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The existing design has the function of air tickets booking, train tickets booking, hotel booking, car rental service, airport pick-up service.

The existing design lacks the ticket sales of the popular attractions, and the real time local information of the destination like the transportation information, the information shared from other travellers.

We want to make the improvement on providing more local information of the destination and making the function of the interaction between the users.

Our Business Objectives is to create our own goals and sell our design by expertise.

We designed 3 personas on our website. They were considered by their gender, age, address, goals, interests, skills and using apps. These factors of target users are very important in the progress of designing our website. Different people with different interests and needs should be taken into account when we design our website.

The Content Requirements are: Support real-time query, boarding ticket supplement, online cancellation and change; Super fast cloud tickets, support booking tickets,; Bus tickets. Tickets for free booking; Guarantee of issuing tickets and entering the park; Weekend travel; Route planning can be Shared with peers for chatting, bookkeeping and sharing photos; Unified management of airport, liquor, train tickets and tickets, providing online check-in, refund, taxi and other services. Global hot destination strategy, travel guide, travel notes, attractions, food, shopping, all in the destination channel etc.

The application should be easy to use,contain high efficiency and quality ,better Travel plan and service satisfaction.It should help travel scale higher with efficient information updated and high-speed synchronization

For the End-to-End flow, firstly when the users enter the website, there are three choices on the homepage. Users with clear targets could directly fill in their destinations and go ahead choose specific blocks. We mainly have six blocks: products, travel notes, travel guidelines, hotels, tickets and community. Users also could choose to register or login directly at the home page. People could choose only to read the travel notes at home page.

For Joytrip, we mainly have four onboarding parts: navigation video, interest labels, automatic chatbot and previous review.

For the human factor concepts, we have six tips: less required fields, clear block navigation, special marks for special information, lively typography, mouseover effect and background photo from travel notes.

