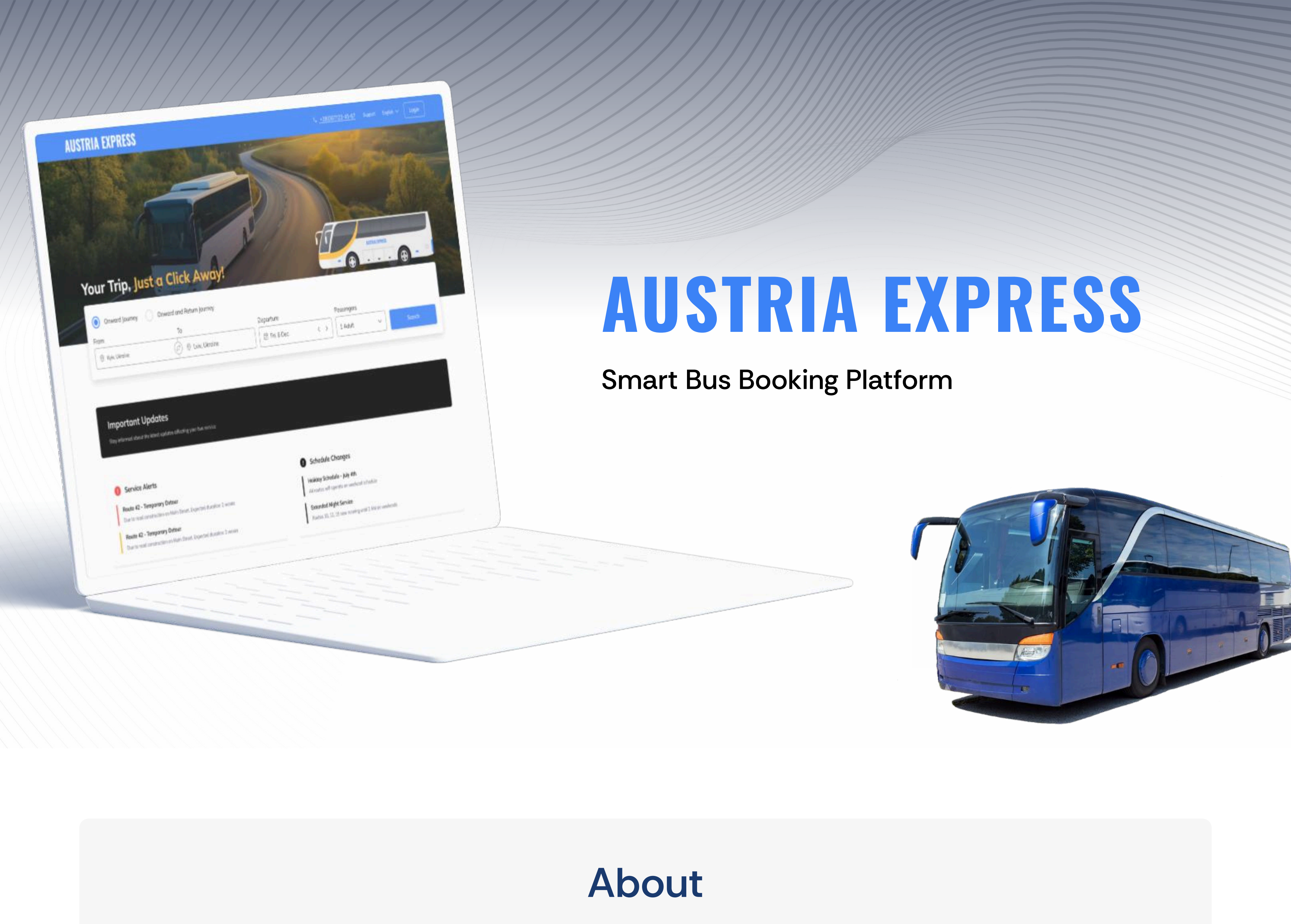




AUSTRIA EXPRESS

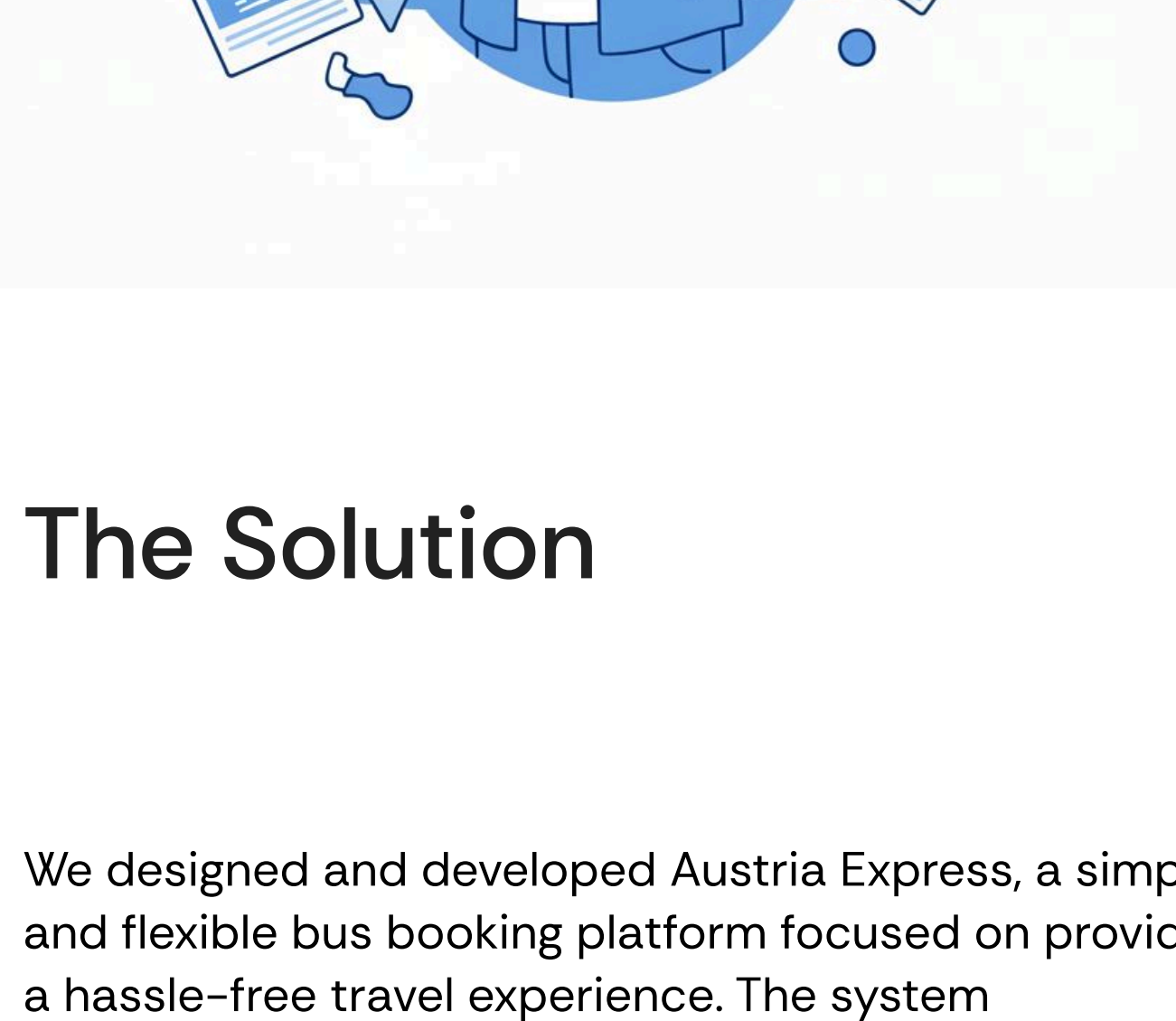
Smart Bus Booking Platform

About

Austria Express is a streamlined bus booking platform that allows users to reserve or purchase tickets with ease. Travelers can check routes, schedules, fares, and operator details, and choose whether to pay immediately or later — offering both flexibility and convenience. The platform is designed to make intercity travel simple, reliable, and hassle-free.

The Problem

Travelers in Austria often face difficulties while booking buses due to scattered information, limited payment flexibility, and outdated interfaces. Existing solutions make it harder for users to quickly compare routes, fares, and schedules, leading to a confusing and time-consuming booking experience.



The Solution

We designed and developed Austria Express, a simple and flexible bus booking platform focused on providing a hassle-free travel experience. The system streamlines ticket reservations with clear schedules, fare details, and payment flexibility.

Each user role got a tailored experience:

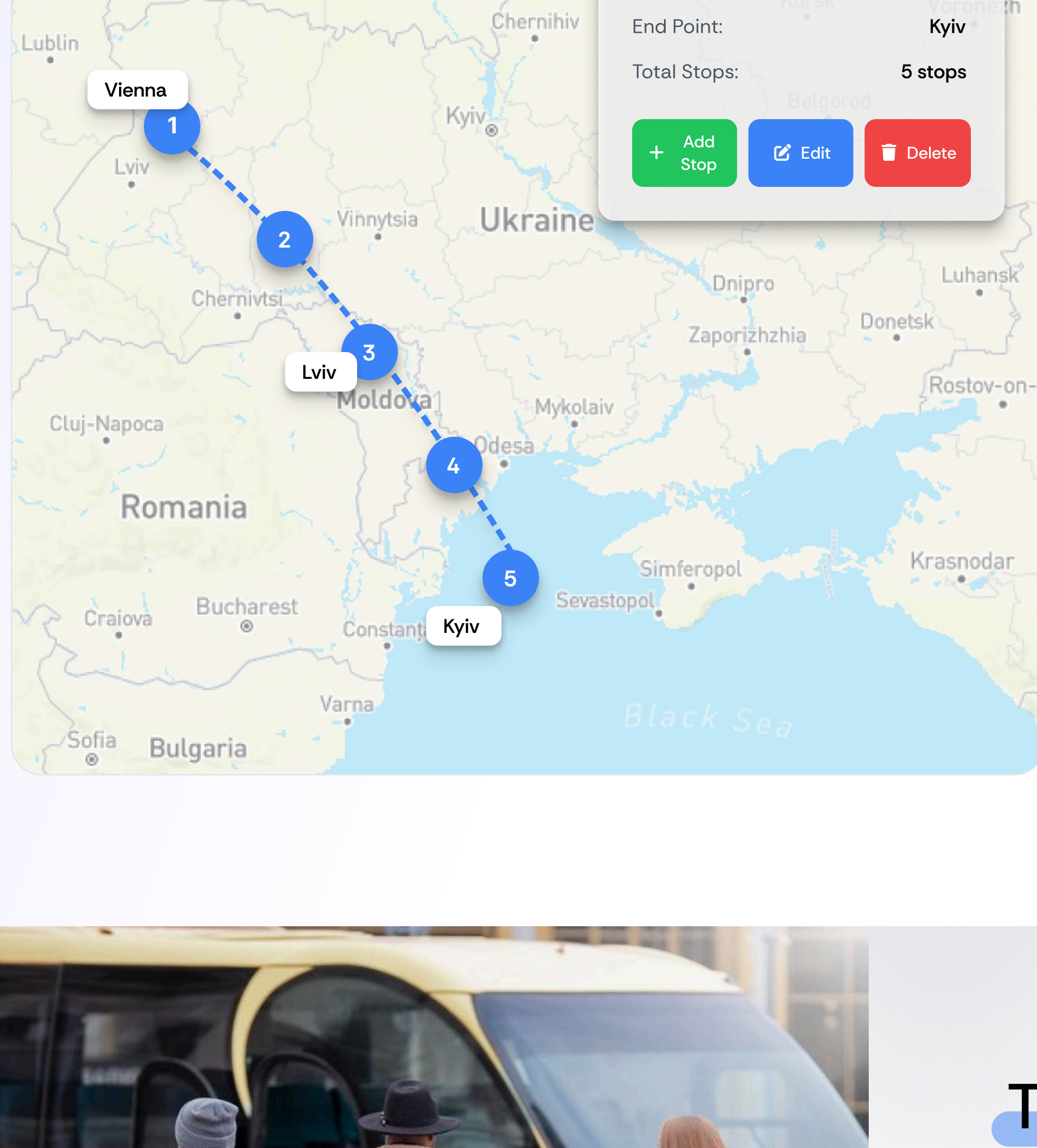
- **Users:** Book buses, pay now or later.
- **Hosts:** Manage schedules & fares.
- **Businesses:** Oversee routes & bookings.

GOALS

- Create a simple and intuitive bus booking experience.
- Provide flexibility with “Pay Now” and “Pay Later” options.
- Ensure clear visibility of routes, fares, and schedules.
- Enable operators to easily manage buses and fares.
- Give admin full control over routes, operators, and bookings.

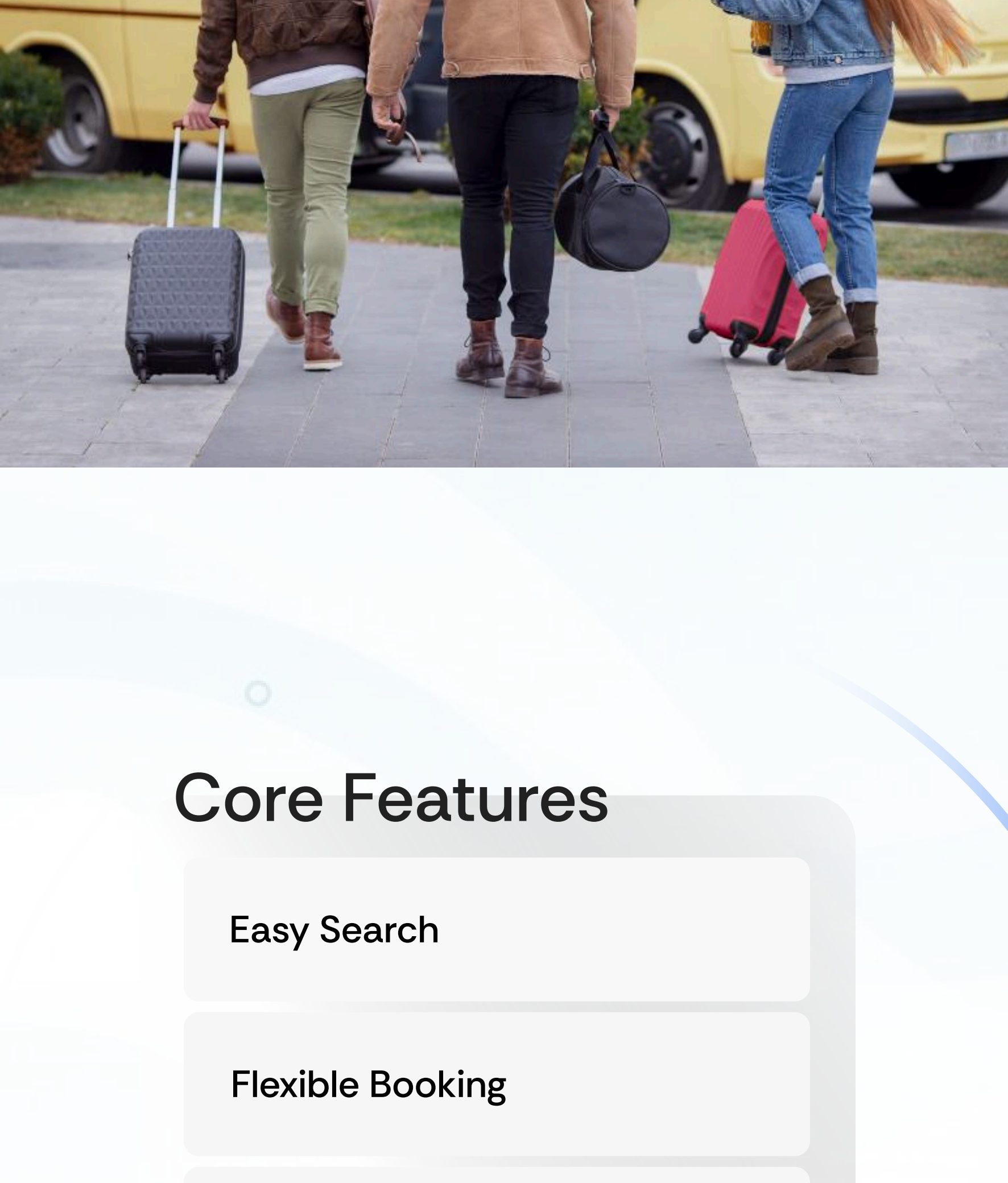
Core Admin Feature

A smart algorithm-driven system for managing routes, stops, and schedules efficiently.



Core Features

- Line Overview**
All routes with stop count & details.
- Interactive Map**
Google Maps with sequential stops.
- Stop Management**
Edit, Delete, Add new stops easily.
- Line Management**
Add, rename, update & archive lines.
- Departure Control**
Manage times per route segment.
- Client Need**
Real-time control over bus networks.
- Solution**
Centralized, map-based admin panel.
- Impact**
Reduced errors, faster scheduling, easier updates.



Target Audience

- Students and budget-conscious tourists.
- Daily Commuters – People traveling between cities for work or study.
- Bus Operators – Companies managing routes, fares, and schedules.

Core Features

Easy Search

Flexible Booking

Instant Confirmation

Simple Travel Info

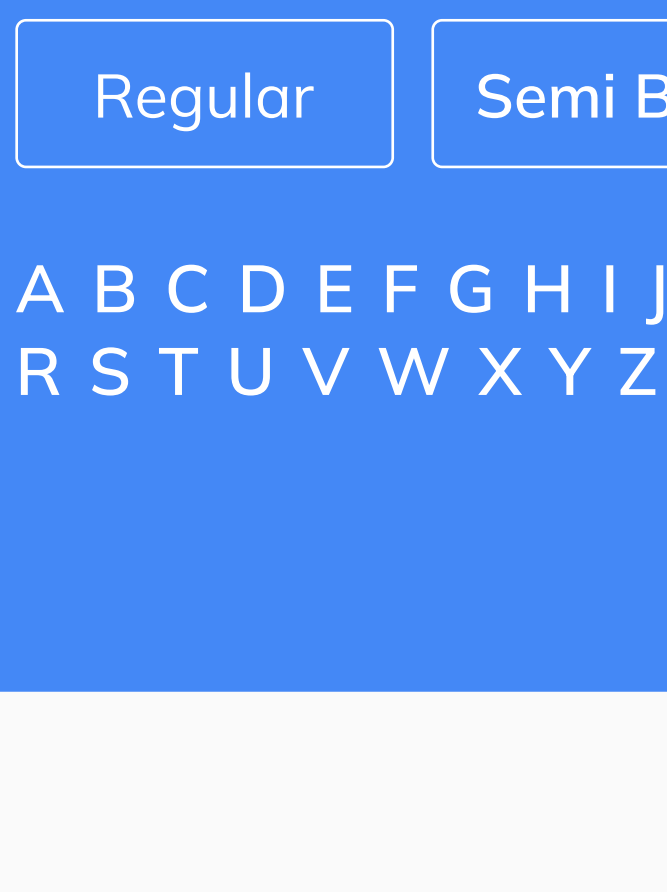
Quickly find buses by route, date, and passengers.

Reserve now or pay immediately — your choice.

Receive e-ticket or reservation code instantly.

View departure & arrival times, fares, and operator details.

Typography & Color Palette



Strategy: Simplify the booking journey with clear routes, flexible payments, and an intuitive interface to enhance user experience.

User Research & Role Mapping

Understand traveler needs and define user roles for a tailored experience. This ensured each user type had a smooth and relevant journey on the platform. Insights from research guided the overall design direction and functionality priorities.

UI/UX Design in Figma

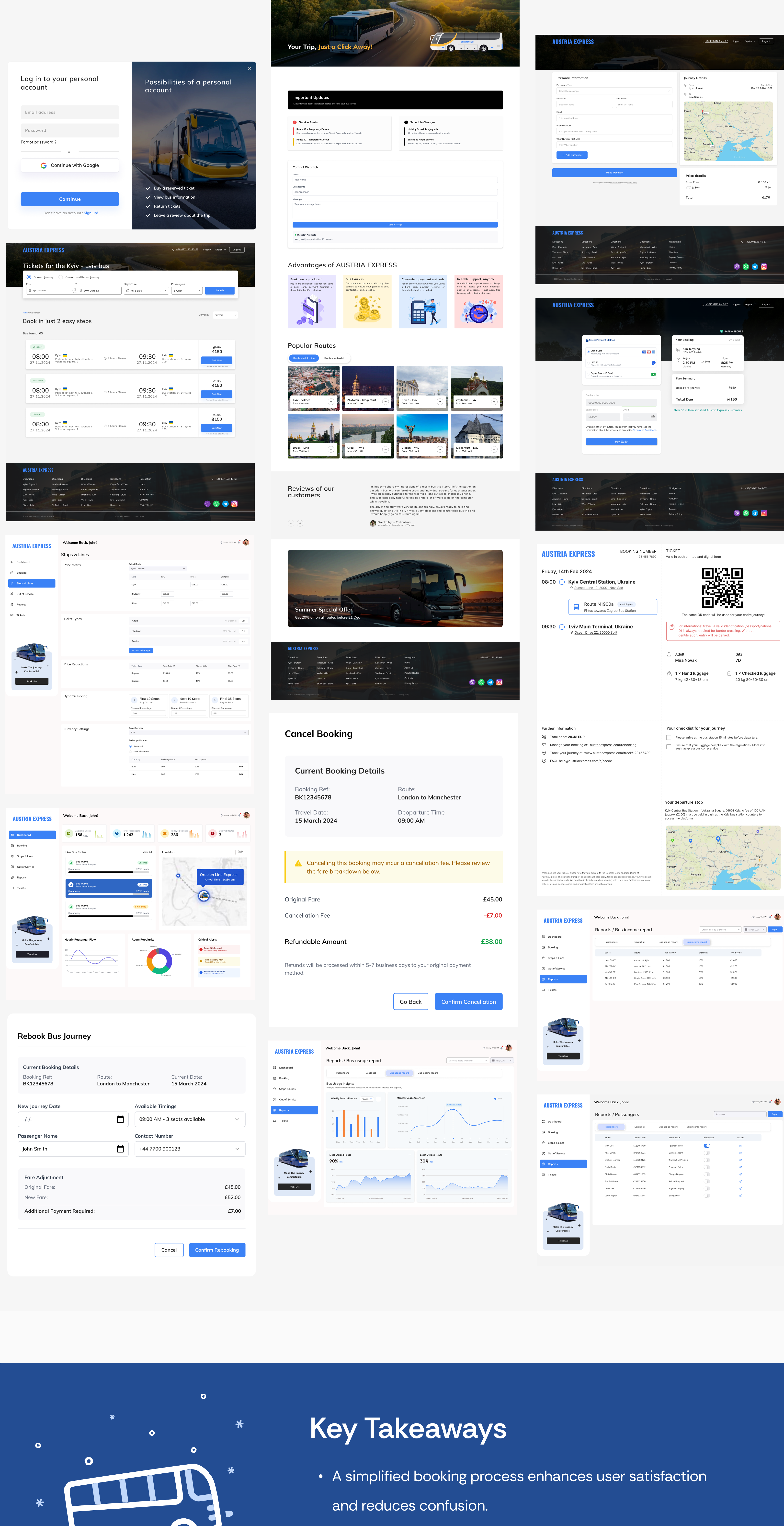
Create intuitive, clean, and responsive interfaces. Wireframes and prototypes were tested to refine usability and visual appeal. Design decisions focused on simplicity, clarity, and quick task completion.

Scalable Backend Architecture

Build a robust system to handle bookings and reservations efficiently. The backend was designed to support growth and multiple simultaneous users without issues. Data consistency and performance were prioritized to ensure reliability.

Integration of Real-Time Features

Enable instant updates for routes, fares, and booking confirmations. Real-time notifications improved user trust and reduced support queries. Users always had access to the latest information, enhancing transparency and convenience.



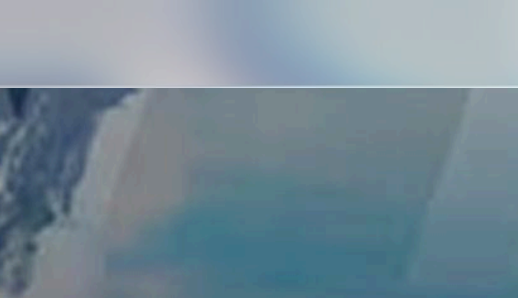
Key Takeaways

- A simplified booking process enhances user satisfaction and reduces confusion.
- Flexible payment options increase accessibility and trust.
- Clear route, fare, and schedule information boosts transparency and efficiency.

Thank You

Let's keep building intuitive travel experiences together.

Reach out via email:
info@creativethoughts.com



WORRY LESS
SMILE MORE