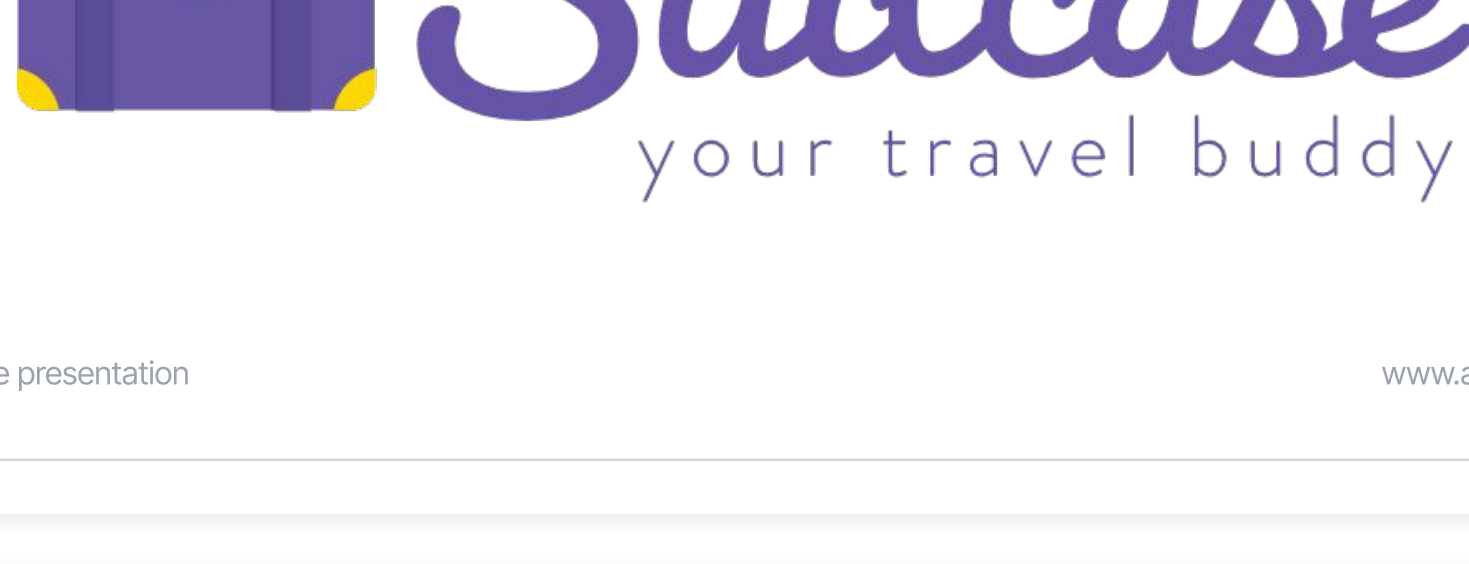


Your Travel Buddy — Mobile App (2019)

A travel booking application designed to help users book holidays, flights, and hotels with elegance and simplicity.

Role: UI/UX Designer • Mobile App Design • Branding • 2-Month Project



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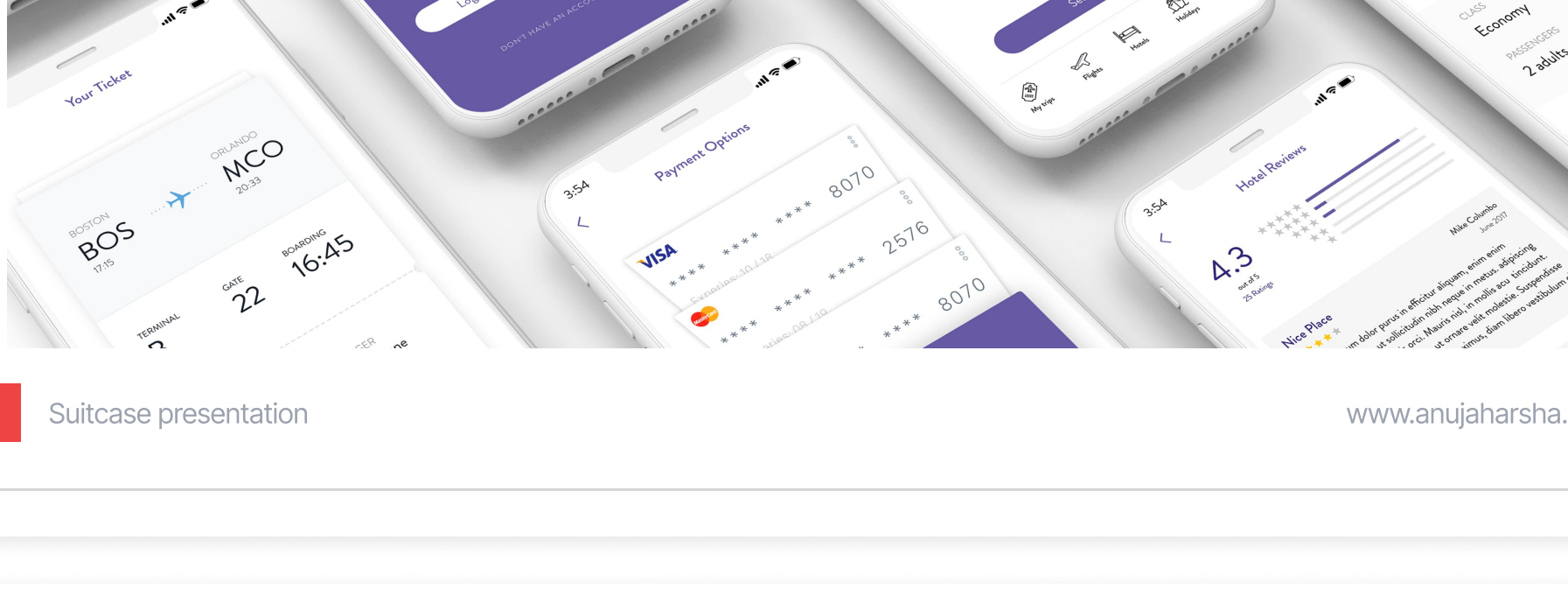
About Suitcase

Suitcase Booking and Travel Users can book holidays, flights and hotels on this application. I landed on this project from an online travel agency in September 2018 who were looking to digitize their brand. I worked on this project for 2 months.

Despite of having so many travel booking apps out there, I wanted something that looked different than all those apps out there. A very clean and elegant finish without much clutter. Bold color and beautiful transitions are part of this UI. The agency I was working this project for suddenly stopped contacting one day, so I converted the app into a concept app for my portfolio and made several changes to it. I named the app and created the logo and tagline for it.

Future Vision

Creating a travel app was a bit of a challenge. I have used so many travel applications and to do something different and better was exciting. So considering myself and people like me who use a lot of apps, I designed in a way I saw fit. There's much more I wish to add in the application like booking cars, cruises and travel news. In the future I'd like to make this app into an all-in-one travel application where not just can the user book transport and accommodation, but can find guides to travel to places, read travel news, find facts about places, book a cab, ask for directions, etc.



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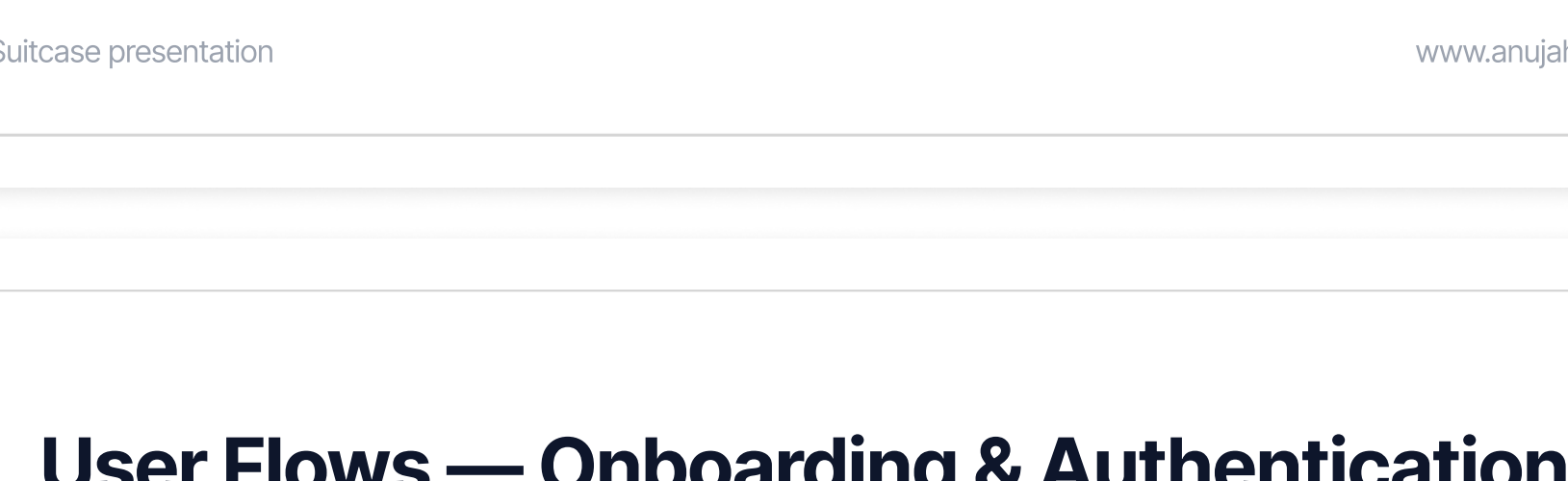
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Wireframes & Sketches

At the beginning of my design process I created wireframes for testing purposes.

Guiding Questions:

- Why was it useful to do this?
- What kind of wireframes did you make?
- Low fidelity or high fidelity?
- What did you learn from it?
- Did you use them for testing?
- How many iterations did you have?



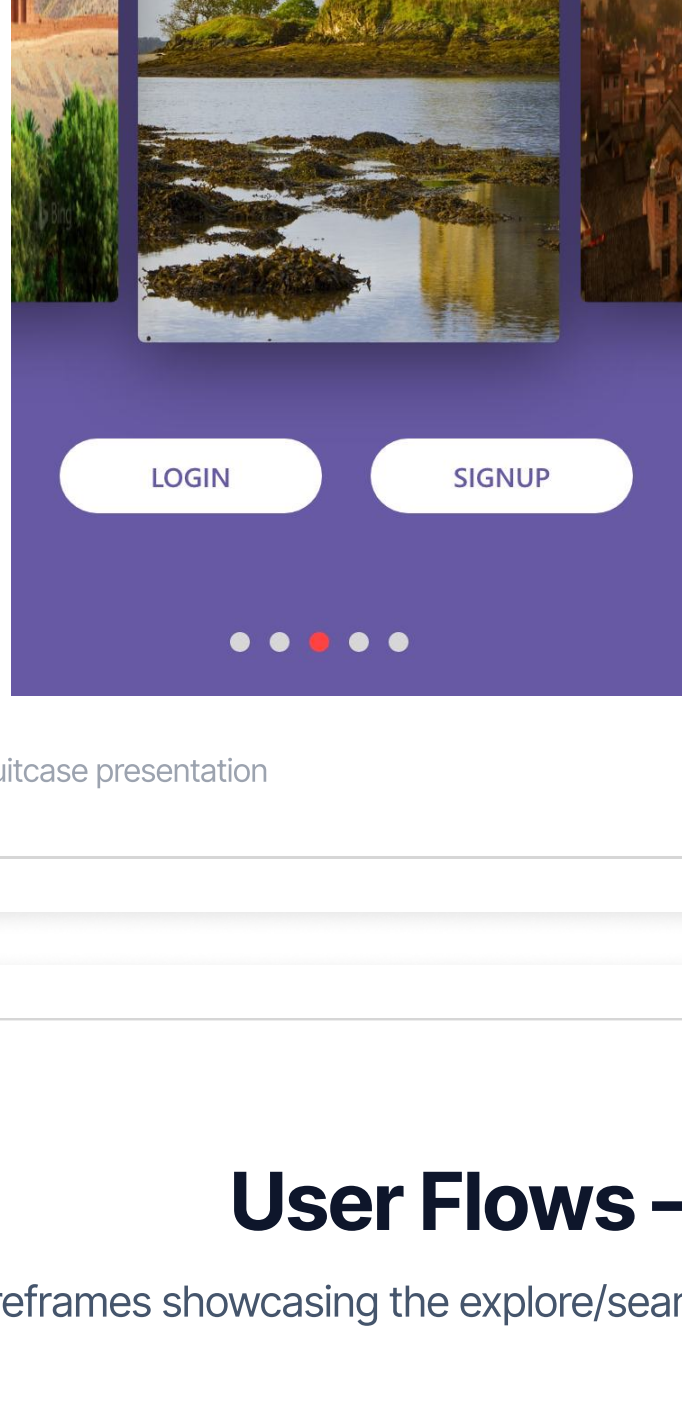
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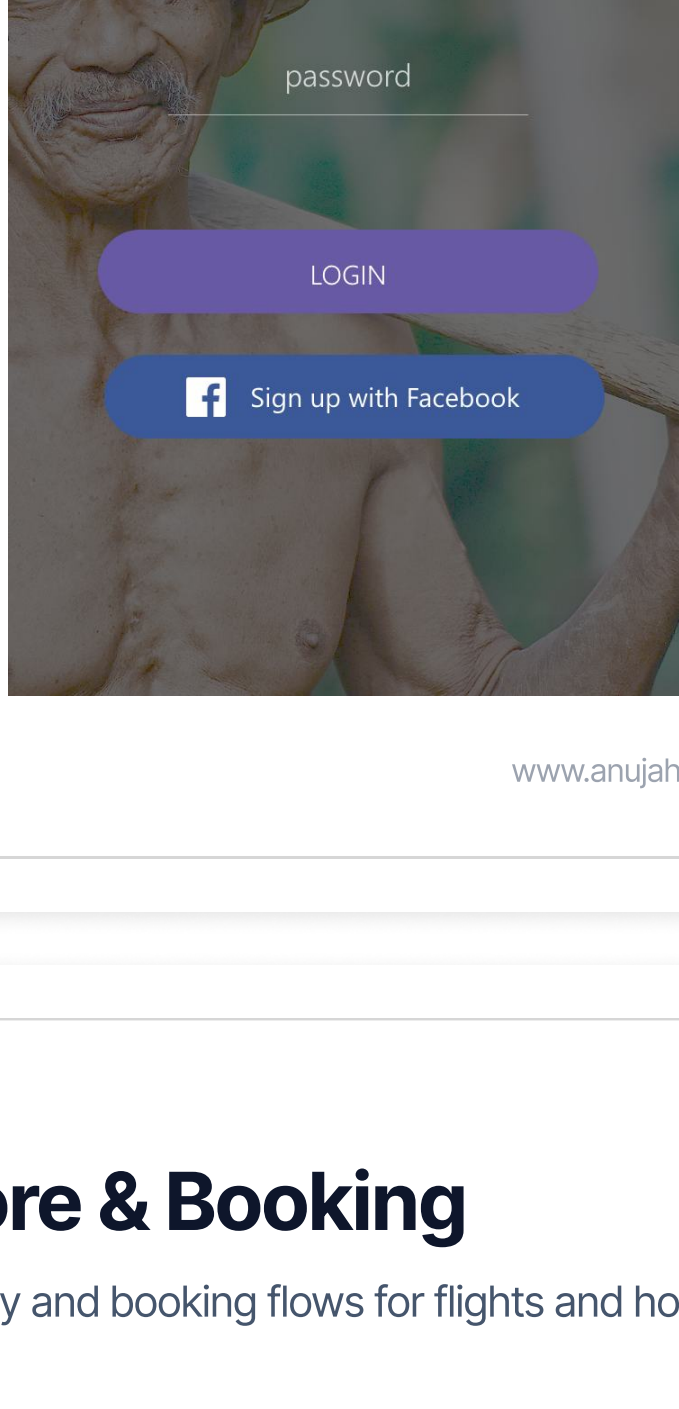
User Flows — Onboarding & Authentication

Low-fidelity wireframes mapping out the onboarding experience and login/signup flows.

Onboarding



Login Screen

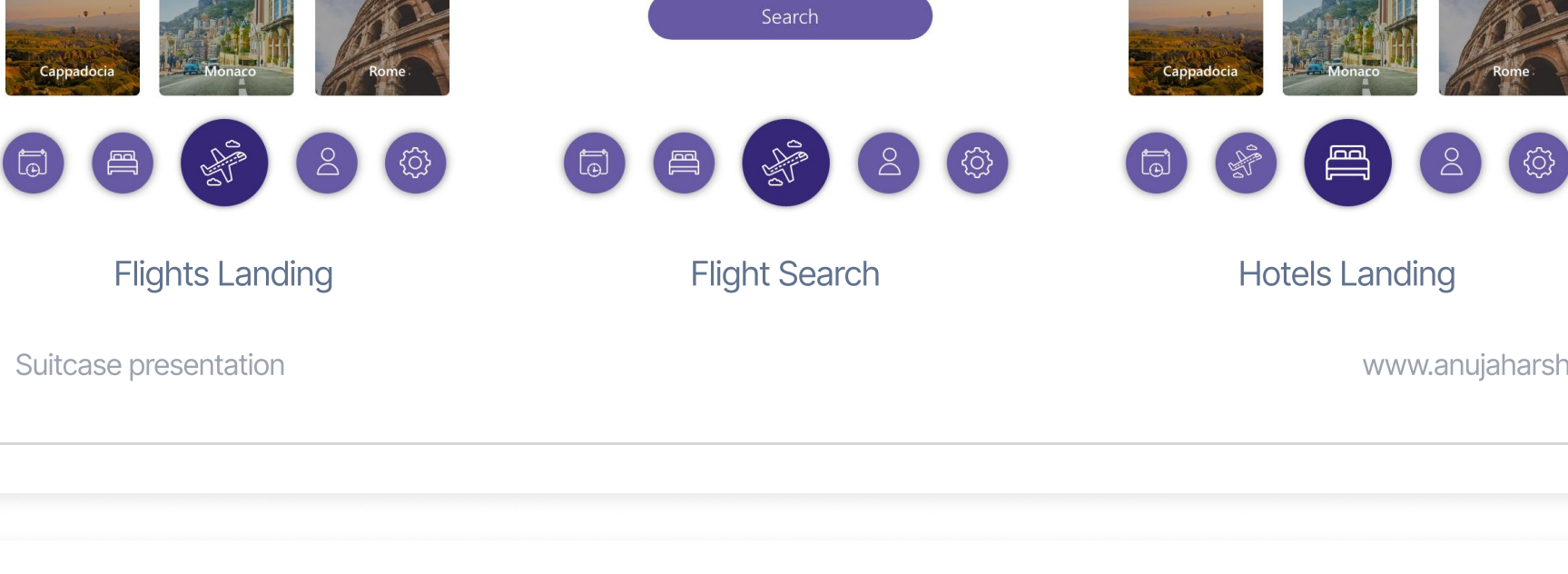


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User Flows — Explore & Booking

Wireframes showcasing the explore/search functionality and booking flows for flights and hotels.



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UI Design Approach

Once I tested out all usability mistakes, I started designing the final screens in Sketch.

Guiding Questions:

- What kind of visual style did you follow? (Fresh, corporate, dark, light?)
- What inspired you to use this style?
- Did you follow any guidelines? (Material Design, iOS Styleguide, etc?)
- What platforms did you design for?
- Which details really fill you with pride?
- How does your final design reflect your learnings about your users?
- How does this design help achieve business or user goals?

Clean. Elegant. Bold.

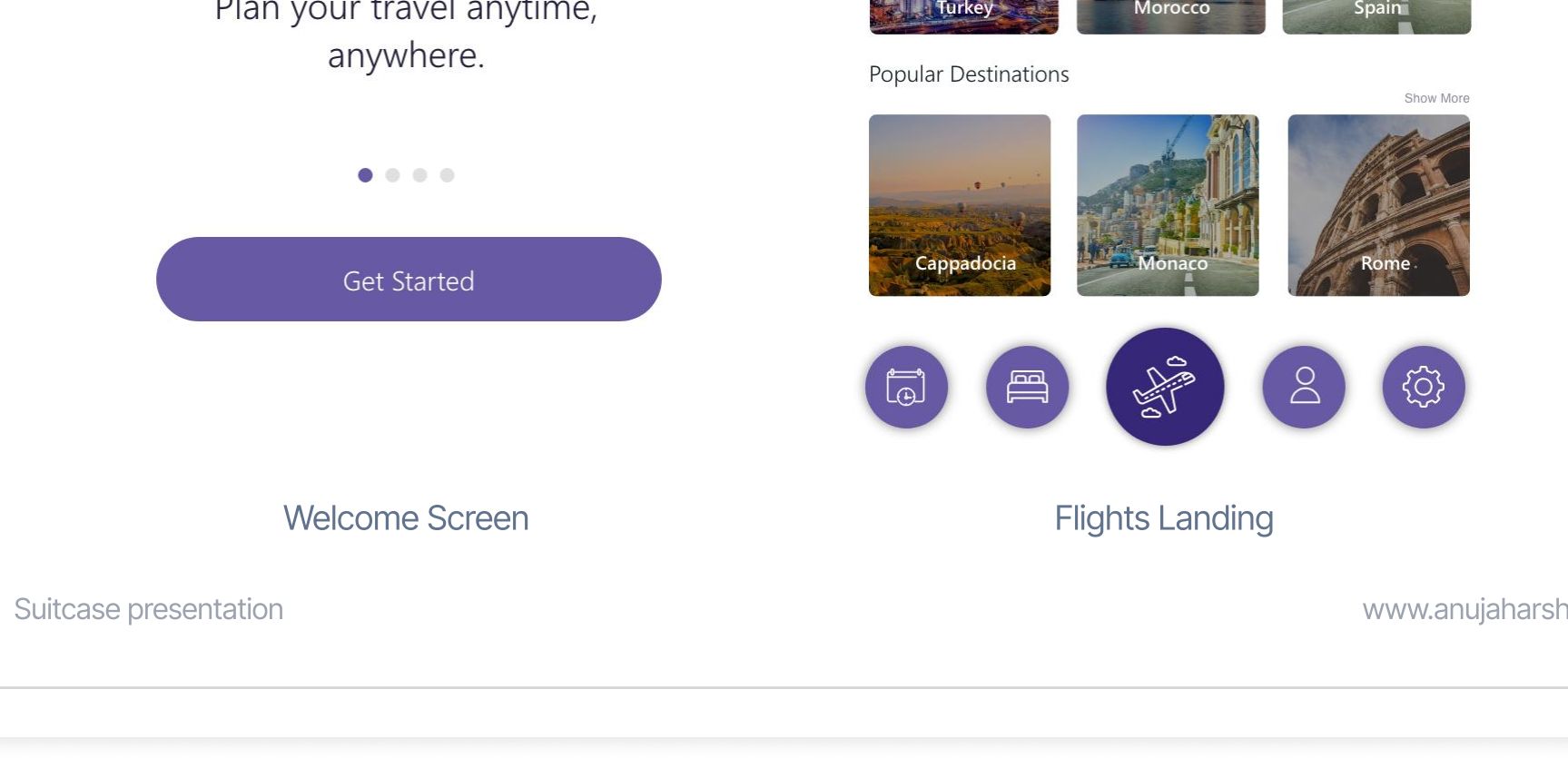
A fresh visual style combining vibrant purple gradients, clean white spaces, and beautiful transitions to create a travel experience that feels both modern and trustworthy.

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Final UI — Home & Search

The home screen welcomes users with destination imagery and quick access to flights and hotels. Search is optimized for speed and clarity.

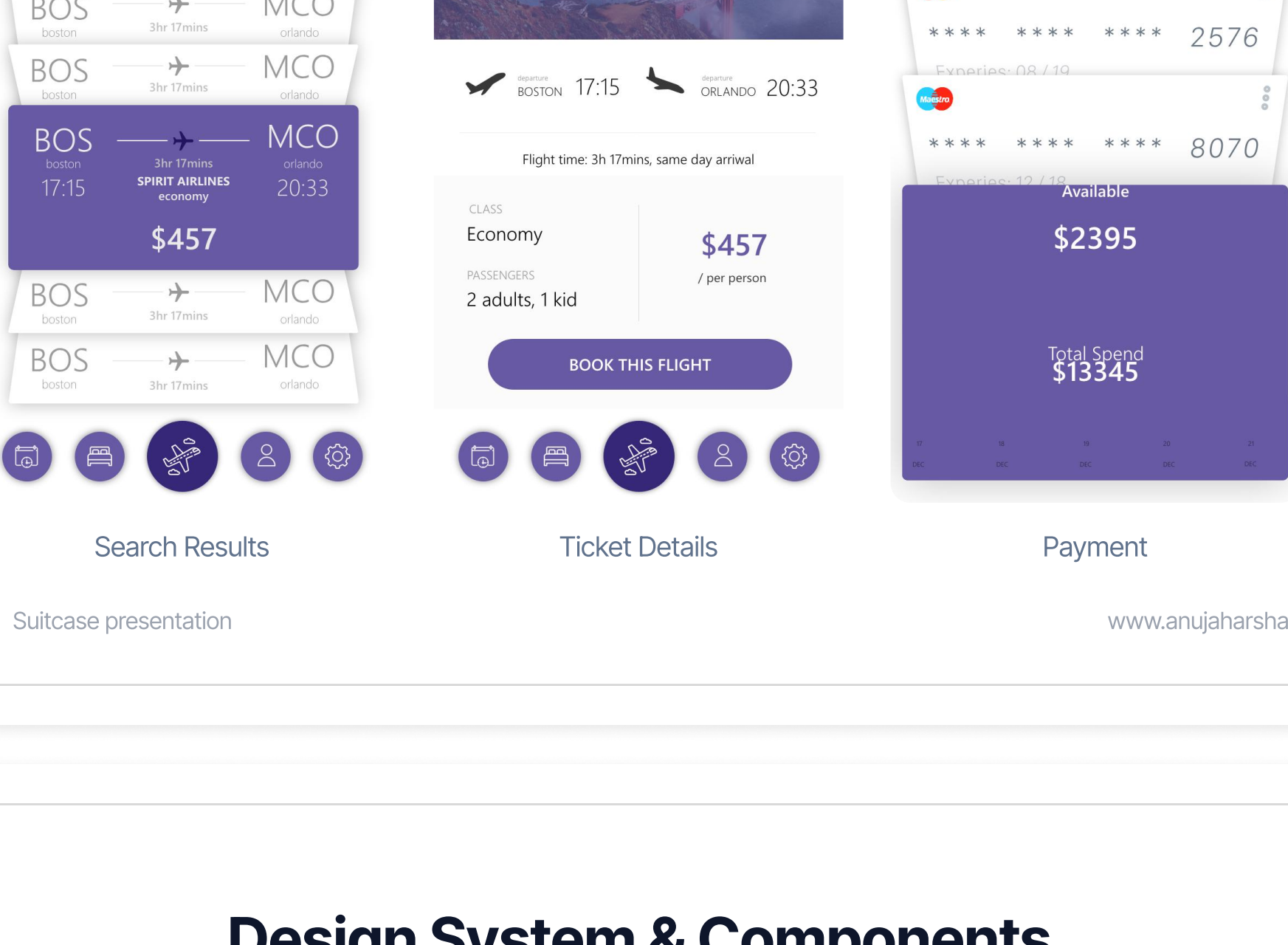


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Final UI — Booking Experience

Streamlined booking flows for flights and hotels with clear pricing, date selection, and payment options.



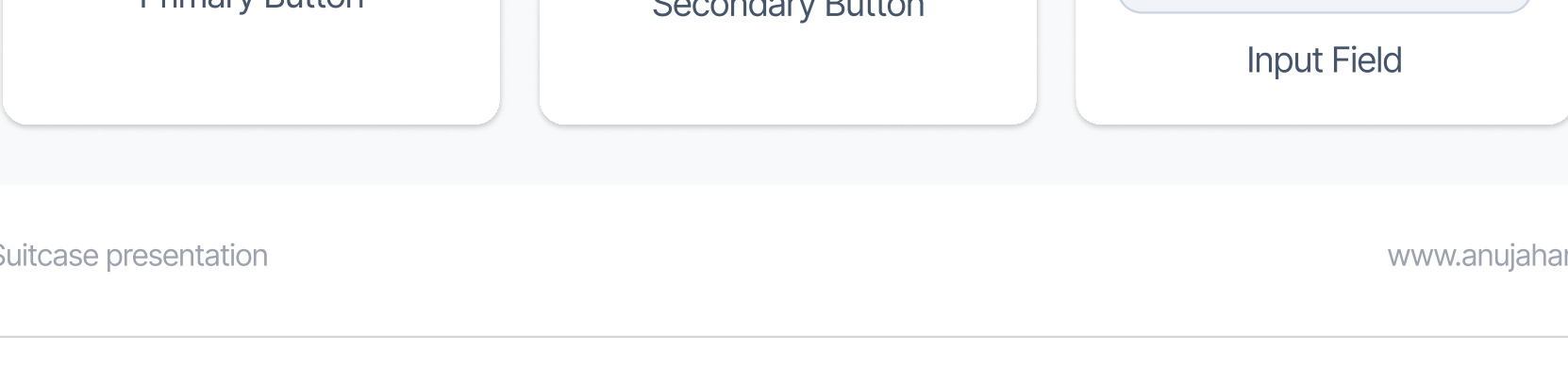
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Design System & Components

A cohesive design system featuring bold gradients, clean typography, and reusable UI components.

Color Palette



Key UI Elements



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Key Learnings & Reflections

What I Learned:

- How to differentiate in a saturated market through visual design and clean UX
- The importance of balancing feature-richness with simplicity
- Creating a cohesive brand identity from scratch (logo, name, tagline)
- Designing for complex user flows while maintaining intuitive navigation
- Adapting when client requirements change unexpectedly

Challenges Overcome:

- Standing out in a crowded travel app marketplace
- Balancing bold visual design with usability best practices
- Designing comprehensive booking flows for multiple travel types
- Converting a client project into a portfolio piece when circumstances changed

Future Improvements:

If I were to continue developing Suitcase, I would focus on:

- Adding car rentals, cruise bookings, and travel news feeds
- Implementing personalized travel guides and recommendations
- Creating a companion feature for directions and local transportation
- User testing to validate the bold design choices
- Building out social features for sharing travel experiences

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