



anton linström

Affinity Diagram | Airline booking websites

Objectives

- Review your research, taking notes as you do. Use those notes to create an affinity diagram.
- Learn how to put structure on qualitative research data.
- Learn the power of collaborative analysis.
- Showcase this technique in your portfolio.

Task

- Share research data from projects 1-4 with helper/group. You can do this prior to the session.
- Conduct a remote affinity diagramming session using Miro.
- Review the research data and begin to make notes on Post-its. Write one descriptive observation per post it only.
- Organise the Post-its into groups.
- Draw a border around each group and give it a meaningful name.
- Sequence each group in chronological order of the user journey

Review Data

Projects 1 - 4

[Link to Miro Board](#)

Competitive Benchmarking Notes

<p>HomePage No clear promotions / propositions (Kulula.com)</p>	<p>HomePage Booking form is visible/well placed and easy to understand (Kulula.com)</p>	<p>HomePage Header is quite cluttered. (Kulula.com)</p>	<p>HomePage In general very cluttered. Tons of CTAs. Confusion. (Kulula.com)</p>	<p>Search & Select Primary selectors flight type, airports are clear. (Kulula.com)</p>	<p>Search & Select Secondary selectors dates, passengers are hidden. (Kulula.com)</p>	<p>Search & Select Primary search CTA is unclear. (Kulula.com)</p>	<p>Search & Select Making selections are easy. Clear dropdowns and calendar views. (Kulula.com)</p>	<p>Search & Select Primary selectors flight type, airports are clear. (Kulula.com)</p>	<p>Search & Select Unnecessary Ads popping up. (Kulula.com)</p>	<p>Search & Select Clear indication of where the user are with the booking process. (Kulula.com)</p>	<p>Search & Select Flight information and prices are clear. (Kulula.com)</p>
<p>Search & Select Flight packages are clear on selection. (Kulula.com)</p>	<p>Search & Select User sees an overview of trip details in sidebar. (Kulula.com)</p>	<p>Booking Entering details is clear. (Kulula.com)</p>	<p>Booking Seat selection could be laid out better. Too many CTAs causes confusion (Kulula.com)</p>	<p>Booking Available seats are clearly marked. (Kulula.com)</p>	<p>Booking CTAs are confusing and not clear when going forward or taking a step back. (Kulula.com)</p>	<p>Booking Adding extras are clear with price and information. (Kulula.com)</p>	<p>Booking Bags selection in form of a pop up. Inconsistent with the rest. (Kulula.com)</p>	<p>Payment Detailed summary of the trip before paying. (Kulula.com)</p>	<p>HomePage No value proposition. (FlySafair.com)</p>	<p>HomePage Promotions slider is distracting. (FlySafair.com)</p>	<p>Homepage Search form is laid out well and fields are visible. (FlySafair.com)</p>
<p>HomePage CTA is clear with good actionable naming convention. (FlySafair.com)</p>	<p>HomePage Overall clean and simple. Not a lot of distractions from main purpose. (FlySafair.com)</p>	<p>Search & Select Selection options are clear and easy to navigate. (FlySafair.com)</p>	<p>Search & Select Choosing dates are intuitive with calendar views. (FlySafair.com)</p>	<p>Search & Select Selecting flights is easy. No distractions and primary CTAs are clearly visible. (FlySafair.com)</p>	<p>Search & Select Easy to go back and edit your flight. (FlySafair.com)</p>	<p>Search & Select Lowest fares are clearly marked. (FlySafair.com)</p>	<p>Search & Select Clear flight summary in sidebar. (FlySafair.com)</p>	<p>Search & Select Flight packages are clear with pricing. (FlySafair.com)</p>	<p>Search & Select Departing and returning flights are well marked for the user. (FlySafair.com)</p>	<p>Search & Select Flight summary gets updated as the user makes selections. (FlySafair.com)</p>	<p>Booking Clear indicator of where the user are within the process. (FlySafair.com)</p>
<p>Booking Showcases added extras at the top but unclear on where to edit or add. (FlySafair.com)</p>	<p>Booking Easy to enter passenger details. (FlySafair.com)</p>	<p>Booking Options to add extras to the package are marked well. (FlySafair.com)</p>	<p>Booking Seat selection is easy with clear seat indicators. (FlySafair.com)</p>	<p>Payment Clear summary of flight and details. (FlySafair.com)</p>	<p>Payment User can easily make edits before paying. (FlySafair.com)</p>	<p>HomePage Clear indication between primary and secondary menu items. (Virgin Australia)</p>	<p>HomePage Simple and clear indication to start the booking process by only focussing on flight destination. (Virgin Australia)</p>	<p>HomePage Value proposition is clear and reassuring flexibility during Covid. (Virgin Australia)</p>	<p>HomePage Show special deals from airport. (Virgin Australia)</p>	<p>Search & Select Clear indication of where the user is in the booking process. (Virgin Australia)</p>	<p>Search & Select Great emphasis on the task at hand. Booking process goes full screen. (Virgin Australia)</p>
<p>Select & Search Shows users' recent search. Great if user wants to jump back in and skip a few steps. (Virgin Australia)</p>	<p>Search & Select Airport selection shows whole dropdown list of departing/arrival airports. (Virgin Australia)</p>	<p>Select & Search CTA naming convention indicates the next step clearly. (Virgin Australia)</p>	<p>Search & Select Selecting return/one-way flights is a bit unclear. (Virgin Australia)</p>	<p>Search & Select Big calendar when selecting dates. (Virgin Australia)</p>	<p>Search & Select Selecting passengers is easy. (Virgin Australia)</p>	<p>Search & Select When reaching the flight selection page the UI changes. Confusion. (Virgin Australia)</p>	<p>Search & Select Clear headline display of what the user is searching for. (Virgin Australia)</p>	<p>Search & Select User can easily define between departing and returning flight selections. (Virgin Australia)</p>	<p>Search & Select Clear indication of flights, price and time of certain date. (Virgin Australia)</p>	<p>Search & Select Flight fares are clearly defined with cost breakdown. (Virgin Australia)</p>	<p>Search & Select Overview of selection and option to change before payment process. (Virgin Australia)</p>
<p>Booking Fields are clear to add passenger info. (Virgin Australia)</p>	<p>Booking User has the option to add special assistance/requests, ie wheelchair etc. (Virgin Australia)</p>	<p>Booking Ability to customise trip. Seat selection, nr of bags etc. (Virgin Australia)</p>	<p>Booking Interactive map of seats to easily select. (Virgin Australia)</p>	<p>Booking Final summary check before payment. (Virgin Australia)</p>							

Online Survey



Note taking

No difficulty in selecting country and origin airport.	Return or one-way selection was clear to the user.	Understood what the promo code field was for.	Prefers selecting dates on calendar view.	Prefers selections rather than typing out.	Didn't notice the CTA for searching.	Thought the page was longer and scrolled down rather than taking the next step.	Liked the display of flight dates on either side of selection should she wish to change a date	Flight information is well laid out and easy to digest.	Struggled to book outbound and inbound flights. CTAs not clear.	Easy process until selecting fares.	No clear prompt or indication to select fare.
Appreciated the fact that her information got saved and didn't have to enter it twice.	Didn't notice the flight search bar and went to look for it under menu.	Didn't like the car hire option as it was unnecessary for her task at hand.	No prompt for selecting dates before searching for flights.	Placeholder text forced user to type rather than select dates in calendar.	No full calendar pop-up which the user prefers.	Understood flight information, layover, pricing, fares etc.	Confusion as user didn't know if she was selecting a fare for departure or return.	Uncertain if she is selecting flight/fare for 1 or 2 passengers.	Understood flex option.	Appreciates prompt to tell her the departure airport differs from destination on her return flight.	Understood optional added services and picked up the itinerary.
Struggled to find the "Confirm Booking" CTA.	Felt "Adding Services" was unnecessary as she has selected a fare in the previous step.	Unnecessary modal pop up asking for origin country and language.	Extra info on flexibility above the fold is distracting the user from the task at hand.	Needs to scroll down in order to get to the search functionality.	Prefers selecting dates to typing out the dates.	No problem in finding the search CTA	Confusion around arrival time placement under travel date. Thought it was the departure time.	User feels departure date is most important and should be highlighted better.	Understood different fare options.	No problem in selecting flights and fares.	Attention to detail is important.
User feels it's more simple to choose what you need through selection options than a fare.	User selected destination airport on list without typing.	Expected a calendar pop up when clicking inside the field which was confusing.	Calendar is very difficult to use and took the user a while to figure it out.	User had to click on a downward arrow in order to select dates in calendar view.	Big calendar is preferred in order to select dates easier.	User almost typed in the number of passengers as the cursor was blinking but then opted to select.	Flight information is clear to the user and easy to understand.	User recognises it's not a direct flight but uncertain about the information as it is not clear. She needs to click on an info icon first.	Miscommunication in regards to total layover and travel time.	Business class fare is hidden to the user. She questions this.	Basic fare messaging is unclear about hand luggage and is not guaranteed.
Fares information is not clear to the user.	Smart Fare there is no mention of hand luggage as in Basic Fare. This gives preference to Smart Fare	User got confused about what cabin carriage is.	Flex option is clear but to personal experience she doesn't trust it.	User didn't understand save your price option.	Total layover and travel time was unclear to the user.	Fares messaging was unclear.	Users prefer to use full calendar view pop ups when selecting dates.	User would rather use dropdown selections than typing.	CTA buttons should be clear and concise in order to guide the user through the process.	Different fares should be clearly communicated to the user.	Selecting departure and returning flights should be easily recognisable.
User's don't like pop up messages and should be avoided when possible.	Flight information and where they are with the selection process should be clearly visible.										

Usability test 1

Convenient time is important.	Price does get factored in.	Convenient searcher.	Don't give much attention to ads and promotions.	User has no problem in selecting flights from the dropdown selections.	Selects dates on pop-up calendar rather than typing out.	Tends to ignore promo codes but understands the purpose of it.	User always goes the easy route in making bookings even if missing out on promos.	Generally doesn't click on flexible dates.	Scrolls through dropdown list rather than typing in the airport.	Needs to visualise a calendar.	Homepage was very cluttered and distracting from the main purpose. (FlySafair)	Gets frustrated with too much noise on a page.
Very sensitive to ads, pop ups etc. Always closes it.	When on an airline website she wants to book a flight not get distracted by other noise.	Appreciates that the search results page is a lot cleaner and quieter. (FlySafair)	Ability to see departure and return flights on the same page in calendar view. (FlySafair)	Likes the visibility of different pricing on date. Overview of whole trip. (FlySafair)	'Special Price' tends to be deceiving and frustrating to the user.	When clicking on a date in the results page user expected to see how flight prices are broken down. (FlySafair)	Results page - User couldn't see if she is booking for 1 or 2 persons. (FlySafair)	Results page - pricing doesn't indicate if it is for 1 or 2 passengers. Confusing. (FlySafair)	Frustrated by load time. (FlySafair)	Had to go back a step in order to see if she is actually booking for 2. (FlySafair)	User quickly wanted to go back a step to check information but had to wait because of load time. Frustration. (FlySafair)	Don't normally read all the different fares info.
It's important for the user to be able to change flights and add luggage.	After selecting a flight the user was unaware it was selected until scrolling up the page. (FlySafair)	User was able to easily change flights. (FlySafair)	Feels the breakdown fares could be laid out more clearly. (FlySafair)	Breakdown of fares wasn't clear enough to the user. Left her confused. (FlySafair)	Unclear if the total fare is for one or two people. Confused. (FlySafair)	Ignores clutter, focus on booking.	Appreciates high level overview when it comes to dates and pricing.	User noticed the book a trip search bar first on homepage. (VirginAustralia)	Appreciates less clutter on the homepage. (VirginAustralia)	First time visiting the website. Scrolls down the page to see what else is there incase she misses anything. (VirginAustralia)	Clicks on Airport selection and got presented with a clear page away from all the clutter. User loves this. (VirginAustralia)	Clicks on Airport selection and got presented with a clear page away from all the clutter. User loves this. (VirginAustralia)
Got annoyed when clicking on Velocity Points and her selection got cleared. (VirginAustralia)	Didn't notice the list of airports at the bottom. Expected a list to dropdown. (VirginAustralia)	Ignores noise and sensitive to extras. Just want to stick to the task at hand. (VirginAustralia)	Types in the airport name in the dropdown field then clicks on the airport name from the dropdown list. (VirginAustralia)	Clicks on 'Where can I go' and it opened up a new tab. User found this a bit weird. (VirginAustralia)	Feels the select dates CTA should be higher up instead of 'Where can I go' link. (VirginAustralia)	'Where can I go' is a Covid thing and should be more apparent. (VirginAustralia)	Appreciated the calendar view but prefer both calendars on the page with departing and return dates. (VirginAustralia)	Wanted to go back a step but got taken to previous website which was frustrating. (VirginAustralia)	Missed the steps at the middle top to go back a step. Prefers an arrow top left to indicate better. (VirginAustralia)	Calendar was a bit difficult to navigate and caused confusion. (VirginAustralia)	Got stuck when selecting departure date. No indication or prompt for selecting return date. (VirginAustralia)	Deselected her dates when she wanted to change the return date. (VirginAustralia)
Appreciated the little overview of selected dates at the bottom of calendar. (VirginAustralia)	Never clicks on important information tabs as she knows the process of flying and booking. (VirginAustralia)	Understands flyer miles and promo codes. (VirginAustralia)	Doesn't like the dark purple background. (VirginAustralia)	Results page has a light background. Feels like you moved onto a different website. (VirginAustralia)	Easier to look at on the lighter background. (VirginAustralia)	Quick to remove any unwanted pop-ups. (VirginAustralia)	Results page has a lot more information compared to the search page. (VirginAustralia)	Different flights could be smaller to have a better view and avoid lots of scrolling. (VirginAustralia)	Likes to visual things holistically as possible. (VirginAustralia)	Scrolling sideways is super annoying. (VirginAustralia)	Likes the icons under the different fares section. Makes it easier to read or scan. (VirginAustralia)	Picked up layover stops before making a selection. (VirginAustralia)
Went from a clean website to a lot of text. (VirginAustralia)	Likes that it gives you the total price up front. (VirginAustralia)	Dates and time were clear when selecting flights. (VirginAustralia)	Fairly easy to make a booking. (VirginAustralia)	Some of the text were too big and couldn't see some of the information without having to scroll. (VirginAustralia)	Moving from a dark to white background made to user wonder if she missed something. Felt like a different site. (VirginAustralia)	All the information was clear but felt the site was a bit text heavy. Less text would be easier to see. (VirginAustralia)	Appreciated the flight summary right at the top of the results pages. (VirginAustralia)	Didn't like scrolling to compare prices and times on the results page. (VirginAustralia)	Didn't get deceived by the prices. (VirginAustralia)	Expected to see more icons to indication information or steps. (VirginAustralia)	Expected to see more visuals but was nice. (VirginAustralia)	Didn't expect 'Where can I go' to be Covid related. (VirginAustralia)

Usability test 2

Date and time is important. (FlySafair)	Compares prices if necessary. (FlySafair)	Eyes are drawn to booking section when landing on the homepage. (FlySafair)	Doesn't understand all the tabs in the booking section. (FlySafair)	Won't necessarily scroll down on the page as he already saw the booking section. (FlySafair)	Won't focus too much on promos etc. (FlySafair)	Goes straight ahead with the booking process. (FlySafair)	Understands round-trip and one-way but not special assistance. (FlySafair)	No problem in selecting departure and arrival airports. (FlySafair)	Easily selects dates in the calendar pop up. (FlySafair)	Not selecting 'Flexible Dates' at first as the user needs to fly out on a Saturday and return after New Year. (FlySafair)
Selects 'Flexible Dates' to see low fare finder. Price is important. (FlySafair)	Understands promo code but strange to see it on the booking form. (FlySafair)	Expected the promo code to be on the pricing/check-out page like on E-commerce sites. (FlySafair)	Prefers calendar pop up to see the dates and days rather than typing. (FlySafair)	Sees the input criteria from the search at the top which makes sense. (FlySafair)	Easy to make adjustments to the search input if necessary. (FlySafair)	Got confused when seeing a full calendar with flights and dates. Realises it was because of the flexi option. (FlySafair)	Selected a different return flight when seeing the massive price difference from the original date. (FlySafair)	Appreciates getting a price indication on the low finder calendar. (FlySafair)	Prices changed on the results page when needing to select a flight. Which was odd to the user. (FlySafair)	Made sense after scrolling down and saw the lowest fare was for a late flight. (FlySafair)
Not too phased about time as the user will be on holiday. (FlySafair)	Looks at the fares to make sure he understands the differences. Skips business. (FlySafair)	User goes for the cheapest flight in order to accommodate the fare package he needs. (FlySafair)	Departing flight gets selected and changes can easily be made. (FlySafair)	User goes through the Flight Summary before continuing. (FlySafair)	Not familiar with FlySafair but found the experience straight forward. (FlySafair)	Landing page was as expected. (FlySafair)	Nothing was missing and everything was available to know during the process. (FlySafair)	Design was clean and easy to follow. (FlySafair)	Nothing more was shown unnecessary to what was needed. (FlySafair)	All was clear in what was happening next and what the user is busy with. (FlySafair)
Prompts that indicate what was selected. (FlySafair)	Was surprised to see that checked in luggage was not included in the original price. (FlySafair)	Not paying attention to the promo and slider information below the search bar. (VirginAustralia)	Big booking strip caught his eye immediately. (VirginAustralia)	Won't necessarily scroll down the homepage. (VirginAustralia)	User starts typing airport name then selects it from the dropdown. (VirginAustralia)	Saw the big list of airports underneath but still started typing in the airport then selects from dropdown list. (VirginAustralia)	Selecting from automated dropdown is quicker. (VirginAustralia)	If not familiar with airports in a country the big list underneath would be useful. (VirginAustralia)	No idea what velocity points are but guess it's a loyalty system. (VirginAustralia)	Wasn't apparent to the user that he should be selecting both dates on the same calendar. (VirginAustralia)
Prefers separate calendars when selecting dates. (VirginAustralia)	Calendar is not intuitive. (VirginAustralia)	No idea what travel bank is. (VirginAustralia)	Appreciates indication of where in the booking process he is. (VirginAustralia)	Clicks on important information at the bottom of guests selection. Covid info. (VirginAustralia)	Likes the quick summary of search selections at the top of the results page. (VirginAustralia)	Picks up that he can edit his search which he likes. (VirginAustralia)	Picks up that he can sort the search results. (VirginAustralia)	Sorts the flight results to departure time. (VirginAustralia)	Selects flights with no stop over and cheaper. (VirginAustralia)	Cancels out business fare as it is not priority. (VirginAustralia)
All fare info makes sense. (VirginAustralia)	For return flight he looks at price first then on to time. (VirginAustralia)	Appreciates the one liner underneath fare headline as a quick summary of whats included. (VirginAustralia)	The red colour scheme is a bit disconcerting when it comes to CTAs and buttons. (VirginAustralia)	Again appreciates the quick summary at the top that stays there through the process. (VirginAustralia)	Likes how all the individual steps are split out throughout the booking process. (VirginAustralia)	The step that you are busy with are clear with no other distractions. Not all on one page. (VirginAustralia)	Won't mind the summary at the top to be sticky so that you can see when the total price updates as you make your selection. (VirginAustralia)	The single steps of the process are easier to digest. (VirginAustralia)	Feels the information underneath the booking strip on homepage is unnecessary. (VirginAustralia)	

Grouping Stage 1

Sort notes according to user journey at high level

[Link to Miro Board](#)

Homepage



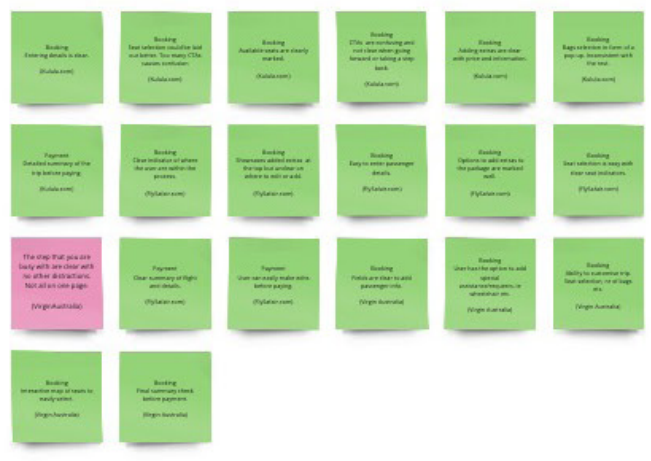
Search



Results



Checkout



Grouping Stage 2

Break notes down into smaller groupings.

[Link to Miro Board](#)

Homepage

Search Box



Promotions & Ads



Call to actions



Value Propositions



Distractions



Expectations



Search

Airport Selection

User selected destination airport on list without typing. (Virgin Australia)

Search & Select
Selecting return/one-way flights is a bit unclear. (Virgin Australia)

Search & Select
Airport selection shows whole dropdown list of departing/arrival airports. (Virgin Australia)

No difficulty in selecting country and origin airport. (Virgin Australia)

Search & Select
Great emphasis on the task at hand. Booking process goes full screen. (Virgin Australia)

Return or one-way selection was clear to the user. (Virgin Australia)

Types in the airport name in the dropdown field then clicks on the airport name from the dropdown list. (Virgin Australia)

Saw the big list of airports underneath but still started typing in the airport then selects from dropdown list. (Virgin Australia)

Search & Select
Primary selectors flight type, airports are clear. (Kulula.com)

Clicks on Airport selection and got presented with a clear page away from all the clutter. User loves this. (Virgin Australia)

Didn't notice the list of airports at the bottom. Expected a list to dropdown. (Virgin Australia)

Selecting from automated dropdown is quicker. (Virgin Australia)

User starts typing airport name then selects it from the dropdown. (Virgin Australia)

If not familiar with airports in a country the big list underneath would be useful. (Virgin Australia)

User would rather use dropdown selections than typing. (Virgin Australia)

Calendar

Easily selects dates in the calendar pop up. (FlySafair)

Prefers calendar pop up to see the dates and days rather than typing. (FlySafair)

Prefers selecting dates on calendar view. (Virgin Australia)

Prefers selecting rather than typing out. (Virgin Australia)

Calendar is not intuitive. (Virgin Australia)

Appreciated the calendar view but prefer both calendars on the page with departing and return dates. (Virgin Australia)

Appreciated the little overview of selected dates at the bottom of calendar. (Virgin Australia)

Search & Select
Big calendar when selecting dates. (Virgin Australia)

No prompt for selecting dates before searching for flights. (Virgin Australia)

Placeholder text forced user to type rather than select dates in calendar. (Virgin Australia)

Wasn't apparent to the user that he should be selecting both dates on the same calendar. (Virgin Australia)

Search & Select
Secondary selectors passengers are highlighted. (Kulula.com)

Got stuck when selecting departure date: No indication or prompt for selecting return date. (Virgin Australia)

Expected a calendar pop up when clicking inside the field which was confusing. (Virgin Australia)

Deselected her dates when she wanted to change the return date. (Virgin Australia)

Needs to visualise a calendar. (Virgin Australia)

User had to click on a downward arrow in order to select dates in calendar view. (Virgin Australia)

Prefers separate calendars when selecting dates. (Virgin Australia)

No full calendar pop-up which the user prefers. (Virgin Australia)

Generally doesn't click on flexible dates. (Virgin Australia)

Calendar was a bit difficult to navigate and caused confusion. (Virgin Australia)

Calendar is very difficult to use and took the user a while to figure it out. (Virgin Australia)

Not selecting 'Flexible Dates' at first as the user needs to fly out on a Saturday and return after New Year. (FlySafair)

Selects 'Flexible Dates' to see low fare flight. Price is important. (FlySafair)

Promo Codes

Got annoyed when clicking on Velocity Points and her selection got cleared. (Virgin Australia)

Search & Select
Unnecessary Ads popping up. (Kulula.com)

Expected the promo code to be on the pricing/check-out page like on E-commerce sites. (FlySafair)

No idea what travel bank is. (Virgin Australia)

Understands promo code but strange to see it on the booking form. (FlySafair)

Understood what the promo code field was for. (Virgin Australia)

No idea what velocity points are but guess it's a loyalty system. (Virgin Australia)

No idea what travel bank is. (Virgin Australia)

Understands flyer miles and promo codes. (Virgin Australia)

Tends to ignore promo codes but understands the purpose of it. (Virgin Australia)

Selecting Passengers

Clicks on important information at the bottom of guests selection. Covid info. (Virgin Australia)

Search & Select
Selecting passengers is easy. (Virgin Australia)

User almost typed in the number of passengers as the cursor was blinking but then opted to select. (Virgin Australia)

Call to actions

CTA buttons should be clear and concise in order to guide the user through the process. (Virgin Australia)

Select & Search
CTA naming convention indicates the next step clearly. (Virgin Australia)

Didn't notice the CTA for searching. (Virgin Australia)

No problem in finding the search CTA. (Virgin Australia)

Search & Select
Primary search CTA is unclear. (Kulula.com)

Steps Indication

Appreciates indication of where in the booking process he is. (Virgin Australia)

Likes how all the individual steps are split out throughout the booking process. (Virgin Australia)

Missed the steps at the middle top to go back a step. Prefers an arrow top left to indicate better. (Virgin Australia)

Wanted to go back a step but got taken to previous website which was frustrating. (Virgin Australia)

Frustrations

Understands round-trip and one-way but not special assistance. (FlySafair)

Clicks on 'Where can I go' and it opened up a new tab. User found this a bit weird. (Virgin Australia)

Doesn't like the dark purple background. (Virgin Australia)

Website timed out for some users and kept changing their input. (Virgin Australia)

'Where can I go' is a Covid thing and should be more apparent. (Virgin Australia)

Positives

Select & Search
Shows users' return search. Great if user wants to jump back in and skip a few steps. (Virgin Australia)

Search & Select
Making selectors are easy. Clear dropdowns and calendar views. (Kulula.com)

Other

Never clicks on important information tabs as she knows the process of flying and booking. (Virgin Australia)

Results

Different Fares



Flight Information



Extras



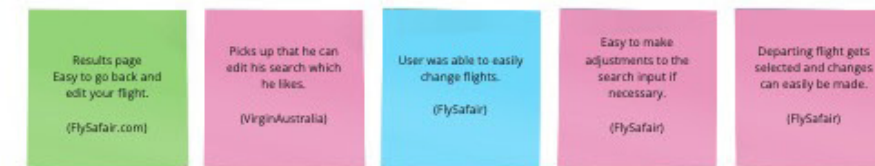
UI



Flight Options



Changing Flights



Frustrations

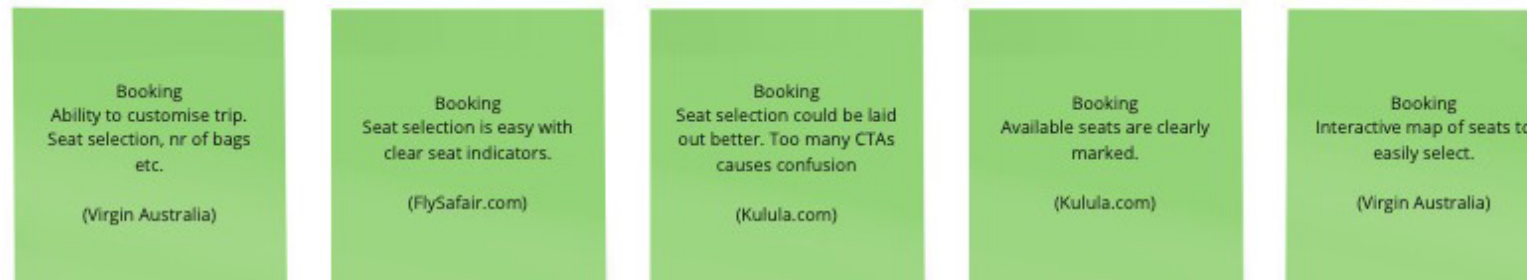


Checkout

Passenger Details



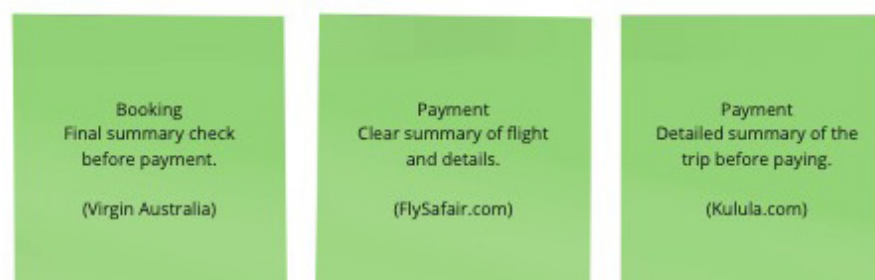
Seat Selection



Adding Extras



Flight Summary



Grouping Stage 3

Break groupings down into smaller segments. Mostly Search and Results.

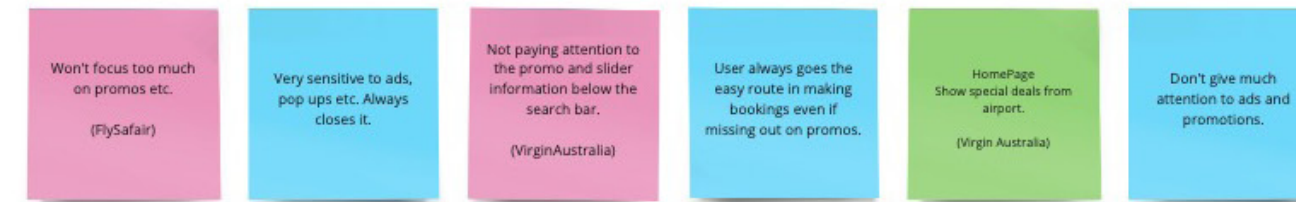
[Link to Miro Board](#)

Homepage

Search Box



Promotions & Ads



Call to actions



Value Propositions



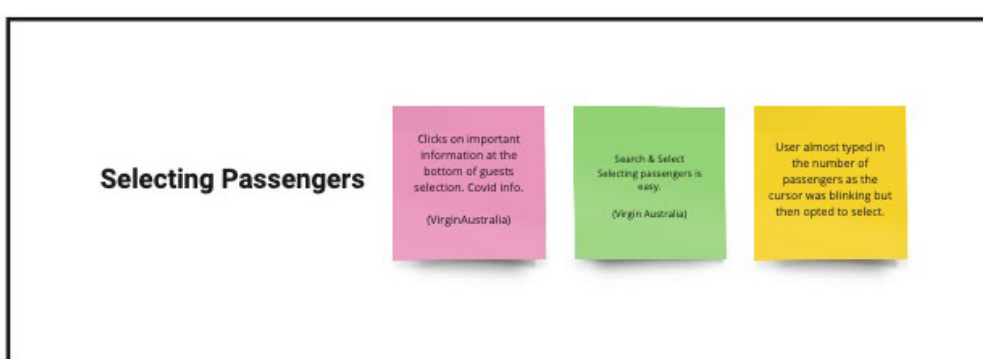
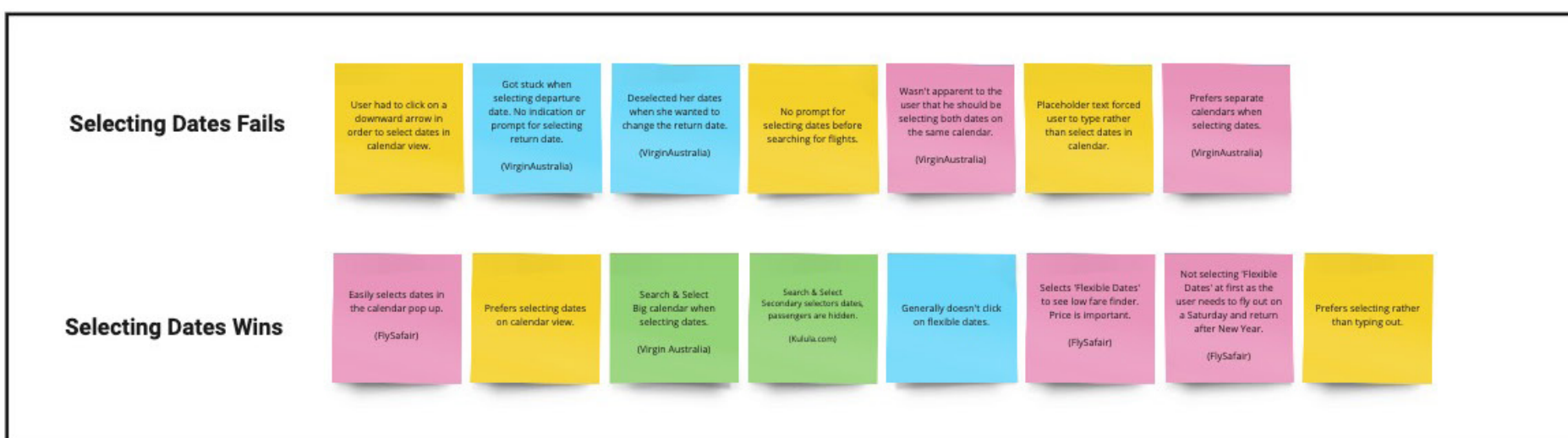
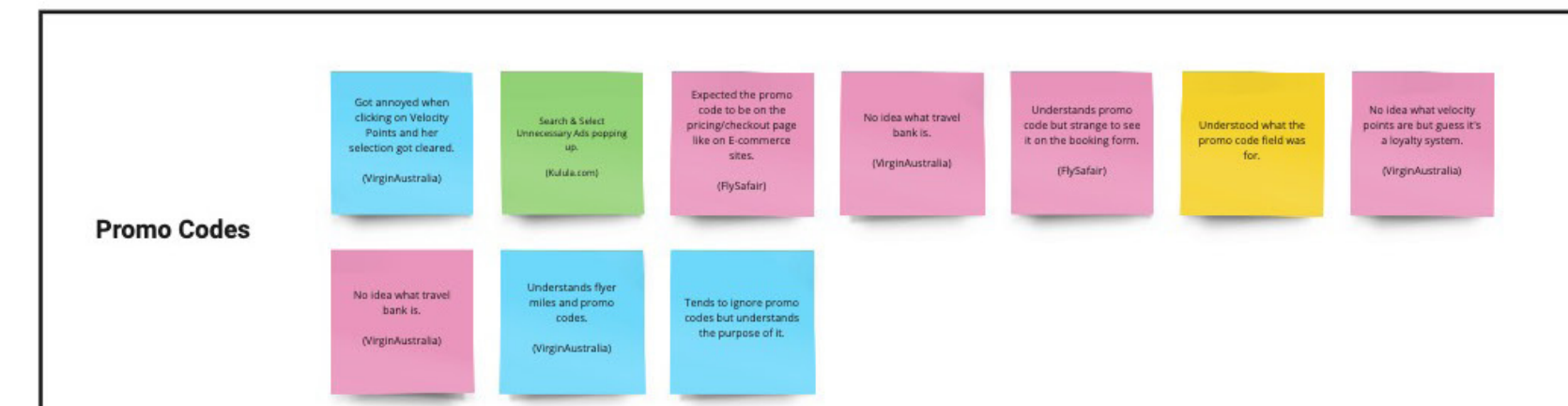
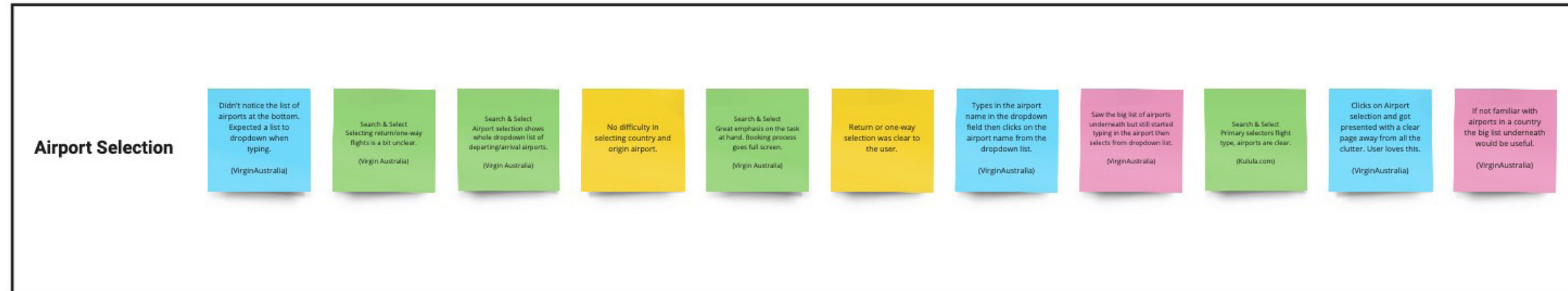
Distractions



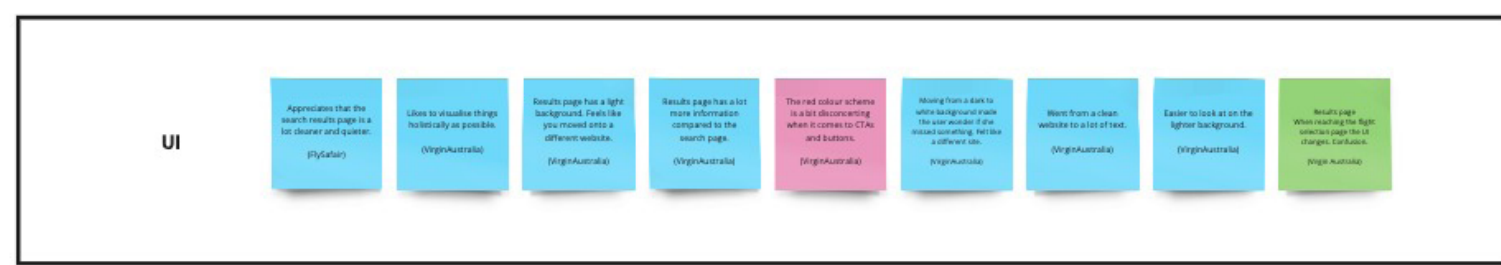
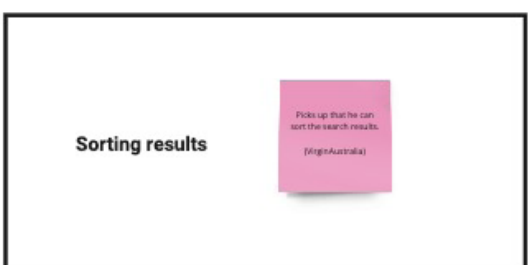
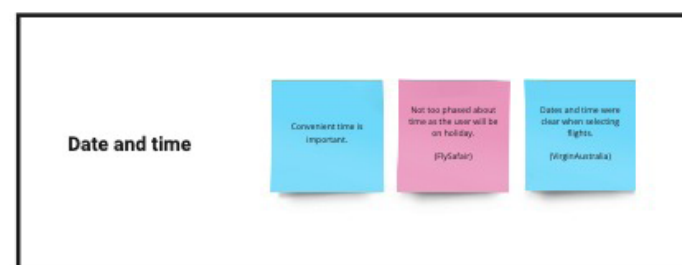
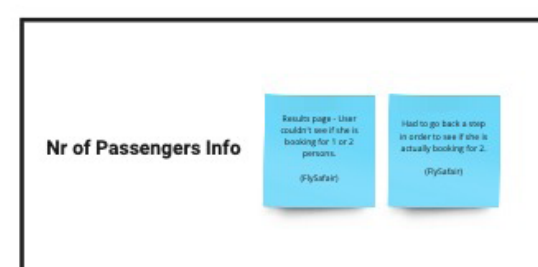
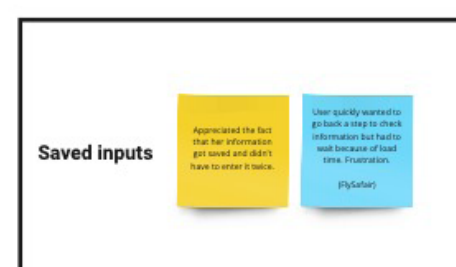
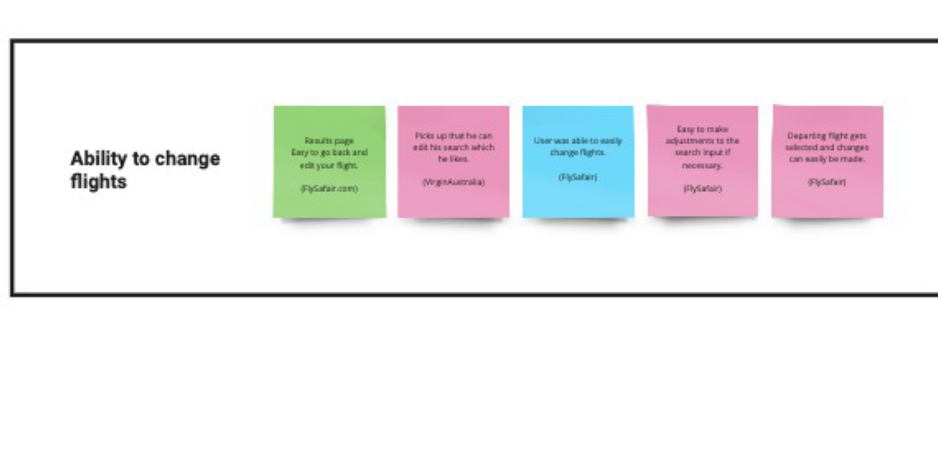
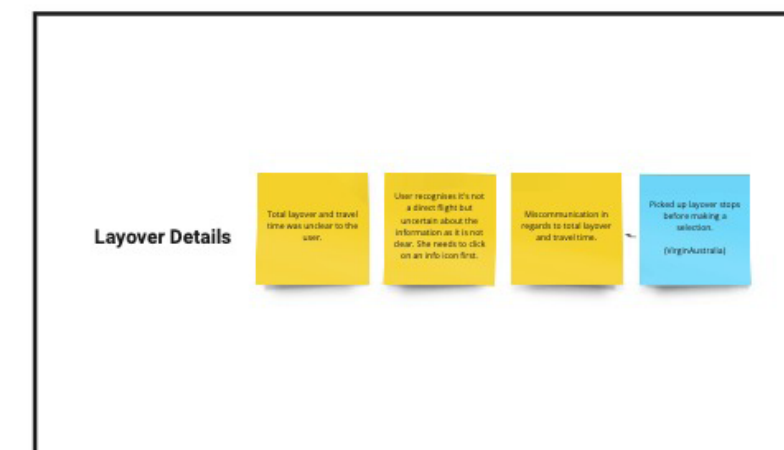
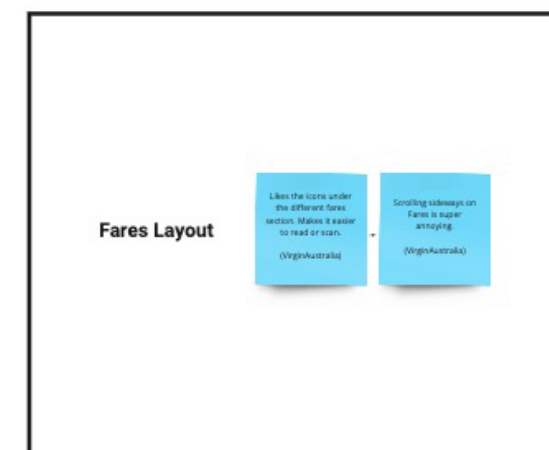
Expectations



Search



Results



Grouping Stage 4

Sort groupings in chronological order

[Link to Miro Board](#)

