

VisitNow

Explore the world around you



USER CENTRIC DESIGN

Project Overview

VisitNow is an AI-driven travel recommendation app designed to help travelers discover personalized, time-efficient, and accessible experiences based on their interests, travel style, and location. Whether you're a solo explorer, elderly traveler, or busy professional, VisitNow ensures hassle-free trip planning with AI-powered suggestions, smart itinerary building, and real-time local insights, making every journey seamless and memorable.

Problem Statement

Travelers often struggle to find personalized, time-efficient, and accessible experiences that match their interests and schedules. Solo travelers seek unique and engaging adventures, elderly individuals prioritize comfort and accessibility, and busy professionals need quick yet enriching activities. The lack of a unified, AI-driven solution leads to wasted time, decision fatigue, and missed opportunities for meaningful exploration.

Problem Solution

VisitNow leverages AI-powered recommendations and smart itinerary planning to provide travelers with personalized experiences based on their preferences, location, and available time. The app ensures seamless discovery by integrating real-time insights, accessibility filters, and group-friendly suggestions, making travel planning efficient, stress-free, and tailored to each user's unique needs.

Target Audience

Solo Travelers

Elderly Travelers

Busy Professionals

Budget conscious
travelers

Families & Groups

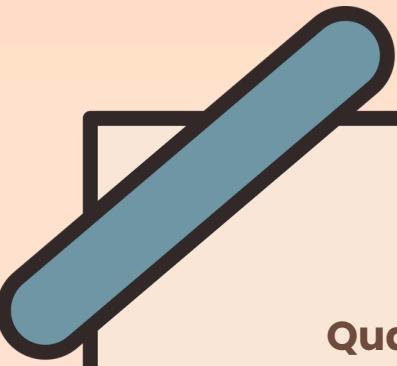
The Approach

- **User-Centered Design** – Clean, intuitive UI for easy navigation and personalized travel experiences.
- **AI-Powered Suggestions** – Recommends spots based on location, budget, interests (adventure, spiritual, wellness), and companions (solo, family, etc.).
- **Smart Itinerary Planning** – Offers both AI-generated and manual trip planning options for flexibility.
- **Real-Time Insights** – Provides live weather, crowd updates, and user reviews for informed decisions.
- Inclusive & Convenient – Filters for accessibility, group type, and quick getaways ensure a smooth planning experience.
- **Engaging Visuals** – Minimalist design paired with vibrant imagery for a rich, interactive user journey.



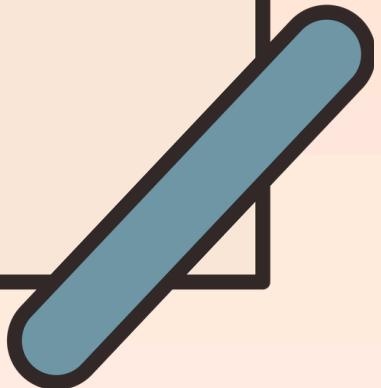
Design Thinking Approach

- Empathize – Researched different traveler needs (solo, elderly, busy professionals, groups) to understand their pain points.
- Define – Identified key challenges like overwhelming options, inefficient trip planning, and lack of personalization.
- Ideate – Brainstormed AI-driven recommendations, seamless itinerary planning, and user-friendly navigation.
- Prototype – Created wireframes and interactive prototypes to test the user journey and refine the experience.
- Test & Iterate – Gathered feedback, improved usability, and optimized features for a smoother, more intuitive app.



Qualitative Research

We conducted user interviews, surveys, and usability tests to understand traveler needs, frustrations, and preferences. Competitor analysis helped identify gaps in personalization and itinerary planning. Observing real-life travel behaviors ensured our app delivers a seamless, user-centric experience.

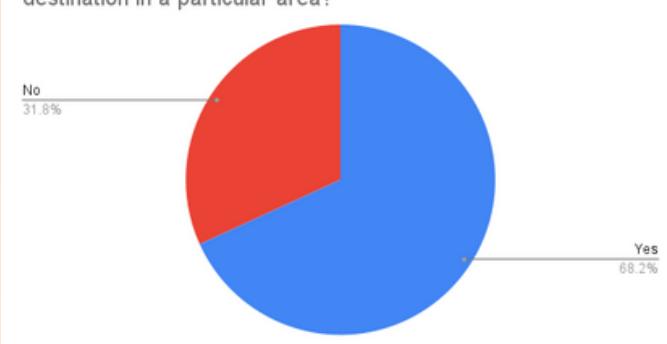


Interview Question

- Have you ever faced difficulties while traveling or finding a destination in a particular area?
- Are you familiar with apps that suggest travel spots based on your preferences?
- How user-friendly do you find travel apps in general?
- How do you prefer to explore travel recommendations?
- How do you like to receive travel suggestions?
- How important are user reviews when choosing a destination?
- What type of local places do you typically enjoy visiting?
- How frequently would you like to receive updates or notifications about new destinations?

Key takeaways

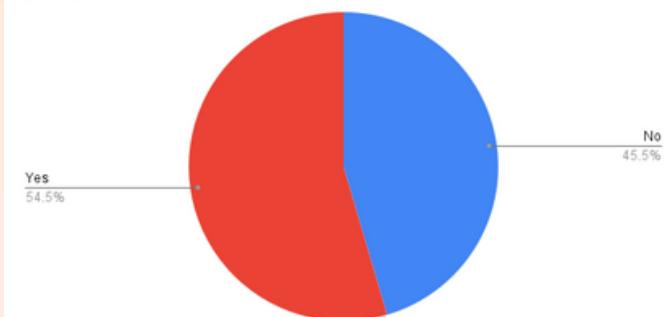
Have you ever faced difficulties while travelling or a finding a destination in a particular area?



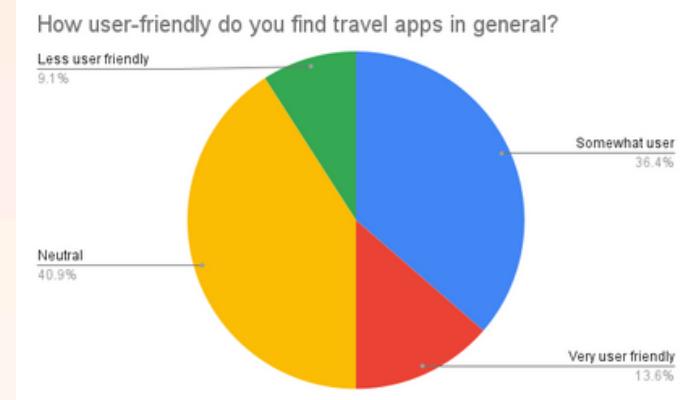
Majority of people find it difficult to find a perfect place to travel in any area maybe because of lack of knowledge about that area.

Half of the people looking for travel options are familiar with some travel apps that help them to make trips better. They maybe using them whenever they want to travel alone, or with groups.

Are you familiar with apps that suggest travel spots based on your preferences?

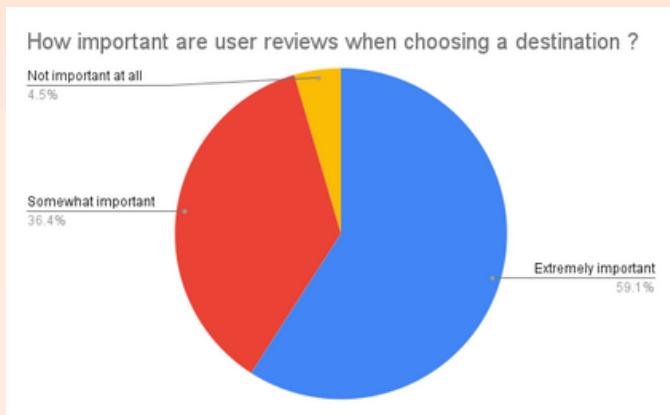
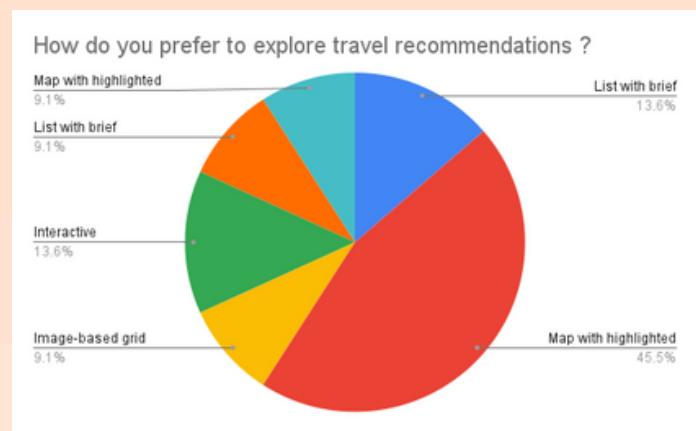


How user-friendly do you find travel apps in general?



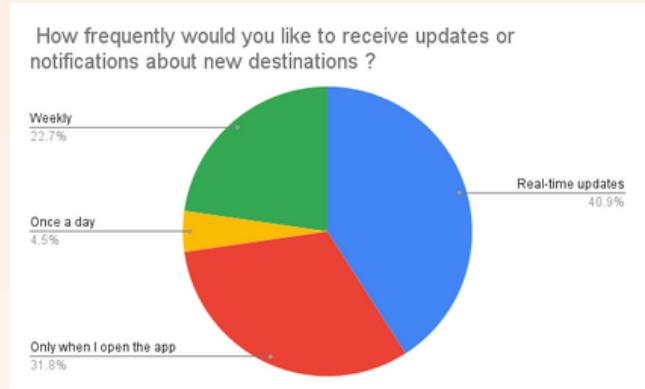
Most of the people think that travel apps are a bit user friendly and very few think as very user friendly and a small portion of people think it as less user friendly maybe due to less features or bad design.

People often choose maps to locate travel spots and discover them using maps. while some like interactive recommendations and some like grid based recommendations of locations.



Almost every travellor would consider the reviews of that particular place before travelling and some don't depend on reviews due to fake reviews or an urge to explore.

People like to receive real time updates about travelling spots . Some want updates only when they open the app or once in a week.



User Persona



Arjun Mehta

College Student

| | |
|----------|-----------|
| AGE | 24 |
| GENDER | MALE |
| STATUS | SINGLE |
| LOCATION | Ahmedabad |

Curious | Adventurous | Enthusiastic

"At times, I just want to explore, experience the rich cultural heritage, and enjoy the local food scenes. I'm looking for apps that provide a detailed outline of places and seamless planning."

Bio

"I'm Arjun, a 24-year-old college student from Ahmedabad who loves exploring historical landmarks and cafes with friends. I want a travel app that offers personalized, budget-friendly recommendations and real-time updates to make exploring the city effortless."

Goals

- Easily access public transport information.
- Find budget-friendly travel options.
- Plan routes and schedules efficiently.

Frustrations

- User Friendly Interface
- Information
- Finding Exact Location

Personality

- Traveller
- Observant
- Enthusiastic

Motivations

Explore rich cultural heritage and food scenes nearby
Real-time updates about trending spots and new places to visit.

Interests

- Sports
- Photographing
- Reading
- Traveling

Influences

- Blogs
- Social Media
- Movies

Frequently used apps

NETFLIX | Instagram | Google Maps



Zeel Patel

Graphic Designer

| | |
|----------|-------------|
| AGE | 21 |
| GENDER | FEMALE |
| STATUS | SINGLE |
| LOCATION | Gandhinagar |

Empathetic | Independent | Organised | Punctual | Practical

"At times, I just want to explore parks, immerse myself in art galleries, and draw inspiration from museums. I'm looking for an app that provides detailed suggestions, aligns with my creative interests, and ensures a safe and enriching experience."

Bio

"I'm Zeel, a 21-year-old freelance graphic designer from Gandhinagar who finds inspiration in parks, museums, and art galleries. I need a travel app that offers tailored suggestions, prioritizes safety, and aligns with my artistic and cultural interests."

Goals

- Discover artistic inspiration
- Explore cultural gems
- Embrace peaceful escapes

Frustrations

- Updates
- Detail Information
- UI

Personality

- Explorer
- Creative
- Curious

Motivations

- Creative Inspiration
- Cultural Exploration
- Tranquility and Safety

Interests

- Cooking
- Crafting
- Reading
- Yoga

Influences

- Vlogs
- UI Trends
- Social Clubs
- Society

Frequently used apps

Spotify | Instagram

Empty Mapping

- "I want travel ideas that match my vibe, not random spots."
- "Planning takes too much time."
- "Sometimes I want help; other times I prefer control."
- "Wish I knew if a place was crowded or weather-friendly."

Thinks

- Inputs preferences (budget, interests, travel dates).
- Mixes AI suggestions with manual planning.
- Checks real-time info (crowds, weather).
- Edits itineraries to suit their mood.

Does

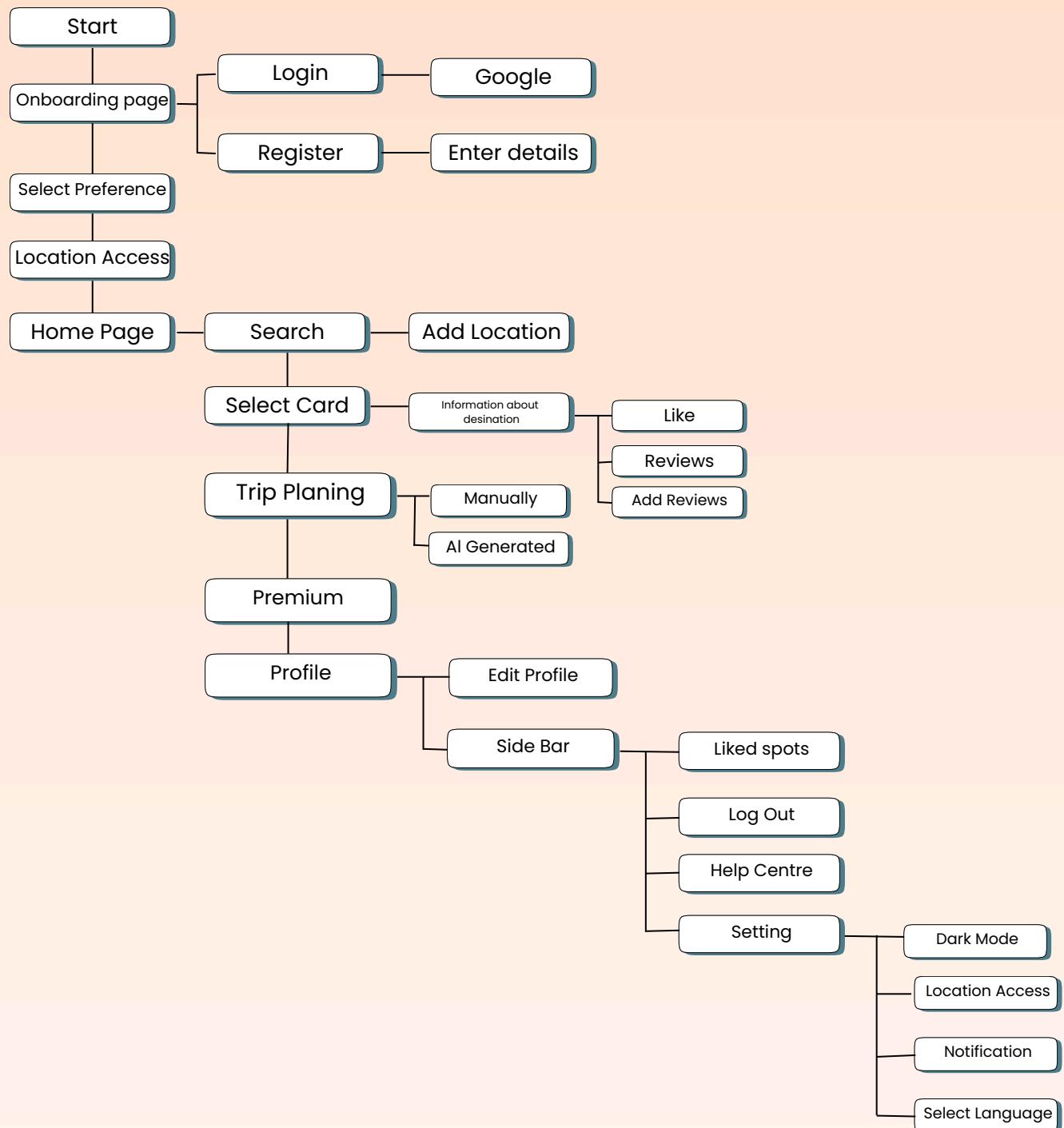
- Excited about discovering personalized spots.
- Relieved by time-saving AI support.
- Frustrated with generic recommendations.
- Curious about how AI tailors suggestions.

Feels

Says

- "Can the app plan something based on what I like?"
- "I want a flexible way to plan or get ideas."
- "Sometimes I want control—sometimes suggestions."
- "Tell me if a place is too crowded today."

Information architecture



Journey Map

| | search | Enter | Engage | Exit | Extent |
|----------------------|--|---|---|--|--|
| Thoughts & Feelings | "where should I go this weekend?" | "Hope this app actually gives relevant spots" | "Nice I like how it adjusts for my mood." | "This plan looks perfect for my vibe." | "I'd recommend this to my friends!" |
| Pain Points | Too many generic recommendations. | Confusing filters or overwhelming input steps. | Unclear plan details or crowded/weather concerns. | Lack of trust in AI suggestions. | No follow-up or way to save/share trips |
| Journey Actions | Opens app, selects "Plan a Trip" Enables location | Sets preferences: budget, type (adventure, wellness), travel style (solo, group) | AI suggests destinations with real-time crowd/weather data. User edits or accepts. | Finalizes itinerary or bookmarks plan. | Gets reminders or similar trip ideas via notification or email |
| Emotional Experience | Curious, hopeful | Engaged, slightly cautious | Satisfied, excited, impressed | Confident, empowered | Delighted, trusting |

Low Fidelity Wireframes

Username

Password

Sign in

OR

[Google](#)[Facebook](#)[Mobile No.](#)

New User ?

Skip for Now

First Name

Last Name

Date Of Birth

Next

Username

Password

Confirm Password

Next

Contact No.

Email ID

Send OTP

Enter OTP

Resend OTP

Select Travel Spots

- Parks
- Museums
- Preference 3
- Preference 4
- Preference 5
- Preference 6
- Preference 7
- Preference 8
- Preference 9
- Preference 10
- Preference 11
- Preference 12
- Preference 13

Done

VisitNow

Search Bar

Your Nearby Places More

Location Access

Allow Deny

Trending Places More

Name Name Name

Image Image Image

Popular Places More

Name Name Name

Image Image Image

Trending Places More

Name Name Name

Image Image Image

VisitNow

Search Bar

Add more preferences

Your Nearby Places More

Name Name Name

Image Image Image

Popular Places More

Name Name Name

Image Image Image

Trending Places More

Name Name Name

Image Image Image

Image of the place

Name of the Place

Description

Read More

Premium Features

Well worth the ruppees ! VisitNow makes planning a trip so effortless and effective

AI generated trip with personalization

Offline access to all the features

Real-Time data (weather, crowd, etc.) updates

Buy for only 50/- per month

CANCEL BUY

Select your Favorite City

Select Region

Select Country

Select State

Select City

Locate Using Map

Add Location

Select your Favorite City

Search Bar

Popular Cities More

Textured Image Textured Image Textured Image

Textured Image Textured Image Textured Image

Famous Places in Every State

Every State Cards

Add Location *

Add location manually or select using maps...

Add Images/Videos *

Add Description *

Enter description here...

Cancel Submit & Verify

Add photos/videos

Add your thoughts

Post

Cancel Trip

Plan Yourself | Plan using AI

Important Notes

Enter notes here....

Day 1 Add a location

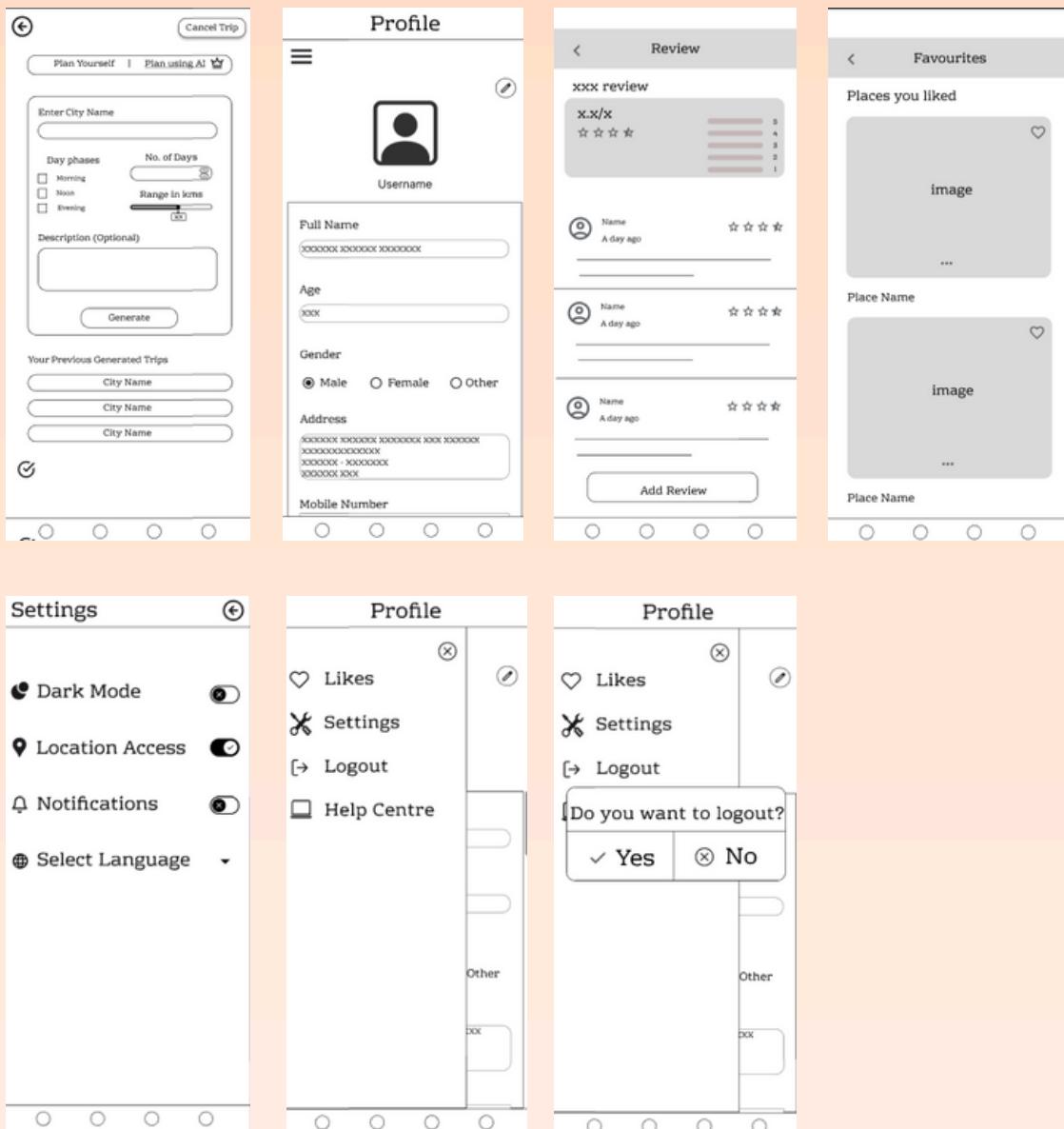
XXXXXX XXXX XXXX

Day 2 Add a location

XXXXXX XXXX XXXX

Day 3 Add a location

XXXXXX XXXX XXXX



Low Fidelity Wireframe provide a basic structure of how the design would look like in a rough manner, and this provides an overview of all the features and functionalities the app is going to provide. It also helps to reform or modify the existing design to make the final product look more better. Thus it is the first basic step in building the UX design of an app.

MOODBOARD FOR TRAVEL APP

VISITNOW

FONTS

Aa

Poppins

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

COLOR PALETTE



MUTED BLUE
#4D7C8B



EARTHY BROWN
#6E4B3A



LIGHT PEACH
#FEEED0



WARM BEIGE
#C6967E

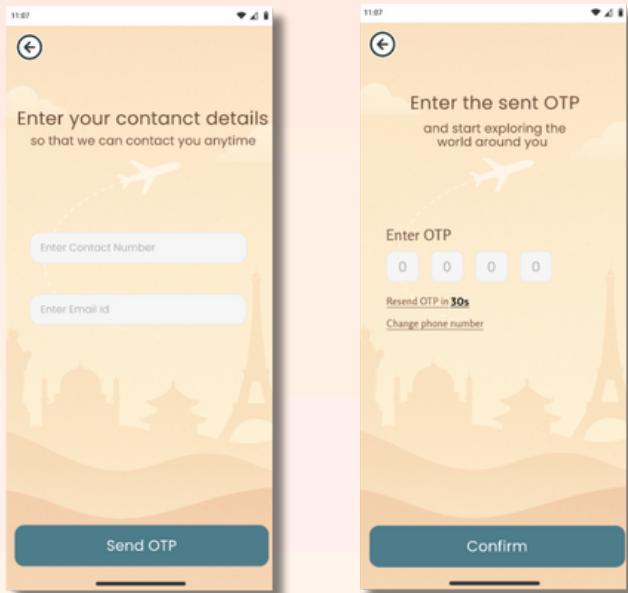
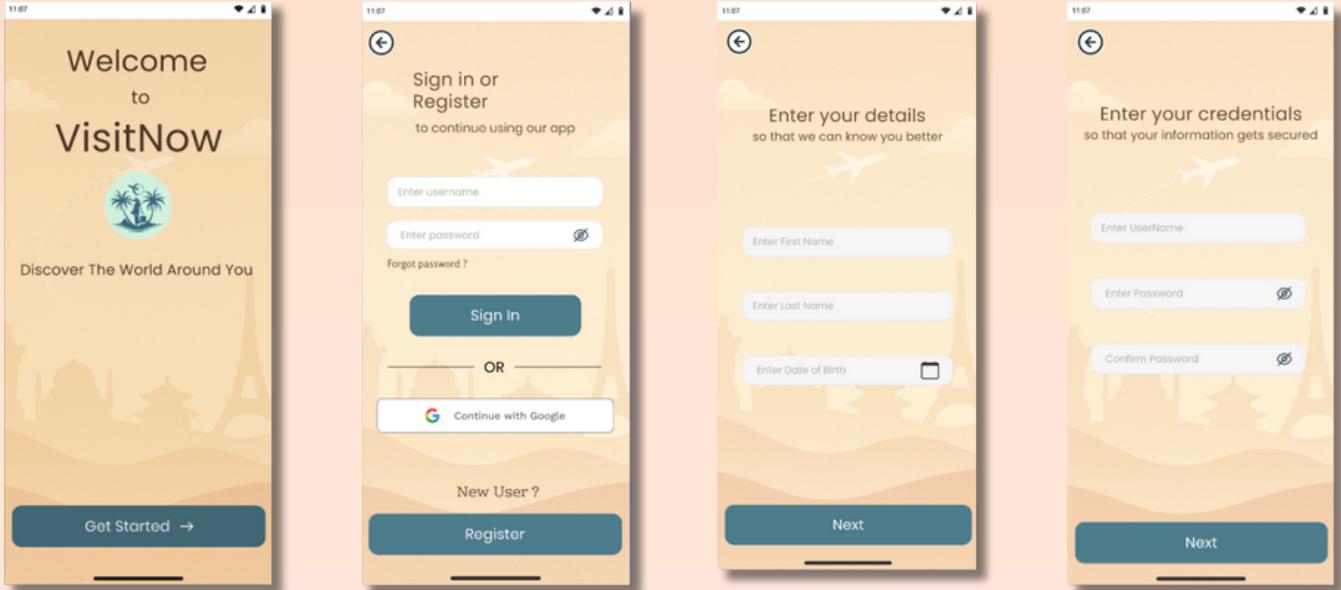


DEEP TEAL
#2A3734

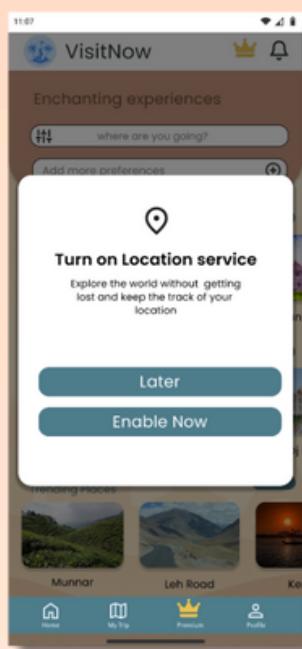
MOODBOARD INSPIRATION



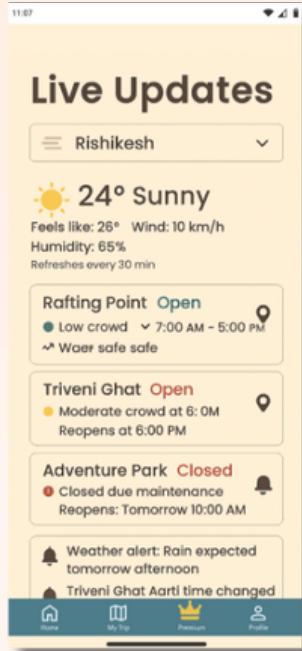
High Fidelity Wireframes



"Get started with VisitNow by signing in or creating your profile. Secure your account and provide basic details to explore the world around you!"

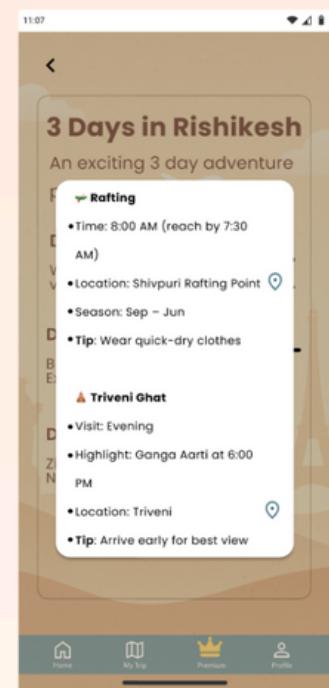
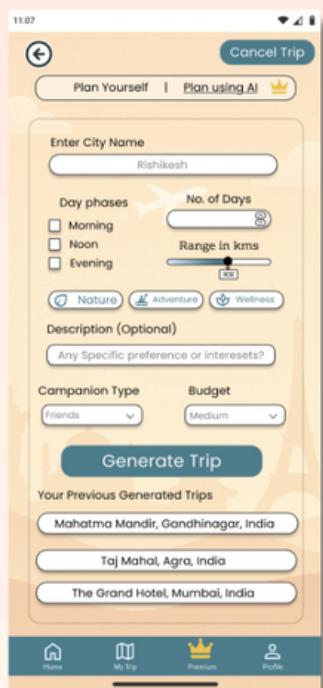


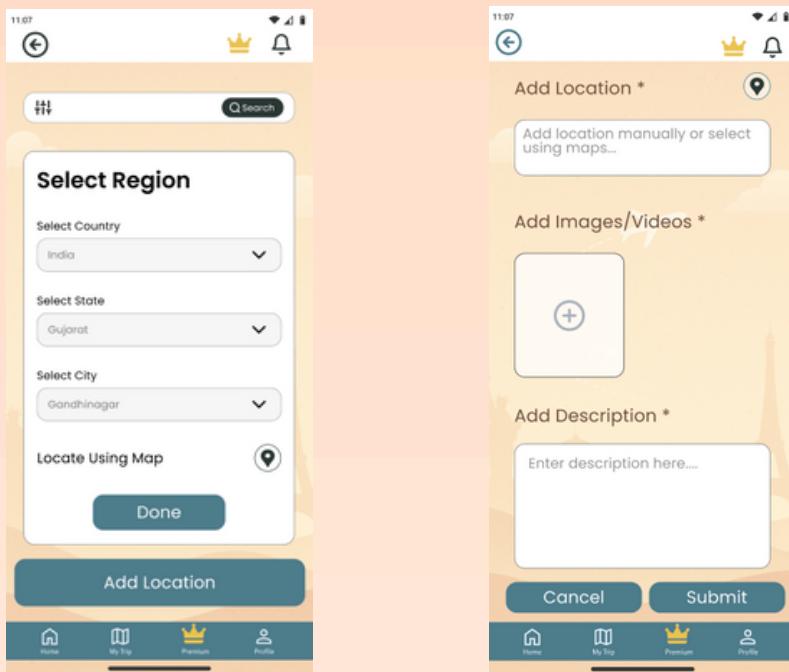
"Explore your journey with VisitNow by selecting travel spots, enabling location for personalized suggestions, and accessing detailed destination info like the Taj Mahal. Stay updated with real-time notifications and enjoy exclusive benefits with premium features – all from your home screen."



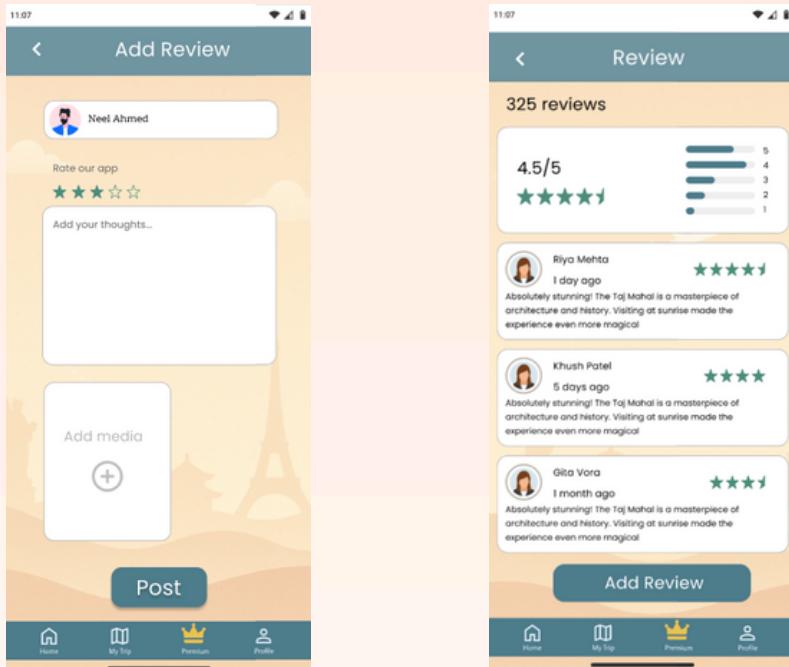


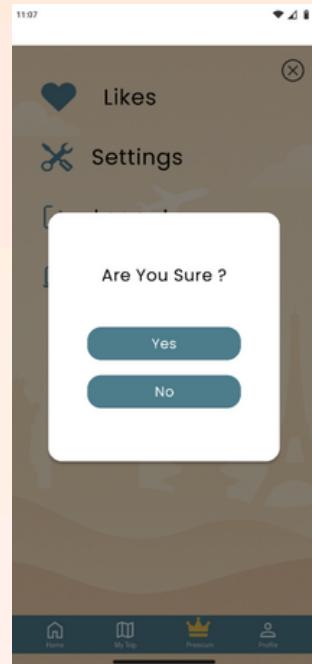
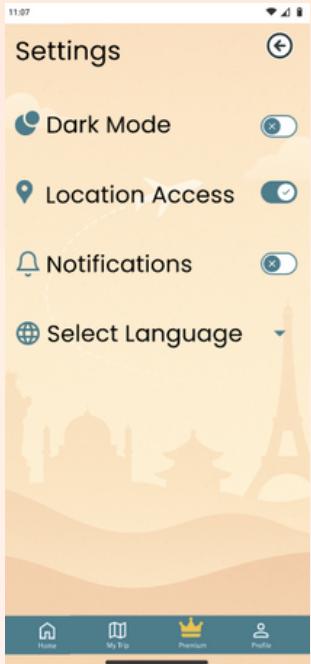
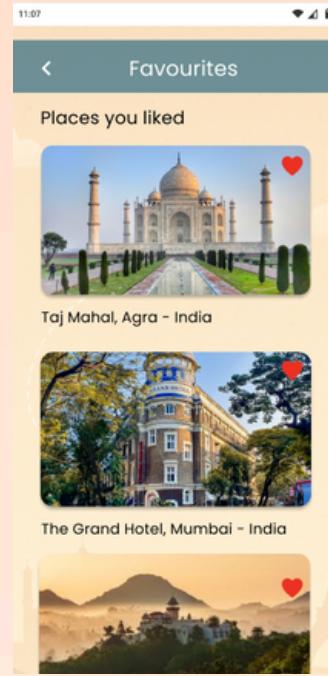
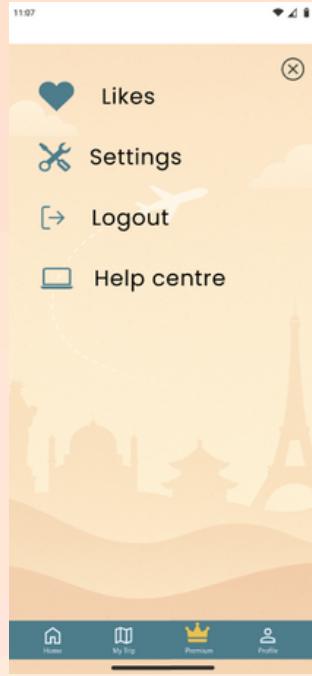
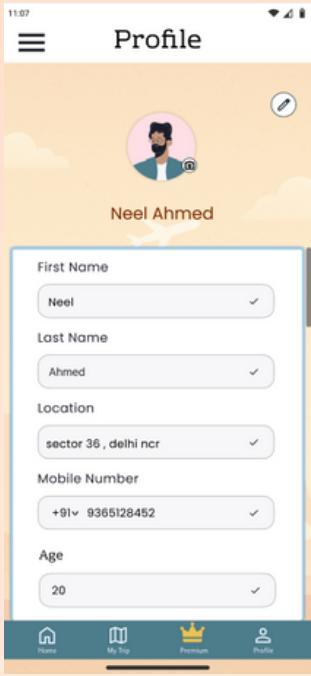
"Plan your perfect getaway with VisitNow — whether through manual customization or smart AI trip planning. Just enter your preferences like adventure type, travel companions, budget, duration, and distance to get a personalized itinerary tailored to your needs."





"Discover places in your city, read honest reviews from travelers, share your own experiences, or even add new hidden gems – all in one place with VisitNow."





"Manage your journey with ease – update your profile, view your liked travel spots, and customize app settings like dark mode, notifications, and language for a personalized experience."

Group Members

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Thank You