

Travel Portal

A comprehensive travel booking platform designed to streamline the user experience for planning and booking trips. This case study showcases the complete UX/UI design process from research to final implementation.

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User Persona

Research-driven user persona representing the target audience for the travel portal. This persona helps guide design decisions by understanding user needs, goals, pain points, and behavioral patterns when planning travel.

User Persona

Nate Caldwell - Late 30s

Bio

He is an employee working at a corporate IT company. His work requires frequent travel, and he uses the company website to book his work trips.

Pain Points

- Difficulty in finding the option that needs to be used
- Difficulty in using the website due to multiple options other than travel.
- Has a hard time tracking approvals for his travel.
- Takes too much time to book travel and send for approval.

Goals:

A go-to platform dedicated to travel for ease of use and faster booking.

Alerts for travel approvals

A dedicated page to check his travel history and upcoming trips.

Auto-fill employee details during trip purchase.

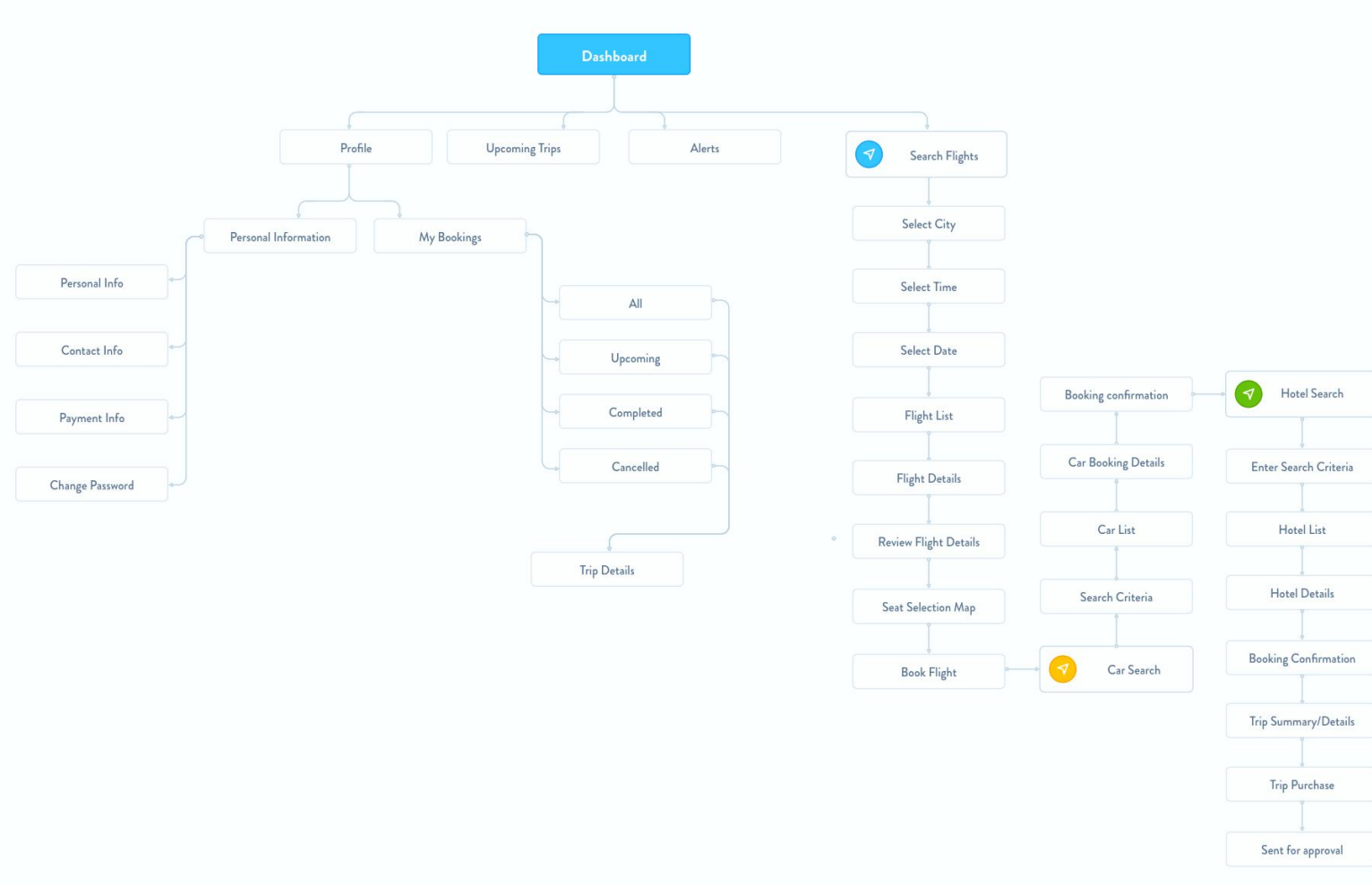
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Mind Maps

Information architecture and ideation phase exploring the platform's structure, features, and content organization. Mind maps help visualize relationships between different sections and establish a logical navigation hierarchy.

Mind Map - Travel Booking Platform

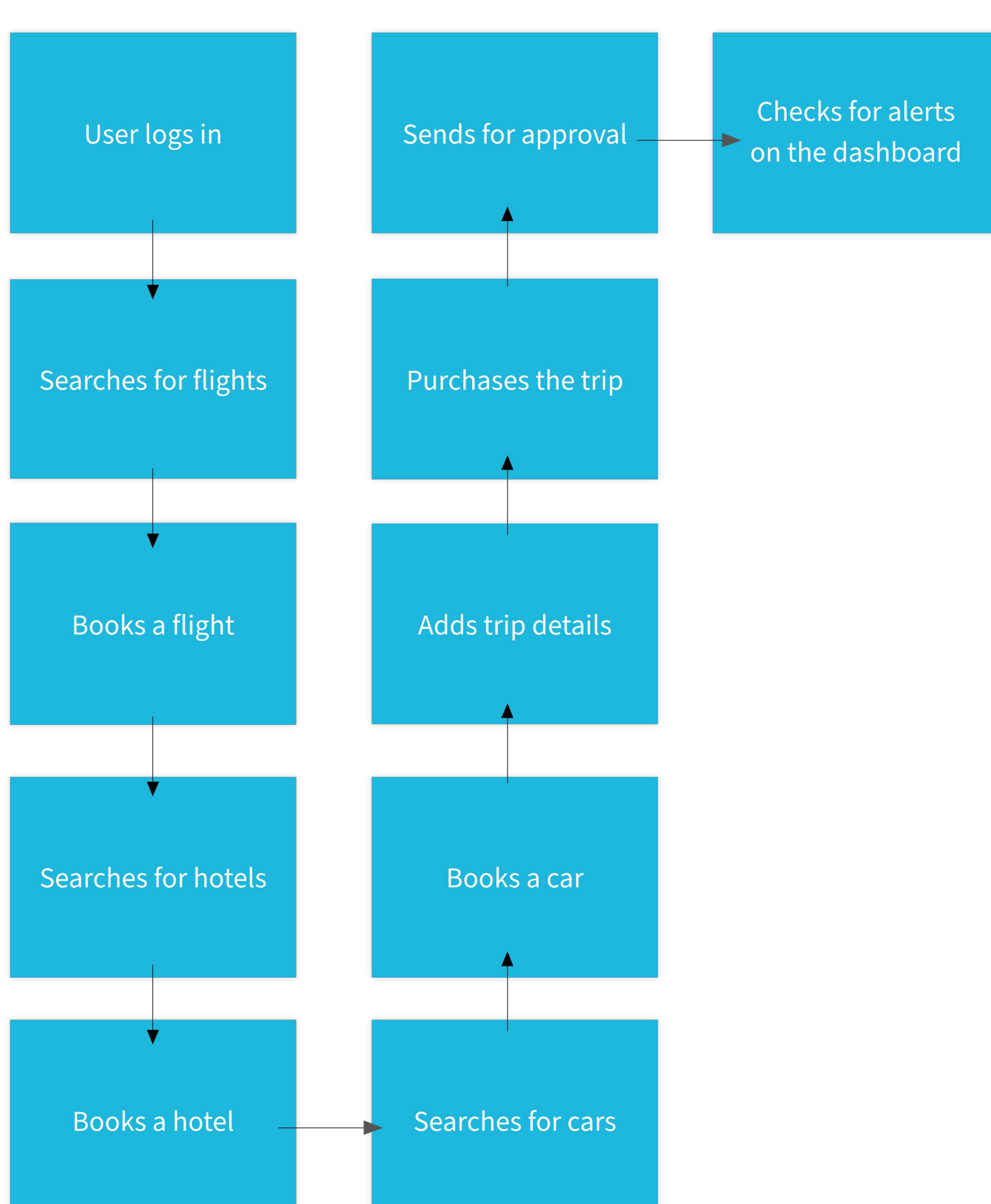


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User Journey

Comprehensive user journey mapping that documents the end-to-end experience of travelers using the platform. This visualization identifies key touchpoints, user emotions, pain points, and opportunities for improvement throughout the booking process.

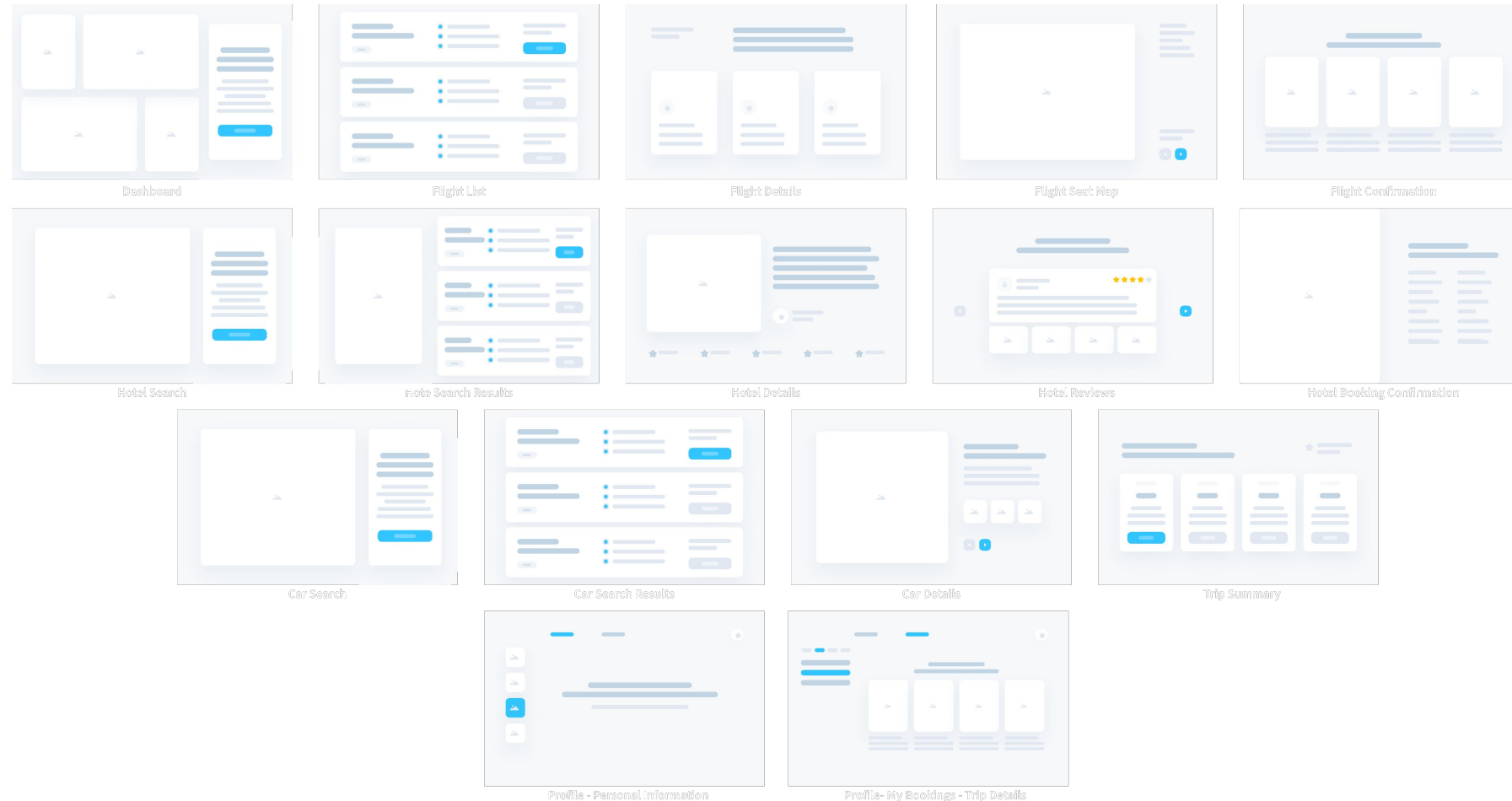


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Wireframes

Low-fidelity wireframes establishing the foundational layout and structure of the travel portal. These wireframes focus on content hierarchy, user flow, and functionality before adding visual design elements.

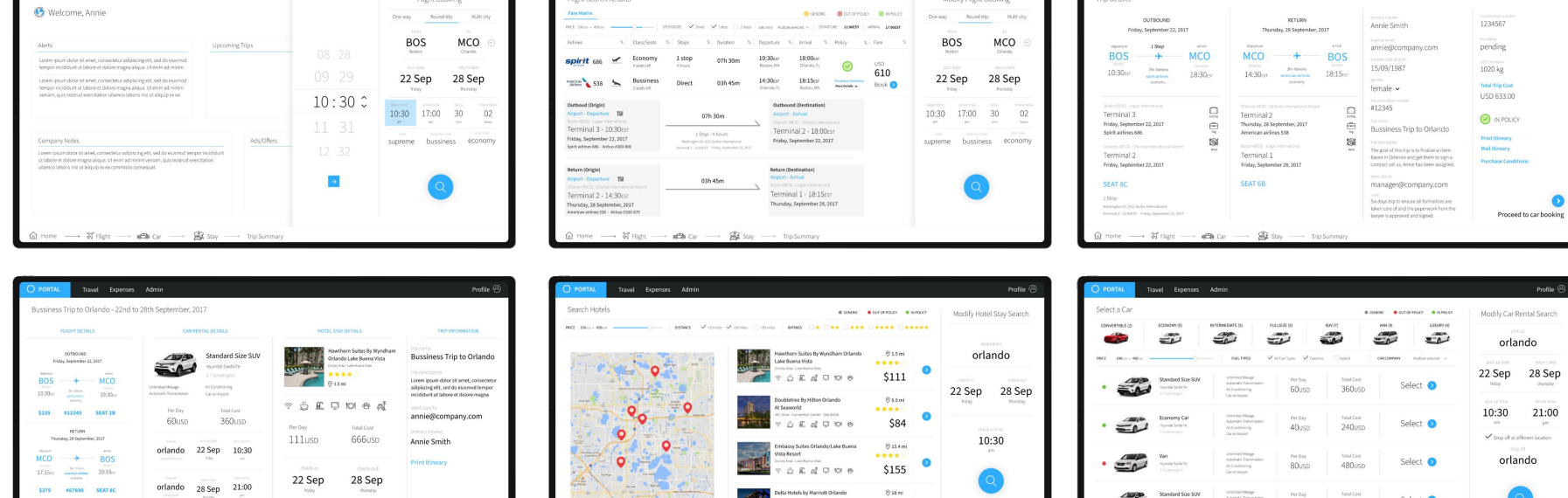


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UI Design

High-fidelity user interface designs showcasing the final visual design, including color schemes, typography, imagery, and interactive components. The polished UI demonstrates the complete user experience across key screens of the travel portal.



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