



Responsive Package Checkout for Expedia

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Identify Problems

Design

Development

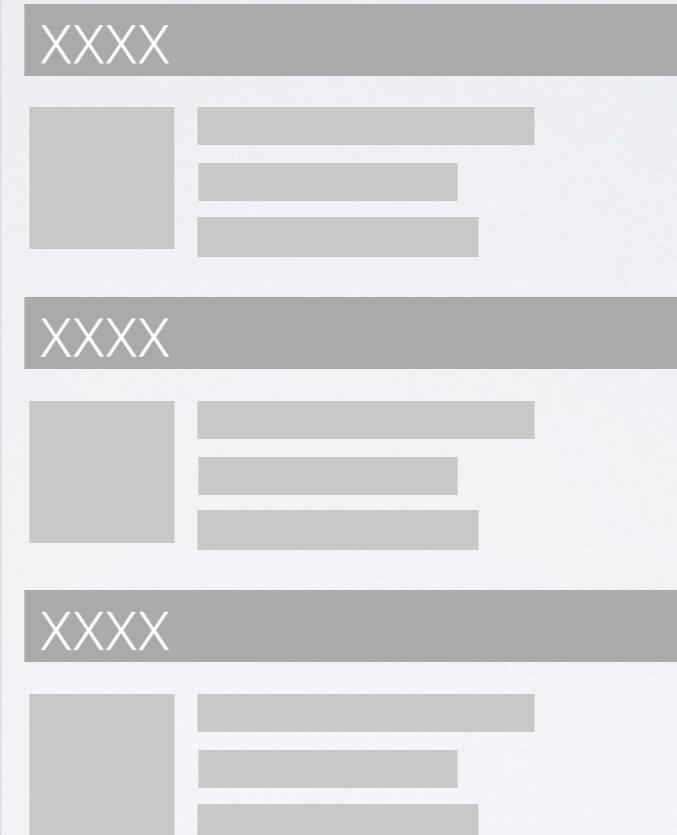
Research

Context

Search



Itinerary



Checkout



Identify Problems

Design

Development

Research

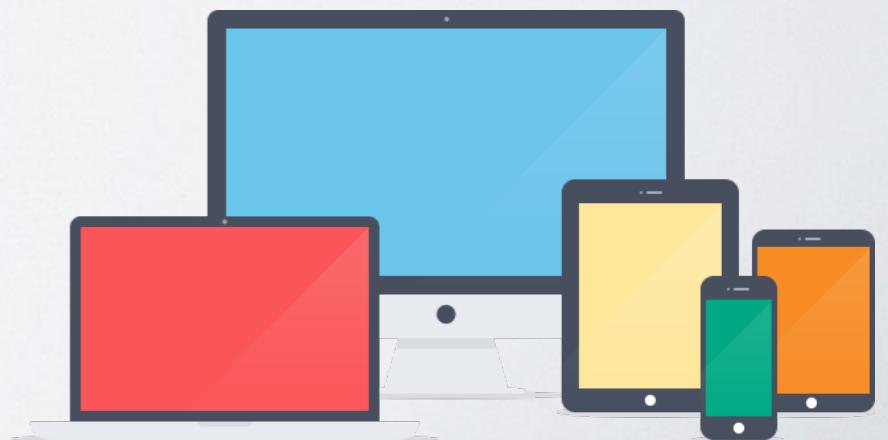


The screenshot shows the 'Search Vacation Packages' section of the Expedia website. It features a navigation bar with icons for flight, hotel, car rental, and cruise. Below the navigation is a section titled 'Search Vacation Packages' with five filter options: 'Flight + Hotel' (selected), 'Flight + Hotel + Car', 'Flight + Car', and 'Hotel + Car'. The 'Flying from' field is set to 'Seattle, WA, United States (SEA-Seattle - Tacor...)' and the 'Flying to' field is set to 'Las Vegas (and vicinity), Nevada, United States'. Date fields show 'Departing 05/29/2014' and 'Returning 05/30/2014'. A 'Rooms' dropdown menu is set to '1'.

The screenshot shows the 'Your Trip to Las Vegas' section of the Expedia website. It displays a summary of the trip: 'Sat May/31/2014 - Tue Jun/3/2014 | Total price: \$1,233.' Below this is a 'Who's Traveling?' section with a note to sign in or connect via Facebook. The 'Flight' section contains fields for 'Name' (First*, Middle, Last*) and 'Country Code*' (United States of America (1)). At the bottom, there is a link to 'TSA Secure Flight Info' and a 'Gender' dropdown menu.

Project Goal

- Responsive website for package checkout
- Streamlined experience
- Better metrics performance rate
(checkout time, success rate, account creation conversion rate,)



Challenges

- Responsive Design
- Form Design
- Usability vs Business Requirement

Identify Problems

Design

Development

Research

Facts Gathering and Research

Header	
Title	Progress Bar
Sign in	Trip Summary
Flight	Flight Date Ticket No. Adult or Child
Traveler 1 Info - Flight Name (First, Middle, Last) Phone Number(Country code, Number) Gender Date of Birth Optional: Emergency Contact Frequent Flyer Info Special Assistance	Hotel Name Date Room No. Nights Activity No. of ticket Adult or Child
	Price Disclaimer

Flight Seating Preference

User Feedback

Hotel

Hotel Contact Info

Activity

Activity Contact Info

Continue Booking

Business Statement

Secure Transaction

Footer

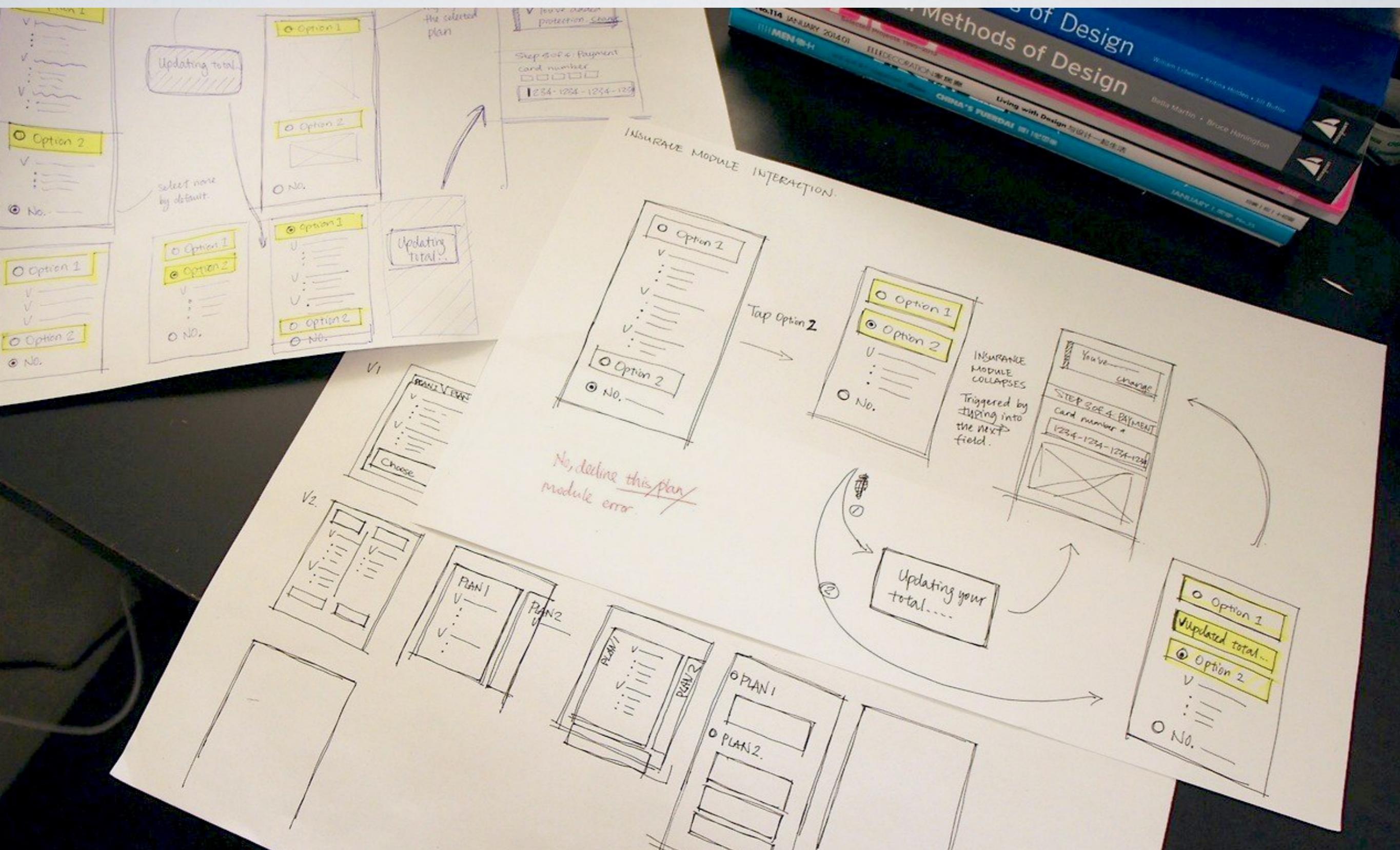
Identify Problems

Design

Development

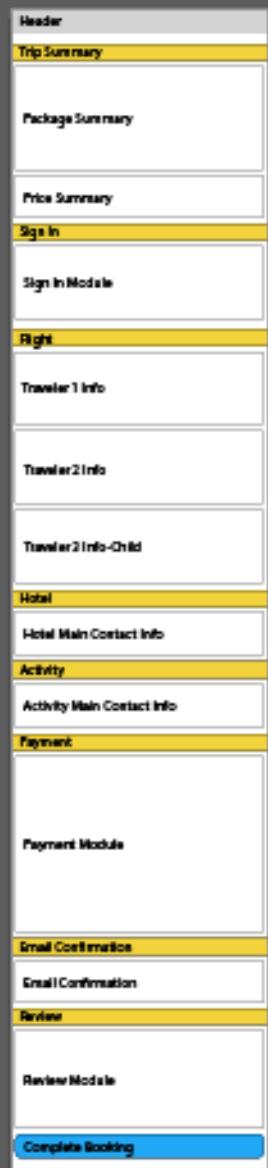
Research

Sketches



Different design concept

Version 1.1
No Insurance



Version 2-
Expandable Insurance

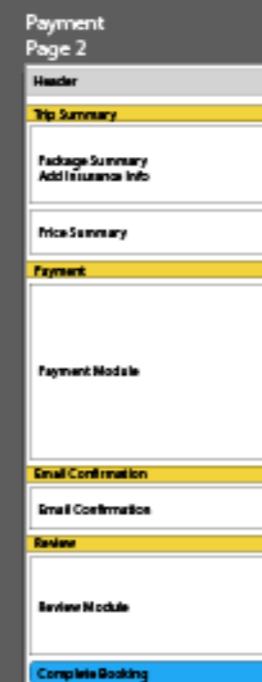
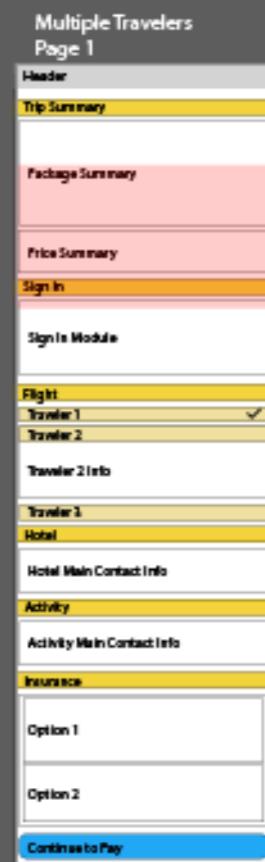


Version 3- two page

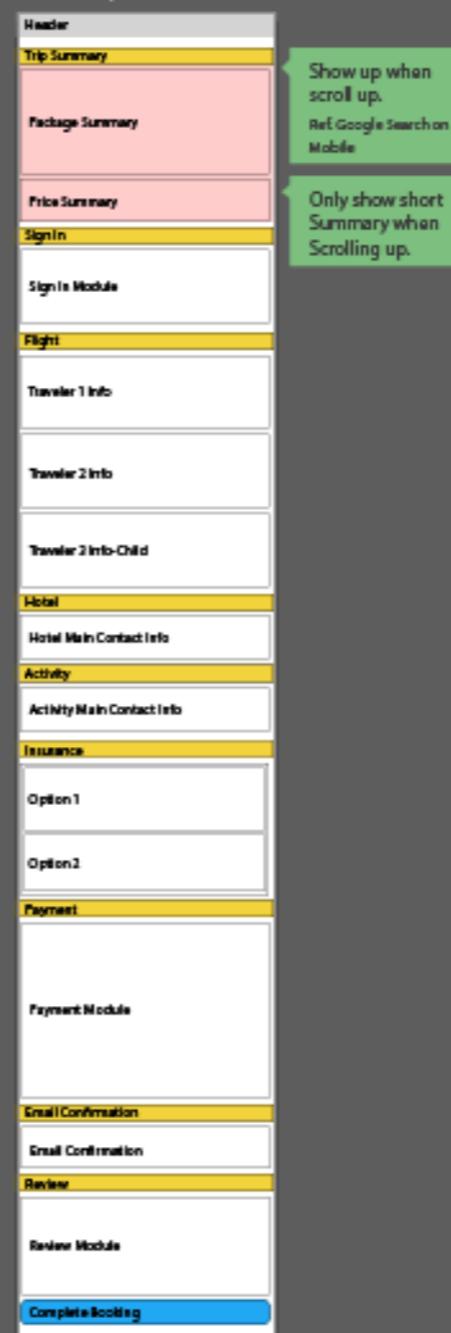


Different design concept

Version 4- Expandable Traveler Info



Version 5.1 Easy-Access Summary



Show up when scroll up.
Ref Google Search on Mobile

Only show short Summary when Scrolling up.

Iteration 2



Collapse to a "press to view" button when section is out of screen

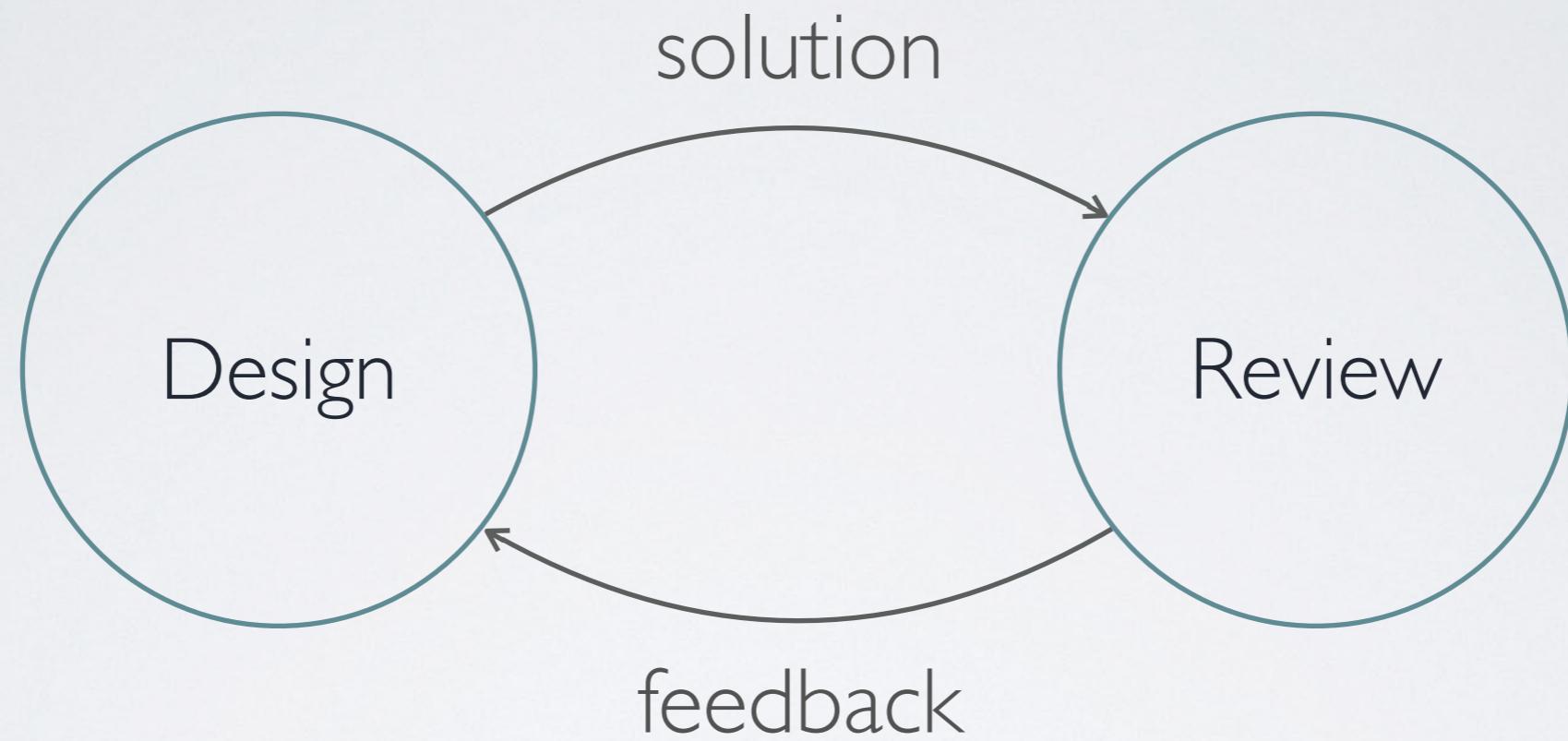
Identify Problems

Design

Development

Research

Iterative design approach



Hi-Fi design iteration

Trip summary and header

Book your trip

Summary Travelers Info Insurance Payment

Step 1 of 4: Trip Summary

Seattle → Orlando
2 Tickets: 2 Adults
Depart Fri, Apr 23, 2014 7:21am
Return Tue, Apr 29, 2014 9:06pm

Wyndham Grand Orlando Resort
1 room: 5 nights
Check-in Fri, Apr 23, 2014 7:21am
Check-out Tue, Apr 29, 2014 9:06pm

Disney Land Roadtrip
2 tickets
Flight + Hotel \$ 2159.64
Savings -\$676.84
Activity \$1,011.76
Total: **\$2,494^{.56}**

Book your trip

Summary Travelers Info Insurance Payment

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Hi-Fi design iteration

Insurance module

Protect Your Trip	Step 3 of 4: Choose Insurance	Step 3 of 4: Choose Insurance	Protect Your Trip	Step 3 of 4: Choose Insurance
<p>Protection & change for any reason</p> <ul style="list-style-type: none"> ✓ Change for ANY reason ✓ Cancel for covered medical reasons ✓ Protection during your trip <p>Plus 24/7 Worldwide Emergency Assistance</p> <p><input checked="" type="radio"/> Yes, add this plan. \$120 per person</p> <p>Change for ANY reason</p> <ul style="list-style-type: none"> ✓ Change for ANY reason <p>No, I don't need travel protection and I understand this is not available after purchase.</p>	<p>Step 3 of 4: Choose Insurance</p> <p><input checked="" type="radio"/> Change for ANY reason & protection \$120 per person</p> <p>Change for ANY reason</p> <ul style="list-style-type: none"> ✓ Change for ANY reason No fees for one-time flight change Cancel and use your airline credit later Expedia refunds 100% of hotel, car and activities <p>Cancel for medical reasons</p> <ul style="list-style-type: none"> 100% refund on your flight cost 100% refund on unused hotel days <p>Protection during your trip</p> <ul style="list-style-type: none"> \$5,000 for covered medical expenses \$1,000 for lost items(camera, phone, laptop etc.) \$500 for meals, hotel, transport if trip is delayed <p>Plus 24/7 Worldwide Emergency Assistance</p> <p>View terms, conditions and plan sponsors.</p> <p><input checked="" type="radio"/> Change for ANY reason \$98 per person</p> <p>No, I don't need travel protection and I understand this is not available after purchase.</p>	<p>Step 3 of 4: Choose Insurance</p> <p><input checked="" type="radio"/> Protection & change for ANY reason</p> <p>Change for ANY reason</p> <ul style="list-style-type: none"> ✓ Change for ANY reason No fees for one-time flight change Cancel and use your airline credit later Expedia refunds 100% of hotel, car and activities <p>Cancel for covered medical reasons</p> <ul style="list-style-type: none"> 100% refund on your flight cost 100% refund on unused hotel days <p>Protection during your trip</p> <ul style="list-style-type: none"> \$5,000 for covered medical expenses \$1,000 for lost items(camera, phone, laptop etc.) \$500 for meals, hotel, transport if trip is delayed <p>Plus 24/7 Worldwide Emergency Assistance</p> <p>View terms, conditions and plan sponsors.</p> <p><input checked="" type="radio"/> Yes, add this plan. \$120 per person</p> <p>Change for ANY reason</p> <ul style="list-style-type: none"> ✓ Change for ANY reason <p>No, I don't need travel protection and I understand this is not available after purchase.</p>	<p>Protect Your Trip</p> <p>Protection & change for any reason</p> <ul style="list-style-type: none"> ✓ Change for ANY reason ✓ Cancel for covered medical reasons ✓ Protection during your trip <p>Plus 24/7 Worldwide Emergency Assistance</p> <p>Choose \$120.00 per person</p> <p>Change for ANY reason</p> <ul style="list-style-type: none"> ✓ Change for ANY reason <p>Choose \$98.00 per person</p> <p>No, I don't need travel protection and I understand this is not available after purchase.</p>	<p>Step 3 of 4: Choose Insurance</p> <p><input checked="" type="radio"/> Change for ANY reason & protection \$120 per person</p> <p><input checked="" type="radio"/> Change for ANY reason \$98 per person</p> <p>Change for ANY reason</p> <ul style="list-style-type: none"> ✓ Change for ANY reason No fees for one-time flight change Cancel and use your airline credit later Expedia refunds 100% of hotel, car and activities <p>View terms, conditions and plan sponsors.</p> <p>No, I don't need travel protection and I understand this is not available after purchase.</p>

Hi-Fi design iteration

Review module

Review and Book

You're almost done!

Before booking, please check your spelling. Traveler names must match government-issued photo ID exactly.

Traveler 1: **Lily Wong** ([Make changes](#))

Traveler 2: **Jack Wong** ([Make changes](#))

By selecting to complete this booking I acknowledge that I have read and accept the [rules & restrictions](#), [terms & conditions](#), and [privacy policy](#).

Complete Booking

Review and Book

You're almost done!

Before booking, please check your spelling. Traveler names must match government-issued photo ID exactly.

Traveler 1: **Lily Wong**

Traveler 2: **Jack Wong**

[Want to make changes?](#)

By selecting to complete this booking I acknowledge that I have read and accept the [rules & restrictions](#), [terms & conditions](#), and [privacy policy](#).

Complete Booking

Review and Book

You're almost done!

Before booking, please check your spelling. Traveler names must match government-issued photo ID exactly.

Traveler 1:

Lily Wong

Confirm

Traveler 2: **Jack Wong** ([Make changes](#))

By selecting to complete this booking I acknowledge that I have read and accept the [rules & restrictions](#), [terms & conditions](#), and [privacy policy](#).

Complete Booking

Review and Book

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Traveler 2:

Jack Wong

Confirm

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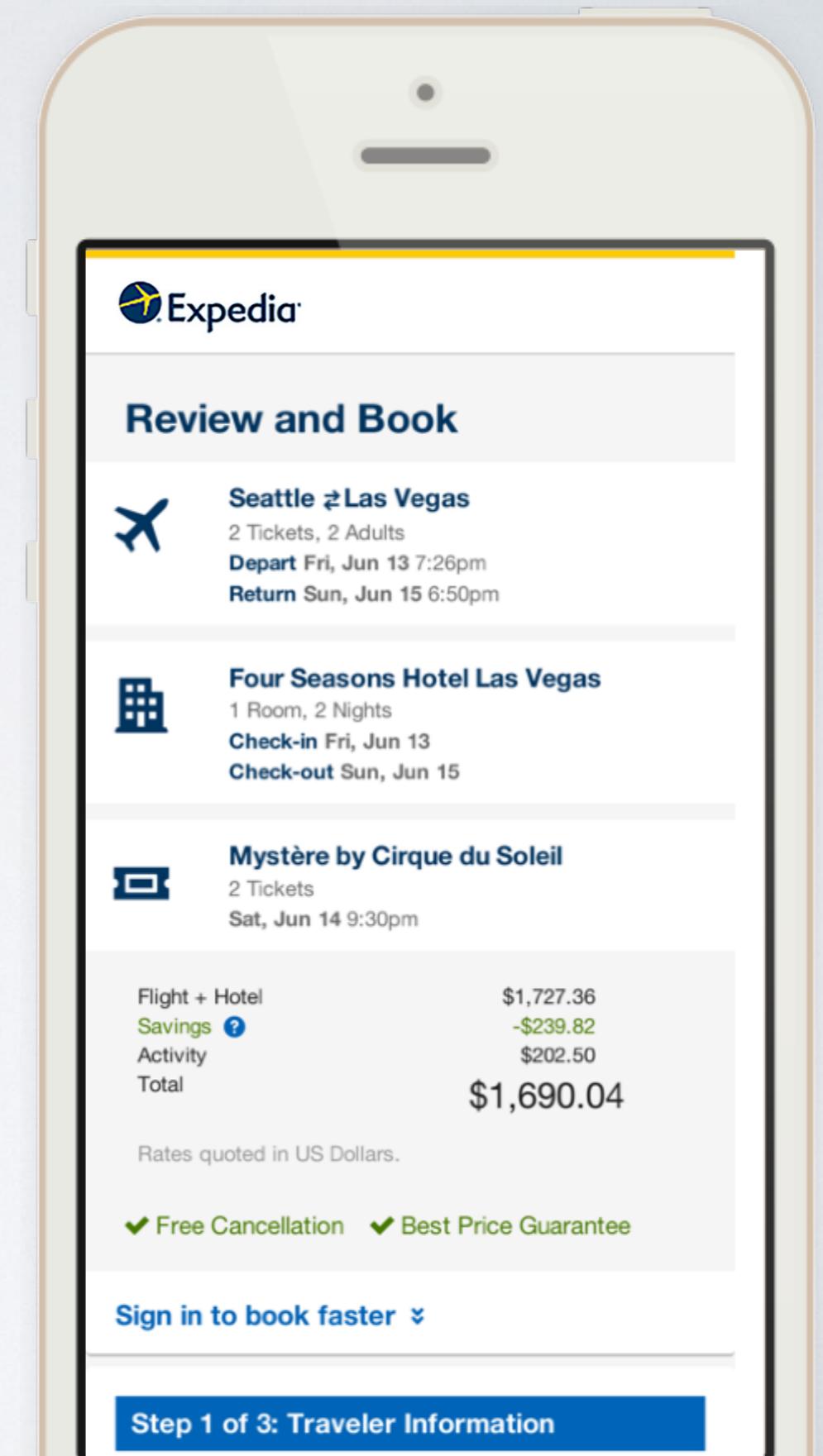
Complete Booking

Interactive prototype

Optimized for different devices

Explicit yet concise

Prototype



Plan

Complete search and shop on desktop → Checkout the trip on mobile → Follow up tasks

Scenario

 Seattle  Las Vegas

 Four Seasons Hotel

 Mystere by Cirque

 Seattle  Hawaii

 Hawaii Prince Hotel

 Dolphin Encounter

Study

2 pilot test session

6 formal usability study session

Study session

8 Categories

22 Hypothesis

132 Data entries

Opportunities

Confidence message

- Explicit display

Traveler Details

- Name input field
- Auto focus
- Double check traveler name
- More natural trigger for playback



Comply
with
Design Guidelines



User Research
to
Design



School
to
Real Problems

Thank you

The image shows three electronic devices (a laptop, a tablet, and a smartphone) displaying the Expedia mobile website against a blurred background of a lake and mountains. The devices are arranged in a staggered fashion, with the laptop on the left, the tablet in the center, and the smartphone on the right.

Laptop Screen (Left):

Step 1 of 3: Traveler Information

Flight: 2 Adults

Traveler 1 *

Name *
First name _____ Last name _____

Email address *
We'll send your confirmation here _____

Phone number *
In case we need to reach you _____

Gender *
Male _____ Female _____

Date of birth *

Sign in to book faster

✓ Free Cancellation ✓ Best Price Guarantee

Tablet Screen (Center):

Review and Book

Seattle → Las Vegas
2 Tickets, 2 Adults
Fri, Jun 13, 7:20pm
Sat, Jun 15, 6:00pm

Flight + Hotel
Service: ① Activity Total: \$1,433.23

Four Seasons Hotel Las Vegas
1 Room, Mountain View, 2 Nights
Check-in Fri, Jun 13
Check-out Sat, Jun 15

Mystère by Cirque du Soleil
2 Tickets
Sat, Jun 14 7:00pm

Get up to \$100.00 statement credit*
When you're approved for the Citi PremierPlus/Expedia MasterCard® to book this trip:
Top price: \$1,433.23
Statement credit: -\$100.00
Your cost after savings: \$1,333.23
Learn more and apply

Smartphone Screen (Right):

Review and Book

Seattle → Las Vegas
2 Tickets, 2 Adults
Fri, Jun 13, 7:20pm
Sat, Jun 15, 6:00pm

For Seasons Hotel Las Vegas
1 Room, Mountain View, 2 Nights
Check-in Fri, Jun 13
Check-out Sat, Jun 15

Mystère by Cirque du Soleil
2 Tickets
Sat, Jun 14 7:00pm

Flight + Hotel Service: ① Activity Total: \$1,433.23

Common Footer:

✓ Free Cancellation ✓ Best Price Guarantee

Sign in to book faster