Travel

DESIGN BRIEF:

Unlike traditional travel apps that focus mainly on bookings and listings, Voyon centers around exploration, personalization, and community. It encourages users to explore by mood, visualize their journeys on a live map, and connect with fellow travelers who share similar interests.

project duratoin:

4 weeks

30+ screens

tools used:

PROBLEM STATEMENT:

most travel apps focus primarily on bookings, listings, and destination reviews, rather than fostering a sense of exploration, curiosity, and cultural connection. The problem is not that people can't plan trips ,it's that existing apps fail to make exploration itself exciting, personal, and interactive.

possible solutions:

- Emotion-driven discovery
- AI personalization
- Interactive map view
- Simplified navigation flow
- Gamified experience

design process:

discover | define | ideate | prototype | testing

user research:

target users:

- Age 18–50
- Frequent travelers, digital nomads, and college students.
- Motivated by experiences and sharing travel stories.

Research Methods:

- Online survey (20 participants)
- 1:1 interviews with 5 travel enthusiasts
- Competitor analysis (Airbnb, TripAdvisor, Google Travel, Roadtrippers)

Design Goals:

- Encourage Exploration
- Simplify Trip Planning
- Increase User Engagement
- Ensure Accessibility & Usability
- Build Community & Connection

Usability Testing:

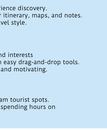
- Conducted with 5 users.
- Feedback: Loved visual design but wanted clearer trip planning options.
- Improvement: Added timeline-based trip planning UI and simplified the share process.

information architecture:

1.Onboarding:
Personalize experience by selecting travel interests, mood, and goals.
2.Explore (Home):
"Spin the Globe" for surprise destinations
3.Plan:
Create smart itineraries with drag-and-drop tools, budget tracking, and group trip planning.
4.Profile:
View stats, earned badges, wishlist, and personalized travel persona.
5.Notifications & Rewards:
Stay engaged with travel reminders, milestones, and reward points.
6.Settings:
Manage preferences, privacy, language, and appmode.

user persona:

Name: Aanya
Age: 24
Occupation: Travel Blogger
Location: Bangalore, India
Travel Frequency: 4–6 trips per year (mostly domestic, some international)



I want an app that feels like my travel buddy

Pain Points:

- Too many travel apps focus only on bookings, not experience discovery.
- Finds trip planning tedious — juggling multiple apps for itinerary, maps, and notes.
- Hard to find personalized suggestions that match her travel style.

Needs from Voyon:

- Personalized exploration: Suggestions based on mood and interests
- Smart planner: One place to plan and visualize trips with easy drag-and-drop tools.
- Gamification: Challenges and badges to make travel fun and motivating.

Goals:

- Discover authentic local experiences instead of mainstream tourist spots.
- Plan trips that suit her mood, budget, and time without spending hours on research.

user flow:

low fedility wire frame:

High fedility wire frame: