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## Assumptions & Research

### Assumptions - top 5 reasons for visiting site

Booking a flight  
Checking in  
Flight Status  
Miles Program  
Travel Alerts

### Research

#### Airlines & Travel sites

Delta	Jet Blue Airlines
United	SAS
Southwest	Emirates
Northwest	Quantas
Air Canada	Orbitz
Air France	Expedia
British Airlines	Hipmunk
KLM	Kayak
Virgin Airlines	

### Articles

***UX insight: Flight booking behaviours in Asia and three crucial lessons to help boost your conversion rate.***

<http://blog.xm-asia.com/2013/05/21/ux-insight-flight-booking-behaviours-in-asia-and-three-crucial-lessons-to-help-boost-your-conversion-rate/>

***Usabilla Report: The UX of 18 leading travel websites***

<http://blog.usabilla.com/ux-travel-sector/>

***13 predictable user experience problems on travel websites***

<http://econsultancy.com/us/blog/62814-13-predictable-user-experience-problems-on-travel-websites>

***Why user experience is so important on travel websites and how to get it right***

<http://www.tnooz.com/2010/08/16/news/why-user-experience-is-so-important-on-travel-websites-and-how-to-get-it-right/>

***Airline UX is terrible, but website design is not UX***

<http://shoobe01.blogspot.com/2012/07/airline-ux-is-terrible-but-website.html>

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## My Process

My process for this assignment began with looking at various different airline and travel websites to learn what is similar and what differentiates different companies.

Next I did some research to find online articles specifically about UX for airline and travel sites. I also looked on the KissMetrics site for articles about conversion for travel sites.

Armed with this new information I had some ideas kicking around in my head so I started sketching. I really like how the Emirates website pops up a persistent "Book a Flight" pane at the top of the screen as you scroll down their homepage, as well as having their main interaction pops as fly-outs on the right, but I was not sure this persistent "Book a Flight" was the correct direction. So, I decided on a persistent header. This interaction model also translates well for responsive design.

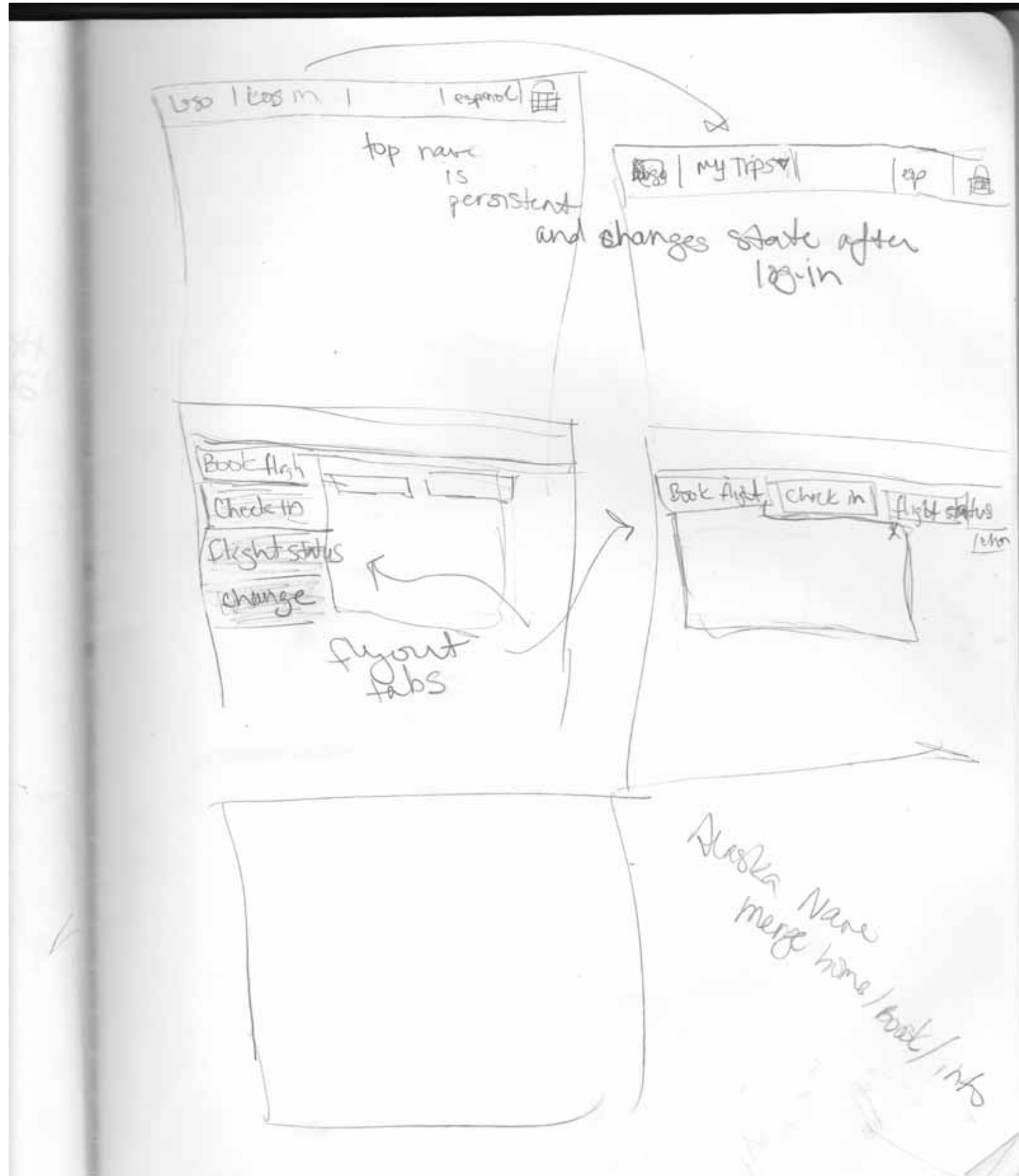
After sketching for a bit, I started playing around with layouts in Omnigraffle. I did not make different versions of my document, just kept revising the same document until I felt it was in a place I could stop.

In terms of page layout, I decided to move what is currently in the right content area on the Alaska Airlines website to be the background image. In order to get this idea across, I had to fake a picture in my Final Concept. I tried to use a placeholder, as with traditional wireframes, but it just looked weird. The placeholder did not give me a good sense of space on the page.

The decision to use an image as background, then meant I needed to use images in the rest of the document, so as to not be too jarring. So I copied the current content items from alaskaair.com

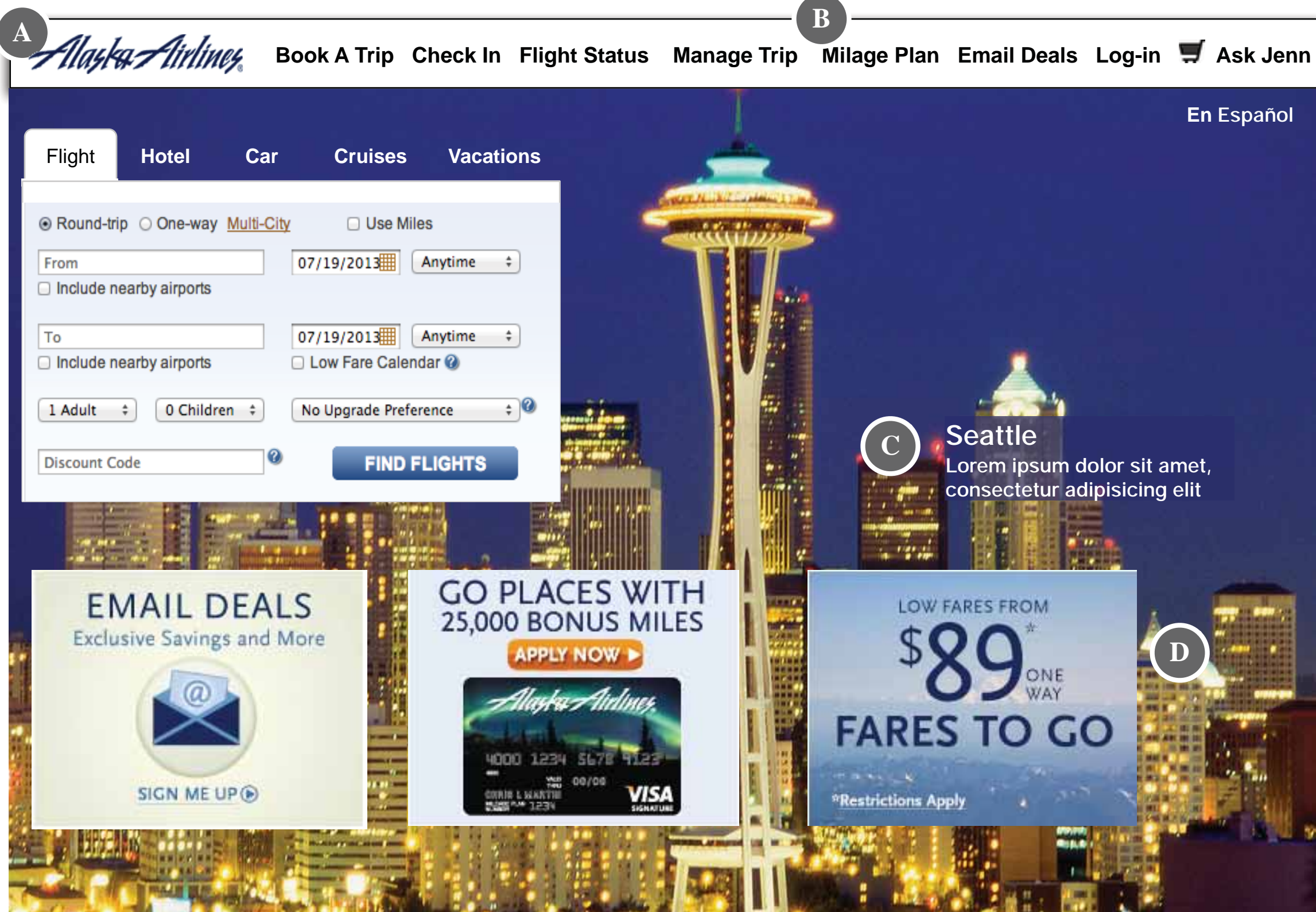
I had wanted to do a lot more, but unfortunately felt like I was running out of time. As you can see by the Flight Status and Check In pages, I just slightly tweaked what is currently on alaskaair.com. I wanted to make a page for each item in the header, but decided the 3 items I did make pages for does give you an idea of my thought process.

Sketches





Home page | Not logged in



Notes

Background image, above the fold, is of a destination city/trip that cycles thru with details/

**A** Top Nav - Logo is link to home/default.

**B** Top Nav is persistent and reflects current state of log-in. Once user is logged in "Log-in" changes to "My Account" (See next page) As user scrolls down page, Navigation bar stays at top of screen.

**C** Destination city details with link to deal/trip details.

**D** Area to showcase current offers and important details

**E** Second level content area

**F** Footer

- E** Follow us on Twitter
- Like us on Facebook
- What's New at alaskaair.com

**Products & Services**

- Gift Cards & Certificates
- Alaska Credit Cards
- Board Room
- Easy Biz®
- Trip Protection
- Fly & Buy Miles™
- Mobile
- Cargo

**Quick Info**

- Companion Fare Discount Code
- Checked Baggage
- Carry-On Baggage
- Optional Services & Fees
- Mileage Plan™ Elite Benefits
- Infants and Children
- Traveling with Pets

Top Vacation Packages: Disneyland, Los Cabo, Maui, Mazatlan, San Diego, Disney World, Seattle, Anchorage

Top Cruise Packages: Caribbean, Mexico, Alaska, Bahamas, Europe





Notes

- A** Top Nav is persistent and reflects current state of logged in.  
"Manage Trips" becomes "My Trips"  
Spanish option disappears - based on user settings. User can switch between English & Spanish in their account settings.
- B** Calendar/date picker - when user selects date field, full calendar appears so user can select both departure and return in one action.
- C** If there is a travel alert, the area in the upper left on the homepage can be used to showcase the message.
- D** Content in this area reflects users account. If user is signed up for Email Deals and/or already has an Alaska Card, this content reflects other offers that might appeal to this user.

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Notes

**A** Check In has 2 options - If user has all the appropriate info, they can enter it easy.

If user is unsure of their reservation info, they have they option to look up their reservation and check in.

If user is logged in, It would be nice to offer up a choice of upcoming flights to chose from to check in.

**B** Closing Check In reveals home screen with "Book a Trip" displayed.

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Alaska Airlines Book A Trip Check In Flight Status Manage Trip Milage Plan Email Deals Log-in Ask Jenn

A

Departure Date

Flight Number

Check Flight

Departure Date

Departure City

Arrival City

Check Flight

close X

En Español

sit amet, cing elit

Exclusive Savings and More

SIGN ME UP

25,000 BONUS MILES

APPLY NOW

\$89 ONE WAY

FARES TO GO

\*Restrictions Apply

Notes

Flight Status has 2 options

A

Date selection should be the same for each look-up option.

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