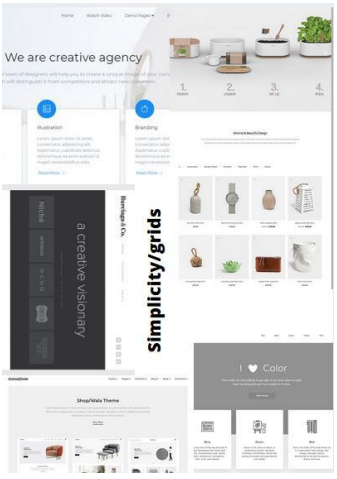
Calico Air Website

User needs and motivation

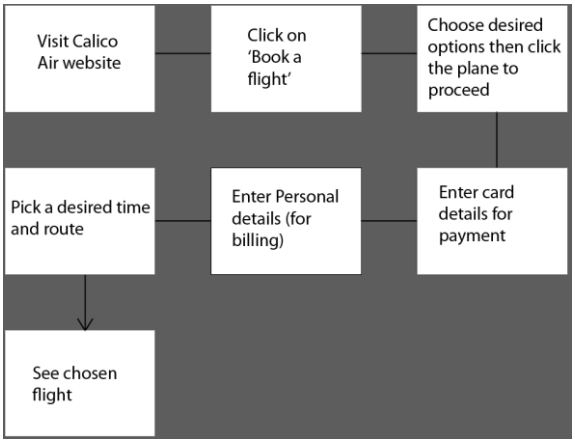
Like all websites, usability is the key component in how many users the website attracts. Users need to be able to efficiently navigate themselves around the website and get to places without wasting too much of their time otherwise they will get frustrated and leave the site. In a product website, like Calico Air (selling plane tickets), it is important especially the process of buying the tickets are easy and efficient and have clear objectives at each step as users need to feel like they can trust the process in which they will feel more comfortable using and purchasing of the website. This has a direct correlation to the readability and visibility of the text and use of icons/imagery as if a user is given clear indication of how to navigate themselves/proceed to the next step (in this case), this enhances usability for users.

Designing to motivate users is important to consider especially when selling a product because users need to feel a kind of relationship with the product otherwise, they are not going to buy it/use it. To gain this relationship with the product, users not only need to sense of achievement or momentum, but also a certain vibe from the look of the product making them want to use it. For a website, especially a product selling one, its important that not only the website has less friction (obstacles/steps the user has to pass in order to reach a specific goal/objective), but the website must look visually appealing potentially using the CRAP technique (C-contrast, R-repetition, A-alignment, P-proximity). Of course, the loading time also plays a big part in user motivation as things taking long to load will demotivate users causing them to leave the website however, these two important considerations usually contribute to a user gaining 'momentum' whilst using the website.

Layout moodboard



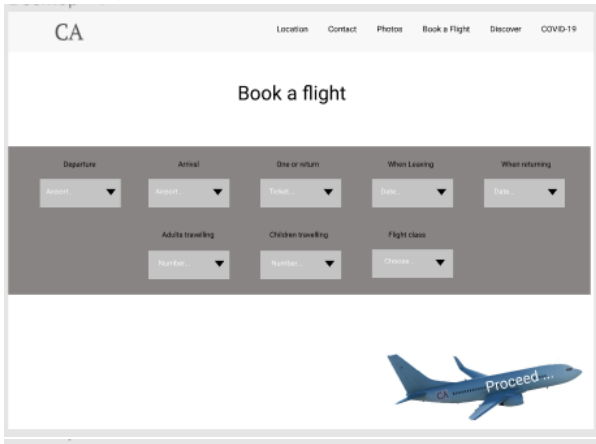
User flow of booking flight

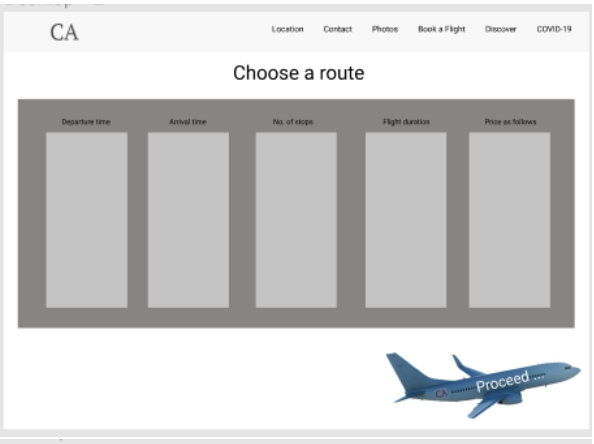


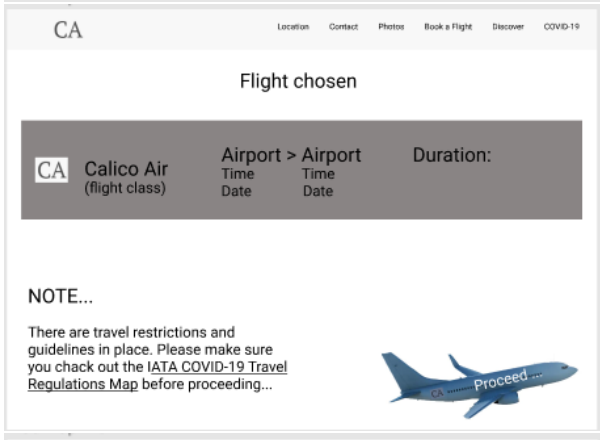
Colour moodboard

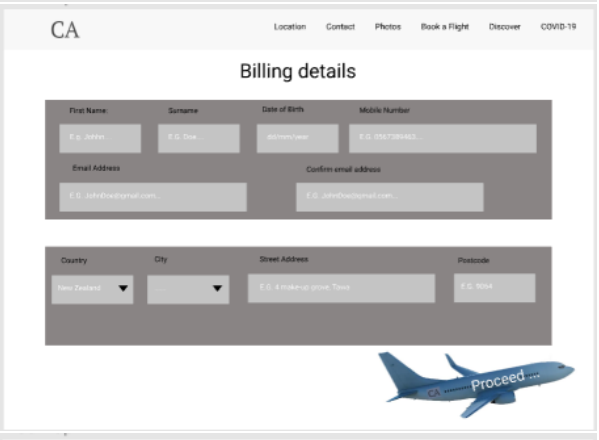
Option One

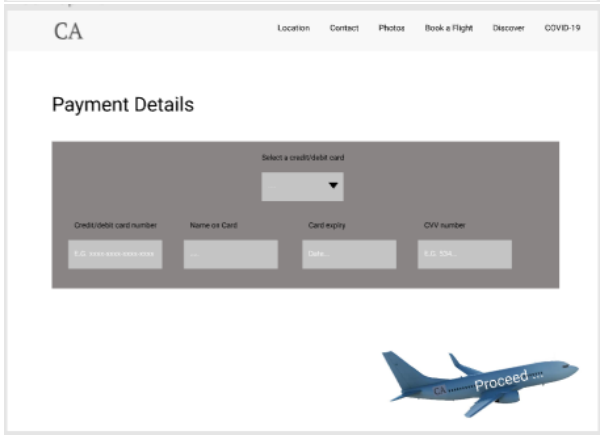
Book A Flight section

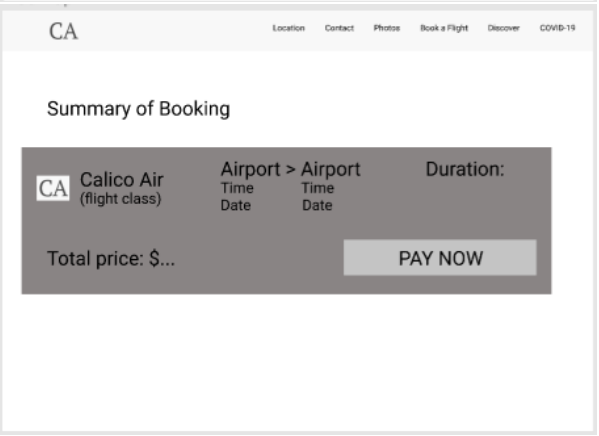


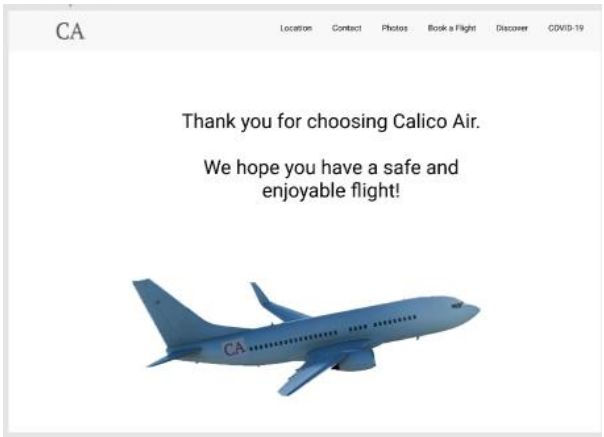


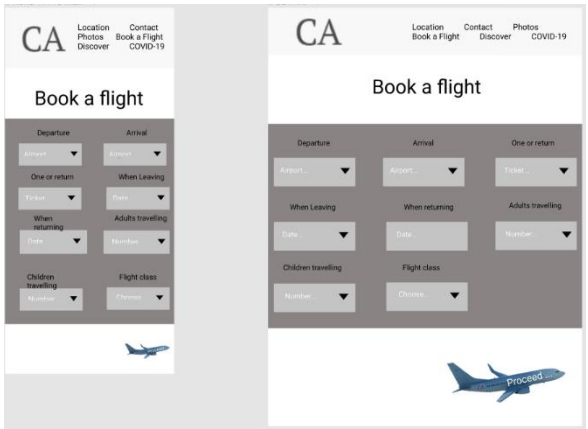












- Body content kept to a minimum and added more pages as part of this section for purposes of making this process easier and more efficient through means of limiting information on each page so users can read and fill information more intently and without confusion as this is the most important part of the website for users.

- Added the plane on the bottom right of each page as a clickable link to go to the next steps more for purposes of design and make this part of the website a bit more visually appealing. I didn't want to add much other background designs as I was focussing on making the detail clear to users in which I didn't want unnecessary designs to get in the way, potentially confusing users.

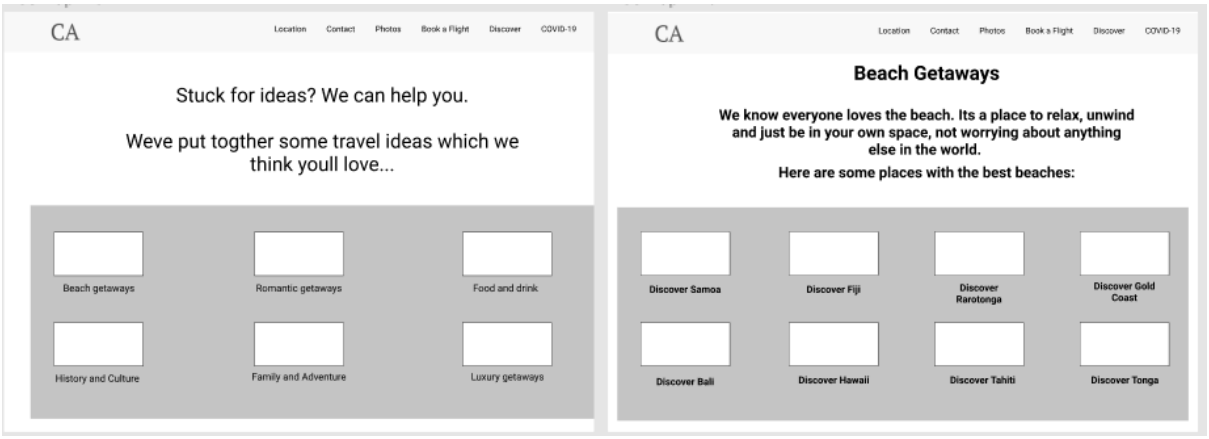
- Used repetition in terms of the layouts of the body on each page (the grey boxes) for purposes of keeping the consistency of the layout theme so users can look in similar places for the vital bits of information and won't get confused when information in a string of pages is in different positions on the page.

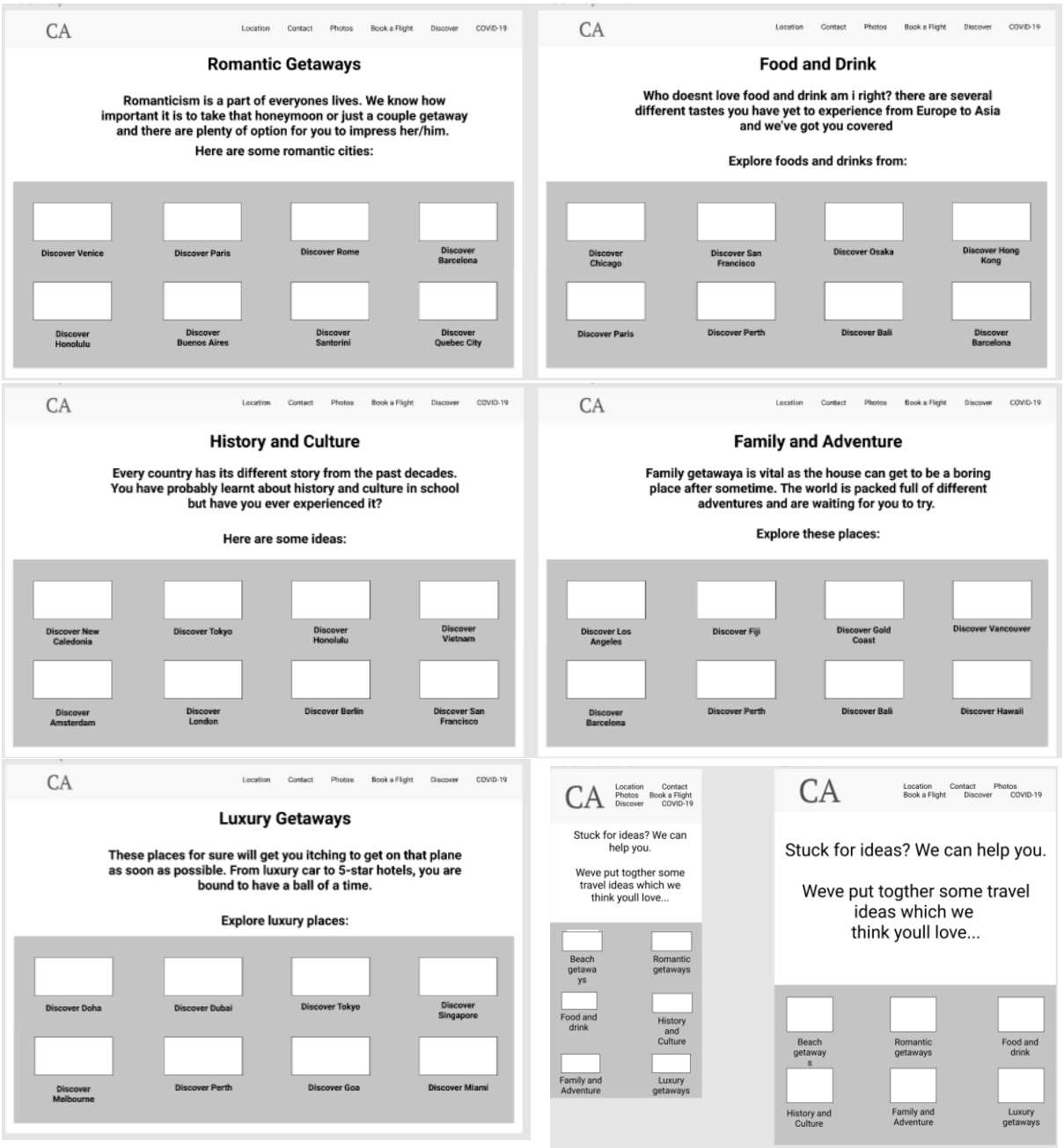
- The colour palette was based from the homepage of the Calico Air website. I added the light grey colour to the navbar and added a dark grey colour to boxes in the body. These colours contrast well specifically in the body section with the big dark grey box and the light grey divs inside of them as it helps specifically the 'type' boxes to stand out more so users clearly know the important bits of information.

- Added page number 3 and 6 which both show the ticket at different steps of the process which looks unnecessary, but I did this for reasons of assuring a clear and efficient user experience of booking a flight with Calico Air. This assures users of their choices, and they don't feel scammed or taken advantage of. This is also for purposes of letting users know the flight times and prices without them actually going on to book the flight.

- Kept font size and style consistent through all pages to keep readability for users consistent and efficient, making sure they don't miss any steps which could prove fatal to them in the future when they proceed to the airport.

Discover section





- Good balance between text and imagery as this section particularly can attract more users into the website. This balance was to communicate the main purpose of the 'discover' section in a way users don't get bored of reading long paragraphs of information especially for educational purposes.

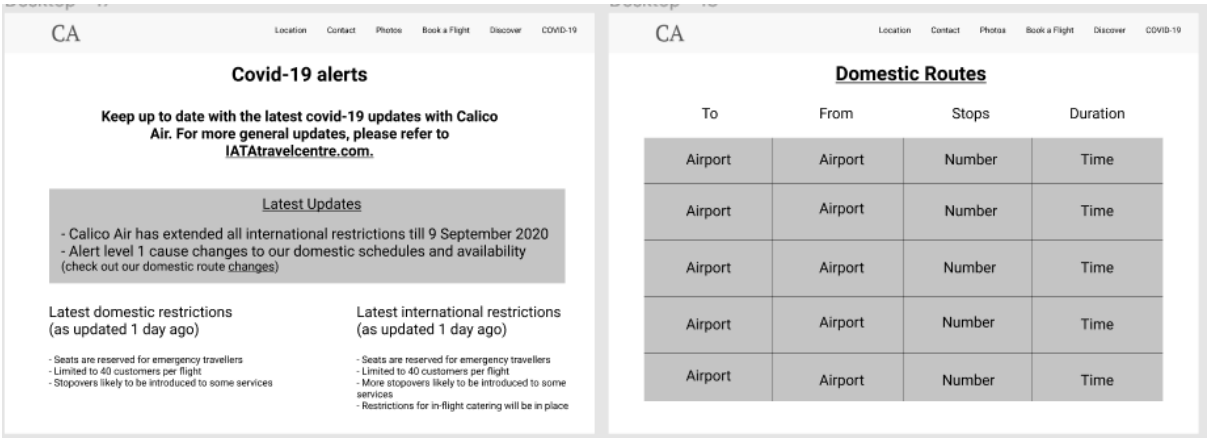
- Didn't add too many images to each page as a precaution of the loading time as too many images could potentially cause the browser to have to recall more links for images, causing the webpage to load faster and the user to leave the site out of frustration.

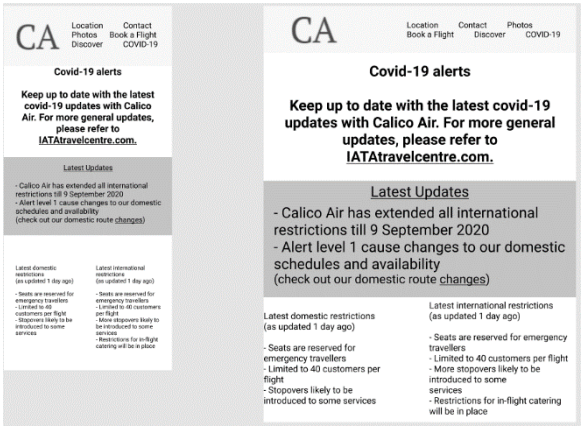
- Typography and layout theme was also kept consistent and didn't add anything extra as keeping users interested and engaged in what they learn means they will be on my website for longer, adding extra content could potentially move users focus away from this goal.

- Used a grid based layout in order to keep specifically the images aligned and proximal with each other as well

as keeping a good distance away from the text above however still close enough so the text and image can relate to each other better on the page causing a better text/image contrast.

Covid-19 section





- As of today, users need to know about Covid regulations especially regarding travel so making sure the important information is to the point and there's nothing extra that could clutter the page and not only make it unclean, but also unclear (simplicity is key).

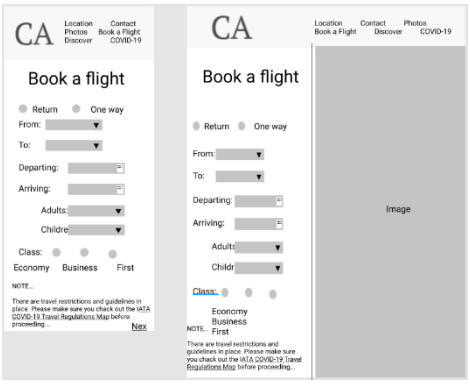
- Added a ' latest updates' section for purposes of new and reliable information that users can trust in which will help build a certain user-website relationship causing the attraction to my website.

- Typography style and size was kept consistent like the above pages and I used a grid layout as well for the schedule to act like a timetable making it an easier, methodical process, enhancing users readability experience.

(https://www.figma.com/file/L7alnVFA0ginVTw66DJtJ1/IXXN-1?node-id=13%3A90 – link to figma wireframes)

Option Two

Book a flight section



- Used more content to eliminate as much negative space as possible which would tend to make the webpage look very bare and boring (didn't want to compensate for this by adding designs as I didn't want to draw users away from the main purpose and the information in this section.

- Used less pages to make the overall process of booking a flight shorter to save users valuable time which in turn, motivates users.

- More refined colour choices (two colours) to take the focus away from the design side and more towards the words where the colours work together to make the text more eye-catching.

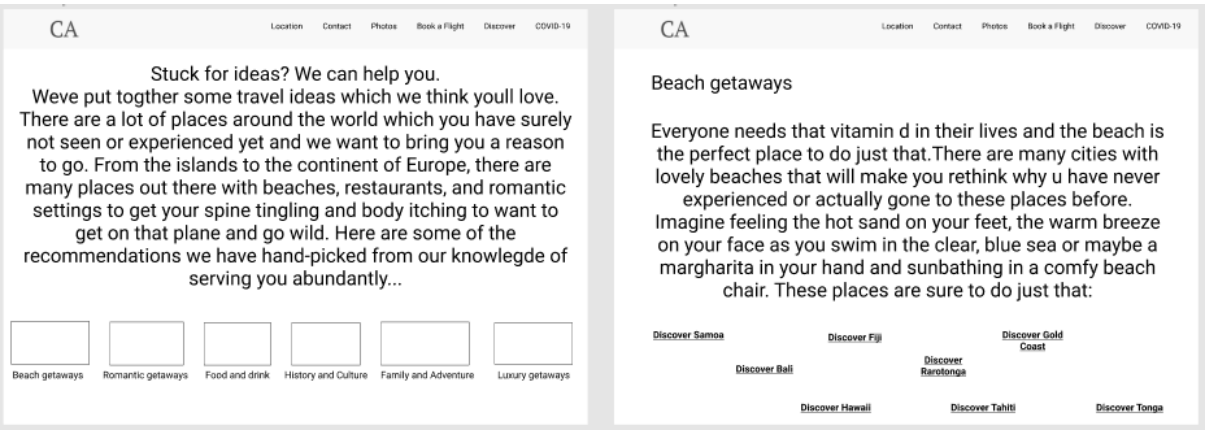
- Font size and style kept consistent for better readability of text throughout the whole process and every step is followed carefully.

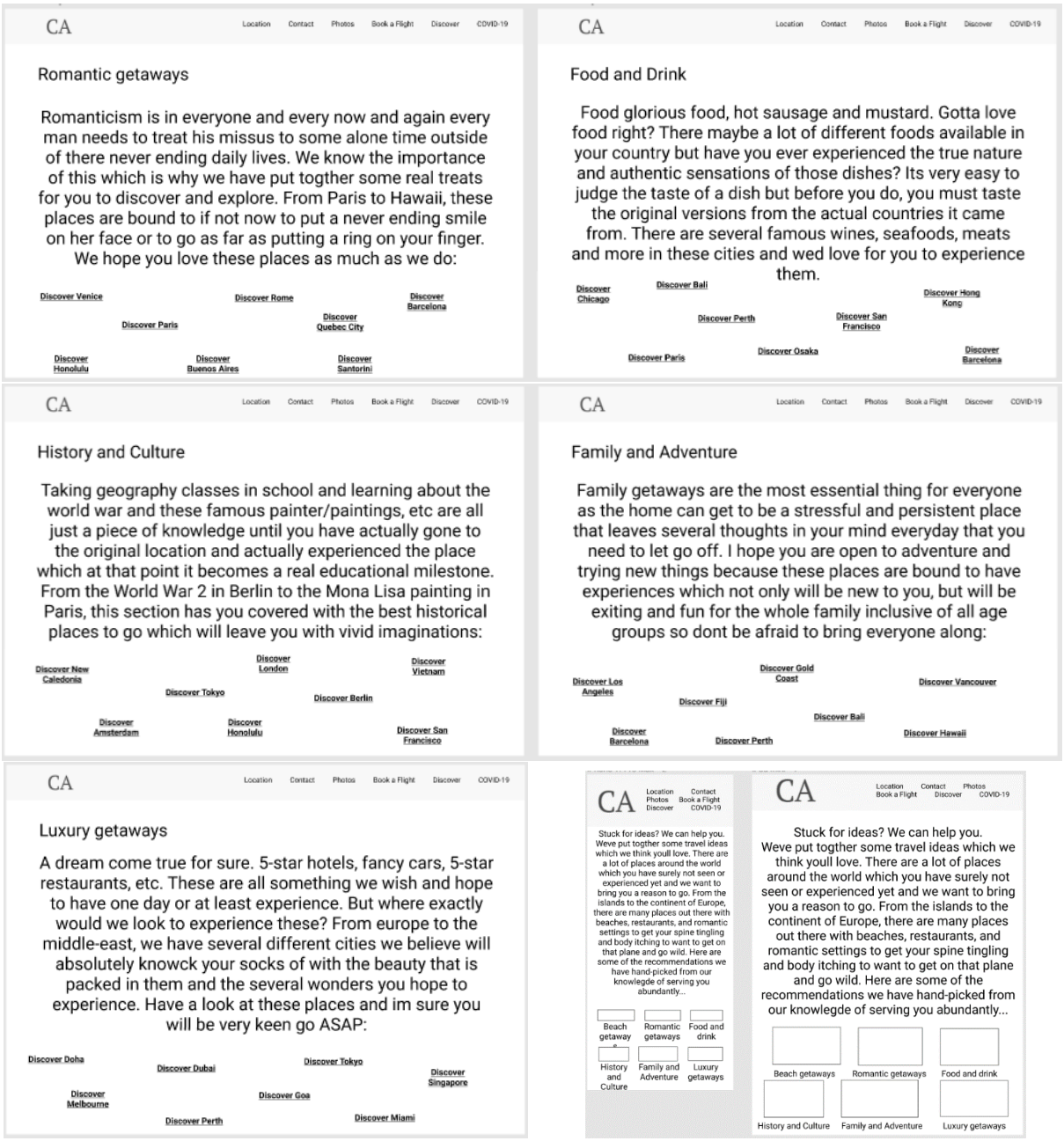
- Alignment and proximity used to make information presentable and avoid as much clutter as possible which could potentially happen in this set of wireframes due to the extra content added on each page.

- Grid used for flight availability to make a timetable-like reading experience for users in which enhances there readability due to information being organized more methodically and spaced out.

- Calendar used in booking flight for the potential benefit of users in which planning out dates could appear easier when looking at a calendar. This also supports usability of the website as it adds an aspect of user-interactivity with the website which could grow the user-website relationship more.

Discover section





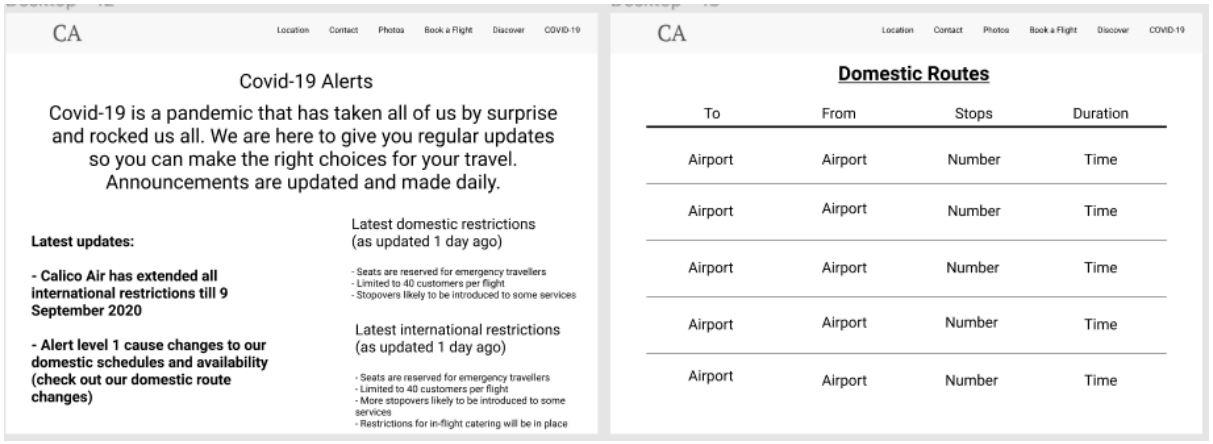
- Used more text to inform users about the purpose and entice them into using this section.

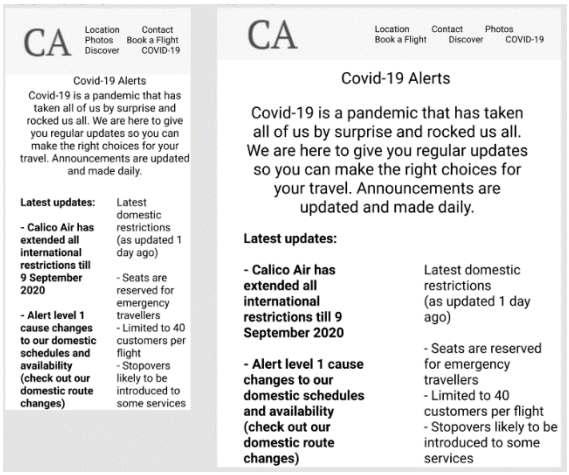
- Centre aligned text for better presentability.

- Links at the bottom spread out for better readability (also to use up all possible white space to make page less boring).

- Aligned images on first page to keep them together and with this I also made the images and text proximal to make sure they have a relationship on the page allowing for better understandability.

Covid-19 section





- Used a table for the route schedule for better presentability and accuracy of user readability of this important information.

- Font size and style kept consistent (font kept relatively big in this section to help in promoting the importance of the information allowing for enhanced readability).

- Alignment and proximity used in 1st page to keep the sections of text easy to read and related to each other as they serve the same purpose, however I also kept an even distance between them to keep them fairly distinguished to benefit user understanding of the specific sections as its important they fully understand them.

(https://www.figma.com/file/DcijrY7eH8u85z47etNydc/IXXN-2?node-id=0%3A1 – link to figma wireframes)

Compare and contrast of options

In my opinion, I think that the first option for wireframes would be a better option to implement into Calico Air's website than the second option for wireframes. Firstly, I think this because the first option specifically on the book a flight section includes less content on each page and the information is spread amongst more pages than the second set of wireframes (which tends to have cluttered information) which would benefit users more as they will be more assured of their choices and are more unlikely to miss steps as information is clearly displayed. Option one provides the opportunity to see your ticket once before actually booking and once just before paying where as option two just displays the ticket at the end of the process which means users don't get assured of their decisions and can potentially change their options more efficiently. Option two also has the billing section fields all together and cluttered whereas option one spreads the fields across two pages which allows for better understanding of important information, making sure everything is good before they actually pay and these reasons are why option one would be a better route for user experience compared to option two. Option one also shows better use of the CRAP technique (as discussed in motivating users) whilst also having a balance between text and image allowing for better design and presentability and a better user experience through a more enjoyable reading experience as compared to option two which has a more text based approach making it a boring reading experience for users. All these reasons are why I would recommend that Calico Air implement my first option for wireframes rather than my second option and I'm sure this will get more users onto the website.