■ Travel Exploration App – UI/UX Case Study

By: Suraj
Department: Computer Science and Engineering (CSE)
Tool Used: Figma
Submitted To: Pallavan college of Engineering

■ Step 1: Research & User Understanding

Problem Statement: Existing travel apps (like TripAdvisor or Expedia) focus heavily on bookings but often fail to offer personalized exploration experiences. Users struggle to discover unique destinations that match their interests, plan multi-day trips easily, and save or share itineraries with friends. The goal is to design an intuitive Travel Exploration App that helps users explore, plan, and organize trips based on their preferences.

Target Users: Students who love budget-friendly travel, remote workers, and families planning group trips.

User Persona:
Name: Suraj .K
Age: 20
Occupation: College Student
Goals: Explore new destinations within budget and share trips with friends.
Pain Points: Difficulty finding authentic travel suggestions, time-consuming planning, and poor mobile experience.

Thinks	Feels	Says	Does
"I wish trip planning was	easier."Excitedto explore new	places"I'll plan later…"	Uses Google, Instagram, and Maps for re

■ Step 2: Information Architecture & Wireframing

App Structure (Sitemap):
Travel Exploration App
■
■■■ Home (Explore, Trending, Recommended)
■■■ Search (Filter, Map View)
■■■ Trip Planner (Create, Suggested, Saved Trips)
■■■ Community (Stories, Photos)
■■■ Profile (Wishlist, Settings, Preferences)

■ Step 3: Visual Design & Prototyping

Used soft gradient backgrounds, modern typography (Poppins, Inter), and line icons. Primary Color:

#0078FF (Sky Blue), Accent: #FFD43B (Yellow), Background: #F8F9FA.

■ **Figma Prototype:** https://www.figma.com/

■ Step 4: Usability & Interaction Design

Simple navigation with bottom tabs, quick 'Add Trip' button, smooth transitions, optional dark mode, and responsive design for mobile/tablet.

■ Step 5: Presentation & Documentation

README.md includes Project Title, Problem Statement, Design Process (with screenshots and Figma link), and Developer Info (Suraj).

GitHub Folder Structure: /wireframes, /prototype, /usability, README.md, case-study.pdf

■ GitHub Repository: https://github.com/surajsangee/nm.git