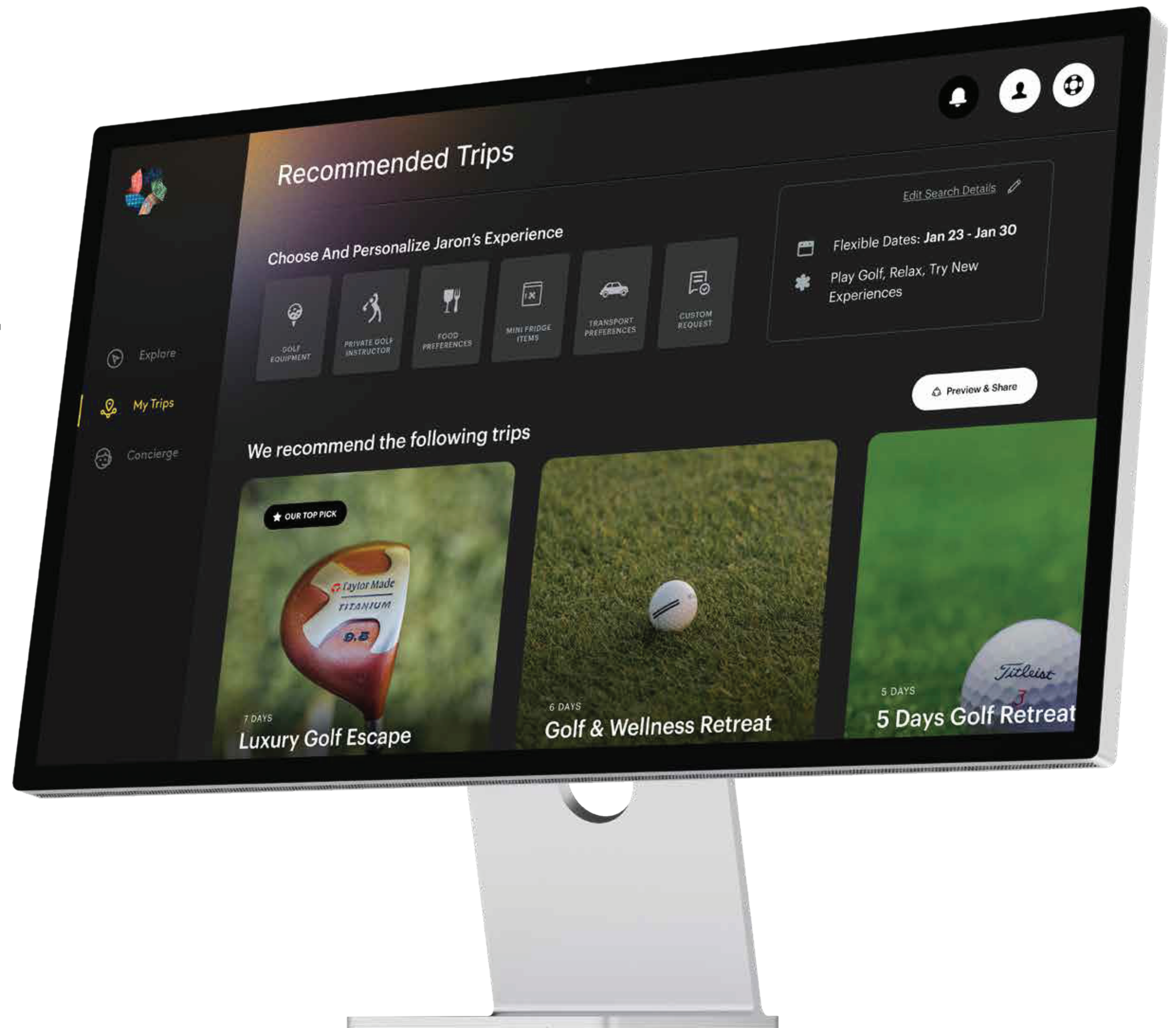


Discover NEOM – Visitor Experience Platform



Headquarters

Saudi Arabic

Industry

Tourism & Hotel Sectors

Company size

155

Known assets worth

\$100M

Deliverables

Concept

Discovery & Strategy

UX design

UI design

Client situation

NEOM wanted to introduce its futuristic destination to global travelers through a seamless digital journey that matched its ambitious vision. The goal was to help users explore, plan, and book their personalized travel experiences easily in both English and Arabic.

The challenge

How do you design a digital tool that makes planning a trip to a futuristic city intuitive, engaging, and family-friendly, while catering to both local and international travelers with personalized content?

The solution

We helped craft an immersive, bilingual digital prototype centered around three core experiences:

Discovery Feed: A dynamic, personalized content stream to inspire travel ideas.

My Trip: A visual, drag-and-drop trip planner that evolves with user input.

Concierge: A hybrid AI/human assistant that offers real-time help, smart recommendations, and booking support.

