

UX Fundamentals

with Gymnasium

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Course Project

Booking a flight on a mobile app

Scenario:

My user is a young 20 something-year-old lady, by herself, who wants to plan a long some-where cheap and fast.

User Research

Observation #1

Subject: Becca, 23, Designer

Websites Used: Google and Expedia

Scenario: Looking to travel outside of the USA to Japan on a personal trip with her husband.

- Becca would start by figuring out where she would want to go on her flight. She and her husband have dreamed of going to Japan for a long time.
- Her decision about when to go was based on when a new theme park called Nintendo Land which doesn't open until 2020. She would want to go during the opening. She did some research first on when it opens and the cost of the trip would be. She also found out that it's about the same time as the Tokyo Disney Sea opening. She has no interest in attending and would want to avoid the traffic and crowds.
- She then went to Google to search flights and went to the Expedia website to book a hotel. She wanted to make sure they had enough money so that they can get passes to Nintendo Land. She ended up finding a deal on Google for a flight from the USA to Japan. She saw an ad for Expedia on the top posts which was an ad that directed her to Expedia. She ended up booking a flight with Expedia because she did not know what the airport name is called.
- She then wanted to know about car rentals and saw that you could add a car rental to the flight and hotel booking in the same application. She also saw that you could add a hotel to the flight booking. This feature was very useful for her.

Trouble Points: Wants to avoid another big event that is going on in Japan. She would like to just stick to spending time in the theme park. Because of a big event that happened last year, the prices for flights were more. She would want the cheapest flight possible.

Summary: Becca likes the convenience of having all of the travel needs in one place and book her plane, car, and hotel at the same place without having to go to different websites.

User Research

Observation #2

Subject: Kennie, 26,
Entrepreneur

Websites: Google CheapFlights

Scenario: Kennie is looking to travel to Atlanta on a personal trip to go airsofting by himself.

- Kennie would start by looking at the cheapest flights to Atlanta with dates in mind. The only thing that would influence his decision was Cheap flights to Atlanta and went to CheapFlights.com. He selected putting in a specific date range of when he would want to go, the flight options and the cheapest one. He then scrolled down and selected the estimate price, and rainfall. Which was extremely important to him for most of his trip.
- He decided to go during the cheapest month in May. Little did he know the temperatures. He heard that it's cheap to fly on Wednesday so he decided to go out there for 2 weeks.
- This site compares different prices and you have to select which company you want to fly from. He had no idea which one would be good and didn't know which ones were the top 3 companies. It took a while to load the data and he ended up having to call him to have to call someone for help. He didn't like how the site was set up for each company as it was hard to find the comparable prices for each company as they were the same price. Kinda weird.

Trouble Points: The process was a little too much having to pick between different sites to compare flights to. He would have liked it more simple and straight forward. He would never think about calling a company for help and thought it was annoying. He also didn't like the layout having all of the different information from different sites displayed differently as it wasn't easy to find the information he wanted for a direct comparison.

Summary: Kennie liked the graph to know what time of year the weather is like. He wants the information fast and simplified without having to search through multiple sites.

User Research

Observation #3

Subject: Sleek, 30, Business woman

Websites: Google Kayak

Scenario: Sleek wants a fun weekend getaway with her best friend. She's not too sure about where to go, but would like to go to a beach as there are no beaches in Colorado.

- Sam went to Kayak. She saw the ads in red repeating 3 times little over redundant. Below she saw that there are articles about beach destinations and clicked on that. Most of the places were she doesn't want to be on a plan for a long trip.
- She then clicked on wallet-friendly trips and found a couple one that said beach. Its Myrtle Beach in South Carolina. The beach was nice so she decided this was the place she wanted to go.
- She started reading and liked the hacker tip of bringing your own food. Some of the top information was not that important, like knowing where to book your flight and the cost. She noticed that it was cheaper to book your flight and the cost. She noticed that it was cheaper to book your flight and the cost. She liked seeing the best deal from your airport information and could compare it to other airports.
- She liked that you could select an exact date for departure or be lenient.
- She thought the depart sections with the boxes and the price comparison. She scrolled down and saw a few options. One said cheapest and quickest. That was pretty convenient. She didn't realize how useful it was and it might have been useful to have a map when trying to figure out where to go.

Trouble Points: She wanted a quick trip and fell into an article about beach destinations, it just wasn't what she was looking for. There were not necessarily destination spots like a beach site.

Summary: Sleek wanted different destination ideas before figuring out where to go. She found some things not really necessary information and found some things that would have been helpful like a map.

Overall User Observations

5 User Goals:

1. Know what time of the year is best to travel including price popularity, humidity, etc.
2. Finding a great place to travel to in a recommendations section, but a specific type of environment including beach or city.
3. Comparing different flight rates with different companies in one place.
4. Finding the most affordable option.
5. Having the convenience of buying a plane ticket, hotel, and car rental all in one place.

5 User Problems:

1. Making the layout complicated and not concise with the platform. The user have to pick which company flights to choose from.
2. Pop ups are pretty distracting.
3. Getting lost in a platform when searching for destination spots.
4. Not having a map to show how far the destinations are from each other.
5. Not showing information about the busiest times of the year, local attractions, or weather information.

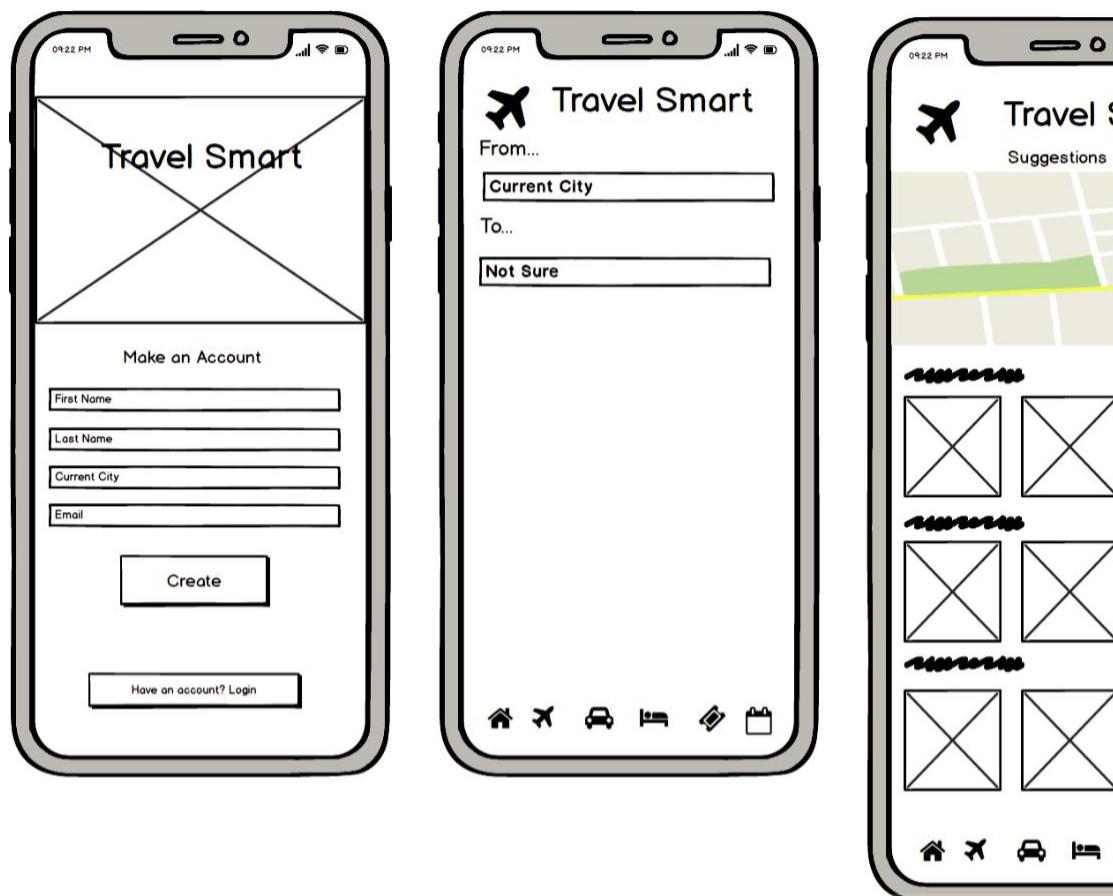
Wireframes

Booking a flight on a mobile app

My user is a young 20 something-year-old business lady, by herself, who wants to plan a long week trip somewhere cheap and fast.

Goals:

- Find a destination.
 - Find the best time of the year (weather, popularity, price, etc)
- Find the cheapest flight with a map
- Book a flight with additional add-ons including lodging, transportation, event tickets, destinations with a total cost of the trip in one app.
 - Make interface clean, simple to use, but informational.



1. Sign up page. Know the name, email address, and home city.
2. Select a destination. Users can select "Let's Find" which will show them where they want to travel to they can type it in.
3. Users can find different destinations by different categories such as mountains, cities, etc. They can select by different suggestions. Anywhere where that they click on in the sections will change the map to help display the distance. They then can select a destination to step 4.
4. The user will select the dates they want to travel to. A calendar will be clicked on the section. There will be 3 different color categories: green is low, yellow is moderate, and red is the most expensive.

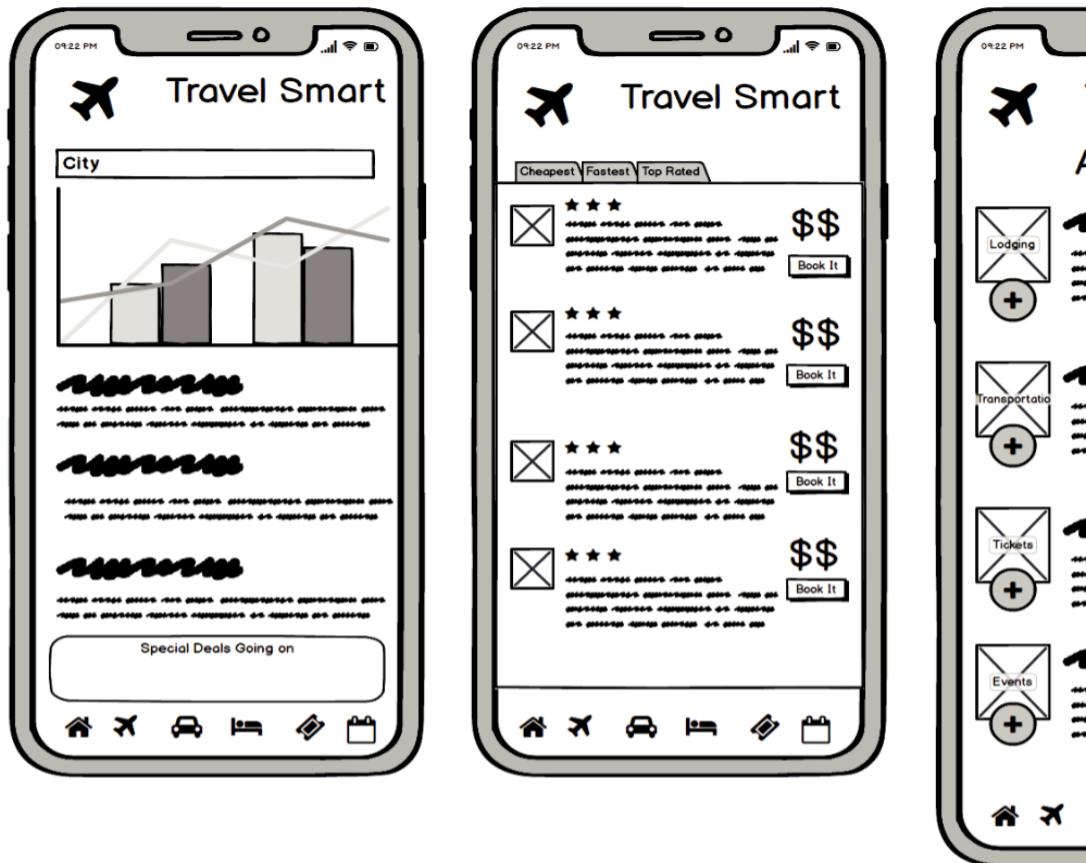
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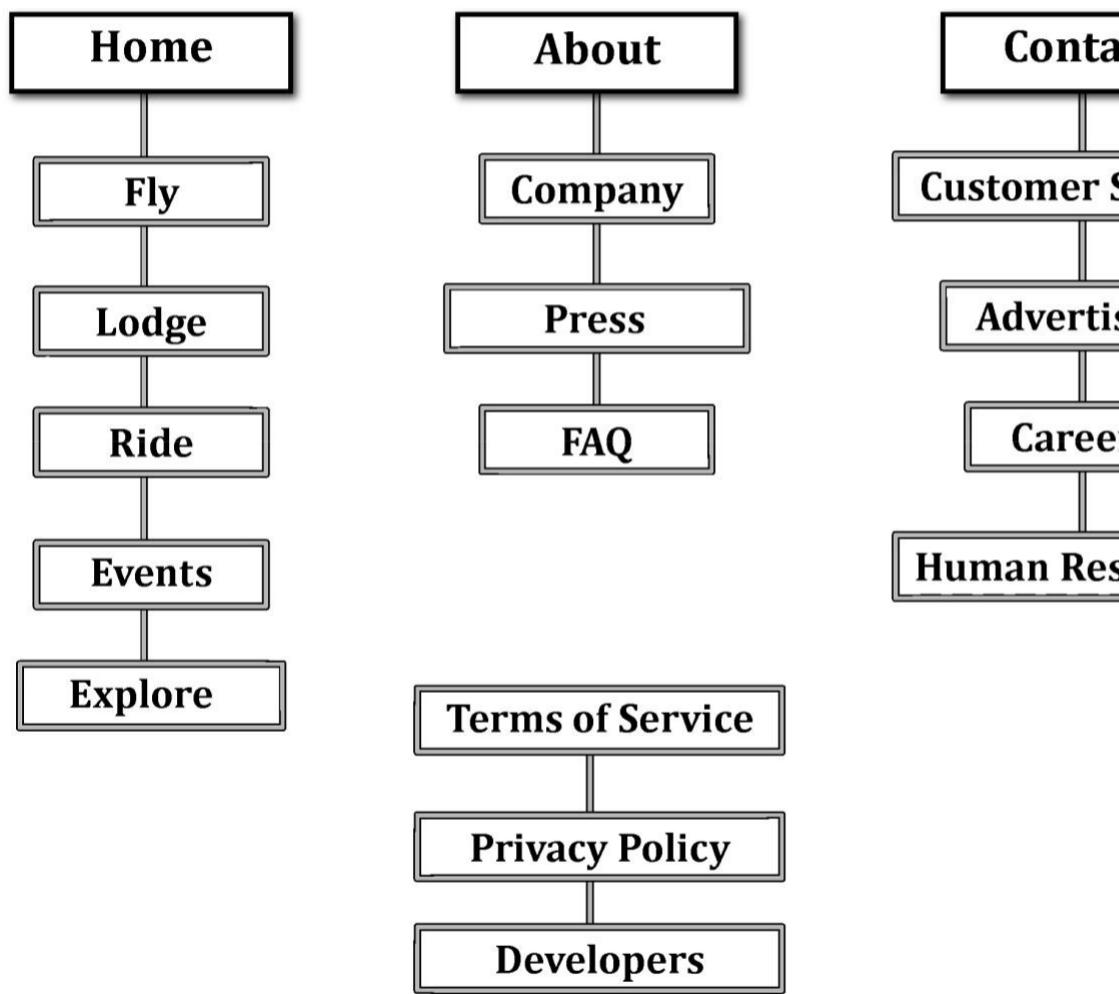


5. If the user doesn't know when they want to go it will take them to a screen that shows them a graph that displays the months and roughly the popularity, the weather, and any other information. Below will be a list of categories including affordable, fastest (this option will show a map), and most popular.
6. They will be able to sort the different flight options based on categories including affordable, fastest (this option will show a map), and most popular. The user can scroll through to find the best option and can select it.
7. The user can now add any additional add-ons including lodging, transportation, event tickets, or local events.
8. There will be a summary of all of the selections and the costs including taxes and additional fees, and then a grand total of the whole trip.

Cite Map

Have to make sure that all pages are present in the app and are organized in an easy way.

Travel Smart Site



Navigation

1. **Sign In page**- ask for name, email address, and home city.

2. **Navigation bar**- Every page throughout the app will have a nav bar at the bottom for easy access to flights, lodging, riding, events, and explore.

Hamburger menu button at top.

3. **Mobile Nav Hub**- shows all of the different pages and information about the company. This page can be accessed when clicking the hamburger menu button.

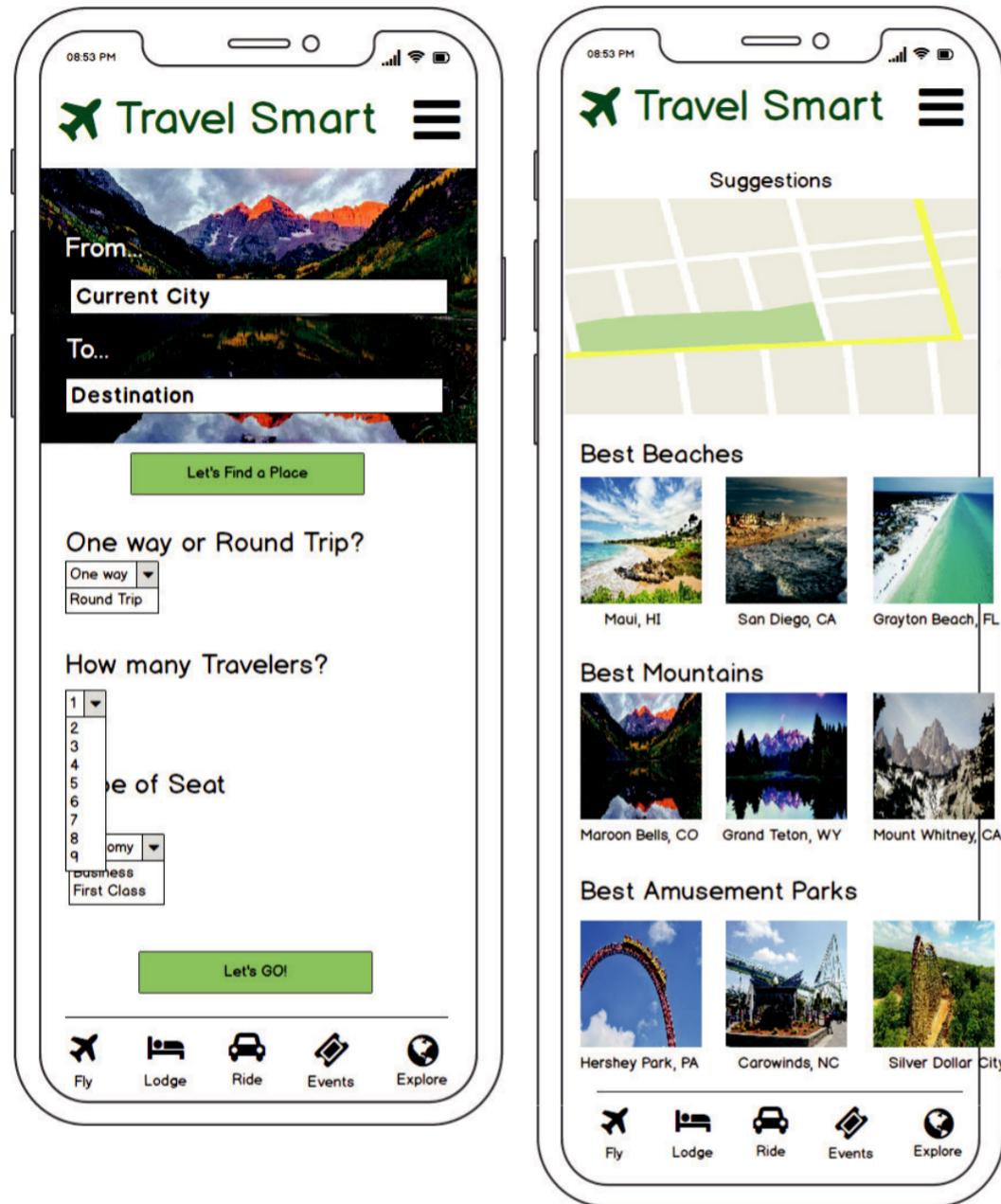


Prototype

Scenario:

The 20something-year-old is looking to go on a trip for a week, but is not sure where or when to go. She would like to compare her options and also be entertained during her trip. She lives in Denver and there are no beaches so she would be interested in going somewhere with a beach.

When in the app, she does not know where she would like to go, so she clicks on the "Let's find a place". This page shows a couple of different categories including best mountains, beaches, and amusement parks. She would like to check out a beach. Hawaii she knows would probably be too far and too expensive. She also is not interested in going to Florida because she has been there before. So she decides to "Go H.

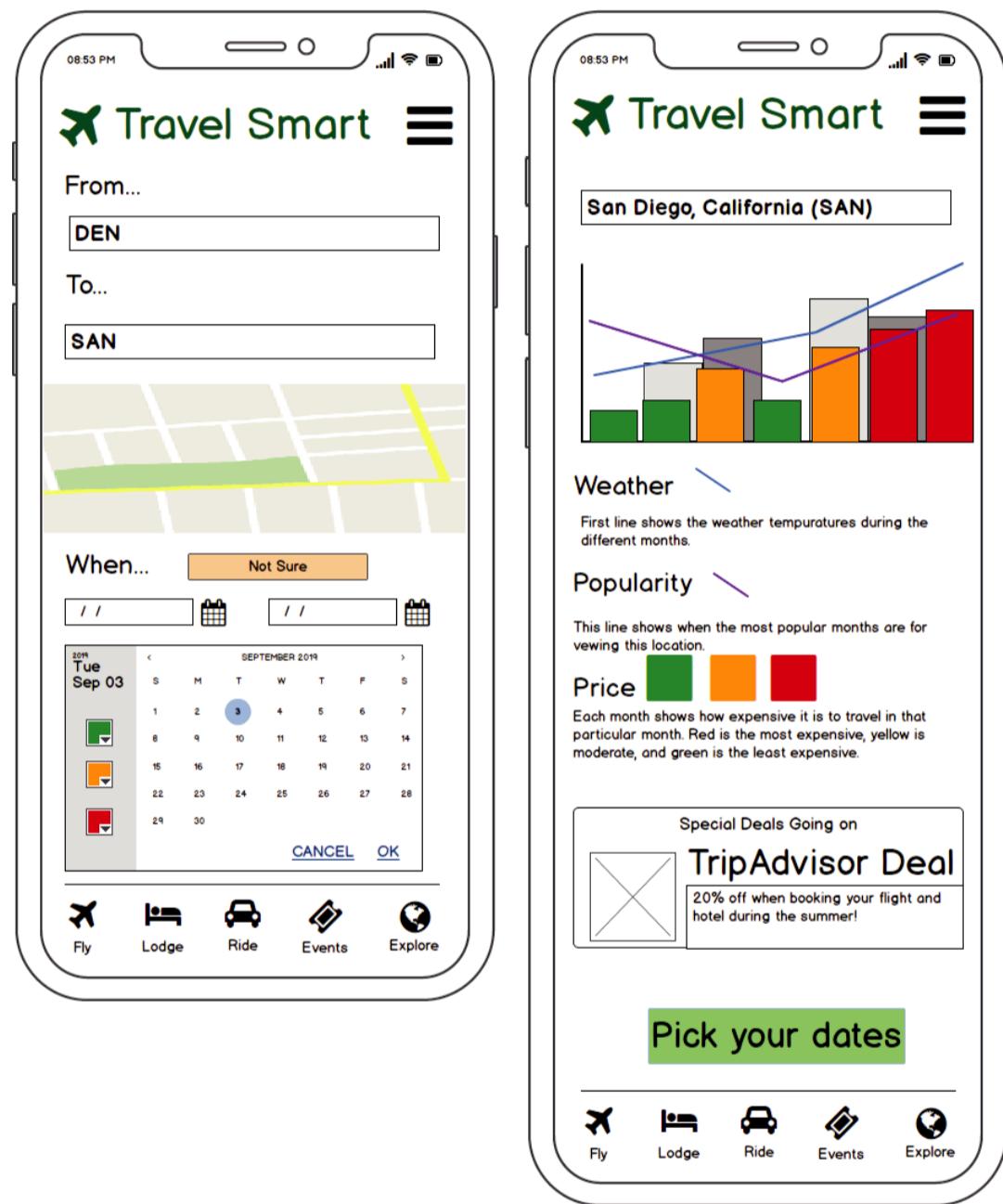


Prototype

Scenario:

She is not too sure when she wants to take the trip, keeping in mind that she is on a budget and wants to make sure that she gets the best trip out of her buck. She looks at the data on when the popular times are, what the weather is like, and the pricing in each month. She selects one of the cheaper months, which is in September. She then presses the "select dates" button.

She then sees how you can select which specific dates are cheaper to travel on. She notices that if she leaves in the middle of the week that it's cheaper. She selects her date range of September 24th to September 30th.

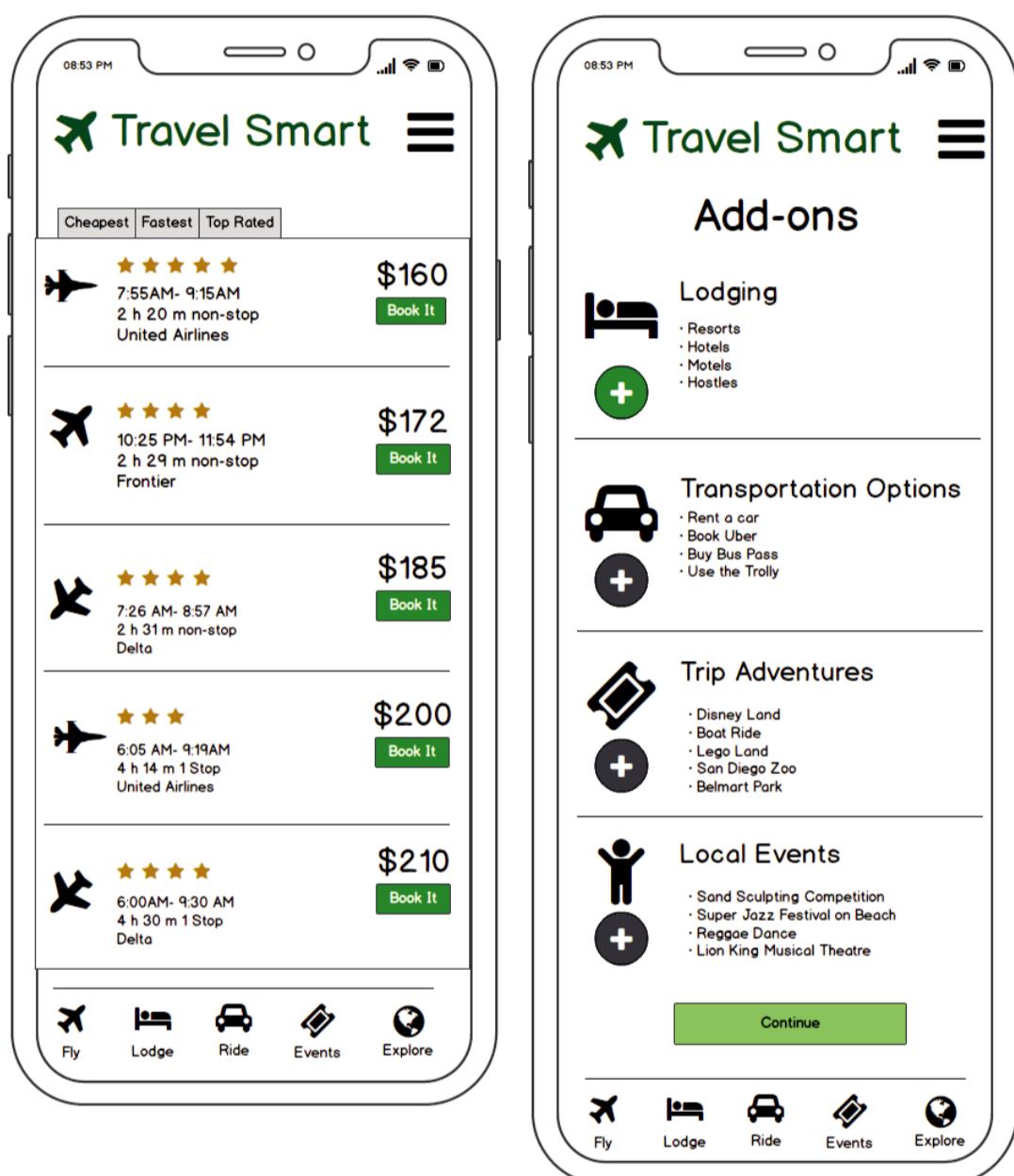


Prototype

Scenario:

She is then shown three different tabs, which categorizes by cheapest, fastest, and top rated. In the cheapest tab, she sees a couple of different options. She decides to go with the cheapest option at the top.

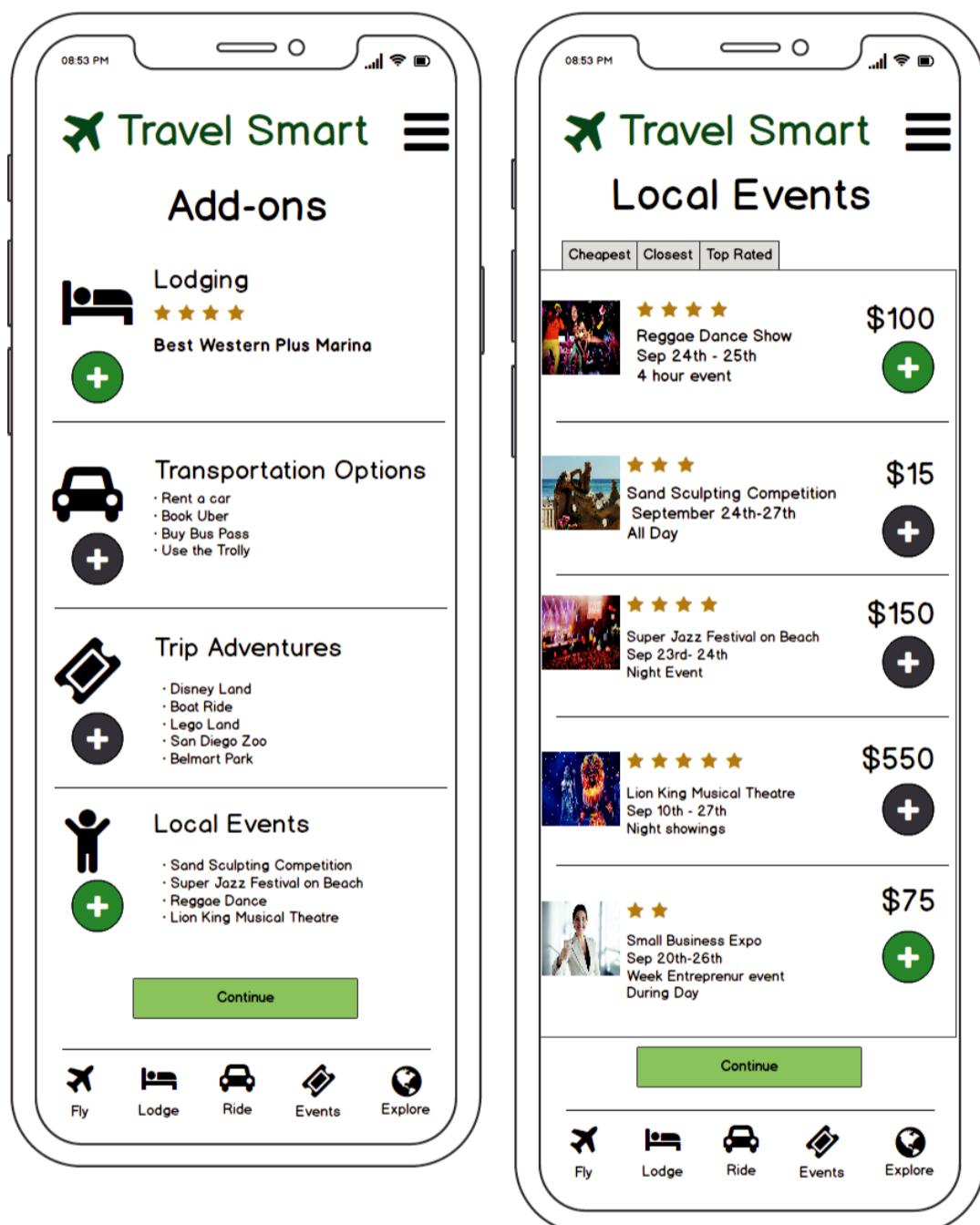
The next section shows any add ons that she would want to include. She decides to add lodging and picks not the cheapest option, because that one does not have great ratings, but decides to select the lower cost one with the best ratings.



Prototype

Scenario:

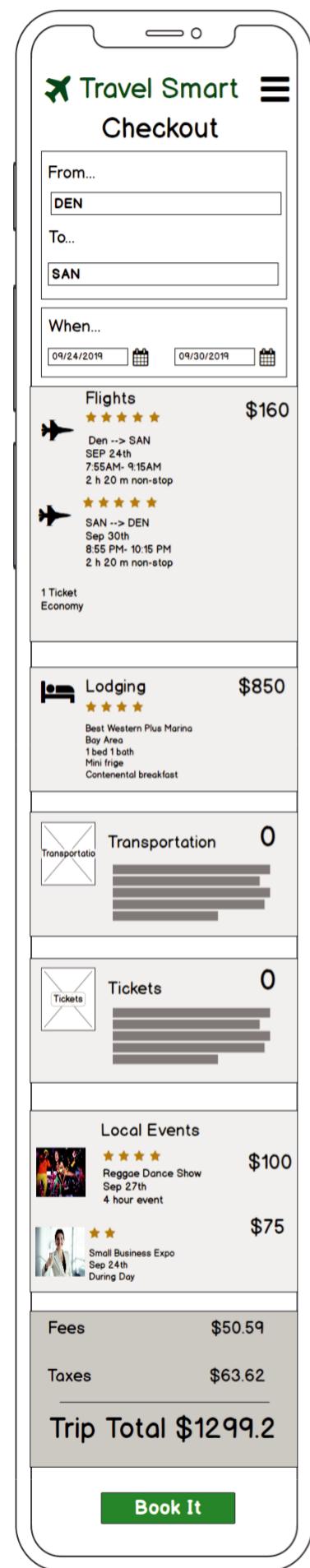
The next add on that she wants to add is local events. She thinks that trip adventures might cost too much and that local events will be more in her budget. She selects this and sees a couple of options. At the top she sees that there is a reggae dance event and decides that it might be pretty fun. She also sees at the bottom that there is a small business expo that might be really informative for her business. Plus, if she goes to a business event, the trip will then be considered a business trip and she can have some of the trip will be a tax right off. She decides to go to the expo.



Prototype

Scenario:

She goes to the next page that shows an overview of everything that she has selected and verifies the information. She then clicks the “book it” button and finishes checking out. She is ready for her fun, but a business trip!



Test Observations

1. User: Becca, 23, Designer

1 • Becca liked the simple mock-up design. She can really visualize what it would look like.

- She sure photographs of the different places are hard to see. She said that if they were bigger so that it would catch people's eyes better. Maybe add a zoom feature.
- She had a little trouble knowing where to click around, but overall she said everything was functional yet.

Summary: Make sure to keep on making improvements and changes to the app so that it functions better.

2. User: Kennie, 26, Entrepreneur

2 • Kennie was hesitant to fill out the home page with his information. He said sometimes it's better to scroll through the app and then once you find something you like, fill out your name, email, and information. This will help with privacy and make sure you're not rushed into it.

- He really took his time to look at each page and analyse what he liked and what he didn't like about the app. He figured out what he would have to do.
- He thought that the data on the busiest times to travel and the most popular destinations could be more helpful. He said to make sure that you can fit all of the month's events into the calendar without it becoming too small.

Summary: Do some more tests on how users feel about signing up for the app before downloading the app or if we should move that to one of the later screens. Make sure to make sure that the user is ready to book a flight.

3. User: Sleek, 30, Business woman

3 • Sleek could really visualize herself using this app to figure out what she wants to do on her vacation.

- When browsing through different destination categories, she said that it would be nice if it showed which city and state it is. Right now it just lists the city and state. When she clicks on a destination category, it shows the beach information, it shows which beach it is.
- She was a little confused knowing what trip adventures are. She said that the trip adventures are not as clear as the local events. Maybe reword this.

Summary: Rework a few things to make it more direct as to what the user wants to do. Make sure to make the local events with trip adventures clearer.