

EXP 4 UED LAB

Title: Design Mobile/Web UI for your own Travelling agent considering adding map and localization features along with descriptions if required. (e.g, Make my Trip, Tripadvisor, thrillophilia etc.)

1) What things have you kept in mind while designing the Website/App.

- Quality should be greater than the quantity of the materials provided.
- Using vivid, exciting colors
- Keeping the UI clean
- Using familiar icons

2) Link to the App you have referred to analyse the competition?

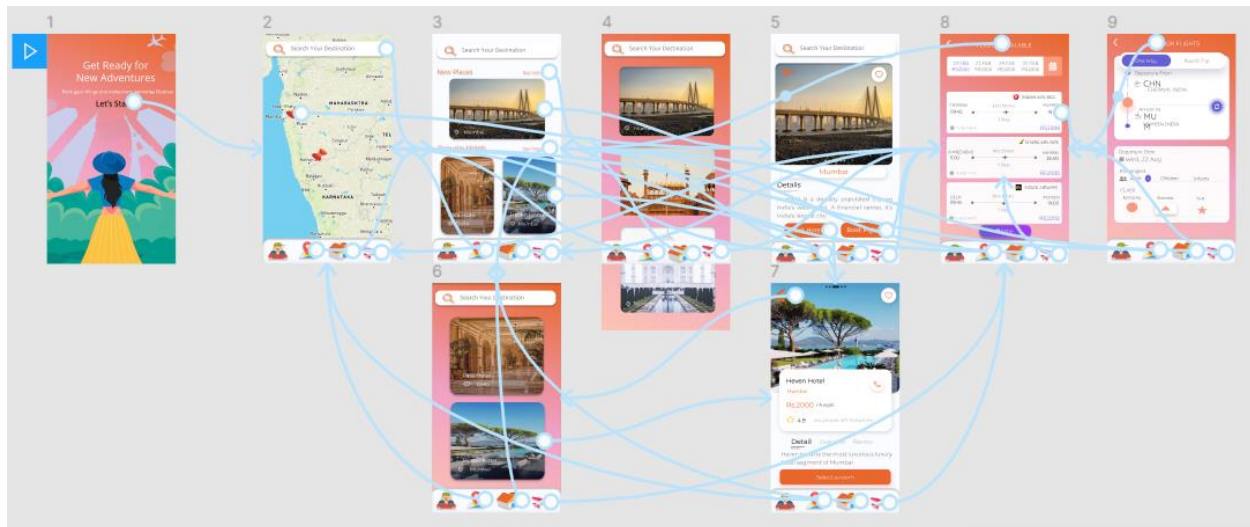
<https://play.google.com/store/apps/details?id=com.tripadvisor.tripadvisor&hl=en>

<https://play.google.com/store/apps/details?id=com.makemytrip&hl=en>

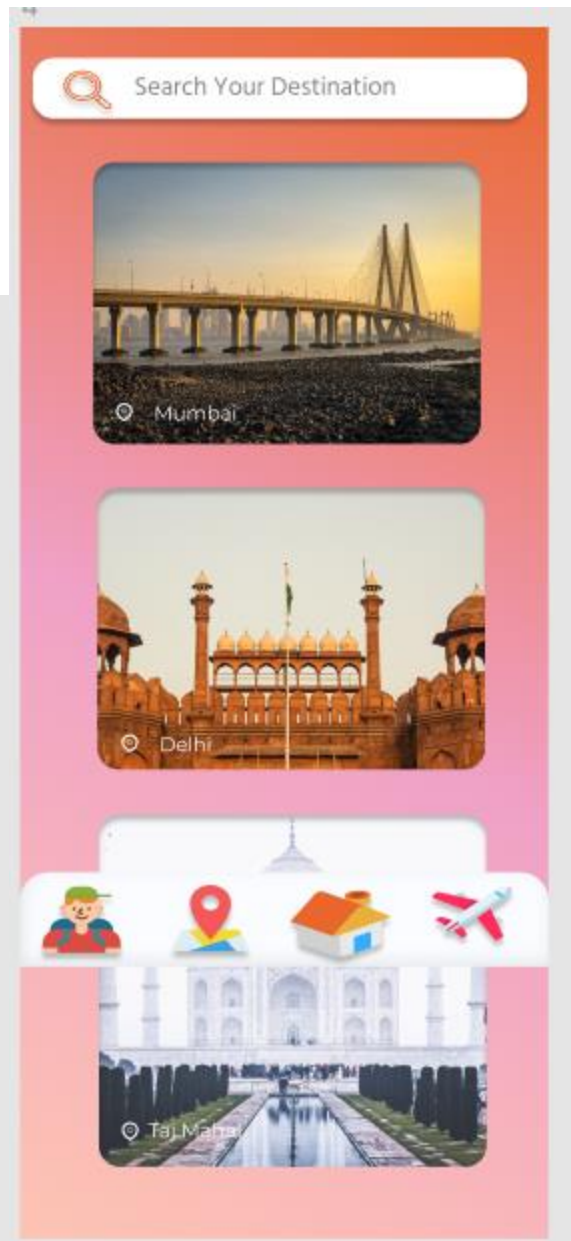
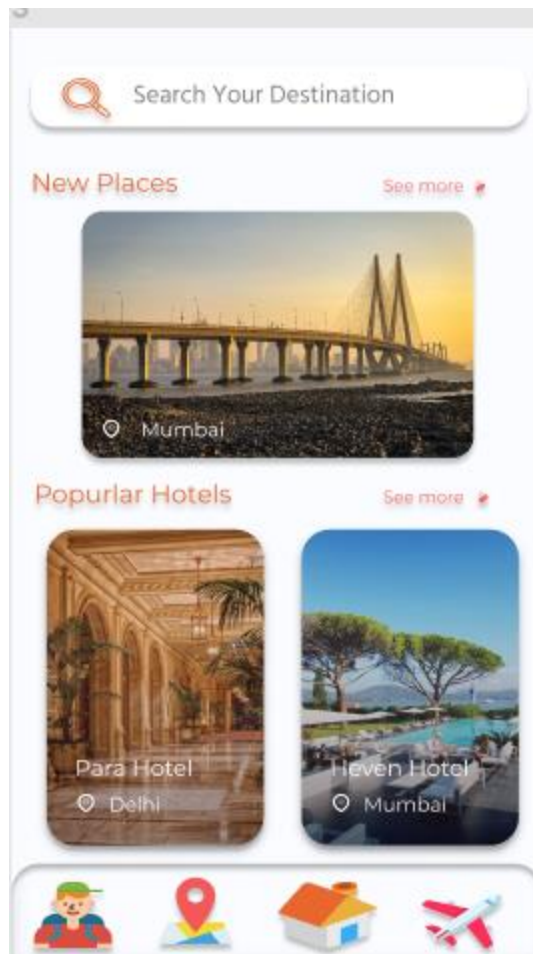
3) Write down your design goals which you have thought about earlier while doing the above activity.

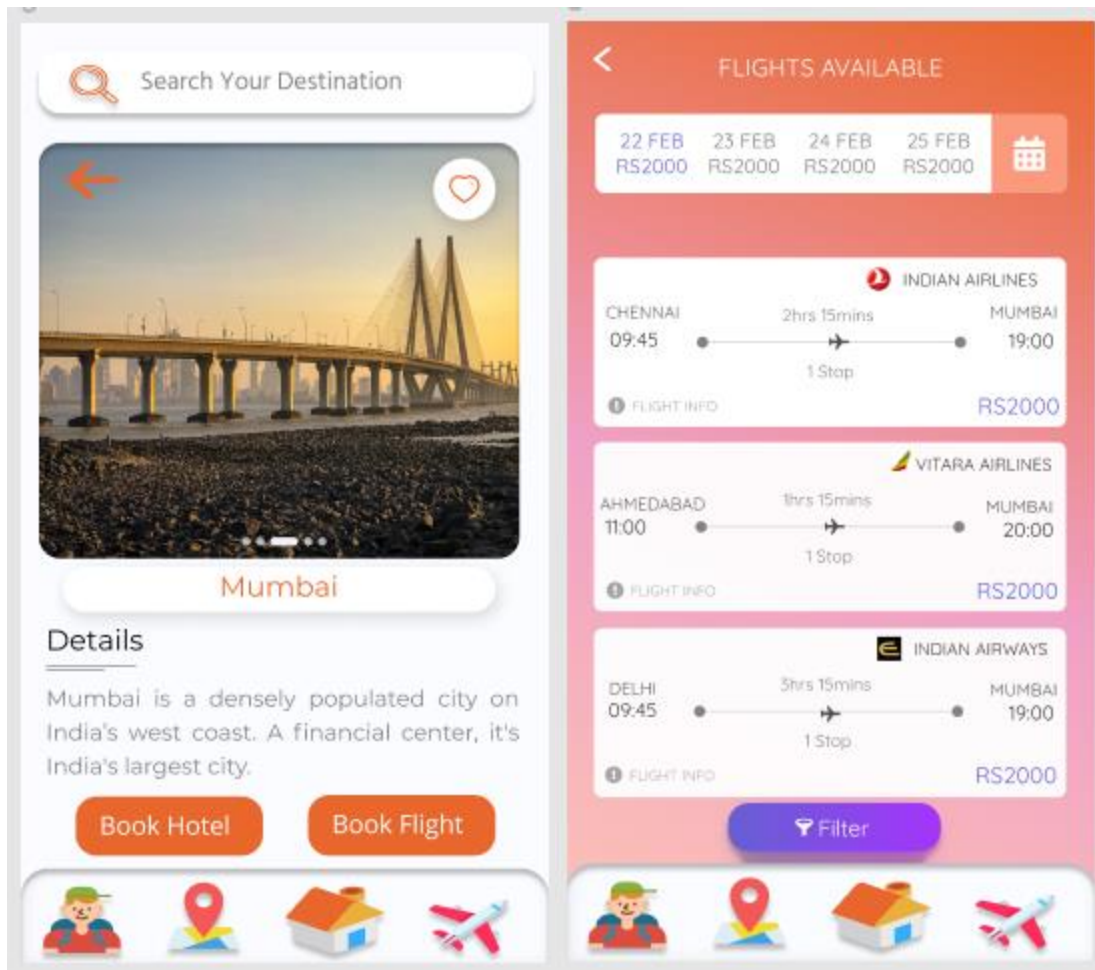
1. Colour Combination and clean : I ensured that the colour contrast and combination is not too distractive and flashy nor too dull. I also made sure that the profile looks neat by keeping things spaced out and using white colour to ensure neatness.
2. Familiarity : Users should naturally and instinctively understand and comprehend the system.
3. Responsive : The interface should work fast. Waiting for things to load and using laggy and slow interfaces is frustrating.
4. Clarity: Clarity is the most important element of user interface design. If people can't figure out how the application works or where to go on your website they'll get confused and frustrated.
5. Consistent : Consistent interfaces allow users to develop usage patterns – they'll learn what the different buttons, tabs, icons and other interface elements look like and will recognize them and realize what they do in different contexts.

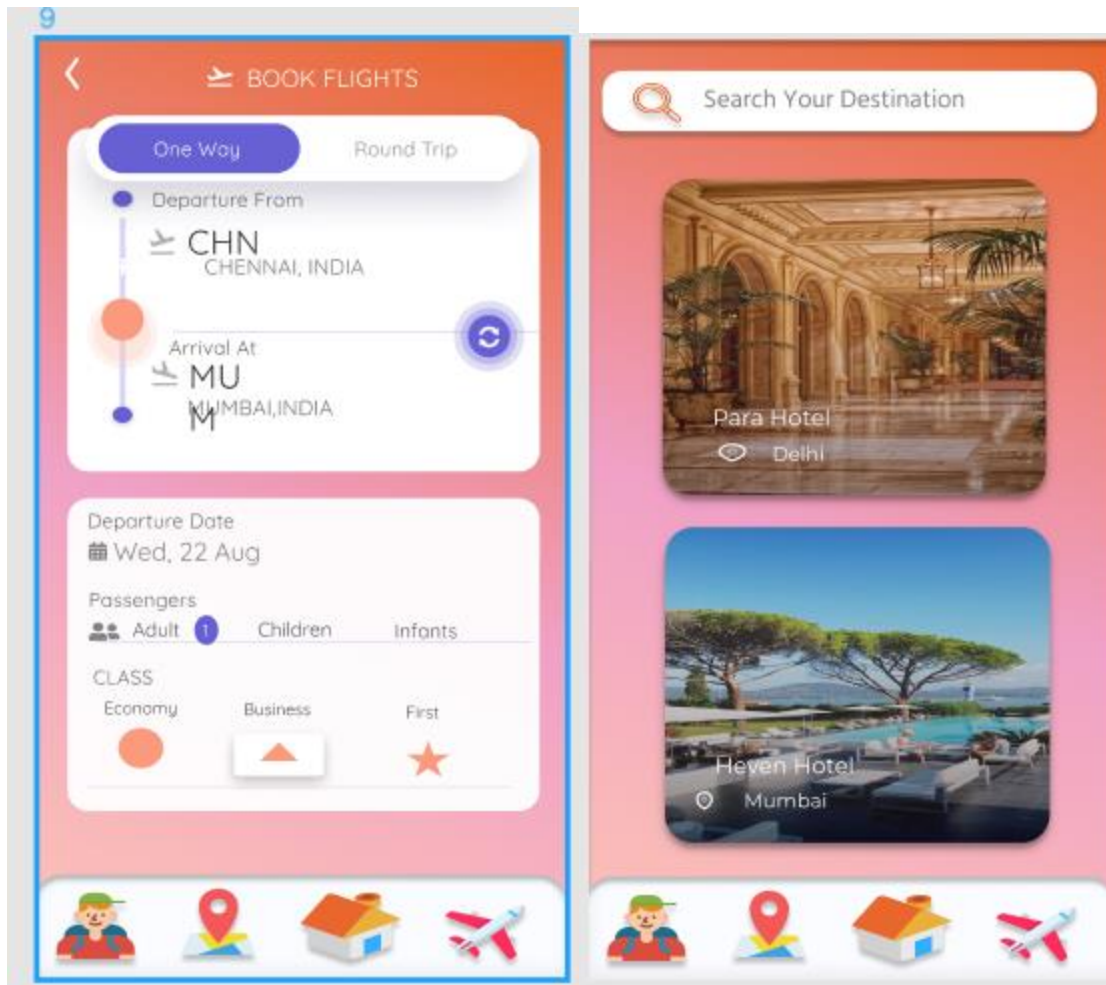
4) Screenshots of UI made

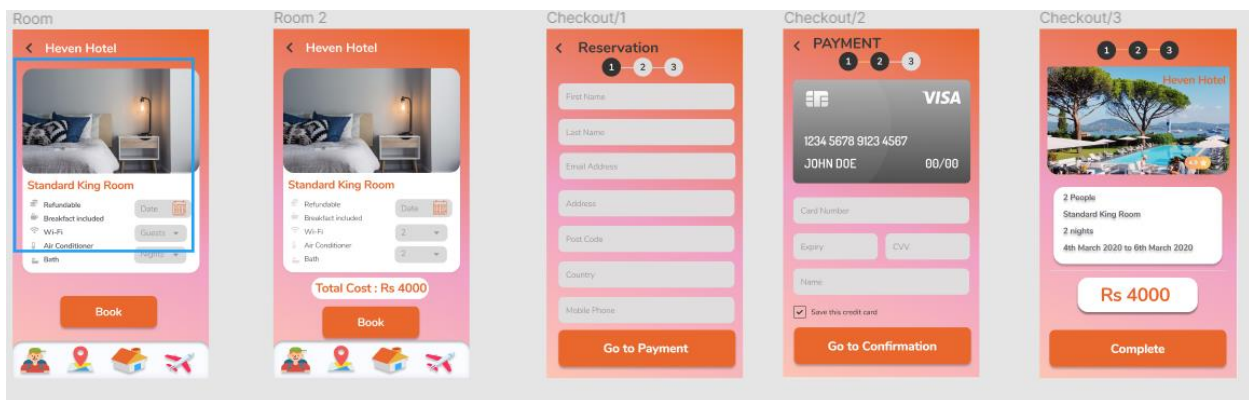
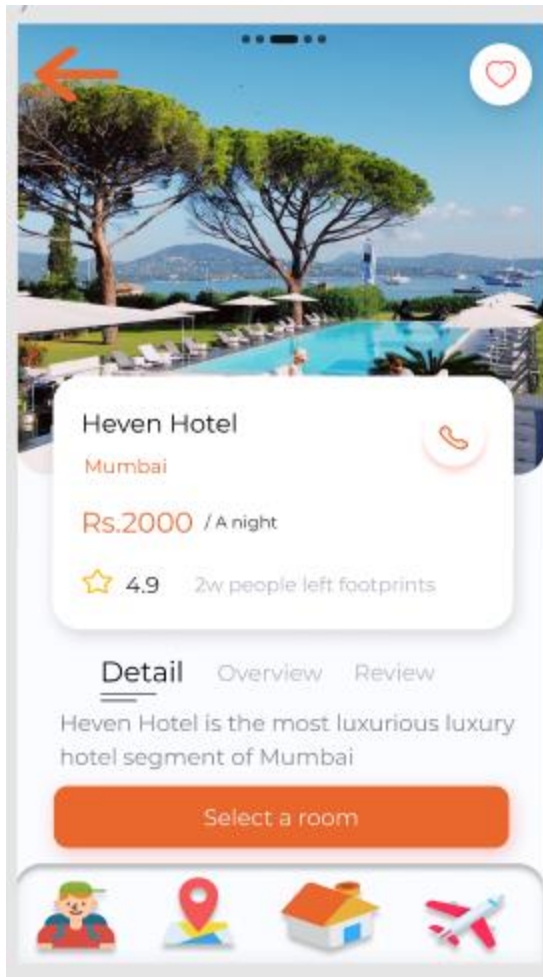


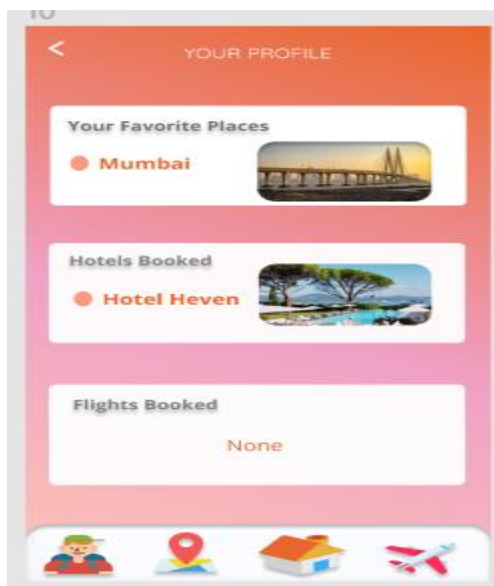
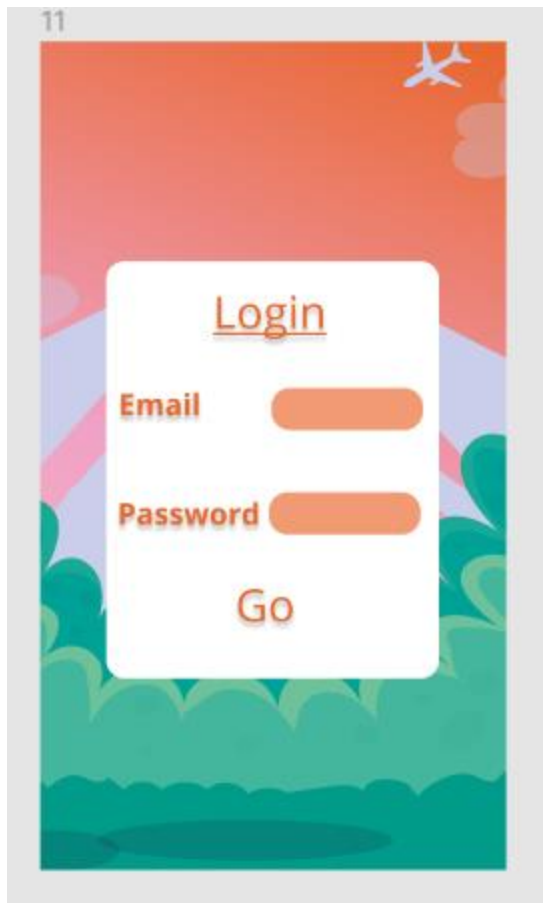




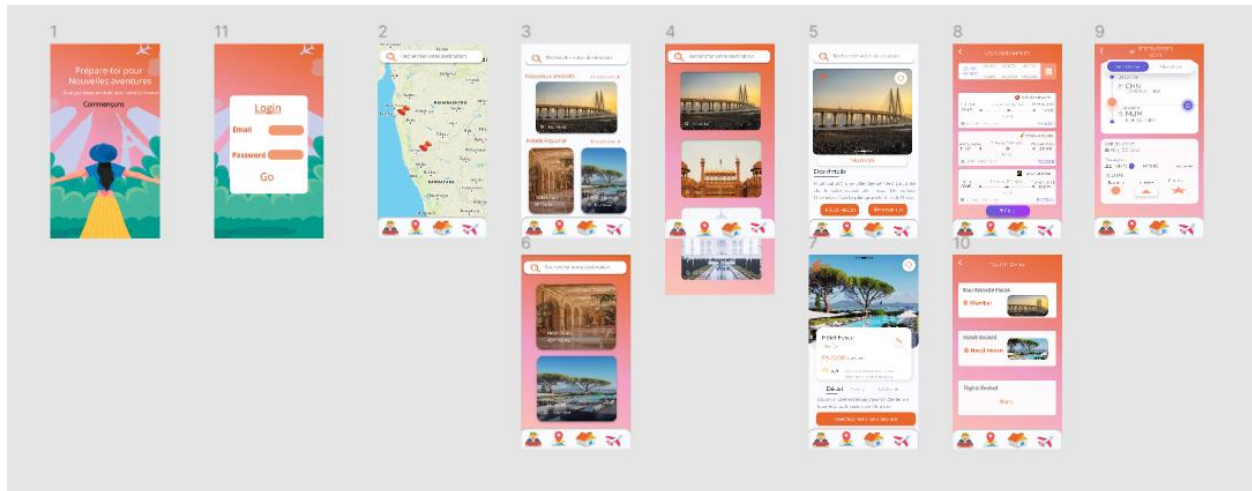








Localization:



5) What do you understand by localization? What impact will localization have on users?

Every language is a part of a culture and consequently, reflects it. These cultural peculiarities are not just restricted to words and phrases. They extend to colors, symbols, and design as well.

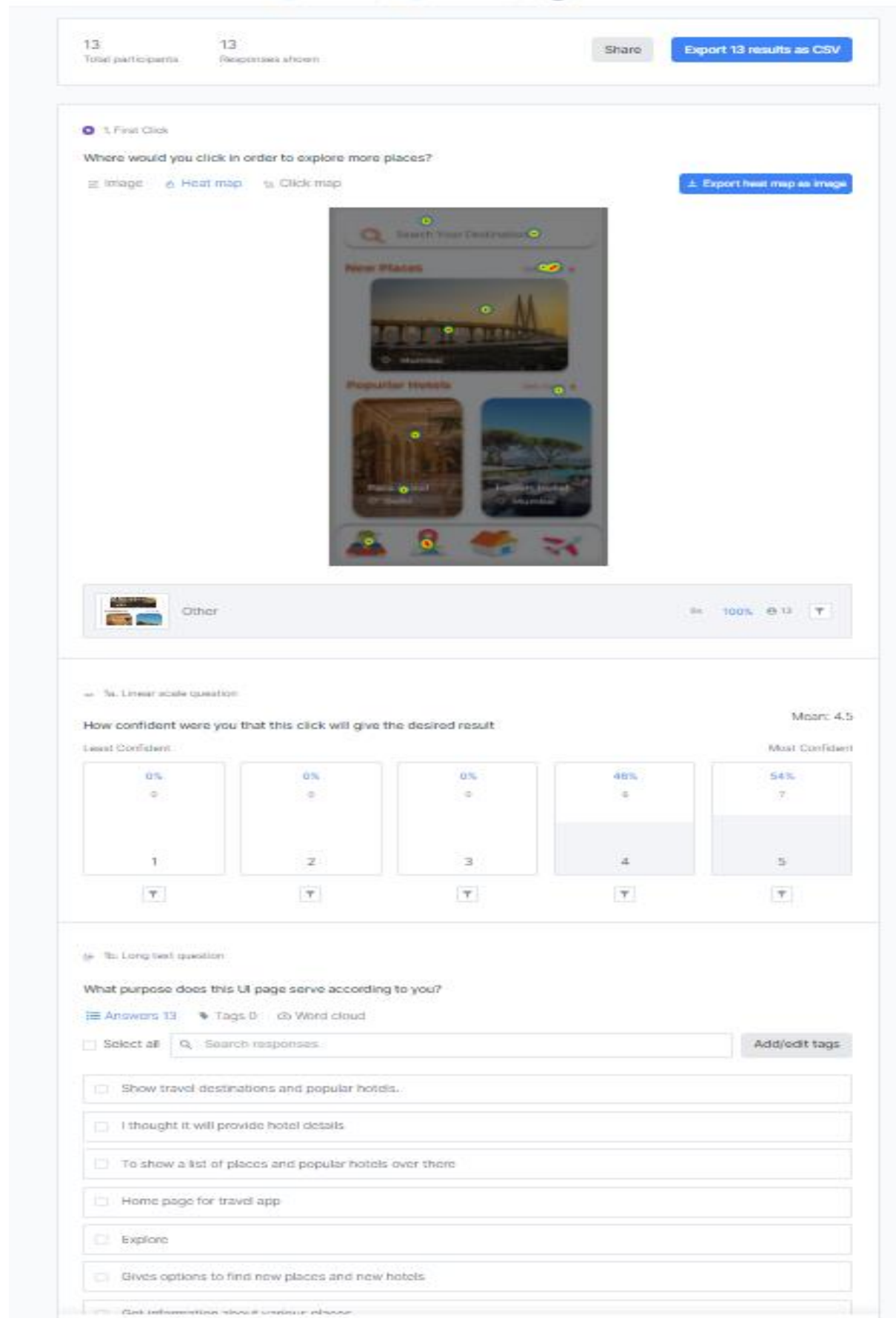
Localization considers all these peculiarities and incorporates them into content and design. It ensures that your clients or customers, who are a part of that culture, are better able to identify with your brand message. This cultural context plays an essential role in their buying decision. It can be the difference between customers misinterpreting your message and customers loving your product or service.

7) Link of Figma file.

<https://www.figma.com/file/2wvAaTMeAX5fnsFRRAfphA/EXP4?node-id=0%3A1>

First Click Test:

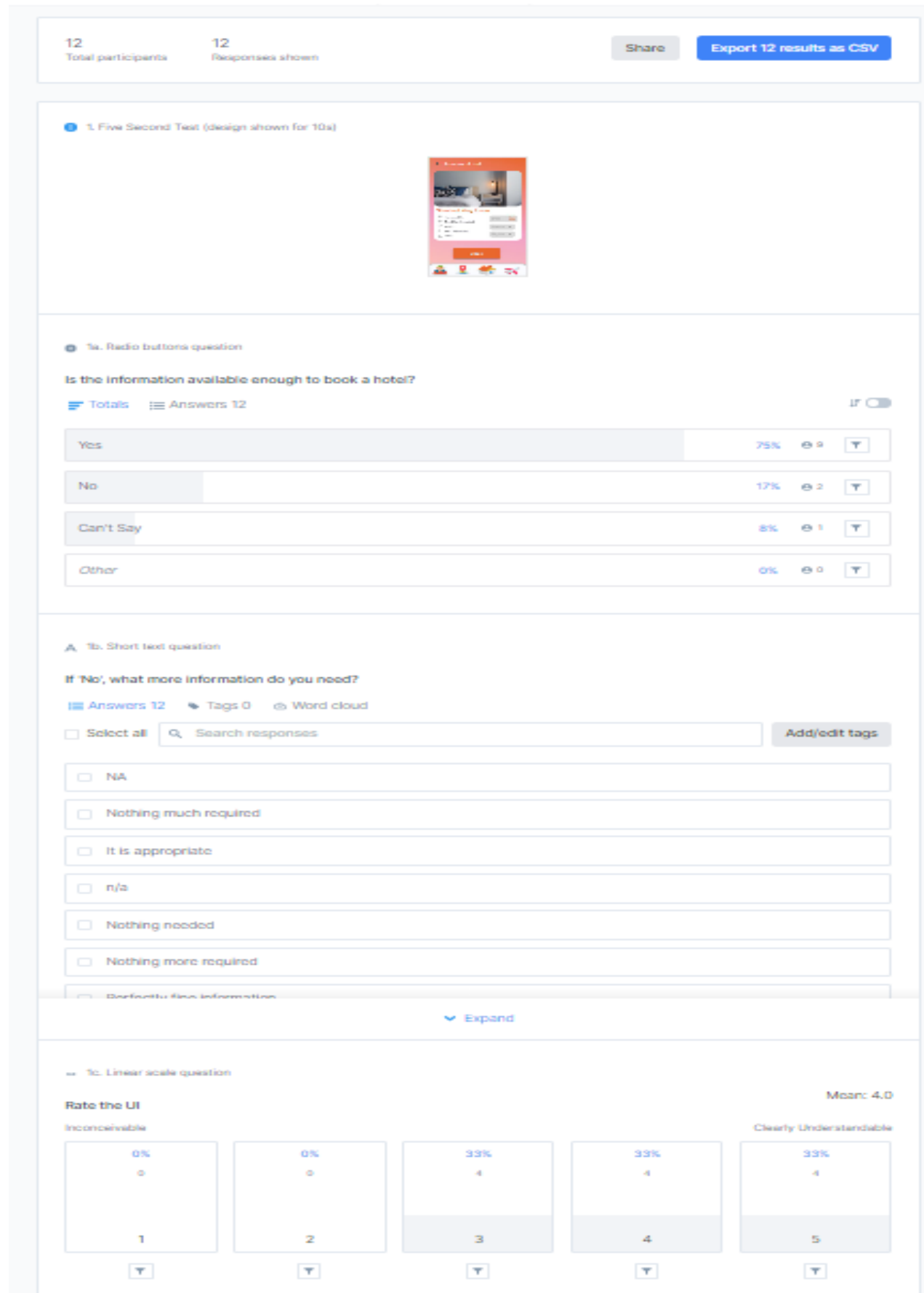
<https://app.usabilityhub.com/do/34433270f6eb/8898>



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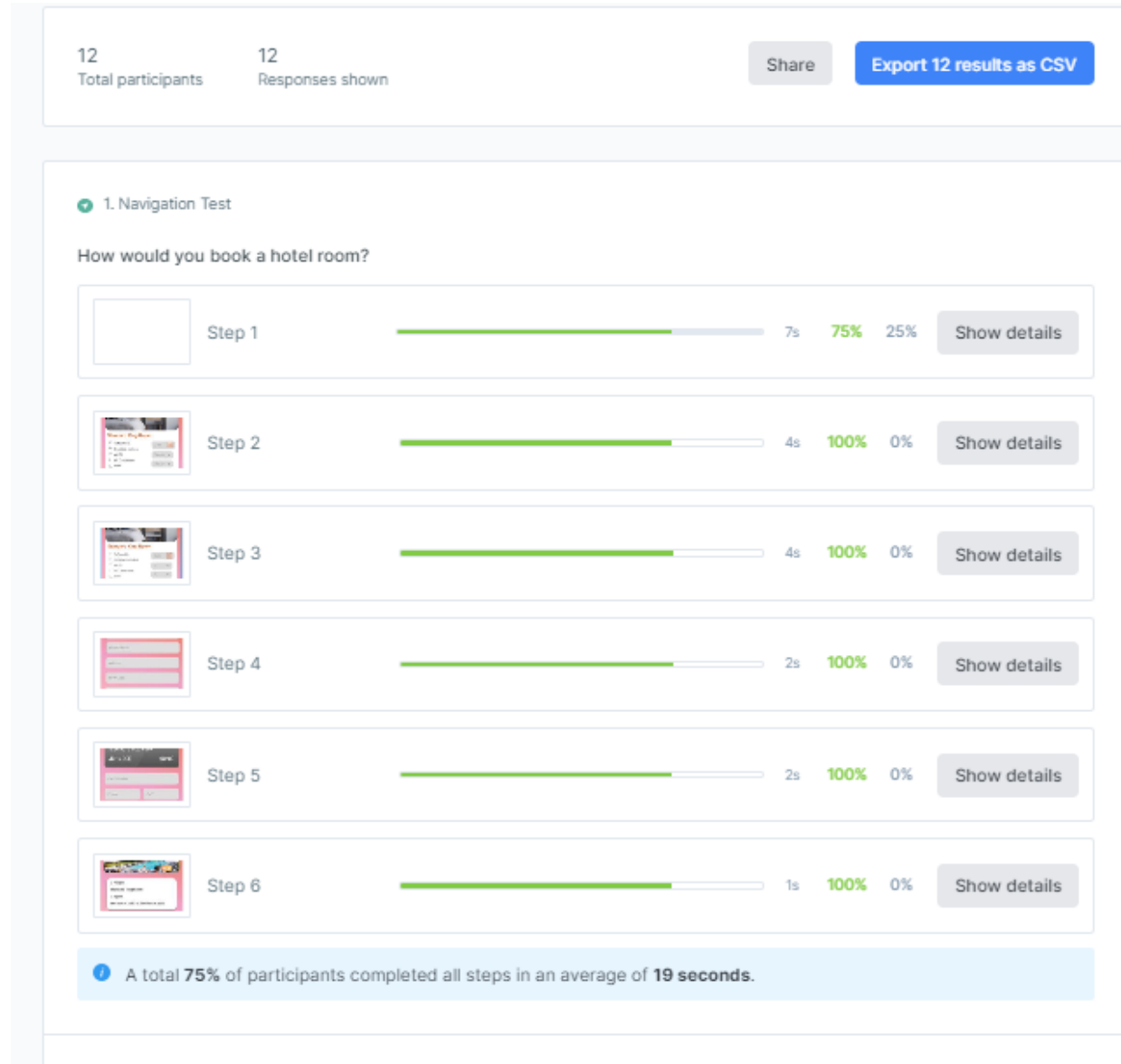
10 Seconds Image Test:

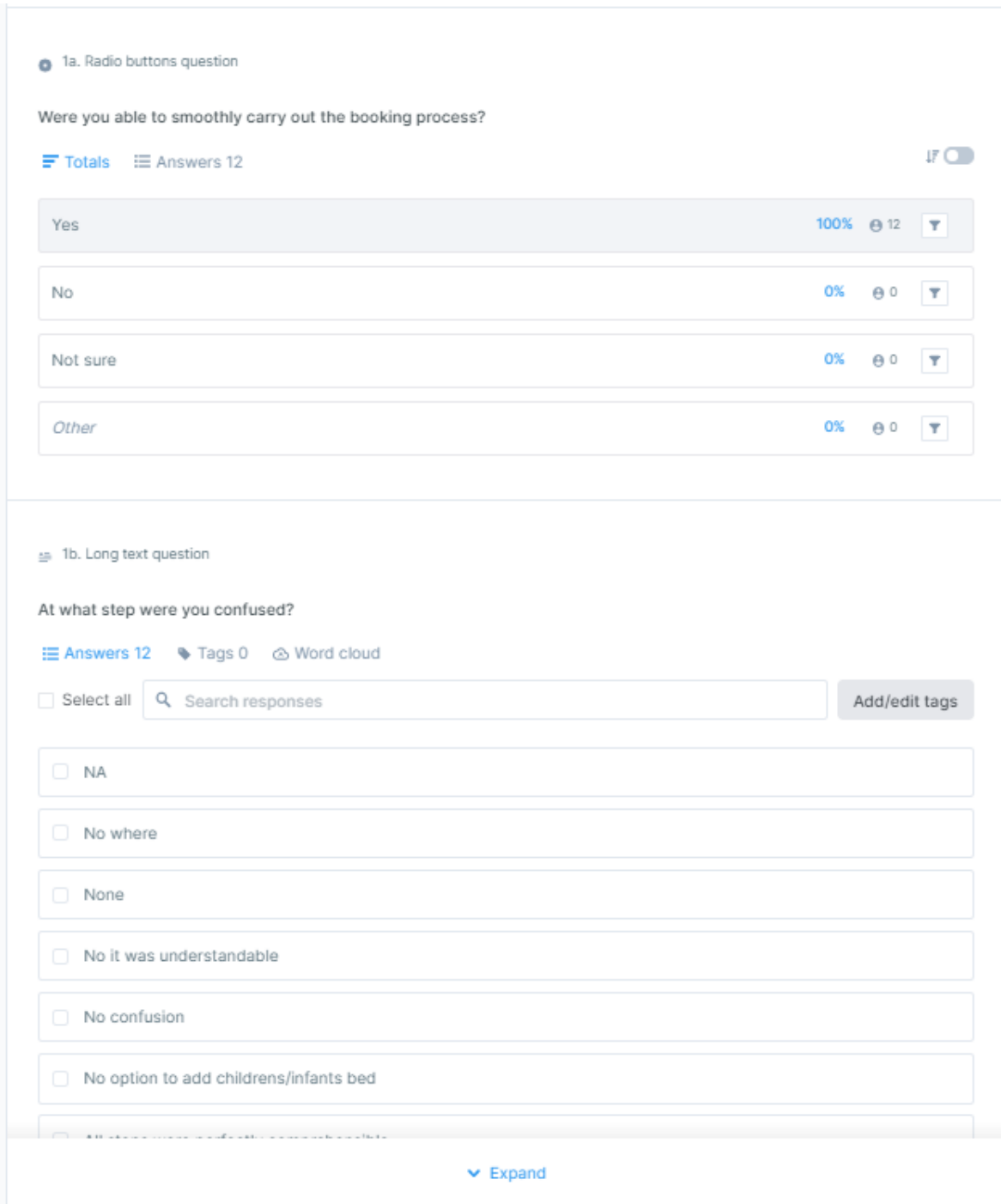
<https://app.usabilityhub.com/do/f8ce9de42c39/8bb5>



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Navigation Test:

<https://app.usabilityhub.com/do/c733ca5be160/b6b8>



Design Test:

<https://app.usabilityhub.com/do/9cdc45b9da6d/ecf5>


12
Total participants

12
Responses shown

Share

Export 12 results as CSV

1. Design Questions



1a. Long text question

What do you think will happen if you click on the pins on the map?

Answers 12 Tags 0 Word cloud

Select all Search responses Add/edit tags

☐ Pin location will be displayed

☐ It will zoom into that area

☐ Map will open

☐ It give a more closer look of that place

☐ Location

☐ It will show the photos about the place

☐ It would be a window for a location in that location for more

Expand

1b. Long text question

On which page do you think the air plane button will land you?

Answers 12 Tags 0 Word cloud

Select all Search responses Add/edit tags

☐ Flight options

☐ same

☐ Page to book flight tickets

☐ book flight tickets

☐ Flight booking

☐ Booking flight