



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



**Project Based Learning**

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

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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**

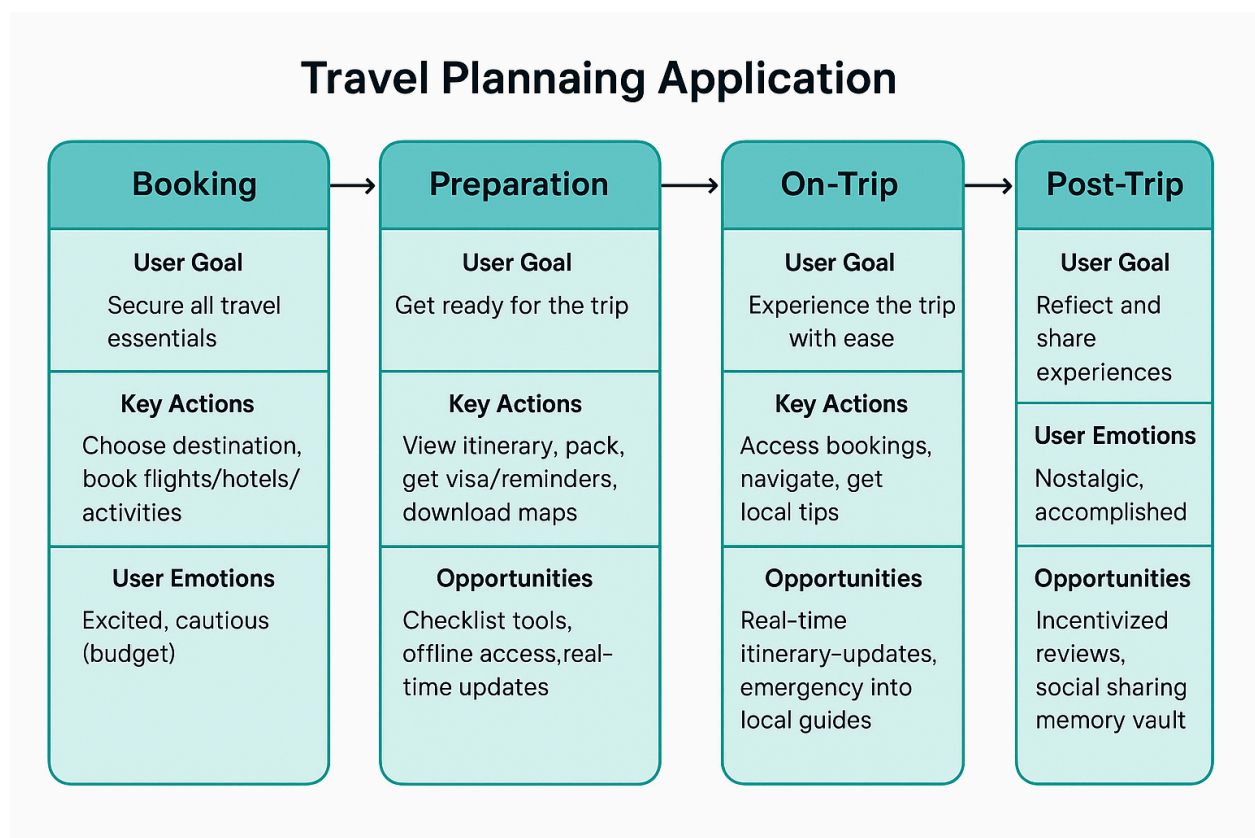
- **Goals:** Efficient planning of both business and leisure trips
- **Frustrations:** Overwhelmed by fragmented information, lengthy booking processes
- **Behaviors:** Prefers organized, pre-planned trips with quick access to critical details
- **Motivations:** Time-saving features, streamlined planning

### **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:



- **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.

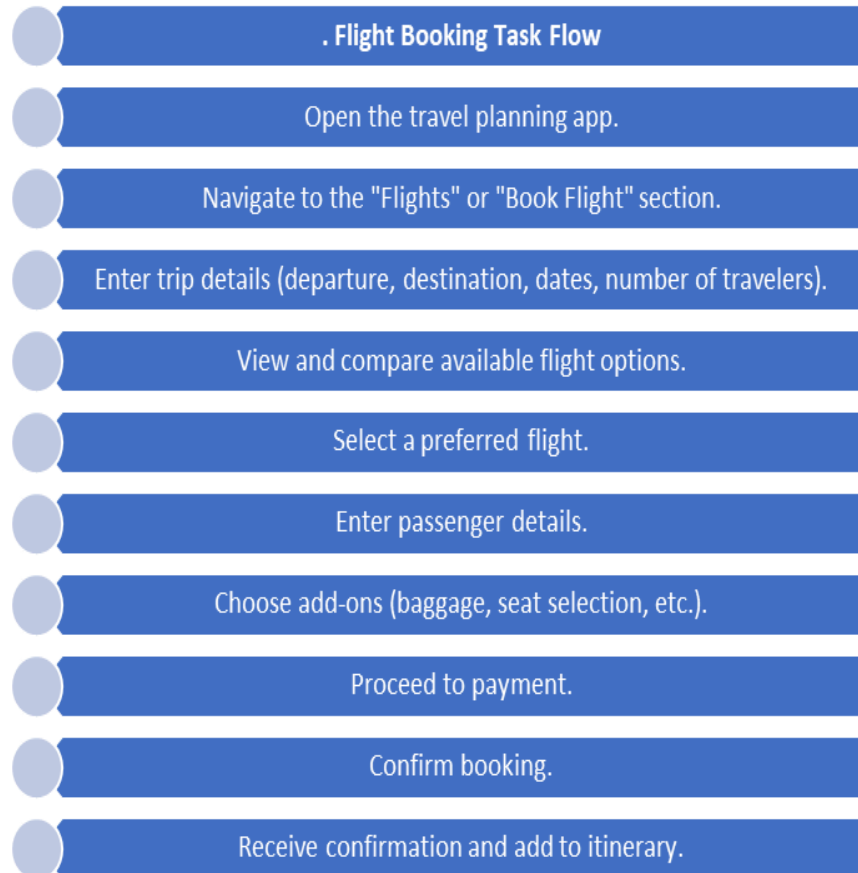
### **Key UX Issues Identified**

- **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 :

- 1 Open the app and navigate to the **Travel Insurance** section.
- 2 Input trip details (dates, destination, travelers).
- 3 Choose the type of insurance plan needed.
- 4 Compare available insurance options.
- 5 Select a plan and view coverage details.
- 6 Enter traveler information and disclosures.
- 7 Agree to terms and proceed to payment.
- 8 Confirm purchase and receive policy documents.
- 9 .

## **CHAPTER 5: Wireframes & Interactive Prototype (Figma)**

### **5.1 Low-Fidelity Wireframes**

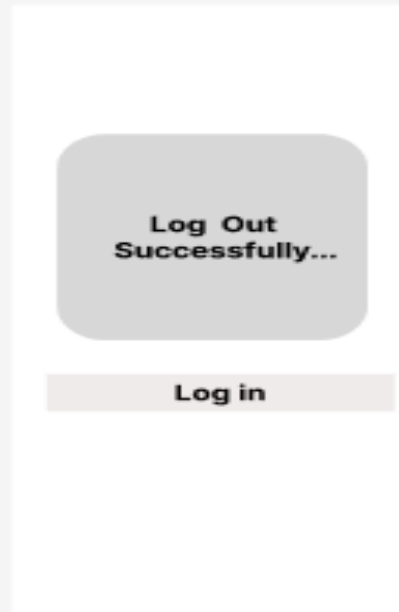
Initial wireframes will focus on the layout of key screens:

- **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



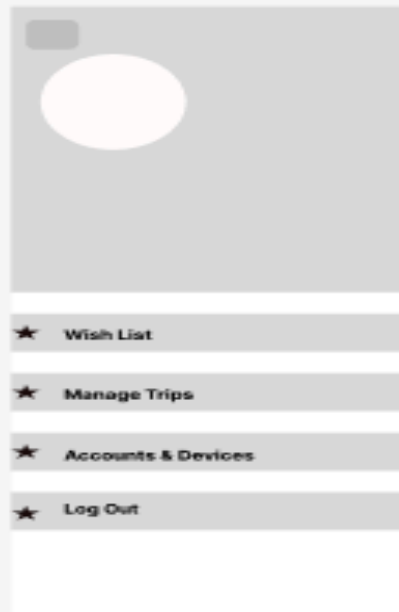
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Android Compact - 8



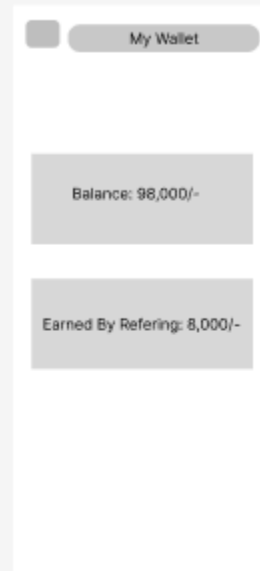
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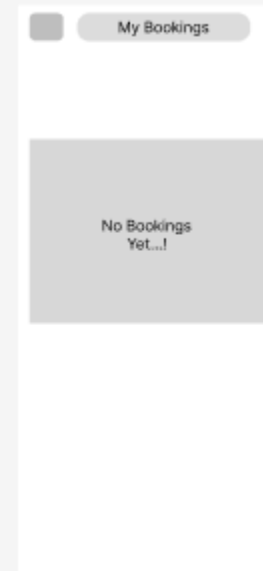
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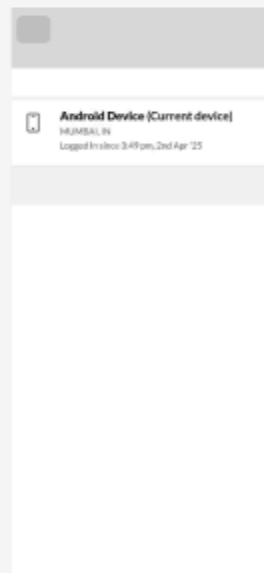
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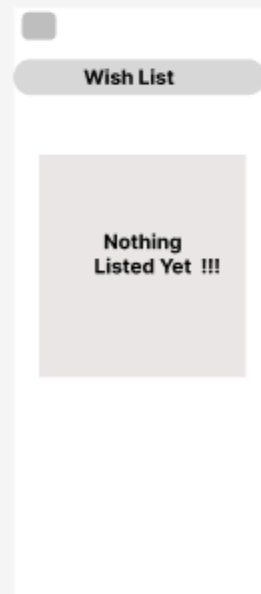
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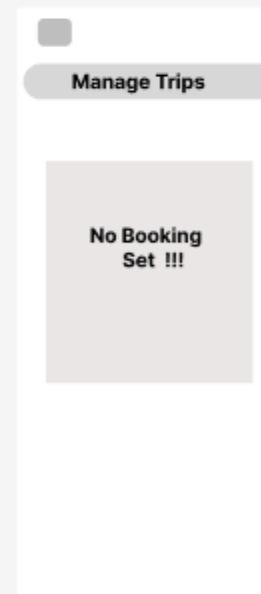
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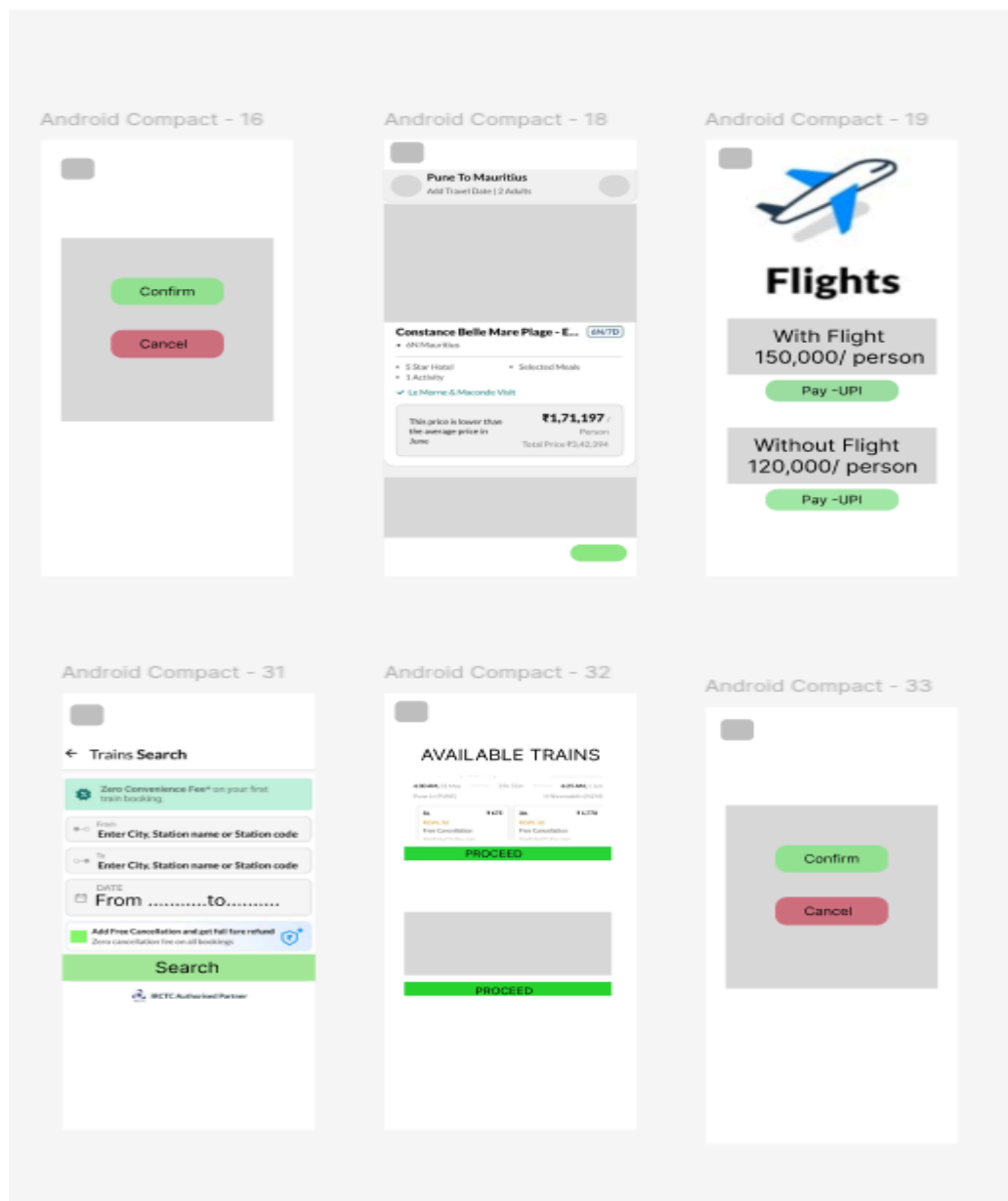


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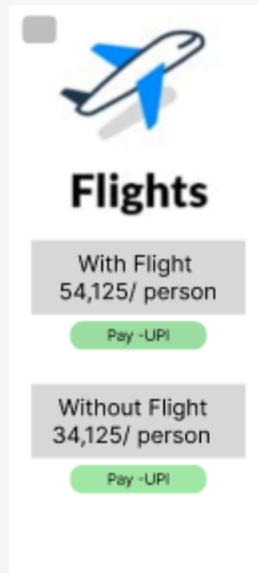


## 5.2 High-Fidelity Prototype

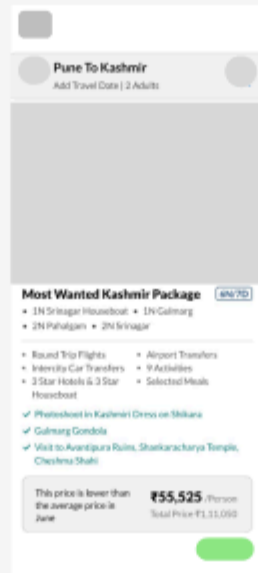
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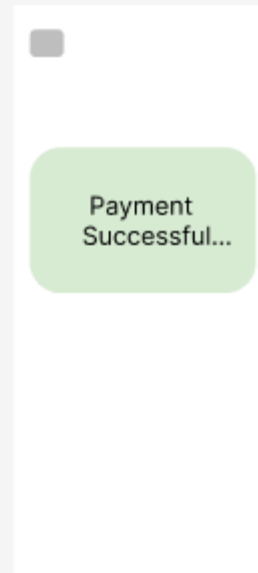
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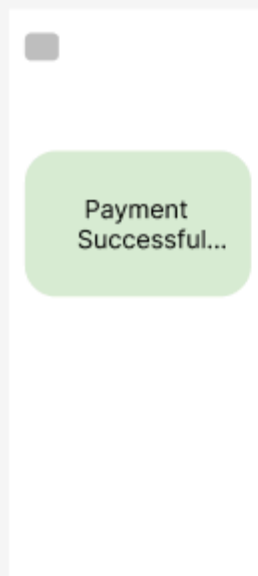
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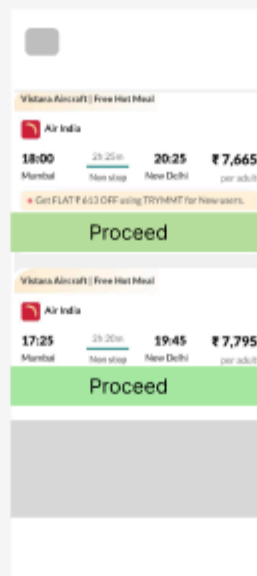
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Android Compact - 27



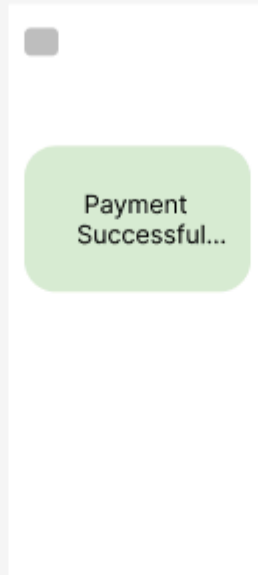
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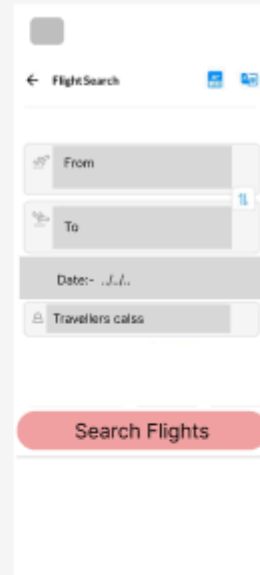
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Android Compact - 25



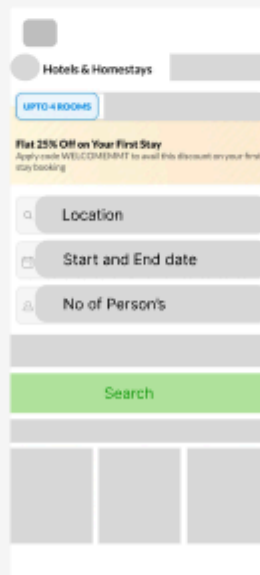
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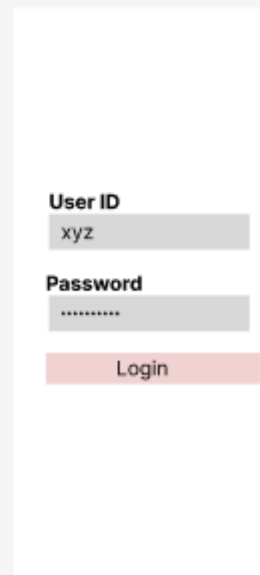
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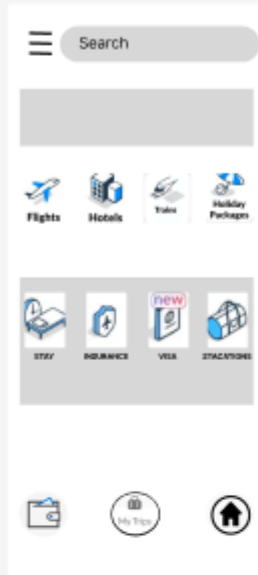
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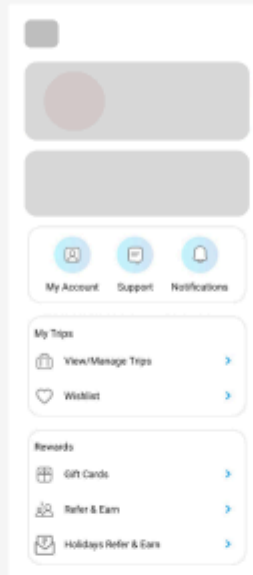
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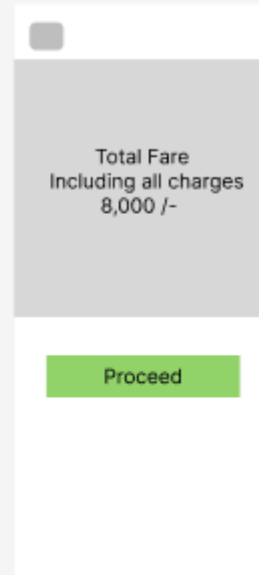
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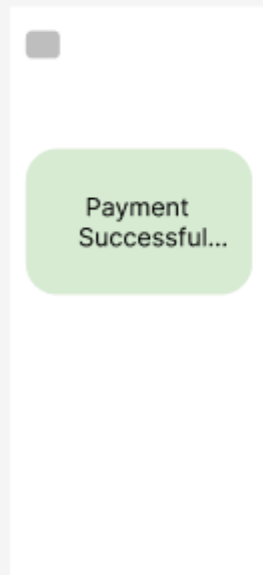
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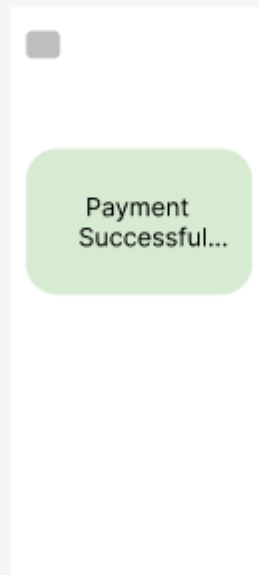
Android Compact - 30



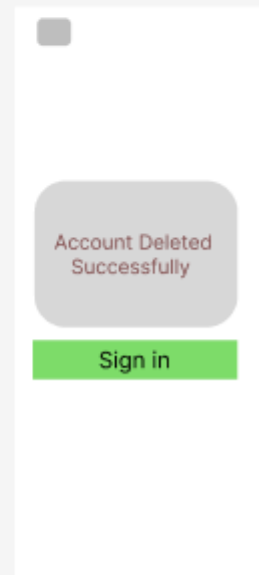
Android Compact - 34



Android Compact - 20



Android Compact - 11



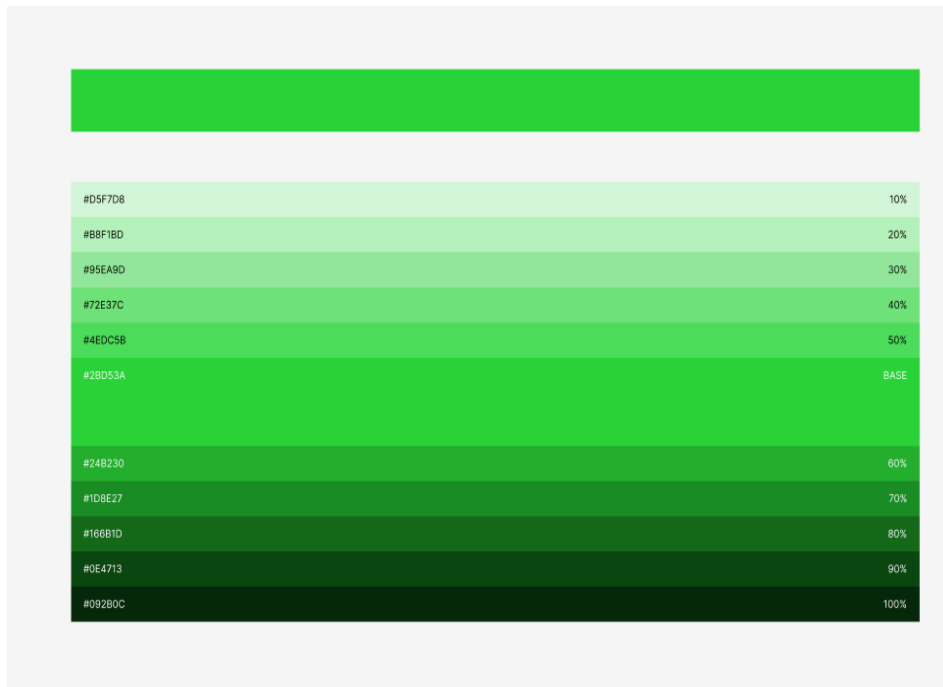


## CHAPTER 6: Style Guide (UI Components, Typography, Color Scheme)

### Color Palette

- **Primary Colors:**

Green (growth, success)



- **Secondary Colors:**

Brownish red.



Blue:



## UI Components

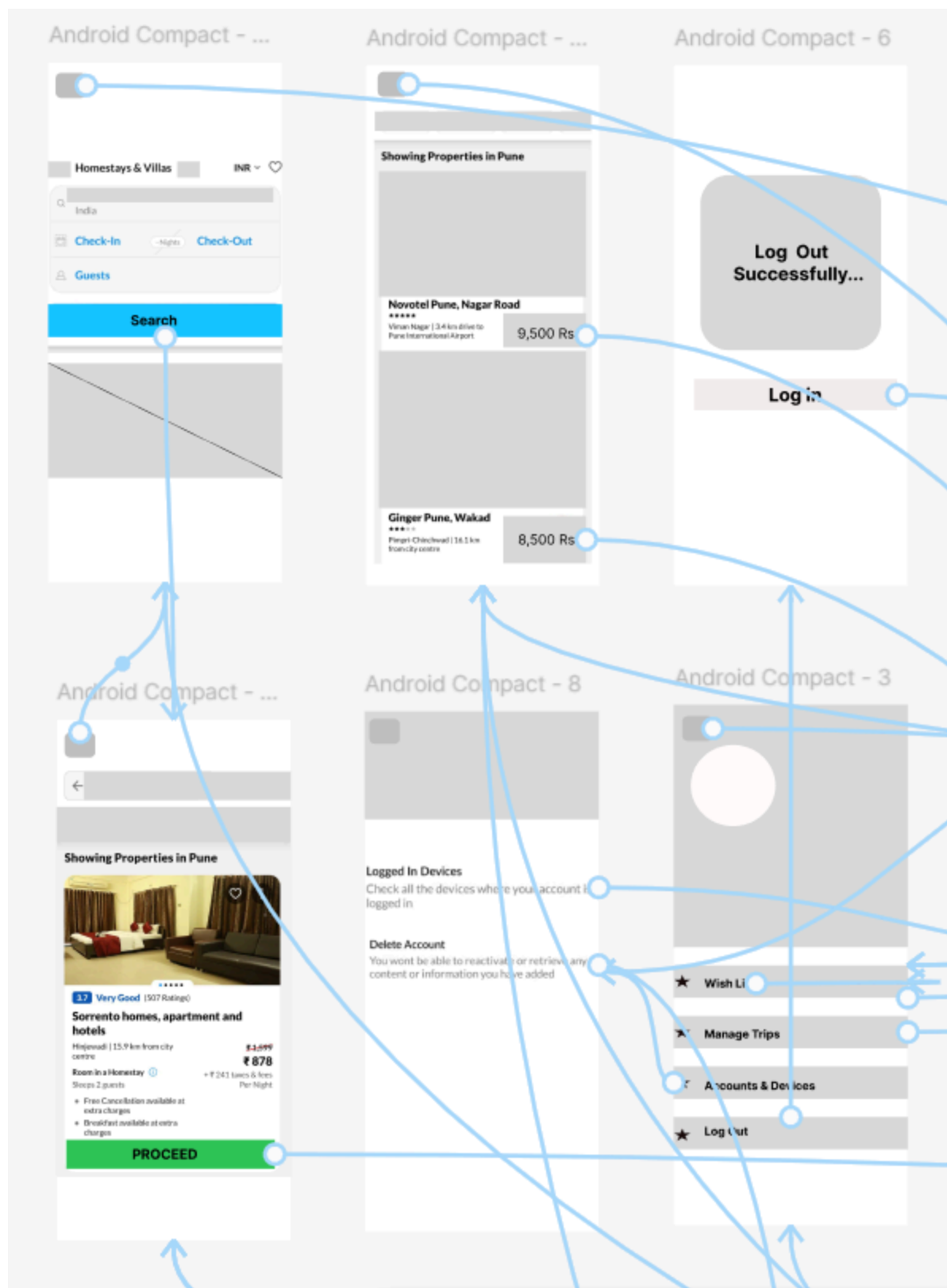
- **Buttons:** Rounded, modern with subtle hover effects
- **Cards:** Used for displaying trip details and financial info
- **Icons:** Simple, intuitive icons for actions (e.g., add expense, set goal)

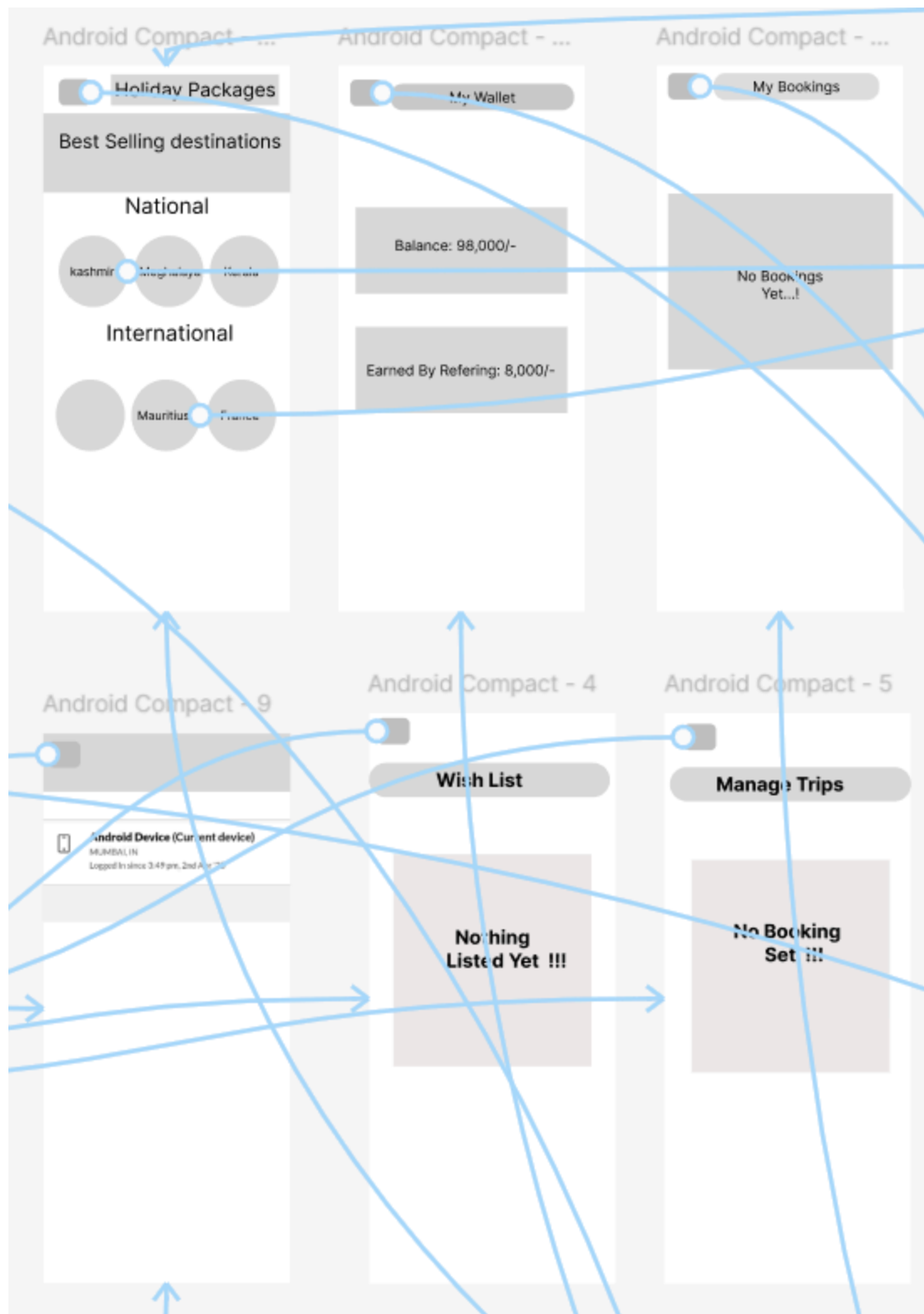
## **CHAPTER 7: Findings, Designs & Improvements**

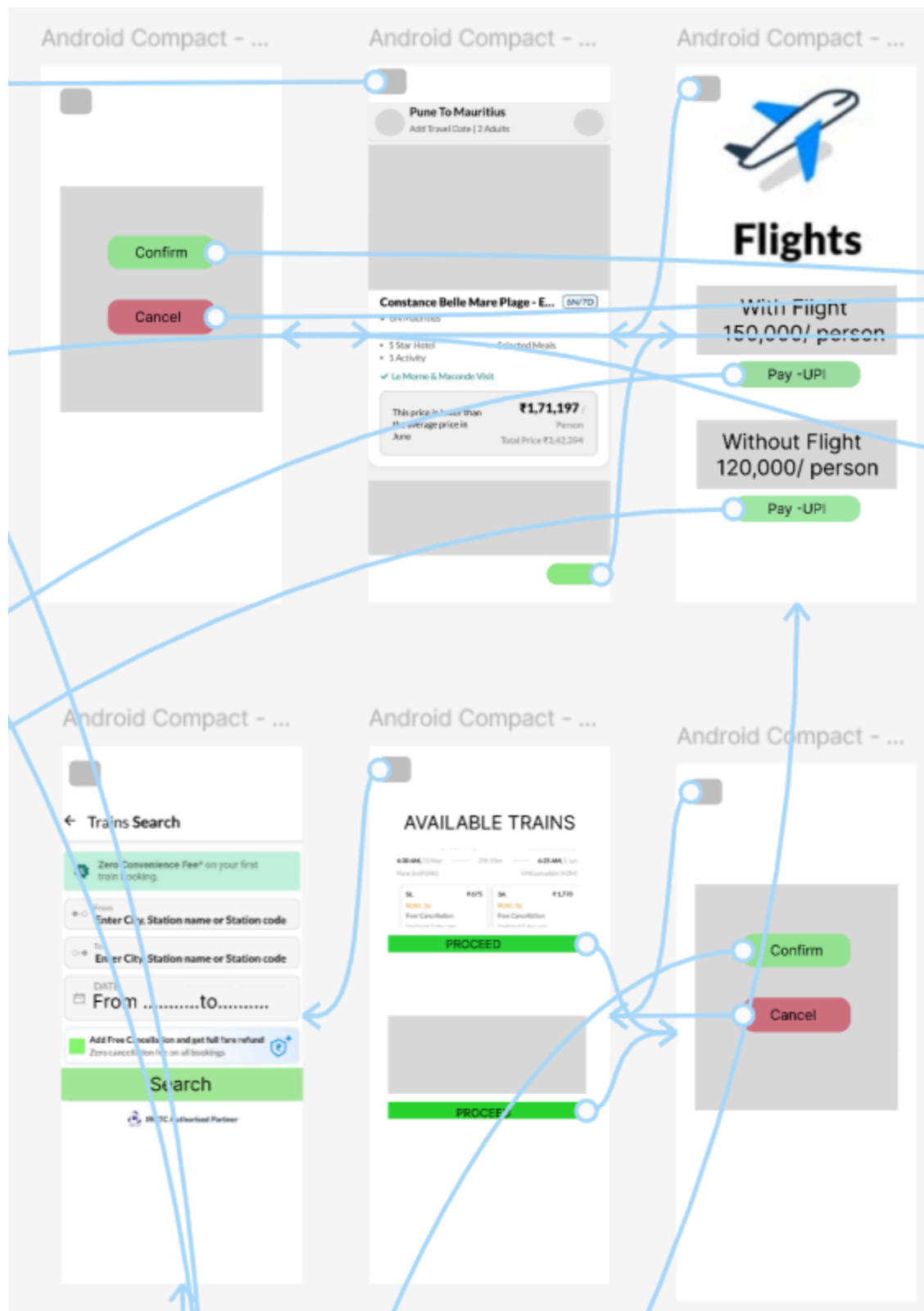
### **7.1 Key Research Insights**

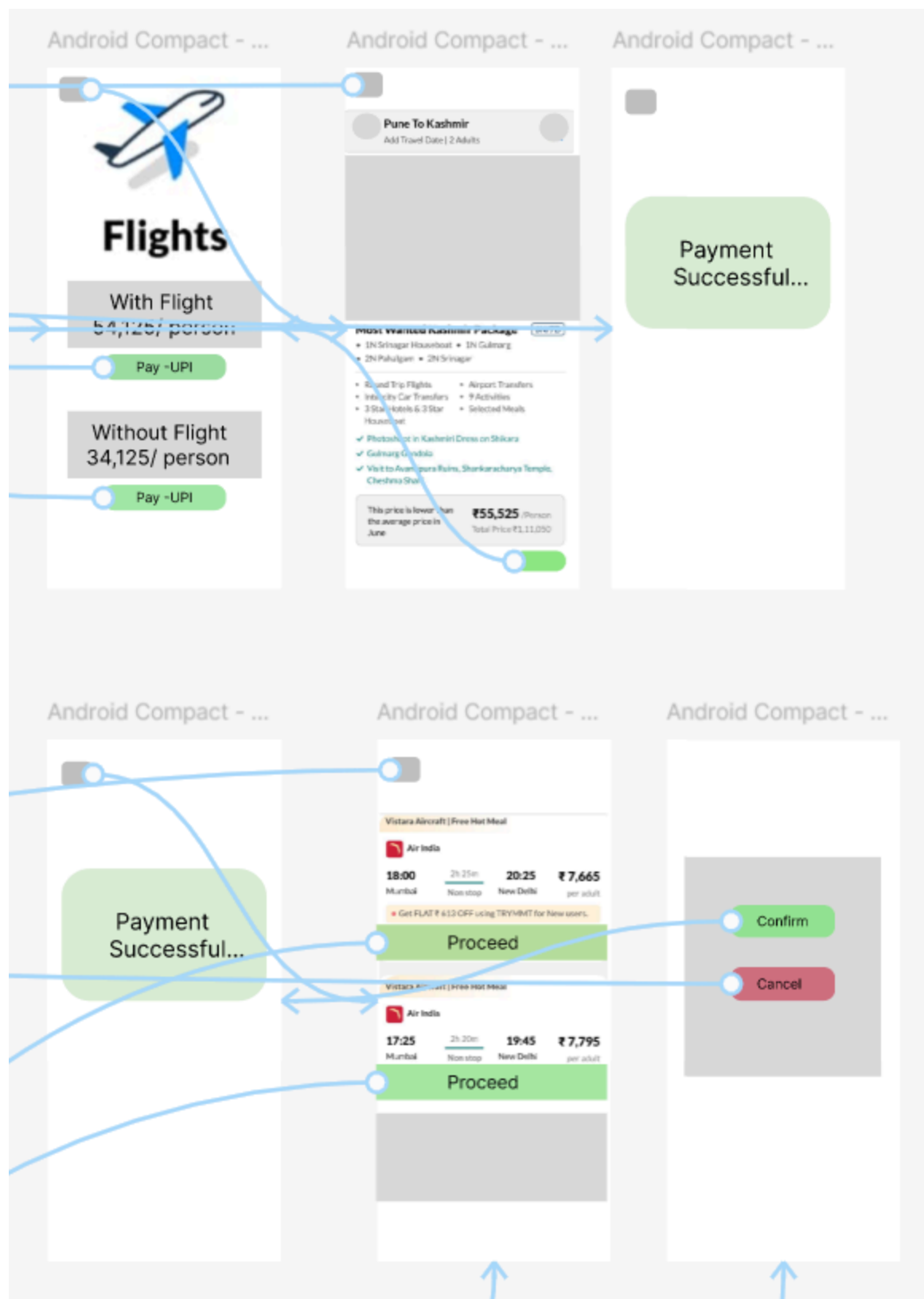
- Users value simplicity and efficiency.
- Financial tracking and budgeting are critical features.
- There is a need for seamless integration of trip and financial data.

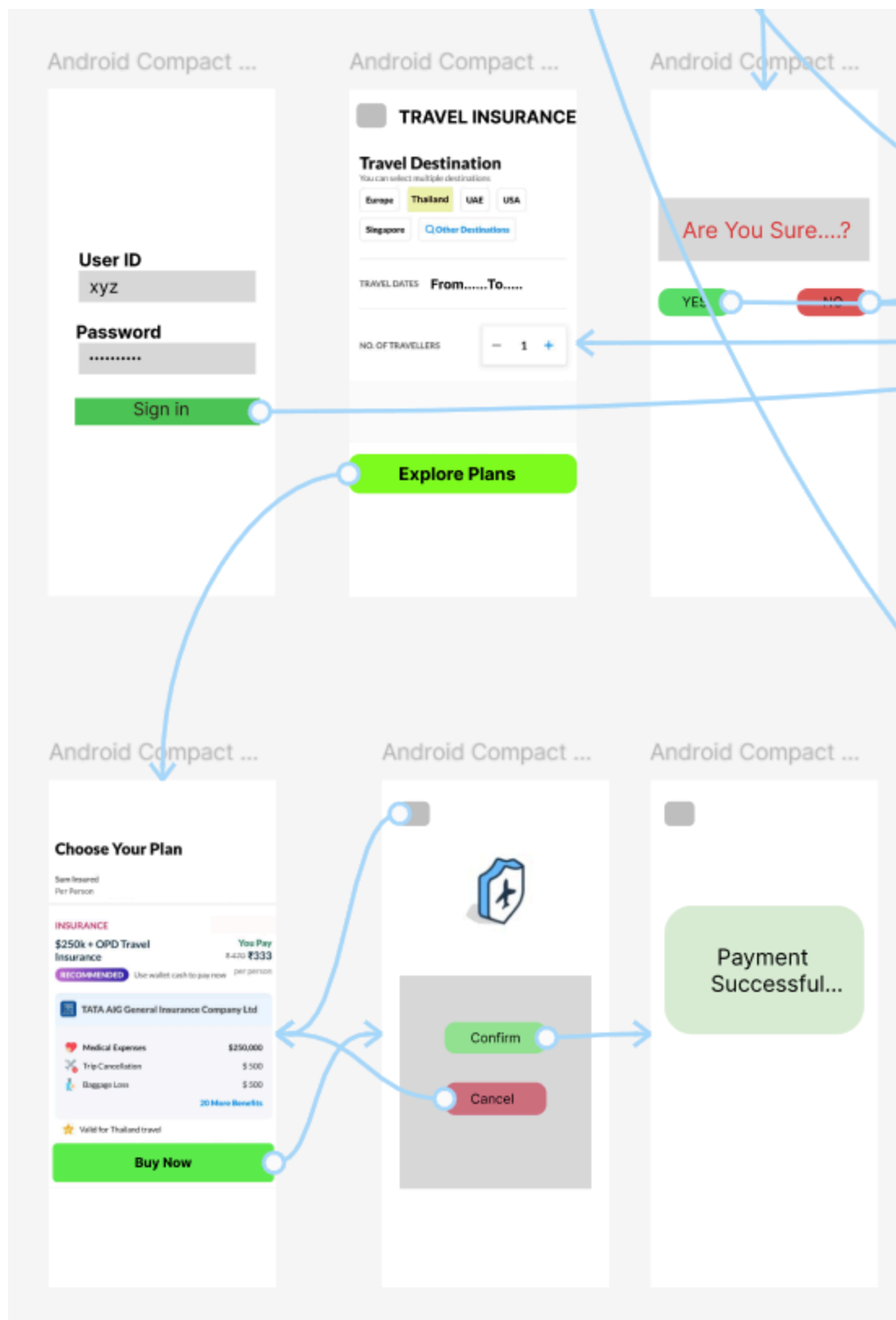
### **7.2 Final Design Showcase**



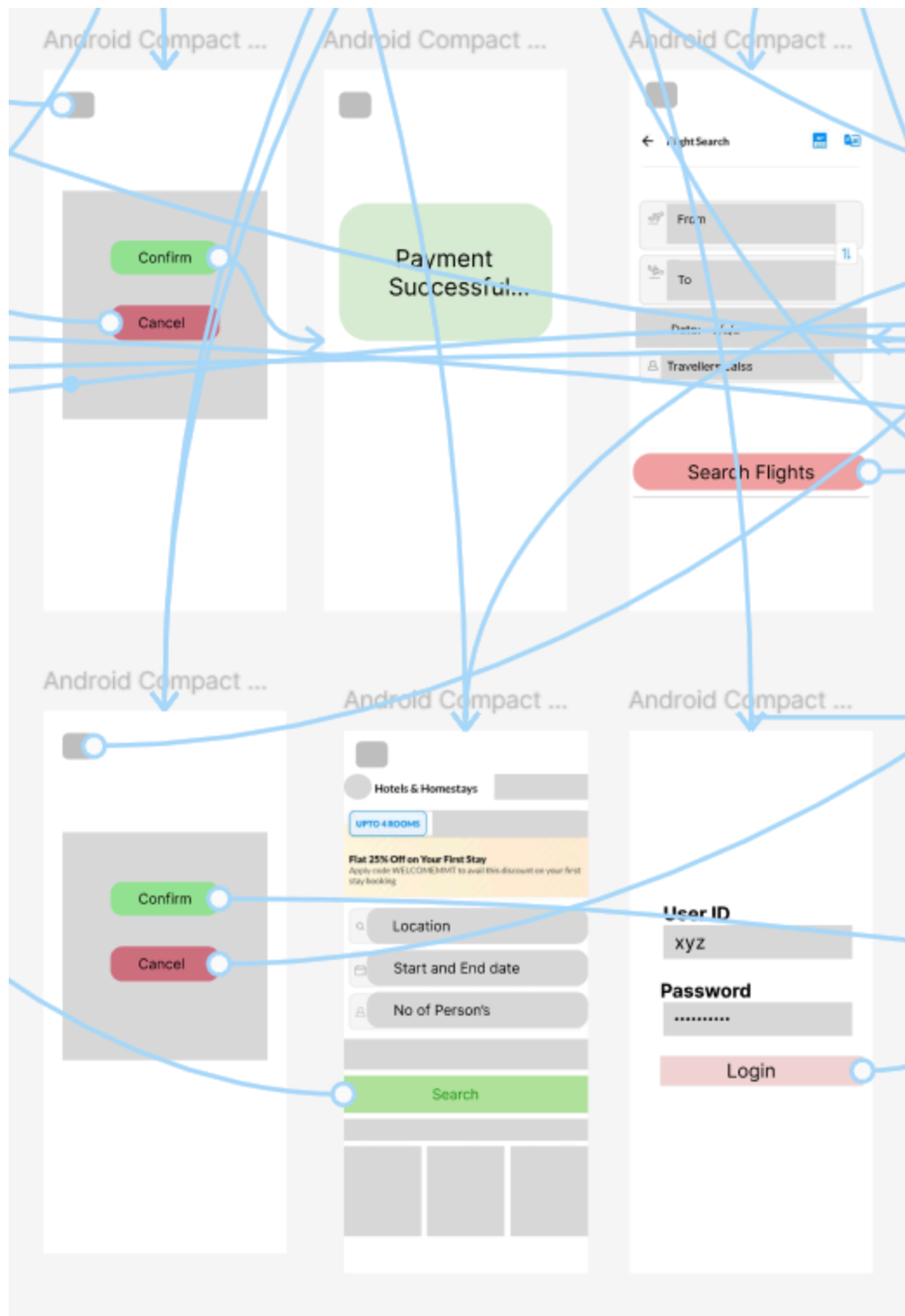


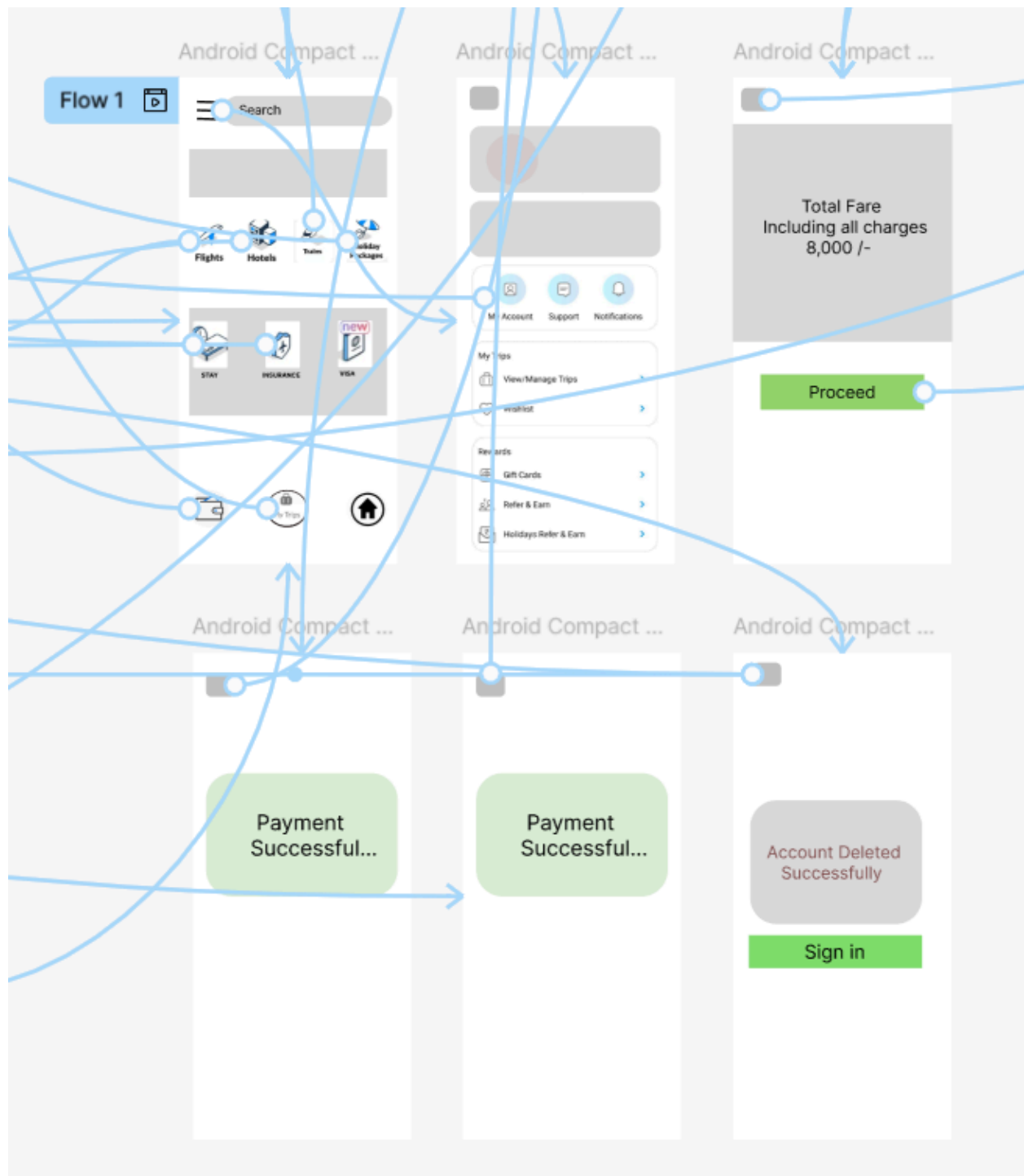


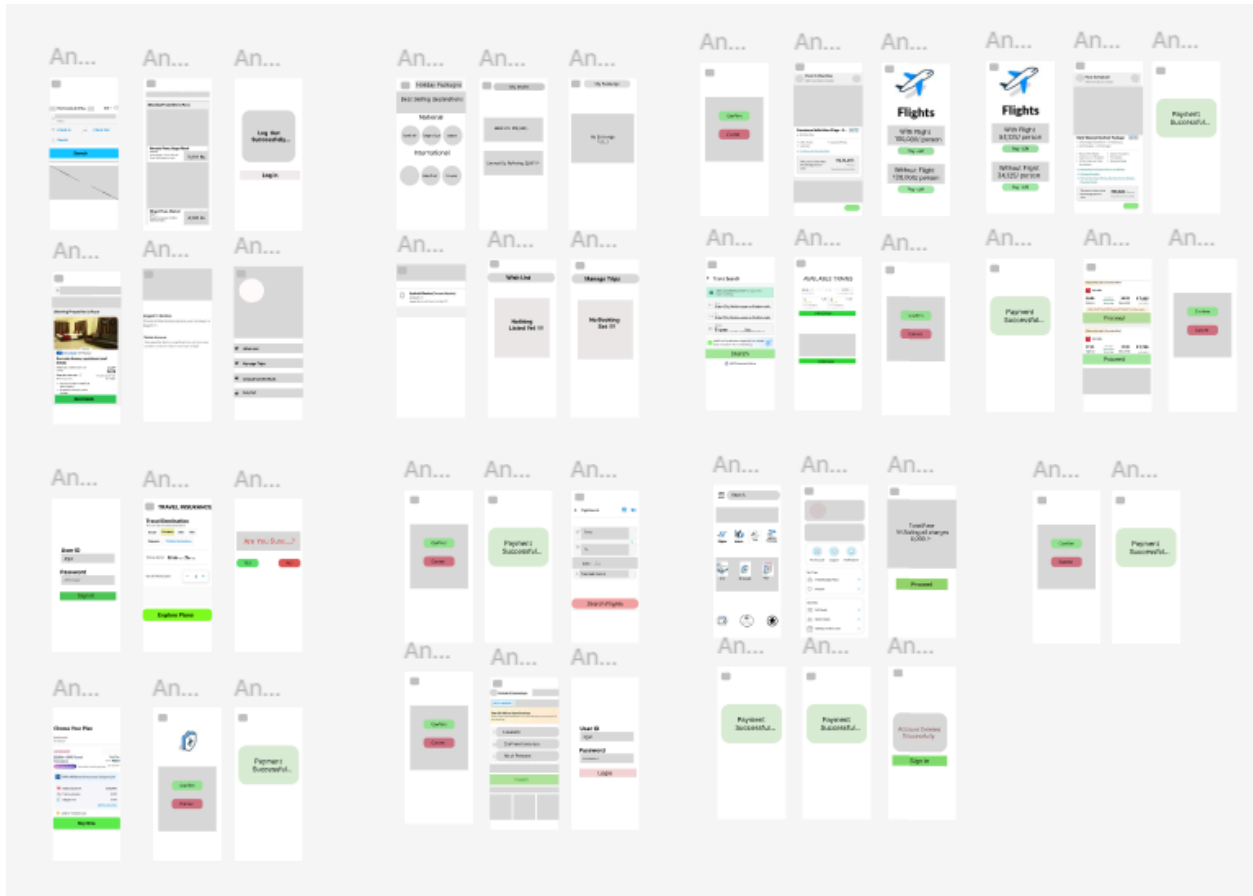












### 7.3 Future Improvements

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.