



# HOPPER

Hopper Flight App Proposal

# HOPPING TEAM

## ANH MAI

- RESEARCH
- CONTENT STRATEGY
- COMPETITOR 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

# CONTENTS

<b>01</b> <b>Client &amp; Product</b>	<b>07</b> <b>Flow Chart # 1</b>	<b>13</b> <b>Style Guide</b>
Who is the Client?	The first idea of how the page looks	What are the thoughts behind the design?
<b>02</b> <b>Content Strategy</b>	<b>08</b> <b>Paper Prototyping and Low Fidelity Mockup</b>	<b>14</b> <b>Final Design</b>
What does it do?	Where did it begins? What needs to change?	What are the thoughts behind the design?
<b>03</b> <b>Proposed Mobile Approach</b>	<b>09</b> <b>High Fidelity Visual Design Implementation</b>	<b>15</b> <b>Importance of Process</b>
What does it do?	How important of wireframe	How important of the design process?
<b>04</b> <b>Competitive Analysis</b>	<b>10</b> <b>Flow Chart # 2</b>	<b>16</b> <b>Prototype</b>
Who else does this?	The revision of flow chart # 1	Live version of final design
<b>05</b> <b>Heuristic Assessment</b>	<b>11</b> <b>Paper Sketch to Wireframe</b>	
How do we do a heuristic evaluation?	How does it helps?	
<b>06</b> <b>User Scenario and Paths</b>	<b>12</b> <b>Usability Testing</b>	
Who uses it? How do they uses it?	What is the problems? Is wireframe for the users?	

# 01. CLIENT & PRODUCTS

Who is the Client?

# Client & Product

## Who is our client?

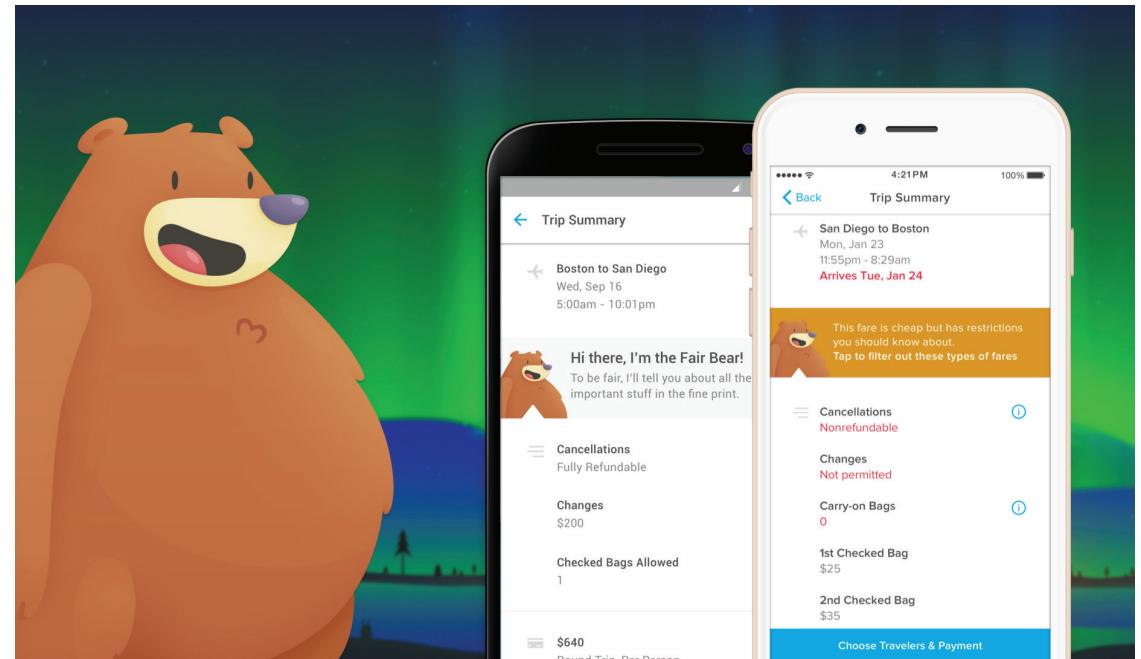
Hopper is based in Montreal, QC, and Cambridge, MA. Hopper is a new kind of travel company that is reinventing the way people plan to travel and books flights by leveraging the power of mobile conversation and big data in the form of trillions of flight prices.

Today, Hopper is one of the fastest growing travel apps ever, with over 10 million installs since our launch in 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

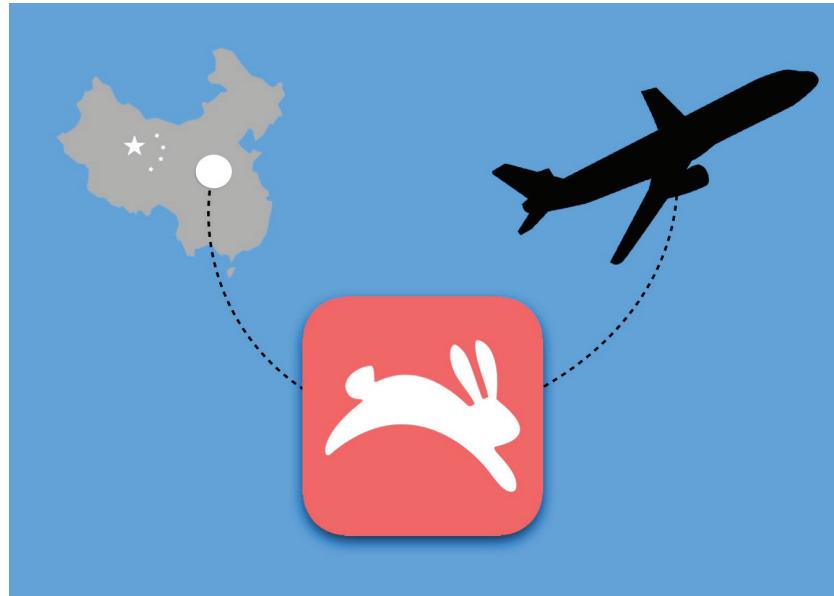
What does it do?

# 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.

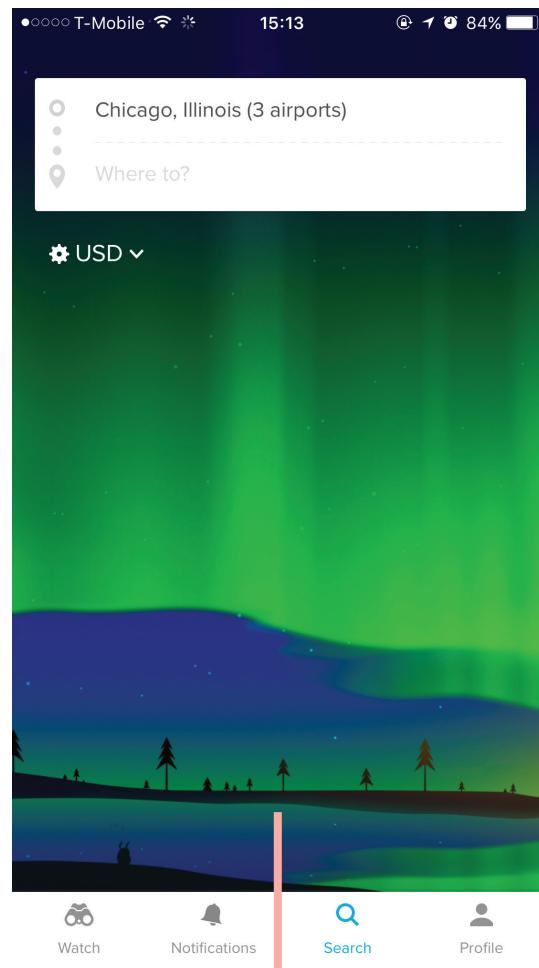
The customer will add their personal information, such as if any assistance is required, legal name, birthday, gender, or known traveler number. The customer then will go to the forth page and enter their card information to purchase their flight.

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.

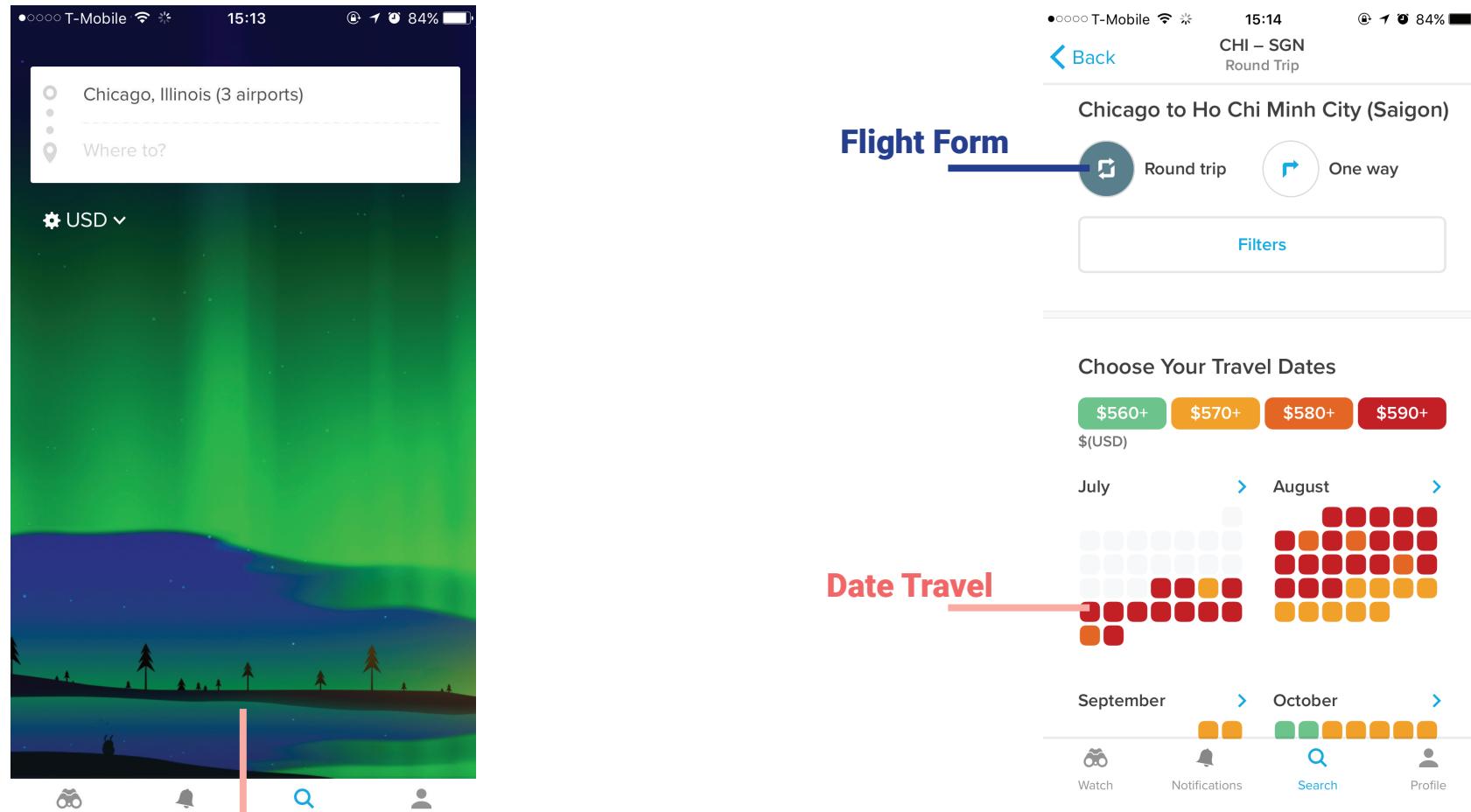


That will help the user navigate through the app without overwhelming the customer with too much information. Equally important, simplifying the information will make time spent searching for the right flight effortless and straightforward. We are eliminating the clutter of information throughout the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

# Content Strategy



First Opening Page



# Content Strategy



Current Lowest Price:  
**\$881<sub>RT</sub>**

You should book now.

This isn't a great price, but you will likely pay more if you wait.

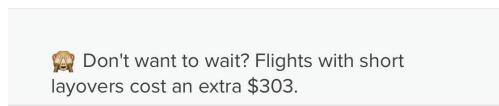
If you're still not ready to buy, watch this trip for deals.

Watch This Trip



Shop Flights

**Interactive Button**



Watch  
Notifications  
 Search  
Profile



**Trip summary**

Outbound to Ho Chi Minh City (Saigon)  
Wed, Jul 26 Round Trip, Per Person

**Multi Page Results**

Price Depart Arrive Stops

**\$880**  
 EVA Air 12:30 am - 11:40 am+1d  
23h 10m, 1 stop

**\$880**  
 EVA Air 12:30 am - 10:00 pm+1d  
1d 9h 30m, 1 stop

**\$913**  
 EVA Air 12:30 am - 9:45 am+1d  
21h 15m, 1 stop

**\$976**  
 United + 1 more 1:25 pm - 12:50 am+2d  
23h 25m, 1 stop

**\$1,181**  
 United + 1 more 1:25 pm - 12:05 am+2d  
22h 40m, 1 stop

**Extra icons**

Not ready to book?  
This isn't a great price, but you will likely pay more if you wait.

Watch  
Notifications  
 Search  
Profile

- Included ( with change needed)
- Included
- Excluded

## 03. PROPOSED MOBILE APPROACH

What does it do?

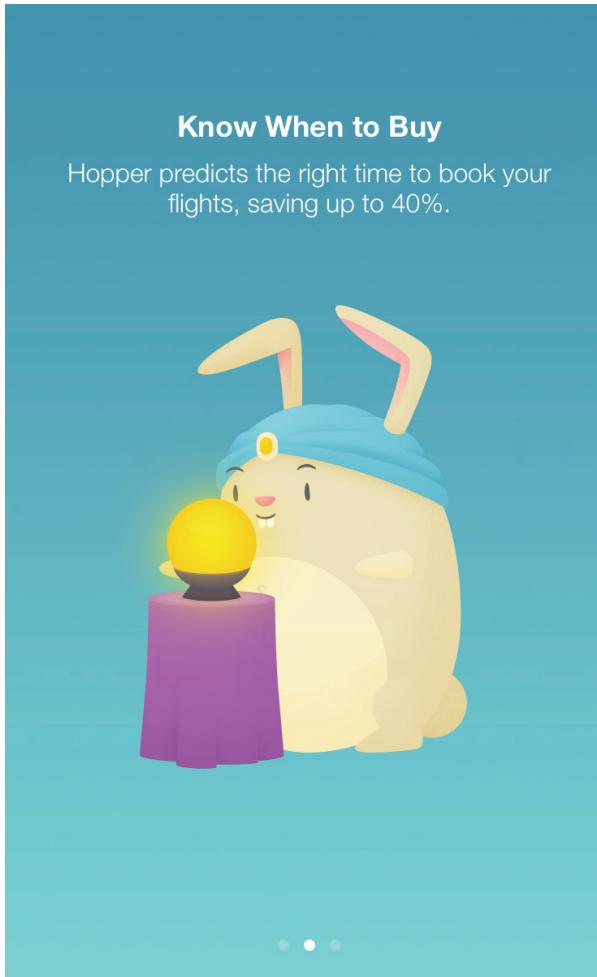
# Proposed Mobile Approach

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

## Skipagged



Navigation Bar On Top

Highlighted Current Section

Information Filter

Highlighted  
Important Information

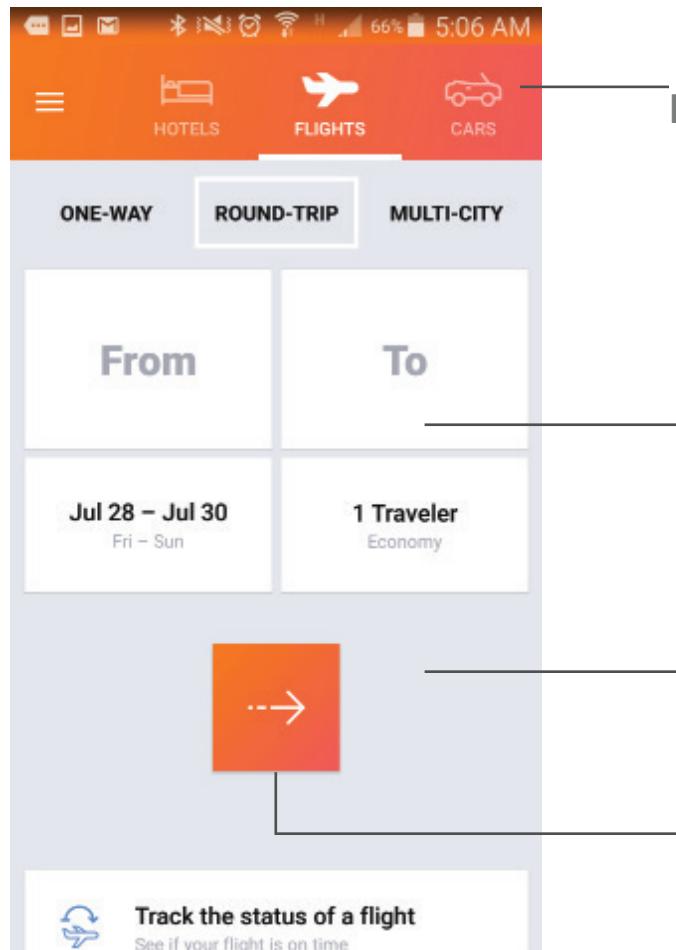
Photo Display With Statistic

The screenshot shows a flight search results page. At the top is a navigation bar with "SEA" and "to MSP" selected. Below it are filters for "Mon 10/30" and "Return". The results list various flights with their duration, departure time, arrival time, and price. The first flight is highlighted with a red arrow pointing to the arrival time "1:45pm" and the price "\$86". The results are as follows:

3h	SEA 8:30am	→	MSP 1:45pm	\$86
3h	SEA 12:55am	→	MSP 6:03am	\$141
3h	SEA 7:00am	→	MSP 12:15pm	\$141
5h	SEA 11:00am	→	MSP 6:25pm	\$163
10h	SEA 11:00am	→	MSP 11:20pm	\$173
12h	SEA 3:05pm	→	MSP 5:18am	\$177
13h	SEA 9:35am	→	MSP 12:40am	\$177
7h	SEA 5:00am	→	MSP 1:49pm	\$178
7h	SEA 2:36pm	→	MSP 11:12pm	\$178
7h	SEA 3:00pm	→	MSP 11:55pm	\$178

# Competitive Analysis

## Kayak

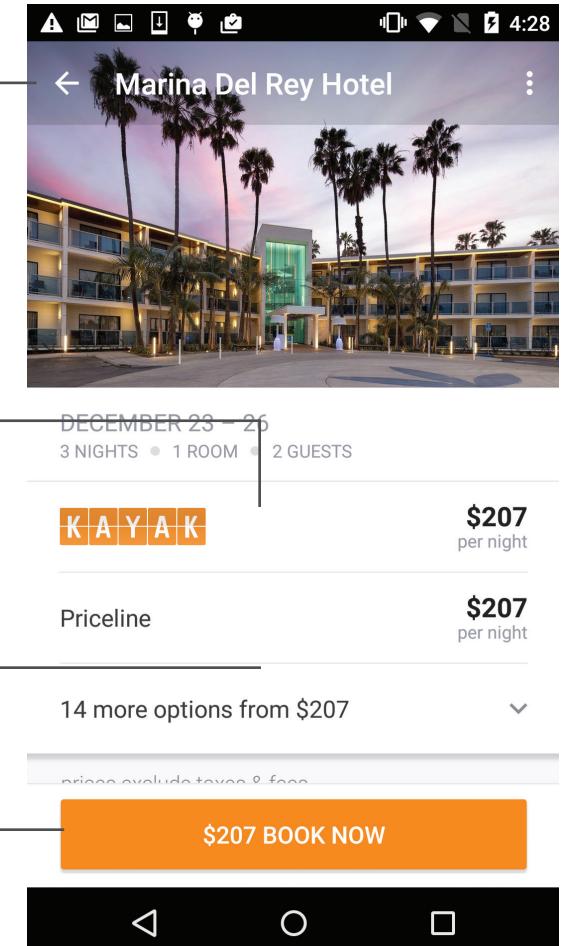


Gradient To Create Contrast  
Between Information And Images

Grid System

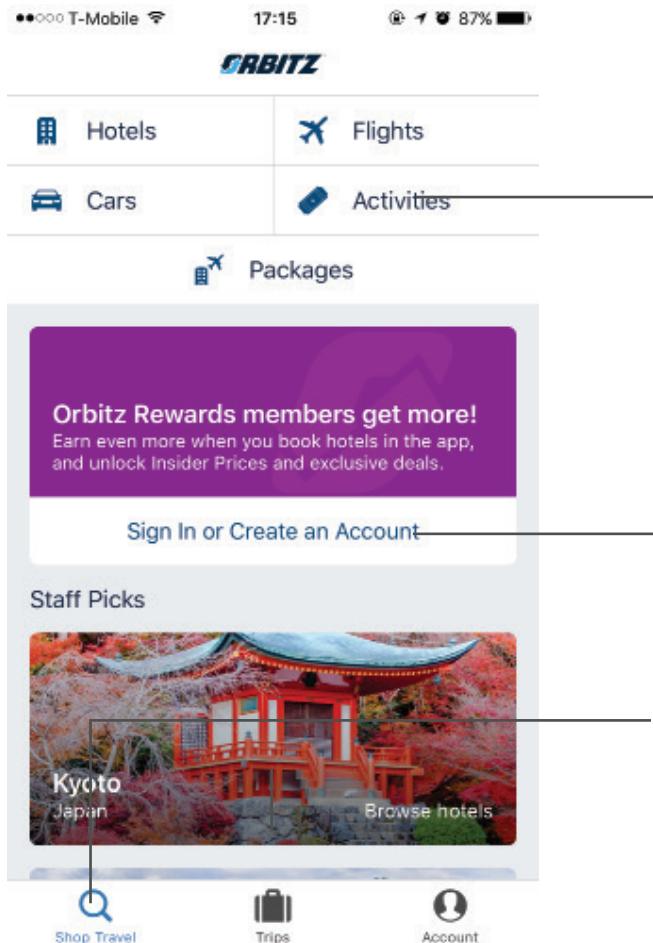
Clean Design

Highlighted Button

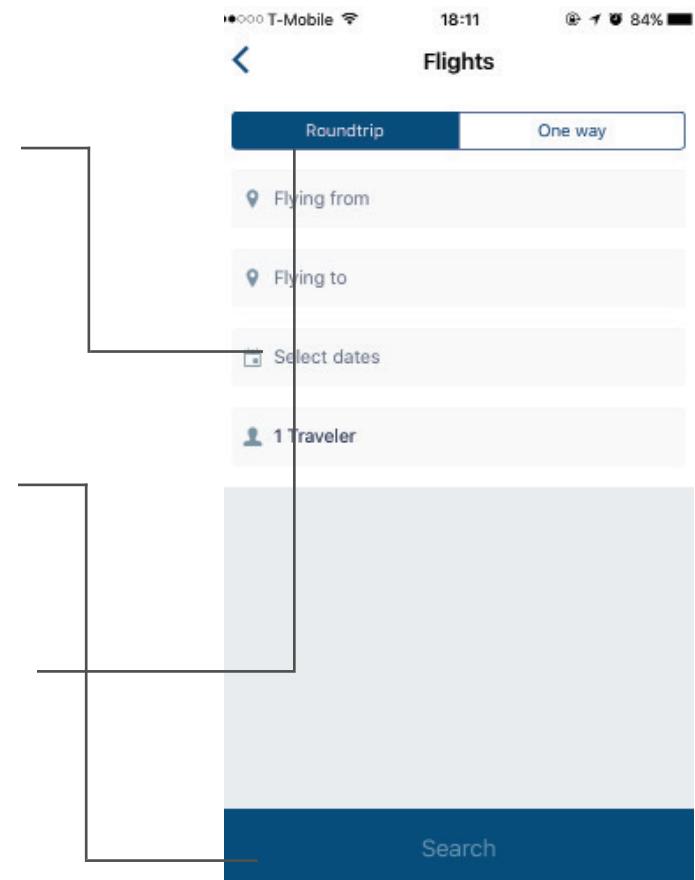


# Competitive Analysis

## Orbitz



Clear Information Filter

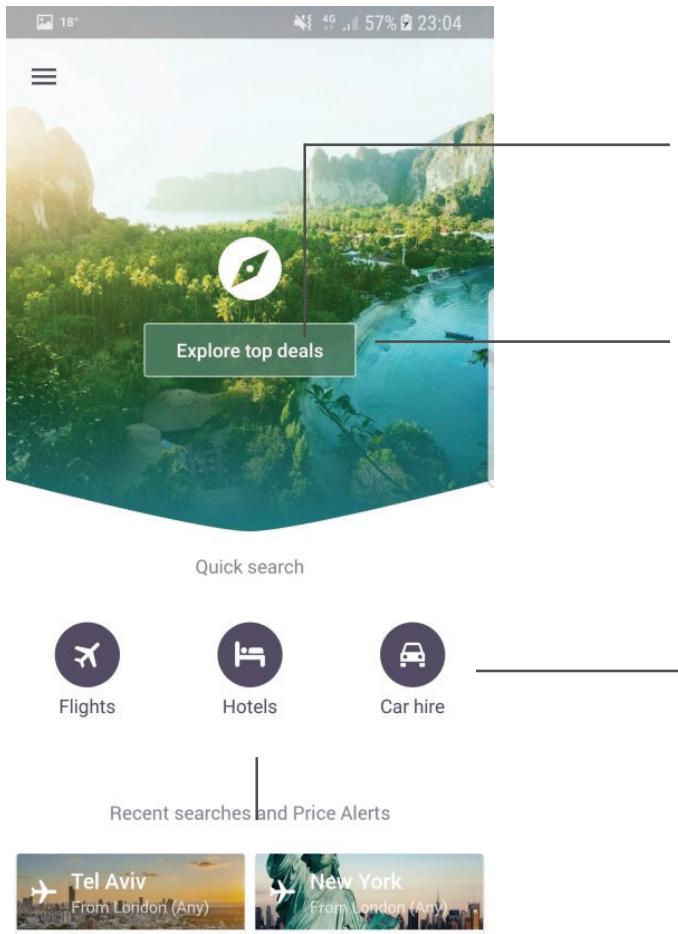


Call To Action Button

Highlighted Current Section

# Competitive Analysis

## Skyscanner



**Bold Text**

**Rectangle Box For Information Display**

The screenshot shows the Skyscanner mobile application interface for searching flights. At the top, there's a status bar with signal strength, battery level (73%), and time (22:51). Below it is a header 'Search Flights' with options for 'Roundtrip', 'One-Way', and 'Multi-city'. The search fields show 'Seattle / Tacoma Inte...' and 'Ho Chi Minh City' with a date range from 'Thu, Sep 21' to 'Thu, Oct 05' for '1 adult, Economy Class'. A horizontal line connects the search fields to a message '57 of 57 results shown sorted by Price'. Below this, there are two flight results listed. Each result includes the airline logo (Korean Air), departure and arrival times, number of stops, duration, and price. The first flight is \$939 via Korean Air. The second flight is \$1,000 via China Southern. At the bottom, there are navigation icons for 'Search', 'Explore', and 'Profile'.

**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

## ***User control and freedom***

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

## ***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

## ***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

## ***Aesthetic and minimalist design***

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

## ***Recognition rather than recall***

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

## ***Help users recognize, diagnose and recover from errors***

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

## ***Flexibility and efficiency of use***

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

## ***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 divorcée. 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.



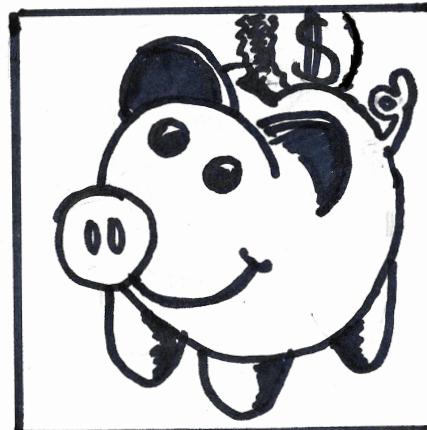
She has a pounding headache because her finances don't support her and she must spend money wisely.



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.

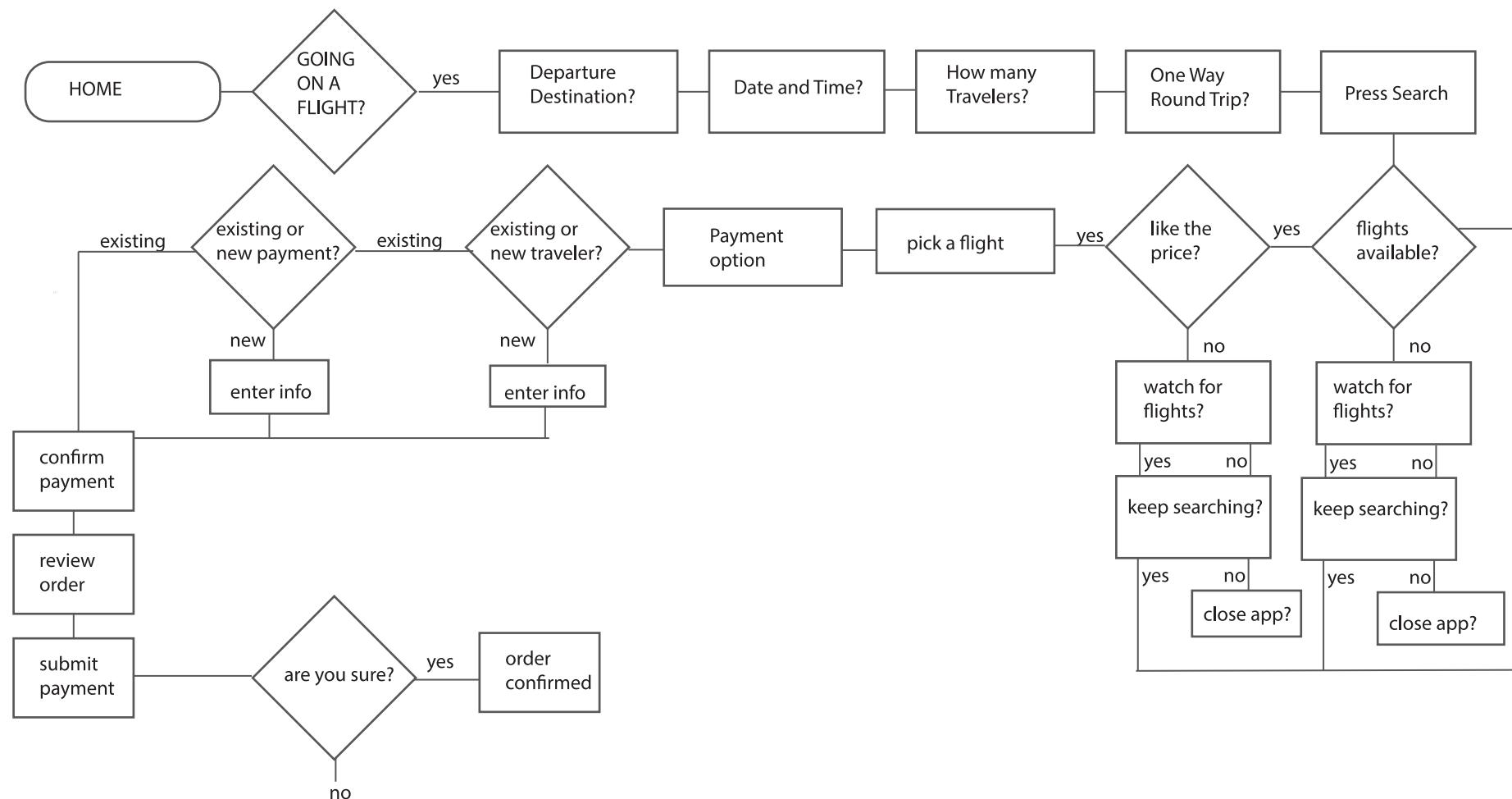


Being able to find a cheap plane ticket, she now gets to go to India and maybe even meet the love of her life.

## 07. FLOW CHART # 1

The first idea of how the page looks

# Flow Chart 1



## 08. PAPER PROTOTYPING AND LOW FIDELITY MOCKUP

Where did it begins?

What needs to change?

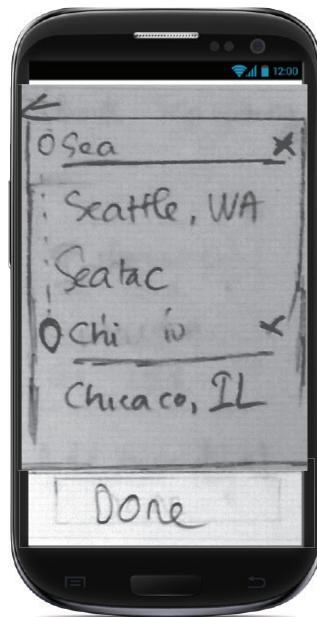
# Paper Prototyping and Low Fidelity Mockup

## Concept Sketches HOME PAGE

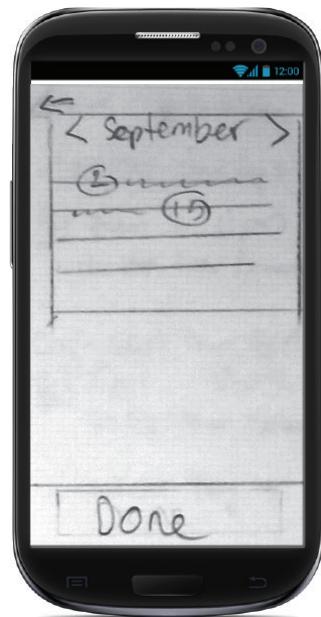


First Page (Home)

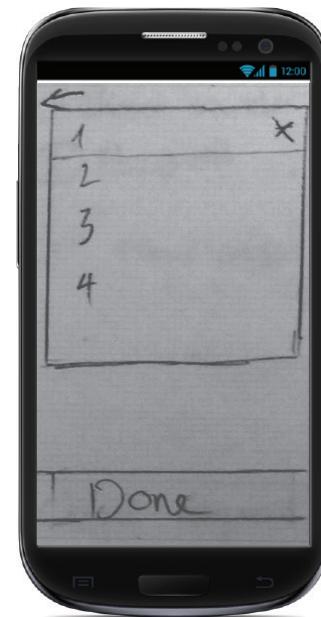
- Flight searching filter



Departure and Destination page



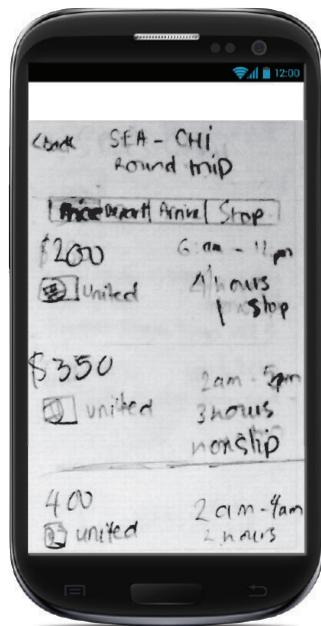
Date Option Page



Traveler Option Page

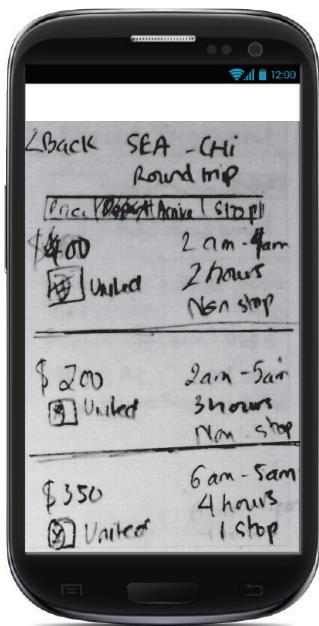
# Paper Prototyping and Low Fidelity Mockup

## Concept Sketches FLIGHT PAGE



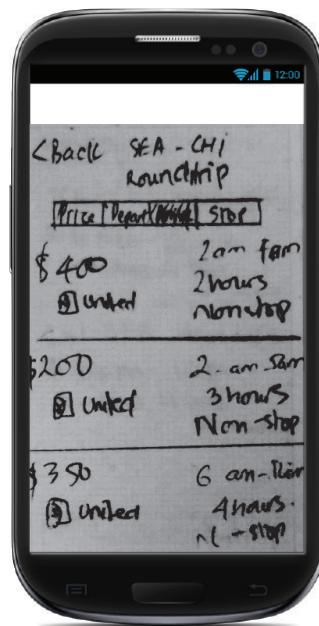
Price Category

- Price displays from Low to High



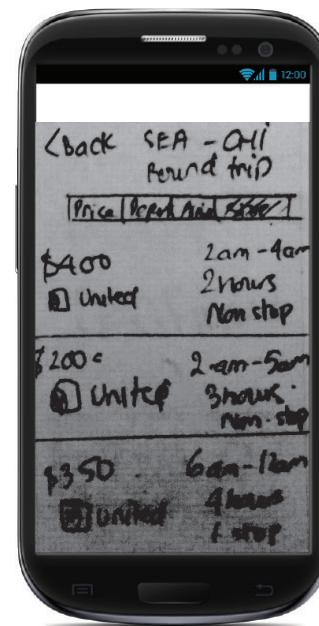
Depart Category

- Departure time option



Arrive Category

- Arrive time option

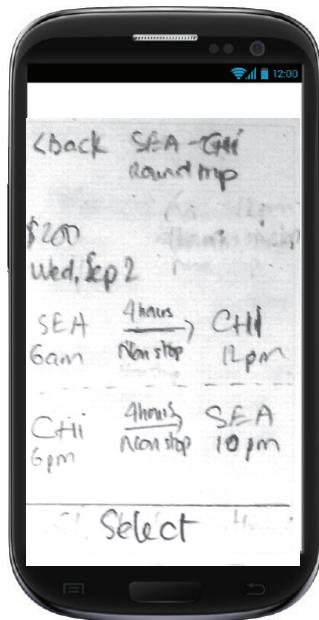


Stop Category

- Stops option

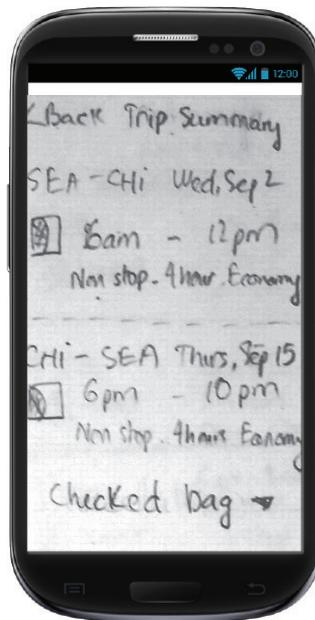
# Paper Prototyping and Low Fidelity Mockup

## Concept Sketches FLIGHT PAGE



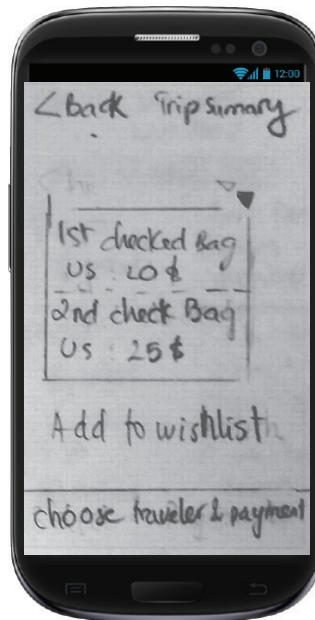
Flight Selected Page

- Flight details (when selected)



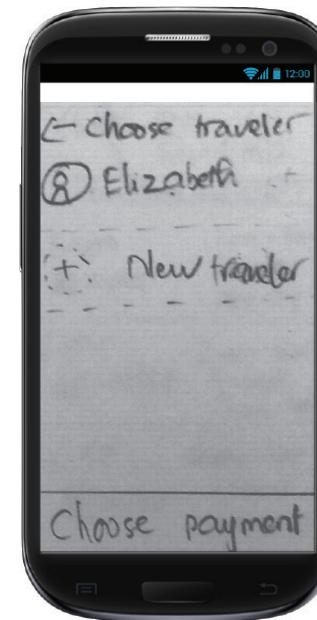
Trip Summary Page

- Trip summary shows outbound 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

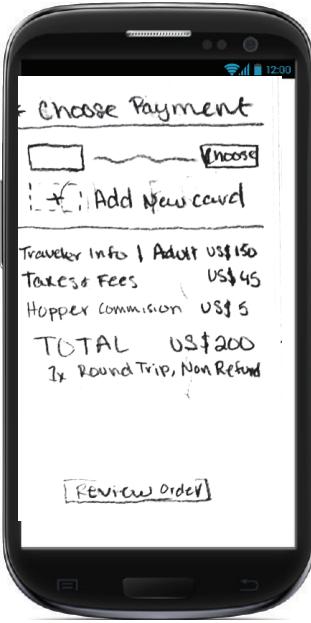
# Paper Prototyping and Low Fidelity Mockup

## Concept Sketches PAYMENT PAGE



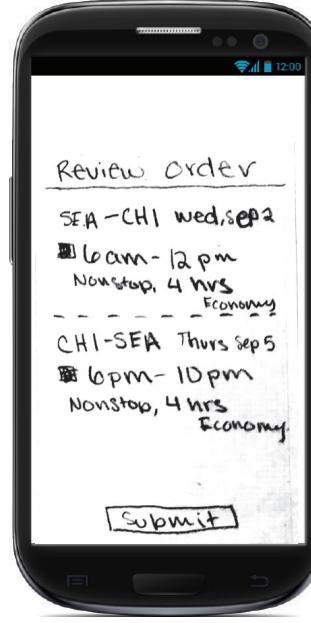
Payment Page

- Existing card
- Add a new card
- Submit button



Payment Summary

- Review window



Review Order

- Flight information
- Payment review

# Paper Prototyping and Low Fidelity Mockup

Payper 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

## Payper 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.

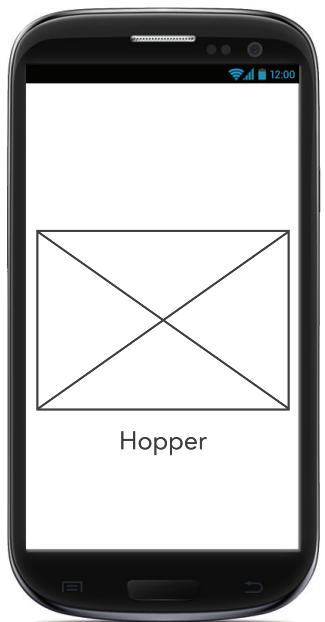
# 09. HIGH FIDELITY VISUAL DESIGN IMEMENTATION

How important of wireframe is ?

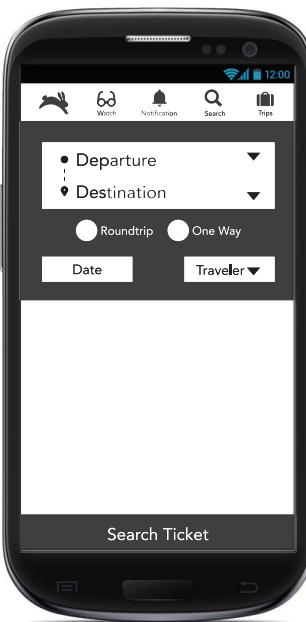
# Wireframe

## Wireframe concept HOME PAGE

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



Loading Screen



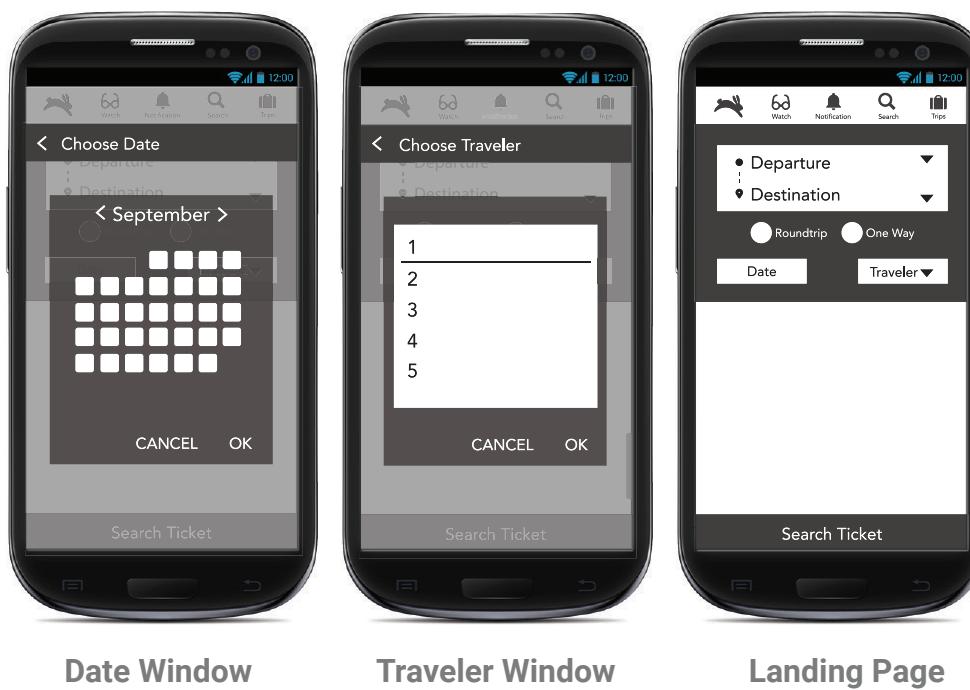
Landing Page



Departure Window

# Wireframe

## Wireframe concept HOME PAGE



Date Window

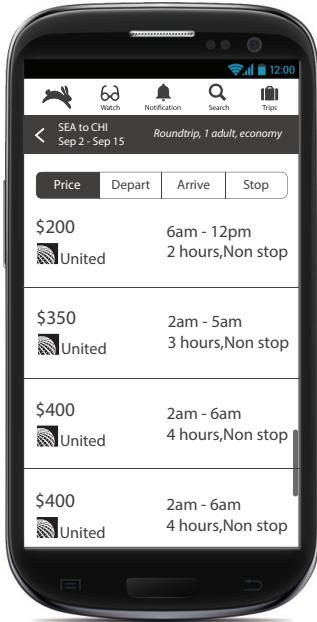
Traveler Window

Landing Page

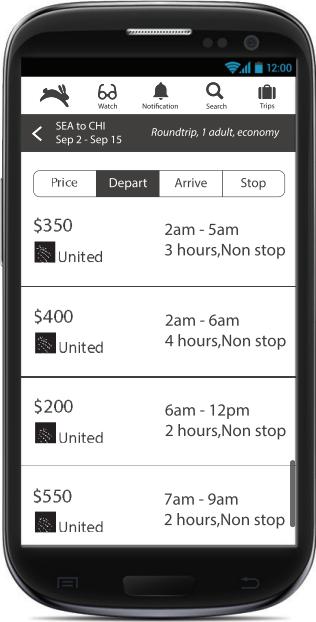
# Wireframe

## Wireframe concept FLIGHT PAGE

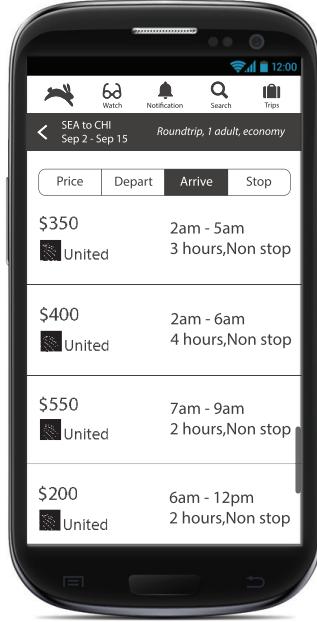
The Flight screens categorize the flight searching into different tabs based on what the user is looking for, how many bags needed and who is flying.



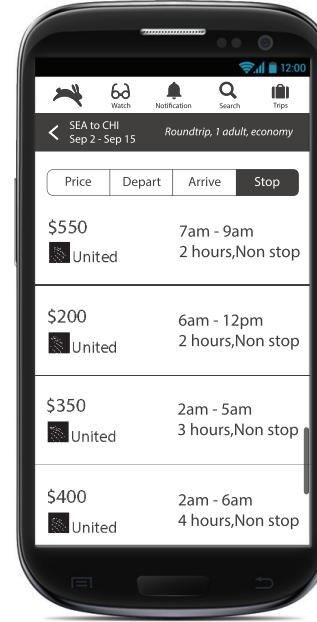
Price Category



Depart Category



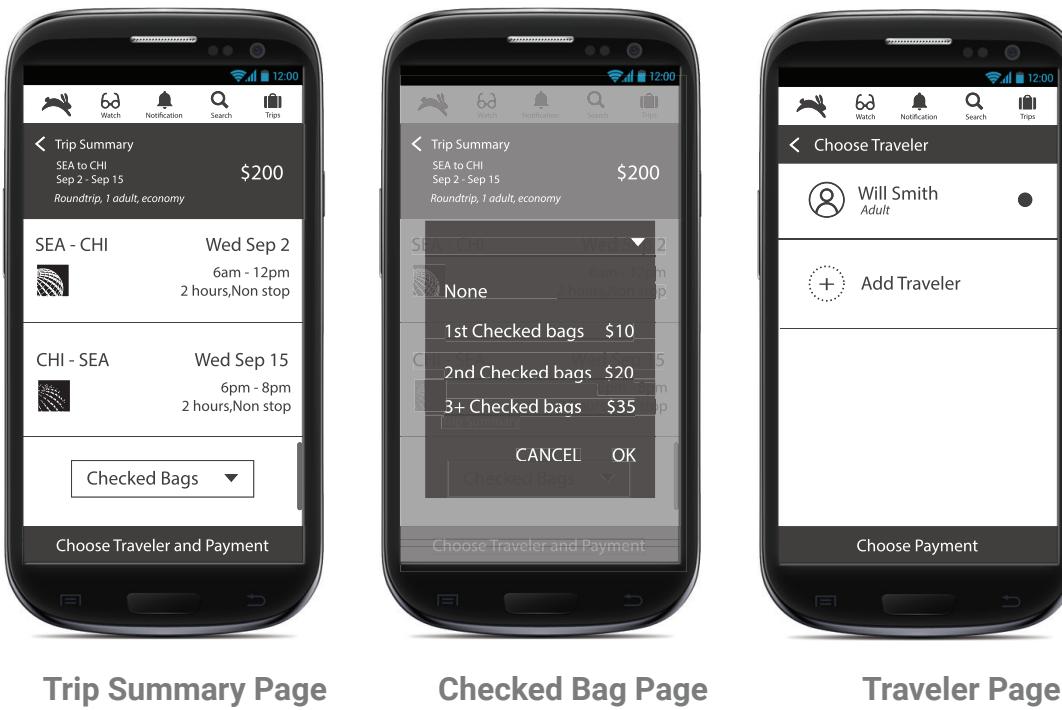
Arrive Category



Stop Category

# Wireframe

## Wireframe concept FLIGHT PAGE



Trip Summary Page

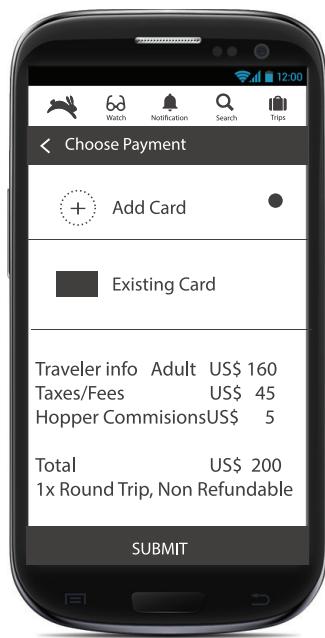
Checked Bag Page

Traveler Page

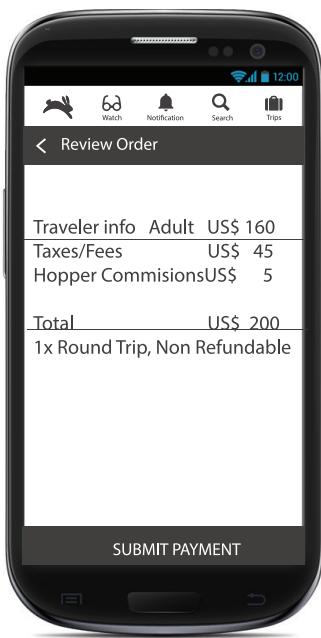
# Wireframe

## Wireframe concept PAYMENT PAGE

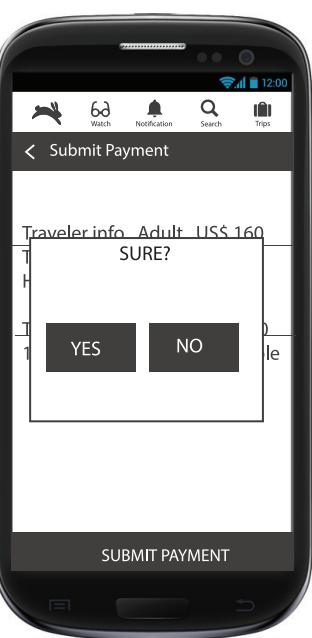
The Payment screens help the user finalize their transaction and purchase their ticket with an engaging confirmation page.



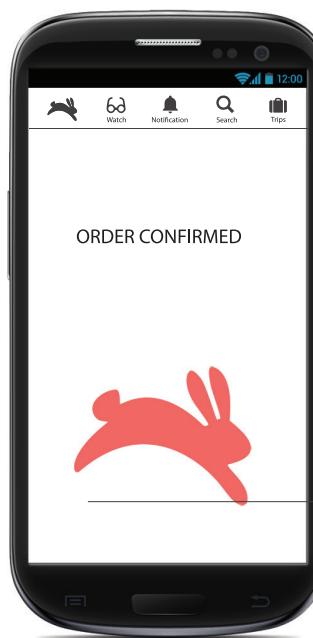
Choose Payment  
window



Review Order



Confirmation

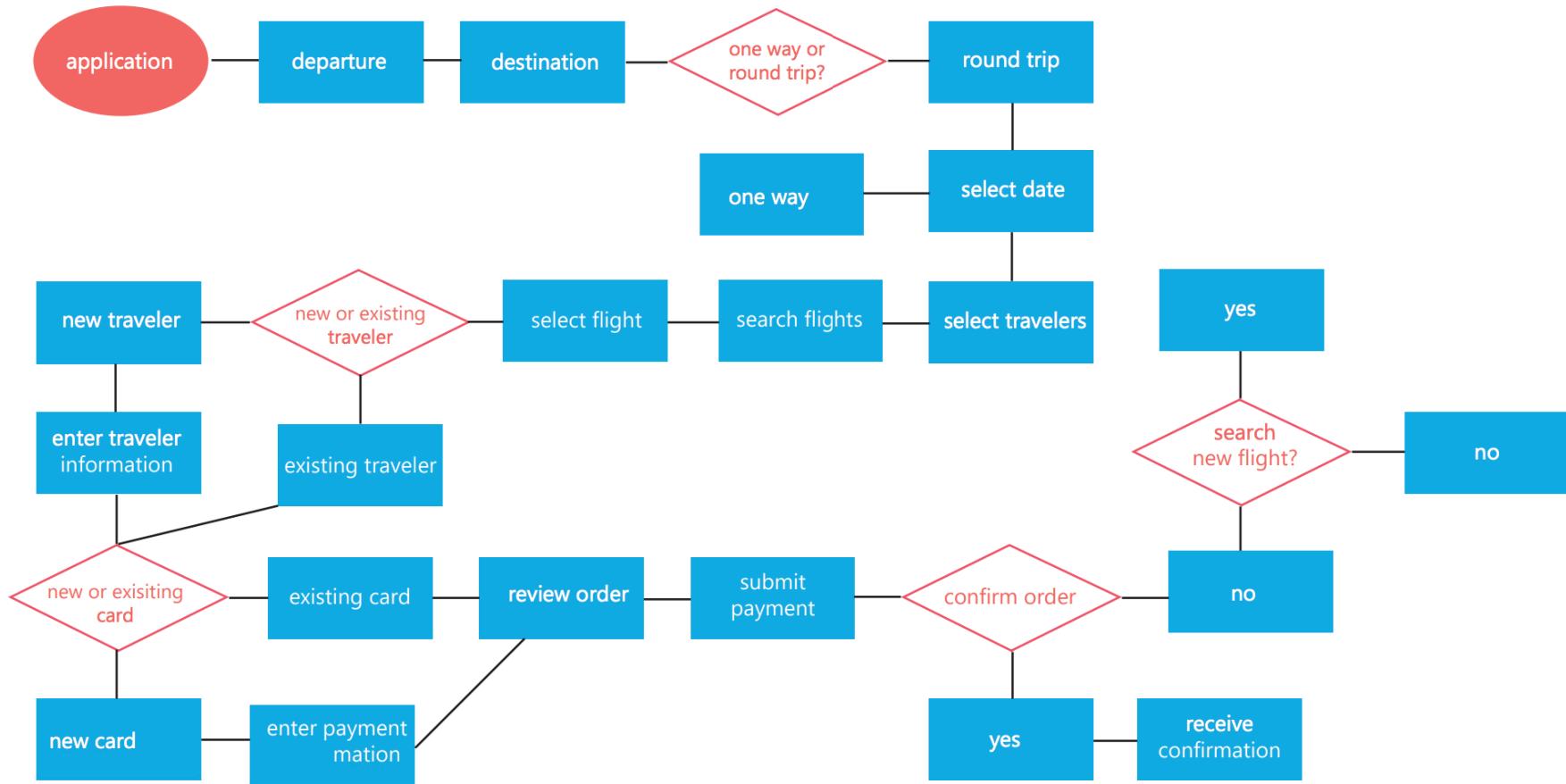


Final window

## 10. FLOW CHART # 2

The revision of Flow Chart #1

## Flow Chart # 2



# 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

## 13. STYLE GUIDE

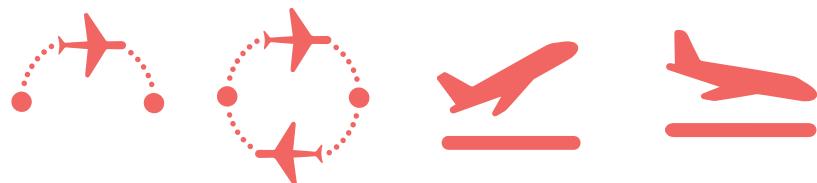
What are the thoughts behind the design?

# Style Guide

## ICONS



## COLORS



<b>Hot Pink</b>	<b>Pure White</b>	<b>Dark Gray</b>	<b>Mint</b>
HEX # F16662	HEX # FFFFFF	HEX #4F504F	HEX # 4697b2
R: 242	R: 255	R: 80	R: 70
G: 102	G: 255	G: 80	G: 151
B: 98	B: 255	B: 79	B: 178



## BUTTONS STYLES



# Style Guide

## TYPOGRAPHY

### **Title**

- 28pt
- Segoe UI / Regular

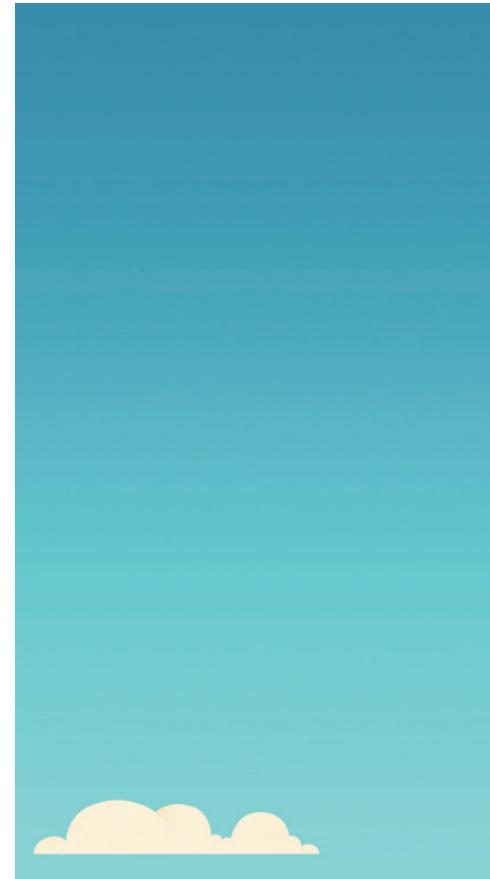
### *Body text*

- 20pt
- Segoe UI / Regular

### *Caption*

- 20pt
- Segoe UI / Regular

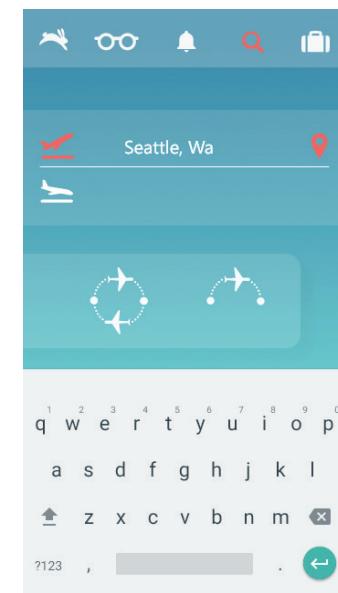
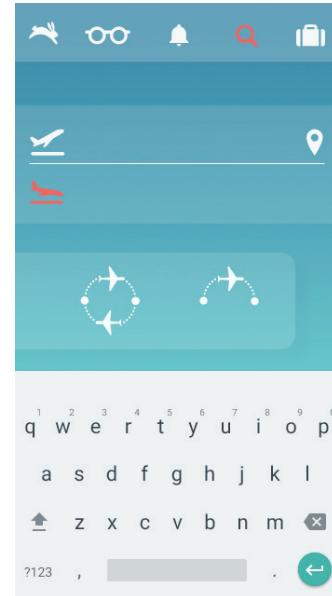
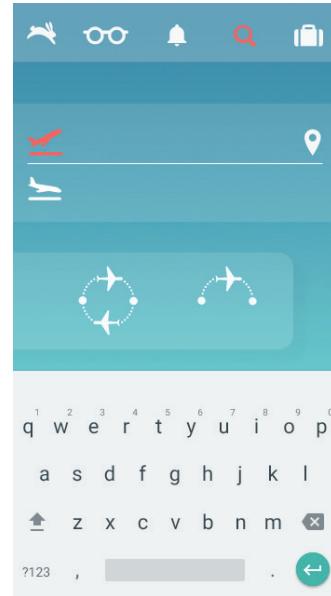
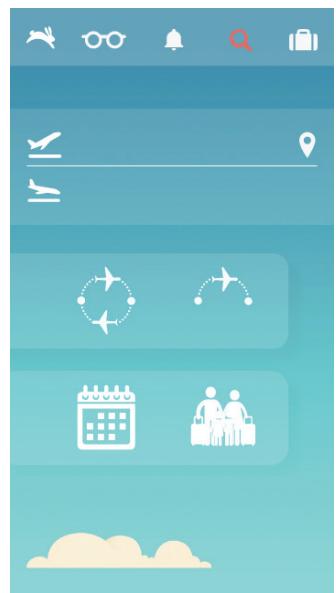
## BACKGROUND IMAGE



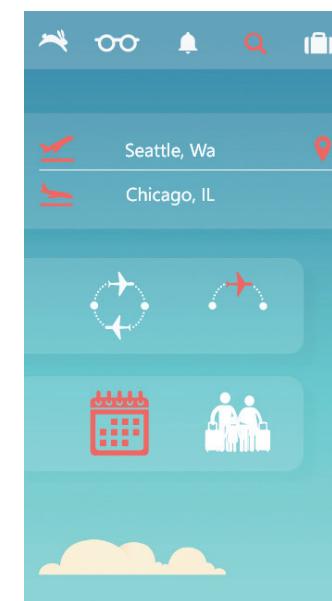
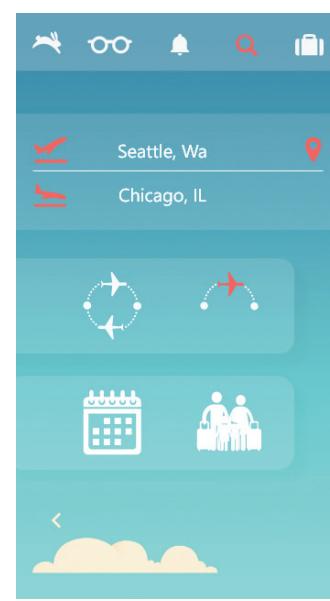
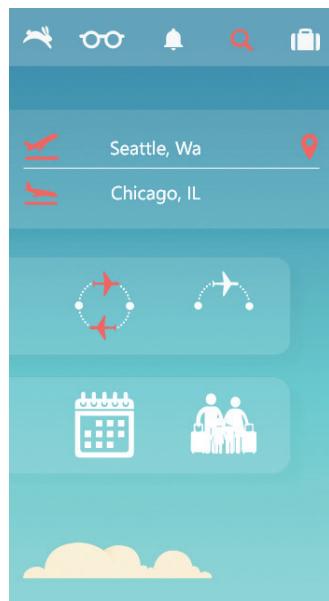
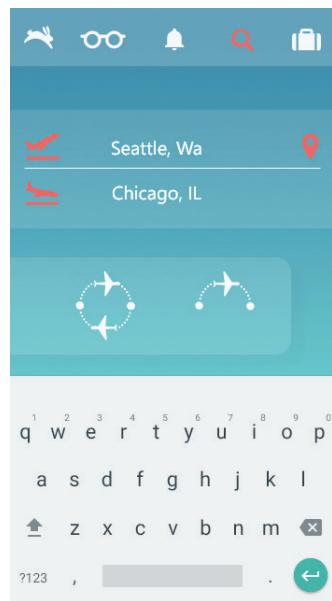
## 14. FINAL DESIGN

New Design. New Journey.

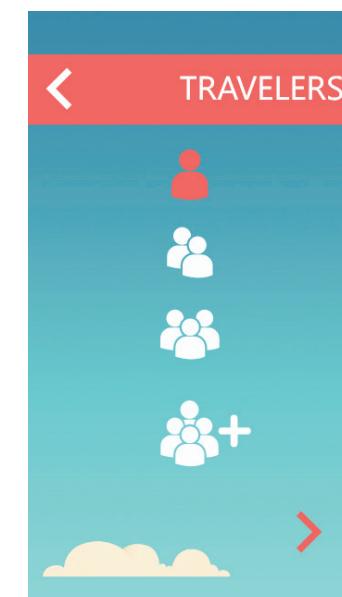
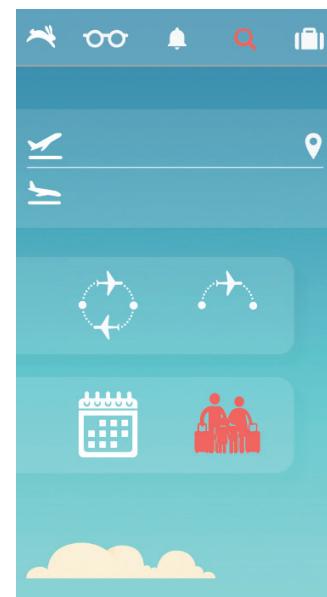
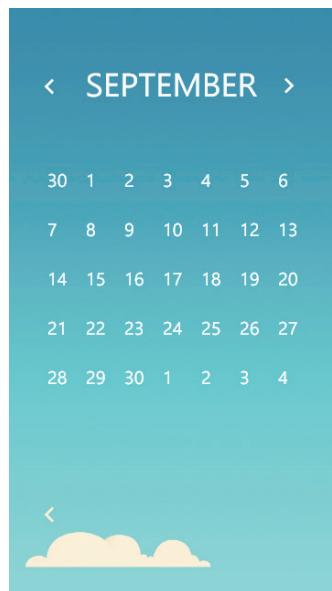
# Final Design



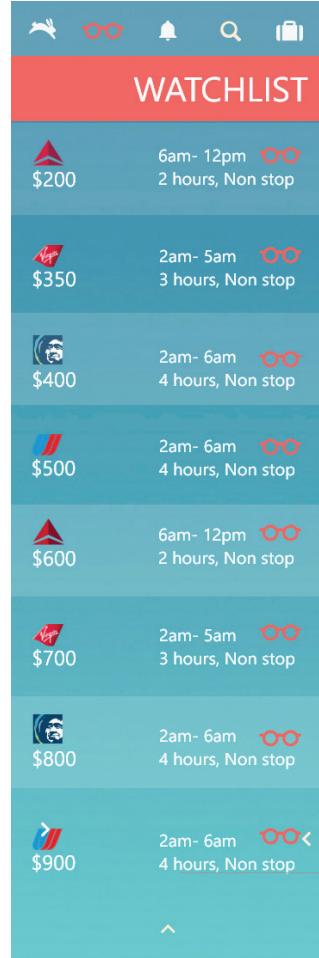
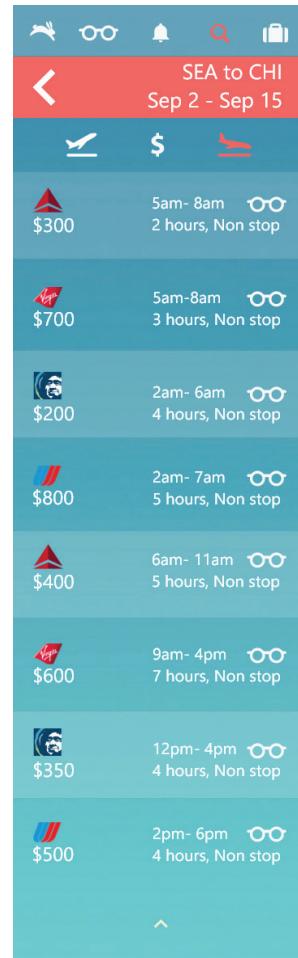
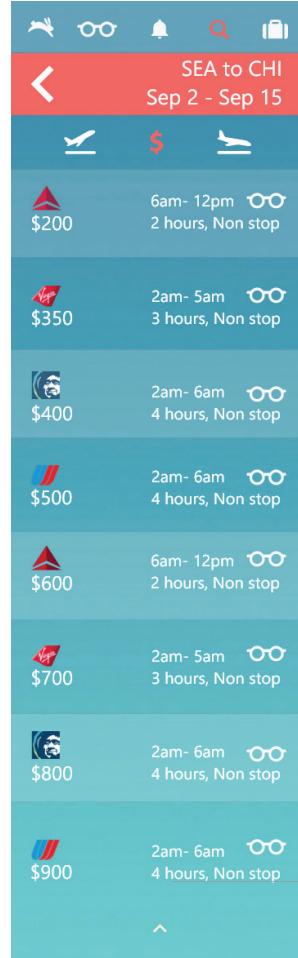
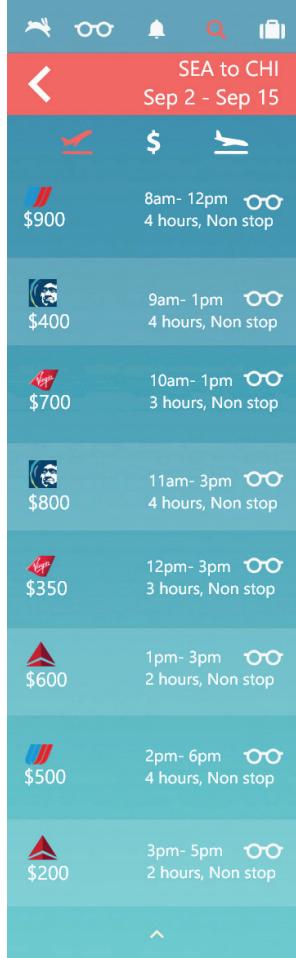
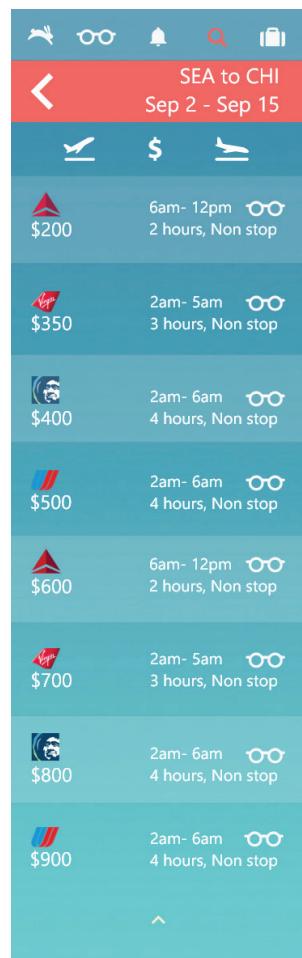
# Final Design



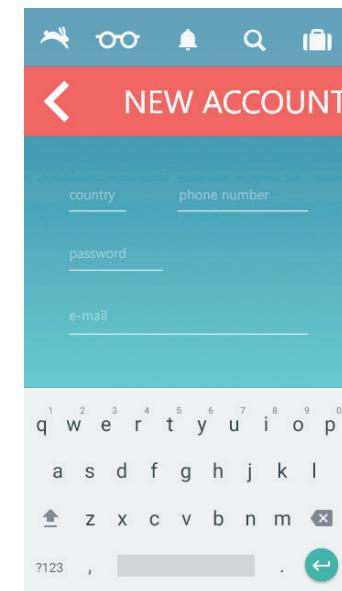
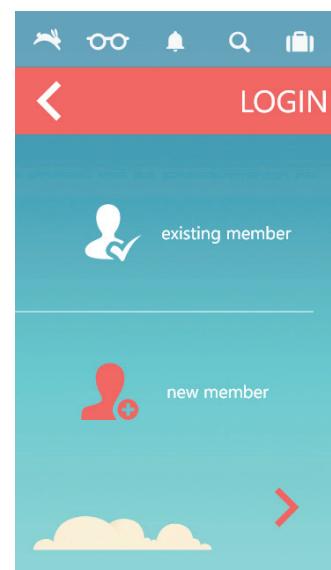
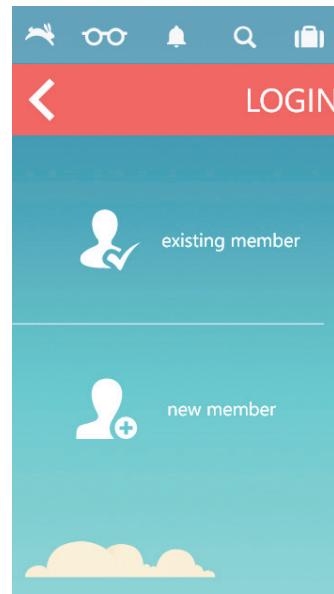
# Final Design



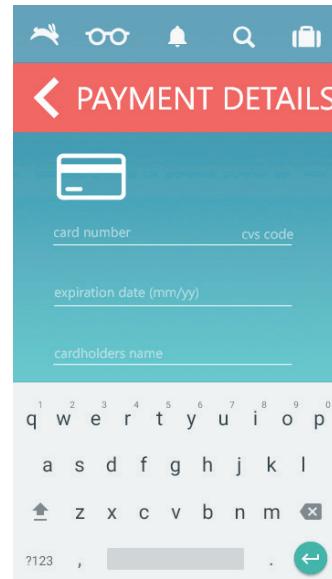
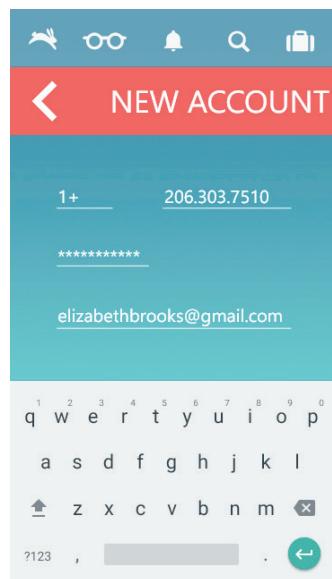
# Final Design



# Final Design



# Final Design



## 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 Scanerio 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 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 final design.

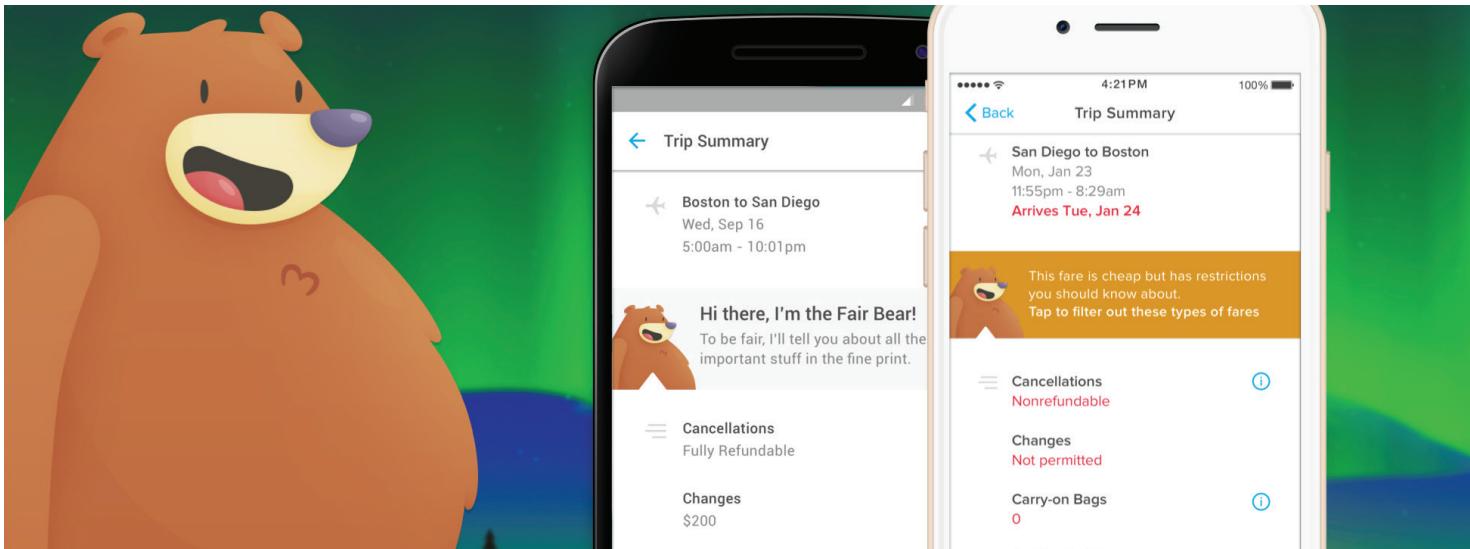
## Hi Fidelity Design

The visual designs brings to the users the hi fidelity version that improves the user experiences

# 16. PROTOTYPE

Live version of final design

# Prototype



<https://xd.adobe.com/view/949de50a-4b9a-4edf-a16a-8908ee0990d9/>