

UI PROTOTYPING

FINAL PROJECT

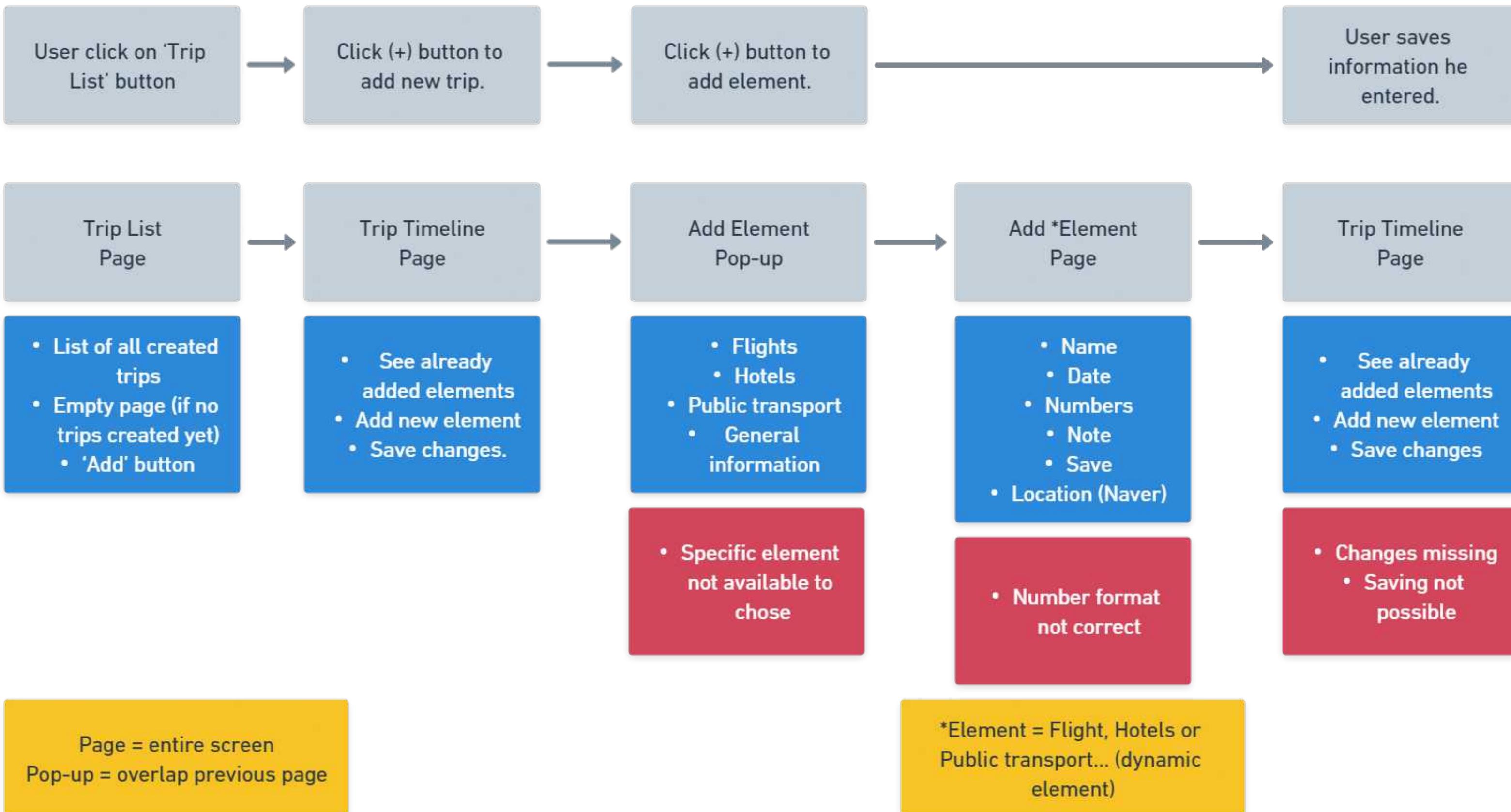
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User Goal 1/4

Task Flow

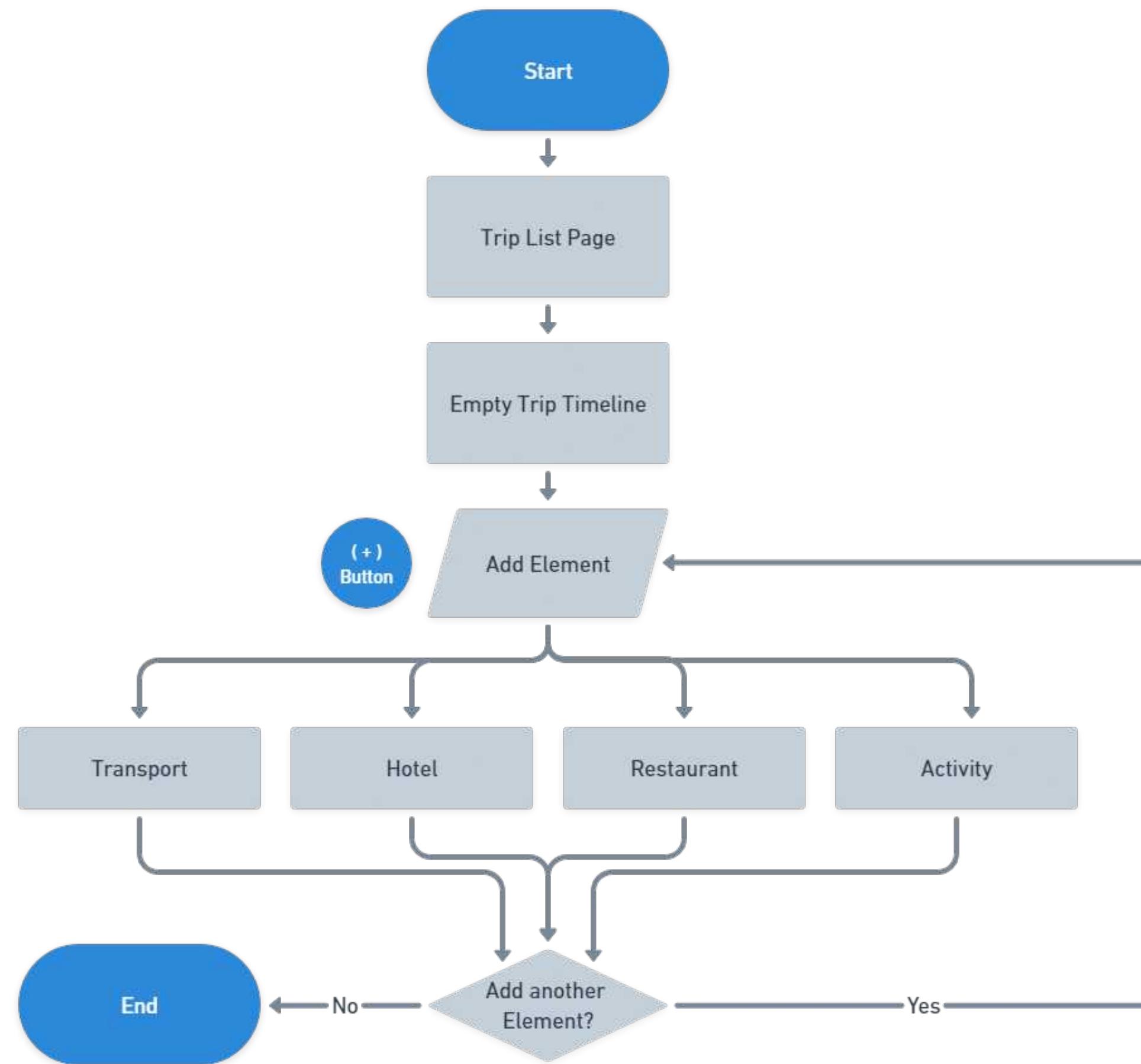
I know where I want to go and I need to store my travel information in the app.



User Goal 1/4

Flow Chart

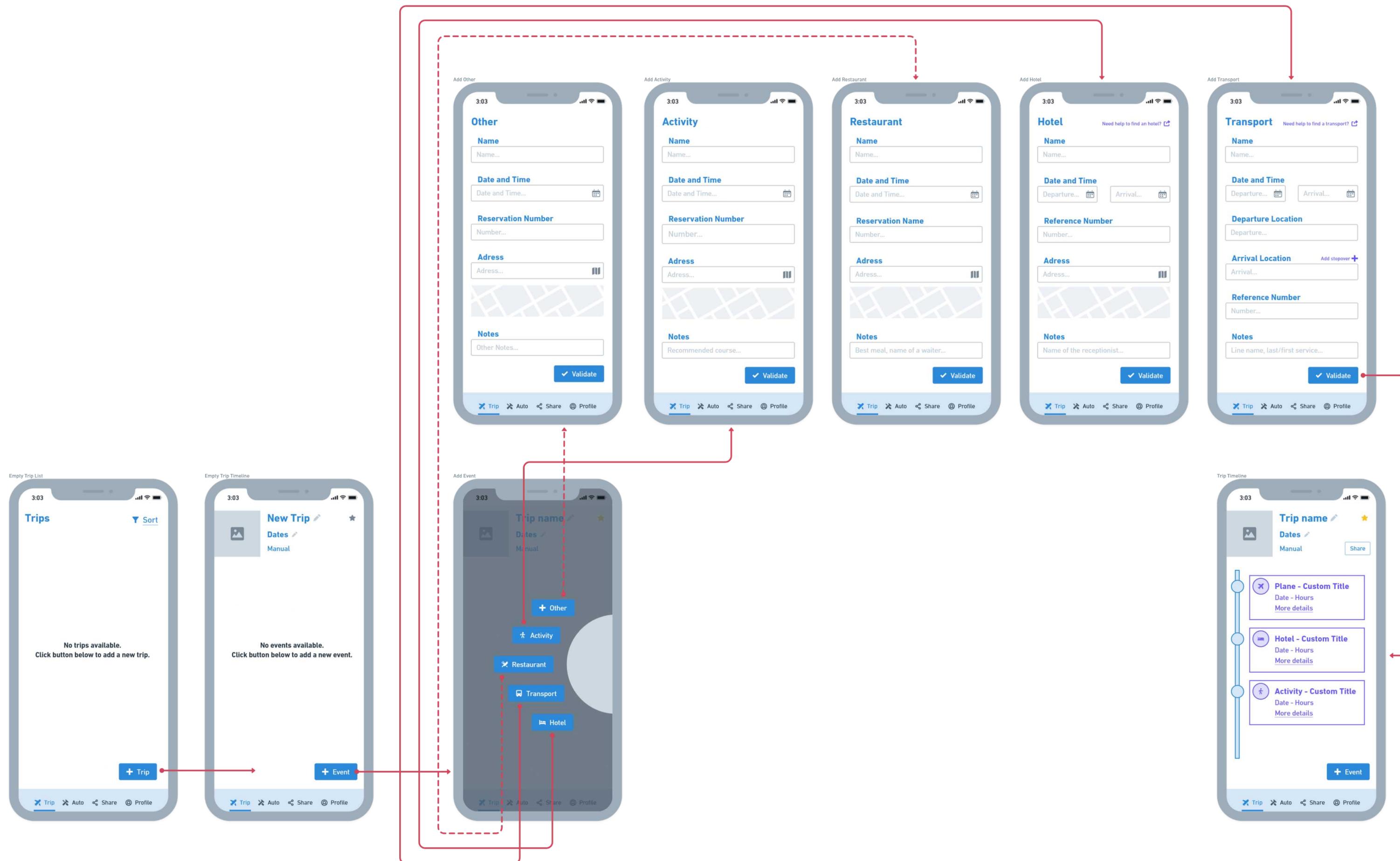
I know where I want to go and I need to store my travel information in the app.



User Goal 1/4

Wire Flow

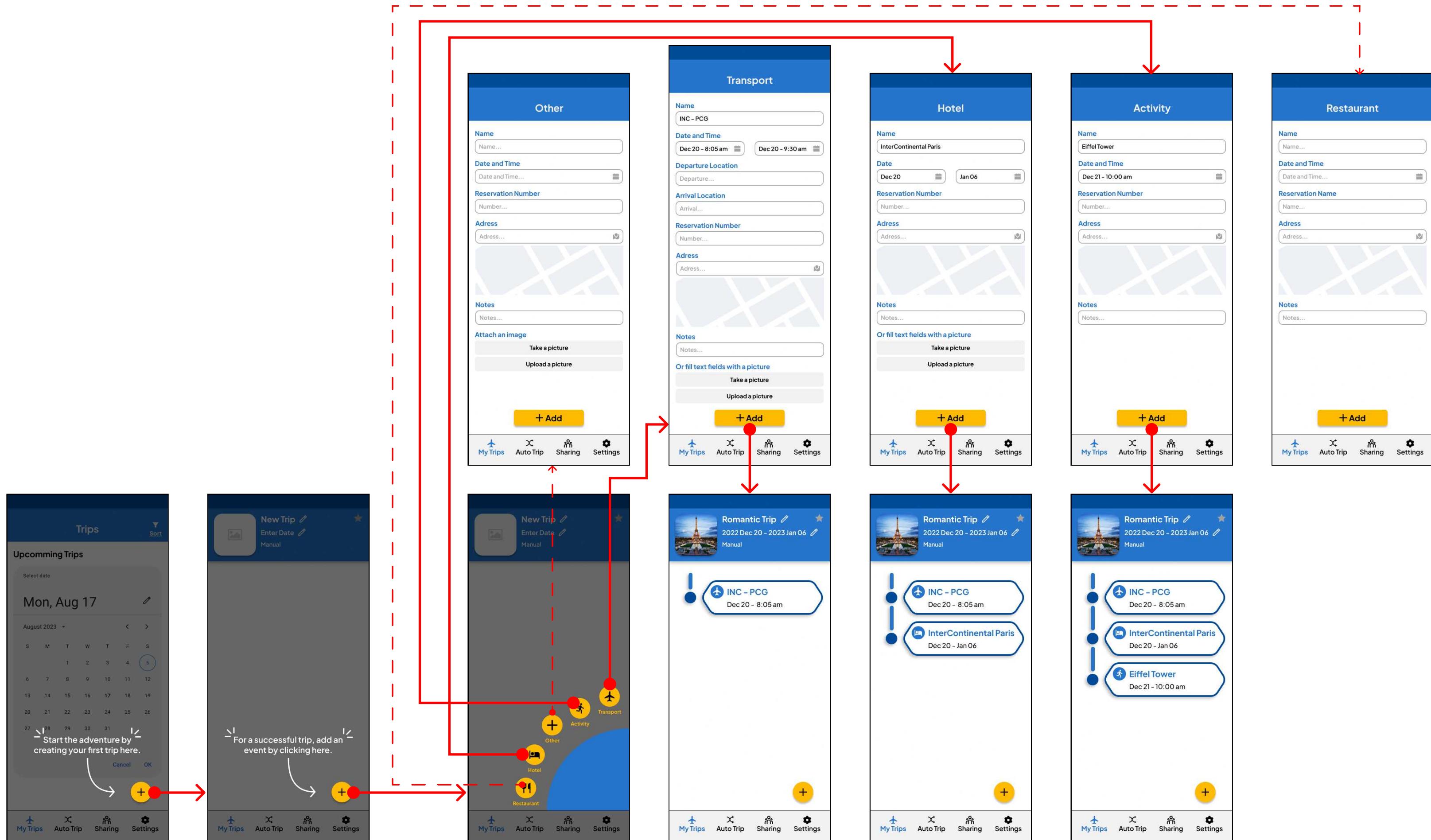
I know where I want to go and I need to store my travel information in the app.



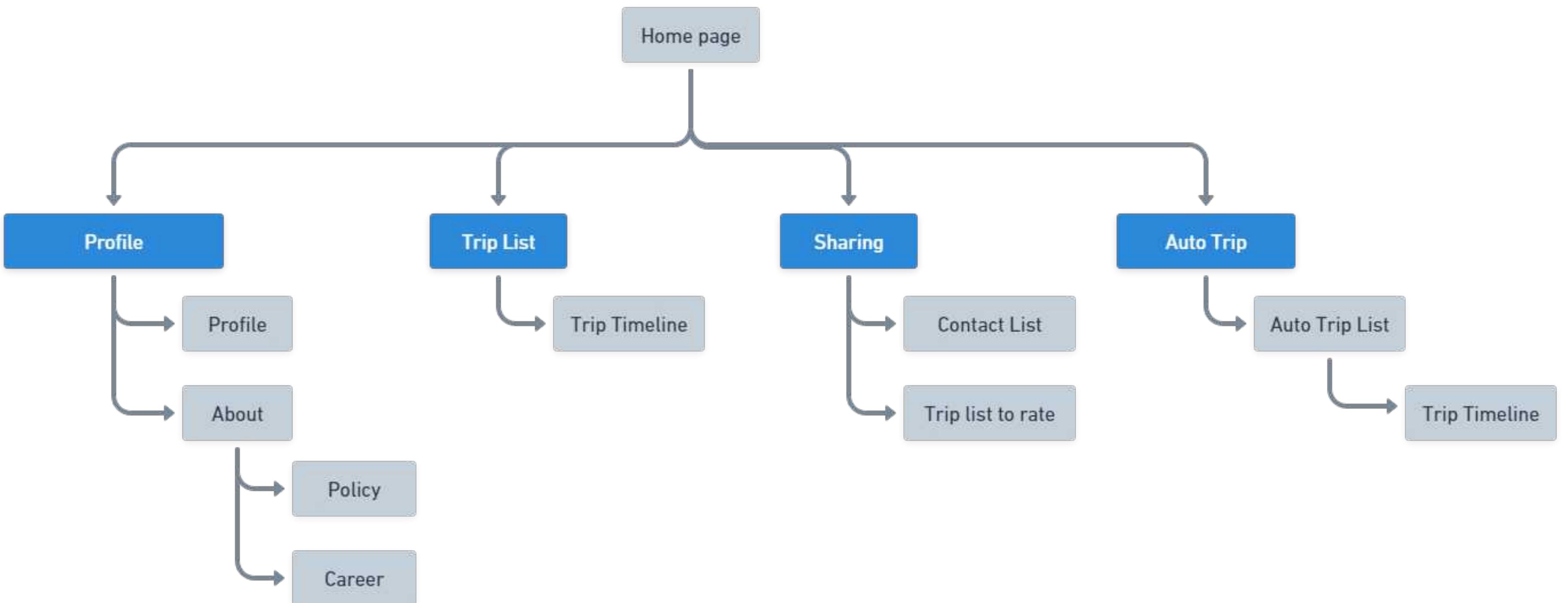
User Goal 1/4

User Flow

I know where I want to go and I need to store my travel information in the app.



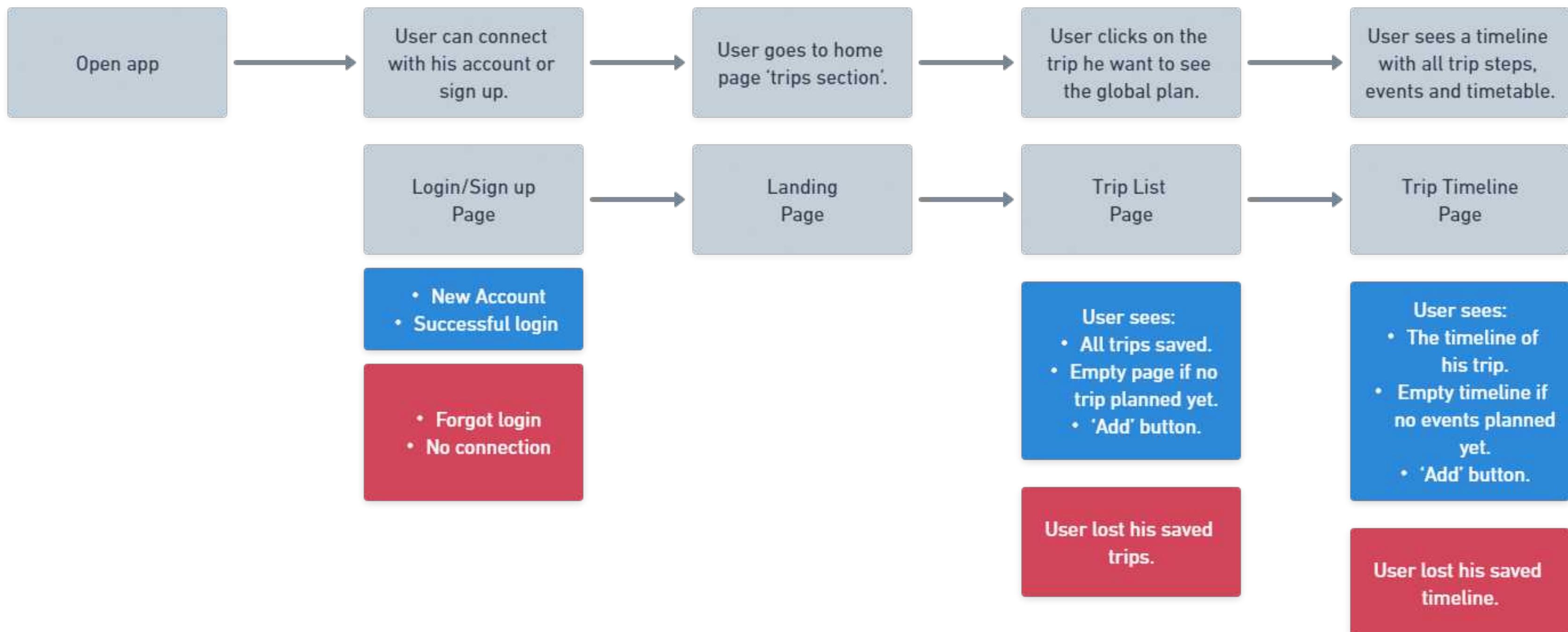
IA (Information Architecture)



User Goal 2/4

Task Flow

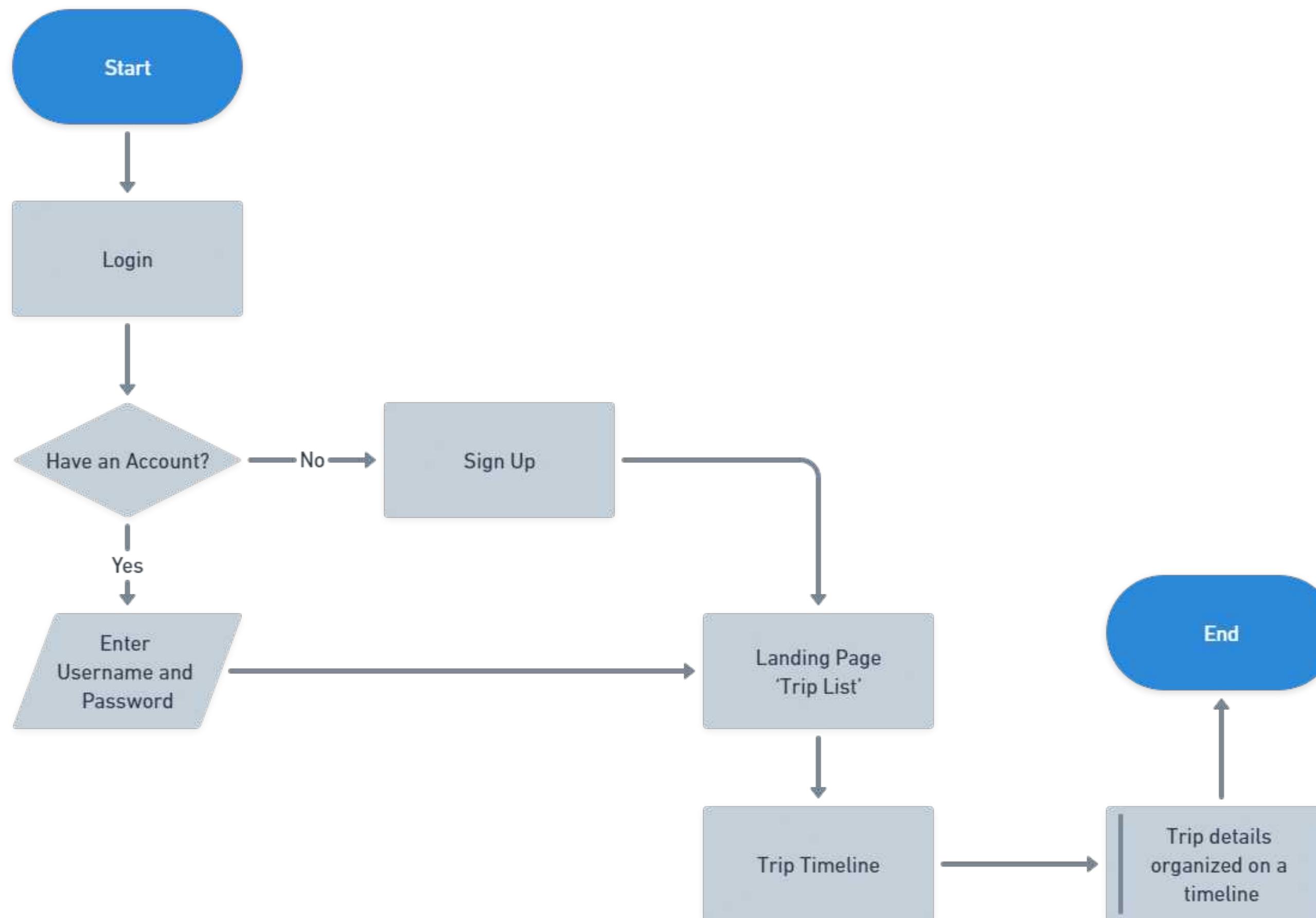
I want to connect to my account to see my trip plan, already organized, at a glance.



User Goal 2/4

Flow Chart

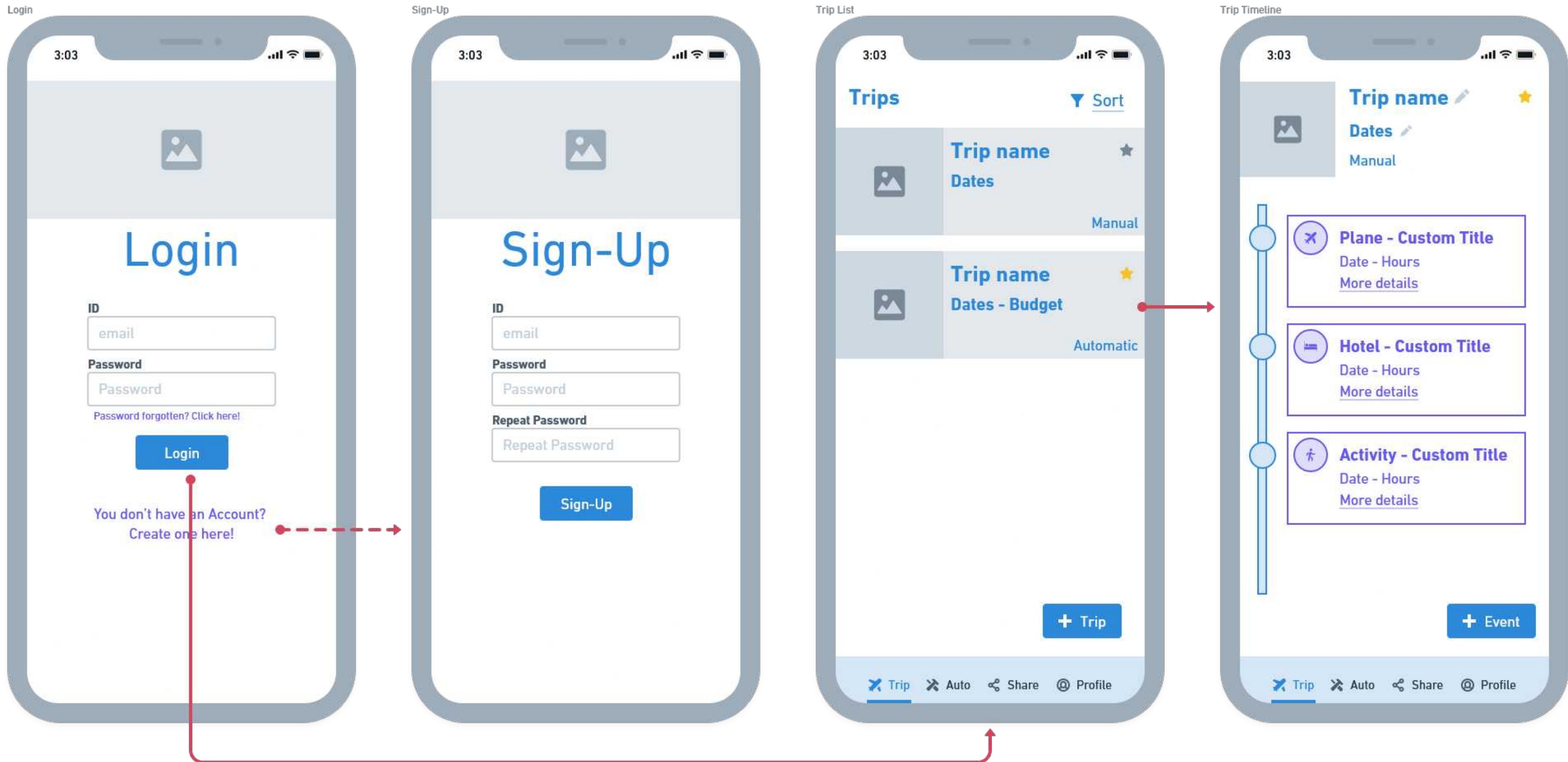
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User Goal 2/4

Wire Flow

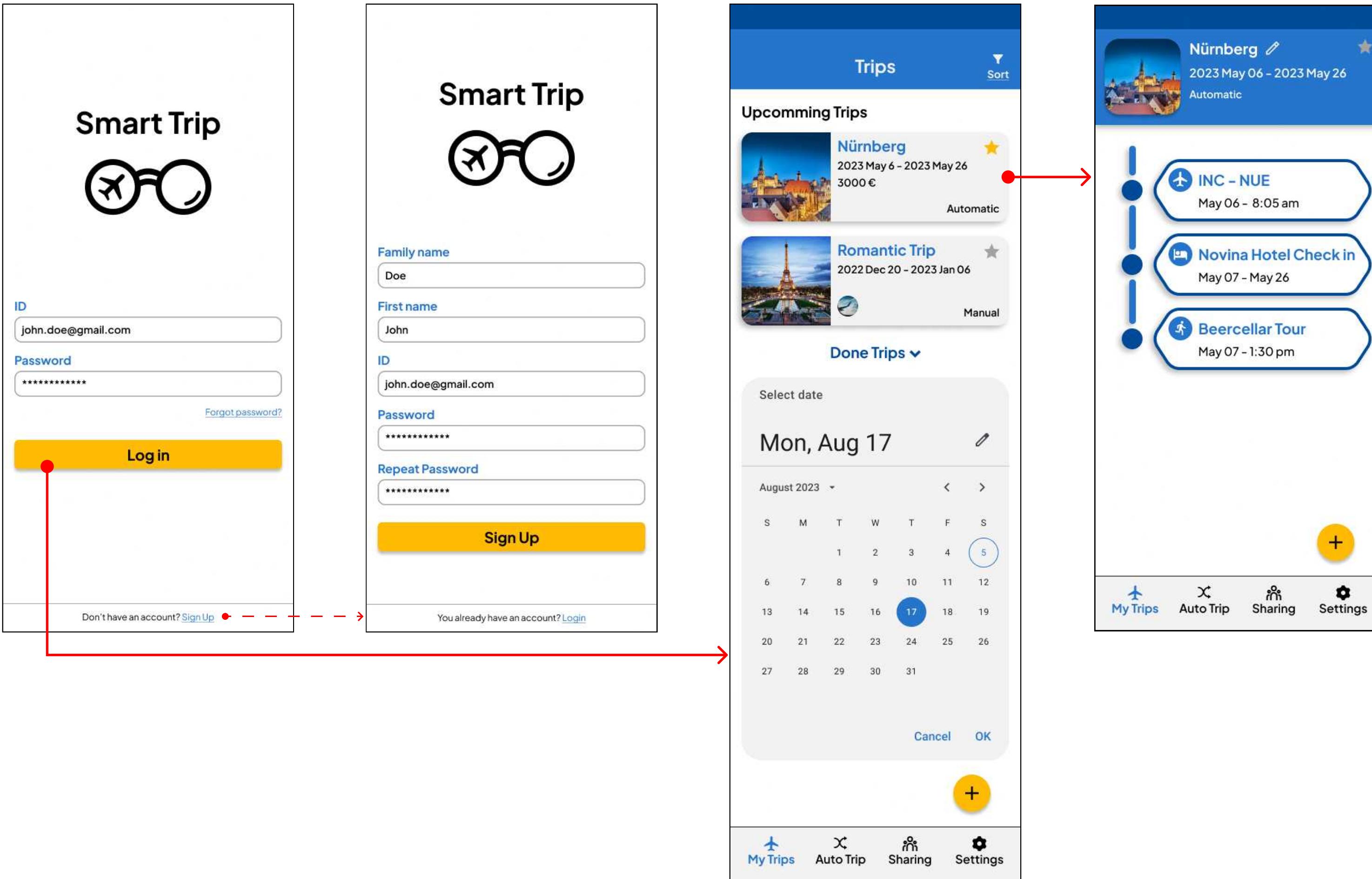
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User Goal 2/4

User Flow

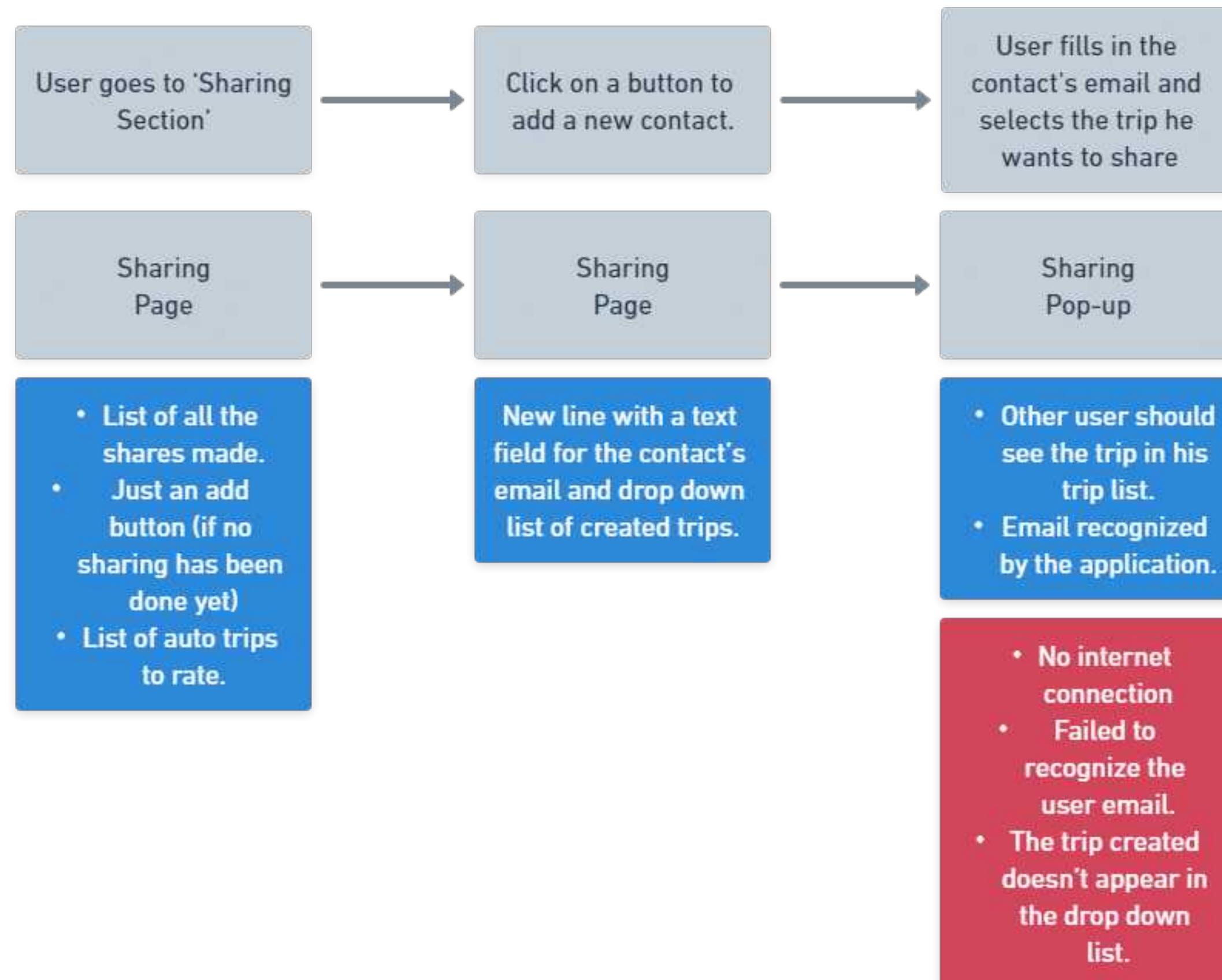
I want to connect to my account to see my trip plan, already organized, at a glance.



User Goal 3/4

Task Flow

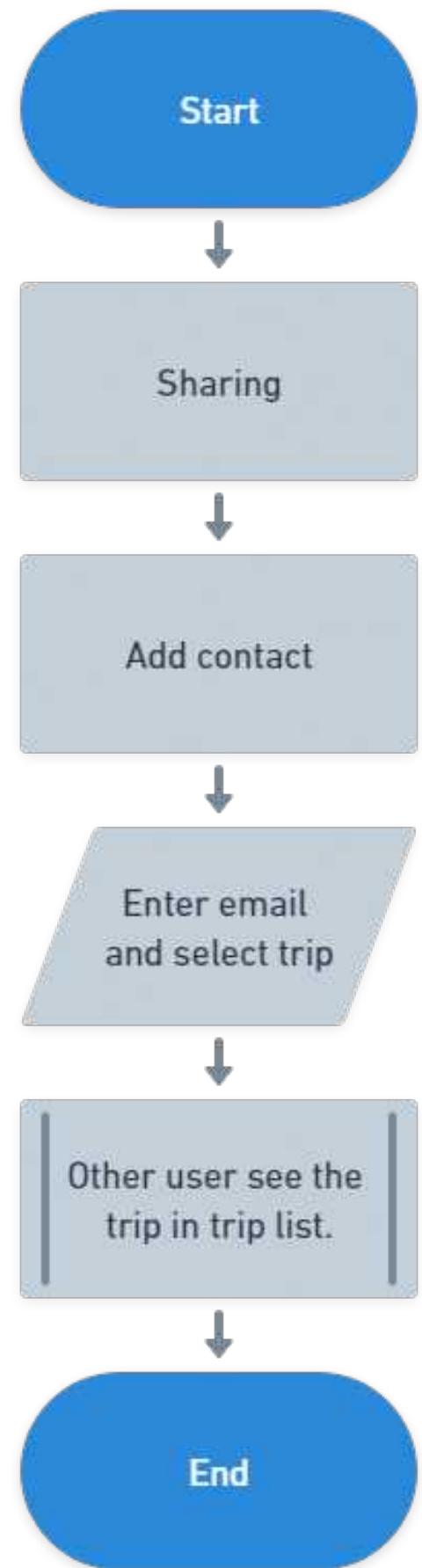
I want to organize a trip with multiple friends. We all want the shared information on our phones, so we can plan together.



User Goal 3/4

Flow Chart

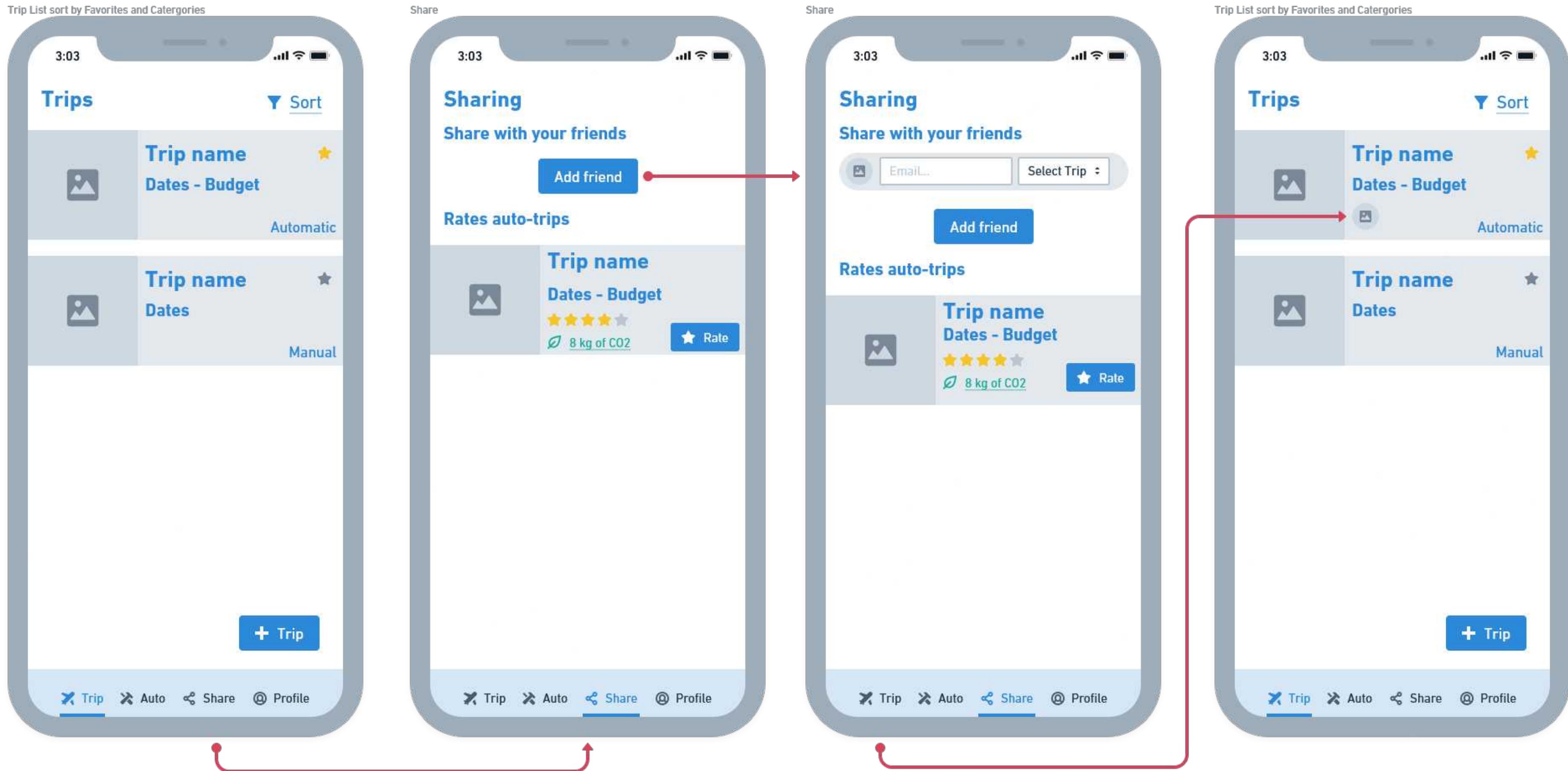
I want to organize a trip with multiple friends. We all want the shared information on our phones, so we can plan together.



User Goal 3/4

Wire Flow

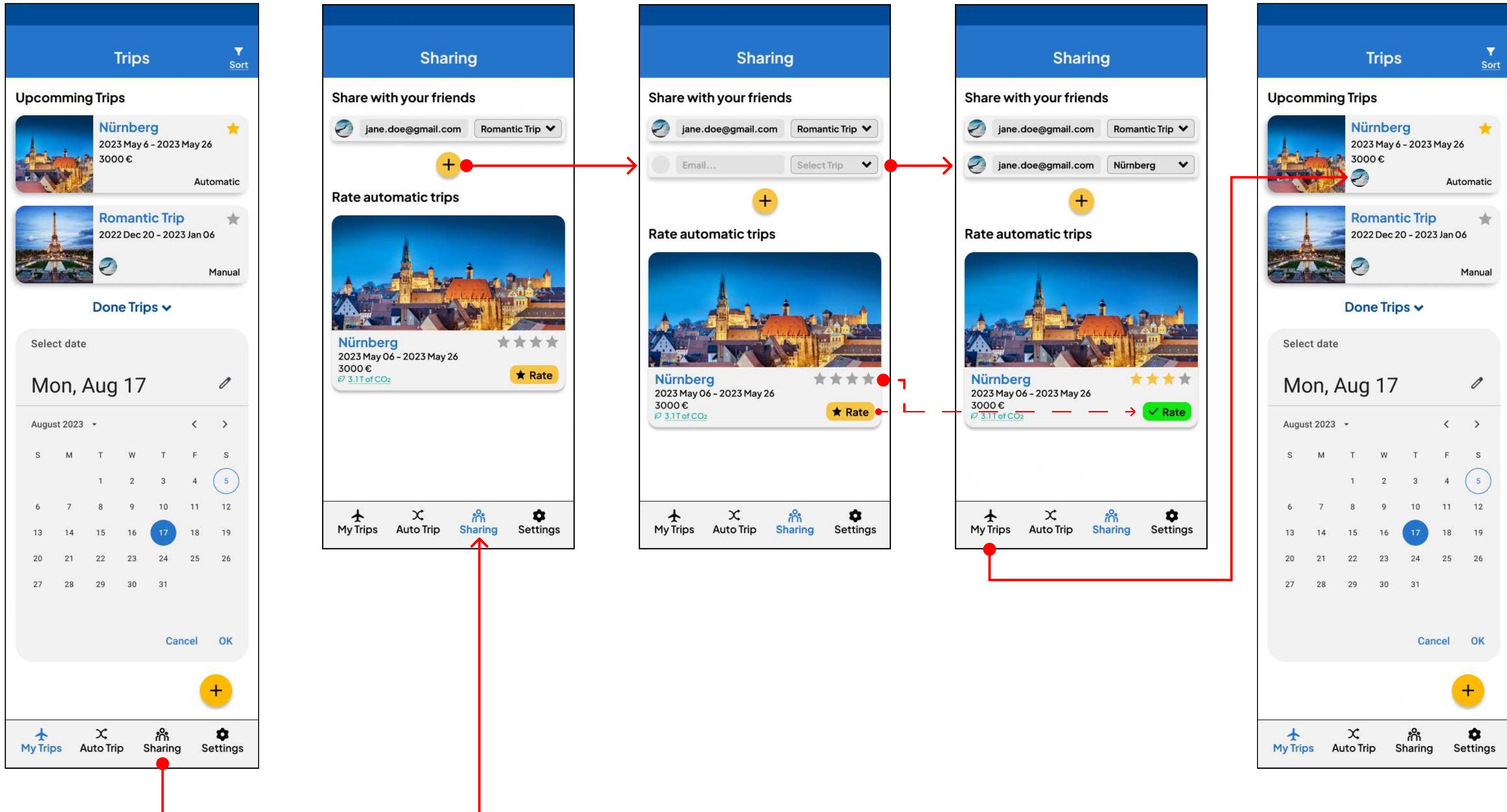
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User Goal 3/4

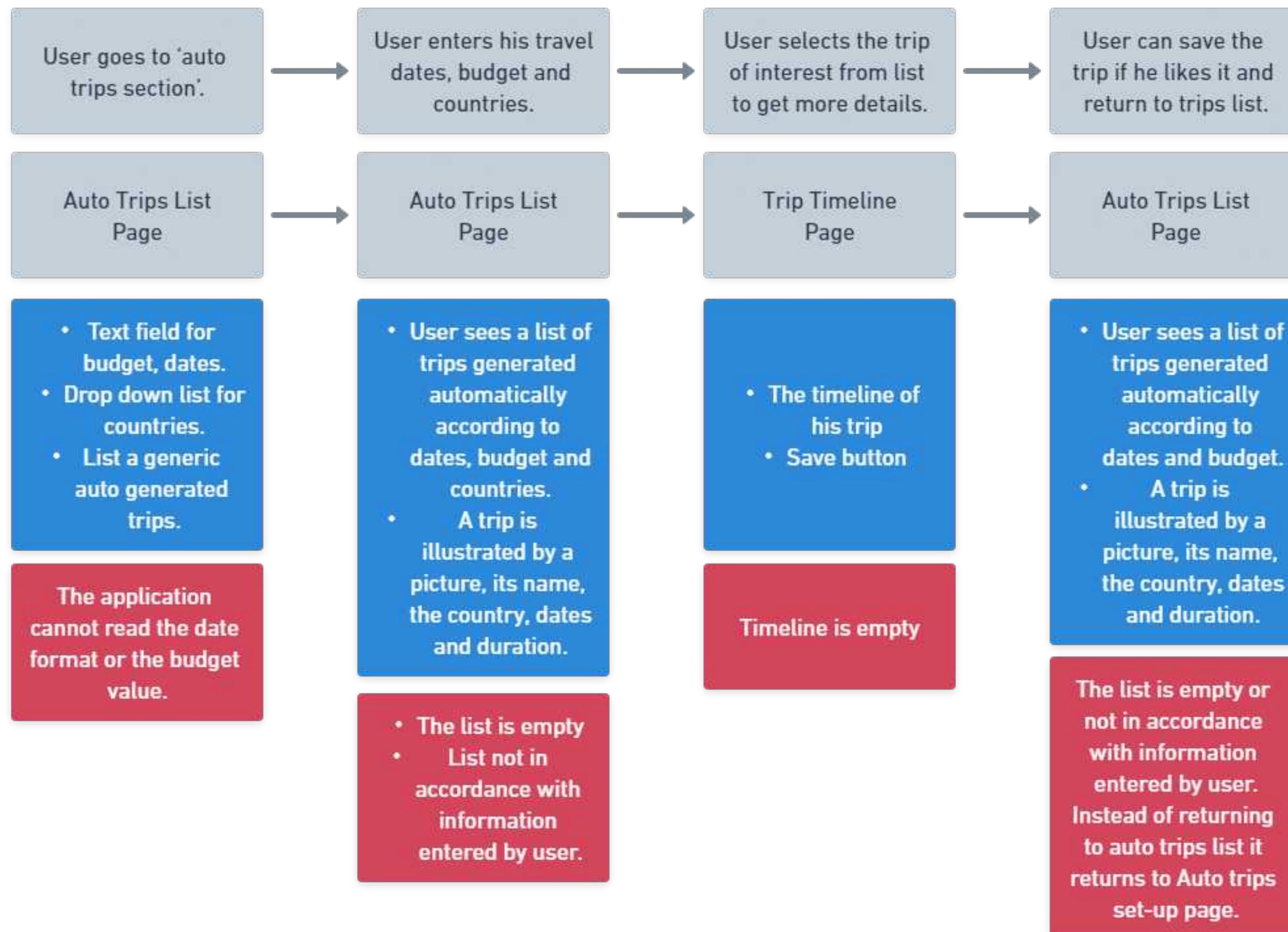
User Flow

I want to organize a trip with multiple friends. We all want the shared information on our phones, so we can plan together.



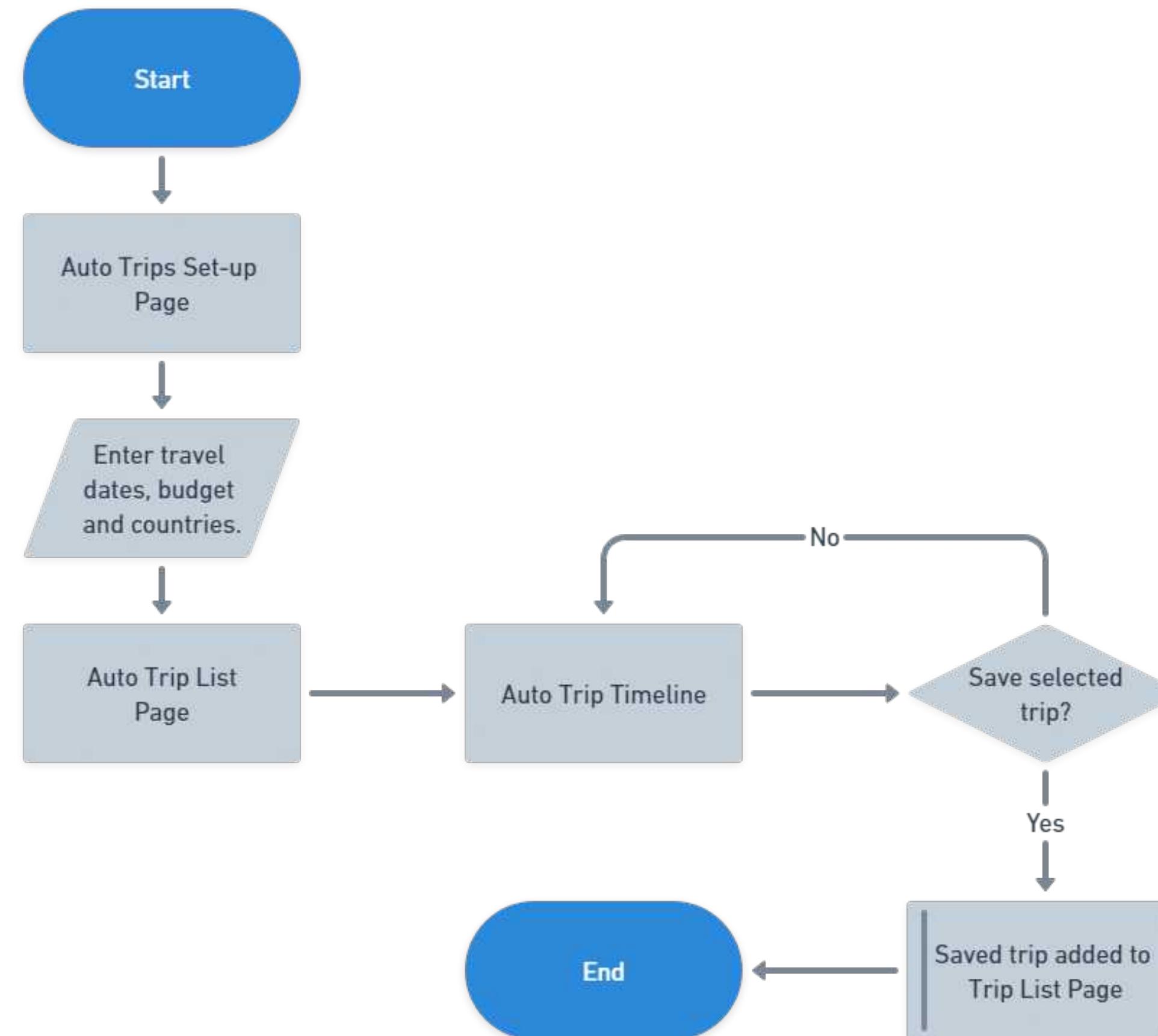
User Goal 4/4 Task Flow

I wanted to save a trip suggestion from a list based on my date and my budget because I don't know where to go and don't have time to look for it.



User Goal 4/4 Flow Chart

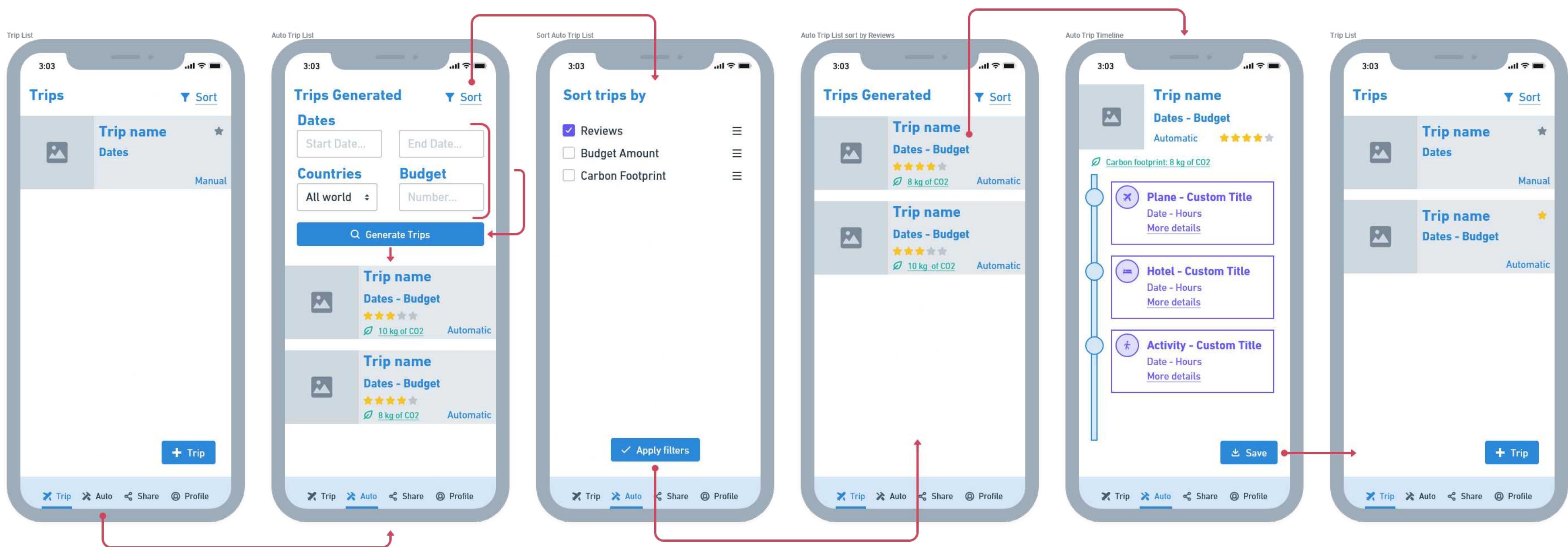
I wanted to save a trip suggestion from a list based on my date and my budget because I don't know where to go and don't have time to look for it.



User Goal 4/4

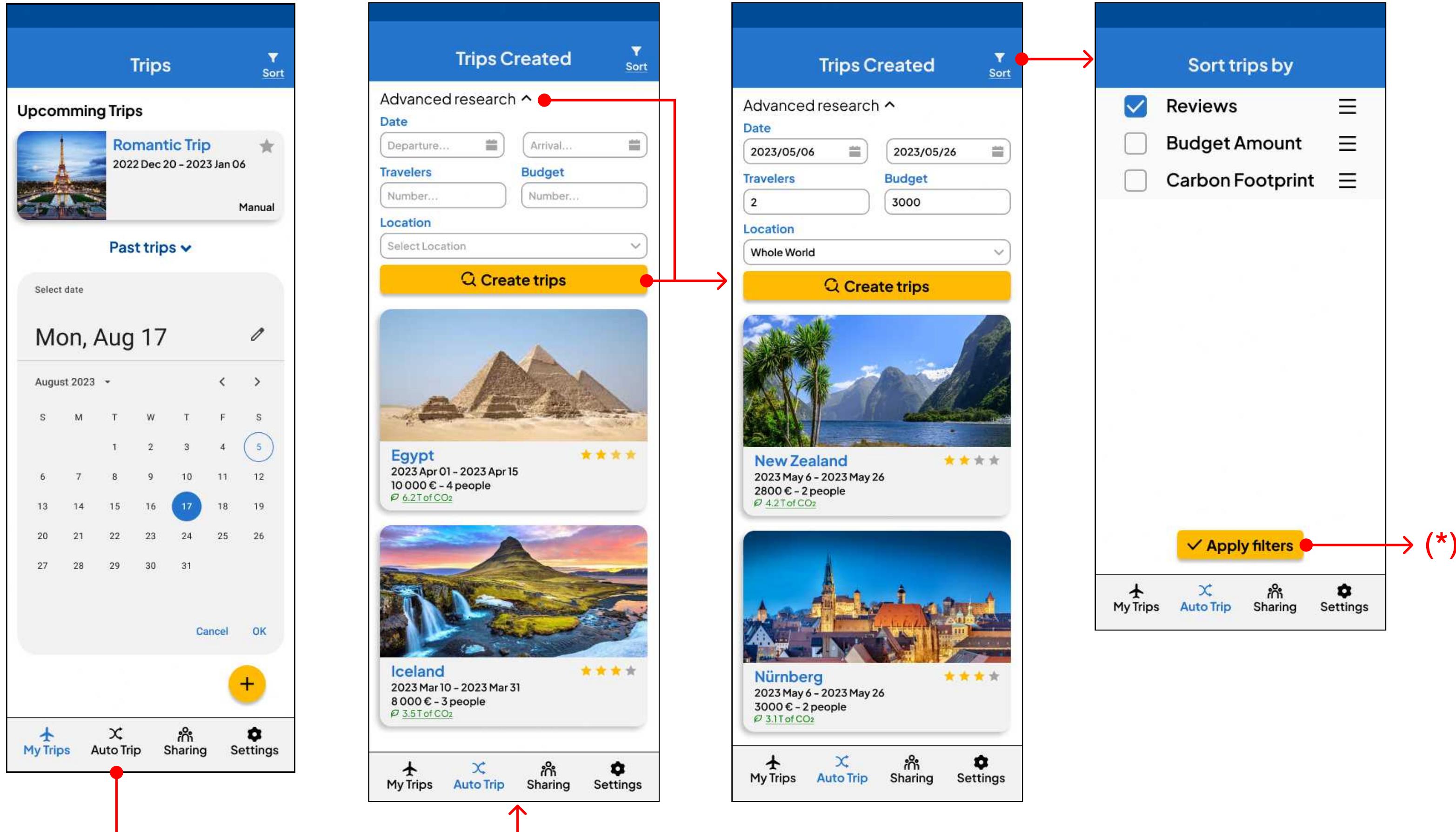
Wire Flow

I wanted to save a trip suggestion from a list based on my date and my budget because I don't know where to go and don't have time to look for it.



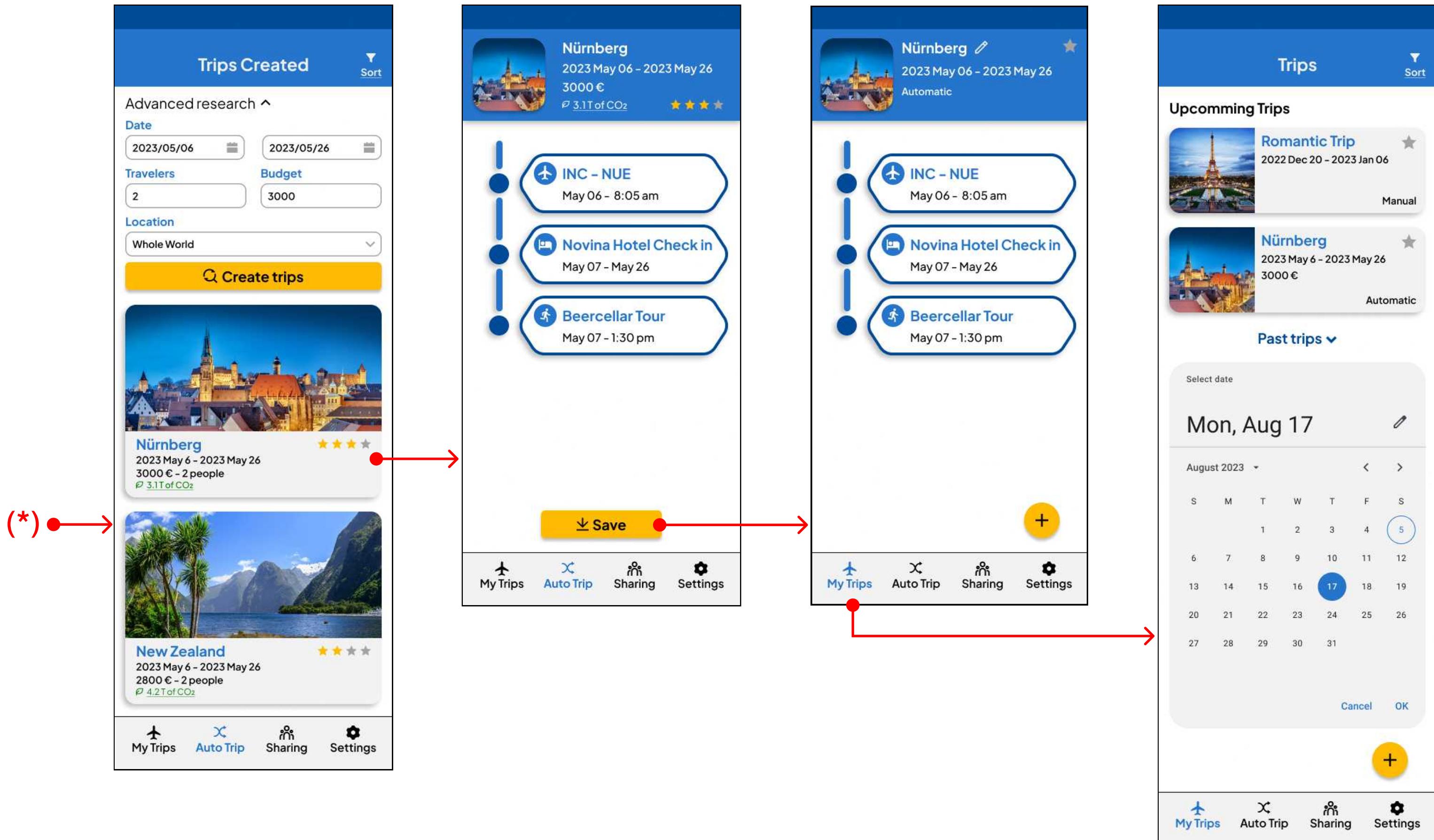
User Goal 4/4 User Flow

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User Goal 4/4 User Flow

I wanted to save a trip suggestion from a list based on my date and my budget because I don't know where to go and don't have time to look for it.



Visual Design

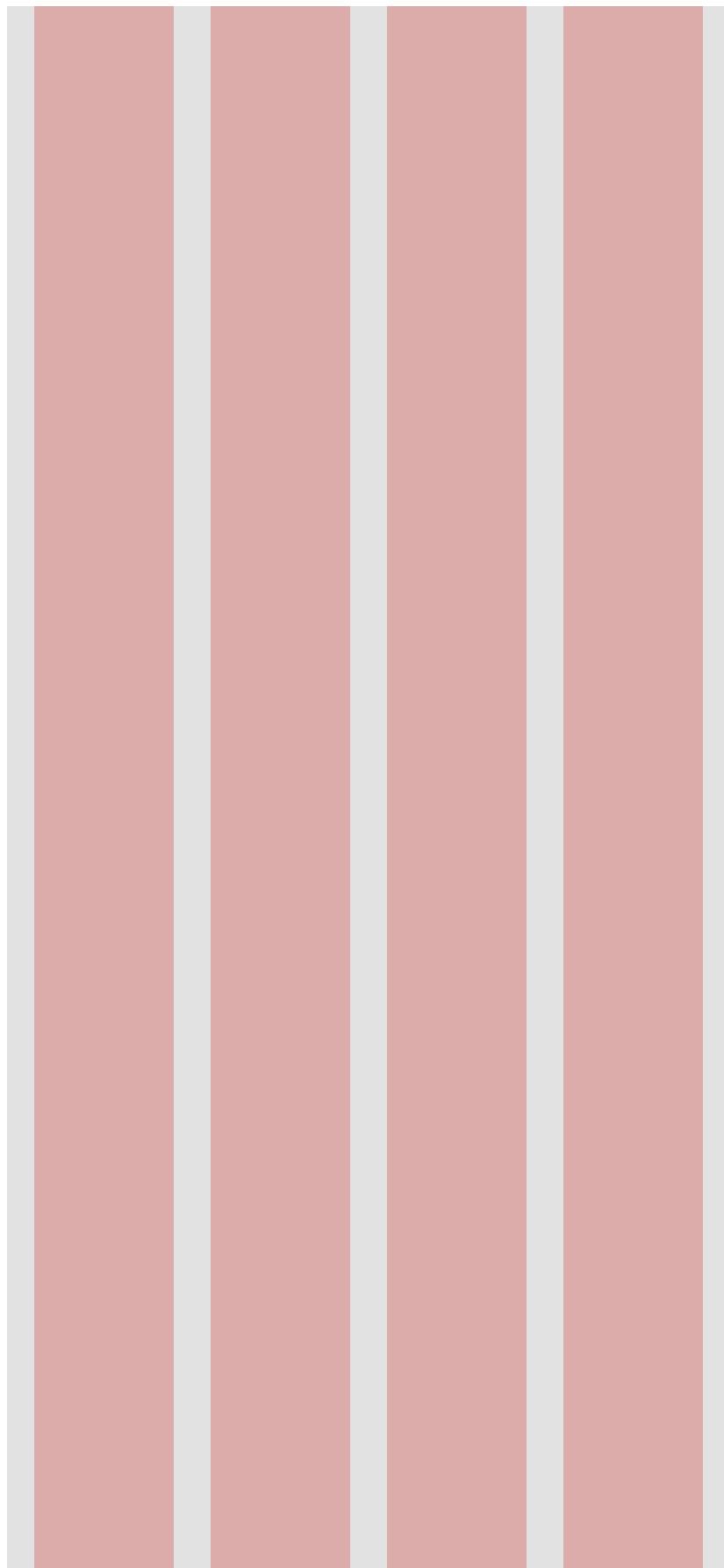
Mobile size & Grid

Mobile size

- Based on iPhone 13 / 13 Pro
- Width: 390px
- Height: 844px

Grid size

- Columns: 4
- Gutters: 20px
- Margin: 15px
- Column: 75px



844

390

Visual Design

Typography & Colors

Typography

- Font family: Plus Jakarta Sans
- Title: 20px
- Text: Semi Bold 20px
- Subtitle: Semi Bold 16px
- Description: Semi Bold 14px
- Complement: Medium 14px

| Primary colors

004A9A

2575CC

| Secondary colors

C09506

FEBB02

| Background colors

A3A3A3

F2F2F2

FFFFFF

| Text colors

000000

FFFFFF

| Other colors

007D00

10E910

Visual Design

Icons & Shapes

Icons

- Filled icons
- Size between 18px and 25px
- Black icons on secondary color
- White icons on primary color

Create trips

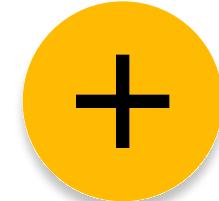


Egypt

2023 Apr 01 - 2023 Apr 15

10 000 € - 4 people

6.2 T of CO₂

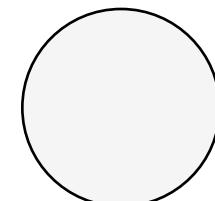


Buttons border-radius: 6px

Text Fields border-radius: 10px

Trip Cards border-radius: 10px

Images border-radius: 10px

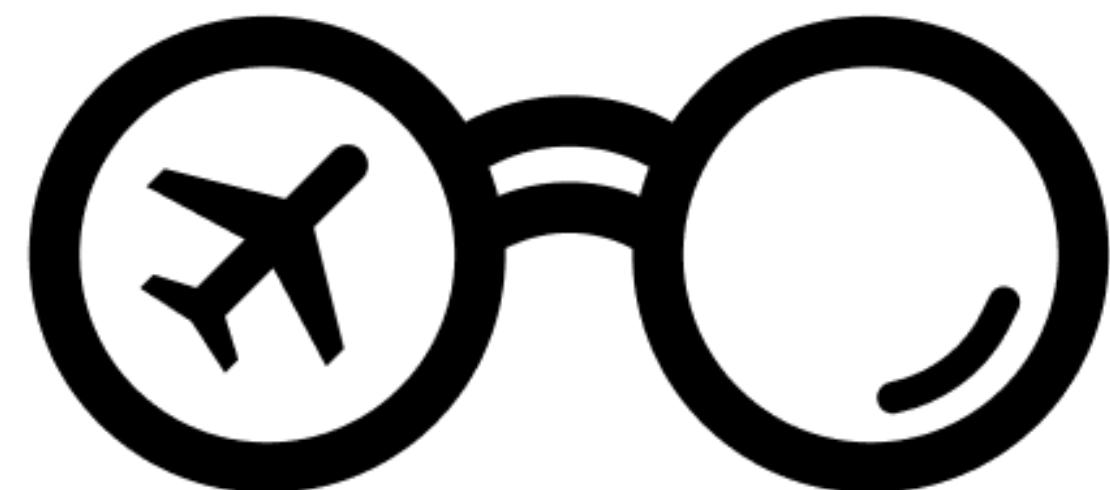


Circle buttons border-radius: 50%

Smart Trip

- Trip because it's a travel application.
- Smart because it allows you to organize your trip and generate new trip according to specific settings.
- Plane icon to illustrate the travel.
- Glasses that symbolize intelligence.

Smart Trip



Usability Evaluation

Feedback

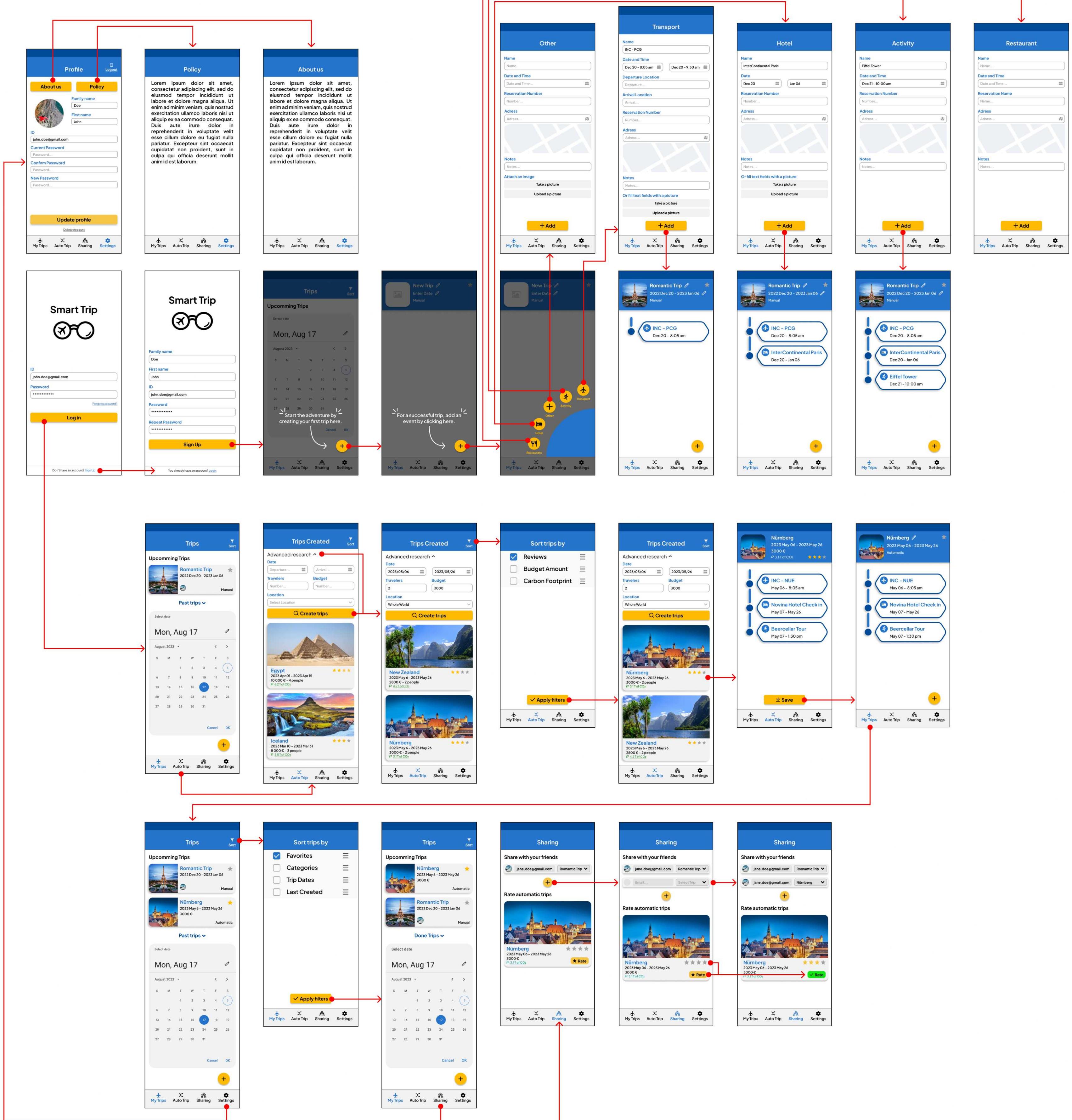
Task Flow and Wire Flow

- We haven't received many comments about understanding or design.
- However, we have been told that some of the steps or frames was different from the user flow. So we updated them.
- The user goals were found by almost all the groups.

User Flow

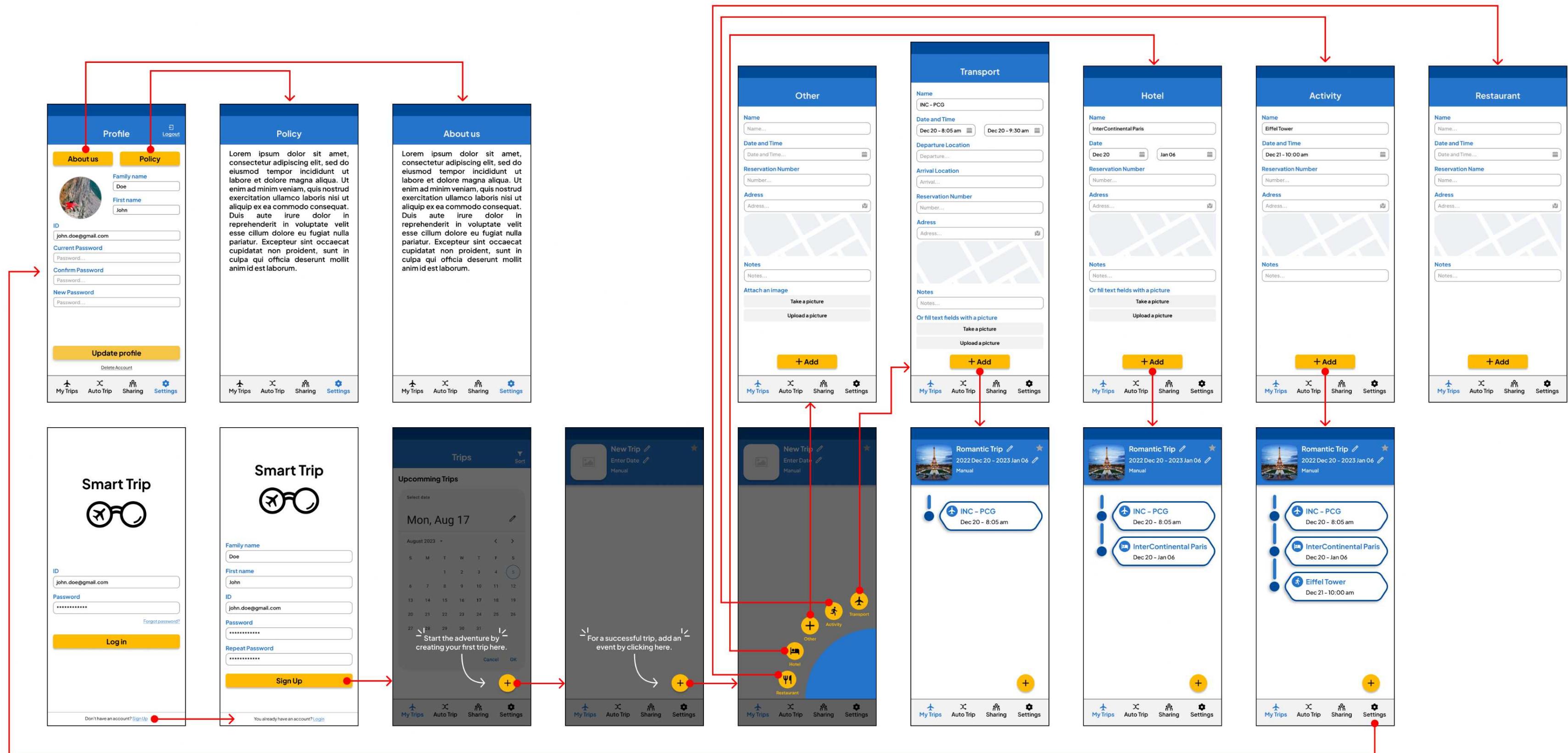
- For the design, we almost considered all remarks of the other groups in order to satisfy the UI to the greatest number of users. These modifications concerned:
 - Choices of color variations.
 - Non-uniform shadows.
 - Different margins.
 - Not enough rounded border.
 - Too imposing shapes.
 - Not enough visible hierarchy in the texts.
- Here are some examples of the changes we have made.

Visual Design User Flow



Visual Design

Global User Flow



Visual Design

Global User Flow

