AsiaYo Booking App

Helping user could find their idea property in just few clicks.

OVERVIEW

AsiaYo provide booking service for user on web platform with past three years. In the mean time, we found out our traffic comes from mobile device getting increase recently.

So we would like to try out the impact from iOS platform and want taking advantage from its unify user experience and better client device performance.

TIME

10/2017 - 12/2017

ROLE

Interaction design
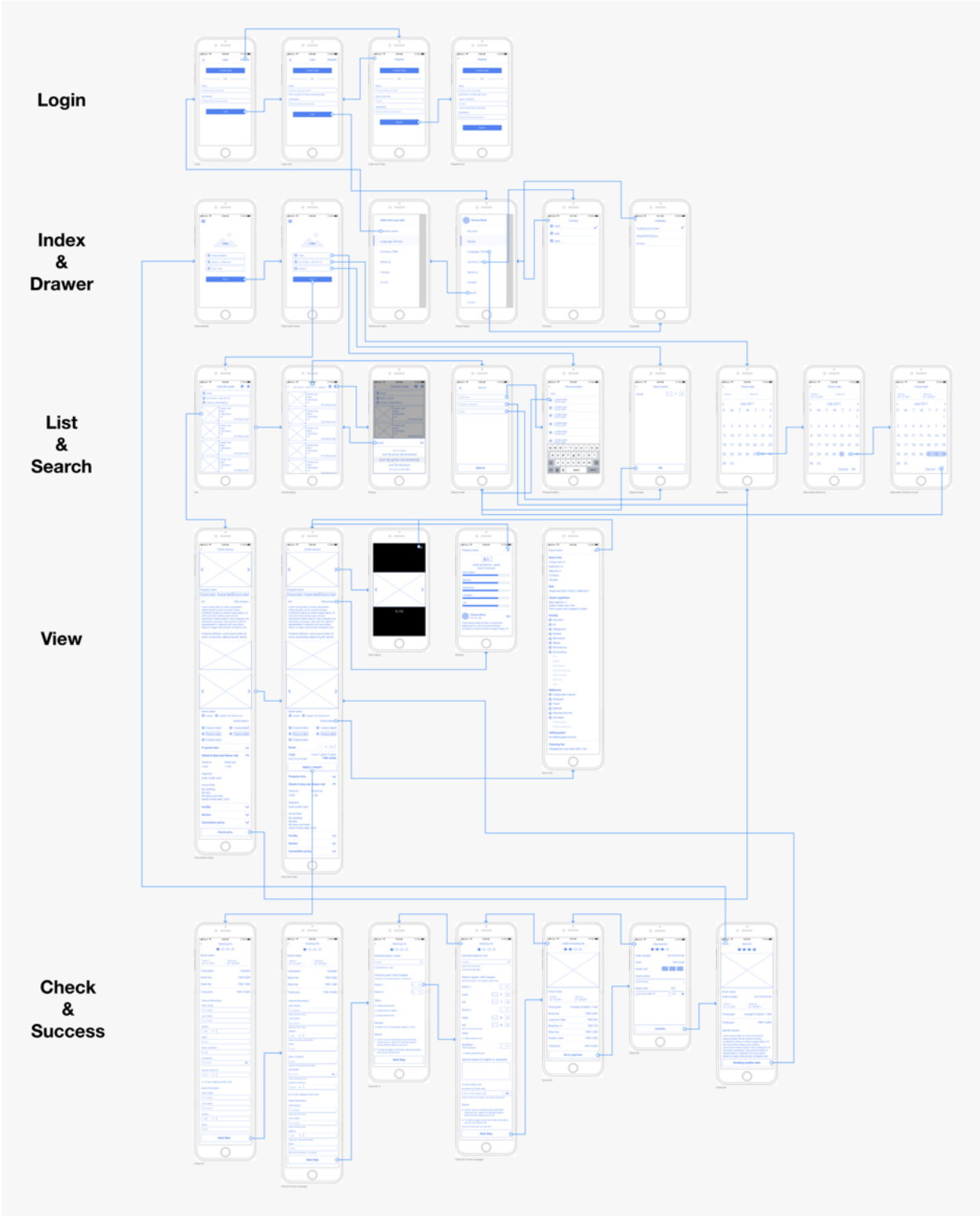UX design
Visual design

CHASING THE SUN

Due to it's an experimental project, so it didn't have a well resource to develop it. Under a tight schedule and lack of manpower, we decide to leverage outsourcing partner to meet our goal. Under a such challenge, We decide to develop this app by phase. With few of resource, so the app feature was limited by the mobile web version.

INTERACTION DESIGN

First up, I destructure the mobile web product page by page, then break them down and bringing them to fit in the iOS human interface guidelines.

In this stage, I utilize the native app behavior and components to largely increase usability and efficiency. Not to mention that keeping a consistency across the app. The stakeholders such as PM, CS, Management were all involved during the develop process, to communicate constantly keeping the information synchronized.

— Wireframe —

VISUAL DESIGN

By using different font weight, colors, meaningful icons, to provide a clear info with well structure. And the goal is to make user only need few clicks to find their idea property. With this idea, visually must stand between peaceful and well-informed design.
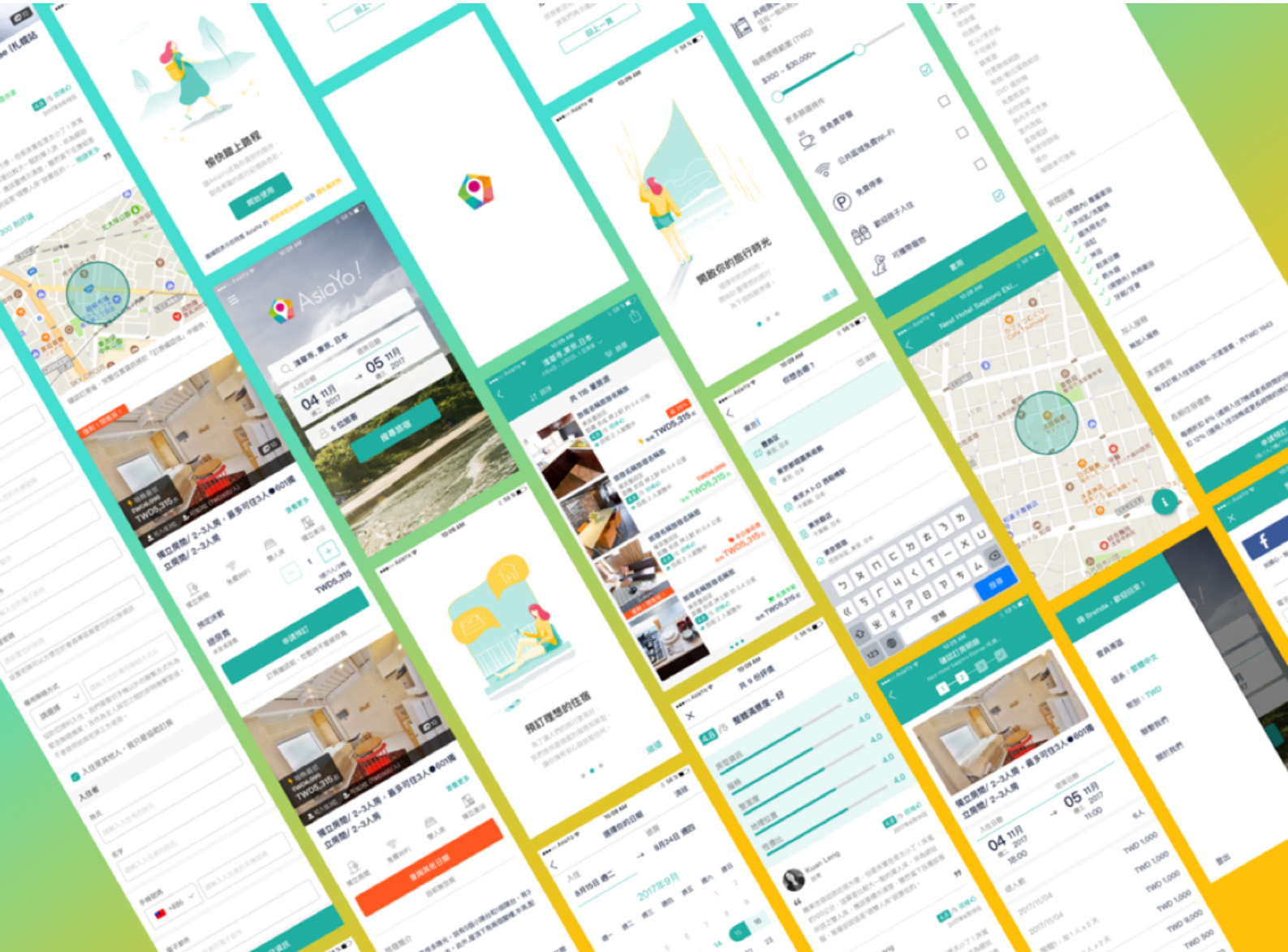
— Visual design —

MILESTONE

- Remaining the highest CVR* in all platform of product till today. (*500% higher than the lowest.)

- User satisfaction at App Store with 4.3 /5 at average.

Available on the App Store   GET IT ON Google Play

COMING SOON!