A Streamlined Experience
Expedia Trip Package Checkout

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OVERVIEW

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.

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.

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
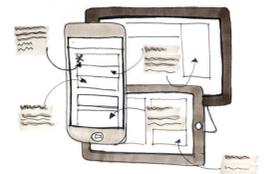

low-fidelity wireframes

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.

All participants understand the playback review and are able to successfully edit the information.

6 test sessions conducted
22 hypothesis verified
132 data entries collected
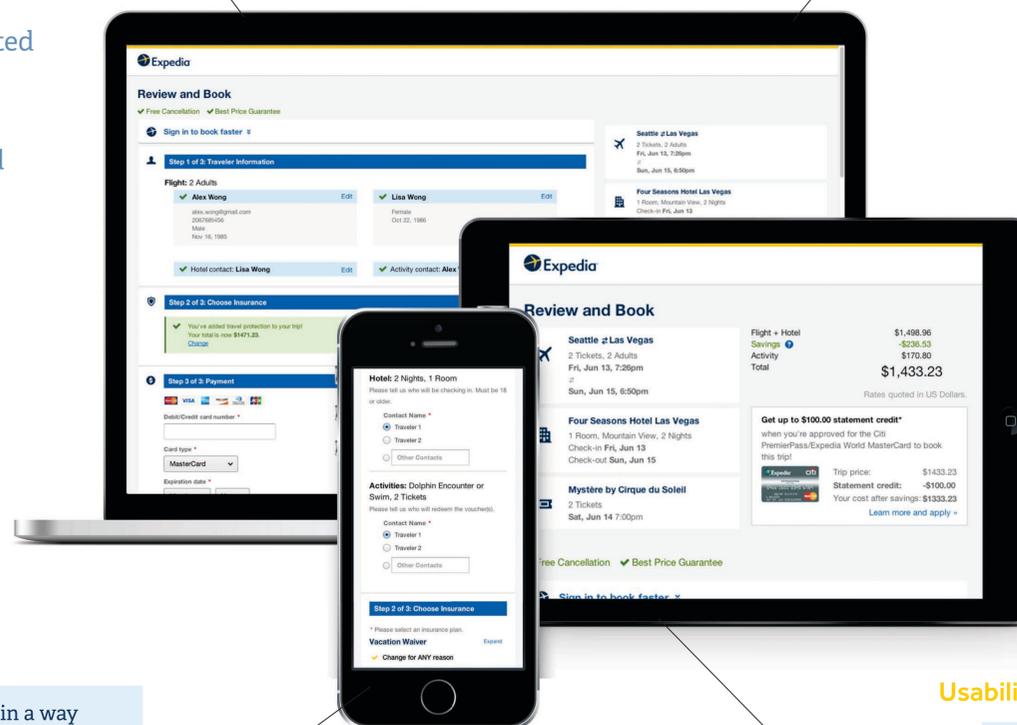
Form Design

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

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

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.

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