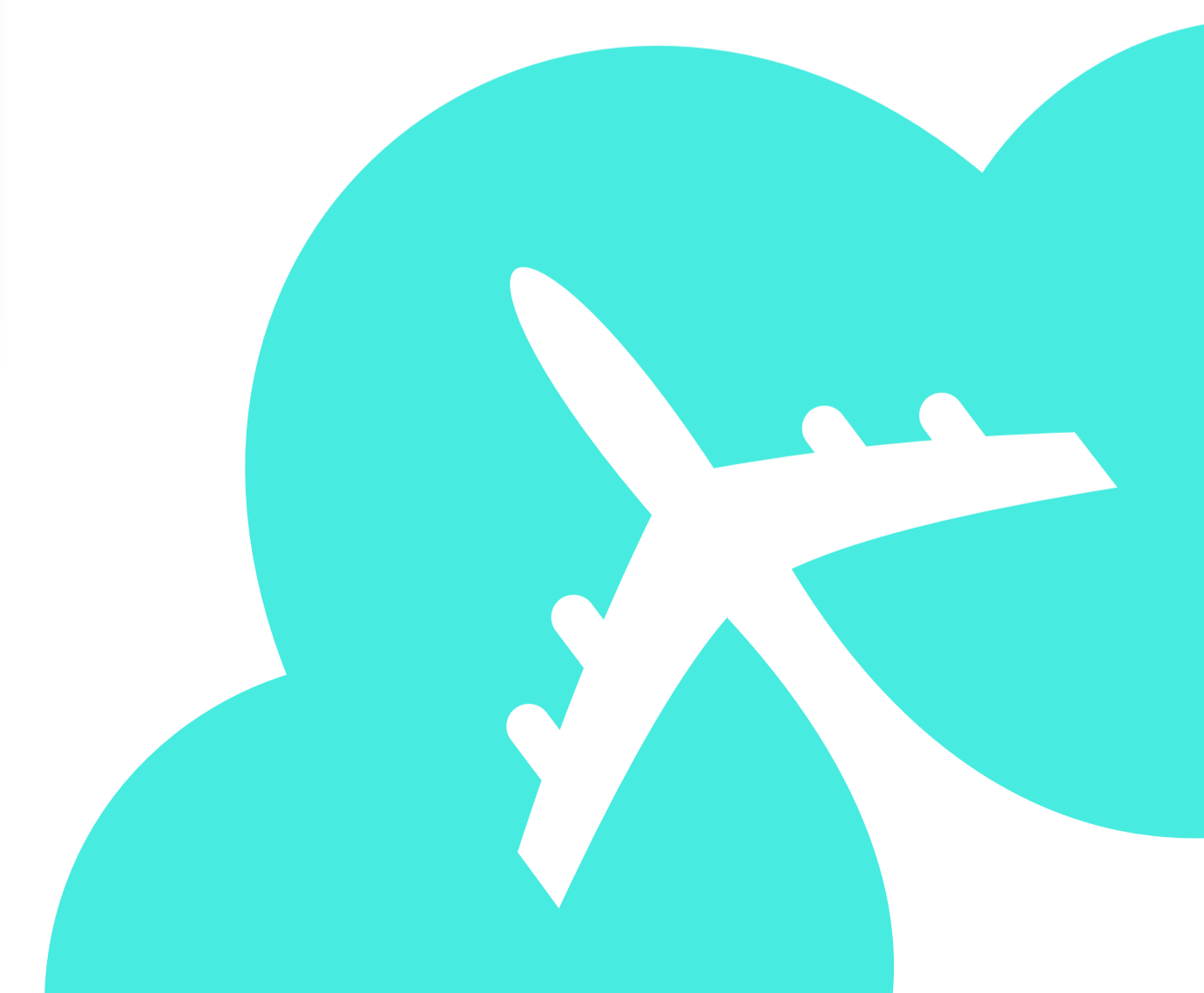
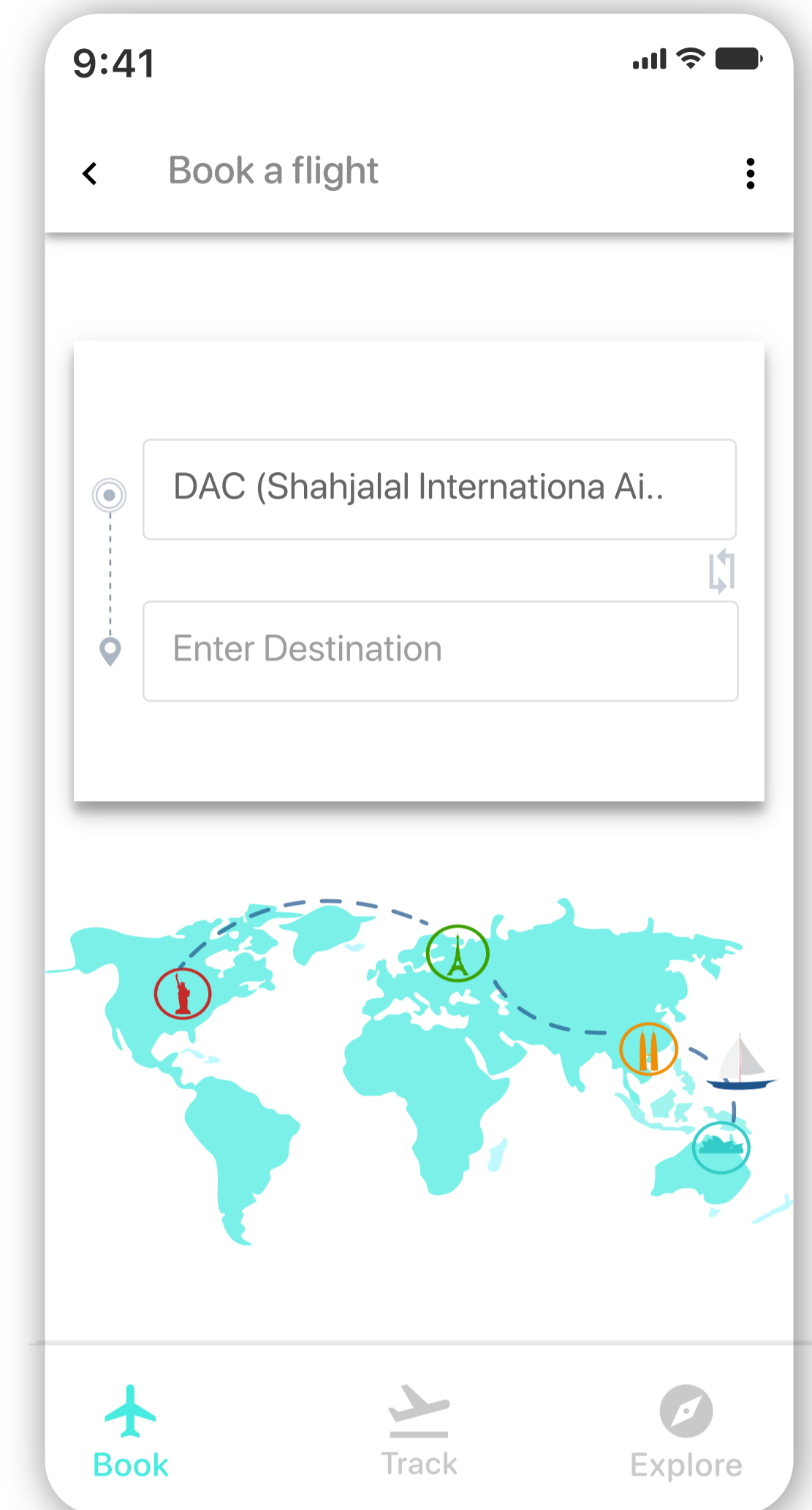



CLOUD Airline

Daniel Tshoane [Case Study](#)

TOOLS



Introduction

Product Challenge  Product Overview

Introduction

Product Challenge

You are required to design screens as a concept for a **mobile application**. The client is a new low cost airline who would like their customers to be able to **book flights through the application**. They have ascertained that the majority of their customers are using **Android devices**.

Requirements:

- Create a set of UI wireframes (high fidelity)
- Logo design for the airline
- Share your UX process in detail

The application needs to have the following functionalities (as a minimum):

- User Login/Registration
- Flight Booking (Date/Airport Selection etc)
- Seat Selection

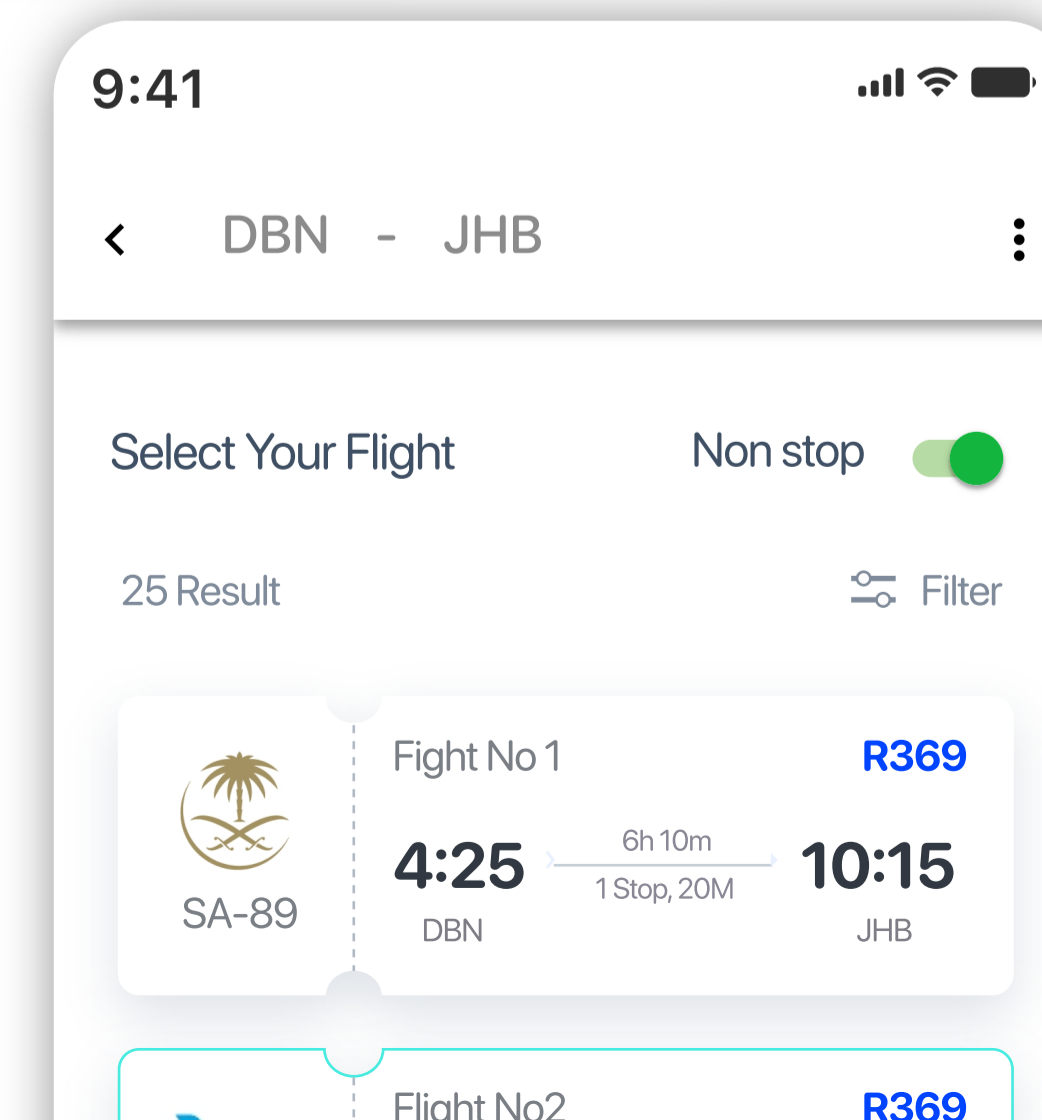
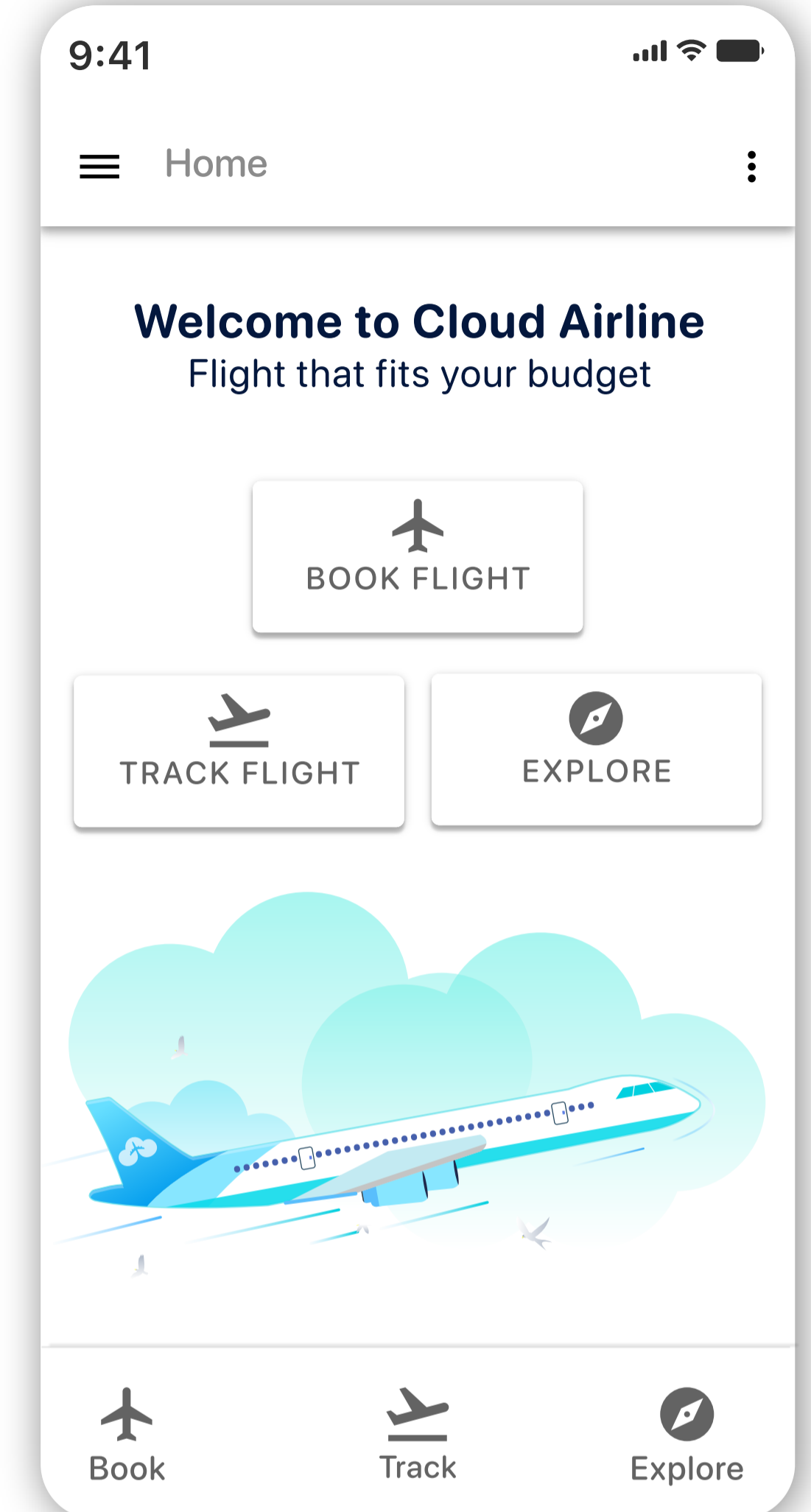
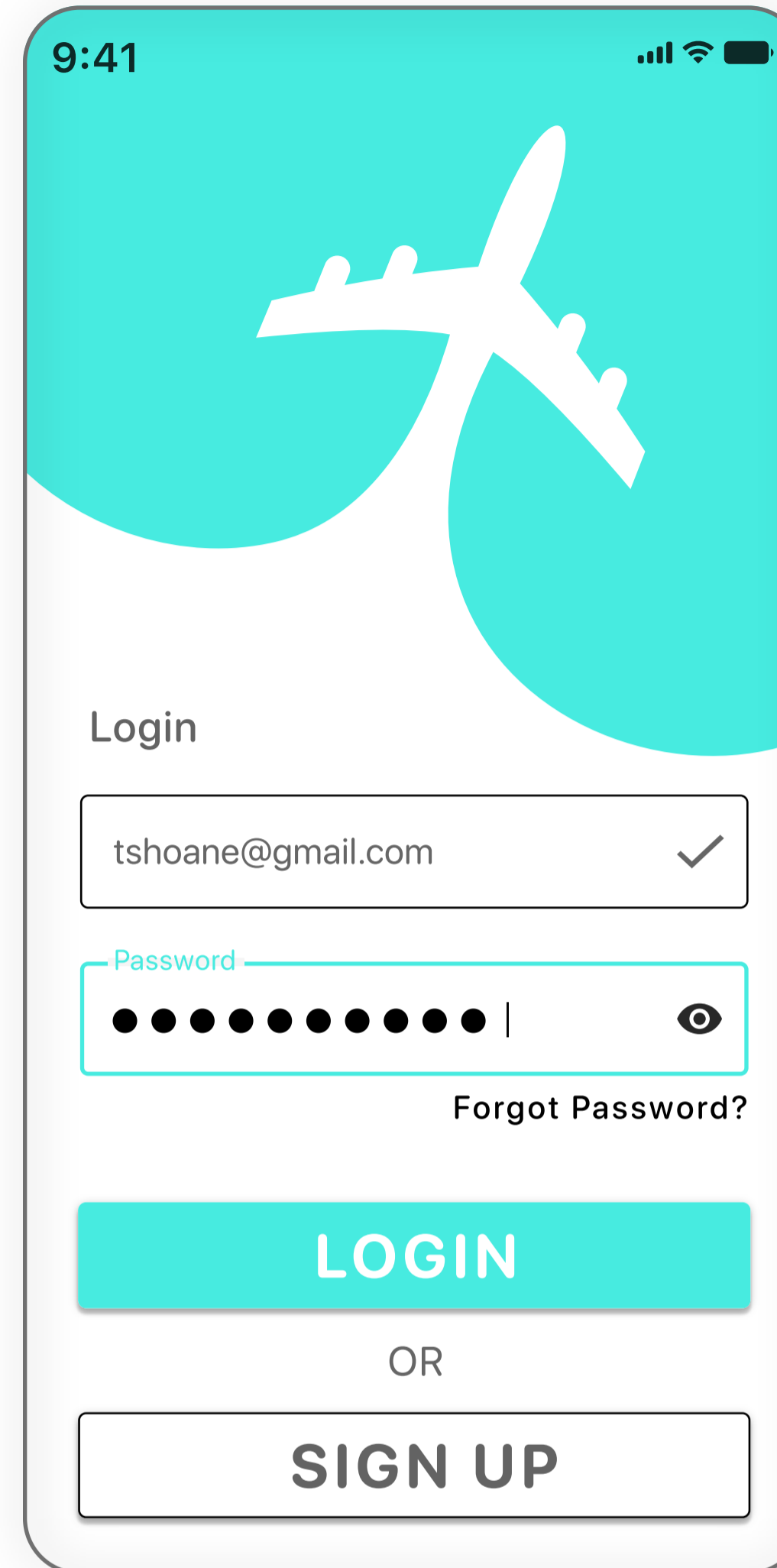
Introduction

Product Overview



Cloud Airline application is a mobile app for an **international airline company**, it's designed to help customers book and buy flight tickets online at their convenient time.

It also helps users to find the **cheapest flights** around the world according to their search and track flight status and destinations.



UX-UI Process



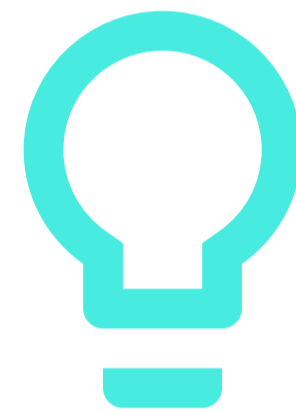
Empathize

User Research
Persona



Define

User Journey
Card Sort



Ideate

Sketches
Wireframes



Prototype

Hi-Fi Mockups
Prototype



Testing

User Testing
Analytic Report

Empathize

User Research  Persona

Empathize

User Research

I have gathered some existing users reviews and feedback of some of the **competitor's apps** on play store to understand the **user's needs**, positive and negative reviews.



South African Airways

- Poorly constructed. Drops your data on updating. Date select function an absolute frustration when setting personal data.



Cheap Flights

- You can search and book flights easily through this app.
- This is the best application if you want to book your flights and it's free.

Empathize

User Research



Mango

- bad interface, multiple logins and confirmations for no reason. just a duplicate of the website
- not user friendly, app is in need of an update to a newer version of Android/Operating system.



Emiratea

- One of the easiest and most user friendly airline apps. Very convenient and straight to the point. Runs super smooth without any interruptions.

Through the **user's reviews** and rating from play store, I can now understand that users are looking for user friendly, hustle free and easy to use flight booking apps, most users gets **frustrated** when they can't archive their **expected goals** through an app. I explored these competitors apps and managed to take some of the good features mind and things not look out for which courses bad experience for the user.

Empathize

User Research

1 On 1 Interviews

I spoke to 3 people i know from gym just to find out how they travel and what is it that can make their travel easy and straight forward, and asked them if they would use an app that helps you do your booking from start to finish without going anywhere.

Answers: It would be great to be able to avoid going to a mall to get a plane ticket and just doing the whole process with an app while spending time with your family.

Empathize

Persona



John

Age: 35

Occupation: Businessman

Pretoria

John is a businessman who likes to spend his free time with family and he want to spend less time booking for tickets, entertain his kids while at home and looking for a better way to book his flight tickets

Goals:

- Convenient way to book flight.
- Track his flight while at home
- Complete a flight booking online
- Spend time with family

Pain Points:

- Too much time spent in booking
- Don't find the airline's mobile app
- Driving long distance to go buy tickets

Define

User Journey  Card Sort

Define

User Journey

1 New User

Install
App

Open
App

Walkthrough
Screen

Login
Sign Up

2 Signed In

Home
Screen

Flight
Booking

Track
Flight

Explore
Top destinations

3 Book Flight

Select
Destination

Choose
Date

Choose Class
Travelers

Select
Flight Ticket

Flight Ticket
Information

Booking
Information

Make
Payment

Select
Seat/s

Confirmation

4 Track Flight

Search
Flight

Enter
Flight Number

5 Explore

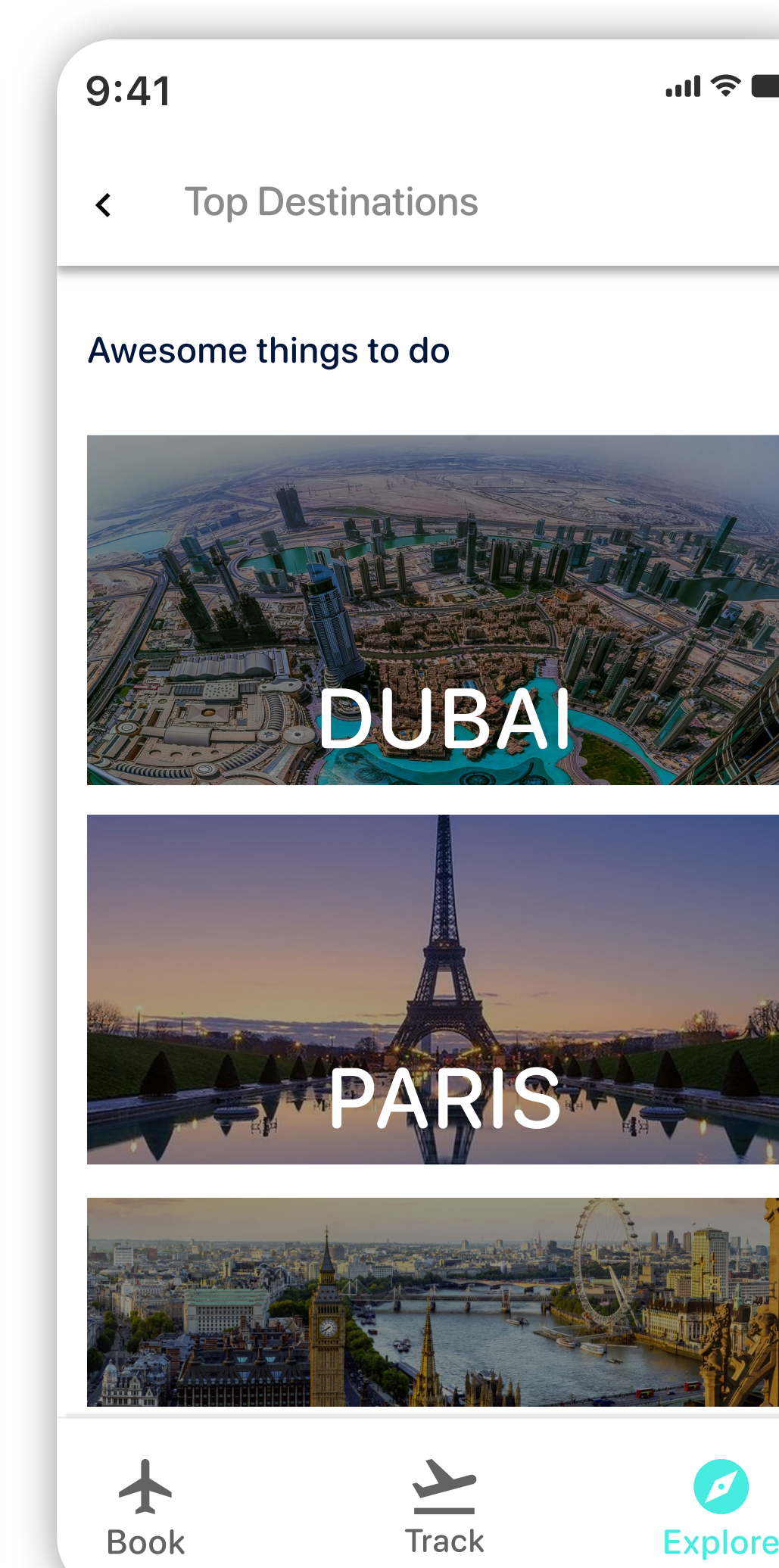
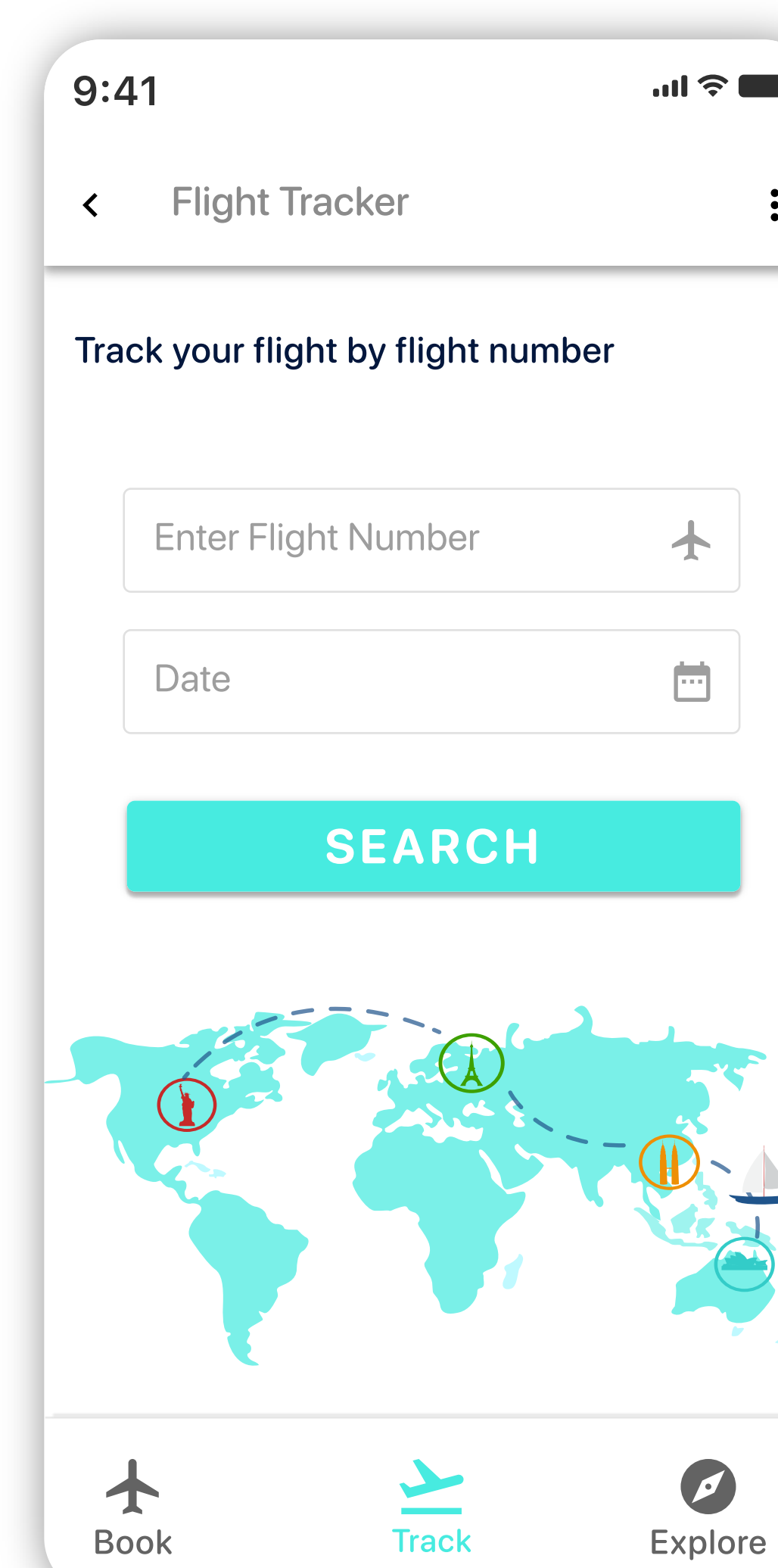
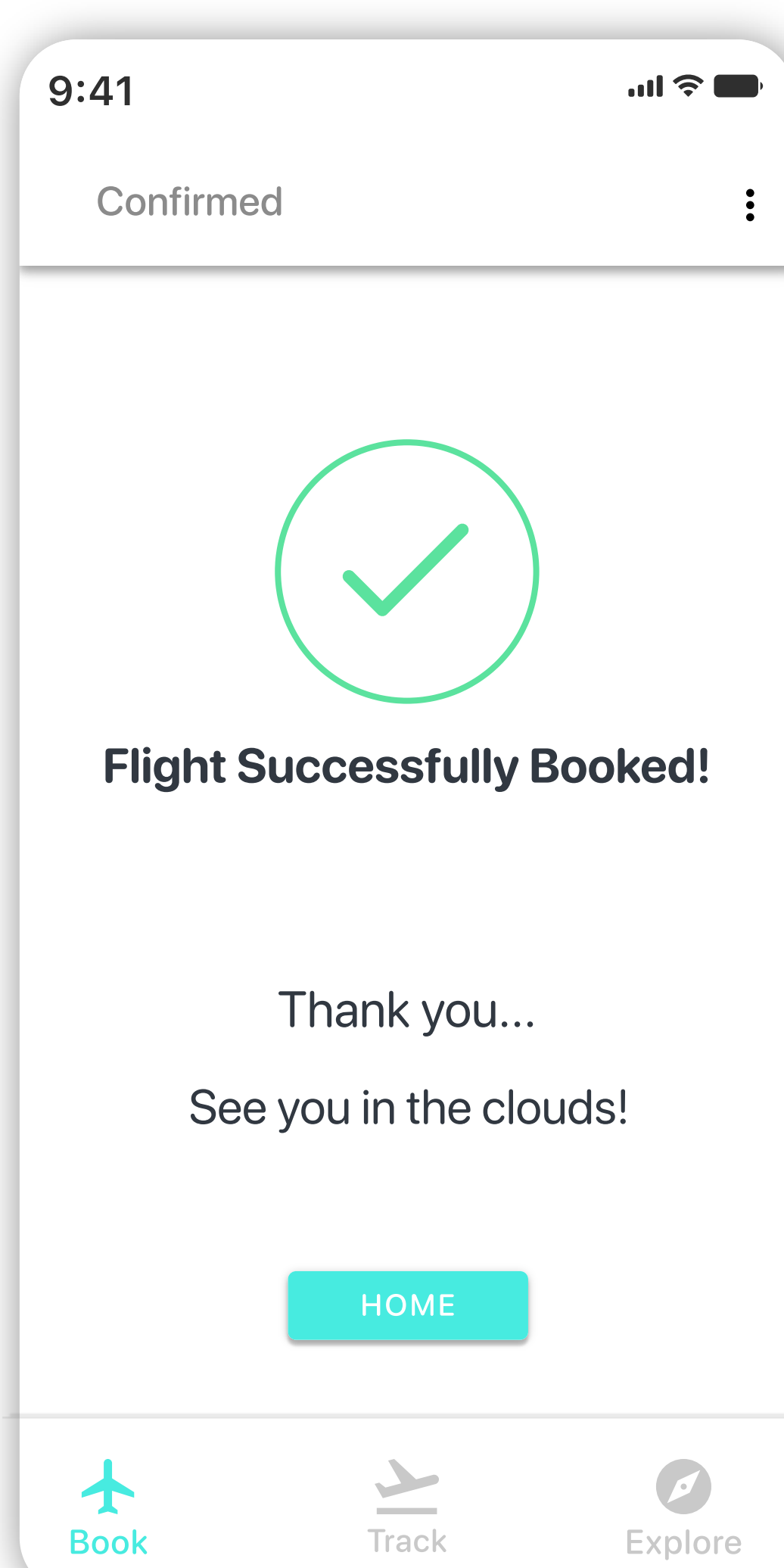
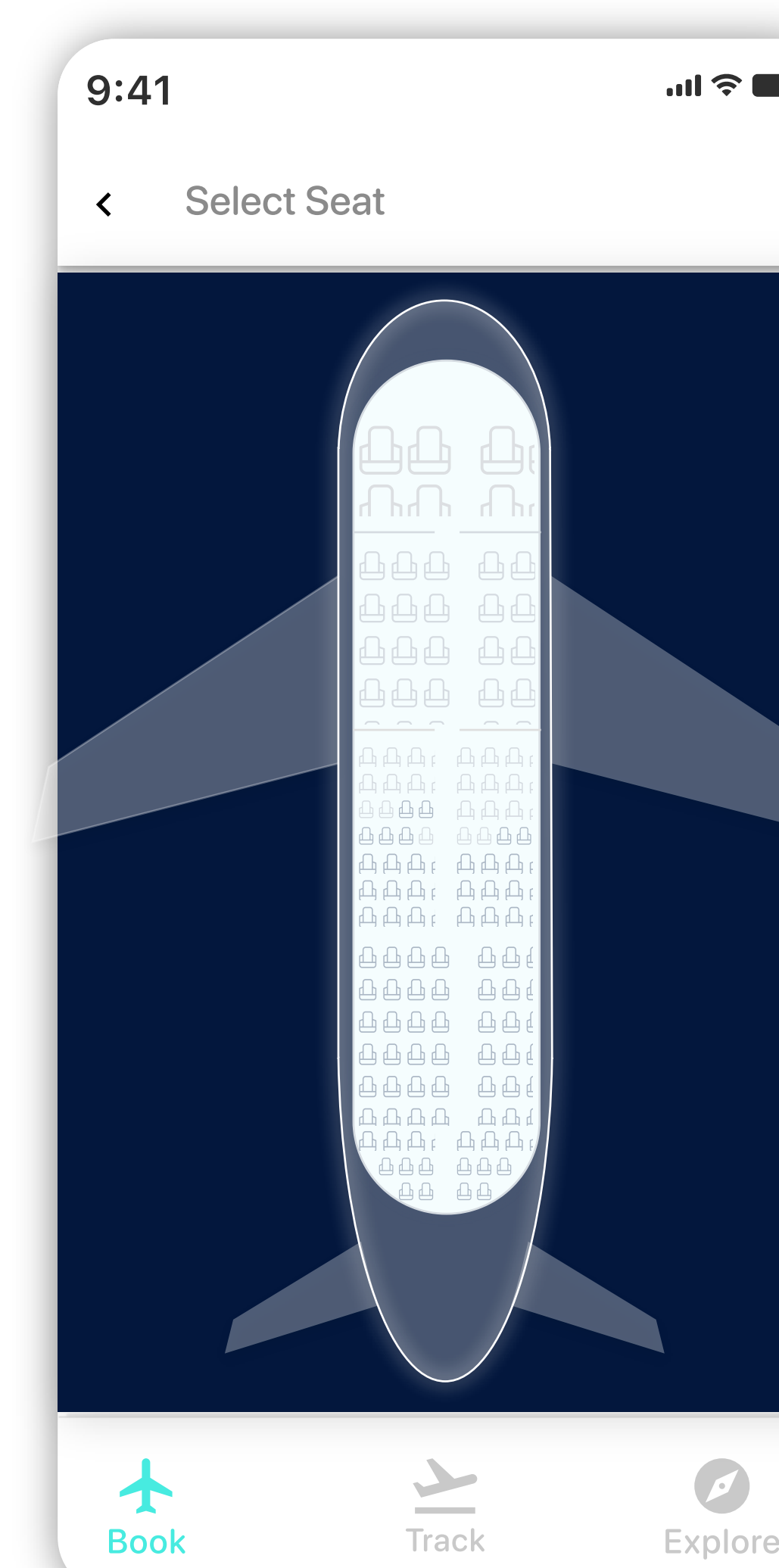
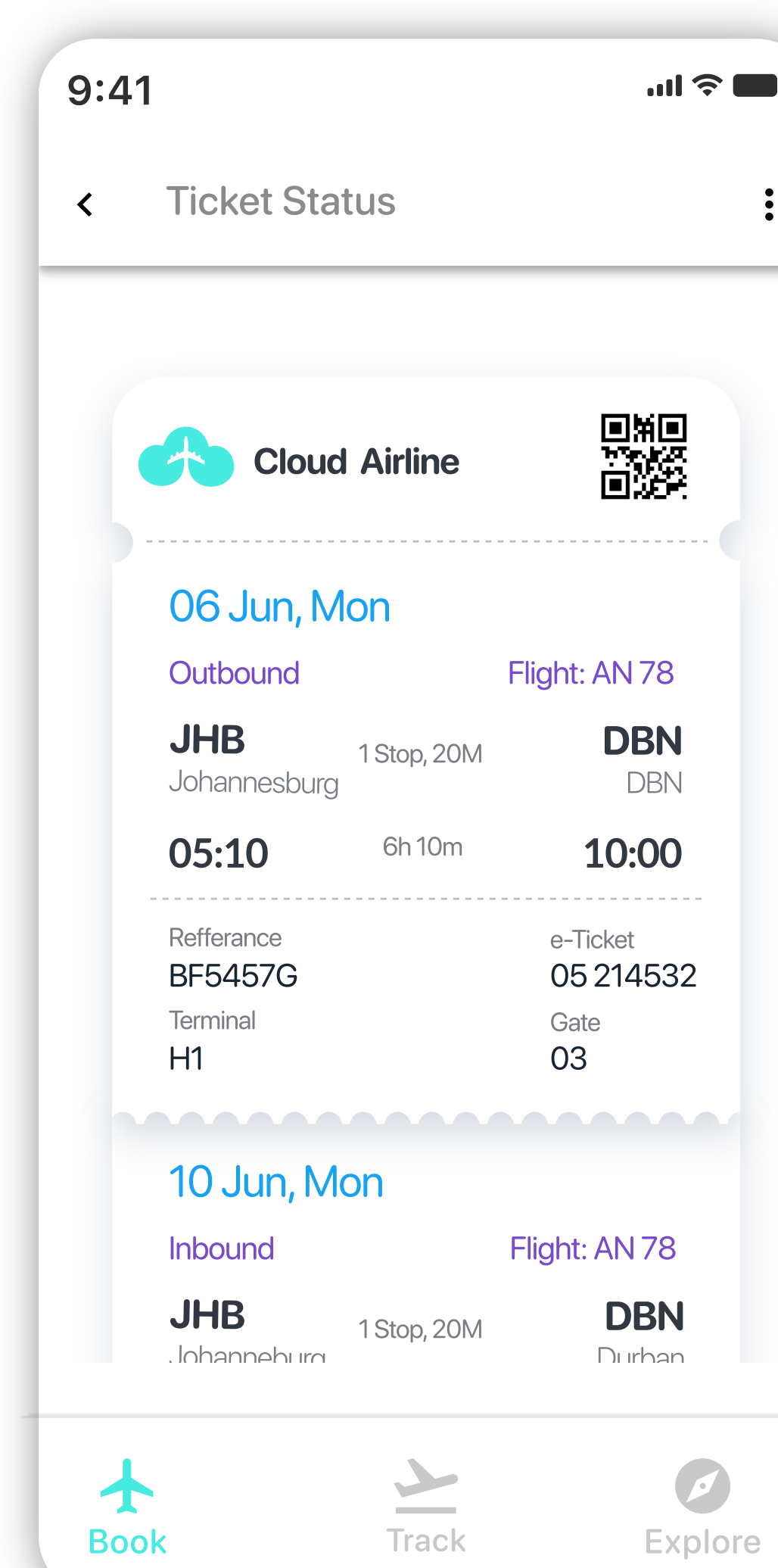
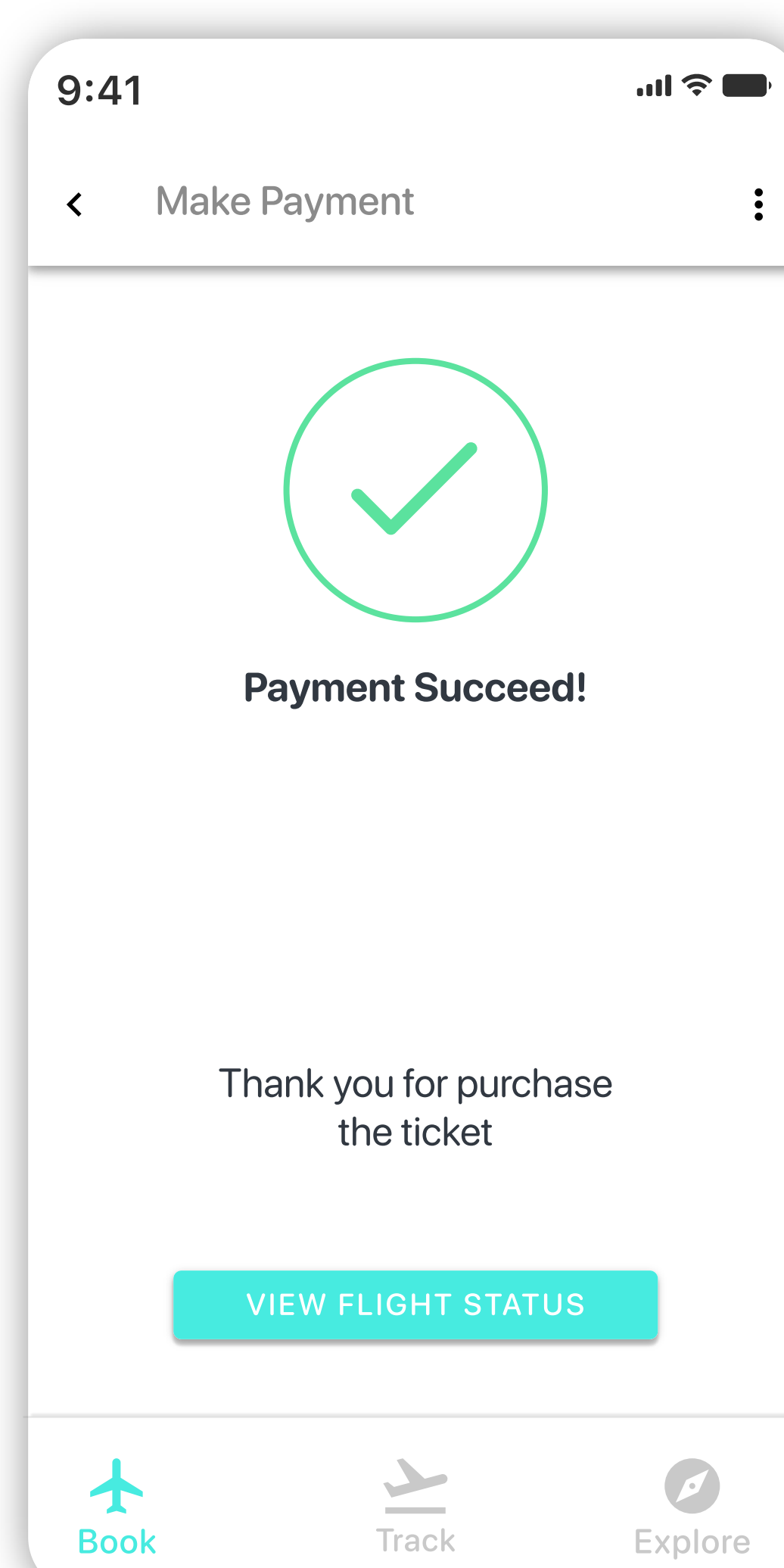
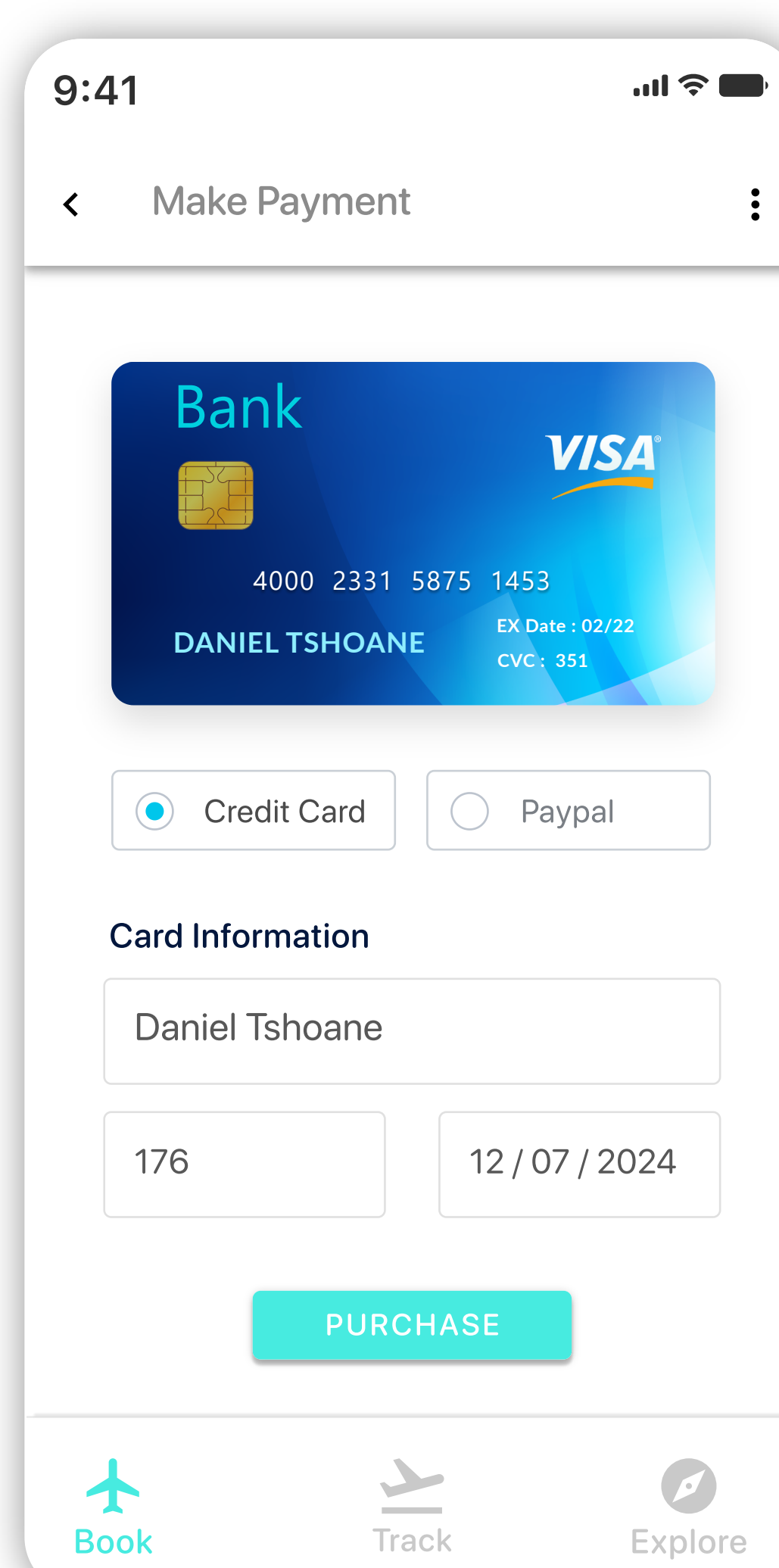
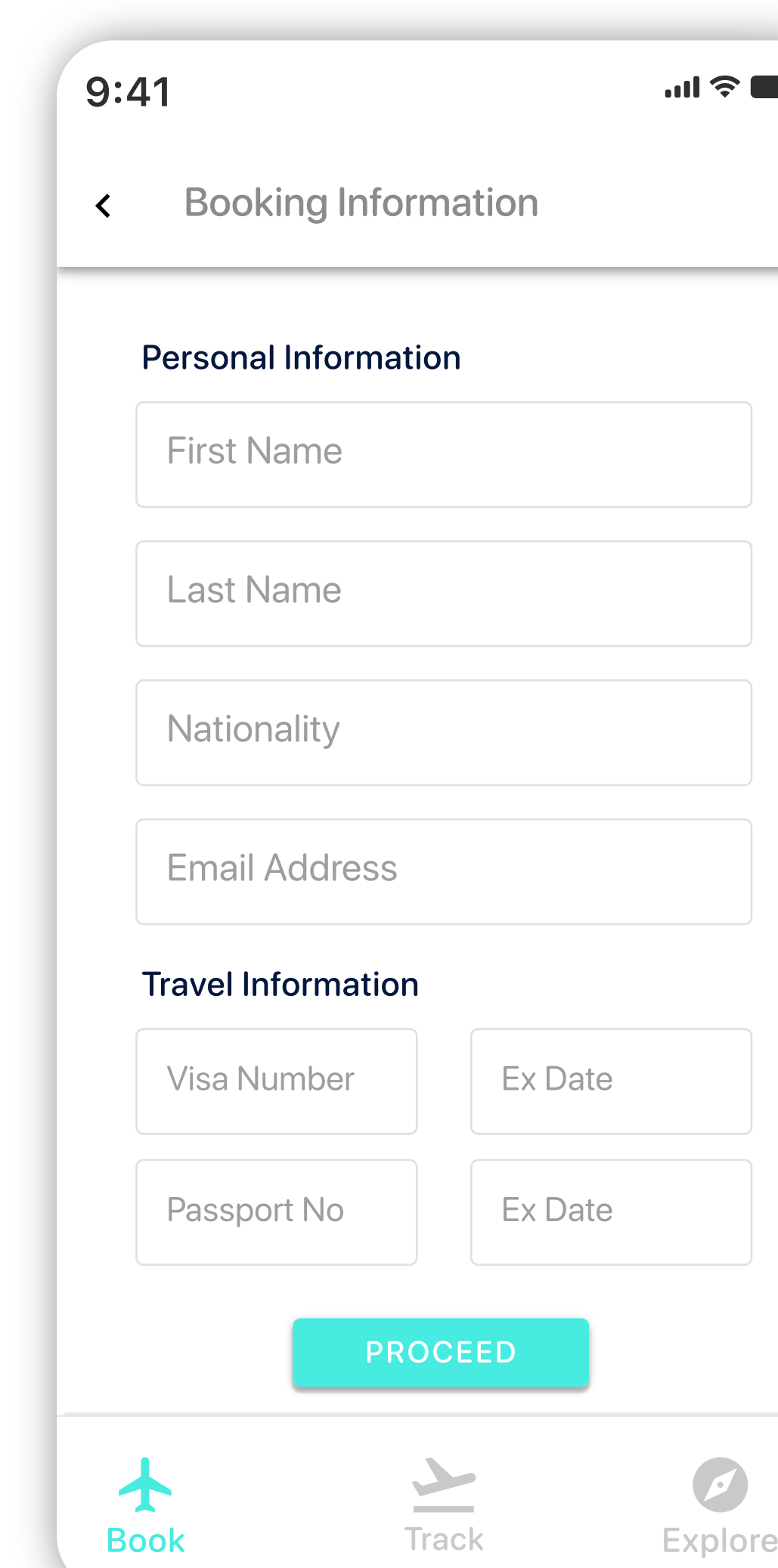
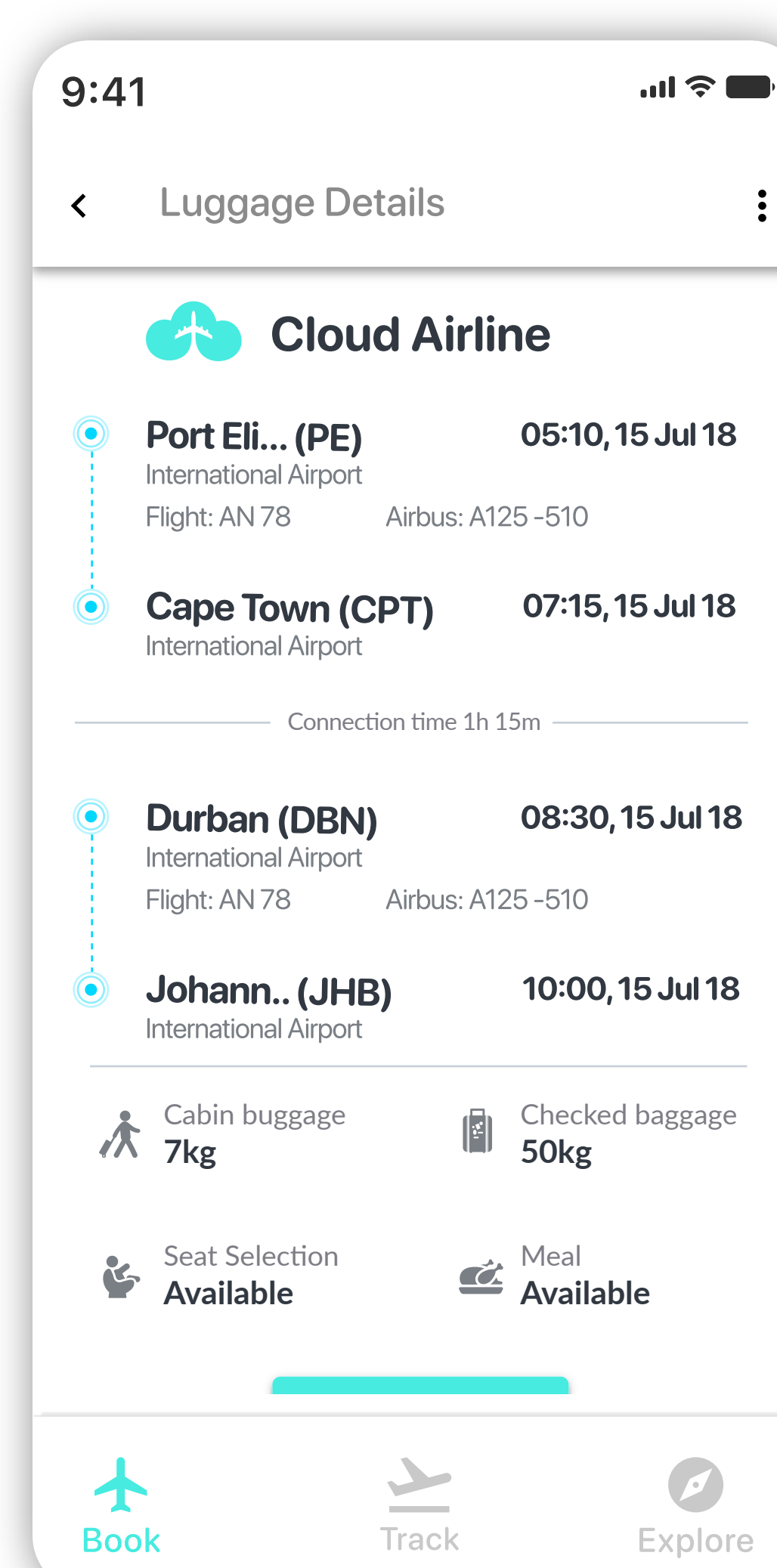
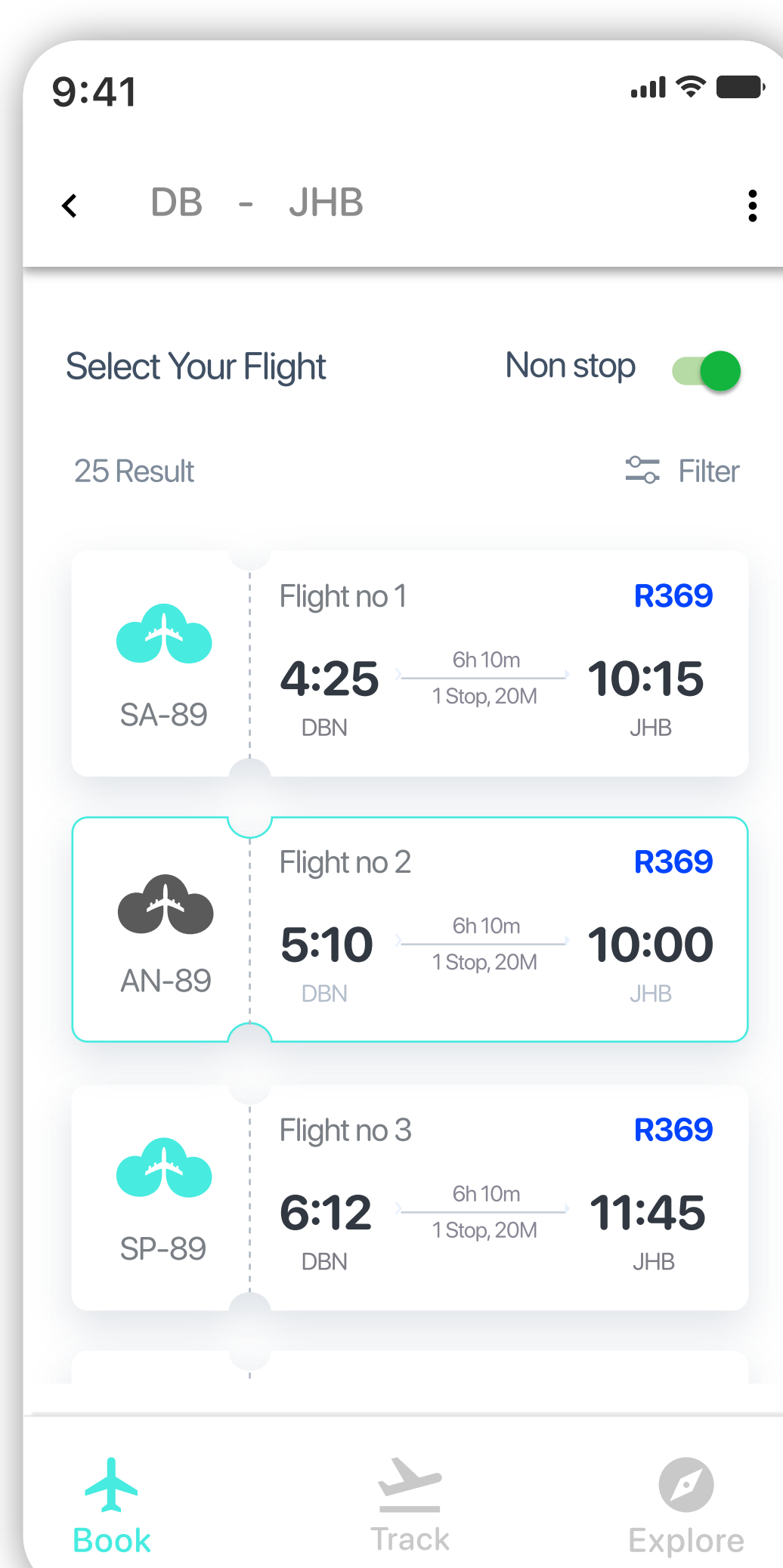
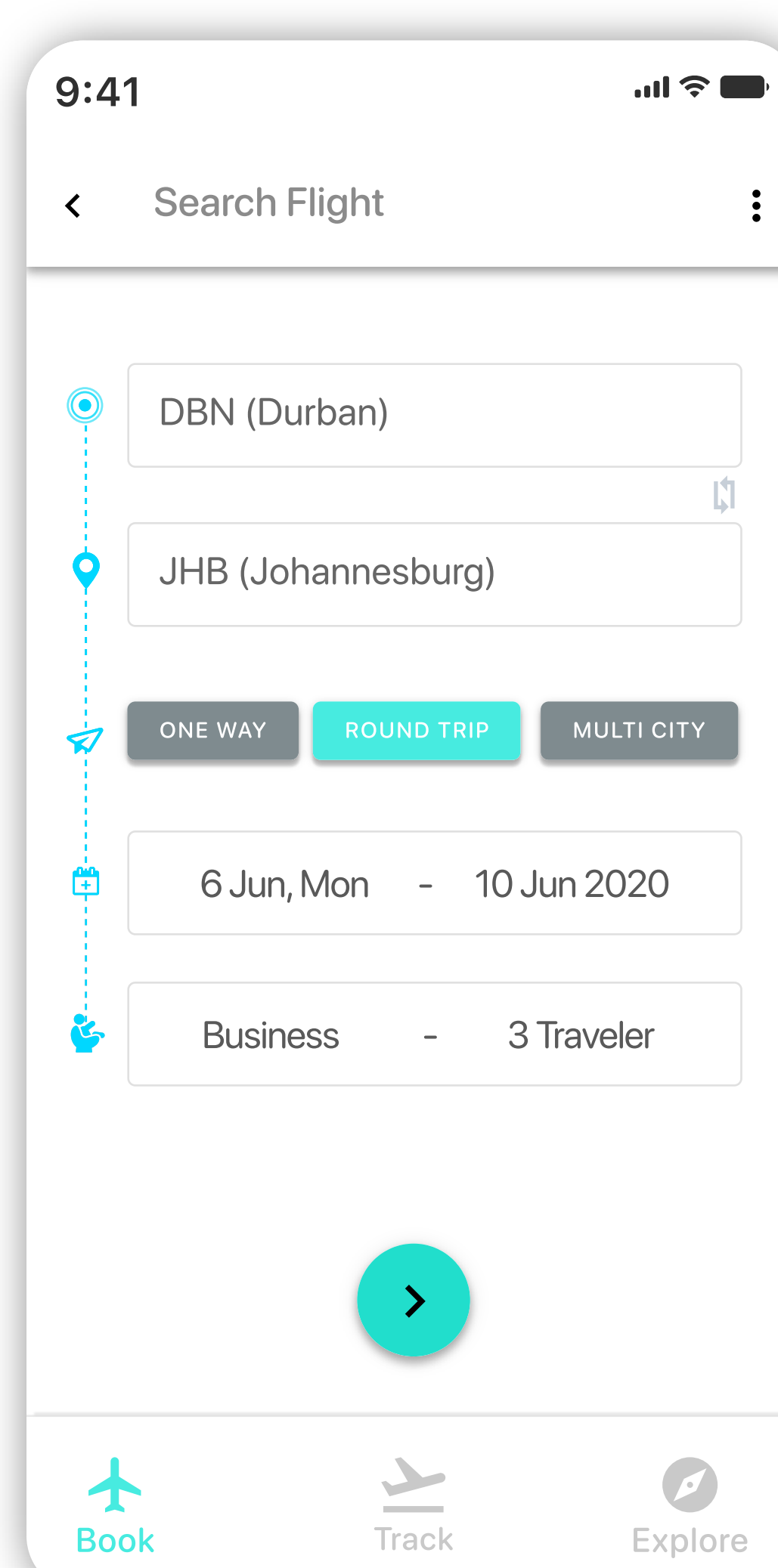
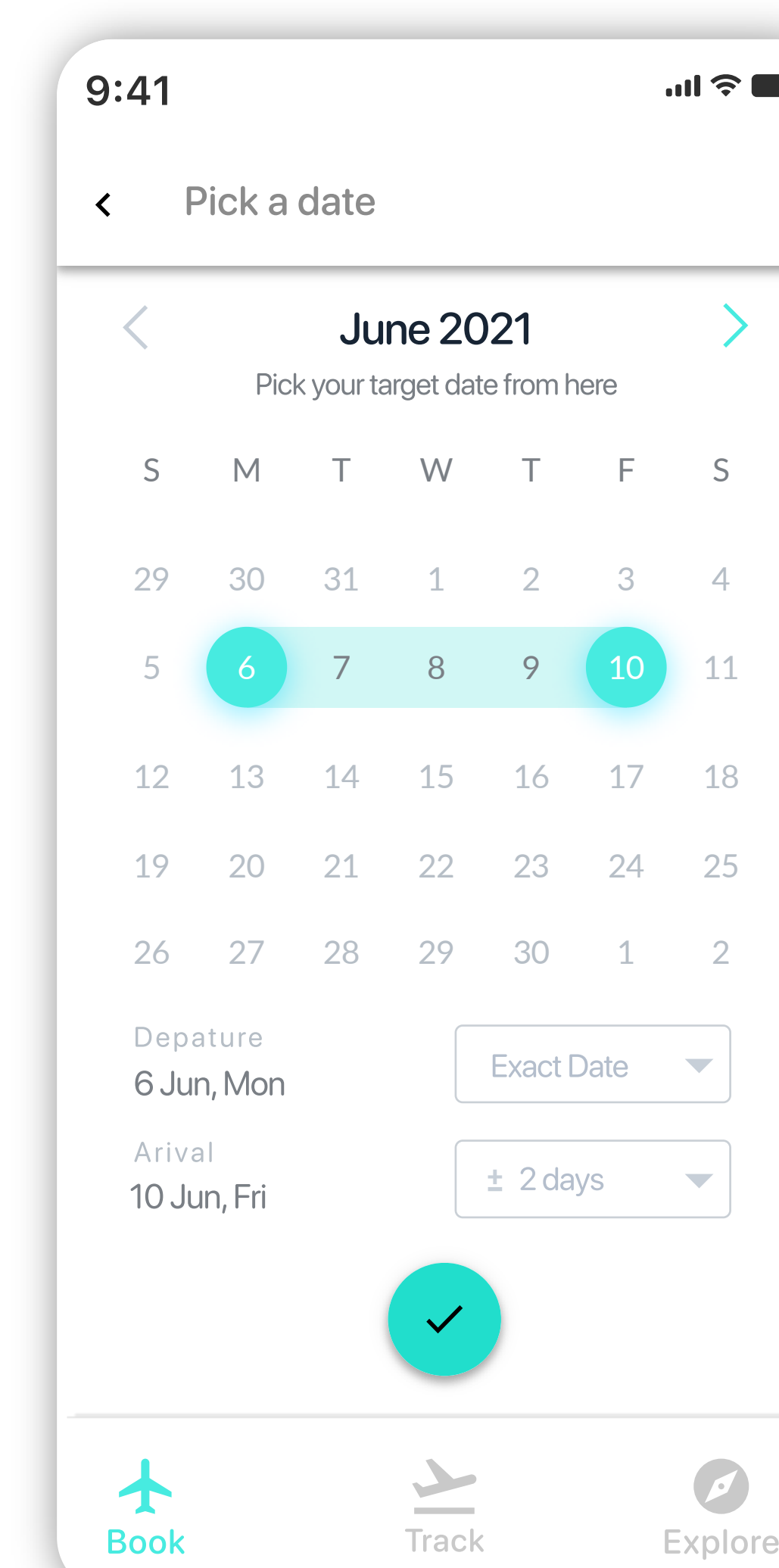
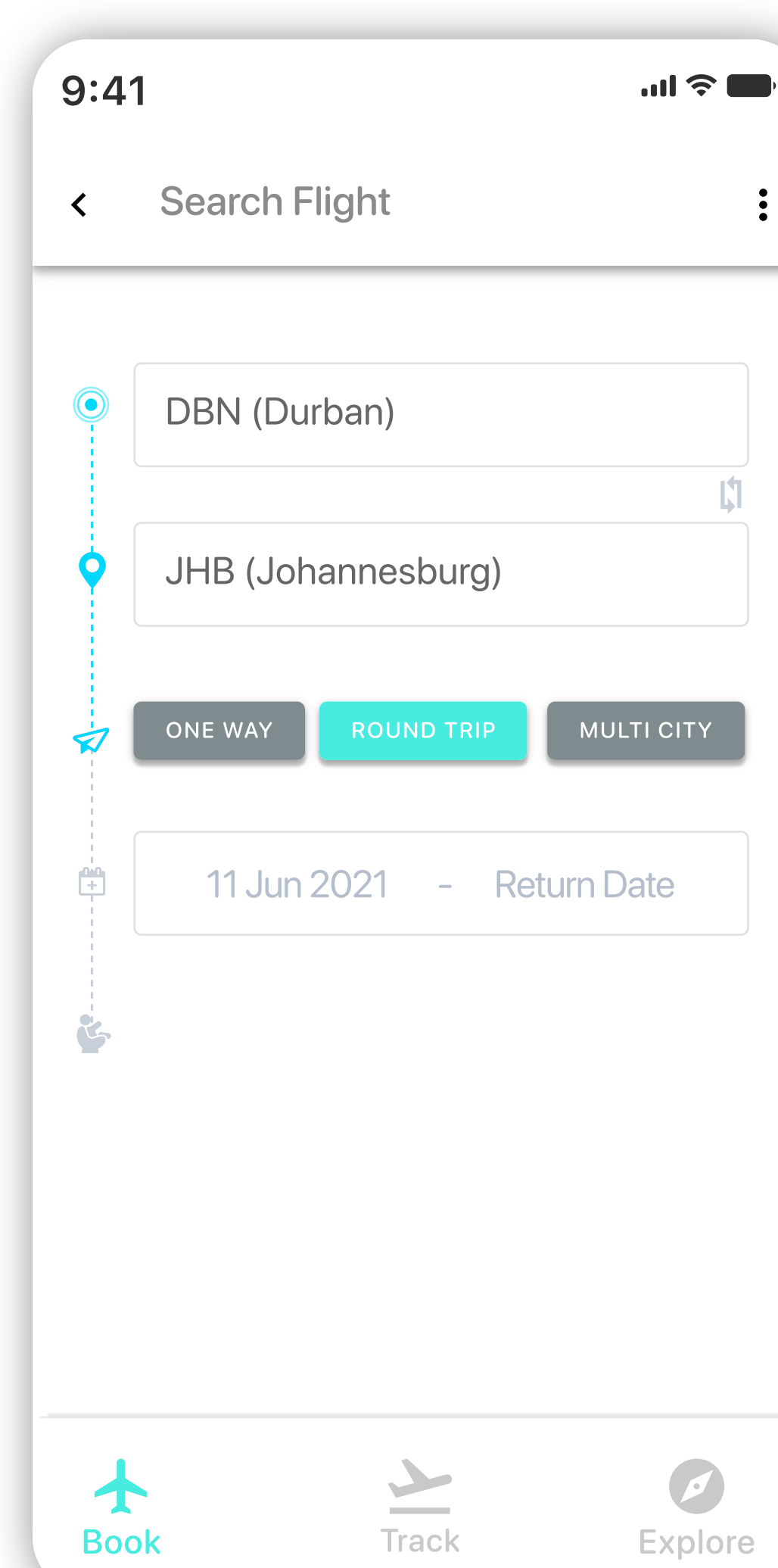
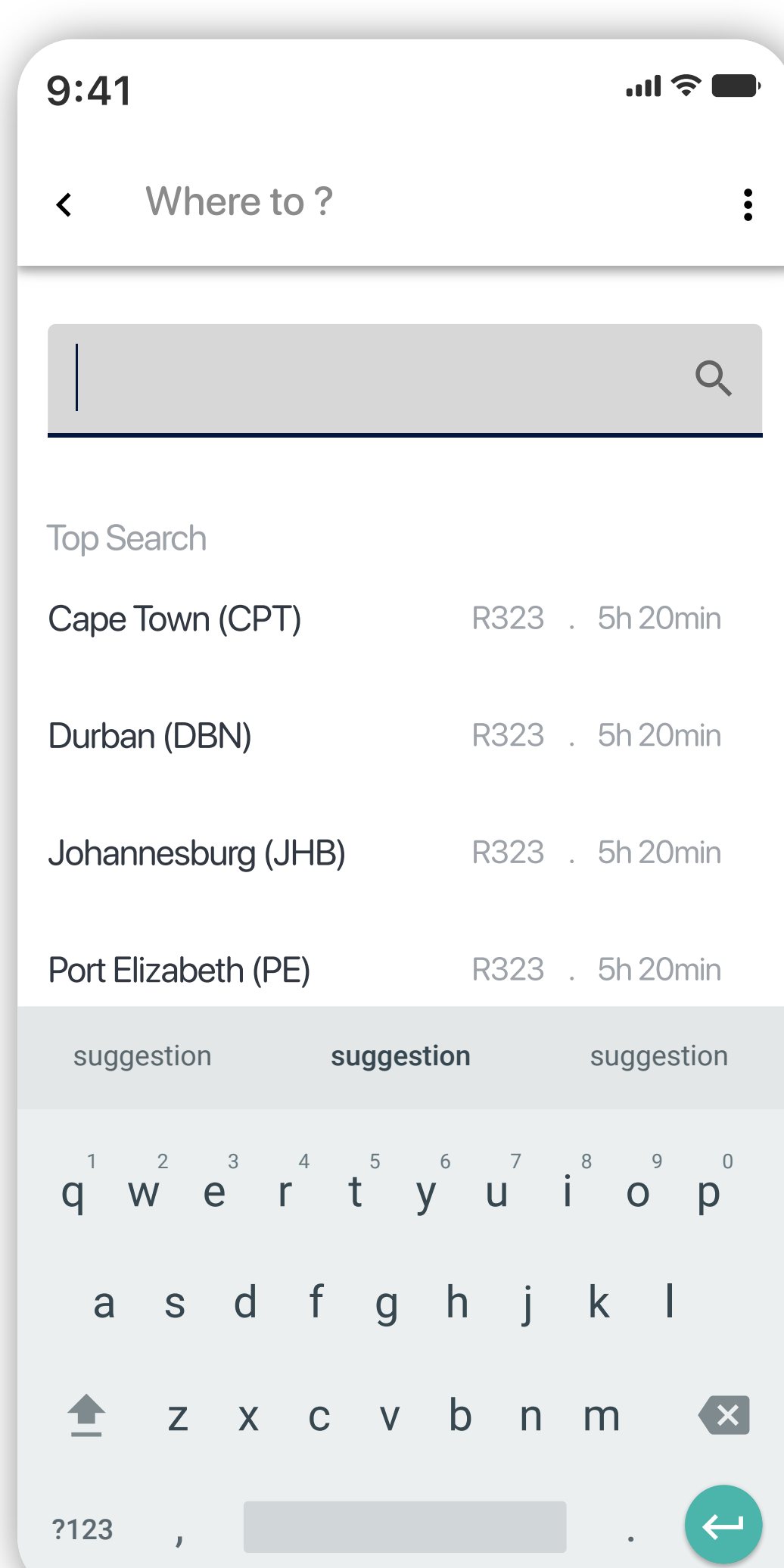
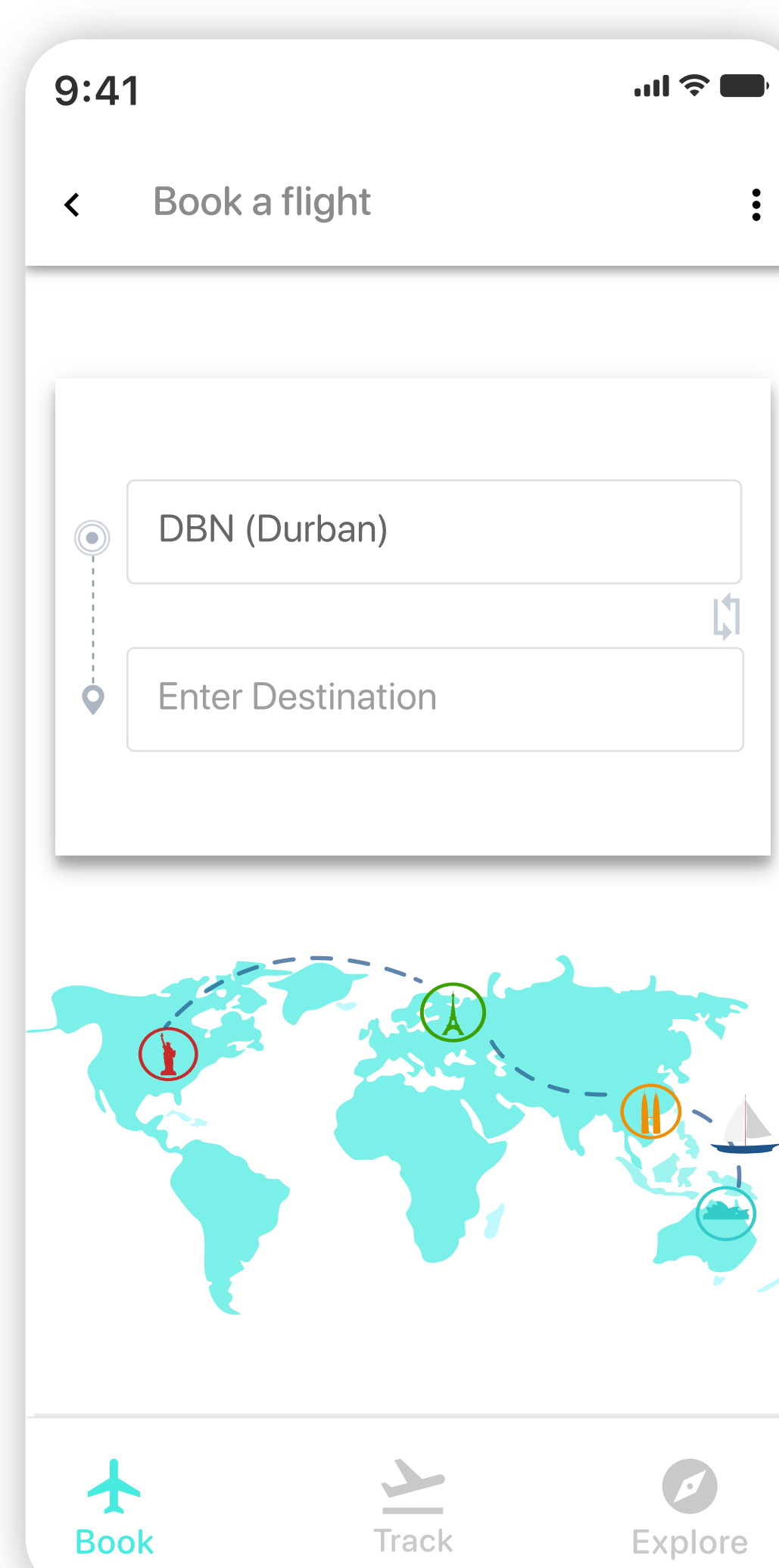
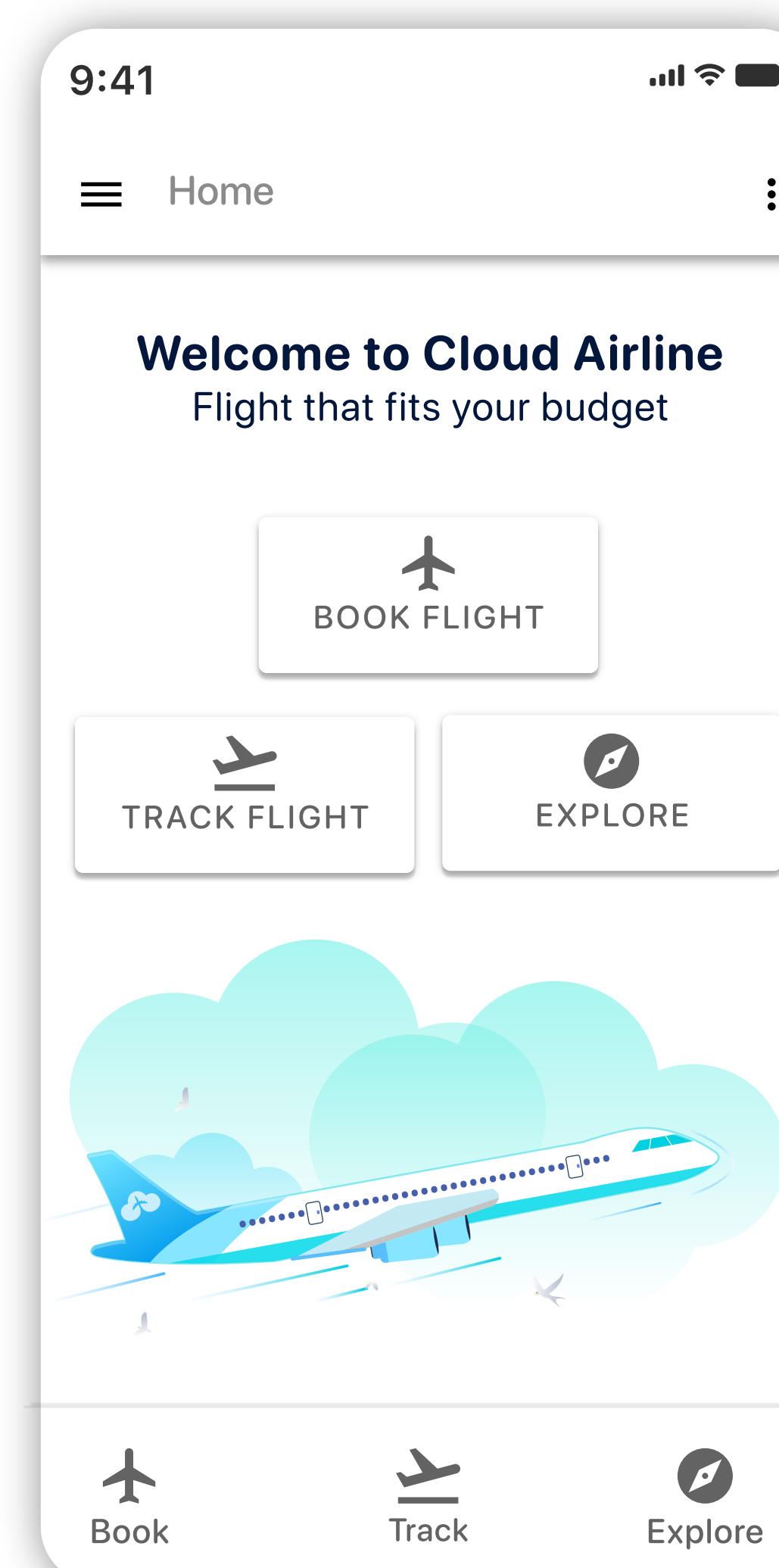
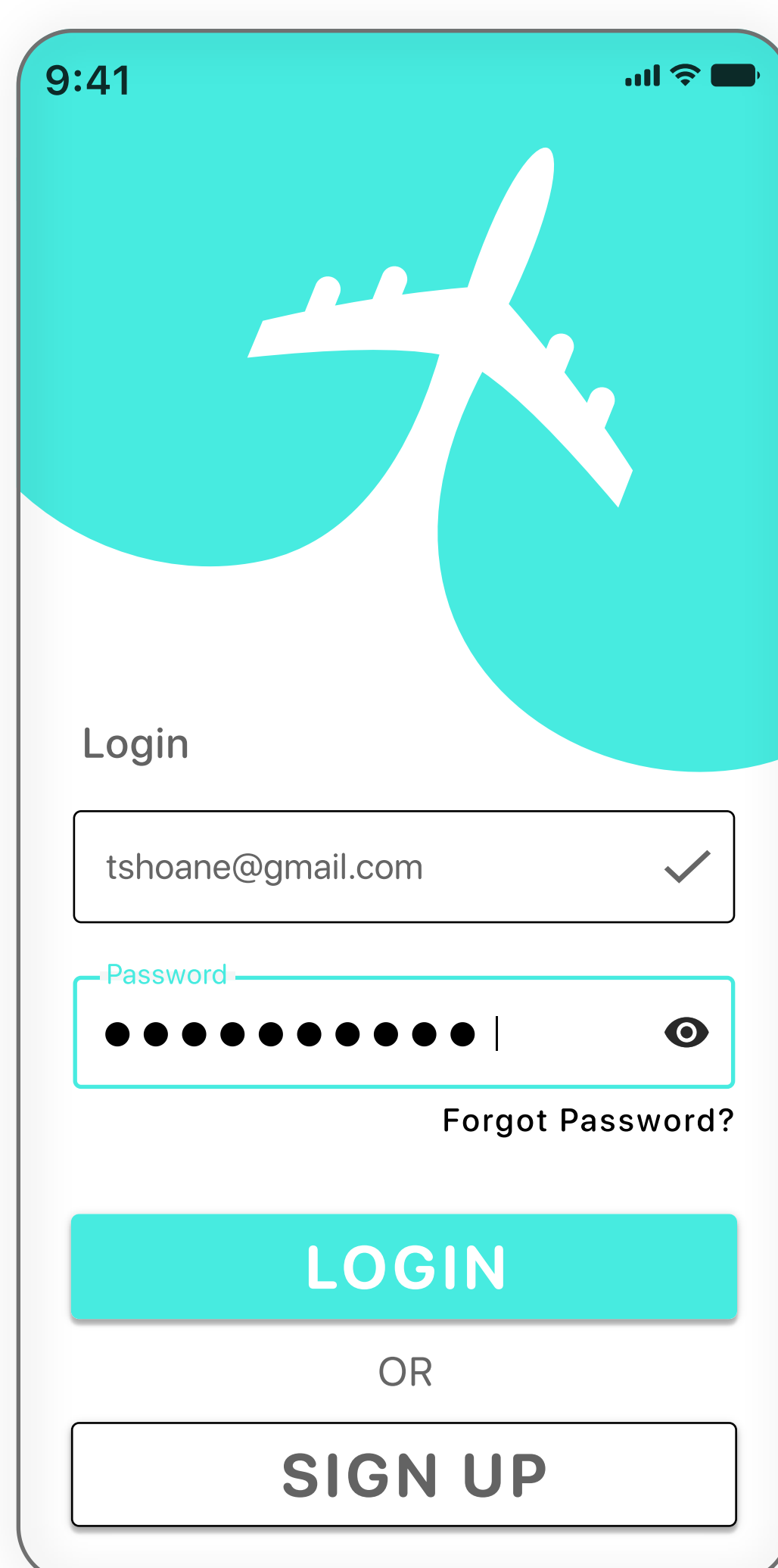
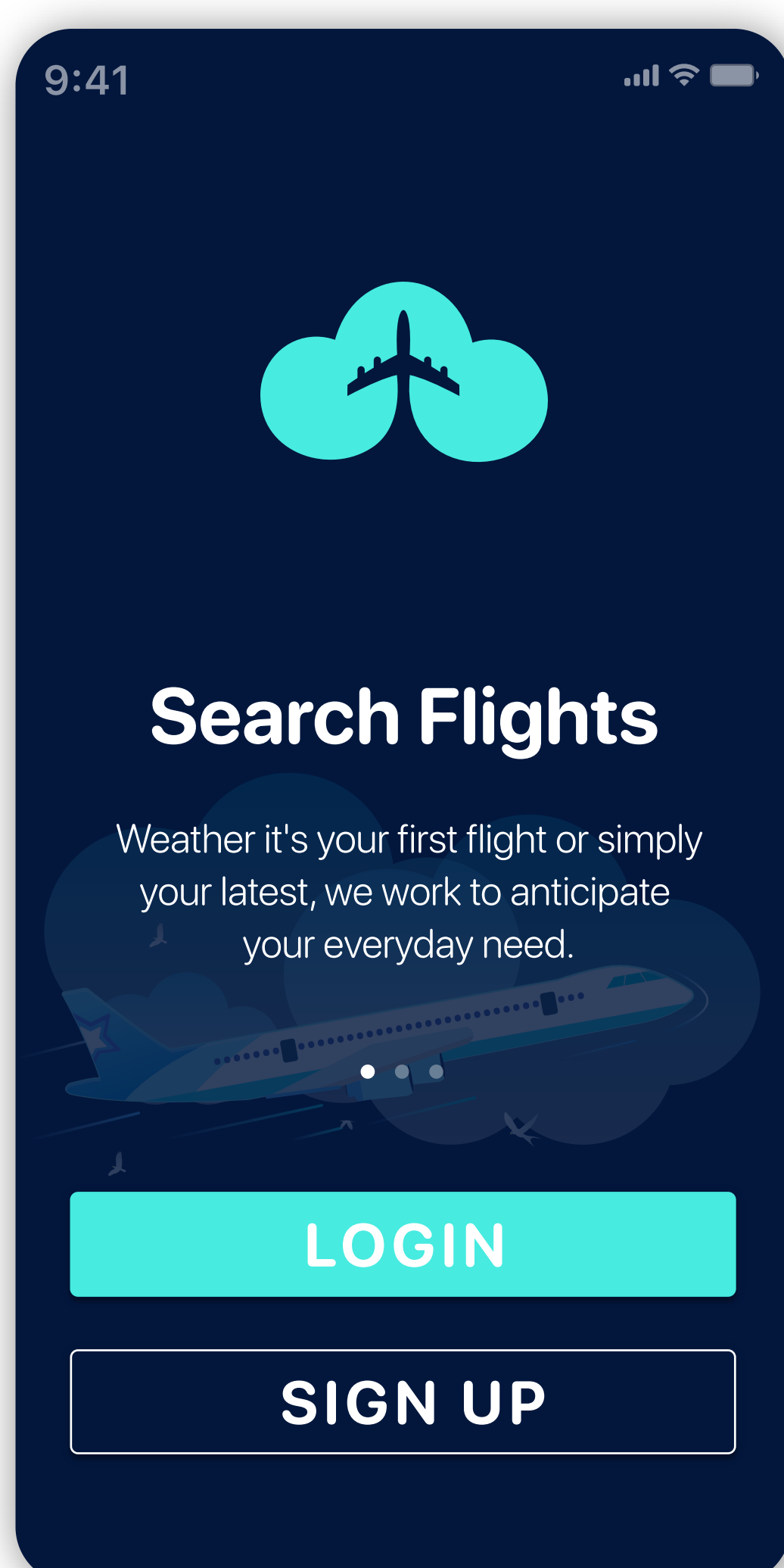
Top
Destinations

Ideate

Lo-Fi Sketch  Wireframes & User Flow

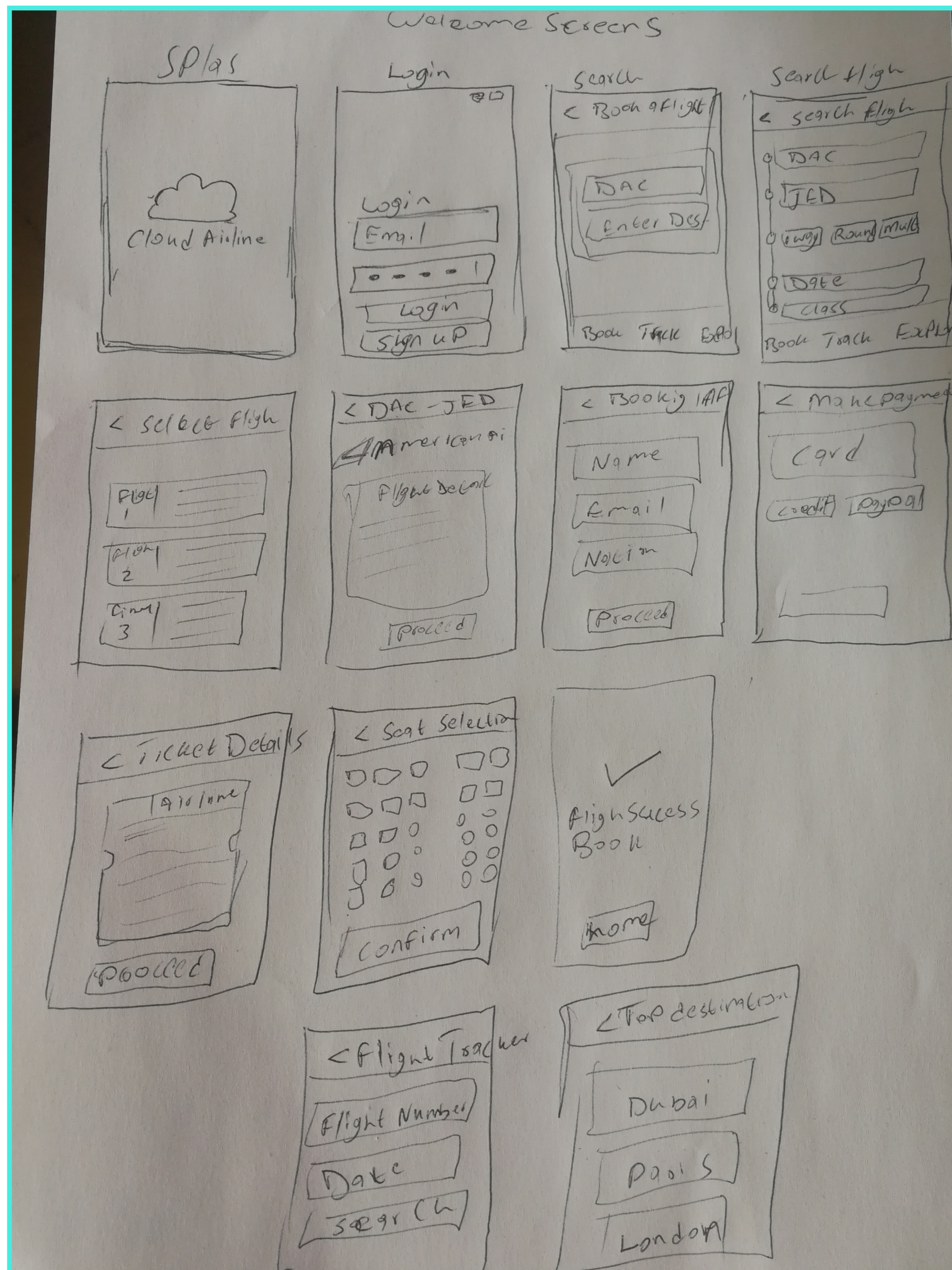
Prototype

Hi-Fi UI Mockups

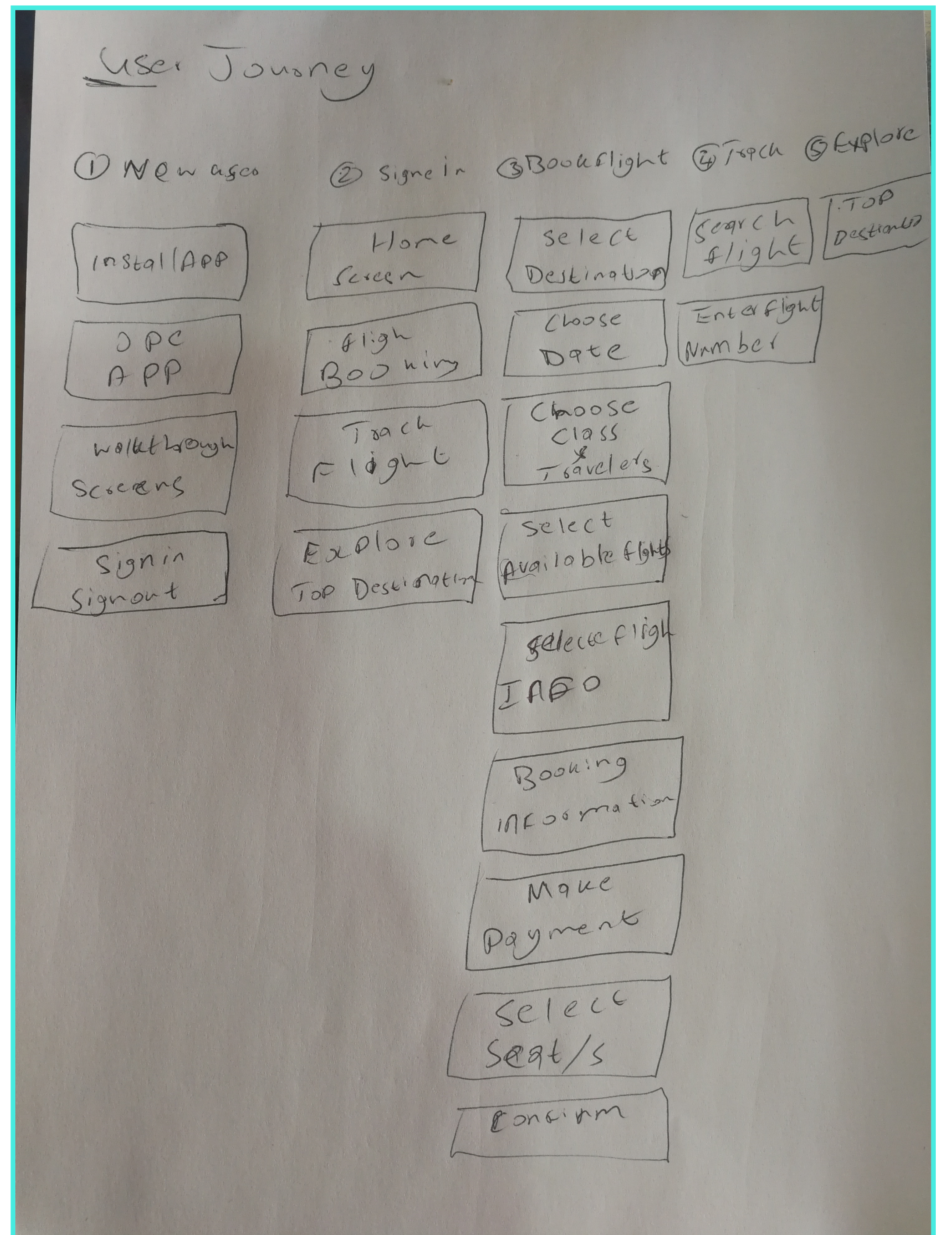


Ideate

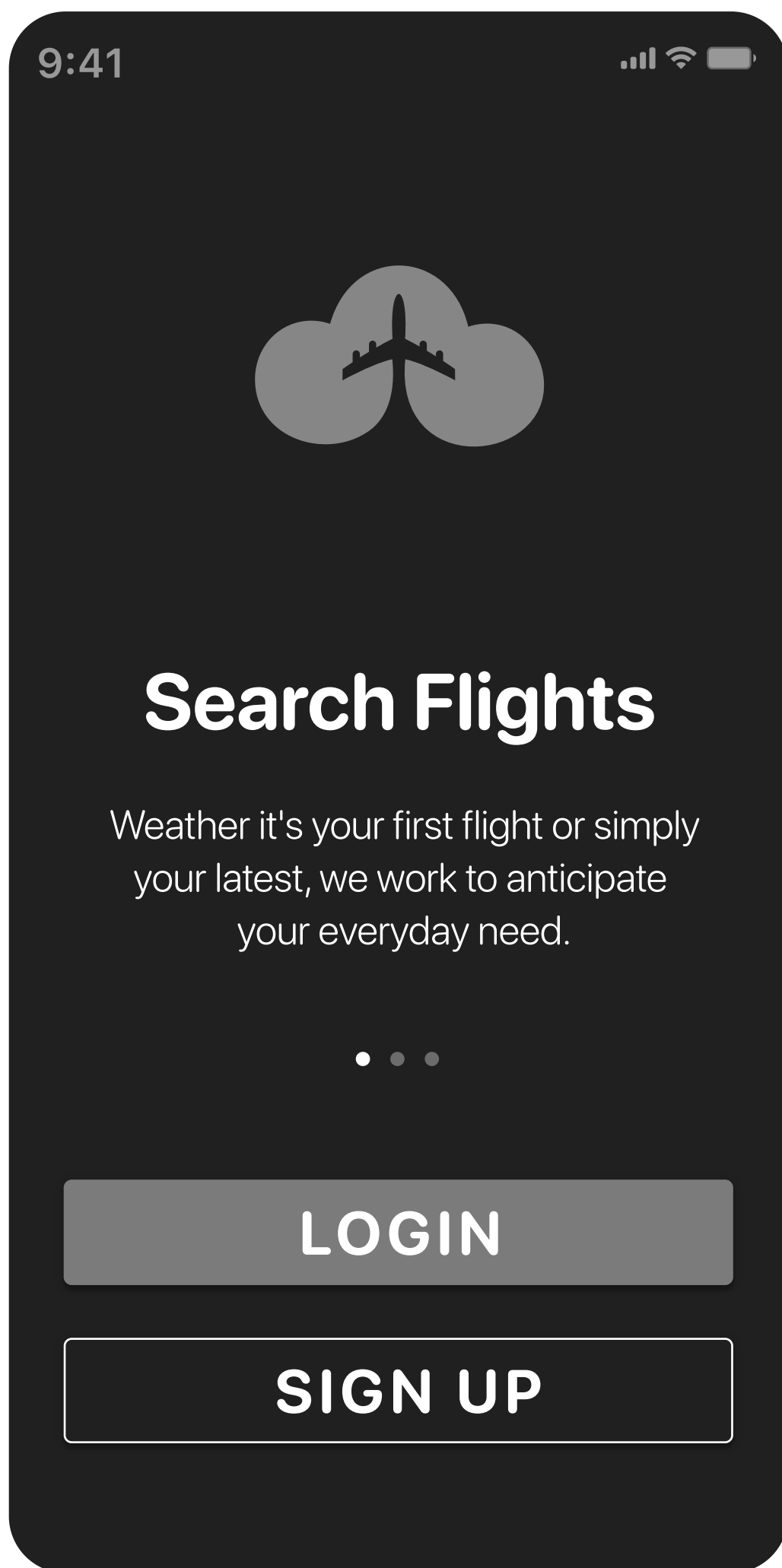
Lo-Fi Sketches



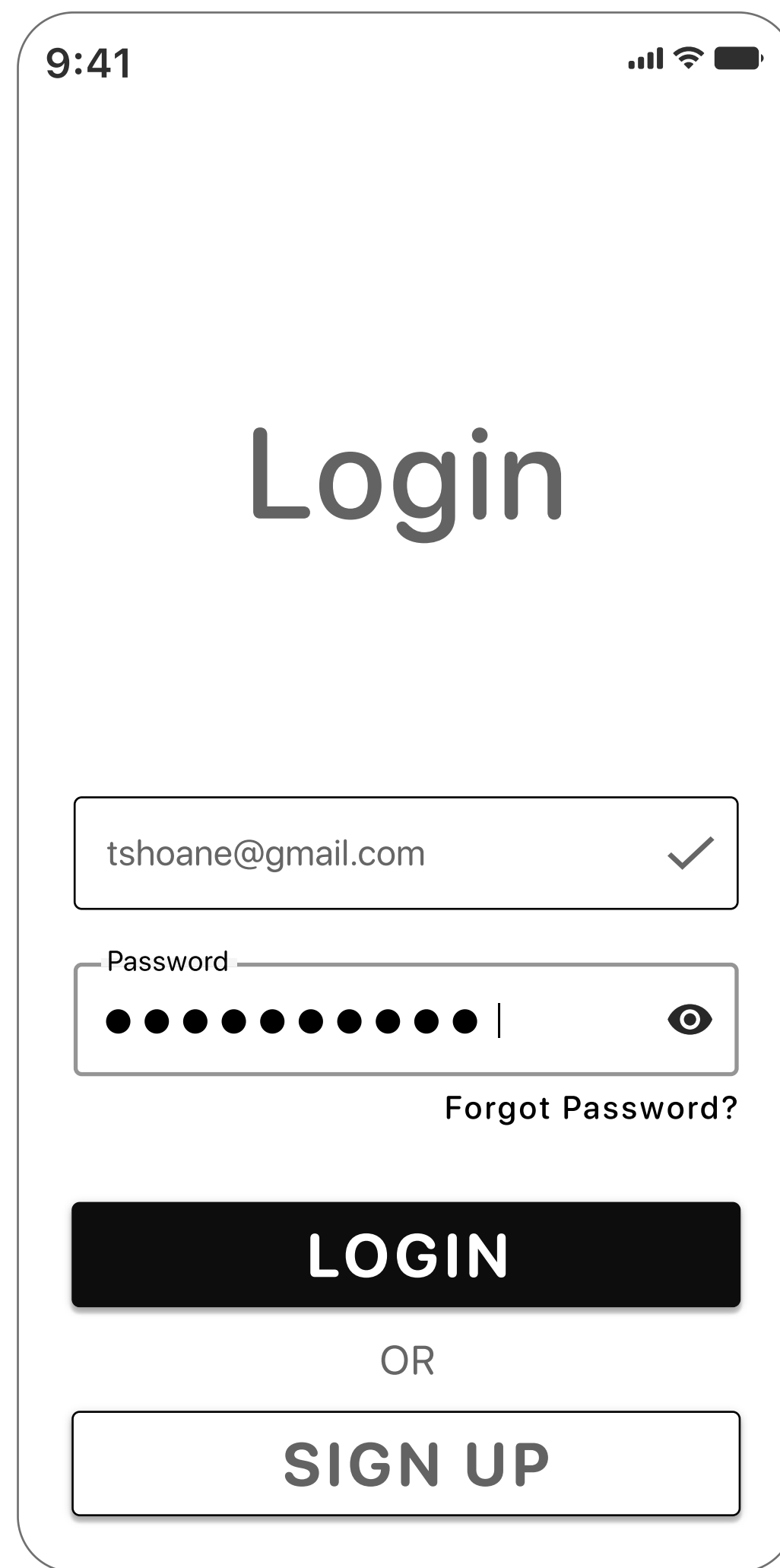
UI SKETCH



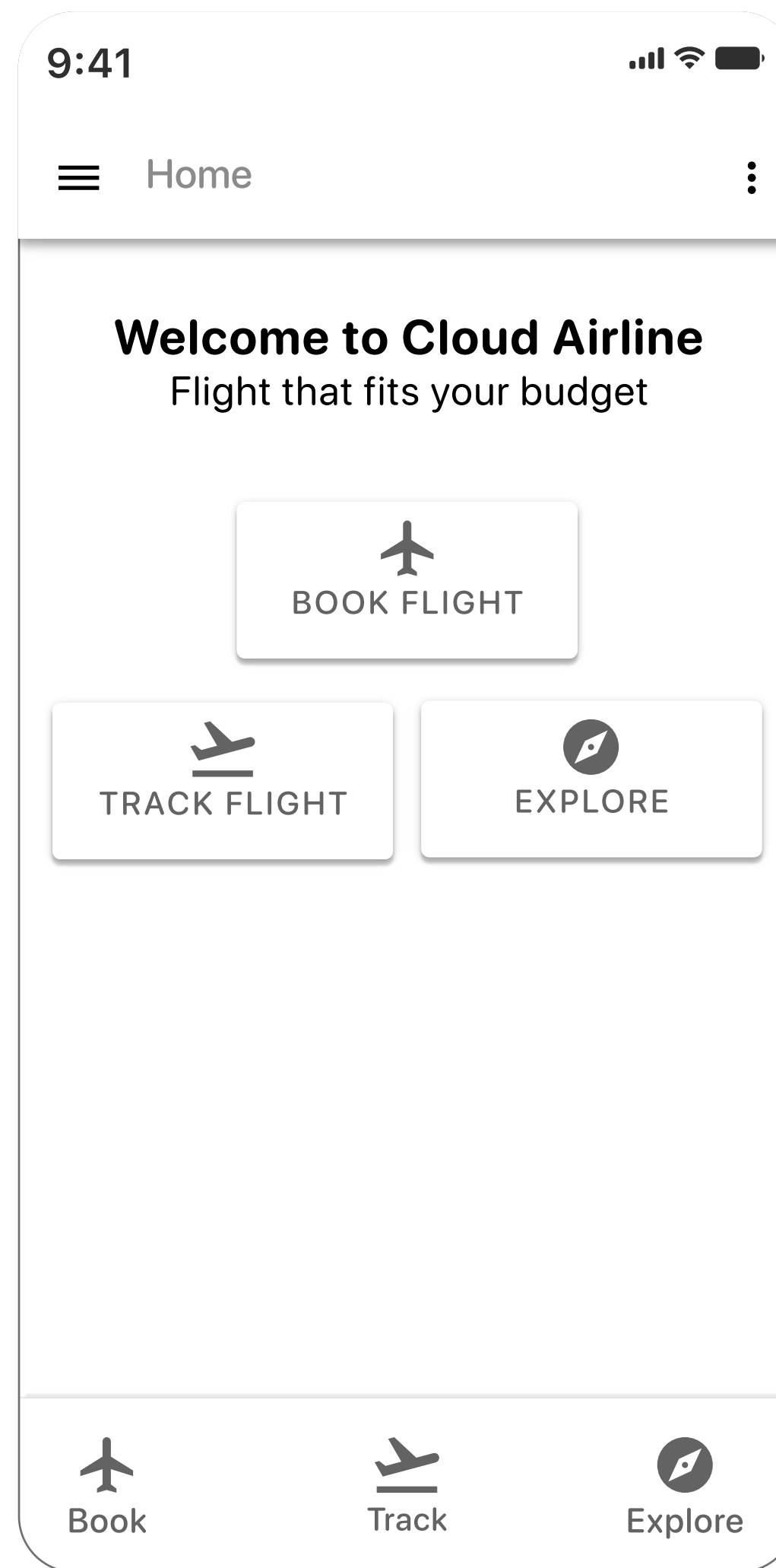
USER JOURNEY SKETCH



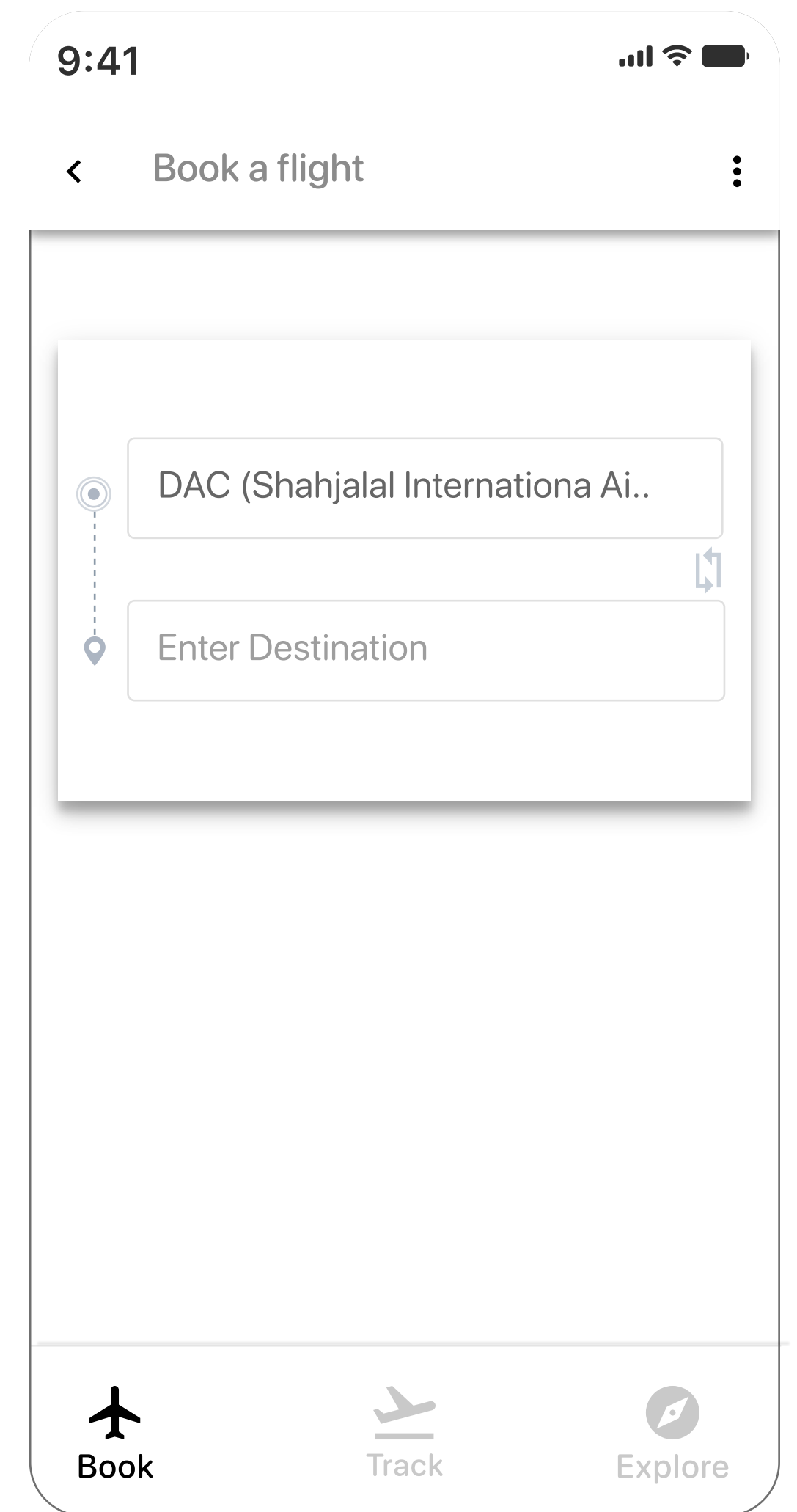
Onboarding screen



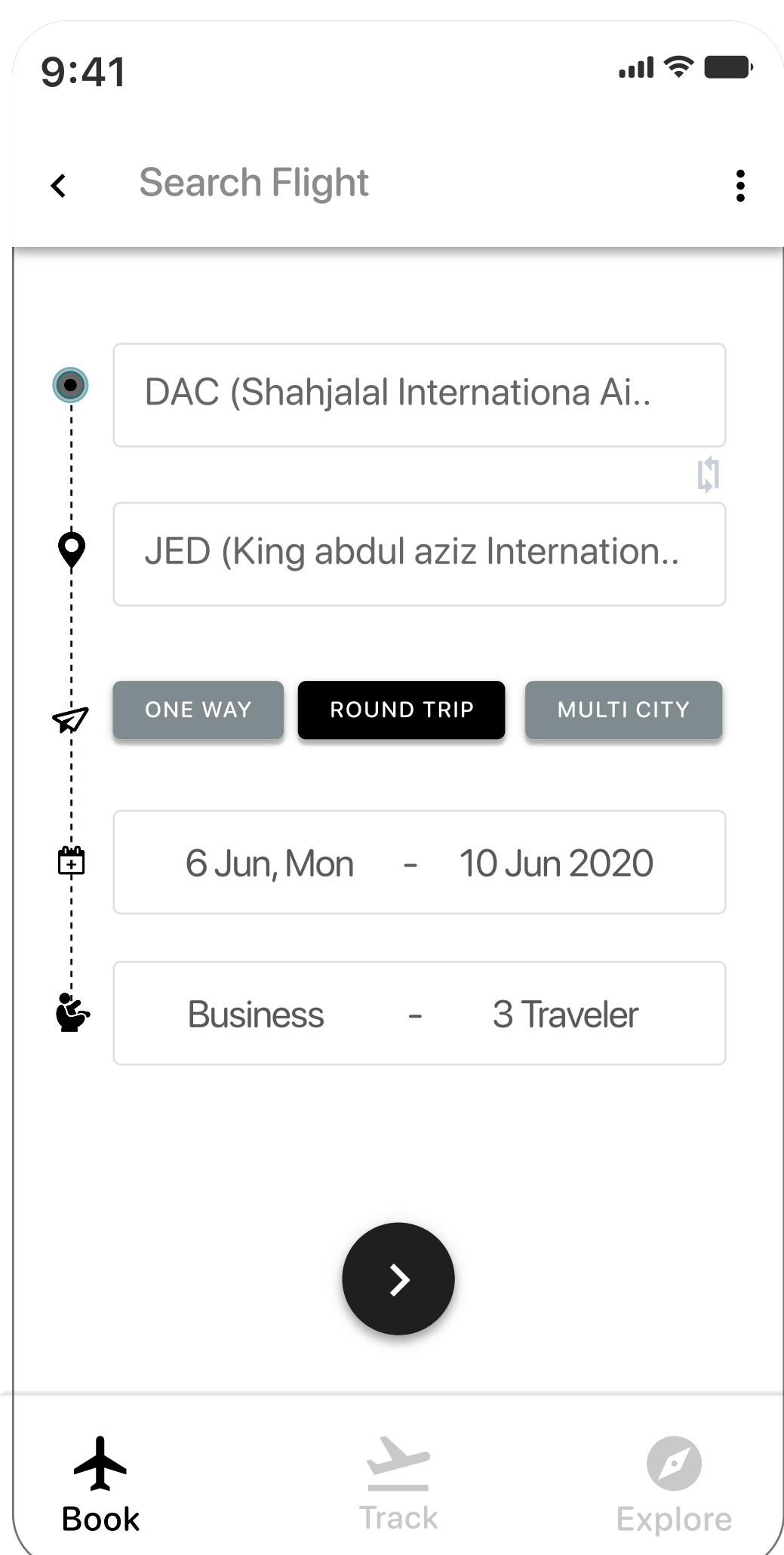
Login screen



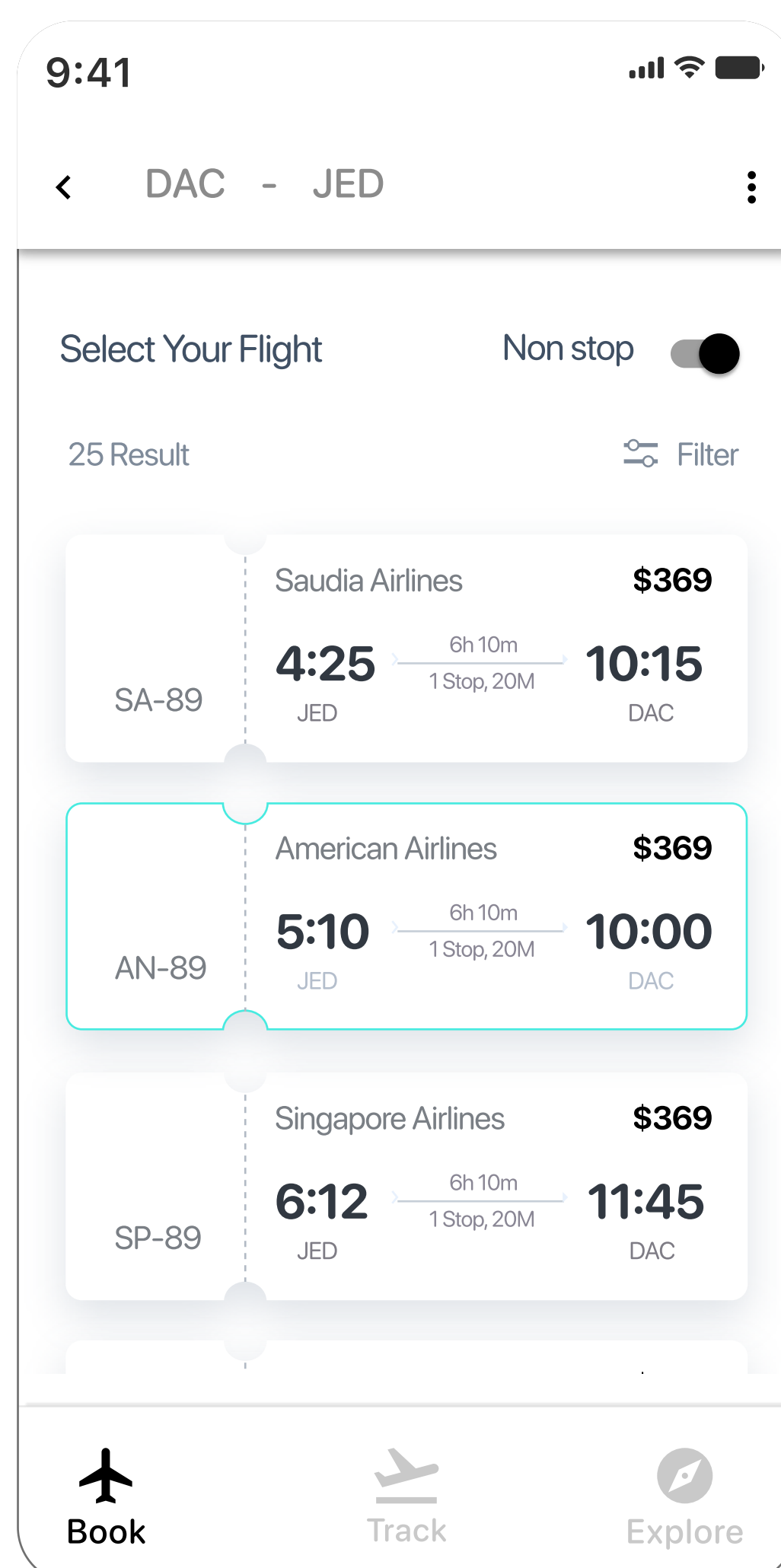
Home screen



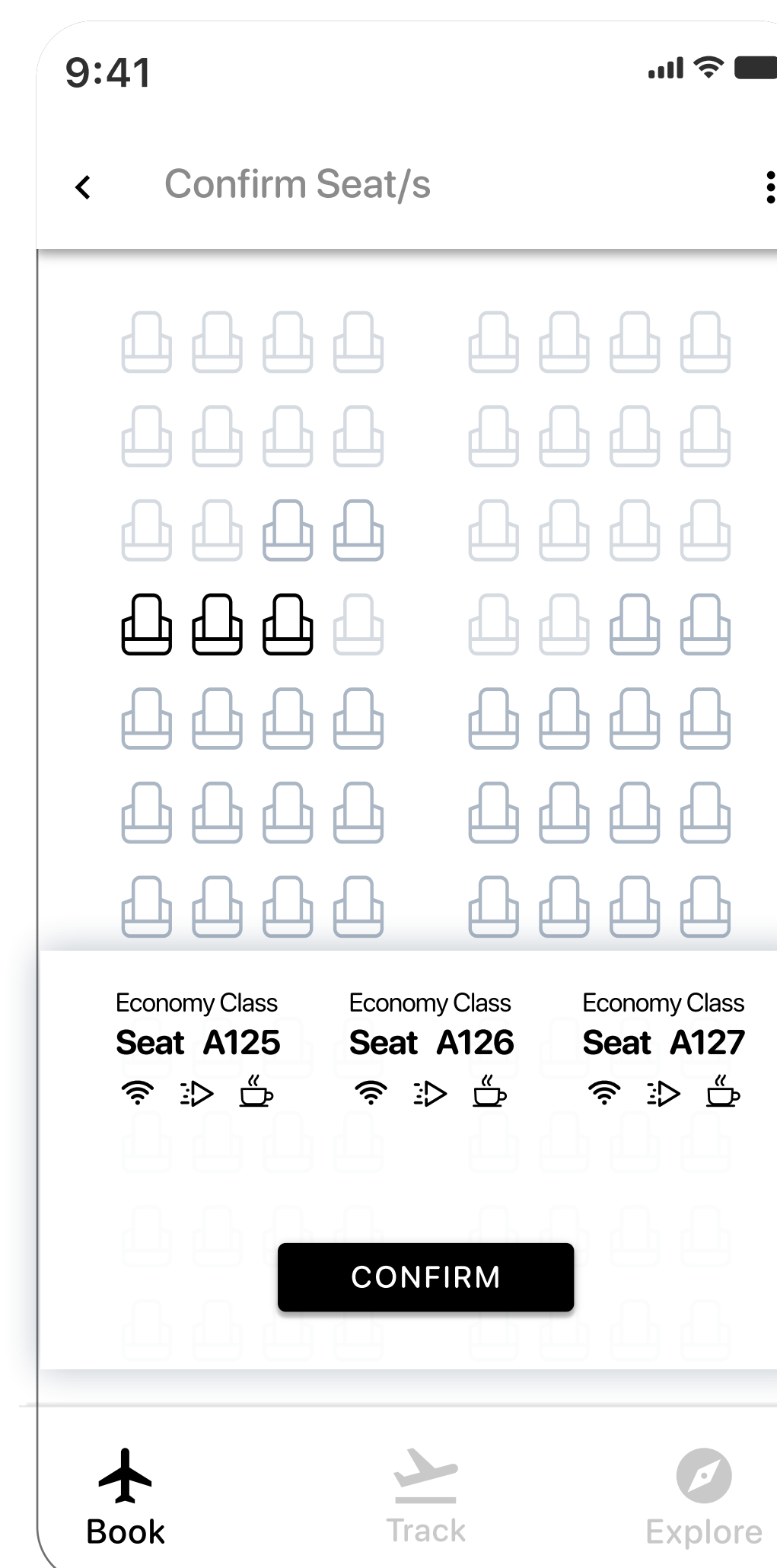
Flight booking screen



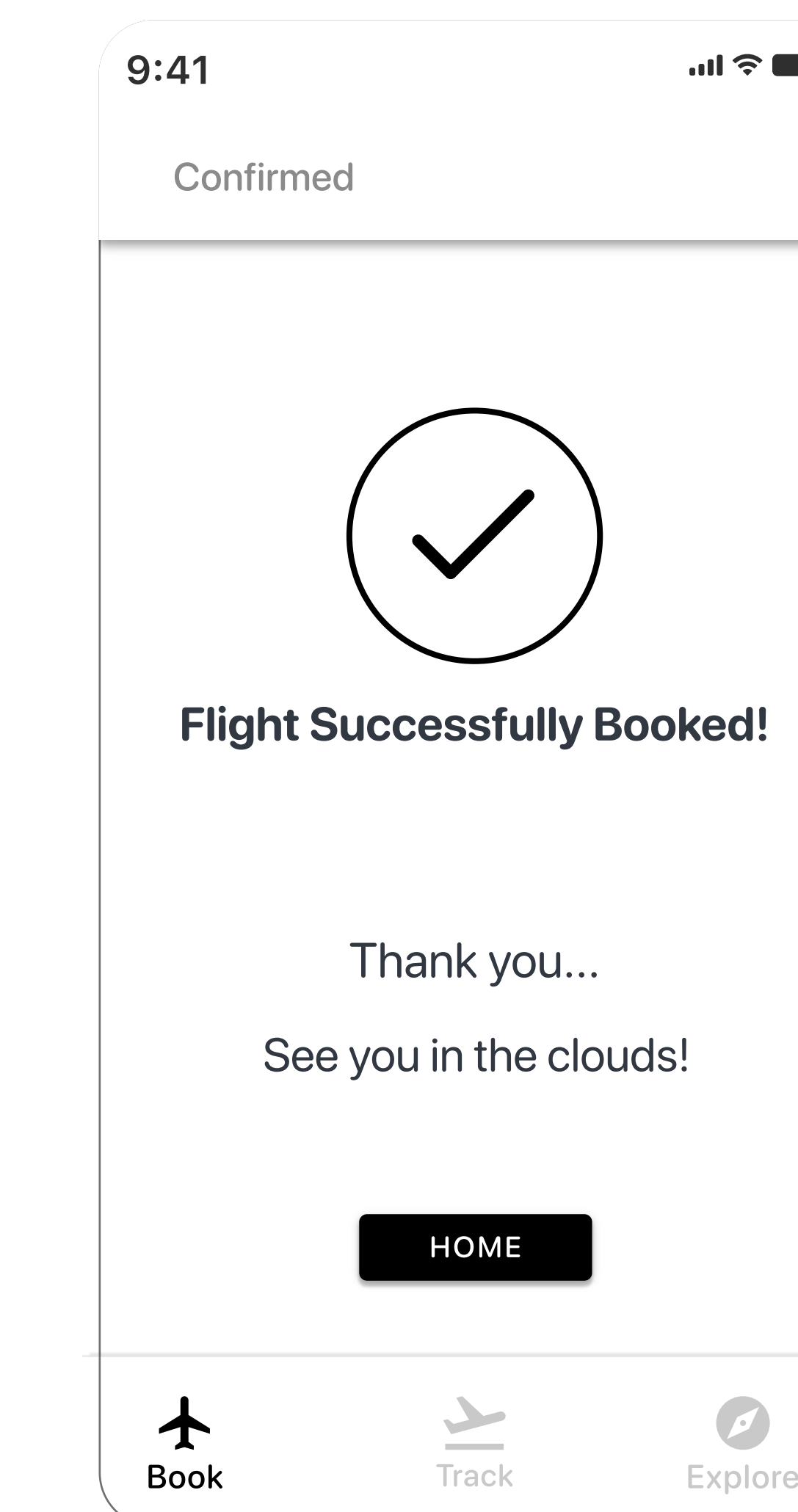
Search flight screen



Flight ticket selection




Seat Selection



Flight Confirmation

Prototype

Hi-Fi UI Mockups  Working Prototype

Prototype

 **Working Prototype**

Prototype Link

<https://xd.adobe.com/view/53ca1f85-2997-4015-8a64-5cb8d1275039-0699/?fullscreen>

Testing

Validate  Learnings and Future Considerations

Testing

Validate

I sat with 1 of the people that I interviewed in the initial stage.

Knowing what the app is all about I asked him to navigate the prototype.

I received positive feedback with a few call outs like making the font more visible, which I reacted to before finalizing the final UI and prototype

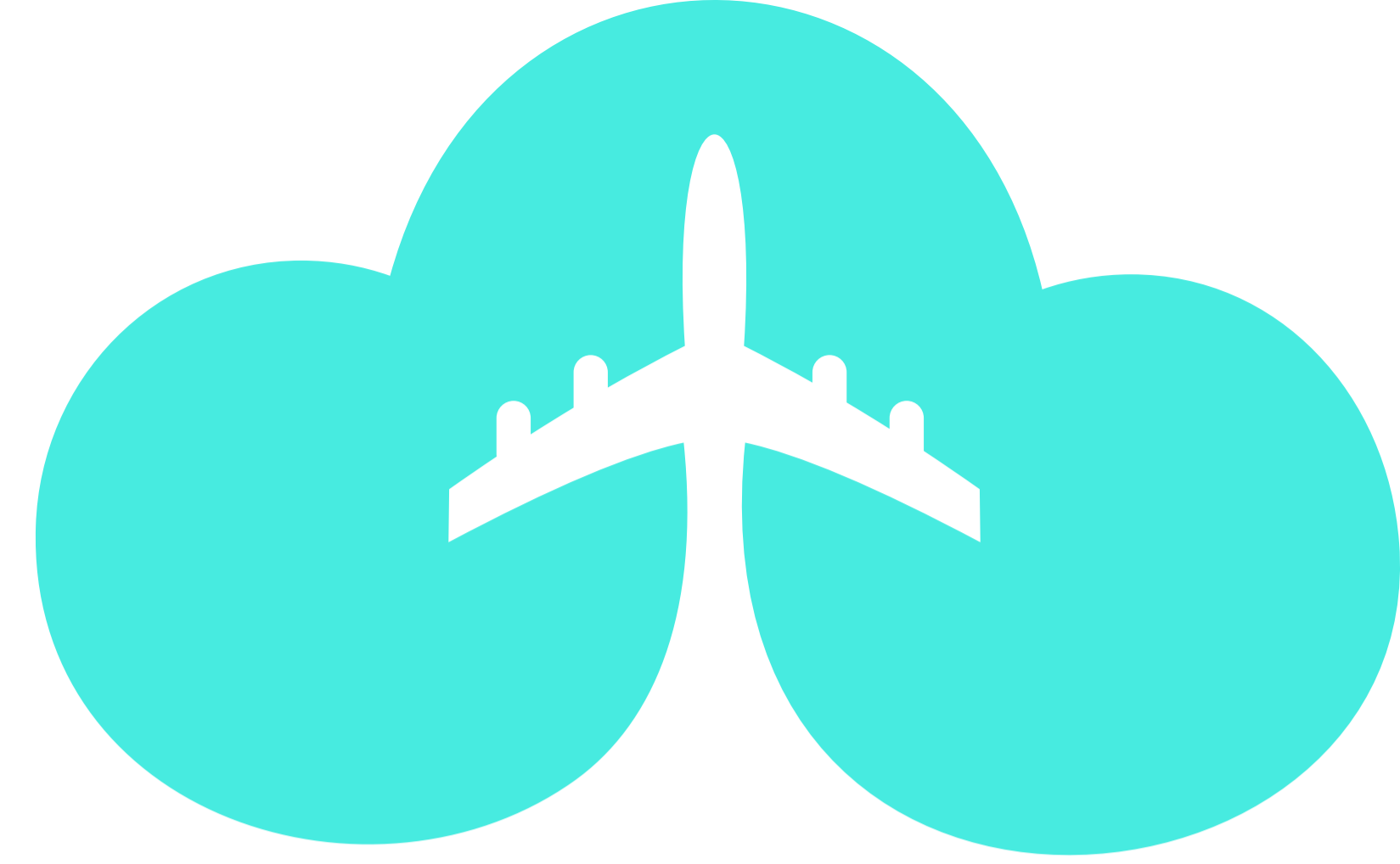
The user said the app is easy to use and straight forward,

Testing

Learnings and Future Considerations

I have learned that it is easier to design useful and intuitive UI when you do a research and consider the user first before doing anything, the process is much simpler than jumping straight to the design phase.

To improve the app it would take more user testing and validation, adding more features which makes things more easier for travel customer.



The end!!!

Thank you!