

Design workshop

Fly cheaper with Ryanair!

Session follow-up — Design workshop (60 min)

Redesign a flight booking experience as a team. Deliver a low fidelity prototype of flight booking process within web interface.

A bit of user research upfront to help you start

We have interviewed Jiří, a señor software developer in his late 20s. Jiří is using online flight booking services a lot — he is keen on traveling far places, whether together with his wife, or his friends. We have few short stories about what he usually expects to solve when booking a flight online.

You can use these stories as requirements or as your starting point for discussion and confrontation of different flight booking experiences within the members of your team.

Stories from Jiří

- Jiří is looking for single or return ticket by choosing date or date range and enjoys when suggested a date-similar flying options to choose from.
- Jiří wants to travel with someone else, usually with a friend or family. (Ticket pricing for additional passenger may depend on age, e.g. *Adult*, *Child < 16*, *Infant < 2*).
- Jiří wants to know how flight ticket costs are calculated. (Flying ticket price can be comprised of more attributes: *Basic ticket fare*, *Web check-in fare*, *Administration fee*, *Tax*, etc.)
- Jiří wants to carry a different type of luggage with himself on different trips such as:
 - Baggage
 - Sports equipment (ski, bicycle, etc.)
 - Infant equipment
 - Musical instrument
- Jiří wants to book a window-seat upfront.
- Jiří wants to set travel insurance in case of lost baggage or flight delays.
- Jiří wants to book a transport from resort airport to place of temporary stay.
- Jiří demands a special assistance during a flight. (e.g. help with boarding of a wheelchair)

Homework

Design a prototype you could evaluate with other users.

Bonus task (if you have time and enthusiasm for user research): Evaluate the prototype with users and incorporate feedback in your next design iteration.