

# UX/UI Case Study

## Travel App

Help you navigate a foreign country

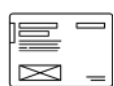
### My Role



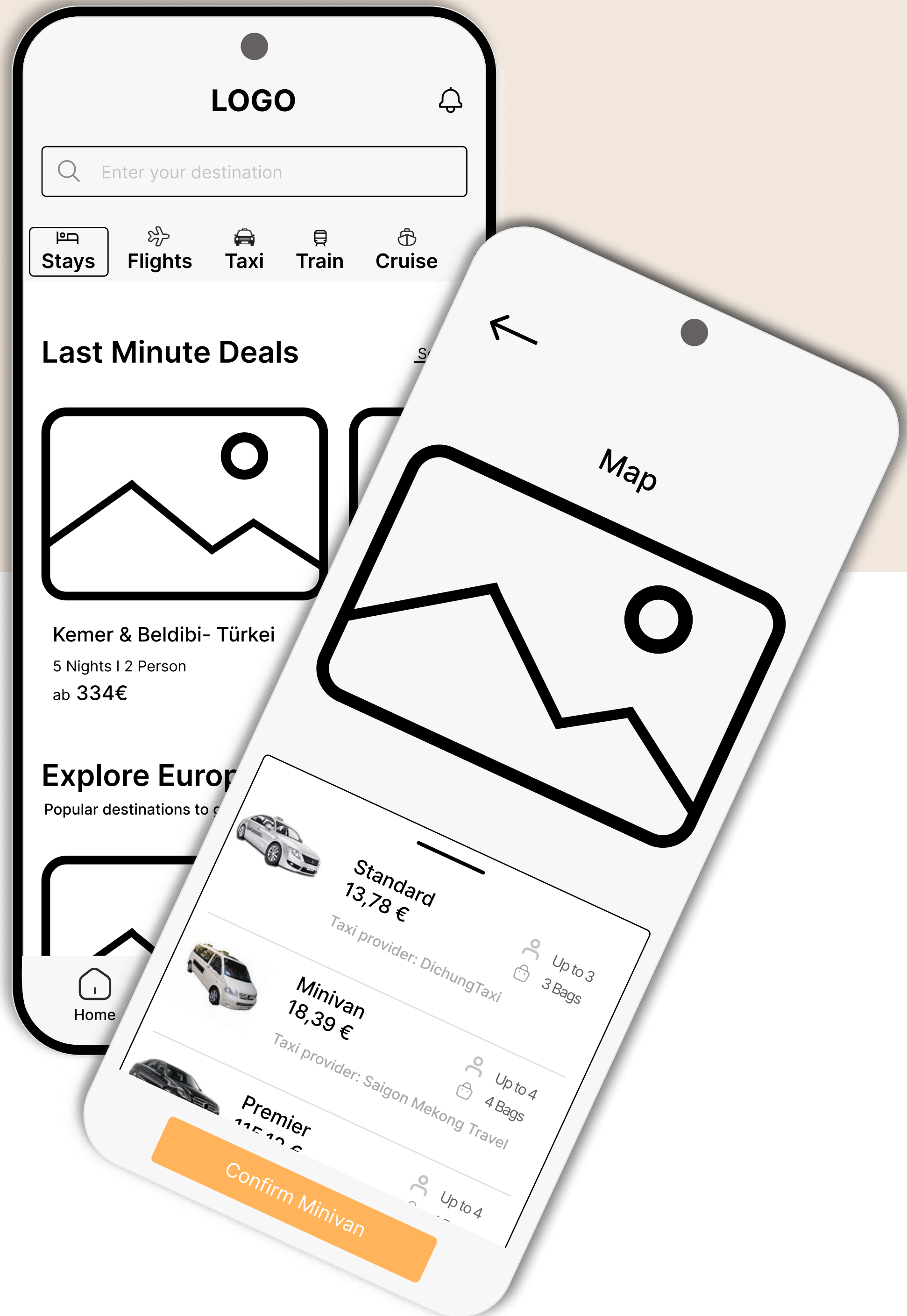
User  
Research



User  
Persona



Wireframe   User Flow



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# Project Overview

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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.

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# Design Process

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**Emphasize**

User Interview  
Competitive Analysis



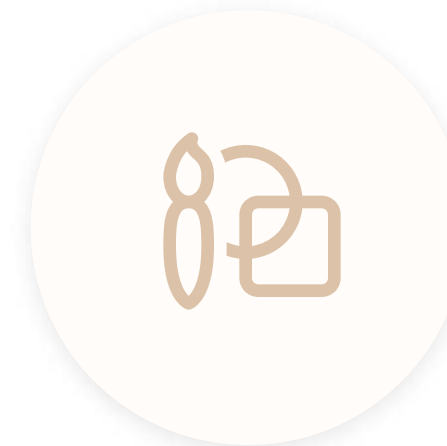
**Define**

User Persona  
Empathy Map



**Ideate**

Task Flow



**Design**

Wireframes

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# Emphasize

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## 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.



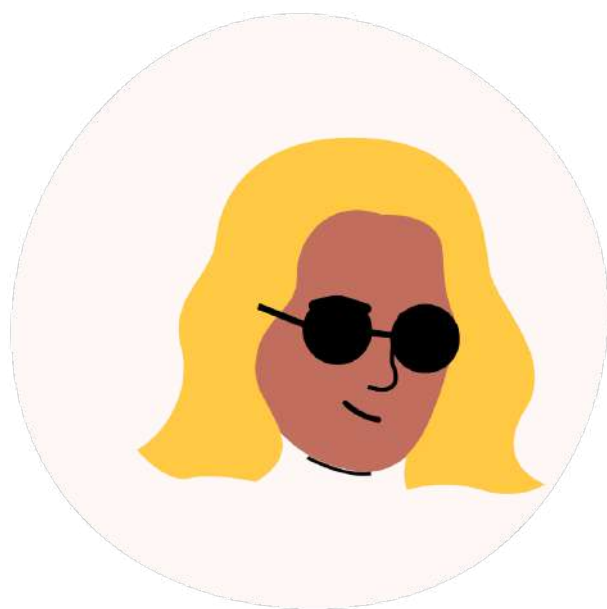
## Key Insights

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.

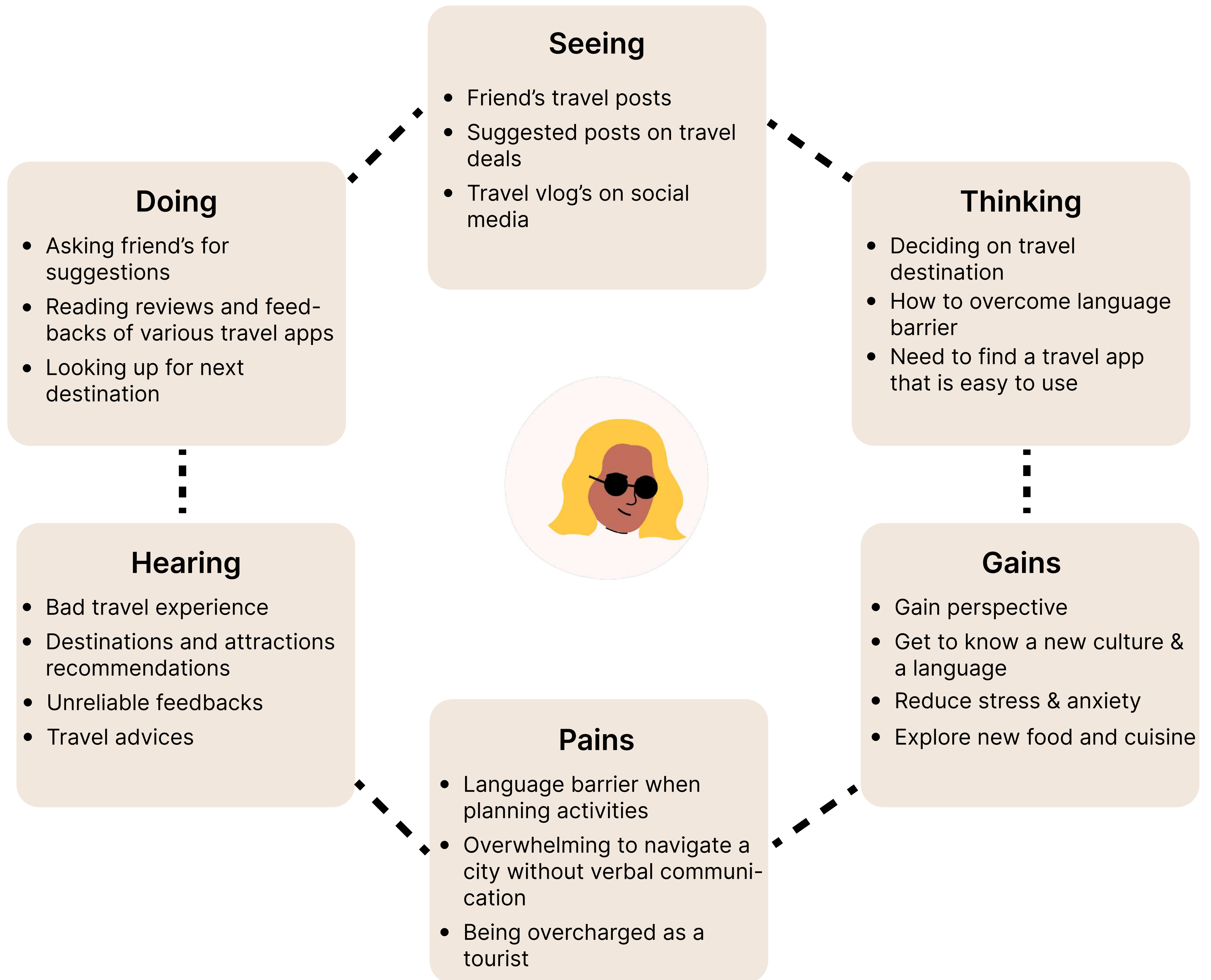
### Motivation

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

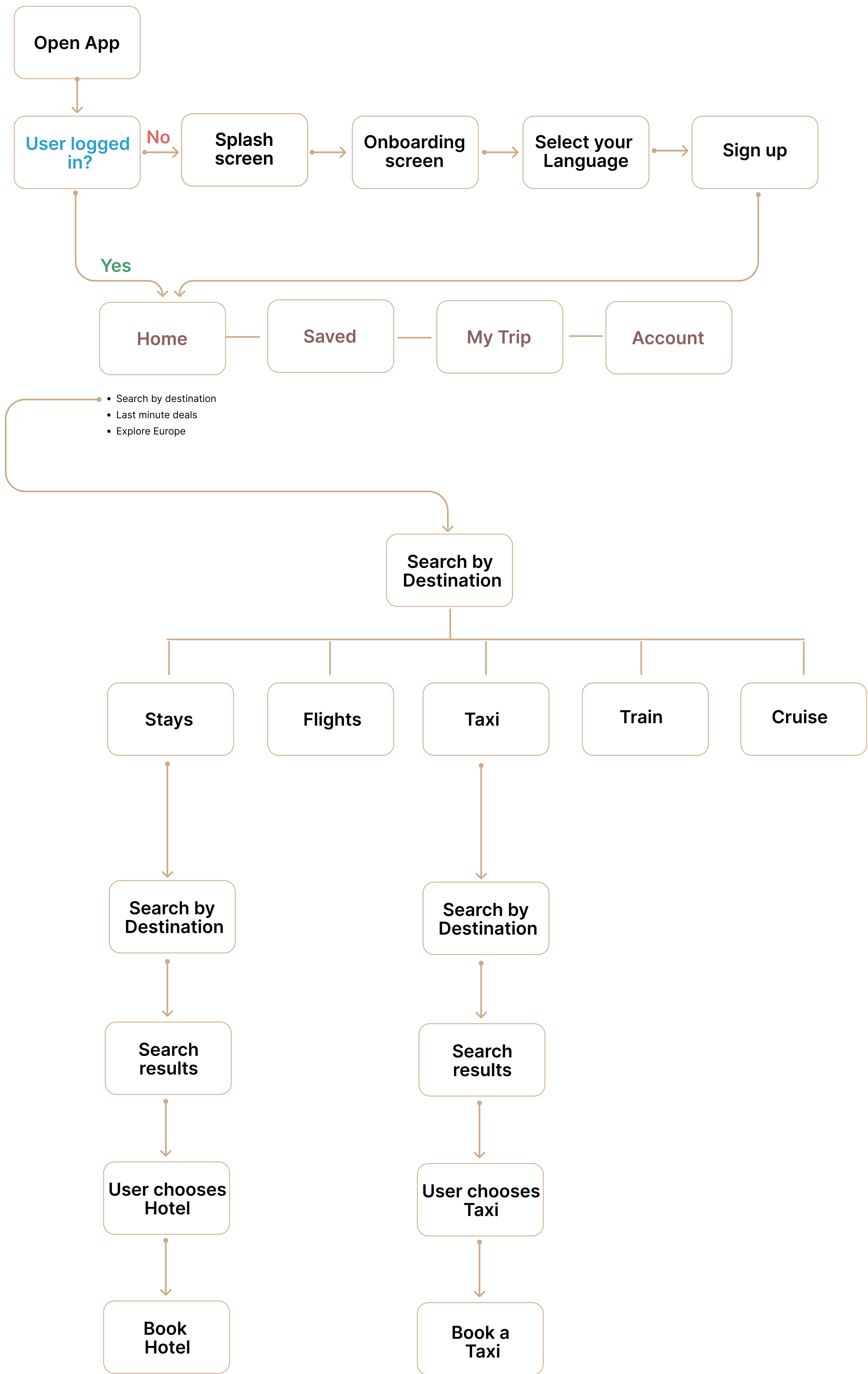
### Pain Points

- 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

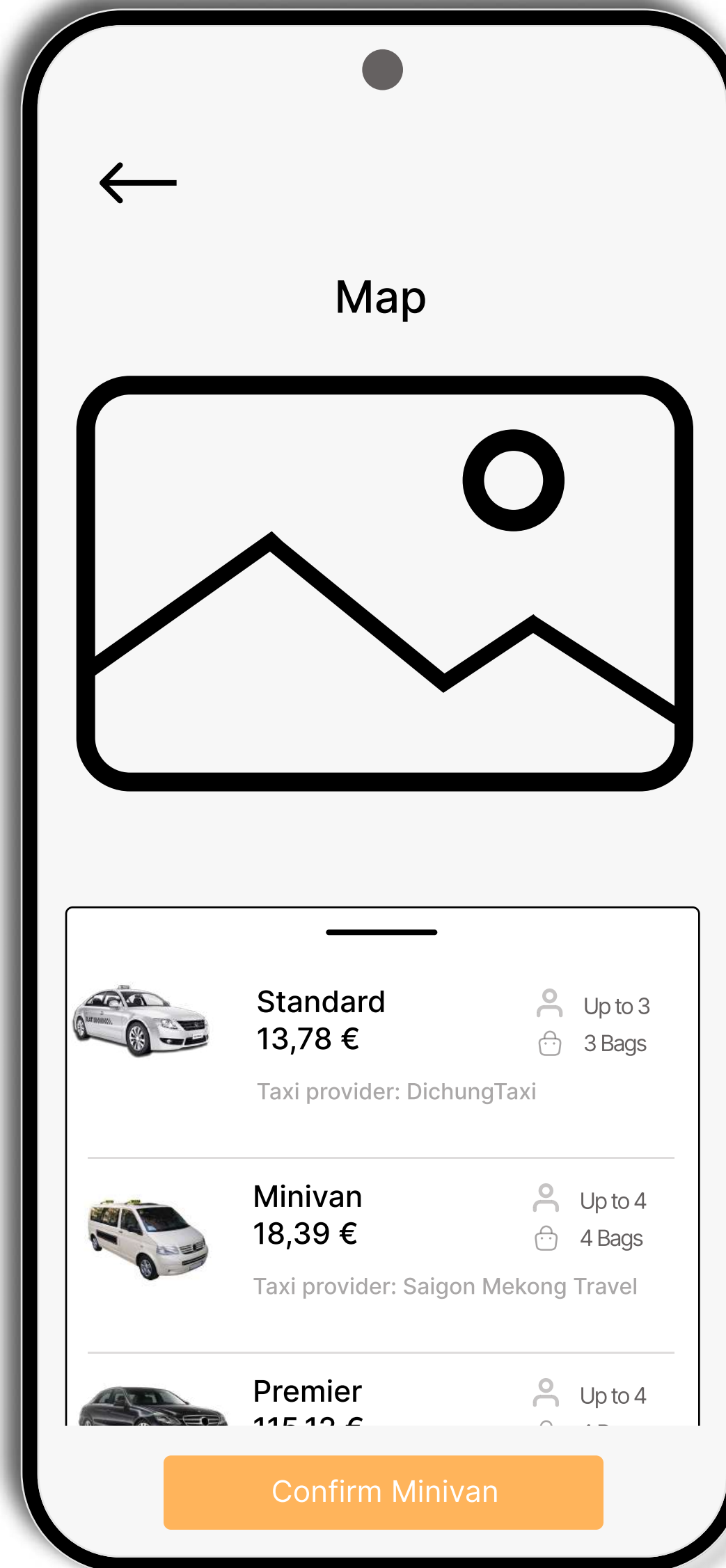
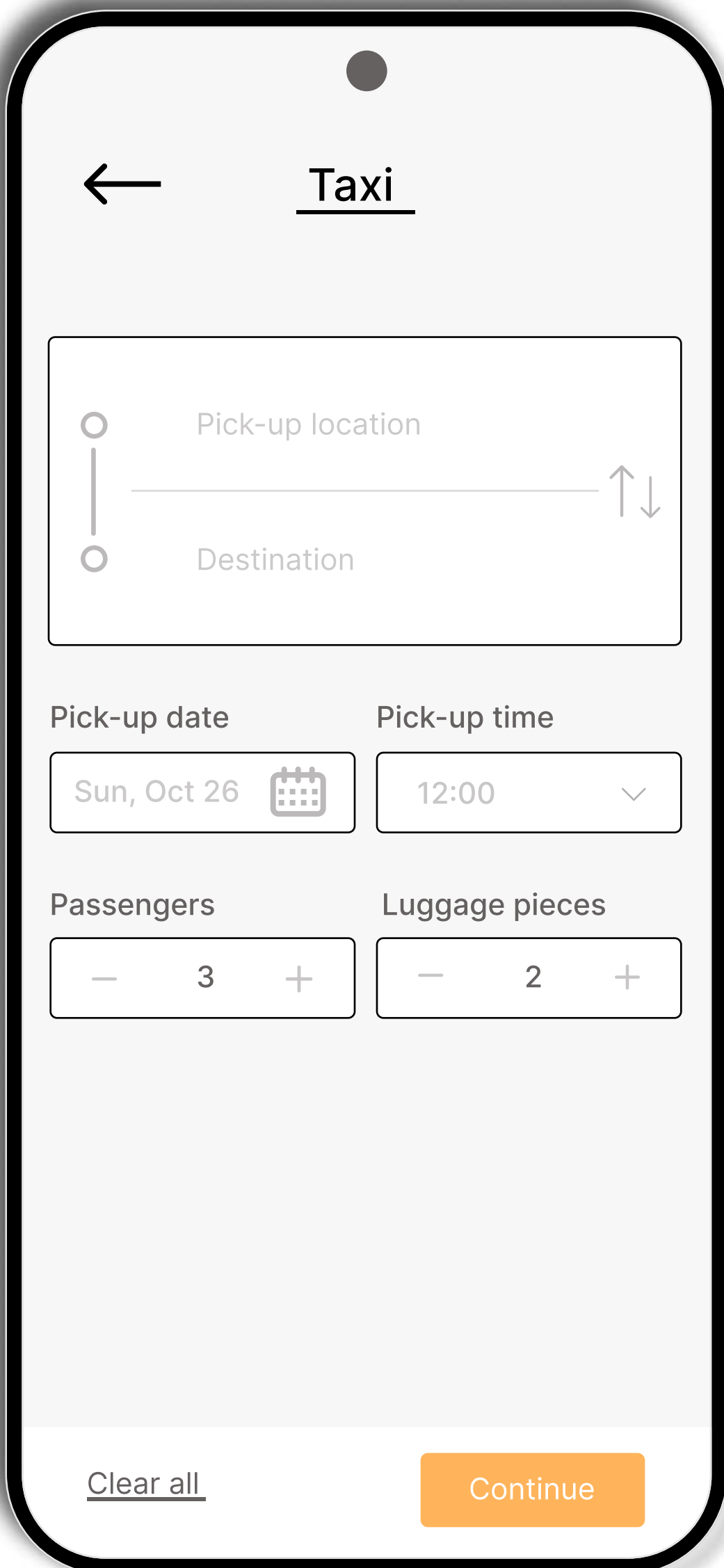
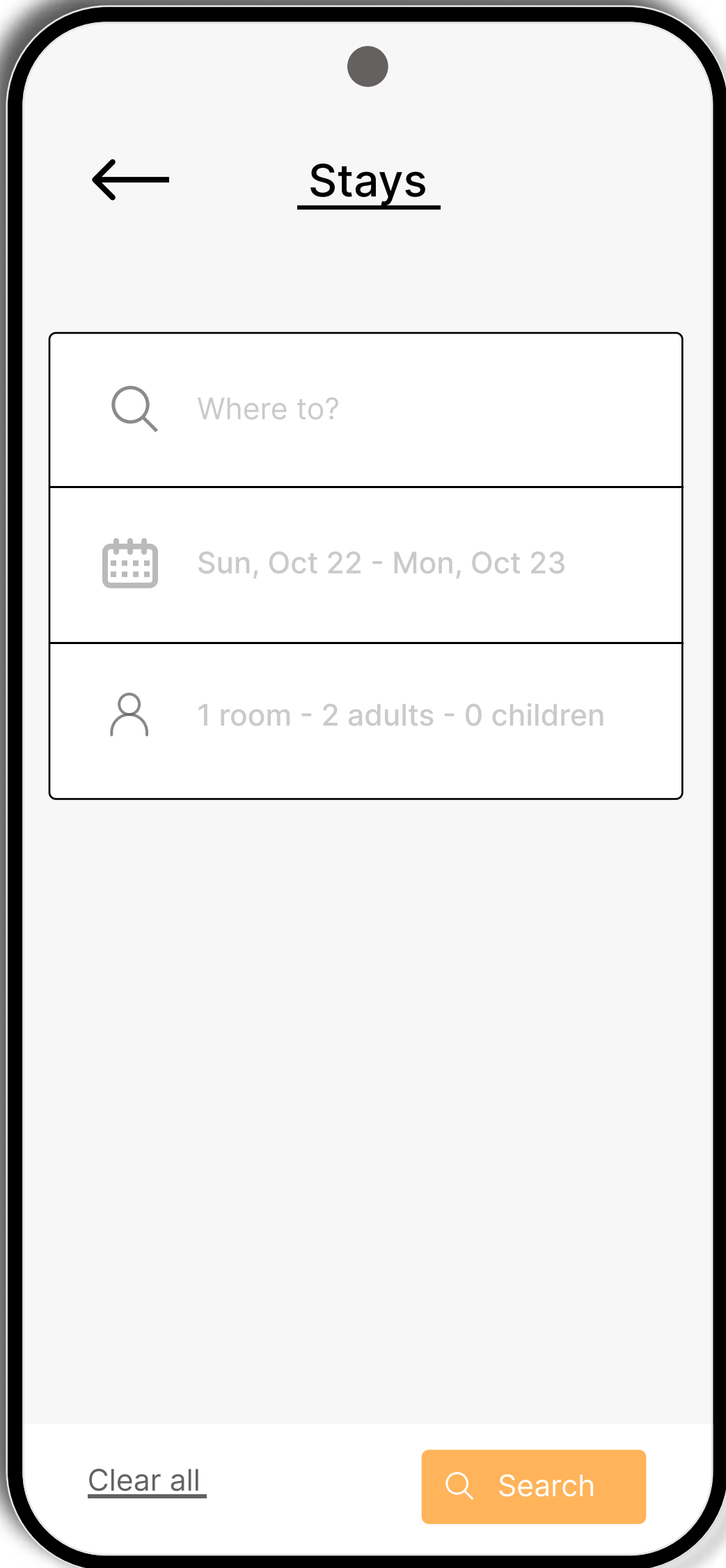
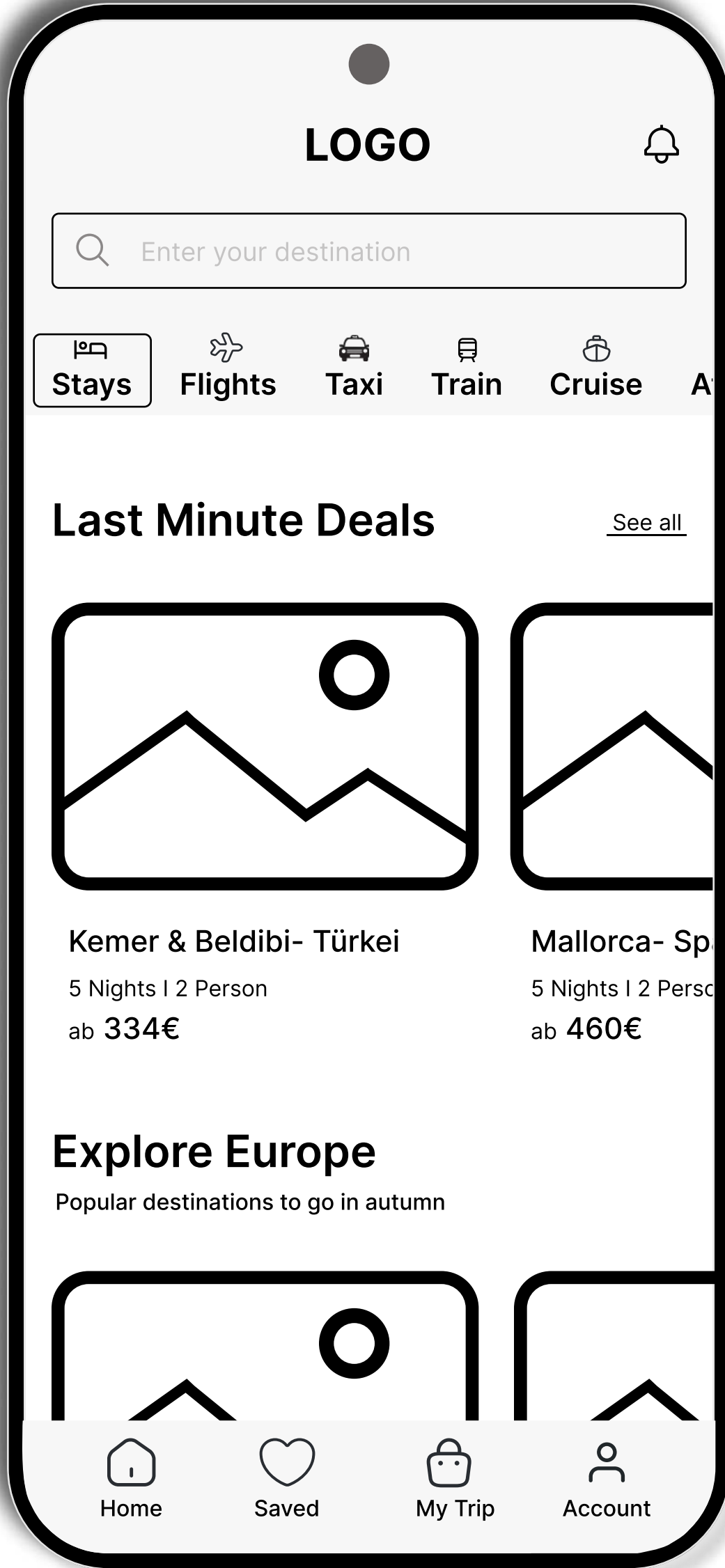
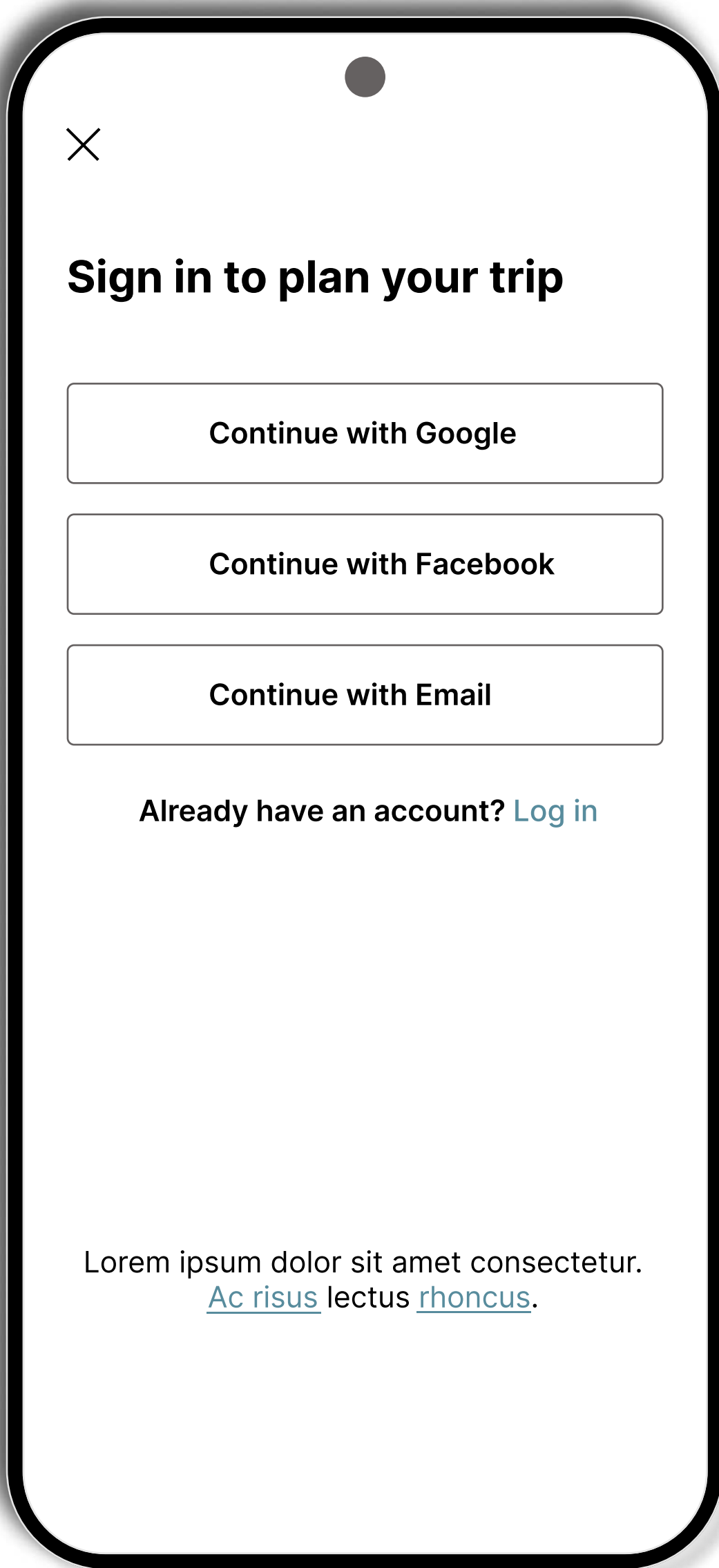
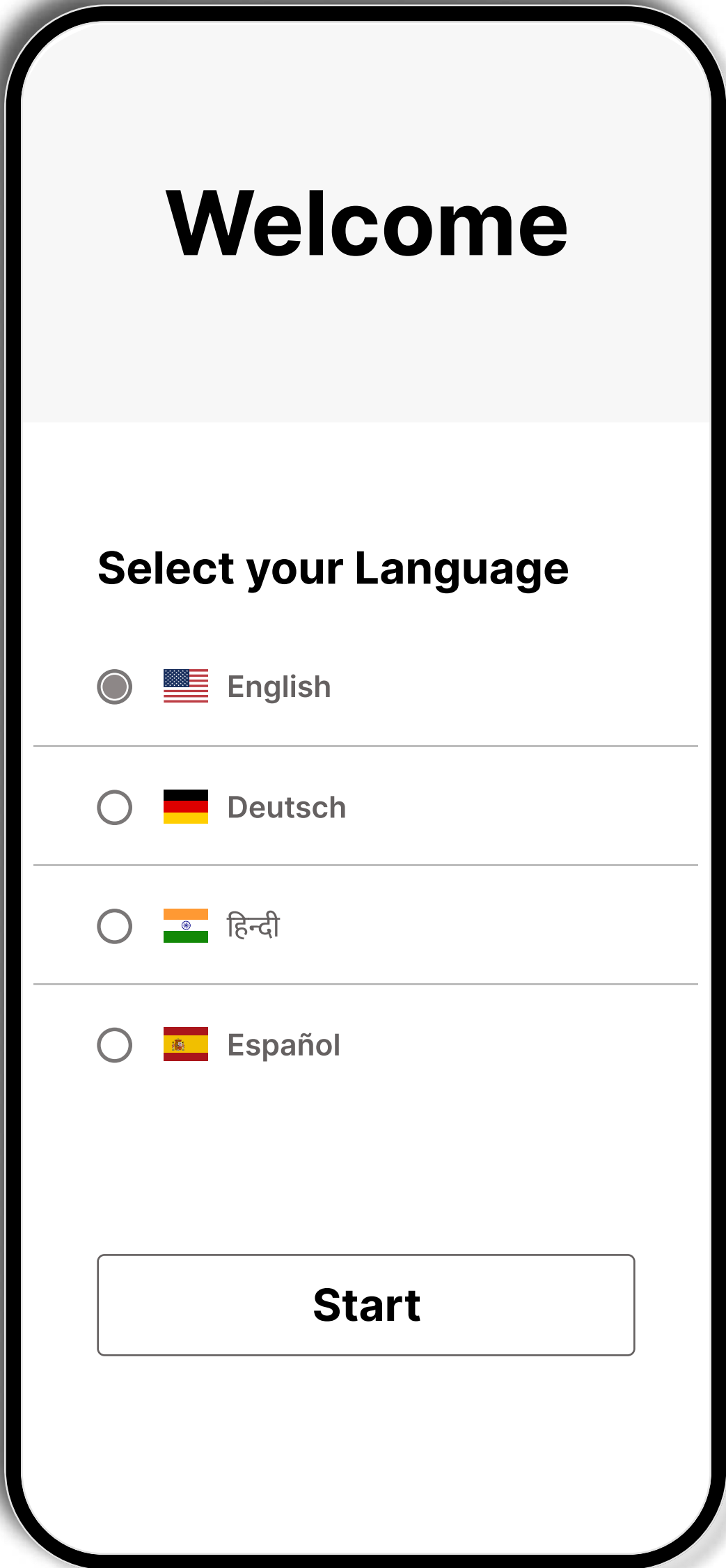
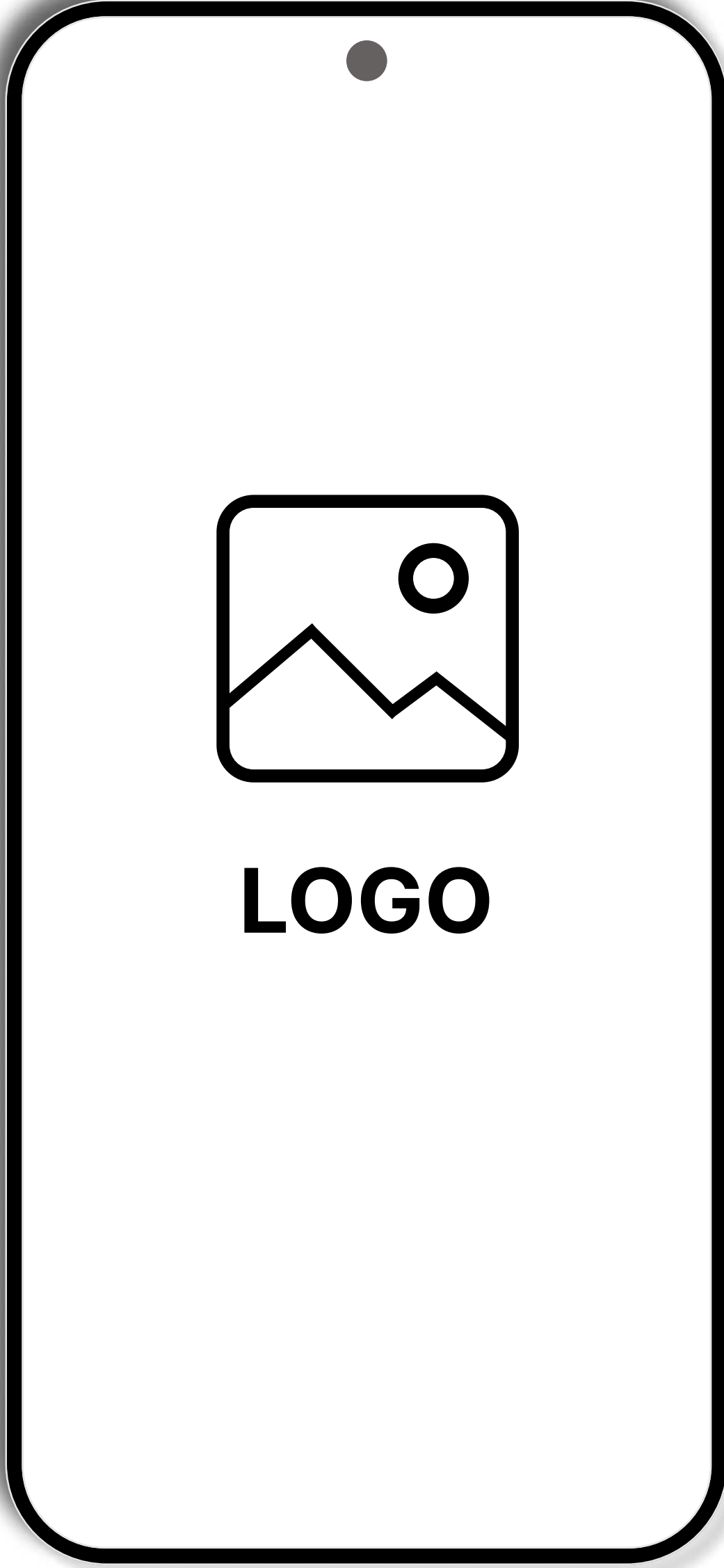
# Empathy Map



# Task Flow



# Wireframes



Thank you for your time!