

# Travel Exploration App

## Introduction

**Project Name:** Travel Exploration App

**Goal:** The app will offer personalized recommendations and seamless tools for discovering and planning trips.

**Role:** UX/UI Designer and Developer

**Tools Used:** Figma, Adobe XD

**Team members:**

1.VAISHNAVI P(TL)

2.PRIYANKA T

3.SOMESH M

4.RAGUL R

## Problem Statement

Many travelers struggle to discover unique destinations and plan trips efficiently. Existing travel apps often overwhelm users with cluttered

interfaces and generic suggestions. This leads to frustration and reduced motivation to explore new places. There is a need for an intuitive app that simplifies trip planning while inspiring authentic exploration.

## User Research

1. User research revealed that travelers seek personalized recommendations based on their interests and budget.

2. Many users find current travel apps confusing and time-consuming to navigate.

3. They desire visual inspiration, easy itinerary planning, and real-time local insights.

4. Interviews and surveys showed a preference for simplicity, personalization, and community-driven content.

# Information Architecture

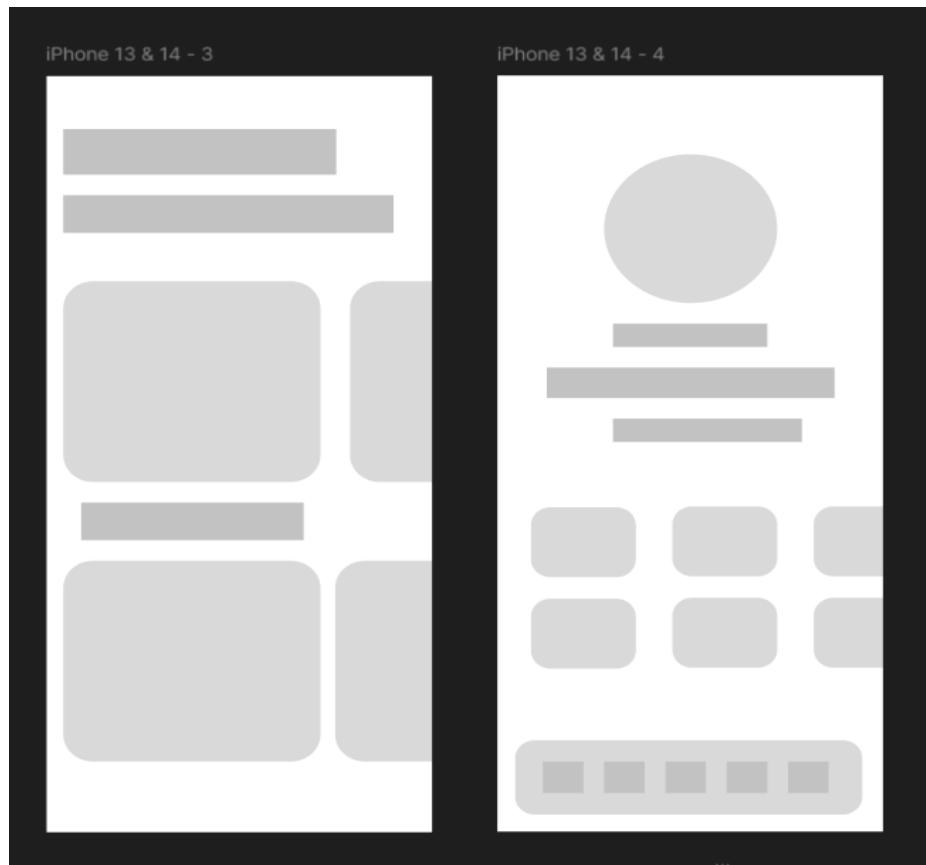
1. Home – Explore destinations, featured trips, and personalized suggestions.
2. Discover – Search by location, interest, or theme; view maps and recommendations.
3. Plan Trip – Create itineraries, save places, and manage travel details
4. Community – Share experiences, reviews, and travel photos.
5. Profile – Manage preferences, saved trips, settings, and account info.

## User Flow / Journey

1. The user opens the app and signs in to view personalized travel suggestions.
2. They explore destinations through interactive maps and curated recommendations.
3. After selecting a destination, they create and customize their trip itinerary.
4. Finally, they save or share the trip and receive real-time updates during travel.

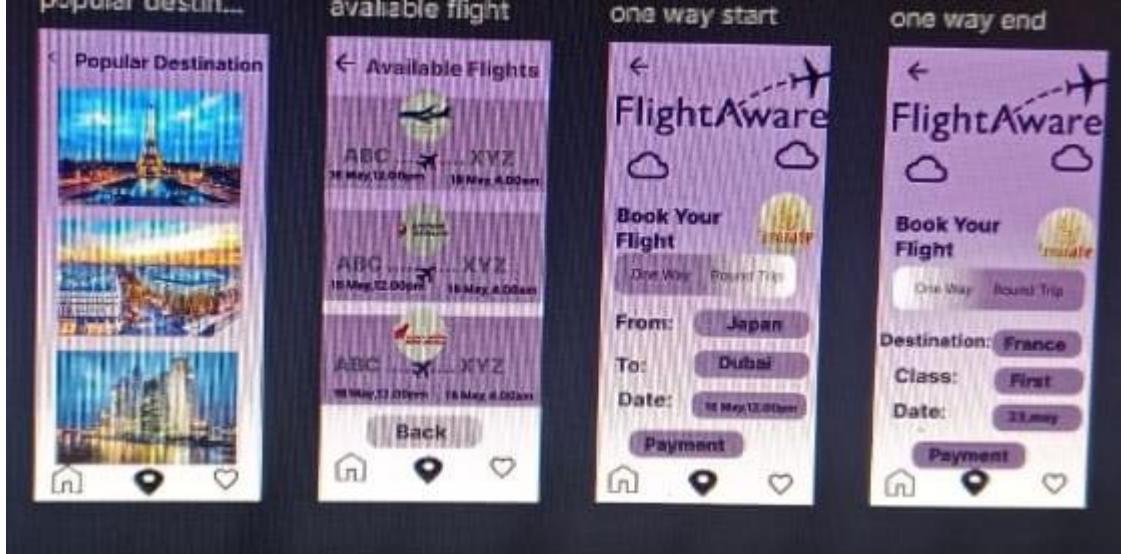
## Wireframes

1. Home: Search bar, featured destinations, and personalized suggestions.
2. Discover: Map view with filters and destination cards.
3. Plan Trip: Itinerary layout with add/remove activities.
4. Profile: User info, saved trips, and settings options.



## UI Design

- 1. Color Palette:** Soft blues and warm neutrals to evoke travel calmness and trust.
- 2. Typography:** Clean, modern sans-serif fonts for readability.
- 3. Icons & Imagery:** Minimal icons and high-quality destination photos.
- 4. Layout:** Intuitive navigation with clear buttons and spacious, visual  
Design.



## Prototype & Interactions

**1. Interactive Prototype:** Clickable screens showing the complete user

journey from exploration to trip

planning.

**2. Transitions:** Smooth slide and fade animations between sections for a

fluid experience.

**3. Microinteractions:** Subtle feedback for taps, likes, and saving trips to

enhance engagement.

**4. Navigation:** Bottom tab bar enables quick access to Home, Discover,

Plan, and Profile.

## Conclusion

**1.** The app makes travel discovery and planning simple and engaging.

**2.** Personalized recommendations and intuitive design enhance the user

experience.

**3.** It inspires exploration while keeping navigation and trip management

effortless.