

Changeit

Be the pilot of your change experience



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Project motivation



Many Alaska Airlines guests rely on using the Call Center to change their reservation because they lack **trust** in the current self-service system. We want to **empower** guests with self-service tools with the goal of increasing **autonomy** while decreasing their frustration and Call Center volume for Alaska Airlines.

Research

We learned about guests' experiences through a survey and interviews, and we visited the Call Center to get context.

To envision a new change experience that fosters trust and confidence, we created personas, a user journey map, and storyboards.

Ideation

Prototyping

We designed a medium-fidelity mock-up, tested it on [usertesting.com](https://www.usertesting.com), and developed design guidelines for the change experience.

Select a new flight

Cost Summary

There is a \$20 change fee (\$20 per person per change, in addition to any difference in fare) if your new ticket price is lower, we'll offer you credit towards future travel. But this credit cannot be applied to the change fee.

Current Reservation Cost	\$400.00	Change Fee	\$125.00
New Ticket Cost for 1	-\$235.00	You Pay	\$125.00
Credit Remaining	\$165.00		

Your previous purchase will be used towards your new flight. You can use your remaining credit towards a future purchase.

Choose passengers to change:

Passenger Summary



Maria Bea



David Sea



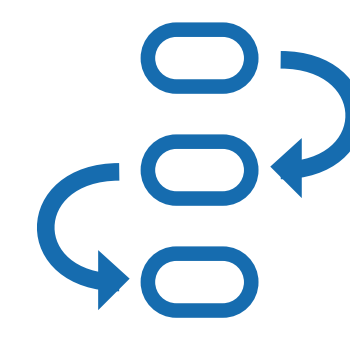
Provide context

The language in Alaska's reservation change policies was not intuitive for guests. In our redesign, we added pop-ups and links for terms like "credit" and "My Wallet" to explain their meaning in context.



Be transparent

Guests were confused by the cost of their new flight, change fees, and the way credit could be used. We chose to display an explicit cost breakdown and explain cost difference based on their new flight and change fees.



Break it down

Redundant information about flights makes it challenging for guests to feel confident while changing their flight. Our redesigned process is broken down into multiple parts to make each step easy and digestible.