Changeit

Be the pilot of your change experience

Aleenah Ansari   Ruotong Melody Xu   Timnit Bekele   Carina Dempsey

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, and developed design guidelines for the change experience.


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.
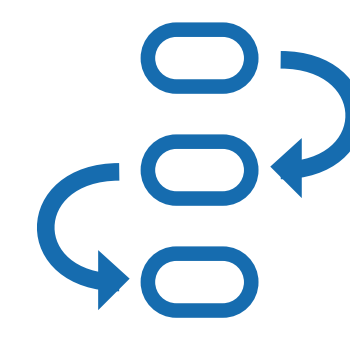
Break it down

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.

W HUMAN CENTERED DESIGN & ENGINEERING
UNIVERSITY of WASHINGTON

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