



HOPPER

Hopper Flight App Proposal

HOPPING TEAM TASKS

ANH MAI

- RESEARCH
- CONTENT STRATEGY
- COMPETITIVE ANALYSIS
- PERSONA
- UI DESIGN
- PAPER PROTOTYPE - FLIGHT PAGE
- WIREFRAME - FLIGHT PAGE
- PROTOTYPING
- USABILITY TESTING
- STYLE GUIDE
- CASE STUDY DOCUMENTATION
- LAYOUT DESIGN
- UX DESIGN

ELIZABETH GANGSTAD

- RESEARCH
- CONTENT STRATEGY
- COMPETITIVE ANALYSIS
- USER PERSONA
- PAPER PROTOTYPE - HOME PAGE
- WIREFRAME - HOME PAGE
- PROTOTYPING
- USABILITY TESTING
- INTRODUCTION PARAGRAPH

CARLOS AVILA

- RESEARCH
- COMPETITIVE ANALYSIS
- USER SCENARIO
- PAPER PROTOTYPE - PAYMENT PAGE
- WIREFRAME - PAYMENT PAGE
- USABILITY TESTING
- FLOW CHART
- XD PROTOTYPING

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01. CLIENT & PRODUCTS

Who Is The Client?

Client & Product

Who is our client?

Hopper is based in Montreal, QC, and Cambridge, MA. Hopper is a new kind of travel company that is reinventing the way people plan to travel and books flights by leveraging the power of mobile conversation and big data in the form of trillions of flight prices.

Today, Hopper is one of the fastest growing travel apps ever, with over 10 million installs since 2015.

Why did we choose Hopper?

Their existing mobile site app is good but it is missing some of the basic information that is should be given immediately.

A more user-friendly revision of their app will serve as a demonstration of Hopper's excellent ticket options and care about their customers.



Client & Product

What type of mobile experience?

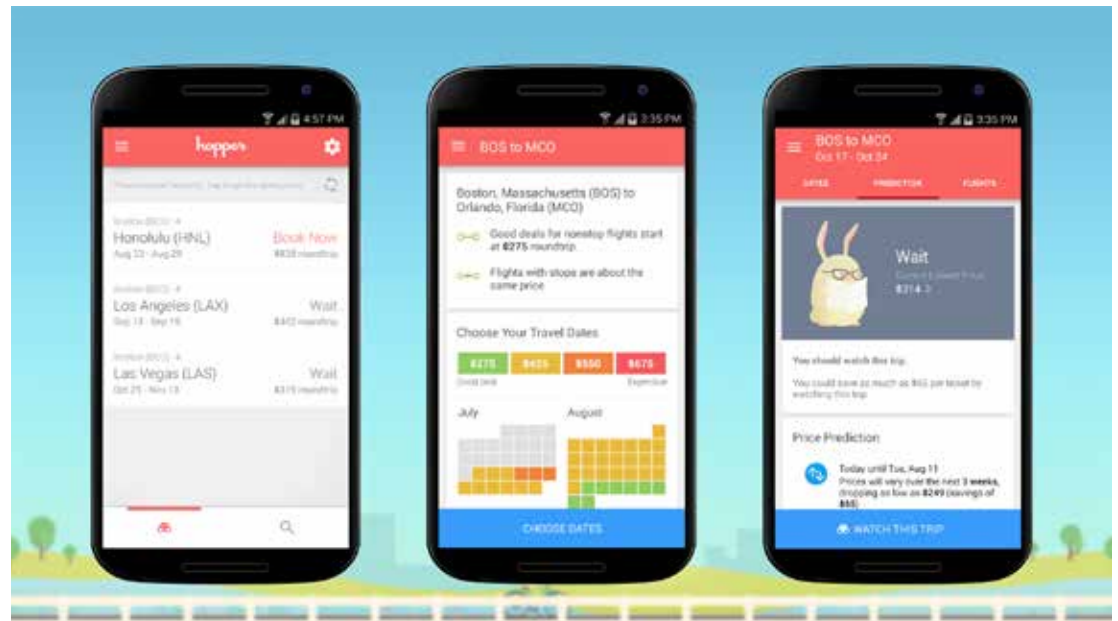
We decided to design around Android's capabilities and conventions to give users the best experience.

Our team decided to improve some features that will help their customers access the app anywhere and anytime.

Having this app re-design would not only allow customers search for the future flight, it also allows customers to keep track on every step they make without any confusion.

Target Audiences

Aged 19 - 55
Traveler
Students
Businessman



Our Task and Goals

Our goal is to design an app version including multiple features that will help either existing and potential customer who are not have much time to spend on flight shopping.

02. CONTENT STRATEGY

What Does It Do?

Content Strategy

This mobile app will focus on purchasing flight by entering customer information. Included in the first page, the customer will enter their departure and destination, round or one-way trip, date and time of flight, and number of travelers. The second page will contain tabs to aid in the search of the flight by, price, departure times, arrival times, and the number of stops.

The customer will add their personal information, such as if any assistance is required, legal name, birthday, gender, or known traveler number. The customer then will go to the forth page and enter their card information to purchase their flight.

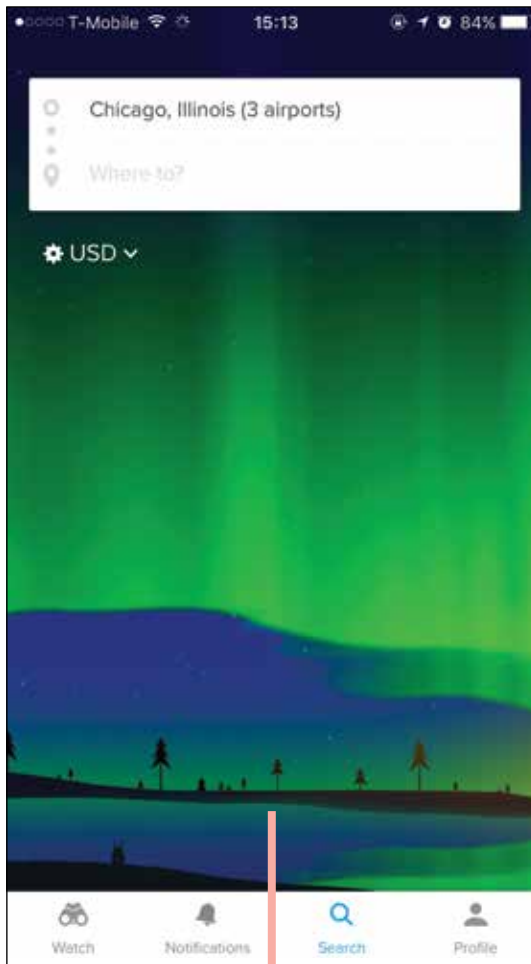
In order to enhance the Hopper app, we researched competitor apps, such as Skiplagged, Kayak, Orbit, and Skyscanner, comparing each to adapt features that would work best for the updated app. We will focus on simplifying and containing the sections of information to one page each.



That will help the user navigate through the app without overwhelming the customer with too much information. Equally important, simplifying the information will make time spent searching for the right flight effortless and straightforward. We are eliminating the clutter of information throughout the flight and payment pages, creating the tabs on the flight page to better the search experience.

Content Strategy

Landing Page

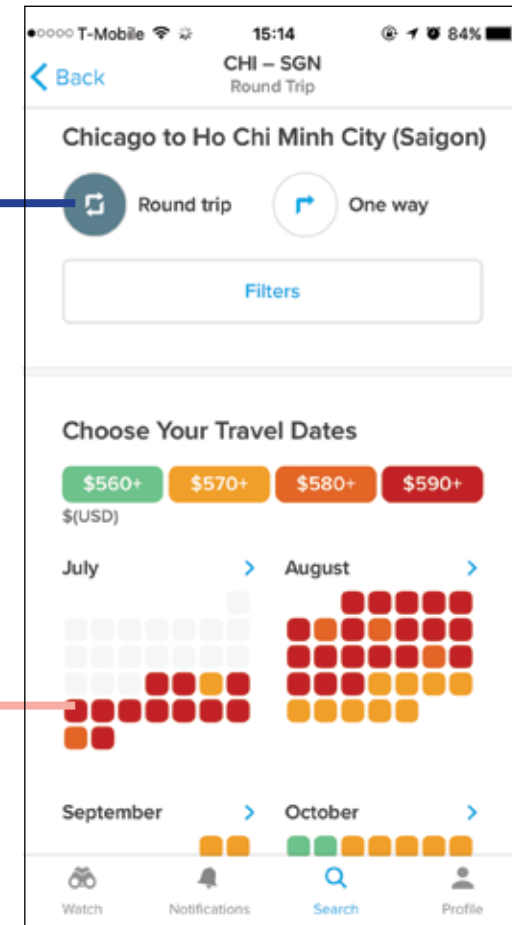


First opening page

Flight Page

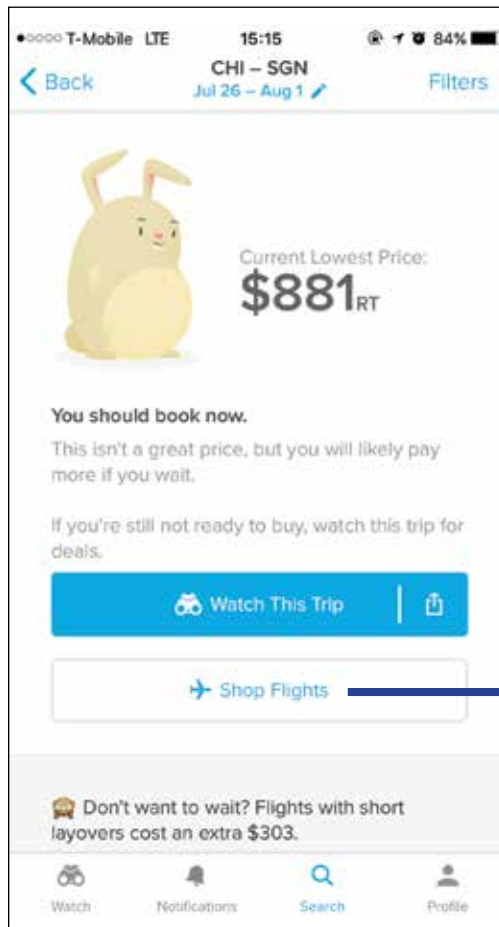
Flight form

Date travel

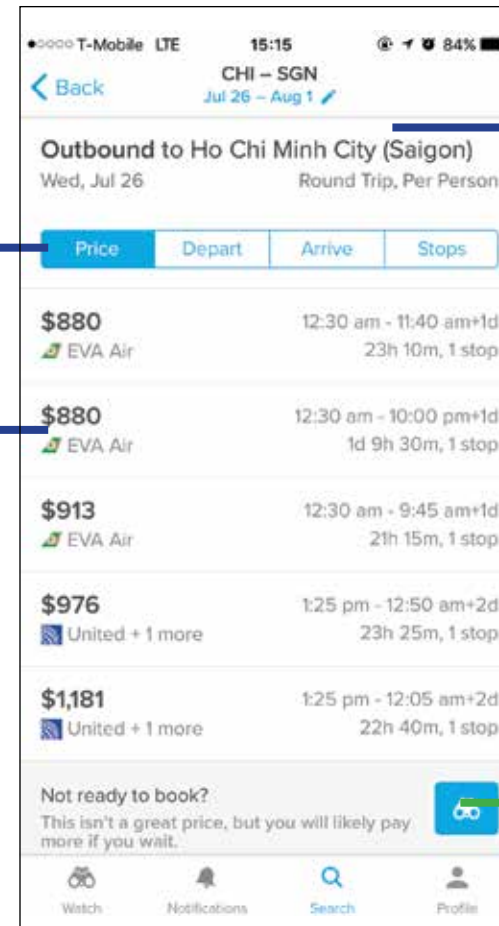


Content Strategy

Price Page



Result Page



Multi page results

Price details

Trip summary

Interactive button

Extra icons

- Included (with change needed)
- Included
- Excluded

03. PROPOSED MOBILE APPROACH

What Does It Do?

Proposed Mobile Approach

Hopper app has plenty of potential to develop as well as improving interoperability with customers. Due to the customer feedback we collected, we realize there are many functions that need to be changed as well as a few that can be kept.

For instance, simplifying the “call to action” button and flight information would be a good idea to improve the app and removing the cluttered financial information makes the customer less confused.

We would like to simplify how new customers find information about the flights by adding different tabs, such as searching by price, departure time, destination time, and the number of stops a flight will have.

Since a successful user experience is our goal, we will focus on helping loyal customers look for flight information or review their information before obtaining the final results.



04. COMPETITIVE ANALYSIS

Who Else Does It?

Competitive Analysis

Skiplagged



Navigation Bar On Top

Highlighted Current Section

Information Filter

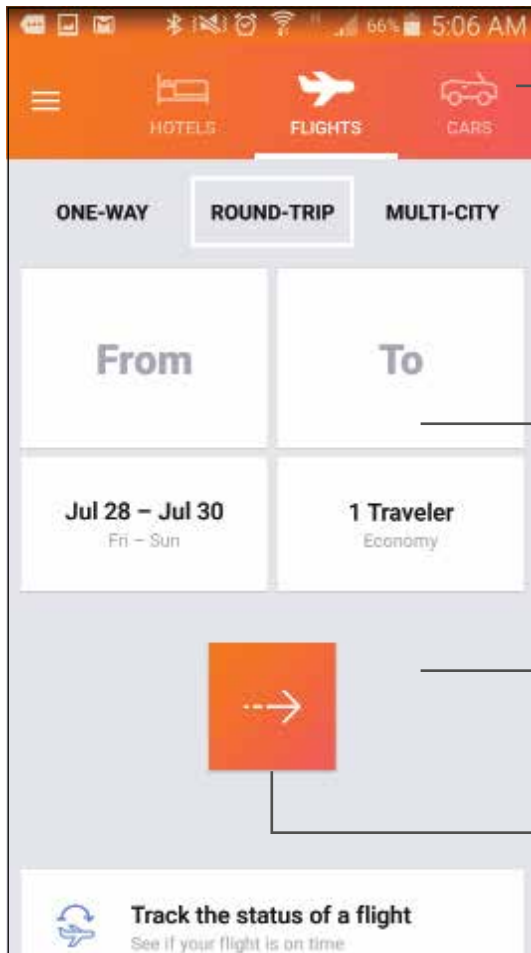
Highlighted Important Information

Photo Display With Statistic



Competitive Analysis

Kayak

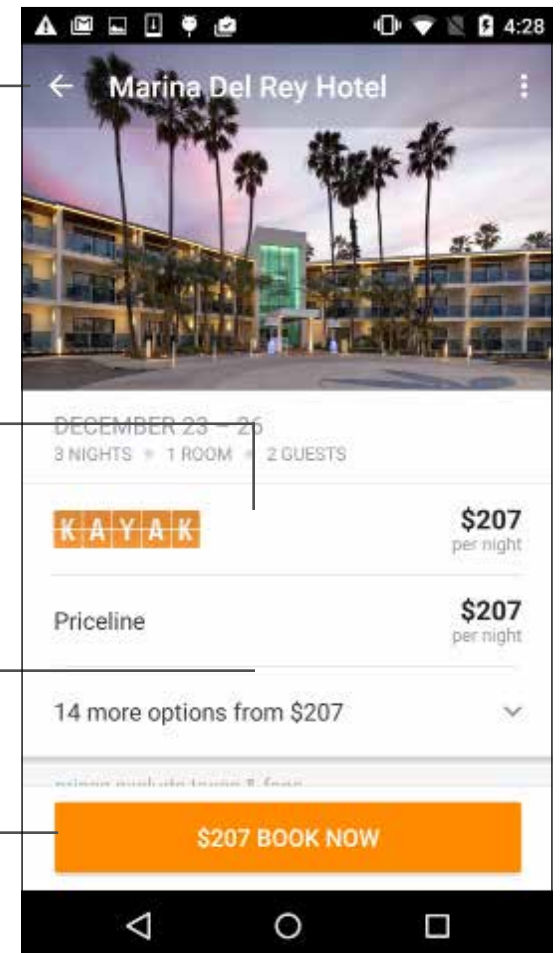


Gradient To Create Contrast
Between Information And Images

Grid System

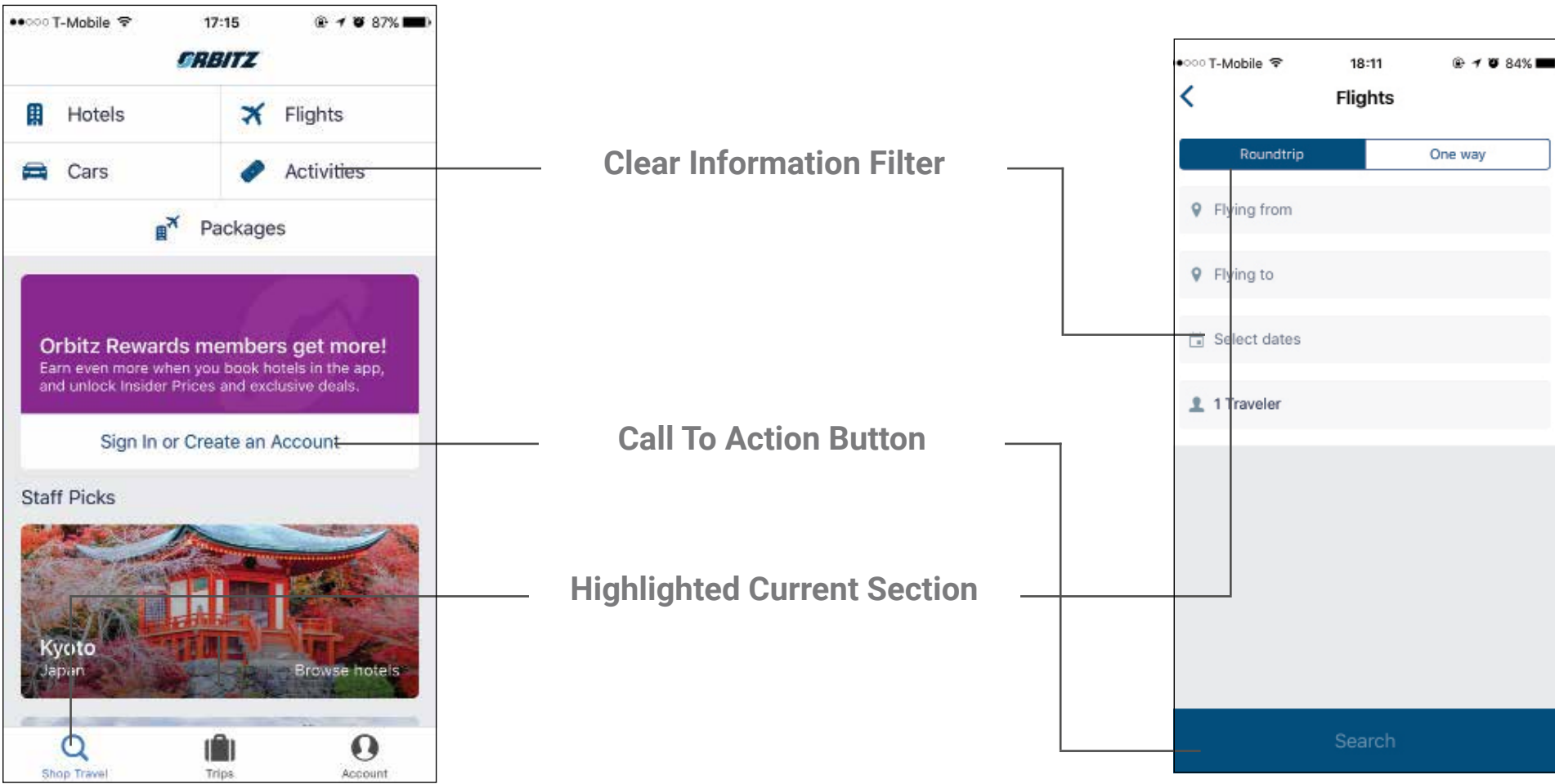
Clean Design

Highlighted Button



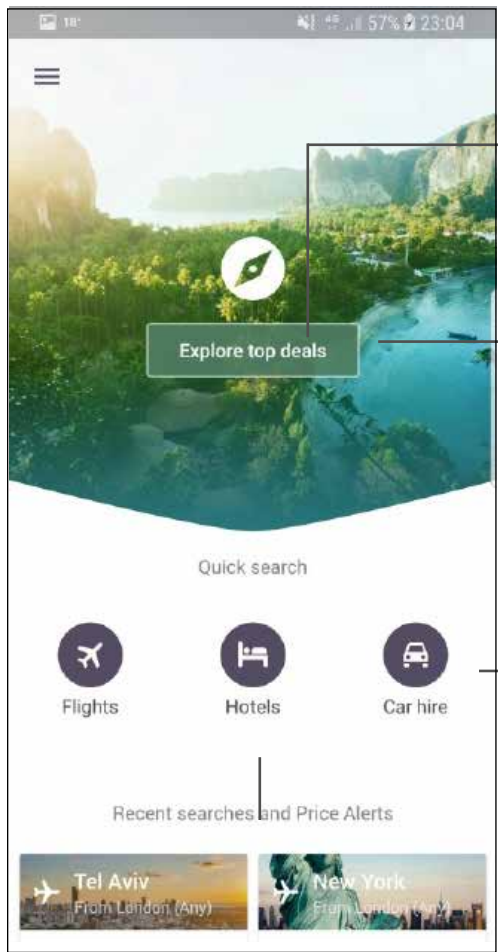
Competitive Analysis

Orbitz



Competitive Analysis

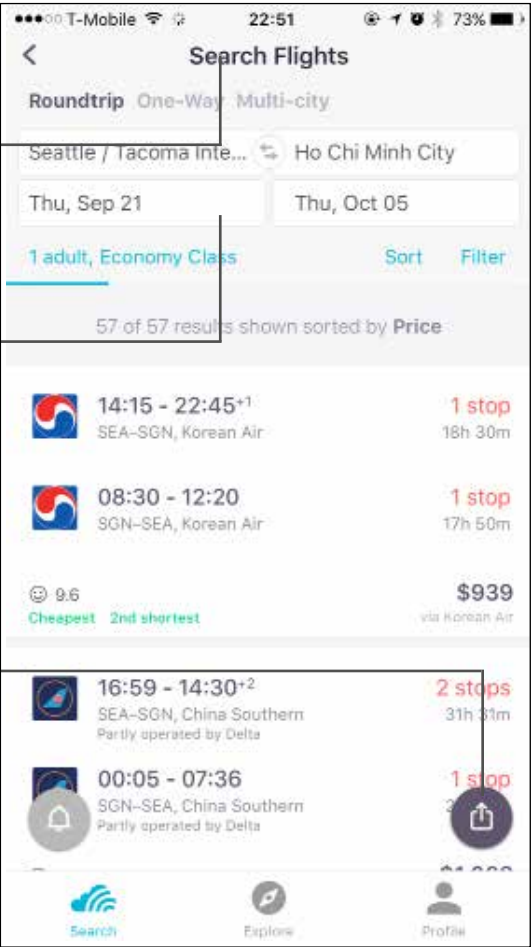
Skyscanner



Bold Text

Rectangle Box For Information Display

Big Circle Icon



Competitive Analysis

FEATURES TO ADOPT

- **Icon Hierarchy**

To adapt from text to icons buttons will draw the user in with a cleaner and easier the look.

- **Multiflight result**

Incorporating tabs to make searching easier based on the user's need, such as by lowest price, time, and whether the flight is non-stop.

- **Review pages**

To have user fully understand what they are purchasing before buying to prevent future issues.

- **Highlight color**

Highlighting the color of tabs, or icon in use will make the user understand where they are in the app making usability easier

- **Call to action button**

Enhance the look of the button and interface to get the user to understand what the next step is going to be.

- **Simple navigation bar**

Cleaner navigation bar for the user to be aware of where they are in the app.

FEATURES TO AVOID

- **Long description**

Long descriptions in small areas cause confusion and lead to errors and frustration with the user.

- **Contrasting Background color**

The background needs to compliment the icons and features we will highlight.

- **Complex filters system**

Too much information compiled into a small area without proper padding will overwhelm the user

Competitive Analysis

PAGE HIERARCHY

Navigation Bar

- Watch
- Notification
- Search
- Trip

Flight option

- Price
- Depart
- Arrive
- Stop
- Checked Bag

New User

- Add new traveler
- New User Form
-

Flight Search

- Departure
- Destination
- Flight form (One way/
Roundtrip)
- Date
- Traveler
- Search

Existing User

- Sign in

Payment

- Add / Update Card
- Card Type
- Payment Summary
- Submit Payment
- Confirmation

05. HEURISTIC ASSESSMENT

How do we do a heuristic evaluation?

Heuristic Assessment

Visibility of system status

- Highlighted "call action buttons" such as shop flight.
- Clean and Simple navigation bar for each category to guide customer throughout the app

Match between system and the real world

- On the homepage, the information provided lacks of essential information that makes hard to search for the ticket.
- The text hierarchy need to improve to create a consistency

User control and freedom

- Refining control buttons such as back and search ticket
- Refining flight results
- Providing sub-category for extra information

Consistency and standards

Design style is inconsistency

- Inconsistency buttons style
- Inconsistency statistic display
- Inconsistency color scheme between title and text

Heuristic Assessment

Error prevention

- On the homepage, there is no review button
- Confirmation message pop-up before purchasing

Recognition rather than recall

- When searching for flight, includes "trip summary" on the top for reviewing

Flexibility and efficiency of use

- Providing features to review and edit entered information
- Add pop up window
- Minimal searching steps

Aesthetic and minimalist design

- Linking result page
- Reduce useless data and placed them inside sub-category

Help users recognize, diagnose and recover from errors

- Error message along with help link
- Warning color scheme if needed

Help and documentation

- Help" link with "?" sign
- Providing contact information to search for help

06. USER SCENARIO AND PATHS

Who Uses It?

How Do They Use It?

User Persona



Mia Wilson

20, Female
Student
Single
Portland, OR

Mia studies Asian and Middle Eastern Studies at Dartmouth College. Being a student, Mia doesn't have a big budget but is looking forward to studying abroad.

Mia is looking for the cheapest flight to her current foreign study program in Hyderabad, India. While shopping around online and the best app, she came across Hopper and found the best and cheapest deal.

Goals:

- Looking for the best deal for her student budget
- To gain knowledge of the world around her to grow in her Degree.

User Persona



Vu Pham

26, Male
Software Engineer
Redmond, WA
In a relationship

Vu has been working in the software engineer industry for six years. As a key member of a team, Vu is responsible for attending the company conferences in various places and go on for a business trip to build a teamwork with his colleagues.

He usually looks online and buy his flight tickets through Hopper app for its affordable prices although the app sometimes is a bit complicated to navigate.

Goals:

- Wants to buy a ticket more efficiently
- Introducing a good flight shopping experience to his colleagues.

User Persona



Grant Harrison

56, Male
Life Coach, Entrepreneur
Newly Divorced (Single)
New York

As a new and proud divorcee. This Thrill seeking, Multi-millionaire dollar Bachelor when not traveling the world, searching for the love of life. Travels around the world as a motivational speaker helping millions.

His beginning was a humbling one that taught him the importance of saving your money. In continuing to live frugal in some cases, saving a money on a plane ticket is necessary.

Goals:

- Looking for an app that helps find the best plane ticket deals.
- Updated in and when tickets may go on sale, as well as when they rise.

User Scenario



Mia is looking for a foreign study program in Hyderabad, India.



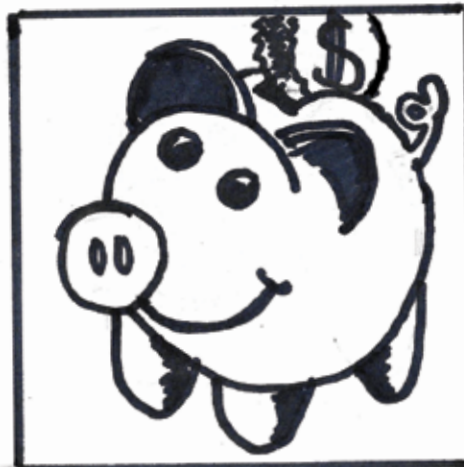
She has a pounding headache because her finances don't support her and she must spend money wisely.



She found "Hopper" app by searching "cheap flight ticket" on google.



Hopper gives her a deal that nearly saves her \$100 compared to other flight apps.



She loves it because now she has extra money to spend on other things she may want/need.

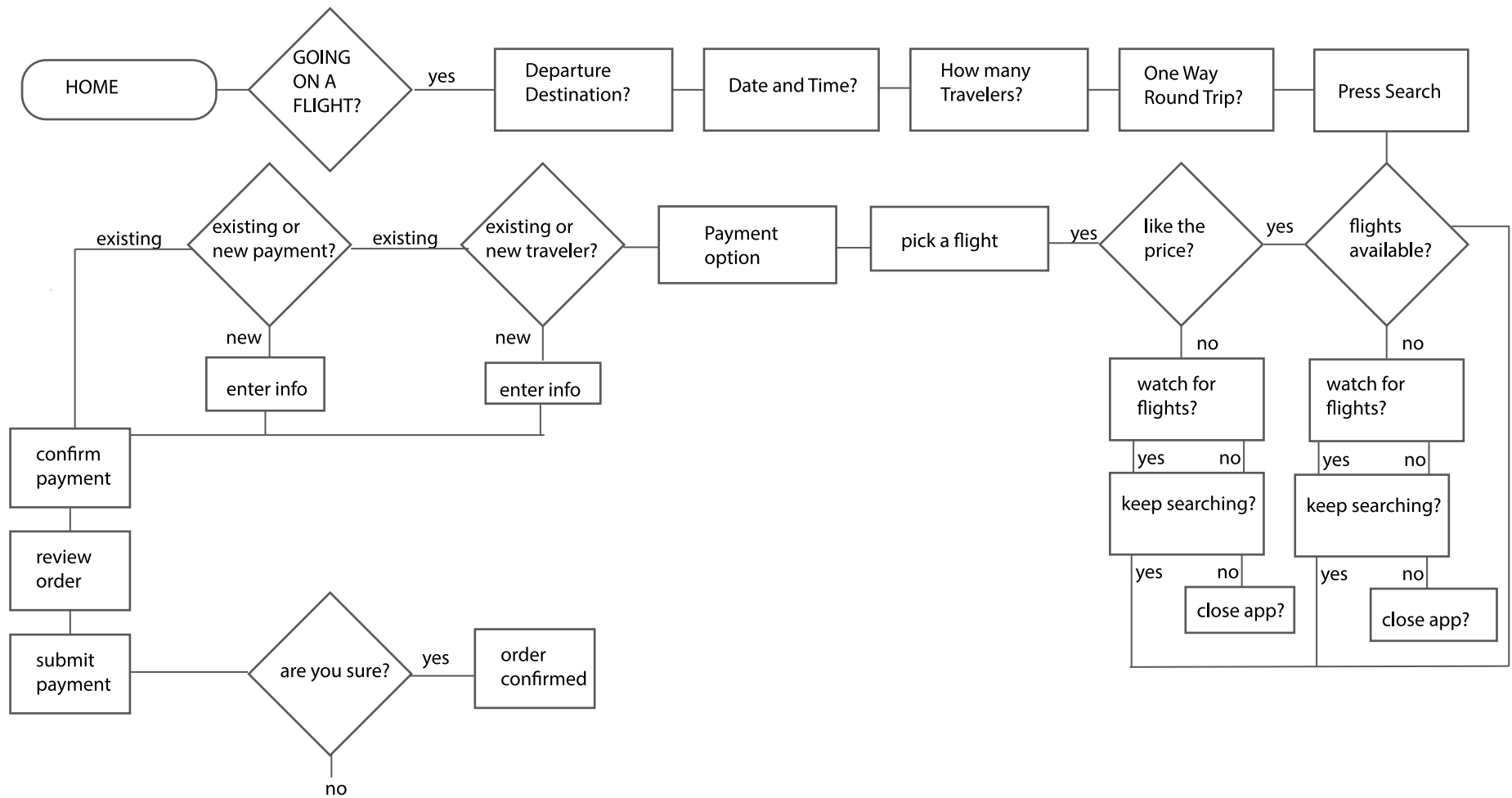


Being able to find a cheap plane ticket, she now gets to go to India and maybe even meet the love of her life.

07. FLOW CHART #1

The First Idea Of How The Page Looks

Flow Chart #1



08. PAPER PROTOTYPING AND LOW FIDELITY

Where Did It Begins?

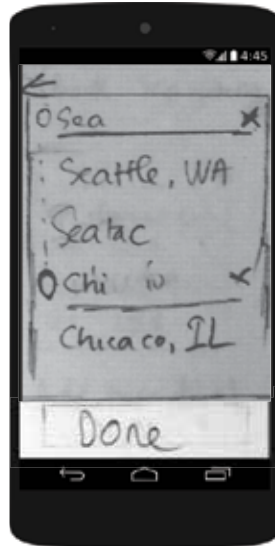
What Needs To Change?

Paper Prototyping and Low Fidelity Mockup

Concept Sketches HOME PAGE



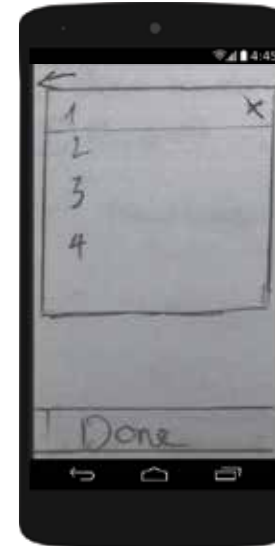
First Page (Home)



Departure and
Destination page



Date Option Page

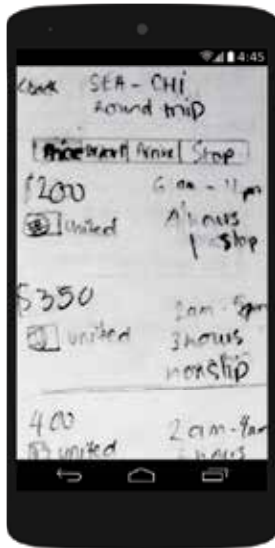


Traveler Option Page

- Flight searching filter

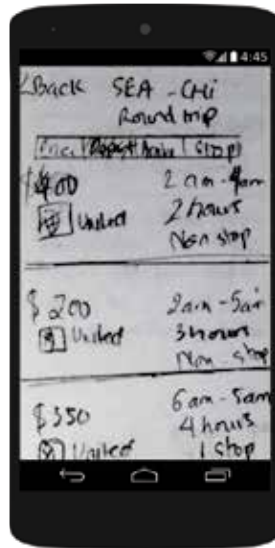
Paper Prototyping and Low Fidelity Mockup

Concept Sketches FLIGHT PAGE



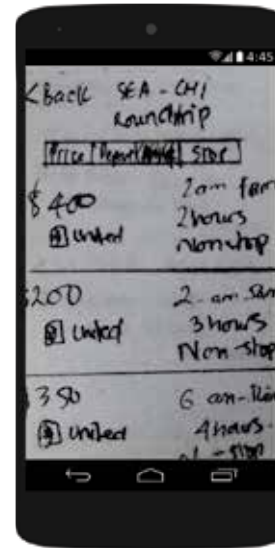
Price Category

- Price displays from Low to High



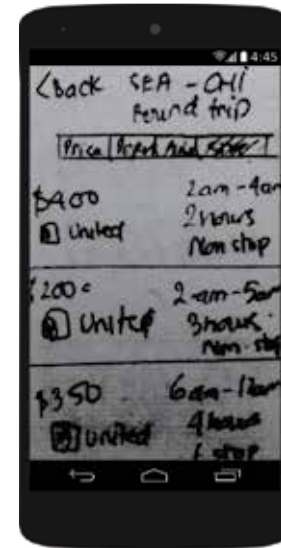
Depart Category

- Departure time option



Arrive Category

- Arrive time option

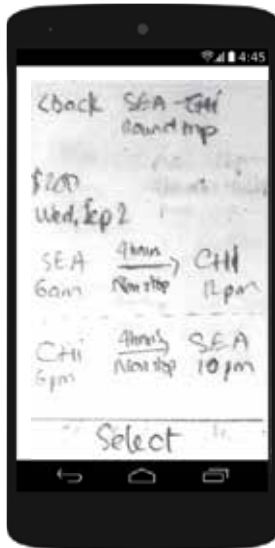


Stop Category

- Stops option

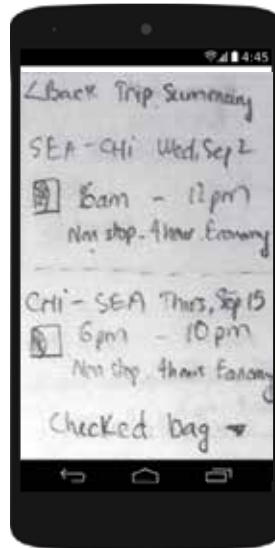
Paper Prototyping and Low Fidelity Mockup

Concept Sketches FLIGHT PAGE



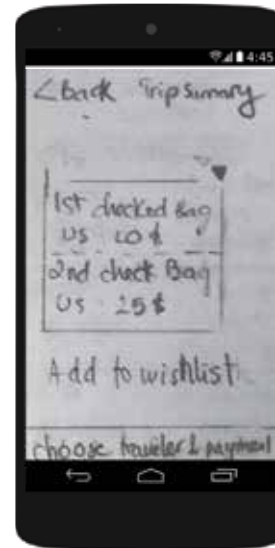
Flight Selected Page

- Flight details (when selected)



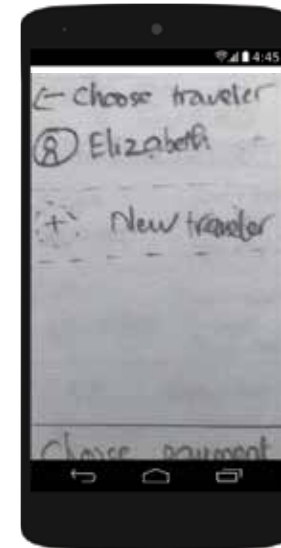
Trip Summary Page

- Trip summary shows outboard information
- Checked bag option



Arrive Category

- Checked bag window
- Add to wishlist
- Traveler and payment option

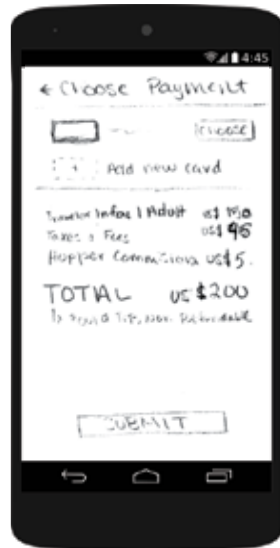


Stop Category

- Choose traveler
- Existing and new customer sign up
- Choose payment

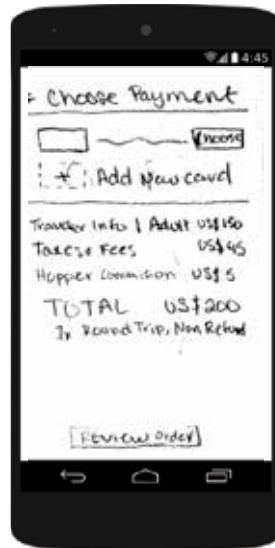
Paper Prototyping and Low Fidelity Mockup

Concept Sketches PAYMENT PAGE



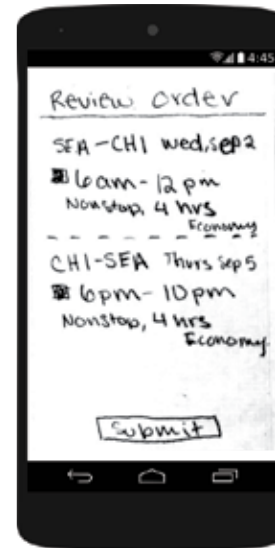
Payment Page

- Existing card
- Add a new card
- Submit button



Payment Summary

- Review window



Review Order

- Flight information
- Payment review

Paper Prototyping and Low Fidelity Mockup

Paper Prototype Notes

Testing Script

1. You are a new user
2. You are going on a study abroad trip and need to find the cheapest flight to get you to Chicago to catch another flight out of the country.
3. Open the Hopper app and land on the homepage.



Paper Prototyping and Low Fidelity Mockup

Paper Prototype Notes

Problem # 1

- When the customer landed on the *FIRST LOADING PAGE*, there was not enough information to have an accurate flight search.

Solution # 1

- The new *LANDING PAGE* will have date and time, number of travelers, as well as round trip and one-way trip added to the search.

Problem # 2

- The *LANDING PAGE* has too many buttons to click.

Solution # 2

- We will minimize the amount of buttons by adding a pop-up subpage that will disappear when an item is selected.

Problem # 3

- *PAYMENT PAGE* doesn't have confirmation for example " did we purchase the flight?"

Solution # 3

- Adding a review & submit order page and then a confirmation page will be added to diffuse any confusion.

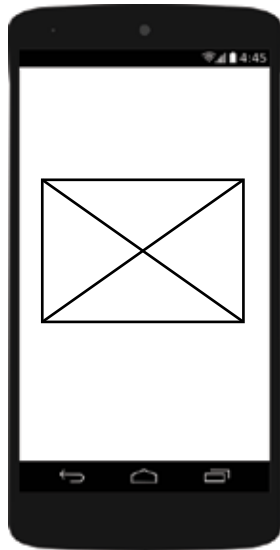
09. HIGH FIDELITY VISUAL DESIGN IMPLEMENTATION

How Important Of Wireframe Is ?

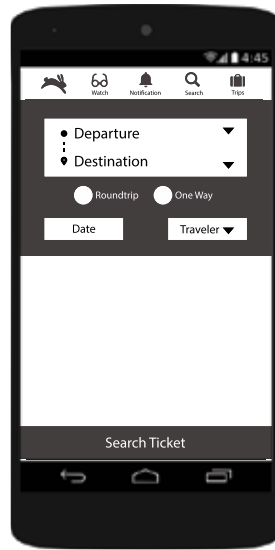
Wireframe

Wireframe concept HOME PAGE

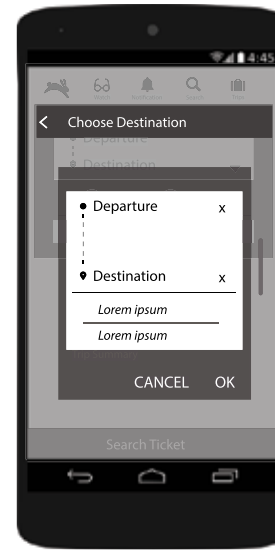
The Home screens establish the guideline for the beginning of the flight searching process.



Loading Screen



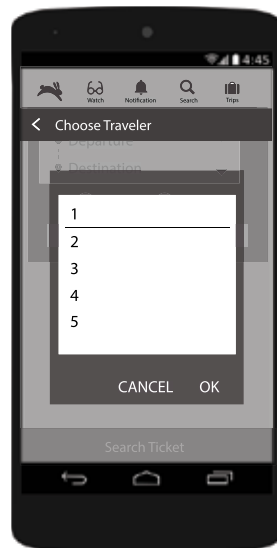
Landing Page



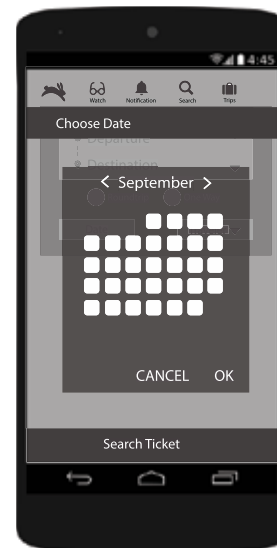
Departure Window

Wireframe

Wireframe concept HOME PAGE



Date Window

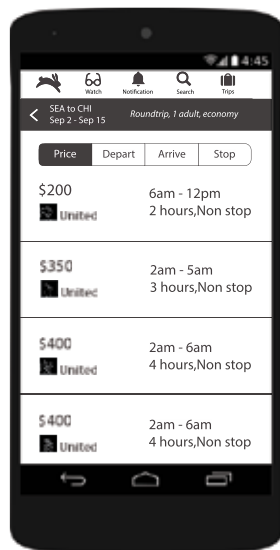


Traveler Window

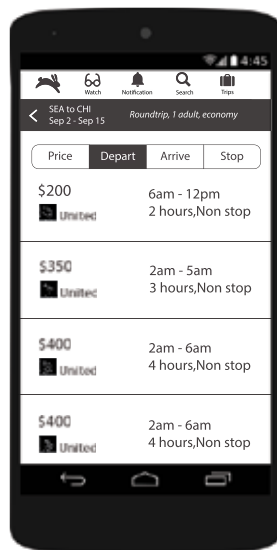
Wireframe

Wireframe concept **FLIGHT PAGE**

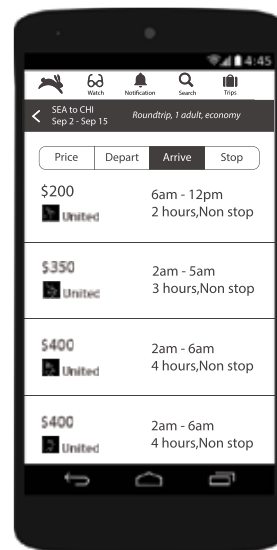
The Flight screens categorize the flight searching into different tabs based on what the user is looking for, how many bags needed and who is flying.



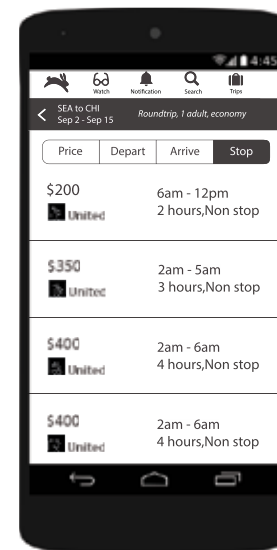
Price Category



Depart Category



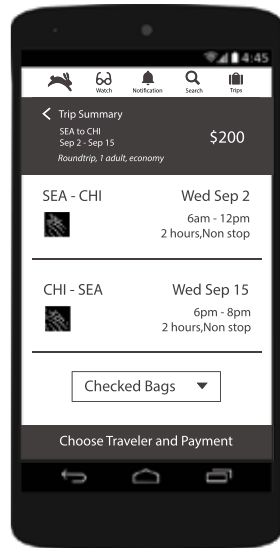
Arrive Category



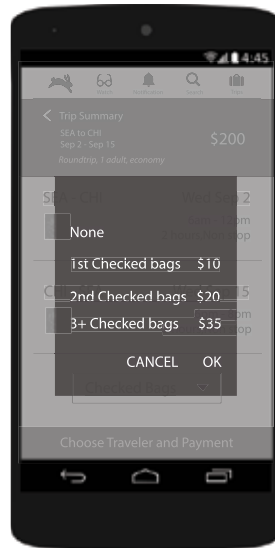
Stop Category

Wireframe

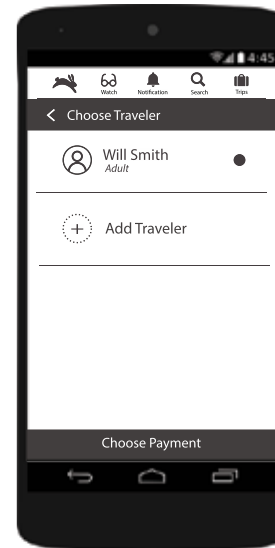
Wireframe concept FLIGHT PAGE



Trip Summary Page



Checked Bag Page

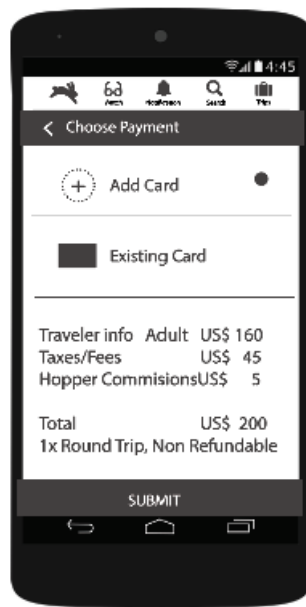


Traveler Page

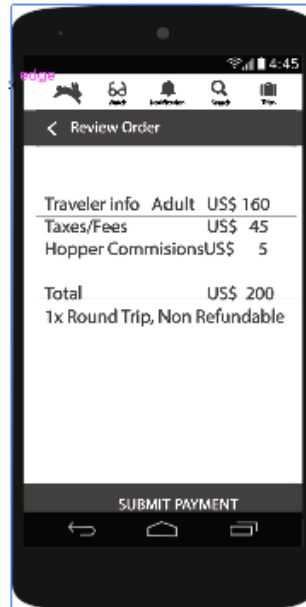
Wireframe

Wireframe concept **PAYMENT PAGE**

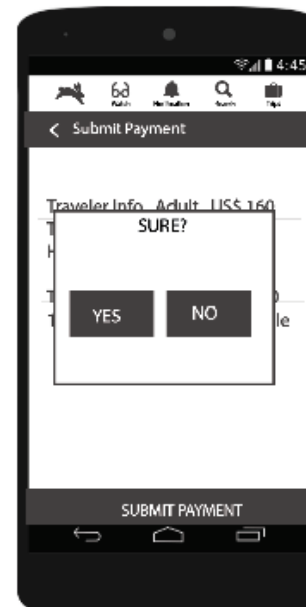
The Payment screens help the user finalize their transaction and purchase their ticket with an engaging confirmation page.



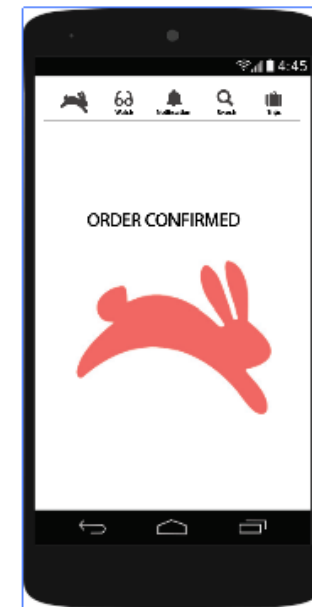
Choose Payment
window



Review Order



Confirmation

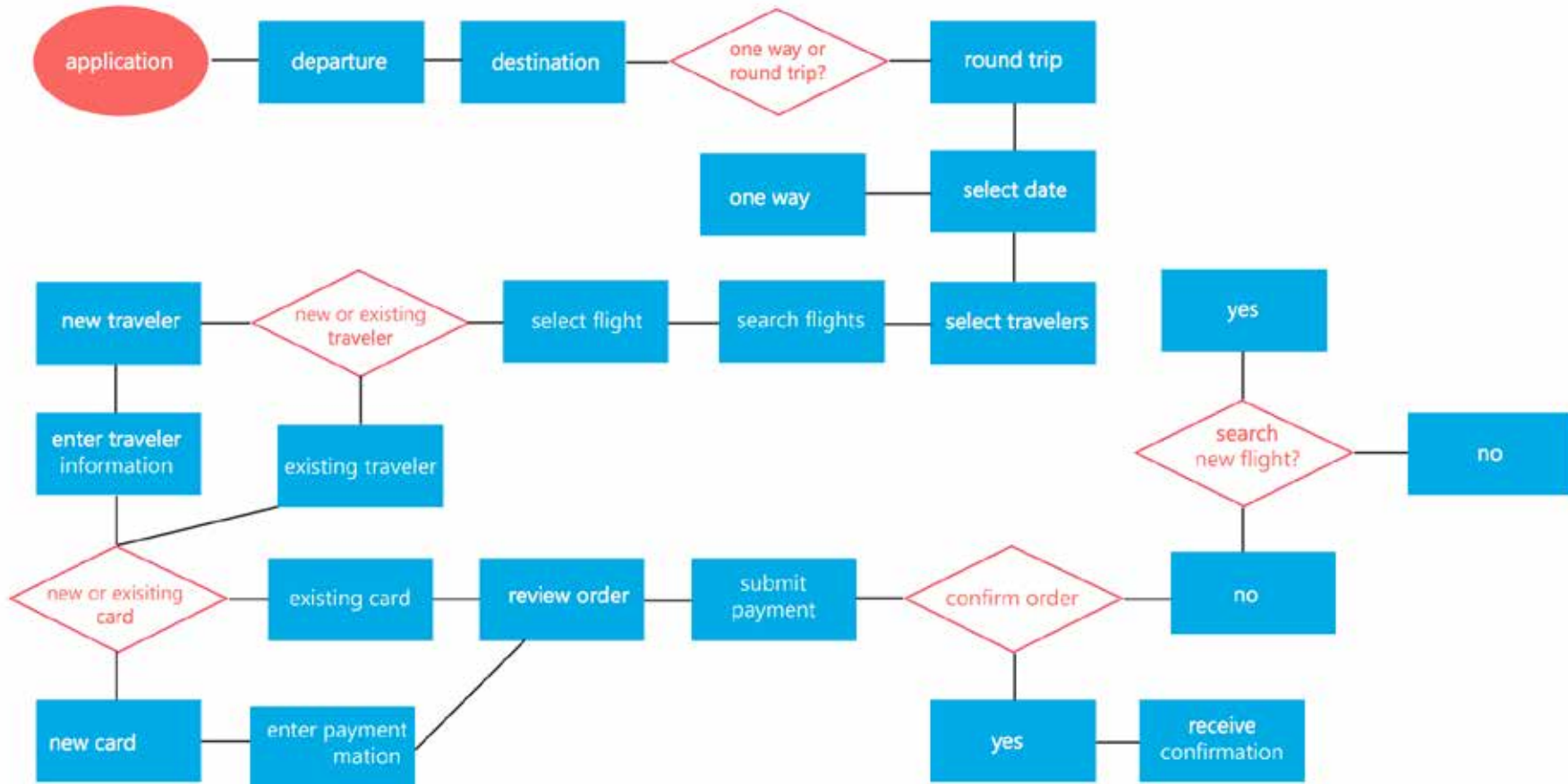


Final window

10. FLOW CHART #2

The Revision Of Flow Chart #1

44



11. PAPER SKETCH TO WIREFRAME

How Does It Help?

Paper Prototype to wireframe

How Sketches Helped Wireframe?

Sketches helped create a basic understanding of:

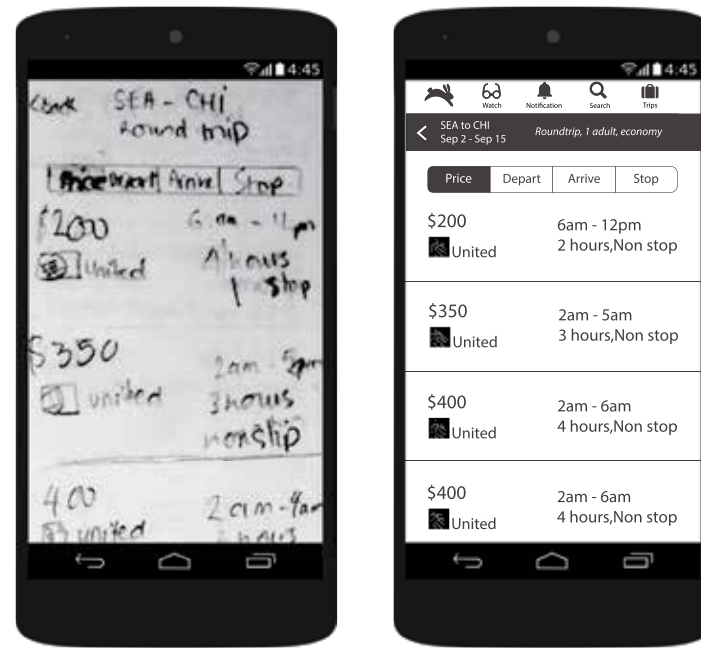
- Get a basic concept of how the app will work in user interface form
- Helped build confidence in conceptual detail and refinement
- What flight features should and should not be on the page
- Helped gather the necessary information

Intention and Arrival

Sketches intention was to get a basic concept of what user needed while the wireframe intention refined the concept further to get the visual about how users interact with the elements and how the flow feels.

Arrival for set of wireframes was based off user interaction which forces us to think in higher detail changed such as:

- Order of elements
- Size of elements
- Feature placement
- Time consumption



PAPER SKETCH → WIREFRAME

12. USABILITY TESTING

What Is The Problems?

Is Wireframe For The Users?

Usability Testing

Usability testing refers to evaluating a new website layout by testing it with representative users to make sure that the design is for the users

Participant Qualifications

- College students
- Existing Hopper users for updating testing and new potential customers
- Shopping for flight twice a year

Testing Scenario

- The resident of Seattle looking out of state for college to Chicago University.

Tasks

1. You are a new customer who are searching for round trip flight from SEA to CHI from Sep 2 to Sep 15
2. Select the cheapest flight
3. Choose the flight and review your trip , then adding your card to make a payment

Usability Testing

Tasks # 1

You are a new customer who are searching for round trip flight from SEA to CHI from Sep 2 to Sep 15

Testing Steps

- Open the app and land on the landing page
- Please enter the departure and destination to Seattle and Chicago
- Select round trip option
- Pick departure date as September 25th and 15th for returning
- Selecting one traveler
- Press search for the ticket

Tasks # 2

Select the cheapest flight

Testing Steps

- Looking for the cheapest ticket and search under price tab
 - Choose 6am-12pm nonstop flight with United airline for \$ 200
- Under trip summary:
- Enter number on bags checked in: None
 - Click "Select traveler and payment" button

Tasks 3

Choose the flight and review your trip , then adding your card to make a payment

Testing Steps

- Select " Add new user" to create a new account under " Jane Cruz"
- Fill the sign up form
- Add new payment card
- Select review payment button
- Review and press submit payment button
- To finalize purchase press "yes " to confirm
- Logo and "payment confirmed" page will appear

Usability Testing

We asked four users if they are willing to test our app. Here are the results:

- Two users suggested a button that leads to the next step.
- Two users didn't understand why their information wasn't entered.
- Three users were confused on which area they had clicked on.
- Four users were confused when the app didn't go anywhere after they had received confirmation for their order.

Changes from User Testing:

- Added a "next" button
- The filled out information's icon will change to a different color.
- Made "hit boxes" bigger for clicking.
- On confirmation page, added a "home" button to guide them back to the beginning.

13. STYLE GUIDE

What Are The Thoughts Behind The Design ?

Style Guide

ICONS



COLORS



BUTTONS STYLES



Hot Pink
HEX # F16662
R: 242
G: 102
B: 98

Pure White
HEX # FFFFFFFF
R: 255
G: 255
B: 255

Dark Gray
HEX #4F504F
R: 80
G: 80
B: 79

Style Guide

TYPOGRAPHY

Title

- 28pt
- **Segoe UI / Regular**

Body text

- 20pt
- Segoe UI / Regular

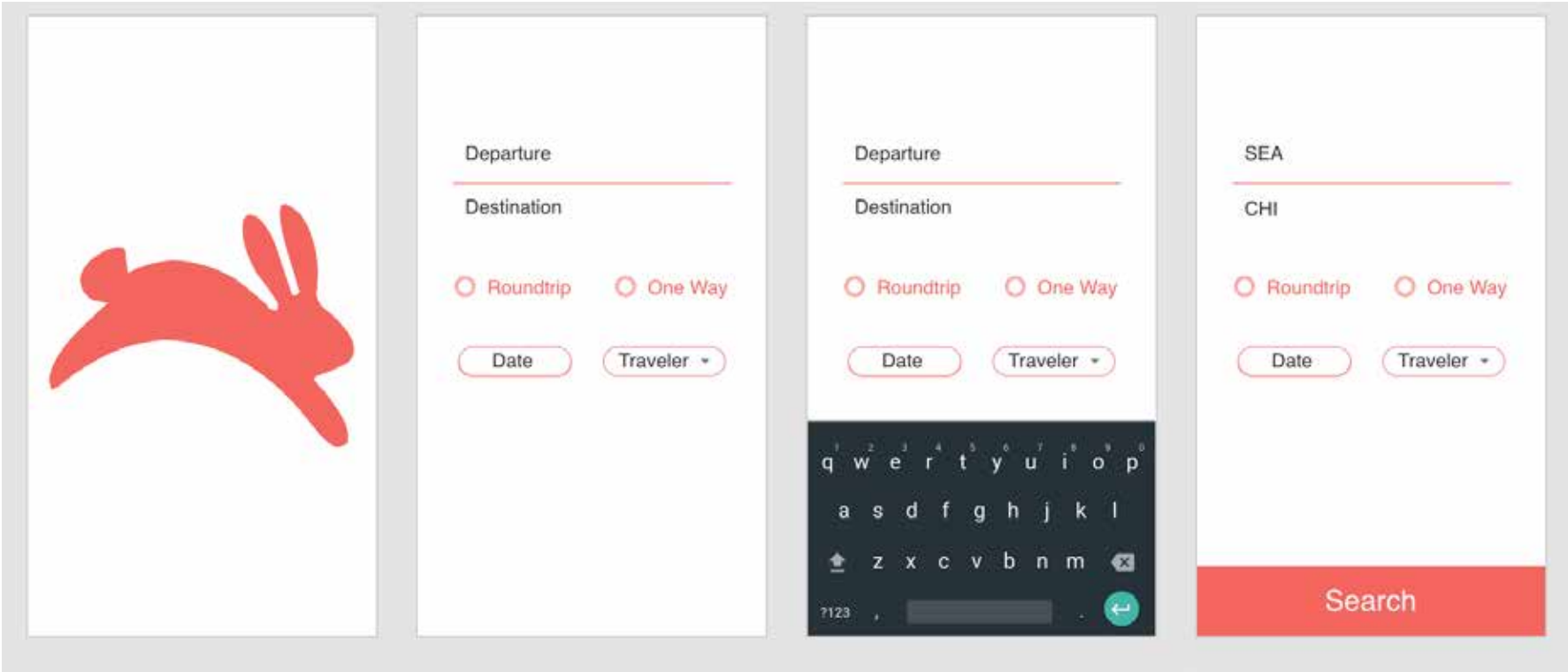
Caption

- 20pt
- Segoe UI / Regular

14. FINAL DESIGN

New Design. New Journey.

Final Design



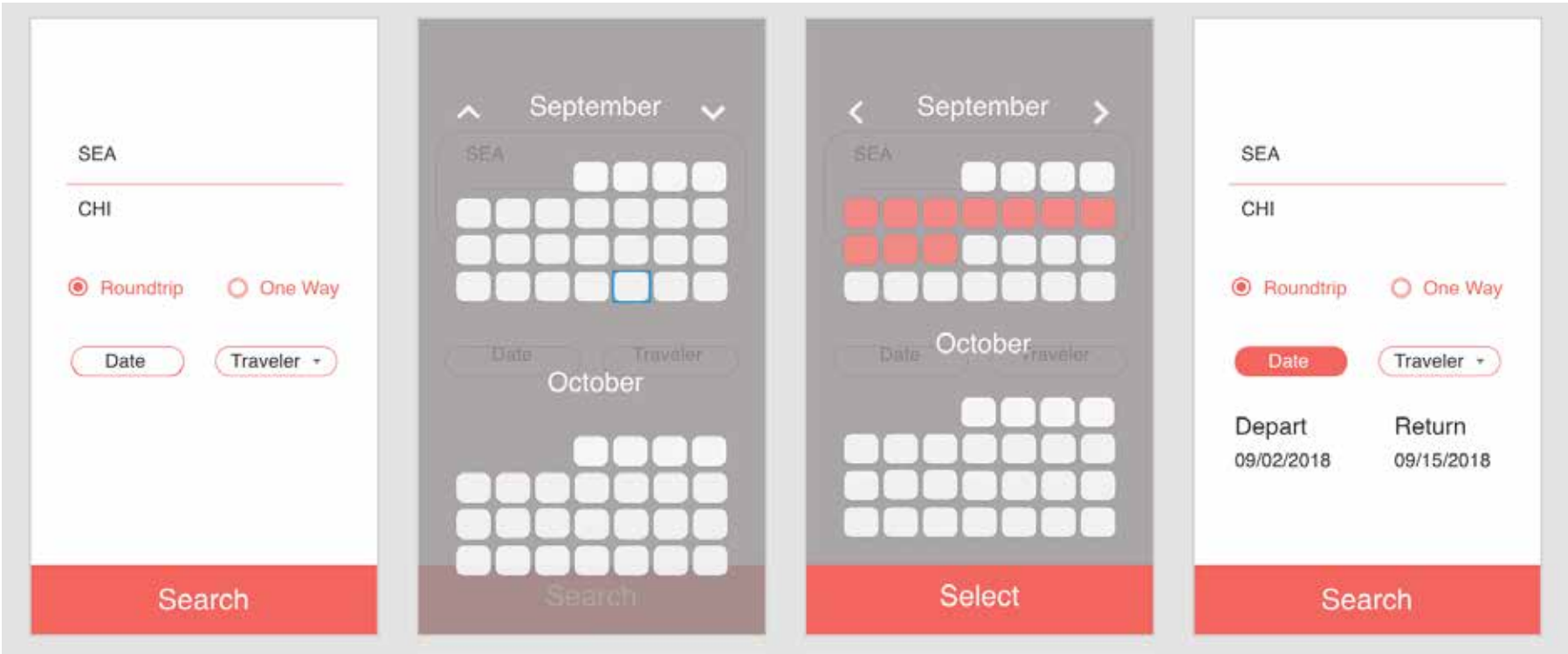
Landing Page

Search Fight

Search Fight

Search Fight

Final Design



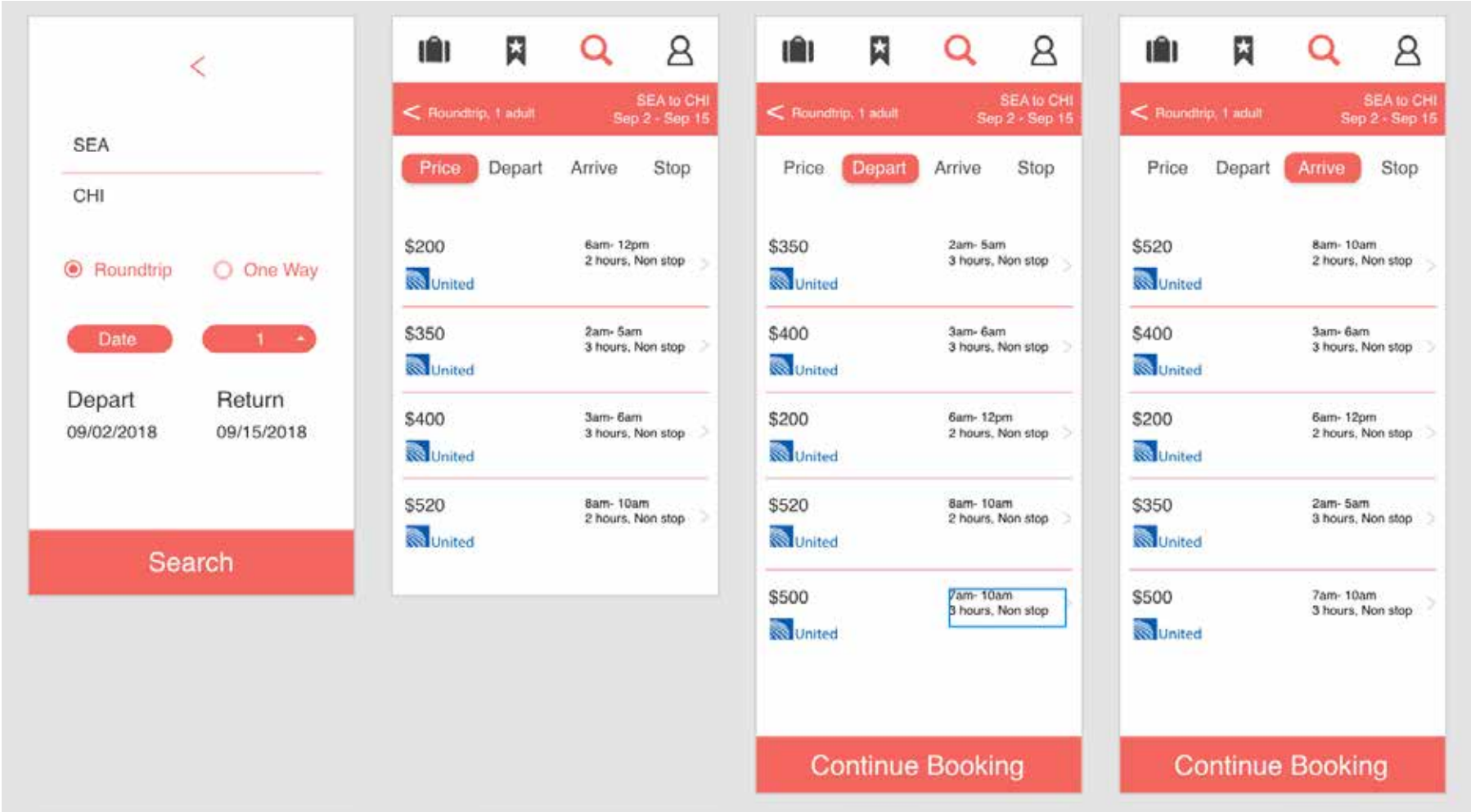
Search Flight

Choose Date

Choose Date

Choose Date

Final Design



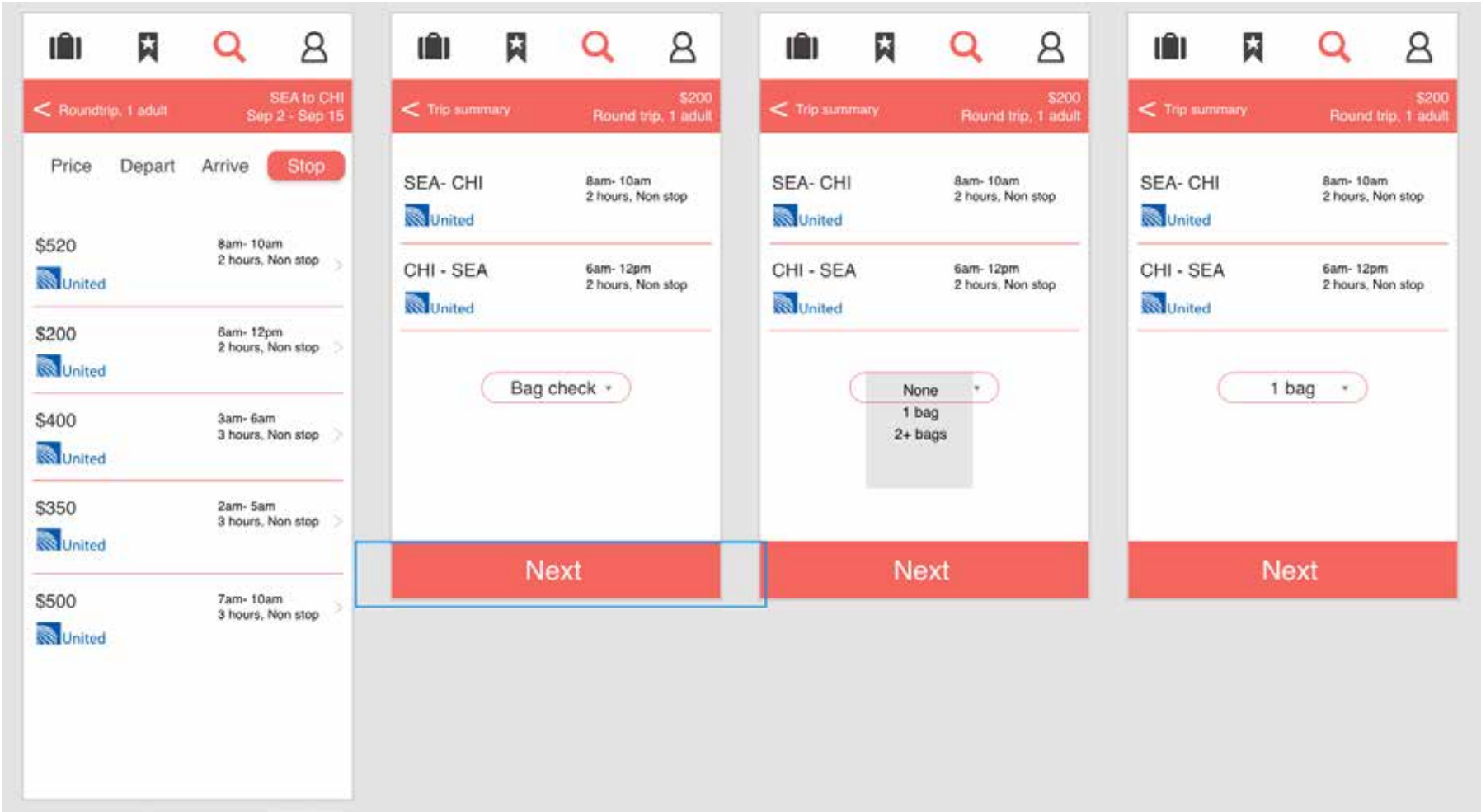
Date/Traveler

Flight Option

Flight Option

Flight Option

Final Design



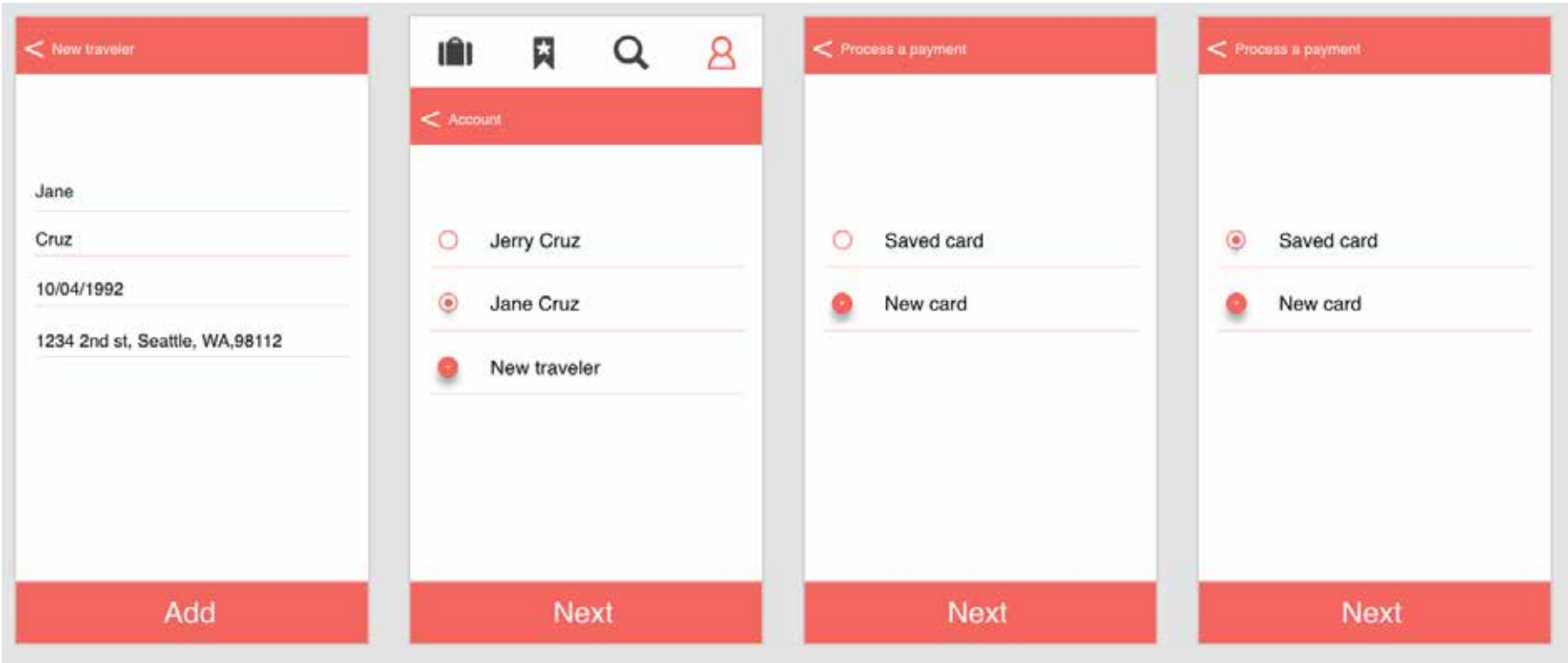
Date/Traveler

Trip summary

Trip summary

Trip summary

Final Design



Add Traveler

Account

Card Payment

Card Payment

Final Design

< Saved card

**** * 2345 VISA

**** * 0078 VISA

Next

< Confirm payment

Round trip
1 adult, economy

Jane Cruz

**** * 2345 VISA

Flight fee:

\$160

Tax fee:

\$35

Hopper commissions:

\$5

Total

\$200

Make a payment

Thank you for using Hopper.
An email with confirmation will be
sent to you shortly

[Back to homepage](#)

Card Payment

Payment

Confirmation

15. IMPORTANCE OF PROCESS

How Important Of The Design Process?

Importance of Process

Client Research

Understanding clients help us go through each design step effectively.

Content Strategy

That will help us decide which to include and exclude from our mobile experience.

Competitive Analysis

Explore the design pattern and interaction features to meet user needs

User Scannerio and Path

Think about the user to create a design path

Paper Prototyping

Get a basic concept of how the app will work in user interface form before working on the wireframe.

Wireframe

Low fidelity wireframe help us build the basic layout for the Hopper app

Usability Testing

Identify the problems and solutions for the current design and collecting feedbacks from the users for the final design.

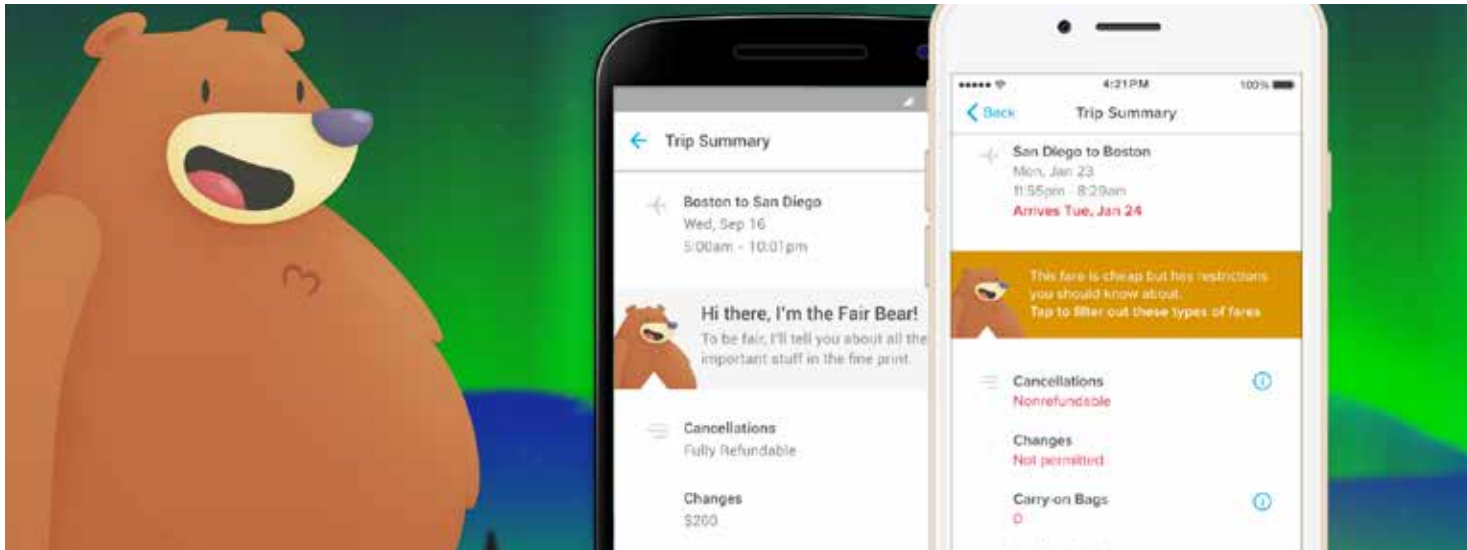
Hi Fidelity Design

The visual designs bring to the users the hi fidelity the version that improves the user experience.

16. PROTOTYPE

Live Version Of Final Design

Prototype



<https://xd.adobe.com/view/79d72545-f3d5-4ff1-5501-5adf82c4332c-0fe6/>