Fly UX

Primary objective of the landing page

The user is here to check flight availability, so the design sticks with convention, with a clear and prominent search form in the centre of the homepage.

Where are you going?

When are you going?

Who are you going with?

The form is designed so users can easily and quickly enter their **rough plan,** with no other clutter to distract.

Book flights | Saved searches | Manage booking | Check-in

From	To	Depart	Return	Passengers
Liverpool (LPL)	Country, city or airport	6 OCT 21	13 OCT 21	1

Show flights

From field auto-populates with nearest Fly UX airport to ip address.

Hint text follows convention. It covers all bases, and is familar to users.

Compare

Users often compare flights between different airlines. They check availability, take the details away to compare with other sites/Skyscanner, then may return to make the final booking.

The Saved searches tab enables them to return to the site and easily view the same flight searches.

Making changes after booking

Users like to make sure they get their tickets booked before the sell out or go up in price, then make any changes or add baggage and extras after the booking has been completed.

This tab is 3rd in priority, and is intended to help cure flight anxiety.

Striking hero banner photography creates a positive visceral response, subconsciously evoking positive emotions and associating the task in hand with the users ultimate goal, while they are focused on finding the best flights for their trip.

Destinations

Take a journey with FlyUX and discover breathtaking landscapes, exotic beaches, & vibrant cities with diverse cultures. Explore our destinations and see somewhere different.
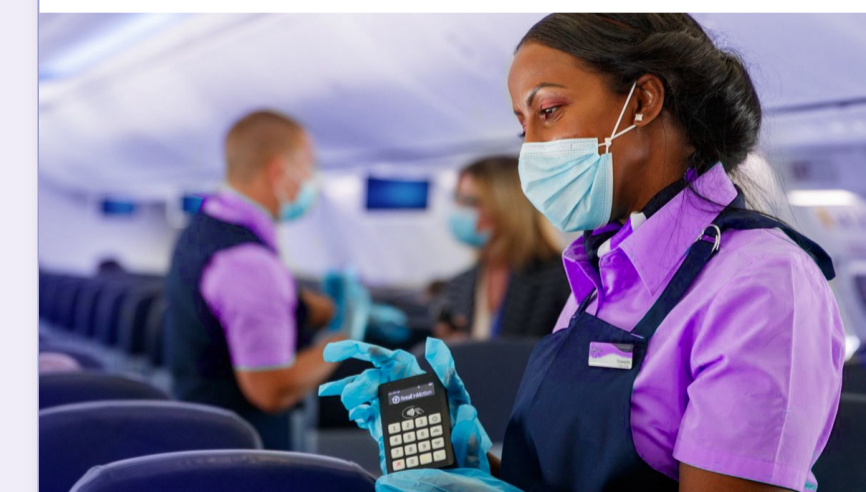
Explore

Hotels

Take a journey with FlyUX and discover breathtaking landscapes, exotic beaches, & vibrant cities with diverse cultures. Explore our destinations and see somewhere different.

Book

Travel safe

FlyUX put the safety of our passengers first. Find out everything you need to know to fly,with the latest Covid travel restrictions, international travel advice & passenger information.

Information

Every available space on the EasyJet homepage is packed full of offers trying to upsell and get more money.

Qatar inlcude lots of helpful information intended to help passengers - safety, useful information. This feels a bit more like they have your safety in mind, not just your money.

FlyUX

Staying within the calendar

Benchmark usability tests showed on some sites that although the calendars allow users to move straight onto return date selection after selecting the depart date, the feedback did not make this clear and users tended to move back to click the field anyway.

This was tackled by clearly highlighting the change to active state of the return field, with an animated calendar title prompting user, and a clear connection between the field and the calendar.

Book flights   Saved searches   Manage booking   Check-in

From	To	Depart	**Return**	Passengers
Manchester (MAN)	Malaga (AGP)	1 NOV 21	Select date	1

Now select your return date

◀ | **October** | | | | | | | **November** | | | | | | | **December** | ▶

	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
	27	28	29	30	1	2	3	**1**	2	3	4	5	6	7	27	28	29	1	2	3	4	5
	4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12
	11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19
	18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26
	25	26	27	28	29	30	31	29	30	1	2	3	4	5	27	28	29	30	31	1	2

Confirm seats

Destinations

Take a journey with FlyUX and discover breathtaking landscapes, exotic beaches, & vibrant cities with diverse cultures. Explore our destinations and experience somewhere different.
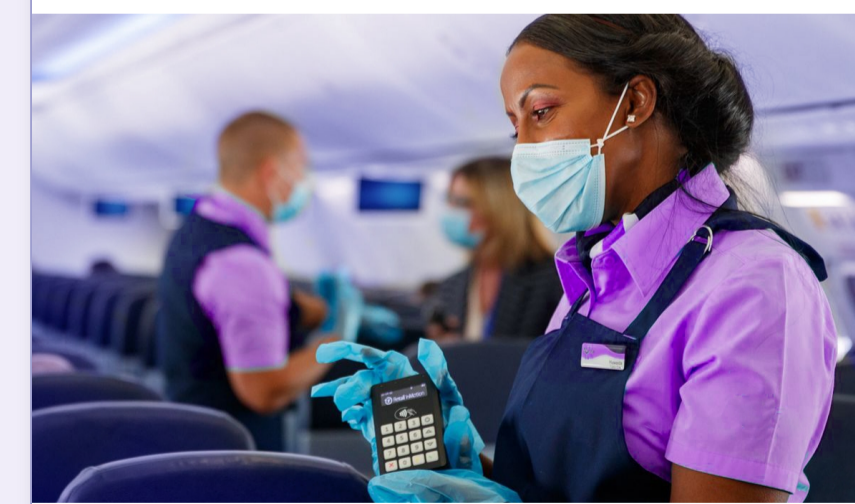
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Hotels

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Information

Select your outbound flight

Total: £0.00

X

Plan your trip easily by **Creating a trip** ✈

OUTBOUND

RETURN

Manchester	to	Malaga

✈ Airport information ✈ Send flights ✋ Hold prices 🗑 Delete search

◄ SUN 31 OCT	MON 1 NOV	TUE 2 NOV ►
13.15 direct 4hr 17.15	06.35 direct 4hr 10.35	08.20 direct 3hr 50 12.10
£187.40 +	**£102.15** +	**£95.50** +
flight details	flight details	flight details
19.50 direct 3hr 30 23.20	17.50 direct 3hr 55 21.45	18.15 direct 3hr 50 22.05
£149.50 +	**£89.90** +	**£92.10** +
flight details	flight details	flight details

⌃ add nearest alternative airports

Malaga	to	Manchester

✈ Airport information ✈ Send flights ✋ Hold prices 🗑 Delete search

◄ THU 4 NOV	FRI 5 NOV	SAT 6 NOV ►
15.10 direct 4hr 25 19.35	11.45 direct 3hr 45 15.30	13.45 direct 3hr 45 17.30
£142.50 +	**£165.25** +	**£159.90** +
flight details	flight details	flight details
20.00 direct 3hr 50 23.50	19.00 direct 3hr 45 22.45	19.30 direct 3hr 40 23.10
£139.45 +	**£154.10** +	**£150.70** +
flight details	flight details	flight details

⌃ add nearest alternative airports

Save your searches ?

Add new searches and save them here to find the best flights for your trip

Compare flights ?

Compare destinations, airports and more to find flight times that work for you

Hold prices ?

Hold the prices for a limited time while you plan your trip. Subject to availability.

Receive alerts ?

Receive alerts when seats are low and never miss out on the best prices

Invite passengers ?

Plan your trip together, easily. Find flights, choose upgrades and split the bill

All you've got to do is think of a name... **Create trip**

ⓘ **Create trip** **Add search**

Results page display

Seeing days either side
Flight availability can dictate the dates of travel. Users want to find the most suitable flight - whether that be the best price or time.

This means the day of travel is flexible, and users would like to see mulitple days to find the most suitable flight.

Seeing both outbound and return
During benchmark usability tests on the Easyjet site, users decided on outbound and return flights in one smooth action. They weighed up the best options from both outbound and return at the same time.

Being able to do this means the length of the trip can be considered as part of the decision. They could go Friday to Friday, or Saturday to Sunday - depeding on the most suitable flights. Seeing both outbound & return together at the same time, above the fold allows users to make these decisions together, without having to scroll down the page and/or remember the outbound flight details.

Compare flights

Users like to compare different flight options within the results page to find the most suitable flights. This could be different airports, different destinations or even different months.

On this results page, new searches can be added and viewed together to compare the flight options.

Select your outbound flight

Total: £0.00

X

Create trip

This feature is intended to help with several of the issues highlighted by the research.

Its saves the page and searches as an entity, so users can easily log back in to view the same flights when comparing between different sites. It is the same as 'recent searches' on Easyjet, only given more structure and prominence.

They can invite passengers to the page so all travellers can choose the flights and decide together. When decisions are made, each passenger can upgrade and add baggage/extras individually.

No personal data is required, so no password is required, just a trip name. Saved trips are accessed from the 'Saved searches' tab on the homepage.

Plan your trip easily by

Creating ✈ a trip

1. Give your trip a name

Lins & Hayleys golf tour

We'll create a passcode so you can log back in here anytime and view your saved searches

2. Contact number (optional)

0891 50 50 50

Receive alerts about flight availability by sms or whatsapp.
How we protect your data

3. Invite (optional)

0800 106 107

Invite your fellow travellers to this page to view the flights or add their own searches. When you're ready to book, passengers can choose their own seats, add upgrades or extras and pay for their own tickets.

Create trip

Save your searches

Add new searches and save them here to find the best flights for your trip

Compare flights

Compare destinations, airports and more to find flight times that work for you

Hold prices

Hold the prices for a limited time while you plan your trip. Subject to availability.

Receive alerts

Receive alerts when seats are low and never miss out on the best prices

Invite passengers

Plan your trip together, easily. Find flights, choose upgrades and split the bill

Pressuring the user

Users can hold prices which would help cure their flight anxiety.

Airlines use flight availability and price changes to pressure users into buying quickly, which achieves business objectives, but causes negative feelings in the user.

With this set-up, holding the prices can help reduce anxiety in the user, but by having control over the length of time, the commercial department could still apply the pressure.

They have the permission to contact them directly with more pressure, but its dressed up as doing them a favour.

All you've got to do is think of a name...

Create trip

Create trip   Add search

flights, choose upgrades and split the bill

Happy with f

Total: £388.50

OUTBOUND

OUTBOUND

...ster to **Malaga**

...st November

OUTBOUND

Manchester

✈ Airport information

SUN
31 OCT

13.15 —direct—17.15
4hr

£187.40 +

flight details

19.50 —direct—23.20
3hr 30

£149.50 +

flight details

06.35

£10

fligh

17.50

£8

fligh

Choose fare

Choose which ticket fare you would like to book

You currently have **Basic** fare selected

Basic ✓

Our best priced fare

Outbound: **£102.15**   Return: **£92.10**

Includes:

1x Small cabin bag

Continue with Basic fare

Comfort

All the extra comforts with one cost effective price.

Outbound: **£195.50**   Return: **£179.10**

Includes:

1x Small cabin bag
1x Large cabin bag
1x Standard hold luggage
1x Extra legroom seat
1x Speedy boarding
1x Fast track security

Upgrade to Comfort

1st Class

Travel in luxury with the Fly**UX** 1st Class Concierge

Outbound: **£995.00**   Return: **£845.00**

Includes:

1x Full luggage allowance
1x 1st Class cabin
1x Lounge access
1x FlyUX Concierge service

Fly**UX** 1st Class

Flexibility
Passengers can upgrade fares, choose seats or add baggage & extras anytime up until the day you fly, either individually or as a group.

Reassurance
If you need to make any changes to your flight or booking, you can do so up to the day of the return flight.

35   Arrive
10.35
(AGP)

- 2x adult   £102.15
FLUX2973

Liverpool

5th November   Arrive
14.30
(AGP)

- 2x adult   £92.10
FLUX1107

ght s

OV

35   14.35

50 +

etails

11.10 —direct—14.30
3hr 20

£92.10 +

flight details

add nearest alternative airports

Liverpool   to   Malaga

Malaga   to   Liverpool

Baggage & extras

Whats the problem?

Options for seat upgrades, baggage & extras have been shown to lack clarity, causing confusion and even mistrust.

Each fare option includes a different selection of items such as better seats, more baggage allowance, fast track security or speedy boarding, etc.

These items can also be added individually once past the fare selection stage. Seat selection sometimes has new packages, with different prices and different items included.

The problem is, once you have moved past the fare options, you can no longer remember what was included, so you can't compare if it is better value to add extras individually, upgrade your fare, or choose one of the different packages on the seat selection page.

This is where the annoyance and mistrust comes in. There is too much to remember, and its hard to work out what will offer you the best value for your scenario.

Solution

Clear fare options - there is only one choice of packages – the fares. No further packages are offered, but items can be added individually.

The basic fare is just the flight and one piece of hand luggage. The minimum you might need. If you don't want all the extras in the higher fare, you can choose basic, and add any extra items individually.

Upon initial selection, the chosen fare applies to all passengers on the booking.

Enter passenger 2 details

| 1. Passenger details | 2. Seat selection | 3. Baggage & extras | 4. Payment |

Lindsay Gibson ✓   Adult

Basic fare   Change fare
Outbound: £102.15   Return: £92.10

Passenger 2   Adult

Title
Mrs

First name on passport
Hayley

Last name on passport
Tideswell

Date of birth
10/04/1968

Save and continue

Comfort fare   Change fare

Included with Comfort fare

1x small cabin bag
1x large cabin bag
1x standard hold luggage
1x extra legroom seat
1x speedy boarding
1x fast track security

Outbound: £195.50   Return: £179.10

Once past the fare selection stage, each passenger can upgrade their fares individually, at any point up until payment. This is handy if each person on the booking has different requirements. Each passenger can also add their own individual items.

Fares and extra items remain assigned to each separate passenger, rather than being grouped together. This helps keep track of things by chunking everything into groups that naturally make sense to the user – the passengers on the trip.

The details of each passengers selected fare are displayed on every subsequent page until payment so you can always see what is included in that fare, and weigh up whether it is best to upgrade fare, or add items individually.

Keeping all the fares and extras assigned to each passenger, also enables the final bill to be broken down per-passenger – which led to the 'split-the-bill' feature to remove the issue of transferring money between passengers, and all the hassle that comes with that.

Seat selection

| **Outbound** | Return |

Lindsay Gibson   **3A**
Basic fare   Extra legroom selected   £20.00   change

Hayley Tideswell   **X**
Comfort fare   Extra legroom included   £0.00   Select a seat

Outbound complete

Seat selection shows each passengers selected fare, with copy that shows what seat is included with their fare.

Baggage & extras

Lindsay Gibson   **Basic Fare**
£20

Hayley Tideswell   **Comfort Fare**

Included with Basic fare | Extra items

1x small cabin bag   1x Golf bag   £45
1x large cabin bag
1x standard hold luggage
1x extra legroom seat
1x speedy boarding
1x fast track security

Happy with selections?   Continue

Baggage again relates each passenger back to their fare, and lists what is included in their chosen fare