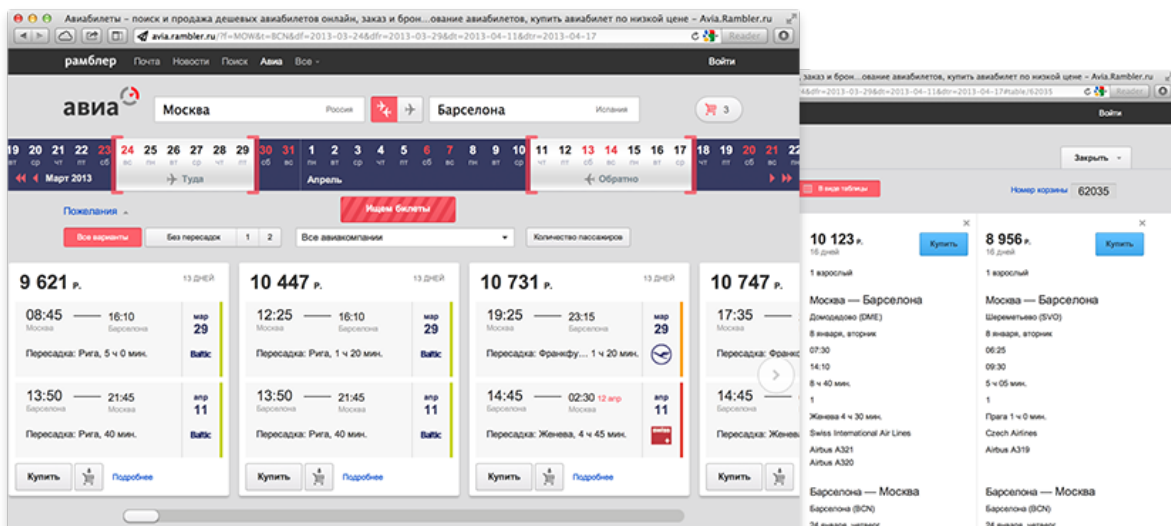


Rambler Avia

Interaction Design

Rambler Avia is an innovative flight search engine. The core idea of the service is to make flight search easy and flexible. Using Rambler Avia people can choose date ranges instead of specific dates and see search results instantly.

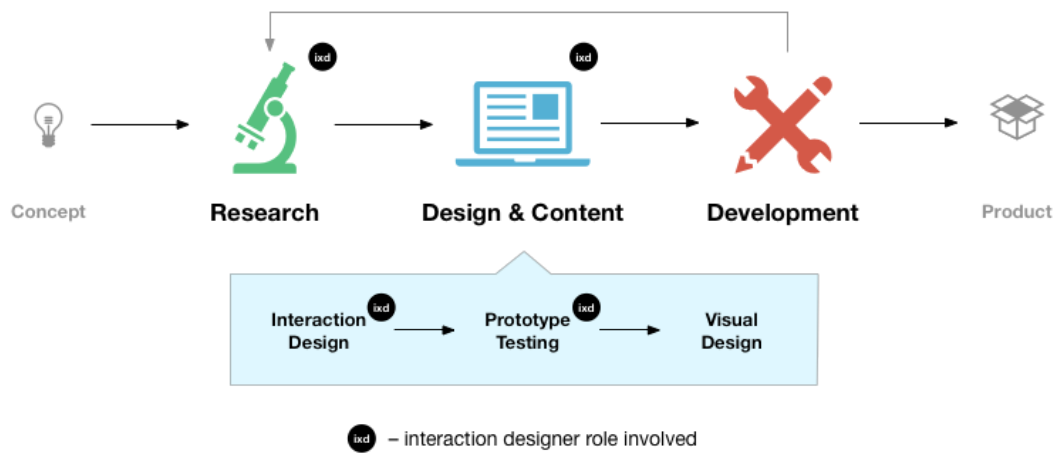


Challenge

The goal was to create a flight meta-search engine that could be one step ahead of its Russian competitors.

Process

We started with a research to confirm the idea we had, followed by interaction design and prototyping, then visual design, coding and testing. As interaction designer I was directly responsible for interaction design and concept testing.



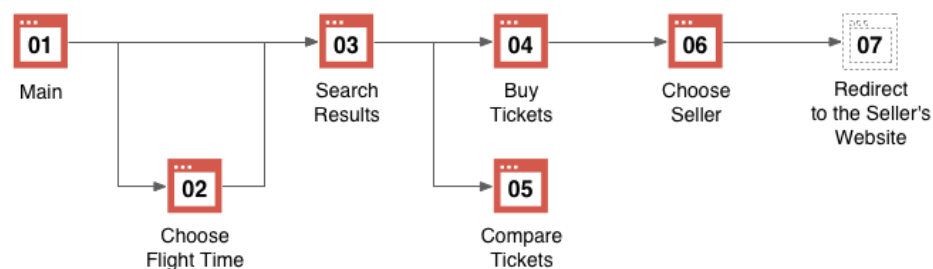
Concept

We wanted Rambler Avia to be a very fast search engine that could look for flight tickets with very flexible dates. To build such engine we decided to change the usual search form interface and use cache data from ticket sellers to show results instantly.

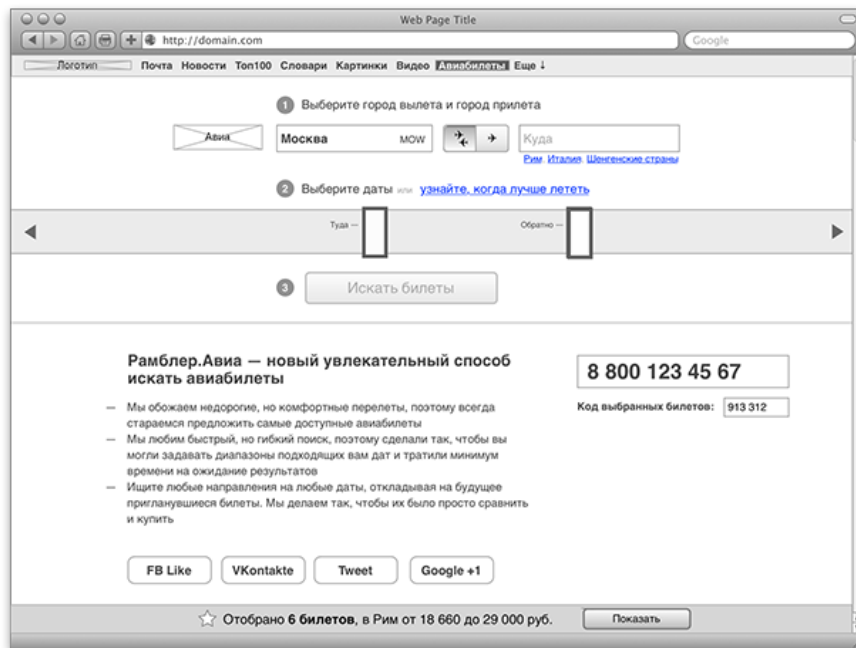
Research

We started with a research on how people look for tickets and how they plan their trips. In Russia, people in big cities had started to avoid traditional travel agencies, tending to look up the tickets online. Many people were not sure about exact dates while planning vacations. Respondents also said they looked up tickets multiple times for multiple dates prior to actual purchase, mainly choosing flights with lowest price.

Interaction design



As we built an information architecture, we tried to experiment with flexibility of search on an interaction design level, wireframing multiple solutions and testing them with users and experts.

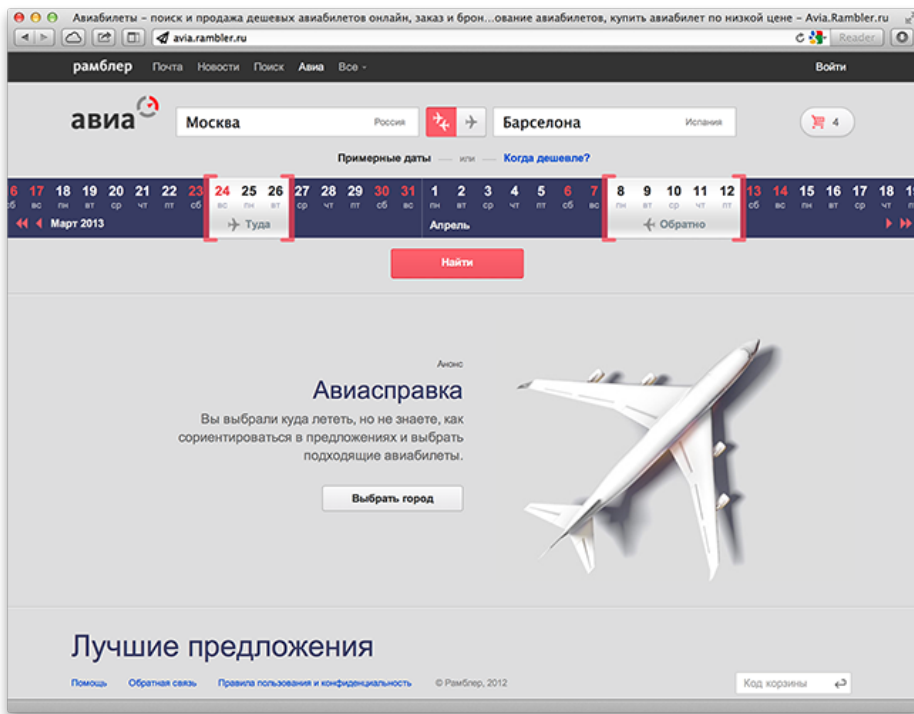


people, figuring out what they
ich things usually cause most

The detailed results show two main options. The first is a round trip from Moscow (DME) to Venice (VCE) and back, starting on June 23 and returning on June 30. The price is 24 000 p. The second is a round trip from Moscow (DME) to Venice (VCE) and back, starting on June 23 and returning on June 30. The price is 24 000 p. Below these, there are more options for different dates and prices, including a 7-day trip for 24 127 p. and a 9-day trip for 24 127 p. The bottom section shows a detailed breakdown of the 24 127 p. option, including flight times, layovers, and airline information.

This block contains interactive elements for the flight search interface. It includes a 'Выйет сюда' (Depart here) button, a 'Выйет туда' (Depart there) button, and a 'Выйет сюда' (Depart here) button. Below these are two sliders for 'Выйет туда' (Depart there) and 'Выйет сюда' (Depart here), with labels 'утро' (morning) and 'ночь' (night). There are also buttons for 'Апрель' (April) and 'Май' (May), and a 'Загрузка...' (Loading...) button. At the bottom, there is a 'Цены на билеты в мае' (Prices for tickets in May) section with a bar chart showing prices from 1 мая (May 1) to 30 мая (May 30).

We iteratively tested prototype which soon became an alpha version of the system. After almost 11 months of design, development and tests, we got something we were really proud of – a new flexible and fast way to look for flight tickets.



ayev

an take up to 20 second to
cache information from local
solved: the search results
results instantly and then

Results

Rambler Avia was launched in November 2011 and got a lot of positive reviews both from users and flight sellers. It is available at: <http://avia.rambler.ru>