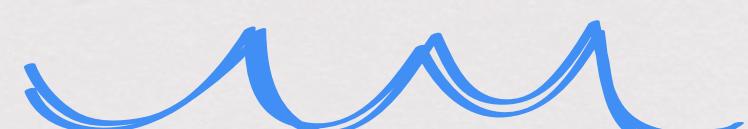


Revitalizing vacAI

A Relaunch



Problem Statement

Lack of personalization, limited features, & poor user interface affects user satisfaction, engagement levels, and revenue potential for VacAI.





**JONATHAN
PATTERSON**

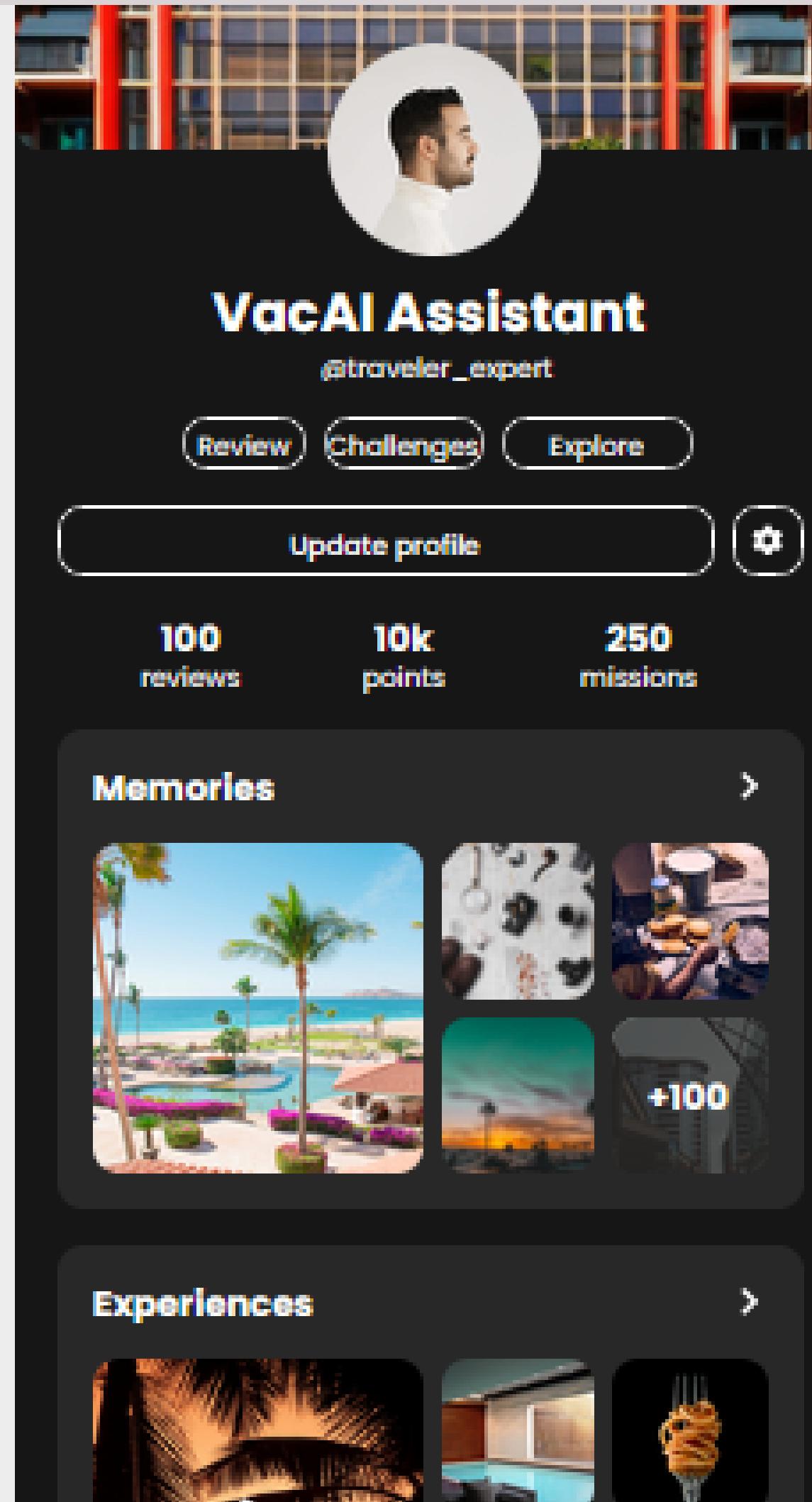
Occupation: Marketing Manager
for a Tech Startup

Gender: Male
Age: 28
Country: USA

Meet Jonathan, a travel enthusiast, relies on the VacAI travel app but he is frustrated by its lack of personalization and limited features.

This leads to difficulties in finding relevant recommendations for his trip to Europe, impacting his excitement and satisfaction with the platform.

VacAI's generic suggestions and cumbersome user interface contribute to his diminishing enthusiasm for travel planning, highlighting the need for improved personalization and usability.



Vacai - your ultimate travel assistant is back!

Relaunched, redesigned and better than
ever before

Revamping Vacai's User Experience

SEAMLESS PLANNING

EFFORTLESS TRAVEL PLANNING

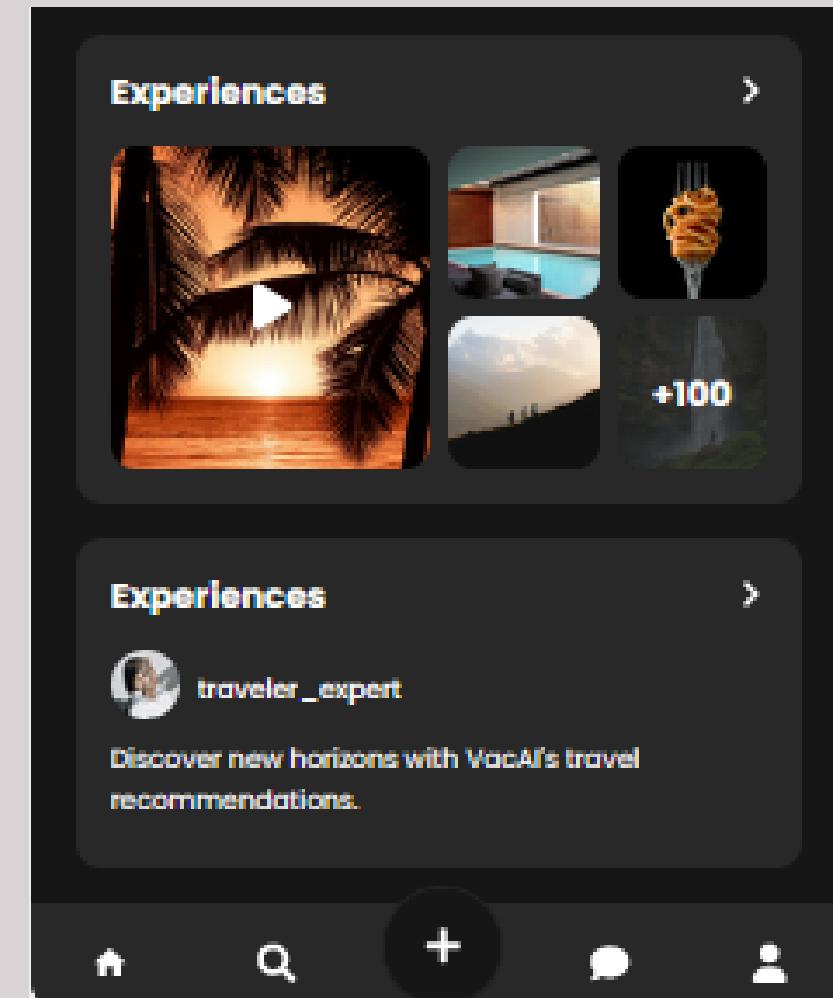
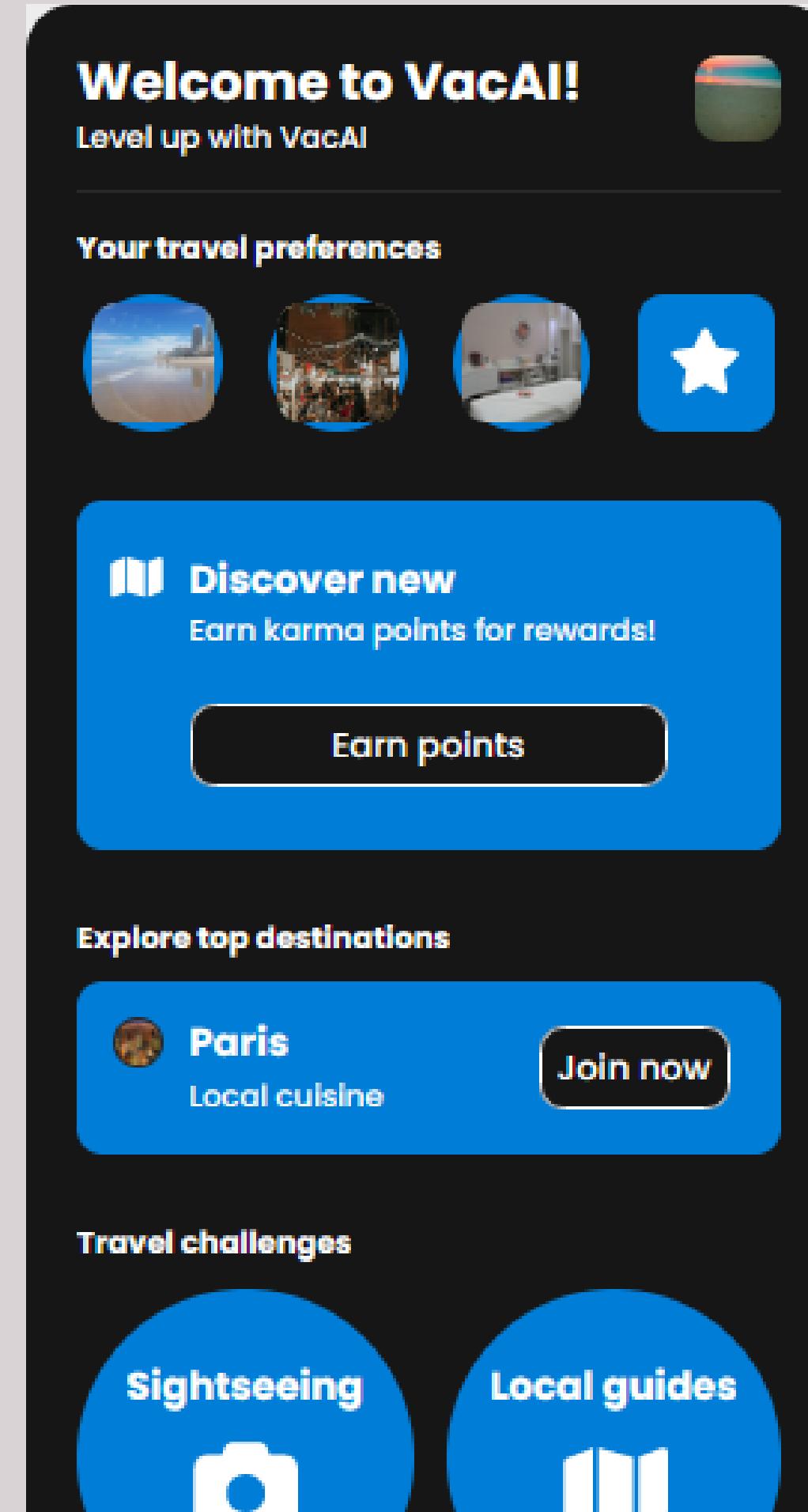
PERSONALIZED TRIP CURATION

CUSTOMIZED EXPERIENCE

UNIQUE ITINERARIES

ENHANCED SAFETY FEATURES

Vacai, Your Ultimate Travel Companion!

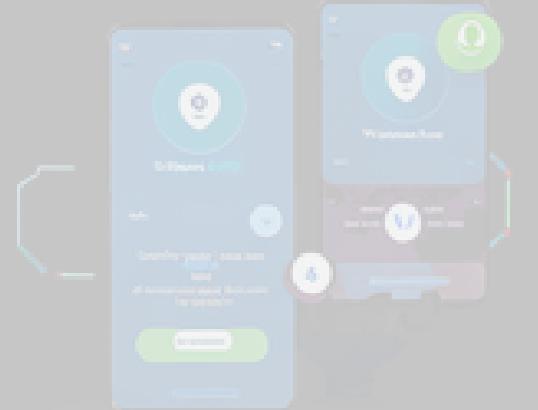


WireFrames

The image displays three wireframe screens for a travel application, likely a mobile app, with a dark theme and a bottom navigation bar.

- Notifications Screen:** Shows notifications categorized by time: Today, This week, and Earlier. Each notification includes a small icon, a description, and a thumbnail image. A "Redeem now" button is visible for the "Positive review" notification.
- Flight route details Screen:** Displays flight information for a route from LGW to BER on Friday, 16th September, 2022. It includes a "Selected flight details" header, departure and arrival information, and buttons for "Change fare" and "Add services".
- Top travelers Screen:** Lists the top 7 travelers with their names, profile pictures, and points. The list includes:
 - #01 John: 5000 pts.
 - #02 Emma: 3500 pts.
 - #03 Alex: 2800 pts.
 - #07 You: 1000 pts.A "Redeem" button is located at the top right of this screen.

Explore the world with Vacai!



UPGRADE PLAN

Welcome to VacAI, Let's Plan Your

VacAI is your ultimate travel companion, earn rewards now.

Start

Skip Intro

New to VacAI? Sign in Log in

Landing Page

Why Now?



- Increased user satisfaction,
- Higher engagement levels,
- potential revenue growth, and
- Improved market competitiveness.

"REDISCOVER YOUR LOVE FOR TRAVEL WITH VACAI'S NEW FEATURES"

Vacai Renewed Experience



**"The world is a book,
and those who do not
travel read only a
page."**

Saint Augustine.

**Happy
travels!**