

saathi चाल

Travel Application



The "Sathi Chaal" travel app is a versatile platform designed to enhance travel experiences by providing personalized recommendations and seamless planning tools. It caters to travelers by offering curated suggestions for destinations, accommodations, and local attractions.

UI UX Case Study



NAMRTATA KHANDRE

Duration:

8th June - 10th August
(6 weeks)



Product Overview

The "Sathi Chaal" app appears to be a comprehensive travel app designed to assist users in planning and enjoying their travels. The app features various functionalities such as booking accommodations, finding local events, and exploring dining options. Users can also create and manage their travel itineraries through the app. Additional features include a detailed description page for specific attractions, a map for navigation, and a settings page for managing personal details and payment information. The app provides a user-friendly interface with a cohesive design, employing a color scheme and graphics that enhance its visual appeal and usability. Overall, "Sathi Chaal" seems well-suited for travelers looking to organize their trips and explore new destinations with ease.

Responsibility

- Role 1 User Experience Design:
- Role 2 Content Management
- Role 3 Marketing and Customer Service

Tools

- Tool 1 Figma
- Tool 2 Photoshop

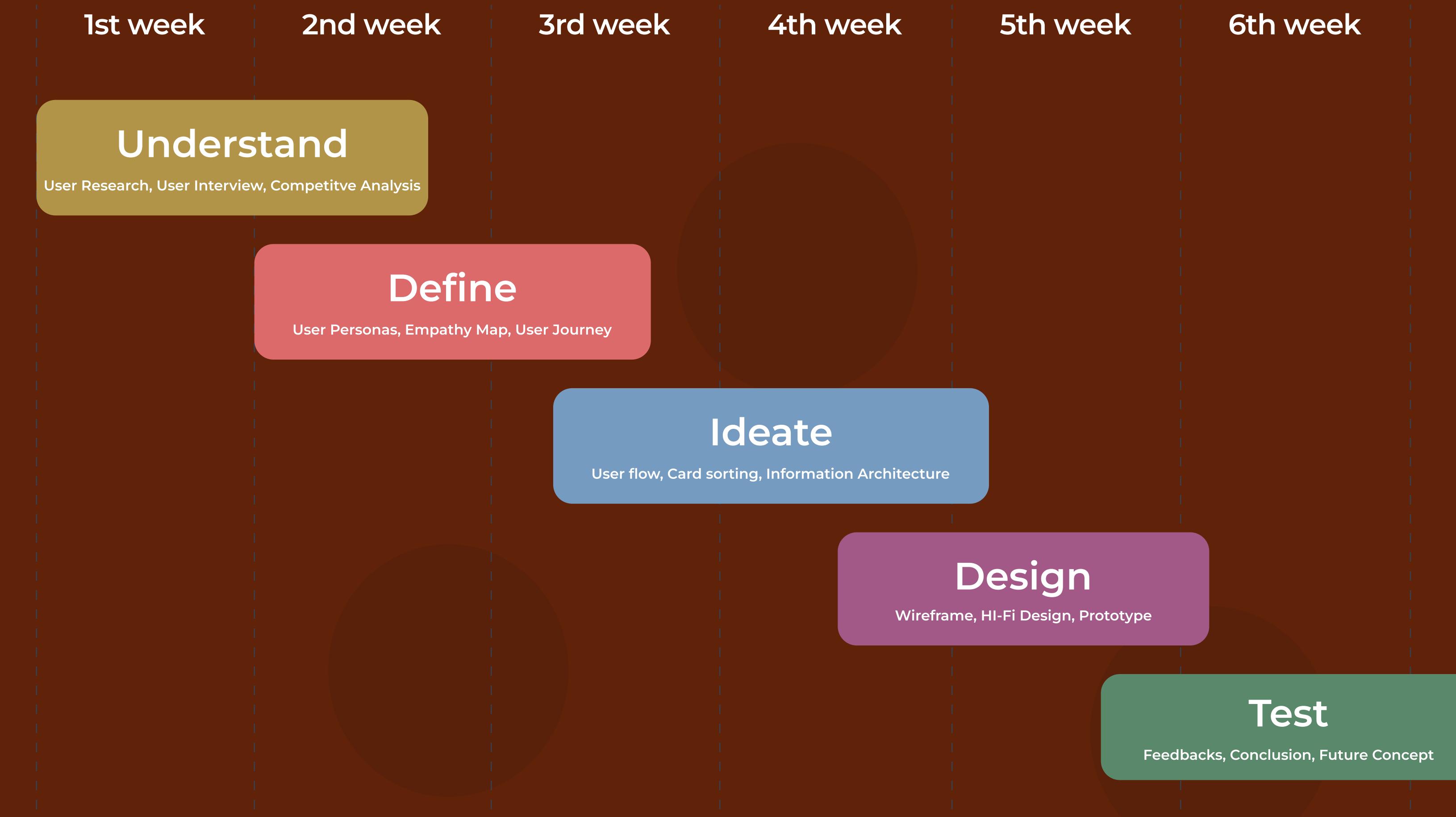
Problem Statement

The problem statement for the "Sathi Chaal" travel app revolves around the complexities and challenges travelers face when planning and executing trips, such as finding suitable accommodations, discovering local attractions and events, navigating unfamiliar locations, and managing travel itineraries efficiently. Many travelers struggle with organizing various aspects of their trips in a way that is both time-efficient and satisfying, which can lead to stress and a less enjoyable travel experience.

Goals

The goal of the "Sathi Chaal" app is to simplify the travel planning process and enhance the overall travel experience by providing a comprehensive, user-friendly platform that offers a range of integrated travel services. By leveraging technology, the app aims to streamline the organization of travel details, offer personalized recommendations based on user preferences, and ensure easy access to essential travel information and bookings. Ultimately, "Sathi Chaal" seeks to empower travelers with the tools they need to explore new destinations with confidence and ease, making travel more enjoyable and accessible for everyone.

Design Timeline



Design Process

The ideation phase for the "Sathi Chaal" app is a crucial part of the design process, where innovative ideas are generated and refined to ensure the app effectively meets the needs of its users. This phase begins with brainstorming sessions where the development team, along with designers and stakeholders, gather to discuss and propose various features and user interface solutions that could enhance the traveler's experience. Ideas are explored for intuitive navigation, seamless accommodation booking, easy discovery of local attractions, and efficient itinerary management. Concepts such as integrating real-time travel updates, personalized event recommendations, and interactive maps are considered to add unique value to the app.



Understand

- User Research
- User Interview
- Competitive Analysis



Define

- User Personas
- Empathy Map
- User Journey



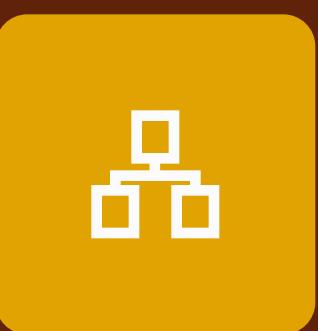
Ideate

- User Flow
- Information Architecture



Design

- Wireframe
- Hi-Fi Designs
- Prototype



Test

- Feedbacks
- Conclusion
- Future Concept

Target Audience

The target audience for the "Sathi Chaal" travel app is a broad and diverse group characterized by their shared interest in travel, whether for leisure, adventure, business, or cultural exploration. Leisure travelers, including families and individuals looking for convenient vacation planning, are a significant segment, valuing ease of use and comprehensive options for accommodations and attractions. Adventure seekers, typically a younger demographic, look for customizable and off-the-beaten-path experiences that the app could facilitate through interactive and dynamic content. Business travelers, on the other hand, need efficient logistics management and often look for functionalities that allow them to book hotels and transport quickly. Additionally, tech-savvy users expect a seamless digital integration with their everyday devices and schedules, and eco-conscious travelers look for sustainable travel options, reflecting a growing trend towards environmentally responsible travel. Together, these segments form a robust market base for "Sathi Chaal," each with unique needs and preferences that the app aims to satisfy..



User Persona



NAME: Lisha Thomas
AGE: 23
EDUCATION: University of Pune
OCCUPATION: Architecture Student
LOCATION Pune
HOBBIES: Hiking and dancing

Bio

Lisha Thomas is a student who loves to travel different tourist attraction's and also travels on a daily basis to collage

Personality

- Hardworking
- Smart
- Expressive
- Thoughtful

Pain points

- Difficulty in understanding and navigating the public transportation system.
- Feeling uncertain about finding temporary accommodation that meets her needs and budgets.
- Limited knowledge of local food options and availability.
- Lack of awareness about activities and events happening in Pune and near by areas

Goals

- Navigation Pune's public transport confidently for efficient travel.
- Find affordable, suitable temporary housing of smooth transition
- Discover diverse local cuisine options to enhance dining experience.
- Stay informed about culture and recreational events for active

Empathy Map

Says

"I'm having trouble figuring out the public transportation system in Pune"

"I'm not sure where to find good local food or cafe options."

"I wish I could find a place to stay that's affordable and safe"

"I don't know what activities or events are happening around Pune."

Thinks

"I hope I can find a transportation solution that doesn't leave me feeling lost"

"I need to find temporary accommodation that fits my budget and make me feel secure"

"I need to stay updated on events to make the most of my time in Pune"

"I wonder if there are any hidden gems for dining in Pune that I haven't discovered yet"

Does

Spends time researching transportation options online and asking locals for advice.

Asks for recommendations and reads reviews to find good dining options

Explore different neighborhoods in search of temporary accommodation.

Looks for events listings online and tries to find nearby amenities like shopping markets and sports clubs

Feels

Excited about exploring Pune's cultural opportunities but anxious about navigating the city.

Eager to find accommodation but worried about making the wrong choice.

Frustrated by the lack of information on activities and amenities in Pune.

Curious about trying new food but hesitant due to uncertainty about local options.



User Research

User research for the "Sathi Chaal" travel app is an essential step to understand the behaviors, needs, and preferences of its target audience, ensuring the app is both effective and appealing. This process involves various methods to gather insights. Surveys and questionnaires are used to collect quantitative data about travel habits and preferences across a broad audience, while in-depth interviews and focus groups offer qualitative insights into users' motivations and specific pain points.

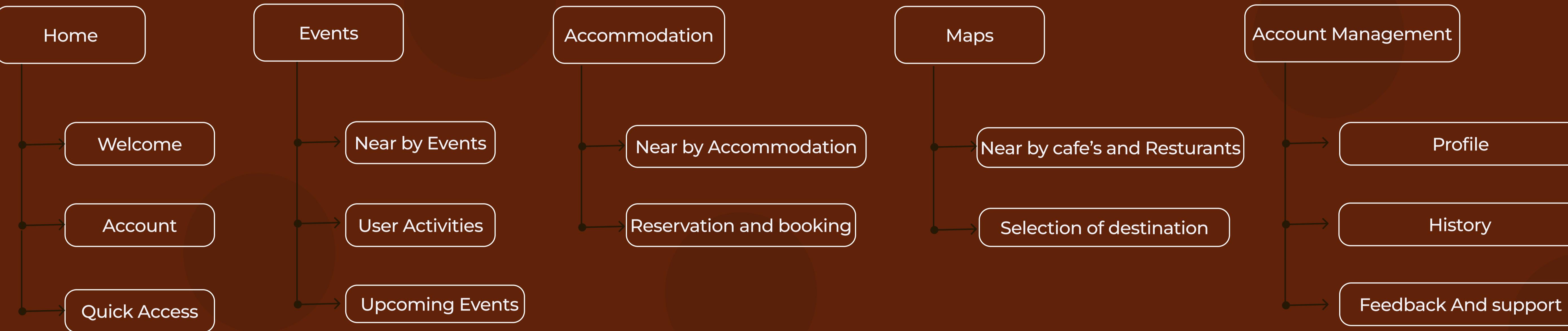
Competitor Analysis

Features	OLA	Make My trip	OYO	Google Maps	Sathi Chaal
Real time travel Updates	✓	✗	✗	✓	✓
Integrated Local Service	✗	✓	✗	✓	✓
Personal Recommendation	✓	✓	✗	✓	✓
Expense Tracking	✗	✗	✗	✗	✓
Upcoming Event and Activities	✗	✗	✗	✗	✓
4/7 Customer Support	✓	✓	✓	✗	✓

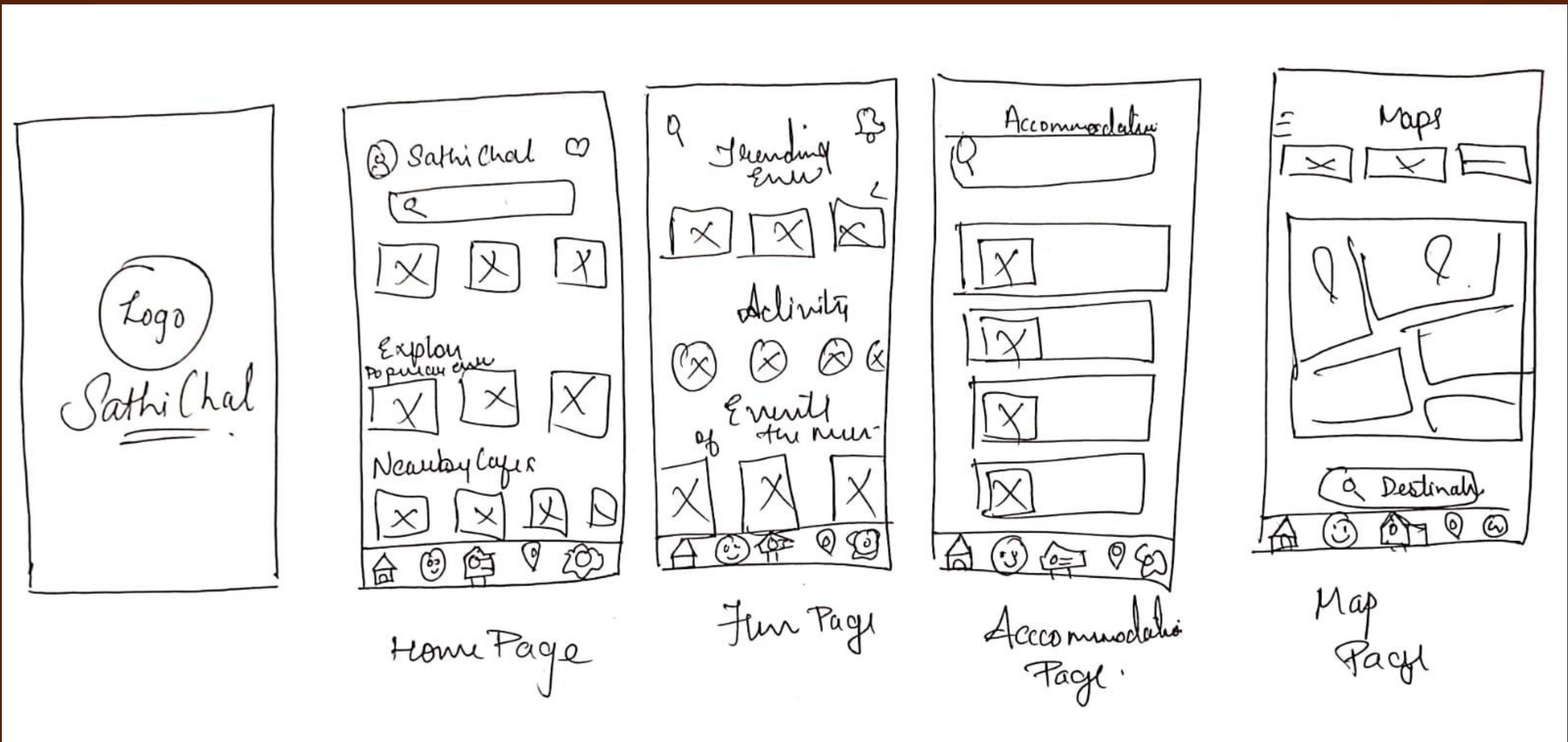
User Journey

Action	Task 1	Task 2	Task 3	Task 4	Task 5
Tasks Lists	Introduction and login	Finding and selecting nearby events	Marking interest	Finding and choosing nearby accommodations	Give feedback
User Emotions	Curiosity 	Excitement 	Engaged 	Relief 	Satisfaction 
Description	User will download and create account	Will explore near by events in the city and select event and attend it,	Will mark in interest what they want or what they want to do	User will search for acoomodation	Will give feedback on the journey of the application

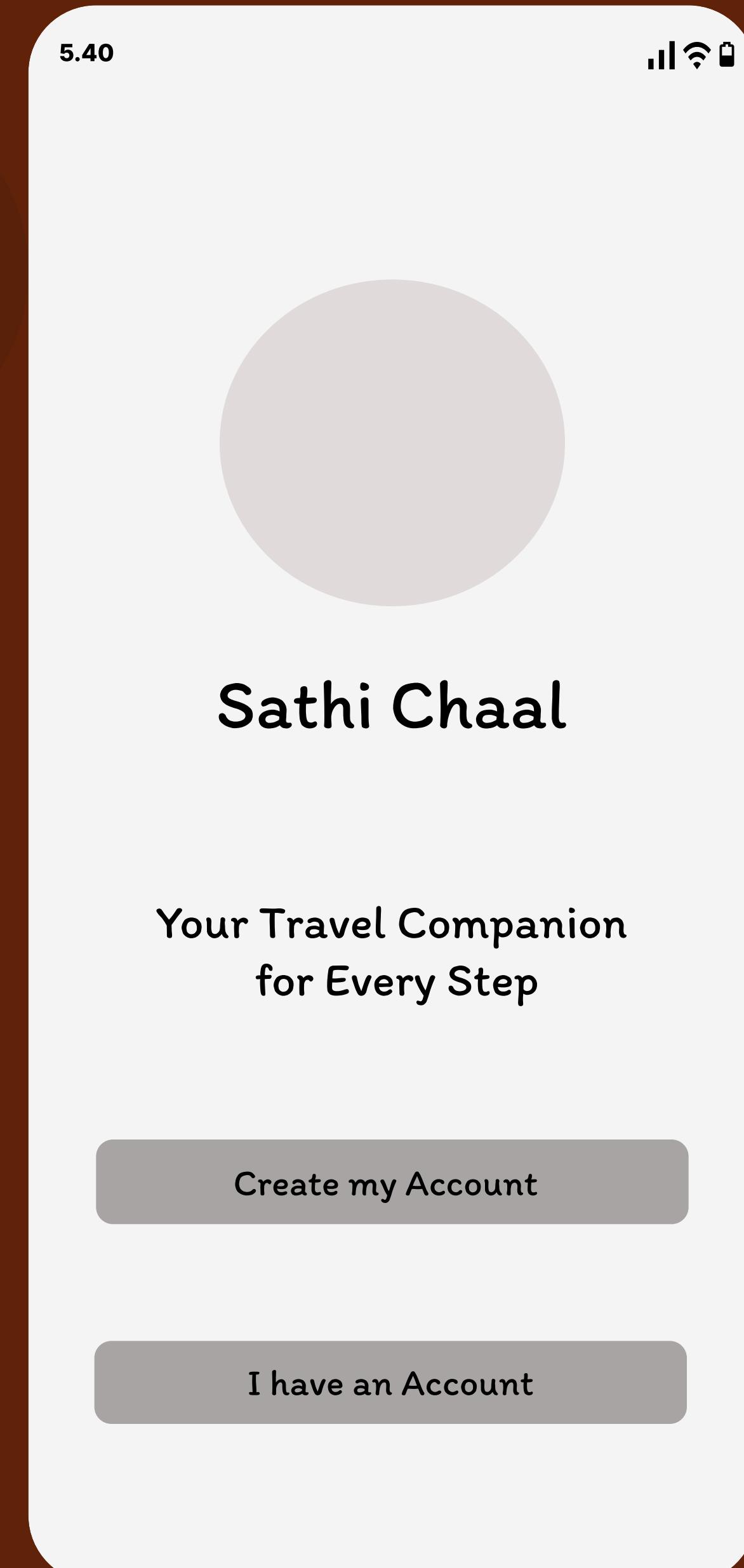
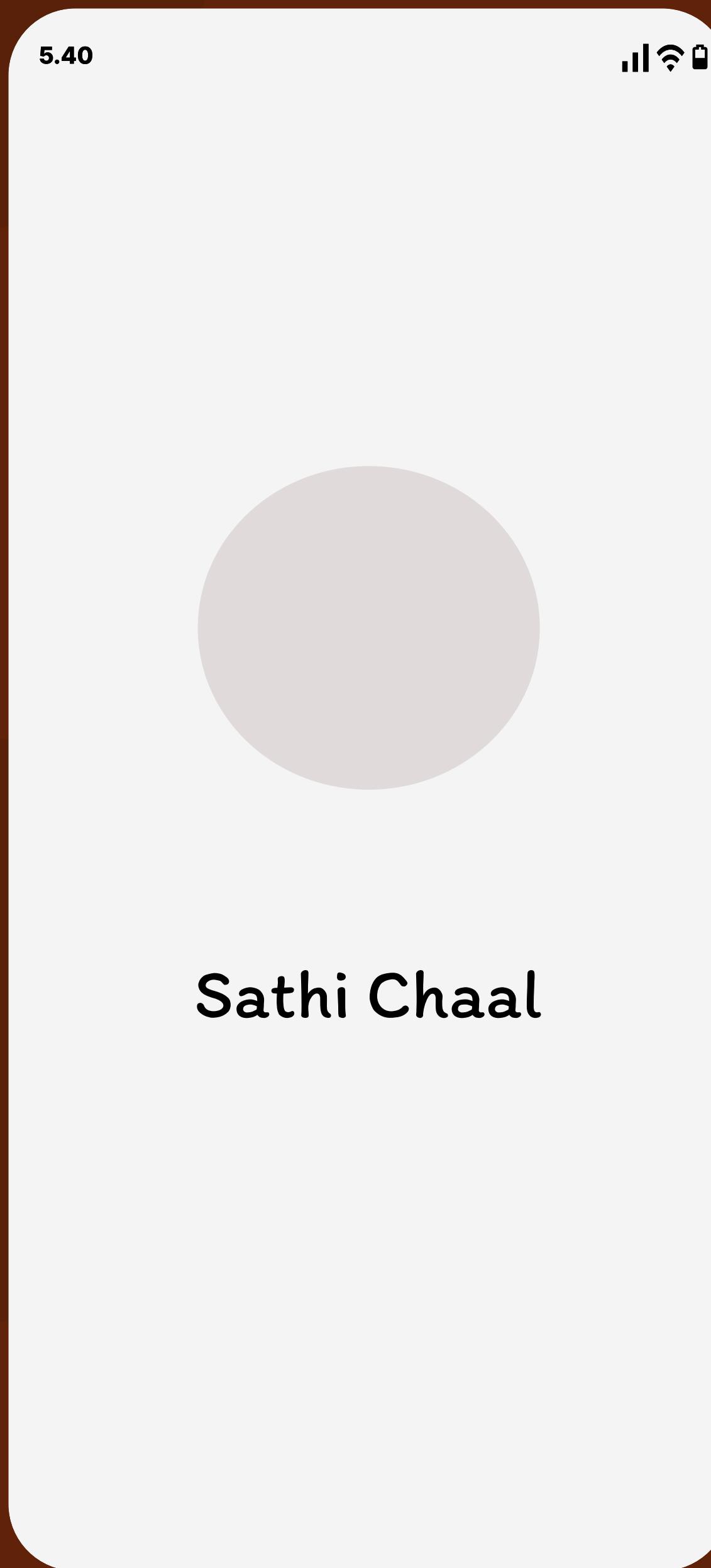
Information Architecture



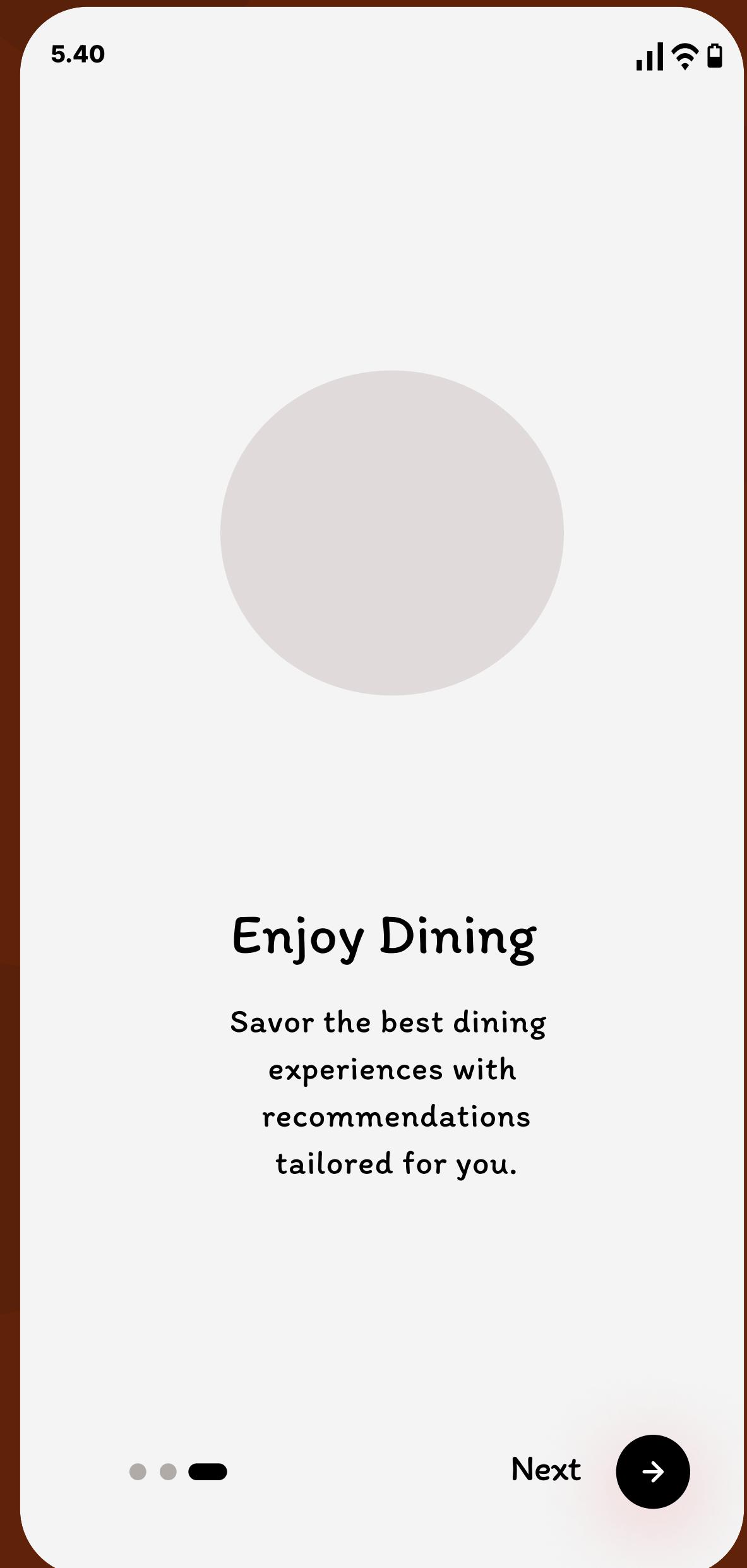
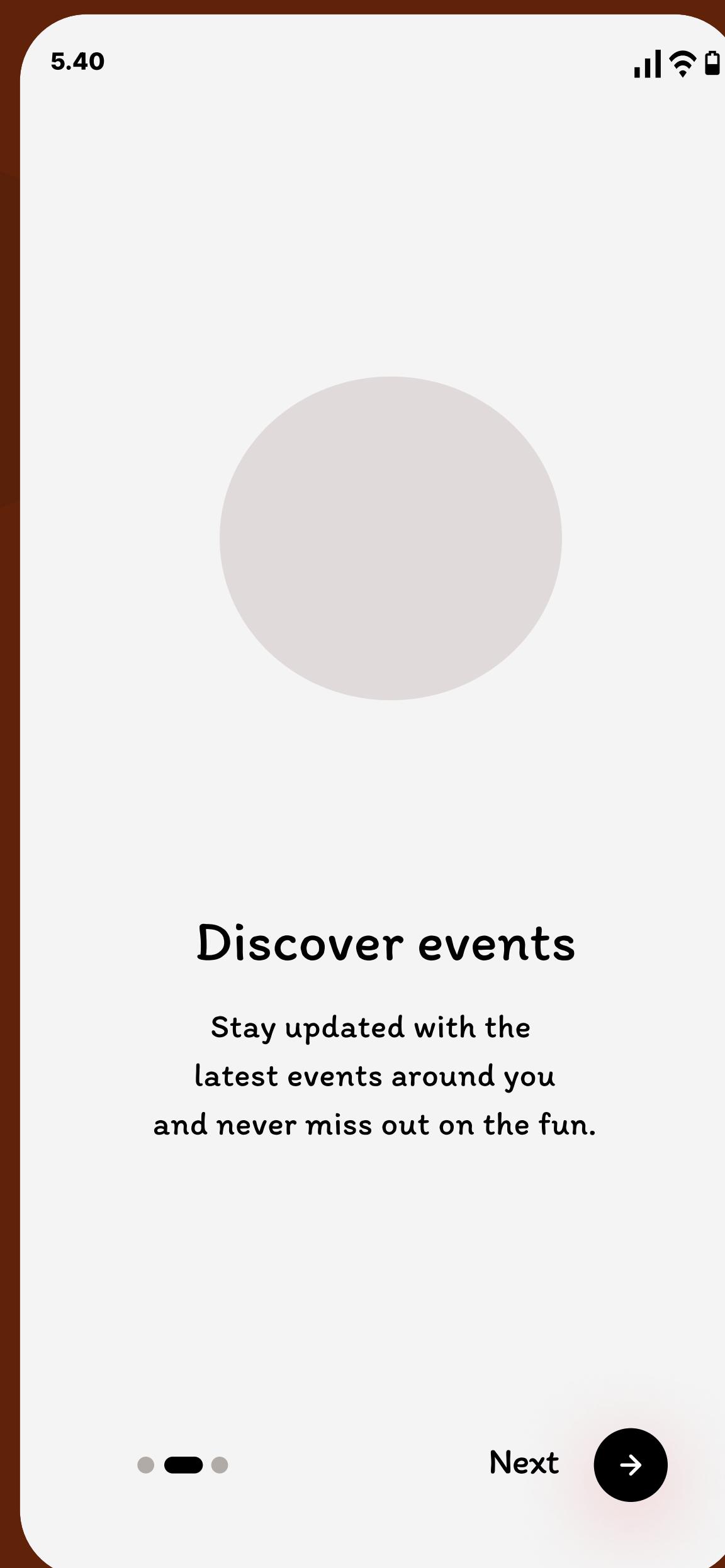
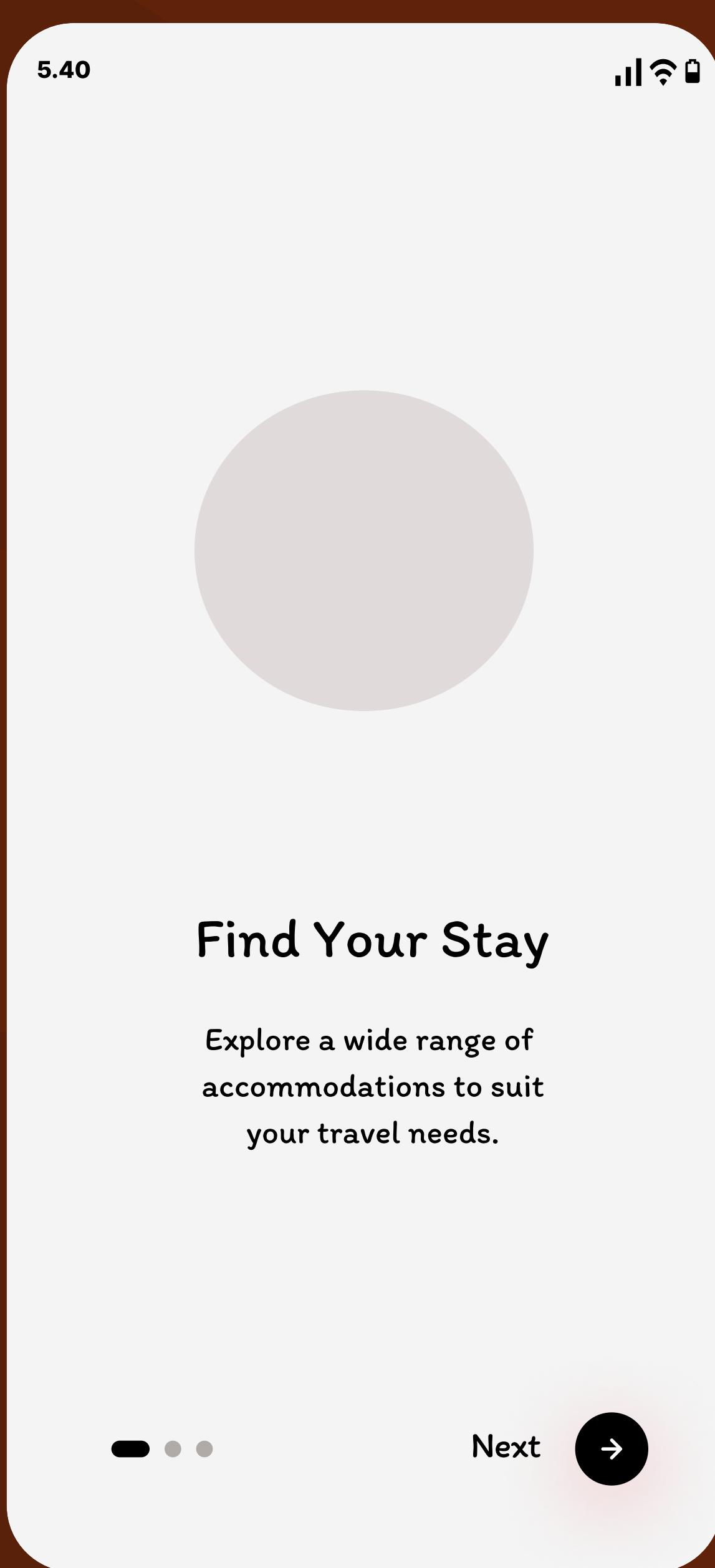
Low Fidelity Wirframe



High Fidelity Wireframes



This wireframe shows the account creation screen of the Sathi Chaal app. The title "Create an account" is at the top. Below it are four input fields: "Name", "Email", "Phone number", and "Password". The "Password" field includes an eye icon for visibility. Below the password field is another input field for "Confirm password" with a visibility icon. At the bottom of the screen are several buttons: a grey "Sign up" button, a link "Already have an Account? Log in", a separator line, a "Or" link, a "Login with" link, a "Login with Facebook" button, and a "Login with Gmail" button.



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←

Welcome back !

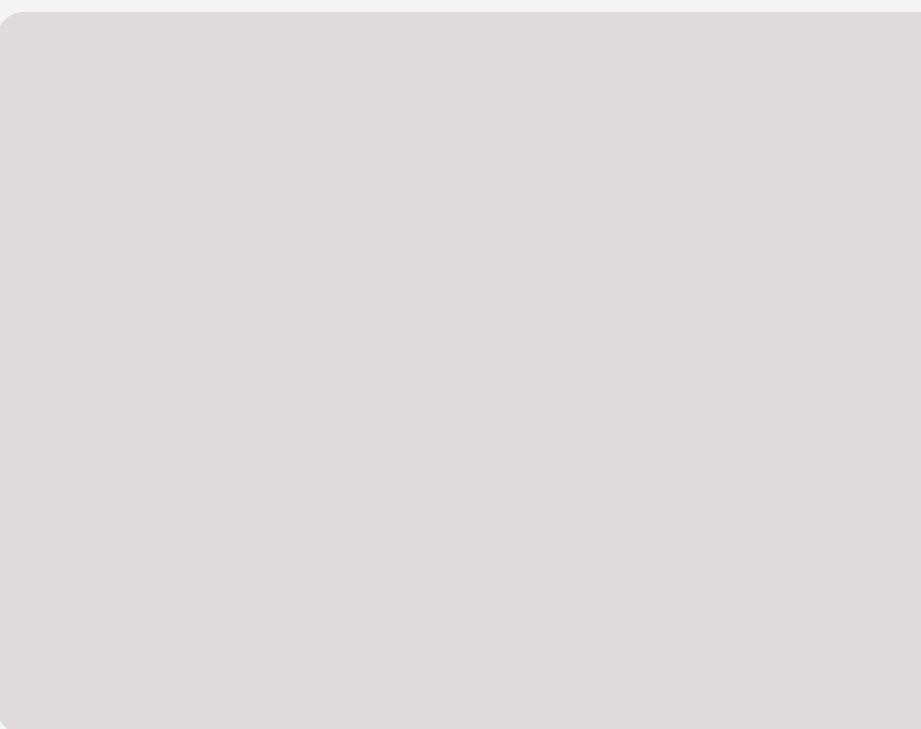
Login to your Account

Email

Password

Forget Password

Log in



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"By signing up, you've taken your first step toward unforgettable adventures and enriching experiences with Sathi Chaal."

Name

Age

Gender

Language

Continue



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Sathi Chaal

What's New

Travel

Emergency

Explore

Popular Events

Near By Cafe's

Accommodation

See all

See all

See all

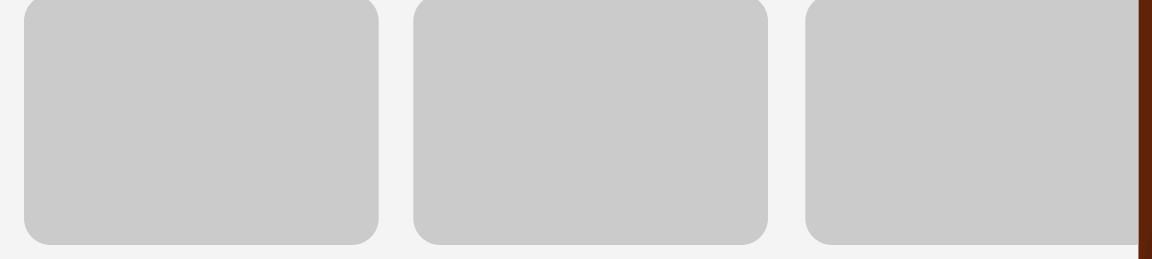
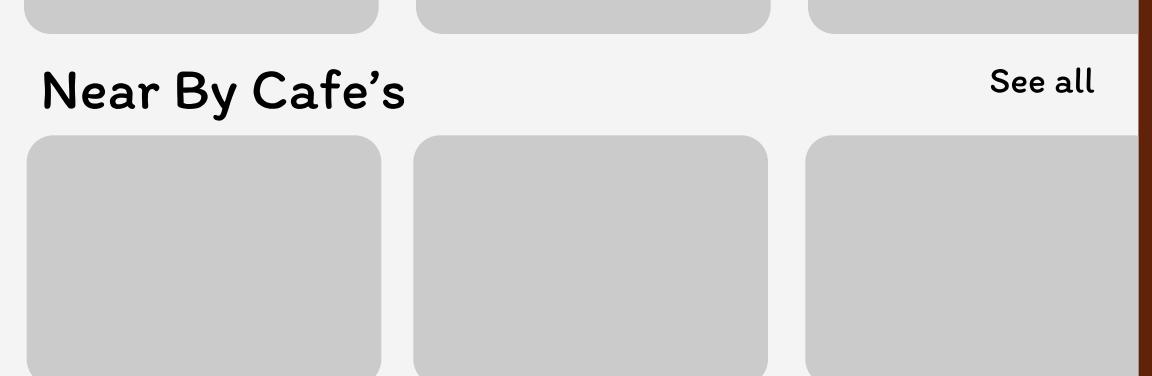
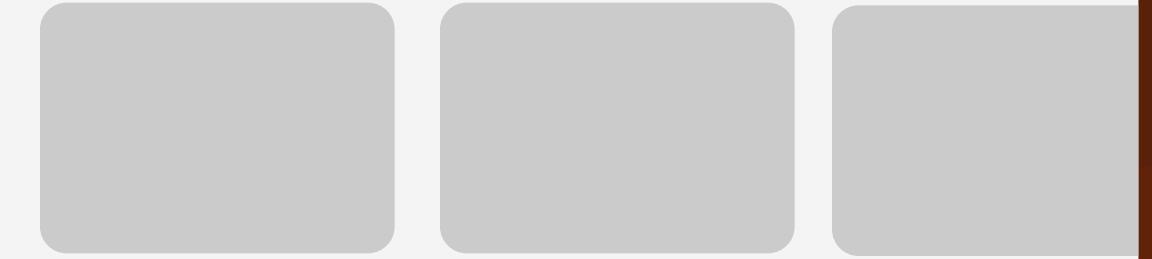
Home

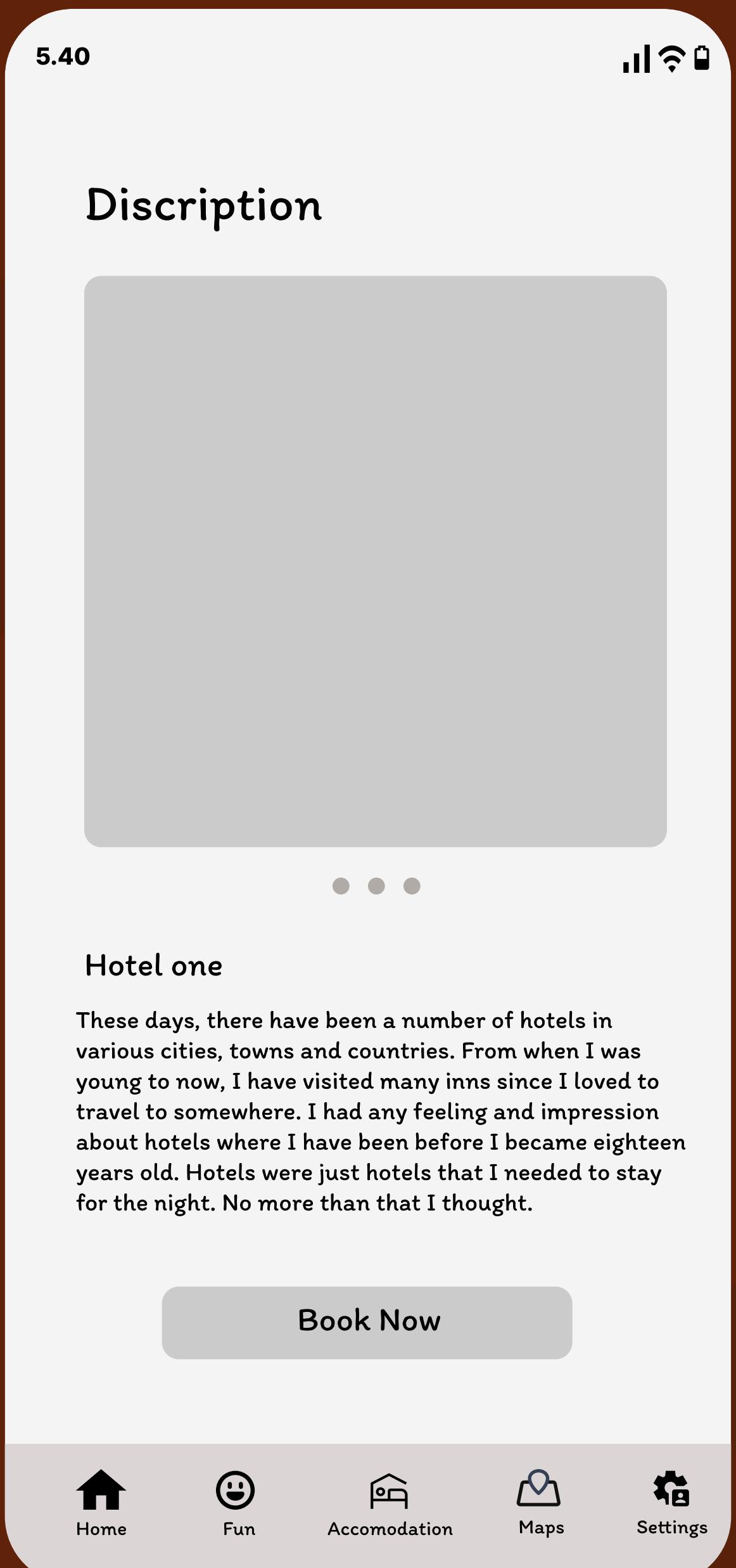
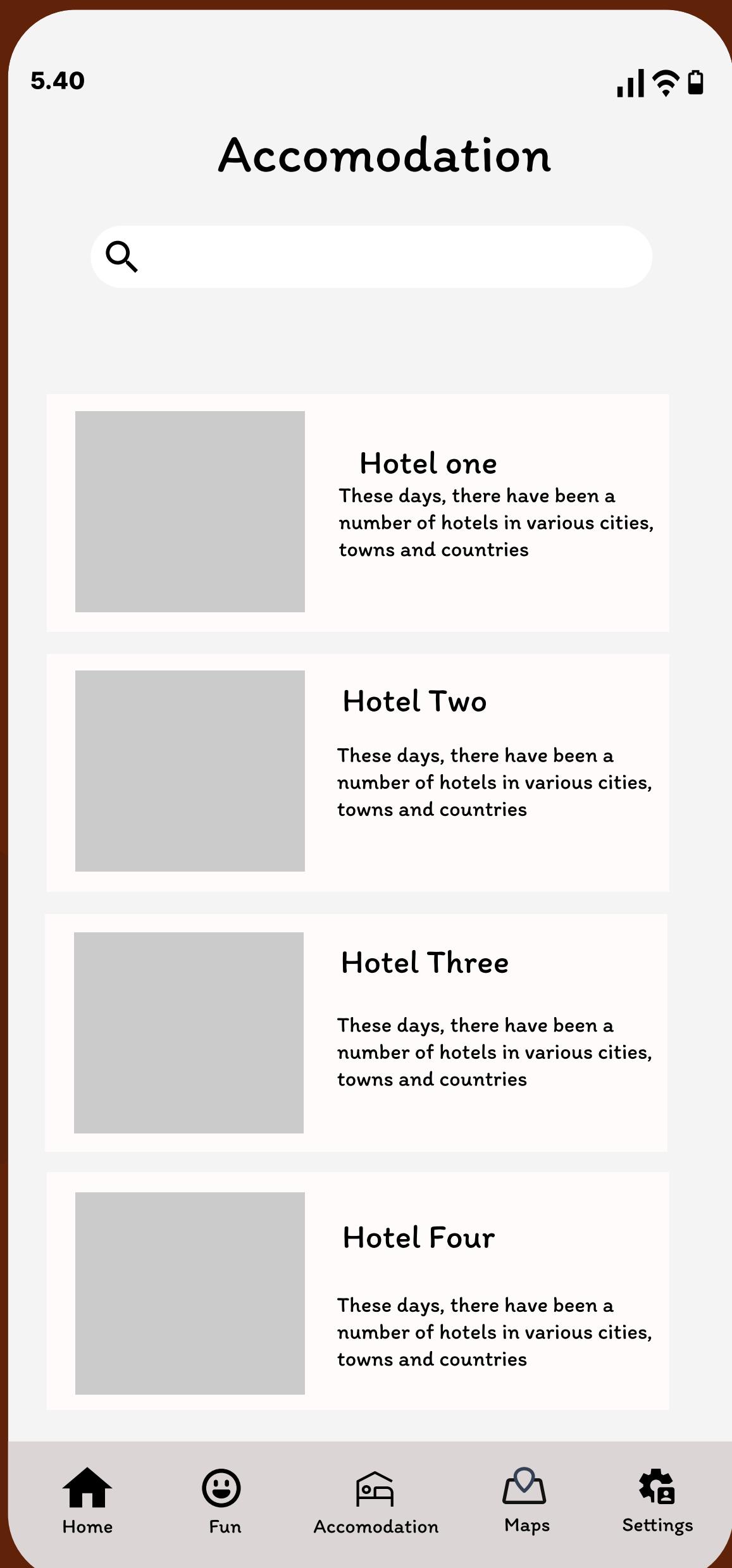
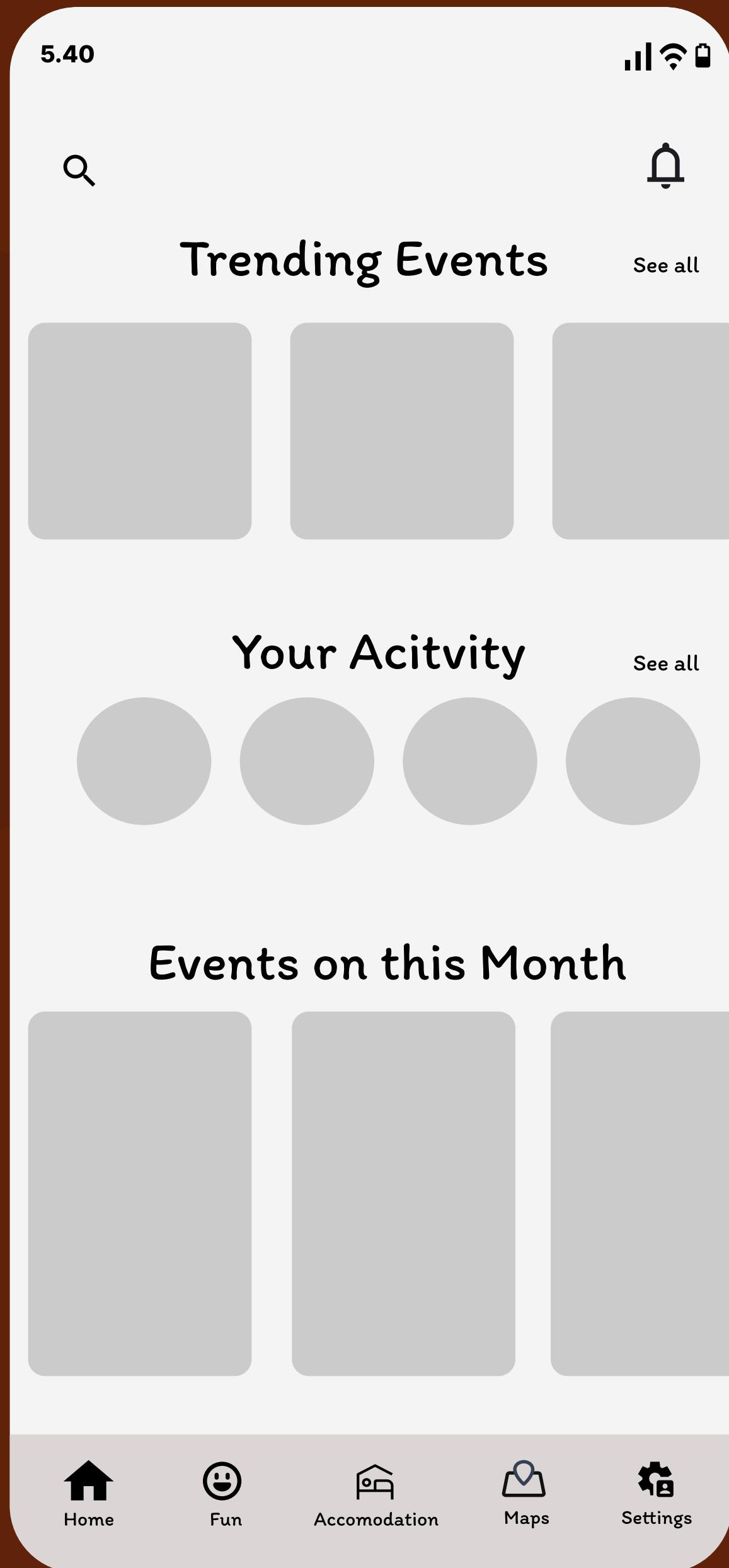
Fun

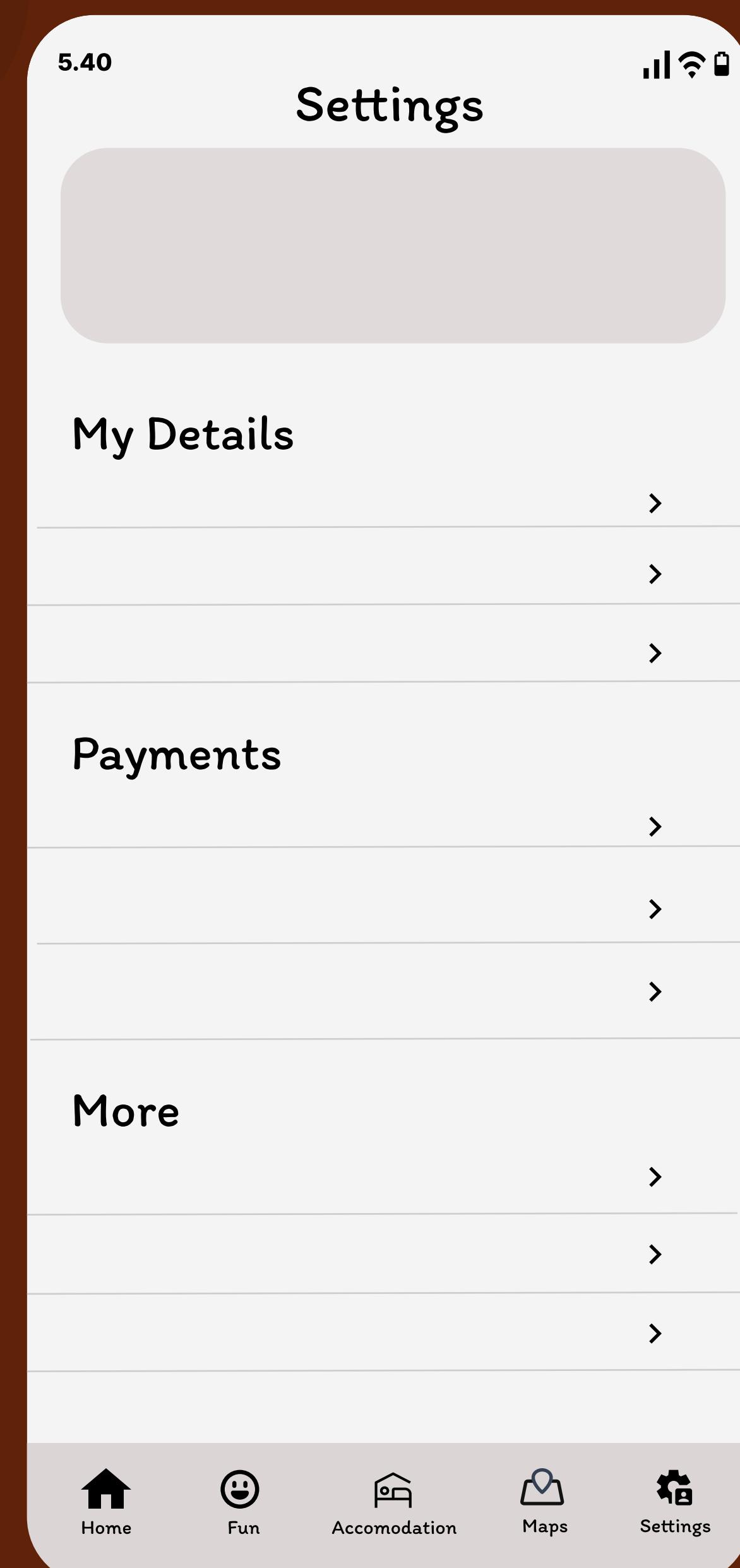
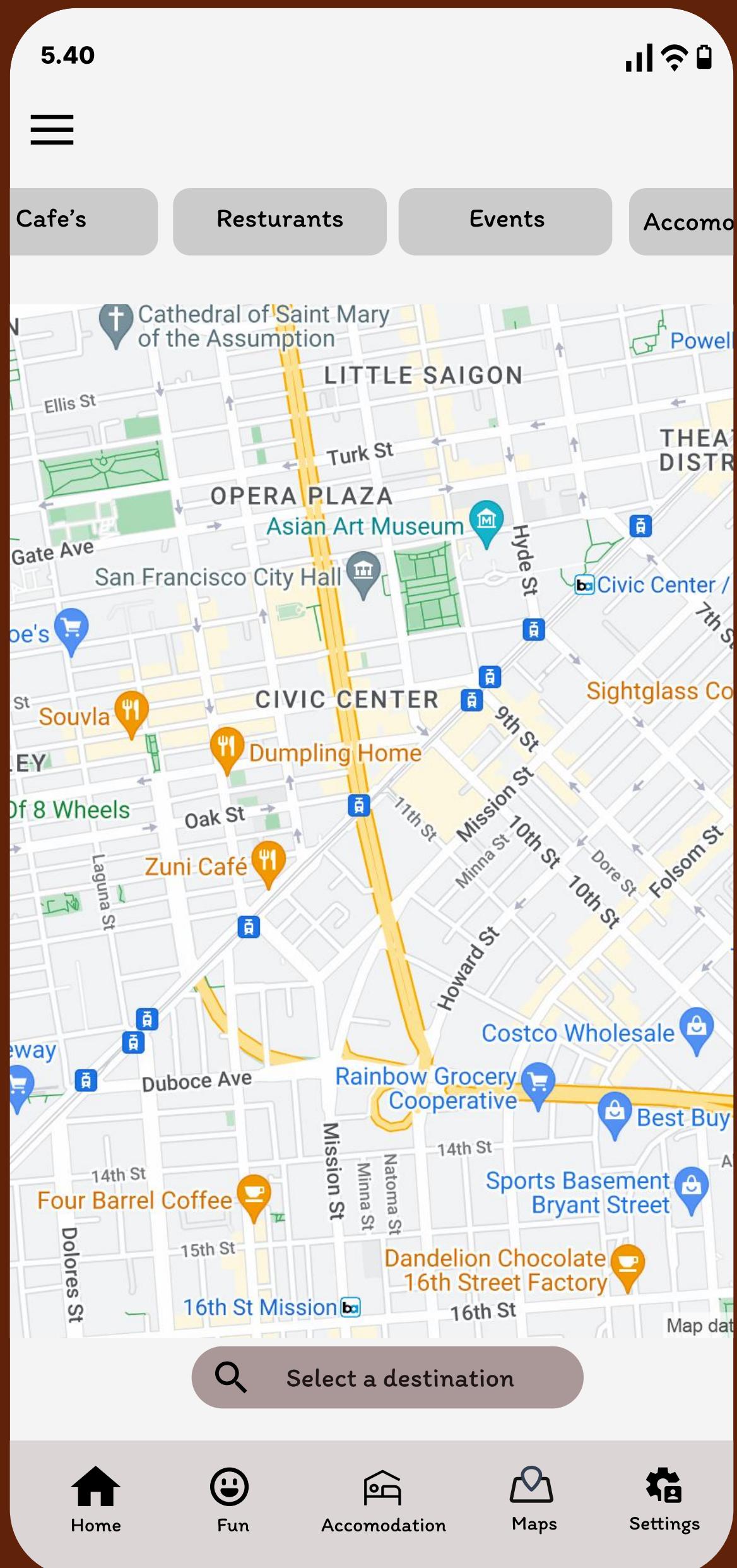
Accommodation

Maps

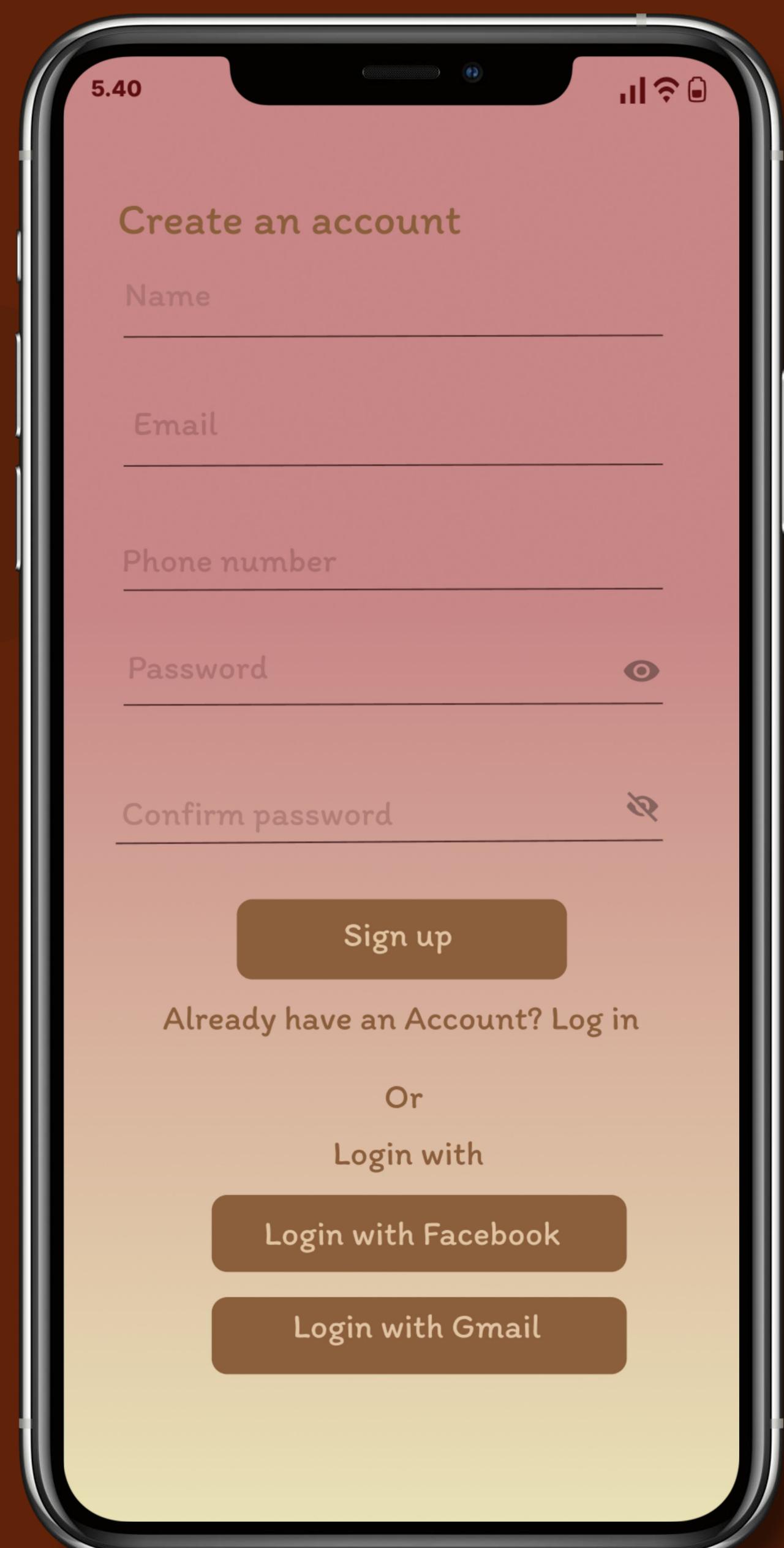
Settings

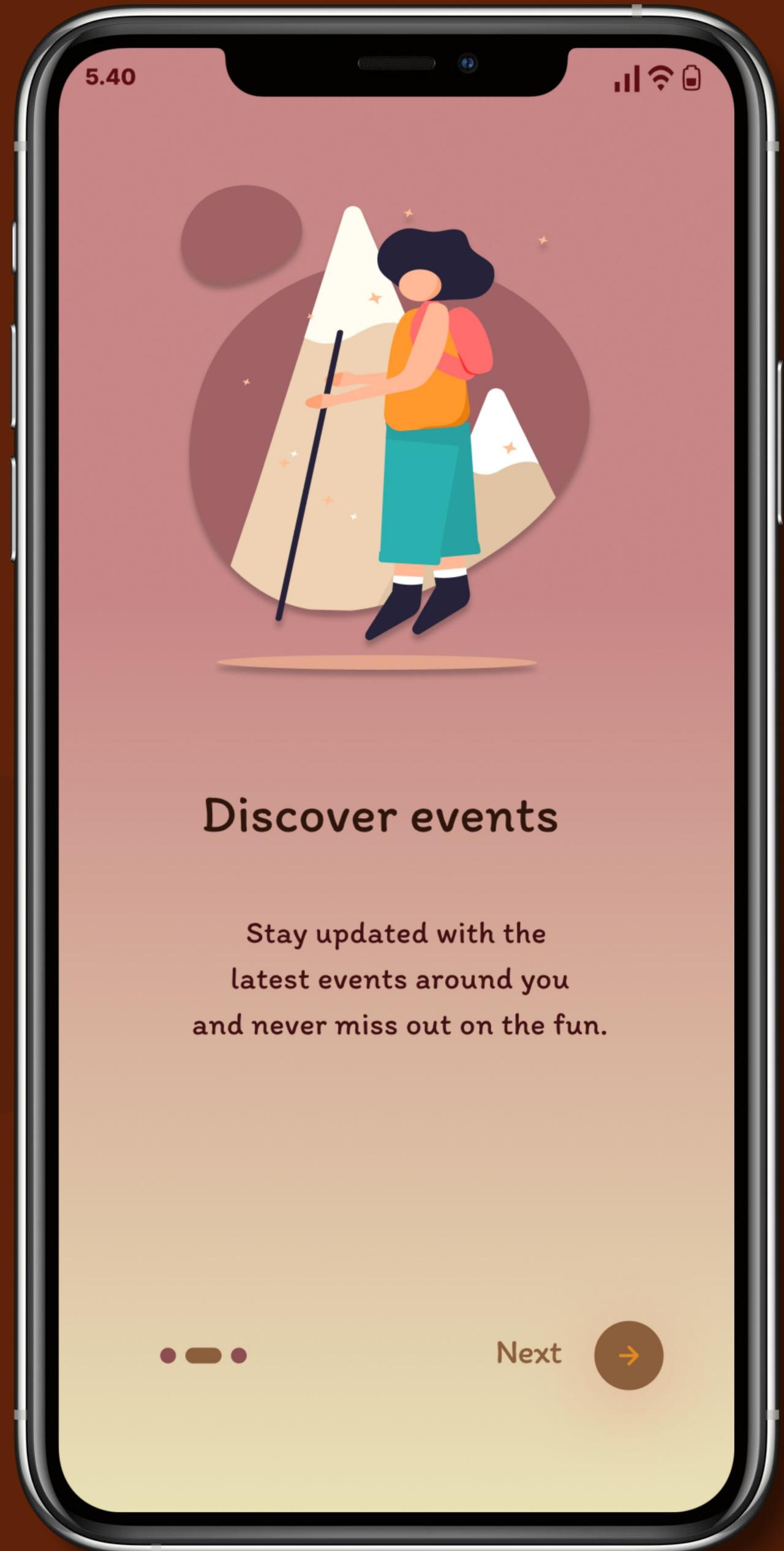
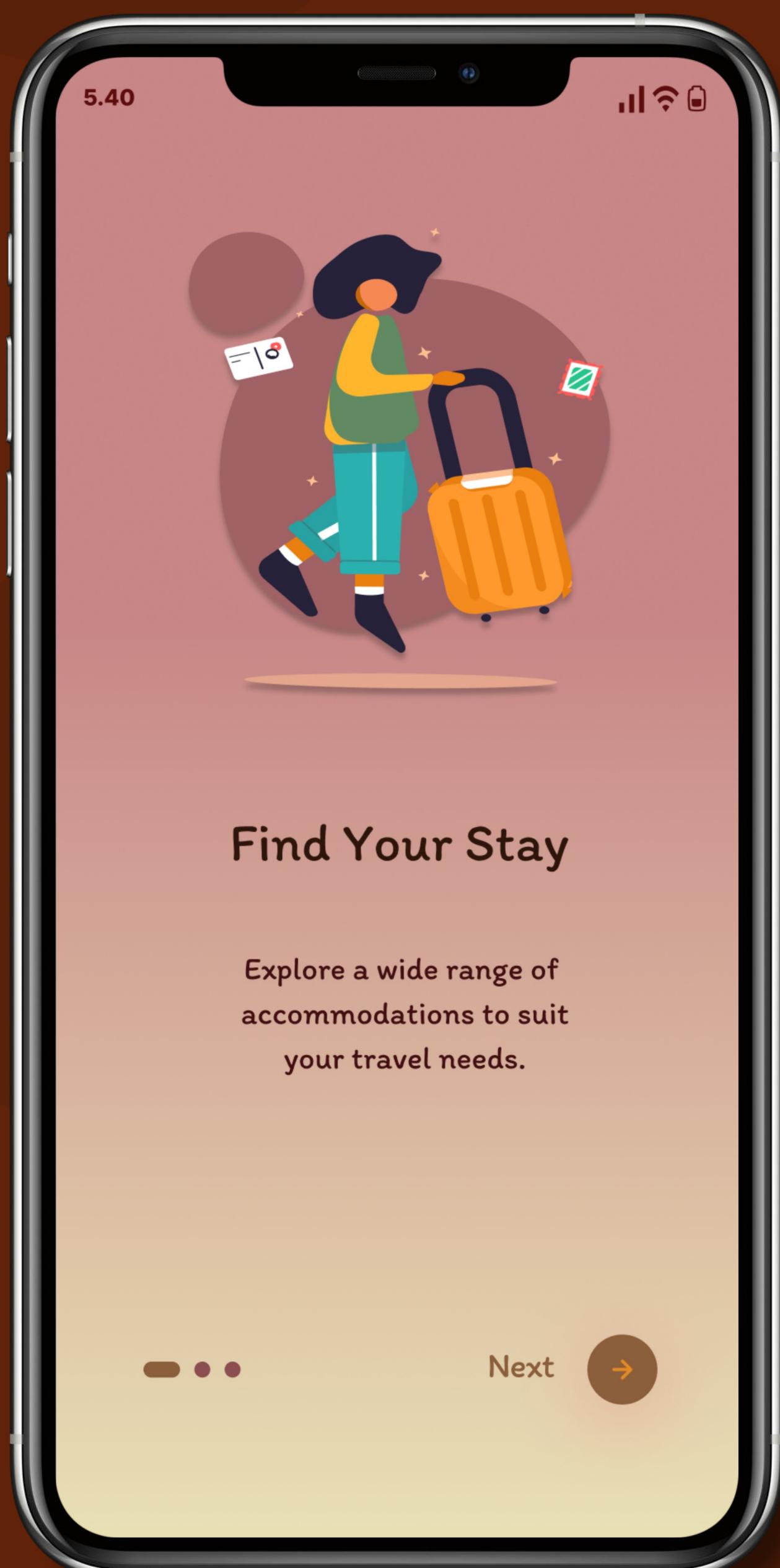


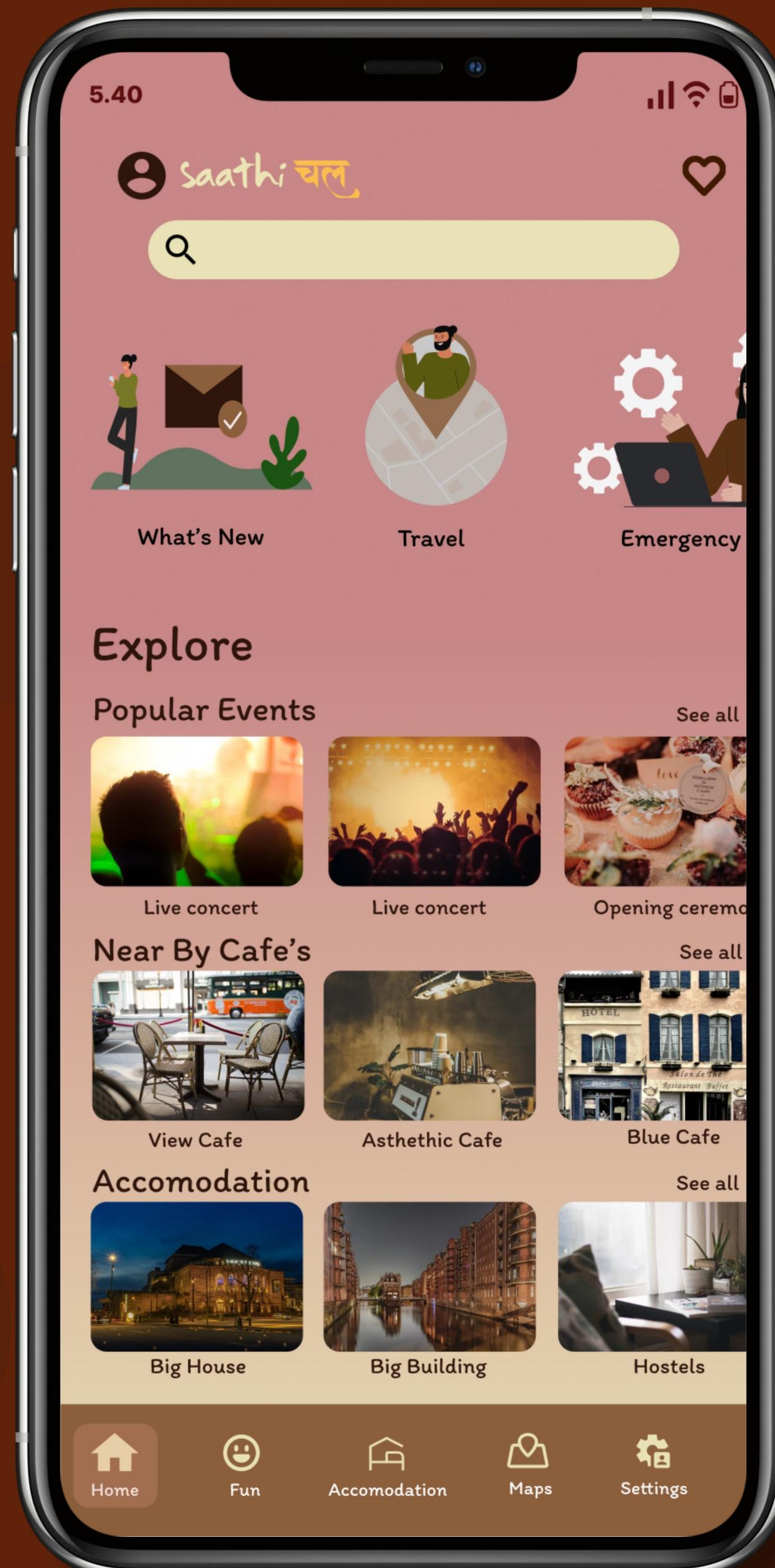
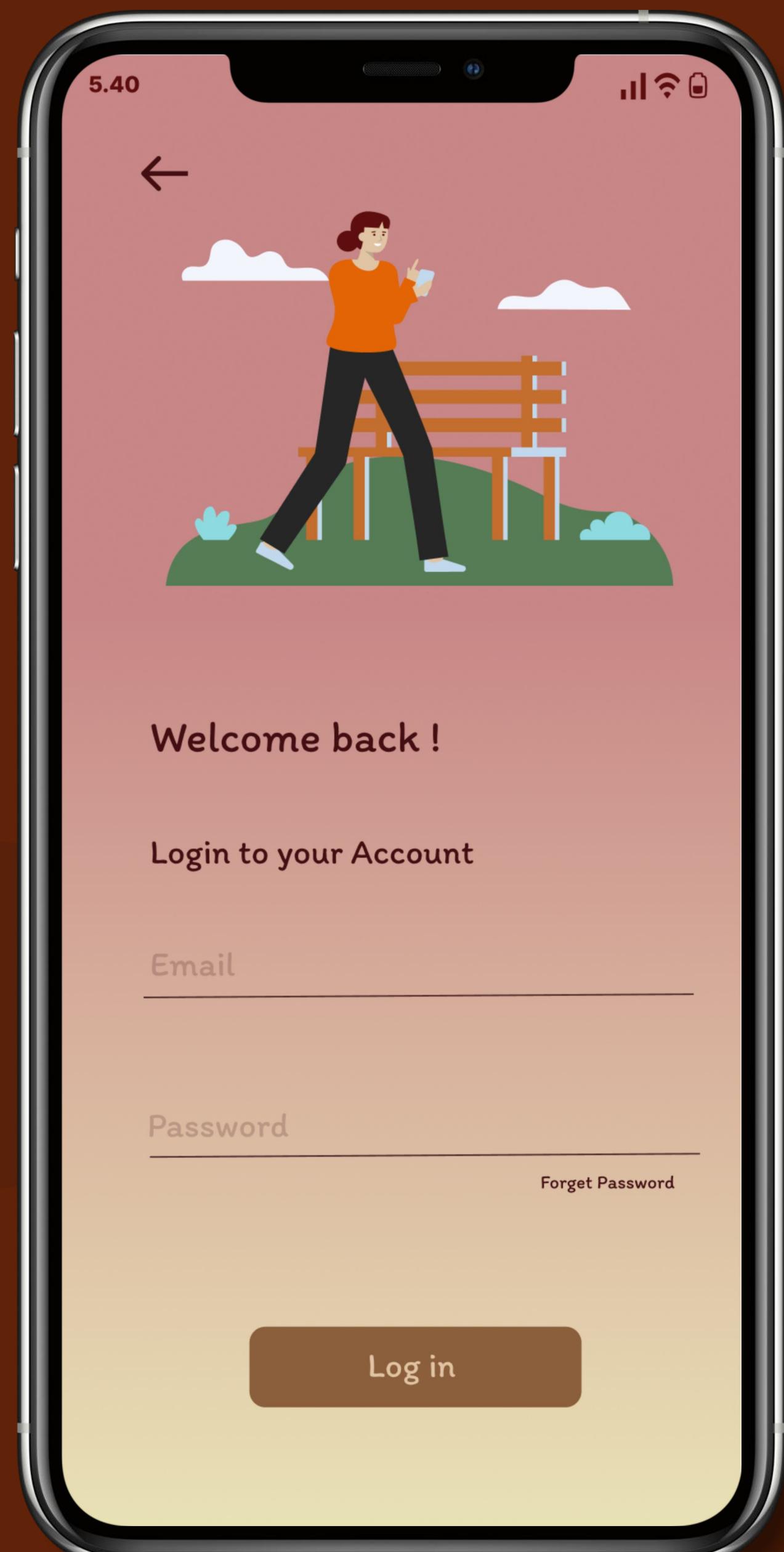
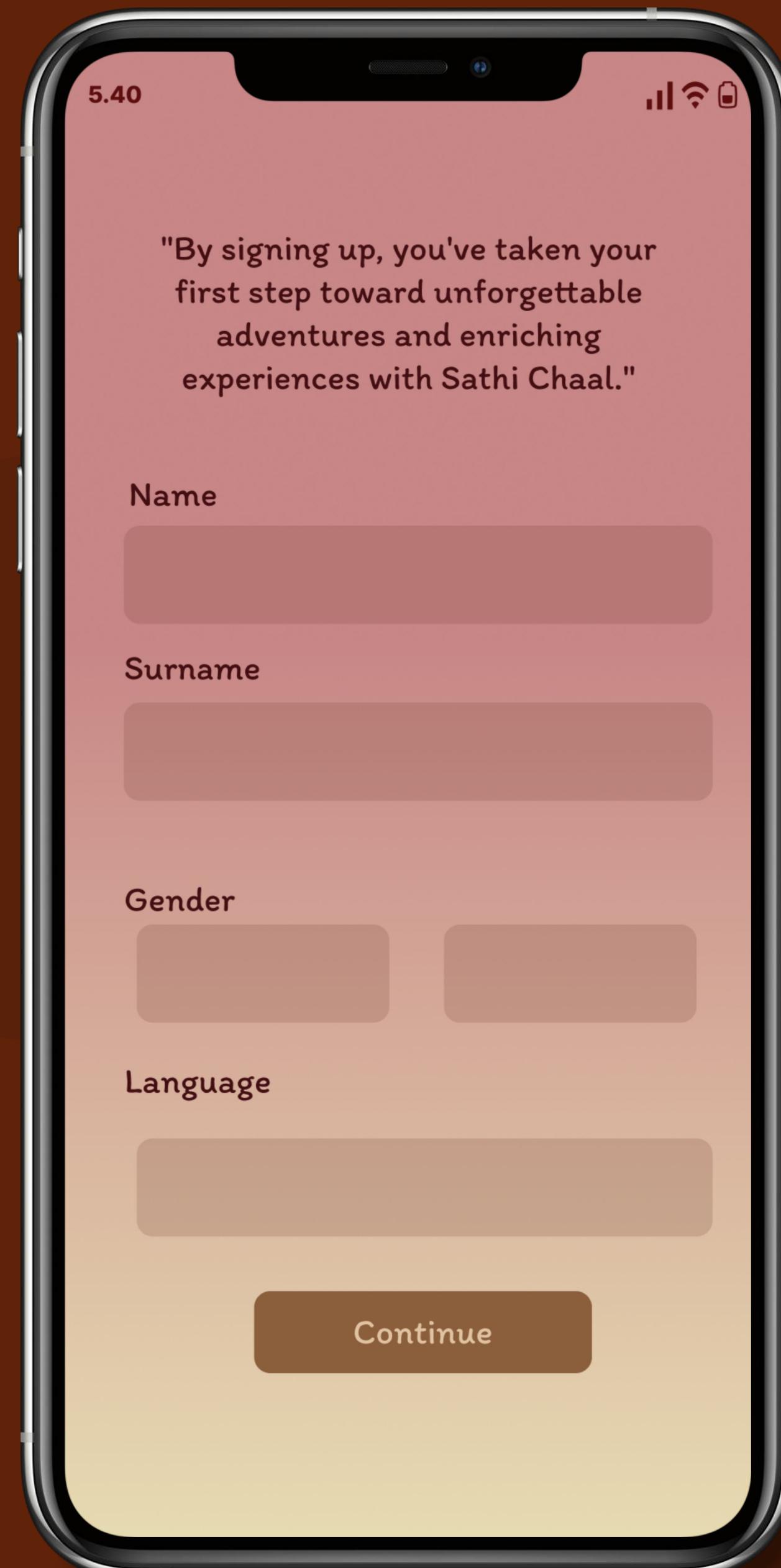


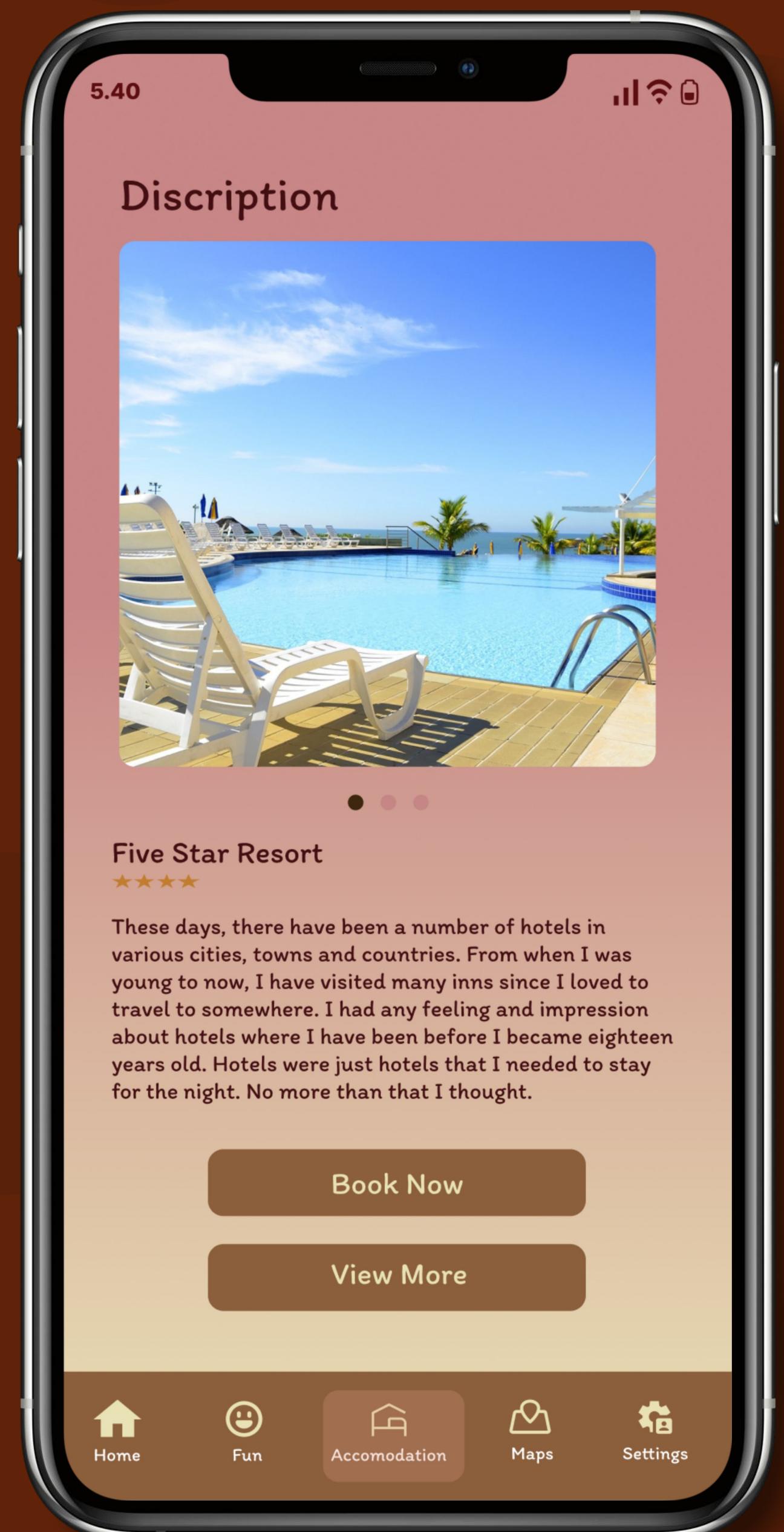
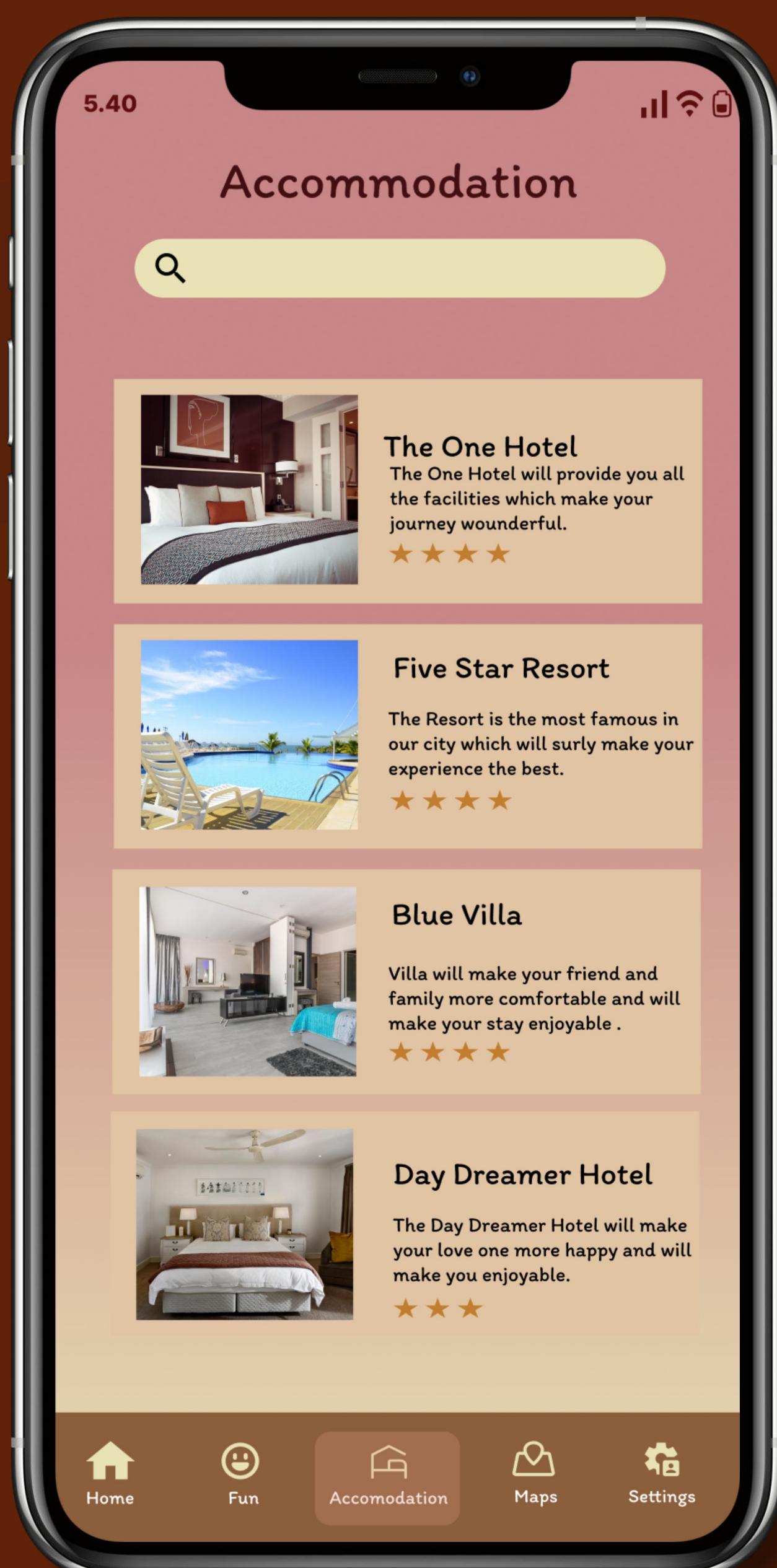


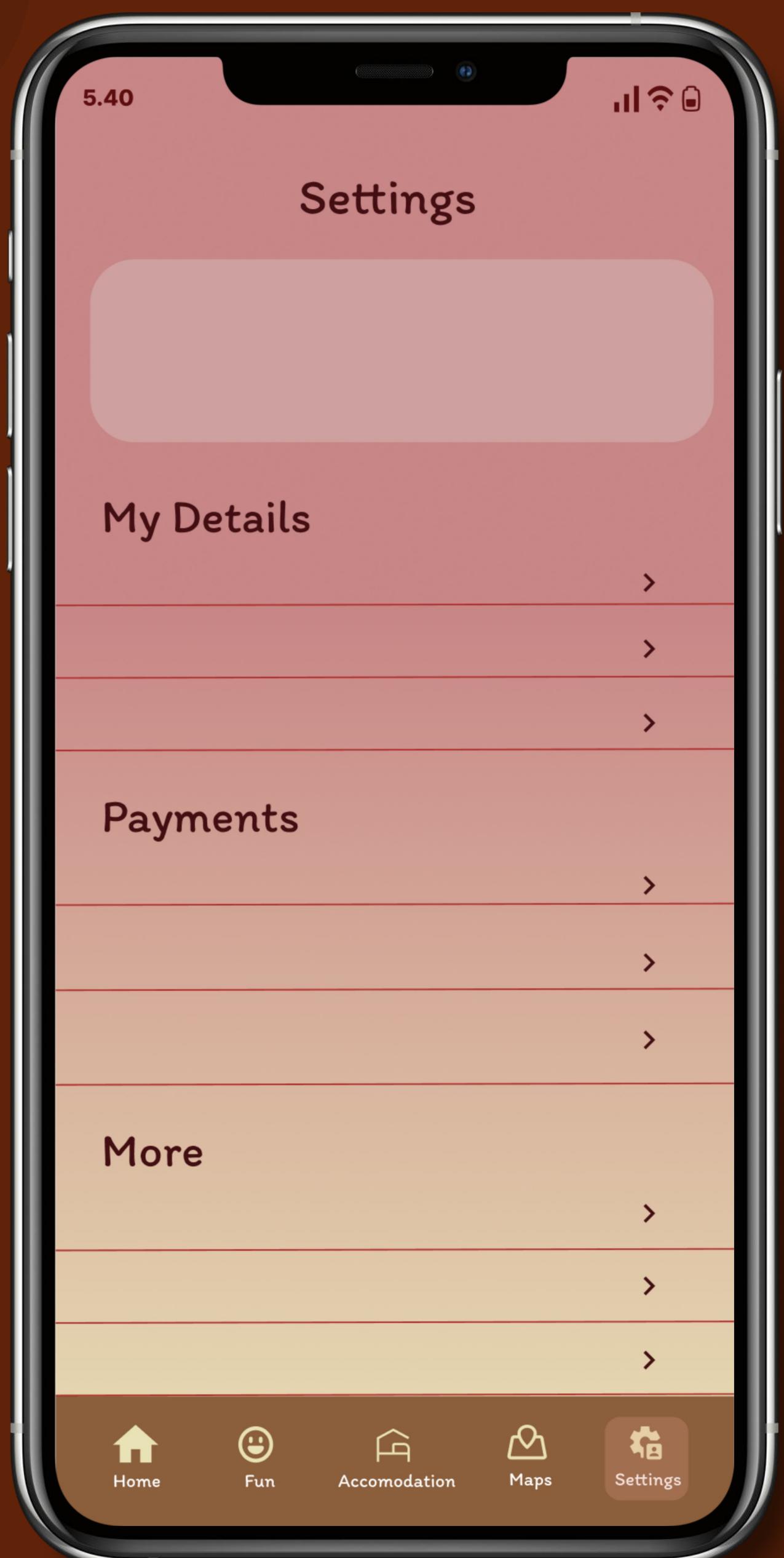
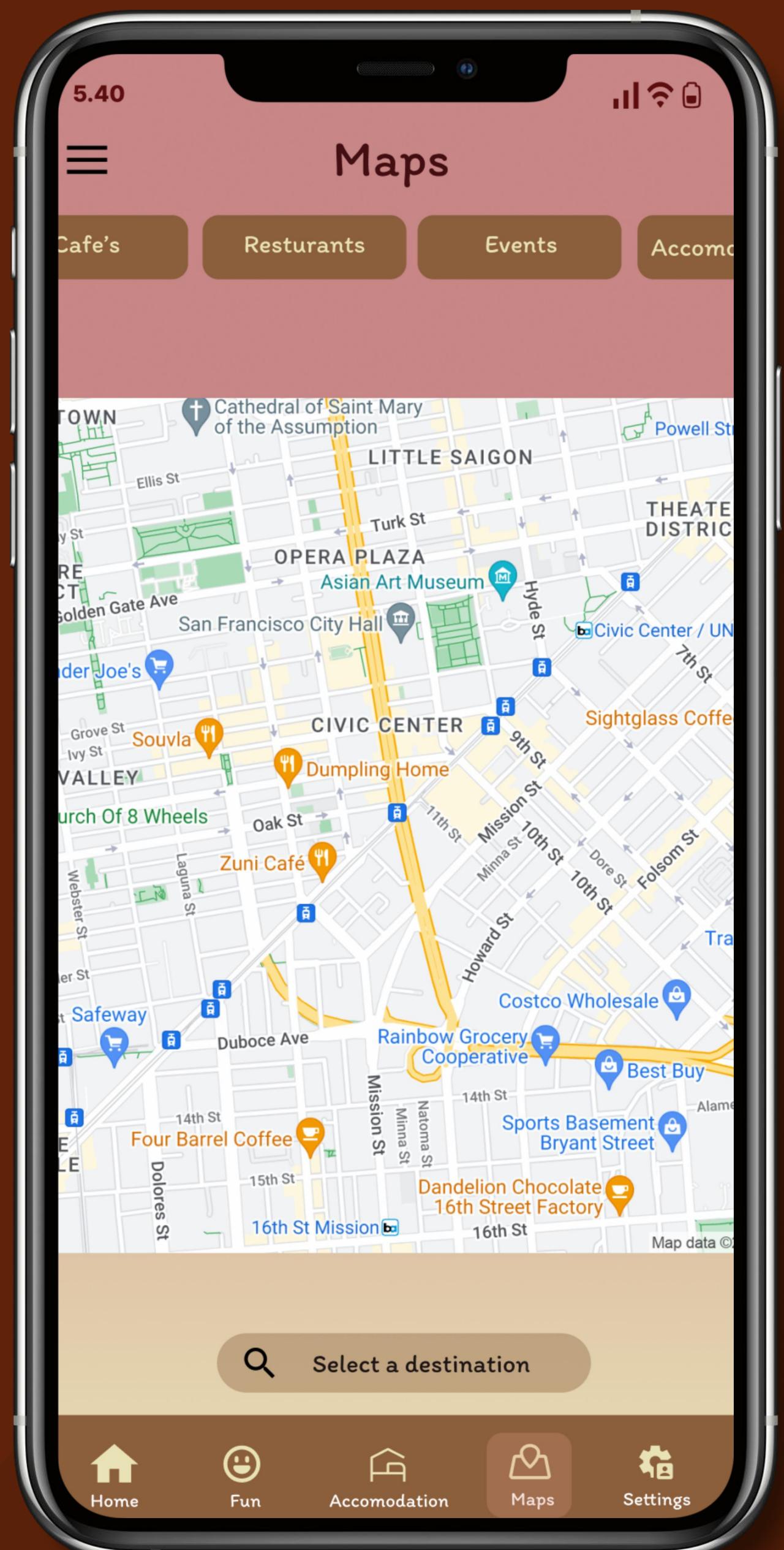
Final Screens



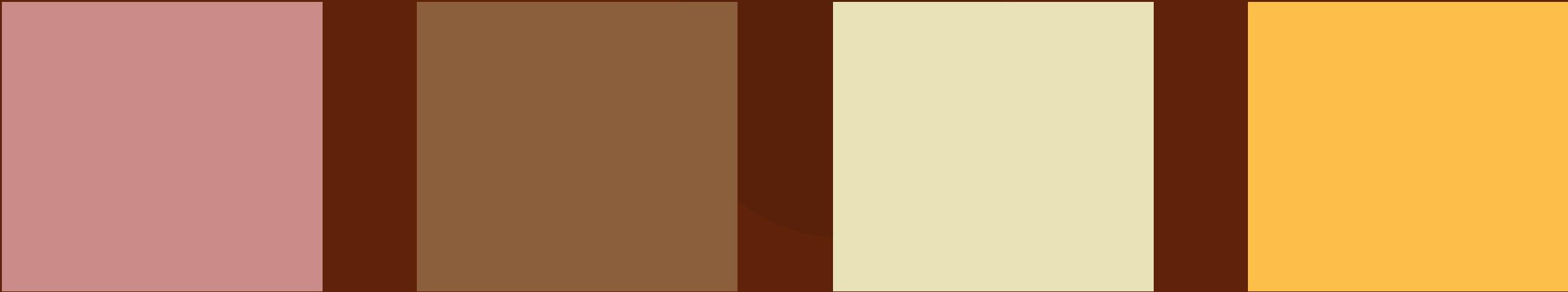








Color Pallet and Font Used



Itim Regular

Thank you for viewing

Reach out via email: khandre.namu@gmail.com