

## NOMADS

**Sector :** Travel Agency, Vacation, Umroh, Tour

**Challenge :** A company called **DRAGONFLY CORP.** wants to create a Tour & Travel application called **Nomads** with features and a choice of packages to offer, so that consumers can experience a better and certainly fun trip! And there's no need to worry about everything that bothers you

**My Role :** Product Designer, UX/UI Designer, Branding

**Project Time :** 2 weeks (before handoff to development)

### Overview

NOMADS is a website application for Travel, Tour, and Umrah. This application is intended for those who like to travel, vacation with family, and also those who like to go for tourist destinations to interesting places to visit.

This is a personal project that I made during my college holidays. To fill my spare time and also deepen my UX and Visual Design skills.

### Background

In today's era of rapid technological development, many sectors are affected by advanced technology, one of which is in the field of tourism and travel, the need for tourism is increasing, starting from young people who like to travel to entertainment places, families who want to vacation in a tourist destination, to Muslims who want to go for Umrah.

I joined NOMADS when there were only a few teams there, there were 2 engineers, 1 marketing and myself as the one who designed the product, UX and UI strategy in the team. Some of what I did when I was at NOMADS are as follows:

- **Provide product ideas**

I collaborated with the founder and marketing team to get a vision and strategy for Nomads, in the process a product does not go directly to the development stage, but has to be tested several times on potential users so that problems can be resolved.

## Understanding the problem


Everyone wants a vacation, there are those who go on vacation to unwind from their busy lives, there are also those who want to go on vacation with their families to a tourist destination, or maybe they want to take a trip to a country. However, it turns out that we found problems experienced by some users when they wanted to take a vacation/trip.

## User Persona

Based on the field of research that we did, we chose 2 people who typically like to travel and vacation, we took these 2 people because we felt they fit our needs, we were lucky to get samples from our friends and closest environment.

### Persona 1 : Muhammad Jabaril

**Muhamamd Jabaril**



AGE 21  
EDUCATION Student  
STATUS Single  
OCCUPATION Videographer  
LOCATION Sydney  
TECH LITERTE High

“A person's success always begins with a dream. If that's the case, let's sleep.”

**Personality**  
Introvert Thinker Calm

**Bio**  
He currently lives in Sydney. He finished his Senior High School and continuous to be a content creator. He is currently single and like to go out with friends on long holidays.


**Core needs**

- It's difficult to travel with an installment scheme
- Want to travel with the package of choice
- The price of the service is very important


**Frustrations**

- It's difficult to travel with an installment scheme
- The installments found have quite large interest of around 10 - 25%
- Not much choice and comparison not available

**Brands**




**Payment medium**



Cash/Cheque Digital Payment


**Platform**



Website Mobile App

## Persona 2 : Shafira Kirana Putri

**Shafira Kirana**



AGE

41

EDUCATION

Magister

STATUS

Merried

OCCUPATION

Lecturer

LOCATION

Riyadh, KSA

TECH LITERTE

High

“Those who are diligent in tutoring will be less attractive than those who are diligent in smiling.”

**Personality**

Extrovert Thinker Smart

**Bio**

She currenity lives in Riyadh. She finished her master in Art and has just been promoted to Lecturer. She is merried and like to go out with Family on long holidays.

**Core needs**

- Has business class and 5-star hotel
- want help in making passport

**Frustrations**

- Do not have passport making experience
- Hard to find package customization

**Brands**

facebook YouTube Instagram

**Payment medium**

Cash/Cheque Digital Payment

**Platform**

Website Mobile App

### Defining the problem

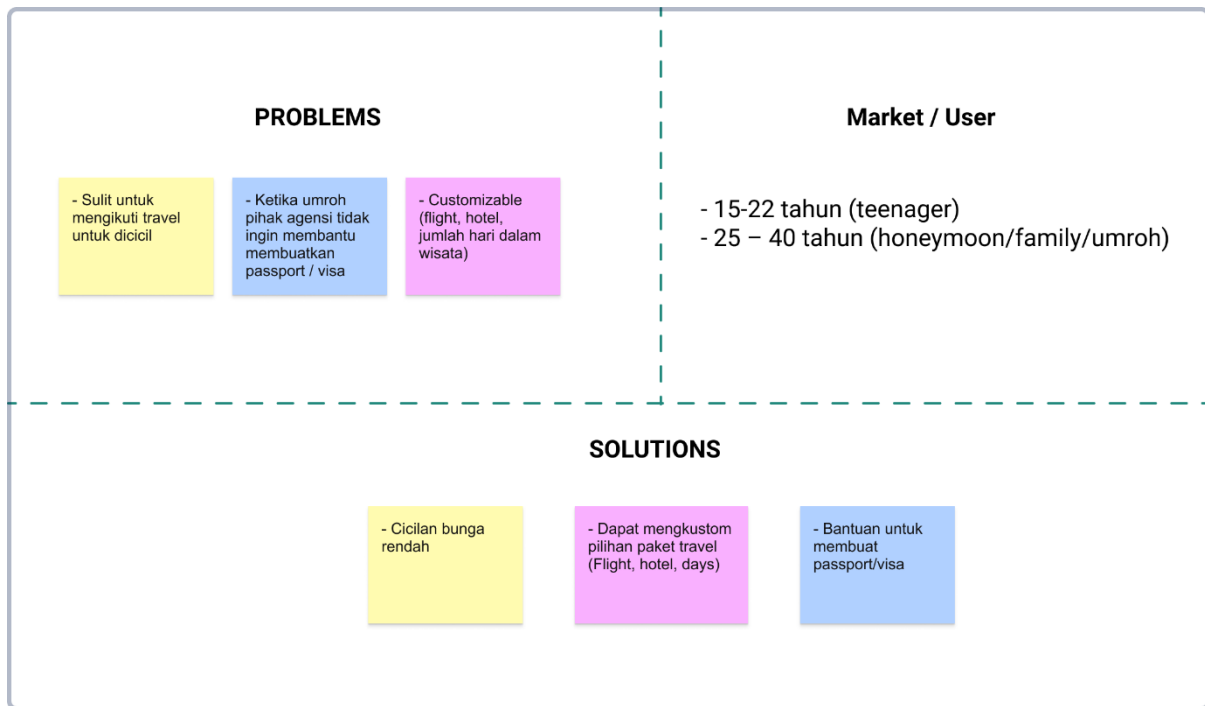
After brainstorming with the team, and also getting the samples needed, we then proceeded to explore the existing problems.

### Problem Statement

Some people are frustrated about how difficult it is to get a VISA/Passport. There are also youths where we know they have less finances but still want a vacation, but there are rarely trips that provide installment options. And what we most often encounter is product and service customization, in choosing departure dates, return dates, hotel choices etc., this can turn out to be frustrating for some people.

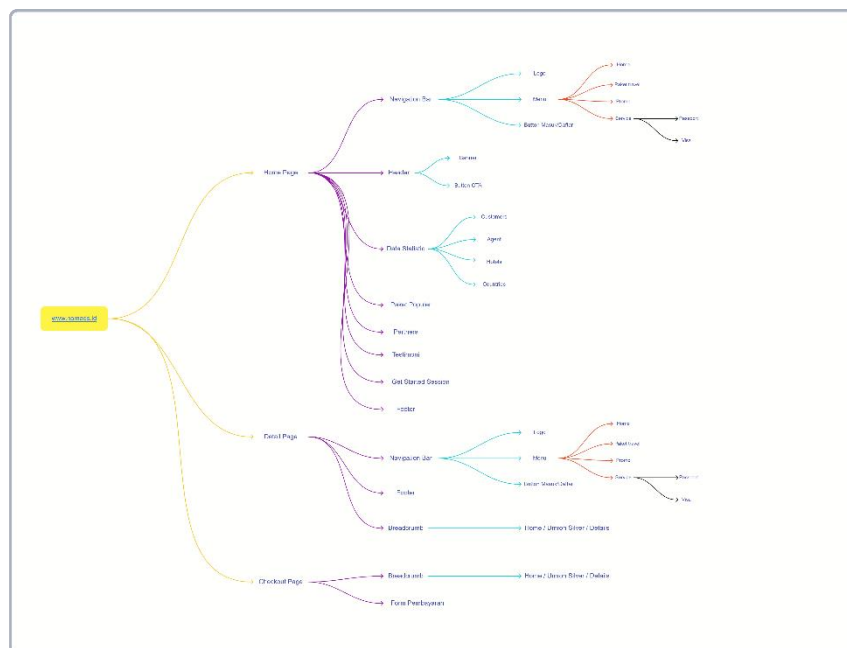
## Defining the MVP

We did sketching and analyzed about what caused them to feel uncomfortable when going/going on vacation, we have compiled the following list in a list:



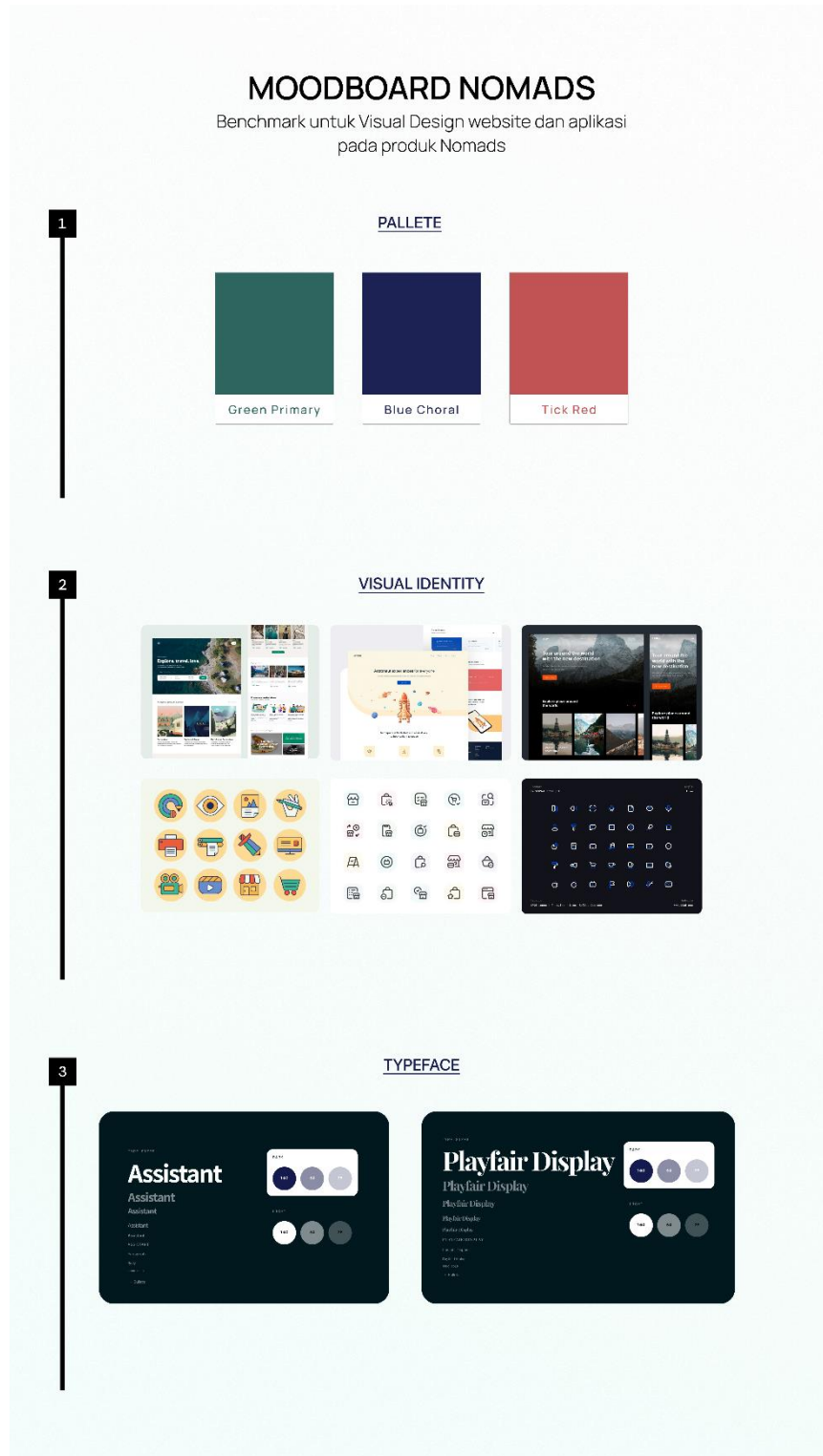
## User Flow

To clearly describe the flow of our website, a User Flow is needed, in the form of an illustration of how users will interact with the website, from the beginning to checkout.



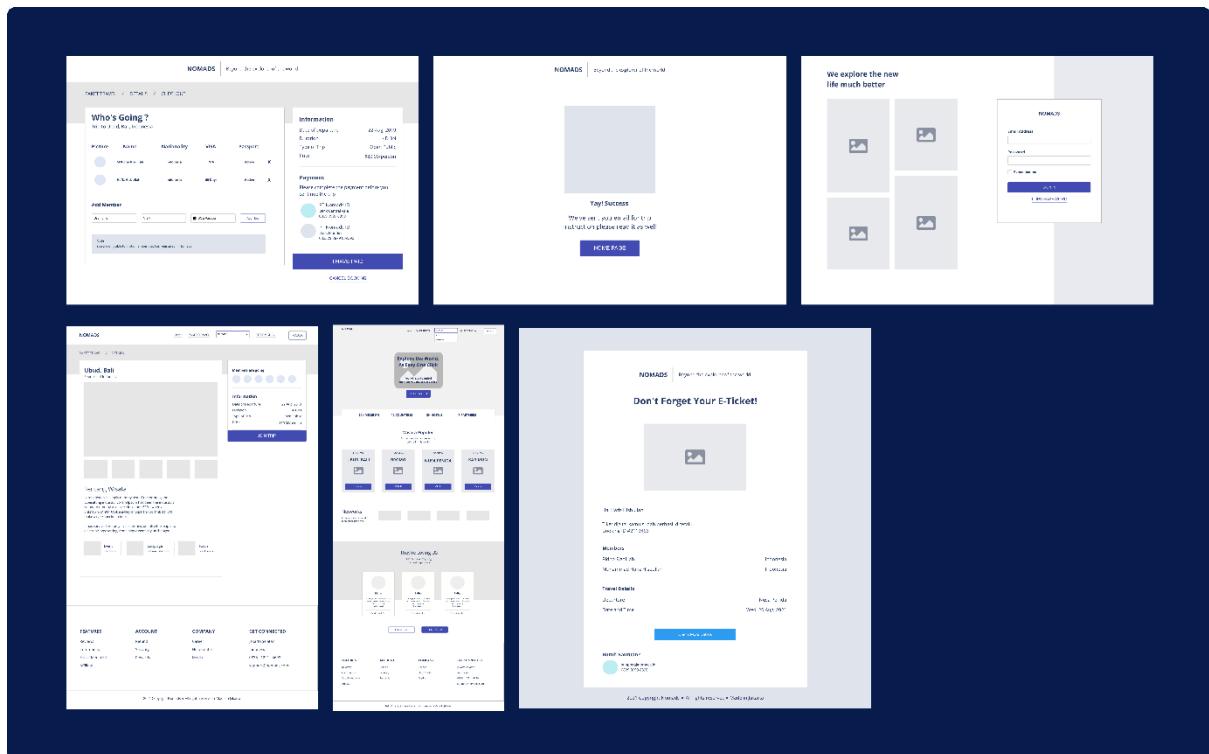
# Moodboard

In determining a design style, my team and I conduct design analysis as a reference and also insight in product design



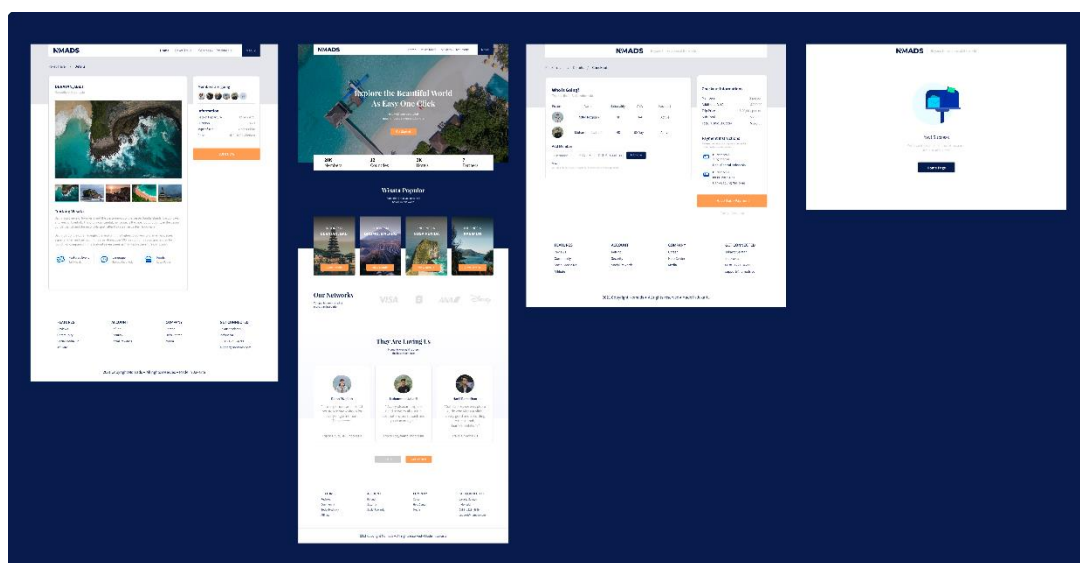
## Wireframe the problem

Based on the solutions that have been made, let's move on to creating a wireframe website, this part can be said to be fun xixixi!



## Validating the designs

With the existing concept, as well as some references that I took from various sources, we are finally at the design visualization stage, this design is responsive on various devices, so it can be opened anywhere and anytime.



## **Results and takeaways**

During the UX process, I collaborated with many parties, including the marketing team, founders, and engineers. I got a lot of experiences when I was at Nomads. Since I know there is a UX design process, I think it will ease the flow of solving a problem.