

Welcome

FLYAIRPEACE.COM

UX Case Study

www.flyairpeace.com

Travelling is part of Education. How Changing “FLYAIRPEACE website”
Can make you have a wonderful, comfortable and awesome trip/travel
experience.

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Product Designer (UI and UX) at Andela Learning Community

18th April,2018



In today's digital and technology world, everybody would choose to do everything with a single push of a button in order to avoid stress. Many people always want to travel to different countries onboard a flight so as to meet up with their daily needs as fast as possible. The gap going to the travel company office for enquiry and booking can be bridged by designing a platform (website) where your customer can do that at the comfort of their home using their mobile phone.

Air peace is a private Nigeria Airline which provides passengers and charter services, serves the major cities in Nigeria and founded in 2013.

On exploring air-peace website, I found out that people can book a flight, get price information, available hotels, get some article on what is going on in the company, get the information about their country and city of coverage with their flight as well as get some discount on their flight booking (air-peace advantage).

HYPOTHESIS

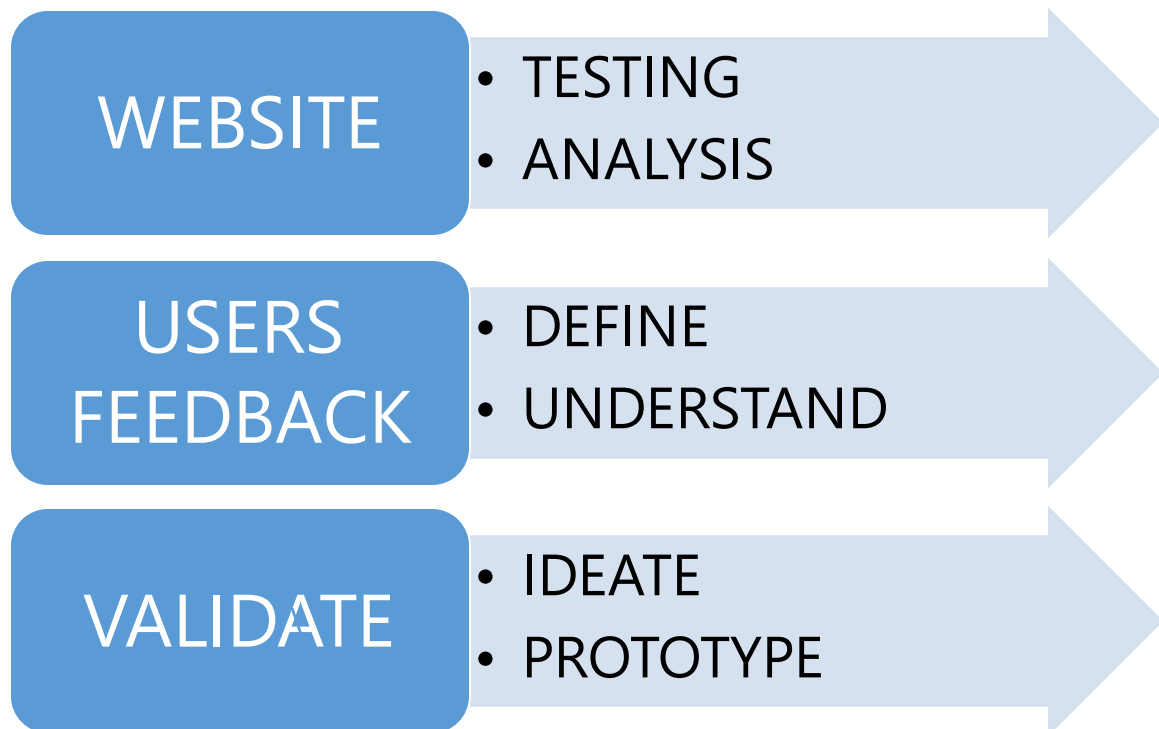
- The main thing i love doing in travel websites such as air-peace is location price checking, hotel space and booking discounts with respect to time and day of booking. However, I noticed too many navigation and usability issues in the website that always put fear in the heart of customers and also discourage them in booking a flight with air-peace (assume new customer), so I decided to track them down for proper navigation.
- I also noticed that they make the site ambiguous, which make the users to see it as scam or fake site thereby making them not to make payment online. These implies that there website payment system due to design make the new user to feel insecure in using their credit card.
- I also noticed the disarrangement of about us and contact us and many other icons that are not suitable for use that they used.

OBJECTIVES

1. The create a pain killer design that will always bring new customer as well as old customers to the website.
 2. To create a design that can reflect a secure website whenever a user want to make payment
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3. To solve all the site navigation issues through our users respond and desire.
 4. To use a proper icon wherever it is needed
 5. The arrange the website accordingly for proper page identification.
 6. To propose design solution and validate them.
 7. To discover confusion around booking of flight and provide solution for the error messages.
 8. To conduct user testing for proper design ideation.

OUR DESIGN PROCESSES (flow chart)



STORYBOARD

Emeka received an urgent meeting phone call from his company's manager. Due to time constraint and traffic, he chooses to fill this gap and beat the time by checking up the best flight service online. He found airpeace out due to its great design. Without wasting he booked a flight and landed at about beyond his expected time. He was able to beat the time.



User Testing

User testing is critical to determine if you are building the right thing for users. Our simple user test uncover valuable insights, and we performed user testing with four (4) people over a video call and in person. We were able to see what the users were doing and how they interact with the product and our prototype.

USER TEST QUESTION

- What do users like and dislike in the flyairpeace.com?
 1. The website users do not like the website navigation pattern, they said that they are confused at times when they explore the website

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2. They complain about the colour selection of the website saying that it look so dull for such a big company
 3. They complain about the uneasy registration steps; the question is much.
 4. They complain about the page arrangement.
 5. They complain about the blog, saying that is not updated.
 6. They complain about the booking page saying that is always giving out error message.
 7. They complain about the homepage; saying that is not supposed to highlight everything as visible page.
 8. They talked about the grammatical error at the upper right corner of the page on the phone contact provided.
 9. The talked about the rearrangement of the entire page for proper navigation.
 10. They talked about putting google map on the page since it is an airplane company.
 11. The talked about flight classification and gallery update at the front page.
 12. They talked about designing a custom hotel booking page rather than "jumia" to avoid chasing away of their customer .etc
 13. They liked the slider at the homepage but also put more emphasis on page loading speed,
 14. They liked the air peace advantage but consider designing a separate page for it.
 15. The liked the copyright 2018 at front page but dislike 2017 copyright found in other page due to lack of update.

Below are the pictures highlighting the areas that the users dislike compared to what they know about the company.

[Tour Template](#)
[Air Peace](#)
[Career | Air Peace](#)
[Careers | Airpeace Group](#)
[Peace Advantage Register](#)

Secure | <https://flyairpeace.com/managebooking.php>


Click to call: 0706FLYAIRPEACE OR 0706 35924 773223

[Home](#)
[Manage My Booking](#)
[Peace Advantage](#)
[Book a Hotel](#)
[Gallery](#)
[About Us](#)
[Careers](#)

Home [Manage My Booking](#)

Manage My Booking

Username:

Booking Reference:

OK

Online Check-in

Vision

"Our vision is to be ever dependable through the creation of seamless connections and network options for our domestic, regional and international markets."

Mission

"To expand locations both domestically and beyond as the largest and most profitable airline company to achieve safe, efficient and affordable short and long haul services."

Useful Links

[Contact Us](#)
[Help Lines](#)
[Vision](#)
[Mission](#)

Who We Are


Connect With Us

[APL on Facebook](#)
[APL on Twitter](#)

Activate Windows
Go to PC settings to activate Windows.

[Flyairpeace Template](#)
[Air Peace](#)
[Career | Air Peace](#)
[Careers | Airpeace Group](#)
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Secure | <https://flyairpeace.com/peace-advantage-login.php>


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Home [Frequent Flyer](#) [Login](#)

Frequent Flyer Login

Membership No. or Email:

Password:

OK

[I forgot my Password](#)

Frequent Flyer Registration

New Members click the button below to register

[New Member](#)

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Explore amazing destinations with family and get an extra 20% off on your first booking with code DEST20. [BOOK NOW](#)

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https://travel.jumia.com/en-gb/flights?utm_source=referral&utm_medium=popup&utm_campaign=FLD015

[Flyairpeace Template](#) [Air Peace | About Us](#) [Career | Air Peace](#)

[Accra](#)
Kotoka International Airport, Accra.
+233 (0) 200627609

[Sokoto](#)
Gingira Coral Hotels, Sokoto Bypass, Sokoto

[Freetown](#)
No. 30 Siaka Stevens Street Across Bank Building, Freetown

[Dakar](#)
180, Avenue Lamine Guaye Centre Ville, Dakar

[Banjul](#)
103, Kanaba Avenue, Serrekunda Beside Petrogas Riling Station, Banjul

[Town Office Yola](#)
Duragi Hotels Limited, 5/7 Gibson Jale Way, Ameta Yola

[Town Office Kano](#)
Taher Guest Palace (Hotel), 4 Ibrahim Natsugune Road, Kano

Useful Links
[Contact Us](#)
[Peace Advantage](#)

Who We Are
[Help Lines](#)
[FAQs](#)
[Vision](#)
[Mission](#)

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[APL on Twitter](#)
[APL on Instagram](#)

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flyairpeace.com/about-us.php

Click to call: 0700FLYAIRPEACE OR 0700 35924 773223

Home Manage My Booking Peace Advantage Book a Hotel Gallery **About Us** Careers

Home About Us Contact Us

Head Office

25, Sobo Arobiodu Street GRA, Ikeja, Lagos.
 +234-814-540-9808 (Monday-Friday 9am to 5pm)
 info@flyairpeace.com
 +2349087263355 (Whatsapp Messages Only)

Abuja

Transcorp Hilton Branch, Maitama, Abuja, FCT.
 Air Peace Sales Desk at Silverbird Entertainment Center, Plot 1161, Memorial Drive, Central Business District, Abuja.

Owerri

Fullmoon Hotel, Akanchawa Road, New Owam, Owerri.

Port Harcourt

55B, Old Aba Road, Behind SHANDEES Romuobiakani, Port Harcourt.

Need Help?

Click to call: 0700FLYAIRPEACE OR +234-700-359-24773223
 callcenter@flyairpeace.com
Customer Care Hours
 Monday to Sunday: 6am - 9pm

Enugu

Reecorps Hotels, #5/5 Byrnn Onyesima Close, Off Chima Avenue, New Haven, Enugu.

Uyo

STONES & FURNITURE HOUSE, NO. 286 ORON ROAD, BY 4 LINE JUNCTION, UYO.

Akure

Akure Shoprite (Akure Mall), Akure

Accra

Sokoto

Lekki

Private Windows
 Fidelity Bank Plc Block AB Plot 28
 Suburbs Wuse 1 Area Phase 1, Lagos

8:17 AM 18/10/2018

flyairpeace.com/vision.php

Click to call: 0700FLYAIRPEACE OR 0700 35924 773223

Home Manage My Booking Peace Advantage Book a Hotel Gallery **About Us** Careers

Home About Us Vision

Vision
Contact Us
Safety

Vision

"Our vision is to be ever dependable through the creation of seamless connections and network options for our domestic, regional and international markets."

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"To expand locations both domestically and beyond as the largest and most profitable airline company to achieve safe, efficient and affordable short and long haul services."

Useful Links

- Contact Us
- Help Lines
- Peace Advantage
- FAQs

Who We Are

- Vision
- Mission

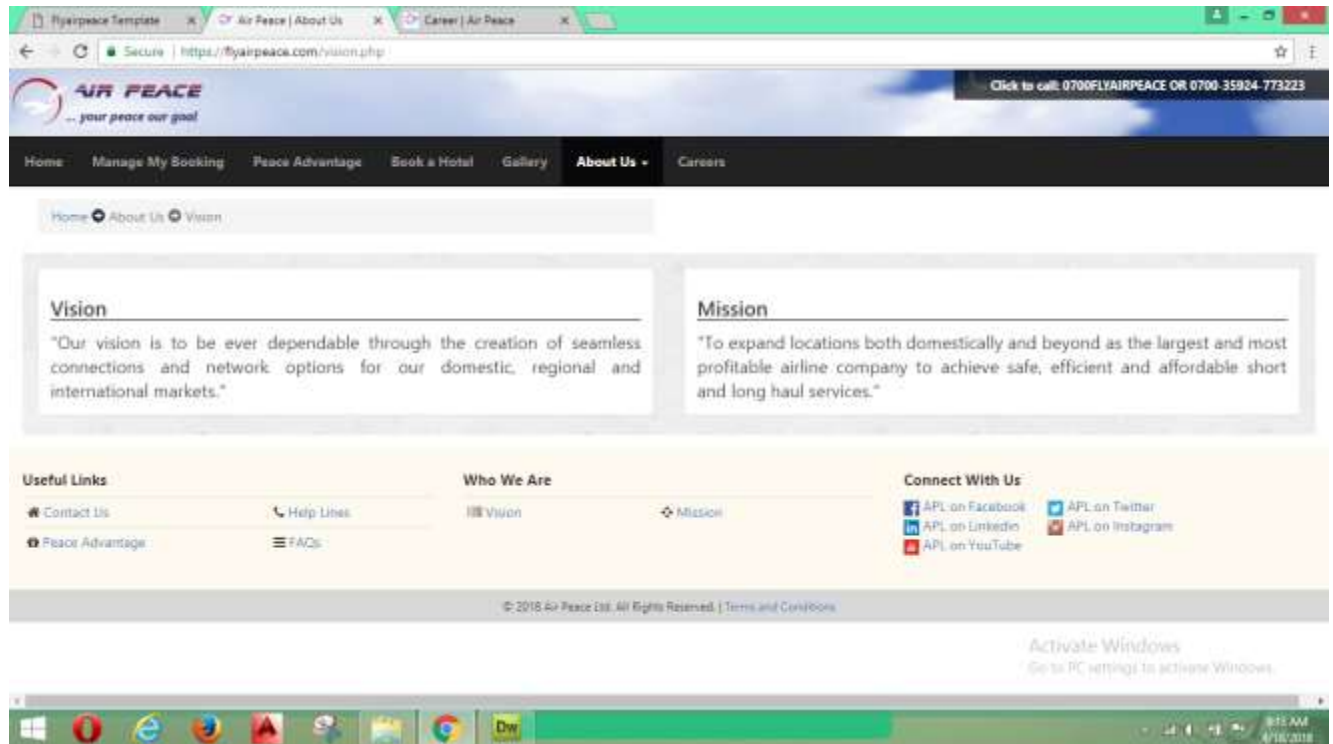
Connect With Us

- APL on Facebook
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- APL on Twitter
- APL on Instagram

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Activate Windows
Go to PC settings to activate Windows.

8:17 AM 18/10/2018



- **What would they like to improve?**

1. They would like to see a social media signup and login for all their registration and login as alternative
2. They would consider seeing only button for social media and not its Api
3. They would consider choosing an attractive colour for the pages.
4. They would like the page to boot very fast as well as see a very well arranged Homepage.
5. They love to hear the latest news of tours and achievements by the company.
6. They would prefer customer designed reservation/hotel/car booking or renting page.
7. They would love to see pictures and maps of the destination of their choice,(google map).
8. They would love to contact air peace through form filling.
9. They would want they to make their site very simple in understanding and navigation

- **What features did they want?**

1. They want push notification
2. Social plugin
3. Chat Bot

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4. Live chat
 5. Email notification
 6. E-commerce
 7. Blogging
 8. Sharing
 9. Good booking features

- **Does the solution meet their needs overall?**

At this stage, we designed a wireframe as well as a prototype/template that solves all their problems above.

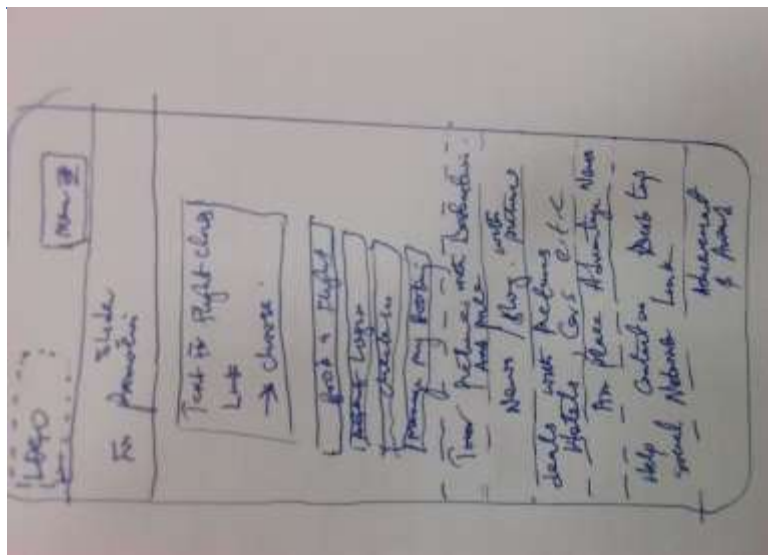
- **How would they describe the product (prototype)?**

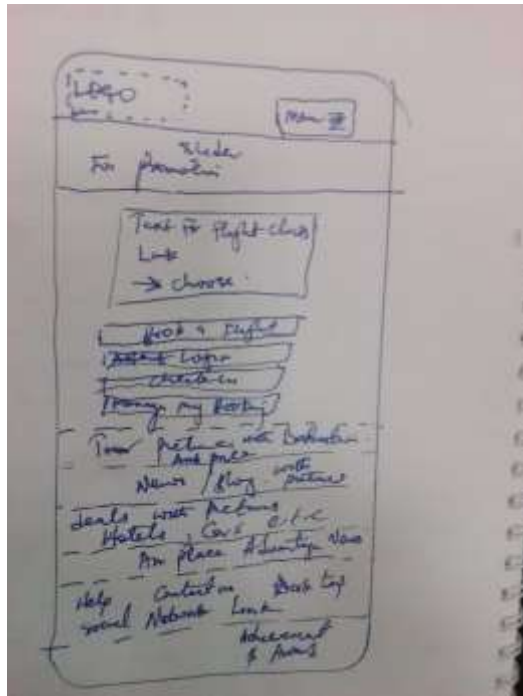
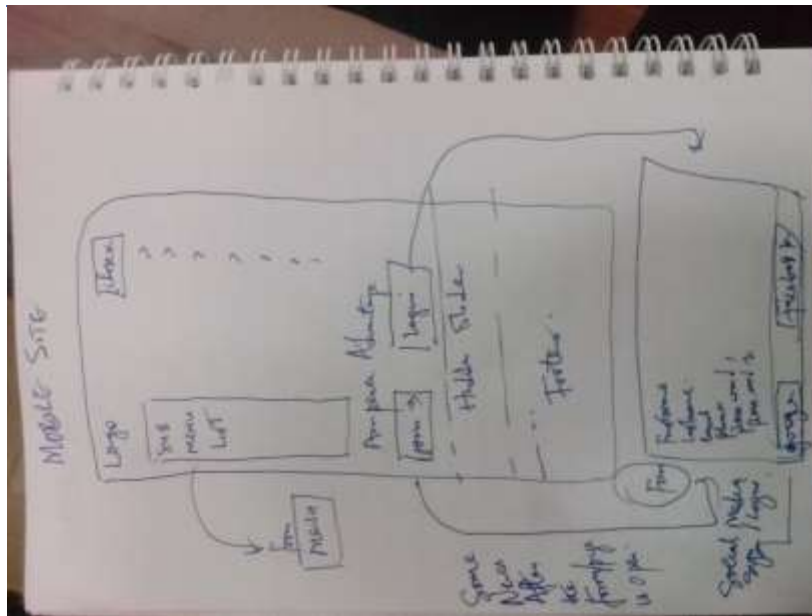
They would describe www.flyairpeace.com (our designed prototype) as an airline company website where you can book flight, get discount on flight booking, search and pay for hotel reservation, read the latest news about the company and products, find available flight, chat, register for many company benefits, get email and gallery updates and contact support whenever needed.

IDEATION

I started sketching out my solution on papers in order to make the necessary design adjustment based on the information gotten from our users including the change of icons and images. I was focused on solving the navigation problems and adding the features that the users needed. As stated above.

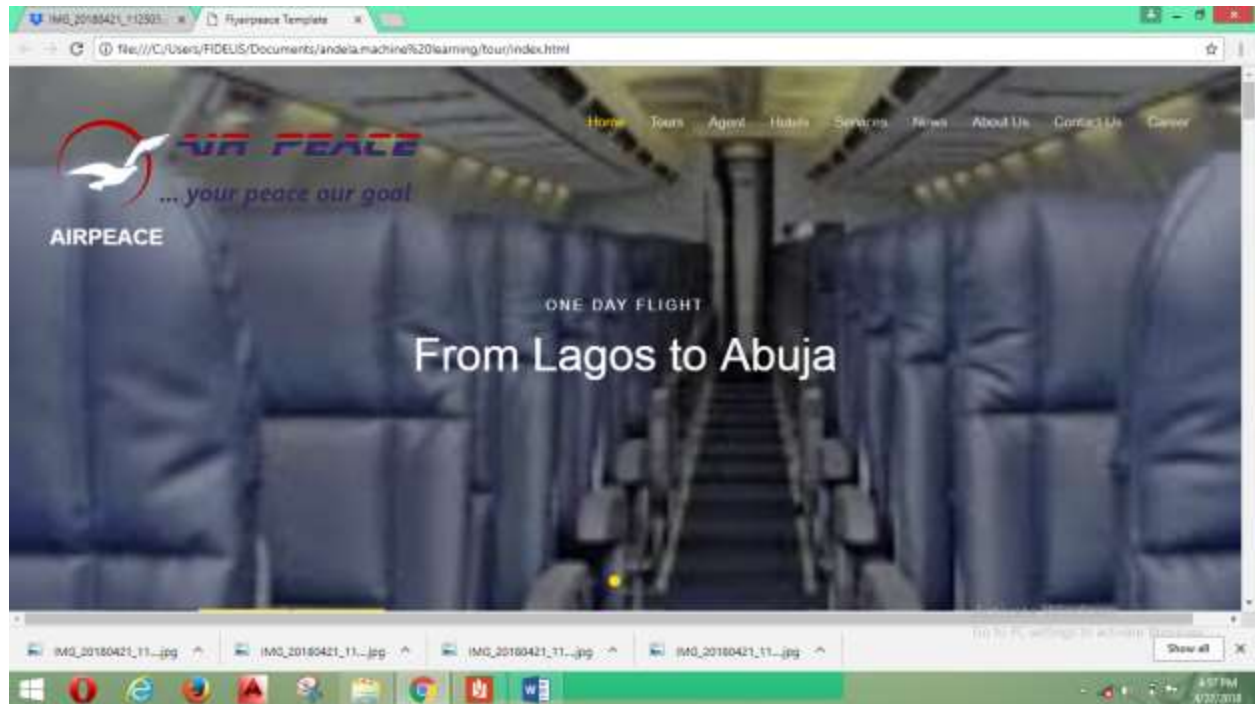
Below are some of the sketches using ideas gotten from similar website like www.virginatlantic.com. Both for the desktop and mobile website.



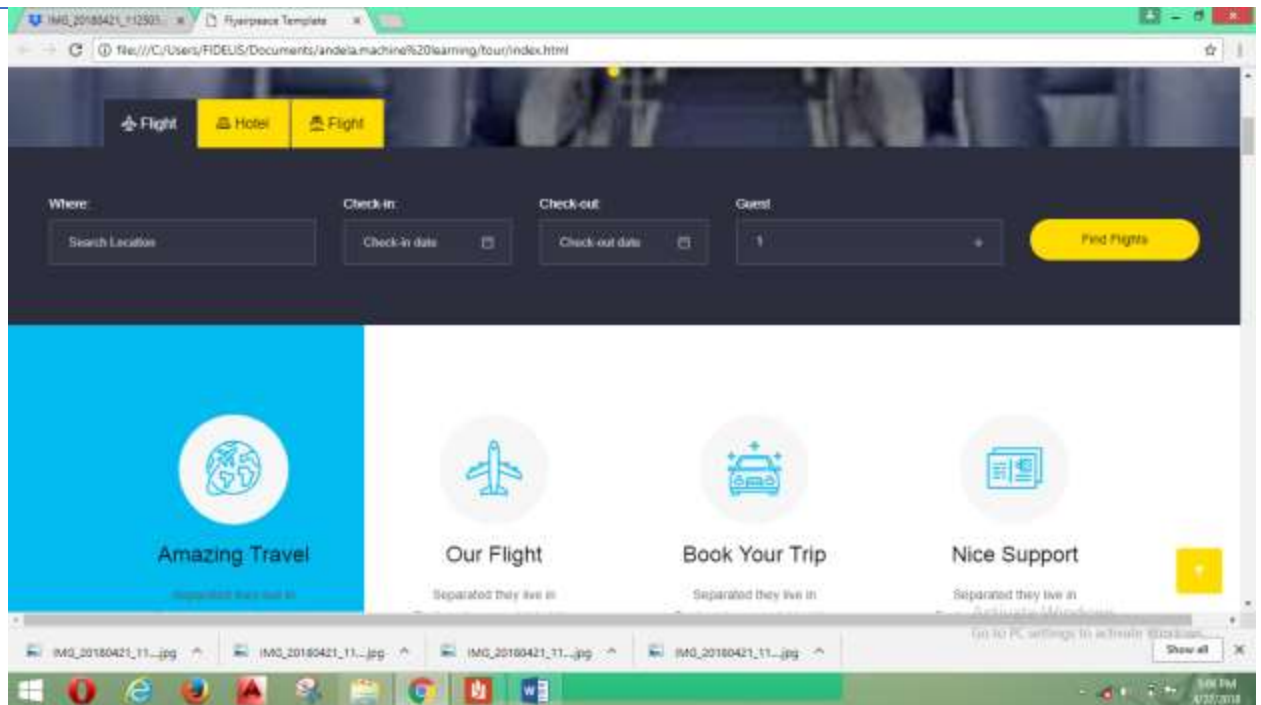


DESIGN SOLUTION/PROTOTYPING

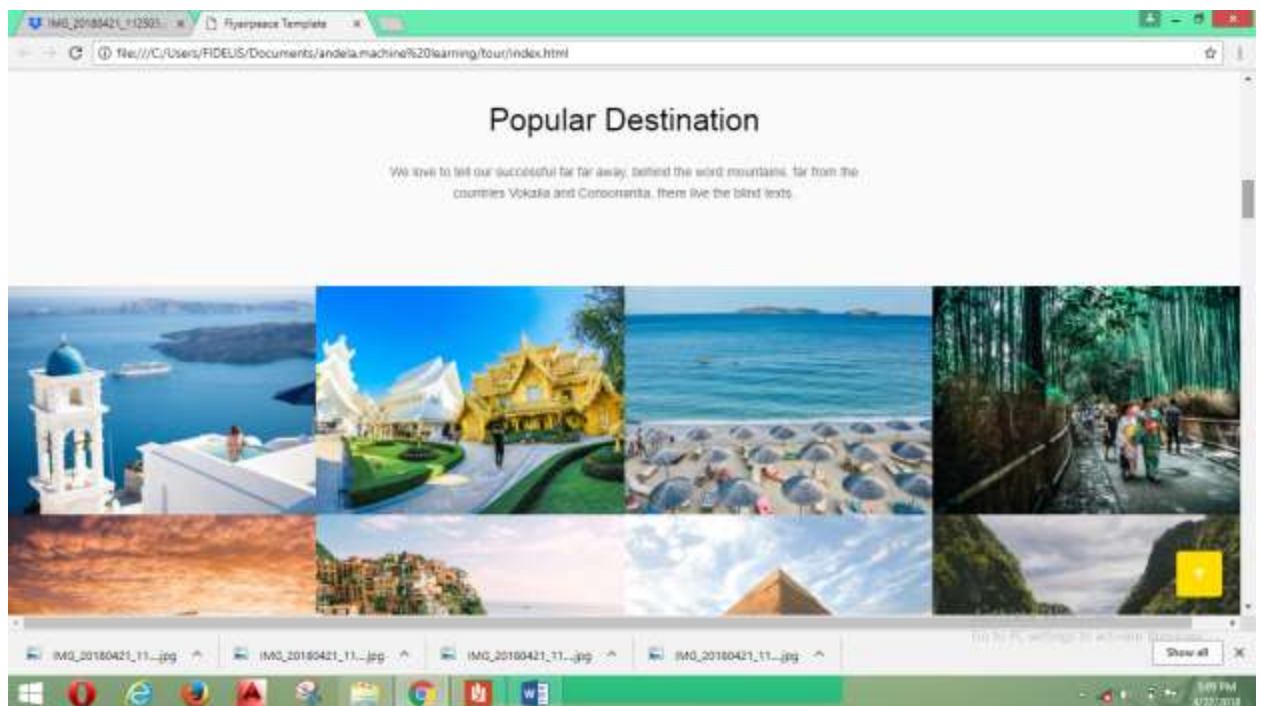
1. I worked on the home screen through redesigning using Adobe dream weaver. First, edited air peace website using Mozilla firefox dev page. I was able to save all the files pertaining to their website for a proper cronig.
2. I inserted their logo as well as change the background colour of the header as requested.
3. I changed the menu style and put some additional features such as ; "Agent" for login and sign up, "contact us, Hotels, News, Tours, Services, and Career"



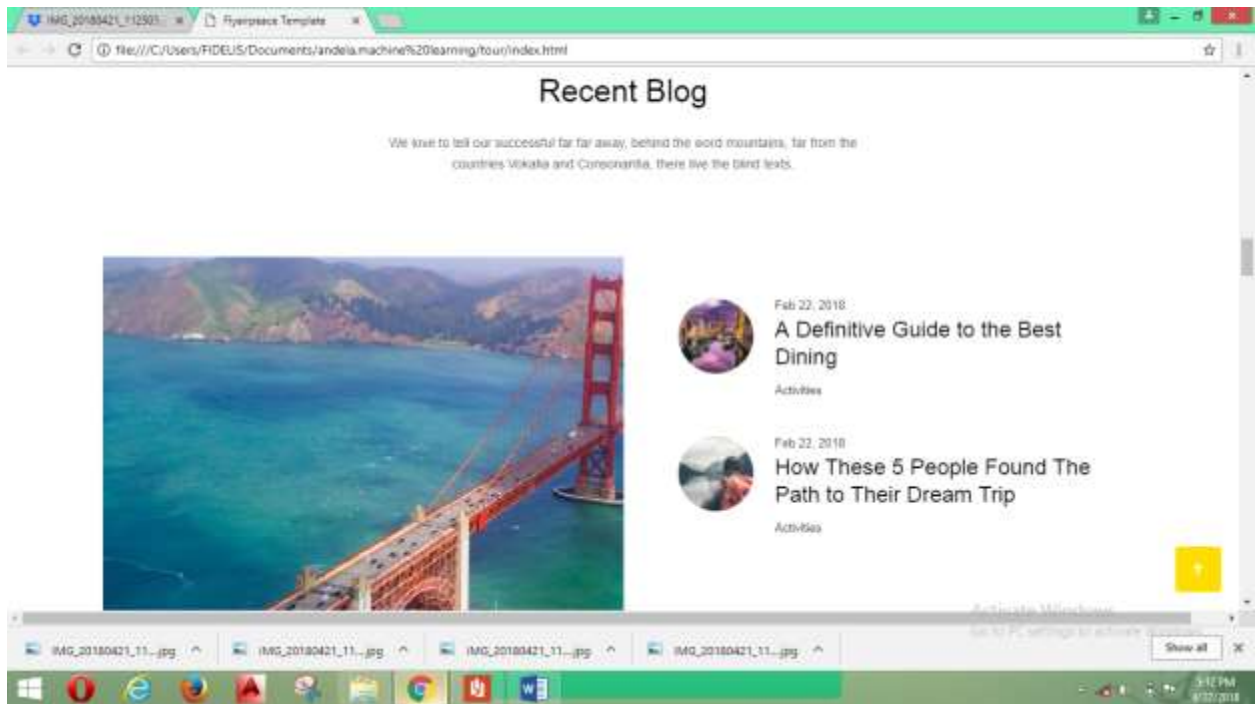
4. I added a new slide to make it look beautiful and charming.
5. I also added some other information on more slider (three in number).
6. I created a separate button as seen below for flight booking attached to the navigation bar of the header for easy flight booking.
7. I design the flight searching bar and button for available flight notification.



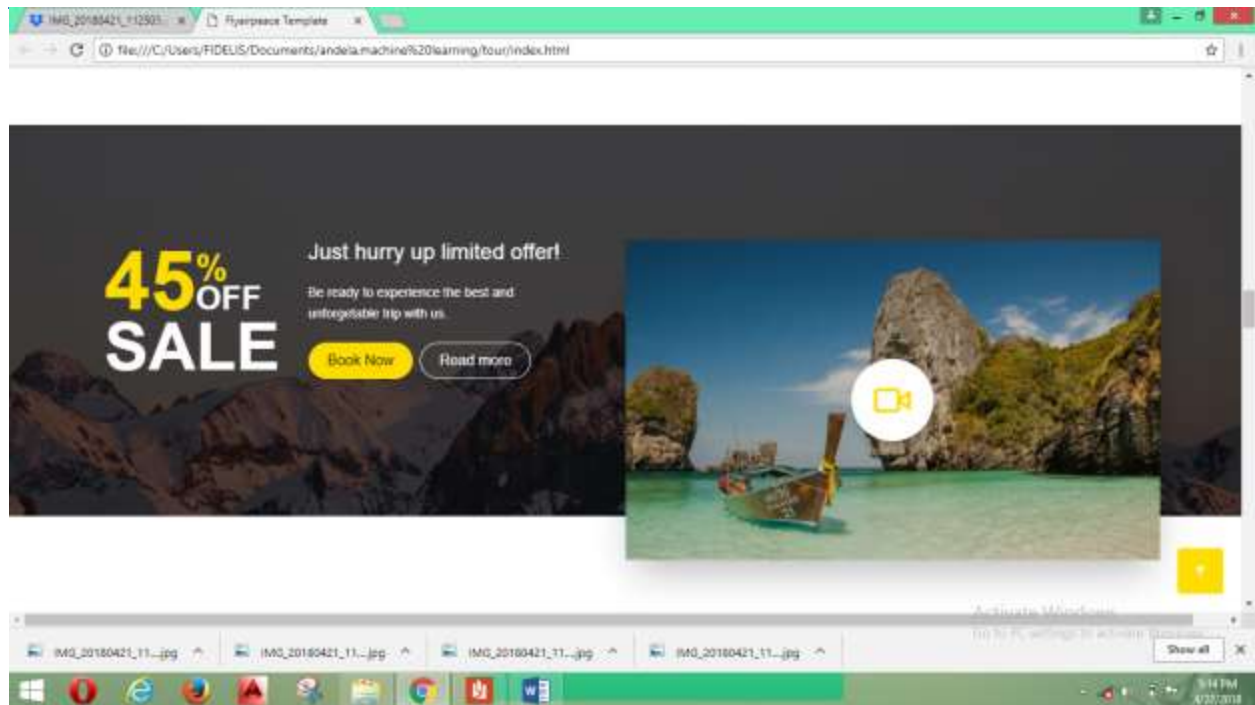
8. I added many nice images for user look up and noticing of their popular destination . note; all this images have links to other pages for location /destination details.



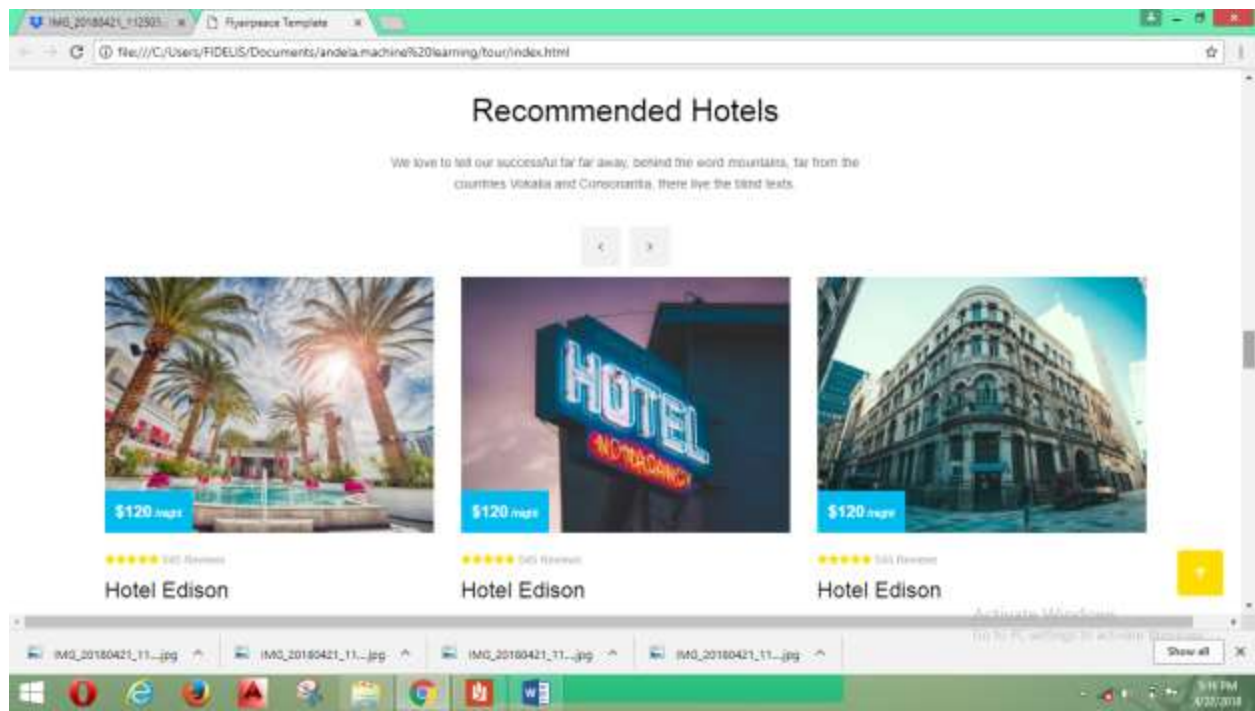
-
9. I created on a separate navigation bar a link to the company blogs and news using linked images.



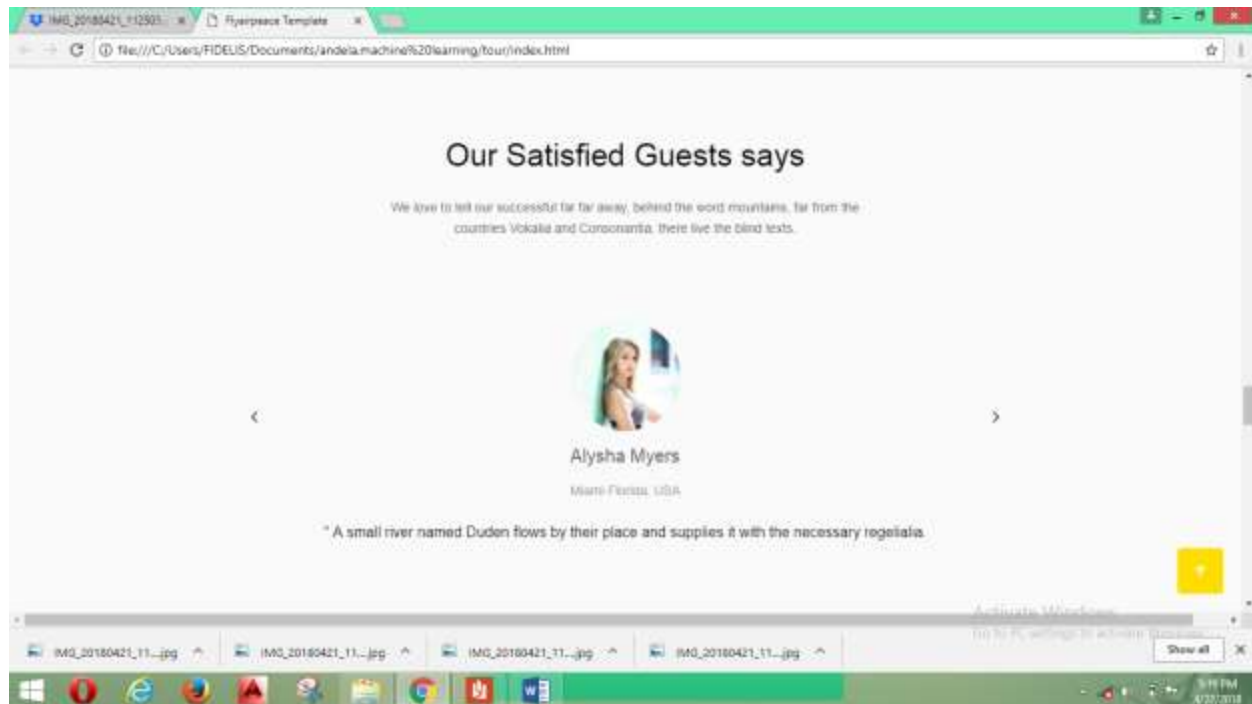
10. I created and design a promotion section which will also make the user to come anytime to the website (pain killer) and recent promotion advert video.
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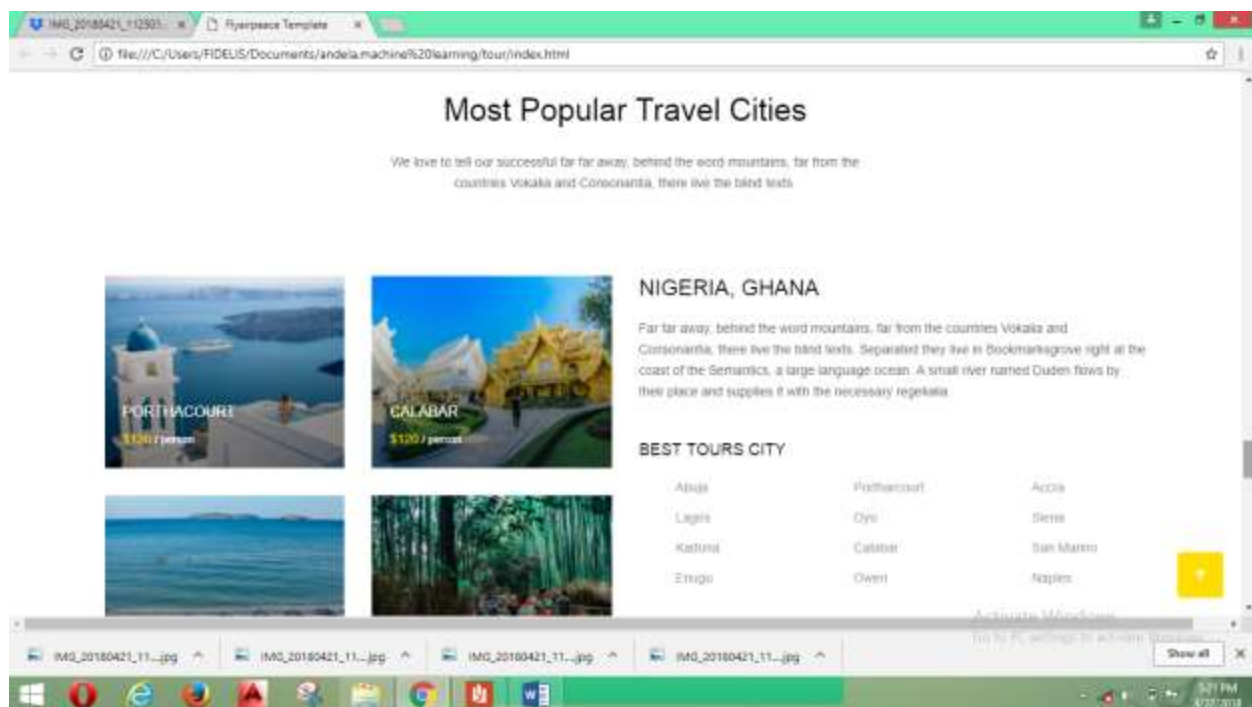
11. I added on the homepage a hotel recommendation script and design, enabling the users to easily find their choice of hotel and easily pay in advance through paystack.com when clicked.



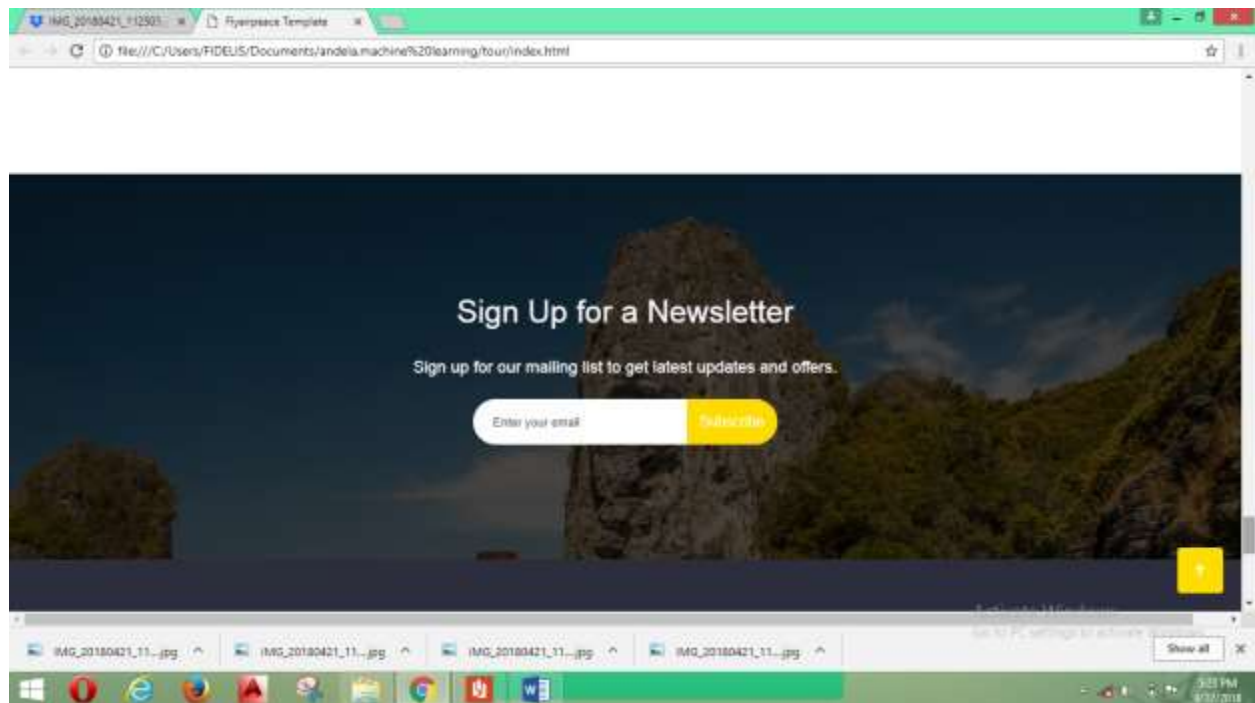
12. This navigation bar enable other new users to see what old users are testifying about flying with airpeace company.



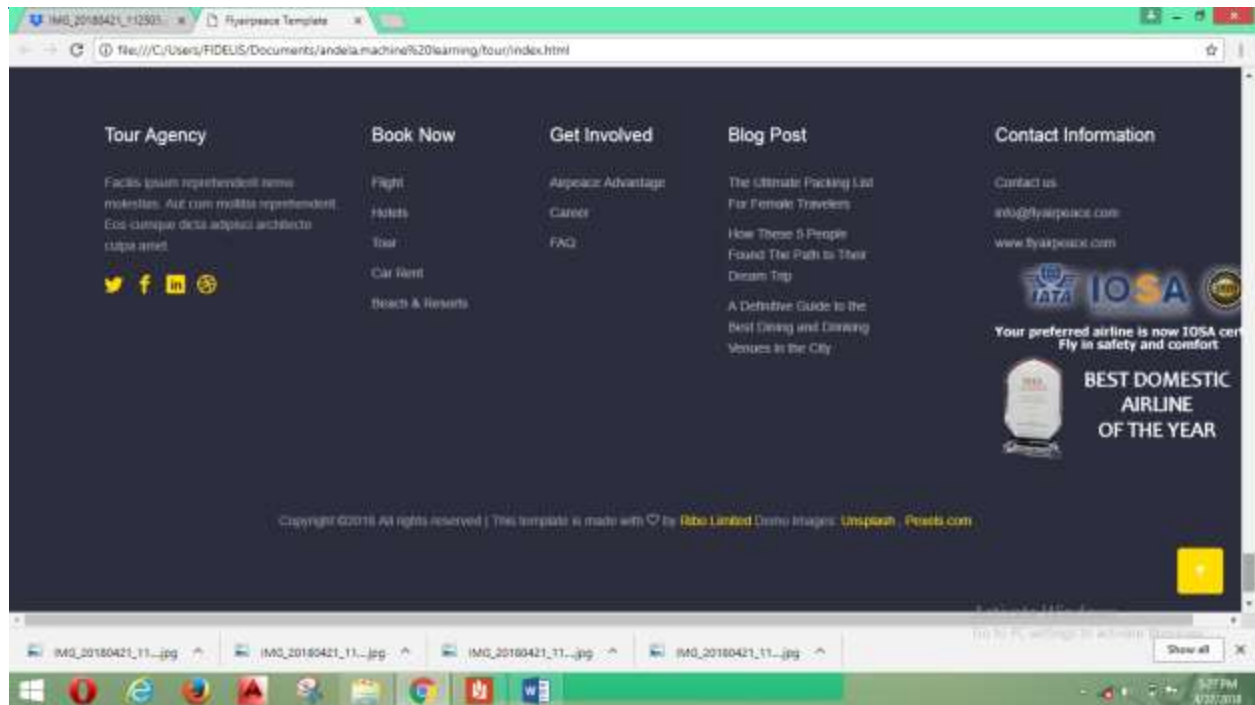
13. This section of the homescreen enable users to identify the cities and countries that one can travel with airpeace flight. more detail as you click on the test and images.



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14. I added the new letter page so as to enable our users to received articles, news and promotion advert direct to their email so as to be updated and be involved in whatever that is happening in the company.



15. I redesign the footer as bellow by adding many necessary information like airpeace advantage, FAQ, contact us and awards. For easy navigation and avoidance of confusion in navigating.
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VALIDATION

I tested the above prototype with three new users which involved navigation and comprehension testing so as to make sure that our users continue to comeback to the website each they to get an information regarding their flight booking, promotion and discounts. Having done this, the users were amazed at the design.

For more information on the app , visit my
github page @ [achuga200/fap.github.io](https://github.com/achuga200/fap)
