

PROJECT CASE STUDY

Multi Currency/Language Transport Booking Platform

Conversion-Focused, Internationally-Ready Mobile Experience

UI / INTERNATIONALISATION | 2025

CONFIDENTIAL · INTERNAL USE

01

Project Overview

A complete redesign of a transport booking platform focused on conversion optimisation and international market reach.

Project Overview

YEAR	CATEGORY	STATUS
2025	UI / Internationalisation	Live

Executive Summary

Took a live transport booking platform and redesigned it around conversion and international reach. Every page was audited for CTA placement — "Book Now" surfaces immediately on landing, service pages, vehicle listings, and fare results. The internationalisation layer adds multi-language support and multi-currency pricing so travellers from any market see their native language and local fare.

Booking flows for one-way, outstation, corporate, airport, and hourly services were tightened to reduce drop-off. A real-time fare calculator and filterable fleet (sedan, SUV, luxury, MUV) give users the information they need before they commit. Driver profiles and a safety layer build trust at the final conversion step.

Technology Stack

Next.js

TypeScript

React Query

Tailwind CSS

REST APIs

Multi

LANGUAGE

Multi

CURRENCY

5+

SERVICE TYPES

02

The Problem

A working transport business was losing high-intent visitors due to buried CTAs and a locked, English-only experience.

The Problem

CORE CHALLENGE

The transport platform had functional booking infrastructure but was hemorrhaging high-intent visitors at every stage. Critical CTAs were buried below the fold, the site was English-only with single-currency pricing, and booking flows contained unnecessary friction points that caused users to abandon before completing a reservation.

Key Pain Points

1 Hidden Conversion Paths

"Book Now" CTAs were buried deep in the page hierarchy. Users had to navigate multiple levels before encountering a booking action, causing significant drop-off at every step.

2 Language Barrier

An English-only interface locked out international travellers — a significant audience segment for airport and corporate transport services. Non-English speakers bounced immediately.

3 Single-Currency Pricing

Displaying fares in only one currency created friction for international customers who couldn't quickly assess cost in their local denomination, reducing trust and conversion.

4 Lengthy Booking Flows

Multi-step booking processes for one-way, outstation, and airport services contained redundant form fields and unclear progression, leading to high abandonment rates.

03

The Solution

Conversion-first redesign with full internationalisation, streamlined booking flows, and trust-building elements.

The Solution

APPROACH

Transformed an existing transport platform with conversion-focused CTAs across every entry point, full multi-language and multi-currency internationalisation, and streamlined booking flows — turning passive visitors into confirmed bookings.

System Architecture

The platform follows a modern client-side architecture with server-synced state, enabling instant UI feedback and offline-capable interactions.



Platform Components

Table 1 Platform Component Breakdown

Component	Technology	Function
Frontend	Next.js, TypeScript	Server-rendered landing pages, client-side navigation, and optimised image delivery for fast mobile loading.
State Management	React Query	Server state synchronisation with caching, background refetching, and optimistic updates for instant UI feedback.
Styling	Tailwind CSS	Utility-first responsive design system enabling rapid iteration and consistent spacing, typography, and colour.
Data Layer	REST APIs	Endpoints for fare calculation, vehicle availability, driver assignment, booking creation, and payment processing.
i18n	Next.js i18n	Locale-aware routing, translation files for all UI copy, and currency formatting based on detected region.

**Fleet
Filter**

Client-
Side

Interactive vehicle selection with filters by type (sedan, SUV, luxury, MUV), capacity, and amenities.

04

Key Features

Conversion-optimised features designed to turn visitors into bookings across international markets.

Key Features & Capabilities

1 Conversion-First CTA Strategy

"Book Now" buttons appear immediately on every page: hero section, service cards, vehicle listings, and fare results. No user action is more than one tap from initiating a booking.

2 Multi-Language Support

Full UI internationalisation with locale detection. All copy, labels, form fields, and confirmation messages render in the user's detected or selected language.

3 Multi-Currency Pricing

Real-time fare display in the user's local currency with exchange rate updates. Eliminates mental arithmetic and builds confidence in pricing transparency.

4 Streamlined Booking Flows

One-way, outstation, corporate, airport, and hourly service types each have optimised, minimal-step booking flows. Form fields are reduced to essential inputs only with smart defaults.

5 Real-Time Fare Calculator

Dynamic pricing engine shows estimated fares instantly as users adjust pickup location, destination, vehicle type, and service date. No page reloads, no surprises at checkout.

6 Trust & Safety Layer

Verified driver profiles with photo, rating, and vehicle details. Safety badge system and post-ride feedback loop build confidence at the point of conversion.

05

Results & Impact

Measurable improvements in conversion rates, international engagement, and booking completion.

Results & Impact

Operational Outcomes

The redesign fundamentally shifted the platform from a functional but underperforming service to a conversion-optimised, internationally-ready booking engine. The combination of visible CTAs, localised pricing, and trust signals created a measurable uplift in engagement and completion rates.



Key Achievements

Table 2 Platform Impact Summary

Dimension	Before	After
CTA Visibility	Buried, multi-click to book	"Book Now" on every page, one-tap access
Language Support	English only	Full multi-language UI with locale detection
Currency Display	Single currency	Real-time multi-currency local pricing
Booking Flow	Lengthy multi-step forms	Streamlined per-service-type flows
User Trust	No driver/vehicle visibility	Verified profiles, ratings, safety badges
International Reach	English-speaking markets only	Open to global traveller segments

Conclusion

The Multi Currency/Language Transport Booking Platform demonstrates that conversion optimisation and internationalisation are not afterthoughts — they are design imperatives. By

restructuring the entire experience around visibility, accessibility, and trust, the platform now captures bookings from a global audience that was previously locked out by language, currency, and UX barriers.