

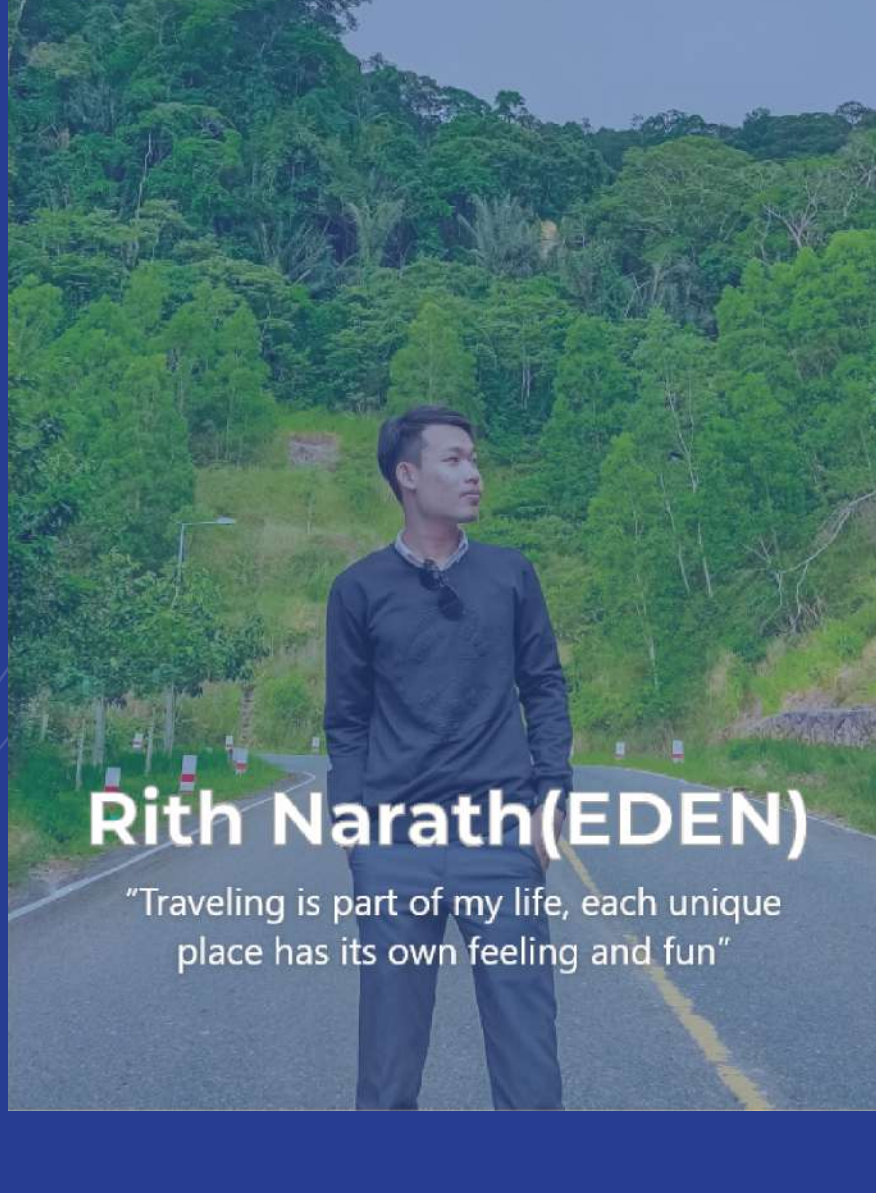
Problem

Most people don't know where to go on their holiday and what activities they can enjoy on the site. Moreover, some well-known sites that requires to buy ticket to enter waste a lot of their time queuing in front of selling booth and sometimes end up with tickets were sold out.

Solution

The app that asks users to select their preferences and recommends most popular sites and activities based on the input and their location. Apart from these, user can book the ticket through the mobile phone.

User Persona



Rith Narath(EDEN)
"Traveling is part of my life, each unique place has its own feeling and fun"

ABOUT

Eden is a university student who loves traveling. He usually travels with friends 5-8 times per year to different places. He like ecotourism site and historical site the most.

AGE 21

OCCUPATION Student

STATUS Single

LOCATION Phnom Penh

NEEDS

- Reliability source of travel information(plenty of tour sites, transparent price...)
- A convenient way to access related information(history, story, caution...)
- Be able to work offline

FRUSTRATIONS

- Reading book to access information is a little bit time-consuming.
- Spam information, e.g. Some sites, the reality is different from expectation due to seasonal change or other unexpected factors.
- Price intransparency

SOCIAL MEDIA ACTIVITY

FACEBOOK

INSTAGRAM

CLUBHOUSE

TWITTER

PERSONALITY

AUTHENTICS

ADVENTUROUS

SELF-ESTEEN

LOVING

OPTIMISTIC

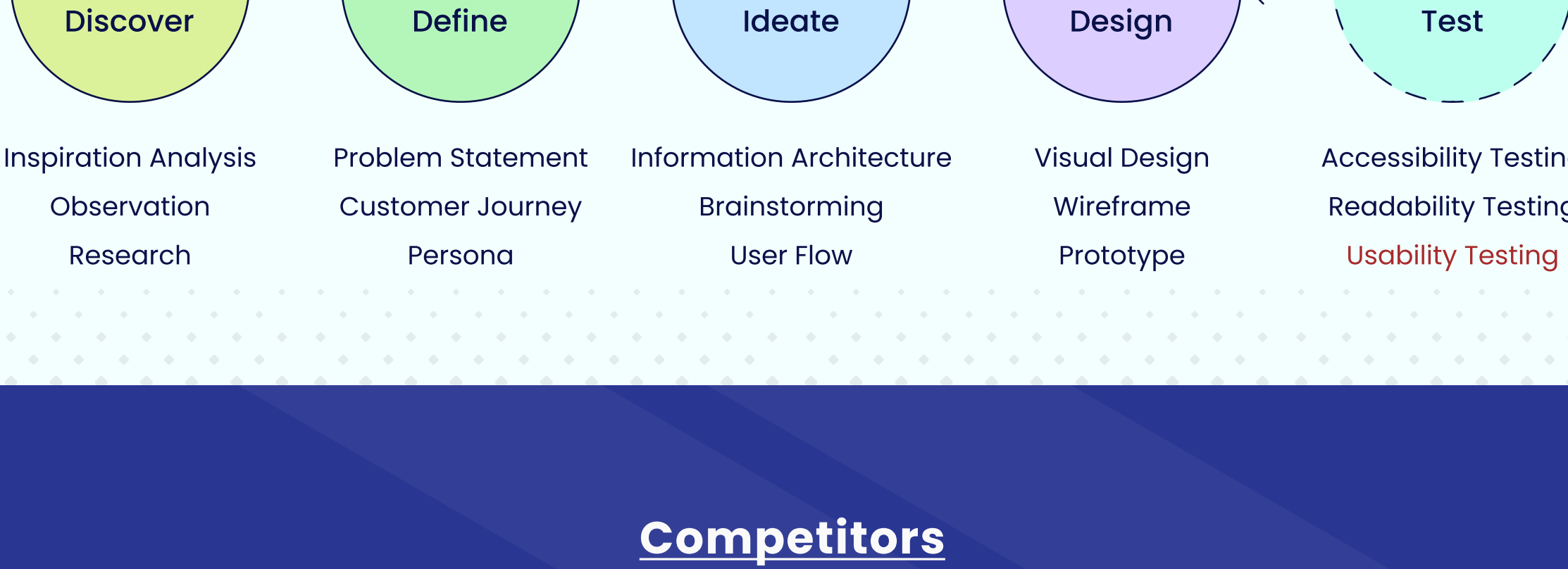
SPENDING POWER

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\$125-\$150 for 2 or 3 days trip

Design Process

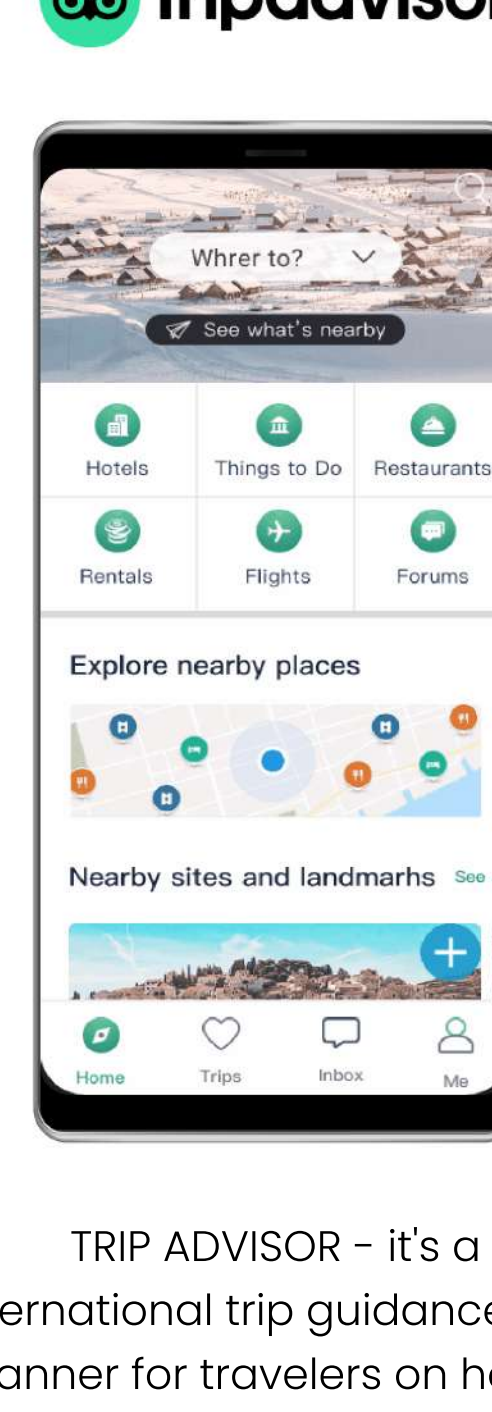
To complete this design project, I followed the design thinking process that is widely used. In the early stage, I started to find out the missing point in the existing product and then I explored more to get the whole idea of the problem. After the problem is understood, solution ideation is the next step to take. Last but not least, I started to design and prototype and get my design to be tested by others.



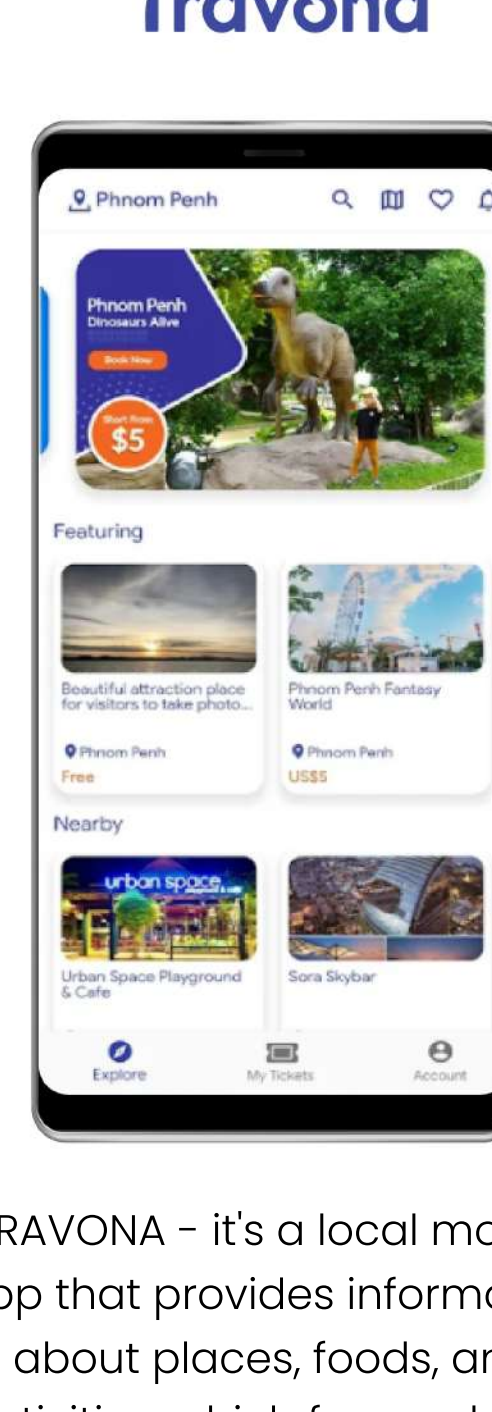
Competitors



UOT APP - it's a local social media for travelers. People can post and interact with each other about their traveling.

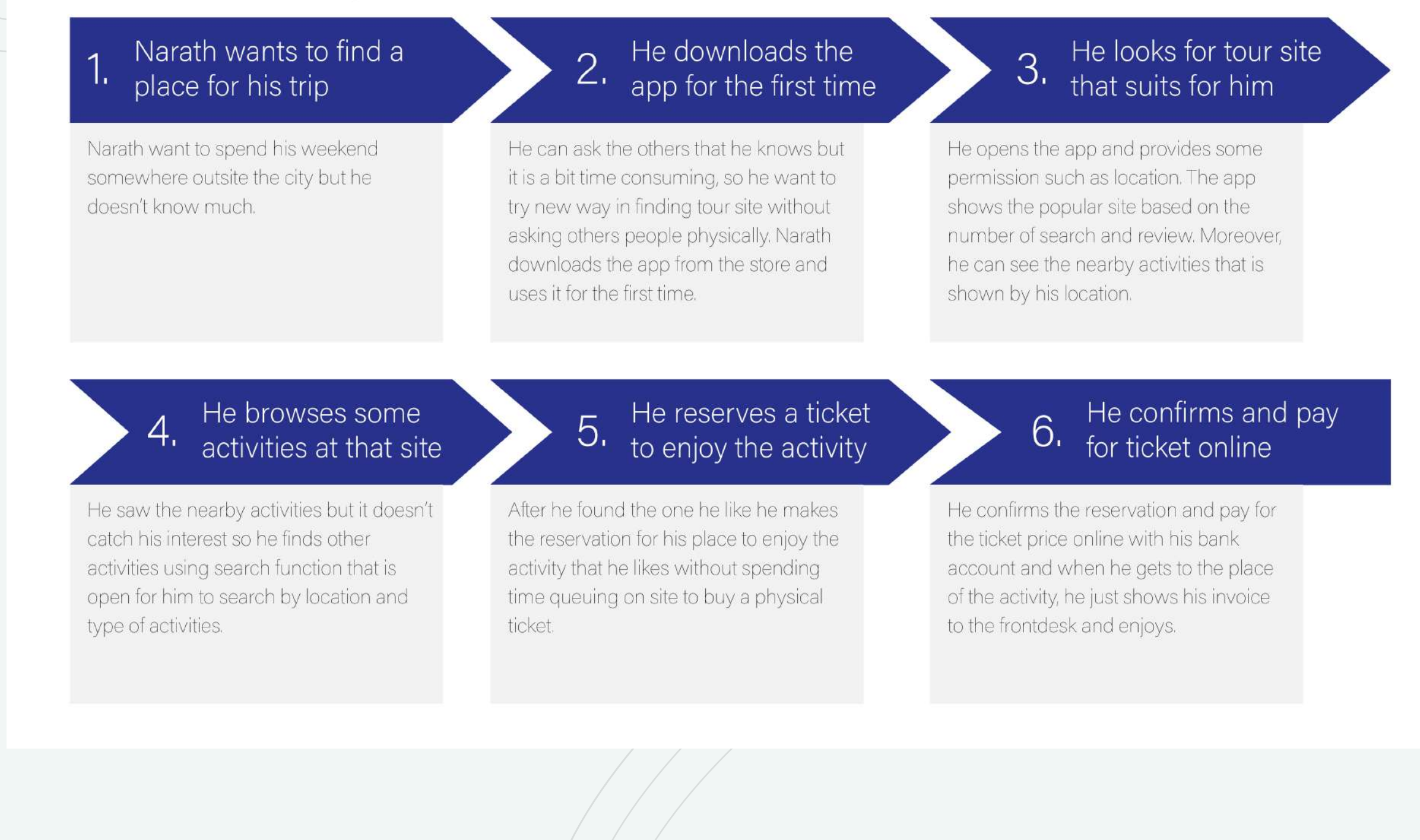


TRIP ADVISOR - it's a international trip guidance and planner for travelers on hotels, tours, restaurants, and activities.



TRAVONA - it's a local mobile app that provides information about places, foods, and activities, which focused on 5 cities - Phnom Penh, Siem Reap, Kompot, Kep, Monduliri

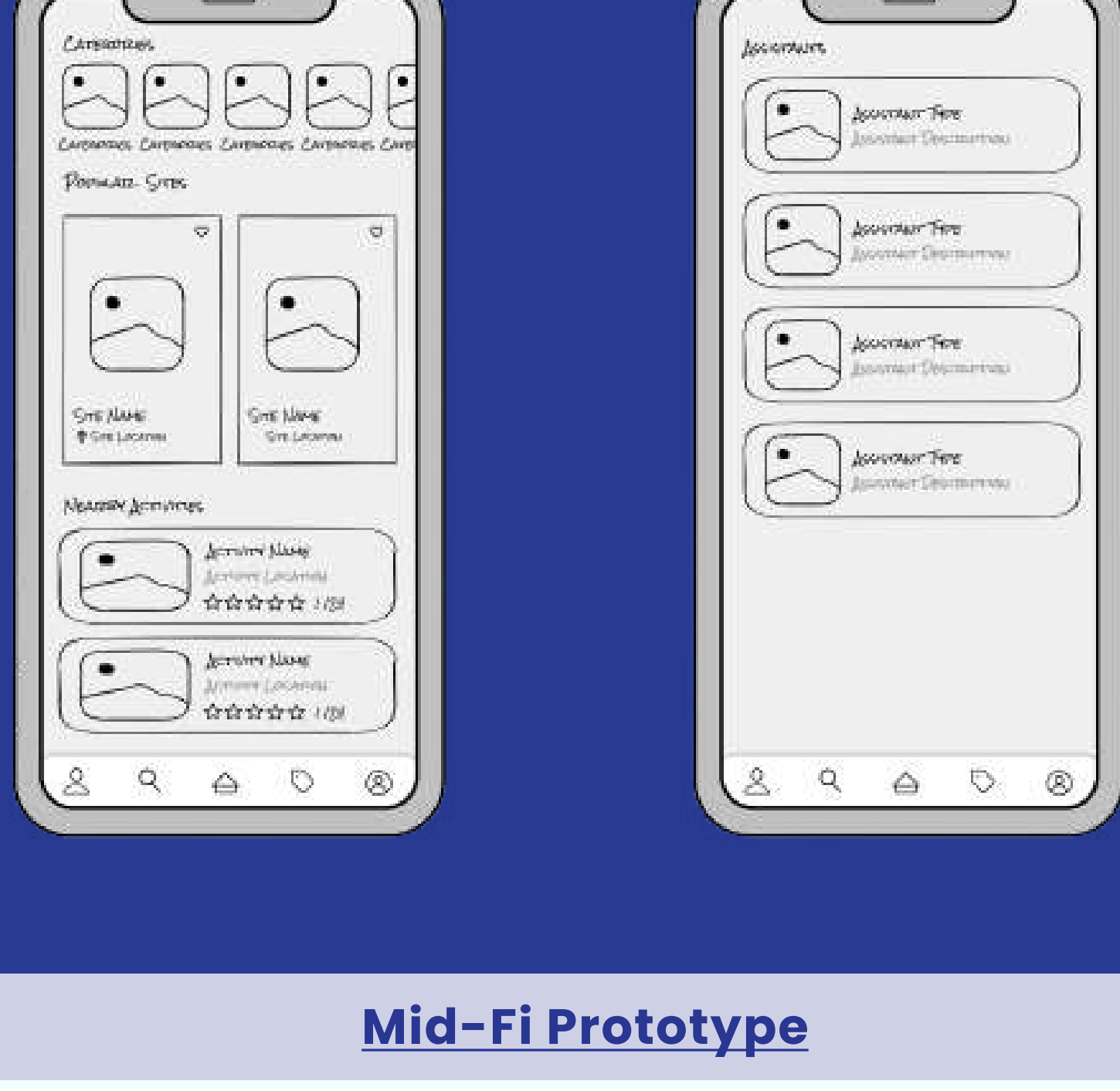
User Journey



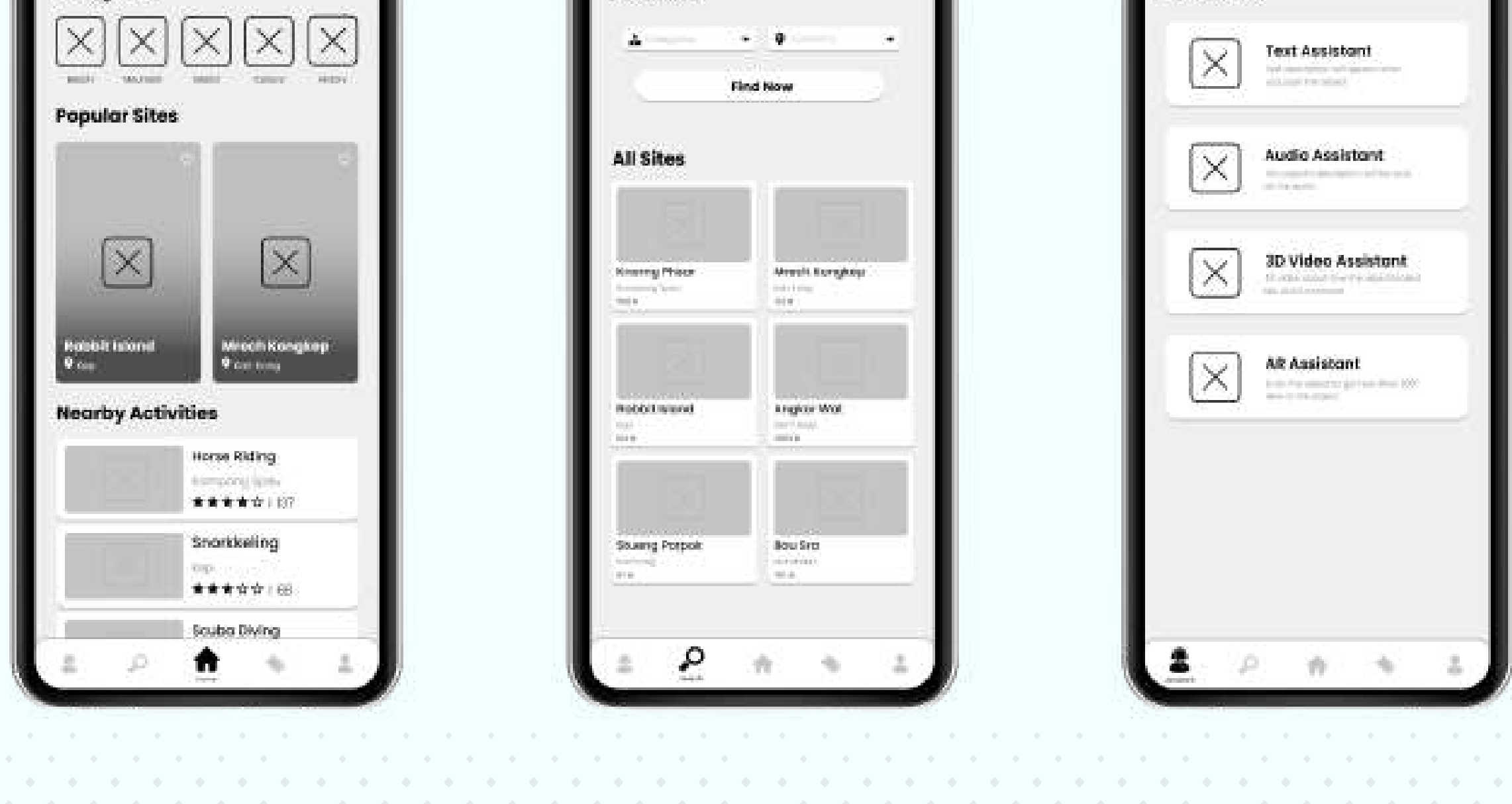
Wireframes - 1st Iteration



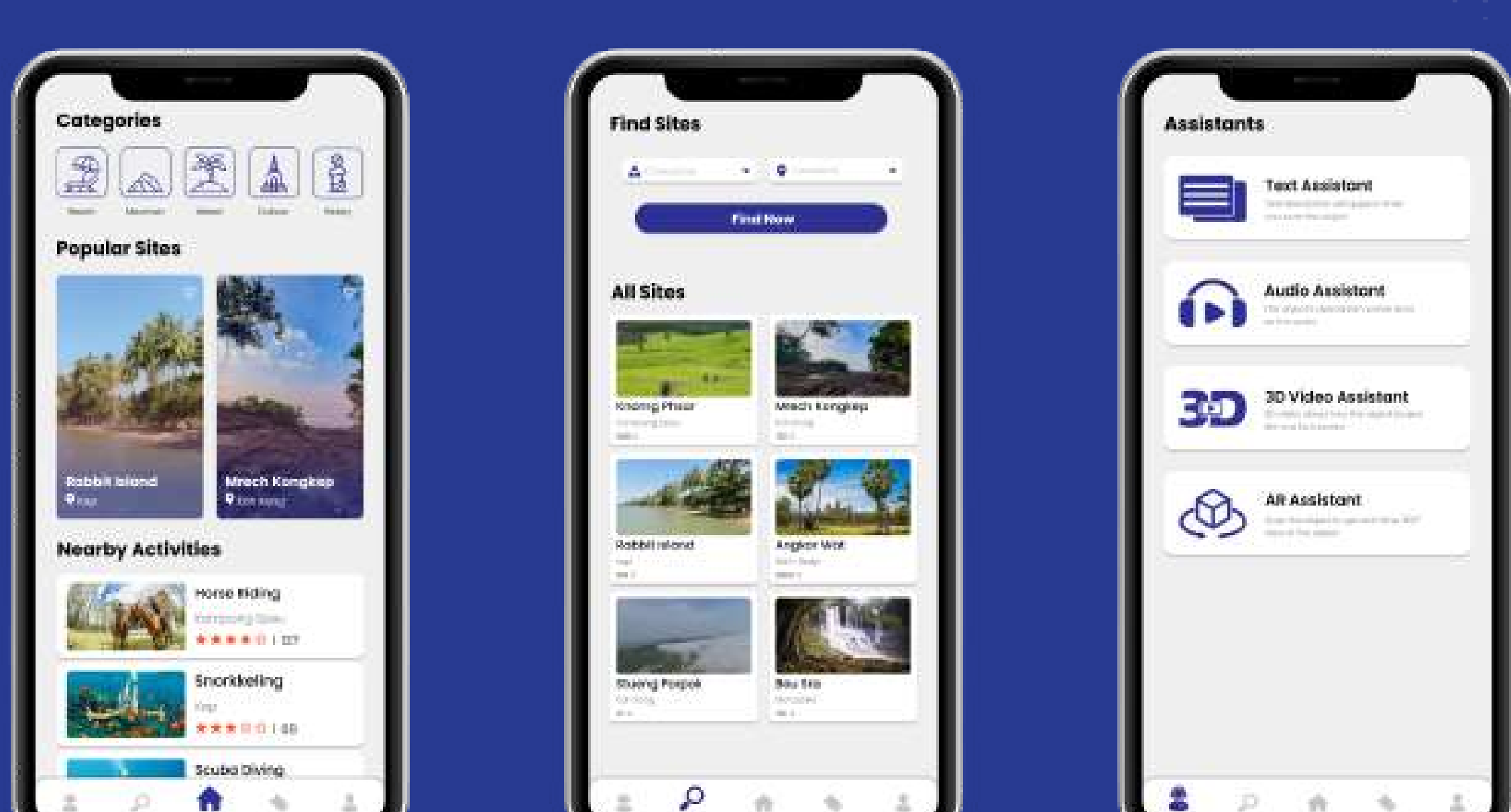
Wireframes - 2nd Iteration



Mid-Fi Prototype

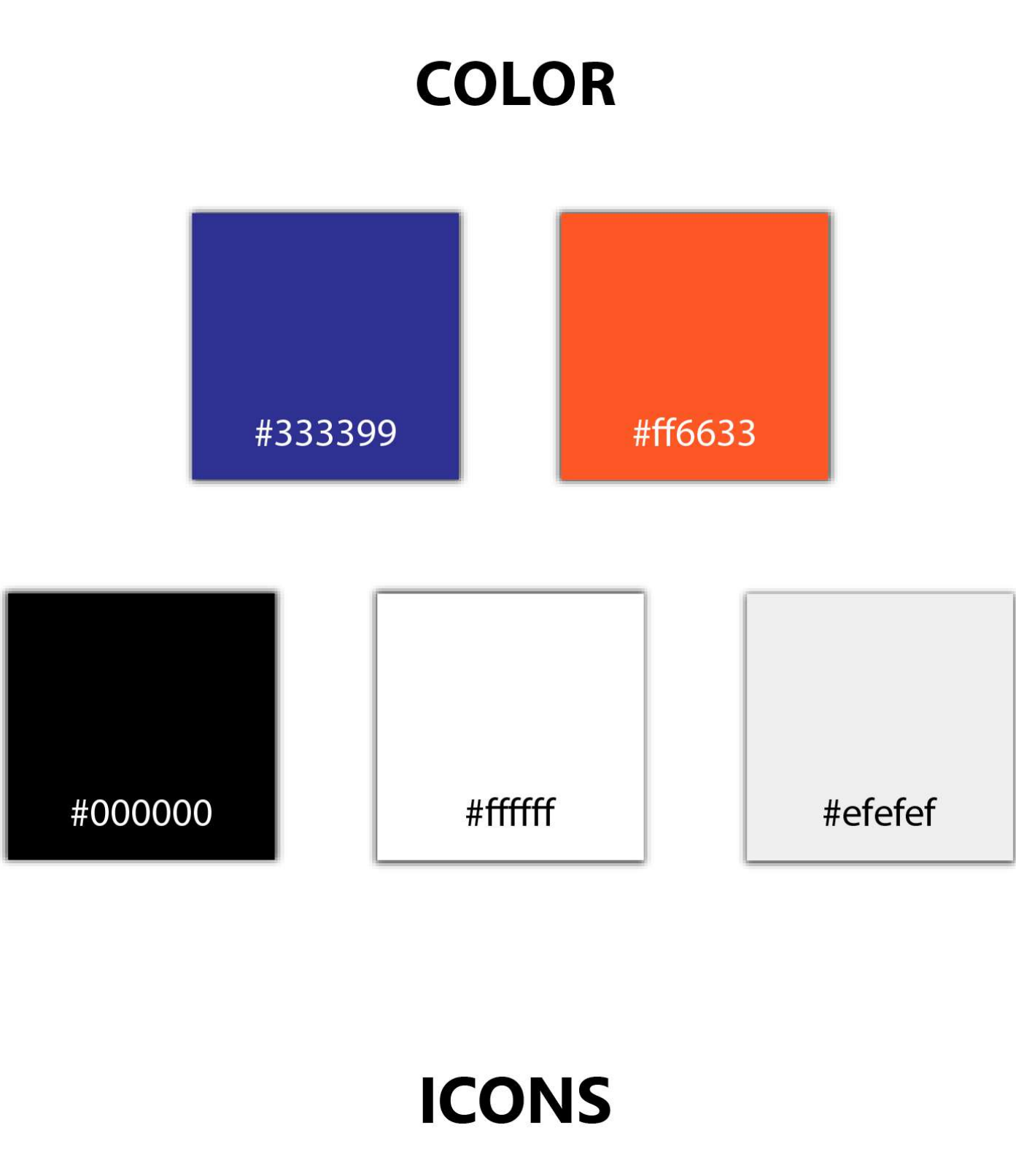


Hi-Fi Prototype

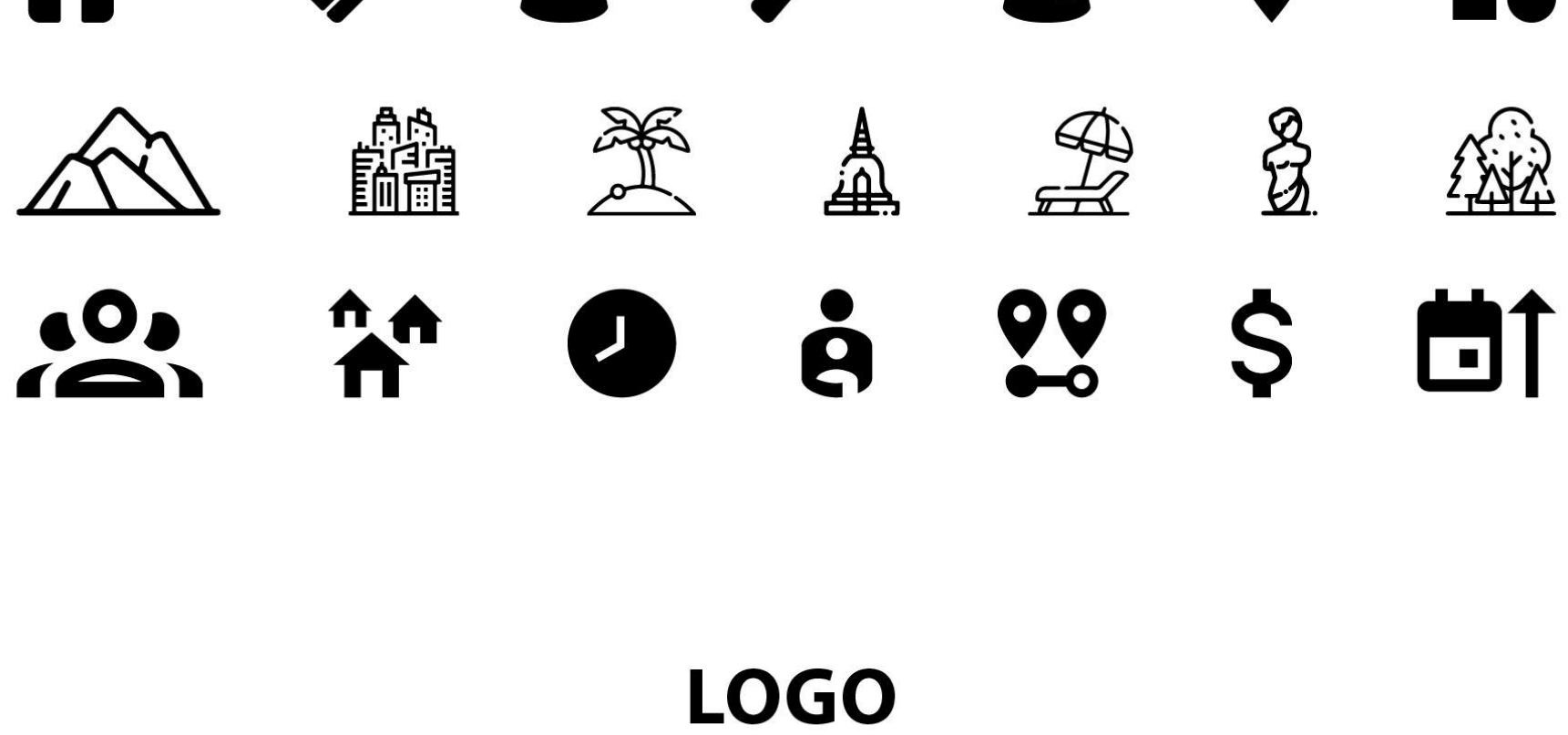


Visual Design

COLOR



ICONS



LOGO

