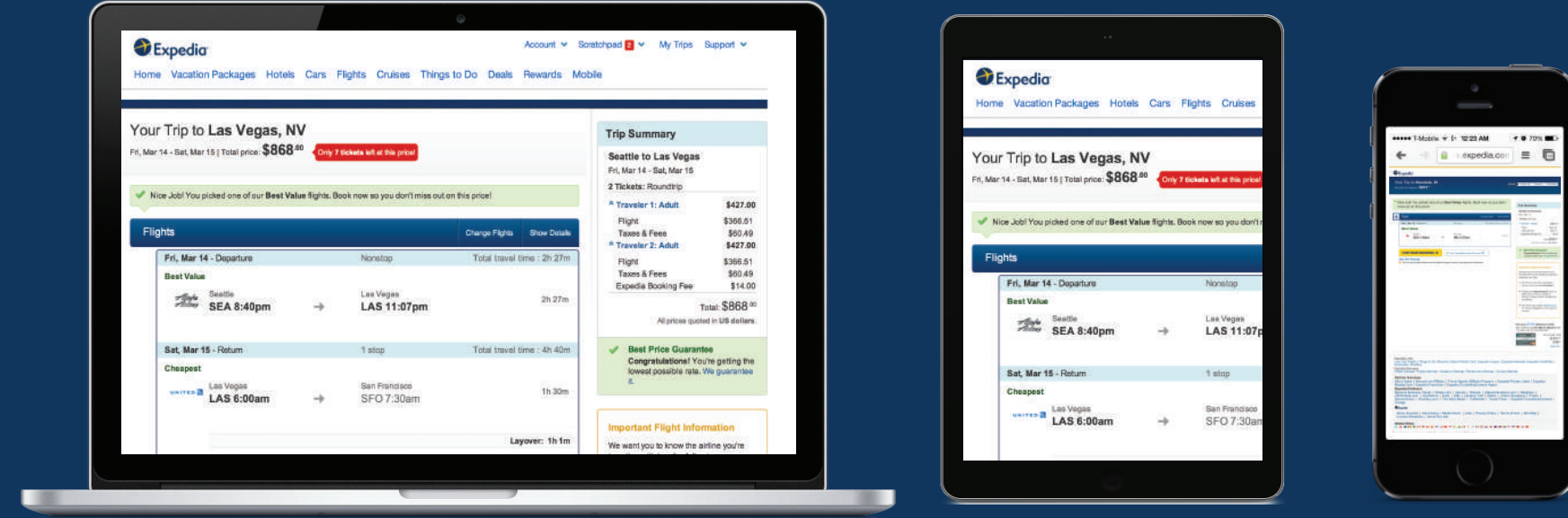


## the problem



- Flights check out web path is not mobile friendly
- High customer abandonment

## the alternatives



- Different platforms
- Costly to maintain



- Creates multiple URLs
- Only targets one screen size



- Easier, faster to implement
- Minimizes maintenance
- Efficient, and less costly

## mobile trends

More than **1 in 3** visits to travel websites are from mobile devices.



Mobile traffic increases **42%** year to year

## Mobile & Travel websites



iPad  
52.6%



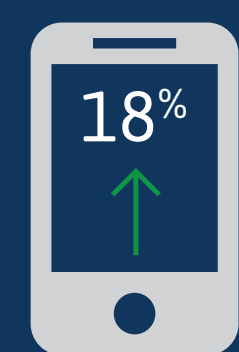
iPhone  
30.8%



Android  
10%

Others  
6.6%

\*Mobile  
38.4%  
avg.



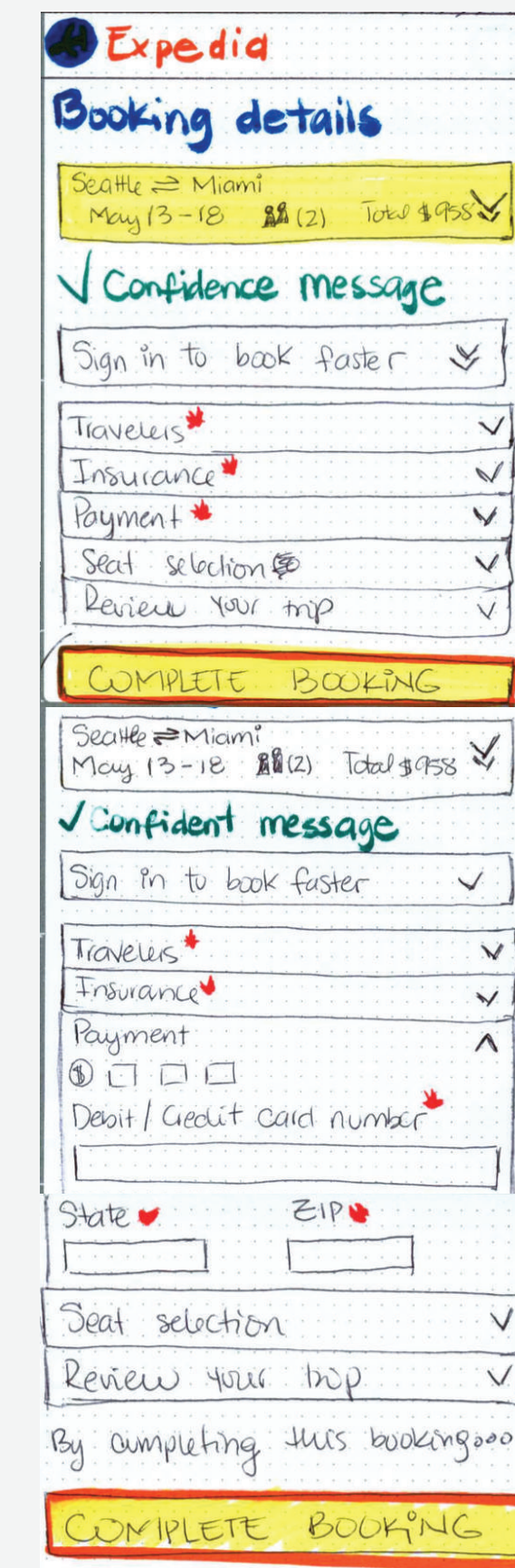
increase in  
last 2 years

Source: <http://www.nucleus.co.uk/Nucleus/media/research/Nucleus-Mobile-Survey-March-2014.pdf>

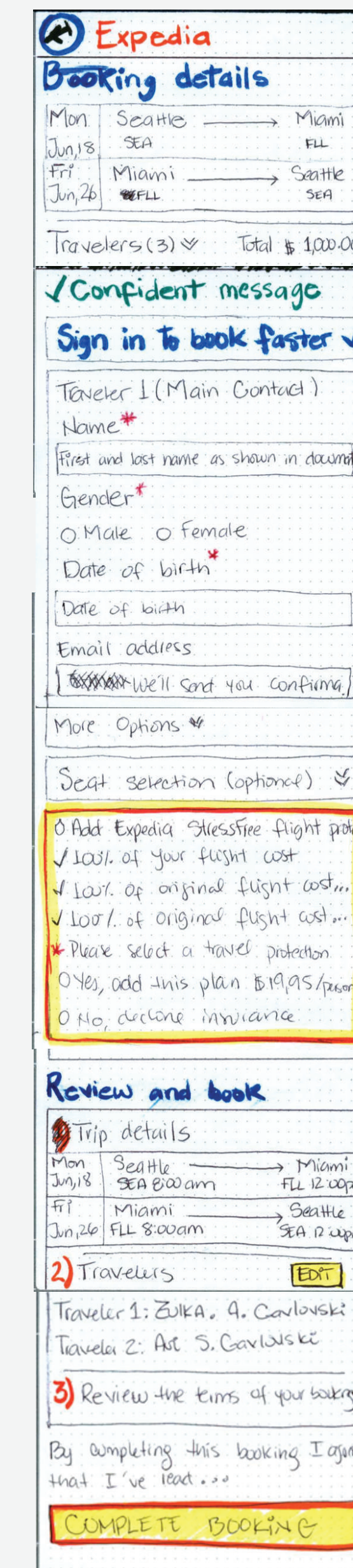
## the solution

### 1 Ideation & Paper prototyping

#### Accordion control

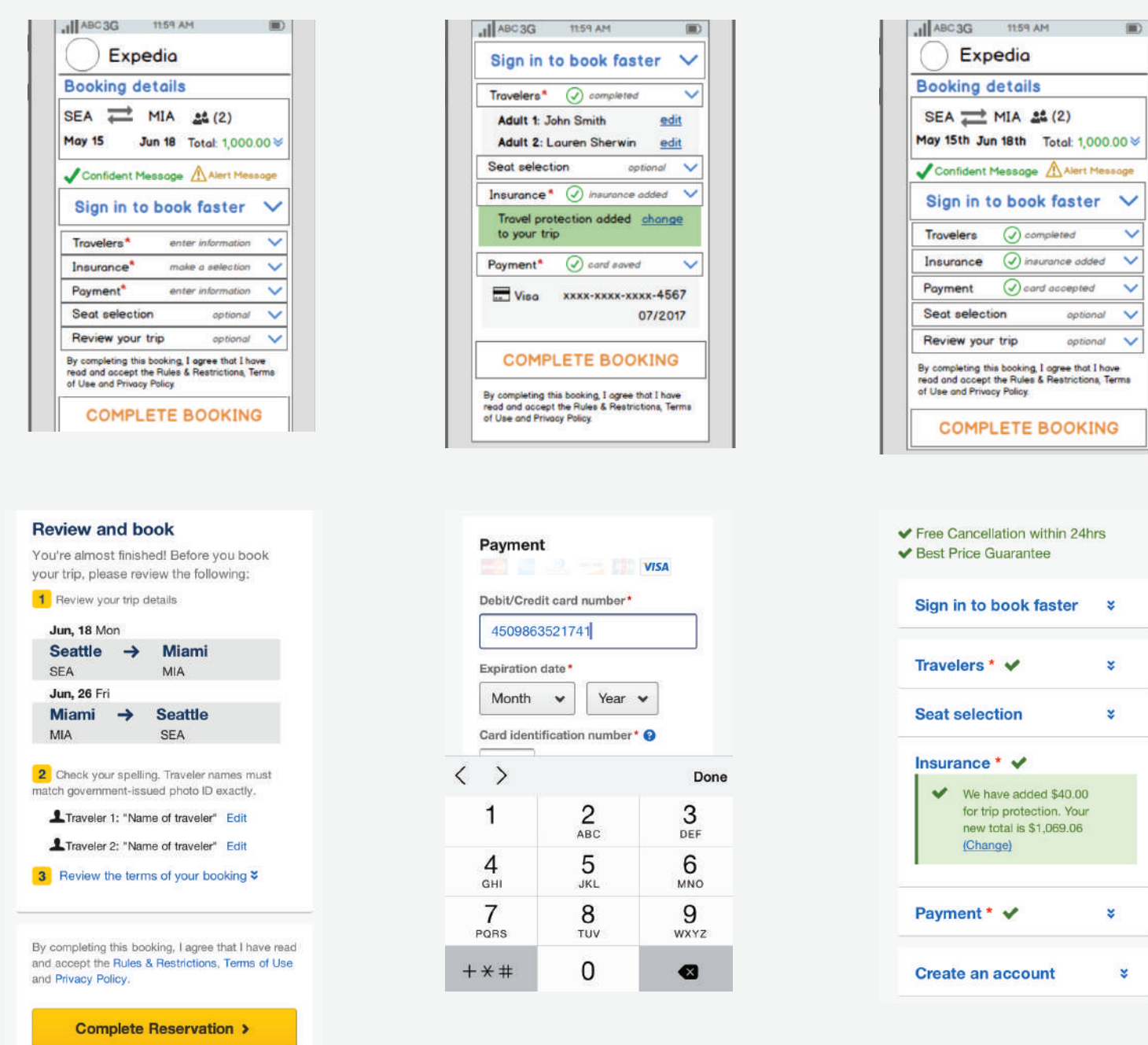


#### Scrollable



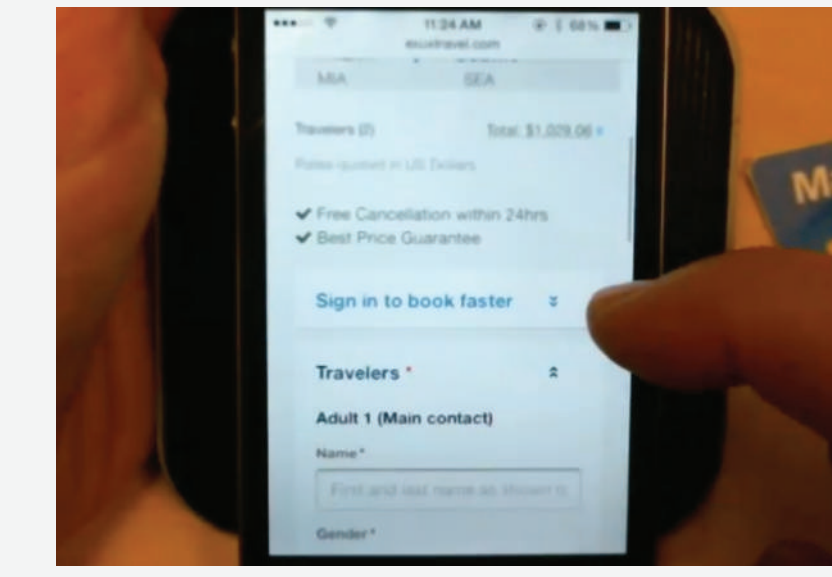
exploring two different workflows for a 1 page check out experience

### 2 Wireframes & HTML prototypes



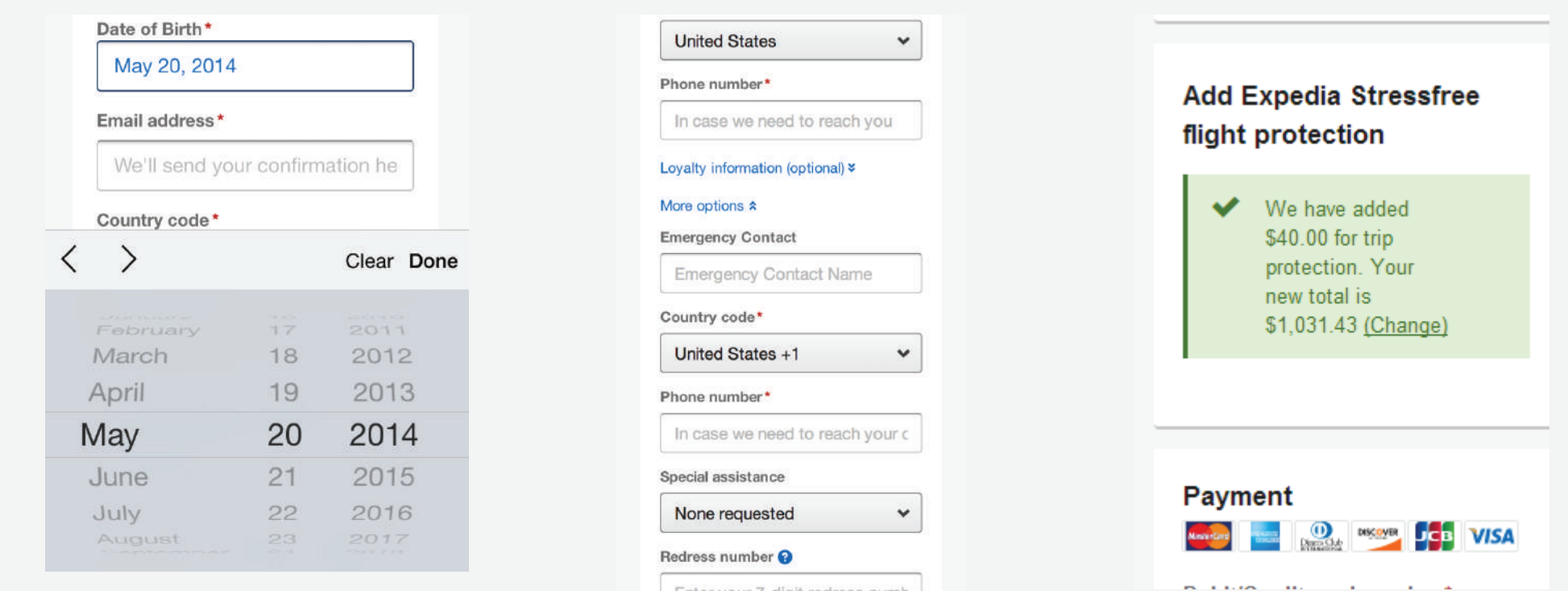
exploring playback interactions

### 3 Usability testing



#### Research question

How to design a more efficient responsive e-commerce site for flight bookings across multiple devices?

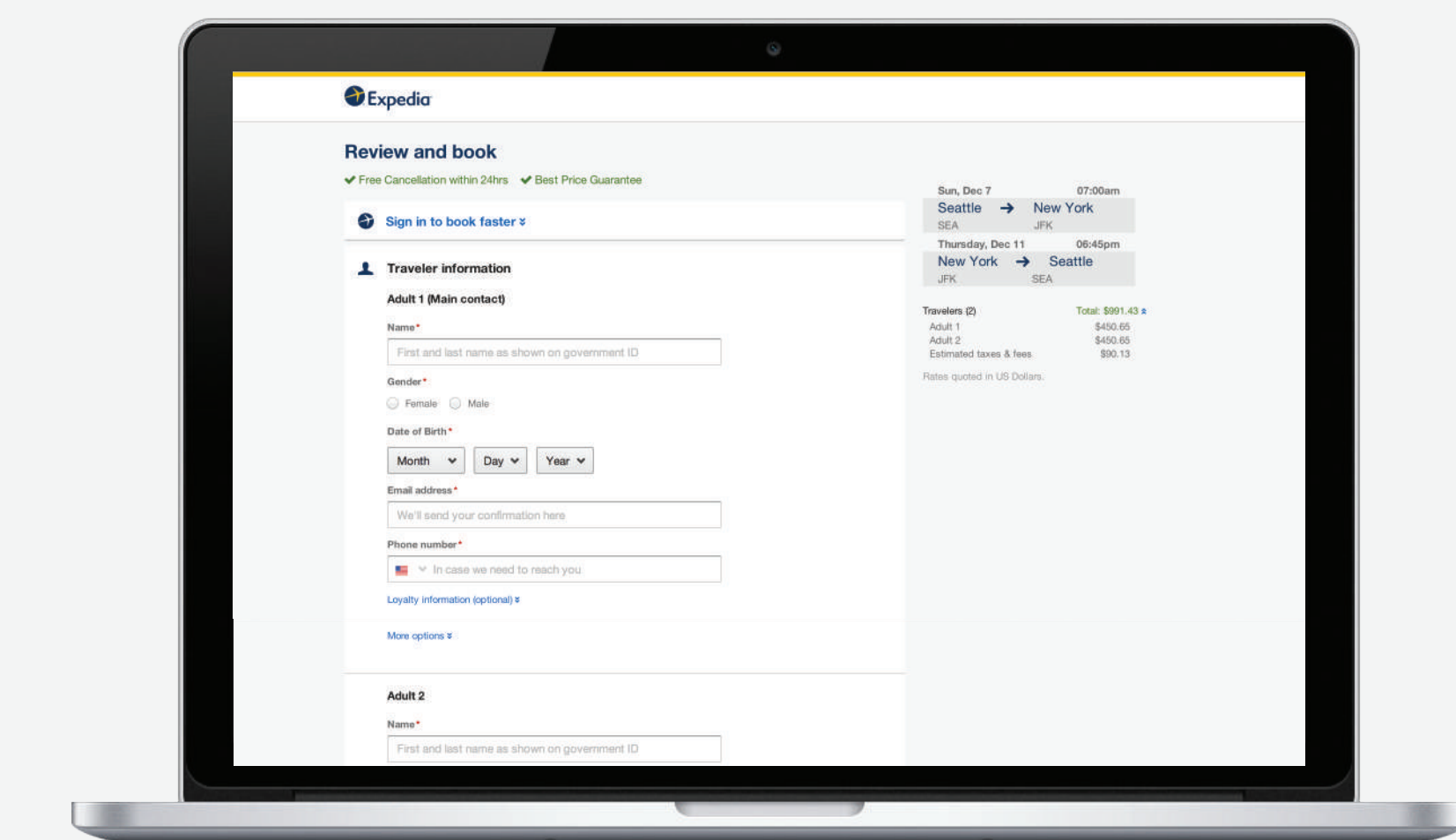


spinning wheel  
date picker

more options  
toggle

insurance  
playback

### 4 Responsive prototypes



#### Skills & tools

Wireframing  
Prototyping  
HTML/CSS  
User testing

Axure  
Balsamiq  
Text Editor  
Morae

