

HOPPER

FLIGHT MOBILE APP PROPOSAL

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Hopper's team 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 our launch in 2015.

CLIENT

Their mission is providing travelers with the information they need to get the best deals on flights. No spam. No ads. No popups. No time wasted. Just the confidence that you're booking smart and saving money.

Hopper flight app is a mobile application that uses big data to predict and analyze airfare. Hopper let you book flights direct from your phone and there are no hidden fees.

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

PROBLEM

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

TARGET AUDIENCE

Aged 20-55
Travelers
Students
Businessman

CONCEPT

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

SOLUTION

Develop an android app that is quick, easy, and secure. The re-design version will improve the lack of user experiences and allows customers to keep track on every step they make without any confusions.

PROJECT TOOLS

Storyboarding, Paper prototyping, Wireframe, Adobe XD, Illustrator, InDesign