A Streamlined Experience

Expedia Trip Package Checkout

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OVERVIEW

problem
Currently, the trip package checkout page at Expedia is only optimized for desktop screens. There is no easy way for the customers to shop and checkout trip packages on mobile or tablet devices.

background
Expedia is moving towards responsive design for their entire web experience, because more and more customers are using mobile or tablet devices to shop for trip.

goal
To create a responsive package checkout web, optimized for all screen sizes, so that the customers can have a streamlined experience checking out trip packages on any devices.

PROCESS

information architecture
low-fidelity wireframes
high-fidelity prototypes
usability testing
design modifications

CHALLENGE, DESIGN, RESEARCH

Responsive
we need to come up a design will fit all screen sizes, including mobile phone, tablet and desktop. The code structure and basic interaction needs to remain the same for all sizes.

Review and Edit Information
With multiple travelers checking out, the design should provide a way for the users to easily review and edit the information that they have filled in.

Form Design
We need to design the form in a way that the users can complete the fields without missing information, confusion, or error messages.

Usability vs Business Requirement
There are conflicts between achieving best usability and promoting the business. Tradeoffs have to be made to achieve the best result for both the customers and the company.

6 test sessions conducted
22 hypothesis verified
132 data entries collected

All participants complete the checkout within 5 minutes, and none of them had questions about the fields, or missed filling in any fields.

4 out of 6 participants created an account in the new design.