



*Alaska*<sup>®</sup>  
AIRLINES

Product Design  
Summer - 2017



**A Journey Through  
Alaska Airlines  
+  
Virgin America  
Merging**

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# Internship Experience



AlaskaAir.com

## Building Responsive Content for an airline people love



### MY ROLE

Web & App Product Design  
Wireframing and User Flows  
UI / UX Responsive Web Design  
Integrate Fresh Ideas

### INTERNSHIP DELIVERABLES

Tappable Prototypes  
Creating UI / UX Assets & Guides  
A/B Testing Iterations  
Content Strategy

### PROJECT TIMEFRAME

June 15th - September 15th, 2017  
12 Week Internship

### ABOUT THE INTERNSHIP

Collaborated with the design and research team to create comprehensive products for the Alaska Airlines responsive booking site and mobile application, producing deliverables such as wireframes, user flows, prototypes, and final production assets.

Spearheaded designs for Check-Out, Ads, and Loyalty Value Stream's to drive the minimum-viable product through ideations and iterations. Created seat-maps, gamification, Digital Style Guides Library, Design Systems, and VR/AR Experiences.

# Content Analysis



If you have trouble viewing this message, [click here](#) to request a plain text-only version of this email.

**Alaska**

Confirmation code: **TSYJWC**

You're all set. Thank you for booking with Alaska and we look forward to seeing you on board.

Manage your trip online and view full details about your flight reservation and fare. You can choose seats, make service requests, and make changes to your flight.

**MANAGE TRIP**

Flight	Departs	Arrives	Class	Traveler(s)	Seat(s)
<b>Alaska</b> Alaska 62 Boeing 737-700	Anchorage (ANC) Thu, Mar 8 7:50 am	Ketchikan (KTN) Thu, Mar 8 12:48 pm	Y (Coach)	Sally Test	*
<b>Alaska</b> Alaska 67 Boeing 737-700	Ketchikan (KTN) Tue, Mar 12 5:20 pm	Anchorage (ANC) Tue, Mar 12 9:58 pm	M (Coach)	Sally Test	*

For seat assignments, contact the operating airline using the operating airline's confirmation code.

**Hotels and cars** **M**

**Low price guarantee**  
Powered by Expedia

**Need a hotel?**  
Use our hotel deal finder to [book a hotel](#) in Ketchikan. **M**

**Need a ride?**  
Use our car deal finder to [rent a car](#) in Ketchikan. **M**

**Get the Visa Signature® card**  
Apply now for the **Alaska Airlines Visa Signature® card** and earn 50,000 bonus miles after qualifying purchases.

**Sign up for email deals**

Our email deals features exclusive fare sales, discount codes and web specials tailored to your preferences, as well as Alaska Airlines Mileage Plus offers and news.

[Sign up](#) **M**

**Service requests** **M**

Alaska Airlines provides a meet

**Flight notifications**

Flight notifications are how we will contact you with important travel information. Get alerts about departures, arrivals, gate changes, cancellations and more.

**SIGN UP**

**Web Check-in**

When traveling on Alaska Airlines, save time by checking in online 1 to 24 hours prior to departure. You can also check in at one of our airport kiosks or at the ticket counter.

**CHECK IN**

For more information about minimum check-in times, required identification, international travel, and traveling with minors, [please visit our website](#).

**Manage your flight reservation**

View full details about your flight reservation and fare. You can choose seats, make service requests, and make changes online.

Alaska Airlines reservations 1-800-ALASKA AIR (1-800-252-7522)

**MANAGE**

**Baggage**

**Carry-on baggage:** On Alaska Airlines flights, each traveler is limited to one carry-on bag that measures up to 10 x 17 x 24 inches, plus one personal item. See our [carry-on baggage](#) page for more information.

**Checked baggage:** Bag fee calculation is currently unavailable. Alaska Airlines checked baggage rules and fees apply to most itineraries.

**Alaska Airlines® baggage service guarantee**  
Get your bags in 20 minutes guaranteed.

**Your rights**

Please review important information about your [consumer rights and our limitations of liability](#).

You may also wish to review the [contact of carriage](#) applicable to your trip.

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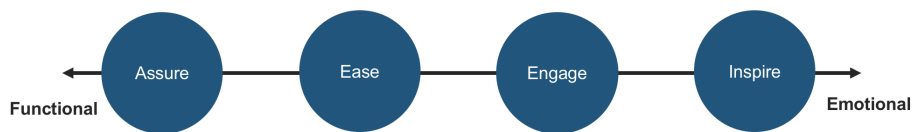
This email was sent to [lyn.phelan@alaskaair.com](mailto:lyn.phelan@alaskaair.com).  
Reference number: 02020920. Requested on 07/11/2017 02:48 PM

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## “How can Alaska Airlines Checkout Page can be used more effectively and fluently?”

In order to come up with a solution it had to start with by looking at the internal contents to familiarize myself with the strengths and weaknesses of the features. Through labeling each of the elements and steps, I was able to extract important questions that helped me redesign the flow of the page.



### Step into the user's shoes

What are a user's goals, thoughts and next steps?  
 What are the differences between a users wants and needs when they finish a booking vs. when they come back to view a reservation?

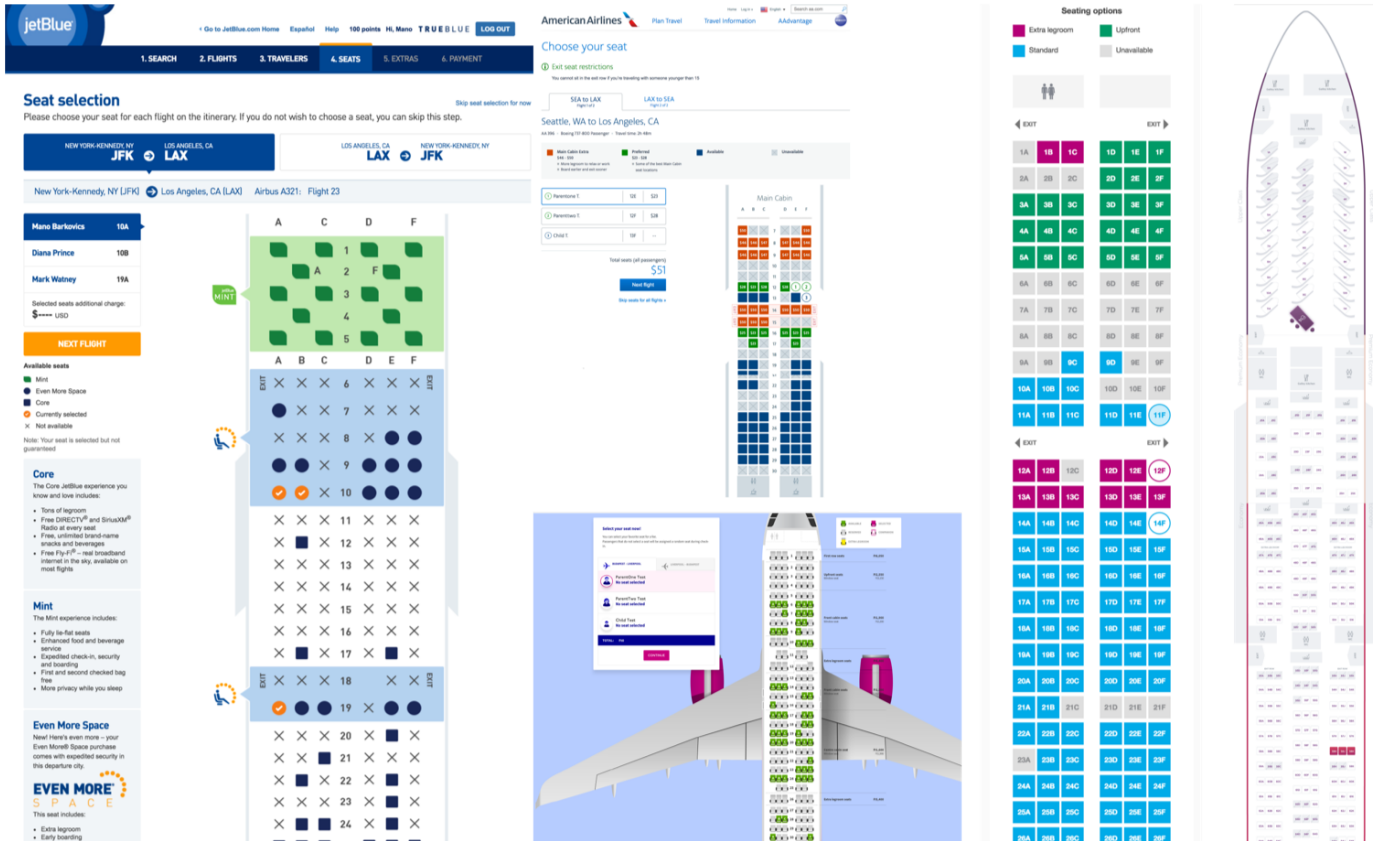
### Design Activity

How can we personalize the page for the user's different needs depending upon various factors?  
 How long until they travel?  
 Who are they? MP member, elite, first time user?  
 Are they confirming or viewing?  
 What else do we know about them?

### What are our legal requirements?

Price breakdown  
 Fare rules  
 Bag fees  
 Hazardous materials

# Competitive Analysis



## Analyzed competing airlines seat mapping experiences.

### Seat Map Web / Responsive

Analyzed over 15 airlines then recorded an in-depth similarities, and differences through the eye of a guest.

### Key Components and Questions

Understand how manual content inventories are compiled  
Finding empathy for all of our users

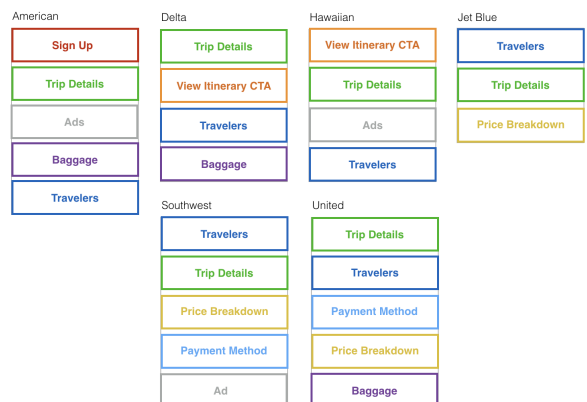
- What is the information architecture?
- Where is the navigation?
- What types of navigation do they use?
- What are navigation labels?
- Are they different from information architecture?

### Outcome of the Study

Study benefited helpful resources in order to re-design the seat maps.

Explored a new platform; Invision Boards  
Created a guideline for future implementation.

### Confirmation Side by Side IA Comparison

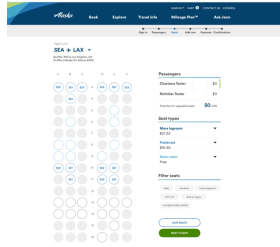


# Responsive Seat Maps

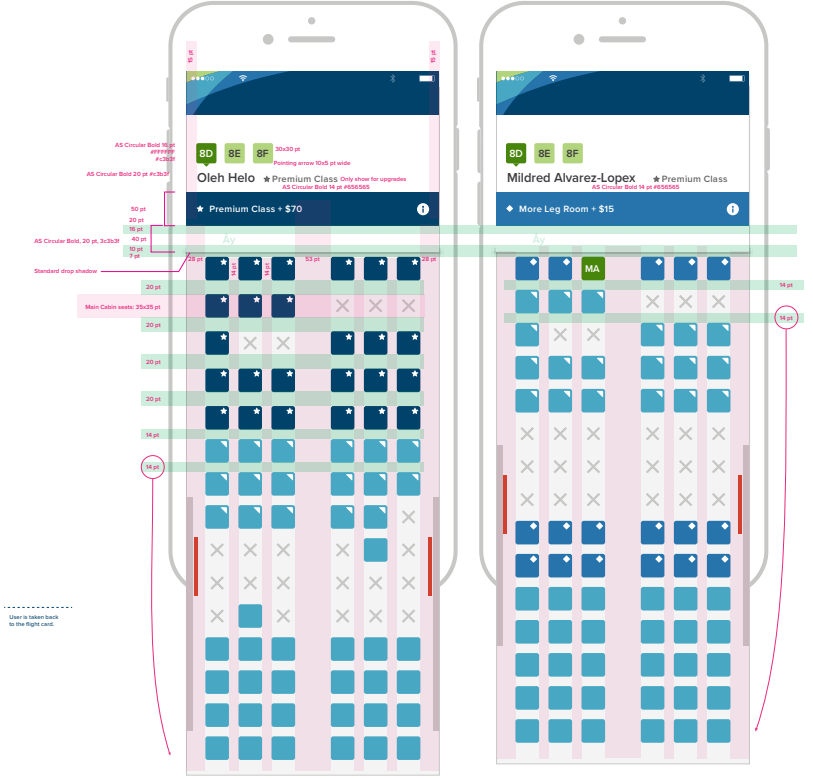
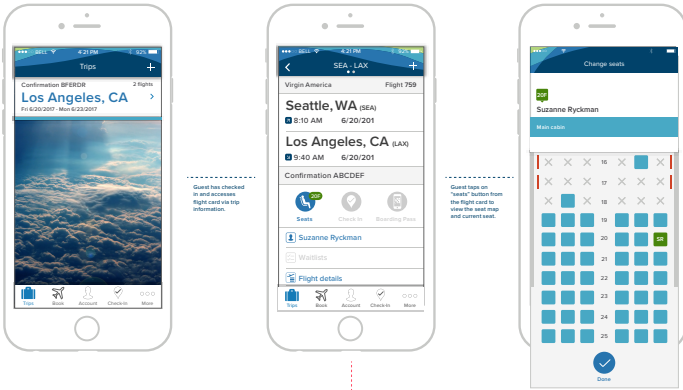


## Purpose of the Seat Map Web / Responsive

Analyzed competing airlines Seat Mapping experiences, then recorded an in-depth similarities, and differences through the eye of a guest.

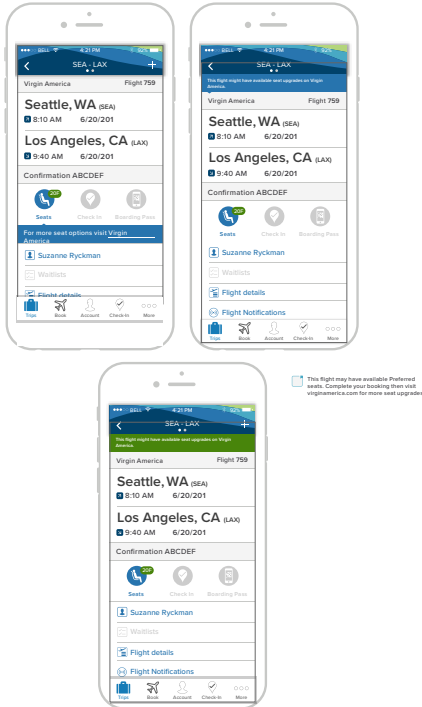


## USER FLOW: BOOKED FLIGHT, UPGRADE TO PREFERRED SEATS



### 1 FLIGHT CARD OPTIONS

On flight card, guest should be able to see a notification to go back to check the position or upgrade to Preferred seats on a Virgin flight. Virgin Elite are able to receive complimentary upgrades whereas non-elite are able to purchase Preferred seats on VX.



### 2 SEAT MAP OPTIONS

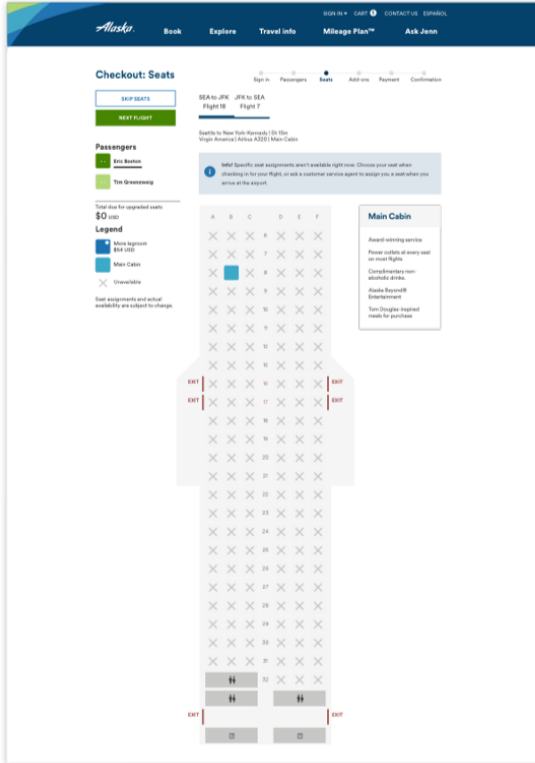
Guests should be informed on the seat map that they can upgrade/book Preferred seats on VX. A link should be provided in the blue bar and shown the guest which seats are "Preferred seats." Note that the guest cannot take action on any of the Preferred seats on the seat map.



# Seat Maps Iterations & A/B Test



AS 6.1 - Information Message Recommended



AS 2.1...ended



A/B Testing - AS Seat Maps Variations



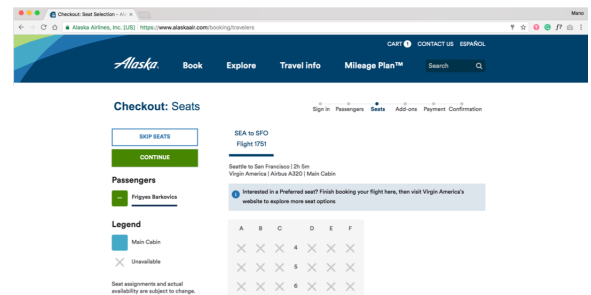
## Prototyping solutions during the Alaska Airlines and Virgin America merging to communicate warnings.

### Purpose of the Iterations:

Providing a simple and consistent experience to display warning and information. This came in extremely useful since the Alaska Airlines and Virgin America merging was causing confusion among users.

Furthermore passengers were not able to choose certain seats due to the outdated servers, thus the warning messaging was essential for clear communications.

### It's a live integrated product on the website!



### Finalized Layout and A/B Test:

Designed over 40 Seat Map Messaging Iterations for A/B Testing. Top 3 were selected to be published on Alaska Airlines web servers.

By receiving feedback and UserTesting evaluations it was time to iterate on the layout and accessibility. Shortly after iterating on my designs my very first A/B Test was live!

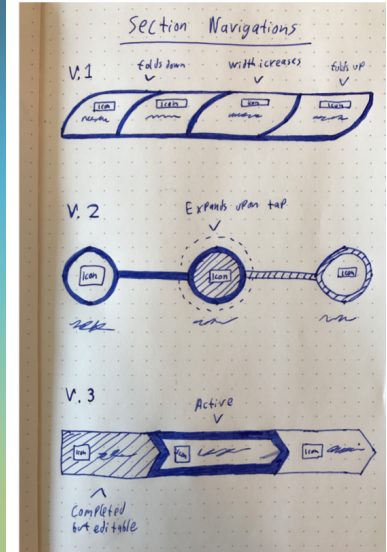
Overall the test received positive feedback from guests and from the Check-Out Values Stream at the company.



# Checkout: Navigation Bar - Part I Research & Sketching



Project Progress Bar	
<b>What</b>	Reiteration and exploratory session of the current progress bar. Focusing on accessibility, interaction, and responsive w/ micro-interactions.
<b>Guest Problem</b>	Recent A/B Test concluded that guests find importance in breadcrumbs and progress bar. Currently there is no interaction or backtracking.
<b>Constraints</b>	Principle is challenging to navigate through. Creating a dynamic environment. Mobile vision.
<b>Feedback</b>	Overall feedback and the decision if it should be an open or a closed environment. Next steps, who to contact within Checkout VS.



## Weekly checkins with Stake Holders and Managers provided an in-depth vision of the project lifecycle.

### Stake Holders & Project Manager Presentation

Shared my research from the competitive analysis by creating a visual guide matrix. Condensed the checkout information from the Baynard Study to be relevant for everyone in the Value Stream meetings.

Project Managers found the study to be extremely helpful, adding comfort and vision to continue the path.

Primary checkout button simply reads “Continue” which is the only navigation element the user relies on.

Leaves it open to the user to guess of where they will proceed next. Steps like this, with no reassurance, were observed to cause significant doubts and delays as subjects were reluctant to click the “Continue” button

Guests who have entered their credit card information, they become much more careful of clicking any primary buttons. Verify where the radio button will take them next.

For Example: “Continue to Payment” (Introducing a friendly dialogue).

### Outcome of the Visualizations

Analysis and exposure captured interest and currently being implemented as a product.

### High Level - Visual Guides for Matrix

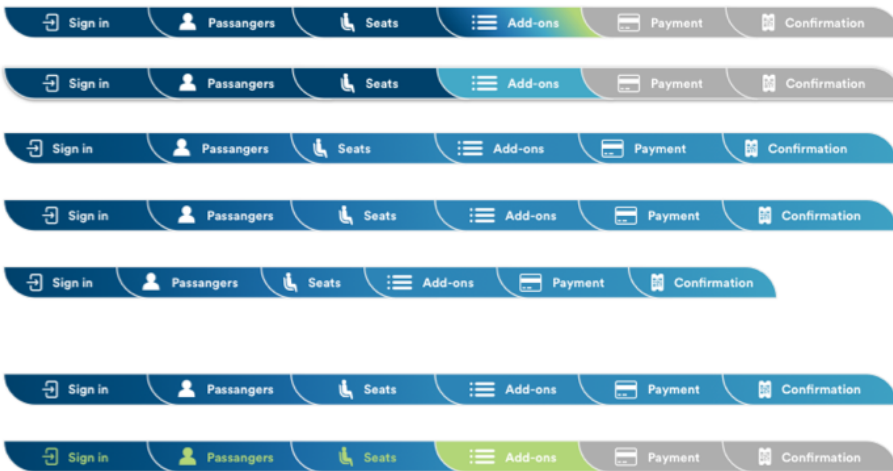
<b>Alaska Airlines</b> Passanger Info Flight Details Add-ons Price Summary My Wallet Payment Billing Rules & Restrictions	<b>Virgin America</b> Passanger Info Contact Info Flight Details Payment Billing Rules & Restrictions Price Summary	<b>Wizz Air</b> Billing Price Summary Payment Rules & Restrictions	<b>Air Arabia</b> Flight Details Passanger Info My Wallet Payment Price Summary
<b>JetStar</b> Passanger Info Flight Details Passanger Info Flight Details Aids Payment Price Summary Rules & Restrictions	<b>Air Canada</b> Passanger Info Flight Details Price Summary Payment Billing E-mail Confirmation Rules & Restrictions	<b>Condor Airlines</b> Payment Price Summary Billing Rules & Restrictions	<b>Virgin America</b> Payment Flight Details Price Summary



# Checkout: Navigation Bar - Part II Iteration & Prototypes



Checkout: Passenger information ← Original Navigation Bar (Not Interactive)



## Checkout Navigation Bar

Current Progress Bar is static and cannot be interacted. No way to navigate by backtracking within the process.

- Implemented dynamic tabs that allows guests to use the bread-crumbs feature.
- Fluid and accessible design with colors and icons.

**Providing a seamless yet interactive flow for guests. Prototyping encompasses progress and an excellent opportunity to perform Usability Testing to truly get the feedback of the guests who will interact with it.**

### Principle Prototype

Medium Fidelity wireframe that illustrates how each of the tabs sparks a micro-interaction sequence when reacted with.

- This allowed me to hone my rapid-prototyping and Principle skills in a constrained deadline.
- Encountered constraints due to Principle's limited capability prototyping with complex vectors. In order to comply I had to find a way to implement minimalistic design while maintaining a simplistic experience.

User is currently on the "Add-ons" Page



User is on the "Add-ons" Page but hovering on the "Passangers" Tab



User is on the "Add-ons" Page but selected the "Passangers" Tab



# Accessibility



## Accessibility Issue

Reported an accessibility issue to Project Manager when the A/B test went live. Green text was irrelevant and inconsistent to the Alaska Airlines Style Guidelines, specifically the usage of the green color.

### Rules and restrictions

#### Flight

- This fare is nonrefundable. However, if travel hasn't begun, you can make one change to this itinerary, or you can cancel and refund it to original form of payment within 24 hours of original purchase with no fee.
- Reservations require immediate purchase and may not be held. Fares and availability are subject to change without notice until purchased.
- Changes/cancellations: If travel hasn't begun, you can make one change to this itinerary.

## Accessibility and usability is crucial to implement elements that supports disabilities, and responsive pain-points.

### Responsive Accessibility Fix

By diving into the Developer Tools feature of Chrome I changed some of the CSS elements to illustrate the Project Manager of the options that would indeed follow our guidelines. My mentor was spotting my actions and supporting my point of view.

Text was changed to midnight blue which is a prominent color of the Alaska Airlines Style Guide.

It's a live integrated product on the website!

### Final Live Result

#### Price summary

Description	Fare	Taxes, fees and charges	Total
Airfare for Frigyes Barkovics :	\$186.98	\$28.22	\$215.20
<b>Total due now:</b>			<b>\$215.20</b>

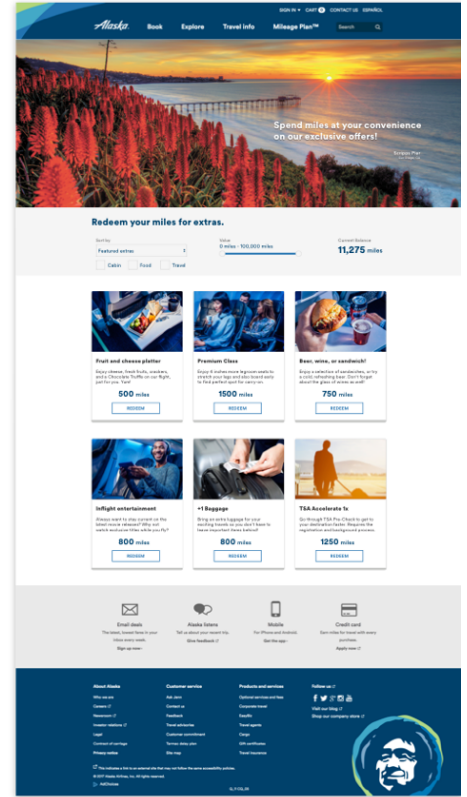
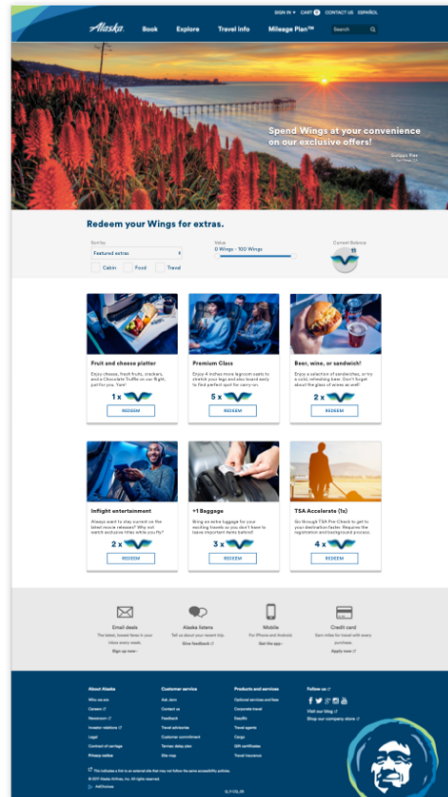
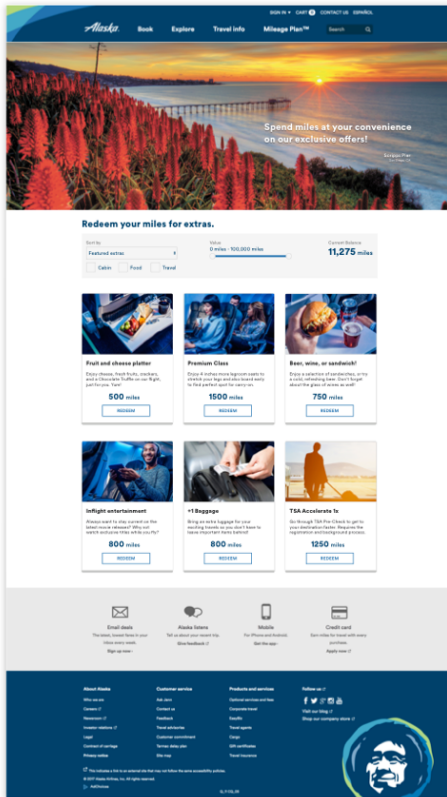
Each ticket and any booking or change fees will be a separate charge on your credit card statement.  
**Free cancellation within 24 hours of purchase.**

#### My wallet / Certificates / Gift cards

##### Why can't I use these funds?

- Use My wallet funds: \$0.00  
[Terms and conditions](#)
- Use certificates or gift cards (not deposited in a My wallet account)

# Loyalty: Account Page - Part I Research & User Testing



In charge of re-designing the My Account Page as an exploratory project. I reached out to an opportunity that has been put on a backburned for quite some time, thus I my vision was to improve the aging experience with the help of the Loyalty Value Stream.

## User Testing Feedback

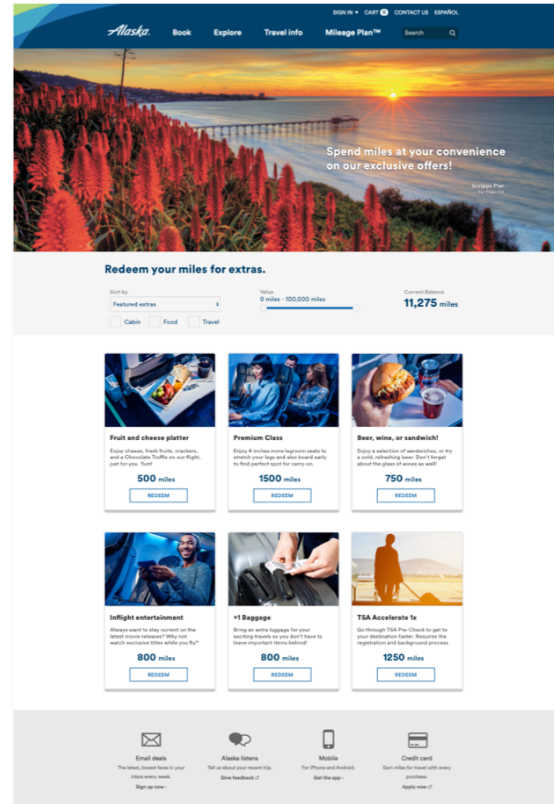
To get a credible point of view on the page I reflect to the Guests opinions on the My Account by conducting a series of UserTestings. It revolved around 3 airlines and in each test they were switched to diversify the results. Feedback was supporting my hypothesis and also created a new path for Loyalty to benefit from after several years.

JetBlue: "Overwhelmingly confusing, too much is happening on the dashboard. Not simple and easy to read."

Virgin America: "Provides a fun and engaging experience. Upfront information, not just about the rewards program itself but also the way it's presented the personalization page."

Alaska Airlines: "Static layout but overall It's easy to understand the information it provides. Nothing special about it and I would not come back to visit it frequently."

# Loyalty: Account Page - Part II Concept & Redesign



## Re-designing My Account

Implemented a visually engaging and dynamic circles to better capture the guests attention.

- Replaced Progress Bars
- New Tab and Card Features, such as the Calendar
- History and change of Miles from previous months.

## Redeem Miles for Extras

Shared concept project between UX Research Intern and myself. Implementing a New interface and page for guests to spend their miles at their convenience for food, drinks, premium class, or in-flight entertainment.

- Increases loyalty and engagement.
- Filter concept to find rewards faster.

# Wings Gamification Case Study Mission Statement



## What Exactly is Gamification?

Gamification is an emergent approach to industries which facilitates interaction and encourages motivation through the use of game elements, mechanics and game-based thinking. In gamification, the guests does not play an entire game from start to finish; rather they participate in activities that include elements from games such as earning points, overcoming a challenge or receiving badges for accomplishing tasks.

Gamification has been defined as the:

“Process of using game thinking and mechanics to engage audiences and solve problems” (Zichermann, 2010)

“Using game techniques to make activities more engaging and fun” (Kim, 2011)

“Using game-based mechanics, aesthetics and game thinking to engage people, motivate action, promote learning, and solve problems” (Kapp, 2012)

“The use of game design elements in non-game contexts” (Deterding et al, 2011, p.1).

## What Approach do I Take?

My personal view is that that one of the best rewards a guest can receive in a loyalty program involves things that make their journey easier. Elements that cut down wait time, such as TSA pre-check, which lets them get through the security line faster. Anything that makes life simpler. Games have achievement goals, which add purpose to the players’ experience. To attain goals, players must follow different types of rules.

## Levels and Stories

Games may feature three different kinds of levels:

- “Game levels,” in which the player accomplishes a different set of evolving goals in each level;
- “Playing levels,” where the difficulty of accomplishing the same goals increases;
- “Player levels,” which mark a player’s progress through the game by offering steady advancement from one level to the next.

## Player Types (Connecting it with Traveler Types)

The four main types of players are differentiated by how they play:

- The “achiever”/Executive elite has one goal: to win, to come out on top in the technical sense.
- The “collector”/Bargain Hunter just wants to collect as many game Wings as possible.
- The “explorer”/Affluent millennial spends extra time feeling out and learning the game environment.
- The “socializer”/Indulgent vacationer devotes attention to forming relationships with other players.