

AsiaYo Booking App

Helping user could find their idea property in just few clicks.

OVERVIEW

AsiaYo provides a booking service for the user on the web platform with past three years. In the meantime, we found out our traffic comes from mobile device getting increase recently.

So we would like to try out the impact from iOS platform and want taking advantage of its unified user experience and better client device performance.

TIME

10/2017 - 12/2017

ROLE

Interaction design
UX design
Visual design

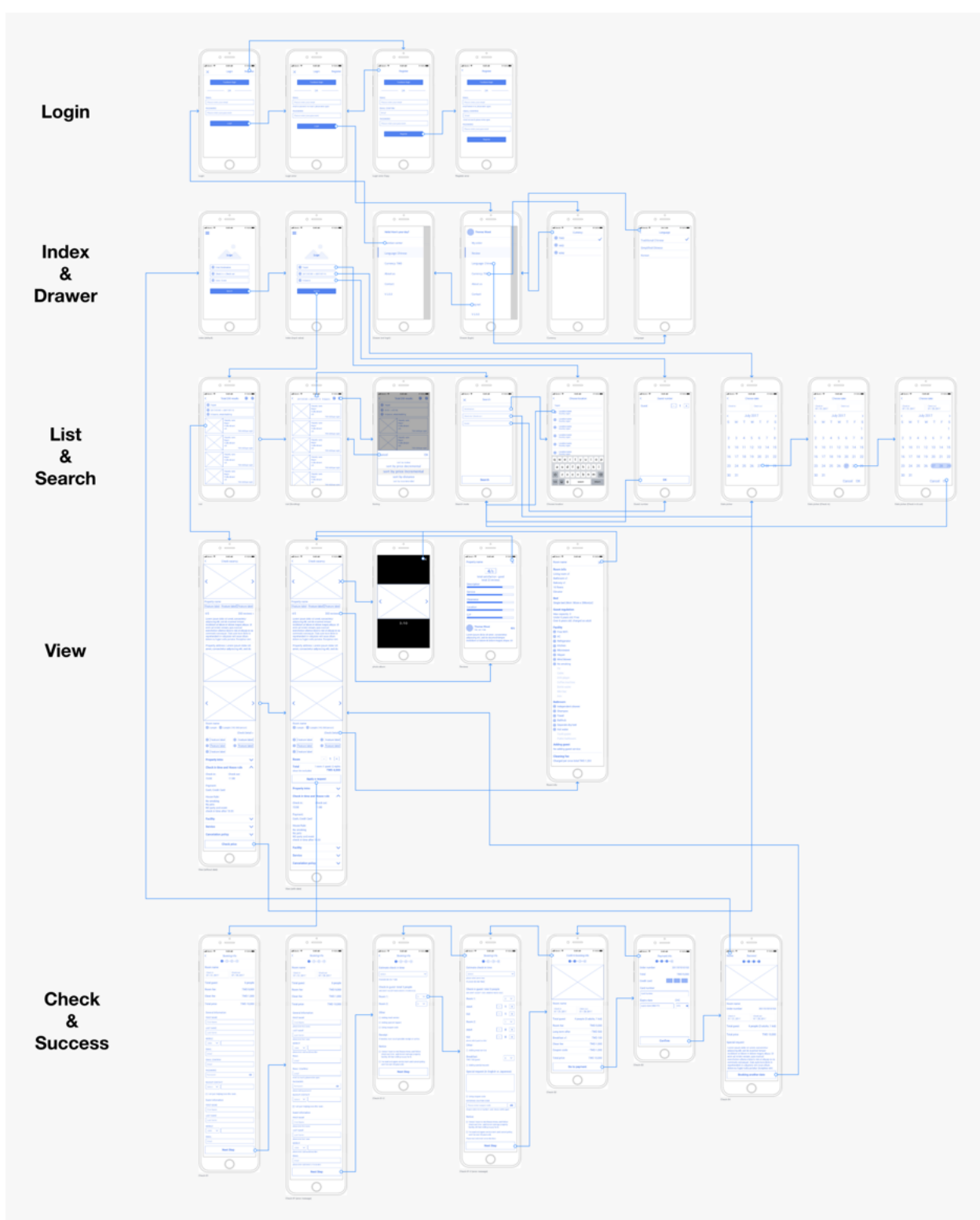
CHASING THE SUN

Due to it's an experimental project, so it didn't have an excellent resource to develop it. Under a tight schedule and lack of human resources, we decided to leverage outsourcing partner to meet our goal. Under such challenge, We choose to develop this app by phase. With few of support, so the app feature was limited by the mobile web version.

INTERACTION DESIGN

First up, I destructure the mobile web product page by page, then break them down and bringing them to fit in the iOS human interface guidelines.

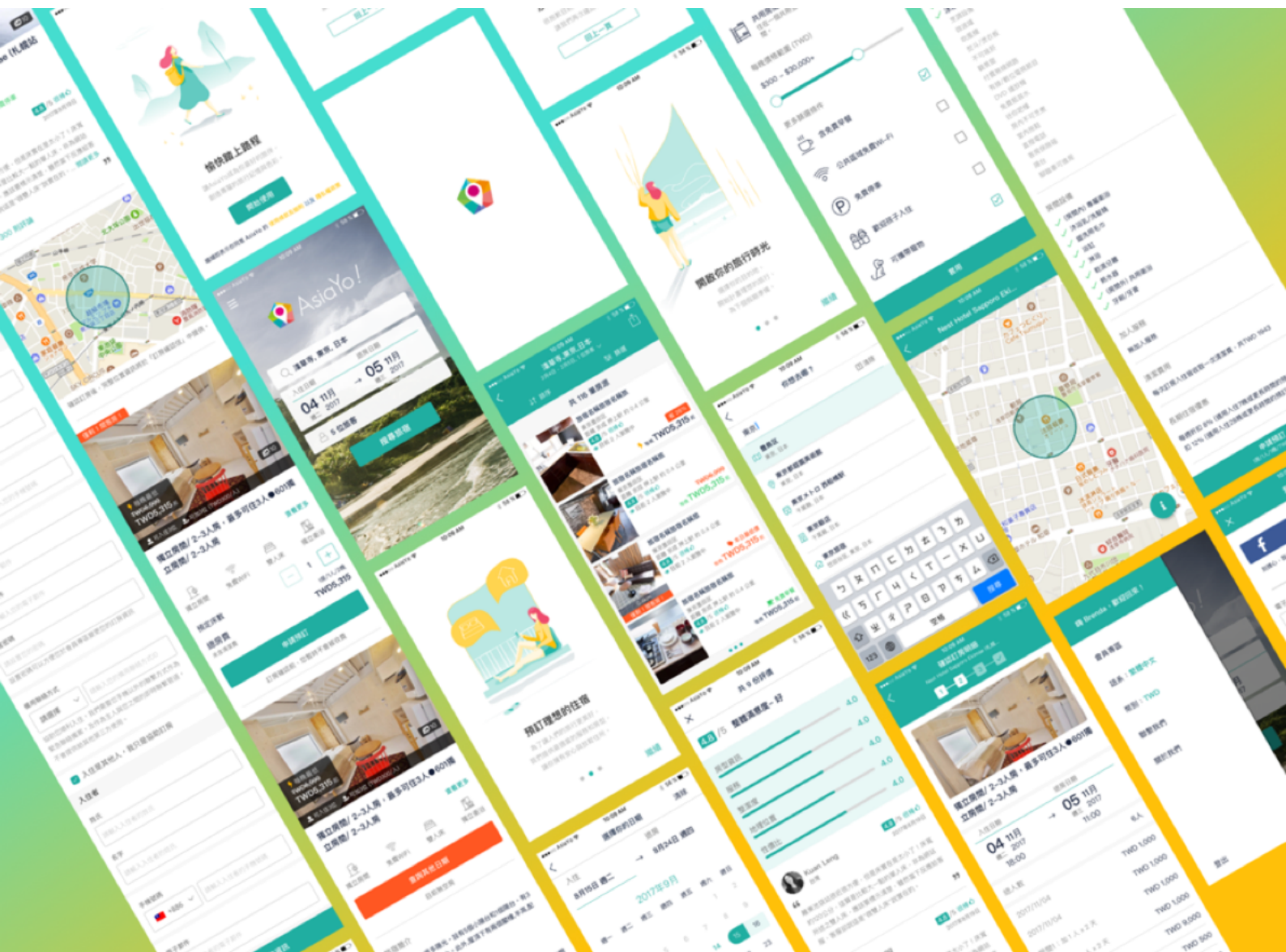
In this stage, I utilize the native app behavior and components to increase usability and efficiency mainly. Not to mention that keeping consistency across the app. The stakeholders such as PM, CS, Management were all involved during the developing process, to communicate continually keeping the information synchronized.



—Wireframe—

VISUAL DESIGN

By using different font weight, colors, meaningful icons, to provide clear info with good structure. Also, the goal is to make use only need a few clicks to find their ideal property. With this idea, visually must stand between peaceful and well-informed design.



—Visual design—

MILESTONE

- Remaining the highest CVR* compare to all platform of the product till today. (*500% higher than the lowest.)
- User satisfaction at App Store with 4.3 /5 on average.



COMING SOON!