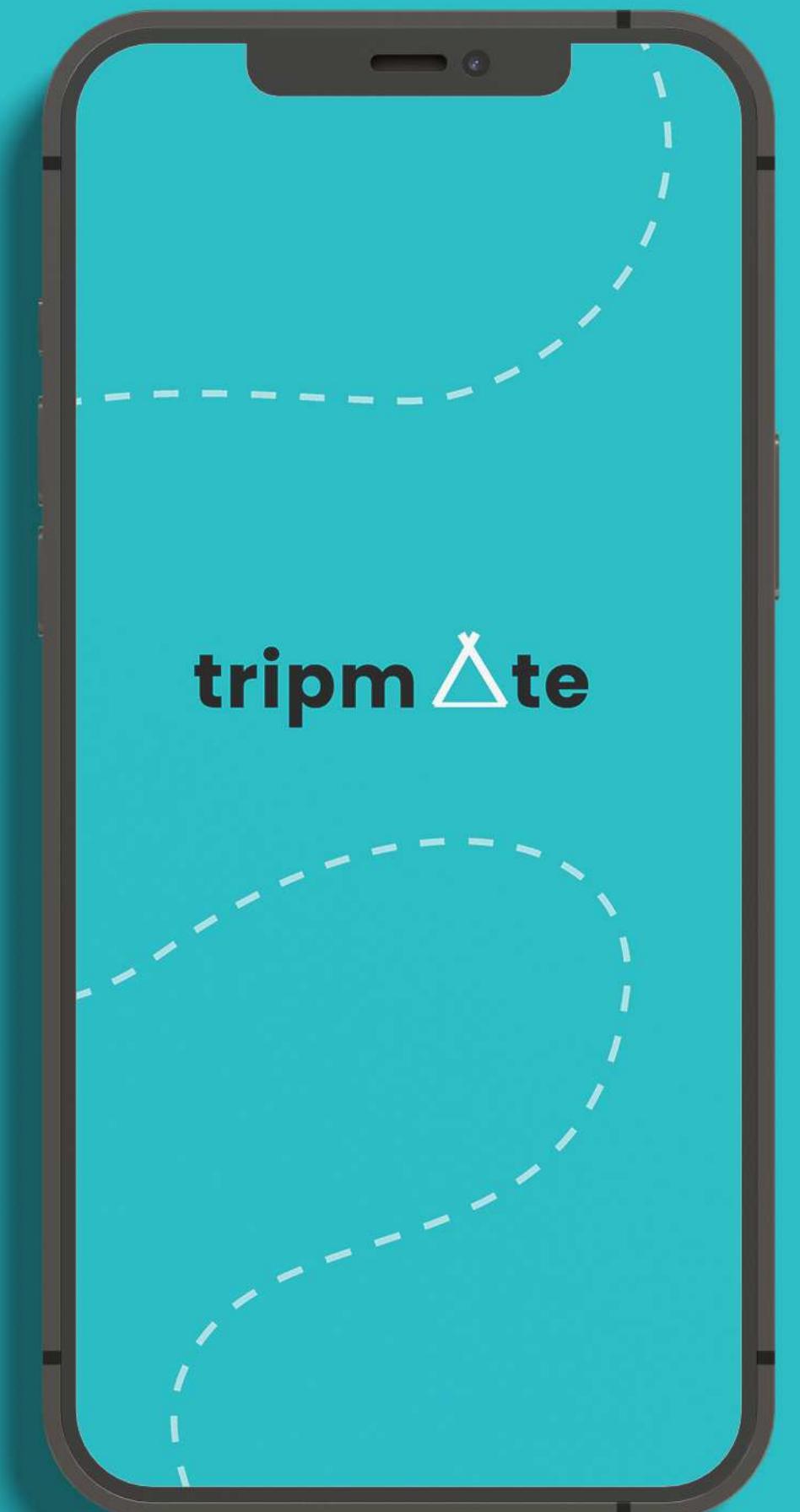




TRAVEL APP UI/UX



The project was to discover, define, develop and deliver an app idea. Analysing its scope in market, target audience and how it can be different from the competitors.

The first stage (Discover) deals with the problem which needs to be solved. The second stage (Define) is to analyse the information gathered. Then we have (Develop) come up with the possible solutions. Which later on helps to (Deliver) implement it.

UX PROCESS

PRODUCT DEFINITION

Defining the product

Understanding its needs

User identification



RESEARCH

User Research

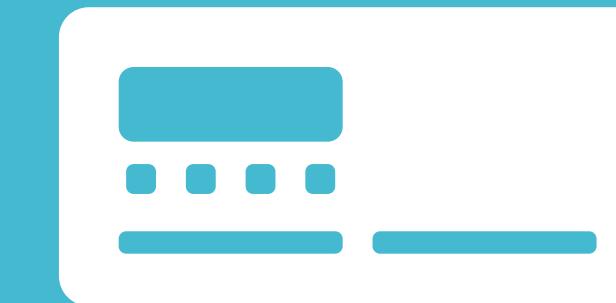
Market Research



ANALYSIS

SWOT Analysis

User Persona



DESIGN

User flow

Sketching

Wireframes

Prototypes



User Testing



VALIDATION

ABOUT TRIPMATE

TRIPMATE

Tripmate helps you to find the undisclosed tourists spots near the areas of your preference. Tripmate helps you to track the data of the new spots you found, and the time you enjoy meeting others and spending your time wisely. Than spending it on the virtual world. You can also host your space and earn. Visit more spots and earn tripmate supercoins, which you could redeem for discounts in hotels and other stays.



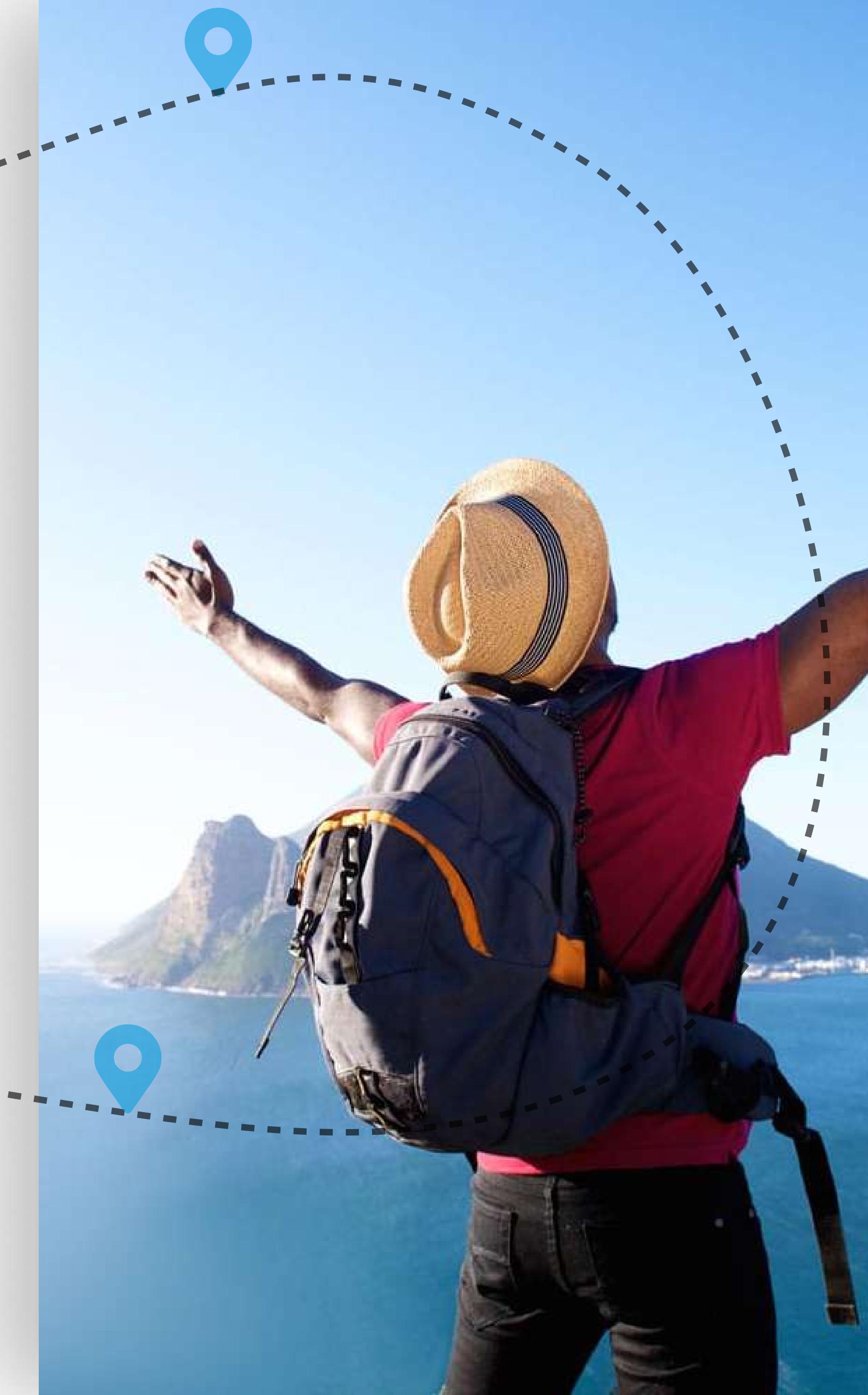
OBJECTIVE

The main objective of the app is;

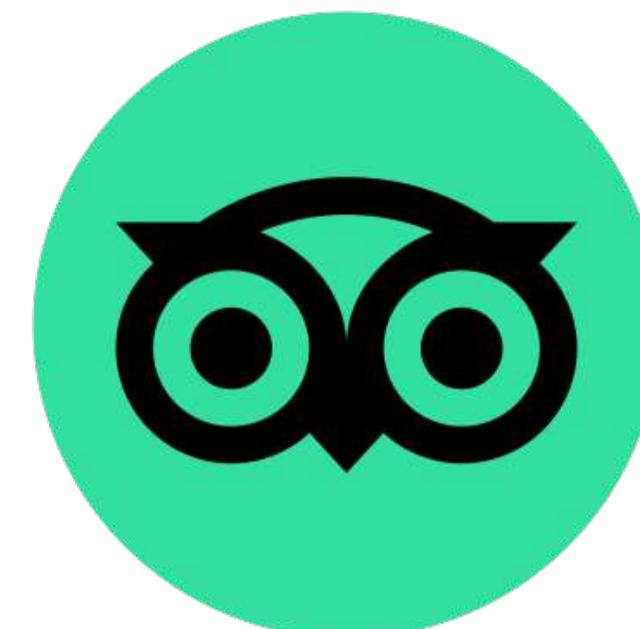
- To reduce the use of social media and explore the nature.
- Find the best budget oriented vacation spots and stays.
- Make your mind and body refresh and energetic

Target audience

- Social media addicts
- globetrotter
- Explorer



COMPETITORS



Tripadvisor

An American online travel company that operates a website and mobile app with user-generated content and a comparison shopping website. It also offers online hotel reservations and bookings for transportation, lodging, travel experiences, and restaurants.



Operates an online marketplace for lodging, primarily homestays for vacation rentals, and tourism activities.

trivago

Trivago is a hotel search with an extensive price comparison. The prices shown come from numerous hotels and booking websites.

ANALYSIS

USER PERSONA **MARTIN**



"I really want to explore the nature than wasting time in social media."

AGE: 22

DEGREE: Btech

LOCATION: Ernakulam

ABOUT

Martin is a Btech graduate in computer science. He values his time more and has avoided spending time in social medias. He thinks that use of social media has taken most of his time and energy. So he thinks that people should explore the nature around them more, than getting likes and subscribers.

WANT/NEEDS

- He want people to reduce their social media activities.
- Explore the nature, find more time to learn new things than using social media.

CURRENT FEELING

- Stressed
- Lack of concentration
- Exhausted
- Concerned

PERSONALITY

PASSIONATE

OPTIMISTIC

MOTIVATIONAL

MOTIVATION

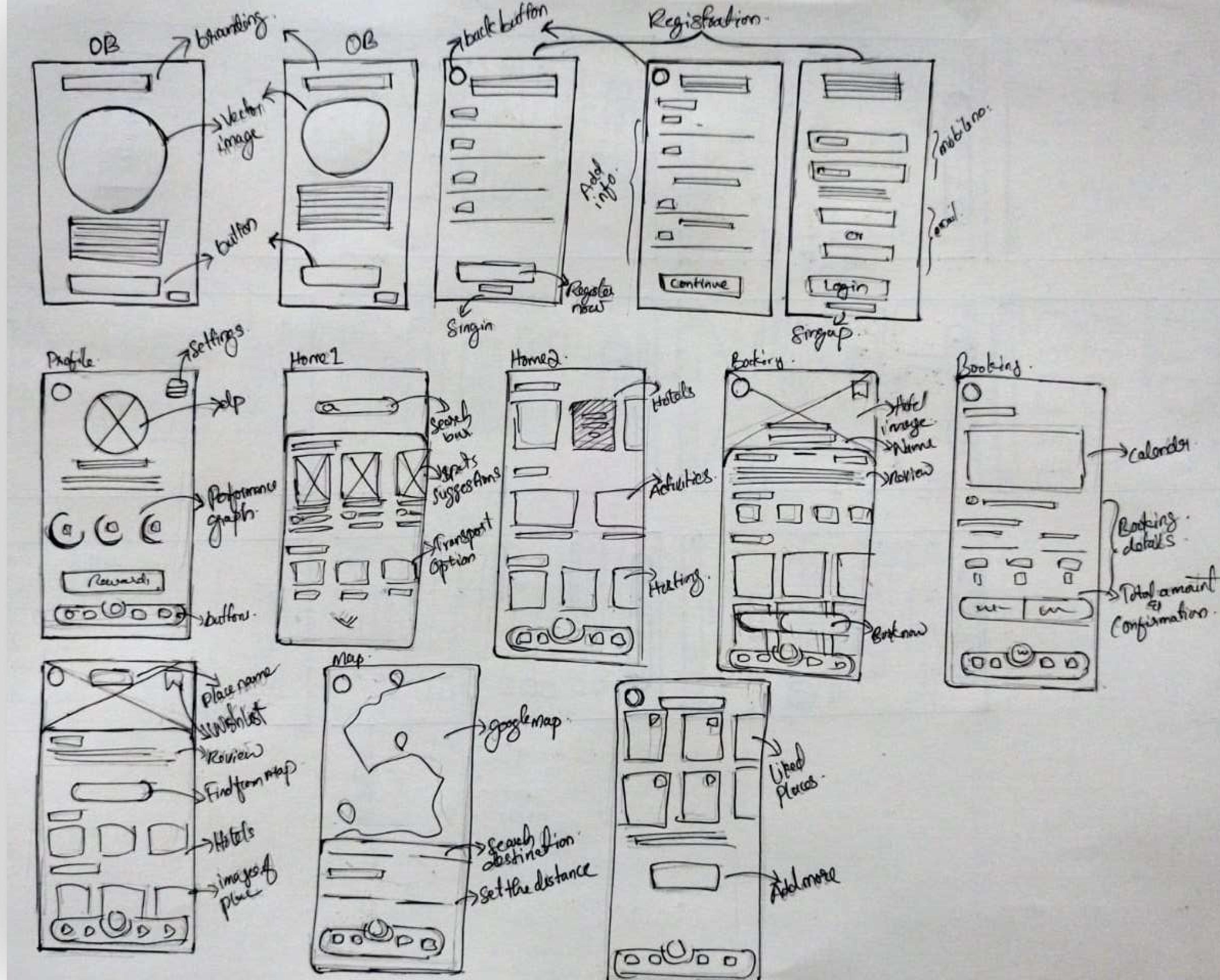
- Helps in exploring places that will refresh the minds.
- Benefits in home stays and other similar objectives.
- Better for experiencing lesser known destinations.

INFORMATION ARCHITECTURE



At this stage things were done carefully, the aim was to set the whole things simple and easy access for the user. The IA of the app was created so that user can adjust to the functionality of the app easily.

Wireframe-Low fidelity



Font Family - 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

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Typography

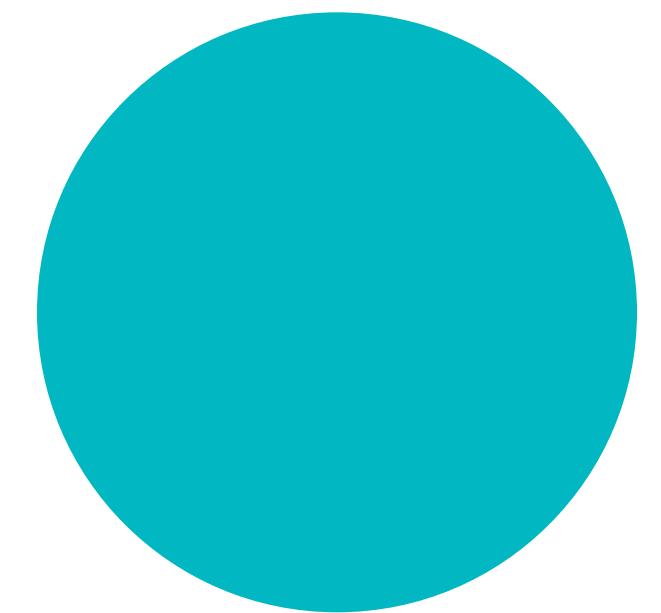
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SEMIBOLD

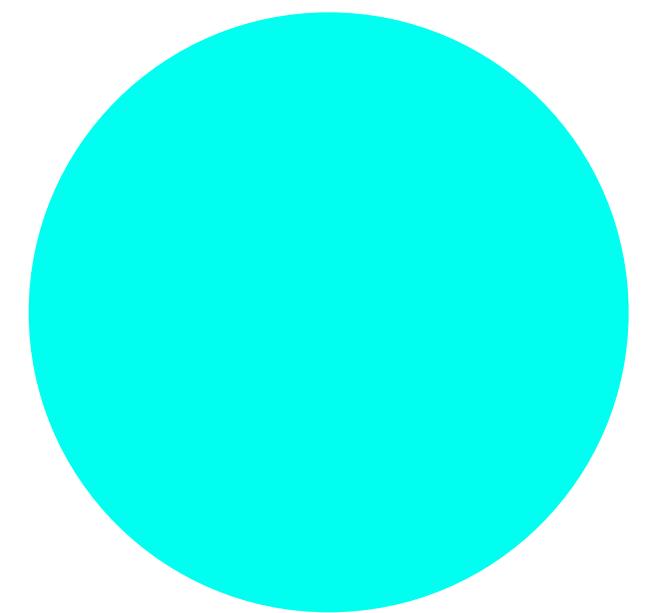
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REGULAR

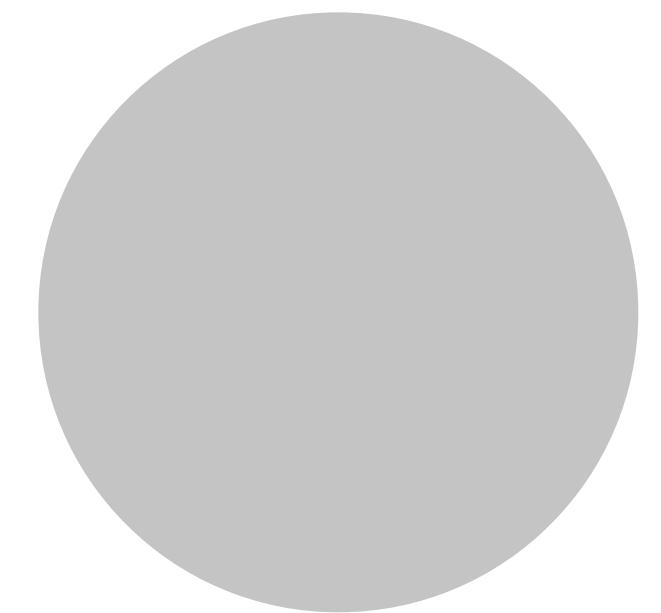
Color Palette



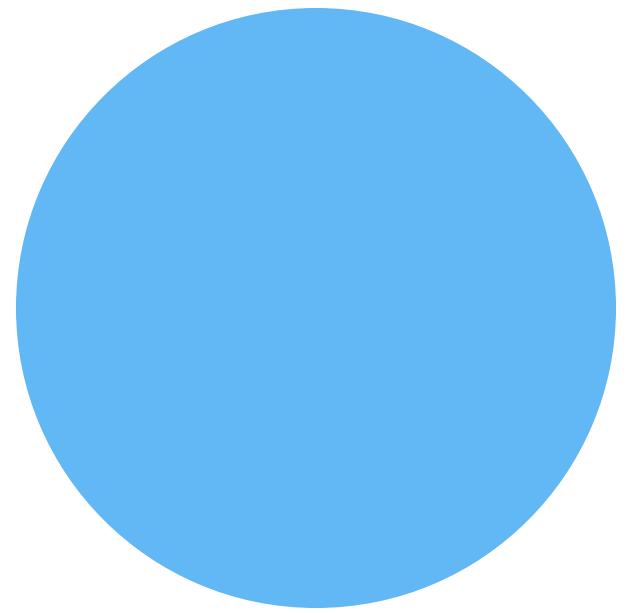
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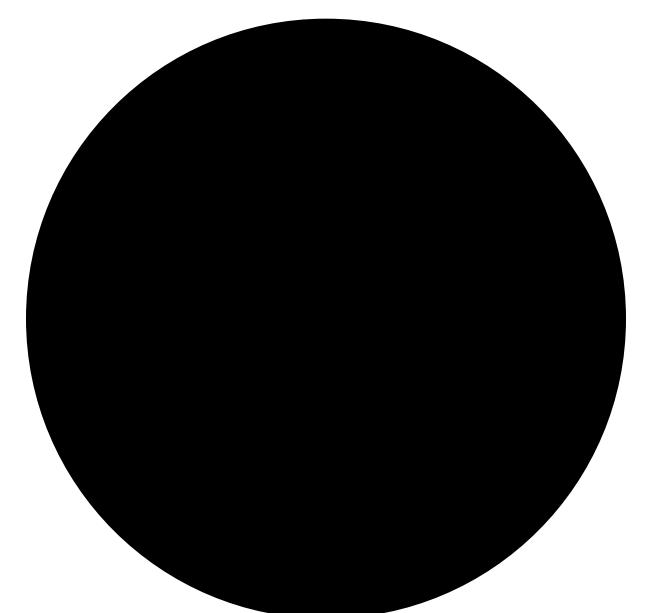
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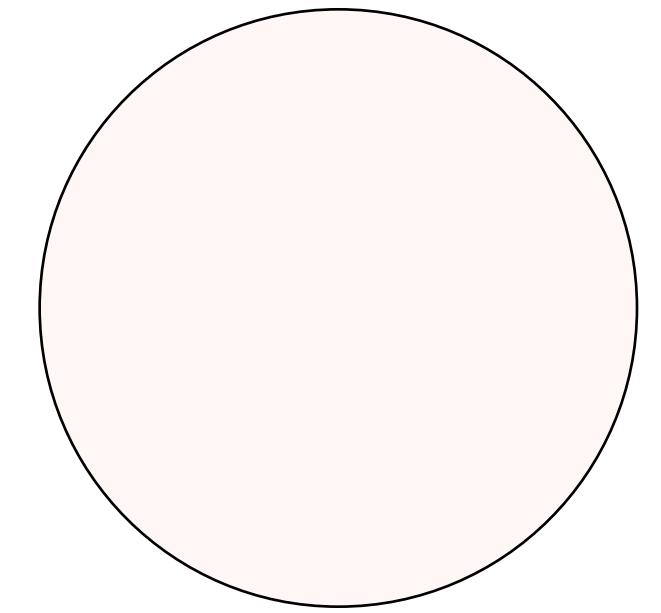
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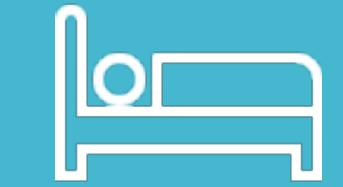
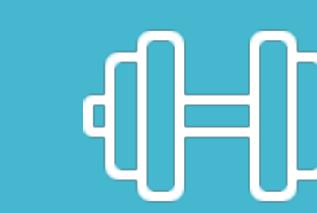
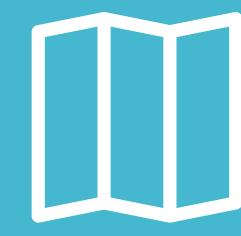
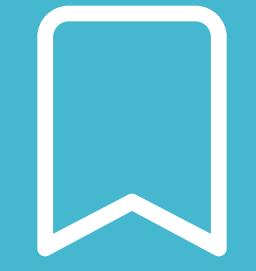
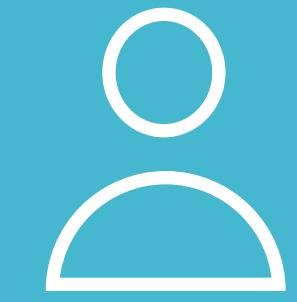


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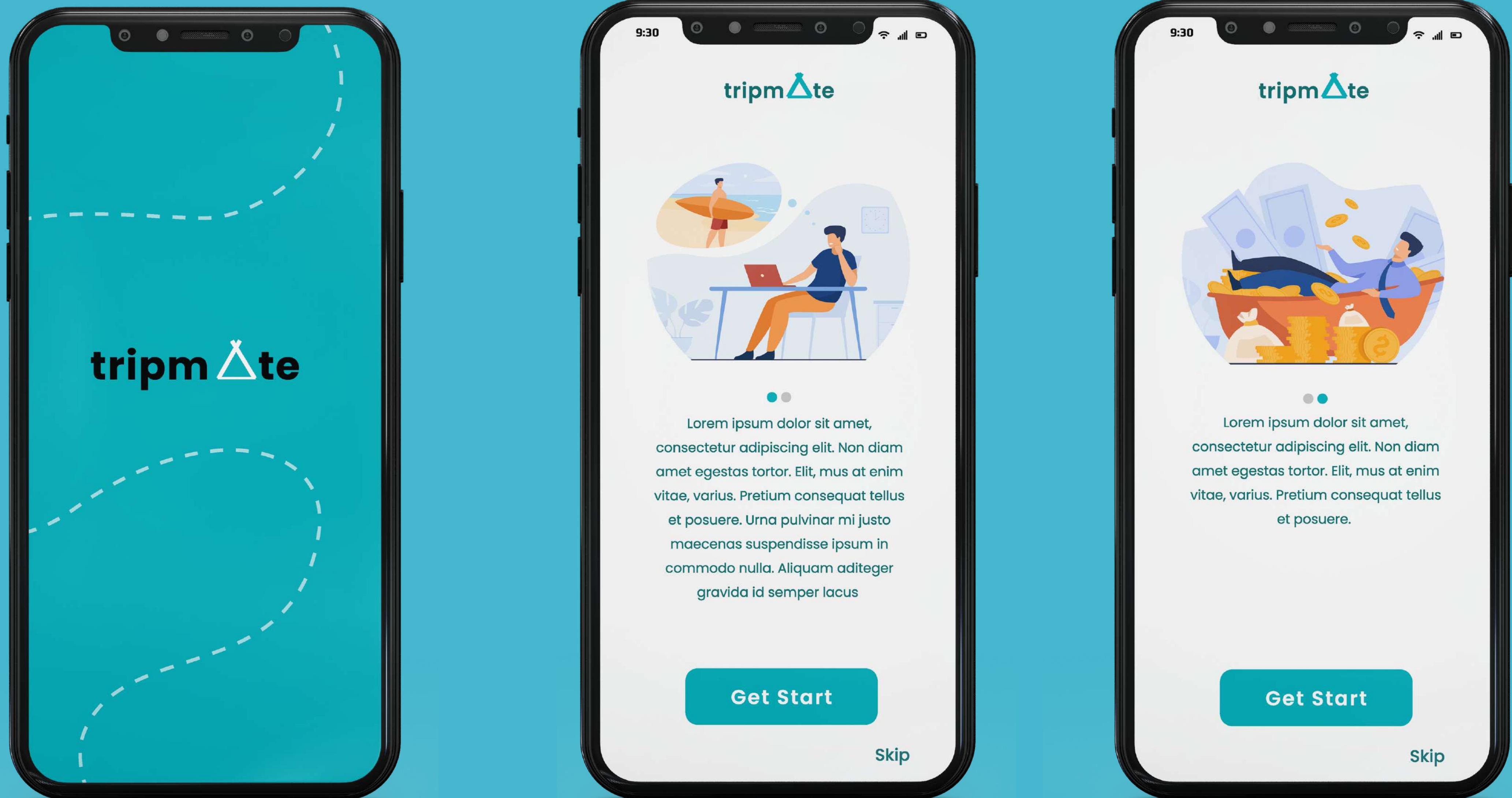
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Icons



High-Fidelity

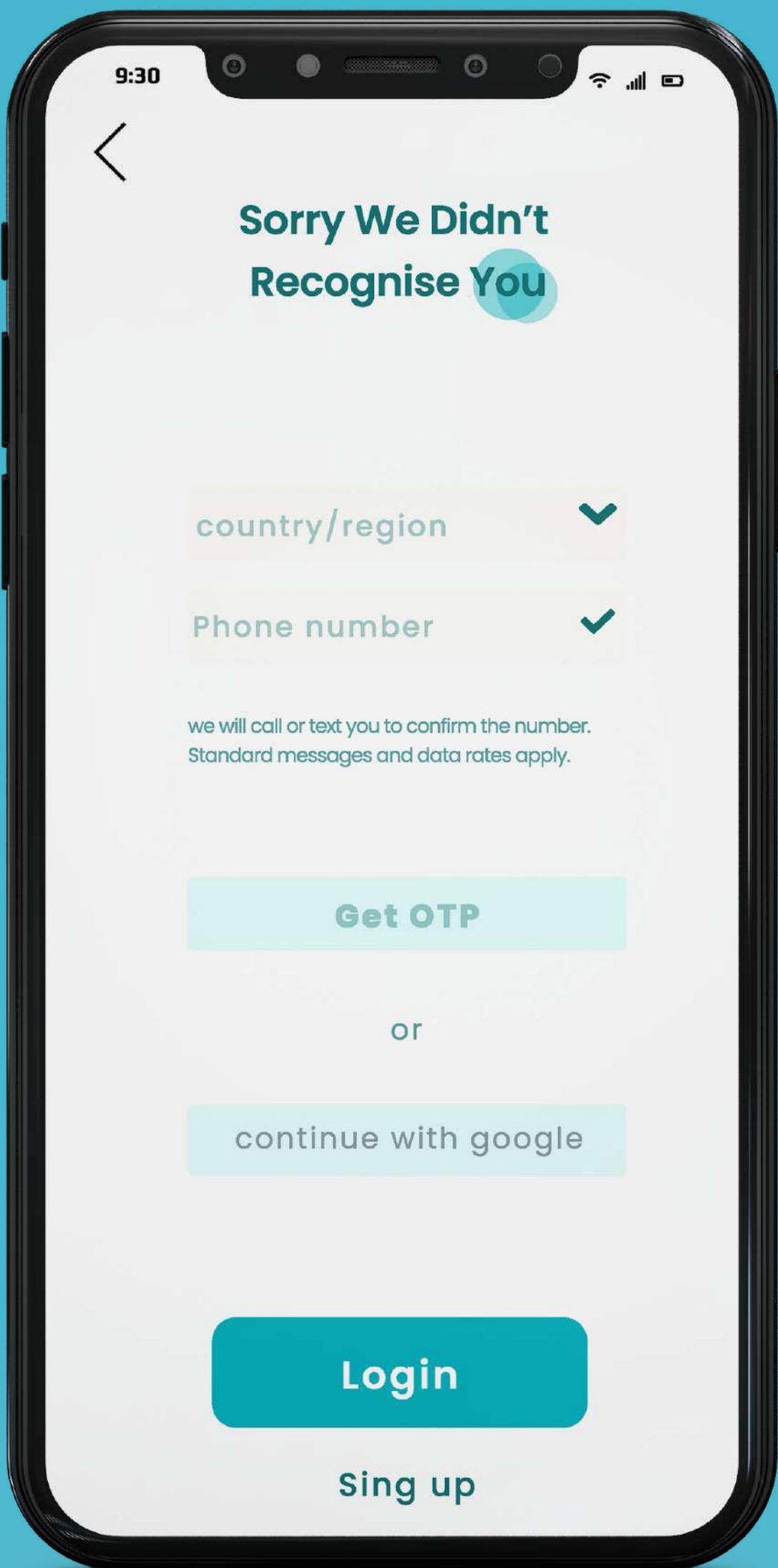
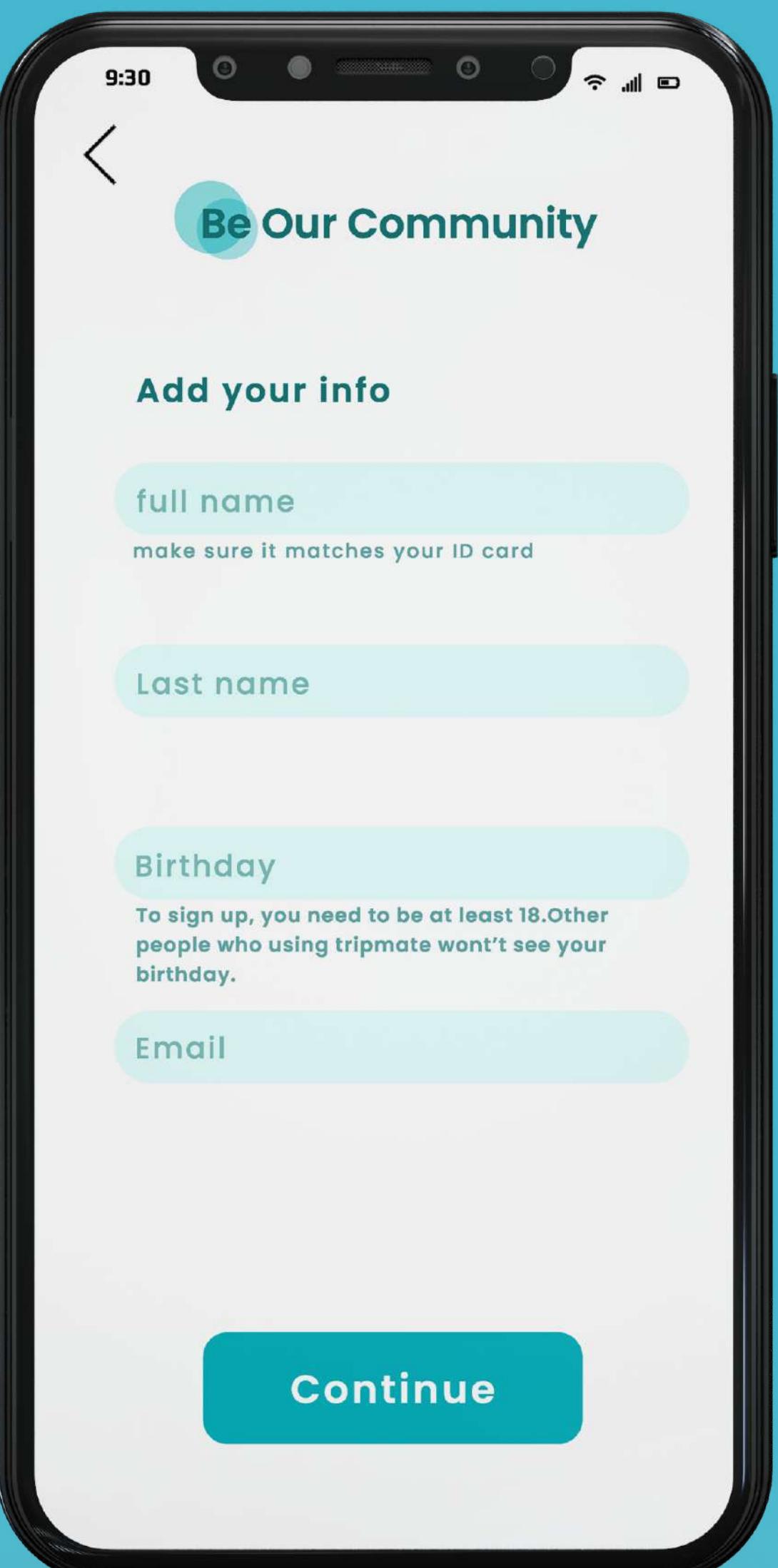
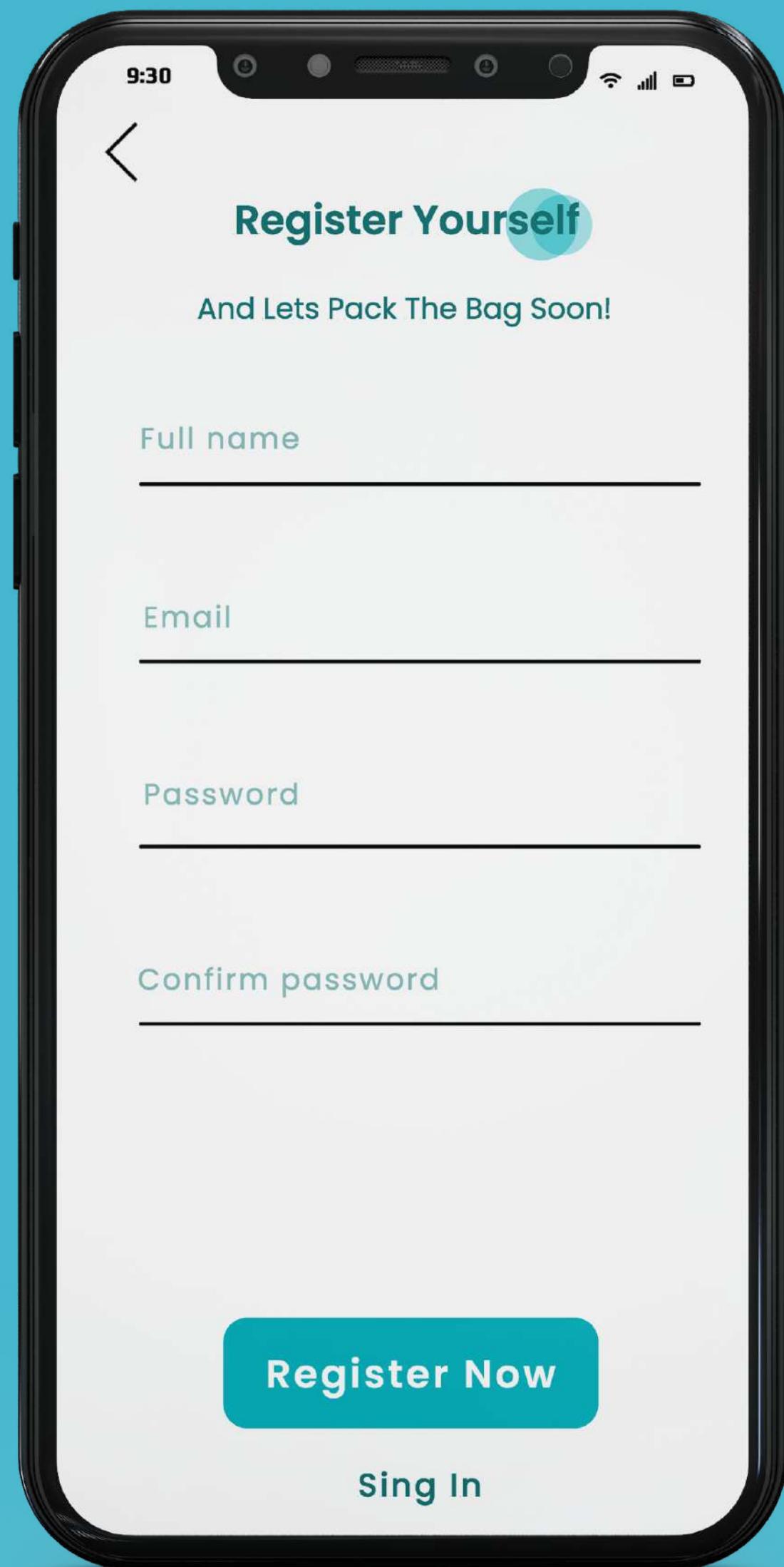
ON BOARDING



The on boarding is simple as it is just a brief on tripmate community and how user can get tripmate supercoins. User can read the brief or just skip to the sing up page and login.

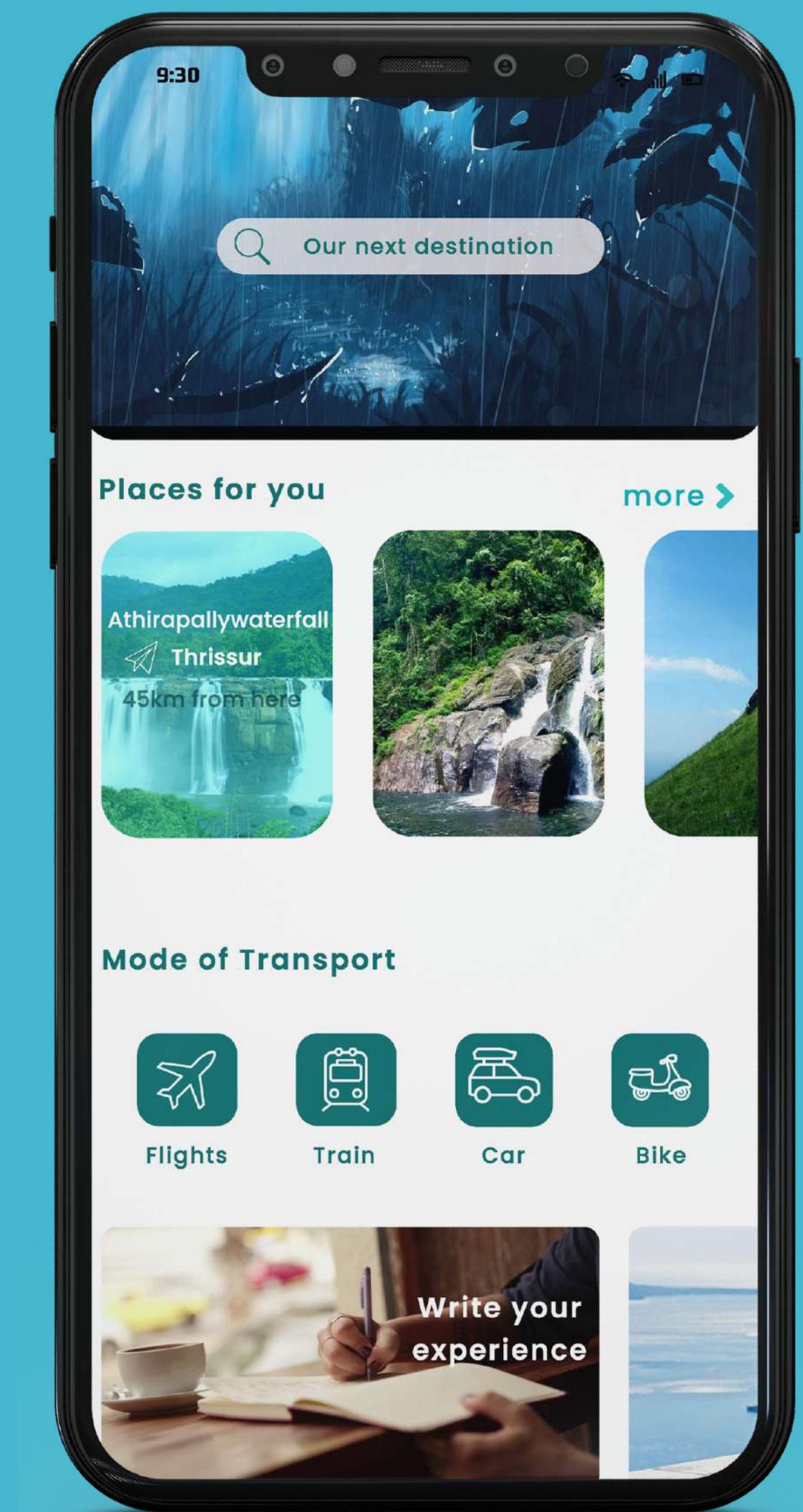
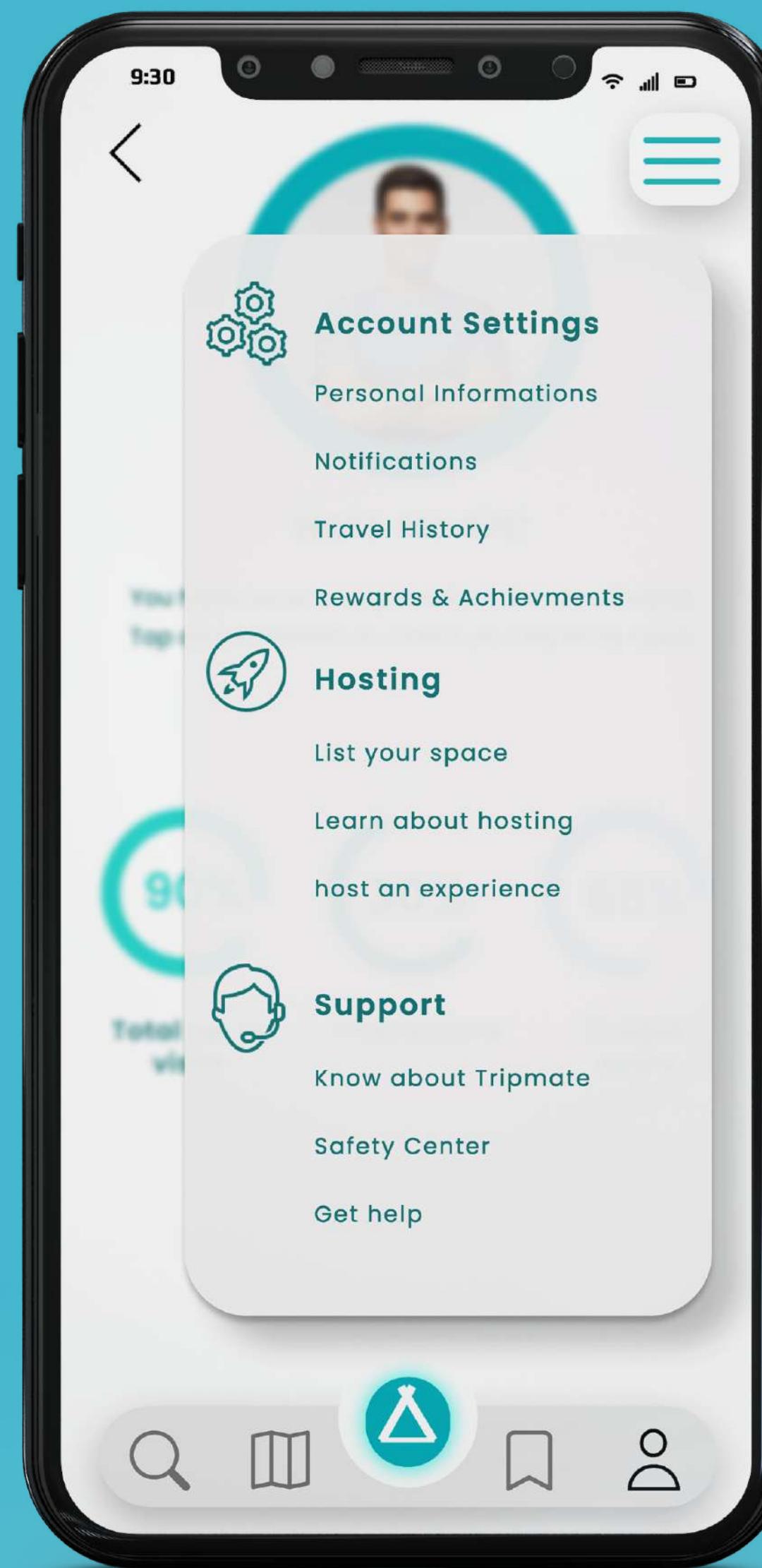
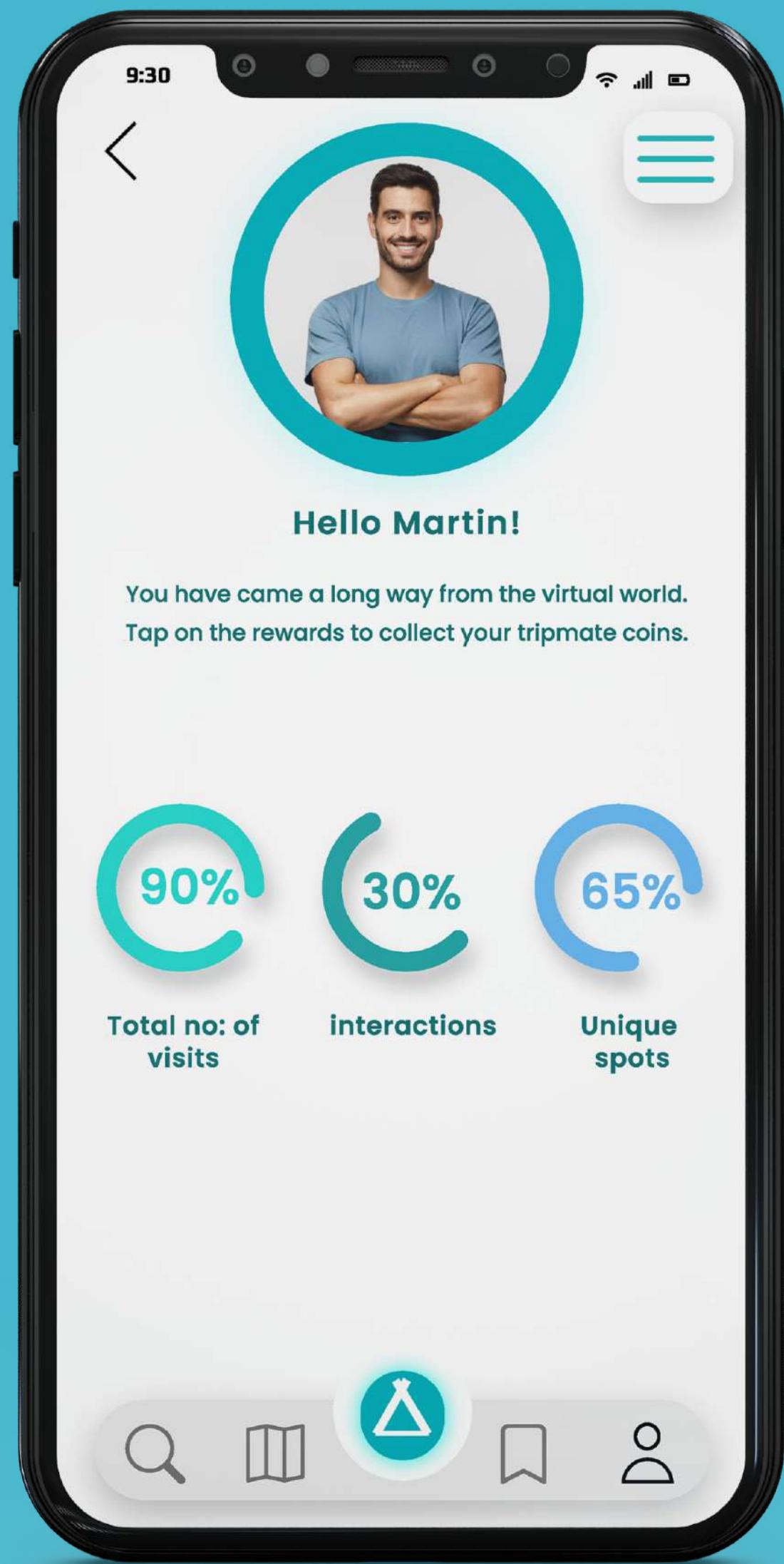
REGISTRATION

High-Fidelity



High-Fidelity

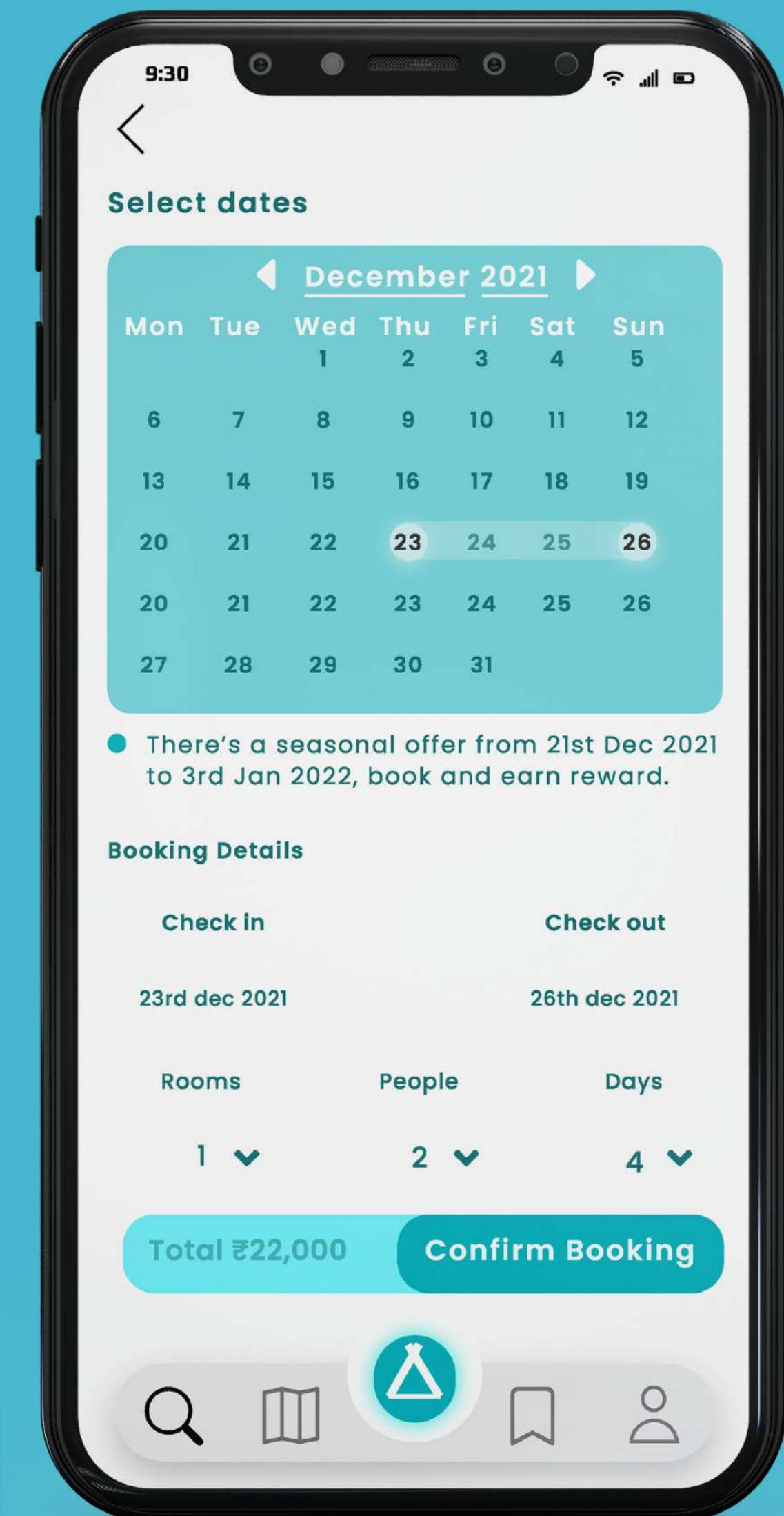
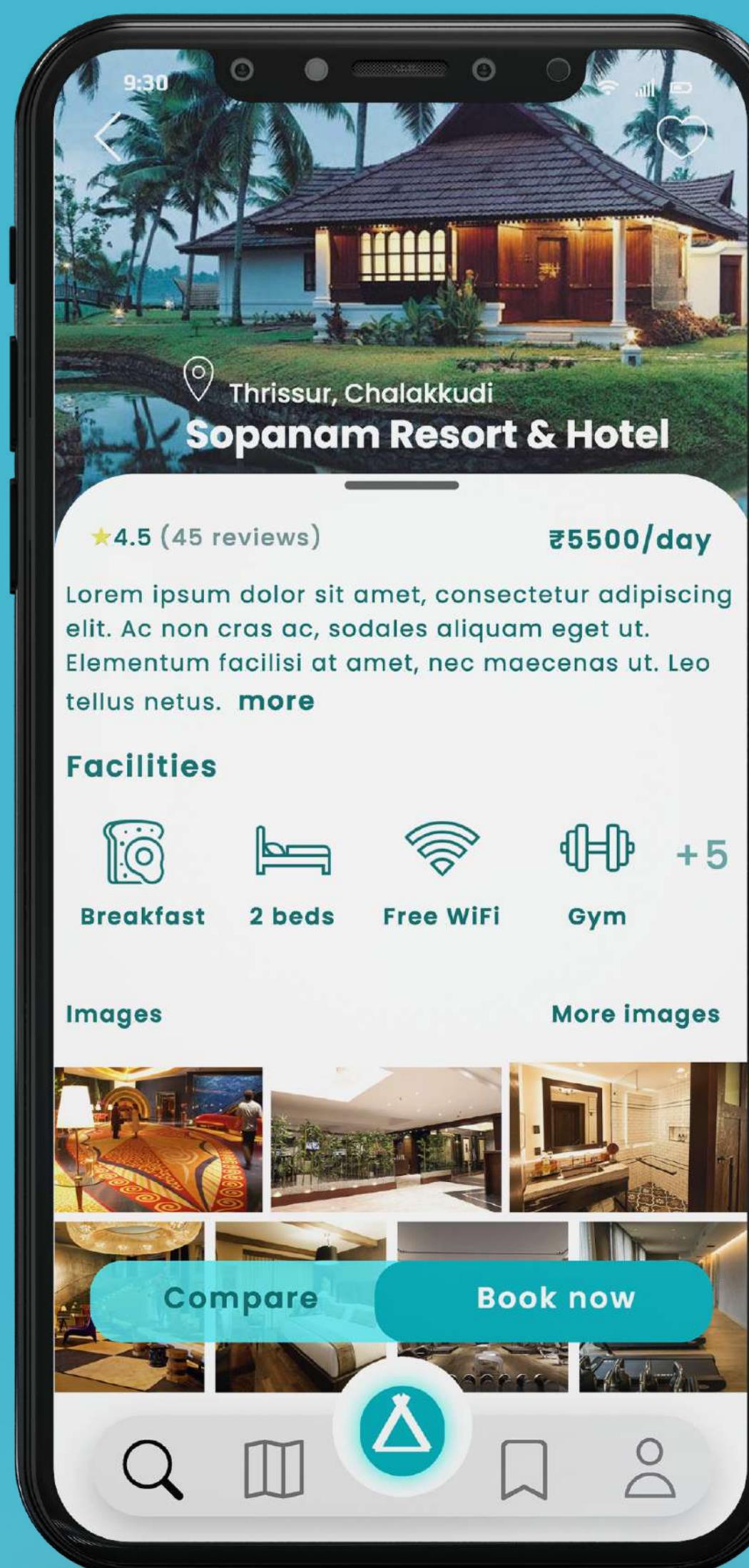
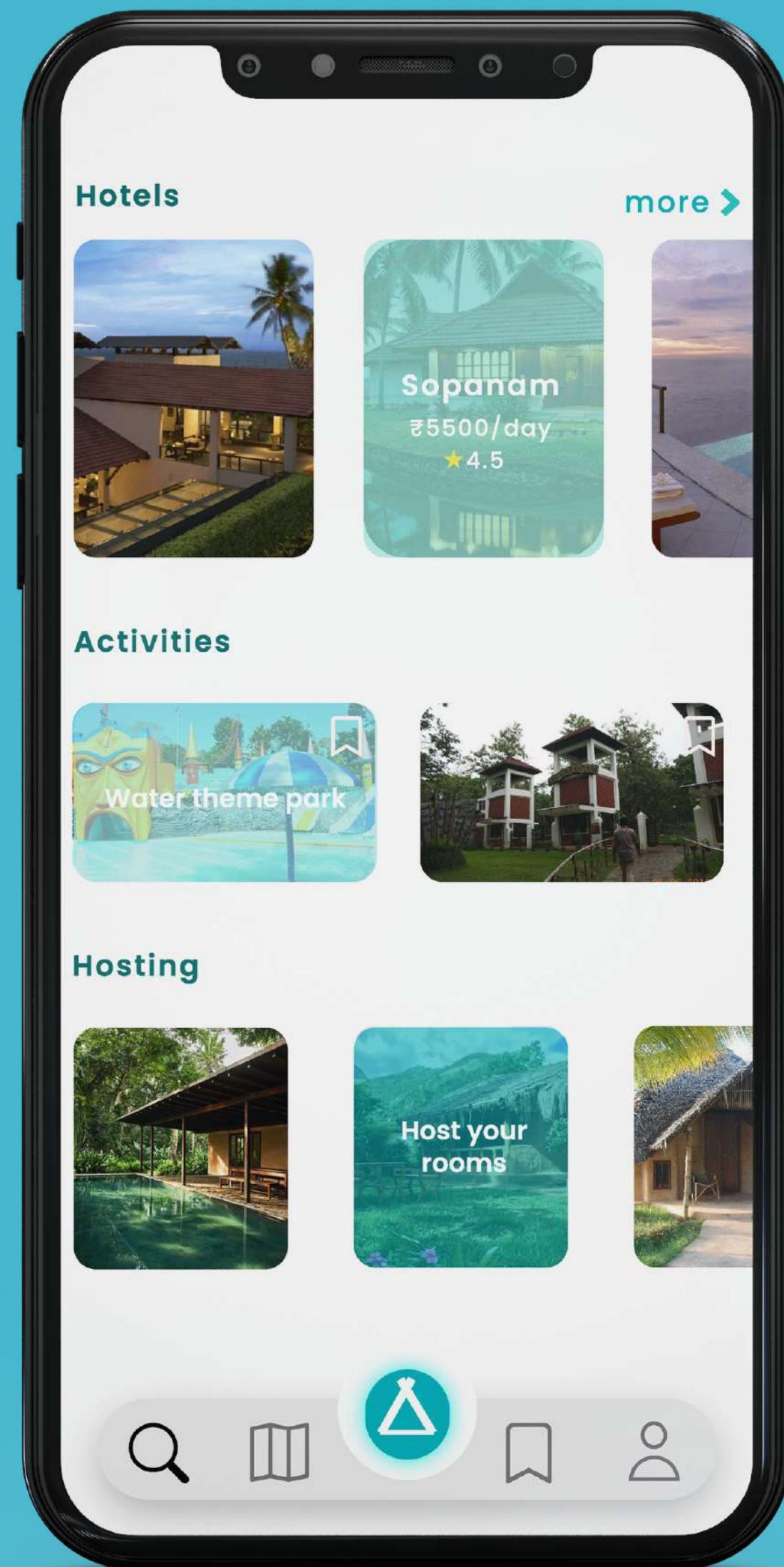
PROFILE & EXPLORE



Rather than making the home screen and profile content heavy. Our concept was to make it clean and simple, so that if you want the details just hover over the images.

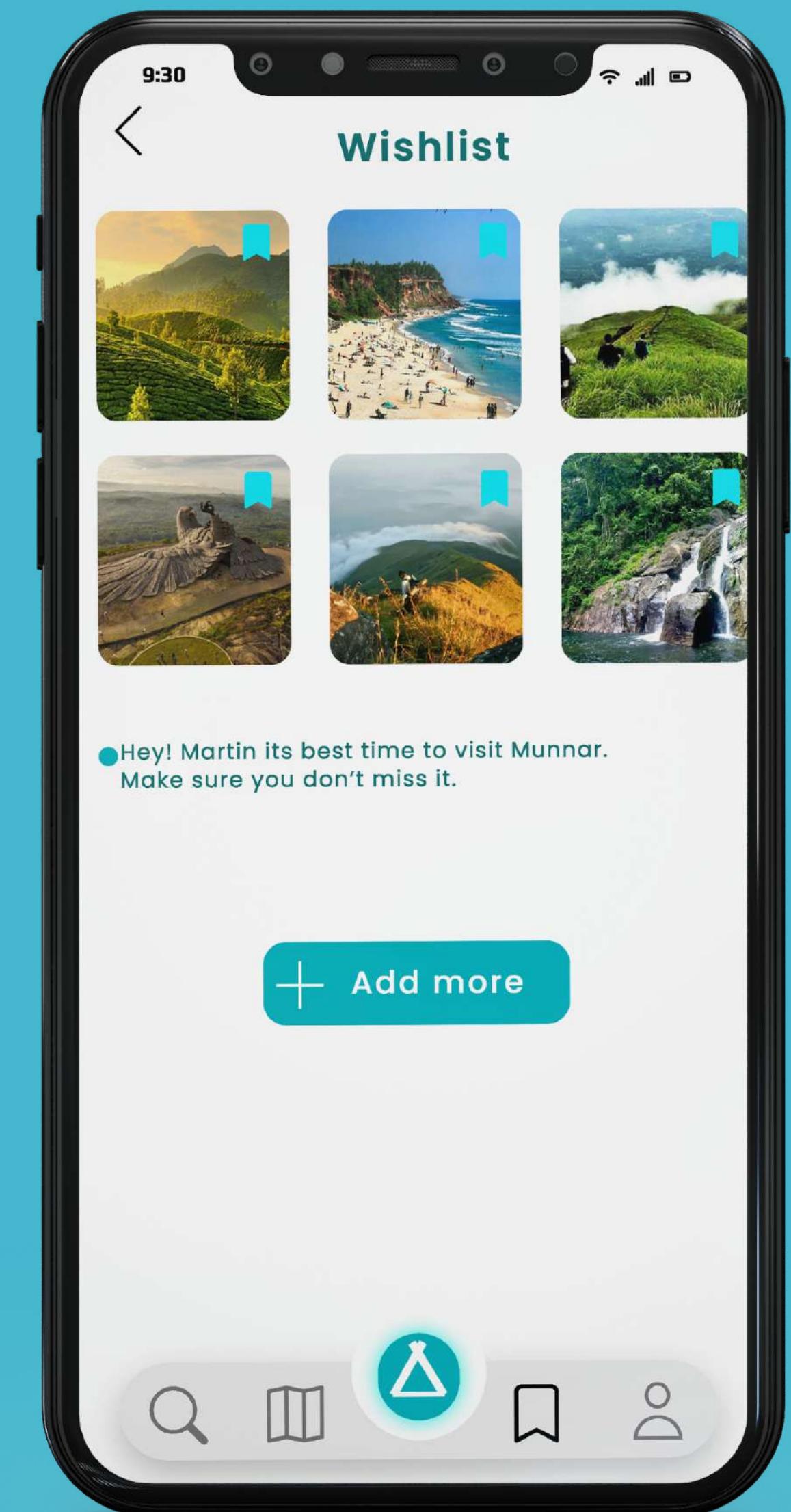
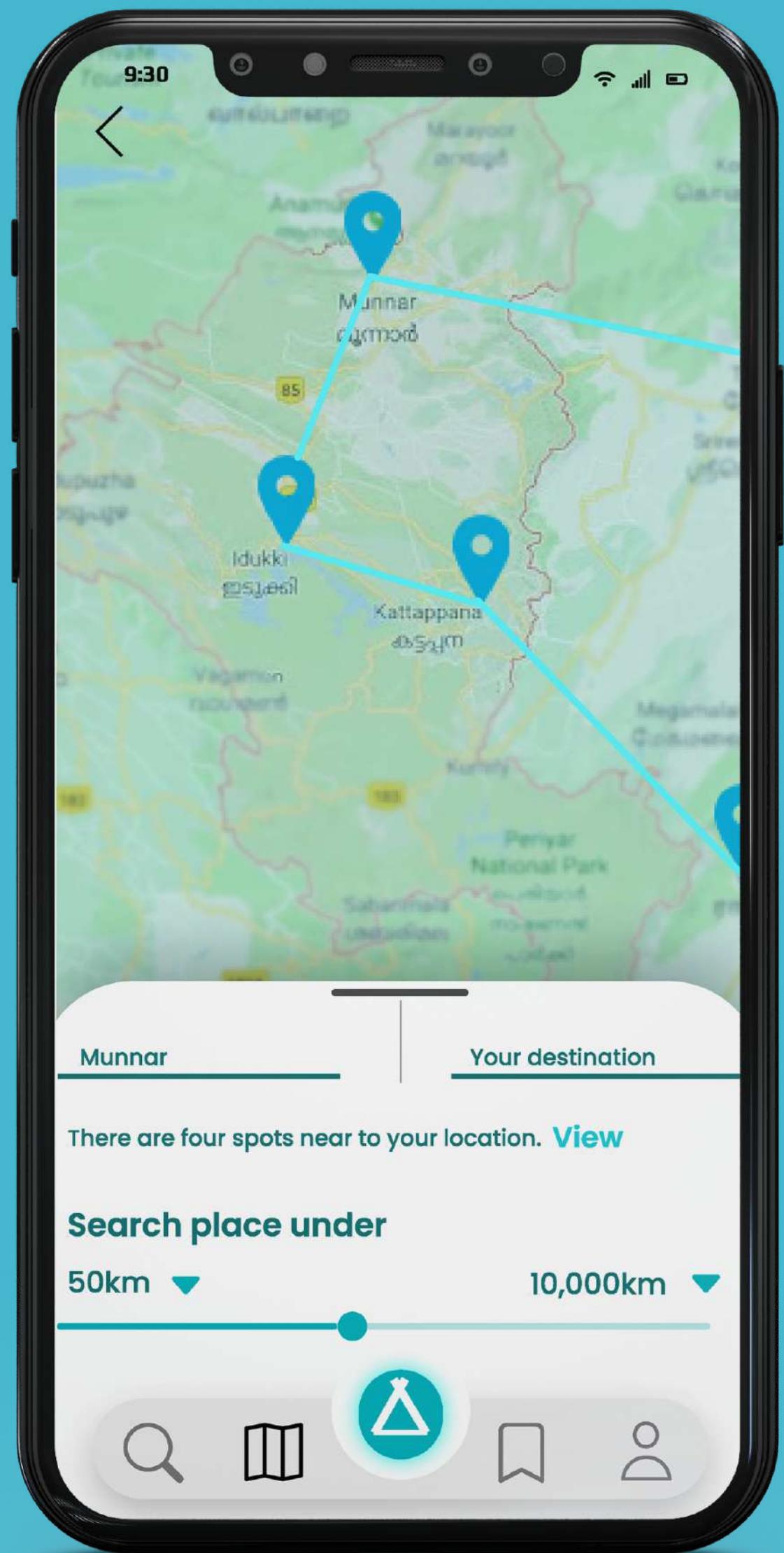
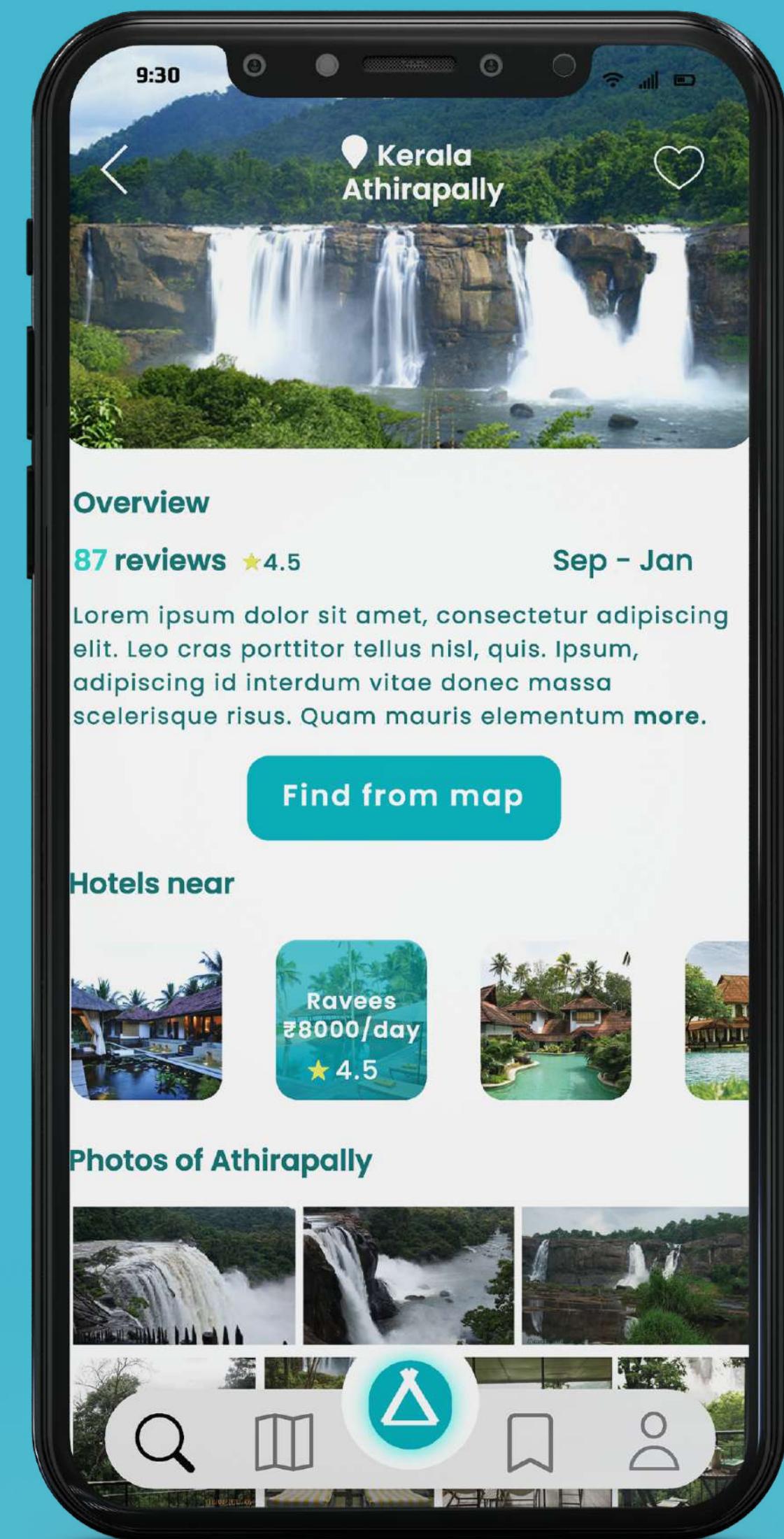
High-Fidelity

FIND YOUR HOTELS AND BOOKINGS



High-Fidelity

PLACES FOR YOU & WISHLIST





LET'S GO EXPLORE

