

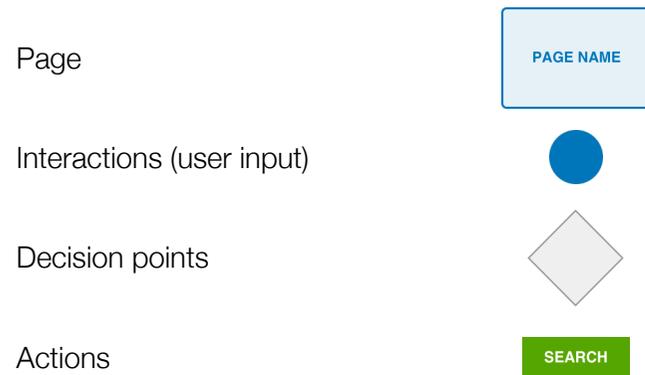
FlyUX: Booking a Flight

Flow Diagram

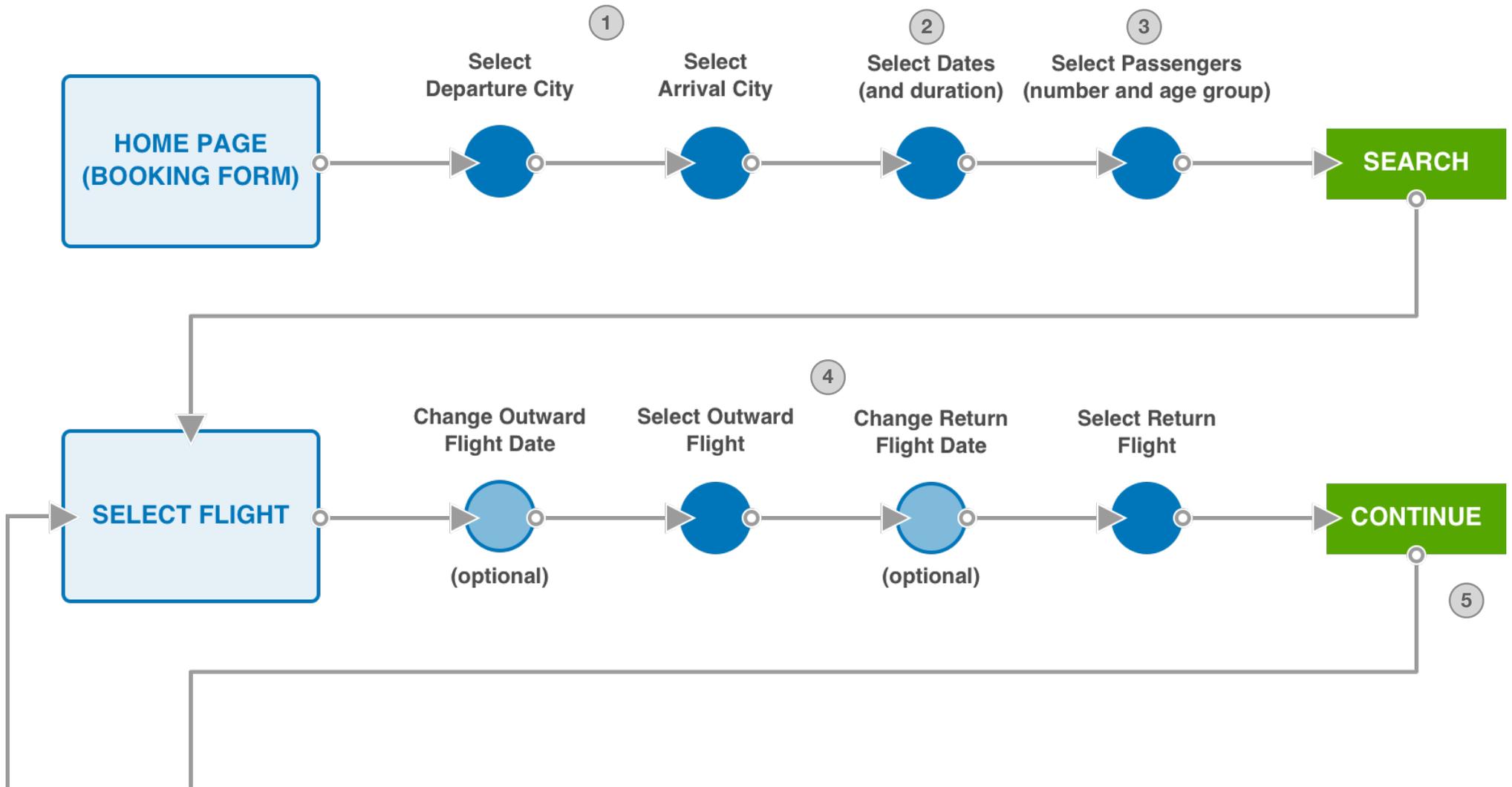
Here we present a flow diagram for the proposed user workflow when booking a flight on the new FlyUX website. The flow chart shows the interactions, decision points and actions for five pages leading up to a payment facility.

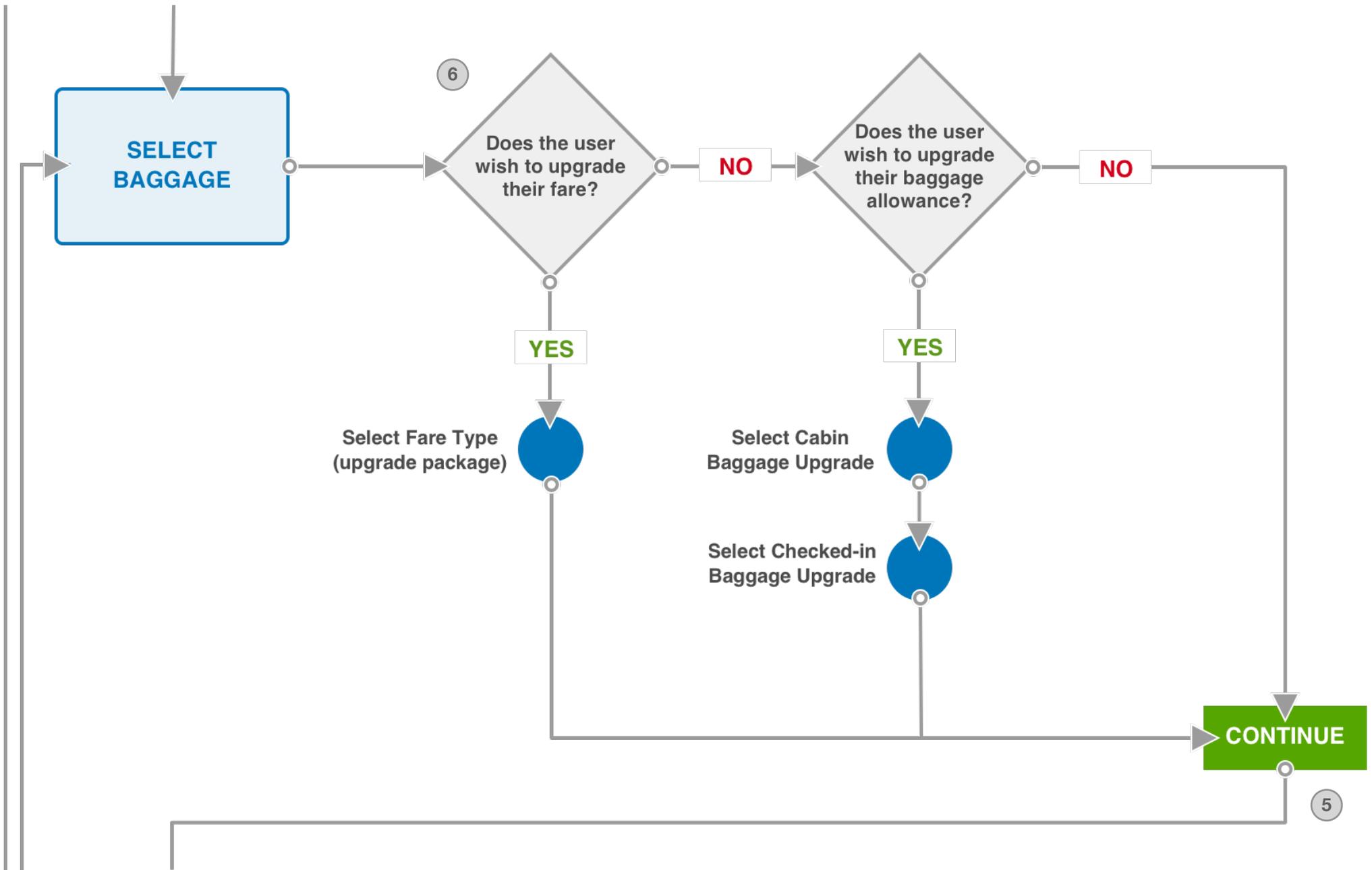
1. Home page (booking form)
2. Selecting flights
3. Selecting baggage (or choosing an upgrade package)
4. Selecting seats
5. Confirming the price and entering passenger details

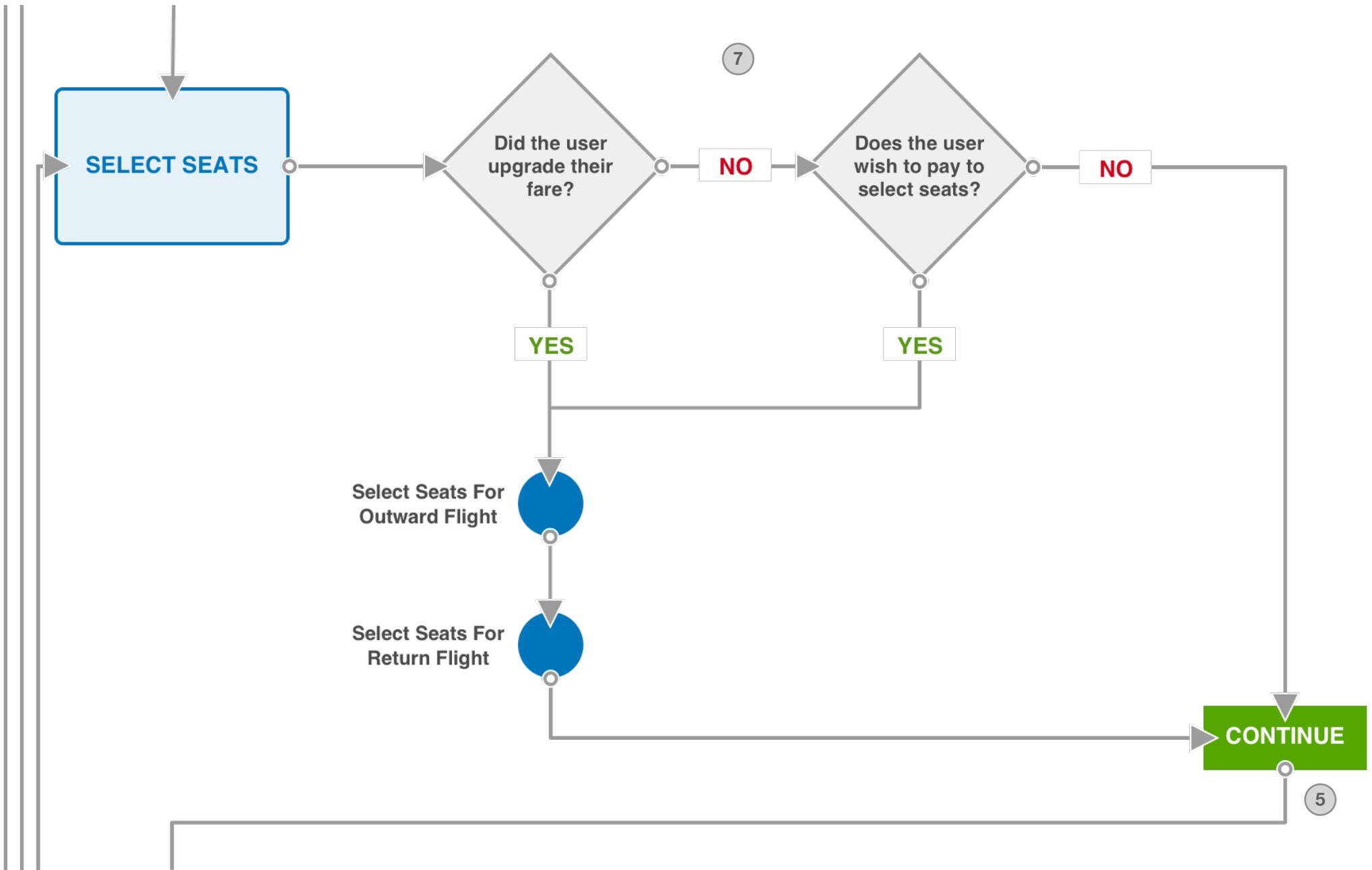
The key for the flow diagram symbols is as follows:

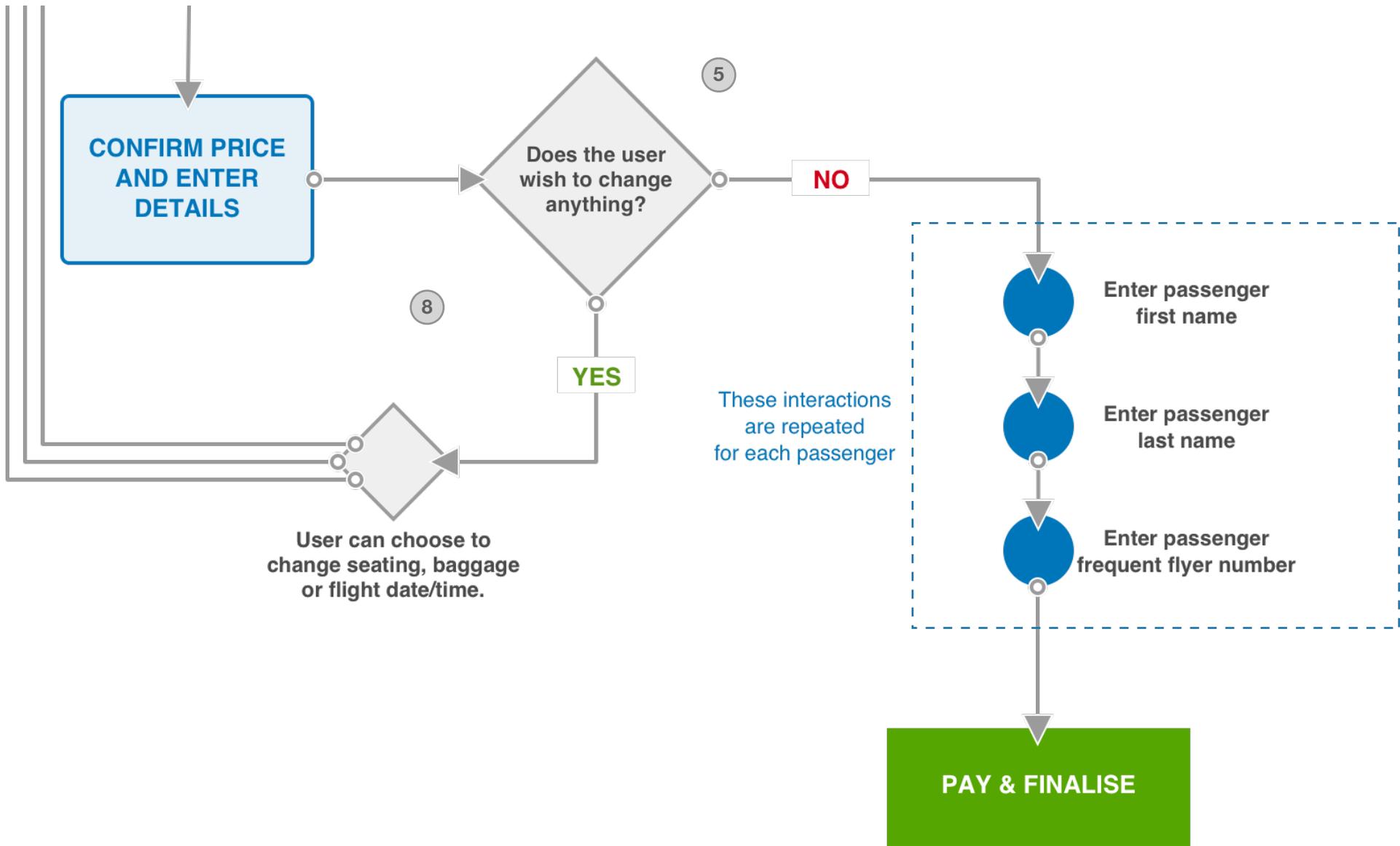


Annotations are marked with a number in a circle (e.g. ①). The number corresponds to a note at the end of the document which will provide additional information about the decisions that have been made.









Annotations and reasoning

- 1 Selecting the departure and destination airports is an important micro task. The design for this interaction will be elaborated on in a future document.
- 2 From our analysis so far we have seen that selecting dates can be a pain point. We will need to be very careful about how we design the micro tasks for entering the dates (calendar etc) and be sure to show the duration of the trip.
- 3 To elaborate: This micro task will allow the user to select the number of adults and the number of children who are travelling.
- 4 Users have given a positive response to an interface that shows the dates they originally selected plus or minus two or three days. Each day should show the cheapest price available on that day. The date they originally selected will be selected by default and all flights (with prices) will be shown for that day. The user can then select a flight for the date they originally chose or select a different date and then choose a flight. The design for this screen will be elaborated on in a future document.
- 5 At all points throughout the process we will show a total price - this is particularly important to help users feel confident when they come to a “confirming” action.
- 6 This part of the workflow addresses an issue that became apparent during testing and analysis. We present the different fare options as an “upgrade package” on the baggage screen. Users can **either** choose a package (which will give them better baggage options plus seating options etc) **or** choose to stay with the default pricing and optionally add baggage for one or more passengers.
- 7 If the user upgraded their fare, they will (at least in some cases) have seat selection included in their current price. In these cases we will show a “your upgrade package includes free seat selection” type message and allow them to proceed. Otherwise, we will show a message indicating that the user can opt to pay for seat selection.
- 8 At this point, the price summary that we have been showing all the way through (see point 5) will be expanded and will allow users to go back and make changes if they wish.