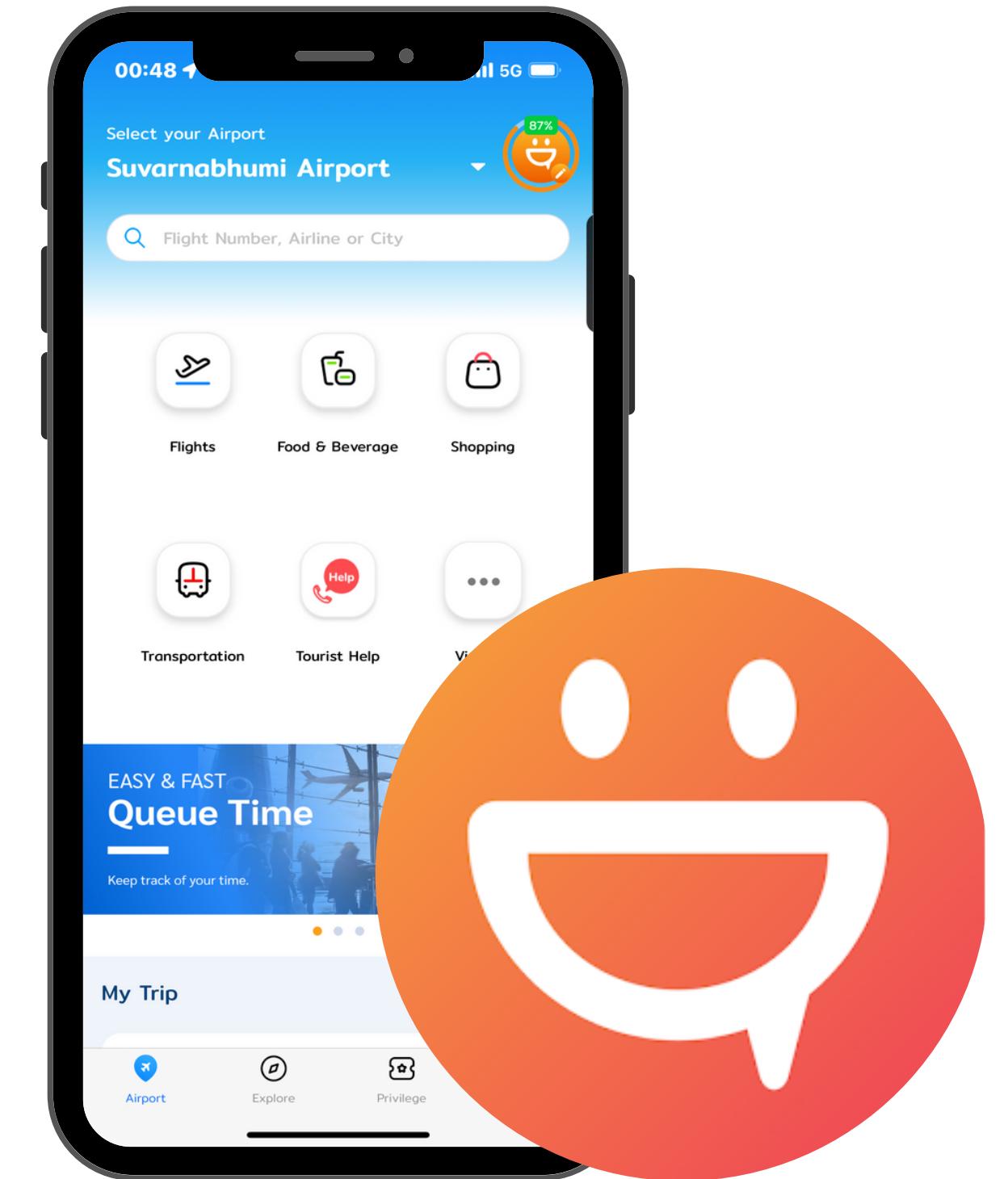




# Sawasdee App analysis

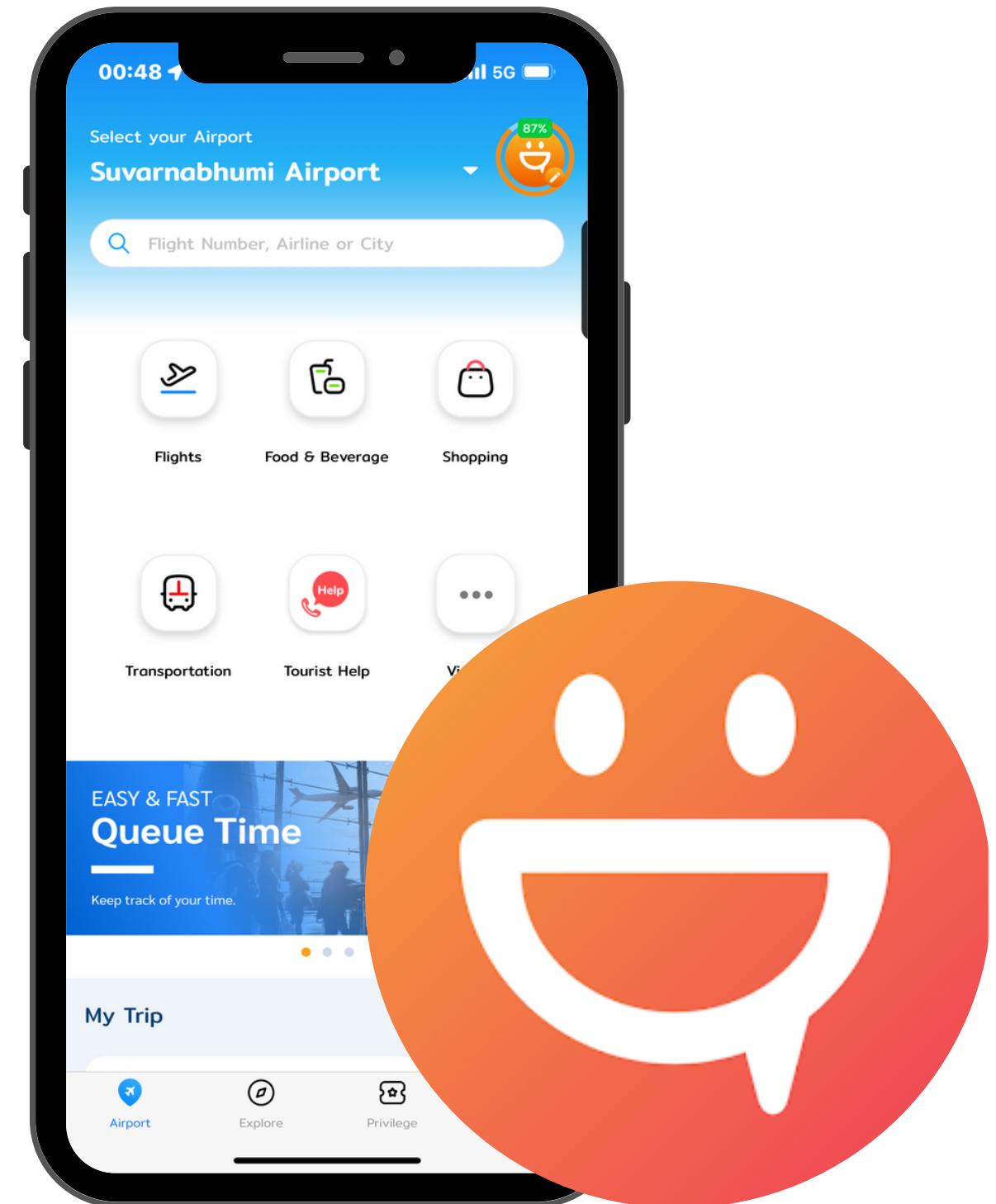
1. User Experience 2. Problems and solution 3. UI analysis



# What is Sawasdee app ?

" THAILAND TRAVEL SUPER APP "  
GATEWAY TO THAILAND

- Digital Airport Experiences
- Digital Lifestyle
- Digital Travel Safety



# Target User



**Krungthai COMPASS**  
Research Center



Ref : <https://thaipublica.org/2022/11/krungthai-compass44/>

- **Foreign tourists**

- Neighbor Country (Asia and Asean)
- Oversea Country

- **Domestic tourists**

- Extream travellers
- Occasional travellers

# User Experience

# Pact Analysis

## People

### Foreign tourists

- Neighbor Country (Asia and Asean)
- Oversea Country

### Domestic tourists

- Extream travellers
- Occasional travellers

- Planning to travel in Thailand
- It's easiest to find reliable information or insight.
- Less time to planning
- Good experience in the journey
- Need convenient service to support traveler
- Stop cheating

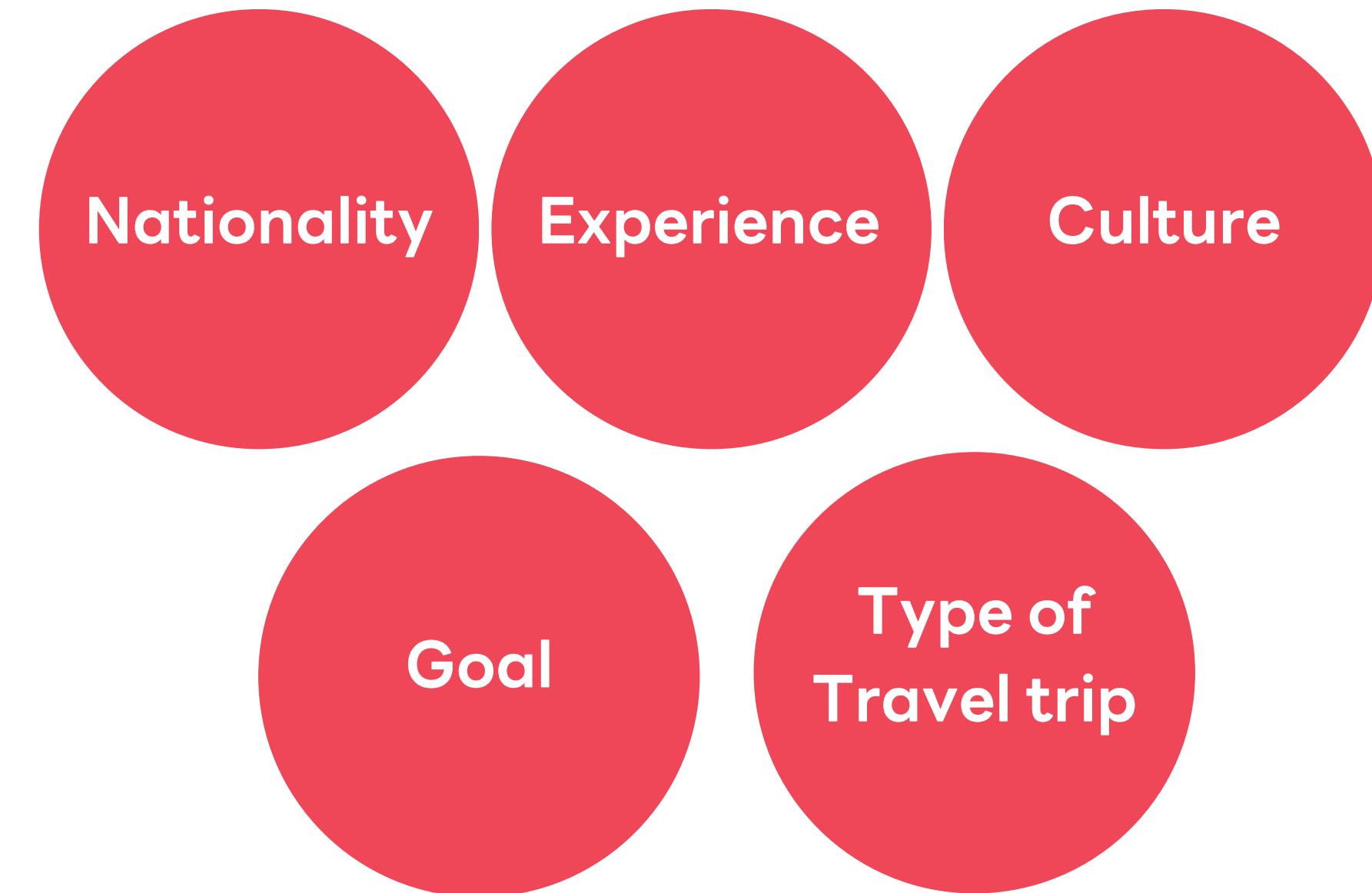
# Pact Analysis

## Activities



# Pact Analysis

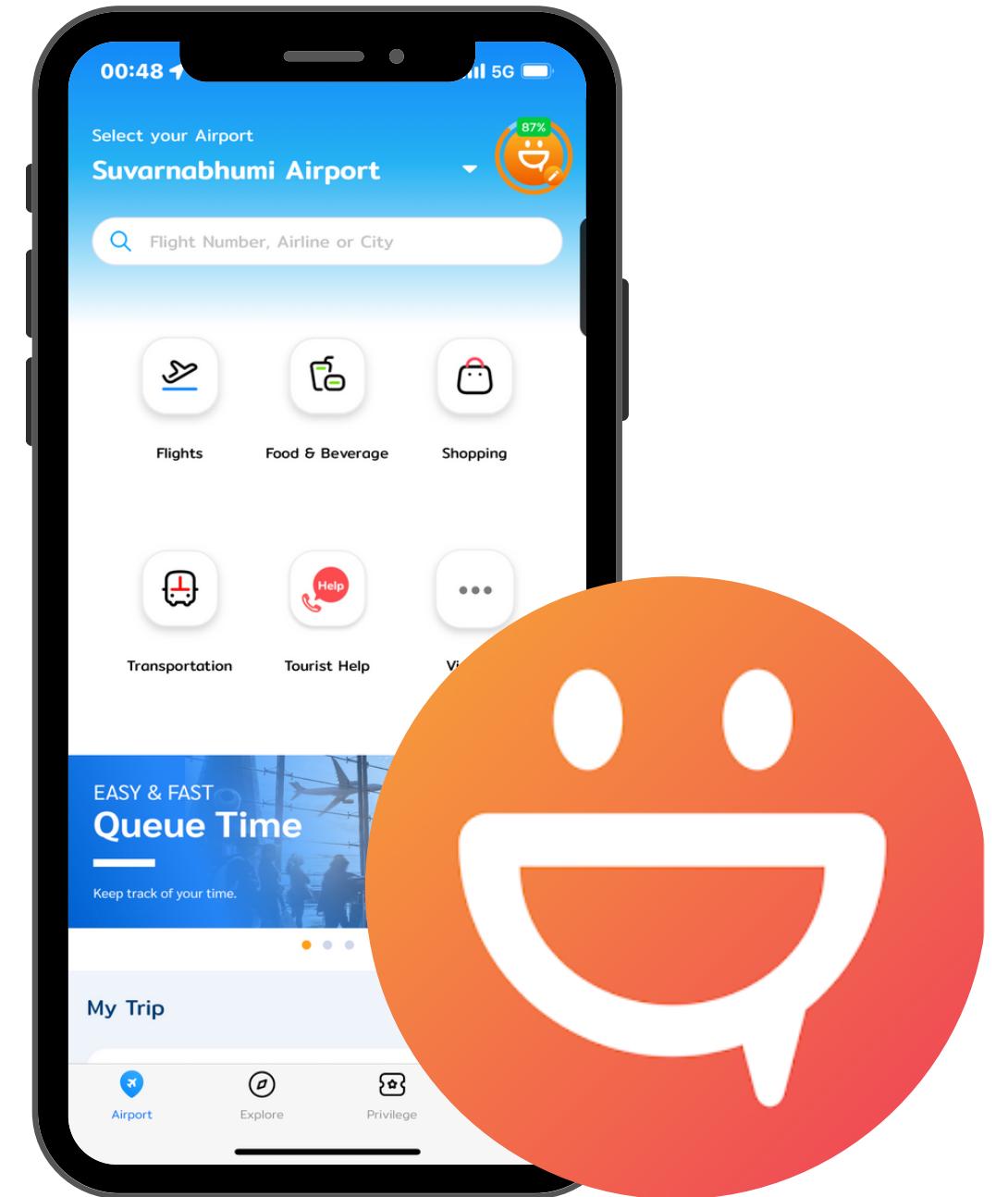
## Context



# Pact Analysis

## Technologies

Sawasdee



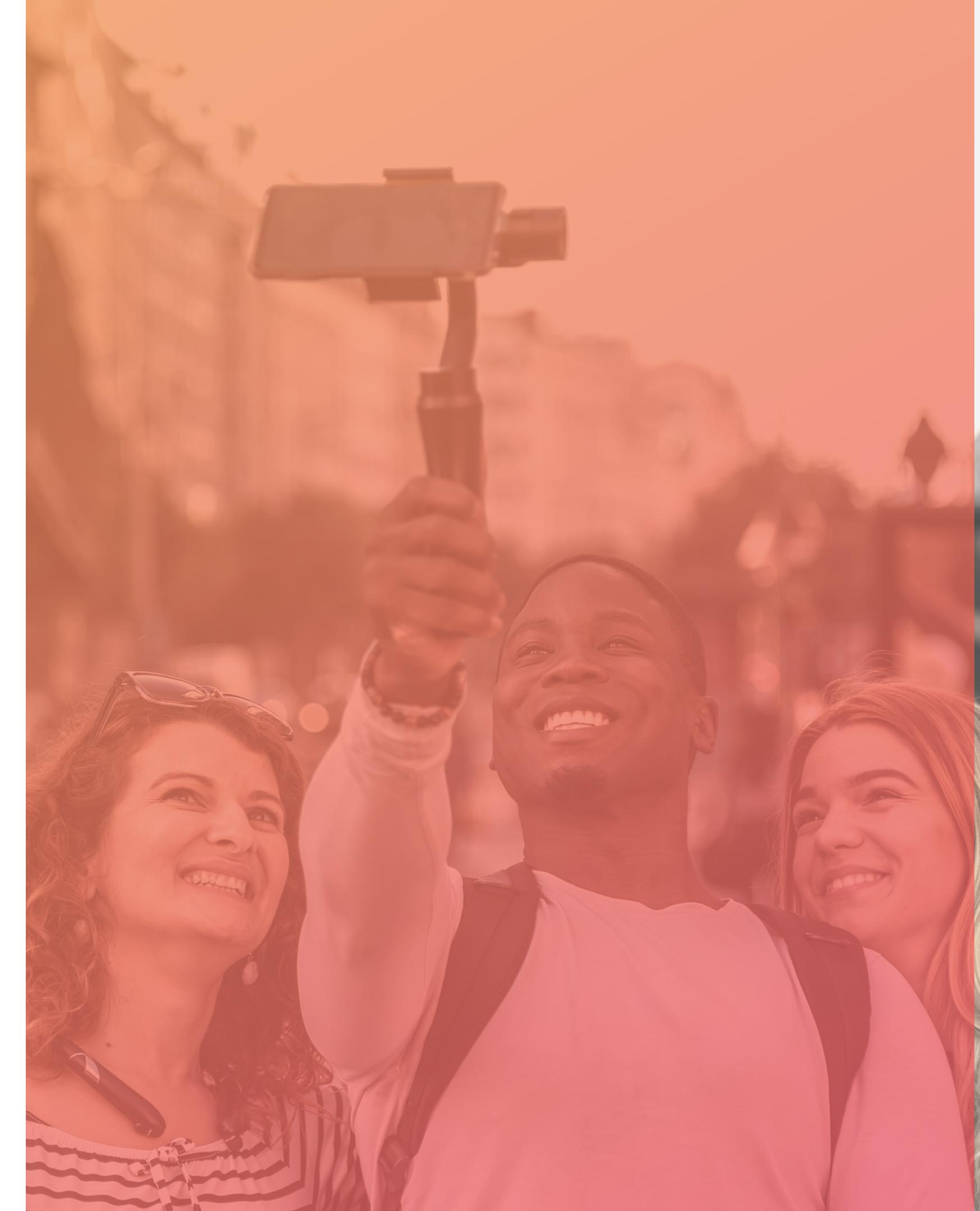
# Persona

## ● Foreign tourists

- Neighbor Country (Asia and Asean)
- Oversea Country

## ● Domestic tourists

- Extream travellers
- Occasional travellers



# Persona

## Foreign tourists

Neighbor Country (Asia and Asean)



**Age :** 20-40 yrs

**Occupation :** Office employee

**Status :** have girl/boy friend but unmarried

### **Bio and goal :**

- Tourists from neighboring countries
- No prior travel experience in Thailand or having been in Thailand at least once want to come to Thailand
- Spending a lot of money
- have some culture in close with thai
- want rest due to a festival or weekend
- love to travel in popular places
- can travel with On your own or as part of tour
- prefers to gather information on the internet before traveling

### **Personality :**

Friendly / Funny / Food lover

### **Social media and application**

Facebook / Twitter / Line

Instagram / Wechat / WhatsApp

Kakao

### **Frustration**

- 1.Boring in the same travel place
- 2.Lack of some and out of date information
- 3.Cheating

# Persona

## Foreign tourists

Oversea Country



**Age :** 20-40 yrs

**Occupation :** Office employee

**Status :** have girl/boy friend but unmarried

**Bio and goal :**

- Tourists from oversea countries
- No prior travel experience in Thailand or having been in Thailand at least once want to come to Thailand
- long term traveling
- Save cost
- finding some hidden gem for travel
- Explore new travel experience

**Personality :**

Friendly / Adventure / Independent

**Social media and application**

Facebook / Twitter / Instagram

**Frustration**

- 1.Lack of some and out of date information
- 2.Cheating
- 3.Higher price
- 4.Takes a long time to planing

# Persona

## Domestic tourists

Extreme travellers



"I want to travel comfortably quickly and valueable so that I can manage my schedule or plan"

**Age :** 28 yrs

**Occupation :** Organizer

**Status :** Single

**Bio :**

Veerapat is an organizer who travels 3-4 times each week for work. He often stay at the same cities and same hotel. He is frustrated by the fact that no matter how frequently he take similar trips, He spend hours of his day booking travel. He expects travel solution to be organized.

**Goal :**

- to spend less time booking travel
- to manage the schedule or plan
- knowing the promotion of the time.

### Personality

Introvert Extrovert

Feeling Thinking

Impatient Calm

Sensing Intuition

### Using Device



### Frustration :

- Get lost in the airport -too many gate
- Don't know the promotion if not research  
need to look carefully for promotion

# Persona

## Domestic tourists

Occasional travellers



**Age :** 20-30

**Occupation :** office worker

**Status :** Single

**Bio :**

- travelling a few time a year
- want to travel to change the atmosphere
- It is necessary to use the airport from time to time,
- Travel planning is required.
- need privacy.
- It is urgently necessary to travel long distances..

**Goal :**

- Save time booking travel.
- know the details of using the airport.
- Makes using the airport service more convenient
- to manage the schedule or plan.

### Personality



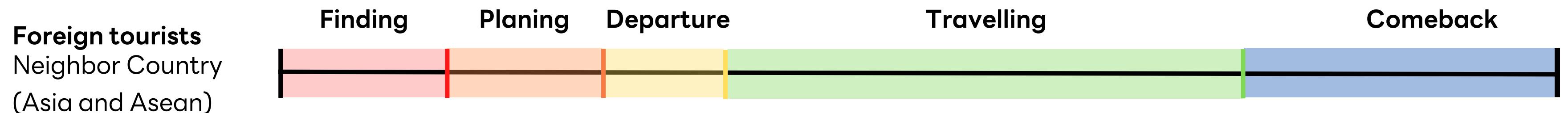
### Using Device



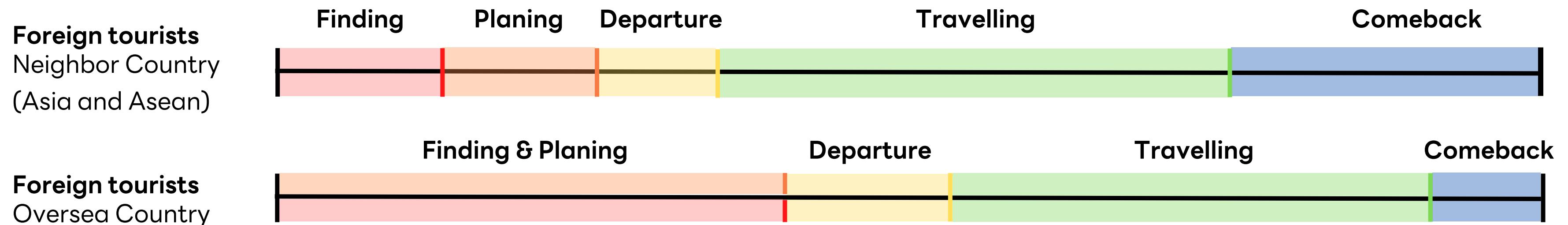
### Frustration :

- Too much time booking travel
- Don't know the location and gate
- Don't know airport service.
- Unfamiliar with using the airport

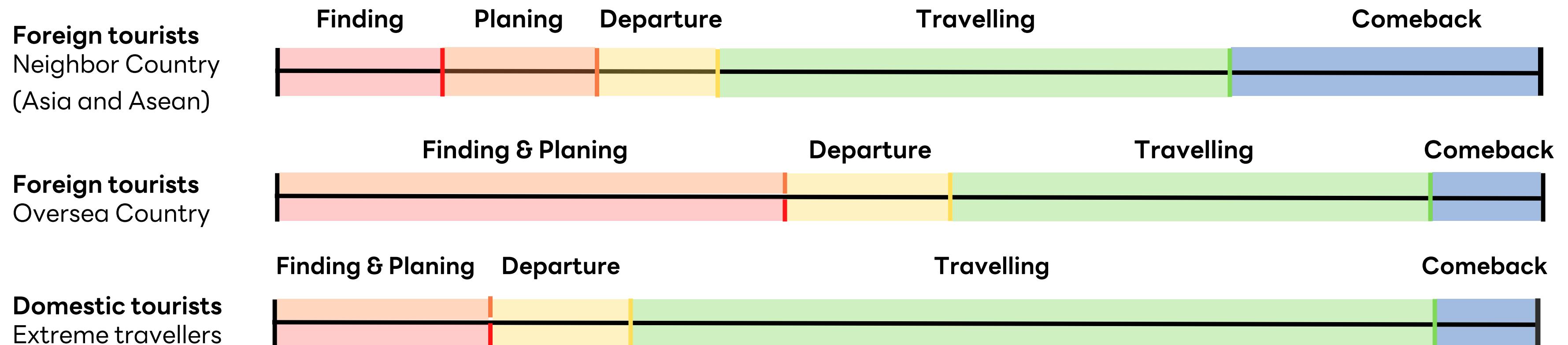
# UserJouney



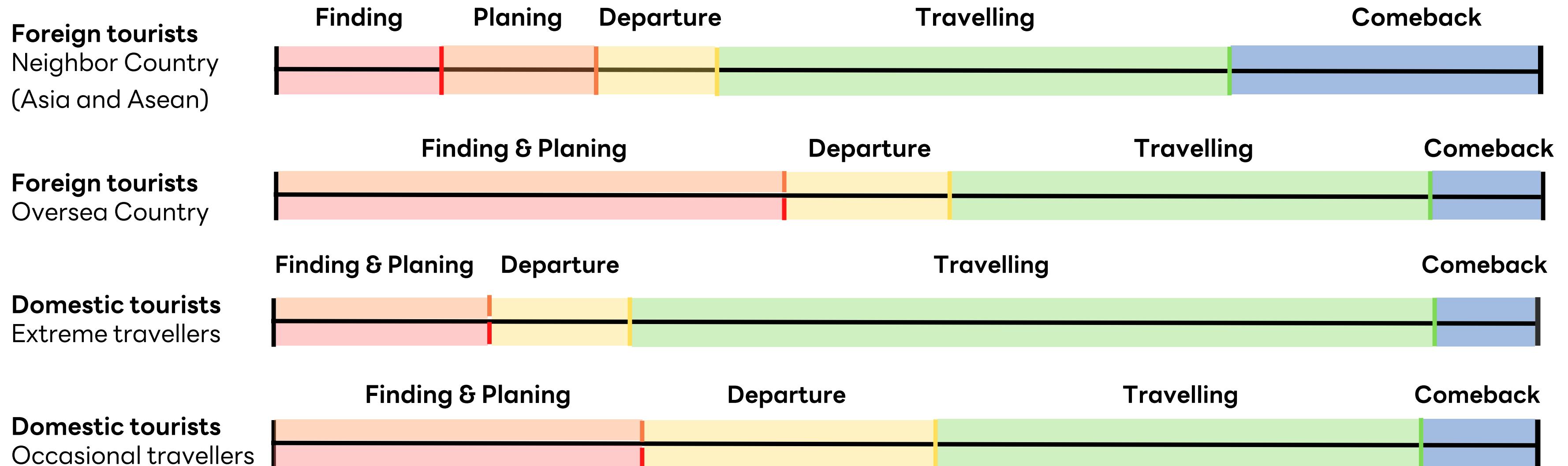
# UserJouney



# UserJouney



# UserJouney



# User Solution Fit

Foreign tourists

Neighbor Country  
(Asia and Asean)

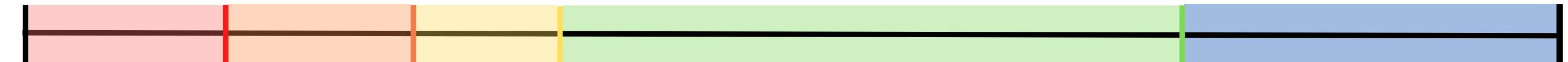
Finding

Planing

Departure

Travelling

Comeback



goal :

- want rest due to a festival or weekend
- prefers to gather information on the internet before traveling

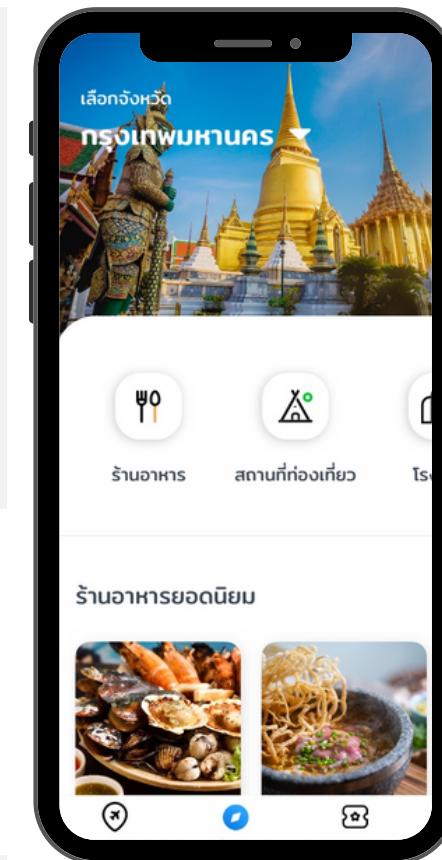
- less time was spent on planing
- love to travel in popular places
- can travel with on your own or as part of tour

Frustration :

- Boring in the same travel place
- Lack of some and out of date information
- Cheating

Shop  
Maps  
Thai VRT

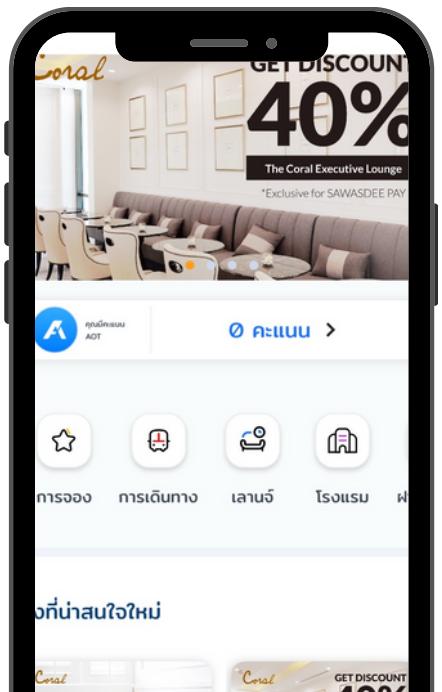
Exploration  
Privilege



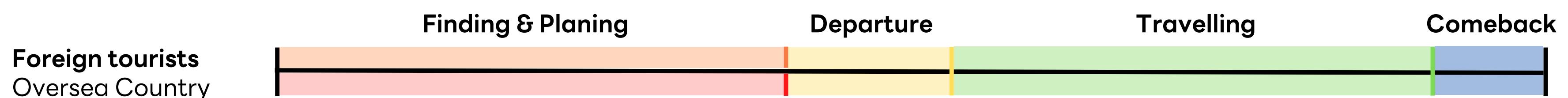
Privilege  
Booking

Taxi booking

Exploration  
Privilege  
Booking



# User Solution Fit

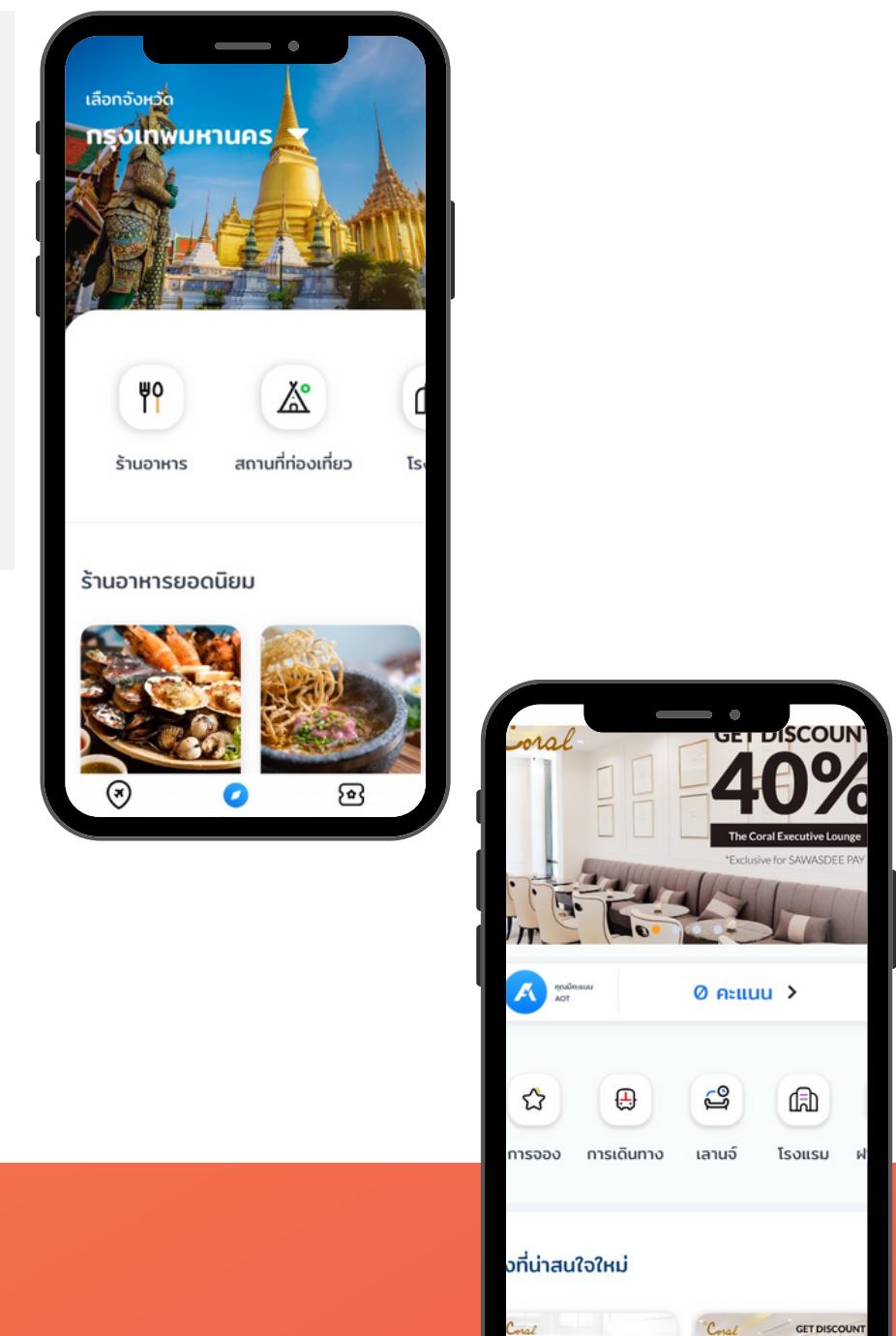
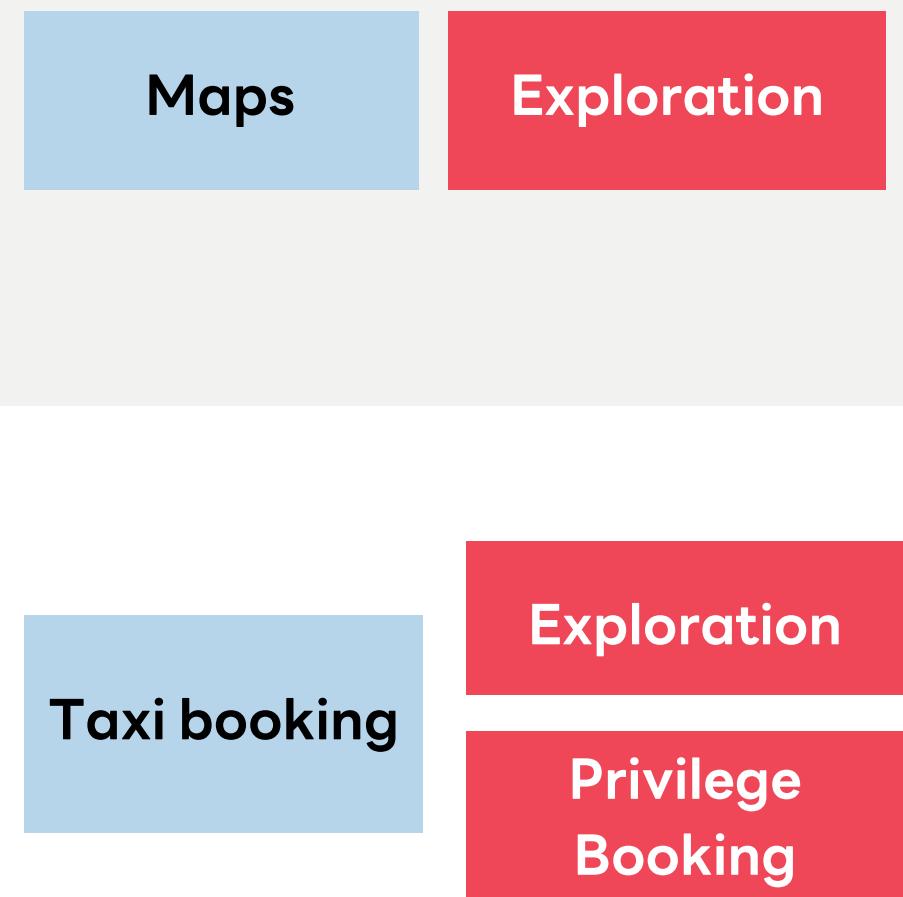


goal :

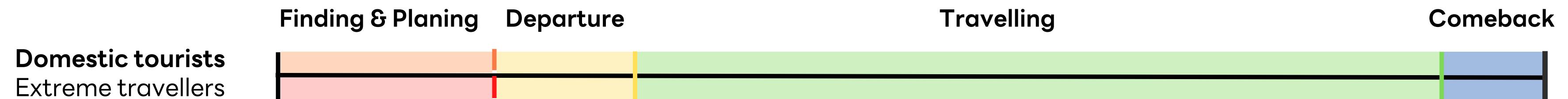
- long term traveling
- Save cost
- finding some hidden gem for travel
- Explore new travel experience

Frustration :

- Lack of some and out of date information
- Cheating
- Higher price
- Takes a long time to planing



# User Solution Fit

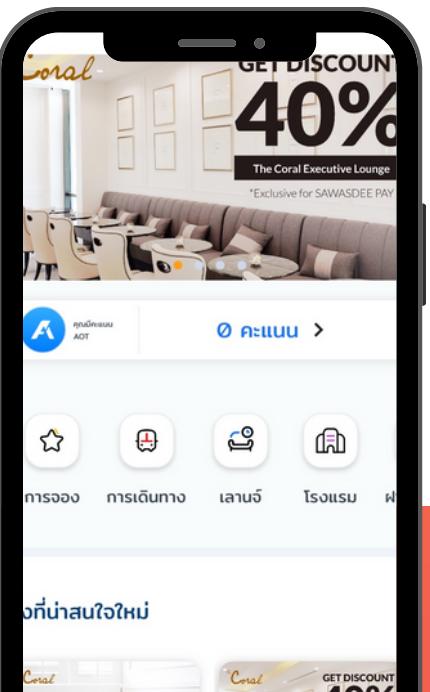
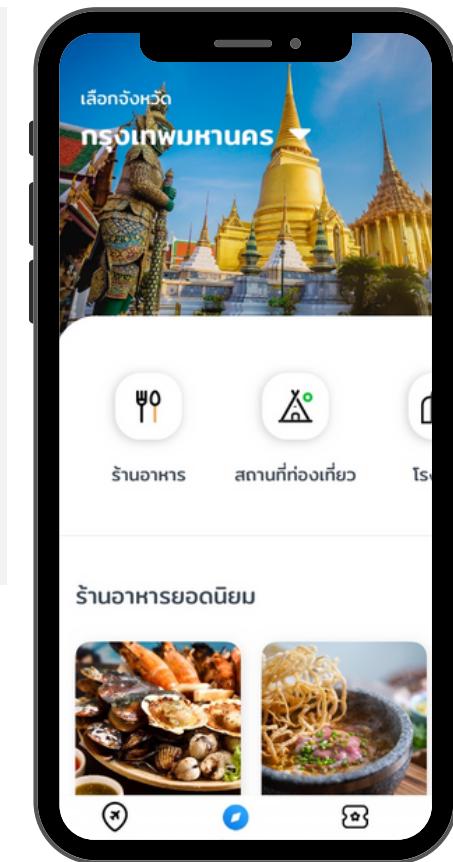
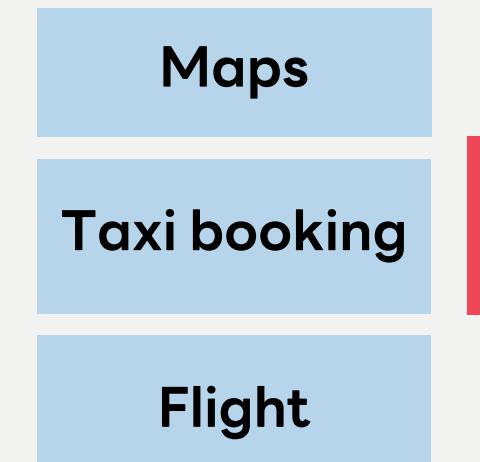


## Goal :

- to spend less time booking travel
- to manage the schedule or plan
- knowing the promotion of the time.

## Frustration :

- Don't know the promotion if not research  
need to look carefully for promotion



# User Solution Fit

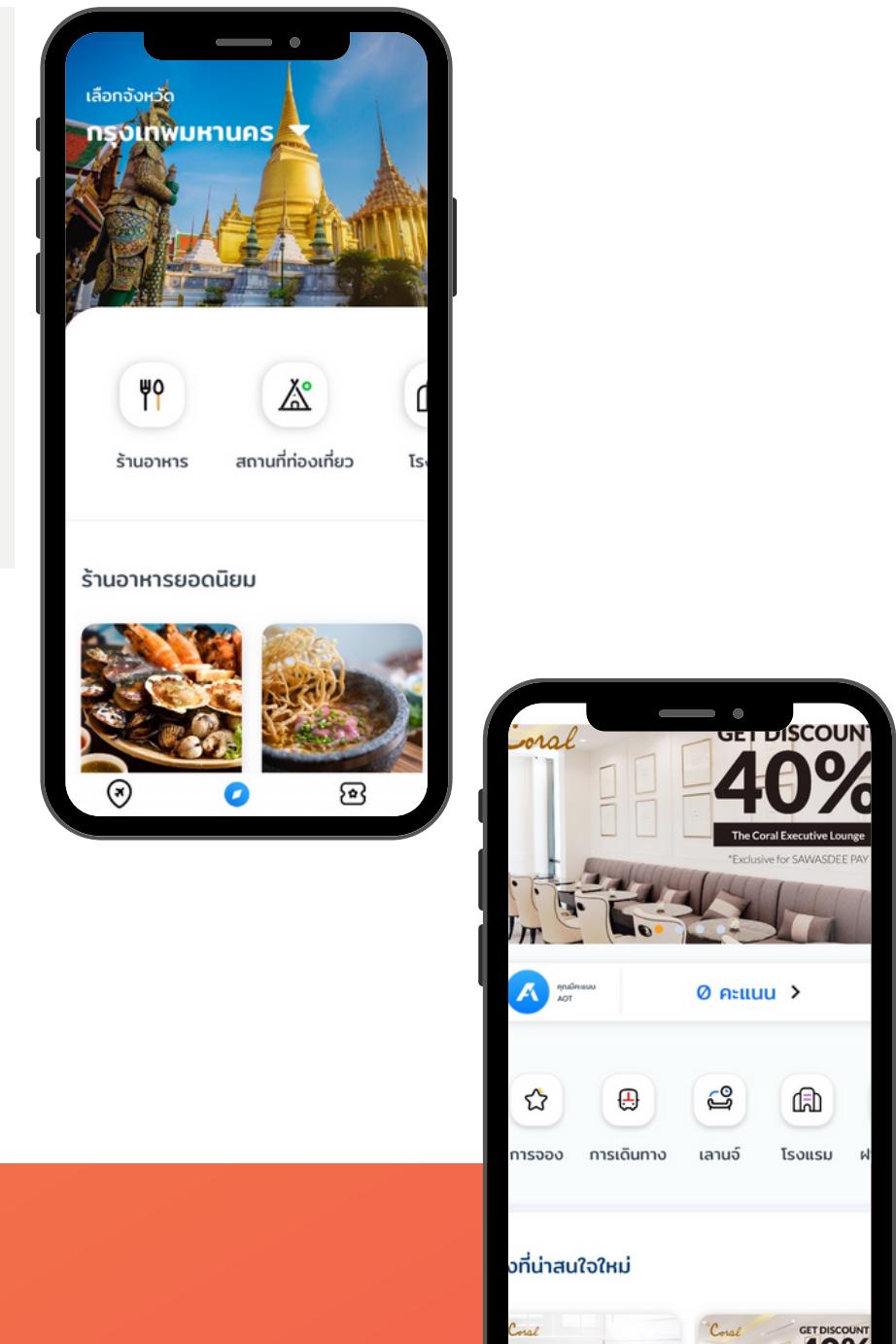
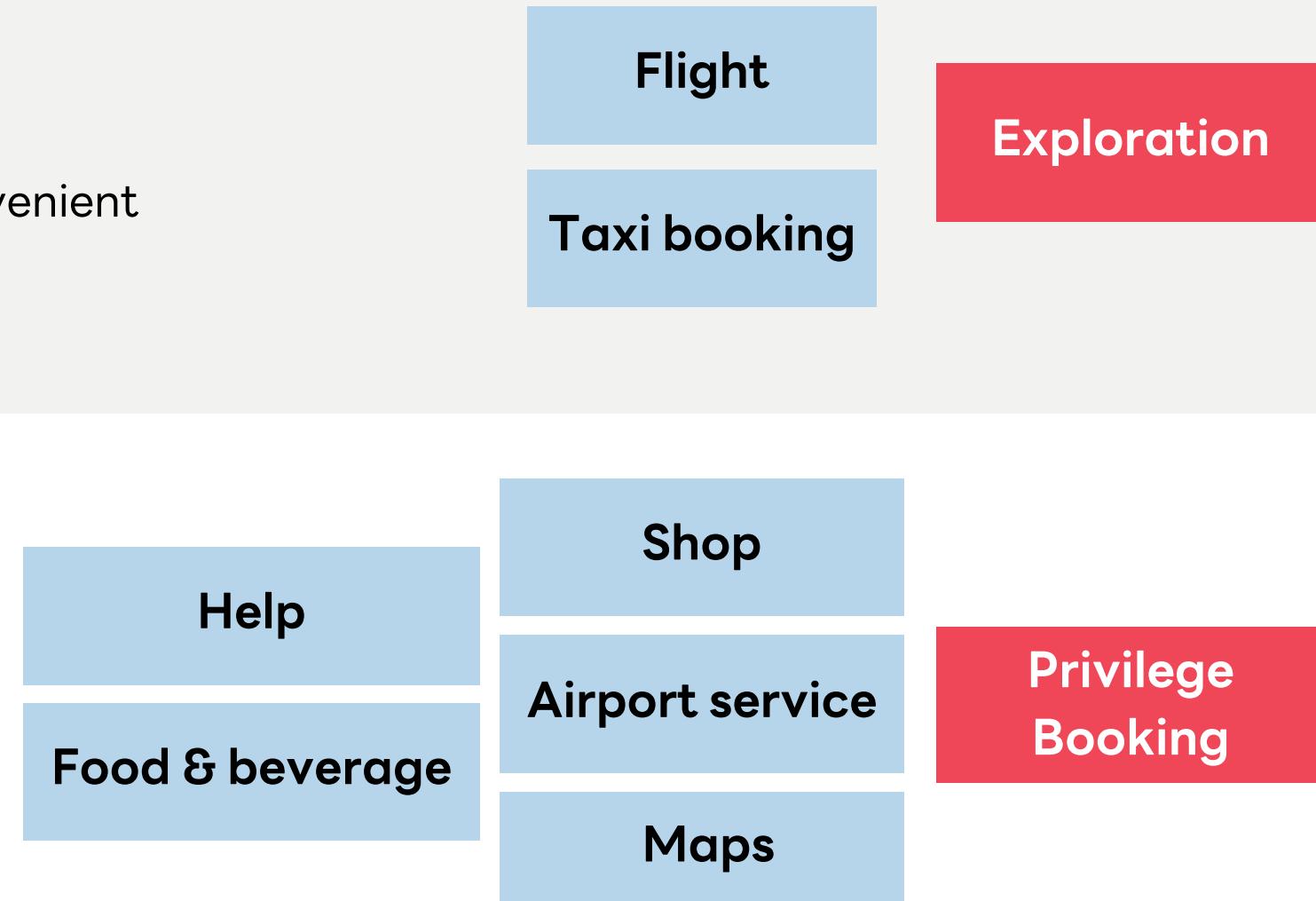


## Goal:

- Save time booking travel.
- know the details of using the airport.
- Makes using the airport service more convenient
- to manage the schedule or plan.

## Frustration:

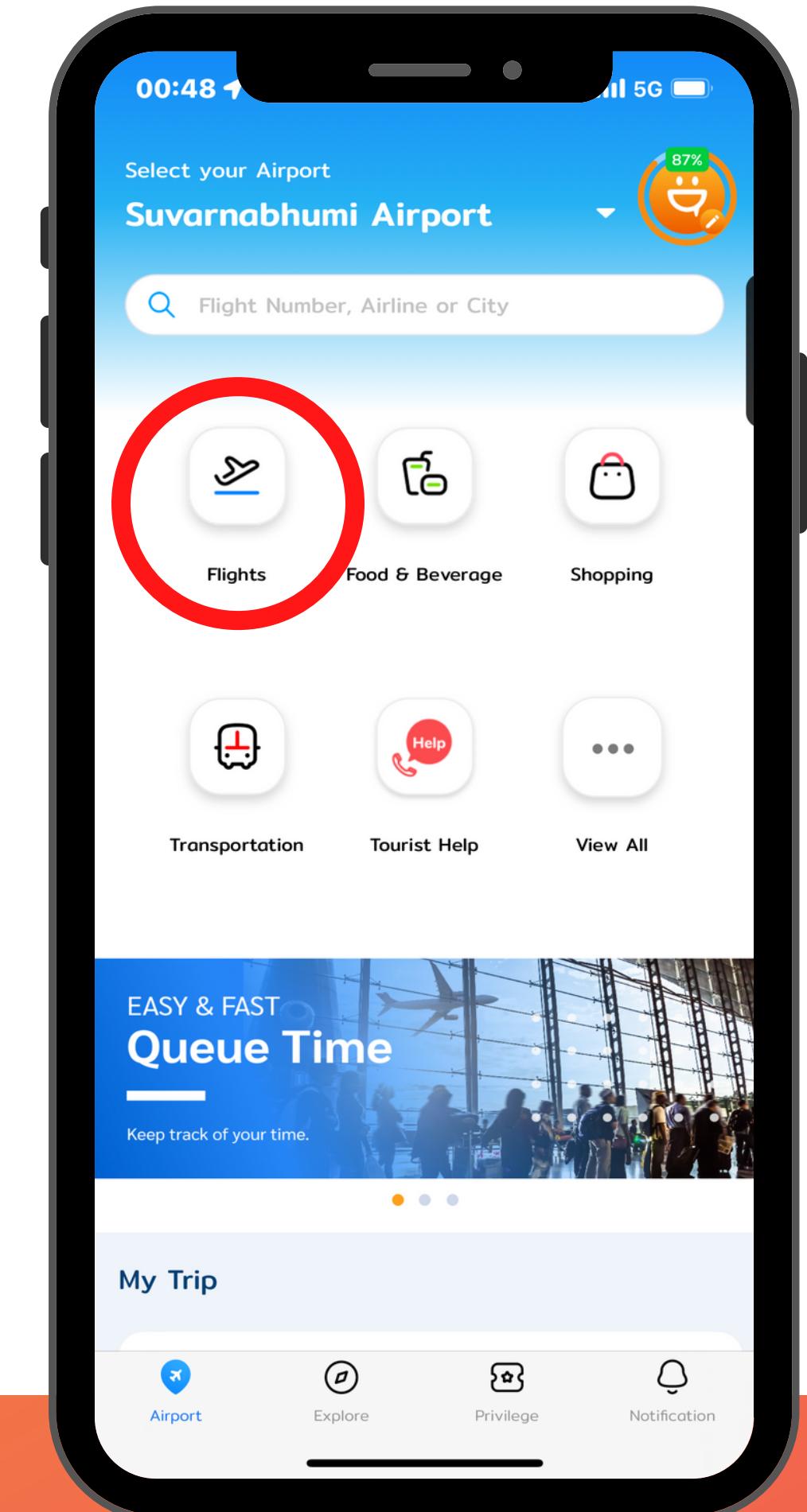
- Too much time booking travel
- Don't know the location and gate
- Don't know airport service.
- Unfamiliar with using the airport



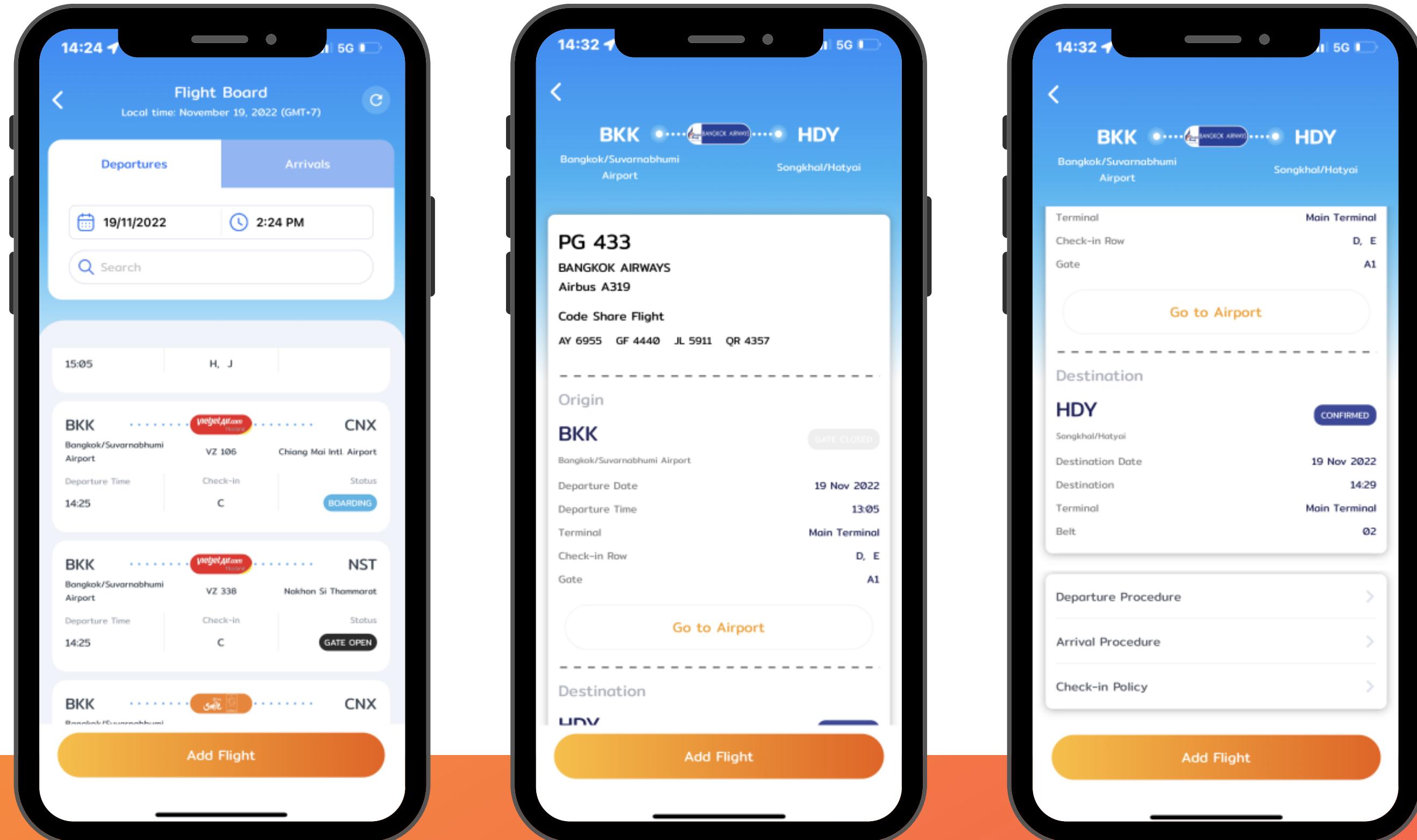
# UI Analysis

# Flights

- Flights Info
- Search Flights
- Add Flights

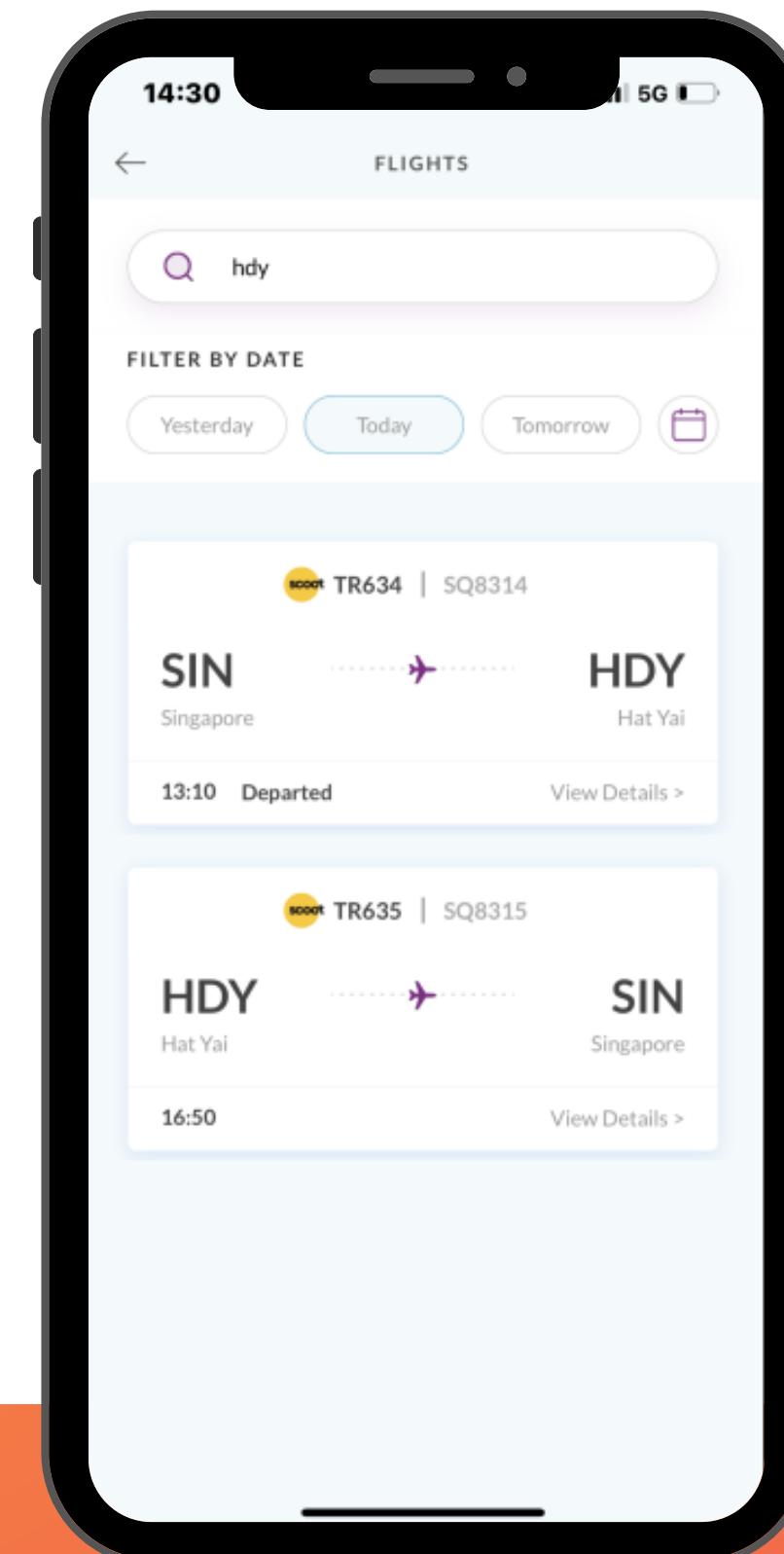
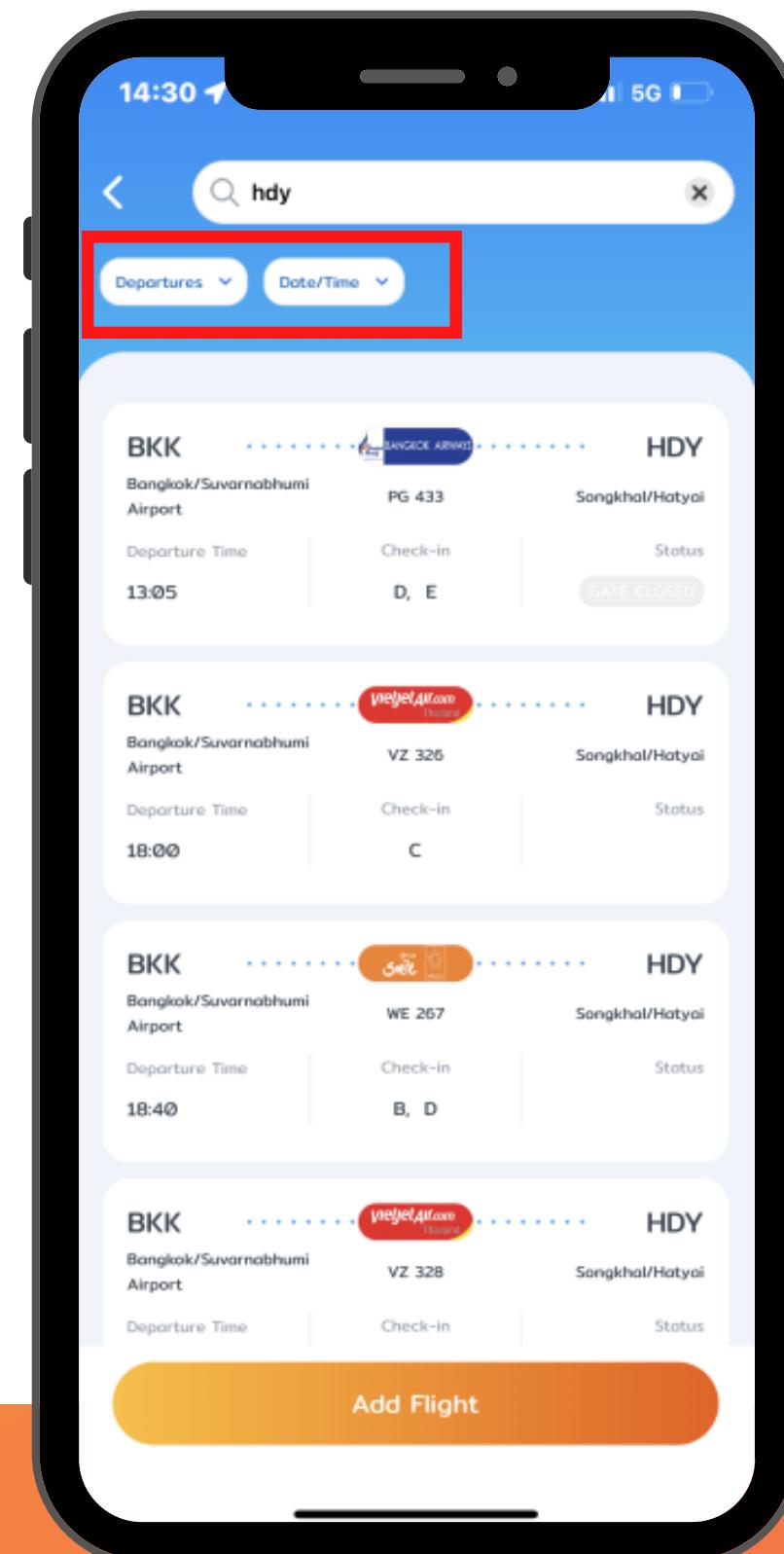


# Flights Information



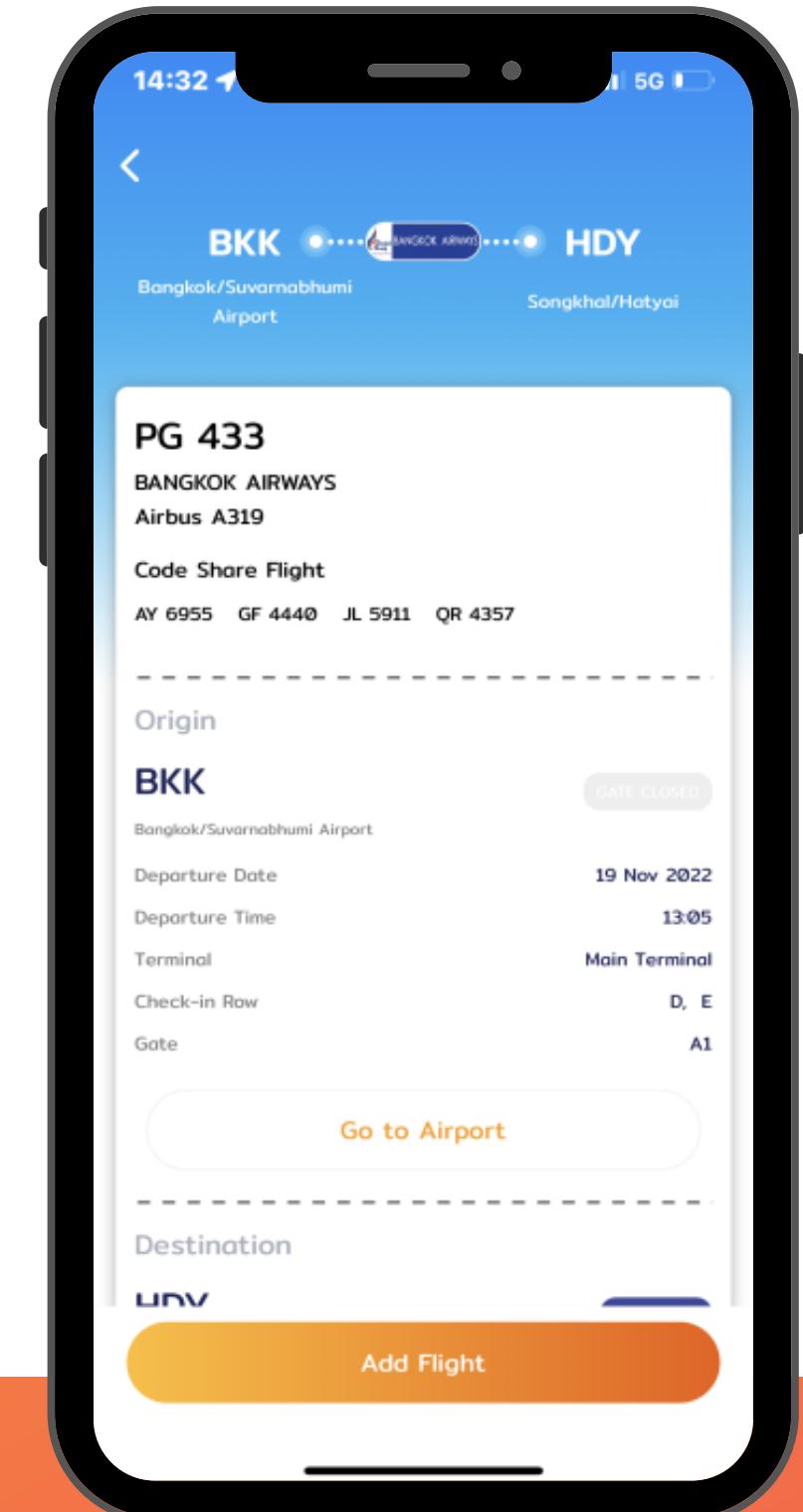
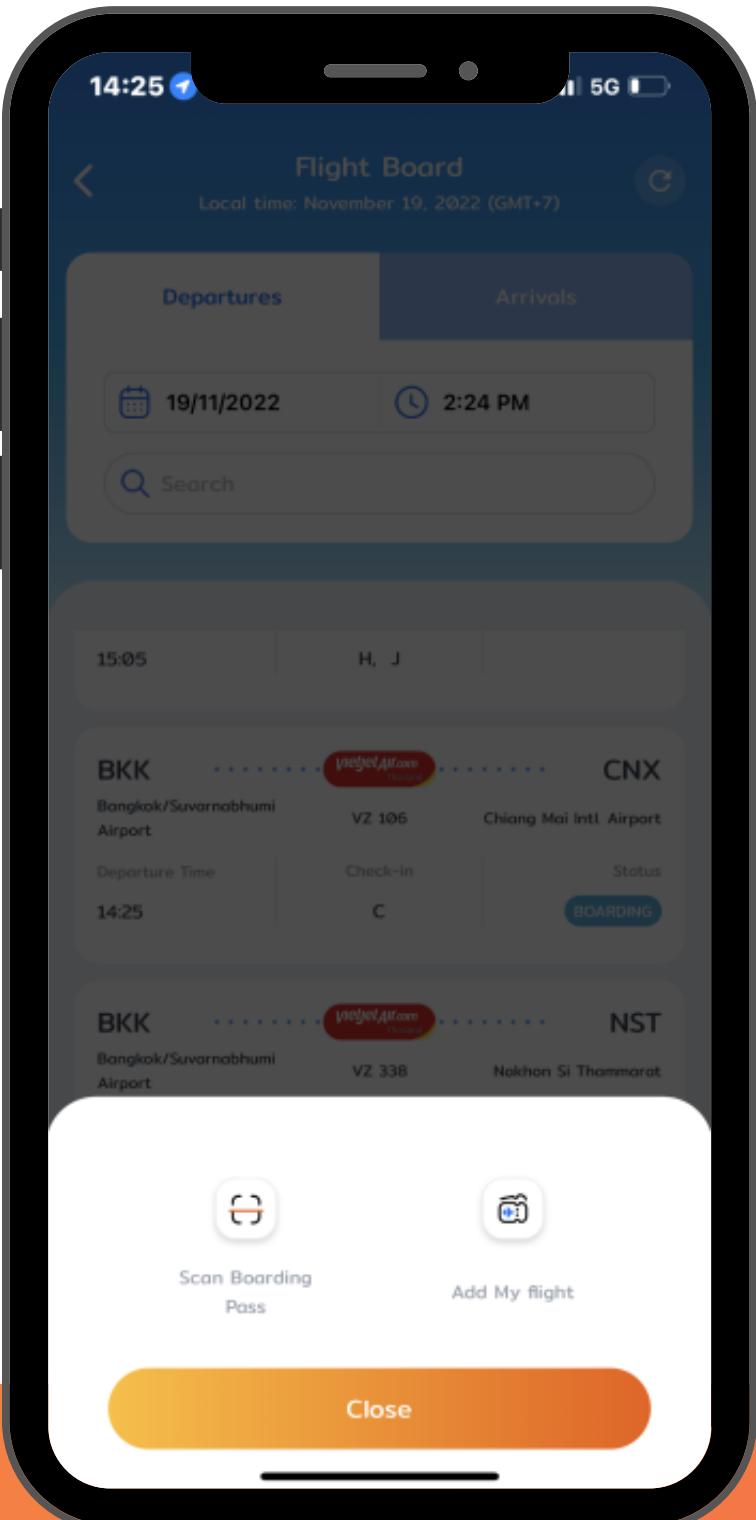
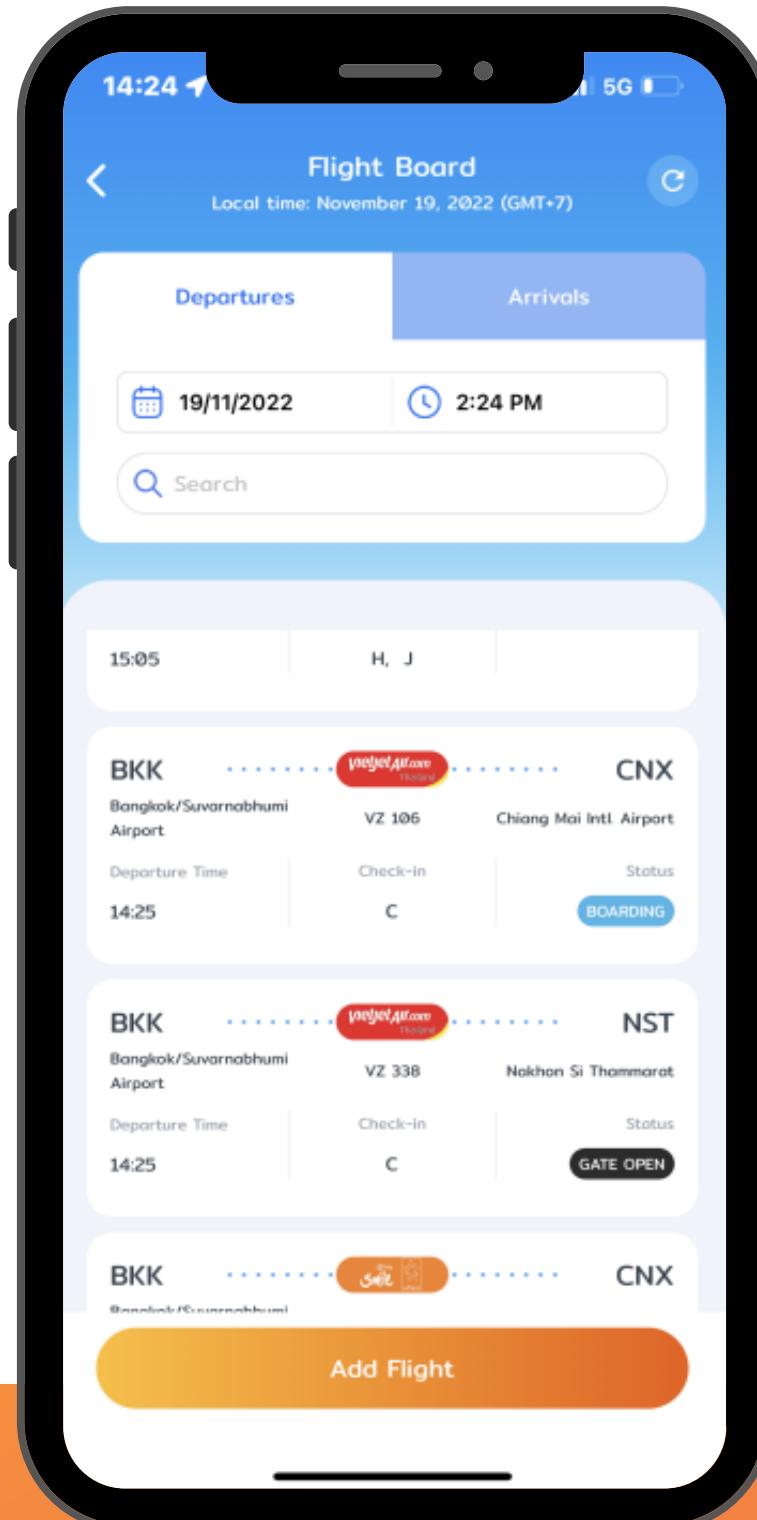
# Search Flight

**SAWASDEE**



**iChangi**

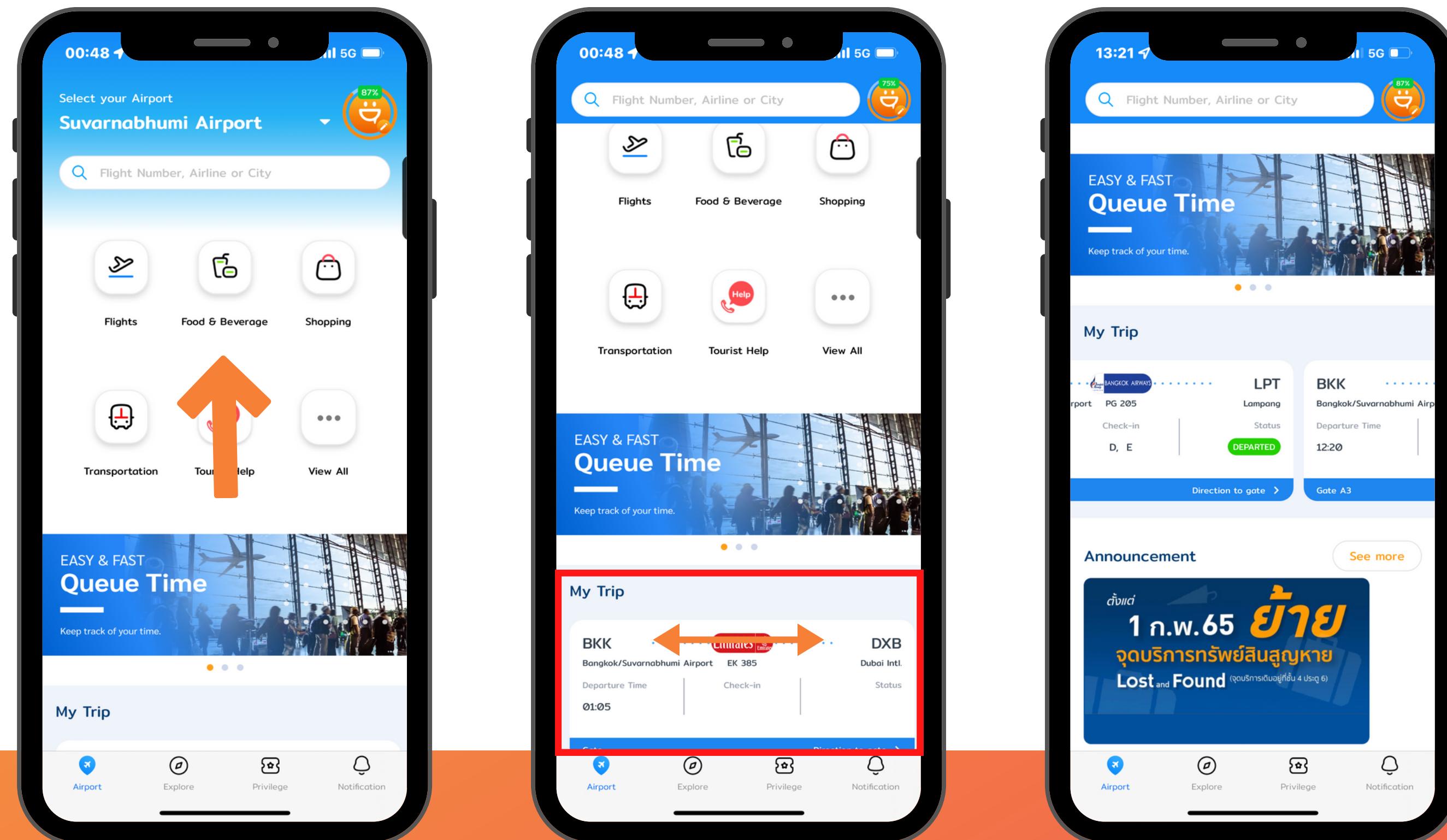
# Add Flights



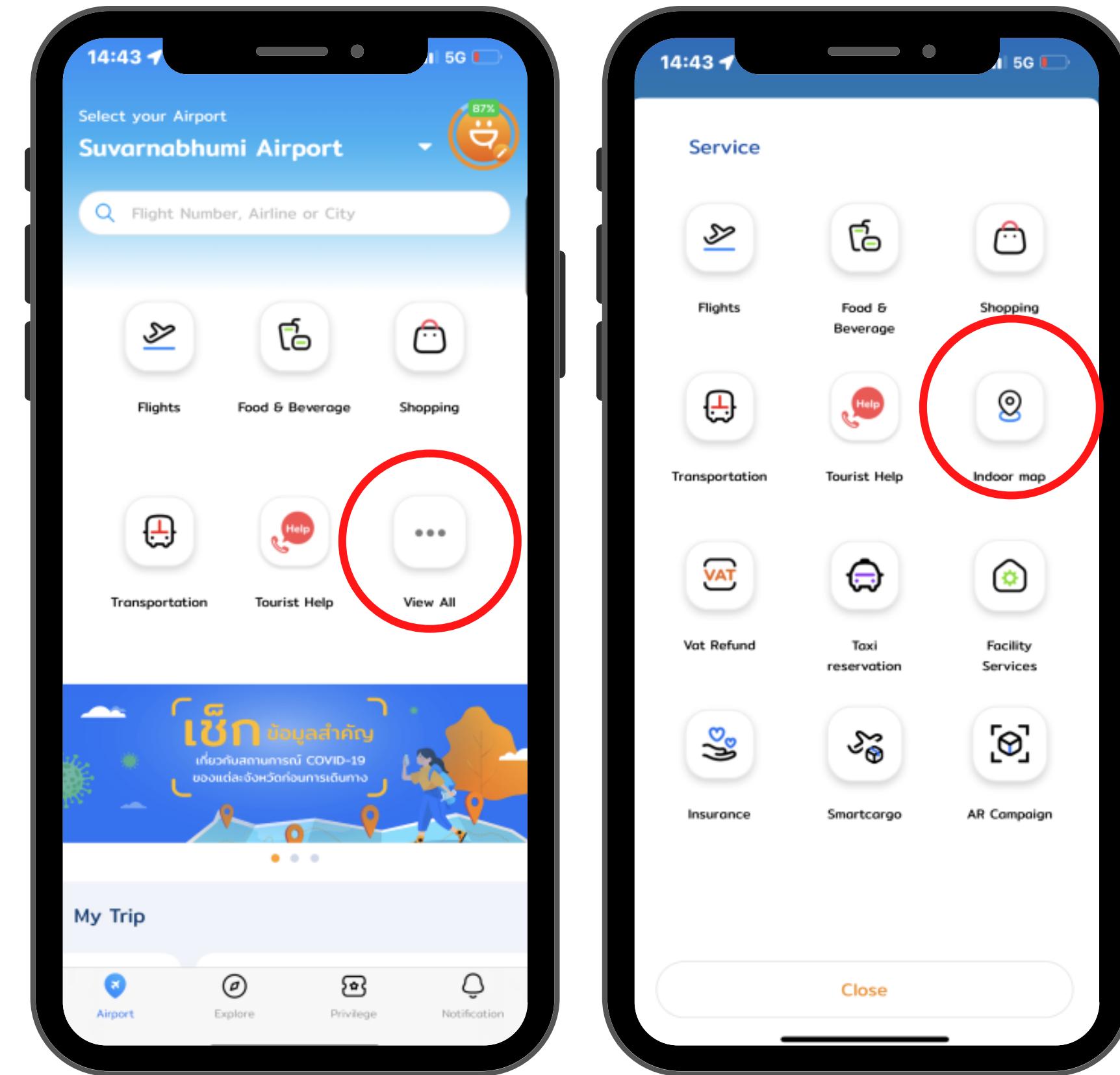
Your flight has been add successful

OK

# Show Add Flights information

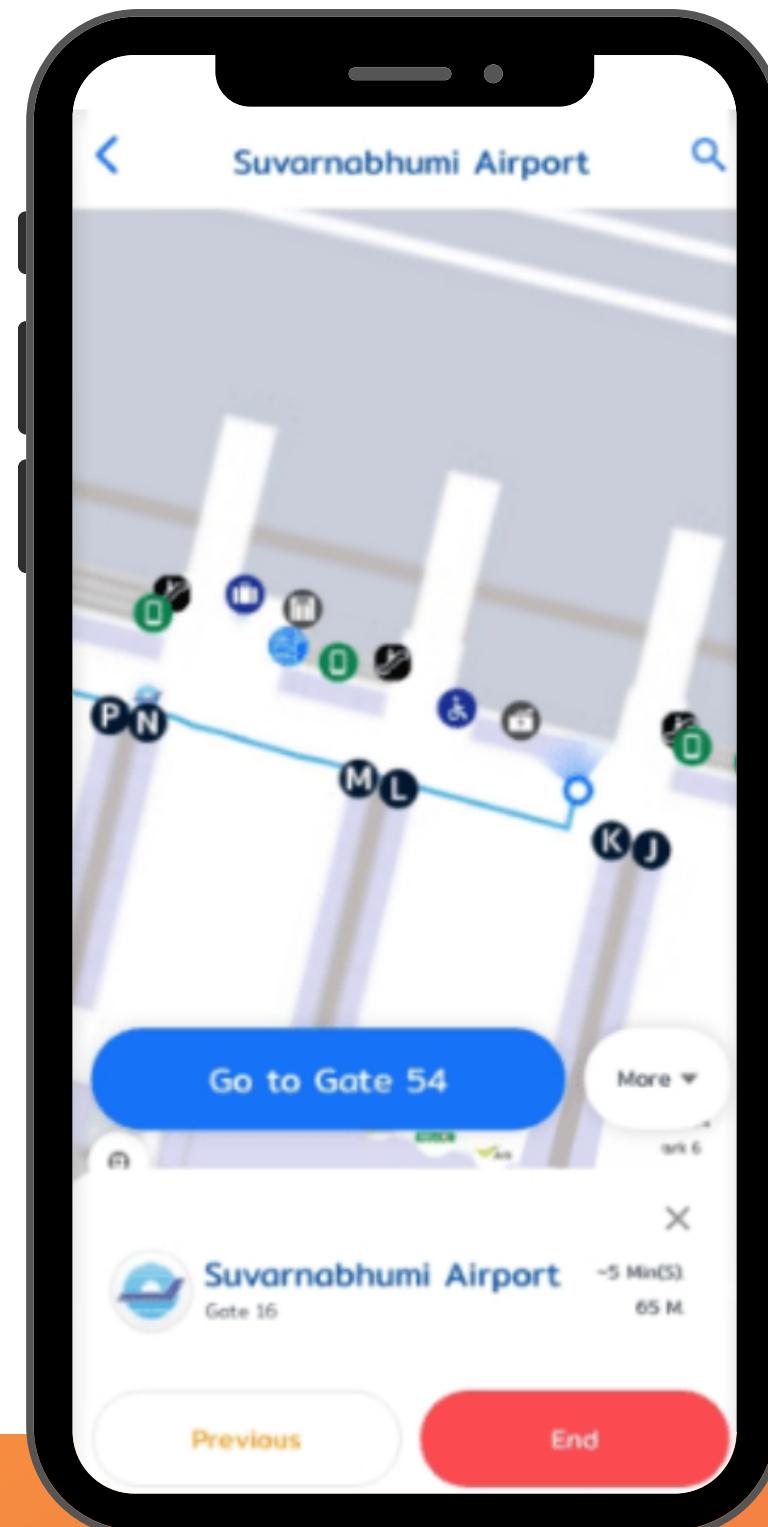


# Indoor Map



# Indoor Map

**SAWASDEE**

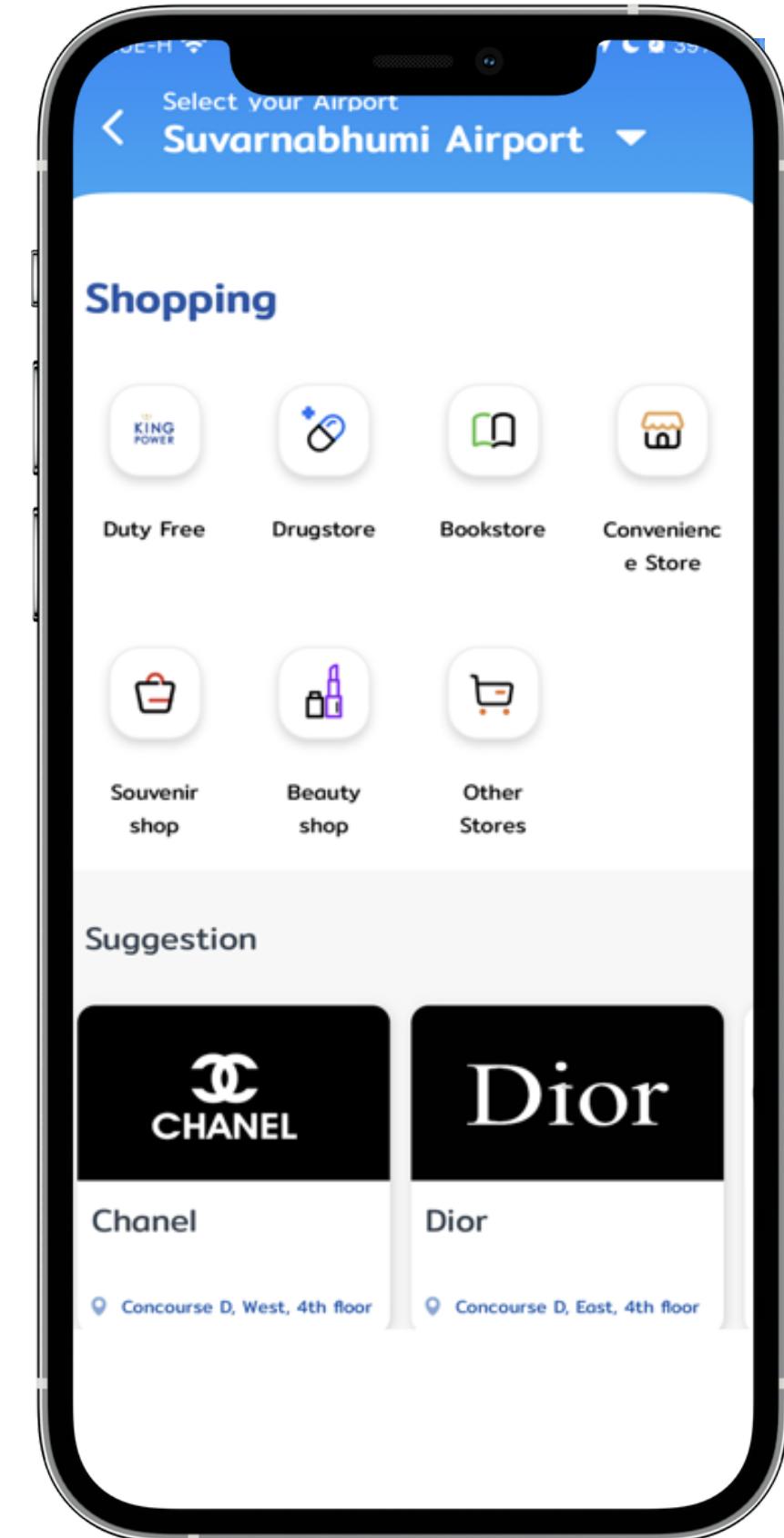


**iChangi**



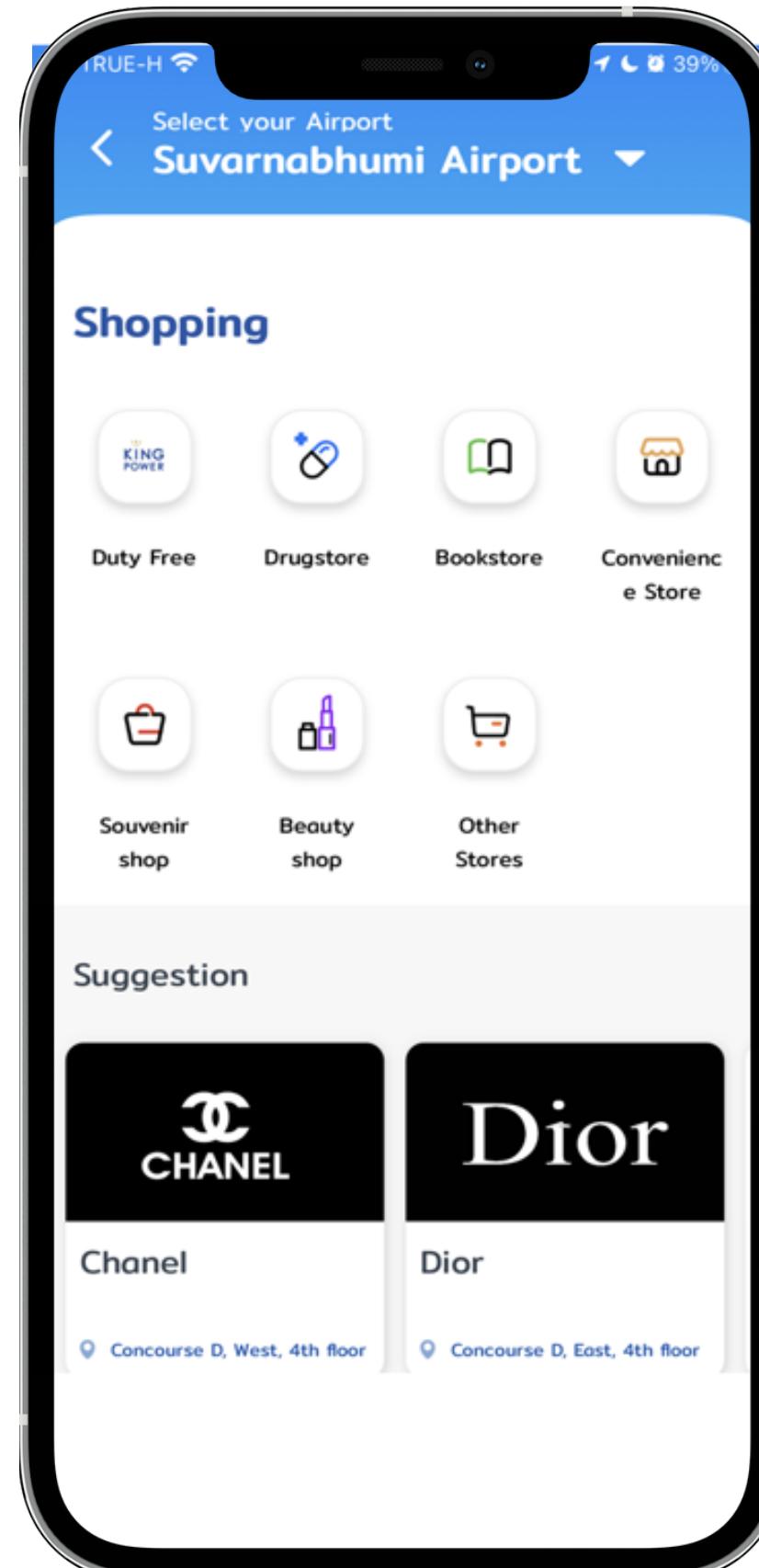
# Shopping

- Category
- Brand
- Filter

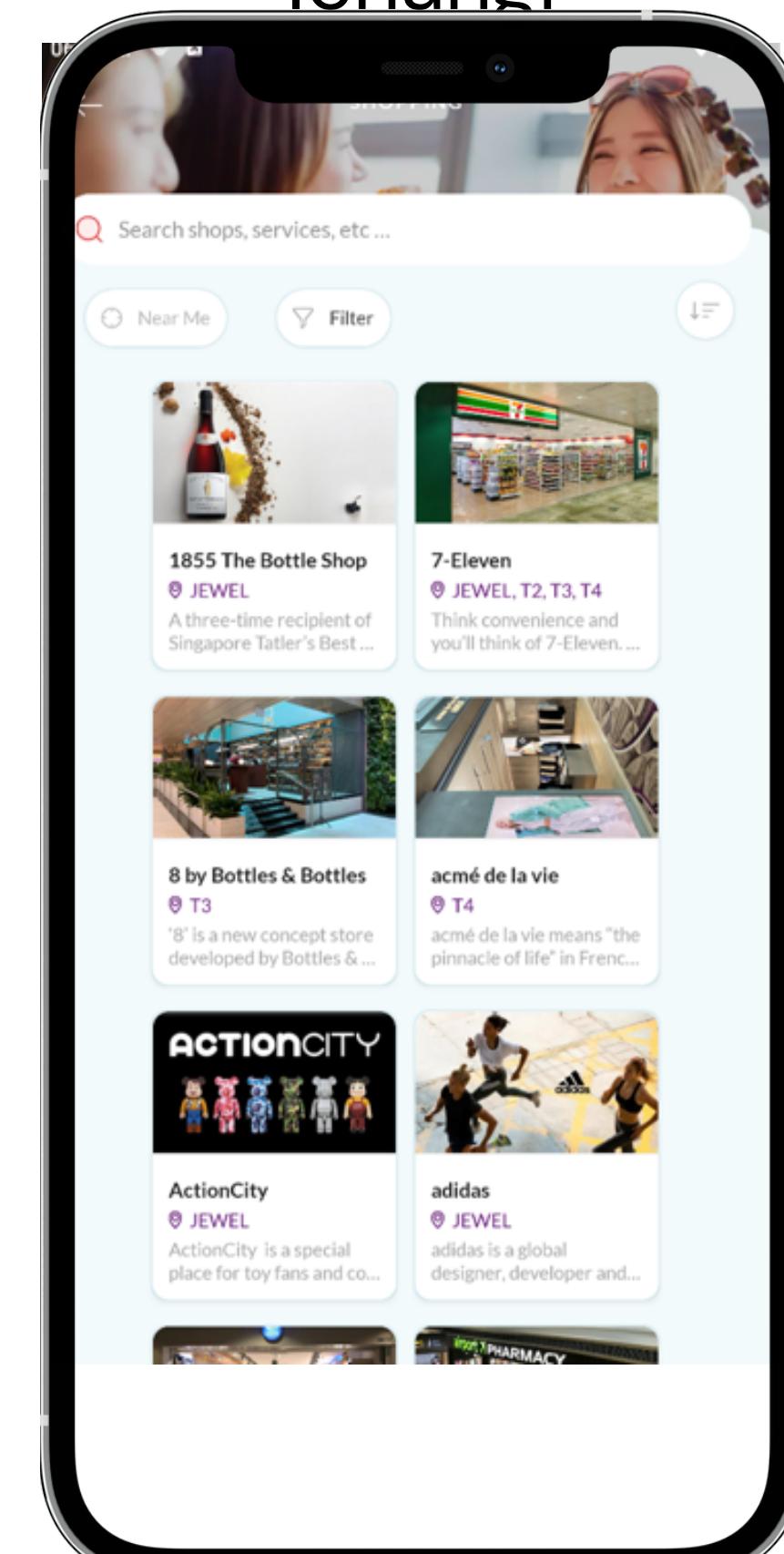


# Shopping page

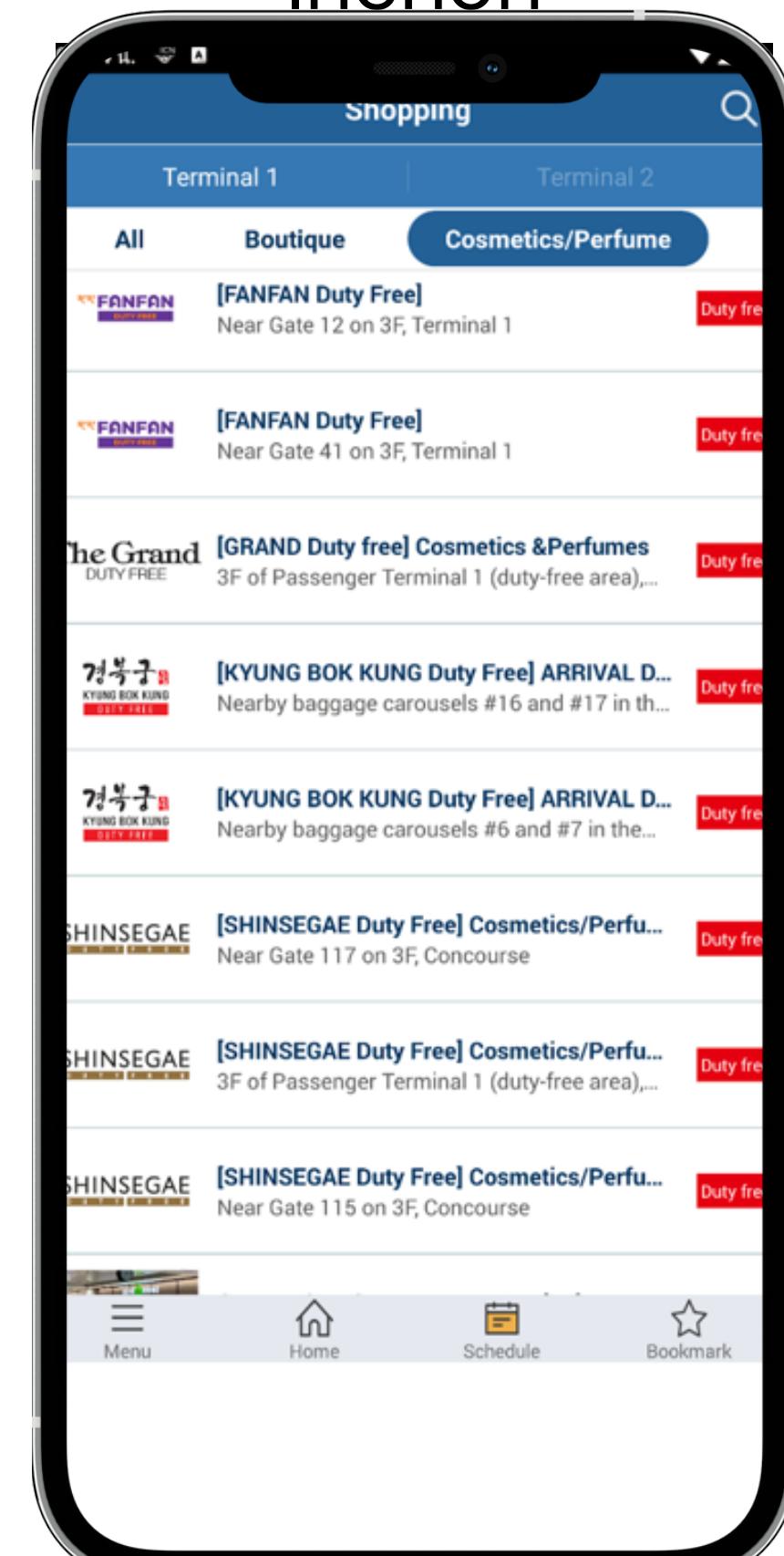
Sawasdee



Ichangi

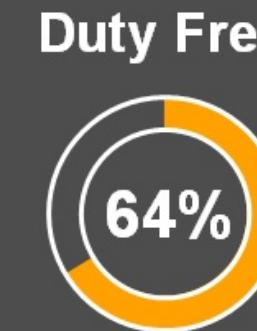
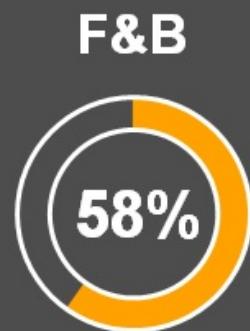


Inchon



## Most passengers who buy had planned to do so beforehand

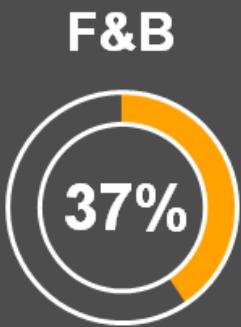
For passengers who bought something the decision to buy was made



Source: DKMA Airport Consumer Survey

## Problem: most passengers don't plan on buying anything at your airport

Percentage of passengers who planned to buy something before reaching the airport



Plan to buy



Plan to buy

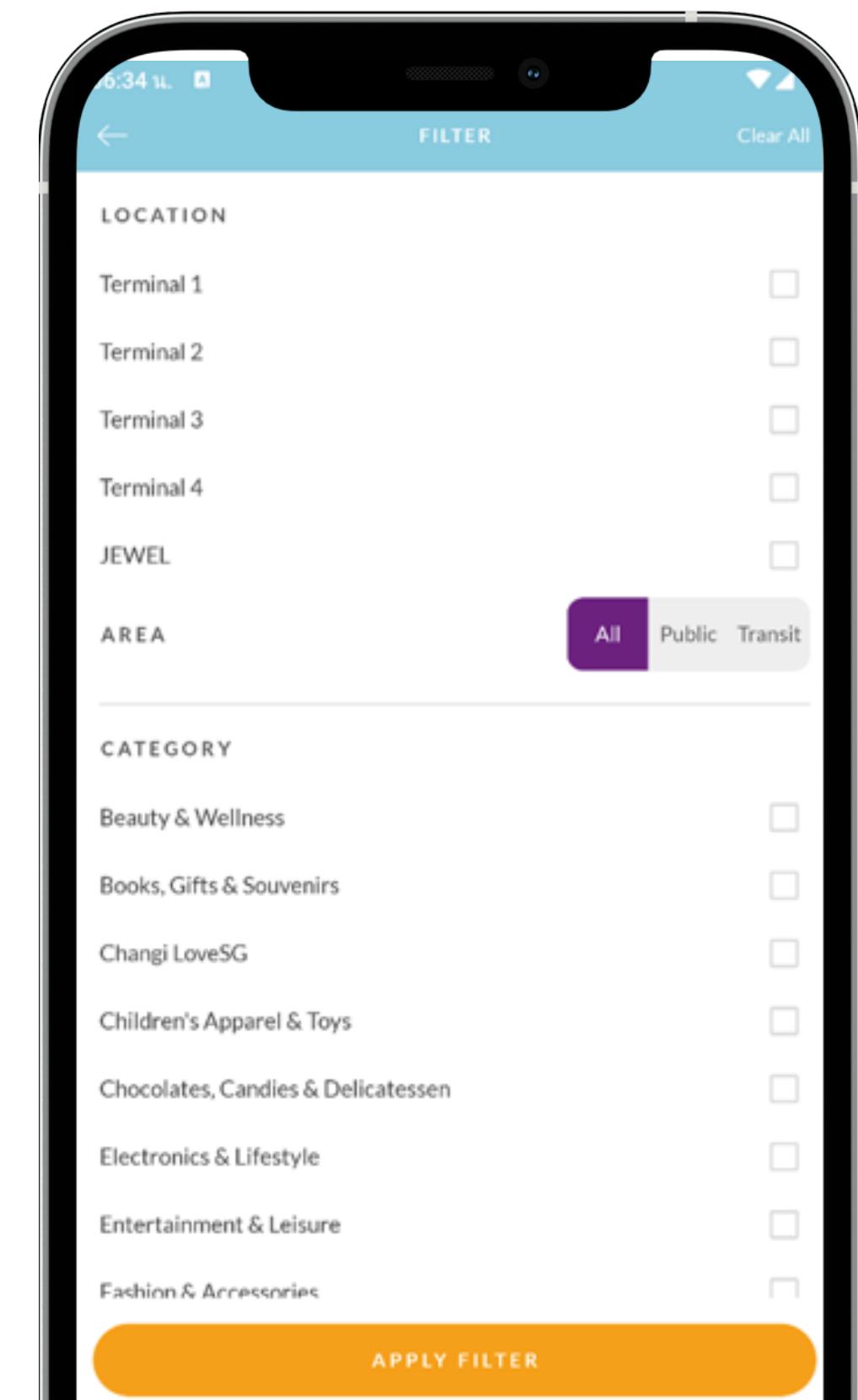


Plan to buy

Source: DKMA Airport Consumer Survey

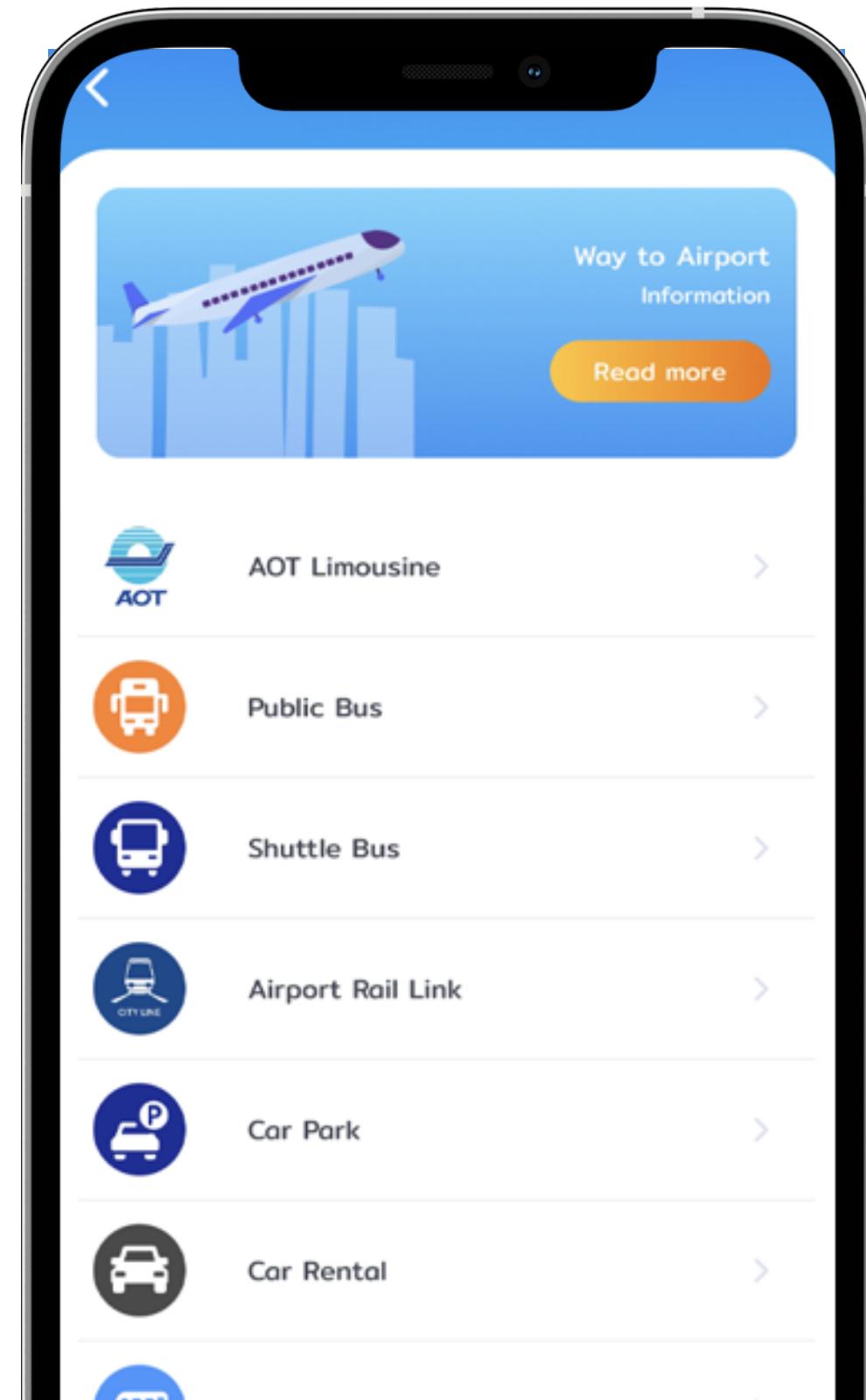
# Shopping filter of Ichangi app

- Location
- Category
- Area



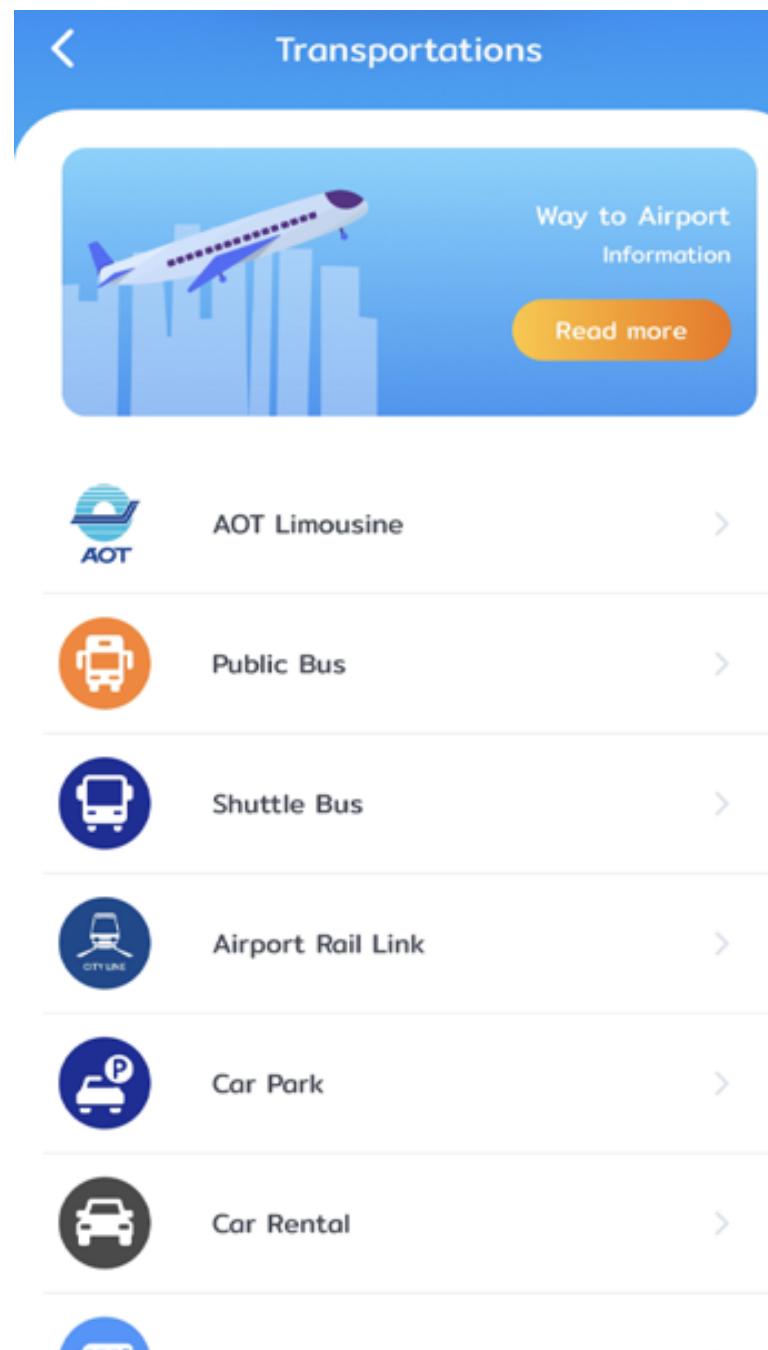
# Transportations

- Type of transport
- details



# Transport page

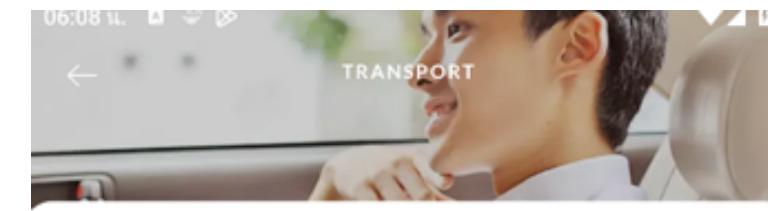
## Sawasdee



The page features a blue header with a back arrow and the title "Transportations". Below it is a large icon of an airplane with the text "Way to Airport Information" and a "Read more" button. A list of transport options follows:

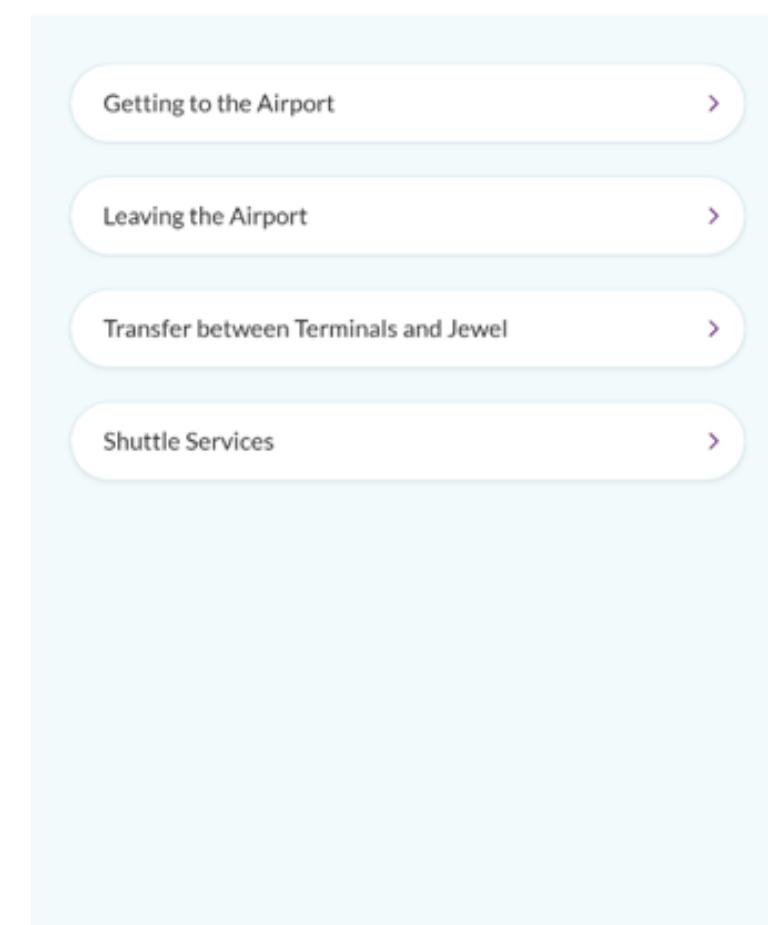
- AOT Limousine (with AOT logo)
- Public Bus
- Shuttle Bus
- Airport Rail Link
- Car Park
- Car Rental
- Other services (partially visible)

## Ichangi



### Transport

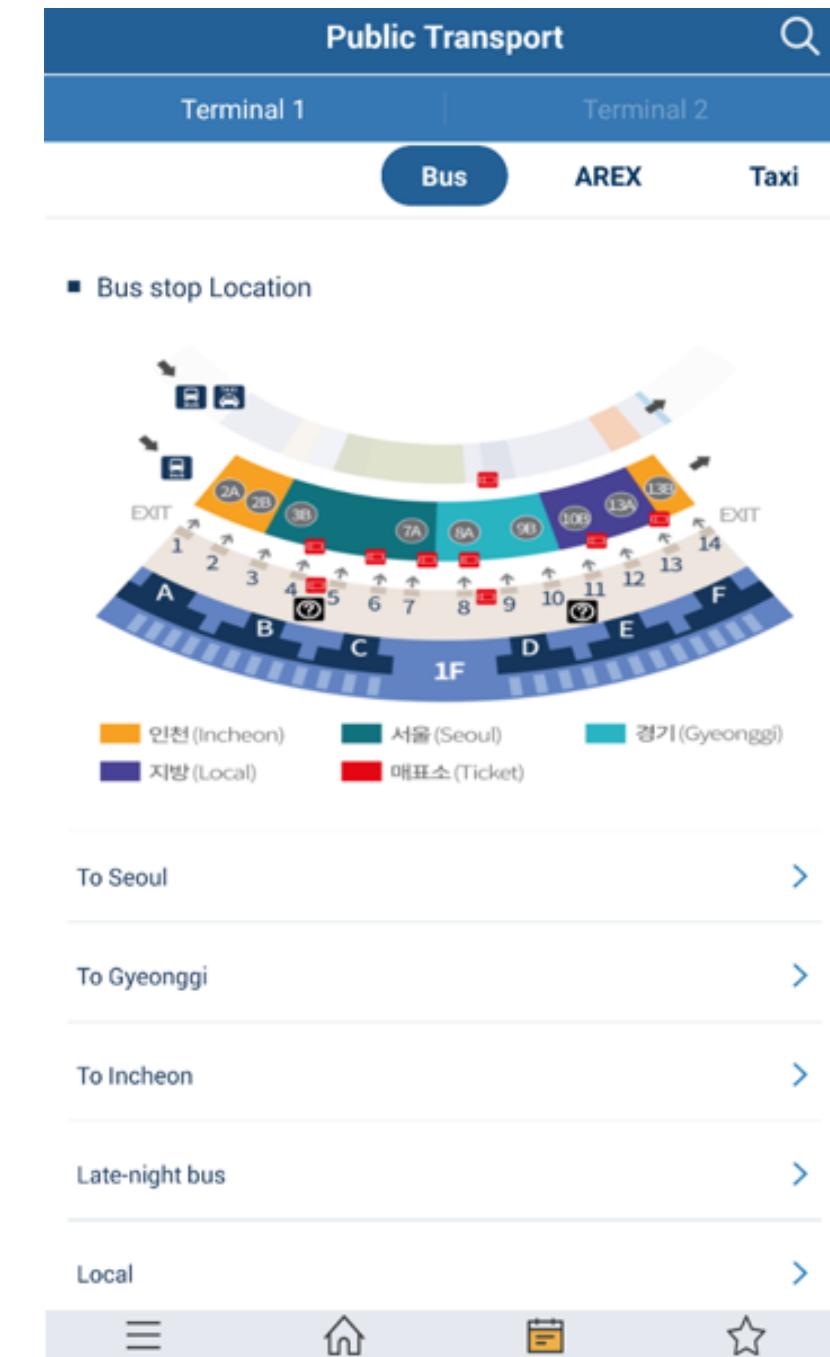
With our handy guides, getting to or around our airport is remarkably easy.



Four service categories are listed:

- Getting to the Airport
- Leaving the Airport
- Transfer between Terminals and Jewel
- Shuttle Services

## Inchon

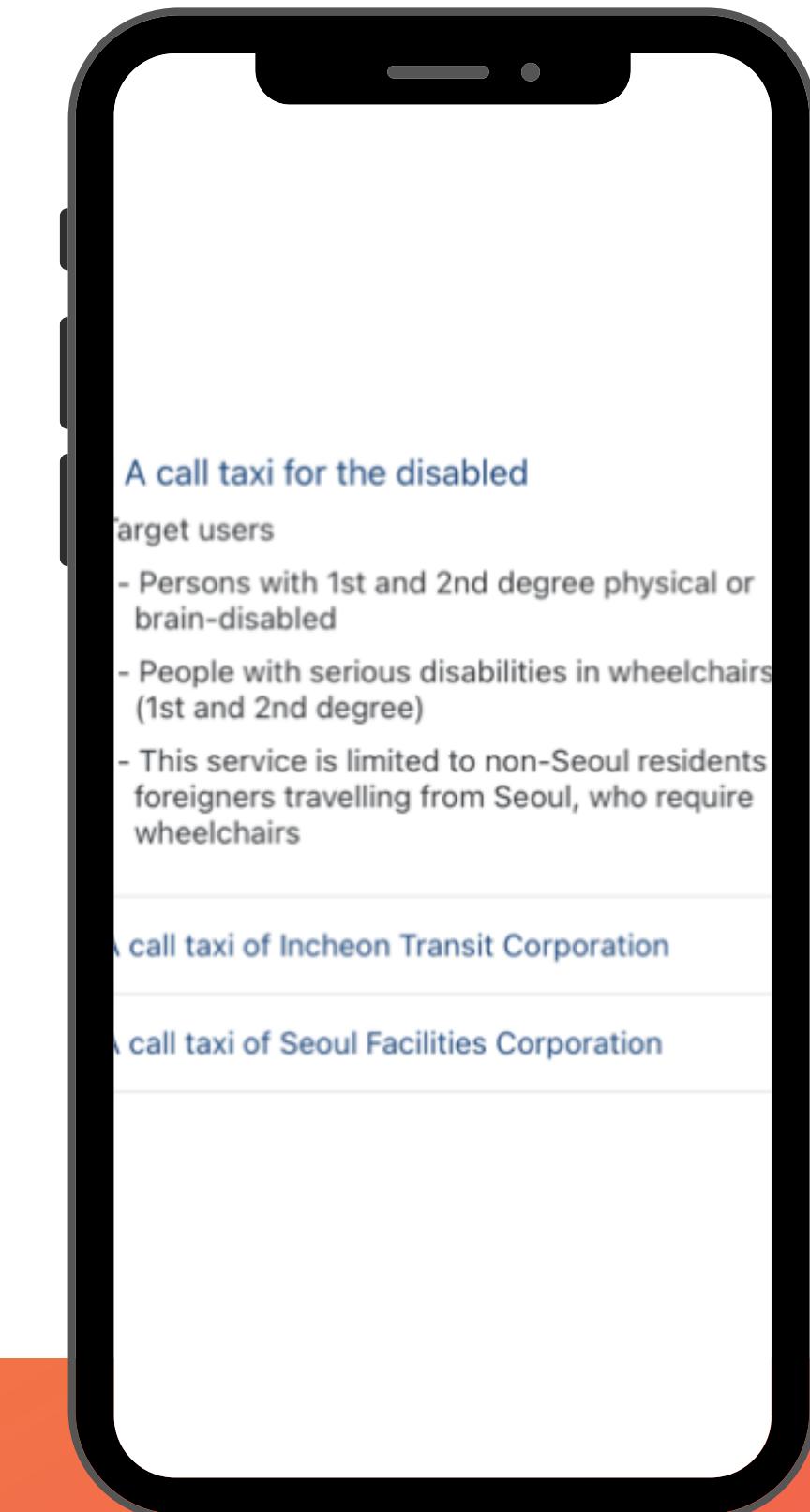
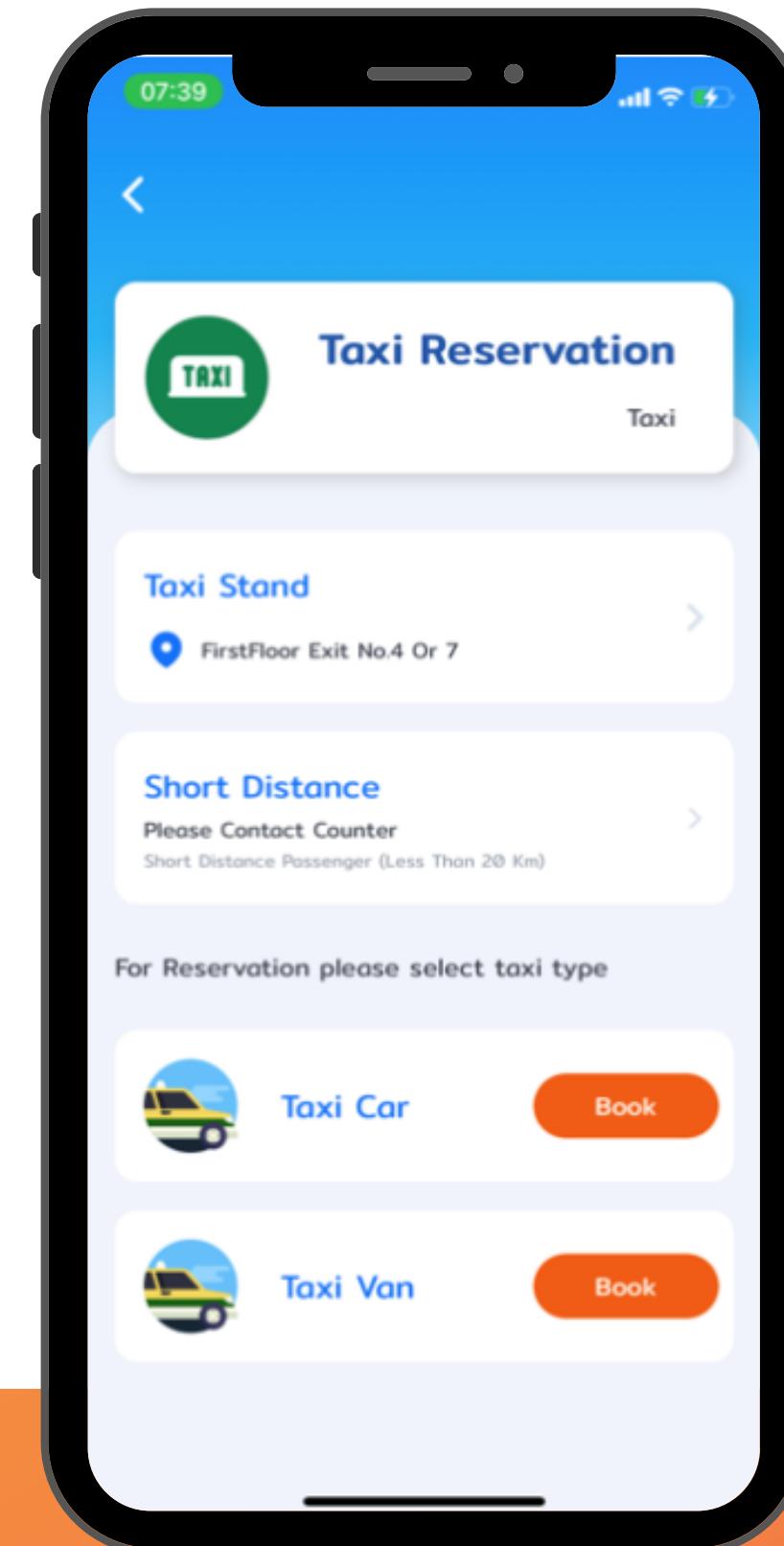


The page has a blue header with "Public Transport", a search icon, and tabs for "Terminal 1" and "Terminal 2". Below is a "Bus" tab, followed by "AREX" and "Taxi". A map titled "Bus stop Location" shows the layout of the terminal with numbered stops (1-14) and color-coded routes: orange for Incheon, green for Seoul, teal for Gyeonggi, blue for Local, and red for Ticket. Below the map are several service links:

- To Seoul
- To Gyeonggi
- To Incheon
- Late-night bus
- Local

At the bottom are navigation icons for menu, home, calendar, and star.

# Taxi Reservation



# Taxi Reservation

The image shows two smartphones side-by-side, both displaying information related to taxi reservations. The phone on the left is titled 'TAXI' and the phone on the right is titled 'LIMOUSINE & LARGE TAXI'. Both screens show a small icon of a blue and yellow taxi car at the top.

**TAXI Screen Content:**

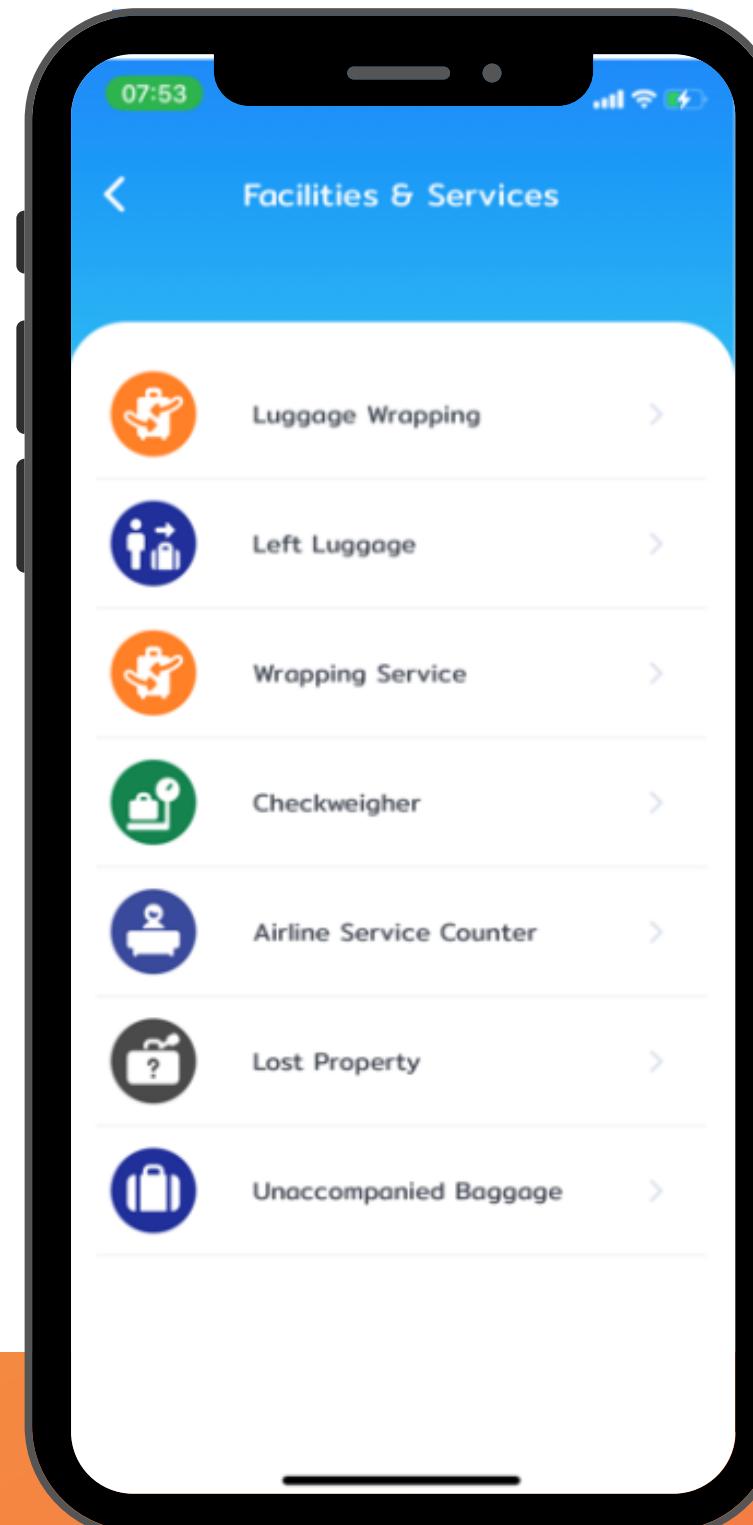
- Taxi**
- Hail a taxi on the street, or make a booking in advance by contacting one of the following taxi operators at their respective hotlines. Surcharges may apply.
- Comfort or CityCab: [+65 6552 1111](tel:+6565521111)
  - Premier Taxis: [+65 6363 6888](tel:+6563636888)
  - Prime Taxi: [+65 6778 0808](tel:+6567780808)
  - SMRT Taxis: [+65 6555 8888](tel:+6565558888)
  - Trans-Cab: [+65 6555 3333](tel:+6565553333)

**LIMOUSINE & LARGE TAXI Screen Content:**

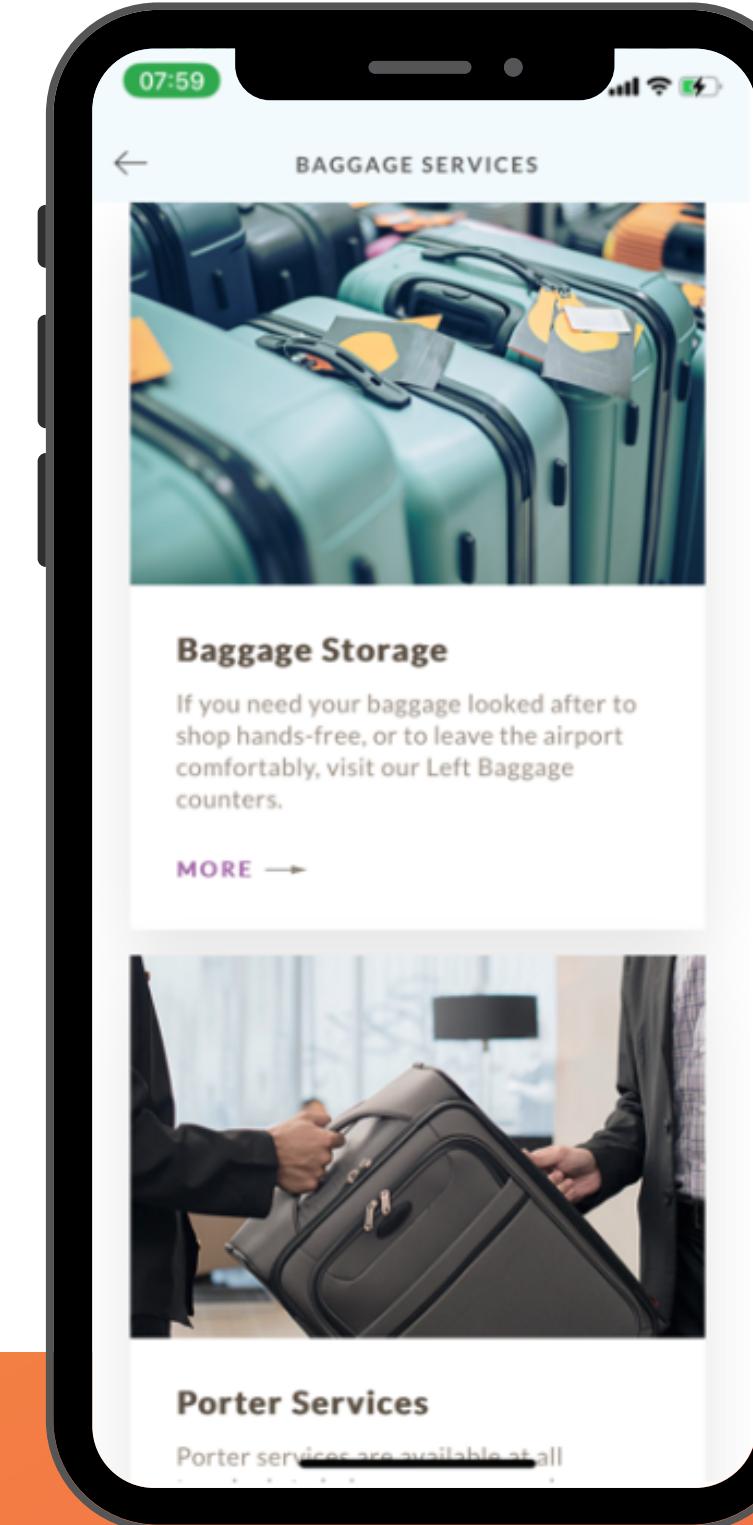
- For dedicated taxis to accommodate larger groups, please approach our 24-hour Ground Transport Concierges at the Arrival Halls.
- Rates**
  - 4-seater limousine: \$55.00\* per departure from airport
  - 7-seater large taxi - \$60.00\* per departure from airport
- Ground Transport Concierges**
  - Terminal 1 – Tel: [+65 6543 1985](tel:+6565431985)
  - Terminal 2 – Tel: [+65 6546 1646](tel:+6565461646)
  - Terminal 3 & 4 – Tel: [+65 6241 3818](tel:+6562413818) (main booking hotline)

# Baggage Delivery

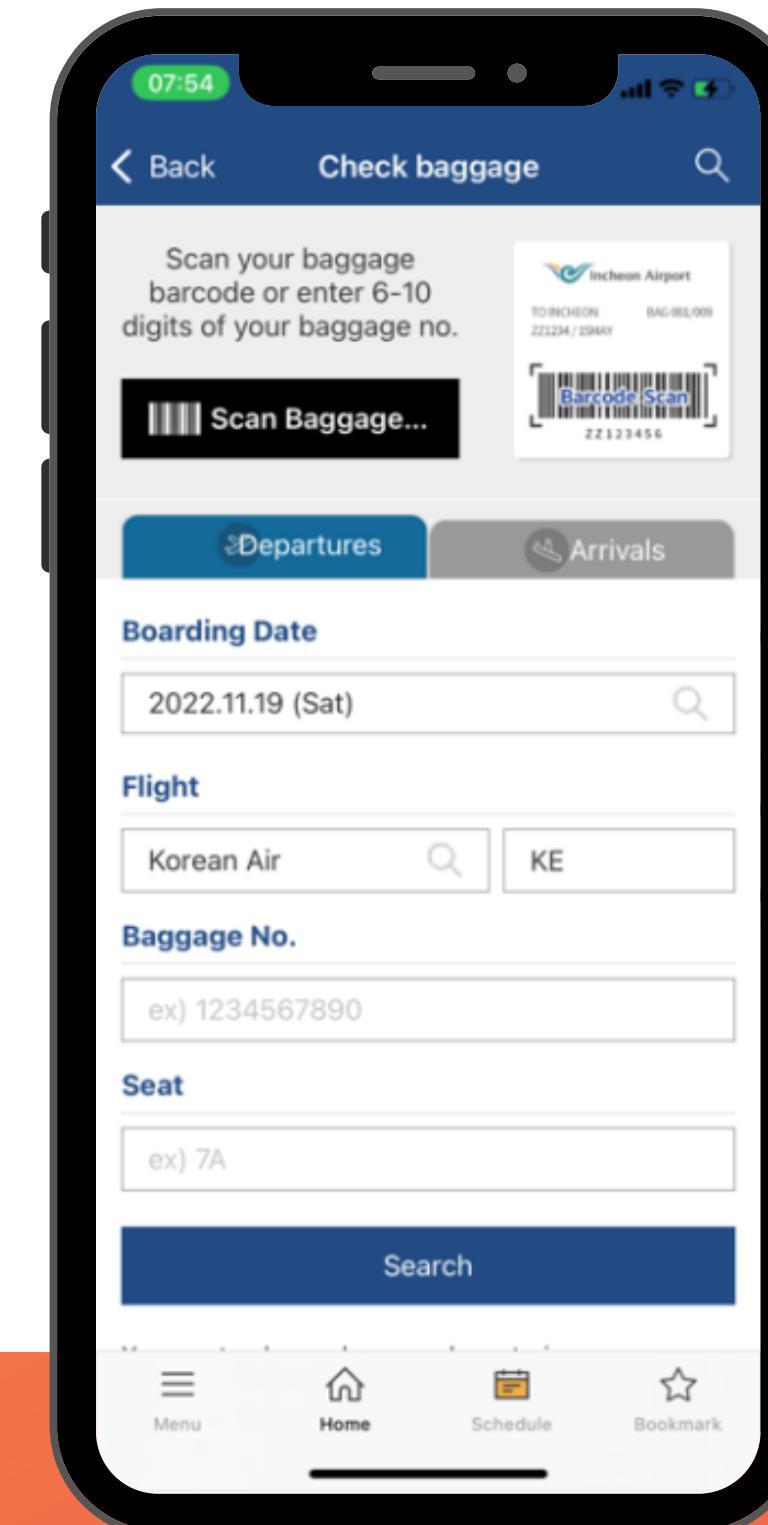
Sawasdee



Ichangi



Inchon



# Hotel Reservation

The image shows three smartphones side-by-side, each displaying a different screen from a mobile application for hotel reservations.

- Smartphone 1 (Left):** Displays a promotional page for "Hotel Sha+ Beachfront". The text reads: "The best beach resort from SHA PLUS THAILAND standard, bringing you closer to the sandy beach and the sea. Just a few steps away from your room." Below the text is a large image of a beach at sunset with a tent set up. A callout box for "Renaissance Phuket Resort & Spa" includes a location pin for "Mai Khao" and a 5-star rating icon. A "View More" button is at the bottom right.
- Smartphone 2 (Middle):** Displays a search results page titled "Rest" under "Terminal 1". The results are categorized into "All", "Lounge", and "Hotel". The "Hotel" category is selected. It lists several options:
  - Asiana Business Lounge (Near Gate 11 on 4F, Terminal 1) - Duty free
  - Asiana Business Lounge (Near Gate 42 on 4F, Terminal 1) - Duty free
  - Capsule Hotel Darakh... (Center of Transportation...) - Public
  - China Eastern Airline... (Center of 4F, Concourse) - Duty free
  - China Eastern Airline... (4F of Concourse (duty-fr...)) - Duty free
  - Matina Lounge (Near Gate 43 on 4F, Terminal 1) - Duty free
- Smartphone 3 (Right):** Displays a search results page titled "SEARCH" with a search bar containing "hotel". The results list various airport services and transit hotels:
  - Arriving > Arrival Services > Hotel Services (Airport Info)
  - Transit > Transit hotels (Airport Info)
  - Transit Hotels (Airport Services)
  - Crowne Plaza Hotel (Airport Services)
  - FlyChangi Shop
  - Transit > Changi Transit Privileges (Airport Info)
  - Shang Social 香聚 Dine
  - Collin's Dine

# UI Problems

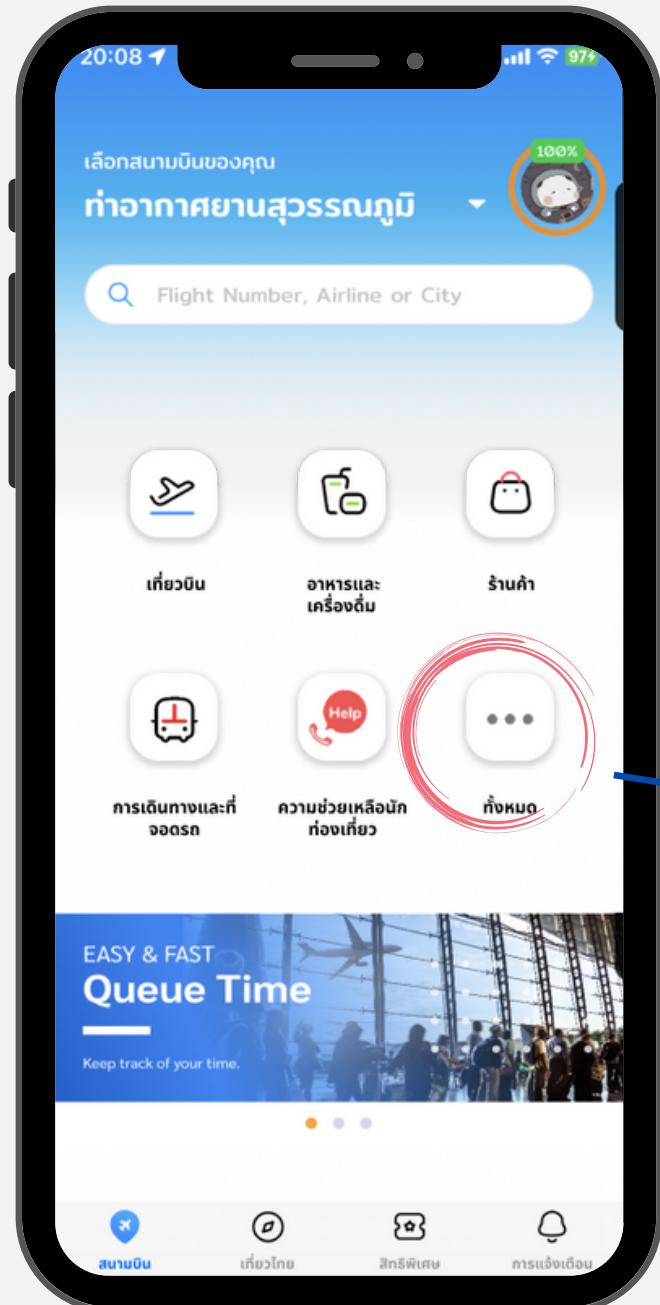
# Problems

## Problems found

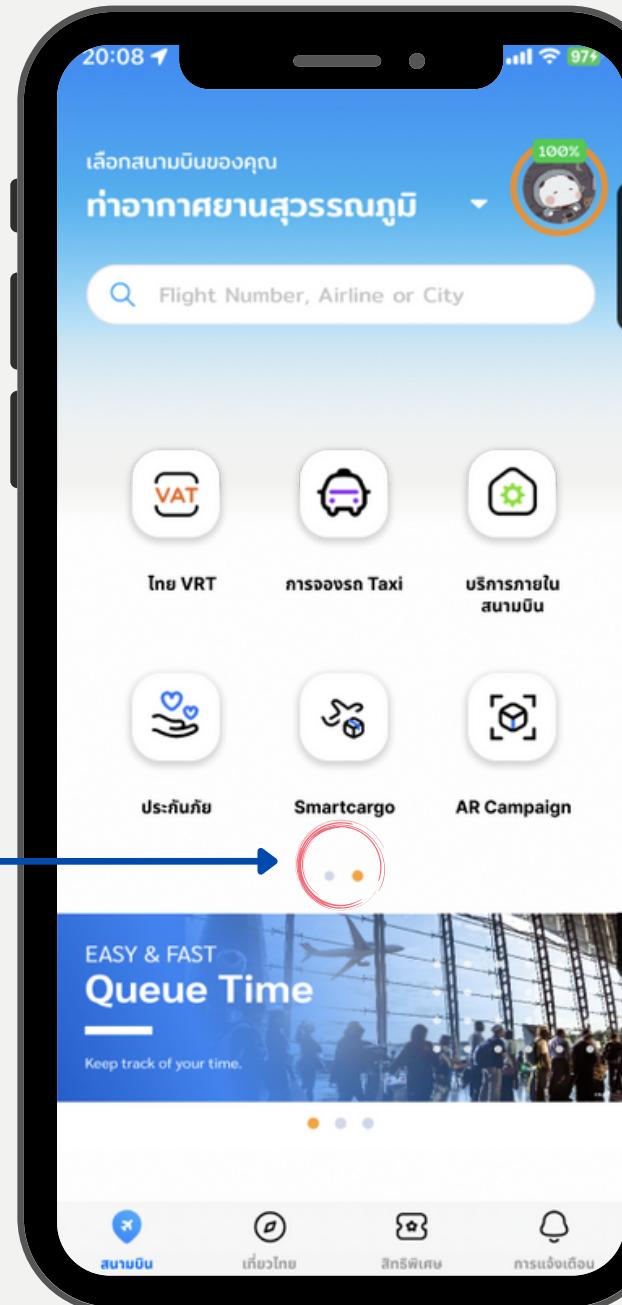
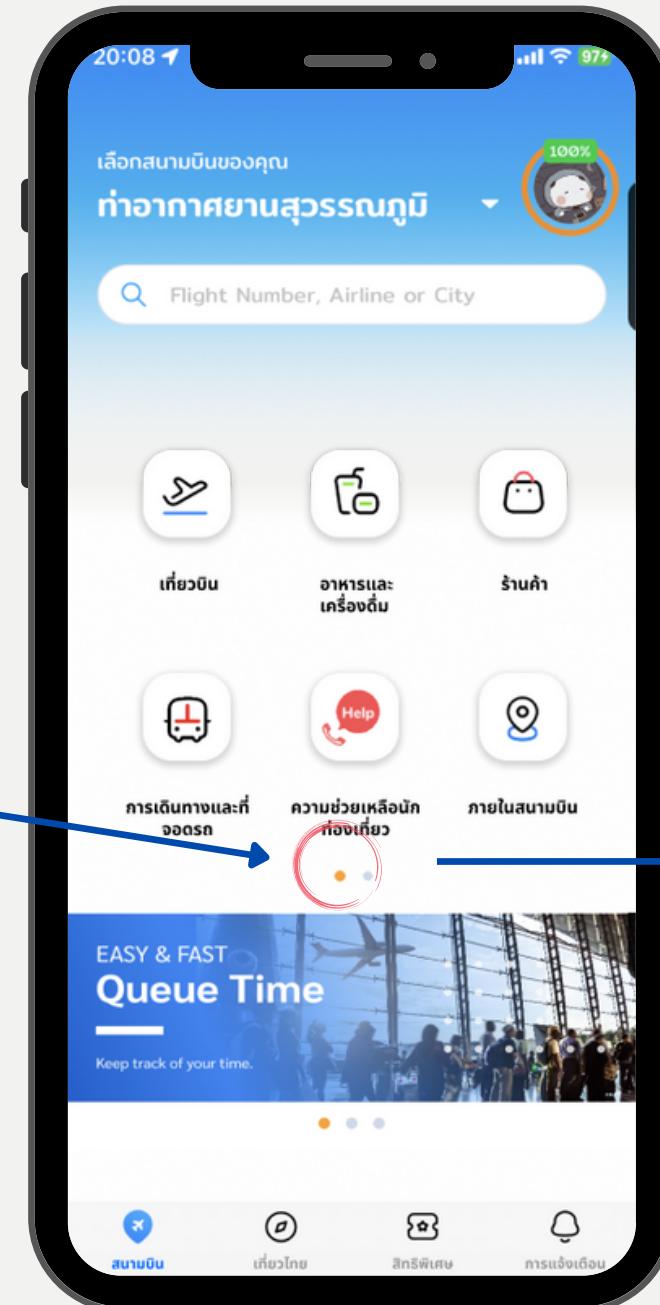
- Access features on the homepage
- Advertising outstanding features
- My trip feature difficult to use and understand
- Indoor map UI
- Move notifications & Add how to use
- Adjust font size
- Remove optional function
- Add scroll

# Access features in homepage

Before

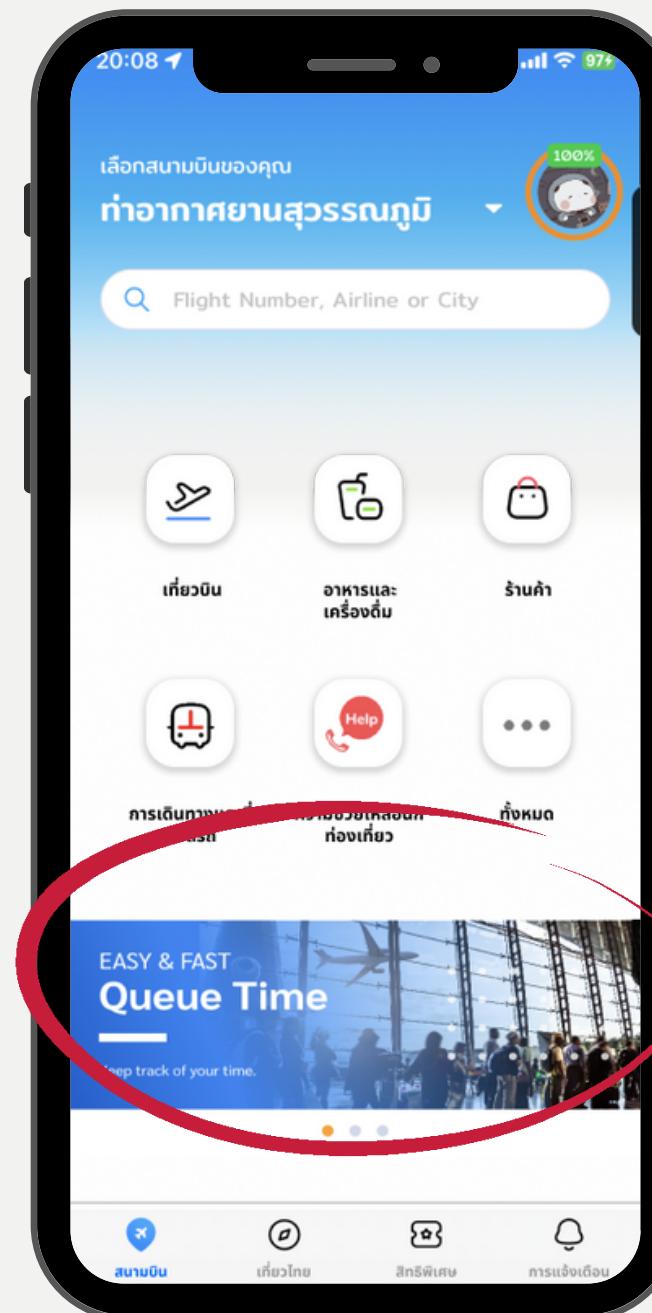


After

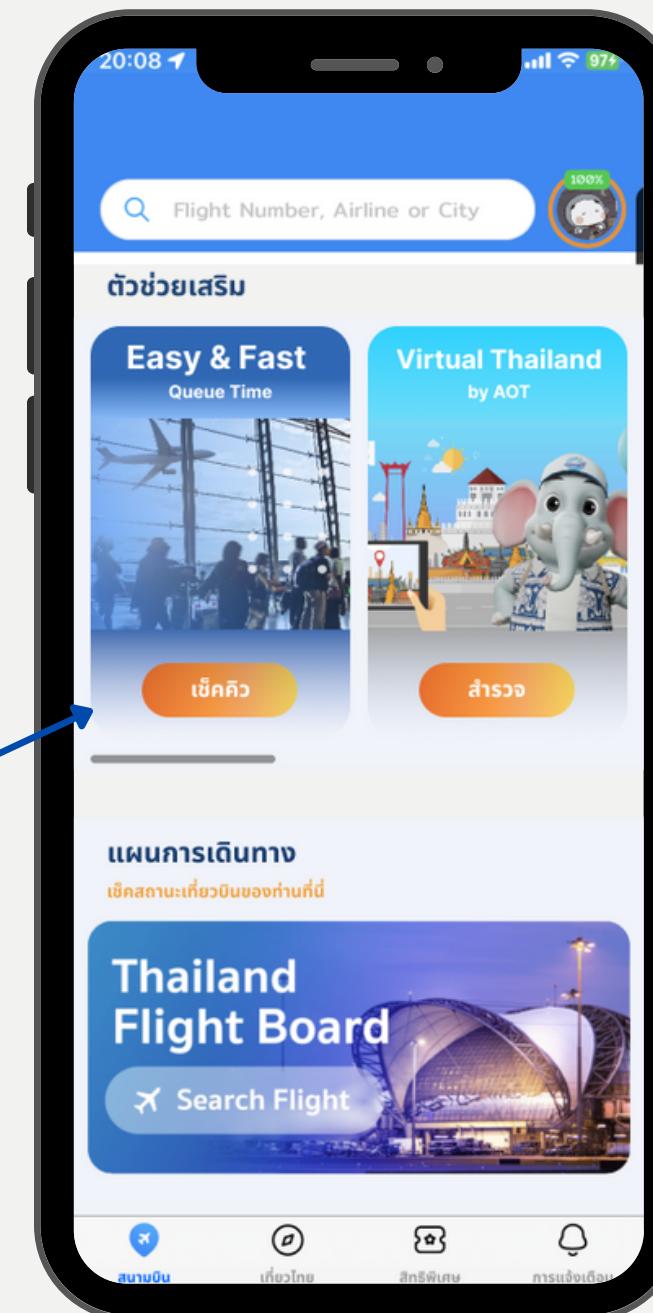


# Advertising outstanding features

Before

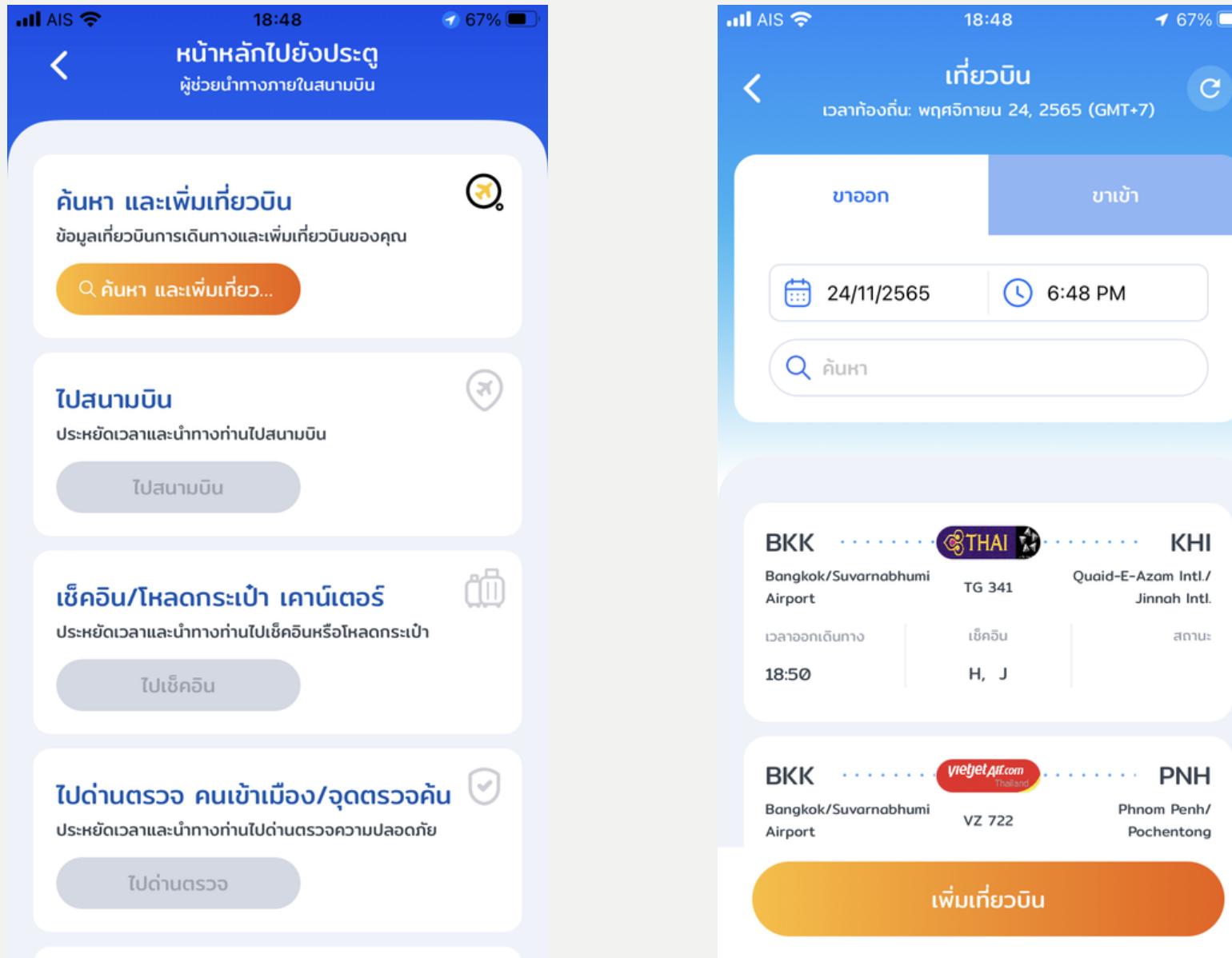


After

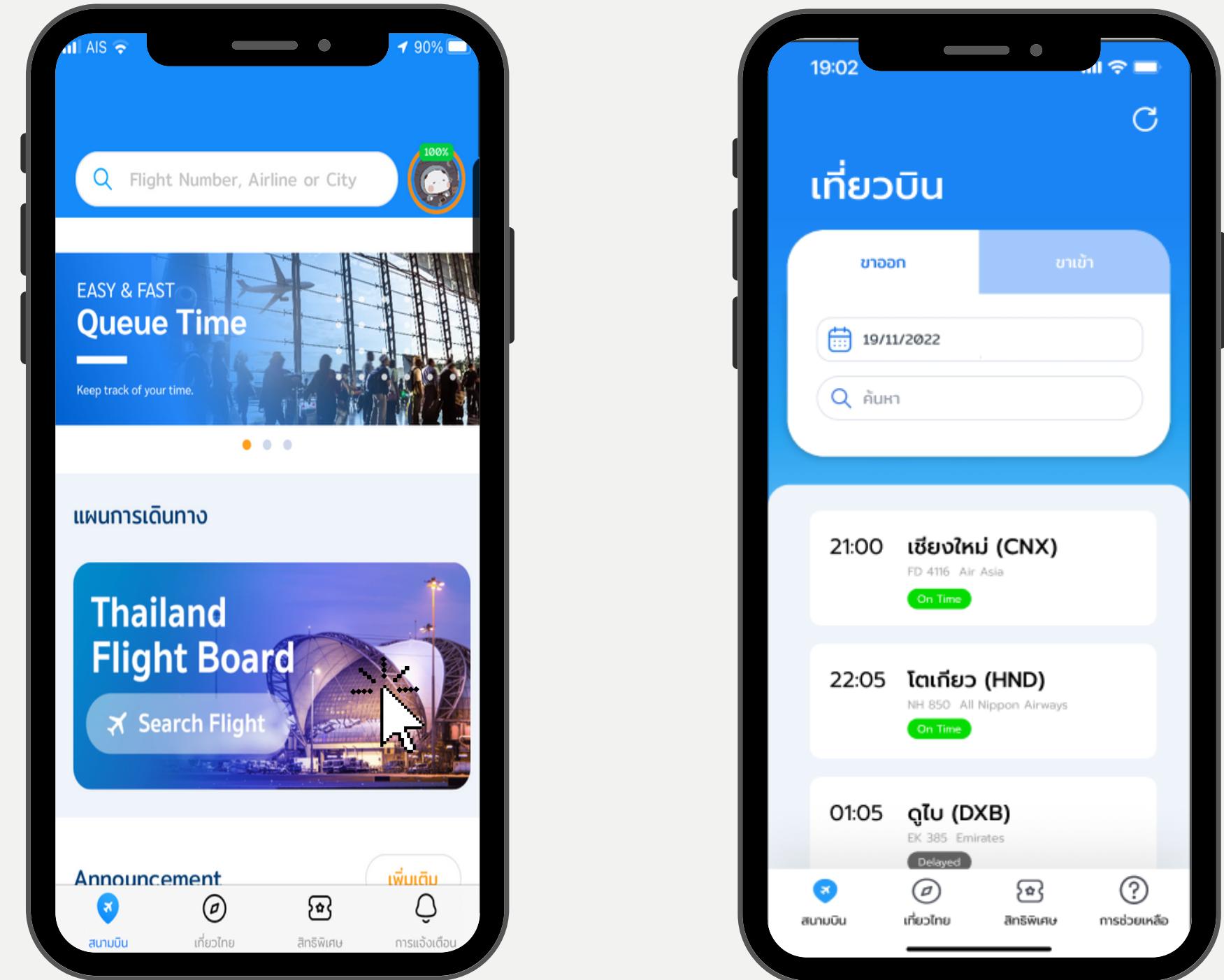


# My trip feature difficult to use and understand

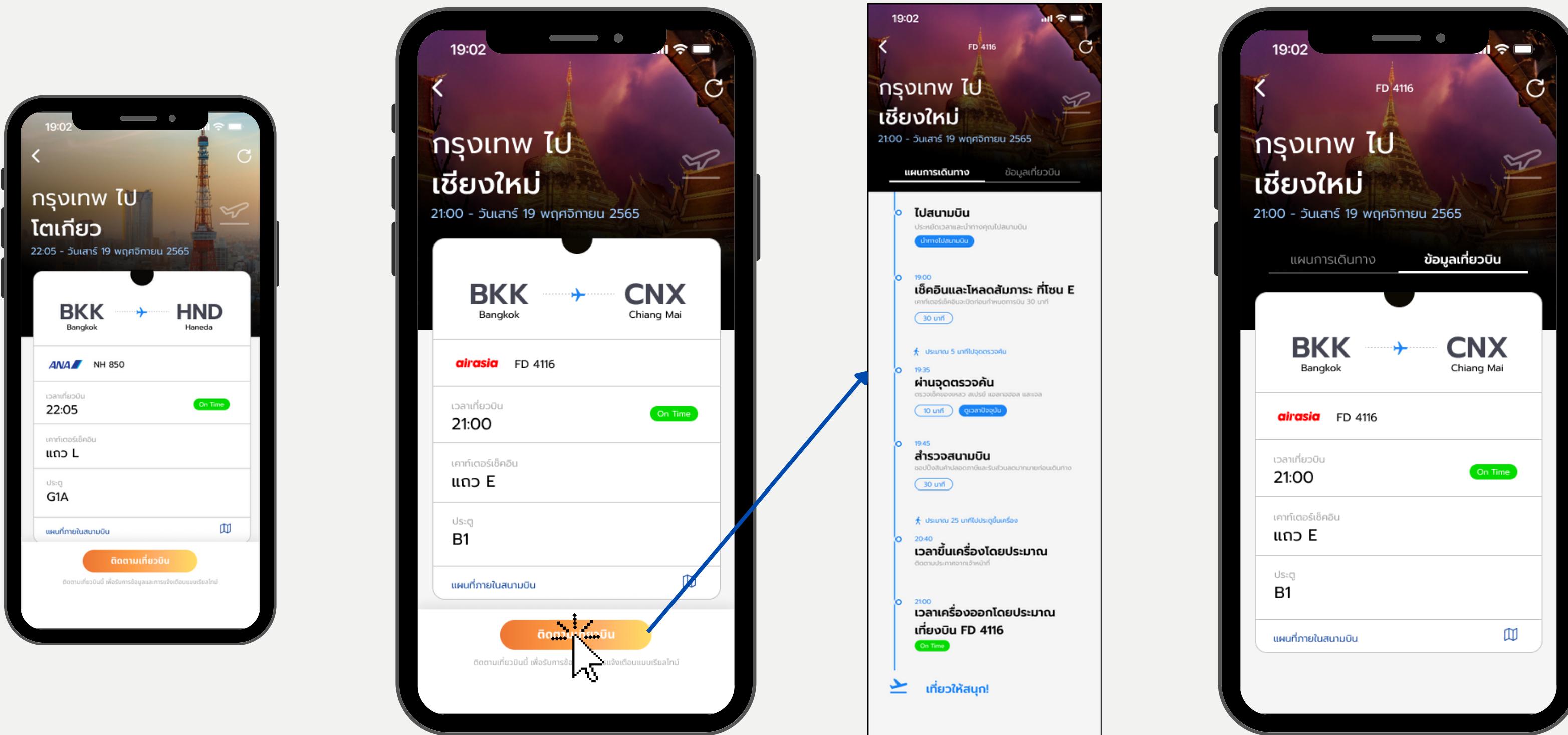
Before



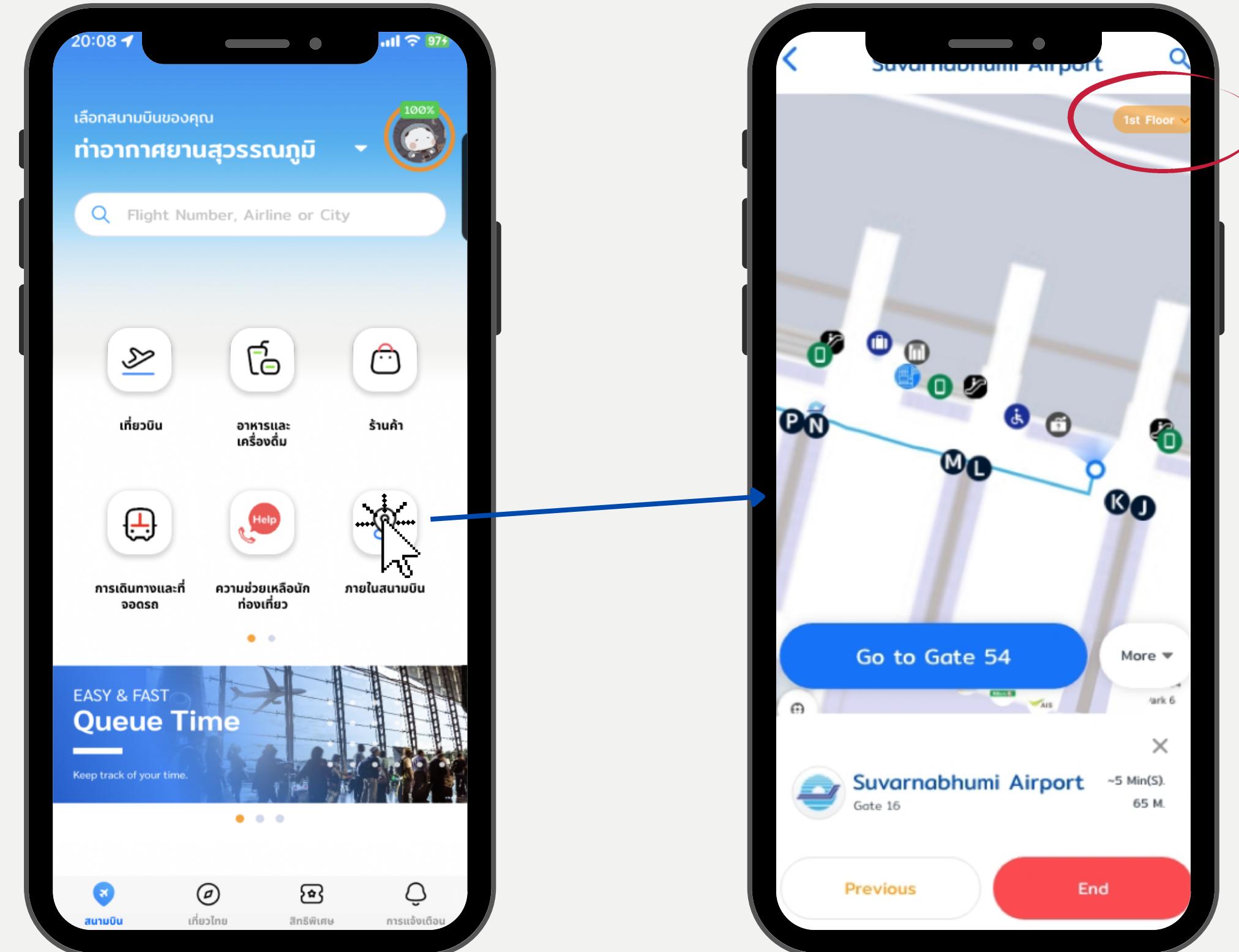
After



# My trip feature difficult to use and understand

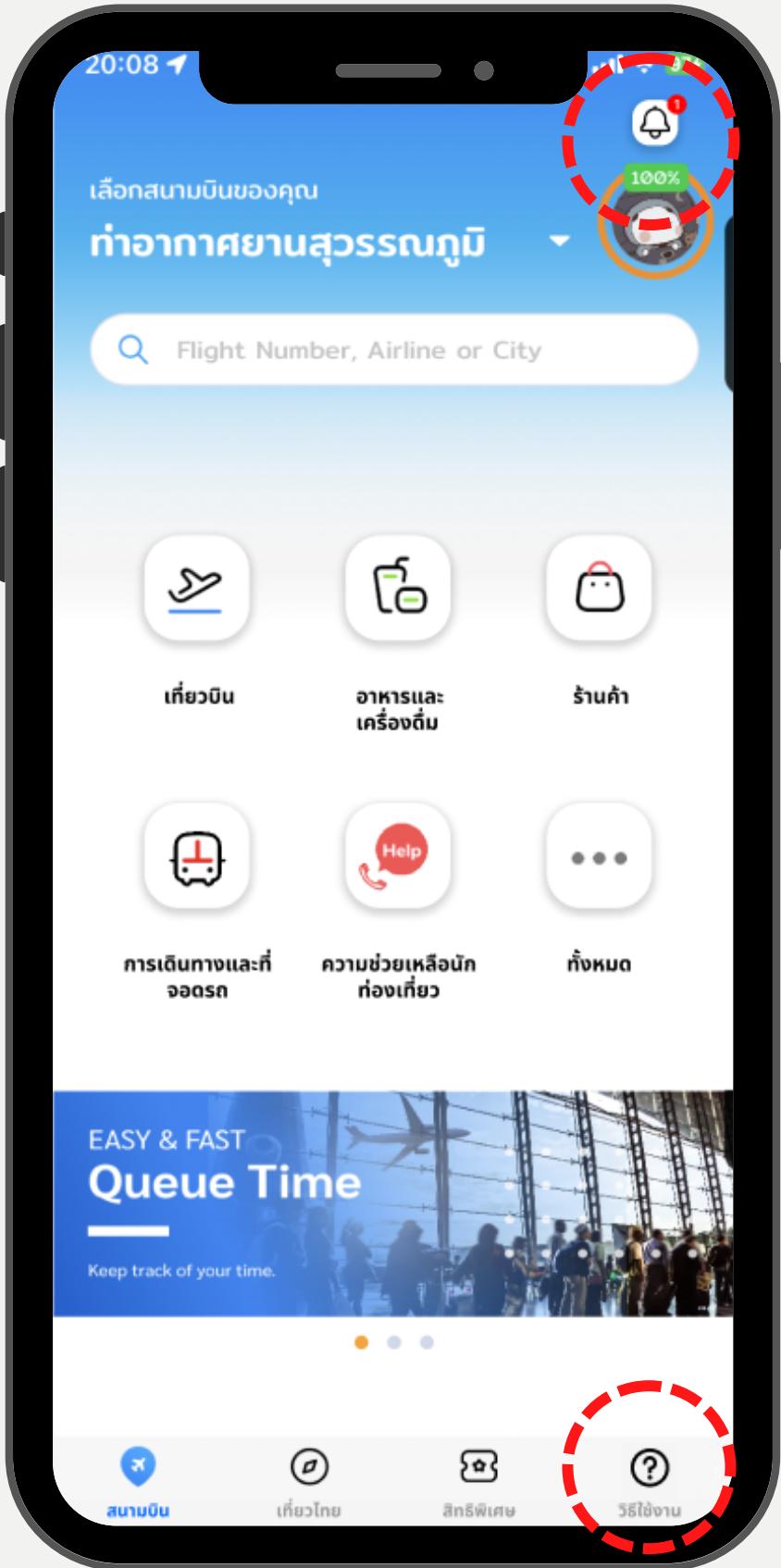


# Indoor map UI

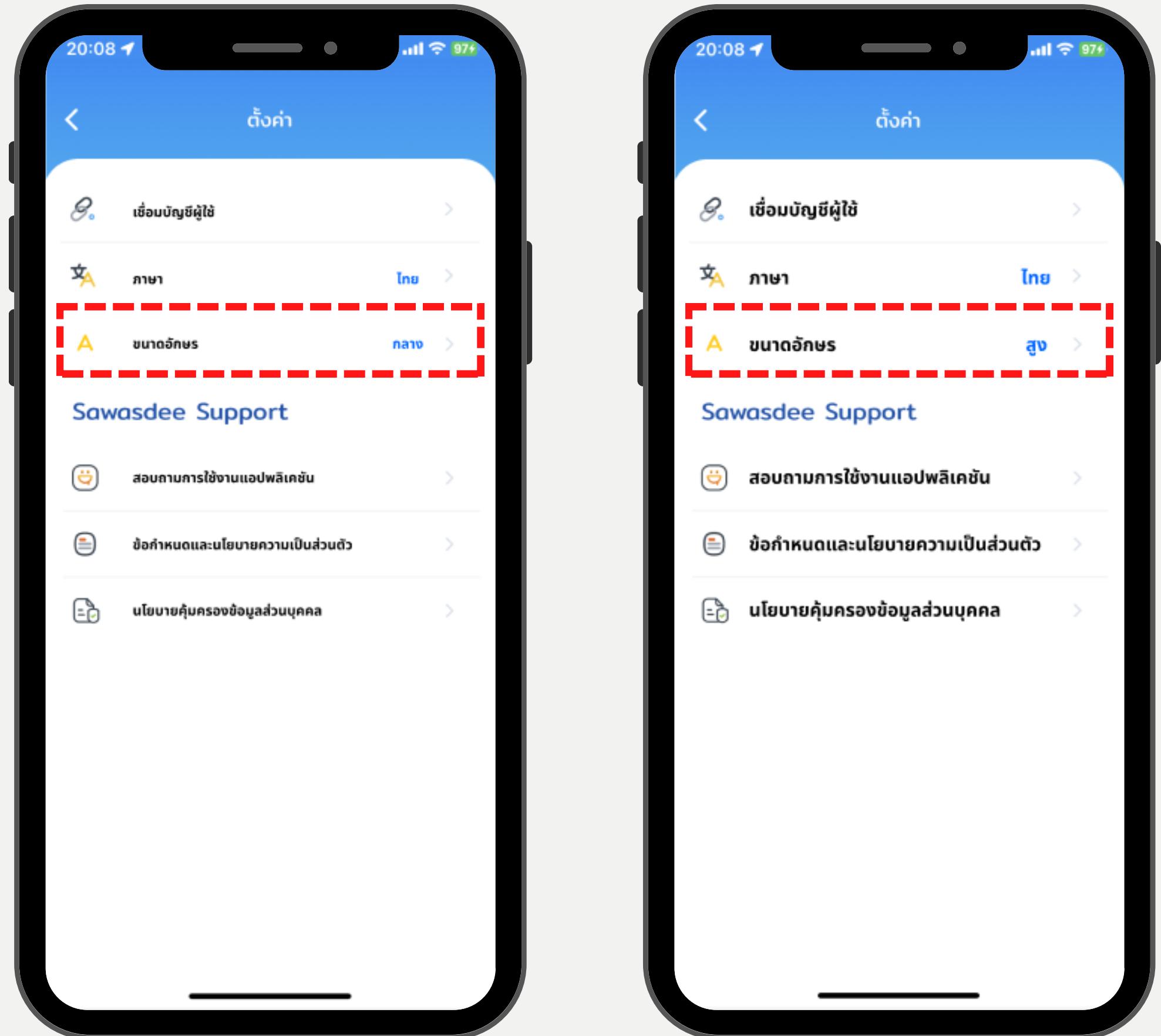


# Move notifications

## Add how to use

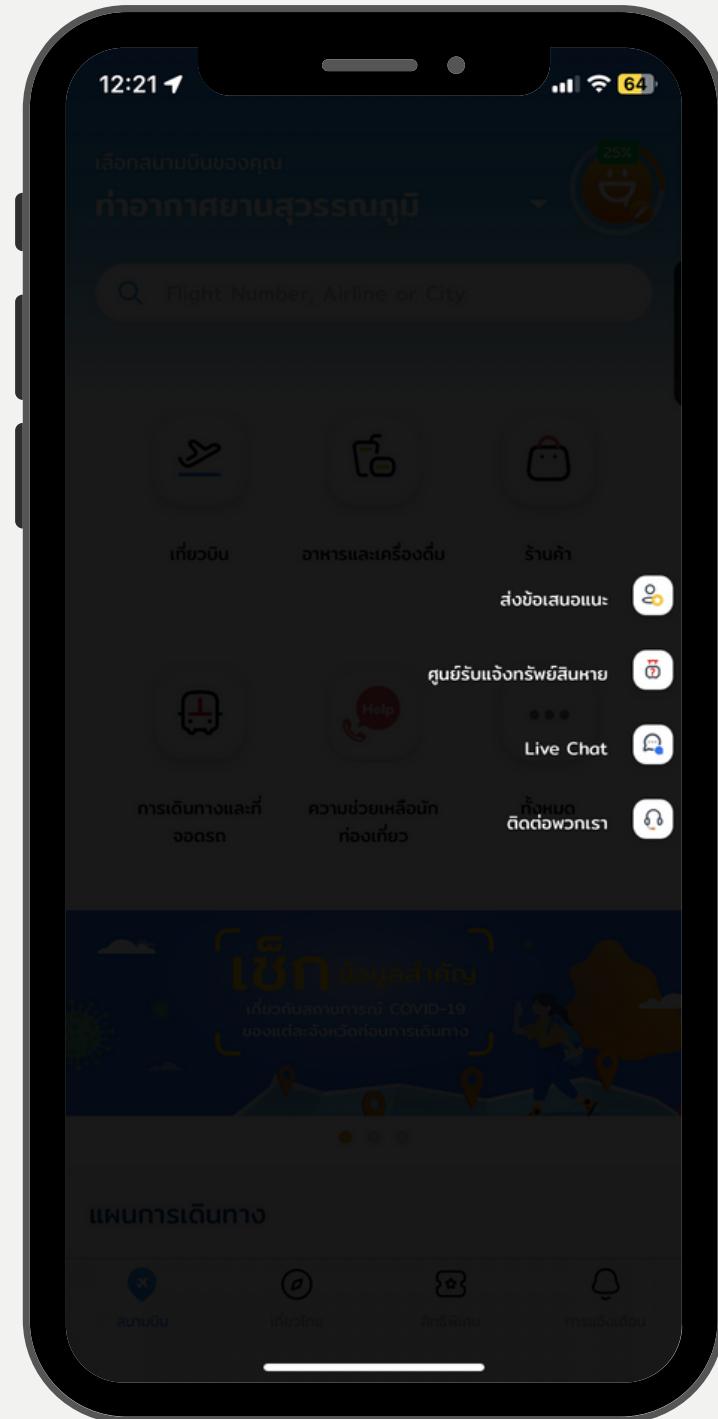


# Adjust font size

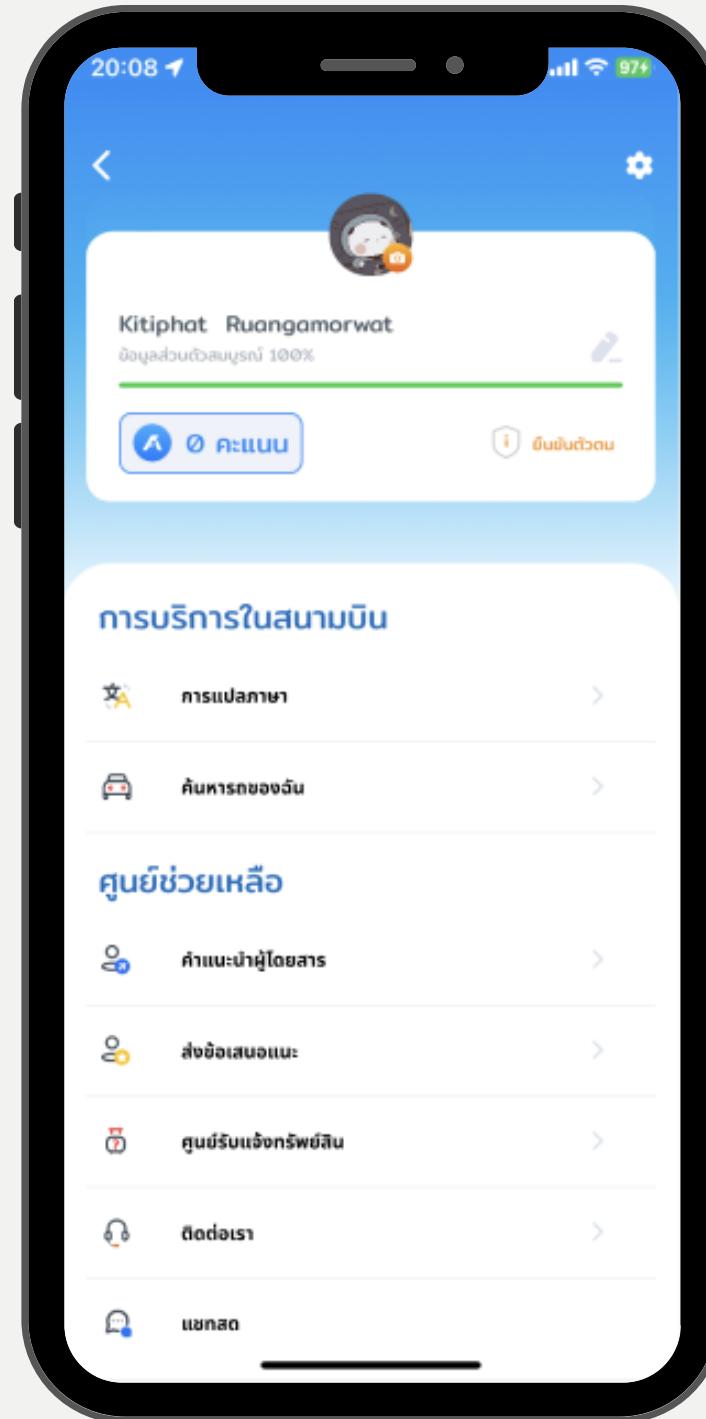


# Remove optional function

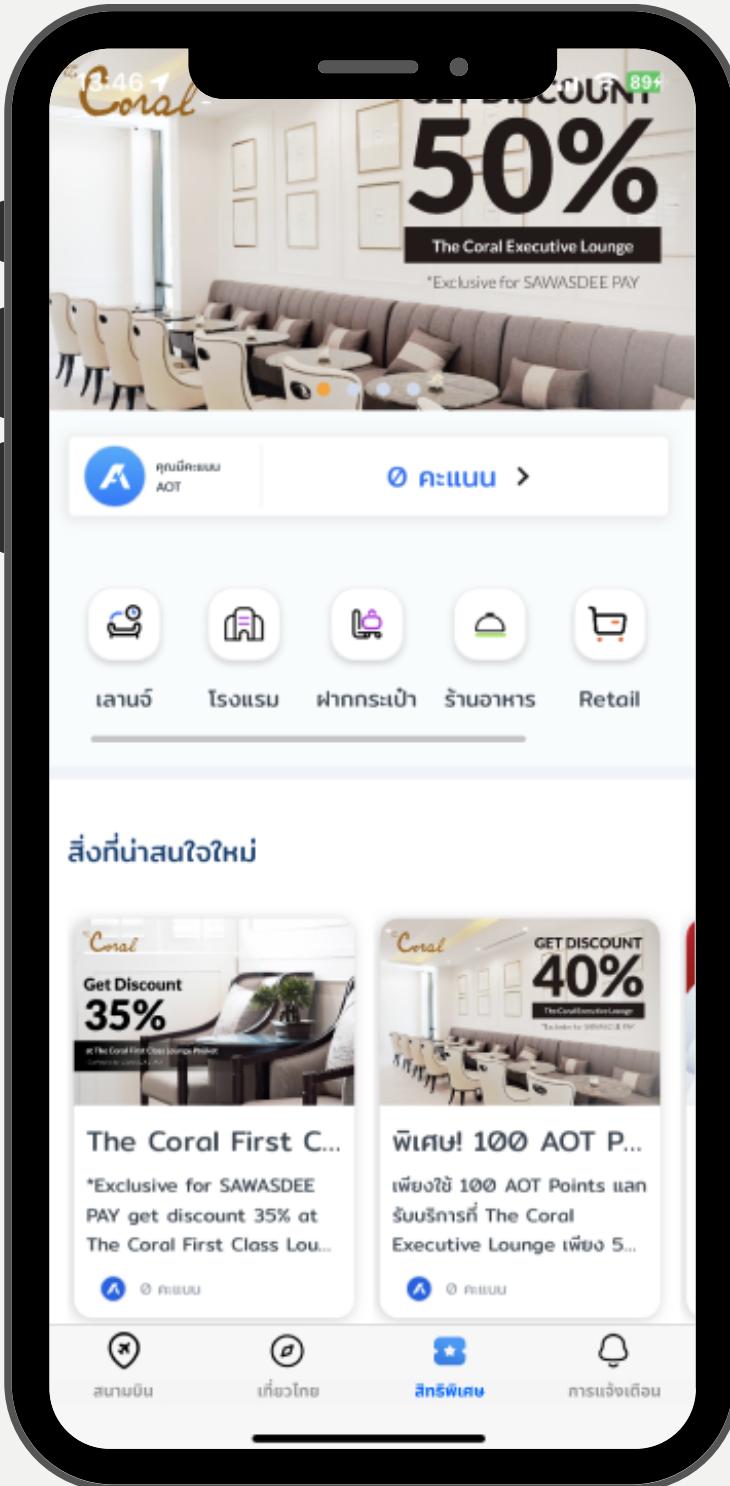
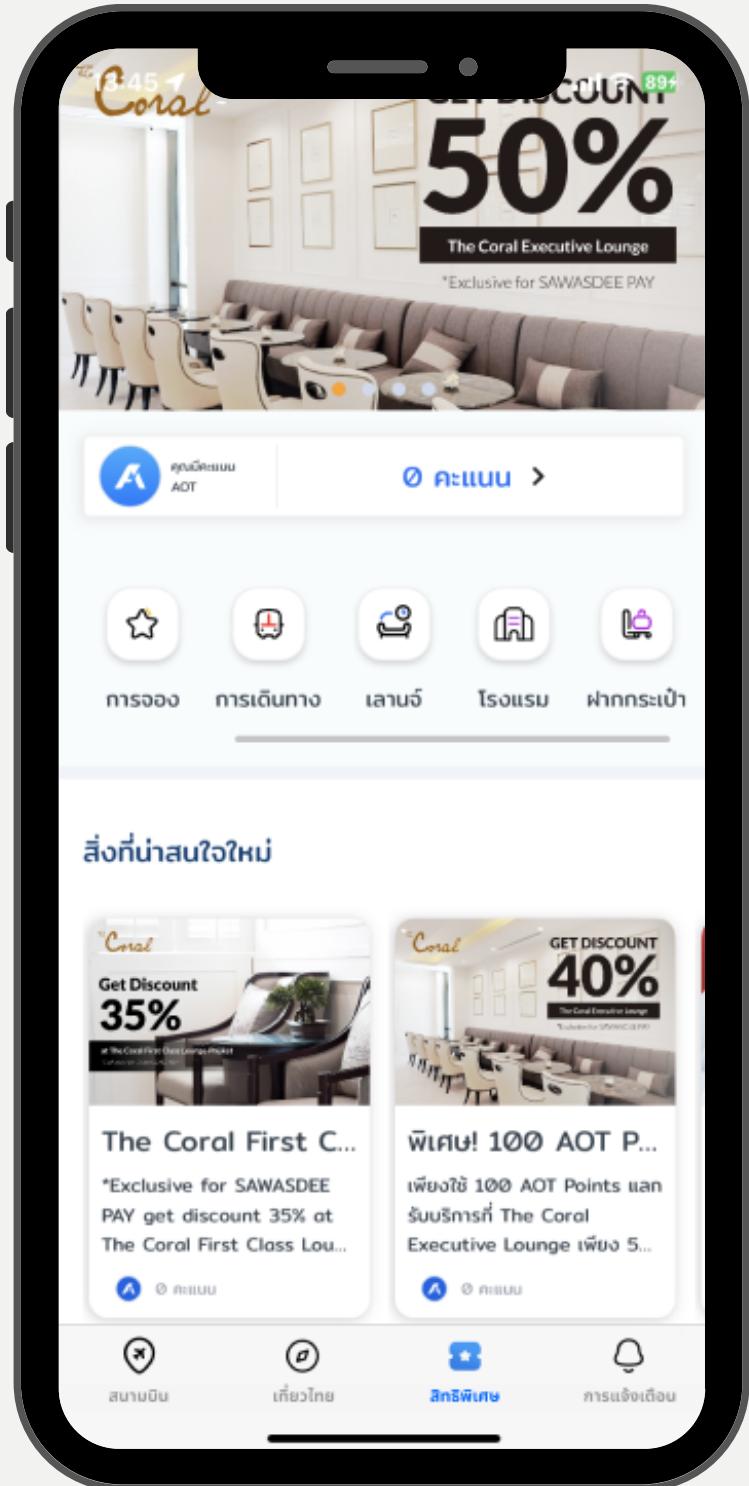
Before



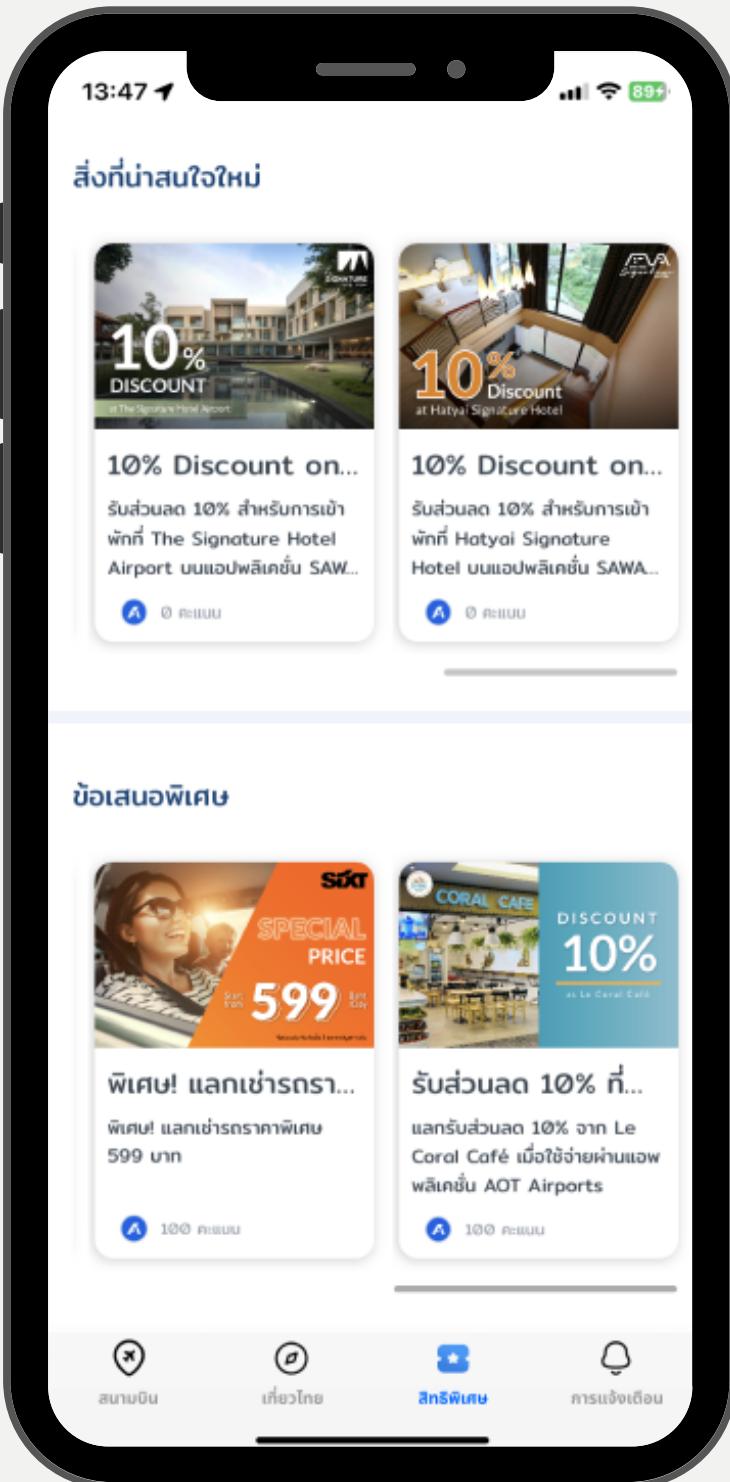
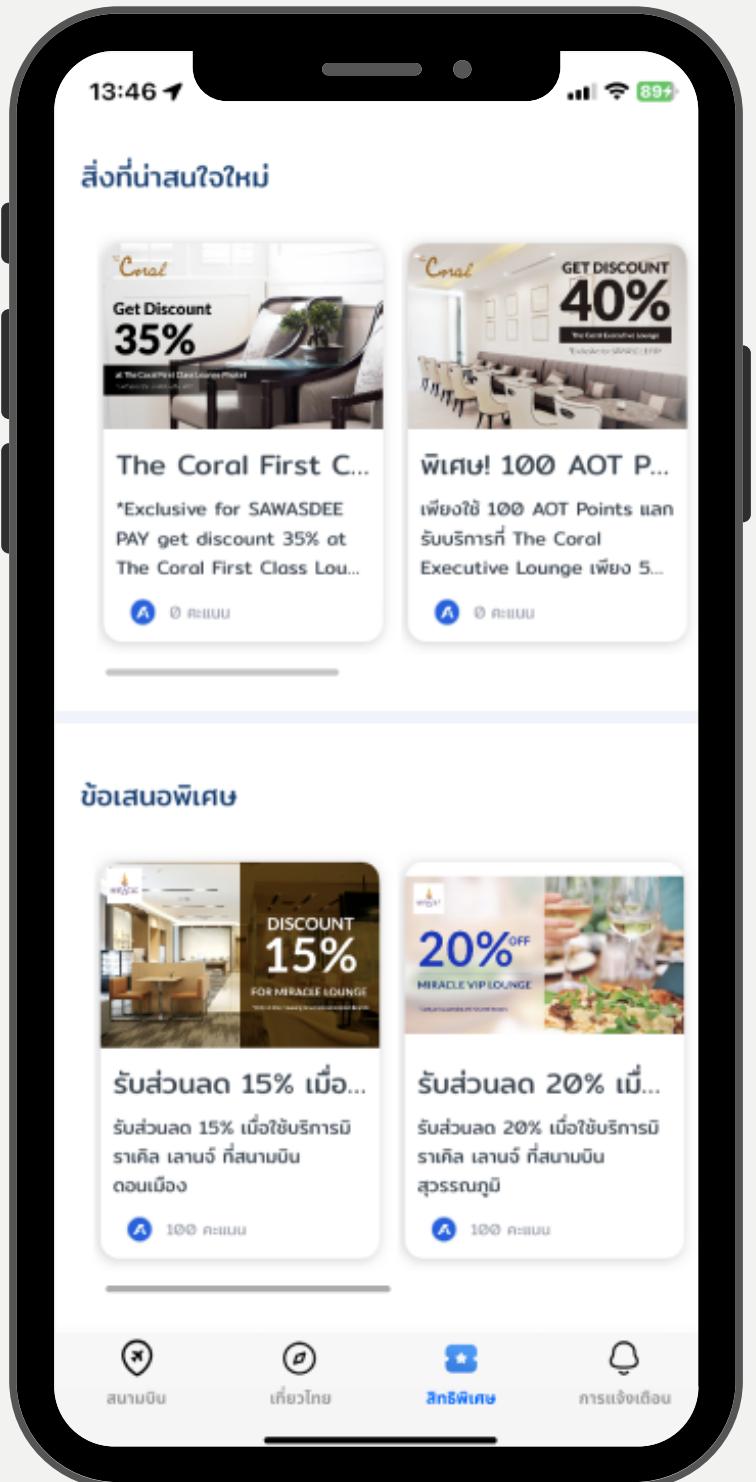
After



# Add Scroll(1)



# Add Scroll(2)



- พิงก์ชั้นพื้นฐานในแอพพลิเคชันจึงจำเป็นจะต้องไม่ซับซ้อนและง่ายต่อการจดจำ
- มี dashboard ที่แสดงข้อมูล เพื่อกำให้ง่ายในการที่ผู้ใช้จะตรวจสอบดูข้อมูลสำคัญต่างๆ และมีฟีเจอร์ต่างๆให้ผู้ใช้เลือกสรรในหน้าหลัก
- มีฟีเจอร์ตรวจสอบข้อมูลต่างๆของเกี่ยวกับบันตรวจเช็คร้านค้า บริการบอกรับการเดินทาง แผนที่ภายในสถานที่ การจองแท็กซี่ และอื่นๆ
- มีระบบ บันทึกเกี่ยวกับเพื่อให้ง่ายต่อการตรวจสอบเกี่ยวกับของตัวเองอีกด้วย เมื่อต้องการได้อย่างง่ายดาย



# Sawasdee App analysis

1. User Experience 2. Problems and solution 3. UI analysis

