



Marathwada Mitramandal's
COLLEGE OF ENGINEERING, PUNE
An Autonomous Institute



Project Based Learning

Title of Project :UI/UX Design for a Travel Planning Application

Sr.No	Name of Students	PRN No
1	Mihir Mukesh Adsul	B24IT1010
2	Onkar Arun Nimbalkar	B24IT1021
3	Omkar Babu Shinde	B24IT1123
4	Sundaram Parmeshwar Desai	B24IT1047
5		

Date:

Faculty In-Charge

CHAPTER 1: Introduction

Brief Overview of the Project

Project Focus: Creating the UI/UX design for a travel planning application.

Main Goal: To simplify the travel preparation process for users.

Core Features:

- 3.1. Flight booking
- 3.2. Itinerary management
- 3.3. Budget tracking
- 3.4. Additional travel planning tools

Target Outcome:

- 4.1. Provide a seamless and intuitive user experience
- 4.2. Make it easy to plan and track trips
- 4.3. Enhance the overall convenience and enjoyment of travel planning

Overall Objective: To improve the efficiency, organization, and enjoyment of travel preparation for users.

Objective:

Project Goal: Design an intuitive and efficient UI/UX for a travel planning application.

Primary Focus Areas:

- 2.1. Simple and user-friendly navigation
- 2.2. Clear and organized information architecture
- 2.3. Interactive and engaging features
- **User-Centered Objective:** Cater to users' travel needs effectively.

Emotional Benefit: Reduce the stress associated with trip planning and organization.

Decision-Making Support: Enable better choices through well-structured and informative design.

User Experience Outcome: Deliver a smooth, enjoyable, and efficient travel planning experience

Importance of UX in Making

Effective UX in Travel Planning Apps: Ensures that organizing and managing trips is simple, smooth, and engaging for users.

Role of Financial Tracking in Travel Apps:

- 2.1. Allows users to **set and manage travel budgets**.
- 2.2. Helps **track expenses** in real-time during trips.
- 2.3. Supports users in making **cost-effective decisions** (e.g., choosing cheaper transport or accommodations).

Importance of UX Design in Financial Features:

- 3.1. Simplifies complex financial tasks with **clean interfaces and clear visuals** (charts, budget progress bars, etc.).
- 3.2. Ensures **easy access** to financial data without overwhelming the user.
- 3.3. Encourages users to stay on top of their budget with **reminders, alerts, and summaries**.

Overall Outcome: A travel planning app with well-designed financial tracking tools empowers users to **plan smarter, spend wisely, and enjoy their trips more fully**.

CHAPTER 2: UX Research Report

Research Methods

To inform the design process, we used the following research methods:

- **Surveys:** Gathered insights from potential users about their travel planning habits and pain points.
- **Interviews:** Conducted one-on-one interviews with frequent travelers to dive deeper into their needs.
- **Competitive Analysis:** Analyzed existing travel planning apps to identify strengths, weaknesses, and opportunities.

Survey Results & Interviews

- **Survey Insights:**
 - Common financial challenges include managing travel budgets, tracking expenses, and dealing with unexpected costs.
 - Users prefer features like integrated budgeting tools, easy-to-use flight booking options, and a simple overview of their itinerary.
- **Functional Requirements:**
 - Budget management tools
 - Trip itinerary organization
 - Notifications and reminders for bookings

- **Nonfunctional Requirements:**

- Intuitive navigation
- Quick response time
- Visually appealing design

- **Interview Summaries:**

- **User A (Frequent Business Traveler):** "I need an app that allows me to easily track my expenses and have everything in one place."
- **User B (Family Vacation Planner):** "Having a clear itinerary with budget details would help us plan better and avoid surprises during the trip."

User Personas

1. Persona 1: Onkar, Student traveler

- **Goals:** Save money while exploring new destinations
- **Frustrations:** Difficulty sticking to a tight budget, unorganized trip details
- **Behaviors:** Often plans last-minute trips; relies on budget-friendly options
- **Motivations:** Value for money, easy-to-follow plans, and flexibility

2. Persona 2: Mahesh, Working Professional

- **Goals:** Efficient planning of both business and leisure trips
- **Frustrations:** Overwhelmed by fragmented information, lengthy booking processes
- **Behaviors:** Prefers organized, pre-planned trips with quick access to critical details
- **Motivations:** Time-saving features, streamlined planning

3. Persona 3: Mukesh, Family Vacation Planner

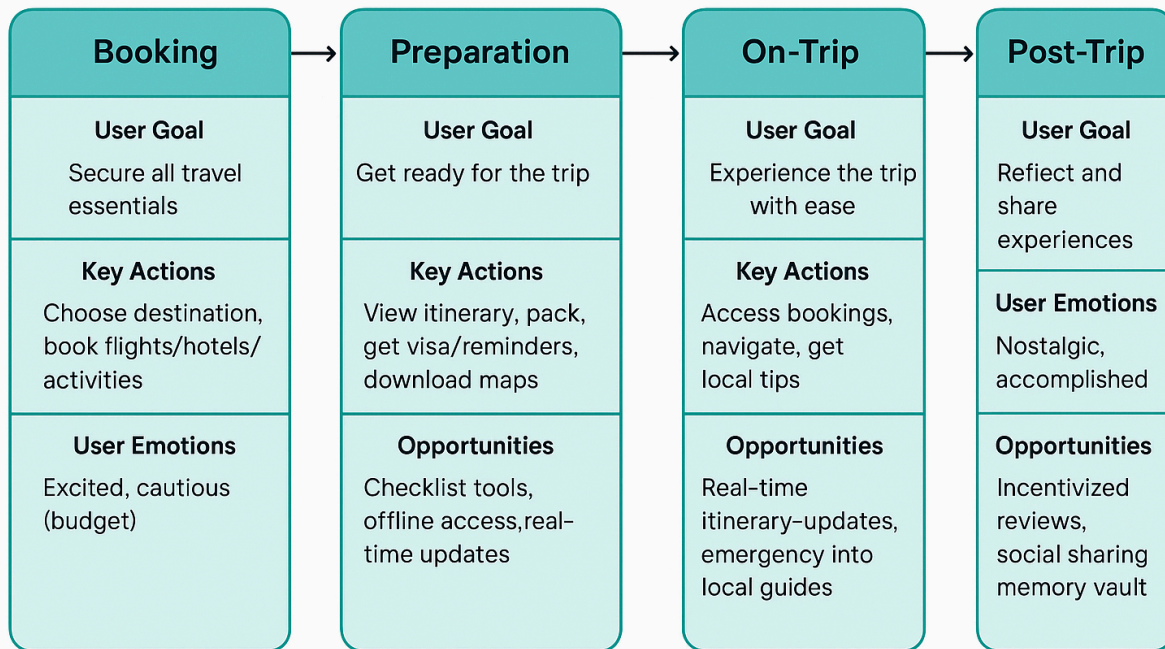
- **Goals:** Create a fun and memorable trip for the family while managing finances
- **Frustrations:** Lack of clarity in expense tracking and travel arrangements

- **Behaviors:** Plans family trips months ahead; values clear budgets and itinerary breakdowns
- **Motivations:** Ensuring a smooth trip, minimizing financial stress

Journey Maps

A journey map illustrates the travel planning experience, from initial research to post-trip activities:

Travel Planning Application



- **Pain Points:** Confusing booking interfaces, fragmented information about expenses, difficulty managing multiple bookings at once
- **Opportunities:** Consolidating expenses into one view, easy-to-access travel itineraries, personalized recommendations based on user behavior

CHAPTER 3: UX Audit Document

Heuristic Evaluation of Existing Travel Apps

Popular travel apps often suffer from usability issues such as cluttered interfaces, hard-to-find features, and overly complex booking flows. These issues create frustration for users who seek a straightforward travel planning experience. This is the main point which plays an impact on the cost function.

Key UX Issues Identified

- **Difficult Navigation:** Many apps have complex menus and options that confuse users.
- **Lack of Visual Clarity:** Poor design choices lead to a disorganized and hard-to-read interface.
- **Overwhelming Data Presentation:** Too much information presented at once, making it hard for users to focus on key elements.

CHAPTER 4: Task Flows & Sitemap

Task Flows: Most important task flows are:

Flight Booking System:



Travel insurance :



CHAPTER 5: Wireframes & Interactive Prototype (Figma)

5.1 Low-Fidelity Wireframes

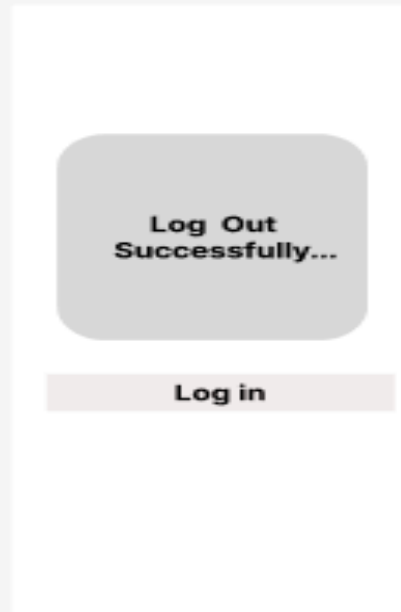
Initial wireframes will focus on the layout of key screens:

- **Dashboard:** Simple overview of trip and budget.
- **Expense Input:** Clear, easy-to-use form for adding expenses.
- **Reports:** Basic layout to display financial summaries.

Android Compact - 23



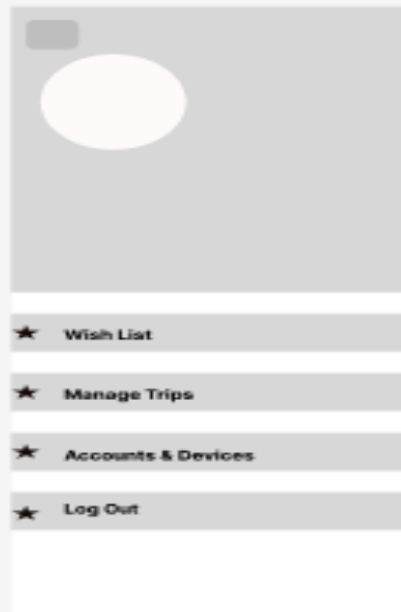
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Android Compact - 8



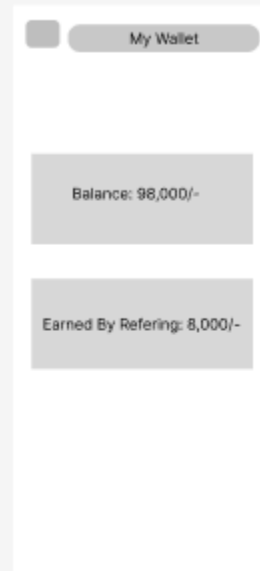
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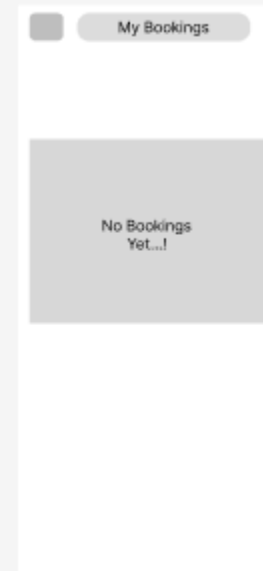
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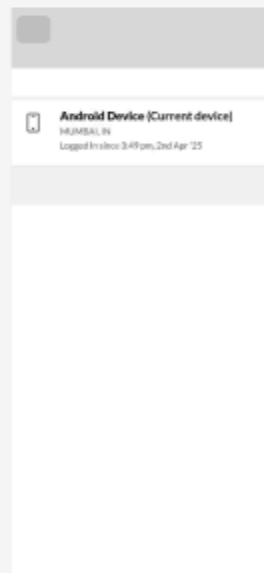
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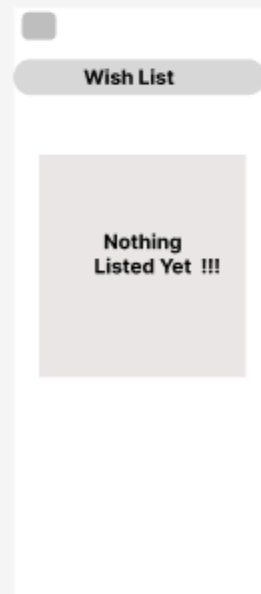
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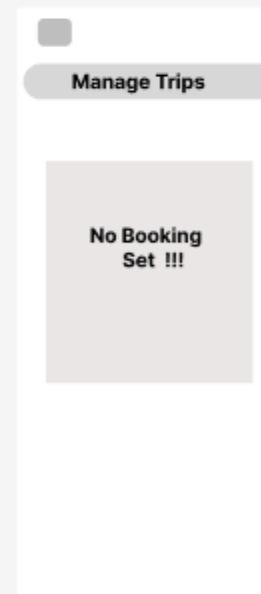
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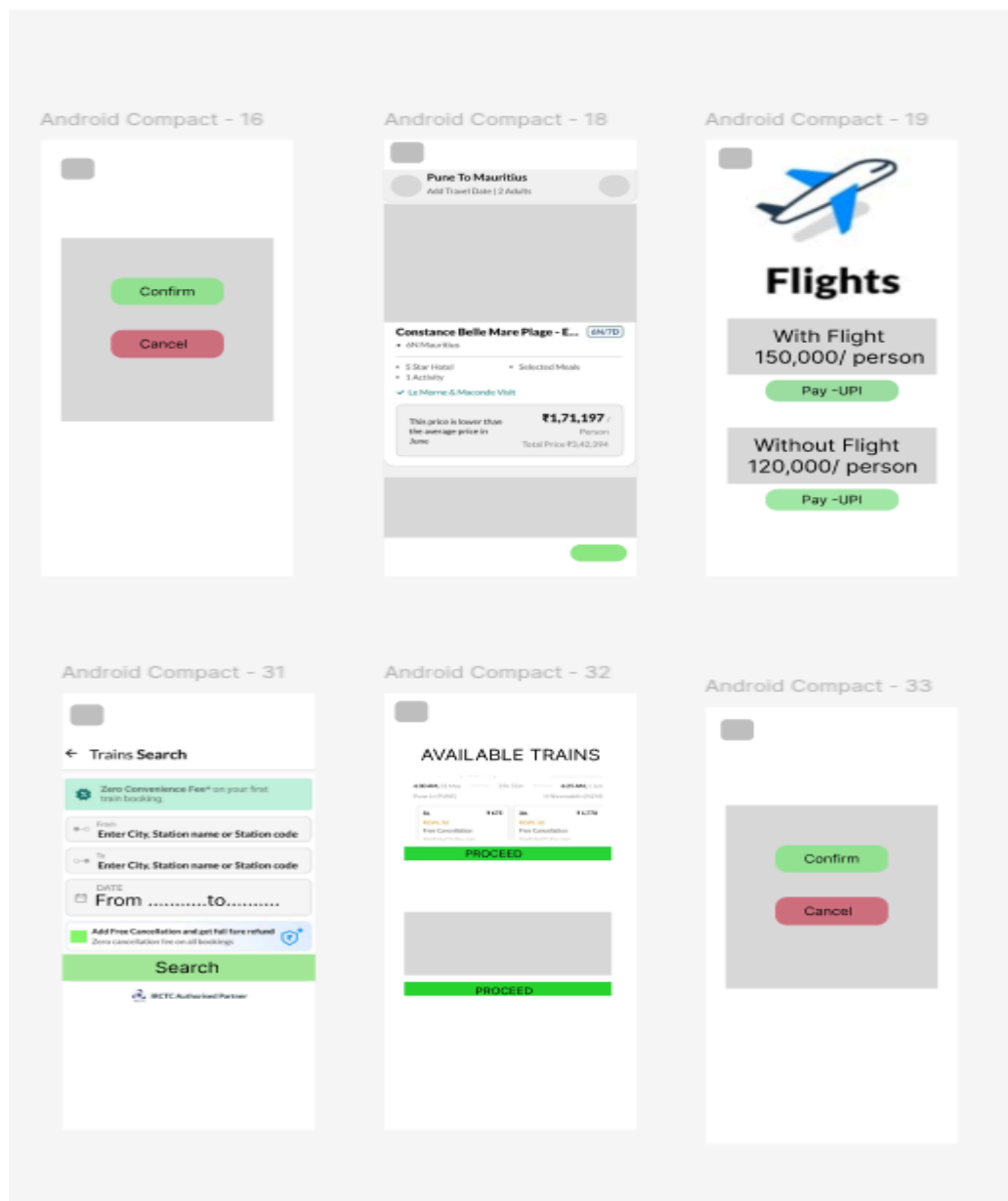


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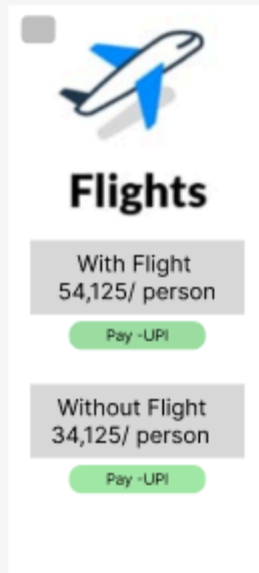


5.2 High-Fidelity Prototype

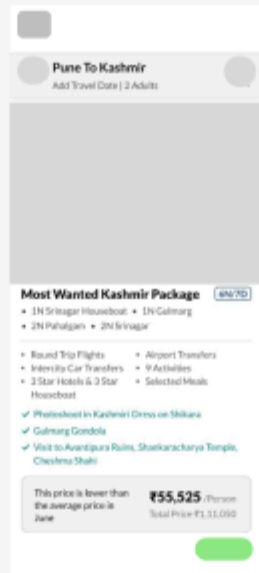
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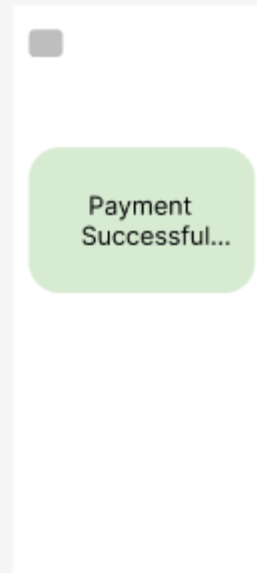
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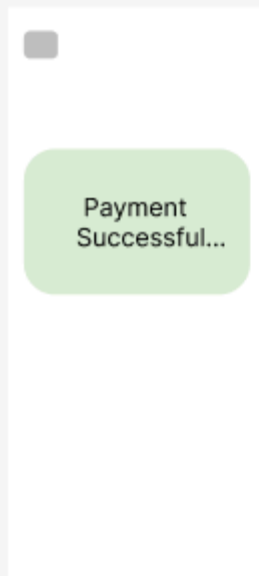
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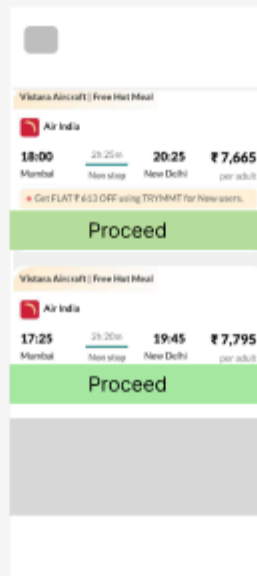
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Android Compact - 27



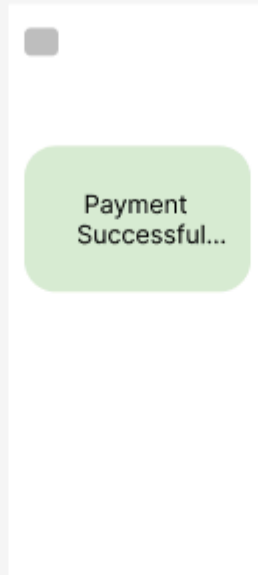
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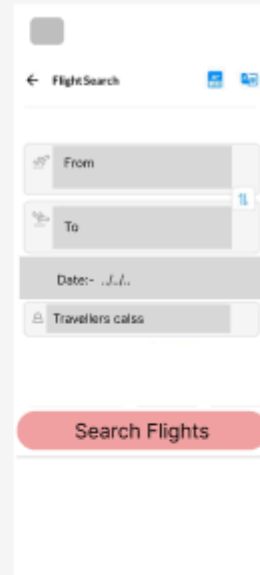
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Android Compact - 25



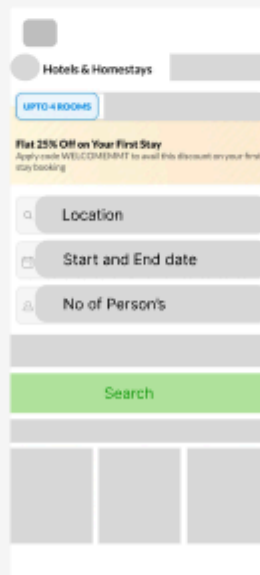
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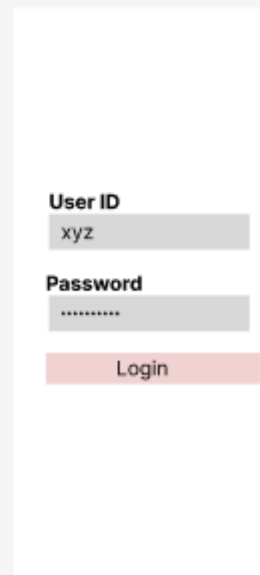
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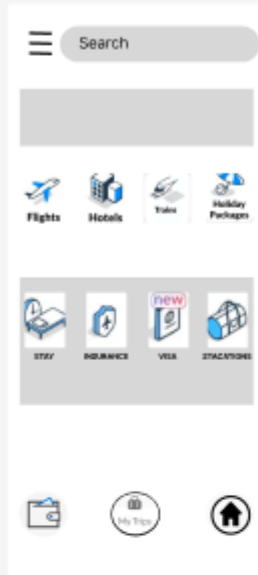
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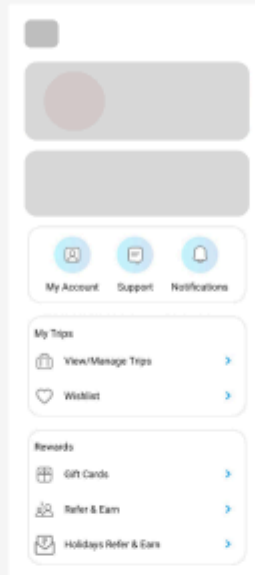
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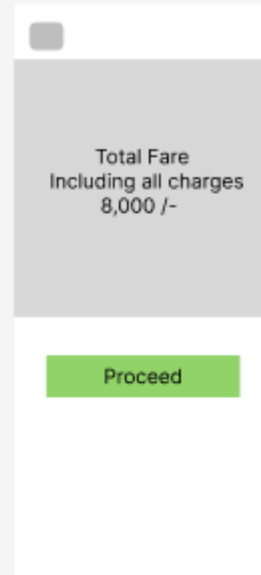
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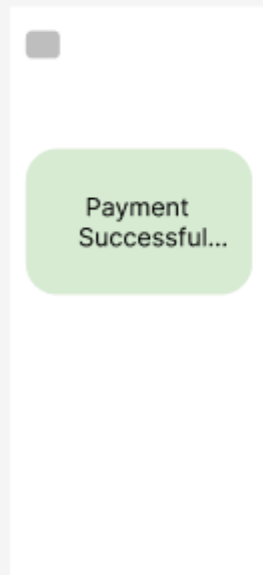
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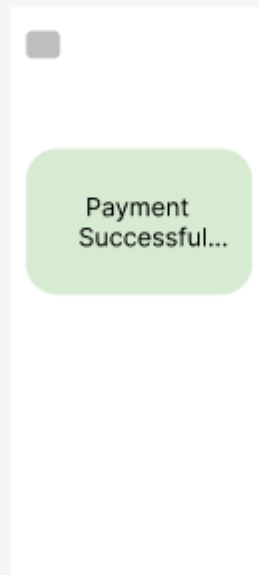
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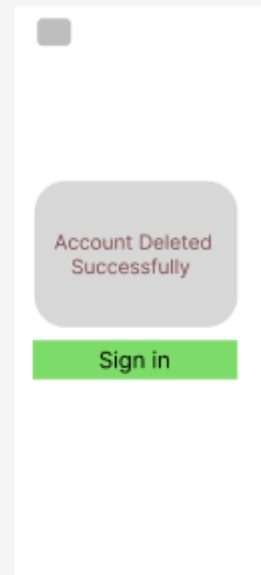
Android Compact - 34



Android Compact - 20



Android Compact - 11

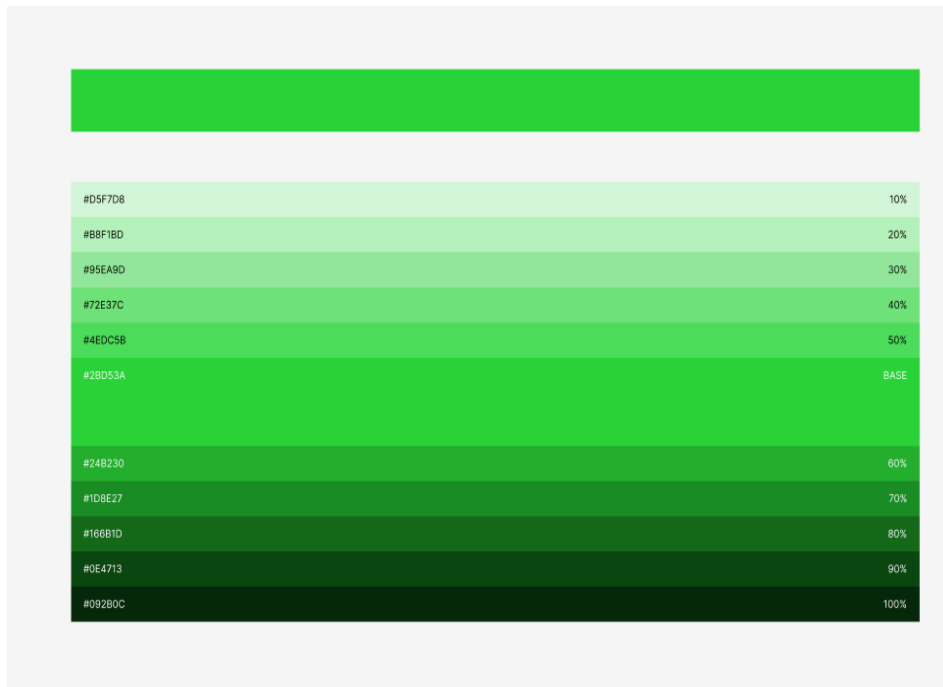


CHAPTER 6: Style Guide (UI Components, Typography, Color Scheme)

Color Palette

- **Primary Colors:**

Green (growth, success)



- **Secondary Colors:**

Brownish red.



Blue:



UI Components

- **Buttons:** Rounded, modern with subtle hover effects
- **Cards:** Used for displaying trip details and financial info
- **Icons:** Simple, intuitive icons for actions (e.g., add expense, set goal)

CHAPTER 7: Findings, Designs & Improvements

7.1 Key Research Insights

- Users value simplicity and efficiency.
- Financial tracking and budgeting are critical features.
- There is a need for seamless integration of trip and financial data.

7.2 Final Design Showcase

7.3 Future Improvements

Based on user feedback, potential future improvements may include:

- Integration with third-party services (e.g., flight booking, hotel reservation).
- Enhanced personalization options (e.g., custom travel itineraries, budget suggestions).
- Offline mode for users who may not have internet access while traveling.