

• •

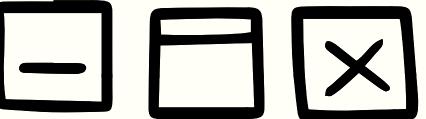
HCI



Experience Authentic Journeys

Group 2

IE 403

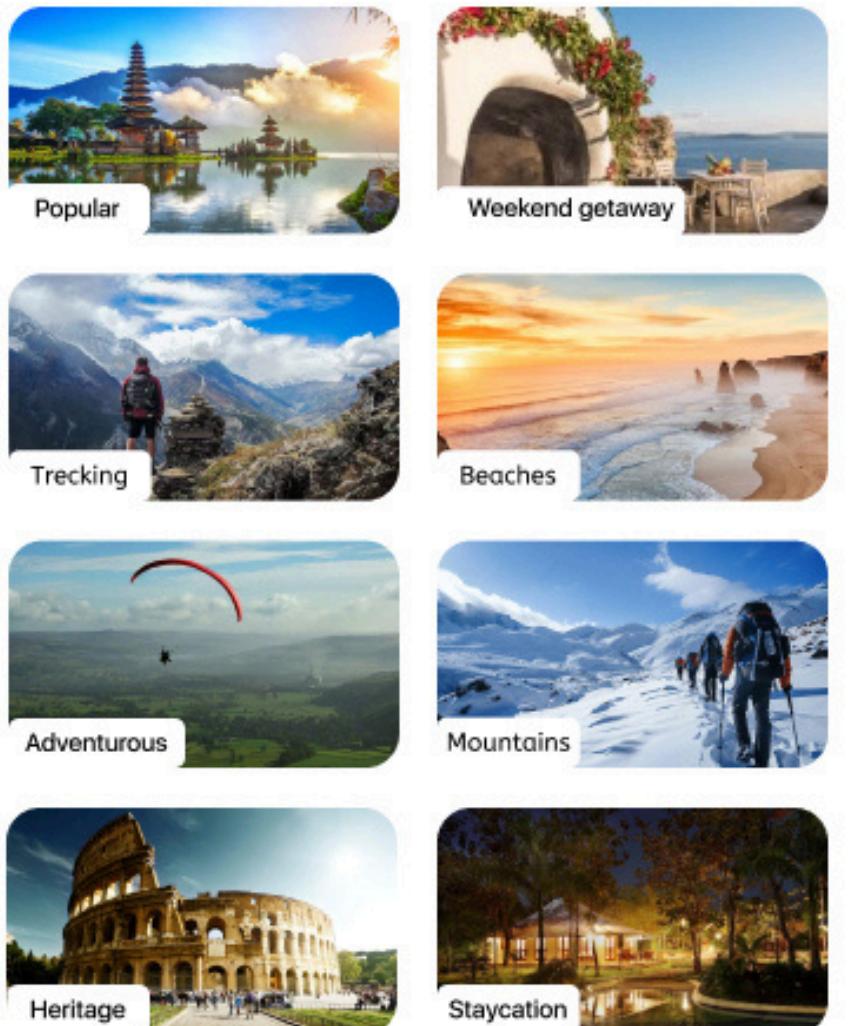


Problem statement

- The complexities of planning trips using fragmented platforms.
- Lack of personalized recommendations tailored to user preferences.
- Challenges in obtaining real-time updates on flights, weather, or events.
- The need for a user-friendly platform for seamless trip management.



Explore the
Beautiful world!



Home Explore Plan a Trip Notifications

Modules Overview

- Login/Sign-Up Module
- Home Page
- Explore Destination Page
- User Profile Page
- Plan a Trip Page
- Notifications

Objectives

Simplify Trip Planning

- Provide a one-stop solution for users to seamlessly plan trips, including destination selection, bookings (flights, hotels, transport), and itinerary management.

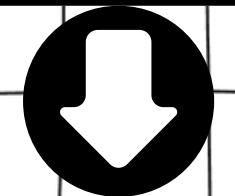
Personalized User Experience

- Offer tailored recommendations based on user preferences, travel history, and thematic interests (e.g., adventure, family trips) for a unique and engaging experience.

Personalized Travel Recommendations Based on Local Preferences

- To offer travelers real-time, location-specific insights and recommendations based on local preferences, allowing them to discover authentic, off-the-beaten-path experiences that enhance their travel itinerary.

HCI Concepts Applied



...

Affordances
and
Signifiers

Feedback

Mapping

Constraints
and error
prevention

Recognition
rather than
recall

Visibility

Causality

User
centered
design

Fitt's Law

Gomes
Model

...

Affordances and Signifiers

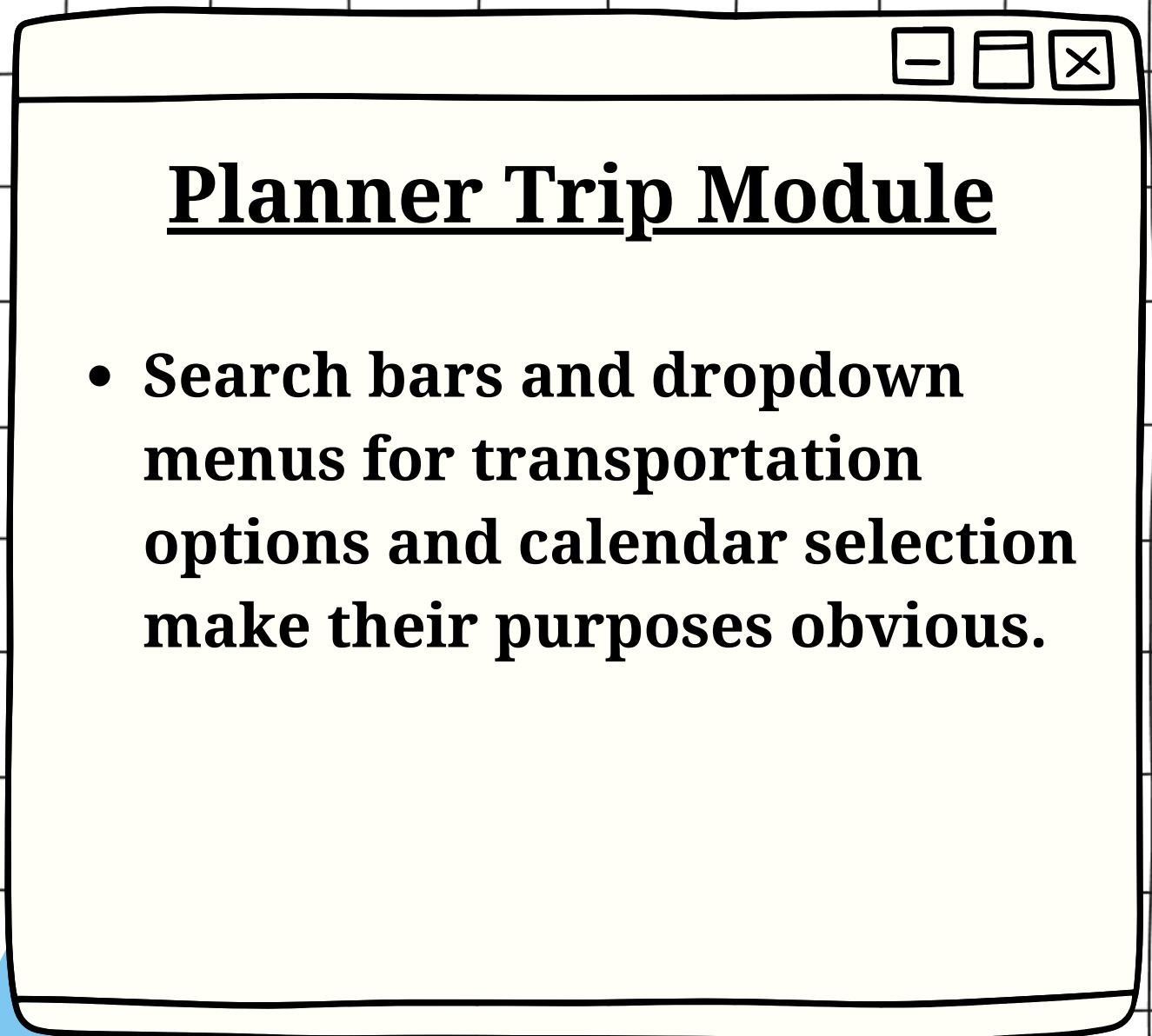
Log-In/Sign-Up Module

- Buttons like "Sign Up" and "Log In" use clear labels and visual cues (e.g., icons for Google/Facebook) to indicate their functionality.

Home Page Module

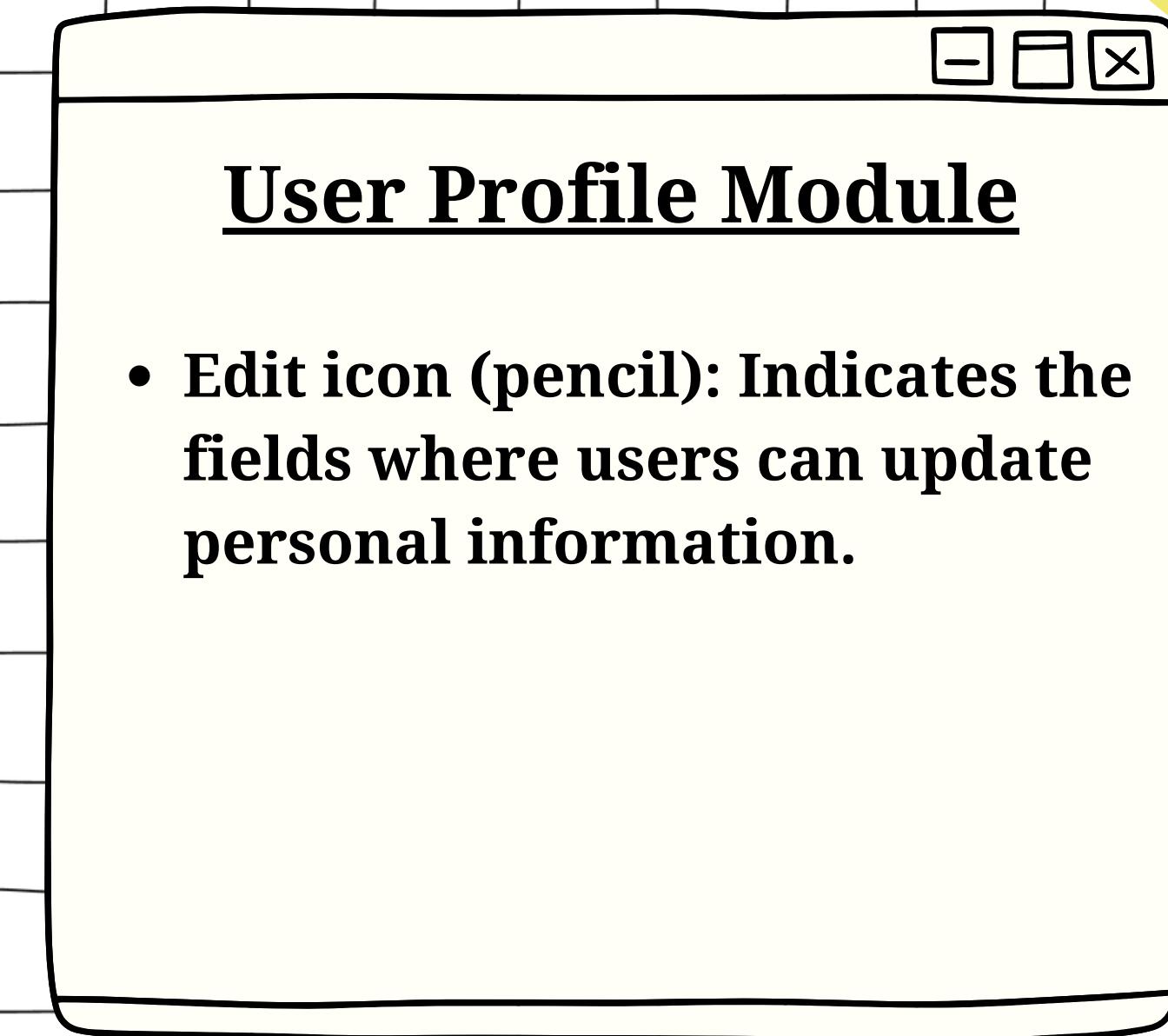
- Interactive tiles and buttons (e.g., "Popular Destinations") guide users on where to click for desired actions.

Affordances and Signifiers



Planner Trip Module

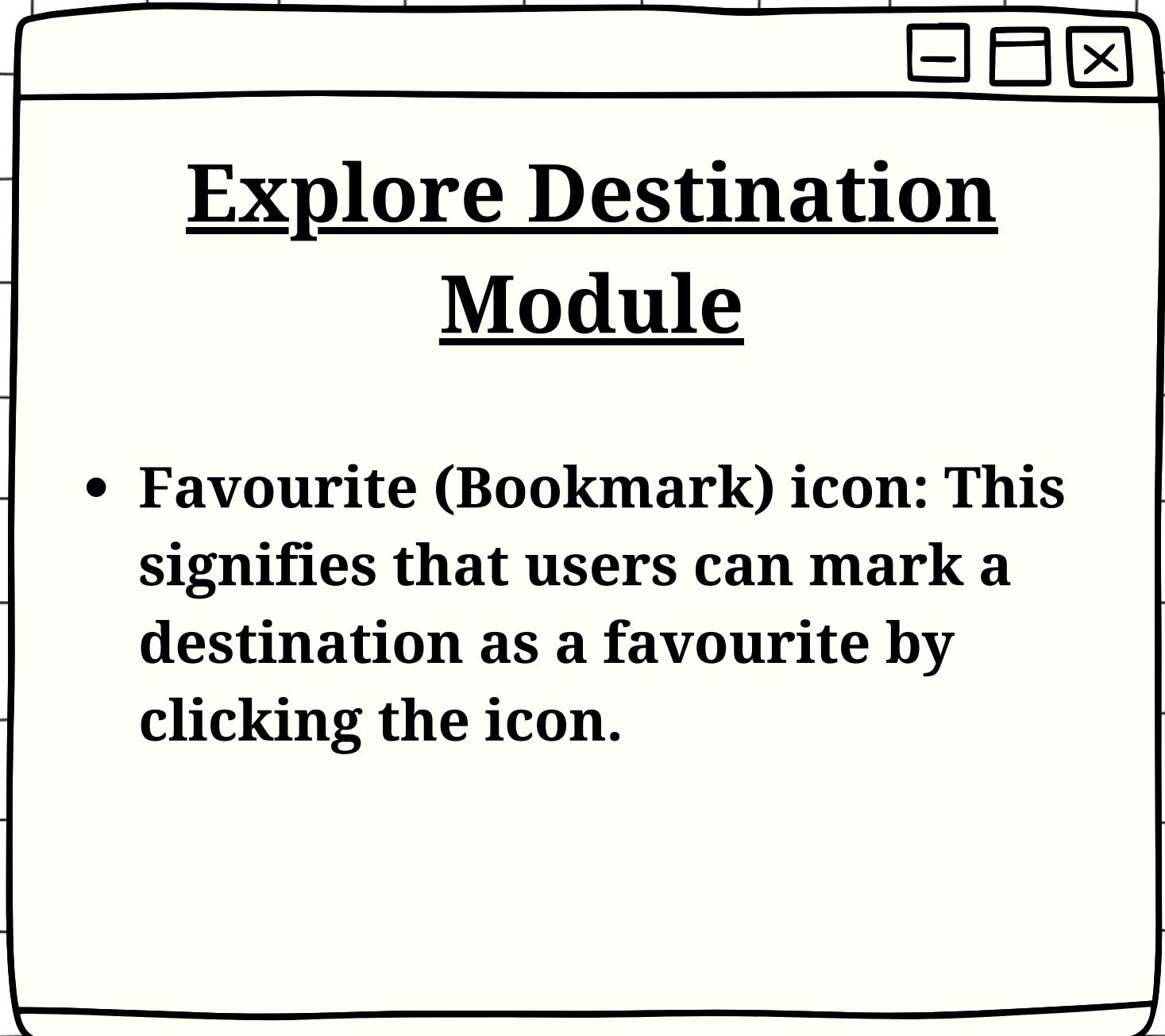
- Search bars and dropdown menus for transportation options and calendar selection make their purposes obvious.



User Profile Module

- Edit icon (pencil): Indicates the fields where users can update personal information.

Affordances and Signifiers



Mapping

Home Page Module

- The layout ensures intuitive navigation; sections like "Trip Planner" and "Explore Destinations" are visually distinct and aligned with user expectations.

Planner Trip Module

- Clearly labelled tabs for transportation, hotels, and packages guide users through the planning process.

Mapping

Explore Destination Module

- Clickable map pins: Clicking on map locations highlights the specific destination on the card with more details.

Constraints and Error Prevention

Log-In/Sign-Up Module

- Validation for fields like email and password ensures users enter correct formats, preventing login errors.

Planner Trip Module

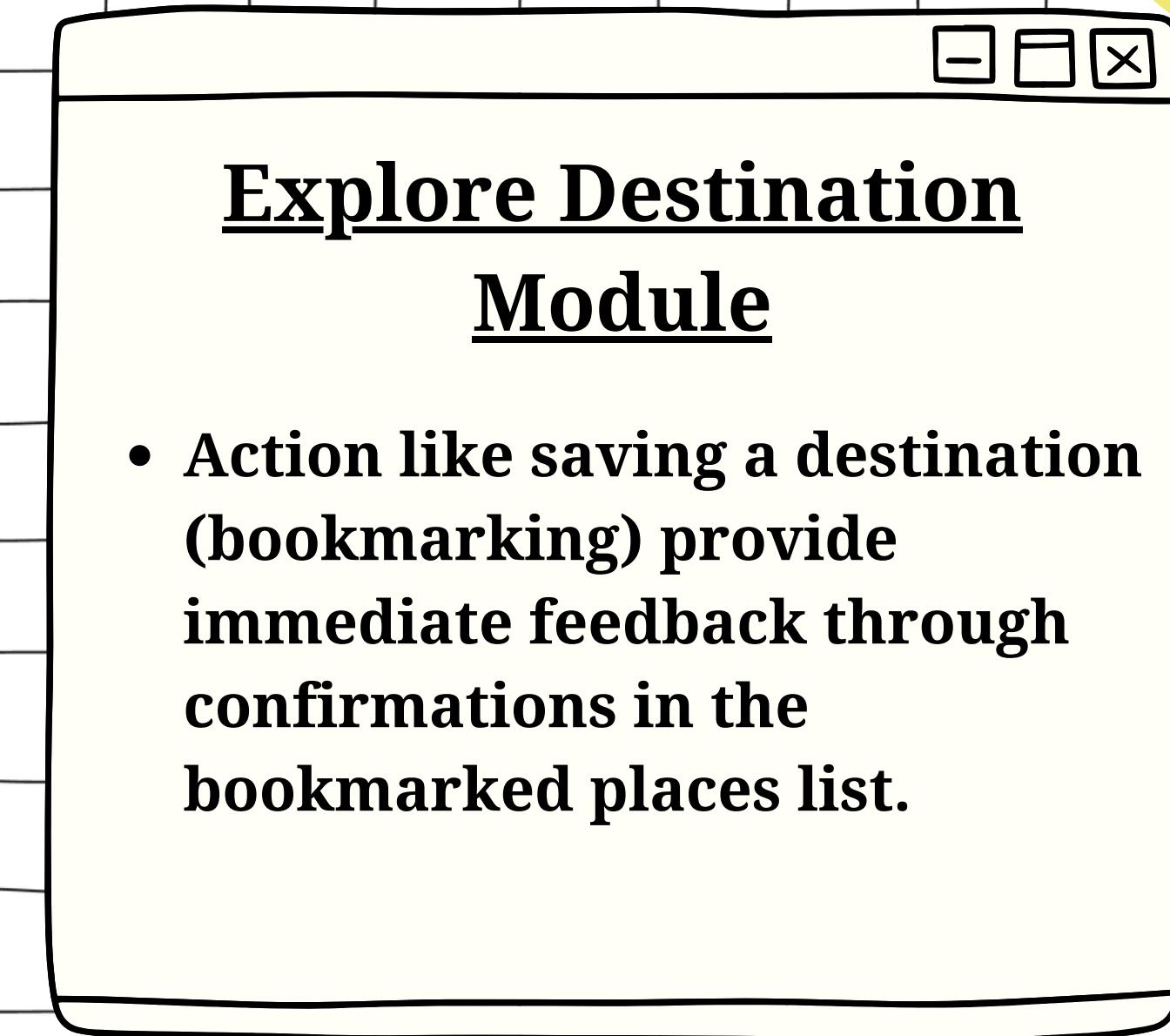
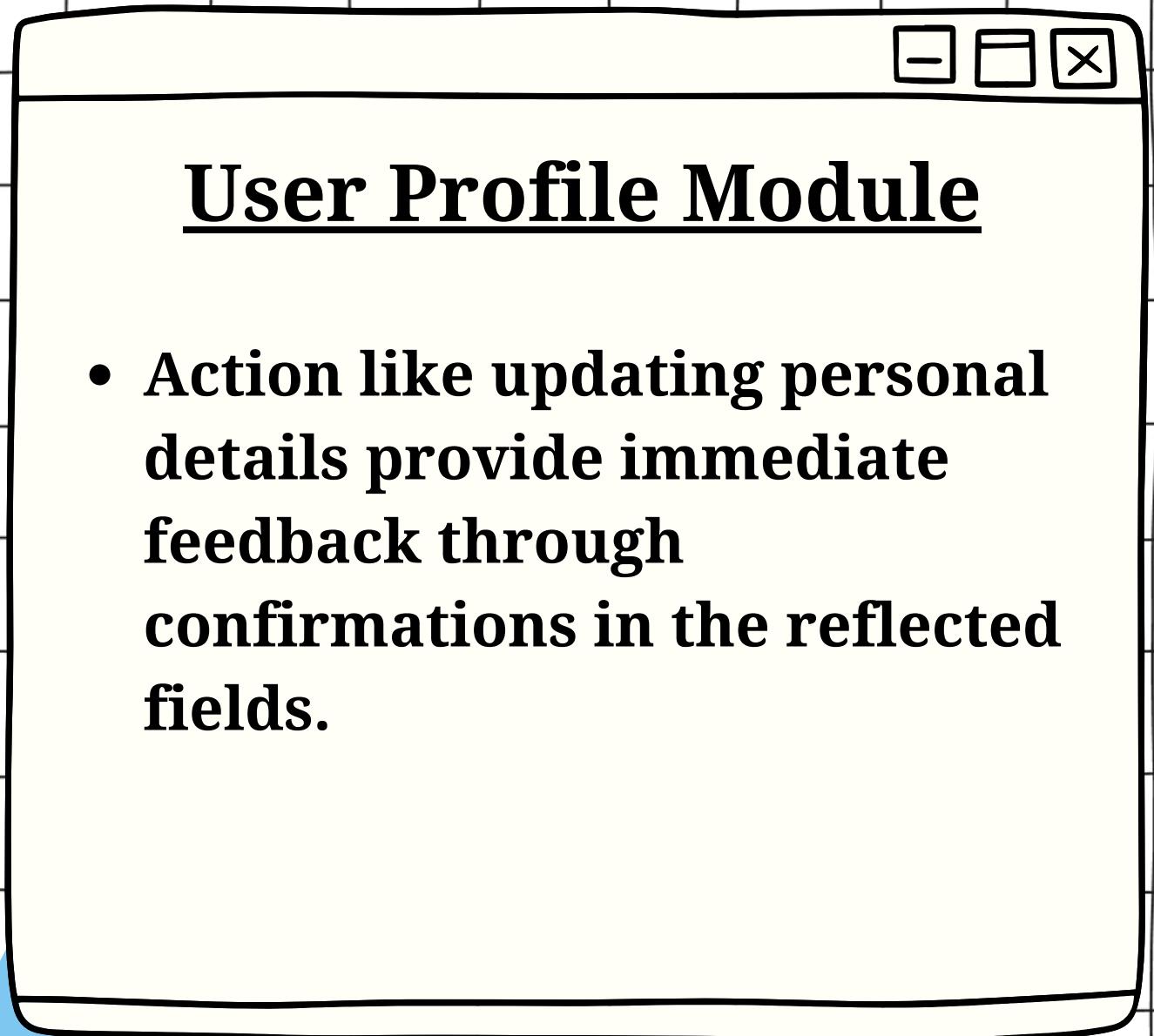
- Prevents users from selecting unavailable dates or overbooking by displaying real-time availability.

Constraints and Error Prevention

Payment Integration

- Ensures secure and seamless payment flows with error-checking mechanisms.

Feedback



Feedback

Planner Trip Module

- Selecting dates, destinations, or packages provides real-time updates, such as filtered hotel options or price changes.

Visibility

Log-In/Sign-Up Module

- Placement of the "Forgot Password?" option ensures users can easily locate it if needed.

Explore Destination Module

- Filters for budget, ratings, and trip types are prominently displayed, ensuring users know how to refine their search.

Visibility

User Profile Module

- Key sections like "Travel History" and "Saved Destinations" are easily accessible, ensuring users can find them without effort.

Causality

Interactive Map

- Clicking on a point on the map provides detailed destination information, ensuring users understand the cause-effect relationship.

Recognition Rather Than Recall

Explore Destination Module

- Themed destinations and pre-populated search filters reduce the need for users to remember specific terms or details.

Other Features

- We have chosen symbols for features like Calendar, Sort, Search, Home, Plan a Trip, Explore, Notifications, etc., that are already familiar to users. For example, if a user sees a calendar icon, they instantly recognize it as a tool for date selection without having to think twice.

User-Centered Design

Home Page Module

- Features like "Travel Inspirations" and "Explore Destinations" cater to diverse user interests, making the experience personalized.

Hick-Hyman Law

Home Page Module

- By categorizing destinations into themes, the number of choices is reduced, speeding up decision-making.

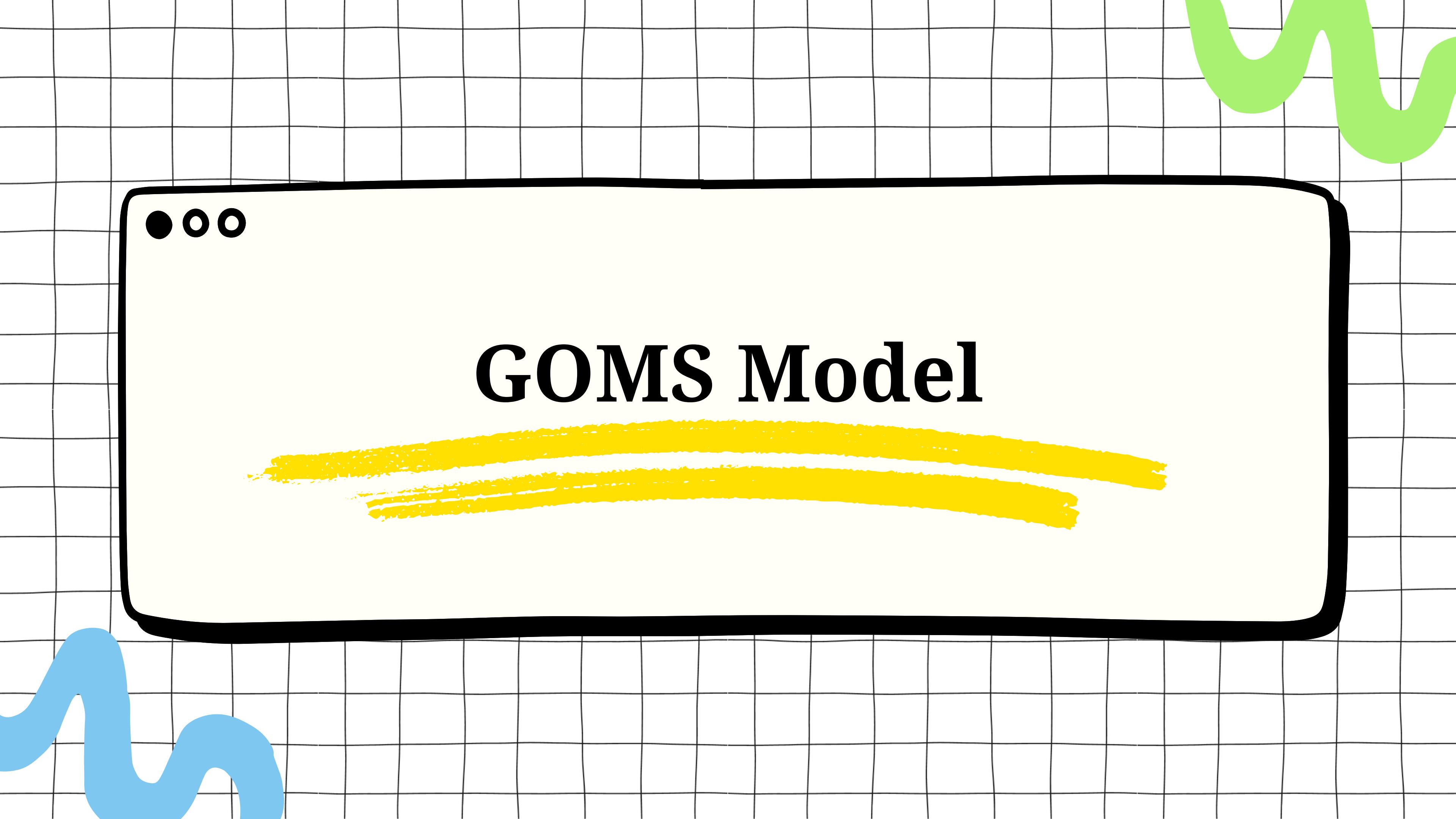
Planner Trip Module

- Categorized packages (e.g., premium, budget-friendly) reduce the complexity of choices.

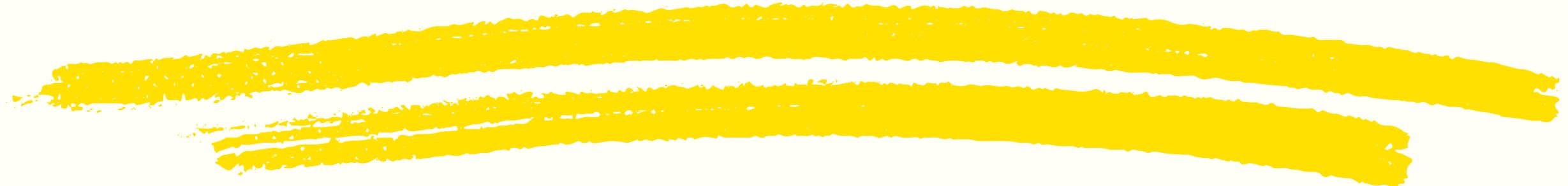
Fitt's Law

Explore Destination Module

- Large, clickable map regions ensure ease of interaction, even on mobile screens.



GOMS Model



Log-in / Sign-up Module

Goal

- Log in to the app

Operators

- Locate and tap the "Log In" button.
- Enter credentials or select a third-party option.
- Tap "Submit."

Methods

- Method 1:
Use email/phone credentials.
- Method 2:
Use third-party integration
(e.g., Google/Facebook).

Selection Rule

- Choose third-party login if available and previously linked; otherwise, enter credentials manually.

Plan a Trip Module (Booking a Hotel)

Goal

- Book a hotel for a planned trip

Operators

- Search for a destination.
- Select travel dates from the calendar.
- Browse hotel options.
- Select a hotel and room type.
- Confirm booking and complete payment.

Methods

- Method 1:
Use filters (e.g., budget, star rating) to refine search.
- Method 2:
Browse all available hotels without filtering.

Selection Rule

- Use filters if the user has specific preferences; otherwise, browse all options.

Explore Destination Module

(Finding a Destination Using the Map)

Goal

- Find detailed information about a specific destination.

Operators

- Open the map.
- Pan and zoom to locate the desired region or landmark.
- Tap the destination marker.
- View destination details.

Methods

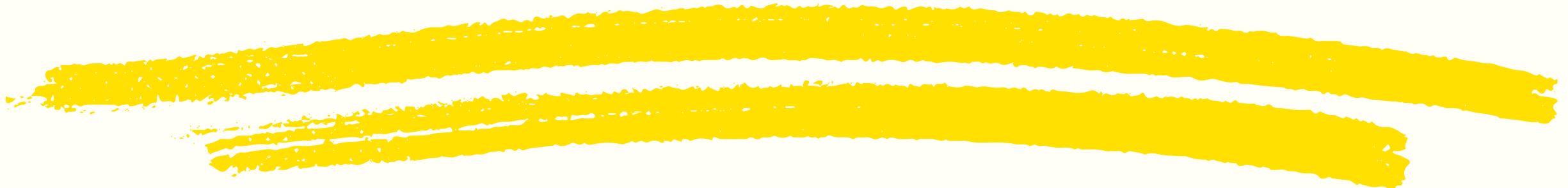
- Method 1:
Use the search bar for faster access if the destination is known.
- Method 2:
Interact with the map for exploration if the destination is unknown.

Selection Rule

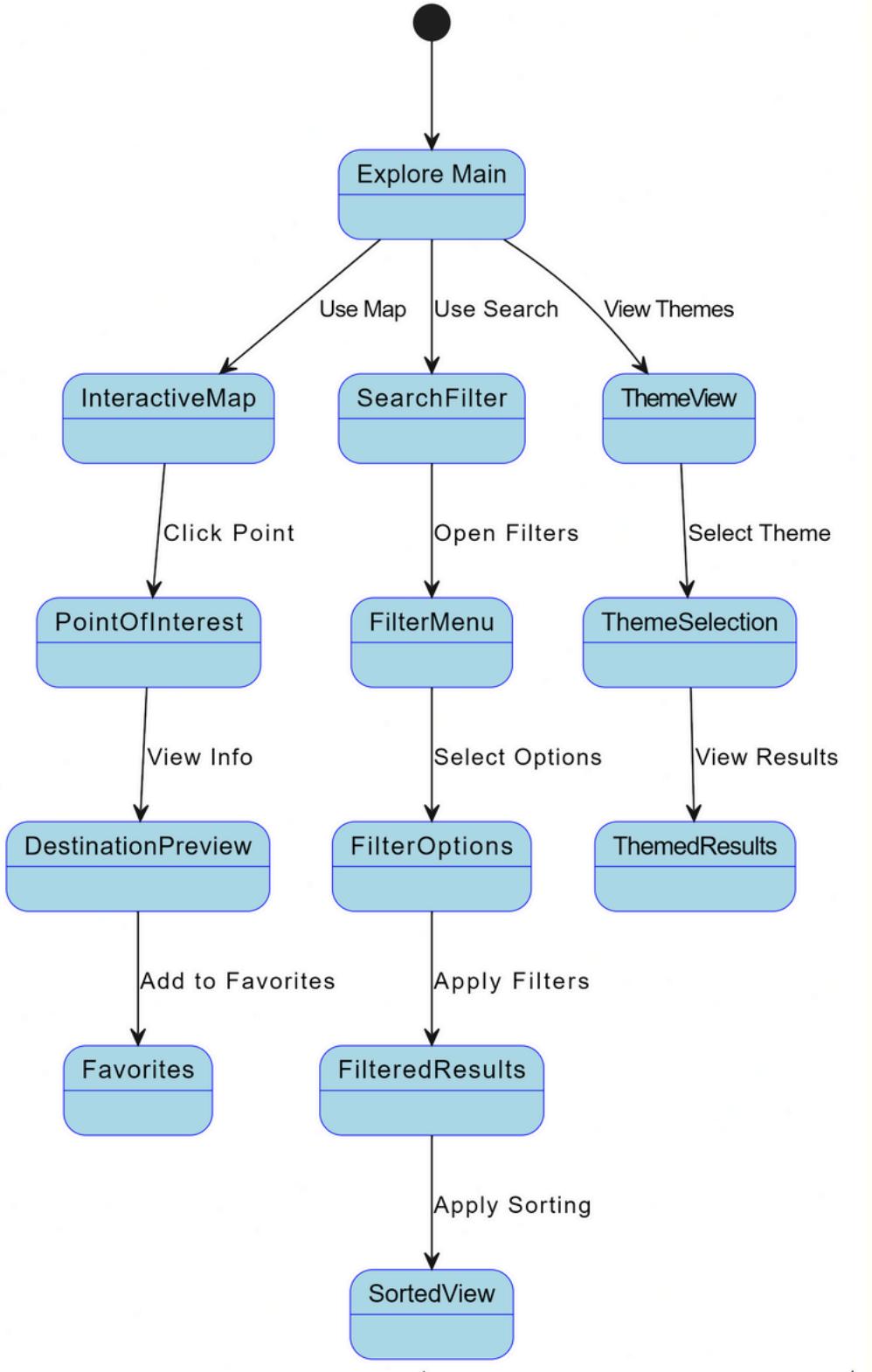
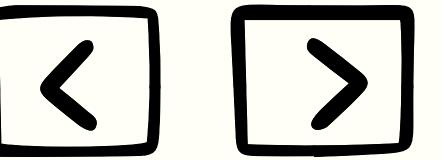
- If the user knows the destination, use the search bar; otherwise, browse via the map.

• •

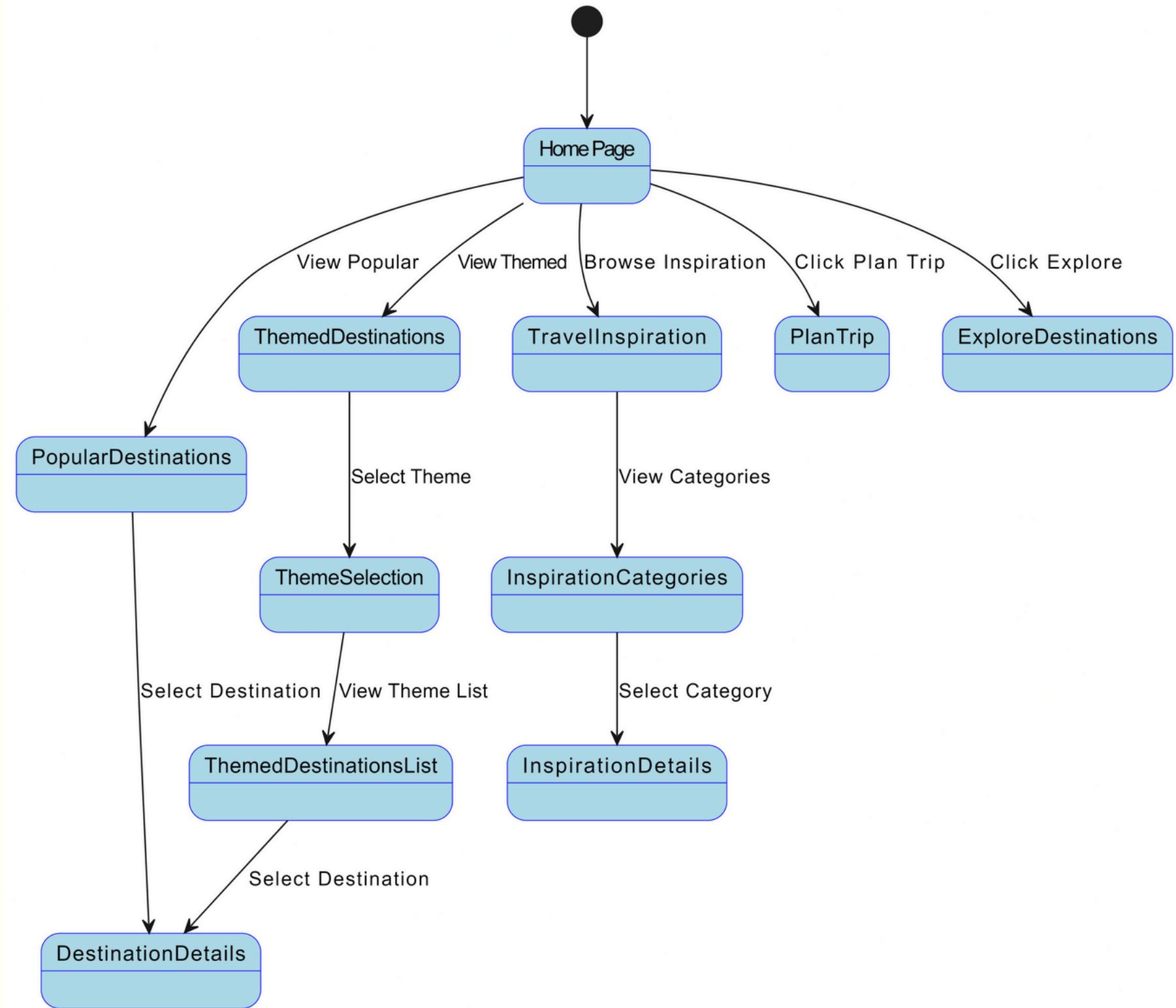
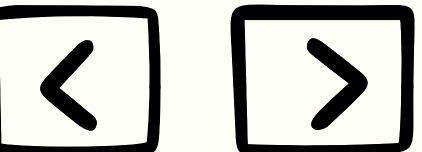
**State Transition Networks for
each module of the project**



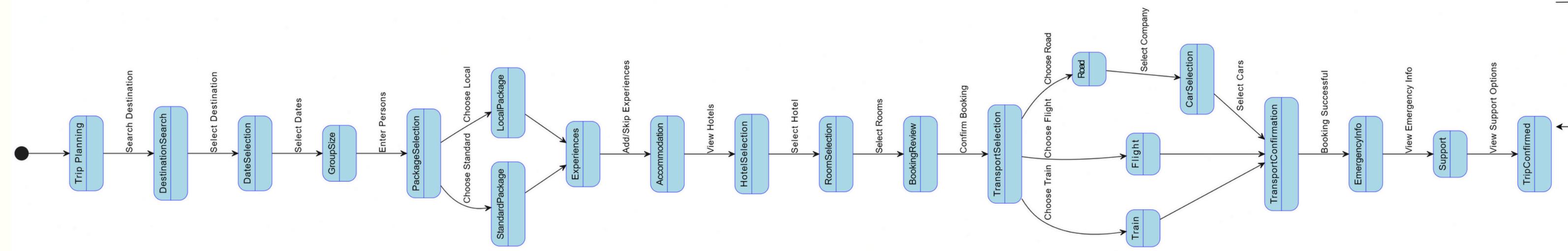
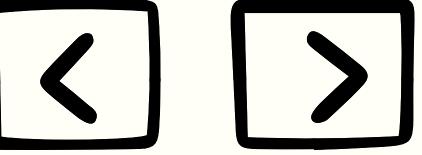
Explore Destination Module



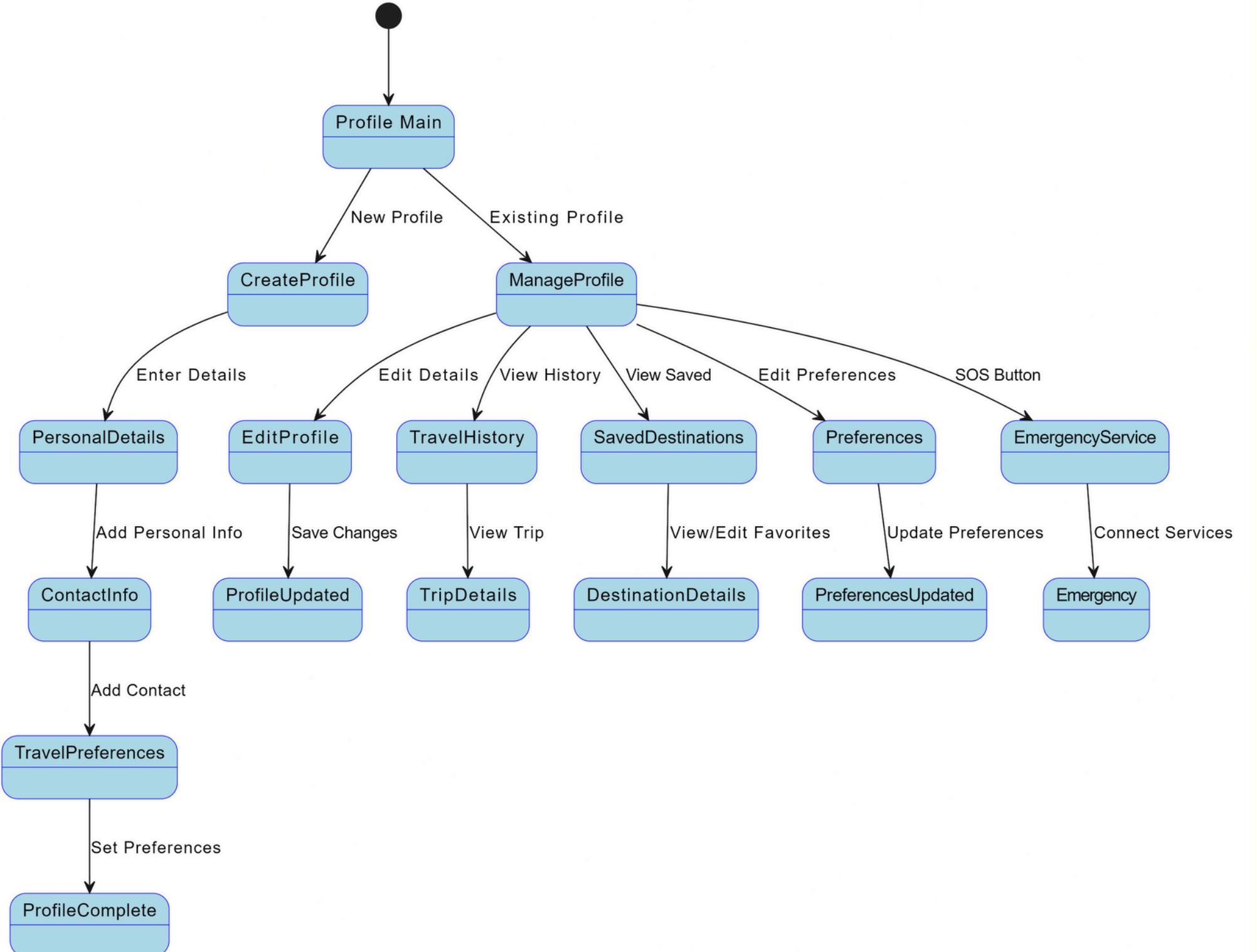
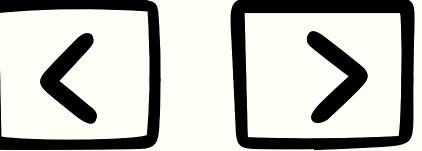
Home Page Module



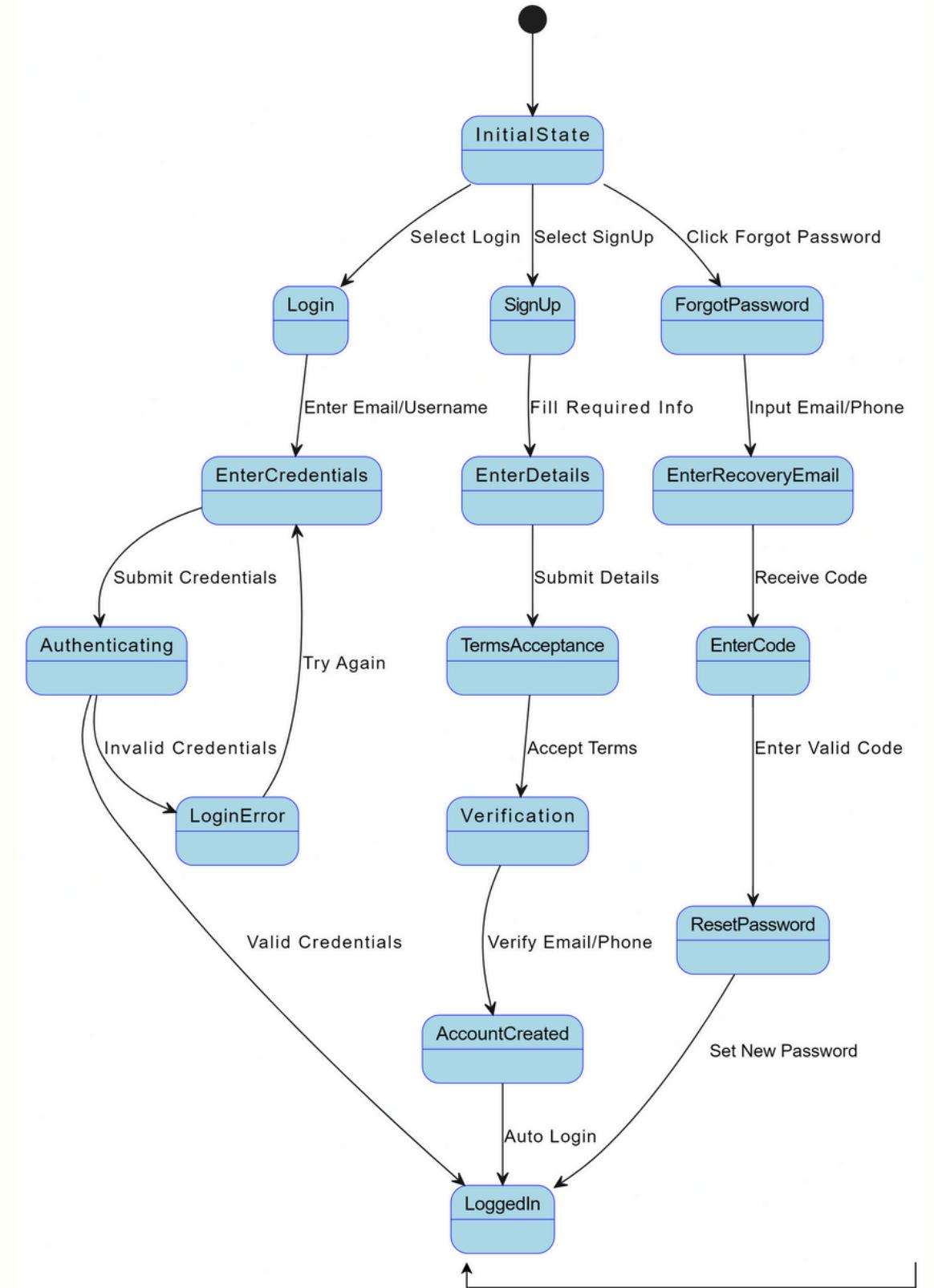
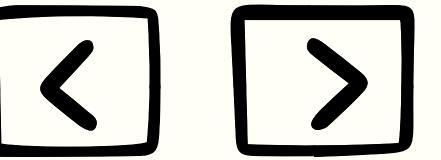
Planner Trip Module



User Profile Module



Log-In/Sign-Up Module



Thank you

