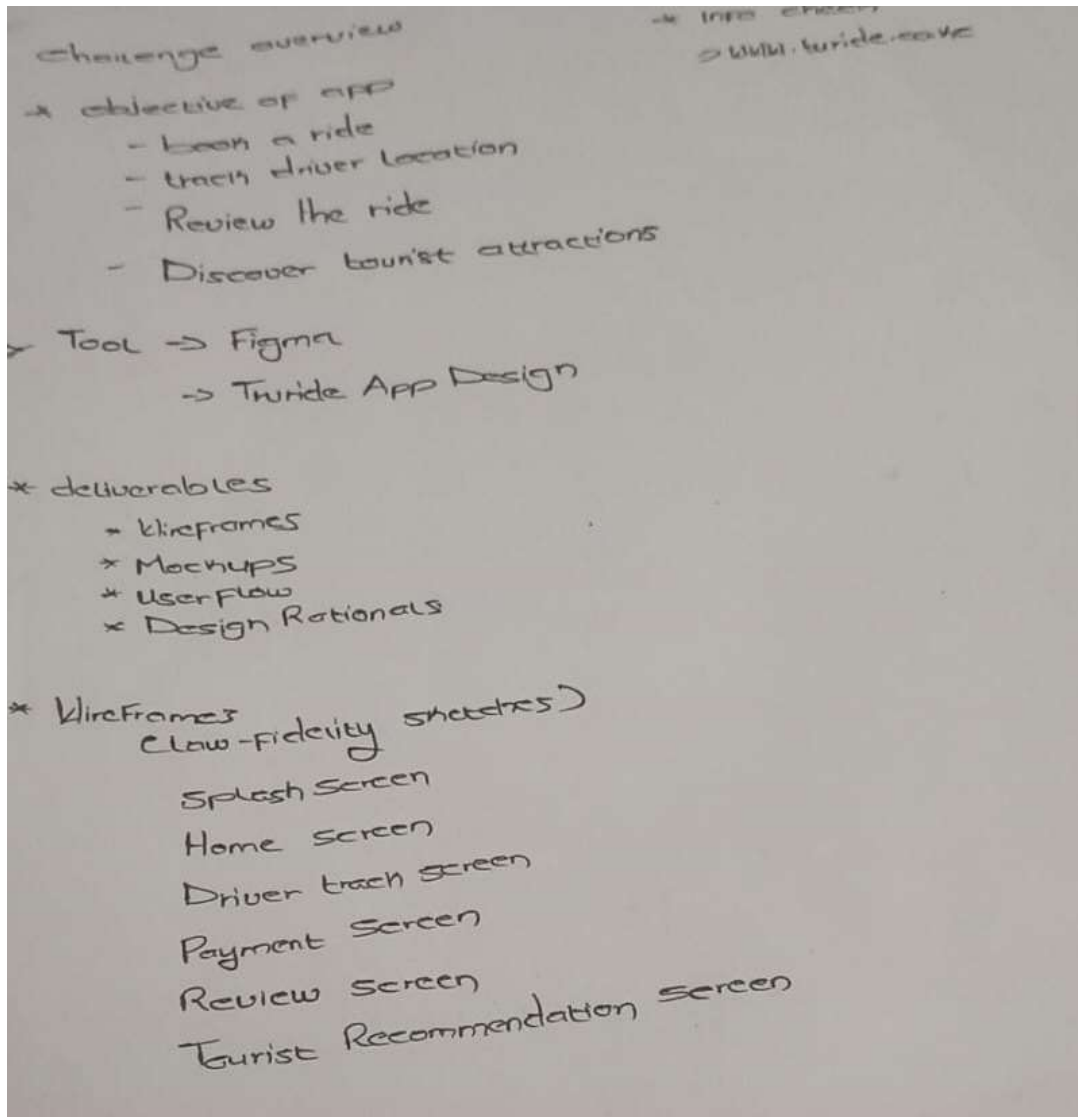


## Design Rationale

Design Objective - Create an intuitive and visually appealing mobile app for Truride users to book rides, explore local tourist attractions, and provide seamless payment options.



### 1. Design Approach

User-Centric - The design focuses on simplicity and ease of use, ensuring that users can quickly navigate through the app and complete tasks with minimal effort.

Mobile-First - Given that this is a mobile app, the design prioritizes mobile navigation patterns, responsiveness, and accessibility for various screen sizes.

Visual Consistency - A cohesive color palette, consistent iconography, and typography were chosen to provide a seamless user experience across different screens.

## 2. Key Screens & Features

Splash Screen - Serves as an introduction to Truride with a brief quote and the logo.

Driver Tracking Screen - Provides real-time tracking of the driver's location on a map. This screen is minimalist to ensure that users can focus on the map and the driver's details without distractions.

Payment Screen - The design ensures secure and convenient payment through M-Pesa.

Review Screen - Users can rate their ride and provide feedback. A simple rating system (star icons) is paired with a text box for comments. This is essential for improving service quality.

Tourist Attractions Screen - Presents curated tourist attractions near the destination. It includes images and brief descriptions to entice users and enhance the travel experience.

## 3. Navigation Bar

The bottom navigation bar provides easy access to Home, Track, Review, and Explore. This familiar placement and icon-based navigation ensure users can quickly switch between app sections.

## 4. Design Choices

Color Palette - A calm and friendly palette with blues and greens was chosen to evoke trust and relaxation, aligning with the app's ride-hailing and tourism services.

Typography - Clean, readability, ensuring that users can easily read text at various sizes on mobile screens.

Accessibility - The design considers color contrast and font size to accommodate users with visual impairments. Tappable elements are large enough for easy interaction.

## 5. User Flows

The flows are designed to be straightforward. Users can easily move from booking a ride to payment, tracking, reviewing, and exploring attractions.

## 6. Design Tools & Methods

Tool Used - Figma was chosen for its collaborative features and ease of use in creating both low-fidelity wireframes and high-fidelity mockups.