

# Travel App

# Design Process

My Design Process include the UCD Process. It start with Understand the SOW.

1. Analyze & Research
2. Comparative Analysis
3. Market Segment
4. Customer Segment
5. Information Architecture
6. Task Analysis
7. Create Wireframe
8. User Journey

I first understand the basic requirement and try to collect the basic features available in Travel Mobile App.

During my comparative analysis I try to get wat the best features available in top 3 Travel site.

For Comparative analysis I use (jet Airways , American Airlines, virgin Airlines, KLM & British).

These airlines are best in world provides to customer a delight full travel experience.

Customer segment is keep the Indian citizen who travel domestic & international places.

Information architecture is designed to crate a content & layout design

Task analysis is done for each of the screen , wat user will do in each screen as part of interaction with app and how much time take to complete the task.

Wireframe is designed to complete the User Journey part.

User journey give start to end flow of Application start with plan for Travel, search Airlines , choose Travel date Select Priority service and make payment for purchasing the Air tickets.

Home

Booking



My Trip



Travel Information



Refer a Friend

Contact us

Web Miles

Connoisseur Service

Promotions

Logout

## Booking

- Flight

## My trip

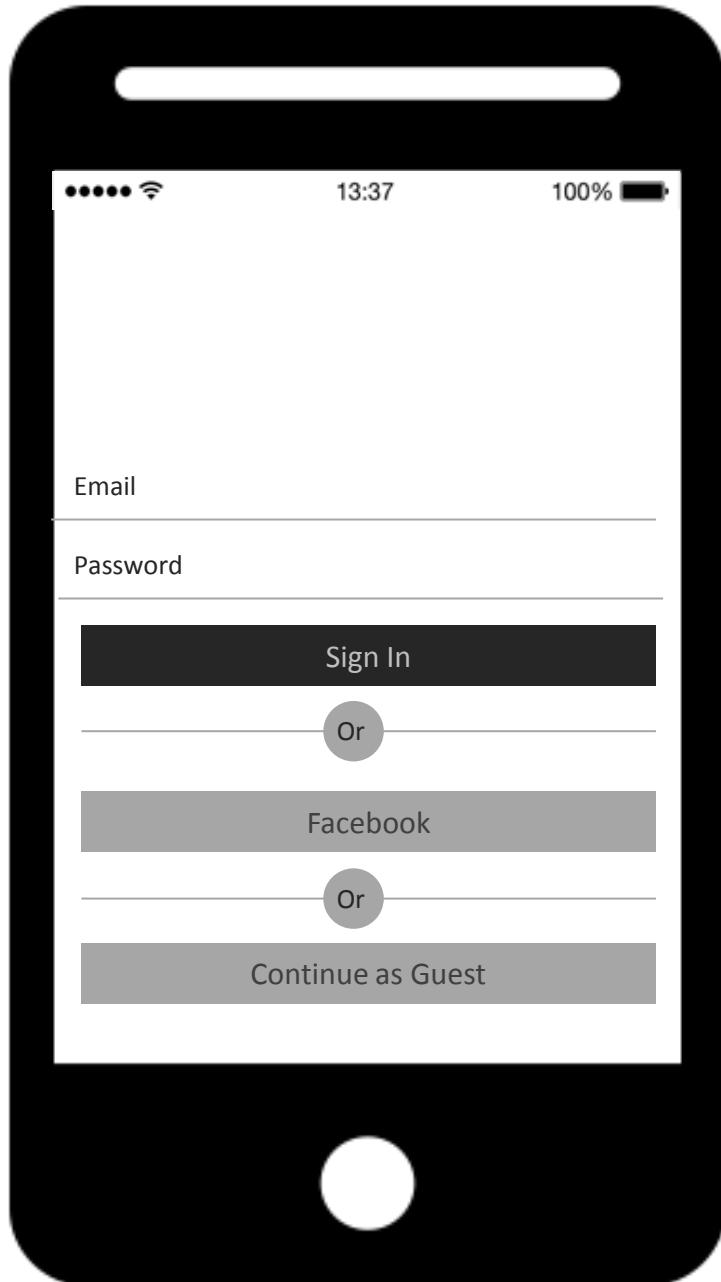
- Manage booking
- Check-In
- Flight Status
- Flight Status Notification
- My Bookings

## Travel Information

- Flight Updates
- New Destination
- weather

## Home

- Book flight
- Flight Status
- Check In
- Choose Meal
- Web Miles
- Book Hotel
- Connoisseur service
- Promotion



## App login Screen

- With verified Email and password user can login to App.
- app also provide Single sign on with Facebook or as Guest User Login

# Registration Screen

Sign Up

Last Name

First name

Email Address

Password

Country      Mobile No.

*( All Fields are mandatory)*

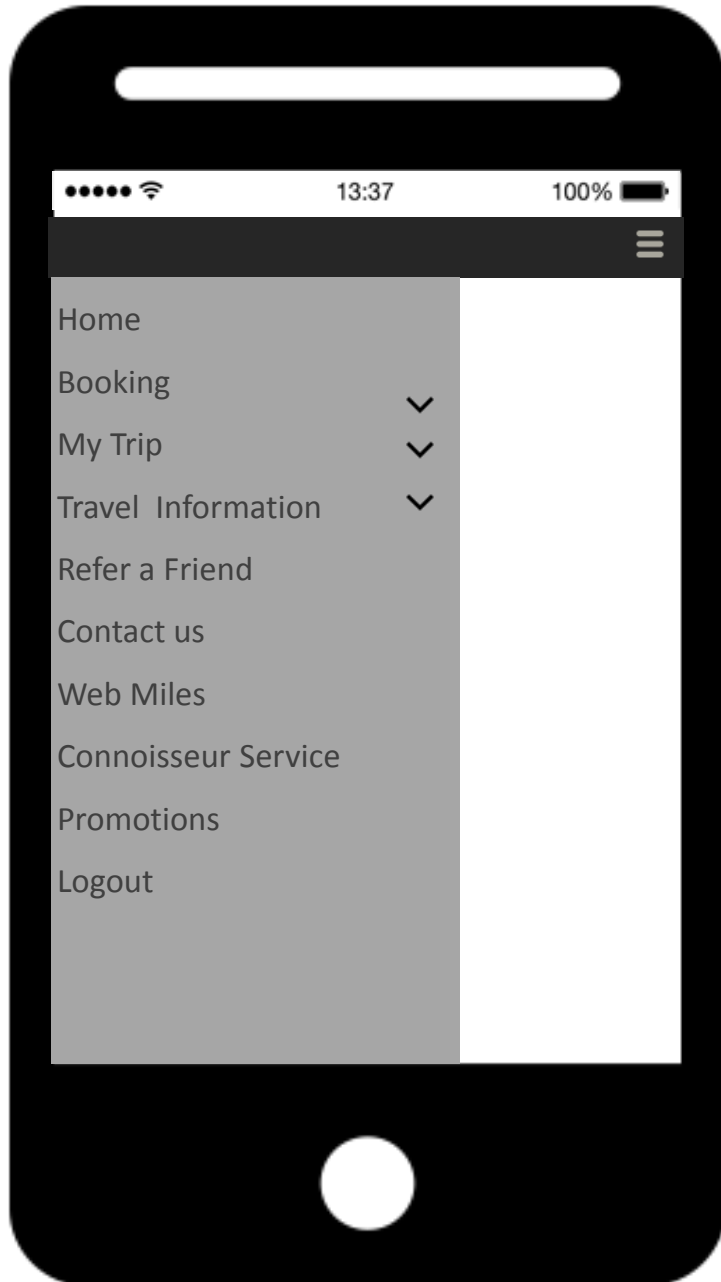
By Using this app , you agree Terms of Usage &  
Privacy policy

Continue

## App Registration Screen

- Mandatory Field input for user Registration

# Left MenuScreen



## App Left Menu navigation

- Hamburger Menu

### Booking

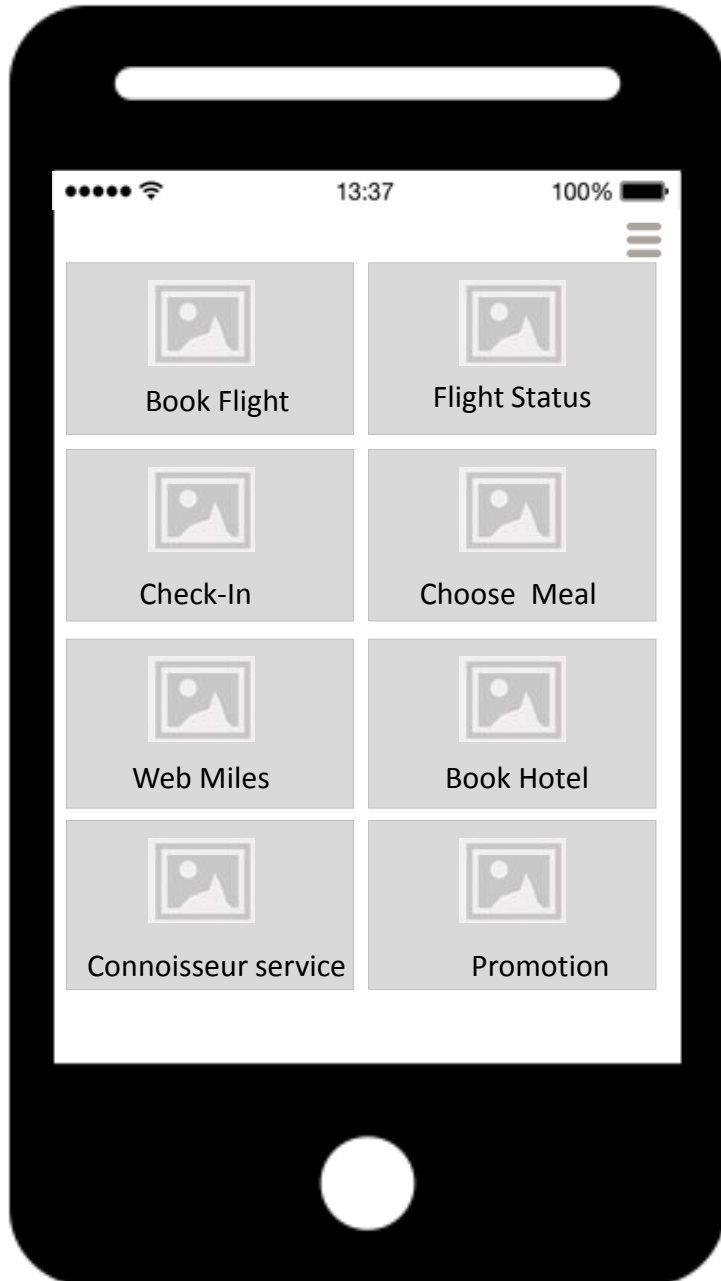
- Flight

### My trip

- Manage booking
- Chick-In
- Flight Status
- Flight Status Notification
- My Bookings

### Travel Information

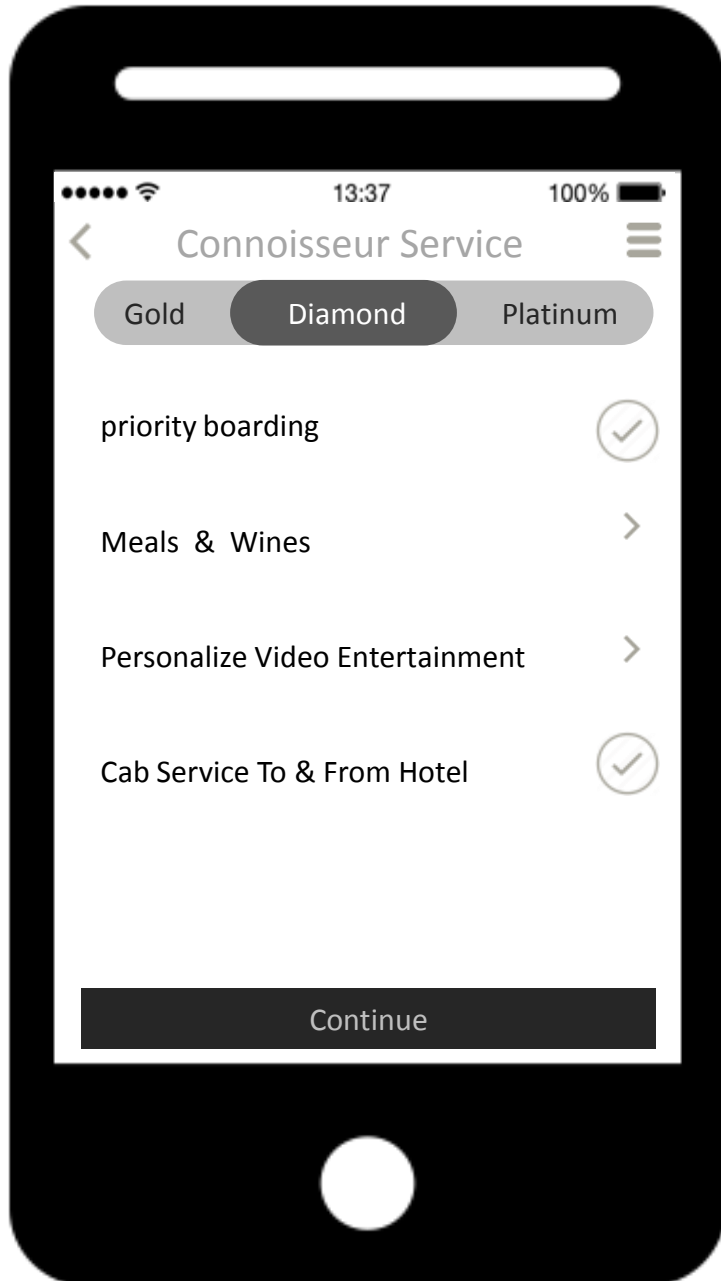
- Flight Updates
- New Destination
- Fare Calculator
- weather



## App Home Screen

- All available App features , on home screen

# Connoisseur Screen

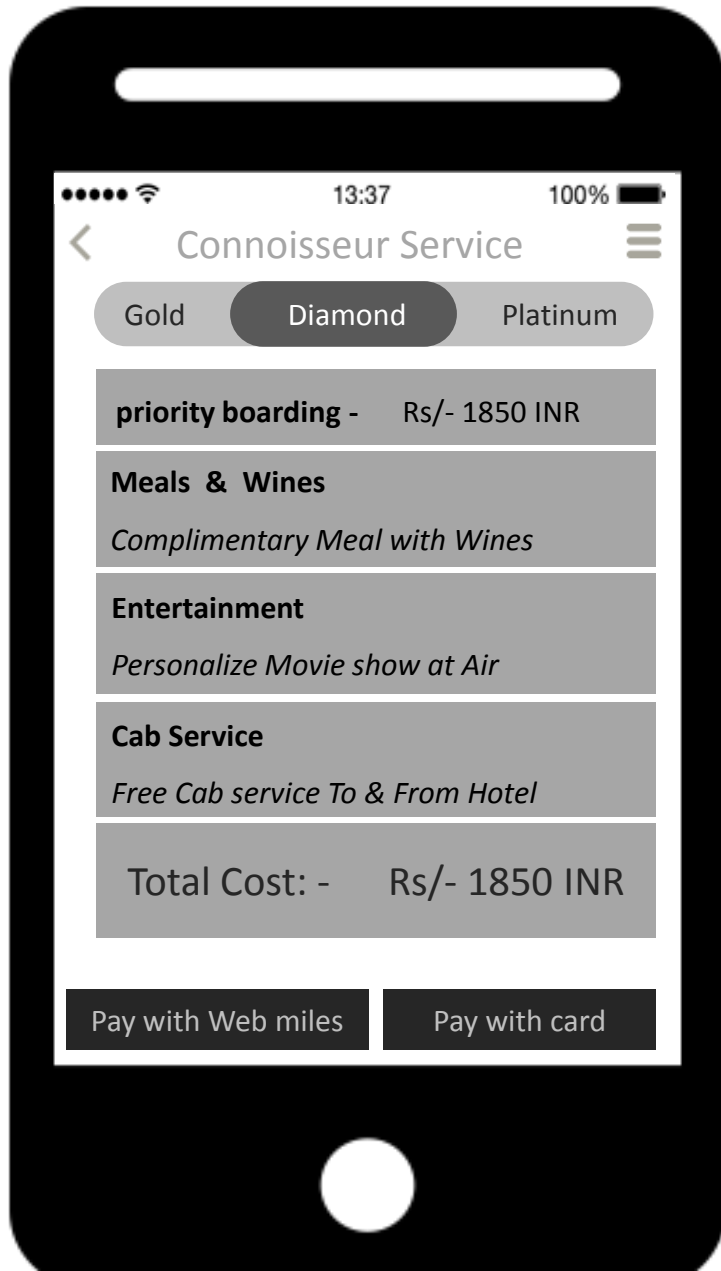


## App Connoisseur Service Screen

- Connoisseur Service shows the available option (Gold , Diamond & platinum)

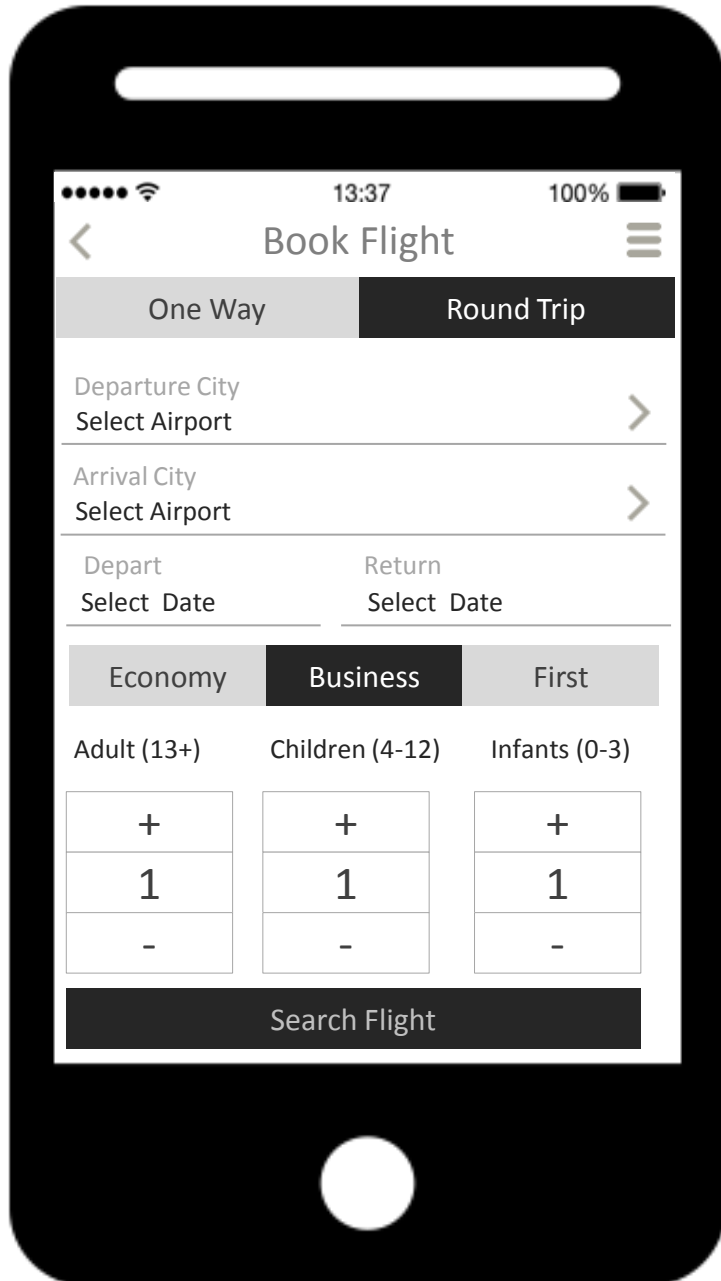


# Connoisseur Screen



## App Connoisseur Service Screen

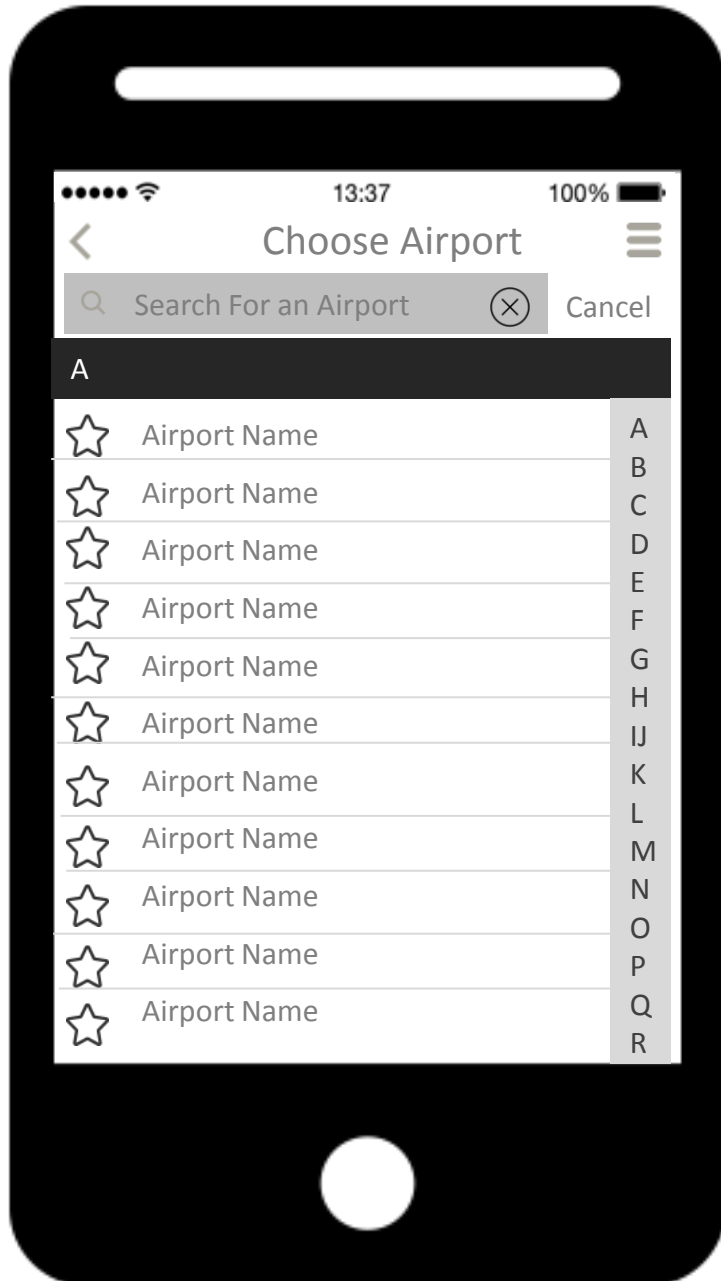
- Connoisseur Service Continuation screen, Based on user choice screen shows the Price Associate with the service along with payment option.



## App Book A Flight Screen

- User / Guest user can Book a flight one-way or Round the Trip

# Choose Airport



## App Choose Airport Screen

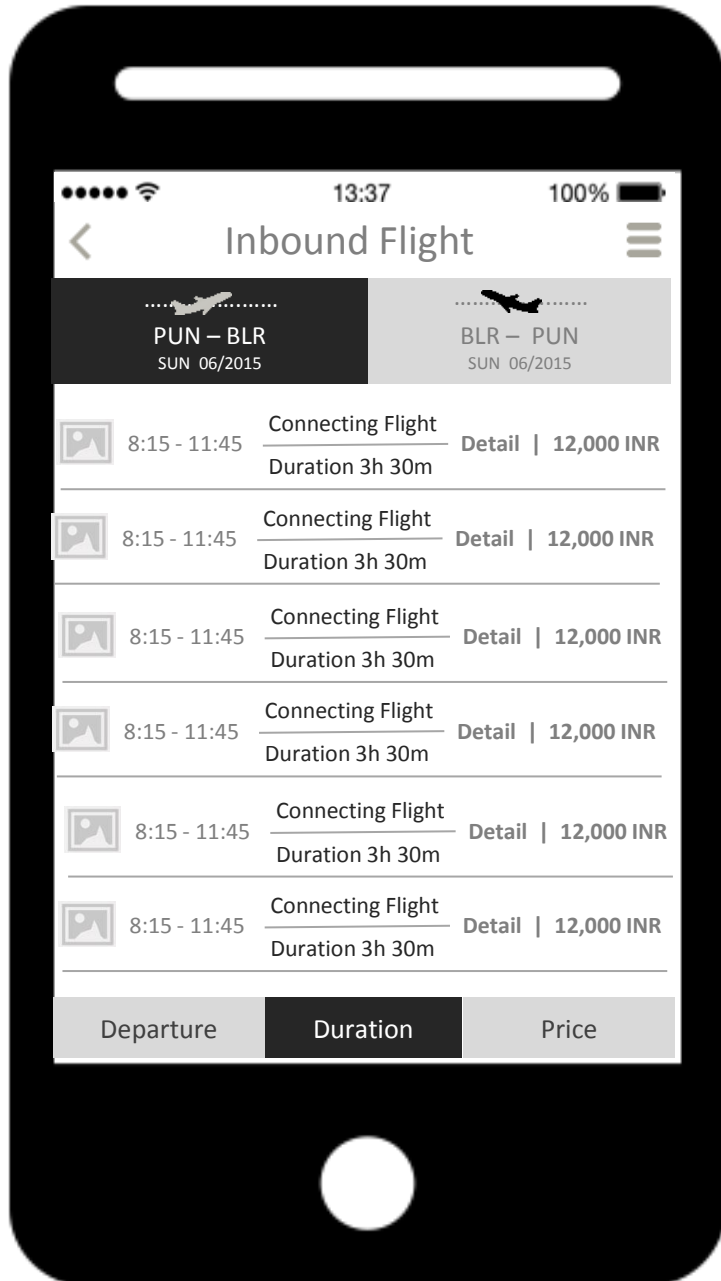
- For Booking a Flight User search for Departure City & Arrival City Airport form the list.

# Booking Calander



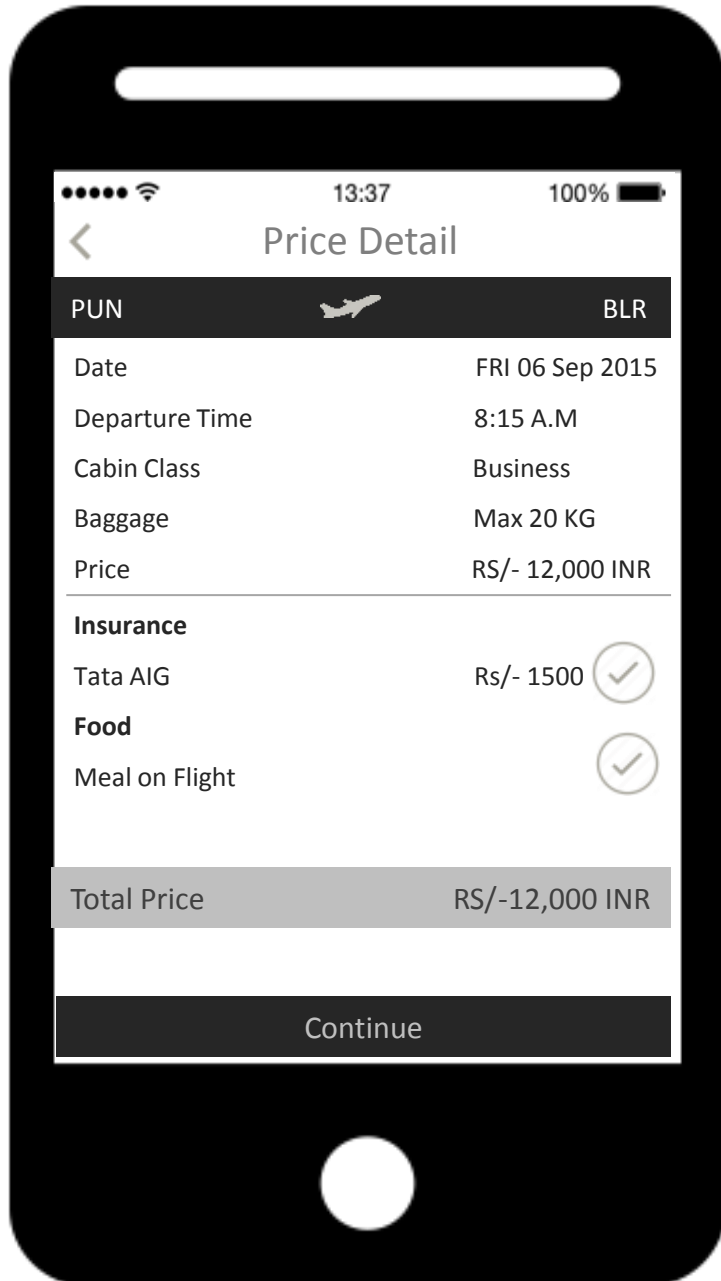
## App Select Date Screen

- For Booking a Flight User select the date from Calendar widget.
- As a part of UX as per forecast it shows the weather condition of selected date



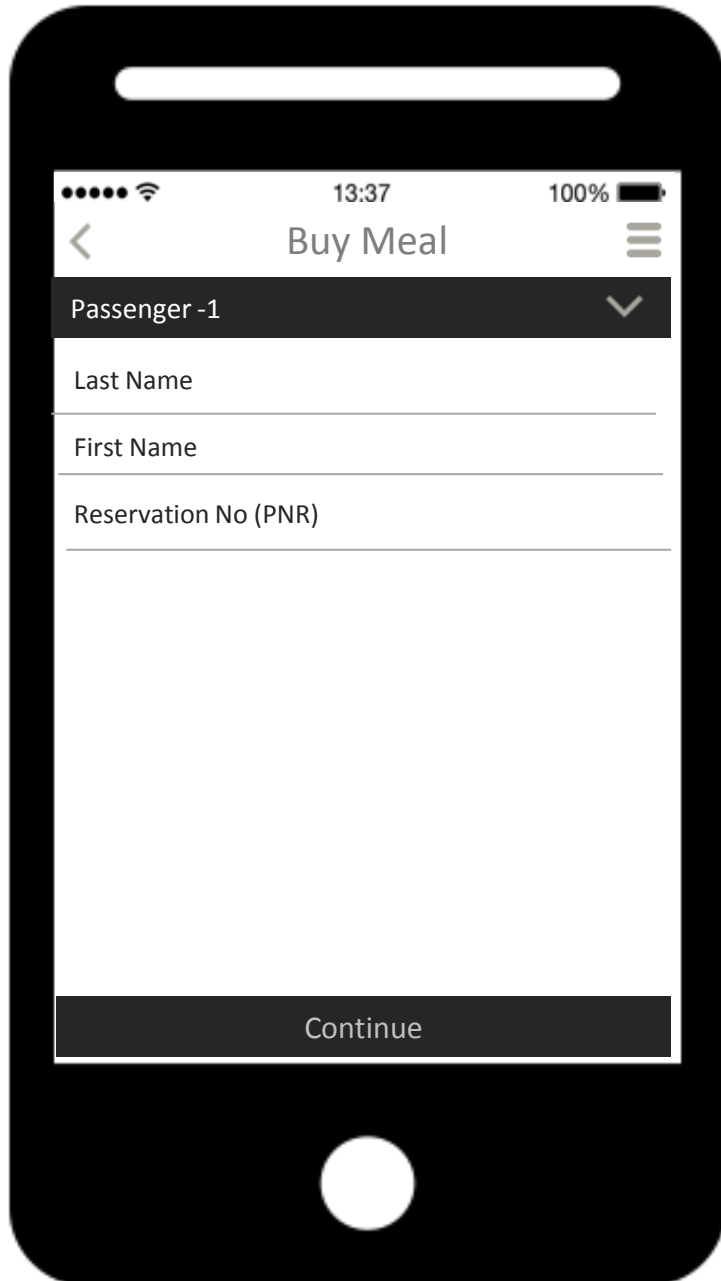
## App Inbound Flight Screen

- Inbound Flight Screen with Duration and price.



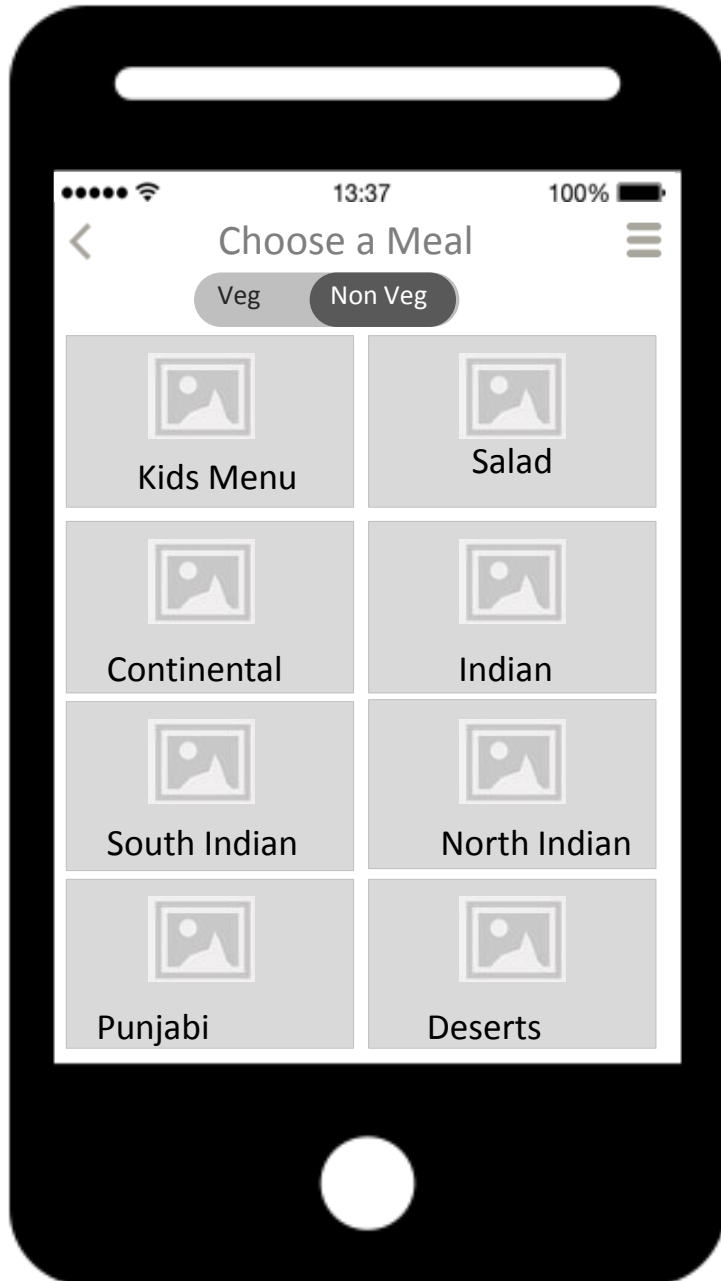
## App Price Detail Screen

- Price Detail screen of selected flight Journey



## App Buy Meal Screen

- Price Buy meal screen took the Last Name, First name and PNR No.



## App Choose Meal Screen

- Choose meal screen show the Veg & Non-Veg Meal along with pic and Kid Special Menu





## App Choose Meal Detail Screen

- Choose Meal Detail Screen with Calorie & price

Travelers

Passenger -1

First Name \*

Last Name \*

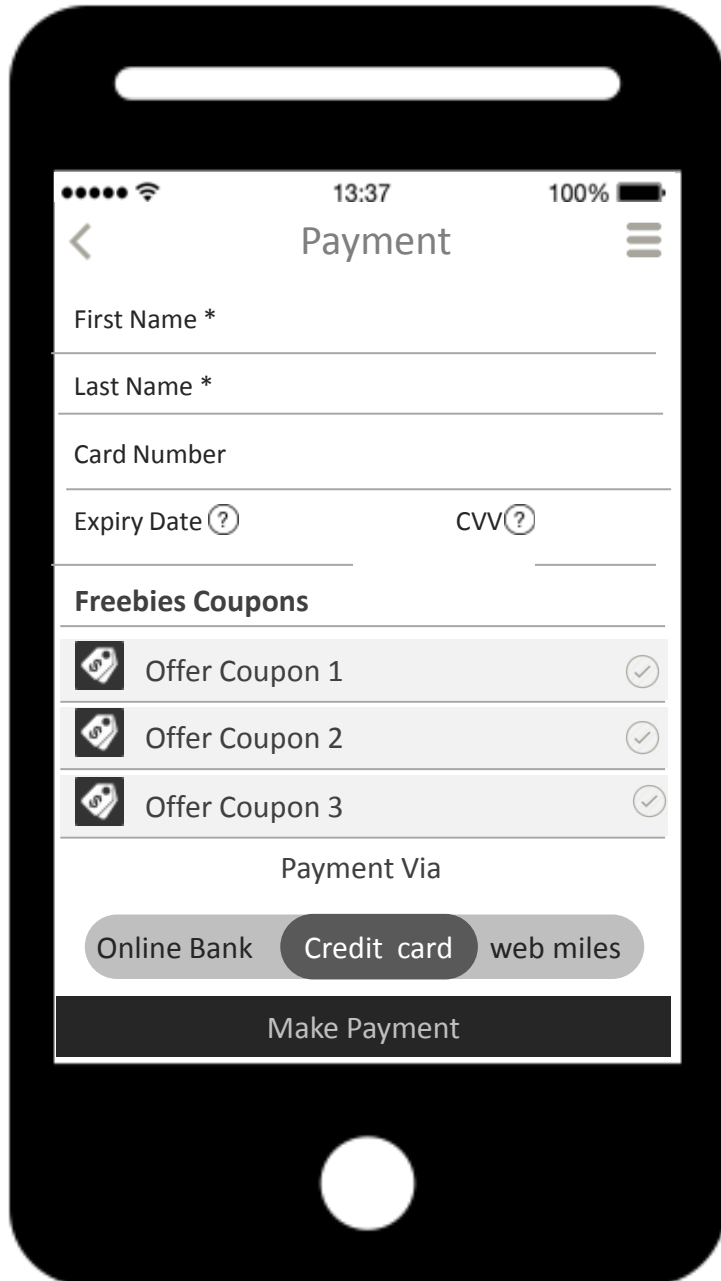
Gender  Male  Female

Date of Birth

Continue

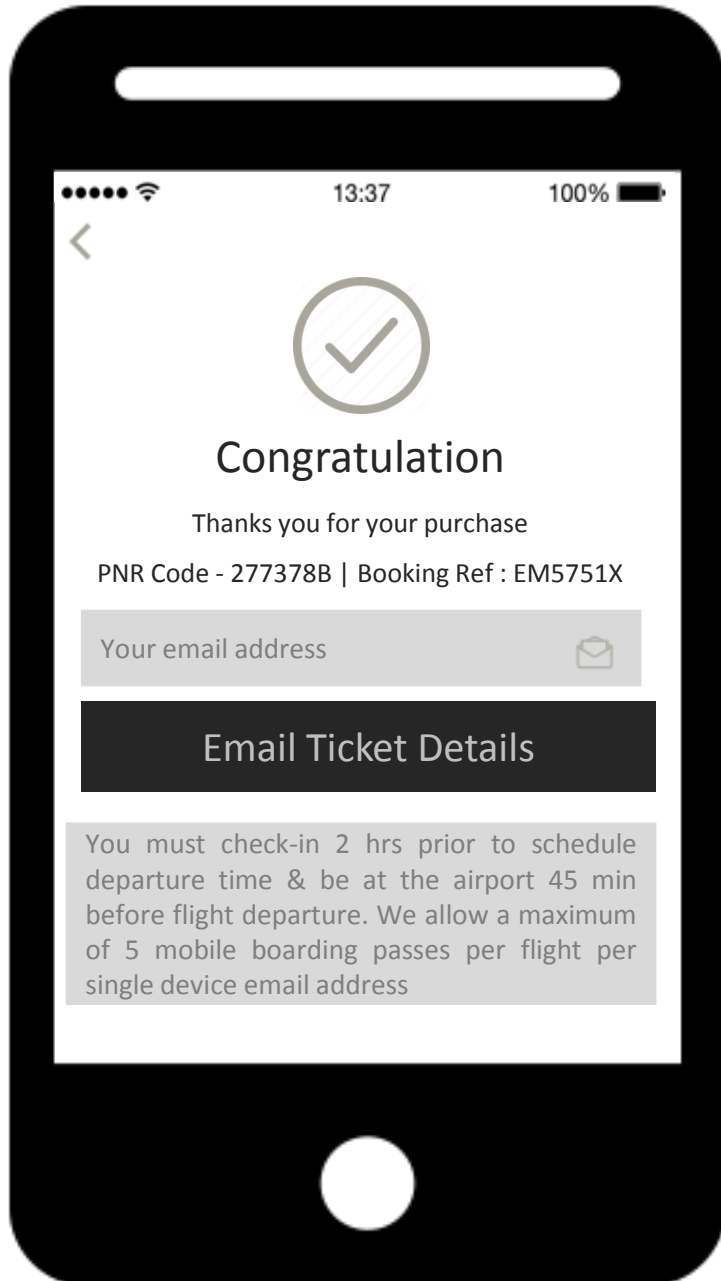
## App Choose Meal Travelers Detail Screen

- Enter Traveler First , Last , gender and date of Birth



## App Choose Meal payment Screen

- Card information for making the Payment



## App Choose Meal Confirmation Screen

- Payment confirmation Screen

Passenger -1

Last Name

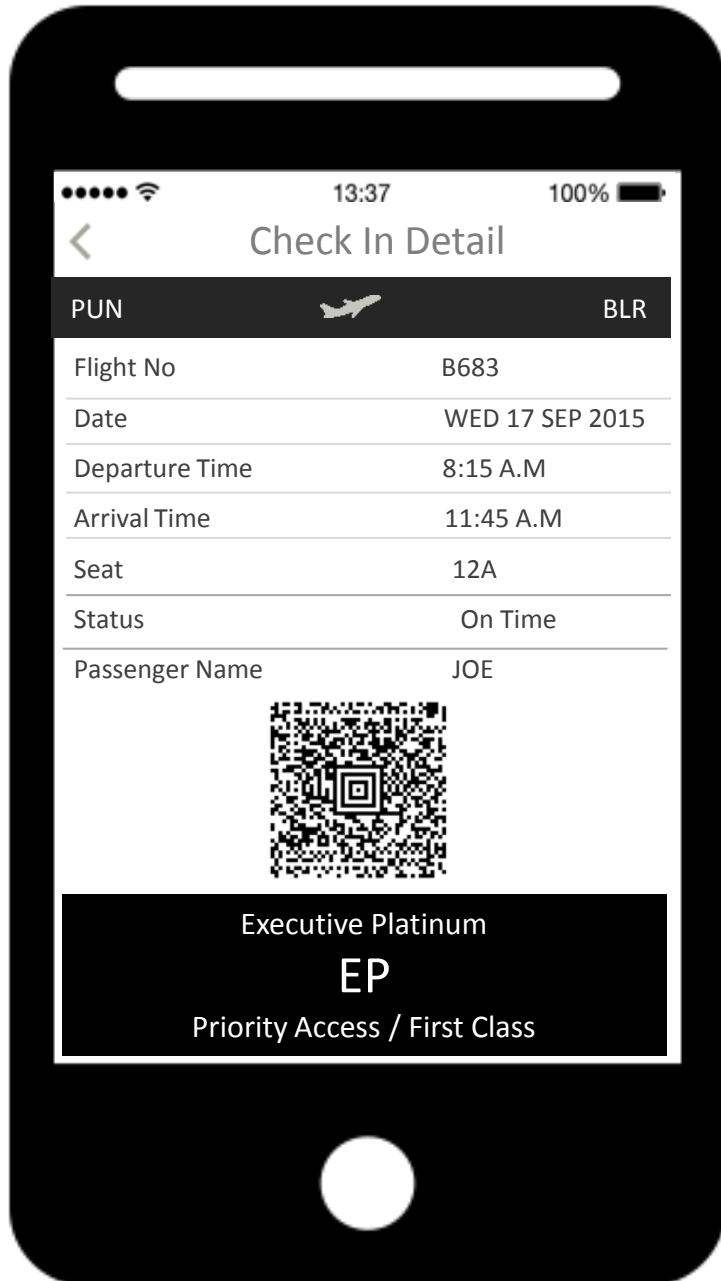
First Name

Reservation No (PNR)

Continue

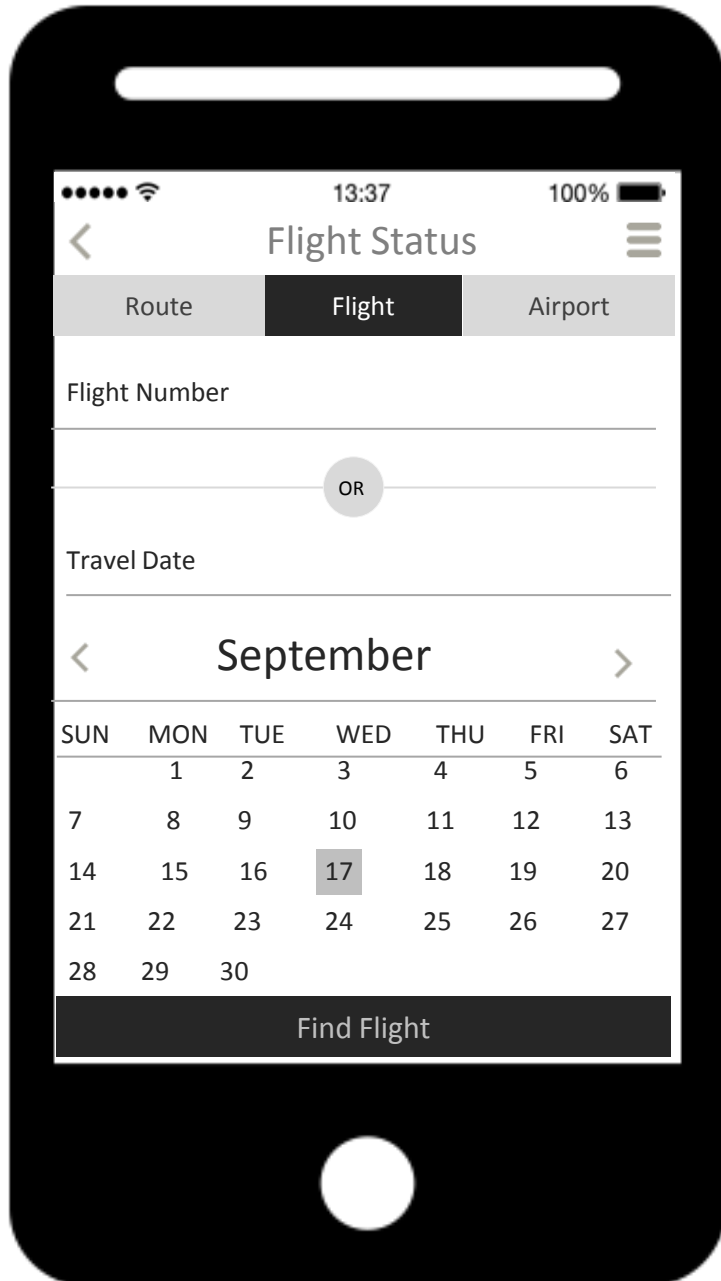
## App Check Screen

- Choose for web/Mobile check in by enter Passer Last & First name and PNR No.



## App Web/Mobile Checkin Screen

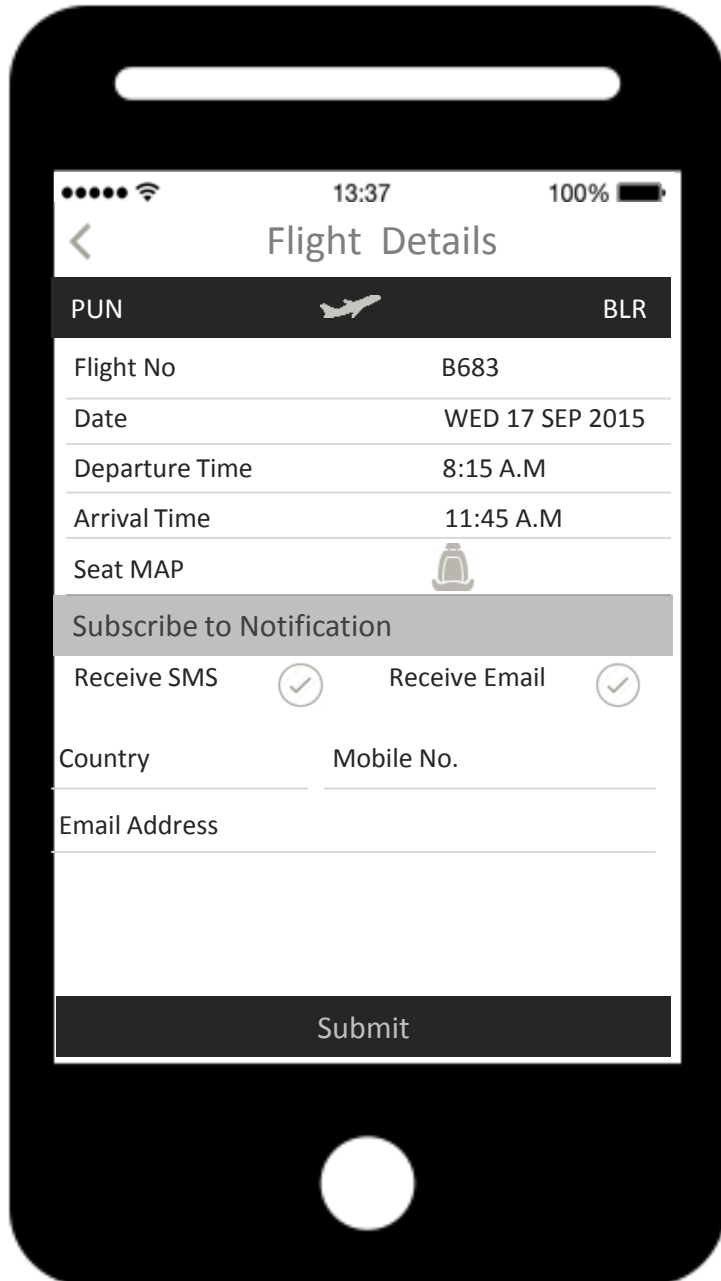
- Check In Detail screen shows the Flight Itinerary with all required information for along with Digital seal as verified.



## App Flight Status Screen

- Check flight status by enter the flight no. or Travel Date

# Flight Detail

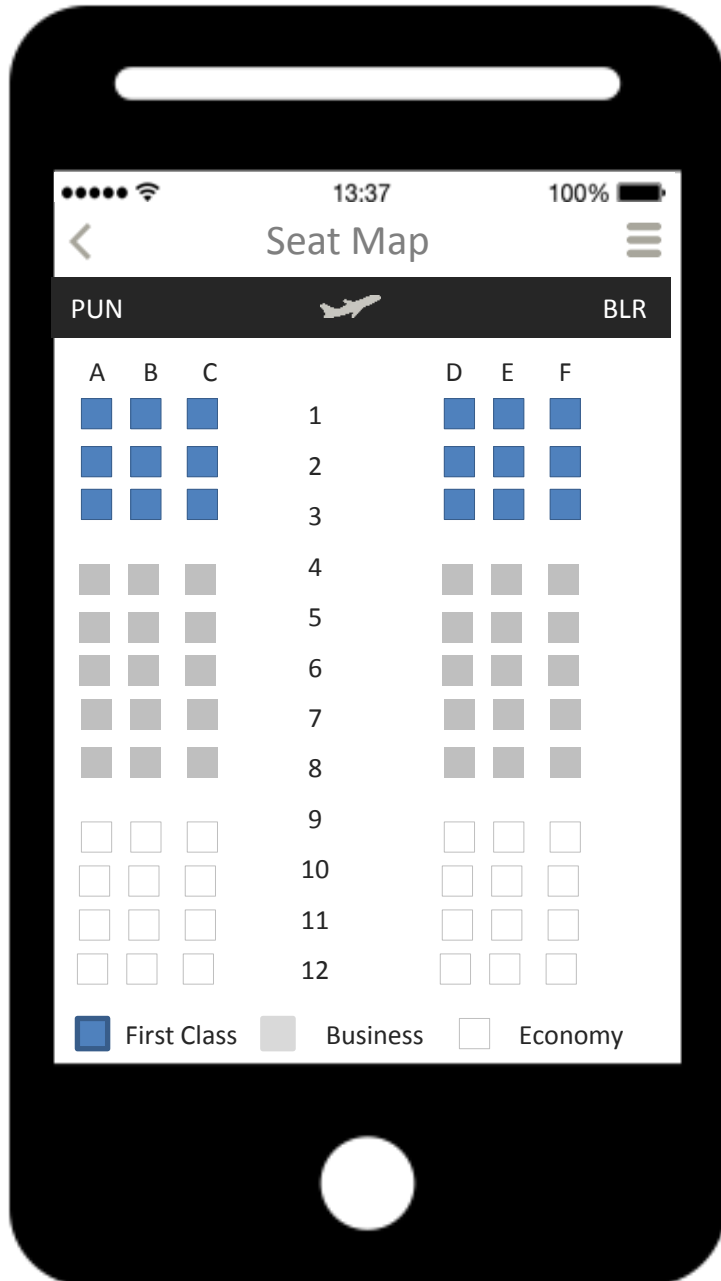


## App Flight Detail Screen

- Flight Detail screen, itinerary.



# Seat Map



## App Seat Mapping Screen

- Choose your desired seat at the time of Booking.

1



User Personas

# User Personas?



User personas are fictional representations of your ideal customers. They are based on real data about customer demographics and online behavior, along with educated speculation about their personal histories, motivations, and concerns.

# How Are users Personas Created?



Users personas are created through research, surveys, and interviews of your target audience. That includes a mix of customers – both “good” and “bad” – prospects, and those outside of your contact database who might align with your target audience. You’ll collect data that is both qualitative and quantitative to paint a picture of who your ideal customer is, what they value, and how your solution fits into their daily lives.

2

Complete users

Personas



# Joshna Singal

## **BACKGROUND:**

- Admin Resources
- Worked at the same company for 2 yrs; worked her way up from Admin Sr. Executive
- Married with 2 children (10 and 8)

## **DEMOGRAPHICS:**

- Female
- Age 30-45
- Monthly Income: INR 20,000 (Low)
- Suburban

## **IDENTIFIERS:**

- Calm demeanor
- Probably has an assistant screening calls
- Asks to receive collateral mailed/printed

## **GOALS:**

- Keep employees happy and turnover low
- Provide admin & sales support to all department of different location

## **CHALLENGES:**

- Travel in different office location for sales pitching & admin vendors for service
- Rolling out changes to the entire company with ease & quick turnaround

## **HOW WE HELP:**

- Provide easy solution travel plan
- Provide quick Travel information for all future & admin engagement



# Christina Pollock

## BACKGROUND:

- **Age:** 22
- **Gender:** female
- **Occupation :** Student
- **Area of Residence :** Living With parents
- **Home Life:** Three Younger Teenage Brother
- **Hobbies & recreation :** Dance , socializing , fashion design

## PERSONAL:

- Health Conscious and Active
- Sportswear Fashion Style
- Money Conscious
- Tech Savvy

## GOALS:

- Being a fashion designer
- Socializing for New Friends
- Save money for travel new places

## CHALLENGES:

- A big chunks of family paycheck goes to her students loan
- Chase for online & mobile Travel app for cheap tickets

## HOW WE HELP:

- Refer friend for earn points
- Win Promotional & low price tickets for tour
- Get freebies discount coupons when book tickets