



PROBLEM

If you are new to a place it's always been difficult to find best options for sightseeing, shopping, restaurants, culture, nightlife and other attractions to explore.

There are so many frequent travellers, tourist and sales people who need a simple and visually appealing solutions which discovers these things for them.



SOLUTION

To provide where they can get best options for sightseeing, shopping, restaurants, culture, nightlife and other attractions to explore near them.

PLATFORM

- Mobile App is a need in nowadays need for business, looking at our problem statement best solution will be to have a mobile app. As a traveller it would be lot more easy to discover and navigate place through mobile than web.

Other Factors

Mobile first design approach, Number of users, Ease of use, Delivery speed

PROCESS

Define the Problem

You can't find a solution until you have a clear idea of what the problem is

Collect Information

Collect sketches, take photographs and gather data to start giving you inspiration

Brainstorm and Analyze Ideas

Begin to sketch, make and study so you can start to understand how all the data and information you've collected may impact your design

Develop Solutions

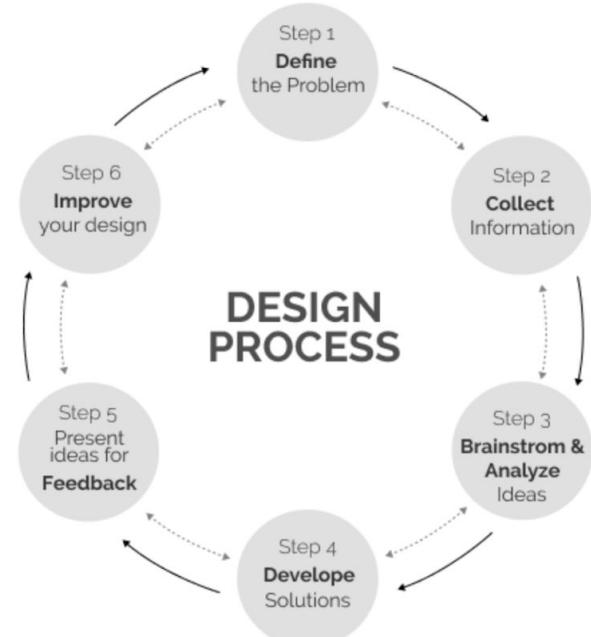
Take your preliminary ideas and form multiple small-scale design solutions

Gather Feedback

Present your ideas to as many people as possible: friends, teachers, professionals and any others you trust to give insightful comments

Improve

Reflect on all of your feedback and decide if or to what extent it should be incorporated. It is often helpful to take solutions back through the Design Process to refine and clarify them



PERSONAS

Created a provisional persona of a potential App user based on online research and my understanding of people who I knew that will use this App. This persona was created with assumptions and not fully research-based but it was something that I came back to throughout my project to guide my design decisions and priorities.



Sarvesh Joshi

Bio
Sarvesh is a Sales executive who travels 4-8 times each month for work. He has a specific region in which he travels.

User Story
Sarvesh wants best Stores and Hotels near him in a new city.

Age: 42
Work: Sales Manager
Status: Married
Location: India
Type: Frequent Traveller

Organized Practical
Protective Savvy

Goals
To spend less time on discovering Stores and Hotels
To narrow his options quickly

Frustrations
Too much time spent discovering - he's busy!
Too many websites visited per trip

Motivations
Price
Comfort
Convenience
Speed
Loyalty/Miles
Brands

"I'm looking for an app that will simplify the discovering best gifts and food items near me."



Rakesh bajaj

Bio
Rakesh is a Travel Blogger who travels 6-9 times each month for work. He travels all over the world.

User Story
Rakesh wants a simple and easy way of discovering best Events and attraction in a new city.

Age: 29
Work: Travel Blogger
Status: Single
Location: India
Type: Frequent Traveller

Organized Practical
Impulsive Confident

Goals
To narrow his options quickly
To spend less time on discovering Events near him

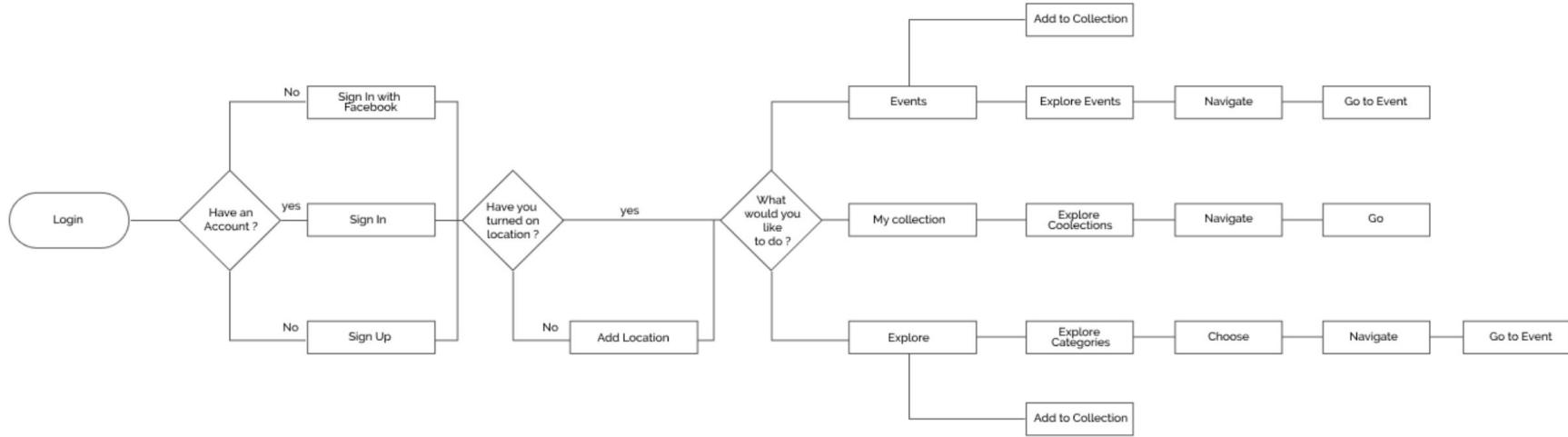
Frustrations
Not terribly tech savvy - doesn't like the process.
Too much time spent discovering - he's busy!

Motivations
Price
Comfort
Convenience
Speed
Loyalty/Miles
Brands

"I'm looking for an app that can Book a concert happening near me."

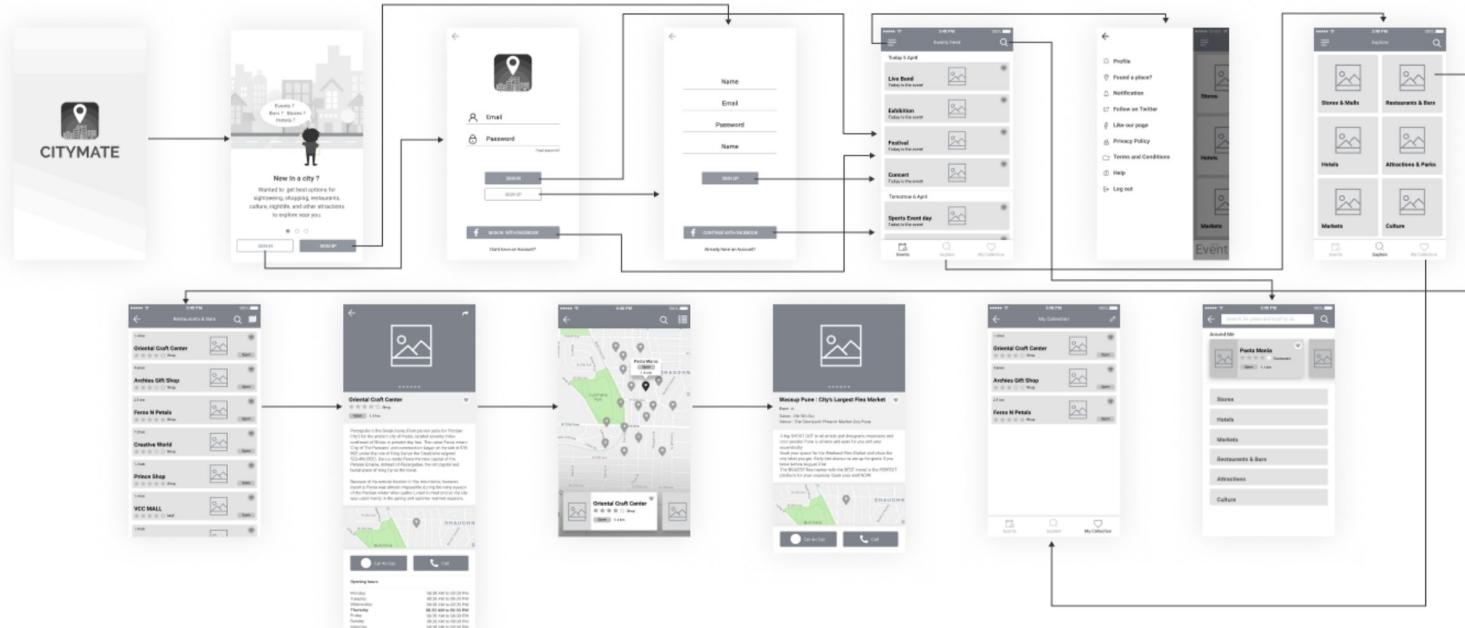
USER FLOWS

The best way to capture user flow is with a diagram. One reason why you need a user flow diagram is that it helps you to figure out how people interact with your site when they need to complete an action. A user flow diagram offers a lot more benefits. Diagramming user flow will help you spot potential problems and areas for improvement so you can operate more effectively online.



WIREFRAMES

The role of wireframes is to create a foundation for me to start from and to set a direction for the design. Wireframes also allows me to quickly test my overall design strategy without getting bogged down in the details of a visual design. A limited number of visual elements enable the team to focus solely decisions before diving into the details. By looking at a wireframe, we can have a good idea of what screens an app or website will have.



VISUAL DESIGN MOCKS

Event Page



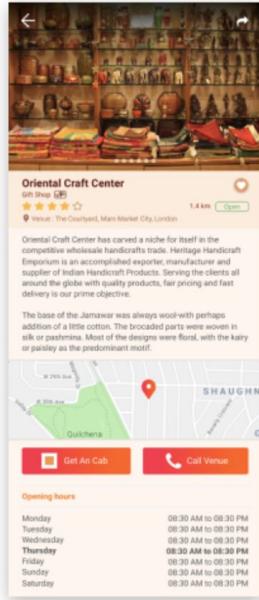
Explore Page



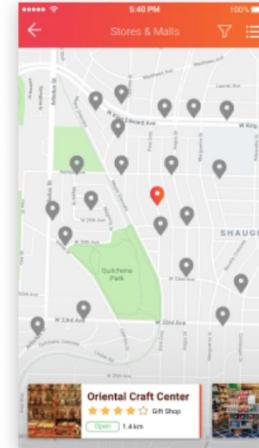
Category Feed Page



Venue Page

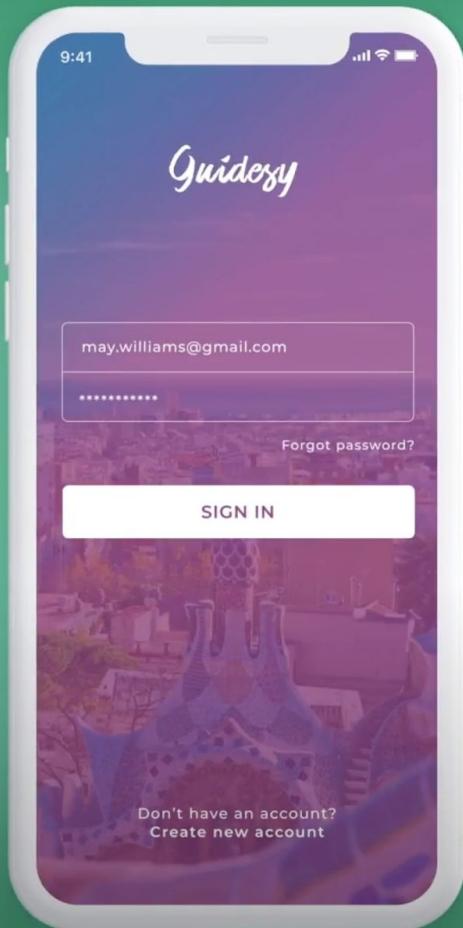


Venue Map Page



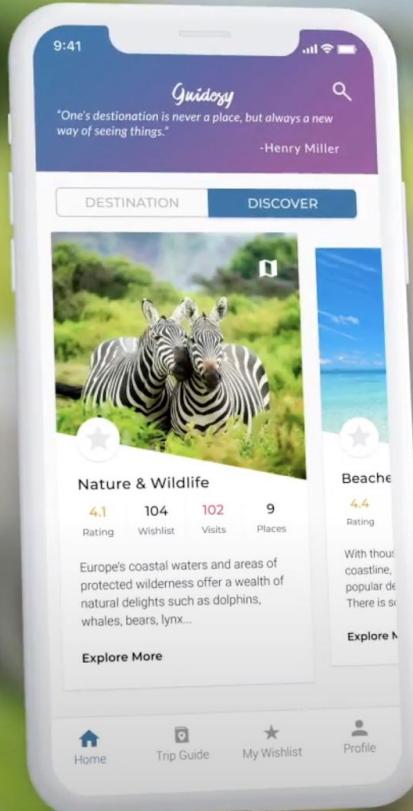
A blurry, out-of-focus image of a desert landscape. In the foreground, there are large, undulating sand dunes with a light beige or tan color. The background is a clear, vibrant blue sky. The overall image has a soft, dreamlike quality due to the lack of sharp focus.

Guides













Paris it is

Paris

1/3 Days

Partly Cloudy

9:30 Eiffel Tower

The Eiffel Tower is a wrought iron lattice tower on the Champ de Mars in Paris, France...

11:00 The Louvre

The Louvre Palace is a former royal palace located on the Right Bank of the Seine in Paris...

15:30 Notre-Dame de Paris

Notre-Dame de Paris, also known as Notre-Dame Cathedral or simply Notre-Dame, is a...

18:30 Arc de Triomphe

The Arc de Triomphe de l'Étoile is one of the most famous monuments in Paris standing...

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Trip Guide

My Wishlist

Profile

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THANKS