

UX/UI Case Study

Travel App

Help you navigate a foreign country

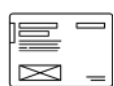
My Role



User
Research



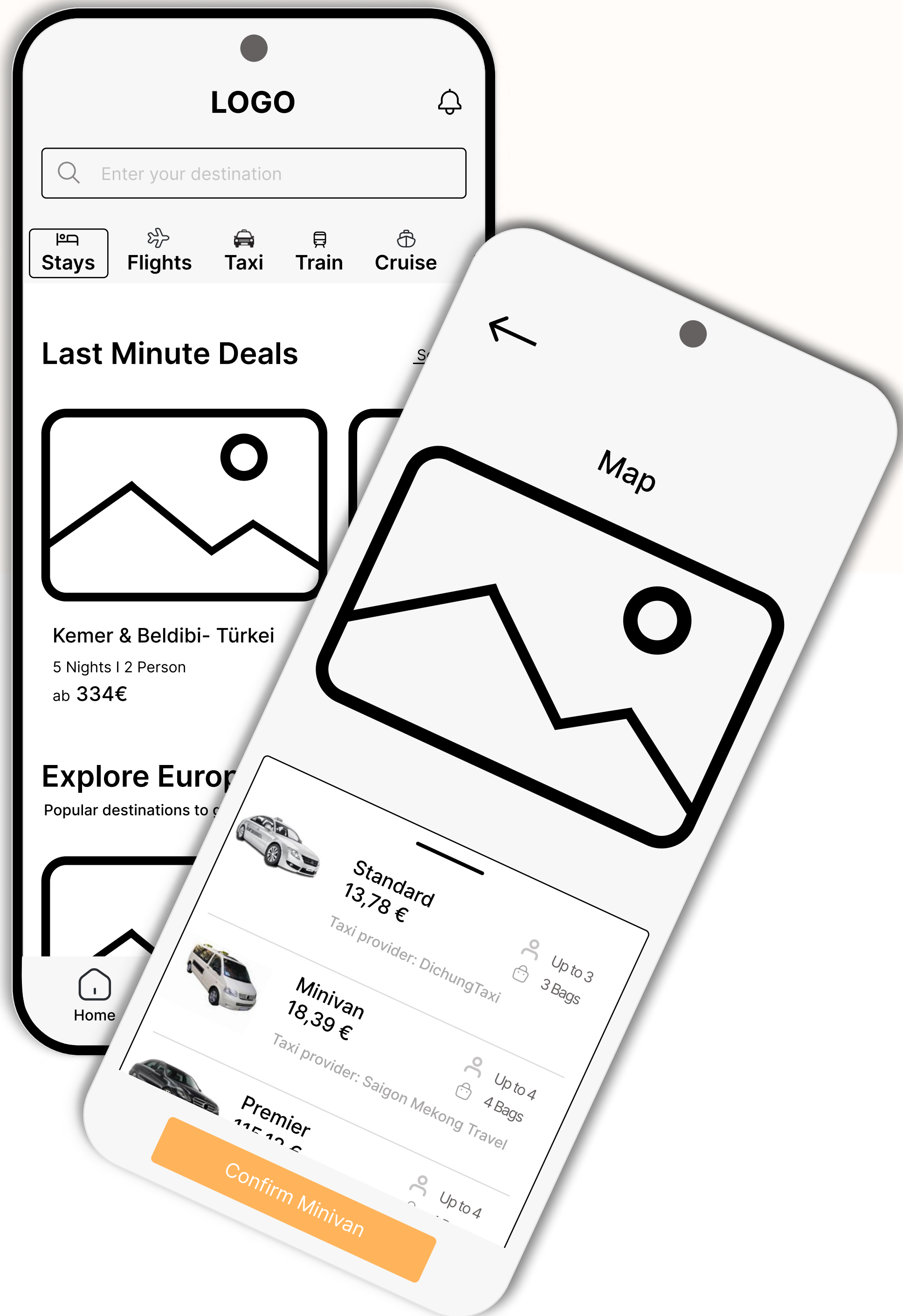
User
Persona



Wireframe



User Flow



Business Problem

What helped have identified that needs help?

Arriving in and exploring a foreign country where people speak another language can be overwhelming.

It's difficult to do the simplest task like ordering food or navigating transportation system with out verbal communication.

Business Outcome

What changes in customer behavior will indicate you have solved a real problem in a way that adds value to your customers?

Increased revenue

Customer satisfaction

Users and Customers

What types of users and customers you should focus on first?

This user likes to travel the world despite the language barrier

This user wants to have easy access to a way to get to the center of the new city without having to buy a ticket when they arrive at the destination, since they don't understand the language.

User Benefits

What are the goals your users are trying to achieve? What is motivating them to seek out your solution?

No need to get nervous about getting lost in a new country.

Able to navigate the city center without knowing the local language.

Project Overview

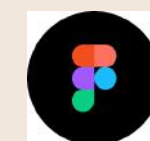
Travel App is a fictitious project assigned to me during a self-paced pre-course to introduce me to all of the basics of UI/UX design.

The dream of 'I want to make memories all over the world' is universal. To this day, language barriers or fear of an inability to communicate in a foreign country stops people to enjoy their holidays to the fullest. This App is designed to help traveller through out their journey. It provides a platform to plan itinerary, book hotels or book various mode of Transportations.

Duration

16 Oct - 22 Oct (1 Week)

Tools



Figma

Problem Statement

Arriving in and exploring a foreign country where people speak another language can be overwhelming. It's difficult to do the simplest task like ordering food or navigating transportation systems without verbal communication.

The Solution

The goal is to create an app which provide assistance to travellers when they feel disoriented and helpless. A Travel App, not only helps the user to reach their destination, but also assist them to navigate the city.

Design Process



Emphasize

User Interview
Competitive Analysis



Define

User Persona
Empathy Map



Ideate

Task Flow



Design

Wireframes

Emphasize

User Interview

I Conducted 3 interviews within my circle. To gain insights of users, I prepared a set of questionnaires to ask during interviews.

Following are few sample questions:

- Introduce yourself? Your name? Age? Hobby? Where do you live?
- How often do you travel?
- Where do you want to travel?
- What is stopping you from travelling to a country you want to visit?
- What are some challenges you faced when travelling to a country without knowing their local language?
- Do you use digital platform to plan your trip? If yes, then how has your experience been so far?

Key Insights

- User falls under the age of 18 to 60 years
- They are either working, or is a student.
- Most of them travel once in a year, but they wish to travel more.
- They want to explore the world but language barriers and limited budget make it difficult.
- Language barrier is the biggest challenge when traveling to a new country. User find it difficult sometimes to even book a taxi to reach the city.
- Younger users often use digital platform to plan their trip - Older people, prefer to go to travel agent because they find online platform complicated to navigate.

Competitive Analysis

Tripadvisor

- Main focus on reviews

Strength

- Covers destination worldwide, ranging from popular tourist places to off - beat locations.
- Travelers cans share personal experiences, and rate the places they visited.

Weakness

- Tangled booking process.
- Complicated to find taxi services.
- Too much information makes it difficult to find the specific information users want to know

Booking.com

- Focuses on providing a wide range of accommodation options

Strength

- Wide range of language options
- User-friendly interface makes it easy for users to navigate the app.

Weakness

- Uncertainty and doubts about the quality of an accommodation. Sometimes there are lack of similarity between user reviews and actual quality of an accommodation.
- Glitch: On one menu point on website when user click on it, it takes them to another tab with different language setting than the one the chose.

Key Insights

I tested both apps from competitor and observed that they both offer wide range of services. I find Tripadvisor app looks cluttered sometimes with lot of information and it also takes time to find taxi or car rental option on it. On the other hand, Booking.com offers simple and easy user interface. However, they should improvise the authenticity of online reviews and feedbacks.

User Persona

I created a user persona based on information i gathered in prior phase. This character represents groups of users that potentially can use the travel app.



Maya

Age: 35

Occupation: Self-employed

Status: Single

Location: Delhi, India

Personality

Curious, Introvert, Planner

Brief Story

Maya is an Indian woman who loves travelling. She speaks Hindi and English. She likes to plan her trip and prepare everything prior to travel.

Goals

- Explore foreign countries
- Able to access local transport without having to buy a ticket.
- Want to travel hassle-free.

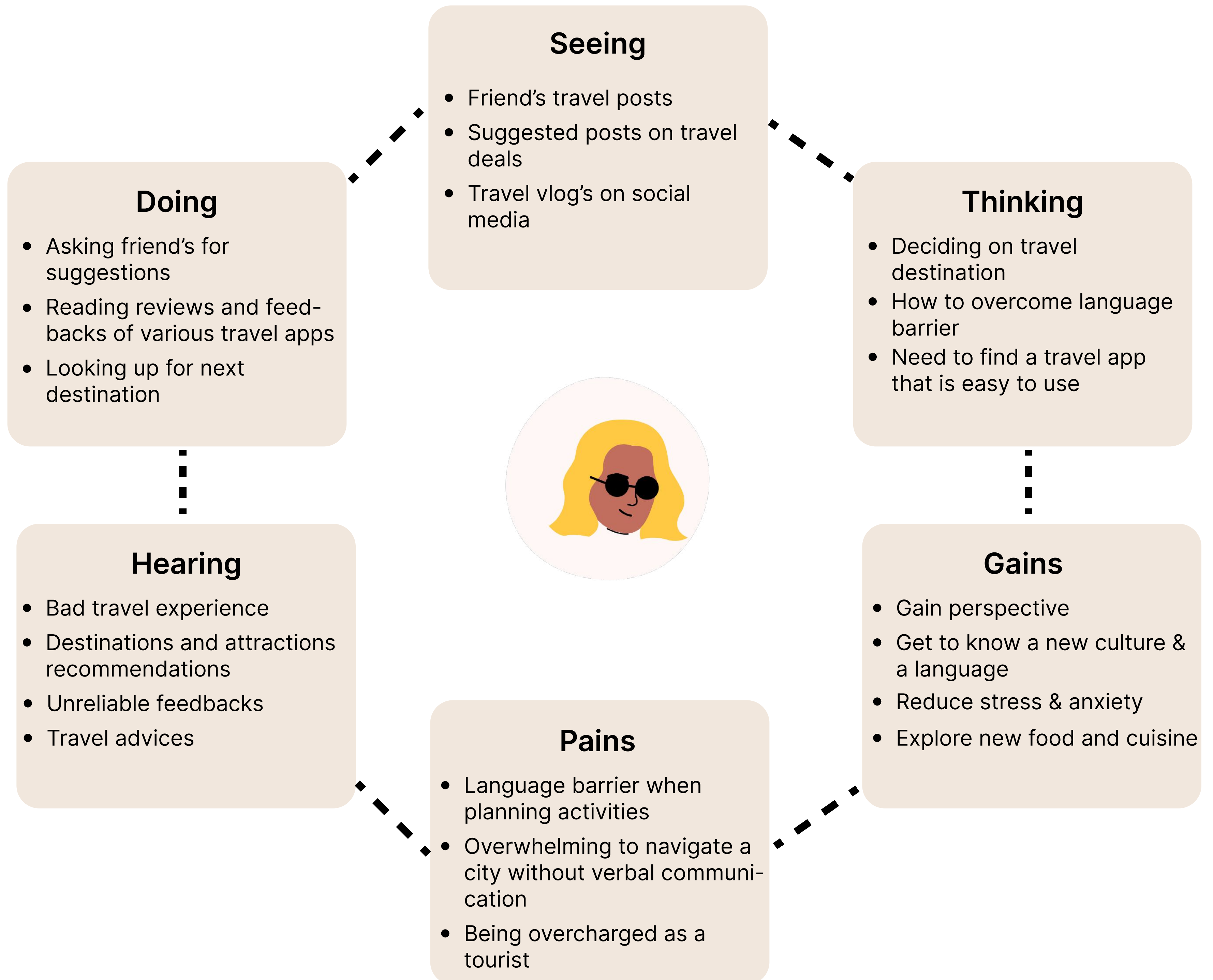
Motivation

- Travel convenience
- Want to travel the world
- Easy navigation options through out the journey.

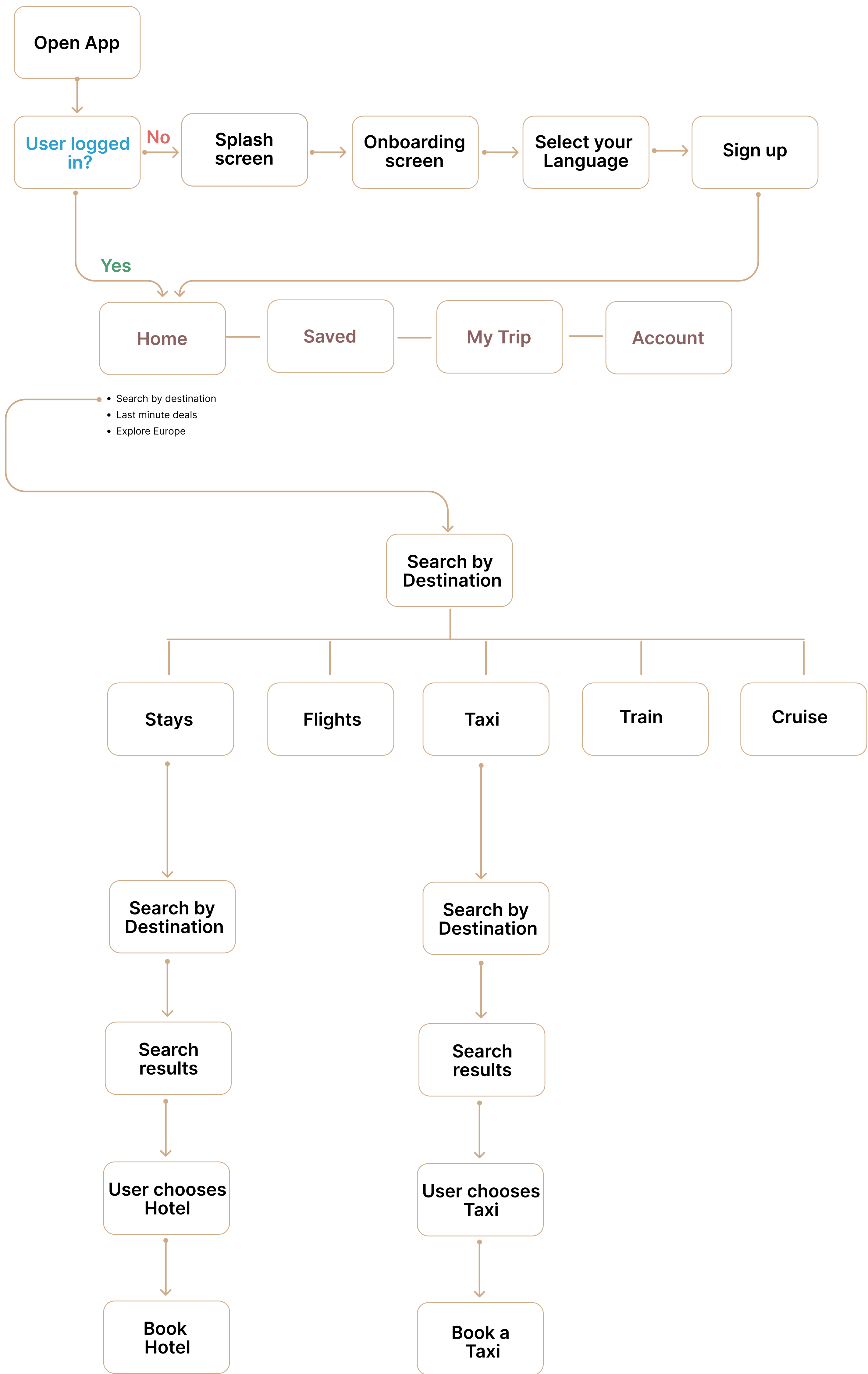
Pain Points

- Hard to book all services at one platform.
- Manipulative and false reviews.
- Not able to navigate the local transportation system
- Feeling being helpless and disoriented

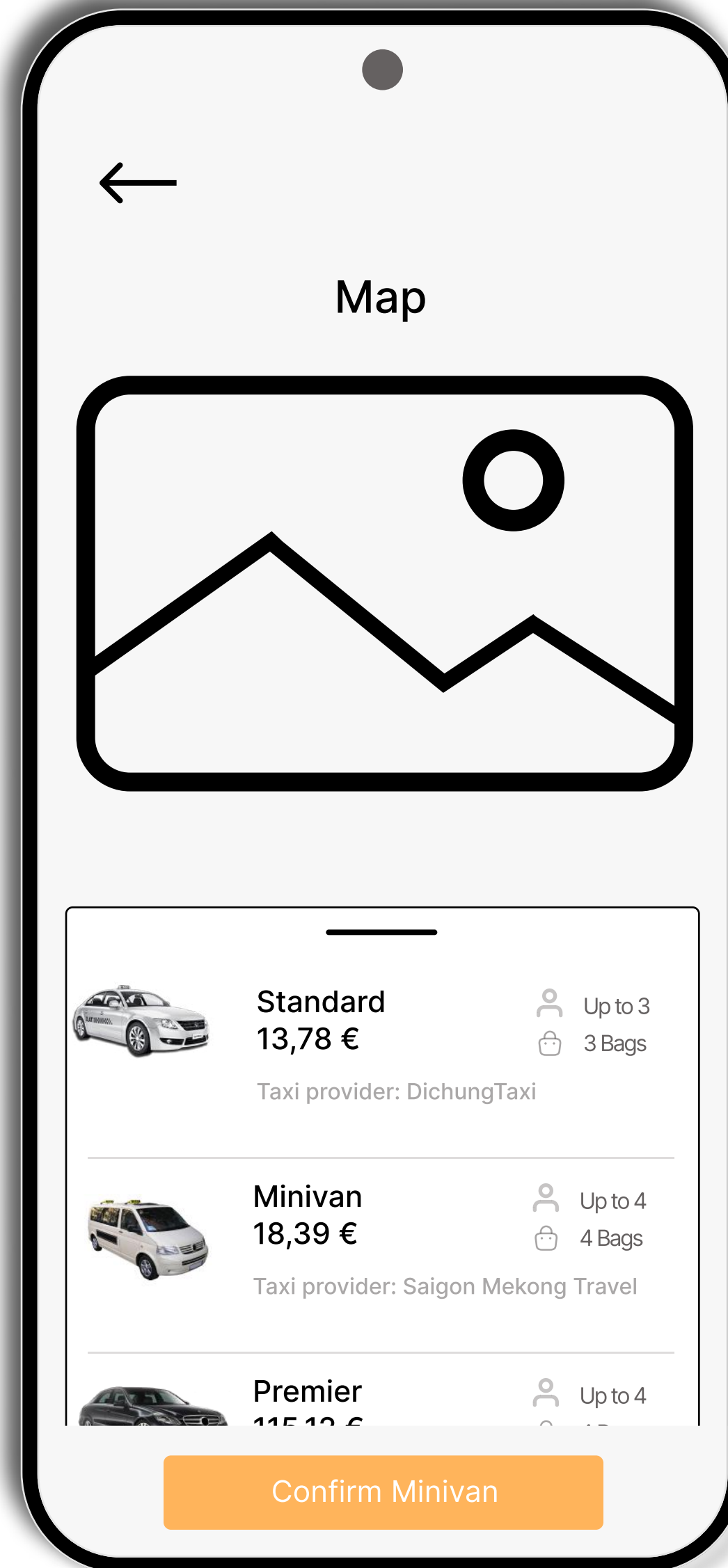
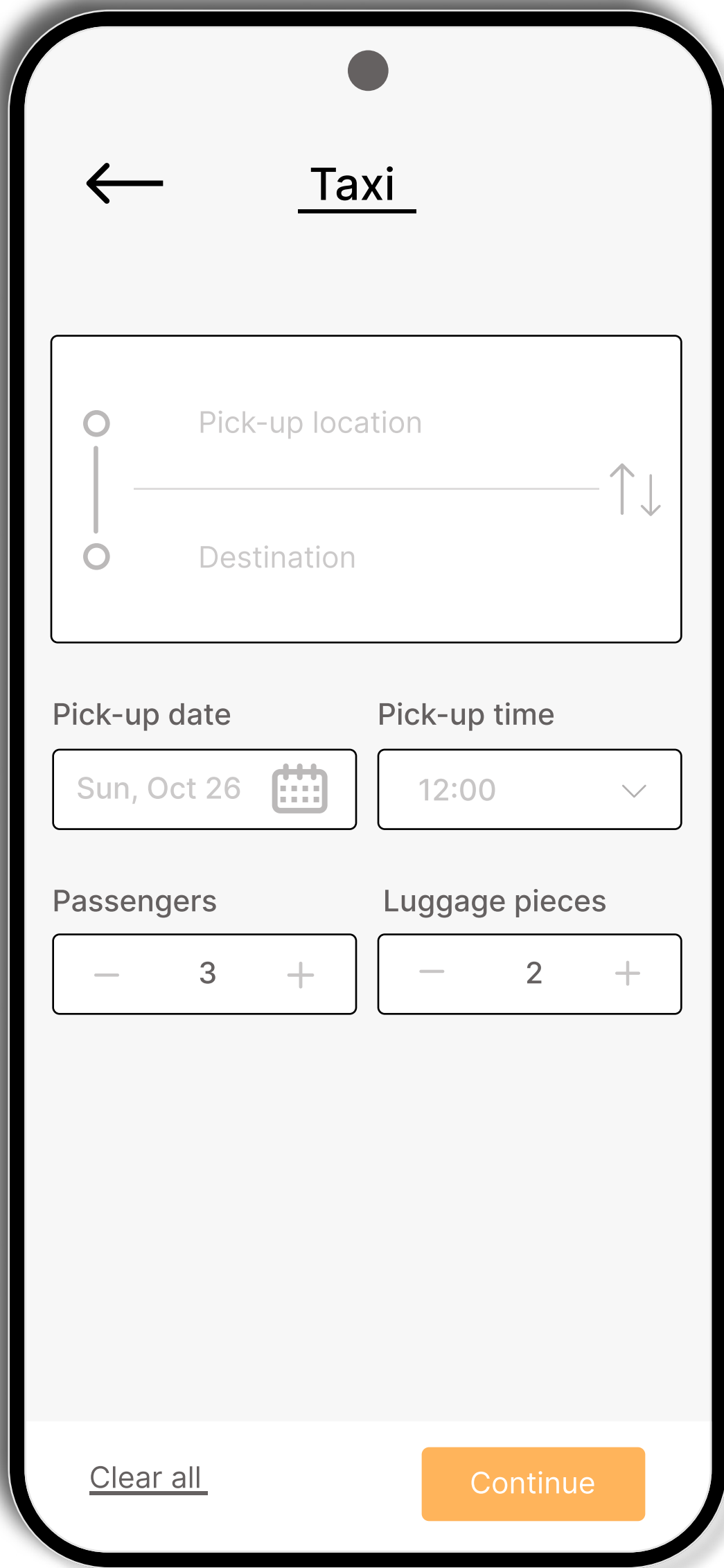
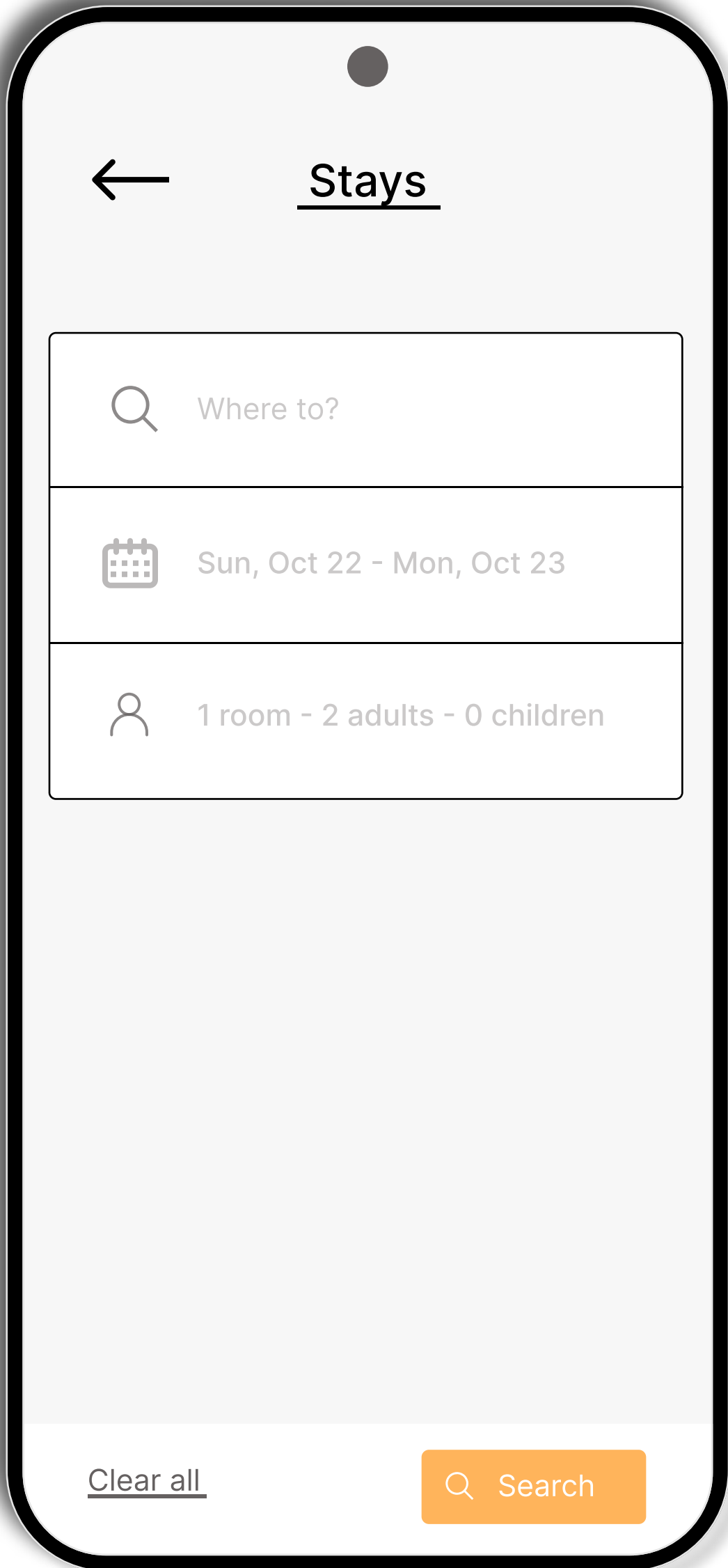
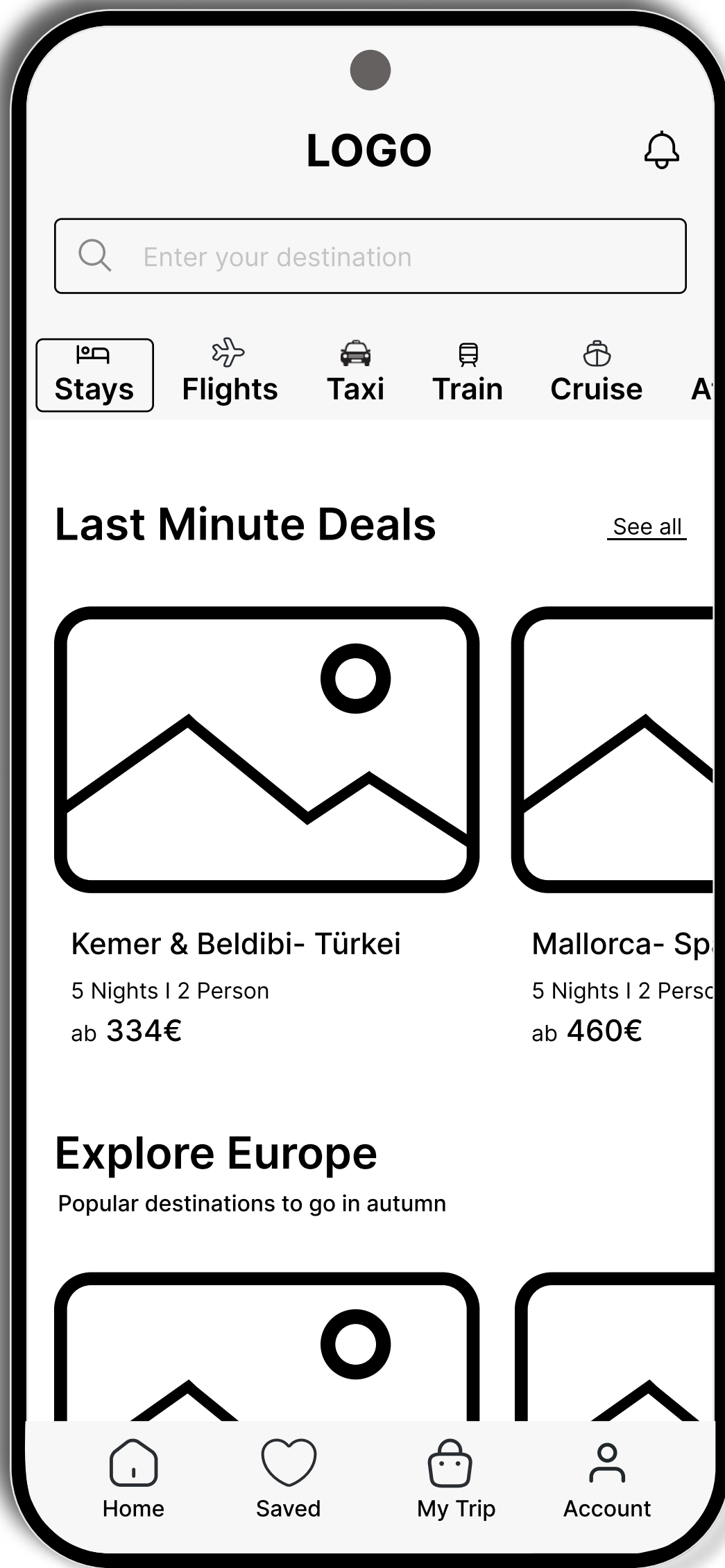
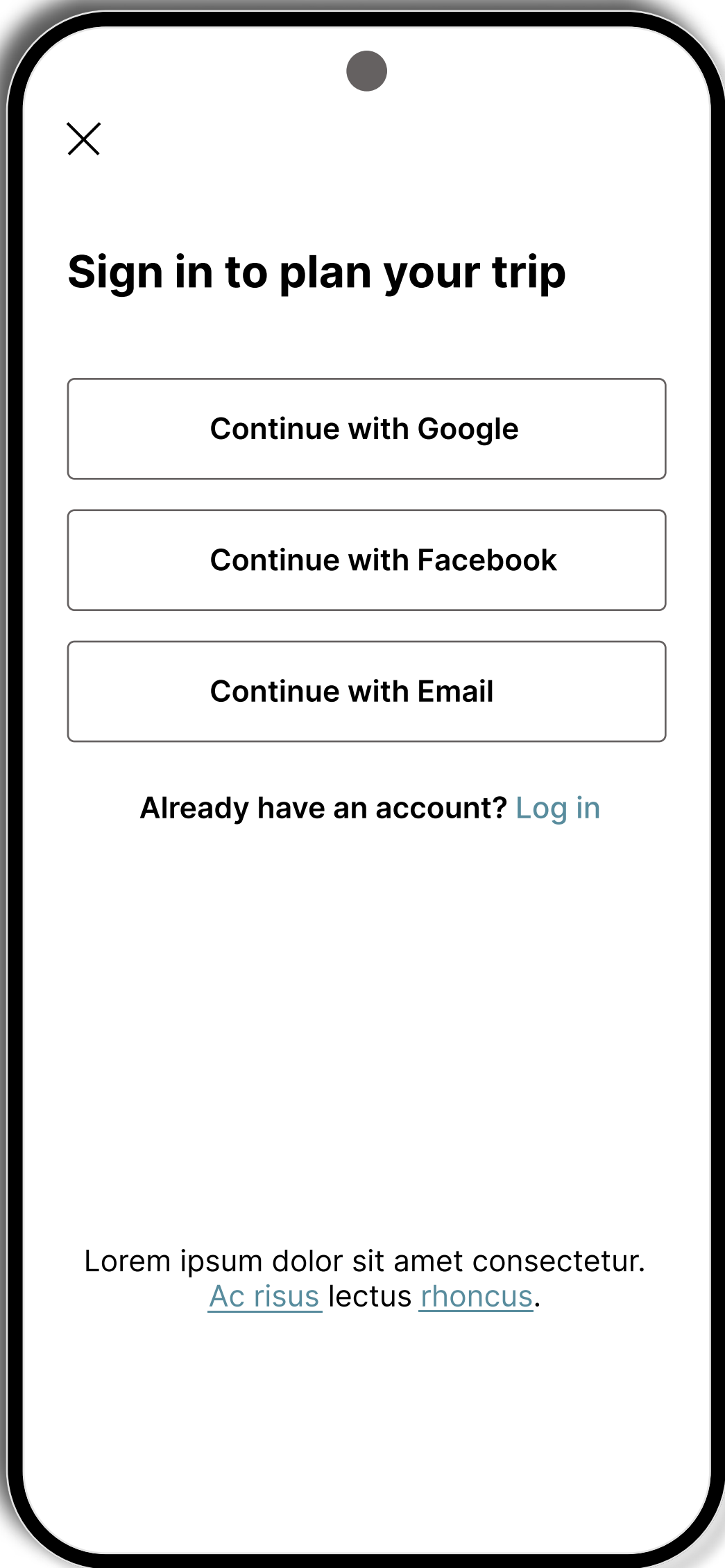
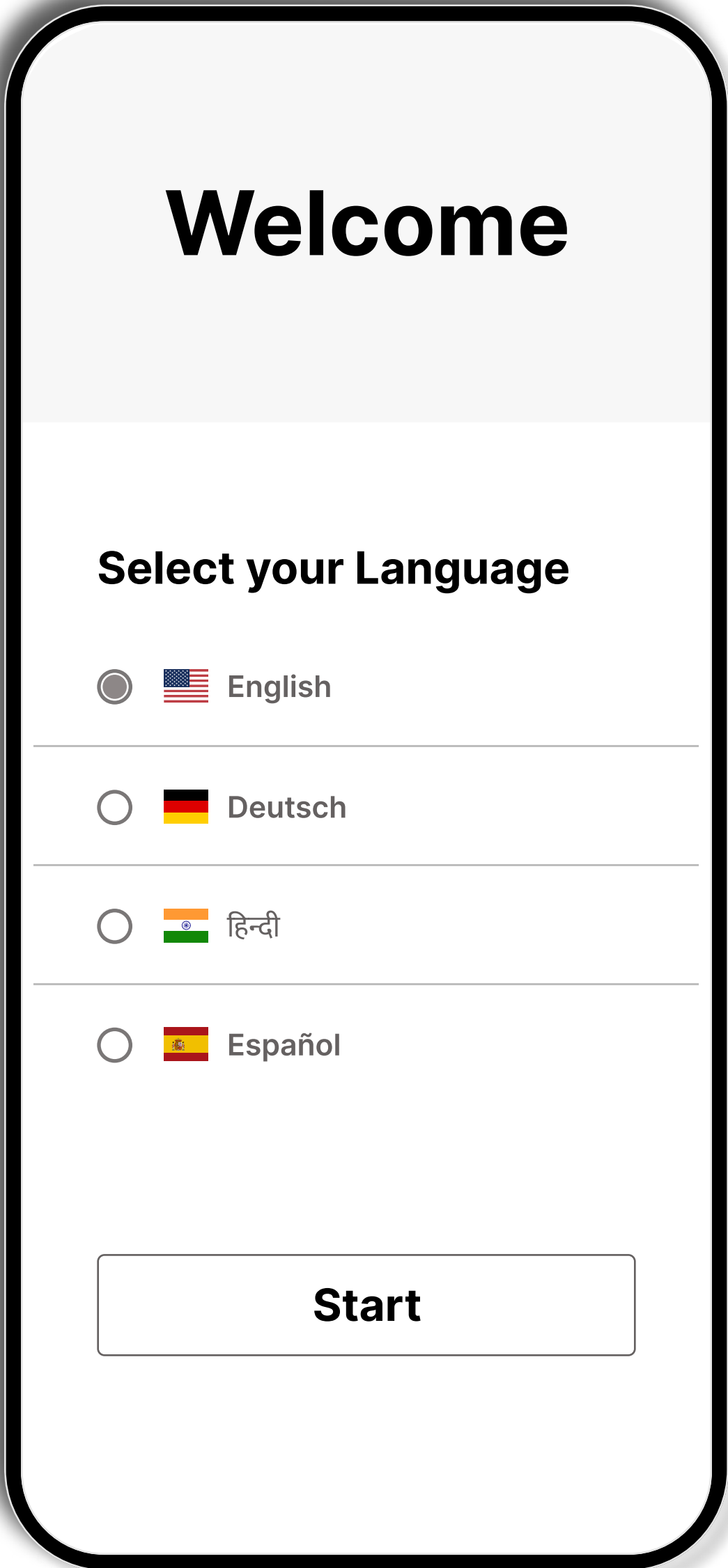
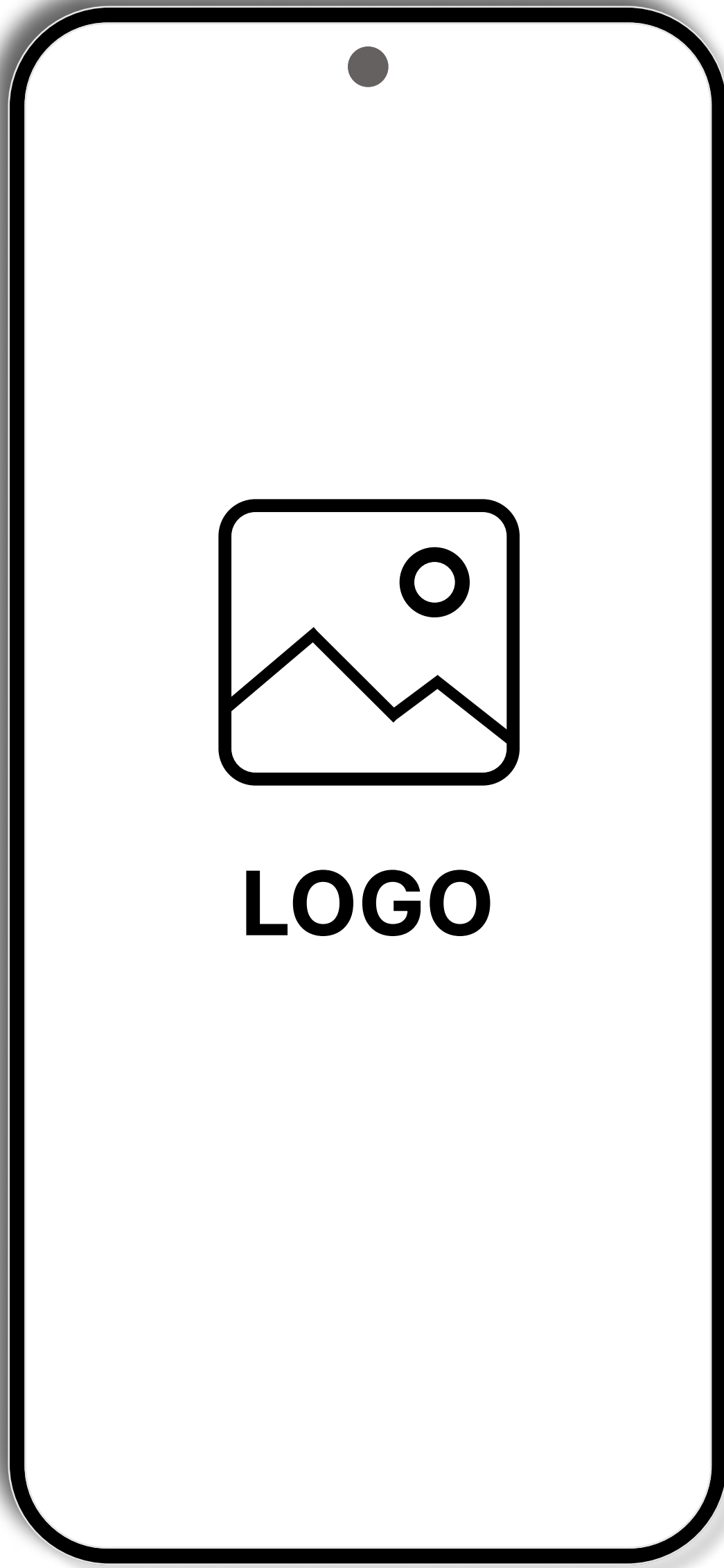
Empathy Map



Task Flow



Wireframes



Thank you for your time!