



CASE STUDY PRODUCT DESIGN

TRAVEL APP

PROJECT OVERVIEW

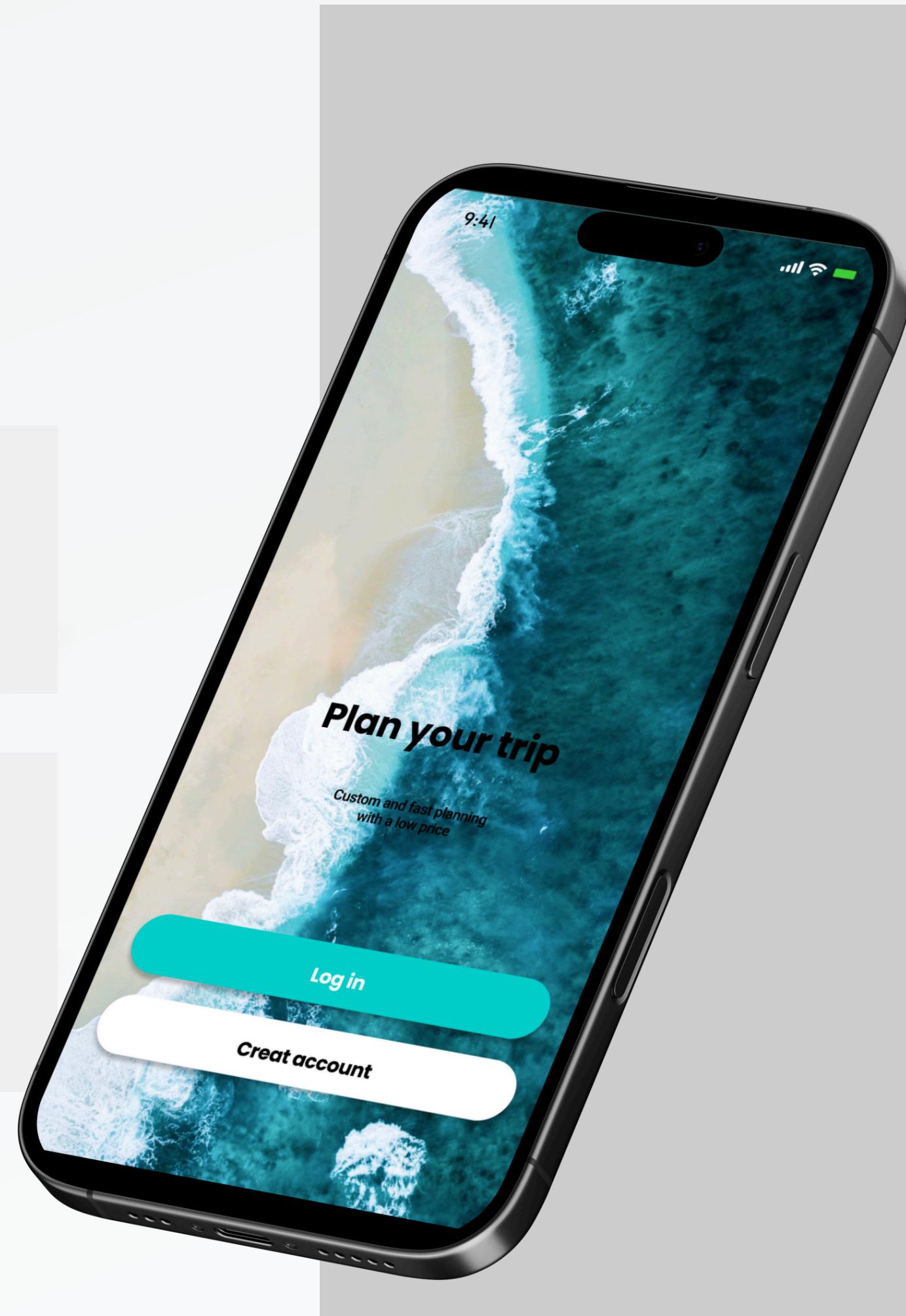


Objective:

To design a clean, modern, and user-centric product experience that prioritizes intuitive navigation, minimalism, and functionality.

Scope:

- Redesign the user flow with clear interactions
- Improve accessibility and user engagement
- Deliver an aesthetically pleasing and functional interface



RESEARCH & PROBLEM IDENTIFICATION

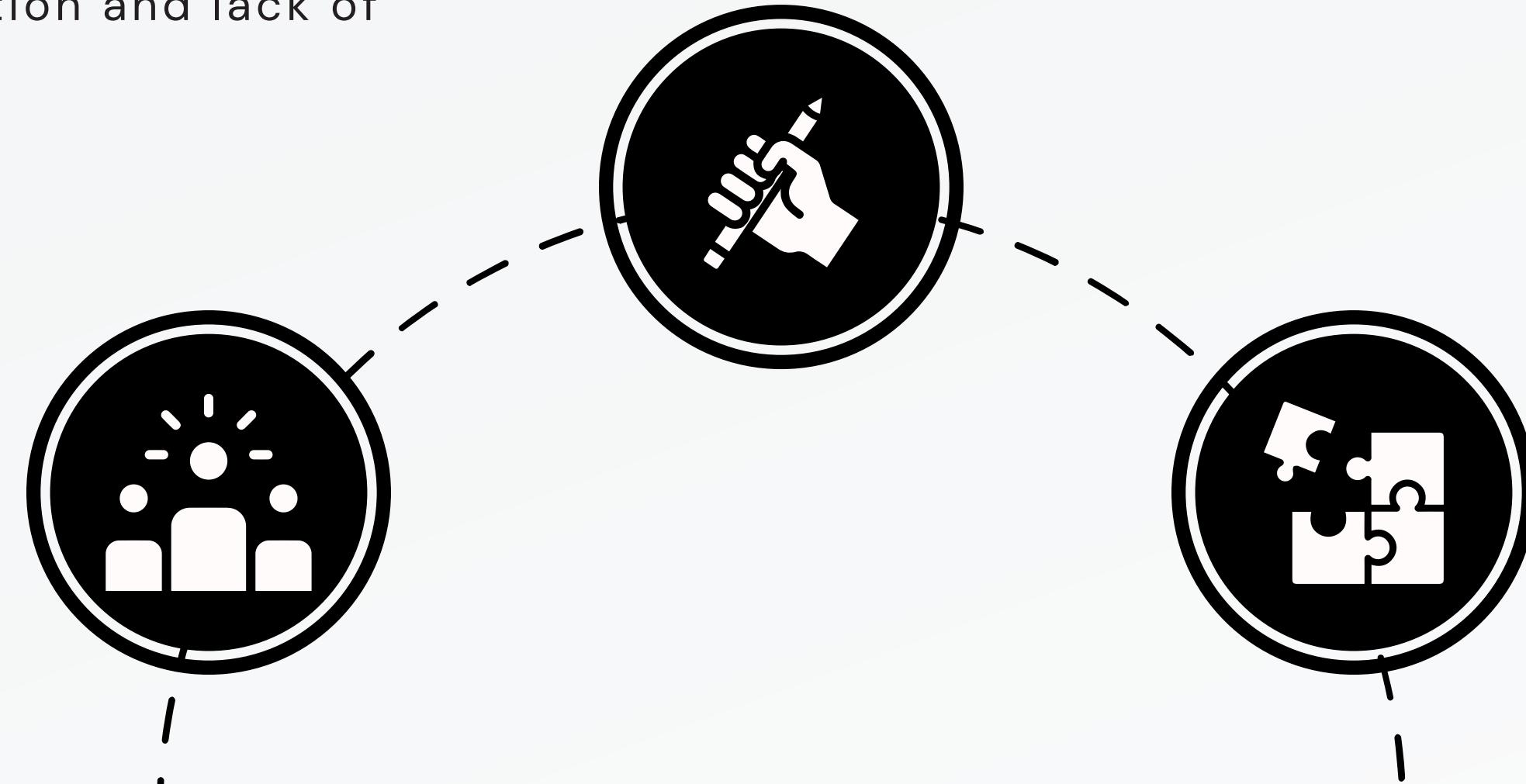
Research Process:

- Analyzed competitor products to identify key UX trends (e.g., clear CTAs, engaging onboarding).
- User feedback highlighted issues with cluttered navigation and lack of structure.

Problems Identified:

Users struggled with:

- 1. Unclear navigation flow.
- 2. Inconsistent design elements.
- 3. Minimal interactive feedback.



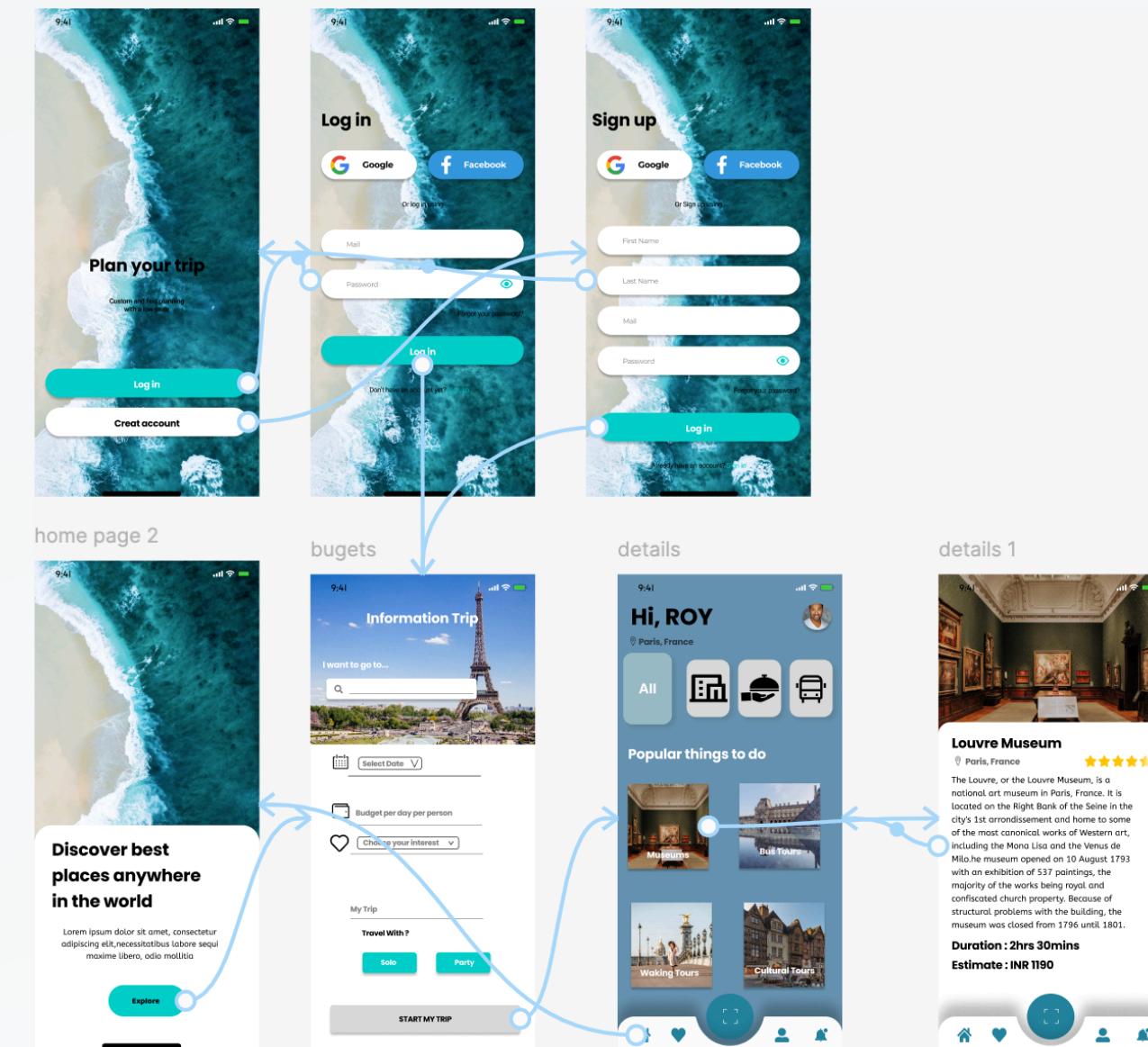
WIREFRAMING & IDEATION

Low-Fidelity Wireframes:

- Drafted wireframes to establish layout consistency and logical grouping of content.
- Ensured each screen connects seamlessly to the next step (e.g., onboarding, chat, flight selection).

Design Focus:

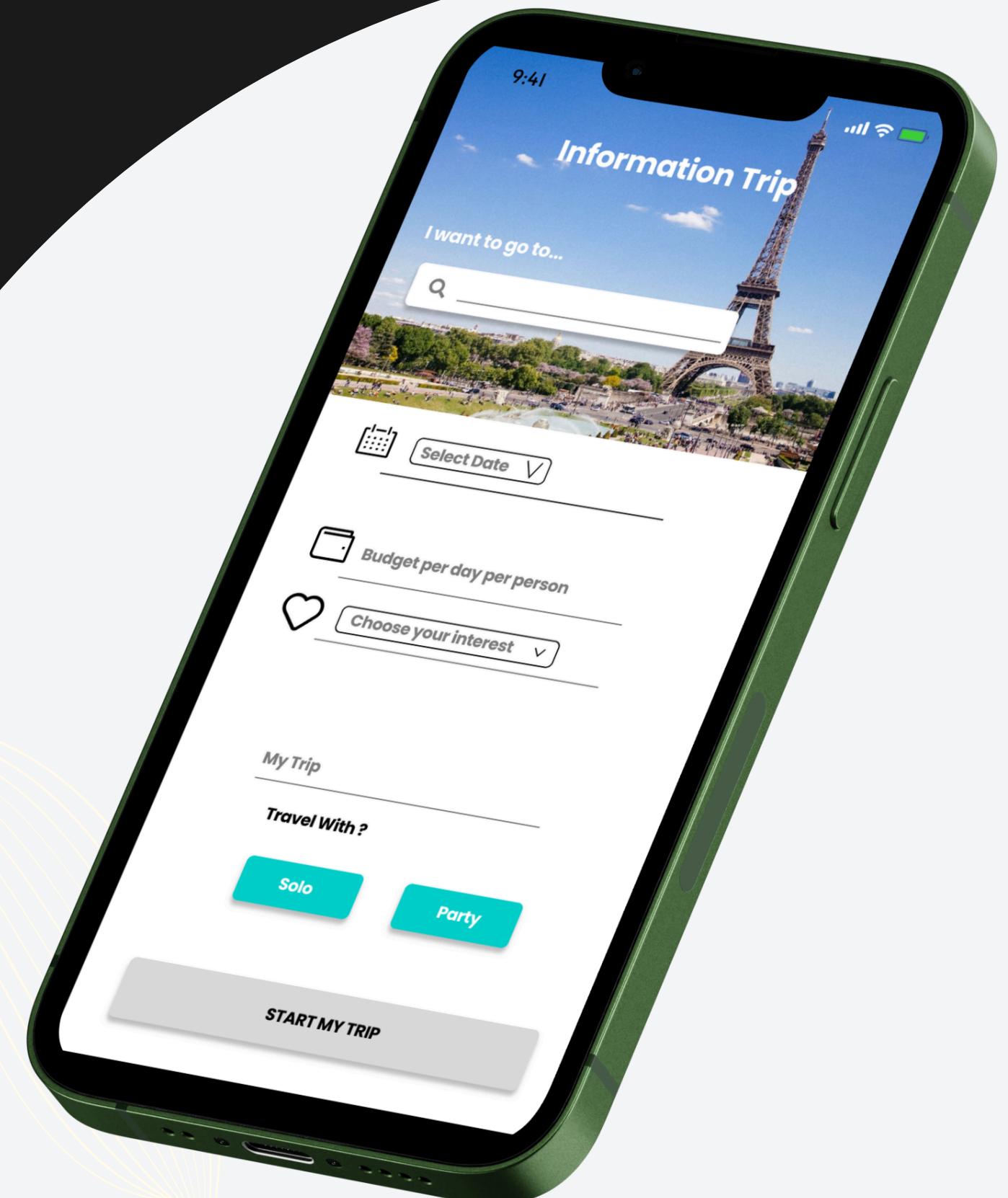
- Minimalistic layout.
- Smooth transition between key actions like Login → Flights → Feedback.
- Consistent placement of buttons for familiarity.



HIGH-FIDELITY DESIGN

Key Features in Design:

1. Onboarding Screens: Simplified steps to guide users clearly.
2. Smooth Navigation: Users can jump between Flight Details, Maps, and Account easily.
3. Interactive Feedback: Chat functionality and visual responses to enhance engagement.



COLOR THEORY & TYPOGRAPHY

Colors Chosen:

- Primary Color (#007BFF): Provides vibrant highlights for CTAs and interactive elements.
- Neutral Background (#F8F9FA): Ensures content clarity.
- Accent Color (#FFD700): Used for feedback highlights and subtle emphasis.

Typography:

- Font Family: Montserrat (Modern and readable).
- Hierarchy:
- Titles: Bold, 20-24px.
- Subtext: 14-16px for clarity.



PROTOTYPING & INTERACTIVITY

Created interactive screens in Figma to validate the flow and ensure a seamless user experience.

Smooth transitions were implemented for:

1. Login/Register Flows: Simplified and intuitive onboarding for new and returning users.
2. Trip Budget & Details: Easy-to-navigate budget planning and trip exploration.
3. Popular Places & Museum Details: Interactive cards showcasing key details with a focus on accessibility.

USER TESTING & FEEDBACK



- Conducted usability tests with 5 users to evaluate:
 1. Navigation flow simplicity.
 2. Visual clarity and user satisfaction.

TESTING PHASE:



- Users appreciated the clear navigation and responsive elements.
- Suggestions for improvement:
 - Enhanced hover effects for clarity.
 - Minor font adjustments for better readability.

FEEDBACK :

RESULTS & LEARNINGS

Results:

- Streamlined navigation reduced user confusion.
- Interactive feedback features improved engagement.
- Enhanced UI consistency for a clean, professional look.

Learnings:

- Importance of balancing functionality with minimalism.
- User feedback is critical for refining the design.



**THANK'S FOR
WATCHING**

