TravelMate UI/UX Report

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1. Introduction

TripMate or TravelMate is a travel app which incorporates two words "trip" and "mate" where "trip" refers to a travel and "mate" to a friend. As a result, the app's main objective is to serve as a friend which helps throughout your trip and make your trip pleasant and safe. Many services are combined into the single platform i.e. TravelMate which mitigates the issue navigating from one application to another. TravelMate can be accessed from mobile phones and tablets.

TravelMate has its own motto “Explore the world with ease” which conveys the message of exploring the world with the easiest platform i.e. TravelMate. . In TravelMate, login/signup can be done through National ID card or passport only. The destination can be searched through search button, categories and most popular wise. In the services, Transportation which includes the booking of flight two way and one way also we can book taxies, motorcycles and buses. In TO-DO, we have popular places to visit and more classified as what to do in day 1, day 2 and day 3 which makes easier to plan accordingly. We have various hotels which can be booked and nearest restaurants and the recommended restaurants by TravelMate. We have pricing for various travellers as all travellers doesn’t only travel for fun there are various pricing for different travellers also we have must require as what items or other necessaries are required to make a trip to your required place and we have news session which consists of travel related news. Various accessibilities are also added and you can delete your account permanently.

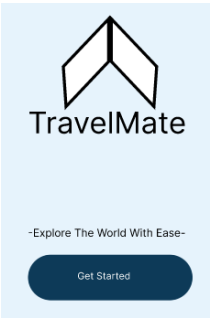

Figure 1: TripMate

Figure 2: TripMate 2

1.1. Problems and its willingness to solve

In the field of travelling single mistake lead to huge issue and can make the entire trip awful. The problems that are faced and TravelMate is willing to solve are:

1. Document issue

Here, we can login/Signup through National ID card or passport only which helps users in booking process as you don't have to take your document with you while you book the hotel for verification purpose.

2. Destination issue

When we are willing to visit we often don't have the best place to visit as in TravelMate we can get the locations from categories as mountains, deserts, cities, islands and forest which gives raw information about where to visit. Also the destinations are suggested as popular destination to visit.

3. Information issue

We need various information in pre visiting and post visiting of new place to solve this we have must require feature which has list of important thing you ought to have pre and post visit also we have travel related news which helps to plan according to Nation's guidelines.

4. Security issue

In the serious concern, travelling is fun but can be dangerous in certain situation and if you seek for the emergency help we have also provided the contact numbers of hospitals, police, ambulance, fire brigade respectively which plays a vital role in life and death scenario.

Consequently, these are the primary concerns that TravelMate is seeking to rectify. Its intention to address additional issues will be noticeable while using the application. Various other problems are solved in TravelMate.

2. Design Process

The design process is a sequence of steps that designers use to develop and enhance their ideas and bring them to existence. The different design process are:

2.1. Brainstorming

Brainstorming is the imaginative method which brings the raw information and helps to build the design in the initial phase where the ideas are collected in a diagram like picture of free-flowing which includes various ideas of the product/project.

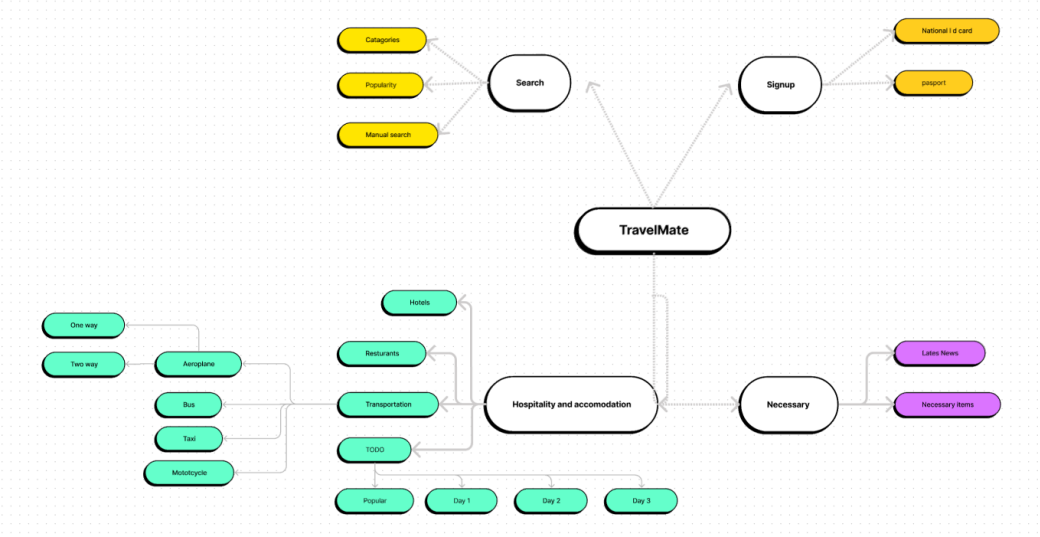

Figure 3: Brainstorming 1

Brainstorming has helped me to arise new ideas to be introduced in my design as which feature can be useful and how the feature should be implemented in my project. Brainstorming can also be considered as a key element for design process.

Figure 4: Brainstorming 2

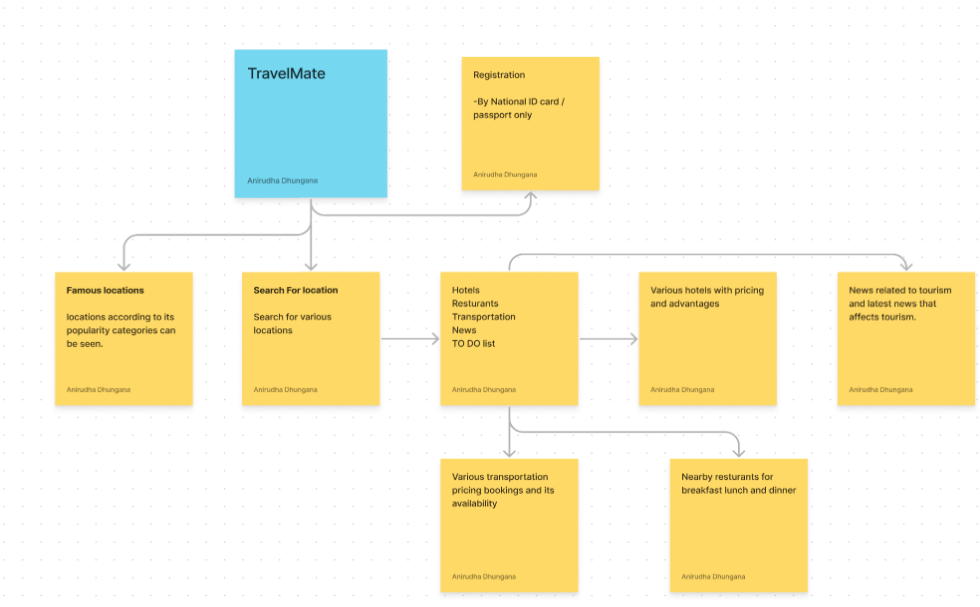

Figure 5: Brainstorming 3

2.2. User Personas

User Personas simply deals with the idea of different imaginary age group of people which your product is intended with and how they use it why the use it.

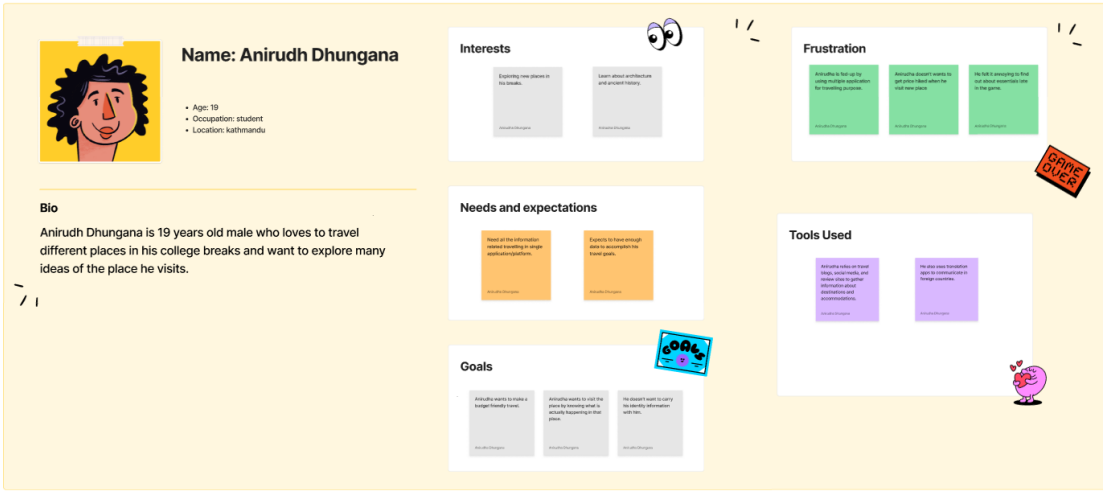

Figure 6: User Personas 1

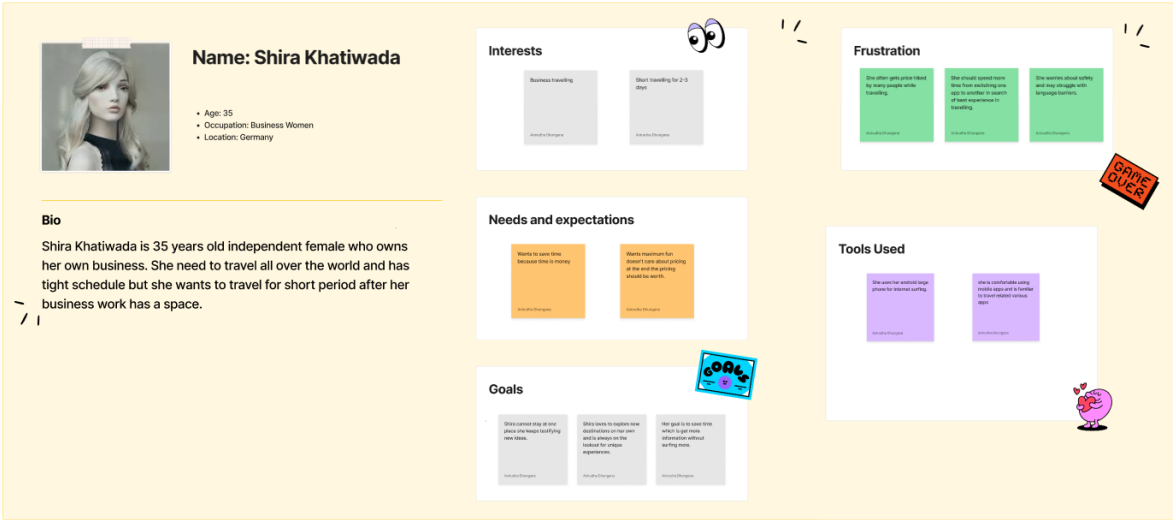

Figure 7: User Personas 2

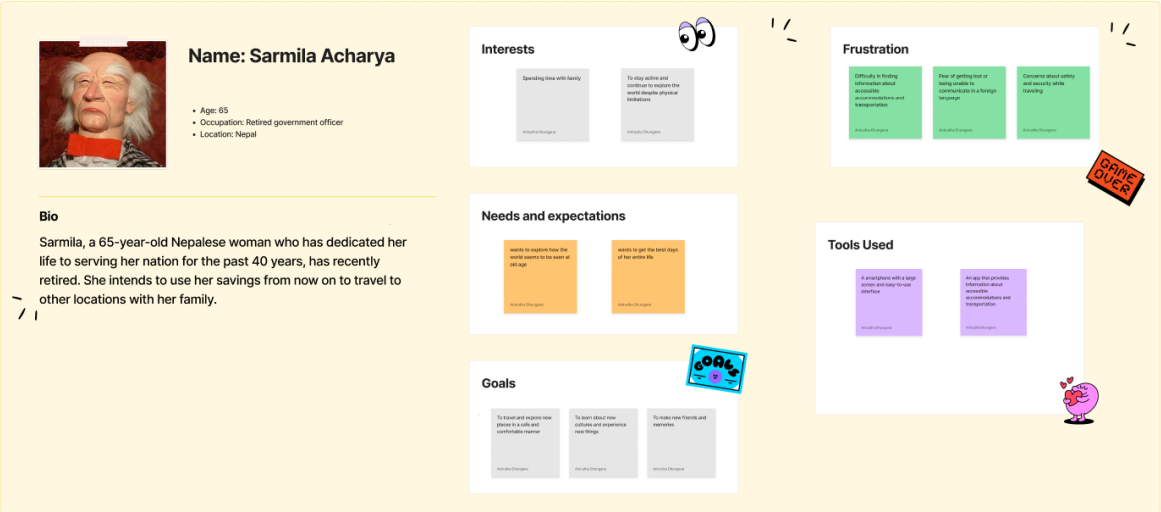

Figure 8: User Personas 3

Here, I have made the user personas of three people with different age group which consists of different ways of using the single application how it is useful for all the people who uses TravelMate. Since, this is travel application so it is used by all age group of people and made for all group of people.

2.3. Task Flow

Task Flow deals with how the task is connected from one to another in a systematic way it helps to build the outline of product moreover it's about how the system flows.

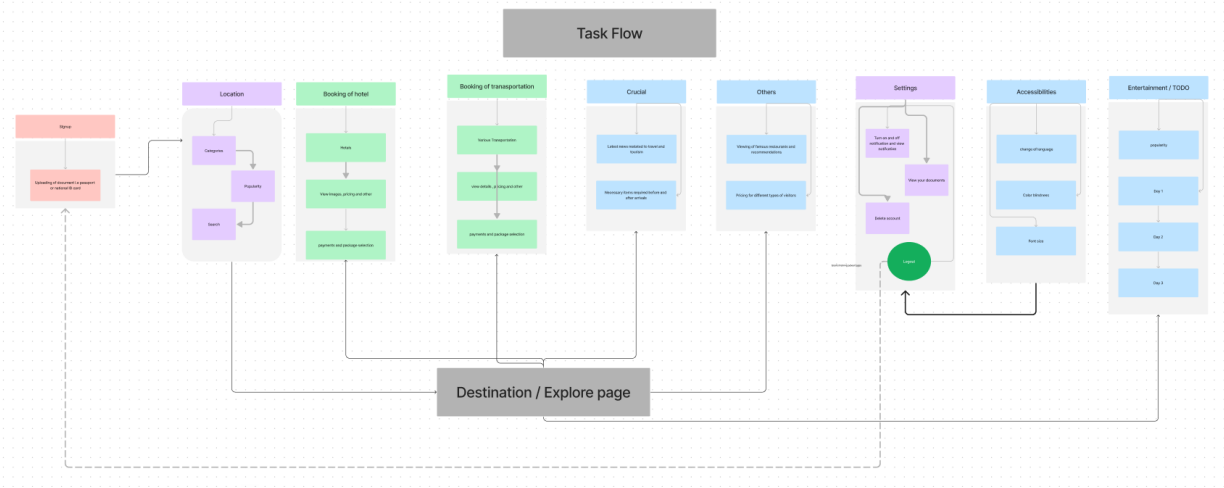

Figure 9: Task Flow

Task flow is the most important part of design process as it helps to give the outline about how the task is flown from one to another. In the above picture, here we can sign up through citizenship after signup the home page which shows locations will be shown and after searching the location various features will be displayed like hotels, transportation, news, pricing and others. We can also see our wish list and delete the items from wish list. In settings, we can see the notifications and deleting account changing of language and other accessibility.

2.4. User Flow

User Flow is the flowchart which shows how the user will flow from one page to another page to complete a task. User flow helps in user experience.

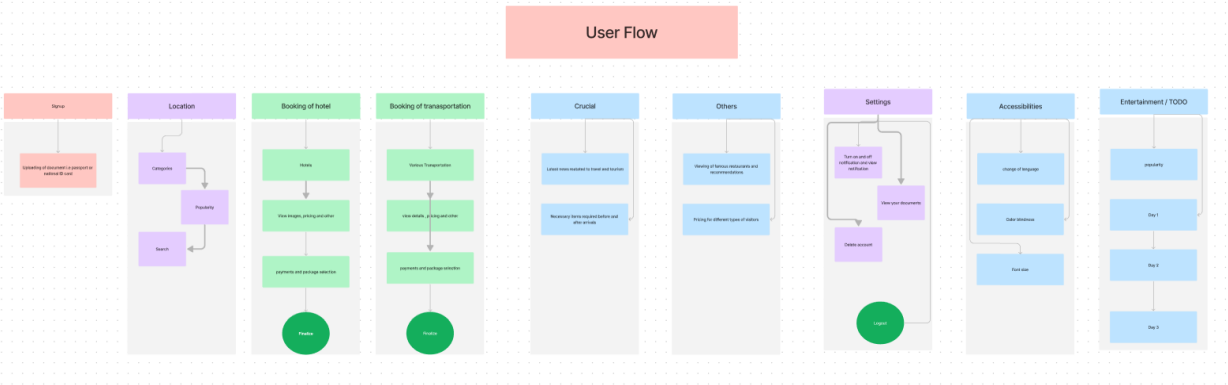

Figure 10: User Flow

Here, the user flow helps about how the user will flow from one task to another in different ways/pages. It helps to think in a user prospective which helps in betterment of user experience. User flow enhances user interaction and usability, safeguards time and resources and enables data-driven design choices. We can improve the overall user experience by identifying potential points of contact or uncertainty by outlining the user journey. User flow data also offers understandings into user behavior, enabling to make skillful choices that satisfy user wants and accomplish various objectives.

2.5. Mood Board

Mood Board is the crucial step of design process which includes various factor like the font using and the other application from where the concept is taken and similar app related to your applications. Which colors are taken and the important photographs you are willing to put in your application and other information are kept in mood board.

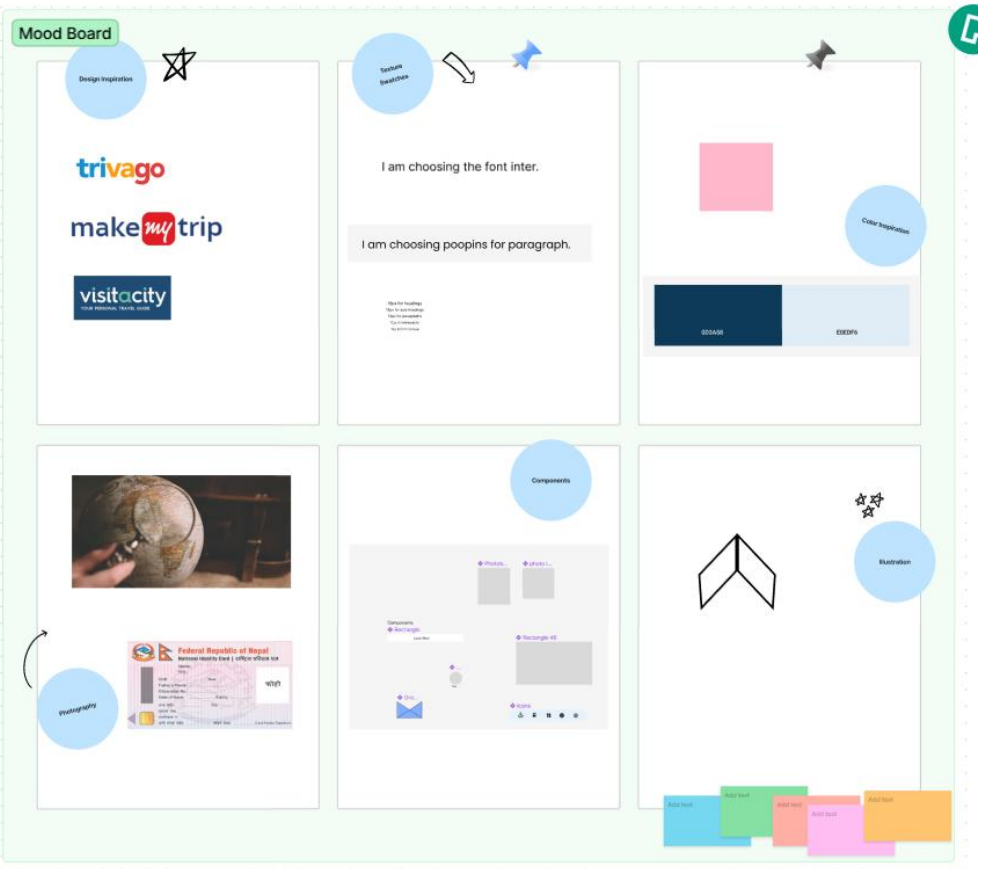

Figure 11: Mood Board

Mood Board has helped me to choose the colors and the font to be used in the design and to take the reference or idea from other applications also it has helped me work on my logo of TravelMate. By presenting a visual representation of the desired mood and aesthetic, mood boards encourage creativity and can inspire new ideas and design directions.

2.6. Wire flow

Wire flow shows about how the pages are interconnected with each other and the next page from one page and next page. It simply shows the wireframes connected which allows user which page is connected to another.

Figure 12: Wire Flow

Wire flow helped me to clearly spot possible areas for improvement and enhance the user experience. It enables designers to concentrate on user flow and interface design and make sure the design satisfies the needs for the target audience, wire flows also give importance to user-focused design.

2.7. Wireframe

Wireframe is the raw or look alike design of the real design also it can be called as blueprint of real design which helps to draw the design of the project.

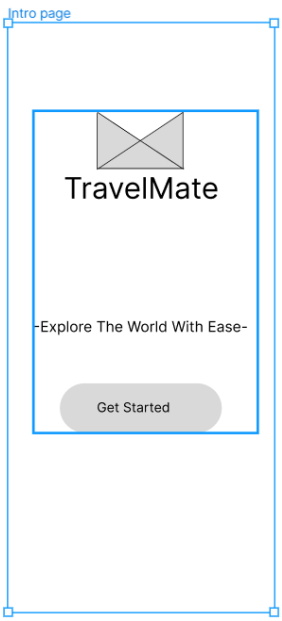

Figure 14: Wireframe of introduction page

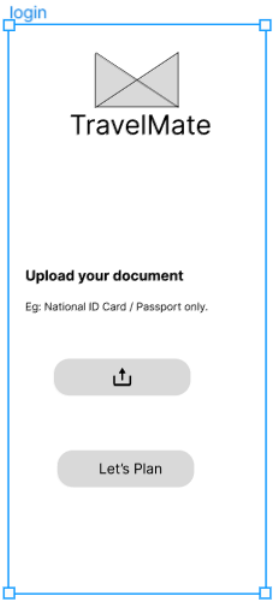

Figure 13: Wireframe of login page

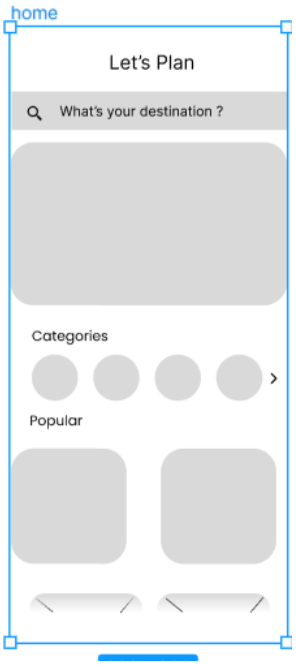

Figure 18: Wireframe of home page

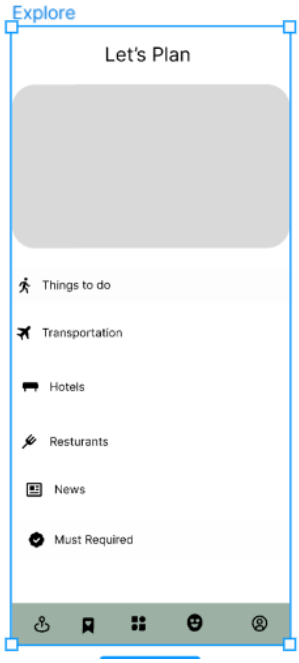

Figure 15: Wireframe of explore page

Figure 17: wireframe of news page

Figure 16: Wireframe of transportation page

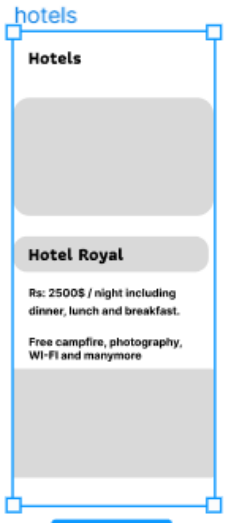

Figure 20: Wireframe of hotel page

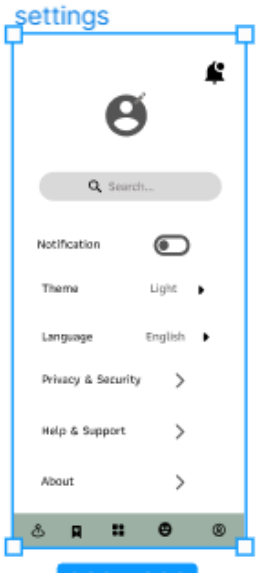

Figure 19: Wireframe of setting page

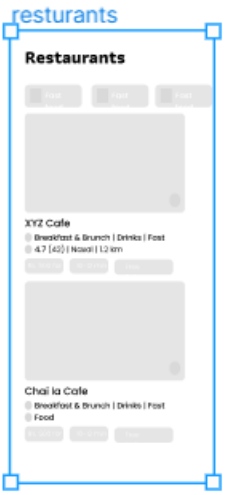

Figure 21: Wireframe of restaurant page

Here, wireframe helped me to give the raw idea about how the pages should be made and a rough image about how the pages look like. Wireframe is the most important part in design process.

2.8. Logo Design

The logo is taken from logo.com https://logo.com/ which is the open source for creating the logo. However, the idea of logo is from logo.com but the logo is made by myself in figma.

Figure 22: Logo design

To sum up design process, Firstly, I did the brainstorming in paper which helped me a lot in bringing of new ideas and how would they interconnect with each other and then I started brainstorming more with problem and opportunity and other. Next step is user personas, every age group of people loves to travel I have made the application which is suitable for all age group people which makes TravelMate more user friendly. For further task division, I did Task flow and user flow about how the task flow will and how the user would flow which helped me to design accordingly. Then I started making wireframes about how would the product look like and I joined the pages i.e. wire flow which helped me to understand where does the pages flow one after another.

3. Evaluation

3.1. Implementation of Schneiderman’s Golden Rules

Ben Schneiderman created the Schneiderman's eight golden rules in 1987. The laws are still in effect presently just as they were then. It focuses on eight "most effective" procedures that, if followed, ought to yield interface that are attractively designed. All the eight golden rules which are implemented but some of them are:

a. Design dialog to yield closure

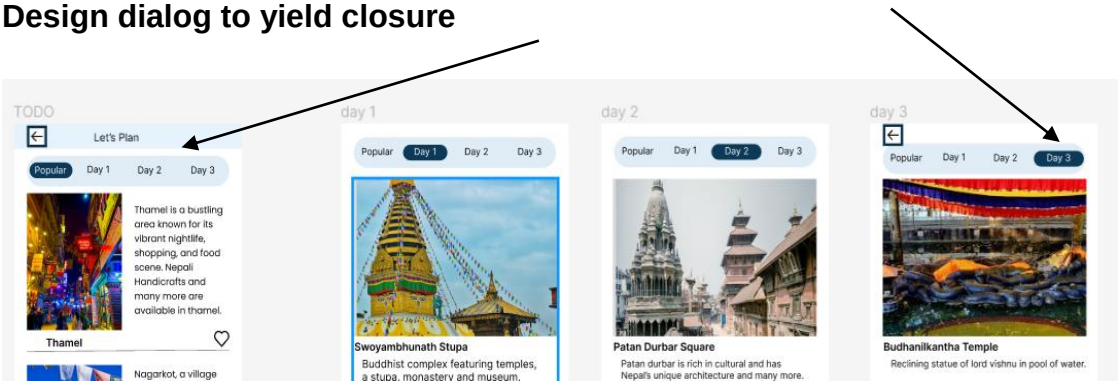

Figure 23: Design dialog to yield closure

Here, In Design dialog to yield closure it should consist of user flow i.e. have starting point and ending point and let user know where s/he is in which page which helps user to navigate easily and helps in user experience. In the above picture, we have popular wise destination and we have a flowing point from day 1 page and ending point in day 3 page.

b. Permit easy reversal of actions

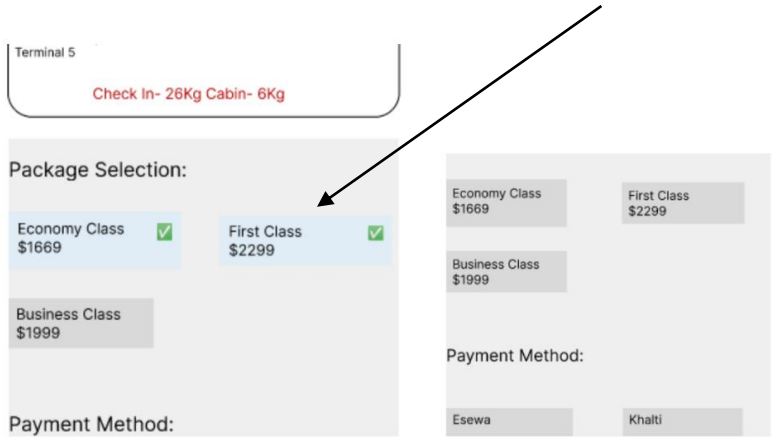

Figure 24: Permit easy reversal of actions

Here, In Permit easy reversal of actions the user should be given the authority of destruction the changes s/he had done. In the above picture, if the user select the package s/he don't want then they simply can touch the same option it will be undone.

3.2. Nielsen's list of Usability Heuristics

a. Match between system and the real world

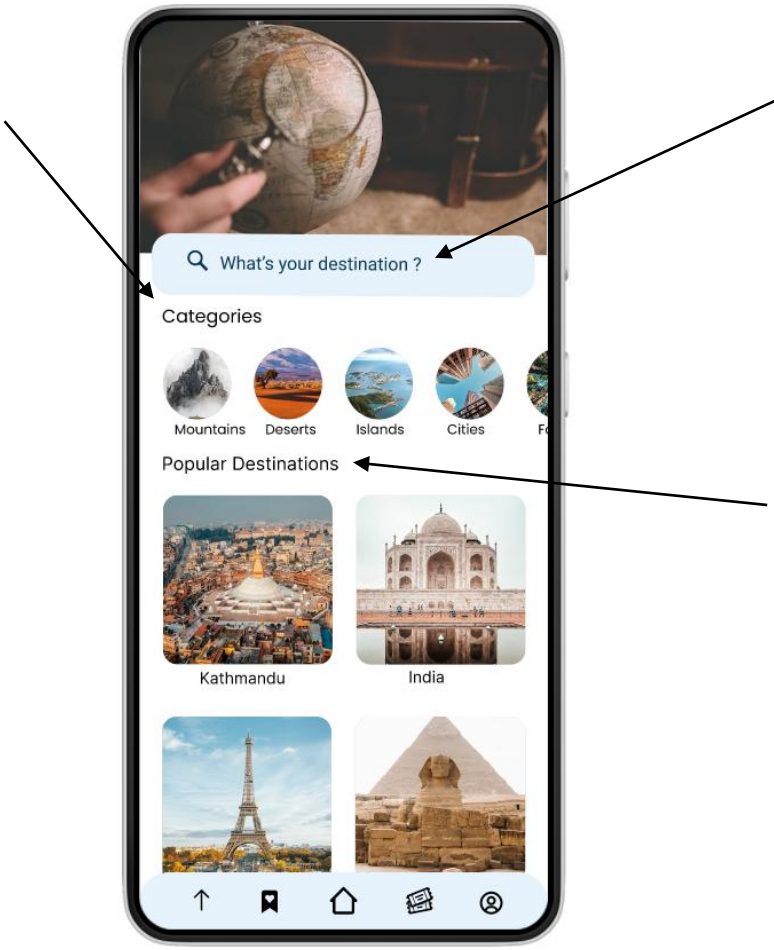

Figure 25: Match between system and real world

In, match between system and the real world the real world terminologies should be included so that the people will not be confuse and will be used to using the applications. Here, when we start to make plan about travelling the first question is where? –Its mountain region, desert area, islands, cities or forests as we put them in different point. In TravelMate also it's classified as same.

b. User control and freedom

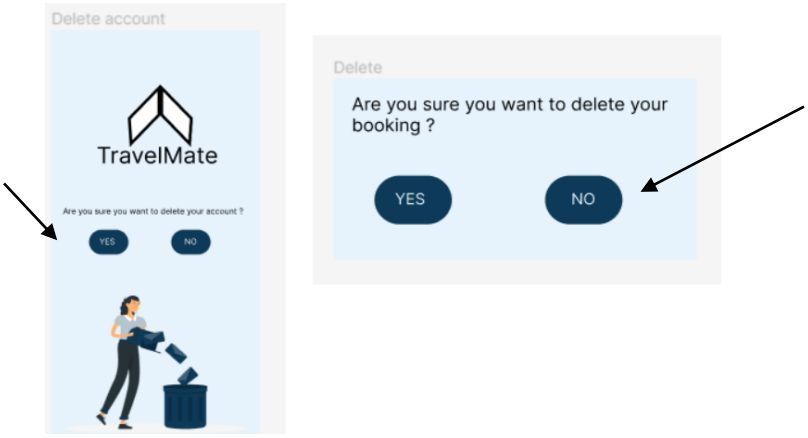

Figure 26: User control and freedom

Here, user control and freedom means the major changes function should be given to user in order to make user to trust to our platform. In the above picture, the control and freedom is given to the user to delete the account and delete the bookings.

c. Aesthetic and minimalist design

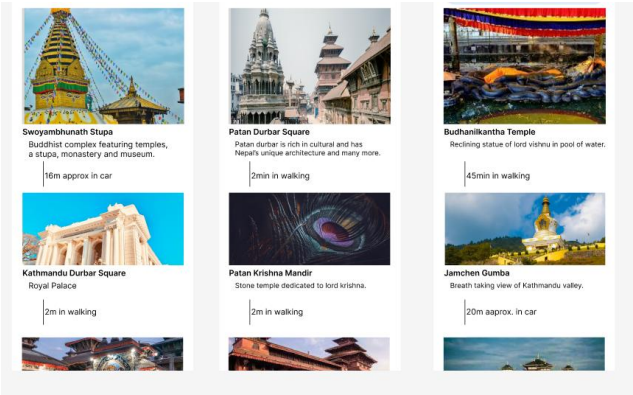

Figure 27: Aesthetic and minimalist design

In Aesthetic and minimalist design, simple design is done so that all the age group of people can use it easily. Simple design with simple and adequate information is shown in the above picture.

d. Help and documentation

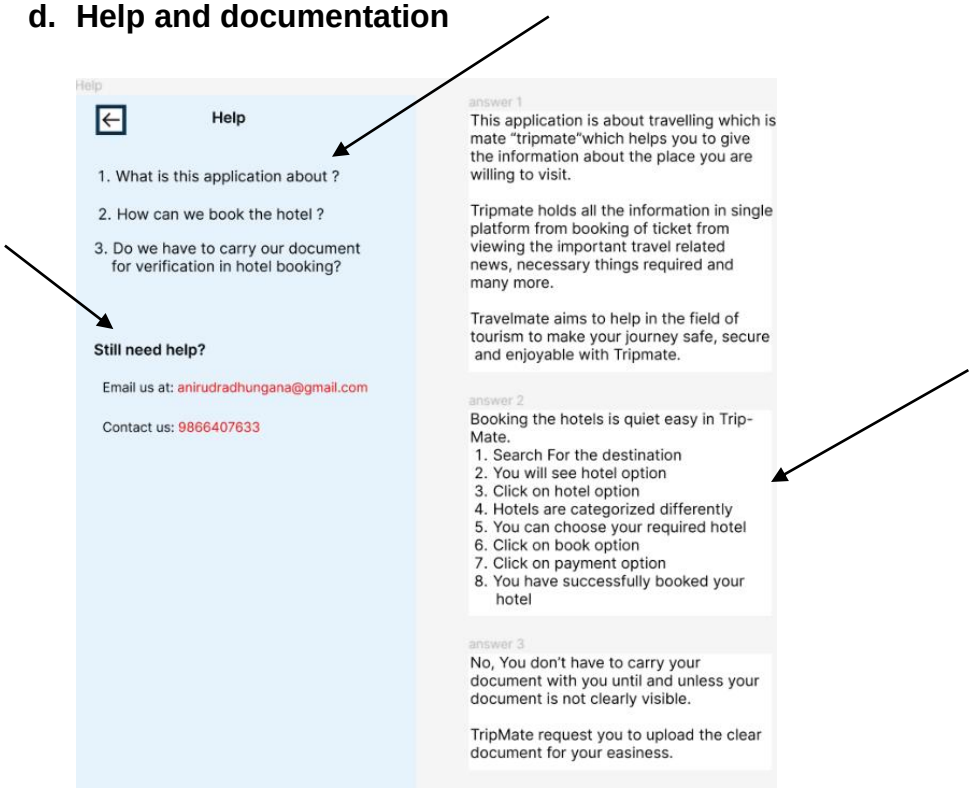

Figure 28: Help and Documentation

Help and documentation helps user to complete the task which is difficult to do and how to do. It can be very useful feature as it help to cover every part of the function and explain what the specific part/function does.

Testing

Testing is the key element for enhancement of design. Here, I have taken the survey from seven people of my application TravelMate. I had opened the Google form which had around 35 questions including usability and accessibility. https://forms.gle/3ucEJqC3L8HVW8su7

Here are the responses from the survey:

Figure 29: Testing

This shows the response of nine people who have done the survey after using my application TravelMate which includes usability testing, accessibility testing and their valuable feedback.

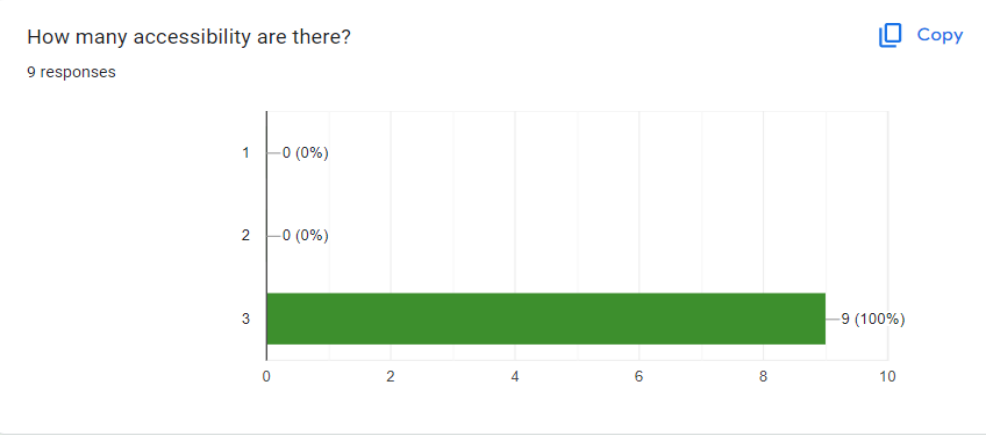

Figure 30: Survey form (testing)

The above image display about the number of accessibility in TravelMate where the testers is aware the accessibility in TravelMate. In TravelMate we have three useful accessibility they are:

1. Color blindness: As TravelMate has blue color in most of the places so I have targeted the people who cannot see blue color.
2. Font Size: In user personas, we have users whose age is more than 60years so for them making the font size bigger is useful.
3. Change language: We have change language accessibility as well as for now we have two languages English and Deutsch (German Language).

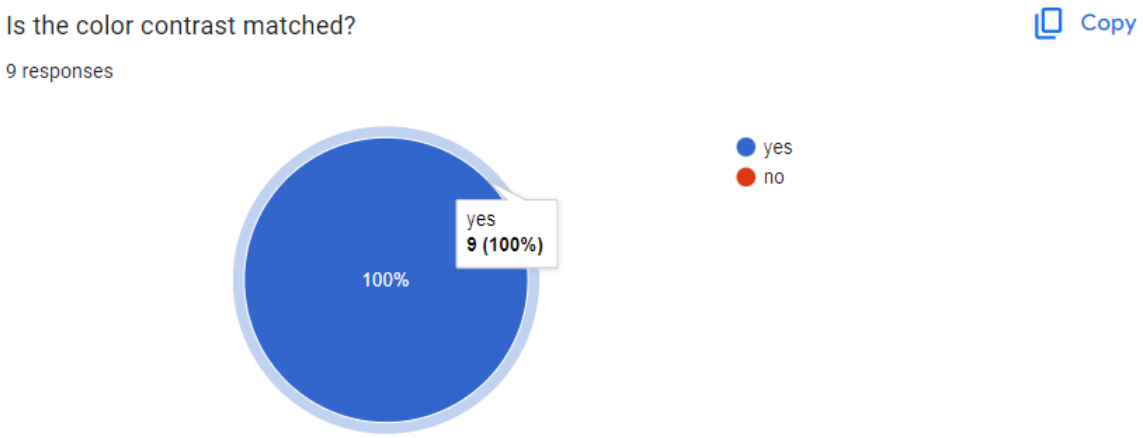

Figure 31: User Testing colour contrast

The color contrast is perfectly matched as it is graded AAA by figma plugin called A11y-Color contrast checker and the color contrast is graded AAA in both normal pages as well as in color blindness pages.

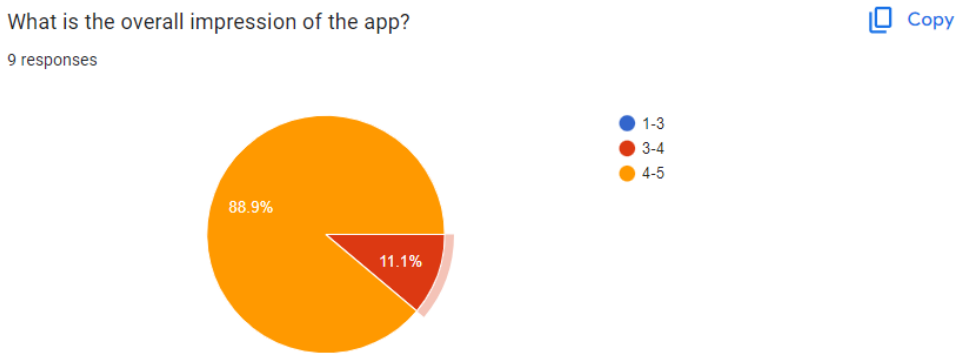

Figure 32: User testing impression of TravelMate

Here, this shows the overall impression about TravelMate which is calculated in the basis of nine users who has used TravelMate where eight users have rated 4-5 where only one user have rated 3-4.

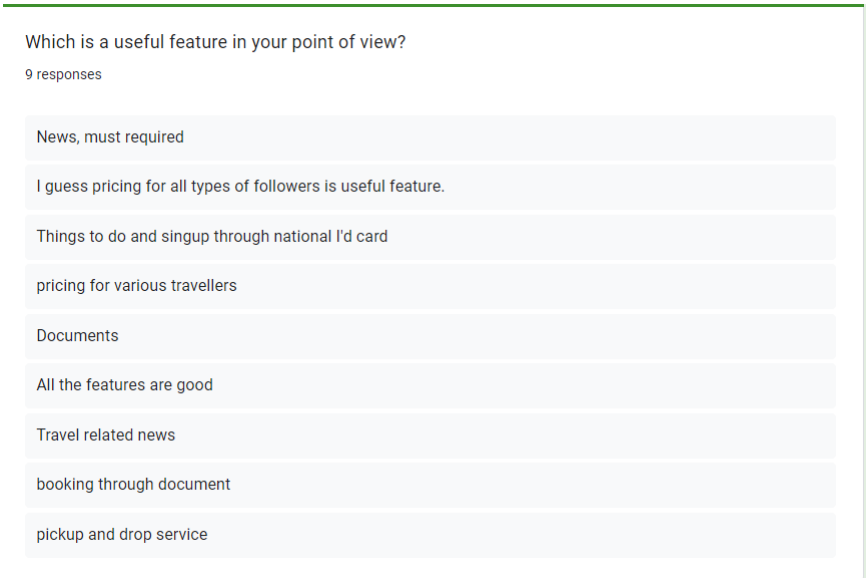

Figure 33: User testing useful points

Here are the list of thing which users find very useful in TravelMate where most of the useful features are: Signup through document and news section.

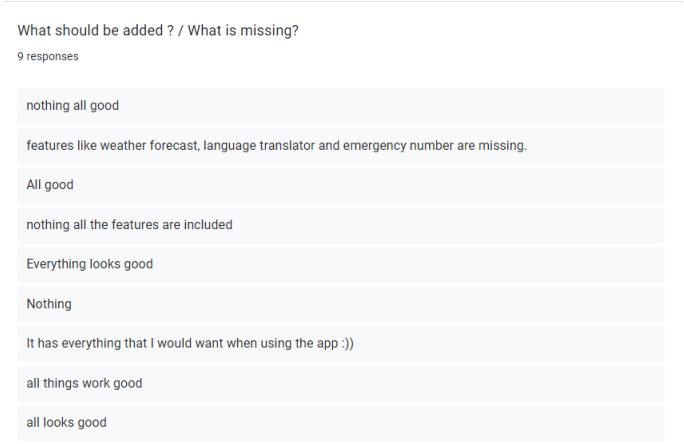

Figure 34: Feedback from testers

This shows the feedback from the testers and I have taken all the constructive points and implement them in TravelMate, previously also I had the suggestion of deleting your booking and date in notification section which I have also completed the valuable suggestion.

User testing video and user giving survey which includes feedback and other essentials:

https://youtu.be/S6Un93K1XxI

https://youtu.be/DecChU1rcwI

https://youtu.be/5X1ZwMlYwqo

According to tester emergency number should be added which will make tourist safe and easy in case of seeking help.

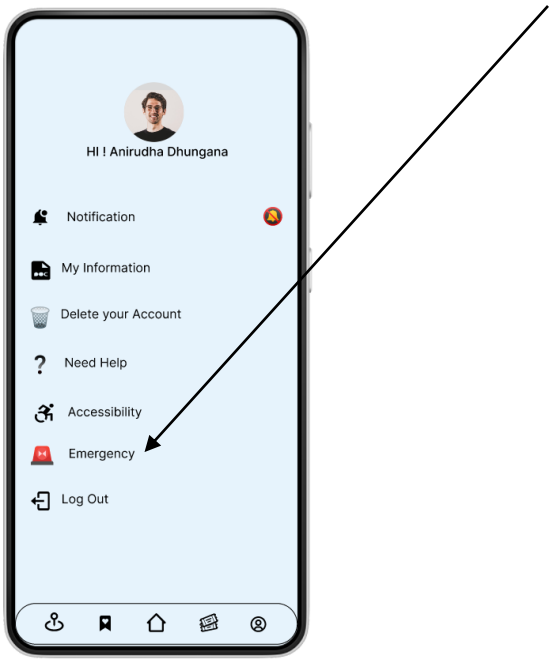

Figure 35: Completion of tester feedback

Figure 36: Tester Feedback on emergency numbers

Also in the previous usability testing there was the feedback to include date in notification and delete your bookings.

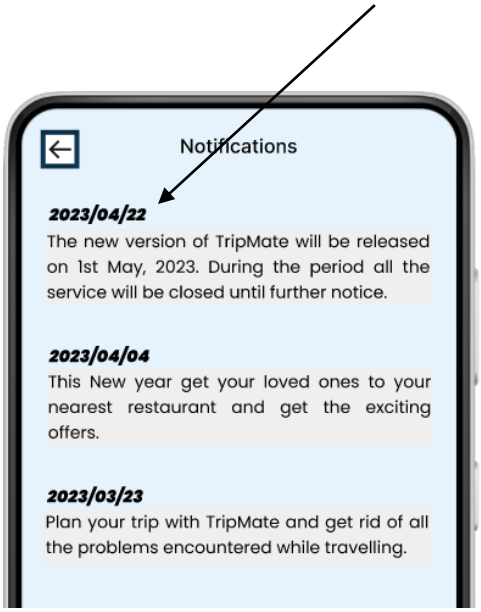

Figure 37: Date in notification

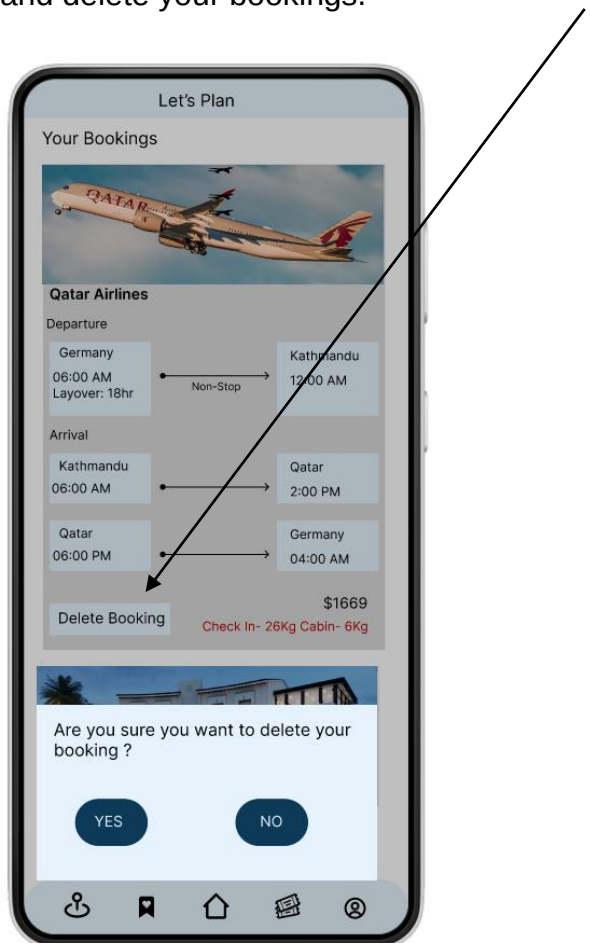

Figure 38: Delete Bookings feedback

Conclusion

Designing is not as easy as we expect this to be however this project has helped to boost my interest in design field. Designing starts from design process, I am a travel lover kind of person who loves to explore the new places as result I got the opportunity to work on the similar field where I can make the application as I wanted this to be which turns out to be the best. I only had an idea of I would make travel app but further process I was not aware about.

Design process is the most important, useful and helpful part of designing. I have completed various design process to complete my design successfully. Designers find their design best but to make this better user testing and user feedback is must in which I have done the usability and accessibility testing from various people and is very useful as they are new user and we can easily find out drawback. Designing has helped me learn about Figma and features of Figma which includes various plugins and major was using of components which helped to reduce the task as make designing simple. In TravelMate we have three accessibility which are very useful while travelling and the accessibility are: Color Blindness, Font size and language switching additionally, color contrast is matched perfect which is the plus factor.

Appendix

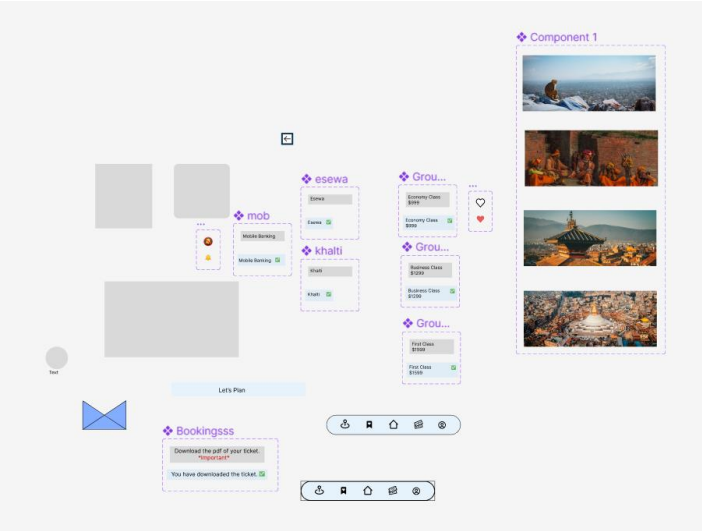

Figure 39: various components used in TravelMate/TripMate

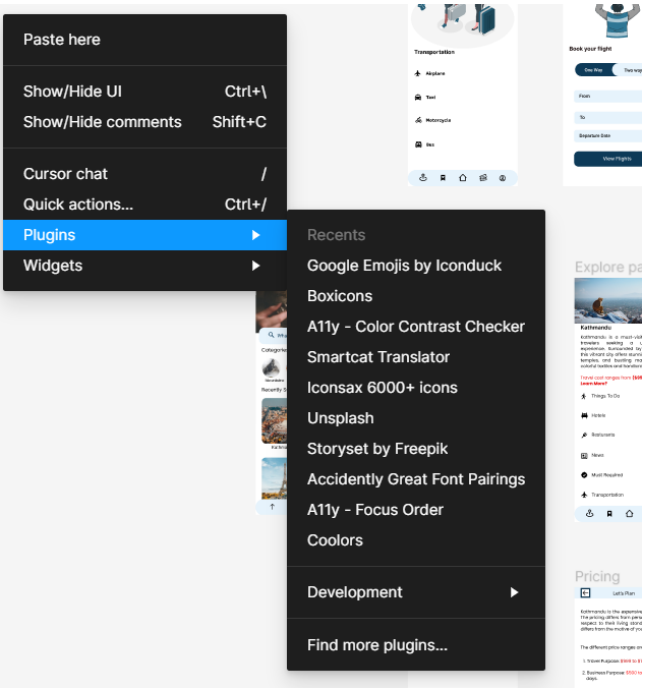

Figure 40: Various Plugins used in TripMate

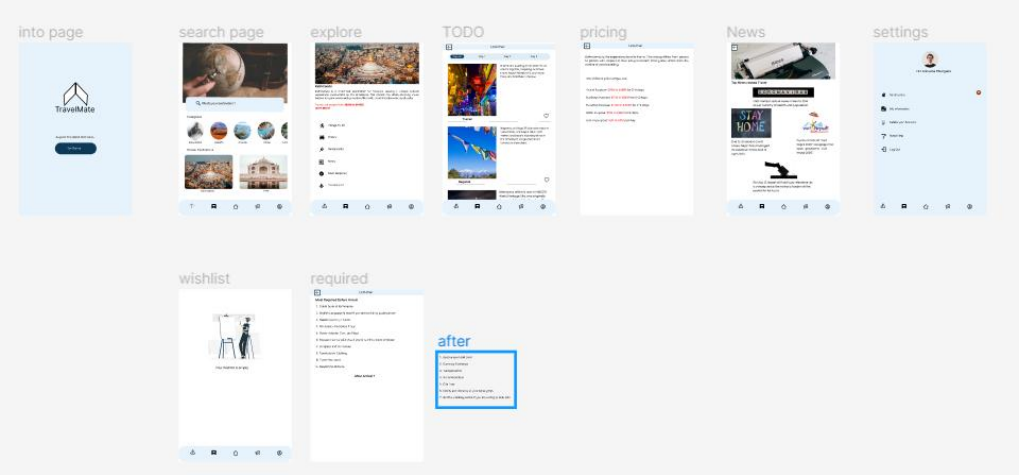

Figure 41: IPad

Figure 42: User testing form response 1

Figure 43: User testing form response 2

Figure 44: User testing form response 3

Figure 45: User testing form response 4

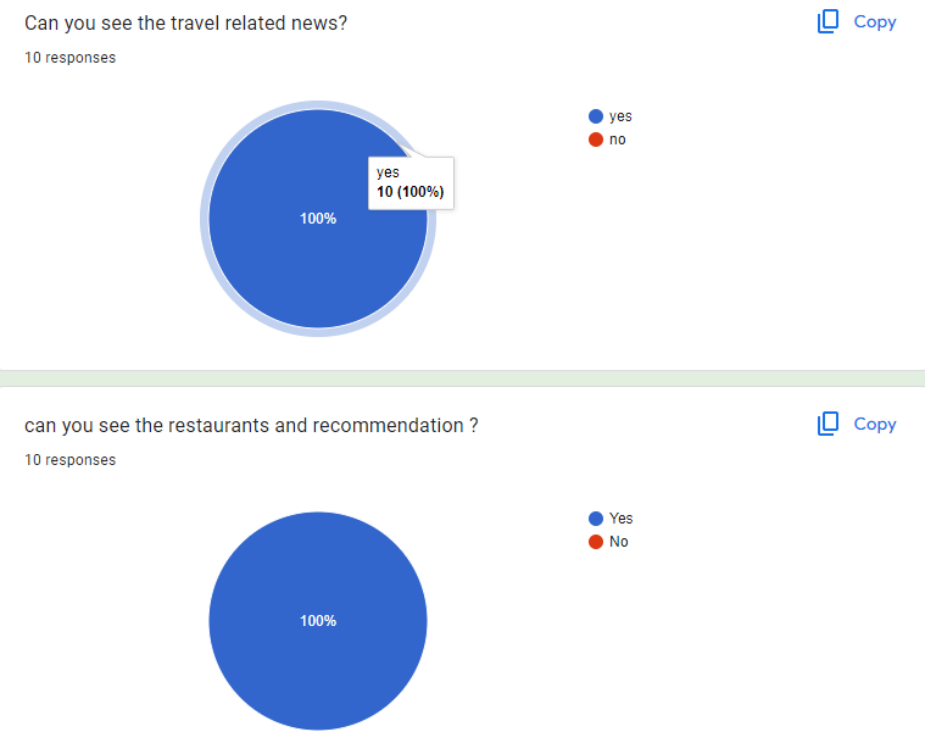

Figure 46: User testing form response 5

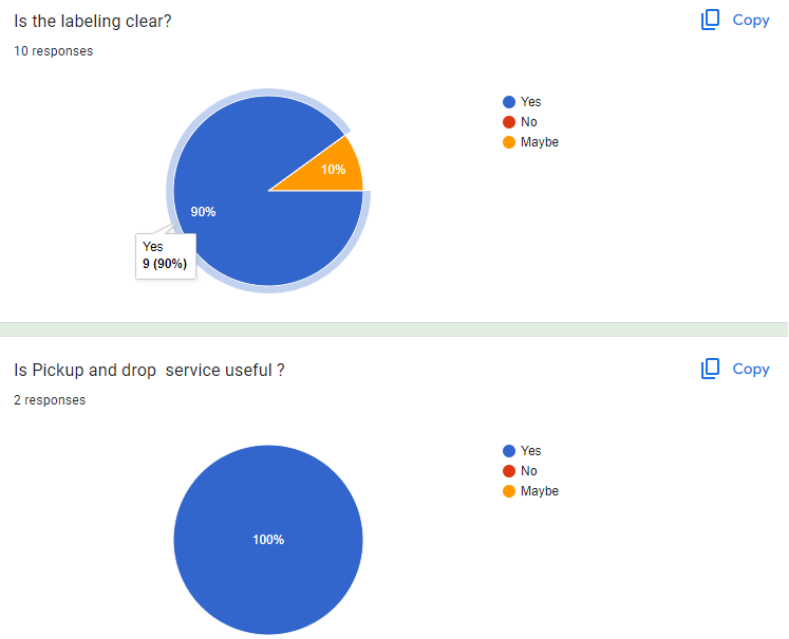

Figure 47: User testing form response 6

Figure 48: User testing form response 7

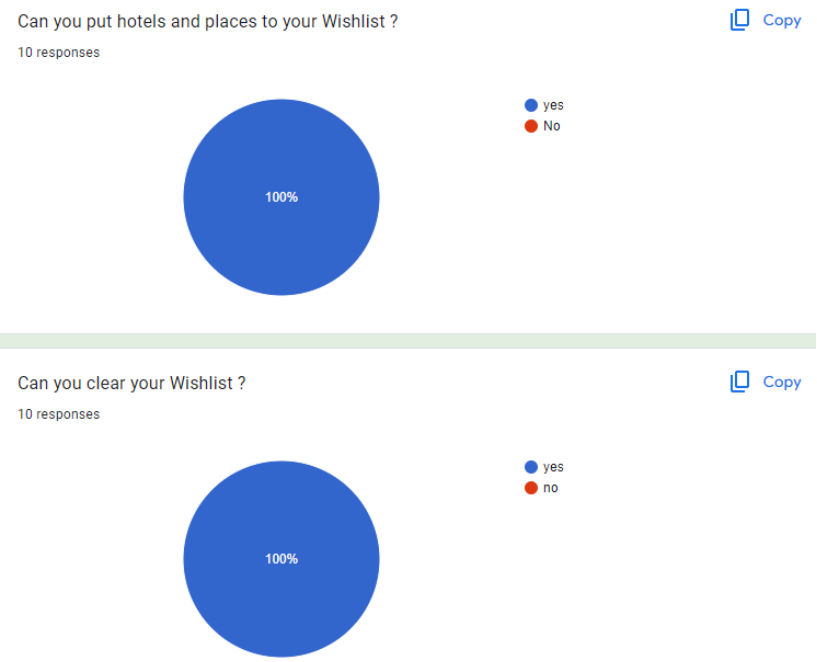

Figure 49: User testing form response 8

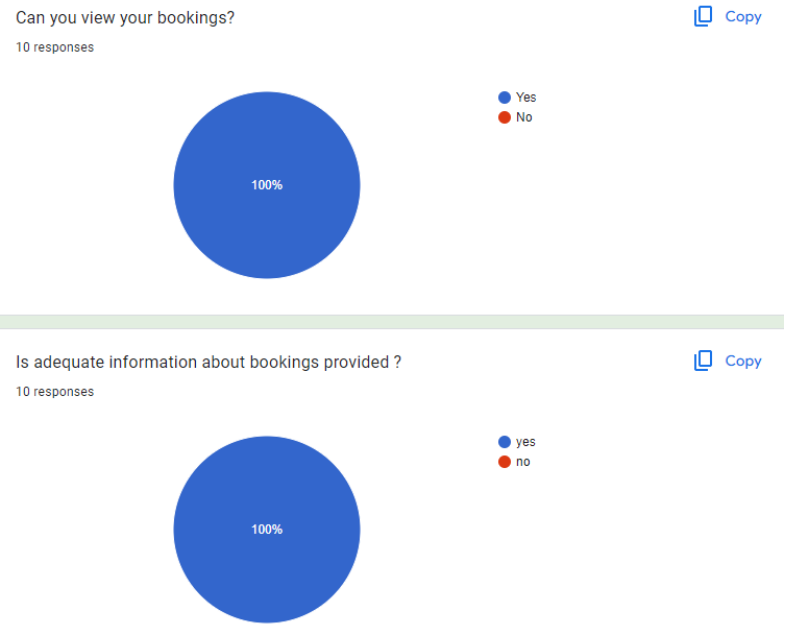

Figure 50: User testing form response 9

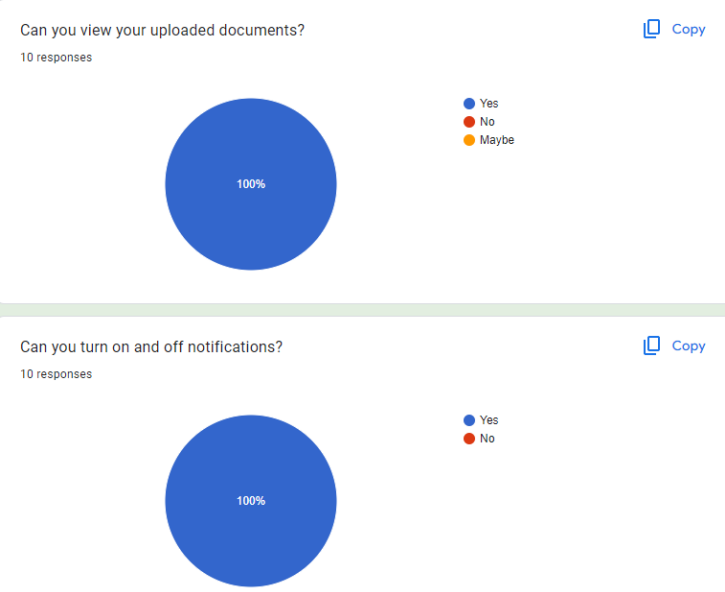

Figure 51: User testing form response 10

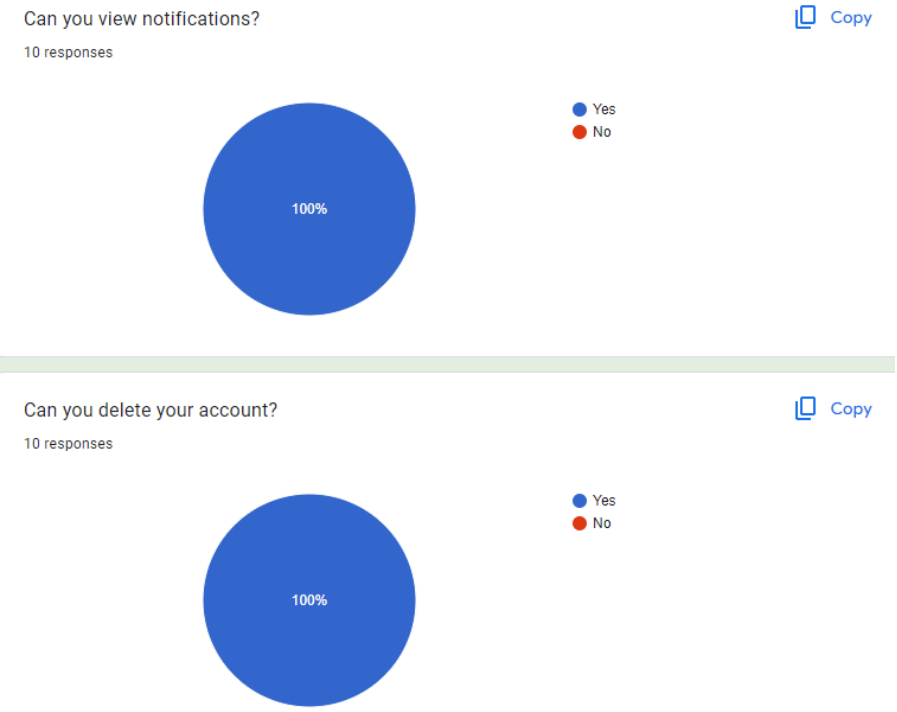

Figure 52: User testing form response 11

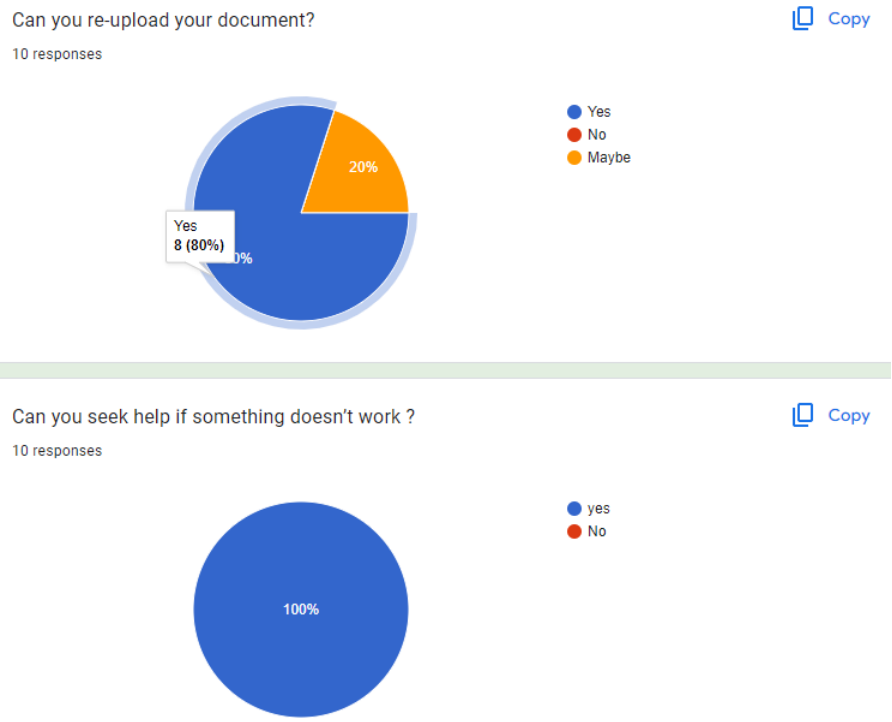

Figure 53: User testing form response 12

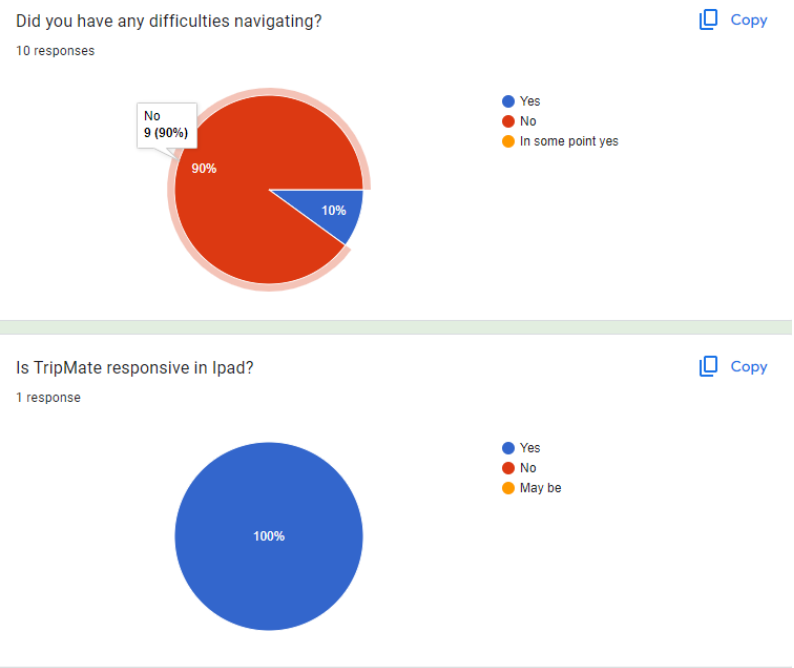

Figure 54: User testing form response 13

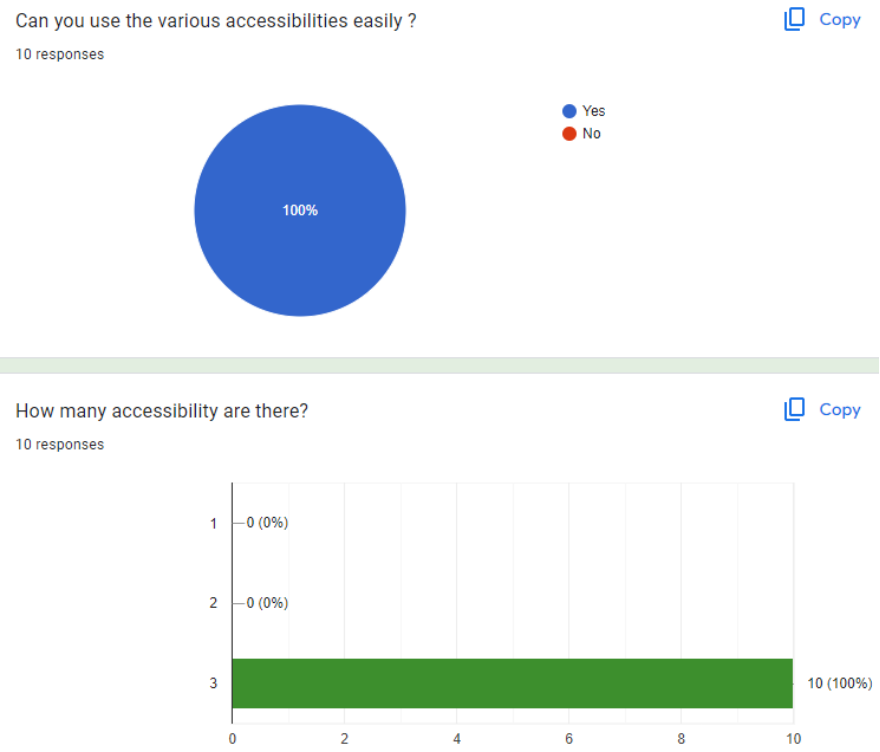

Figure 55: User testing form response 14

Figure 56: User testing form response 15

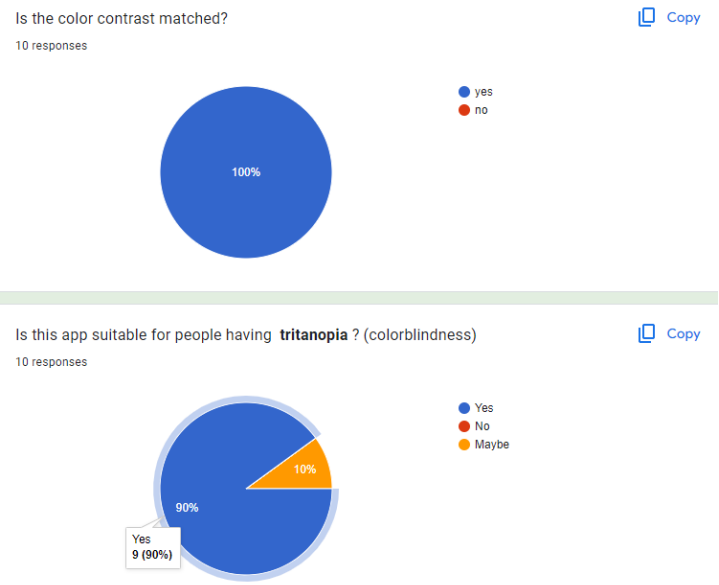

Figure 57: User testing form response 16:

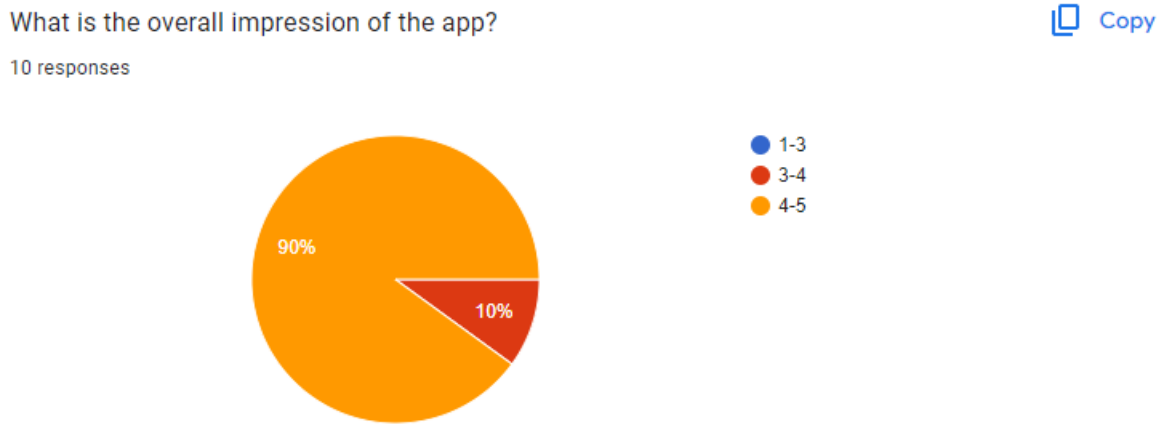

Figure 58: User testing form response 17

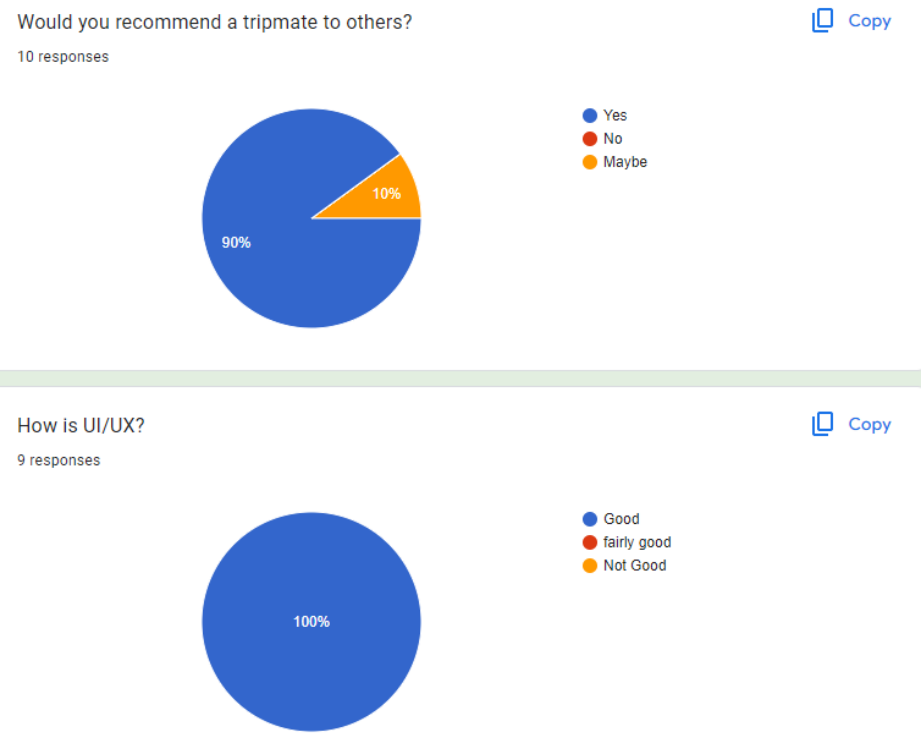

Figure 59: User testing form response 18

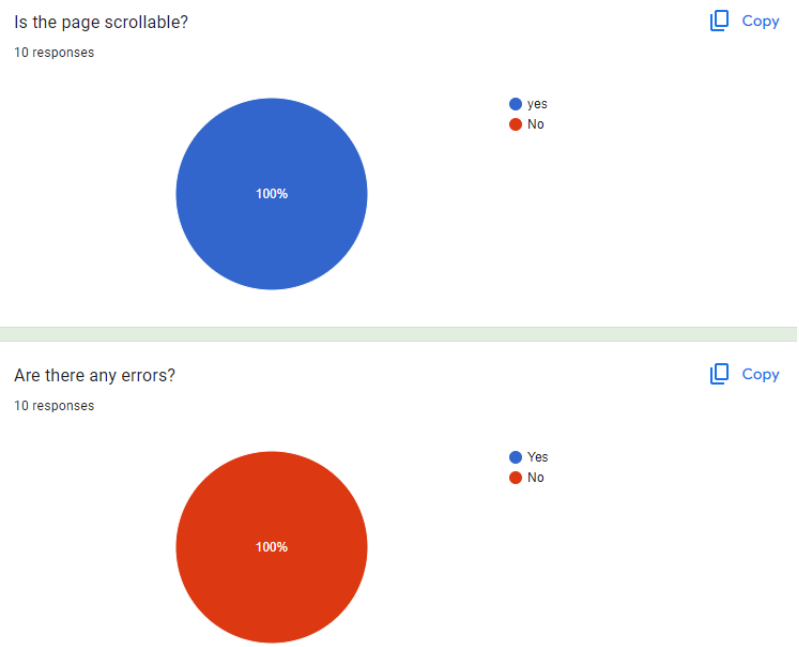

Figure 60: User testing form response 19

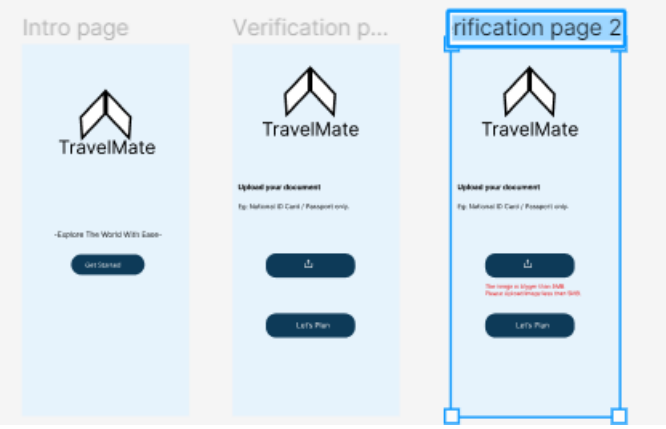

Figure 61: TravelMate final designed pages 1

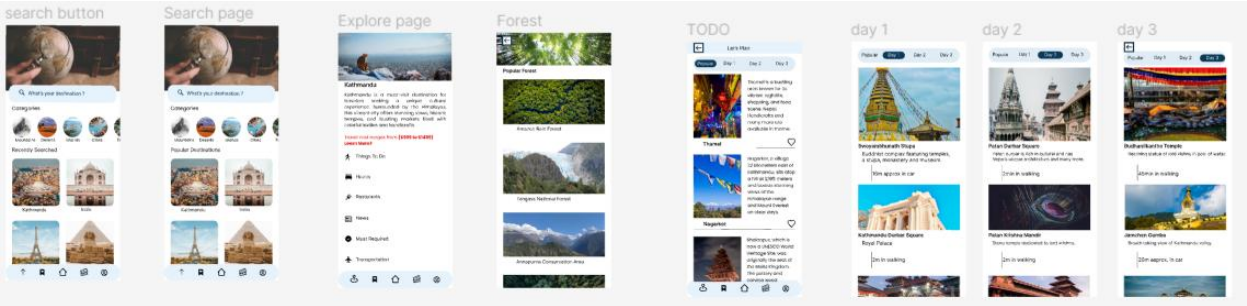

Figure 62: TravelMate final designed pages 2

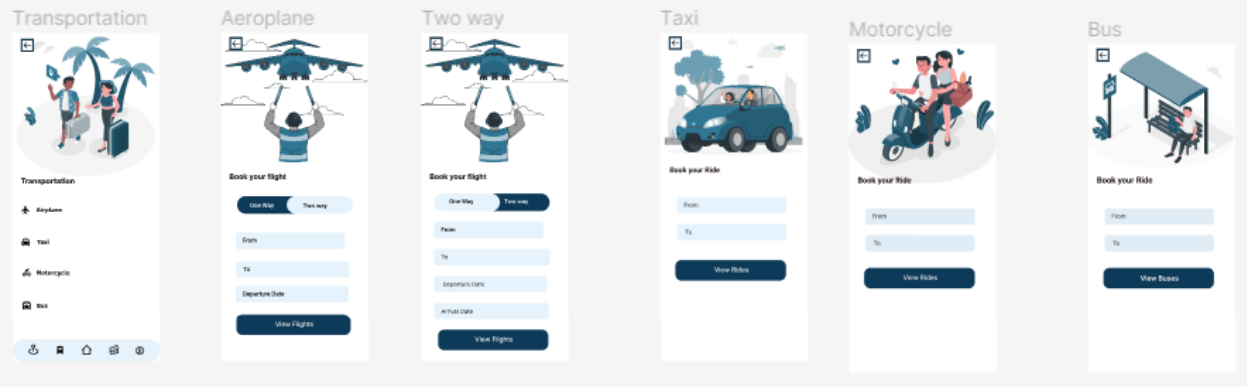

Figure 63: TravelMate final designed pages 3

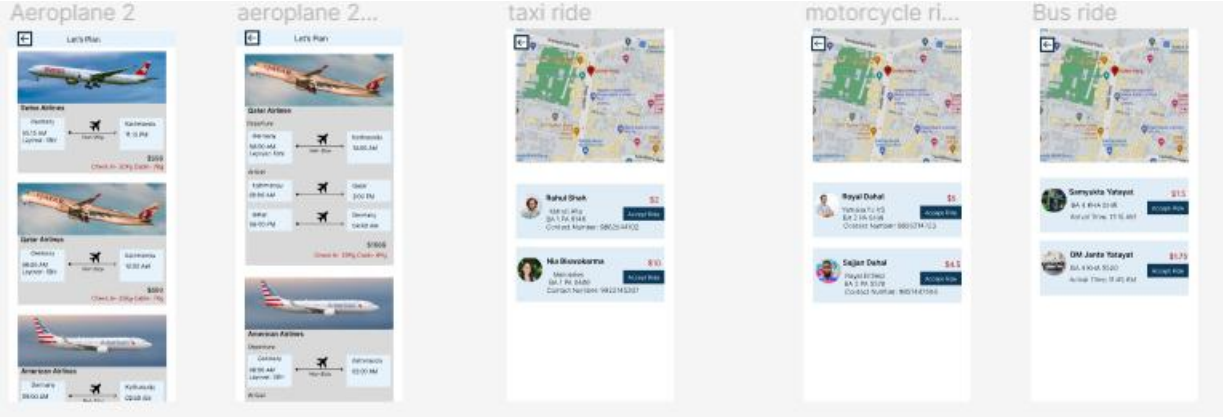

Figure 64: TravelMate final designed pages 4

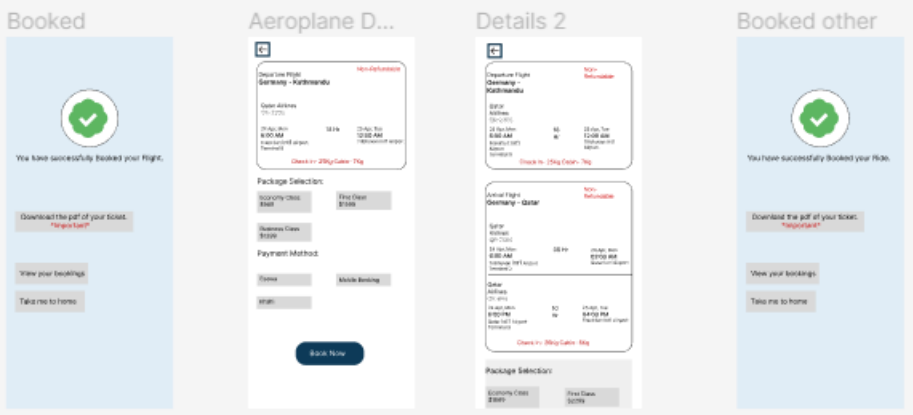

Figure 65: TravelMate final designed pages 5

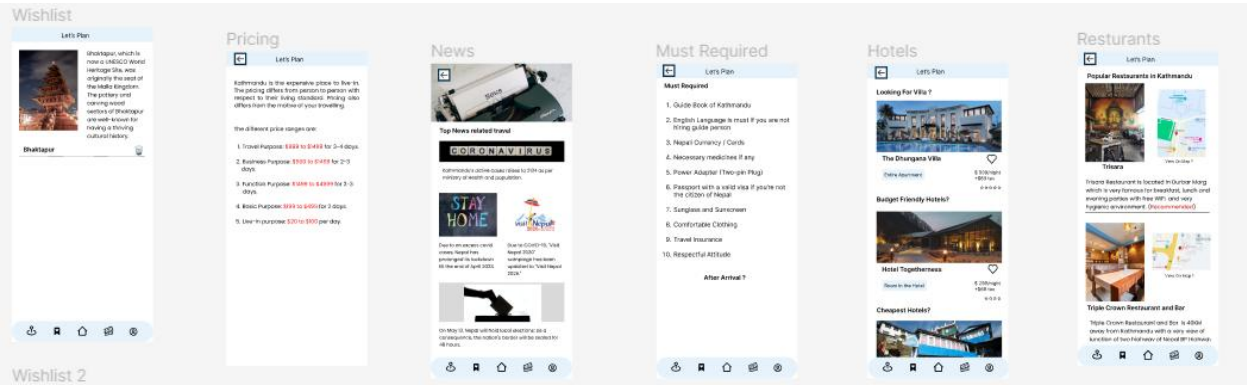

Figure 66: TravelMate final designed pages 6

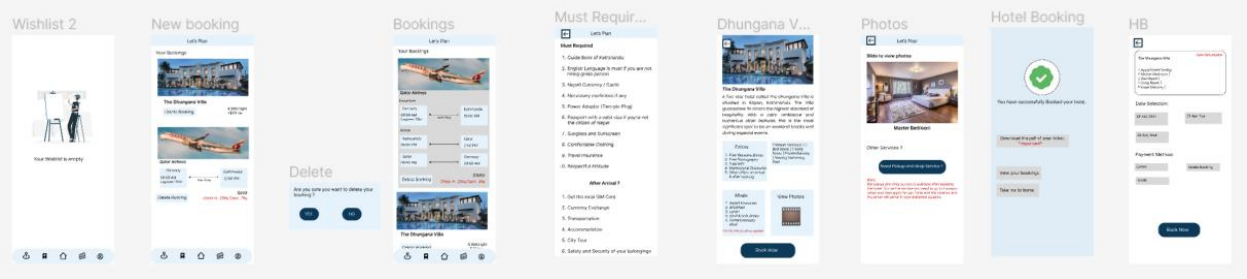

Figure 67: TravelMate final designed pages 7

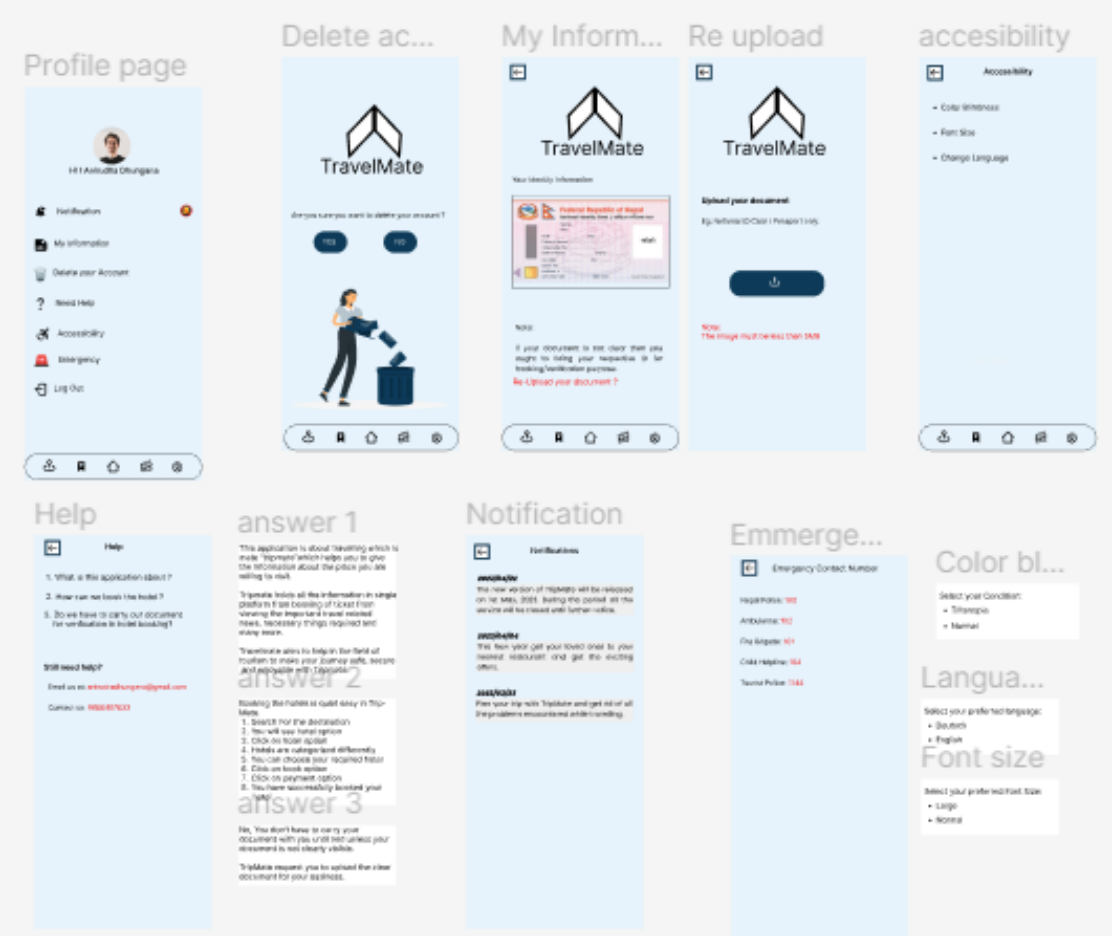

Figure 68: TravelMate final designed pages 8

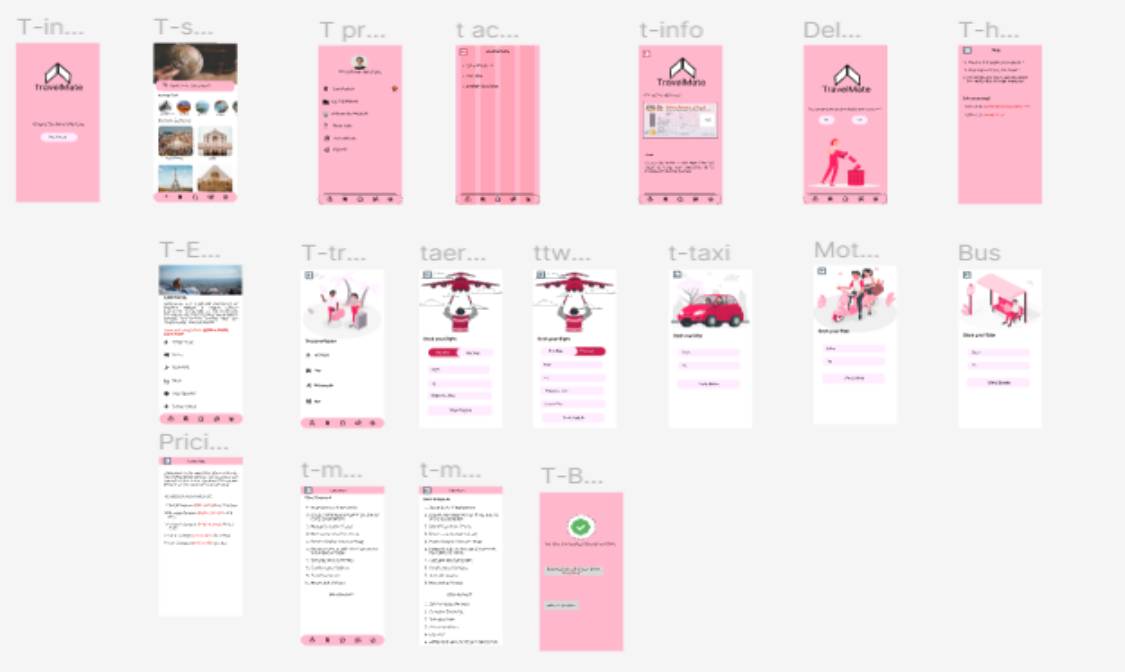

Figure 69: colour blindness accessibility pages

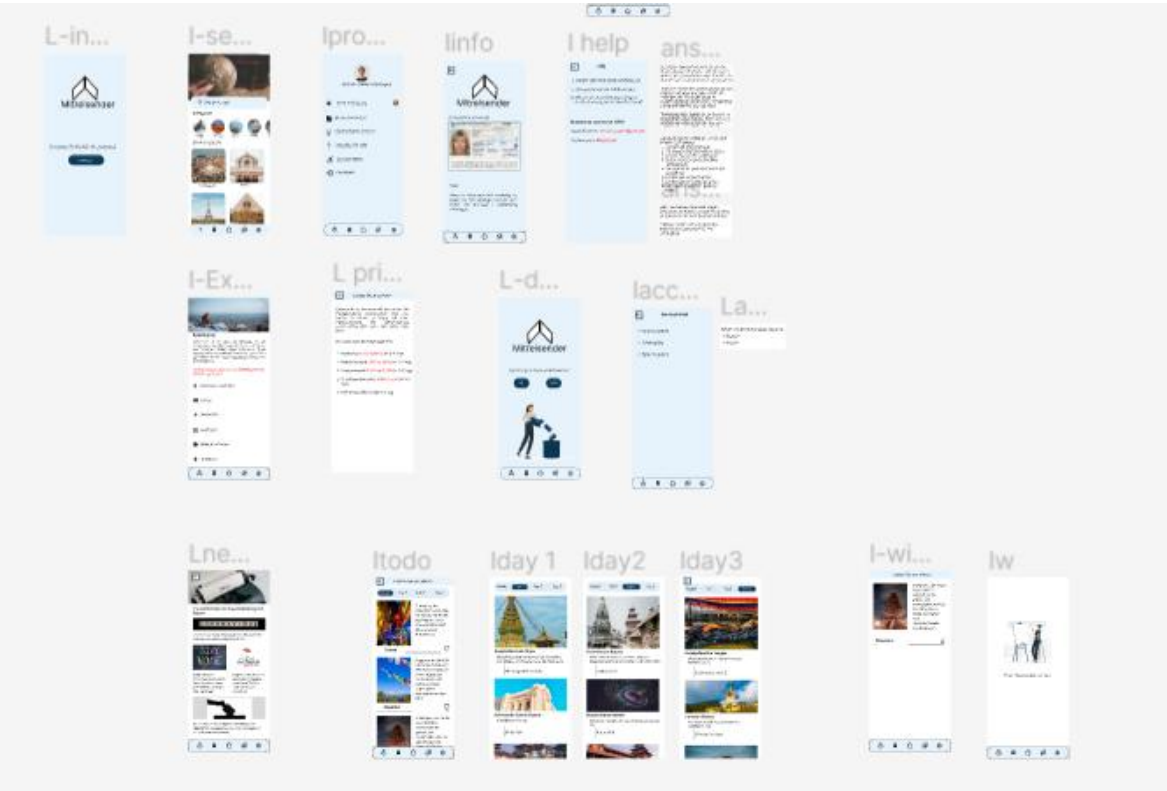

Figure 70: Language Change accessibility pages

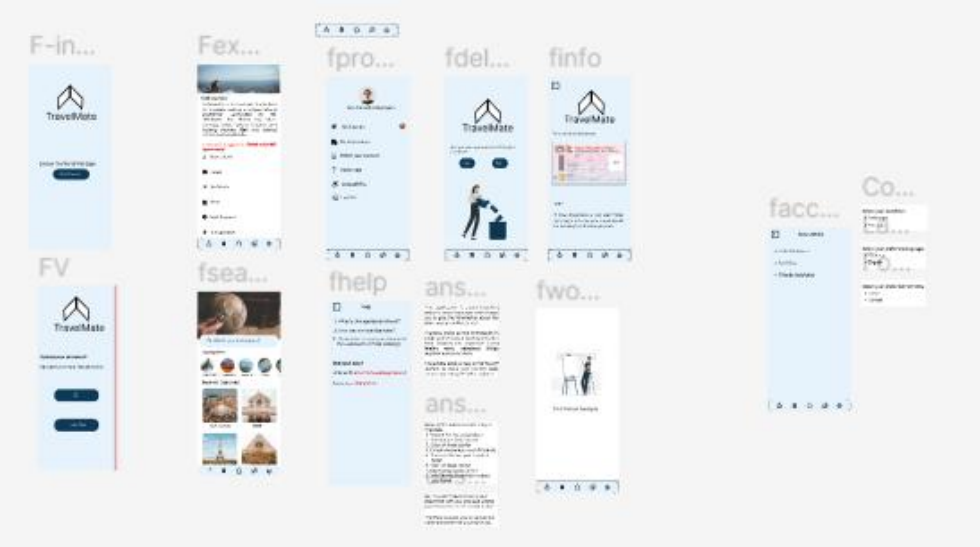

Figure 71: Font Size accessibility pages

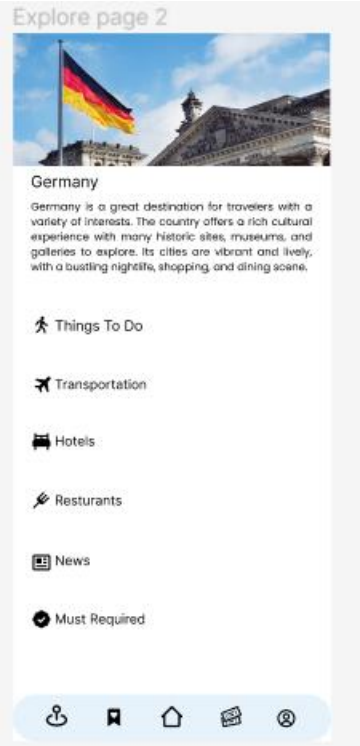

Figure 72: pages not included in final design

Usability testing video link:

https://youtu.be/jOF98geXBqg

https://youtu.be/ZY9QNVPEgcE

Accessibility testing video link:

https://youtu.be/KqVdBUoVA3E

https://youtu.be/x26mn652BZ8