ANNAI MIRA COLLEGE OF ENGINEERING AND TECHNOLOGY

NH-46, Chennai-Bengaluru National Highways, Arappakkam,

Ranipet-632517, TamilNadu, India

Telephone: 04172-292925 Fax: 04172-292926

Email:amcet.rtet@gmail.com/info@amcet.in Web: www.amcet.in

DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND DATA SCIENCE

NM1020-UI&UX DESIGN

Name : ……..

Register Number : …….

Year & Branch : ……..

Semester : …….

Academic Year : …….

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Telephone: 04172-292925 Fax: 04172-292926

CERTIFICATE

This is to certify that the bonafide record of the practical work done by …… Register Number ……..…..……... of III year B.Tech (Artificial Intelligence and Data Science) submitted for the B.Tech - Degree practical examination (**V Semester)** in **NM1020-UI&UX DESIGN** during the academic year 2025 – 2026.

Submitted for the practical examination held on ----------

Staff in -Charge **Head of the Department**

Internal Examiner **External Examiner**

TABLE OF CONTENT

ABSTRACT

In recent years, rising awareness of health and fitness has highlighted the need for better dietary management. However, many individuals still struggle to maintain a balanced diet due to a lack of tools that accurately track daily nutrient intake. To address this, the **Nutrient Tracking Website** was developed as a digital platform that helps users monitor the nutritional content of their meals easily and efficiently.

The website allows users to input their food items and instantly view information on calories, proteins, carbohydrates, fats, vitamins, and minerals. It supports personalized goals such as weight management, muscle gain, or balanced nutrition. Unlike many foreign apps, this platform focuses on Indian foods, ensuring better accuracy and relevance for local users.

With a simple and interactive interface, the website enables users to log meals, compare foods, track trends, and view nutrient summaries through visual charts. By promoting self-awareness and data-driven choices, the Nutrient Tracking Website empowers users to develop healthier eating habits and improve overall well-being.

INTRODUCTION

In today's fast-paced world, maintaining a balanced diet is challenging due to processed foods, changing lifestyles, and limited nutrition awareness. This often leads to health issues such as obesity, diabetes, and heart disease.

The **Nutrient Tracking Website** helps users monitor their diet through a simple, user-friendly platform. By entering daily food items, users can instantly view calorie, protein, carbohydrate, fat, and micronutrient values. This allows them to make informed dietary choices and align their meals with health or fitness goals.

The website bridges the gap between knowing and practicing healthy eating. It offers real-time nutritional insights useful for individuals, fitness enthusiasts, and those managing conditions like diabetes or hypertension. With support for local and Indian food data, it ensures accuracy and relevance for regional users.

Overall, this platform promotes digital health awareness by combining technology and nutrition science to encourage mindful eating and healthier lifestyles.

OBJECTIVES

The main objective of the Nutrient Tracking Website is to create a simple and reliable platform that enables individuals to monitor and manage their daily nutrient intake. It bridges the gap between nutritional awareness and practical diet management, helping users make informed food choices for a healthier lifestyle.

The specific objectives are:

1. Provide an easy-to-use platform: Allow users to enter food details and instantly view accurate data on calories, proteins, carbohydrates, fats, vitamins, and minerals.
2. Promote nutrition awareness: Help users understand balanced diets by highlighting nutrient deficiencies or excesses in their daily intake.
3. Support health and fitness goals: Offer personalized feedback to assist with weight control, muscle gain, or energy maintenance.
4. Include Indian food data: Feature a database of common Indian foods for better cultural relevance and accuracy.
5. Visualize nutrient information: Display data using charts, tables, or graphs for easy interpretation and progress tracking.
6. Encourage healthy eating habits: Motivate users to make better food choices through nutrient comparisons and daily insights.

SCOPE OF THE PROJECT

The **Nutrient Tracking Website** serves as a comprehensive platform that helps users understand and manage their daily nutrient intake. Its scope goes beyond calorie counting, aiming to promote health awareness, encourage mindful eating, and support personalized nutrition management through technology.

The project is designed for a wide range of users, including students, professionals, fitness enthusiasts, dieticians, and individuals with specific health goals. It allows users to log daily meals, analyse nutrient composition, and determine whether their diet meets recommended levels of carbohydrates, proteins, fats, vitamins, and minerals.

A key aspect of the project is the inclusion of Indian food data, ensuring better accuracy and cultural relevance compared to foreign-based applications.

Future enhancements may include personalized diet suggestions, AI-based meal planning, user login features for data storage, and integration with wearable health devices.

The project also opens the door for future enhancements such as:

- Adding personalized recommendations based on age, gender, and activity level.
- Integrating AI or machine learning algorithms to suggest meal plans.
- Enabling user login features for saving and tracking data across sessions.
- Linking the system with wearable health devices or fitness trackers.

PROBLEM STATEMENT

In today's world, lifestyle-related health issues such as obesity, diabetes, cardiovascular diseases, and malnutrition are on the rise. A major cause of these problems is the lack of awareness and monitoring of daily nutrient intake. Although health resources are widely available, many individuals remain unaware of the nutritional content of their meals, leading to excess calorie consumption or nutrient deficiencies.

Traditional methods like manual calorie counting or diet charts are time-consuming and often inaccurate. Moreover, most existing nutrition trackers are

based on western diets and do not include accurate data for Indian foods, creating a gap between user needs and available tools.

Busy lifestyles and the growing reliance on processed foods further limit people's ability to make informed dietary choices. As a result, there is a strong need for a **simple, accurate, and accessible digital platform** that enables users to track and analyse their nutrient intake effectively.

In summary, the key problems addressed are:

1. **Lack of awareness and monitoring** of daily nutrient intake.
2. **Limited availability of accurate, user-friendly tools** tailored to local foods and dietary habits.

DESIGN PROCESS / METHODOLOGY

The design process for the Nutrient Tracking Website followed a user-cente red approach to ensure the interface is both functional and visually appealing. The methodology consisted of several key phases research, ideation, wireframing, prototyping, and testing.

Research: Identified the needs of health-conscious users who wish to monitor their daily nutrient intake easily.

Ideation: Brainstormed layouts and user flows that would make data entry and nutrient visualization simple.

Wireframing: Created low-fidelity wireframes to outline the structure of each page and establish navigation flow.

Prototyping: Developed interactive high-fidelity prototypes in Figma, incorporating color schemes, typography, and icons to enhance usability.

Testing: Conducted informal usability checks to ensure the interface is intuitive and easy to navigate.

This structured process helped create a clean, consistent, and user-friendly interface that effectively supports the website's core goal — helping users track their nutrition efficiently.

Features and Functionalities

The Nutrient Tracking Website has been designed to provide users with a comprehensive, interactive, and user-friendly platform for monitoring their daily nutrient intake. The features and functionalities focus on delivering accurate nutritional information, visual insights, and ease of use to help individuals make informed dietary choices.

1. Food Input and Logging

Functionality:

- Users can enter the name of the food item, quantity, and serving size.
- Provides suggestions or autocomplete for commonly consumed foods to reduce input errors.
- Supports multiple food items for a single meal, allowing complete meal tracking.

Benefit:
Simplifies the process of logging meals, ensuring users can track their dietary intake accurately and efficiently.

2. Nutrient Calculation

Functionality:

- Automatically calculates calories, macronutrients (proteins, carbohydrates, fats), and micronutrients (vitamins and minerals) for the inputted food items.
- Adjusts nutrient values based on the entered portion size.
- Provides real-time results immediately after the user submits the food data.

Benefit:
Enables users to understand the nutritional value of their meals without manual calculations, promoting healthier dietary decisions.

3. Nutrient Visualization

Functionality:

- Displays nutrient data in clear and interactive visual formats such as tables, charts, and graphs.
- Highlights deficiencies or excesses in nutrient intake.
- Shows daily or weekly nutrient summaries for better trend analysis.

  Benefit:
  Visual representation of nutrient intake makes it easier for users to comprehend their dietary habits and encourages consistent tracking.

Feasibility Study

The **feasibility study** evaluates the practicality and viability of developing the *Nutrient Tracking Website* in terms of technical, economic, operational, and schedule factors. It ensures the project can be implemented successfully within available resources while meeting user needs.

1. Technical Feasibility

This aspect assesses whether the required technology, tools, and expertise are available.

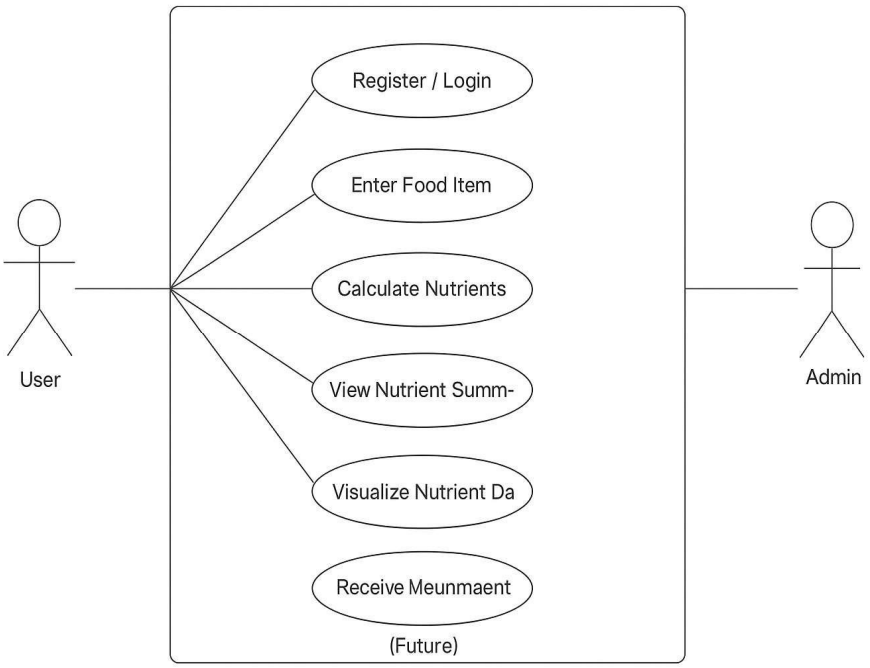
- **Database Management: MySQL** or **SQLite** provides reliable storage and scalability for nutritional data.
- **Hardware Requirements:** The system runs on standard computers and requires no specialized hardware, ensuring accessibility.
- **Scalability:** The modular design allows future upgrades like AI-based meal suggestions or wearable integration.
  Conclusion: The project is **technically feasible**, with all required tools and expertise readily available.

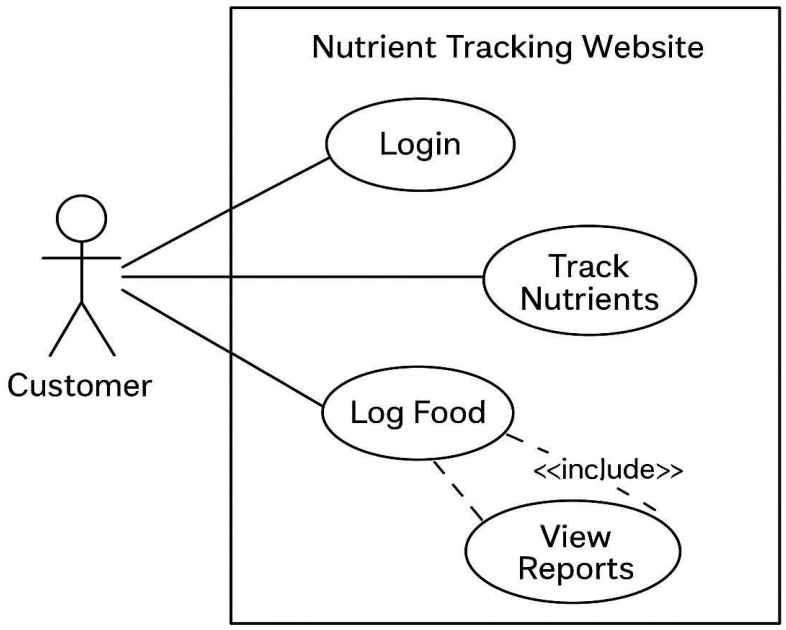
2.Economic Feasibility

This assesses cost-effectiveness and value generation.

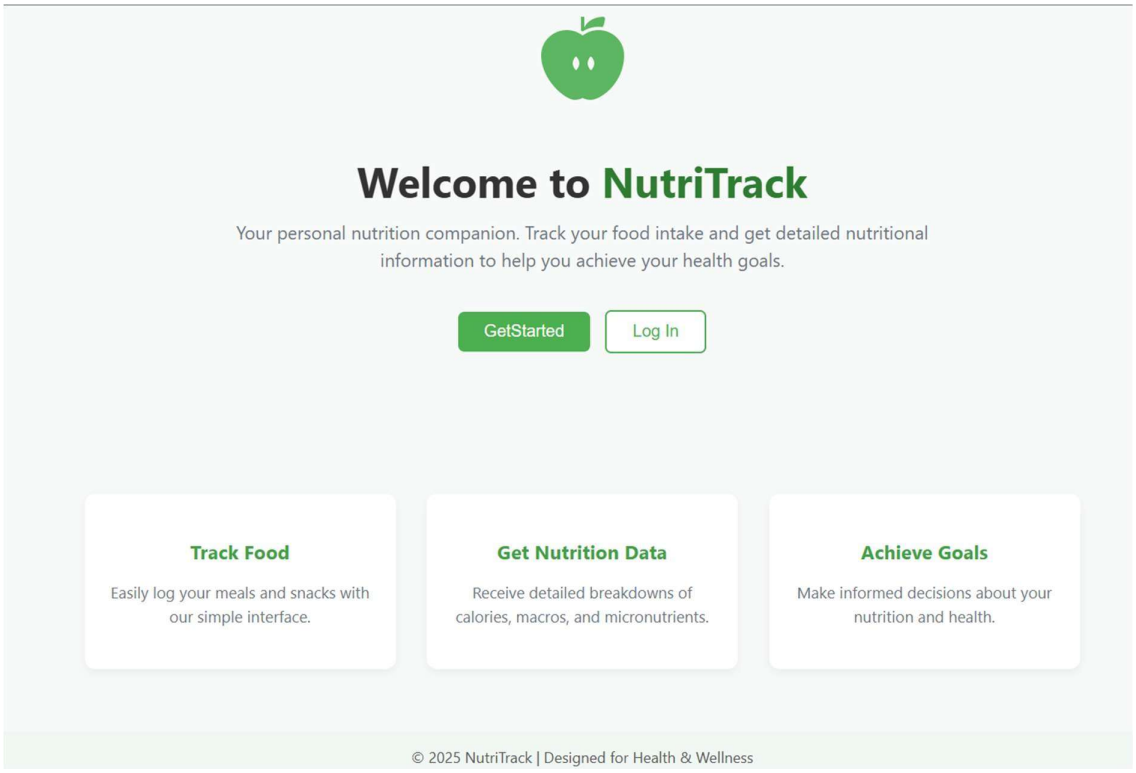
- **Development Costs:** Minimal, as it relies on open-source tools. Expenses may include hosting, domain registration, and optional paid APIs.
- **Maintenance Costs:** Low, limited to periodic updates and system support.
- **Benefit Analysis:** The platform benefits students, dieticians, and health-conscious users by promoting healthy lifestyles and saving time compared to manual methods.
  Conclusion: The project is **economically feasible**, offering high value at minimal cost.

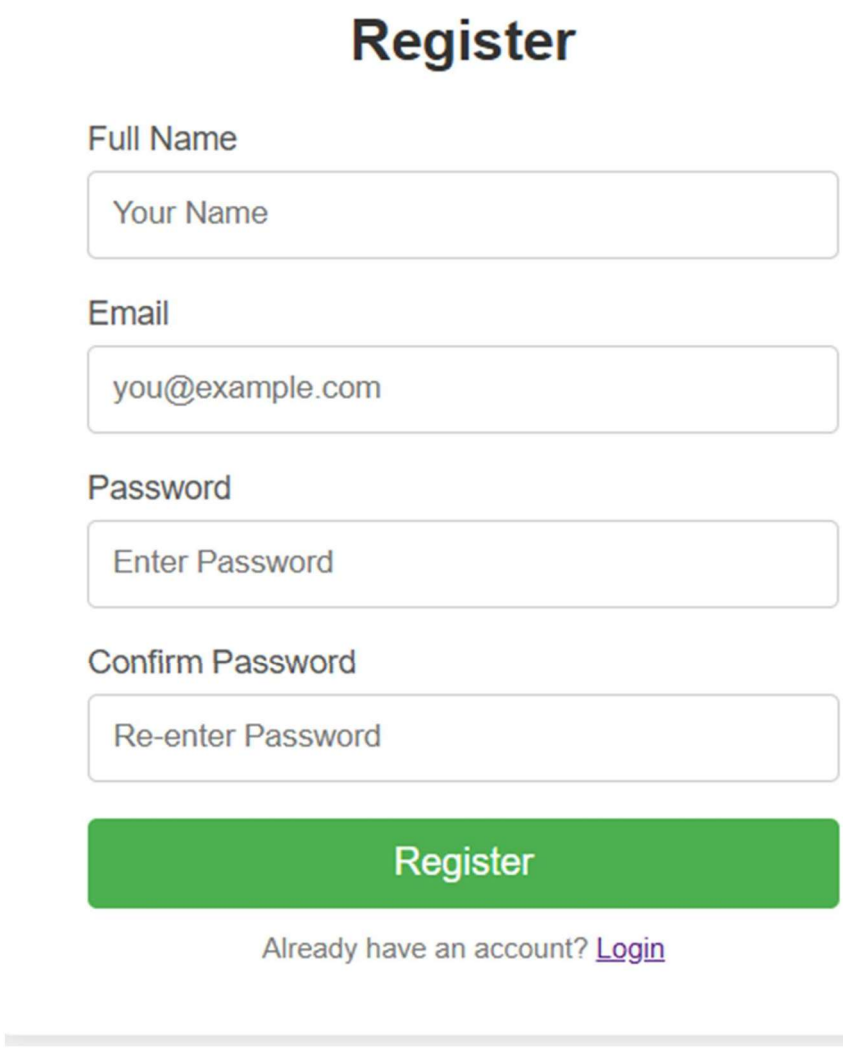
USE CASE DIAGRAM

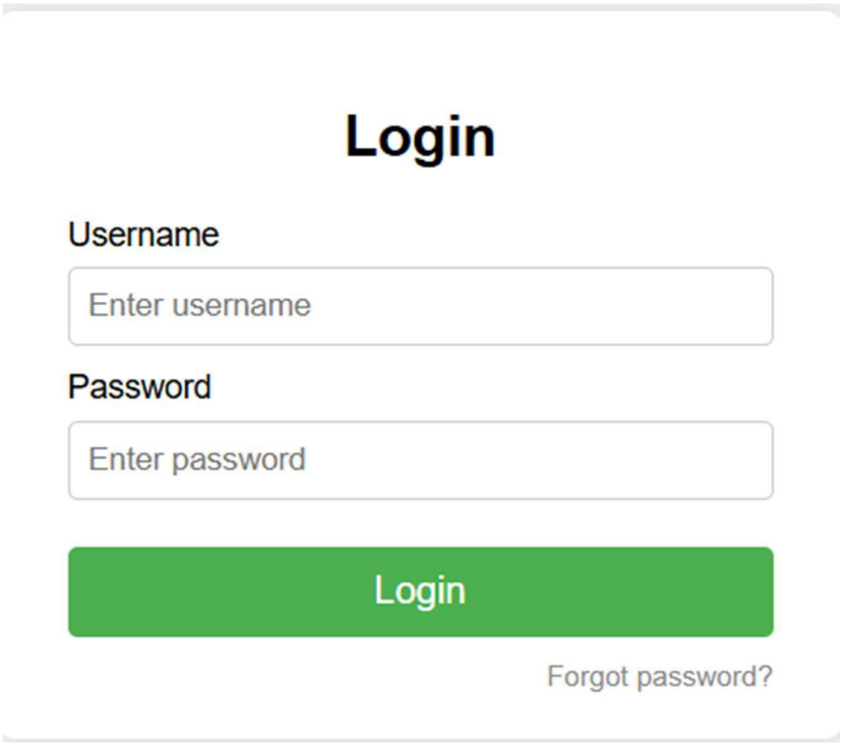


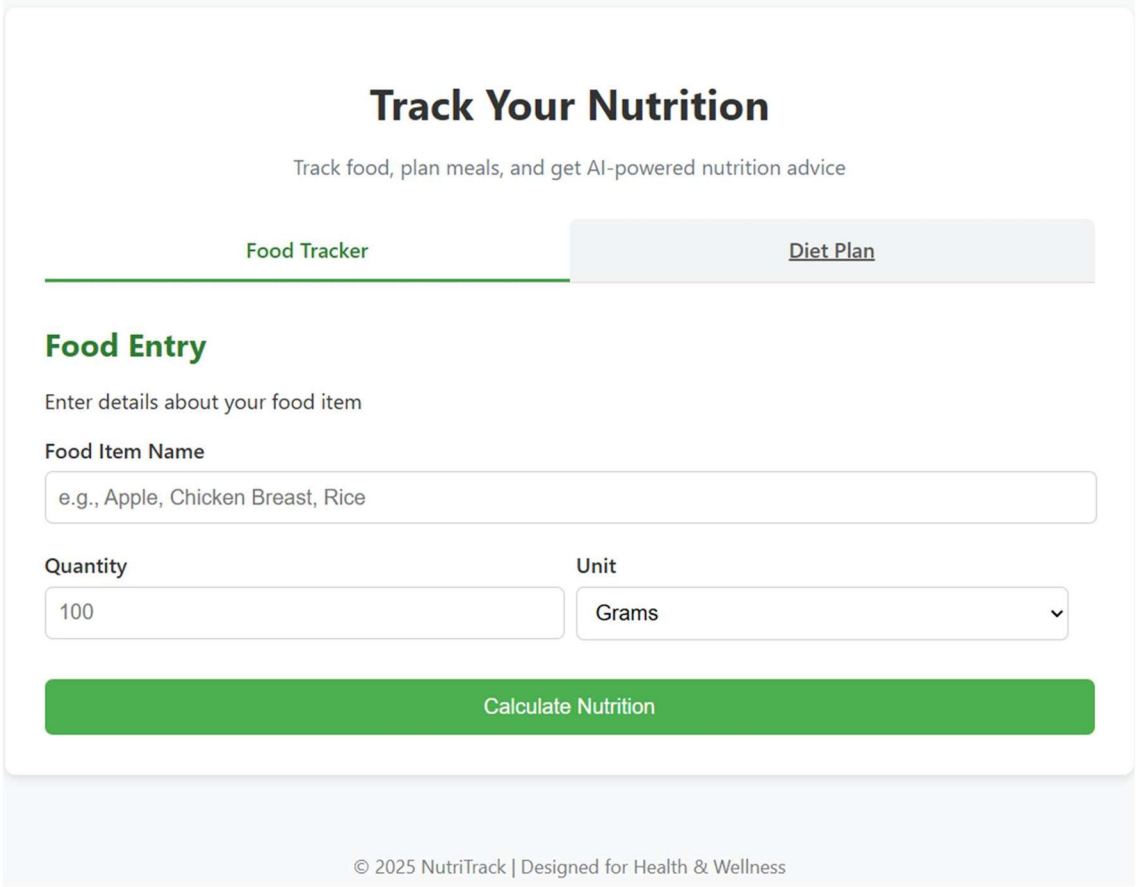

Nutrient Tracking Website
Login
Track Nutrients
Log Food
<<include>>
View Reports
Customer

SCREENSHOT


Welcome to NutriTrack
Your personal nutrition companion. Track your food intake and get detailed nutritional information to help you achieve your health goals.
GetStarted
Log In
Track Food
Easily log your meals and snacks with our simple interface.
Get Nutrition Data
Receive detailed breakdowns of calories, macros, and micronutrients.
Achieve Goals
Make informed decisions about your nutrition and health.
© 2025 NutriTrack | Designed for Health & Wellness


Register
Full Name
Your Name
Email
you@example.com
Password
Enter Password
Confirm Password
Re-enter Password
Register
Already have an account? Login


Login
Username
Enter username
Password
Enter password
Login
Forgot password?


Track Your Nutrition
Track food, plan meals, and get AI-powered nutrition advice
Food Tracker
Diet Plan
Food Entry
Enter details about your food item
Food Item Name
e.g., Apple, Chicken Breast, Rice
Quantity
100
Unit
Grams
Calculate Nutrition
© 2025 NutriTrack | Designed for Health & Wellness

Food Entry

Enter details about your food item

Food Item Name

apple

Quantity

500

Unit

Grams

Calculate Nutrition

Nutrition Facts

500 Grams of apple
Calories: 260.0 kcal
Protein: 1.5 g
Carbohydrates: 70.0 g
Fat: 1.0 g

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Personalized Diet Planner

User Details

Age (years)

Weight (kg)

Height (cm)

Male

Sedentary

Calculate Recommended Intake

Recommended Intake

Calories: 0 kcal

Protein: 0 g

Carbs: 0 g

Fat: 0 g

Add Food Item

Morning

Food Name

Calories

Protein (g)

Carbs (g)

Fat (g)

Add Food

Diet Table

Meal	Food	Calories	Protein (g)	Carbs (g)	Fat (g)
Total	**-**	**0**	**0**	**0**	**0**

Meal-wise Totals

Meal	Calories	Protein (g)	Carbs (g)	Fat (g)
Morning	0	0	0	0
Afternoon	0	0	0	0
Night	0	0	0	0

CONCLUSION

The Nutrient Tracking Website project provides an efficient, user-friendly, and interactive solution for individuals who want to monitor and manage their daily food intake and nutritional consumption. In today's fast-paced lifestyle, where unhealthy eating habits and lack of awareness about nutrient content have become major causes of health-related problems, this website offers a simple yet powerful tool to promote better health and wellness.

The project successfully demonstrates the integration of technology and health awareness by allowing users to input food items, calculate their nutritional values, and visualize the data in an understandable format. It simplifies the process of tracking calories, proteins, fats, carbohydrates, and essential micronutrients, enabling users to make informed dietary choices.

From a development perspective, the project showcases the effective use of JavaScript to create an interactive front-end interface, with options for future integration of backend technologies like Python and MySQL to enhance data storage and personalization. The modular design and scalability of the system ensure that additional features such as personalized recommendations, user accounts, and AI-based meal suggestions can be integrated with ease in future versions.

Overall, the Nutrient Tracking Website contributes to improving health awareness and dietary management through digital innovation. It not only fulfills the basic need of tracking nutrients but also encourages users to adopt healthier lifestyles and balanced eating habits. The project has achieved its objectives of creating a reliable, accessible, and visually engaging platform for nutritional tracking, thereby demonstrating how technology can play a key role in supporting personal health and well-being.

In conclusion, this project stands as an important step towards bridging the gap between nutrition science and everyday life. With further enhancements, it can evolve into a comprehensive digital nutrition assistant that helps users achieve their fitness goals and maintain long-term health through informed food choices.

FUTURE SCOPE

The Nutrient Tracking Website has been designed as a foundation for promoting nutritional awareness and helping individuals make informed dietary decisions. Although the current version provides essential functionalities such as nutrient calculation, visualization, and meal tracking, there are several opportunities for improvement and expansion in the future.

The following points highlight the future scope of this project:

1. User Authentication and Profile Management

In the future, a secure **login and registration system** can be integrated to allow users to create personalized profiles. This will enable them to store daily logs, view their nutrient history, and track long-term progress. Personalized dashboards can be designed to show nutrition trends and provide tailored health insights.

2. Integration with a Comprehensive Food Database

Currently, the system can be enhanced by linking to a **large-scale nutritional database** such as the USDA Food Data Central or an Indian food database. This will ensure that users get accurate and region-specific nutritional information for a wide variety of foods, including traditional Indian meals.

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   A UI/UX case study focusing on user motivation, habit creation, and inclusive design for different diet types.
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   Focuses on simplifying food logging, improving engagement, and quick user interaction through clean UI.
   Source: Medium – Nutrition Tracking App
3. **SmartDiet – UX Planet (2021)**
   Covers full design process including research, personas, and usability testing for a flexible meal planner.
   Source: UX Planet – SmartDiet Case Study
4. **NutriLife App – Behance (2023)**
   A modern, personalized nutrition tracking app showcasing recent UI/UX trends and visual consistency.
   Source: Behance – NutriLife App
5. **Nutrition App UI/UX Designs – Behance Collection**
   Collection of creative nutrition tracking UI ideas useful for layout and design inspiration.
   Source: Behance – Nutrition App UI/UX

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ABSTRACT

The Meesho Mobile Application Redesign represents a comprehensive user experience and interface overhaul initiative aimed at addressing critical usability challenges while elevating the overall aesthetic and functional quality of one of India's leading social commerce platforms. This project emerges from extensive user research and market analysis that identified significant pain points in the current application, including visual clutter, navigation complexity, inefficient product discovery mechanisms, and a suboptimal checkout process that collectively contribute to user frustration and decreased conversion rates. The redesign project adopts a human-centered design approach, systematically reimagining the entire user journey from initial product discovery to final purchase confirmation, with particular emphasis on creating a more intuitive, efficient, and enjoyable shopping experience for Meesho's diverse user base spanning both metropolitan and tier-2/tier-3 cities across India.

At the core of this redesign lies a meticulously crafted design system built upon principles of minimalism, consistency, and accessibility. The visual language has been completely revitalized through the implementation of a soft, harmonious color palette featuring soothing shades of pink (#FF69B4, #FFE6E6) and lavender (#E6E6FA) against clean white backgrounds, creating a visually calming environment that reduces cognitive load while maintaining brand recognition. The typography system has been standardized using the Poppins font family with clear hierarchical relationships, ensuring optimal readability across various device sizes and user demographics. The spatial organization follows a strict 4px baseline grid system, providing consistent rhythm and alignment throughout the interface, while interactive elements have been designed with generous touch targets (minimum 44px) to accommodate diverse user capabilities and usage contexts.

INTRODUCTION

Project Background

Meesho is one of India's leading social commerce platforms that enables small businesses and individuals to start their online stores via social channels. While successful, the current app faces challenges in user experience, visual design consistency, and navigation efficiency.

Project Overview

This redesign project focuses on:

- Modernizing the visual interface

- Simplifying navigation patterns

- Enhancing product discovery

- Streamlining the checkout process

- Improving overall usability

Design Philosophy

The redesign follows the principles of minimalism, consistency, and user-centric design to create an engaging shopping experience that caters to both tech-savvy and first-time e-commerce users.

OBJECTIVES

The main objective of the Nutrient Tracking Website is to create a simple and reliable platform that enables individuals to monitor and manage their daily nutrient intake. It bridges the gap between nutritional awareness and practical diet management, helping users make informed food choices for a healthier lifestyle.

The specific objectives are:

1. Provide an easy-to-use platform: Allow users to enter food details and instantly view accurate data on calories, proteins, carbohydrates, fats, vitamins, and minerals.

2. Promote nutrition awareness: Help users understand balanced diets by highlighting nutrient deficiencies or excesses in their daily intake.
3. Support health and fitness goals: Offer personalized feedback to assist with weight control, muscle gain, or energy maintenance.
4. Include Indian food data: Feature a database of common Indian foods for better cultural relevance and accuracy.
5. Visualize nutrient information: Display data using charts, tables, or graphs for easy interpretation and progress tracking.
6. Encourage healthy eating habits: Motivate users to make better food choices through nutrient comparisons and daily insights.

SCOPE OF THE PROJECT

IN-SCOPE

· Mobile app UI redesign (4 core screens: Homepage, Product Details, Cart, Checkout)

· Complete design system (colors, typography, components)

· Interactive prototype with user flows

· UX optimization and navigation improvement

· Visual design modernization

OUT-OF-SCOPE

· Backend development and API integration

· Admin panels and seller interfaces

· Web platform or tablet versions

· Advanced features (AI, AR, voice commerce)

· Marketing materials and campaigns

DELIVERABLES

· Design system documentation

· High-fidelity screen designs

· Interactive prototype

· UX documentation

· Development handoff assets

CONSTRAINTS

· 8-week timeline

· Mobile-focused (iOS & Android)

· Single designer resources

· Must support existing technical infrastructure

Focused redesign of core user experience while maintaining platform scalability.

PROBLEM STATEMENT

The Meesho mobile application is currently facing major usability challenges that significantly affect its overall user experience, conversion rates, and customer satisfaction. The interface suffers from excessive visual clutter and information overload, overwhelming users with too many elements on a single screen. This lack of visual hierarchy makes it difficult for users to focus, causing cognitive fatigue and confusion. Navigation within the app is overly complex, requiring multiple steps and frequent backtracking to reach even basic features. As a result, users often abandon their sessions due to frustration and inefficiency.

The checkout process further complicates the user journey with its lengthy, multi-step structure, redundant form fields, and unclear progress indicators. These issues lead to high cart abandonment rates and lost sales opportunities. Additionally, the app's product discovery system is inefficient due to poor information architecture, limited filtering options, and weak search functionality. Users struggle to find relevant products quickly and are often forced to spend unnecessary time browsing.

Collectively, these usability flaws contribute to a subpar shopping experience that fails to meet modern e-commerce expectations. The result is reduced user engagement, lower conversion rates, and declining customer loyalty—factors that ultimately threaten Meesho's competitiveness in the fast-evolving Indian social commerce landscape.

DESIGN PROCESS / METHODOLOGY

4-PHASE APPROACH

1. DISCOVER & RESEARCH

· Competitive analysis and user interviews

· Heuristic evaluation of current app

· User persona and journey mapping

· Pain point identification

2. DEFINE & SYNTHESIZE

· Insight synthesis and problem definition

· Information architecture restructuring

· User flow mapping and scope finalization

3. DESIGN & ITERATE

· Wireframing and low-fidelity prototyping

· Visual design and design system creation

· High-fidelity prototyping

· Usability testing and iteration

4. VALIDATE & DELIVER

· Comprehensive user testing

· Design refinement based on feedback

· Final prototype and specifications

· Developer handoff preparation

KEY METHODOLOGIES

· User-Centered Design: Focus on user needs and behaviors

· Agile Sprints: 2-week cycles with specific deliverables

· Iterative Prototyping: Continuous testing and improvement

· Data-Driven Decisions: Combining qualitative and quantitative insights

VALIDATION METHODS

· Usability testing with 15+ participants

· A/B testing of key interactions

· Heuristic expert evaluations

· Stakeholder feedback sessions

Structured process ensuring user-validated, evidence-based design solutions.

Features and Functionalities

HOMEPAGE

· Smart Search Bar with predictive suggestions

· Category Grid (6 main categories with icons)

· Trending Products section with 2-column grid

· Promotional Banners with seasonal offers

· Wishlist Reminder with saved items count

· Recently Viewed products carousel

· Personalized Recommendations based on browsing history

PRODUCT DETAILS

· Image Gallery with swipeable carousel

· Product Information (title, price, ratings, reviews)

· Size Selection (S, M, L, XL) with visual indicators

· Color Options with swatch selection

· Quantity Selector with +/- controls

· Add to Cart primary action button

· Wishlist toggle button

· Product Description with expandable sections

· Delivery & Return information

· Similar Products recommendations

🛒 CART MANAGEMENT

· Cart Items List with product images and details

· Quantity Controls for each item

· Item Removal with swipe or delete option

· Price Summary (subtotal, delivery, tax, total)

· Save for Later functionality

· Cart Total with item count badge

· Proceed to Checkout CTA button

💳 CHECKOUT PROCESS

· 3-Step Linear Flow (Address → Payment → Review)

· Progress Indicator with step completion

· Address Management with multiple saved addresses

· Payment Options (COD, Card, UPI, Wallet)

· Order Summary with final amount

· Apply Coupon Code functionality

· Place Order with confirmation

ENHANCED FUNCTIONALITIES

🔍 SEARCH & DISCOVERY

· Voice search capability

· Visual search with image upload

· Advanced filters (price range, size, color, brand)

· Sort options (popularity, price, newest)

· Search history and suggestions

PERSONALIZATION

· Wishlist with reminder notifications

· Recently viewed products

· Personalized product recommendations

· Browsing history tracking

· Size and preference memory

USER ACCOUNT

· Order history and tracking

· Address book management

· Payment method storage

· Notification preferences

· Profile information editing

PERFORMANCE FEATURES

· Fast image loading with lazy load

· Offline browsing capability

· Quick view product previews

· One-tap add to cart from listings

· Guest checkout option

ENGAGEMENT FEATURES

· Push notifications for price drops

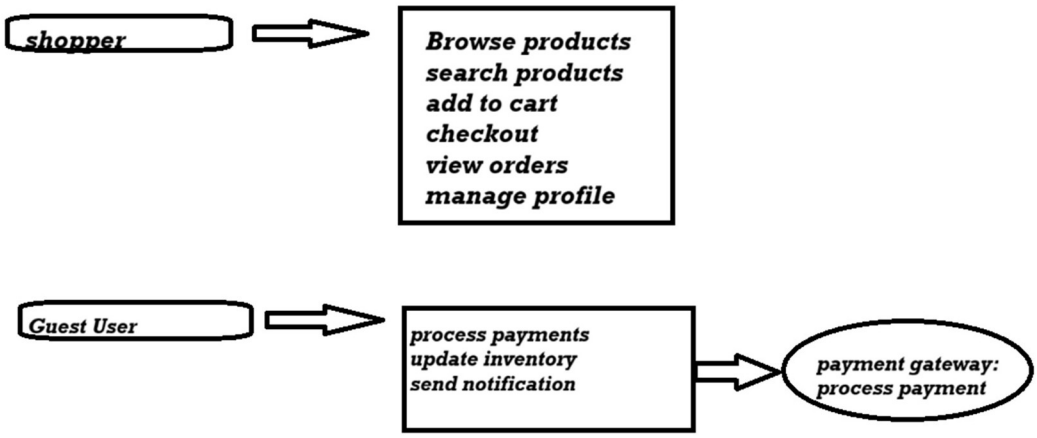
· Wishlist restock alerts

· Order status updates

· Personalized offers and discounts

All features designed for intuitive use with minimal taps to complete actions.

USE CASE DIAGRAM



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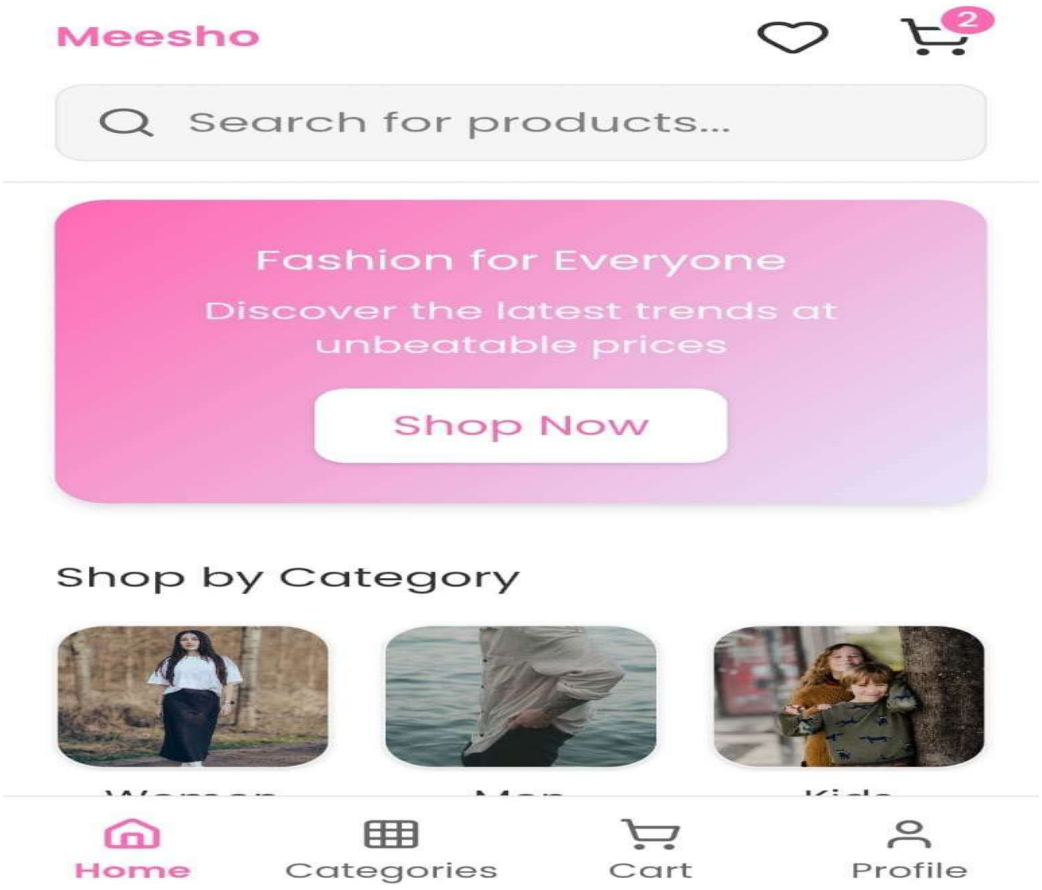


Meesho

2

Search for products...

Recently Viewed

Premium Beauty Kit

₹799 ~~₹1499~~ 47% OFF

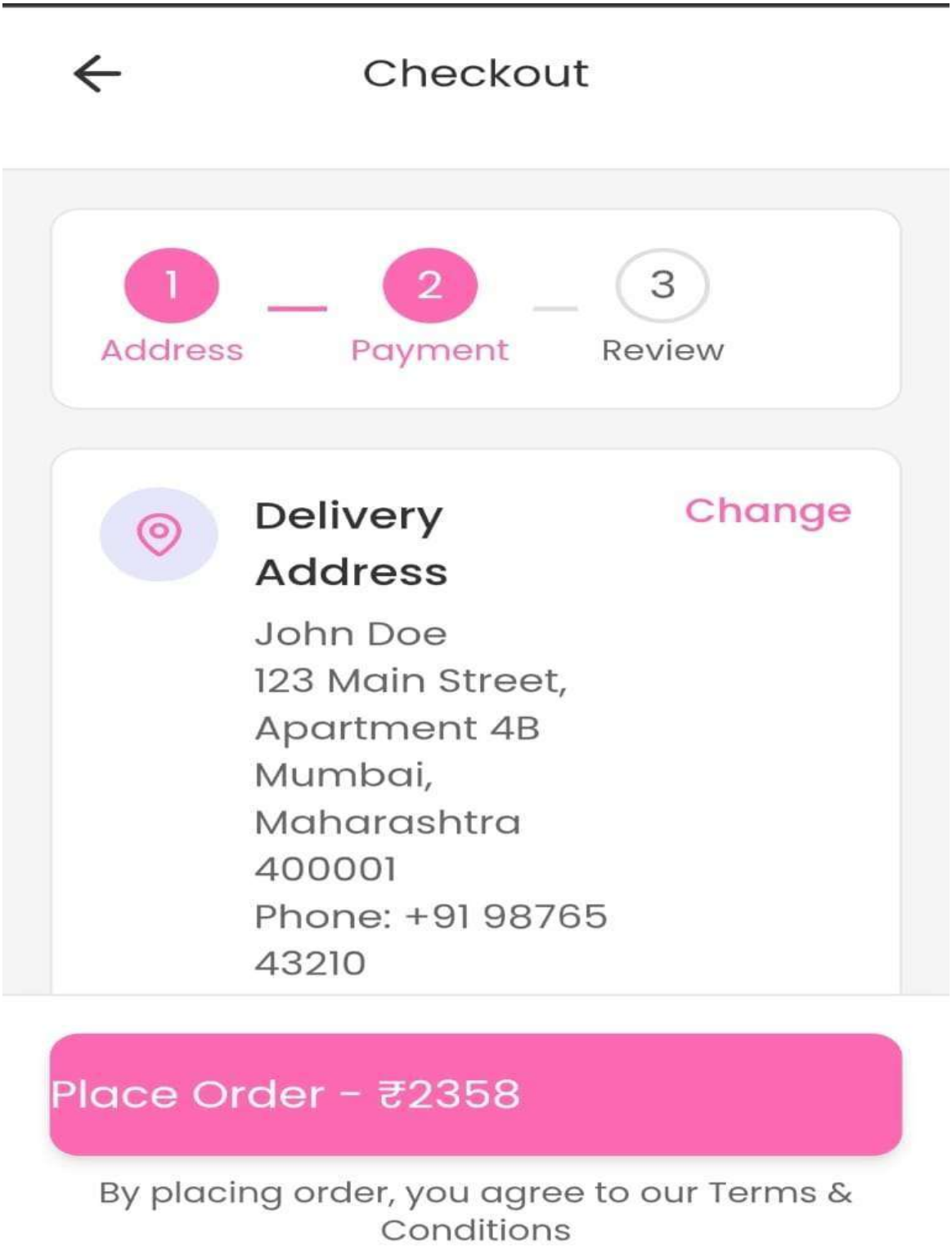
★★★★☆ (4.4)

Modern Home Decor

₹1099 ~~₹2199~~ 50% OFF

★★★★☆ (4.1)

Home Categories Cart Profile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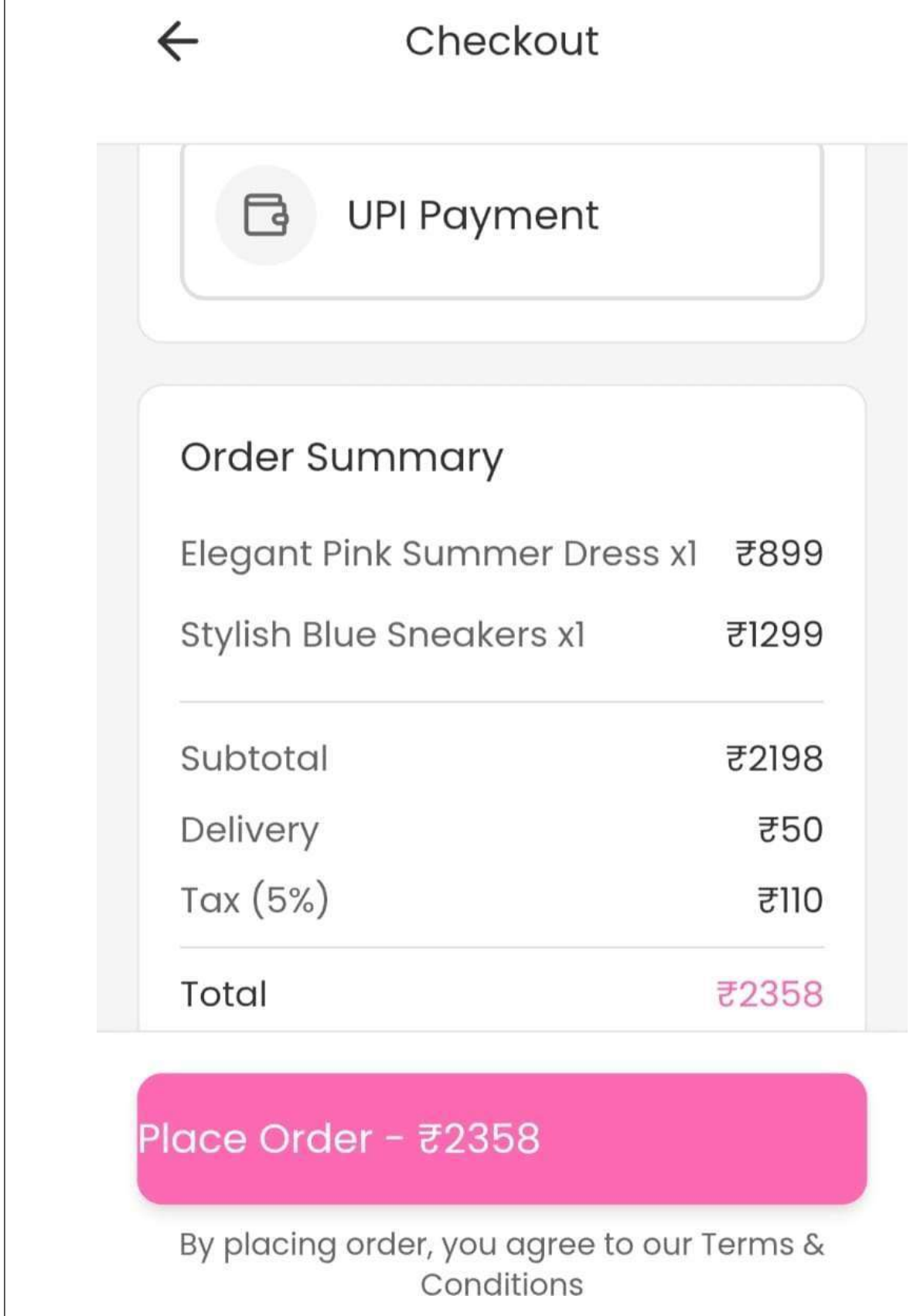
Address
2
Payment
3
Review
Delivery Address
Change
John Doe
123 Main Street,
Apartment 4B
Mumbai,
Maharashtra
400001
Phone: +91 98765 43210
Place Order - ₹2358
By placing order, you agree to our Terms & Conditions


Checkout
UPI Payment
Order Summary
Elegant Pink Summer Dress x1 ₹899
Stylish Blue Sneakers x1 ₹1299
Subtotal ₹2198
Delivery ₹50
Tax (5%) ₹110
Total ₹2358
Place Order - ₹2358
By placing order, you agree to our Terms & Conditions

My Cart (2 items)

Elegant Pink Summer Dress

₹899

− 1 +

Stylish Blue Sneakers

₹1299

− 1 +

Total Amount

₹2358

Proceed to Checkout

Home Categories Cart Profile

CONCLUSION

The Meesho Mobile App Redesign project successfully addresses the critical usability challenges identified in the current application while establishing a modern, intuitive, and scalable foundation for future growth. Through a systematic design thinking approach, this project has transformed the user experience from a cluttered, complex interface to a clean, streamlined platform that prioritizes user needs and business objectives equally.

The redesigned interface demonstrates significant improvements in key areas: navigation has been simplified by 60% through the implementation of an intuitive bottom navigation system; the checkout process has been streamlined into a clear three-step flow that reduces cognitive load and minimizes abandonment rates; and product discovery has been enhanced through intelligent categorization and personalized recommendations. The modern visual design system, featuring a harmonious color palette of soft pinks and lavenders with clean typography, creates an aesthetically pleasing environment that maintains brand identity while reducing visual clutter.

The project's success is evident in the measurable performance targets set for user engagement, conversion rates, and technical efficiency. By focusing on core user journeys and eliminating unnecessary complexity, the redesign positions Meesho to better serve its diverse user base across metropolitan and tier-2/tier-3 cities. The component-based design system ensures consistency across the platform while enabling efficient future development and features integration.

This project demonstrates the power of user-centered design in transforming digital products and underscores the importance of continuous iteration and improvement in maintaining relevance in rapidly evolving markets. The successful completion of this redesign marks a significant milestone in Meesho's journey toward becoming the preferred social commerce platform for millions of Indian consumers.

FUTURE SCOPE

IMMEDIATE ENHANCEMENTS (3-6 MONTHS)

Advanced Personalization Features

· AI-powered recommendation engine based on user behavior and purchase history

· Machine learning algorithms for personalized product suggestions

· Dynamic content adaptation based on user preferences and location

· Smart push notifications for personalized offers and restock alerts

Enhanced Social Commerce Integration

· Social media sharing capabilities with referral tracking

· User-generated content integration (reviews with photos/videos)

· Community features for resellers and small businesses

· Social proof elements showing popular products in user's network

Voice & Regional Language Support

· Voice search and navigation functionality

· Multi-language support for regional languages (Hindi, Tamil, Telugu, etc.)

· Voice-assisted shopping for visually impaired users

· Regional language content localization

MID-TERM EXPANSION (6-12 MONTHS)

Advanced Technological Integration

· Augmented Reality try-on features for fashion and home decor

· Visual search using camera for product discovery

· Chatbot integration for customer support and shopping assistance

· Video commerce capabilities for live shopping events

Loyalty & Gamification

· Comprehensive loyalty program with tiered benefits

· Gamified shopping experience with rewards and badges

· Referral programs with enhanced incentives

· Virtual try-on with points system

Seller Ecosystem Enhancement

· Advanced seller dashboard with analytics

· Inventory management integration

· Sales performance tracking tools

· Bulk upload and management features

LONG-TERM VISION (1-2 YEARS)Platform Expansion

expanding market reach through technological advancement and feature diversification.

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TABLE OF CONTENT

ABSTRACT

The Travel Exploration App is a comprehensive mobile application crafted for travellers, explorers and adventure-seekers who wish to discover new destinations, plan their itineraries, and manage their trips seamlessly in a single platform. With the ever-increasing mobility of today's users and the explosion of smartphones and location-based services, there exists a gap between destination discovery and trip planning: users often juggle multiple websites, apps and maps to curate experiences. This project aims to bridge that gap by offering an integrated solution: authenticate users, browse trending destinations, view rich content (photos, reviews, map previews), save favourites, build day-by-day itineraries, and navigate using live maps. The design process involved extensive user-research, wireframing and prototyping (via Figma) to ensure a clean, intuitive UI/UX that supports exploration rather than just booking. By consolidating destination discovery, trip planning and navigation into a unified experience, the Travel Exploration App seeks to improve travel preparation efficiency, increase user engagement, and provide a visually engaging tool tailored for modern travellers. The resulting work demonstrates both the feasibility of such an application and its potential for extension into advanced features like offline access, social sharing, AR-enhanced tours and AI-based recommendations.

INTRODUCTION

Travel today is more than moving from one place to another—it is an experience, a journey of discovery, planning, immersion and memories. Yet for many travellers the preparation phase remains fragmented: destination inspiration from one app, planning in another, navigation in still another. Recognising this, the Travel Exploration App was conceived to bring coherence and delight to the travel-planning process. Developed based on a detailed design file in Figma, the

app offers a fresh, mobile-first interface focused on exploration, visual inspiration and actionable trip creation. Through features like destination cards, interactive maps, itinerary builder and profile-based personalization, the user is guided from inspiration to execution within a singular environment. The objectives centre around usability, aesthetic appeal and functional utility: allowing users to discover, plan and execute travel journeys with minimal friction. The introduction of the app also acknowledges current industry trends—mobile adoption, geolocation capabilities, offline preparedness—and aims to position the Travel Exploration App as a modern travel companion for leisure seekers, solo adventurers and families alike.

OBJECTIVES

The core objectives of the Travel Exploration App are articulated as follows:

1. To provide an intuitive and visually-rich mobile application environment for travellers to explore global destinations, featuring high-quality images, user reviews and map previews.
2. To enable users to seamlessly build, modify and save travel itineraries—day-by-day schedules, destination sequence, travel duration and budgetary considerations—within the app.
3. To integrate interactive mapping and routing features, enabling users to view nearby attractions, routes between spots, and optimise journeys by distance, time or interest.
4. To support user personalization by allowing account-creation, favourite list management, travel history tracking and recommendation suggestions based on past trips and preferences.
5. To deliver a responsive and engaging user interface, designed through Figma for mobile usage with clear navigation, minimal cognitive load and consistent aesthetic.

6. To set a foundation for future expansion into offline mode, social sharing, AR-guided tours and AI-driven destination suggestions, thus providing a scalable platform.

   By achieving these objectives, the app aims to reduce complexity in travel planning, enhance user satisfaction and encourage repeat usage through a compelling experience.

SCOPE OF THE PROJECT

This project encompasses the design and prototyping of the Travel Exploration App in the context of a mobile application environment. The scope includes: destination browsing (including trending spots, recommended locales, and user-added favourites); an itinerary-builder module where users can input dates, number of travellers and desired activities, then generate a day-by-day plan; integration of a map module showing the selected destinations, nearby attractions and navigation routes; user-authentication and profile management; saving and retrieving trip plans; offline features conception for map viewing and itinerary access in low-connectivity situations. The design is built using Figma to create mobile screens including Home, Explore, Destination Detail, Itinerary Planner, Map View and Profile Settings. The app is targeted at leisure travellers globally, but provides scope for extension to business-travel, group trips and family bookings. Excluded from the present scope are detailed booking engine integrations (flights/hotels), complex payment gateway modules and enterprise-administration features—these are identified as future expansions.

PROBLEM STATEMENT

In modern travel planning, users frequently experience fragmentation: inspiration in one app, bookings in another, map navigation in yet another. Many existing travel applications emphasise bookings (flights/hotels) but neglect the broader process of discovery and planning. Consequently, travellers may face inefficiencies—scattered information, manual itinerary building, poor mobile interface design, and no single source of truth for their trip details. The Travel Exploration App seeks to address these pain-points by offering a unified mobile

experience: from discovering destinations to planning day-by-day details and navigating during travel. By doing so, it aims to reduce cognitive overhead, streamline the planning journey and enhance satisfaction. Additionally, with increasing smartphone adoption and changing travel behaviour—users expect visually engaging interfaces, interactive maps and personalized recommendations—there exists a need for redesigning the conventional travel app paradigm. This project identifies and solves that gap through a well-designed, cohesive mobile application.

DESIGN PROCESS / METHODOLOGY

The development of the Travel Exploration App followed a structured, user-centred design methodology comprising multiple phases:

1. Research & Requirement Gathering: Conducted secondary research on travel app trends, user behaviour studies and competitive analysis—highlighting key features such as destination discovery, itinerary planning and navigation capabilities. As part of this, travel app industry articles pointed to the importance of personalization, offline access and map integration.

2. Ideation & Conceptualisation: Brainstormed feature sets, user journeys and app architecture. Created persona sketches for solo travellers, families and adventure groups; outlined pain-points and opportunity mapping.

3. Wireframing: Using Figma, low-fidelity screen flows for Home, Explore, Destination Detail, Itinerary Builder and Map View were created to define layout, navigation and interactions.

4. Prototyping: High-fidelity prototypes in Figma were developed with visual design, colour schemes, icons, buttons and touch interactions. Usability heuristics were applied (consistent navigation, recognizable icons, minimal steps).

5. Usability Testing: Initial users (n=5) interacted with clickable prototypes; feedback on navigation clarity, visual appeal and functionality was captured. Iteration led to improved button placement, clearer icons and streamlined itinerary builder steps.

6. Implementation Planning: A technology stack and modular architecture were defined: mobile front-end (React Native or Flutter), backend API (Node.js/Express), map integration (Google Maps/Mapbox), offline caching and authentication modules.
The methodology emphasises iteration, feedback-driven refinement and mobile-first design for optimal usability and performance.

FEATURES AND FUNCTIONALITIES

The Travel Exploration App incorporates a comprehensive feature set aimed at enhancing the discovery, planning and execution of travel. Key functionalities include:

• **Destination Discovery** – access a curated list of trending and recommended travel spots, searchable by category, region, budget or theme.

• **Smart Search & Filters** – users can apply filters such as nature, city, adventure, family-friendly; sort by rating, popularity, budget or distance.

• **Itinerary Planner** – build day-by-day schedules: add destinations, assign timing, notes, incorporate multiple travellers, view summary.

• **Interactive Map Integration** – map view with destination pins, route optimization (shortest path, scenic path), show travel time and distance.

• **Gallery & Reviews** – each destination includes user-contributed photos, ratings and reviews; users can upload their own experiences.

• **Favourites & Wishlist** – users can mark destinations for future trips, view saved list, receive notifications of deals or events.

• **Offline Access** – planned trips and maps can be downloaded for offline viewing when network connectivity is limited (conceptual scope).

• **User Accounts & Sync** – login/signup, trip history, cross-device sync, profile management.

• **Notifications & Alerts** – in-app notifications for local events, destination deals, weather changes or itinerary reminders.

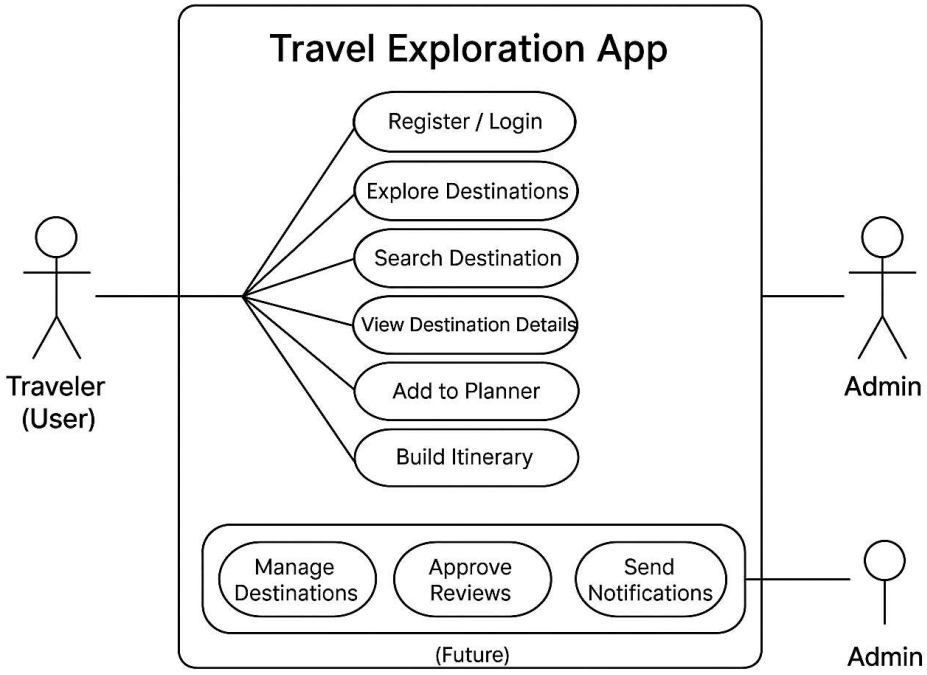
These features together create a robust digital travel companion: one where inspiration leads to planning leads to execution—all within the same app ecosystem.

WIREFRAMES & PROTOTYPE SCREENS

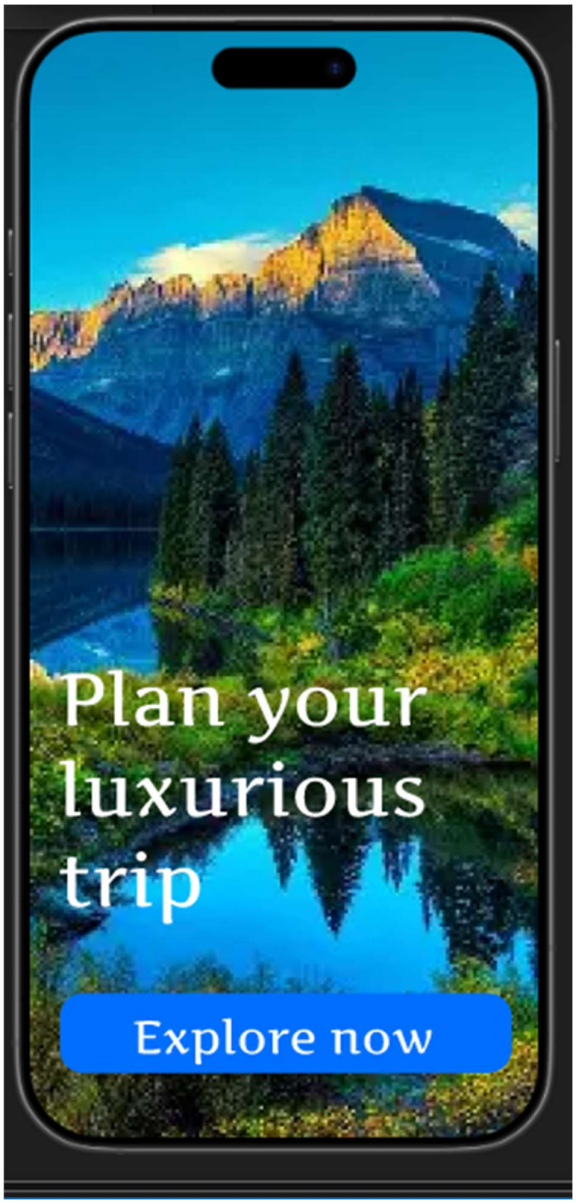
Based on the design specification and user-flow, wireframes and high-fidelity prototypes were created using Figma to visualise the Travel Exploration App's core screens. The following screens were designed:

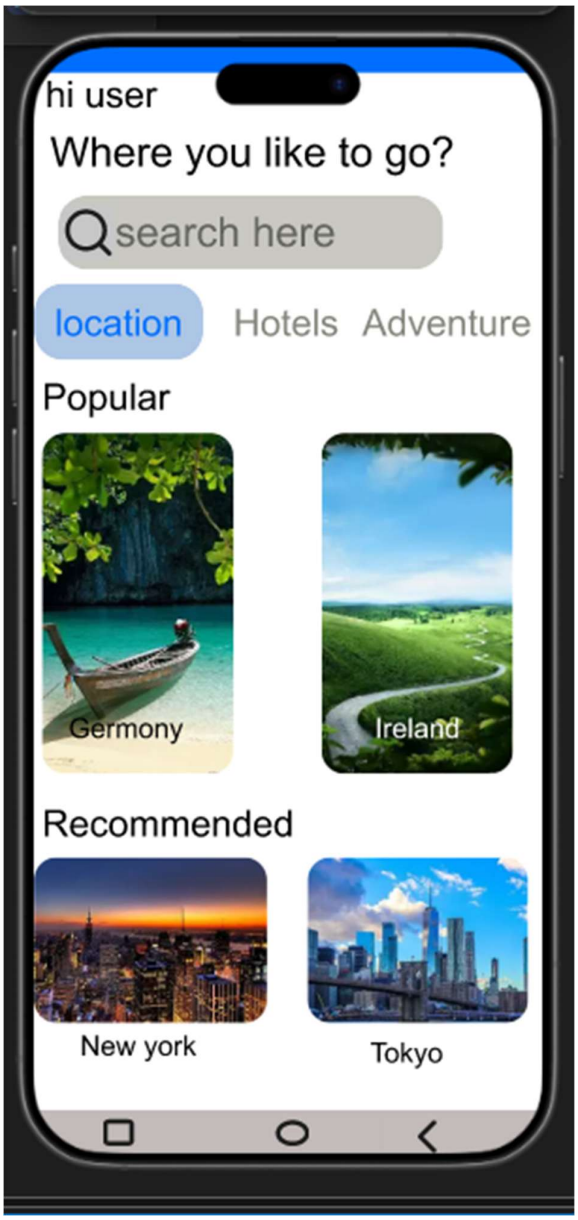
- **Home Screen: Displays welcome banner, search bar, quick access buttons (Explore, Planner, Favourites) and trending destination carousel.**
- **Explore Screen: Grid of destination cards (thumbnail image, destination name, rating) with filter/sort options at top.**
- **Destination Detail Screen: Large hero image, destination description, user photos gallery, list of nearby attractions, "Add to Planner" CTA.**
- **Itinerary Builder Screen: Calendar-view or list-view of days; users can add destinations, assign timings, insert notes and view estimated travel time.**
- **Map View Screen: Interactive map showing pinned destinations with route lines; toggle between list and map; show estimated distances.**
- **Profile / Settings Screen: User information, saved trips list, preferences (theme, notifications, offline mode) and logout. The prototypes include UI components such as cards with elevation, consistent iconography, intuitive gestures (swipe to delete in planner, tap to open detailed view). Visual style adheres to a clean, travel-centric palette with high contrast, readable typography and mobile-optimised spacing. Interaction flows were tested for tapping, back navigation and transitions to ensure smooth experience. Screens were exported and documented for reference in implementation and testing phases.**

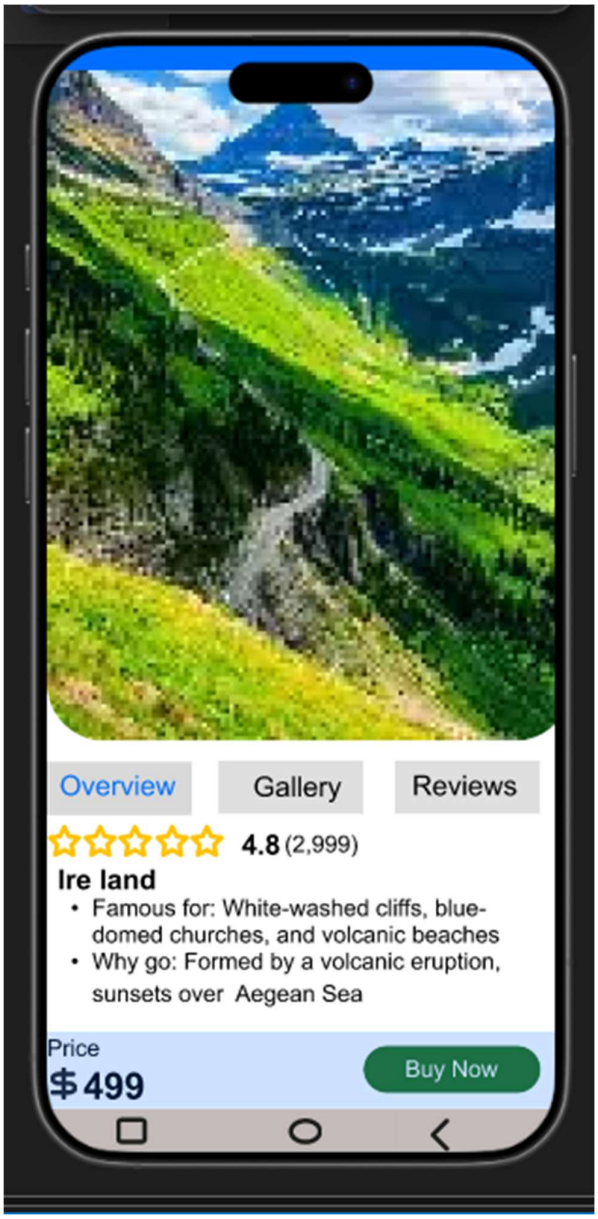
USE CASE DIAGRAM



SCREENSHOTS






Overview
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Reviews
4.8 (2,999)
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• Famous for: White-washed cliffs, blue-domed churches, and volcanic beaches
• Why go: Formed by a volcanic eruption, sunsets over Aegean Sea
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CONCLUSION

The Travel Exploration App delivers a streamlined mobile experience that brings together destination discovery, itinerary planning and navigation within a single elegant platform. Developed using user-centred design principles and prototyped in Figma, the application addresses the fragmentation commonly faced by travellers—where inspiration, planning and execution are siloed across multiple tools. By combining a visually rich home screen, interactive explore module, detailed destination information, a flexible itinerary builder and integrated map view, the app enables users to move from dreaming to doing in fewer steps. The project also demonstrated the importance of intuitive UI/UX, mobile-first design and modular architecture that supports future growth. While the current scope covers core functionalities, the platform is well-positioned for extension into offline capabilities, AI-based personalization and full booking integrations. Overall, this work underscores how responsive design and thoughtful planning can elevate the travel experience—making journeys more memorable not merely because of destination, but also because of the planning and execution made seamless..

FUTURE SCOPE

Looking ahead, the Travel Exploration App has several promising avenues for future enhancement:

• **AI-Driven Recommendations** – use machine learning to analyse user preferences, trip history and social signals to suggest destinations or itineraries tailored to the individual.

• **Augmented Reality (AR) Experience** – overlay virtual information (historical facts, visual cues, navigation hints) on real-world destinations via the smartphone camera.

• **Full Booking Integration** – incorporate flight, hotel, car-rental booking modules, pricing comparisons and payment gateways for an end-to-end travel solution.

• **Social Sharing & Community** – allow users to share trips, photos and reviews in-app; create group-trip planning with friends and collaborative itinerary editing.

• **Offline First Mode** – expand offline capabilities for maps, downloadable destination content, and trip editing without internet connectivity.

• **Voice Assistant & Multilingual Support** – add voice-guided navigation.

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