

# UX Design Presentation

Travel companion app



**Ashi Jain**

14th March 2025

UX design presentation

# Problem Statement -

Traveler's struggle with fragmented booking and management systems across flights, hotels, and transportation, making trip planning stressful. How might we create an all-in-one travel app that integrates everything under one roof, providing seamless booking, real-time updates, and proactive assistance?



# Overview

The goal of this UX challenge is to design an ultimate travel companion application that simplifies the travel experience by integrating flights, hotels, transportation, and real-time assistance under one platform. Travelers often face challenges managing multiple bookings, dealing with last-minute disruptions, and navigating fragmented systems across different apps.

This project aims to address two major pain points by ensuring a seamless and hassle-free journey through features like centralized trip management, real-time notifications, and proactive travel assistance. The approach involves researching user pain points, mapping the travel journey, designing an intuitive interface, and prototyping key screens—all within a two-day timeframe.

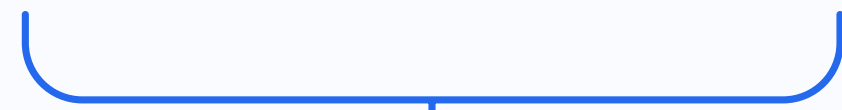
## Process followed

- 1 Research -  
Secondary - Desk Research and competitive analysis  
Primary - Survey
- 2 Analysis of research data and gather findings
- 3 User Pain points
- 4 Proto Personas
- 5 User Journey Mapping

- 6 Ideation and brainstorming
- 7 User Flow
- 8 Low-Fi designs / wireframes
- 9 Hi-Fidelity Designs

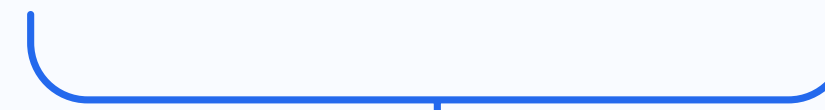
# Stage 1 - Research

## Secondary research



Desk Research  
Competitive Analysis

## Primary research



Survey

# Secondary Research

Referred to the below websites/blogs to research about the travel industry, user expectations during travel and digital touch points -

<https://www.linkedin.com/pulse/tourism-touchpoints-enhancing-visitor-experiences-travel-edgar-cuevas-sbgme/>

<https://www.usertesting.com/blog/digital-experience-travel-hospitality>

<https://bemorewithless.com/simplify-travel/>

<https://tripmore.in/how-to-simplify-your-travel-experience/>

<https://www.worldpackers.com/articles/how-to-get-the-most-out-of-your-travel-experiences>

<https://www.software.travel/blog/automation/digital-transformation-in-travel-and-tourism/>

<https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-the-future-of-travel>

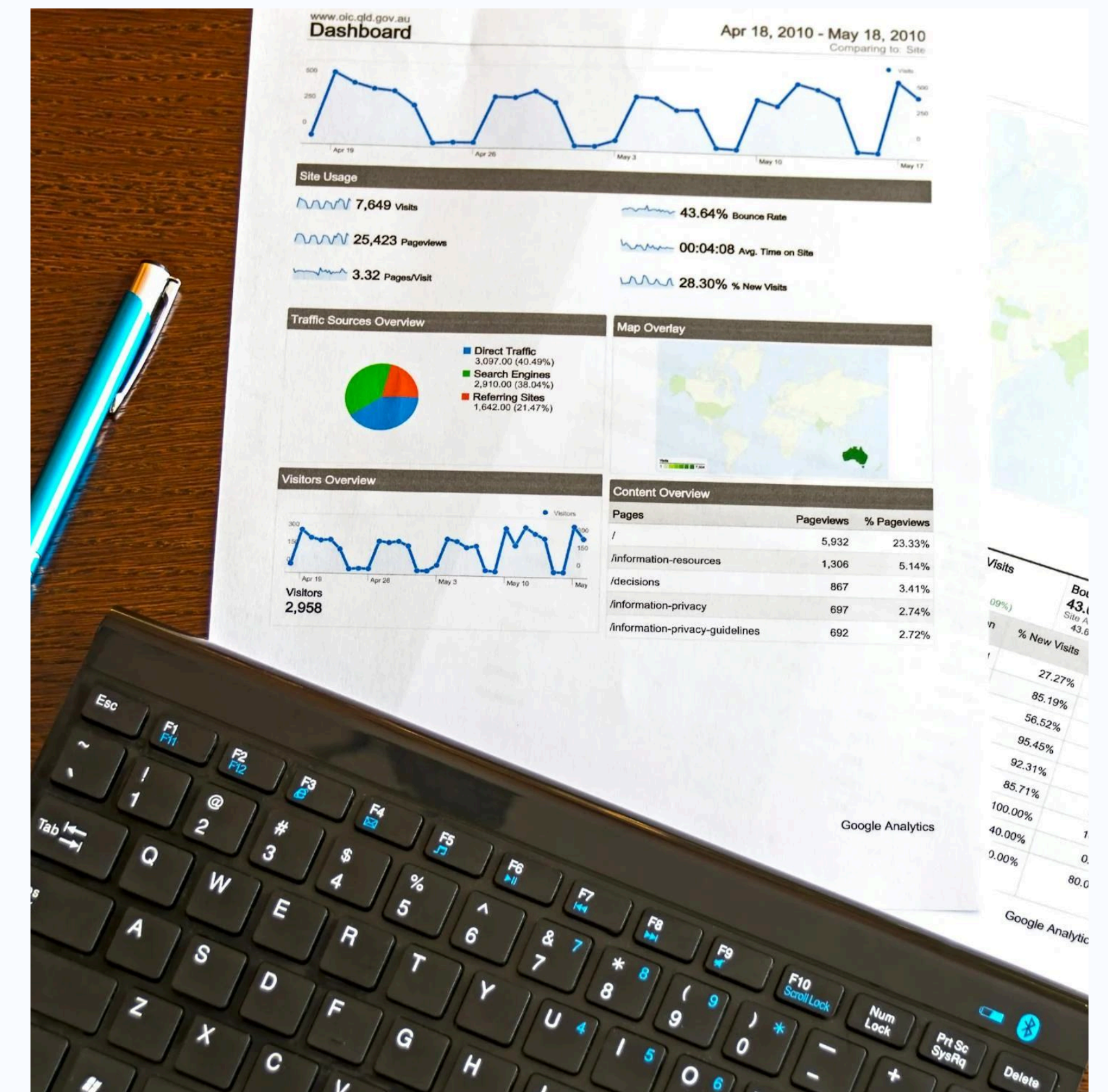
<https://www.iata.org/en/publications/newsletters/iata-knowledge-hub/the-rise-of-the-digital-traveler/>



# Secondary Research - What did we learn?

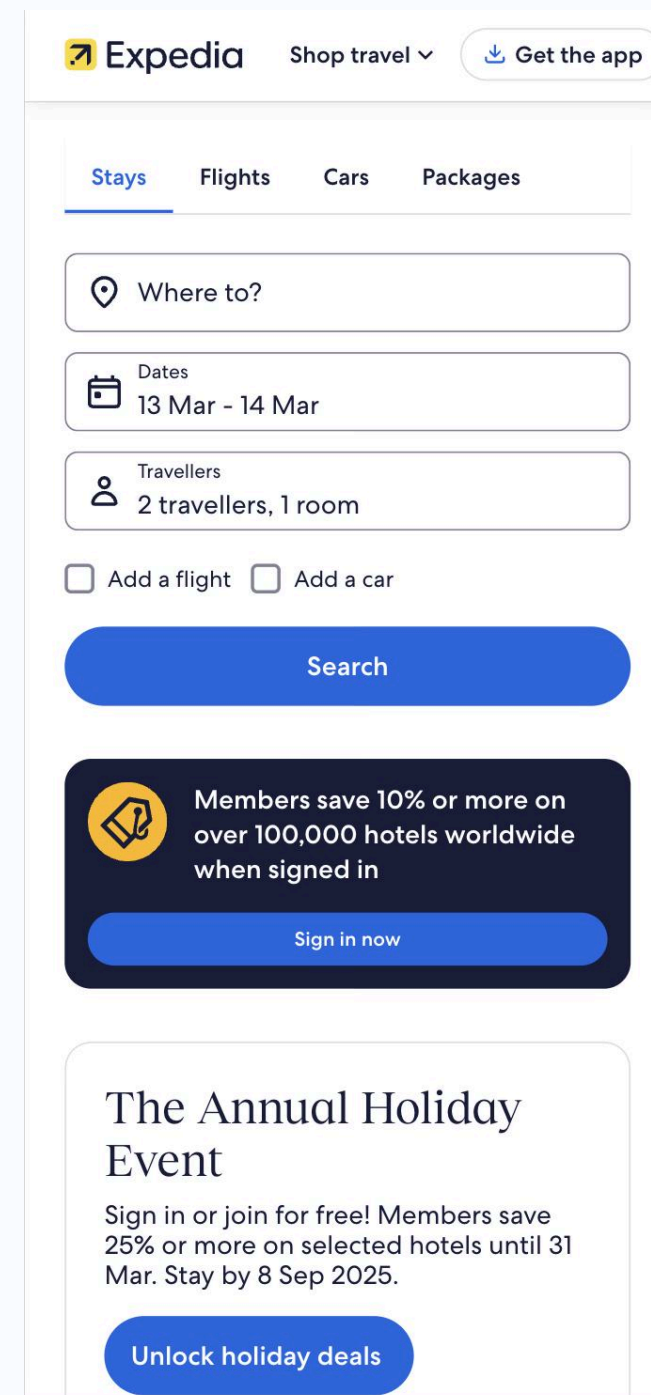
## Insights and findings

- 1. IoT & Smart Tourism:** Cloud computing, smartphone connection, and real-time updates improve passenger convenience.
- 2. Biometric and Contactless Travel:** Digital passports and facial recognition expedite border clearance and check-ins.
- 3. Smooth Multi-Booking Platforms:** By combining lodging, transportation, and flights into a single app, friction is decreased.
- 4. Customised Experience Discovery:** Interest-based travel is increasingly a major emphasis of travel apps (e.g., adventure, food, culture).
- 5. AI-Powered Personalisation:** AI-powered solutions aid travellers with itinerary optimisation, trip planning, and rebooking.



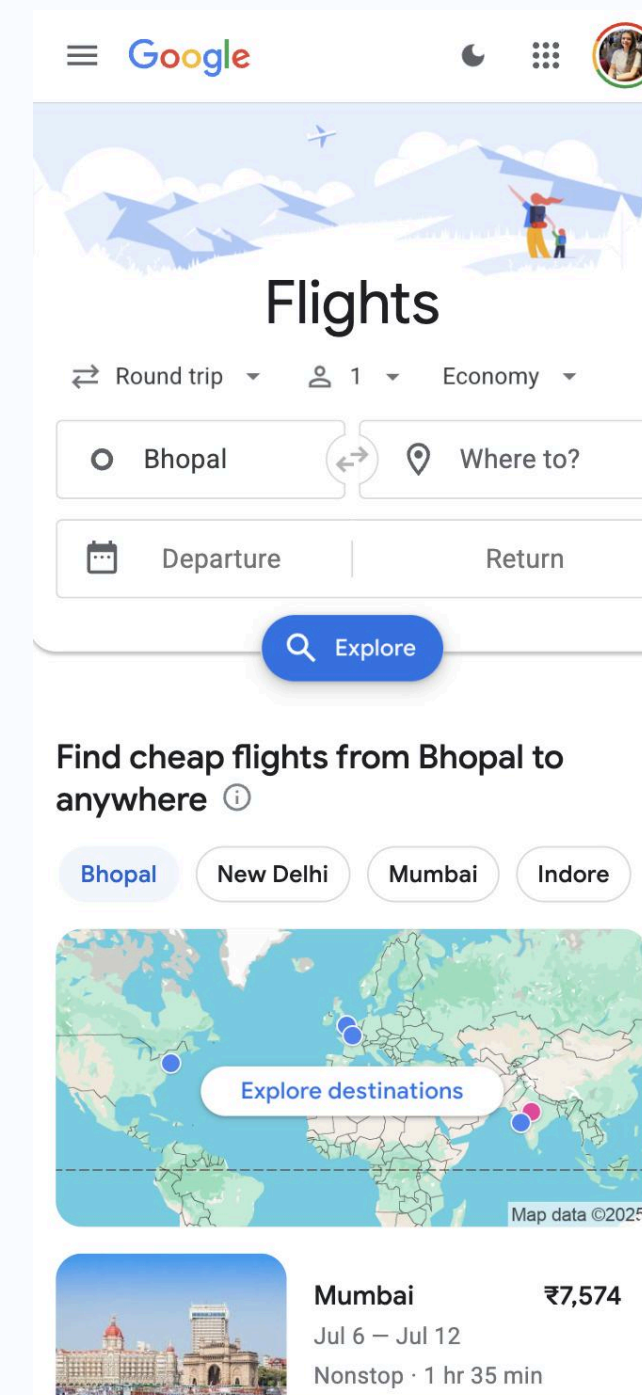
# Competitive Analysis

## Expedia



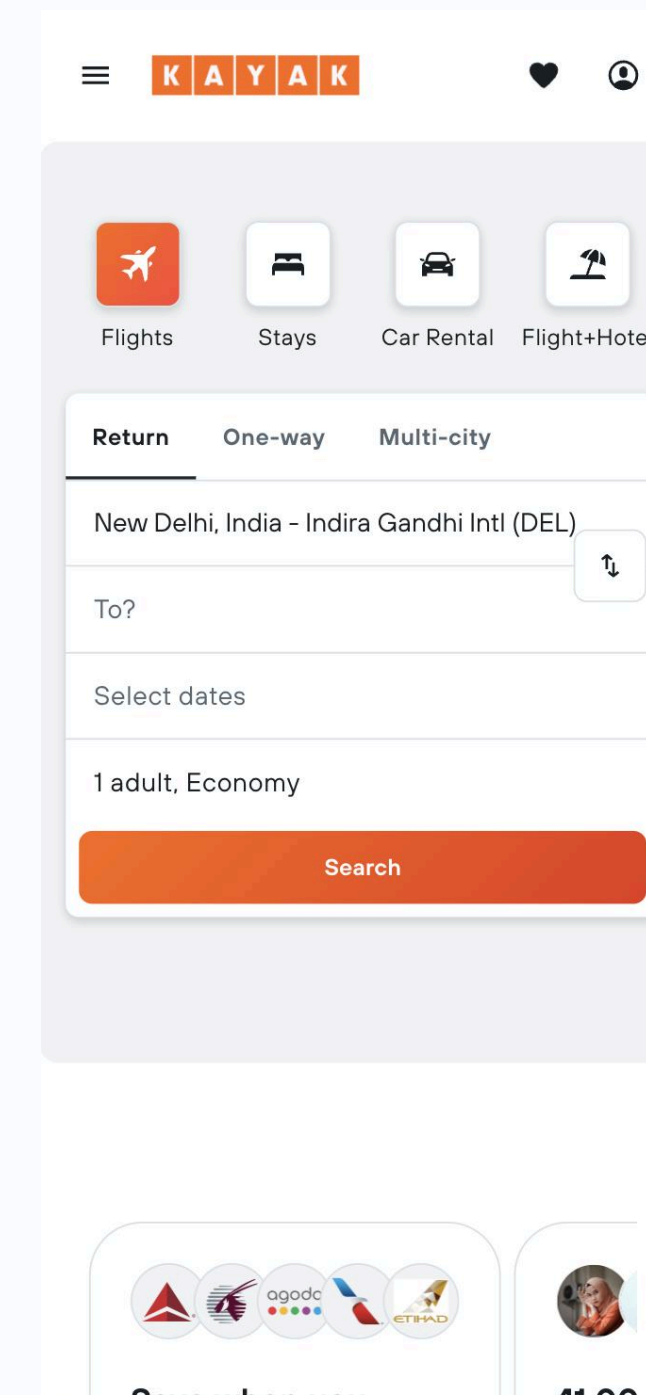
- Book flights, hotels, vacation packages, and car rental
- Bundled booking discounts for savings
- Loyalty rewards & price alerts
- AI-based virtual travel assistance

## Google Travel



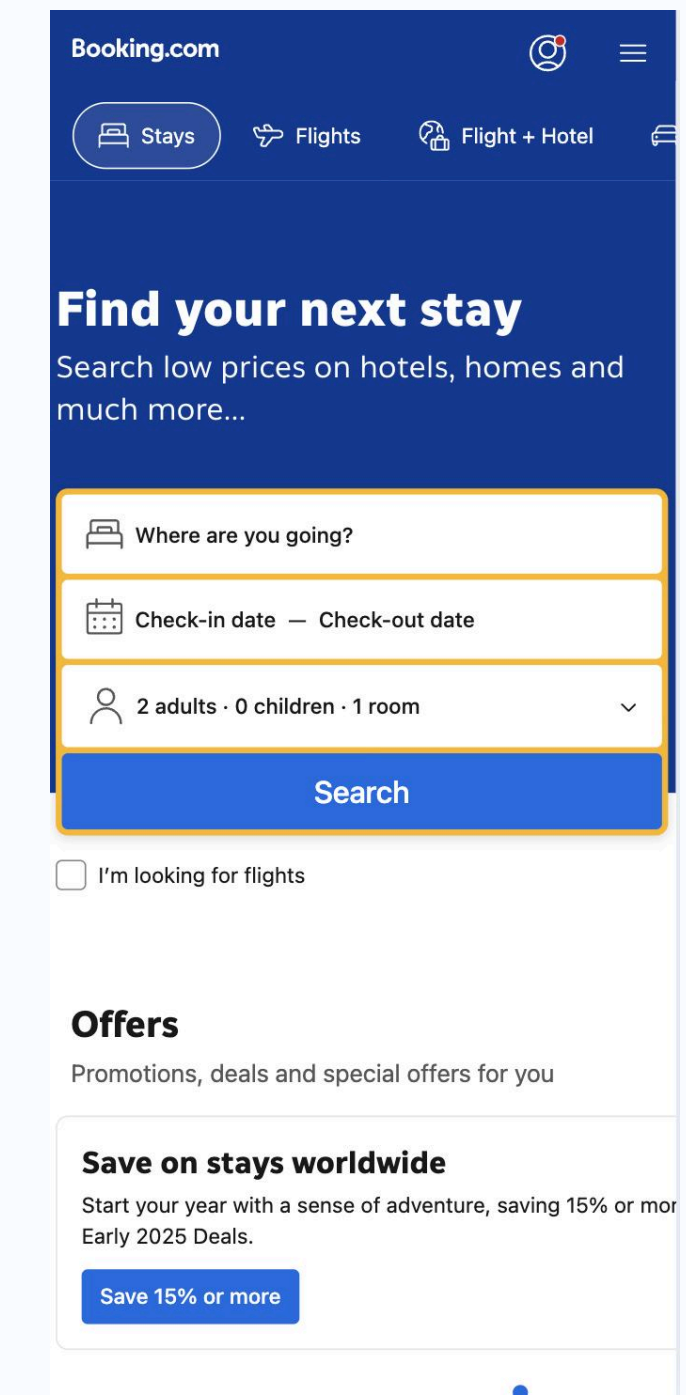
- Auto-organizes itineraries from Gmail
- AI-powered trip recommendations
- Price tracking for flights & hotels
- Integrated with Google Maps for local suggestions

## Kayak



- Compares prices across travel sites
- Flexible date search for best deals
- Price forecasting for flights
- Exclusive private deals for members

## Booking.com



- Largest hotel inventory worldwide
- Flexible cancellation policies
- Loyalty perks with Genius program
- 24/7 multilingual customer support

# Primary Research - Survey

To better understand user needs and pain points in travel planning and management, I conducted a survey targeting frequent traveler. The goal was to identify key challenges and preferences regarding flight, hotel, and transportation bookings, as well as real-time travel assistance.

The survey gathered insights on booking frustrations, luggage tracking, itinerary management, and digital touchpoint traveler rely on. The findings will help shape the development of an all-in-one travel companion app, ensuring a seamless and hassle-free experience for users.

**A total of 23 people participated in the survey**

And below is the link to the survey -

<https://forms.gle/jMsgnq5AcNnVaWj37>

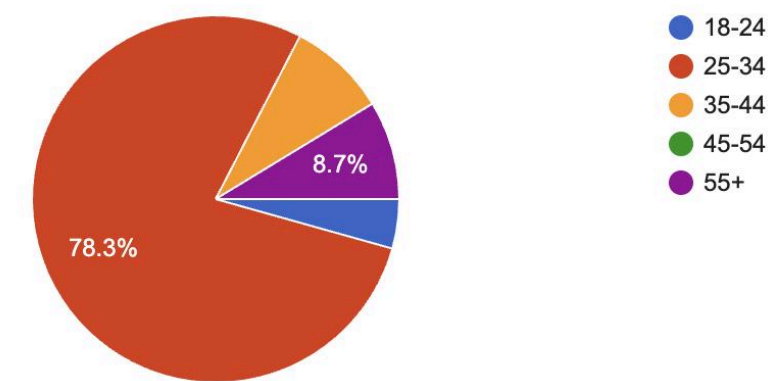


# This is what was found -

1. What is your age group?

[Copy chart](#)

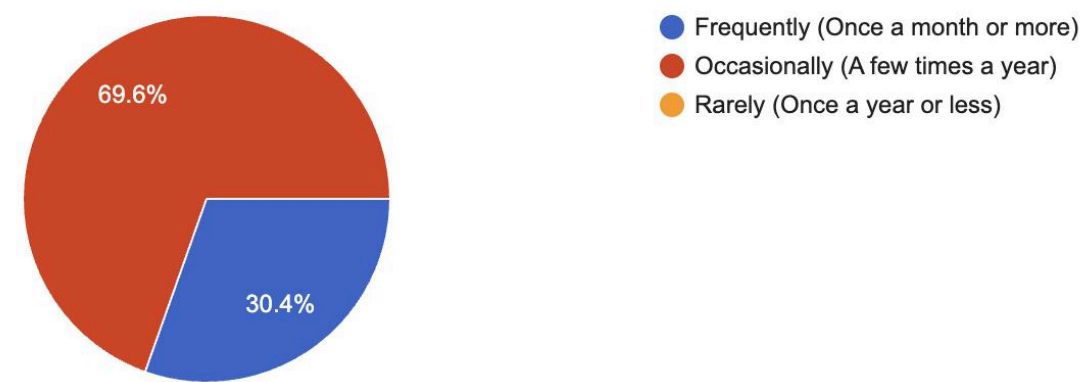
23 responses



2. How often do you travel?

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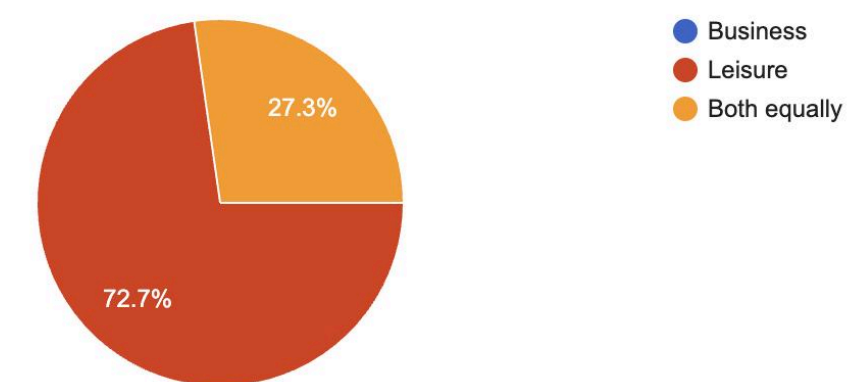
23 responses



3. Which type of travel do you do most?

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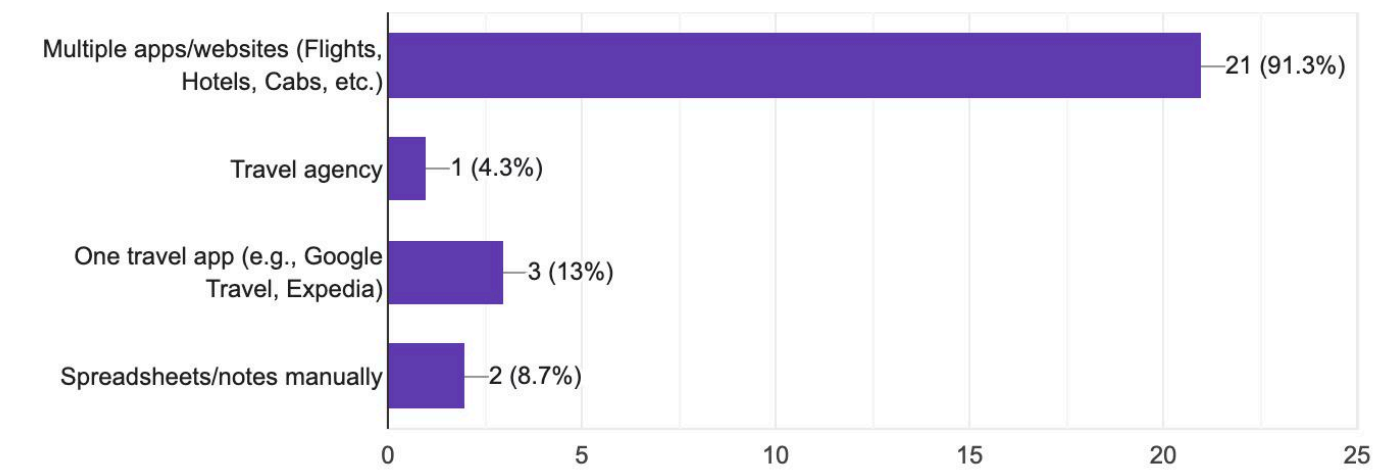
22 responses



4. How do you currently manage your travel bookings?

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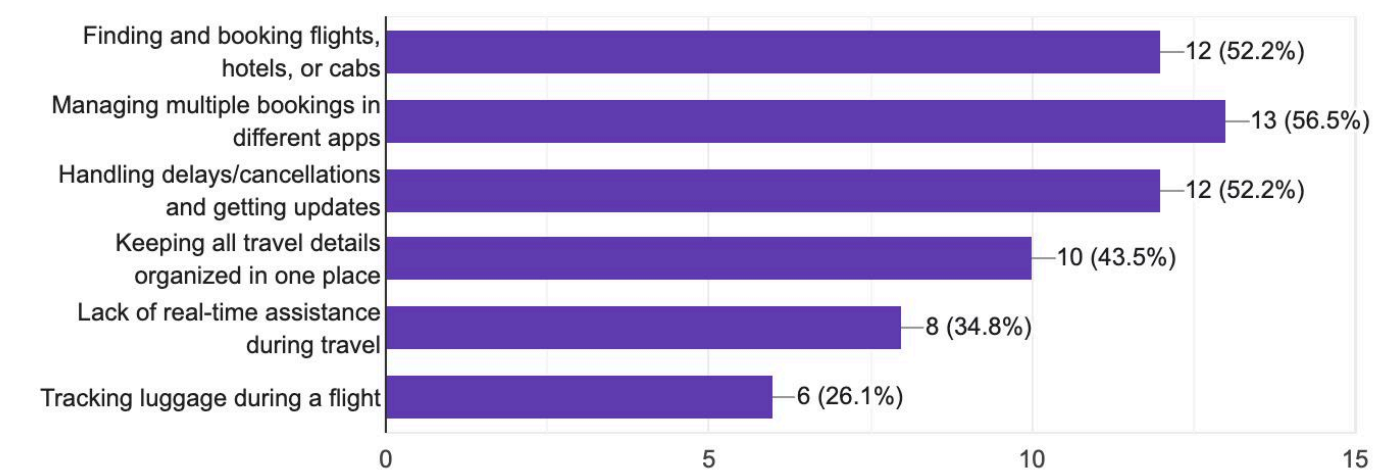
23 responses



5. What is the most frustrating part of planning or managing a trip?

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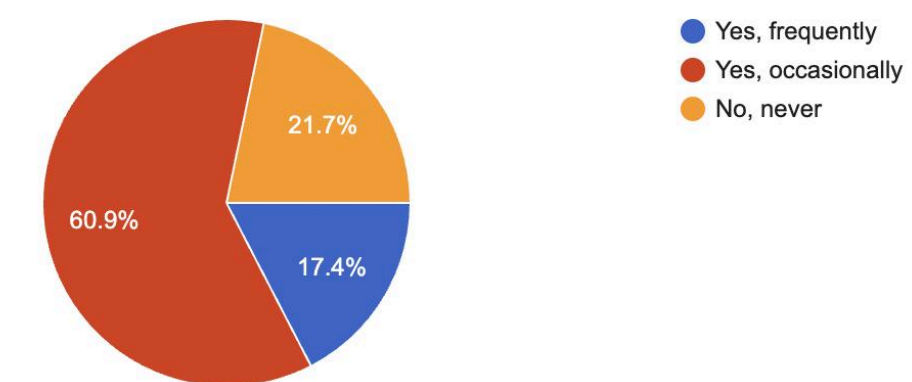
23 responses



6. Have you ever faced a last-minute travel disruption (flight delay, hotel issue, cab cancellation)?

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23 responses

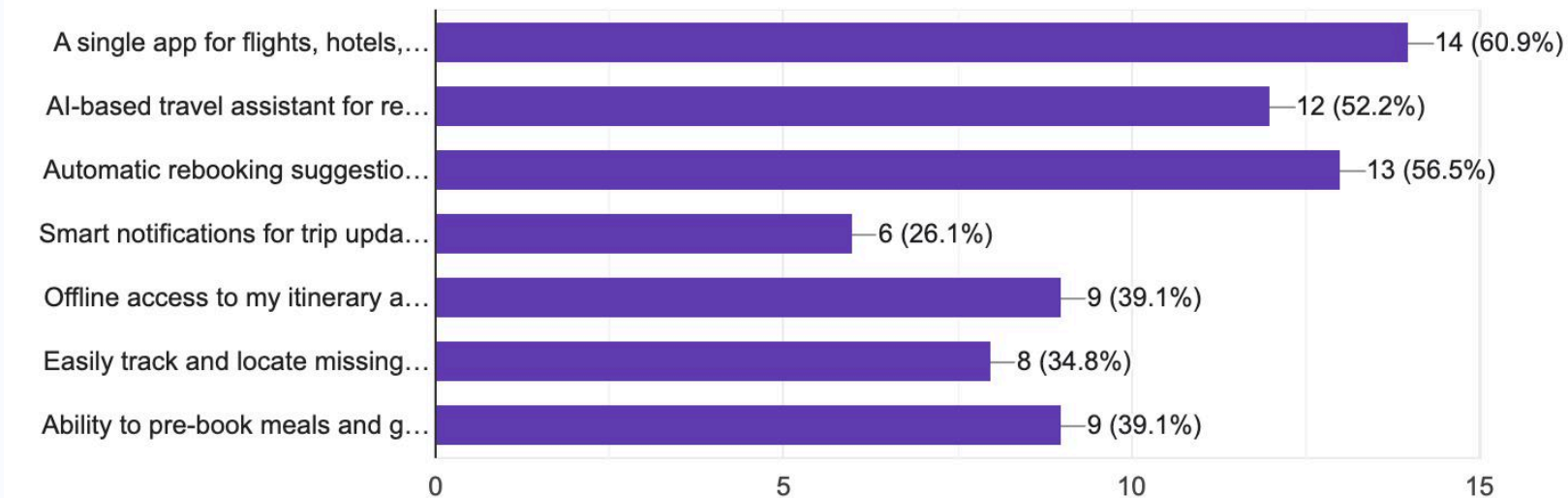


# This is what was found -

## 7. What would help reduce travel stress the most?

23 responses

 Copy chart



## 8. If you could have one feature in a travel app that would make your journey hassle-free, what would it be?

15 responses

Help with canceled or delayed flight without calling customer care

Something where I can just enter my budget, travel preferences, and the app gives me an inclusive complete package with meals, flights, stay, transfers, sightseeing, within my budget

All things in one app

All booking under one system, FastTrack the process of traveling

NA

Calendar auto sync schedule with smart notifications

Reminders, easy of booking flights, hotels, cabs, clarity and communication

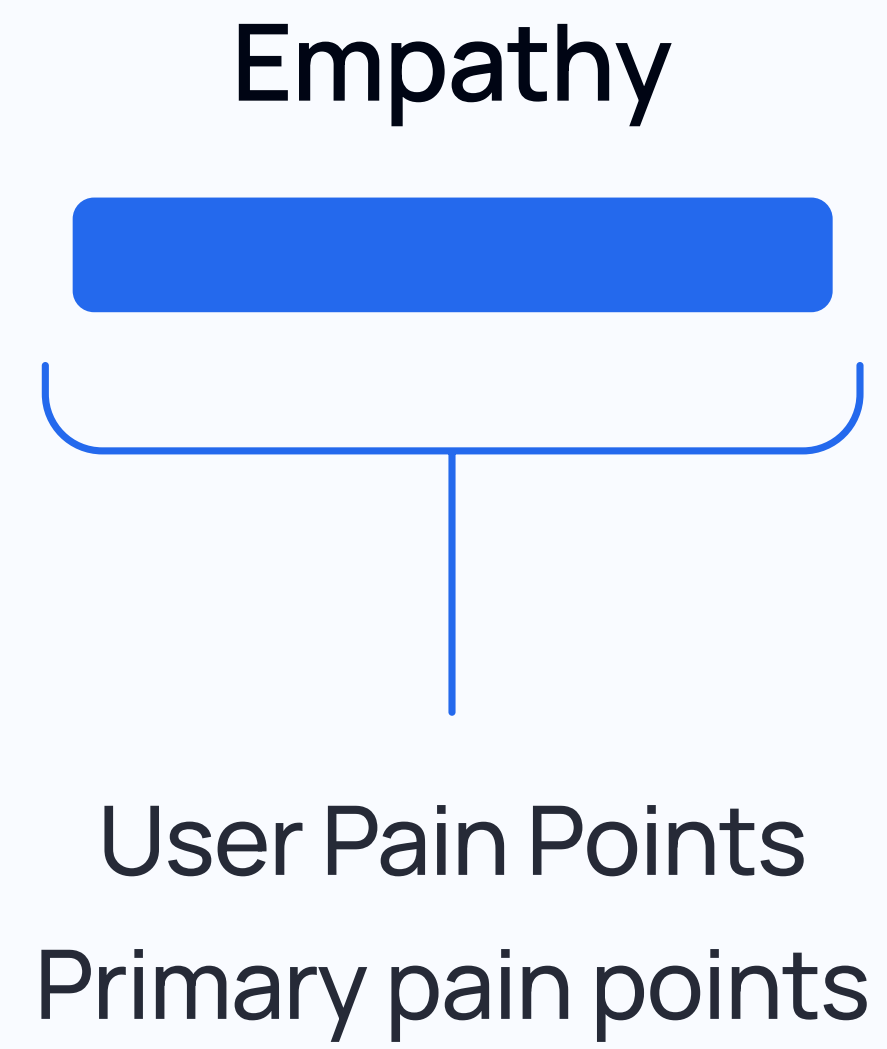
List of hotels and nearby restaurants and food joints and places to visit (Local)

Automatic tracking and scheduling of my tour plan.

## Key findings -

- Traveler Profile: Majority **aged 25-44**, traveling occasionally, mainly for leisure.
- Booking Habits: Most use **multiple apps/websites**, highlighting the need for a **unified platform**.
- Top Pain Points:
  - Managing bookings across different platforms.
  - Finding & booking flights, hotels, and cabs.
  - Lack of real-time assistance for disruptions.
- Travel Disruptions: Over **60% faced last-minute issues** (flight delays, cancellations, hotel problems).
- Desired Features:
  - **All-in-one app** for flights, hotels, and transport.
  - **AI assistant** for real-time support.
  - **Automated** rebooking & luggage tracking.

## Stage 2 - Empathy



# User Painpoints

- 1. Fragmented Booking Experience** – Users struggle with managing flights, hotels, and cabs across multiple apps.
- 2. Last-Minute Travel Disruptions** – Flight delays, cancellations, and hotel issues cause major inconvenience.
- 3. Lack of Real-Time Assistance** – No immediate support for unexpected changes or travel problems.
- 4. Difficulty Tracking Lost Luggage** – Users face challenges in locating missing baggage during flights.
- 5. Inefficient Rebooking Process** – Canceled or delayed flights / trains require manual intervention, causing stress.
- 6. Unclear Pricing & Hidden Costs** – Users find it hard to compare prices and often encounter hidden fees.
- 7. Navigation & Local Transport Issues** – Difficulty in finding reliable transport options at new destinations.
- 8. Complicated Itinerary Management** – No single place to store and access all trip details easily.



# Primary User Painpoints

1. **Fragmented Booking Experience** – Users struggle with managing flights, hotels, and cabs across multiple apps.

2. **Difficulty Tracking Lost Luggage** – Users face challenges in locating missing baggage during flights.

3. **Last-Minute Travel Disruptions and delays** – Flight/train delays, cancellations, and hotel issues cause major inconvenience.



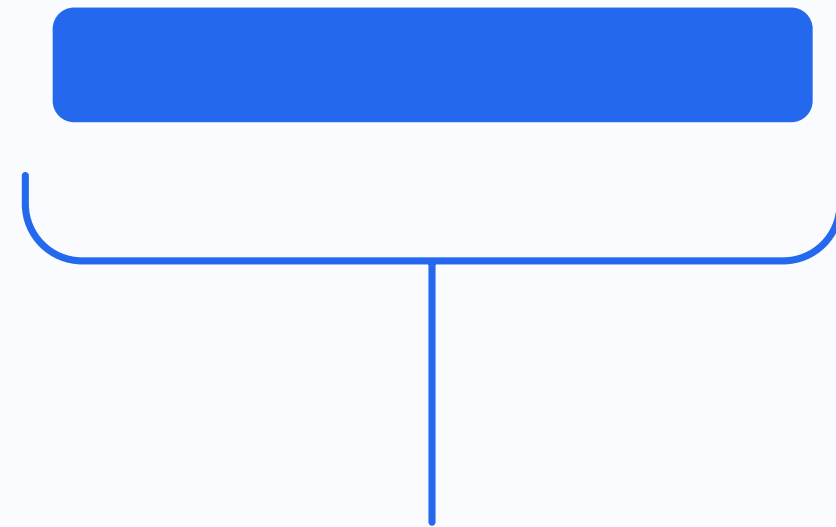
**Focusing on Journey centric user experience**

**and**

**Designing for larger experiences, not just moments**

## Stage 3- Define

Define



User Persona

Customer Journey Mapping

# Proto Persona

## Sarah Thompson



Age Group **25-34**  
Occupation **Project Manager**  
Location **Pune, India**  
Travel Frequency **5-7 trips per year**

## Bio

Sarah is a 30-year-old Project Manager From Pune, India who travels frequently for both business meetings and leisure trips. She enjoys exploring new destinations but finds the travel planning process overwhelming. Managing multiple bookings across different apps, dealing with flight delays, and struggling with last-minute changes often add stress to her trips.

Adventurous

Planner

Budget conscious

Organized

## Goals and Needs


Smooth Booking Experience: prefers to use a single app to book lodging, flights, and transportation.

- ✓ Real-time travel assistance: requires real-time updates and AI-powered assistance in the event of problems (like as cancellations or delays).
- ✓ Tracking Baggage: Looks for a mechanism to monitor checked-in luggage and receive alerts in the event that it is delayed or misplaced.
- ✓ Smart Itinerary Management: Favours an automated, orderly itinerary that has all reservations, bookings, and paperwork in a single app.
- ✓ Easy Rebooking: Anticipate a seamless procedure for hotel or flight adjustments without contacting customer support.
- ✓ Pre made Itinerary: suggestions based on past travel and preferences.

## Pain Points

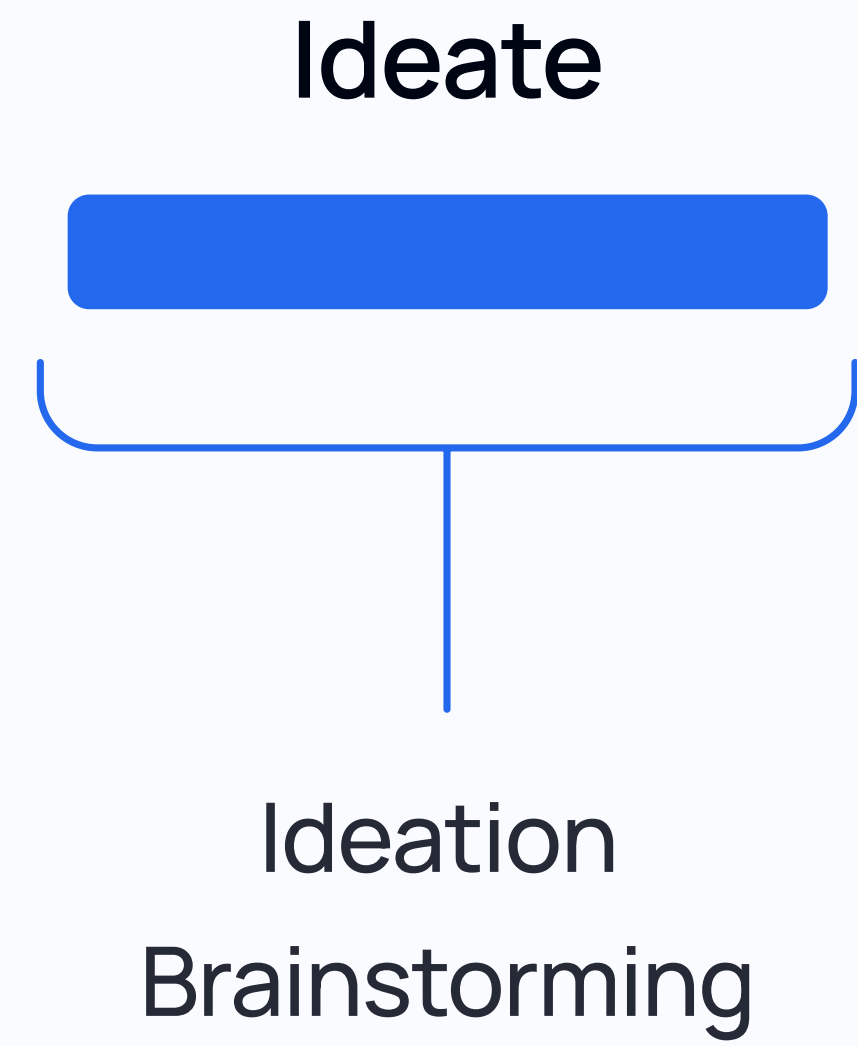
- ✗ Managing Multiple Travel Apps: It can be time-consuming and frustrating to book and manage travel across multiple platforms.
- ✗ Unpredictable Disruptions: Stress is caused by last-minute hotel changes, taxi cancellations, and flight delays.
- ✗ Absence of Immediate Support: It takes a long time and is ineffective to get assistance when there are unforeseen problems (such as misplaced luggage or rebooking).
- ✗ Hidden Costs & Price Confusion: Challenges with abrupt price adjustments and ambiguous fee schedules in reservation apps.

# Customer Journey Mapping

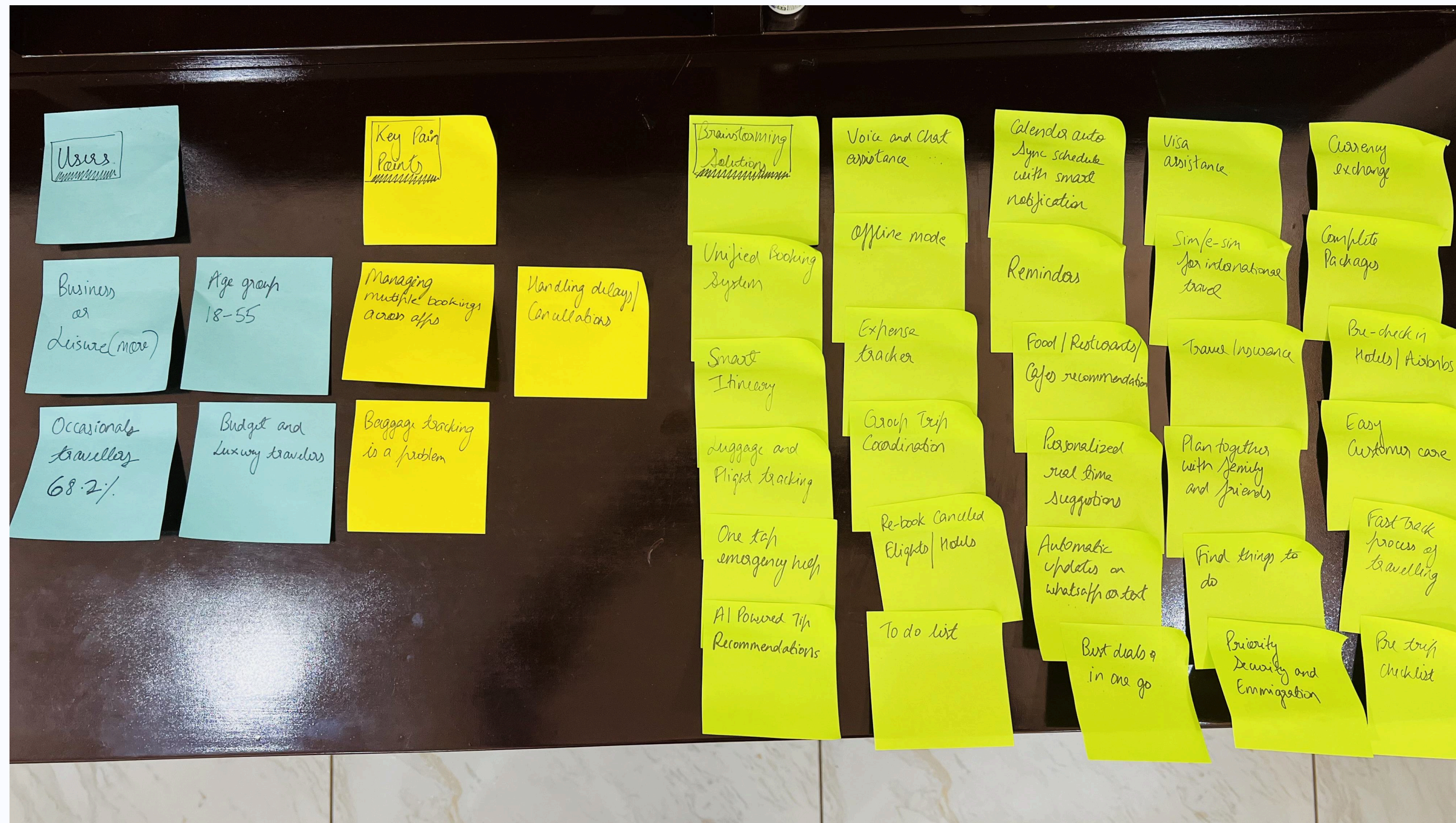
| Customer Journey Map (Based on Persona) |  |   |  |  |  |   |   |   |  |
|---|--|---|--|--|--|---|---|---|--|
|   |  <p><b>Sarah Thompson</b><br/>           Age Group: 25-34<br/>           Occupation: Project Manager<br/>           Location: Pune, India<br/>           Travel Frequency: 5-7 trips per year</p>     |   |  |  |  |   |   |   |  |
| Phase                                   | Planning and Research  | Booking and confirmation  | Pre travel preparation   | Airport experience   | Flight experience  | Arrival   | Reaching Hotel  | During the trip   | Return and post trip   |
| User Actions                            | <ul style="list-style-type: none"> <li>- Uses several applications to look for travel, lodging, and flights.</li> <li>-Have to juggle between different platforms to research</li> <li>-Comparing prices and checks availability</li> <li>-Reads some relevant reviews</li> </ul>        | <ul style="list-style-type: none"> <li>- Make separate reservations for hotels, flights, and airport transportation.</li> <li>- Gets emails of confirmation from various services.</li> <li>- Trip information is manually added to a notes app or calendar.</li> </ul> | <ul style="list-style-type: none"> <li>-Checking flight status and baggage information</li> <li>-Book cab pick up from home to airport</li> <li>-Set reminders manually</li> </ul> | <ul style="list-style-type: none"> <li>-Checks luggage regulations and flight status.</li> <li>-Arrange airport transfer</li> <li>-Setting reminders manually for boarding and check-in.</li> </ul>                                | <ul style="list-style-type: none"> <li>- Drops luggage and clears security.</li> <li>- Waits for boarding updates.</li> <li>- Faces possible flight delays.</li> </ul>                               | <ul style="list-style-type: none"> <li>- Lands at the destination</li> <li>-Luggage pick</li> <li>-Looks for transport to reach hotel</li> </ul>                          | <ul style="list-style-type: none"> <li>-Checks into the hotel.</li> <li>- Searches for local transport options.</li> <li>-Researched about best food options near-by</li> </ul> | <ul style="list-style-type: none"> <li>-Plans daily activities</li> <li>-Finds place of work/ tourist spot</li> <li>-Manages expenses</li> </ul>            | <ul style="list-style-type: none"> <li>-Hotel check out</li> <li>-Travelling to the airport</li> <li>-Flies to the destination</li> <li>-Baggage collection</li> <li>-Takes a cab back home</li> </ul> |
| Pain points                             | <ul style="list-style-type: none"> <li>-Uses multiple platform</li> <li>-Price fluctuation creates anxiety and uncertainty.</li> </ul>   | <ul style="list-style-type: none"> <li>-Booking details are received in various platforms</li> <li>-Tracking becomes difficult</li> </ul>   | <ul style="list-style-type: none"> <li>-Might miss important reminders</li> <li>-Need to visit multiple platform to check status</li> </ul>  | <ul style="list-style-type: none"> <li>-Check in and security may take time</li> <li>-Deciding on restaurants to eat might be time consuming and confusing</li> </ul>  | <ul style="list-style-type: none"> <li>-Might forget to pre book meal for the flight</li> <li>-Chances of not hearing the belt number for arrival of luggage at the time of announcement.</li> </ul> | <ul style="list-style-type: none"> <li>-Chances of missing luggage</li> <li>-Cab pick up might cancel last moment for some reason</li> </ul>                              | <ul style="list-style-type: none"> <li>-Check in might take time</li> </ul>   | <ul style="list-style-type: none"> <li>-Struggles with local navigation and transport</li> <li>-Find it difficult to track expenses.</li> </ul>             | <ul style="list-style-type: none"> <li>-Difficulty to track and claim lost baggage.</li> <li>-Filing some complaint can be a very long procedure</li> </ul>  |
| Emotions                                | Excited<br>Overwhelmed   | Relieved<br>Anxious   | Organised<br>Stressed  | Organised<br>Stressed  | Relaxed  | Relieved<br>Tired   | Tired   | Happy<br>Excited<br>Exhausted   | Happy<br>Exhausted   |
| Opportunity                             | <ul style="list-style-type: none"> <li>✔ One-stop platform for flights, hotels, and transport.</li> <li>✔ AI-powered pricing monitoring and suggestions.</li> <li>✔ Feature which can create itinerary based on preferences like budget, season, flight, food preference etc.</li> </ul> | <ul style="list-style-type: none"> <li>✔ Intelligent itinerary management inside a single app.</li> <li>✔ Real-time updates and instant booking confirmations.</li> </ul>   | <ul style="list-style-type: none"> <li>✔ Automated reminders for transportation, boarding, and check-in</li> <li>✔ Travel advice and a pre-trip checklist.</li> </ul>              | <ul style="list-style-type: none"> <li>✔ Real-time flight and luggage monitoring</li> <li>✔ Automated assistance with rebooking.</li> <li>✔ Food/restaurant recommendations based on preferences along with some offers</li> </ul> | <ul style="list-style-type: none"> <li>✔ Feature of pre booking meals for the flight based on the previous</li> <li>✔ Baggage collection belt number coming up as a push up notification</li> </ul>  | <ul style="list-style-type: none"> <li>✔ Rebooking of cancelled flight</li> <li>✔ Easy tracking of lost/damaged baggage.</li> <li>✔ Can file complaint easily.</li> </ul> | <ul style="list-style-type: none"> <li>✔ Digital hotel check-in</li> <li>✔ Pre-booked taxis.</li> <li>✔ AI-driven local suggestions.</li> </ul>                                 | <ul style="list-style-type: none"> <li>✔ Maps and an activity planner are integrated</li> <li>✔ An expense tracker which makes budgeting simple.</li> </ul> | <ul style="list-style-type: none"> <li>✔ Easy checkout and scheduled transportation.</li> <li>✔ Feedback and support for baggage claims.</li> </ul>  |

The customer journey map reveals key travel pain points, from fragmented bookings to flight disruptions and baggage issues. Travelers experience excitement but also stress due to lack of real-time support. An all-in-one travel app can solve this by offering seamless booking, smart automation, and instant assistance, ensuring a hassle-free experience.

## Stage 4- Ideate



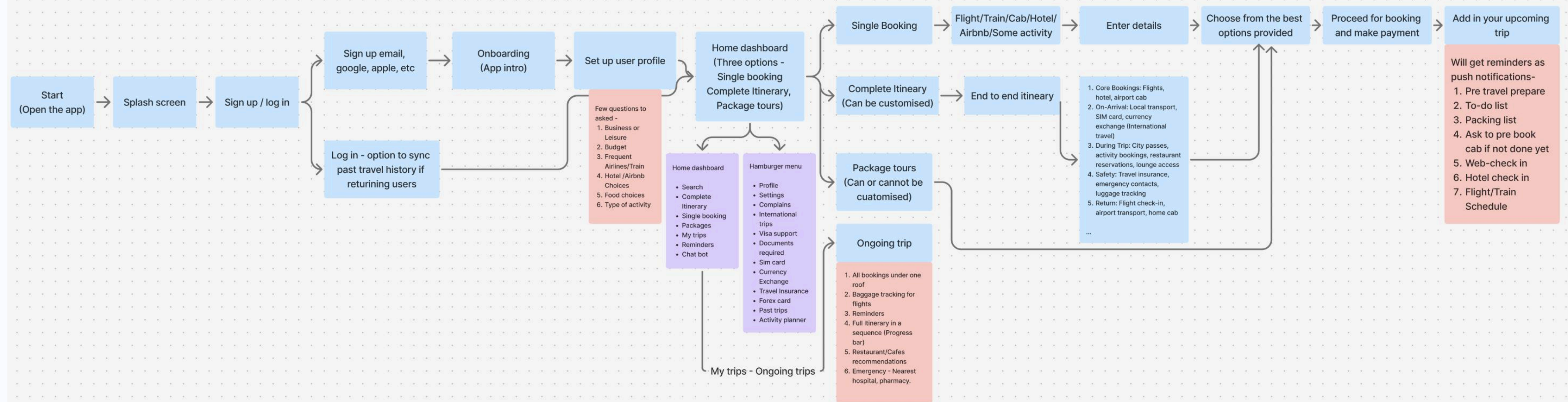
# Ideation



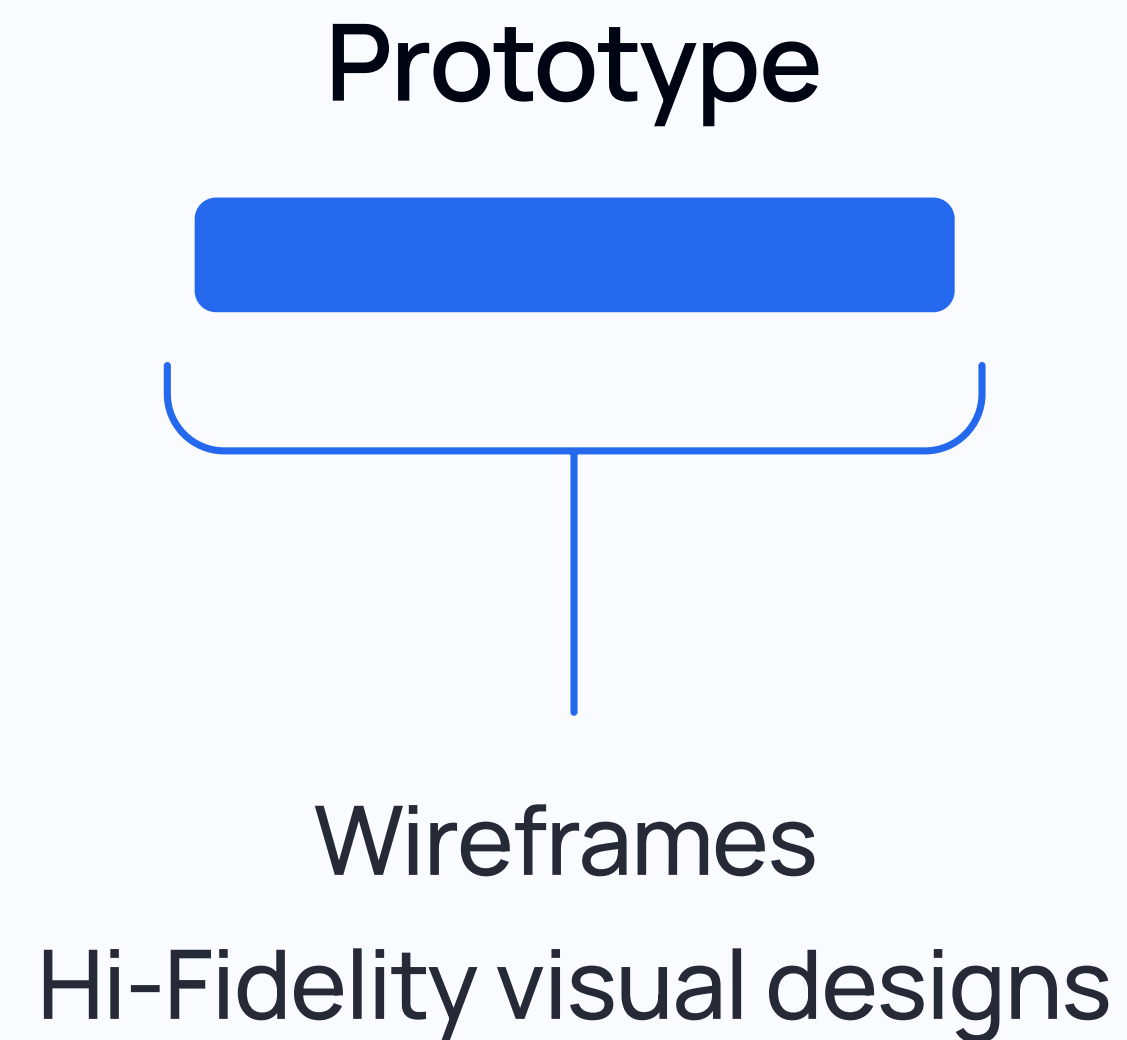
In my ideation session, I explored ways to simplify travel by integrating bookings, real-time updates, and smart planning into one seamless app. Also have some advance features for international travel.

# User Flow

## User Flow



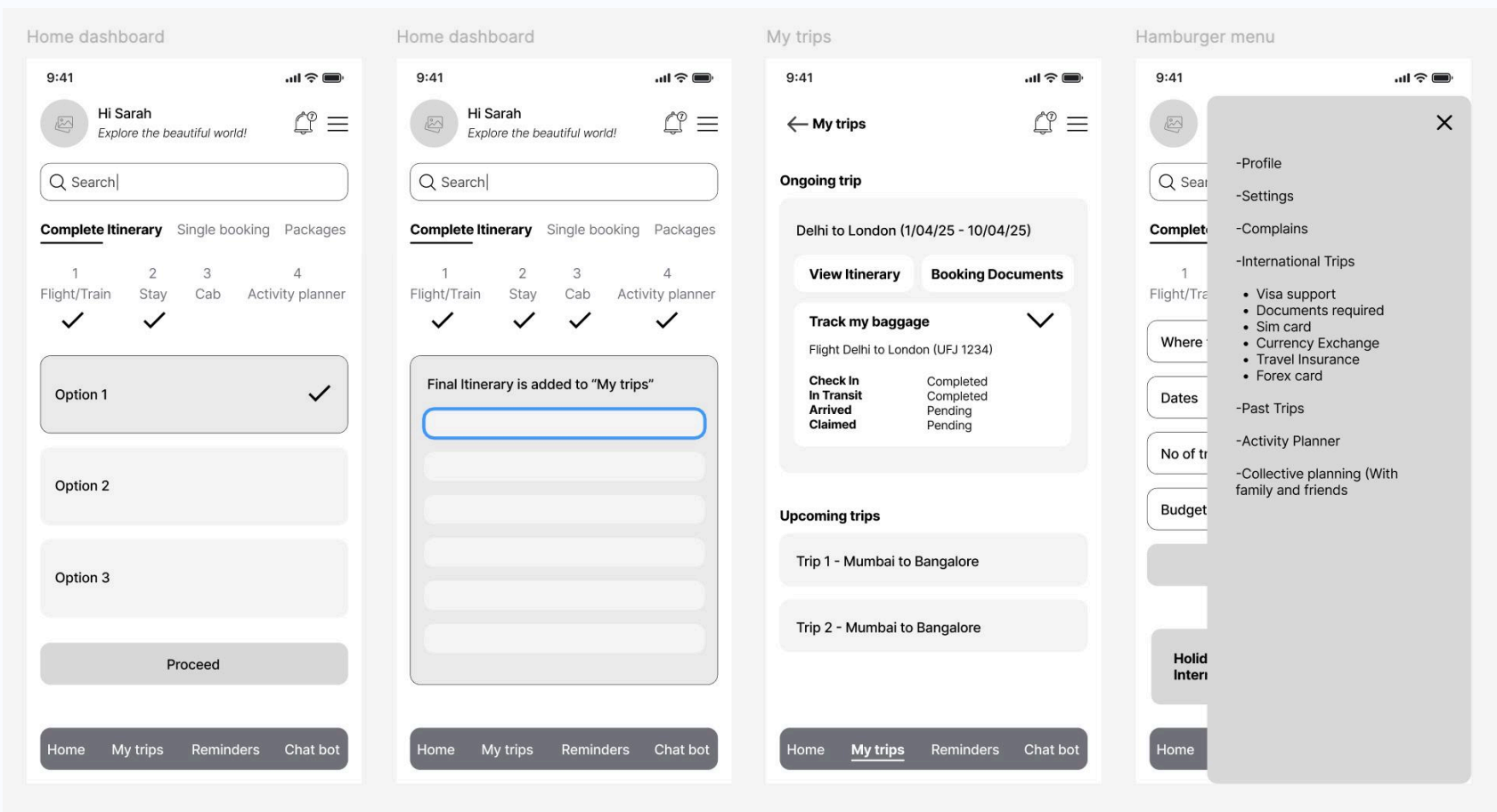
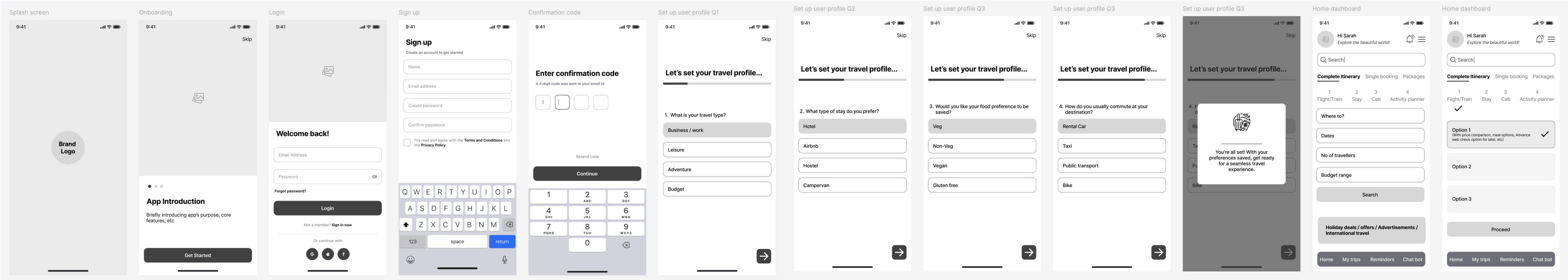
# Stage 5- Prototype



Why mobile first approach?

- 1. Shift in User Behaviour:** The majority of consumers use mobile devices to access services.
- 2. Improved accessibility:** ensures a smooth experience for users who are constantly on the go.
- 3. Performance Optimisation:** Enhanced usability by responsive design and quicker load times.
- 4. Progressive Enhancement:** It is easier to scale up than scale down. Also helps in prioritising core features and content for mobile.
- 5. Enhanced Engagement:** User retention is increased via mobile-friendly interfaces.
- 6. SEO & Rankings:** Google emphasises mobile-friendly websites in search results.

# Wireframes



## Feature list (Based on the primary and secondary research)

Complete Itinerary

Single booking

Packages

Visa support

International travel

Baggage tracker

Activity planner

Reminders

Pre travel to do list

Complains

Maps

Things to pack

Food recommendations

Live chat bot

Sim card

Travel Insurance

Medical emergency help

Currency exchange

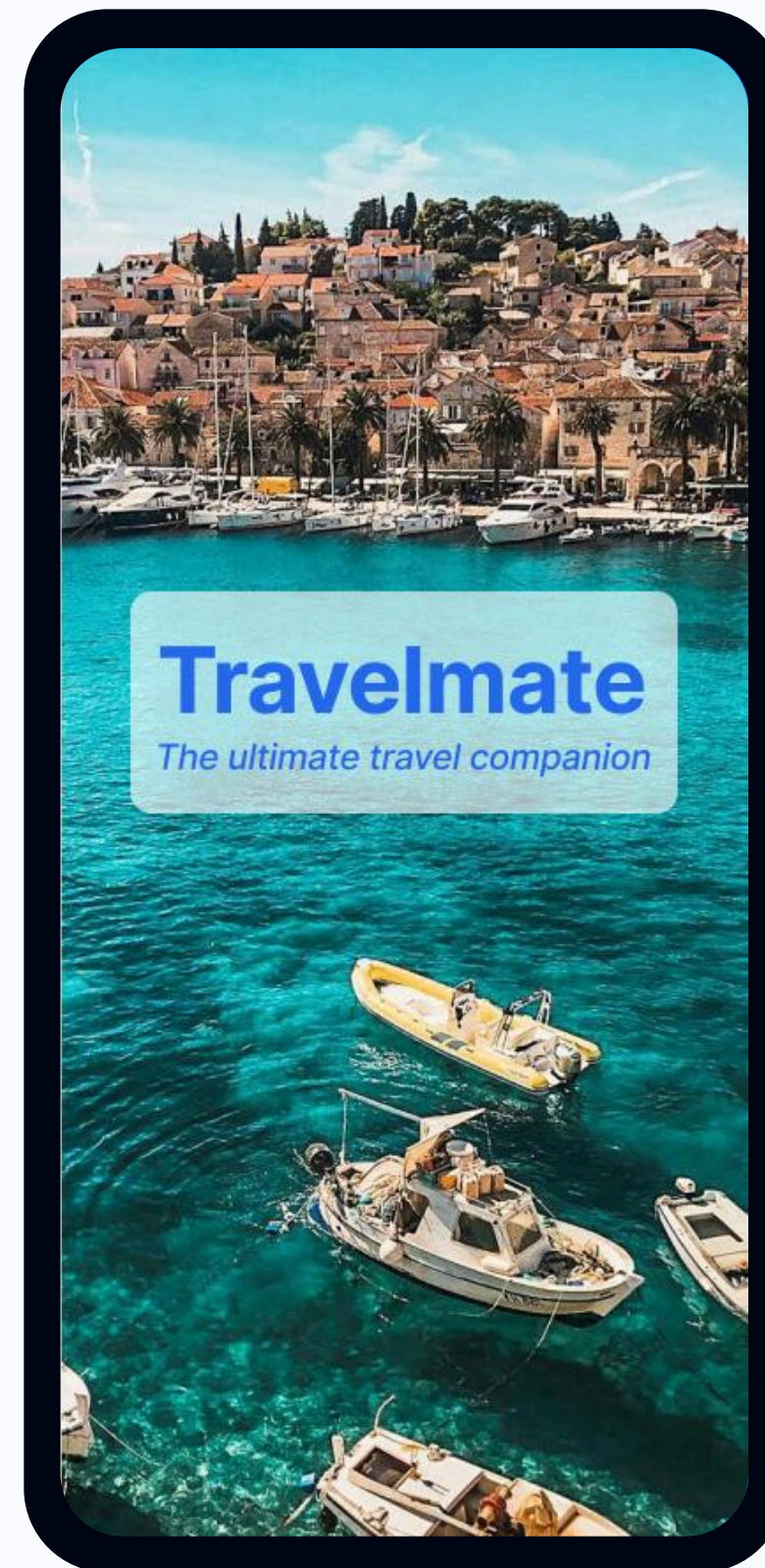
# Travelmate

The ultimate travel companion

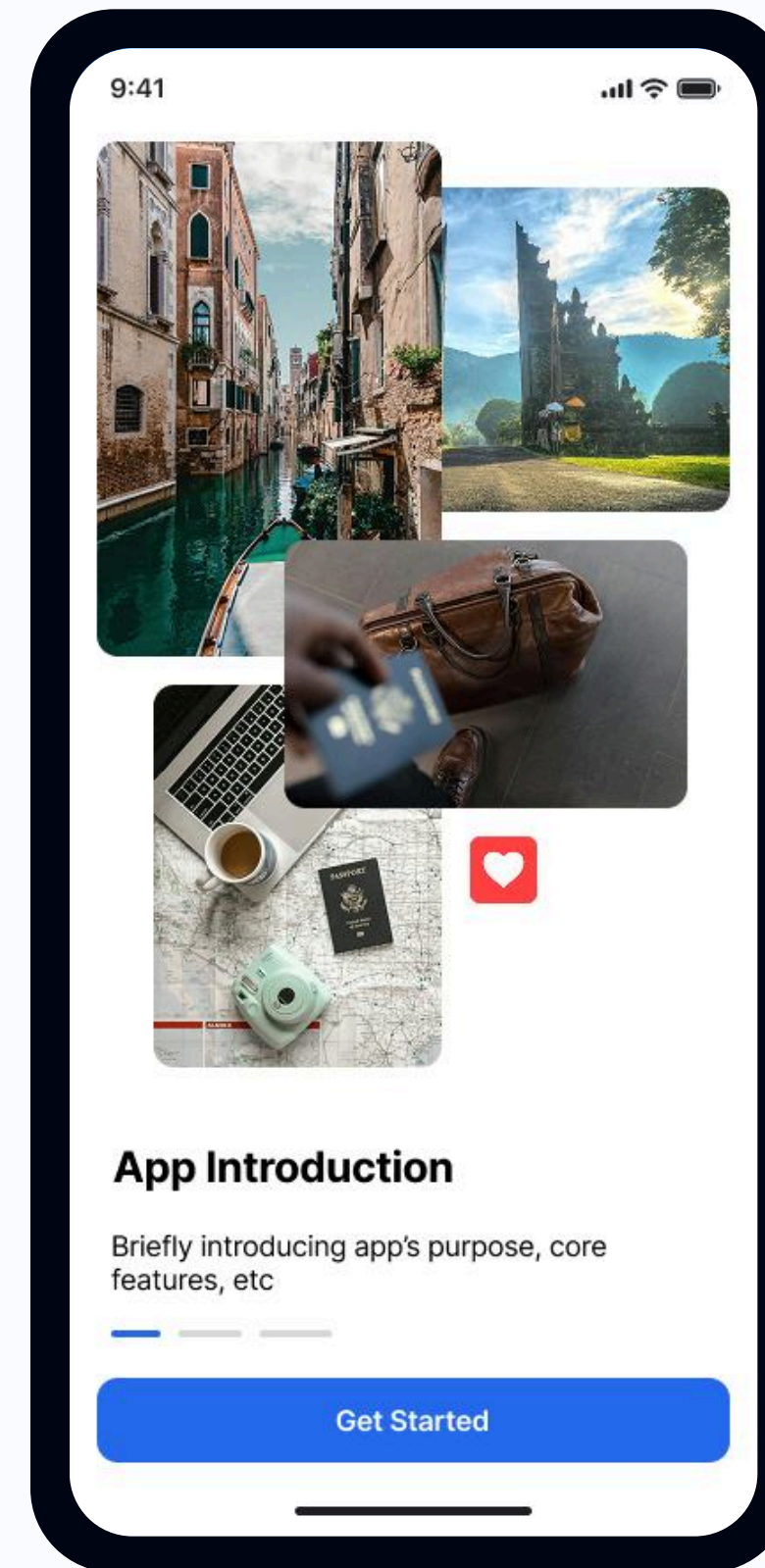


# Hi-Fidelity visual design

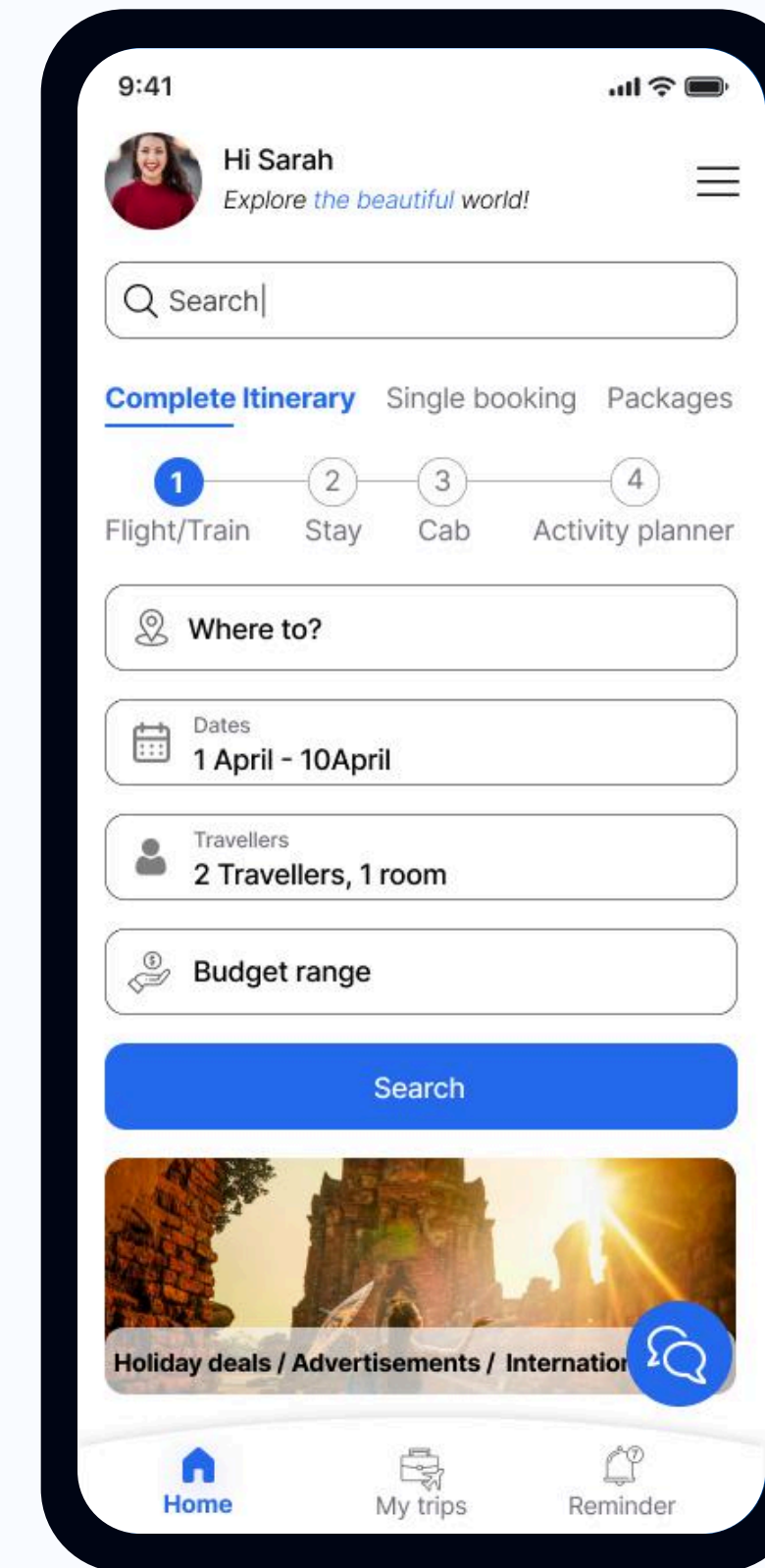
Splash Screen



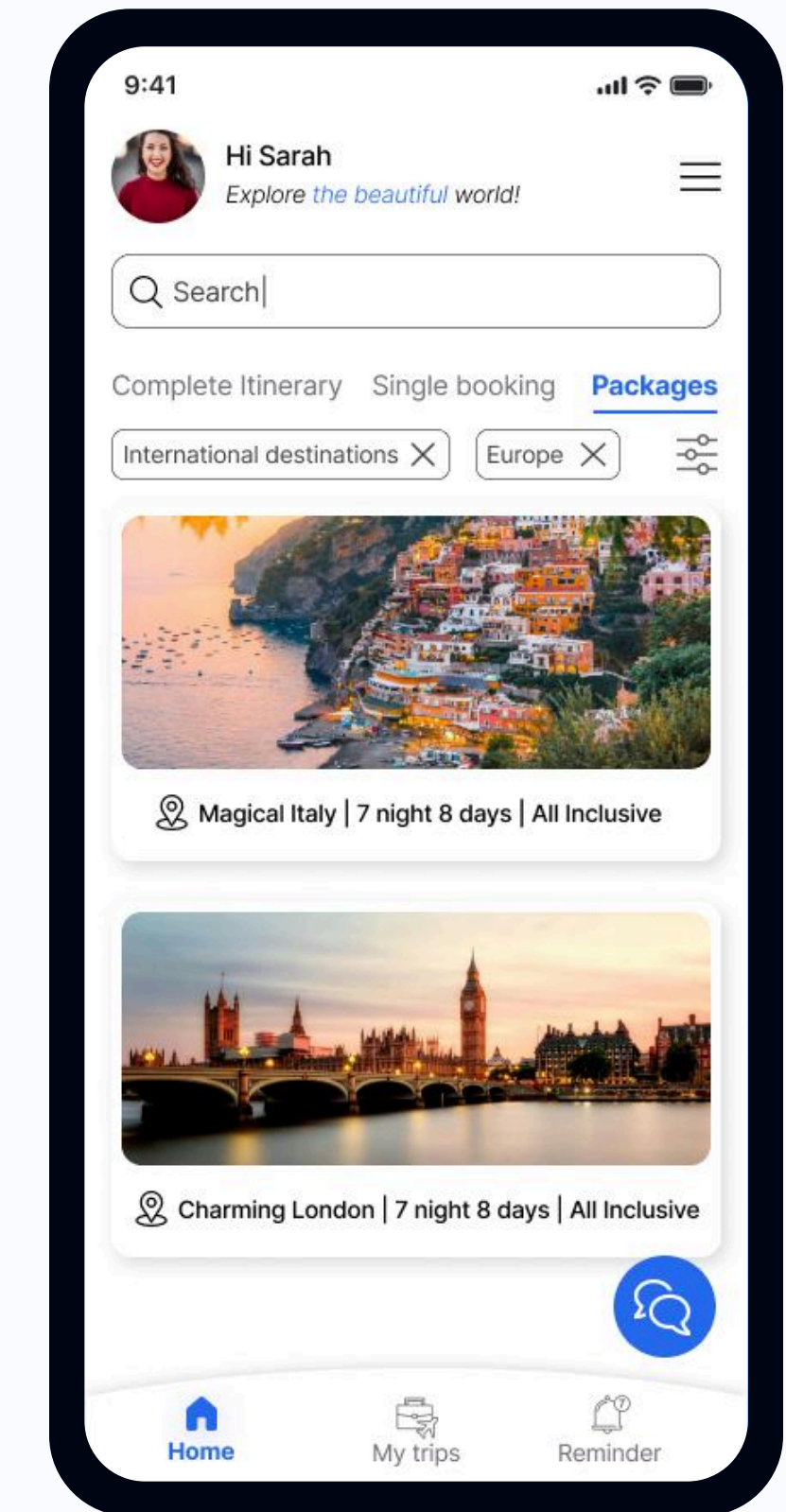
Onboarding



Home Dashboard



Packages



# 3rd Party Integrations

Third-party integrations in a travel app will be achieved through APIs (Application Programming Interfaces), which allow seamless communication between the app and external services like airlines, hotels, and ride-hailing platforms.

1. **Airline Integration (Flights & Baggage Tracking)** - The app fetches live flight status, ticket availability, and pricing from airline databases, Baggage tracking is synced with airlines' tracking systems via IATA's WorldTracer API.
2. **Hotel & Accommodation Integration** - APIs Used: Booking.com, Expedia, Hotels.com, Airbnb etc APIs, The app pulls real-time room availability, pricing, and deals from hotel partners.
3. **Ride-Hailing & Transport Integration** - The app connects to Uber, Ola, or Bolt's APIs to enable ride booking within the app (Future scope - to have in-house cab services)
4. **Local Activities & Dining Integration** - APIs Used: Viator, GetYourGuide, Zomato, Users can discover and book local experiences, tours, and restaurants directly.

## Future scope

1. **International Travel support** - Visa, Travel Insurance, multi currency wallet etc.
2. **AR-based airport & hotel navigation** and AR-guided city tours & points of interest.
3. **Group trip planning and cost splitting.**
4. **Emergency assistance** - finding near by medical help and pharmacy.
5. **Sustainability element** - Eco-friendly hotel & flight recommendations.
6. **Loyalty integration**
7. **Maps integration.**

Note - Within the 2 day timeframe, I conducted a survey and gathered insights from 2-3 potential users through informal conversations to identify key pain points in travel. This helped shape a strong concept and foundation for the ultimate travel companion app. The app has vast potential, with opportunities to introduce additional features for an even more enhanced user experience.

# Thank You



Ashi Jain