



AIR TRAVEL

Interaction Design for Mobile



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OBJECTIVES

To address issues and user goals established during the research and analysis phases.

To build on the user flow diagram for flight booking on a mobile app.

To use sketching as a tool for problem solving.

To sketch screens and screen states for users flowing through and completing the task of booking a flight.

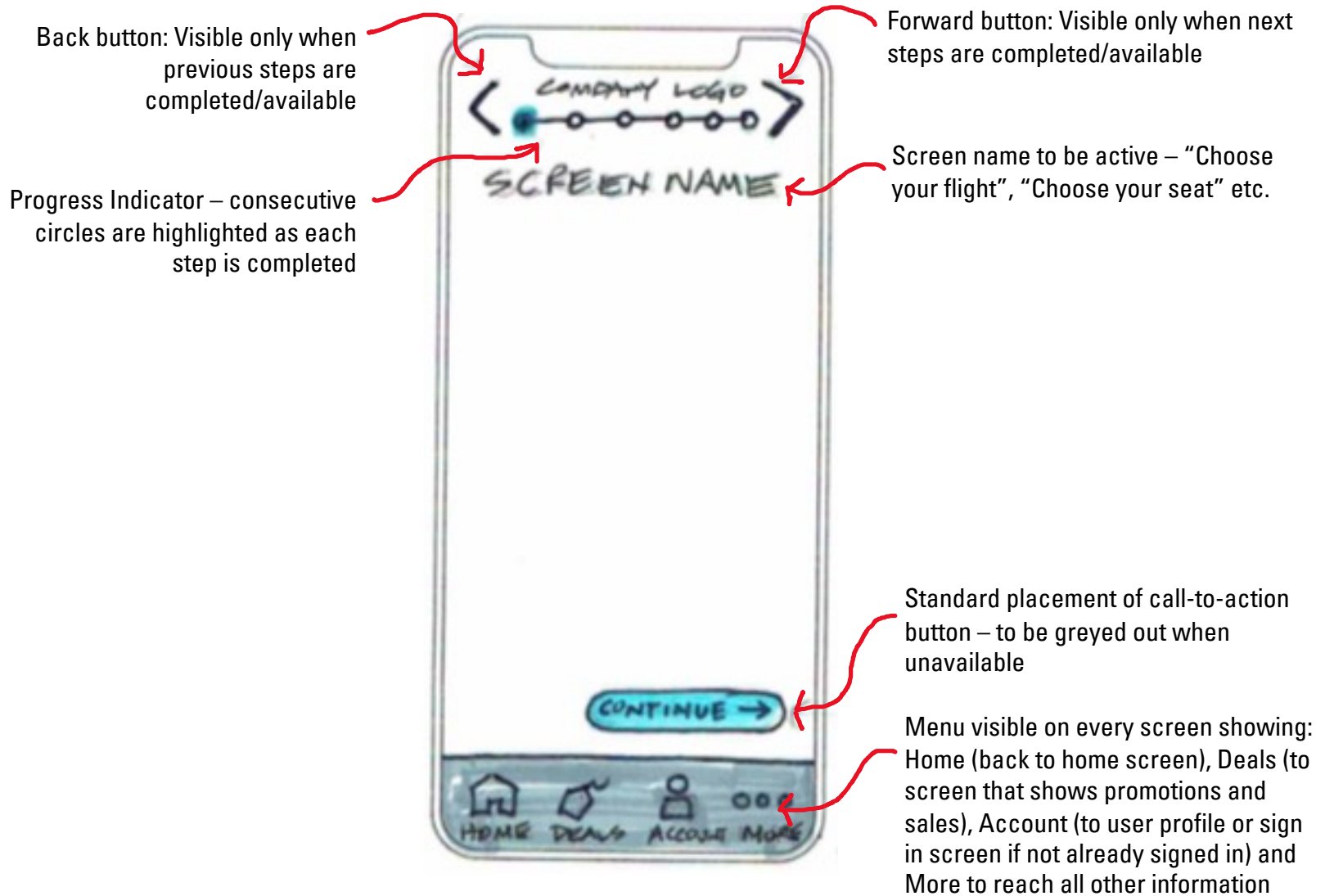
To lay the foundation for an interactive digital prototype.

TYPICAL SCREEN

I began the process by designing a typical screen layout that incorporated the company logo, back/forward buttons, status indicator, screen name, call to action button and menu bar.

A system of aesthetics was also chosen at this time. For example, I settled on rounded elements vs. rectilinear elements. As well, chevrons were to be used consistently for back/forward screen navigation, to signal up/down scrolling and to expand/contract menus.

Android Material Components and Apple Human Interface Guidelines were referenced as inspiration.



SCREEN & SCREEN STATE SKETCHES

Once a screen template was established, the next step was to sketch each step of the user flow diagram as a screen/screen state. Although some additional information was included on certain screens and some screen states were altered from dialogue boxes to drop down menus, no extra steps were added or taken away.

The initial sketches were made in pencil to allow easy experimentation and alterations. This initial pass established a layout. Ink and color were then added on top to bold & highlight items of importance. Lastly, notes were added digitally to provide more detail.

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Important Notifications

Calm background image
of sky with plane
showcasing airline logo



Home Screen



Flight Search

Search button greyed
out until all fields are
completed

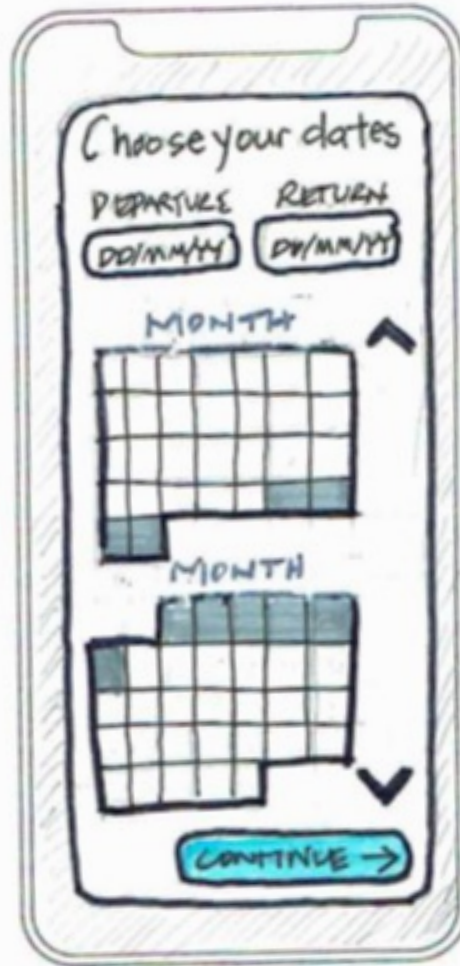
MyAirUX

'To' dialogue box is the same as 'From' except it shows 'Favorite Destinations' instead of 'Nearby Airports'

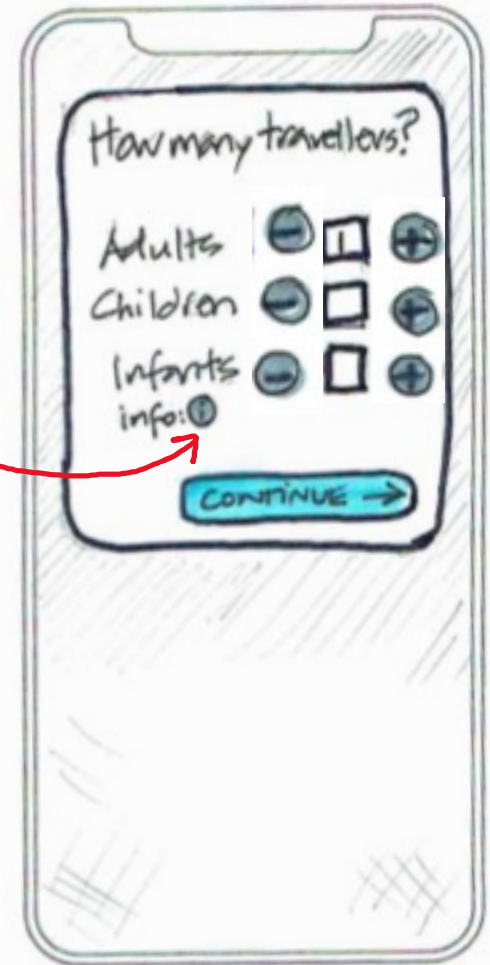
Click 'Info' icon for information about having infants on board



To/From Dialogue Box



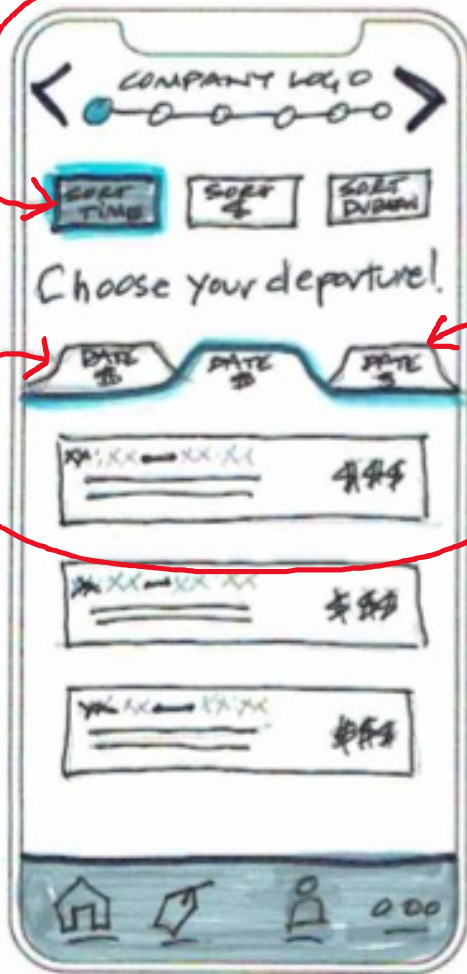
Dates Dialogue Box



Passengers Dialogue Box

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"Sort" defaults to
sort by flight time



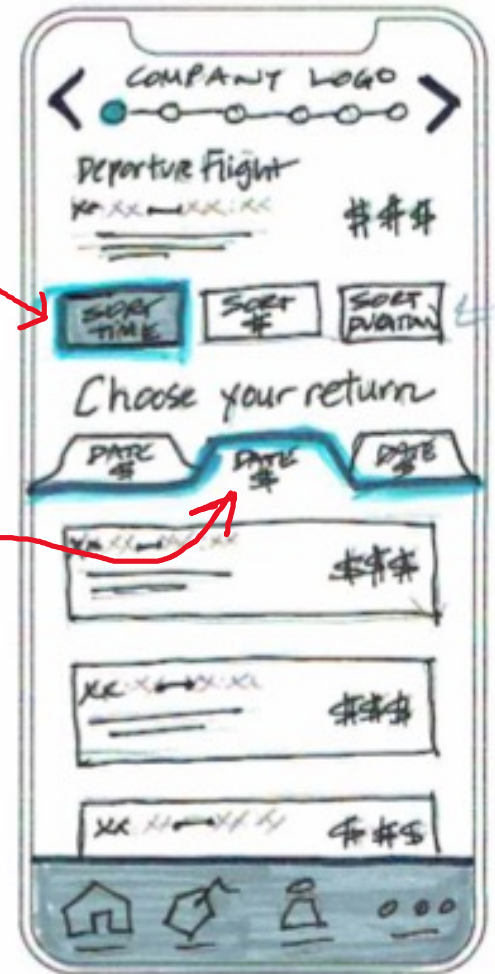
Departure Flights

Active 'Sort' is
highlighted



Fare Option Dialogue Box

Active tab
is shown to
be 'in front'
and is
highlighted



Return Flights

Same dialogue box
appears for return flight
chosen

MyAirUX

Additional fields will show as they become relevant to flights selected (i.e. passport info for international flights)

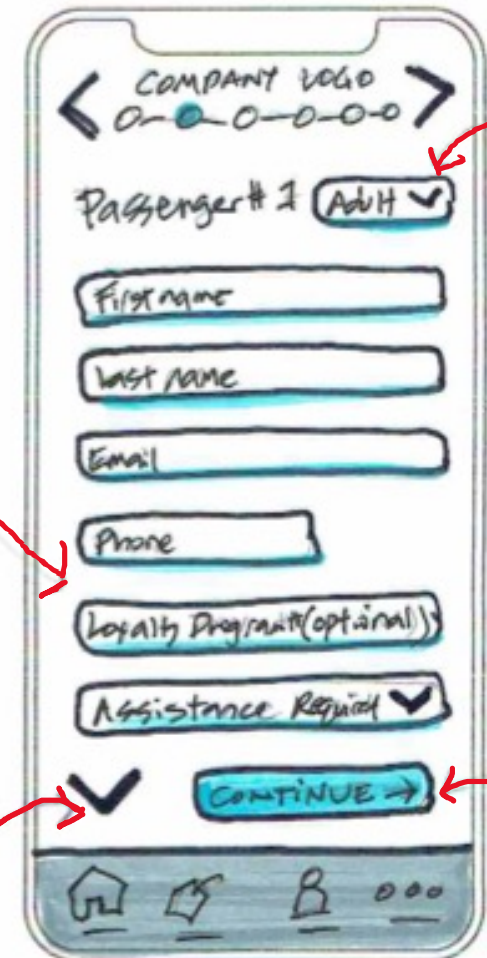
Defaults to 'Adult,' other type if chosen when selecting passengers



Flight Summary



Sign In Screen



Only shows if more fields below

Passenger Info

Greyed out until all required info is completed

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Hand-drawn mobile app screen for "Enter Name". At the top is a header with "COMPANY LOGO" and a progress indicator (a line with five circles, the second of which is filled). Below the header is a label "Passenger #1" followed by a dropdown menu showing "Adult" with a checkmark. There are three text input fields: "FirstName", "LastName", and "Email". At the bottom is a keyboard with a blue background, featuring a QWERTY layout, a "KEYBOARD" label, and a "SPACE" button. A microphone icon is at the very bottom.

Enter Name

Hand-drawn mobile app screen for "Enter E-mail". It has the same header and "Passenger #1" dropdown as the first screen. The text input fields are "FirstName" (containing "JANE"), "LastName" (containing "DOE"), and "Email". The keyboard at the bottom is blue and includes "E-MAIL" and "KEYBOARD" labels, along with "SPACE", "@", and "." buttons. A microphone icon is at the bottom.

Enter E-mail

Hand-drawn mobile app screen for "Enter Phone & Loyalty #". It has the same header and "Passenger #1" dropdown. The text input fields are "Email" (containing "jdoe@mc.com"), "Phone", and "Loyalty Program (optional)". Below these is a dropdown menu for "Assistance Required" with a checkmark. The keyboard at the bottom is blue and features a numeric keypad (1-9, 0, *, #) and a backspace key labeled "K". A microphone icon is at the bottom.

Enter Phone & Loyalty #

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Assistance Info

Seat Selection

'Return Flight' on return flight seat selection, otherwise similar screen

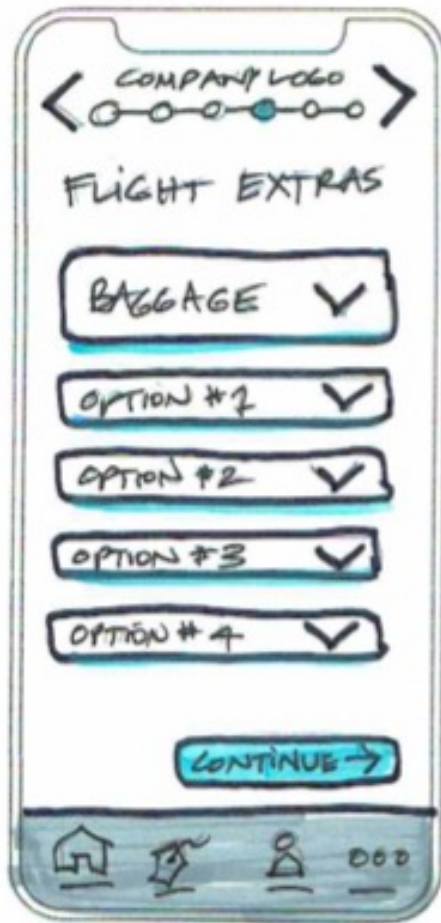
Other selected seats will show (i.e. P1 once selected when selecting for P2)

Seat Dialogue Box

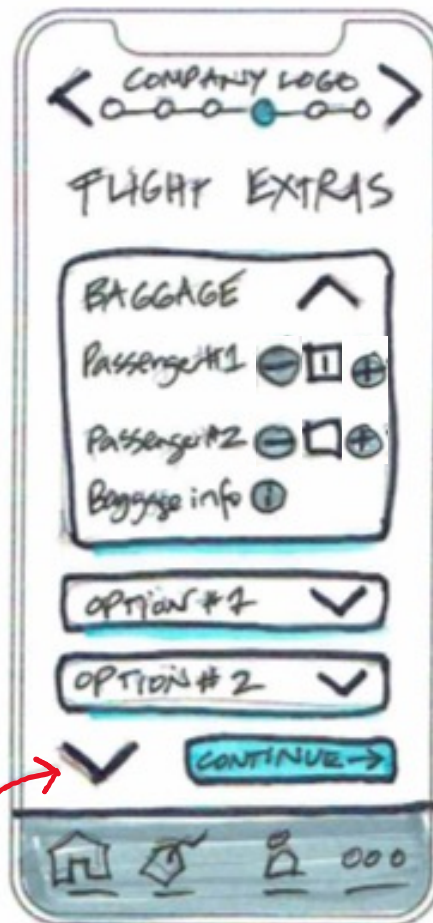
Repeat for each flight and passenger

Arrows visible only if info hidden

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Flight Extras



Baggage Option



Typical Option

Chevron visible only if there is hidden information below (i.e. when fields are expanded)

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Logo condenses once credit
card company is detected

Cost Summary

Payment Screen

Credit card company logos – once type is detected only that logo shows

Enter Card #

Click 'Info' icon to locate security ID on card

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Enter Exp/Sec ID



Enter Name



Confirmation

ALTERNATE HOME SCREENS

Because a user flow diagram was available to guide the process, once a system of navigation and aesthetics were established, it was fairly straightforward to translate each step in the flow diagram into a screen/screen state.

The exception was the home screen. The home screen is unique in that it sets the tone for the overall app and has more flexibility to differ from the standard layout. As such, it was the one screen that generated the most design options.

I've chosen to include some of the alternate layouts because I feel that they all prioritize the two most common user tasks on an airline app - #1 booking a flight and #2 checking in for a flight – and are to some extent aesthetically compatible with the design of the other screens.

However, compared to the one included with the other sketches, one option is more whimsical, another includes important messages such as COVID-19 updates on the home screen instead of as a separate notification screen, and the last alternative option is a hybrid of the other two.

In the next stage of the project, I intend to use A/B testing and/or surveying (either with sketches or a prototype) to narrow down which screen option is preferred by users.



Alternate Home Screen #1

Assumes COVID-19 Update on own screen before this screen



Alternate Home Screen #2

Includes important messages such as COVID-19 Updates on home screen



Alternate Home Screen #3

A hybrid of Alternate Home Screen #1 and #2