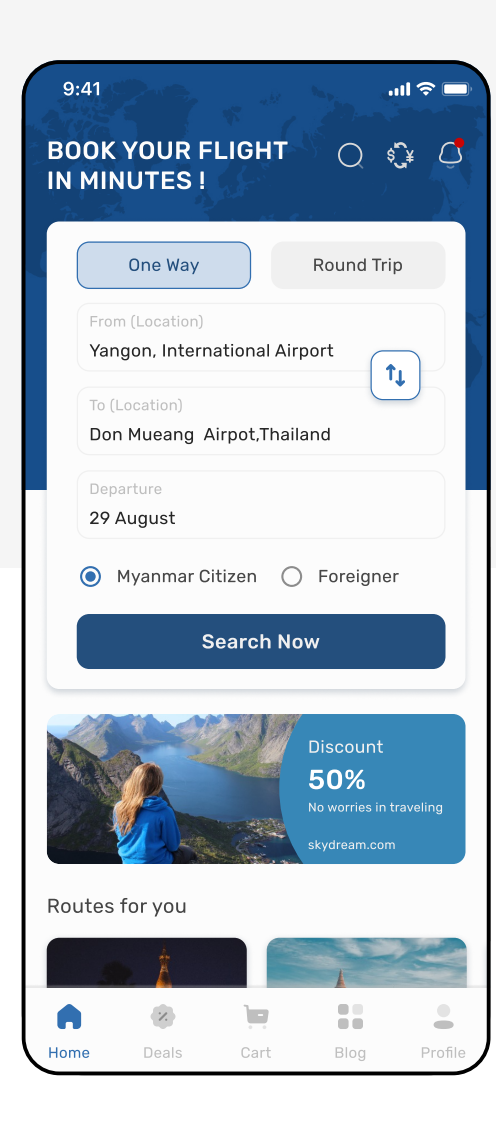
Project Case Study

Mobile Prototype

@2023


9:41
BOOK YOUR FLIGHT IN MINUTES !
One Way
Round Trip
Yangon, International Airport
Don Mueang Airport,Thailand
29 August
Myanmar Citizen
Foreigner
Search Now
Discount
50%
Routes for you
Home
Deals
Cart
Blog
Profile

Sky Dream Air Ticket

Tools

- Figma
- Xmind
- Photoshop

Project Overview

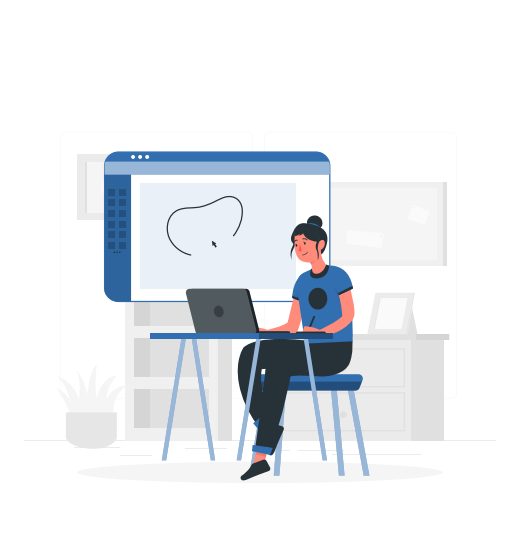
An air ticket application serves the purpose of facilitating the booking and management of airline tickets for travelers. These applications are designed to make the process of searching for flights, comparing prices, booking tickets, and managing travel itineraries more convenient and efficient.

Project Timeline (Figjam)

Status	Task Name	Duration	Number of Pages	Remark
Complete	User Research Project Intro Key Features confirmation	3 Days	Figjam	
Complete	Req Research, User flow, IA, Timeline	3 Days	Figjam	
Complete	Use flow, IA Confirmed and Design System (Components, variants, font, brand color, icons, mood board and inspiration) Start Wireframe Stage	2 Days	Figma	Preparation and Start Wireframe
Complete	Wireframe (Home Page) Wireframe (Deals Page) Wireframe (Blog Page)	3 Days	Figma	
Complete	Confirmed Previous Wireframe and Redesign (AM) Wireframe (Profile Page) (PM) Wireframe (Noti Page) (PM)	2 Days	Figma	
Complete	Confirmed Previous Wireframe and Redesign (AM) Wireframe (Search Page) (PM) Wireframe (Filters Page) (PM) Wireframe (Add to cart Page) (PM)	3 Days	Figma	
Complete	Confirmed Previous Wireframe and Start Hi-Fi (AM) Hi-Fi (Home Page) and Confirmation	4 Days	Figma	
Complete	Confirmed Previous Hi-Fi and Progress (AM) Hi-Fi (Deals Page) and Confirmation Hi-Fi (Blog Page) and Confirmation	3 Days	Figma	
Complete	Confirmed Previous Hi-Fi and Progress (AM) Hi-Fi (Profile Page) and Confirmation Hi-Fi (Noti Page) and Confirmation Hi-Fi (Search Page) and Confirmation	3 Days	Figma	
Complete	Confirmed Previous Hi-Fi and Progress (AM) Hi-Fi (Filters Page) and Confirmation Hi-Fi (Add to cart Page) and Confirmation Prototype and All Testing Confirmation Prototype	4 Days	Figma	

My Role and Responsibility

- Research
- Analysis
- User Flow
- Info Archi (IA)
- Wireframing
- Design
- Prototype
- Testing



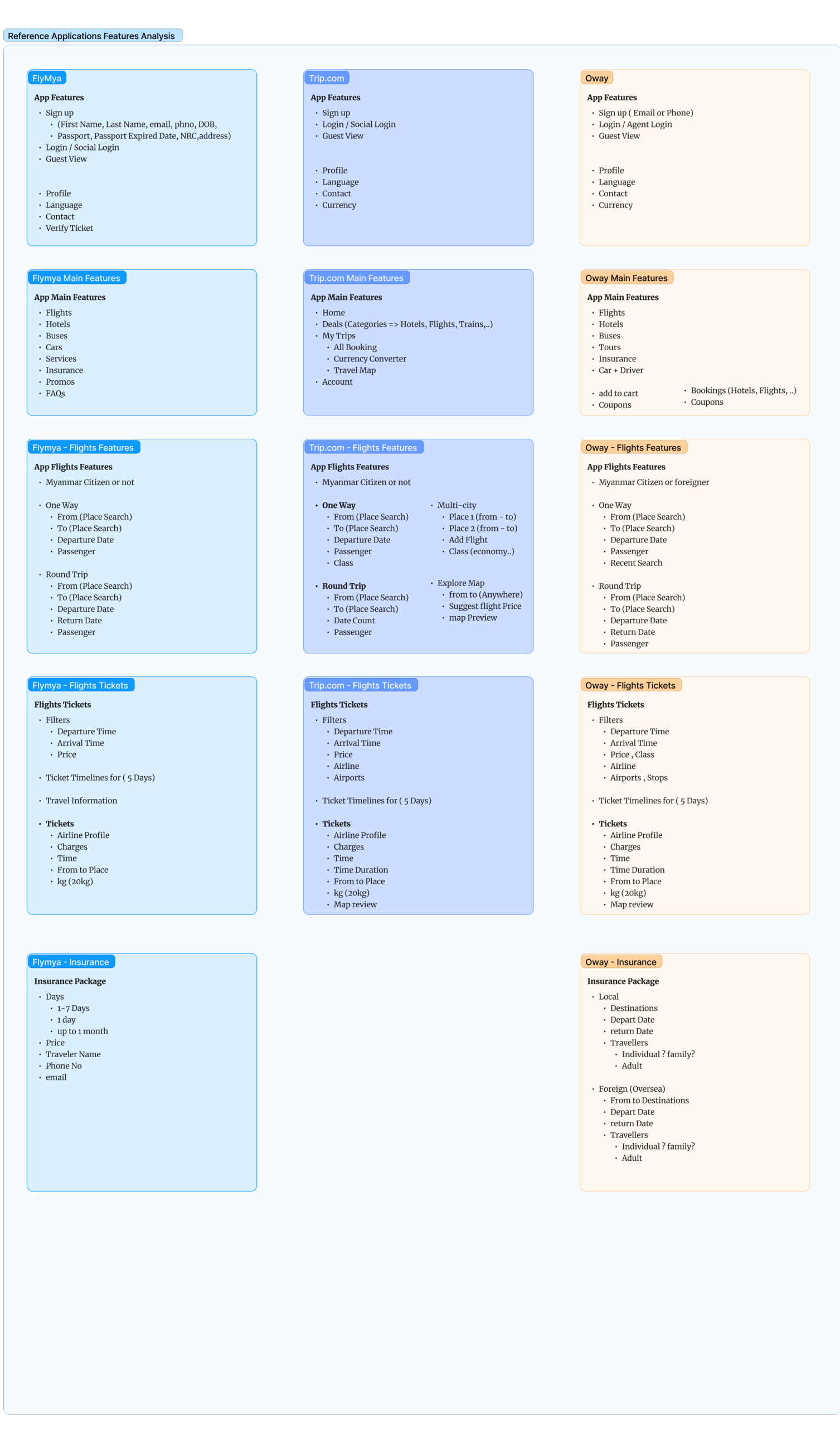
Problem Statement

- Need to improve the user experience of our online air ticket app to increase customer satisfaction and retention.
- The key pain points that users encounter while booking air tickets online, and how can we address these issues to streamline the booking process.
- Enhance the security and data privacy features of our online air ticket app to protect customer information and build trust.
- Optimize the search and recommendation algorithms in our app to provide users with more relevant flight options and travel deals.
- create a seamless and user-friendly mobile app experience for booking air tickets, considering the unique challenges and opportunities of the mobile platform

Solution Statement

- To improve the user experience of our online air ticket app, we will conduct a comprehensive user interface (UI) and user experience (UX).
- Based on the findings, redesign the app's interface, streamline the booking process, and implement user-friendly features such as real-time seat selection and personalized flight recommendations."
- To handle disruptions effectively, integrate real-time flight status updates and notifications into our app. In case of flight cancellations or delays, we will provide users with alternative flight options and seamless rebooking capabilities.
- To encourage direct bookings, offer exclusive discounts and benefits to users who book through our app

Competitor Analysis (Figjam)



Reference Applications Features Analysis

FlyMya

App Features
- Sign up
  - (First Name, Last Name, email, phno, DOB, Passport, Passport Expired Date, NRC,address)
- Login / Social Login
- Guest View
- Profile
- Language
- Contact
- Verify Ticket

Trip.com

App Features
- Sign up
- Login / Social Login
- Guest View
- Profile
- Language
- Contact
- Currency

Oway

App Features
- Sign up (Email or Phone)
- Login / Agent Login
- Guest View
- Profile
- Language
- Contact
- Currency

Flymya Main Features

App Main Features
- Flights
- Hotels
- Buses
- Cars
- Services
- Insurance
- Promos
- FAQs

Trip.com Main Features

App Main Features
- Home
- Deals (Categories => Hotels, Flights, Trains,..)
- My Trips
  - All Booking
  - Currency Converter
  - Travel Map
- Account

Oway Main Features

App Main Features
- Flights
- Hotels
- Buses
- Tours
- Insurance
- Car + Driver
- add to cart
- Coupons
- Bookings (Hotels, Flights, ..)
- Coupons

Flymya - Flights Features

App Flights Features
- Myanmar Citizen or not
- One Way
  - From (Place Search)
  - To (Place Search)
  - Departure Date
  - Passenger
- Round Trip
  - From (Place Search)
  - To (Place Search)
  - Departure Date
  - Return Date
  - Passenger

Trip.com - Flights Features

App Flights Features
- Myanmar Citizen or not
- One Way
  - From (Place Search)
  - To (Place Search)
  - Departure Date
  - Passenger
  - Class
- Round Trip
  - From (Place Search)
  - To (Place Search)
  - Date Count
  - Passenger
- Multi-city
  - Place 1 (from - to)
  - Place 2 (from - to)
  - Add Flight
  - Class (economy..)
- Explore Map
  - from to (Anywhere)
  - Suggest flight Price
  - map Preview

Oway - Flights Features

App Flights Features
- Myanmar Citizen or foreigner
- One Way
  - From (Place Search)
  - To (Place Search)
  - Departure Date
  - Passenger
  - Recent Search
- Round Trip
  - From (Place Search)
  - To (Place Search)
  - Departure Date
  - Return Date
  - Passenger

Flymya - Flights Tickets

Flights Tickets
- Filters
  - Departure Time
  - Arrival Time
  - Price
- Ticket Timelines for (5 Days)
- Travel Information
- Tickets
  - Airline Profile
  - Charges
  - Time
  - From to Place
  - kg (20kg)

Trip.com - Flights Tickets

Flights Tickets
- Filters
  - Departure Time
  - Arrival Time
  - Price
  - Airline
  - Airports
- Ticket Timelines for (5 Days)
- Tickets
  - Airline Profile
  - Charges
  - Time
  - Time Duration
  - From to Place
  - kg (20kg)
  - Map review

Oway - Flights Tickets

Flights Tickets
- Filters
  - Departure Time
  - Arrival Time
  - Price , Class
  - Airline
  - Airports , Stops
- Ticket Timelines for (5 Days)
- Tickets
  - Airline Profile
  - Charges
  - Time
  - Time Duration
  - From to Place
  - kg (20kg)
  - Map review

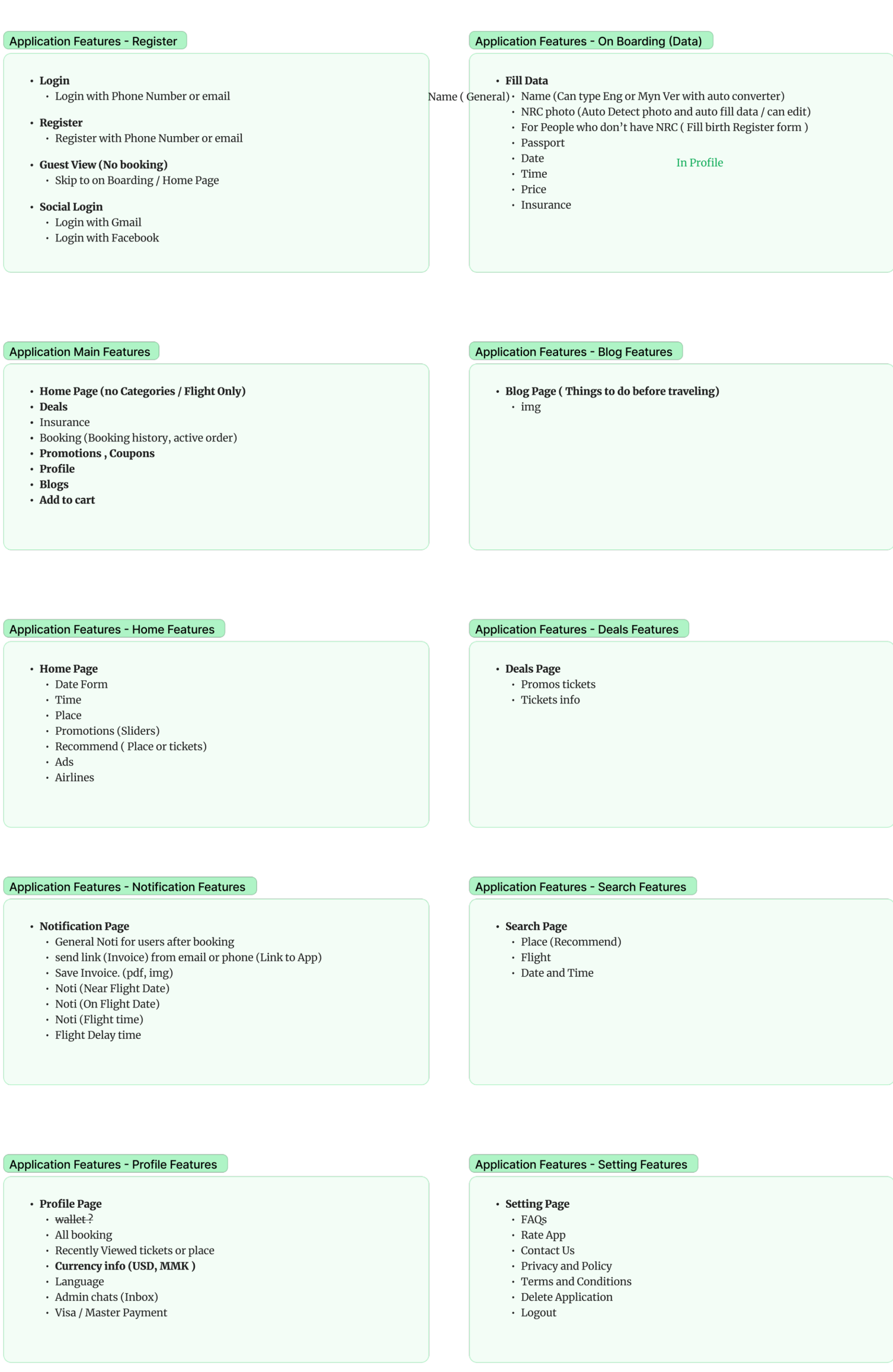
Flymya - Insurance

Insurance Package
- Days
  - 1-7 Days
  - 1 day
  - up to 1 month
- Price
- Traveler Name
- Phone No
- email

Oway - Insurance

Insurance Package
- Local
  - Destinations
  - Depart Date
  - return Date
  - Travellers
    - Individual ? family?
    - Adult
- Foreign (Oversea)
  - From to Destinations
  - Depart Date
  - return Date
  - Travellers
    - Individual ? family?
    - Adult

Application Features (Figjam)



Application Features - Register

- Login
  - Login with Phone Number or email
- Register
  - Register with Phone Number or email
- Guest View (No booking)
  - Skip to on Boarding / Home Page
- Social Login
  - Login with Gmail
  - Login with Facebook

Application Features - On Boarding (Data)

- Fill Data

Name (General)
- Name (Can type Eng or Myn Ver with auto converter)
- NRC photo (Auto Detect photo and auto fill data / can edit)
- For People who don't have NRC (Fill birth Register form)
- Passport
- Date
- Time
- Price
- Insurance

In Profile

Application Main Features

- Home Page (no Categories / Flight Only)
- Deals
- Insurance
- Booking (Booking history, active order)
- Promotions , Coupons
- Profile
- Blogs
- Add to cart

Application Features - Blog Features

- Blog Page (Things to do before traveling)
  - img

Application Features - Home Features

- Home Page
  - Date Form
  - Time
  - Place
  - Promotions (Sliders)
  - Recommend (Place or tickets)
  - Ads
  - Airlines

Application Features - Deals Features

- Deals Page
  - Promos tickets
  - Tickets info

Application Features - Notification Features

- Notification Page
  - General Noti for users after booking
  - send link (Invoice) from email or phone (Link to App)
  - Save Invoice. (pdf, img)
  - Noti (Near Flight Date)
  - Noti (On Flight Date)
  - Noti (Flight time)
  - Flight Delay time

Application Features - Search Features

- Search Page
  - Place (Recommend)
  - Flight
  - Date and Time

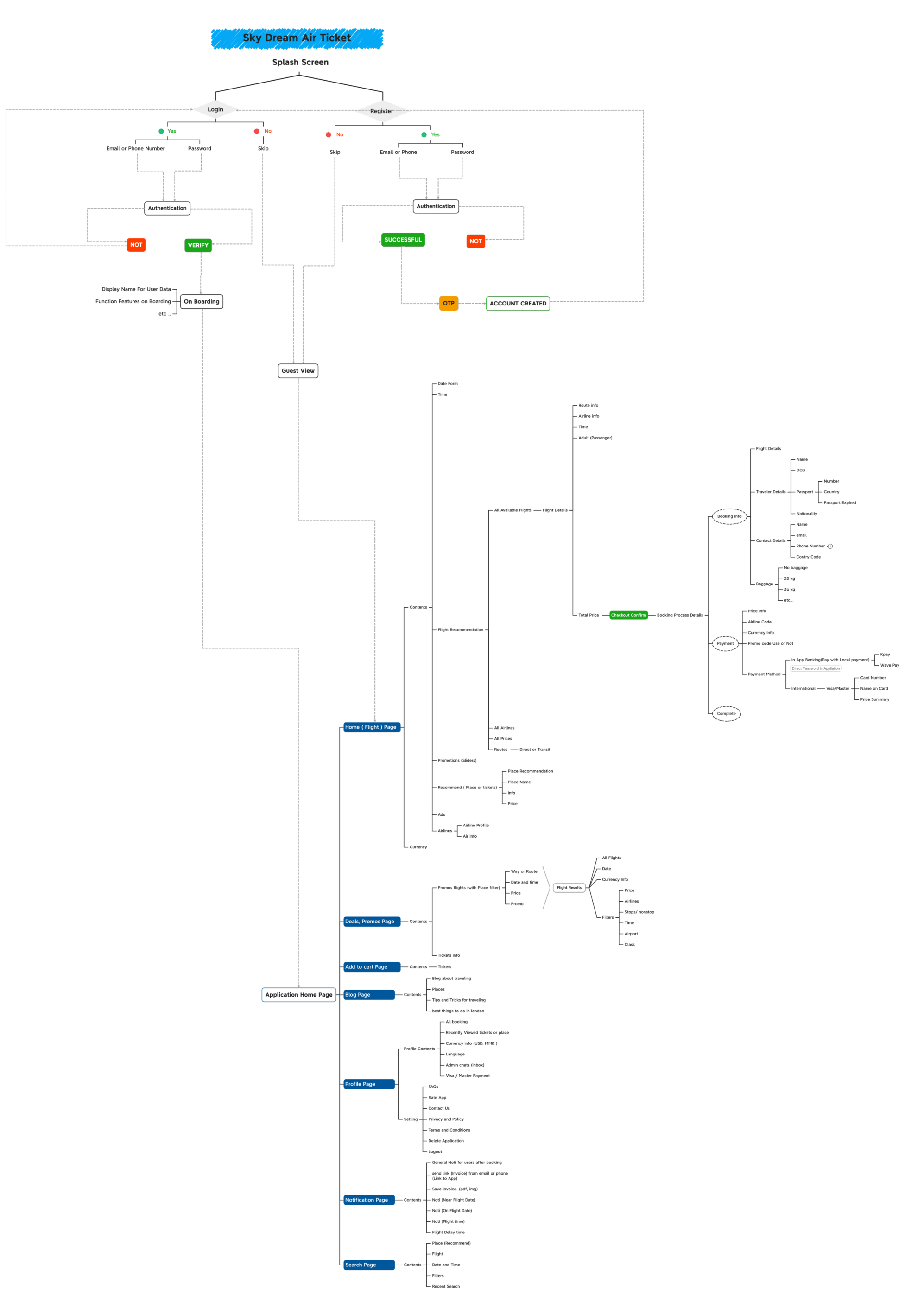
Application Features - Profile Features

- Profile Page
  - wallet ?
  - All booking
  - Recently Viewed tickets or place
  - Currency Info (USD, MMK)
  - Language
  - Admin chats (Inbox)
  - Visa / Master Payment

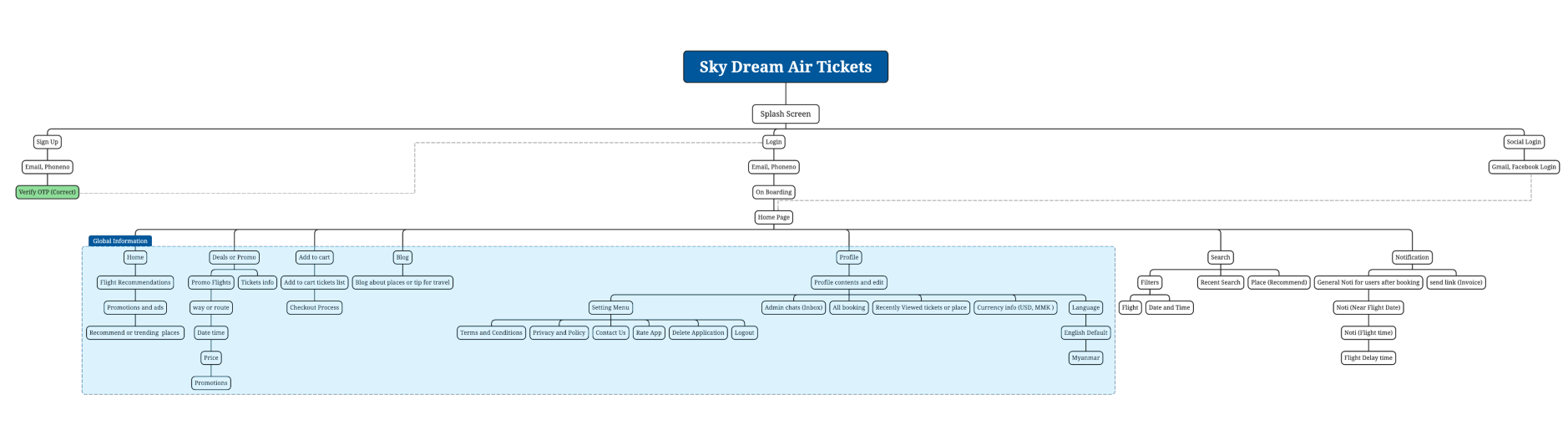
Application Features - Setting Features

- Setting Page
  - FAQs
  - Rate App
  - Contact Us
  - Privacy and Policy
  - Terms and Conditions
  - Delete Application
  - Logout

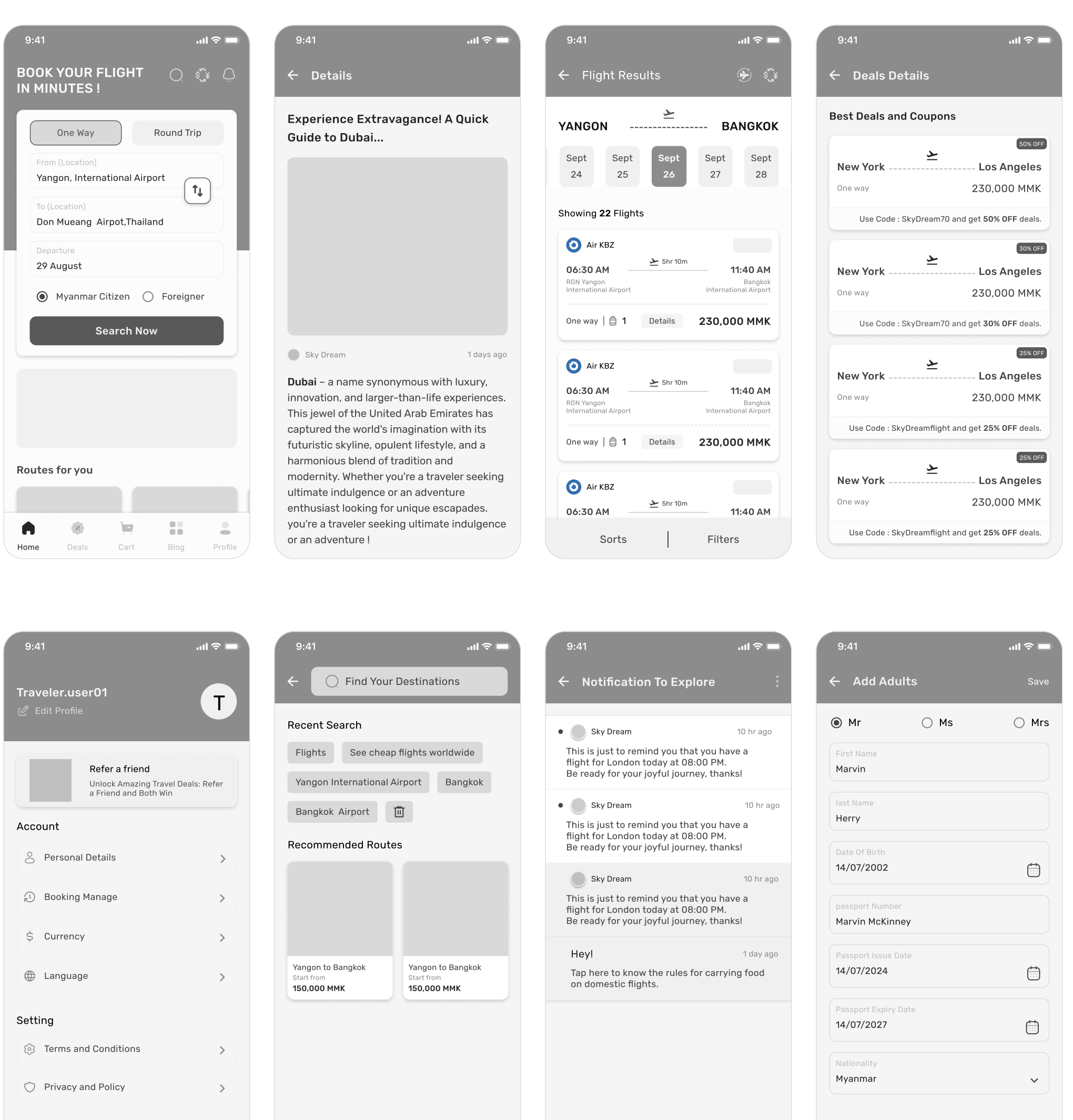
User Flow For Application


Sky Dream Air Ticket
Splash Screen
Login
Register
Yes
No
Email or Phone Number
Password
Skip
Authentication
NOT
VERIFY
SUCCESSFUL
OTP
ACCOUNT CREATED
On Boarding
Guest View
Application Home Page
Home / Flight / Page
Deals, Promos Page
Add to cart Page
Blog Page
Profile Page
Notification Page
Search Page

Information Architecture For Application


Sky Dream Air Tickets
Splash Screen

Digital Wireframe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Don Mueang Airport,Thailand
29 August
Myanmar Citizen
Foreigner
Search Now
Routes for you
Home
Deals
Cart
Blog
Profile
Details
Experience Extravagance! A Quick Guide to Dubai...
Sky Dream
1 days ago
Flight Results
YANGON
BANGKOK
Sept 24
Sept 25
Sept 26
Sept 27
Sept 28
Showing 22 Flights
Air KBZ
06:30 AM
5hr 10m
11:40 AM
One way
Details
230,000 MMK
Sorts
Filters
Deals Details
Best Deals and Coupons
New York
Los Angeles
One way
230,000 MMK
Use Code : SkyDream70 and get 50% OFF deals.
Use Code : SkyDream70 and get 30% OFF deals.
Use Code : SkyDreamflight and get 25% OFF deals.
Traveler.user01
Edit Profile
Refer a friend
Unlock Amazing Travel Deals: Refer a Friend and Both Win
Account
Personal Details
Booking Manage
Currency
Language
Setting
Terms and Conditions
Privacy and Policy
Logout
Version
0.01
Find Your Destinations
Recent Search
Flights
See cheap flights worldwide
Yangon International Airport
Bangkok
Bangkok Airport
Recommended Routes
Yangon to Bangkok
Start from
150,000 MMK
Notification To Explore
Sky Dream
10 hr ago
Hey!
1 day ago
Add Adults
Save
Mr
Ms
Mrs
First Name
Marvin
last Name
Herry
Date Of Birth
14/07/2002
passport Number
Marvin McKinney
Passport Issue Date
14/07/2024
Passport Expiry Date
14/07/2027
Nationality
Myanmar

Dubai – a name synonymous with luxury, innovation, and larger-than-life experiences. This jewel of the United Arab Emirates has captured the world's imagination with its futuristic skyline, opulent lifestyle, and a harmonious blend of tradition and modernity. Whether you're a traveler seeking ultimate indulgence or an adventure enthusiast looking for unique escapades, you're a traveler seeking ultimate indulgence or an adventure !

This is just to remind you that you have a flight for London today at 08:00 PM. Be ready for your joyful journey, thanks!

Tap here to know the rules for carrying food on domestic flights.

Style Guide

Rubik

Light	Aa
Regular	Aa
Medium	Aa
Semibold	Aa
Bold	Aa
Extra Bold	Aa
Black	Aa

Primary Color #326FB0

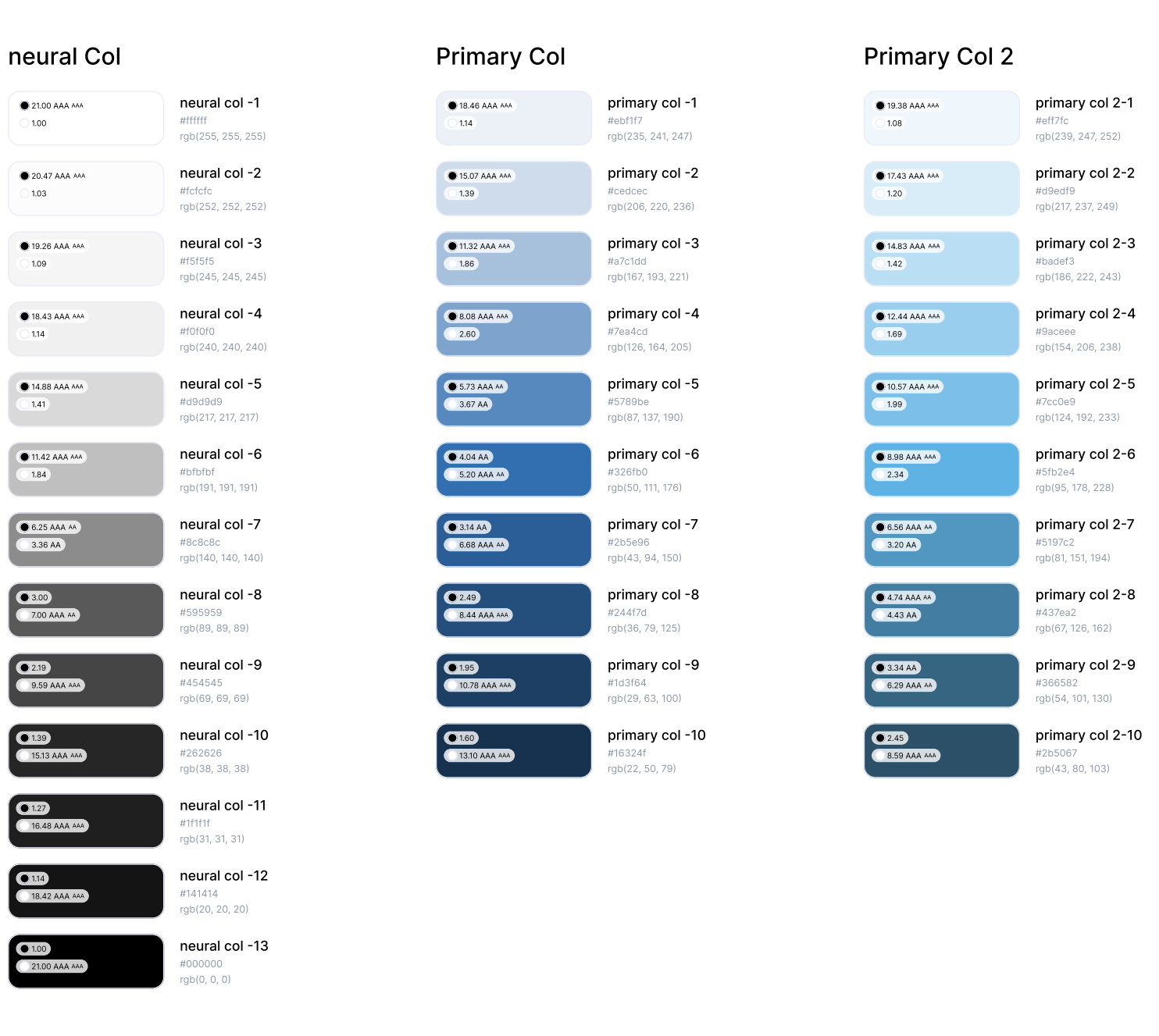
Secondary Color #5FB2E4

background Color #FCFCFC

Typography

- Rubik is a versatile and legible font, making it suitable for website headings, body text, and buttons.
- Its rounded letterforms can lend a friendly and approachable feel to digital designs.
- Maintain consistency in font usage throughout design or document to create a cohesive and professional look.

Color Shade and Tone



neural Col		Primary Col		Primary Col 2	

neural col -1	#ffffff
	rgb(255, 255, 255)
		primary col -1	#ebf1f7
			rgb(235, 241, 247)
				primary col 2-1	#eff7fc
					rgb(239, 247, 252)

neural col -2	#fcfcfc
	rgb(252, 252, 252)
		primary col -2	#cedcec
			rgb(206, 220, 236)
				primary col 2-2	#d9edf9
					rgb(217, 237, 249)

neural col -3	#f5f5f5
	rgb(245, 245, 245)
		primary col -3	#a7c1dd
			rgb(167, 193, 221)
				primary col 2-3	#badef3
					rgb(186, 222, 243)

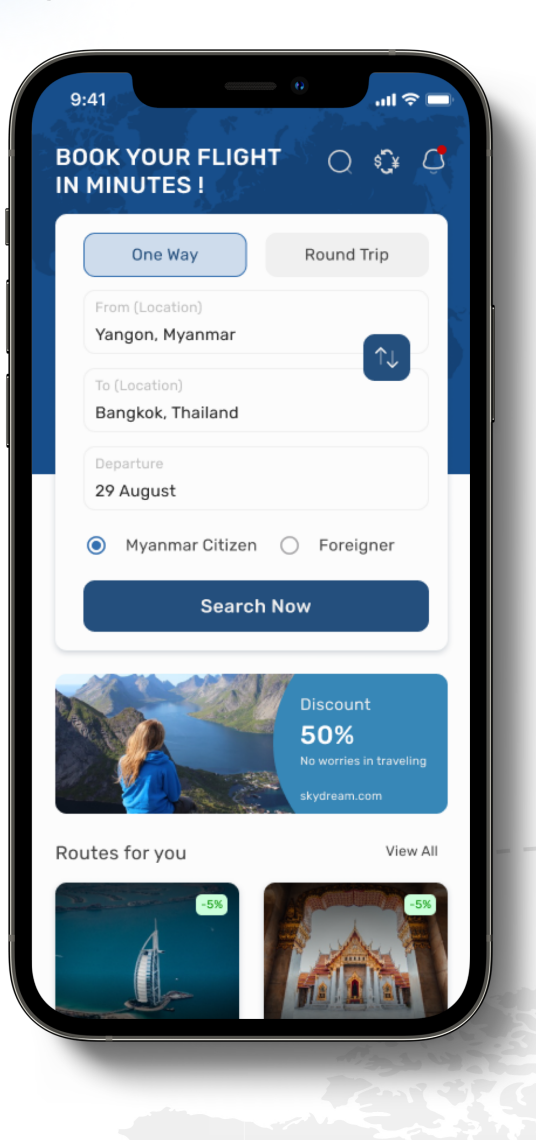
neural col -4	#f0f0f0
	rgb(240, 240, 240)
		primary col -4	#7ea4cd
			rgb(126, 164, 205)
				primary col 2-4	#9aceee
					rgb(154, 206, 238)

neural col -5	#d9d9d9
	rgb(217, 217, 217)
		primary col -5	#5789be
			rgb(87, 137, 190)
				primary col 2-5	#7cc0e9
					rgb(124, 192, 233)

neural col -6	#bfbfbf
	rgb(191, 191, 191)
		primary col -6	#326fb0
			rgb(50, 111, 176)
				primary col 2-6	#5fb2e4
					rgb(95, 178, 228)

neural col -7	#8c8c8c rgb(140, 140, 140)	primary col -7	#2b5e96 rgb(43, 94, 150)	primary col 2-7	#5197c2 rgb(81, 151, 194)
neural col -8	#595959 rgb(89, 89, 89)	primary col -8	#244f7d rgb(36, 79, 125)	primary col 2-8	#437ea2 rgb(67, 126, 162)
neural col -9	#454545 rgb(69, 69, 69)	primary col -9	#1d3f64 rgb(29, 63, 100)	primary col 2-9	#366582 rgb(54, 101, 130)
neural col -10	#262626 rgb(38, 38, 38)	primary col -10	#16324f rgb(22, 50, 79)	primary col 2-10	#2b5067 rgb(43, 80, 103)
neural col -11	#1f1f1f rgb(31, 31, 31)				
neural col -12	#141414 rgb(20, 20, 20)				
neural col -13	#000000 rgb(0, 0, 0)				

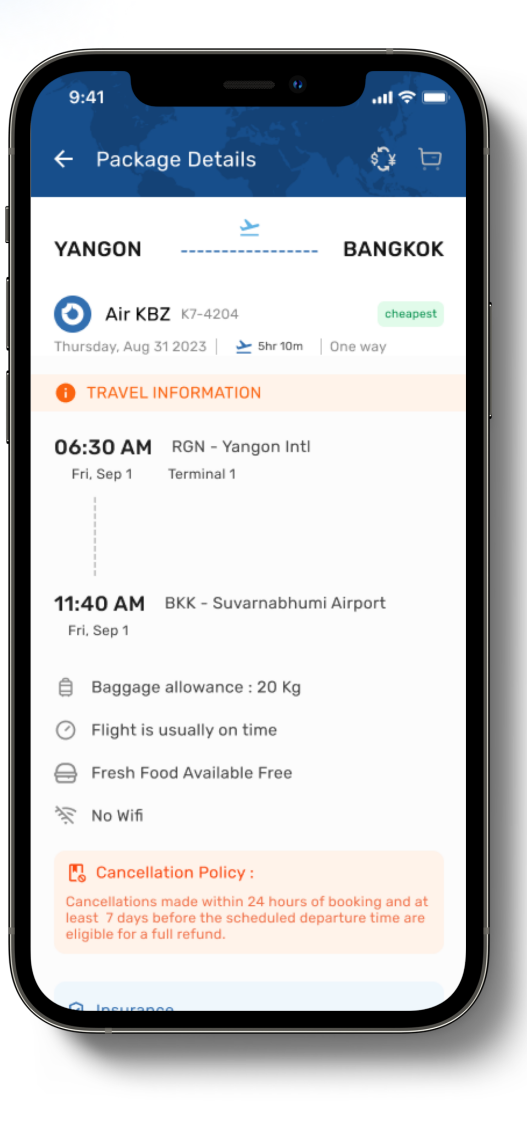
Home Page


9:41
BOOK YOUR FLIGHT IN MINUTES !
One Way
Round Trip
From (Location)
Yangon, Myanmar
To (Location)
Bangkok, Thailand
Departure
29 August
Myanmar Citizen
Foreigner
Search Now
Discount
50%
No worries in traveling
Routes for you
View All

Explanation

- The Flight Airline is the airline's digital interface for its services and information. This is designed to give visitors an easy-to-use interface and quick access to key features.
- **Flight Booking:** Users can search for and book flights to various destinations using the homepage's prominent search bar. They can input departure and arrival locations, travel dates, and passenger details.
- **Promotions and Deals:** Airlines often feature special promotions, discounts, and package deals on their homepage. These offers may include discounted fares, vacation packages, or loyalty program promotions.

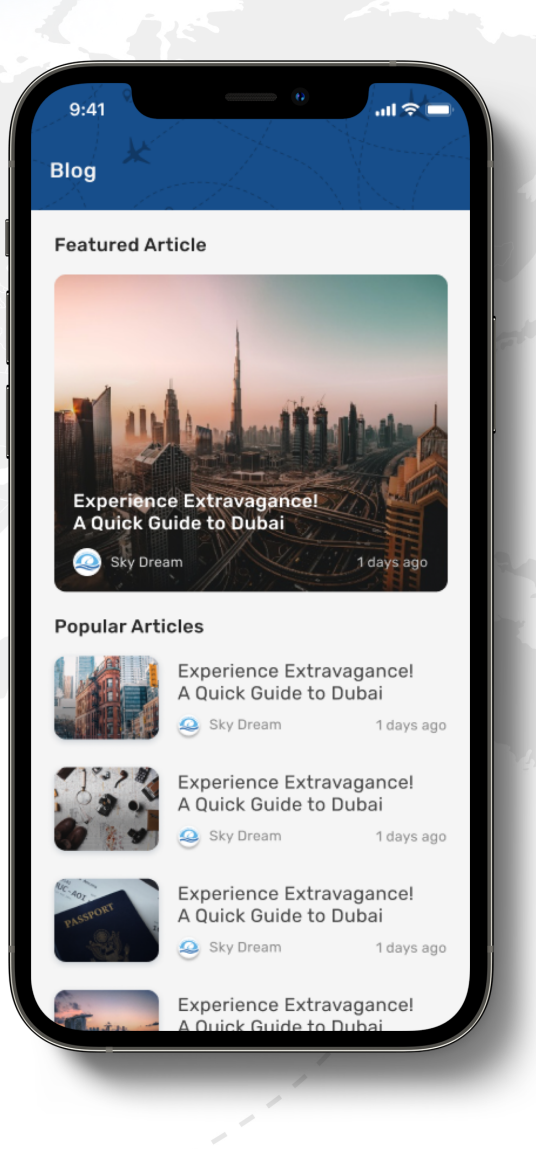
Flight Information Page


9:41
Package Details
YANGON
BANGKOK
Air KBZ
cheapest
TRAVEL INFORMATION
06:30 AM
RGN - Yangon Intl
11:40 AM
BKK - Suvarnabhumi Airport
Baggage allowance : 20 Kg
Flight is usually on time
Fresh Food Available Free
No Wifi
Cancellation Policy :

Explanation

- **Flight Information:** Essential flight information, such as upcoming departures and arrivals, is often displayed prominently. This helps travellers quickly check the status of their flights.
- **Check-In:** Many airlines provide an online check-in option through their homepage. Passengers can check in, and print boarding passes or receive mobile boarding passes.
- **Baggage Information:** Information about baggage policies, fees, and guidelines is typically available. Travellers can find details on carry-on and checked baggage allowances.
- **Travel Information:** Useful travel resources such as travel guides, destination information, visa requirements, and travel advisories may be accessible to assist travellers in planning their trips.

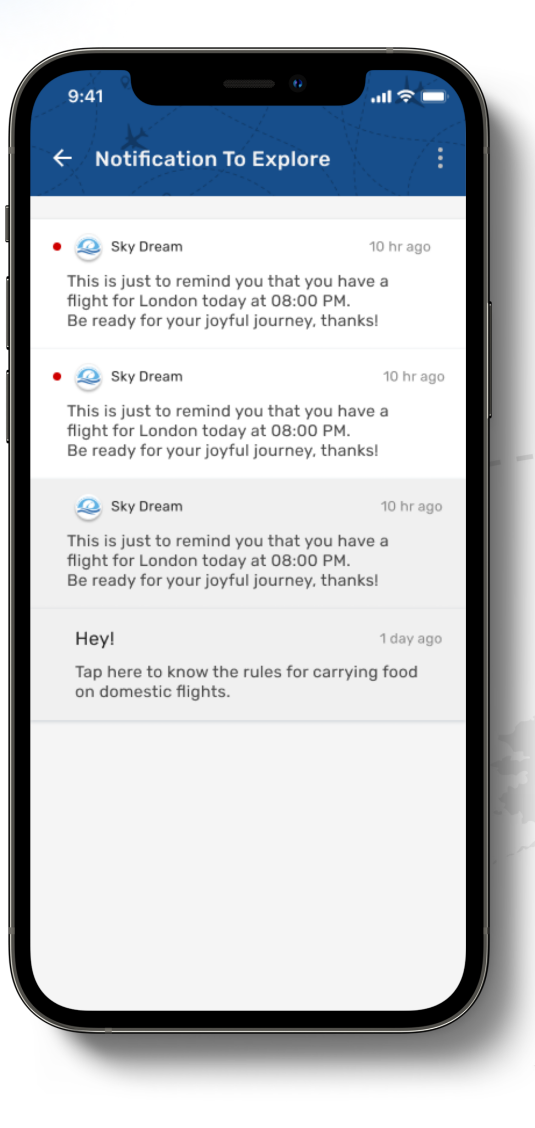
Article Page


9:41
Blog
Featured Article
Experience Extravagance! A Quick Guide to Dubai
Sky Dream
1 days ago
Popular Articles
Experience Extravagance! A Quick Guide to Dubai

Explanation

- A Flight Article Summary Page provides concise summaries of articles related to aviation, air travel, and related topics.
- This page is typically organised to help users quickly browse and access relevant information.
- Each article is accompanied by a brief summary or snippet that provides an overview of its content. This allows users to quickly gauge whether the article is relevant to their interests.
- Some Flight Article Summary Pages offer links to related articles or suggested reading to encourage users to explore more content on the page.
- Flight Article Summary Pages are valuable resources for individuals interested in aviation, whether they are industry professionals, aviation enthusiasts, or travelers looking for the latest news and insights. These pages streamline the process of accessing relevant articles and staying informed about developments in the world of aviation and air travel.

Home Page


9:41
Notification To Explore
Sky Dream
10 hr ago
Hey!
1 day ago

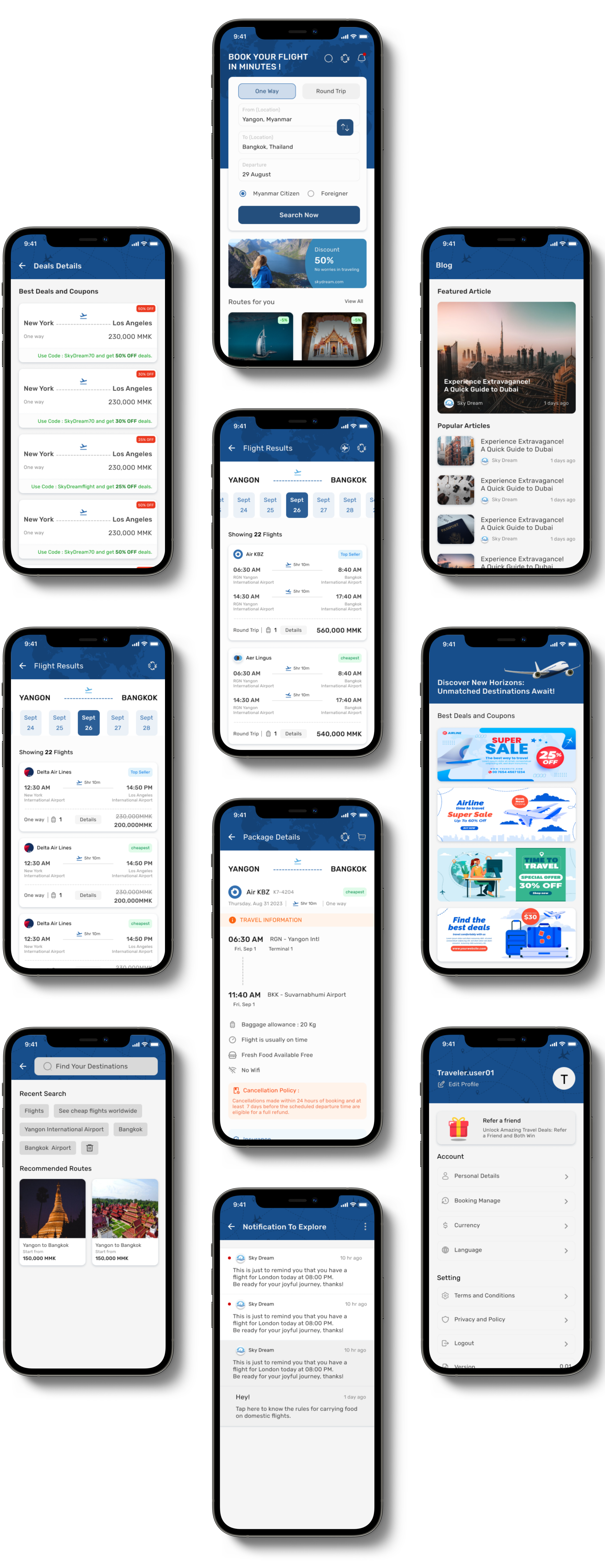
This is just to remind you that you have a flight for London today at 08:00 PM. Be ready for your joyful journey, thanks!

Tap here to know the rules for carrying food on domestic flights.

Explanation

- A Flight Notification Page on a mobile app is a dedicated section that provides users with important and real-time updates regarding their upcoming flights.
- Users can view essential flight information, including the flight number, departure and arrival airports, scheduled departure and arrival times, and the current status of the flight (e.g., on time, delayed, canceled).
- The page provides real-time updates on the flight's status. This includes information on any delays, gate changes, or cancellations. Users can receive push notifications for significant changes.
- Helpful tips and reminders related to security procedures and check-in may be provided to make the travel experience smoother.
- It is a valuable tool for travelers, as it centralizes all critical flight-related information in one place, keeping them informed and prepared for their journey. This feature helps passengers stay updated on any changes to their flight schedule, ensuring a smoother and more stress-free travel experience.

Final Design Screens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View All
Deals Details
Best Deals and Coupons
New York
Los Angeles
230,000 MMK
Use Code : SkyDream70 and get 50% OFF deals.
Use Code : SkyDream70 and get 30% OFF deals.
Use Code : SkyDreamflight and get 25% OFF deals.
Blog
Featured Article
Experience Extravagance! A Quick Guide to Dubai
Popular Articles
Flight Results
YANGON
BANGKOK
Showing 22 Flights
Air KBZ
Aer Lingus
Delta Air Lines
06:30 AM
8:40 AM
14:30 AM
17:40 AM
12:30 AM
14:50 PM
560,000 MMK
540,000 MMK
200,000MMK
Discover New Horizons: Unmatched Destinations Await!
SUPER SALE
25% OFF
Airline Super Sale
TIME TO TRAVEL
30% OFF
Find the best deals
$30
Package Details
Air KBZ
TRAVEL INFORMATION
06:30 AM
RGN - Yangon Intl
11:40 AM
BKK - Suvarnabhumi Airport
Baggage allowance : 20 Kg
Flight is usually on time
Fresh Food Available Free
No Wifi
Cancellation Policy :
Find Your Destinations
Recent Search
Recommended Routes
Yangon to Bangkok
150,000 MMK
Notification To Explore
Traveler.user01
Edit Profile
Refer a friend
Account
Personal Details
Booking Manage
Currency
Language
Setting
Terms and Conditions
Privacy and Policy
Logout

Contact me

if you need any mobile app design for your company.
I am available for you!