

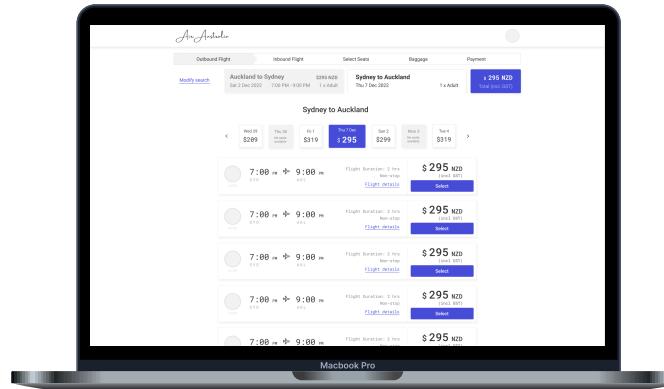
# Hello! I'm Abby

I'm a software engineer who has a passion for creating anxiety reducing digital experiences.

I currently work as a developer and designer at Jasper.

and I love any activity on water and frozen water.





# Air Australia

A look into flight booking systems and improving on existing solutions.

Timeline

4 months

Role

Sole UX/UI  
Designer

About

UX Design  
Process

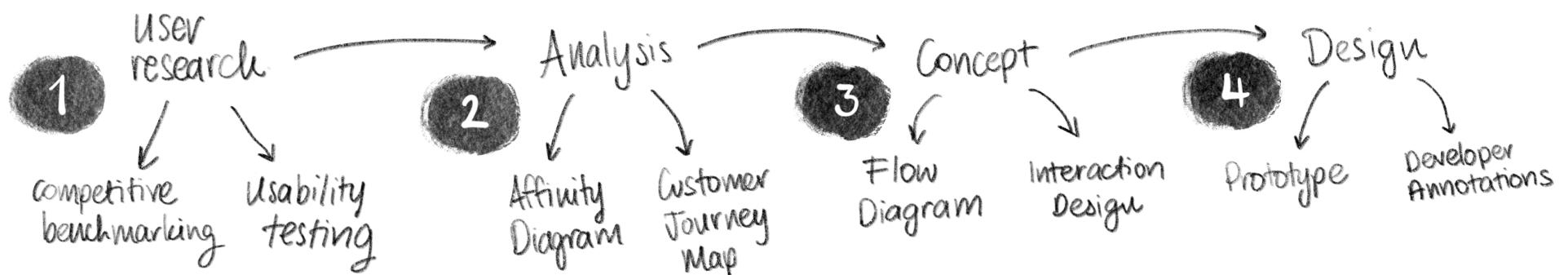
# The problem

Whilst studying at the UX Design Institute we were to follow the whole UX Design process by looking into the online flight booking flow.

There are lots of examples of flight booking services out there and lots of issues and commonalities amongst them.

**Create a flight booking system that addresses the issues faced in existing products.**

# The process



I came into this project with no previous experience in a couple of these techniques. I've picked up a couple skills through my degree and work experience but I learnt a lot through this case study and course. **It's helped provide me with structure for future design problem solving.**

I did not know much about the Analysis phase and learnt so much about how to collate data and help create a map of customers journey to help multiple parties understand where user pain points are.

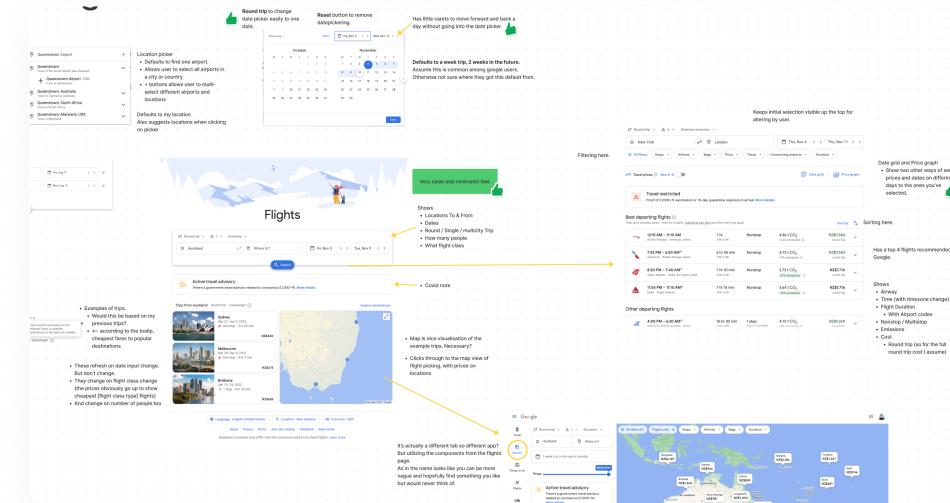
# What is everyone else doing?

## COMPETITIVE BENCHMARKING

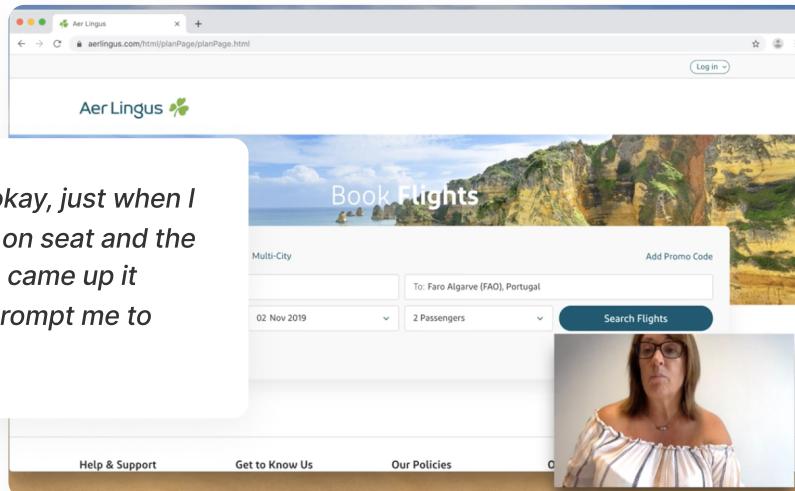
There is importance in understanding, where possible, what usability standards exist.

I want to figure out what users will expect from a booking system and what is the norm by completing some competitive analysis on existing flight booking websites.

By analysing around 5 applications I found that a majority of the functionality is common throughout and that the smaller details are what matter most when creating an intuitive experience.



Competitive Analysis of Google Flights



Usability test screenshot from UX Design Institute

## USABILITY TESTING

By watching actual users interacting with these sites, I can also learn more about their experience first hand. How it makes them feel, how easy they can navigate the site and more.

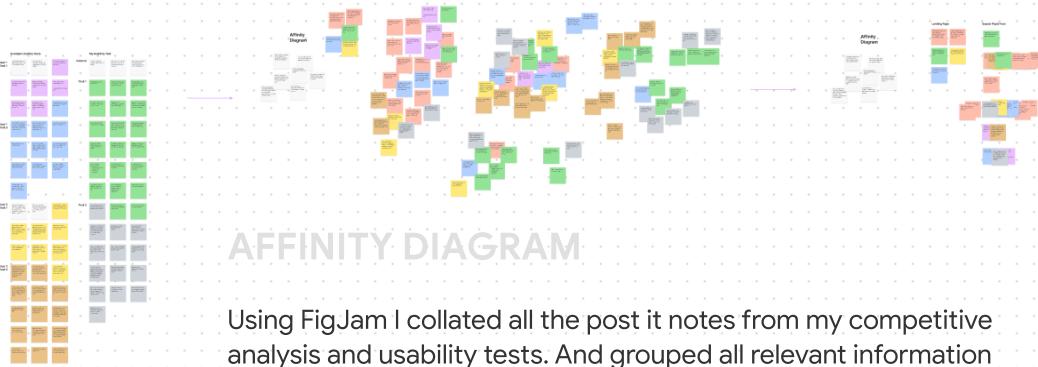
I took notes on pre-existing user tests done by the UX Design Institute and also set up my own in person usability test.

The most interesting observations had to be when the users interacted with the date picker and the flight selection interaction. Proving a lack of intuitiveness for our users in some cases that I wouldn't have expected.

It's quite a challenge to make sure that you're never biasing your user as well and making sure that every question you ask is searching for the core problem and not influencing the answer.

## User research

# What does that info tell us?

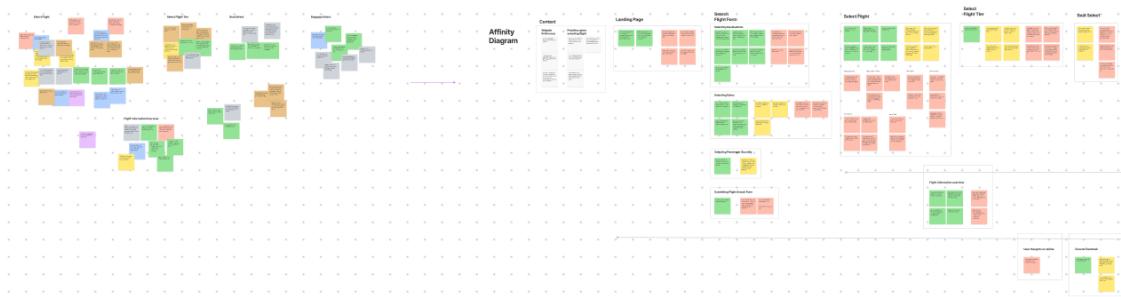


AFFINITY DIAGRAM

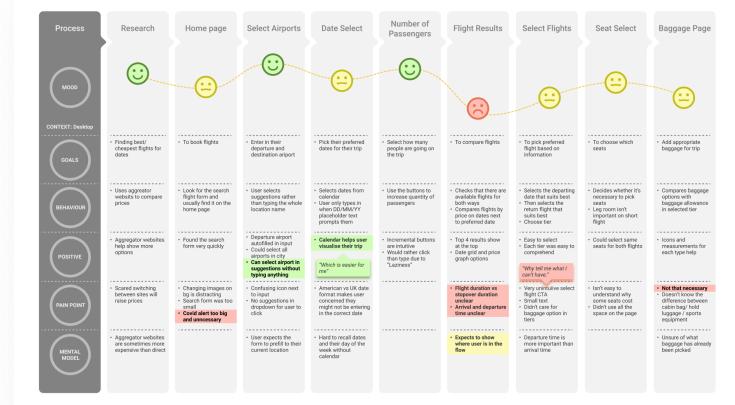
Using FigJam I collated all the post it notes from my competitive analysis and usability tests. And grouped all relevant information

This was a new technique for me to pick up. I thought that it wouldn't be too difficult.

Affinity Diagram sorting main points



I realised quite early that **each post it note needs the perfect balance of conciseness, context and meaningful**. I had to adjust some of my takeaways as to make the job of sorting a bit easier and ultimately easier to understand later.



Customer Journey Map

CUSTOMER JOURNEY MAP

I understood that this part of the process was important to visualise the user's experience when completing a task. Showing exactly where the pain points are better than just on a bunch of post it notes.

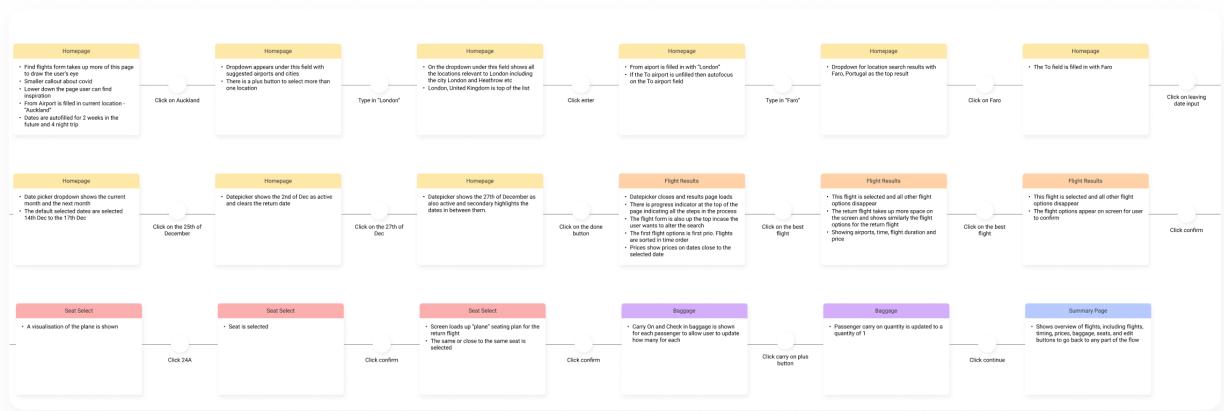
Reflecting on my final product here, **I could have been a lot more detailed and put more quotes in that help provide more empathy to the user**.

# How can I improve on existing products?

## FLOW DIAGRAM

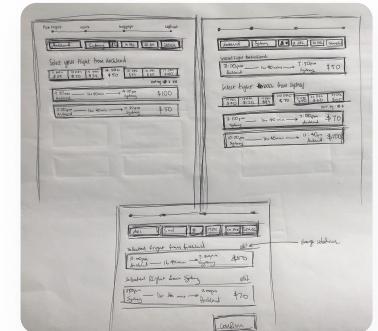
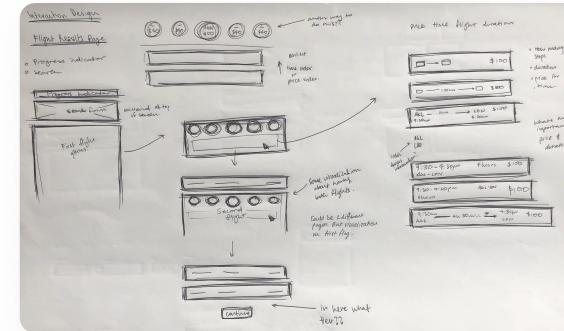
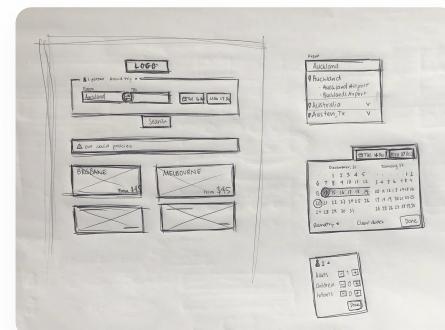
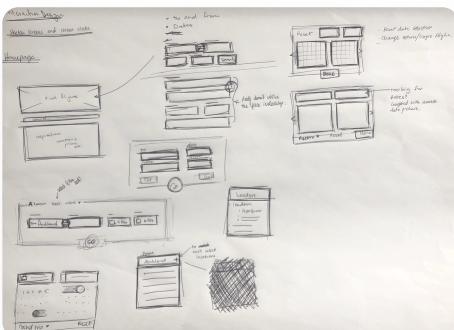
So now we plan out the happy path for our user and every state within each page that needs to be designed for. Thinking through how the application will work in order to cover and solve for every part of the flow.

**This diagram took a couple goes to get to a place I was happy with.** With more complex flows and taking into account validation / error states / permissions I can see how it's important to iron out the kinks in the potential experience here.



## INTERACTION DESIGN

At this point the creativity in the UI Design can start to pop out. I found difficulty in making sure that the full desktop screen was being utilised but not overcrowded.

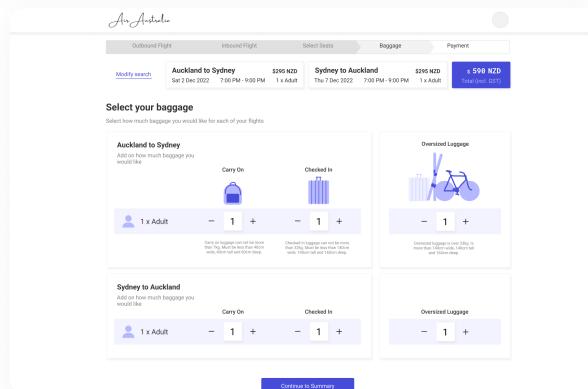
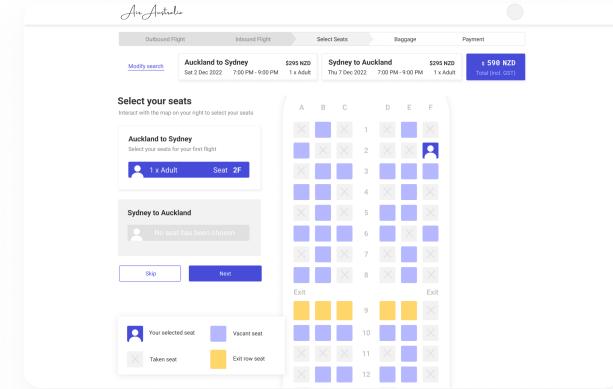
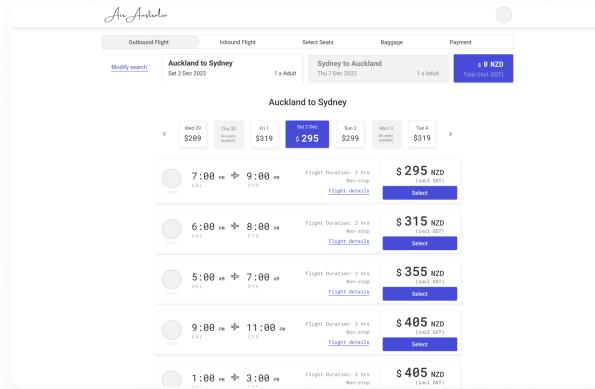
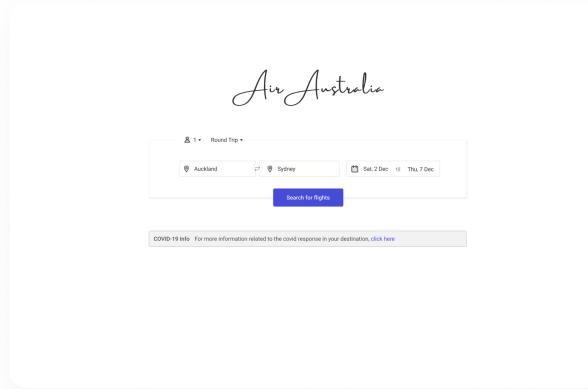


This part definitely took iteration and brainstorming to find layouts that looked the best but also could be intuitive to the user.

At this point I can use my assumptions to pick which layout would be the most suitable. I can also see that having alternative solutions also help when initial assumptions turn out to be incorrect.

# Putting it all together

Design

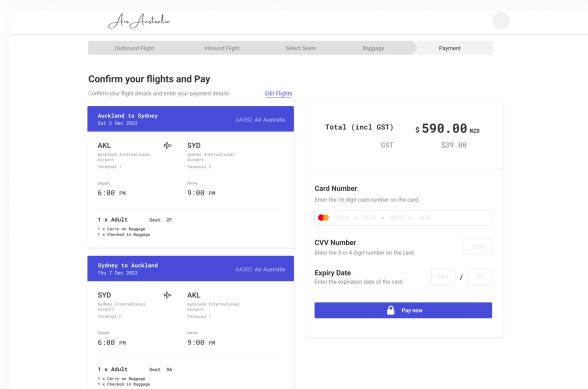


PROTOTYPE

Translating sketches into Figma medium/high fidelity mock ups. I already have previous experience with Figma and sketch so there wasn't a huge learning curve here.

**Creating a consistent feel and UI was the most difficult part** of translating the screens into a higher fidelity. I definitely could have spent a lot more time and depth on these design decisions. Especially on planning out brand identity before bringing it into the screens.

When placing information on the screen I would raise questions with myself about what the most important information is. So retrospectively figuring these answers out earlier in the process is something I could try to predict in future cases.



DEV ANNOTATIONS

I annotated the designs with Figma comments. This part was the part that I'm most familiar with from a developer perspective. It helped provide more empathy to designers as it's not simple to think of every single use case without thinking about every piece of a UI in depth.

# Reflection

I've always been fond of UX Design since the start of my software engineering journey. I thought I knew quite a bit about UX Design but there were quite a few wholes in my vocabulary and skills throughout the whole process. I've learnt so much more about each step in the process and how it all works together to provide structure.

I know the end results aren't perfect but this journey has resulted in more than just a Figma prototype. **It's resulted in skills that will help make data backed design decisions to improve the experience of all users.**

## How to reach me

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