WEB DESIGN RESEARCH REPORT
CALICO AIR

BRIEF:

Calico Air wants a design for their new online booking system in the wake of the changed climate of travel due to COVID-19. <u>Must include:</u>

- A live updates page where users can keep track of any changes.
- A flight booking page where users can view the flight options and book according to their needs.
- A discovery page where users can discover places that they may not have been familiar with?
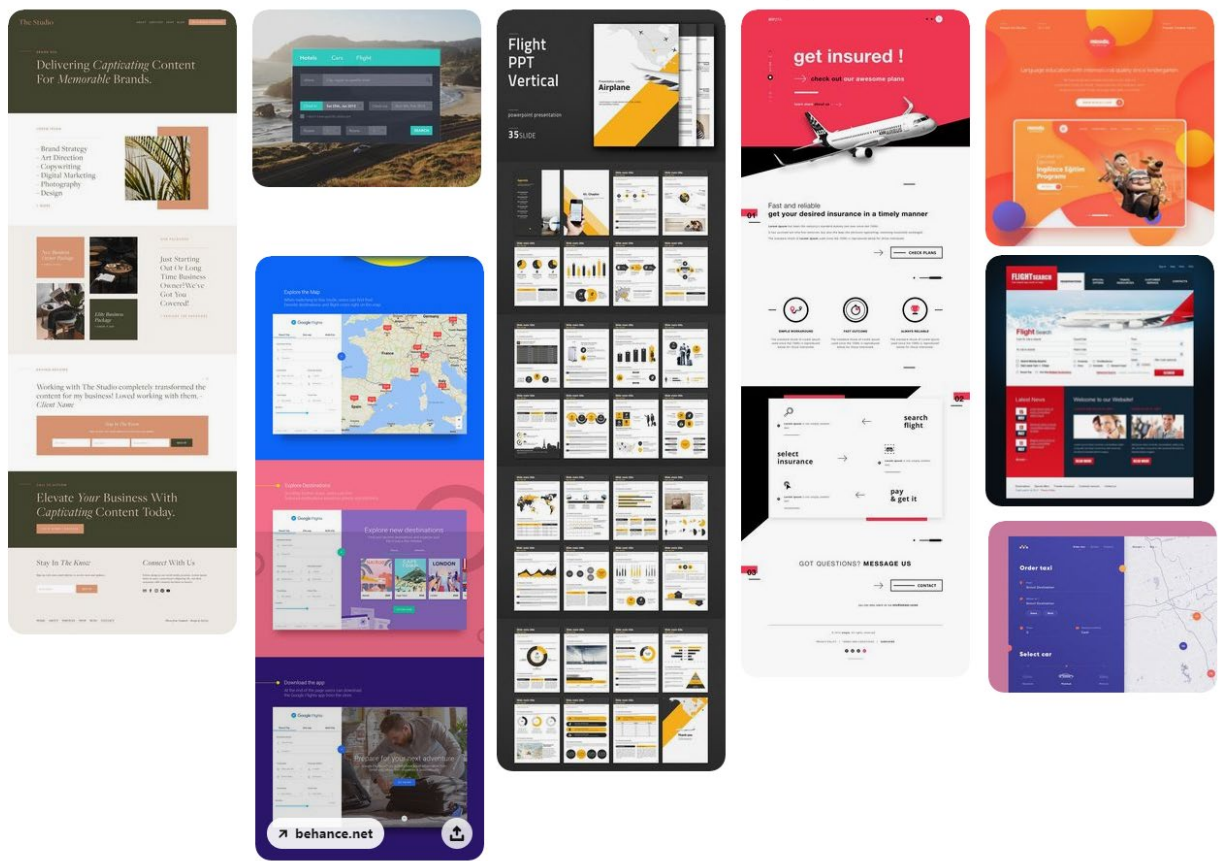
RESEARCH:

Calico Air's target audience would be people who want to travel (purchasers are normally over 18 years old).
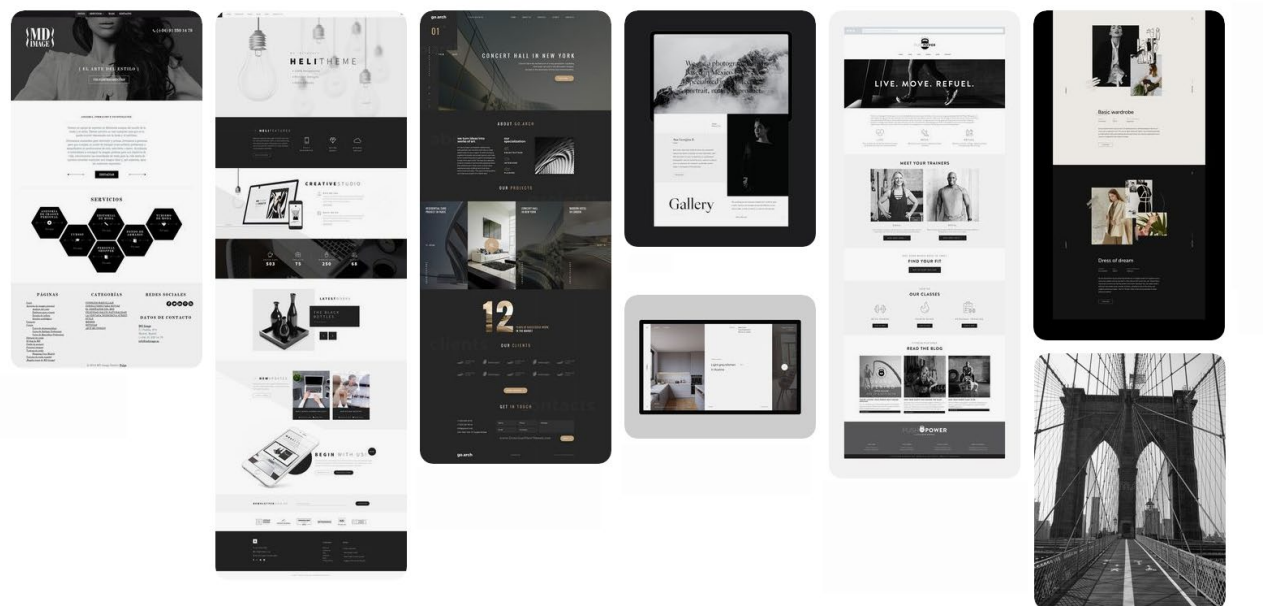
The general design theme wanted is a simple yet elegant and communicative. A moodboard for the two concept designs are attached as Pinterest board here:

1. https://pin.it/1EdwKDl - higher quality
2. https://pin.it/2YXKTcs - higher quality

1.

2.

I also looked at AIRNZ/grabaseat website for inspiration and how they lay out information/boxes/details for flight bookings and such.

From what I gather their approach is minimalistic design-wise yet has cleverly placed functions to make user experience as seamless as possible.

DESIGN 1: https://www.figma.com/file/yS5QnqalB8dDi7NMCwixXW/Calico-Air-1

For the first design, I went for a very strong bold colour blocking theme that makes it stand out among other. The first page creates a strong first impression with a bold big font with an interactive box below that rotates out different countries/flight's destinations every few minutes that fits with both the theme and the quote used in the front page.

interactive box that changes the
country every 30 seconds to create
visual interest

calico air   book   discovery   about   contact

CALICO AIR est. 1985
"best flight provider as rated by Torbes magazine"
WHERE WILL TOMORROW TAKE YOU?

New Zealand

contact us now!
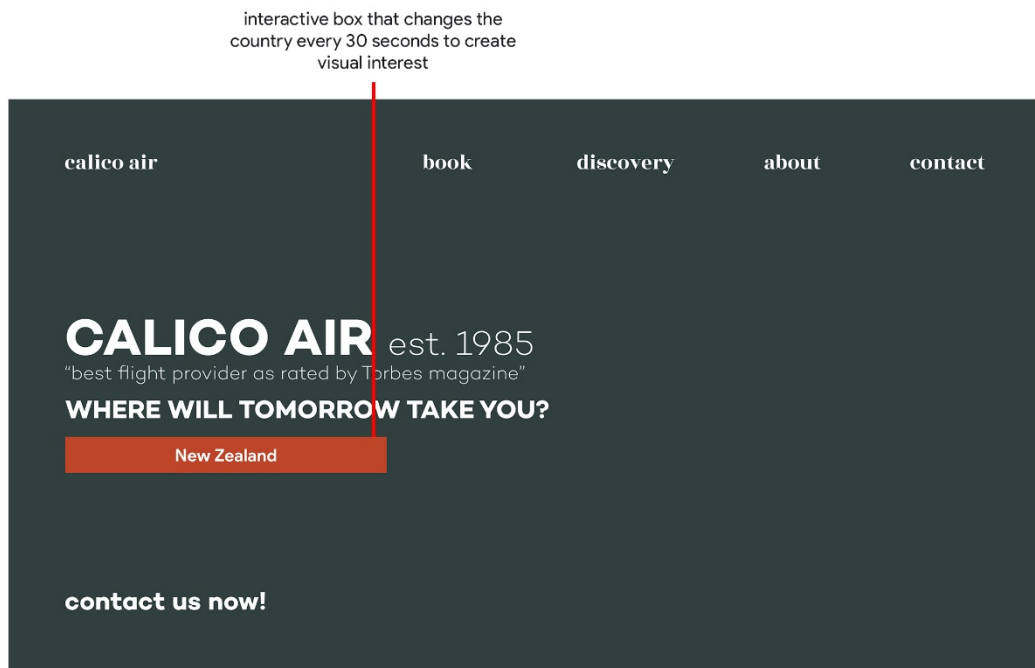
On the search for flights page, a simple rectangular backdrop that is reminiscent of a plane ticket that contrast nicely with the deep green blue background. Users enter and is immediately shown what they click on the page for which is good UX. This fulfils the client's need of a flight booking page/system. The checkout and flight results page are also straightforward. The only thing to note is that the checkout tab to the right will only appear once the user has clicked continue.

red underline when user is in the tab as an indicator

calico air

book   **discovery**   **about**   **contact**

search for flights

From:

To:

Leave on:

Return on:

Adults:

Children:

Infants:

simple booking design layout - inspired by a plane ticket

all are clickable to change whether sorting order is descending or ascending (opposite to what it current is)

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book   **discovery**   **about**   **contact**

price	type	departure	arrival	flight id
$200	ECONOMY	7:00AM	8:30PM	CA641
$200	ECONOMY	7:00AM	8:30PM	CA641
$200	ECONOMY	7:00AM	8:30PM	CA641
$200	ECONOMY	7:00AM	8:30PM	CA641

interactive box that shows the user the total with taxes/charges calculated and added to it

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ENTER PASSENGER DETAILS:

Title:

First Name:

Surname:

Phone:

Email:

Have you travelled from overseas in the last 14 days and have you gone through necessary quarantine precautions and requirements:

YES

NO

CONTINUE

PAYMENT:

$330
(INCL. TAXES&CHARGES)

CC Number:

Name on Card:

Expiry Date:

CCV:

CHECKOUT

On the discovery page, using a mix of beautiful photos I think it really showcases the beauty of each experience the country has to offer. Whilst its blocky I think the image creates a good contrast in between for it to not be boring as your scroll through the page. Its both visually interesting and the format is cohesive for a good user experience. This fulfils the client's demand for a discovery page for which users can see information on places they are unfamiliar with.

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drop shadow
behind text to
accentuate it
from the
image

MALAYSIA

vibrant beautiful images to evoke
a sense of longing to travel and
experience new things

VIETNAM

SWEDEN
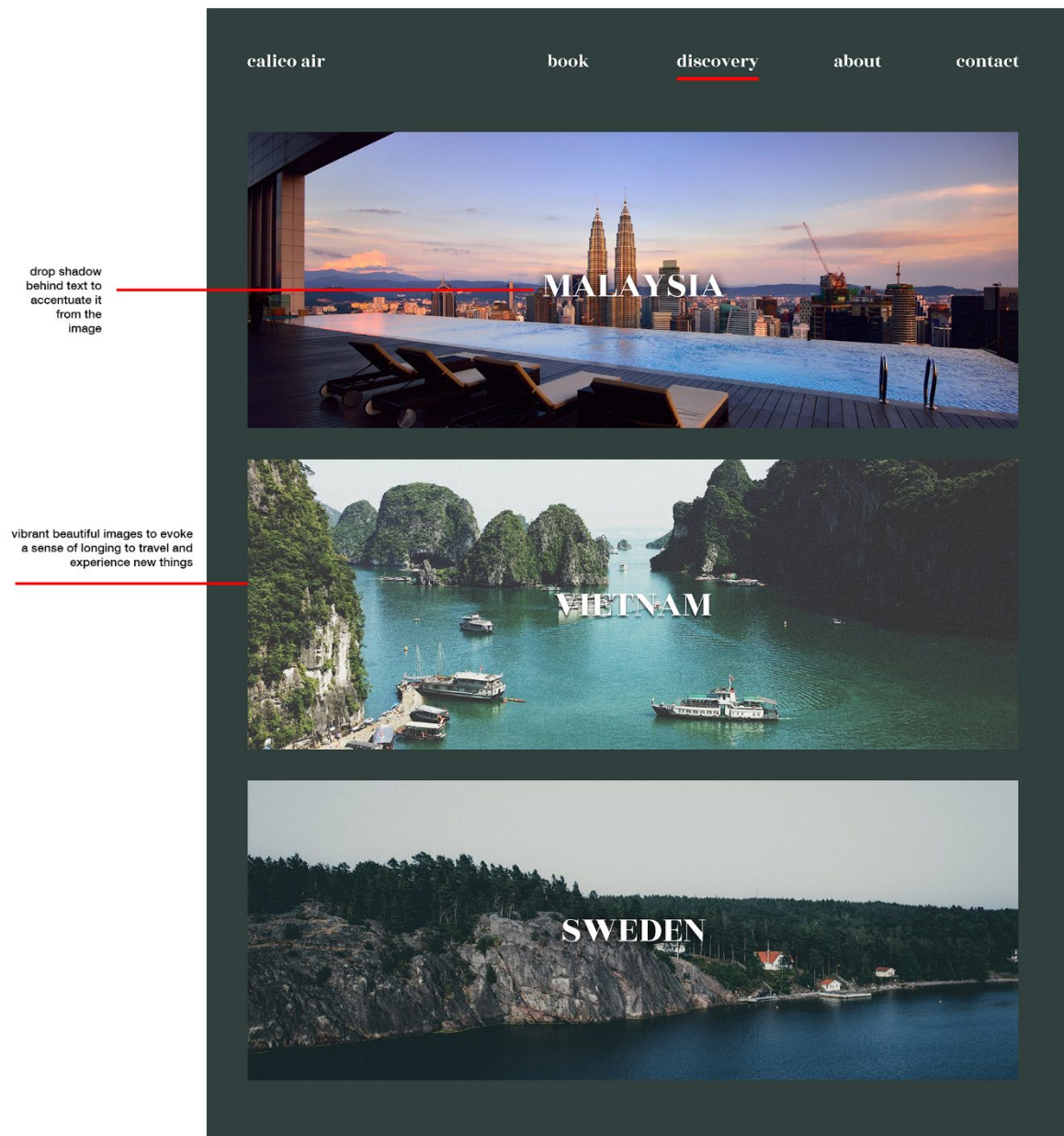
On the about page, I decided to also put a live update section here and when there is an update, the about button will be backed with a red rectangle to draw the user into clicking into the page!

calico air   book   discovery   about!   contact

red rectangle behind about will appear globally on the site when theres a new announcement

IMPORTANT ANNOUNCEMENT

updates will go here and content will change for a new update.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas malesuada venenatis justo in pharetra. Aenean iaculis elit quis tellus semper consectetur. Duis sagittis sollicitudin arcu quis iaculis. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nunc sagittis, metus vel accumsan vulputate, arcu turpis venenatis sem, non lobortis erat urna a magna. Donec sem nulla, faucibus sed mattis vitae, rutrum eu ex. Phasellus porta tincidunt felis, ac hendrerit lacus rhoncus non. Etiam efficitur tristique sem in fringilla.

ABOUT US

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas malesuada venenatis justo in pharetra. Aenean iaculis elit quis tellus semper consectetur. Duis sagittis sollicitudin arcu quis iaculis. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nunc sagittis, metus vel accumsan vulputate, arcu turpis venenatis sem, non lobortis erat urna a magna. Donec sem nulla, faucibus sed mattis vitae, rutrum eu ex. Phasellus porta tincidunt felis, ac hendrerit lacus rhoncus non. Etiam efficitur tristique sem in fringilla.
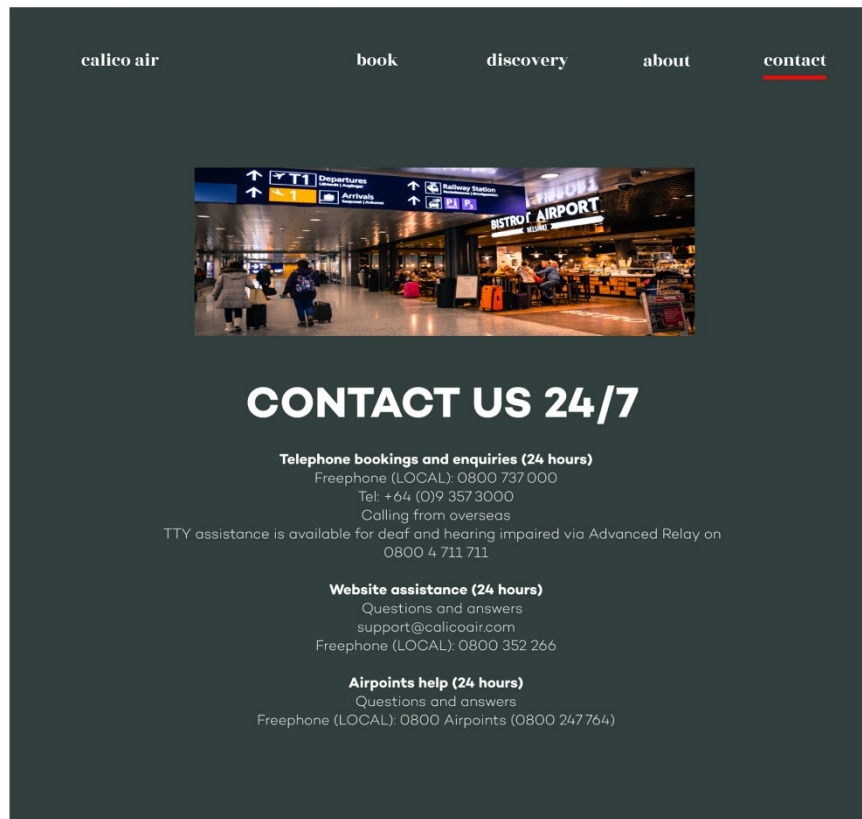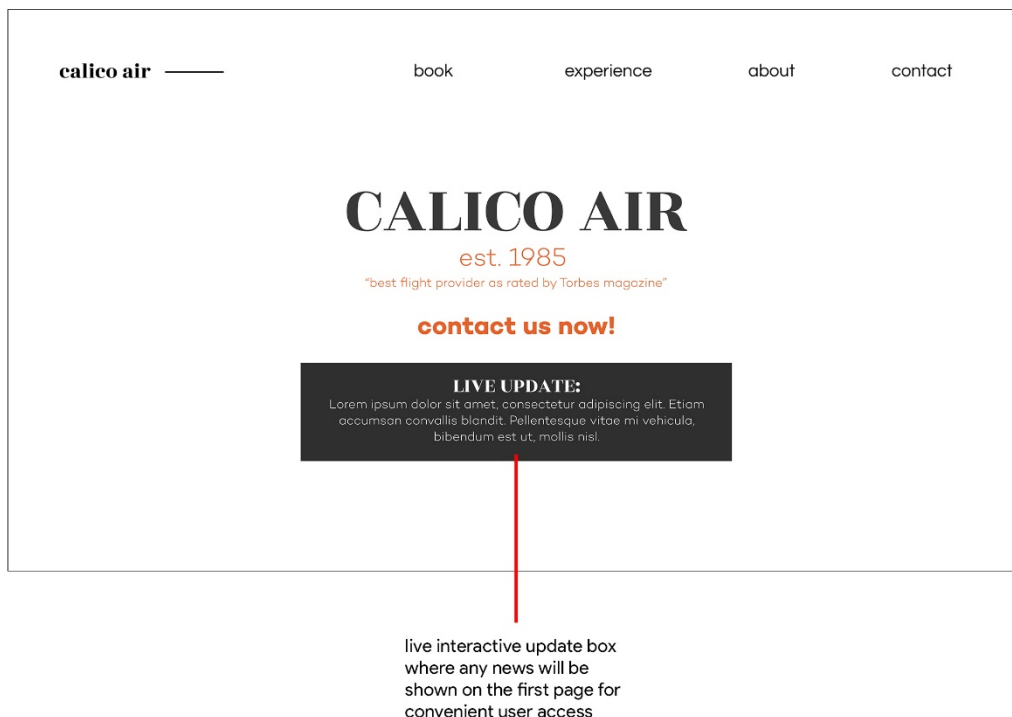
A straight forward contact us page where all phone numbers/emails are clickable and will redirect to phone apps / email apps.

A mix of san-serif and serif font create a beautiful contrast that feels very luxurious to browse. The coherent design with a distinct colour palette creates a consistent flow throughout all the pages.

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DESIGN 2: https://www.figma.com/file/Qa22TiEoJlj4qIxcqCEwkY/Calico-Air-2

For the homepage design, I went for a bold yet minimalistic look that, in reverse to the other design, use serif font as the title/accent texts and sans-serif for everything else. A limited colour palette or white, black and a hint of orange creates a sense of high-class travel and clean aesthetic. I decided to also integrate the client's demand of a live update part into the home page itself as a very distinct black box. This means that users can immediately absorb the necessary/important updates from the very first visit to the website or for users who want to quickly check. I also kept the old website's "est. 1985...rated by torbes...and contact us" in the new design as it is preferred by the client.

| calico air ──── | book | experience | about | contact |

CALICO AIR
est. 1985
"best flight provider as rated by Torbes magazine"

contact us now!

LIVE UPDATE:
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam accumsan convallis blandit. Pellentesque vitae mi vehicula, bibendum est ut, mollis nisl.

live interactive update box where any news will be shown on the first page for convenient user access

For the next page, which is the flight search engine, I opted for a bigger yet still simple looking search interface that's left-aligned and added an image to the side for extra visual interest and a pseudo-prompt for the user to book using subconscious imagery. Pressing search with details filled will redirect user to another tab to display search results.

For the flight results I opted for again, a simple layout with some user experience-centric interactive elements such as more flight options load as you scroll down the page and more detailed elements are shown in the image below.

Payment naturally follows the same theme, and boasts an interactive box that display final price so the user doesn't have to remember the total. Simple checkout interface leading to an easy experience for any user.

underline indication for what page the user are in right now

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book   experience   about   contact

SEARCH FOR FLIGHTS ———

From: To:

Leave on: Return on: ✓

Adults: Children: Infants:

SEARCH

interactive tick box to check whether they are buying one way or return flight as well

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FLIGHT NUMBER	DEPARTS	ARRIVAL		SEAT TYPE	▼ PRICE
QR500	7:50AM	9:00AM	———	▼ ECONOMY	$400
ZR5324	10:50AM*	11:00AM	———	▼ ECONOMY	$550
NZ751	12:00AM	8:30PM	———	▼ ECONOMY	$700
NZ342	2:50AM*	9:00PM	———	▼ ECONOMY	$720
KL200	3:00AM	7:20PM	———	▼ ECONOMY	$900
QR433	4:20AM	4:00PM	———	▼ ECONOMY	$940

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PAYMENT:

$530
(INCL. TAXES&CHARGES)

CC Number:

Name on Card:

Expiry Date:

CCV:

CHECKOUT

The contact us page is straightforward and display information in a way that the user can easily access without any hassle. All phone numbers and email are hover-able and clickable to redirect to phone app or email app.

WE ARE OPEN 24/7

Telephone bookings and enquiries (24 hours)
Freephone (LOCAL): 0800 737 000
Tel: +64 (0)9 357 3000
Calling from overseas
TTY assistance is available for deaf and hearing impaired via Advanced Relay on 0800 4 711 711

Website assistance (24 hours)
Questions and answers
support@calicoair.com
Freephone (LOCAL): 0800 352 266

Airpoints help (24 hours)
Questions and answers
Freephone (LOCAL): 0800 Airpoints (0800 247 764)

For the last page, which is the discover page as requested by the client. I decided to take a quantity over quality result. Where the first design draws from big beautiful images, I want this one to be where the user can view all the experiences Calico Air has to offer. This shows the variety and range the brand has highlight in a beautiful minimalistic format that shines a light on the imagery rather than just text. Users can also click on the boxes to display more information on an external tab.

calico air ———

book   experience   about   contact

VIETNAM   MALAYSIA   GERMANY   AUSTRALIA

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FINAL THOUGHTS:

In terms of what design to move forward, I would personally pick two. The user experience is straight forward and simple to navigate all throughout the website (concept). The design is minimalistic yet still has a uniqueness due to colour selection and layout. It fulfils the clients demands in excellent ways to showcase each requirement on the site. The first option, whilst bold and unique, it might be too much design-wise for something like a flight's website. The user flow is also not as good as the second option.

Designer,

Tom Do