

TRIP PLANNER

UI/UX Design



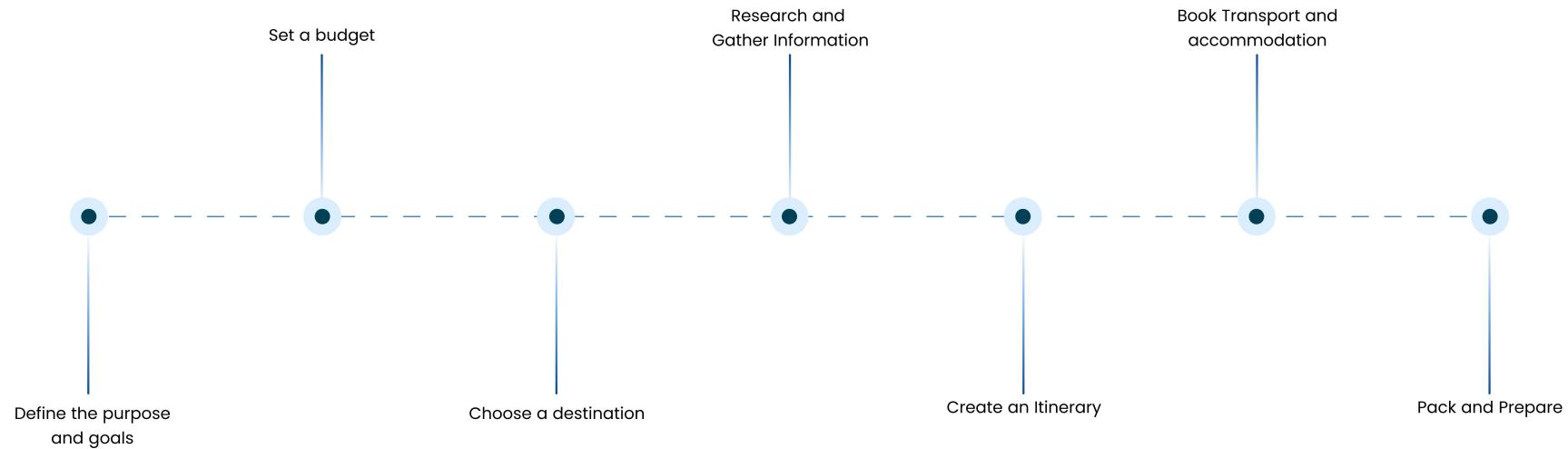
Problem Statement

Planning group trips can be chaotic and time-consuming, with scattered suggestions, uncoordinated decision-making, and difficulty finalizing plans. Friends often struggle to align on activities, budgets, and itineraries, leading to disorganization and frustration.

Possible Solution

Our app provides a collaborative platform where friends can seamlessly plan trips together. Users can suggest activities, vote on preferences, track budgets, and finalize itineraries in real-time. With an intuitive interface and integrated features like voting, commenting, and budget tracking, the app simplifies group decision-making, ensuring a smooth and organized trip-planning experience for everyone.

Key factors that are generally considered while planning trips



Key Insight from user

INFORMATION IS SCATTERED

An average person checks 38 different travel sources across 7 various websites.

COMPILING INFO TAKES TIME

An average person takes up to 14 days to gather and compile their researched information.

INEFFICIENT TRIP PLAN

Organizing trip plans into maps can be time-consuming, but it's essential for efficient navigation from point A to point B.

User Persona



Sarah Johnson

AGE	29
JOB	Marketing Manager
LOCATION	Bangalore, India
TRAVEL FREQUENCY	3-4 trips/year

Background

Riya is a busy marketing professional working in a fast-paced environment. She enjoys traveling as a way to unwind and explore new cultures. Due to her tight schedule, she prefers weekend getaways and short trips. She typically travels solo or with friends and seeks authentic experiences that allow her to dive deeper into local culture.

Needs & Preferences

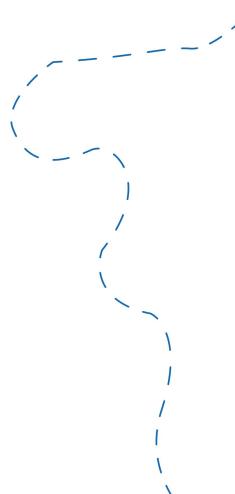
- Personalized travel recommendations based on her interests and travel style.
- The ability to discover unique, local experiences beyond typical tourist spots.
- Access to trustworthy, user-generated travel stories and popular itineraries for inspiration.
- Real-time updates on availability, pricing, and travel conditions.

Motivation

- Riya wants her trips to be stress-free and filled with unique experiences, allowing her to make the most of her limited time off.

Frustrations

- Finds it frustrating to jump between different platforms for different tasks.
- Overwhelmed by the endless options available online, making it difficult to make decisions.
- Struggles to find reliable recommendations that align with her preferences.
- Lacks time to plan trips in detail, leading to last-minute bookings that aren't always ideal.



Competitor Analysis

	 airbnb	 Google Trips	 Tripadvisor	 Tripit	 Roadtrippers	 make my trip
Planning a trip	Yes	Yes	Yes	Yes	Yes	Yes
Reviews on Places	Yes	Yes	Yes	No	No	Yes
Trip cost calculation	Yes	Yes	Yes	No	No	Yes
Discover nearby places	Yes	Yes	Yes	No	No	Yes
Add custom places	Yes	No	Yes	Yes	Yes	Yes
Inviting friends	No	No	No	No	No	No
Weather report	No	No	No	No	No	No
Personal profile	No	No	No	No	No	No
Place description	Yes	Yes	Yes	No	No	Yes

Colors & Icons

Color Branding



#004156

The **Cyan Blue**, creating a feeling of vastness, immensity but serenity . color represents wisdom, trust ... suitable for a product that provides information.



#BCD6E3

The **Bridgewater Bay**, creating a feeling of Calm fosters focus, clean reflects simplicity, and honesty builds trust. Loyalty and competence inspire peace, while innocence and purity promote productivity and innovation.

Other colors for UI



Icon System



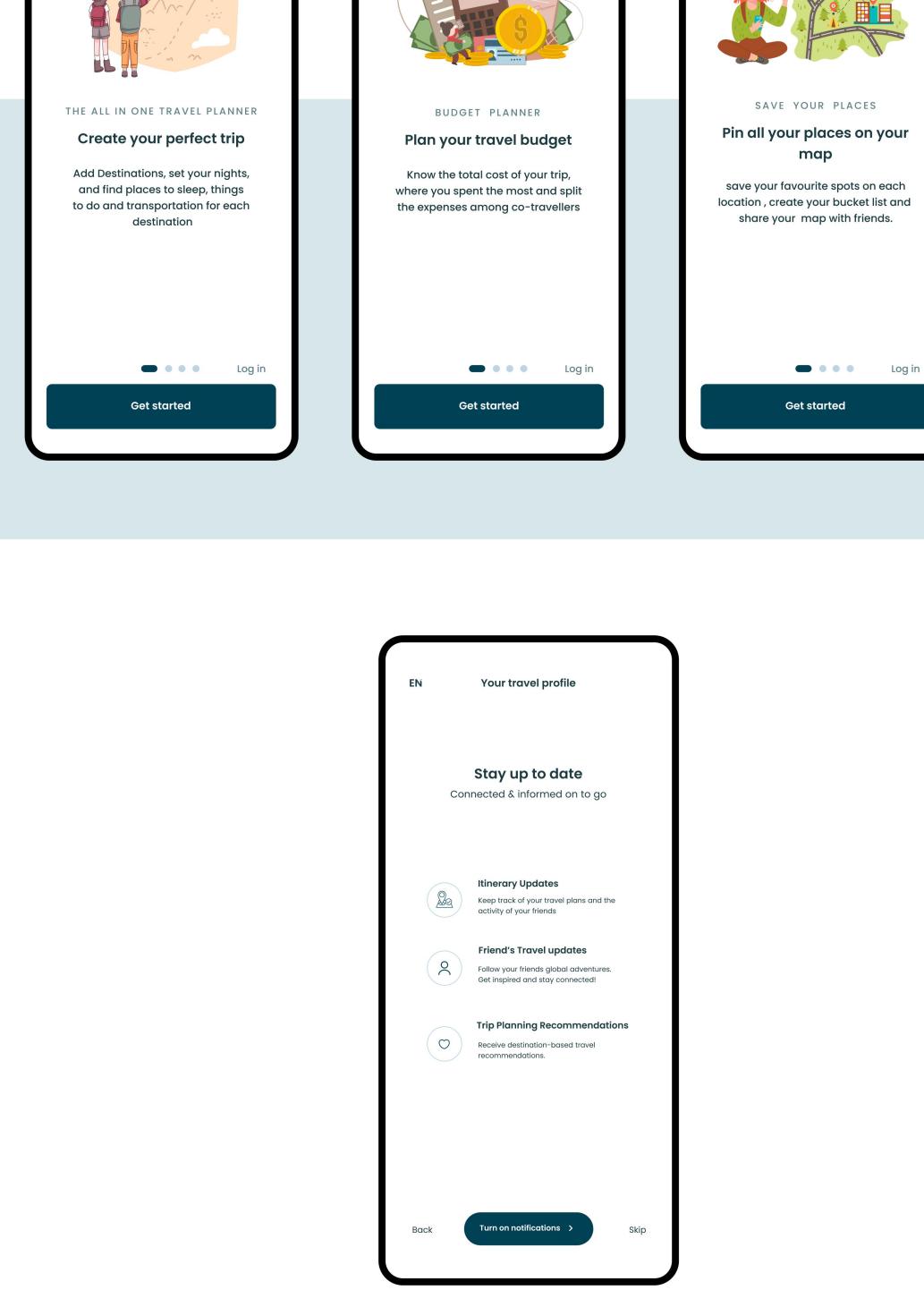
Typography

POPPINS

Regular Medium **Semibold** **Bold**

Aa

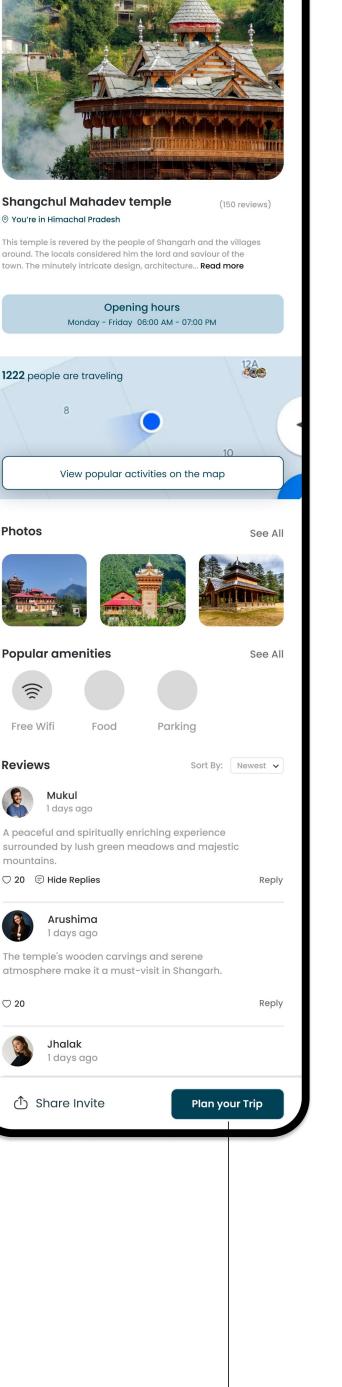
A a B b C c D d E e F f G g H h I i G g H h I
I J j K k L l M m N n O o P p Q q R r S s T t
U u V v W w X x Y y Z z



01

Simple & Secure Login

Users can login using the username / email, Facebook, or Google. Quick and secure login by using FaceID



Ongoing Trip: Display top favorite travel sharing article

02

Discovery

The default page is moved immediately when the user signs in successfully. This is the site of discovery, providing the latest and hottest travel contents.

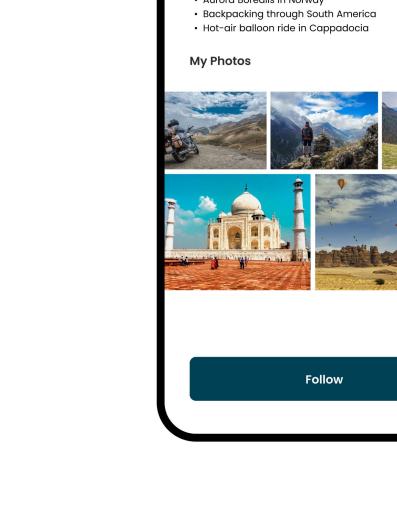
Stories: Allow user to share quickly every moment of the day



03

My Trips

This page for managing and creating trips. Allows user to track current trips, create new trips and review past trips.



Create a new trip

This is the "Create Your Trip" screen, where you can add your favorite destinations and organize them into a day-by-day itinerary, starting with Day 1 and beyond. Tailor your trip to fit your preferences and make your travel planning seamless!



Recent Updates

Circular icons at the top represent users, showing who is currently active or has posted an update recently.

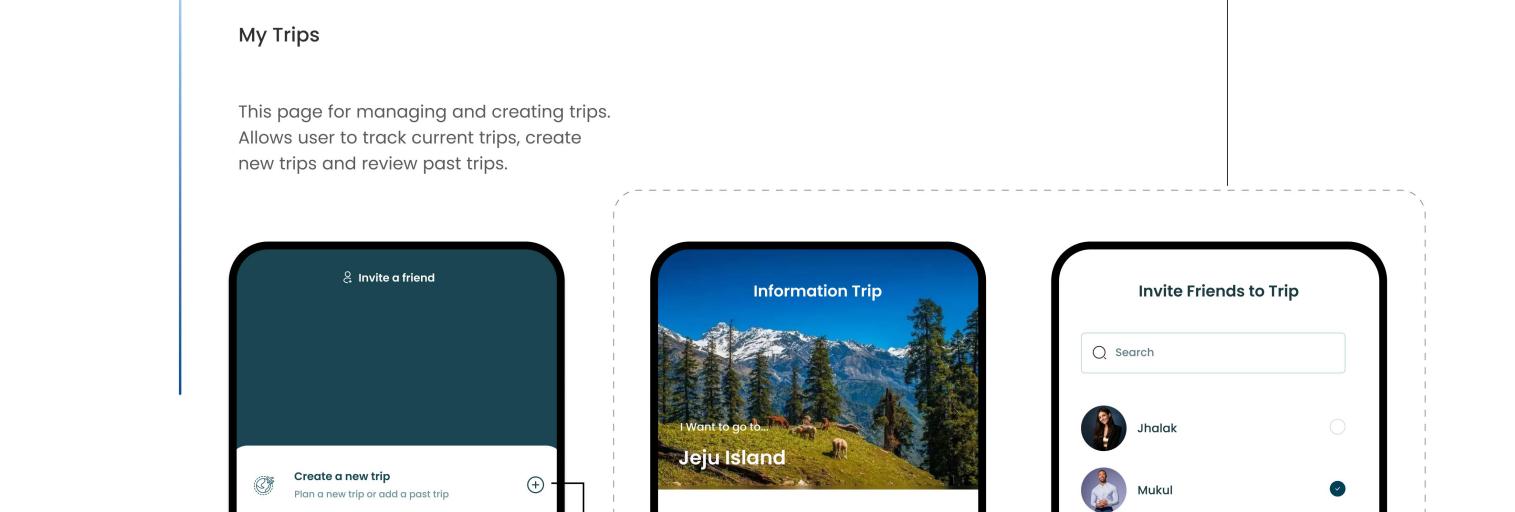
The user's own profile is shown first with an option to add/update status.



04

User Profile

This is the user's profile section, where you can choose to start a chat or send a follow request. Explore their interests and browse through their past trips to learn more about their preferences and travel experiences.



Thank You!