YATRA

A mobile application which allows user to book the tickets for pilgrim places from with lowest packages available for all

UX/UI Design Case Study

PROBLEM
PROBLEM STATEMENT

The user needs safest bus journey without getting any troubles

SOLUTION
SOLUTION

1. User need to check the travel history & owner must be maintain the vehicles in good conditions with also the senior drivers.
2. Before starting the bus they should want to check the weather conditions.
3. They should maintain the alternate buses and they want to give the insurance for every user

DESIGN PROCESS
DESIGN PROCESS

Research

Defining Problem

User Personas

Empathy Mapping

Ideation

User Stories

User Flow

User Interface Design

RESEARCH
RESEARCH

In this process we interacted with some people who are faced these type of situations & Interviewed them to get a valuable information.

User Questions

Tell me your travel booking experience ?
How about your payment experience ?
Tell me more about the customer care or call center experiences ?
Have you face anyofficulty during your booking ?

DEFINING PROBLEM
USER PERSONAS

SAL25
Logistics Supervisor

BIO
He's worked in logistics operations in hyderabad for's so much over while travelling

GOALS
Use Bus Pass Mobile App to reduce the distribution on bus passes, increase Bus Pass Payment and to the complete analysis tool

MOTIVATIONS
Reliability
Speed
Convenience
Flexibility

TECHNOLOGIES
Java, net
Digital Marketing
Social Media
DTT Platform

FRUSTRATIONS
Bus Pass Distribution is a lot of work, and is prone to errors. Bus Pass Payment is a pain for Pass holders. Pass holders are frustrated when the Pass Distribution Process is unpunctual or proper info

CHARACTER
Reliable — Reckless
Organized — Messy
Patient — Impatient
Friendly — Hostile
Flexible — Rigid
Calm — Panicky

ESWAR,35
Business Owner

BIO
He's worked in Business analyst in MNC Company he spent most time for travelling with family

GOALS
Safe Fast Journey
Bus Pass Mobile App
Live Bus Track app
To be comfy on travel

MOTIVATIONS
Reliability
Speed
Convenience
Flexibility

TECHNOLOGIES
Digital Marketing
Social Media
Java & Python
DTT Platform

FRUSTRATIONS
Bus Pass Distribution is a lot of work, and is prone to errors. Bus Pass Payment is a pain for Pass holders. Pass holders are frustrated when the Pass Distribution Process is unpunctual or proper info

CHARACTER
Reliable — Reckless
Organized — Messy
Patient — Impatient
Friendly — Hostile
Flexible — Rigid
Calm — Panicky

EMPATHY MAPPING
EMPATHY MAPPING

SAYS
Is travel comfortable days there are many issues are there but I choose RTC bus because it's safe
2.The executives want to improve their responsible during on duty.
3.I'm just satisfied with the cover and they want to improve their service

THINKS
1.Maintaining cars is one of the called for the bus journey and the need to improve the bus journey safety
2.While I'm travelling the I'm very nervous about the safety of the bus and the bus safety. I choose and certify bus is the safe bus
3. I think to book the ticket on online because of stress many office

FEELS
1. I feel very normal to book a ticket on online platform
2. RTC is the safest & secure for the bus journey
3.I feel bad, while doing a journey because while generating the OTP it comes late to the Expected is excluded

DOES
1.The users clear very good and the service is satisfactory
2. Executives want to their work on time
3. Customer care
1. I Wished if, one touch bus app are the single tickets for me, I talk to Driver very friendly & RTC they don't do the work I wished

IDEATION
USER STORIES

I had conducted user research according to that we have created user stories and created scenes for that by conducting user survey

As a user I want to book a ticket without any issues

Company has to provide safety and security

Want to check bus history I want to see

Company should provide free shuttle in a reasonable price

As a user I want to know the bus is safe and working while it is a reliable for the user

They need to check the bus, the bus should be in good condition and they and the mistake they want to improve the service

Company must be updated every time with everything required

As a user I want to know the bus is safe and working while it is a reliable for the user

They need to check the bus, the bus should be in good condition and they and the mistake they want to improve the service

Company must provide the service time with some bonus without delay

As a user I want to know the bus is safe and working while it is a reliable for the user

They need to check the bus, the bus should be in good condition and they and the mistake they want to improve the service

Company should provide the service time with some bonus without delay

USER FLOW
USER FLOW

USER INTERFACE DESIGN
USER INTERFACE DESIGN

Color Theory

Typography

ROBOTO

Aa

abcdefghijklmnopqrstuvwxyz

Style	Weight	Size
Lorem	Light	12px
Lorem	Regular	14px
Lorem	Medium	16px
Lorem	Bold	18px
Lorem	Extra Bold	20px
Heading	Regular	27px
Heading	Bold	36px

Icons

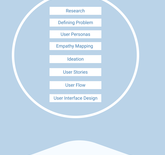
Buttons

HIGH FIDELITY SCREENS

Splash Screen
Onboarding Screen 1
Onboarding Screen 2

MAIN SCREENS

OTHER SCREENS



THANKS FOR WATCHING