

01

# TOURISM APP



*Where to?*

02

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# Problem Statement

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

# Need Finding

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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

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# Low Fidelity Prototype

# Landing Screen

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- 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

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A hand-drawn sketch of a mobile app screen for OTP verification. The screen has a white background with a black border. At the top left is a back arrow icon, and at the top right is the word "SKIP". The main text reads "Verify Mobile No." followed by "Enter OTP sent to +91-98765 43210". Below this is a horizontal line for input, and at the bottom is a button labeled "Resend OTP".

A hand-drawn sketch of a mobile app screen for password creation. The screen has a white background with a black border. At the top left is a back arrow icon, and at the top right is the word "SKIP". The main text reads "Let's secure your account with a password." followed by "Use 8/ more characters". Below this is a horizontal line for input, and at the bottom is a button labeled "Password".

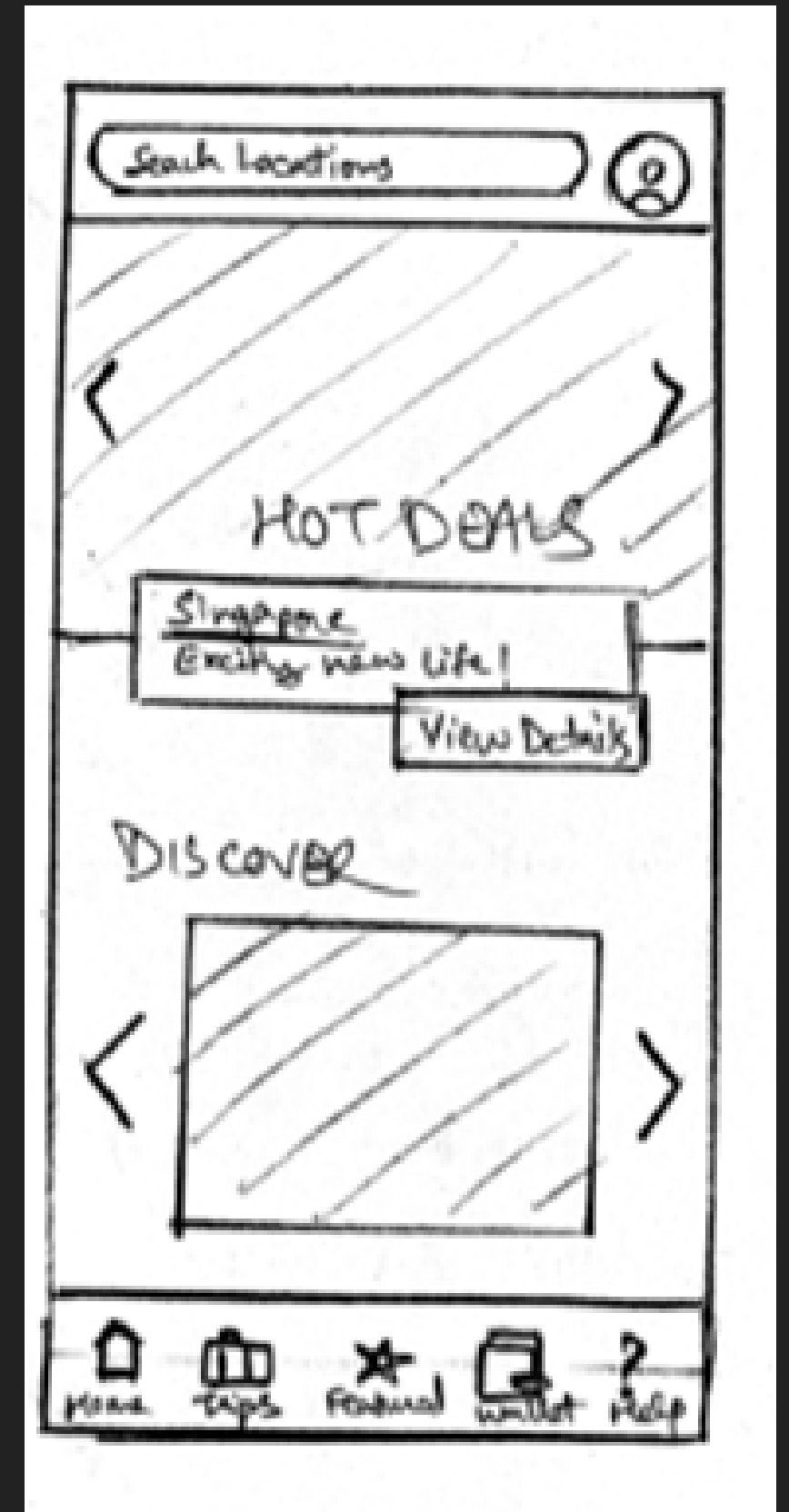
A hand-drawn sketch of a mobile app screen for user registration. The screen has a white background with a black border. At the top left is a back arrow icon, and at the top right is the word "SKIP". The main text reads "Welcome Aboard!" followed by "Let us know you better." Below this are two input fields labeled "First Name" and "Last Name", each with a horizontal line for text entry. To the right of the "First Name" field is a circular icon containing a person silhouette.



# Home Screen

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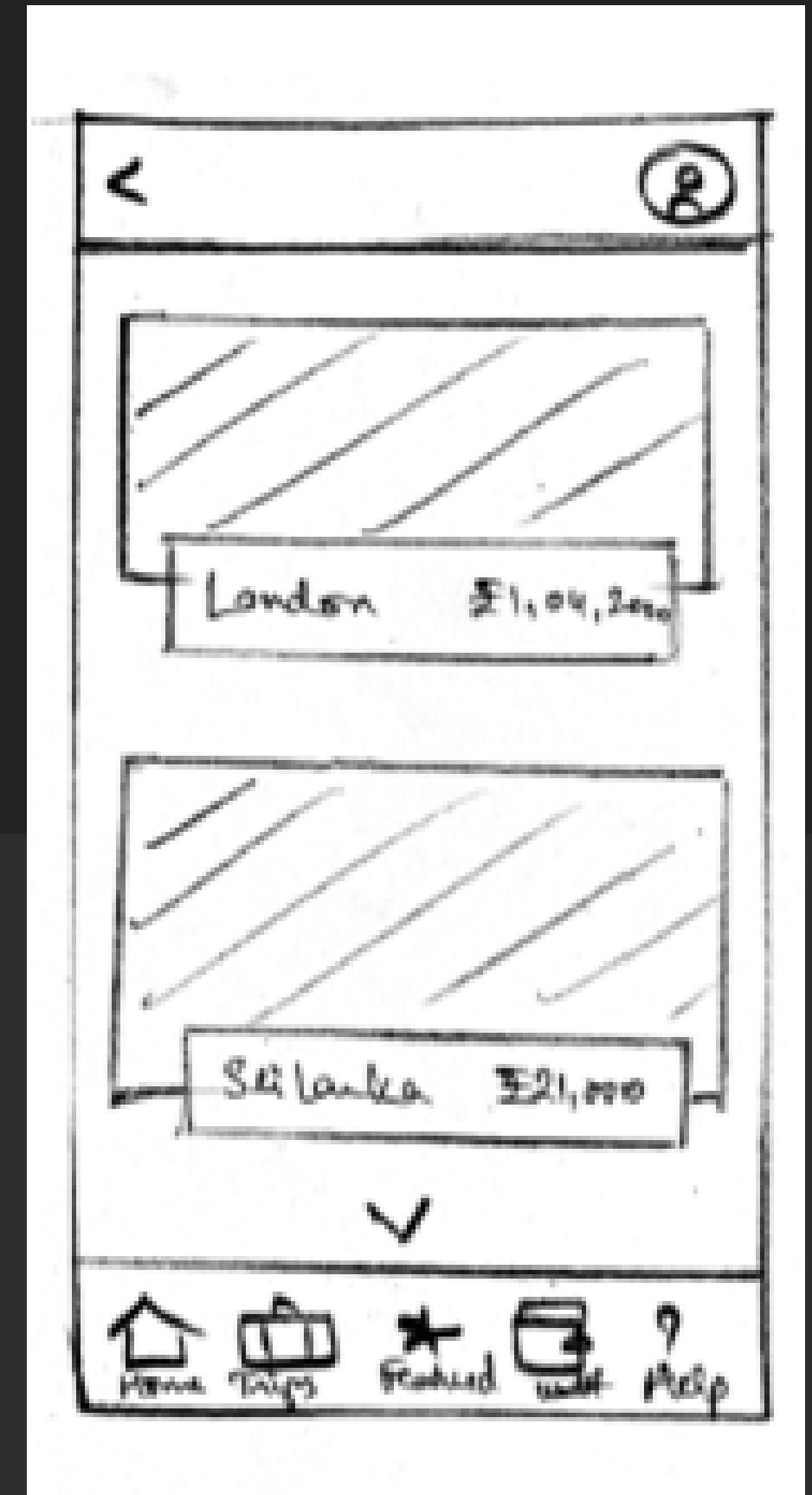
- There are two sections in this screen, namely 'Hot Deals' and 'Discover'.
- 'Hot Deals' shows the deals of the day, and 'Discover' allows the user to surf new places to visit.
- There is a Menu Bar located at the bottom of the screen.



# Hot Deals/ Discover Screen

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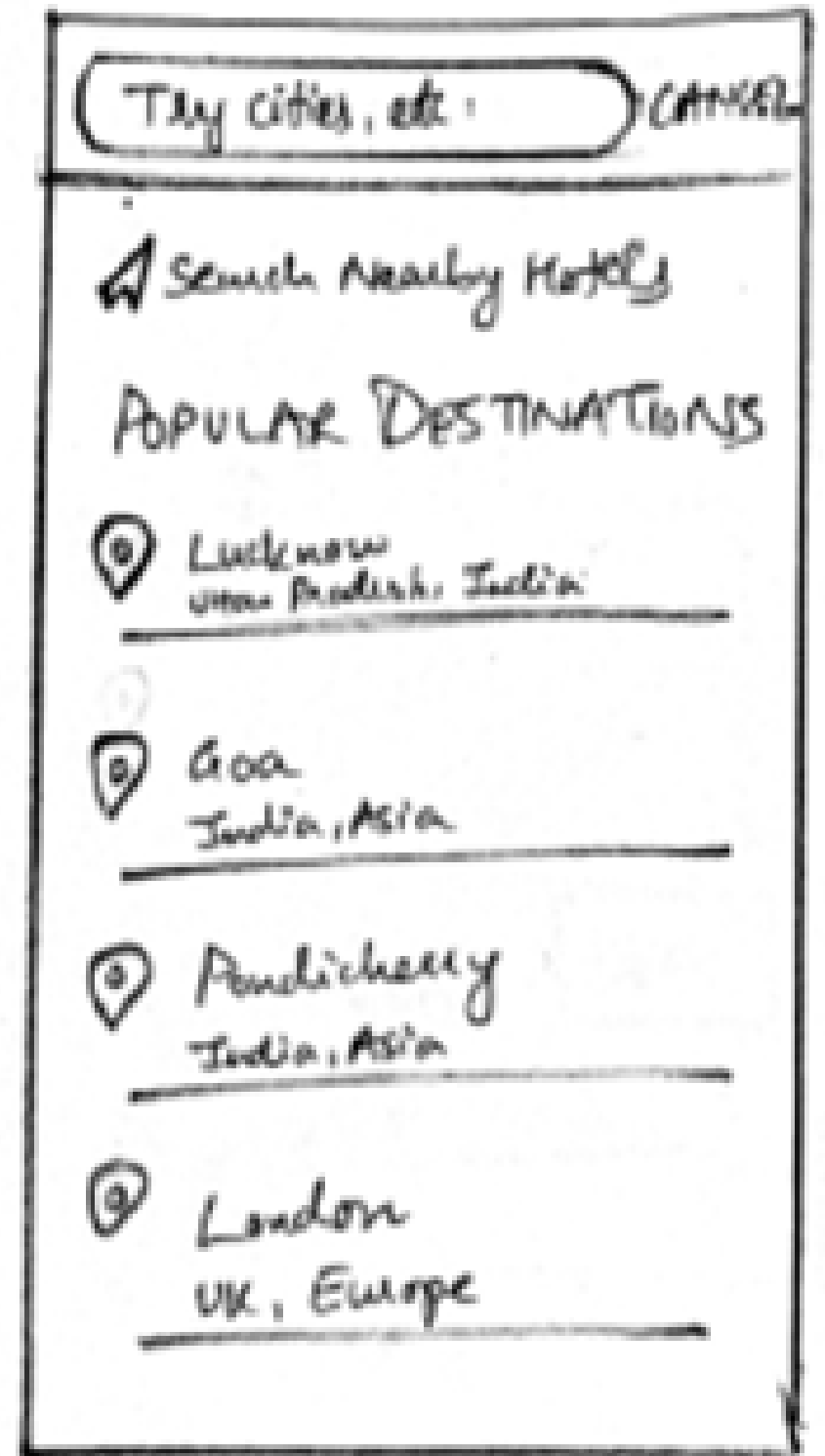
- The screen on the right opens up when either 'Hot Deals' or 'Discover' is selected, offering appropriate destinations and hotels.



# Search Screen

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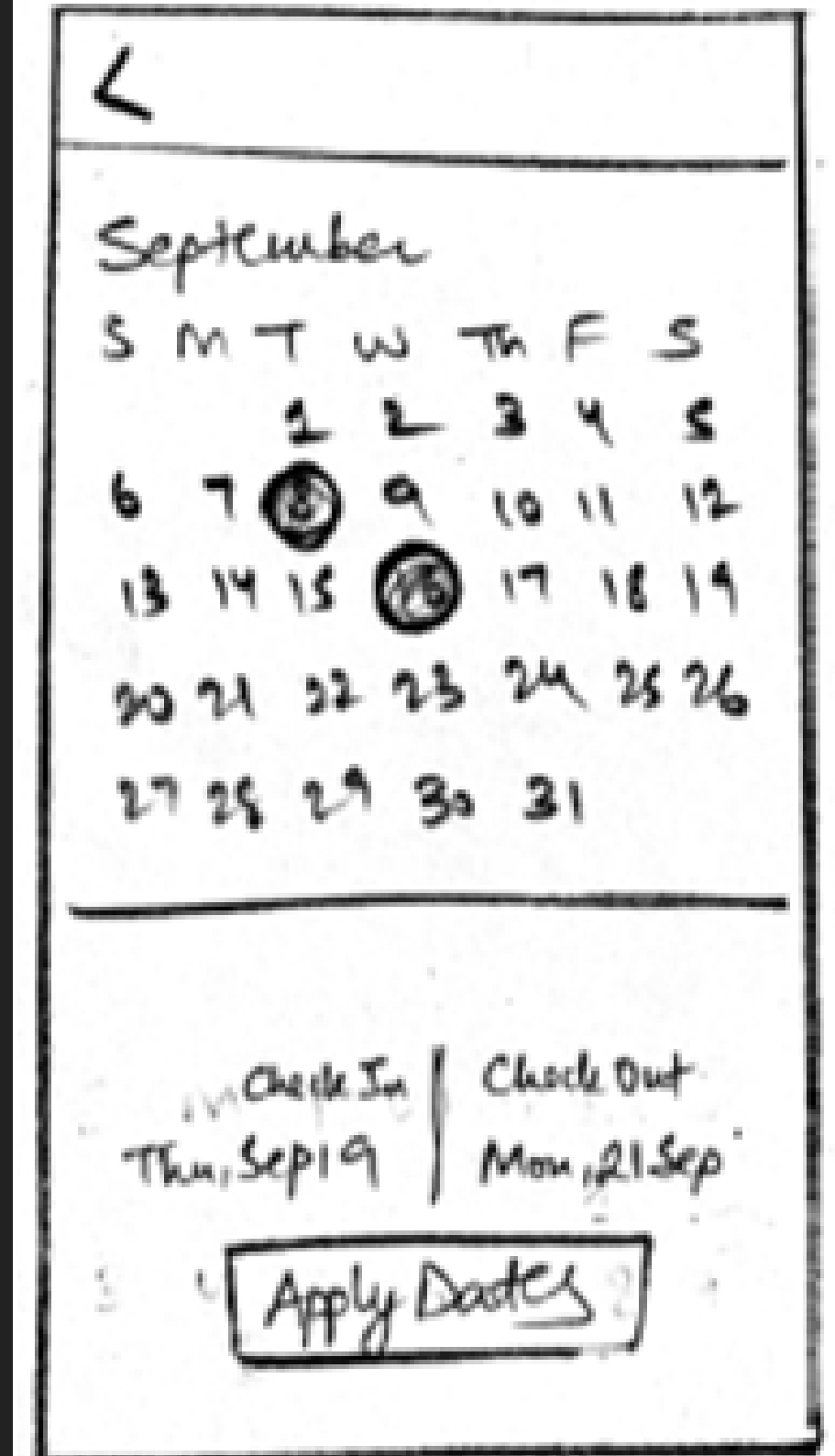
- The list of hotels from the user - selected destination opens up when the search bar is clicked



# Calendar Screen

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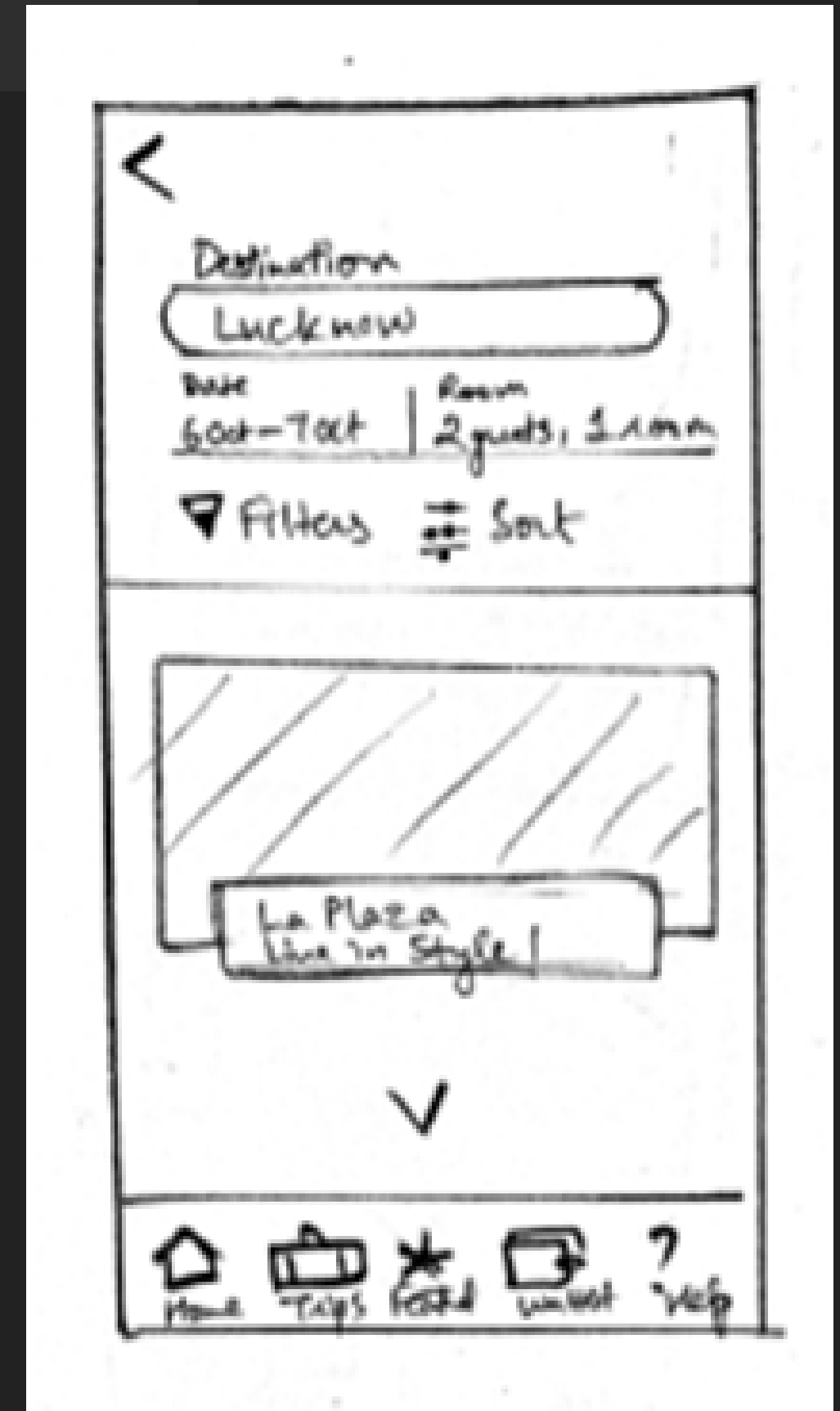
- This is the calendar display screen, where the user can choose their viable dates for travel.



# Hotel Selection Screen

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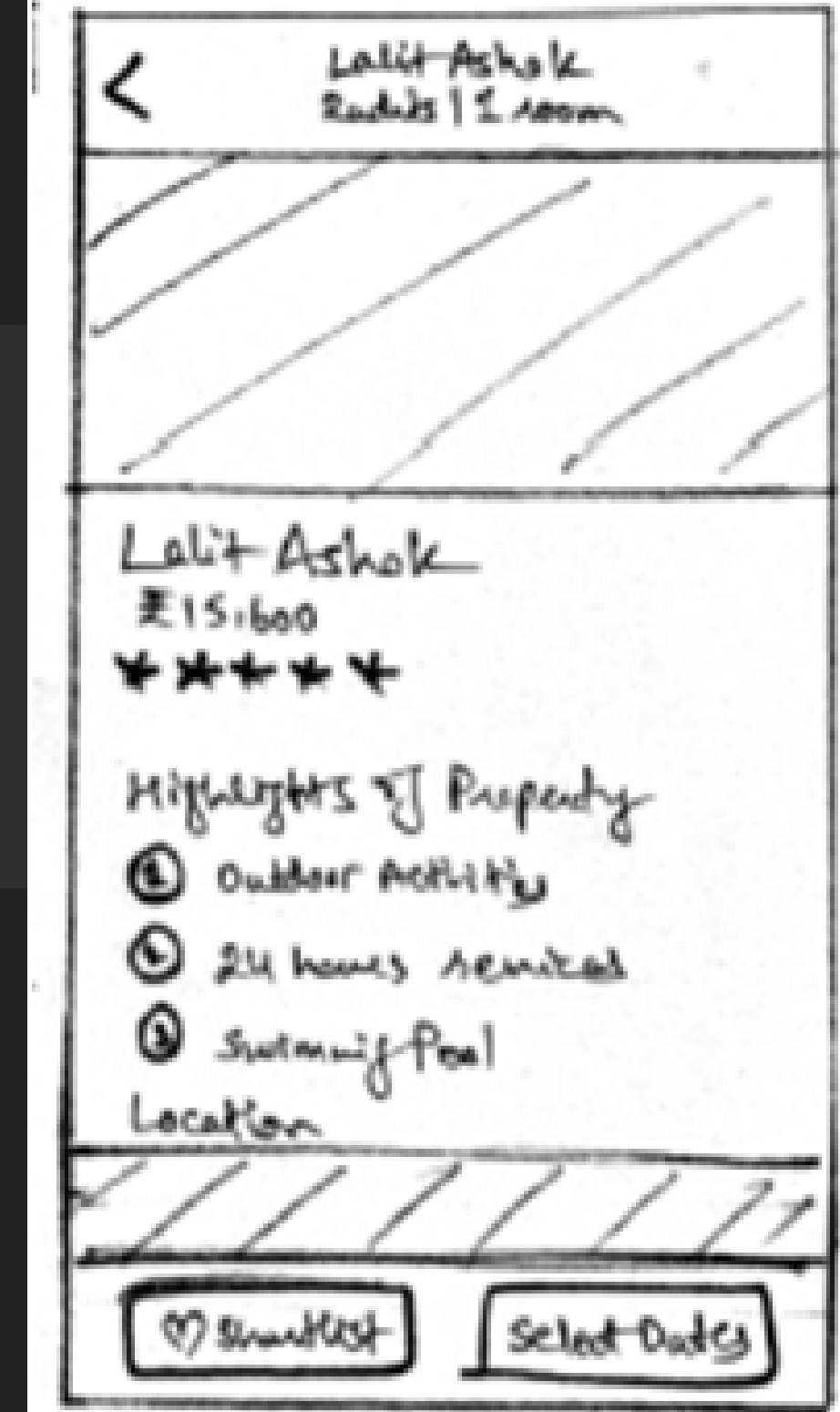
- This screen appears after the destination, dates, number of guests and rooms have been chosen.
- The user can choose a hotel from the list here.



# Hotel View Screen

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- 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

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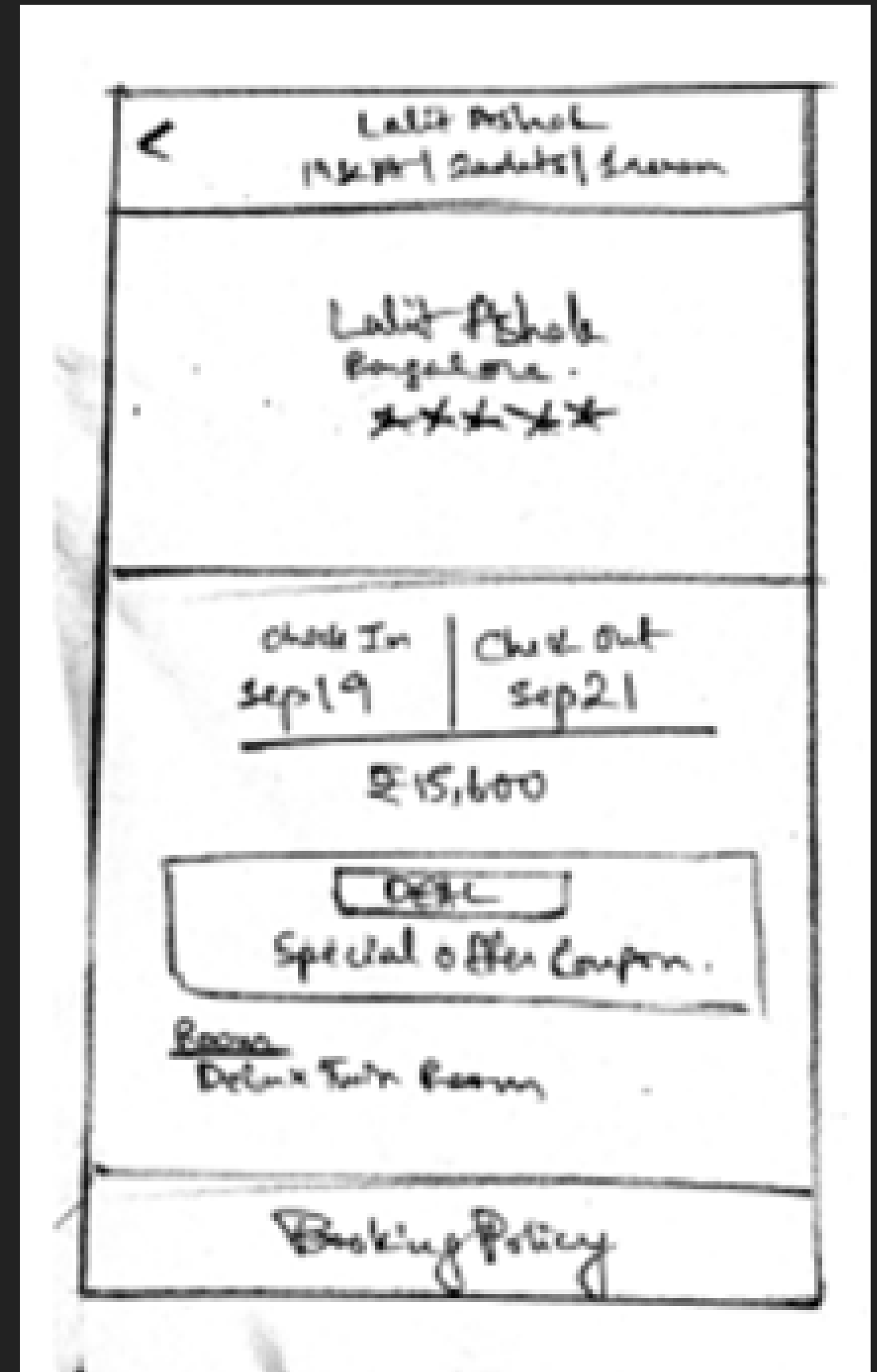
- This is the penultimate screen, which displays the room chosen, along with the provided amenities.



# Confirmation Screen

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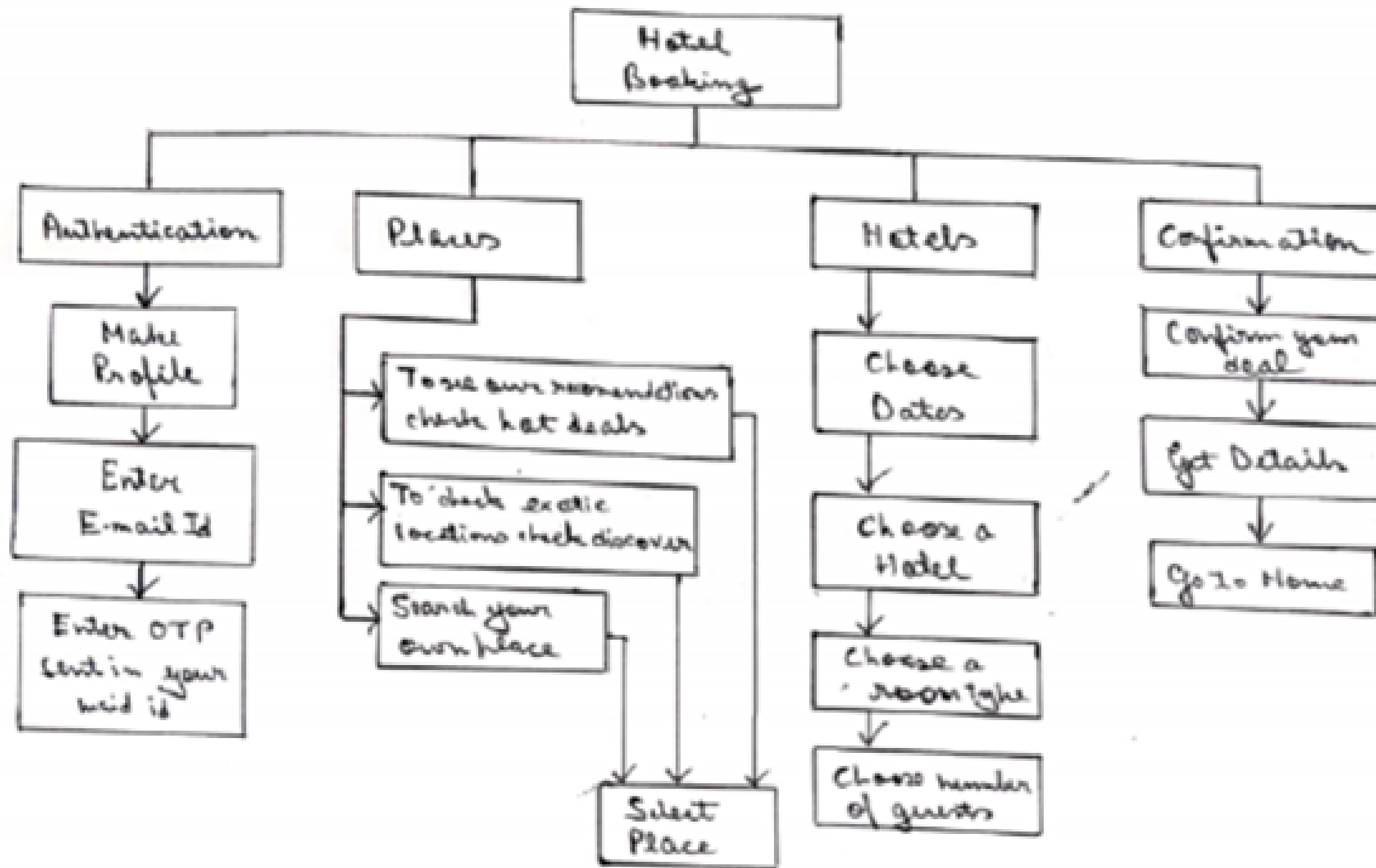
- The final screen displays the relevant information, along with a confirmation message to the user.





# Flow of Screens

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# 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 (@!%\*#?&)

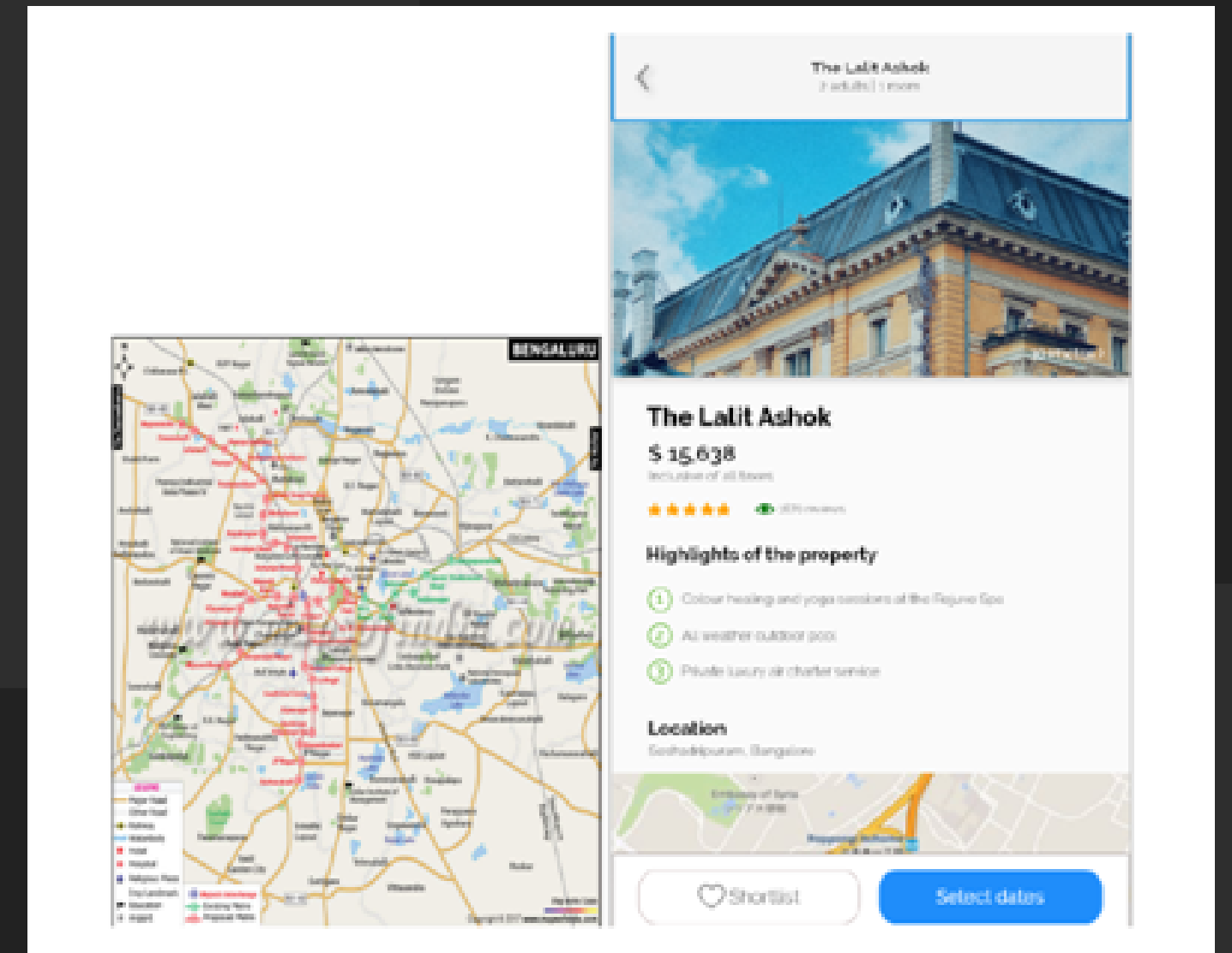
Password

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

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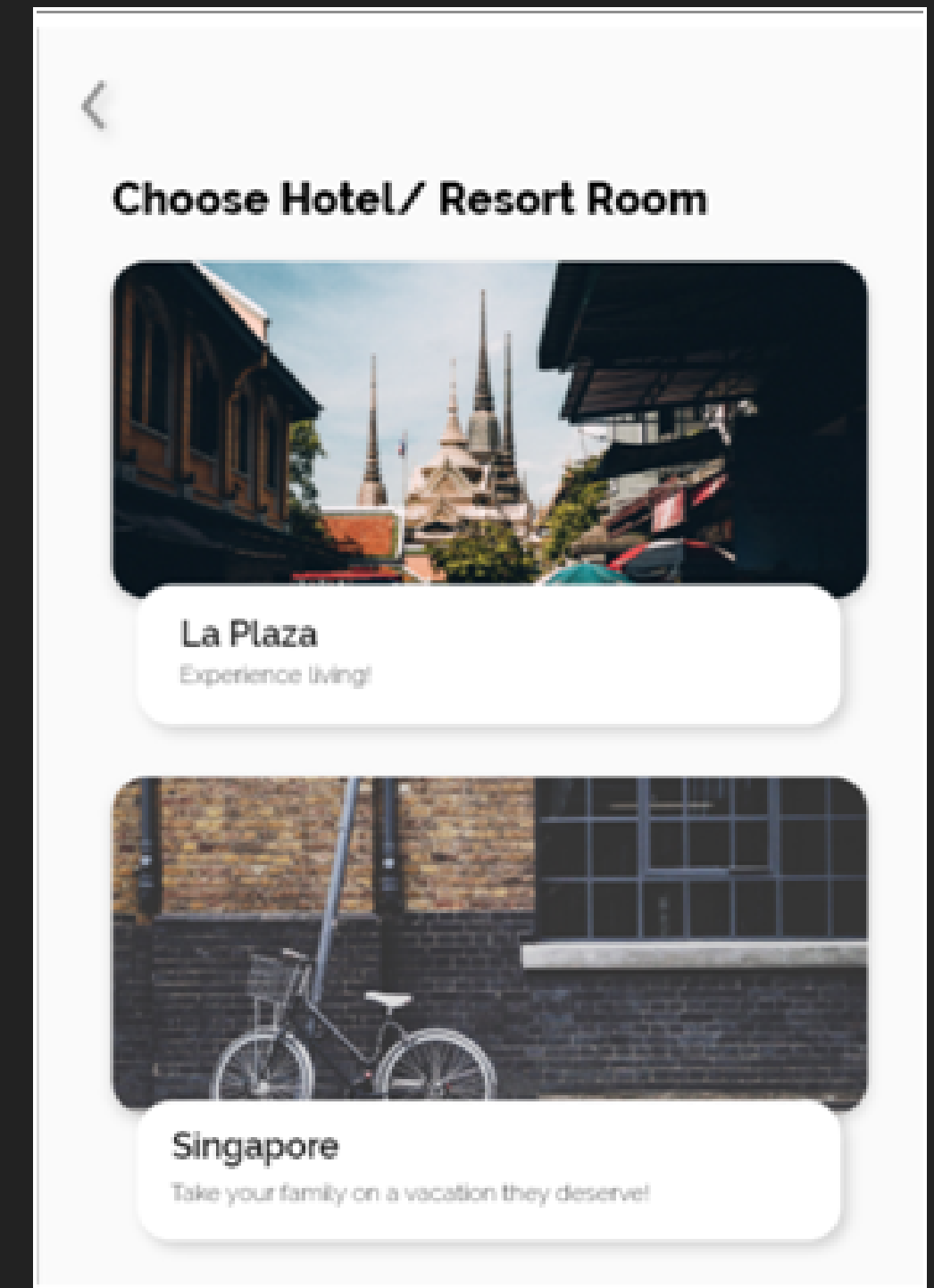
- The system should speak the user's language with words, phrases, and concepts familiar to the user rather than system-oriented terms.
- Clearly, the language used in our design is very familiar and easy to understand.



# • User Control and Feedback

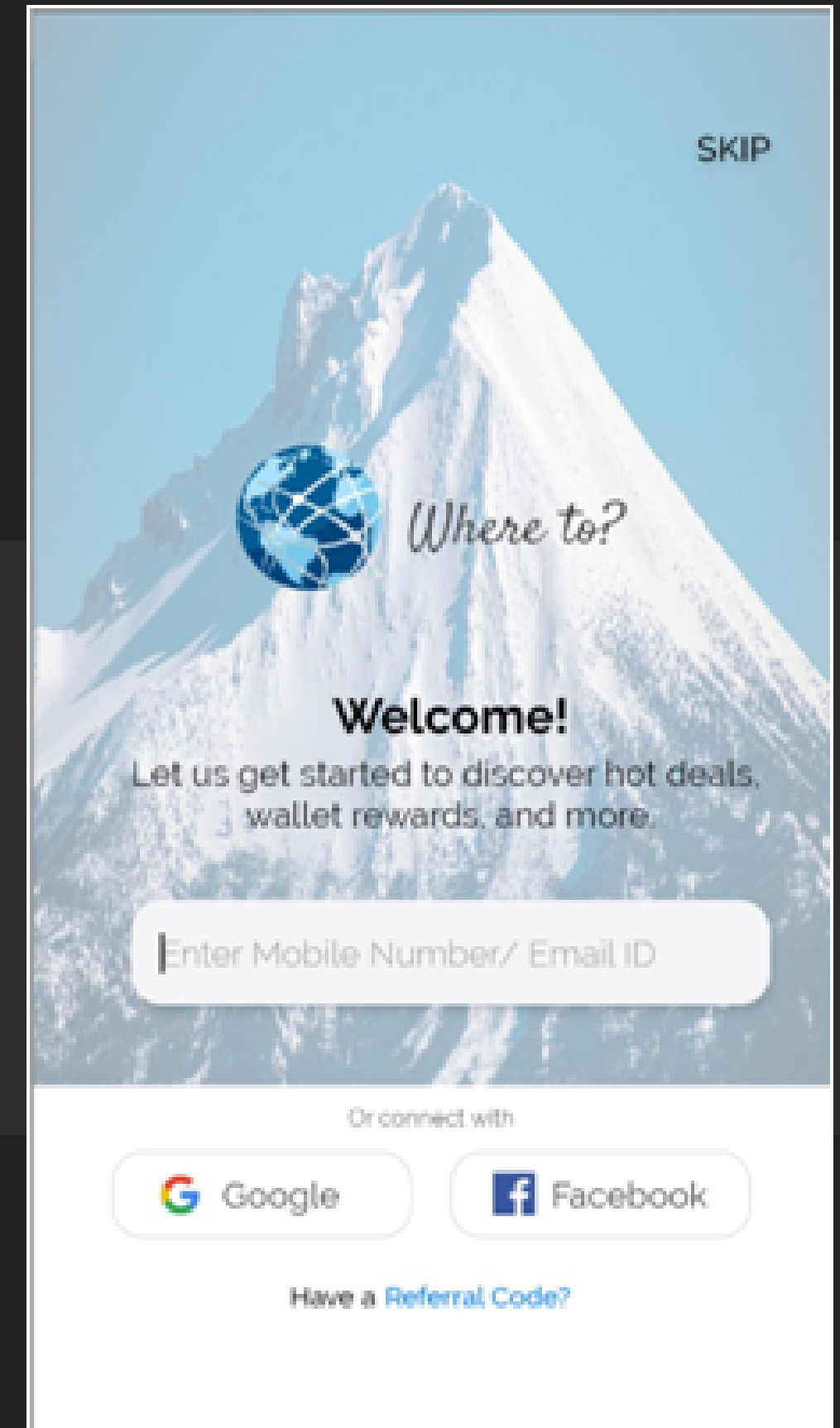
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- Users often chose system functions by mistake. You will clearly need a worked emergency exit to leave the unwanted state.
- In our design, we have given the option to go back or reverse a step at any point in time.



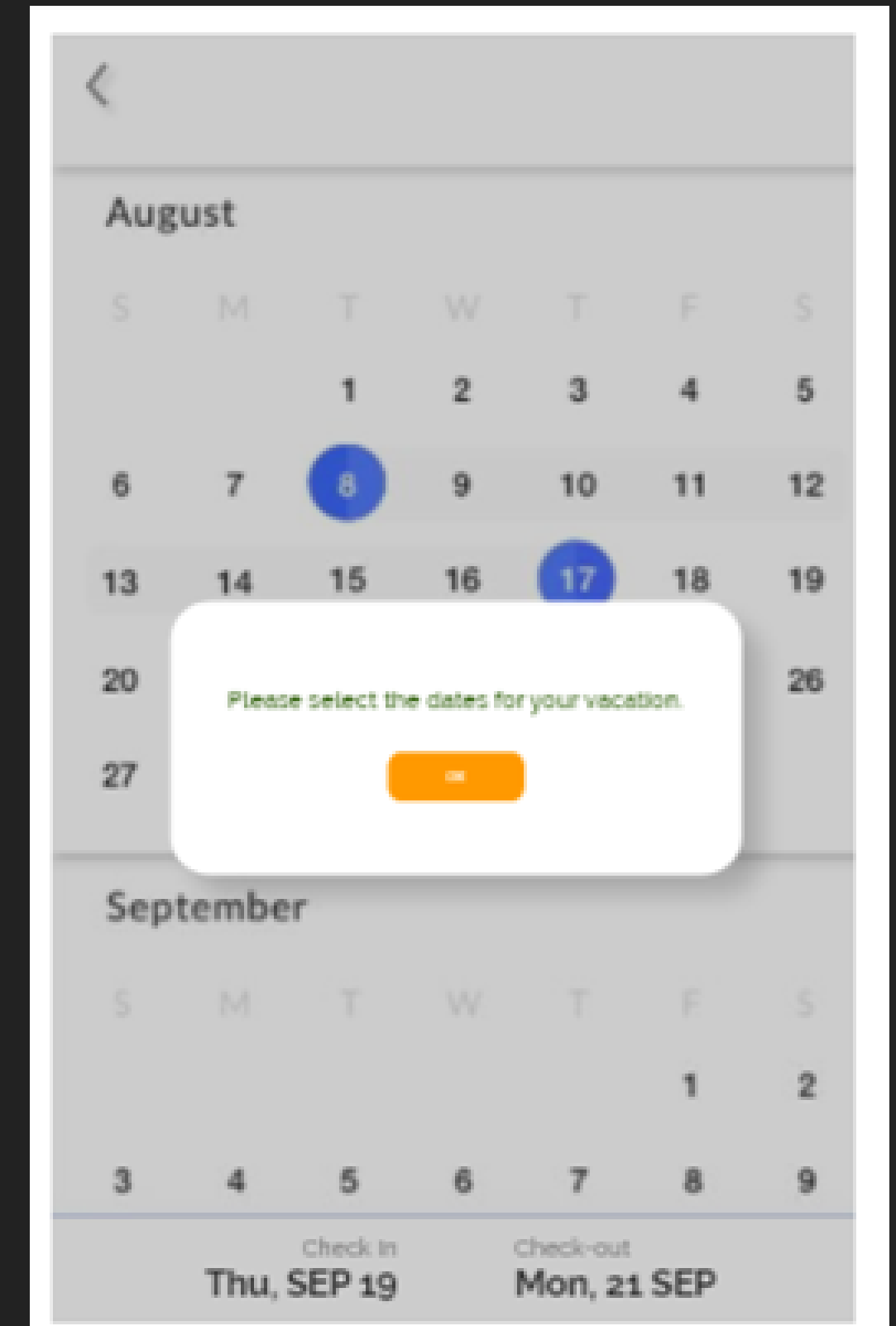
# • Consistency

- 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

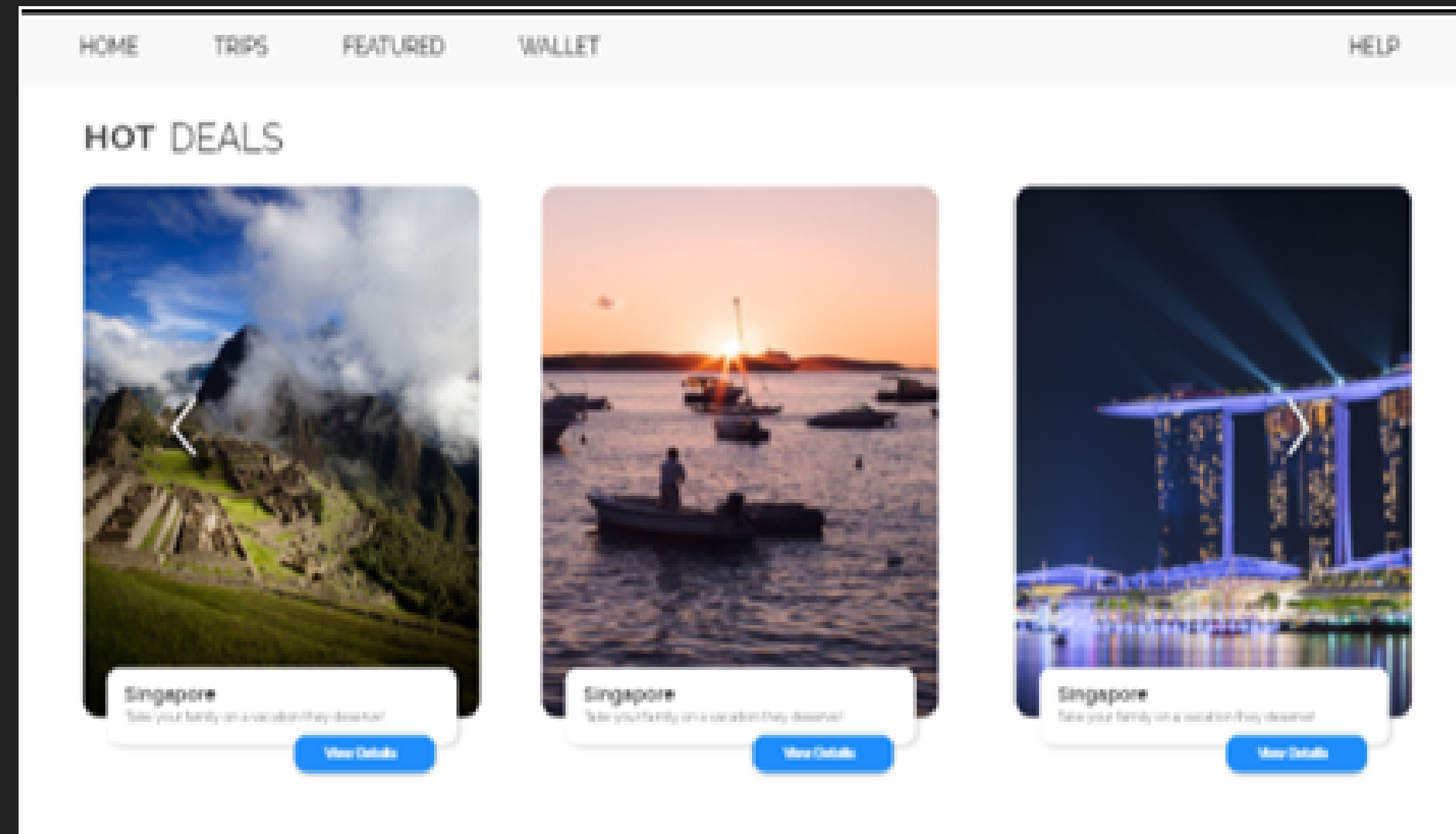
- Interfaces need to minimize errors. Human-computer dialogue can be designed to minimize and prevent errors.
- Even if the user makes an error the system needs to be designed to fix it.



- **Recognition** rather than Recall

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- Minimize users' memory load by making objects and actions visible.

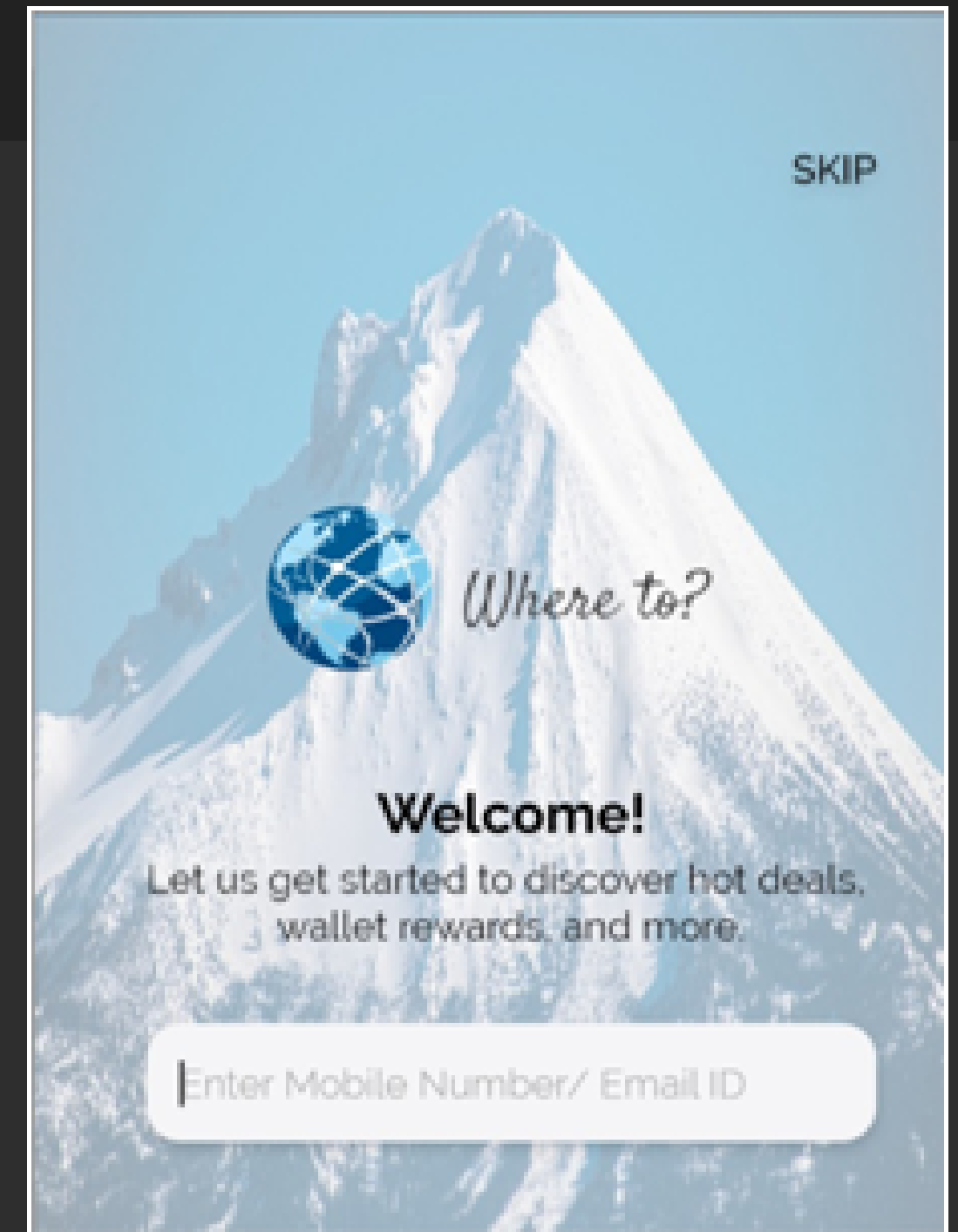




- **Flexibility and Efficiency**  
of use

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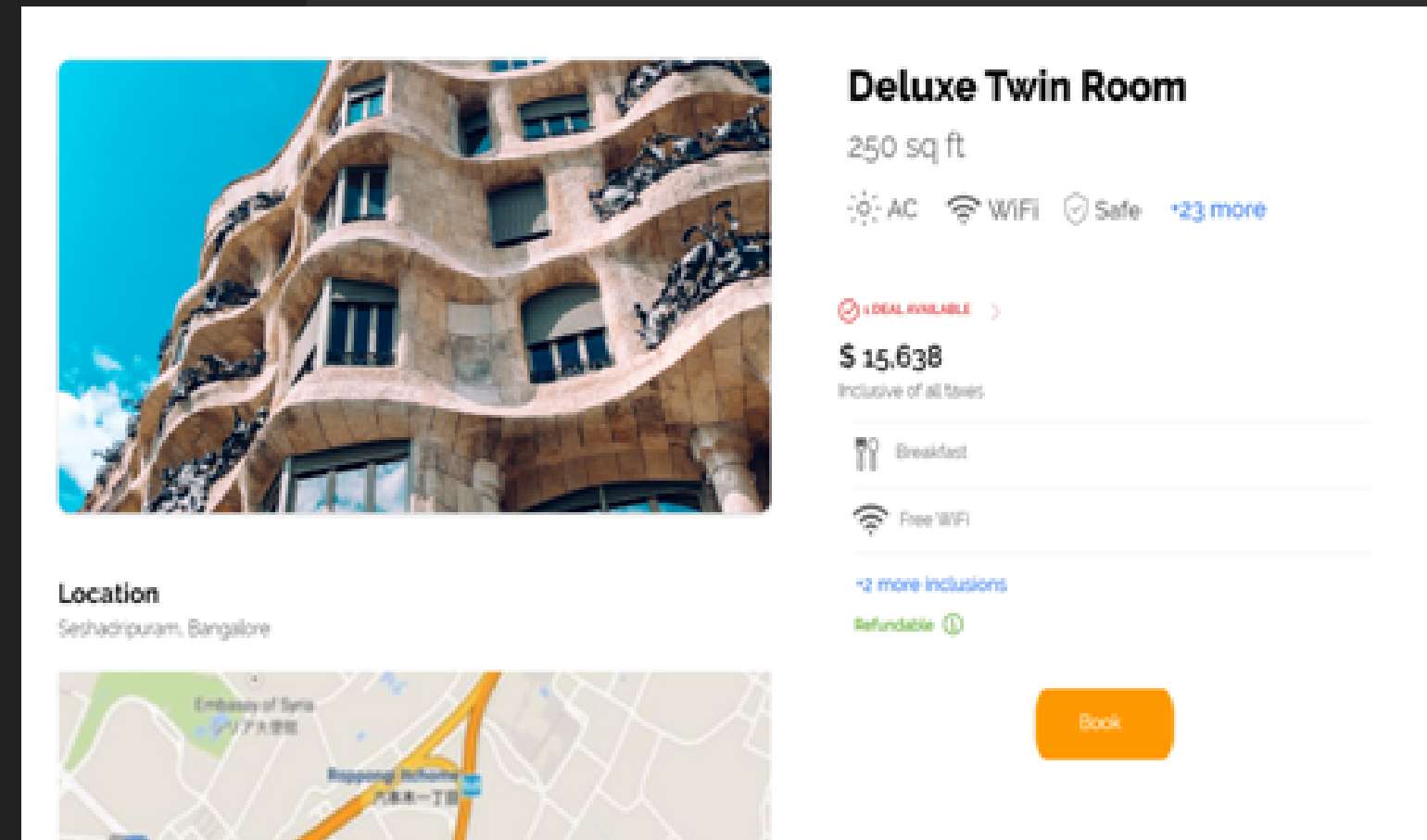
- Accelerators may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users.



# • Aesthetic and Minimalist Design

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- 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.



The screenshot displays a hotel booking interface. On the left, there is a large image of a modern building with a wavy, organic facade. Below the image, the text 'Location' is followed by 'Seshadripuram, Bangalore'. A small map shows the location relative to the 'Embassy of Syria' and 'Rajawade Park'. On the right, the room details are listed: 'Deluxe Twin Room', '250 sq ft', and amenities including 'AC', 'WIFI', and 'Safe'. A red banner indicates a 'DEAL AVAILABLE' with a price of '\$ 15,638' inclusive of all taxes. Other features listed are 'Breakfast', 'Free WiFi', and 'Refundable'. A blue link for '+23 more' and a blue link for '+2 more inclusions' are also present. An orange 'Book' button is at the bottom right.

**Deluxe Twin Room**  
250 sq ft  
AC WIFI Safe +23 more

**DEAL AVAILABLE**  
**\$ 15,638**  
Inclusive of all taxes

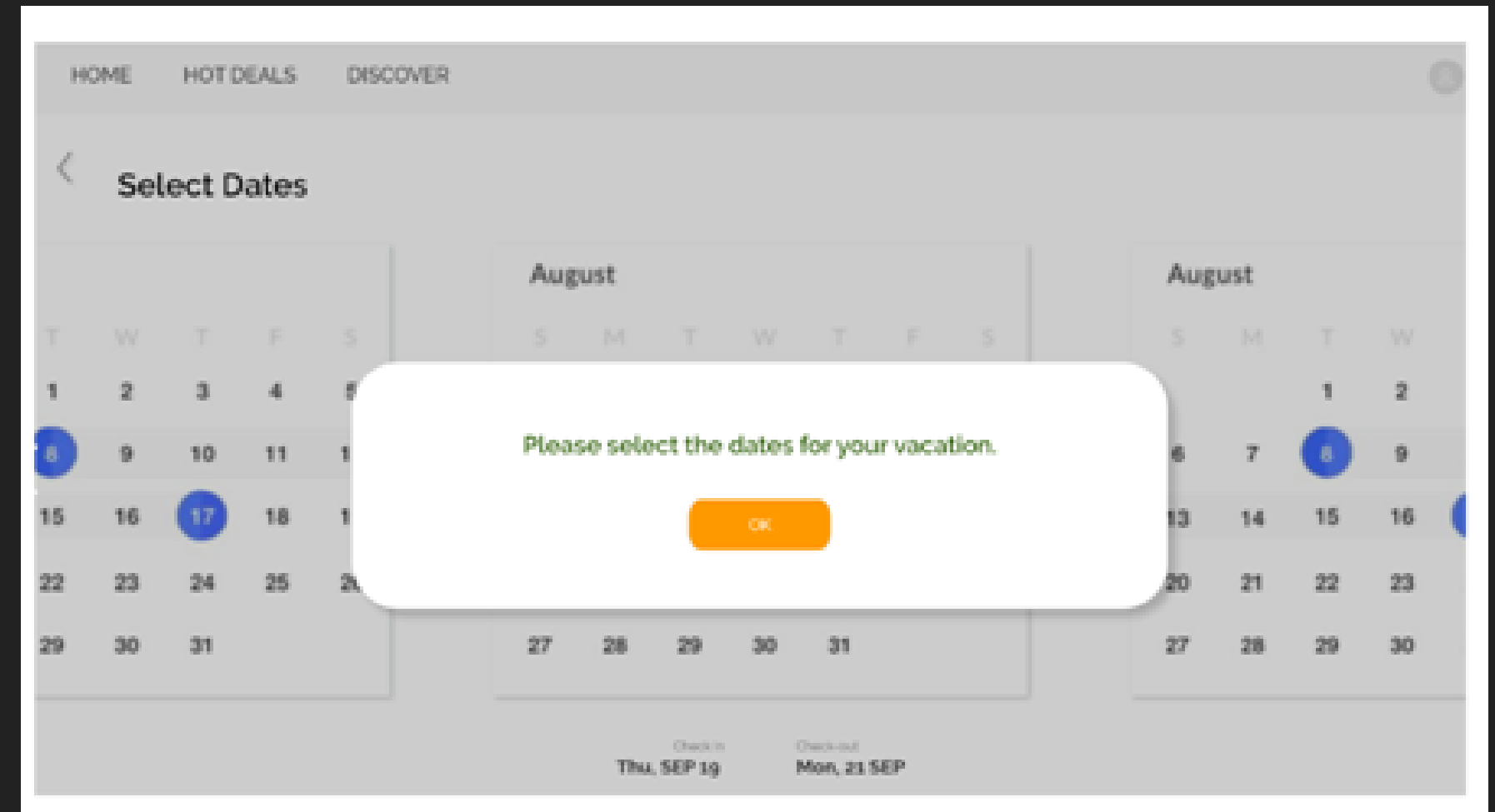
Breakfast  
Free WiFi  
+2 more inclusions  
Refundable

**Book**

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

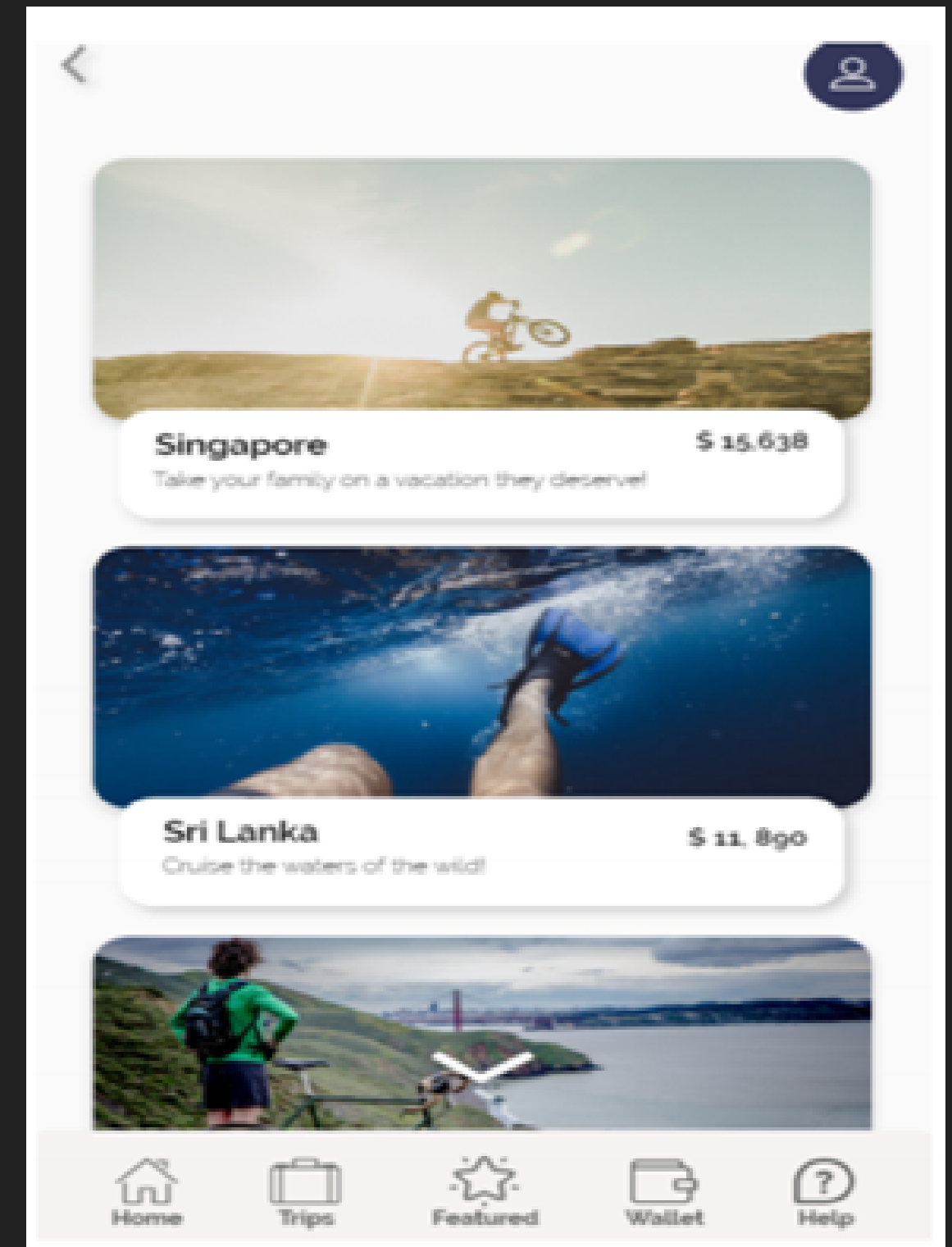
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- Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.



# • 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

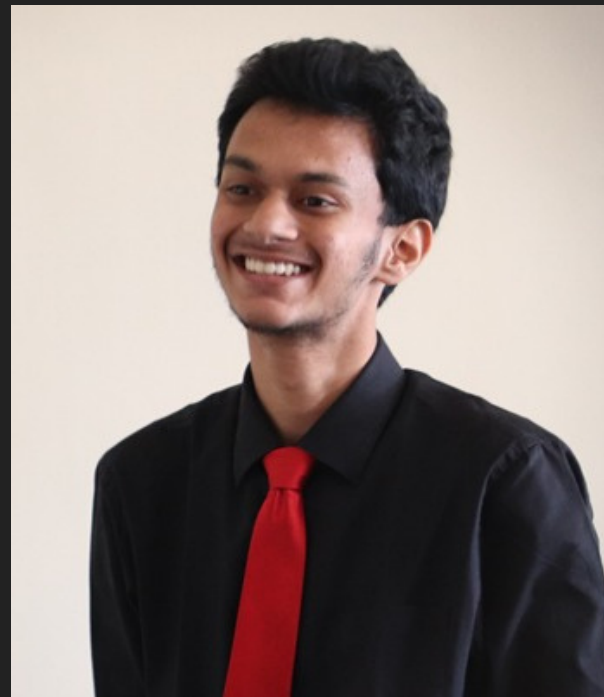
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# Presented By



**SHRAVAN KUMAR VR**

PES1201801076



**PARTH BANSAL**

PES1201801325



**G AKASH**

PES1201801970

**Thank You!**