

STEP 1

1. Research & User Understanding

Title: Travel Exploration App

a) Problem Statement

Many travelers struggle to discover authentic travel experiences that match their interests and budgets. Existing travel apps focus mainly on booking flights and hotels but fail to provide personalized recommendations for destinations, local attractions, and real-time itineraries. Users want an app that helps them explore new places easily, plan smarter, and enjoy hassle-free travel experiences.

b) Target Users

- Students who love budget-friendly trips
 - Solo travelers and backpackers
 - Working professionals planning short vacations
 - Travel enthusiasts seeking hidden destinations
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c) User Persona

Name: Ovalraj .B

Age: 19

Occupation: Engineer

Location: Tamil Nadu, India

Tech Skills: Designer

Goals:

- Discover unique destinations
- Get personalized travel suggestions
- Plan trips efficiently and stay within budget

Frustrations:

- Has to switch between multiple apps for planning
- Overwhelmed by too much travel information online

- Finds it hard to track itinerary changes

d) Empathy Map

Thinks	Feels	Says	Does
“I want to explore beyond the usual tourist spots.”	Excited yet confused about where to start	“I wish there was one app for everything.”	Searches Instagram and blogs for ideas
“It’s hard to plan everything perfectly.”	Stressed about travel logistics	“Why do I need five apps just to plan one trip?”	Uses spreadsheets and notes for trip planning

e) Pain Points and User Needs

Pain Points:

- Too many apps required for complete travel planning
- Lack of local insights and hidden spot suggestions
- No personalization based on interests or mood
- Difficult to modify itineraries on the go

User Needs:

- One-stop platform for discovering and planning trips
- Personalized travel recommendations
- Offline map and itinerary access
- Smart itinerary updates and travel alerts

STEP 2

2. Information Architecture & Wireframing

Title: Travel Exploration App

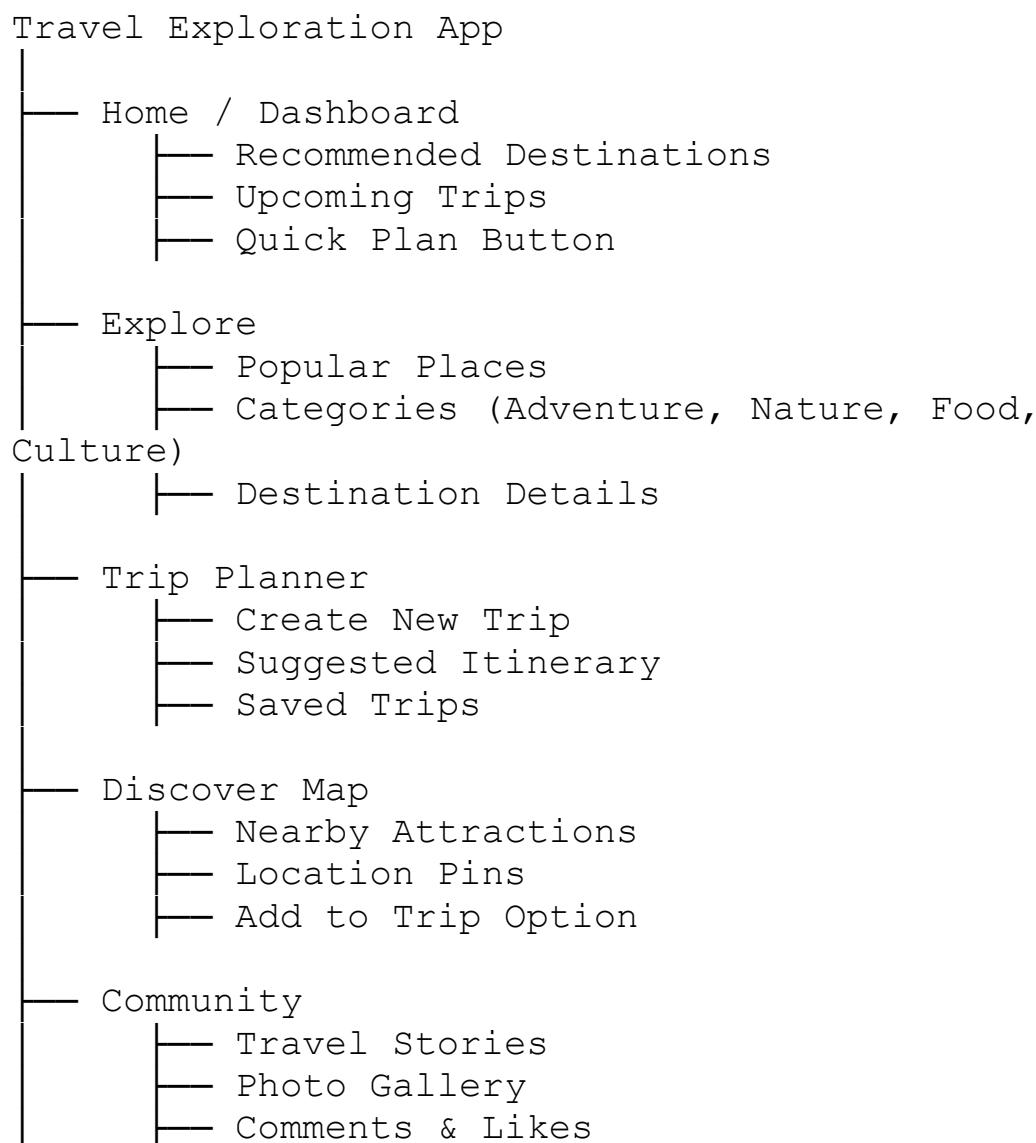
1. Information Architecture (App Structure)

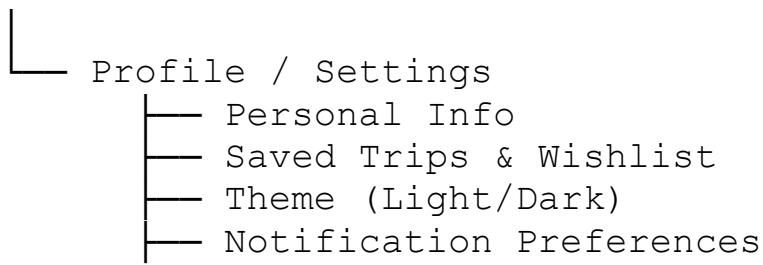
Here's how the app structure could look for a **Travel Exploration App**:

Main Sections:

- **Home / Dashboard** – Overview of recent trips, saved destinations, and travel suggestions.
 - **Explore** – Discover destinations by category (Adventure, Nature, Culture, Budget, etc.).
 - **Trip Planner** – Create and customize trip itineraries.
 - **Discover Map** – Interactive map showing nearby attractions and trending spots.
 - **Community** – Read and share travel stories, photos, and reviews.
 - **Profile / Settings** – Manage account, saved trips, preferences, and app themes.
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2. Sitemap





3. Low-Fidelity Wireframes (Concept Sketches)

(You can create these in Figma, FigJam, or on paper and upload as .png images.)

a. Home / Dashboard Screen

- **Top:** Greeting (e.g., “Welcome back, Arjun!”)
 - **Middle:** Cards showing *Recommended Trips* and *Upcoming Journeys*
 - **Bottom:** Quick buttons → “Plan a Trip” | “Explore” | “Community”
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b. Explore Screen

- **Top:** Search bar (“Search Destinations...”)
 - **Middle:** Destination cards with images and short descriptions
 - **Bottom Tabs:** Categories → Adventure | Nature | Food | Culture
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c. Trip Planner Screen

- **Top:** “Create a New Trip” button
 - **Middle:** Form to add destination, travel dates, preferences
 - **Below:** Auto-generated itinerary with add/remove options
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d. Discover Map Screen

- Interactive map view
 - Pins showing nearby tourist spots
 - Tap on pin → Opens destination detail popup
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e. Community Screen

- Feed of travel stories (image + caption)
 - “Add Post” button for sharing experiences
 - Options to like/comment
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f. Profile / Settings Screen

- User info (photo, name, location)
 - Buttons: *Saved Trips*, *Wishlist*, *Preferences*
 - Toggle for *Dark/Light Mode*
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4. Notes for Evaluation

❗ The goal is to ensure:

- Clear, **logical navigation flow**
 - Consistent **layout structure** (headers, buttons, cards)
 - Simple, **intuitive user experience** for travelers
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✓ Output for Submission:

In your **GitHub Repository**, include:

Folder: /wireframes

Files to upload:

home-wireframe.png

explore-wireframe.png

tripplanner-wireframe.png

discovermap-wireframe.png

community-wireframe.png

profile-wireframe.png

STEP 3

3. Visual Design & Prototyping

Title: Travel Exploration App

1. Visual Design Elements

a) Color Palette

A bright, travel-friendly color theme that evokes adventure and relaxation.

Element	Color	Purpose
Primary	#2F80ED (Ocean Blue)	Buttons, highlights
Secondary	#F2994A (Sunset Orange)	Icons, CTAs
Background	#FFFFFF (White)	Clean backdrop
Accent	#6FCF97 (Green)	Success or positive actions
Text	#333333 (Dark Gray)	Main text for readability

☞ **Concept:** The blue-orange combination represents the *sky and sunset*, capturing the emotion of travel and exploration.

b) Typography

Type	Font	Use
Heading	Poppins Bold	App title, section headers
Subheading	Poppins Medium	Card titles, buttons
Body Text	Inter Regular	Paragraphs, small text

□ **Style:** Modern, clean, and minimal for easy readability on screens.

c) Icons & Components

- **Icons:** Simple line icons (Lucide or Feather icons)
→ Home, Map, Calendar, Profile, Explore
 - **Buttons:** Rounded corners with shadows for depth
 - **Cards:** Soft shadows and padding for visual comfort
 - **Spacing:** 8px grid system for consistent layout
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2. High-Fidelity Prototypes (Figma Mockups)

You can design these in **Figma** using the wireframes from Step 2 as your base. Below is a description of each screen for your **final prototype**:

a. Home Screen

- Greeting: “Welcome back, Arjun!”
- Hero image: rotating travel banner
- Quick links: *Plan a Trip* | *Explore Now* | *Community*
- Recommended trips displayed as horizontal cards

b. Explore Screen

- Search bar at top (“Search destinations...”)
- Filter chips: Adventure | Nature | Culture | Food
- Grid of destination cards with image, name, and rating

c. Trip Planner Screen

- Form: Destination, Dates, Preferences
- “Generate Itinerary” button
- Result: Day-wise travel plan with edit options

d. Discover Map Screen

- Map with interactive pins
- Popup cards for each location (Name, Rating, Add to Trip)

e. Community Screen

- Scroll feed with user travel photos

- “+” button for new post
- Like, comment, and share icons below posts

f. *Profile Screen*

- Profile photo, name, and location
 - Saved Trips & Wishlist cards
 - Settings → Dark/Light Mode toggle
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3. Interactivity

In Figma:

- **Prototype Mode** → Connect buttons (e.g., “Explore Now” → Explore Screen)
 - **Navigation Links:**
 - Home → Explore → Destination Details → Trip Planner → Profile
 - Back button on each page
 - Add **hover states** for buttons and **transition animations** between screens
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4. Notes for Evaluation

❗ Evaluators look for:

- Consistency in color, typography, and spacing
 - Smooth navigation and logical screen flow
 - Visual balance (no overcrowded screens)
 - High-fidelity design that reflects real-world usability
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❖ Output for Submission:

In your **GitHub Repository**, include:

Folder: /prototype

Files / Links to include:

travel-exploration-prototype.fig
home-screen.png
explore-screen.png

tripplanner-screen.png
discovermap-screen.png
community-screen.png
profile-screen.png

STEP 4

4. Usability & Interaction Design

Title: Travel Exploration App

1. Usability Principles Applied

To make the app **simple, intuitive, and travel-friendly**, the following usability guidelines are applied:

Principle	Implementation
Consistency	Same navigation bar, color palette, and icon style across all screens.
Feedback	Buttons and actions (like “Save Trip” or “Add Destination”) show animations or color changes to confirm user actions.
Visibility of System Status	Progress indicators when loading destinations or generating itineraries.
Minimal Effort	Auto-suggested destinations and smart search reduce typing.
Accessibility	High contrast colors, large touch targets, and readable fonts for all devices.

2. User Flow

The app ensures a **smooth and guided user journey** — from exploring places to planning a trip.

Here's the typical **user interaction flow** ↗

Start App

- Home Screen
 - Shows Recommended Trips & “Plan a Trip” Button
- Explore Destinations
 - User searches for places by interest or category
 - Selects a destination → Opens Details Page
- Add to Trip
 - Tap “Add to Trip” → Adds destination to itinerary
- Trip Planner
 - User reviews itinerary, adds dates, and customizes activities
 - Save Trip
- Community (Optional)
 - Shares photos or stories from trip
- Profile
 - Manages Saved Trips, Preferences, Dark Mode

✓ **Goal:** Users can discover → plan → save → share trips within a few easy taps.

3. Interaction Design Highlights

Interaction	Description
Buttons	Rounded corners, color feedback when tapped
Swipe Actions	Swipe left to delete or edit trips
Scrolling	Infinite scroll in Explore screen for more destinations
Animations	Smooth transitions between screens (fade or slide)
Micro-Interactions	Heart icon fills when saving a destination
Dark Mode	Automatically switches based on device theme
Responsive Design	Layout adjusts for mobile, tablet, and desktop views

4. Accessibility Considerations

- **Text Contrast:** Meets WCAG 2.1 AA standards
 - **Font Size:** Adjustable from settings
 - **Voice Compatibility:** Supports screen readers (labels on buttons and images)
 - **Color-Blind Friendly Palette:** Avoids red-green dependency
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5. Notes for Evaluation

💡 Checklist for usability:

- Intuitive navigation
 - Minimal learning curve
 - Visual clarity and consistent feedback
 - Smooth transition animations
 - Accessibility-friendly interactions
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❖ **Output for Submission:**

In your **GitHub Repository**, include:

Folder: /usability

Files / Artifacts:

userflow-diagram.png

interaction-design-screens.png

darkmode-preview.png

responsive-layouts.png

STEP 5

Presentation & Documentation

❖ Project Title

Travel Exploration App

Slide 1 – Project Title

- **Title:** Travel Exploration App - UI & UX case study
- **By:** Owalraj .B
- **Tool Used:** Figma
- **Submitted To:** CSE Department [Pallavan College of Engineering]
- **Team Members :** Suraj & Owalraj

□ Problem Statement

Many travelers find it difficult to discover new and personalized destinations that match their interests, budget, and time.

Existing travel apps mainly focus on **bookings** rather than helping users **explore**, **plan**, and **experience** travel in a meaningful way.

The **Travel Exploration App** is designed to:

- Suggest personalized destinations based on user preferences.
 - Provide easy trip planning and itinerary management.
 - Build a community for travelers to share experiences and stories.
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Design Process (with links/images)

Step 1: Research & User Understanding

- Studied existing travel apps to find usability gaps.
 - Created a **user persona** and **empathy map** to define traveler needs.
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Step 2: Information Architecture & Wireframing

- Developed sitemap showing app structure (Home, Explore, Trip Planner, Community, Profile).
 - Created low-fidelity wireframes to visualize layout and navigation.
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Step 3: Visual Design & Prototyping

- Applied a **modern, travel-friendly color scheme** (Ocean Blue #2F80ED, Sunset Orange #F2994A).
- Used **Poppins** and **Inter** fonts for clean readability.
- Designed high-fidelity prototype screens in Figma.

 [View Figma Prototype](#)

Step 4: Usability & Interaction Design

- Ensured smooth navigation (Home → Explore → Trip Planner → Save).
- Added accessibility features, dark mode, and responsive layouts.

 *Image: [/usability/userflow-diagram.png](#)*

Final prototype link

<https://www.figma.com/proto/PW7hon2PGefNyHT305JMAX/Untitled?node-id=1-2&p=f&t=jgTbAG91fJs9Ehgv-1&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=1%3A2>

GitHub link