

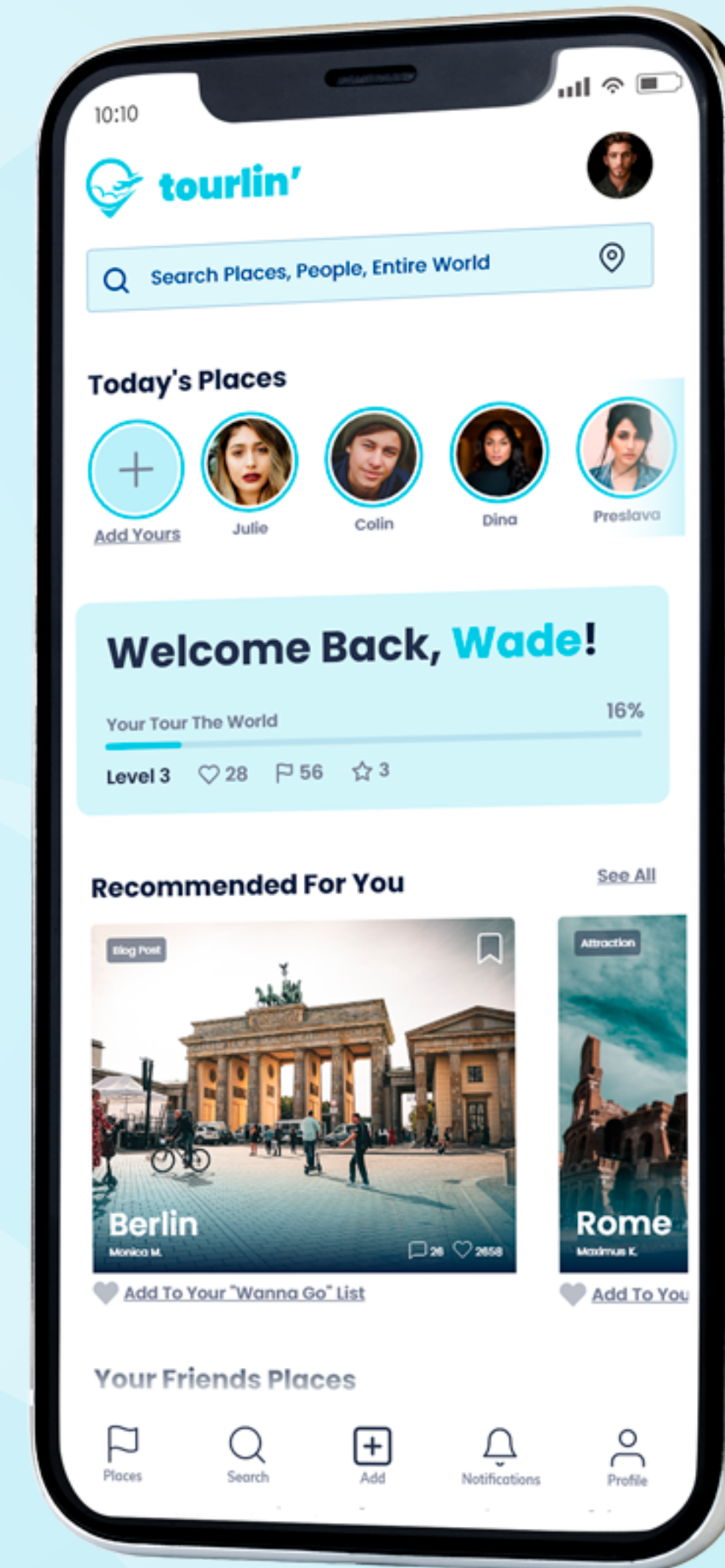
UX & UI case study

Introduction to the Tourlin' Travel App

Your ultimate travel companion.

Carries all the information you need, from destination details directly from locals, popular places to visit, travel people community and large database that covers interesting travel themes from all over the world.

Your Tour the World






Discover New Places.
Map & Track Places You Visited.
Meet New People.





Explore Berlin  **I Wanna Go Here!**  **Been Here**

 **Add Dates** 

You can connect with other people planning to visit this place , or you can keep the track for yourself.

 **Set as private**

SUGGESTED

 **Liam**  **also wants to go to Berlin.** [Send Message](#)



Emma (27)

GRAPHIC DESIGNER

Looking for an app that will simplify the planning of her trips by connecting with locals or people who visited.

Meet Our Persona

Young Professional

Loves Traveling

Easy going

Active

Social

Adventurous

Semi-organized

Likes to plan



User Goals

Wants to discover new places to visit

Spending less time searching interesting places

Wants to track own progress visiting the World

Getting sense of accomplishment

Wants to meet & share experiences with travel people

To get recommendations from local or travelers



Progress

Discovery

Design

Delivery



Research Desk&User research

UX user flows & User journeys

UI Design Main flow & Future concept

Content Copy

User Story Map

User Activities

Discover new places

Map / Share her experience

Discover Places from others

Find People

User tasks

Login

Setup application

Explore

Add location

Add new place you visited

Add new place you want to go

See / Read other's experiences

Connect with

Interact with application
*Onboarding

Set up profile / preferences

Explore featured

Geo Locate

Add to existing place

From recent filmstrip

All

Search places

Enter location

From map

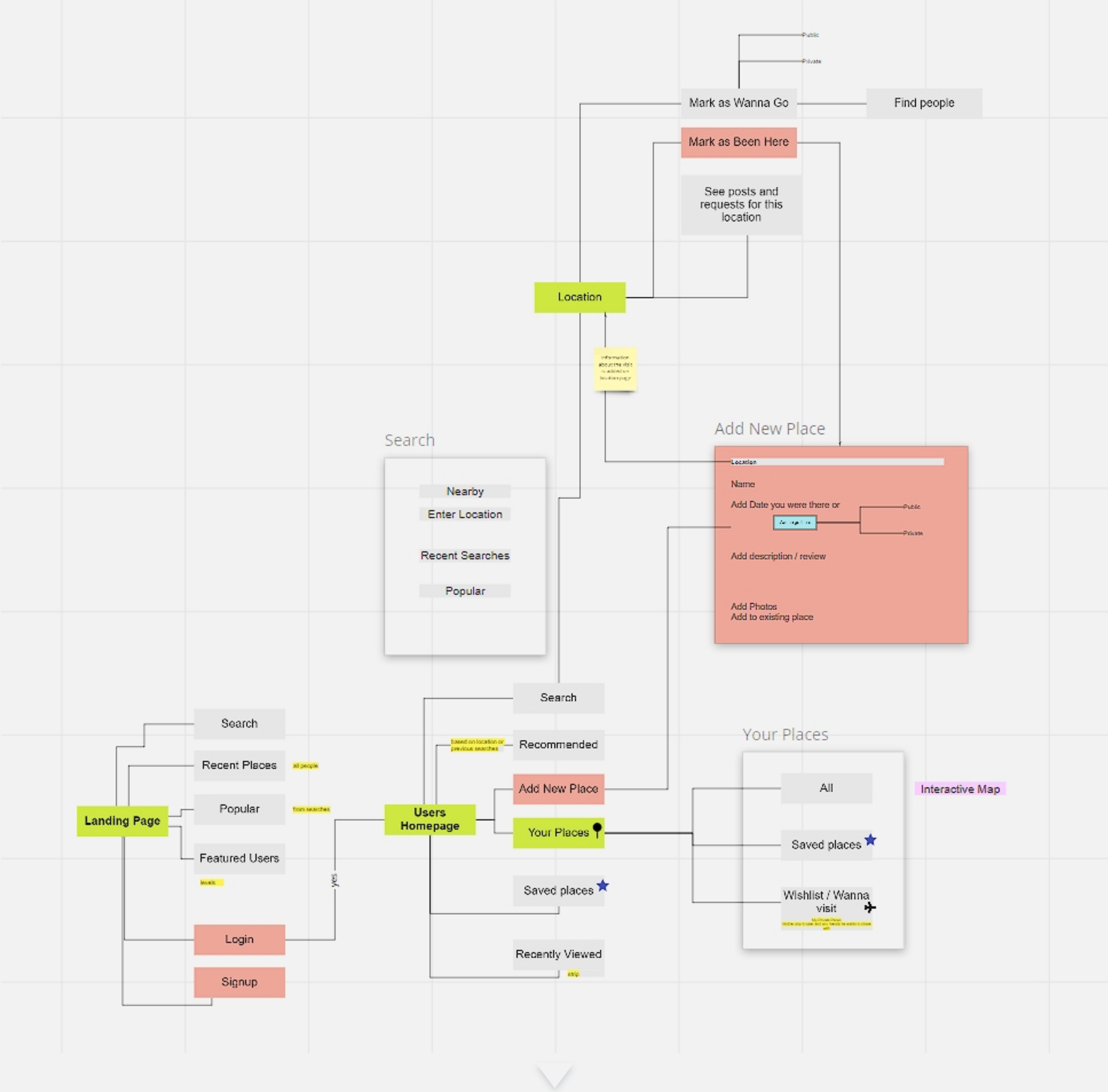
People from certain location

Save favourite places

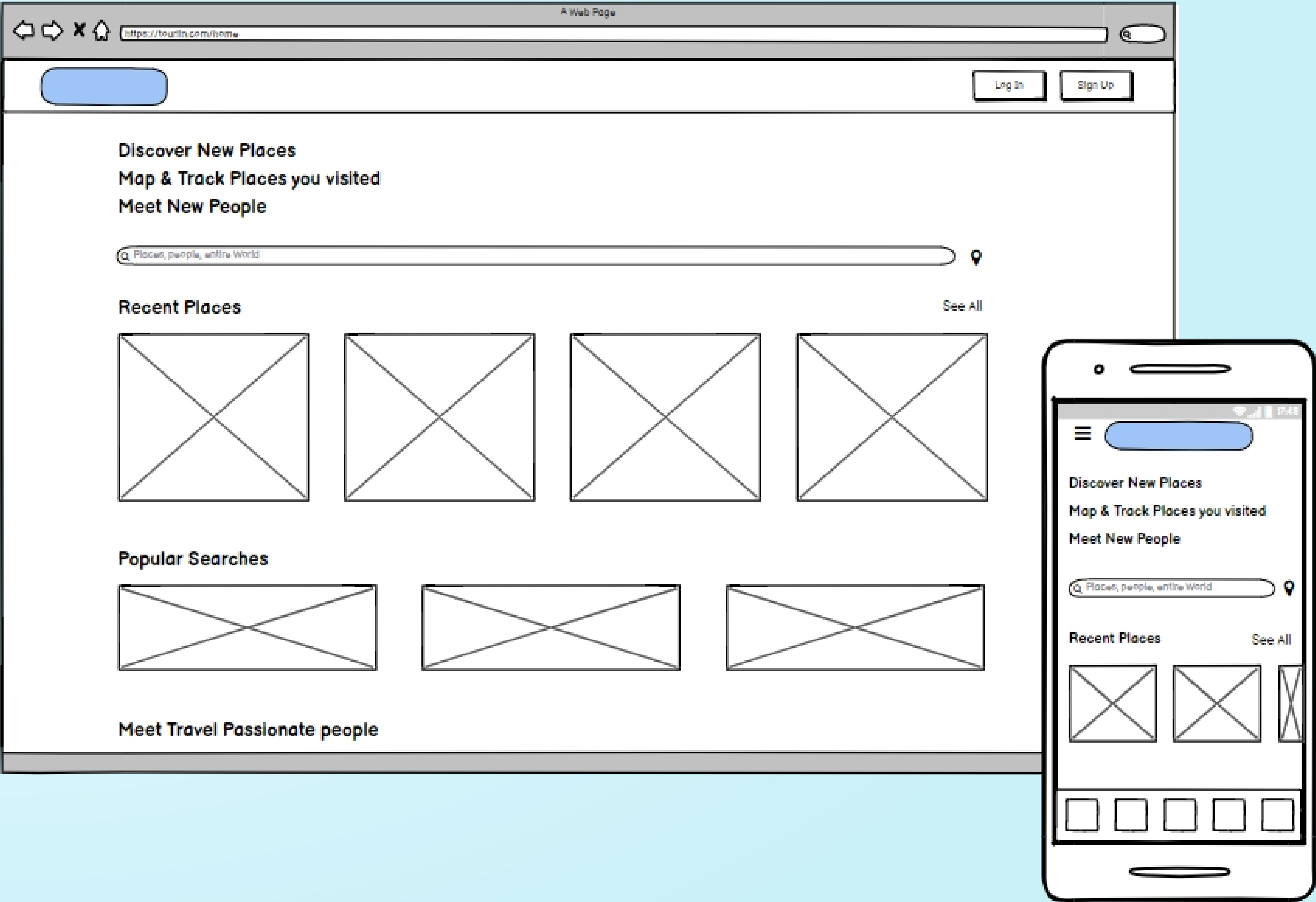
Single page / details

Save favourite places

User Flow



Wireframes



UI Styleguide

Moodboard



UI Styleguide

Colors

Blue - the color of travel.

While a lot of it is personal preference, of course, there is some science behind why you're clicking on certain things and not others. Color, as it turns out, is a huge indicator for the brain. It can be a cerulean ocean scene, a turquoise pool, or the deeper blue of Santorini's famous rooftops; it's going to be a hit. But it's not just me who notices this kind of thing — it's actually a tried-and-true scientific fact that people are really, really into the color blue.

According to Color Psychology, blue suggests a feeling of peace and calm. It's believed that the hue can promote mental clarity and stimulate the thought process. Just these attributes alone explain the staying power this hue has when it comes to social media images.

**Blue is the only color considered
equally loved by women and men.**



Typography

Poppins is a pleasing geometric font based around circles and curves. It works well as both a header and body font because of its versatile, beautiful design. Great in UI hierarchy and works well with all the top UI/UX fonts, Open Sans, Roboto, Raleway, Source Sans Pro...

Poppins



Regular

Semibold

Bold

Brian Swichkow

ARTIST, ENTREPRENEUR · Los Angeles

Swichkow is a serial entrepreneur, labeled as a 'Reddit Marketing Expert' by Forbes, AdWeek, Observer, etc.

Went viral in 2014 after pranking his roommate with Facebook ads, earned 7M impressions and 30K backlinks.

Augmented himself with AI and became Brian+ (Brian.bot); enhanced community building, agency sales, storytelling, etc.

[VIEW PROFILE](#)

Poppins Inspiration

Good morning, Nassau.

Swim with turtles on sand bars that stretch for miles.

Nassau, Bahamas.

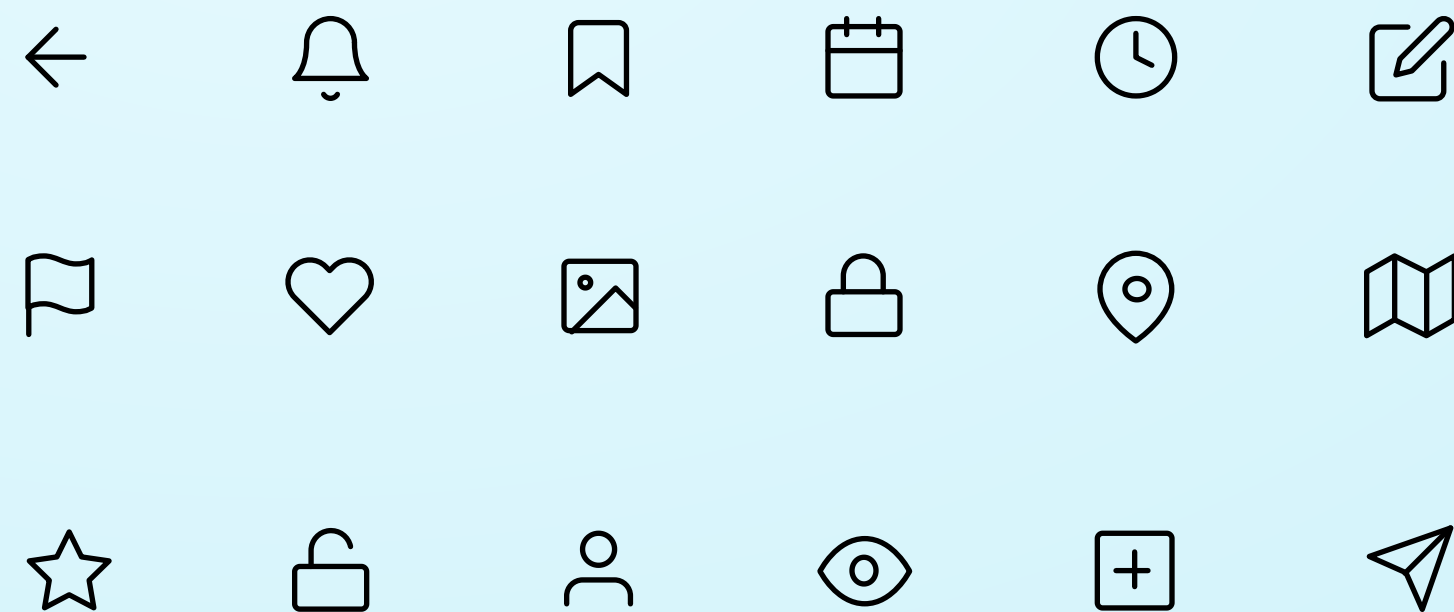
\$58 /month



UI Styleguide

Iconography

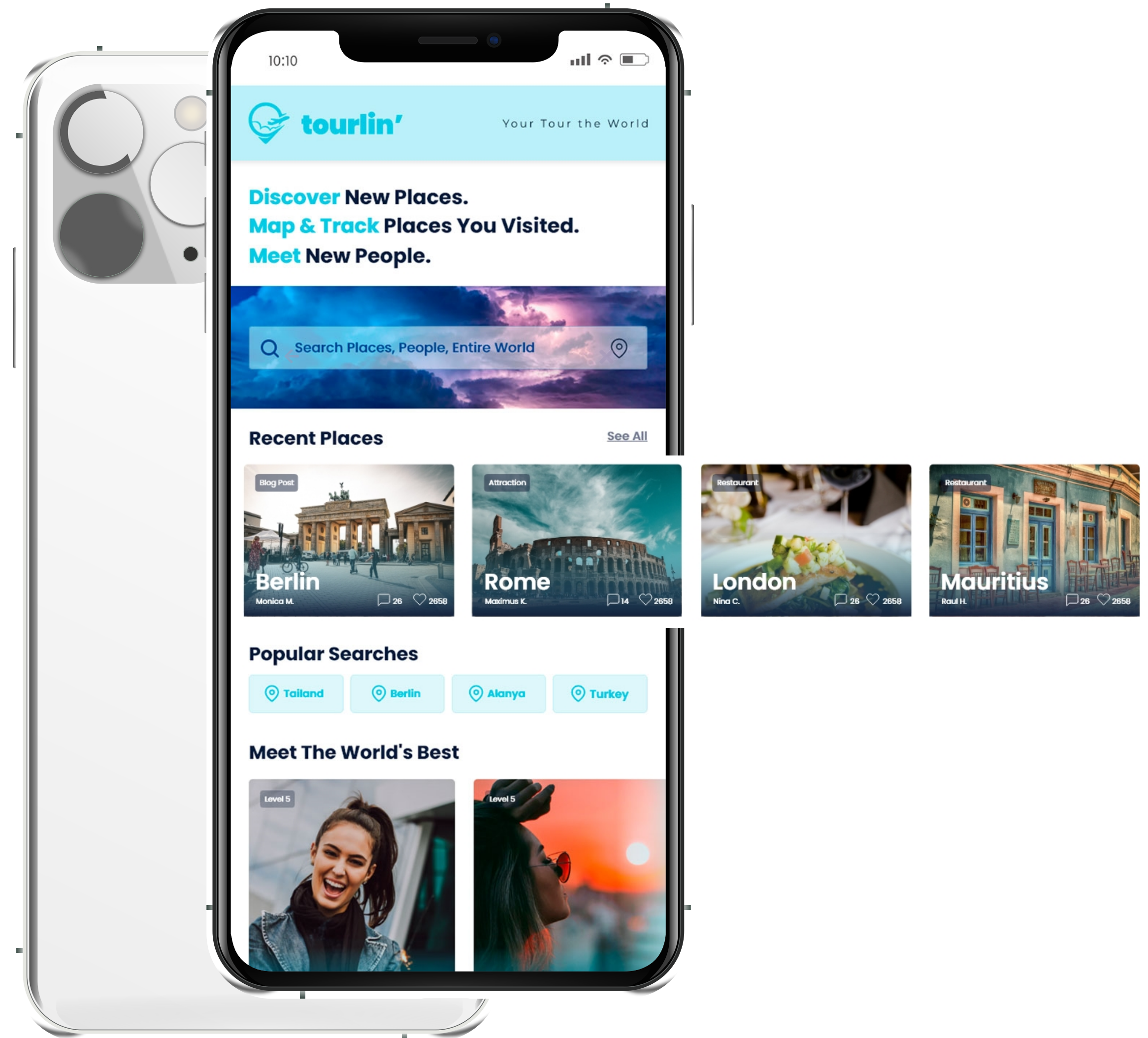
Simply beautiful open source icons from
<https://feathericons.com/>



UI Design Solutions

Homepage

App homepage uses a picture section display mode, which conveys customized travel information to users through pictures, which helps users feel the scene.



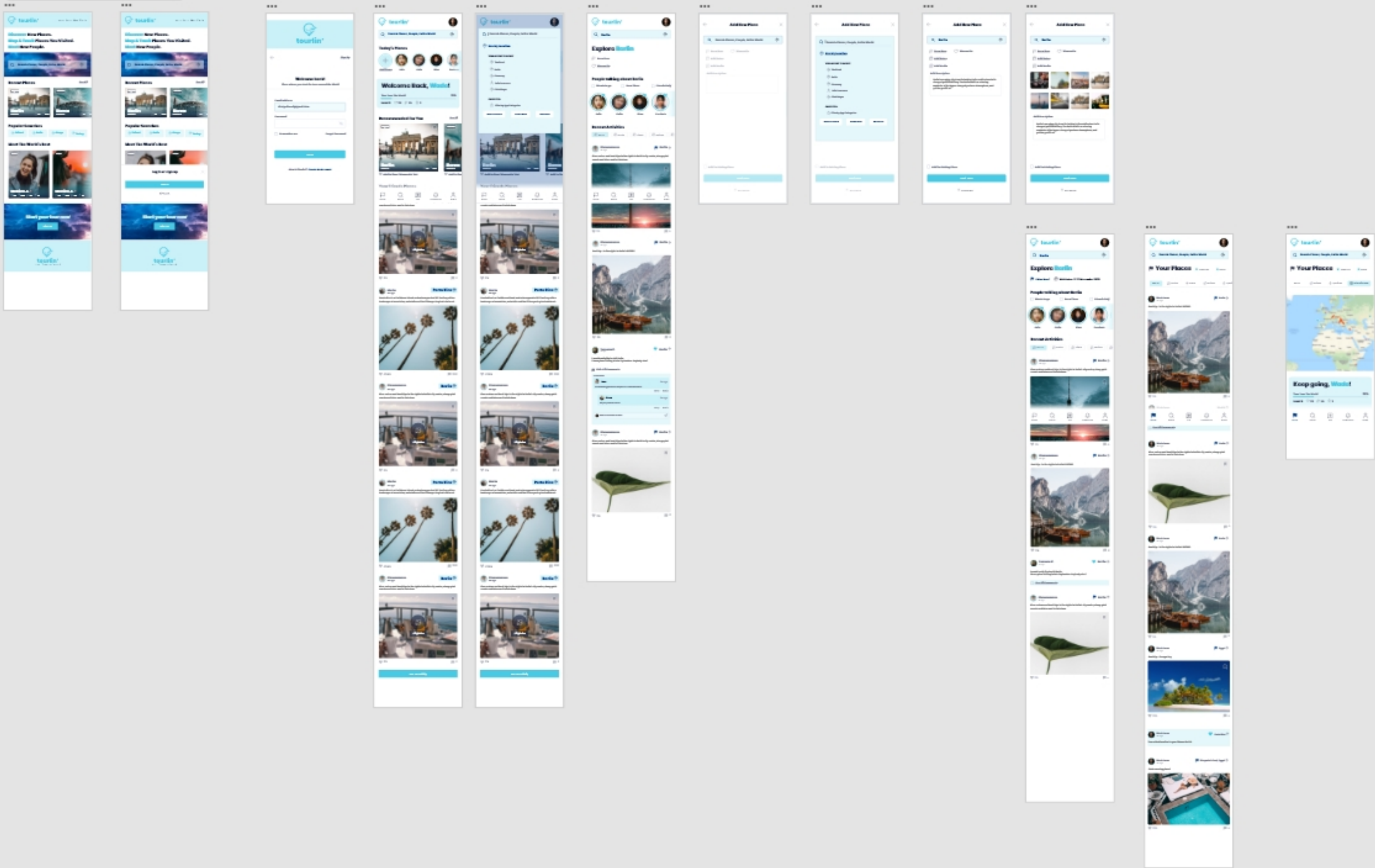
UI Design Solutions

Mobile

Short presentation of mobile flow is on the YouTube Channel

Watch Now

Tourlin / MOBILE flow



UI Design Solutions

Desktop

Short presentation of desktop flow is on the YouTube Channel

Watch Now

Tourlin / DESKTOP Flow

