Improving Flight Transfer Experience

How might we enable young-adult travelers to better utilize their time during layovers?

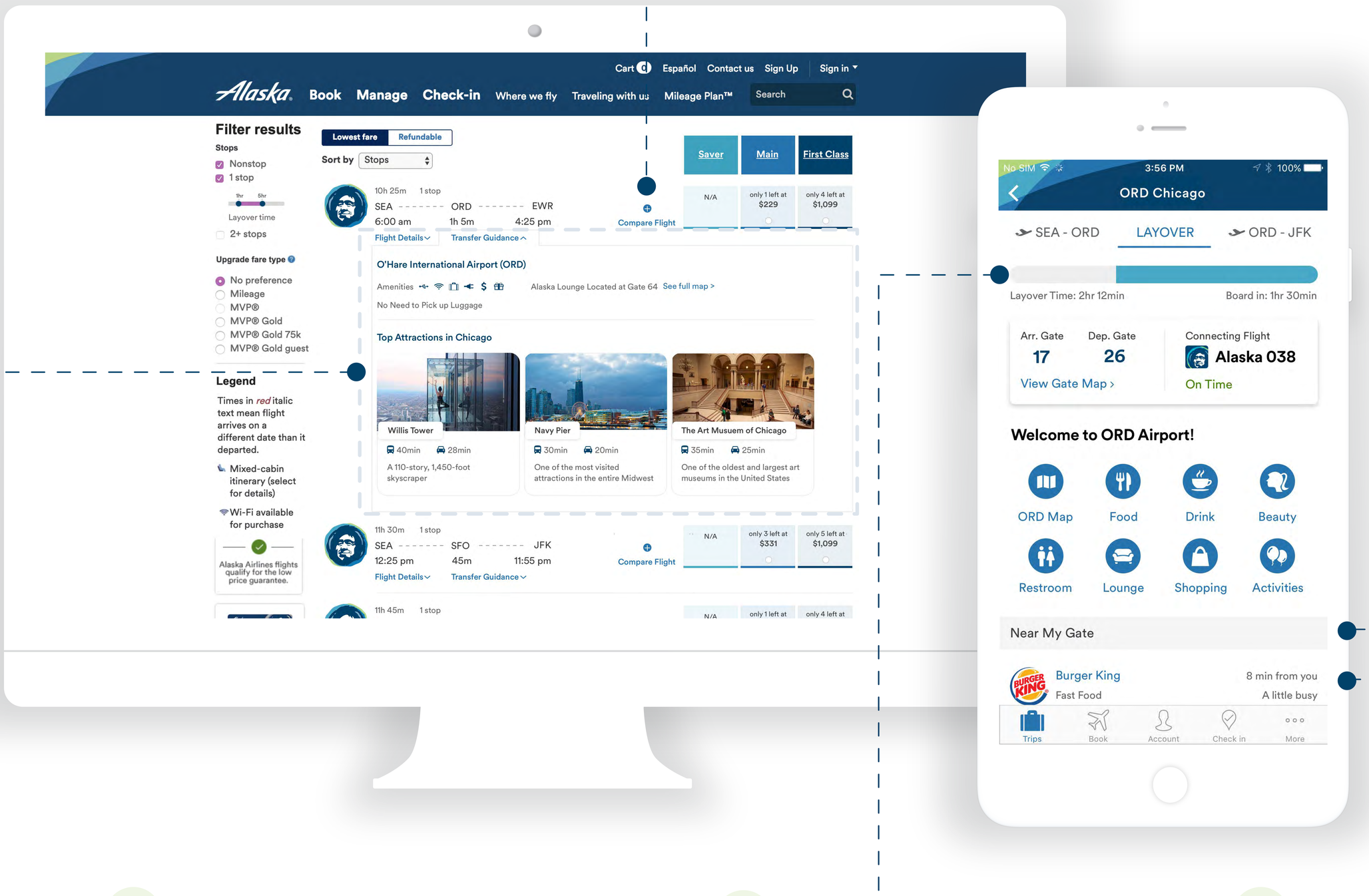
From our extensive user research, we believe that the combination of better time and option awareness at various stages of a trip will better equip travelers to utilize the time they have during a given layover.

Time Awareness & Option Awareness → Time Utilization

Transfer Information
Better supports travelers with their decision-making process by providing them with information regarding the layover time and length, and the transfer airport

Compare
Allows travelers to compare flights regarding price, flight time and length, layover time, length, and city

Around Your Gate
Provides travelers with a list of activities and shopping recommendations around their boarding gate



Notification
Notifies travelers of when they should head back to their gate based on a combination of their scheduled boarding time and estimated walking time from their current location

Progress Bar
A visualization of the layover time for travelers to better understand the amount of time they have available to utilize during their layover

Walking Time
Provides estimated walking times from their current location to nearby food, shops, and activities to aid travelers in their perception of distance

USER RESEARCH

We found that the determining factors for booking are price and a balanced layover time. Although travelers would like to engage in delighter activities during their layover, many don't due to a lack of time awareness and option awareness.

IDEATION & DESIGN

We brainstormed to incorporate design requirements into Alaska Airlines' services. We enhanced the existing web platform to support the booking workflow, as well as the mobile application to support new experiences such as preparing for the transfer and the act of transferring.

EVALUATION

Given both constructive and positive feedback from travelers, two main themes emerged from the user testing of our lo-fi mobile and web prototypes: visibility of new features and the effectiveness of the time & option awareness features.

HI-FI PROTOTYPING

With our user testing feedback in mind, interactive hi-fi prototypes were created for both web and mobile that focused on stronger calls to action via colors and text, information prioritization for flight results, and updated user flows to reflect the combination of multiple interfaces.

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