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BATCH	B
COURSE CODE	OECS5
EXPERIMENT NO.	2
NAME OF THE EXPERIMENT	Design a mobile/Web UI for travel agent

Aim:

To design Mobile/Web UI for your own Traveling agent considering adding map and localization feature along with descriptions if required

Theory:

1. Analysis of behavior of people in that domain eg their preferences, interests etc.

People prefer simplistic and easy to use designs where everything is given to them in front and they can get all the details they want in a few clicks. They get annoyed when they need to fill many details or navigate through multiple pages to get a small piece of information. They prefer to look at recommendations and offers in the form of cards upfront rather than somewhere hidden as it gives them more information right away,

2. What kind of interfaces will they like and why?

The users will like more interactive and simple interfaces where it is easy to navigate and important things are available to them handy. Also, booking and searching should be at the top with easy to fill blocks so that the user can look at all the options within a few clicks.

3. Existing apps - analyse (Good elements/UI and Bad elements/UI) and rate them

MakeMyTrip - It is a very simple app with booking options available right at the top for a very easy to use booking system. Overall it has a very good design.

Tripadvisor - You can only search for places to visit at the top but cannot select the dates and departure city. This makes it tedious to search for every place where the dates are available. It has a good experience in general.

ClearTrip - It has the option to select the dates and all the other details at the very top but it does not show recommended places. It also has a bit of an old design and UI. It is average in terms of designing.

4. What will be your choice of screen elements? Write down your own Design Goals which you want to furnish while making the website.

The screen elements should be interactive. The design should be very user friendly and easy to understand and use without use of any complex elements so that the user does not have to think a lot. Also it should have elements like cards and slideshows or carousels so that the user can check various images and get an idea.

5. How will your app be better than the existing ones?

It will be more user friendly and try to simplify things for users more. Offers and recommendations would be shown so that the user can get to know more about the work that we do. Reviews by previous customers are displayed to increase credibility and trust in the customer and leave a positive impression in their mind.

Procedure:

1. Research about the problem statement i.e. Traveling agent website
2. Open a new file and create a desktop frame
3. Decide the color scheme and font for the design
4. Decide the number of pages to be designed
5. Design the navigation bar and the footer and once done, convert them into a component
6. Make a basic wireframe for all the web pages and add the components navbar and footer on all pages
7. Designing individual components for every web page and add images wherever required related to the problem statement and check the alignment of components
8. Add interactions on button and flowing connections on all the pages wherever required
9. After prototyping, preview the design and fix if any uniformity errors or alignment issues

Implementation:

Figma URL:

<https://www.figma.com/proto/yQn0LcTc4t6TG3coGHgCZG/Exp2---Travel-Agency?page-id=515%3A3&node-id=703%3A455&viewport=-113%2C1419%2C0.21&scaling=min-zoom&hide-ui=1>

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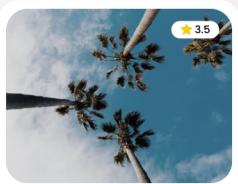
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Our trip to Morocco was truly a once in a lifetime experience and we are so grateful to everyone that made it happen seamlessly. Our travel planner, Jaouad, was incredible.

-Vand D

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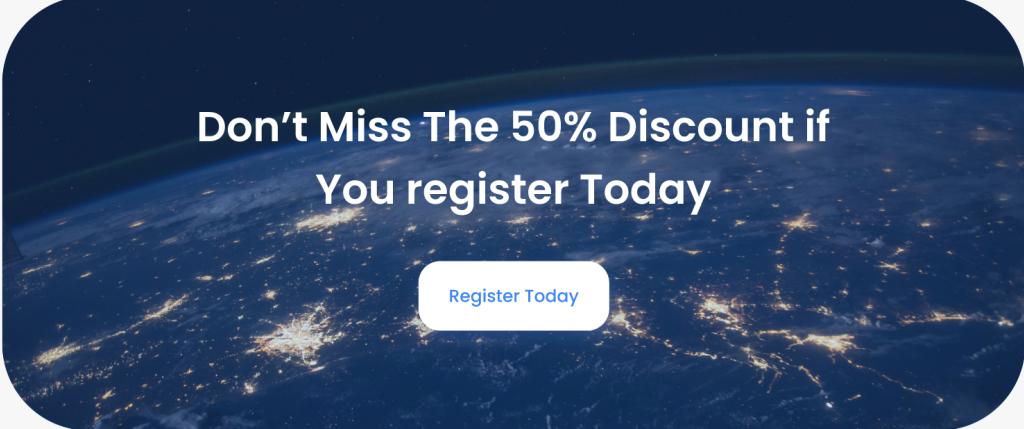
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Conclusion:

In this experiment, we researched and compared features of 3 Online Travel Agency sites (MakeMyTrip, ClearTrip and Tripadvisor) and also designed the UI for Travel Agency - 'TravelWithUs' on figma.