



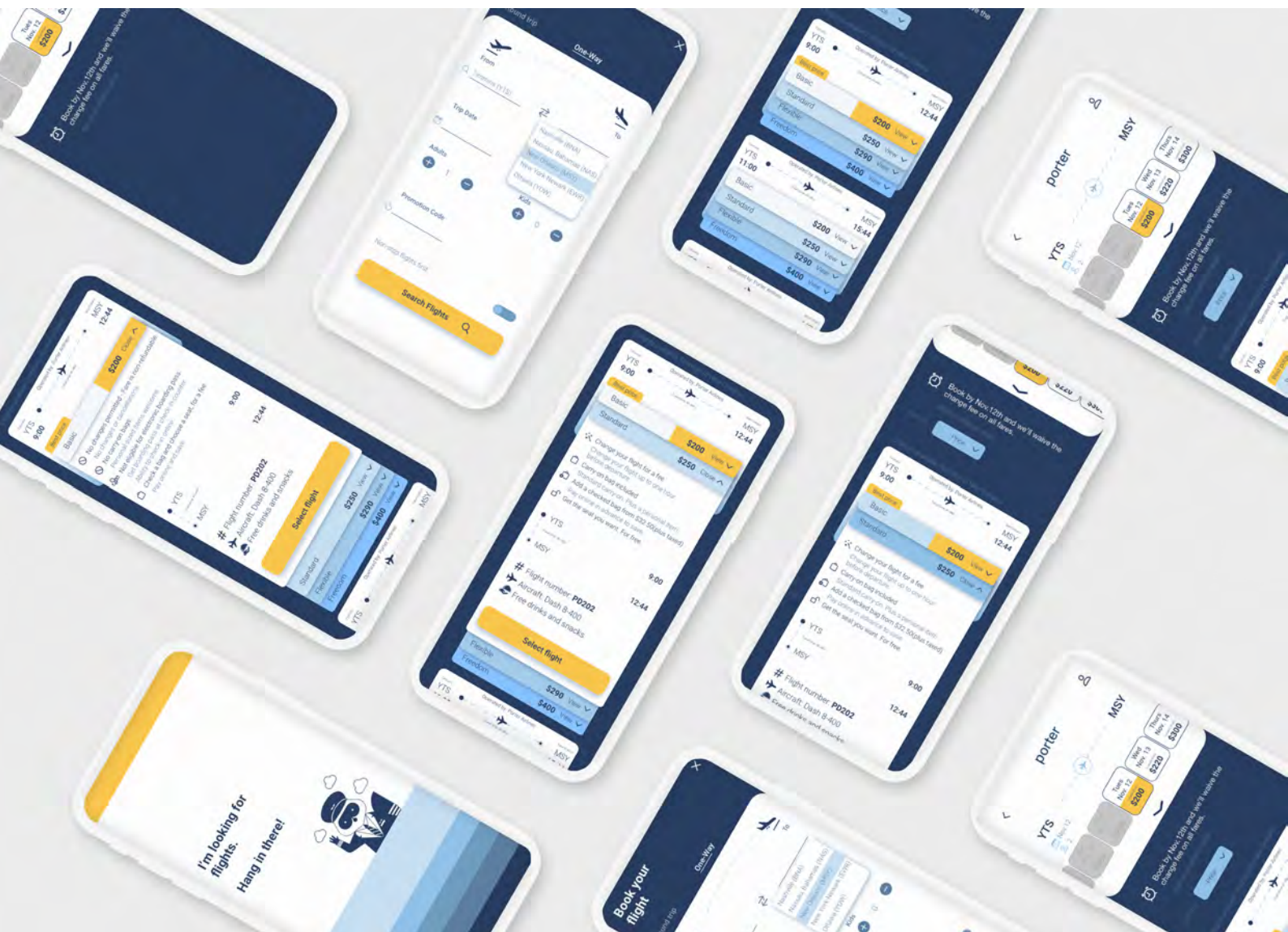
Porter Airlines Design Challenge

“Examine and analyze the elements and features on the mobile version of the ‘Select Flights’ page and make suggestions on how you would improve it to make it easier for users to select their fare.”

DURATION
5 days

SKILLS DEMONSTRATED

Ideation, User testing (interview process), Analysis, User Stories, Task Flow, Wireframing, Paper prototyping, Low fidelity mock ups, High fidelity mock ups, Conclusions and recommendations.



01 / Context

What is the problem?

Users have a **hard time navigating to pricing** and feel as though the prices are hidden, making them feel uneasy.

What feelings does the user have based on this perceived problem?

When the user arrives the point of selecting a flight they are **frustrated** and have a **low trust in the site**. They are unsure as to why the price is nested and would like it to be easy to access.

02 / Challenge goals (micro goals)

1 Make the process feel accessible, trustworthy and intuitive.

4 Make sure palette passes WCAG 2.1(AAA) testing.

2 Remain consistent with observed brand guidelines.

5 After looking at the companies carbon footprint, I wanted to have a goal of having users be able to book a flight faster as this would cut down on the footprint. This was not a goal the user was aware of.

3 Begin by focusing on the pricing section and include other improvements after this flow is thoroughly flushed out.

03 / Assumptions and constraints

Assumptions

That the users tested are the companies target market.

That the users of the Porter Airline mobile platform are used to booking on other flight booking platforms.

The colours within in brand guidelines are flexible - all colours used in design pass WCAG 2.1(AAA) accessibility.

Constraints

Not knowing if the users tested are the companies target market - if they were not the study would be null.

Without doing a further investigation of target market User Personas are limited.

04 A / User testing

Process

Performing a user test is one of the first things that I like to do if I am not getting my information from elsewhere (ie./ an A/B test). I want to pin point where the user is having issues. With this tool I can confidently explain where the user is having the most difficulties - where did they expect to be able to click? When did they expect to swipe? When were they the most confused?

I would usually try to conduct a user study with the most amount of users possible that are in line with the target market of the company but based on my time constraints with this challenge have performed my user tests with ten users and made assumptions about the target market.

For this user test the challenge was to book a flight with a 'flexible fare'.

Once I have user tested I go over the notes to see common pain points across users.

04 B / User testing analysis - keypoints / takeaways

Booking page

Hard to see 'one way' flight option.

Calendar should be greyed out so users can't book before Nov.12th.

100% of users tested were confused by this and caused frustration while testing.

Calendar should automatically grey out up to departure date. Users found this confusing.

Select flight page

Users with larger hands were not able to click the buttons on this page because they were too close to the edge of the screen.

04 B / Takeaways continued

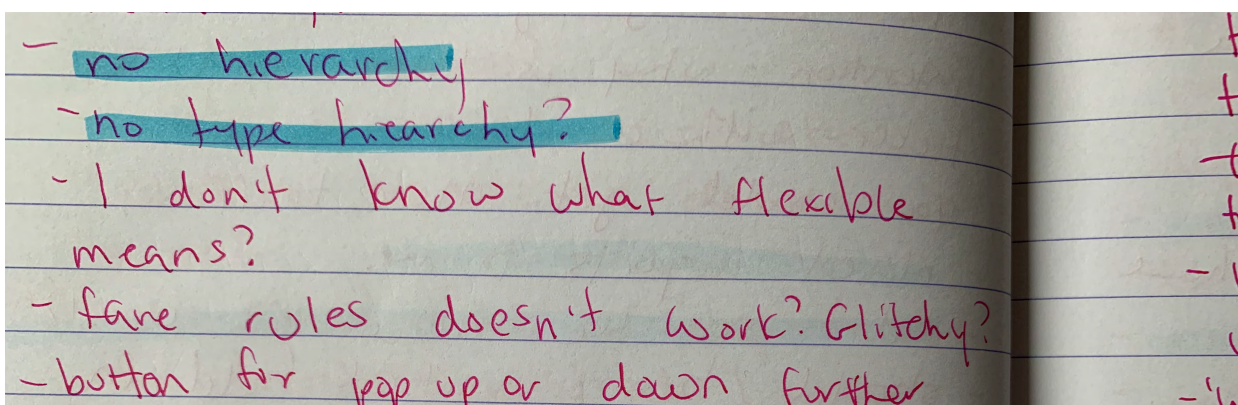
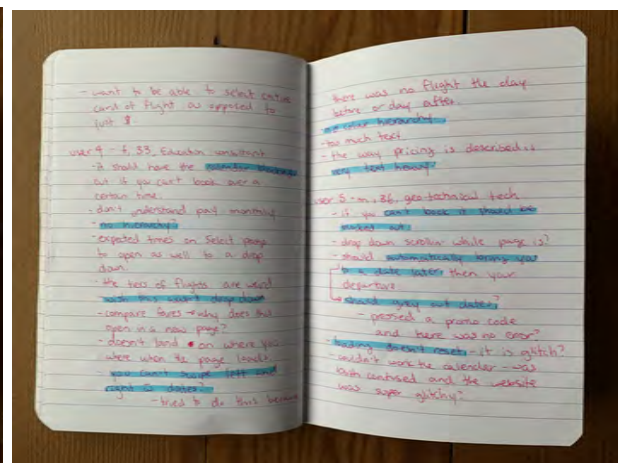
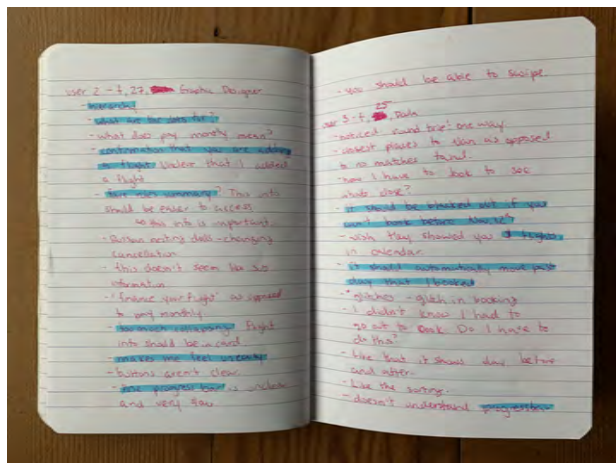
100% of users tried to swipe the progress bar and found this confusing.

Users were confused by the wording of the, 'pay monthly' option at the top of the page. Some thought that this was an ad.

100% of users had trouble with the hierarchy (both colour and font) on this page.

Users did not like the way that the information was nested, felt as though there was important information hidden and this made them trust the site less/ made them feel uneasy.

Users wish they could swipe left and right through dates on this page.



Highlighted notes from user testing.

05 / Blue sky

Description

I often ask users, "What do you wish was on this platform that you didn't see - no constraints" and "What do you wish was on any platform similar to this?".

I give an example and have it be very open ended.

Consistent findings

The user would like to be able to compare flight prices on the calendar when they are booking in the calendar as well as on the 'Select flight' page.

The user would like to see a wider range of flights so they would be able to pick the best price.

Most interesting feedback

Remembering you and prompting your upcoming trips.

Having the ability to plug into a calendar of where you were going to recommend upcoming events in that area.

06 / Notes for developers

Description

When testing I keep track of what is 'glitchy' for developers. I would only offer this feedback if it was something that the team was interested in and this was appropriate within the company environment. I would assume that the platform is something that is consistently in development and would not want to give feedback that the team was already aware of!

Feedback from users for developers (Specific to the booking page)

Users found that the reset button did not work.

Users could not select dates - the calendar kept resetting to the current date.

When the user pressed the back button they were not able to adjust the flight dates - the button read, 'loading'. The user had to refresh the page and start again.

07 A / User Personas

1

Corporate marketing, travels often for work

"As a working professional who travels for work often I want to be able to easily and quickly book flights so that I can make sure that I stress about this action less!"

"Why are all flight platforms so involved? I don't have the space for this in my day!"

Wants

Simplicity.



07 B / User Personas continued

2 Consultant, travels often for work and liesure

"As a consultant I have to be available for travel at the drop of the hat. I want to be able to do this seamlessly and rely on the company that I am booking with!"

"Quick booking is the key to my loyalty."

Wants

To be proud of the company he is flying with.



3 Engineer, often works remotely

"As a computer engineer I have flexibilty in my schedule. I love to take off to new places for a week or a weekend. When I am booking I want it to be intuitive."

Wants

Quick, easy booking platforms.

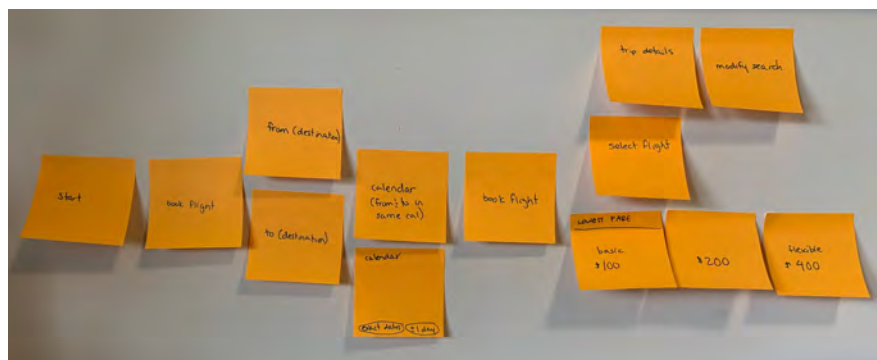


08 A / Task flow

When designing task flows I start with sticky notes to make sure that I am able to see all the possibilities that the flow could take. I feel that this provides me the most flexibility.

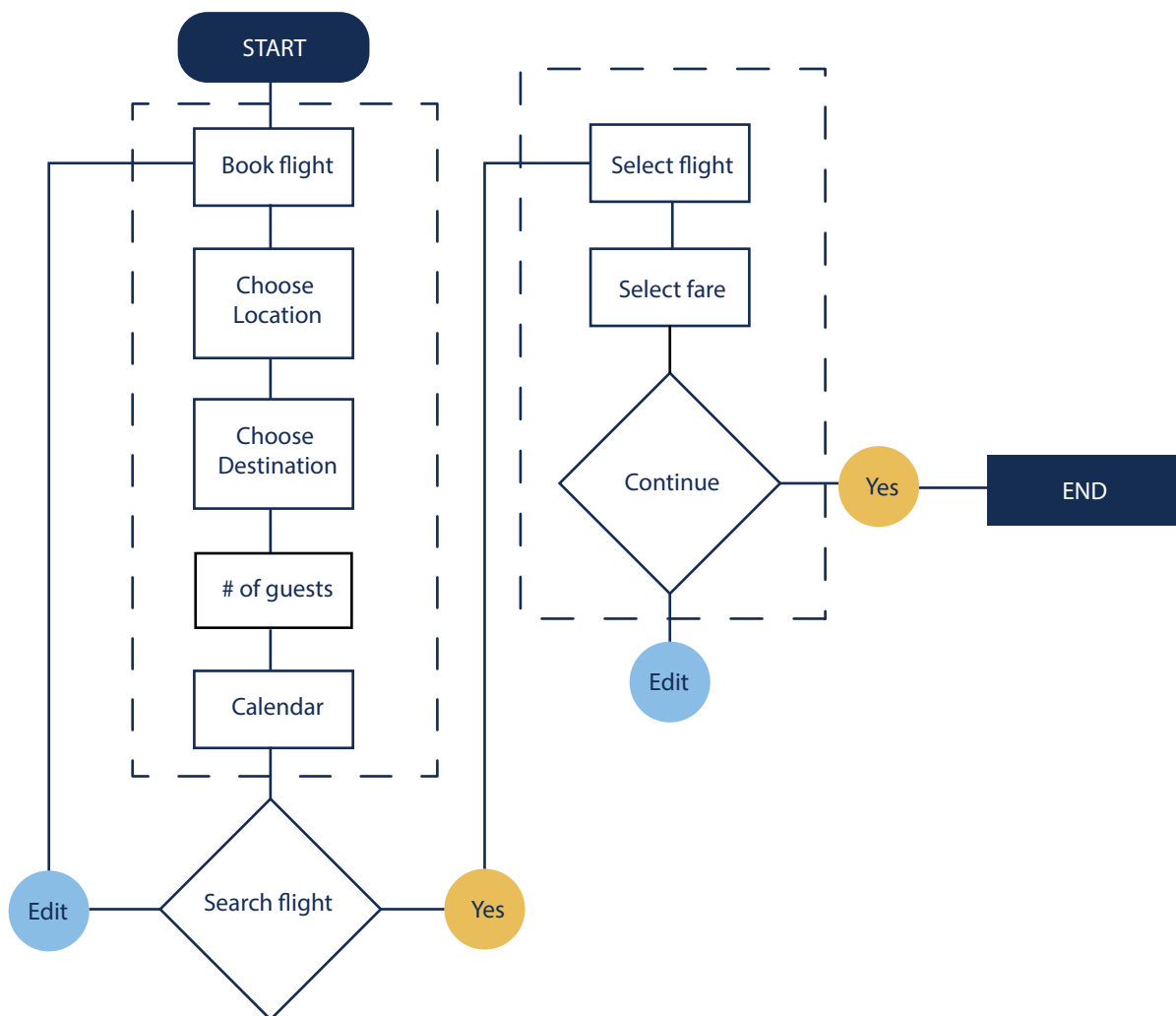
After this step I take it into the computer.

Sticky Note Task Flow



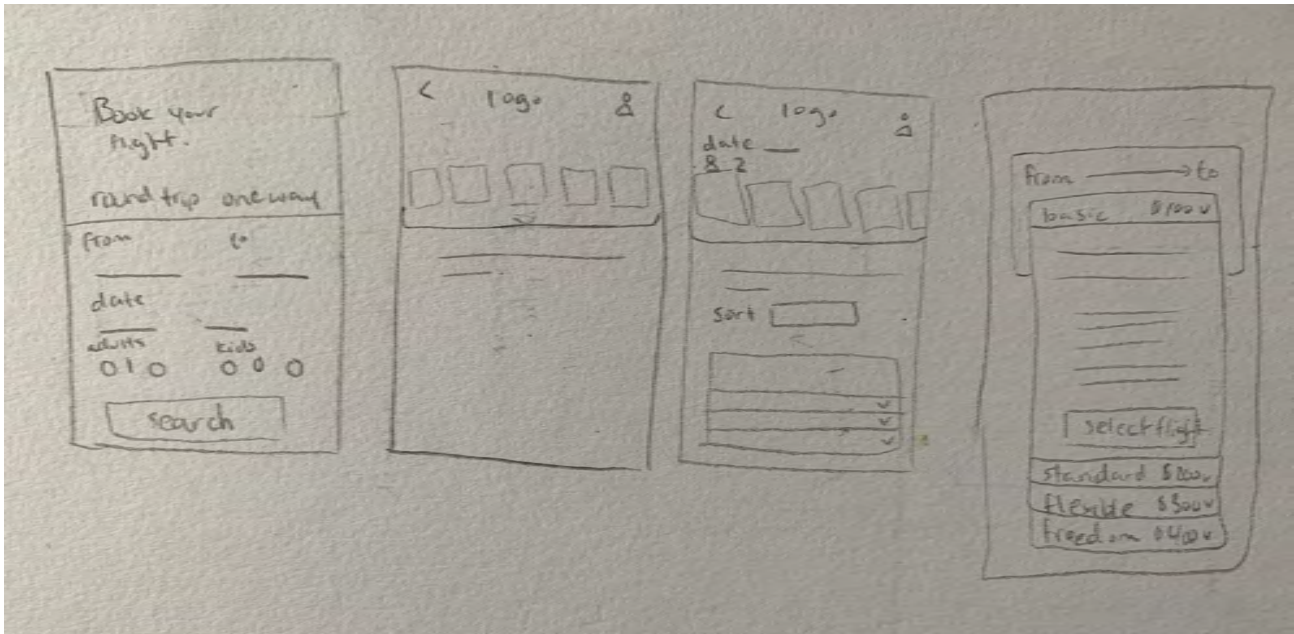
08 B / Task flow continued

Low fidelity Task Flow

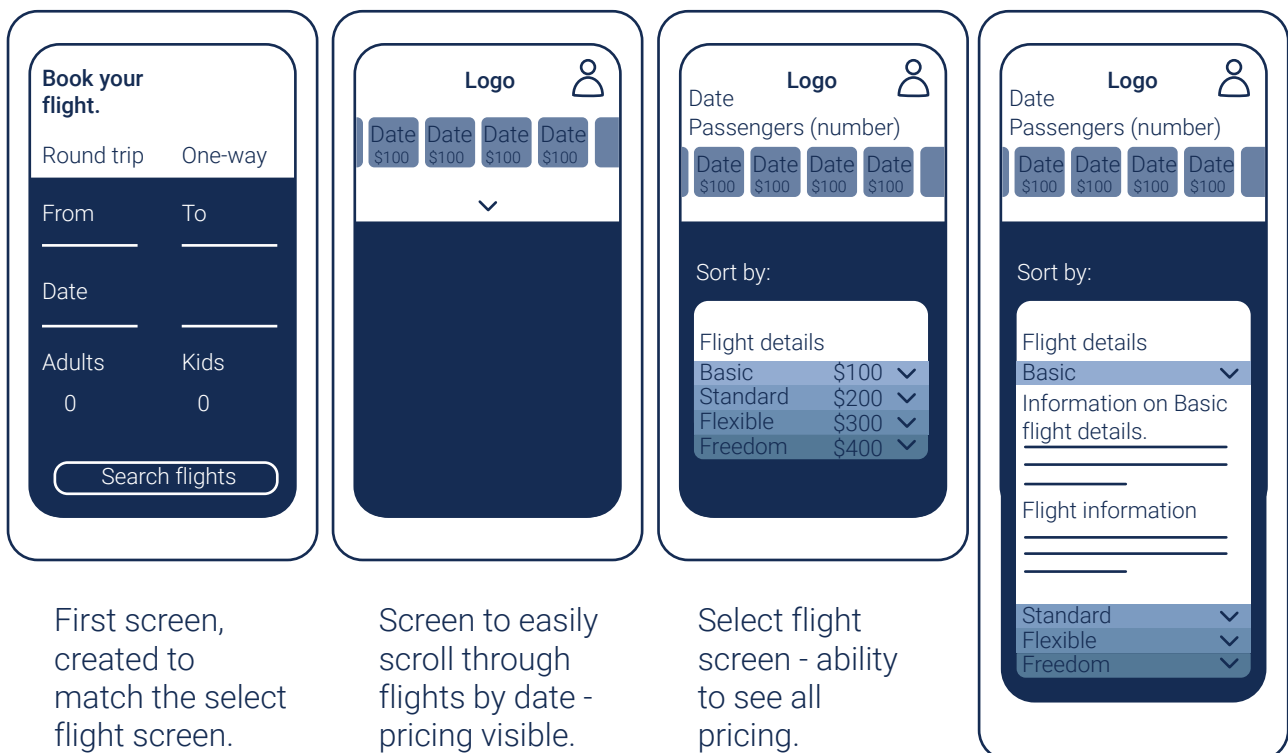


09 / Wireframing

Initial sketches



Low fidelity



10 / Paper prototyping

Revisioning

In my design process the ability to test my concept 'in the wild' before creating high fidelity mock ups is important. During this stage I test for incremental changes in attempts to make it as intuitive as possible.

In my experience, paper prototyping can in many stages but is similar to A/B testing in that there are small things changed.

Key takeaway

Make the CTA buttons larger.

Wording added with a 'back' button so users can easily navigate back to the previous page - added text that says, 'Modify flight'.

11 / Notes on High Fidelity mock ups

Insight into process

After paper prototyping I outline the icons I will use for myself. In this case I will be using [SF Symbols](#).

If I am staying within brand guidelines I find out the fonts that I will be using. [Porter Airlines is using Roboto](#).

One of the main points of feedback was that there was no visual colour hierarchy within the 'Select flights' page.

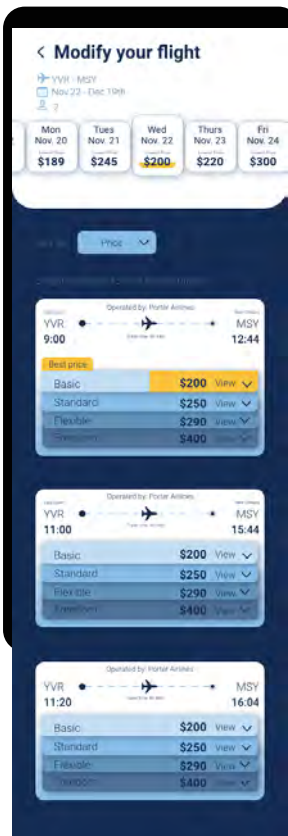
When I began designing I was using the main colour palette that I noticed on the home page of Porter Airlines. Later when I checked the [AAA WCAG 2.1 Guidelines](#) I adjusted [these colours](#).

The focus of this design challenge was the 'Select flights' page - [this is where I started my high fidelity mock ups](#). The edits on the next page were done through testing with users from the original testing pool. Based on their feedback there were five iterations and this is how I developed the final design.

Once finishing this main screen I moved onto the 'Booking' page and then the loading page for fun.

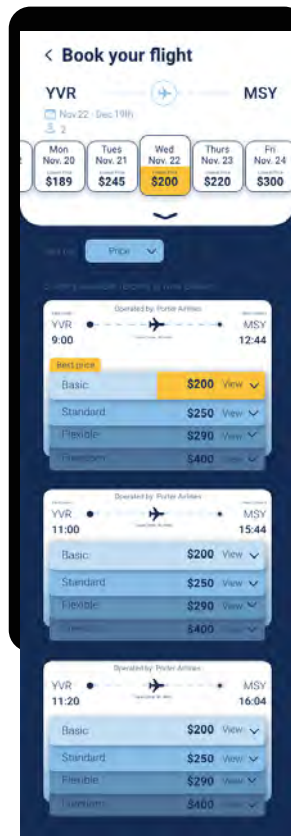
12 / High fidelity revisioning

Revisioning progression



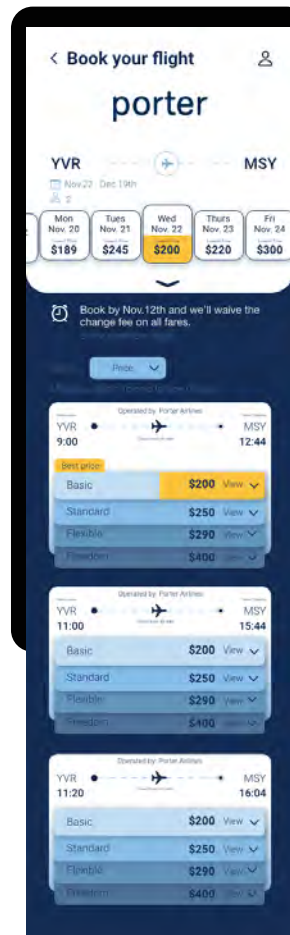
Edit One

First version.



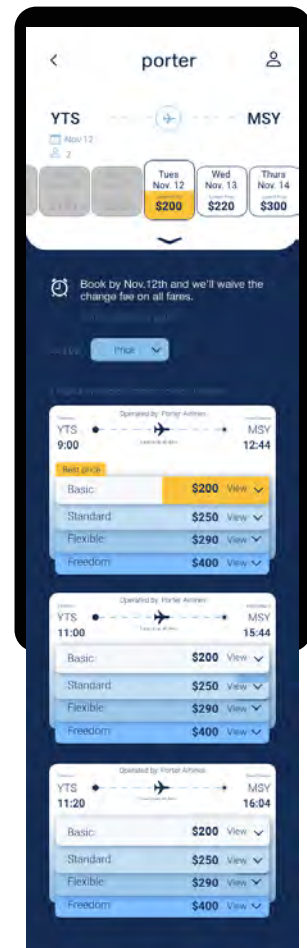
Edit Two

Changed 'modify flight' to 'book your flight'. Made the highlighted price cohesive with the rest of the design. Changed the way that the flight is described at the top of the screen. Increased the size of the buttons.



Edit Three

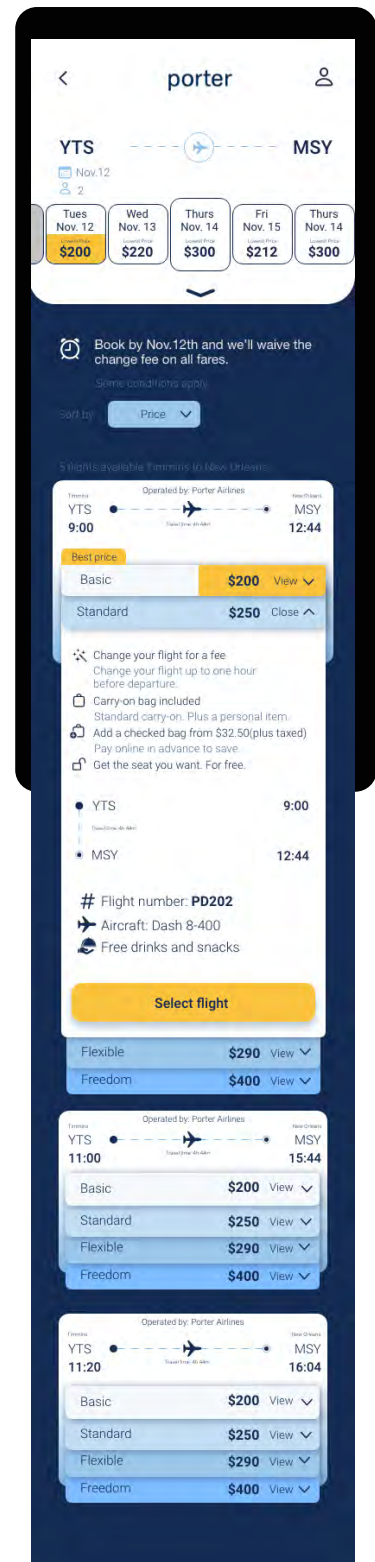
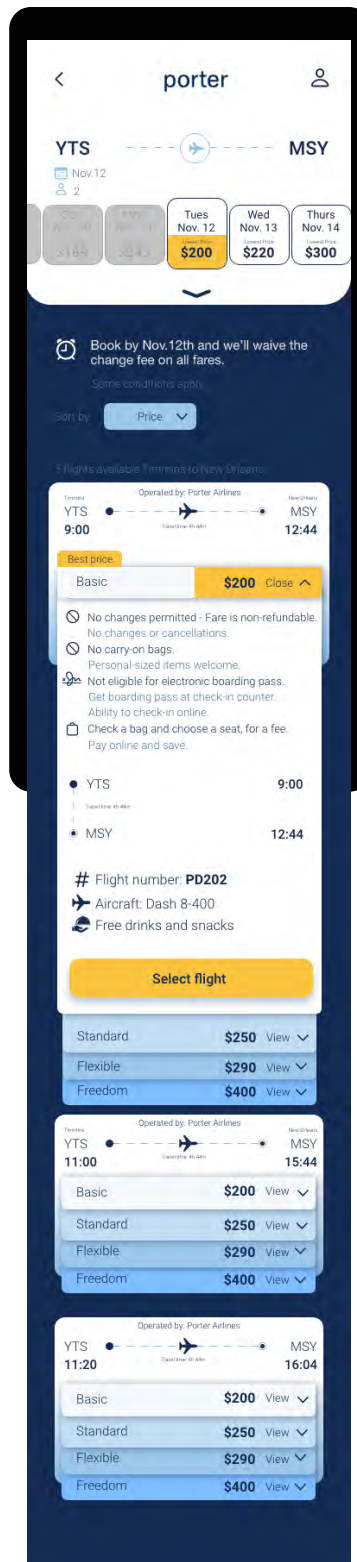
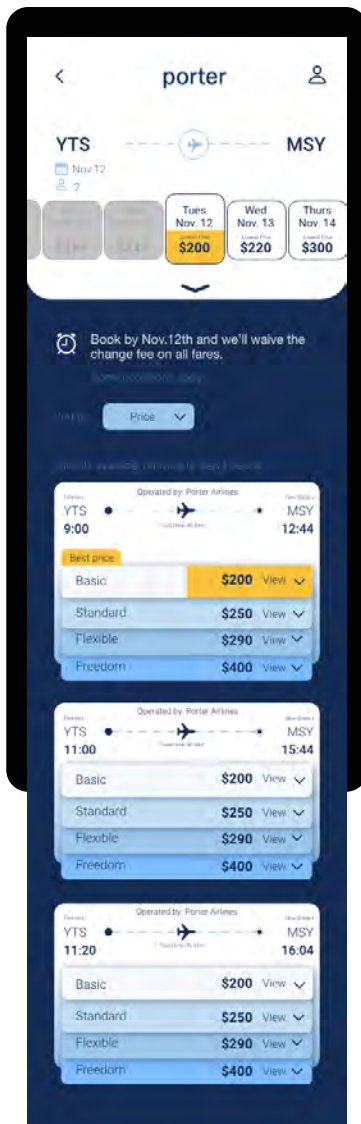
Added in the Porter logo, account logo and the alert of when to book your flight.



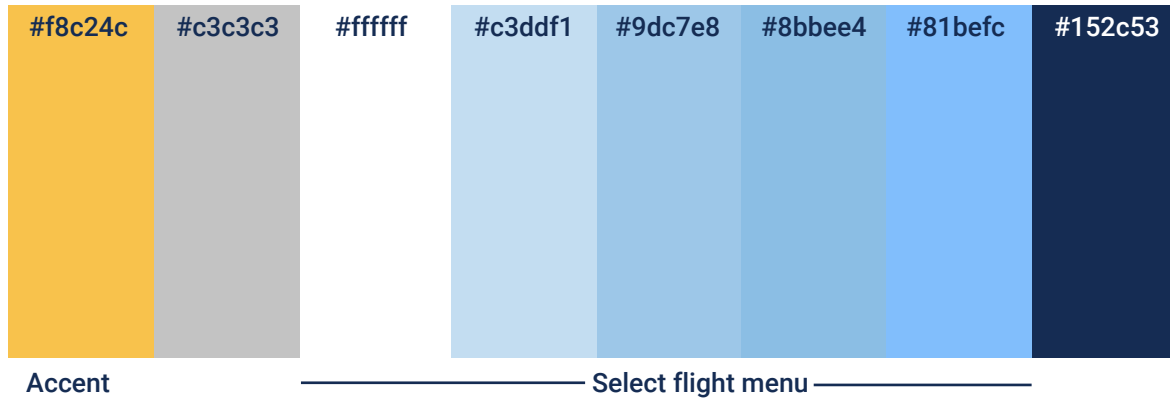
Edit Four

Adjusted the size of the logo, removed the 'book your flight' at the top of the page. Add grey to flights that you could not book. Colours altered to ensure that they passed the AAA-contrast test.

14 B / Key screens continued

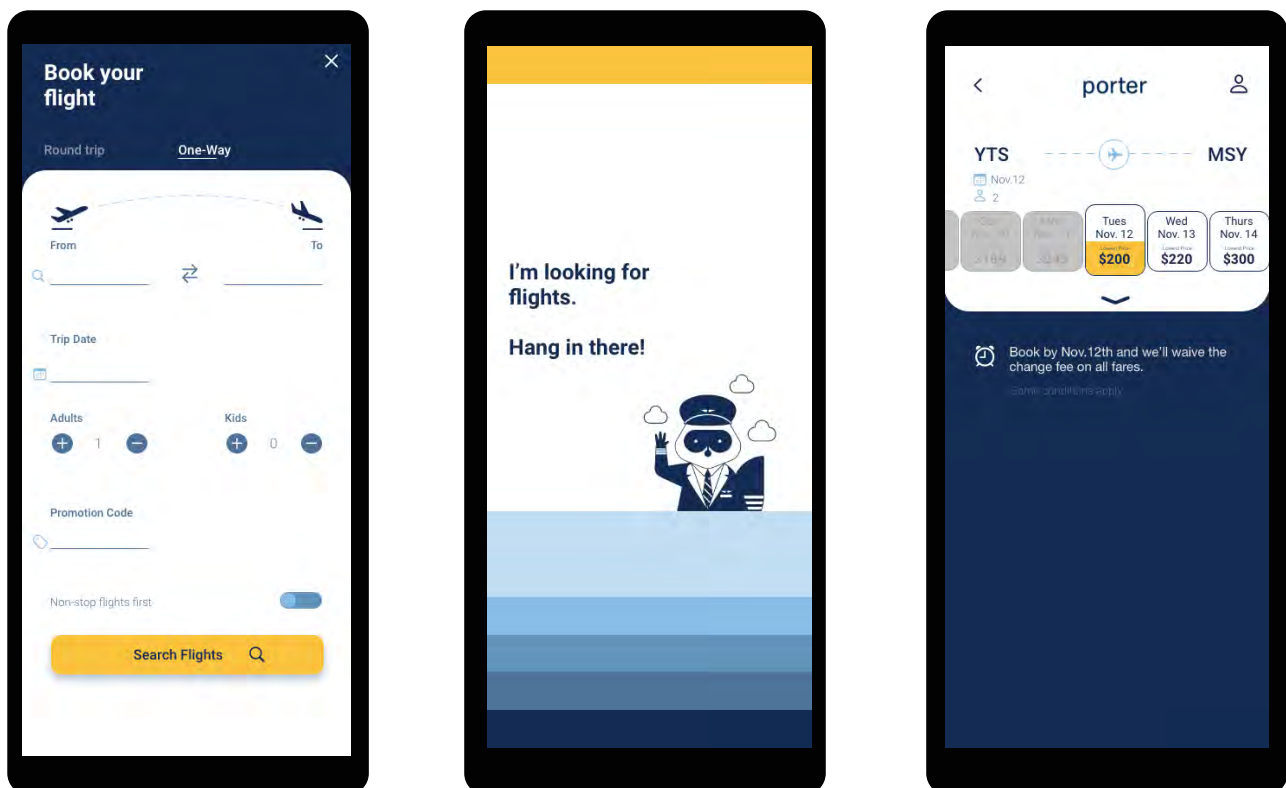


13 / Colour palette

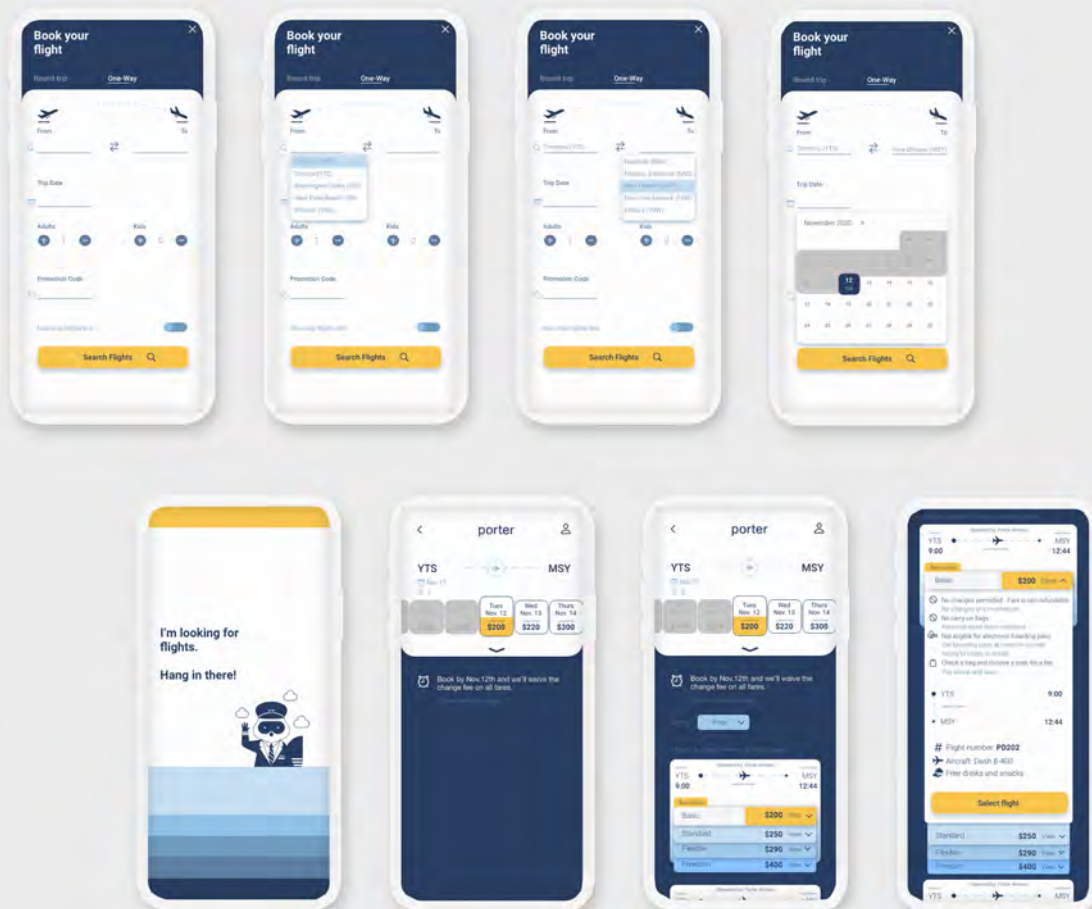


14 A / Key Screens

Booking screens to Select flight





15 / High fidelity screen flow




16 / Outcome and conclusion


Were my goals achieved?

- **1** Make the process feel accessible, trustworthy and intuitive.

Based on my user testing my final design feels accessible, trustworthy and intuitive in comparison to the original design.
- **4** Make sure palette passes WCAG 2.1(AAA) testing.


The current palette passes the WCAG 2.1 (AAA) testing but the entire palette does not pass the colour blindness test.
- **2** Remain consistent with observed brand guidelines.

My original design remained consistent with the observed brand guidelines. I changed colours on the 'Select flight' page as the feedback recieved was that this page did not have a heirarchy and for me, it did not pass 'the squint test'.

This lead me to have varying colours as secondary colours in my design.
- **5** After looking at Porter Airlines websites carbon footprint, I wanted to have a goal of having users be able to book a flight faster as this would cut down on the footprint. This was not a goal the user was aware of.

During my testing I timed users initially completing the task that they were to complete (book a flexible fare flight). The next time that they went through this tsk it was not timed and this is when I took secondary notes on what the user was doing and thinking.

When I did my final round of testing I again timed the users and overall the users time to complete the task decreased.

However I do not think that this can be conclusive as the amount of users tested would have to be larger.
- **3** Begin by focusing on the pricing section and include other improvements after this flow is thoroughly flushed out.

I followed these steps!

Thank you for reading!

[Click here to see a video of the prototype.](#)