



User Experience (UX)

– The Game Changer in Travel Industry

UX – User Experience

The travel industry is on a 'technological cusp' in dealing with the rapidly changing mode of interaction with its customers. With the proliferation of mobile user devices, the quality of the travel experience will increasingly pivot around the ease of use and the presentation appeal of end user applications. This applies to both the traveller and the travel service provider.

Hotels are becoming a more efficient place to work, airports are becoming more design-centric, and every sector in travel is adopting "User-centered design".

The innovation and creativity in User Centered Design will give travellers more control over their experience. Whether ordering room service while in a meeting or booking a flight on the way to the airport, users will choose how their interaction and ultimately their experiences will unfold. This means that the travel industry will be forced to consider factors such as "Desirability, Usability, Credibility and Usefulness" that the travelers choose themselves to interact with the rapidly changing Digital Experience.

Key Aspects of UX

- Optimize efficiency and usability
- Seamless navigation
- Introduce demarcation for advertising and content
- Avoid site "stickiness,"
- Improve conversion and revenue
- Cater to both domestic and international audiences
- Accessibility

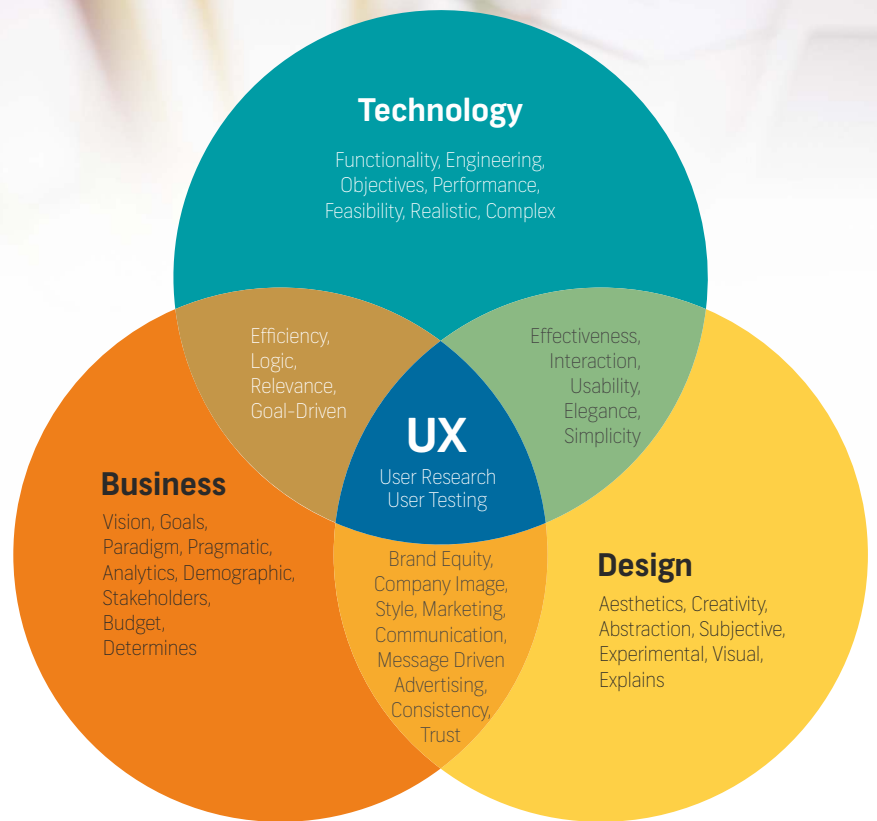
Branding & Visual Design

No matter what medium is used for delivering content, if the Branding & Visual Design fails, the experience falls apart. It is therefore critical to make a lasting impression by making the right decisions on Branding and Design.





IBS offers Branding, Re-Branding and Visual design solutions.

Key Aspects of Branding & Visual Design

- Branding or re-branding
- Consistent presentation of branding
- Corporate Branding Guidelines
- Color palette options
- Corporate typefaces
- Control user focus
- Offer uncluttered presentation



The Value of User Experience

-  Gain Productivity
-  Increase User Adoption
-  Reduce User Errors
-  Save Training Costs

Our Offerings

IBS' User Experience (UX) Design Services will help you conceptualize Digital Design Solution - User Experience, Brand & Visual Design Solutions. IBS' design methodology has been developed keeping in mind the various demands of the Global Travel & Hospitality industry.



UX Consulting Services

Study

Brand, Industry & Competitive Analysis

Evaluation

Heuristic Evaluation, Usability & A-B testing, ROI Calculator

Design Strategy

User Groups, Profile, Persona

Information Gathering & Architecture

Contextual Inquiry, Surveys, Information Architecture, Card Sorting

Prototyping

Hi-Low fidelity wireframes



Visual Design & Branding Services

Study

Brand, Industry & Competitive Analysis

Evaluation

Design Trend Study, Design Standards

Design Creation

Creative, Conceptual & Artistic Design, Visual Design, Interaction Design

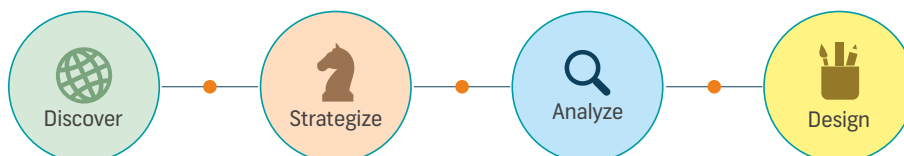
Design Audit

Auditing Existing Design
Auditing implemented Design

Prototyping

Clickable prototypes Design specs

Our Approach



Our Delivery Model

