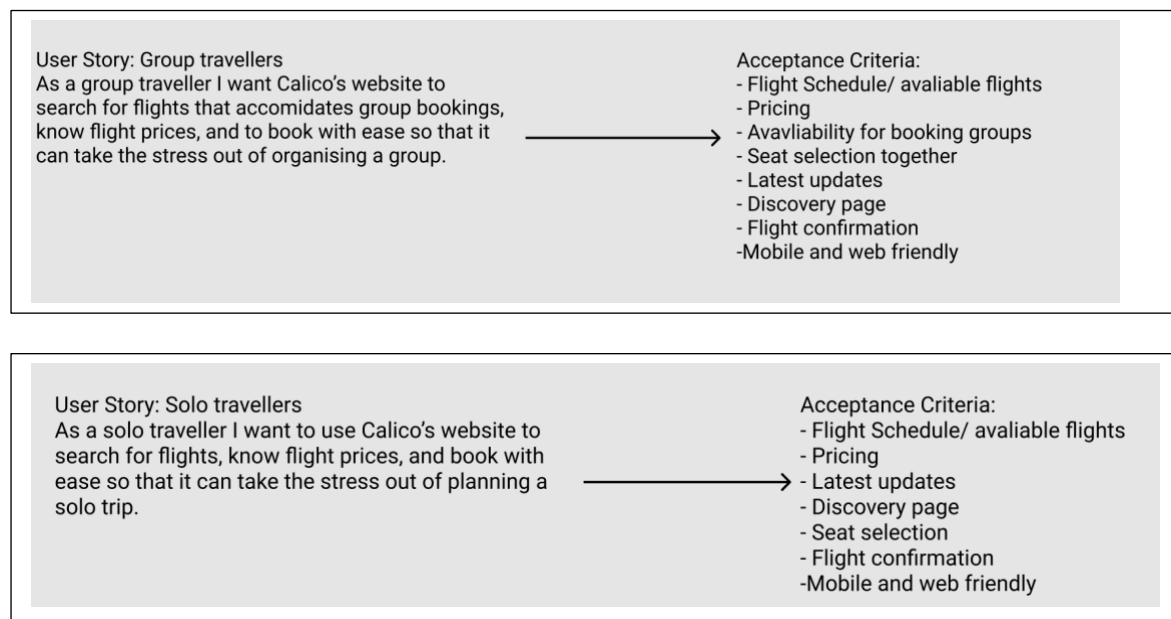# IXXN221

Project 1

# Calico Air Booking Redesign

Issy Carter

User needs:

Calico Air are tasked to provide an adaptable interface for both group and solo bookings whilst being informative of global travel. Satisfying the users' needs involves meeting the end goal of successfully booking a flight, and achieving the acceptance criteria for the interaction. Generally speaking, good user experience design fulfils the user's needs for autonomy, competency, stimulation, relatability, and security (Wiklund-Engblom et al, 2009)). This is met through balancing usability and novelty when designing the interface (Wiklund-Engblom et al, 2009). In this context, Autonomy accounts for the flexibility of the service (eg phone and pc friendly), and the independence of completing the task (of booking) without the need of external forces to cause the action. Relatability in this context suggests a building a brand identity, providing up to date information services to create user loyalty. Competence involves the usability and having the capability to use the interface. This is especially important in the scenario of group bookings, which is known to be a complicated task. Stimulation is linked to gaining pleasure through the user being inspired and excited to travel, which begins with building up that expectation from the interface. Finally users must feel secure in the site they are using by creating a reliable and non-threatening experience via the transaction process.

User Stories:

User Story: Group travellers
As a group traveller I want Calico's website to search for flights that accomidates group bookings, know flight prices, and to book with ease so that it can take the stress out of organising a group.

Acceptance Criteria:
- Flight Schedule/ avaliable flights
- Pricing
- Avavliability for booking groups
- Seat selection together
- Latest updates
- Discovery page
- Flight confirmation
-Mobile and web friendly

User Story: Solo travellers
As a solo traveller I want to use Calico's website to search for flights, know flight prices, and book with ease so that it can take the stress out of planning a solo trip.

Acceptance Criteria:
- Flight Schedule/ avaliable flights
- Pricing
- Latest updates
- Discovery page
- Seat selection
- Flight confirmation
-Mobile and web friendly

User motivations

The intrinsic motivations associated when completing a task is the personal reward the user receives (Spillers et al, 2014). While booking a flight is not considered an intrinsic novelty, it is the first step towards creating a new experience for the user in order to travel overseas. International travel has connotations of holiday, experience, and memories, and often evokes the feeling of excitement and wonder. This suggests that the user is more likely to be more extrinsically motivated to use a travel website. Selecting flights, organising an itinerary, and payment are examples of common pain points found on all flight booking services. Creating a user journey that is simplified, direct, and easy to navigate is key when trying to balance intrinsic with extrinsic motivations. That way the user can receive a personal satisfaction when being taken through a seamless booking experience. Additionally, it is important to remind the user of why they are completing the task of booking a flight in the first place; bringing the external source, in this case a destination into the user experience of the website. For example, ordering the navigation bar on the page beginning with 'discover, and galleries' may prime the user into reminding the extrinsic motivation behind the task. Secondly creating a simplified user flow especially during the booking process such as incorporating progress bars can result in personal satisfaction of getting a step closer to completing an otherwise stressful task (Spillers et al, 2014).

Figure One: Simplified user flow (applicable to both wire frames)
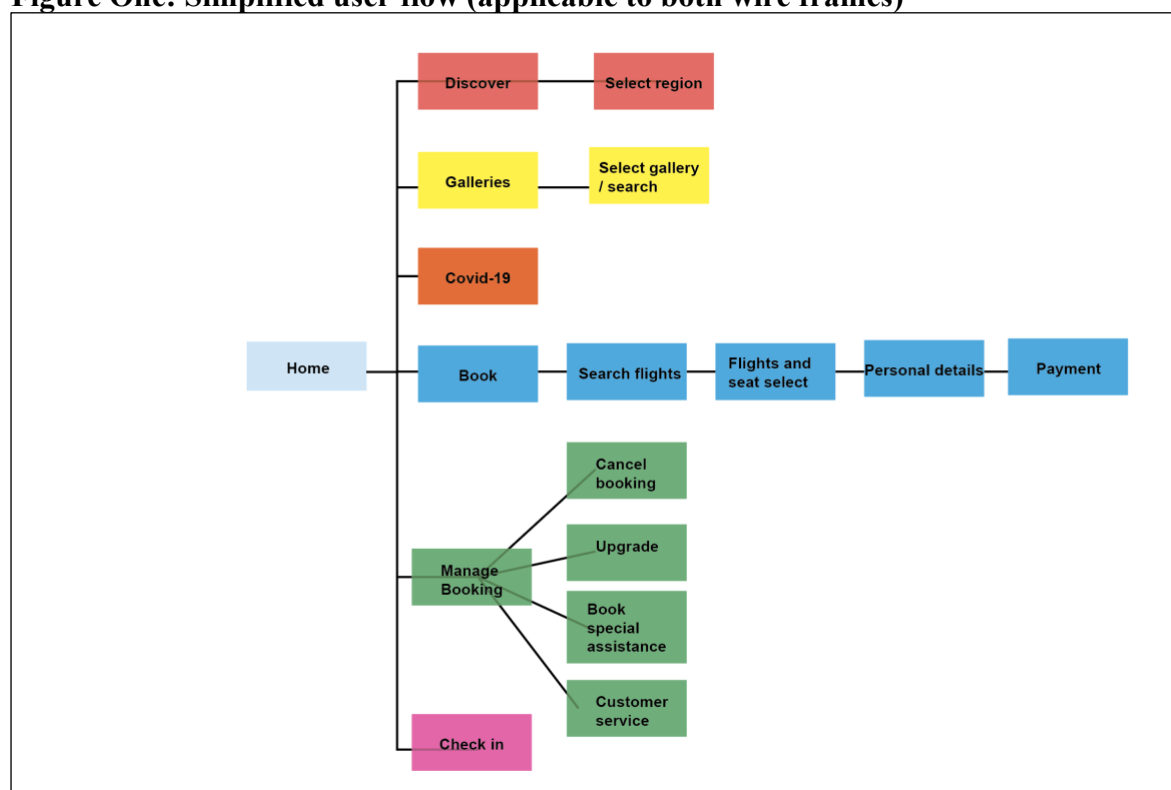
Option one mood board:

Mood board 1 captures a bright colour palette, bold san serif fonts, emphasis on imagery, and an overall 1950s aesthetic.

Option two mood board:

Mood board 2 captures a more muted palette, lighter san serif fonts, and more typography based. A mix of 60s and modern aesthetic.

Preferred option

300445113

The preferred option out of the two design options is option two. Simplicity was a key design element that underpinned this variation and as a result, created a more logical flow than option one. Reducing the buttons, and boxes that wrapped text (as seen on option one) de-cluttered the page and appeared to be less overwhelming especially when providing details for bookings. Both options had many stylistic interface similarities such as font size, and buttons, however the layout of both versions differed, Incorporating more visual elements such as the progress bar over the 'tabs'(in option one) when booking, created a sense balance between text and image. Space was better utilised in option two via a left hand side navigation bar, and through this achieved simplicity to an otherwise stressful task of booking flights. Other features such as group bookings are better suited to option two alongside solo bookings. Overall option two was more accurate at satisfying the user's needs for autonomy, competency, stimulation, relatability, and security. Additionally option two provides a better chance at balancing intrinsic and extrinsic motivations, in the booking process as it uses progress indicators, and a clear flight summary throughout each stage. This may ease the user as they get closer to successfully booking.

Link to Figma (note annotations are in the comments found on Figma)
https://www.figma.com/file/YXYkLMfGyS8dtlpLU9iFcg/Project-1?node-id=0%3A1

Attached is all wireframes with out annotations.

Word count: 705

References:
Spillers, F., & Asimakopoulos, S. (2014, June). Does social user experience improve motivation for runners?. In *International Conference of Design, User Experience, and Usability* (pp. 358-369). Springer, Cham.

Wiklund-Engblom, A., Hassenzahl, M., Bengs, A., & Sperring, S. (2009, August). What needs tell us about user experience. In *IFIP Conference on Human-Computer Interaction* (pp. 666-669). Springer, Berlin, Heidelberg.