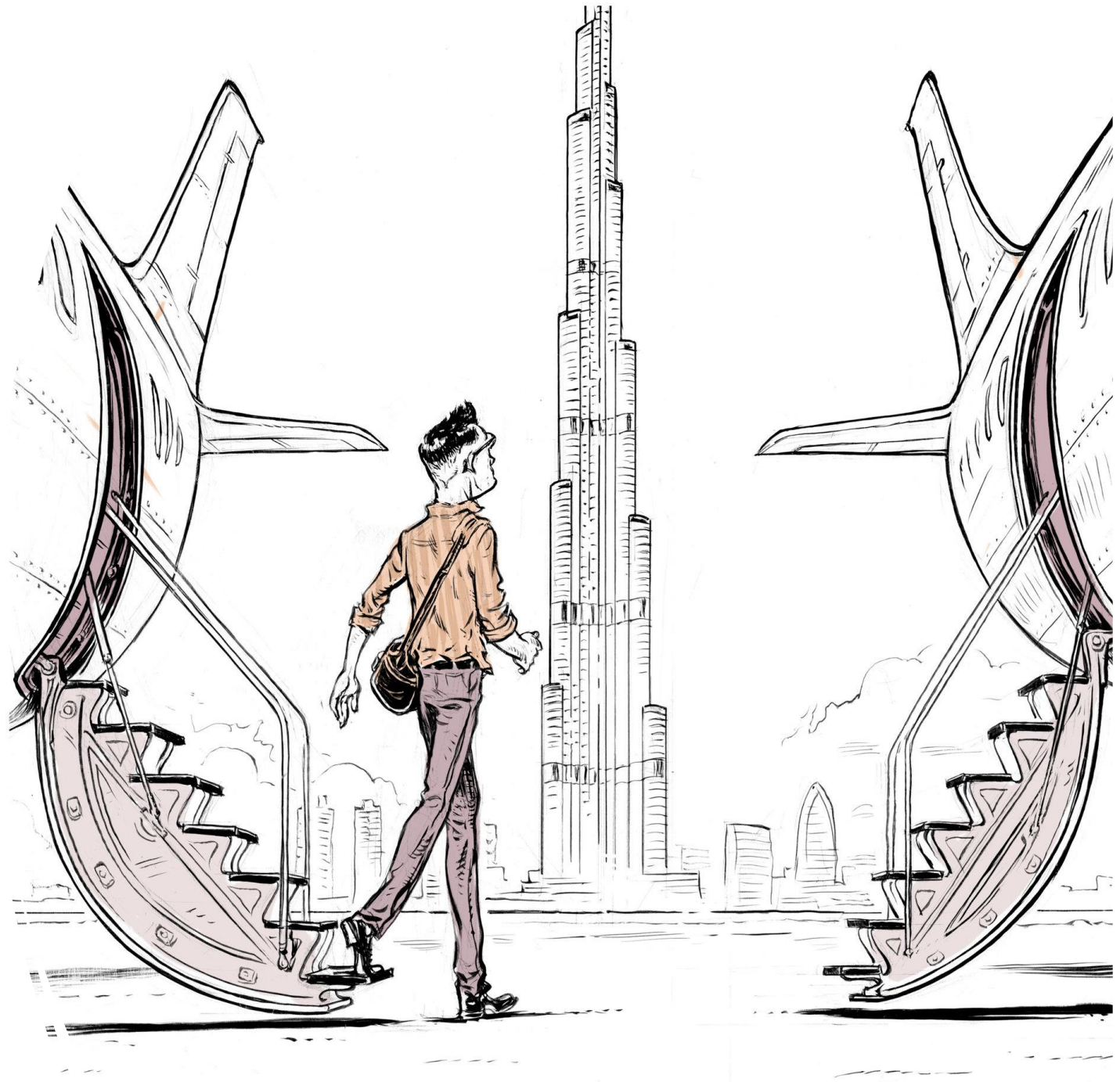


☺ LAYOVERS

LET'S MAKE YOUR LAYOVER EXCITING

– Jaya Kalele

INFO 7373 Adv User Experience Research





PROBLEMS/ CONFUSIONS

Baggage Recheck

Spending time on layover

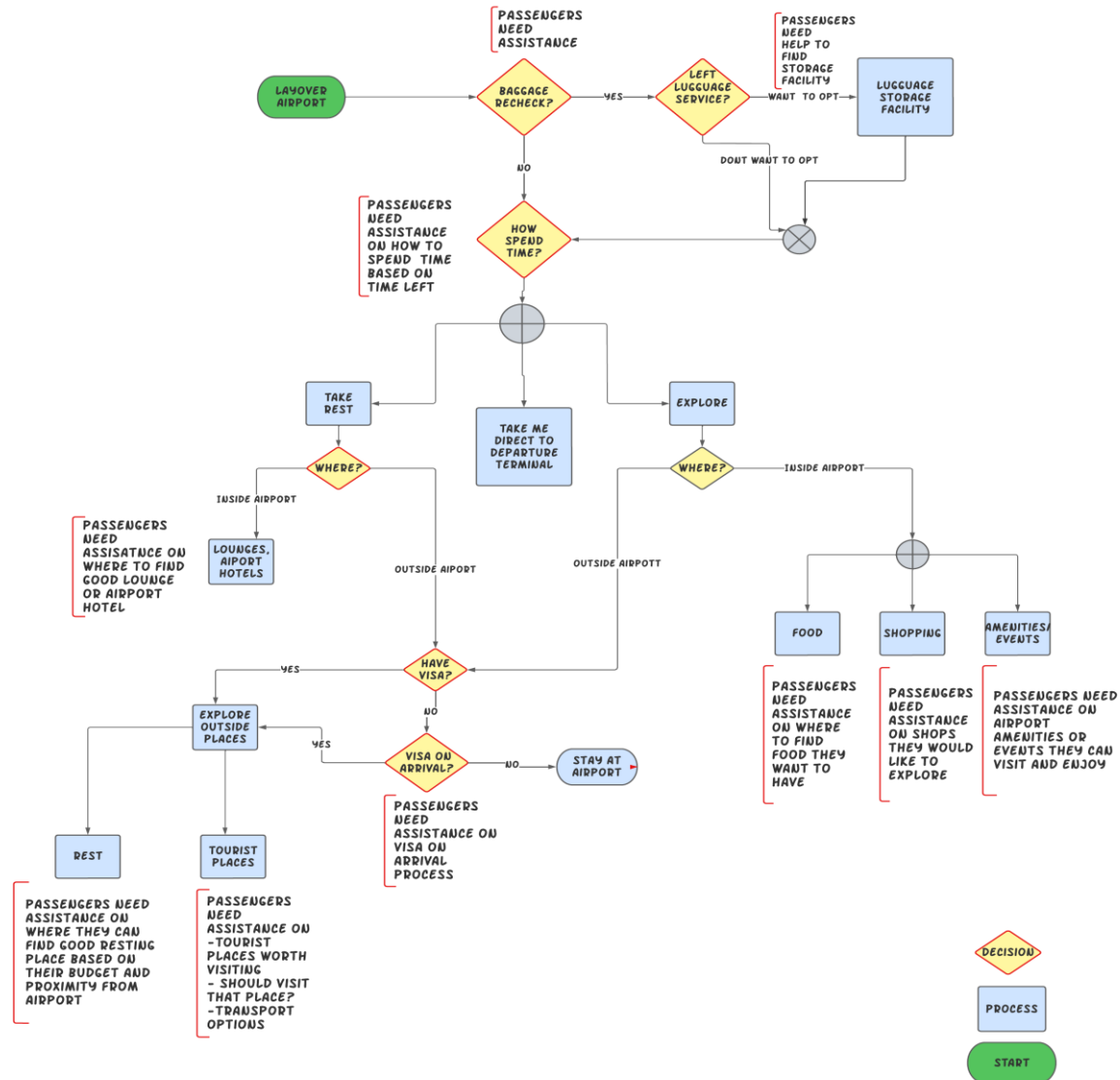
Visa On Arrival

Time Management

Finding Tourist places, Food and
Rest options based on user
preference

Transport

USER FLOW IDENTIFYING PROBLEMS/OPPORTUNITIES



EXISTING USER FLOW

SOLUTION = 😊 LAYOVERS

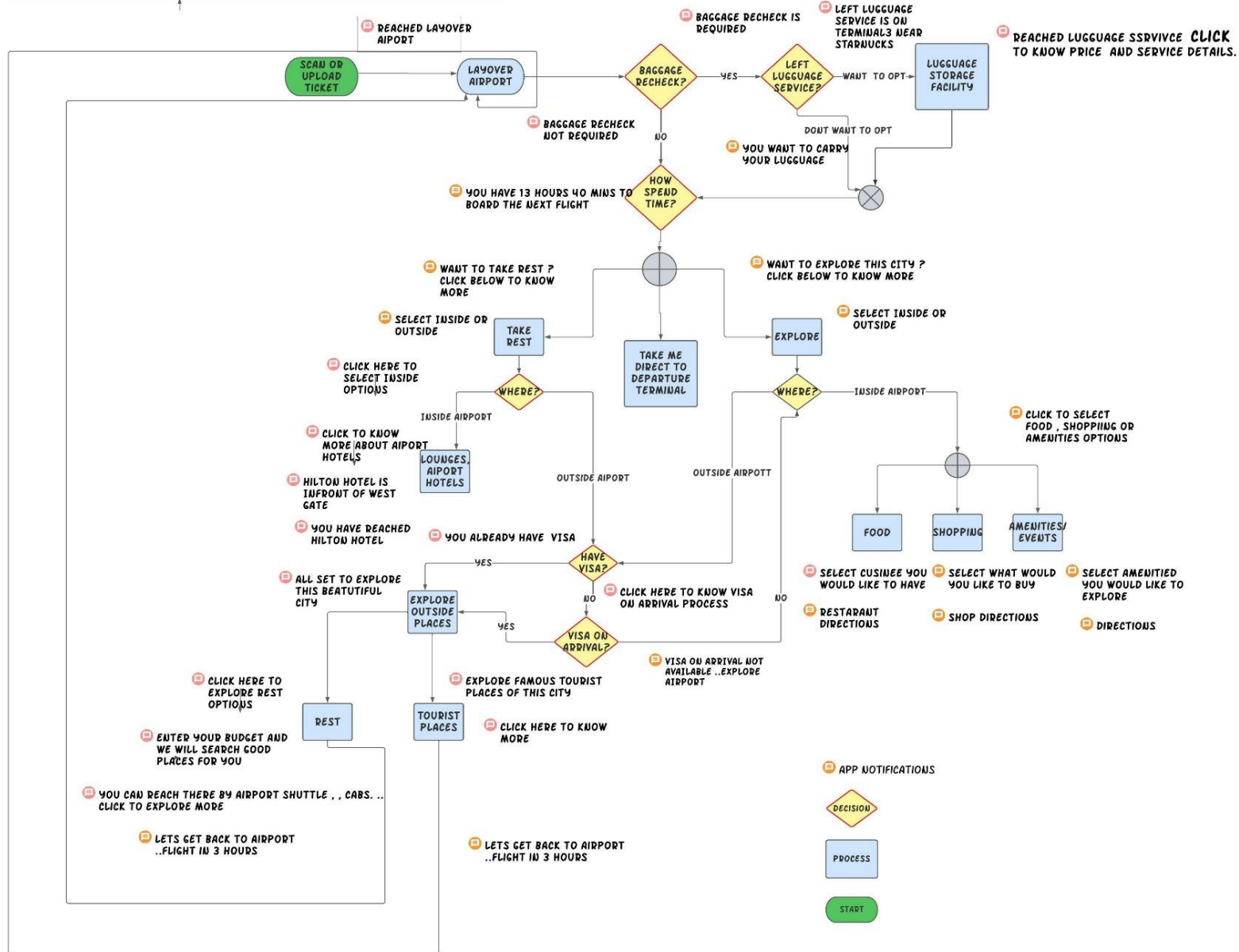
Planning the Layover Itinerary

Visa On Arrival Information with Directions

Inside/outside options with directions

Baggage recheck, layover time notifications

IDEAL END TO END FLOW WITH LAYOVER ASSISTANCE



😊LAYOVERS FLOW



TARGET CUSTOMER

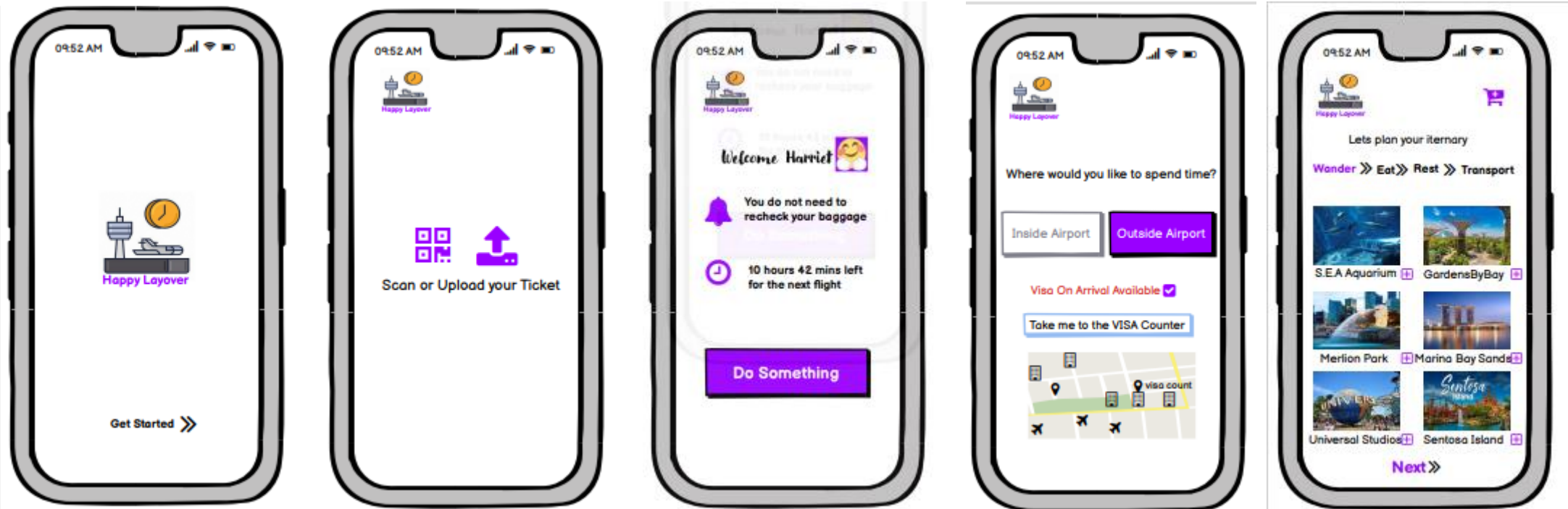
Primary Customer :

All passenger who have layover

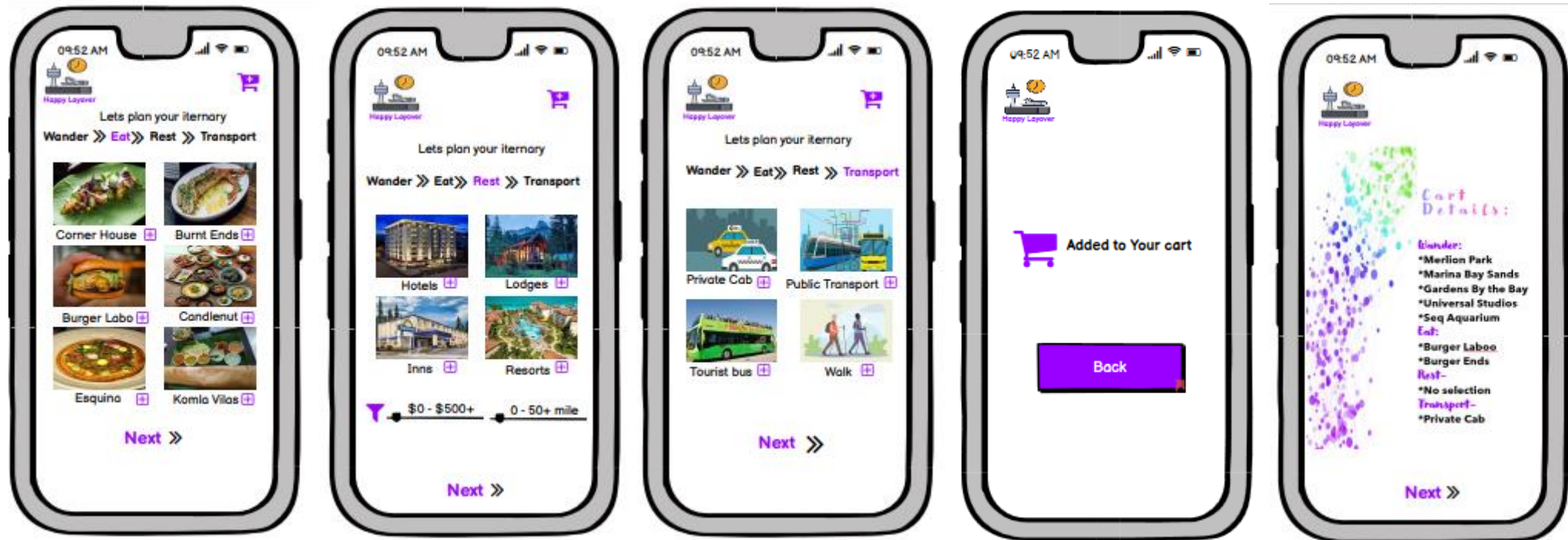
Secondary Customer :

Shops/Restaurant Owners, Transport/Tour
companies

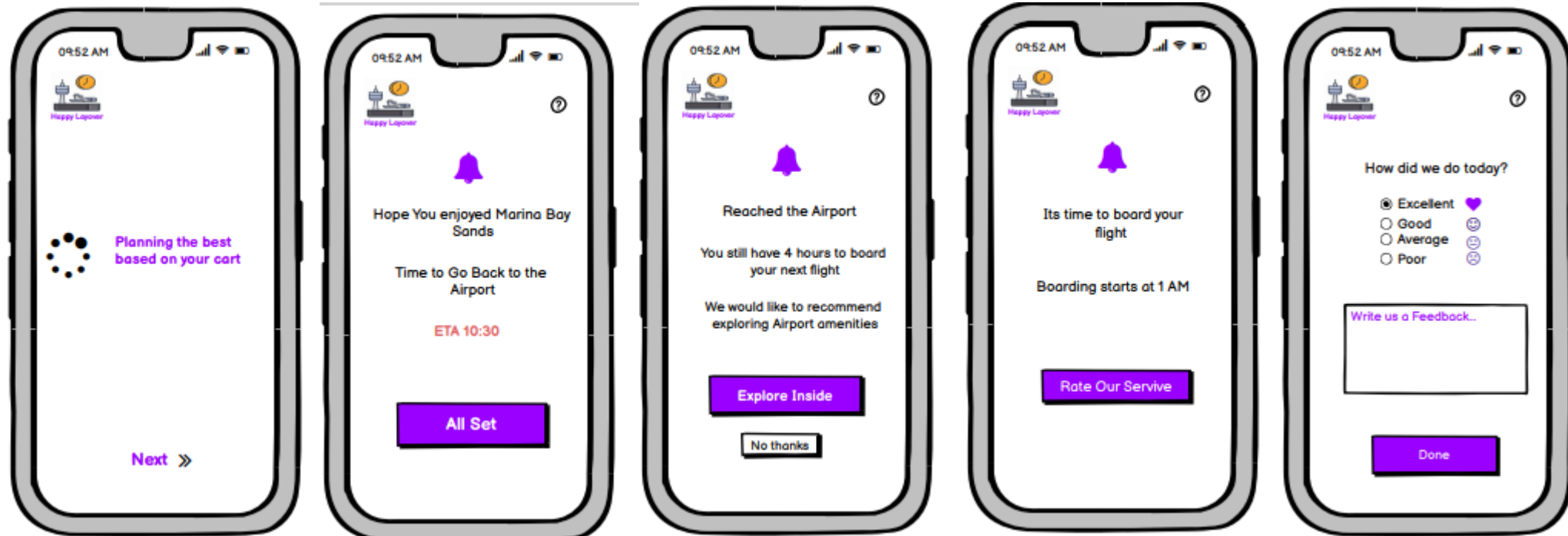
LO-FI MOCKUPS



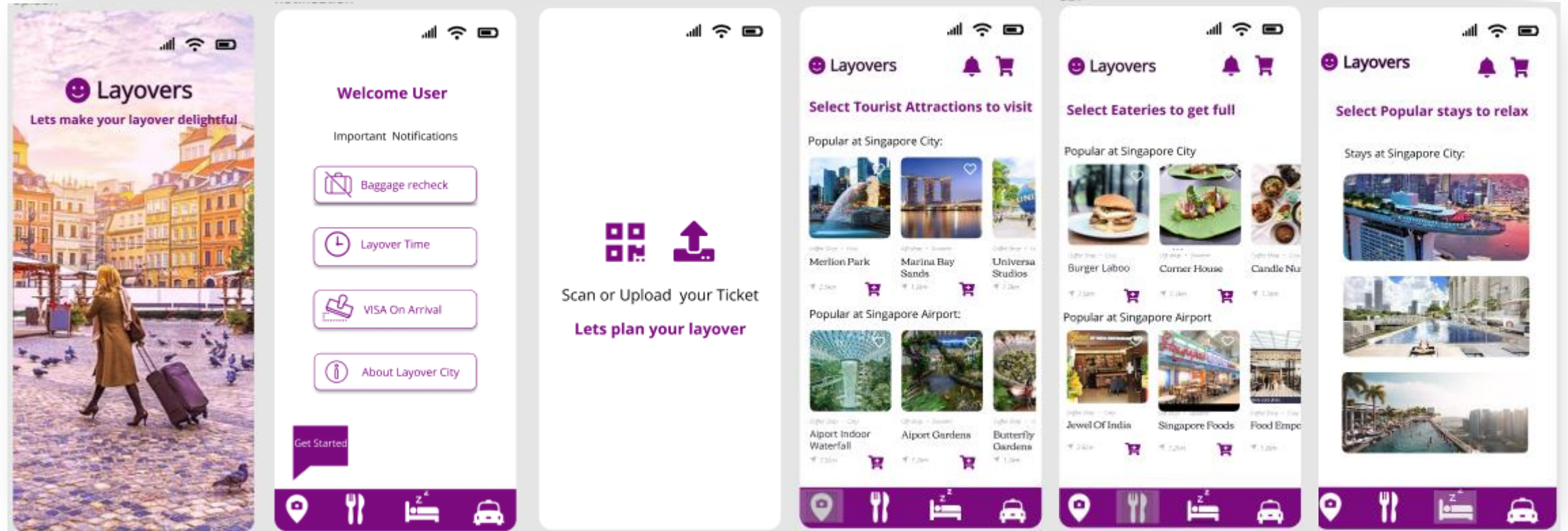
LO-FI MOCKUPS



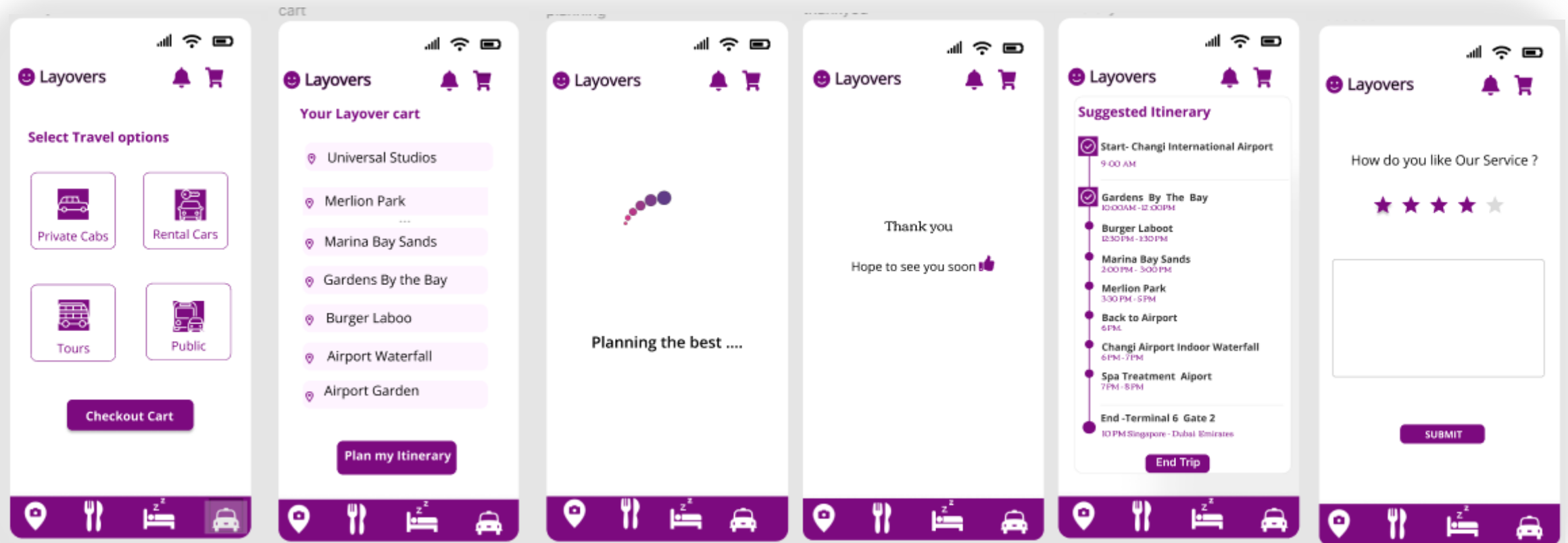
LO-FI MOCKUPS



HI-FI MOCKUP SCREENS



HI-FI MOCKUP SCREENS



HI-FI MOCKUP OVERLAYS



The Marina Bay Sands is the centrepiece of Jewel, of Singapore's City

Hours:
Open 24 hours

Ticket :
Free

Time required to Visit:
1 hour



[Directions](#) Contact: xyz@gmail.com



The Burger Laboo servers tastiest Burgers in the Singapore city

Hours:
12 pm to 9 pm

Ticket :
Free

Time required to Visit:
1 hour



[Directions](#) Contact: xyz@gmail.com



Hilton Garden Inn Singapore Serangoon is the most luxurious, full of amenities hotel near Singapore Changi Airport

Price Per Night:
\$125

Amenities :
Free Wifi, AC, Pool

Distance from Airport:
1.5 miles



[Directions](#) Contact: xyz@gmail.com



The city tour bus is the centrepiece of Jewel, at Singapore's Changi Airport.

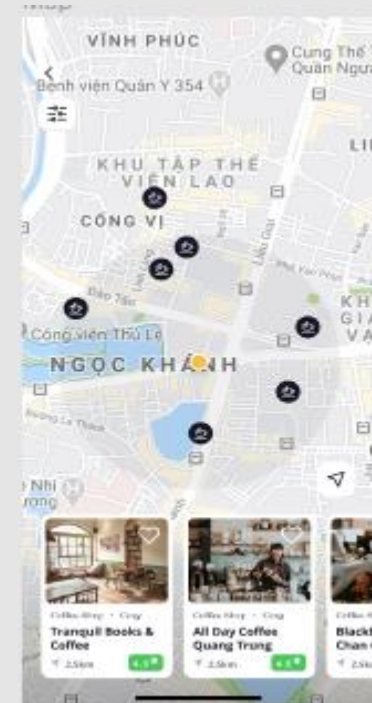
Hours:
Open 24 hours

Ticket :
Free

Time required to Visit:
1 hour



[Directions](#) Contact: xyz@gmail.com





DEMO OF HI FIDELITY

<https://www.figma.com/proto/iYrtaNuz1ku79S6NmekVZL/layover2?node-id=1%3A10&scaling=min-zoom&page-id=0%3A1&starting-point-node-id=1%3A10&show-proto-sidebar=1>

USER TESTING

https://docs.google.com/document/d/1Ka40C_KJHM093E0F8t10xualEnBJ2eU9/edit?usp=sharing&oid=104297688215301244830&rtpof=true&sd=true

Conducted on UserTesting.com

Average Age of Users: 18-65+

Test Method: Think Aloud

What Worked?

- Concept & Structure
- Navigation
- Cart creation
- Itinerary suggestion page
- Color combination

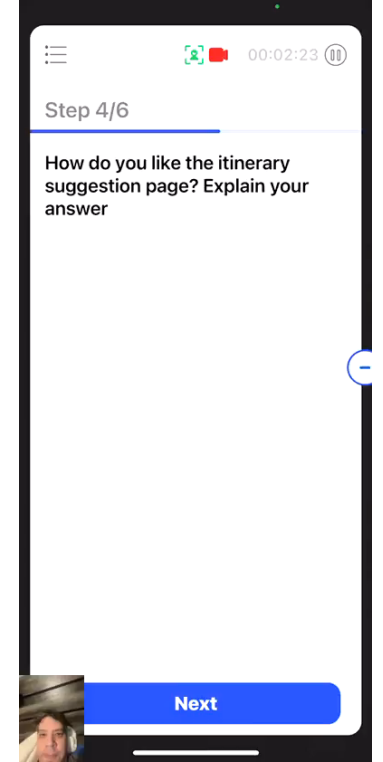
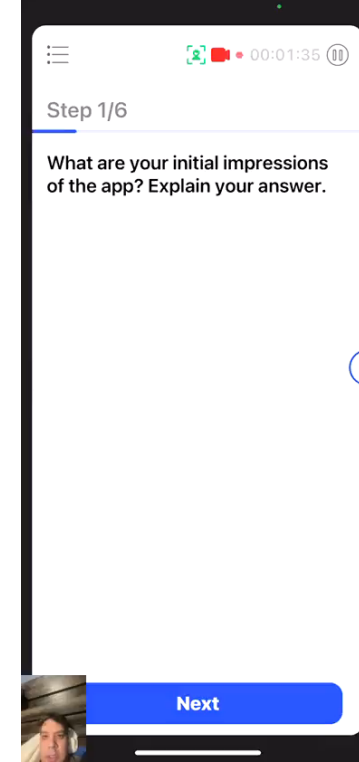
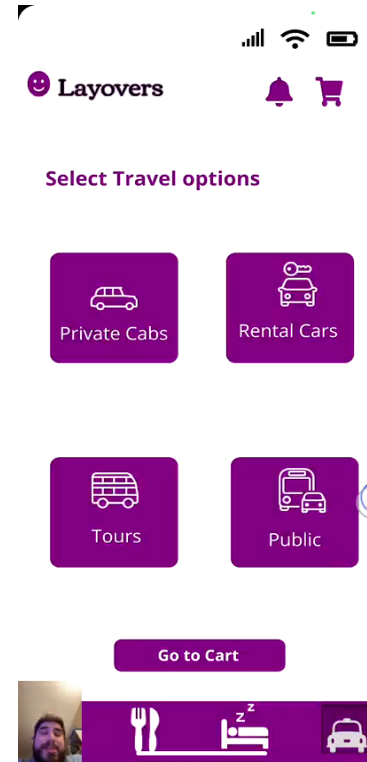
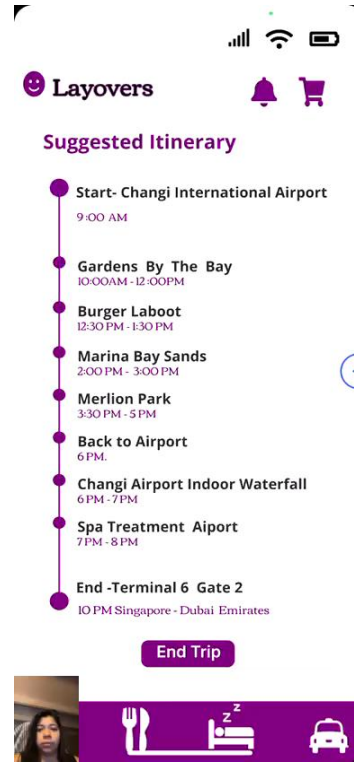
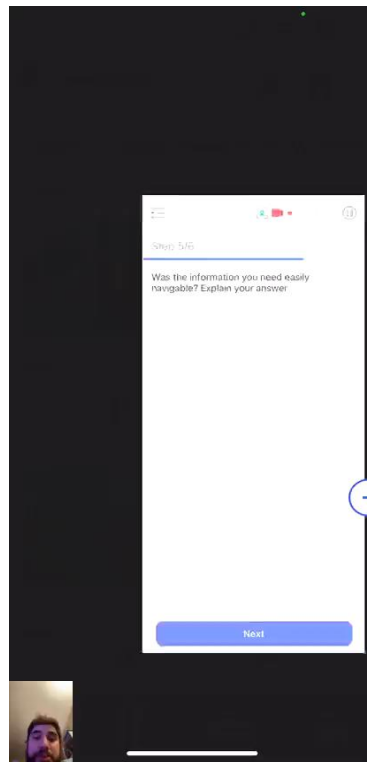
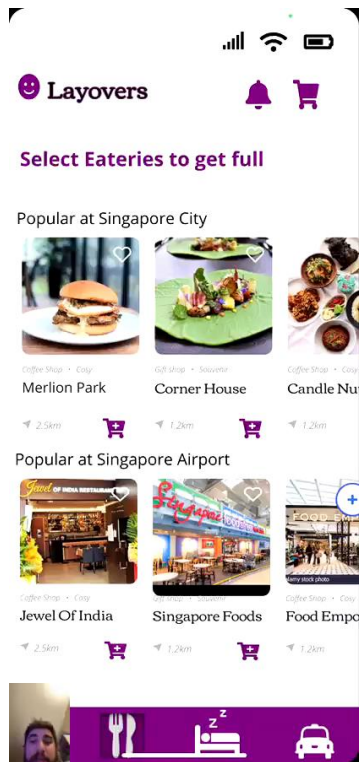
Suggestions

- fonts and alignment can be improved
- Less use of purple color



HIGHLIGHT REELS

<https://app.usertesting.com/h/Xq7NRtpUcjtIKMKK-vCD>



IMPROVEMENTS

Add

- popup modal to indicate start point.

Work on

- fonts and alignments

Reduce

- use of purple color

Change

- splash screen load time

INNOVATION CALLOUTS

Make the app compatible with other languages

Packages/discounts Options in App

Plan ahead feature

Save itinerary, History options



THANK YOU

