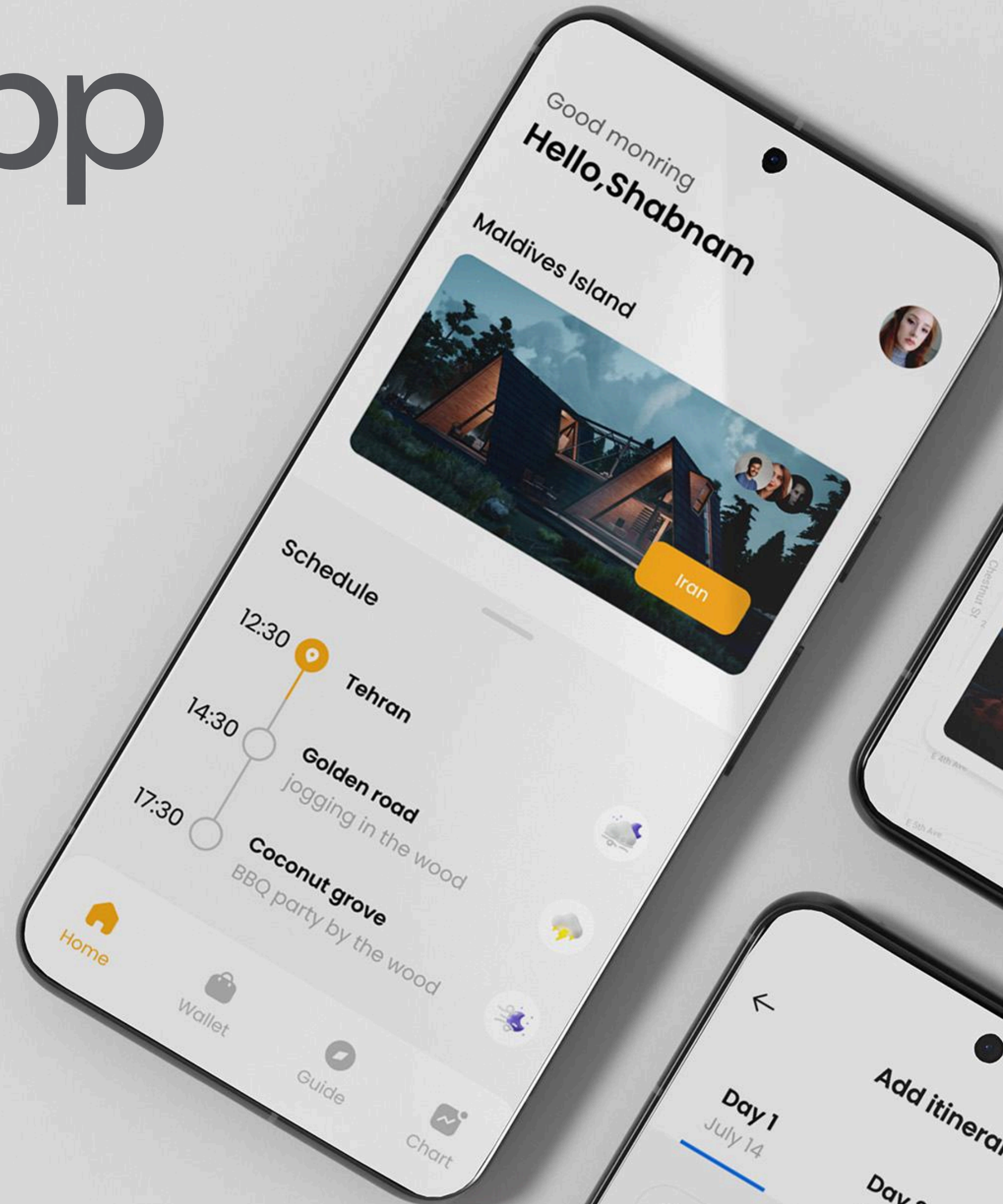


# Shabi Travel App *Portfolio Presentation*

A personal project focused on simplifying travel planning through calm, structured UI design.





# Shabi Travel App

A conceptual travel planning app designed to reduce decision fatigue and create a relaxing, intuitive user journey from destination discovery to day-by-day planning.

Company	Personal Project
Role	UI/UX Designer
Length	1.5 months
Team	Solo project
Year	2024



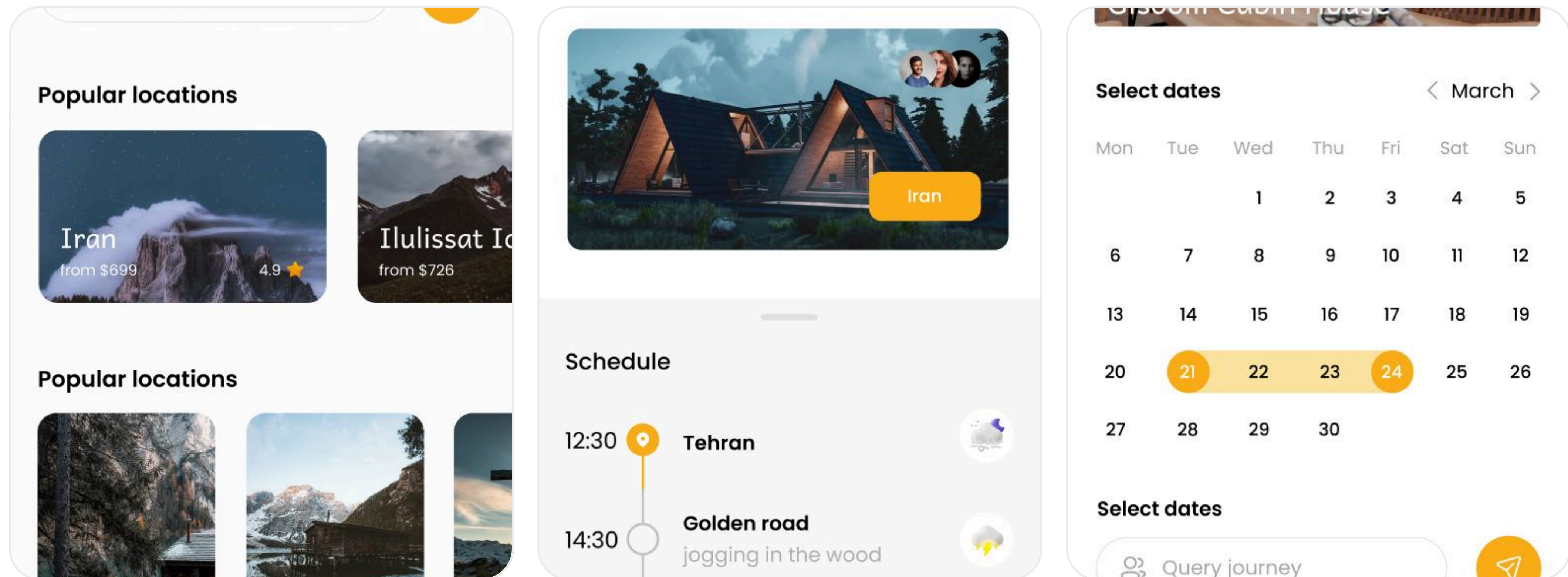
**Make your own private  
travel plan**

Formulate your strategy to receive  
wonderful gift packs



## About me

I'm Shabnam, a UI/UX designer passionate about meaningful digital experiences. With a background in design systems and visual storytelling, I designed this app to turn the often stressful process of travel planning into a calm, guided experience.





## The challenge

Planning a trip often overwhelms users with too many choices, scattered information, and poor interface design. Most travel apps offer either overly complex flows or lack personalization. The challenge was to design a travel app that simplifies trip planning, balances visual inspiration with functionality, and encourages social engagement — all within a friendly, mobile-first UI.

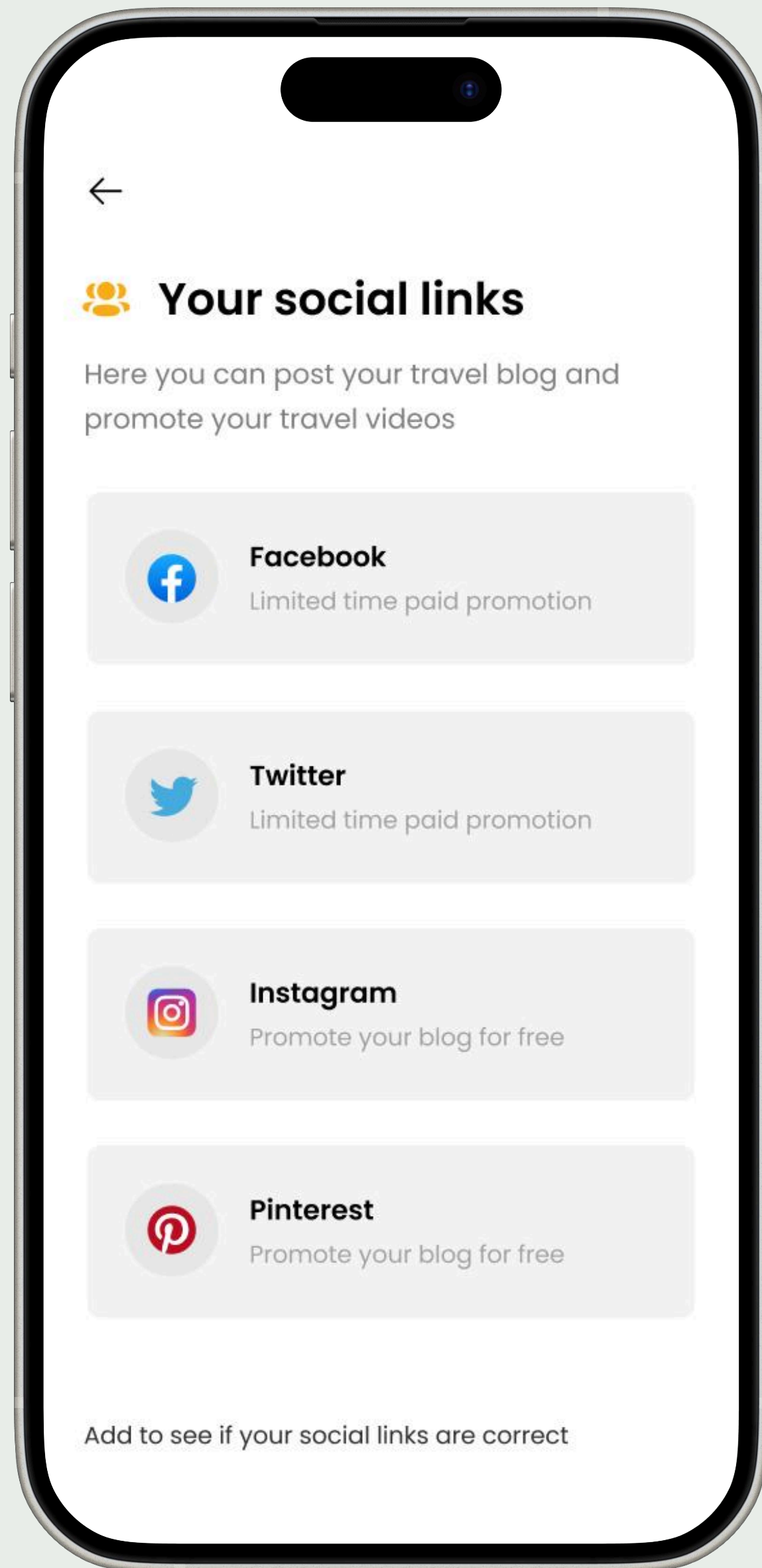
---

### Specific goals

- Reduce overwhelm in travel planning
- Create intuitive, minimal screens
- Allow emotional connection with destinations
- Make social sharing easy and non-intrusive

### Key metrics

- Completion rate of travel plan creation
- Engagement time per screen
- Number of social shares
- Ease-of-use feedback (via test users)

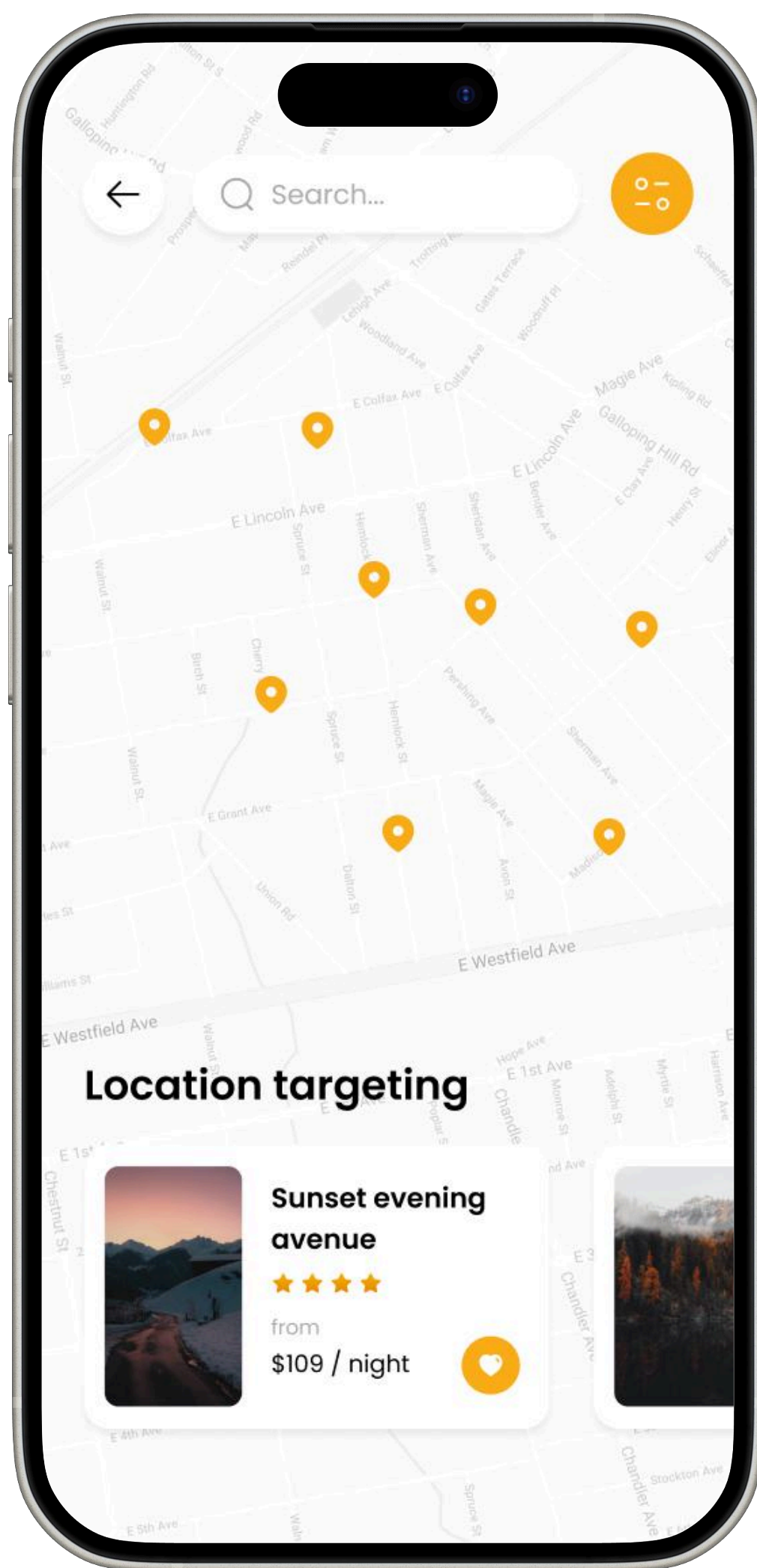


Feature

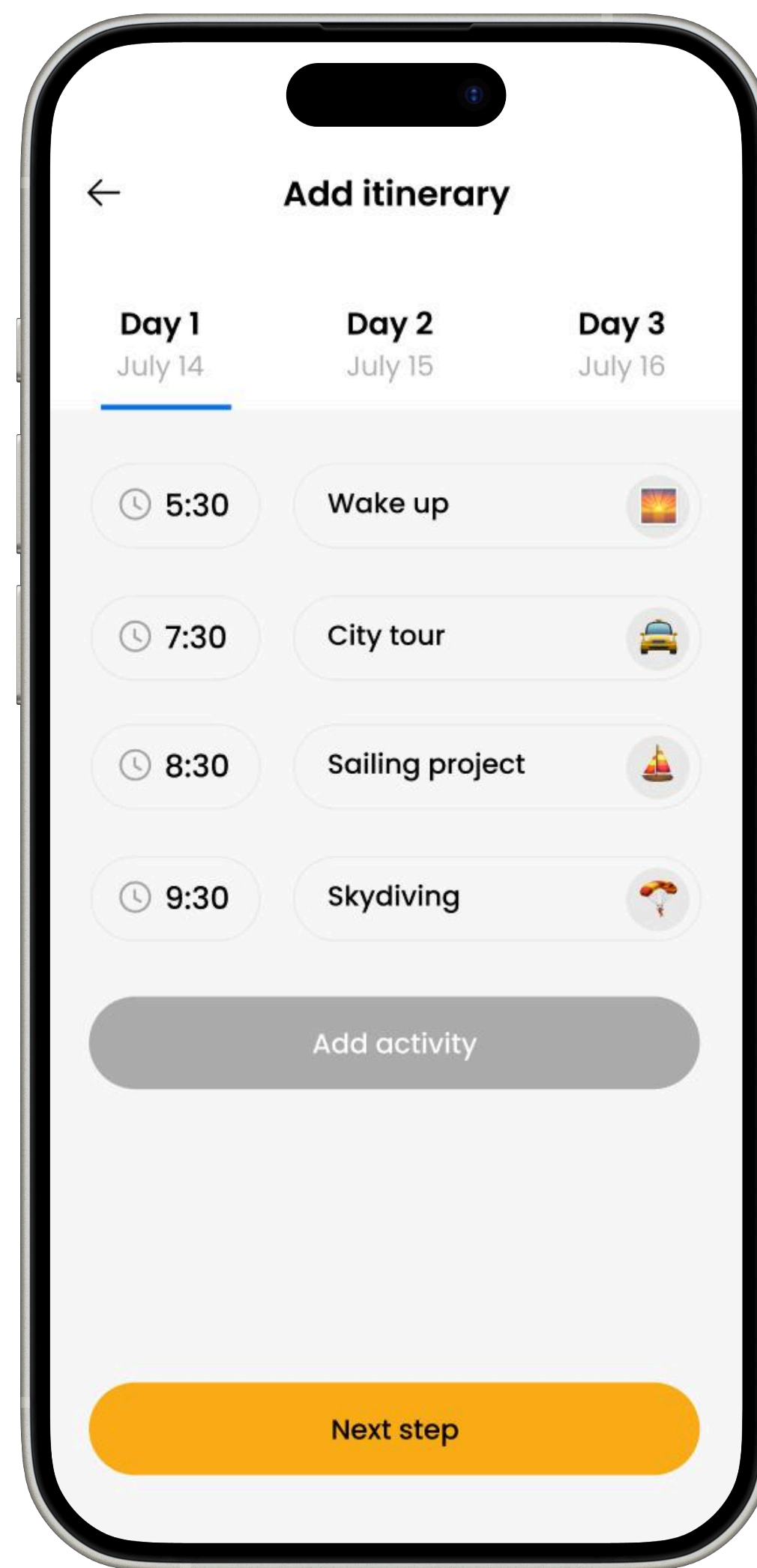
# Social Blog Link Integration

This feature lets users connect their social media to promote travel blogs and videos. It supports the app's goal of blending personal storytelling with planning, turning users into travel creators.

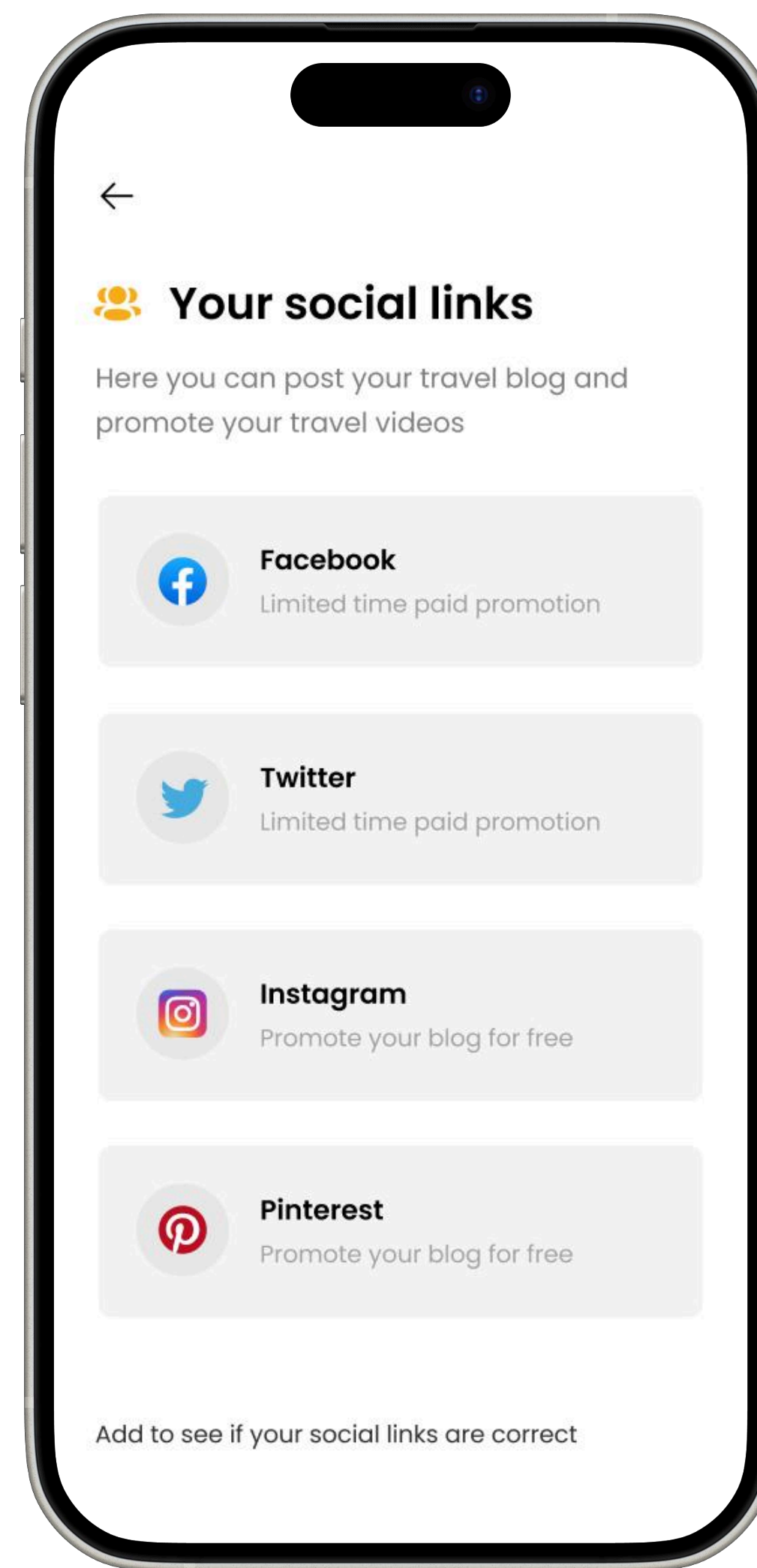
▶ [Link to Figma prototype](#)



Visual Destination Cards

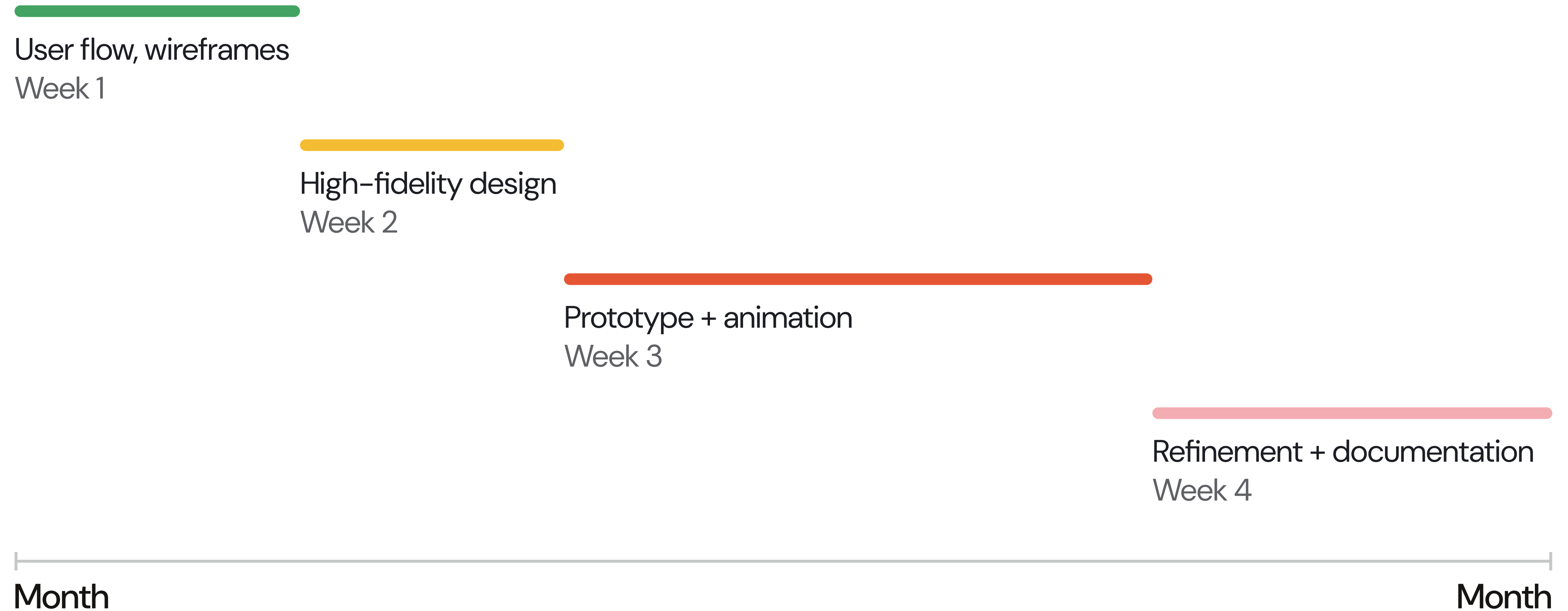


Custom Daily Itinerary Builder



Integrated Social Sharing Panel

# Project timeline





# *What I Learned*



## Title: What I Learned

- Practiced designing for emotional states like calm and clarity
  - Improved UI storytelling through structure, not decoration
  - Learned how to simplify a flow without oversimplifying the user's needs
  - Created a scalable visual system ready for future extensions (e.g., booking, map, chat)
-

Thanks for viewing my case study!  
I'd love to hear your thoughts or discuss potential collaboration.

Email: [shabnam.shanya@gmail.com](mailto:shabnam.shanya@gmail.com)