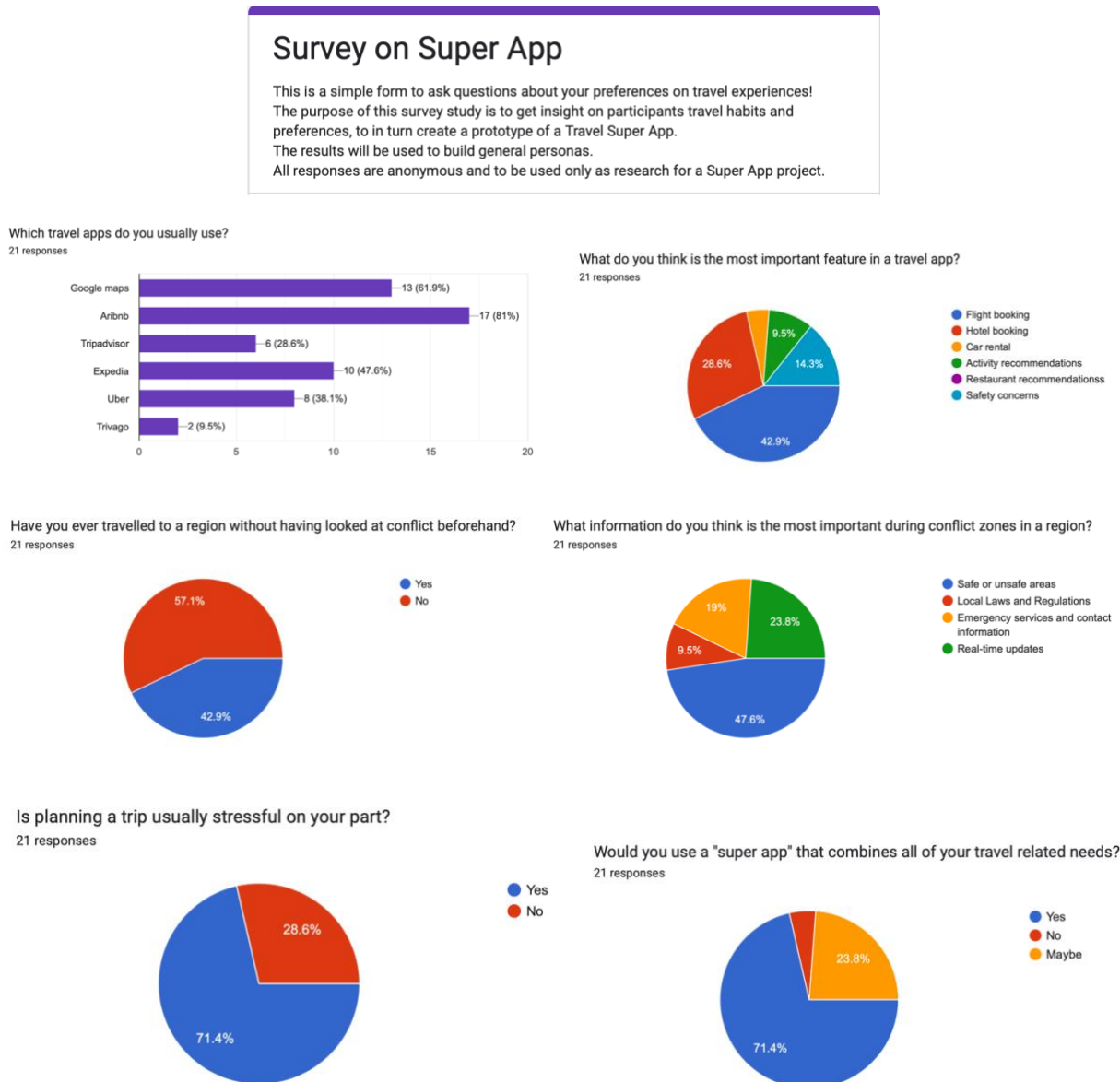


## Super App Survey:

A small anonymous survey was created to be able to understand user needs that they would like in travel super app. Simple and broad questions were asked about users travel app preferences, their stresses and how important certain features are for their app. Form the 21 participants these were the results:



From this survey, we can see that Airbnb and Google maps are the most frequently used apps. Yet when creating a super app, the participants primarily used flights and hotel bookings. It also seems that planning travels in general is a very stressful process on those who are planning it. The sources of stress mostly stem from worries about a foreign region (safety and emergencies) and managing all the bookings and itineraries. Hence the super app should provide

users with a simple and clear interface, while simultaneously keeping all of the most important travel information in one place. This would include not only hotel, flight and vehicle bookings, but also emergency contacts, safety alerts, and regions of safety to allow travellers confidence and security.

## **Super App-Research**

1) <https://www.techtarget.com/whatis/definition/super-app>

- Combines multiple services onto one platform
- Include several mini services
- Designed for simple use and for simplified users

2) <https://technologymagazine.com/top10/top-10-super-apps>

### **Other Super Apps**

- Uber:
  - o For now has only car and grocery services
  - o Aims to bring in bike and scooter rental, as well as bus and train
- Revolut
  - o Financial super app
  - o Offers banking services all in the same place
  - o Quite overwhelming

## **Application Design Research**

These are some apps that I had looked into to get design inspiration for my website. The idea behind looking at other apps is to understand the flow of a user's journey when planning a trip.

1. Airbnb:
  - o Clean Layout
  - o Minimalistic Design
  - o Bottom navigation Bar
  - o Search Bar
  - o Photos first when selecting a place to stay
  - o Step by step process
2. Expedia
  - o Photo first selection
  - o No real colour theme to the website/app
  - o Price indication on all pages
  - o Interactive map on search website
3. Booking.com
  - o Similar layout to Expedia
  - o Blue colour theme

- Quite similar to a super app!!
  - Includes selection of flights, hotels, car rentals and attractions...