Travel Planner App UI (Roamly)

Overview

Problem Statement

Planning a trip can often feel overwhelming, especially for independent travelers or families seeking flexibility. Currently, users rely on multiple disconnected tools, such as:

- Google Maps for directions
- AccuWeather for forecasts
- Excel sheets or note-taking apps for creating plans
- Instagram or Pinterest for discovering places

This scattered process leads to:

- Time wasted switching between platforms
- Incomplete or unorganized itineraries
- Missed opportunities to discover local attractions
- Frustration when the weather impacts planned activities last minute

Travelers lack **one unified platform** that allows them to **create, customize, and adapt** their itineraries with real-time information like weather and maps, particularly something that's **mobile-first and beginner-friendly**.

> "I just want to enjoy my trip, not spend hours switching between apps to check the weather, maps, and notes. I wish there was just one app that lets me plan it all."

> *— Emma, 27, solo traveler from Berlin*

Scenario

Emma is planning a 7-day solo trip to Vietnam. She uses Instagram to find cafes, a Notes app to write daily plans, Google Maps to save locations, and a weather app to check the monsoon season. After switching between five different tools, her itinerary ends up disorganized, one activity is 3 hours away from the next, and she misses a key hike due to rain. She wishes there were one simple app that could help her rearrange and update plans instantly, even offline.

Goal

To design a **delightful, responsive, and mobile-first travel planner app** that enables users to:

- Build customizable day-by-day itineraries
- Access **real-time weather forecasts** for each destination
- Explore and add activities using an **interactive map UI**
- Save, share, or export their travel plans
- Use the app without creating an account (for MVP)

The design will prioritize **clarity, ease-of-use, and emotional delight** through intuitive UX, smooth flows, and engaging micro interactions, creating a stress-free planning experience even for non-tech-savvy users.

My Role

- UX Researcher
- UX/UI Designer
- Prototype Creator
- Presenter

Tools

- Figma (wireframes, prototype, UI)
- Miro (brainstorming, journey map)
- Google Forms (survey)
- Notion (documentation)

Timeline(Gantt chart)

Task	Week 1	Week 2	Week 3
User Research	✓	✓	
Wireframing		✓	✓
Prototype Design			✓
Testing & Feedback			✓
Final Presentation			✓

Research

Personas

👤 User Persona 1: Ayesha Malik

- **Name:** Ayesha Malik
- **Age:** 23
- **Occupation:** University Student
- **Location:** Colombo, Sri Lanka
- **Travel Style:** Solo, spontaneous, budget-conscious
- **Tech Comfort:** High (uses multiple apps, social media savvy)

🗒️ Bio

Ayesha is a university student who travels solo during semester breaks. She’s adventurous and loves exploring local spots, cafés, and scenic routes on a tight budget. While she’s tech-savvy and loves capturing content for Instagram, she finds travel planning tiring because it involves jumping between multiple apps.

🎯 Goals

- Discover affordable, local attractions and hidden gems
- Plan and edit her travel itinerary quickly on the go
- Feel safe and in control during solo trips
- Be able to save plans offline when internet isn’t available

⚠️ Pain Points

- Has to use 4–5 apps to manage a single trip
- Cannot easily adjust plans when the weather changes
- Feels overwhelmed with disorganized travel info and ideas

💡 Motivations

- Experience new cultures independently
- Keep her plans flexible and stress-free
- Curate content for her travel blog and social media

> *“I like planning my trips on the go — but I don’t want to open five apps just to decide what I’m doing tomorrow.”*

Here's a visual version of Ayesha’s persona based on the research insights.

Ayesha's persona

👤 User Persona 2: Imran Shah

- **Name:** Imran Shah
- **Age:** 35
- **Occupation:** Senior Software Engineer
- **Location:** Dubai, UAE
- **Travel Style:** Family vacations, structured and time-efficient
- **Tech Comfort:** Very High (loves planning tools and apps)

🗒️ Bio

Imran is a father of two and a senior software engineer. He travels with his wife and kids during holidays and prefers trips that are well-organized and predictable. He usually plans in advance, often creating Google Docs and spreadsheets to map out his travel days. He needs something smarter and centralized — especially when bad weather throws the itinerary off.

🎯 Goals

- Build organized, day-by-day plans that accommodate kids
- Avoid weather issues affecting scheduled activities
- Reduce time between activities to avoid toddler exhaustion
- Keep all trip details shareable with his wife

⚠️ Pain Points

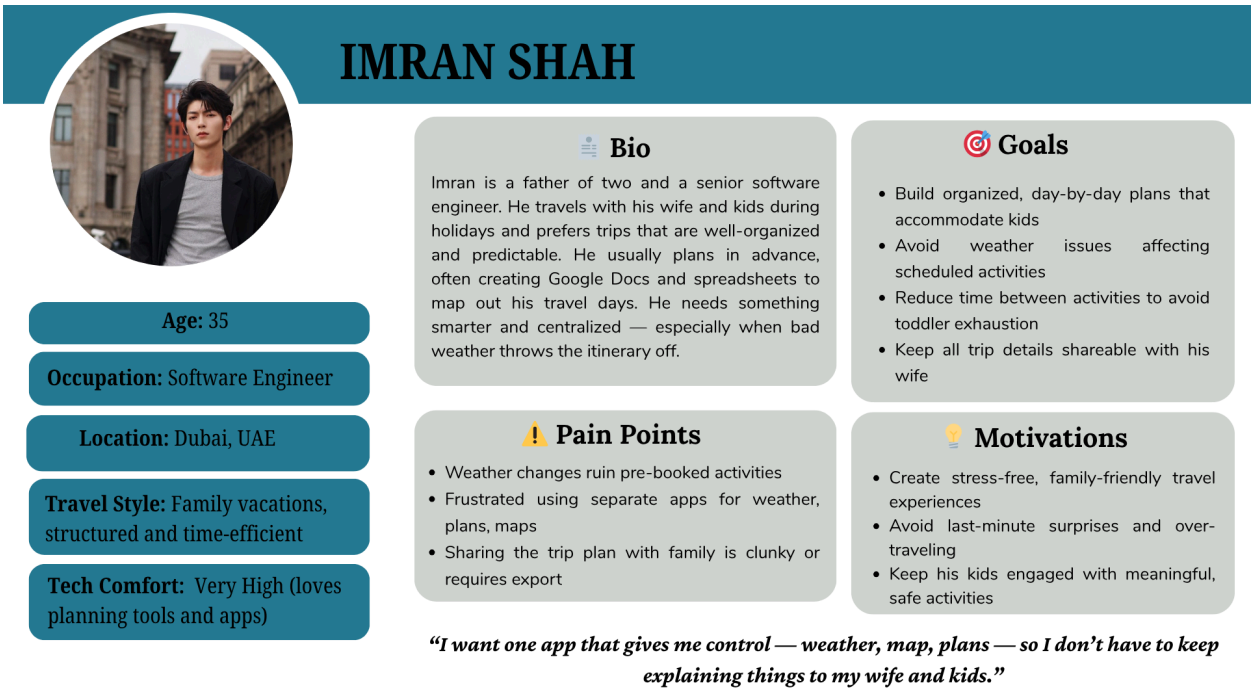
- Weather changes ruin pre-booked activities
- Frustrated using separate apps for weather, plans, maps
- Sharing the trip plan with family is clunky or requires export

💡 Motivations

- Create stress-free, family-friendly travel experiences
- Avoid last-minute surprises and over-traveling
- Keep his kids engaged with meaningful, safe activities

> *“I want one app that gives me control — weather, map, plans — so I don’t have to keep explaining things to my wife and kids.”*

Here's a visual version of Imran’s persona based on the research insights.



Imran's Persona

Pan Points

- **Overwhelming Information** – Too many travel options make it hard to choose.
- **Connectivity Issues** – Tourists may not always have stable internet (need offline maps).
- **Language Barriers** – Difficult to understand local guides or places without translations.
- **Booking Confusion** – Complex forms discourage users; they prefer a quick booking flow.
- **Trust Issues** – Users fear fake reviews or unreliable property listings.
- **Navigation Stress** – Tourists worry about getting lost in a new city.
- **Hidden Costs** – Unexpected charges during booking frustrate users.

Competitor Analysis

Competitor	Strengths	Weaknesses
Google Travel	Smart autosuggestions, map integration	Not customizable, poor trip overview
TripIt	Easy itinerary management	Old-fashioned UI, no real-time weather

Competitor	Strengths	Weaknesses
Rome2Rio	Strong transport mapping and route calculation	No itinerary saving, lacks full user control
Wanderlog	Beautiful UI, team trip planning, drag/drop feature	Requires sign-up, can be buggy on Android

Feature List (MVP)

Core Features (Must-Have for MVP)

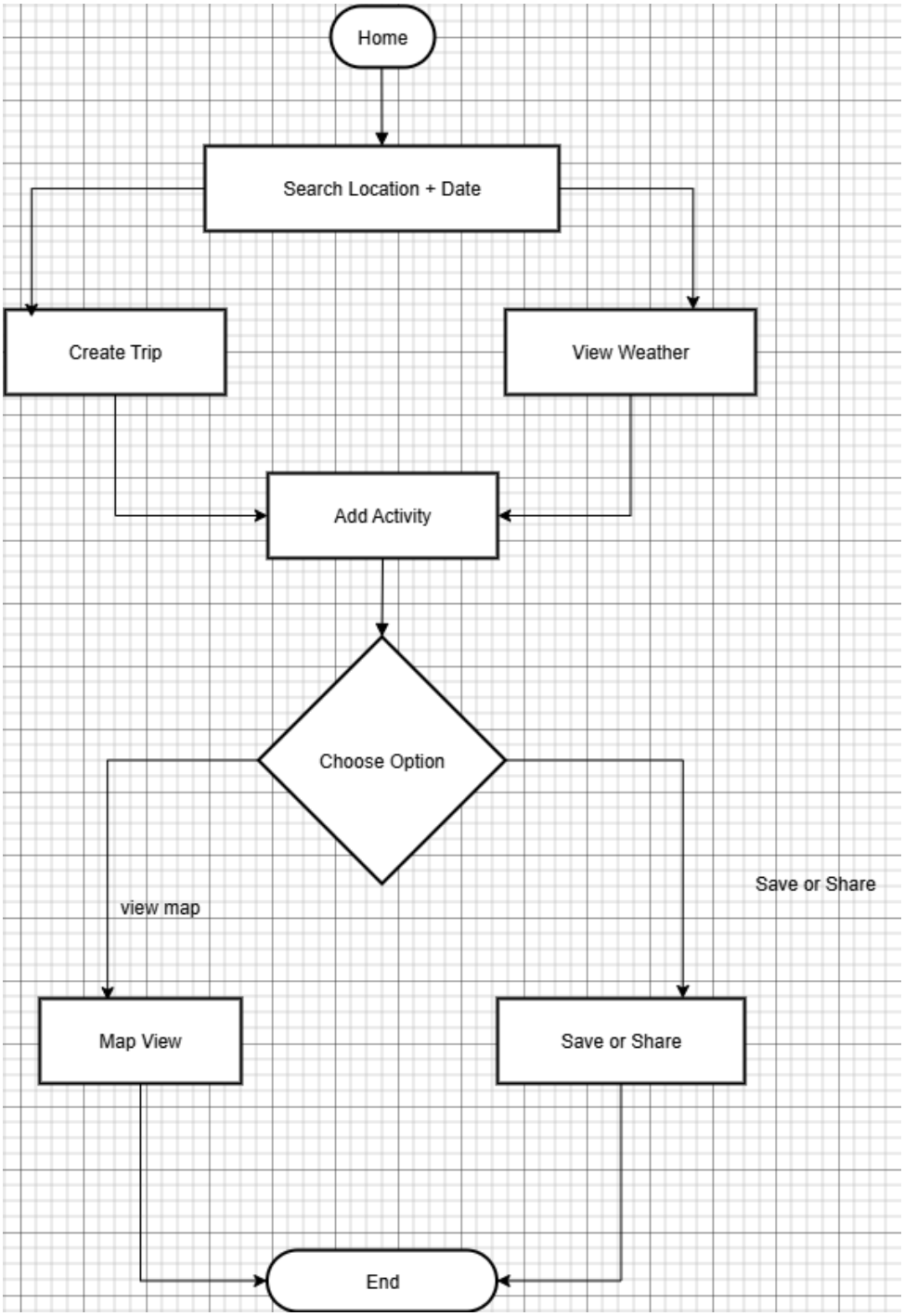
Feature	Description
Home screen with search	Users can enter destination and travel dates
Add/edit activities per day	Users can create a day-by-day itinerary with custom activities
Weather info per location/day	Real-time weather forecast shown for each day and destination
Basic map showing activity points	Map displays pins or routes of selected activities per day
Save trip to local device (no login)	Plans can be saved without signing in — ideal for fast, anonymous usage

Optional Features (Post-MVP Enhancements)

Feature	Description
Shareable trip link	Allows users to send their travel plan to others via a link
Invite collaborators to edit	Enables shared planning with friends, couples, or family members
Export itinerary as PDF	Lets users download or print their travel plan for offline use

▼ User Flow & Wireframes

User Flow Diagram



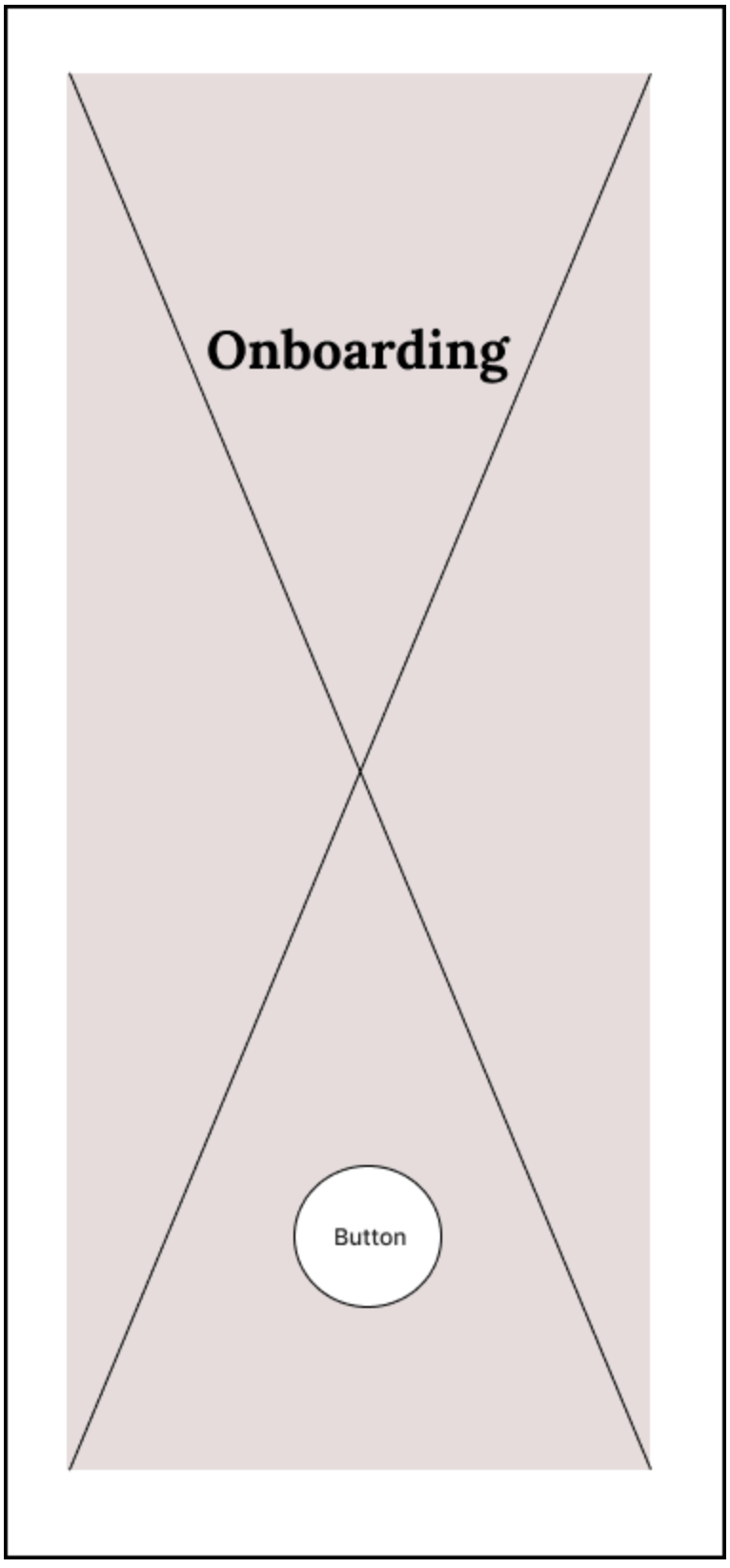
User Flow Diagram of Traveller Planner App

This user flow diagram illustrates the key steps a traveler takes in the Roamly app to plan a trip. Starting from the home screen, the user searches for a destination and travel dates, creates a trip, and adds activities to their itinerary. Optional paths include checking the weather forecast or viewing planned activities on a map before saving or sharing the final itinerary.

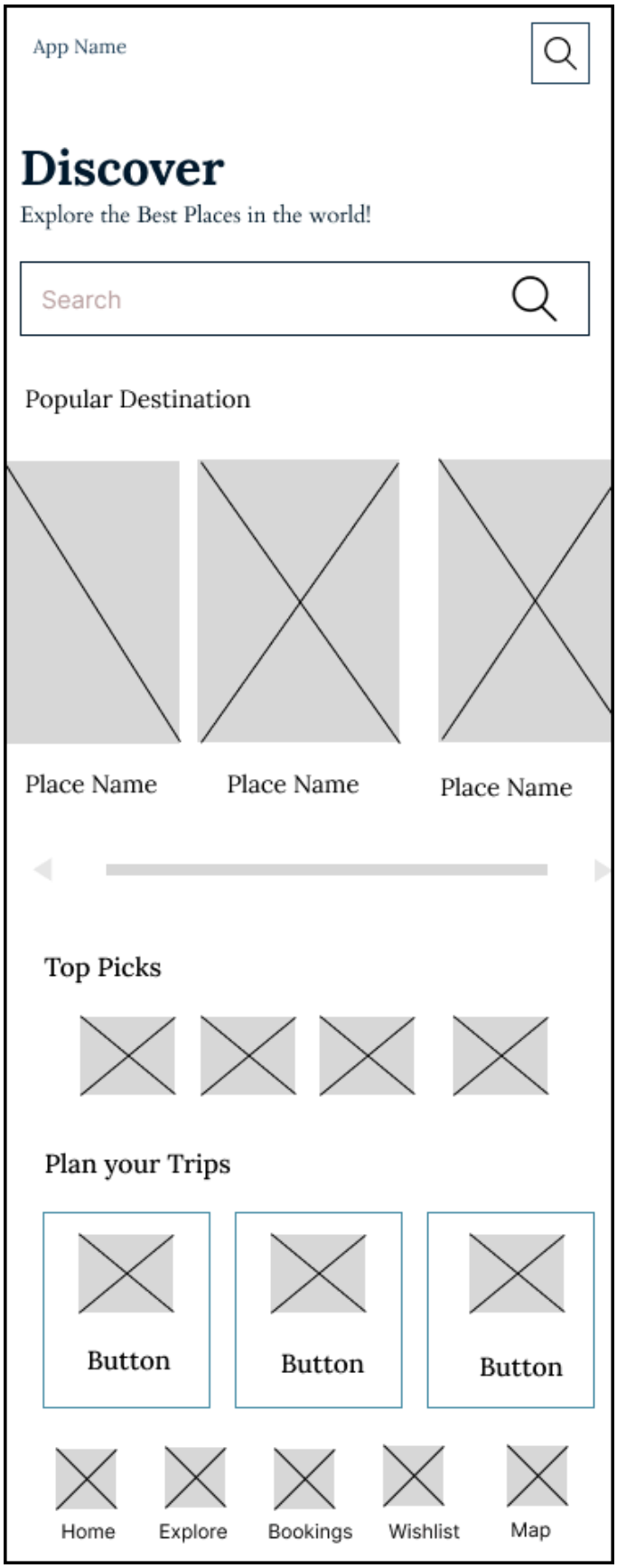
The flow ensures a **clear, logical journey** that minimizes friction and supports **fast, mobile-first trip planning**.

Wireframes

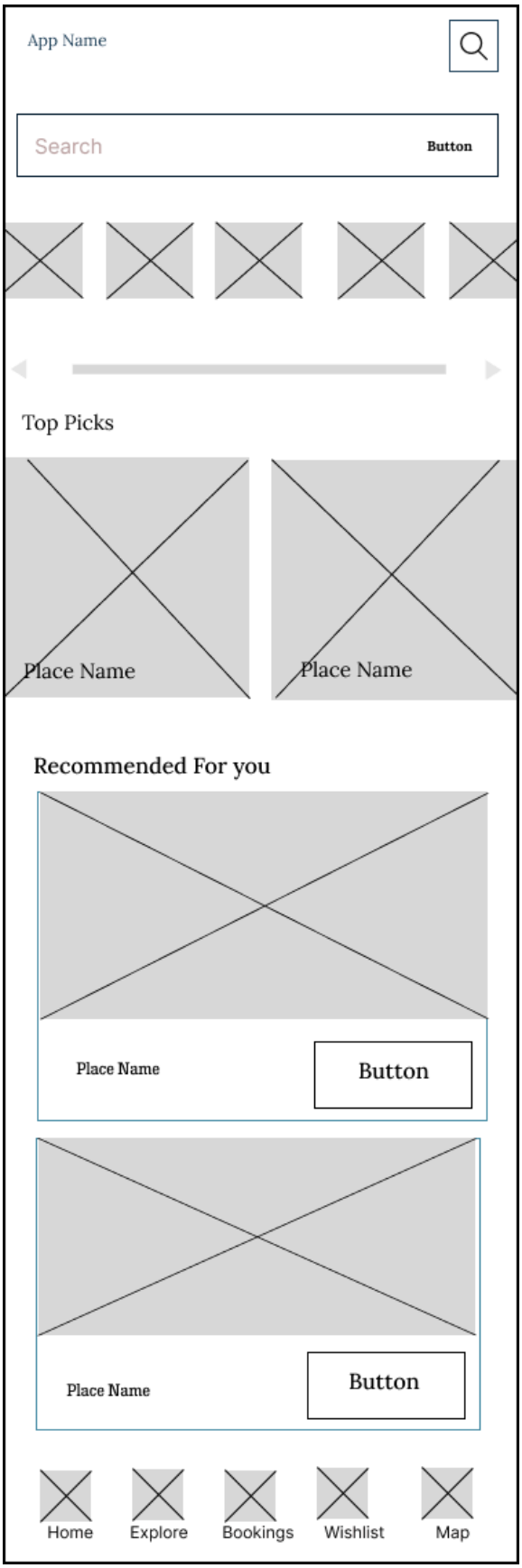
Onboarding


Onboarding
Button

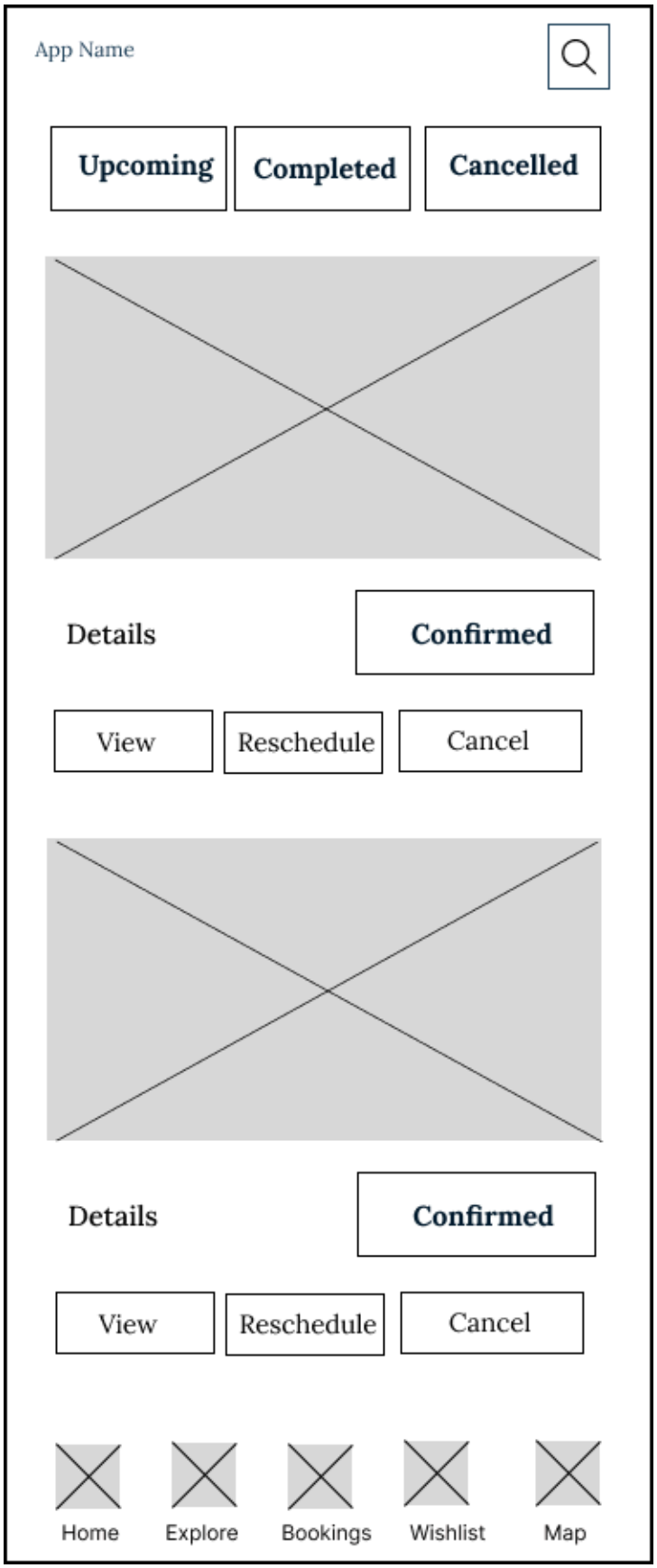
Home Page


App Name
Discover
Explore the Best Places in the world!
Search
Popular Destination
Place Name
Place Name
Place Name
Top Picks
Plan your Trips
Button
Button
Button
Home
Explore
Bookings
Wishlist
Map

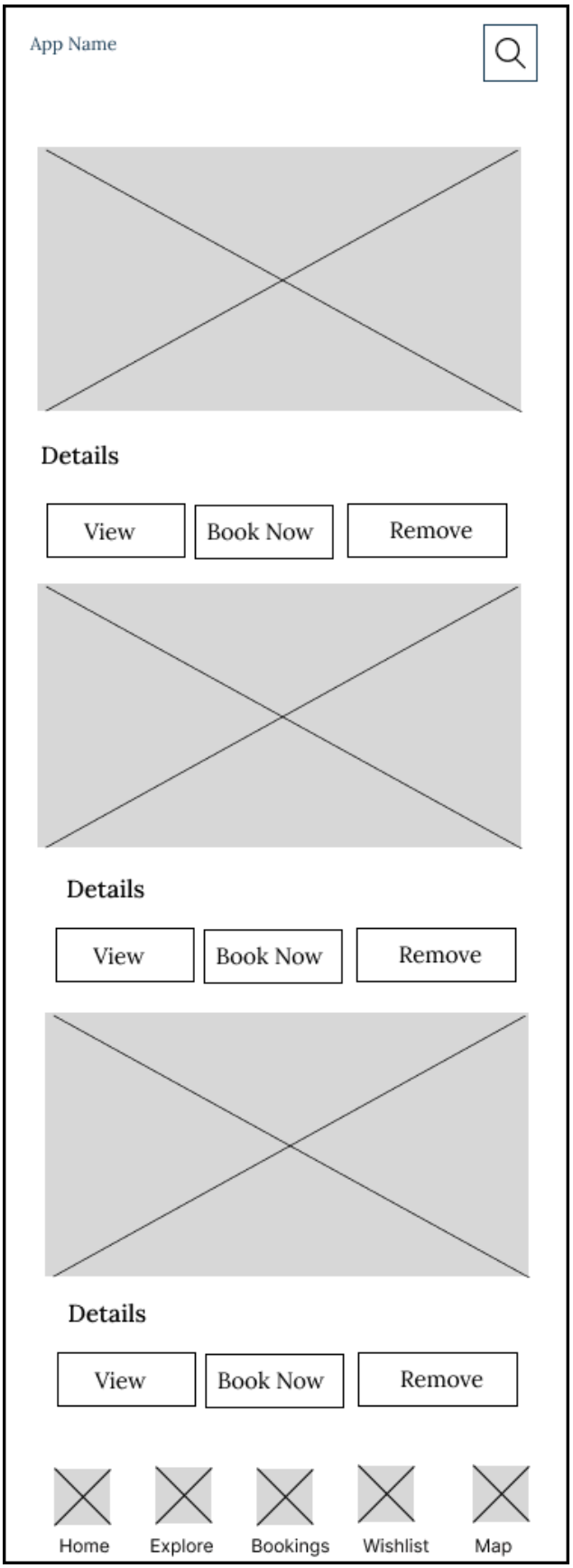
Explore page


App Name
Search
Button
Top Picks
Place Name
Place Name
Recommended For you
Place Name
Button
Place Name
Button
Home
Explore
Bookings
Wishlist
Map

My bookings


App Name
Upcoming
Completed
Cancelled
Details
Confirmed
View
Reschedule
Cancel
Details
Confirmed
View
Reschedule
Cancel
Home
Explore
Bookings
Wishlist
Map

Wishlist


App Name
Details
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Remove
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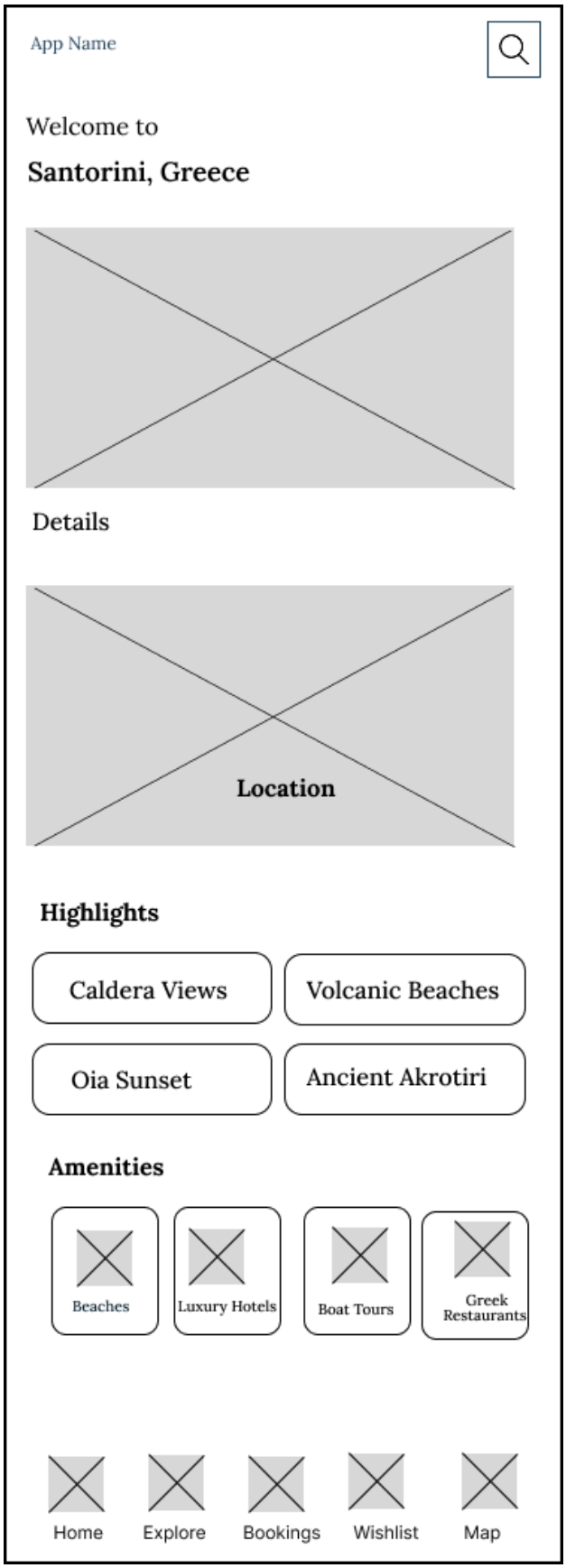
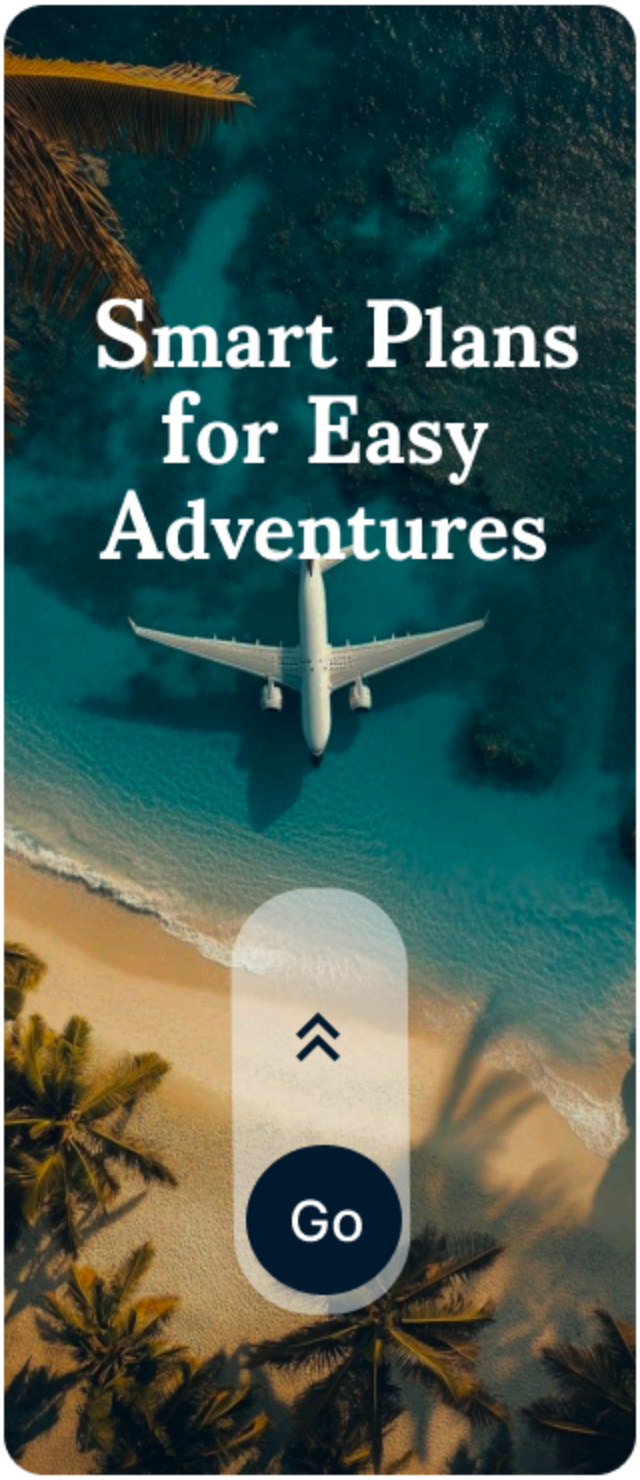
Remove
Home
Explore
Bookings
Wishlist
Map

Map

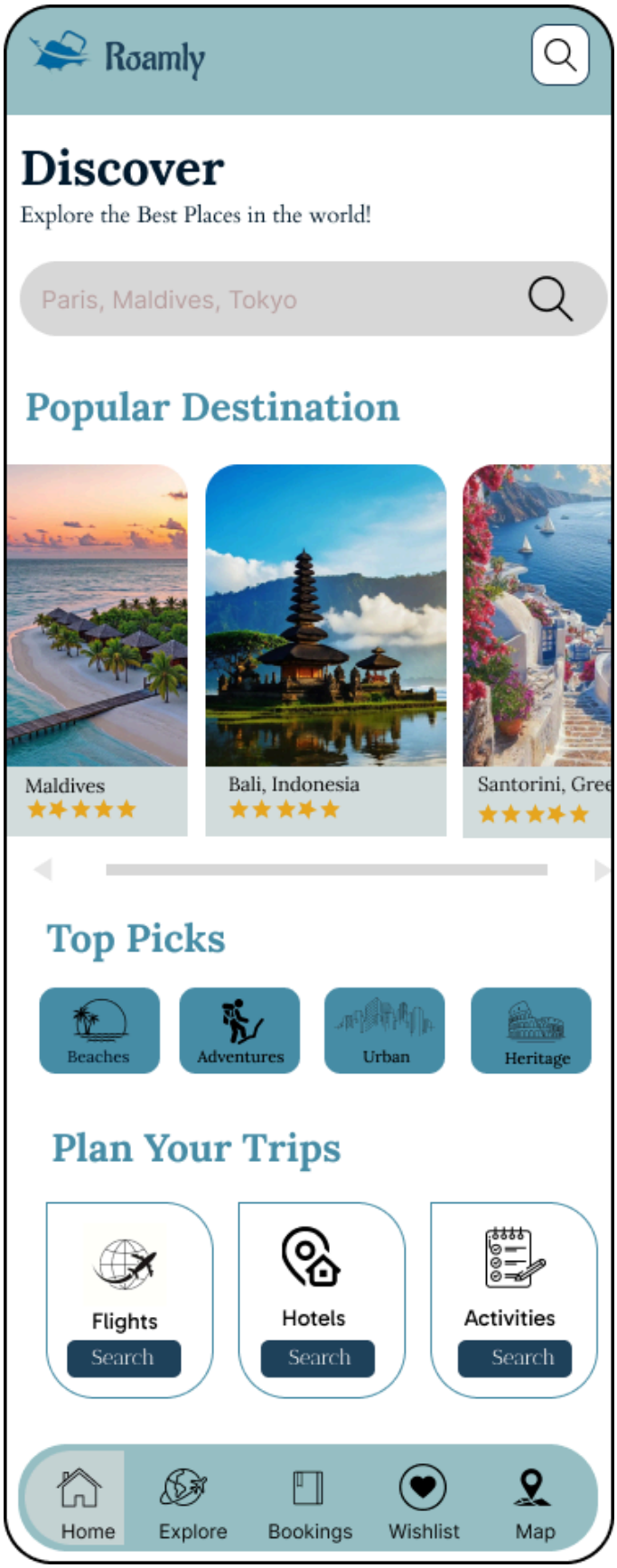

App Name
Welcome to
Santorini, Greece
Details
Location
Highlights
Caldera Views
Volcanic Beaches
Oia Sunset
Ancient Akrotiri
Amenities
Beaches
Luxury Hotels
Boat Tours
Greek Restaurants
Home
Explore
Bookings
Wishlist
Map

UI Designs (Final Screen)

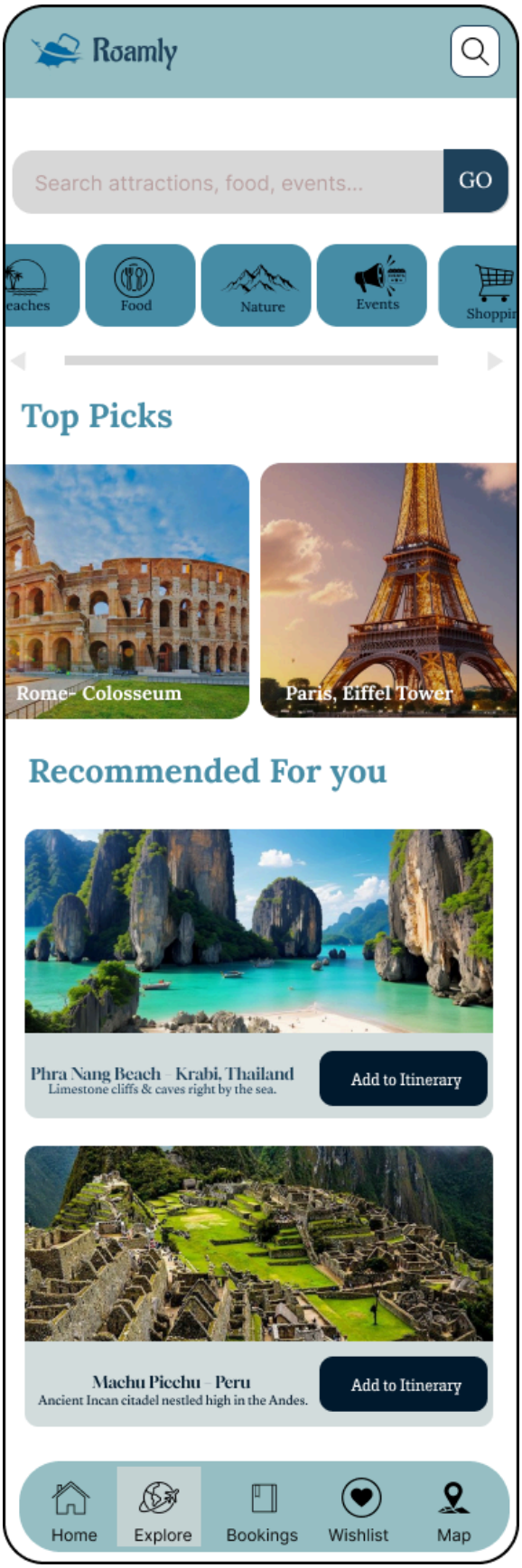
Onboarding


Smart Plans
for Easy
Adventures
Go

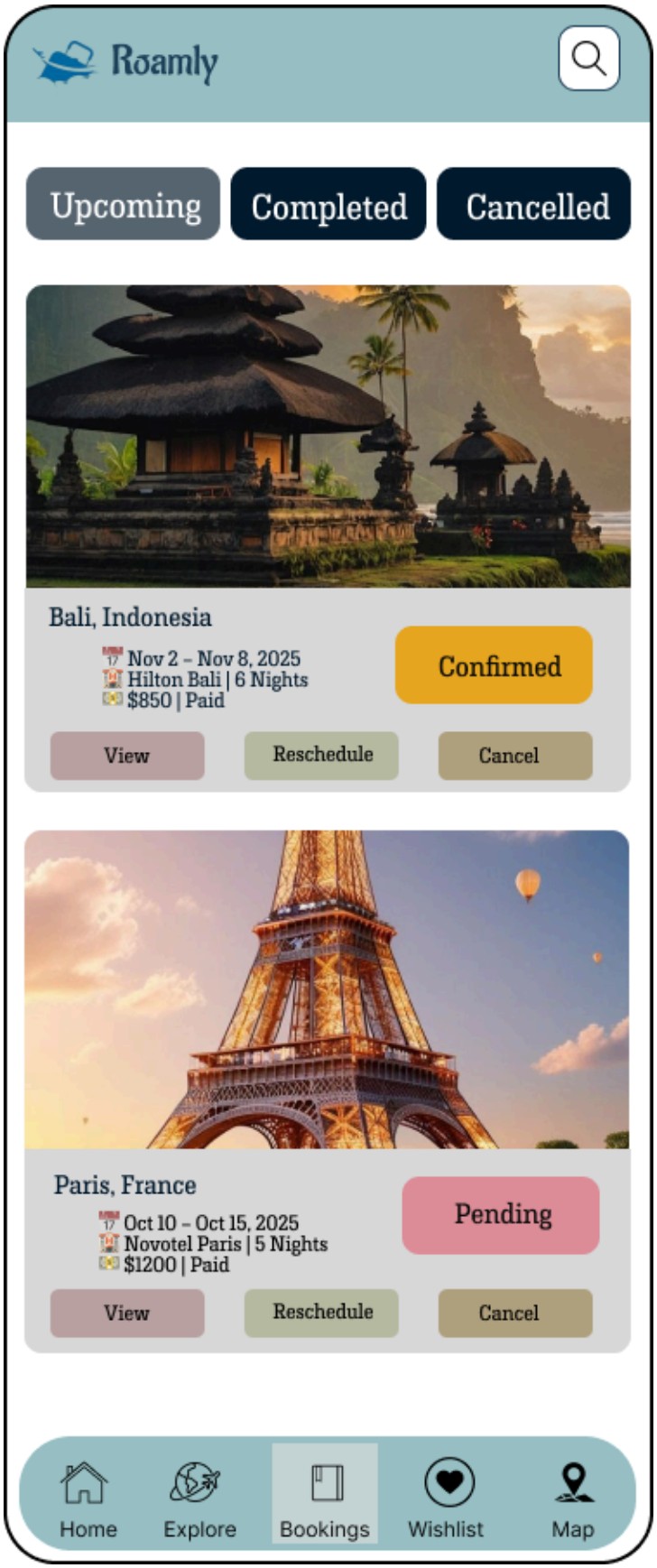
Home


Roamly
Discover
Explore the Best Places in the world!
Paris, Maldives, Tokyo
Popular Destination
Maldives
Bali, Indonesia
Santorini, Gree
Top Picks
Beaches
Adventures
Urban
Heritage
Plan Your Trips
Flights
Search
Hotels
Search
Activities
Search
Home
Explore
Bookings
Wishlist
Map

Explore page


Roamly
Search attractions, food, events...
GO
eaches
Food
Nature
Events
Shoppi
Top Picks
Rome- Colosseum
Paris, Eiffel Tower
Recommended For you
Phra Nang Beach – Krabi, Thailand
Limestone cliffs & caves right by the sea.
Add to Itinerary
Machu Picchu – Peru
Ancient Incan citadel nestled high in the Andes.
Add to Itinerary
Home
Explore
Bookings
Wishlist
Map

My Bookings


Roamly
Upcoming
Completed
Cancelled
Bali, Indonesia
Nov 2 – Nov 8, 2025
Hilton Bali | 6 Nights
$850 | Paid
Confirmed
View
Reschedule
Cancel
Paris, France
Oct 10 – Oct 15, 2025
Novotel Paris | 5 Nights
$1200 | Paid
Pending
View
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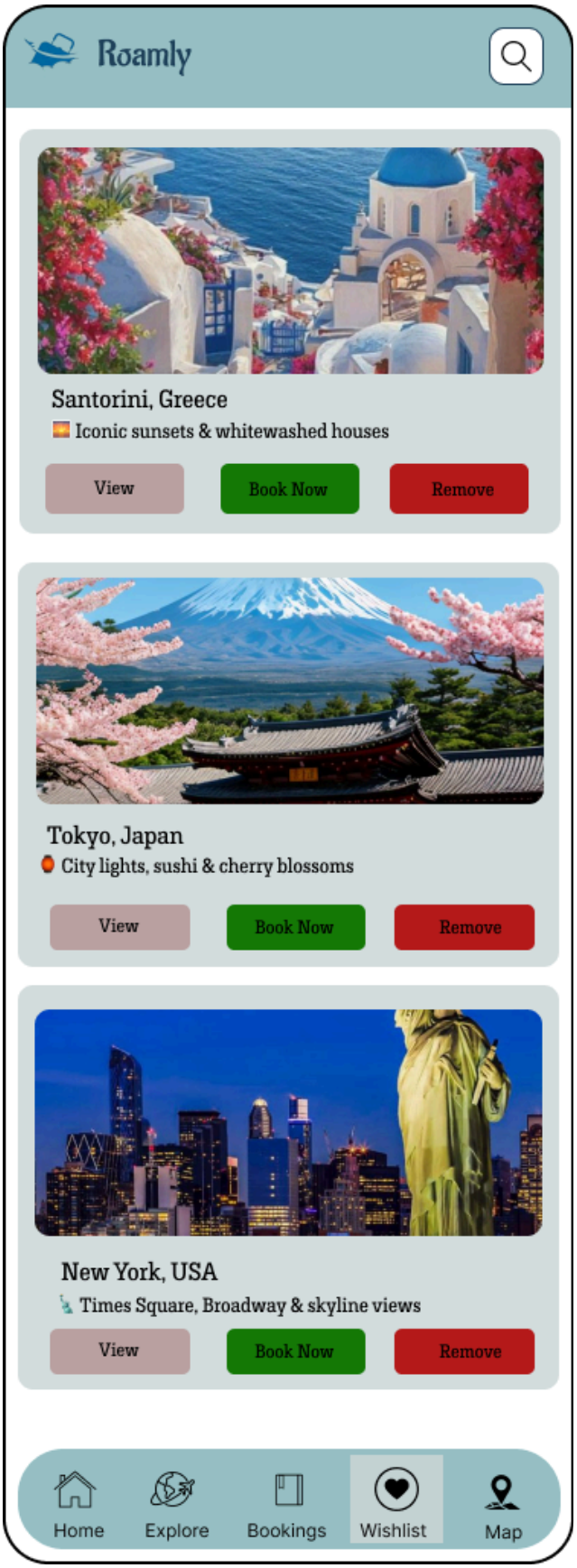
Home
Explore
Bookings
Wishlist
Map

Wishlist


Roamly
Santorini, Greece
Iconic sunsets & whitewashed houses
View
Book Now
Remove
Tokyo, Japan
City lights, sushi & cherry blossoms
View
Book Now
Remove
New York, USA
Times Square, Broadway & skyline views
View
Book Now
Remove
Home
Explore
Bookings
Wishlist
Map

Prototype (UI) Link

https://embed.figma.com/proto/O9fwYfoTuEV7z1OC0zKpea/traveller-planner-app?node-id=0-1&t=22FMavkjow7NMNd1-1&embed-host=notion&footer=false&theme=system

Impact

The Traveler Planner App design aimed to simplify the way users plan their trips — combining destination discovery, itinerary creation, and weather insights into one smooth mobile experience.

Through the research and design process, I was able to:

- Understand **real user pain points** around fragmented travel planning (using multiple apps for maps, notes, and booking).
- Create a **mobile-first interface** that feels intuitive and visually engaging for all types of travelers.
- Improve **user confidence** and **reduce planning stress** through clear navigation and clean layout.
- Present a **unified flow** — from discovering destinations to managing a personalized itinerary — that feels consistent and modern.

Overall, the project helped demonstrate how thoughtful UX design can directly enhance **usability, engagement, and satisfaction** for everyday travelers.

Reflection

This project deepened my understanding of the **UX design process from research to prototyping**.

Some key takeaways:

- **User interviews and empathy mapping** helped me design features that address real travel challenges (budget tracking, scheduling, and collaboration).
- Balancing **aesthetic design and functional simplicity** was a challenge — especially to make the UI both attractive and easy to use on mobile screens.
- I learned the importance of **information hierarchy** — clear visuals, typography, and spacing greatly improved comprehension.
- Conducting **usability testing** highlighted minor navigation issues that were later simplified in the final prototype.
- This project strengthened my skills in **user-centered thinking, wireframing, and prototyping tools (like Figma)**.

Even though I didn't build the app technically, I focused on how **UX decisions influence overall product experience** — something crucial for real-world design teams.

Future Enhancements

If I continue developing this project, I plan to:

- Add **real-time travel data** integration (maps, weather, currency, transport schedules).
- Include a **community feature** where travelers can share experiences and trip plans.
- Design a **dark mode** for better usability at night.
- Implement **smart trip suggestions** using AI (e.g., "3-day trip ideas based on your budget and preferences").
- Create a **responsive web version (PWA)** to make the app accessible without downloads.
- Add **offline mode** so users can access their itineraries even without internet connection.
- Conduct more **usability testing** with frequent travelers to refine navigation flow and accessibility.