

Smart Travel Planner website

Done by sai chandu

Project overview:



The Product:

Smart Travel Planning Website is designed to simplify trip planning for travelers by offering intuitive features to organize itineraries, manage destinations, and explore activities. The platform allows users to create personalized travel plans



Project Duration:

3 weeks

Project overview



The Problem:

Ramesh is a traveler, he is getting confused with unfamiliar places. This confusion might leads to missing of several opportunities to experience unique places and many travelers is not aware of best time to visit places. This also haves the season specific recommendations



The Goal:

The Smart Travel Planning website aims to solve these issues by providing real-time, customized travel options and seamless integration of data in a single platform.

Project Overview:



My Role:

I am the product designer for this project, I am taking on multiple key roles, including Frontend Developer, Backend Developer, Database Administrator. This allows me to control every aspect of the project, from designing the user interface to managing server-side logic and ensuring seamless integration of external data sources.



Responsibilities:

Designing and implementing travel planning website, ensuring they optimized for performance across various devices

Understanding the user



- User research
- Personas
- Problem statements
- User journey maps

User Research: Summary



I conducted user studies to gain insights into how travelers approach trip planning and the challenges they face. The participants included a diverse range of travelers, from frequent flyers and business travelers to casual vacationers and budget-conscious adventurers. Through a combination of surveys and in-depth interviews, I gathered valuable data on their planning habits, the tools they use, and their pain points.

Many users expressed frustration with the overwhelming amount of information from various sources, making it difficult to consolidate and optimize their travel plans. Common pain points included a lack of real-time updates, difficulty in finding personalized recommendations, and challenges with route and cost optimization. Usability testing of existing travel planning tools further highlighted these frustrations, revealing gaps in features like seamless integration of transportation, accommodations, and activities.

These findings provided a clear understanding of user needs, guiding the development of a Smart Travel Planning website. By addressing these pain points, the platform will offer real-time updates, personalized itineraries, and a smoother, more efficient planning process.

User Research: Pain Points

1

Information Overload:

Users often struggle with the vast amount of travel information scattered across various platforms. They find it challenging to consolidate all this data into a cohesive plan, leading to confusion and inefficiency.

2

Difficulty in Real-Time Updates:

Users expressed frustration with the inability to receive real-time updates on important factors like season specific changes. making it harder for them to adjust their plans on the go. This lack of up-to-date information can lead to missed connections or unexpected delays during their trips.

Competitive analysis

Feature	Travelocity	Expedia	Travel	triplt	Smart Travel Planning Website
Competitive type	Direct	Direct	Indirect	indirect	Tailored travel planning, budget and preferences focused
Trip Planning Algorithm	Basic recommendation engine based on user search	Advanced booking algorithms	Driven non recommendation	Manual user input, itinerary creation	cost estimates for transport
Mobile App/ Website	app	app	no	app	website
Location Services	International destinations, based on user input	Global locations with country-specific offers	Global locations, driven suggestions	Limited to entered destinations	Personalized, budget-based, country/season-specific suggestions

Persona: Ramesh

Problem Statement:

Ramesh, a 35-year-old marketing executive, needs an efficient way to plan both work and family trips while managing a busy schedule, because he struggles to balance his work commitments and family vacations, often finding trip planning overwhelming and time-consuming.

Goals:

- Discover best travel options based on the country and season.
- Get optimized travel routes and recommendations for short work breaks.

Frustrations:

- Uncertainty about choosing destinations that fit family preferences.
- Overwhelm from manually searching for travel routes, destinations, and budgets.



Name: Ramesh.k

Age: 35

Profession: marketing executive

Company: San Brains, hyderabad

Qualification: bachelors

Hobbies: travelling, watching movies

Persona: Sita

Problem Statement

Sita, a 19-year-old freelance graphic designer, needs an easy way to plan budget-friendly trips that fit her flexible schedule, because she often finds it overwhelming to organize travel within her financial limits and struggles to manage her unpredictable freelance work hours.

Goals:

- Get optimized travel routes and recommendations for short work breaks.
- Discover best travel options based on budget, country, and season.

Frustrations:

- Overwhelm from manually searching for travel routes, destinations, and budgets
- uncertainty about choosing destinations that fit friends preferences.



Name: Sita

Age: 19

Profession: graphic designer

Company: microsoft, hyderabad

Qualification: bachelors

Hobbies: Travelling, reading books

User Journey Map

The Mapping of Ramesh's user journey revealed how beneficial a smart travel planning website would be for users like him, who have a busy work schedule and limited time to organize trips.

ACTION	Browse Destinations	Compare Costs & Budgets	Select Travel Dates & Preferences	Finalize Itinerary
TASK LIST	A. Explore destinations online B. Filter by preferences Like number of travelling, travel date	A. Check cost estimations B. Adjust plans based on budget	A. Input travel dates B. Choose travel companions	A. Build complete itinerary with activities B. Review and finalize trip details
FEELING ADJECTIVE	Excited to find new places	Cautious about budget	Organized with trip details	Confident in the finalized plan
IMPROVEMENT OPPORTUNITIES	A. More personalized destination suggestions B. Better sorting and filtering options	Dynamic budget management tool	Easy calendar integration for travel dates	A checklist for travel essentials

Empathy Map

	RAMESH (Marketing Executive, 35)	SITA (Graphic Designer, 19)
Says	"I need suggestions for places that aren't crowded."	"How can I make the most of my vacation?"
Thinks	"I want exciting new adventures and unique experiences."	"How can I find the best places to enjoy my time off?"
Does	Uses travel apps to explore new places and plan road trips.	Follows travel websites and social media for inspiration.
Feels	Excited about new places and ready for adventure.	Feels planning might be challenging without guidance.

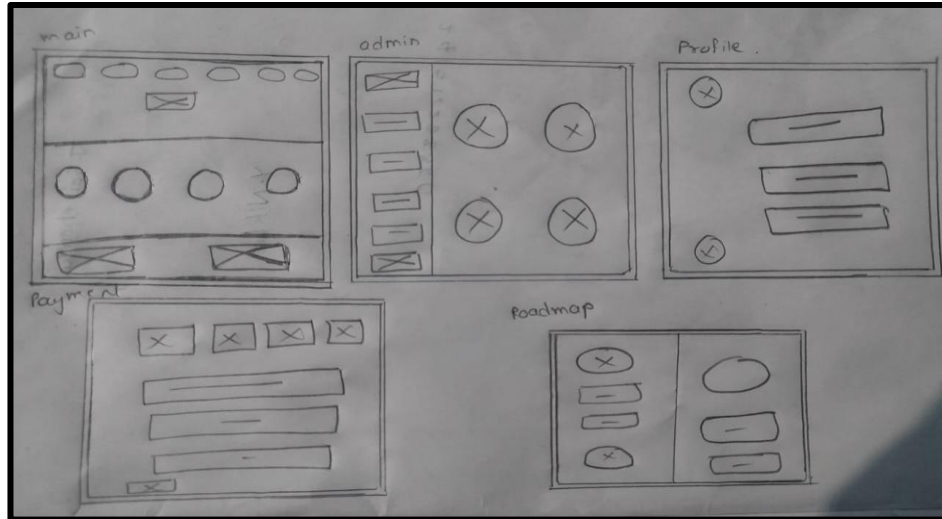
Starting the design



- Paper wireframes
- Digital wireframes
- Low-fidelity
prototype
- Usability studies

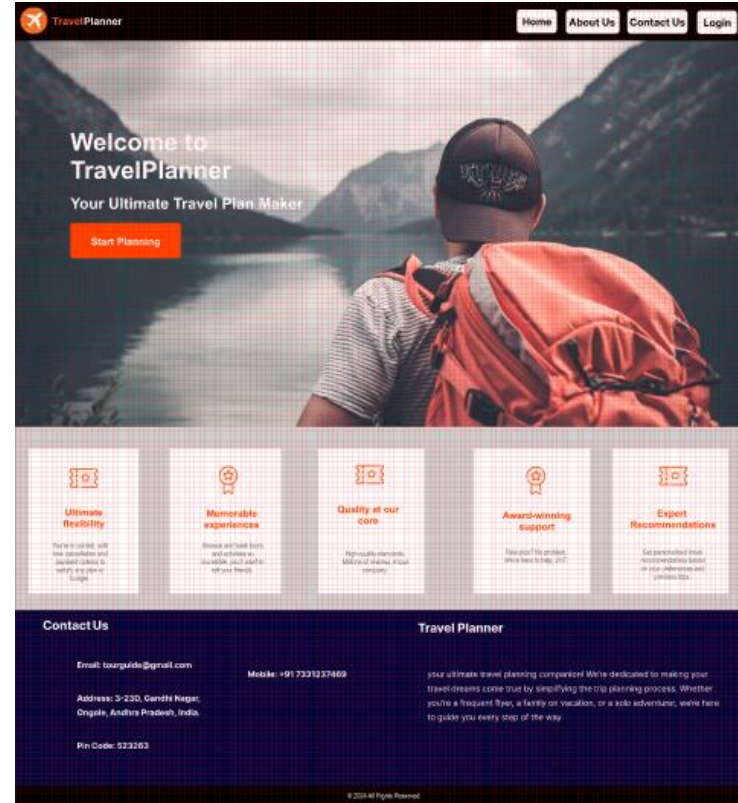
Paper Wireframes

01 to 05 paper iterations ensured that the elements incorporated into the Travel Planning platform were refined. For the dashboard, I preferred a simple and intuitive design to facilitate easy navigation for users.



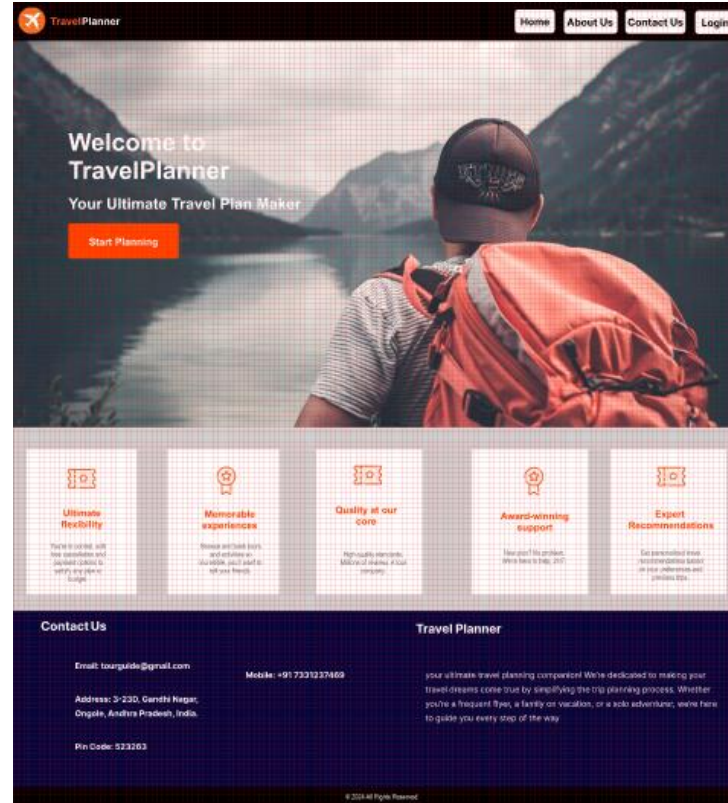
Digital Wireframes

As design development iterations continue, I made sure to the Home screen designs on findings from the user research.



Digital Wireframes

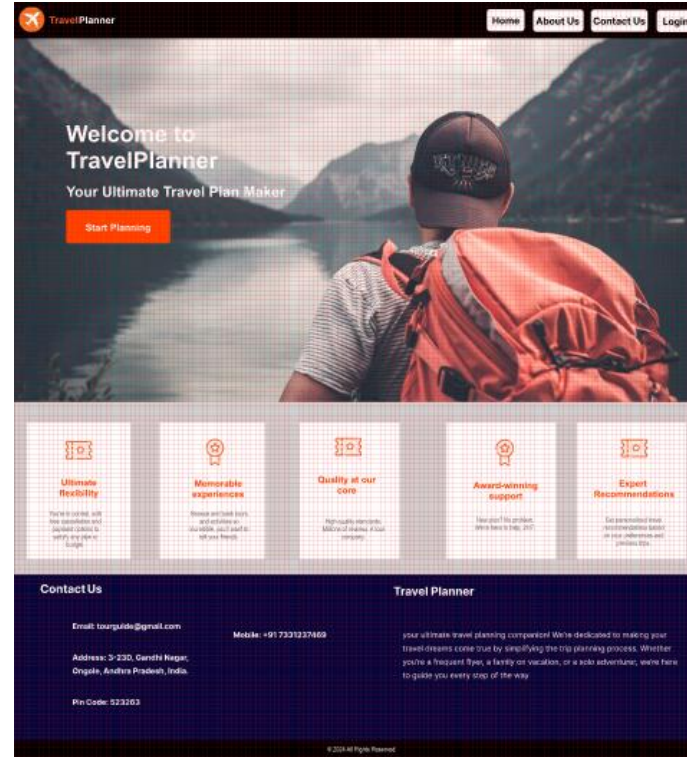
This is the digital wireframe of the admin dashboard. From this Admin can Access the Registered users, Listed Countries, Subscribed users. With this website admin can add, remove and edit the new designations.



Low-fidelity prototype

With the help of framework for digital wireframes, I created a low-fidelity prototype. The User flow I connected slides 01 to 08 , the simple interactions would help test the prototype in a usability study.

Link:



<https://www.figma.com/proto/9X2UEL6K1MYbxdH3utucQr/Untitled?page-id=0%3A1&node-id=15-211&node-type=frame&t=MtNXqqRYU2ABheIR-0&scaling=min-zoom&content-scaling=fixed>

Usability study: findings

The travelers were very diverse in their demands which made making a contained solution difficult. Some travelers had difficulty in finding the perfect travel plans, While some others lacking the perfect knowledge about the destination. Our website will give perfect plan with clear knowledge to travelers.

Round 1 findings

- Users preferred quick and simple travel planning tools
- Users took time to familiarize themselves with the interface

Round 2 findings

- Users wanted a more intuitive flow for trip customization
- Users wanted more tailored recommendations

Refining the design

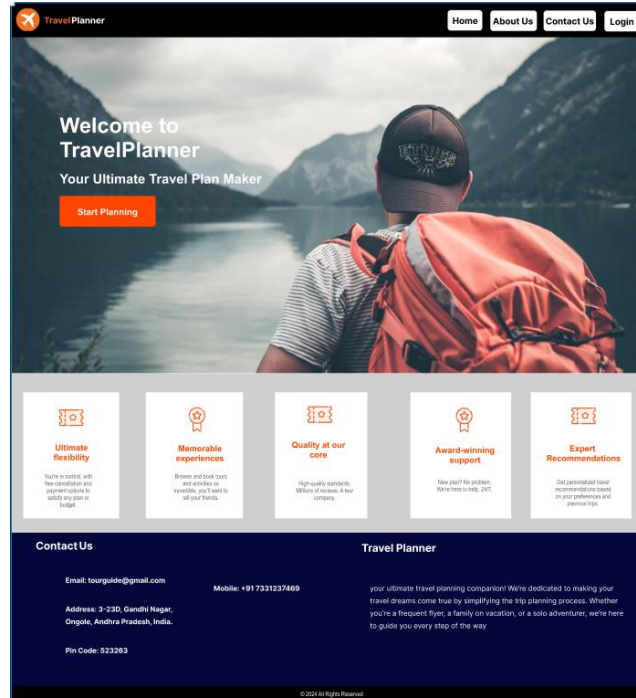


- Mockups
- High-fidelity prototype
- Accessibility

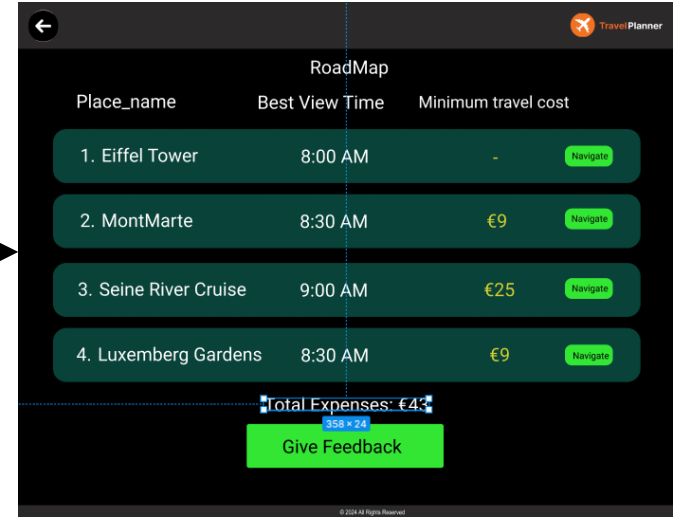
Mockups:

I also revised the design colors, removed the arrow icons, and effectively tried to utilize white space for better user experience in global skill exchange.

Main Page

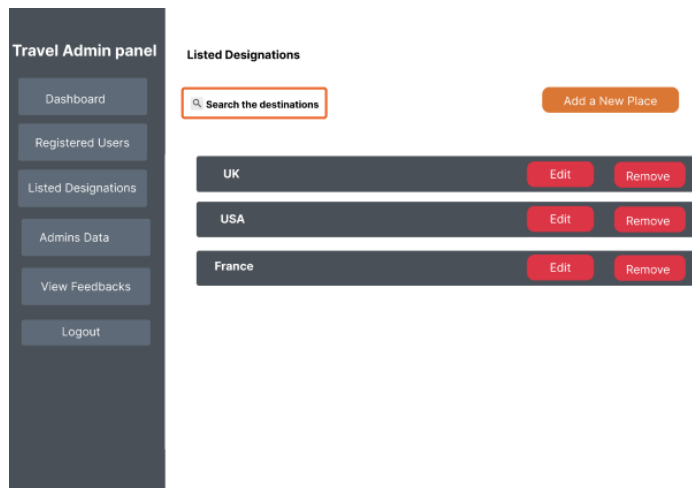


Final Page

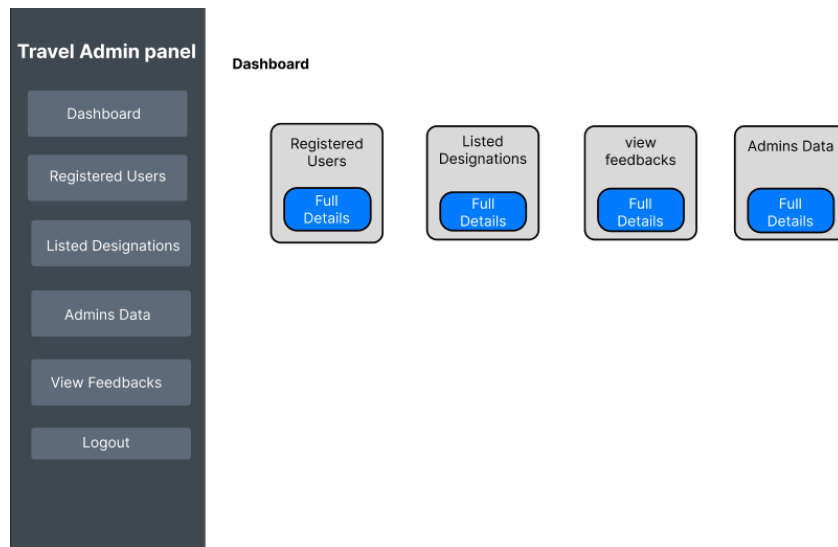


Mockups

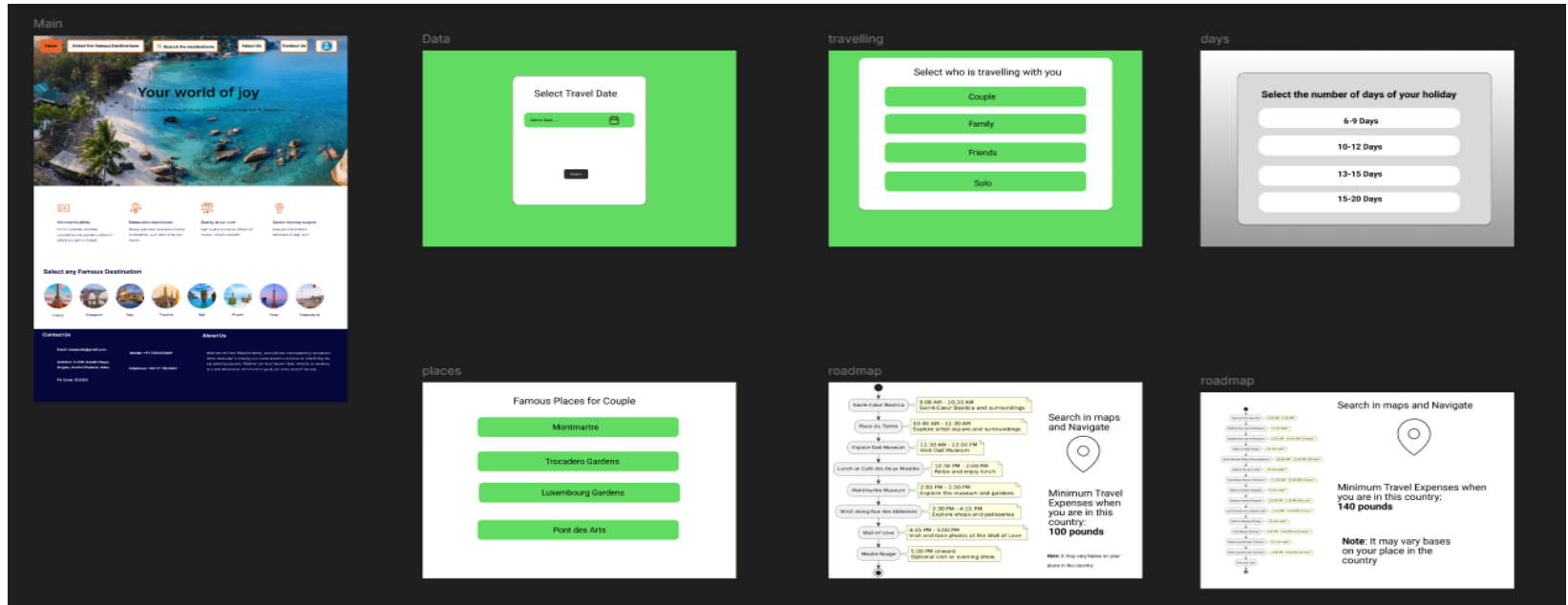
Listed Countries



Admin Dashboard



High-fidelity prototype

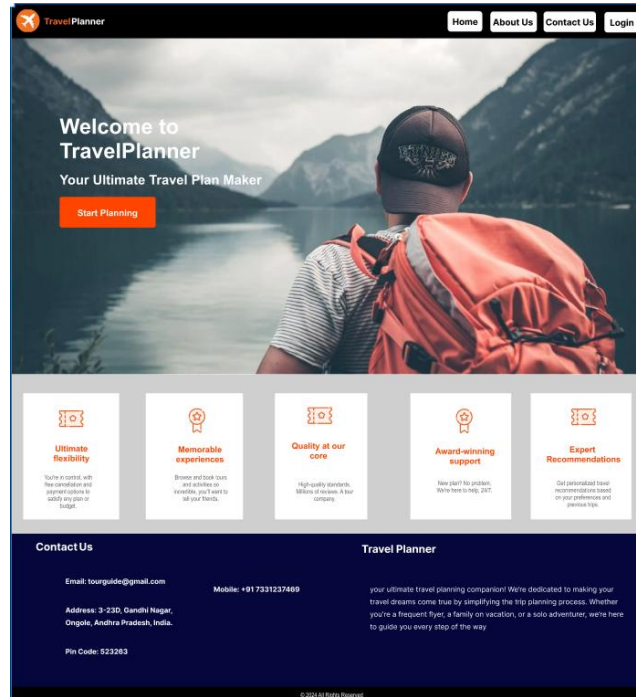


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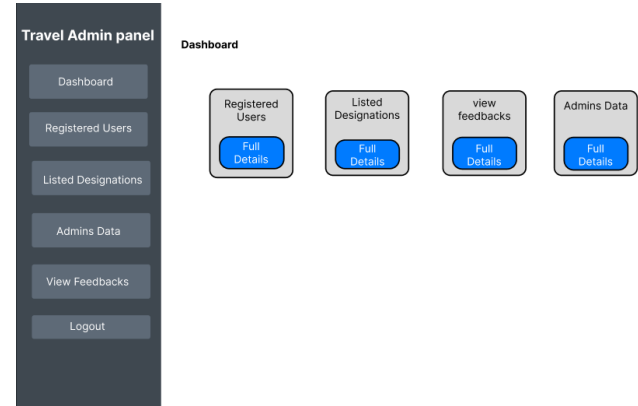
Responsive design

This is the responsive website design for Smart Travel Planning Website. In this 1st image was the main page in the website, whereas 2nd & 3rd are Admin Related Pages.

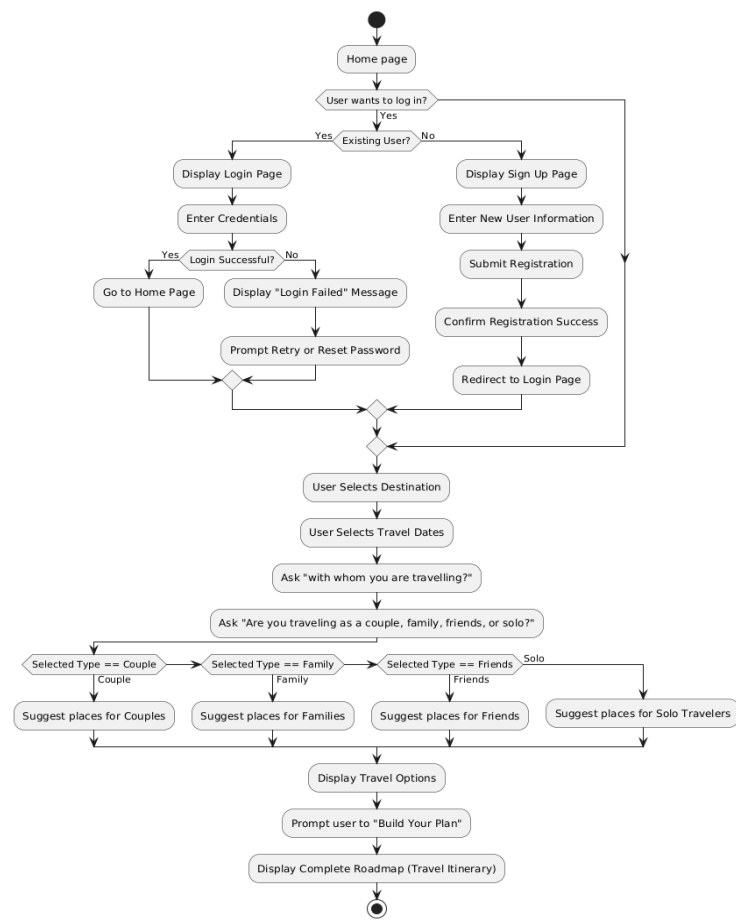
Main Page



Admin Main Page



User Flow Diagram:



Accessibility Considerations

1

Using Gestalt Principles and adhering to **WCAG** color guidelines improved accessibility for all users, including those with **visual impairments** by creating clear and intuitive interfaces for selecting destinations, travel dates, and group preferences.

2

Incorporating larger icons arranged in a **simple, consistent order** with warm, contrasting colors enhanced the **visual design** for users, making it easier to the travel planning website

3

Utilizing color indicators within large icons helped improve **visual memory**, while offering a **hands-free experience**, ensuring accessibility for users with **visual impairments**.

Going forward



- Takeaways
- Next steps

Takeaways

Impact:

Implementing features that allow users to select the number of travelers, such as family, couples, solo travelers, or friends, and offering the option to choose travel dates will create a more personalized and best travel experience. By providing these customizable options, the platform can accommodate different user needs, making the travel planning process more efficient and enjoyable. This approach encourages users to explore travel scenarios based on their group type and travel dates, leading to better decision-making. Furthermore, offering a user-friendly planning interface enhances customer satisfaction, engagement, and loyalty, positioning the platform as a go-to travel planning resource for a diverse range of travelers.

What I learned:

Through this project, I learned that flexibility and personalization are key to a successful travel planning experience. Offering features like selecting the type of travel group (family, couple, solo, friends) and allowing users to choose specific travel dates significantly improves the planning process. It enables users to visualize trips more clearly and plan according to their unique needs and preferences. Additionally, I realized the importance of making the travel planning interface intuitive and accessible, ensuring that users can easily experiment with different travel scenarios and organize their trips with minimal effort. This enhances user engagement and builds a stronger connection between the platform and its users.

Next steps

1

Conduct another round of competitive analysis to know the competitive products in the market, as this segment is less explored and has a big future market.

2

Conduct post launch usability study to highlight new pain points of users and address them again .

3

conduct thorough user testing for a diverse set of users, including families, solo travelers, couples, and friends. This will help identify areas for improvement, ensure the platform meets user expectations, and highlight any usability issues that need refinement.

Thank you