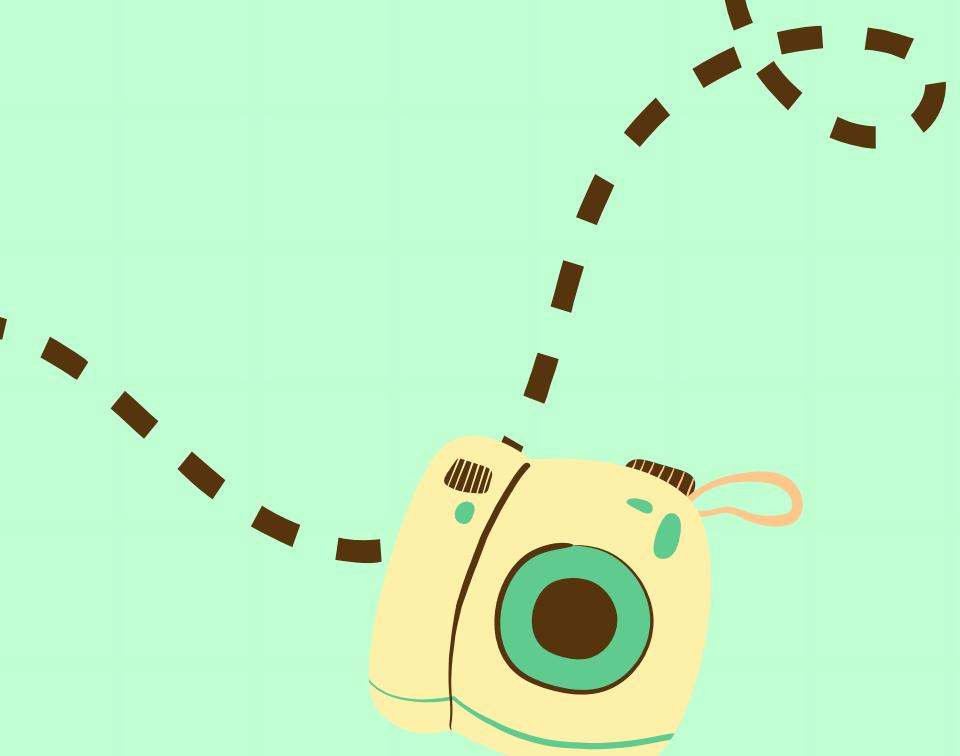
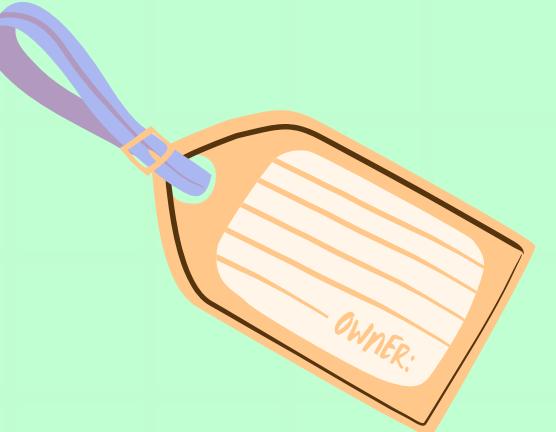
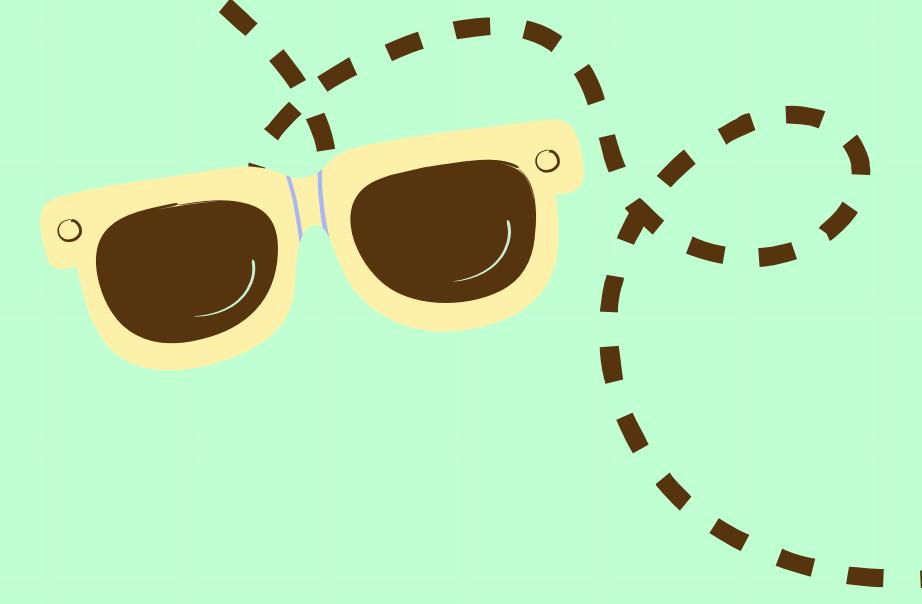


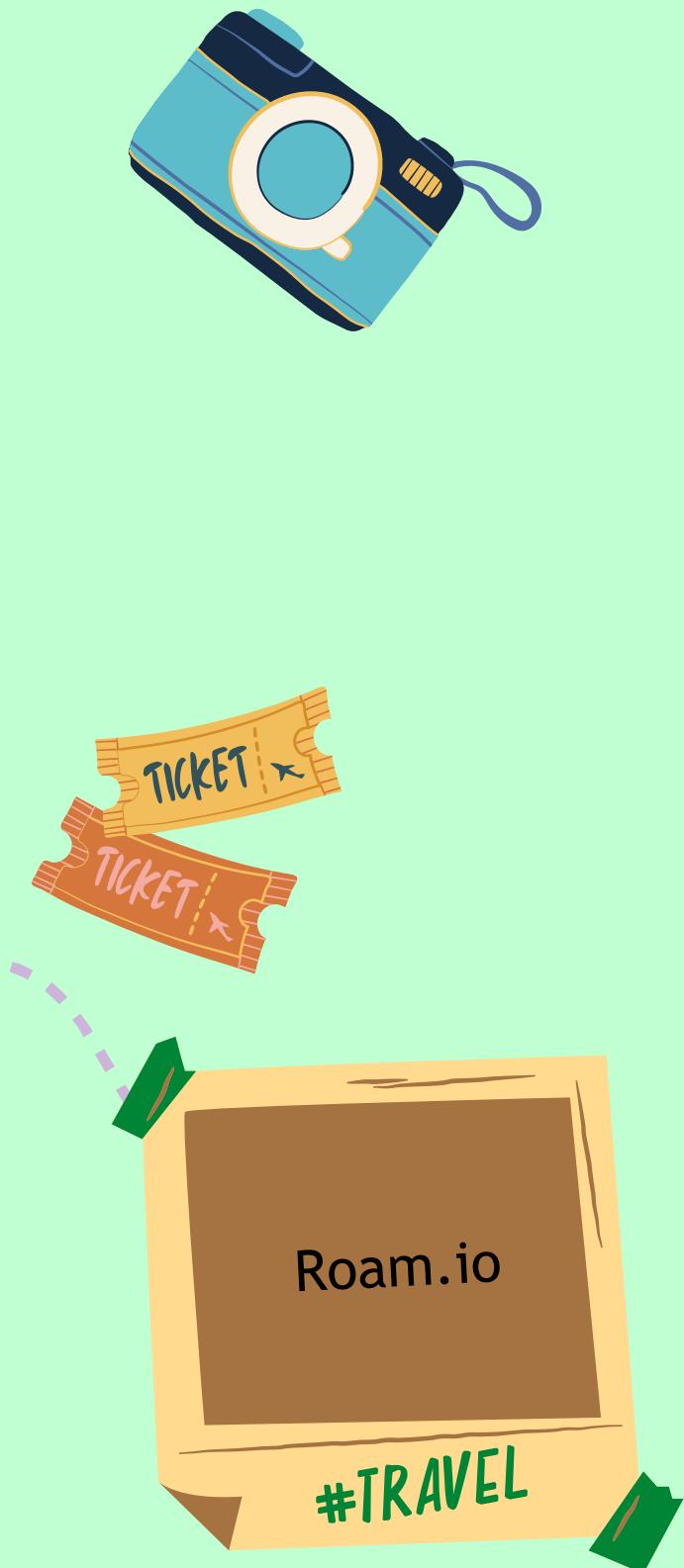
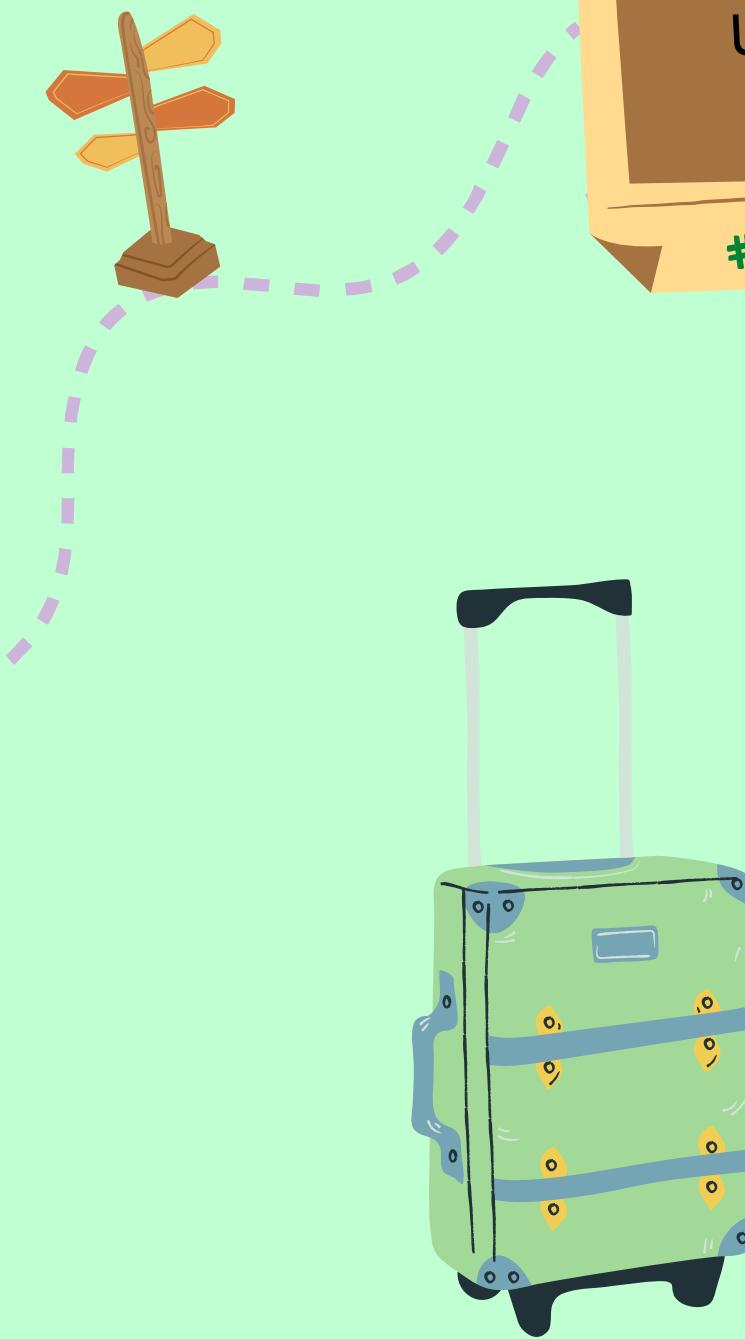
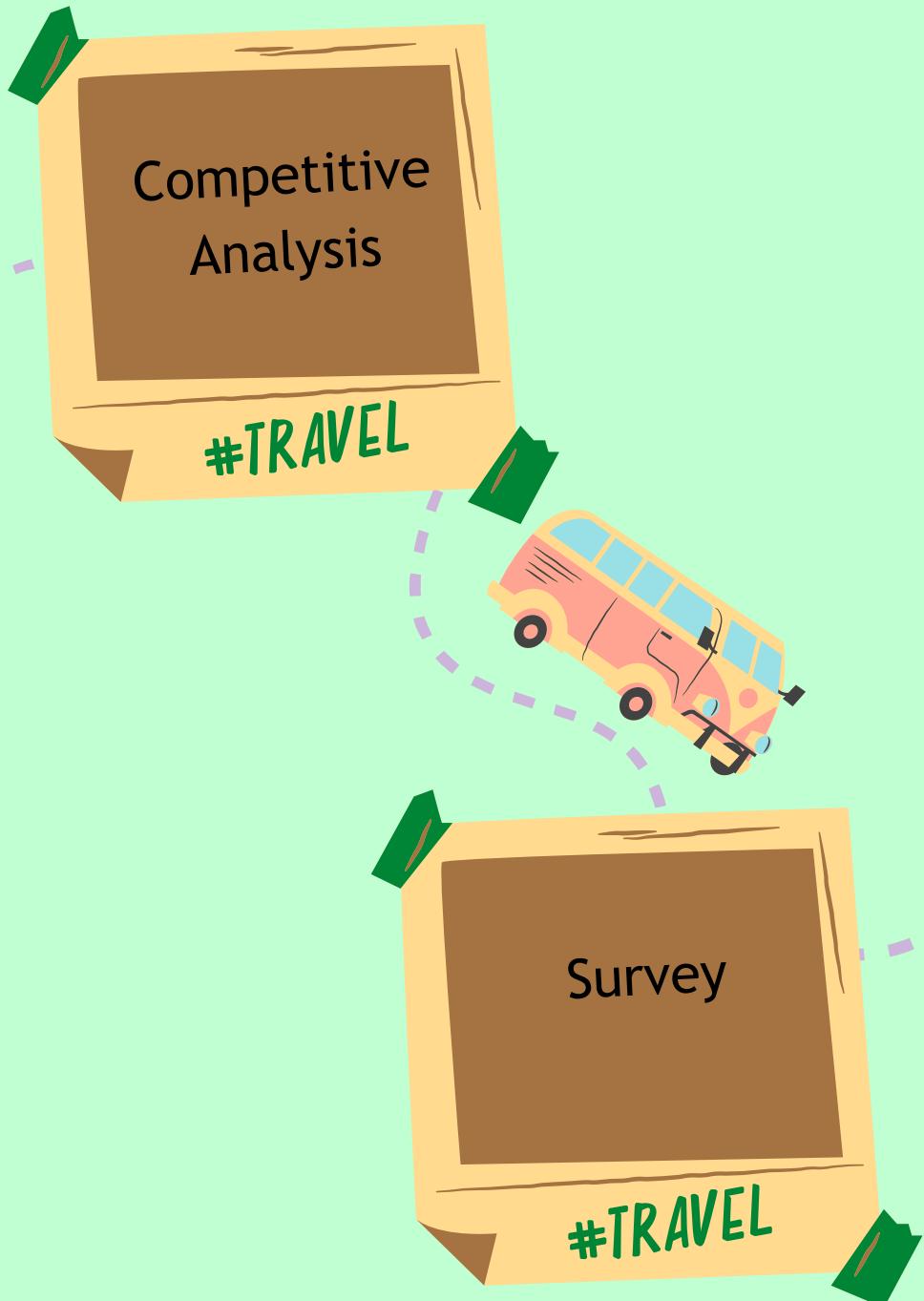
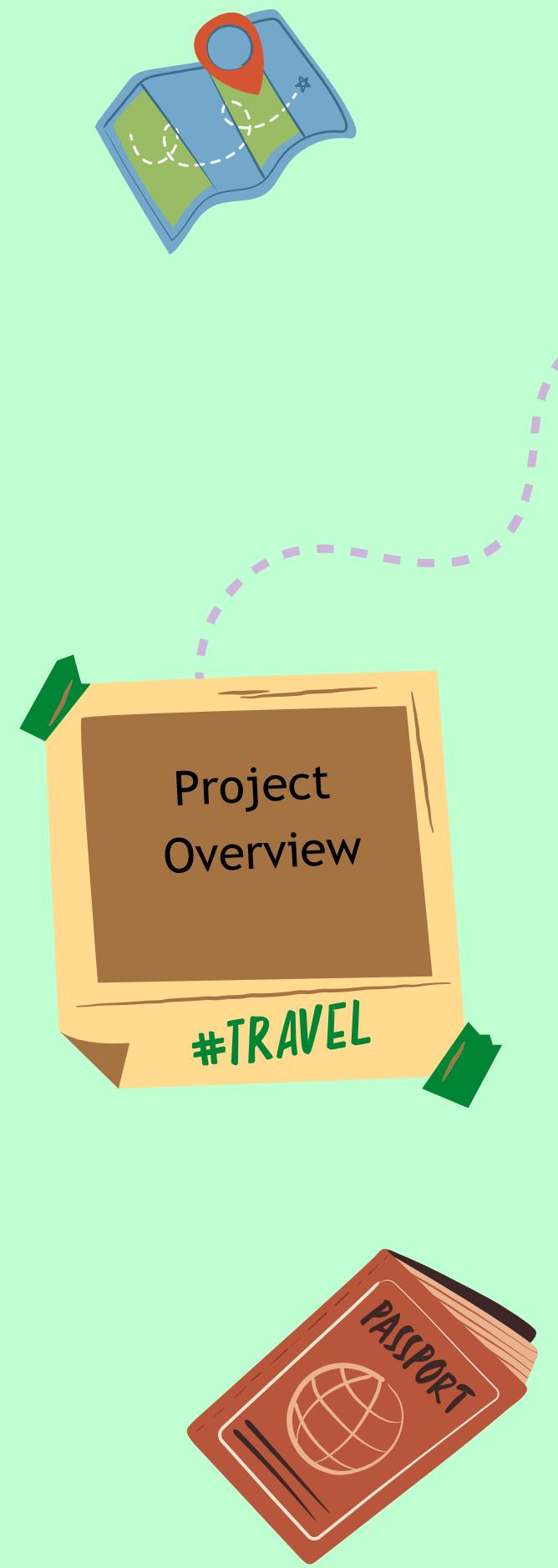


ROAMIO



Don't know where you're going?
Perfect, we'll help





PROJECT OVERVIEW

Planning a trip sounds exciting—until it isn’t. From choosing the perfect destination to finding the right hotel, navigating transport, managing budgets, and hunting for local gems, travel planning often becomes overwhelming. That’s where ROAMIO steps in. Born out of the need to simplify travel without losing the thrill of discovery, ROAMIO personalizes every trip based on who you’re traveling with, what kind of experience you want, and how you want to spend. It takes care of the logistics—hotels, transport, local spots, food, rentals, and emergency info—so you can focus on the fun. Plus, with built-in challenges and a trip album at the end, ROAMIO doesn’t just plan your journey—it makes sure you remember it forever.





RESEARCH

Travel is an essential part of modern life, allowing people to explore new places, cultures, and experiences. However, with busy schedules and an overload of scattered online information, travelers often find it difficult to plan trips efficiently and enjoyably. Our research focused on understanding the needs of today's travelers—particularly young, infrequent travelers who prefer social trips with friends or family. These users seek convenience, personalization, not just during planning but also while on the move.

Despite the growing demand, there is a lack of intelligent travel apps that combine itinerary creation with helpful on-trip resources. Many users struggle to find nearby essentials like petrol stations, hospitals, or local train info, especially in unfamiliar locations. Our app addresses these challenges by offering a question-based itinerary builder, audiobooks for immersive travel experiences, and real-time access to nearby services. The goal is to create a smart, reliable, and user-friendly travel companion that simplifies planning and enhances the journey itself.

COMPETITIVE ANALYSIS



Make My Trip

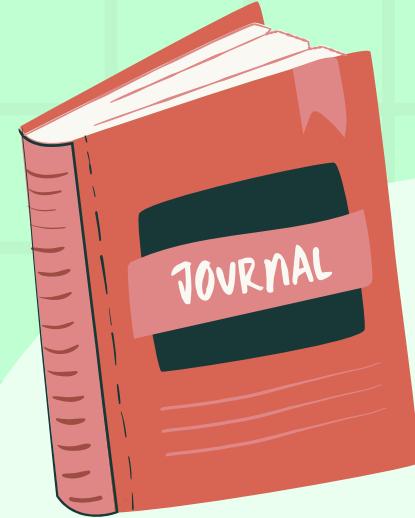
- Focuses more on flight and hotel bookings.
- Users can only choose from premade packages/itineraries



Trip Advisor

- It is user more for reviews and ratings
- No gamification or engagement beyond reviews
- Does not provide local utility info.





QUESTIONNAIRE

Q1. How frequently do you travel in a year?

Q2. What type of locations do you prefer?

Q3. Who do you travel with the most?

Q4. How would you like to make your itinerary interactive?

Q9. What type of visual design do you find most appealing for a travel app?

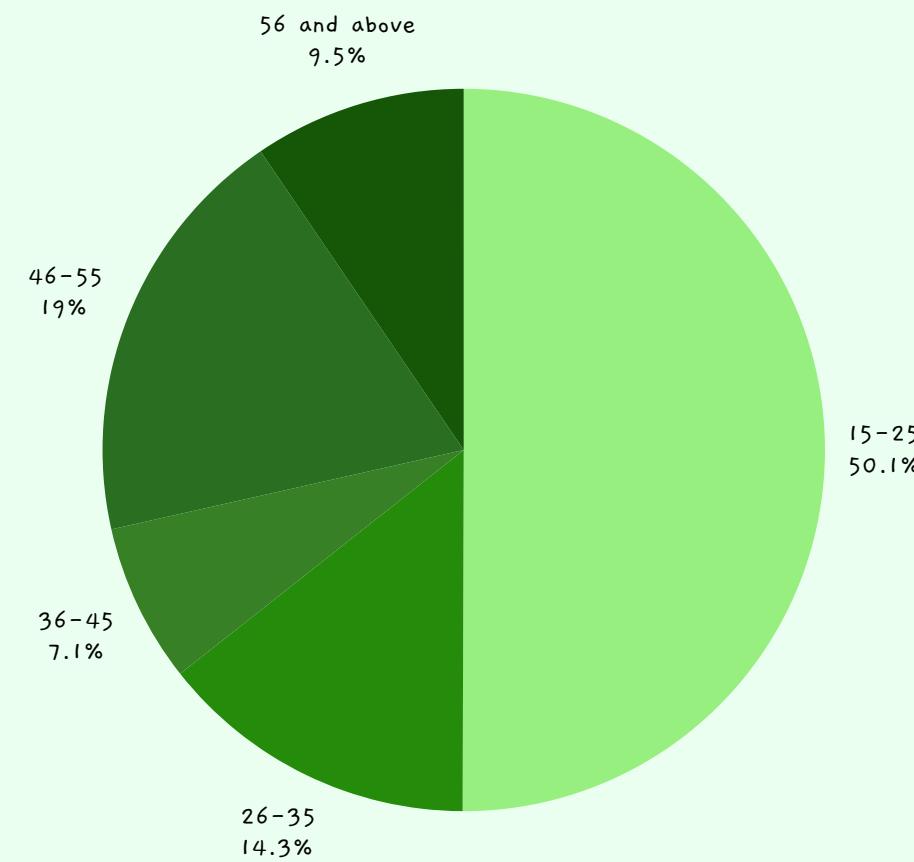
Q5. What motivates you to download the app?

Q6. What type of navigation style do you prefer in the app?

Q7. What layout style would make planning easier for you?

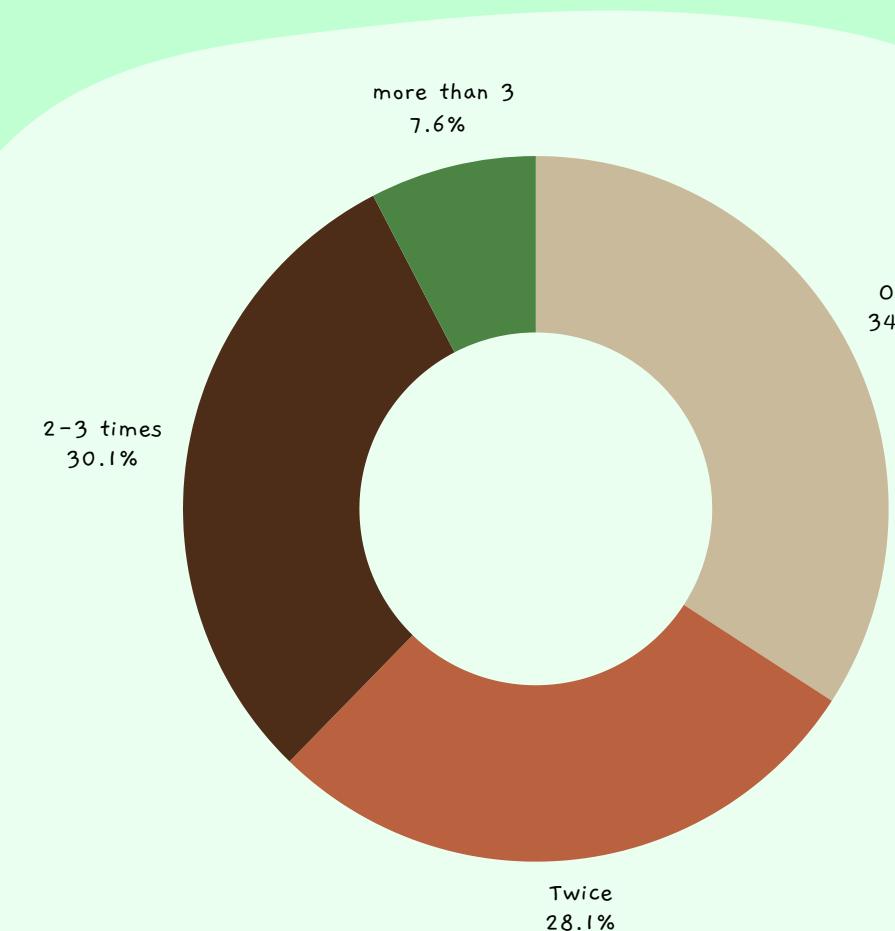
Q8. Would Animation improve your experience?

ANALYSIS



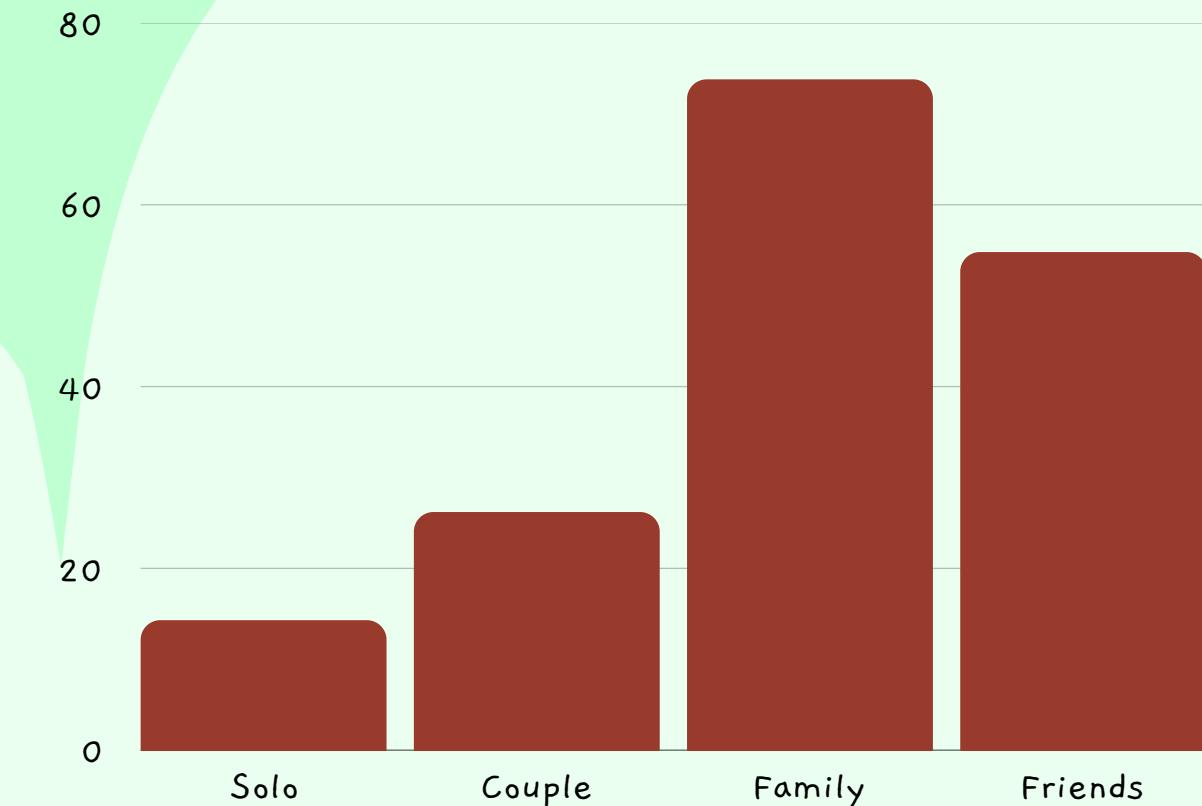
Age Demography

- Majority of the users(50.1%) belong to the age category of 15-25 years of age.



Travelling frequency

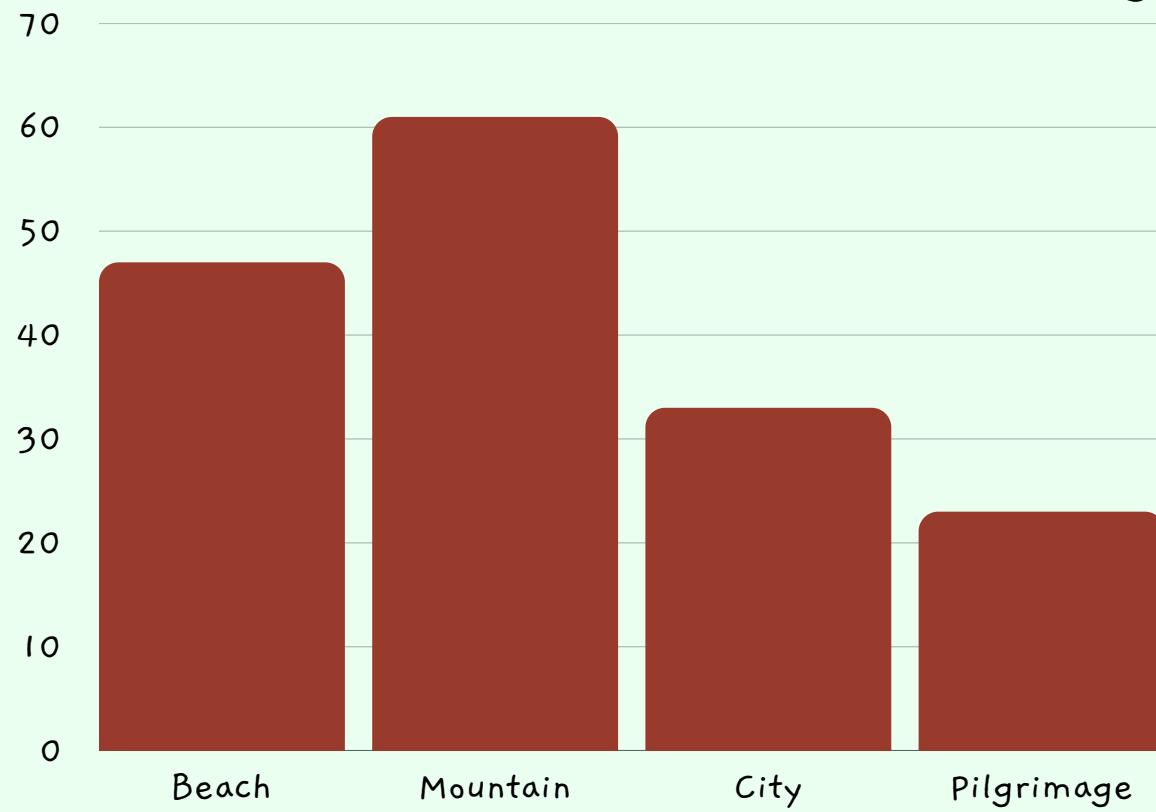
- People usually travel only once per year.
- Very small no. of people (7.6%) travel more than 3 times per year.



Travelling with?

- Family and friends are the major choice of travelling partners.
- People prefer less to travel solo.

ANALYSIS



Location Preference

- Major amount of people prefer travelling to the mountains
- The another popular destination is beaches

DESIGN STATEMENT

The app should cater to a younger audience with a modern, engaging, and mobile-friendly interface. As most users travel only once a year, the app should emphasize helping users plan memorable, well-organized trips.

the app should prioritize simplicity, trust-building features tailored to infrequent, social travelers from the younger generation.

USERS

The users of Roam-io are curious, experience-driven travelers who crave convenience without compromising on adventure. They range from solo explorers and romantic couples to fun-loving friend groups and families seeking stress-free vacations. Whether you're a planner or a spontaneous wanderer, Roam-io is designed for anyone who loves smart, memorable, and personalized travel.



USER PERSONA



Riya Shah

- Age: 28
- Location: Mumbai
- Occupation: Content Creator
- Travel Frequency: 2-3 times

"Balancing relaxation and exploration—creating meaningful memories with every journey"

BACKGROUND

Travels frequently for leisure and professional content creation. Prefers mountain and beach destinations, appreciating natural beauty and tranquility. Balances travel with a busy career, often using trips as an opportunity to recharge and find inspiration for her work. Often travels with family and friends but occasionally enjoys solo trips to connect with herself and explore freely.

GOALS

Discover unique travel experiences, including local cuisines and shopping opportunities. Maintain a flexible yet structured itinerary to balance relaxation and exploration. Find safe, comfortable accommodations and reliable recommendations for activities.

PERSONALITY

Adventurous yet organized, Riya enjoys exploring while ensuring a smooth travel experience. Creative and inspired, she values opportunities for photography and content creation. Social and collaborative, often shares her travel experiences with her network to inspire others.

PREFERRED FEATURES

Flexible Itinerary Creation: Options for both auto-generated and customizable travel plans. Personalized Recommendations: AI-powered suggestions for food, shopping, and hidden gems. Safety-Focused Accommodations: Highlighting verified reviews and comfort ratings. Local Experiences: Cultural activities and unique dining options

FRUSTRATIONS

Overwhelmed by too many options while planning trips, leading to decision fatigue. Difficulty finding reliable and safe accommodations without extensive research. Dislikes apps with steep learning curves and cluttered interfaces.



USER PERSONA



A portrait photograph of a man with dark hair and a beard, wearing a dark t-shirt. The photo is set against a white background and is enclosed in a dark green rounded rectangle.

RAHUL JHA

- Age: 30
- Location: Bangalore
- Occupation: Marketing Consultant
- Travel Frequency: 2-3 times

"Balancing relaxation and exploration—creating meaningful memories with every journey"

BACKGROUND

Balances a fast-paced career as a Marketing Consultant with regular travel. Travels 2-3 times a year for work and leisure, preferring well-planned trips with room for spontaneity. Equally enjoys mountains, beaches, and urban adventures, combining family-friendly and solo explorations.

GOALS

Seamlessly plan trips to optimize limited travel time. Explore hidden gems and must-see highlights. Effortlessly integrate work trips with leisure activities. Rely on an app for curated recommendations and dynamic itinerary management.

PREFERRED FEATURES

AI-Powered Suggestions: Personalized plans based on past trips and preferences. Interactive Maps: Highlight nearby attractions, dining options, and scenic routes. Integrated Reviews: Trustworthy peer feedback for activities and accommodations. Push Notifications: Real-time updates for events.

PERSONALITY

Highly organized yet adaptable, combining structure with spontaneity. Tech-savvy and detail-oriented, values sleek and intuitive app designs. Enjoys combining work efficiency with enriching travel experiences.

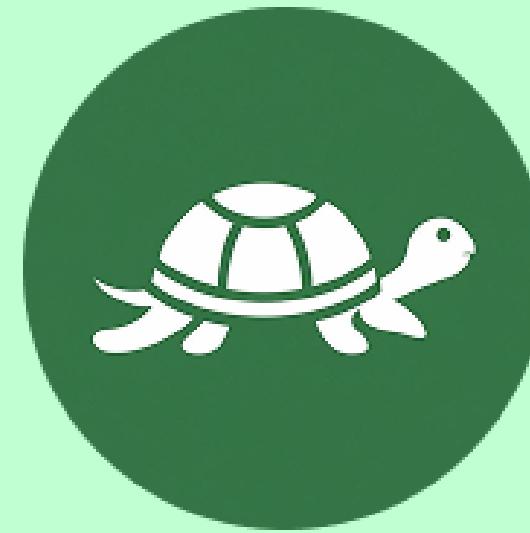
FRUSTRATIONS

Overwhelmed by too many options without clear prioritization. Limited tools for flexible, user-friendly itinerary planning. Cluttered app designs that make travel management tedious.



EMPATHY MAP

	<ul style="list-style-type: none">• "I want to explore new places, but planning is hard."• "I wish there was an easy way to know what's nearby during a trip."• "I mostly travel with friends or family."	<ul style="list-style-type: none">• Searches for trip ideas and itineraries online• Looks for budget-friendly options and must-visit places• Uses navigation and maps apps while traveling	
SAYS THINKS		DOES FEELS	
	<ul style="list-style-type: none">• "How can I make my travel more fun and less stressful?"• "Can I customize my trip based on my interests?"• "It'd be cool if I could listen to something about the place while I travel."	<ul style="list-style-type: none">• Overwhelmed by trip planning• FOMO (fear of missing out) on hidden gems or local experiences• Excited for trips with friends/family, but nervous about logistics	

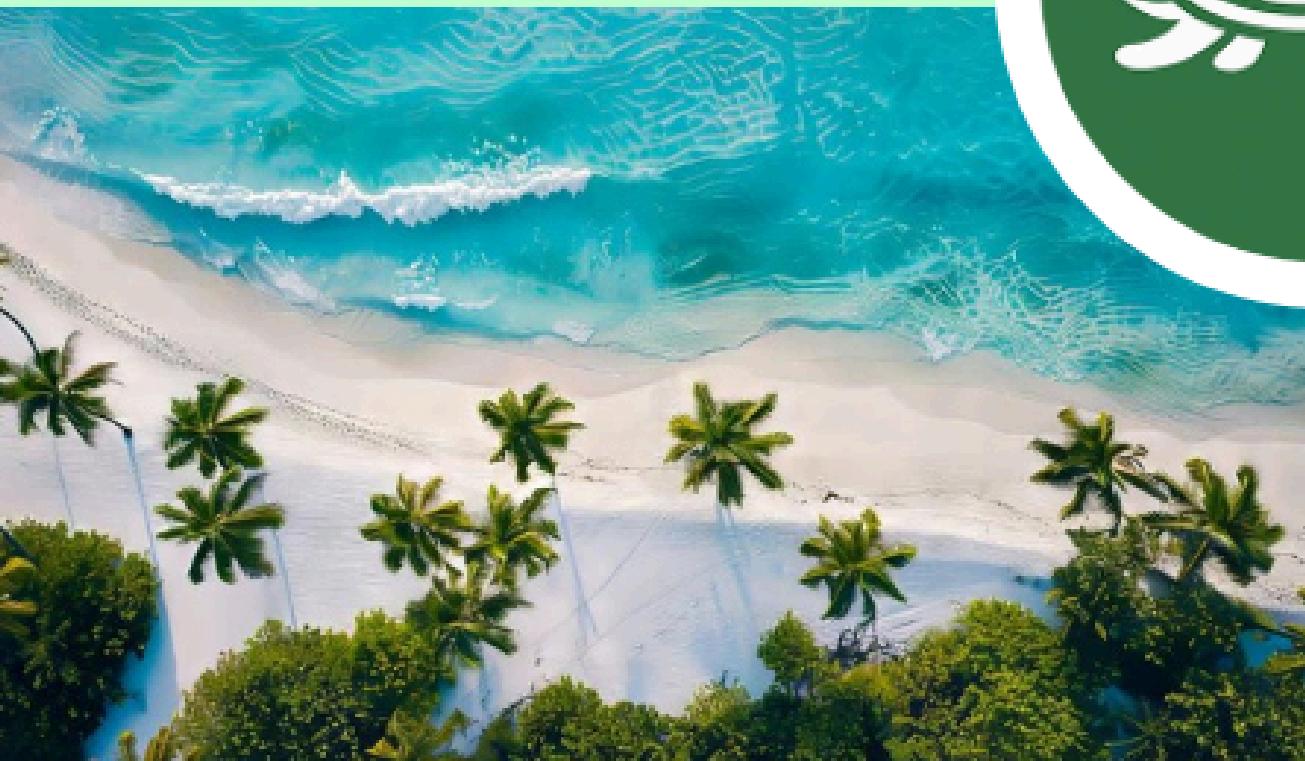
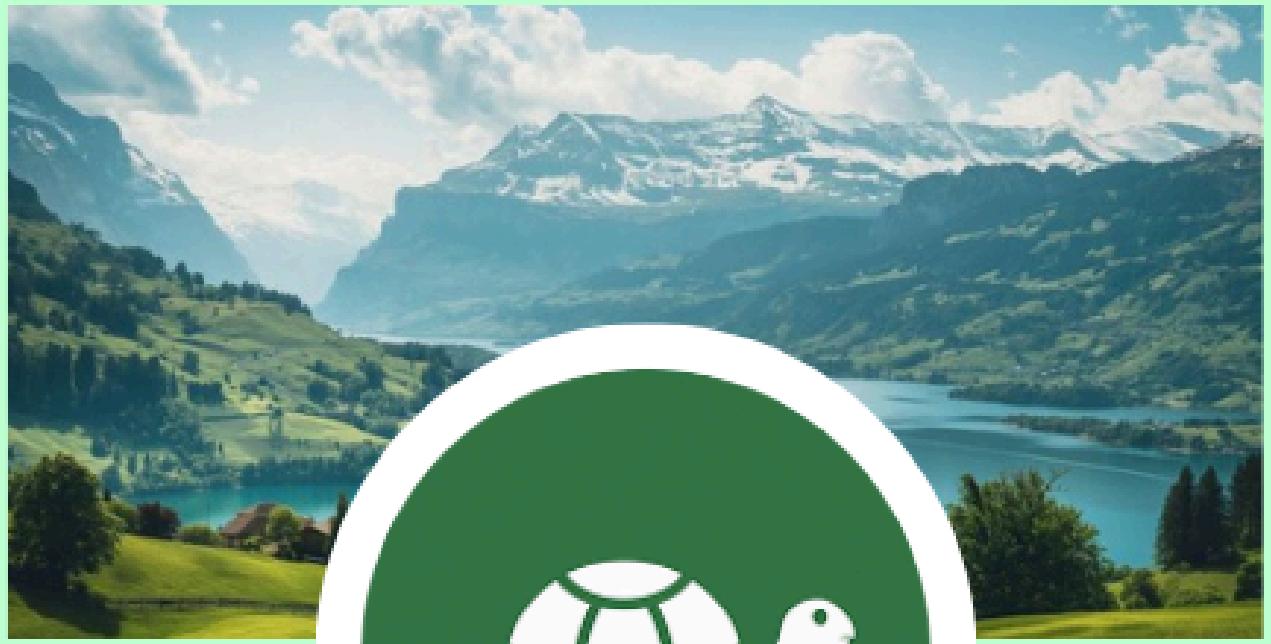


ROAMIO

Roamio is your all-in-one travel buddy—smart, fun, and effortlessly helpful. It crafts personalized itineraries, suggests hidden gems, handles bookings, and even gamifies your journey with challenges and rewards. From food to transport to memories, Roamio makes sure every trip feels epic, smooth, and unforgettable. Ready to roam?

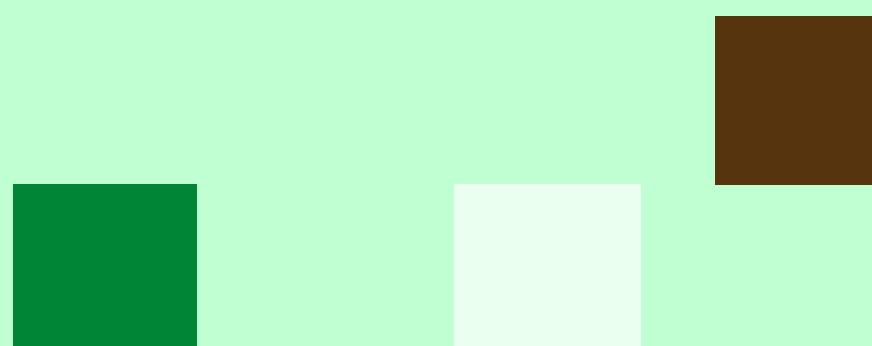


MOOD BOARD

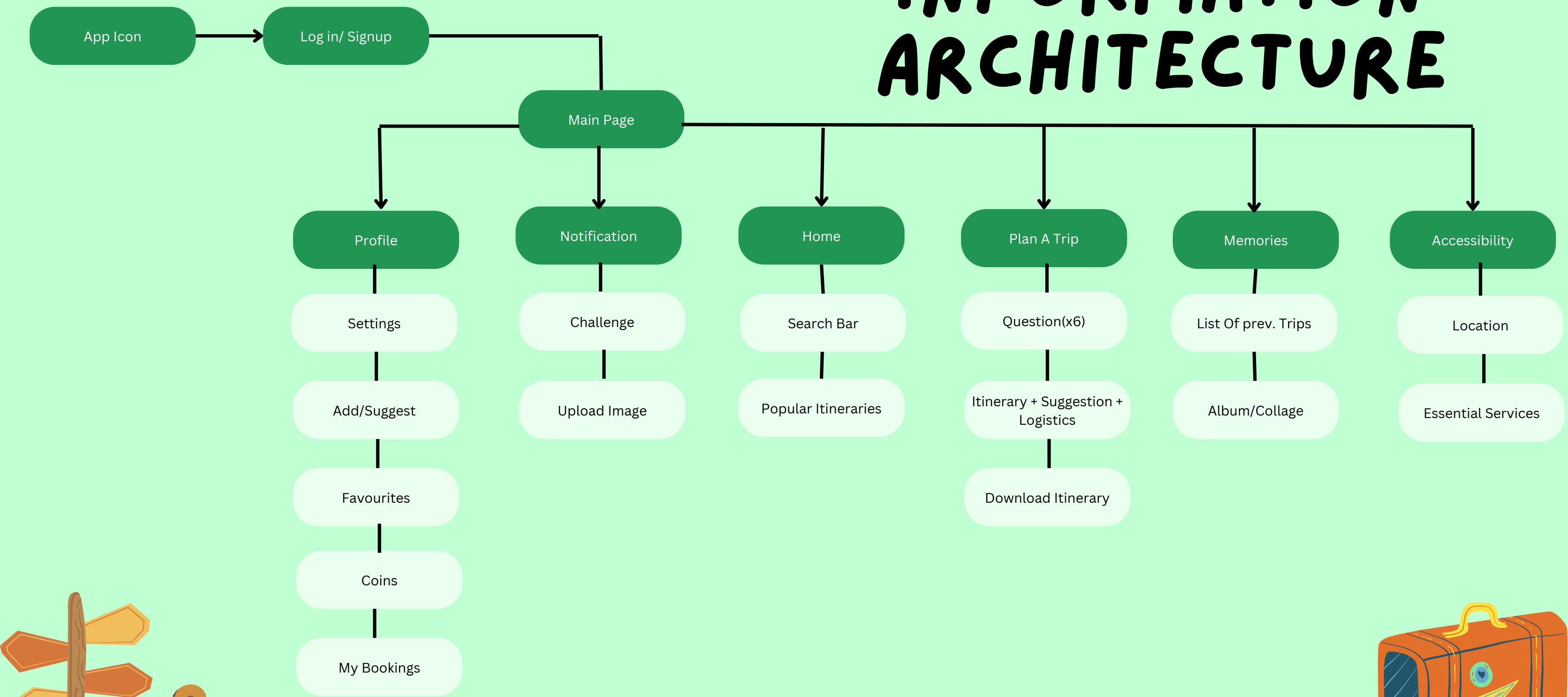


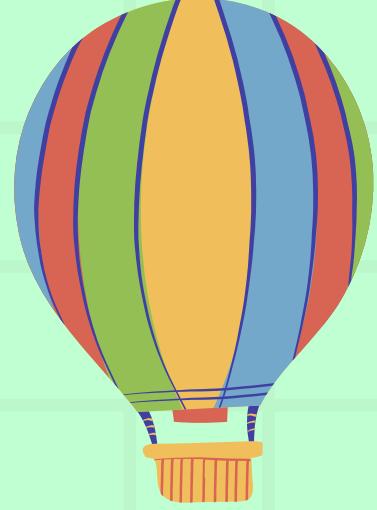
TYPOGRAPHY

- Trebuchet MS
- Inter
- Raleway



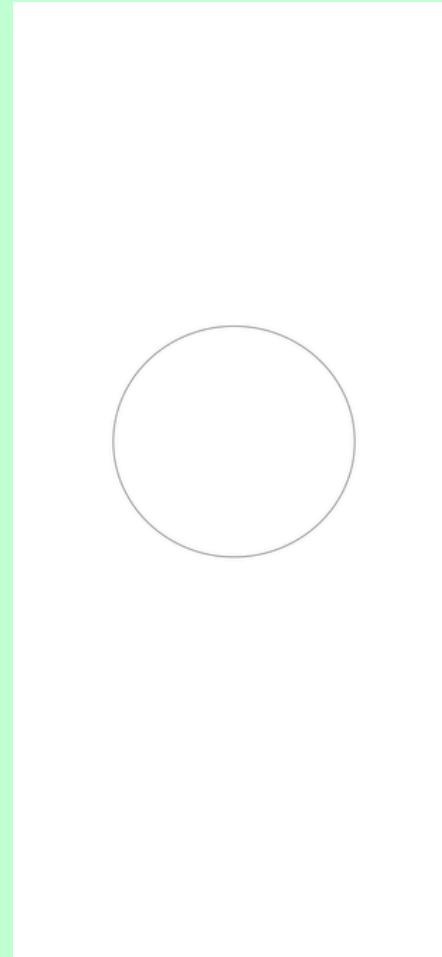
INFORMATION ARCHITECTURE





LOW FIDELITY WIREFRAME





LOCATION TO TRAVEL

Search bar

LOCATION TO TRAVEL

Home ⛰ 🏰 🏠

Sign Up

Create your account now!

Name

Email

Password

Sign Up

Have an account? Login

Home ⛰ 🏰 🏠

progress bar

Preference for travelling

This helps us personalize your journey to you.

Special Request

Submit

Home ⛰ 🏰 🏠

USER

Find your place to visit

Search bar

Catagories

place1

place2

place3

Popular

Tai Po Beach

Kam Ling, Hong Kong

Tai Po Beach

Kam Ling, Hong Kong

Home ⛰ 🏰 🏠

Itinerary

Days/Calendar

Day-wise schedule

Place Name

Place Name

Place Name

Place Name

Itinerary

Days/Calendar

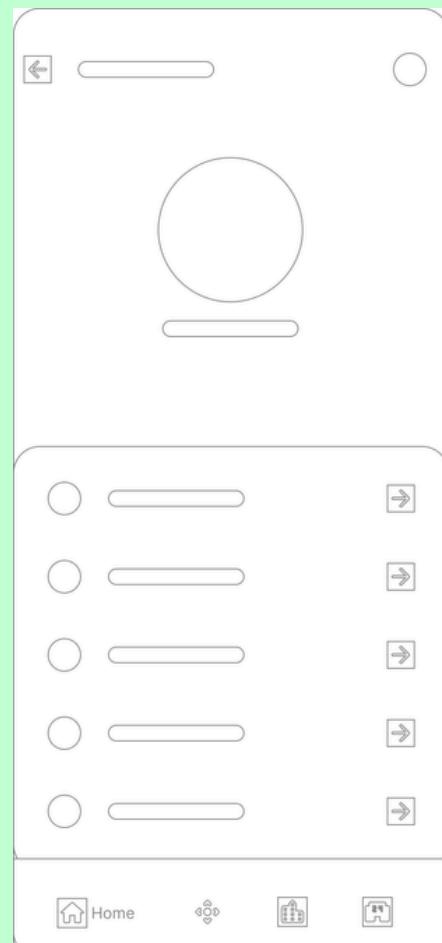
Day-wise schedule

Place Name

Place Name

Place Name

Place Name



Accessibility

Search bar

Categories

Join groups

Join groups

Home ⛰ 🏰 🏠

Search bar

Photos of a trip

Join groups

Join groups

Home ⛰ 🏰 🏠

progress bar

People travelling with

Solo

Family

Friends

Couple

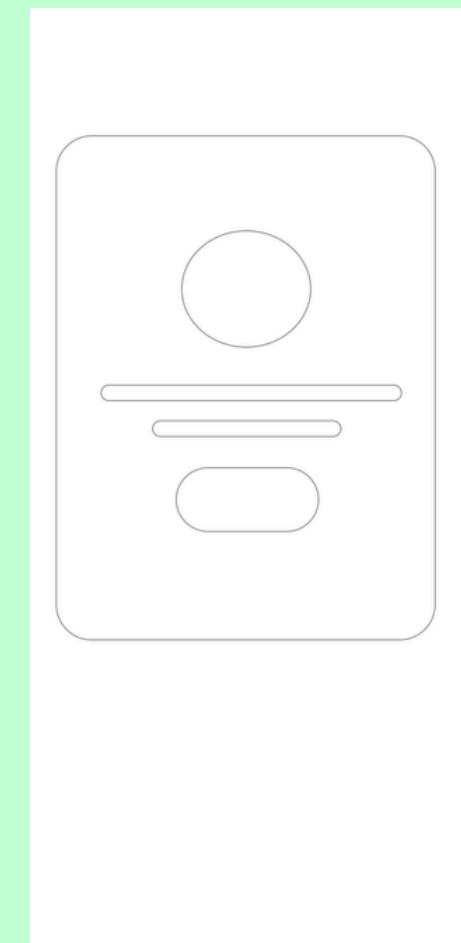
Home ⛰ 🏰 🏠

progress bar

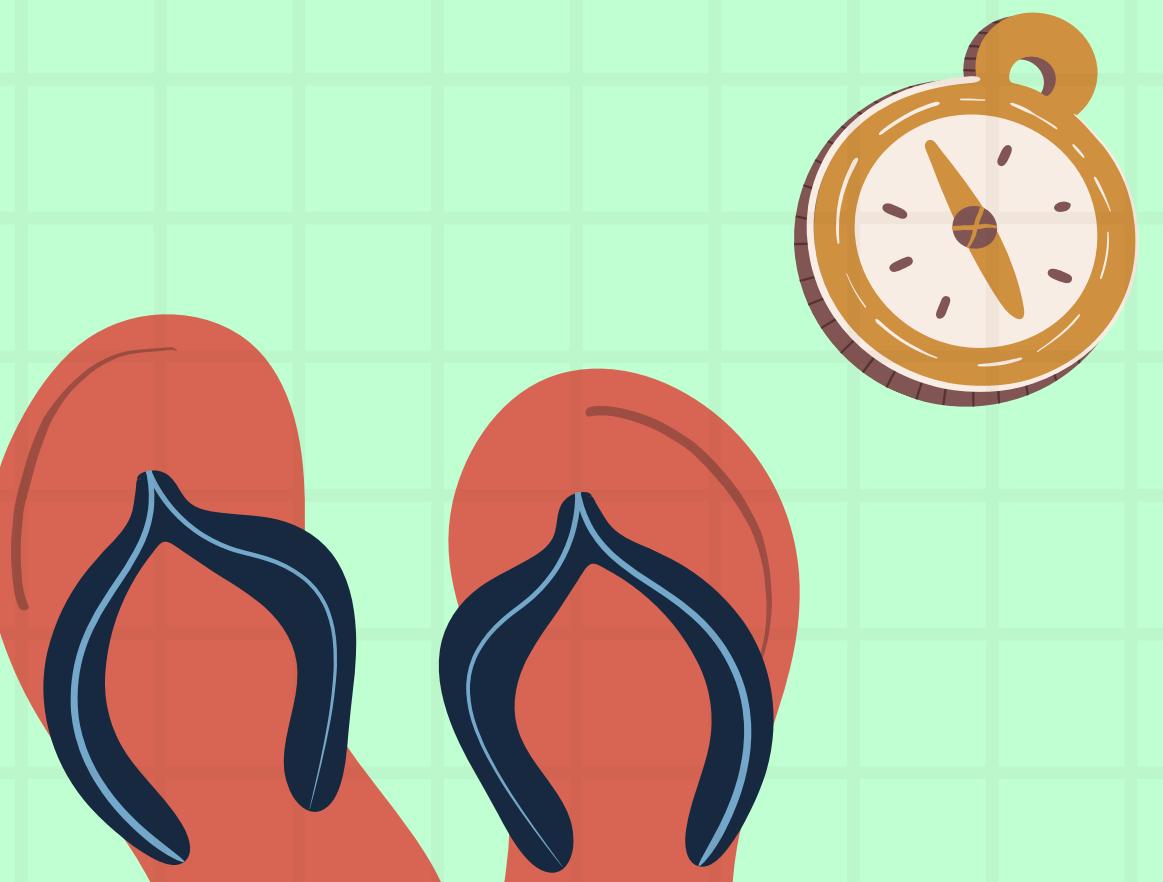
From when to when

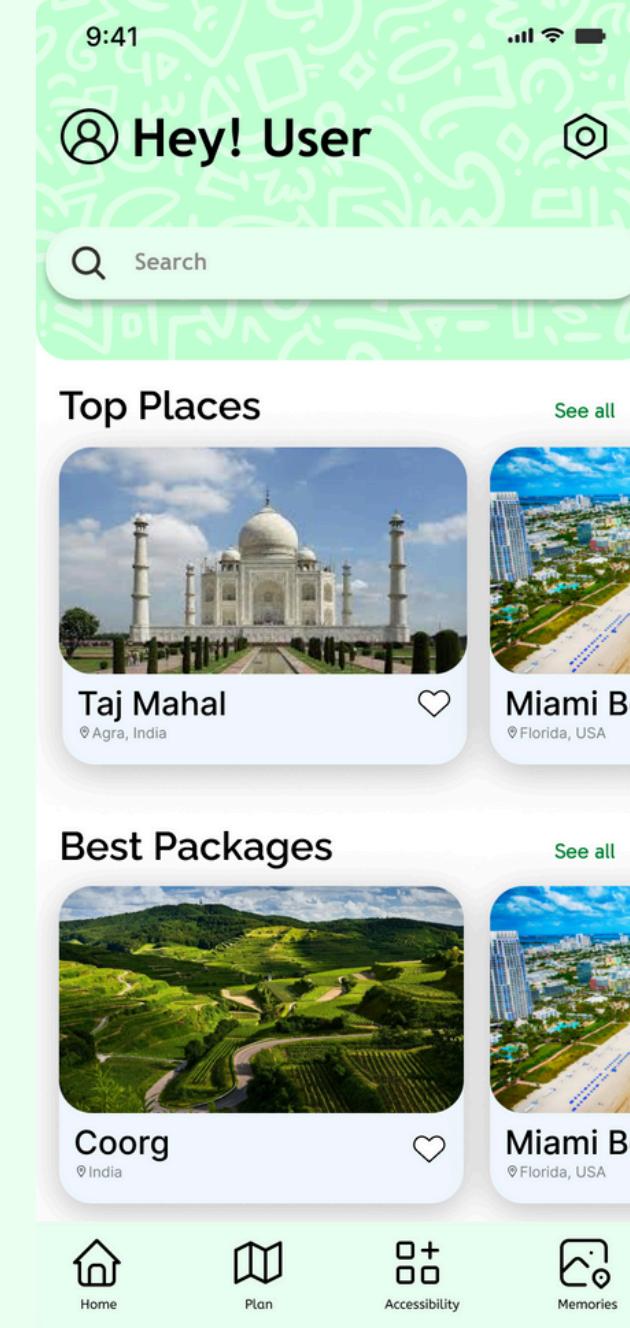
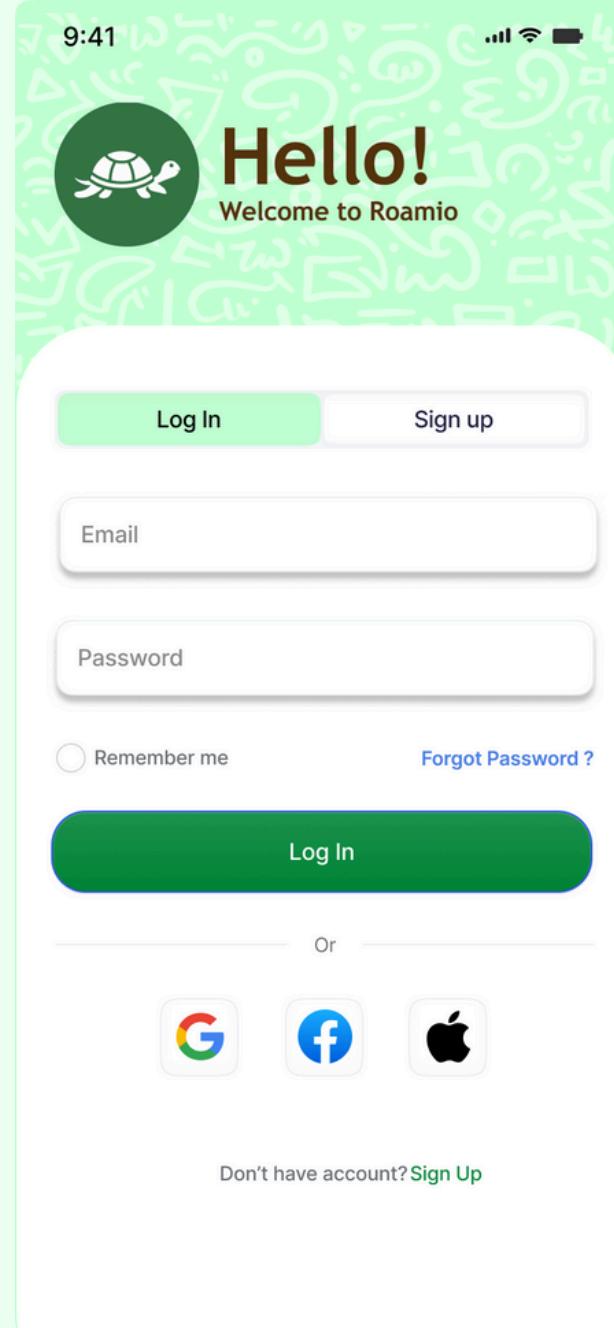
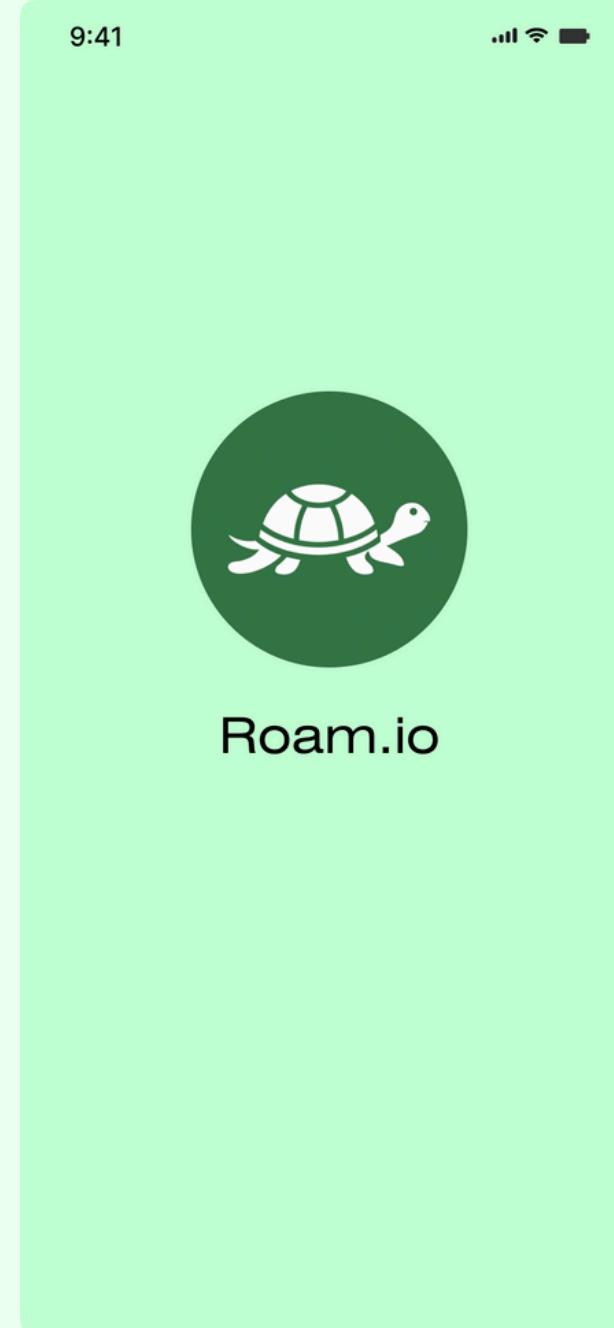
Calendar

Home ⛰ 🏰 🏠



HIGH FIDELITY WIREFRAME

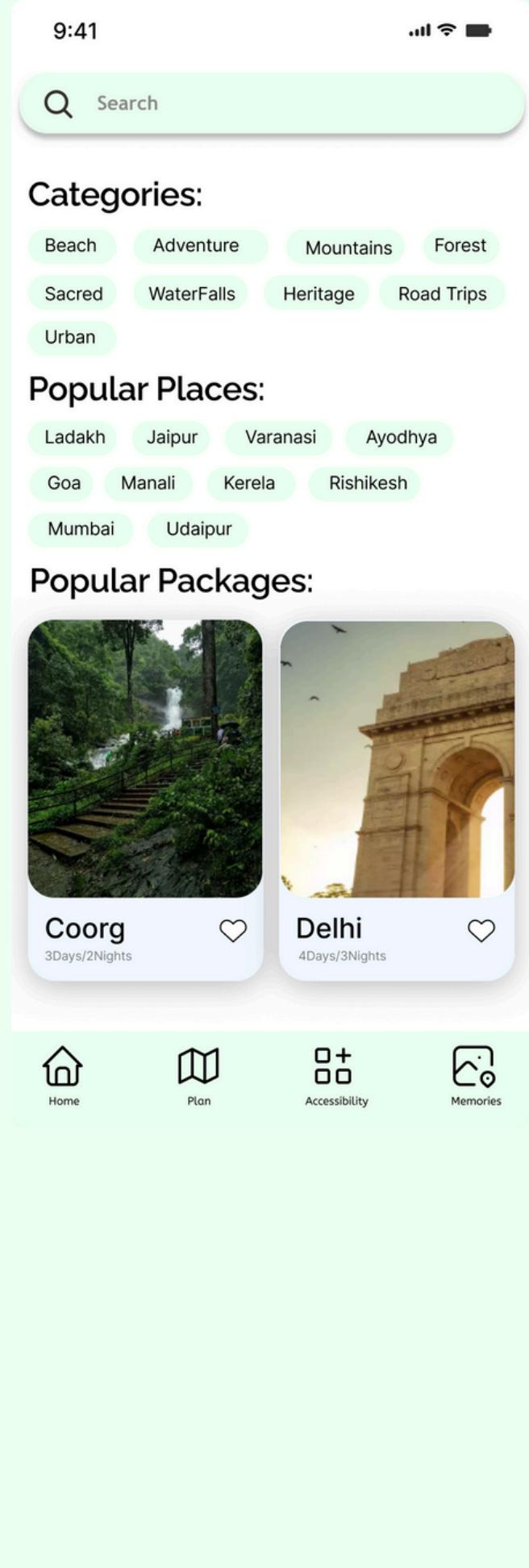




Home Page

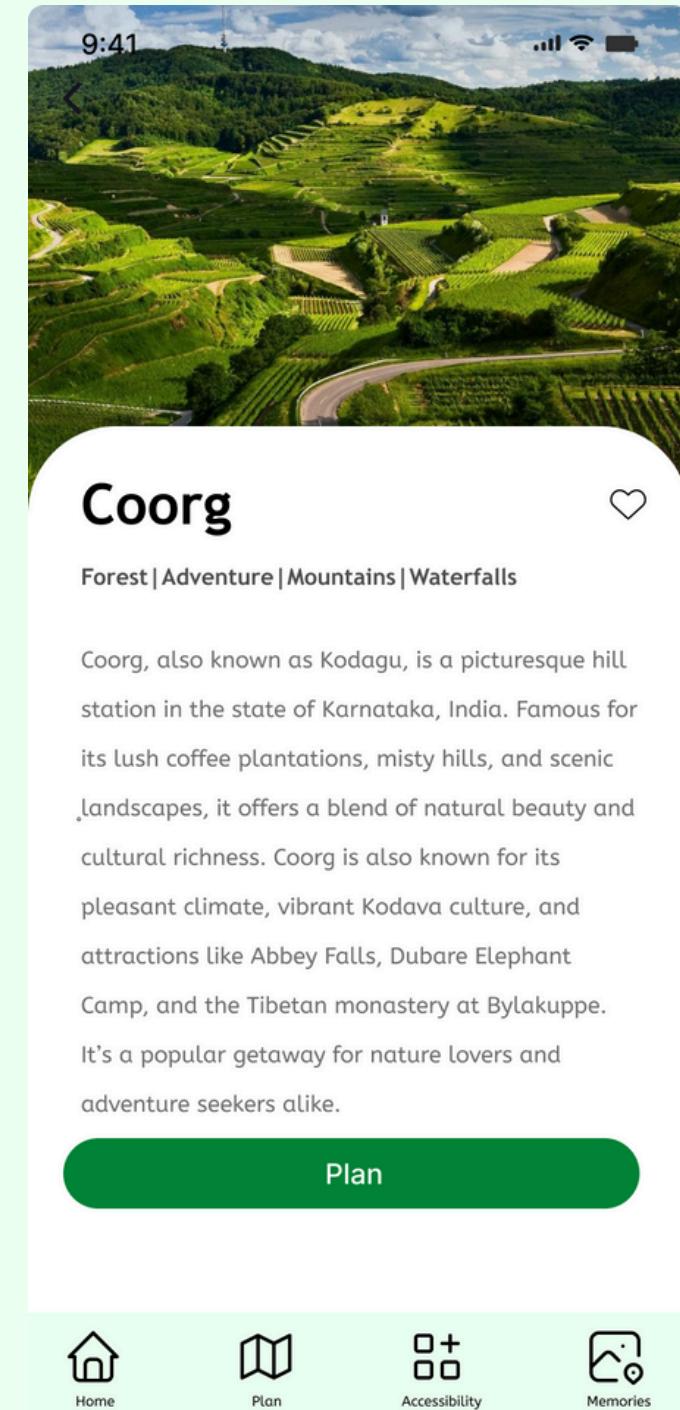
The landing space for users —featuring a clean search bar, top travel destinations, ready-made trip packages, and quick access to settings.

A bottom navigation bar allows users to seamlessly explore planning, accessibility info, and trip memories.



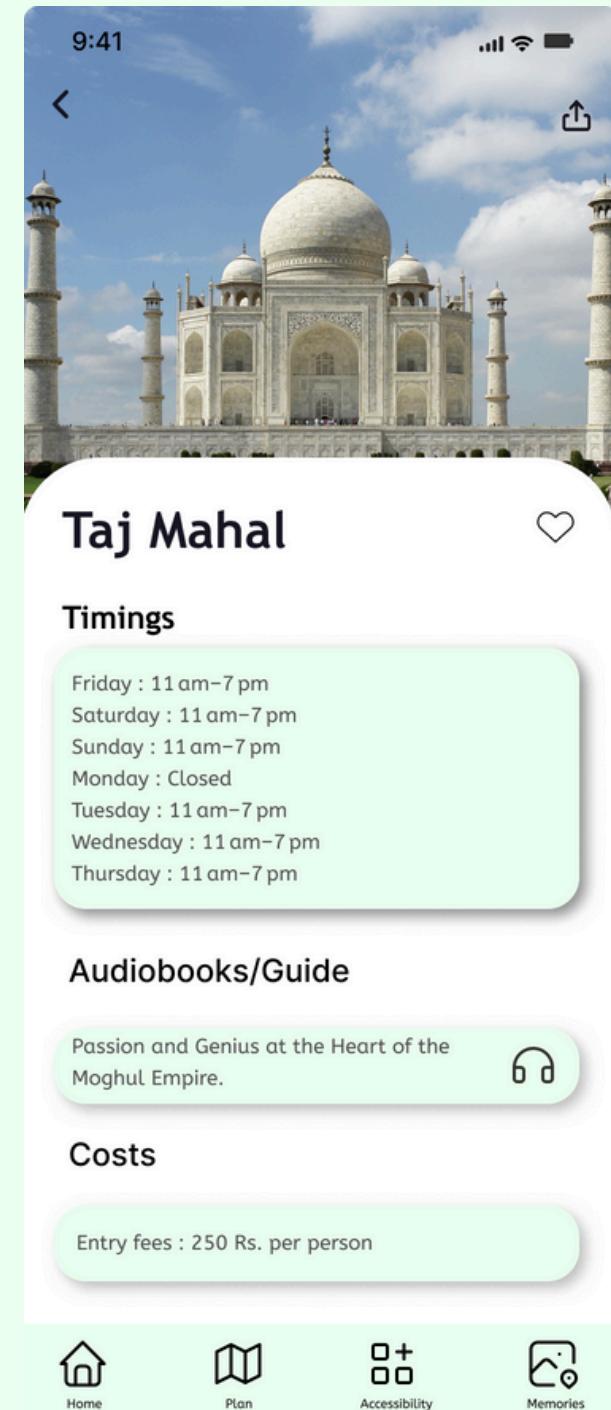
Plan/Search Page

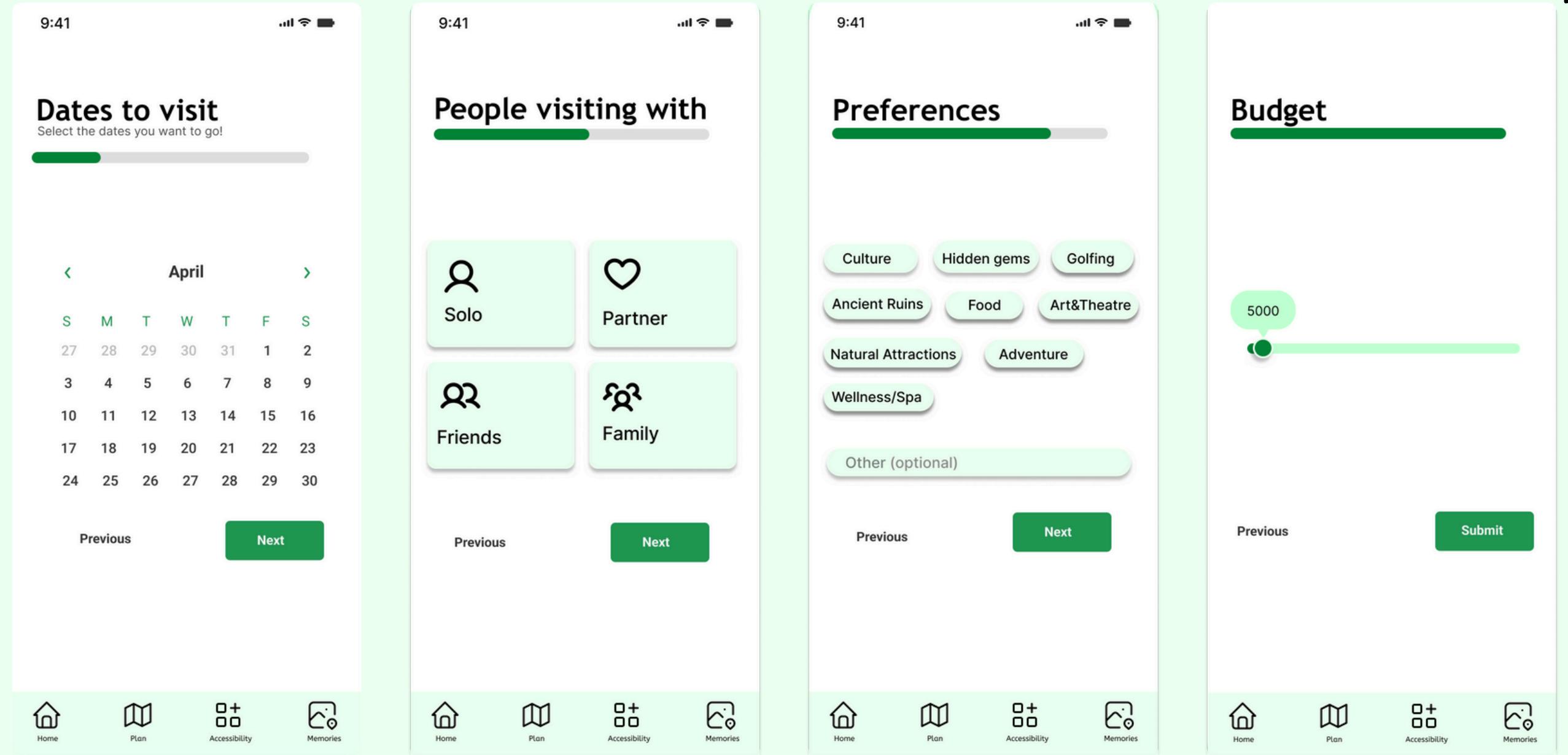
Users can search for a specific destination or browse by popular travel moods like adventure, nature, or city vibes. Popular destinations and curated packages are also displayed for inspiration



Place Description Page

Shows captivating visuals and a brief introduction to the selected destination, along with an option to begin planning an itinerary tailored to that location.





Itinerary Questionnaire

A guided series of questions helps personalize the trip based on user preferences—travel style, budget, company, and special needs—with a progress bar and navigation to move between steps.

The screenshot shows a mobile application interface for a travel itinerary. At the top, there's a header with the time '9:41' and signal strength indicators. Below it is a weekly calendar from Sunday to Saturday, with June 17 highlighted in green. The main content area is titled 'Schedule' and displays a timeline from 9:30 AM to 3:00 PM. The schedule includes the following items:

- 9:30 Visit place 1
- 10:30 visit place 2
- 12:00 Short break
- 1:30 Found a restauraut
- 3:00 visit place 3
- 3:00 Visit place 4

Each item has a three-dot menu icon on the right. At the bottom of the screen are four navigation icons: Home (house), Plan (map), Accessibility (two squares), and Memories (camera).

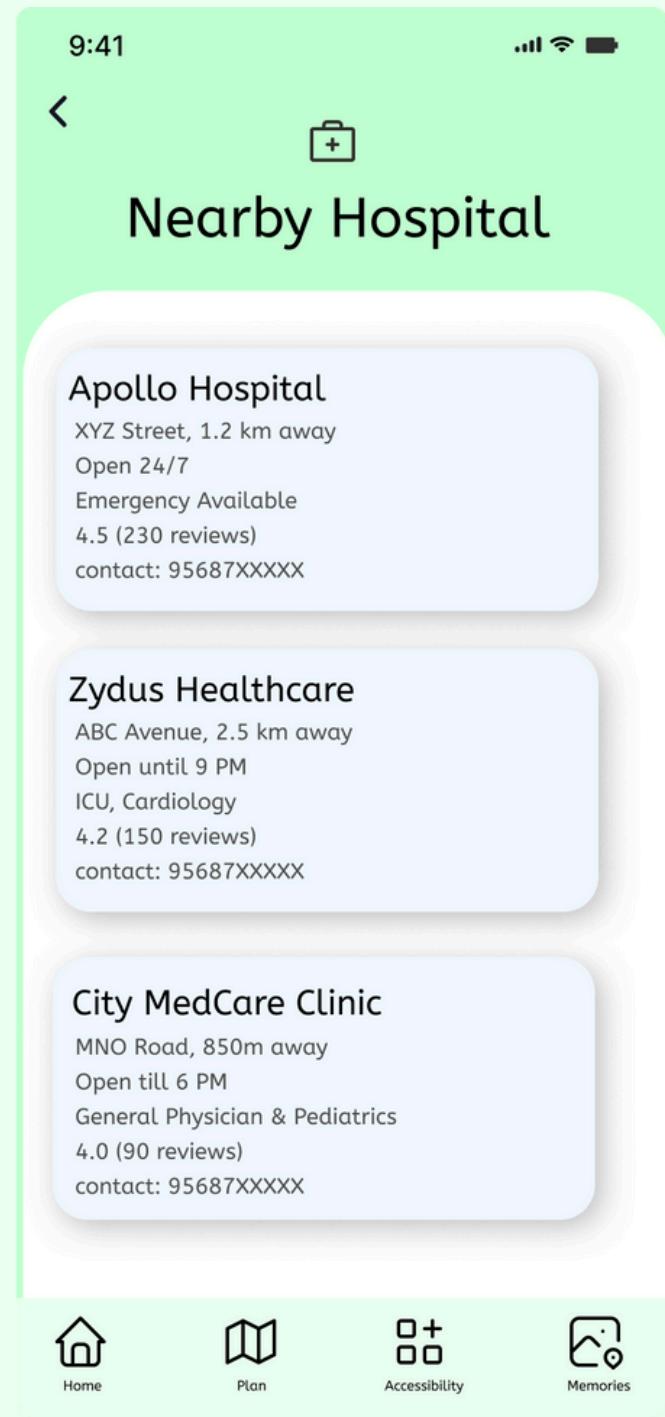
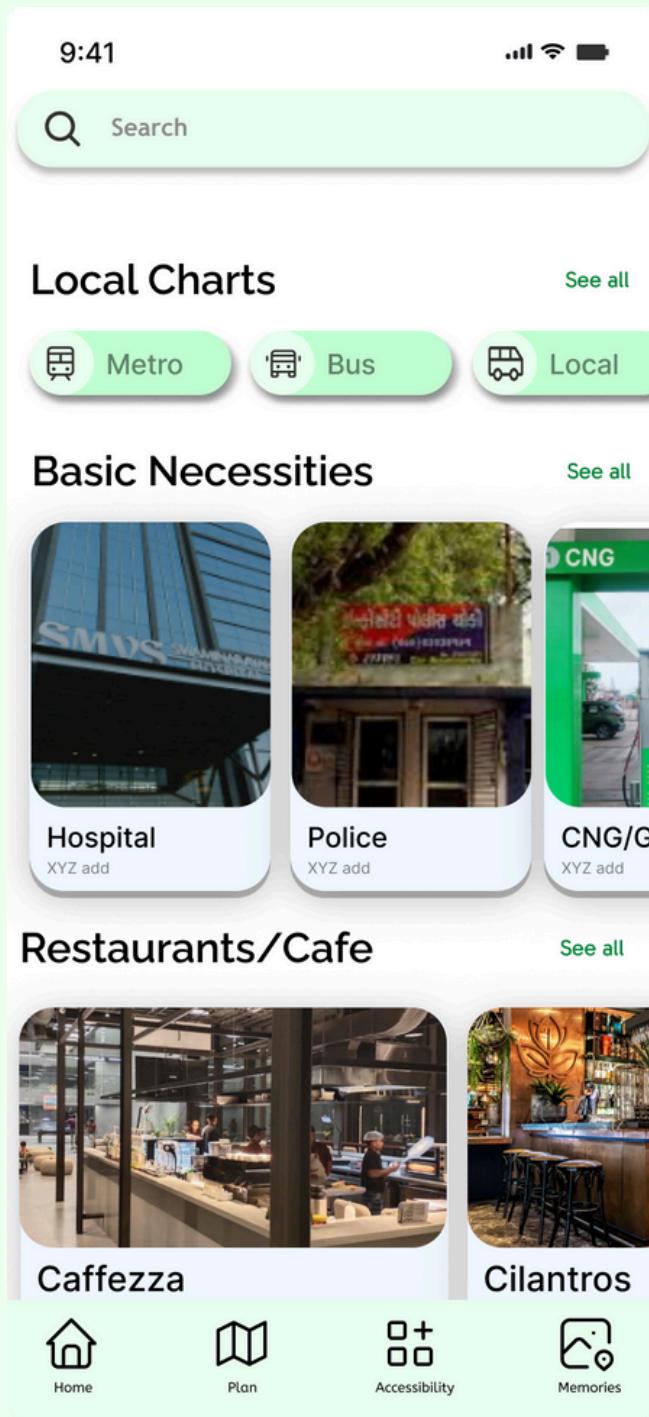
Itinerary Page
Displays a smart, AI-generated plan split by days. Users can browse day-wise activities, edit them for flexibility, or confirm their final trip schedule.

Edit Itinerary Page
Offers full control to customize the plan—users can reorder, remove, or add locations and finalize their preferred version of the itinerary.

This screenshot shows the same mobile application interface, but the 'Edit' mode is active. The weekly calendar at the top shows June 17 as the current day. The 'Schedule' section now lists the following items:

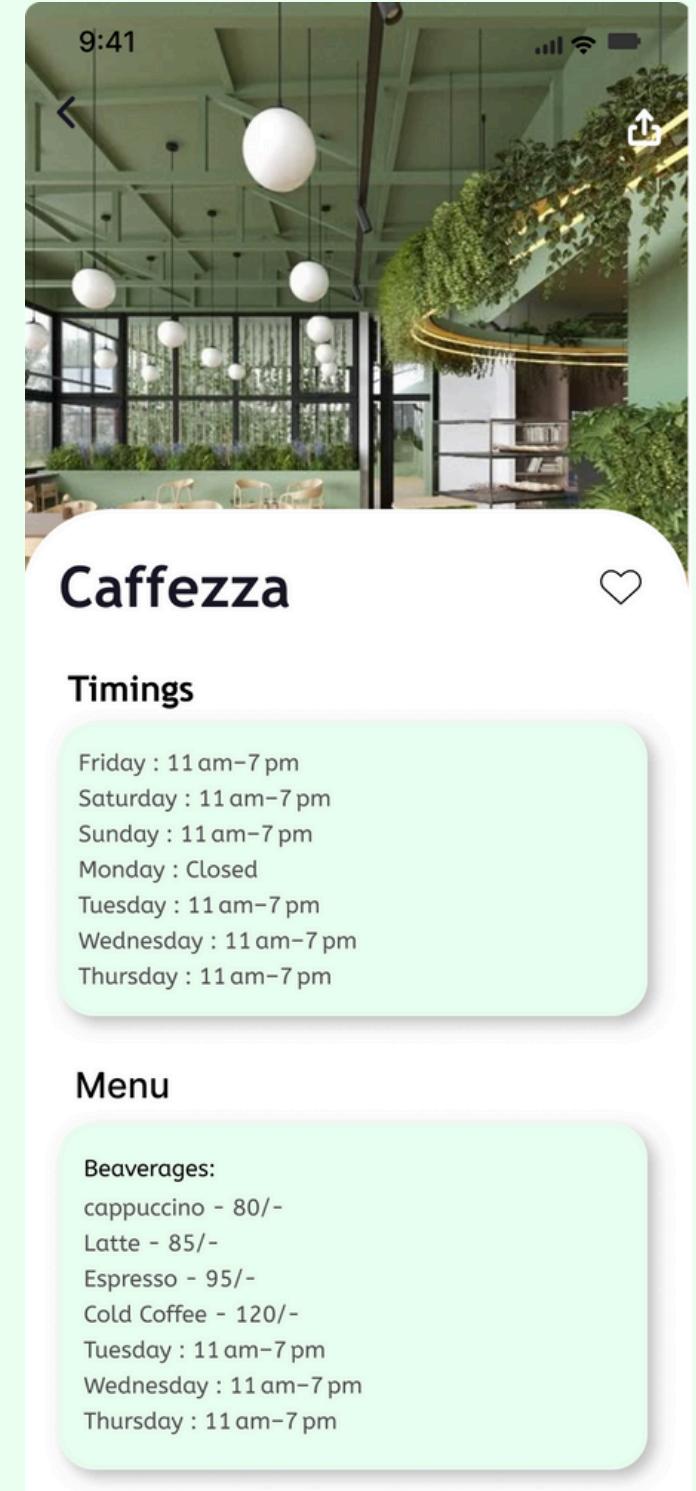
- 30 Team introduction
- 10:30 Gather feedback from usability tests
- 12:00 Short break
- 1:30 Design internal team meeting
- 3:00 Code export to dev
- 3:00 Code export to dev

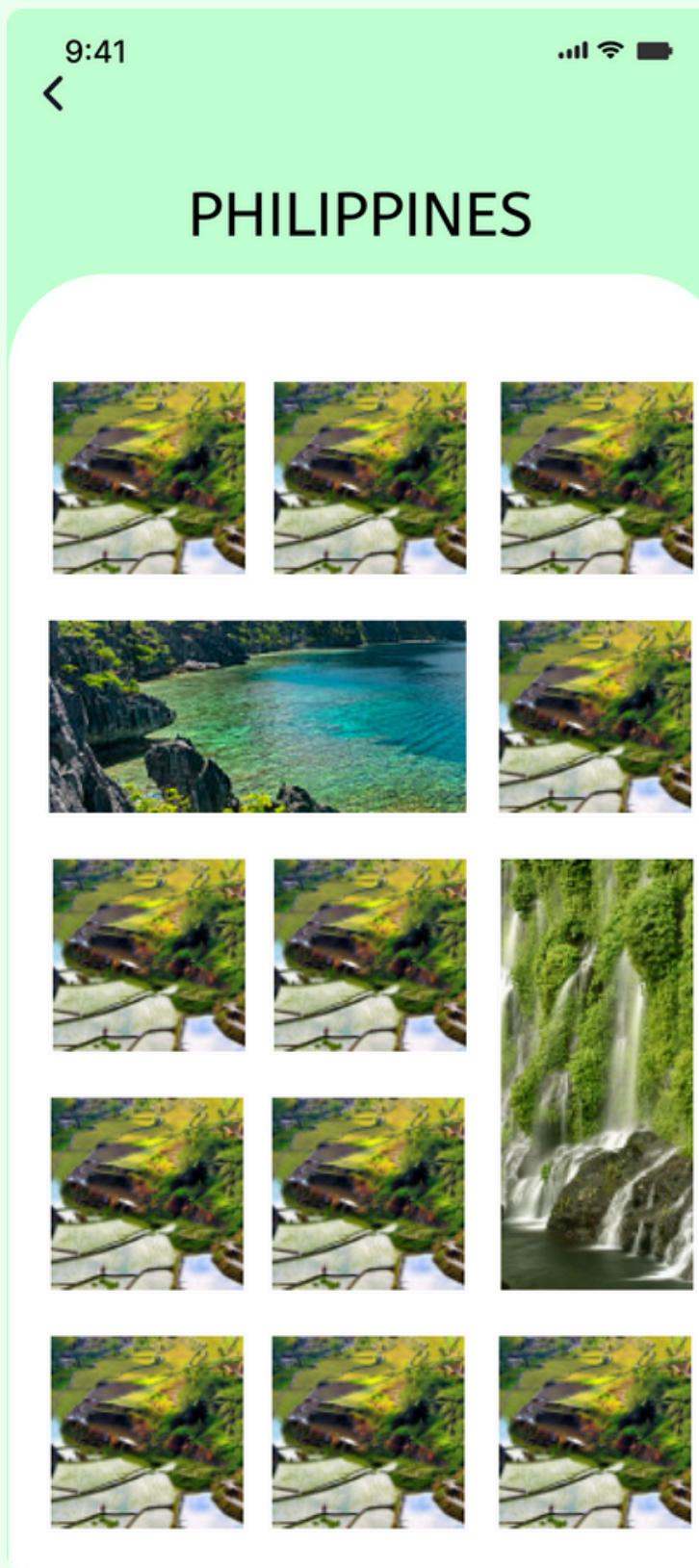
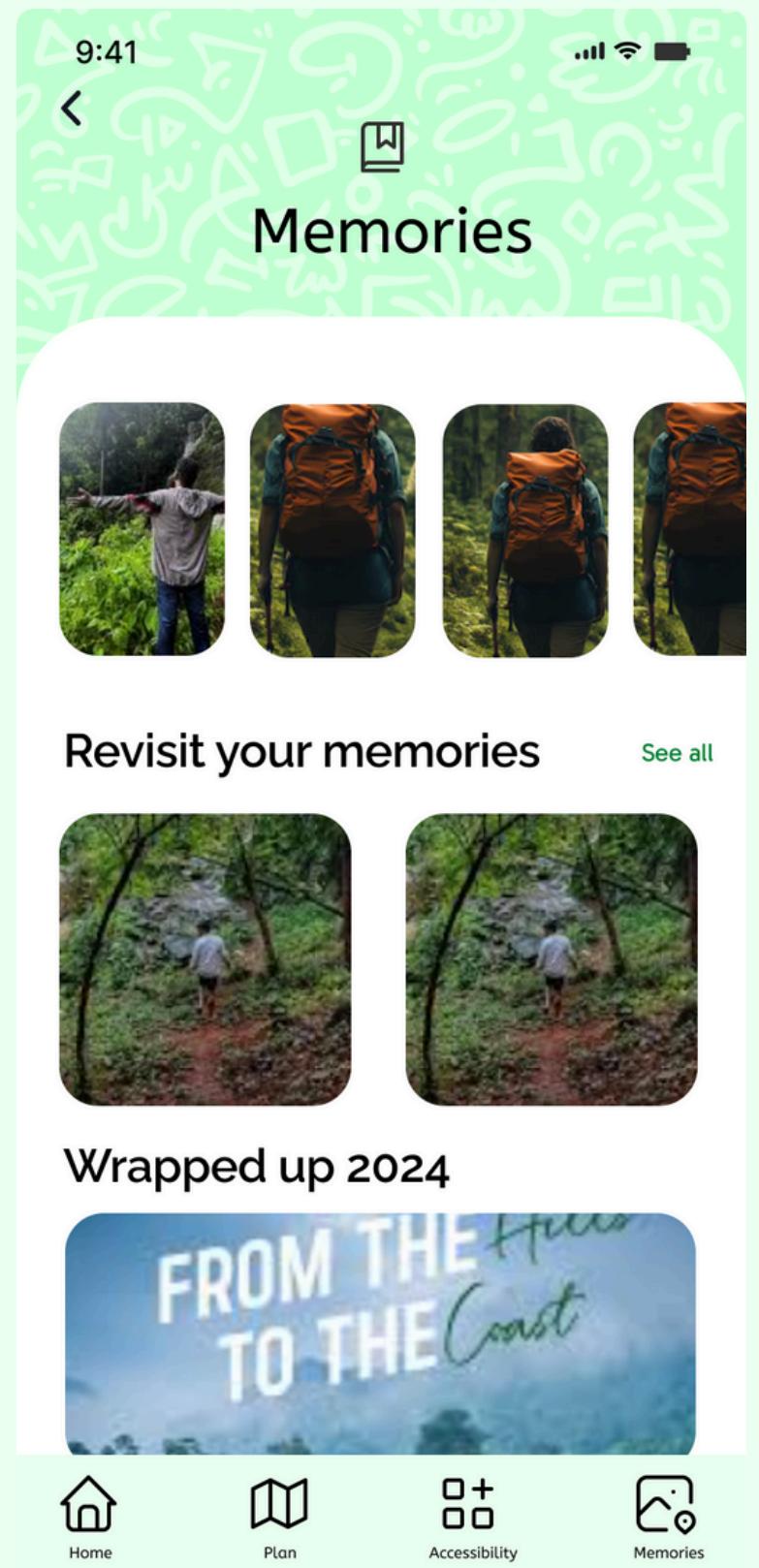
The second 'Code export to dev' entry has a checkmark icon on its right. The bottom navigation icons are identical to the first screenshot.



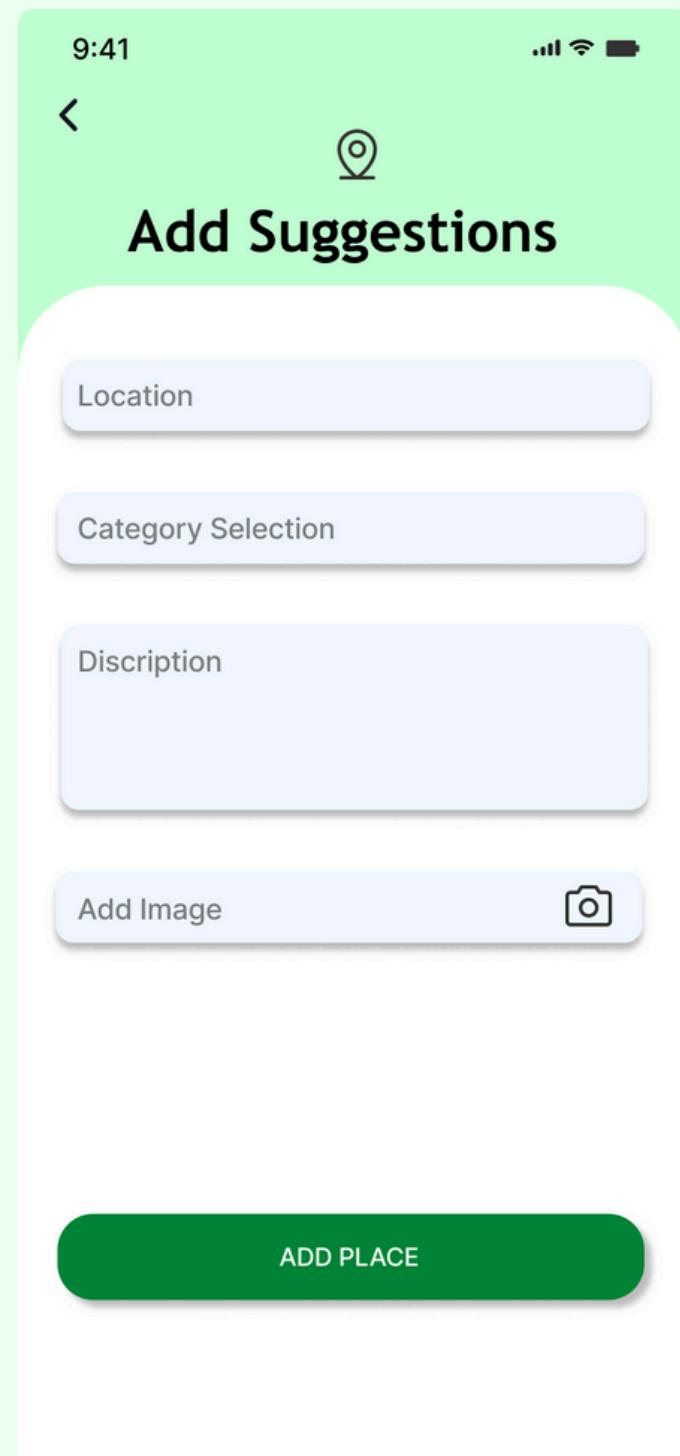
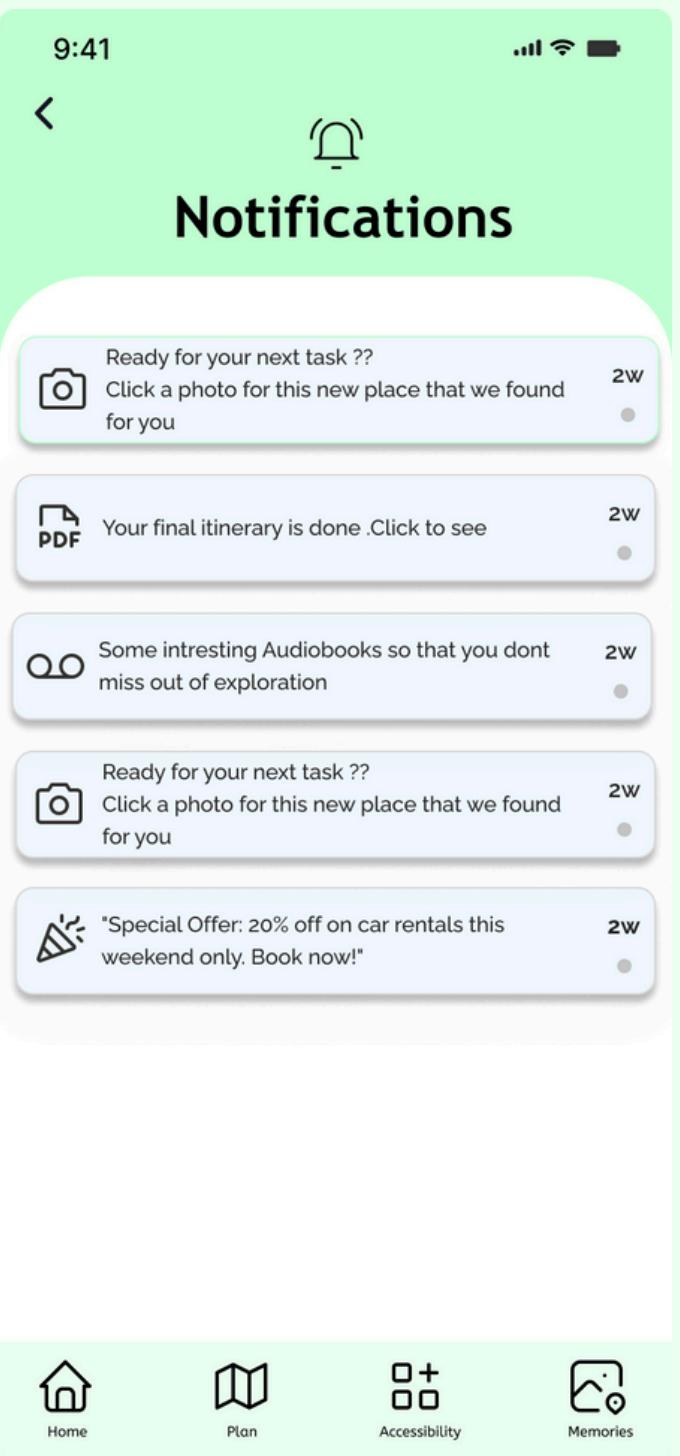
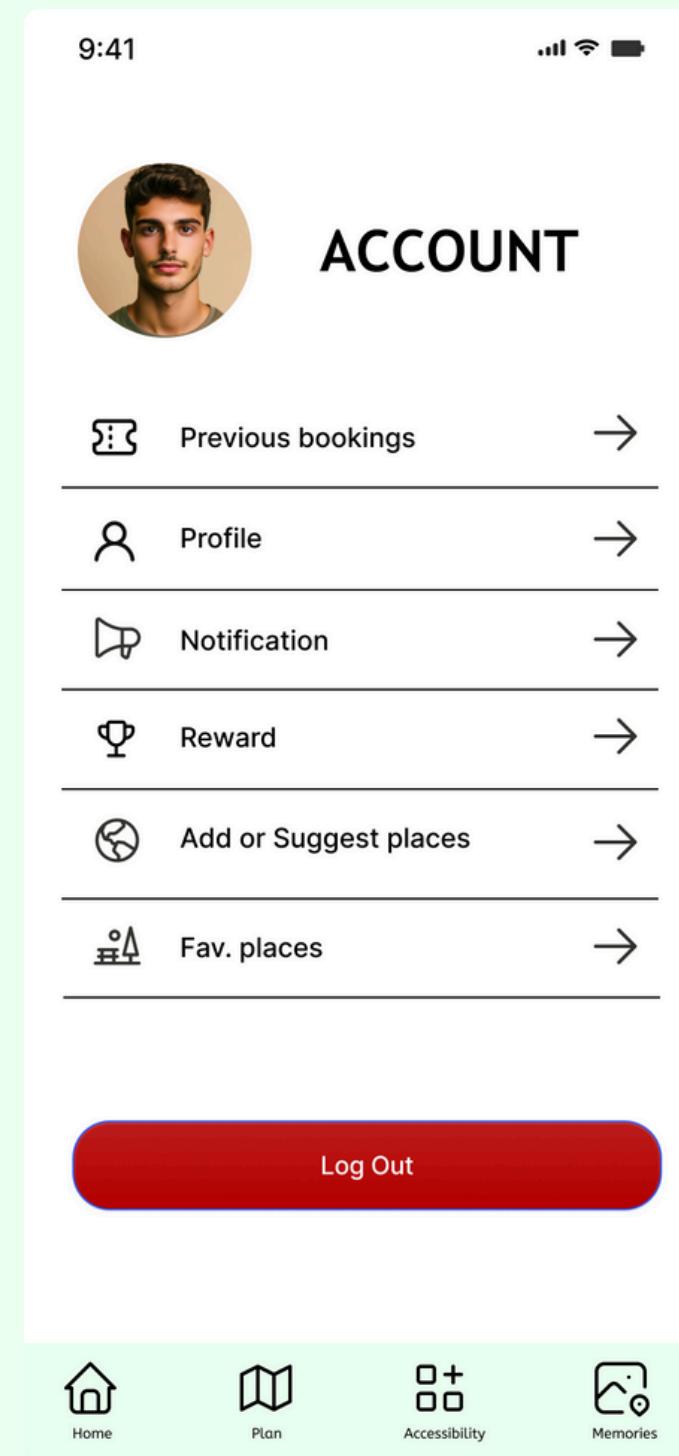
Accessibility Page

A handy guide with essential information for any city—local transport schedules, emergency contacts, rentals, cafes, and other must-know facilities for a stress-free experience.

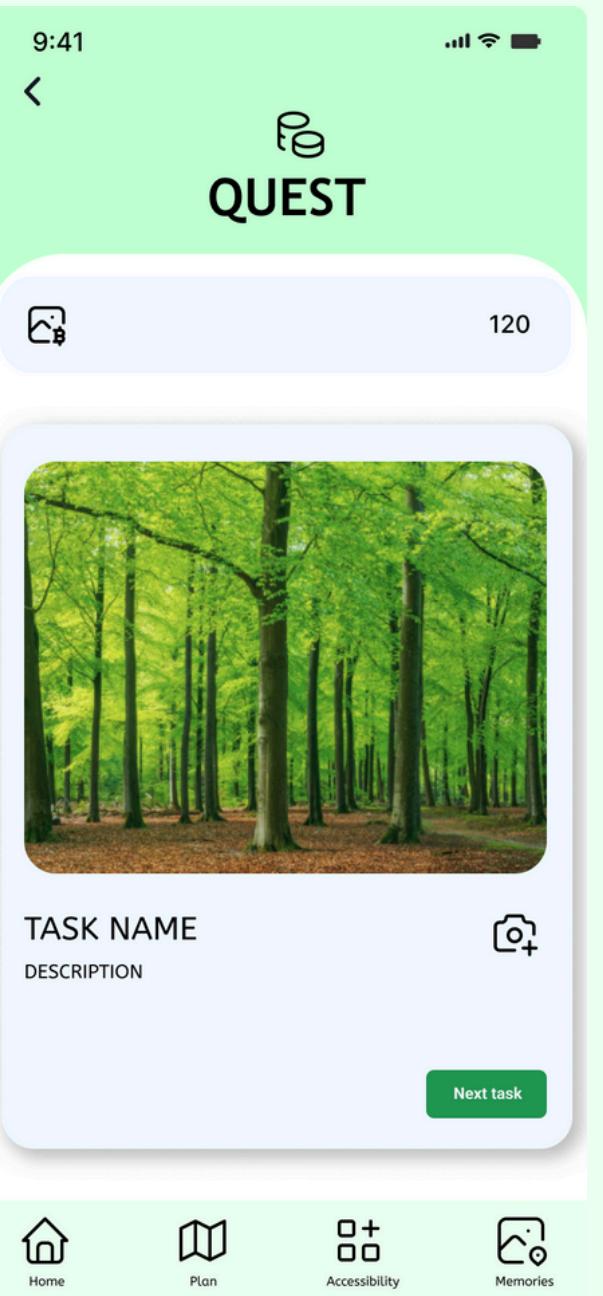
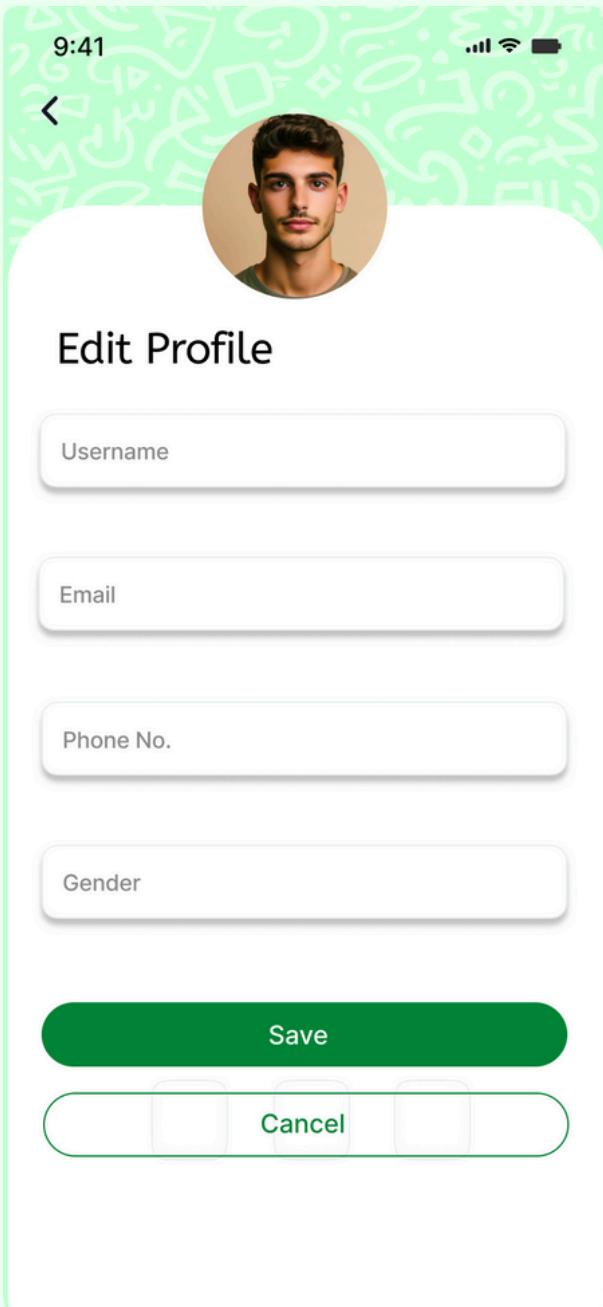
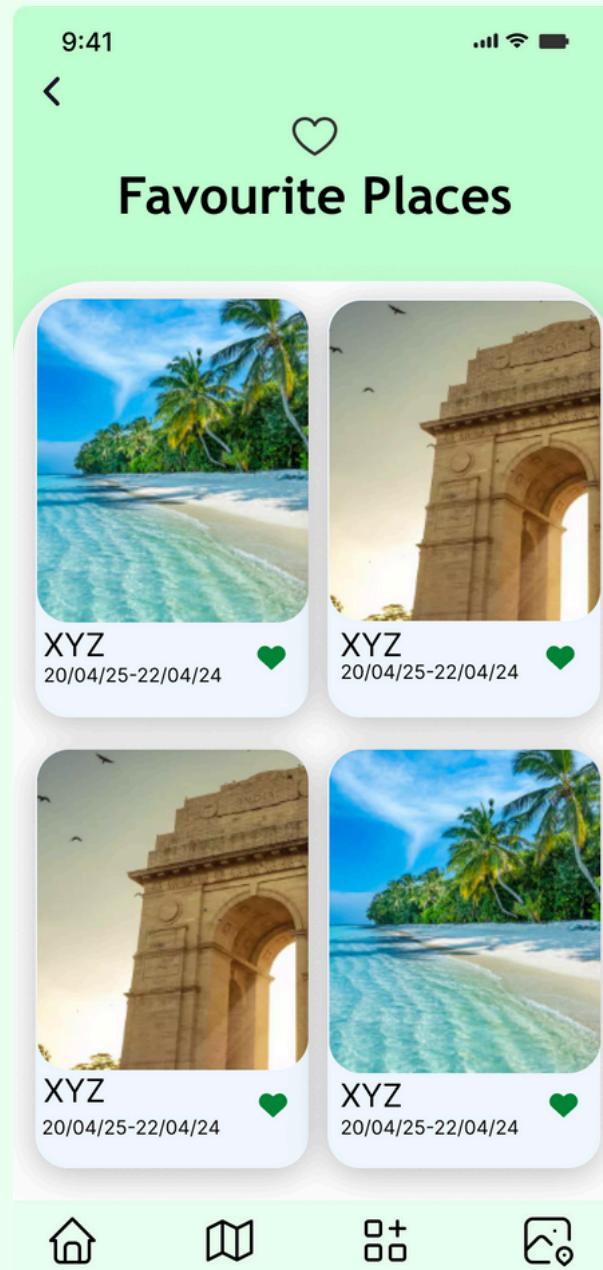




Memories Page
A dedicated space to
relive the journey—
featuring photos
collected during the
trip through
challenges, curated
into a memorable
visual story.



Settings Menu
Includes options like
Profile, Previous
Bookings,
Notifications,
Rewards, Favourites,
and the ability to
Add/Suggest Places.
Designed to offer
flexibility and
personalization



Add/Suggest a Place – Recommend hidden gems to the community.

Favourites – Save your favourite spots for later.

Profile – Manage your details and preferences.

Previous Bookings – View your past trips.

Notifications – Get alerts and complete travel tasks to earn coins.

Rewards – Track and redeem your coins for discounts.



**THANK
YOU**

