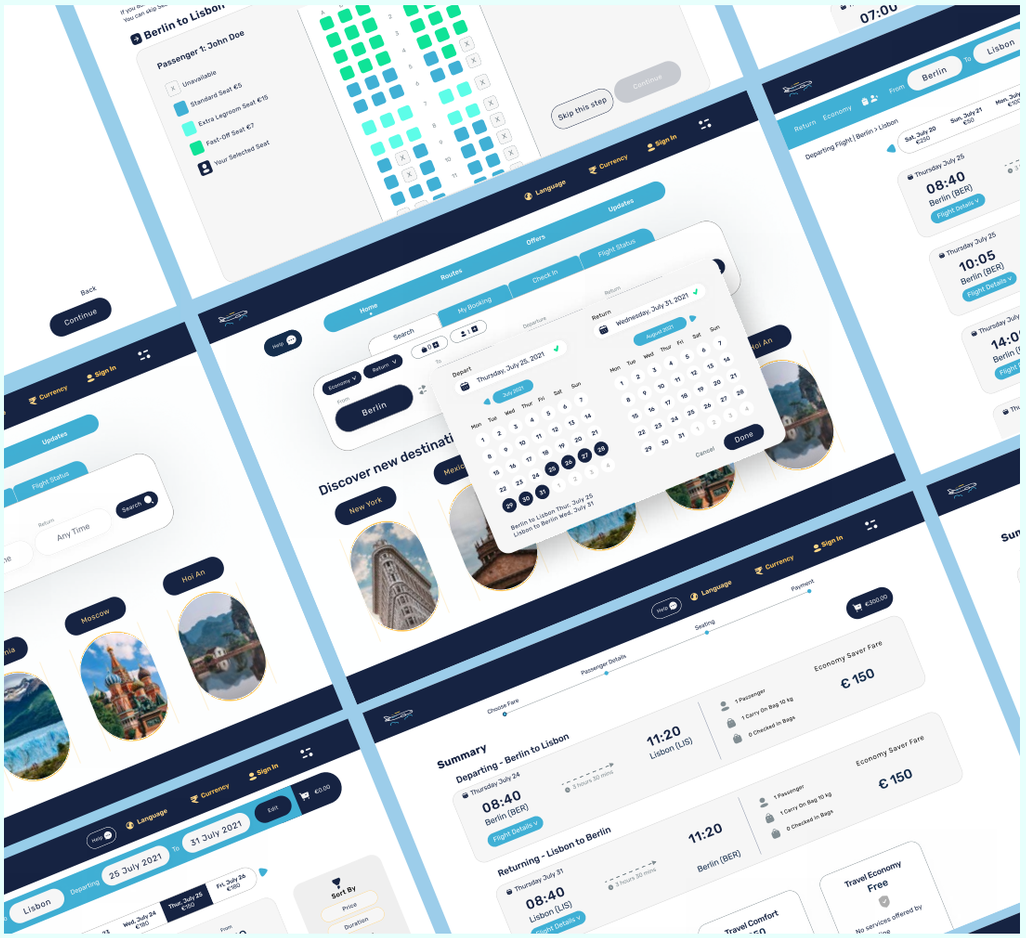
Case Study FlyUx



Katya Sitko

01

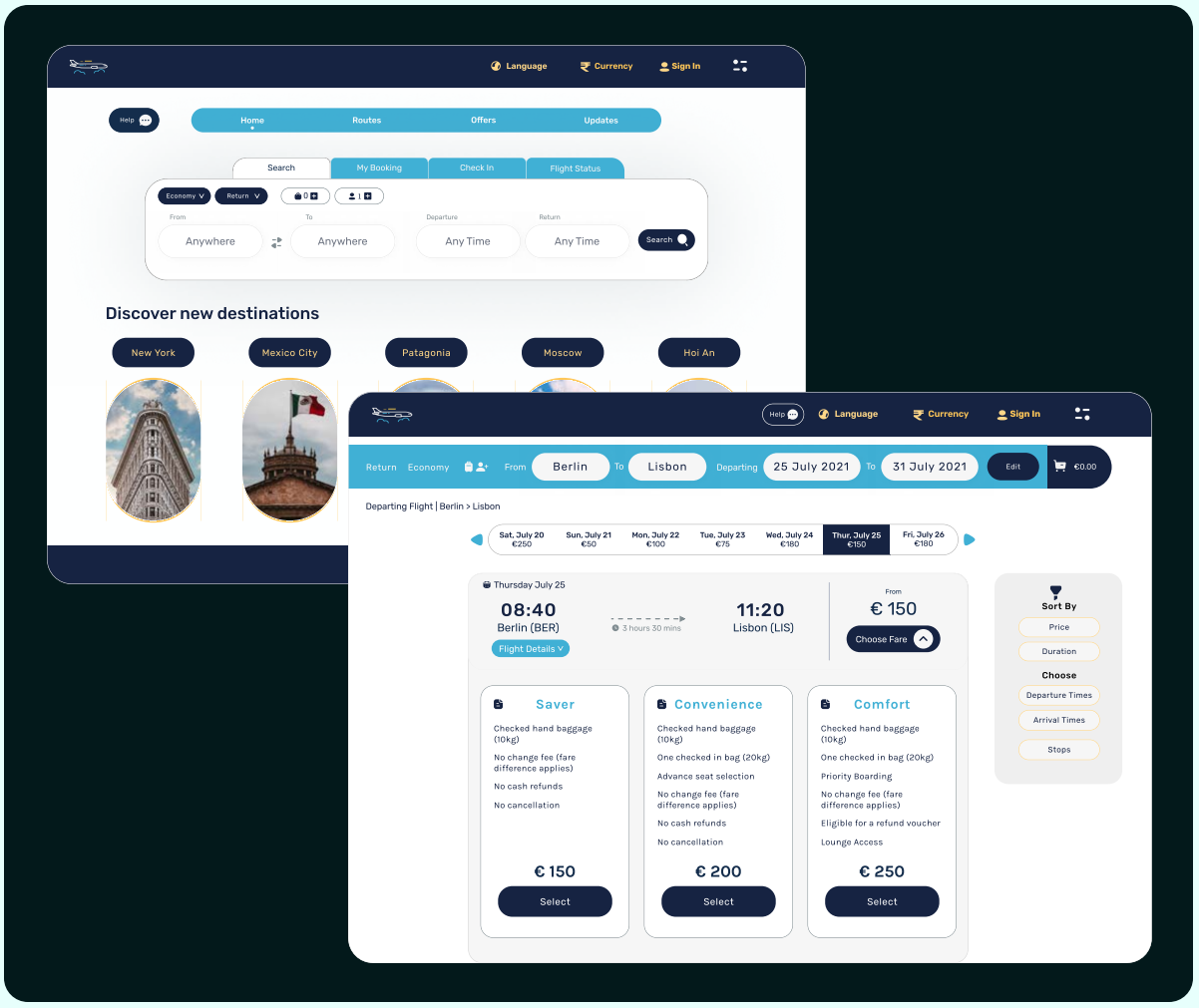
Problem Context

Context

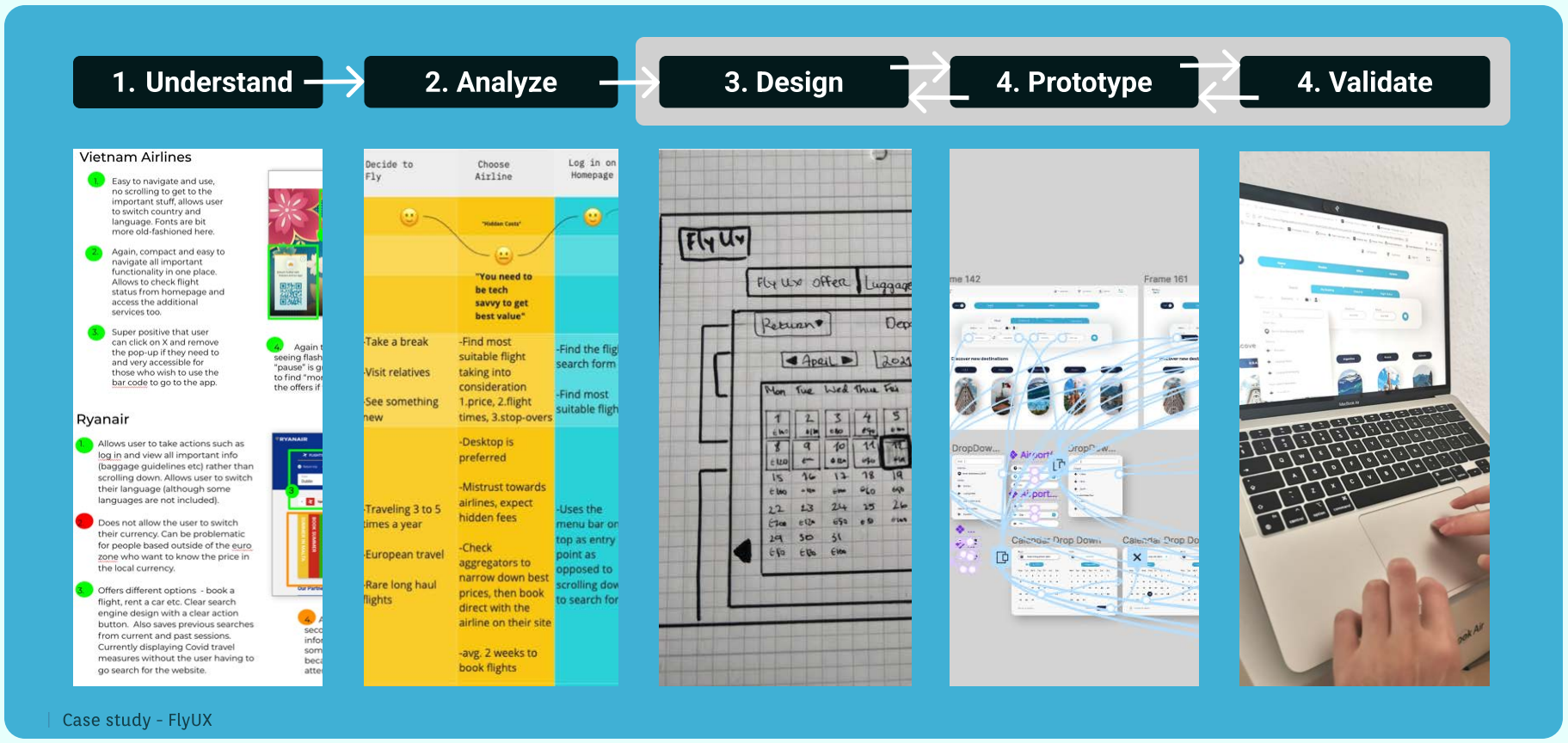
As part of my UX certification, I worked on creating a new design for a flight booking website.

My objective was to create an intuitive product with a focus on eliminating frustrations user are currently facing while booking flights.

Duration: 6 months
My Role: Researcher, Designer
Tools: Figma, Survey Monkey, Miro, Invision, Video Recording



Process



02

Understand

Competitive Benchmarking

User testing

Online user survey

Competitive Benchmarking

Understand how best-in-class companies solve the problems I are trying to solve

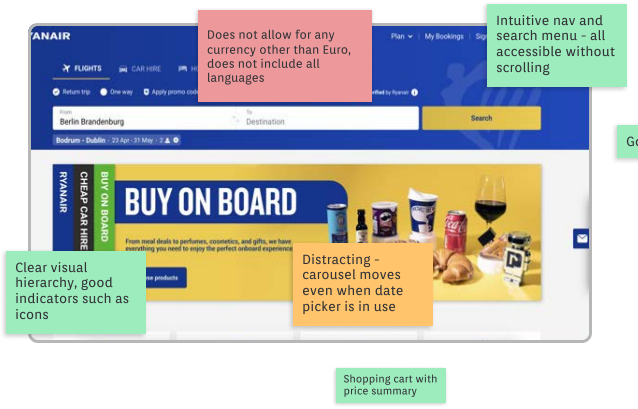
Understand the conventions that exist and are being usedhhh

Understand what practices I should follow while building my design

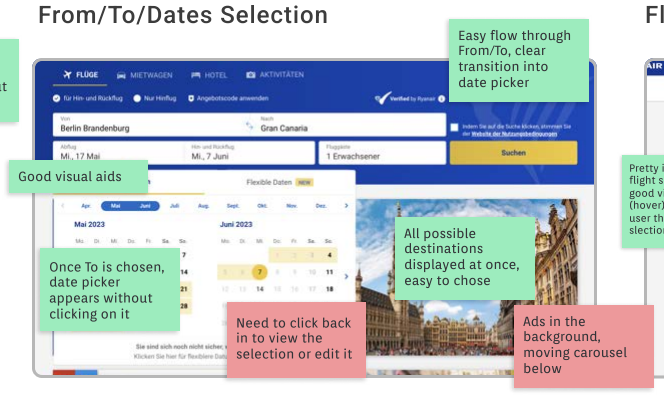
I chose:
RyanAir - typical budget airline
Kiwi.come - aggregator
Vietnam Airlines - 4 star airline

Competitive Bench-marking - RyanAir

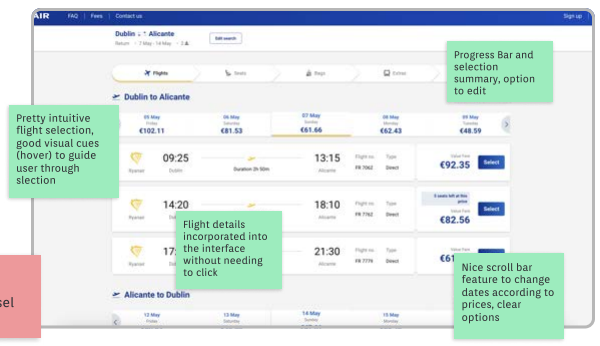
Homepage



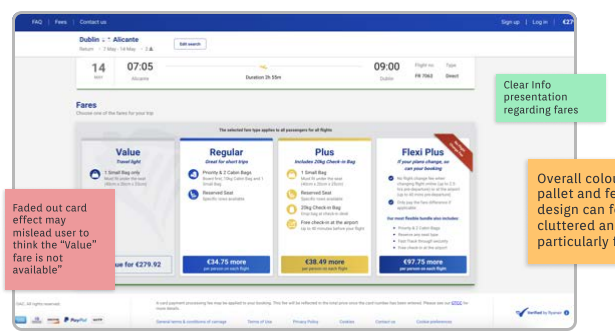
From/To/Dates Selection



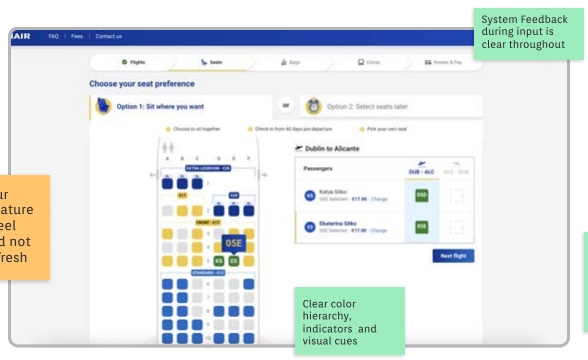
Flight Selection



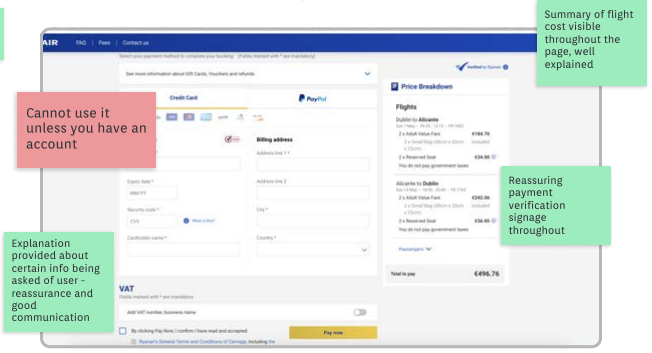
Fare Selection



Seat Selection



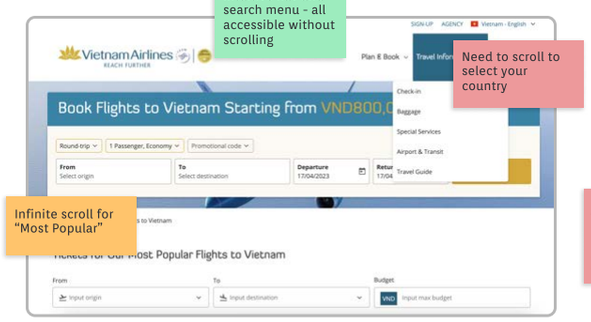
User Details Input, Payment



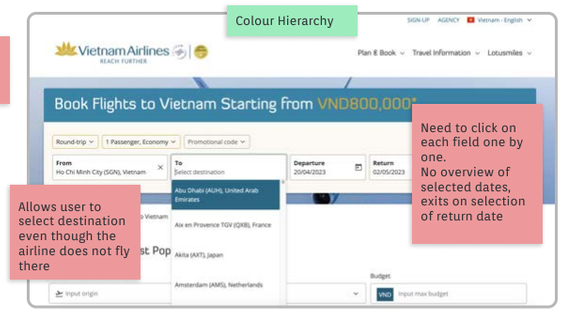
Can be improved | Worth taking a note of but does not impact user experience negatively | Working well

Competitive Bench-marking - Kiwi.com

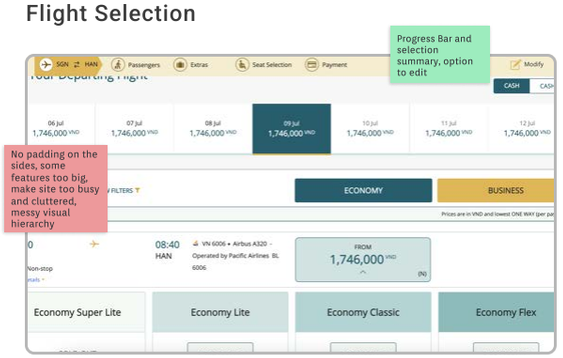
Homepage



From/To/Dates Selection

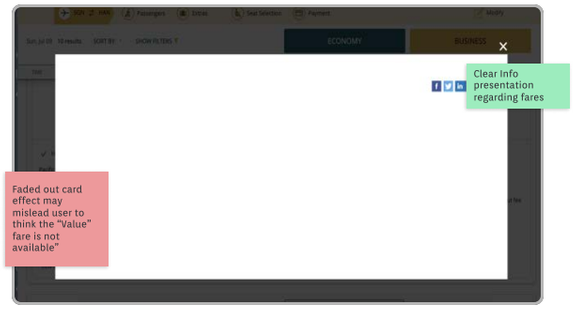


Flight Selection

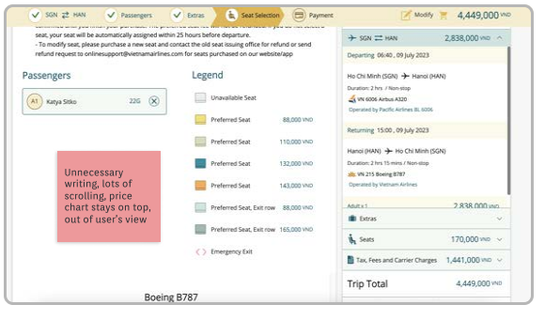


Shopping cart with price summary

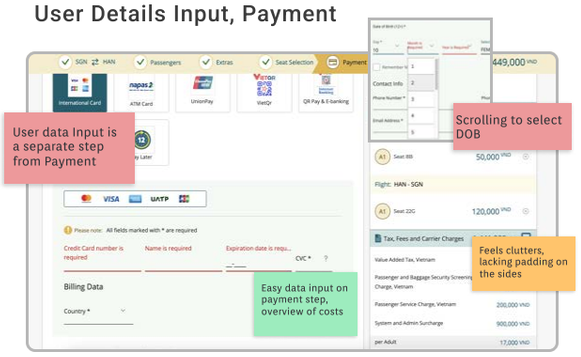
Fare Selection



Seat Selection



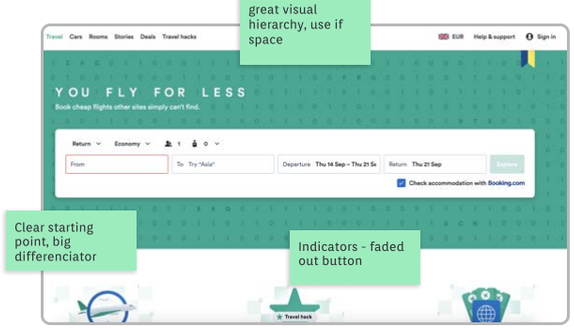
User Details Input, Payment



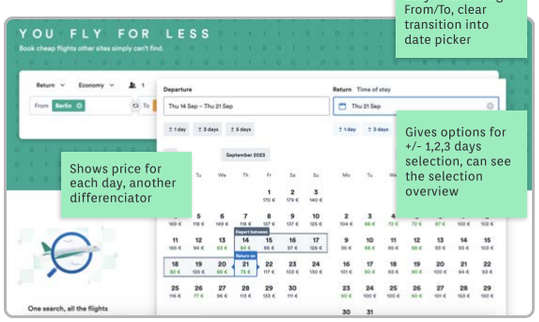
Can be improved | Worth taking a note of but does not impact user experience negatively | Working well

Competitive Bench-marking - Vietnam Airlines

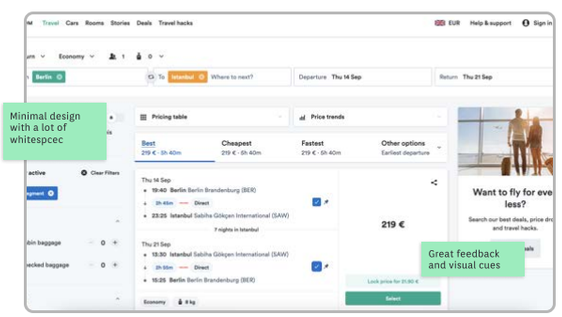
Homepage



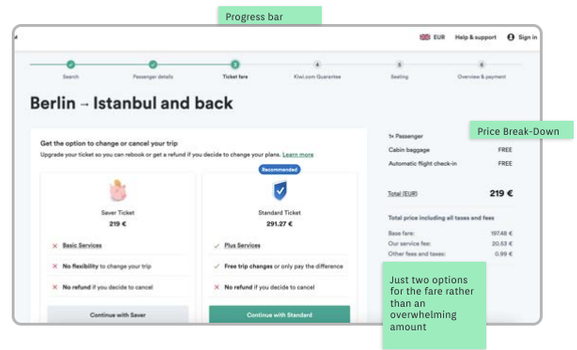
From/To/Dates Selection



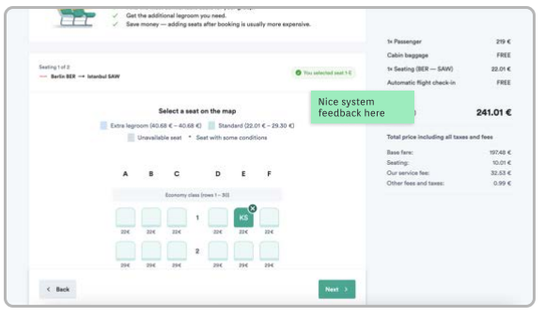
Flight Selection



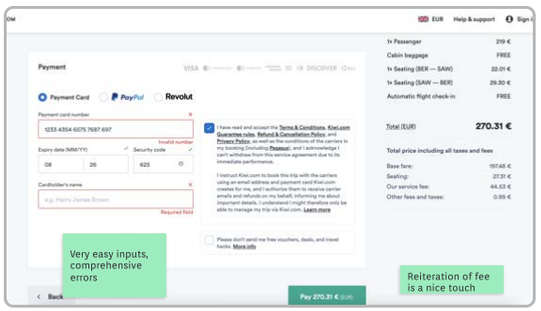
Fare Selection



Seat Selection



User Details Input, Payment



Can be improved | Worth taking a note of but does not impact user experience negatively | Working well

User Testing

Observe a user go through the flight booking process on two airline sites and asked them to guide me through their steps.

I took notes which were later used in an Affinity Mapping exercise and to visualize the Customer Journey.

Also watched recorded videos of other interviews for same airlines and took notes.

Mistrust towards Airline

They always try to trick you with hidden costs

Starting Point and Nav Bar

Should I click at the top or in the middle part?

Visual Hierarchy

User struggled to find the “Search” button, thinks “should be a brighter colour”

Unclear Pricing Info

Does the price include both travelers? Is it the price for one flight or both? Why are there so many different fares?

Indicators

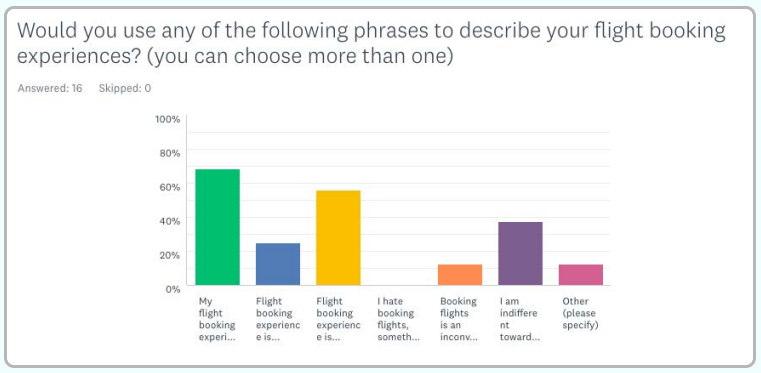
I was not prompted to selected the fare, it does not look like a button

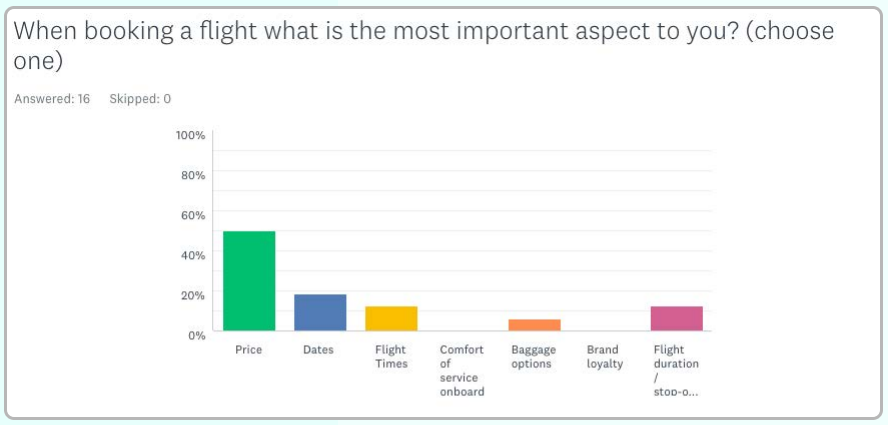
Baggage

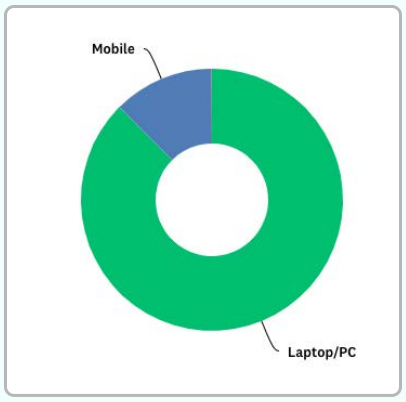
It would be good to be able to book these things later

User Survey

I carried out a survey exercise in order to gain understanding of general flight booking behaviours.







Conclusions

User testing is invaluable, I got amazing insight into user bahaviour patterns, their logic and preferences. It gave me the chance to identify main user problems and discover opportunities for improvement (or in my case, design opportunities). I gathered most info during this part of my research and carried a lot of my findings into building an Affinity Diagram as well as a Customer Journey Map.

I learned what conventions are used in designing flight booking sites and gathered some good ideas for what I wanted my design to be. I was most inspired by Kiwi.com due to the minimalist feel of the site, great use of visual affordance and indicators to guide the user through the booking process. I specifically liked the use of icons that are ever so familiar to us in every day use of Whatsapp and Slack.

Finally, my survey allowed to have some information about the general behaviours and expectations of users. The vast majority are driven by price and have a smooth flight booking experience.

03

Analyze

Affinity Diagram

Customer Journey Mapping

Survey results analysis

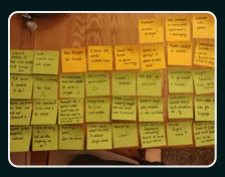
Affinity Diagram

With the aim to oragnize and visualize our research findings, I teamed up with a fellow student to build an Affinity Diagram.

We categorized our data into ~30 themes/topics in a structured and logical manner.

Carried forward the conclusions into the ideation stage of the project.

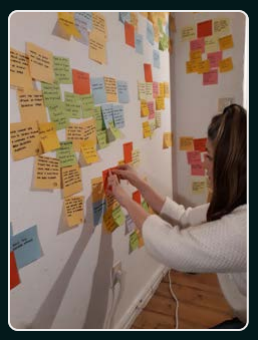
Our process went a little like this:



1. We summarised our findings on posit notes

2. In a poorly-lit Berlin flat we started to oraganise everything on the wall

3. We had a moment of reflecting and sharing thoughts on our findings

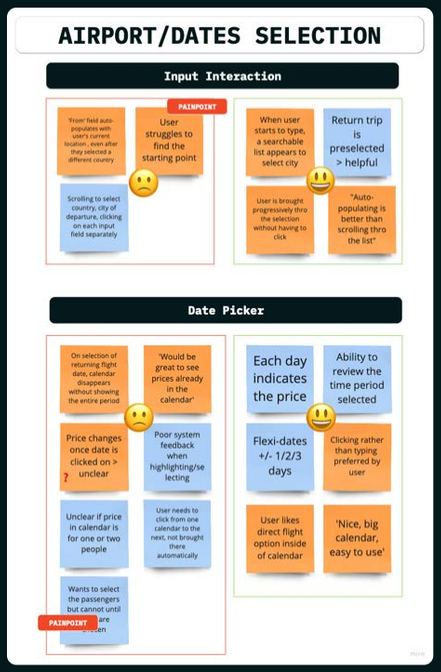


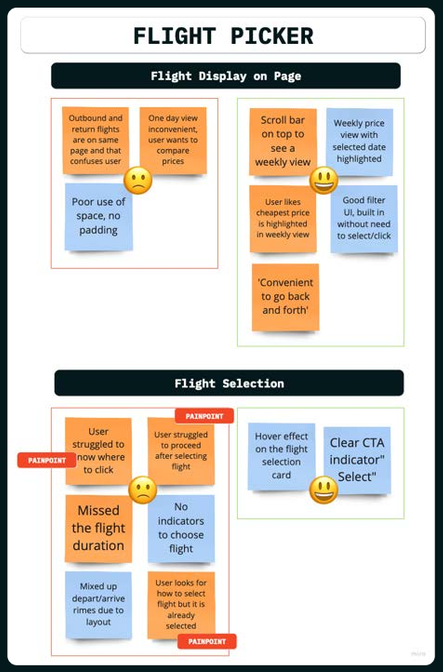
4. Then we got to work on grouping our data based on common themes discussing in between

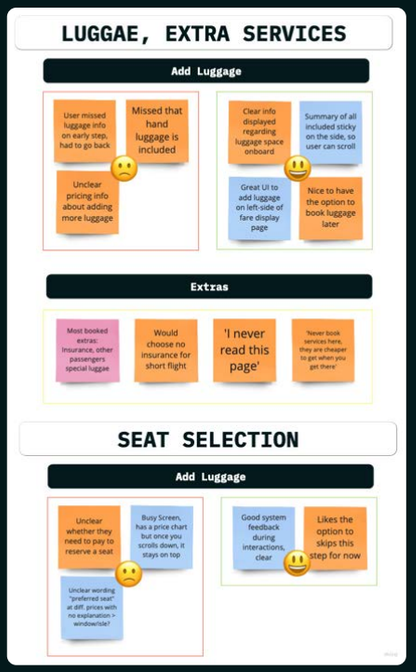
5. This picture might suggest that the next day came by the time we were done 😅 but it was just our best effort at finding good light

Affinity Diagram Themes

Full Version in Miro here > https://miro.com/app/board/o9J_lSzLZVo=/







Affinity Diagram Conclusions

- Users are often overwhelmed by the amount of info they are presented with and as a result avoid it, they prefer clean, straight to the point interactions
- Pain points stemmed from poor information architecture, lack of clear CTA's and indicators
- It is important to stay consistent
- Users don't like to scroll or type, easy selection/click is the way to go
- Software must be friendly, communicate well and clearly with the user (show progress, errors, CTA's and system feedback)
- Use colour to help the user along their journey
- Conventions are great!

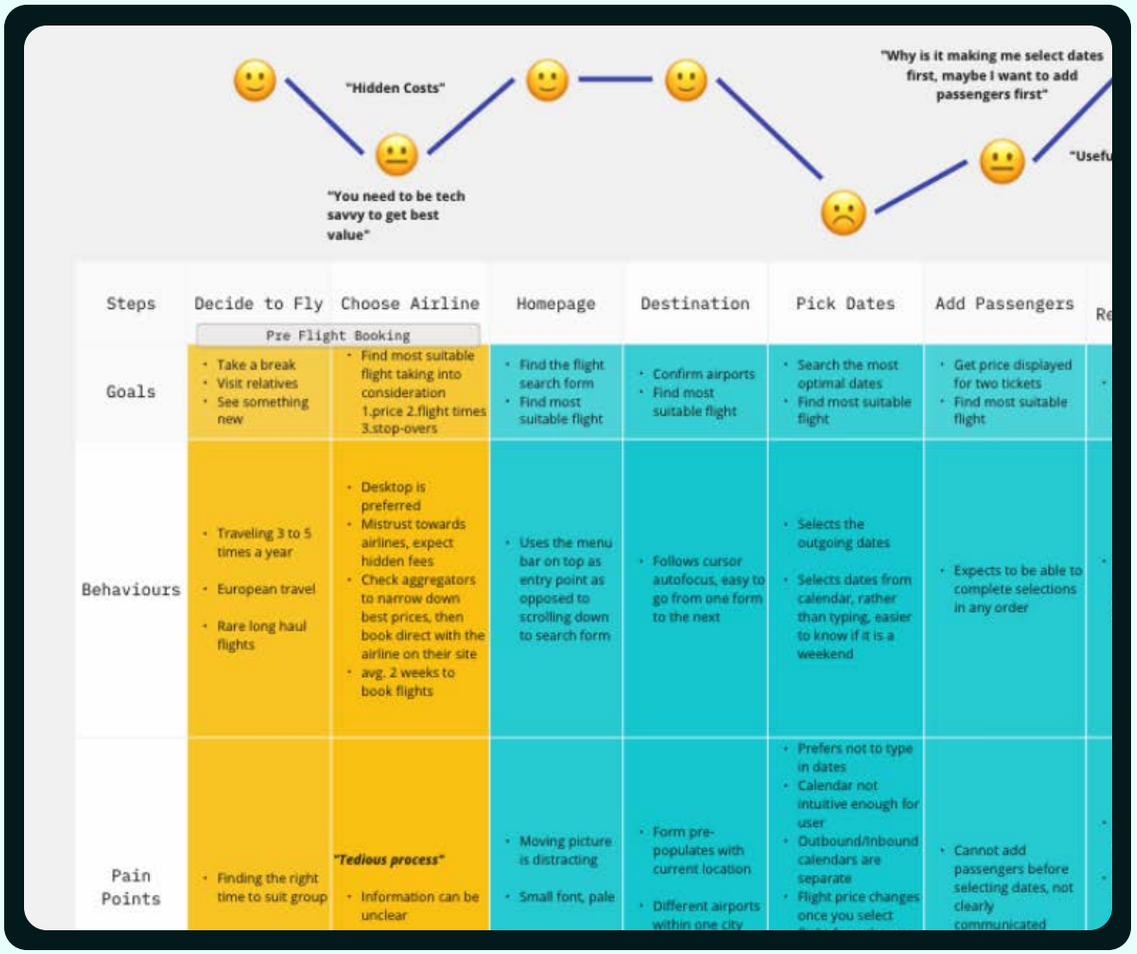
💡 I began to think about the user interactions and UI elements that I can bring to my design

Customer Journey

I created a visual representation of the user's experience in order to understand their emotions, and motivations.

I used it to identify pain points in order to make good design decisions later, that will have the most significant impact on the user experience.

Full Version in Miro here > https://miro.com/app/board/o9J_lSzLZVo=/



Steps	Decide to Fly	Choose Airline	Homepage	Destination	Pick Dates	Add Passengers	Re
	Pre Flight Booking						
Goals	• Take a break • Visit relatives • See something new	• Find most suitable flight taking into consideration 1.price 2.flight times 3.stop-overs	• Find the flight search form • Find most suitable flight	• Confirm airports • Find most suitable flight	• Search the most optimal dates • Find most suitable flight	• Get price displayed for two tickets • Find most suitable flight	•
Behaviours	• Traveling 3 to 5 times a year • European travel • Rare long haul flights	• Desktop is preferred • Mistrust towards airlines, expect hidden fees • Check aggregators to narrow down best prices, then book direct with the airline on their site • avg. 2 weeks to book flights	• Uses the menu bar on top as entry point as opposed to scrolling down to search form	• Follows cursor autofocus, easy to go from one form to the next	• Selects the outgoing dates • Selects dates from calendar, rather than typing, easier to know if it is a weekend	• Expects to be able to complete selections in any order	•
Pain Points	• Finding the right time to suit group	*"Tedious process"* • Information can be unclear	• Moving picture is distracting • Small font, pale	• Form pre-populates with current location • Different airports within one city	• Prefers not to type in dates • Calendar not intuitive enough for user • Outbound/Inbound calendars are separate • Flight price changes once you select	• Cannot add passengers before selecting dates, not clearly communicated	•

Customer Journey Map Conclusions

- The biggest struggles of the user were related to poorly designed CTA's during selection and while interacting with some of the inputs
- I was again reassured that users do not like to type or click for the info they consider to be important
- Users do not like to see too much information but want to see a clear overview of their selection
- Choices should kept to a necessary minimum
- Scrolling to find CTA button is unfavourable
- User enjoyed being able to see alternatives with prices and dates displayed in a scroll-able bar
- It seems that flight booking sites do not offer a solution to share itinerary details until after the flight has been booked which is pain point for people traveling in a group
- Good system feedback is essential to aid the user through the process

Survey Results Analysis

The survey answers provided me with information on general behaviour and feelings about the flight booking process.

Attitude

Most people don't have any particular feelings towards their flight booking process

Mistrust towards airlines

Users expect airlines to charge hidden fees and don't feel that they can trust them

Priorities

When buying flights, most important consideration is price, followed by flight duration, flight times, airport location (not taking into account date suitability)

04

Ideation

Feature Prioritization

User Flow

Low fidelity wireframe

Feature Prioritisation

After finishing my analysis, I had a good idea of what features and interactions I wanted to incorporate into my design.

Must have

Should have

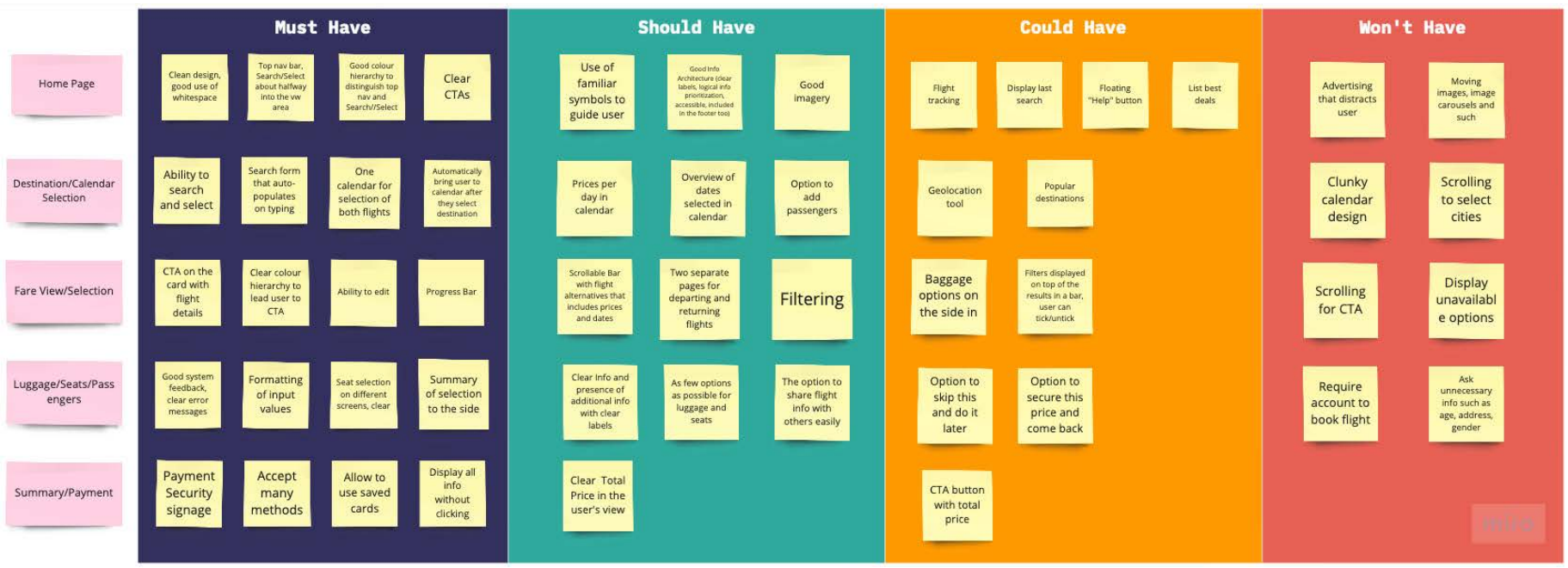
I began by putting them into categories using the MoSCoW method.

Could have

Won’t have

Feature Prioritisation (MoSCoW method)

Full Version in Miro here > https://miro.com/app/board/o9J_lSzLZVo=/

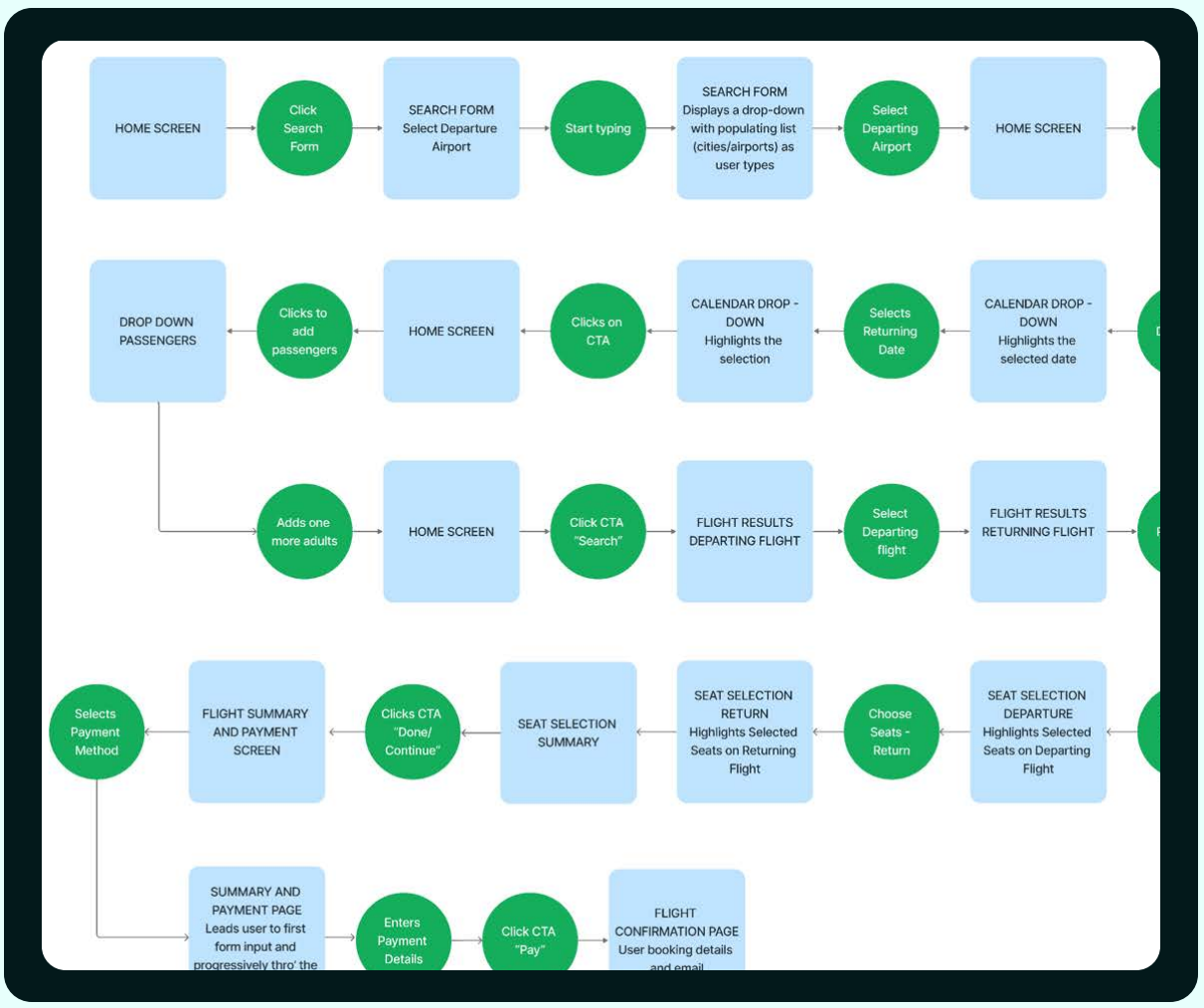


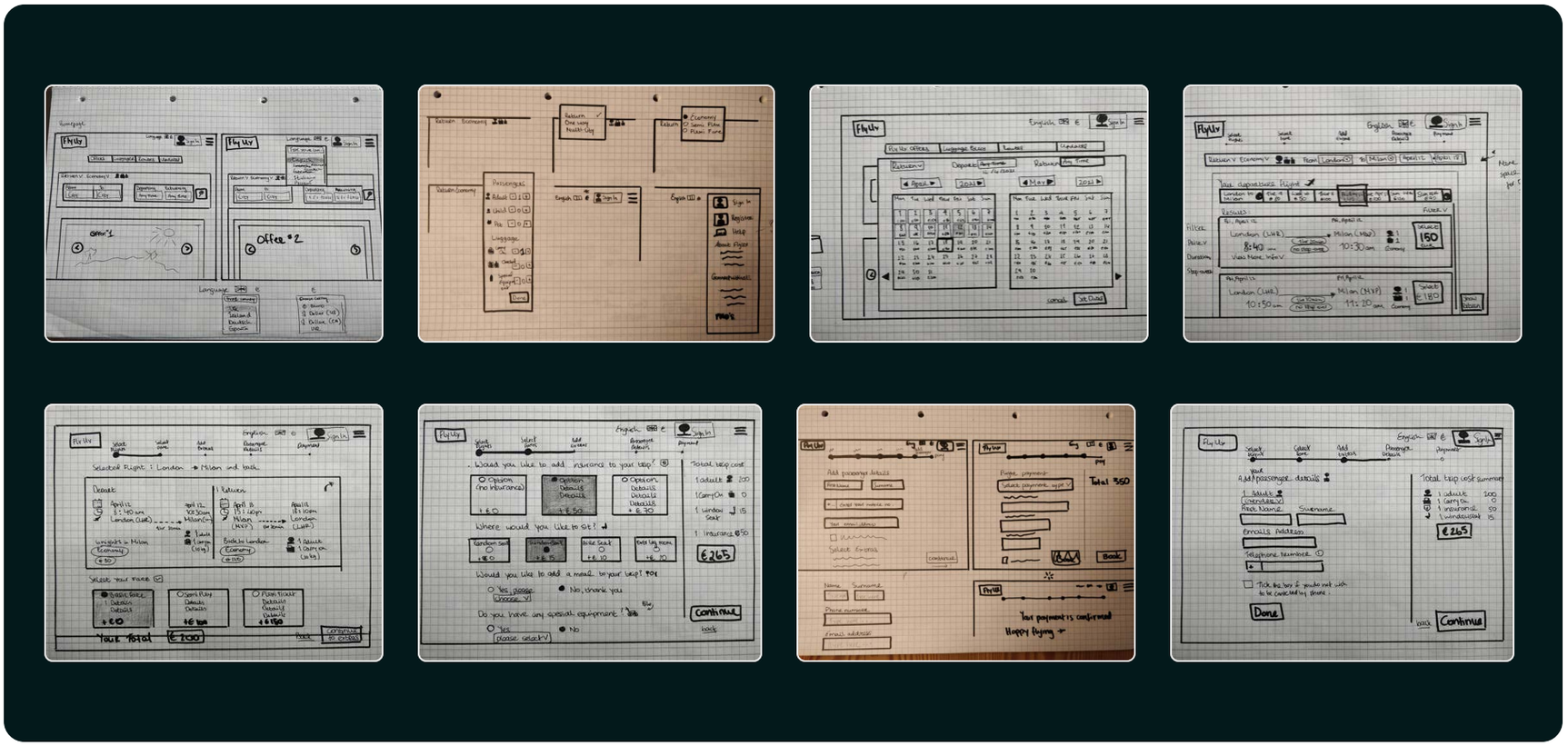
User Flow

With the use of a User Flow, I mapped out the path that a “happy” user would take to book a flight on my new website.

It helped me to visualize the user journey and see how the user would interact with the software, allowing me to think about potential bottlenecks and make further important decisions about the usability and visual design.

Full Version in FigJam:
https://www.figma.com/file/rsuFRTbKQIeB0cGwmAeOKa/FlyUx-User-Flow?node-id=0%3A1&t=XhncP0CQixJUgIxC-1





05

Prototype

https://www.figma.com/proto/XWkjiveZ79xMhQX8UB0lak/Prototype%2C-FlyUX?type=design&node-id=1282-7301&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1282%3A7301