

My Trips

UX Process for the “My Trips” Section of a travel app

Step #1.

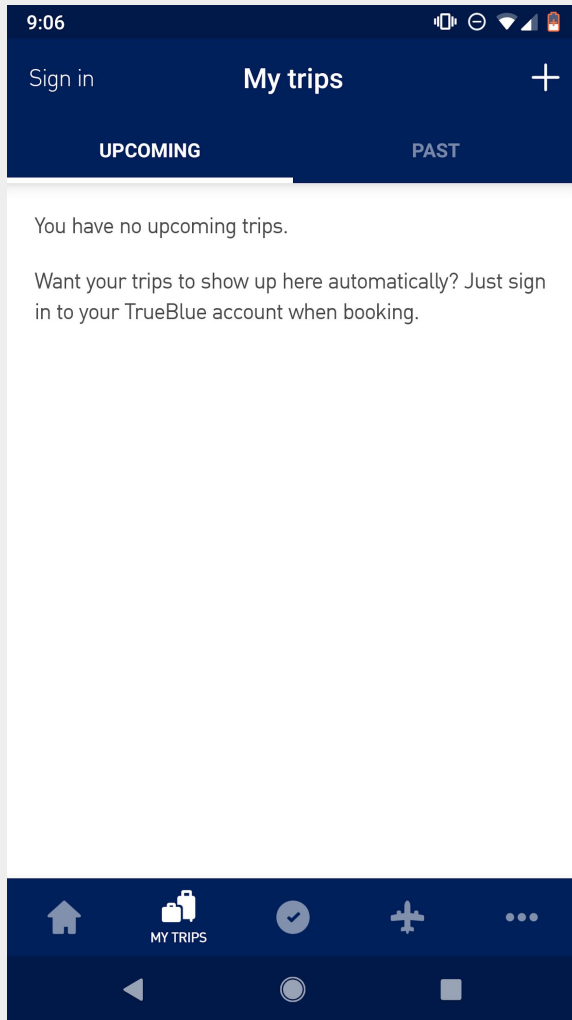
Design a wireframe solution for a “My Trips” section for a travel application. It should feel personalized and have an overall good experience for the user.

Step #2.

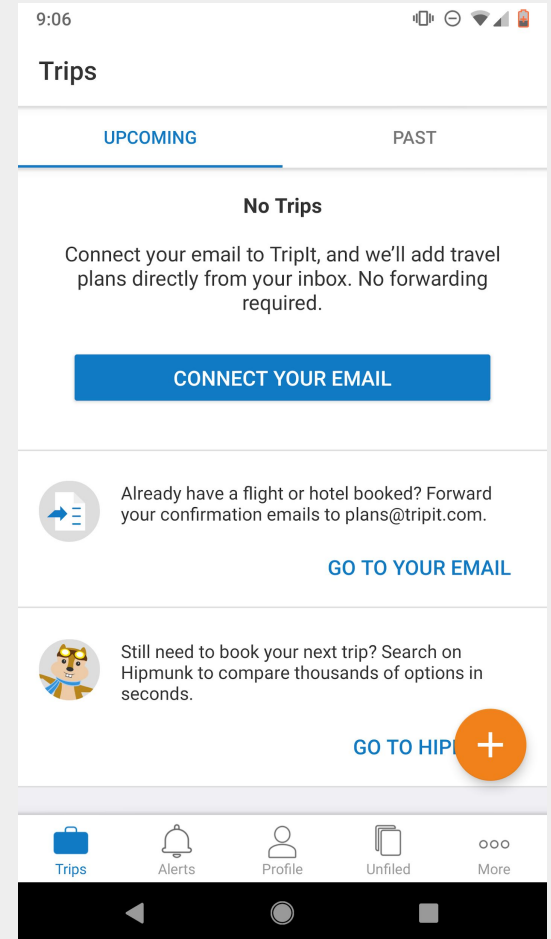
Conduct competitive research to see what our competitors offer in the marketplace.

I was only able to view the default pages without any trips added. But here's how our competitors are designing the architecture for their "My Trips" section. Users can use the top tabs to switch between booked trips or archived ones.

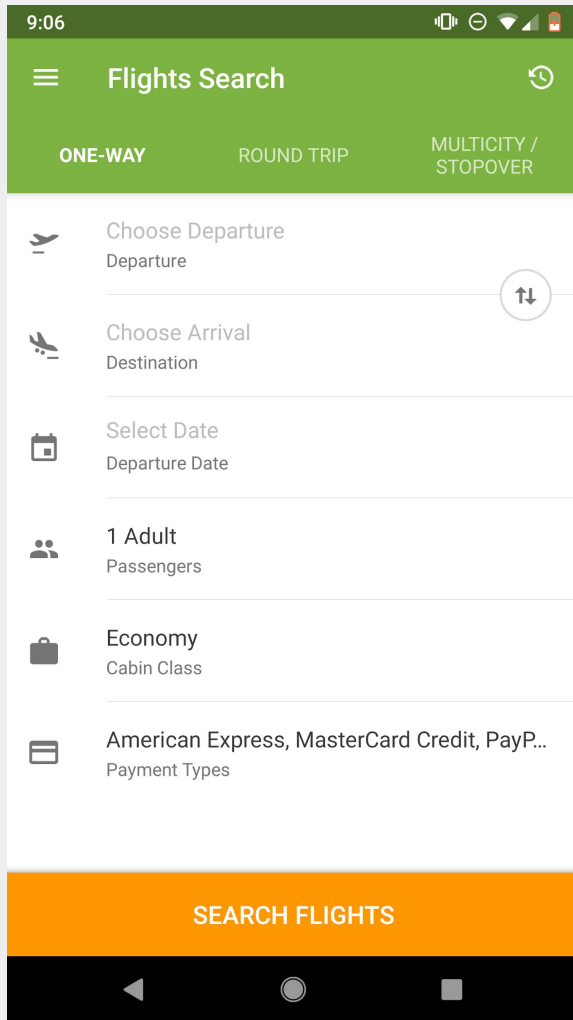
SkyBlue - My Trips



TripIt - My Trips



WeGo - My Trips



9:06

Flights Search

ONE-WAY ROUND TRIP MULTICITY / STOPOVER

Choose Departure
Departure

Choose Arrival
Destination

Select Date
Departure Date

1 Adult
Passengers

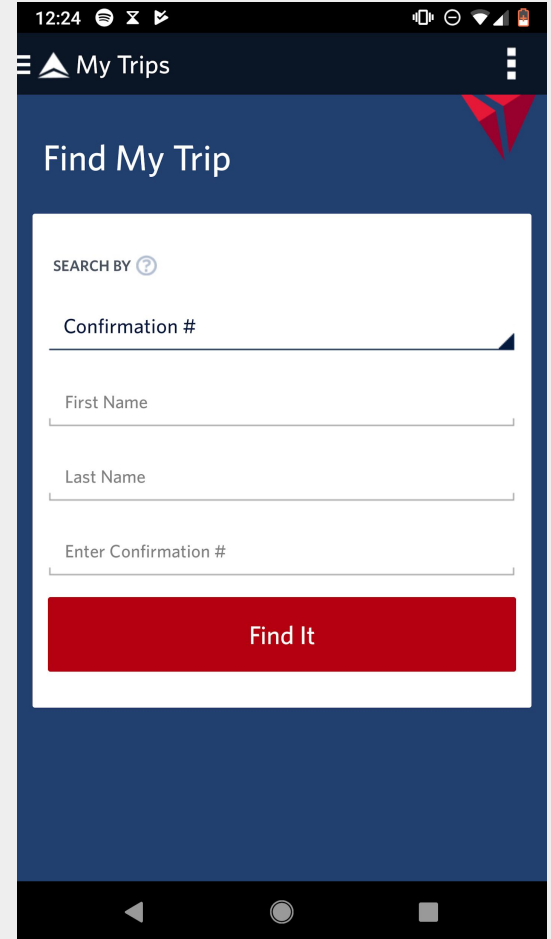
Economy
Cabin Class

American Express, MasterCard Credit, PayP...
Payment Types

SEARCH FLIGHTS

The WeGo app interface features a green header with a menu icon, a search title, and a refresh icon. Below the header are three trip type options: ONE-WAY, ROUND TRIP, and MULTICITY / STOPOVER. The main content area consists of seven search criteria, each with an icon and a text input field: Choose Departure (airplane icon), Choose Arrival (airplane icon), Select Date (calendar icon), 1 Adult (people icon), Economy (briefcase icon), and American Express, MasterCard Credit, PayP... (credit card icon). A circular swap icon is located to the right of the first two fields. At the bottom is a large orange button labeled 'SEARCH FLIGHTS'.

Delta - My Trips



12:24

My Trips

Find My Trip

SEARCH BY ?

Confirmation #

First Name

Last Name

Enter Confirmation #

Find It

The Delta app interface has a dark blue header with a menu icon, the title 'My Trips', and a Delta logo. Below the header is a white search box titled 'Find My Trip'. Inside the search box, there is a 'SEARCH BY ?' label and five input fields: 'Confirmation #', 'First Name', 'Last Name', and 'Enter Confirmation #'. A large red button labeled 'Find It' is positioned at the bottom of the search box. The bottom of the screen shows the standard Android navigation bar.

Step #3.

Determine the product's value proposition:

Our “My Trips” section is geared toward offering users access to the flight information they value most. Passengers can discover what food and beverages are on the flight, inflight entertainment options, flight details, and seating upgrade options. All of this can be easily accessed within the application.

Step #4.

Define primary customer segment and identify the customers' biggest problems.

The primary customer segment are passengers who booked the flight via our application. This is a wide range of users, most likely between the ages of 18-70+.

Their biggest problem is that they want more details about what's being offered on the flight. The questions they want answered are...

What's the weather like at my destination?

Am I eligible to upgrade my seat? -- Silver, Gold, and Platinum members' concern.

How long is the flight?

What's my departure and arrival gate?

What food and drinks are being offered on the flight?

What movies or tv series are being shown on the flight?

What's the wifi information?

What's the cost if I have to book extra luggage?

Where's my seat?

Are there blankets and pillows being offered on the flight?

What retail options are available in my connecting terminal?



BROOKE RICHARDSON

Interview Answers

Basic Information

Name: Brooke Richardson

Age: 28

Occupation: Operations Manager

Income: \$90,000

Reason for travel: Business

Boarding pass is accessible

What time the flight is

How long the flight is

Doesn't care if food is being shown

Make sure frequent flyer miles are being used

Wants to know connecting airports

Catalogue of your entire flight mileage over the course of a year

How many countries she's gone to. Tracking log

Cumulatively how far you've gone around the world in terms of miles.

Photo log links up to where you traveled. iPhone shows like a year later here are the photos you took in "blank city"



CAMILA BARCO

Interview Answers

Basic Information

Name: Camila Barco

Age: 26

Occupation: MBA Student

Income: N/A

Reason for travel: Pleasure. Visits family and friends.

Flight duration

What alcoholic drinks are served

Upfront charges for extra bags,

If you're a member can they reduce baggage fees

Photo collages that are presented the way Apple does "do you remember on this date."



LIZ ANDERSON

Interview Answers

Basic Information

Name: Liz Anderson

Age: 35

Occupation: Interior Designer

Income: \$60,000

Reason for travel: Pleasure and Business

Duration in the air - flight time

Weather when you arrive to destination

Listing of food and drink options available in flight

Listing of movie options

Listing of available music channels

Live stream of plane flying in air

Option to upgrade to another seat if you're forced to sit next to a kid. They should notify me once a child has registered so that the user can upgrade to another seat.

Preferences for beverages or snacks preknown, can pick on app before flight takes off. Stewards knows what the passenger already wants.

Purchase unopened blanket and pillow through the app. It's ready for me when I get to my seat.

**Gate information listed so user knows where there next connections are. Gate information is shown on an in-app map.



TIM AHMAD

Interview Answers

Basic Information

Name: Tim Ahmad

Age: 31

Occupation: IT Manager

Income: \$120,000

Reason for travel: Pleasure

Local activities - tripadvisor

Local restaurants - link to yelp

Local weather - average weather around this time of year

Flight times, departure, arrival, gate, if it's on time

What food is offered on the plane

What movies are being shown

What boarding group, seat #

Choice of inflight entertainment

Info about how many bags you can bring on the plane.

What airport you're departing from

Gate time

Weather at the airport you are departing from or arriving at



ROSER GONZALEZ

Interview Answers

Basic Information

Name: Roser Gonzalez

Age: 36

Occupation: High School Teacher

Income: \$40,000

Reason for travel: Pleasure and visiting family.

How long the flight is going to take

% Chance of the flight being on time

Notifications about upcoming delays

What meals are being offered. What times the meals are brought to passengers.

She has hyperglycemia and needs to eat every 2 hours.

What movies are showing.

Compensation if they are late. If flights are delayed by over 5 hours then EU regulations will pay for the flight.

Notifications whether or not the airport staff is on strike - union groups from France

Which languages the crew members speak.

Ensure that on each flight the crew can Spanish or English.

See which upgrades are available for the flight. Seat upgrades

Do they offer toothbrushes or blankets or pillows

How much foot space is there or chair space, in case someone is too tall or too fat.



TRIPTI KHATRI

Interview Answers

Basic Information

Name: Tripti Khatri

Age: 32

Occupation: High School Librarian

Income: \$50,000

Reason for travel: Pleasure and visiting family.

Where the check in counter is when you're getting ready to depart.

What row the check in is, when getting ready to depart.

Would like to know delays

Are there usb chargers attached to the seats

Is wifi available on the plane?

Want to know if her seat reclines.

What meals are being offered

Wants to know details about the terminal their flight is departing/arriving at -

Food, beverage, and retail. Destination guides about the terminal. One pdf document page.

What movies are playing on the flight?



Basic Information

Name: Hunter Cook

Age: 38

Occupation: Real Estate Developer

Income: \$170,000

Reason for travel: Pleasure, business,
and visiting family.

HUNTER COOK

Interview Answers

**Is the flight on time?

Where am I sitting?

**Where am I on the upgrade list? Based on status, gold, silver, platinum.

Estimated arrival time.

What kind of food and beverage service.

Is there wifi?

What movies are available?

What's the weather where I'm going?

What kind of overhead bins are there? - Some you roll in, some you fold down.

Is the seat next to me open or not? Or are there two seats available someplace?

Potentially have a chance to switch seats to an open space.

Are there exit row seats available?

Step #5

Empathy Map

Design an empathy map based on the interviews. The map should showcase what issues are concerning users the most.



"What gate am I departing from?"

Wants to know where she's sitting, and if there are any open seats next to hers.

"What's the wifi password on the flight?"

Watches inflight movies to cure boredom.

"Should I grab food before my flight? Or are they serving lunch?"

Thinks about how to avoid paying for extra luggage.

"What's the weather going to be like when we land?"

Doesn't check flight details until the last minute.

"Is my flight delayed or on time?"

Step #6

Feature Map

After empathizing with users, come up with solutions for their problems. Use a feature map (2nd slide) to showcase which features are desired the most.



Seating assignment details.

Listing of inflight entertainment options.

Food and beverages offered on the flight.

Departure and arrival gate details.

Current weather at the arrival destination.

Terminal details. Map showing location of retail, restaurants, and gates.

Flight times. Is the flight delayed or on time? Flight duration too.

Boarding pass is easily accessible.

Wi Fi
Information

Terminal
details

Pillows or
blankets
offered

Accessible
boarding
pass

Total miles
traveled

Flight delay
notifications

Position on
upgrade list

Inflight
entertainment
options

Seating
upgrade
options

Weather
details

Extra bag
pricing

Seating
assignment

Food and
beverage
details

Flight details

Departure
and arrival
gate details

Step #7

Task flows

By hypothesizing tasks that users are trying to complete, I break down the solution with a task flow. These flows depict the users movement through the application.



BROOKE RICHARDSON

Scenario: Flight and wifi details

Brooke is travelling to the UK for the first time. She's flying there to interview for a potential VP position at an upcoming startup. Brooke just used a new "Application" to book her flight.

She's not hard to please. Basic details is all that she's looking for. Brooke just wants to know what time her flight is, how long the flight is, and if there's wifi on board. Fingers crossed that there's an internet connection onboard, because she still has to prep for the interview.

Task Flow

Open app



Go to "My Trips"



Select Flight Details
on bottom nav



Select Departure
Tile to see details

View modal with detailed
flight info. Wifi is included



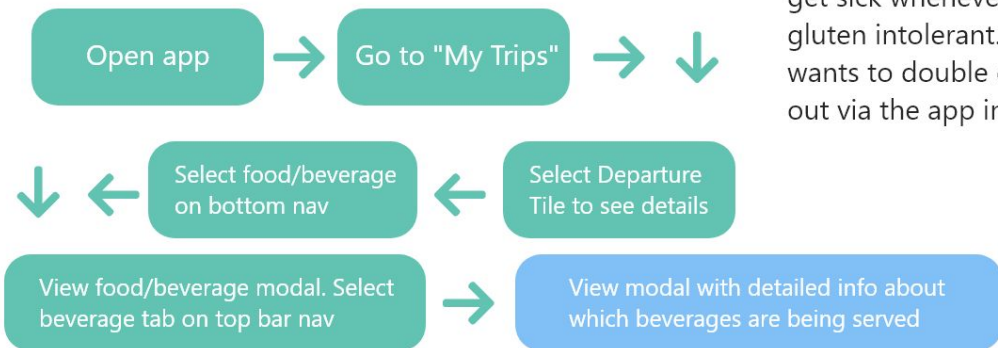
CAMILA BARCO

Scenario: Are there drinks onboard?

Camilia is about to travel for Spring Break. She's had a tedious semester, so she's looking forward to relaxing and enjoying herself. Her best friend, Jenna is joining her on the trip. They're going to Cancun for the first time.

Jenna and Camila want to have a couple drinks on the flight. But Camila get sick whenever she drinks liquor. Beer is also an issue since she's gluten intolerant. So wine is her preferred drink of choice. So, Camilla wants to double check if wine is served on the flight. She'd rather find out via the app instead of calling the airlines.

Task Flow





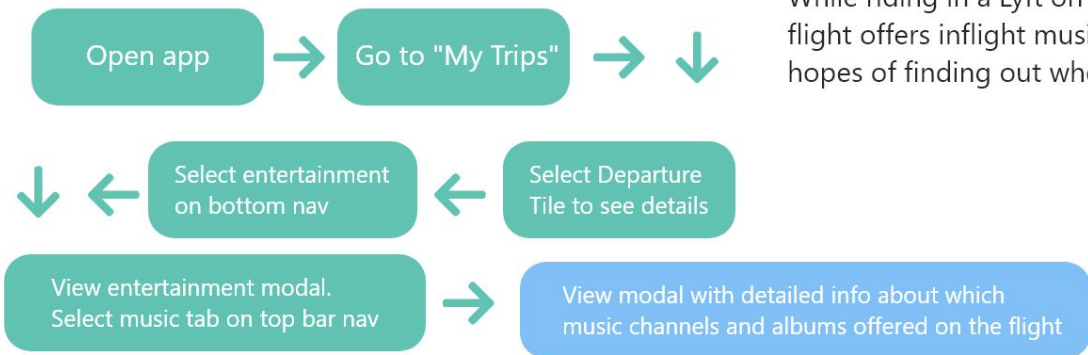
LIZ ANDERSON

Scenario: I forgot my iPod

Liz typically flies with a vintage iPod. It has all of her favorite mixes. She usually flies with it too. Unfortunately, she's very afraid of flying, but classical music calms her nerves.

Liz has to catch a flight to visit a client in Boston. She was in such a rush to pack, that she forgot her iPod, but she remembered her headphones! While riding in a Lyft on the way to the airport, she's like to see if the flight offers inflight music channels. So she just opened "Application" in hopes of finding out whether there's music or not.

Task Flow





TIM AHMAD

Scenario: What's the weather in DC?

Tim is flying to DC to visit some old college buddies. He heard from a friend that it's supposed to be snowing this weekend, but he hasn't checked the weather. It's just in the back of his mind.

Tim arrived at Hartsfield International and is in a huge rush. He's running 20 min late and hurrying to his gate. He suddenly remembers that he forgot to check the weather. Since he has a few minutes to kill, he opens the "Application" to see if it's snowing or not.

Task Flow

Open app



Go to "My Trips"



View screen with details about the weather at your destination



Select Departure Tile to see details



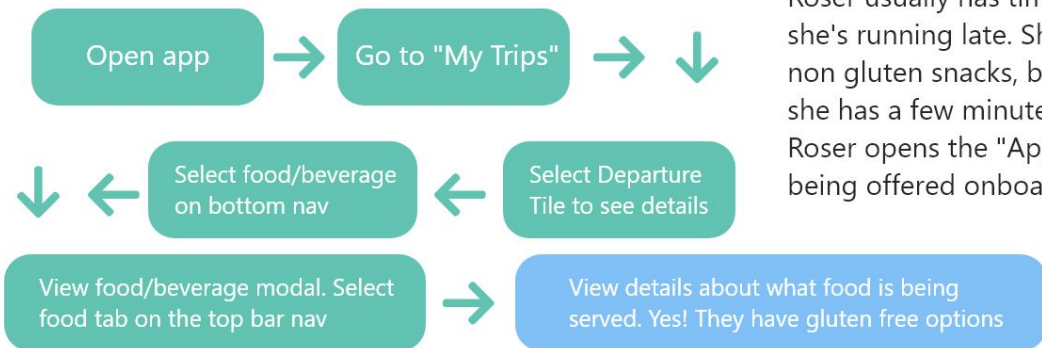
ROSER GONZALEZ

Scenario: I'm gluten intolerant

Roser is preparing to visit her family on the West Coast. She's been on this flight a million times, but always seems to forget something. A gluten free snack. The flight from Miami to LA is typically 7-8 hours, which can be grueling if you can't eat any of the meals being offered on the flight.

Roser usually has time to swing by an airport convenience store, but she's running late. She'd love to know if the airlines are finally offering non gluten snacks, because those pretzels give her nasty headaches. So she has a few minutes to spare while going through airport security. Roser opens the "Application" and browses for info about what food is being offered onboard.

Task Flow





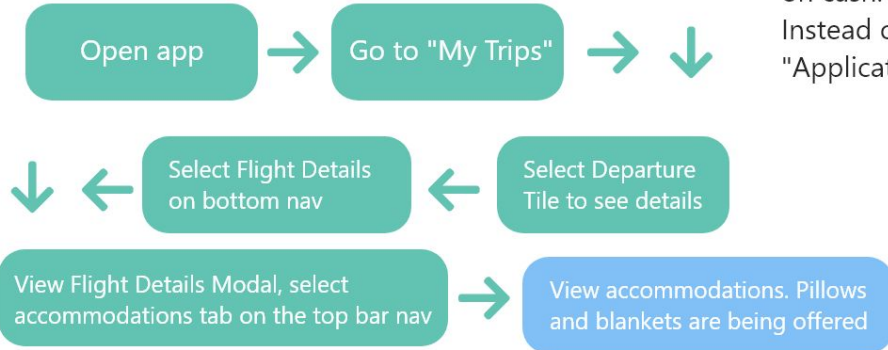
TRIPTI KHATRI

Scenario: I'd like a pillow

Tripti has a long flight ahead of her. She's travelling from Atlanta back to her hometown, New Delhi. The flight time is pretty long, she's in for a 9 hour flight.

Tripti typically brings her travel pillow, but, today, she forgot it. Buying a pillow from the commodity store would be an option, but Tripti is low on cash. She wants to see if the flight offers any complimentary pillows. Instead of going up to ask the front desk staff, she decides to open "Application" and check for herself.

Task Flow





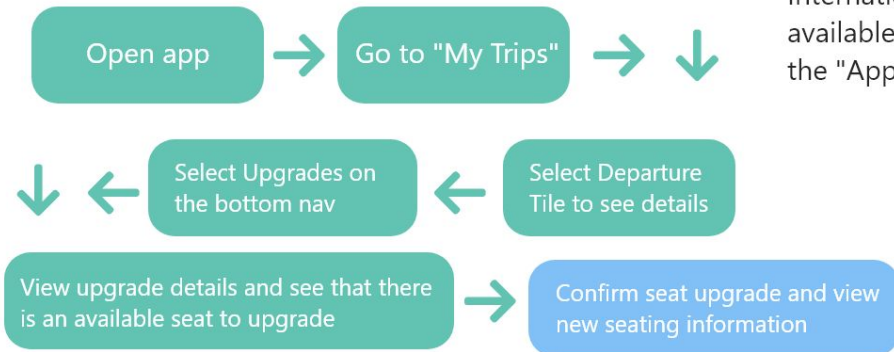
HUNTER COOK

Scenario: Platinum Member Upgrade

Hunter is a frequent flyer. He's usually travelling at least twice a month to meet with clients and investors. Since he travels so much, it made more sense for his company to provide him with a Platinum membership.

Hunter's favorite perk about being a platinum member is being the first to get offered seat upgrades. He's currently riding in a Lyft on the way to Hartsfield International Airport. Hunter wants to know if there are any seat upgrades available, since he was only able to purchase business class. So Hunter opens up the "Application" to see if he can upgrade his seat.

Task Flow



Step #8

Wireframe sketches. After getting a better understanding about what our users wanted to achieve, I took the task flows and applied them to several sketches.

The following drawing is The flight modal that opens once a user selects the booked flight details tile on the “My Trips” section. Underneath it is the architecture of the inflight entertainment tab. And to the far right is what booked flight tiles look like on the “My Trips” tab.

By using tabs and a bottom bar navigation, I was able to condense all the user needs within navigational components. The “My Trips” page is kept clean with minimal information about the flight until a user decides to tap on the tile. All the other flight details are found once the user opens the flight page itself.

Here users have access to...

Their digital boarding pass

Departure and arrival times

Flight status

Boarding time

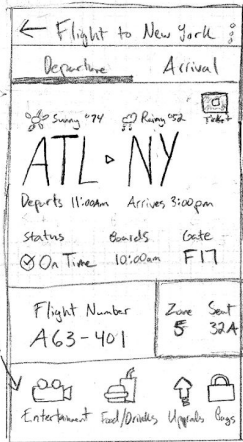
Gate #

Details about the weather at their arrival destination

Zone number accompanying a seat number

Then along the bottom bar navigation, they can find more detailed flight info (duration in air, travel distance), information about inflight entertainment (movies, tv shows, music), food and drink services, seat upgrades, and information about extra baggage.

Flight Spacing Modal

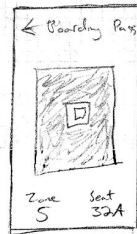
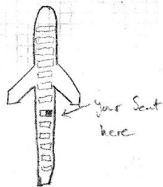


Add Flight Details
Entertainment
Food/Drinks
Upgrades/Seating
Bags

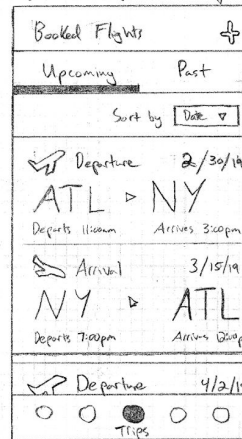
Accessible boarding pass. Opens a separate modal that is the plane ticket.

Flight details

Designed to look like
it's an affordance. It
opens a separate modal
that displays the plane's layout



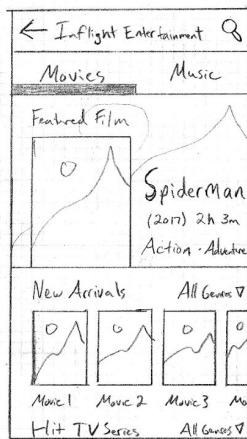
My Trips Page



Book a new Flight

Need to interview
users who fly a lot
to find sort options

Users can sort
by dates, countries,
or flight miles?



Users can search for specific titles

After opening a details modal,
the user can select the film
to be queued by the time they
book their seat.

Next Steps

The next step would be to sketch out all of the secondary app screens and modals. These initial sketches just show the foundation of the “My Trips” tab and a flight modal. There’s much more work to be done!

Thanks for viewing my process. I apologize for not having the entire app sketched out, but the research phase was necessary to understand what I was attempting to design.

-Matt R.