



Project overview

To address the increasing demand for a structured travel networking platform, Safar Jan is designed to connect travelers with like-minded companions. The app offers a streamlined experience for users to plan and manage group trips collaboratively, ensuring a seamless and enjoyable journey through efficient itinerary coordination and logistics management.

Roles

Research

User Persona

User Flow

Wireframe

Design System

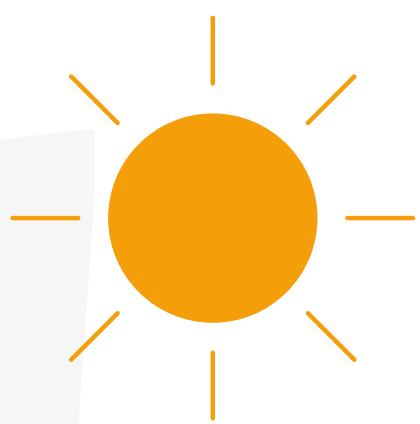
UI/UX design

Problem statement

Lack of a structured platform for travelers to find compatible companions leads to fragmented trip planning and coordination challenges.

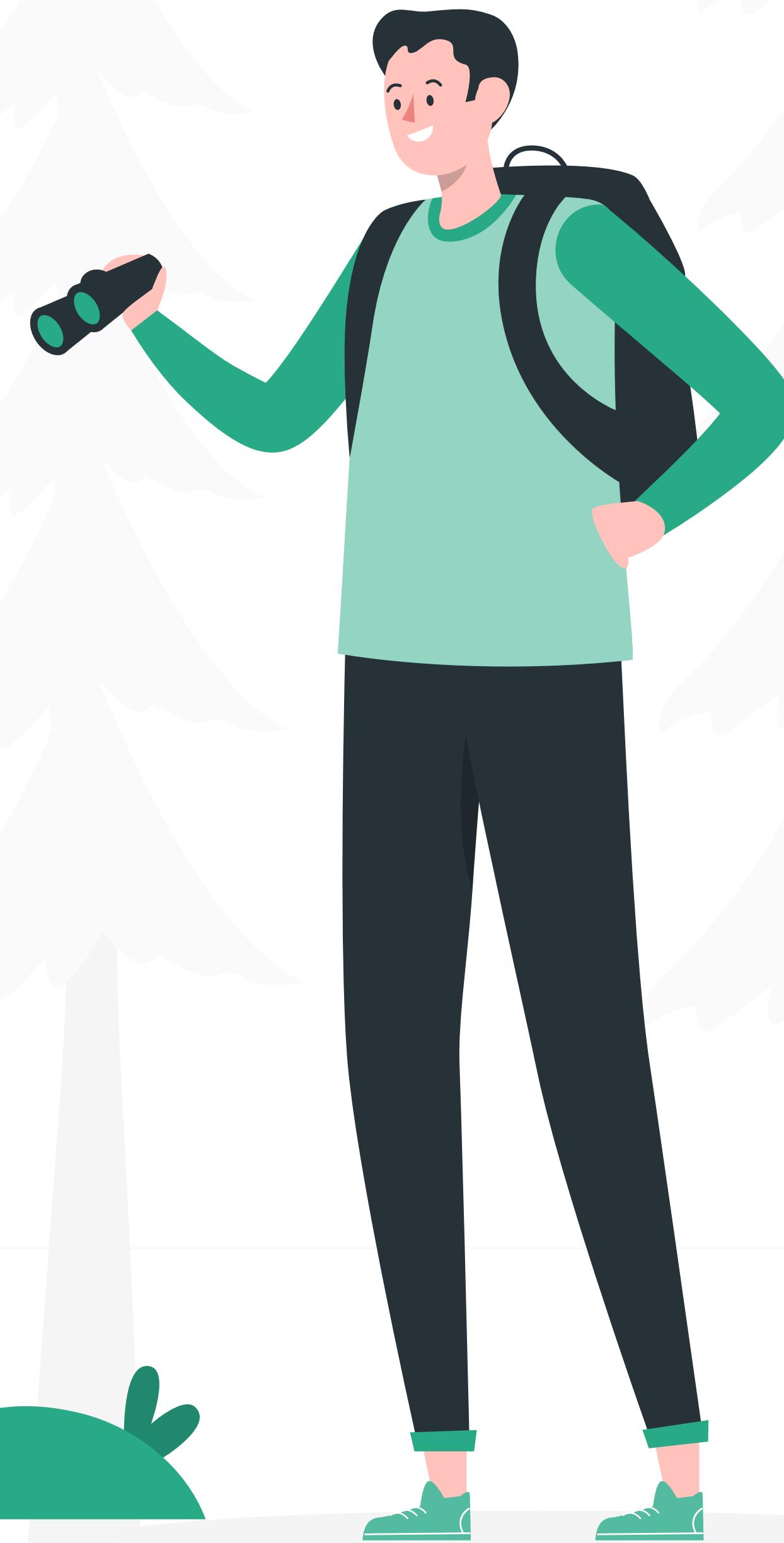
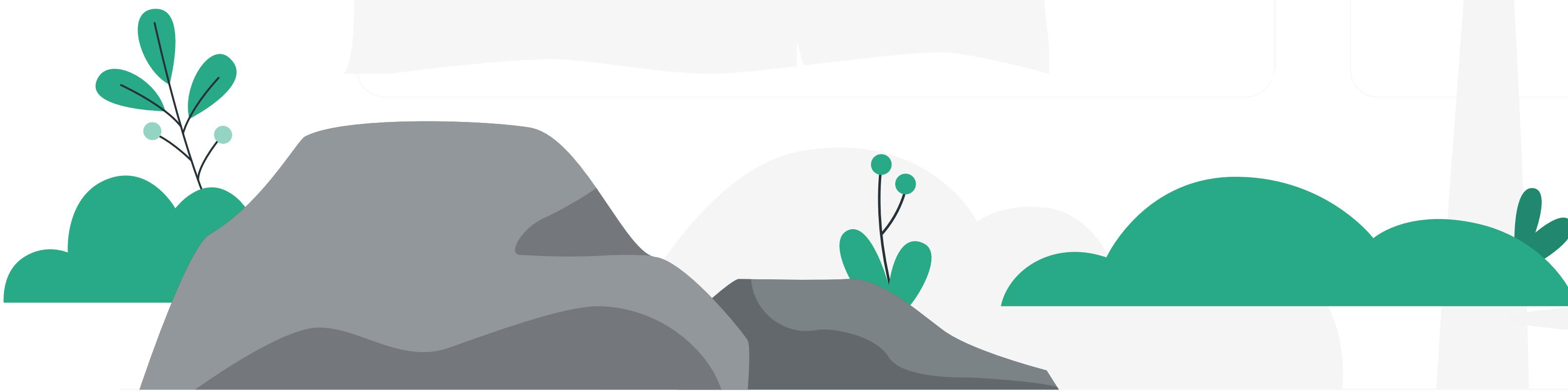


Same Travel problem
I am facing



Let's Research

दोस्त मानते ही नहीं



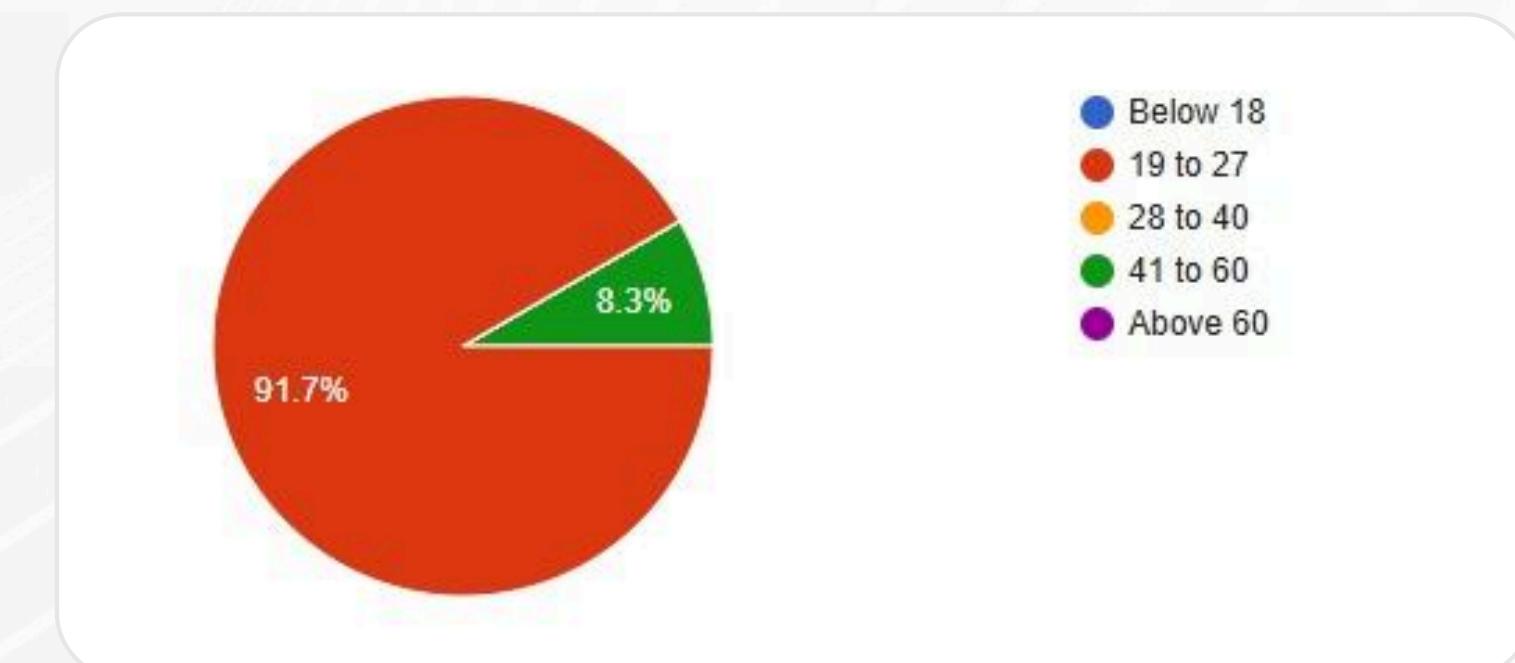
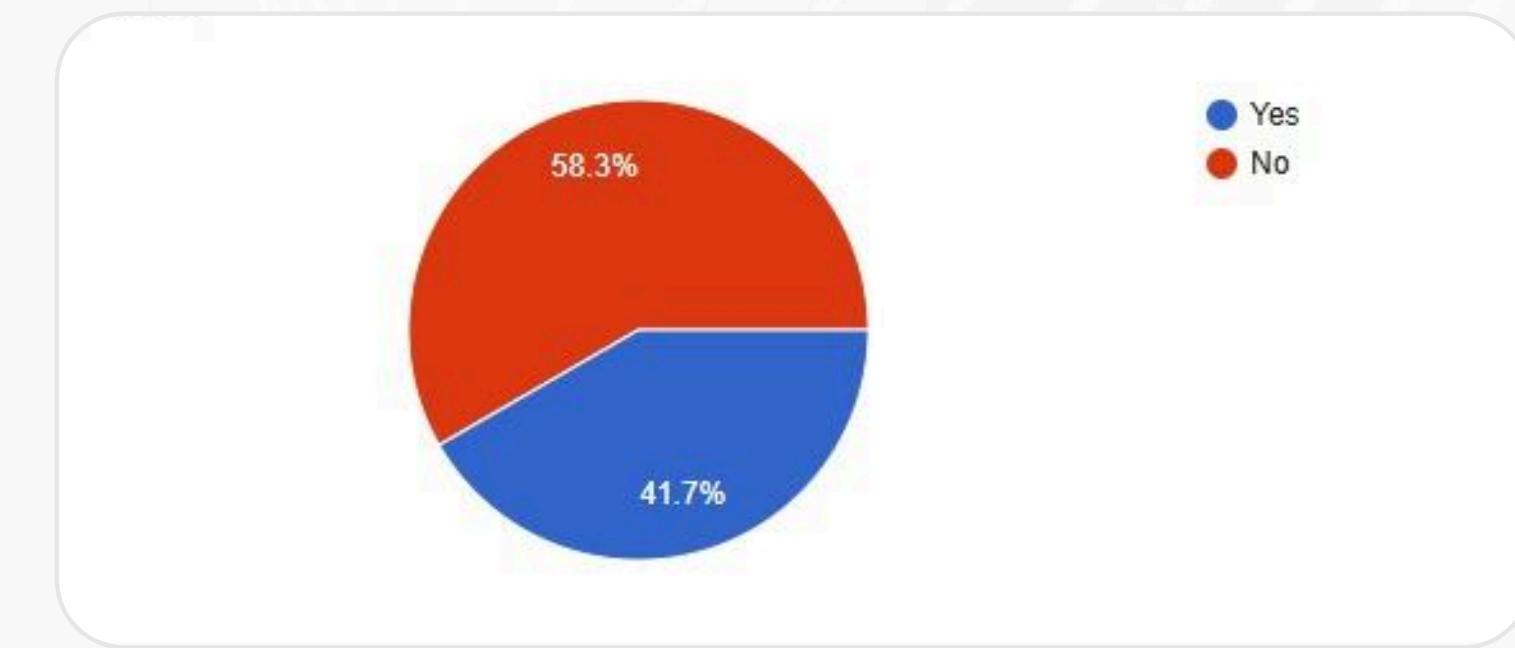
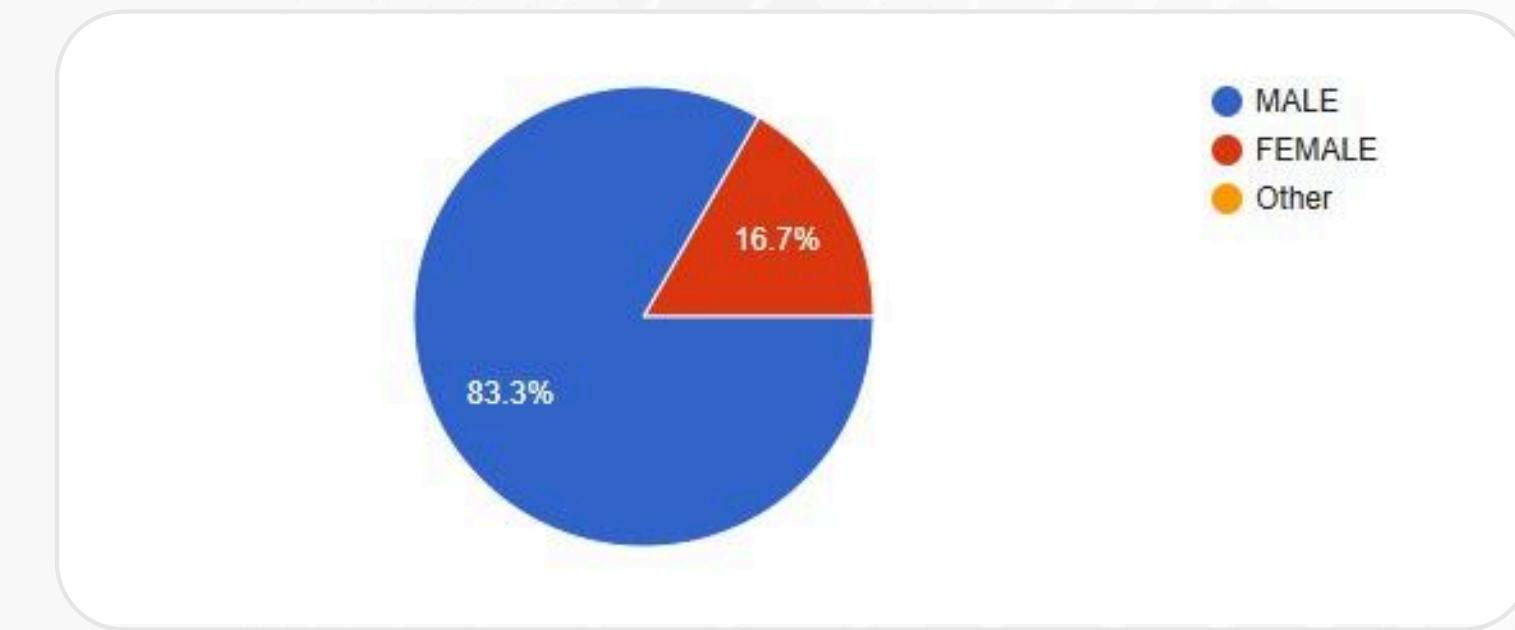
User research

Approach:

- Conducted an online survey via Google Forms.
- Total Responses: 12 participants.

Focus Areas:

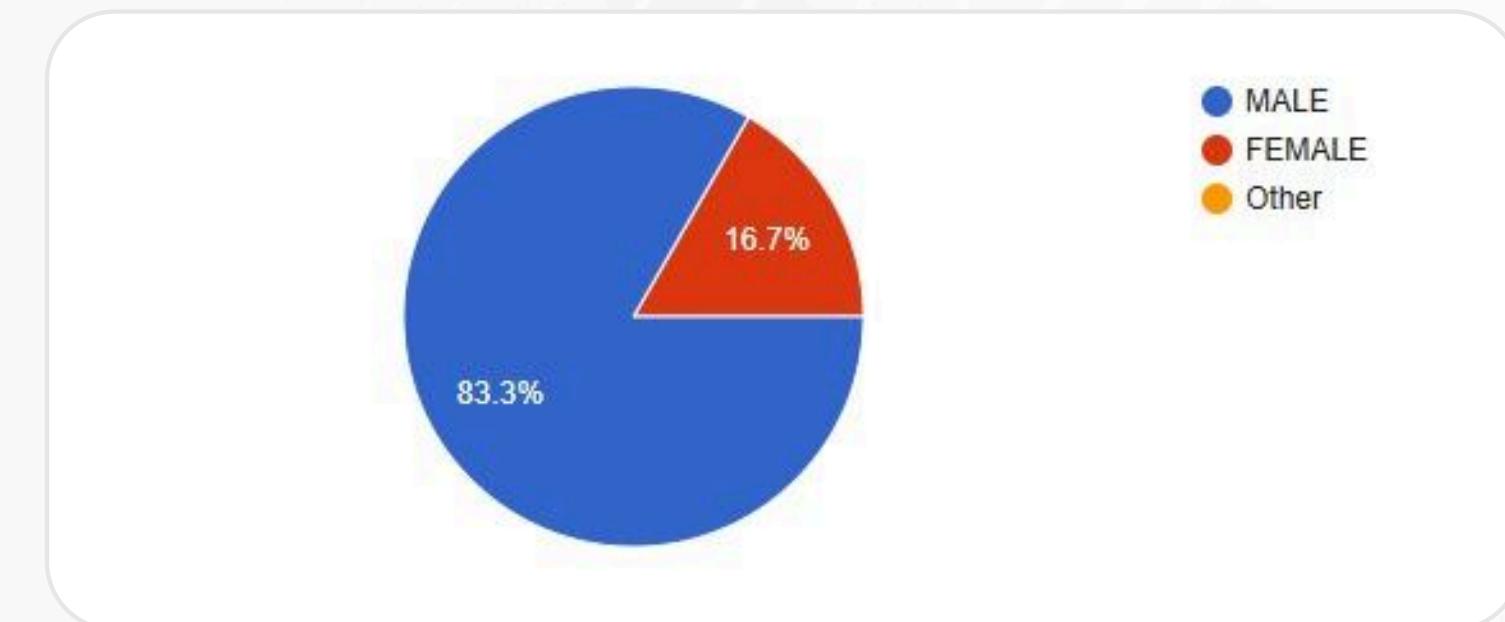
- Social personality types.
- Gender distribution.
- Preferred travel age groups.
- Destination preferences.



User research

Gender Distribution

- Chart Insight:
 - Male: 83.3%
 - Female: 16.7%

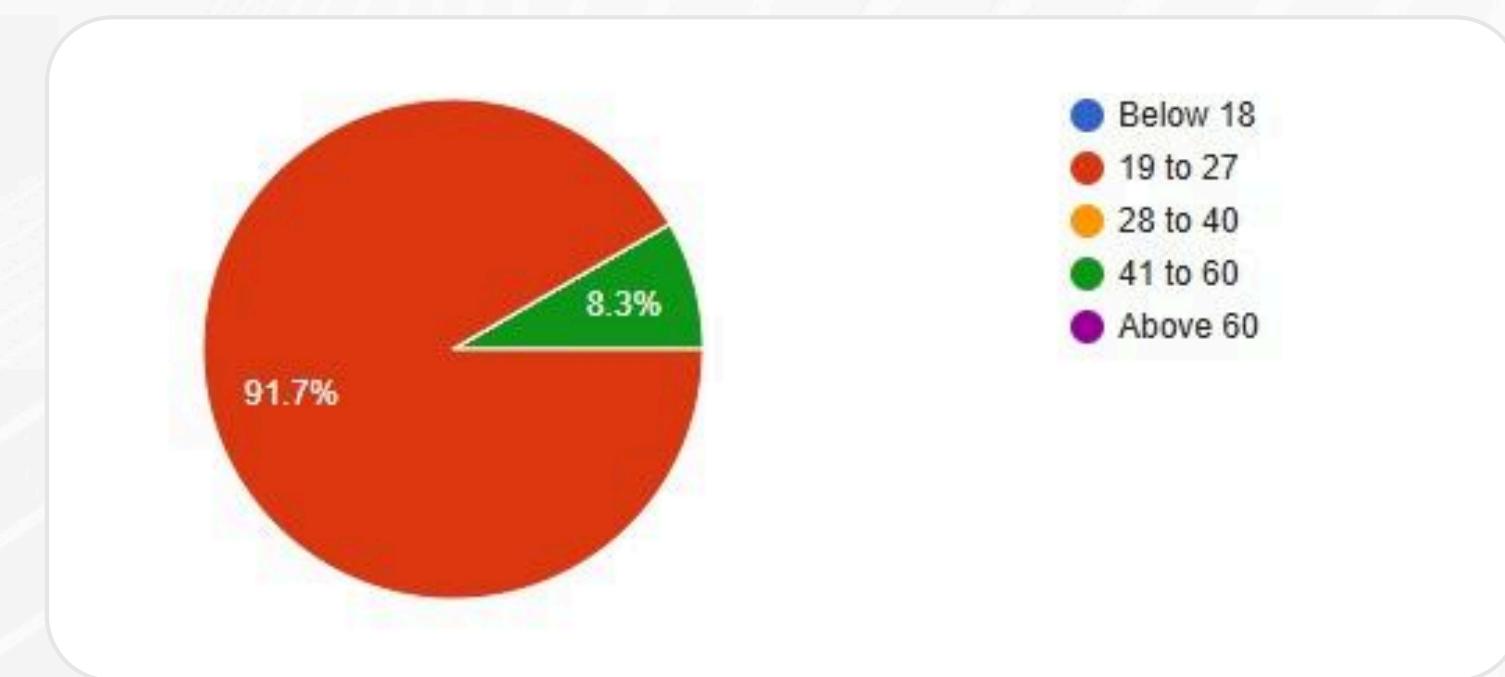
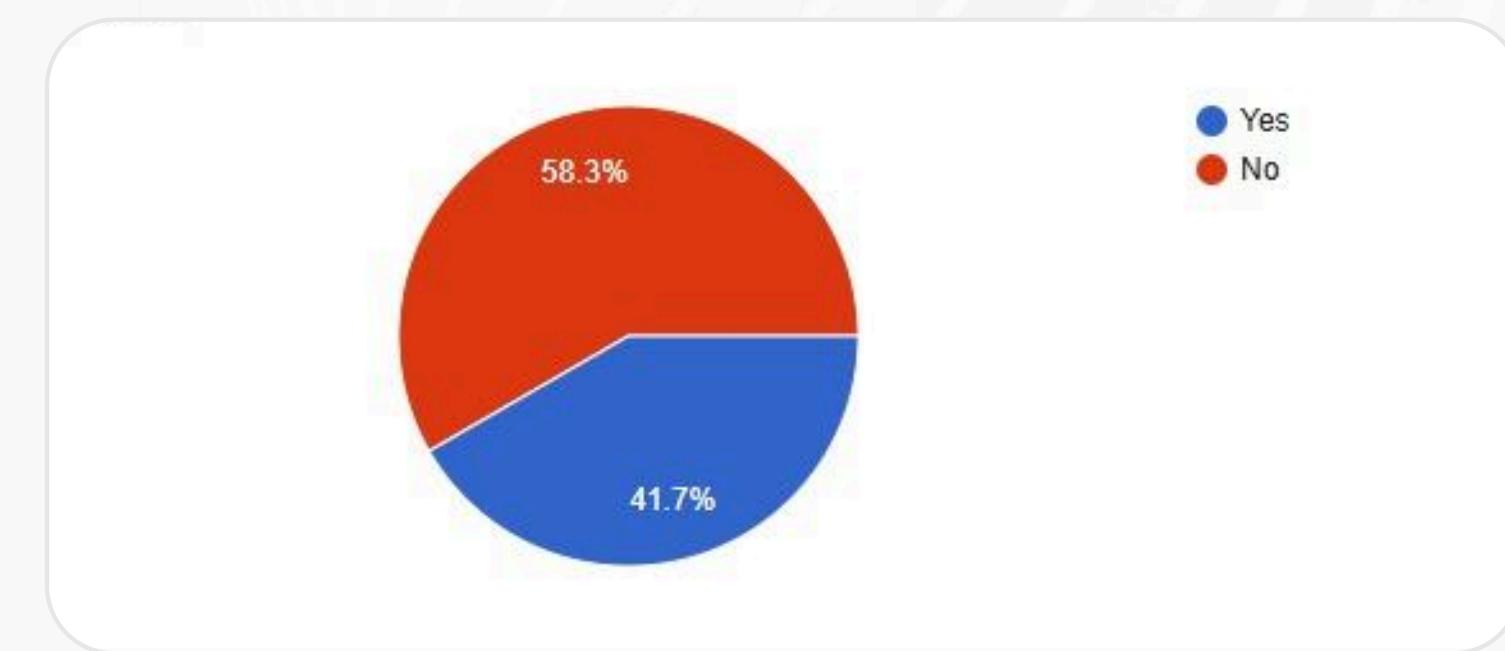


Social Personality Types

- Chart Insight:
 - Introverts: 41.7%
 - Extroverts: 16.7%
 - Ambiverts: 41.7%

Key Takeaway:

- Equal distribution of introverts and ambiverts suggests the need for diverse compatibility features.
- Majority of respondents are male, indicating potential gender-specific design or marketing strategies.



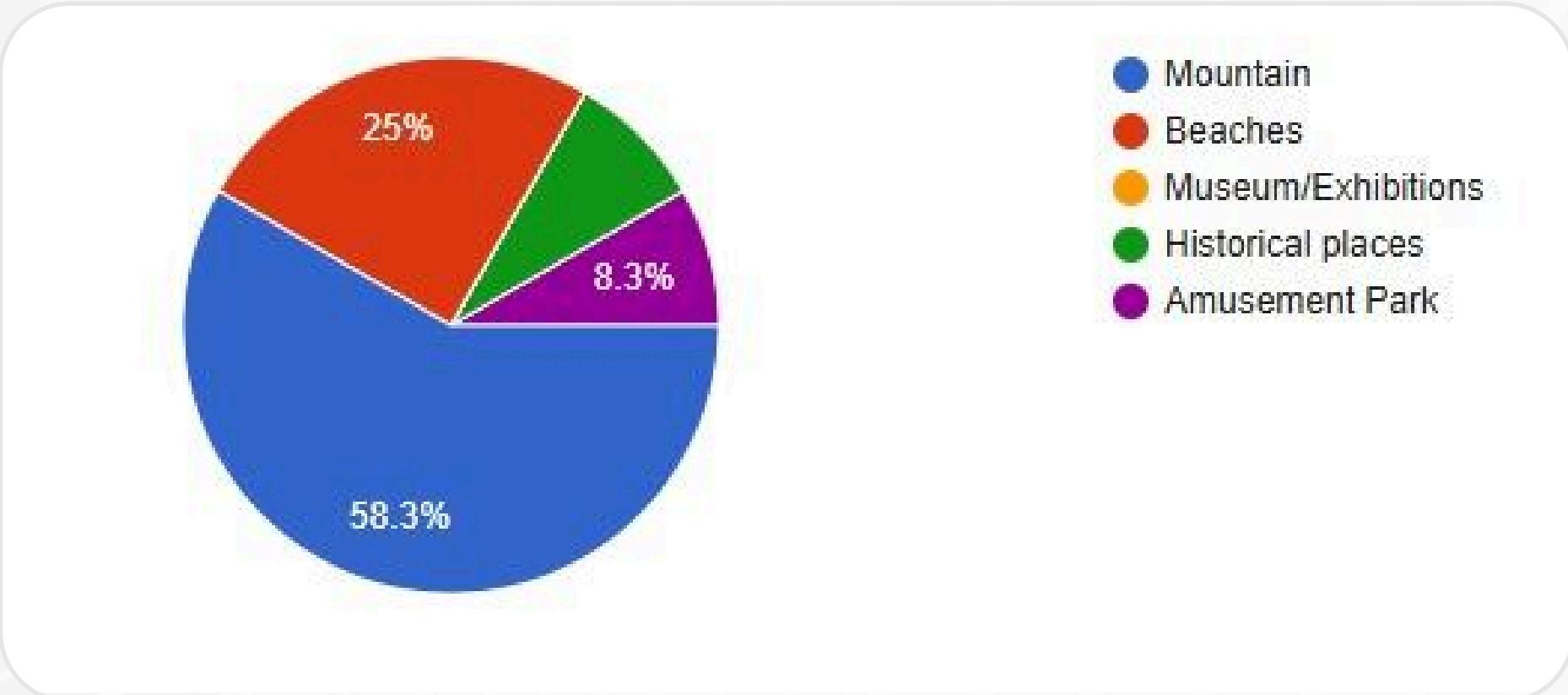
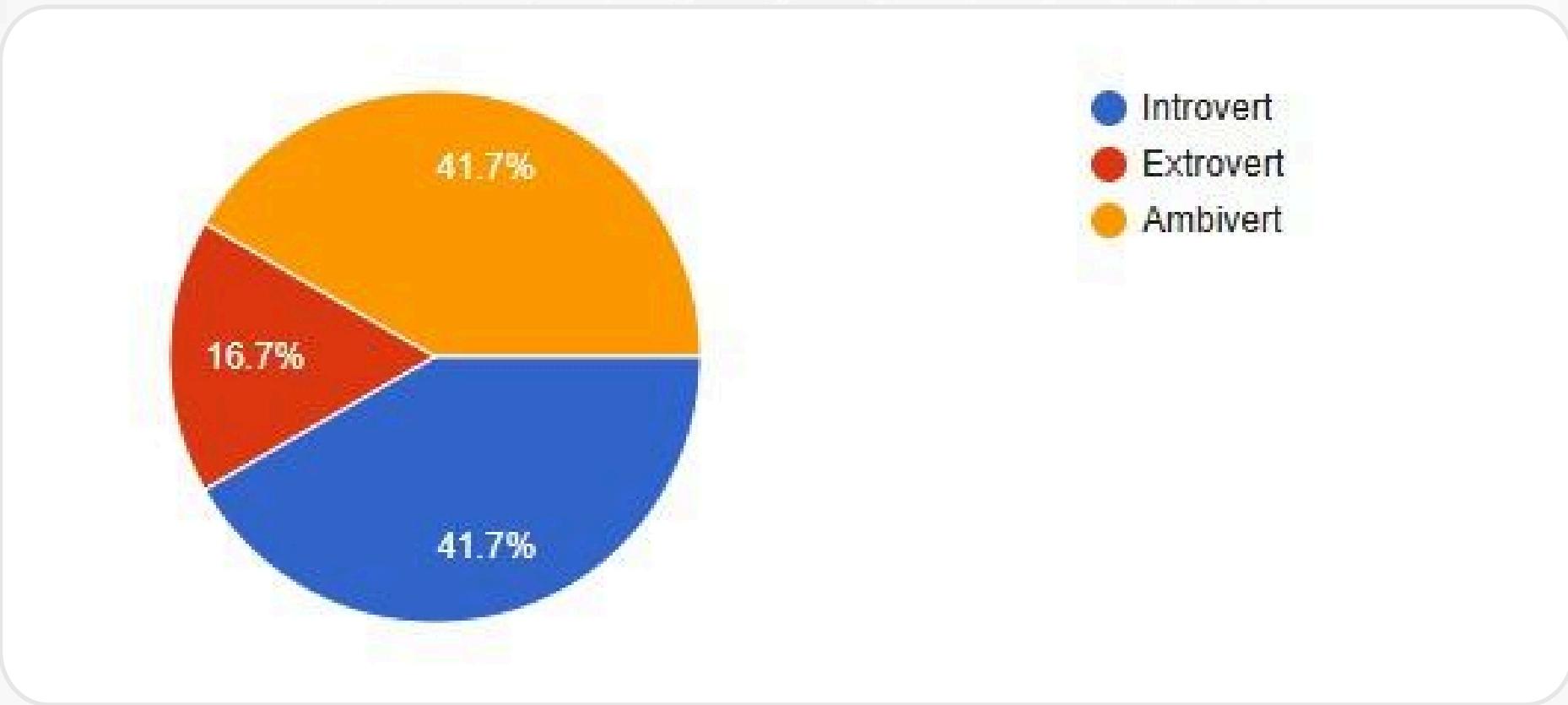
User research

Preferred Age Group for Travel Companions

- **Chart Insight:**
 - Mountains: 58.3%
 - Beaches: 25%
 - Other options (e.g., museums, historical places): Less preferred.

Key Takeaway:

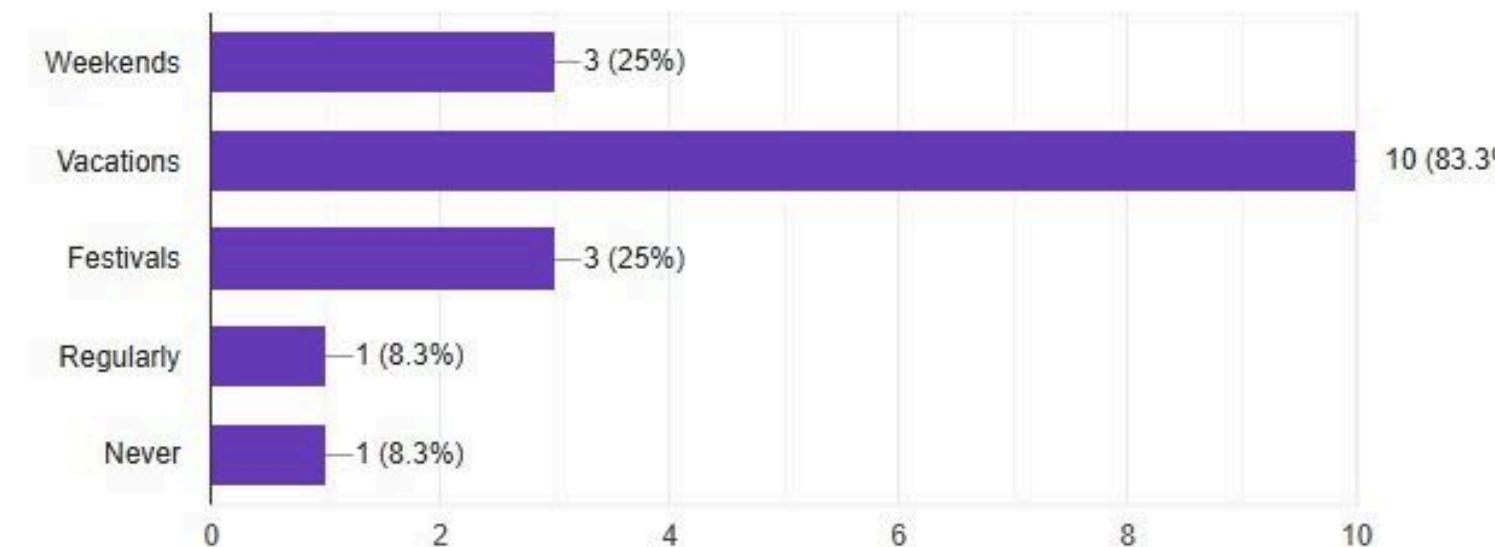
- Emphasize adventure and nature-based travel options in platform features.
Most respondents (91.7%) prefer traveling with individuals aged 19–27.
- Focus on younger travelers while ensuring inclusivity for other age groups.



User research

1. How often do you travel?

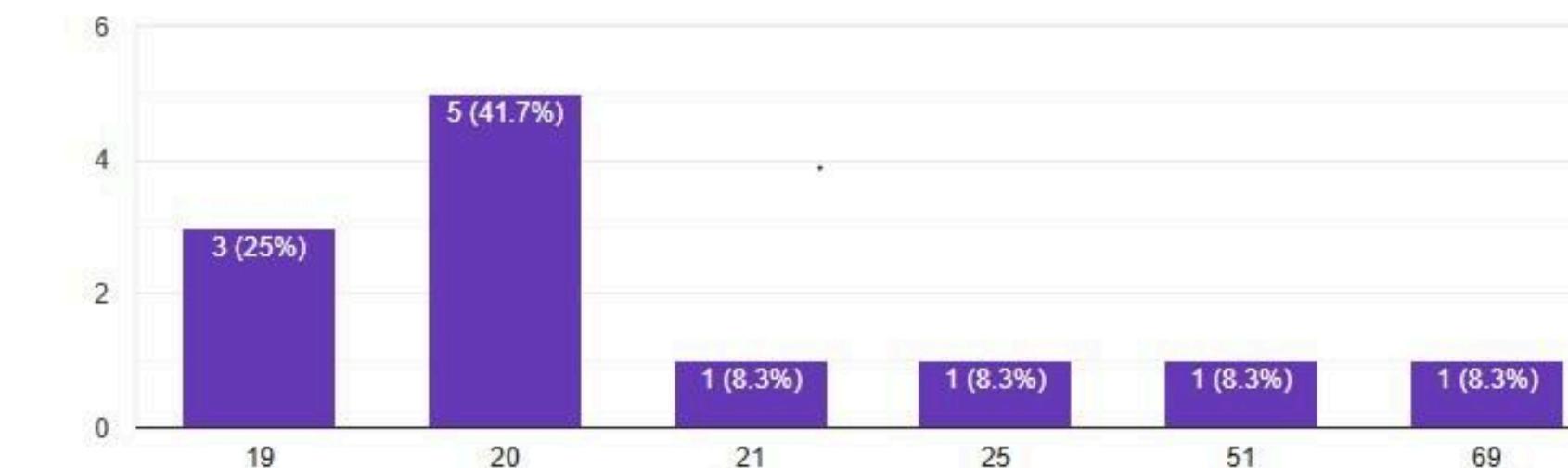
12 responses



[Copy chart](#)

ENTER YOUR AGE

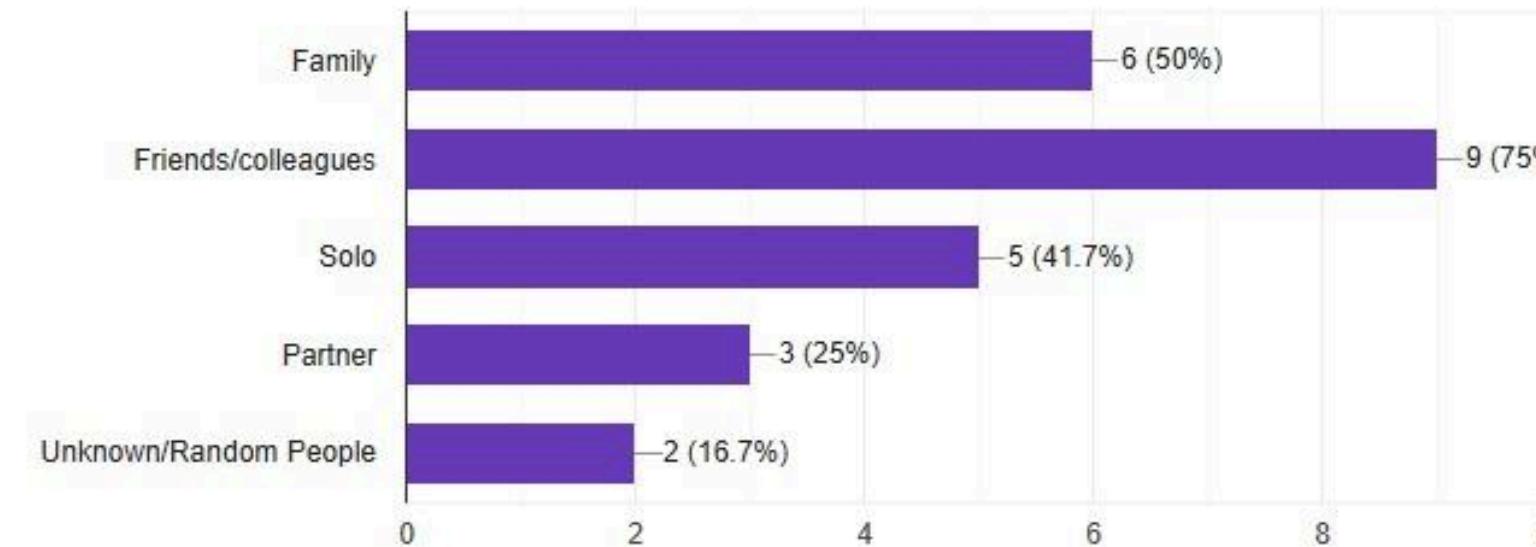
12 responses



[Copy chart](#)

2. What kind of group do you prefer to travel with?

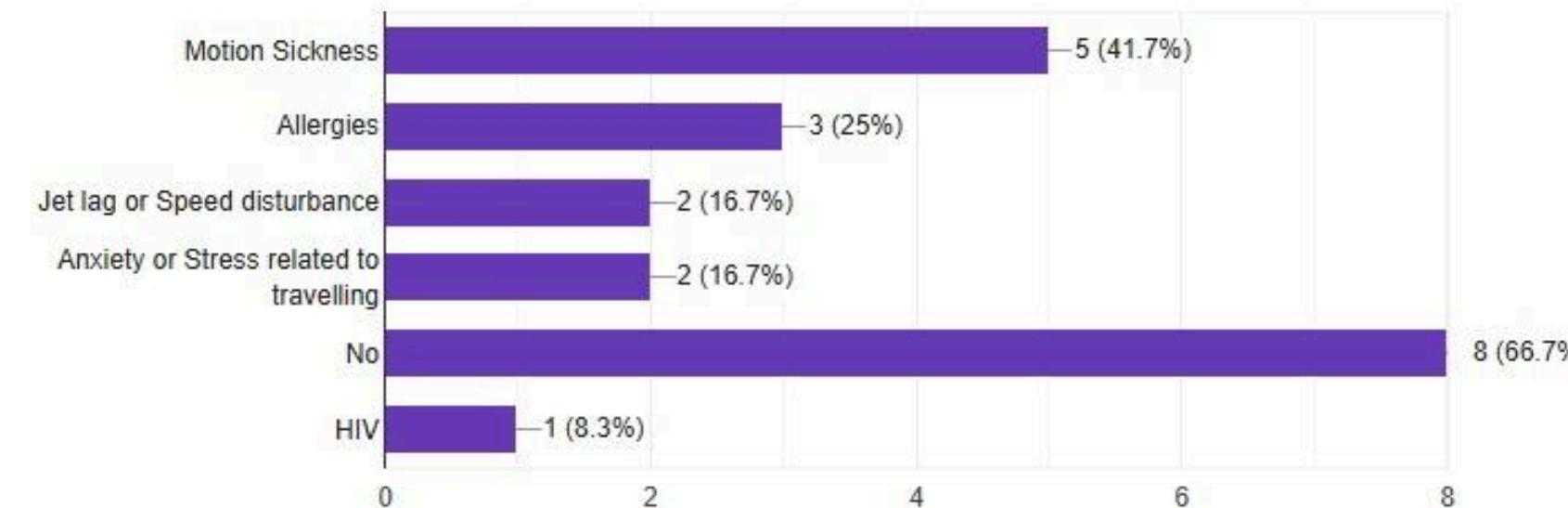
12 responses



[Copy chart](#)

6. Do you have any traveling related health issues?

12 responses



[Copy chart](#)

User Persona



Name: Abhay Deshmukh
Age: 35
Occupation: IT Professional
Location: Mumbai, India

Abhay is a seasoned IT professional who spends most of his time working on tech solutions in a corporate environment. He values his personal space and seeks travel as an escape from his busy professional life. Abhay prefers quieter destinations like mountains, where he can reflect and recharge in solitude or small, compatible groups.

Goal

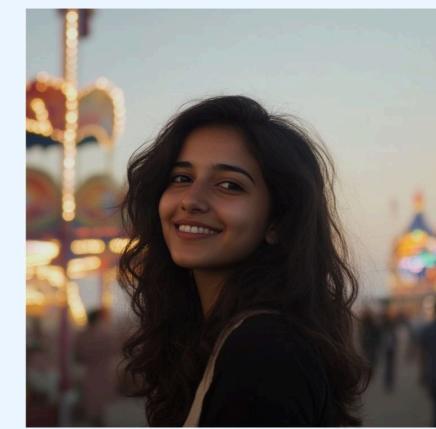
- Find companions who enjoy tranquil destinations and respect personal boundaries.
- Plan stress-free trips with minimal logistics management.
- Stay healthy during travel, avoiding triggers like allergies.

Frustration

- Struggles to find travel groups that match his calm, introspective personality.
- Prefers small groups but dislikes managing shared trip responsibilities like budgeting.
- Health concerns like allergies sometimes make travel challenging.

Travel Preferences:

- Loves traveling to mountains and serene environments.
- Prefers companions aged 28–40.
- Prioritizes health and comfort over adventurous activities.



Name: Neha Kapoor
Age: 25
Occupation: Student
Location: Delhi, India

Neha is a vibrant and outgoing student pursuing a degree in management. She loves socializing and exploring new places with large, energetic groups. Her travel experiences often revolve around meeting new people and immersing herself in local cultures and festivities. Neha enjoys dynamic, adventure-filled locations like beaches and amusement parks.

Goal

- Connect with a diverse group of travelers who share her enthusiasm for adventure.
- Participate in group-friendly activities and cultural events.
- Use an app that simplifies group trip planning, including cost sharing.

Frustration

- Finds existing travel platforms impersonal and lacking engaging features for extroverts.
- Managing group dynamics and travel logistics can be overwhelming.
- Wants a more personalized experience in finding travel companions.

Travel Preferences:

- Prefers lively locations such as beaches or amusement parks.
- Loves traveling with individuals aged 19–27.
- Enjoys group activities, including parties, local festivals, and outdoor adventures.

User flow



Design System



Safar Jan



Safar Jan



Design System

Typography - Mobile - DM sans

Dm sans (1rem/16.00px)

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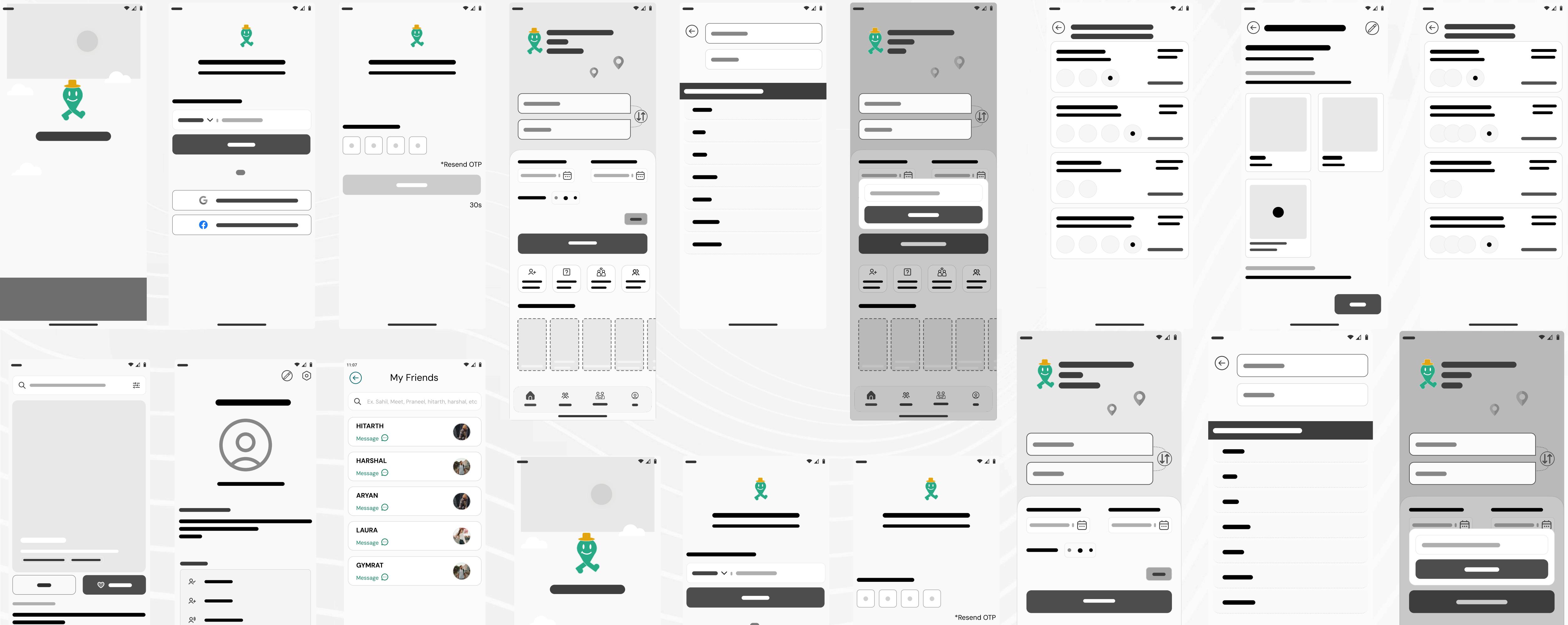
I'm a Headline

I'm a Sub Headline

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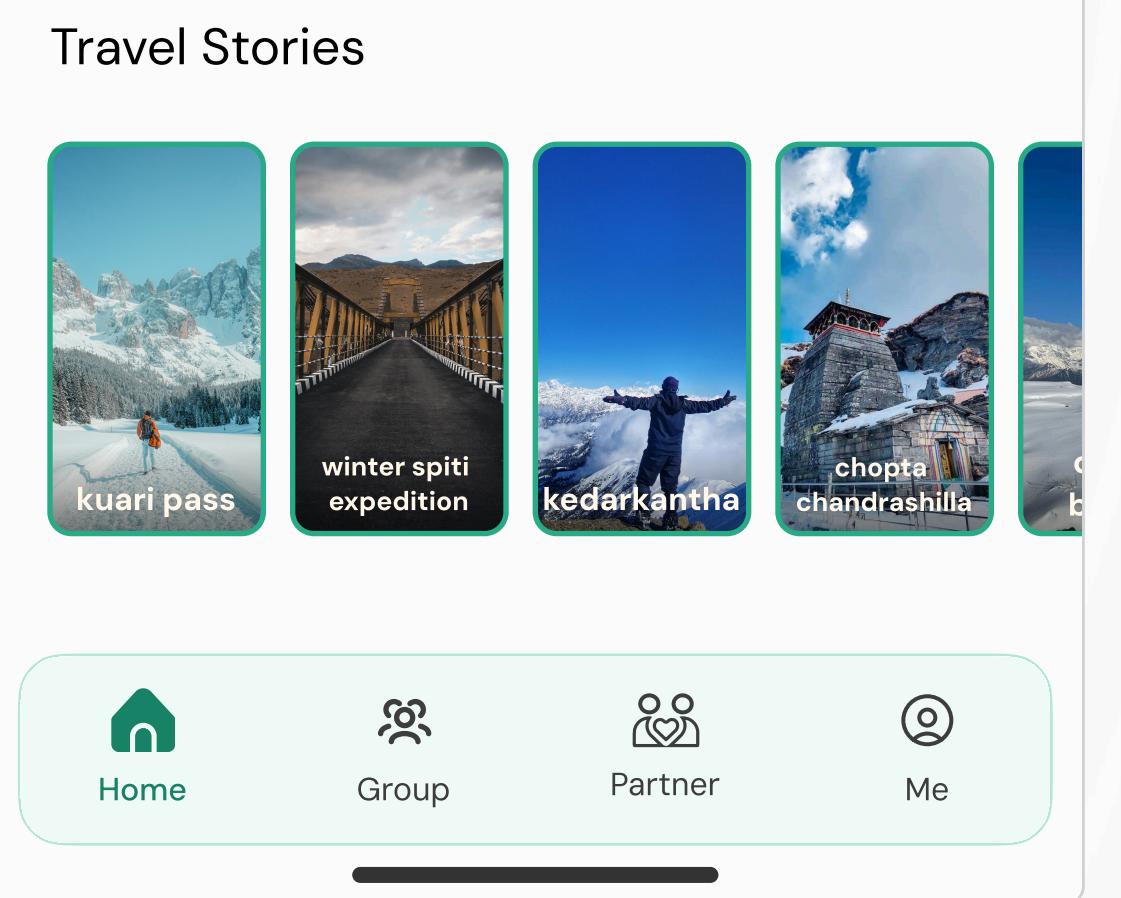
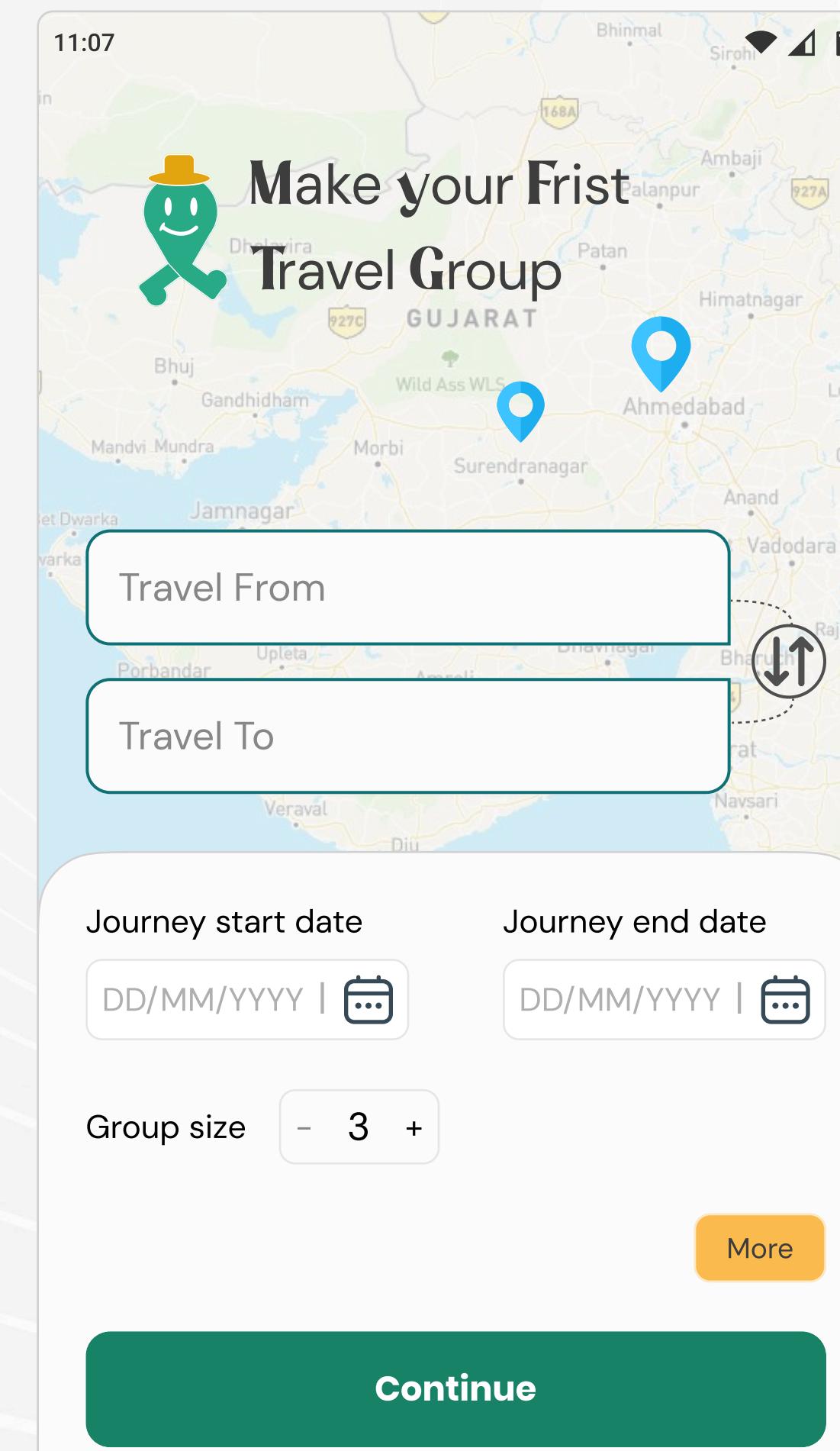
Mid fidelity wireframe



High fidelity wireframe

- Users can create a new travel group.
- Enter travel details such as:
- Journey start and end dates.
- Group size.

Well-organized feature icons and a proper hierarchy help the user navigate more effectively.



- Departure and destination locations.

- Displays travel stories from other users.

High fidelity wireframe

The wireframes illustrate the user interface for a travel group application:

- Group Overview Screen:** Shows a travel group named "Goa ki Tukdi" (Ahmedabad to Goa, 13th Feb to 26th Feb). It includes a group description ("Hey...! our group travel all over the world!"), member profiles for Sahil (20 year old) and komal (20 year old), and a "Chat" button.
- Search Results Screen:** Displays a list of travel groups based on search terms like "Ex. Kutch to Ladakh, Ladakh Safar". Groups shown include "Goa ki Tukdi" (Ahmedabad to Goa, 13th Feb to 26th Feb), "Ladakh ka Safar" (Ahmedabad to Ladakh, 6th Mar to 12th Mar), "Kerala ki Yatra" (Ahmedabad to Kerala, 20th Mar to 1st Apr), "Himachal Adventure" (Delhi to Manali, 5th Apr to 15th Apr), and "Rajasthan Tour" (Jaipur to Jodhpur, 10th May to 20th May).
- Partner Search Screen:** Shows a search for "Ex. Ahmedabad to Ladakh". A large image of a woman standing in front of the Taj Mahal is displayed. Below the image, the user's profile is shown: "kavya, 21" (Interest in: Porbandar to Agra Journey, budget traveler, Foodie). Buttons for "Next" and "Join up" are present. The screen also shows a "My Travel Bio" section and "Interest in" tags: thrifty explorer, culinary enthusiast, gents, coast, etc.

Partner Search Screen

- Users can browse potential travel partners based on shared interests.
- Options to like, skip, or join a partner's journey.

Group Overview

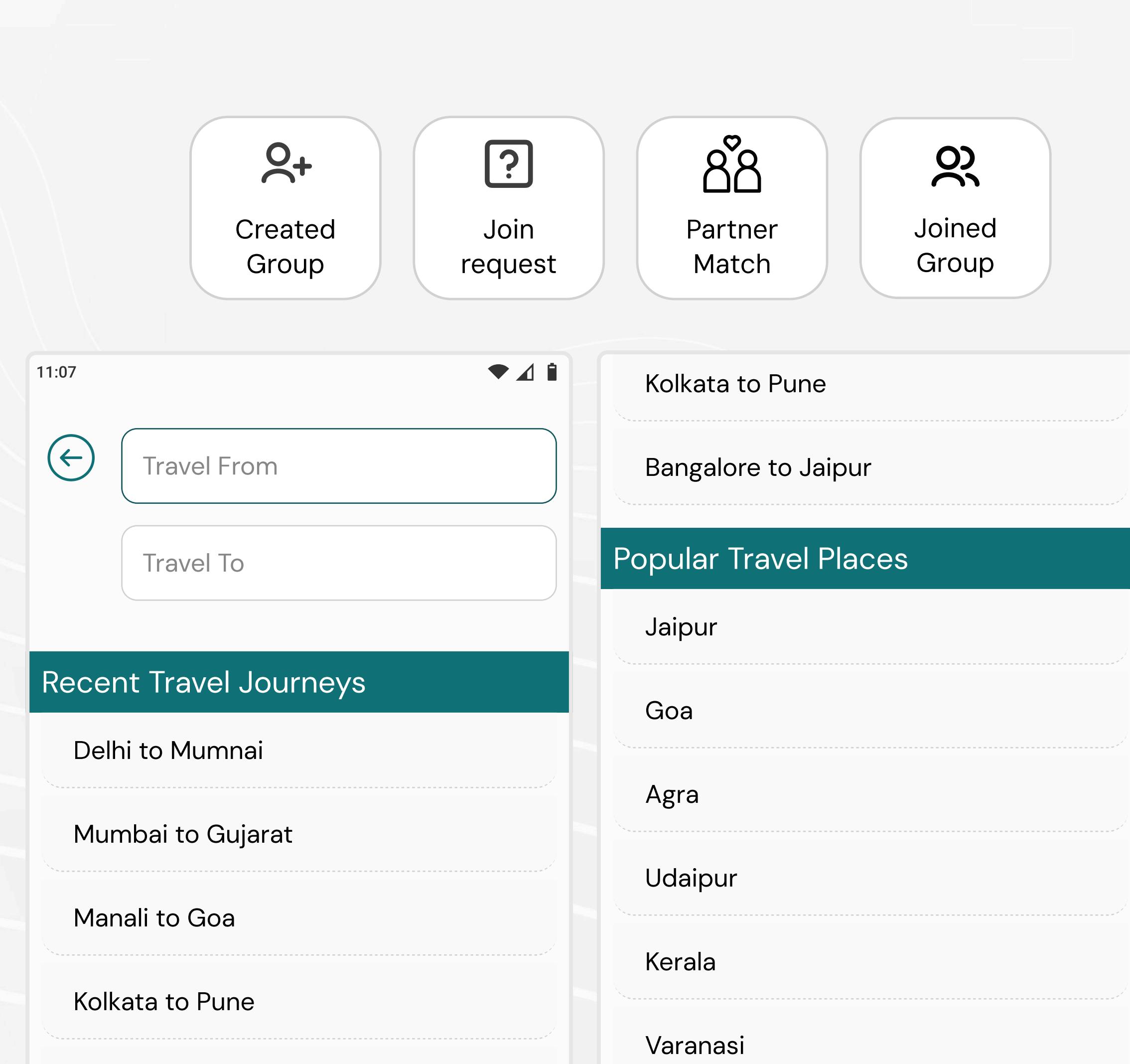
Travel groups with names, destinations, and dates:

- Goa ki Tukdi (Ahmedabad to Goa) – 13th to 26th Feb

Inside a Group (e.g., Goa ki Tukdi)

Destination & Dates: Ahmedabad to Goa (13th to 26th Feb)

High fidelity wireframe



Join Request Screen

- Displays all the groups the user has requested to join.
- Each request shows the trip details and status (Accepted / Pending).
- Users can view more details about the group.

Join Request Details Screen

- Shows complete group details, including trip location and duration.
- Displays group members with their profile pictures.
- Users can see their request status and pending member requests.

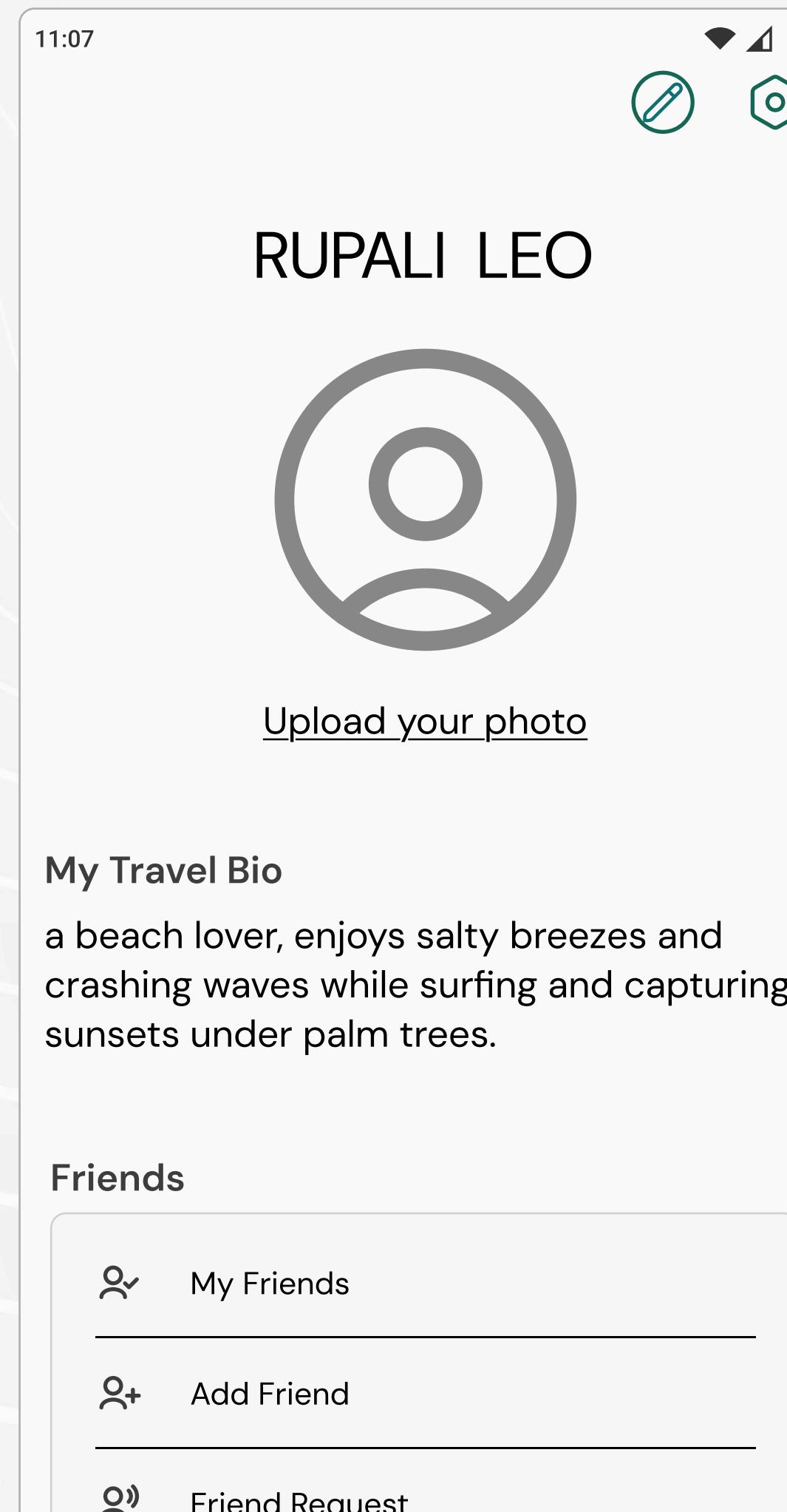
Joined Group Screen

- Lists all the groups the user has successfully joined.
- Displays trip details such as destination and duration.
- Users can tap on a group to view more information.

Group Search & Filter Screen

- Users can search for travel groups by name or location.
- A list of popular travel groups is displayed.
- Filters allow users to refine search results by:
 - Gender preference (Male, Female, Both).
 - Group size selection.
 - Journey start and end dates.
 - Age range and budget.

High fidelity wireframe



Me Screen

- Users can view and edit their profile details.
- Displays profile picture and travel bio.
- Shows a list of interests and known languages.
- Users can manage their friends list.
- Photo gallery section to showcase travel stories.

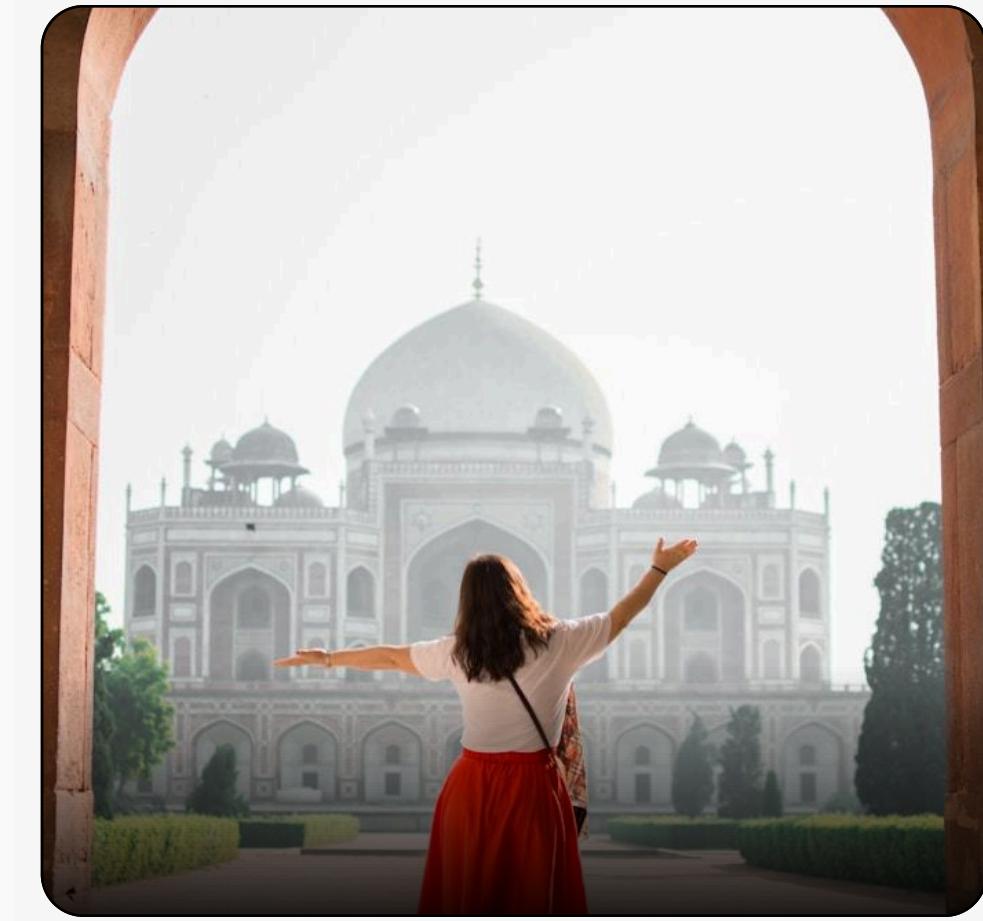
Edit Profile Screen

- Users can update their profile picture.
- Edit name, travel bio, and marital status.
- Select gender: Male / Female.
- Edit and manage photo gallery.

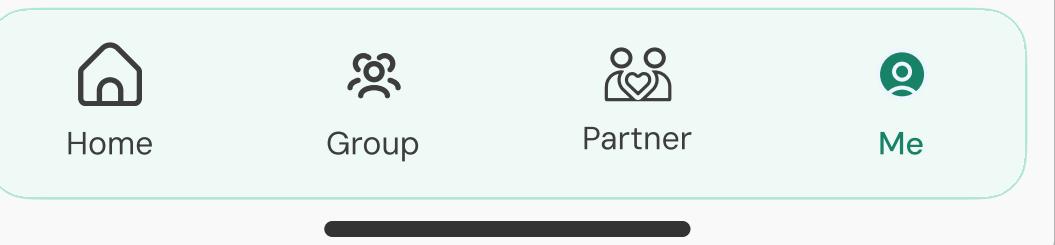
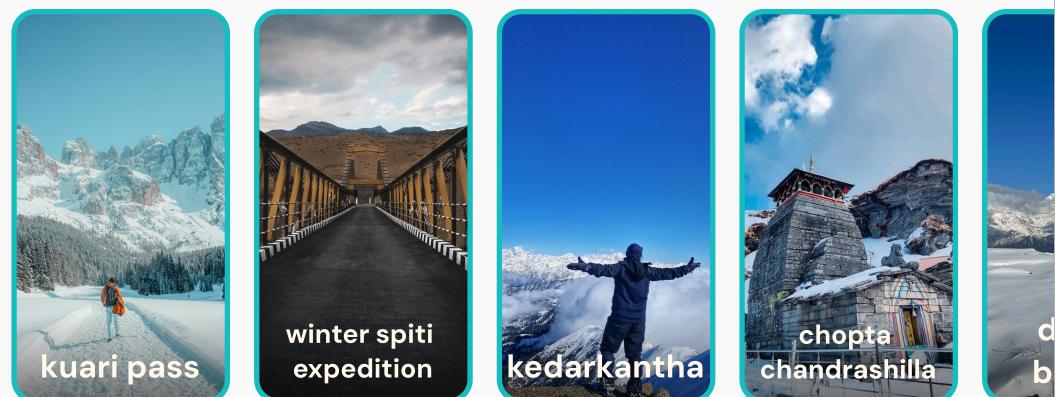
Known Languages

English (x) Hindi (x) Gujarati (x) Spanish (x)
Japanese Chinese Marathi Korean Urdu
Tamil Telugu Others..

Photo Gallery



My Travel Stories



Login

The image displays five sequential screens from a mobile application named "Safar Jan".

- Screen 1:** Welcome screen with the "Safar Jan" logo and a smiling character icon. It features a dashed line connecting two location markers and a couple taking a selfie at the bottom.
- Screen 2:** Login screen. It shows the "Safar Jan" logo and the tagline "Let's Travel Togather Where Journeys Become Stories!". It has a text input field for "Enter your number" containing "INR(+91) ▾ | 12345 67890" and a green "Get OTP" button. Below this, there is an "or" separator and two social login buttons: "Continue with Google" (with a G icon) and "Continue with Facebook" (with a f icon).
- Screen 3:** OTP entry screen. It shows the "Safar Jan" logo and the tagline. It has a text input field for "Enter your OTP" with four empty boxes for digits. A "Continue" button is below it. There is also a link for "*Resend OTP" and a timer indicating "30s".
- Screen 4:** OTP entry screen. It shows the "Safar Jan" logo and the tagline. It has a text input field for "Enter your OTP" with four filled boxes containing the digit "1". A "Continue" button is below it. There is also a link for "*Resend OTP" and a timer indicating "30s".
- Screen 5:** Profile setup screen. It shows the "Safar Jan" logo and the tagline. It includes fields for "Upload your photo" (with a placeholder image), "e.g. Ramesh Sharma" (text input), "DD/MM/YYYY" (date input), and gender selection buttons for "Male", "Female", and "Other". At the bottom, there is a link to "activate your location" and a large green "Continue" button.

Onboarding

11:07

What do you do ?
e.g. Designer, Engineer, Lawyer
Travel Blogger Student Freelancer
Entrepreneur Designer Artist
Engineer Doctor Digital Marketer
Photographer Musician Teacher
Lawyer Gov. employee
Self-Employed Other

11:07 Who do you like to travel with?
Solo Traveler
Partner
Small Group
Large Group
Flexible

11:07 What's your Favorite travel destination?
Beach
Mountain
Museum/Exhibitions
Historical places
Anywhere

11:07 Do you have any health issues?
Motion Sickness
Allergies
Breathing Issues
Joint Pain
None

11:07 Age group you would like to travel with ?
18 to 27
28 to 40
41 to 60
Above 60
Any age – Good vibes matter!

11:07 What kind of traveler are you?
Culture & history explorer
Food lover
Thrill seeker
Relaxation & wellness traveler

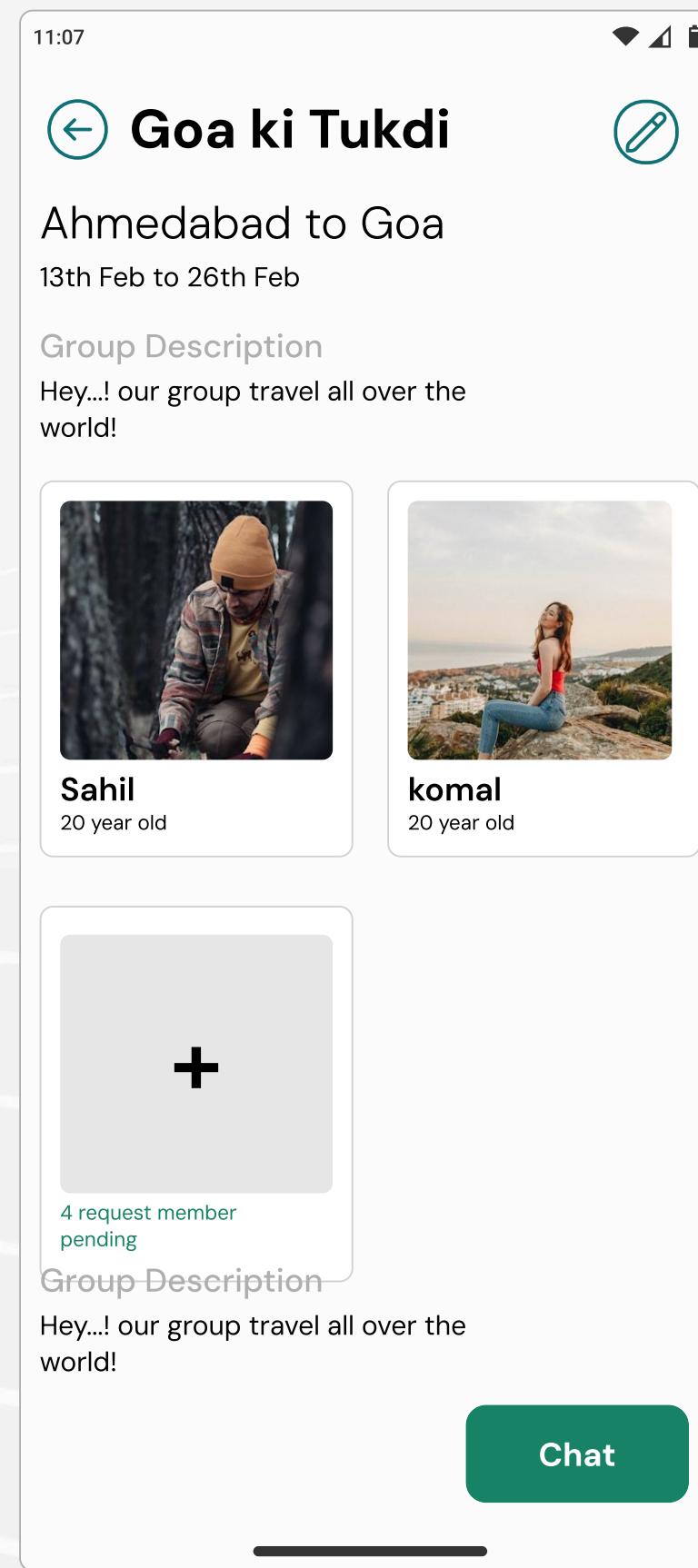
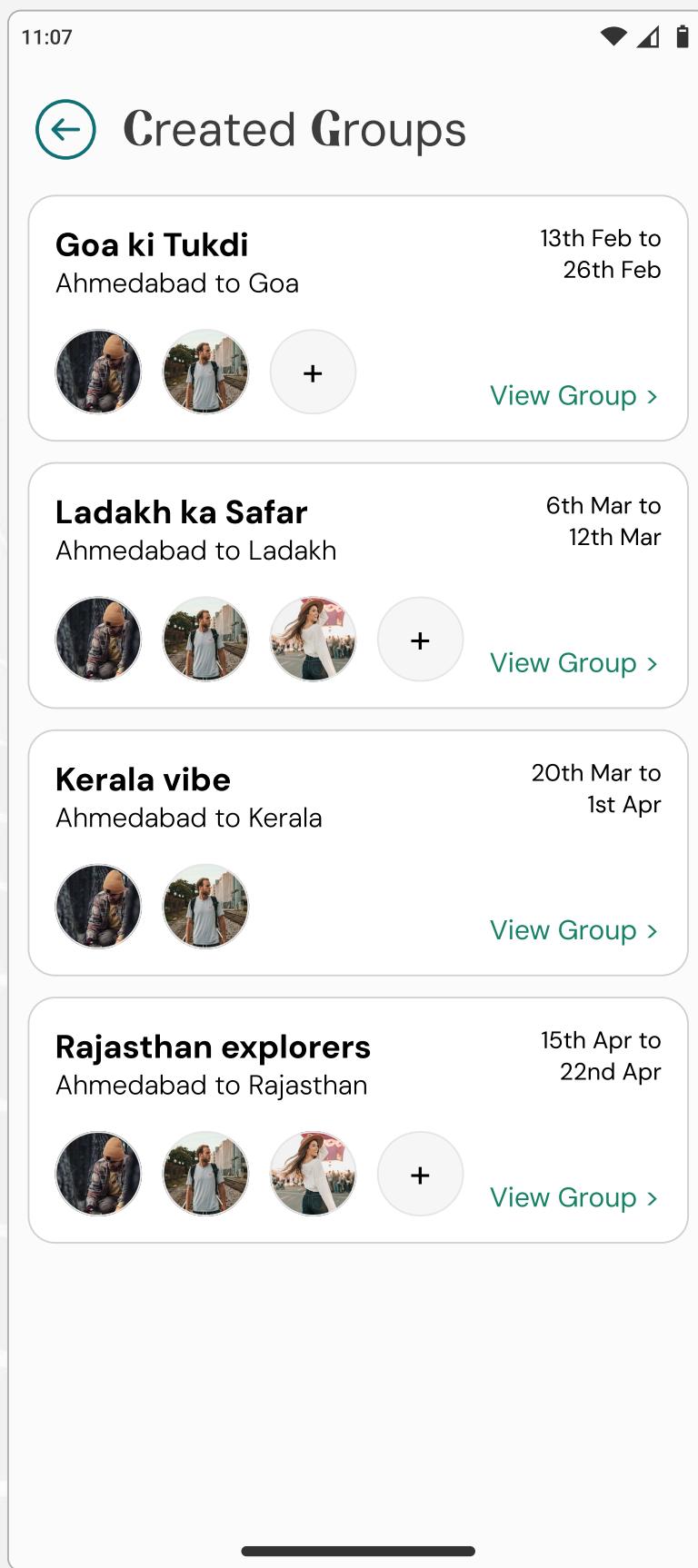
11:07 Let's Travel Togather
Where Journeys Become Stories!

You Successfully completed

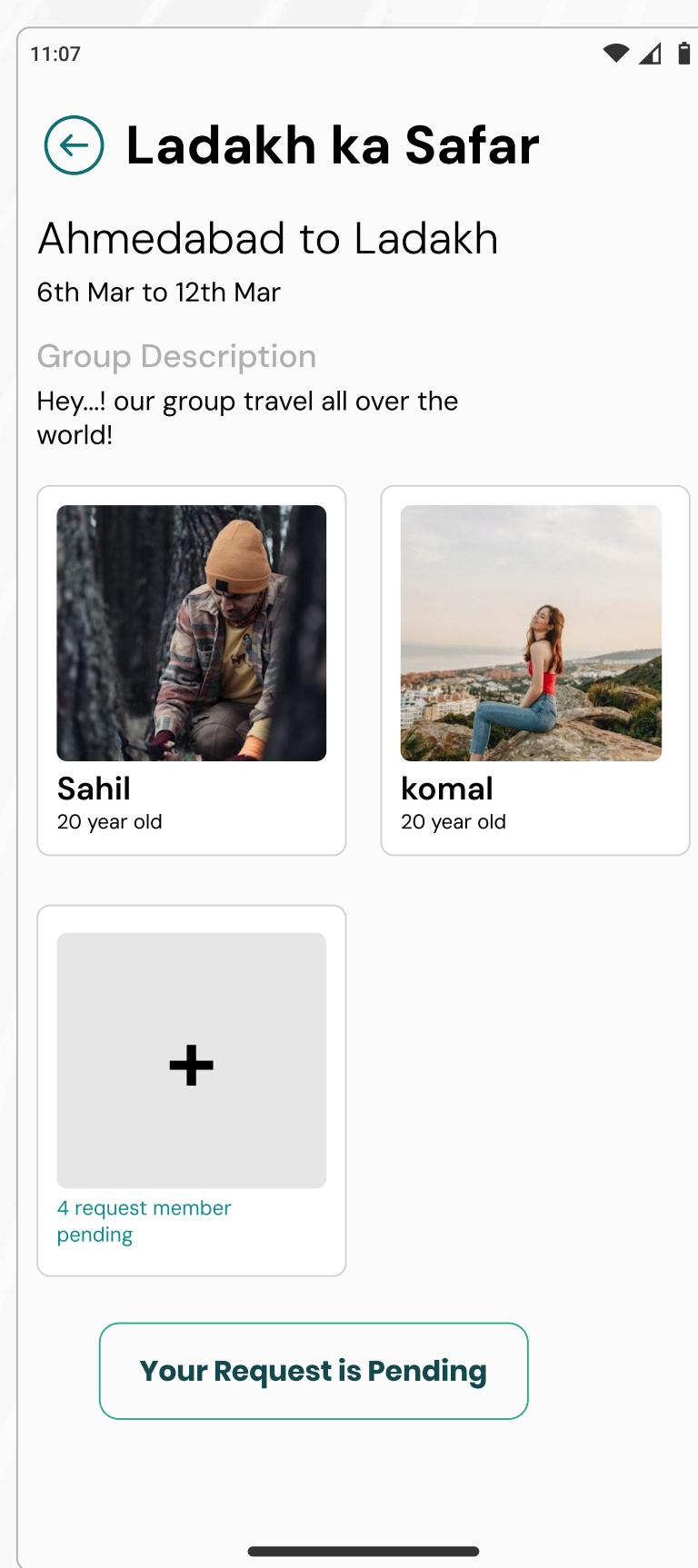
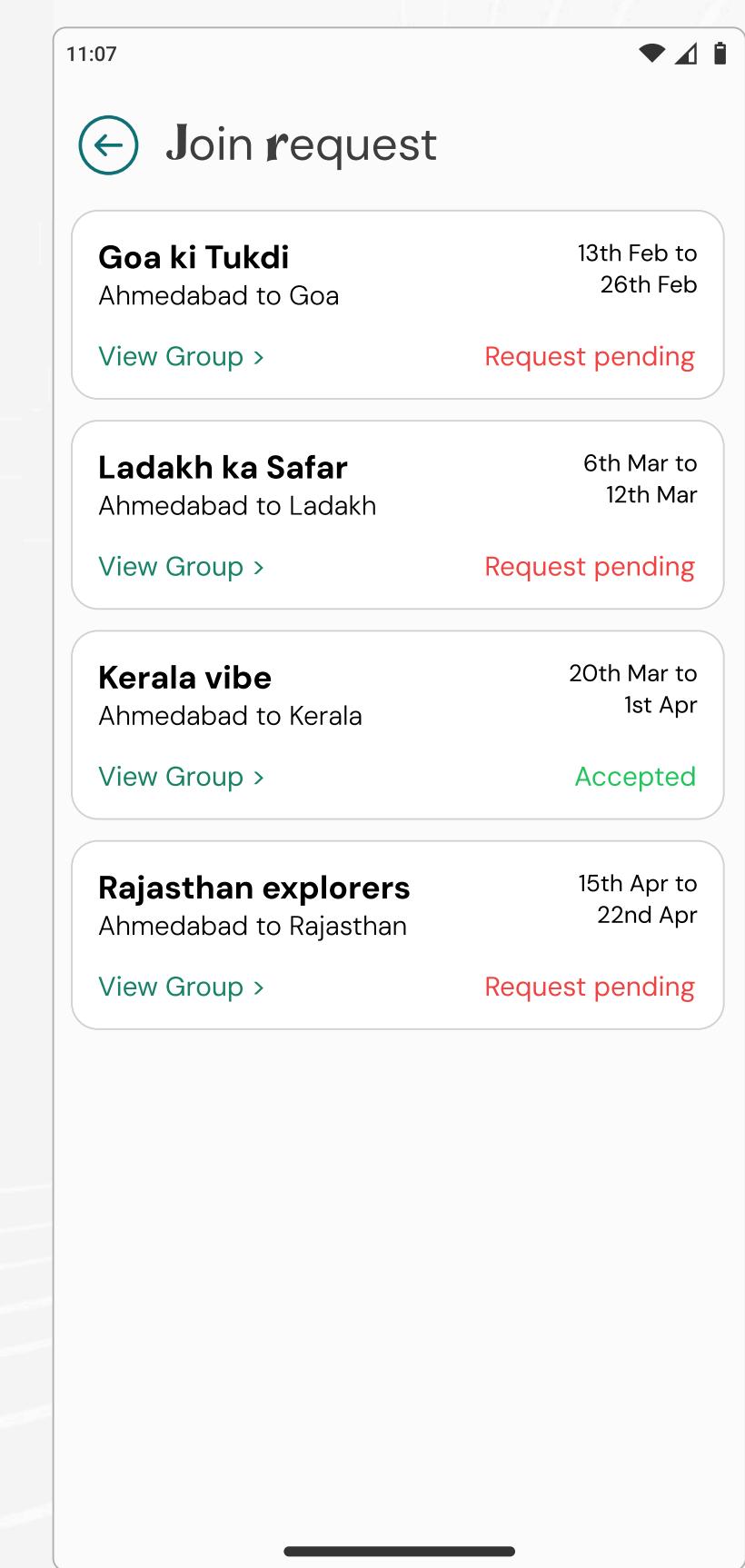
11:07 Find your travel partner

Previous Next Previous Next Previous Next Previous Next Previous Next

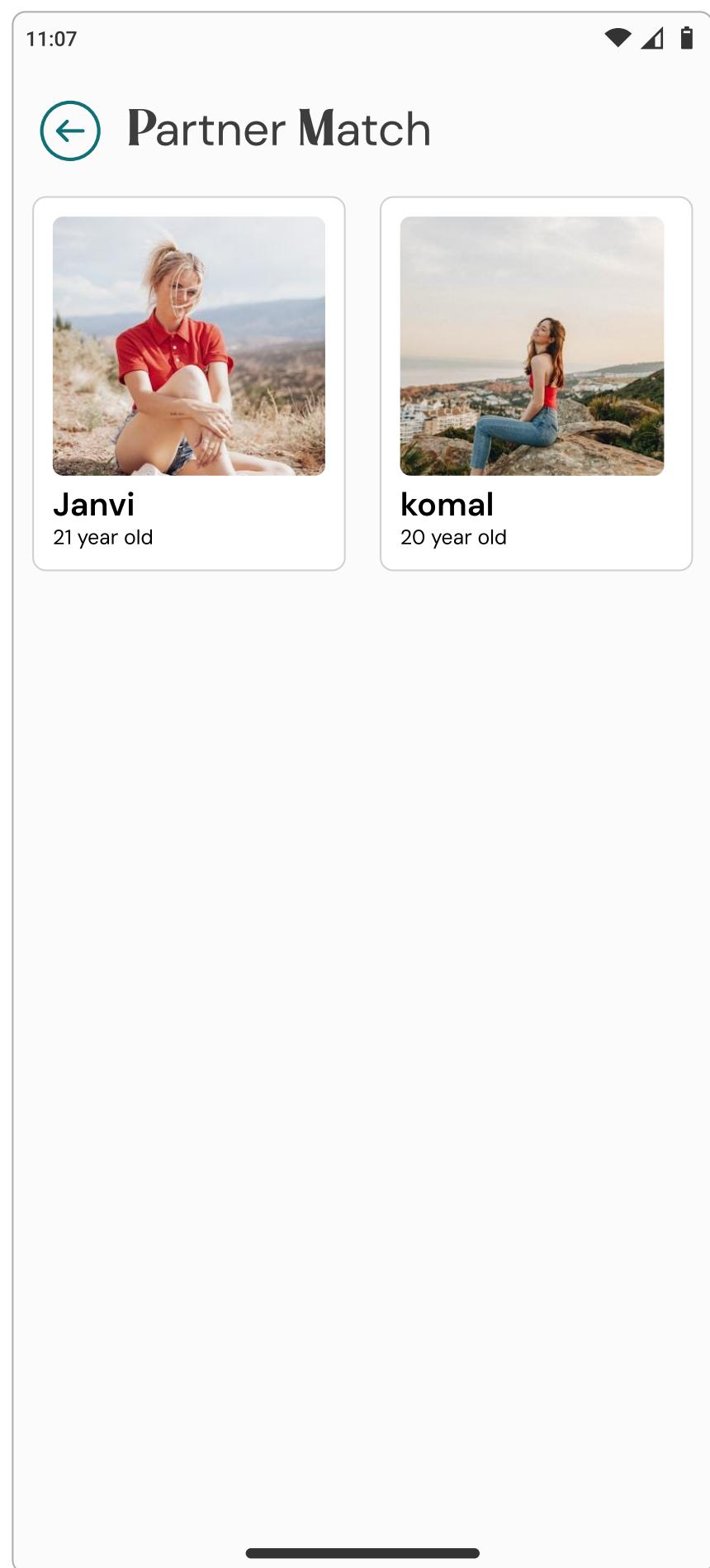
Created group



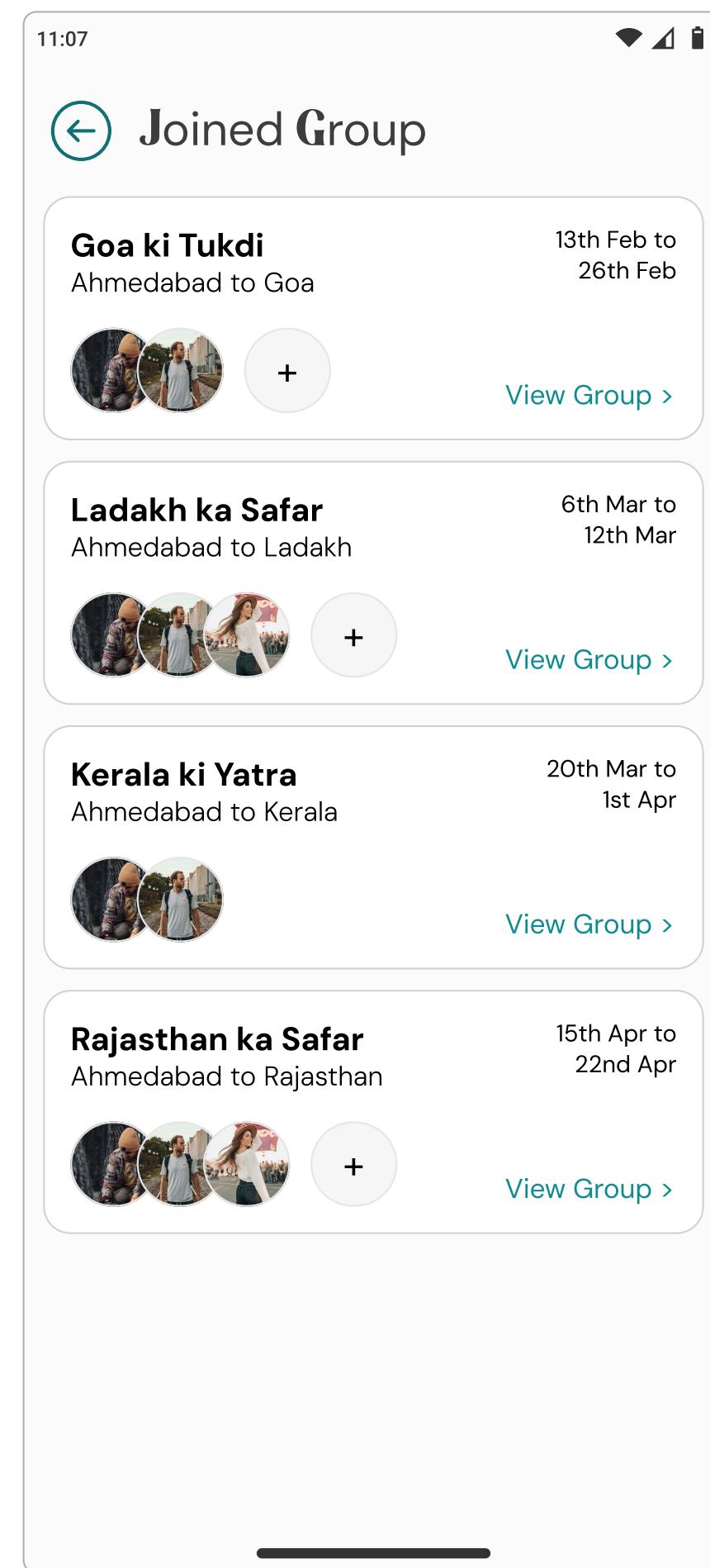
Join request



Partner Match



Joined Group



Group member

Meet mahaliya 202201204

Praneel Vania 202201131

Sahil Pandavadara 202201151

And More



Thank you