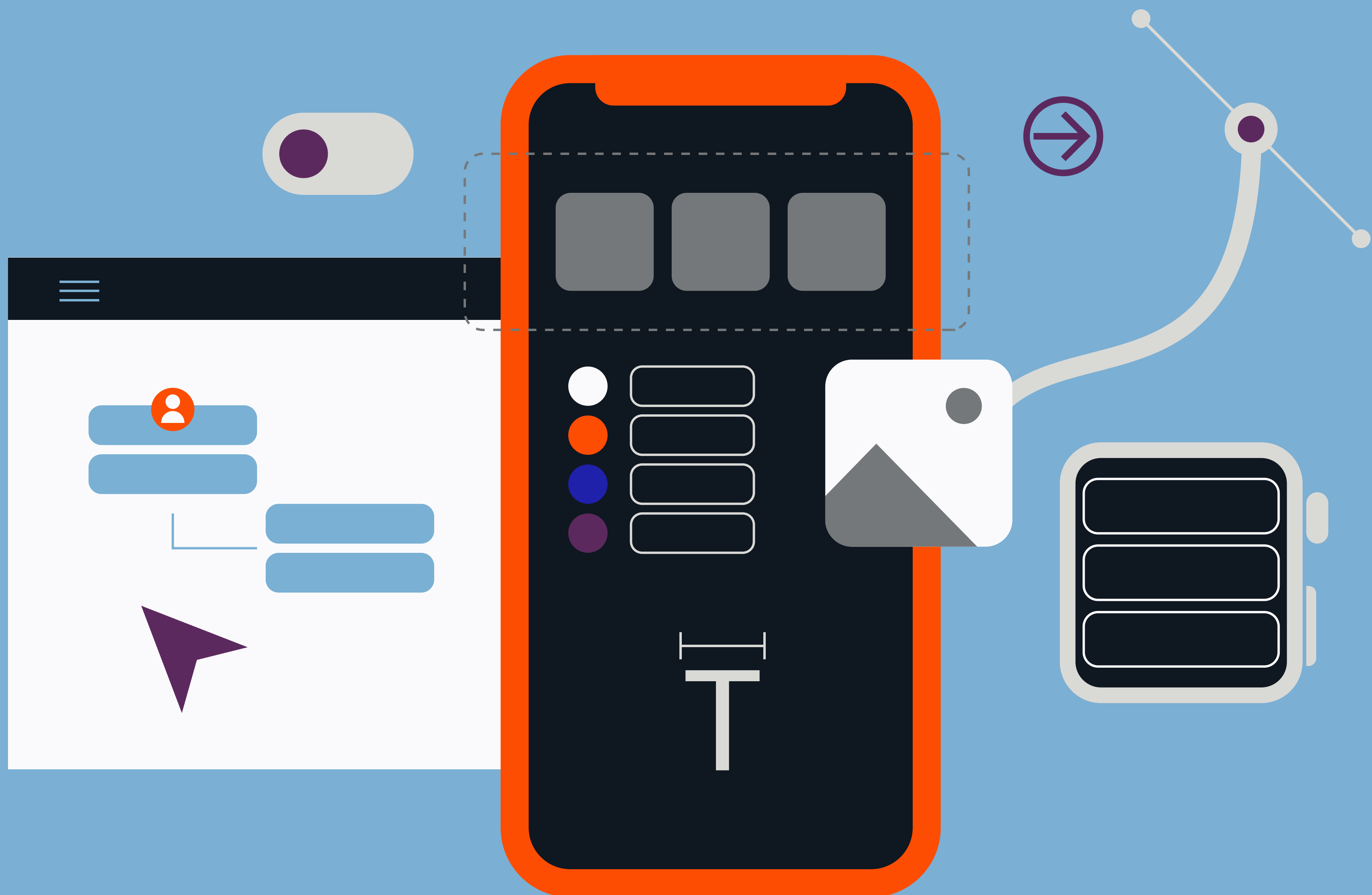


Deem[®]

How Great Design Impacts Travel Management Software

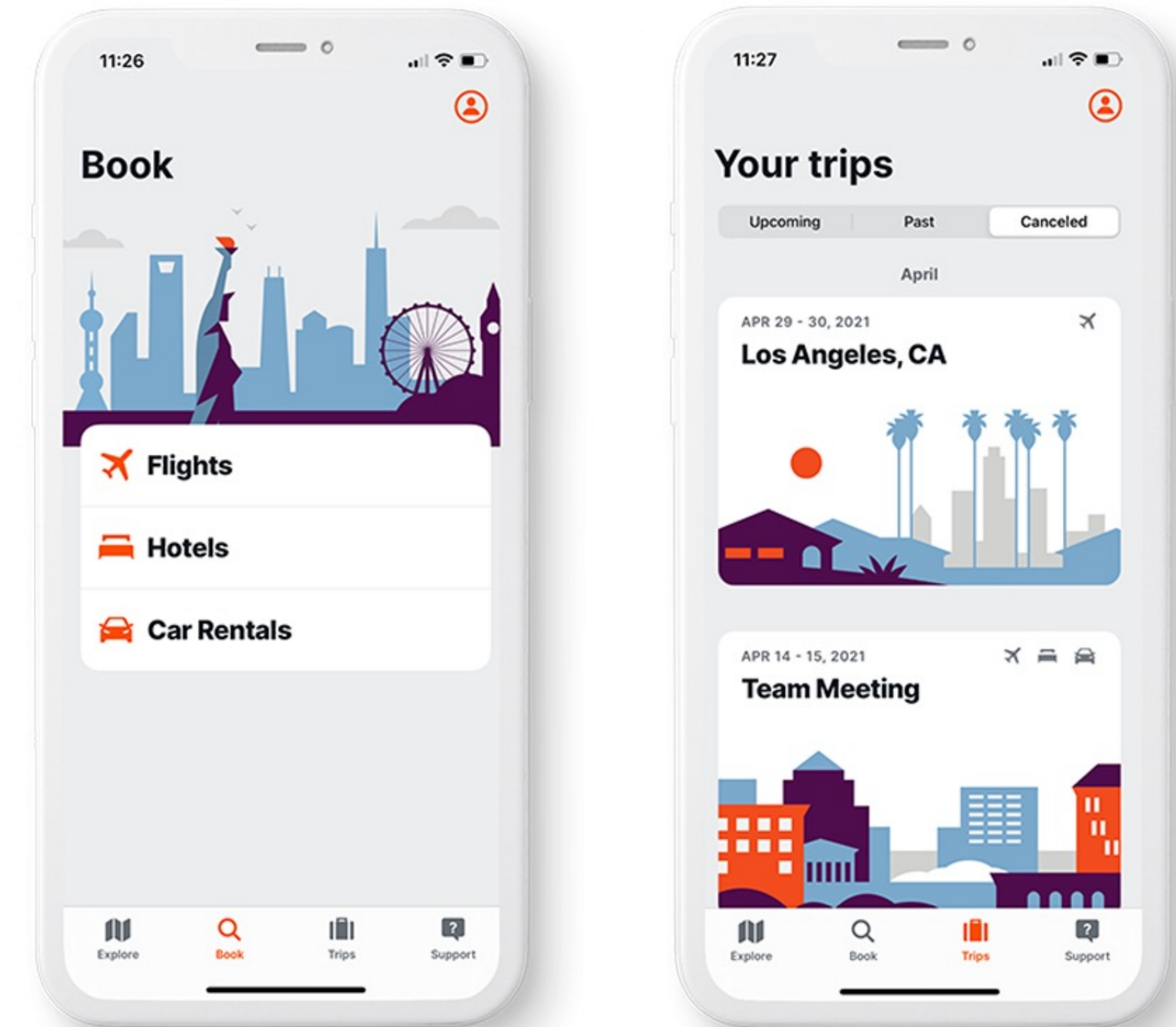


Have you ever wondered why you enjoy using your favorite applications? Software developers have teams of designers, all dedicated to creating great experiences that allow people to easily navigate and enjoy their software. If creating apps that we love to use is the goal of product designers, why is the experience of using some apps better than others?

It Could Be Human-Centered Design

Generally, human-centered design is the philosophy and method of designing products based on empathy and understanding for the end user. It places people's objectives and the way they interact with a product at the center of the design process.

By using a human-centered design framework, the developers behind your favorite apps create intuitive experiences that can be used by people with different skill levels and abilities. Employing this approach, designers and developers strive to understand the experiences of different users to create optimal results for a variety of uses. By placing people first in the design philosophy, products can be made significantly more efficient and easier to use.



In human-centered design, even the software's visual, audio, and tactile aesthetics are taken into consideration to create an interaction that is appealing.

Why Deem Is Different

At Deem, we employed human-centered design when creating our redesigned travel management software for business travel booking and management. As a traveler-centric technology company, we know that all travel is personal. So, we wanted to make sure that our business travel software isn't just functional; we wanted to create a solution so helpful and engaging that travelers couldn't imagine going on a business trip without it.

Before laying out the full plan for Deem, our designers spent time with our customers and especially their travelers to learn about their needs and how they want to work. Armed with an internalized understanding of customer goals and their challenges in reaching them, designers can anticipate behaviors and build software that seamlessly integrates into a user's life.

We don't just think of Deem as just a booking tool, but more like your trusted travel companion.

What About User Experience?

If great aesthetics draw travelers into the app, a great user experience keeps them there.

User experience, often referred to as UX, is about the overall impression a user has of a product. Is it efficient, responsive, and stable? Is it easy to use and find your way around? Did the app help you accomplish the task you wanted to accomplish?

In travel especially, apps need to be created with a mobile-first approach. A good user experience will accommodate travelers at any part of their journey, even if they're already on the road. [Many mobile apps don't let travelers manage](#) all parts of their trips the way Deem does.

Others don't include helpful features like TripAdvisor reviews or amenity lists for hotels. For companies that enable our Automatic Ticket Exchange, travelers can see and apply unused tickets to their next trip, and Deem automatically calculates the exchange. All these details add up to a more seamless experience.

Business Travel Software: 5 Benefits of HCD

The benefits of creating a traveler-centric platform are significant and impact many areas of the business:

1. Travelers will adopt the platform in greater numbers because it's a complete solution for them.
2. Travelers stay in policy because Deem is configured for the company's specific needs.
3. Travelers are happier; they don't experience frustration when they need to travel, making them more willing and excited to get back on the road.
4. Travelers are more productive because they have a solution that's intuitive to use and available to them wherever they go.
5. Travelers require less support from human connections that cost more and are less available because technology supports almost everything they need.

Business travel is better for business when it's better for people. A human-centered design approach means we're more responsive to the needs of both travelers and corporations as they change. Our business travelers are empowered to get back on the road with a solution that focuses on their needs now and one that will grow with them in the future.



Ready to make traveling better for your employees? Find out how [Deem](#) can help.

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