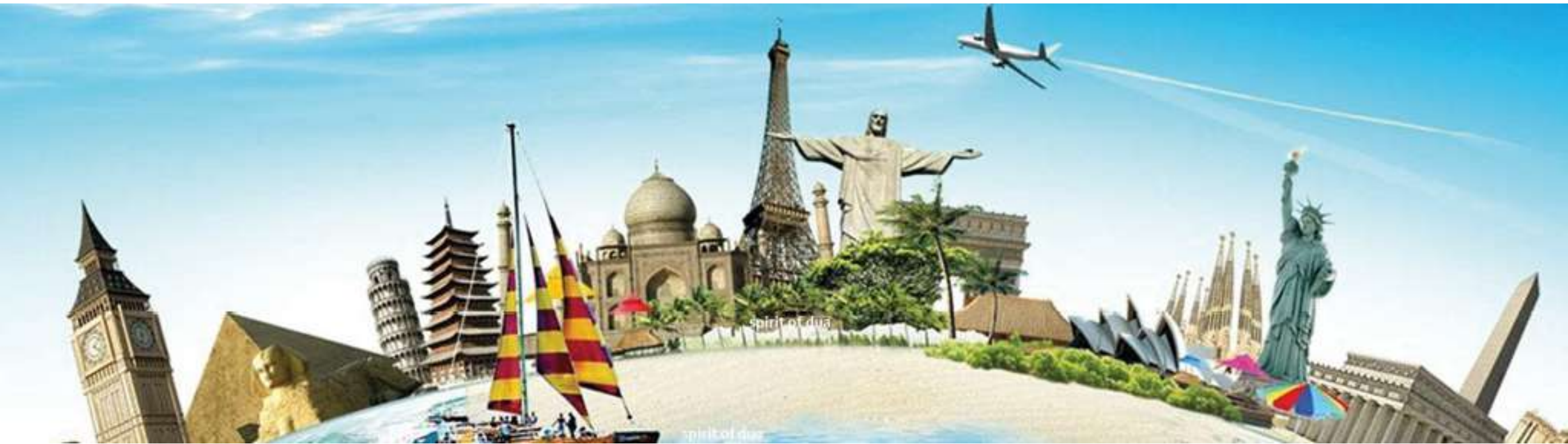


# CASE STUDY

## TOURISM



Travel Benefits for Premium Account Customers

## Client



## Duration

4 months for UX and UI design

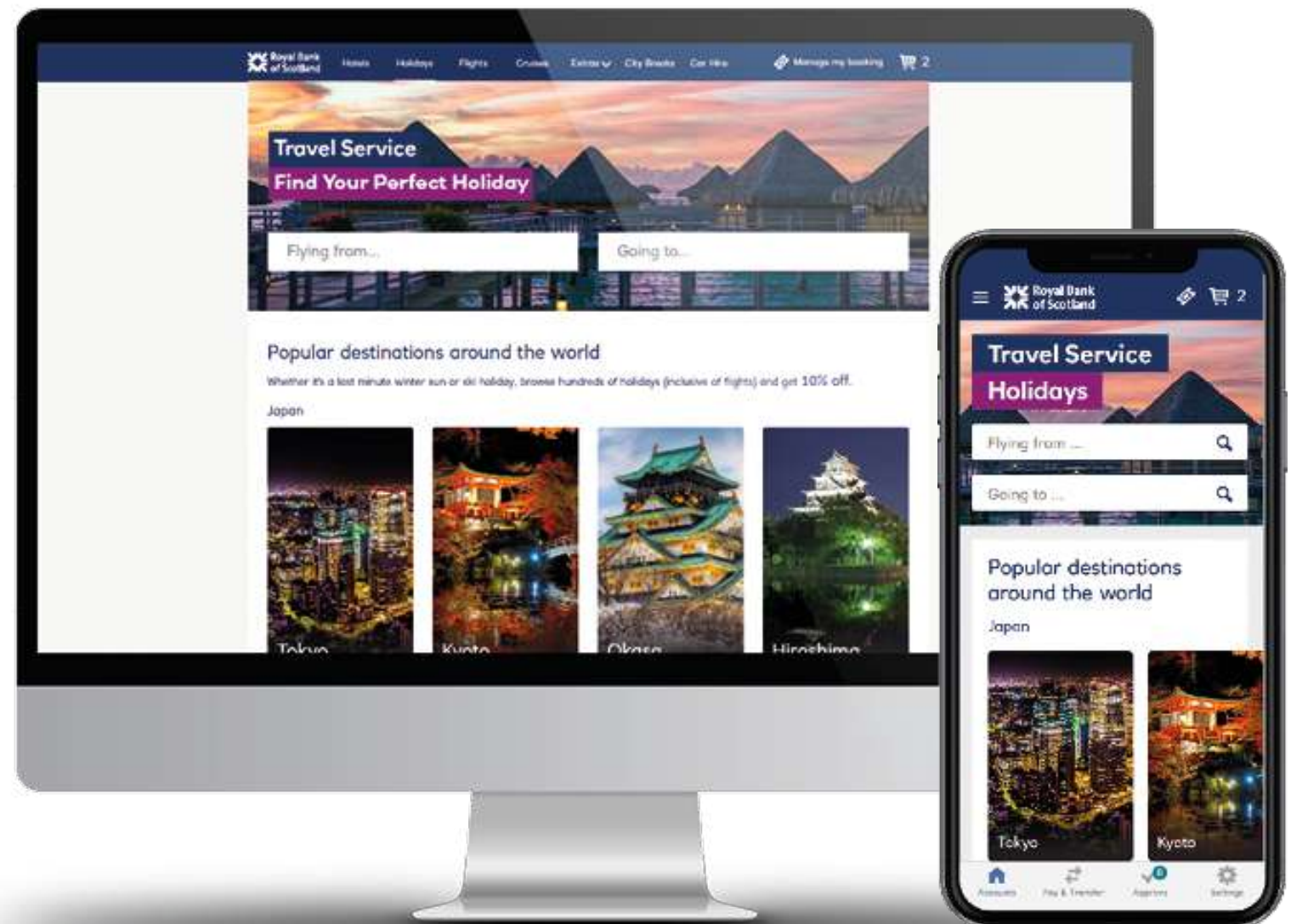
## Platform

Web platform and Native Mobile App

## Project

Travel benefits for RBS premium account holders.

RBS customers who have a premium account are eligible for various benefits, such as cashback, travel and content insurance, discount with retailers and additional discounts on their travel.



## Problem Statement

RBS and Natwest had premium benefits system only on their web portal. However, there was no mobile app to allow customers to use their benefits using mobile phones.

The challenge was that instead of creating a native app, how might we improve web portal UX and use that improved web view as a hybrid app.

## My Role

- Project strategy
- Competitive Research
- Stakeholders Presentations
- User Journeys
- Mapping out existing flow
- Product flow
- Wireframe
- Prototype
- UI Design
- UI Development

## Competitors





## Strategy, Planning and Information Gathering

As with any of my projects, this started with UX strategy documentation.

I gathered every important information related to the project.

Shortlisted the business goals, constraints which helped with understanding the project context. I also listed down the names of all relevant people involved from PMs, POs and Devs and got them all on board which also helped identify any potential issues which may surface later on.

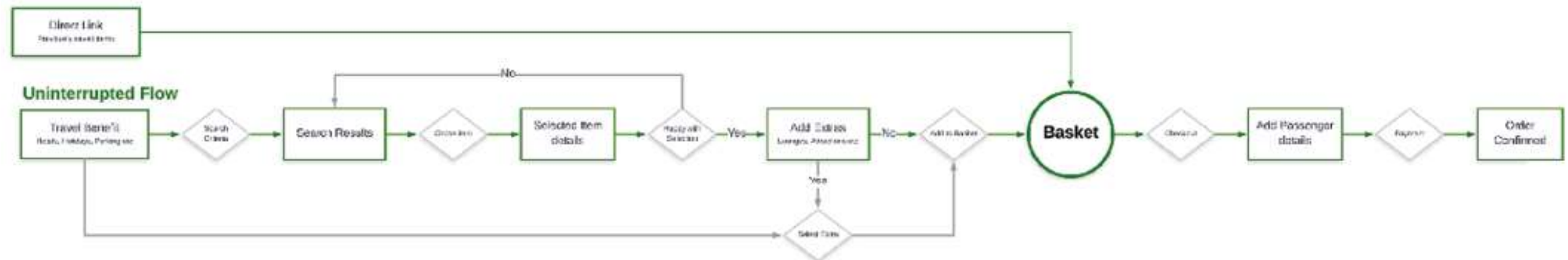
I circulated this document to everyone involved in the project to give them visibility and keep them in the loop.



## Product Flow

For any UX project, it's essential to understand the existing product if there is any, and the best way to map out the current product flow. Analysing the existing product flow, and based on the new requirements and analytical data, I was able to propose an improved flow.

### Travel Products Flow



In the current RBS site, the customer is not able to assign different passenger to different products. E.g. if basket includes Hotels, Parking and Leavages, there is no way customer can assign 1 passenger to Hotel, 1 to parking and 2 to leavages. Therefore I added more forms to assign passengers right at the end after basket.

Customer and products in the basket, and be as easy to proceed, they provide passenger details.

Above flow will solve following issues:

- 1- Allow customers to add products to the basket quickly and efficiently.
- 2- Improve decision making without asking for too much information upfront.
- 3- Making it future proof. In future when the system is able to assign passengers to the products, it will be a lot easier to do that after basket.

One thing worth noting is that, in the current RBS travel website, you can only add other products from Extras page. Whether you are buying flights, hotels or parking. If you navigate to any other product from top navigation during an other buying flow, your previous journey will be lost.

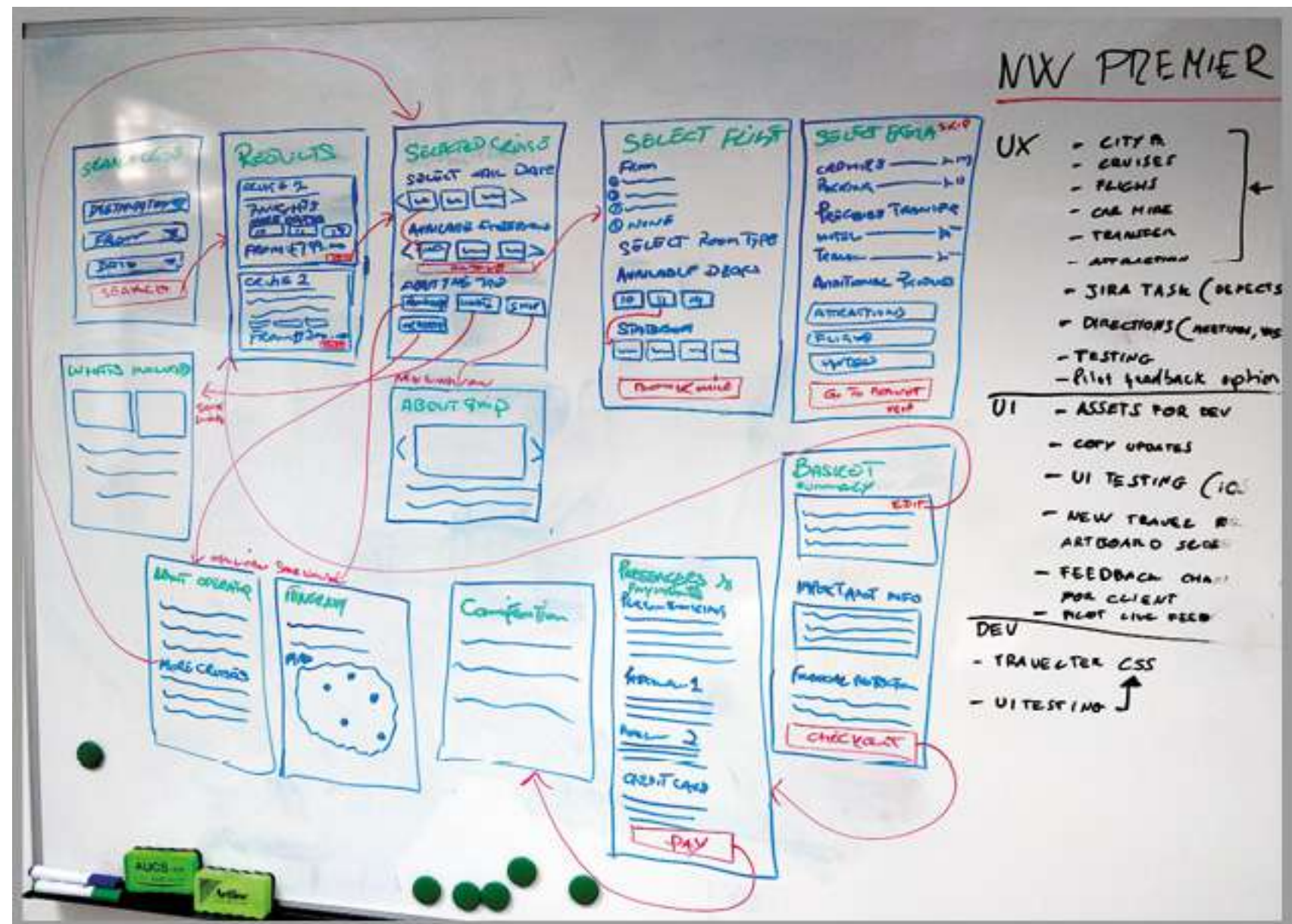


## Identifying Touchpoints

After mapping out the existing flow, I was able to design a quick users journey using rough wireframes defining the critical touchpoints.

That helped me understand the business goals and how these goals can be achieved without disrupting the user's journey.

This exercise was done with other stakeholders and users using the whiteboard. I went through a few iterations of quick and dirty wireframe mapping until the final goal was reached.



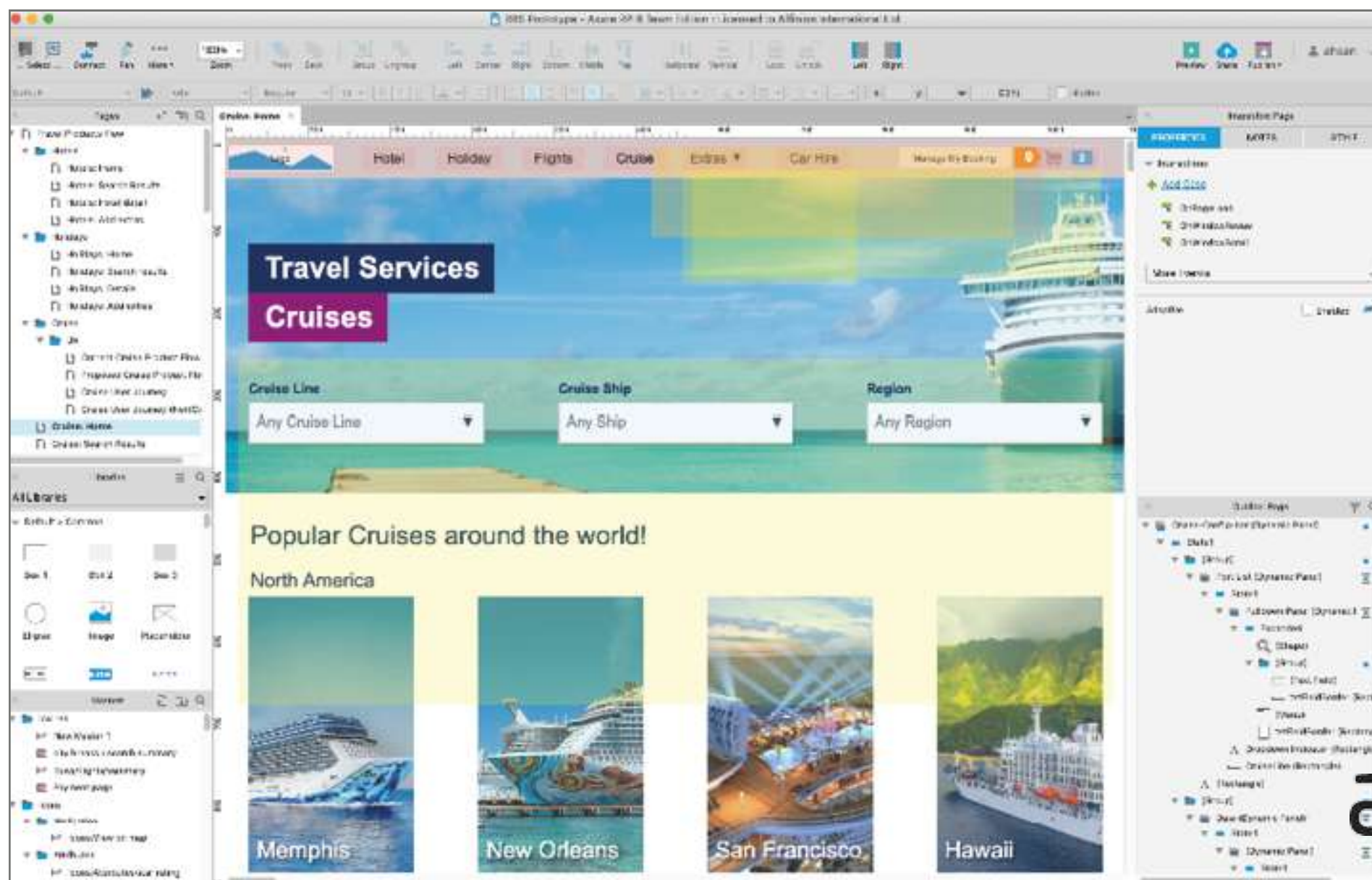
After identifying the user's touchpoints, I was ready to design the hi-fi wireframe. Since there were quite a few sections in the application, e.g flights, hotels, holidays etc. I picked the most complex part to begin with, which was Cruises.





## High Fidelity Prototype

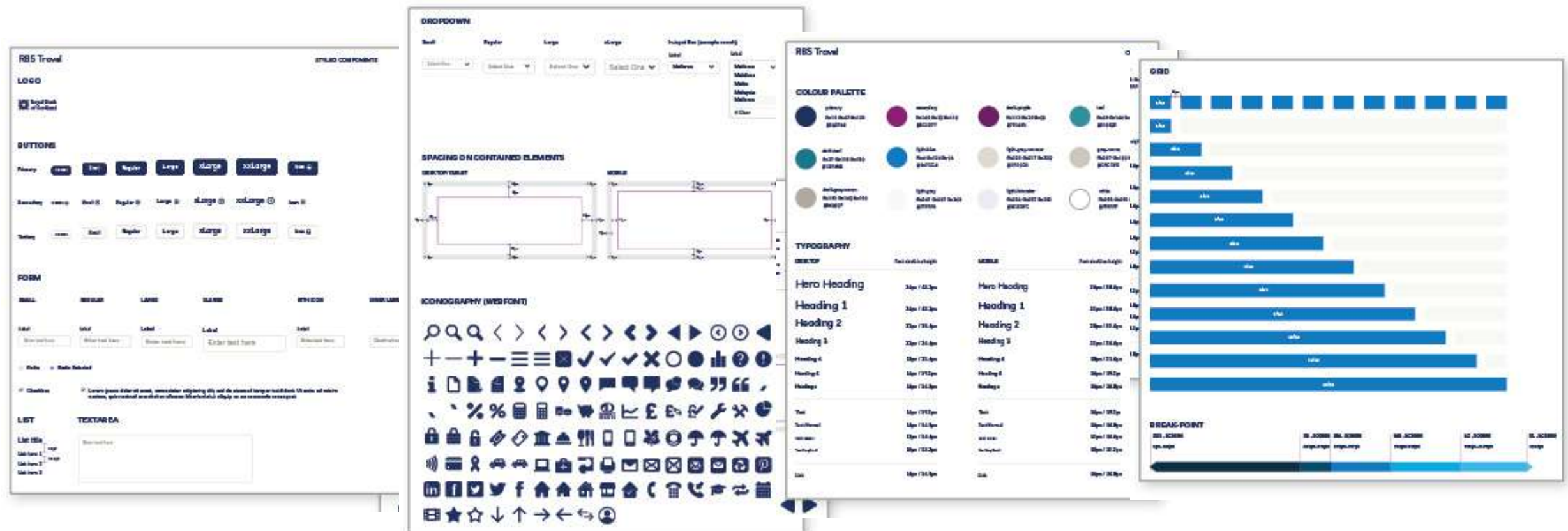
After completing the hi-fi wireframe and connecting the dots, it was time to move to prototyping the concept. I prefer a high fidelity prototype as it's always best to test with the users. I used Axure for hi-fi and interactive prototyping as I could bake in conditional logics in my prototypes and makes interaction simulation very close to the finished product.





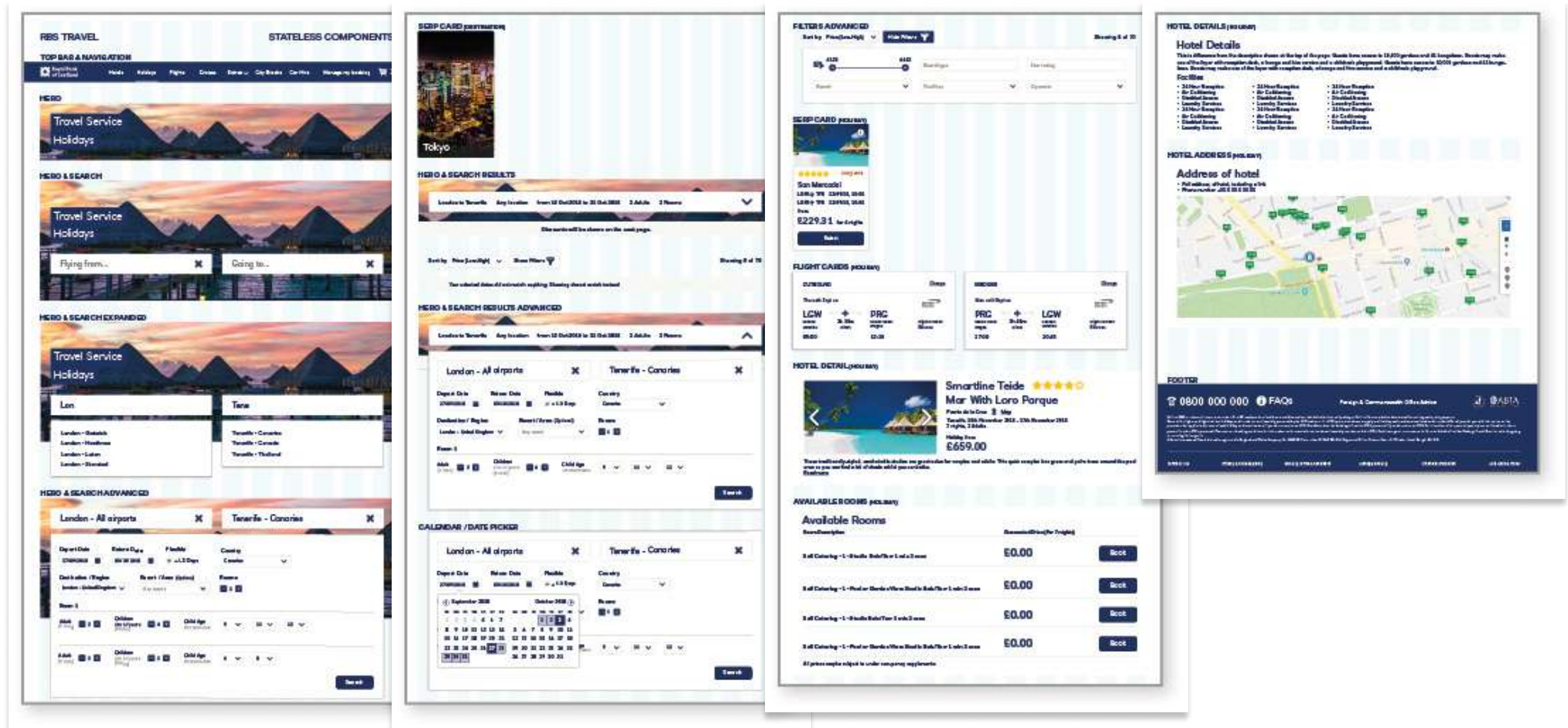
## Style Guidelines

If a project requires, I can design the style guidelines. The client has their brand guidelines but no specific style guidelines. I handpicked elements from brand guidelines and created style guidelines for this particular project

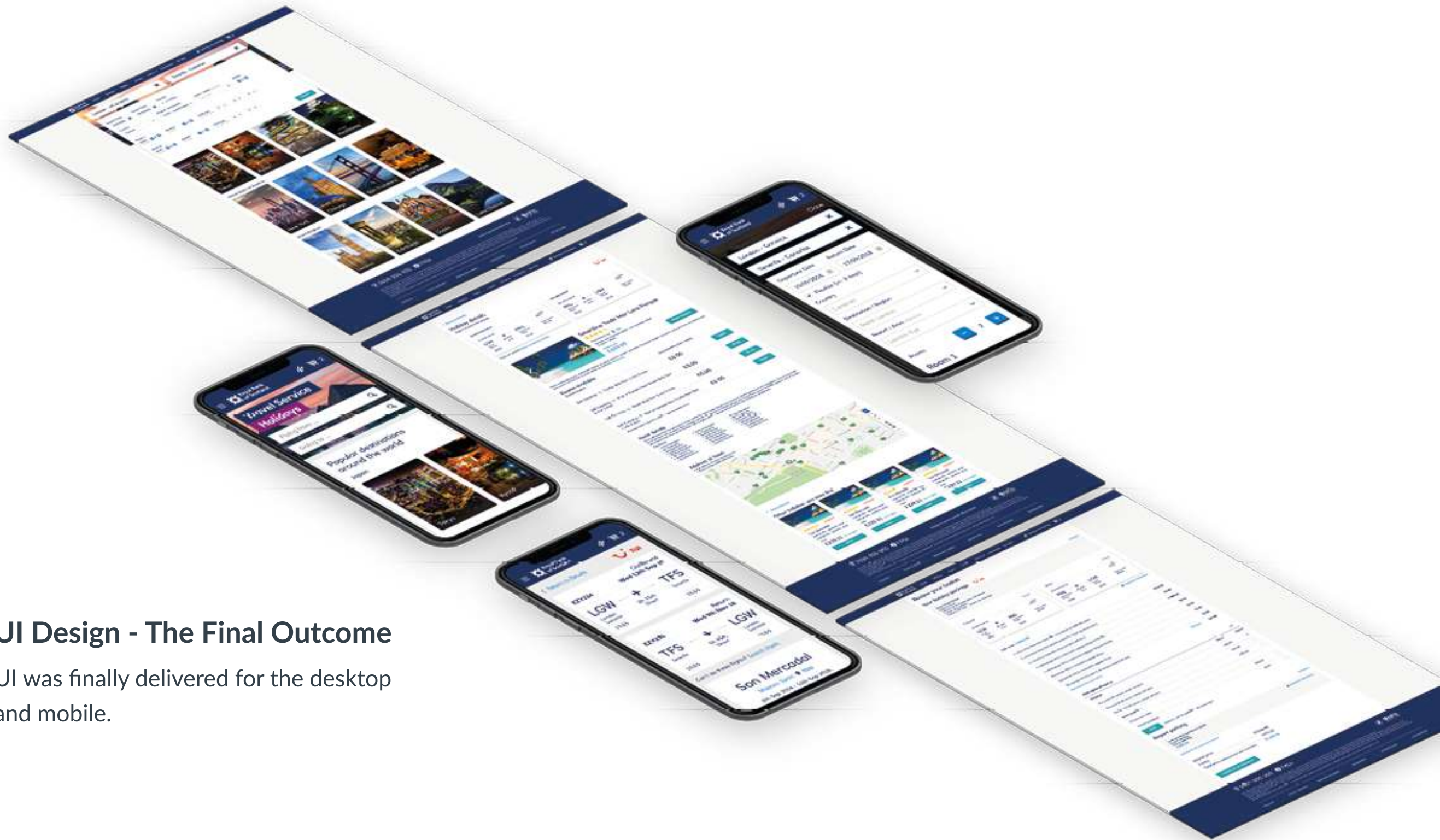


## Components Library

UI design is never viable without a components library, and big organisation systems heavily rely on these libraries. I designed the components based on my prototypes leveraging style guidelines.







## UI Design - The Final Outcome

UI was finally delivered for the desktop and mobile.