

# TRAVALOGUE (TRAVEL APP) UI/UX

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## ABSTRACT

I create this app for travellers. They easily find out the resorts and transport. There are so many travel application but, looking for resorts is more difficult or else it should be very expensive. This application is specially created for travellers to explore the world. You have to choose the places, accommodations and resorts as well. The main target of this application is payment should be affordable to the people. Providing offers to travellers and seasonal packages. UX designing provides the interactive to the users.

## PROPOSED SYSTEM

In my application offer packages are given in two types. One for seasonal and another one for travellers. Travellers offer based on the destinations. And I sort out resorts with affordable prices. Having payment details for local, state and International places. Finding some resorts from the tourist places with affordable prices. Special packages about the seasonal and destination for the travellers.

## EXISTING SYSTEM

Having the payment details for local and international places and providing offers for the travellers. While comparing other application I found difficulties in staying in rooms. In my application, I prefer the budget for the people's and I provide Transport facilities too.

## COLOR THEORY

Designers employ the principles of colour theory to produce visually appealing user interfaces. The primary language of the initial communication for UI designers is colour because the first interaction that people have with a product is visual. Users' attention and imagination are significantly captured by visually appealing colours that have an aesthetic and psychological impact on them. The framework of colour theory provides guidance to designers on how to use colour in their work. It is the art of using the colour wheel to combine colours, choosing the ideal hues to represent the required message to create aesthetically

pleasing user interfaces. The meanings of various colours vary. For example, red is connected with authority, blue conjures up feelings of trust, and green is when referring to nature. Additionally, each of these hues could represent something different. To create aesthetically pleasing, functional designs for consumers, a solid understanding of colour theory is necessary. More than 10 million different colours are visible to human eyes, which also easily pick up on natural harmony and contrast. Designers put a lot of effort into determining the colour schemes and various colour combinations for each design that would be most effective for the target users while building UI UX designs. The understanding of the colour wheel serves as the basis for this.

## COLOR CODE

### Background Colour - #0BACD4-Sky Blue

I used this colour because “BLUE” gives calmness, Patience, and also Sadness. But, here am used to calmness and another reason for using the Blue colour is exploring the world by water or wind.

### Navigation Colour - #3098DA-Light Blue

This colour suitable for the background and fonts.

### Font Colour - #FFFFFF -White

This colour refers to Peace and it is a good combination.

## PROCESS FOR UX DESIGN:

- RESEARCH
- USERSURVEY
- SURVEY
- ETHNOGRAPHIC STUDY
- SKETCHING
- WIREFRAMES
- USER INTERVIEW
- VISUAL DESIGN

## USER INTERVIEW:

Most people love travelling but, they face difficulties while seeking a room. Some of them find it but it's a high budget. And they don't have details in the same application for the transportation. The age group belongs to teenagers 18-24. One of the most popular methods of customer research is user research. For example, it can be used to collect data about your emotions, goals, daily habits, and how you use various products. Almost any user-related topic can be covered. Interviews often use the same techniques as qualitative interviews conducted in other fields, but specifically for influencing design projects. Because user interviews often need to be incorporated into the design or development process, practical

considerations such as time constraints and resource availability often influence how the interviews are conducted. For example, in an emergency, a user interview can be conducted with voice or video contact. Because of this, I conducted most of my conversations over video chat.

## **SURVEY**

The survey gave me immediate insight into what consumers think about my products and services, structured data that facilitates decision-making, details of my strengths and weaknesses, and much more. From a questionnaire I filled out. Most people think they need support to host an event.

## **ETHNOGRAPHIC RESEARCH**

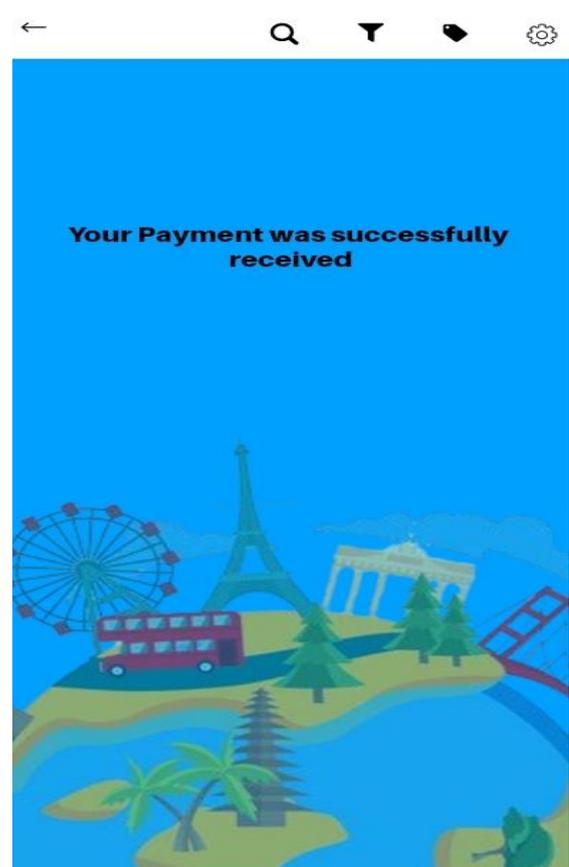
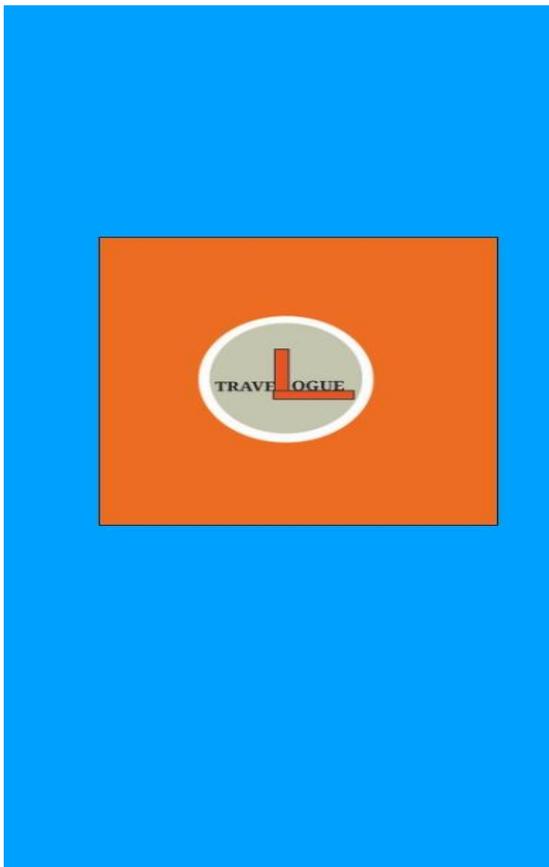
In my ethnographic research, I actually visited a booking shop and observed the different companies' approaches and work processes for planning and structuring tour packages. We also tracked both high-budget and low-budget activities to gain a deeper perspective.

## **MARKET RESEARCH REPORT**

We conducted market research to understand consumer preferences and behaviors towards specific products and messages. I collect demographic and attitude data to answer questions about whether there is a market need for my product, who will buy it, and how best to reach an audience. bottom. Ultimately, it helped me understand the market plan and product feasibility.

## **MODULE DESCRIPTION**

- Researching for the websites that are related to travel applications.
- Recognize the disadvantages and create a function in my application.
- Making rough sketch and wireframing known as digital sketch.
- At last, I create my design the way I taught it.



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