SOULO

Finding Your Travel Soulomates: Soulo connects you with like-minded travel companions both locally and globally. By utilizing GPS technology and personalized surveys that assess your hobbies, languages, and interests, the app facilitates the discovery of compatible travel partners. Soulo makes it easy to find your ideal travel soulomate.

Budget-Oriented Features: Soulo offers an AI-powered budget calculation service that helps travelers estimate trip costs and create detailed plans. Users can choose from three budget options—Low, Mid, and High—each providing a personalized feed with exclusive offers tailored to their financial preferences, ensuring great value for every traveler.

Soulo: is an app designed for solo travelers, whether experienced or just starting out. It combines specialized travel planning, entertainment options, and exclusive travel offers while helping users find compatible travel mates nearby.

Personalized Feed: Soulo uses specialized questionnaires to gather insights about your preferences anf build your own feed. Based on your responses, the app provides tailored recommendations ensuring that your suggestions align with your interests and enhance your travel experience.

Challenges

Budget Planning Challenges: Users may struggle to effectively plan their budgets for trips, especially if the app does not provide intuitive tools or guidance for estimating costs.

Finding Suitable Travel Mates: Users may find it difficult to connect with travel mates who share similar interests, travel styles, or goals.

Lack of Personalized Information and Local Insights: Users may encounter insufficient details on attractions, accommodations, and travel options, combined with a lack of authentic local insights. This can result in frustration during trip planning and missed opportunities for unique experiences.

Goals

To offer surveys that let users select their budget preferences, providing a specialized feed of tailored travel recommendations. Creating an AI cost planner to calculate their budget, ensuring personalized advice that aligns with their financial goals and simplifies trip planning.

To develop a matching system that connects users based on shared interests and travel styles using personalized questionnaires. This enhances the travel experience by fostering meaningful connections among solo travelers.

To provide tailored information on attractions and accommodations based on location, budget, and special surveys. The app will utilize user preferences and community input to enhance trip planning and help users discover unique experiences.

The process

Understand

User Research
User Interview
Competitve Analysis

Define

User Personas
User Journey

Ideate

User Flow
Information Architecture

Design

Wireframe
Hi-Fi Designs
Prototype

Test

Feedbacks
Conclusion
Future Concept

Target Audience

The target audience for the app includes solo travelers aged 18 to 60, including first-time and experienced travelers, digital nomads, culture enthusiasts, and socially inclined users seeking to connect with like-minded companions or find advice for their travel destinations and planning.

Users research

I conducted user research involving focus groups with solo travelers aged 18-60, surveys with potential users, and observational studies of individuals using existing travel apps. These insights, along with interviews from travel industry stakeholders, shaped our understanding of the target audience's needs and preferences, guiding the design strategy for an engaging and user-friendly solo

Competitive Analysis

Company Name	Going solo	Trip bff
Company Info	App for solo travelers offering attractions and connecting with travel mates	App for solo travelers offering attractions and connecting with travel mates
Ai features (cost planner,travel planner)	✗	✗
Personalized feed	✗	✗
Surveys to detect users needs	✗	✓
Chat with other travelers	✓	✓
GPS features to find travel mates around and attractions close by	✓	✓
Personal profile	✓	✓

Unique Features

- Personalized question surveys
- Personolised feed according to answers of the user
- AI cost planner
- Attractions and travel offers according to budget and interests of the user
- GPS Service for Finding Travel Mates around

Users needs research

We used qualitative research to gain insights into the perceptions and interests of solo travelers aged 18-60 regarding travel planning and experiences. Through screener questions, we identified participants based on their age, travel frequency, experience with travel apps, and their familiarity and interest in solo travel.

Screeners

1. Have you used any travel apps that help you connect with other travelers before?
2. Are you familiar with how to budget for a trip and manage travel expenses?
3. Do you prefer discovering travel information through personalized recommendations, community reviews, or i just figuring out for yourself?
4. Would it help you to use GPS features to find nearby attractions or travel mates?
5. would it be interesting to you to explore the local insights, such as discovering non-tourist attractions or connecting with locals or you prefer more tourist attractions?

40%

Have used travel app for planning or for finding a travel mates

60%

Are familiar with how to budget for a trip and manage travel expenses.

80%

Have used GPS features to find nearby attractions or travel mates in the past.

35%

Have heard of local insights while traveling

Pain Points

1. Loneliness and Social Connections:

Many solo travelers experience feelings of loneliness and find it challenging to meet new people or connect with fellow travelers during their trips.

2. Budgeting and Cost Management:

Managing travel expenses can be difficult,specially for those unfamiliar with budgeting for trips. Solo travelers often seek tools to estimate costs and find affordable options.

3.Overwhelming Choices:

With a plethora of travel options and information available, solo travelers can feel overwhelmed by choices, making it hard to decide on accommodations, activities, and itineraries.

SWOT model

Strengths:

- Personalized Experience: Offers tailored recommendations based on user preferences, enhancing user satisfaction.
- Community Features: Facilitates connections between solo travelers, fostering a sense of belonging and support.
- Budget Planning Tools: Provides intuitive budgeting features, helping users manage their expenses effectively.

Weaknesses:

- Limited Brand Recognition: As a new app, it may struggle to attract users compared to established competitors.
- Resource Constraints: May lack the budget for extensive marketing or feature development initially.
- User Adoption: Some potential users may be hesitant to rely on apps for travel planning and social connections.

Opportunities:

- Growing Solo Travel Trend: Increased interest in solo travel provides a larger user base to target.
- Partnerships with Local Businesses: Collaborations with local attractions, restaurants, or services can enhance offerings and provide exclusive deals.
- Integration of Emerging Technologies: Utilizing AI and AR features could improve user experience and engagement.

Threats:

- Intense Competition: The travel app market is saturated, with many established players offering similar features.
- Changing Travel Trends: Economic factors or global events (e.g., pandemics) may impact travel behavior and app usage.
- User Privacy Concerns: Increasing awareness of data privacy may deter users from sharing information required for personalized experiences.

Personas

Emily, 25

Photographer and Digital Manager.
Mostly works from home or while traveling. Travels frequently around the world. Feels like social life is lacking due to spending most time at home. Loves dancing, Spanish music, and spending time with friends.

Goals:

- Expand social circle and meet new people along the way.
- Find events, parties, and social gatherings at travel destinations.
- Research restaurants, hostels, and cool places in the travel area.
-

Needs:

- Diverse suggestions tailored to personal hobbies.
- Chat option with other travelers nearby.
- Help with itinerary planning and receiving tips.
- Solutions for saving money during the trip

1. Search for solo travel apps.
2. Click on an app and download it.
3. Fill in personal details.
4. Enable location services.
5. Open the app and review the home screen.
6. Search for the appropriate category.
7. Browse through suggestions for meetups and trips plans on the relevant dates.
8. Choosing preferred organized trip.
9. Click on the “Join Trip” button.
10. Join the group and enter the chat with participants.
11. Contact participants and organizers.
12. The trip is confirmed and added to the “My Plans” section

Noa, 20

Recently completed military service. Lives with parents and is not working yet. Saved money during service and plans to go on a big trip to the East. No experience with long trips or distant destinations. Planned the trip with a partner but recently went through a breakup. Friends are still in the military, so decides not to give up and travel alone instead.

Goals:

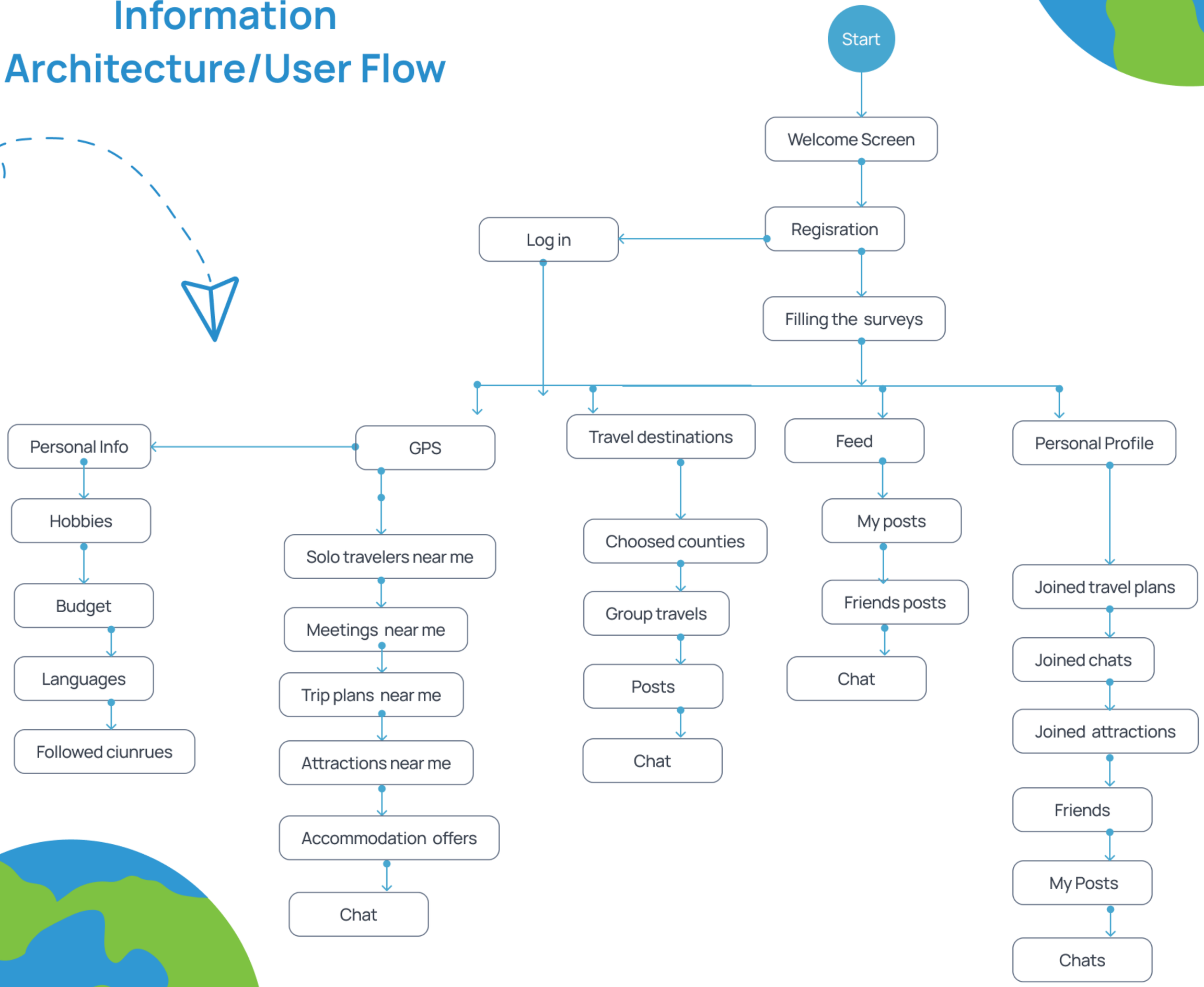
- Seek help with trip planning and itinerary creation.
- Save as much money as possible and go on a long trip.
- Meet new people and experience a new mentality.
- Clear the mind from the breakup and thoughts, and discover new hobbies.
- Reduce stress from uncertainty and ensure a safe trip.

Needs

- Assistance with itinerary planning and finding relevant attractions.
- Find volunteer opportunities in exchange for accommodation and meals at travel destinations.

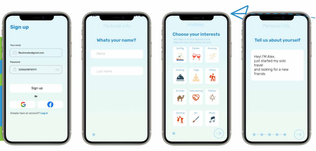
1. Search for apps for solo travelers.
2. Click on an app and download it.
3. Fill in extended details.
4. Enable location services.
5. Open the app and review the home screen.
6. Click on the "Meetups Near You" menu.
7. Choose your preferred meetup.
8. Click the "Join Meetup" button.
9. Join the group and enter the chat with participants.
10. The meetup is confirmed and added to the "My Meetups" section in the main menu.

Information Architecture/User Flow

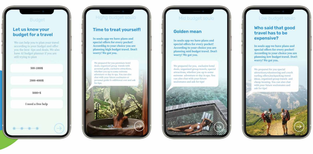


Loader screens

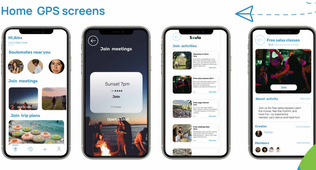
Registration screens



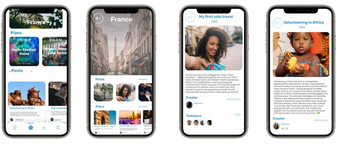
Budget choice screens



Home GPS screens

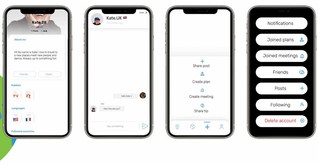


Home travel screens

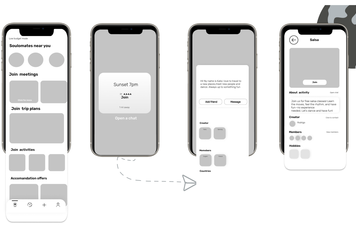


Special features screens

Profile and post screens



Low fedelity profile



UI
Logo

Soulo

Soul **Solo**

The name Soulo combines solo and soul, embodying the essence of solo travel. It highlights that while you may travel alone, each journey enriches your soul, connecting you deeply to yourself and the world around you and also gives the opportunity to meet your soulomates.

Colors

278DCB

212521

7DC242

EBF9F3
E3F6F9

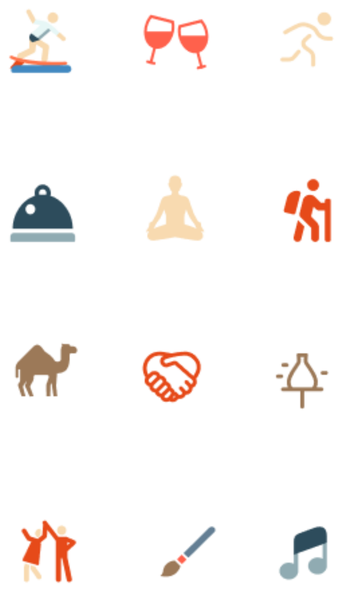
Typography

Rubik

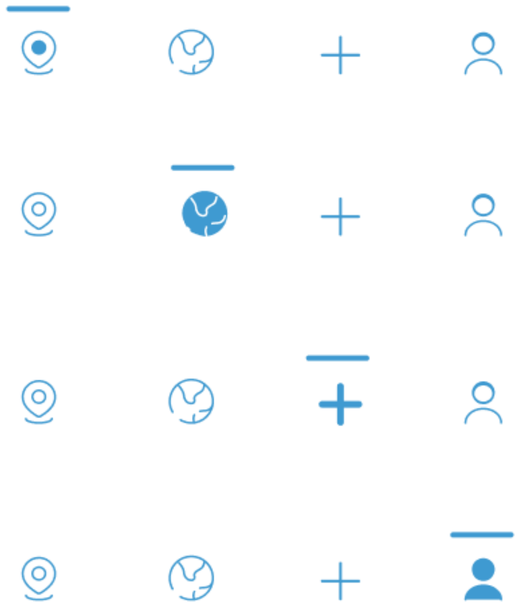
Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz**
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Extra Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

UI kit

Icons

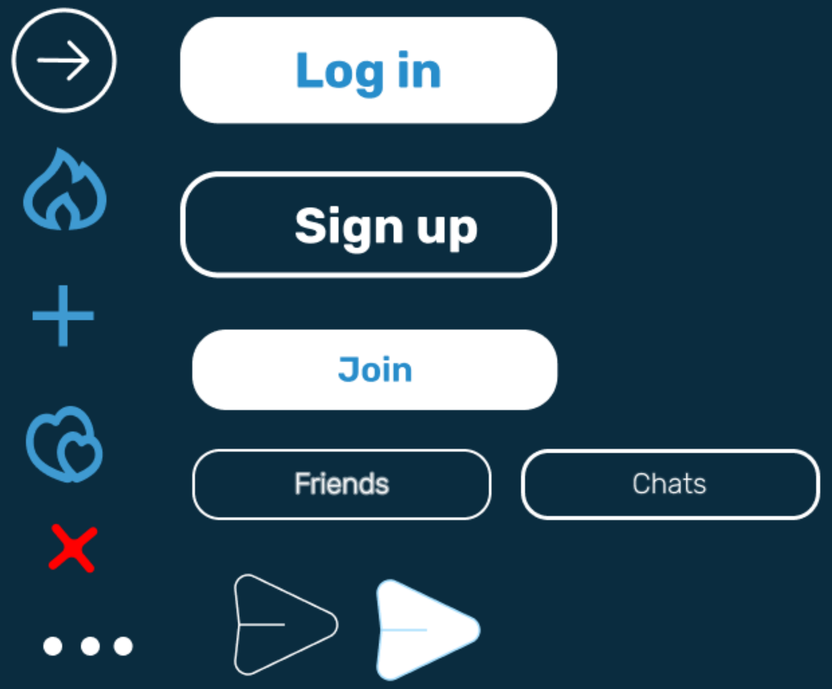


Tabs

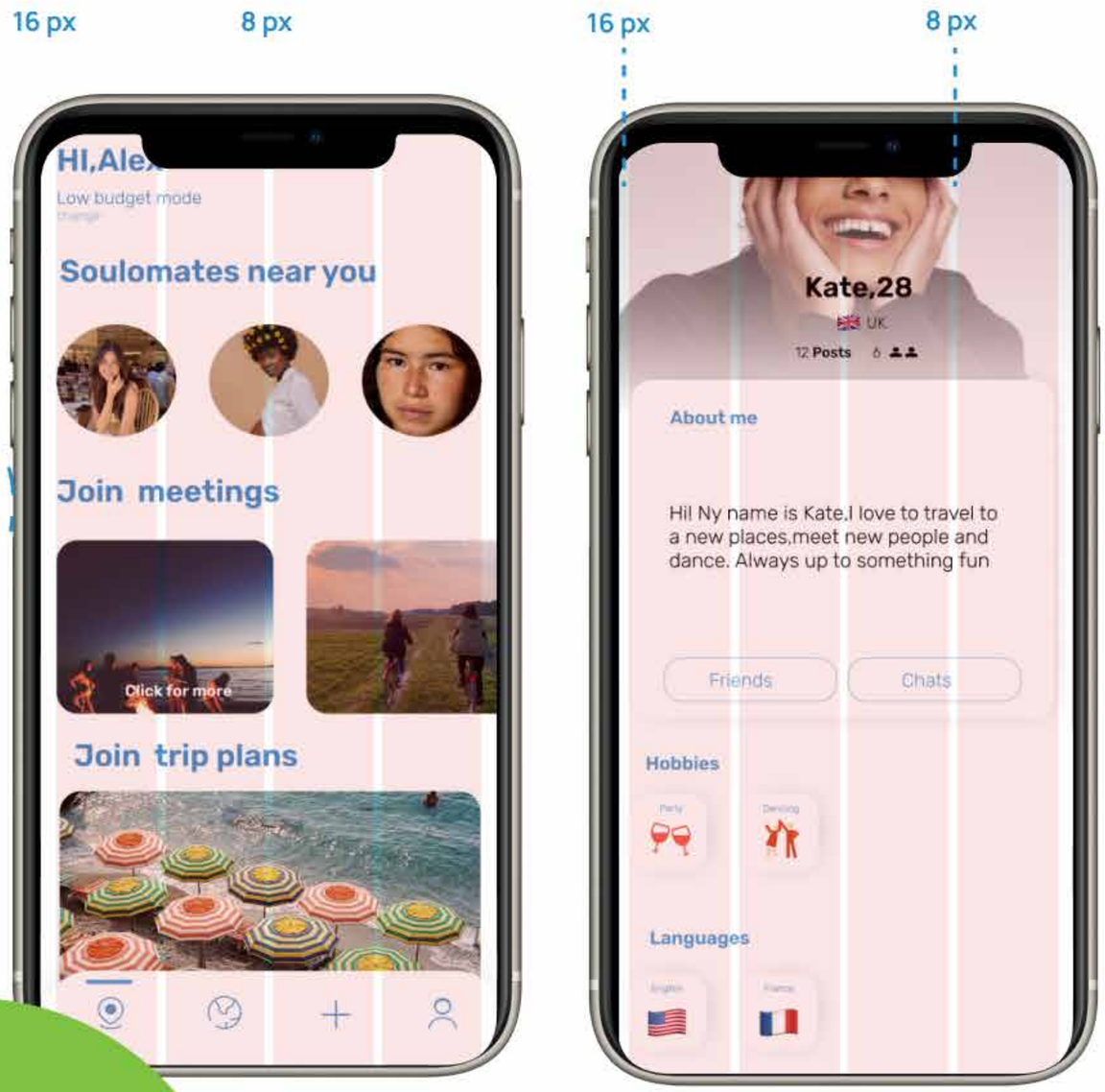


UI kit

Buttons



Grid



Type

Stretch

Columns

4 Units

Margin

16 Units

Gutter

8 Units

Thank you for watching!

Solo traveling has truly changed my life, opening my eyes to new experiences, personal growth, and the joy of independence. Inspired by my journey, I decided to create this app to include everything I wished I had as a solo traveler—a guide, a companion, and a resource in one place. My hope is that this project will grow and inspire more people to step out of their comfort zones and experience the freedom and self-discovery that come with solo travel.

With the Soulo app, I want to show that traveling alone can be empowering, exciting, and easy. From finding local meetups to connecting with other travelers and discovering hidden gems, Soulo is designed to make solo adventures easier and more enjoyable. With the help of the Soulo app, anything is possible—your journey, your way.

Soulo

Contact me