



Hello

I'm **Anamoul Rouf**

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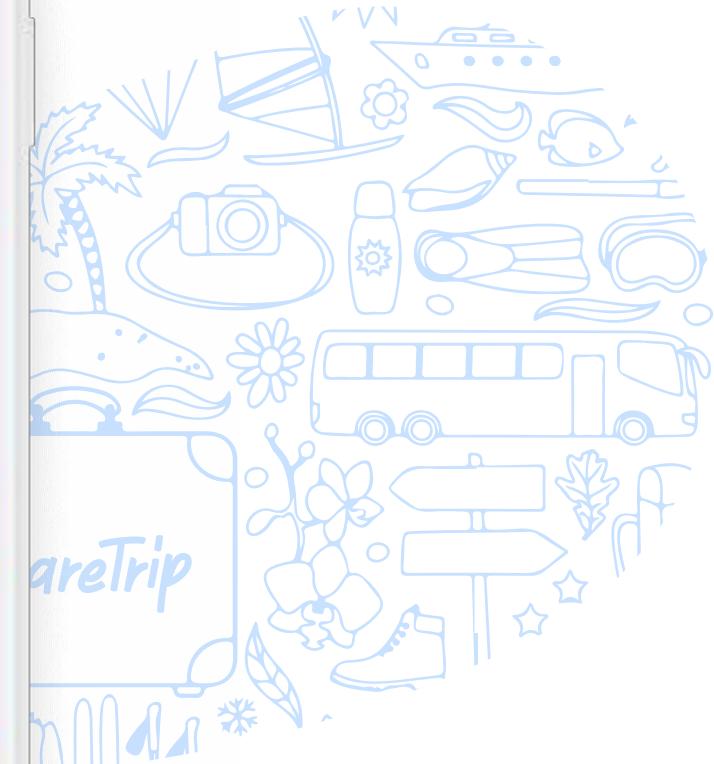
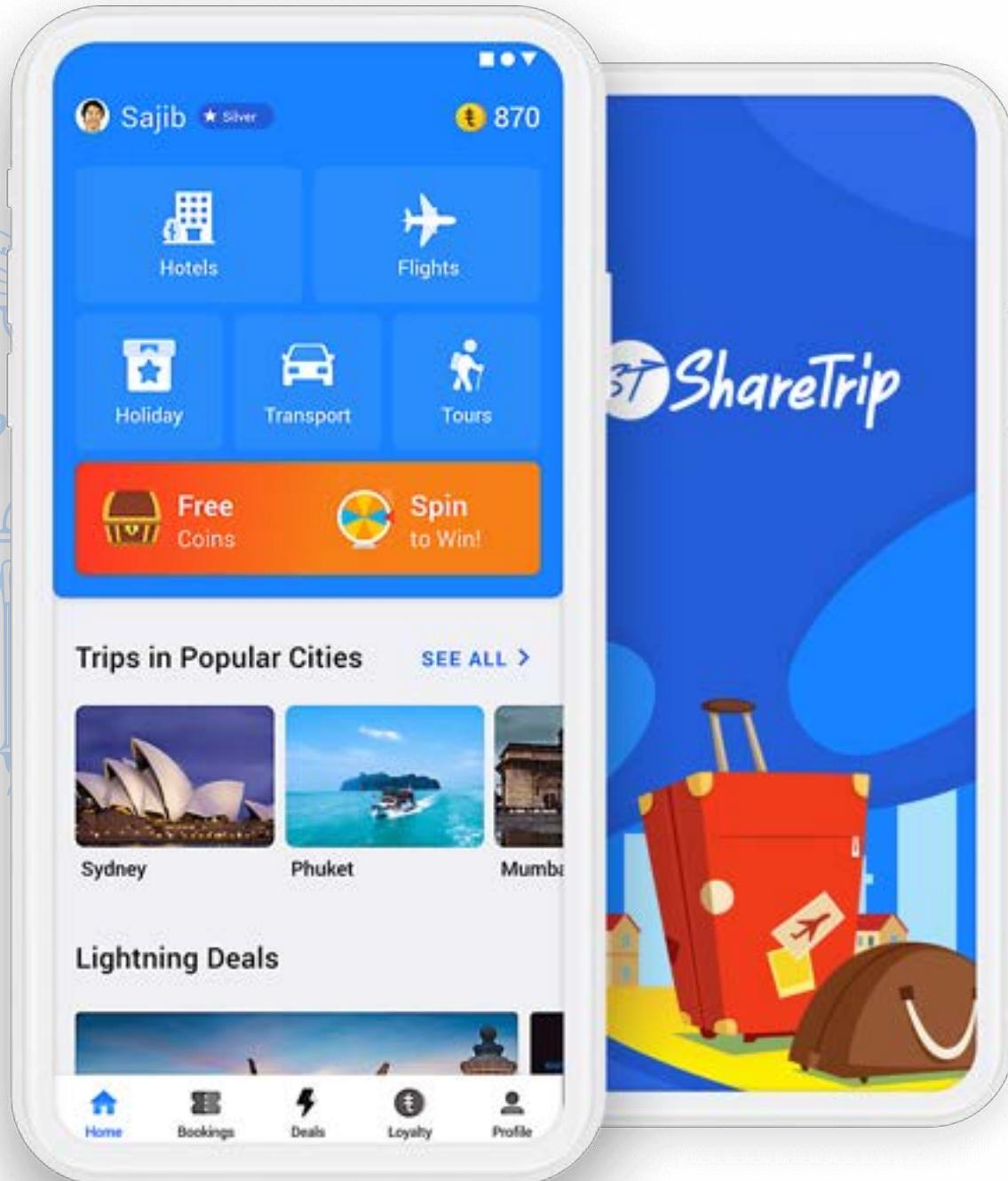
About Me

## Profile

I'm a Product Designer with more than 7 years of working experience building bridges between business, technology, and human.

- I've helped startups and product-driven companies to build **7+ mobile apps, 10+ web applications**, and 25+ websites.
- I believe in design practice that is data-informed and driven by empathy.
- I'm passionate about balancing complex business requirements, and user needs through a user-centered design process.







# Designing Travel App Experience from Scratch

## Project

ShareTrip Mobile Application

## Timeline

October 2018 - March 2019

## My Role

UX Research, UI/UX Design

## Tools

Miro, Adobe XD, Zeplin, Figma, Notion.

## Platform

iOS and Android.

## Team Collaboration

Product, Marketing, Sales, Customer Support, and Tech.

## Background

ShareTrip is the pioneer online travel aggregator (OTA) in Bangladesh. Initially, ShareTrip was providing offline and only website-based flights, hotels, and holiday package booking services.

## Design Challenge

Our challenge was to **design android and iOS mobile applications from scratch**. The newly designed and developed apps should be functional, simple, intuitive, innovative, easy to use, conversion-friendly, and frictionless booking experience.

## Outcome

- The **success rate was 76%** in the booking experience.
- **55% of the users** revisit.
- Our online booking was increased by 25%.



## Process

### Design Thinking & Lean UX Design

As we needed development processes that are quick, sustainable, and flexible, also identifying where you might be going. I help the team to choose a mixed approach of Design Thinking and the Lean UX design process.



## Understand

### I have no ideas about the travel industry!

It is crucial to understand the end goal from users and business perspectives. So I started seeking answers to my questions.

- What does the product do? What are the business goals?
- Who is the audience? Where they live, what they think, like & do?
- Where / When / How / Why /How often do they use it?
- Do the business goals support the user goals? etc.



## Understand

I asked questions to 30 people of different ages, occupations, categories.

Out of which 48.5% were males, and 51.5% were females. They are mainly from **20-55 years of age**. Collaboratively I worked with our product, engineering, marketing, sales, and customer support teams.

- How often do you travel for work and plan vacations with family and friends? How often you travel solo and FnF?
- What is important to you while booking a flight and hotel?
- What are your motivations and pain points when planning and managing a trip?
- Which website or app you prefer for booking and why?
- What are your preferences during booking?
- Would you like to pay for add-on services?



## Findings

### The insights from the answers of those questions were interesting

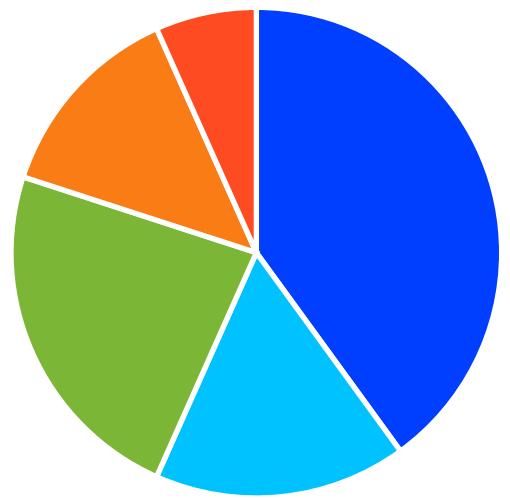
- 18 of 30 participants are between the age group of 28-36 years are the ones who prefer traveling and are the main decision maker while planning a trip.
- 21 of 30 participants plan vacation either once a year or 2-3 times in a year.
- 18 of 30 participants travel for work either single to multiple times in a year.
- More than 90% of the users prefer traveling with family and friends. 14 of 30 users prefer planning a trip 30 days before their final traveling dates.
- 27 of 30 participants are bothered in filling up every time a lot of information filed which are required during booking.
- 95.5% of the user prefer comparing prices online.

Due to the NDA issue, I've only shared the information authorized by ShareTrip Inc.



# Findings

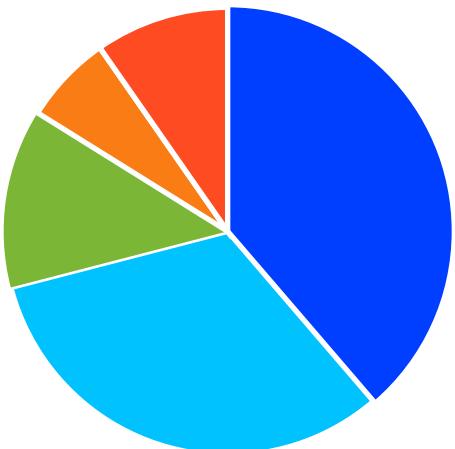
**Age Groups**



- 20-29 (40%)
- 30-39 (16.7%)
- 40-45 (23.3%)
- 46-59 (13.3%)
- 50-55 (6.7%)

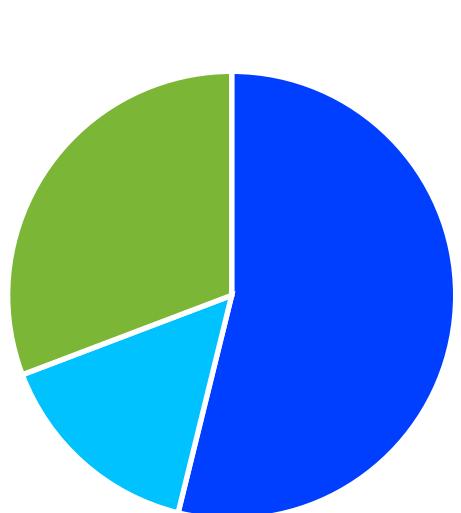
Participants varied in age which played a factor in some of the research results from the answers given

**Main motivation for travelling**



**Age Group: 20-45**

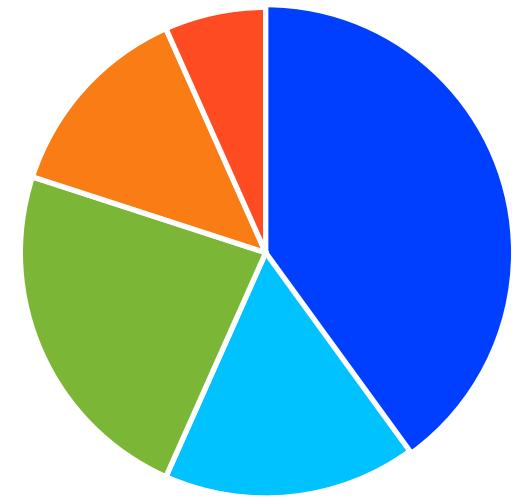
- Discovering New Places (38.7%)
- Business Trips (32.33%)
- To Get Away (12.9%)
- Rest & Relaxation (6.5%)
- Others (9.7%)



**Age Group: 46-55**

- Rest & Relaxation (30.8%)
- Discovering New Places (15.4%)
- Others (9.7%)

**How often do you travel**



- 1 time a year
- 2-3 times a year
- 4-5 times a year
- 5-6 times a year
- 6+ times a year

## Storyboard



One crazy evening 3 friends meet in club party and makes a plan for a trip. They started to make a travel plan and research for available options for it.



**"Where do we will go?"**  
Booking online isn't easy to use. It is confusing, inefficient and not budget friendly.

### ShareTrip Travel App

comes to rescue.



By using Sharetrip Travel App, they easily booked their flights and hotels.

### Booking Confirmed!

Also earns free **TripCoins** that can be used to redeem discounts.



### Trips On!

They are so happy to start their trip.

## Mehedee Hasan



Age: 28 Years

Profession: Software Engineer

Family: Wife

Travel in last year: 2 times

### Bio

He is not a very frequent traveler, but he looks for relaxing trips with family. He prefers to choose cheapest flights as well as the nearest hotel from the destinations. Also, make a comparison between offers he gets.

### How often do you book flight and hotel?

1-2 times in a year

### What do to look for while planning a trip?

- Recommendations for lowest fares (85%)
- Save money (75%)
- Comfort (70%)
- Clarity in information (100%)

### Goal

- Find cheapest filight in less time
- Recommendation about hotel and places
- Easy to communicate

### Frustration

- Got stuck while adding personal info
- No clear communication on meal, extra luggage, seat selection, etc.

### Doing

- Asks his friends for recommendations.
- Reads reviews from other travelers.

### Seeing

- Look at his favorite blogger's Instagram page for inspiration.
- His Hopper app alerts him that now is a good time to buy airline tickets.

### Thoughts & Feeling

- How many vacation days do I have saved up? How mucch will a trip cost me?
- Do travel agents still exist?

### Pains

- It's hard to coordinate my schedule and it takes me too long to plan a trip.

### Gains

- I feel so refreshed and energized after vacation. I'd like to collaborate with someone to plan a trip. There are so many travel resources online that are helpful.

# Quazi Ashfaq ur Rahman



Age: 43 Years

Profession: Agile Coach

Family: wife and 1 child

Travel in last year: 7 times

## Bio

He is a frequent traveler, looks for luxury trips with family. He prefers ease and comfort and doesn't want to spend much time comparing. So he books business seats mostly.

## How often do you book flight and hotel?

6-8 times in a year

## What do to look for while planning a trip?

- Recommendations for lowest fares (55%)
- Save money (45%)
- Comfort (95%)
- Clarity in information (100%)

## Goal

- Less time in planning and booking trips
- Get best offers and hassel free booking

## Frustration

- Got stuck while choosing return dates
- Confusion about cancellation policy
- Information clarity

## Doing

- Search "best vacation destinations" online. Looks up for travel agency close nearby. Reads travelers' reviews.

## Seeing

- Look at his favorite blogger's Instagram page for inspiration. A post on Reddit on how to travel around the world.

## Thoughts & Feeling

- Is this website trustworthy? What if I don't like what the travel agent books for me?
- Is the travel agent worth my money?

## Pains

- It's hard to find good deals with enough information and help.
- It takes me too long to plan a trip.

## Gains

- Traveling gives me a different perspective of the world. There are so many travel resources online that are helpful.

## Competitors Analysis

I analyzed the globally well recognised booking services providers. I explored their booking journey flow through platforms and visited Google Playstore, Appstore, and social media pages to know about their users.

I analyzed Make My Trip, Kayak, Agoda, Expedia, Booking.com, Rate Hawk, Hopper, Goibio, Airbnb, Skyscanner, and others popular travel apps. I mainly focused on what their people say in the social media platforms, and blogs. I also explored the booking flow and discussed it in team sessions. I prioritize design decisions on the basis of ease of use, clarity of information, and time required to use a particular feature.



**Flight Search**

From: **Chennai** To: **New Delhi**

Date: **02 Sep 2022**

Search Flights

OPTINS View All 3

**Selected Departure Date**

From: **Chennai** To: **New York**

Date: **03 Nov 2022**

**Select Travellers & Class**

Adults: 22m 2wks  
Children: 0  
Infants: 0m 0wks

**Fare Option 1** ₹ 81,268

**Baggage Policy**

Cabin Bag - 7kg  
 Check-in Bag - 40kg (2 pieces x 20kg)

**Cancellation Refund Policy**

New: ₹ 24,600 (34%)  
Old: ₹ 19,754 (24%)

₹ 2,07,395 CONTINUE

DONE

**Chennai to New York**

From: **Chennai** To: **New York**

Date: **03 Nov 2022**

**Traveller Details**

ADULT (2) adult  
XX VSP Zone  
my points  
opt to book  
CHILD (2) child  
By cabin class

**Booking details will be sent to:**

✓ myemail@gmail.com  
□ my\_email

₹ 2,07,395 CONTINUE

**New York**

From: **Chennai** To: **New York**

Date: **03 Nov 2022**

**Traveller Details**

ADULT (2) adult  
XX VSP Zone  
my points  
opt to book  
CHILD (2) child  
By cabin class

**Add-ons**

**Seat Selection**

**Other Pay Options**

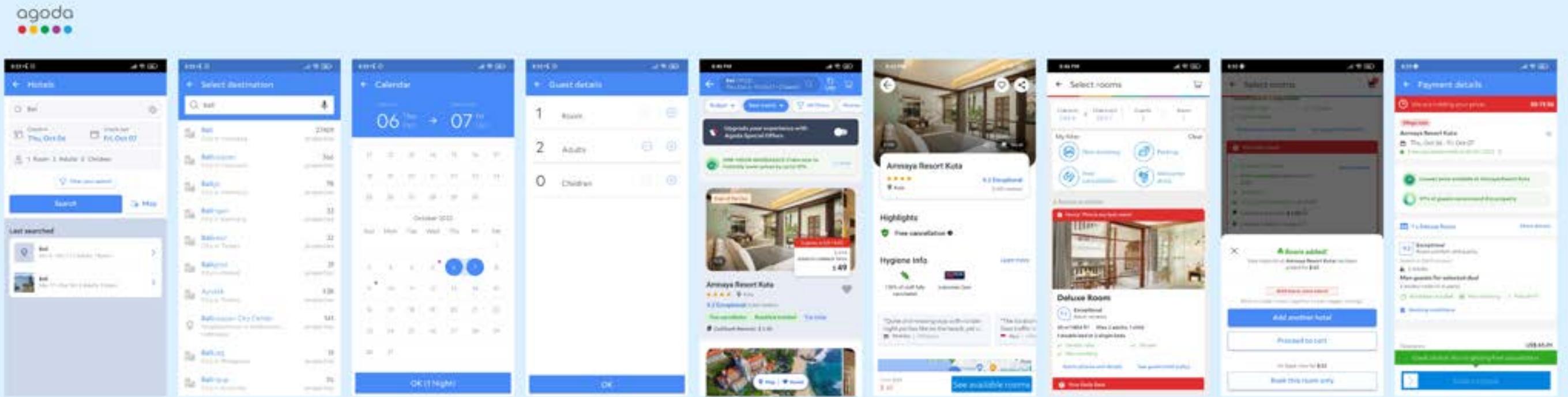
Credit/Debit/ATM Card  
Pay Later  
Net Banking

₹ 2,12,971 CONTINUE

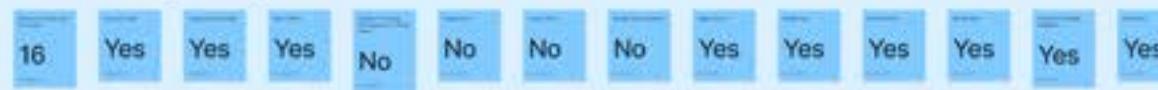
## Flight Booking Journey

- 18 Yes
- 3 Yes
- No
- No
- Yes

[Learn More](#)



Hotel Booking Journey



[Learn More](#)

## Gamification

**To make the service more engaging to the users we build a Gamified Travel App system. We also introduced TripCoin, a virtual currency.**

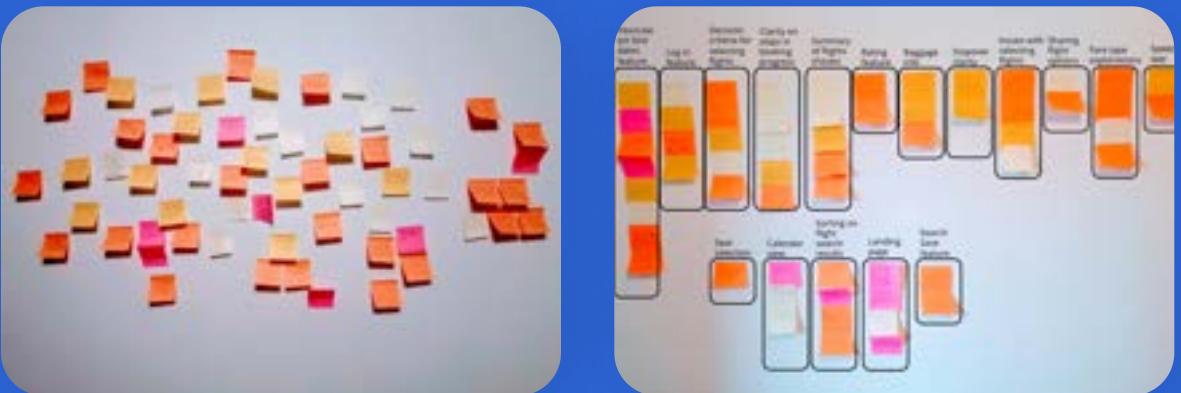
The users can earn it by taking service, play games, reaching milestones. They also can redeem the discount offers by using it. The game concept was built in such a way that helps to know about the users much. As well as let users earn free flight tickets, hotels, package offers, and TripCoins. It is designed to increase users' activities. We had used game elements and Point Badge Leaderboard (PBL) system for user engagement.



## Define & Ideate

I defined the use-cases, information architecture and user flow map.

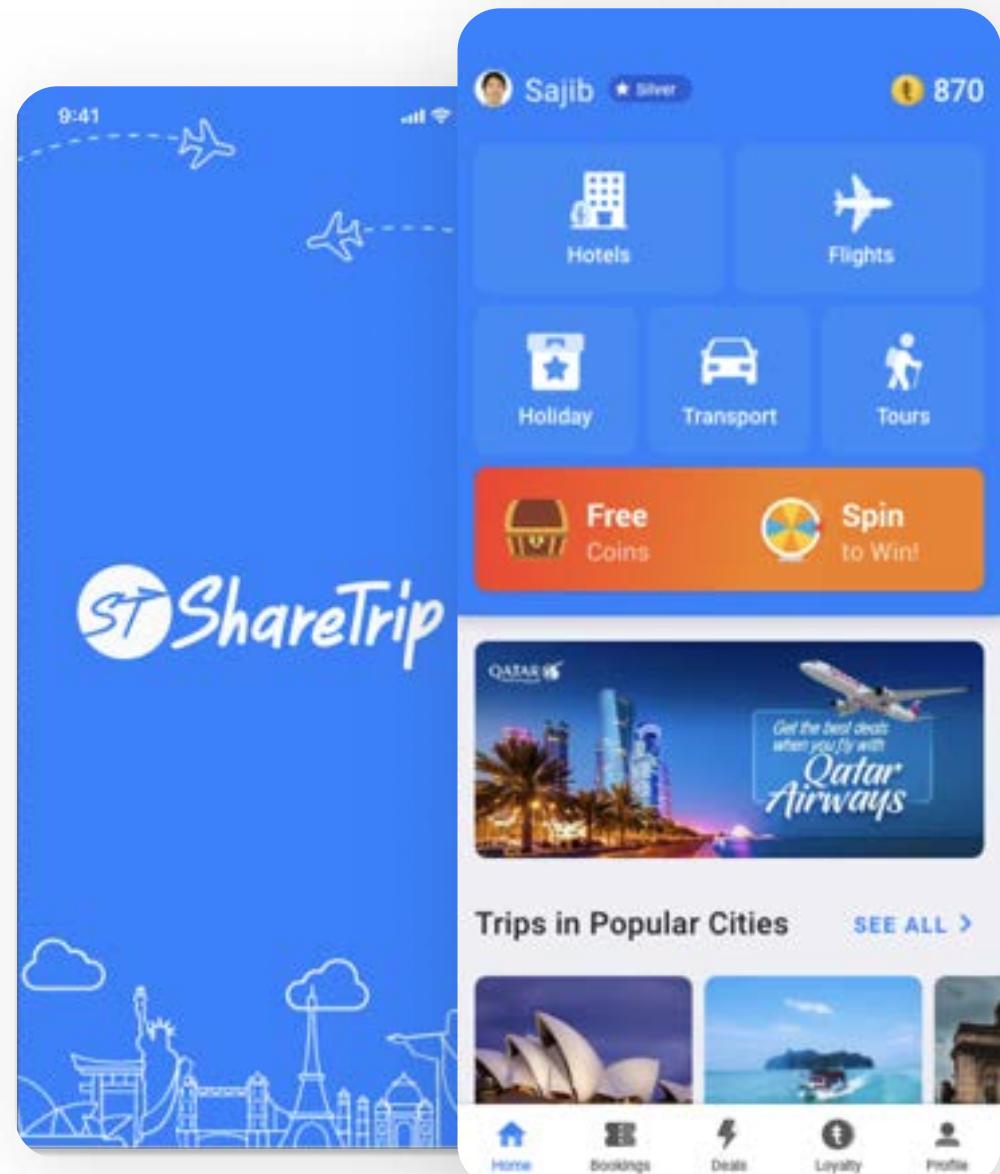
After analyzing the data collected from the primary and secondary research done earlier, I started to build out a list of the most important features the app should have. I put together a product feature roadmap of any features that might be needed in order for the app to work efficiently and meet the high-level goals and objectives of this project.



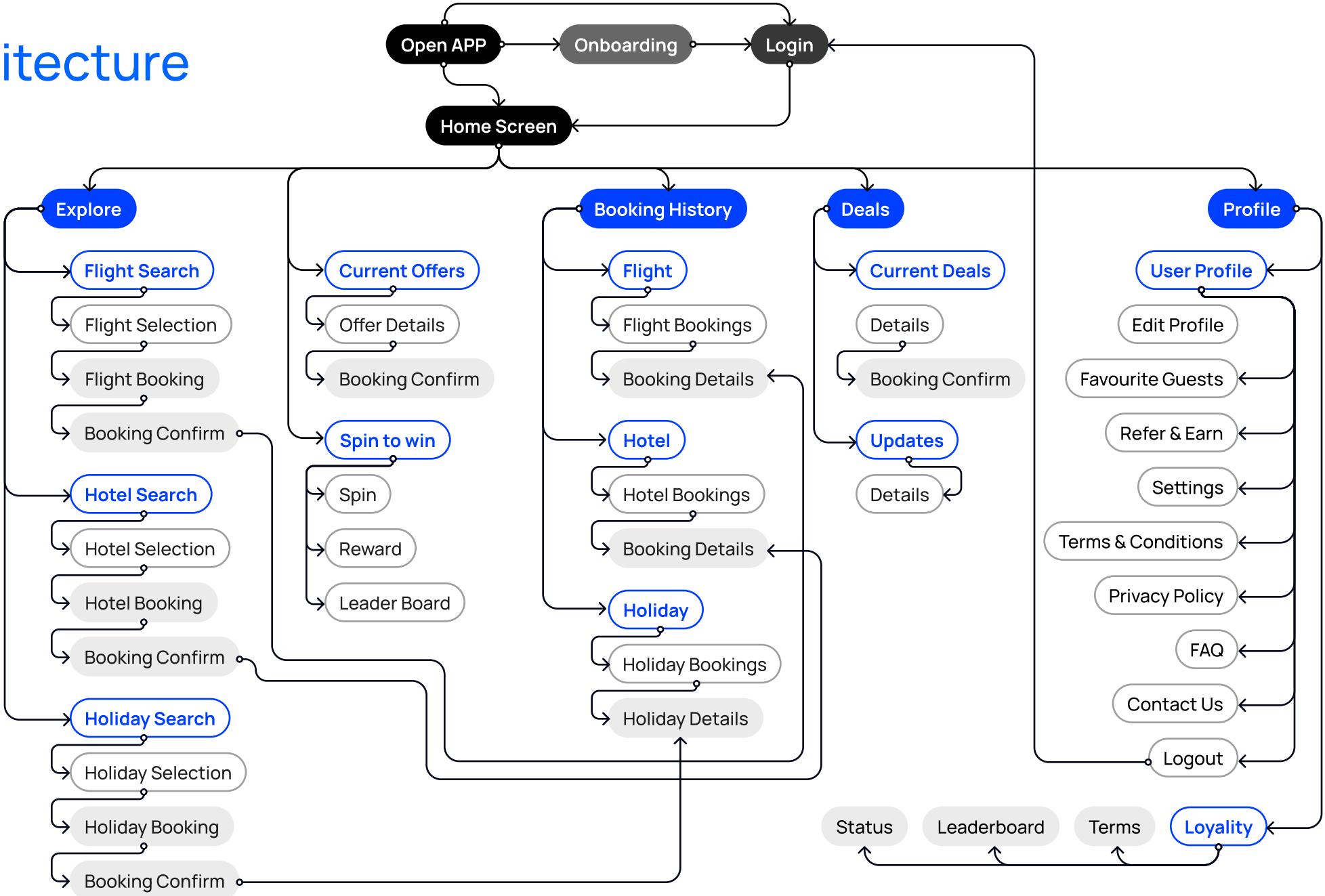
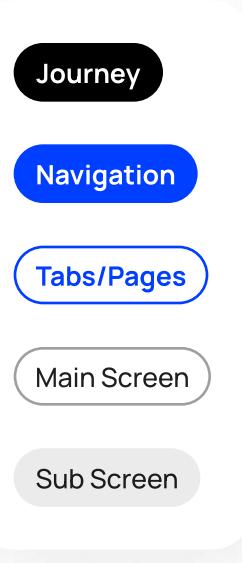
## Use-Cases

I prepared the use-cases based on our user research information.

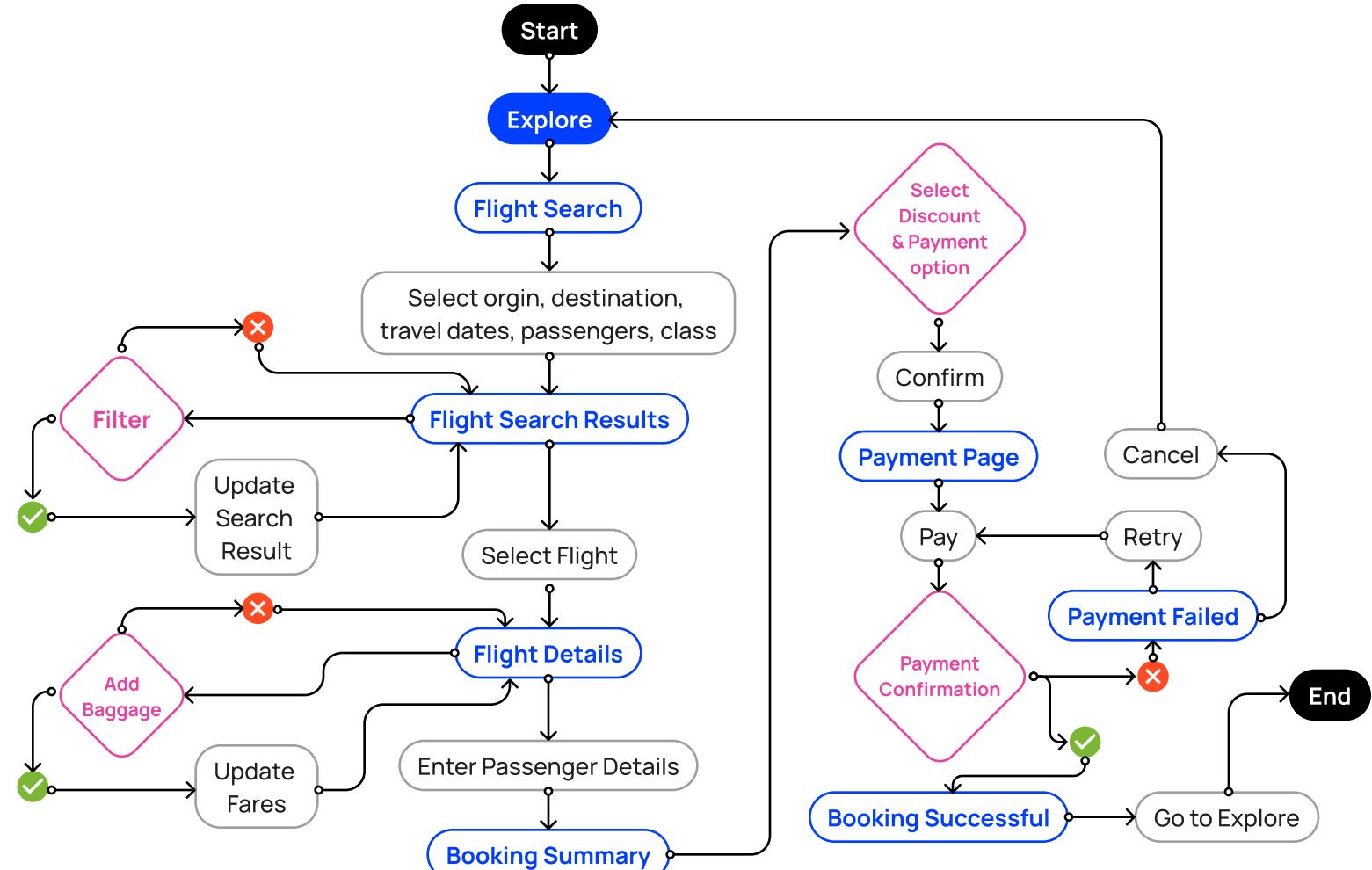
- Users should be able to view the lowest fare suggestions while searching for a flight and hotel.
- There should have suggestions during flight search.
- Users should be able to view no. of seats remain on the flight listing page.
- Users should be able to view information related to free/ paid meal, and baggage with flight details.
- User should be able to add on services like a meal, and extra baggage before reviewing the itinerary.
- Users should be able to add details.
- Users should be able to make payments easily.
- Payment processes should be made faster.
- Users should be able to make payments as quickly as possible and then return to their various activities.



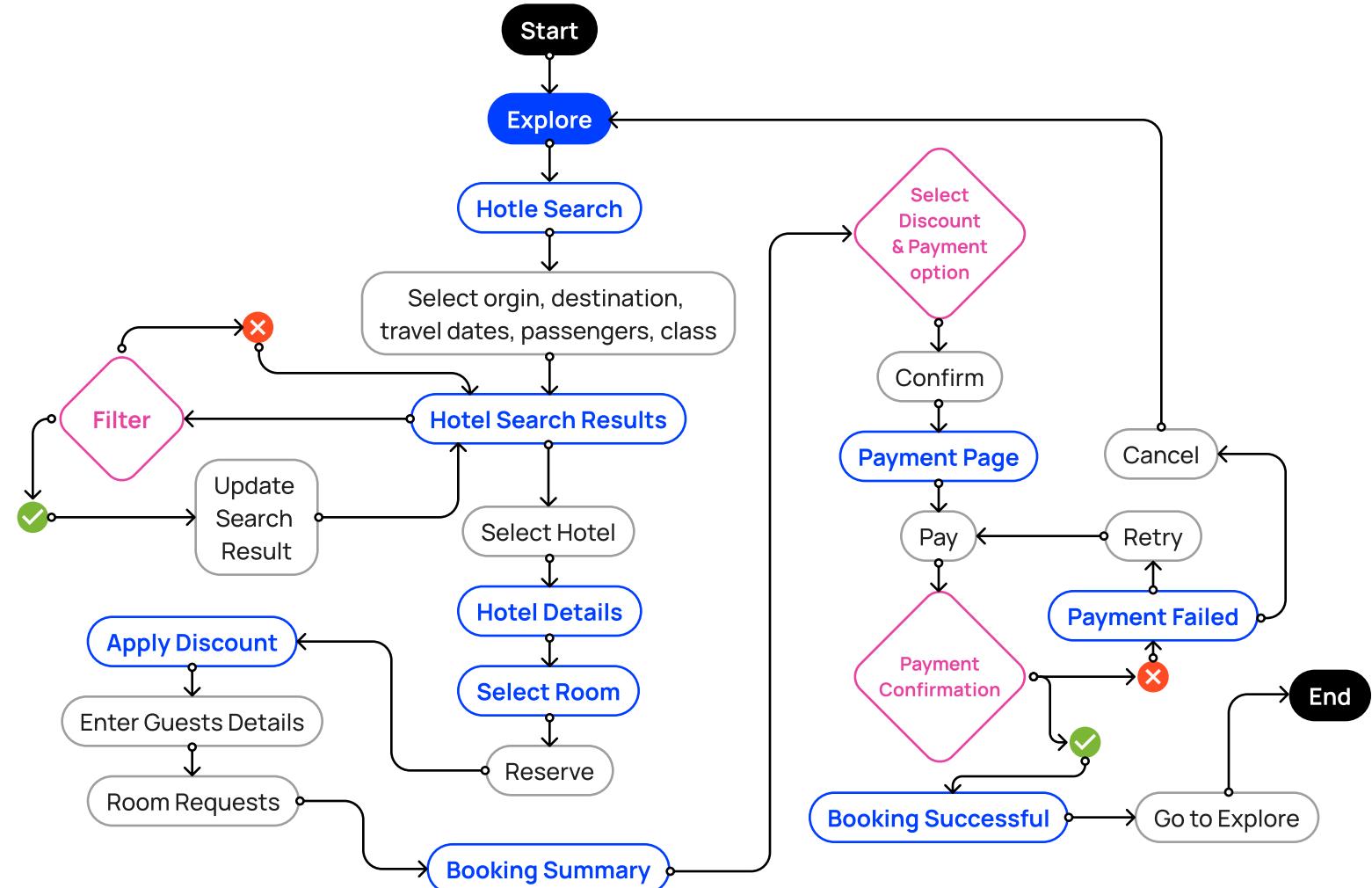
# Information Architecture



# User Flow Map

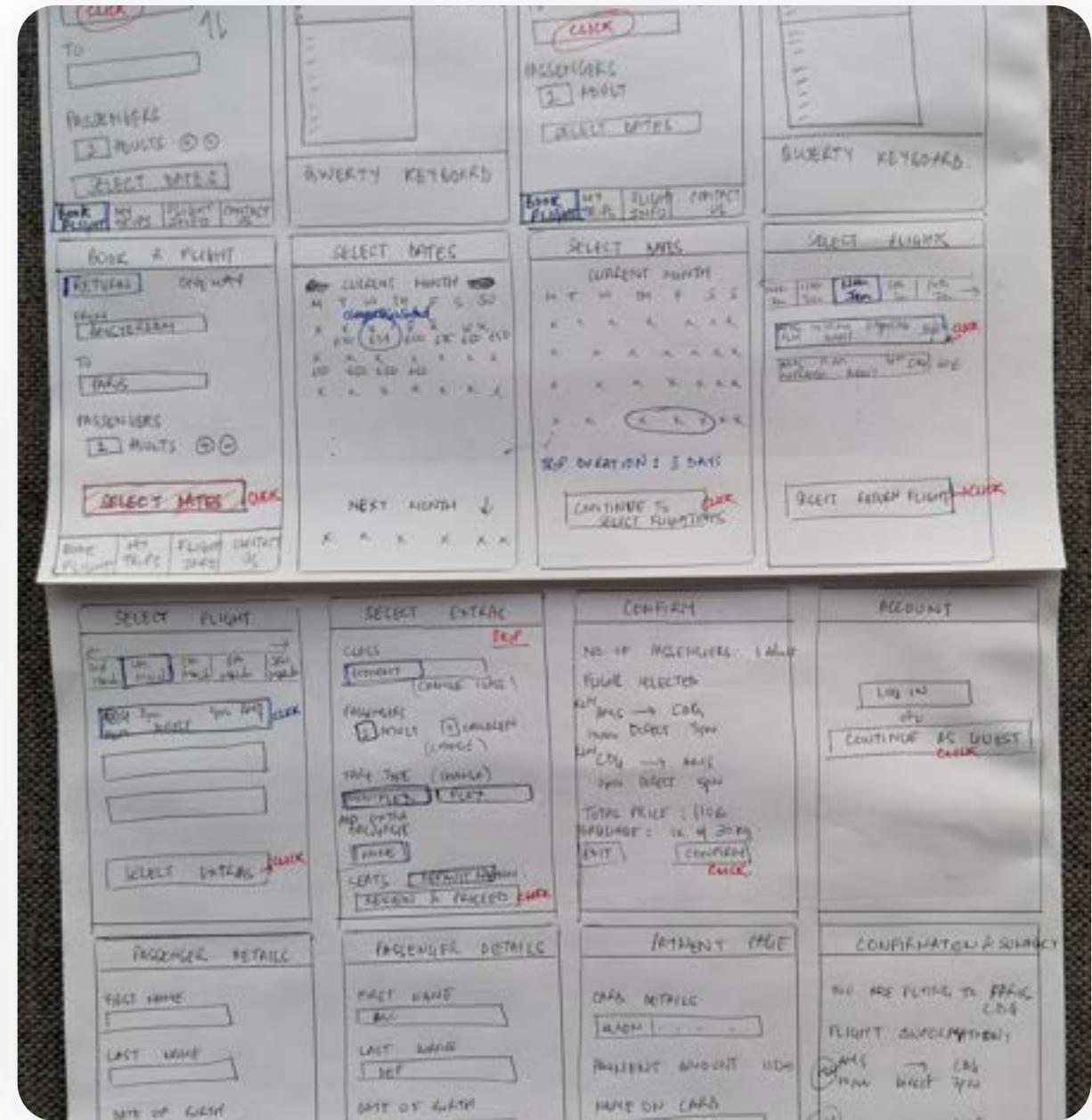
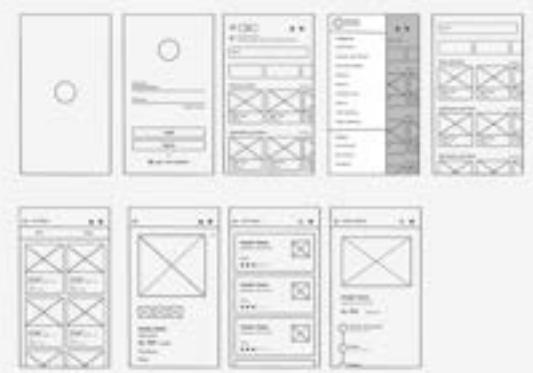
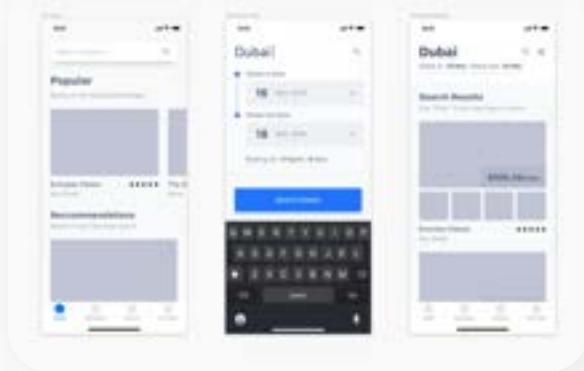


# User Flow Map



UX Design | Ideate

# Sketches



## Wireframing & Prototyping

We created digital wireframes and built a low-fidelity prototype. Also, I conducted a series of sessions for usability testing.

We wanted to ensure that the wireframes we're creating align with the users' needs and the business. It helps us to get more valuable, valid, and actionable user inputs for the app to keep the process smooth.



UX Design | Test & Validated

## Testing

**We invited some focus group users for usability testing sessions.**

Main Goals For Testing:

- Learn if participants can easily view and manage (accept, reject, and/or add a comment) a quote proposed.
- Learn if participants can easily view and modify a booked trip.
- Find out how satisfied participants are with the experience of the app.
- Does the user understand the functionality of all features and buttons of the app?

We set a list of task assigned for our participants & collect their feedback during those testing sessions.

Due to the NDA issue, I've only shared the information authorized by ShareTrip Inc.



UI Design

# Design System

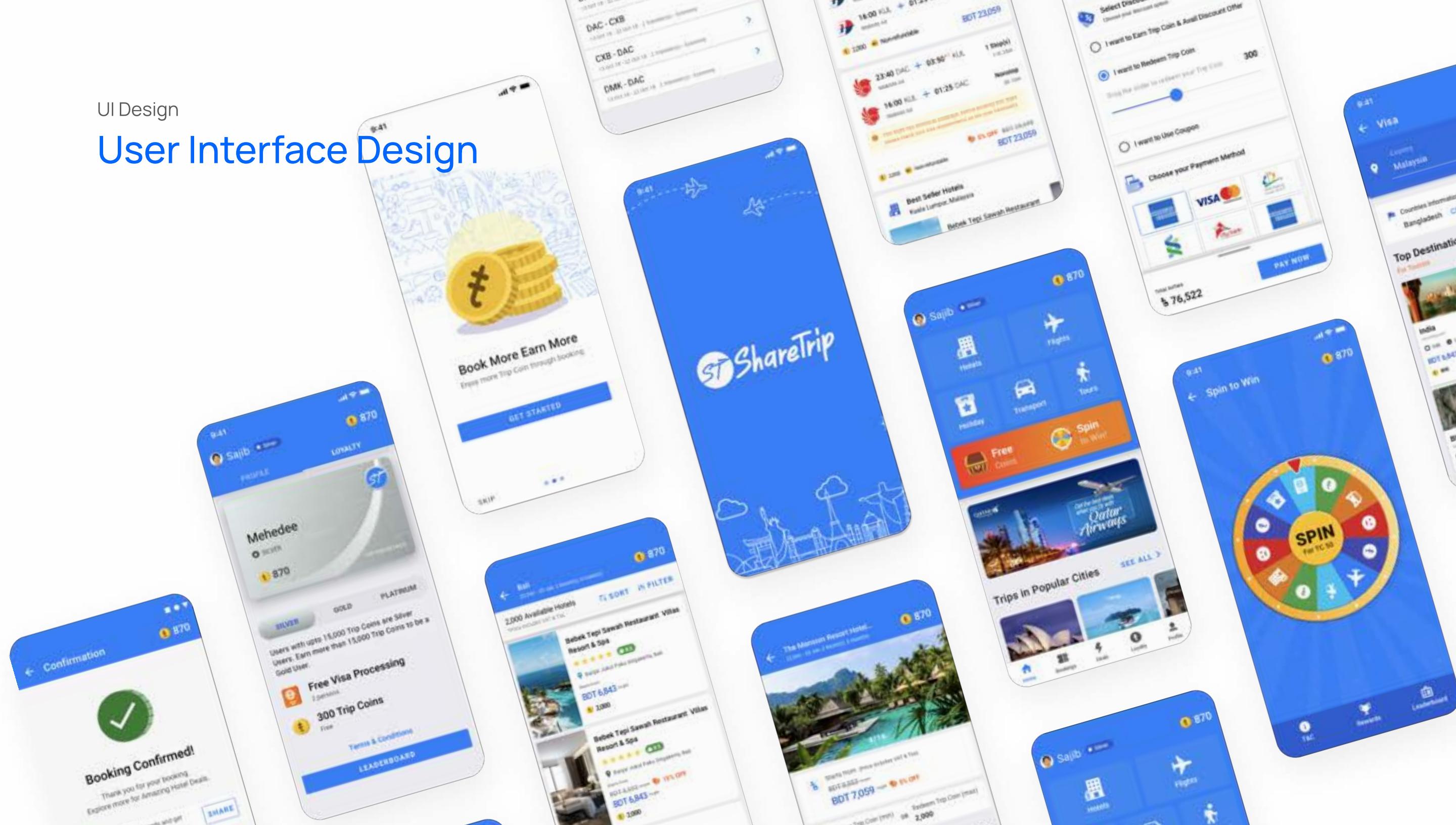
Before starting the UI design process we built clean, modern, and visually-focused brand style guidelines. We also built a highly customizable design system to create a design language through all the platforms. It helped us a lot in creating user-friendly, accessible, high fidelity designs.

The image displays a user interface for a design system, likely Figma, showing a grid of UI components and their variations. The components include:

- Logo:** Three variations of the "Sharetrip" logo.
- Typography:** A section showing different font styles and sizes, including Heading 1, Heading 2, and Display 1-4.
- App Bars – Top:** Three variations of top navigation bars.
- Bottom Navigation:** Two variations of bottom navigation bars.
- Button:** Two variations of standard buttons.
- Dropdown:** Two variations of dropdown menus.
- Menu:** Two variations of side menus.
- Input Field:** A large section showing various input field variations with placeholder text like "Search for flights" and "Arrival city".
- Option Btn:** Two variations of button-like input fields.
- Accordion:** Two variations of accordions.
- Cards:** Three variations of cards with different content and layouts.

UI Design

# User Interface Design



UX Design | Test & Validated

## User Testing

**We conducted three smaller in-person user testing sessions.**

The goal was to assess the overall usability of the app and identify areas for improvements that could facilitate the completion of the tasks.

The participants were given the same tasks done on the first round of testing and given a new task of requesting a new quote from their travel experience.

Due to the NDA issue, I've only shared the information authorized by ShareTrip Inc.



## Refine & Deploy

**We refined the design and created deliverables for development hand-off.**

We prepared design documentations, write user stories, exported the UI screens to Zeplin and shared them with the developers. We maintained a close communication with the developers to reduces confusions and helped them.

When we got the demo version ready, we went through unit testing to ensure a functional and user friendly app.



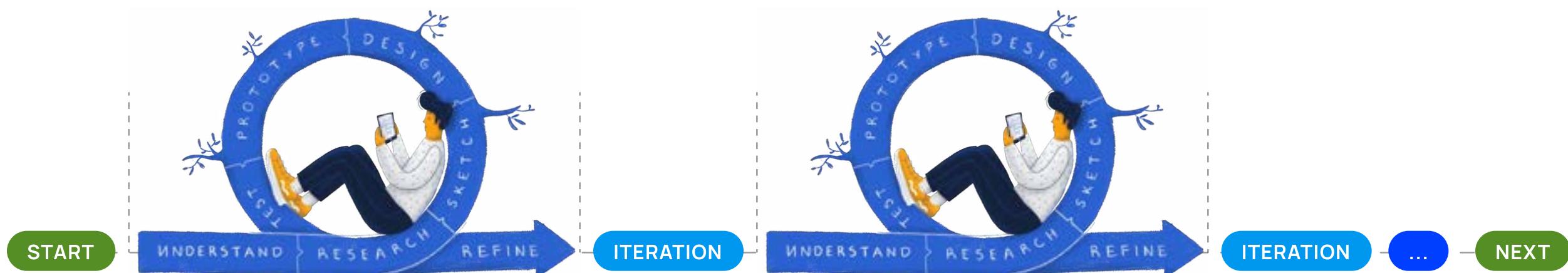
Results & Future vission

## Results & Future Iteration

We've monitored and measured the results for the first 6 months.

- The booking experience was seamless and intuitive & the **success rate was 76%**.
- The gamification helps us to get more of our users revisit. It was **55% of the user**.
- Our online booking was increased by 25%.

I always prefer to follow the iterative process. And keep repeating the steps.



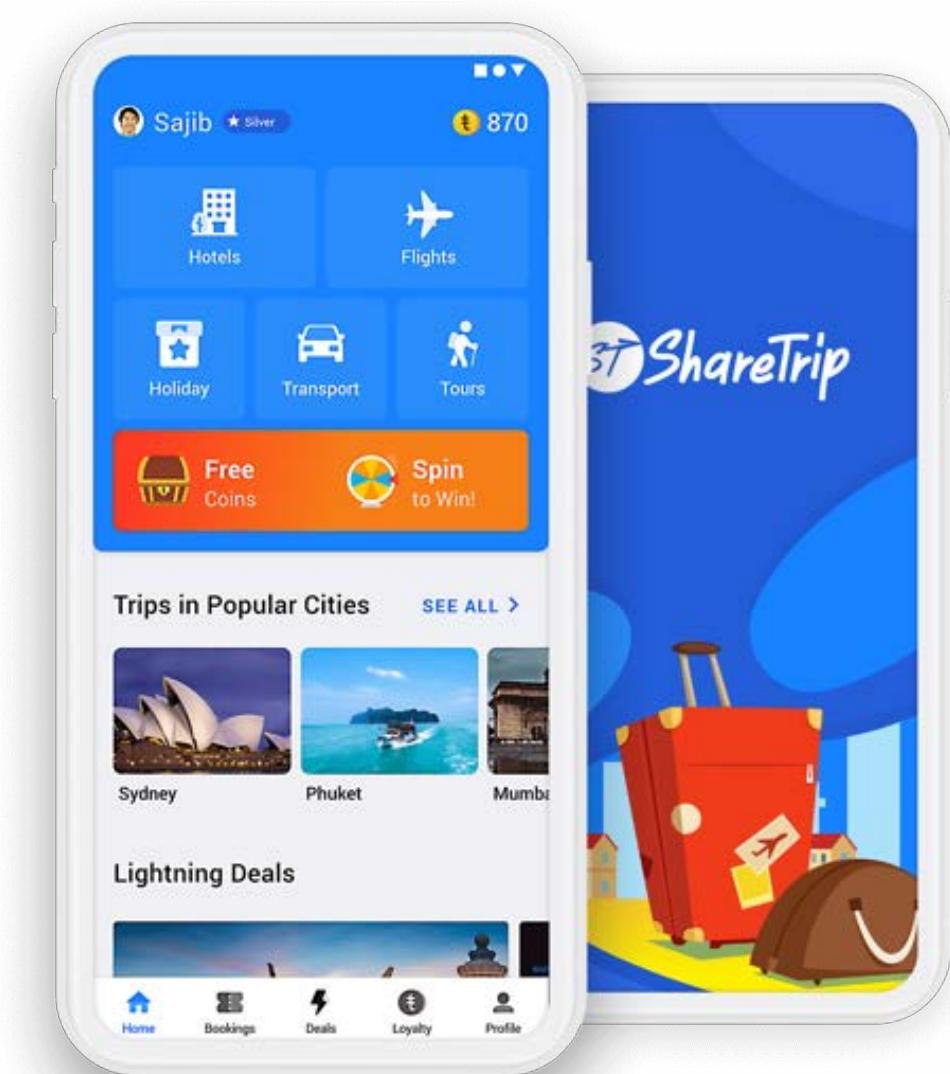
Takeaways

## What I have learned

**I've experienced how to design a product and its life cycle and creating a well-functioning app from scratch.**

Information architecture and how to fit everything within one product smoothly and in a consistent way was a challenge. I've mastered digging into people's consumer minds. Acted with Feature Priority, Segmentation, Profiling, Communication and Product Test, etc.

- I learned quickly that inviting the right participants is crucial for getting valuable results from the usability testing.
- I would try to take the time and location of my sessions as convenient as possible for my potential participants.





# Thank you

Feel free to reach me



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