

Travel Booking App

Mobile UX/UI — iOS & Android

Role Product Designer UI/UX

Duration 3 Months

Tools Figma, Adobe XD, Illustrator, Principle

Platform iOS & Android (Mobile)

PROJECT OVERVIEW

Overview

A mobile travel booking app designed from scratch — covering flights, hotels, and experience bookings in a single seamless interface. The project spanned the full design process from early sketches to polished high-fidelity screens.

The design prioritised speed of booking, visual inspiration, and trust-building — three key drivers for travel purchase decisions identified through user research.

THE CHALLENGE

Problem Statement

- Travel apps overwhelm users with too many options upfront
 - The booking funnel had too many steps, causing abandonment
 - Users wanted inspiration but existing apps were purely transactional
 - Payment steps lacked trust signals, causing hesitation at checkout
 - No clear way to manage upcoming and past trips in one place
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DESIGN PROCESS

How I Approached It

01

Research & Insights

Interviewed 15 frequent travellers. Ran a competitive audit of 5 leading travel apps. Key insight: users wanted to feel inspired before committing — so discovery needed to precede booking.

02

User Journey Mapping

Mapped the end-to-end journey from trip inspiration to post-booking confirmation. Identified 3 critical drop-off points: search results, seat selection, and payment.

03

Hand-Drawn Sketches & Lo-Fi

Created hand-drawn sketches for key screens: Home/Discovery, Search Results, Trip Detail, Booking Flow, and My Trips. Digitised as low-fidelity wireframes in Figma for rapid review.

04

Hi-Fi Visual Design

Designed a rich, photography-led visual style with a clean typographic hierarchy. Created a full component library covering cards, filters, booking steps, and micro-interactions.

05

Prototype & Validation

Built an interactive prototype covering the core booking flow. Tested with 10 users; key finding was the need for a single-page checkout. Iterated and re-tested for final sign-off.

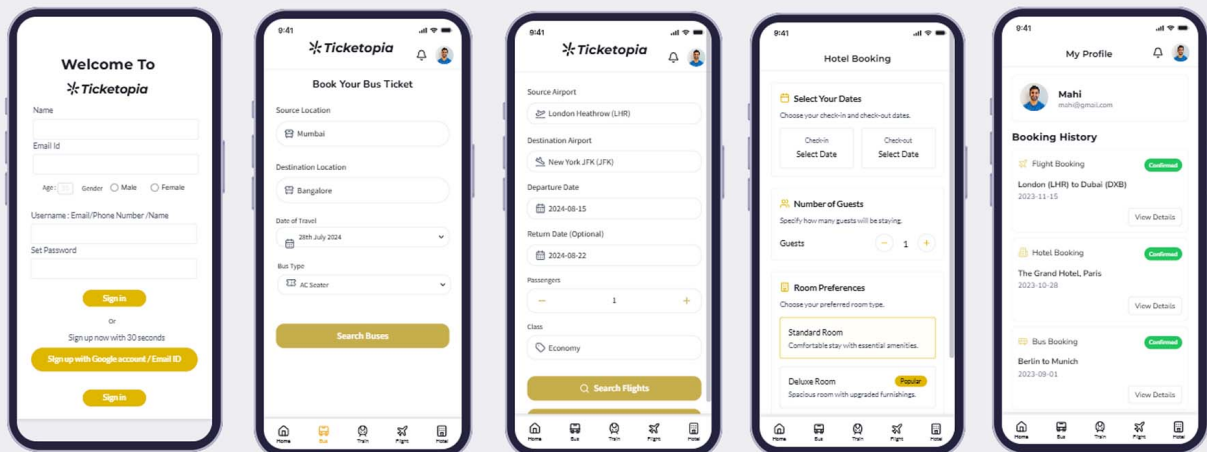
06

Motion & Microinteractions

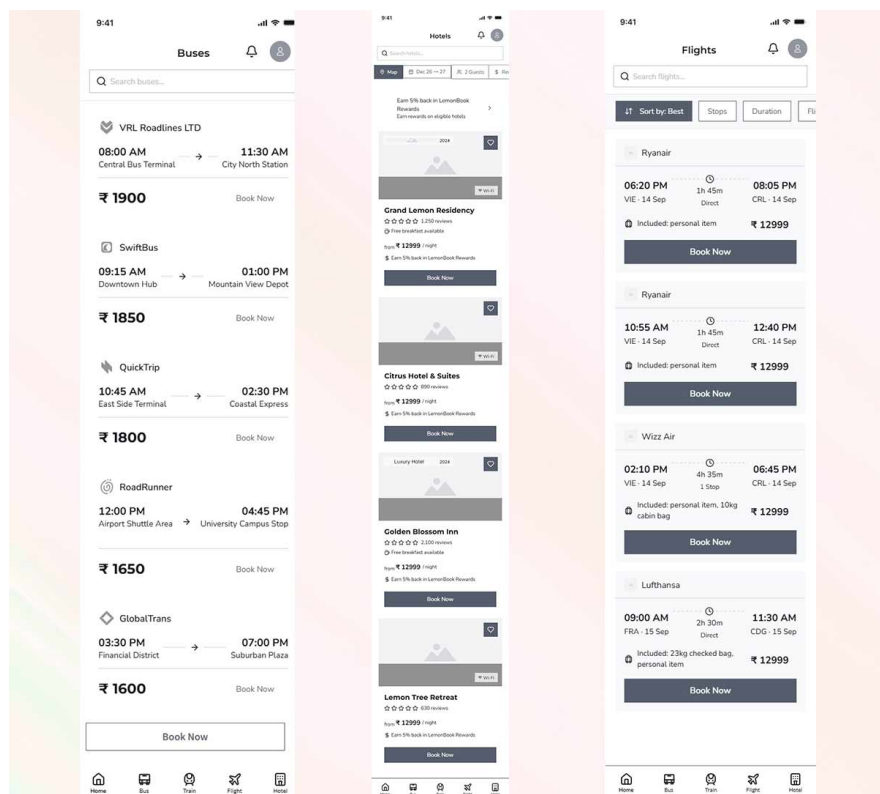
Designed transition animations and loading states in Principle. Micro-interactions on bookmarks, search filters, and confirmation screens added delight and reinforced user actions.

Screens & Deliverables

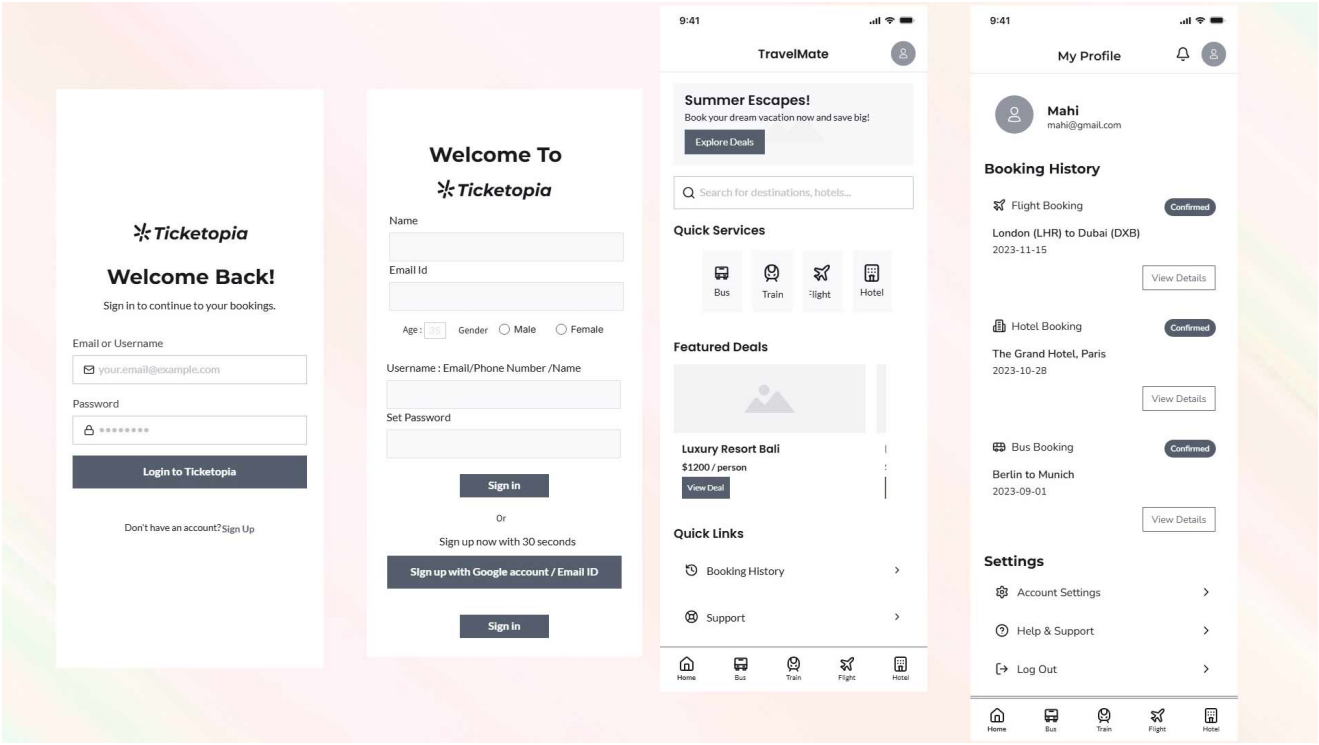
Ticketopia is a booking app for all mode of transport like Bus, Train, flight & hotels



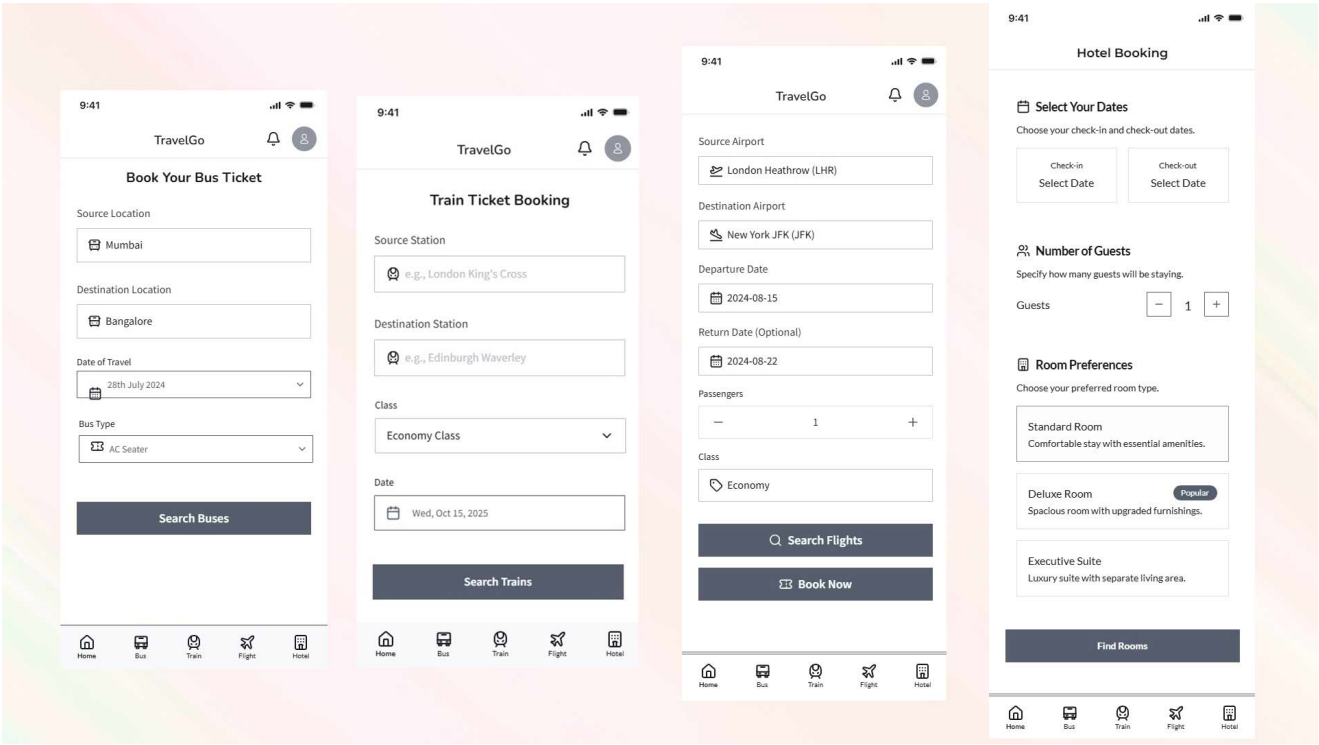
Hand-Drawn Sketches — Initial Concepts



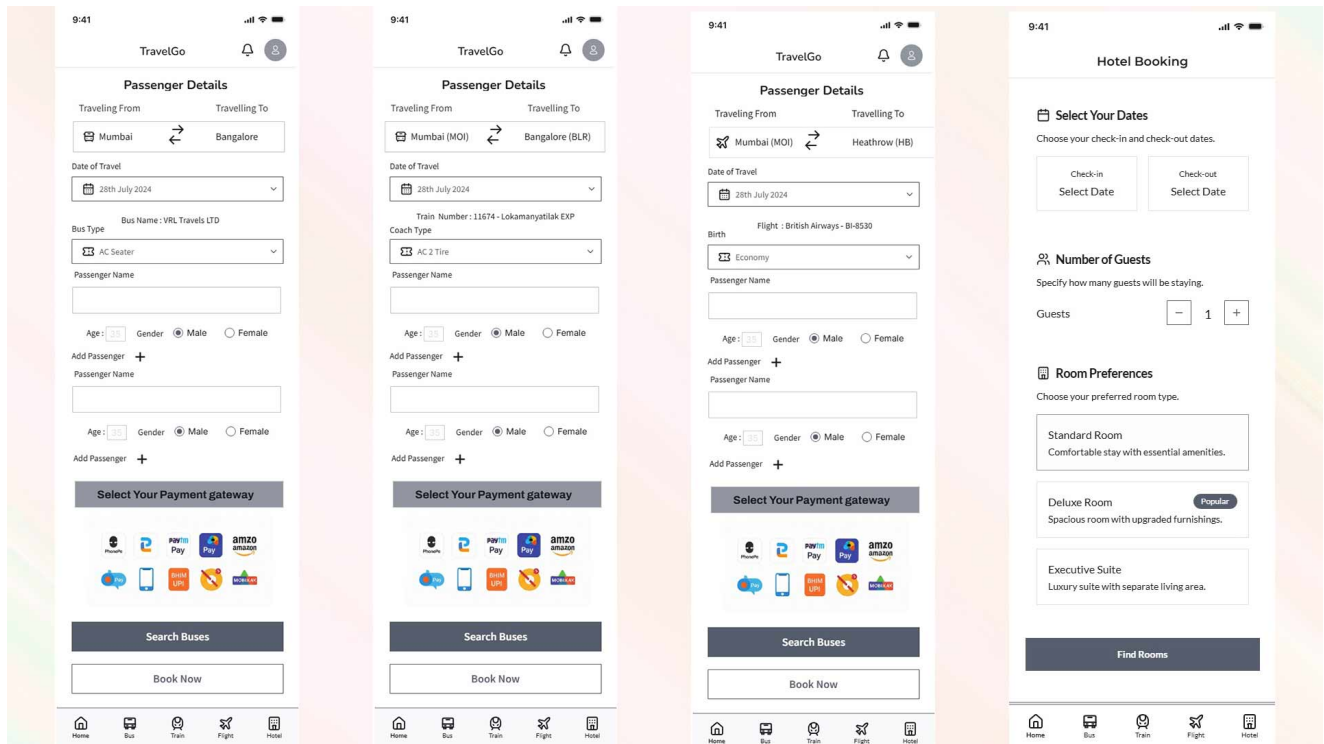
Lo-Fi Wireframe — Home & Discovery



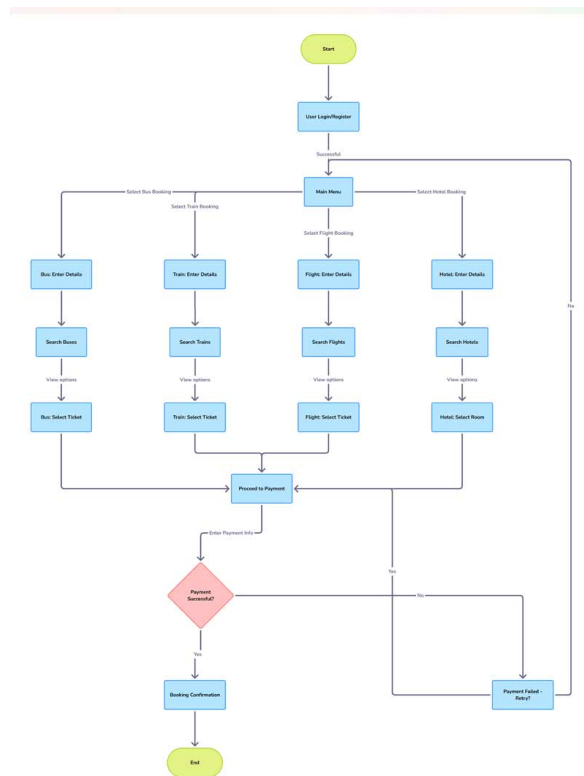
Lo-Fi Wireframe — Search & Results



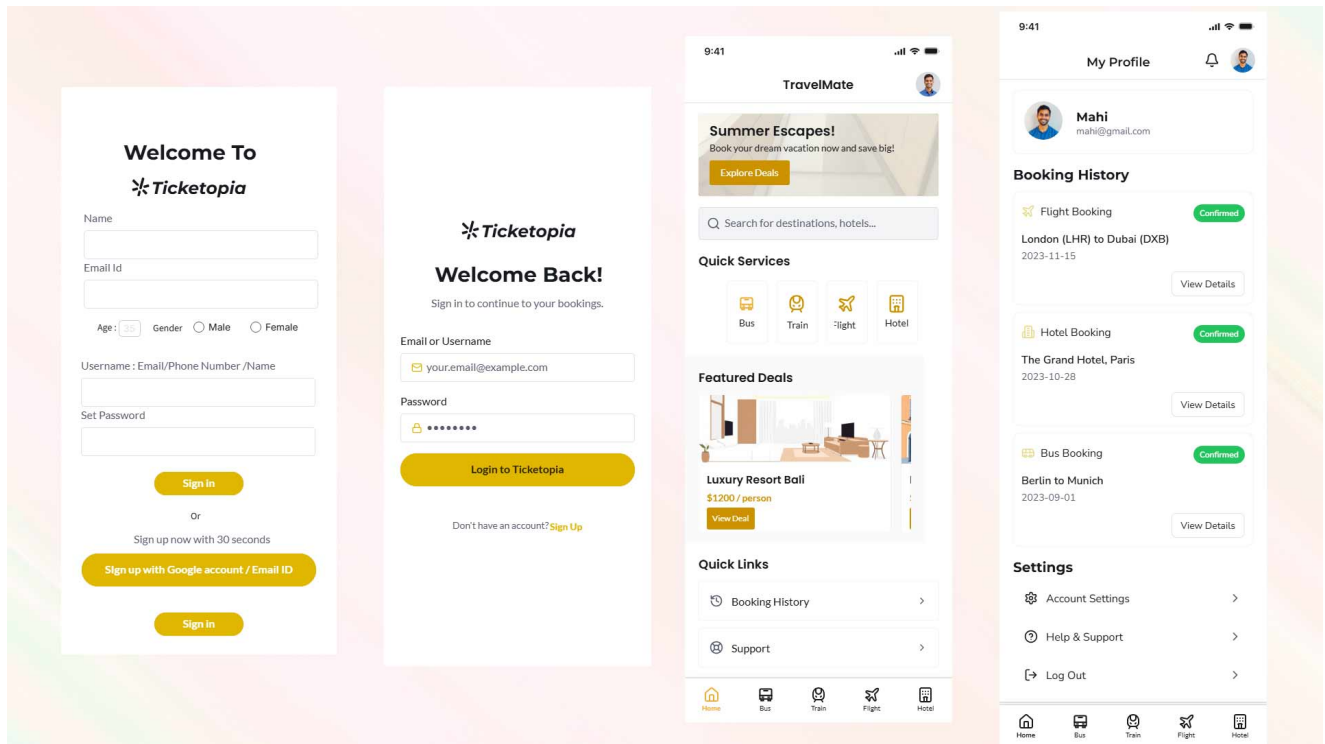
Lo-Fi Wireframe — Booking Flow



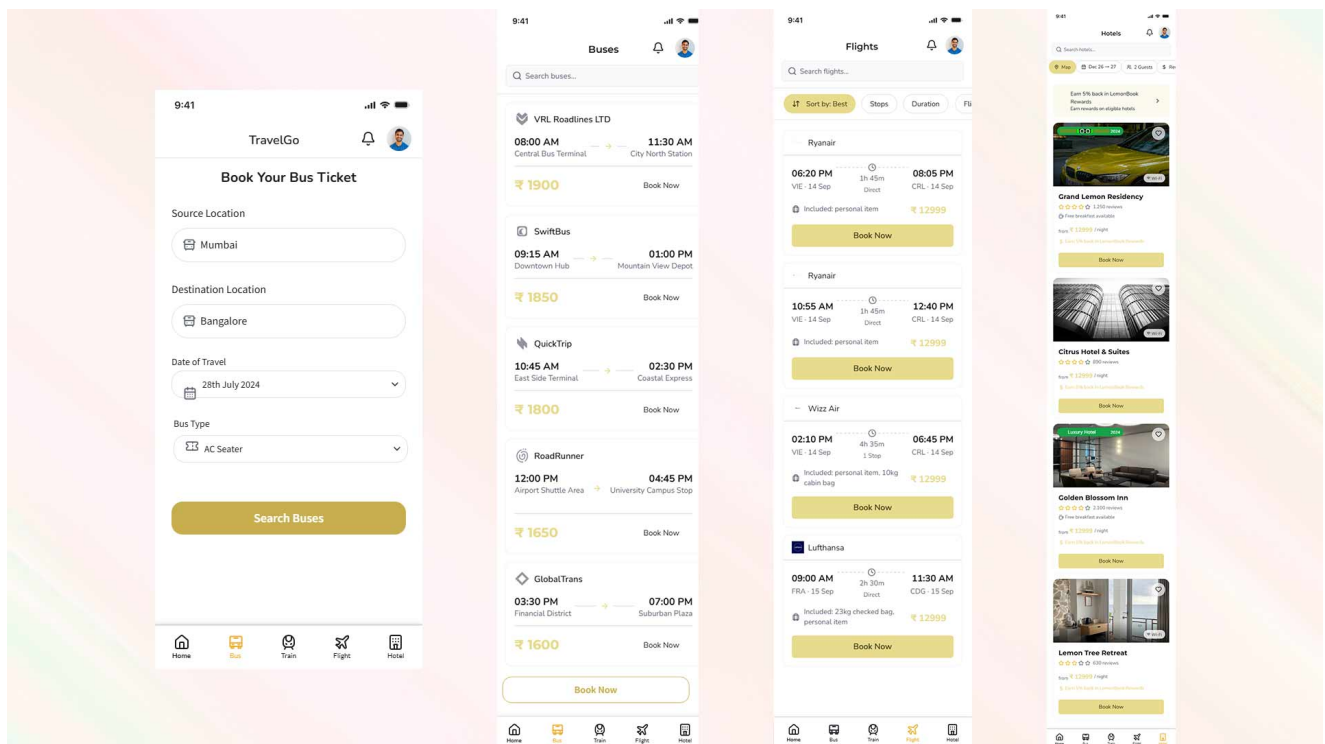
Lo-Fi Wireframe — Payment Screen



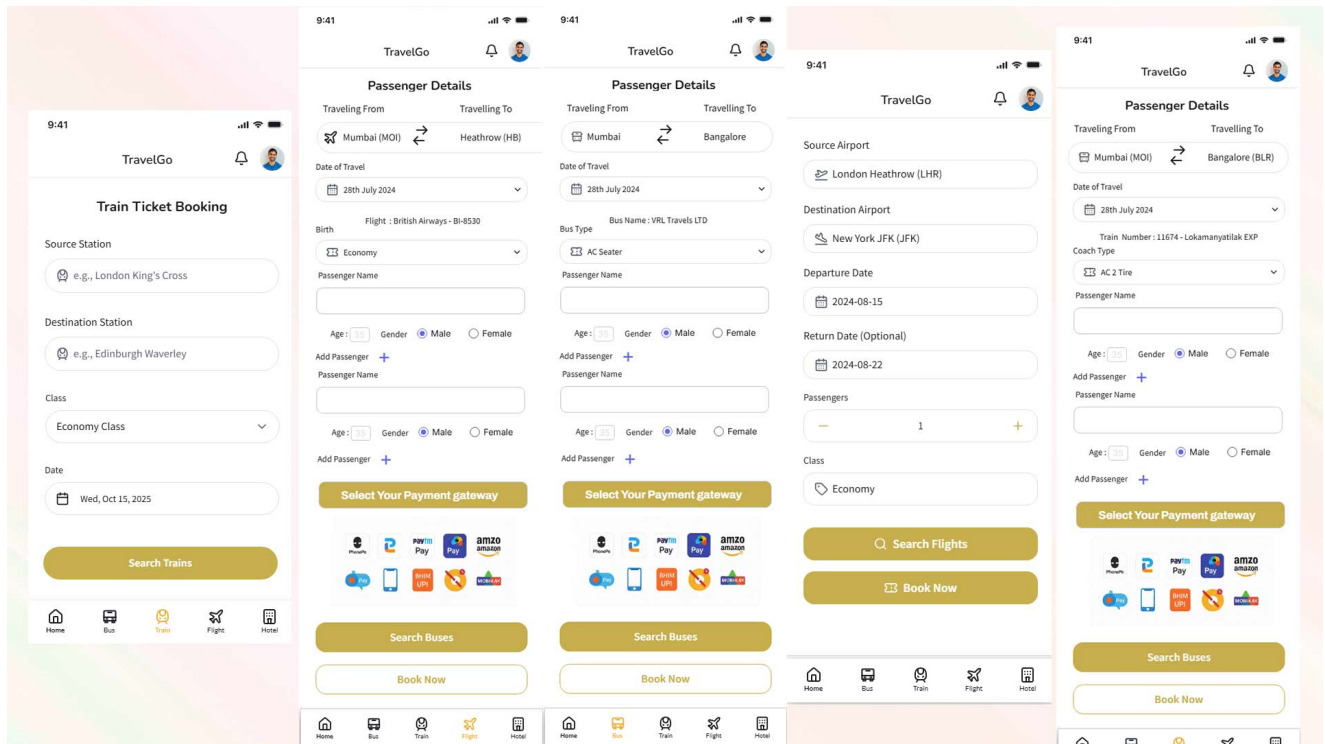
Information Architecture



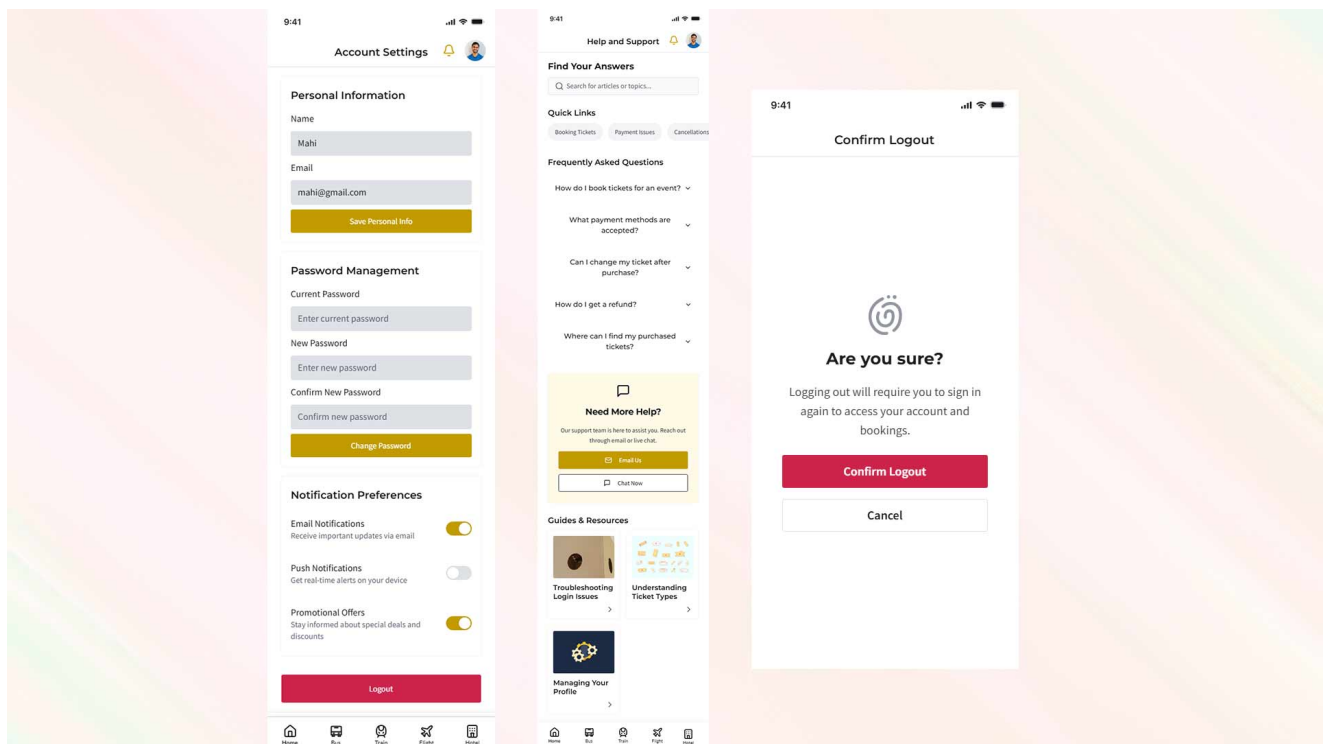
Hi-Fi — Home / Discovery Screen



Hi-Fi — Search Results & Filters



Hi-Fi — Trip Detail & Booking



Hi-Fi — Payment & Confirmation

Results

55%

Higher booking completion

1 page

Streamlined checkout

4.8★

Prototype user testing score

The travel app prototype tested exceptionally well with target users. Booking completion was 55% higher than the benchmark apps tested during research, driven primarily by the simplified single-page checkout and trust-building payment UI.

The discovery-first home screen approach increased time-in-app during testing, with users exploring destinations even when they had no immediate booking intent — a strong signal for engagement and return visits.