"TOOR" ONLINE TRAVEL BOOKING PLATFORM

Designing a user interface (ICT215)

Group name - Elites

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1.1 Background

We all can agree that travelling is one of the best ways to relieve stress. People travel for relaxation and enjoyment. However, planning for a trip is not as easy as we all think. It can be very stressful if things do not go our way. Booking flights and hotels can be very stressful. This is how Toor was born. Toor is all-in-one online travel booking website based in Bangkok, Thailand, specializes in hotel and flight bookings to ensure seamless and convenient travel experiences. With options catering to every budget and preference, from luxury accommodations to budget-friendly stays, we provide comprehensive solutions for all your travel needs. The motto of Toor is "Let us be your trusted partner in travel — your journey starts here!"

1.2 Executive Summary

This document describes the user interface for "Toor", online travel booking website. The system is designed to be more convenient in booking flights and hotels through online by using laptop, mobile phone or smart watch. The user interface is designed to be user-friendly by using simplified navigations, clear call-to-action buttons, mobile responsiveness and personalization. The features of the system are security, reporting and analytics, third-party integrations, customer support availability, recommendations based on past searches and bookings, targeted deals and promotions and display of fare rules and baggage information. One of the features of the system is that users can explore the website searching for the best deals of flights and hotels before creating an account. Creating an account is only required when they want to book.

1.3 Methodology

The interface for website, smartwatch and mobile phone application will be designed using Nielsen's heuristics as guideline. Nielsen's ten usability heuristics, & developed by Jakob Nielsen and Don Norman, are visibility of system status, match between the system and the real world, user control and freedom, consistency and standards, error prevention, recognition rather than recall, flexibility and efficiency of use, aesthetic and minimalist design, help users recognize, diagnose and recover from

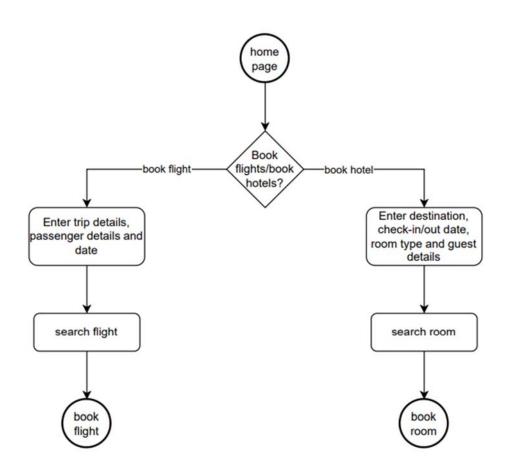
errors and help and documentation. Along with Nielsen's heuristics, we will also be using the knowledge we obtained from lecture.

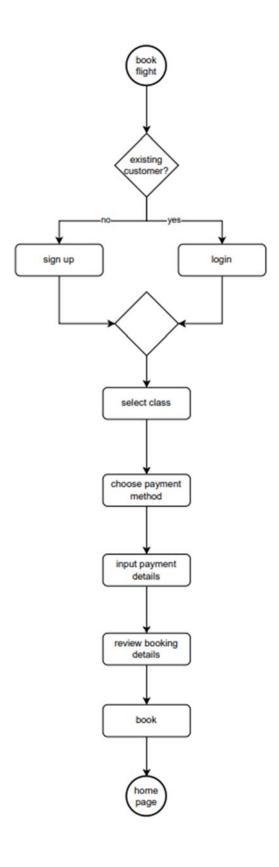
1.4 Findings

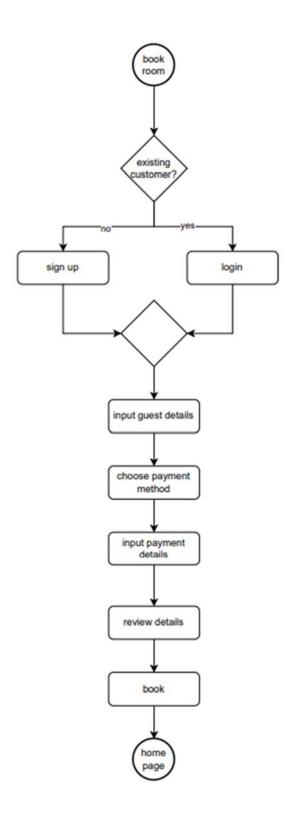
- We have 11 interface designs on website, 9 interface designs on smart watch and 13 interface designs on mobile applications.
- We make to be optimized for responsiveness across multiple devices to ensure seamless user experience.
- The interface is designed to be as easy as possible to navigate and use by using aesthetics and minimalist design principle.

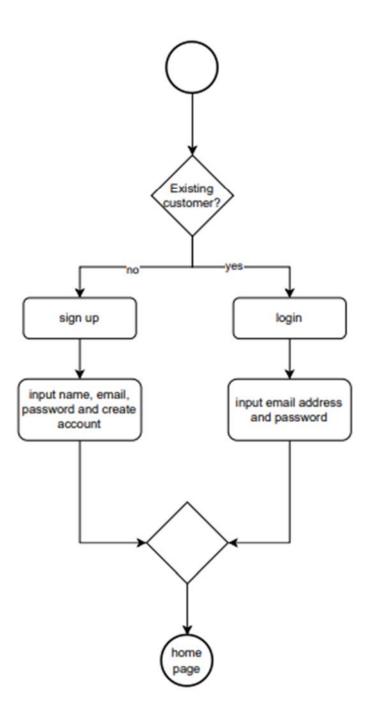
2. Table of Content

2.1 Designing of System Interface



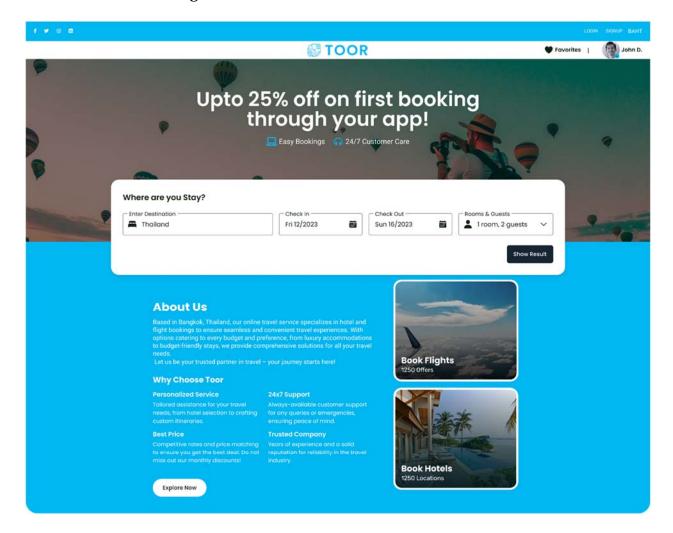






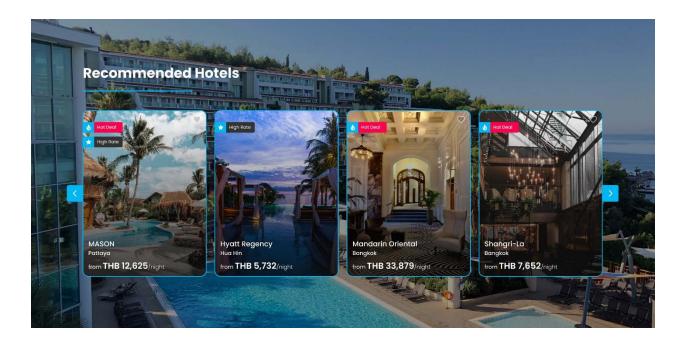
Website

The Website walkthrough



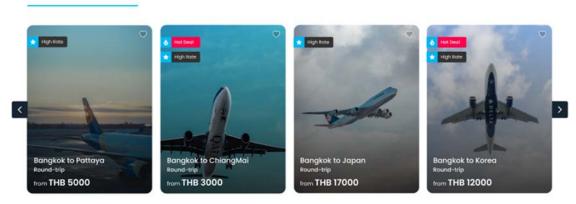
This is the first thing you will see when you visit our website. We use the color blue and white. On the left side of header section, you can see the functionalities you can do such as login, signup and currency change. And on the left is the shortcut to our social media platform. After that is our logo and the favorites shortcut (where you can add hotels and flights to your favorites and consider them before booking) and shortcut to your

account. Then the section where we advertise the best deals for our new customers. Followed by the section where users can search for the hotel or place to stay during their trip by filling the destination, check-in date, check-out date and room and guest details. After that is the description of our business and the shortcut menu to book flights and hotels.

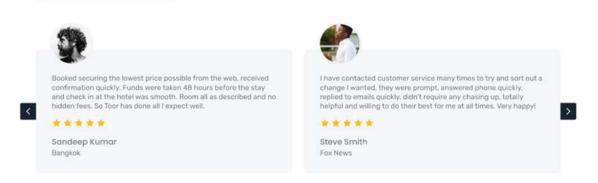


This is the continuation of website.

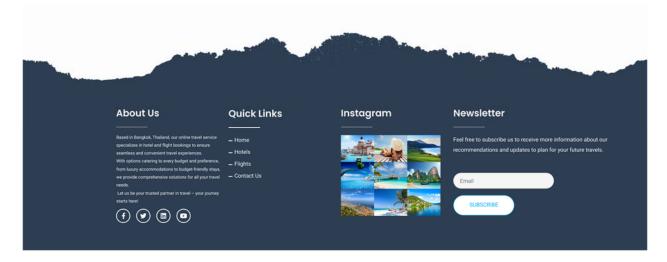




Traveler's Experiences



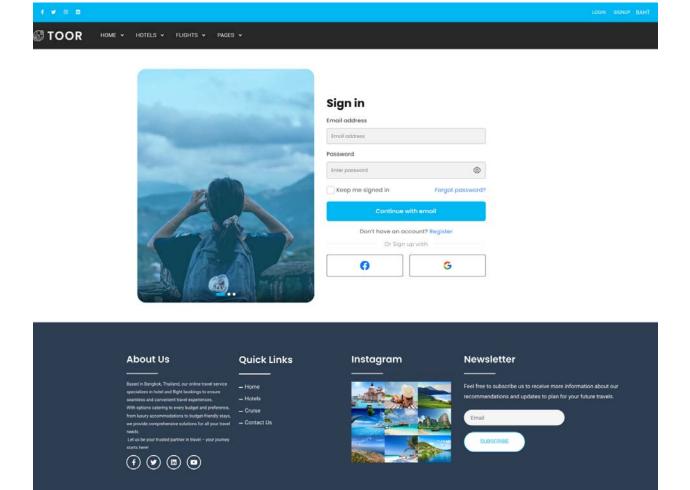
This is the page what comes after the recommended hotels. There is a section where you can read other users review.



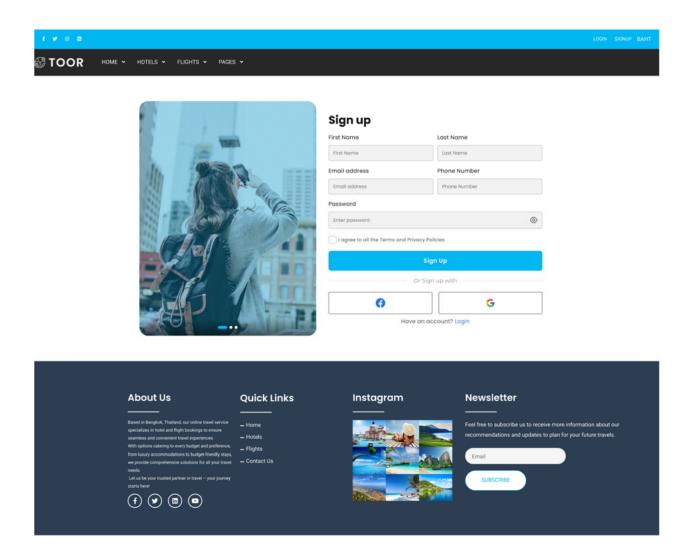
This is the section with a lot of shortcut menu functionalities. We also have links to our social platforms. This is also the website homepage.



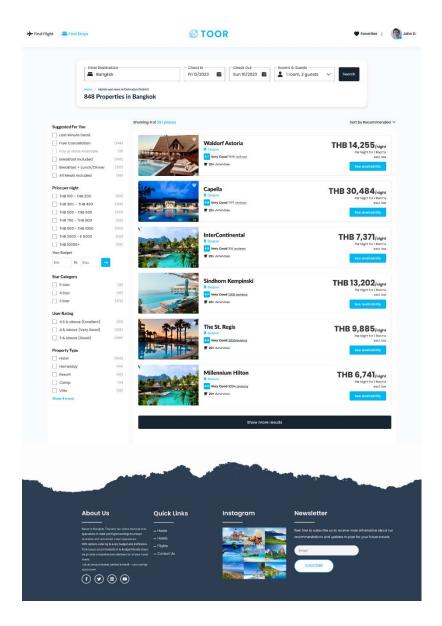
This is the last section of website homepage. This is where we display our partners and links to their website.



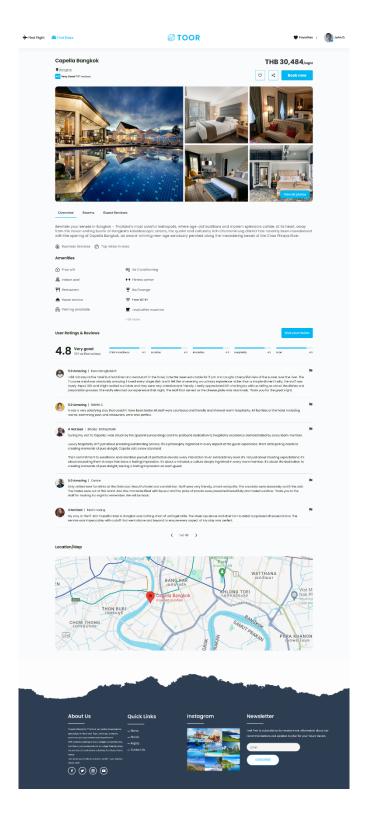
This is the sign in or log in page. Users can log into our website using email and password or using facebook account. If you do not have an account we have shortcut menu to register a new account.



This is the page you will see when you choose to register a new account.

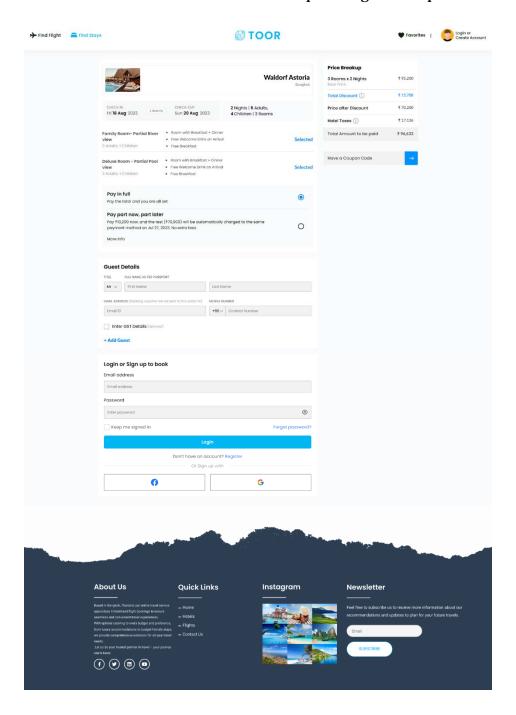


This is the page users will see when they search for the hotel or place to stay during their trip by filling the destination, check-in date, check-out date and room and guest details. We have filter section on the left side and hotels on the right side. We display the price of the hotel room per night. If the users are satisfied with the hotel room, they can check the room availability by clicking the button, see availability.



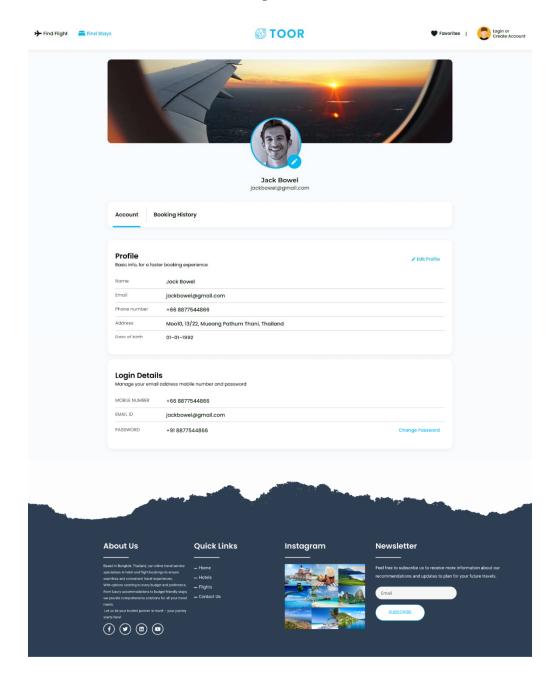
This is the page users will see if they click the see availability button. On the page there is option to add the hotel to the favorites and also option to share with friends along with the book now button. After that is the section to view all the photos of the hotel. We

also design section to see read the overview of the hotel including the amenities and policy, choose the room type and read the reviews of other's users. Then, we also design the map section for users to be more convenient in planning their trip.

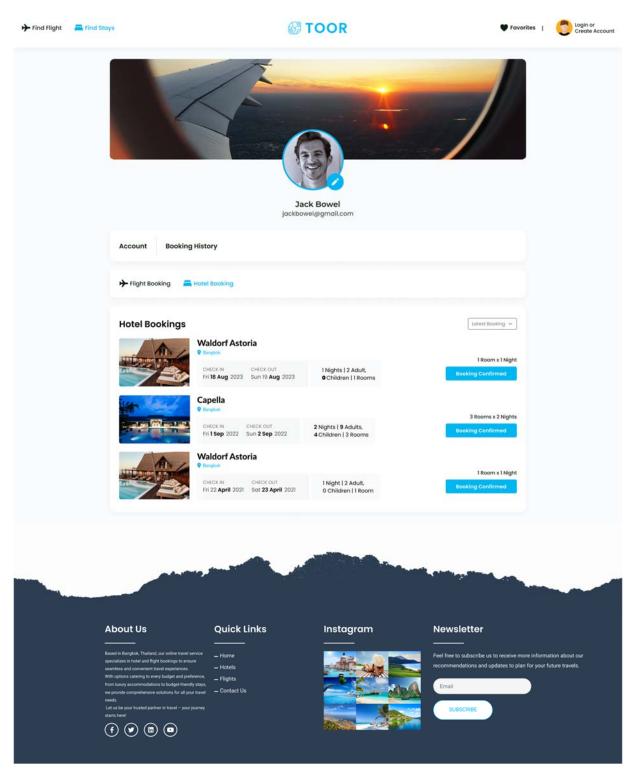


This is the page users will see if the click the book now button. We design to display the check in, check out date and selected room details. After that is the payment option and section to fill the guest details. If the users are logged in yet. We will display a login or

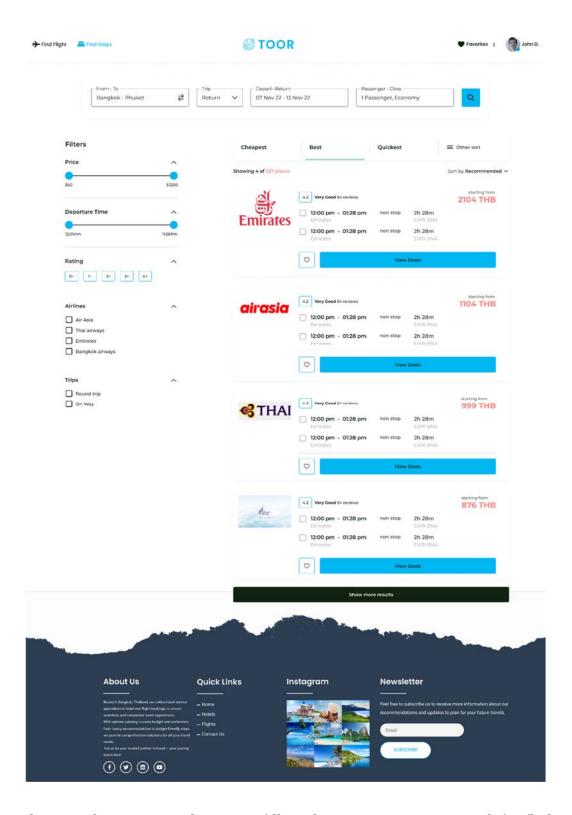
sing up to book section. On the upper right side of the page, we design to display the price break down and section to enter coupon code.



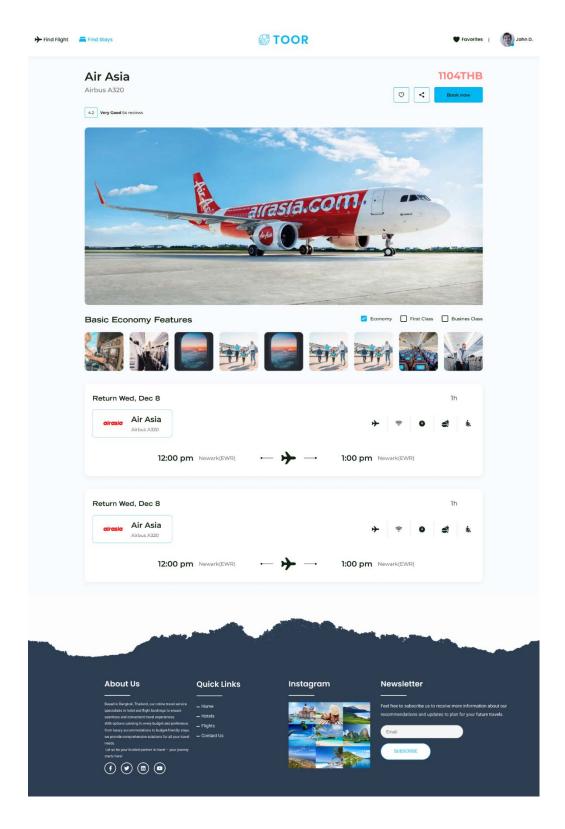
This is the account page where users can see their personal detail. Beside that is the booking history.



This is the section in account where users can see their booking history (both the flight and hotel).

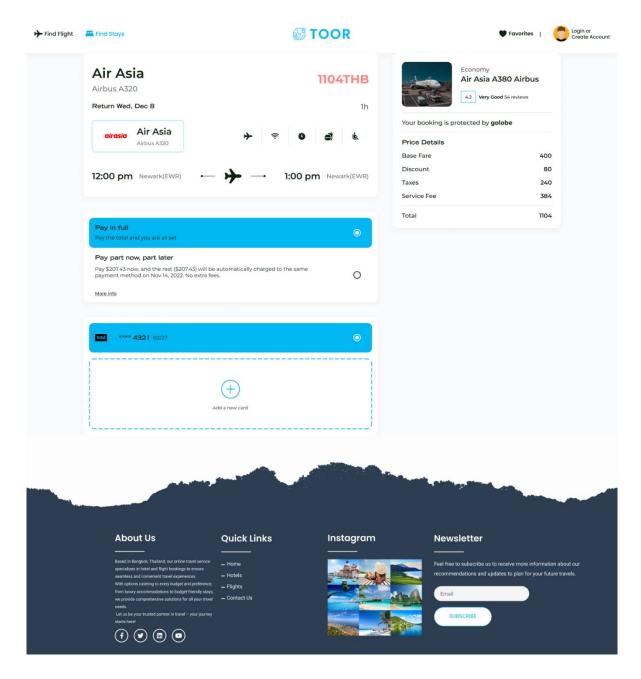


This is the page that appears when users fill up the requirements to search for flight. Similar to the hotel booking page, the flights are on the right side and search filter is on the right side. If users are satisfied with the flight, they can click the view details button.



This is the page users will see when they click view details. Same as the hotel booking page, there also is options to add to favorite and share. Since it is flight, we design for

the users to choose class of their preferences. After choosing, users can click book now button.



This is when users choose to book the flight. We display the flight details on the left side along with the payment options and methods. On the right side is the price break down.

Mobile Application

Sign in/Sign Up Screens 1.1



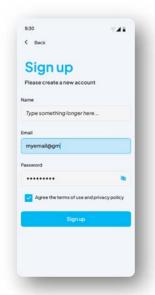
When users open "TOOR" application on a mobile phone, they will see the greeting of our application which is "Welcome To TOOR". Under that, we have designed two options for the users. If they have already opened an account before, they can click Sign in". Another option is "Create new account" for a new user.

Sign in/Sign Up Screens 1.2



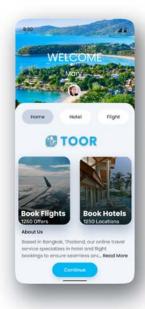
After clicking "Sign in", they have to input their email and password in respective placeholders. They can also use "Forgot password?" and they will receive an email to reset their password. The only thing they need to know is the email that they used when they first signed up. Furthermore, they can also sign in with Google accounts and Facebook accounts.

Sign in/Sign Up Screens 1.3



This screen is for new users or the ones who need a new account. All they need to do is inputting their name, Email, and password. Then agree to the terms of use and policy of our application. Then creating a new account is successful.

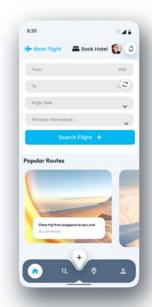
Home Screen



Now users will see the home screen after signing in or signing up. Their profile picture can be seen along with "Welcome, username" in the upper top section. Below that, There are 3 main tabs: Home, Hotel, and Flight.

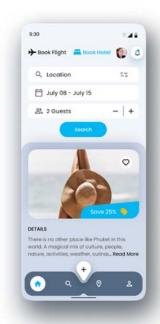
Home tab

Users have the option to reserve flights and accommodations directly within the Home tab. Additionally, we have an overview of our app, enabling users to learn more about us through it.



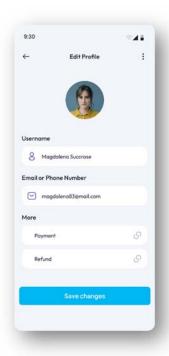
When users click "Book Flights", they can choose their origin and destination. Then they can choose their preferred flight date. And also they must add your personal information. After filling in all these steps, they can click "Search Flight".

They can also view popular routes that the majority of the passengers fly these days. They will also be notified announcements from the airlines, reminders for their flight time and hotel check-in, check-out time and ads from the hotels, and other timely information from our application.

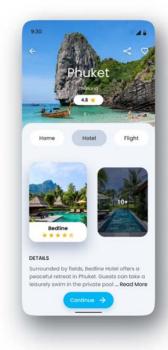


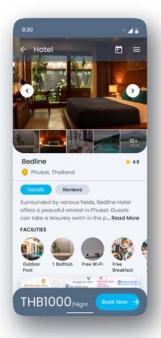
When they click "Book Hotels", there is a feature to search and filter the location of the hotels based on the cities they are traveling to. Then don't forget to choose the check-in, check-out date, and the number of people who will stay at the hotel. By doing so, the names of hotels, locations, and information about the hotels will appear if they click "Search". Most importantly, they can add in favorites if there are hotels that are attracting them.

Profile Screen



Users can access their user profile by clicking the profile picture in the Home screen conveniently. Another way is that they can just tap the profile icon at the right lower corner of "Book Flights" and "Book Hotels". In the profile screen, users can change their profile photos. They can also change their name, Email, or phone number if they want. They can also add information of the Debit/ Credit card or Visa card. Note that the refund feature also works like that. After adding changes to their profile, there is "Save changes" to accomplish this.







Hotel tab 1.1 Hotel tab 1.2 Hotel tab a.3

Hotel tab

After searching for hotels in "Book Hotels", Figure *Hotel tab 1.1* will show up. There will be a picture of the users' destination and the visitors' rating so they can decide if that location is worth visiting or not. They will see the hotel names that connect with our application. On that screen, there will be some photos as thumbnails and details of the hotel property. "Continue" is also available if they want to know more about that hotel.

According to Figure *Hotel tab 1.2*, users can look up more detailed and precise information about that hotel such as ratings and feedback of the previous guests, photos of the rooms, types of rooms and their prices, amenities, location and map, booking options, cancellation policy, refund information and other addiction information.

In Figure *Hotel tab 1.3*, that is what users will see after choosing and filling in their preferences of the room. After that, they can click "Pay now".

Payment Screen



After clicking "Pay now", users will have to choose the payment options. The payment methods of our application include transferring from bank accounts, using Debit/Credit cards or Visa cards. After choosing the payment method, "Finish payment" is ready to be clicked.





Flight tab 1.1

Flight tab 1.2

• Flight tab

After searching for flights in "Book Flights", Figure *Flight tab 1.1* will show up. For example, if users search for the specific name of an airline, everything about that airline such as ratings of the passengers will appear. Subsequently, upon clicking the "Continue" button, they will be presented with the flight prices and timings offered by different airlines for the specified date of their search like in Figure *Flight tab 1.2*. The application will process payment after they choose the flight.

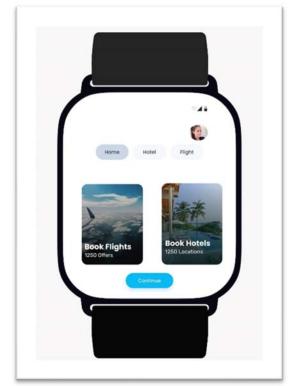
Smartwatch

Sign In Screen



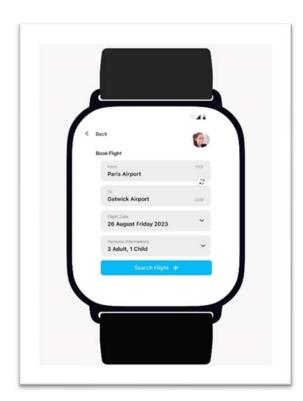
When users open the application in smartwatches, they will see a QR code to log in to their accounts easily. We hope it can bring their satisfaction because of its ease of use, The name of our application "TOOR" is at the top of the screen, and "Sign in" will be at the bottom of the QR code.

Home Screen



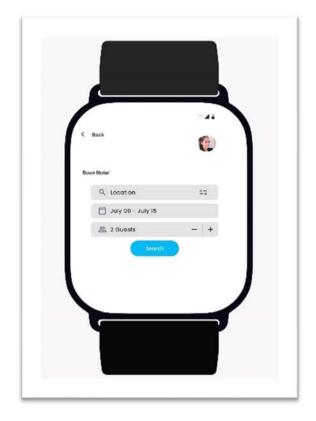
After logging in, users will see the home screen with 3 tabs: Home tab, Hotel tab, and Flight tab. Their profile will be also in the right upper corner of the screen.

Home tab

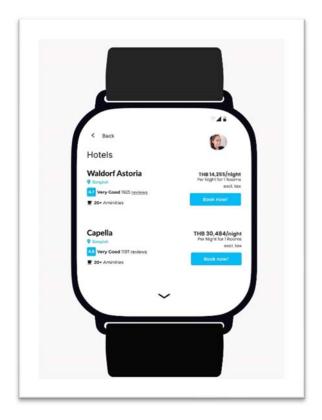


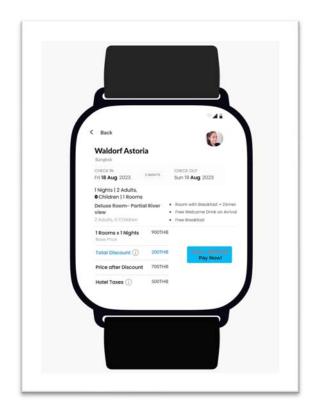
There will be 2 options for users to choose called "Book flights" and "Book Hotels". So they can choose one of them and click "Continue".

When users click "Book Flights", they can choose the origin and the destination they are going to. They can search for a flight after filling in their desired flight date and personal information.



When users click "Book Hotels", they can find the location of a city, choose the check-in/ check-out date, and the number of guests. Then they can click "Search".





Hotel tab (smartwatch) 1.1

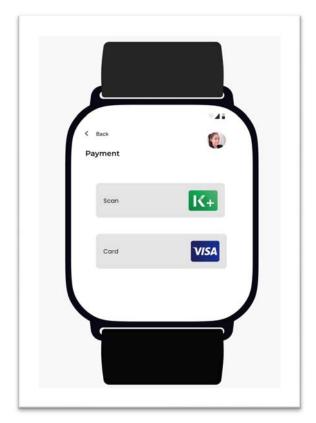
Hotel tab (smartwatch) 1.2

Hotel tab

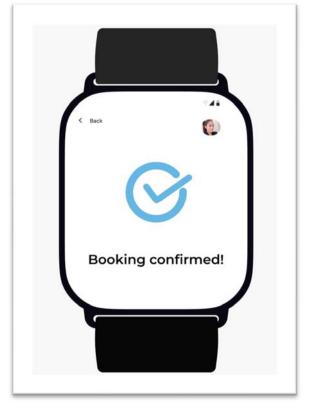
After searching for hotels in "Book Hotels", Figure *Hotel tab (smartwatch) 1.1* will show up. They can see the list of hotels with ratings, feedback, and facilities of the hotels and the price per night. If they like the conditions of the hotel, they can reserve the room by clicking "Book now". Otherwise, they can go back to home tab with "Back" button.

After clicking "Book now", users can confirm the reservation by clicking "Pay now" like in Figure *Hotel tab (smartwatch) 1.2.*

Payment Screen



In the "Payment Screen", users can proceed with payment by choosing the options they want. There will be 2 options. The first option is to scan the QR code of the Hotel's bank account. They can pay with all kinds of banks as the QR code is Prompt Pay. The second way is using different kinds of bank cards such as Credit/ Debit cards or Visa cards.



After paying, our system will let the users know that their booking is confirmed.



• Flight tab

After searching for flights in "Book Flights", this screen will pop up. Users will see the different airlines with a wide range of price to choose from. We will also provide the flight information such as flight time, flight duration, ratings, and reviews. They can book a flight after choosing one.

Then the system will process the payment like I described in the Hotel tab.

2.2 Justification of the Design

This is the justification of the design of our application called "TOOR" which is an online travel booking app for people from all over the world. Firstly, we use blue as the main color of the app and it gives an adventurous vibe because when we travel we see the sky. That is how we choose the color pattern of the website. We showcase a simple, clean, and straightforward layout which is essential for user experiences as our users may be elderlies who are technologically challenged and computer literates. We also choose the best font size for the users and the font style is also simple and easy to read. This is the reason we assume the design is user-friendly, has a consistent color scheme and layout is easy to use, and has intuitive navigation which are key to being a successful online travel booking app.

We use the same color scheme and font style while designing user interface for websites, mobiles, and smartwatches. We present a well-structured and user-centric, focusing on providing a seamless and intuitive user experience for every platform. First of all, this is the justification of the user interface design of the website. It has our application name "TOOR" on every screen. As you can see, we strategically positioned a navigation bar to give users easy access to what they want to do on our website. The navigation bar includes "HOME", "HOTELS", "FLIGHTS" and "PLACES". Each of them also has dropdown options. At every bottom of the screen, users will see a clear and insightful description of our application, social media links of our application, and newsletters submission form. Below that, we describe our partners in a row. Secondly, we will explain the user interface design on the mobile phones. Users can process their bookings and reservations with a user-friendly interface Upon opening the app, a welcoming message greets users The home screen displays the user's profile picture and offers convenient access to three main tabs: Home, Hotel, and Flight. Each tab is strategically positioned to provide users with essential information and functionalities, from browsing hotels and flights to managing their profiles and bookings. Lastly, for the smartwatches, the design provides every function and feature that the user needs for booking and making a reservation. We design for the users to access with a touch of figure. The design is simpler than the design of the website and mobile.

In conclusion, the design rationale behind TOOR's online travel booking application is deeply rooted in user-centric principles aimed at providing a seamless and intuitive experience for travelers worldwide.

2.3 Design Appropriateness

Users can obtain information of locations around the world conveniently in 3 seconds. And they can understand clear navigation across all platforms as our web developers provide a simple and clean user interface. Blue color palette can be seen along side of the mode you chose such as default mode and dark mode no matter which device you use. The best feature we put in is logging in on smartwatches by scanning a QR code with a phone. We also hope users will give good feedback on this. We are dedicated to

providing an unparalleled user experience with the TOOR app. Our innovative QR code login feature for smartwatches is just the beginning. We have also integrated a feedback system that is as effortless as it is effective, encouraging users to share their experiences and suggestions with just a few taps. This direct line of communication with our users ensures that we continue to evolve and adapt to their needs. The TOOR app's design is not only about aesthetics but also about creating a sense of community and connection. We believe that by providing a platform that is both powerful and easy to use, we can empower our users to explore the world with confidence and ease. Our commitment to excellence is unwavering, and we look forward to the journey ahead with our users at the helm.

2.4 Conclusion

In summary, we aim for users' satisfaction as our main priority. So we will keep maintaining our design of TOOR based on users' needs. Moreover, the design of the TOOR app is a testament to the thoughtful consideration of user experience, aiming to foster a sense of community and empower users to confidently explore the world. We hope we explained enough information of our app "TOOR" in this report.

2.5 Reference

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