

# Rehlaa

“APPLICATION”

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2024 - 2025

# Summary of Rehlaa

The "**Rehlaa**" app is designed to **meet travelers' needs** by offering **personalized trip planning options**. It allows users to **select entertainment venues**, restaurants, and activities tailored to their preferences and budget. With **ongoing offers** and **reward points** for every purchase, the app enhances the **user experience**, adding value to each journey. Users can also **customize their trip type**, choosing from cultural, historical, or recreational options for a **personalized experience**.

# Summary of Rehlaa

The app features four main navigation tabs: the **Home page**, **Search page**, **"My Trips" page**, and **Profile page**, providing an intuitive and seamless browsing experience.



# Introduction

In today's fast-paced world, travelers seek personalized and convenient solutions for planning their trips. The "**Rehla**" **app** is crafted with these needs in mind, offering a tailored trip-planning experience that enables users to select entertainment venues, restaurants, and activities based on personal preferences and budget.

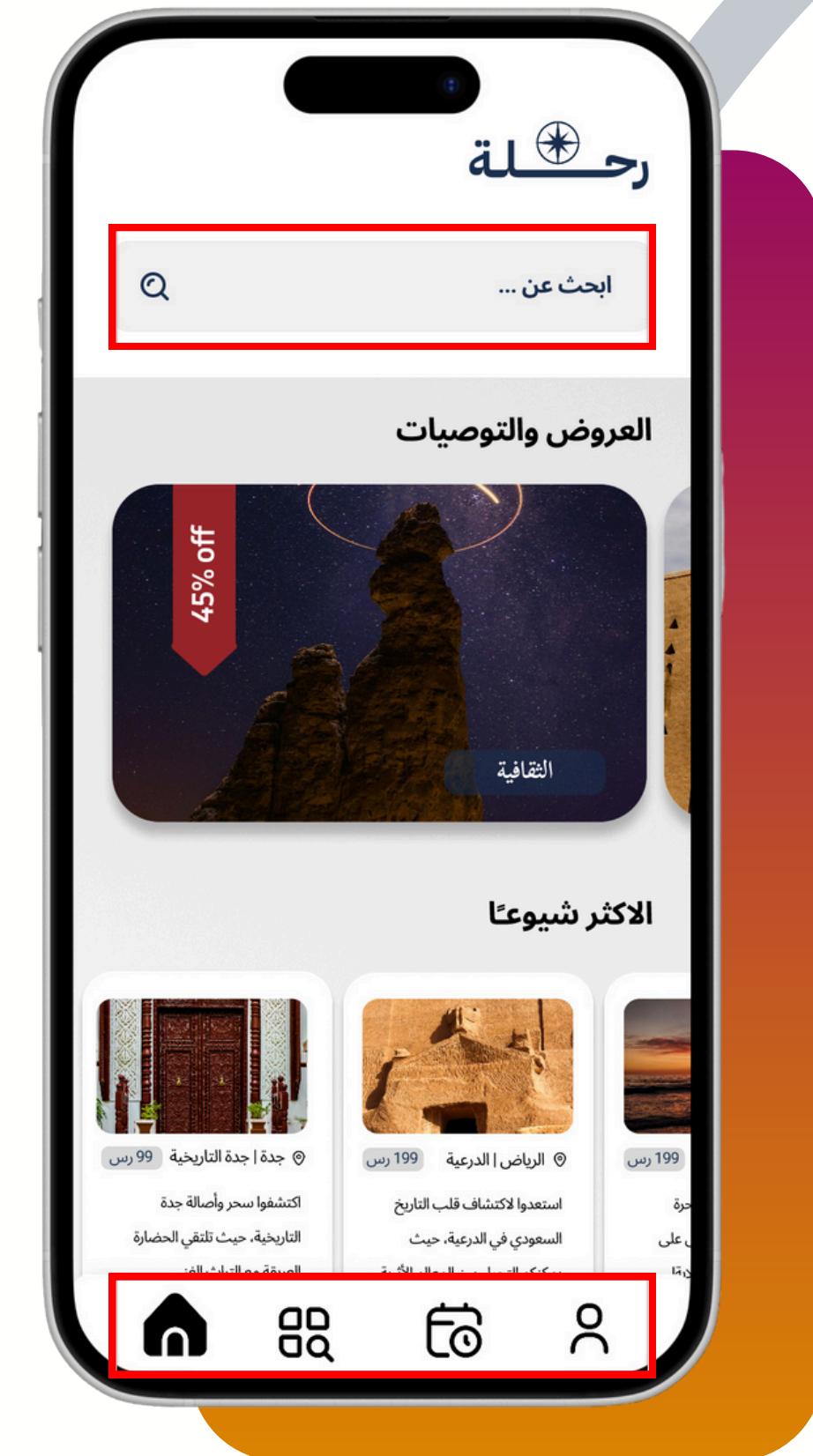
# **Techniques discussion and justification**

# Techniques discussion and justification

## ***Familiarity Heuristics***

The app relies on a navigation and search bar to provide a familiar experience for users.

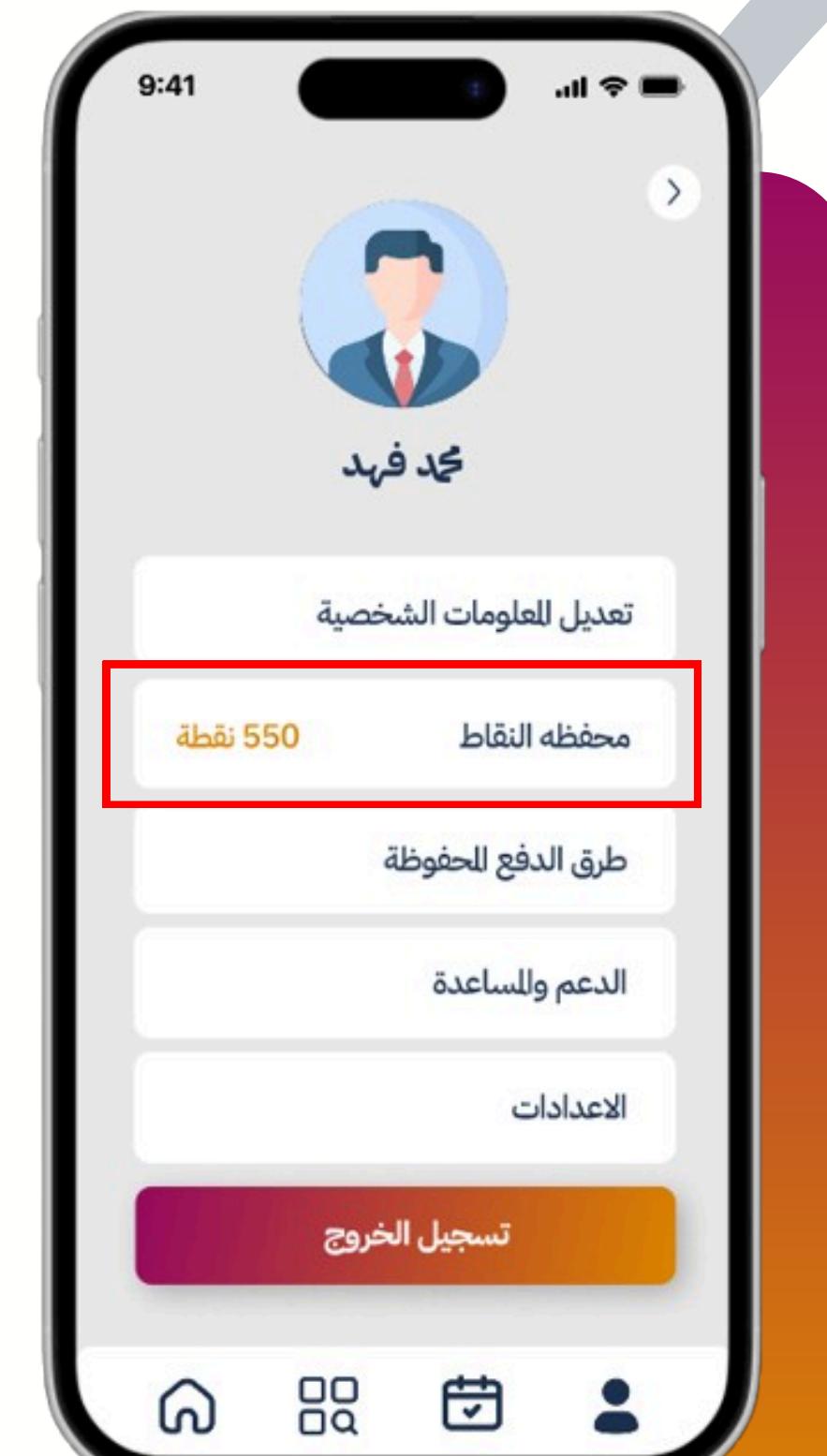
This bar allows easy access to various pages such as search and personal account, making navigation smooth and simple.



# Techniques discussion and justification

## ***Motivation***

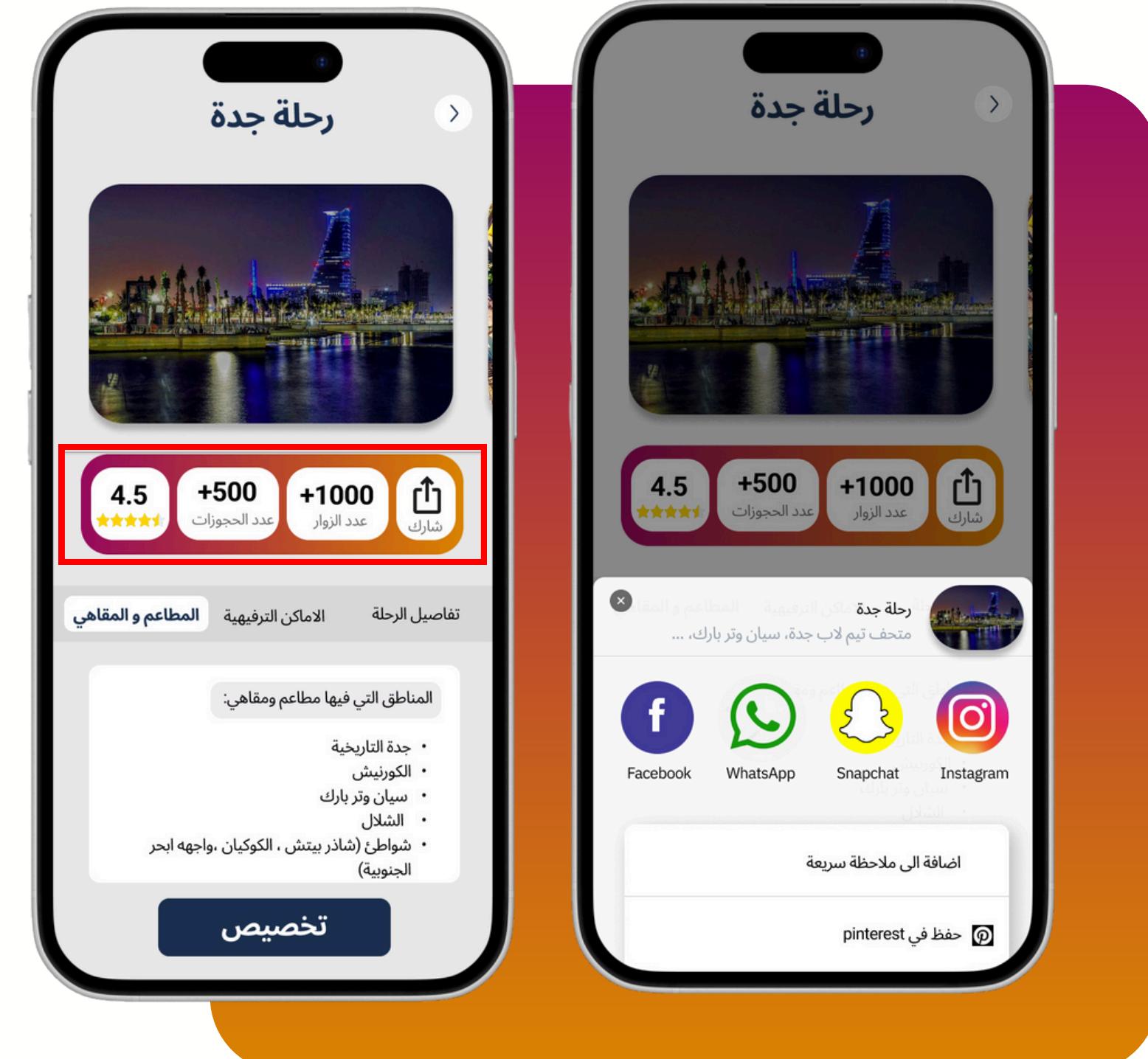
In the payment and personal account pages, a "Points Wallet" is presented as an incentive for users. Users are rewarded for their frequent use of the app or for completing purchases, which increases their engagement and loyalty to the app.



# Techniques discussion and justification

## ***Socially Acceptance***

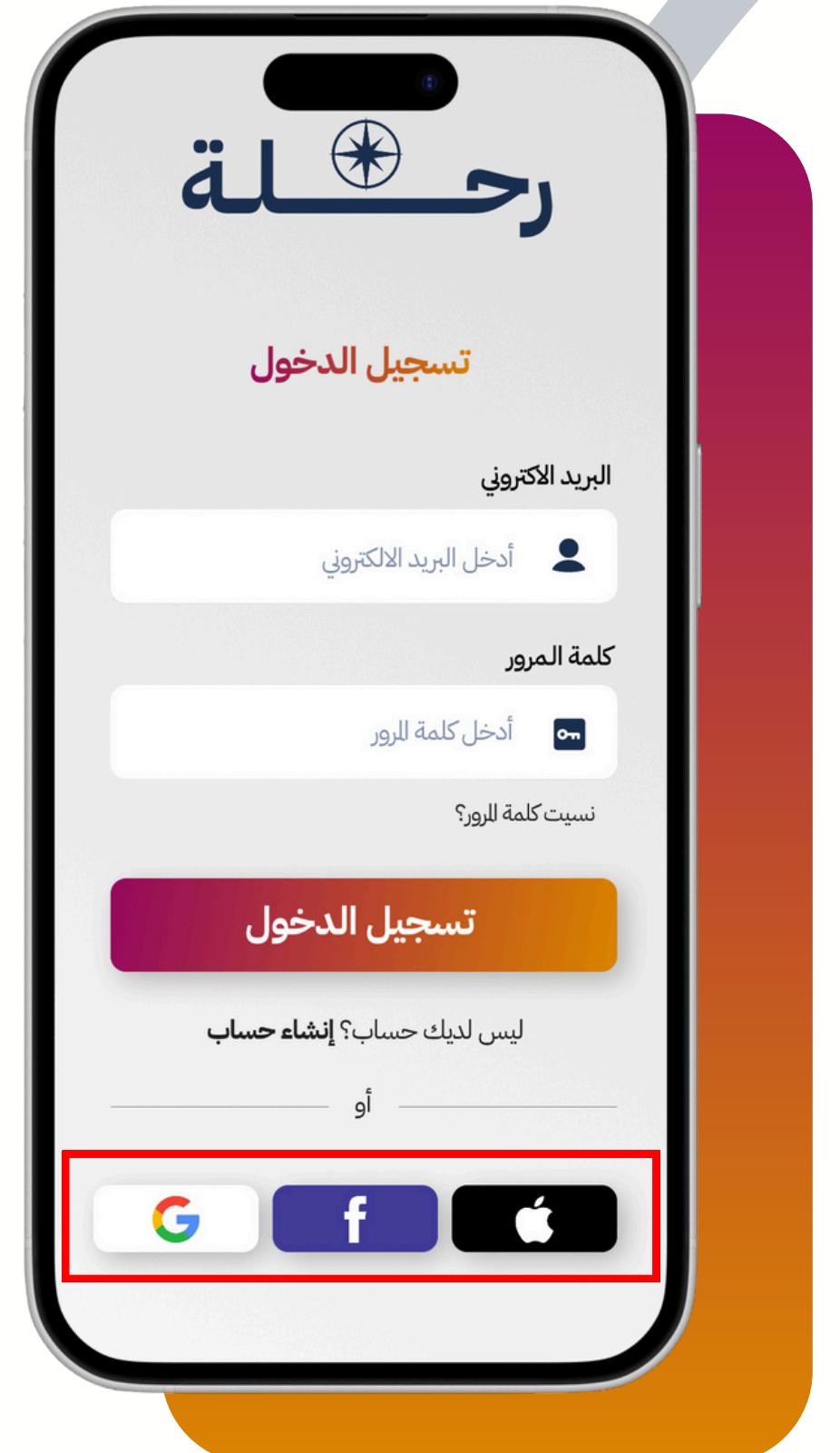
On the Jeddah trip page, 1- the number of visitors who viewed the trip is displayed, 2- option to share the trip on social media. These elements enhance social trust and encourage user participation.



# Techniques discussion and justification

## ***Facilitator***

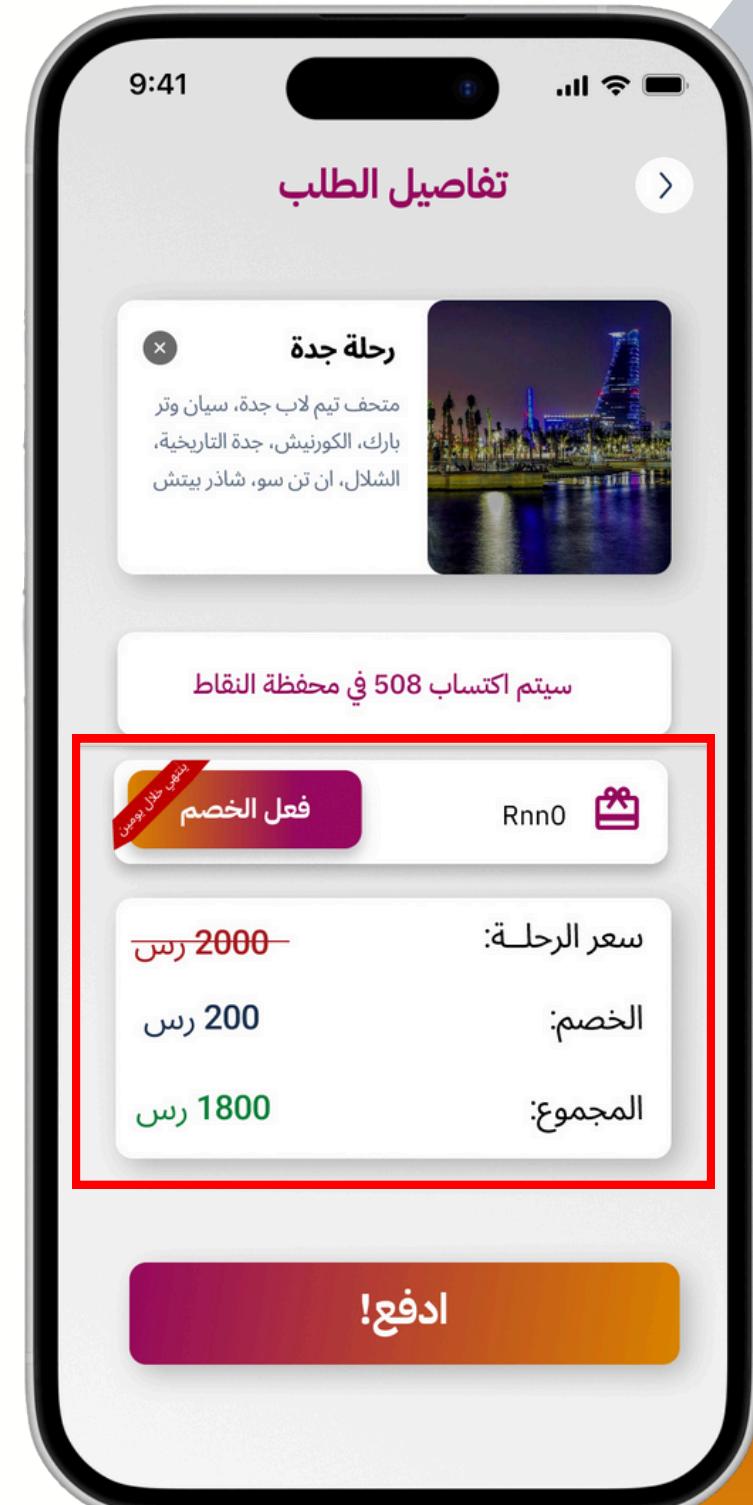
On the login page, the process is made easier with options to log in via Google, Apple, and Facebook, allowing users to join the app quickly and conveniently.



# Techniques discussion and justification

## ***Loss Aversion***

On the payment page, the difference between the original price and the discounted price is clearly shown to users. This strategy makes users feel they are saving money, encouraging them to complete the purchase.



# Techniques discussion and justification

## *Emotional Heuristic*

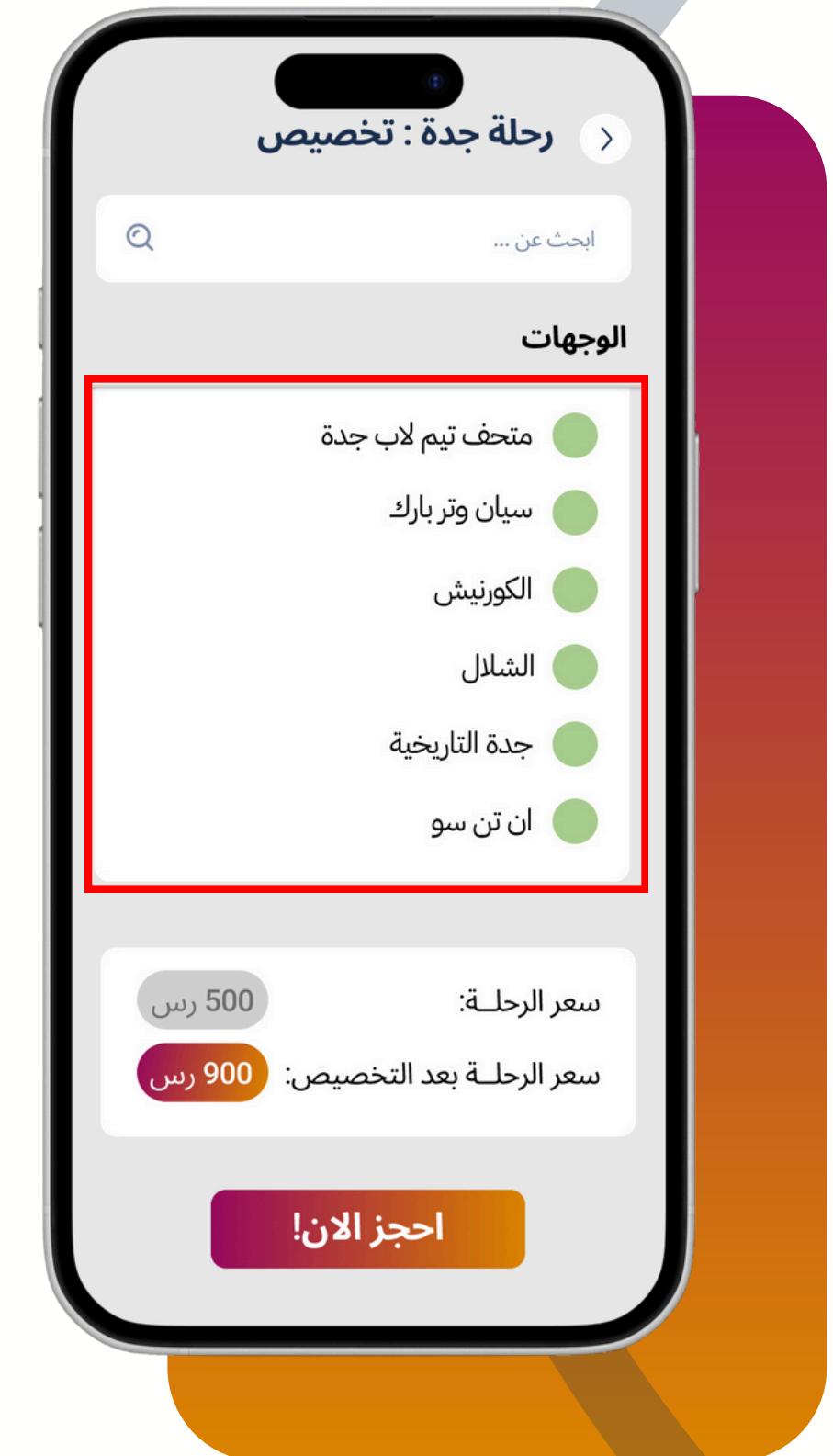
In the design of all Interfaces, the backgrounds and images are designed with harmonious and soothing colors, avoiding the inclusion of annoying or complex elements. This aims to provide a comfortable and appealing experience for users.



# Techniques discussion and justification

## ***Ability***

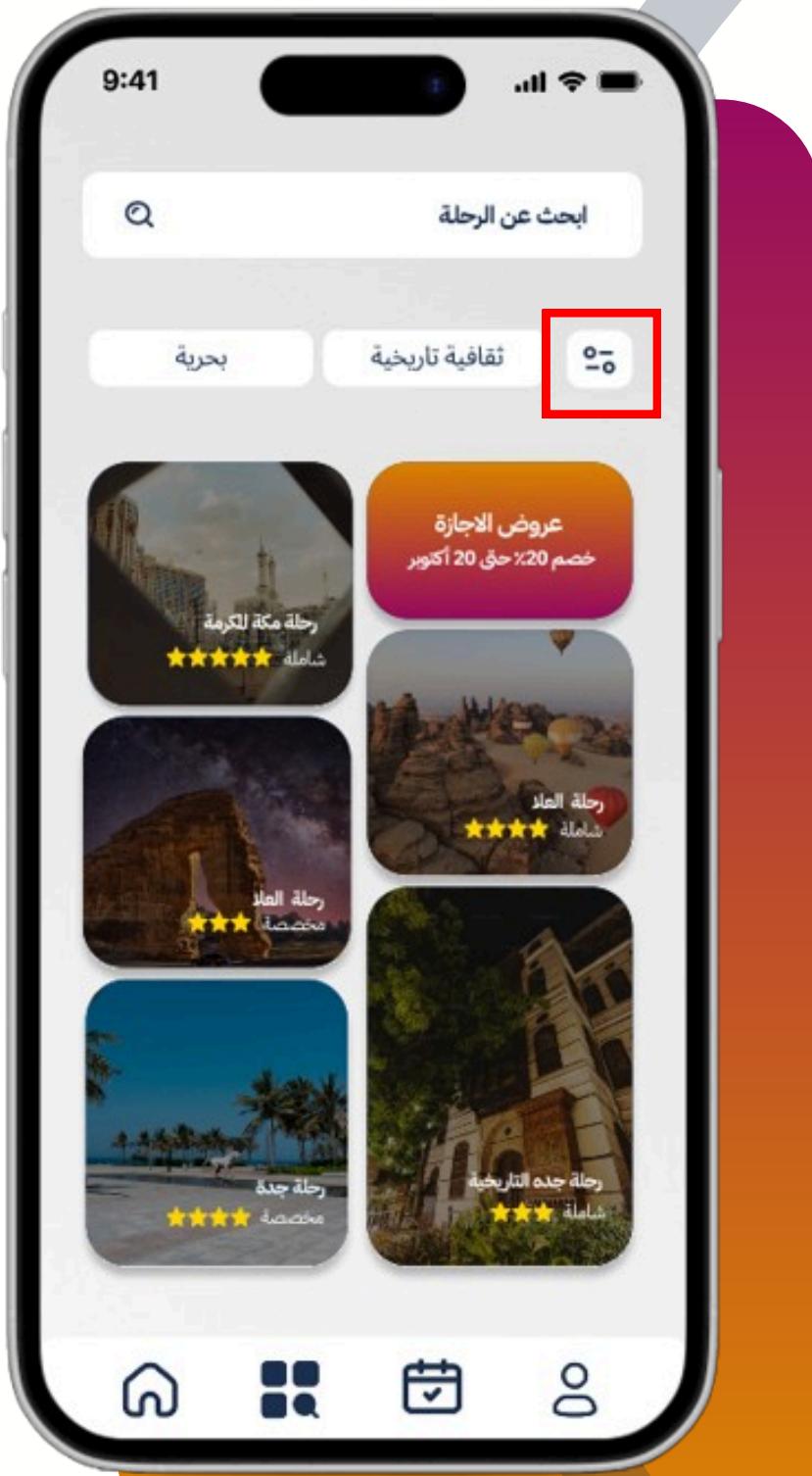
*In the customization page, users are given the ability to personalize their trip according to their needs. They can modify activities and arrange the itinerary to suit their preferences.*



# Techniques discussion and justification

## ***Control***

*In the search page, flexible filters are provided to help users narrow down their search and choose trips or activities that match their interests and needs easily.*



# Techniques discussion and justification

## ***Presenting Effective Triggers (Spark)***

*In the customization page, the "Book Now" button is prominently displayed to attract users' attention and encourage them to make a quick booking decision.*



# **Persuasion Techniques**

# Persuasion Techniques

## **Conformity**

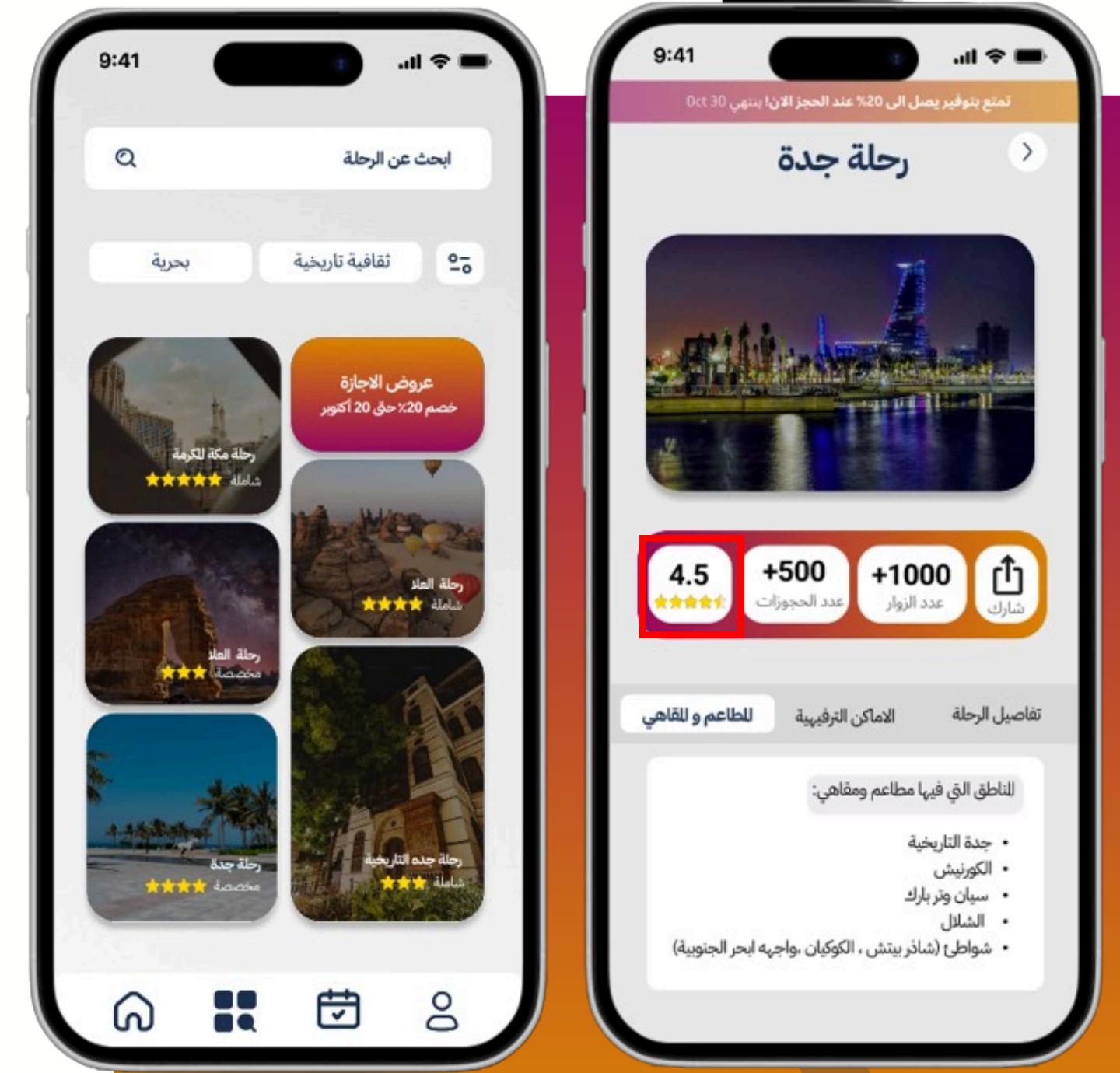
*Displaying the most popular trips on the homepage encourages users to make choices based on the preferences of others. When users see that many people have selected certain trips, they feel a sense of alignment with the group and are more likely to choose similar trips.*



# Persuasion Techniques

## ***Social Validation***

*Displaying ratings (stars) in the search page or within each trip's details helps users make decisions based on the experiences and opinions of others. Users feel more confident choosing a trip with positive reviews from others who have booked it before.*



# Persuasion Techniques

## Visual Influence

*Using attractive images of destinations, vibrant colors, and bold fonts for special offers and discounts draws users' attention, making them more inclined to book.*



# Persuasion Techniques

## ***Commitment & Consistency***

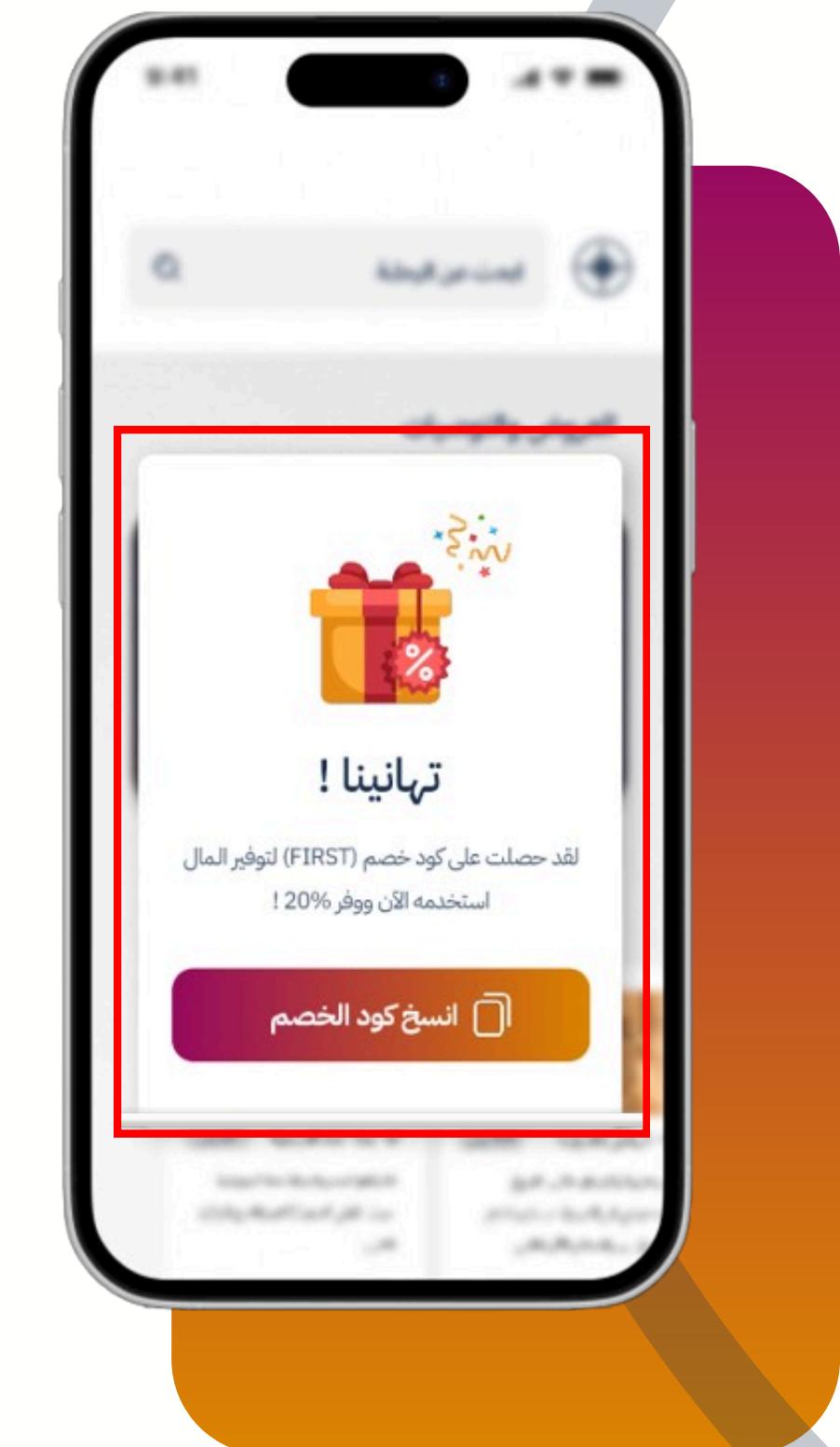
*The app's points system, which rewards users for booking trips, encourages continued engagement. Showing these points in the personal account page, order details page, and payment page reinforces user loyalty by keeping them committed to earning more points.*



# Persuasion Techniques

## ***Reciprocity***

*New users receive a discount code upon logging in, creating a sense of appreciation and encouraging them to use the app. This initial gesture strengthens user satisfaction and engagement.*



# Persuasion Techniques

## *Artifacts*

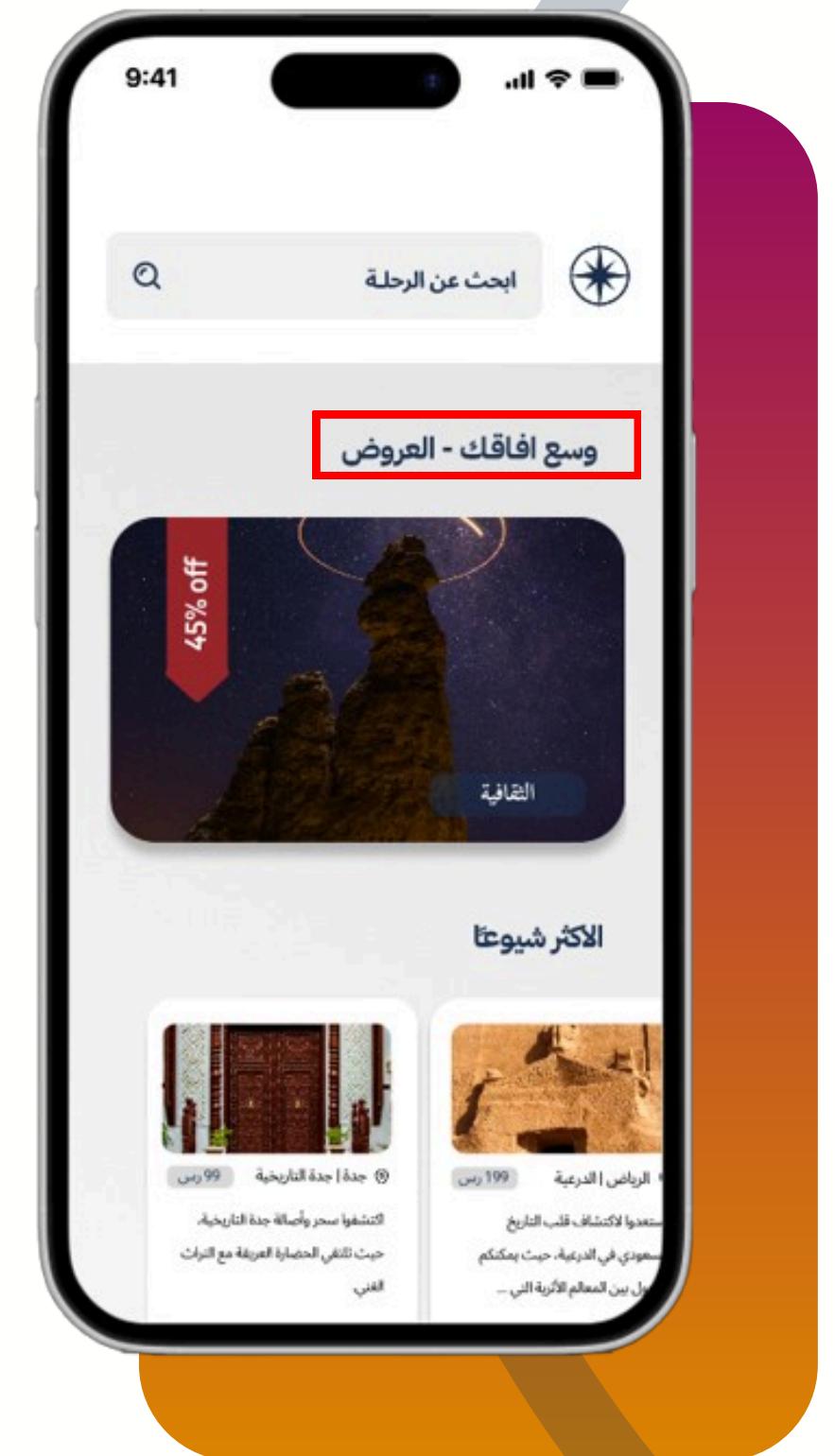
*Consistent use of icons across the app interface, especially on the login page and navigation window, improves user experience by enhancing visual understanding and ease of navigation.*



# Persuasion Techniques

## *Spin*

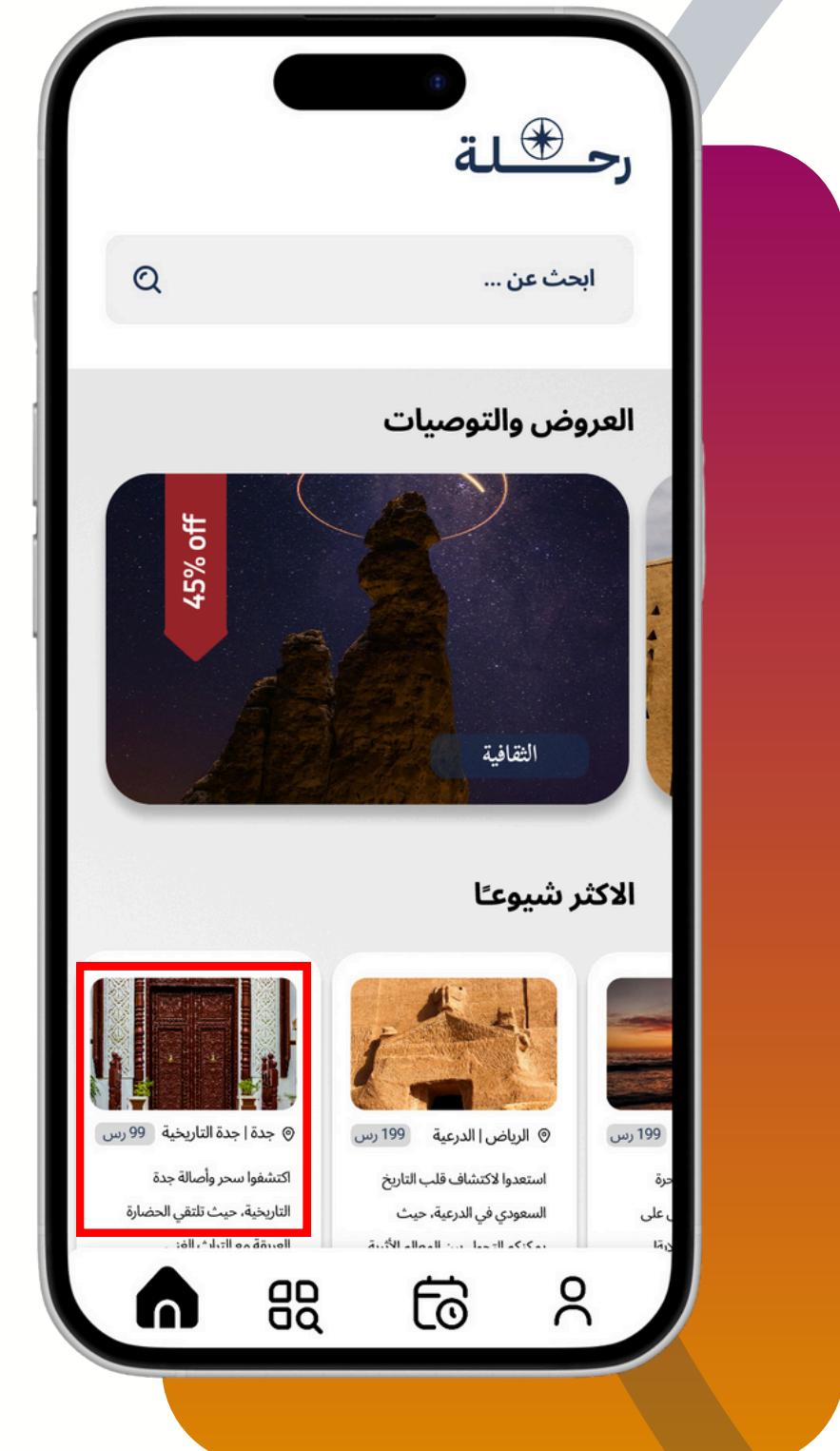
*Instead of just listing offers and recommendations on the homepage, the app includes an inspirational phrase, “Broaden Your Horizons,” motivating users to explore and try new experiences.*



# Persuasion Techniques

## ***Tradition***

*Including iconic images of places in Jeddah, like “Historic Jeddah,” within the Jeddah trip page evokes nostalgia and cultural connection, making users feel emotionally attached to these destinations.*



# Persuasion Techniques

## ***Gain-based Frame***

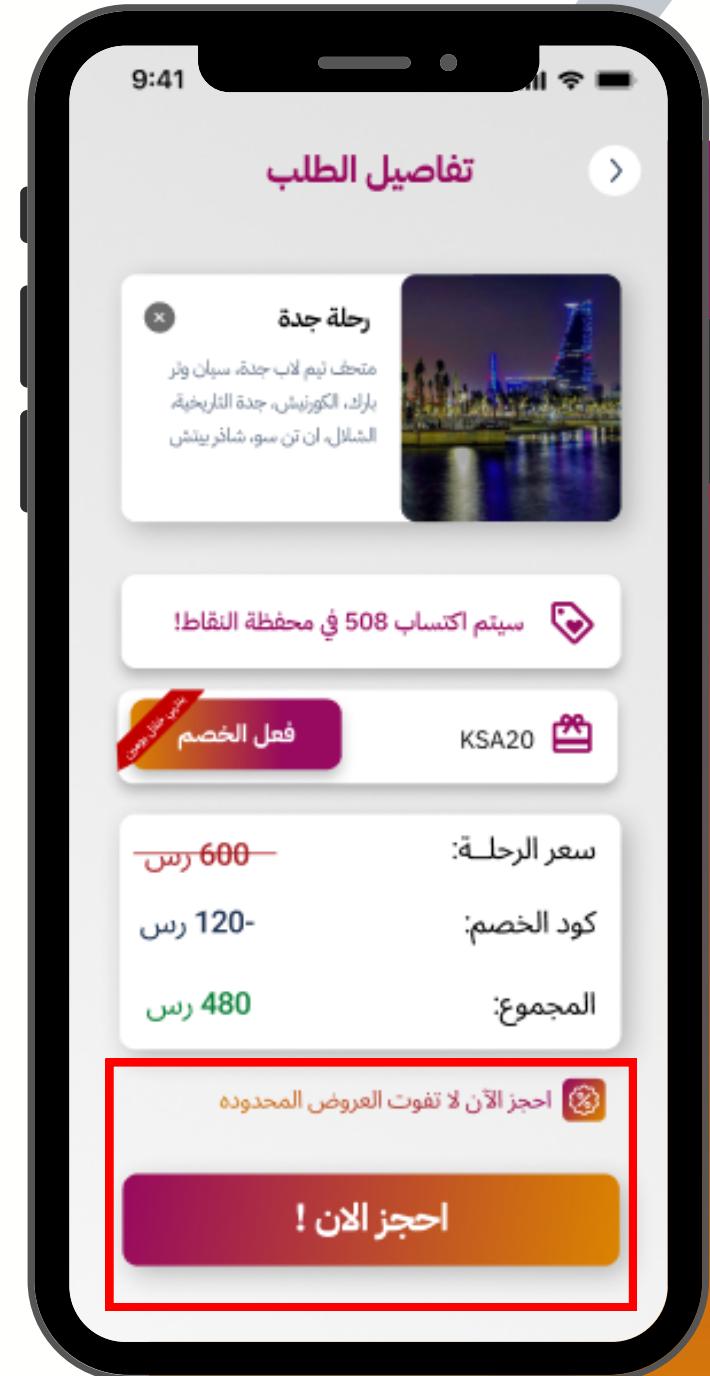
*When booking, the phrase “Enjoy up to 20% savings when you book now” motivates users to take advantage of the available discounts, emphasizing financial benefits.*



# Persuasion Techniques

## ***Loss-based Frame***

*In the payment details page, the phrase “Book now, don’t miss out on limited offers” creates a sense of urgency, encouraging users to act quickly to secure the deal before it expires.*



# Persuasion Techniques

## ***Central Route Processing***

*In the customization page, users can adjust trip preferences, while detailed features and trip benefits are displayed in the “My Trips” section, allowing users to make informed decisions based on clear information.*



# Persuasion Techniques

## ***Slogan***

*The app opens with the phrase “Travel in a Saudi Style,” reflecting the local culture and encouraging users to choose the app as a travel tool that aligns with their lifestyle and identity.*



# Tools

*We used Figma to develop high-fidelity prototypes, creating interactive, detailed models that closely represent the final design.*

# Conclusion

The "Rehla" app is a preliminary project that we aim to develop further, making it more comprehensive and user-friendly. It provides a convenient and customized travel planning experience, enabling users to select activities, restaurants, and entertainment that suit their preferences and budgets.

With various features and persuasive techniques, we ensure that users find added value and are encouraged to keep using the app, including:

- **Ease of Use**
- **Reward Motivation**
- **Social Trust**
- **Flexible Access**
- **Offer Encouragement**



رَحْمَةٌ

Thank  
you