PlanIt - The Role of AI-Driven Personalization and Optimized UI/UX in Enhancing User Experience: A Mobile App for Activity Booking in Sri Lanka

Problem Statement

Sri Lanka lacks a centralized platform for activity discovery and booking, making travel planning inconvenient. This limits user satisfaction and hinders local businesses from connecting with travelers effectively.

Proposed Solution

PlanIt is a mobile-first platform that leverages AI to create personalized travel itineraries. It offers features such as activity search, booking, itinerary creation, and an interactive map to enhance user convenience. The app also integrates secure payment options and user account management.
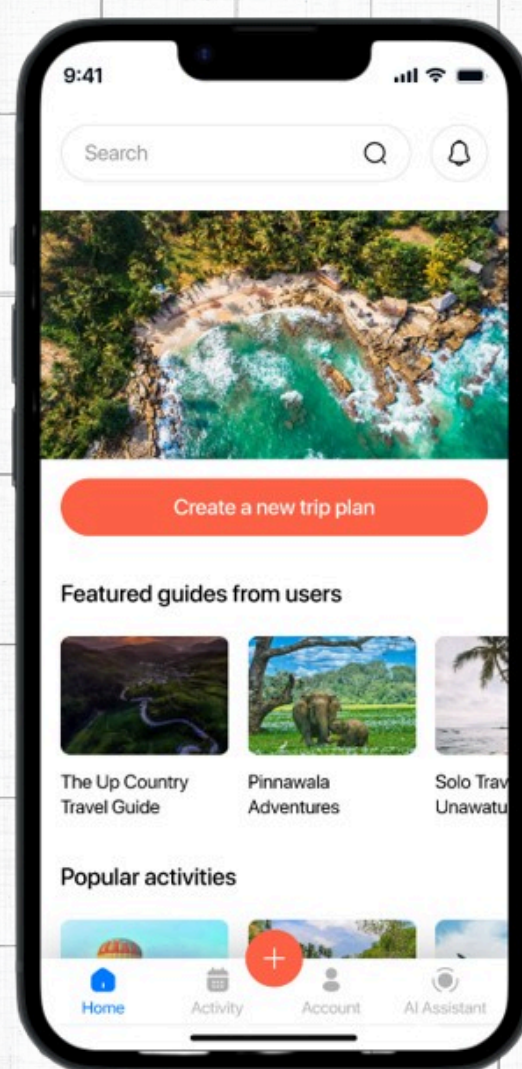
Objectives

- Create a centralized platform for activity discovery.
- Incorporate an Ai-assistant.
- Deliver a visually appealing and user-friendly interface.
- Integrate secure payment features.

Development

The development process followed an Agile methodology, utilizing iterative sprints to design, test, and deploy features efficiently. Key tools and technologies included React Native for a cross-platform app, Firebase for authentication, MongoDB for data storage, and Node.js for backend. This project focuses solely on user functionalities, excluding service provider and admin features.

Artefact

UI/UX Approach

The UI/UX design focuses on simplicity and user-friendliness, ensuring smooth navigation and accessibility for all users. Using a minimalist and mobile-first design, the interface enhances the user experience by providing clear layouts, intuitive interactions, and seamless functionality tailored to travel planning.

Research Methodology

A mixed-method approach was employed, combining surveys and interviews with users and service providers to gather valuable insights. This data was instrumental in refining key features such as AI-driven recommendations and the app's user interface design to better meet user needs.

Conclusion

PlanIt addresses the need for a centralized and user-friendly travel platform in Sri Lanka, providing AI-driven personalized itineraries and seamless activity booking. By combining intuitive design, advanced technology, and a focus on connecting travelers with local businesses, the app enhances the travel planning experience while promoting sustainable tourism. With a strong foundation for future scalability, PlanIt has the potential to revolutionize how travelers explore and experience destinations.

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