

## **Navigation Structure**

### **Primary Screen Flow**

1. Welcome Page →
2. Login / Signup Page →
3. Home Page
  - o Bottom navigation enables:
    - Home
    - Search
    - Settings/Menu
    - Profile/User options

### **Secondary Navigation Paths**

From Home:

- Tap vehicle card → Vehicle Details Page
- Tap search icon → Search Page

From Vehicle Details:

- Contact button → Owner Contact Page

From Menu Page:

- Map-based search
- Dark mode toggle
- Multi-language
- Create Account (owner)
- Tourist / Local mode options

“I intentionally avoided complex branching to keep the app beginner-friendly for tourists who may have limited digital familiarity or language barriers.”

## **Key flows**

### **1) Tourist Vehicle Booking Flow**

Welcome → Login/Signup → Home → Search → Vehicle Details → Contact Owner → Confirm

Supports:

- Browsing
- Filtering
- Immediate action (Call/WhatsApp)

## 2) Local Owner Posting Flow

Menu → Create an Account → Owner Post Page → Upload Photos → Submit

Includes:

- Minimum 4 images upload instruction
- Fields for:
  - Price
  - Vehicle model/type
  - Availability
  - Driving option (with/without driver)

## 3) Quick Access Flows

- Menu from any page
- Search accessible from bottom bar
- Notifications icon available globally

These reduce friction and support fast decision-making.

## UX Reasoning

### Target users & personas

Asha (Tourist, 28) — Visiting Sri Lanka for 10 days. Wants a reliable car with driver for island tours. Values clear contact and pickup location.

Mark (Local owner, 45) — Owns a van and occasionally rents it. Wants a quick way to upload photos and share contact info.

Design implications:

- Minimal onboarding; let users start browsing quickly.
- Clear CTAs: View Details, View Contact Details, Post Vehicle.
- Photos and location map are high priority.

### Top user needs

- Fast discovery of available vehicles near their location
- Ability to filter by vehicle type, driver option, and date/price
- Trust signals (ratings, photos, clear owner contact)
- Simple way for owners to post vehicles with pictures
- Map-based pickup location and clear directions

## Tourists

- Simple, fast browsing
- Visual decision-making (photos first)
- Trust + transparency (ratings, availability, pricing)
- Location-based options
- Easy contact (Call / WhatsApp)
- Multi-language (shown in Menu)

Need simple, clear navigation, easy booking steps, visual vehicle previews, map-based search, multi-language support, and safety information.

Quick access to categories – The green “Search Category” button on the Home Page allows locals to jump straight into the vehicle list.

Owner profile transparency – The Owner Page shows a large image, rules, notes, contact number, and direct-call buttons, which builds trust.

## Local Vehicle Owners

- Simple posting process
- Clear image requirements
- Quick approval & visibility
- Ability to manage availability
- Low digital complexity

Need quick access to available vehicles, ability to favorite frequently used vehicle types, and reliable owner profiles.

Posting vehicles for rent – The “OWNER POST PAGE” lets locals upload photos and register their vehicles for rental.

## Both groups

Want an app that is visually clean, fast to understand, trustworthy, and easy to navigate even on small screens.

Clear bottom navigation – Every screen uses the same bottom bar (Home, Settings/Tools, Search, Profile), ensuring easy movement.

Readable layouts – Your chosen card-based layout and large icons make it user-friendly on small screens.

Direct contact options – WhatsApp and phone call buttons simplify communication.

A simple onboarding experience – Your “WELCOME PAGE” with a bold tagline makes it easy to understand the purpose immediately.

Visual browsing of vehicles – The Home Page uses large images and a grid layout to help tourists quickly compare options.

Flexible search filters – The Search Page includes price sliders, location filters, and availability dates suited for trip planning.

Map-based pickup location – The Vehicle Owner Page includes a highlighted pickup location section to help tourists easily find the vehicle.

Multi-language support – The Menu Page clearly lists “Multi Languages,” addressing tourists who may not speak Sinhala/Tamil/English.

## **Design Decisions**

- I designed the screens with minimal text, large touch-friendly buttons, and clear icons to support both locals and tourists.
- Essential actions like Search, Favorites, and Profile are placed in the bottom navigation bar to ensure accessibility.
- Vehicle cards include large images, price, rating, and availability to help users decide quickly.
- Each screen includes consistent spacing and alignment to create a professional, organized look.

Buttons like:

- “Search Category”
- “Search”
- “View Contact Details”
- “Upload Images”

are big, centered, and finger-friendly, which is essential for mobile-first design.

## **Layout & Color Choices**

### Layout Principles

- Visual hierarchy: images at top, actions below
- Consistent spacing prevents clutter
- Bottom navigation supports one-hand use
- Cards and rounded buttons create friendly feel

### Color Strategy

- Neutral base (white/grey) keeps UI clean
- Black accents → premium, automotive look

- Blue buttons → primary action (Login/Register)
- Green buttons → positive confirmation (Book Now, WhatsApp)
- Red highlights → warnings or urgent states (Tourist/Local badges)

### Accessibility Considerations

- Large text on Welcome/Login
- High contrast UI
- Minimal icon overload
- Toggle switches for:
  - Dark mode
  - Notifications

This makes the app usable across age groups & environments.

Your interface uses a bright coral-red background, which:

- makes the UI energetic and lively,
- fits well for mobile UI (high contrast),
- attracts users' attention.

### Black & White Text for Clarity

The high contrast ensures readability even outdoors, which is ideal for travelers.

### Green for Key Action Buttons

The green “Search Category” button stands out strongly against the coral background. This makes it:

- easy to find,
- easy to understand,
- immediately actionable.

### Blue Action Section (Vehicle Details Page)

The Vehicle Details page uses a blue section for “View Contact Details,” making the primary CTA more visible.

### Profile Images + Round Icons

Tourists and locals both rely on trust. Your use of:

- profile pictures,
- rounded icons,
- WhatsApp green button,

builds trust and improves visual friendliness.

## Why the Experience Flow Is Simple and Usable

### Clear Page Labels

Each screen is titled:

- Welcome Page
- Home Page
- Search Page
- Vehicle Details Page
- Vehicle Owner Page
- Owner Post Page
- Menu Page

This makes the navigation logical and predictable.

### 3–4 Step Booking Experience

From what you designed, the user can:

1. Browse vehicles
2. Filter
3. View details
4. Contact owner

This reduces friction and supports quick decision-making.

### Multi-Language and Safety Tips

In the Menu Page, you clearly include:

- Map Based Search
- Multi Languages
- Safety Tips for Tourists

These options make the app more inclusive and safer for diverse users.

### Consistent Icon Placement

Icons remain in the same location across screens:

- Search icon
- Home icon
- User/Profile icon

This consistency eliminates learning time and enhances usability.