

Activity for User Flow

We are a brand new luxury airline called FancyAir, we are fully inclusive and super cheap, best of both worlds. We want you to make us a brand new homepage using the best possible user flow! User flow is getting the customer from point A to point B as directly as possible, on our homepage point B is the “Book Now” button. So we need our homepage to bring customers to that point as directly as possible.

What you need to do:

1. In Photoshop or Illustrator, design a full homepage layout incorporating the all of the elements required.
2. In point form, type out how you will maximize user flow on the homepage and explain how every element in your layout contributes to the goal. Include these points at the bottom of your webpage under the heading “Explanation”.
3. Upload the layout (with included explanation) as an image onto to your GitHub and link it on your homepage under the title “Presentation 7: User Flow”

Elements Required in Homepage Layout:

- A straight forward, Minimal Design
- At least three vacation packages advertised (with a photo)
- A design that highlights the option to “Book Now”
- At least three page elements (layout and design choices) with the purpose of encouraging bookings

Grading Rubric

Explanation includes how every page element contributes to the goal	/3
Company name and brief description are on the page	/2
At least three different vacation packages visible	/3
At least three different page elements direct towards the “Book Now” button(s)	/3
Simple and aesthetically pleasing	/1
Creative design	/1

If you have any questions, do not hesitate to ask one of us! We would love to help :)