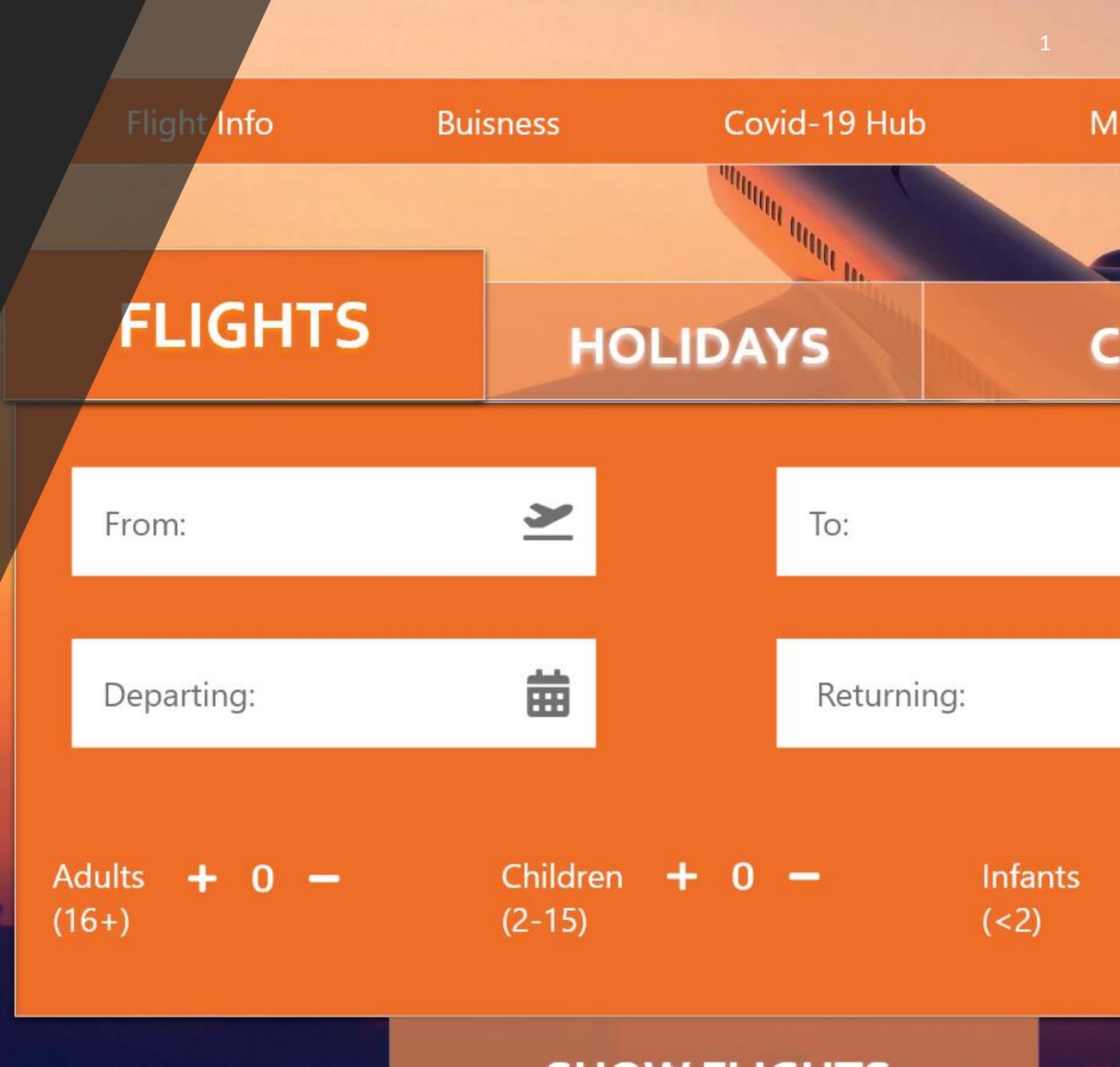


User Interface Design

PD4044 – EMILIA ZIOLEK



Week One – Benchmarking & Comparison	(3 – 33)
Week Two – Usability Research – Design Guide	(34 – 45) (46 – 54)
Week Three – Development	(55 – 78)
Week Four – Design Iterations	(79 – 93)
Week Five & Six – Prototype + Design Refinement	(94 – 112)

Competitive benchmarking – two examples of user interface design that provide a service were evaluated to show good or bad design practice.

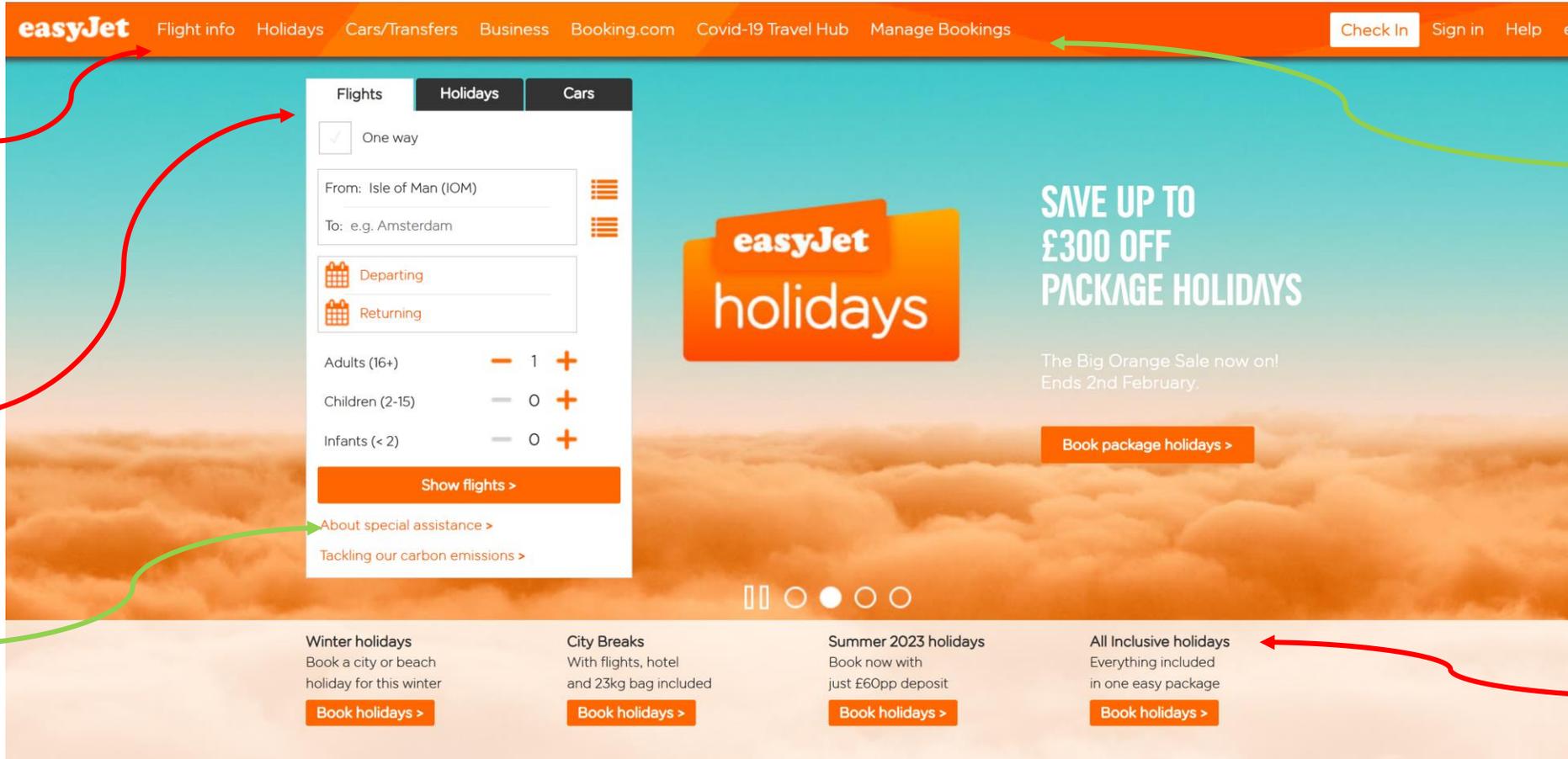
The logo for easyJet, featuring the word "easyJet" in a white, rounded, sans-serif font. The "easy" is in lowercase and the "Jet" is in uppercase. The text is centered within a solid orange rectangular background.The logo for Emirates, featuring the word "Emirates" in a red, serif font. Above the English text is the Arabic word "إميرالات" (Emirat) in a stylized, red, calligraphic font. The entire logo is centered on a white background.

GLOSSARY

- Structure - the arrangement of and relations between the parts or elements of something complex.
- Ease Of Use - A metric of satisfaction in using a product
- Process Flow - a sequential representation of a process and its components
- Navigation - the action of moving around a website, the internet, etc.
- Discoverability - the quality of being able to be discovered or found.
- Simplicity - the quality or condition of being easy to understand or do.
- Consistency - consistent behaviour or treatment.
- Page Layout - the way in which the parts of something are arranged or laid out.
- Colour Scheme - an arrangement or combination of colors.
- Typography - the style and appearance of printed matter.
- Clarity - the quality of being coherent and intelligible
- Feedback to Users - information about reactions to a product, a person's performance of a task, etc.

easyJet

Benchmarking & Comparison



Colour Scheme
Predominantly orange to signify easyJet's signature colour yet it makes the home page over-saturated with the one colour.

Typography
Fonts are cohesive yet there is no structural hierarchy and all writing and commands are the same size which don't give certain actions their importance.

Structure
Approachable and welcoming layout, clear and important placement of where to book flights.

Navigation
All commands and actions are located on the front page and can easily be located.

Page Layout
A lot of information is displayed on packages and inclusive holidays, all this information can be daunting and have a reverse effect on the user.

Benchmarking & Comparison

User Feedback

Each option highlights in bright orange to tell the user what they have chosen.

Navigation

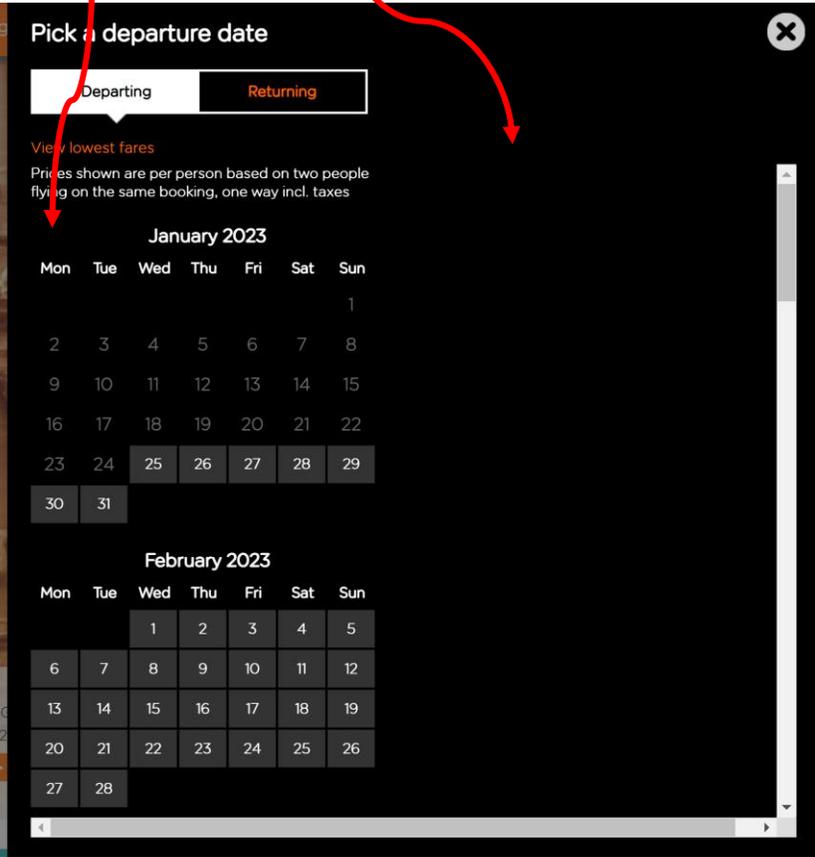
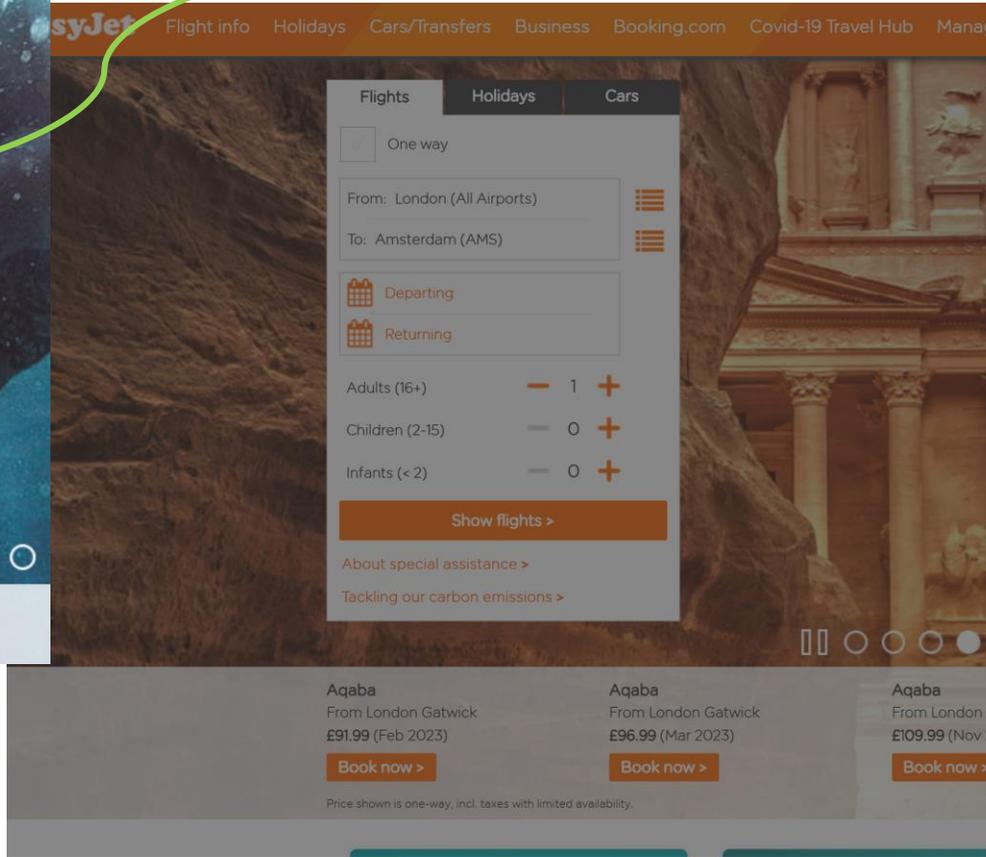
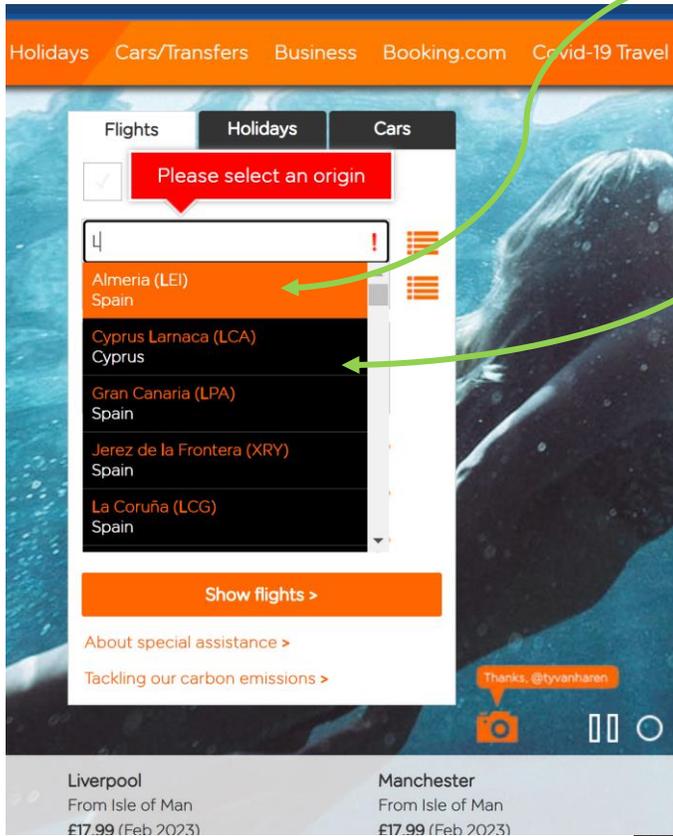
Drop down menu includes all countries/regions with the letter 'L' in them, not just the beginning letter of that country.

Colour Scheme

Dark black has a very high contrast from the bright orange the website uses everywhere else, this tab doesn't follow the scheme and could be mistaken for a pop-up.

Page Layout

Menu for choosing dates pops up on the right side of the tab instead of straight under it, can be disorientating and confusing.



Benchmarking & Comparison

The screenshot shows the easyJet website's flight selection process. At the top, the 'easyJet' logo is on the left, and a 'Pick flights' button is in the center. Below this, a grey bar asks 'All flights selected?' with a 'Continue' button on the right. A sidebar on the right shows a 'Basket £77.32' with links for 'Change currency >' and 'Price breakdown >'. Below the basket, two flight options are listed: 'London Gatwick to Amsterdam' (EJU8871) and 'Amsterdam to London Gatwick' (EJU8868). Each flight entry shows departure and arrival times, fare details, and cabin bag information. A 'Continue' button is at the bottom of the sidebar.

Simplicity
Two different instructions for the user in the same sense, only one is necessary.

Clarity
For a first glance the flight booking system is clustered and incohesive, there is a lot of figures and loads of columns to process.

Typography
Font is very small and there is no hierarchy of importance.

Feedback to Users
Chosen flights are highlighted in orange colour and have a tick beside the,

Process Flow
Sidebar showcases what flights have been booked and stays in place while you scroll down for more flight times.

Simplicity
Two different instructions for the user in the same sense, only one is necessary.

Clarity
For a first glance the flight booking system is clustered and incohesive, there is a lot of figures and loads of columns to process.

Typography
Font is very small and there is no hierarchy of importance.

Feedback to Users
Chosen flights are highlighted in orange colour and have a tick beside the,

Process Flow
Sidebar showcases what flights have been booked and stays in place while you scroll down for more flight times.

Structure

After choosing a flight, different options for cabin bags are displayed in separate boxes and features are marked with green ticks.

Discoverability

The option for bags could have been displayed at an earlier stage or along with the flights as passengers might have been looking for them without proceeding.

Navigation

The usage of a pop-up method to purchase bags can cause users to mistake this as an add-on and will get stuck on this page.

Pick flights

All flights selected? [Continue](#)

Basket £77.32
[Change currency >](#)
[Price breakdown >](#)

Standard

- ✔ One small under seat cabin bag (max 45 x 36 x 20 cm)

[Continue with Standard fare](#)

Standard Plus

- ✔ One small under seat cabin bag (max 45 x 36 x 20 cm)
- ✔ One large cabin bag (max 56 x 45 x 25 cm)
- ✔ Up Front seat
- ✔ Speedy Boarding

LIMITED AVAILABILITY

[+ £73.98 per person](#)

Recommended Essentials

- ✔ One small under seat cabin bag (max 45 x 36 x 20 cm)
- ✔ 23kg hold bag
- ✔ Standard seat

[+ £61.46 per person](#)

Price for all flights. See [price breakdown](#) on the next page.

Arr 11:20	Arr 18:50	Arr 11:20	Arr 12:05	Arr 16:00	Arr 12:05
£34.99 +	SALE £25.99 +	£59.99 +	£66.33 +	£44.33 +	£38.33 +

easyJet

Seats selected
LGW to AMS, Tue 21st Feb

Continue

Outbound
For each passenger, please select from the available seats.

Adult 1 3F

Extra Legroom £39.99
 1 small under seat cabin bag
 1 large cabin bag
 Speedy Boarding
 Dedicated Bag Drop

Up Front £42.99
 1 small under seat cabin bag
 1 large cabin bag
 Speedy Boarding
 Dedicated Bag Drop

Standard £7.99
 1 small under seat cabin bag
 Choose where you want to sit, window, middle or aisle

Basket £120.31

Arrival 10:25

Your fares
Adult 1 x £38.99

Your flight options
Up Front seat 3F £42.99

Your cabin bags
Small cabin bag 1 x Included
Large cabin bag 1 x Included

Amsterdam to London Gatwick
EJU8868
Departure 07:05 Wed 1st Mar
Arrival 07:20

Your fares
Adult 1 x £38.33

Your flight options
You have not selected seats yet

Your cabin bags
Small cabin bag 1 x Included

Continue

Non-refundable. Changeable subject to fees.
Price includes all applicable taxes and fees.

Ease Of Use
No legend is provided therefore some seat icons like the exclamation marks and black and white seats are unclear.

Clarity
A lot of information is displayed with the process of booking seats on the plane. It could have been grouped together or provided after picking a seat.

Structure
Only half the plane is displayed on the front page. Have to continuously scroll to look at different seats, location of this image is also off to the side.

Process Flow
Sidebar continues to update and displays total price on top for the passengers to keep track.

Simplicity
Two 'continue' buttons in different places are disorientating and unnecessary, their size is also small and similar to other text, making them seem unimportant.

Process Flow

After booking the seats the next two pages are both about luggage and additional bags even if the bag option was already discussed when booking seats.

Ease Of Use

Imagery and signs/buttons help the passengers understand the page and not just read through it.

Your cabin bags ⓘ
[< Back](#)

Happy with your cabin bag allowance ? Continue

LGW to AMS, Tue 21st Feb
AMS to LGW, Wed 1st Mar

ⓘ Please check your cabin bag allowance. If you arrive at the airport with bags outside of your allowance, they'll need to be put in the hold and will be subject to the airport bag fee.

Adult 1

Outbound: Up Front
Return: Up Front
[Edit seats](#)

Same for all flights

1 x **small** under seat bag ✓
 (max. 45 x 36 x 20 cm) Included
[Bag details ⓘ](#)

1 x **large** cabin bag ✓
 (max. 56 x 45 x 25 cm) Included with Up Front or Extra Legroom seats
[Bag details ⓘ](#)

Purchasing your bags online is cheaper. Any bags not purchased online or that exceed your cabin bag allowance will need to be placed in the hold and will be subject to an airport bag fee of up to £48 per bag.

Tell us what you'd like to bring with you Skip bags >

📄 Save up to 15%! Add your hold bags now.

On each flight you're taking...
Cabin bag only - see policy below

Best value for your trip

- 15kg hold bag £18.74 per flight*
 - 0 +
- 23kg hold bag £22.99 per flight*
 - 0 +
- 26kg hold bag £37.99 per flight*
 - 0 +

📄 Add a different weight bag View all 🚲 Add sports equipment View all

Our cabin bags policy Learn more >

- All customers can bring on board One small under seat cabin bag max. 45 x 36 x 20 cm | 1 per passenger
- Customers who have purchased Extra Legroom or Up Front seats or booked a large cabin bag Additional large cabin bag max. 56 x 45 x 25 cm | 1 per passenger

Simplicity

Too much information on cabin bags and hold bags while moving through the process, hard to keep track of what you already purchased.

easyJet

Car Rental [Back](#) [i](#)

Lets find your perfect car [Skip >](#)

SALE NOW ON SAVE UP TO 25%!

Tailor-made offers for your next getaway. **Europcar**

Basket £151.30
[Price breakdown >](#)

London Gatwick to Amsterdam
EJU8871 [i](#)
Departure 08:00 Tue 21st Feb
Arrival 10:25

Your fares
Adult 1 x £38.99

Your flight options
Up Front seat 3F £42.99

Your cabin bags
Small cabin bag 1 x Included
Large cabin bag 1 x Included

Navigation
The action for proceeding further is small to entice the user to purchase the products advertised, this is a marketing trick that is unfriendly towards the user.

Exclusive deals **Europcar**

Volkswagen Up or similar
✓ Recommended
4 2 1
Europcar 7.5 / 10
£ 25 /day
£ 204 | 8 days

Peugeot 2008 or similar
3 3 1
Budget 8.4 / 10
£ 25 /day
£ 201 | 8 days

Opel Corsa or similar
5 2 1
Budget 8.4 / 10
£ 24 /day
£ 199 | 8 days

Mitsubishi Space Star or similar
4 2 1
Avis 7.8 / 10

Peugeot 2008 or similar
5 3 1
AVIS 7.9 / 10

Opel Corsa or similar
5 2 1
AVIS 7.9 / 10

Process Flow
After the user checks their bags in there is more additional content that they must go through one by one even if they do not wish to purchase anything else like the food vouchers and a car rental.

easyJet

Food and Drink Vouchers [Skip >](#)

Select food and drink vouchers

Food and drink voucher on board - add online and save 20%

All flights
Add vouchers for your flights

- Save 20%, buy £10 food and drink vouchers for £8 online
- Save on food and drink once you're on board.
- Choose later

[More details >](#)

BUY NOW SAVE LATER
£10 FOOD & DRINK VOUCHER FOR £8

Basket £151.30
[Price breakdown >](#)

London Gatwick to Amsterdam
EJU8871 [i](#)
Departure 08:00 Tue 21st Feb
Arrival 10:25

Your fares
Adult 1 x £38.99

Your flight options
Up Front seat 3F £42.99

No inflight food and drink vouchers selected

Your cabin bags
Small cabin bag 1 x Included
Large cabin bag 1 x Included

Amsterdam to London Gatwick
EJU8868 [i](#)
Departure 07:05 Wed 1st Mar
Arrival 07:20

Your fares
Adult 1 x £38.32

Your flight options
Up Front seat 2B £30.99

No inflight food and drink vouchers selected

Your cabin bags
Small cabin bag 1 x Included

Discoverability
Everything the user has selected in displayed in the legend in case someone wants to double/re check the price or chosen options.

Page Layout

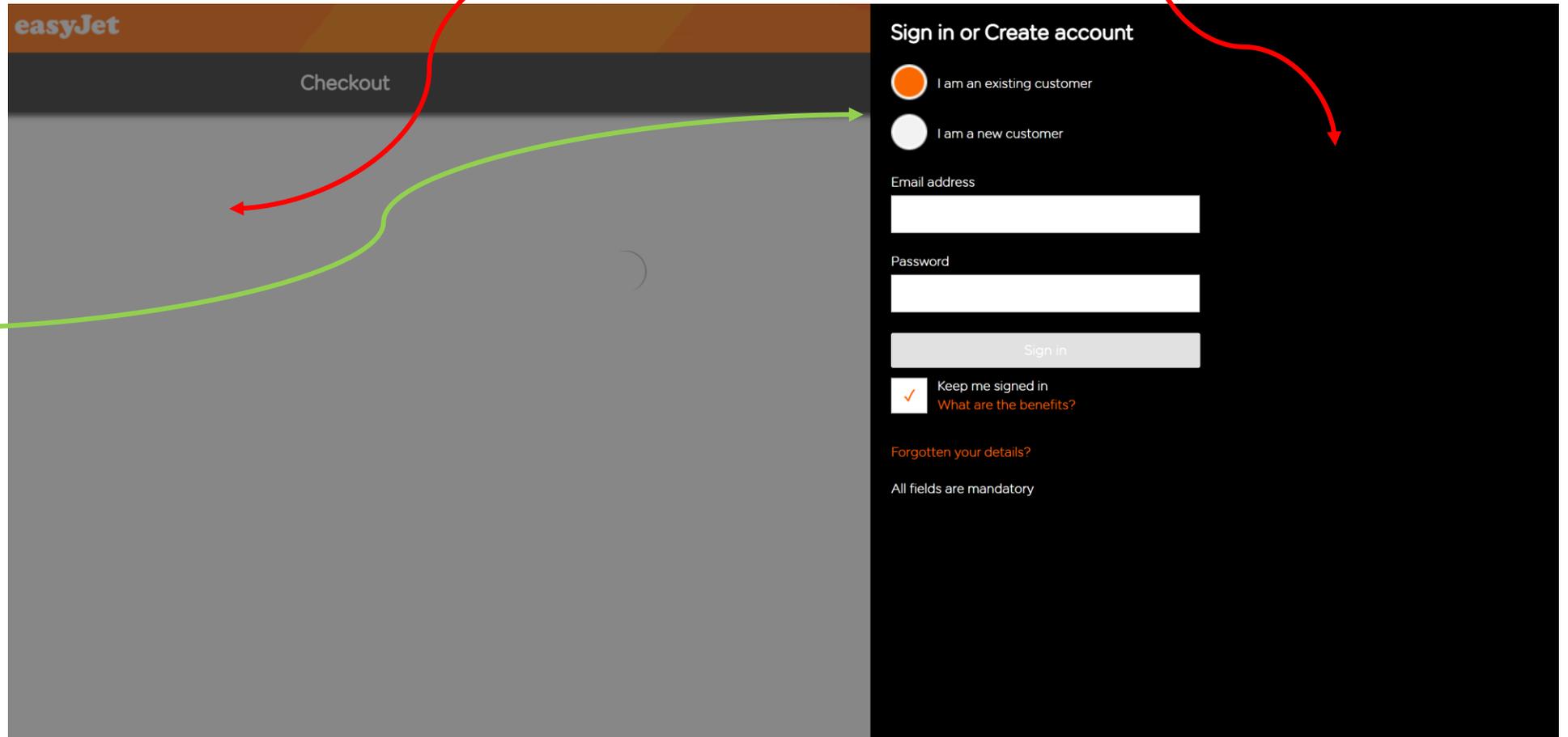
Menu for creating an account to book flights pops up on the side and is not making use of the empty space.

Colour Scheme

Dark black has a very high contrast from the bright orange the website uses everywhere else, this tab doesn't follow the scheme and could be mistaken for a pop-up.

Ease Of Use

Easy sign up process and clear to pick between existing and new customers.



easyJet

Now tell us who's flying

Tell us about you

Are you sure you want to proceed without any hold bags?

23kg hold bag
£22.99 per flight*

All fields are required unless marked as 'optional'

Booker's contact details

Details of the person making the booking. We'll use these to get in touch about your flights.

Title
First name
Surname(s)
Email address
Create a password

Booker's contact details ✓ Edit >

Name Miss booga wooga
Email abigailssol8@gmail.com
Country United Kingdom
Mobile +353 877797878
Address Ballina, Limerick, v94 yh6p

Details of the person making the booking. We'll use these to get in touch about your flights.

Passenger details

Please tell us your reason for travel

Business Leisure ✓

Passenger names (as on passport or photo ID)

Adult 1

Copy from contact details

Title First name Last name
Miss booga wooga

Now tell us who's flying

Booker's contact details ✓ Edit >

Name Miss booga wooga
Email abigailssol8@gmail.com
Country United Kingdom
Mobile +353 877797878
Address Ballina, Limerick, v94 yh6p

Details of the person making the booking. We'll use these to get in touch about your flights.

Passenger details ✓ Edit >

booga wooga, aged 18+

Terms & Conditions

I confirm that I am aged 18 or over, have read and accepted the easyJet terms and conditions, the key booking and cancellation terms, our dangerous goods restrictions, our biosecurity and mask policy and our cabin bag policy.

Please confirm the ages supplied above are correct - the details given above will be used to confirm the government taxes payable.

Final price £151.30

Continue to payment

Basket £151.30

Adult 1 x £30

Your flight options
Up Front seat 3F £42.95

No inflight food and drink vouchers selected

Your cabin bags
Small cabin bag 1 x Includ
Large cabin bag 1 x Includ

Amsterdam to London Gatwick

EJU8868
Departure 07:05 Wed 1st Mar
Arrival 07:20

Your fares

Baske

Adult

Your flig
Up Fron
No inflg
selecte

Your ca
Small ci
Large c

Amste

EJU886
Depart
Arrival

Your far
Adult

Your flig
Up Fron
No inflg
selecte

Your ca
Small ci
Large c

**Non-rr
fees.
Price i**

Process Flow

Three separate tabs are created just to input details and confirm the terms and conditions, this makes the process seem unnecessarily long and extensive and also leaving more room for error.

Simplicity

Even more options for choosing an additional bag even after all the other options provided, it clusters the page and looks unprofessional to group two separate tasks like this.

Structure

Details entered are in a hierarchy of importance and have ticks beside them to symbolise their completion.

The screenshot shows the 'Payment' section of the easyJet website. It features a dark header with the 'easyJet' logo and the title 'Payment' with a '< Back' link. Below this is a grey bar asking 'How would you like to pay?'. The main content area is divided into two sections: 'Add a voucher' and 'New card'. The 'Add a voucher' section includes a text input for the voucher code and an 'Apply voucher >' button. The 'New card' section lists accepted payment methods (VISA, Mastercard, AMEX, UATP, Discover) and includes input fields for card number, cardholder's name, and expiry date. On the right side, a sidebar titled 'Basket £151.30' provides a 'Price breakdown >' and details for two flights: London Gatwick to Amsterdam (EJU8871) and Amsterdam to London Gatwick (EJU8868). Annotations with green arrows point to the 'Apply voucher >' button and the sidebar, with text explaining their function and structure.

Process Flow
Final sidebar gives an overview on everything the passenger has purchased before checkout.

Structure
Option to put in a voucher and a simple and typical payment method for booking flights.

easyJet

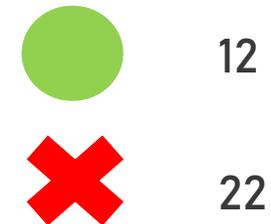
SUMMARY OF BAD POINTS

- Process Flow: **XXXX**
- Typography: **XX**
- Simplicity: **XXXXXX**
- Clarity: **XX**
- Discoverability: **X**
- Navigation: **XX**
- Ease Of Use: **X**
- Structure: **X**
- Colour Scheme: **XXXXX**
- Page Layout: **XXXX**
- User Feedback:

SUMMARY OF GOOD POINTS

- Process Flow: ●●●
- ~~Typography:~~
- ~~Simplicity:~~
- ~~Clarity:~~
- Discoverability: ●
- Navigation: ●●
- Ease Of Use: ●●
- Structure: ●●●●
- ~~Colour Scheme:~~
- ~~Page Layout:~~
- User Feedback:

TOTAL NO.



Stages	Landing Page	Choosing Flights	Option Details	Checking Out
Experience				
Goals	<ul style="list-style-type: none"> Navigate through the destination and trip details windows. Browse through different airports and locations. Put in dates and passenger details. 	<ul style="list-style-type: none"> Pick a suitable flight for both journeys - Looking at price, destination and time. Choosing best location of airport. 	<ul style="list-style-type: none"> Chose additional/potential packages like baggage and seats Add food vouchers or travel insurance etc. View cancellation and payment policies 	<ul style="list-style-type: none"> Review booking details. Confirm flight details. Enter payment details confirm by paying full amount.
Touch Points	<ul style="list-style-type: none"> Search engine for flights. Information about trip packages. Check in and managing flights. Navigation Bar 	<ul style="list-style-type: none"> The display of flight times and prices. Filtering between destinations and times. Fares and availability notices for each flight. 	<ul style="list-style-type: none"> Picking seats on the image of a plane. Adding on different types of luggage. Choosing extra options. 	<ul style="list-style-type: none"> Booking summary. Payment/input method. Transaction confirmation.
Mental Models	<ul style="list-style-type: none"> Expectations for various airports to pop up when being searched for. Expectations for dates to be flexible. 	<ul style="list-style-type: none"> Expectations for a simple and easy to use system. Expectations for being able to quickly switch between different days. Expectations for full price and time details. 	<ul style="list-style-type: none"> Expectations for a system that provides correct information on where the user sits on the plane. Expectations for correct luggage options and information. Expectations for an easily-navigation system. 	<ul style="list-style-type: none"> Expectations for a number of different payment methods. Expectations for a final and clear summary including all extra add-ons.
Pain Points	<ul style="list-style-type: none"> Colour scheme and page layout make the actual flight booking system look unimportant. 	<ul style="list-style-type: none"> Time details are clustered and look disorganised making it look confusing. Irregular colour scheme adds to the cluster. Small typography about times can be hard to notice an read. 	<ul style="list-style-type: none"> Too many separate tabs when choosing additional options. Plane image has no legend and is difficult to understand. 	

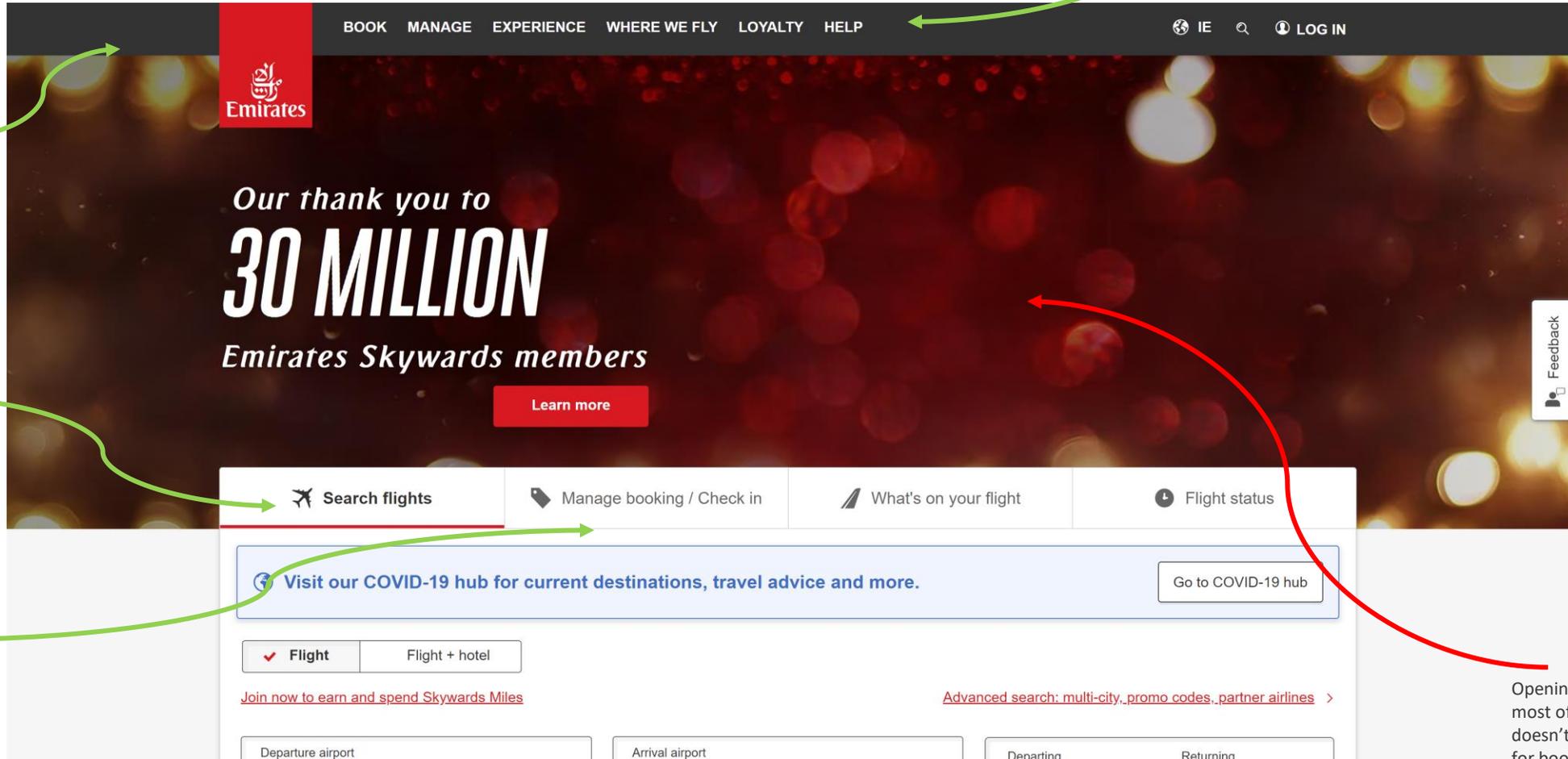


Emirates

The logo for the airline Emirates is centered on the page. It features the Arabic name 'إمارات' in a stylized red font above the English name 'Emirates' in a bold, red, serif typeface.

Navigation

All commands and actions are located on the front page and can easily be located.



Colour Scheme

The opening picture does not change and there is a balance of red, white and black that is calming and luxurious which compliments the airline's aesthetic.

Typography

Fonts are cohesive and have a hierarchy with the important actions having an icon beside them and being in bold text.

Structure

Main actions are split into what the user needs and are separated clearly, the upper header also has more actions the user might be interested in bold font.

Page Layout

Opening picture takes up most of the home page and doesn't leave enough room for booking a flight.

User Feedback

Each option highlights in a darker grey to tell the user what they're about to choose.

Navigation

Drop down menu includes all countries/regions that continue the typed word, along with a scroll bar, it does not disappear if the mouse steers somewhere else.

Page Layout

The space is filled up and the commands are clear and big when booking the flights, all the available space is utilised.

The screenshot shows a flight booking form with the following elements:

- Departure airport:** Input field containing "LO" with a clear button (x).
- Arrival airport:** Empty input field.
- Class:** Dropdown menu showing "Economy Class".
- Dates:** "Departing 27 Jan 23" and "Returning 11 Feb 23".
- Search button:** A large red button labeled "Search flights".
- Location dropdown:** A list of suggestions for "All locations":
 - Lagos, Nigeria (Murtala Muhammed Airport) - highlighted in dark grey, with a "LOS" button.
 - Los Angeles, United States (Los Angeles International Airport) - with a "LAX" button.
 - London, United Kingdom (London All Airports) - with a "LON" button.
 - London, United Kingdom (London Stansted) - with a "STN" button.
 - London, United Kingdom (London Gatwick Airport) - with a "LGW" button.
- Service tiles:** A row of five service options: "Book a holiday", "Chauffeur-drive", "Meet & Greet", "Airport transfers", and "Airport parking".
- Footer:** A black bar with the "Skywards" logo, a description "Join Skywards member and start enjoying flight rewards, upgrades and more", and a "Join now" button.

Colour Scheme
Lacks colour and makes booking the flights mundane and strict. There is too much white in the background.

Navigation
Drop down menu for choosing dates is big and tell the user what action they're about to perform.

User Feedback
Dates are highlighted in different colours for length and the chosen departure and return dates to inform the user of their choice.

Discoverability
If the passenger is flexible they tick the boxes to see if other flights are available around that time instead of constantly searching each individual day.

The screenshot shows a flight booking interface. At the top, there are two tabs: 'Flight' (selected) and 'Flight + hotel'. Below the tabs is a link: 'Join now to earn and spend Skywards Miles'. The main form contains fields for 'Departure airport' (London (LON)), 'Arrival airport' (New Delhi (DEL)), 'Departing' (27 Jan 23), and 'Returning' (11 Feb 23). There is also a link for 'Advanced search: multi-city, promo codes, partner airlines'. Below the form, there are two checkboxes: 'My dates are flexible (-/+ 3 days)' and 'One way'. The main content is a calendar view for January and February 2023. The calendar for January shows the 27th selected. The calendar for February shows the 11th selected. The interface is annotated with several callouts: a red arrow points to the 'Please choose your departure date' text; a green arrow points to the date selection area; another green arrow points to the 'My dates are flexible' checkbox; and a final green arrow points to the 'One way' checkbox.

Emirates

London (LON) to Delhi (DEL)
Return · 1 passenger · [Change search](#)

View summary ▾

Make a booking

1 Flights

2 Passengers

3 Options

4 Payment

5 Confirm

✔ You have been taken to our United Kingdom (UK) site
✕

As you selected a departure point outside of Ireland, you have now been directed to the United Kingdom (UK) website to finalise this booking. Your booking will be subject to the terms and conditions of the United Kingdom (UK) website, including those relating to consumer protections, which may differ from those of Ireland. Please note that your booking will be charged in British Pounds (GBP).

GBP > EUR

Your preferred currency

You are viewing prices in **GBP**. If you would like to view prices in **EUR** you can change it from the dropdown menu.

[Currency converter](#)

Lowest price for all passengers

GBP 943

This price is the lowest available price combination for your selected dates. Look for the lowest price indicator in the results below to get this price. All prices below include airfare, taxes, fees and carrier-imposed charges for 1 passenger (**1 adult**).

Please ensure you read the [fare conditions](#) at the bottom before selecting your flights.

Process Flow

The website divides the booking process in five sectors so that the user knows what's coming up next.

Typography

Loads of text about change of currency and lowest prices that takes up the page instead of being to the side where the user might want to view them if they are interested.

Structure

Summary of flights chosen that does not cluster the page leaving more room and can be viewed at any time/is easy located.

London (LON) to Delhi (DEL)
Return · 1 passenger · [Change search](#)

View summary ▾

Outbound, London to Delhi (49 options)

Wednesday, 1 February 2023

All times displayed are local for each city.

< Previous day | Next day >

Filter: Show all flights ▾		Sort by		Recommended	Price	Arrival time	Departure time	Duration	Miles earned
01	 	Economy	Premium Economy	Business					
STN 13:55	 13 hrs 30 mins DEL 08:55 ⁺¹ 1 connection	from GBP 524.69 <small>Lowest price</small>	Not offered	from GBP 2,179.69					
02	 	Economy	Premium Economy	Business					
LGW 13:35	 13 hrs 50 mins DEL 08:55 ⁺¹ 1 connection	from GBP 529.78	Not offered	from GBP 2,184.78					
03	 	Economy	Premium Economy	Business					
LGW 09:40	 17 hrs 45 mins DEL 08:55 ⁺¹ 1 connection	from GBP 529.78	Not offered	from GBP 2,184.78					

Structure

Flights are organised by class and prices to suit the user's needs.

Navigation

Drop Flights are displayed in a chosen order by the user with boxes and illustrations making it easy to identify what you need.

Colour Scheme

Offers not available are faded out and in grey (e.g. Premium Economy) and other colours are offered for different classes to distinguish them.

Ease Of Use
'Services' tab on the side could be confusing with how the user might think they add these services on or are they all included.

Structure
Deals are displayed in order of price and quality and are easily identified.

User Feedback
Icons with green ticks tell the user what's included in the package.

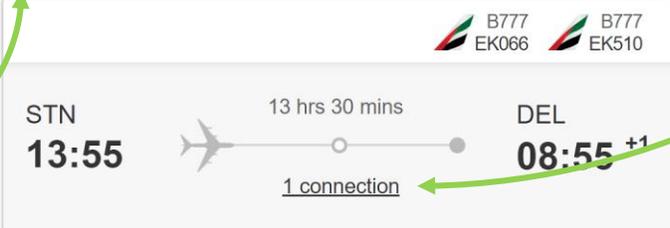
Services (per person) Compare all services	Saver	Flex	Flex Plus
Baggage	✓ 40 kg	✓ 40 kg	✓ 40 kg
Cabin baggage	✓ 2 x 7 kg	✓ 2 x 7 kg	✓ 2 x 7 kg
Seat selection	✓ Complimentary	✓ Complimentary	✓ Complimentary
Skywards Miles	✓ 4,688 Miles	✓ 6,563 Miles	✓ 7,125 Miles
Upgrade to First	✓ Eligible 50,700 Miles	✓ Eligible 44,850 Miles	✓ Eligible 39,000 Miles
Change fee	🔒 Restricted	🔒 Restricted	✓ No charge
Refund fee	🔒 Restricted	🔒 Restricted	✓ No charge
	Sold out	GBP 2,179.69 Select	GBP 2,788.69 Select

Simplicity

Additional or more information on an action can be accessed when the user needs to and doesn't need to cluster the website if the user isn't looking for it.

Outbound, London to Delhi (49 options)

Wednesday, 1 February 2023 All times displayed are local for each city. [Previous day](#) | [Next day](#)

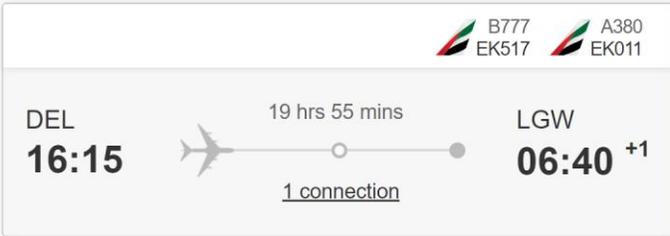
	Economy from GBP 524.69 Lowest price	Premium Economy Not offered	Business Flex GBP 2,179.69
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Clarity

Easy to tell which flights are chosen and what the date on them is.

Inbound, Delhi to London (40 options)

Saturday, 25 February 2023 All times displayed are local for each city. [Previous day](#) | [Next day](#)

	Economy Flex GBP 417.60 Lowest price	Premium Economy Not offered	Business from GBP 1,450.60
---	--	---------------------------------------	---

London (LON) to Delhi (DEL)
Return · 1 passenger · [Change search](#)

Make a booking

1 Flights 2 Passengers 3 Options 4 Payment 5 Confirm

Process Flow
The website divides the booking process and continues to show how much stages are left until booking is done.

Discoverability
Everything COVID Guidelines about travelling to other countries is listed under important Information at the beginning of the page which the user needs to know.

Typography
Passenger details are bold and clear for their importance.

Important information

1. **COVID requirements for travel from the United Kingdom:** Before you origin...
2. **COVID requirements for travel to India:** From 1 January 2023 (IST 10 Singapore and Thailand to India are required to take a COVID 19 RT PC self declaration form on the Air Suvidha portal...
3. **COVID requirements for travel to the United Kingdom:** There are ch...

Cost: GBP 2,597.29 [View summary](#)

Passenger 1 (Adult)

Make sure the names you enter exactly match your passport, and please use English characters only. Names can't be changed once you have completed your booking.

Title

First name **BOOGA**

Last name **WOOGA**

Date of birth **4 May 1925**

Your Frequent Flyer benefits

Add your Emirates Skywards number to avail [exclusive Skywards benefits](#). You can also add a partner airline membership number to earn Miles for this flight.

Airline/Programme

Frequent flyer number

[Save & Next](#)

London (LON) to Delhi (DEL)
Return · 1 passenger · [Change search](#)

Cost: **GBP 2,597.29**

View summary ▾

- 1 Flights
- 2 Passengers
- 3 Options**
- 4 Payment
- 5 Confirm

Your benefits

Your included benefits depend on your selected class and fare and your membership tier. Click on any of the cards for more information.

- 
Baggage allowance
- 
Chauffeur-drive service
- 
Lounge access
- 
Lie-flat seats
- 
Business Class dining

Navigation

The header displays the summary of flight details at any given time or even an option to go back and change the search efficiently.

Simplicity

Options are all on one page and are shown with icons.

Upgrade your flight to Business Saver

Explore a higher level of comfort by adding more benefits to your flight fare.

Fare rules may be different. [View fare rules.](#)

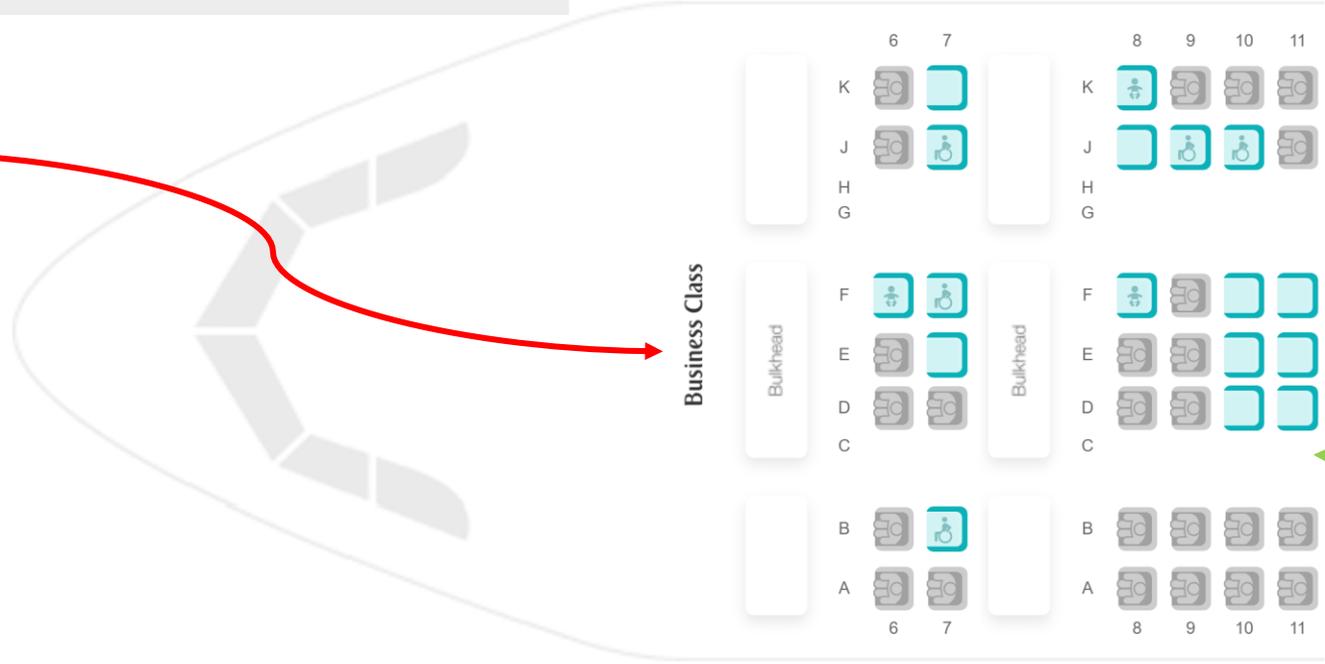


Page Layout

A The pictures under all the text have a bad placement and makes it seem like they are advertisements.

Benchmarking & Comparison

Typography
 Can be confusing to how only one part of the plane is showing itself – the 'Business Class text needs to be bigger to showcase why that is.



Clarity
 Plane is presented sideways and doesn't need endless scrolling to view all seats. Only the class chosen is viewed.

Structure
 Legend is displayed so users know what icons on the image stand for.

Legend

- Accessible for passengers with reduced mobility
- Accompanying passenger
- Available seat
- Unavailable seat
- Bassinet seat
- Exit door
- Previous seat selection
- Selected passenger

User Feedback
 Icons show selected seats in a dark blue.

Review your selection

Typography

Text is presented in a hierarchy of importance to draw attention to these details when purchasing.

Discoverability

Smaller actions and more details can all be accessed with buttons beside the main features – e.g. read more about flight details etc.

Structure

All final details are listed in a compact box in an order of importance.

Flights [All flight details](#) For 1 passenger (Including airfare, taxes, fees and carrier-imposed charges) **Total: GBP 2,597.29**

Wed 1 Feb 23 **13:55** London Stansted (STN) 13h 30m 1 connection Thu 2 Feb 23 **08:55** Delhi (DEL) **Class / Fare:** Business / Flex

Checked baggage: 40kg Change fee: GBP 150.00 No-show penalty GBP 300.00 Refund fee: GBP 150.00 before departure GBP 300.00 after departure No-show penalty GBP 300.00 before departure GBP 600.00 after departure [View detailed fare conditions](#)

[Hide fare rules](#) ^

Sat 25 Feb 23 **16:15** Delhi (DEL) 19h 55m 1 connection Sun 26 Feb 23 **06:40** London Gatwick (LGW) **Class / Fare:** Economy / Flex

Checked baggage: 30kg Change fee: GBP 75.00 No-show penalty GBP 150.00 Refund fee: GBP 100.00 No-show penalty GBP 200.00 [View detailed fare conditions](#)

[Hide fare rules](#) ^

Clarity

A lot of small text and information about refunds that could be accessed with a button if user is interested in them

Benchmarking & Comparison

Choose payment method

- Credit/Debit card
- Bank transfer with Emirates Pay
- PayPal

Total to be paid: GBP 2,597.29

Terms & conditions

[Fare Conditions](#) [Conditions of Carriage and Key Terms](#) [Online booking terms and conditions](#) [Privacy Policy](#) [Seat Selection](#)

I understand that Emirates can change seat assignments as a result of operational, safety or security reasons and I have read and understood the seat selection refund conditions. *

I have read and agree to the terms and conditions and COVID restrictions and I understand I must check the [most recent information](#) before travel, as travel regulations in each destination are changing frequently. If you're travelling to, from or transiting through Dubai, please check our [travel requirements for Dubai](#).

[Back to Options](#)

GBP22.73 **Activate Cash Back**

Purchase now

If you're paying online, you will be charged now.

Process Flow
Easy to choose and put in a payment option and one button that confirms payment.

Clarity
Website exclaims in big writing the amount the passenger needs to pay at the moment.

Page Layout
All listed on the page are the payment options and the terms and conditions with nothing distracting the user.



SUMMARY OF BAD POINTS

- Process Flow:
- Typography: ❌❌
- Simplicity:
- Clarity: ❌
- Discoverability:
- Navigation:
- Ease Of Use: ❌
- Structure:
- Colour Scheme: ❌
- Page Layout: ❌❌
- User Feedback:

SUMMARY OF GOOD POINTS

- Process Flow: ●●●
- Typography: ●●
- Simplicity: ●●
- Clarity: ●●●
- Discoverability: ●
- Navigation: ●●●●●
- ~~Ease Of Use:~~
- Structure: ●●●●
- Colour Scheme: ●●
- Page Layout: ●●
- User Feedback: ●●●●

TOTAL NO.



Stages	Landing Page	Choosing Flights	Option Details	Checking Out
Experience				
Goals	<ul style="list-style-type: none"> Navigate through the destination and trip details windows. Browse through different airports and locations. Put in dates and passenger details. 	<ul style="list-style-type: none"> Pick a suitable flight for both journeys - Looking at price, destination and time. Choosing best location of airport. 	<ul style="list-style-type: none"> Chose additional/potential packages like baggage and seats Add food vouchers or travel insurance etc. View cancellation and payment policies 	<ul style="list-style-type: none"> Review booking details. Confirm flight details. Enter payment details confirm by paying full amount.
Touch Points	<ul style="list-style-type: none"> Search engine for flights. Information about trip packages. Check in and managing flights. Navigation Bar 	<ul style="list-style-type: none"> The display of flight times and prices. Filtering between destinations and times. Fares and availability notices for each flight. 	<ul style="list-style-type: none"> Picking seats on the image of a plane. Adding on different types of luggage. Choosing extra options. 	<ul style="list-style-type: none"> Booking summary. Payment/input method. Transaction confirmation.
Mental Models	<ul style="list-style-type: none"> Expectations for various airports to pop up when being searched for. Expectations for dates to be flexible. 	<ul style="list-style-type: none"> Expectations for a simple and easy to use system. Expectations for being able to quickly switch between different days. Expectations for full price and time details. 	<ul style="list-style-type: none"> Expectations for a system that provides correct information on where the user sits on the plane. Expectations for correct luggage options and information. Expectations for an easily-navigation system. 	<ul style="list-style-type: none"> Expectations for a number of different payment methods. Expectations for a final and clear summary including all extra add-ons.
Pain Points	<ul style="list-style-type: none"> Home page looks a bit plain and like an advertisement. 	<ul style="list-style-type: none"> Lack of Colour Scheme 		

Overall Comparison

- The Emirates website and transaction surpasses easyJet by a lot of points. It is clear that easyJet has less clarity and navigation than that of Emirates, especially when choosing a flight time or seat selection. Emirates lacks a colour scheme however it's typography surpasses that of easyJet's. easyJet's process also takes substantially longer and there is a lot of unnecessary paths the user must take that can discourage them altogether from buying the flights. In general, Emirates has substantially more user friendly experiences than that of easyJet.



TOTAL NO.



28



7



TOTAL NO.



12



22

Usability Research

User Testing – Conducted to understand the behaviours, actions and thought processes to gain a deeper insight of the impact of each website. This is to address the user's pain points and struggles at each step of the transaction.

User Analysis – Analysing test videos and synthesis of information collected into a format of Observation, Problems & Needs to formulate a focus design statement.

Overall Requirements

- Gather two participants to conduct an in-depth interview with their experience of using both websites.
- Preferably gather a male and female, one above the age of 40+ and another in their 20's. There is no strict demographic when booking flights, therefore this portrays both ends of the spectrum.
- Sessions will last 40 minutes maximum.
- Participants will be asked relevant questions within the first ten minutes and then asked to complete the task at their own pace.

Usability Goals

- Identify the confusion and pain points of the interaction between the participant and the website at any stage of the transaction.
- Identify the needs and desires of the user while they interact with the site.

Overall Goals For Website

- How to speed up process of booking flights so the user doesn't get discouraged?
- How to reduce the amount of mistakes and confusion made by users when they book flights?
- How to create an easy to operate way of booking seats and extra luggage?

Recruitment Screening

- Participants x 2
- In depth interviews
- 1st Interview: 1st February 2023.
- 2nd Interview: 5th February 2023.

- Male x1
- Female x1
- Between the ages of 18-30 x1
- Between the ages of 30-50 x1

- Minimum booked a flight once x2
- Minimum owns smartphone/laptop x2
- Minimum has been through a transaction before x2

Location & Contact

- Limerick
- Emilia Ziolek
- 083 384 8636 or 21307067@studentmail.ul.ie

Usability Research

Script

Scenario* –

easyJet

You are currently in **London** and are looking to book a relaxing holiday in **Barcelona**, Spain for you and your two brothers and parents. This will be during the month of June for a week, the dates are flexible.

Emirates

You are currently in **Dublin** and are looking to book a romantic getaway for you and your partner to **Dubai** for Valentine's day. Try to keep the dates firm at the 12th of February to the 16th of February.

**Because of the different classes of airlines, there was hard to find the same location both airlines fly to and from to.*

1. Welcome –

Thank you for helping out today, this session is scheduled to run no longer than 40 minutes. Before we begin, I'll explain how the session works and ask some additional questions.

2. Agenda –

Today I'm responsible for conducting customer research on the easyJet/Emirates website, this is to identify issues with the user interface that could be fixed and make the website easier to use.

- I will be asking you some background questions.
- I will be observing you and taking notes during the task.
- I will record this session - this footage won't be seen outside of the team.

3. Important Notes

- During the task I ask of you to speak out-loud about the actions you're performing and what you are feeling. As an example; 'this button is here but not here – this is confusing'.
- I need you to understand this is not a test of any sort and there is no right or wrong answers – we are testing the website.
- I didn't design this website and have no association with it.

4. Background Questions

- Please tell me your name, age and occupation.
- What sort of travelling do you normally do?
- How frequently do you book flights?
- Where do you book your flights?
- Which type of website do you prefer?
- What's most important when you book a flight?

5. Explain Task and begin.

- (Do a practice run to make sure the system is running and everything is being recorded).
- Explain the scenario and begin observing the user.

User Personas

- Dan Killackey

Demographic

19 Year old,
Living in Clare with family,
Low income level,
Travels for leisure.

Motivations

Clear process on seat booking on flights
Price and lowest fares for flights
What can you bring on flights

Frustrations

Small text in big clumps
Confusing selection of options
Unclear instructions

- Maya Ziolek

Demographic

42 Year old,
Living in Limerick with family,
Medium income level,
Travels for leisure.

Motivations

Quick and fast checkout
Lowest fares for flights
Additional options

Frustrations

Confusion with volume of content
Small text and misdirection's
Unclear to find information

Usability Tests

Interviews were useful for understanding different directions of perspective that I have not thought of before.

Interview Objectives:

1. Observe and acknowledge user experiences and pain points.
2. Evaluate the website in more intricate and realistic detail.
3. Revise information.

Usability Test Videos

Dan Killackey

- Interview One + Background Questions – easyJet (26 minutes)
- Interview Two – Emirates (14 minutes)

Maya Ziolk

- Interview One + Background Questions – easyJet (24 minutes)
- Interview Two – Emirates (10 minutes)

Usability Test Videos

Dan Killackey

<https://youtu.be/PkiH2VVJXD0>

<https://youtu.be/Z-r4wwfp8wl>

Maya Ziolk

<https://youtu.be/XvXO-Q6oW0g>

<https://youtu.be/iulzLnaOO9Q>

Key Highlights from Interviews/Research:

- Users concentrated on finishing the task as quickly as possible.
- Users attention span was short when looking for things.
- Users struggled to navigate through the clustered interfaces.
- Users disliked the amount of pages and constant alterations.
- Users didn't use the legend and questioned what they had.
- Users disliked the colour scheme and typography of the site.
- Users struggled to efficiently proceed to the next pages.
- Users had trouble understanding the words and different commands display.

Usability Research – Affinity Diagram

HOMEPAGE

Bad Points

Dan struggled to input airport locations because he wasn't aware of the typing function

Dan was confused at the placement of the departure and returning boxes

Dan didn't know how to go back and select an earlier date of departure

Maya put in people first and didn't use the departure times boxes until she was reminded to

Maya wasn't sure when she completed all the tasks to move on further.

Good Points

Dan considered buying a holiday package and not just flights when the option was presented.

Usability Research – Affinity Diagram

Bad Points

Maya assumed she could continue the booking process by scrolling down to the bottom

Dan found the layout's color's confusing and was unsure what box represented another

Dan booked for five people but only the price per person was showing up

Maya was confused by the amount of flights displayed on the screen.

Dan chose different departure and arrival dates because they were shown to be cheaper

Dan liked how to website informed him of the lowest fare.

Dan didn't like how the airports were separated in a way he had to scroll down.

Dan got distracted by the hotel packages at the bottom.

Maya had trouble distinguishing between the outbound and inbound flights.

Maya was immediately attracted to the lowest fare option.

Dan noticed there was two continue buttons on the page for no reason.

Dan was confused by why child was the same price as the adult on one of the flights.

Maya couldn't find the total amount of the flights on the page

Good Points

CHOOSING FLIGHTS

Usability Research – Affinity Diagram

Bad Points

Maya found the Skip button confusing from the usual Continue button.

Dan didn't know where to see how much bags he has and that he could book bags later. - Leading him to paying the plus fare.

Dan was confused by the image of the plane and lack of legend.

Dan Couldn't change cabin bag allowance even if the website asked it he would like more.

The plane picture was too long and Maya didn't scroll all the way down for cheaper options.

Maya didn't want to get a car but ended up pressing view more because the continue and view buttons look the same.

Dan was confused by why the website showed parts of the plane he couldn't book.

Website let Dan book seats for adults in emergency isle but not the children per standard - made the process long and unnecessary to understand and rebook seats.

Dan couldn't distinguish difference between cabin bags, hold bags and what he's already purchased.

Maya was confused when she had to select seats again as it wasn't clear they were the return flight

Maya didn't know if insurance was for the whole trip or just the flights.

Dan had to take time to understand that he has to choose separate icons for passengers every time he books a seat for someone.

Dan didn't like how there was no children icons to show where they sit

Dan couldn't find the type of car he was looking for because the filtering was very limited.

Maya was pressured into buying in a hold bag which she thought was a cabin bag by the constant reminders.

Good Points

Dan wouldn't have considered a car rental if the option for it didn't come up.

Dan wouldn't have considered insurance if it didn't pop up.

OPTION DETAILS/ SEAT CHOOSING

Usability Research – Affinity Diagram

Bad Points

Dan thought he had to confirm password.

Dan was confused by the passenger details tab and thought he could click on it

Maya couldn't figure out a good password.

Maya had to scroll all the way down for Ireland twice which took time.

Good Points

Dan said it was easy to sign up as a new member.

CHECKOUT

Stages	Landing Page	Choosing Flights	Option Details	Checking Out
Experience				
Goals	<ul style="list-style-type: none"> Input flight details and dates/potentially discover different options. 	<ul style="list-style-type: none"> Be able to find the best price for a flight and quickly manoeuvre through the times and dates. 	<ul style="list-style-type: none"> Choose additional/potential packages like baggage, insurance and food vouchers. Choose seats by navigating through the seat selection. 	<ul style="list-style-type: none"> Review booking details and input passenger details Confirm flight details. And enter payment details.
Behaviours	<ul style="list-style-type: none"> Confused by the system and didn't think to type. Tedious process of resetting flight dates the user didn't want to go through. 	<ul style="list-style-type: none"> Choosing the best flight time and the lowest fare where you must navigate the interface. 	<ul style="list-style-type: none"> Picking best and most convenient seats on the image of the plane. Choosing luggage that isn't already included in the fare. 	<ul style="list-style-type: none"> Booking summary. Payment/input method. Transaction confirmation.
Mental Models	<ul style="list-style-type: none"> Expecting to be able to go back and change dates while in interface. Expecting to be able to look at all the airports. 	<ul style="list-style-type: none"> Expectations for a clear layout and system Expectations to be able to choose different dates if flexible. Expectations to be able to filter through the flights. 	<ul style="list-style-type: none"> Expectations for a system that provides correct information on where the user sits on the plane. Expectations for clarity about what baggage is for the hold or cabin. Expectations for an easily-navigated system. 	<ul style="list-style-type: none"> Expectations for passenger details to be put in quickly and conveniently. Expectations for normal input method for payment.
Pain Points	<ul style="list-style-type: none"> Confusing side interfaces that pop up. 	<ul style="list-style-type: none"> Confused by small typography and layout of boxes – which times indicate which? Layout of different airports presented in a weird structure. 	<ul style="list-style-type: none"> Plane is difficult to understand and parts of the plane you can't book are still displayed. Hard to understand what baggage the user has purchased. 	

Stages	Landing Page	Choosing Flights	Option Details	Checking Out
Experience				
Goals	<ul style="list-style-type: none"> Input flight details and dates/potentially discover different options. 	<ul style="list-style-type: none"> Be able to find the best price for a flight and quickly manoeuvre through the times and dates. 	<ul style="list-style-type: none"> Choose additional/potential packages like baggage, insurance and food vouchers. Choose seats by navigating through the seat selection. 	<ul style="list-style-type: none"> Review booking details and input passenger details Confirm flight details. And enter payment details.
Behaviours	<ul style="list-style-type: none"> Straight forward and large in size booking system that the user focuses on. Smaller actions like inputting dates let the user stay where they are instead of travelling with the mouse. 	<ul style="list-style-type: none"> Choosing the best flight time and the lowest fare where you must navigate the interface. 	<ul style="list-style-type: none"> Picking best and most convenient seats on the image of the plane. Choosing luggage that isn't already included in the fare. 	<ul style="list-style-type: none"> Booking summary. Payment/input method. Transaction confirmation.
Mental Models	<ul style="list-style-type: none"> Expecting to be able to go back and change dates while in interface. Expecting to be able to look at all the airports. 	<ul style="list-style-type: none"> Expectations for a clear layout and system Expectations to be able to choose different dates if flexible. Expectations to be able to filter through the flights. 	<ul style="list-style-type: none"> Expectations for a system that provides correct information on where the user sits on the plane. Expectations for clarity about what baggage is for the hold or cabin. Expectations for an easily-navigated system. 	<ul style="list-style-type: none"> Expectations for passenger details to be put in quickly and conveniently. Expectations for normal input method for payment.
Pain Points		<ul style="list-style-type: none"> Limited options. 	<ul style="list-style-type: none"> Traveller is unsure whether they have to purchase additional things or it is all inclusive. 	<ul style="list-style-type: none">

Design Guide

Focus Statement – Using observations to create needs and prioritizing them in a hierarchy of most importance.

Observation	Problem	Need
Dan didn't know how to select a departure date before the date he has already selected.	Dan gave up on changing the departure time because he couldn't figure it out.	A way to be able to change the departure date in the interface.
Dan was confused by the interface and didn't know which boxes linked to one another.	Dan took a risk and assumed that the boxes between flight times and prices were the same ones.	A clearer structure for flights to be organised and displayed.
Dan was confused by the typography and small text used when booking a flight time.	Dan had a harder time reading and interpreting the page.	Implement a structural hierarchy to the typography on the page.
The seat selection let Dan place adults in the emergency isle even if they couldn't sit with their children.	Slowed down the process of seat selection and was puzzling to understand.	Present a warning of some sort that reminds the adults about sitting with children.
The seat selection displayed seats that were stated to be unavailable in the plus fare.	Dan had to read and understand why he couldn't book half the plane and why it was showing it to him anyway.	Show the user only the available seats that they can book.
The flight prices listed were for per person only and not booked for the family of 5 until they were chosen after.	Users were startled by the price increased and felt hoodwinked.	Show and explain full price listed for the members in a group.
Dan couldn't distinguish the difference between a cabin and a hold bag.	There was nothing to explain to Dan the difference between them.	System that shows the user the difference between a hold and cabin bag.
Dan didn't know what bags he had already purchased.	The system wasn't clear to show the user what bags they already had.	More focus on what the user already has when adding extra luggage.
Dan was confused by the two 'continue' buttons on the page and wondered about the difference.	The page made the user think unnecessary and irrelevant things.	Have one main control panel of actions.
Dan couldn't change his cabin bag allowance even if the website asked him for more.	The page made the user think unnecessary and irrelevant things.	Don't confuse the user with different instructions.

Observation	Problem	Need
Maya found the look of the typography and actions inconsistent and was confused by them.	The lack of consistency on actions can lead the user to a different path.	Consistency among action boxes and typography.
Maya wasn't sure when she completed all the information and if she needed to move on.	The website did not provide her with any user feedback.	The page should provide user feedback when an action is finished.
Maya was puzzled by the information provided by insurance and didn't know if it was for the whole trip or not.	The insurance page did not provide enough relevant information or was not found easily.	Relevant information should be provided on every page.
Maya couldn't distinguish between outbound and inbound times on the flight page.	The process of booking flights isn't simplified or clear to the user.	A way for a simplified and clearer interface for flights.
Maya could not find a way to filter the flights.	The filter option wasn't clear to her and didn't stand out.	A more prominent method of filtering between all the flight times.
Maya was 'pressured' into buying a baggage for the flight because of it continuously asking it to.	There was too many pages asking her for bag options.	A system where the user is asked for bags once.
Maya didn't explore the plane interface because she was too preoccupied.	The image of the plane is too long and doesn't compliment the layout of the page.	A concise image of the plane that presents all the options.
Maya couldn't figure out a satisfactory password and the requirements didn't pop up.	Maya had trouble with the password because the requirements kept disappearing.	A stationary list of requirements for the password creation.
Maya used the scroll button a lot because she couldn't search for anything.	Maya spent a lot of time and effort navigating by scrolling.	A way for easier navigation of moving up and down on the site.
Maya assumed she could continue the booking process by scrolling to the bottom.	Maya spent a lot of time and effort navigating by scrolling.	A way to advance the process by continuing at the bottom of the page.

Observation	Problem	Need
Both users had trouble understanding and navigating seat selection.	This slowed down the process and led them down irrelevant paths.	A clear navigation system during seat selection.
Both users had trouble selecting the destinations either through typing or scrolling.	This made the users less eager and uninterested.	A way to ensure usefulness of controls.
Typography was unclear and led Maya to booking the wrong month.	Decision-making process takes longer for the user.	A way to present text in a user-friendly way.
Both users had their attention drawn by irrelevant options and pop-ups.	These pop-ups clutter the page and distract the user from their goals.	A way to move or understate these popups.
There was no border or anything to distinguish inbound and outbound flights.	The information isn't clearly highlighted.	A way to create a consistent color scheme so important information is not overlooked.
Both users didn't know what options and amenities they have already purchased.	The user is not guided through the process.	Consistently prioritize key information on every page.
The layout of the seat selection led Maya to not book seats for the second flight.	Too many pages and tabs for each step of the process.	Reduce the number of selections a user must make on each page.
Both users did not use the price breakdown/summary until the very end.	The information isn't clearly highlighted.	Provide a summary that is easy to read.

Search/Control Needs

- A way to be able to change the departure date in the interface.
- More focus on what the user already has when adding extra luggage.
- Have one main control panel of actions.
- Consistency among action boxes and typography.
- A more prominent method of filtering between all the flight times.
- A clear navigation system during seat selection.
- Reduce the number of selections a user must make on each page.

Hierarchy Needs

- A clearer structure for flights to be organised and displayed.
- Implement a structural hierarchy to the typography on the page.
- A way for a simplified and clearer interface for flights
- A way for easier navigation of moving up and down on the site.
- A way to create a consistent color scheme so important information is not overlooked.

Decision-making Needs

- System that shows the user the difference between a hold and cabin bag.
- Don't confuse the user with different instructions.
- A system where the user is asked for bags once.
- A concise image of the plane that presents all the options.
- A way to advance the process by continuing at the bottom of the page.
- A way to ensure usefulness of controls.

Information Needs	Account Needs
<ul style="list-style-type: none">• Present a warning of some sort that reminds the adults about sitting with children.• Show the user only the available seats that they can book.• Show and explain full price listed for the members in a group.• The page should provide user feedback when an action is finished.• Relevant information should be provided on every page.• A way to move or understate these popups.• Provide a summary that is easy to read.	<ul style="list-style-type: none">• A stationary list of requirements for the password creation.• A way to present text in a user-friendly way.• Consistently prioritize key information on every page.

Must Haves

Clear/Concise Navigation: The navigation should be intuitive and easy to use, with clear labels and a logical hierarchy.

Structural Hierarchy: The content should be well-structured and easy to read, using headings, subheadings and have a visual hierarchy.

Search Functionality: The website should have a flight search function that allows users to easily find flights based on their departure and arrival cities, dates, and preferences.

Brand Consistency: The website should be consistent with the brand's overall look and feel, using the same color scheme, typography, and imagery.

User Feedback: The process of booking flights should give the user constant feedback about what they're engaging with.

Booking Management
Customer Support
Airline/Airport Information
Fast Load Times

Nice To Haves

COVID-19 Measures: It's crucial to let travelers know about your safety precautions, health regulations, cleanliness standards, and local restrictions.

Accessibility: With tools like alt text for images and keyboard-friendly navigation, the website should be usable by people with disabilities.

Search History: A save function for users that want to save their flights for later or in their history.

Mobile Responsiveness: it is important for the website to be mobile-responsive, providing a good user experience on both desktop and mobile devices.

Special offers and promotions: The homepage should display any special offers or promotions that the airline may be running, such as discounts or special deals on flights or travel packages.

TOP NEEDS STATEMENTS

1. The website should be designed with the user in mind, providing a clean, attractive, and intuitive user interface that makes it easy to complete tasks.
2. A system that allows the user to explore the most with flexibility while still being grounded in the task.
3. A process that ensures that the searching options are quick and simple to use.
4. Create a structural hierarchy of importance on information and details relating to the flights.
5. A way to ensure that user feedback is provided within every action taken.
6. Content on the page should be high-quality, relevant, and up-to-date that provides value to the user.
7. Easy to read and use way of viewing the booking summary and itinerary at all times of the process.
8. A way to make seat selection as easy to use as possible along with option selection.

FOCUS STATEMENT

My goal is to redesign easyJet's desktop website with a clear and **intuitive navigation system**, that provides a **structural hierarchy** to its actions and provides a **user-orientated/friendly experience**. The website should also include; Functionality, responsiveness and content organization.

Development

The Development Section is split into three distinct parts;

Site Maps – A site map is a visual representation of the website's hierarchy and structure. It shows the organization of the pages, the relationship between them, and the navigation paths.

Task Flow – Task flows are diagrams that show the steps a user takes to complete a specific task or achieve a goal on the website. They focus on the user's interactions with the website and help designers to identify potential pain points or areas where the user might get stuck.

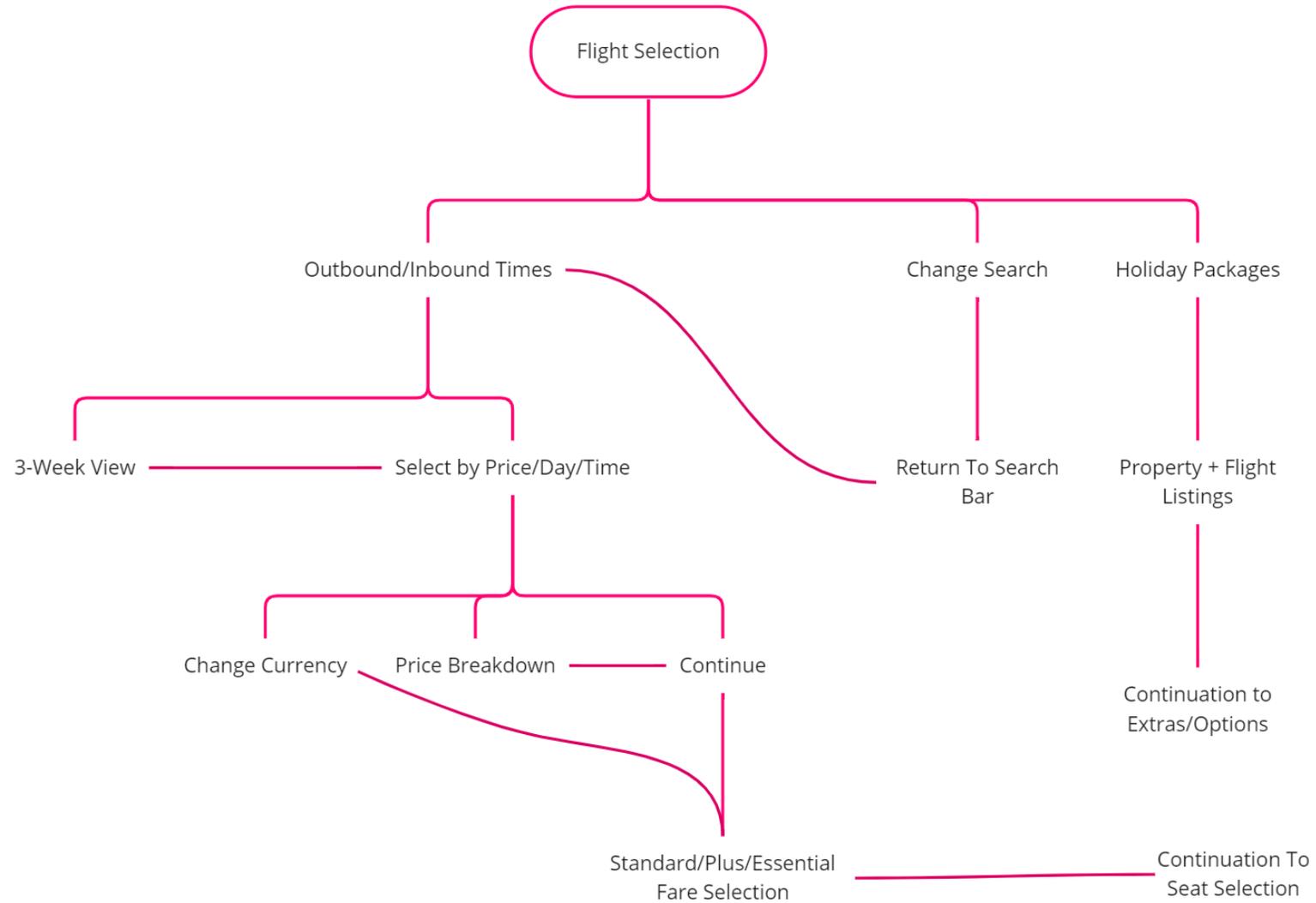
Wireframing - Wireframes are the visual representation of the website's layout and content structure. They show the placement of different elements on the page, such as text, images, buttons, and navigation menus. Wireframes are typically created before the design stage and are meant to be simple and low-fidelity, focusing on the overall layout and content structure rather than visual design details.

Development – Site Maps

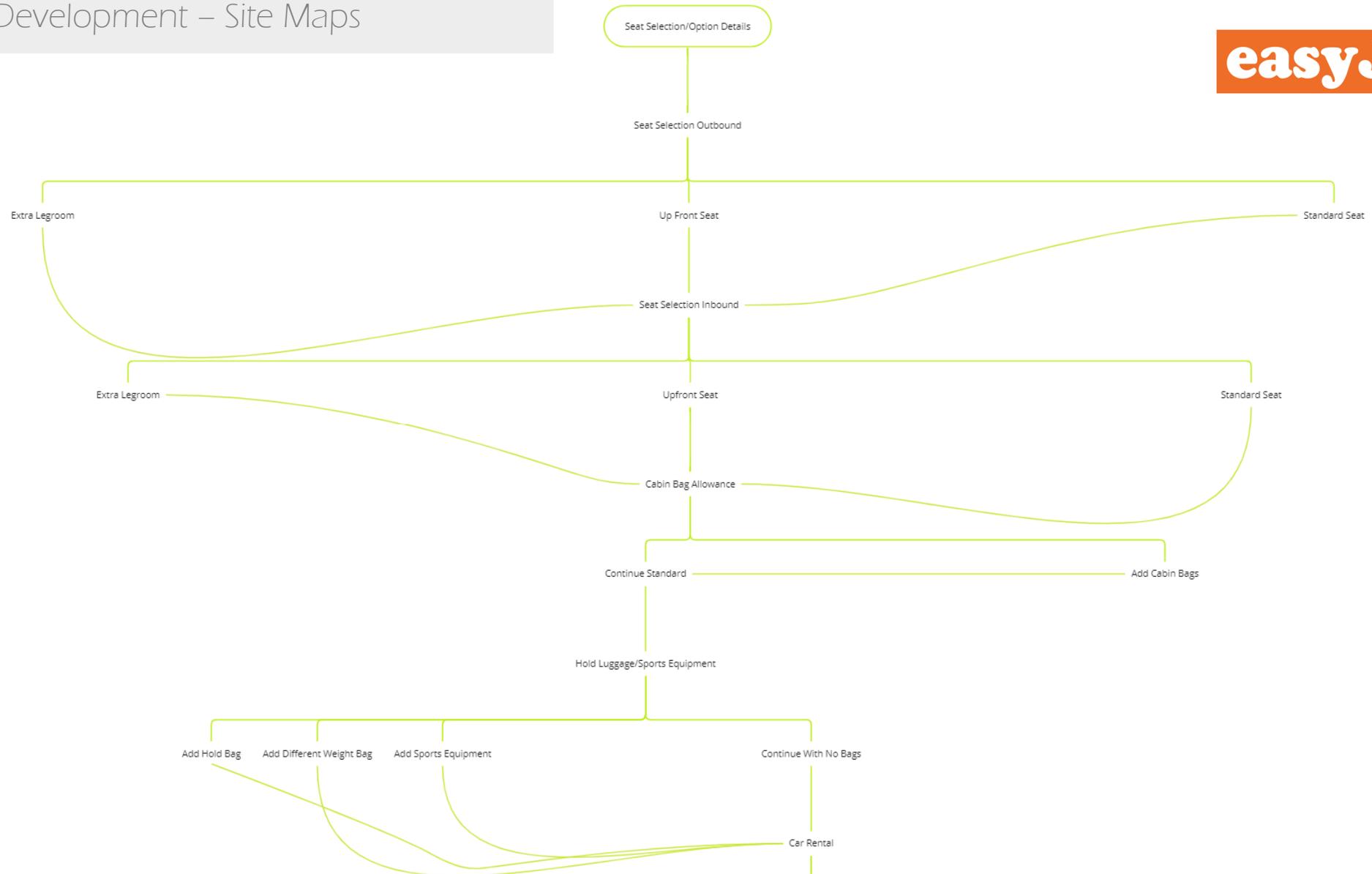


Site Map for easyJet

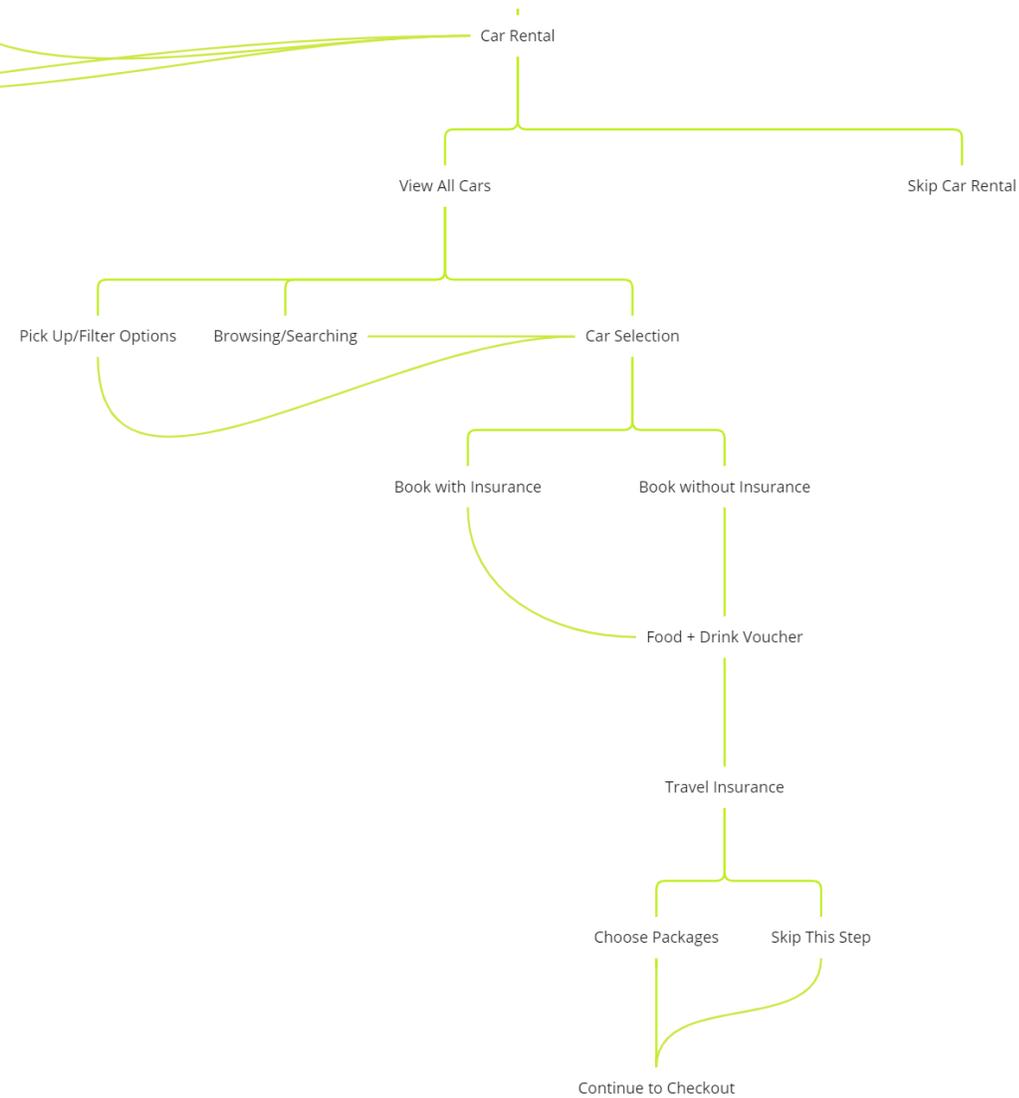


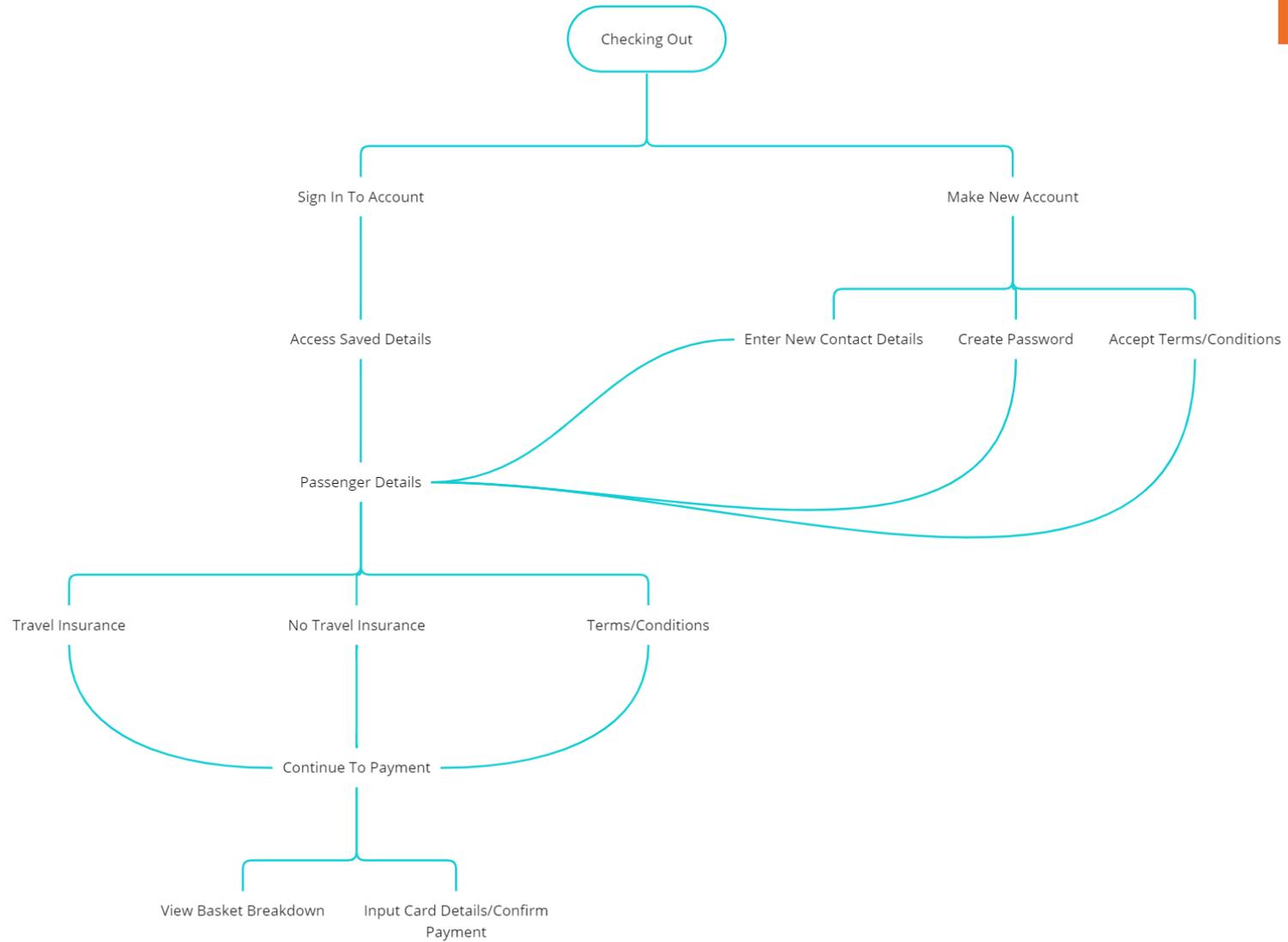


Development – Site Maps

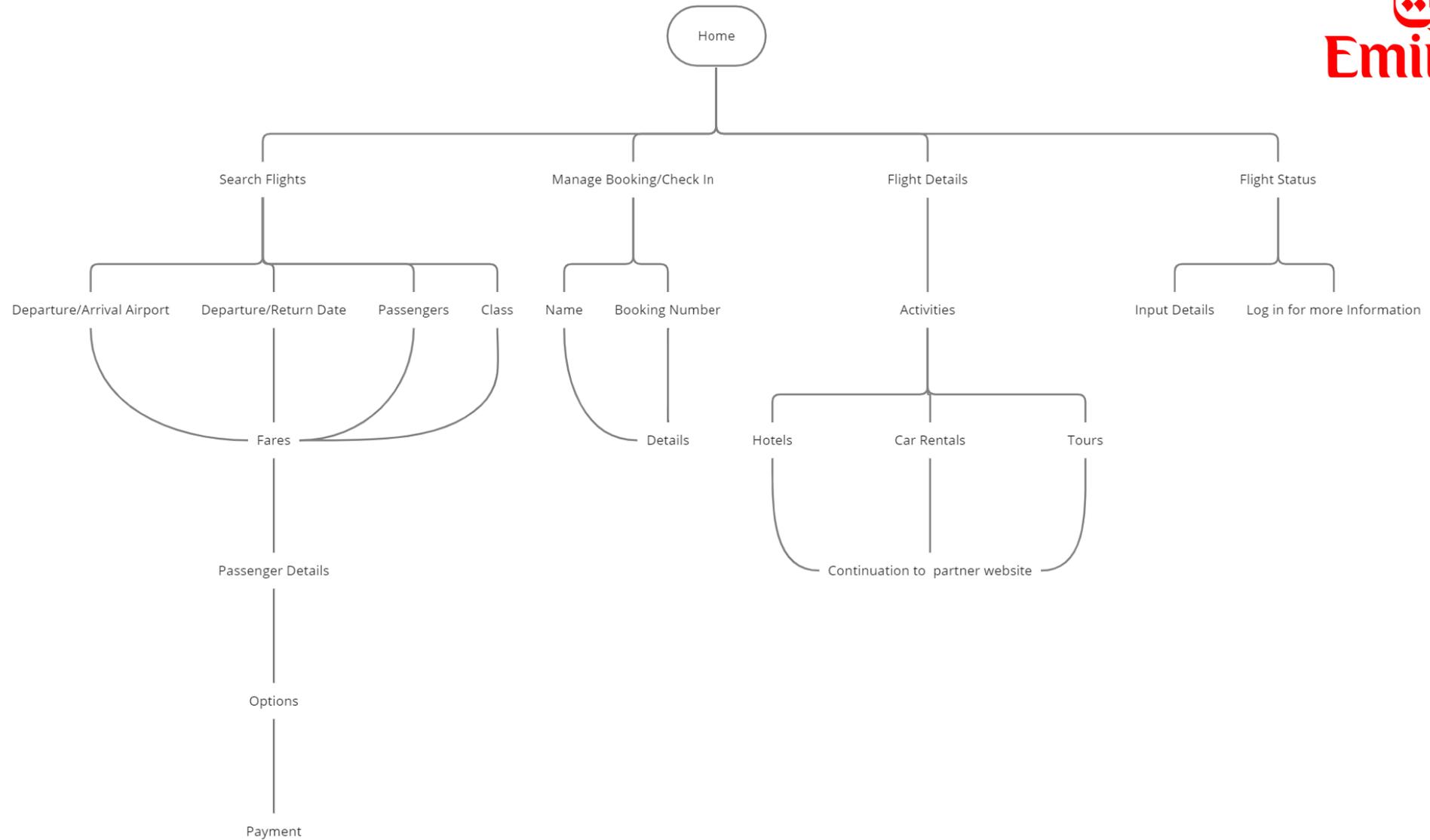



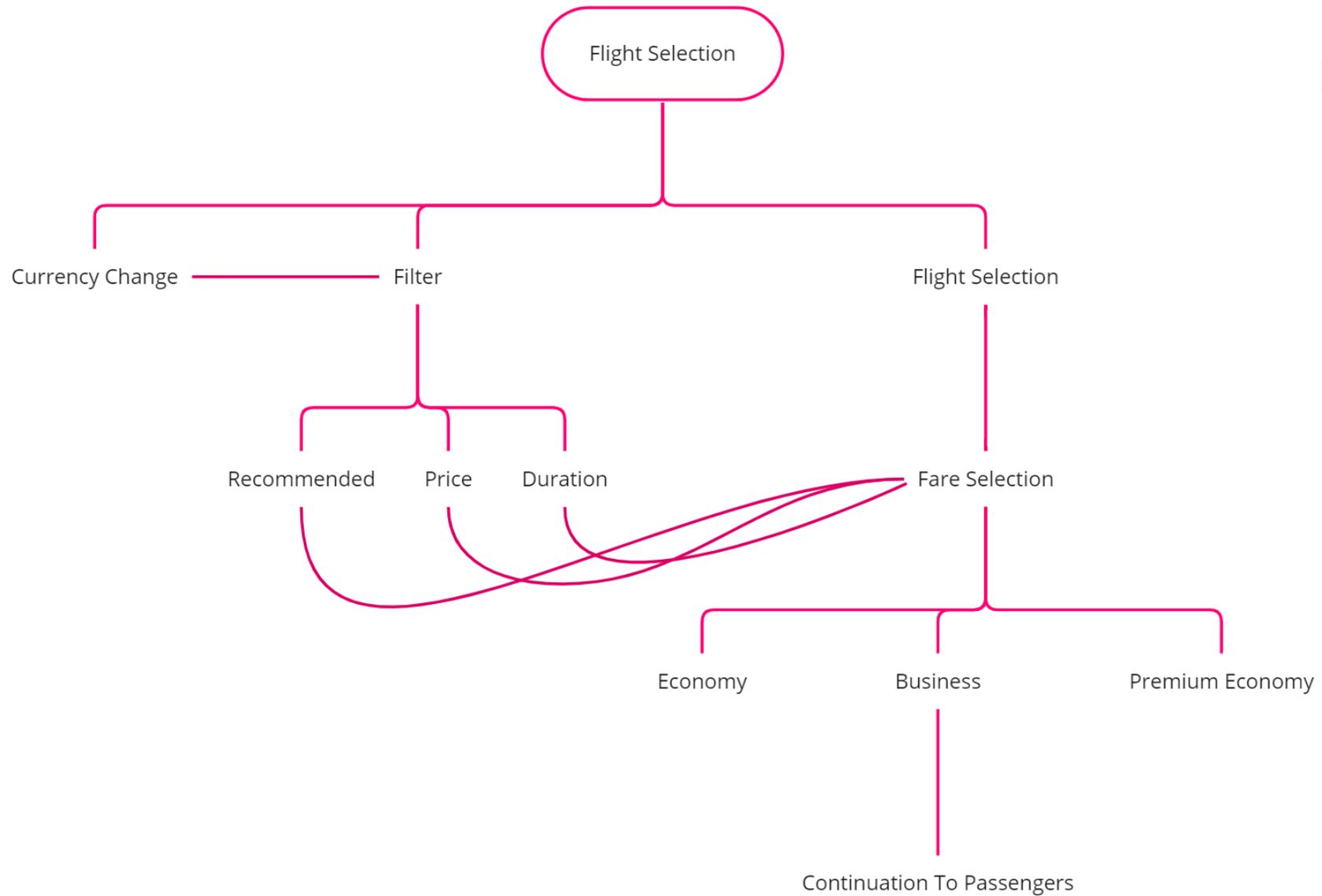
Development – Site Maps

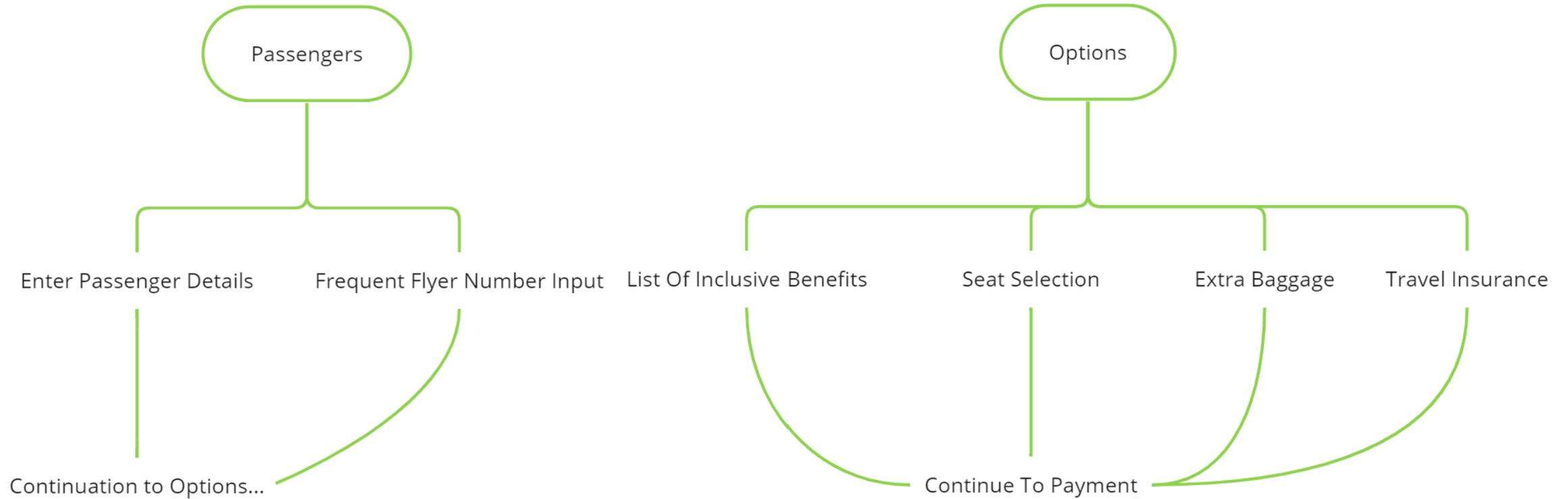


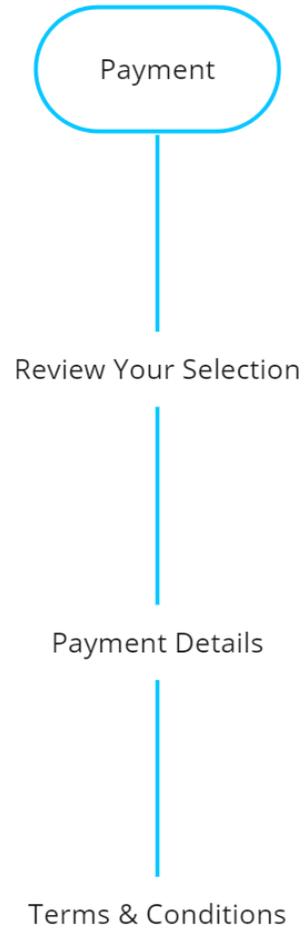


Development – Site Maps









In conclusion Emirates has a much simpler site map and task flow than that of easyJet and this can be seen by the reduced amount of steps and options that the user needs to undertake to get to their goal. The lack of organization current on the easyJet website can lead to a frustrating user experience that can be confusing.

Development

The Development Section is split into three distinct parts;

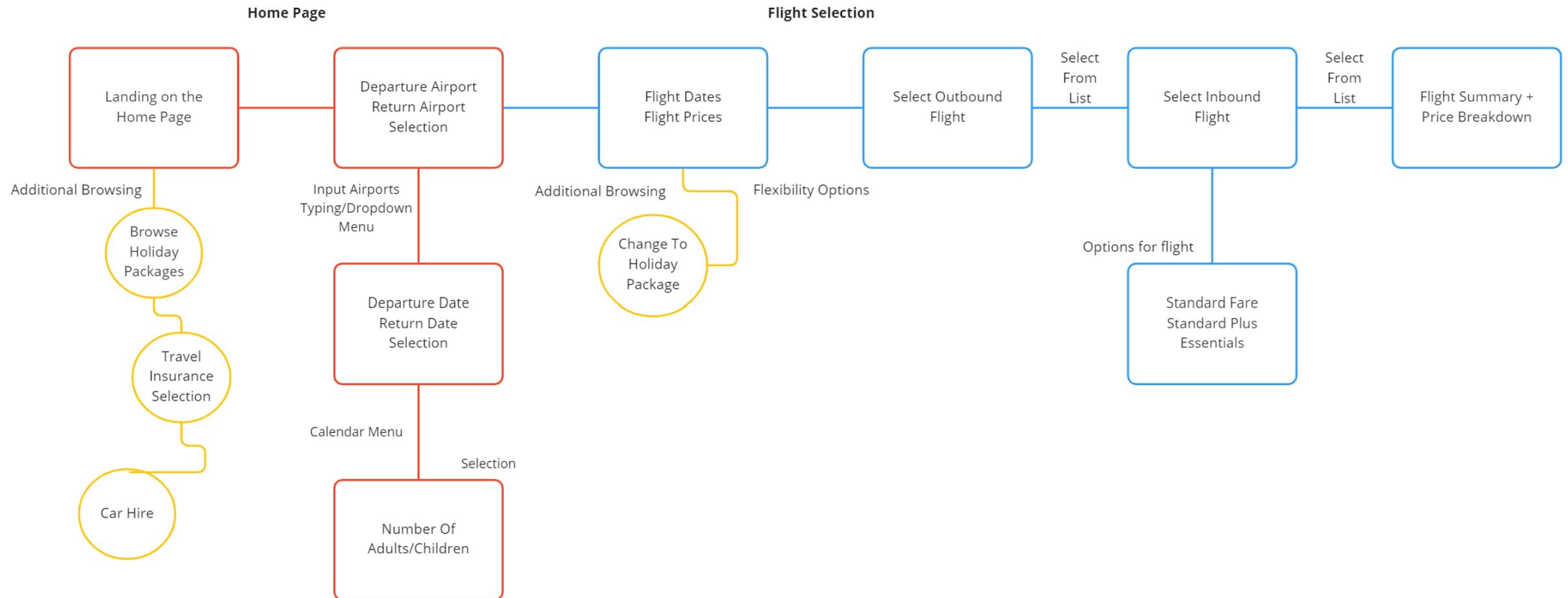
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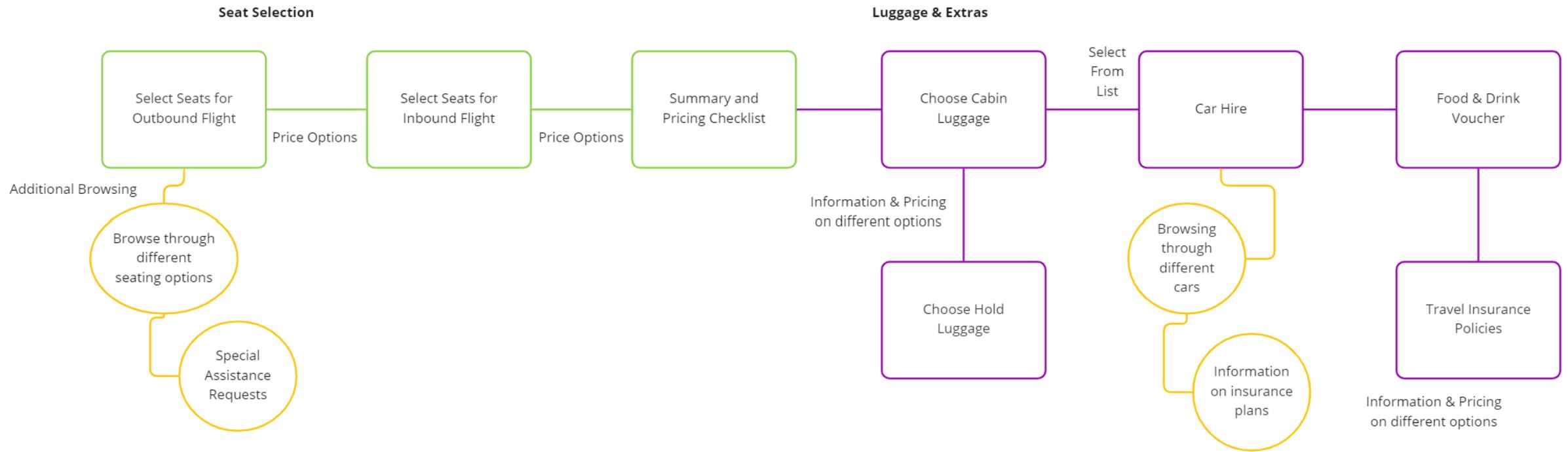
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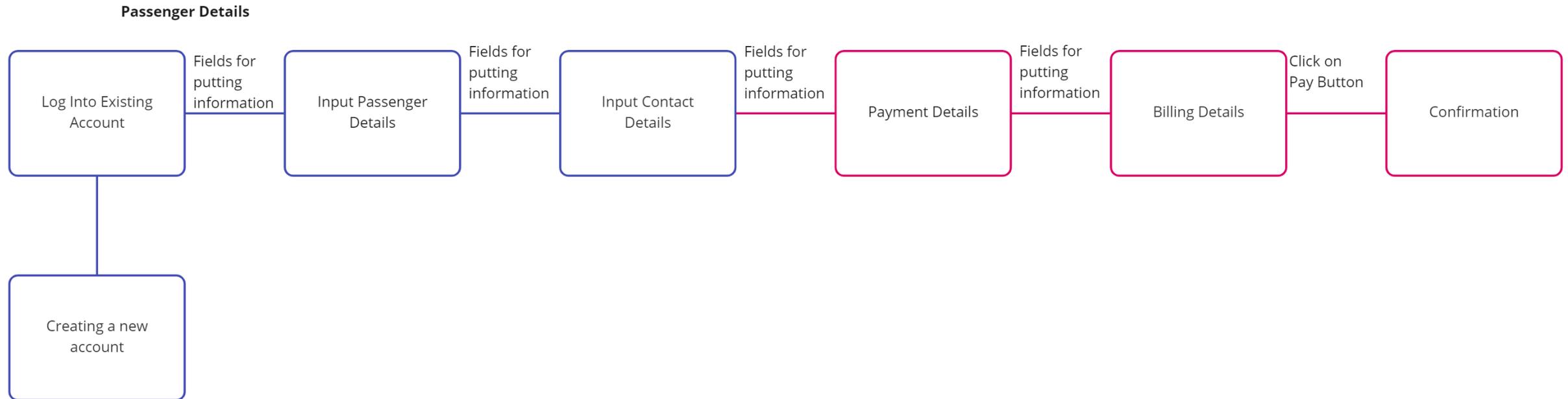


Development – Task/Process Flow

Development – Task/Process Flow



Development

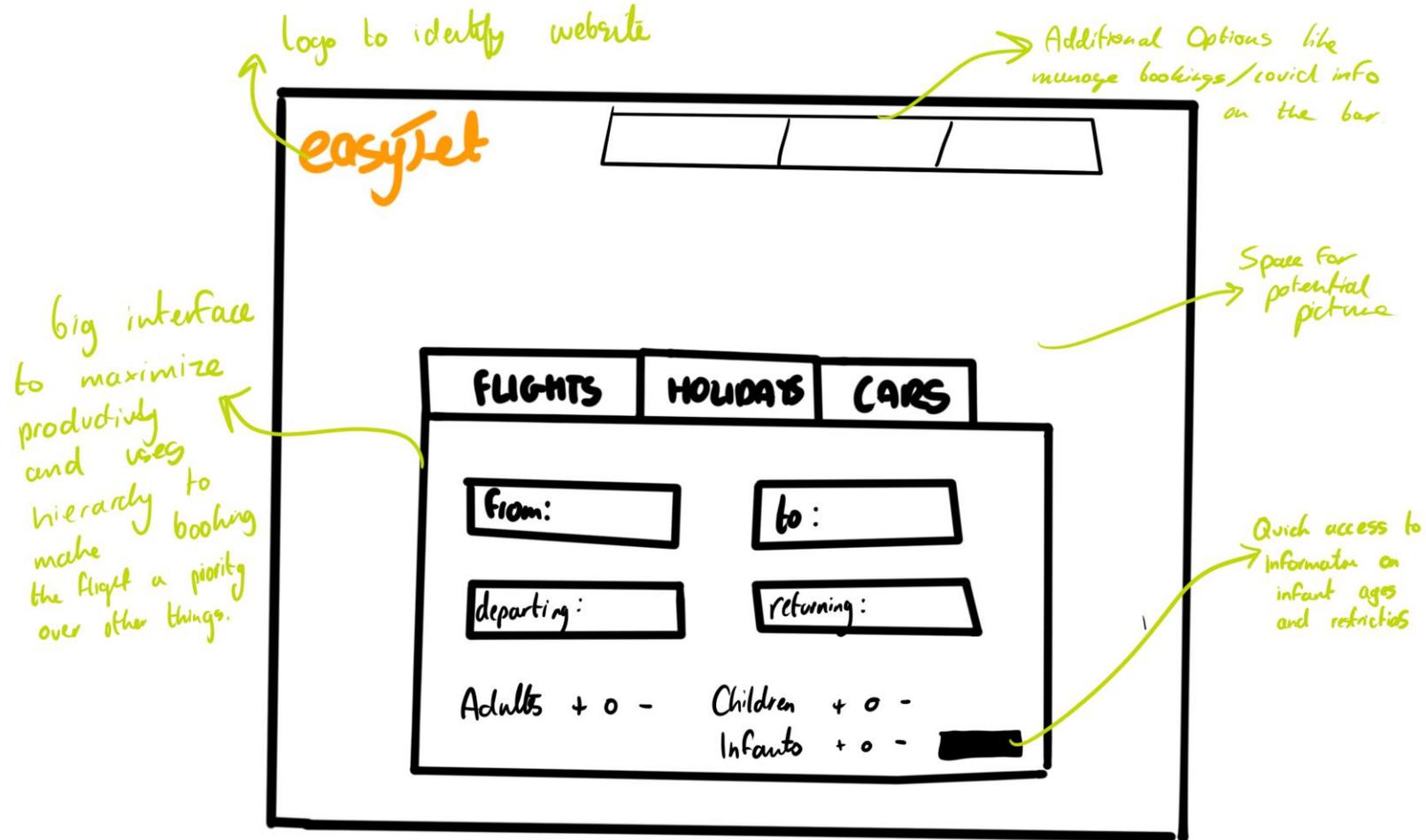
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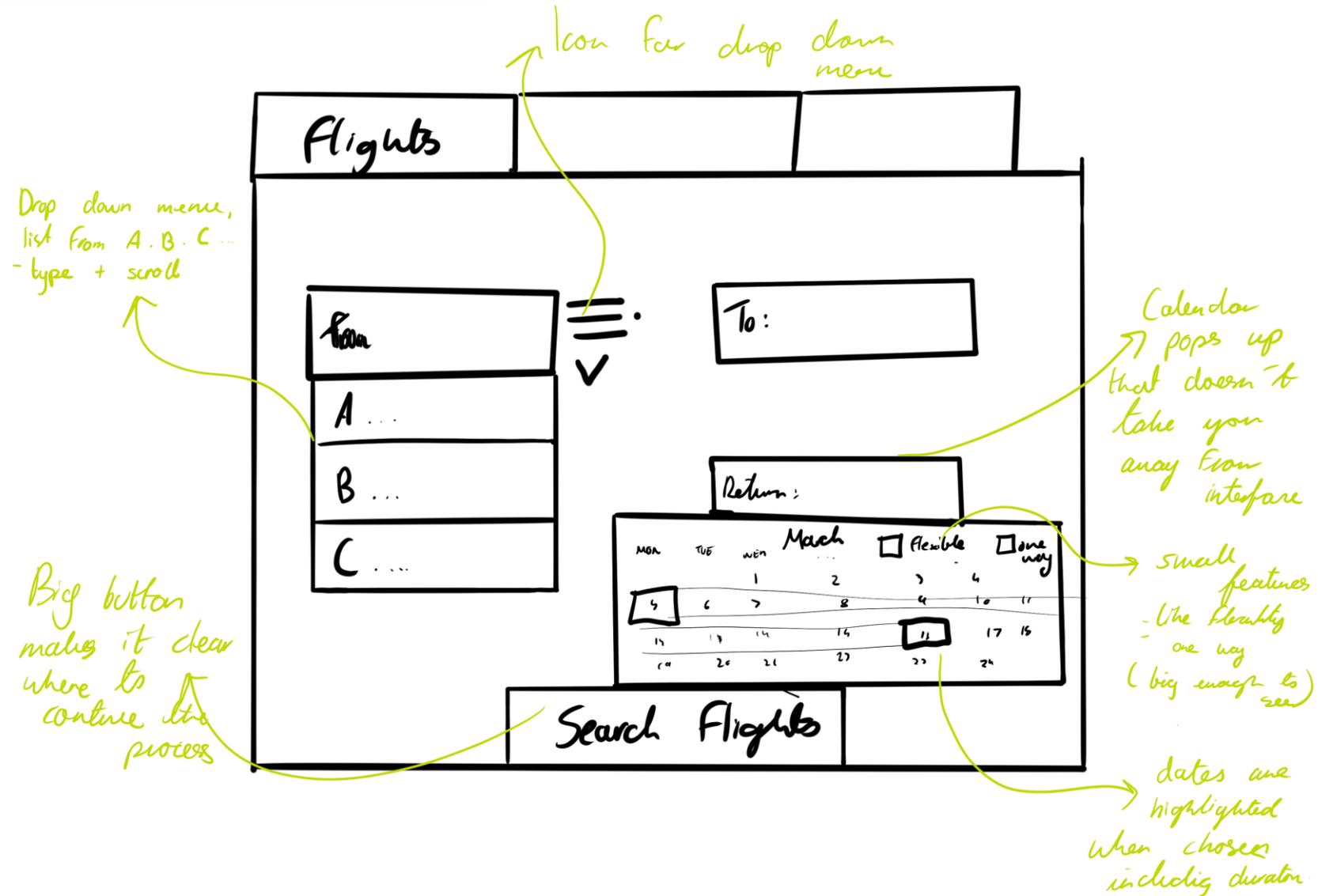
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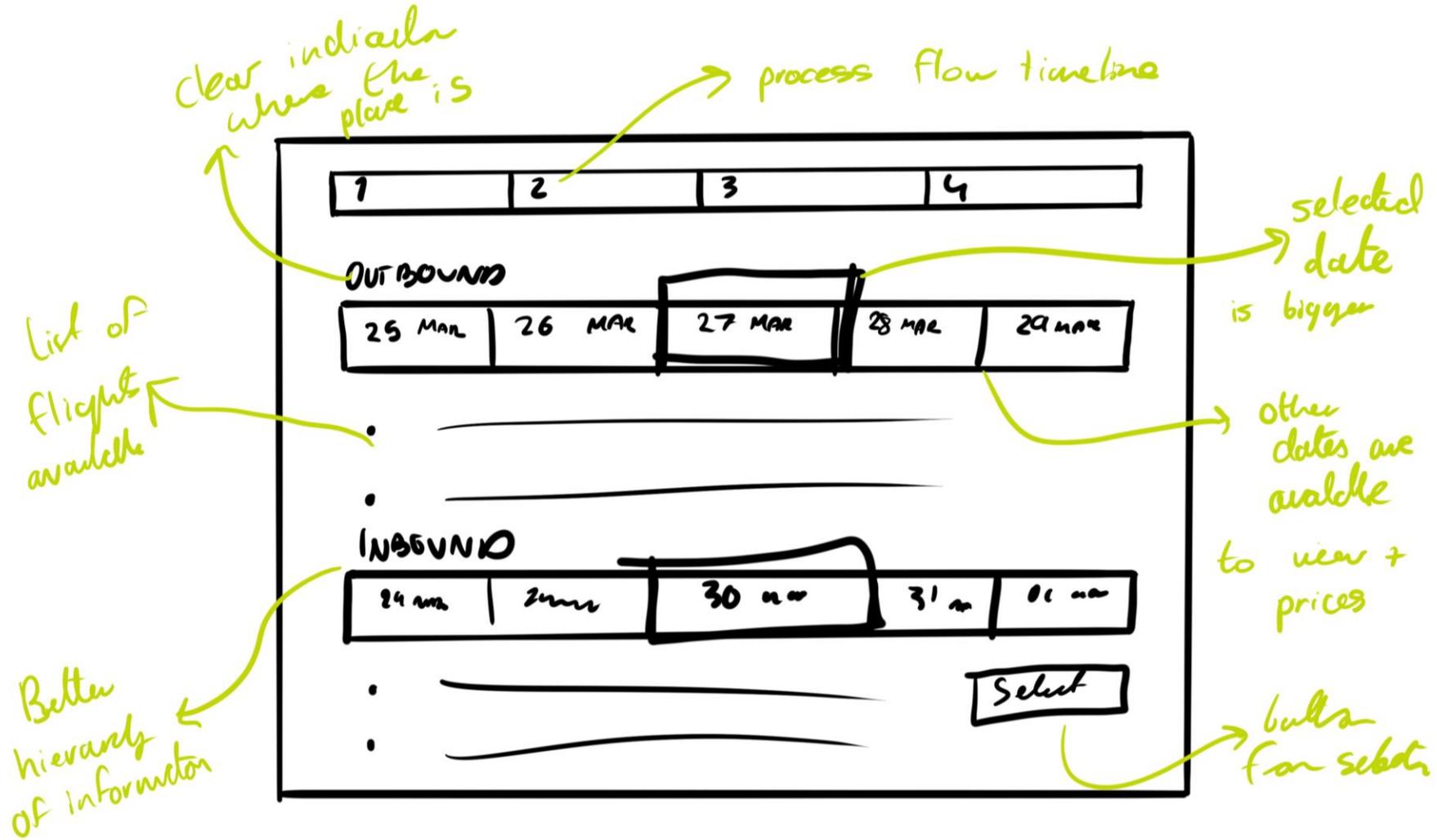
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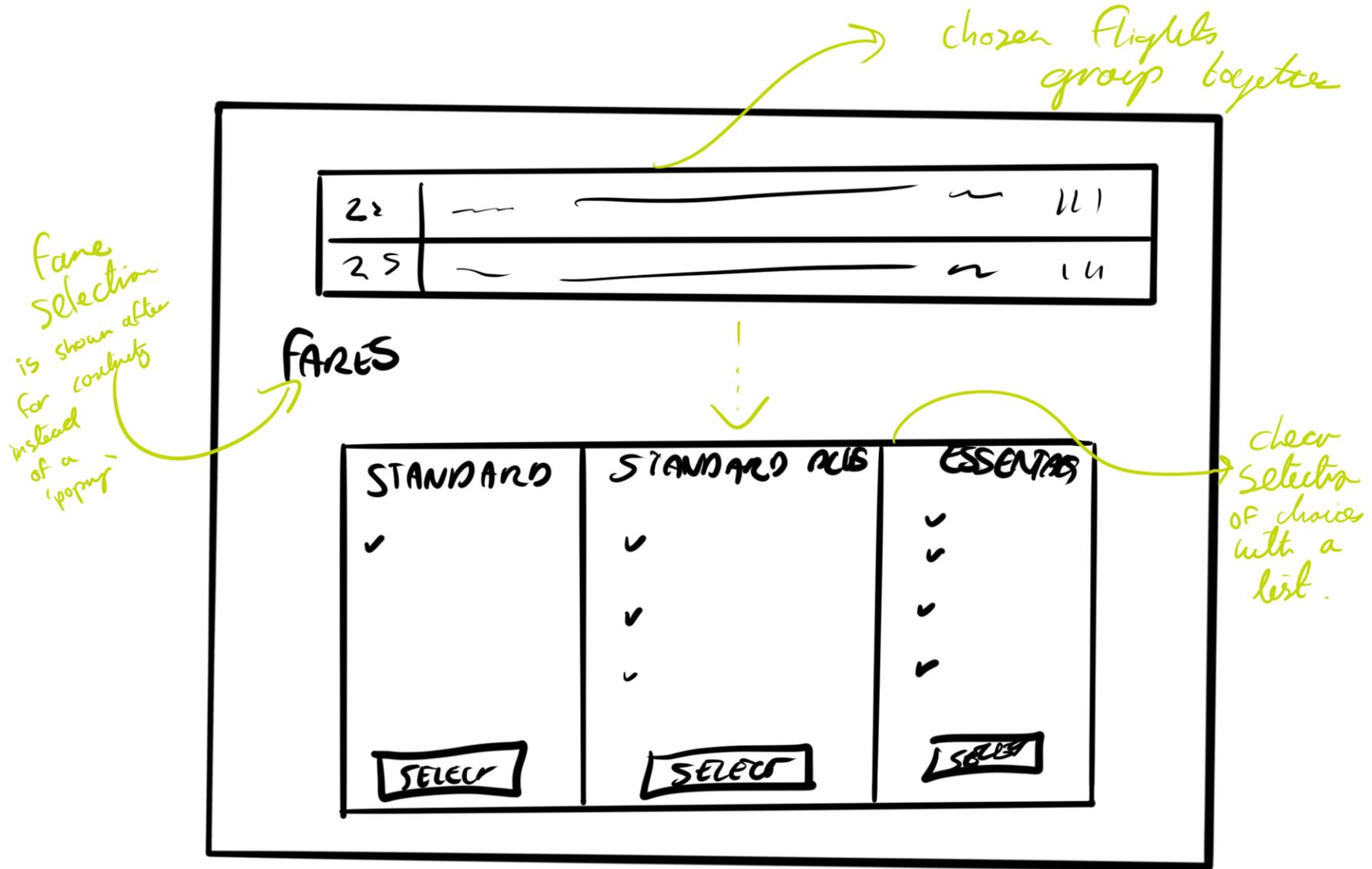


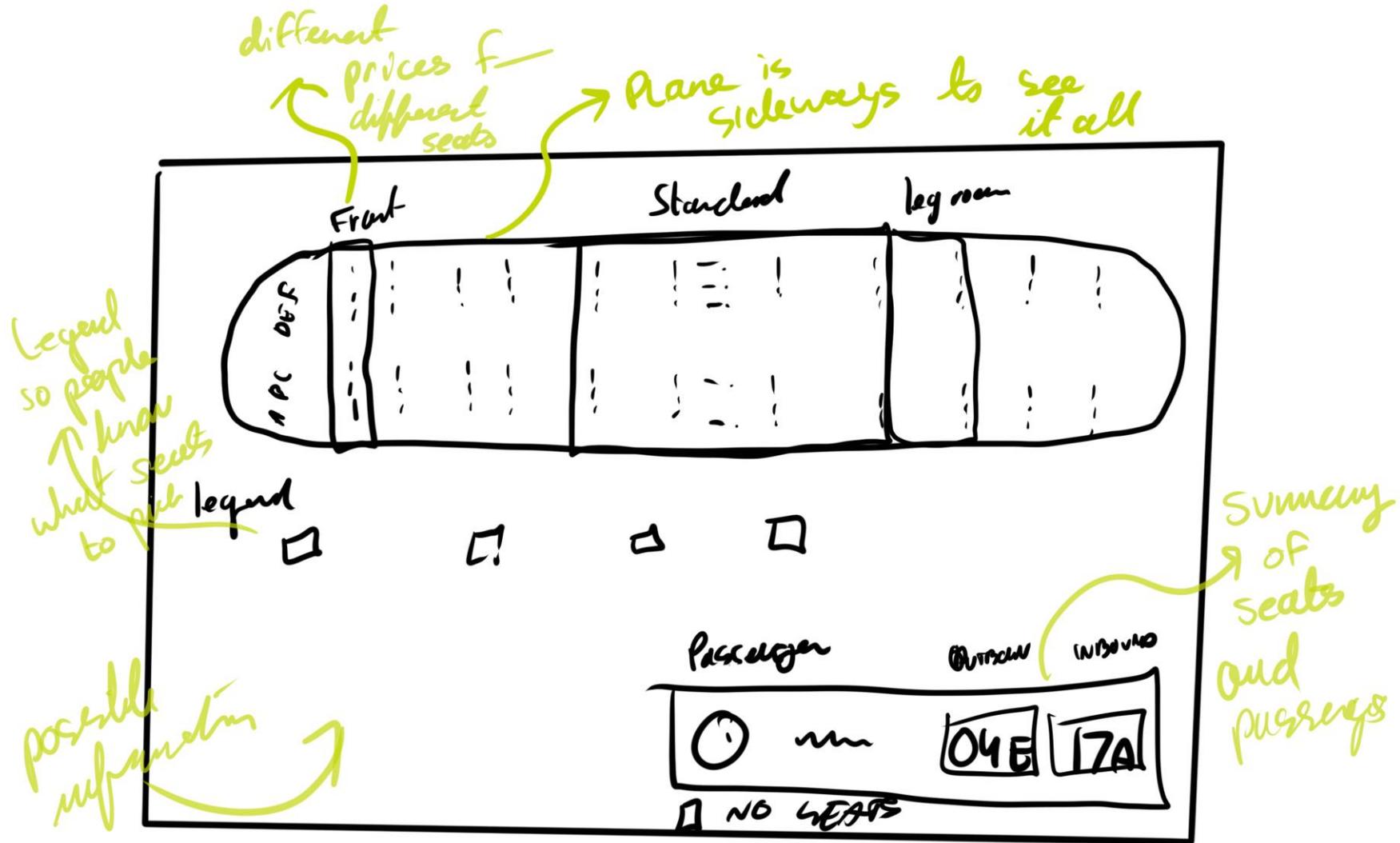


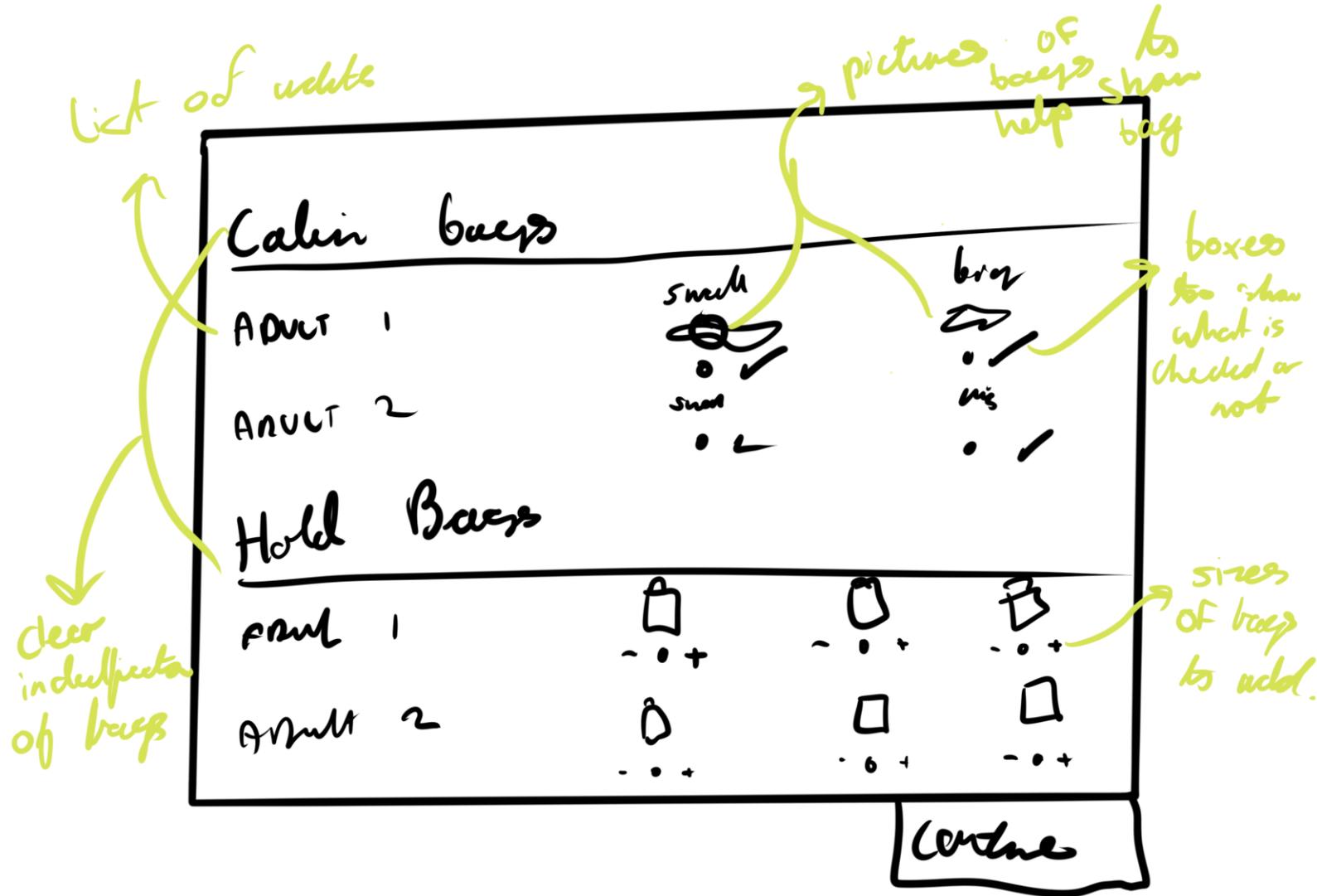
Development – Wireframing

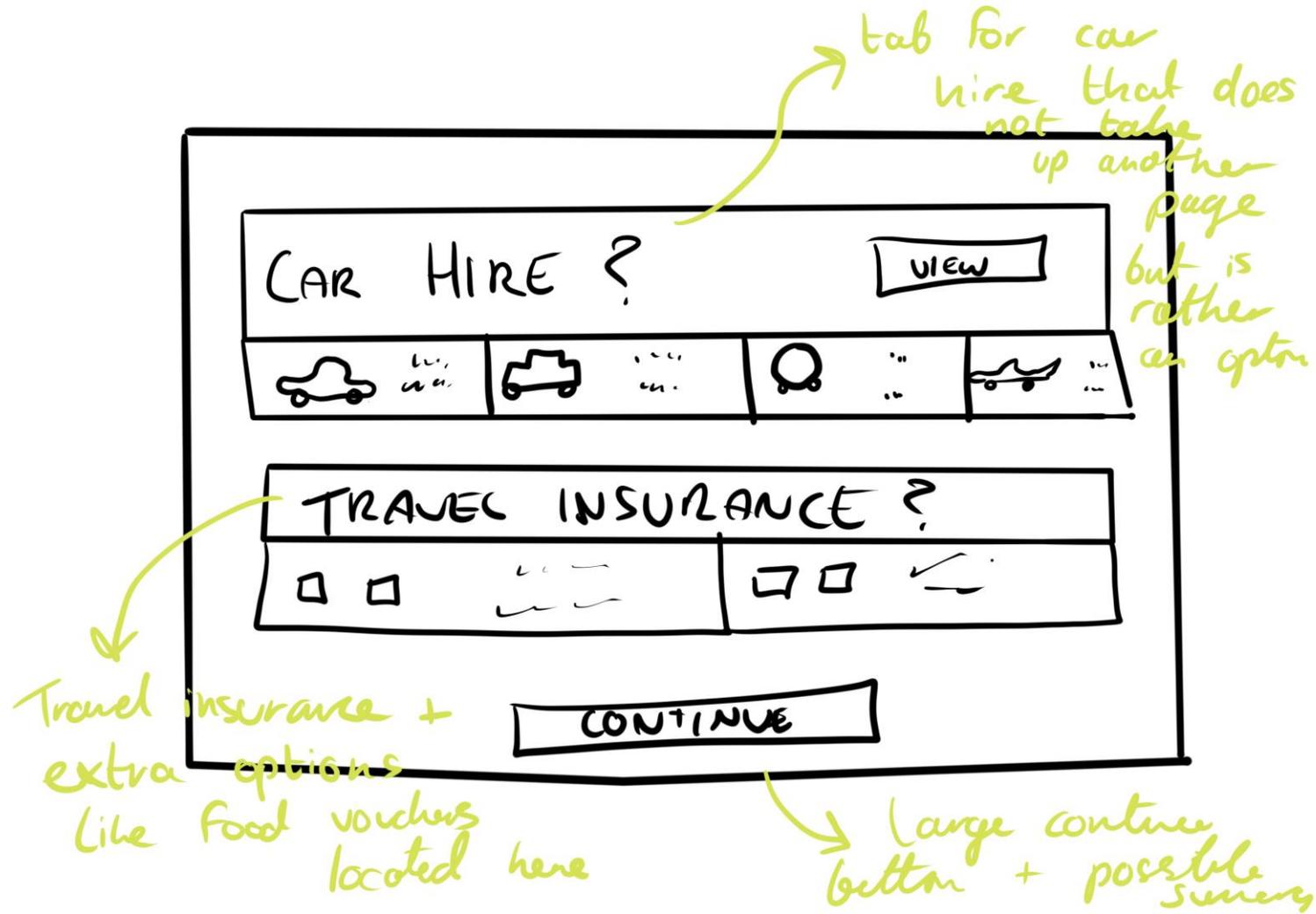


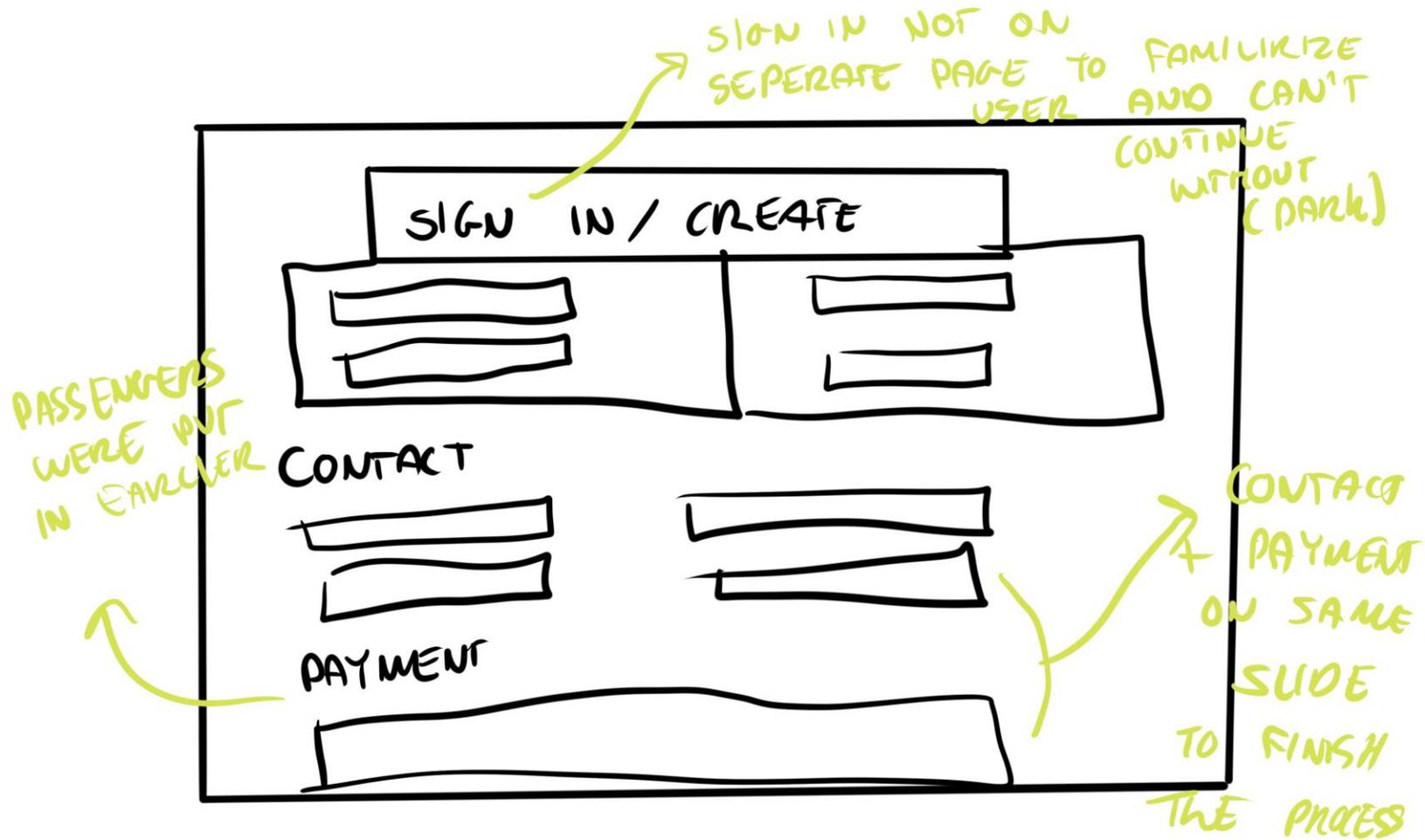












Development

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Moving On To Mock-ups/Design Iterations...

Design Iterations

Mock-Ups – High Fidelity Wireframes created in Adobe XD. Beginning to create wireframes in the programme for a clearer understanding of my design.

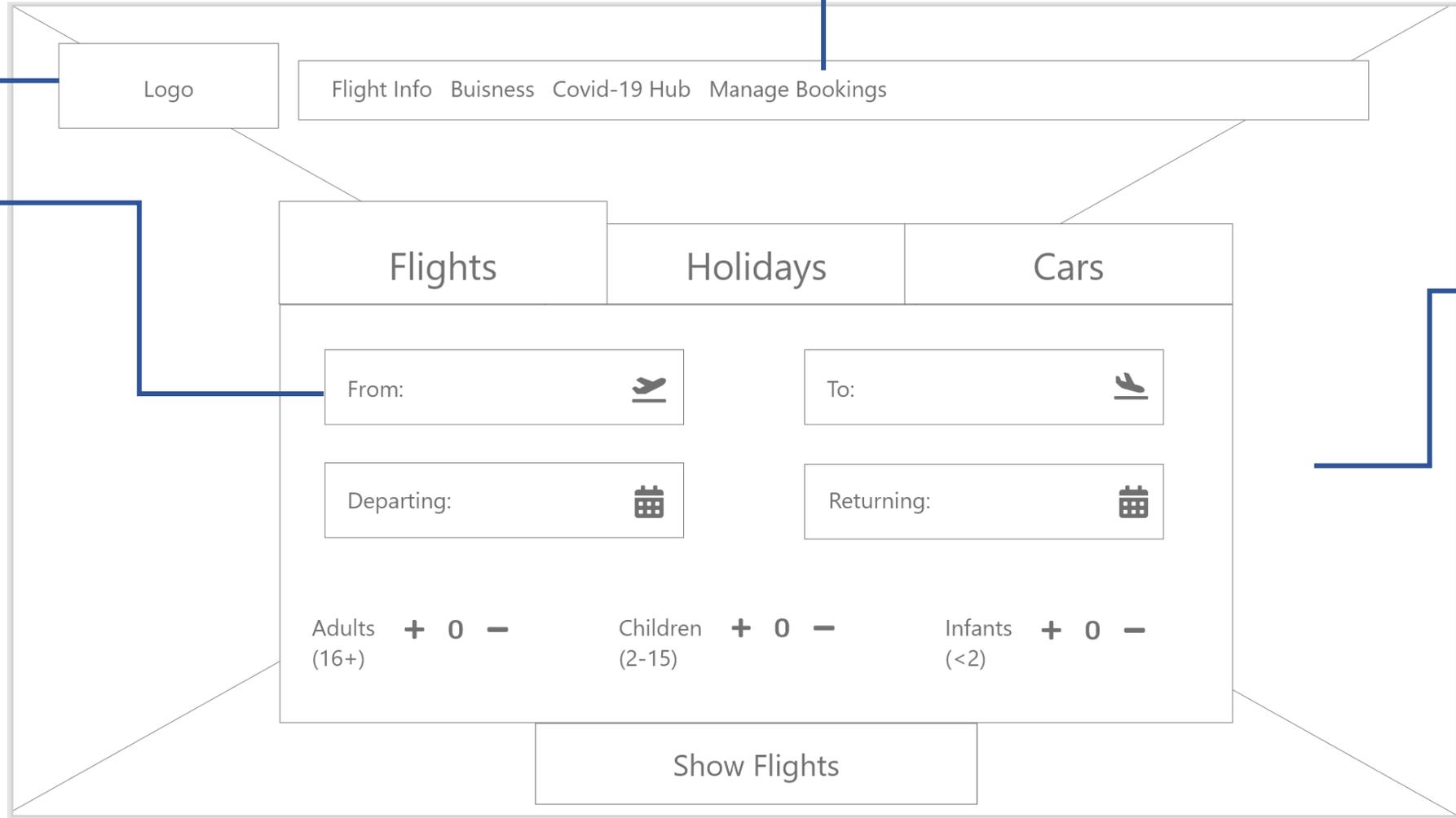
Design Iterations

Website Logo for identification.

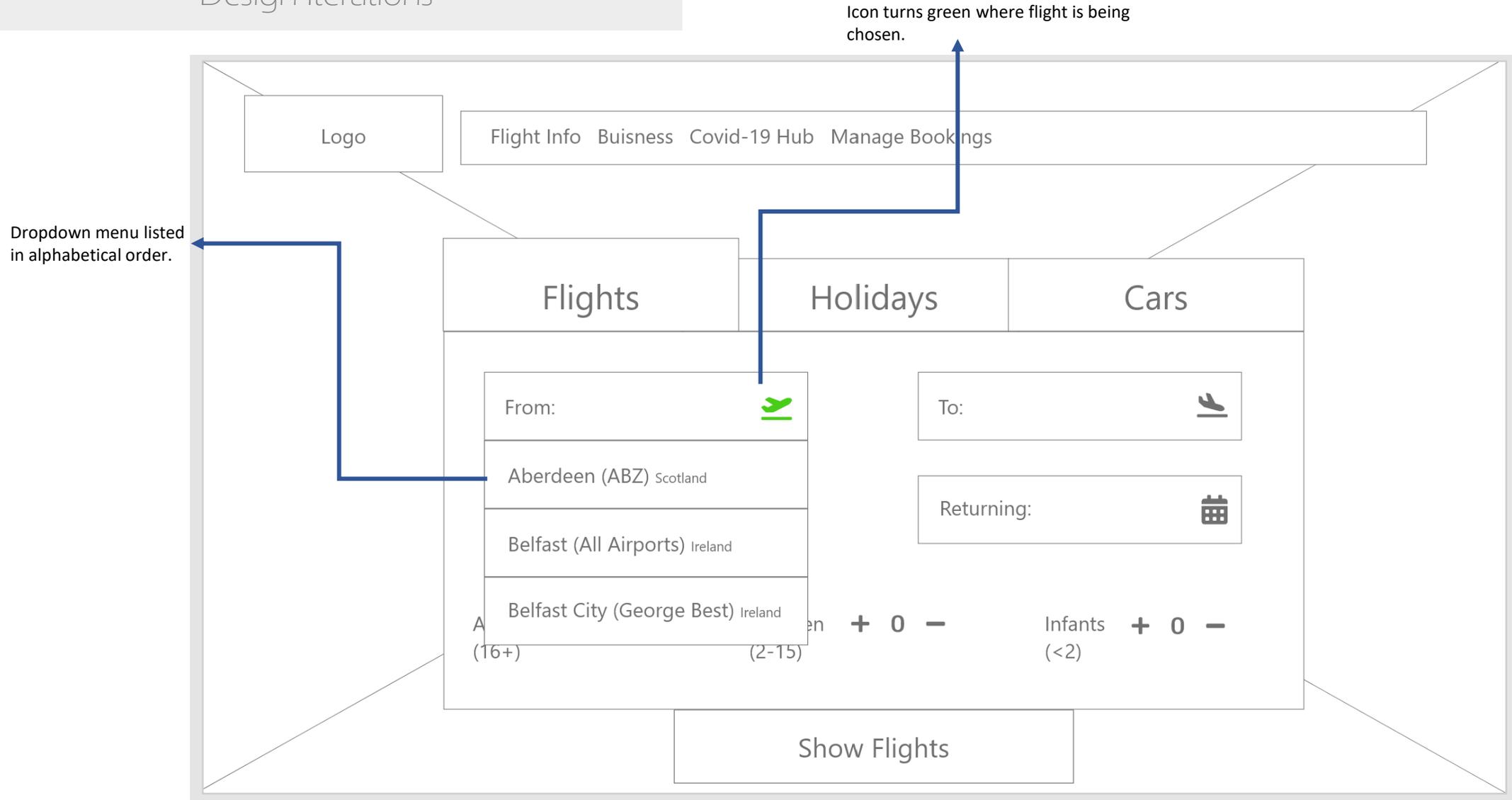
The main interface and box gives the user initiative to quickly input details without looking for anything else. It drives focus to the task

The navigation bar is simplified to not repeat the options and actions already available on the page

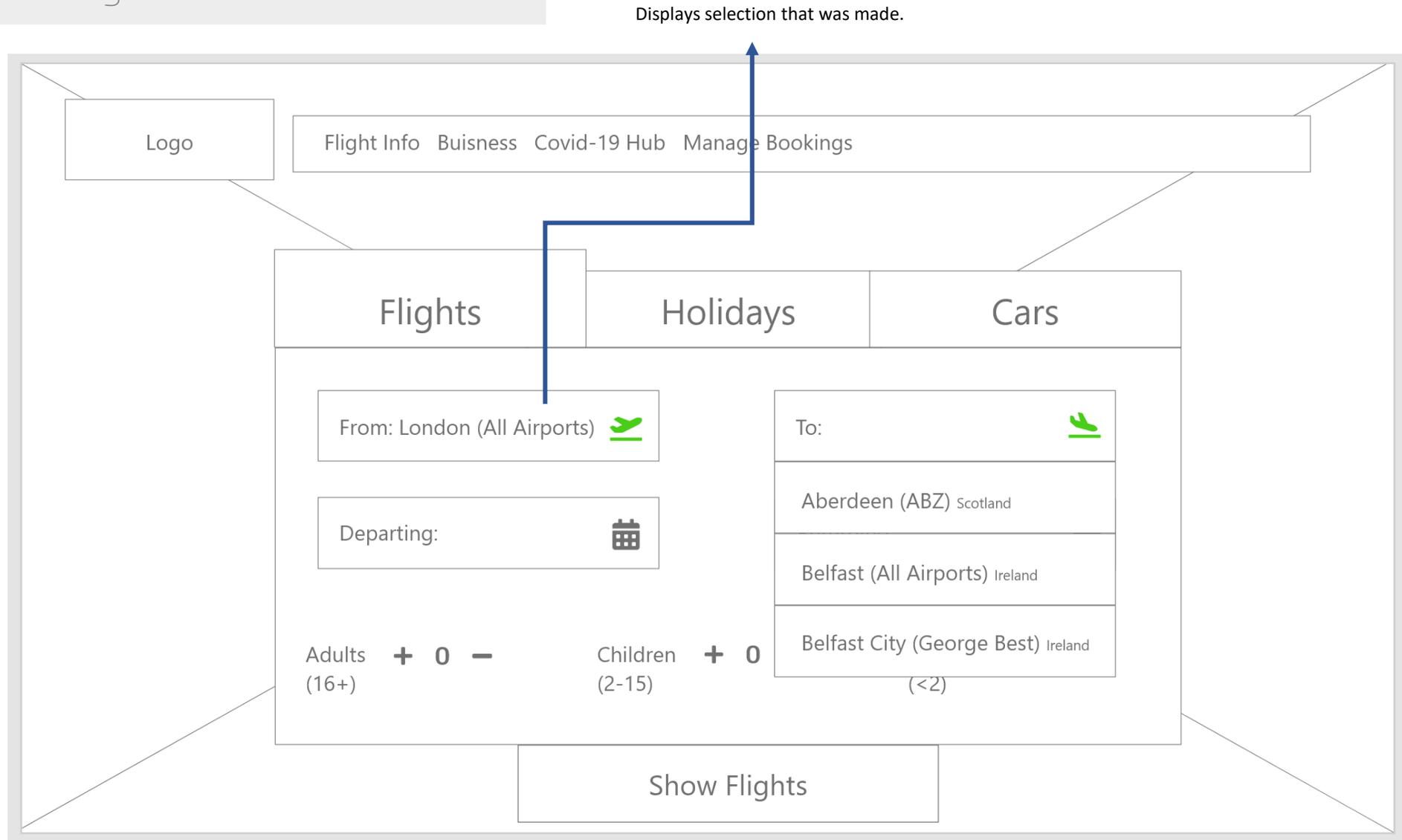
One background picture with no ads or popups distracting the user.



Design Iterations



Design Iterations

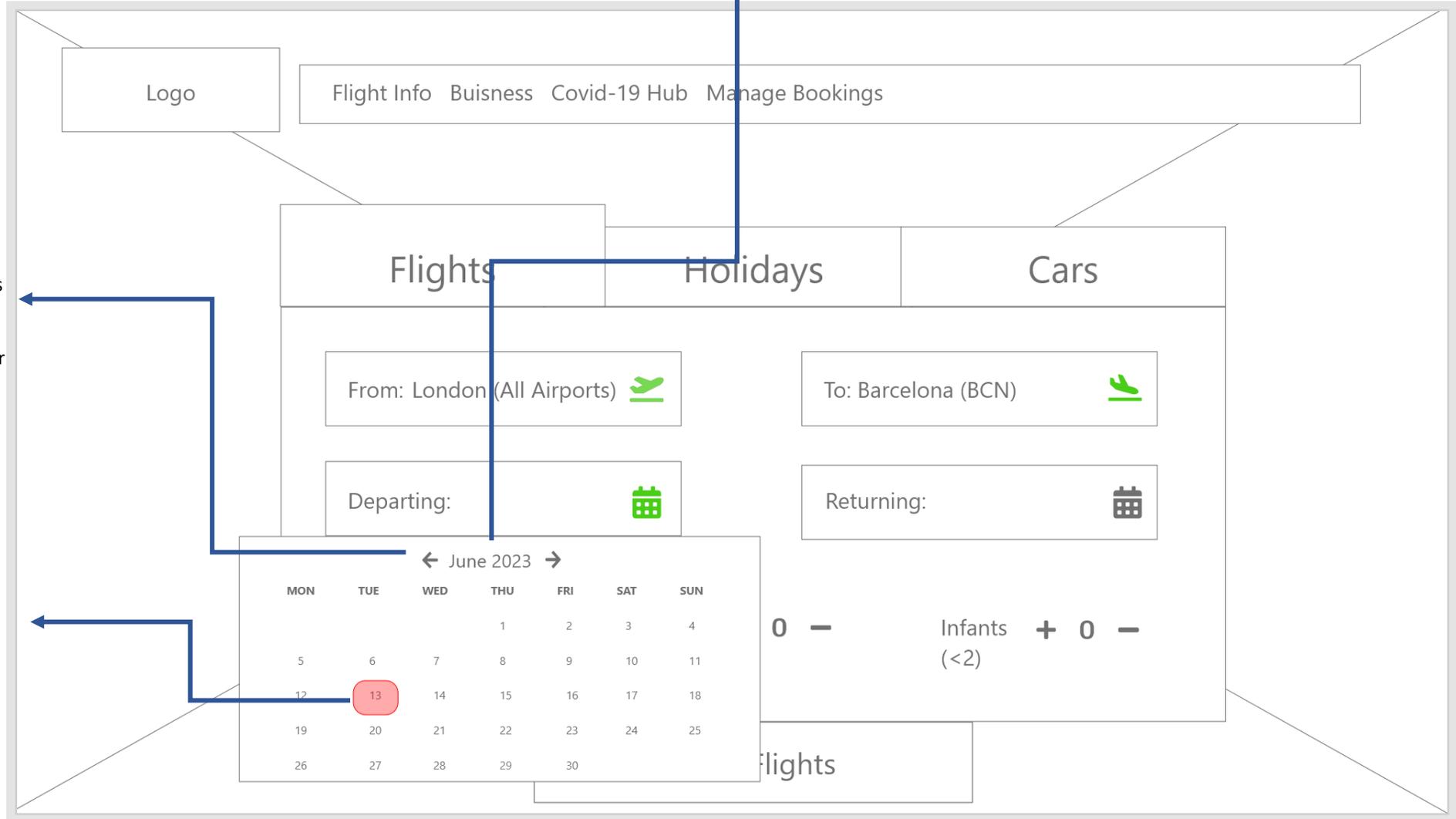


Design Iterations

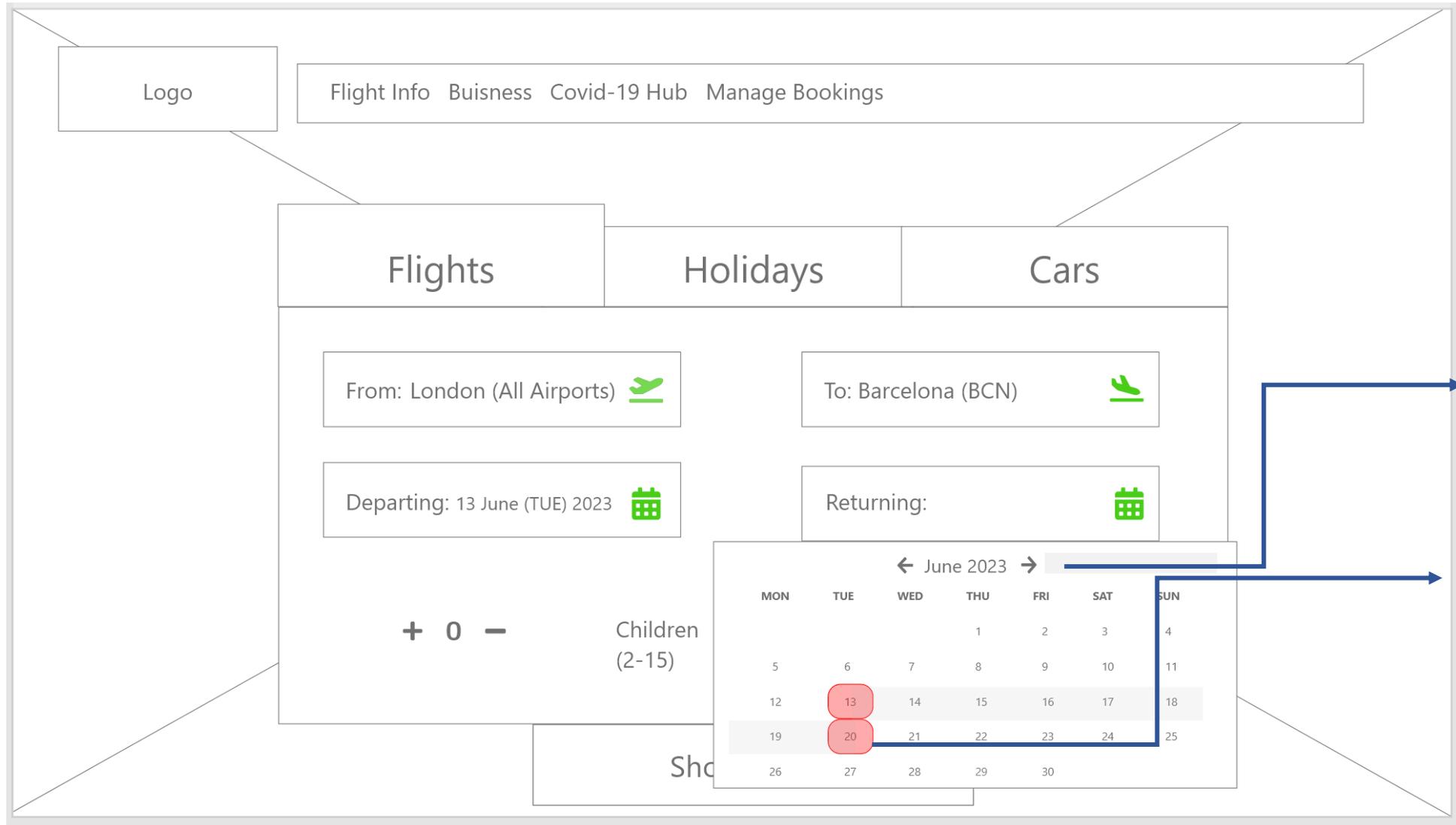
Easy and quick navigation for selecting months.

Calendar menu that does not drive the user away from the main control panel by being in another tab.

Selected date is highlighted in red.



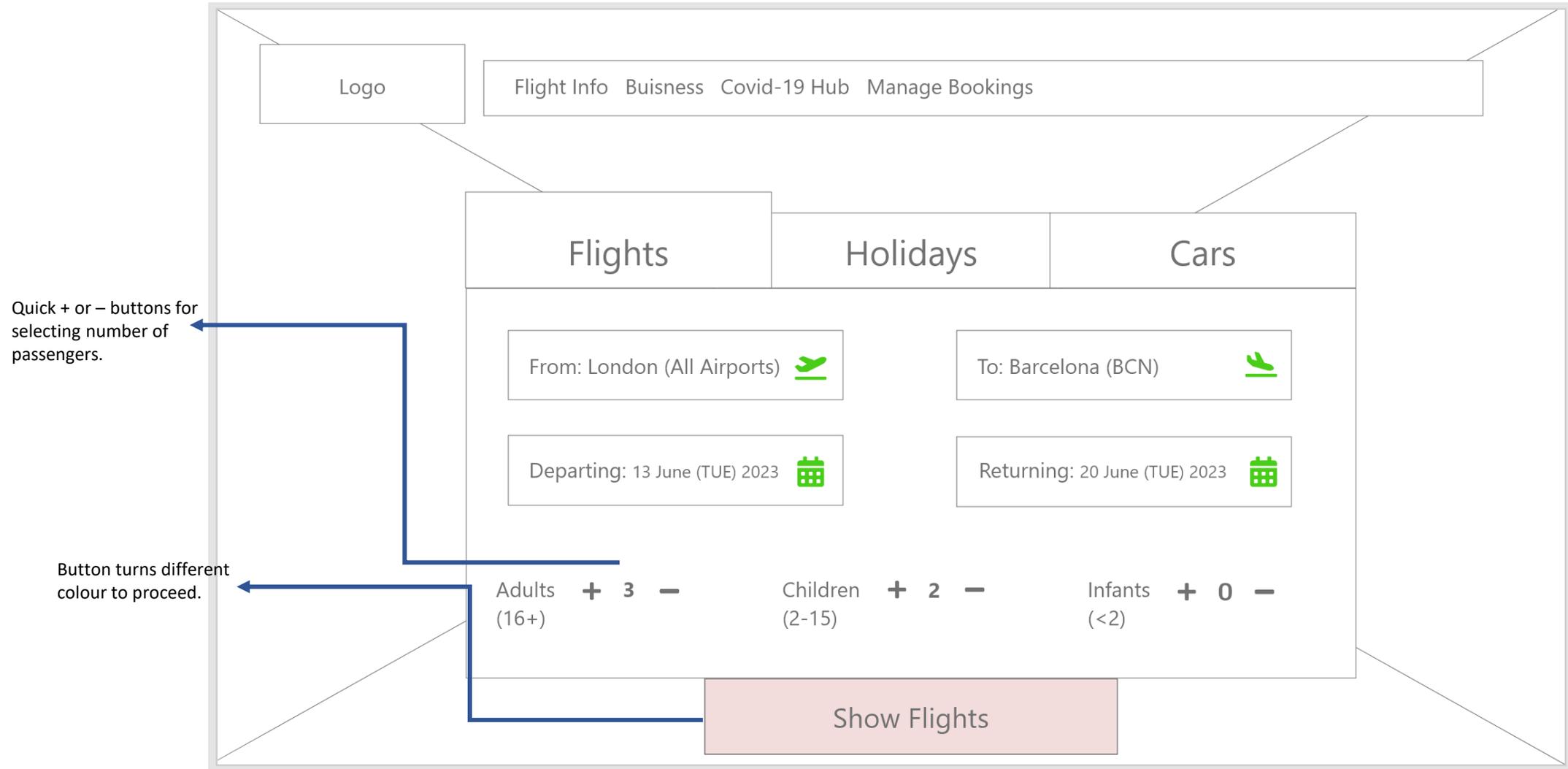
Design Iterations



Option to select for a one/way trip or have flexible dates.

The return date is selected as well which highlights the date of the event.

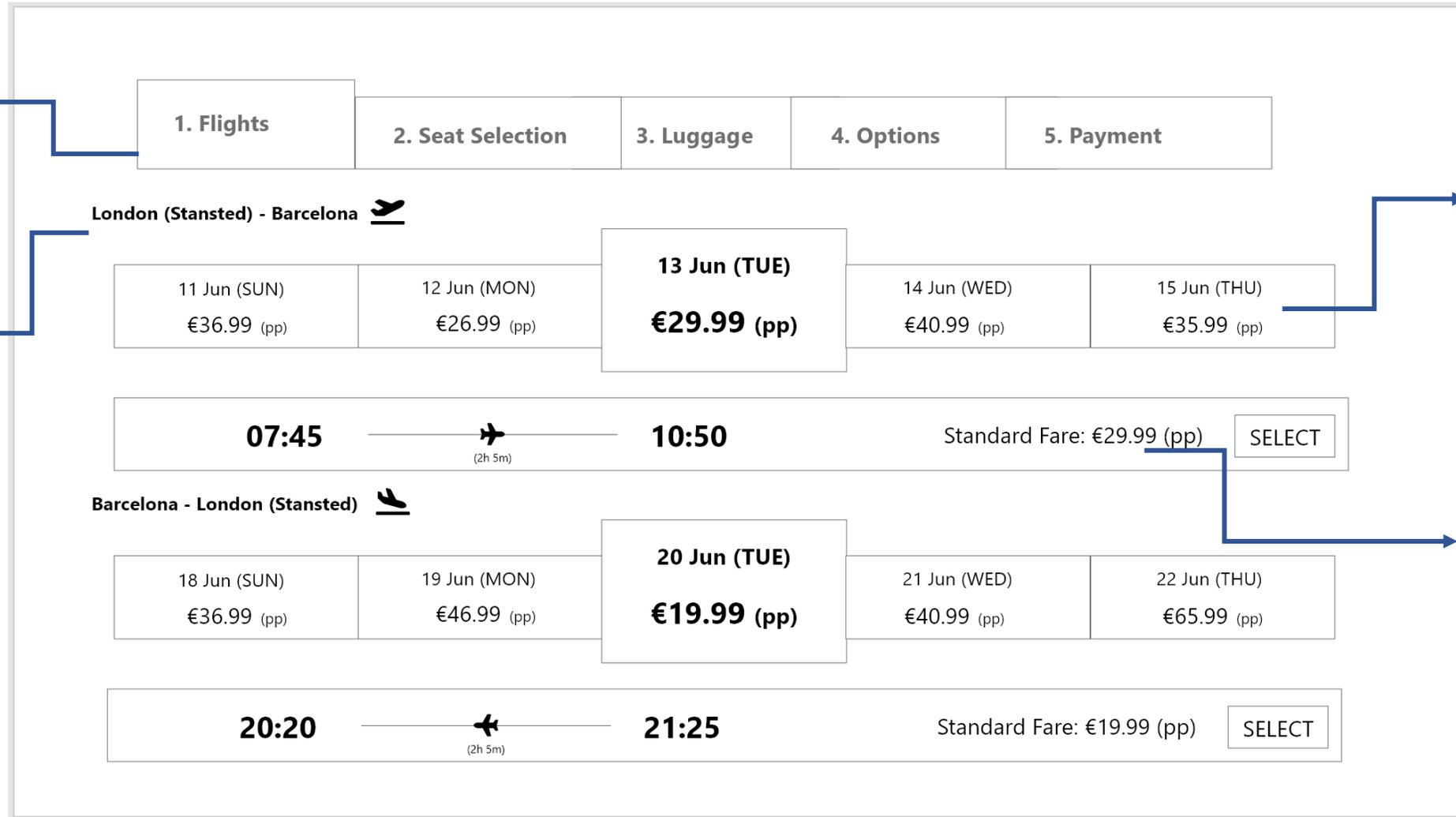
Design Iterations



Design Iterations

Process flow manager that shows how much steps the user has left to complete at the top of the page.

Bold heading with icons and both flights can be selected simultaneously.



Dates can be navigated quick and easily with access to see which day. Could be cheaper to fly on. Flights are also displayed with (pp) to clarify.

Chosen flight times are displayed under and can be selected if the user is happy with them.

Design Iterations

After flights are selected the user is presented with fare options that are located on the same page and don't look like a popup which helps with continuity.

20:20 (2h 5m) 21:25 Standard Fare: €19.99 (pp)

Standard Fare

- ✔ One small seat cabin bag (max 45 x 36 x 20 cm)

Standard Plus

- ✔ One small seat cabin bag (max 45 x 36 x 20 cm)
- ✔ One large cabin bag (max 56 x 45 x 25 cm)
- ✔ Free Upfront Seat
- ✔ Fast Boarding

Recommended

Essentials

- ✔ One small seat cabin bag (max 45 x 36 x 20 cm)
- ✔ Free 23kg hold bag
- ✔ Free Standard Seat

The labels include the word 'free' so that there is no confusion to where a user books the fare.

Design Iterations

Final feature of page is inputting passenger details that are listed in order, with four main task to complete for each passenger.

The wireframe shows a page layout for passenger selection and details input. At the top, there are three buttons: "Continue with Standard", "Upgrade for €20.30 (pp)", and "Upgrade for €14.50 (pp)". Below these is a "Passenger Details" section. This section contains two identical forms, labeled "1" and "2". Each form has four input fields: "Title:" with a dropdown menu, "Name:", "Surname:", and "DOB (DD/MM/YYYY)". A "CONTINUE" button is located at the bottom center of the page. A blue arrow points from the "Passenger Details" section to the text on the left.

Continue with Standard Upgrade for €20.30 (pp) Upgrade for €14.50 (pp)

Passenger Details

1 Title: Name: Surname: DOB (DD/MM/YYYY)

2 Title: Name: Surname: DOB (DD/MM/YYYY)

CONTINUE

Design Iterations

Main picture is sideways so that the user can locate all seats at once.

Pricing is located by each row of the plane with icons helping the user to imagine the plane.

Legend for seat chart that helps the user understand the picture.

Barcelona - London (Stansted) ✈️

FRONT ←

↑

↑

↑

BACK

↓ €10 €13 €5 €10 €5 €13 ↓

✈️

PASSENGER ONE

16A 21E

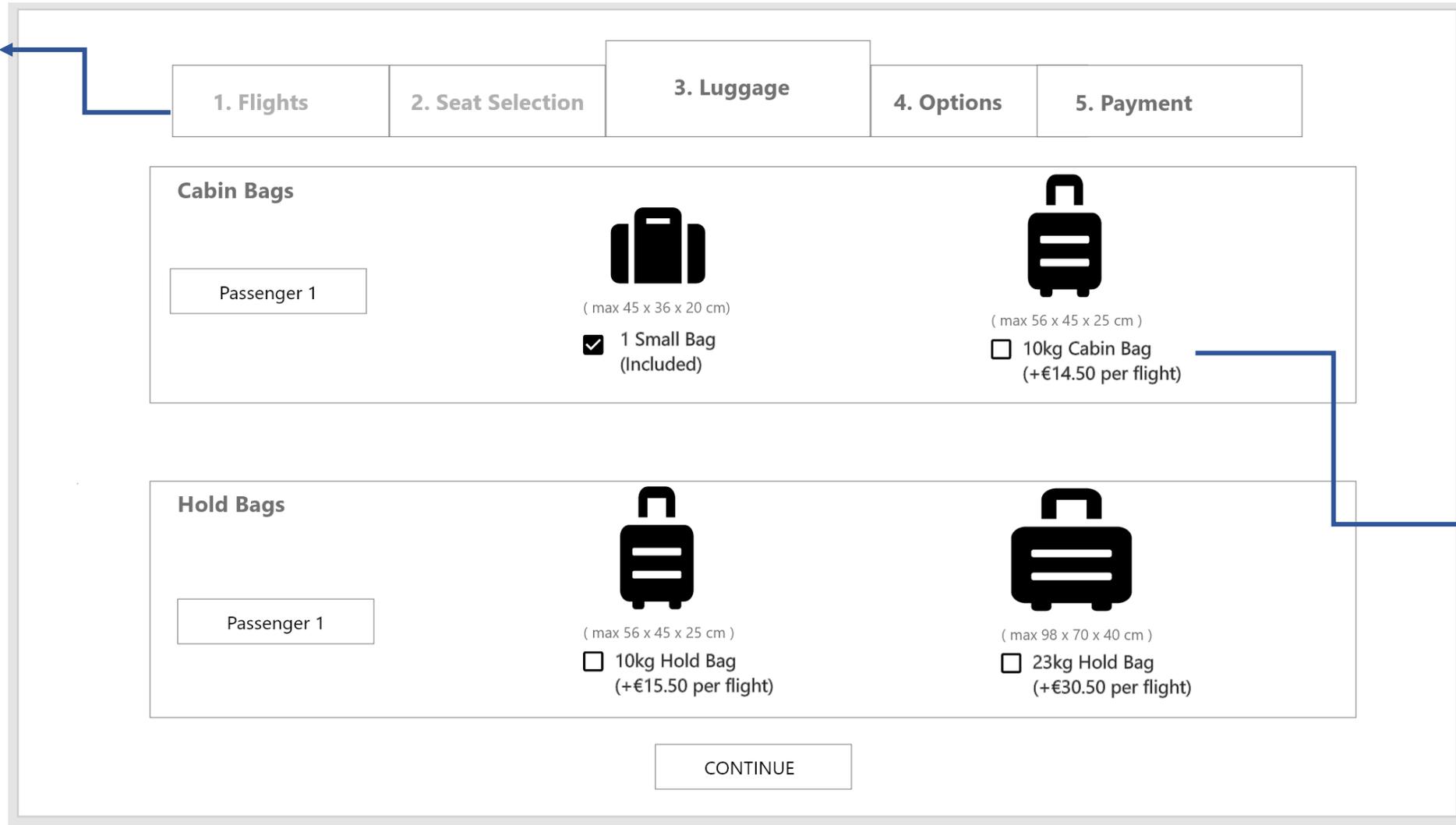
PASSENGER TWO

CONTINUE

Passengers are displayed in this tab that shows their seat numbers for both tabs which lets the user stay on the same page while completing tasks.

Design Iterations

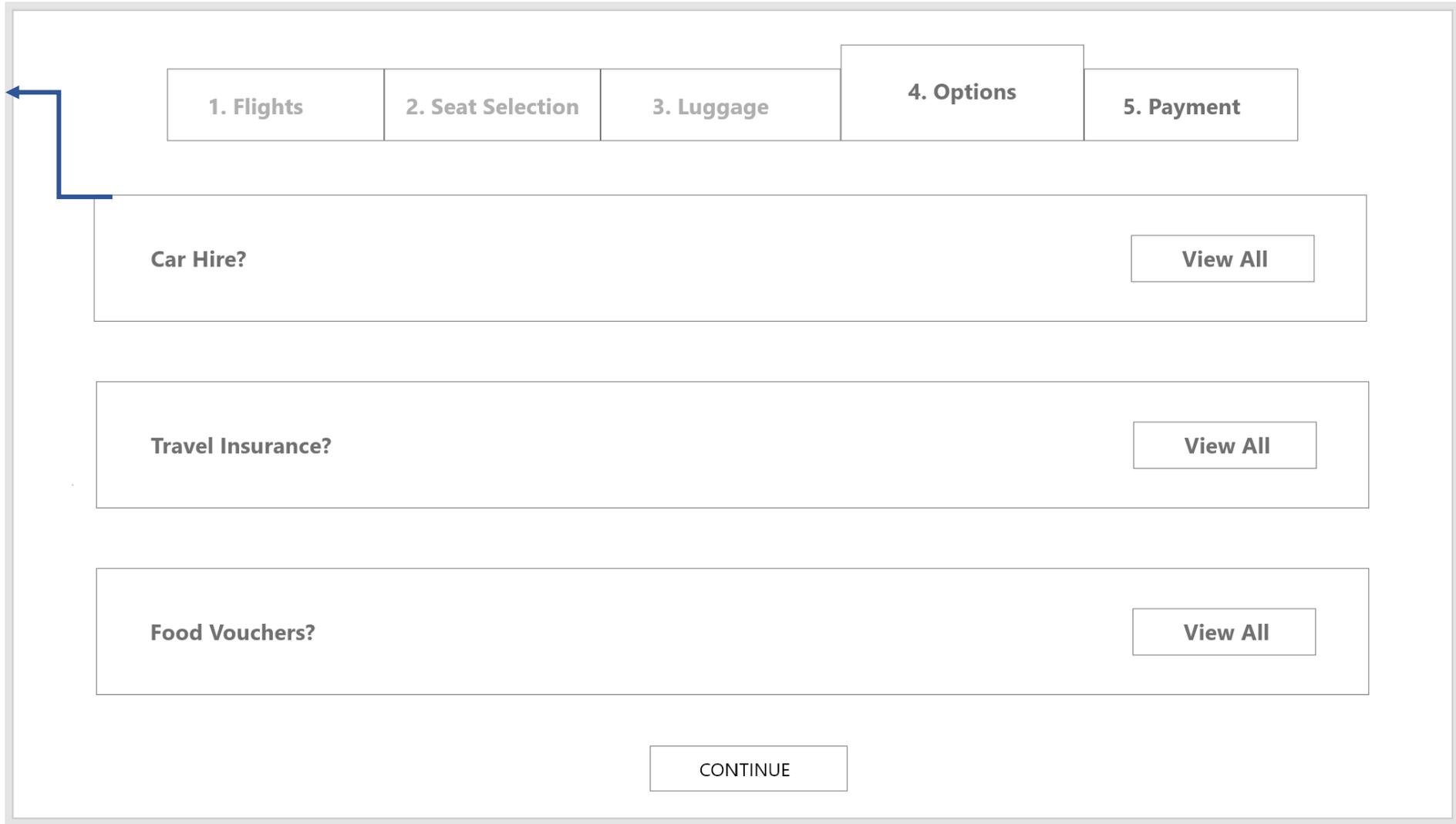
Process flow turns grey for steps that have been already completed by the user.

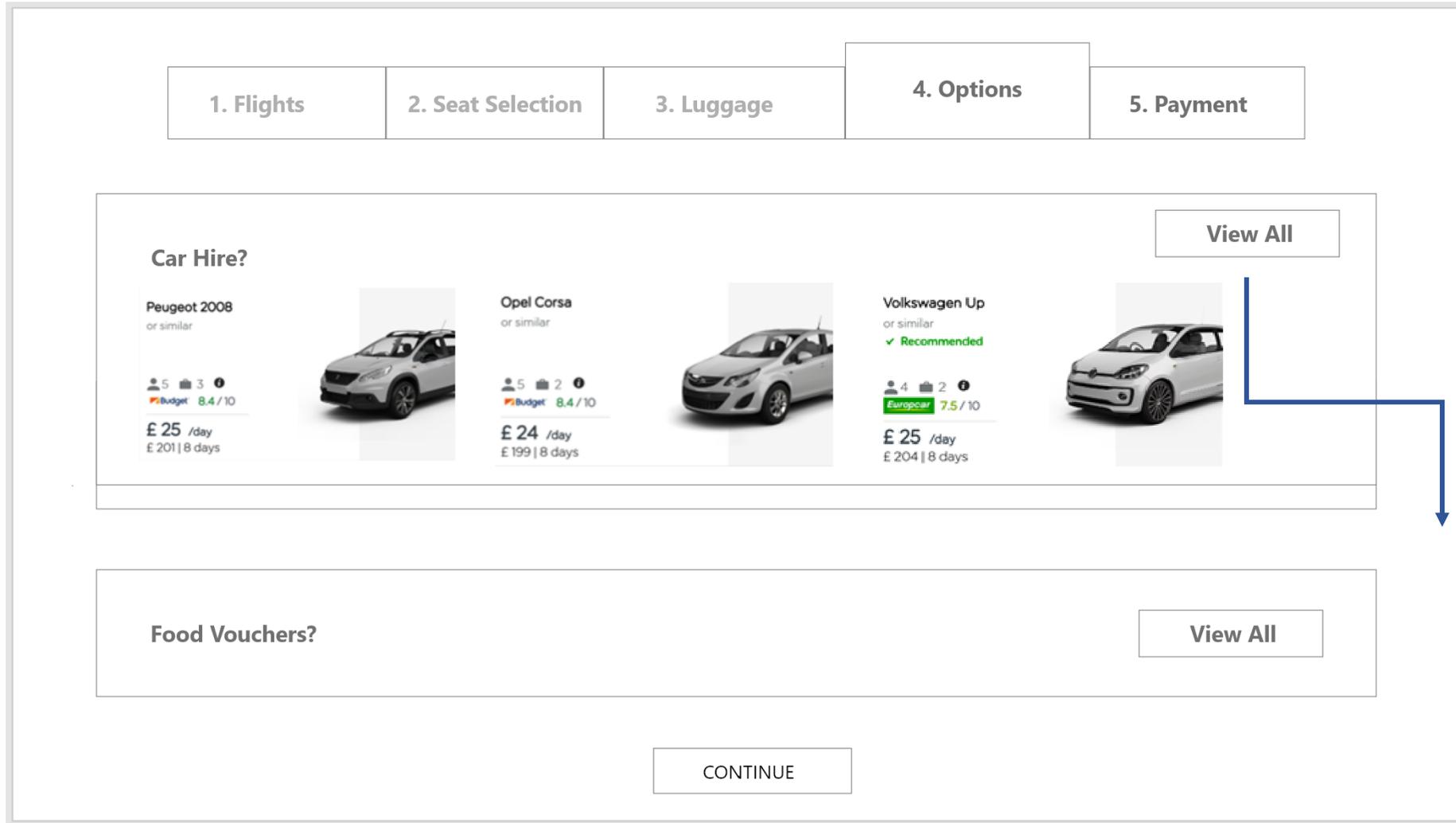


Cabin and Hold bags are on the same page and can simply be checked if the user intends to buy them.

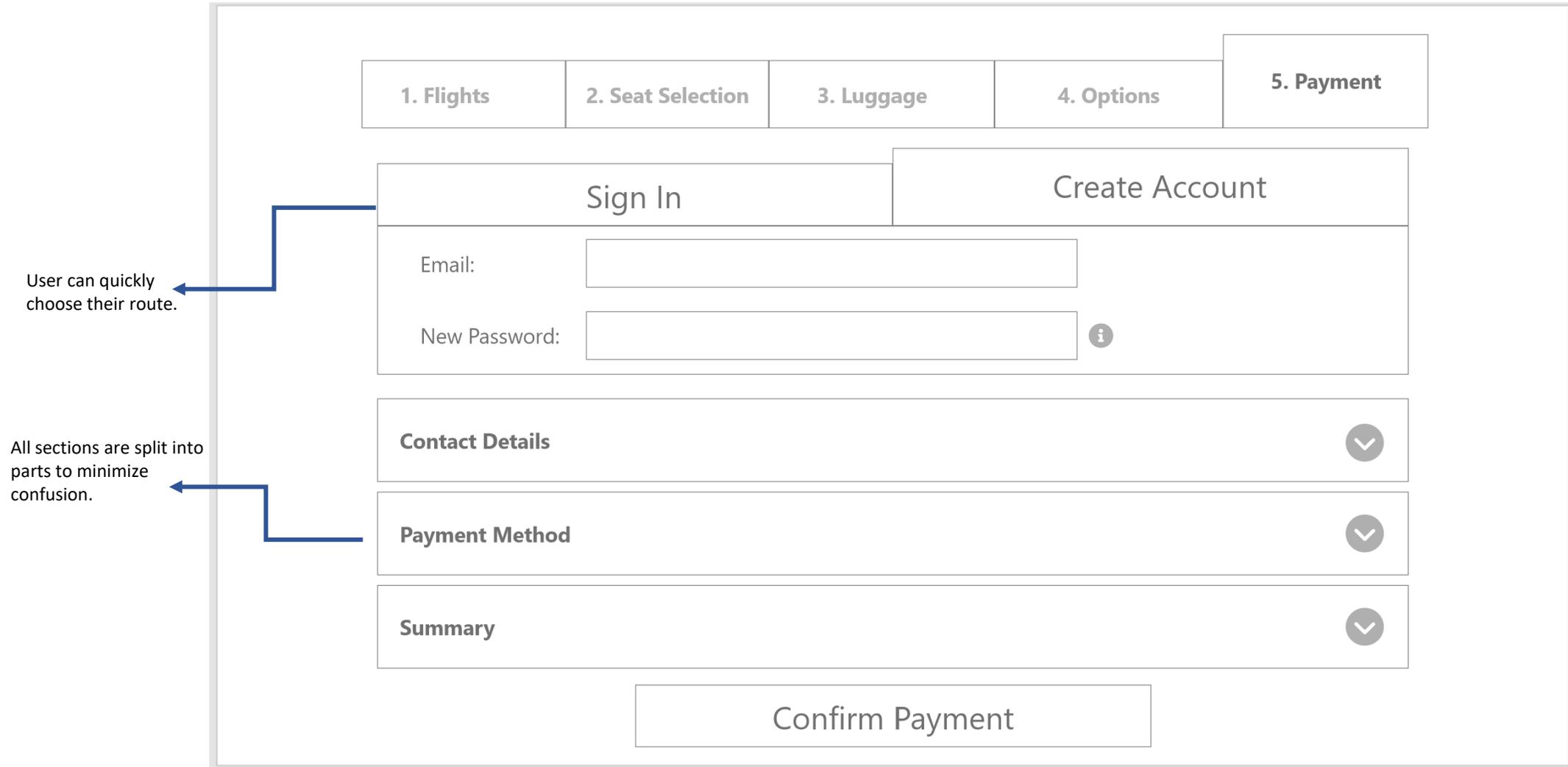
Design Iterations

Options categories can be accessed by user if they do wish to read more about a topic, if they are not interested they can simply press continue.





Design Iterations

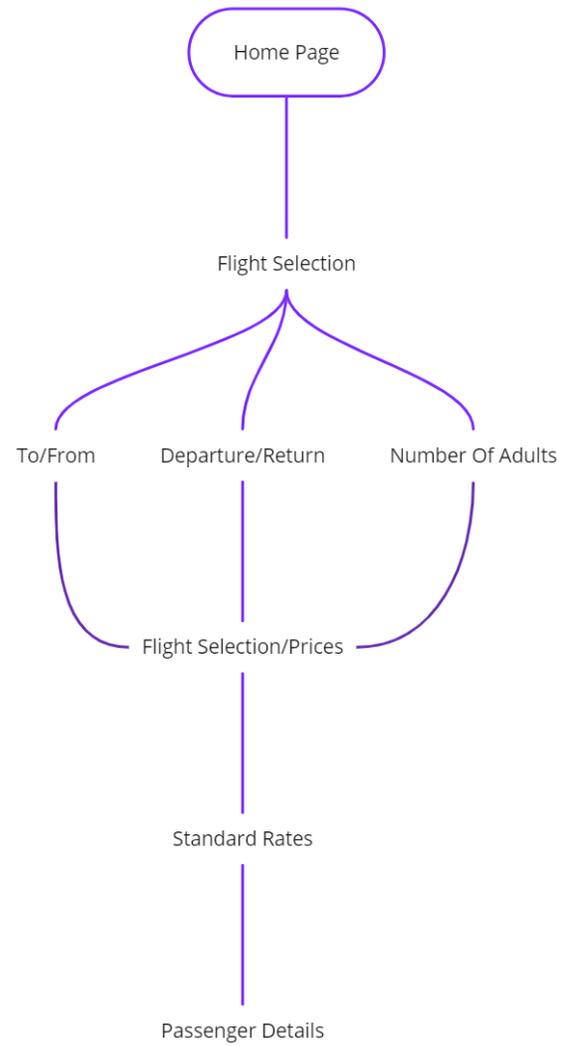


Prototype + Design Refinement

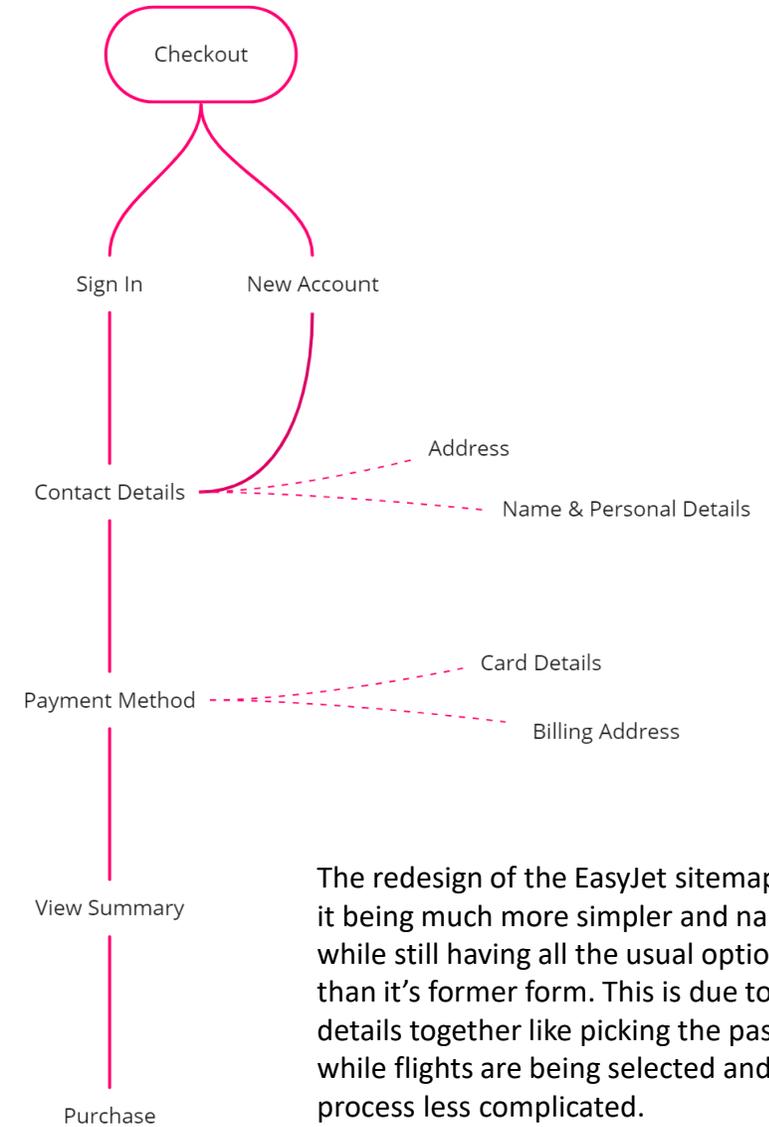
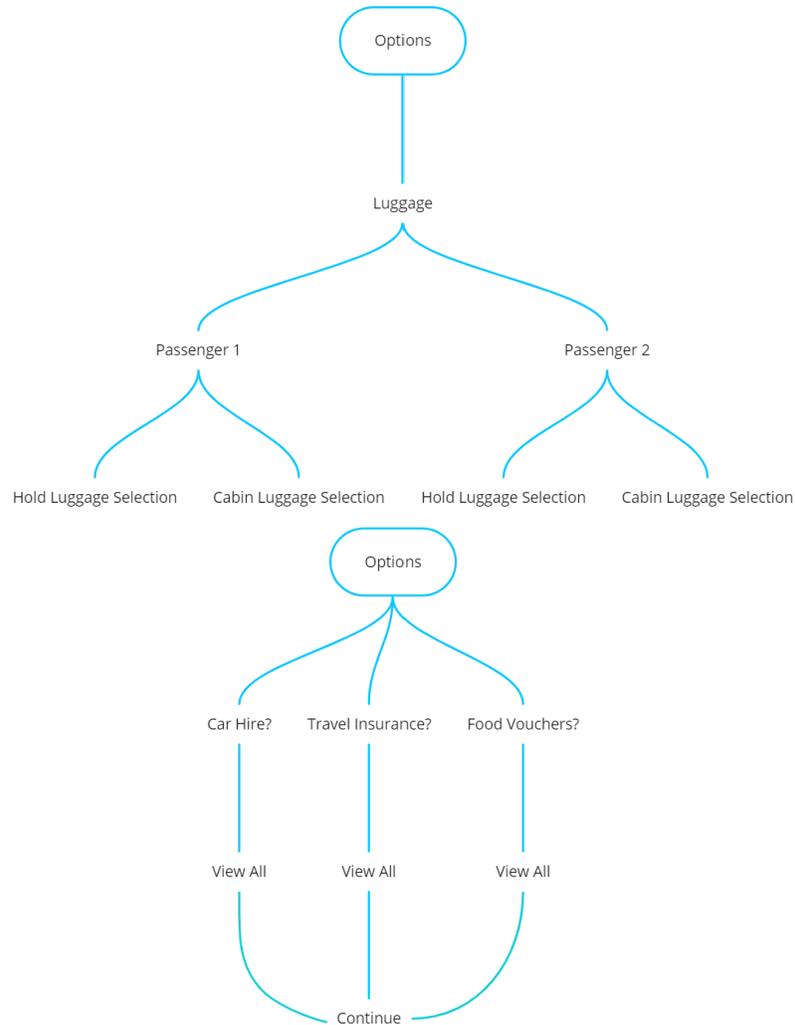
Sitemap– Improving the existing sitemap of EasyJet’s website for better and more intuitive navigation and hierarchy of needs.

High Definition + Working Prototype – A fully rendered and working prototype in Adobe XD, along with usability interviews and design refinement by evaluating the pain points of the experience.

Sitemap



Sitemap



The redesign of the EasyJet sitemap can be seen as it being much more simpler and narrowed down while still having all the usual options and processes than it's former form. This is due to joining small details together like picking the passenger details while flights are being selected and making the process less complicated.

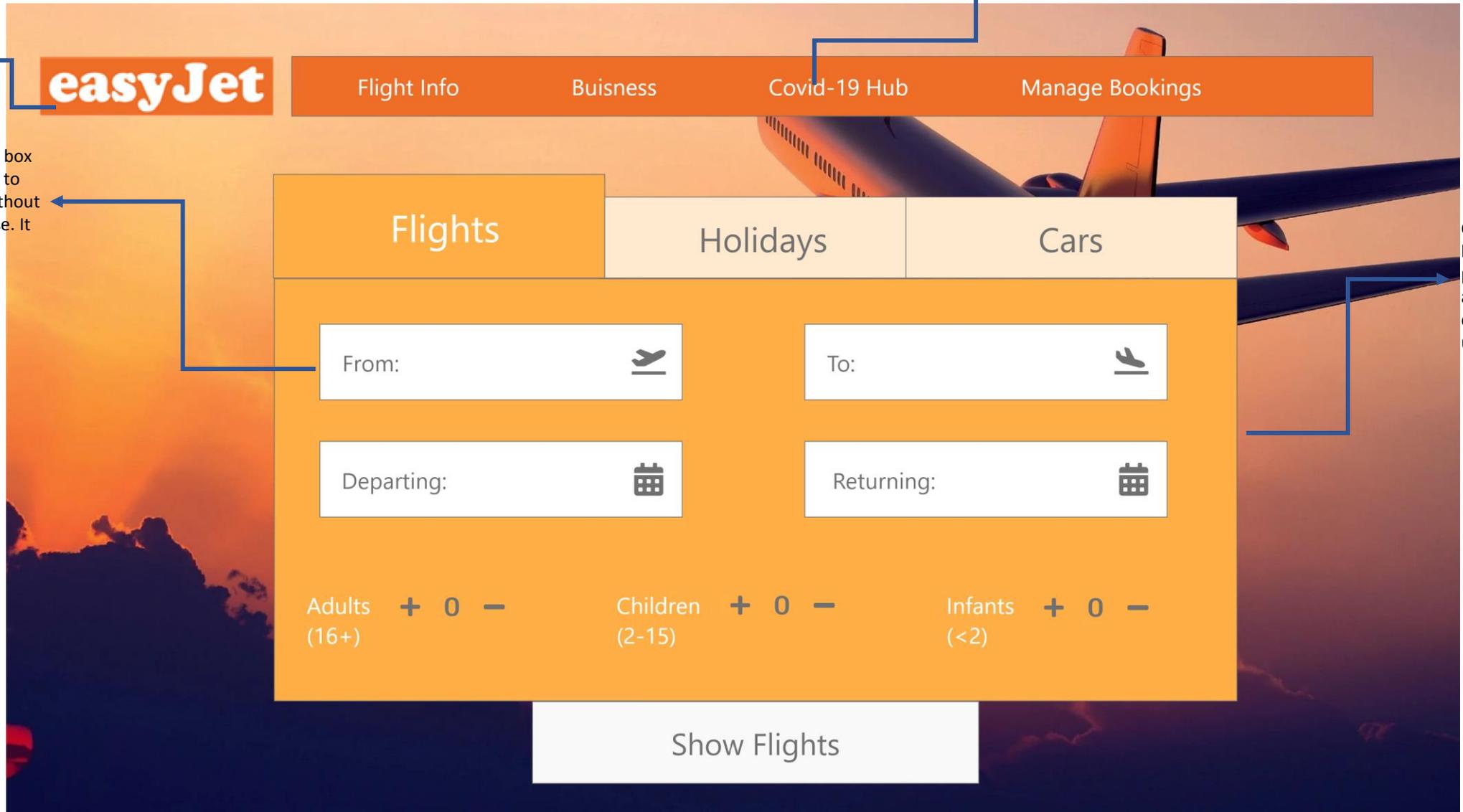
Working Prototype Video – Video Link to the working prototype of the easyJet website.

<https://youtu.be/DOKkBNOPKfw>

Prototype In Adobe XD Link –

<https://xd.adobe.com/view/ec62a7b4-0633-4cde-99eb-6240cc91364b-b931/?fullscreen>

Prototype + Design Refinement



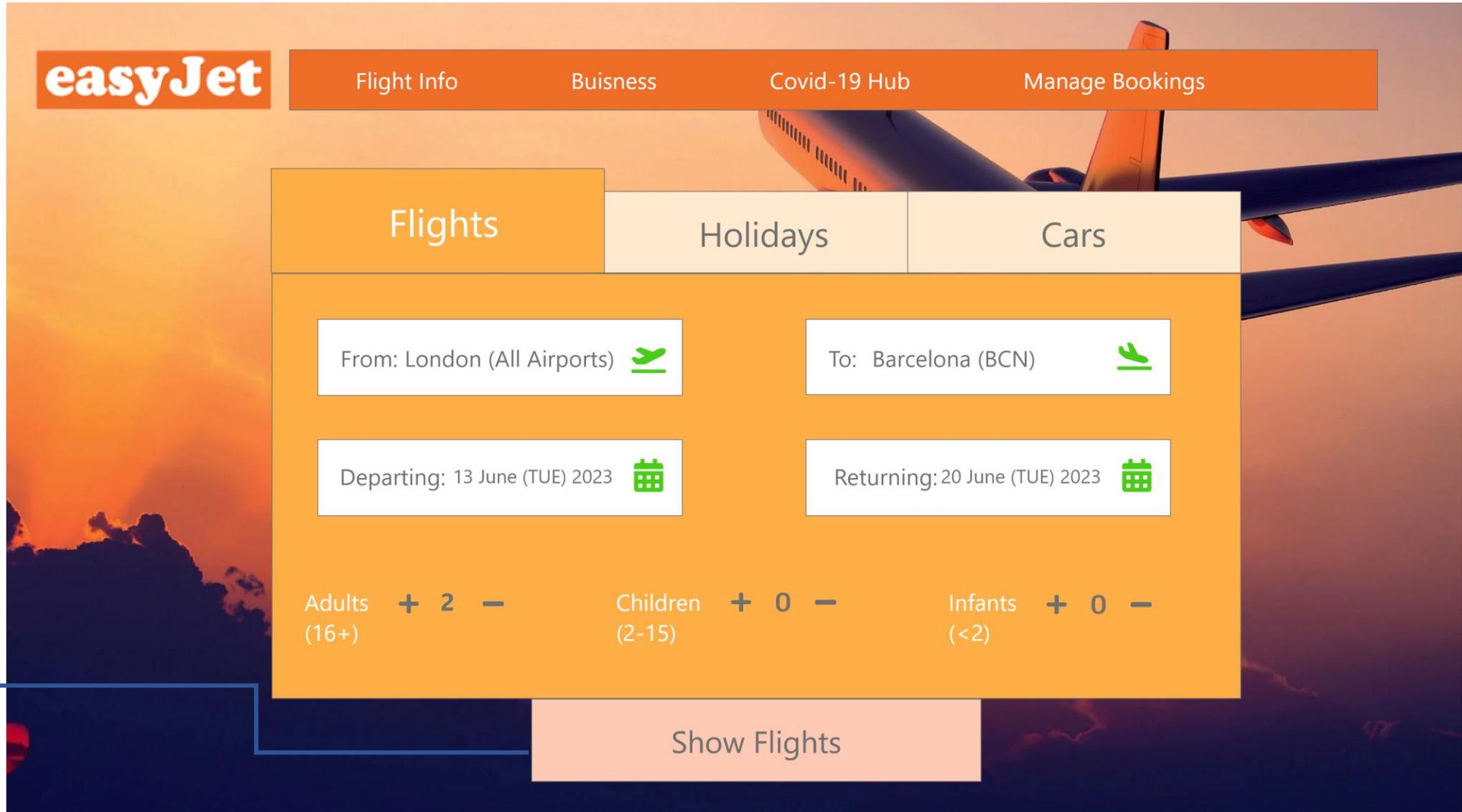
Website Logo for identification.

The main interface and box gives the user initiative to quickly input details without looking for anything else. It drives focus to the task

The navigation bar is simplified to not repeat the options and actions already available on the page

Homepage

One background picture with no ads or popups distracting the user.



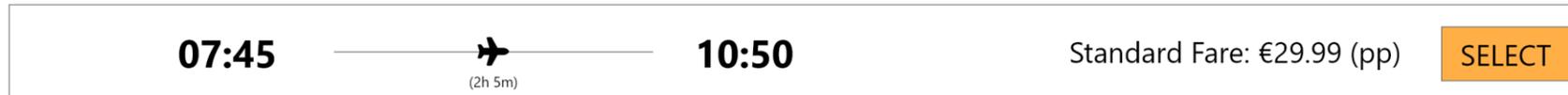
Once all options are selected it lights up.

Flight Selection

easyJet



London (Stansted) - Barcelona 



Barcelona - London (Stansted) 



easyJet

Process flow manager that shows how much steps the user has left to complete at the top of the page.



London (Stansted) - Barcelona

Bold heading with icons and both flights can be selected simultaneously.



Dates can be navigated quick and easily with access to see which day. Could be cheaper to fly on. Flights are also displayed with (pp) to clarify.



Chosen flight times are displayed under and can be selected if the user is happy with them.

Barcelona - London (Stansted)



Flight Selection

Standard Fare

- ✔ One small seat cabin bag (max 45 x 36 x 20 cm)

Continue with Standard

Standard Plus

- ✔ One small seat cabin bag (max 45 x 36 x 20 cm)
- ✔ One large cabin bag (max 56 x 45 x 25 cm)
- ✔ Free Upfront Seat
- ✔ Fast Boarding

Upgrade for €20.30 (pp)

Recommended

Essentials

- ✔ One small seat cabin bag (max 45 x 36 x 20 cm)
- ✔ Free 23kg hold bag
- ✔ Free Standard Seat

Upgrade for €14.50 (pp)

After flights are selected the user is presented with fare options that are located on the same page and don't look like a popup which helps with continuity.



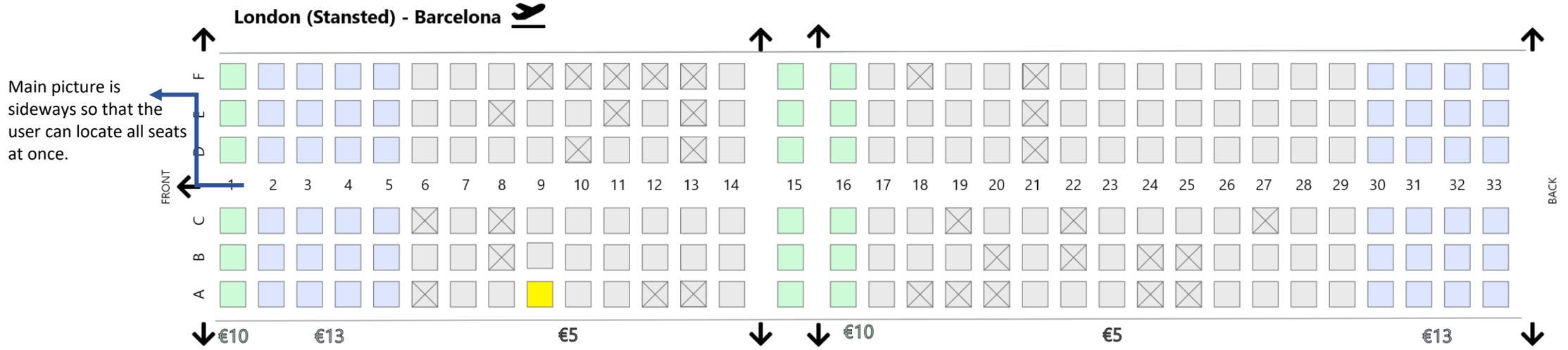
Passenger Details

1	Title:	Name:	Surname:	DOB (DD/MM/YYYY)
	Mr <input type="checkbox"/>	John	Smith	02/03/1989
2	Title:	Name:	Surname:	DOB (DD/MM/YYYY)
	Mrs <input type="checkbox"/>	Maria	Smith	11/06/1991

CONTINUE

Prototype + Design Refinement

Seat Selection



Main picture is sideways so that the user can locate all seats at once.

Legend for seat chart that helps the user understand the picture.

- Yellow square: Taken Seat
- Green square: Extra Legroom
- Blue square: Front/Back
- Grey square: Standard Seat
- Grey square with X: Taken Seat

JOHN SMITH

✈️
9A

✈️
[]

MARIA SMITH

✈️
[]

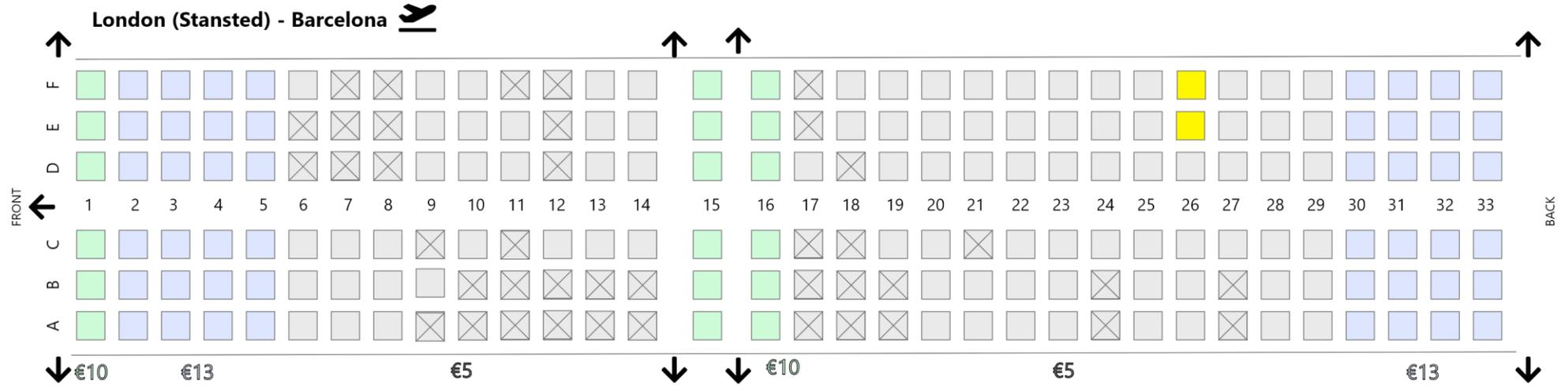
✈️
[]

Passengers are displayed in this tab that shows their seat numbers for both tabs which lets the user stay on the same page while completing tasks.

CONTINUE

Prototype + Design Refinement

Seat Selection



- Taken Seat
- Extra Legroom
- Front/Back
- Standard Seat
- X Taken Seat

JOHN SMITH



9A



26E

MARIA SMITH



9B



26F

Happy With Your Selection?

CONTINUE

SUMMARY 

- 1. Flights
- 2. Seat Selection
- 3. Luggage**
- 4. Options
- 5. Payment

Cabin Bags

Passenger 2 (MS) 



(max 45 x 36 x 20 cm)

1 Small Bag (Included)



(max 56 x 45 x 25 cm)

10kg Cabin Bag (+€14.50 per flight)

Hold Bags

Passenger 1 (JS) 

Passenger 2 (MS)



(max 56 x 45 x 25 cm)

10kg Hold Bag (+€15.50 per flight)



(max 98 x 70 x 40 cm)

23kg Hold Bag (+€30.50 per flight)

CONTINUE

Options

- 1. Flights
- 2. Seat Selection
- 3. Luggage
- 4. Options**

Car Hire?

<p>Peugeot 2008 or similar</p>  <p>5 seats, 3 luggage, Budget 8.4/10</p> <p>£ 25 /day £ 201 8 days</p>	<p>Opel Corsa or similar</p>  <p>5 seats, 2 luggage, Budget 8.4/10</p> <p>£ 24 /day £ 199 8 days</p>	<p>Volkswagen Up or similar ✓ Recommended</p>  <p>4 seats, 2 luggage, Europcar 7.5/10</p> <p>£ 25 /day £ 204 8 days</p>
---	---	--

Food Vouchers?

[View More](#)

CONTINUE

SUMMARY 

London (Stansted) - Barcelona
x2 Adult Fare €26.99

Barcelona - London (Stansted)
x2 Adult Fare €19.99

Subtotal Of Flights: €93.96

London (Stansted) - Barcelona
x2 Standard Seat €5

Barcelona - London (Stansted)
x2 Standard Seat €5

Subtotal Of Seats: €20

Options
x2 10kg Cabin Bag €14.50

Subtotal Of Seats: €29

TOTAL: €142.96

1. Flights	2. Seat Selection	3. Luggage	4. Options	5. Payment
Sign In		Create Account		
Email:	<input type="text"/>			
New Password:	<input type="text"/>			
Contact Details				
Payment Method				
Summary				
Confirm Payment				

Usability Tests

Interviews were useful for understanding different directions of perspective that I have not thought of before.

Interview Objectives:

1. Observe and acknowledge user experiences and pain points.
2. Evaluate my website in more intricate and realistic detail.
3. Revise information.

Usability Test Videos

Dan Killackey

- Interview – EasyJet Redesign Evaluation

Maya Ziolk

- Interview – EasyJet Redesign Evaluation

Usability Test Videos

Dan Killackey

<https://youtu.be/jeZzcl7wBko>

Maya Ziolk

<https://youtu.be/Hpd-Afy5WXU>

Prototype + Design Refinement

Further Improvement

Dan Killackey Insights

GOOD POINTS

- Easy to navigate the website.
- Clear structure and process flow that shows what to do.
- Typography is clear and has a hierarchy of importance.
- Found it easier to identify the different type of seats.
- Understood the difference between cabin and hold bags.

BAD POINTS

- Colour scheme and font is a bit too straight forward and dull.

Maya Ziolk Insights

GOOD POINTS

- Order of what to do is clear.
- The automatic scrolling helps with identifying what to do next.
- The calendar is on the same page and isn't like a pop up anymore.
- Consistent continue buttons on bottom of page are helpful.

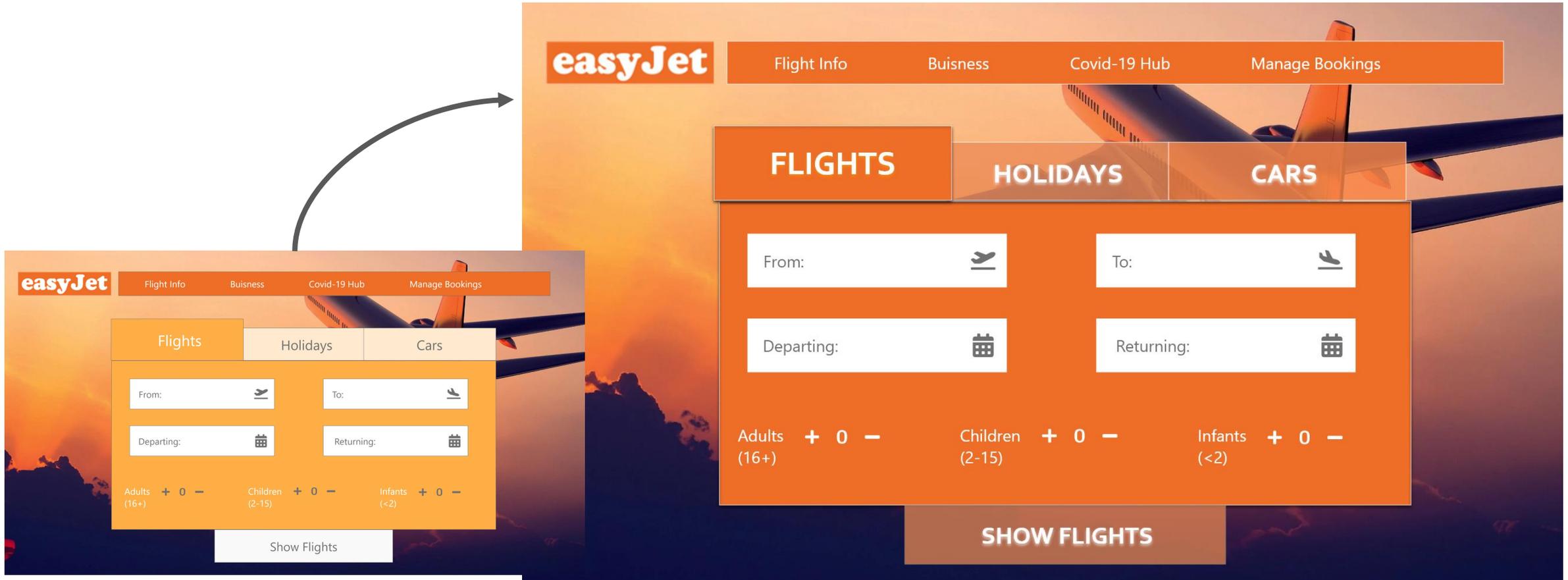
BAD POINTS

- Some font was hard to read and double clicking the calendar was a bit of a struggle.

Prototype + Design Refinement

Further Improvement

A lot of my downfall in my website's design was the lack of attention I put into the font and general 'visuals' as in this case I focused on the function. If I were to keep refining my website I would put more attention into how the text boxes and fonts work together. This below is an example of the difference in aesthetics between my original and refined Home Page.



Reflection

Reflection

I really enjoyed this project, mainly the time-frame of six weeks was good because I didn't have to rush anything and could take it stage by stage along with learning a new programme (Adobe XD). User Experience design is definitely something I'm really interested in.

I learnt how to:

- Design a website with a transaction from start to finish with visuals and a working prototype.
- Creating an in-depth analysis of existing website and identifying what is right or wrong about them.
- Conducting user tests that show a more realistic reflection of the website and understanding the true user needs.
- Creating a focus statement and prioritizing needs in the user interface over others.
- Found out that to me an intuitive navigation system, visual structural hierarchy and cohesiveness is most important in UI design.

I think my biggest takeaway from this project is learning to understand user needs. Conducting research and tests are super important in the process of redesigning something user-friendly. There is also providing accessibility for all types of users and communicating with them through visual cues and feedback. I believe my redesign of easyJet fulfilled my design statement and I provided a more enjoyable experience of booking a flight than the previous.