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**UI/UX
Activity Task**

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1. Develop an information architecture for a website or app

a. Identify the project scope and goals: Students will first understand the purpose and goals they are working on.

Goals of the app are:

1. **Ease of Use:** The app is be user-friendly and intuitive, allowing users to navigate through the app easily and book tickets without any hassle.
2. **Information Accessibility:** The app provides all necessary information such as flight schedules, prices, seat availability, and more in a clear and concise manner.
3. **Personalization:** The app offers personalized recommendations based on the user's search and booking history.

b. Conduct a content inventory:

1. **Home Screen:** This is the main screen that users see when they open the app. It typically includes options to search for flights, access account information, and view current promotions or deals.
2. **Flight Listings:** This section displays the search results with details about each flight including departure and arrival times, duration, price, etc.
3. **Flight Details Page:** This page provides more detailed information about a specific flight including the flight number, aircraft type, layover details if any, etc.
4. **User Account Section:** This section allows users to view and manage their bookings, check their loyalty program status, update their profile information, etc.

c. Create an initial IA structure:

Based on the content inventory, here's an initial Information Architecture (IA) structure for airline ticket booking app:

1. **Home**
 - Search Flights
 - Account Information
2. **Search & Book**
 - Search Flights
 - One Way
 - Multi-City
 - Flight Listings
 - Sort (Price, Duration, etc.)
 - Filter (Stops, Airlines, etc.)

3. **User Account**

- View Bookings
- Manage Bookings (Reschedule, Cancel)
- Loyalty Program Status
- Profile Information

4. **Help & Support**

- FAQs
- Contact Customer Support

5. **Settings**

- Language
- Currency

d. Refine the IA structure:

Home

- Quick Search (One Way, Round Trip, Multi-City)
- Promotions & Deals
- Quick Access to Account

2. **Flight Search & Booking**

- Detailed Search
 - Departure & Arrival Destinations
 - Dates
 - Number of Passengers
- Flight Listings
 - Sort & Filter Options
- Flight Details
- Seat Selection
- Add-On Services (Meals, Extra Baggage)
- Passenger Information Form
- Payment Gateway

3. **My Trips**

- Upcoming Trips
- Past Trips
- Manage Bookings (Reschedule, Cancel)

4. **User Account**

- Personal Information
- Loyalty Program Status & Rewards

5. **Customer Support**

- FAQs
- Contact Options (Email, Call, Chat)

6. **Settings**

- Language Preference
- Currency Preference

In this refined structure:

- The home screen is simplified for quick access to key functions.
- The flight search and booking process is broken down into more detailed steps for clarity.
- A new "My Trips" section is added for better organization of user's bookings.
- The user account section is streamlined with only key information and functions.
- A dedicated "Notifications Center" is added for better management of notifications.