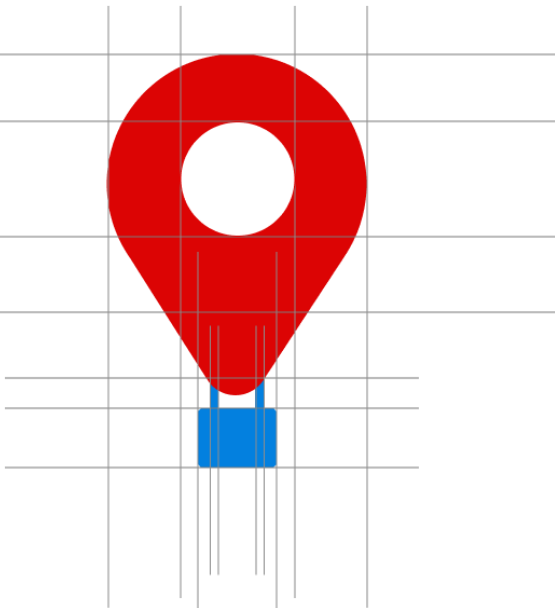
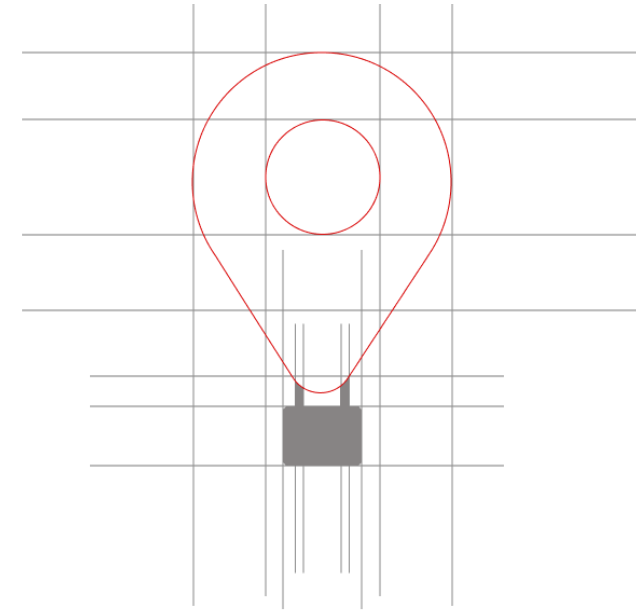
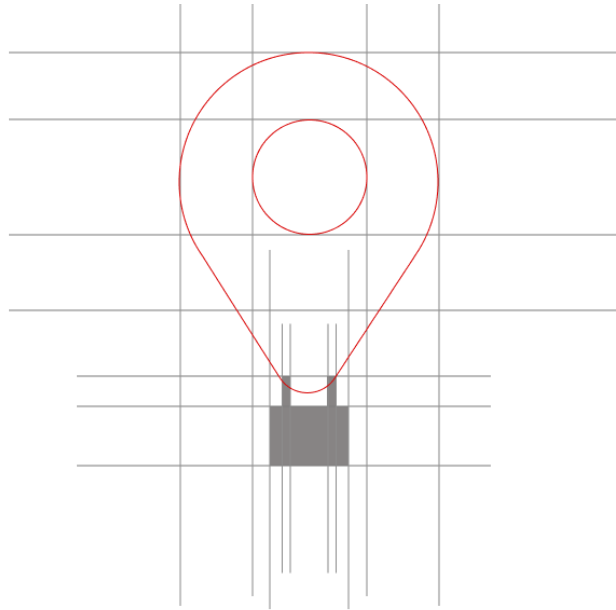
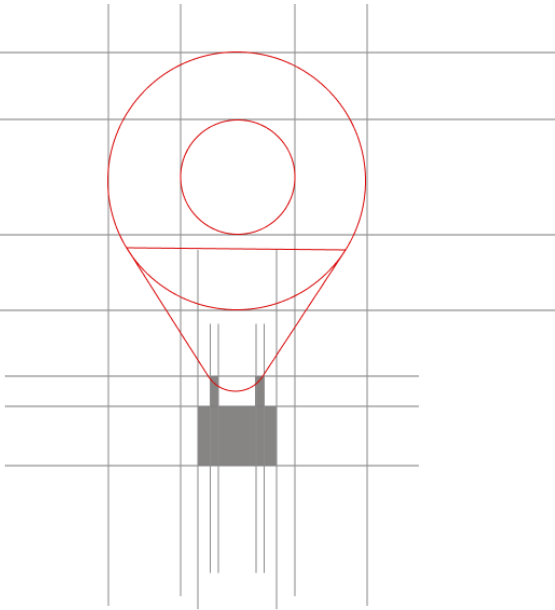






About the Project

What is PinSee Travel?

PinSee Travel App is designed to simplify and enhance the travel planning experience by integrating discovery, booking into one seamless platform.

Problem

Travel planning can be complicated and frustrating, users need to jump between different apps to find destinations, book trips, and manage plans. This makes the process confusing and time-consuming.

Solution

The solution is to create a travel app that combines all the necessary tools in one place. This app will allow users to easily find destinations, book trips, and manage their travel plans, making the entire process stress-free.



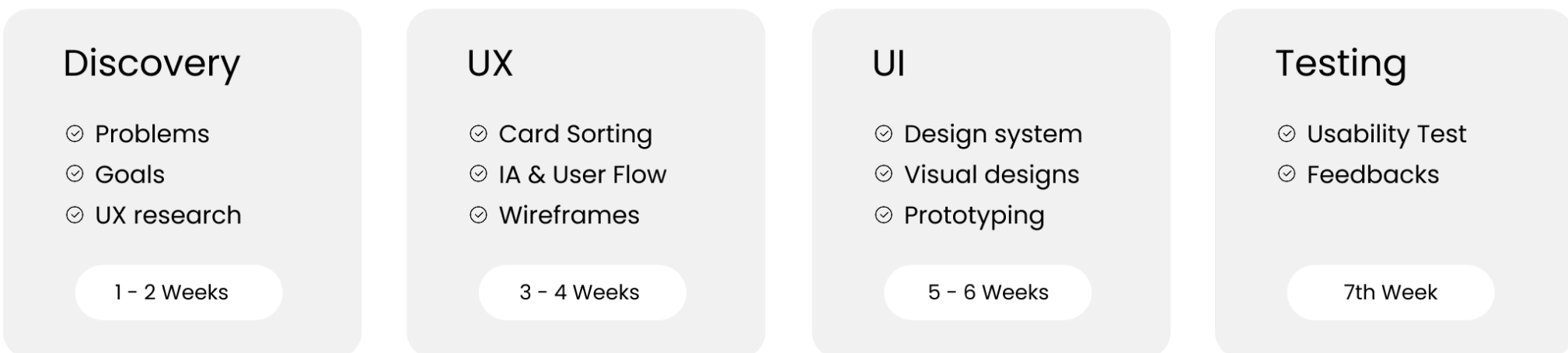
Design Process

This is a step-by-step method to solve problems by understanding user needs, generating ideas, and refining them into functional, appealing design.



Project Timeline

This structured schedule that outline the sequence and duration of tasks from start to finish. It helps track progress and ensure timely completion.



Discover Phase

User Research

Discover Phase is the initial stage of the design process, where we need to gather information and insights by conducting user research, competitor analysis and identifying user needs and challenges.

Quantitative Research

Competitor analysis



Booking.com
4.6 ★ /19,5L Reviews



Agoda
4.6 ★ /19,8L Reviews



Traveloka
3.8 ★ /1,33L Reviews



EaseMyTrip
4.5 ★ /1,56L Reviews

Qualitative Research

User Interview Questions

How often do you travel? How many times a year do you usually travel?

Have you faced any challenges while canceling booking?

Which apps do you use for booking flights and hotels?

Describe how do you find out travel places?

What features do you look for when choosing destination, flights, and hotels?

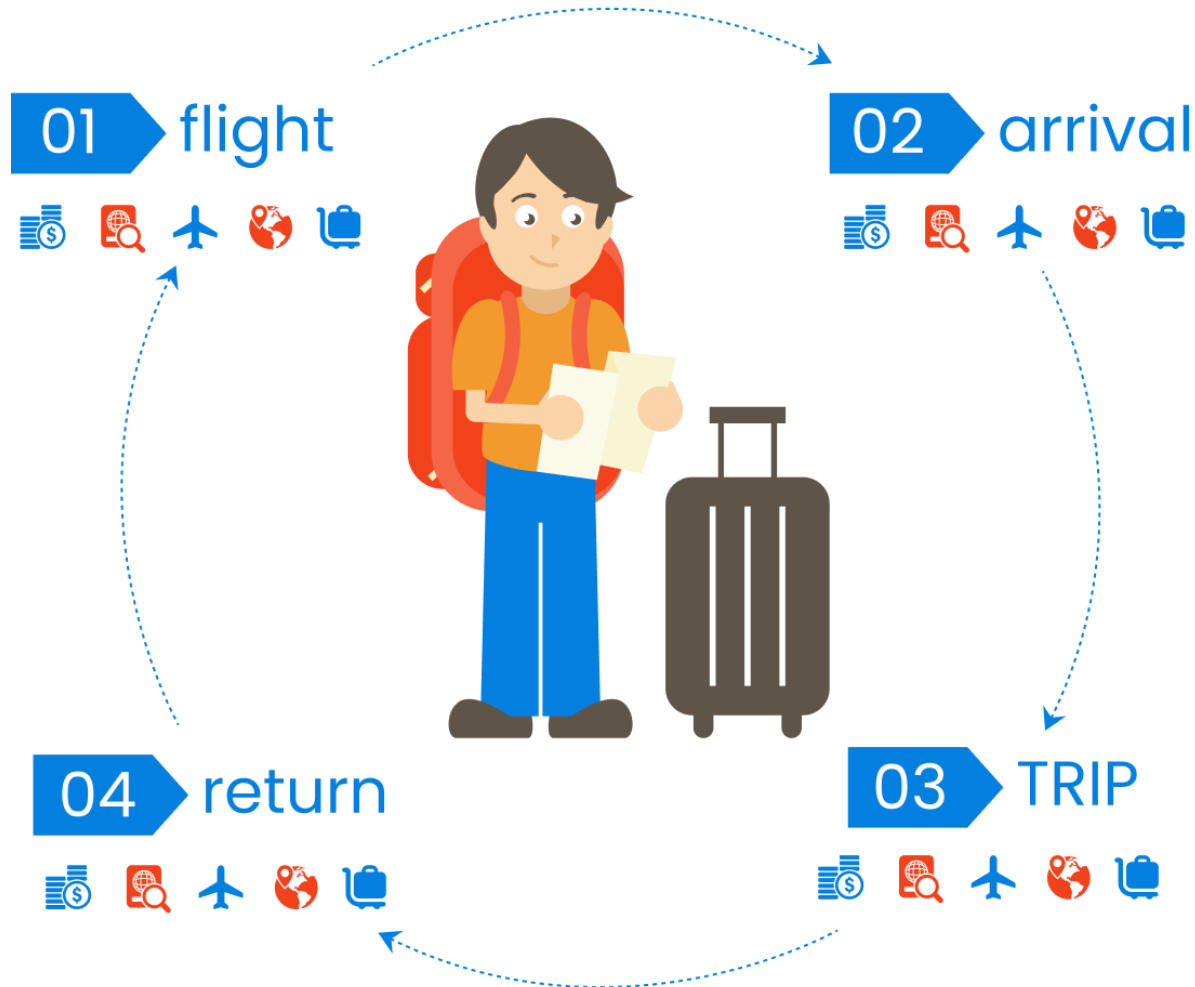
Tell me How easy or difficult do you find using travel apps?

Design Phase

Wireframes

The Design Phase starts with wireframes to define structure, and creating a style guide for consistency. Then, high-fidelity screens are designed, and the phase concludes with prototyping to test the user experience.





Define Phase

User Person

Define Phase is the crucial stage of design process as it is user centered, where designer has to understand the user's world through user personas, empathy mapping and user journey.

Goals

- Looking for best prices, good reviews, location convenience
- Prefers online resources for guidance to explore recommending new places on low budget
- Loves to share traveling experiences.

Pain points

- Challenge to manage budget and scheduled plans.
- Confused to use the app
- Frustrated because hard to cancel bookings.
- Suggesting features like itineraries based on their preferences & past travel history.

What does she Thinks, Feels, Says and Does



Quynh Anh (23/F)

Lives in Sai Gon. she is an IT employee and she loves travelling and exploring new places.

Says

- Travels about 3 to 4 times annually
- Uses App Travels for booking flights & hotels
- Find travel places by seeing Instagram.
- Usually travel within the country

Thinks

- Looking to travel within a country because its easy and cheap.
- Looking for best hotels in nearby spots.
- Prefer online for guidance to explore cuz, (up to date info & easy to search)
- Need suggestion to travel

Feels

- Hard to cancel bookings.
- The interface is confusing, and there have been issues with incorrect pricing
- Challenge to manage budget and scheduled plans.

Does

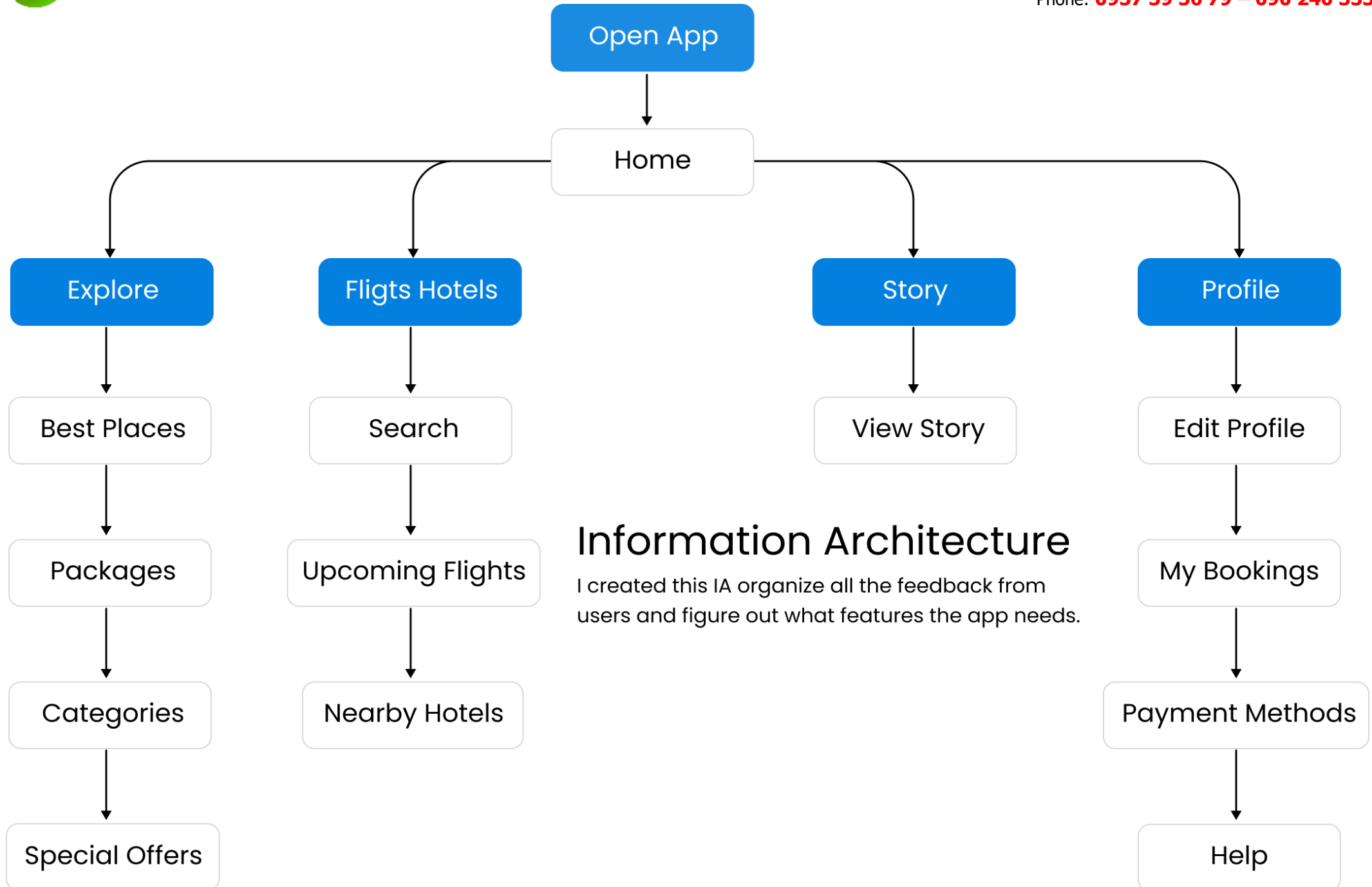
- Contact customer support for cancelling the booked for Popular Travel destinations.

Ideate Phase

Card Sorting

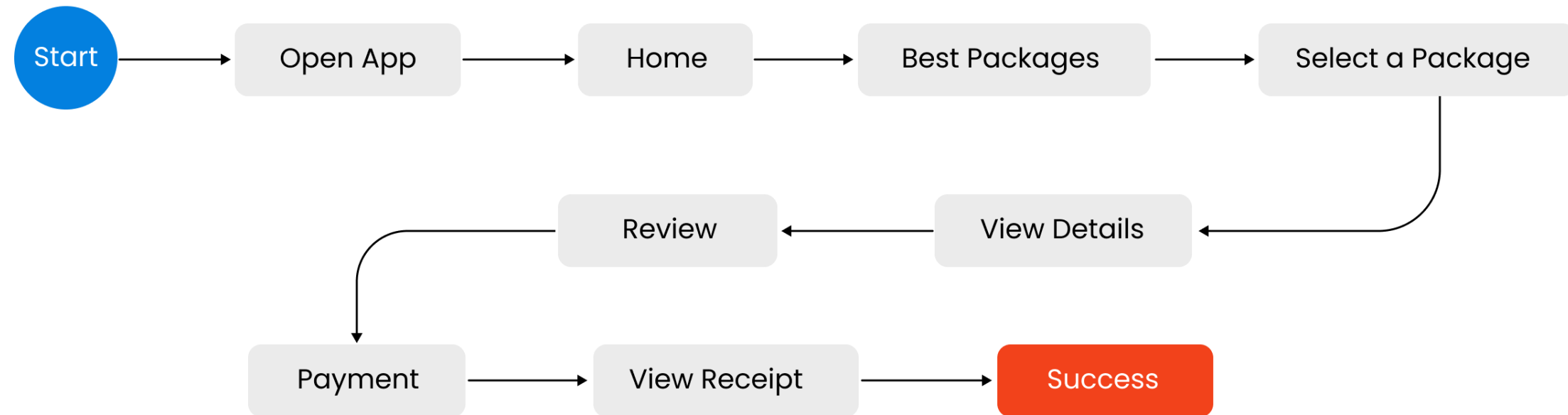
In this Ideate Phase where we do brainstorm and come up with multiple ideas to solve the defined problem. It's about exploring the possibilities and thinking outside the box to find solutions.





Task Fow

Next, I created a Task Flow to analyze the key steps users take to book a Trip package within the app.

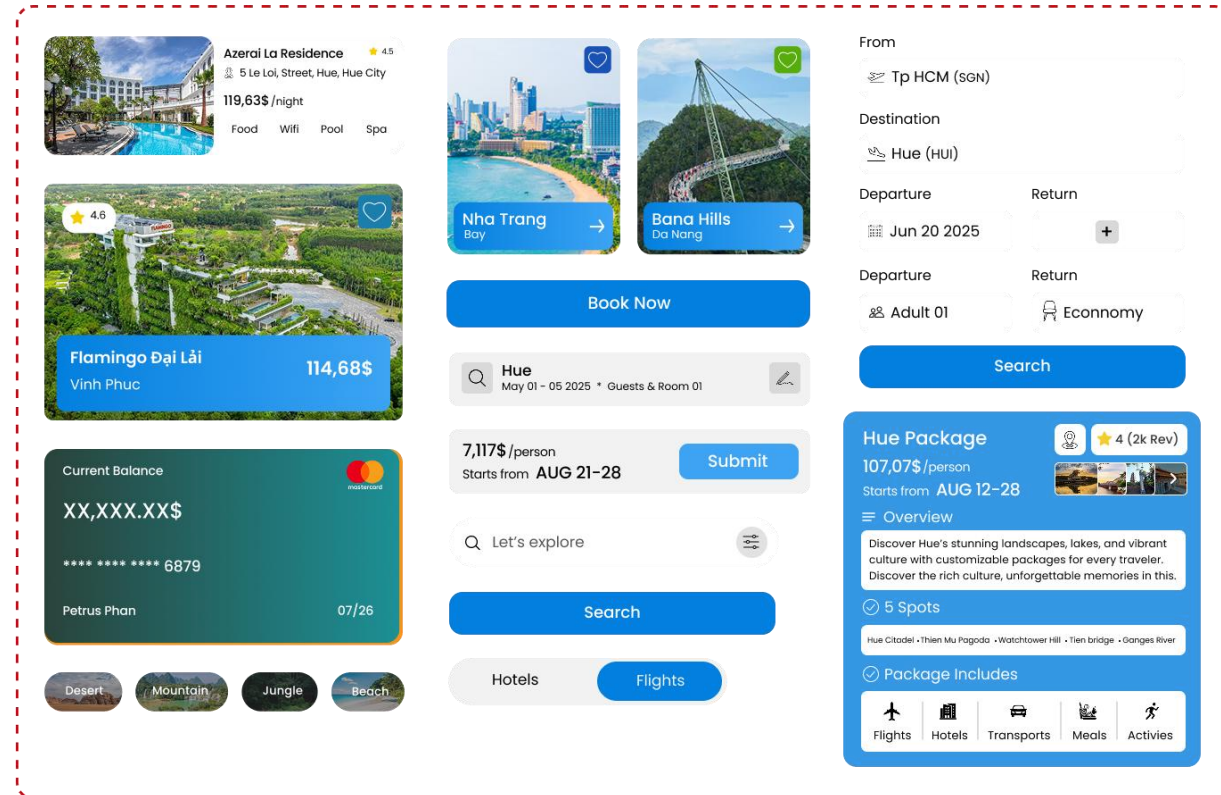
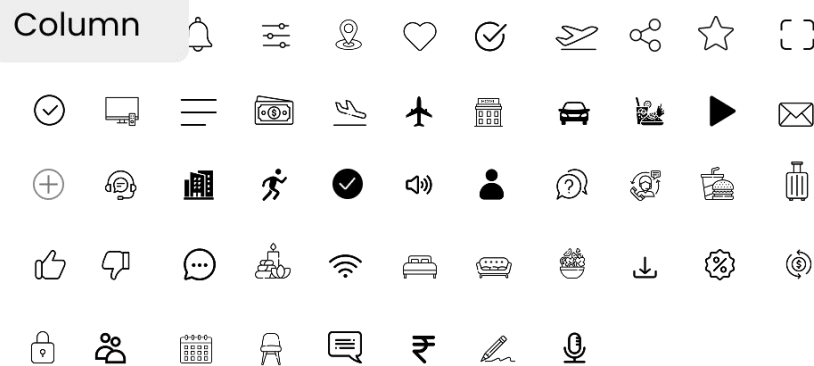


Components

Navigation Bar



04 Icons



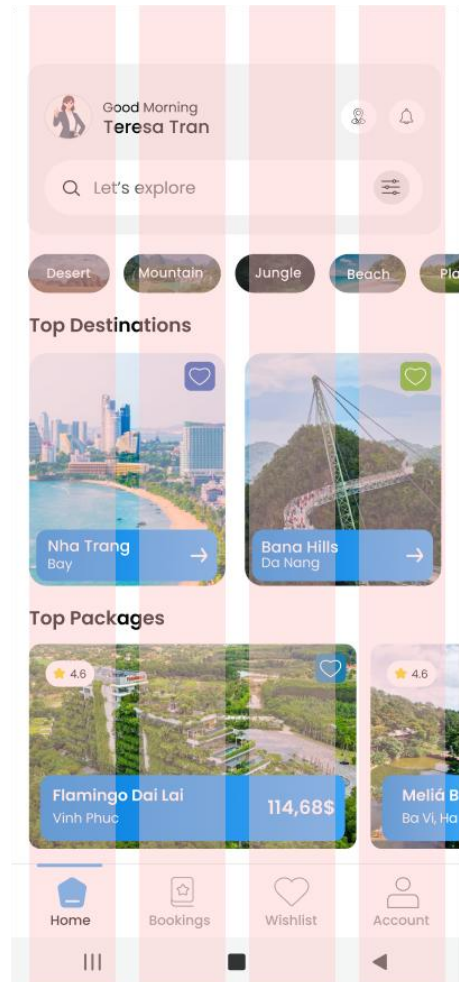
Grid System

4
Column

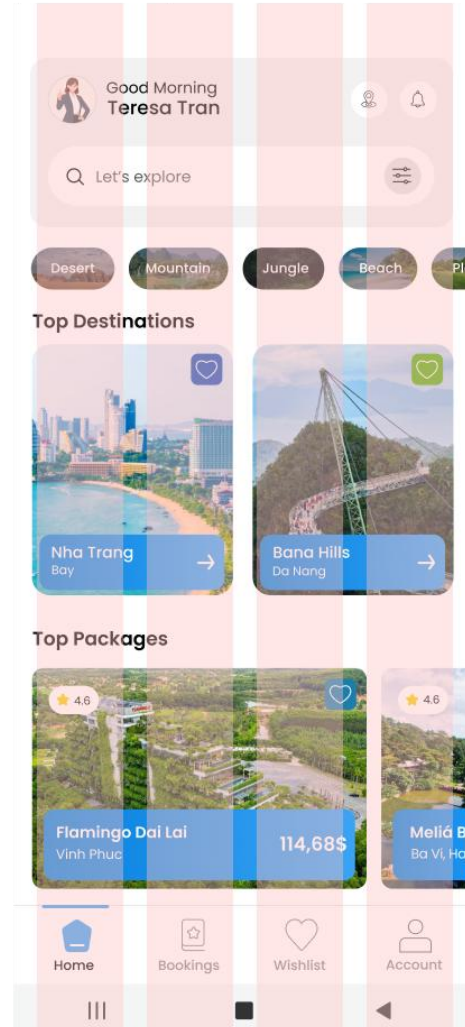
16
Margin

20
Gutter

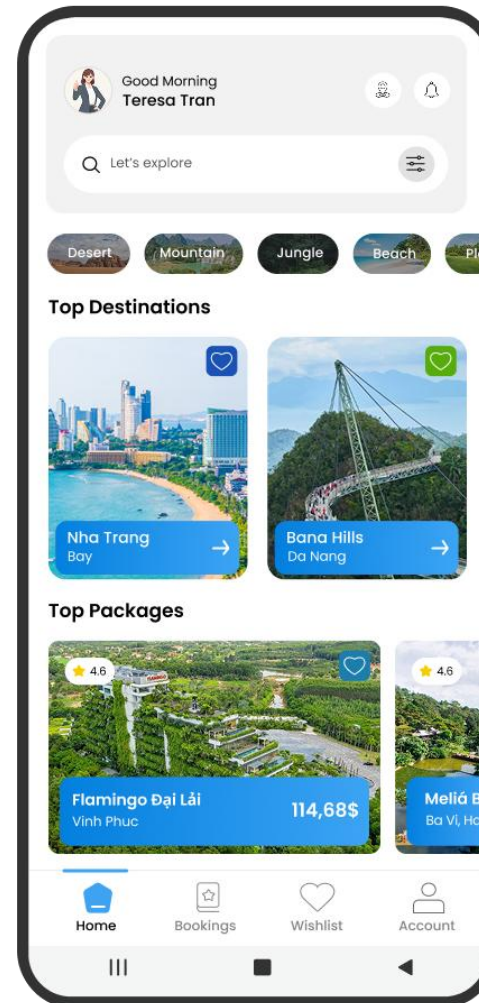
iPhone 16 Pro



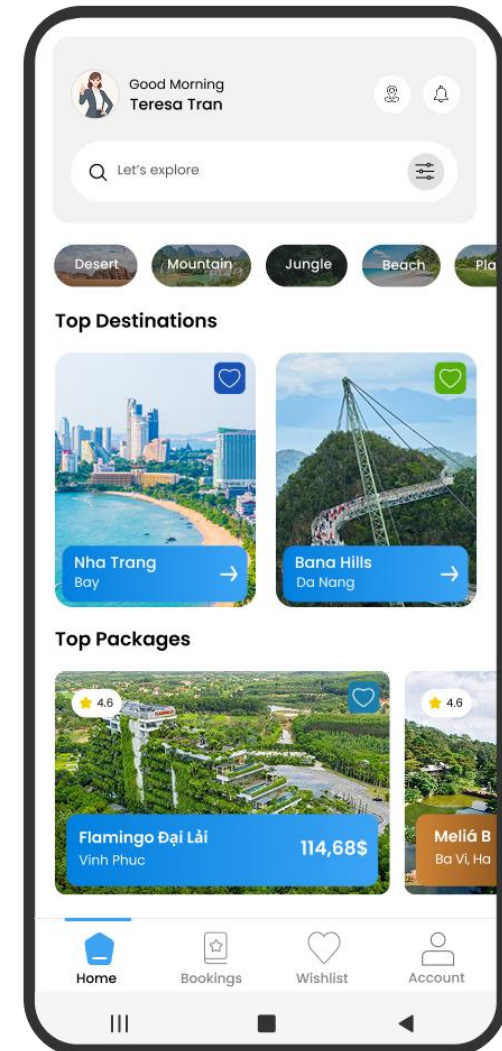
Android Compact



Chuẩn IOS



Chuẩn Android



Visual Design

Splash and Onboarding Screens

Onboarding Screens guide new users by showcasing key features and app benefits.



Discover your Dream Travel Package

Find the perfect all-in-one travel
experience for your next gateway.

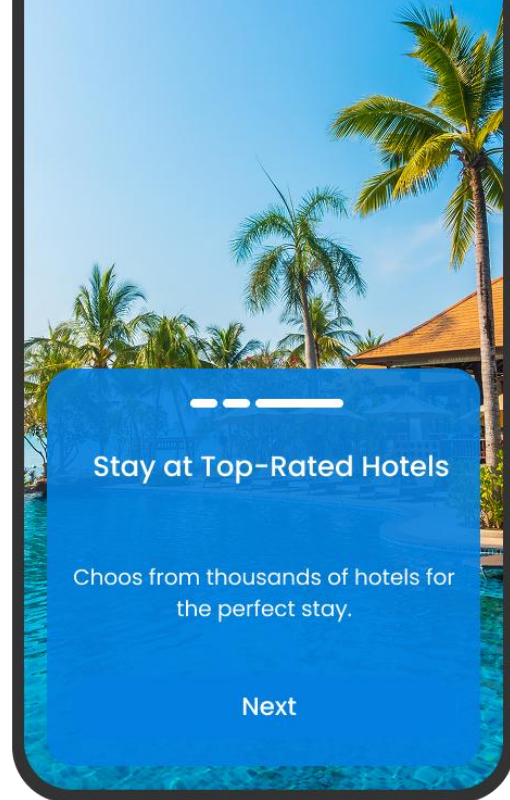
Get Started



Book Flights with Ease and Hassle-Free

Search, compare, and book flights
at the best prices.

Next



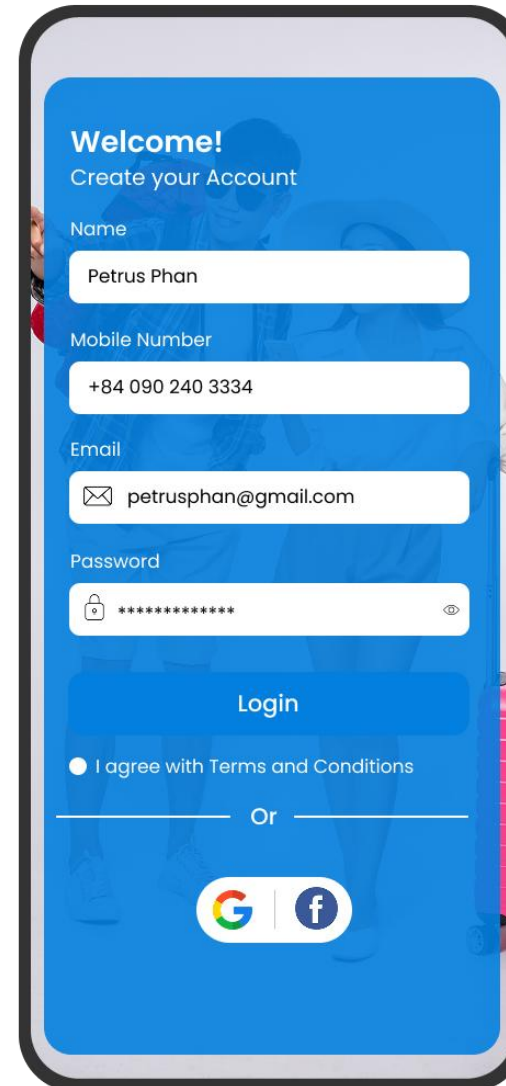
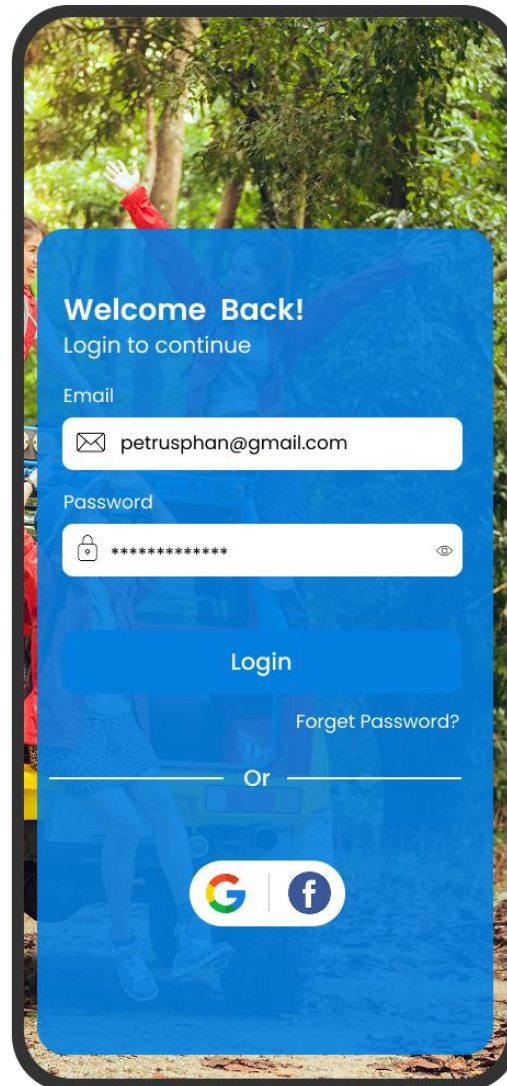
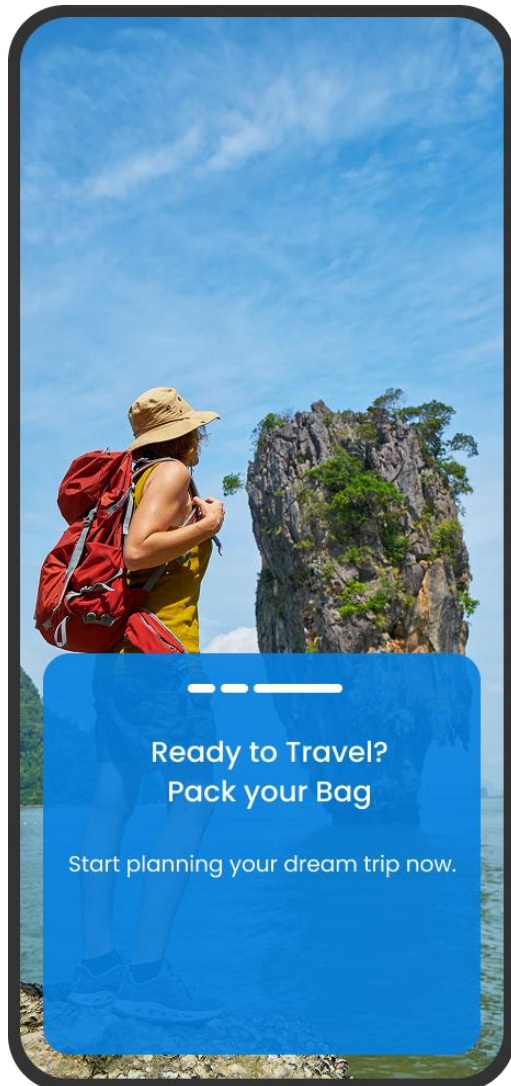
Stay at Top-Rated Hotels

Choose from thousands of hotels for
the perfect stay.

Next

Login and Registration Screens

These screens provide secure access for users to Log in or create an account, enabling personalized travel planning & bookings.



Home Page

This Introductory page is the main screen where users access key features, navigation and all optimized for quick and intuitive interaction.

Search

To find destinations, attractions and to book Flights, Hotel quickly

Nav Bar

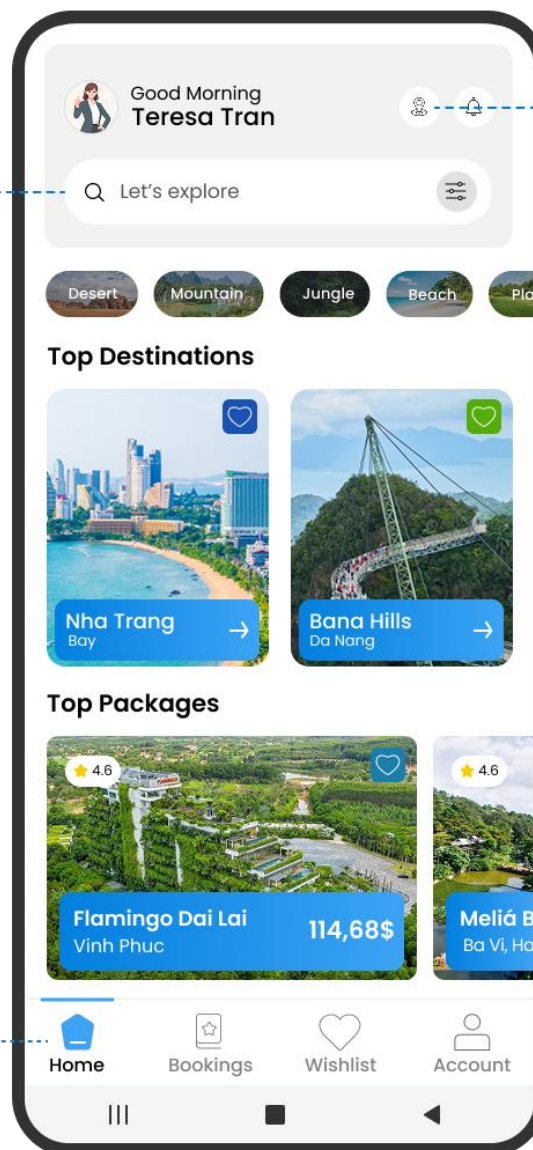
Navigate for Bookings page, Story page and profile page to utilize its functions.

Map View

Quick access to explore location and nearby attractions.

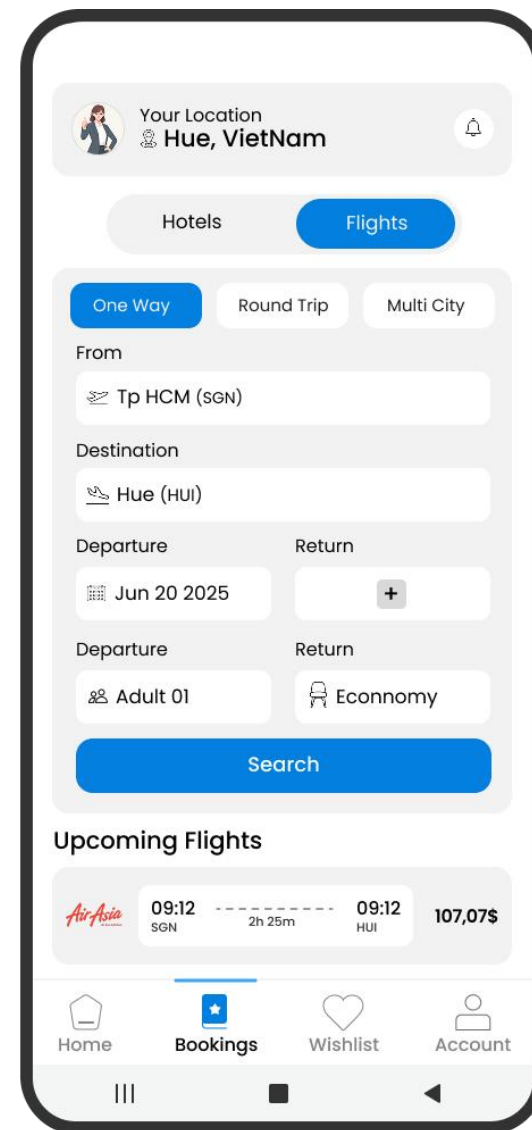
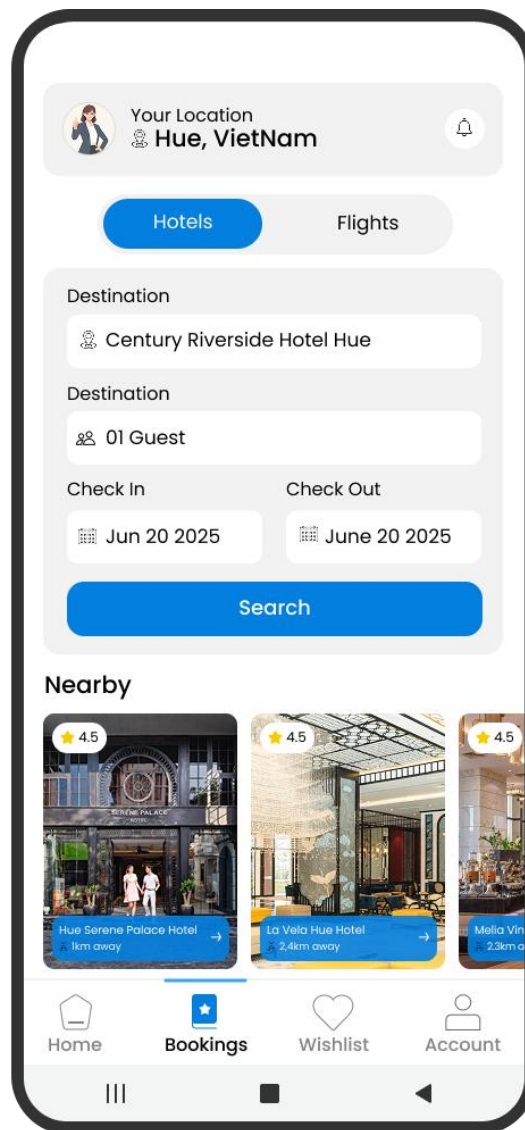
Categories

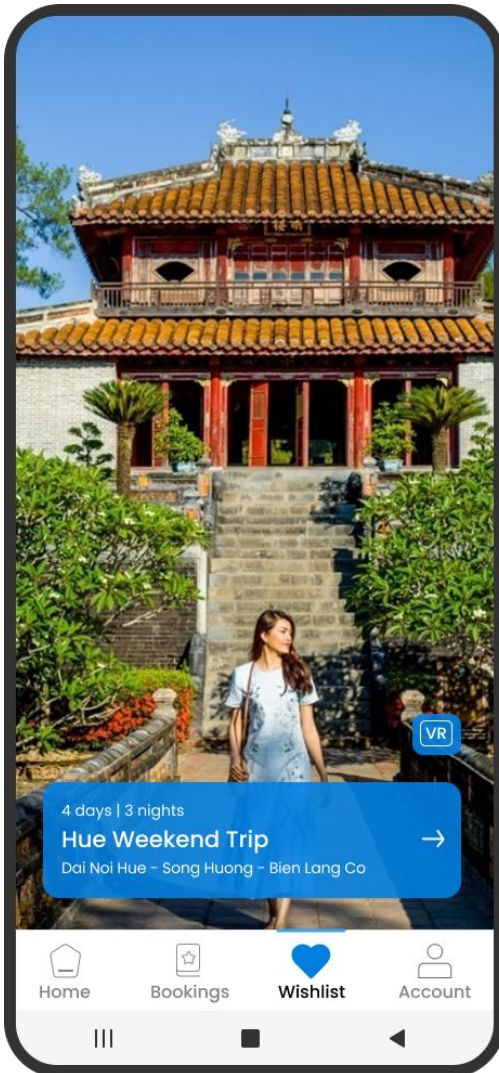
Discover destinations based on their preferred landscapes or experiences.



Hotel & Flight Booking Page

The Bookings page allows users to search, book, and manage their hotel and flight reservations seamlessly.





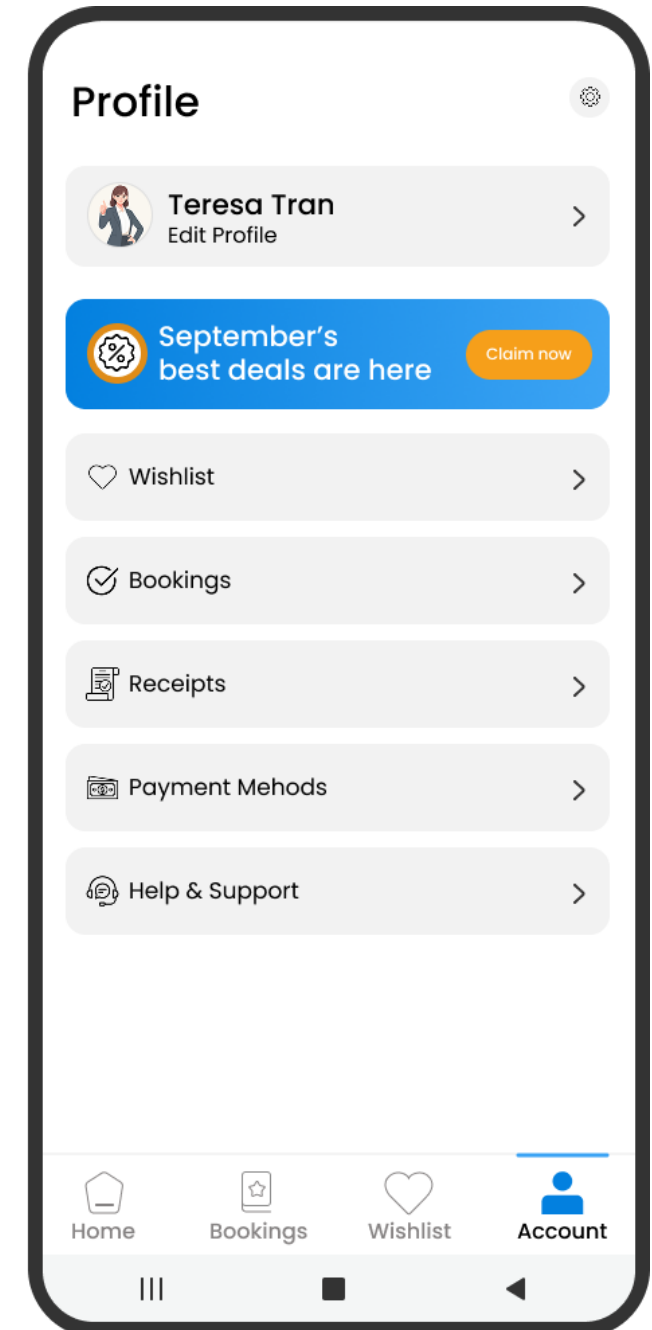
Story Page

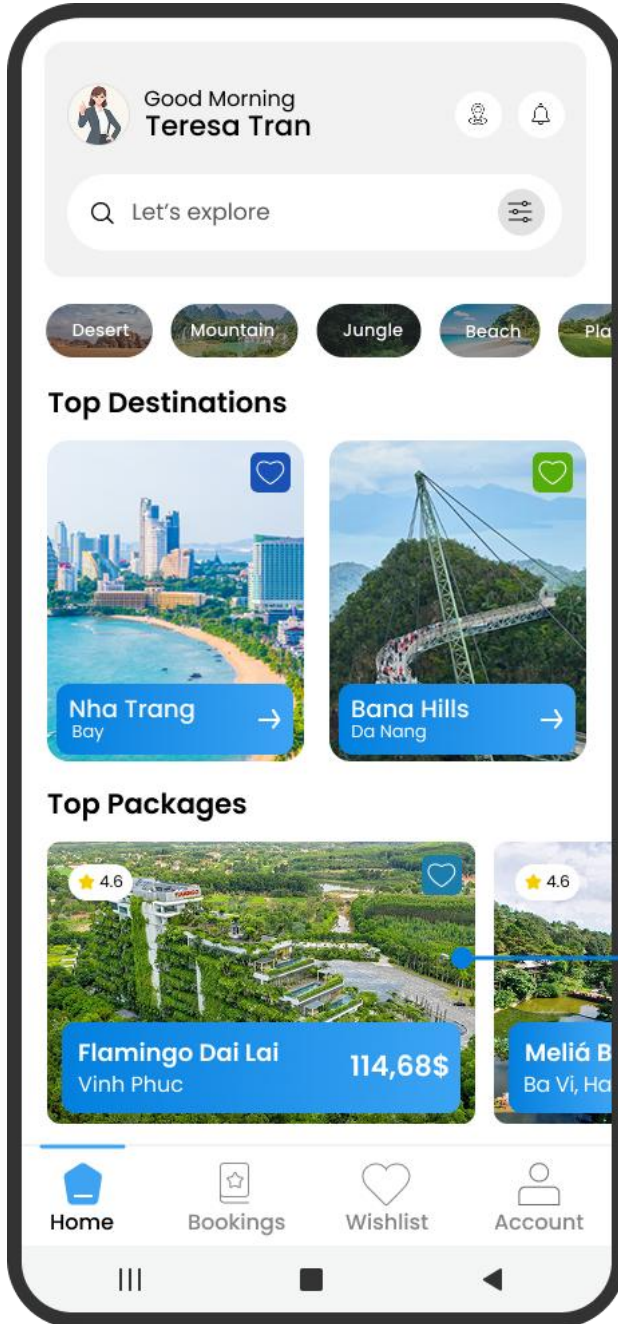
The Story page showcases travel spots in a captivating, reel-like format to engage users.

360-degree VR experience of popular destinations.
Integrating overlays for navigation & showing nearby Spots.

Profile Page

The Profile page centralizes user details, trip bookings, favorites, payment methods and customer support.





Home Screen

Discover Top packages to explore

Package Details Screen

Check trip dates, cost, spots, gallery, hotels, flights, policy and reviews

Hotel Details
Flights
Itinerary
Policy

Non Stop
3,250\$

SGN HUI
11:30 ----- **01:10**
Tan Son Nhat Phu Bai
02h 20m

Non Stop
5,120\$

SGN HUI
07:30 ----- **09:10**
Tan Son Nhat Phu Bai
02h 20m

Hotel Details
Flights
Itinerary
Policy

Aug 21 Aug 22 Aug 23 Aug 24 Aug 25

Day 01

Arrival in Sai Gon via flight
SGN 012 Sai Gon to Hue - 02h 30m
View Details

Transfer from Airport to Hotel
RK Cabs Private Cab | 3 seater | AC | luggage bags

Hue Package
4 (2k Rev)
107,07\$/person
Starts from AUG 12-28
Overview
Discover Hue's stunning landscapes, lakes, and vibrant culture with customizable packages for every traveler. Discover the rich culture, unforgettable memories in this.
5 Spots
Hue Citadel • Thien Mu Pagoda • Watchtower Hill • Tien bridge • Ganges River
Package Includes
Flights Hotels Transports Meals Activies

Hotel Details
Flights
Itinerary
Policy

4.5
Azerai La Residence
5 Le Loi, Street, Hue, Hue City
Room type Single (AC)

4.2
Silk Path Grand Hotel

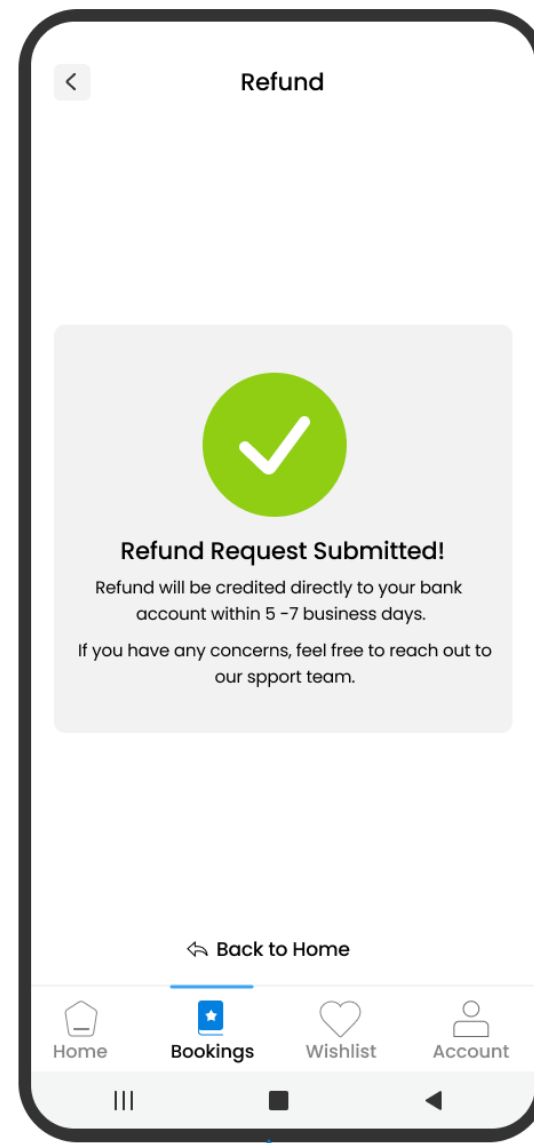
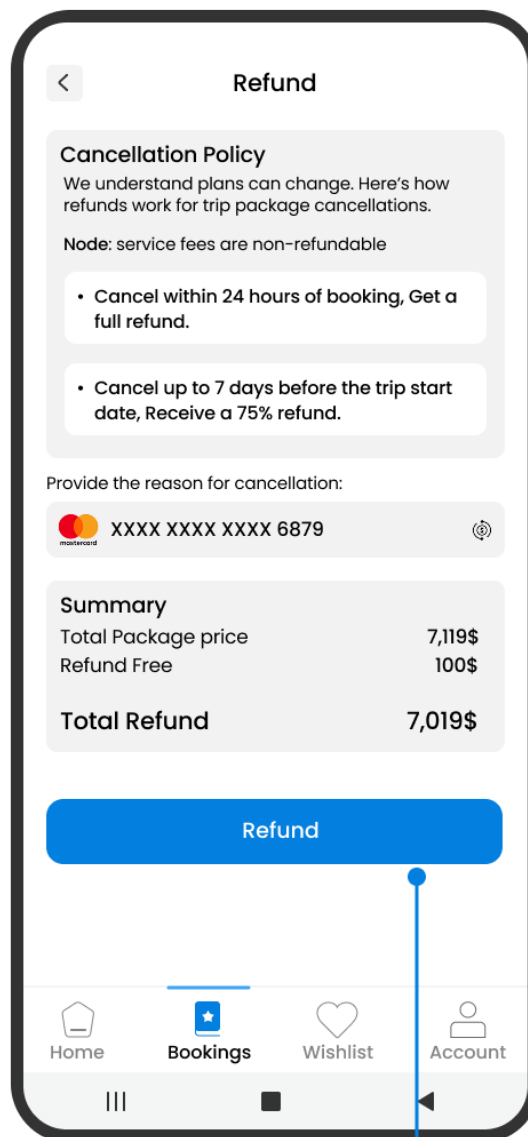
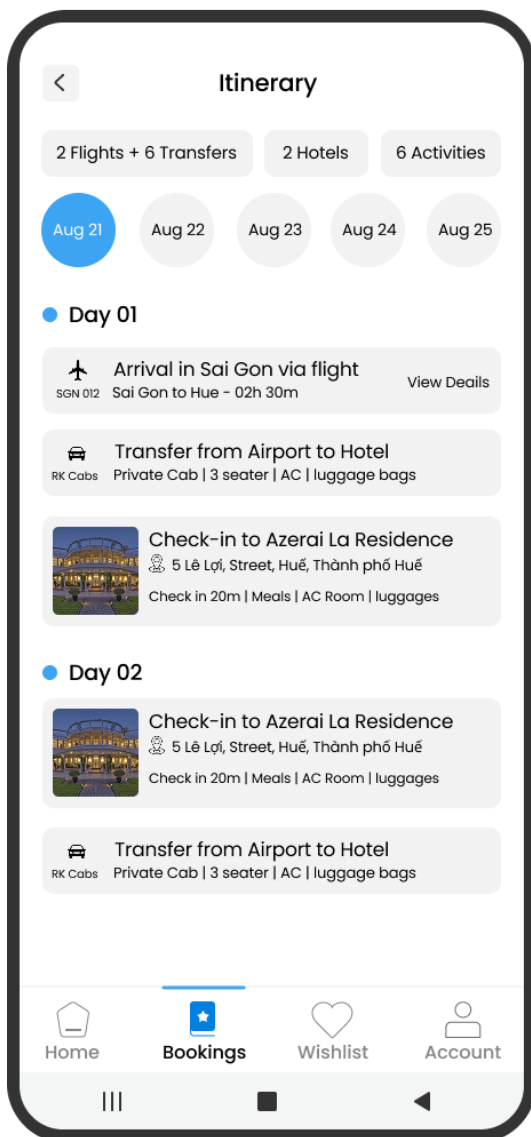
Book Now

Home Bookings Wishlist Account

Hotel Details
Flights
Itinerary
Policy

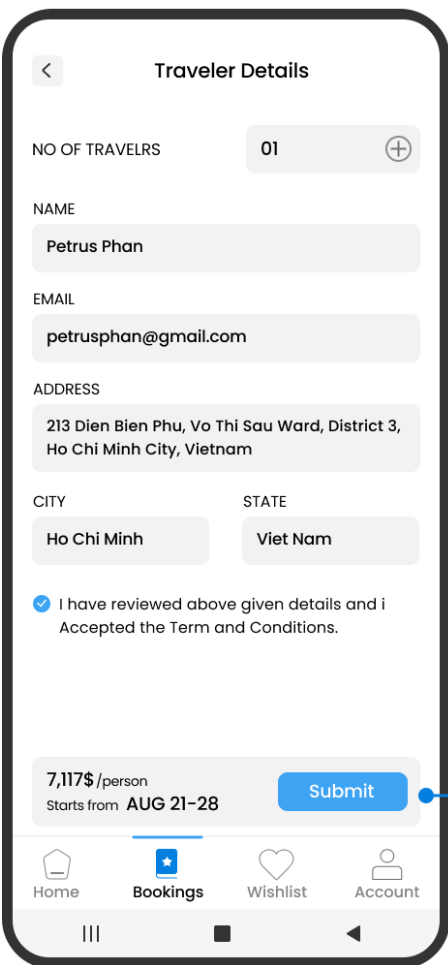
Refund Available
Check Terms and Conditions for details

Need Customer Support?



Traveler Details Screen

Enter Traveler Information



Traveler Details

NO OF TRAVELRS 01 (+)

NAME
Petrus Phan

EMAIL
petrusphan@gmail.com

ADDRESS
213 Dien Bien Phu, Vo Thi Sau Ward, District 3, Ho Chi Minh City, Vietnam

CITY STATE
Ho Chi Minh Viet Nam

☒ I have reviewed above given details and i Accepted the Term and Conditions.

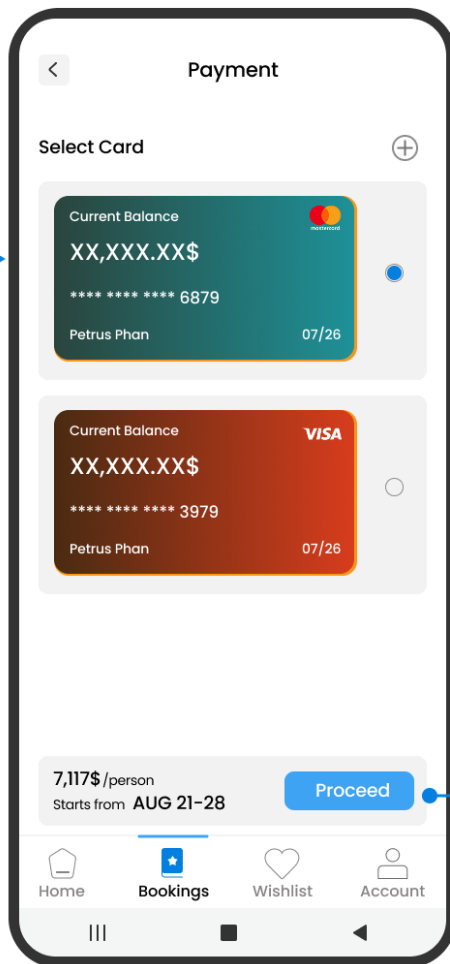
7,117\$/person
Starts from AUG 21-28

Submit

Home Bookings Wishlist Account

Payment Screen

Make Payment to Complete the booking



Payment

Select Card (+)

Current Balance
XX,XXX.XX\$
**** * 6879
Petrus Phan 07/26

Current Balance
XX,XXX.XX\$
**** * 3979
Petrus Phan 07/26

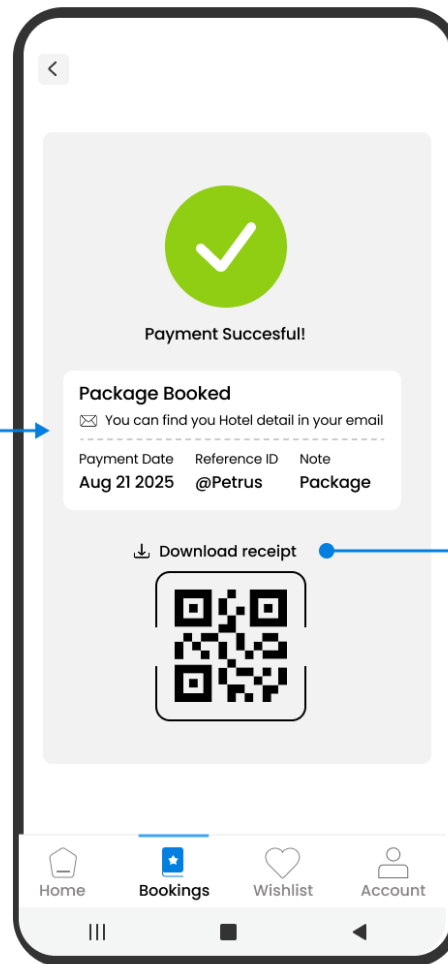
7,117\$/person
Starts from AUG 21-28

Proceed

Home Bookings Wishlist Account

Confirmation Screen

Booking Confirmation with a receipt download option.



Confirmation Screen

Payment Successful!

Package Booked
✉ You can find you Hotel detail in your email

Payment Date	Reference ID	Note
Aug 21 2025	@Petrus	Package

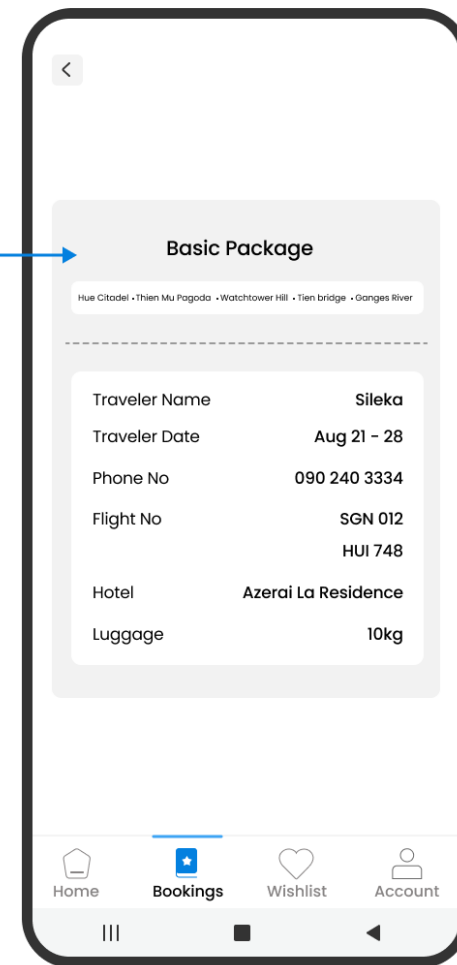
Download receipt

QR Code

Home Bookings Wishlist Account

Receipt Screen

View or download the package receipt anytime.



Receipt Screen

Basic Package
Hue Citadel • Thien Mu Pagoda • Watchtower Hill • Tien bridge • Ganges River

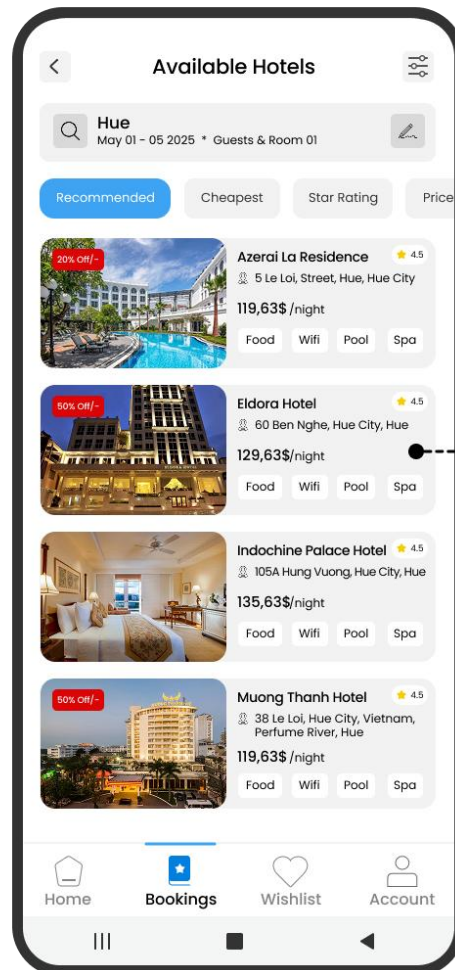
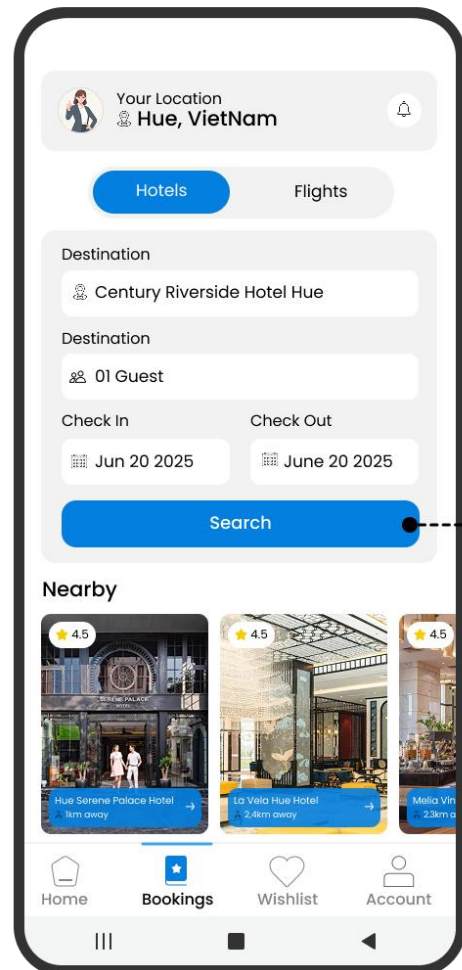
Traveler Name	Sileka
Traveler Date	Aug 21 - 28
Phone No	090 240 3334
Flight No	SGN 012 HUI 748
Hotel	Azerai La Residence
Luggage	10kg

Home Bookings Wishlist Account

Hotel Booking Screen

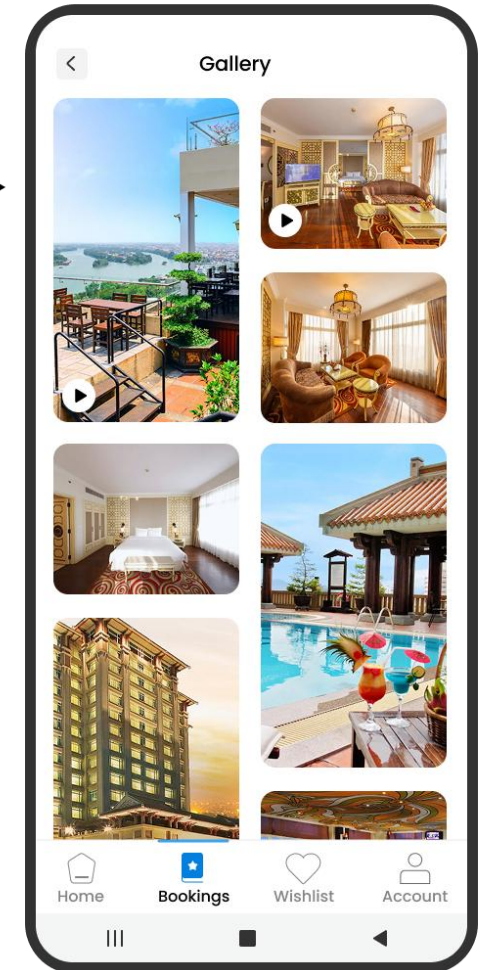
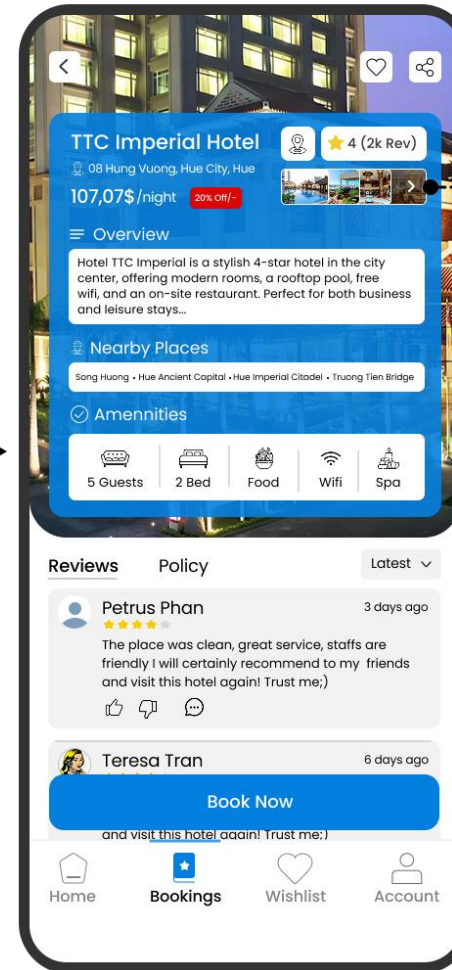
Hotel Search Screen

Search for hotels by specifying preferences then browse search results to choose hotel that suits your needs.



Hotel Details Screen

View detailed information about the selected hotel, including costs, amenities, photos, and reviews, to make an informed choice.



Hotel Booking Screen

Enter your personal info & complete the payment to book your hotel, then view the success screen with booking details and an option to download the receipt.

Traveler Details

NO OF TRAVELRS (+)

NAME

EMAIL

ADDRESS

CITY STATE

☒ I have reviewed above given details and i Accepted the Term and Conditions.

7,117\$/person
Starts from AUG 21-28

Home Bookings Wishlist Account

Payment

Select Card (+)

Current Balance
XX,XXX.XX\$
**** * 6879
Petrus Phan 07/26

Current Balance
XX,XXX.XX\$
**** * 3979
Petrus Phan 07/26

7,117\$/person
Starts from AUG 21-28

Home Bookings Wishlist Account

Payment Successful!

Package Booked
✉ You can find you Hotel detail in your email

Payment Date	Reference ID	Note
Aug 21 2025	@Petrus	Package

Download receipt

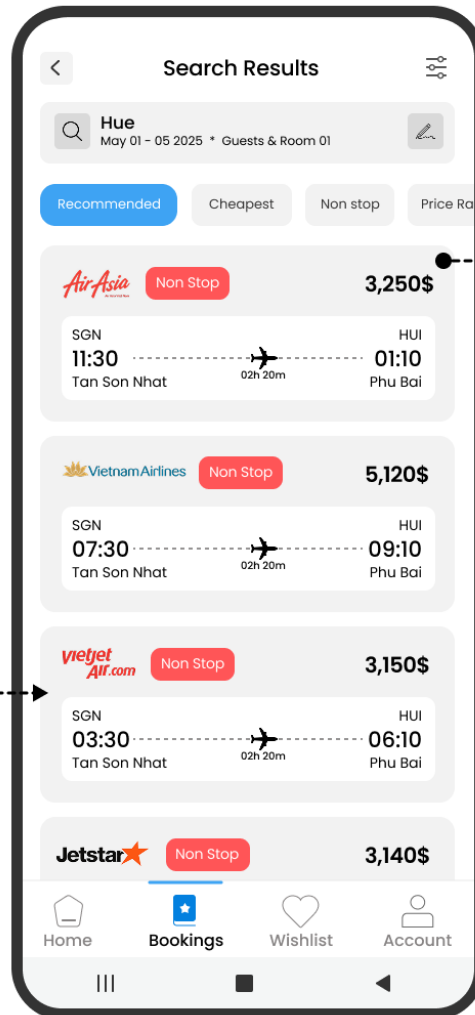
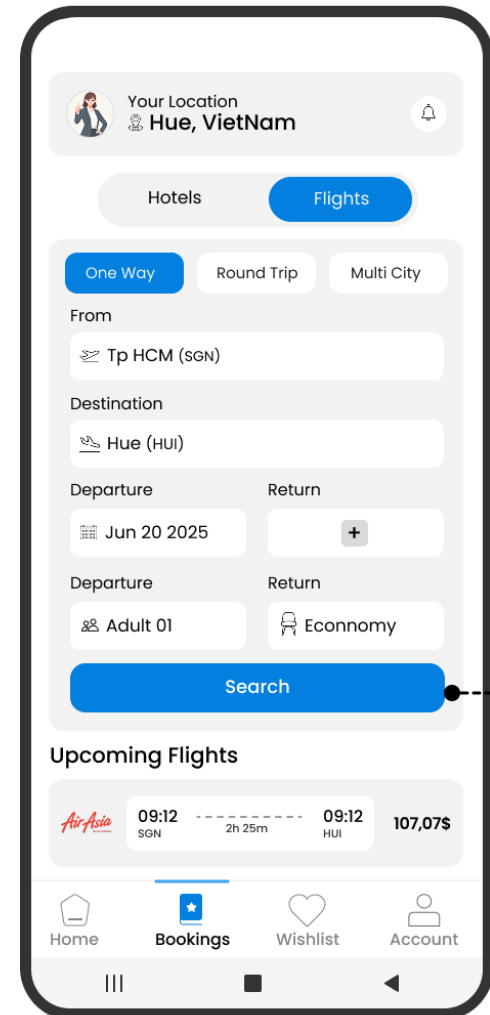


Home Bookings Wishlist Account

Flight Booking Screen

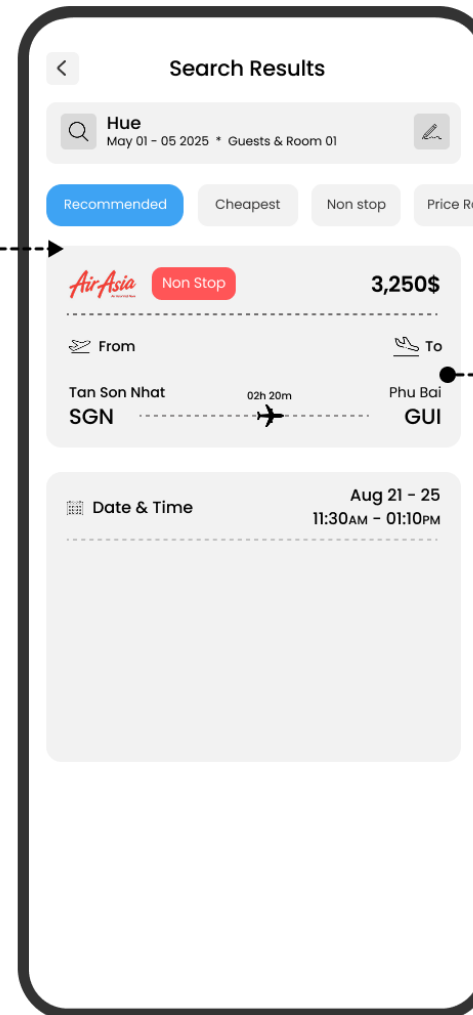
Flight Search Screen

Search for Flights by specifying preferences then browse search results to choose the best flight that suits your needs.



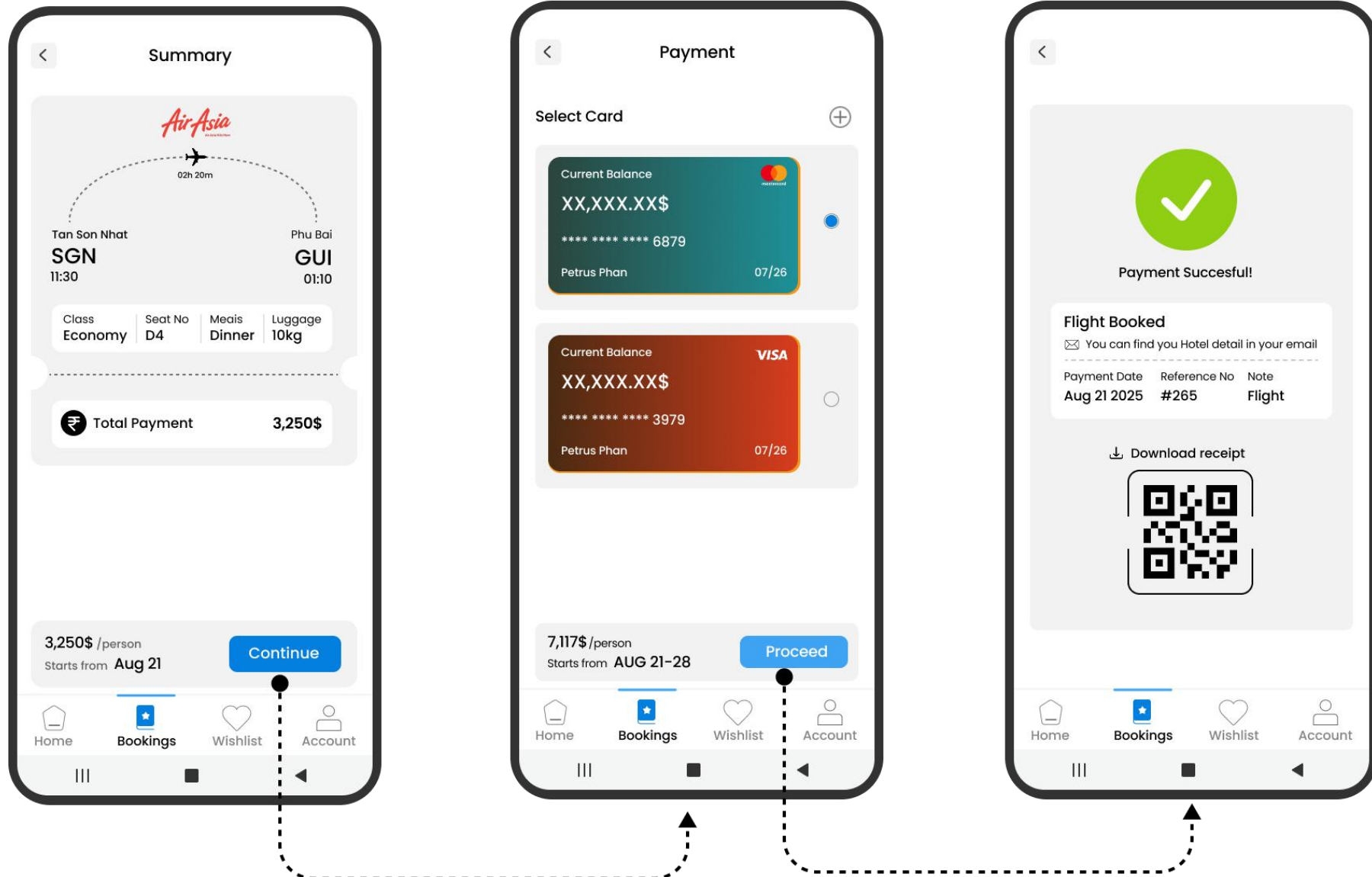
Flight Details Screen

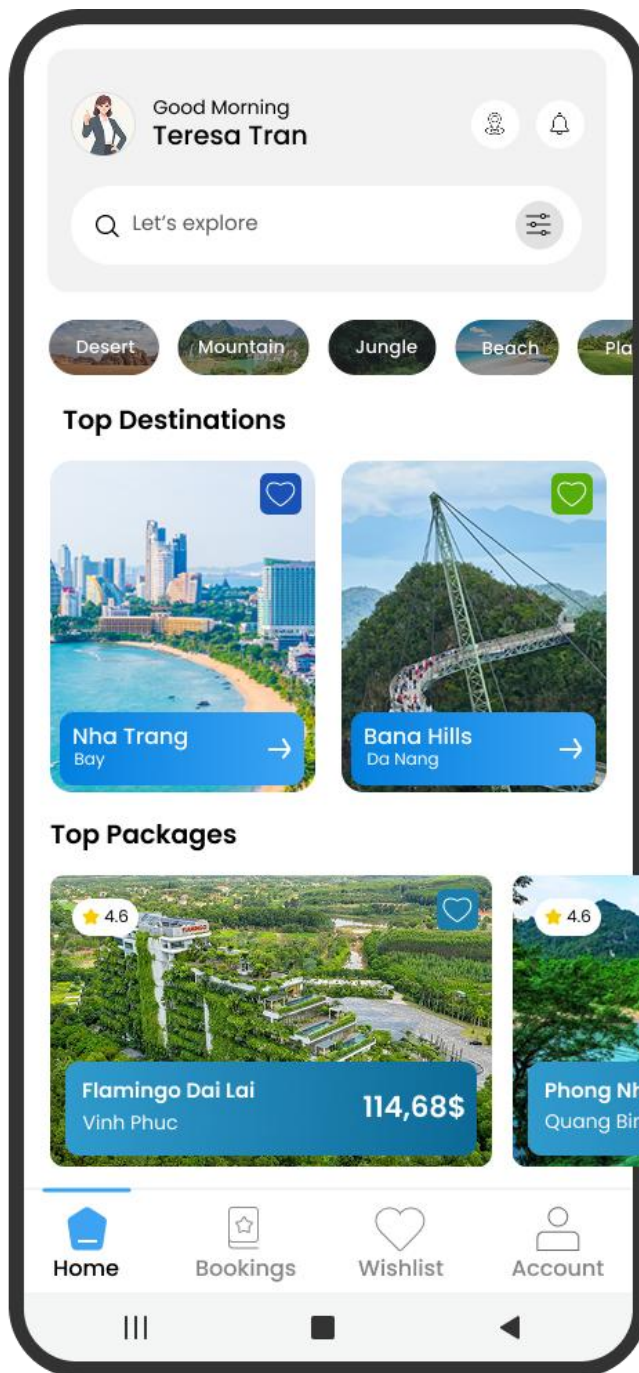
View detailed information about the selected flight, including cost, class type, date and time, refund eligible, luggage allowance and selecting seats.

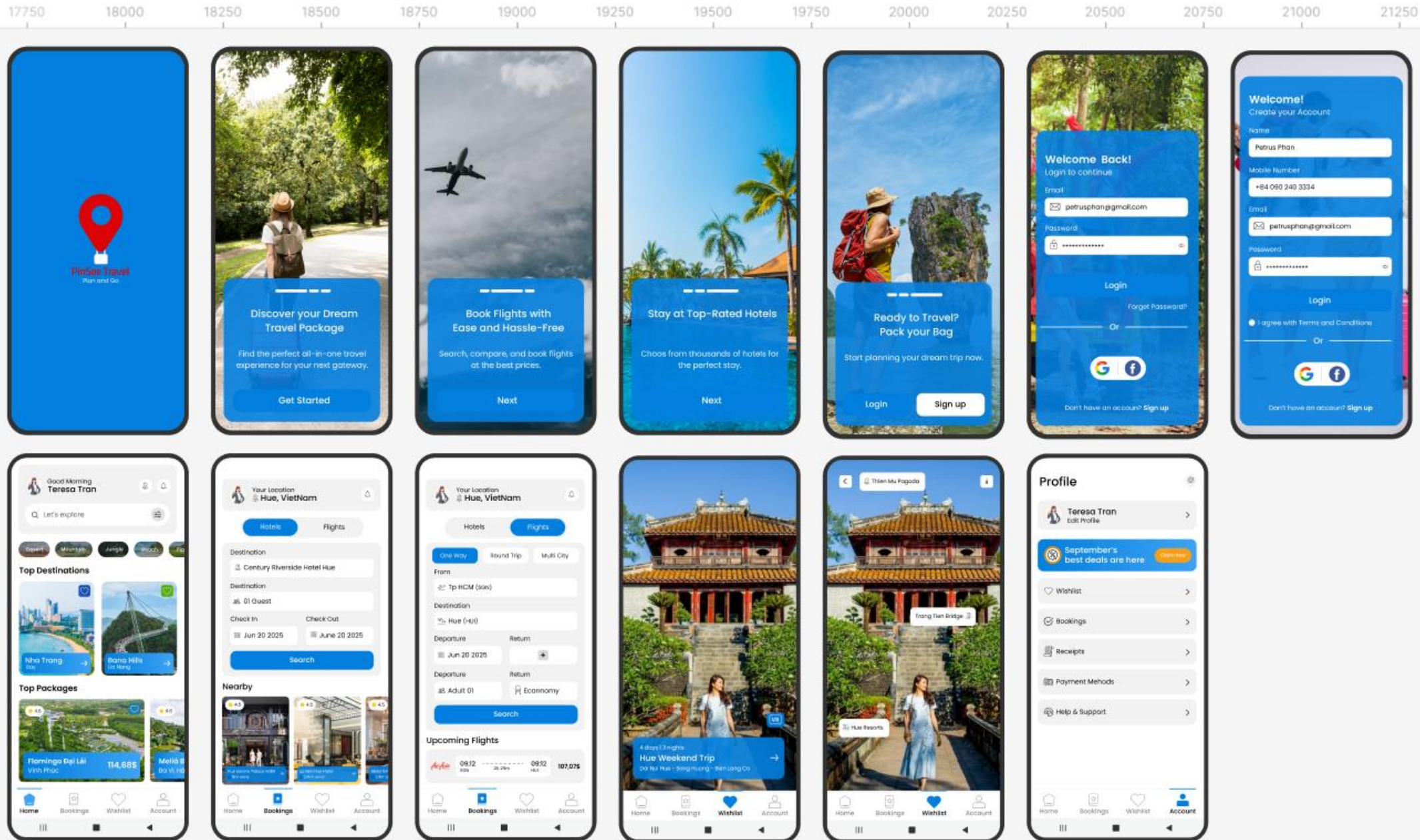


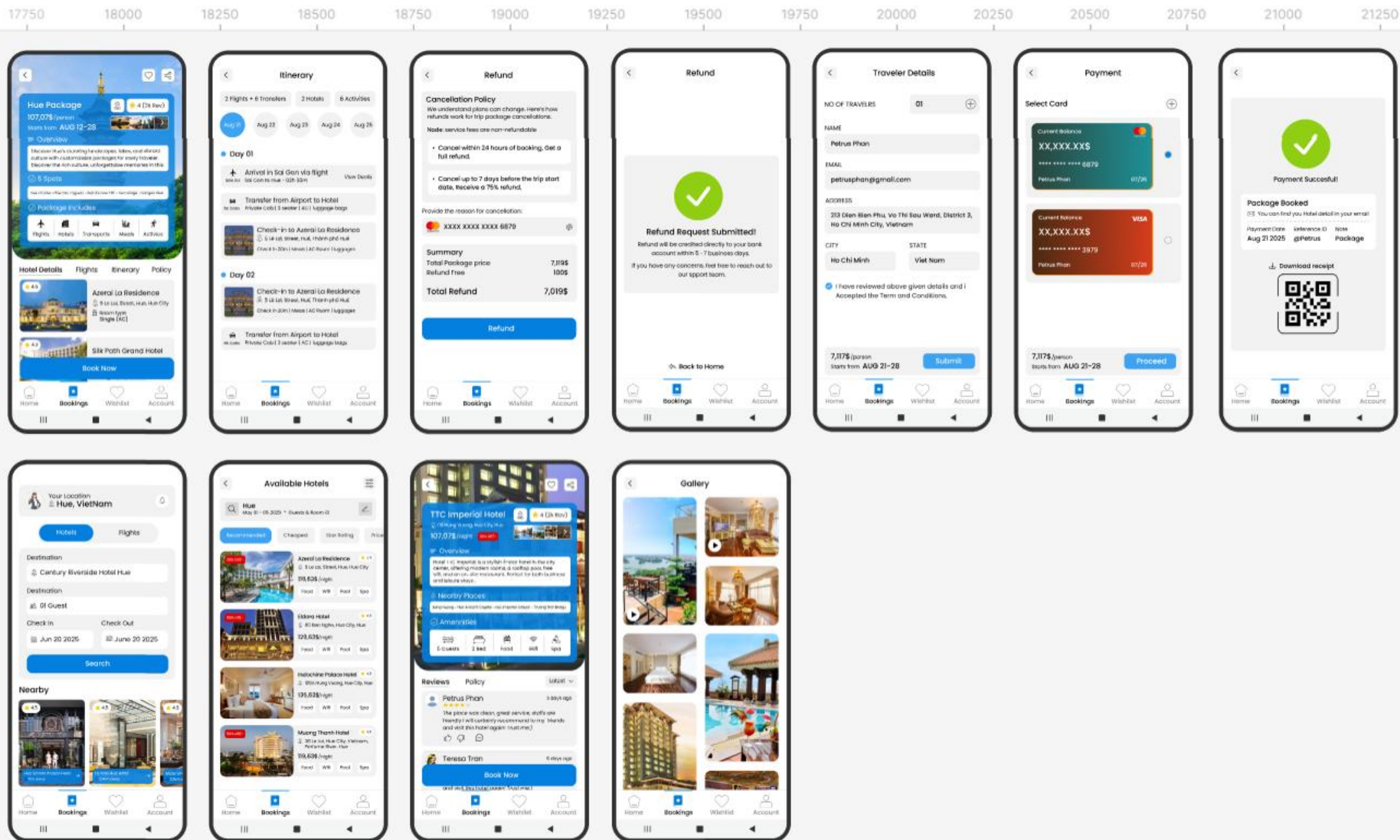
Flight Booking Screen

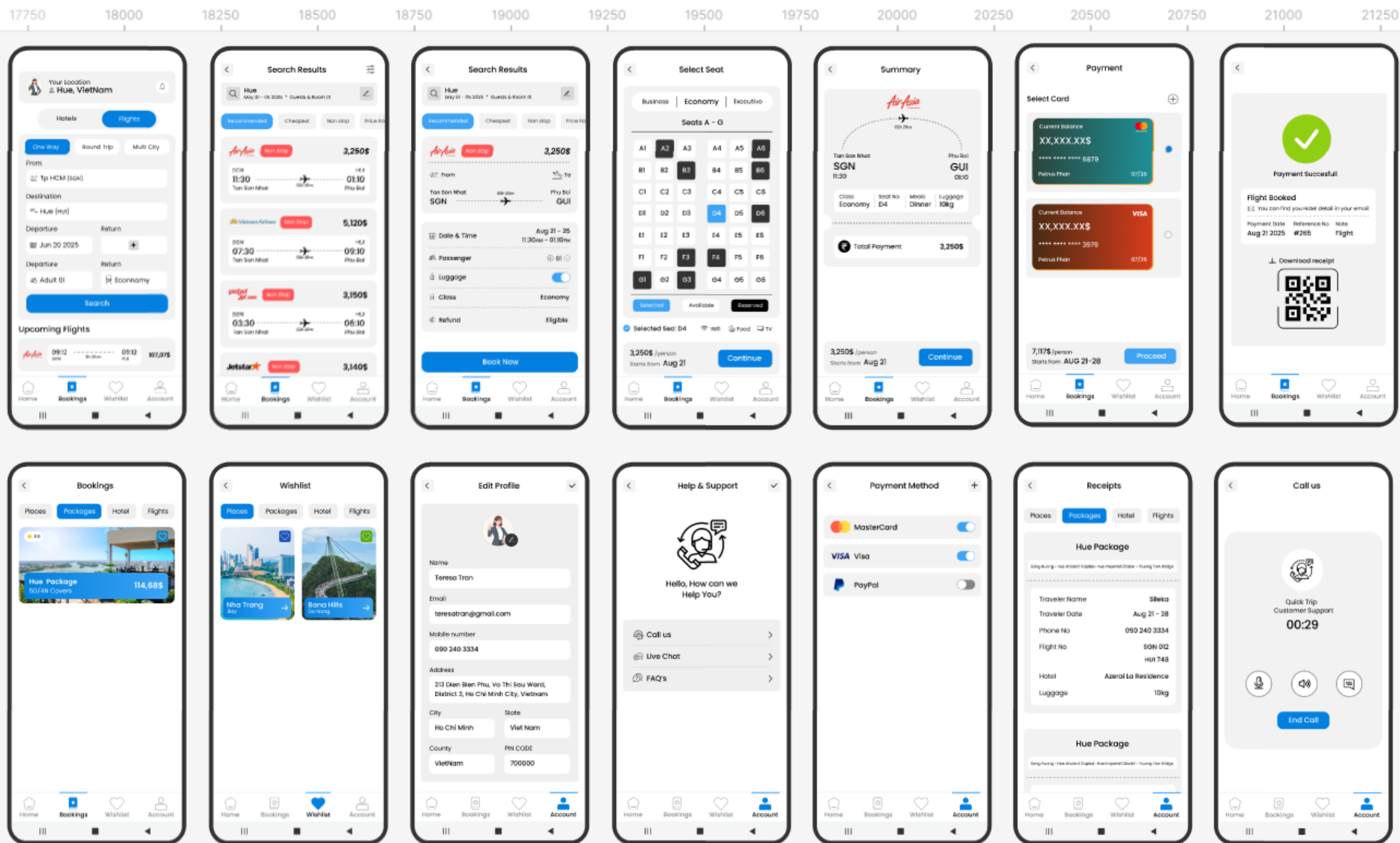
Enter your personal info & complete the payment to book your flight, then view the success screen with booking details and an option to download the receipt.











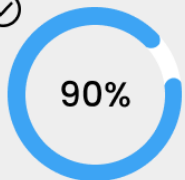
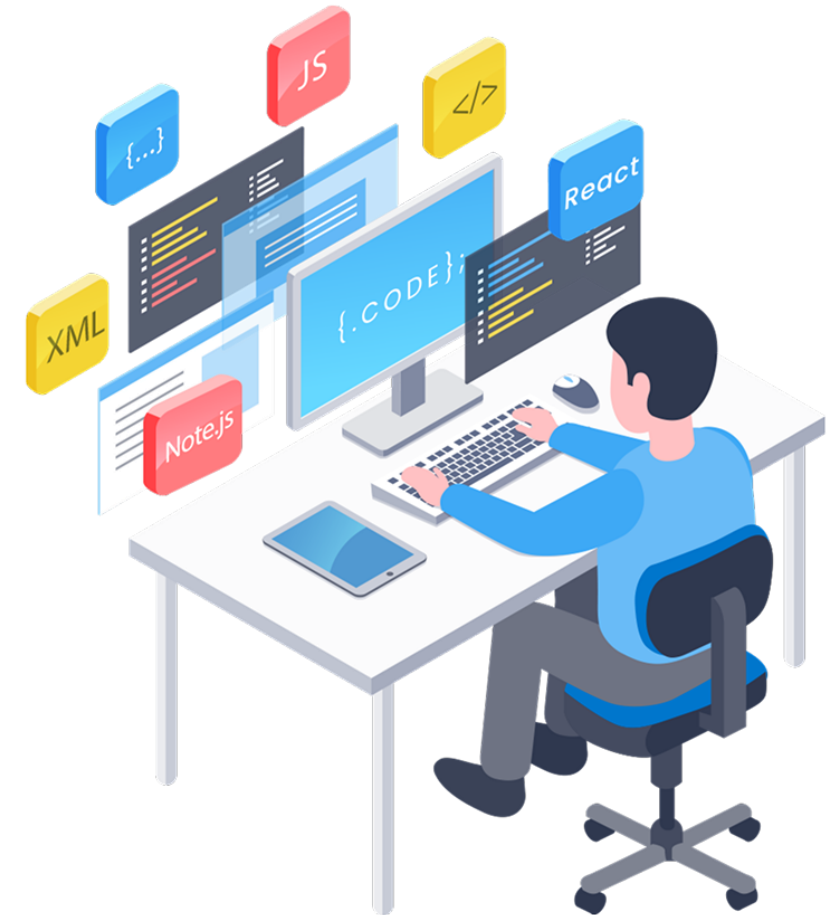
Test Phase

Usability Testing

Usability Testing evaluates how easily users can interact with a product by observing them completing tasks. It identifies issues, improves user experience, and ensures the product meets user needs.

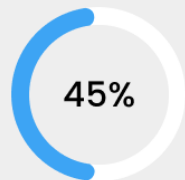
Usability Testing Analysis

Analysis involves interpreting data collected during usability testing to identify usability issues and opportunities for improvement.



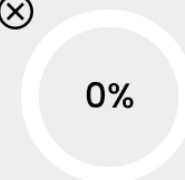
Completion Rate

15 users have completed the given tasks.



Misclick Rate

Misclicks while trying to access a function.



Incompletion Rate

0 users left the task before completing it.



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