

## Problem Statement

Many travel websites feel outdated, cluttered, or lack emotional appeal. Users often face confusion due to poor layout and information overload, which affects trust and booking confidence.

## Objectives & Goals

- The goal was to create a modern, clean travel website with smooth interactions and clear structure. Key focus areas included
- To design a user-friendly travel website that inspires exploration. The aim was to highlight destinations clearly, simplify trip planning, and create a seamless,

## Our Process



## Business Challenges

- Many travel platforms lack emotional connection and modern UI.
- Overwhelming layouts make it hard for users to navigate easily.
- Building trust without customer reviews or known partners is difficult.
- Users often abandon bookings due to slow or unclear processes.
- Limited visual storytelling reduces excitement about destinations.

## Product Users

SkyTrails is designed for travel lovers, explorers, and tourists seeking trusted and visually rich trip planning.

Our users are mostly aged 20–50, tech-savvy, and inspired by clean, experience-driven interfaces.

## Quantitative Research

70% users prefer clean travel sites; 60% rely on user reviews before booking.

### Observations

**72%**  
users trust platforms that show real customer reviews.

**68%**  
users prefer websites with clear navigation.

**65%**  
want fast-loading, minimal design interfaces.

**58%**  
expect mobile-friendly travel websites

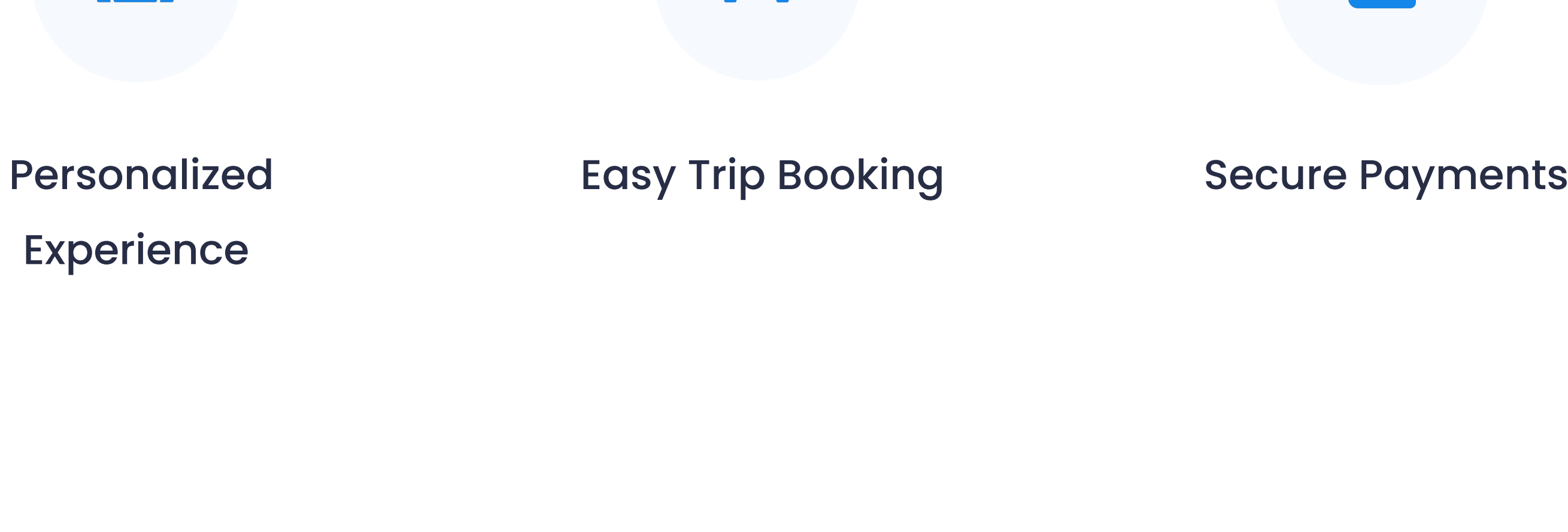
**75%**  
find destination visuals more engaging than plain text.

## User Needs

- Users want quick access to top destinations with clear categories to explore options easily.
- A clean, visually modern layout helps users feel comfortable and reduces frustration.
- Recognizable partner brands and support options make users feel secure while planning.

## Features & Functionalities

To resolve user needs



## Product User Challenges

- Users struggle to trust unfamiliar travel websites.
- Overcrowded layouts make navigation confusing.
- Lack of real reviews lowers booking confidence.
- Slow or unclear booking flow causes drop-offs.

## Competitor Analysis

### Competitor 1

Most competitors lacked emotional design and clear, guided booking flows.

#### Features :

- Overloaded homepages with too many options.
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### Competitor 2

Leading platforms offer functionality but often lack modern, user-friendly design.

#### Features :

- Overcomplicated navigation.
- Weak visual appeal.

## Unique Features

- Destination-based tab filtering with smooth transitions.
- Stats section showing trust metrics like 98% satisfaction.
- 1. Clean visual cards with bold tags and price highlights.



# Thank You For Watching

