TOURISM APP

Where to?

02

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Problem
Statement

Creating a Travel Package Recommendation System which offers the best holiday package amongst all the other packages available on the web.

Need
Finding

The recent past has shown an increased interest in recommendation techniques for app creation. A customer finds it very difficult to search for the best package as they have to browse multiple websites, contact many travel agents etc., which is a tedious process. There should be a system where the user should find the best package on the Internet with a single click which needs to be done in a simplistic and aesthetic design for ease of use.

Empathy
Map

05

Low Fidelity
Prototype

Landing
Screen

- When the application is opened, this is the first screen that is shown.

- The user can log in here, and can use Google or Facebook too.

Authentication
Screens

SKIP

Verify Mobile No.

Enter OTP sent to *----09

Enter OTP

Resend OTP

SKIP

Let's secure your account with a password.

Use 8/ more characters.

Password

SKIP

Welcome Aboard!

Let us know you better.

First Name

Last Name

Home Screen

- There are two sections in this screen, namely 'Hot Deals' and 'Discover'.

- 'Hot Deals' shows the deals of the day, and 'Discover'allows the user to surf new places to visit.

- There is a Menu Bar located at the bottom of the screen.
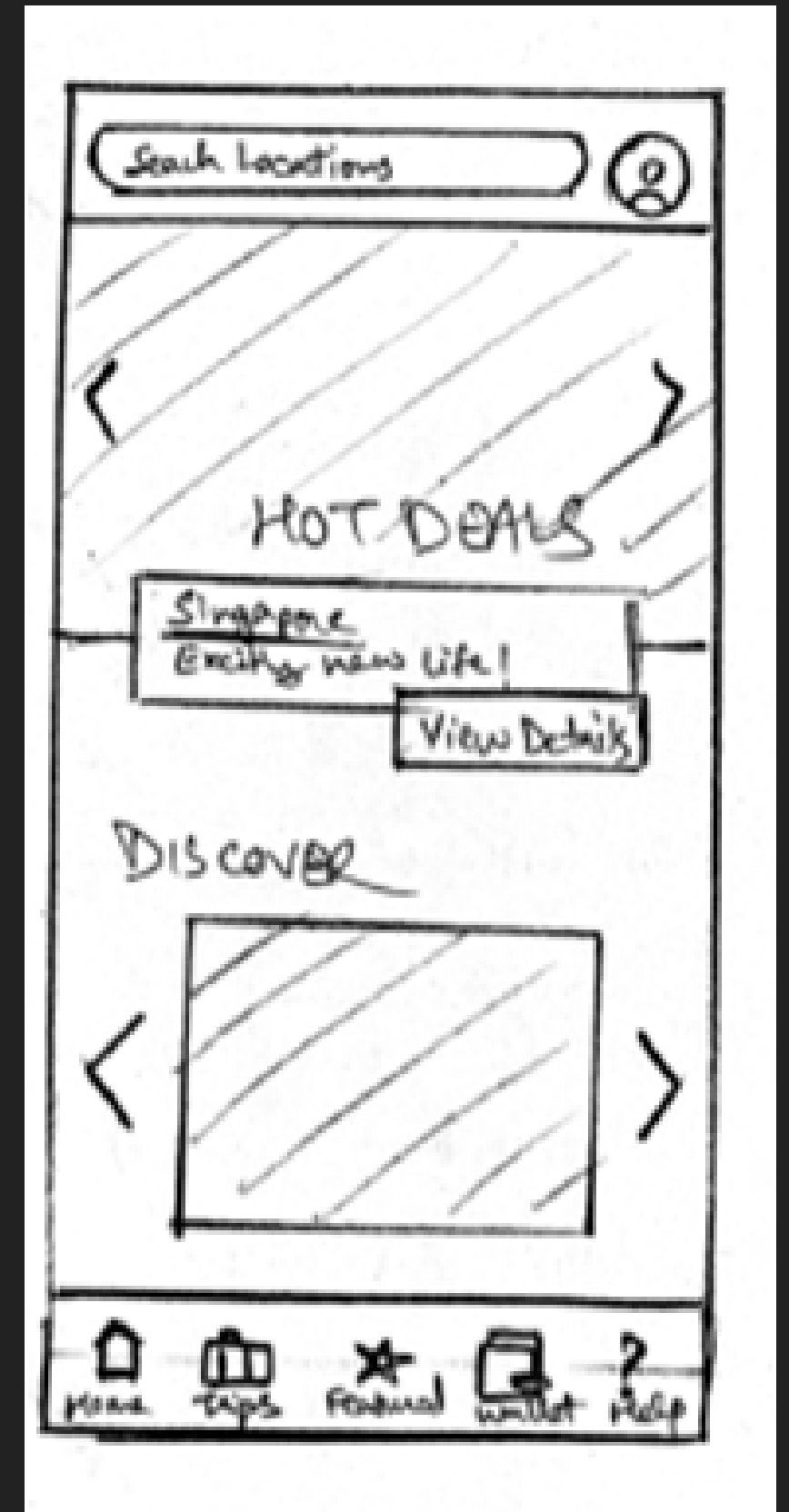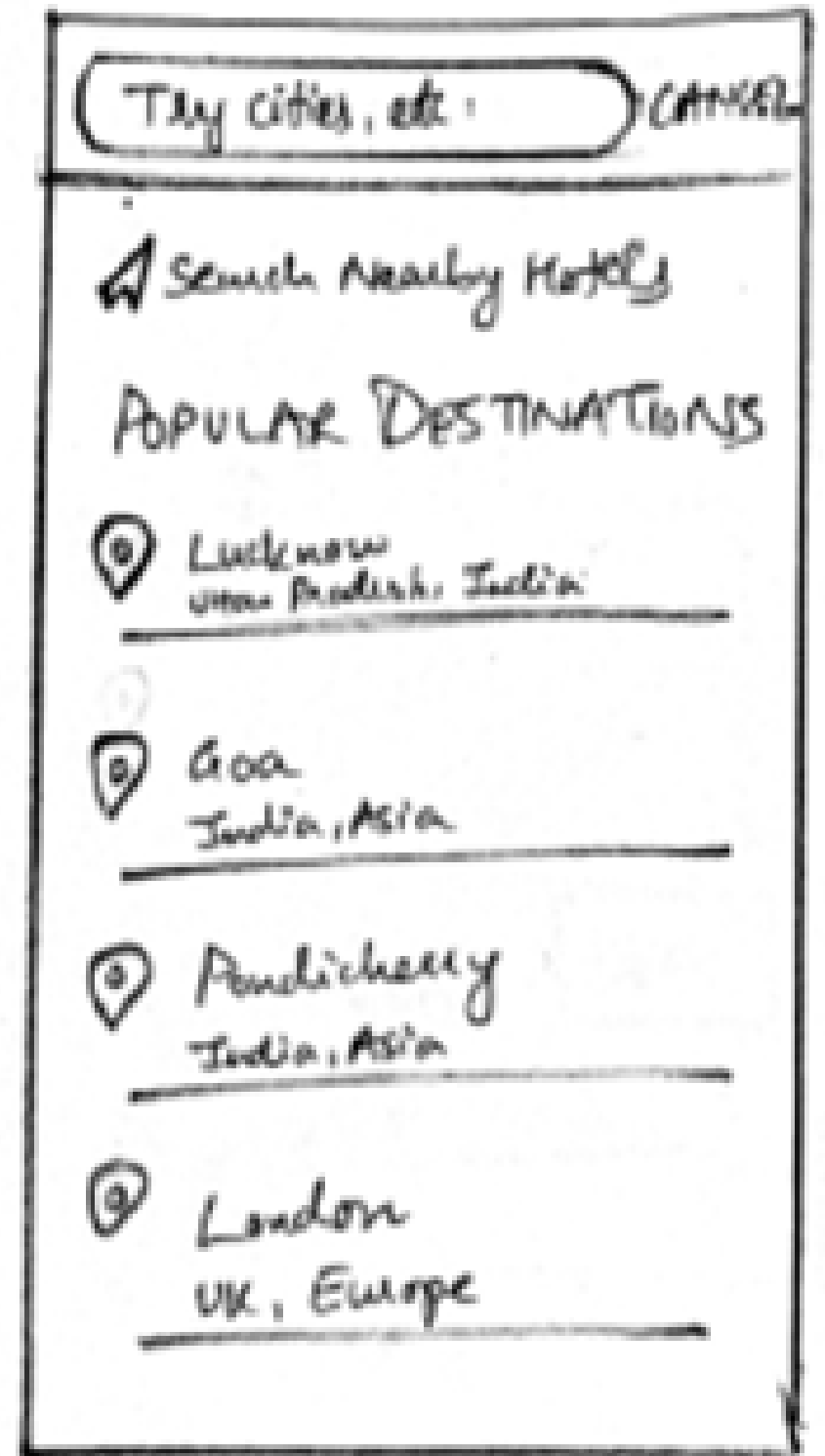
Hot Deals/ Discover Screen

- The screen on the right opens up when either 'Hot Deals' or 'Discover' is selected, offering appropriate destinations and hotels.
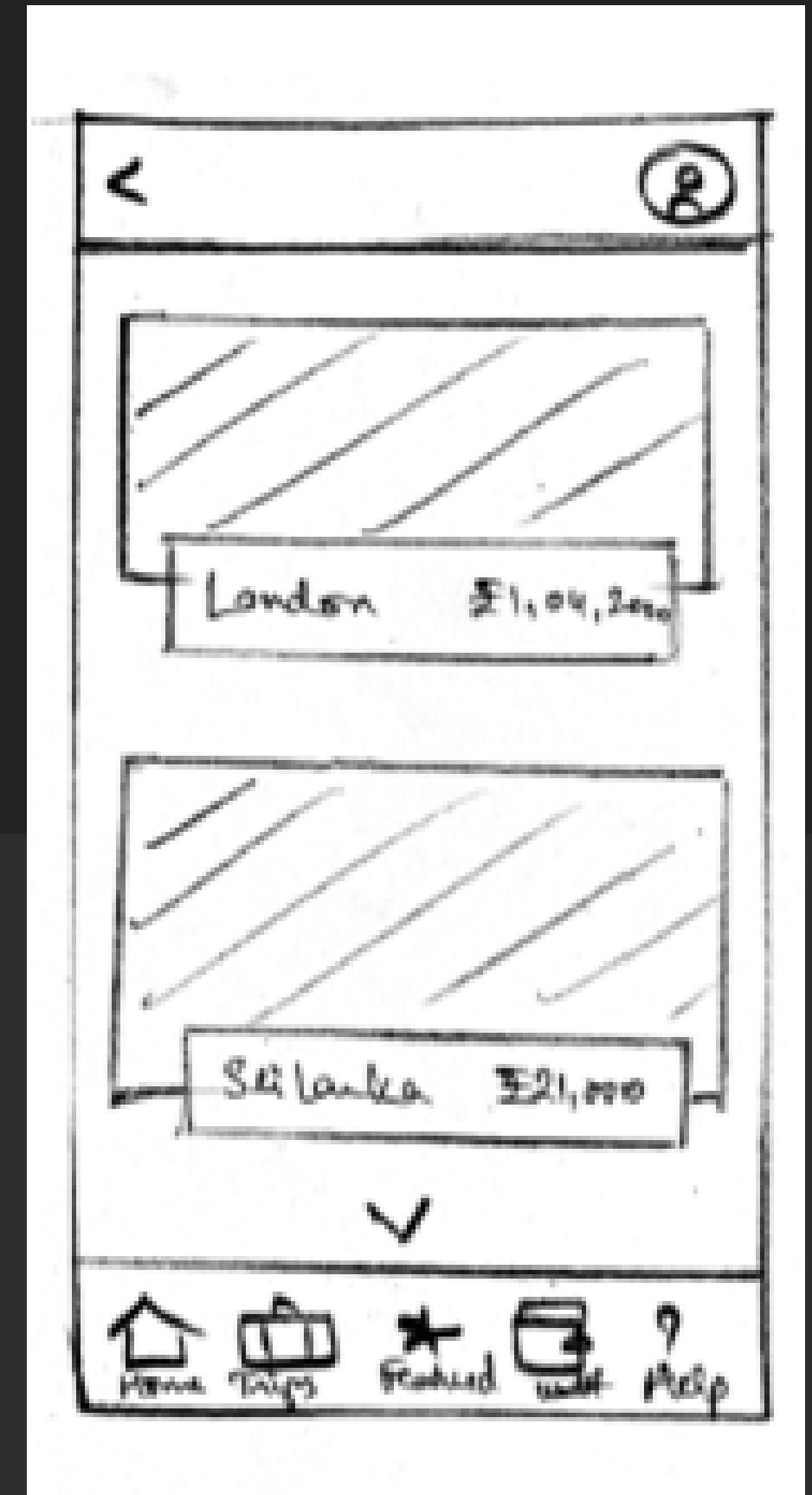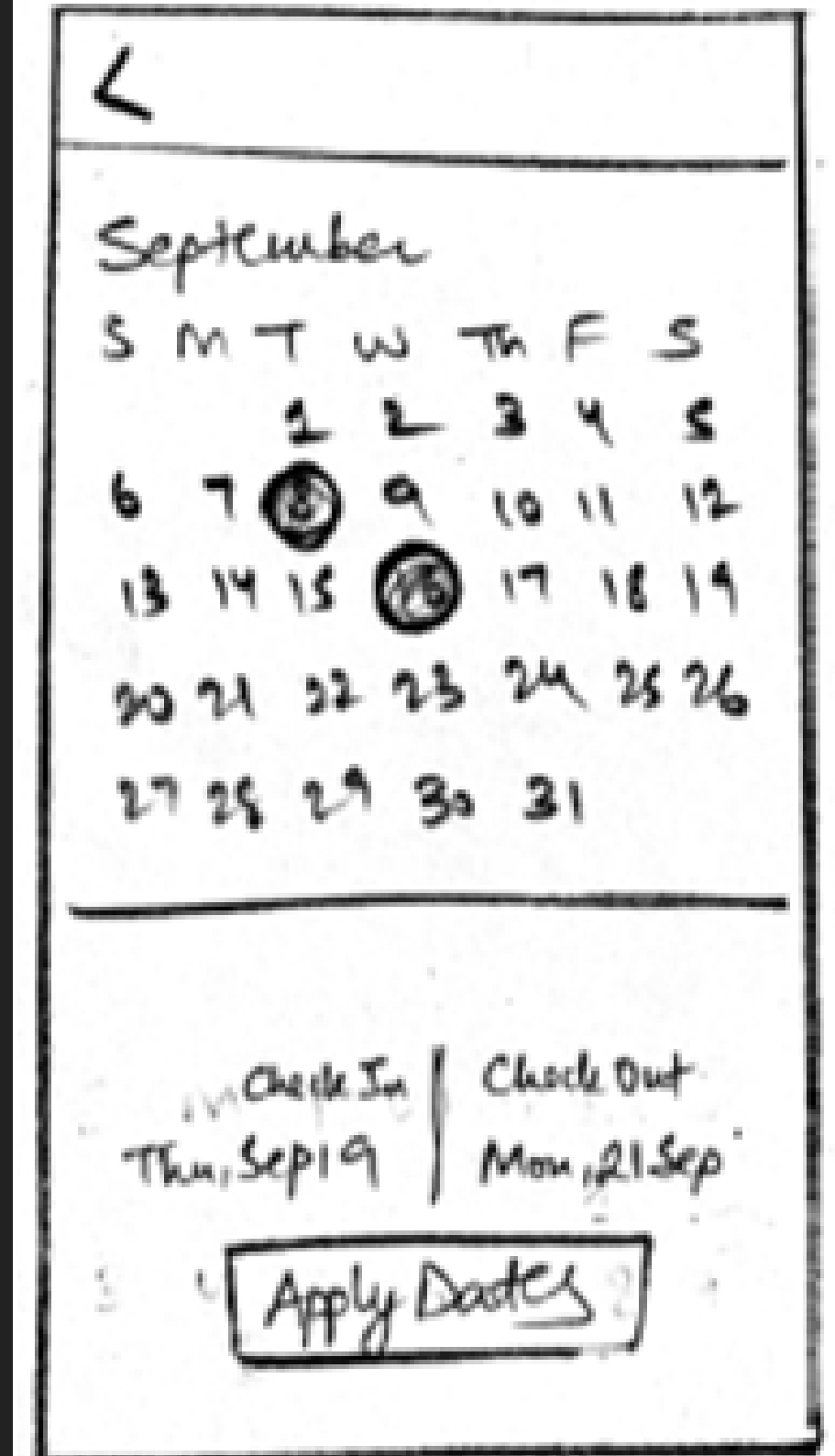
Search Screen

- The list of hotels from the user - selected destination opens up when the search bar is clicked
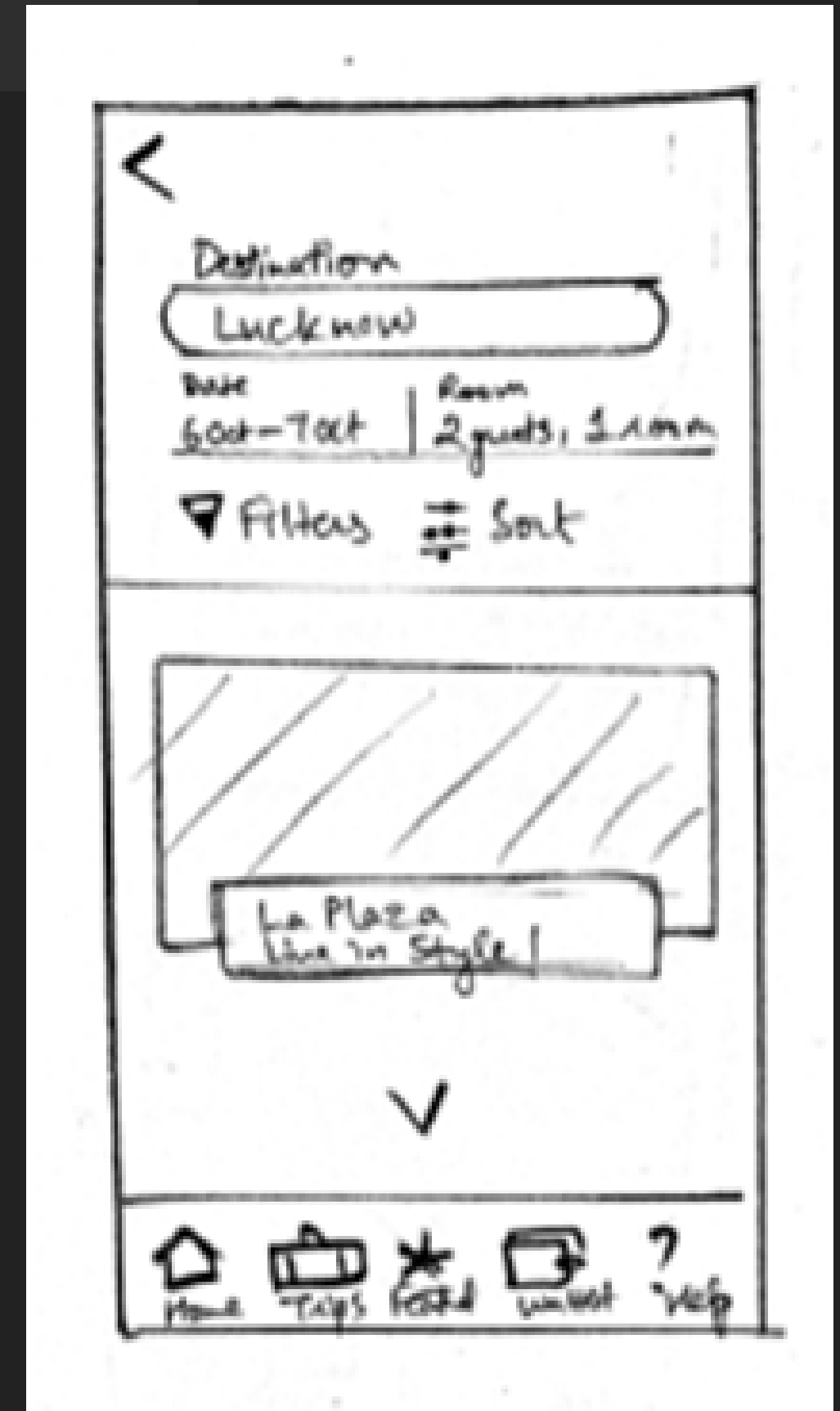
Calendar Screen

- This is the calendar display screen, where the user can choose their viable dates for travel.
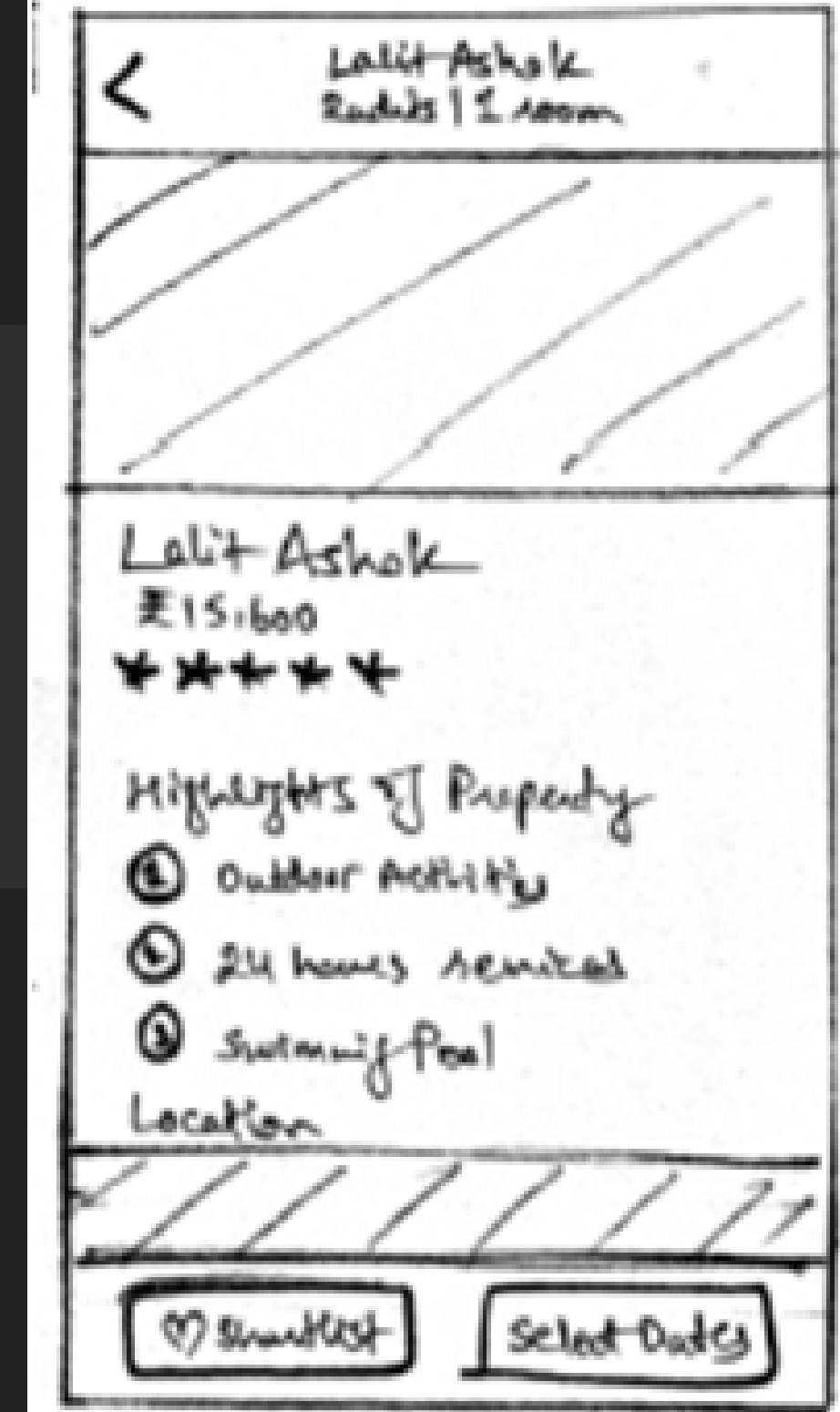
Hotel Selection Screen

- This screen appears after the destination, dates, number of guests and rooms have been chosen.

- The user can choose a hotel from the list here.

Hotel View Screen

- This page shows a view of the hotel the user selected, along with the available amenities and the location.

- The customer ratings and the price range of the selected room are displayed.
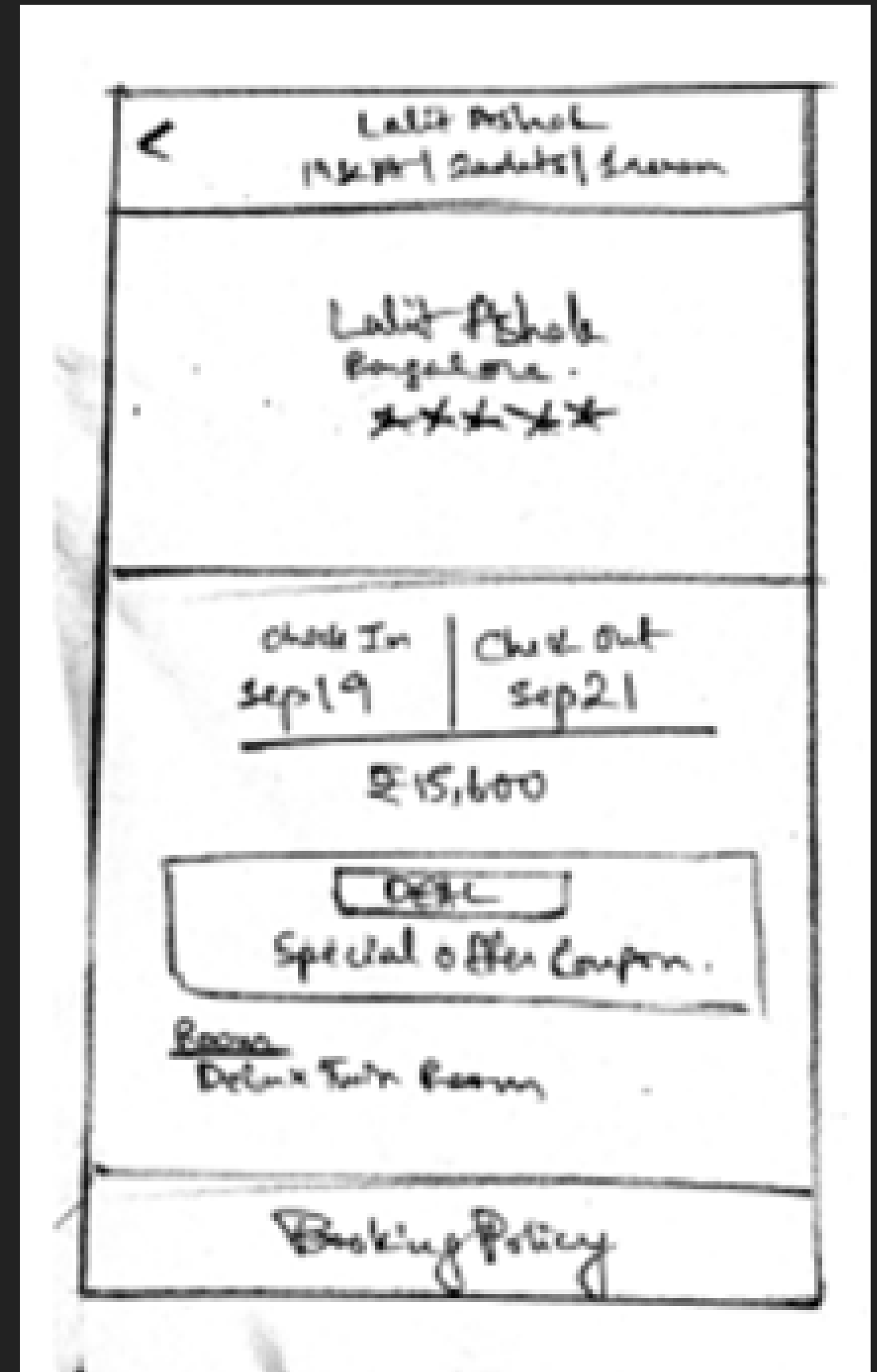
Booking Screen

- This is the penultimate screen, which displays the room chosen, along with the provided amenities.
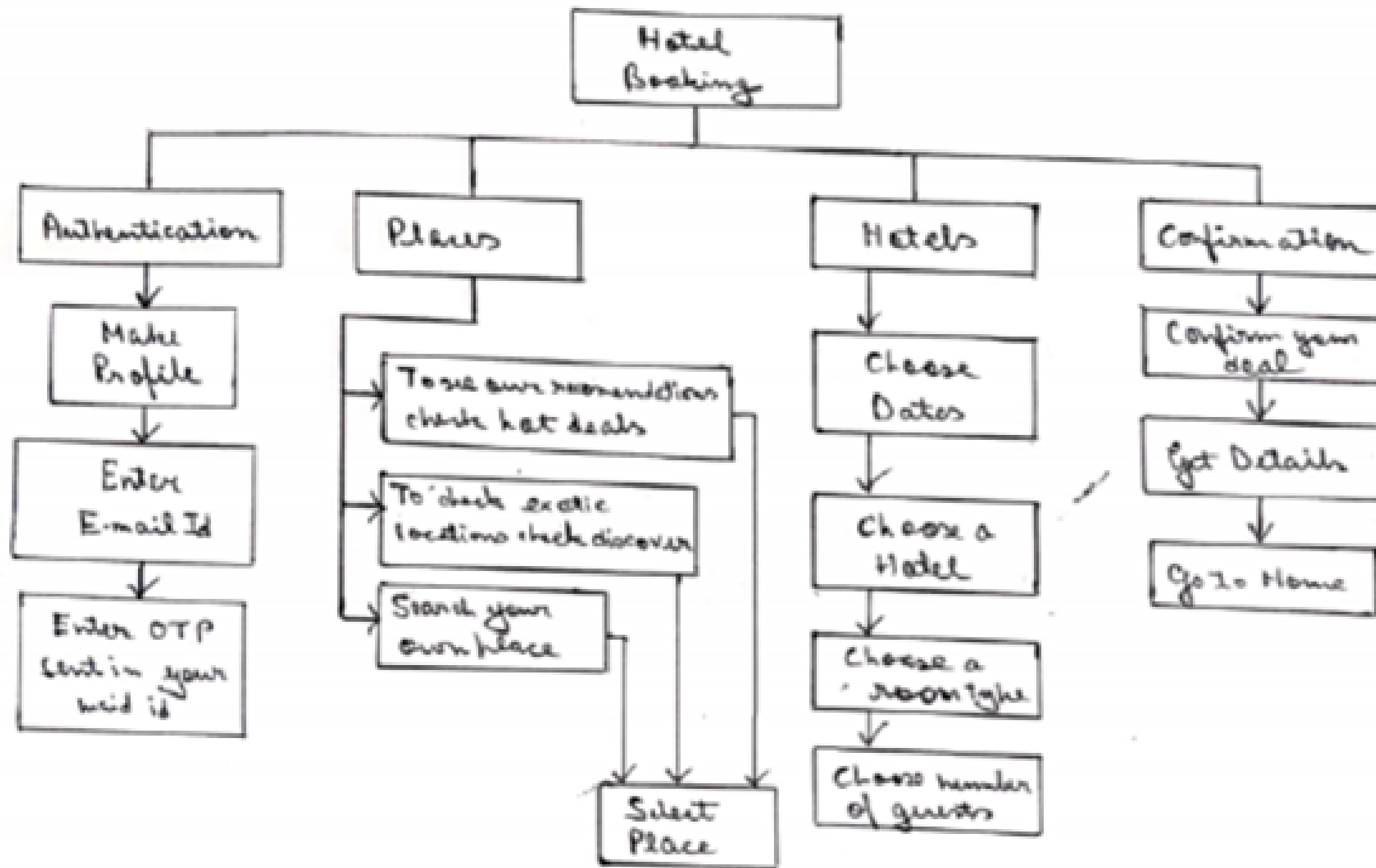
Confirmation Screen

- The final screen displays the relevant information, along with a confirmation message to the user.

Flow of **Screens**

Heuristic Evaluation

• **Visibility of System Status**

- The system should always keep users informed about what is going on through appropriate feedback within a reasonable time.

- More information equals better decision making.

Let's secure your account with a password

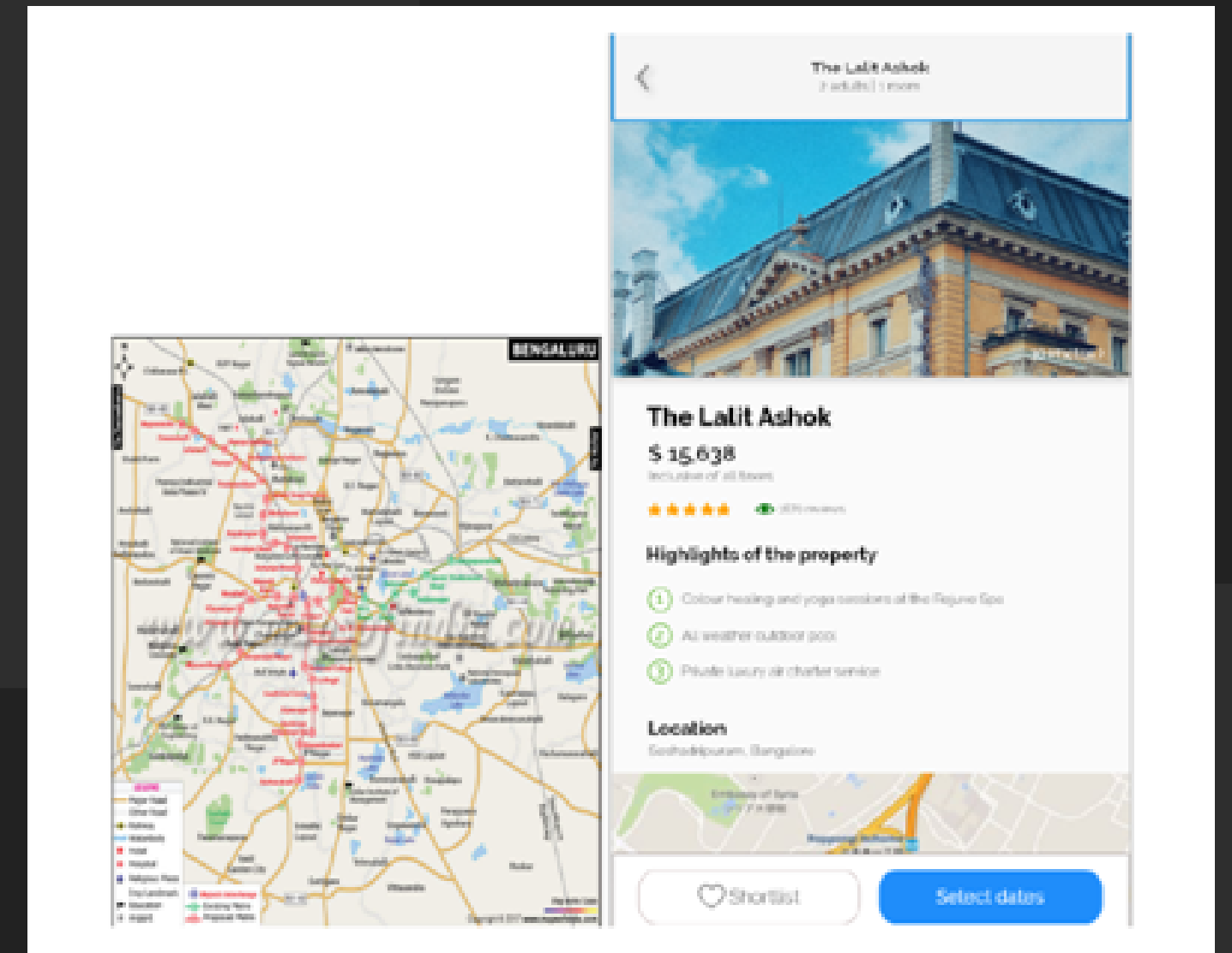Use 8 or more characters with a mix of letters, numbers & symbols (@!%*#?&)

Password

# Match between **System** and the **Real World**

- The system should speak the user's language with words, phrases, and concepts familiar to the user rather than system-oriented terms.

- Clearly, the language used in our design is very familiar and easy to understand.

- **User Control and Feedback**

- Users often chose system functions by mistake. You will clearly need a worked emergency exit to leave the unwanted state.

- In our design, we have given the option to go back or reverse a step at any point in time.
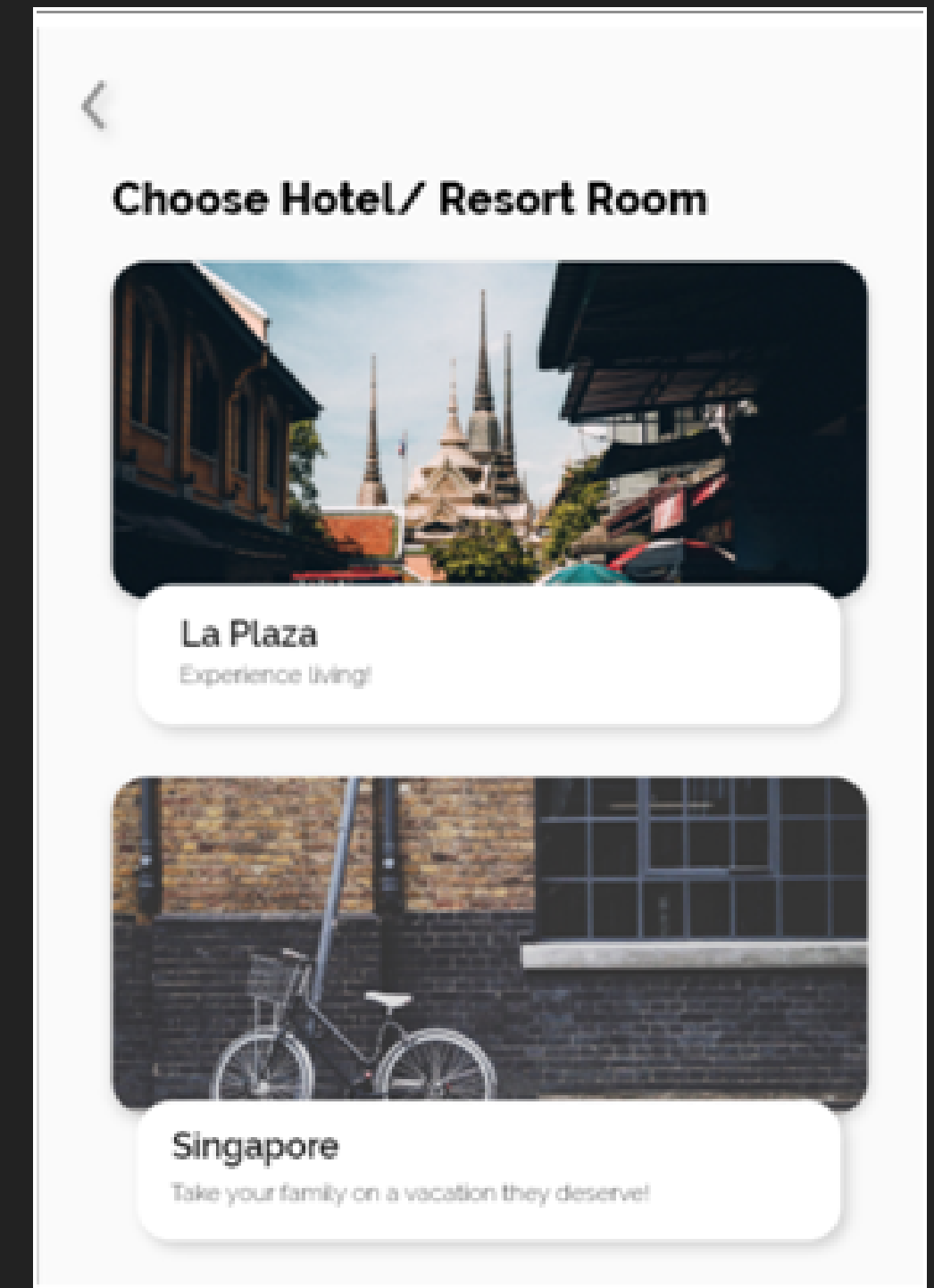
Consistency

- Users should not have to wonder whether different words, situations or actions mean the same thing.

- Consistency leads to a pattern that is easier to handle cognitively. It can be achieved through graphical elements such as fonts, colors, and shapes.
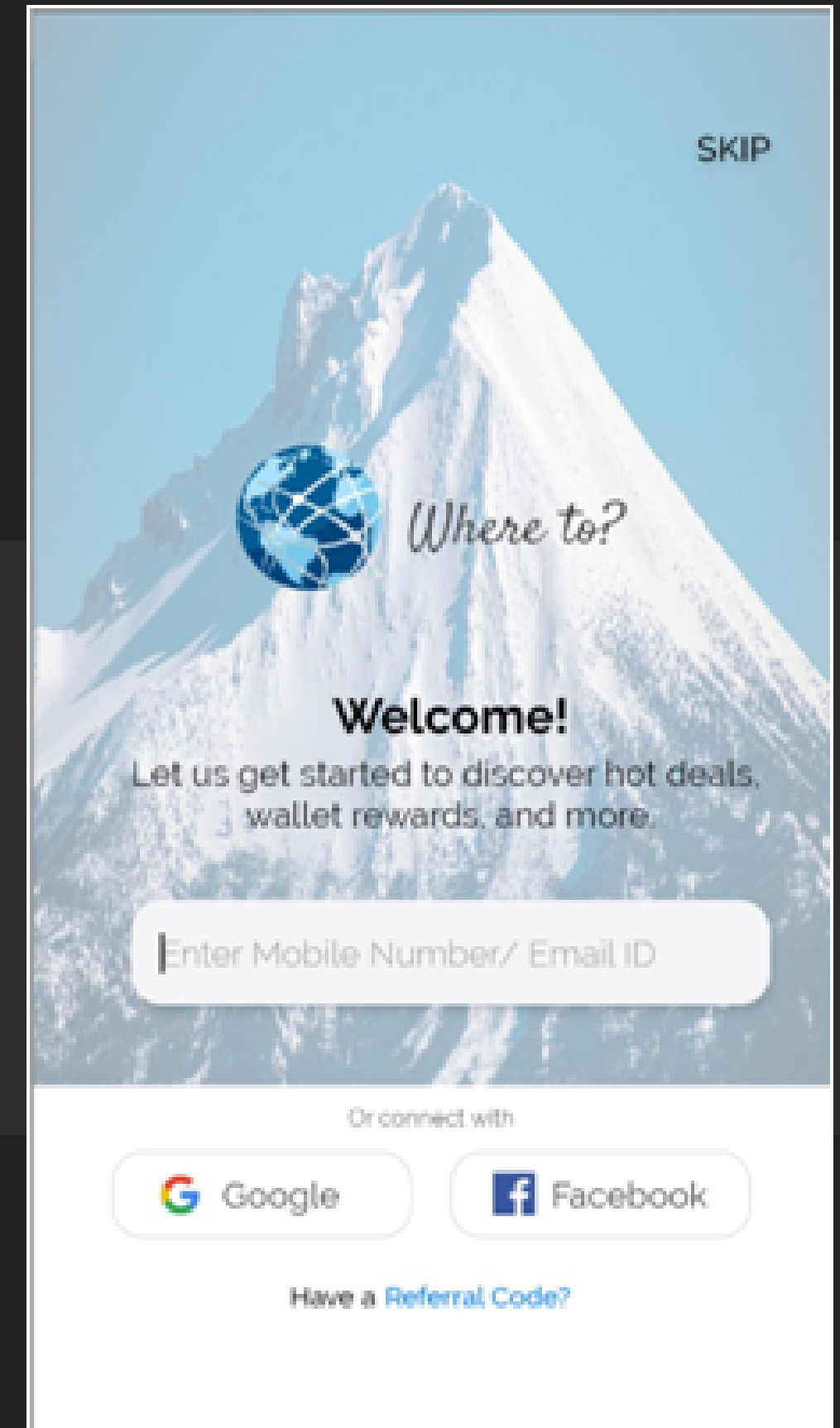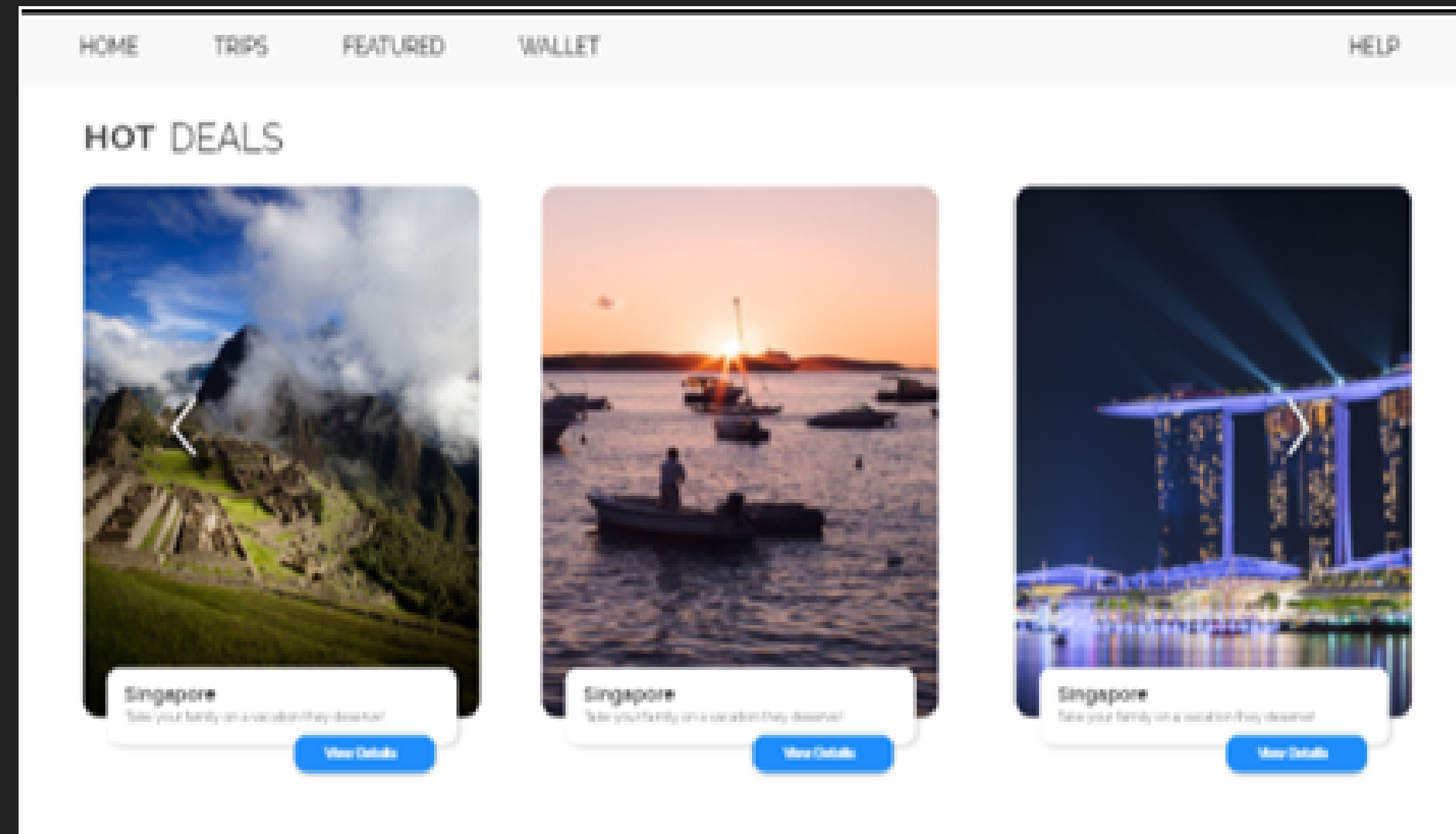
• **Error** Prevention

- Interfaces need to minimize errors. Human-computer dialogue can be designed to minimize and prevent errors.

- Even if the user makes an error the system needs to be designed to fix it.
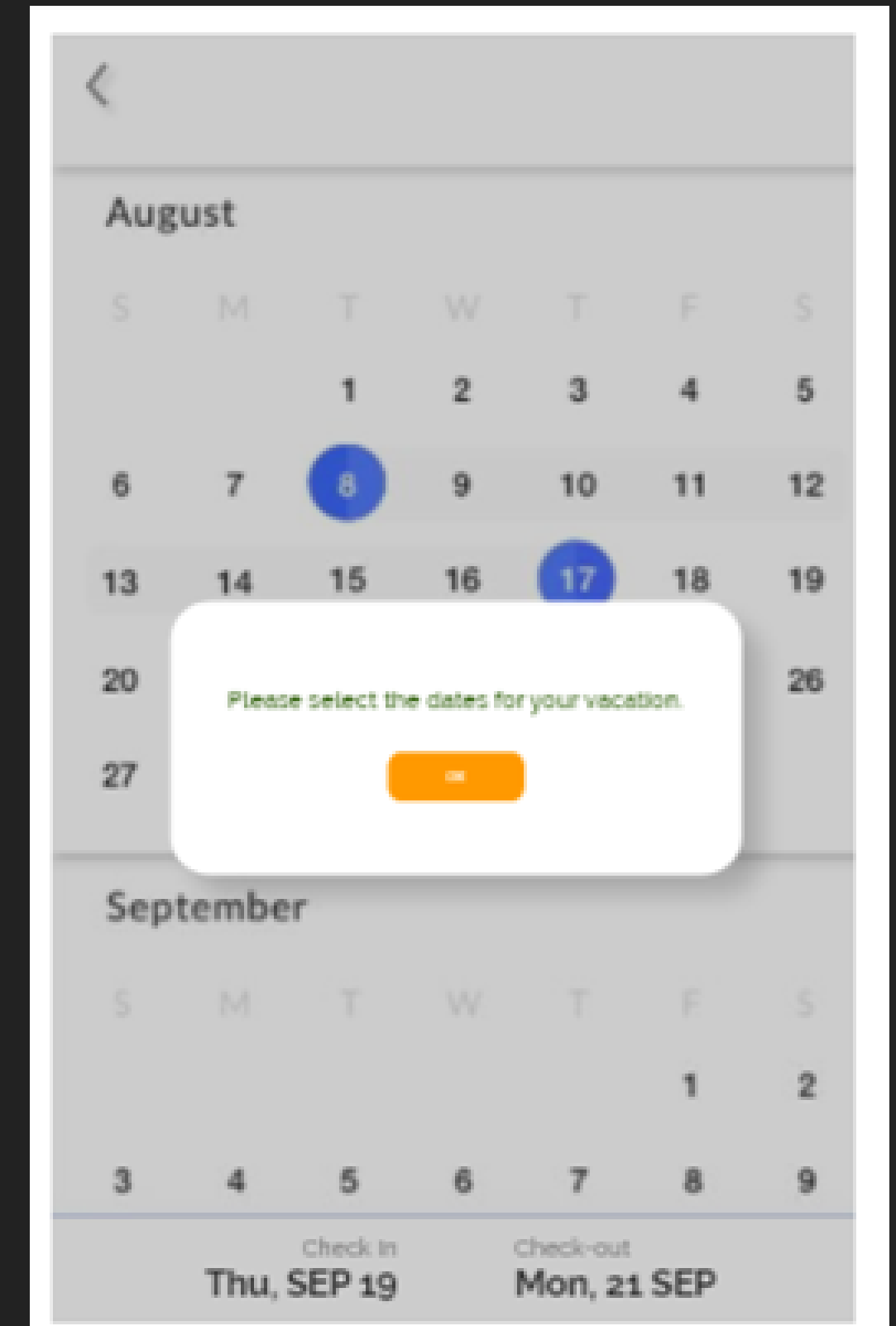
• **Recognition** rather than Recall

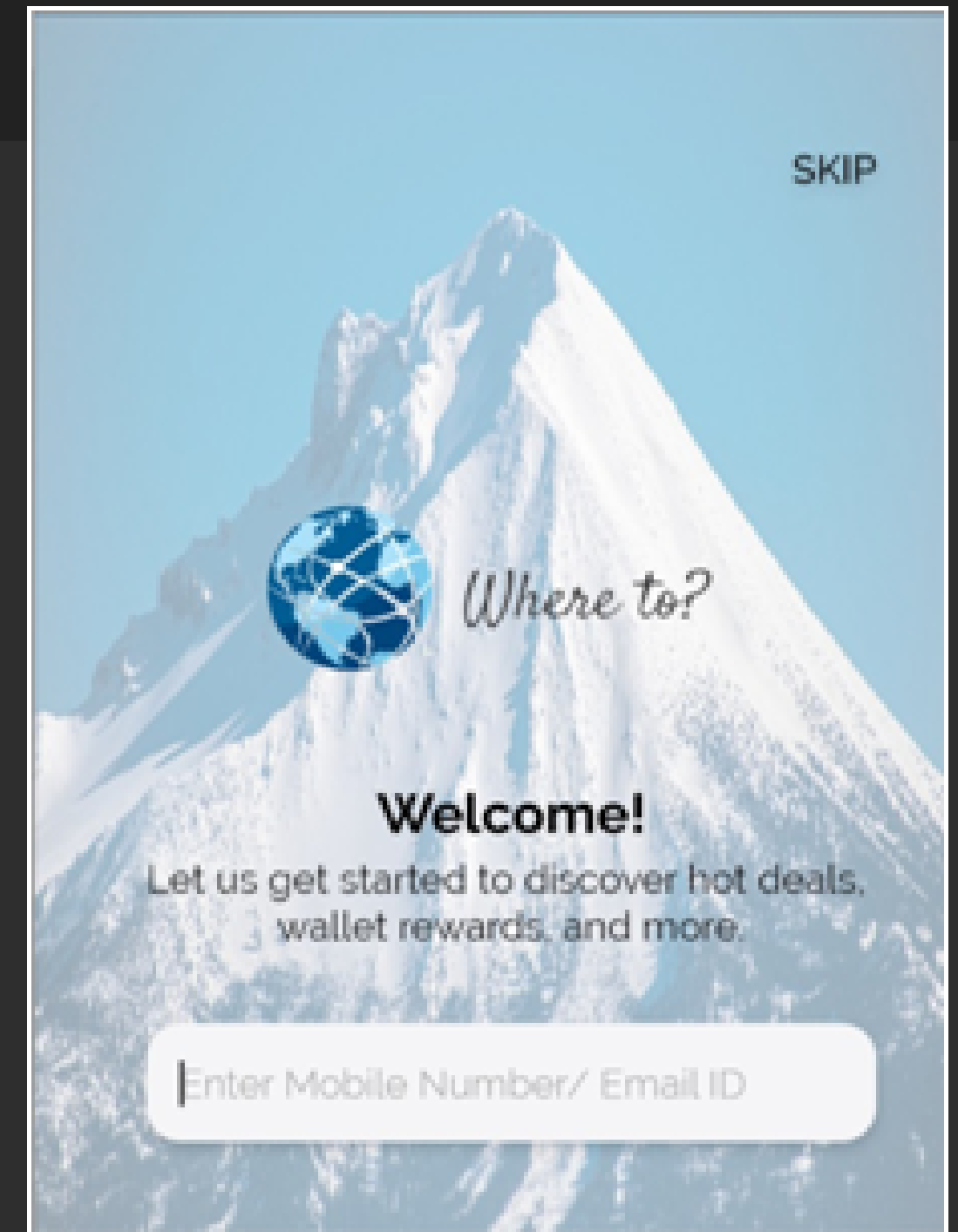- Minimize users' memory load by making objects and actions visible.
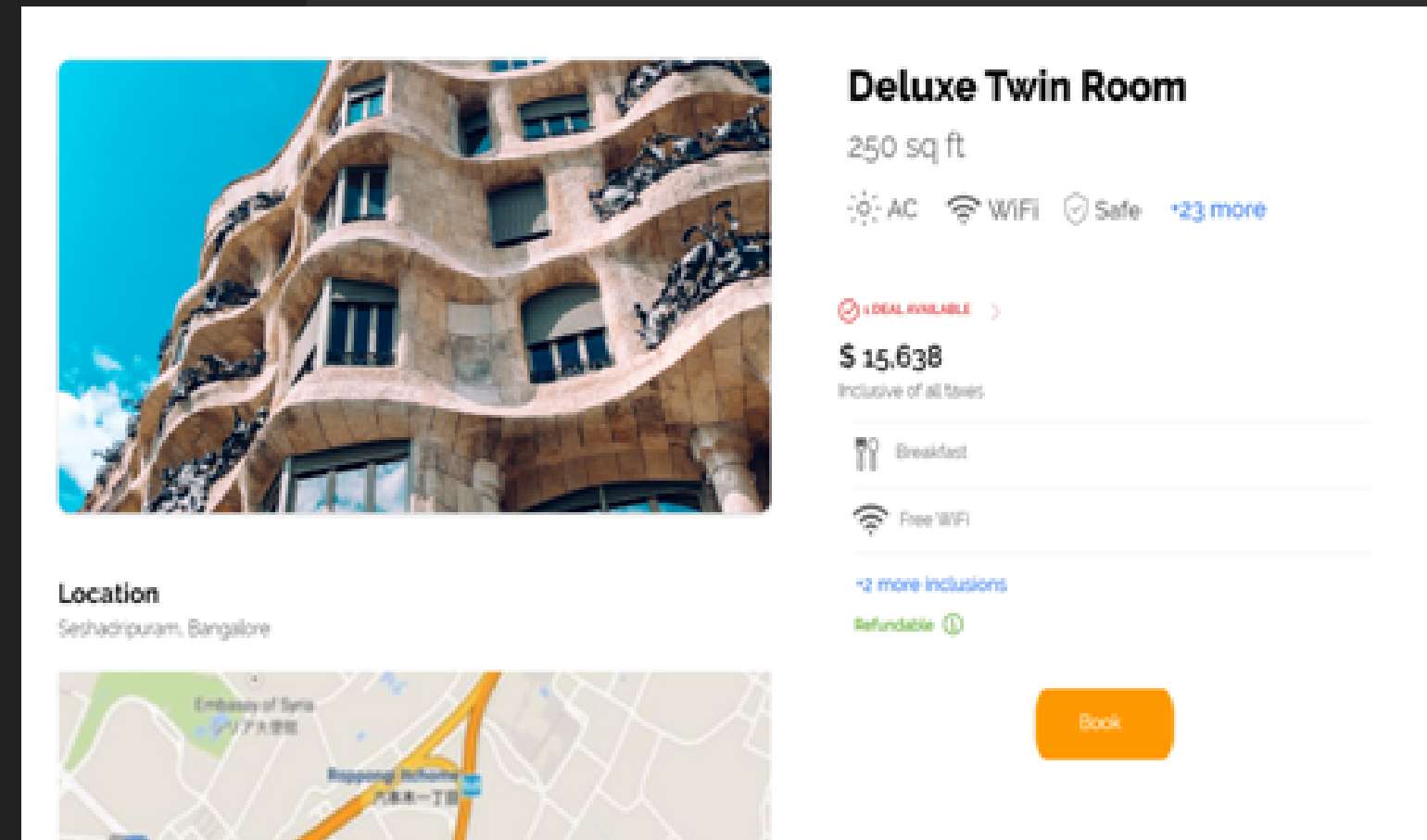
Flexibility and Efficiency of use

- Accelerators may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users.

• **Aesthetic** and **Minimalist** Design

- Dialogues should not contain information which is irrelevant or rarely needed.

- Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

# Help users **Recognize**, **Diagnose**, and **Recover** from errors

- Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.
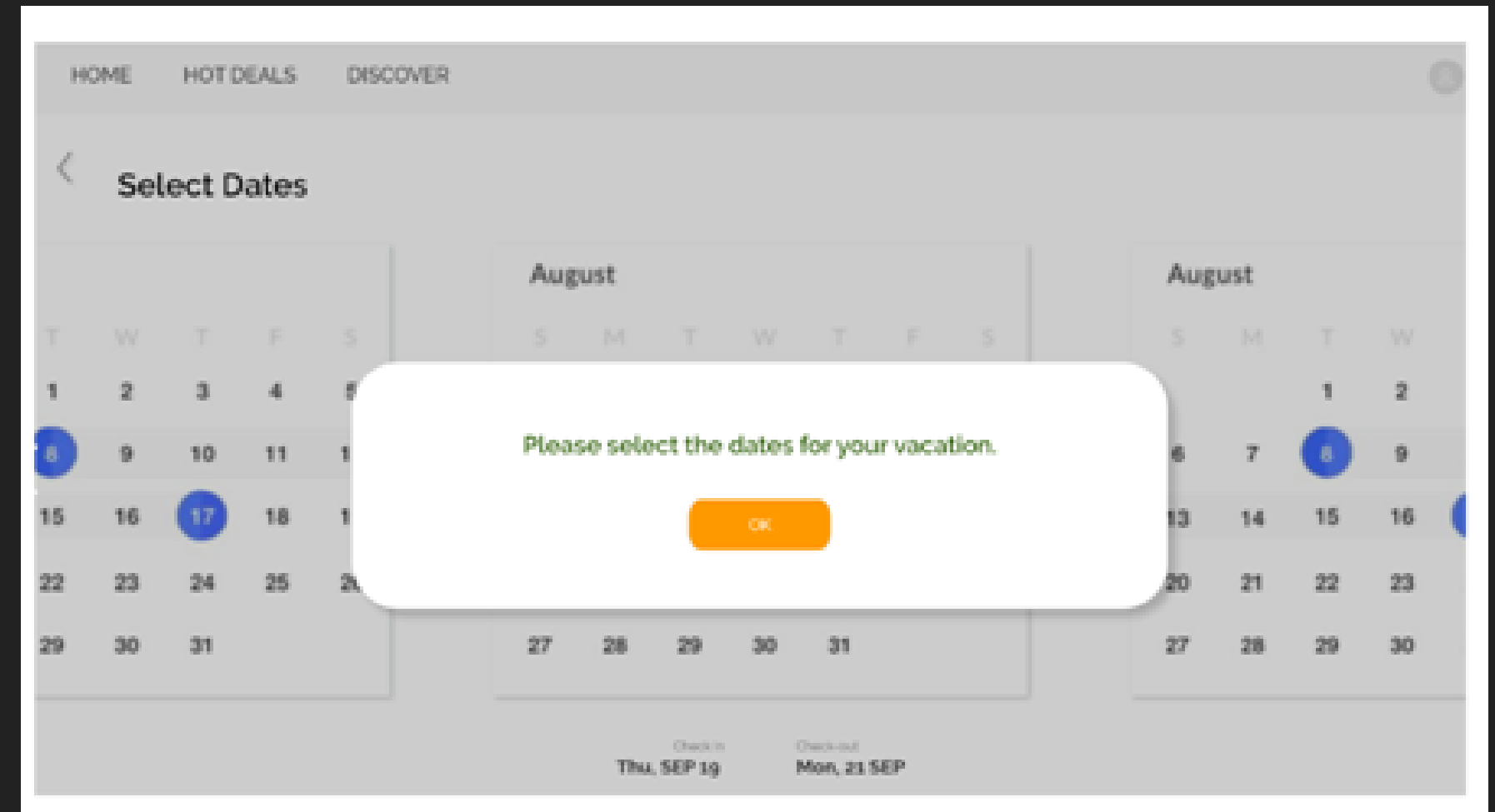
• **Help and Documentation**

- Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation.

- Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.
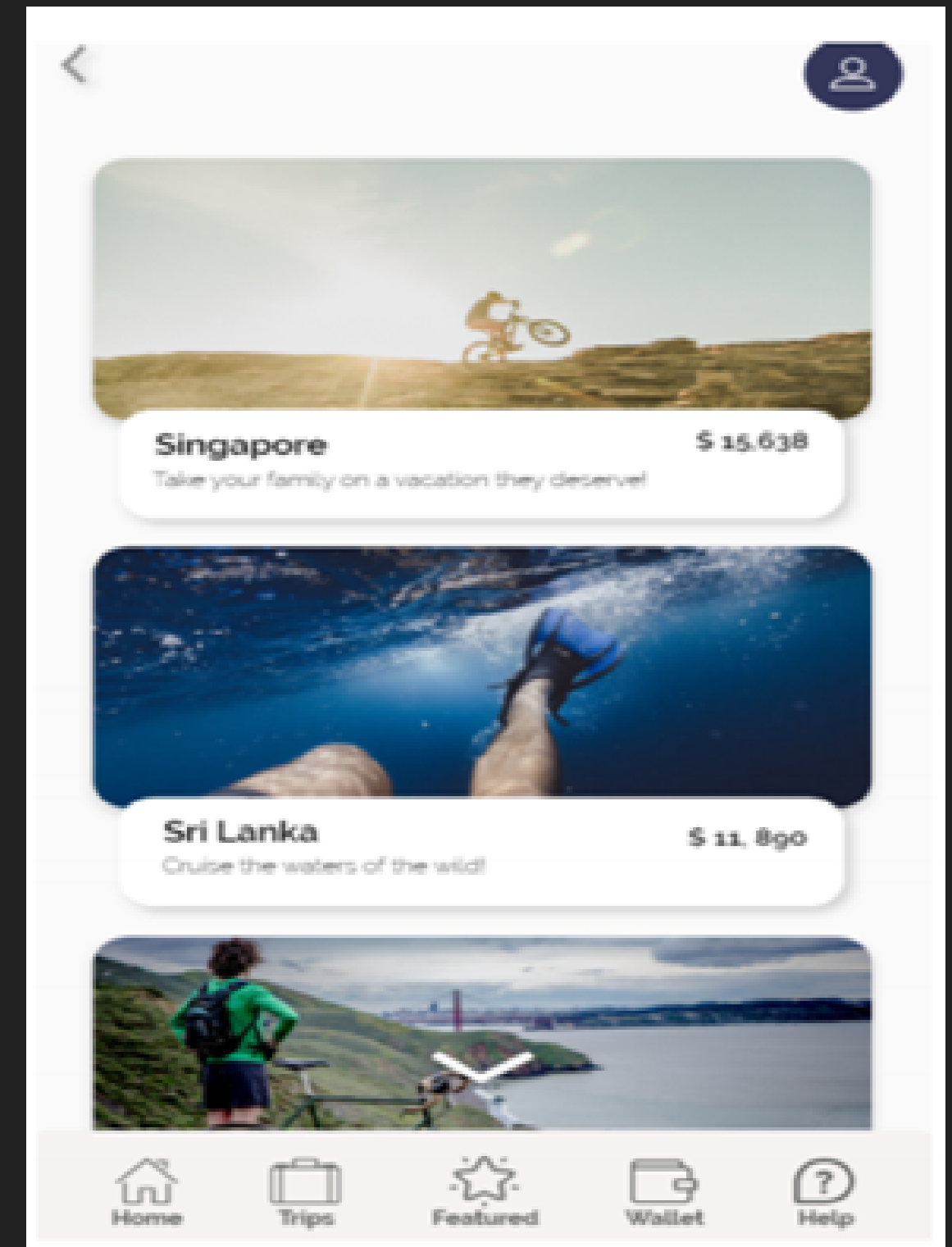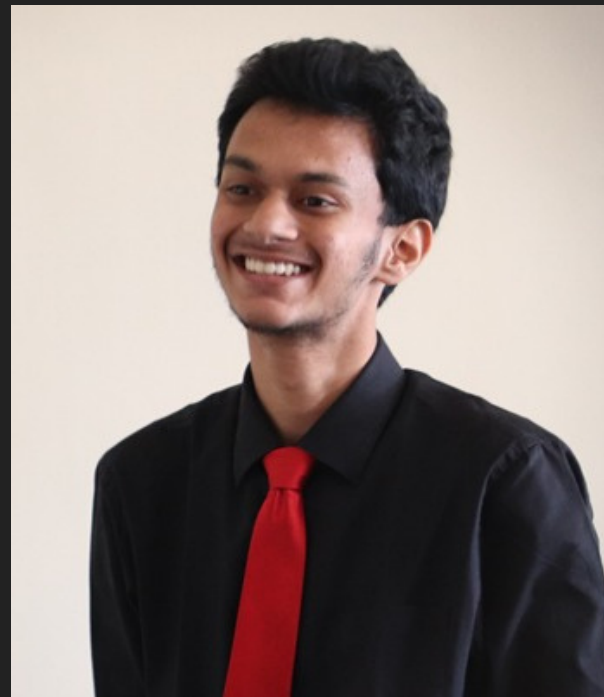
High Fidelity
Prototype

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Thank You!