Explore Ease

"Travel made simple, memories made extraordinary."

UX Case Study

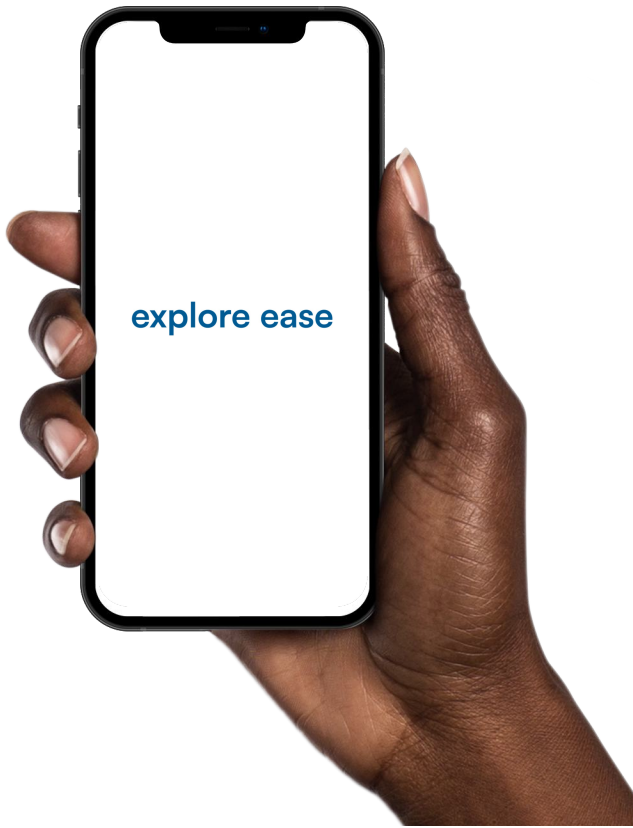
AKSHAT MANDLOI

Duration:

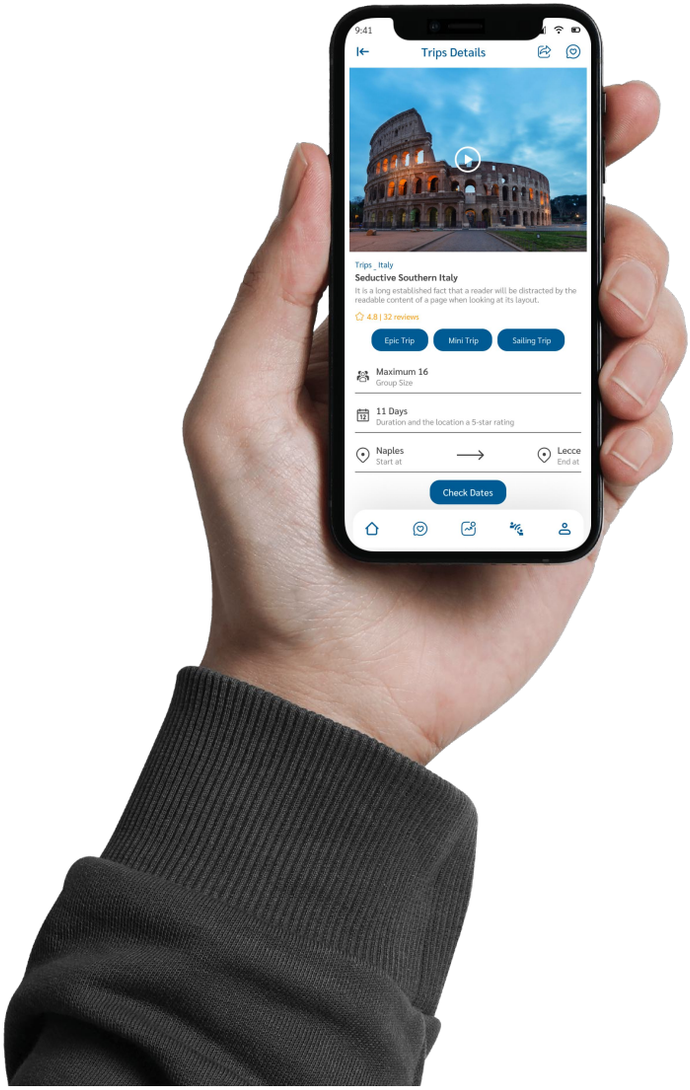
1st April - 30st April
(4 weeks)

Product Overview

The objective of this project is to design a user-friendly and visually appealing travel app that simplifies the travel experience for users. This aims to provide seamless navigation, trip planning, and exploration features to enhance users' travel adventures.



Tools



Problem Statement

Complexity in Trip Planning: Planning a trip can be overwhelming and time-consuming, especially for group travelers who need to coordinate logistics and activities with multiple people.

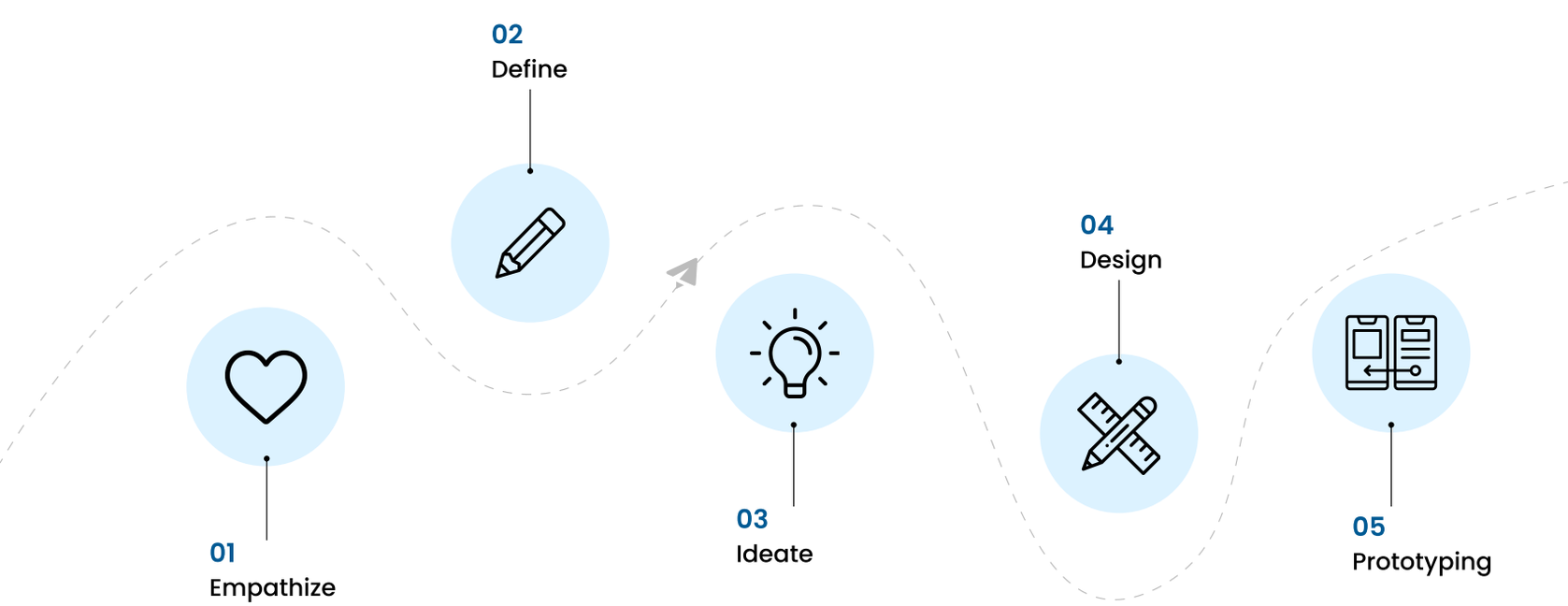
Difficulty in Connecting with Fellow Travelers: Many travelers struggle to connect with like-minded individuals or make new friends during their trips, leading to feelings of isolation and missed opportunities for cultural exchange.

Goals

Seamless Social Integration: Explorease facilitates connections between travelers through integrated social features, allowing users to easily find and connect with fellow adventurers based on shared interests and travel preferences.

User-Friendly Trip Planning Tools: Explorease offers intuitive trip planning tools that simplify the process of organizing group trips, enabling users to create, share, and collaborate on itineraries with ease.

Design Process

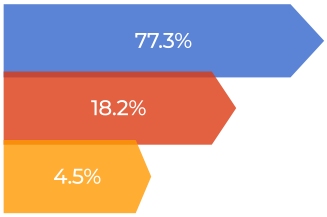


Target Audience

The Trevling app targets 18-45-year-old travelers, adventure seekers, and cultural enthusiasts. It provides personalized recommendations, insider tips, and bookmarking tools for memorable trips, and community. Designed for tech-savvy millennials, Gen Z, and experienced explorers.

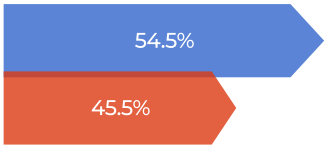
Interview Questions

Age



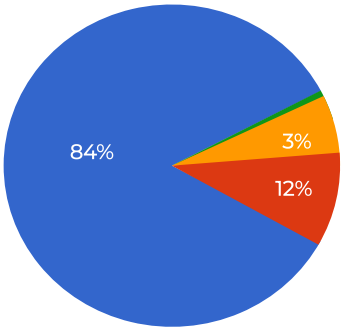
- 18-24
- 25-34
- 35-44

Gender



- Male
- Female

BUDGET



- Less than 30,000
- 30,000-50,000
- 50,000-75,000
- 75,000-100,000

How frequently do you travel in a year ?

What types of travel do you typically engage in ?

What features would you expect to find in a travel app ?

How important are features like itinerary planning, hotel booking, flight booking, etc. to you?

Empathy Map

Says

Look for the destination?

I want quick and easy way to search my destination.

Planning a trip can be overwhelming with so many options.

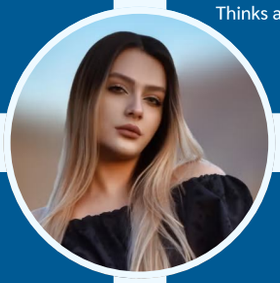
I am worried about safety and security when travelling alone.

Think

Thinks about the importance of safety precautions during adventurous activities.

I hope the app can provide me personalized experience.

Thinks about the challenge of finding authentic and local experiences.



Hears

Recommendations from friends and family

"Solo travel can be expensive, but there are ways to save money."

Word-of-mouth reviews and experiences shared by other solo travelers

Feels

Excited about exploring new places and cultures.

Eager to connect with fellow travelers and locals.

Anxious about safety and privacy.

Feeling adventurous.

Feels loneliness while traveling solo.

Says

Finding accommodations that suit everyone's preferences and budget is crucial.

We want activities and recommendations that cater to the diverse interests within our group.

Coordinating and planning as a group can be challenging

Think

How to plan a trip for everyone keeping in mind itinerary?

How can we ensure that everyone in the group has a say in the planning process

Transportation arrangements?

How to split the expenses?

Hears

Podcasts on budget travel and solo travel

"I found this amazing deal on a travel blog!"

"I always check multiple apps to compare prices before booking."

Feels

Stressed when coordinating plans and decisions within the group

Satisfaction when successfully booking a trip within budget Concern about safety and the quality of accommodations and services

Frustration when encountering hidden costs or misleading information

User Persona

Anu Raniwal

AGE: 27

Education : B.Tech

Job: Softer Engineer

Location : Indore

Travel Type: Solo Traveler

Bio

Meet Anu, a 27-year-old solo adventurer who thrives on the freedom and self-discovery that solo travel offers. Anu works remotely as a software engineer, providing the flexibility to explore the world independently.

Brands

Make My Trip

Ease My Trip

Airbnb

Pain points

Limited Resources for finding hidden gems without local information

Sometime feel lack of social interaction during solo jorney.

As a woman worried about safety

Goals

Discover unique local experience and hidden gems.

Connect with like-minded solo traveler.

As a women need safety features.

Aman Gupta

AGE: 30

Education : MBA

Job: Business Owner

Location : Indore

Travel Type: Group Travel with family & friends

Bio

Meet Aman a 30 year old adventurous spirit and a seasoned traveler who loves exploring new destinations with friends. Aman is a business owner with a wealth of experience and values the importance of taking breaks to recharge and create lasting memories with loved ones

Brands

Klook

Agoda

Airbnb

Pain points

Coordination group travel can be complex and time consuming.

Search a range of accommodations suitable for all group member.

Decision Fatigue

Goals

Creating an itinerary loved by everyone.

Discover new culture and experiences

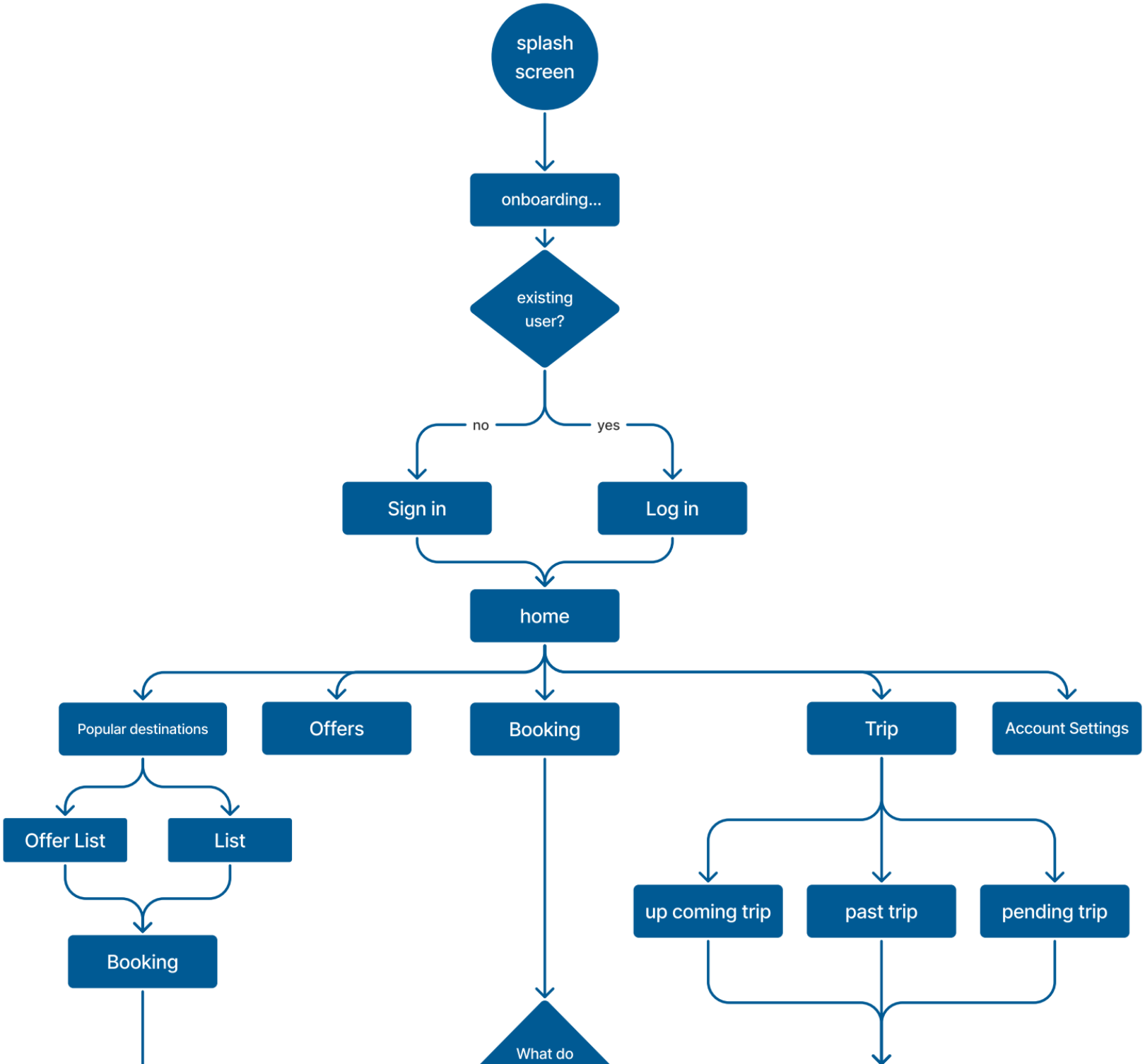
Spend quality time with family and friends

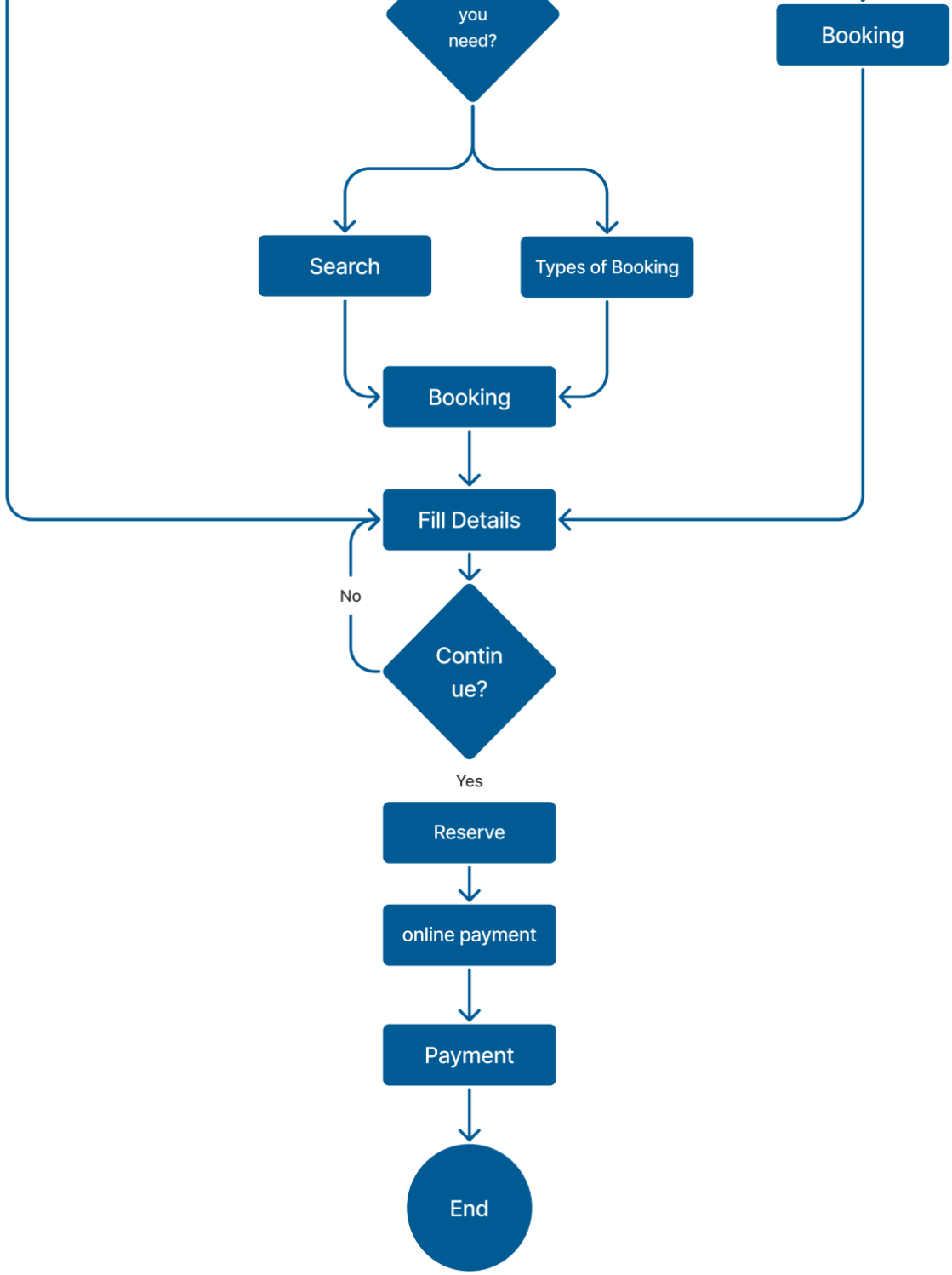
User Journey Map

Stage	Awareness Stage	Consideration Stage	Decision Stage	Purchase/Subscription Stage	Usage Stage:	Post-Usage Stage
Touchpoints	Social media ads, online banners, influencer endorsements, word-of-mouth.	Website, app store listing, reviews, testimonials.	Pricing page, subscription options, discounts, customer support.	App download, account creation, payment process.	App features, user interface, notifications, customer service.	Feedback requests, social media sharing, referral program.
Emotions	🤔	🧐	😊	🤗	🤩	🙂
Actions	Users become aware of ExploreEase through various channels and are intrigued by its promise of simplified travel experiences and extraordinary memories.	Users visit the ExploreEase website or app store page to learn more. They read reviews, compare features, and assess if the app aligns with their travel needs and preferences.	Users decide to download the app or subscribe to the service. They may take advantage of any special offers or discounts available. Customer support may play a role in addressing any final concerns or questions.	Users download the ExploreEase app, create an account, and complete the payment process if applicable. They are excited to start using the app and planning their trips.	Users explore the app's features, such as browsing destinations, booking flights and accommodations, accessing travel guides, and saving favorite places.	Users reflect on their travel experiences facilitated by ExploreEase. They may provide feedback through surveys or reviews.

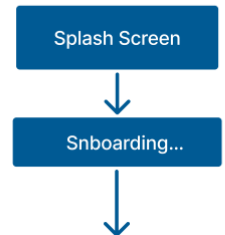
Business Goals	Increase brand visibility and awareness through targeted marketing campaigns. Aim for higher app downloads and website visits.	Provide compelling content and user testimonials to showcase the app's value proposition. Encourage users to download the app or sign up for a trial.	Increase conversion rates by offering seamless payment options, personalized recommendations, and exclusive deals for loyal customers.	Provide a user-friendly interface, exceptional customer service, and relevant suggestions to enhance the overall user experience. Aim for high user engagement and retention rates.	Foster brand loyalty through rewards programs, exclusive offers, and personalized communication. Encourage users to become brand advocates and promote ExploreEase to their network.	Leverage user-generated content, encourage referrals, and maintain a positive brand reputation. Utilize feedback to improve the app further and attract new customers.

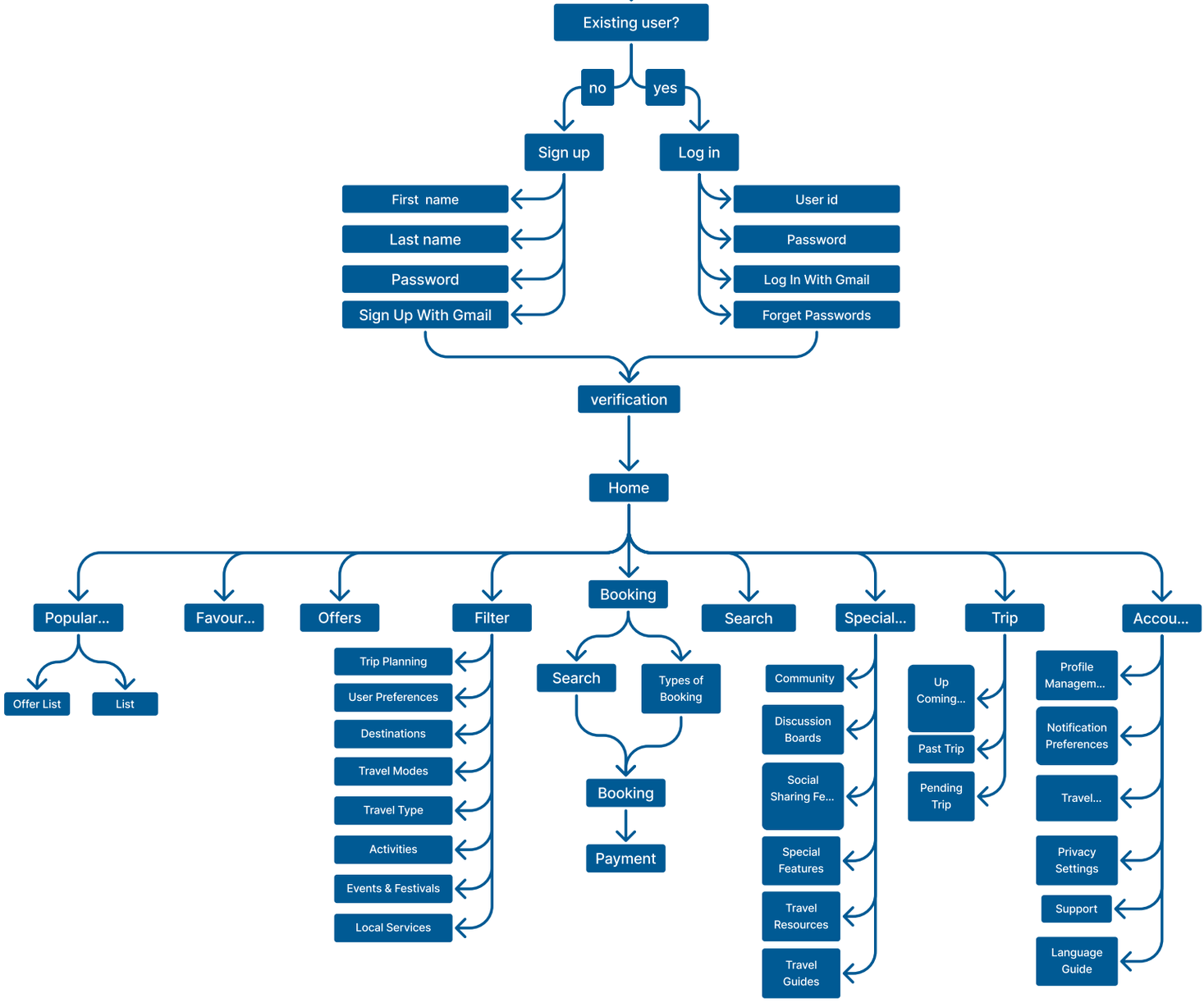
User Flow



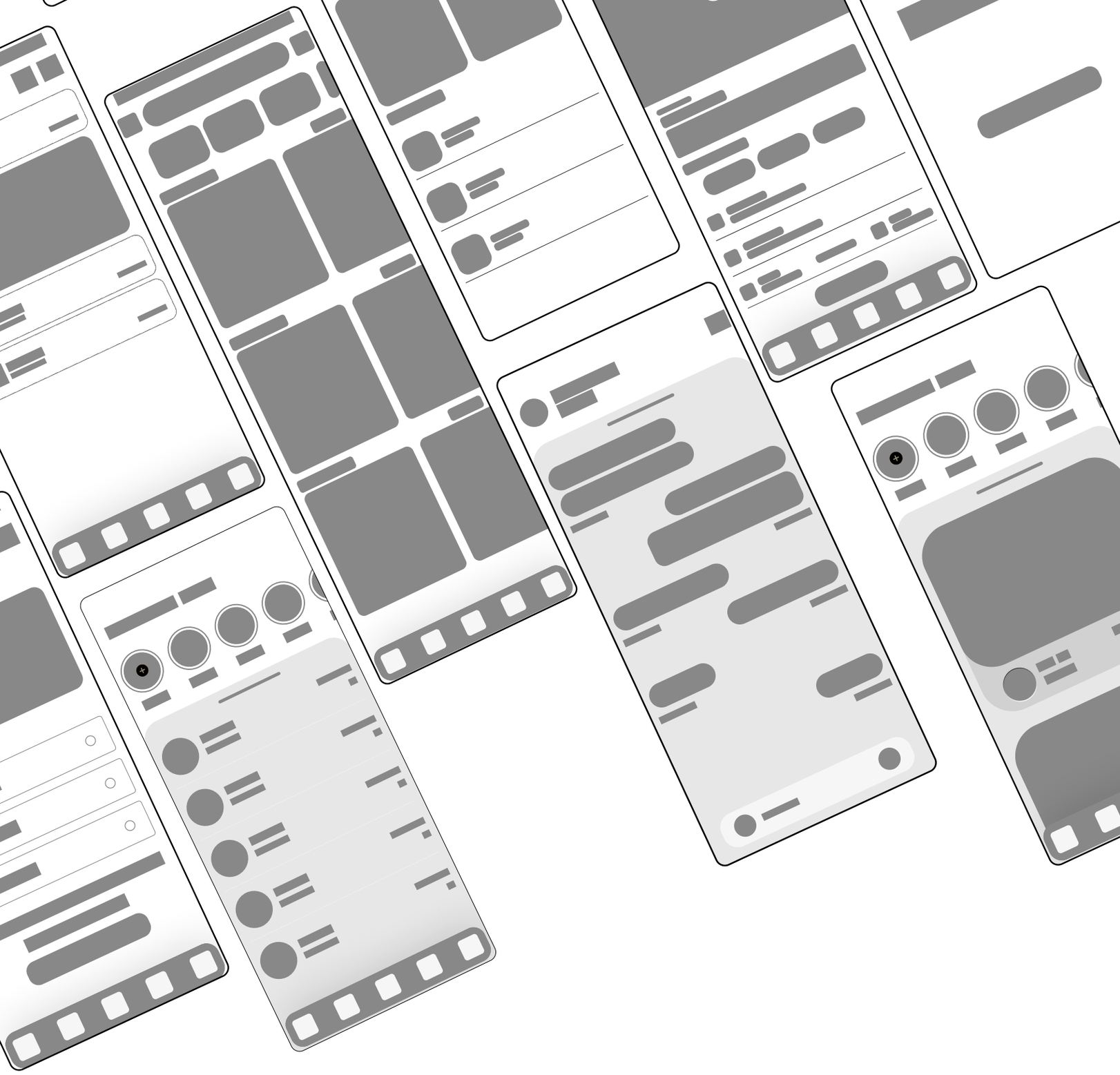


Information Architecture





Medium-fidelity Wireframes



Style Guide

Color Palette

Primary Color

#005a94

Shades

Grayscale

#6D6D6D

Shades

Typography

Aa

Font
Sarabun

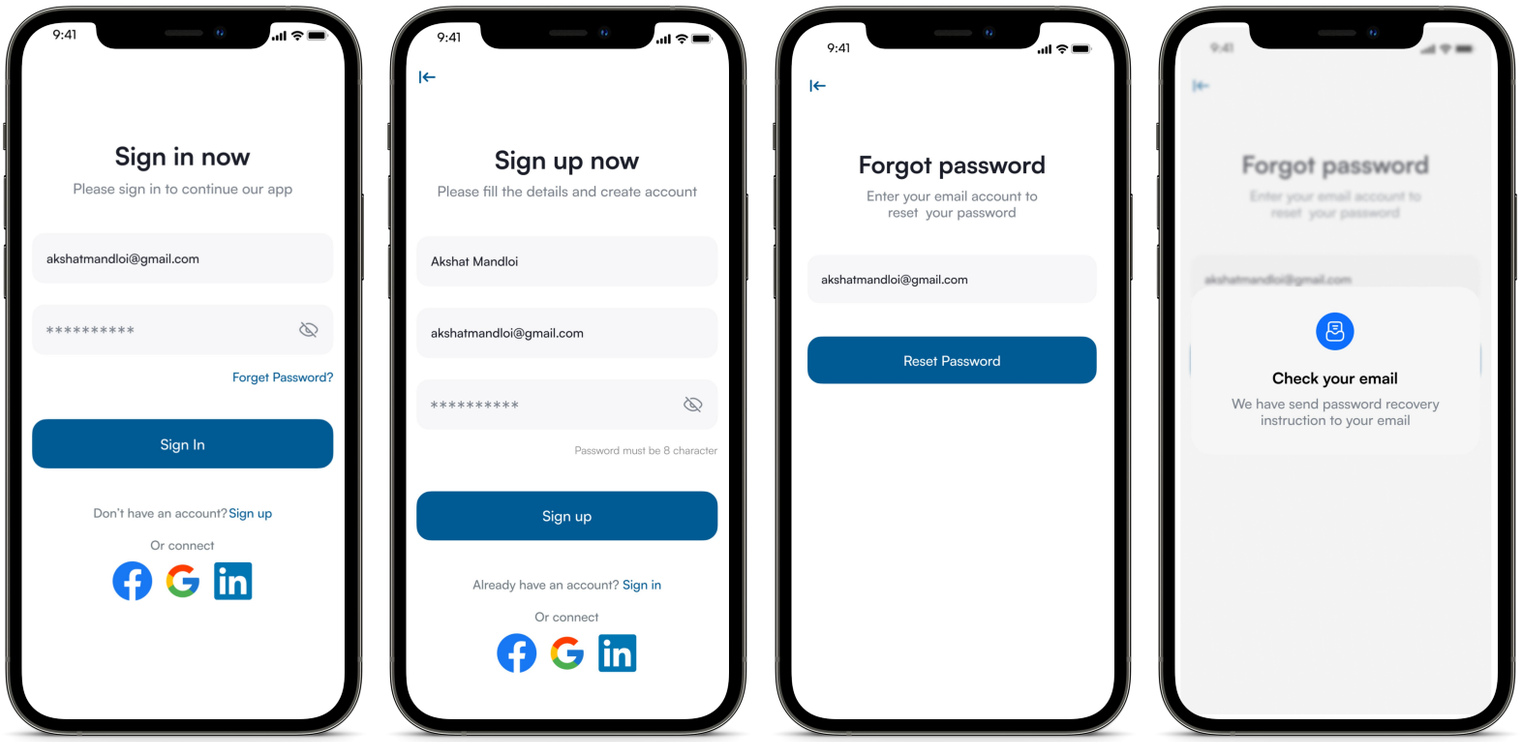
Aa Sarabun Bold	Aa Sarabun Semibold	Aa Sarabun Medium	Aa Sarabun Regular

Name	Font Size	Line Height
Heading 1	**24 px**	**36 px**
Heading 2	**20 px**	**28 px**
Body - Large	18 px	24 px
Body - Regular	16 px	24 px
Body - Small	14 px	22 px
Caption	12 px	16 px
BUTTON	16 px	24 px

Iconography

High Fidelity Screen

explore ease
Skip
Life is short and the world is wide
At Friends tours and travel, we customize reliable and trutworthy educational tours to destinations all over the world
Get Started
Skip
It's a big world out there go explore
To get the best of your adventure you just need to leave and go where you like. we are waiting for you
Next
Skip
People don't take trips, trips take people
To get the best of your adventure you just need to leave and go where you like. we are waiting for you
Next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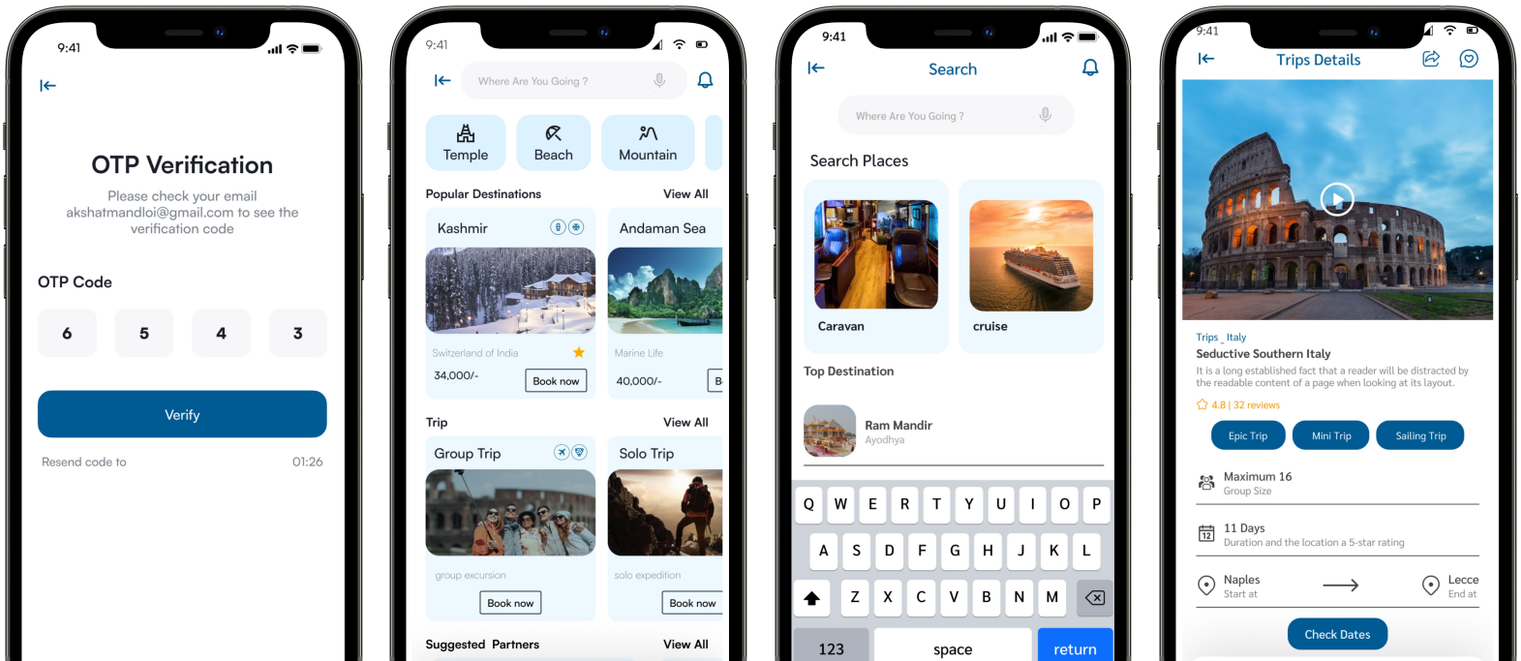
Sign in now
Please sign in to continue our app
akshatmandloi@gmail.com
****
Forget Password?
Sign In
Don't have an account? Sign up
Or connect
9:41
Sign up now
Please fill the details and create account
Akshat Mandloi
akshatmandloi@gmail.com
****
Password must be 8 character
Sign up
Already have an account? Sign in
Or connect
9:41
Forgot password
Enter your email account to reset your password
akshatmandloi@gmail.com
Reset Password
Forgot password
Check your email
We have send password recovery instruction to your email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OTP Verification
Please check your email akshatmandloi@gmail.com to see the verification code
OTP Code
6
5
4
3
Verify
Resend code to
01:26
9:41
Where Are You Going ?
Temple
Beach
Mountain
Popular Destinations
View All
Kashmir
Andaman Sea
Switzerland of India
34,000/-
Book now
Marine Life
40,000/-
Trip
View All
Group Trip
Solo Trip
group excursion
Book now
solo expedition
Book now
Suggested Partners
View All
9:41
Search
Where Are You Going ?
Search Places
Caravan
cruise
Top Destination
Ram Mandir
Ayodhya
Q W E R T Y U I O P
A S D F G H J K L
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123
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return
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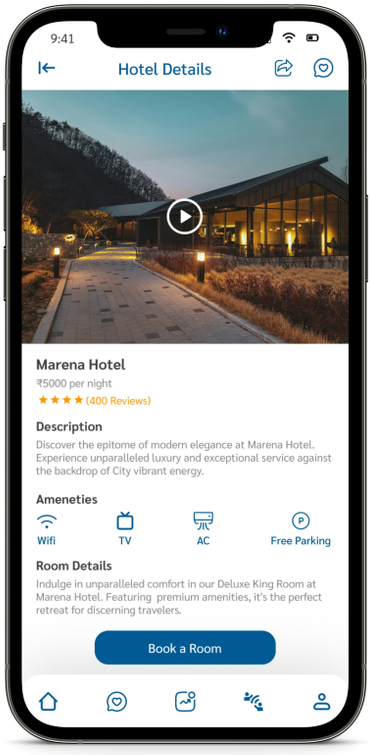
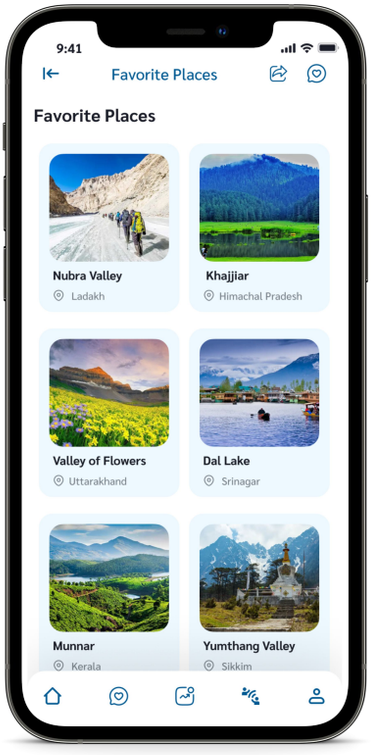
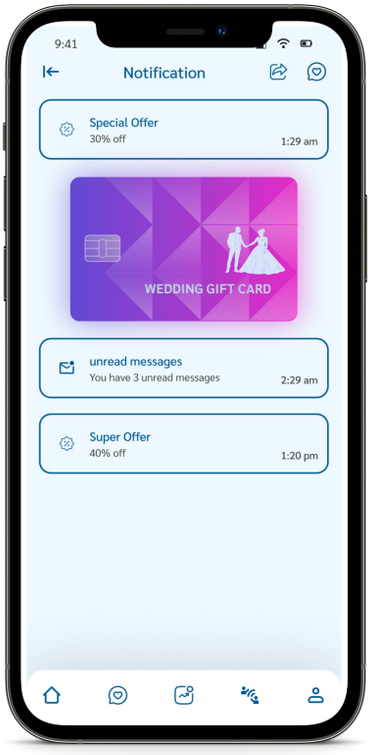
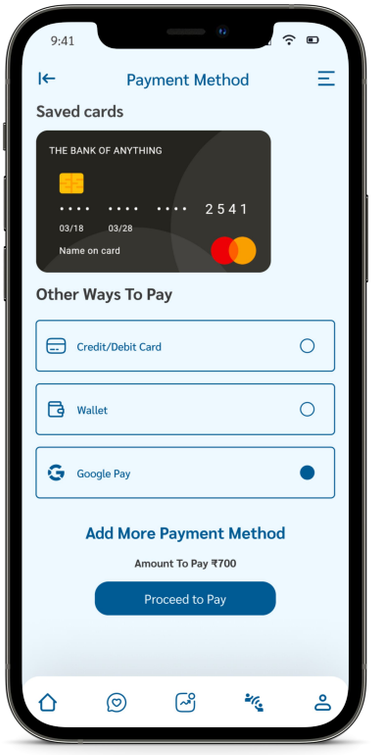
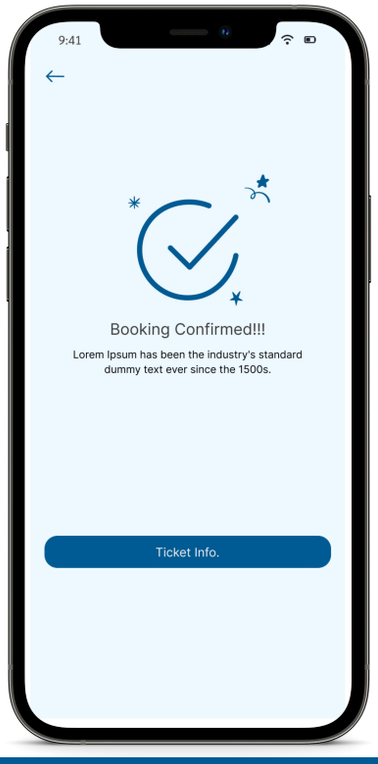
Trips Details
Trips _ Italy
Seductive Southern Italy
It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.
4.8 | 32 reviews
Epic Trip
Mini Trip
Sailing Trip
Maximum 16
Group Size
11 Days
Duration and the location a 5-star rating
Naples
Start at
Lecce
End at
Check Dates

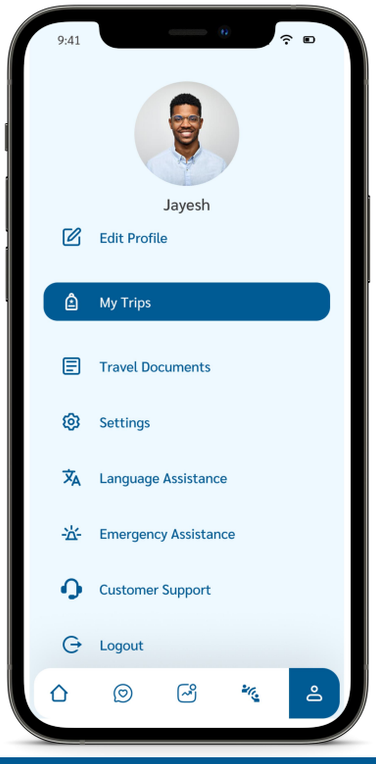


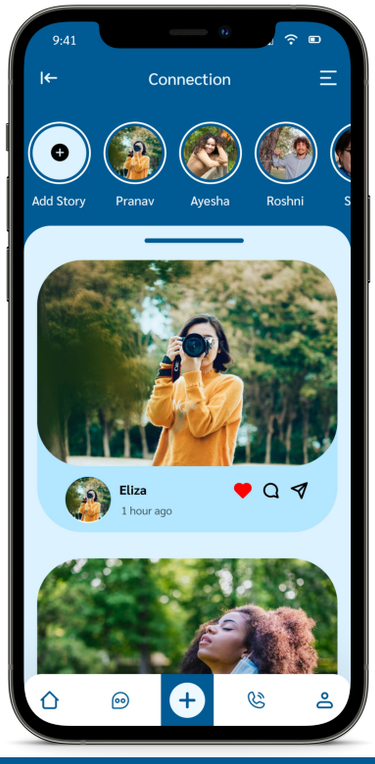


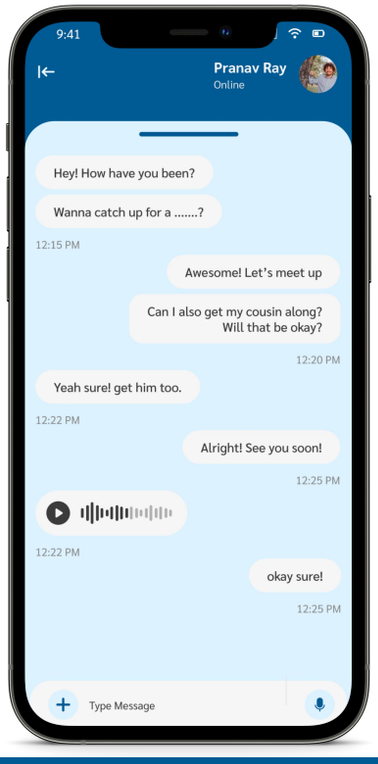












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