



# Odyssey

your personal, mythical journey





For me, that moment became a question: What if solo travel felt less lonely, less chaotic, and more... beautifully connected? That's where Odyssey began.



We've all had that moment — when we needed to escape. Not to run away, but to return to ourselves.



I wanted to create a platform that felt personal, peaceful, and trustworthy — a space to explore the world, and yourself.





Solo travel is gaining popularity worldwide as people seek independence, adventure, and self-discovery.

But why is it still this hard?

Unsafe hosts, flaky plans, No verified communities, Lack of real-time insights & Planning fatigue



Everyone I spoke to – from first-time solo girls to digital nomads – said the same thing: I don't just want safety. I want connection. Intuition. Freedom. And people who get it.

research topic : A platform for Solo travellers to search new destination and contribute with information for new travellers



Through interviews with 6 potential users – some experienced, some first-timers – a few truths emerged. People want safety, but they also want spontaneity. They crave connection, but not at the cost of control.



While solo travel can be liberating, travelers face several key challenges such as safety risks, unreliable information, loneliness and social connectivity and limited solo-friendly resources. There's also a strong need for real-time, community-driven insights while traveling.



This project proposes a digital platform that enables solo travelers to explore new destinations, connect with other travellers and verified hosts for group trips and contribute real-time travel insights, ensuring the safest solo travel experience possible.



### Who I Designed it for?

Aisha is cautious. Riya is adventurous. Odyssey gives both what they need – safe structure and soft spontaneity.

Aisha – The First-Time Solo Traveler

Age: 24

Style: Careful, research-heavy, safety-conscious

Needs: Verified stays, organized plans, trustworthy hosts

Quote: “I want to explore, but I need to feel safe.”

Riya – The Experienced Solo Explorer

Age: 29

Style: Free-spirited, intuitive, often hosts trips

Needs: Trip visibility, guest filters, creative flexibility

Quote: “I’ve done this before – now I want to share it.”

## Scenarios :

### Persona 1: The First-Time Traveller

Aisha is planning her first solo trip to a coastal town and wants a mix of structure and spontaneity. Safety is her top concern – she's looking for secure stays, offbeat recommendations, and affordable travel options. On a student budget, she needs to plan smart. She'd love to meet other solo travelers but wants to do so in a safe, comfortable way, while easily keeping track of her plans.

### Persona 2: The Experienced Explorer

Riya is planning a month-long solo workcation and prefers spontaneous travel based on local, authentic insights. She needs reliable info on transport, co-living spaces, and hidden gems – without scrolling endless travel blogs. She values booking flexibility and wants to connect with like-minded solo travelers or remote workers without relying on social media.

## Vision

To create the safest, most trusted solo travel platform that empowers travellers to explore new destinations, connect with like-minded adventurers, and share reliable travel insights in a secure and engaging way.

strategy &  
vision!



## Business Strategy

From a business strategy point of view, I wanted Odyssey to be both sustainable and scalable – without losing the soul of the product.

We'll use a freemium model: the app is free, but users can unlock premium features like curated trip bundles, early access to exclusive invites, and one-on-one host experiences.

We'll also generate revenue through affiliate links for stays and travel, and potential partnerships with ethical, travel-related brands.

But long-term sustainability comes from the community itself – user-verified content, real-time insights, and a space that people feel invested in.

That's what sets Odyssey apart: it doesn't just sell trips. It nurtures trust, connection, and safety – things that solo travelers value more than anything.



### Design Strategy

I followed a user-centered design strategy with three pillars – intuitive interactions, emotional comfort, and safety-first decisions. Every choice in Odyssey is designed to feel human and thoughtful.

I mapped how Aisha might plan a trip, and how Riya might become a host herself – ensuring that every step felt intentional.

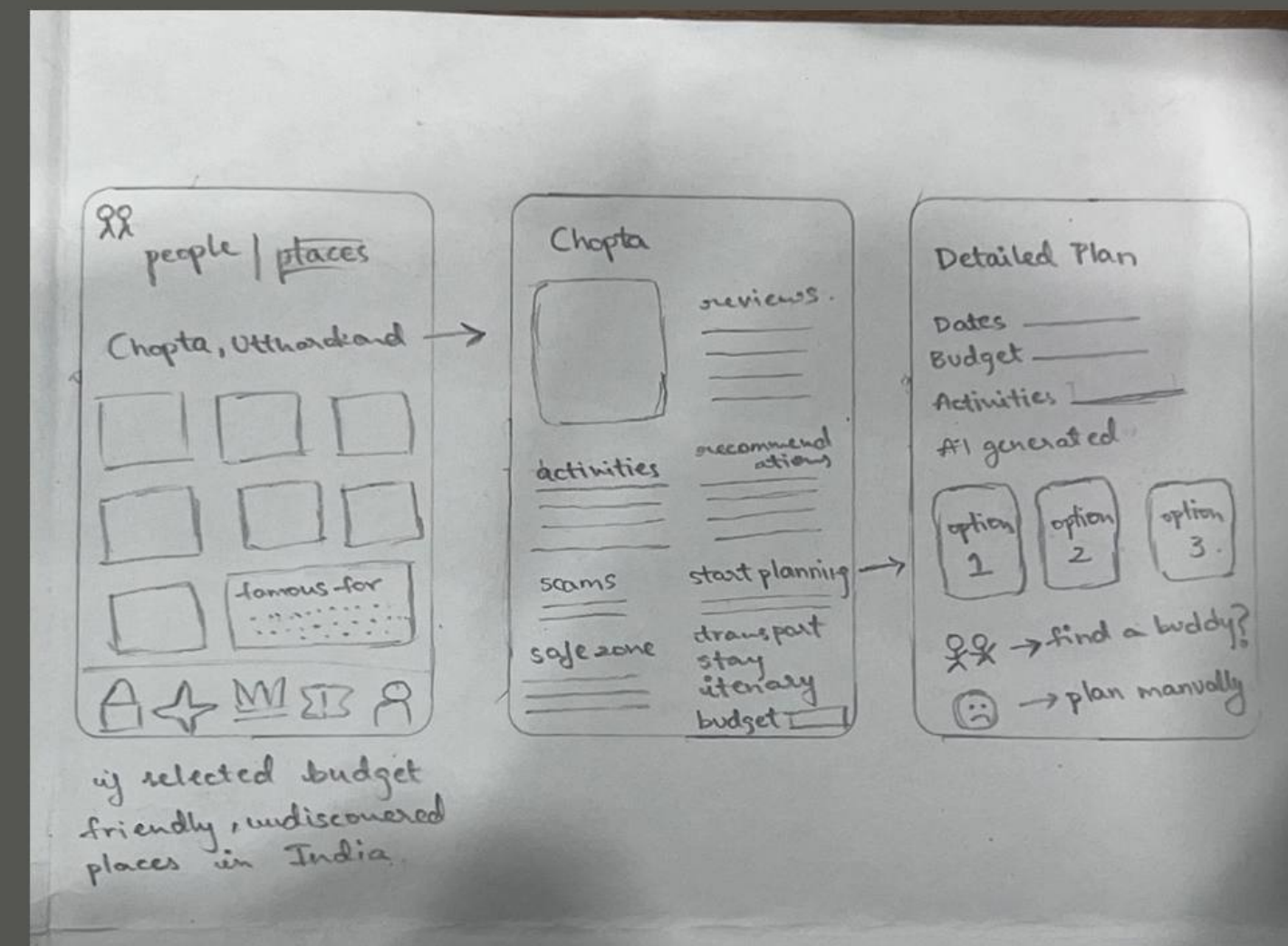
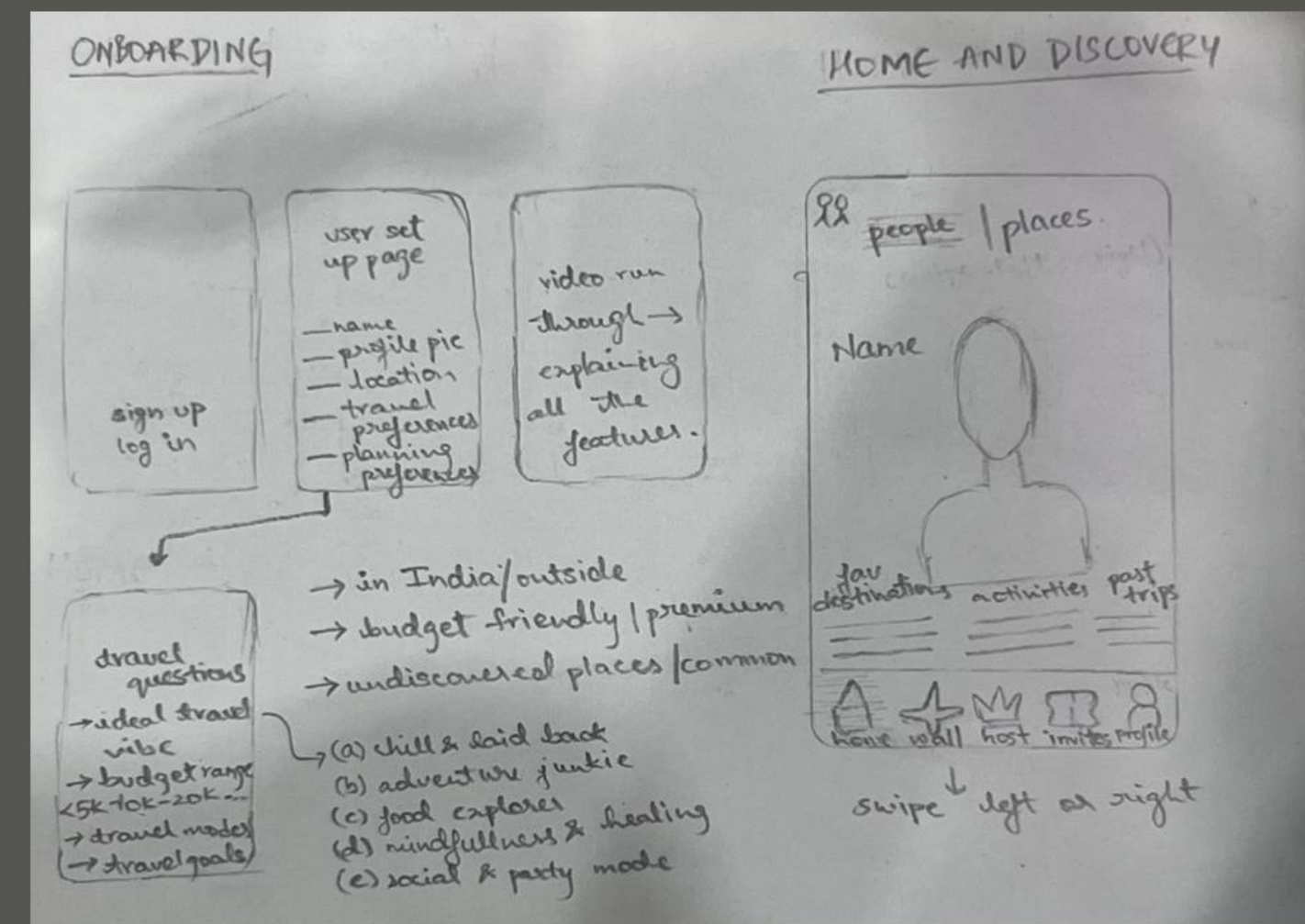
### Information Architecture

I used cognitive psychology and mental models to organize the app into familiar categories, so users can move through it without friction.

### Task Flows

I had three main task flows. Solo Trip Planning, Hosting a Trip and Group Travel Matching.

Before the visuals, I sketched over 35 screens to explore user flows, emotional pacing, and layout clarity



After "Detailed Plan"  
clicking on any of the AI generated  
options would look like →

just pine scented secrets,  
secret cafes and soul  
reset views.  
↓ scrollable  
page.

**CHOPTA**  
the mini Switzerland of  
India tucked away in  
Uttarakhand

Trip Style → budget/premium  
(pre-selected)

Vibe → scenic, quiet,  
outdoorsy

Best Time → March-May  
Sep-Nov  
(select)

Trip Duration → weekend/  
5 days exp  
(select)

Perfect For  
→ nature lovers  
→ solo trekkers  
→ digital detox  
→ stargaze needs

**Itinerary 1**  
Duration: 3 nights, 4 days

**Day 1**  
arrive train/bus  
stay @ the Birdhouse  
+ hideout  
visit Baniyakund  
whispering meadows  
↳ experience the silence  
you never knew you  
needed.

Dinner @ Pahadi Moon  
Cafe → no signage only  
word of mouth → think  
Day 2 woodfire pizza  
w/ a twist

**Day 2**  
Cost breakdown  
Total = 4500 - 6500 /  
8000 - 10000

Travel Insights  
so peaceful.....

Booking Options  
Bus / Train / Flight  
Alternate stay

book now plan  
man customize  
trip

→ it's going to be like  
a hidden gem trip  
curated by that one  
cool friend who knows  
where the magic is

manually

AI assisted

curated  
cool friend who knows  
where the magic is

preview AI assisted  
trip for suggestions

**Manual Planner**

Destination

Made → relaxing escape  
→ waterfalls & lakes  
→ looking to  
socialise  
→ off beat only

Dates

Travel Preference  
→ train → bus etc

**Select Activities**  
☐ waterfalls  
☐ secret cafes  
☐ stargazing  
☐ drinks  
☐ adventure  
☐ chill  
☐ creative (pottery/  
painting)

**Select Accomodation**  
Treehouse / Cabin /  
Boutique + homestay

Filters - solo  
- female only  
- wifi  
- pets

**Select Travel**  
option to show fastest,  
cheapest, scenic routes

AI based on pref-  
erences chosen

Add Itinerary here

suggestions based  
on selected options.

scrollable

continued  
become a  
host first

Trip Summary  
↓  
Review &  
Pay

interchangeable

customize this trip

**Chopta - Your Way**

stay options - swap/  
more luxurious/budget

Day Wise Itinerary  
reorder/remove/add  
add → search/pick from  
options.

Transport  
choose alternate routes  
or timings.

Budget Estimator  
(live)

**Trip Summary**

Destination: Chopta  
Dates: May 10-14  
Travelling: Solo/Invites

→ Stay Details  
→ Travel Details  
→ Itinerary Overview  
→ Activities Booked/Res  
erved

Budget Breakdown

edit share save  
for later  
to payment.

saved and paid  
trips will be added  
to invites  
under trips

**Review and Pay**

Cost Breakdown

expandable  
card 5000

Discount / Referral code

Payment Options  
→ UPI  
→ wallet  
→ cash  
Contact Info. → Card.

and pay later.

WALL

trek club

movable, browsable  
screen with past  
and upcoming trips.

Trek Club A200

TREK CLUB  
Apr 5-15 | @ Manali

Hosted by  
Varun

Request list

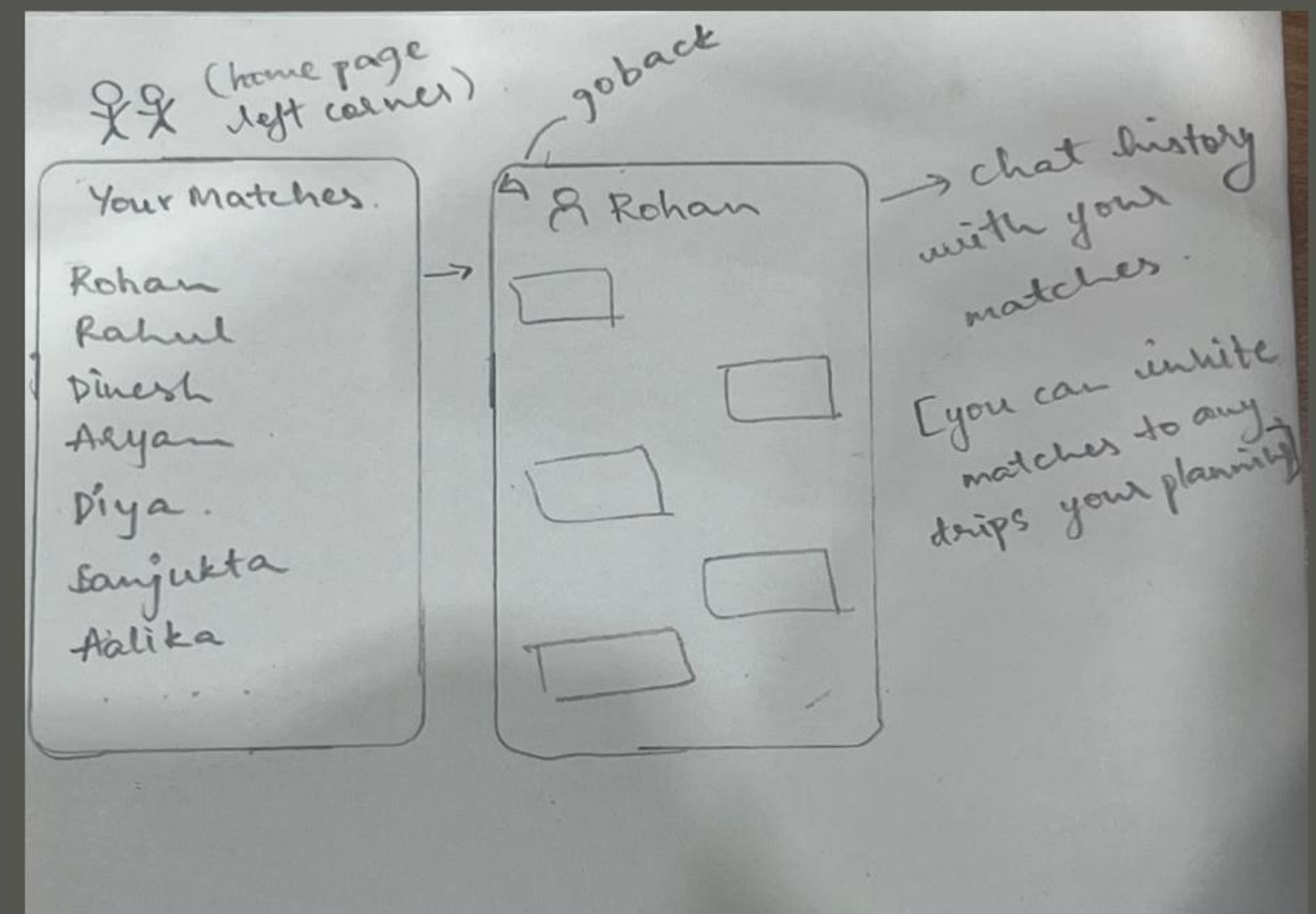
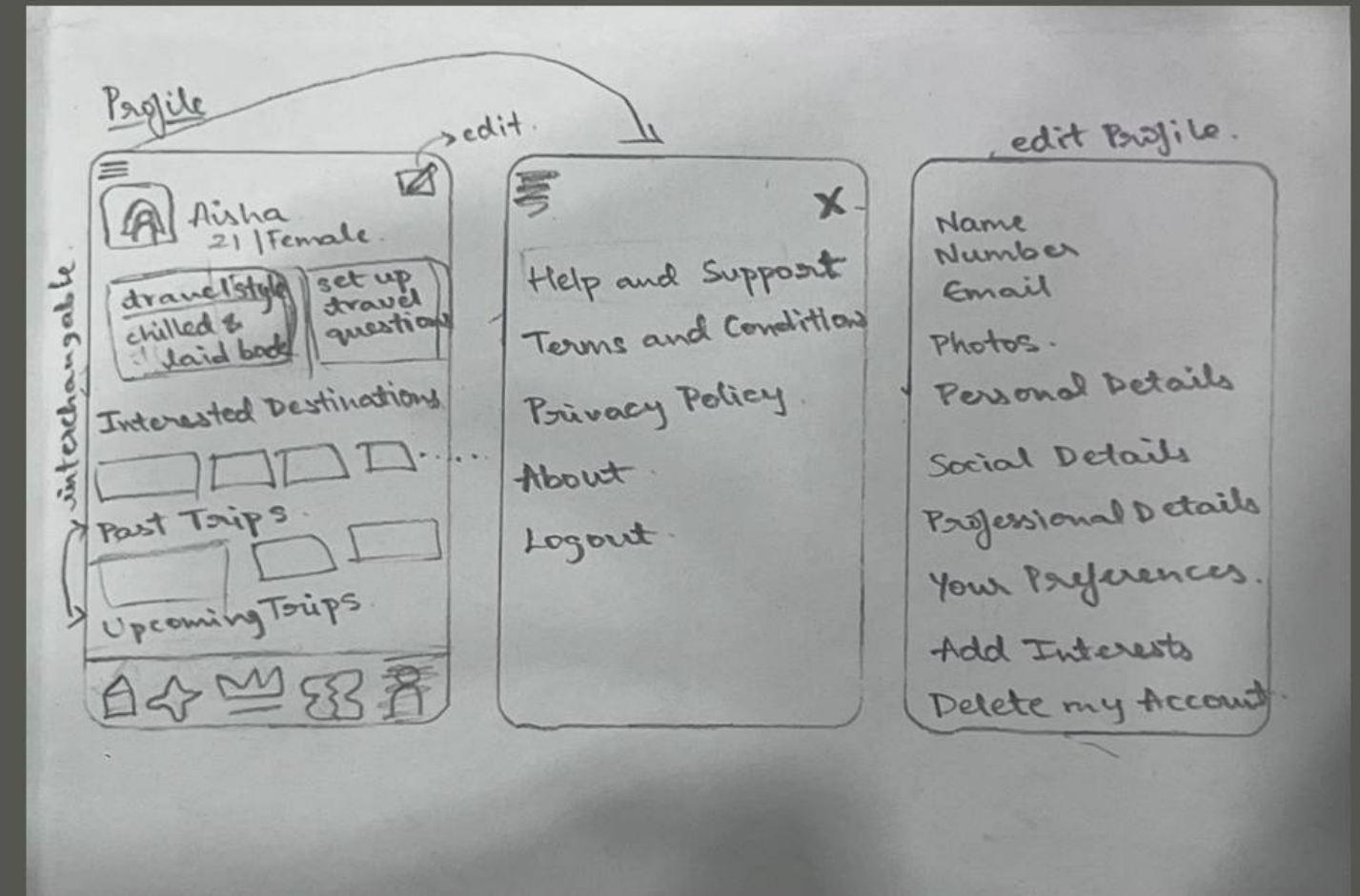
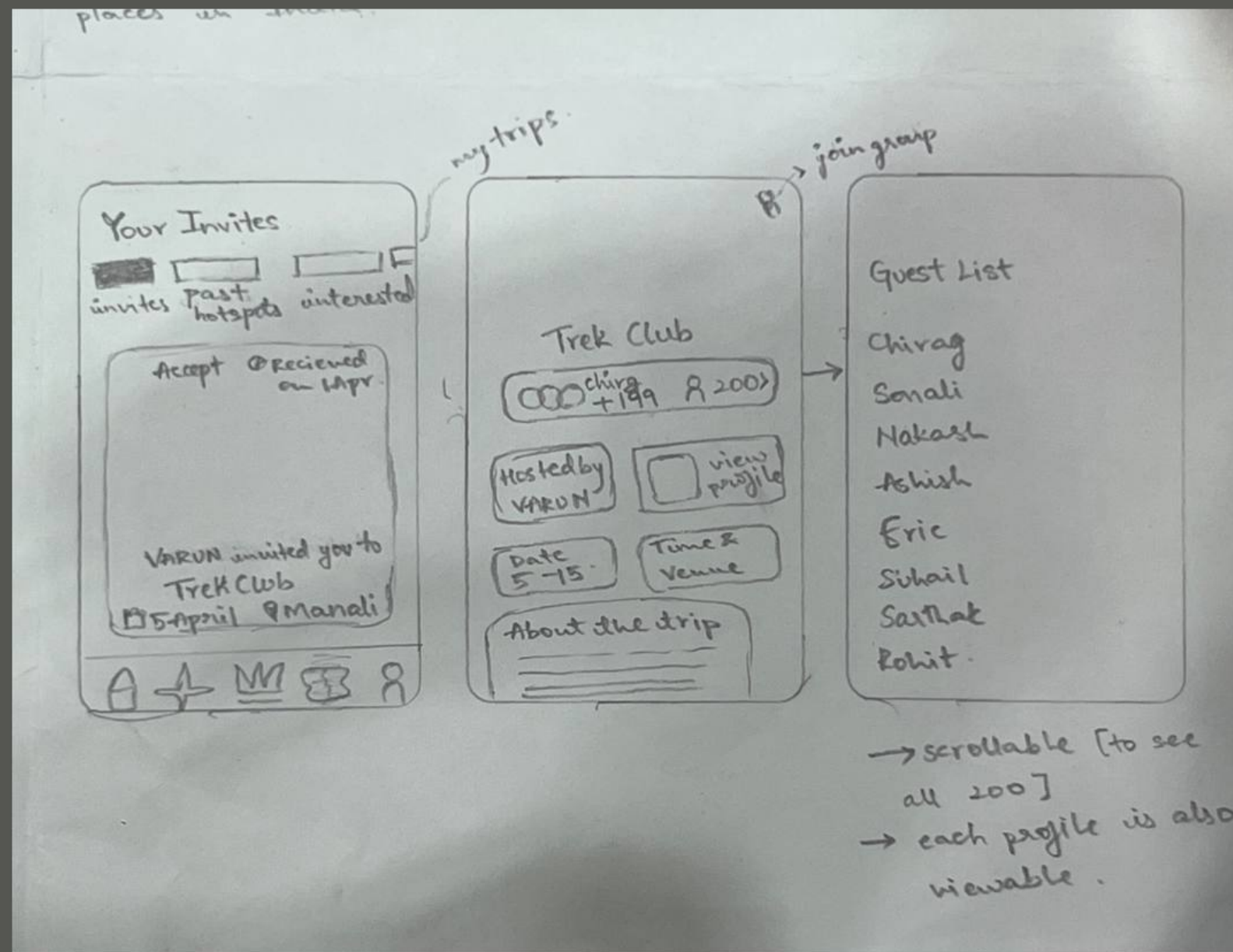
scrollable images  
viewable guest list  
(will be shown ahead)

Host

group trip  
images.

Ready to Host your  
first trip?

Featured Hosts



## Usability Testing : Feedback that shaped the final design.

To evaluate the effectiveness, clarity, and user satisfaction of the app interface, I conducted multiple informal usability testing sessions using my low-fidelity prototype. Testers included individuals who matched the target audience: solo travelers, students, and travel enthusiasts.

Real users helped me refine the experience – from simplifying CTAs, to improving clarity in the trip customization flow. Deciding on a colour palette also helped me alot.



For eg : The onboarding flow has been redesigned to be progressive, with one question per screen. A progress indicator has been introduced, along with a “skip for now” option, allowing users to complete their profile gradually.

These usability insights have played a key role in shaping the next phase of Odyssey's design. The goal remains to build an experience that feels both emotionally meaningful and practically intuitive – helping users not just plan a trip, but embark on a personal, mythical journey they can trust.

The feedback highlighted the importance of clarity, simplicity, and emotional connection – especially for solo travelers navigating both logistics and mindset.

[high fidelity figma link](#)



## Conclusion

This platform reimagines solo travel by blending safety, connection, and community-driven insights into one seamless experience. It's not just an app – it's a space to return to yourself. Rooted in modern UX strategy and real user needs, Odyssey empowers travelers to move freely, discover deeply, and feel safe while doing it.

Because every journey outward is also a journey within.....