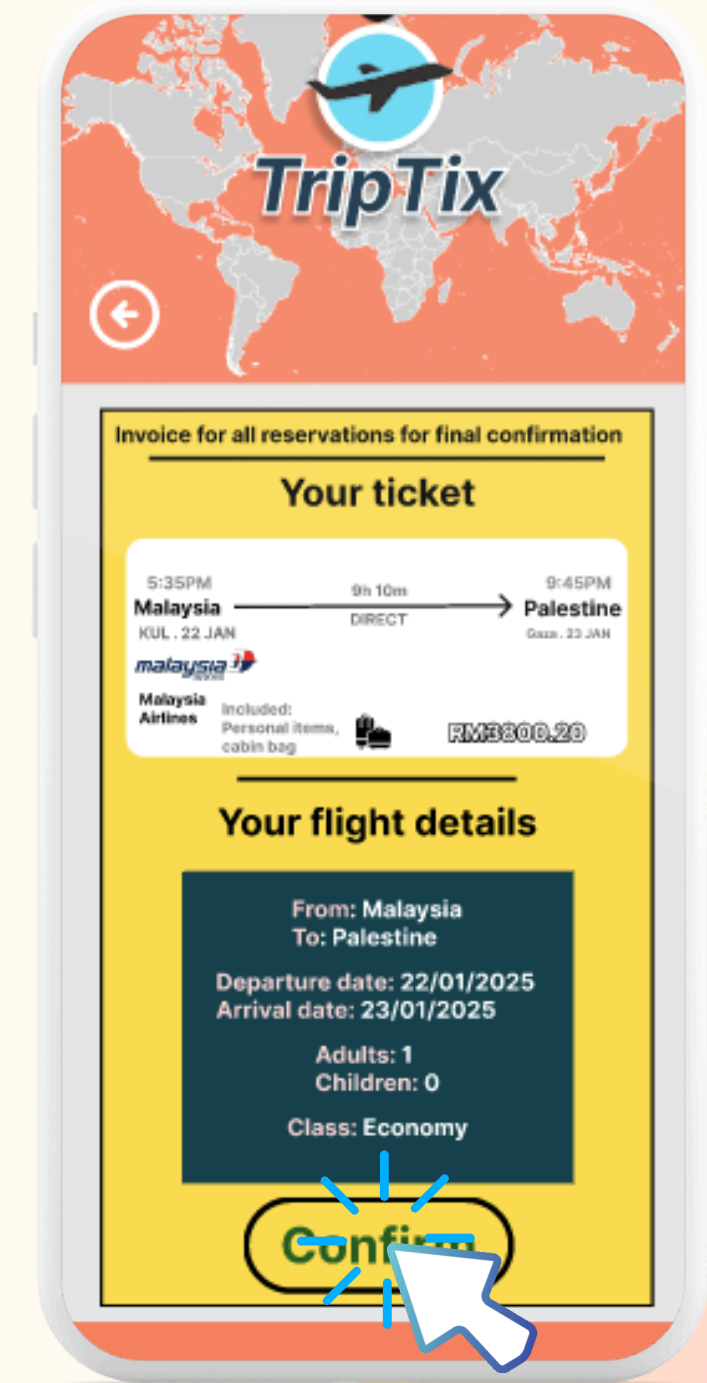
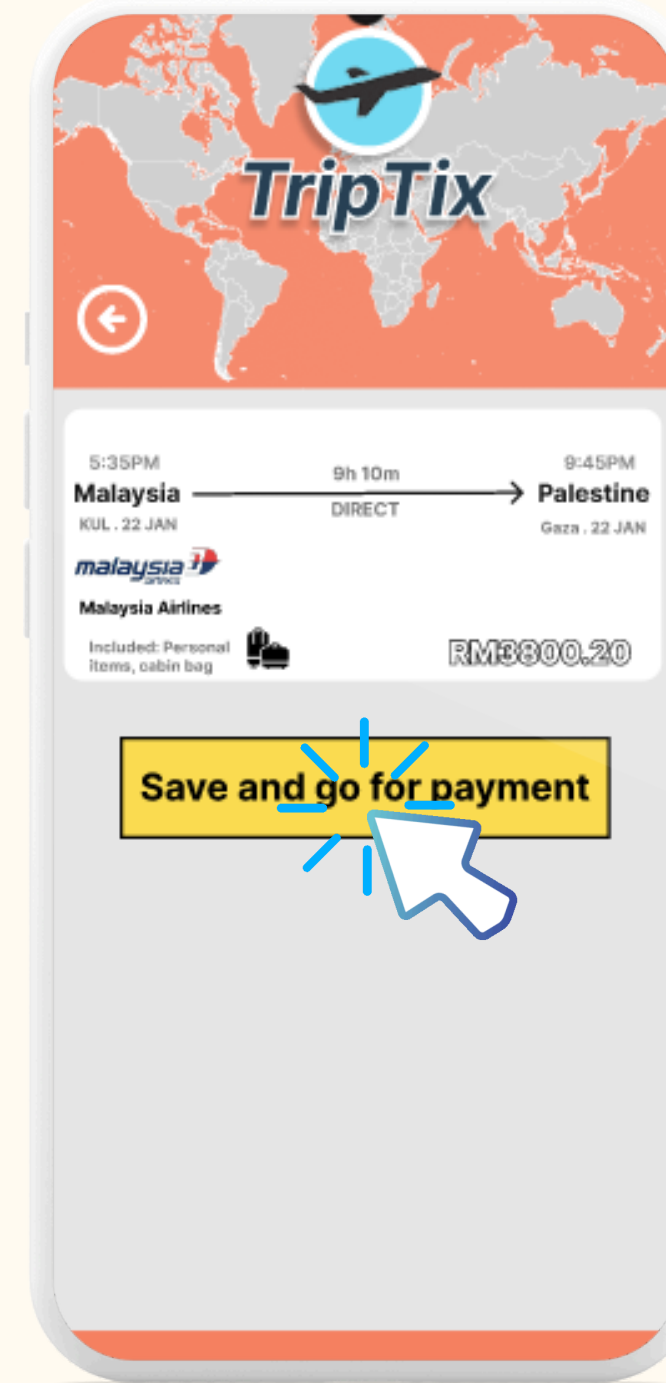
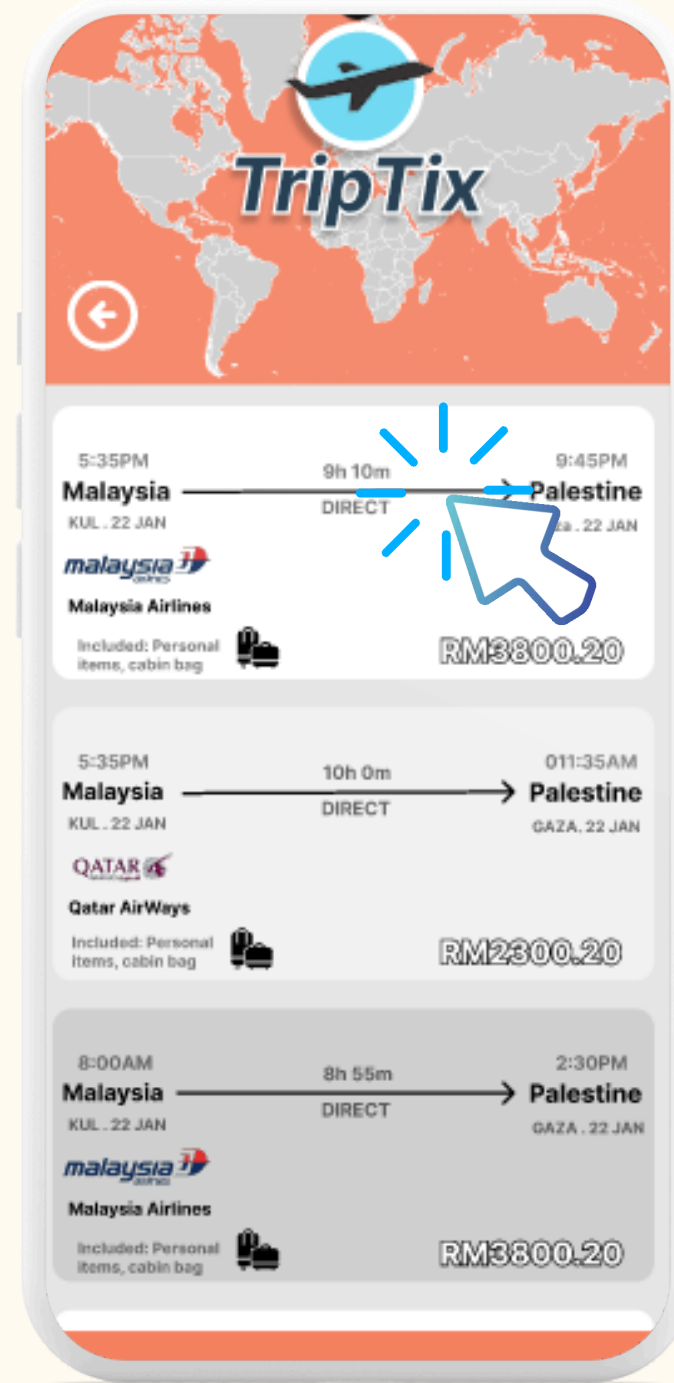
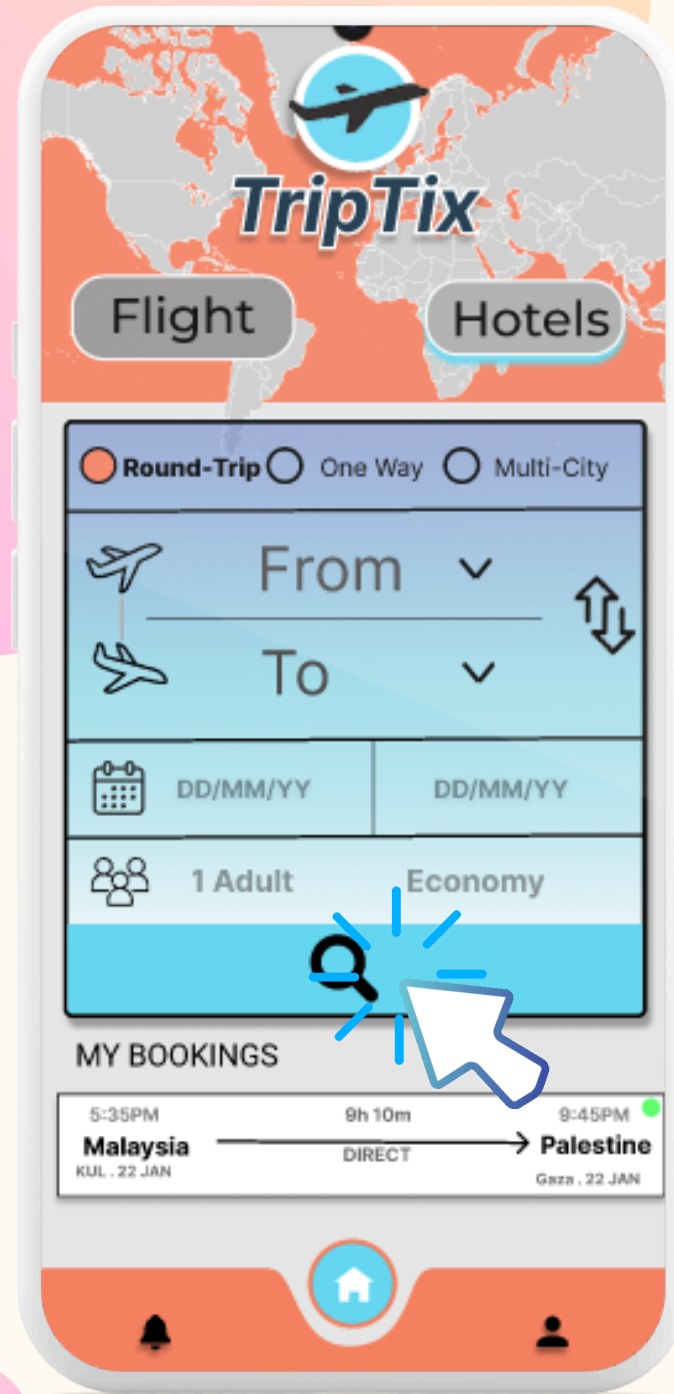
# **Design (Prototype)**



# Hotel Booking Process

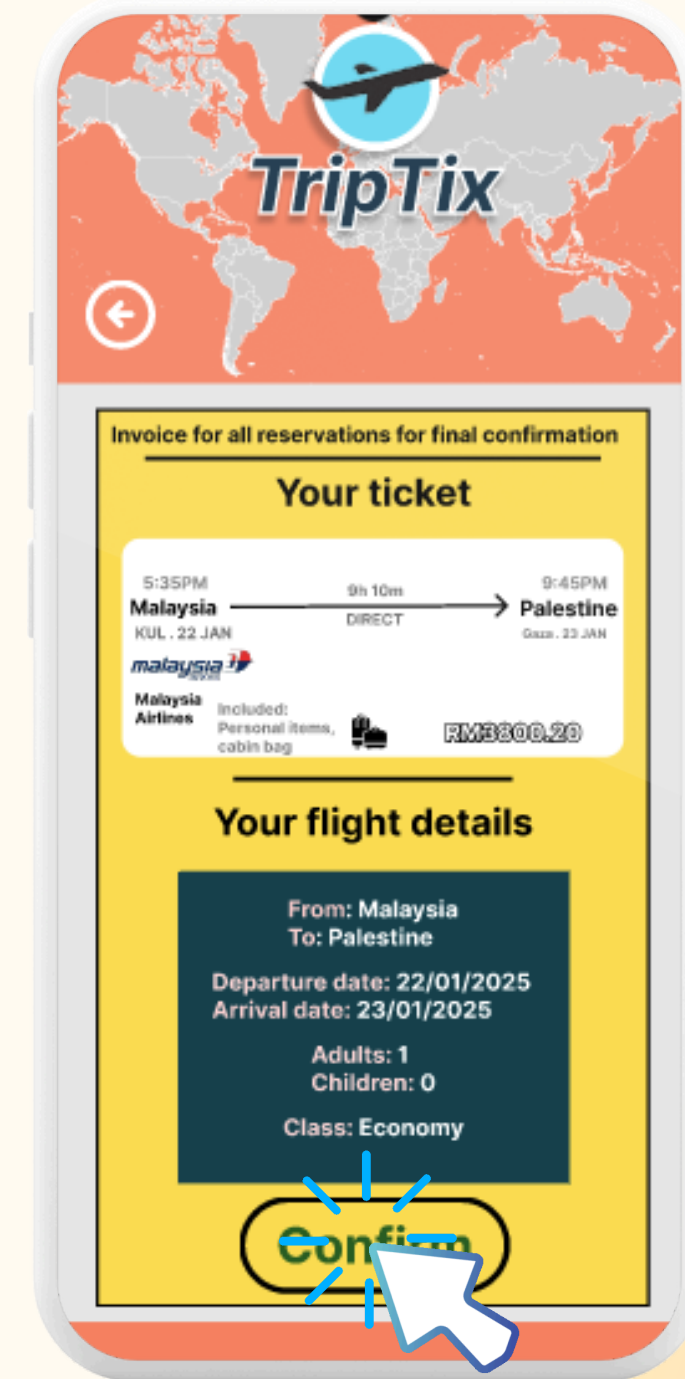
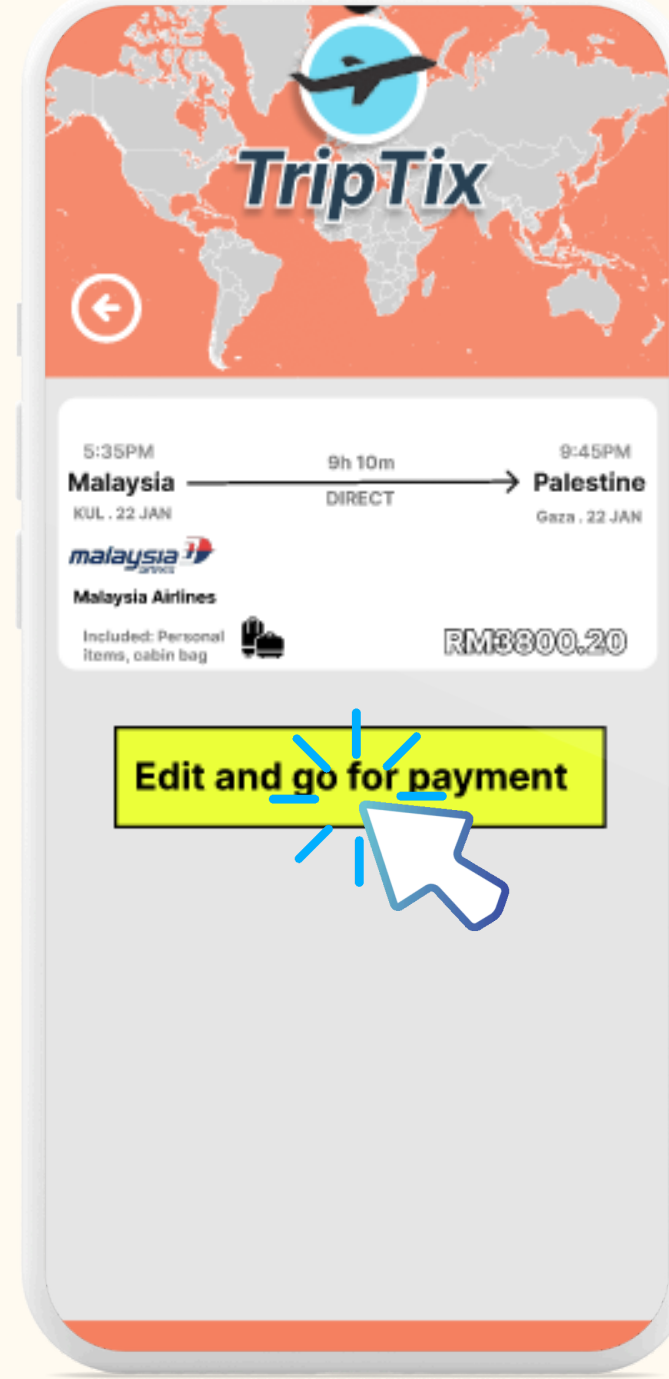
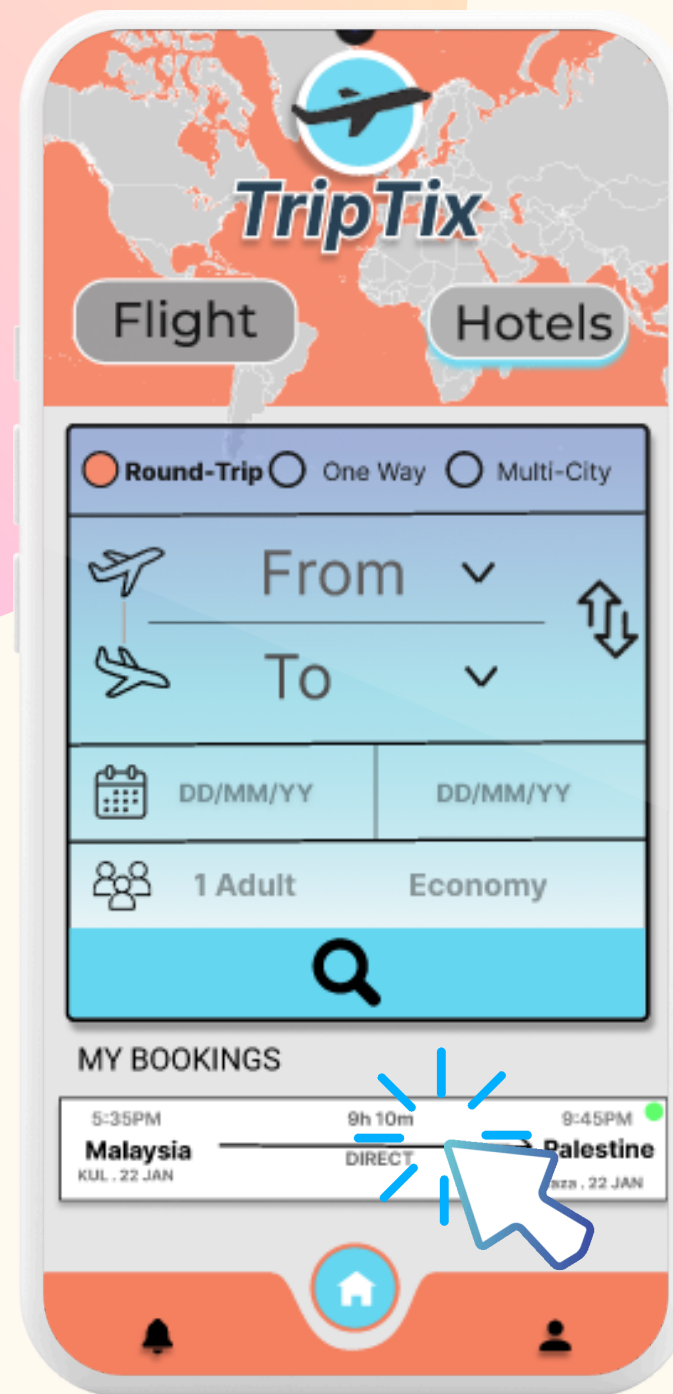


# Flight Booking Process





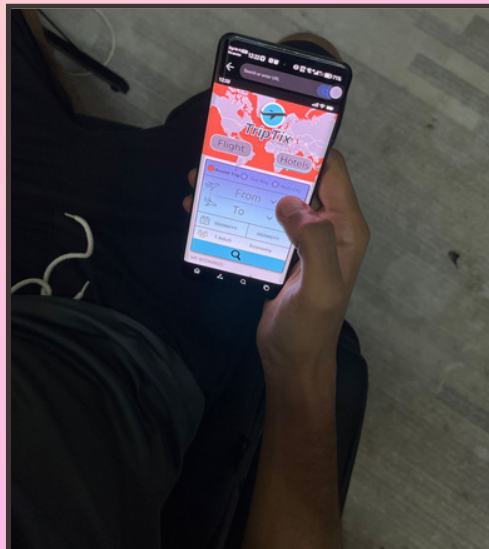
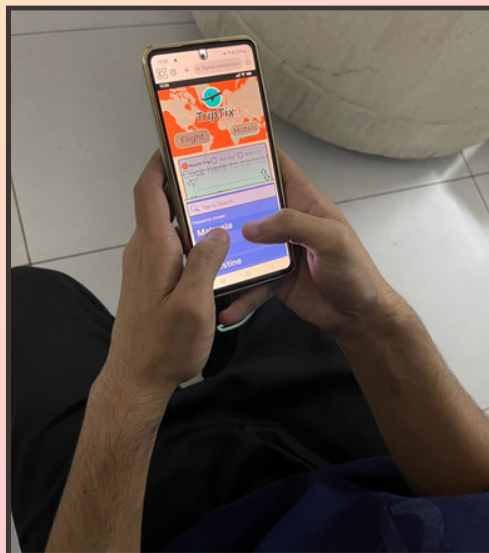
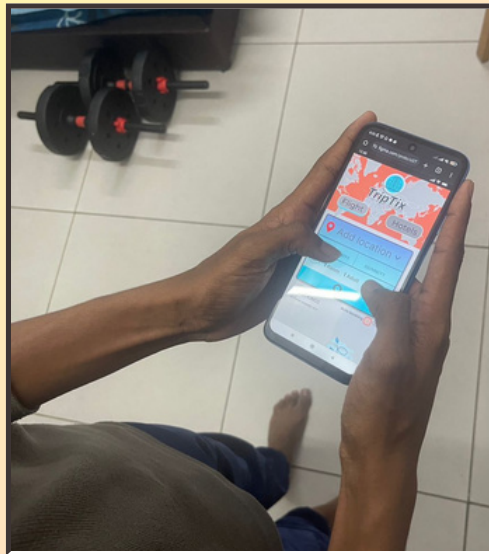
# Booking Management Process



The background is a light cream color. It features a large central circle with a gradient from yellow to pink. There are also smaller circles in the corners: a pink one in the top-left, a yellow one in the top-right, a pink one in the bottom-left, and a yellow one in the bottom-right. Thin curved lines in pink and yellow connect some of these circles.

# **User Feedback**

# User Feedback



During testing, feedback from three participants provided valuable insights:

- **Ease of Use:** Users found the interface simple and intuitive for basic tasks like flight and hotel bookings.
- **Satisfaction:** Participants appreciated the clean design and the streamlined booking process, especially the centralized dashboard for managing bookings.

**Suggested Improvements:**

- Users requested better filtering options for hotels (e.g., by amenities or location).
- The app's color scheme was not appealing to some users.



# Conclusion

# Conclusion

The study proved the efficiency of the application and its ease of use, as users were satisfied with the application.



The background is a light cream color. It features a large central circle with a horizontal gradient from yellow on the left to pink on the right. In the corners, there are smaller circles and partial circles: a pink circle in the top-left, a yellow circle in the top-right, a pink circle in the bottom-left, and a yellow circle in the bottom-right. Thin, curved lines in matching colors arc across the background.

**Thank You**