

# **Report on Figma Design for Travel App - Quick Start**

## **TEAM MEMBERS -**

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## **1. Introduction**

The travel app, named **Quick Start**, is designed to provide users with a seamless experience for planning their trips, exploring destinations, and discovering activities, food, and accommodations. Its intuitive interface simplifies travel planning for both frequent and occasional travelers. By catering to a wide range of users, the app offers detailed and visually rich information about destinations worldwide, ensuring a user-friendly and engaging experience.

The app's design focuses on creating a hassle-free journey for travelers by combining a clean aesthetic, easy navigation, and detailed content, making it a comprehensive tool for exploring exciting places.

## **2. Overview of the Design**

The app's design flow is structured to guide users through a smooth and intuitive journey. Key components of the design include:

### **Start Page:**

- Acts as the user's first interaction with the app, featuring a visually captivating background showcasing scenic destinations.
- Includes a prominently displayed "Quick Start" feature that enables users to immediately dive into exploring destinations without navigating through multiple steps.
- The "Get Started" button is strategically placed to encourage users to begin their travel planning journey right away.

### **Home Page:**

- A user-centric page designed for destination searches. Users can input details such as:
  - Location of travel.
  - Travel dates (start and end).
  - Number of guests.
- The page displays a dynamic preview of selected destinations, accompanied by a recommendation percentage that reflects popularity or relevance.
- The interface is clean and minimal, ensuring ease of use while showcasing vibrant visuals that inspire travel decisions.

### **Detail Pages:**

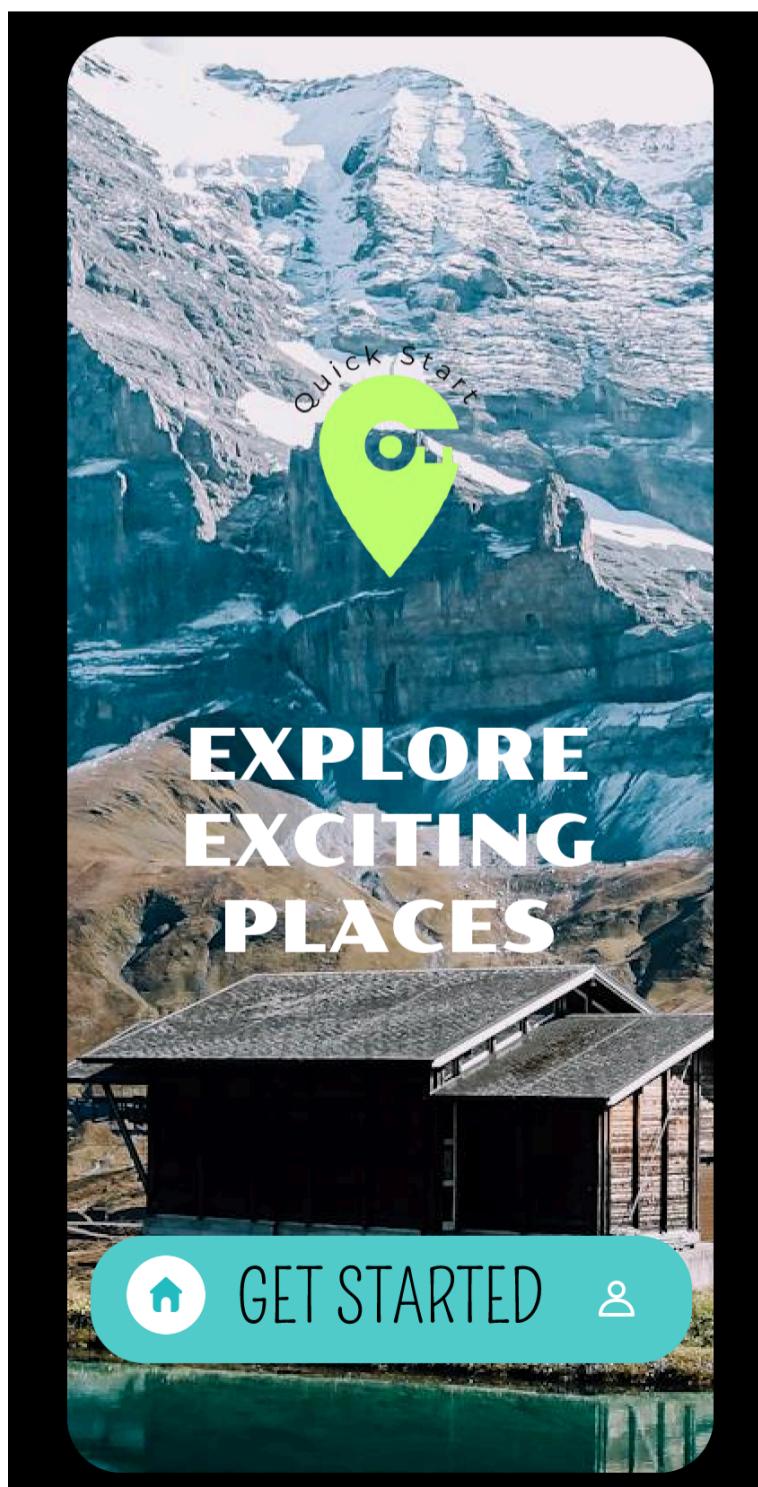
- Divided into three main categories:

- **Hotels:** Displays a curated list of accommodations with detailed descriptions, visuals, and recommendations.
  - **Foods:** Highlights local culinary experiences, showcasing iconic dishes and dining options with engaging visuals.
  - **Activities:** Offers suggestions for activities and attractions, ranging from adventure sports to cultural tours.
- Each category features more than ten recommendations, with a carousel-like design for easy scrolling and exploration.
  - Detailed descriptions provide users with insights into each option, helping them make informed decisions.

## 4. Design Features

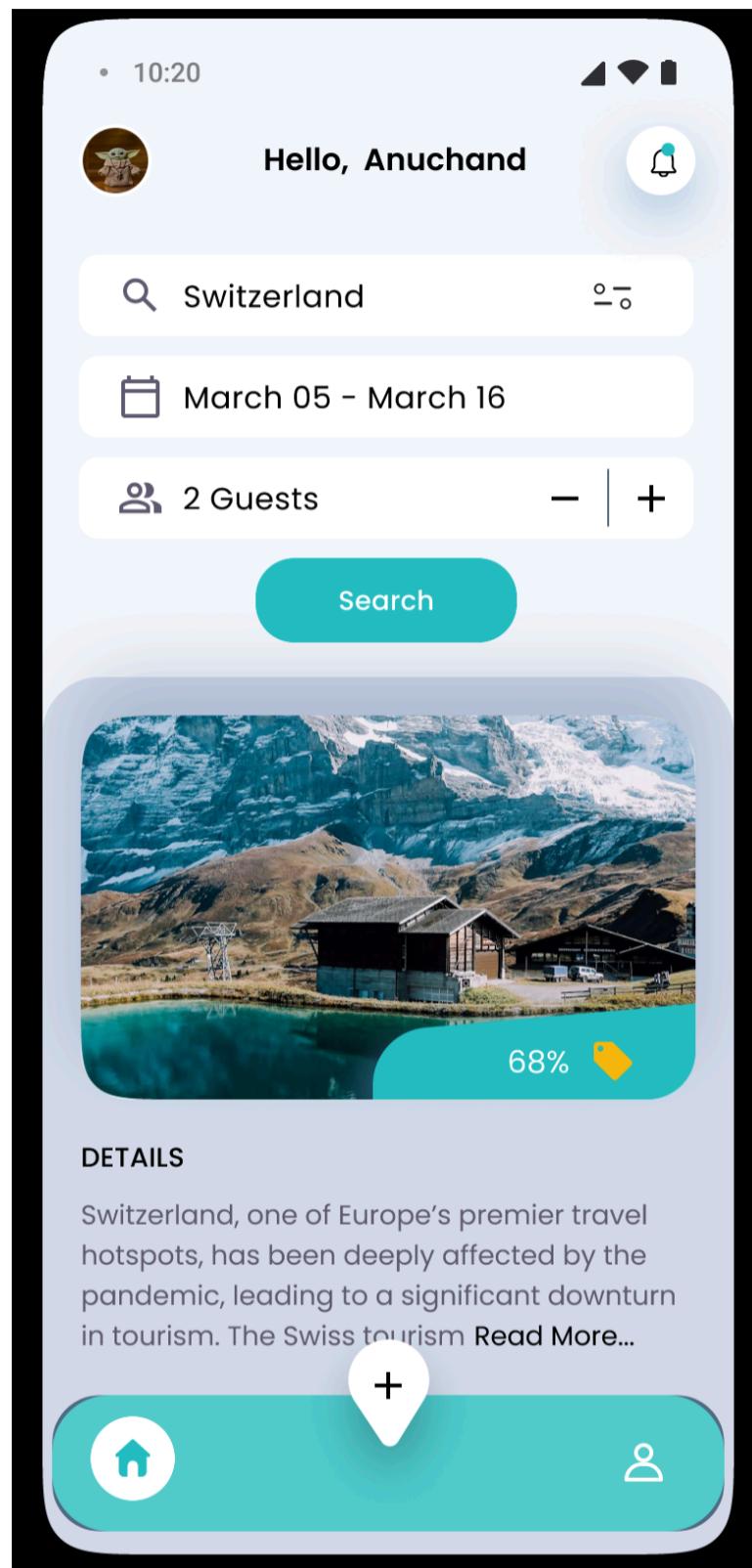
### Start Page

- High-resolution background image of scenic destinations.
- Prominent “Get Started” button for quick navigation.



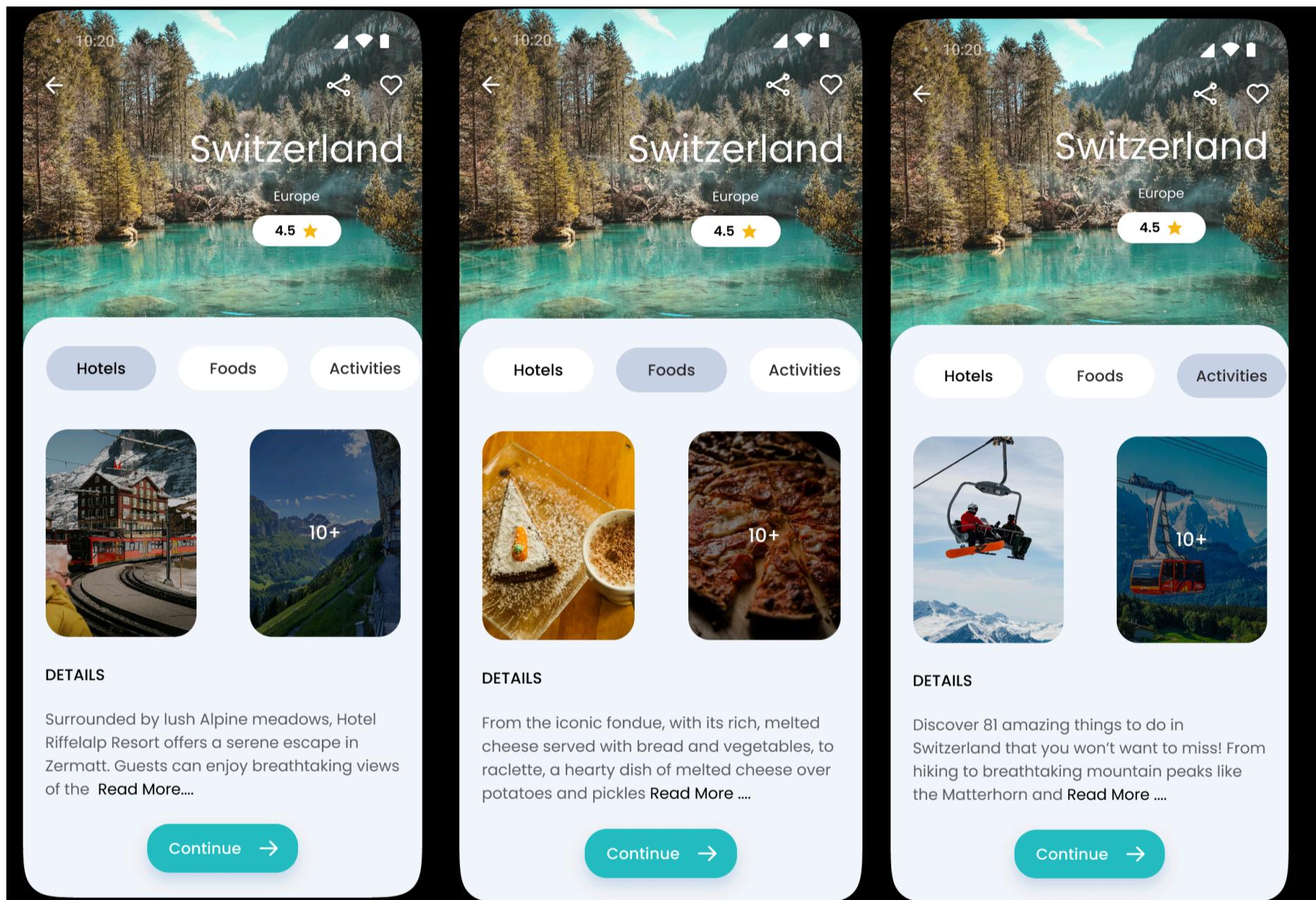
## Home Page

- Intuitive search bar for entering destination, travel dates, and number of guests.
- Destination highlights displayed with a recommendation percentage.



## Detail Pages

- Segmented tabs for Hotels, Foods, and Activities.
- Each tab provides a visual carousel with over ten recommendations and detailed descriptions.
- Clear navigation for switching between tabs.



## 5. Color Palette and Typography

### Color Palette:

- **Primary Colors:**
  - Light Blue: Used for navigation buttons and highlights.
  - White: Dominant background for clean aesthetics.
- **Accent Colors:**
  - Green: Indicator for recommendation percentage.
  - Neutral Shades: For text and icons to maintain readability.

### Typography:

- **Heading Font:** Bold sans-serif font, size 20-24px, for emphasis.
- **Body Font:** Regular sans-serif font, size 14-16px, for easy readability.
- **Button Text:** Medium sans-serif font, size 16px, for action buttons.

## 6. Key Functionalities

- **Search Functionality:** Allows users to search destinations by location, travel dates, and guest count.
- **Tabbed Navigation:** Provides a clear distinction between Hotels, Foods, and Activities.
- **Recommendation Indicator:** Highlights popular or highly recommended options with percentage visuals.
- **Detailed Insights:** Each recommendation comes with a detailed description and engaging visuals.
- **Continue Option:** A prominent button on each detail page to encourage further exploration or booking.

## 7. Improvements & Feedback

### Areas of Improvement:

1. **Search Filters:** Adding advanced filters for refining search results based on budget, preferences, or activities.
2. **Map Integration:** Including an interactive map to visualize the locations of hotels, restaurants, and activities.
3. **User Reviews:** Integrating user reviews and ratings for each recommendation to enhance decision-making.

### Feedback Received:

- Testers appreciated the simplicity of navigation and the use of high-quality visuals.
- Suggestions included adding real-time availability and cost estimation for hotels and activities.

## **8. Conclusion**

The travel app's Figma design demonstrates a well-thought-out user flow and visually engaging interface. By focusing on user needs, it creates a compelling experience for travel planning. Incorporating the suggested improvements would further enhance its functionality and usability, making it a comprehensive travel companion.

## **Appendix**

Attached below are screenshots of the app's design flow:

1. Start Page
2. Home Page
3. Detail Page - Hotels
4. Detail Page - Foods
5. Detail Page - Activities