WEBTEK DIGITAL

OPTIMUM VISION
CONCIERGE

# Case Study

## Problem Statmen

There are many visitors who come to Dubai and cannot
book places for short-term accommodation
or hotels suitable for the price category that suits them.
They also cannot book taxis for their appointments
only or distinguished yacht trips to see the beauty of Dubai landmarks .

## Project Goal

Our objective is to assist businesses with their market entrance plan and
to support them as they grow their operations.
We assist companies with solutions that are strategic and tactical to
the possibilities and problems that globalization, technology,
and competition provide.

# Our mission

Is to serve as a trusted adviser, offering unbiased analysis, solutions, and execution that is focused on achieving real business outcomes.

# Solution

We Have found a solution in **OV** .. Just application to book all you need

- **Luxury Concierge Services**

At Optimum Vision Tourism, the sole aim is for our clients to see and enjoy the best that Dubai has to
offer. The service is tailor-made to your individual or group requirements, showing you the best of the city
unlocked by your personal luxury Dubai concierge. We are here to help you with your decision on where to
go, what to do, and when to do it. Let us take care of the reservations for you — no need to stress.

- **Luxury Transportation**

We are committed to providing elite-class transportation services to our clients in Dubai. You have an option
to hire a luxury vehicle for a few hours, a complete day, a week, or according to your needs.... Give yourself
an amazing traveling experience with professional luxury transportation services. With us, you will find a
fantastic collection of luxury vehicles waiting for you to ride and explore the United Arab Emirates with your
family, business meeting, or friends.

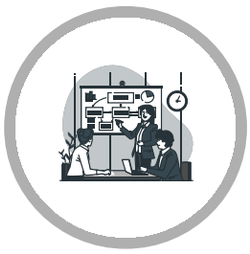
- **High-end Hotel and Apartment Bookings**

We at Optimum Vision Tourism offer the best high-end hotel and apartment booking services to our
customers. We provide all the hotel services easily at affordable prices and with a hassle-free process. You
can easily find your hotels in Dubai with us, due to our network of leading hotels, hotel apartments, holiday homes, and more..

- **Tailored Travel Planning**

Our travel planning services are exceptional in ensuring that your journey is truly seamless. We have a team of experts who are passionate and highly proficient in providing the best experience to travelers that is both personalized and convenient. You can rely on us to take care of all your specific travel needs

# Design Process



**Discover**

**Define**

**Ideate**

**Prototype**

**Test**

# Competitor analysis

| Feature | OPTIMUM VISION CONCIERGE | EMIRATES TRIPS | ORION |
|---|---|---|---|
| Visa Services | ● | ● | ● |
| Hotel bookings | ● | ● | ● |
| Transportation | ● | ● | ● |
| Reservations | ● | ● | ● |
| Apartments | ● | ● | ● |

| | | | |
|---|---|---|---|
| Yacht booking | ● | ● | ● |
| Camel Riding | ● | ● | ● |
| Ain Dubai | ● | ● | ● |
| Cleaning Services | ● | ● | ● |
| Dune Buggy Dubai | ● | ● | ● |
| Tailored | ● | ● | ● |

# Persona

## Ahmed Ali

**Age :** 30

**Occupation :** Software Tester

**Location :** Cairo , Egypt

**Statues :** Single

## Bio

Ahmed is a software Tester who loves to travel on vacations
and official holidays and

## Needs & Expections

- A place to stay for short-term
- his private car
- Roam freely in the streets of enjoy various activities in trips and landscapes

Dubai

- Accommodation for some different activities in Dubai

## Frustrations

- Sit in an unreliable place
- Passing the vacation without enjoying it and doing different activities
- Fear of theft and scammers

## Goal

- Doing different activities
- Do the shopping
- See new places in Dubai

# Empathy Map

We have built empathy map for our persona to further deepen the connection between us and the user and put ourselves in their shoes which will drastically support our creative process .

## Say

- The most difficult part of the trip is finding a place that can you stay in
- Also, the actuality of a trustworthy person who can be the guide in the most important places that I must visit
- And, is also an easy means of transportation that can be got at any time

## Think

- The first tripe is the hardest
- I want to know more about OV
- I want the best price
- I want to achieve my goals

## Does

## Feels

- He tries to make his research
- He tries to find another company that has the same services
- He asks all his friends living in Dubai for the best locations for visiting

- confused
- Frustrated
- Confident
- Clever
- Excited

# Features list

We finally got to the list of features that every user is looking for in our application

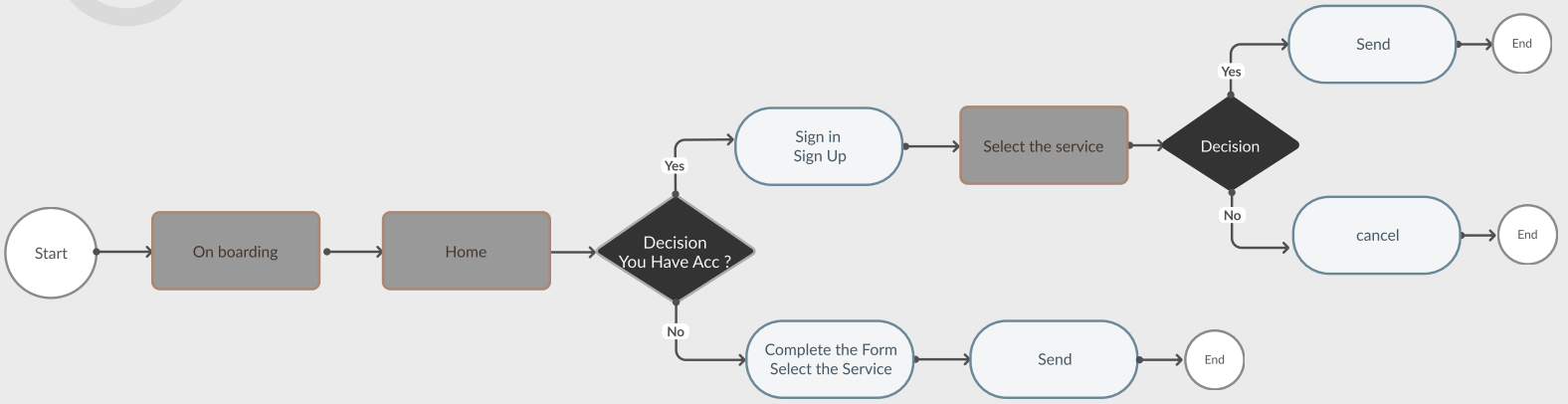
| Features | Details |
|---|---|
| **Leisure** | Attractions: La perla,<br>Dubai Opera, Ain Dubai<br>Yacht booking |
| **Holiday homes** | Apartments (Short term)<br>Hotel bookings<br>Cleaning Services<br>Movers |
| **Transportation** | Car rental<br>VIP Chauffeur booking<br>VIP Driver and car booking |
| **Reservations** | Restaurants<br>Lounges |

**Tailored**

This is a tailored section where the customer chooses this to have something tailored to them, “example if someone chooses to stay in Dubai for 4 days, they tell us specifically what they want, and we make the full plan accordingly”

# User Flow

A User Flow describes how the User goes From Start To Finish Completing a task

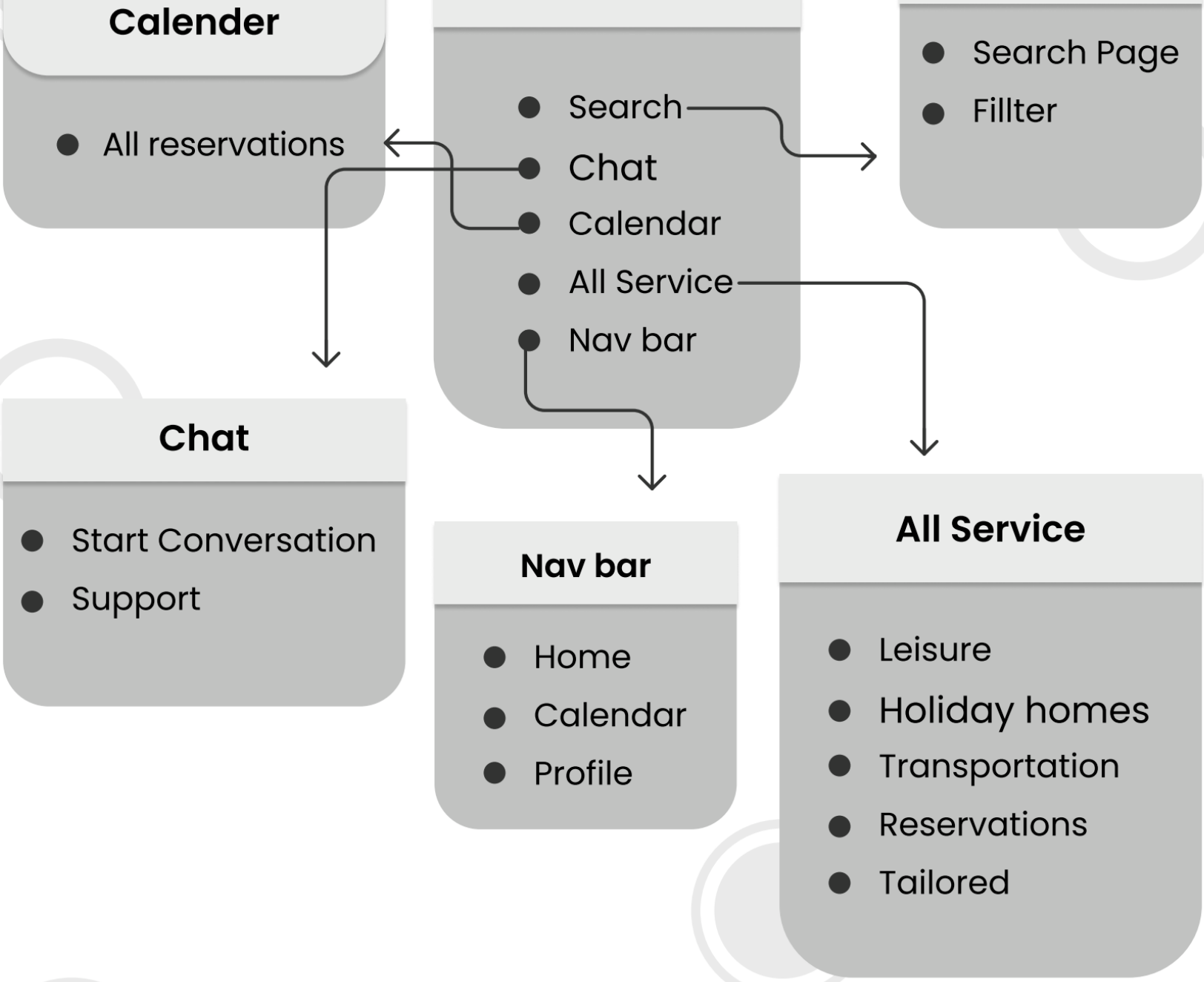



# Information Architecture

After ensuring that every Flow is ready and meet the user expectation and our vision , we carefully built a full detailed information architecture that Contains every page and feature in the app .

**Home**

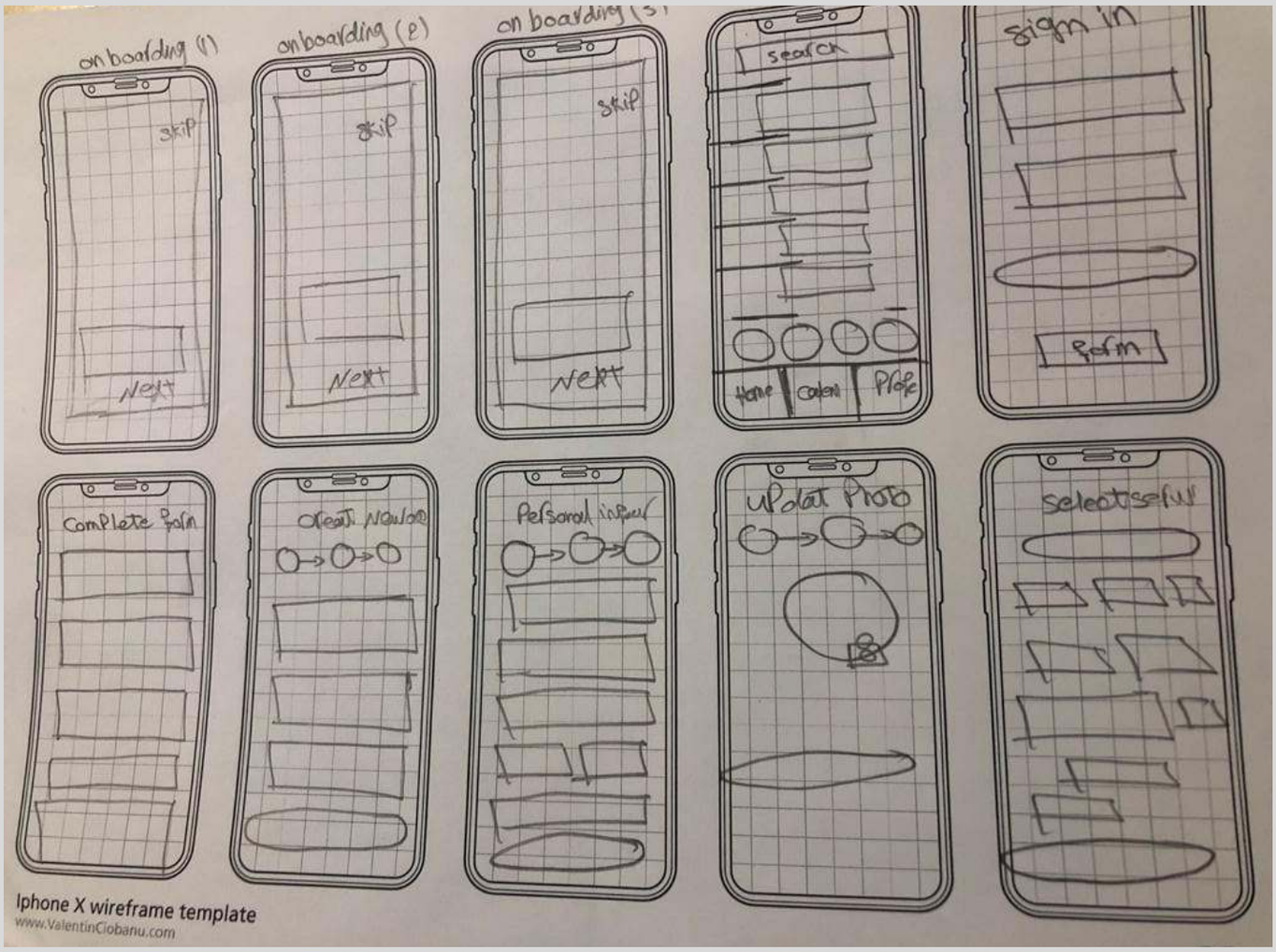
**Search**




# Sketching

With All the previous data in mind we are now confident that we are standing on solid ground and now we ready to tell our UI Story .

And let's start with Sketching . we have done multiple creative ideation sprints to agree on final look for our app and this is final form that we come up with at the end .




# Style Guide

We choose Colors ,, Font and icons based on OV Brand Guidelines so let's see the final view

## TYPOGRAPHY

Poppins

Thin Light Regular

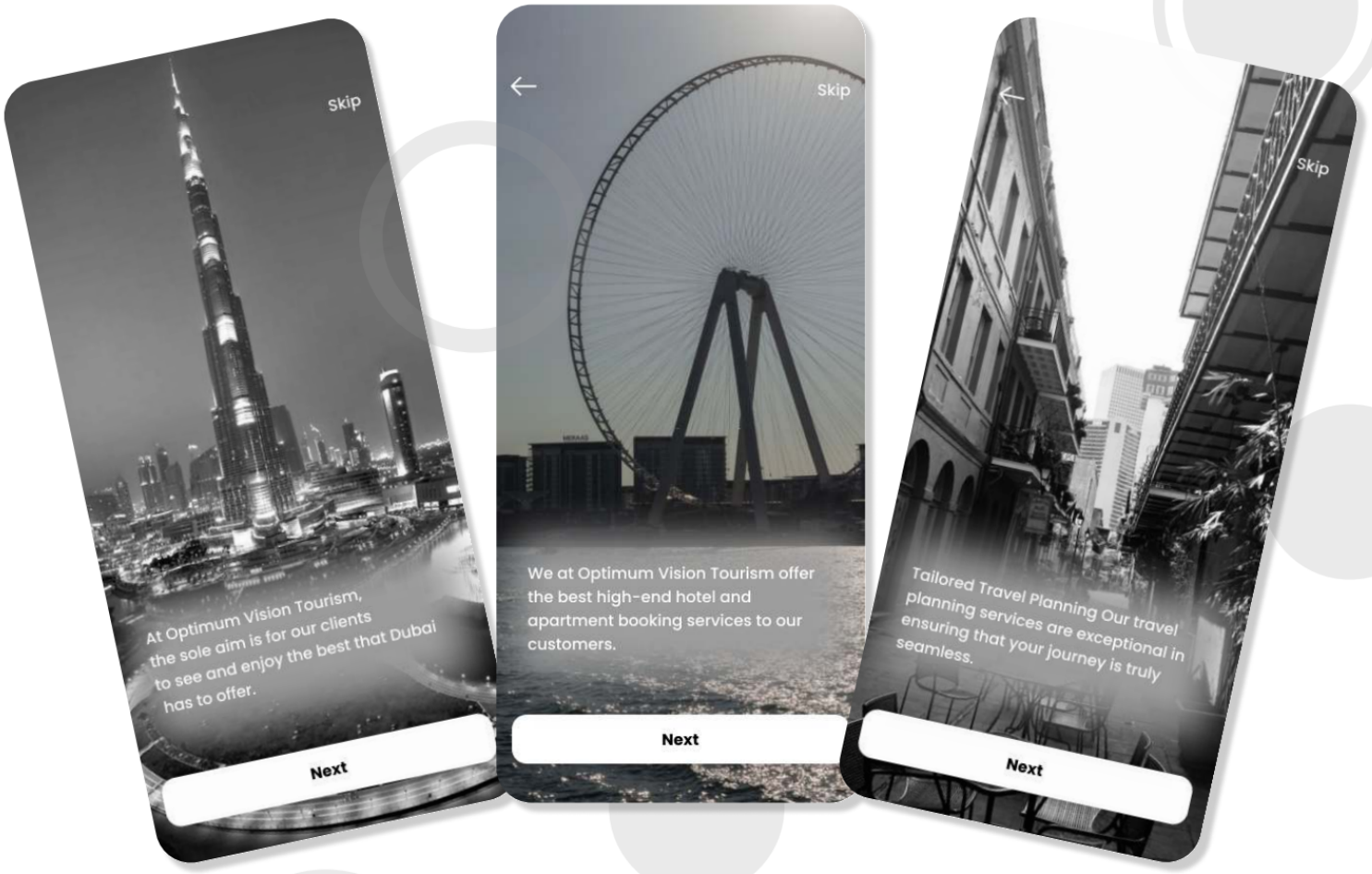
**Medium** SemiBold **Bold**

## COLOR PALLETE

#EAEBEA #C1C2C1 #989998 #323332 #F4F5F6

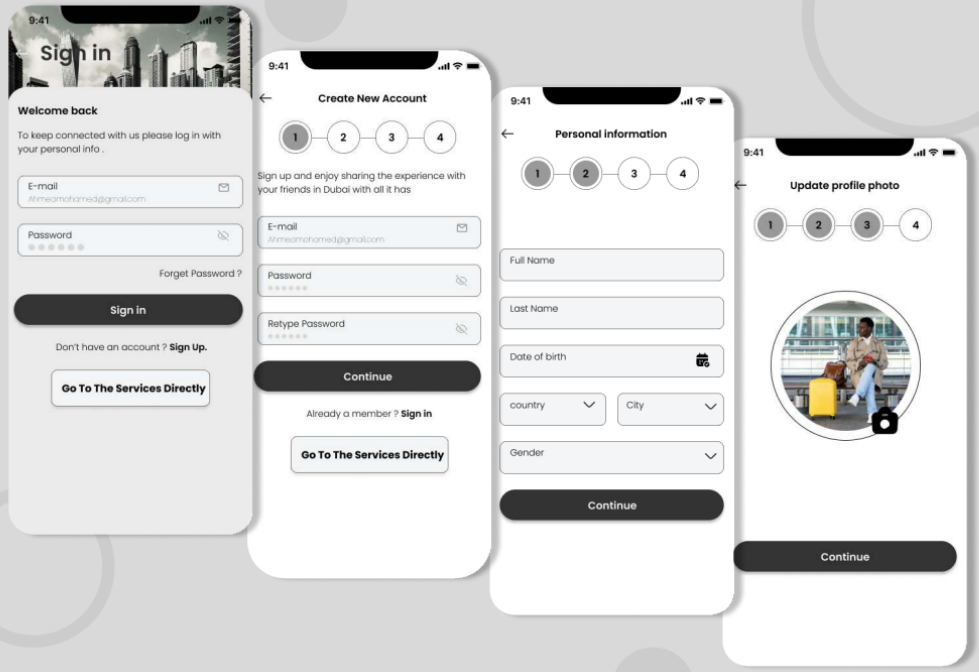
# UI Screens

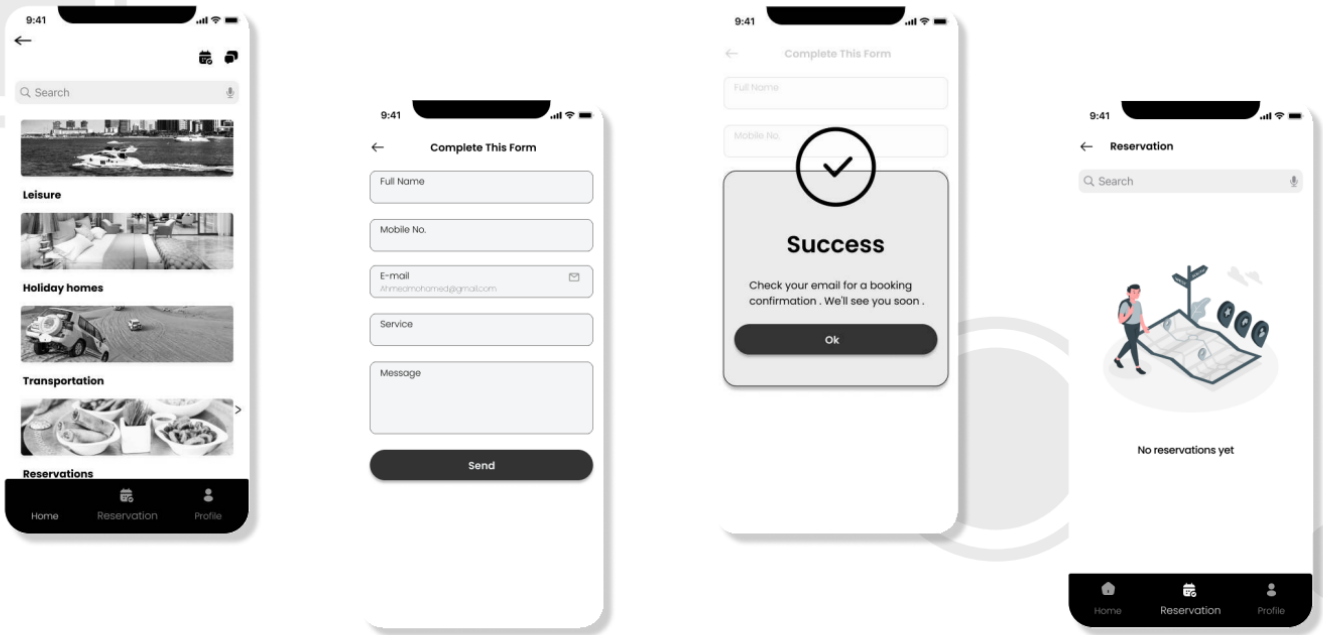
We Crafted our fully Tested app’s Final high fidelity design



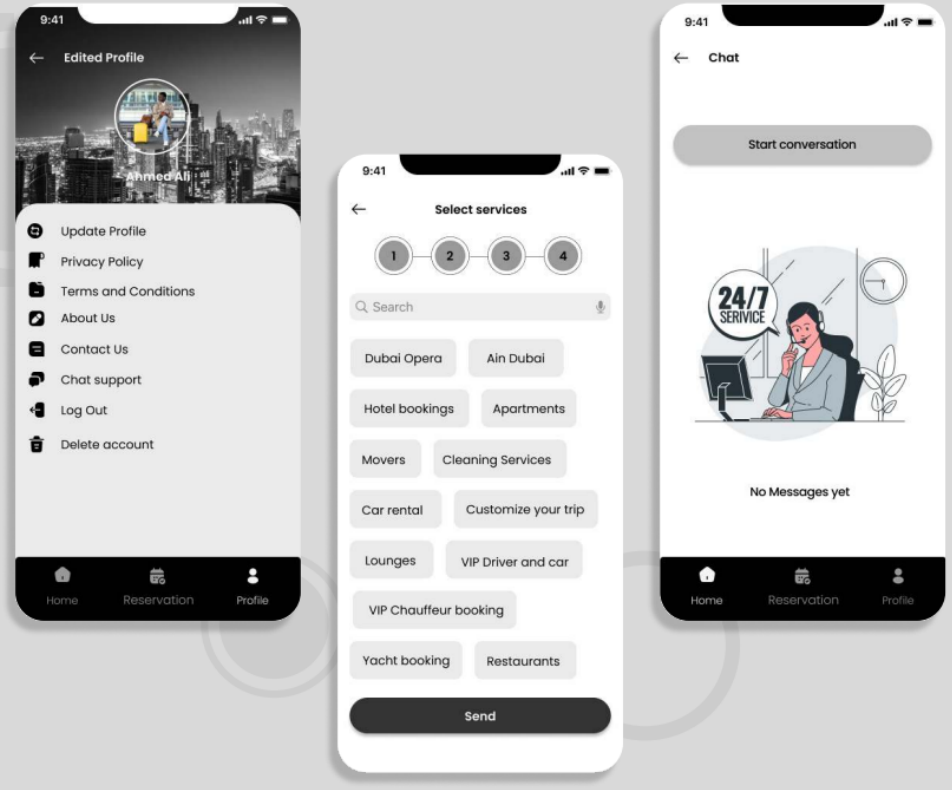

## Onboarding

User will get through some steps while creating their account by inputting their **Personal data** and **Preferences**




User see and book all services they need just Sign in or complete the form, easily.




Users can start a conversation anytime and also can update their profile easily,, and explores all services that we have .

# Thank You For Watching