Southwest®
Mobile App Redesign

# Outline

*The Current App*

*Initial Observations*

*Research*

*Develop*

*Conclusion*

*Questions?*

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# The Current App

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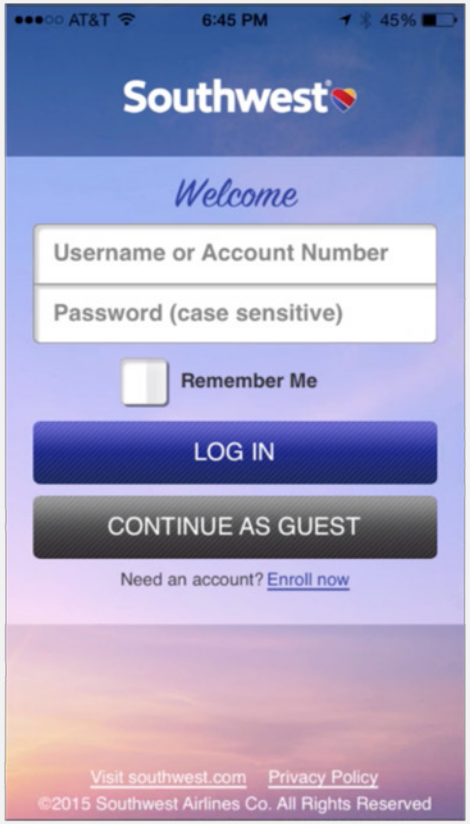
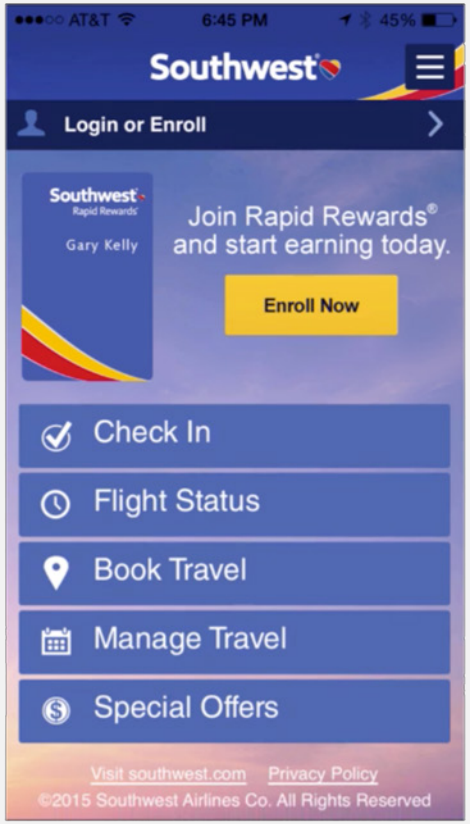

AT&T 6:45 PM 45%
Southwest
Welcome
Username or Account Number
Password (case sensitive)
Remember Me
LOG IN
CONTINUE AS GUEST
Need an account? Enroll now
Visit southwest.com Privacy Policy
©2015 Southwest Airlines Co. All Rights Reserved


AT&T 6:45 PM 45%
Southwest
Login or Enroll
Southwest Rapid Rewards
Gary Kelly
Join Rapid Rewards® and start earning today.
Enroll Now
Check In
Flight Status
Book Travel
Manage Travel
Special Offers
Visit southwest.com Privacy Policy
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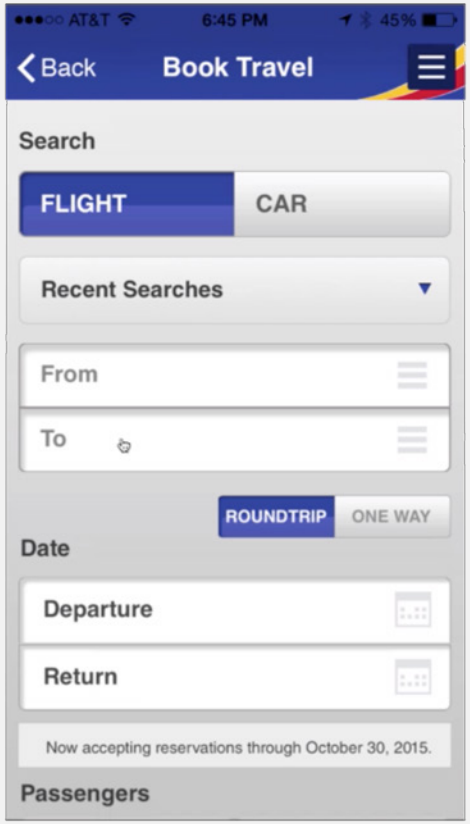
AT&T 6:45 PM 45%
Back
Book Travel
Search
FLIGHT
CAR
Recent Searches
From
To
ROUNDTRIP
ONE WAY
Date
Departure
Return
Now accepting reservations through October 30, 2015.
Passengers

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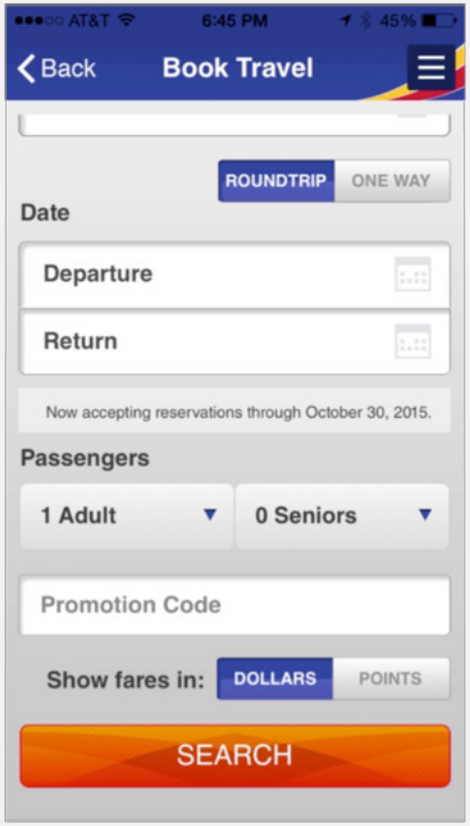
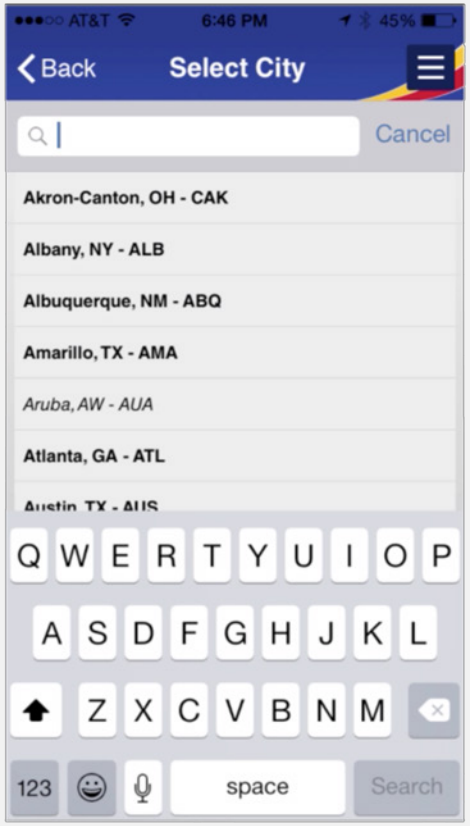
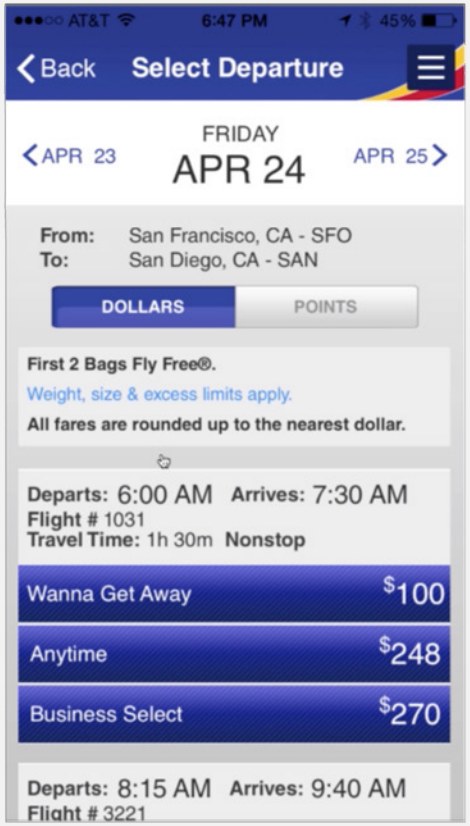

AT&T 6:45 PM 45%
Back
Book Travel
ROUNDTRIP
ONE WAY
Date
Departure
Return
Now accepting reservations through October 30, 2015.
Passengers
1 Adult
0 Seniors
Promotion Code
Show fares in:
DOLLARS
POINTS
SEARCH


AT&T 6:46 PM 45%
Back
Select City
Cancel
Akron-Canton, OH - CAK
Albany, NY - ALB
Albuquerque, NM - ABQ
Amarillo, TX - AMA
Aruba, AW - AUA
Atlanta, GA - ATL
Austin, TX - AUS
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123
space
Search


AT&T 6:47 PM 45%
Back
Select Departure
APR 23
FRIDAY
APR 24
APR 25
From: San Francisco, CA - SFO
To: San Diego, CA - SAN
DOLLARS
POINTS
First 2 Bags Fly Free®.
Weight, size & excess limits apply.
All fares are rounded up to the nearest dollar.
Departs: 6:00 AM Arrives: 7:30 AM
Flight # 1031
Travel Time: 1h 30m Nonstop
Wanna Get Away $100
Anytime $248
Business Select $270
Departs: 8:15 AM Arrives: 9:40 AM
Flight # 3221

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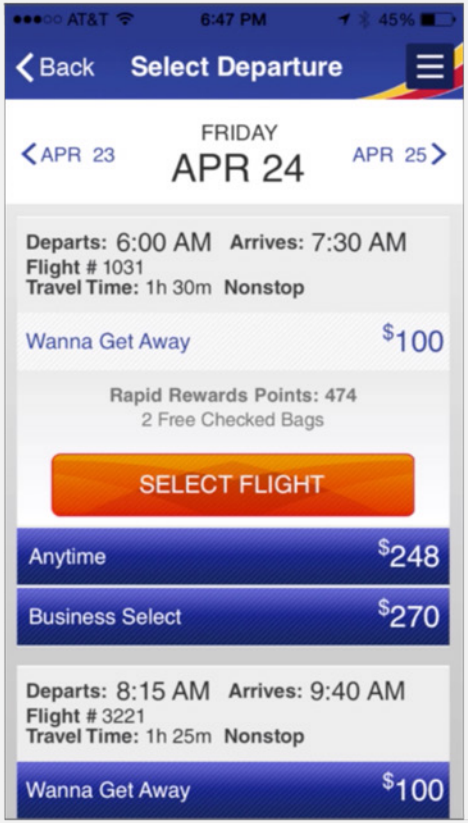
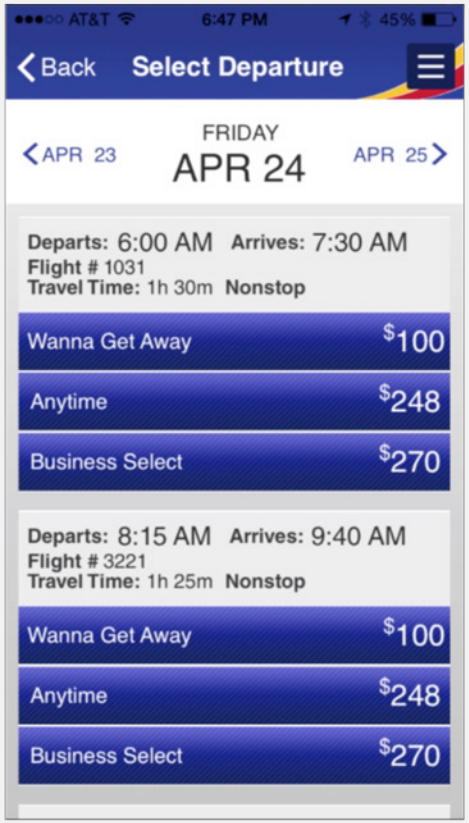
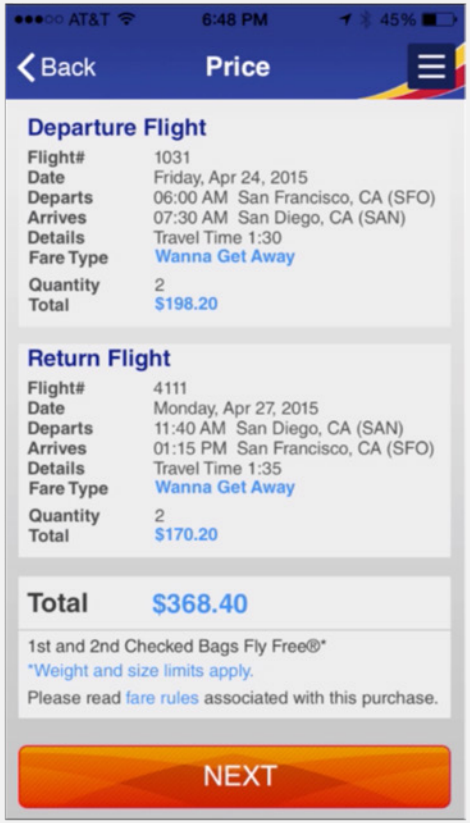

AT&T 6:47 PM 45%
Back
Select Departure
APR 23
FRIDAY
APR 24
APR 25
Departs: 6:00 AM Arrives: 7:30 AM
Flight # 1031
Travel Time: 1h 30m Nonstop
Wanna Get Away $100
Rapid Rewards Points: 474
2 Free Checked Bags
SELECT FLIGHT
Anytime $248
Business Select $270
Departs: 8:15 AM Arrives: 9:40 AM
Flight # 3221
Travel Time: 1h 25m Nonstop
Wanna Get Away $100


AT&T 6:47 PM 45%
Back
Select Departure
APR 23
FRIDAY
APR 24
APR 25
Departs: 6:00 AM Arrives: 7:30 AM
Flight # 1031
Travel Time: 1h 30m Nonstop
Wanna Get Away $100
Anytime $248
Business Select $270
Departs: 8:15 AM Arrives: 9:40 AM
Flight # 3221
Travel Time: 1h 25m Nonstop
Wanna Get Away $100
Anytime $248
Business Select $270


AT&T 6:48 PM 45%
Back
Price
Departure Flight
Flight# 1031
Date Friday, Apr 24, 2015
Departs 06:00 AM San Francisco, CA (SFO)
Arrives 07:30 AM San Diego, CA (SAN)
Details Travel Time 1:30
Fare Type Wanna Get Away
Quantity 2
Total $198.20
Return Flight
Flight# 4111
Date Monday, Apr 27, 2015
Departs 11:40 AM San Diego, CA (SAN)
Arrives 01:15 PM San Francisco, CA (SFO)
Details Travel Time 1:35
Fare Type Wanna Get Away
Quantity 2
Total $170.20
Total $368.40
1st and 2nd Checked Bags Fly Free®*
*Weight and size limits apply.
Please read fare rules associated with this purchase.
NEXT

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# Initial Observations

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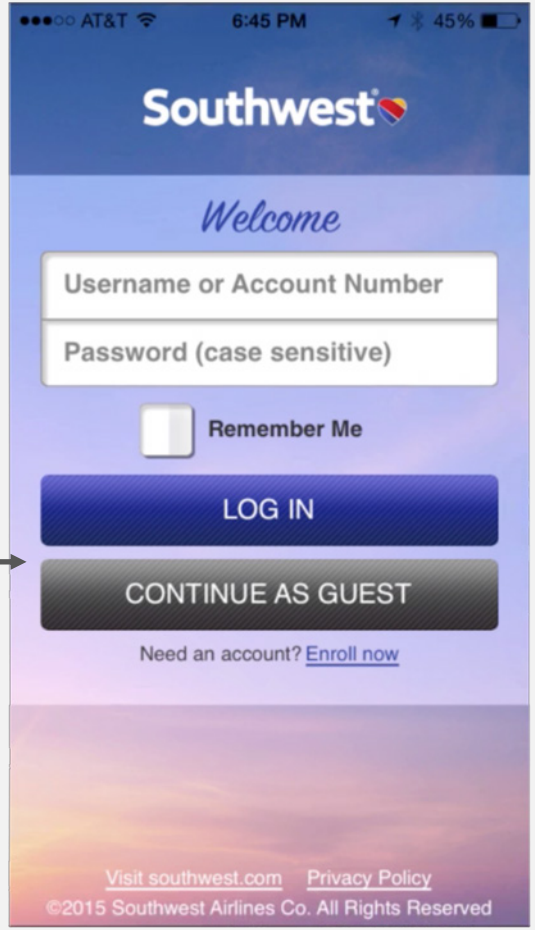
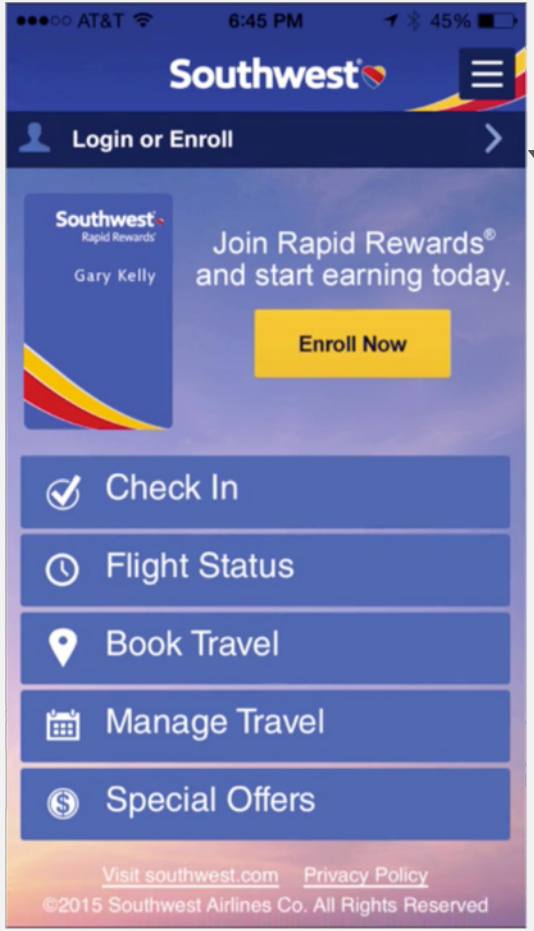
Prompting for “Log-In” or to “Continue as Guest” can be jarring for a new user




Continuing as a guest immediately prompts a new user to login or enroll. This provides friction for a new user just looking to book a flight quickly and easily

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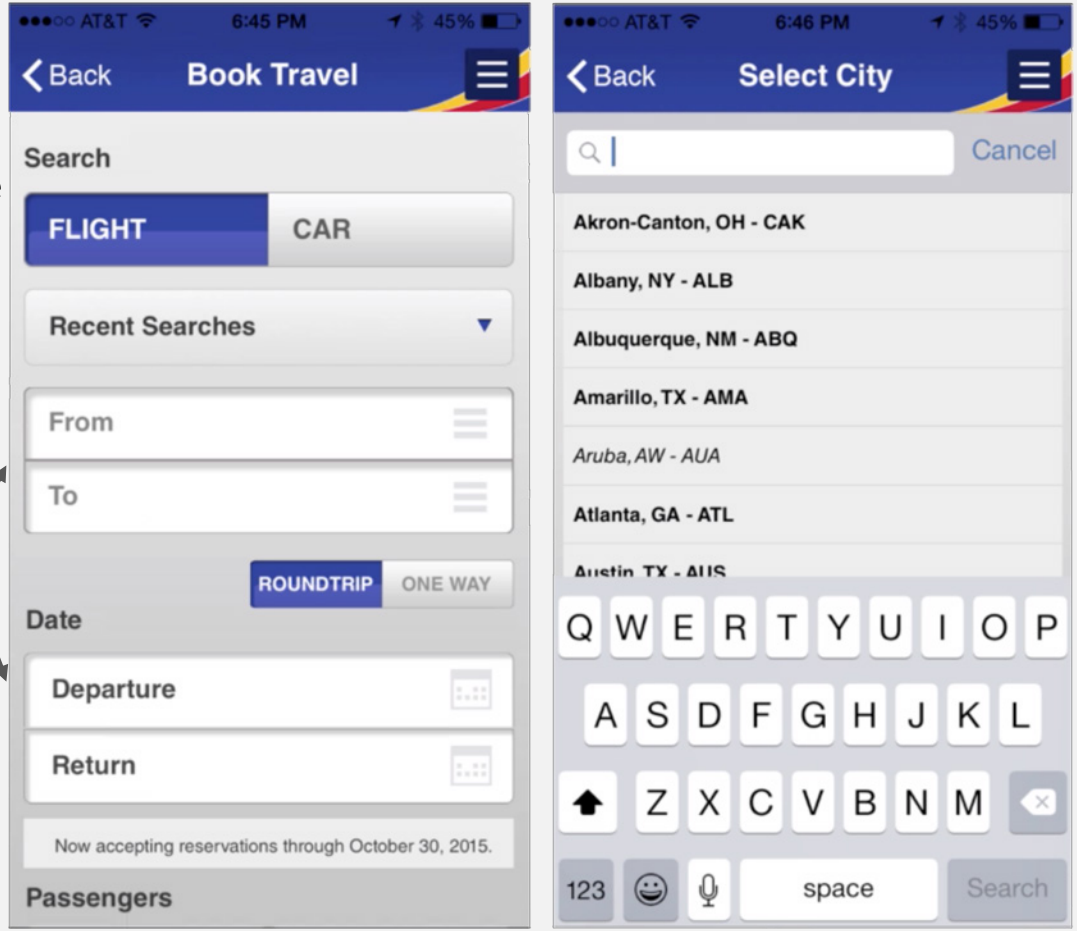
Does not prompt to use user location data to automatically fill fields

All fields are empty




Does not suggest closest airport. Does not use location data at all

Leads to a lot of extra back and forth between screens to fill out the Book Travel screen completely

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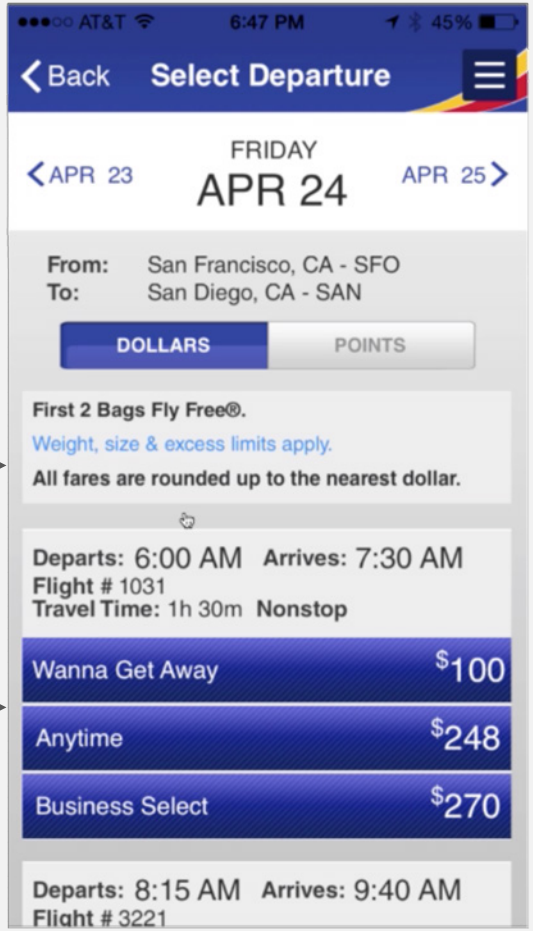
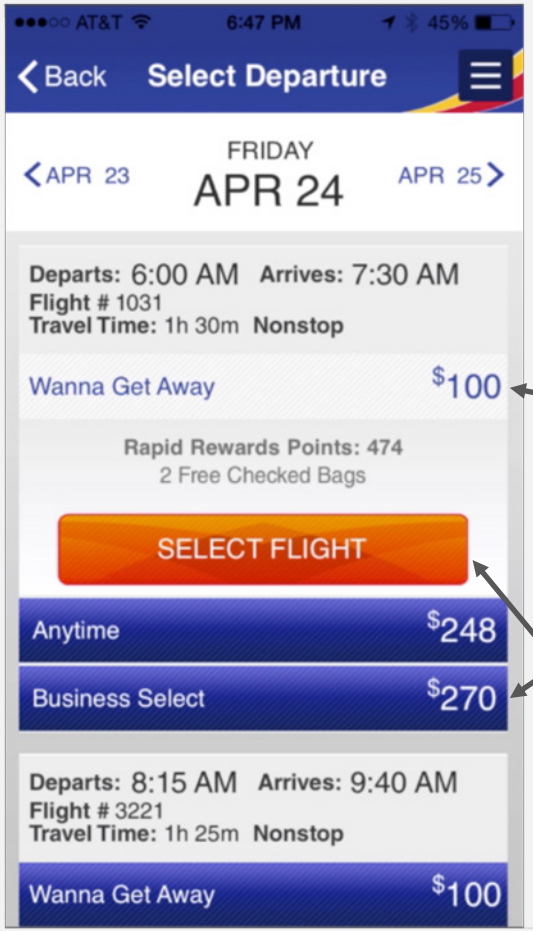
Page feels generally overwhelming with content

This information feels unnecessary on this screen

Large blue buttons have no clear indication of what they will do




Clicking one of the buttons only reveals point rewards and again states the checked bag policy. This info feel unnecessary on this screen

Gradient & texture on buttons feels very busy

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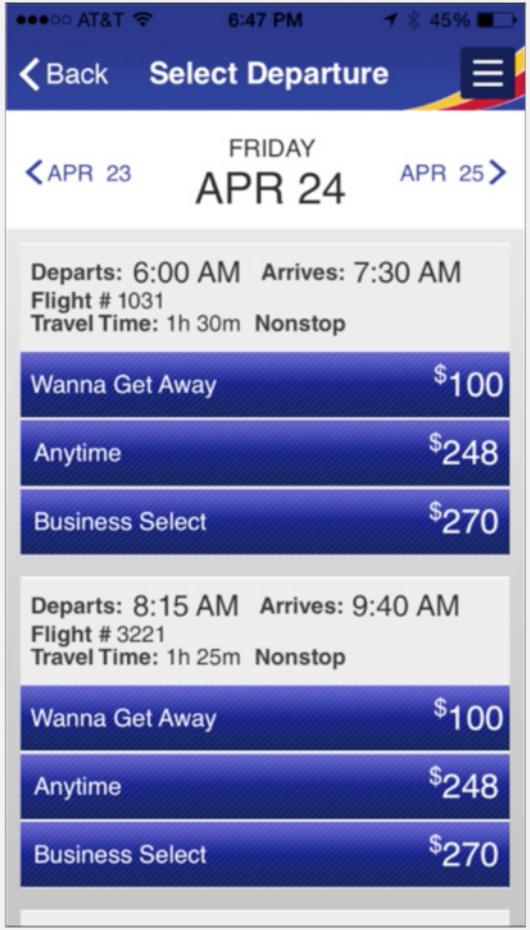
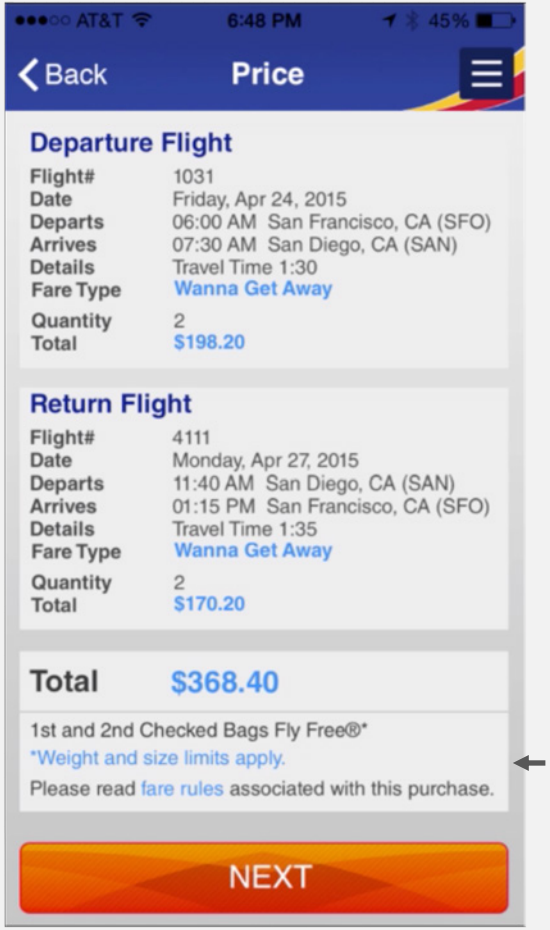
Scrolling down reveals even more large blue buttons




A lot of useful info provided on this screen at the cost of making all the text extra small.

This feels like the best place to list the checked bag policy

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# Research

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# Proto-Personas

- To get started, I wanted to create a few personas to help understand who might use this app and the types of users I should have in mind during this redesign.

- Due to the scale of this project, I opted to create proto-personas. A proto-persona is often used in agile development and is great for brainstorming. The key difference between a persona and a proto-persona is that the latter isn't derived from qualitative and quantitative research.

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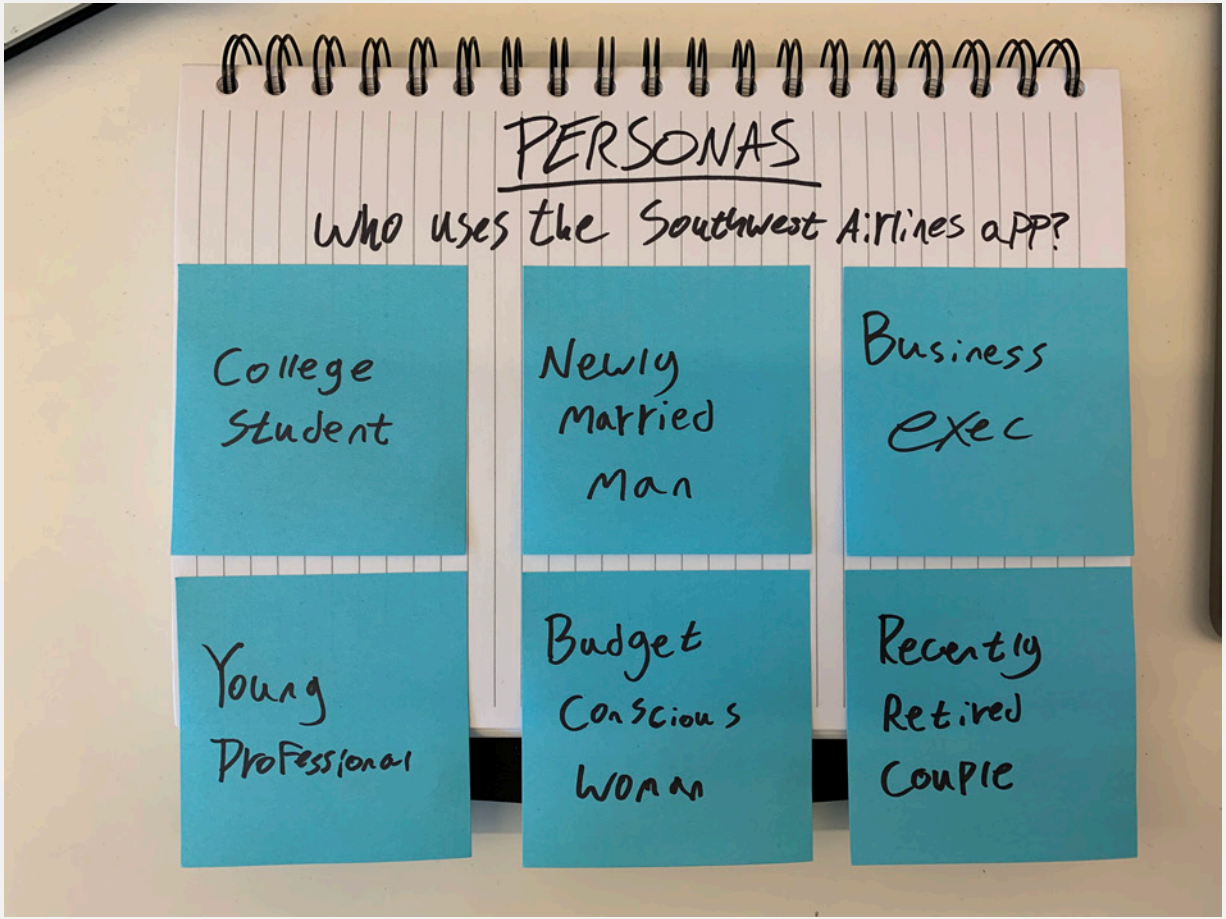
PERSONAS
Who uses the Southwest Airlines app?
College Student
Newly Married Man
Business exec
Young Professional
Budget Conscious Woman
Recently Retired Couple

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## BACKGROUND

| | |
|---|---|
| **AGE** | 34 |
| **JOB** | Marketing Coordinator |
| **STATUS** | In a relationship |
| **LOCATION** | Minneapolis, MN |
| **INCOME** | $50,000/yr |

PASSIONATE | EMPATHETIC | ORGANIZED | ADVENTUROUS

"Young Professional"

# Nicole

## ABOUT

Nicole is a Marketing Coordinator that works in Minneapolis, MN. She is an active person who enjoys traveling to new destinations whenever she can. She tries to plan at least one trip abroad each year, as well as shorter getaways to nearby locations. She has about three weeks of vacations that she will ideally spend away from home. She travels for both work and vacation and travels often with her boyfriend. Nicole makes a decent salary so she isn't entirely budget conscious, but isn't an extravagent spender either. She often weighs options to see whether quality or price is more appealing.

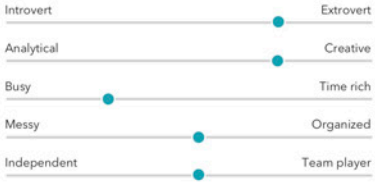
## GOALS & NEEDS

- To become aware of the best flight deals available
- Wants to compare travel dates and times for the best price
- Prefers to stay with one airline for domestic travel

## CHARACTERICTICS

- Loves traveling
- Easy going
- Semi-organized
- Likes to plan

## PERSONALITY

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## BACKGROUND

| | |
|---|---|
| **AGE** | 45 |
| **JOB** | Sr. Consulting Manager |
| **STATUS** | Married |
| **LOCATION** | Minneapolis, MN |
| **INCOME** | $110,000/yr |

TECHNICAL | DETERMINED | CURIOUS | GOAL DRIVEN

"Business Executive"

# Michael

## ABOUT

Michael is a senior consulting manager that works in Minneapolis, MN. He is married and has three children. He is a goal driven business executive that travels very often for work and books all of his business trips himself. While he travels primarily for business, he also tries to take vacations with his family several times per year. He likes to be able to use the flight miles he has built up with his business travel for family vacations. For this reason, he tends to stick with one airline whenever possible and tends to pick the one that has the easiest booking process.

## GOALS & NEEDS

- To have the most streamlined booking process possible
- Book flights quickly and on-the-go
- Able to use miles or points toward travel bookings

## CHARACTERICTICS

- Business traveler
- Very busy
- Organized

## PERSONALITY

BEN HAM LER

## BACKGROUND

| | |
|---|---|
| **AGE** | 23 |
| **JOB** | Student |
| **STATUS** | Single |
| **LOCATION** | Minneapolis, MN |
| **INCOME** | $35,000/yr |

INTELLIGENT · DETERMINED · CURIOUS · STUDIOUS

"College Student"

# Jordan

## ABOUT

Jordan is a senior in college at the University of Minnesota in Minneapolis, MN. He is originally from Los Angeles, CA but moved out to Minnesota for the university's computer science program. He tries to fly back home as often as possible to visit with family and friends. Since he is a full-time student with a part-time job, price is the number one priority for Jordan when it comes to booking a flight. He tends to opt for flights that that have layovers just to save some money when getting home.

## GOALS & NEEDS

- Ability to quickly and frequently check flight prices
- Ability to compare times and prices easily
- Ability to see how direct and layover flights change prices

## CHARACTERICTICS

- Mobile friendly
- Price focused
- Likes to plan

## PERSONALITY

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# Happy Path

- Next, I wanted to take a sample use case and create a happy path around that task. This helped me to visual the process flow and how a user can go from problem to solution.

- I decided to design a process flow around the use case: “Search for a round trip flight by price and schedule”

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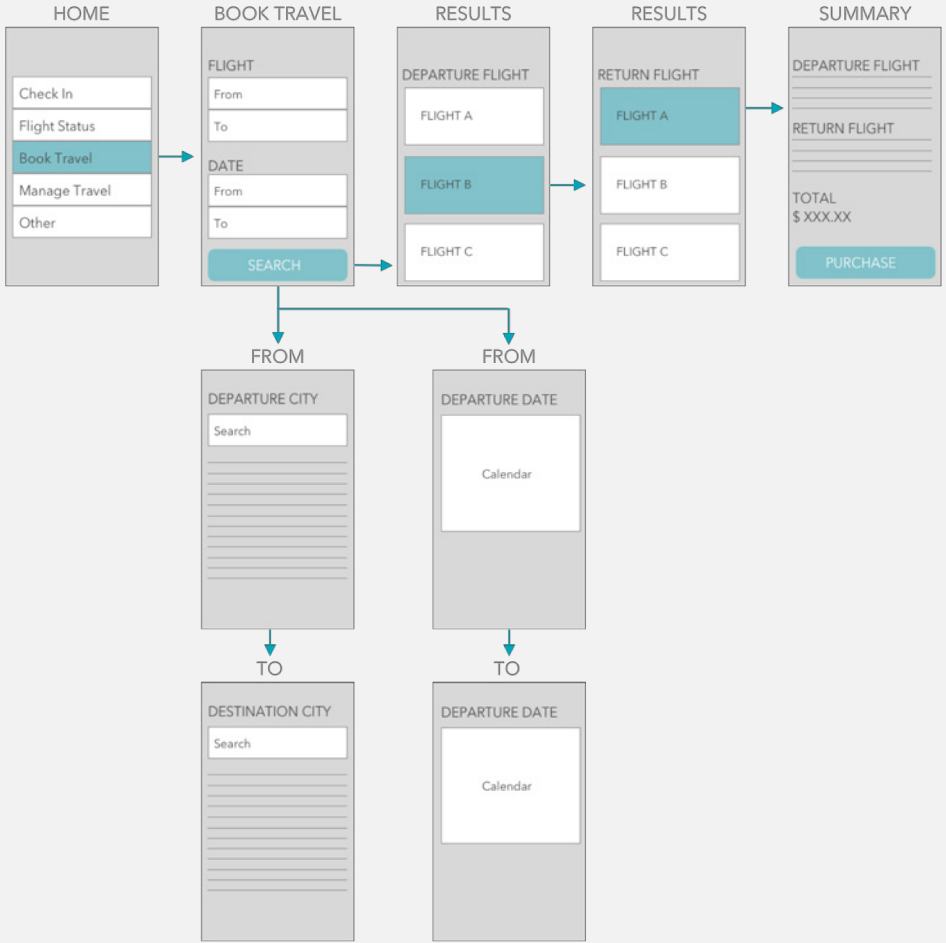
USER JOURNEY

Task: Search for a roundtrip flight by price and schedule

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# Develop

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# Sketches

- For the initial step of the develop phase, I took to sketching out some design ideas.
- Using pen and paper as the medium for this first phase allowed me to be more creative, fast, and loose with my ideas.
- These sketches were intended to be low fidelity.

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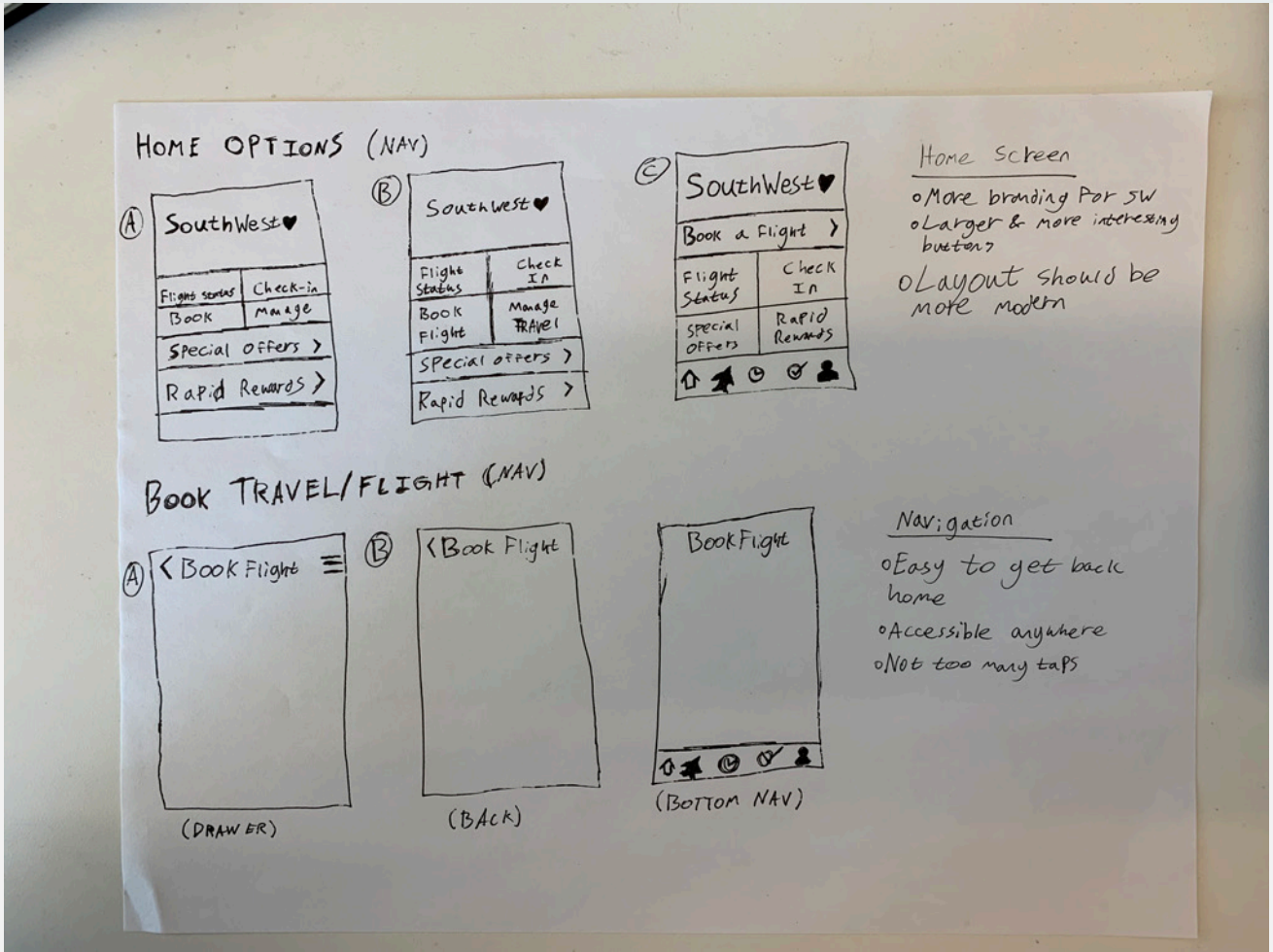
HOME OPTIONS (NAV)
A
SouthWest♥
Flights Status
Check-in
Book
Manage
Special Offers
Rapid Rewards
B
SouthWest♥
Flight Status
Check In
Book Flight
Manage Travel
Special Offers
Rapid Rewards
C
SouthWest♥
Book a Flight
Flight Status
Check In
Special Offers
Rapid Rewards
Home Screen
oMore branding for SW
oLarger & more interesting buttons
oLayout should be more modern
BOOK TRAVEL/FLIGHT (NAV)
A
Book Flight
(DRAWER)
B
Book Flight
(BACK)
Book Flight
(BOTTOM NAV)
Navigation
oEasy to get back home
oAccessible anywhere
oNot too many taps

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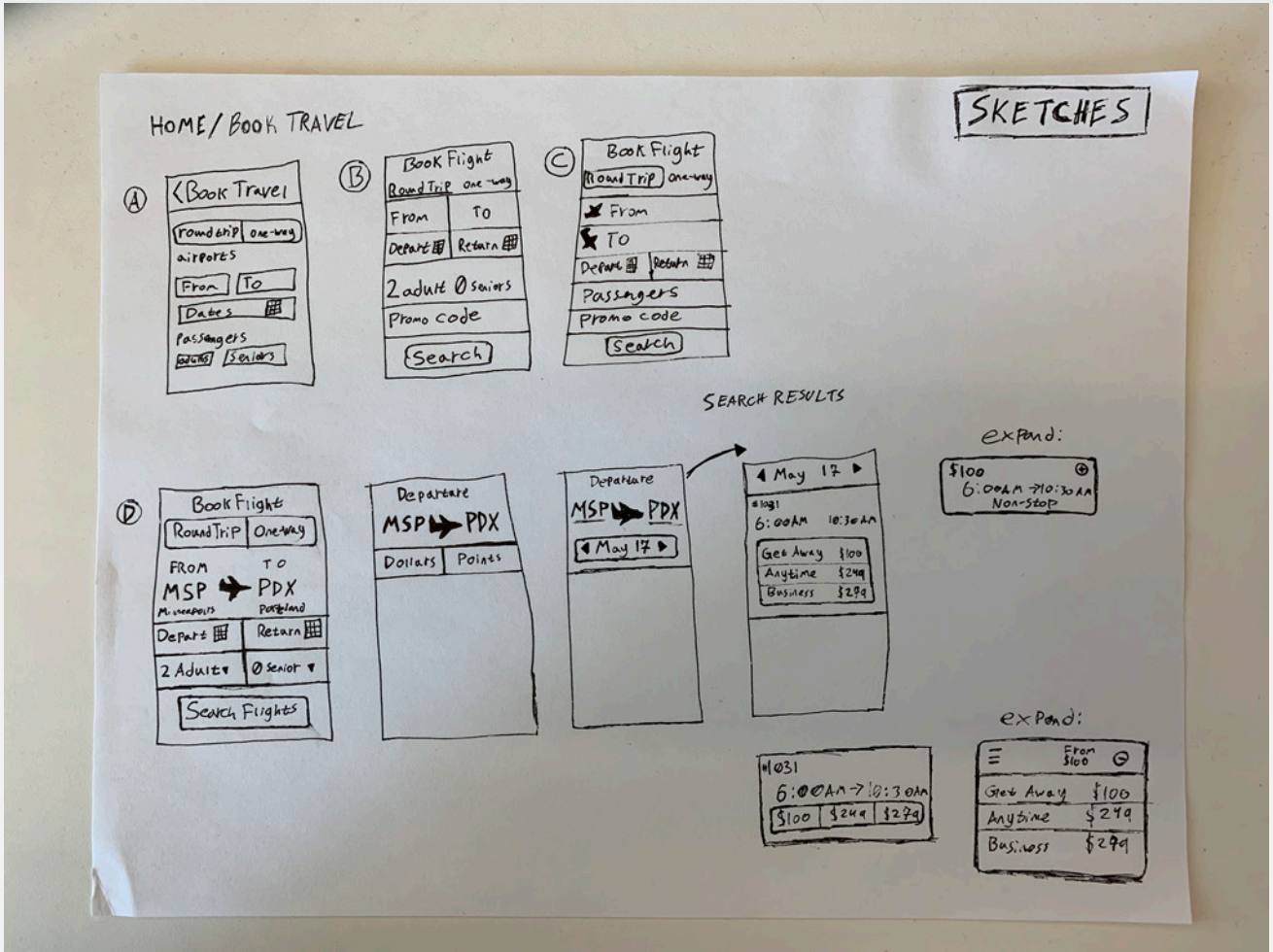
SKETCHES
HOME / BOOK TRAVEL
A
Book Travel
round trip
one-way
airports
From
To
Dates
passengers
adults
seniors
B
Book Flight
Round Trip
one-way
From
TO
Depart
Return
2 adult 0 seniors
Promo code
Search
C
Book Flight
Round Trip
one-way
From
TO
Depart
Return
Passengers
Promo code
Search
SEARCH RESULTS
D
Book Flight
Round Trip
One-way
FROM
MSP
Minneapolis
TO
PDX
Portland
Depart
Return
2 Adult
0 senior
Search Flights
Departure
MSP PDX
Dollars
Points
Departure
MSP PDX
May 17
May 17
#1031
6:00AM
10:30AM
Get Away
$100
Anytime
$249
Business
$279
expand:
$100
6:00AM → 10:30AM
Non-Stop
expand:
#1031
6:00AM → 10:30AM
$100
$249
$279
From $100
Get Away
$100
Anytime
$249
Business
$279

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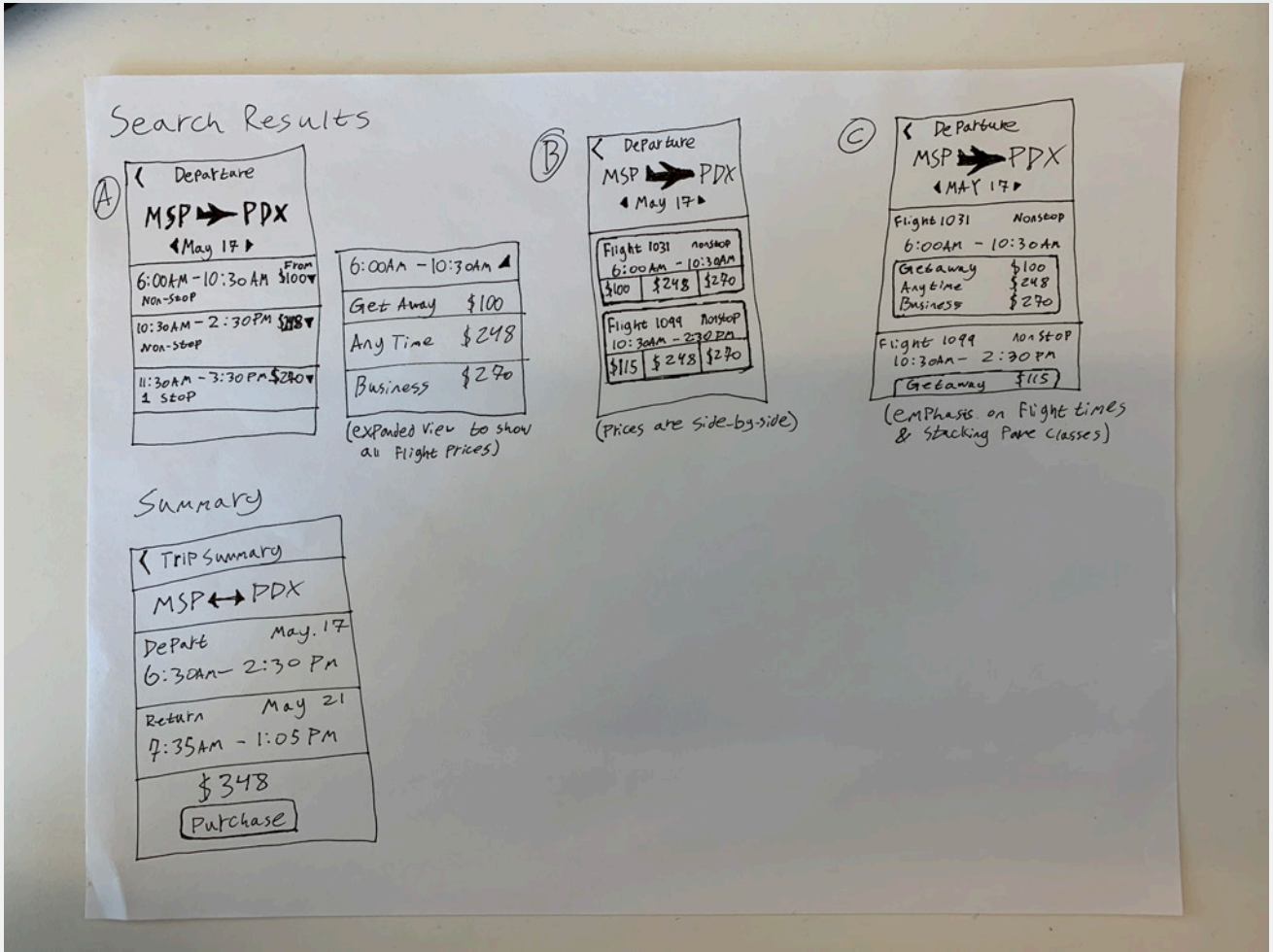
Search Results
A
Departure
MSP → PDX
May 17
6:00AM - 10:30AM From $100
Non-stop
10:30AM - 2:30PM $248
Non-stop
11:30AM - 3:30PM $240
1 stop
6:00AM - 10:30AM
Get Away $100
Any Time $248
Business $270
(expanded view to show all flight prices)
B
Departure
MSP → PDX
May 17
Flight 1031 nonstop
6:00AM - 10:30AM
$100 $248 $270
Flight 1099 nonstop
10:30AM - 2:30PM
$115 $248 $270
(prices are side-by-side)
C
Departure
MSP → PDX
MAY 17
Flight 1031 Nonstop
6:00AM - 10:30AM
Getaway $100
Anytime $248
Business $270
Flight 1099 Non stop
10:30AM - 2:30PM
Getaway $115
(emphasis on flight times & stacking fare classes)
Summary
Trip Summary
MSP ↔ PDX
Depart May. 17
6:30AM - 2:30 PM
Return May 21
7:35AM - 1:05 PM
$348
Purchase

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# Wireframes

- After reviewing my sketches, I paired down ideas that I thought would work best for this redesign.
- These wireframes were intended to be low fidelity and show the general idea, but also demonstrate functionality.
- Tools used:

Sketch

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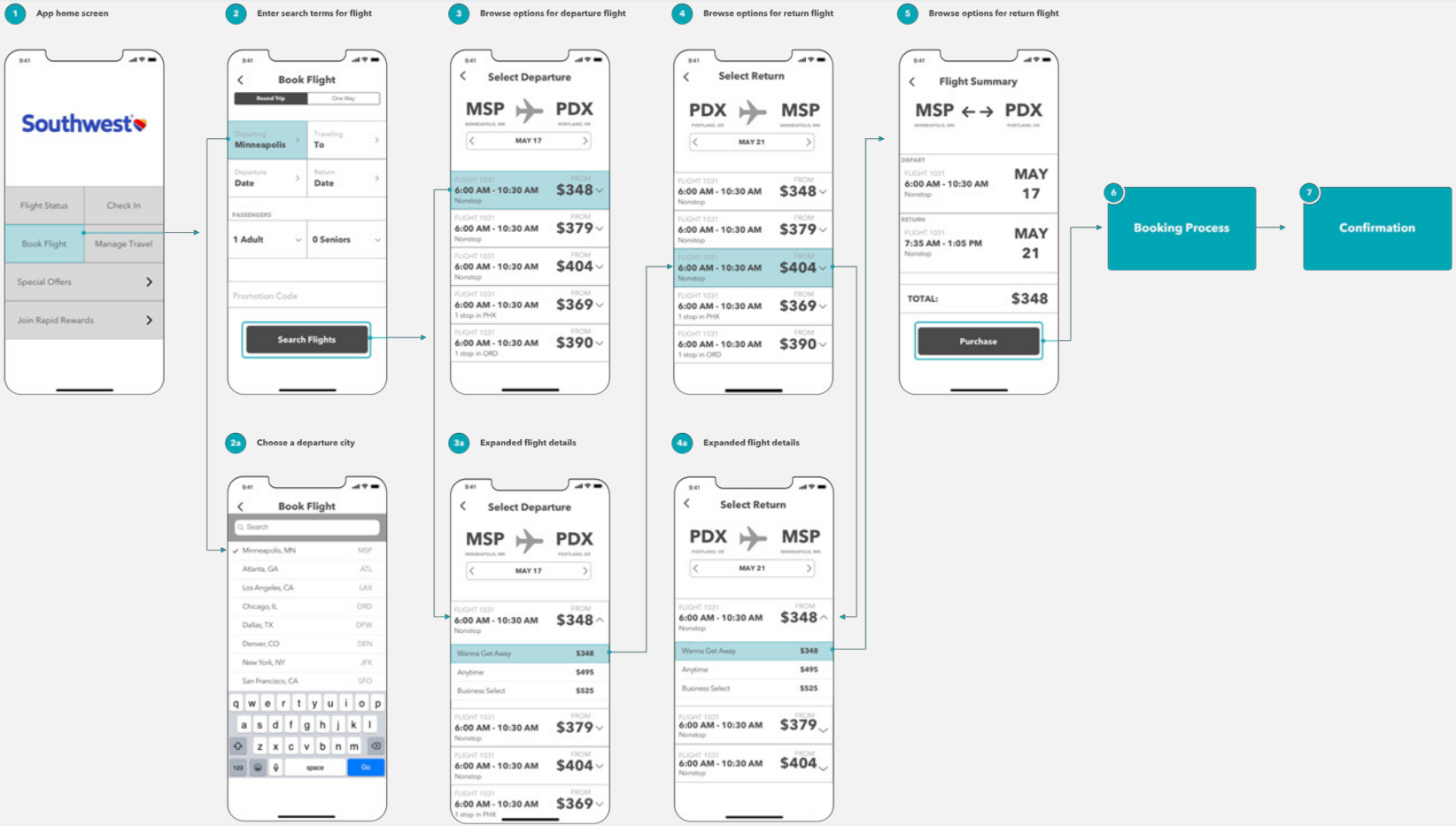
1 App home screen
Southwest
Flight Status
Check In
Book Flight
Manage Travel
Special Offers
Join Rapid Rewards
2 Enter search terms for flight
Book Flight
Round Trip
One Way
Departing
Minneapolis
Traveling
To
Departure
Date
Return
Date
PASSENGERS
1 Adult
0 Seniors
Promotion Code
Search Flights
3 Browse options for departure flight
Select Departure
MSP
PDX
MAY 17
FLIGHT 1031
6:00 AM - 10:30 AM
Nonstop
FROM
$348
$379
$404
$369
1 stop in PHX
$390
1 stop in ORD
4 Browse options for return flight
Select Return
PDX
MSP
MAY 21
5 Browse options for return flight
Flight Summary
MSP ↔ PDX
DEPART
MAY 17
RETURN
FLIGHT 1031
7:35 AM - 1:05 PM
MAY 21
TOTAL:
$348
Purchase
6
Booking Process
7
Confirmation
2a Choose a departure city
Book Flight
Search
Minneapolis, MN
MSP
Atlanta, GA
ATL
Los Angeles, CA
LAX
Chicago, IL
ORD
Dallas, TX
DFW
Denver, CO
DEN
New York, NY
JFK
San Francisco, CA
SFO
3a Expanded flight details
Wanna Get Away
$348
Anytime
$495
Business Select
$525
4a Expanded flight details

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# Mockups

- After making my designs digital, the next step was to refine and polish them up. I started this process by creating a simple style guide for design consistency.

- These mockups were intended to be high fidelity and show not just the general idea but also demonstrate functionality and aesthetics.

- Tools used:

Sketch

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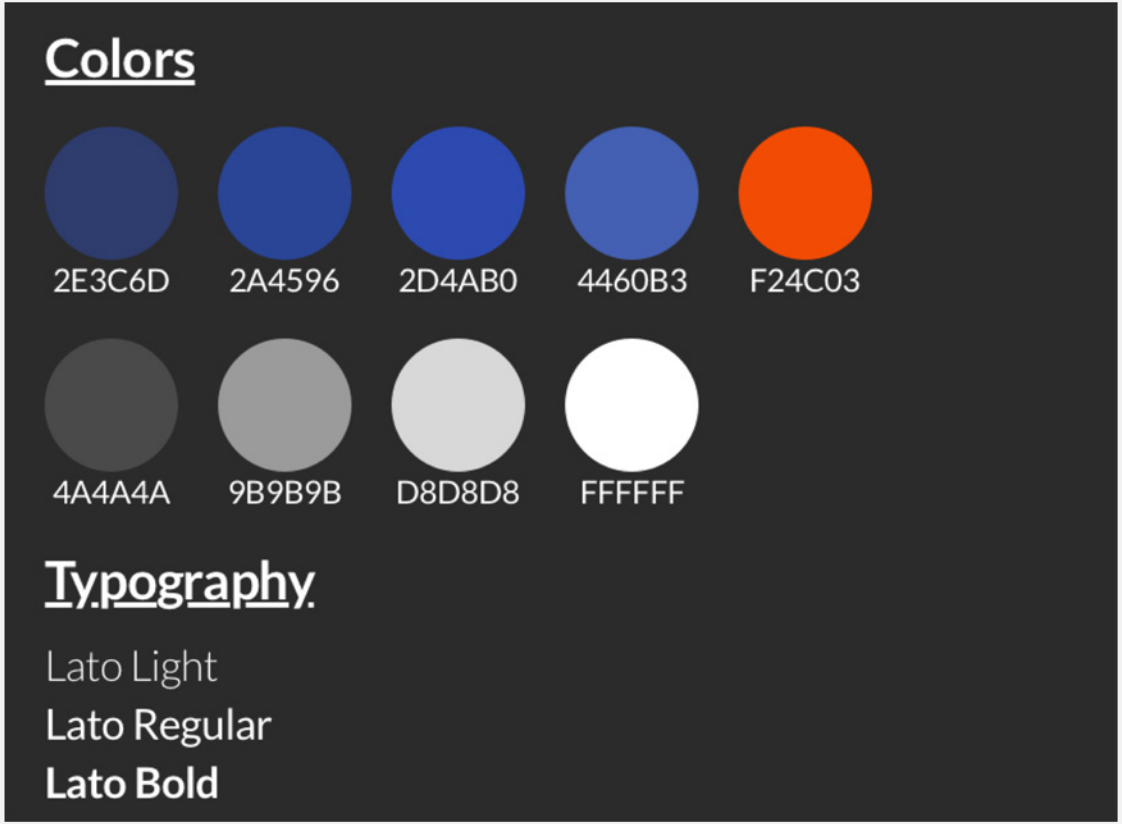
# Style Guide

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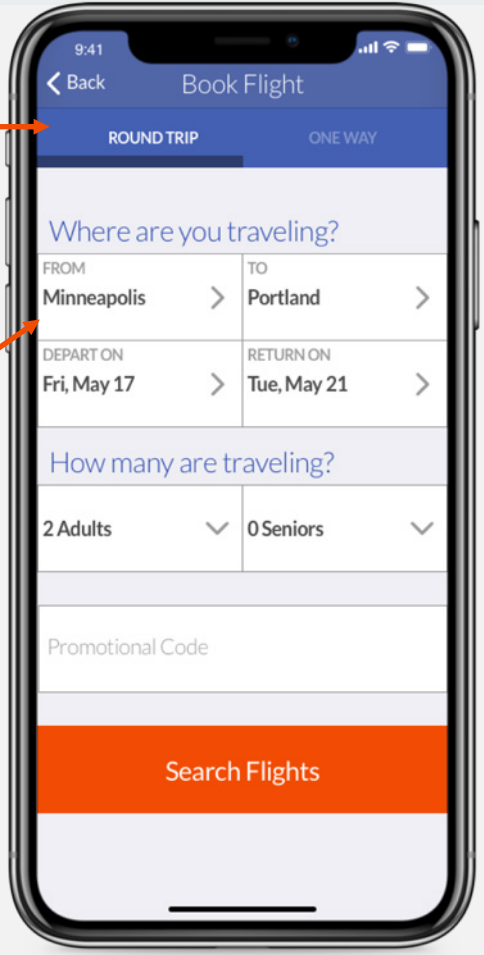
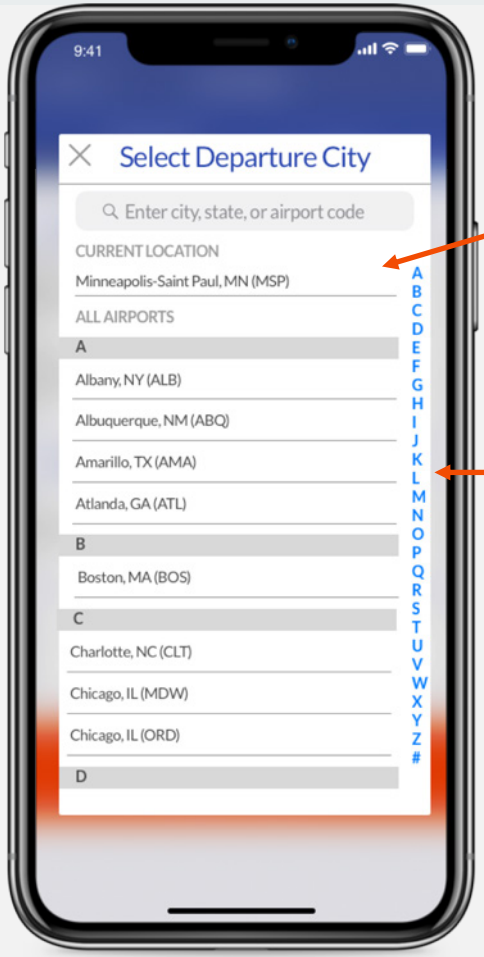
## Book Flight

## Select Depart./Dest. City

Toggle between round trip or one way flight options

Auto-fill current location using location services




Current location appears at top of list

Alphabetical scroll bar to find airports more quickly

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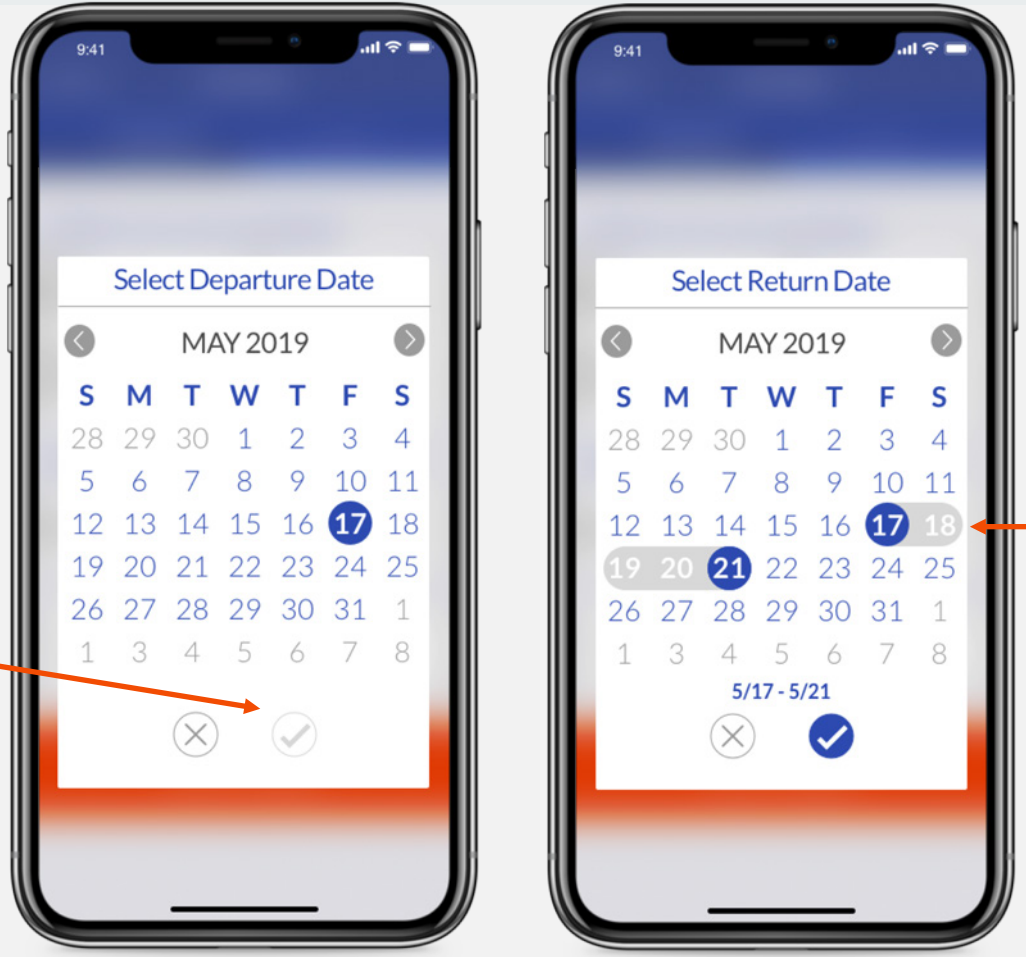
## Select Departure Date

## Select Return Date




Grayed out confirm button until a valid date range is selected

Clear visual of selected date range

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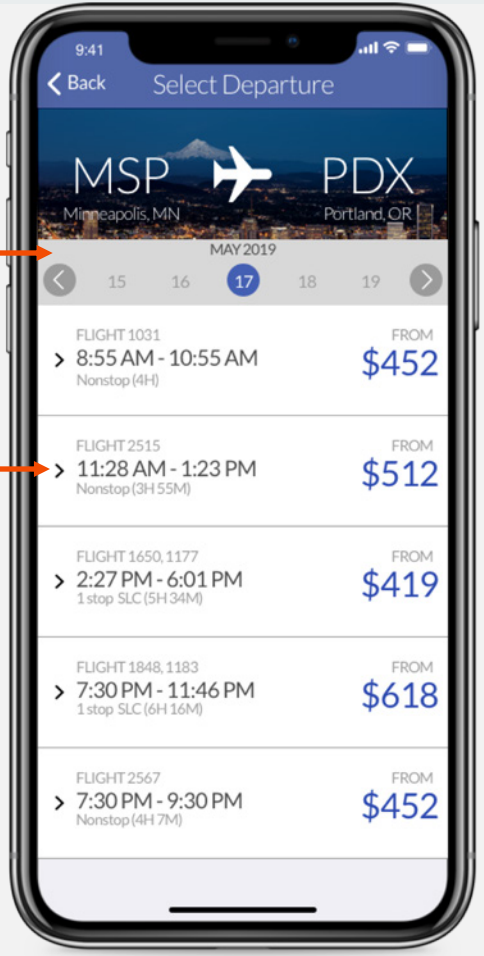
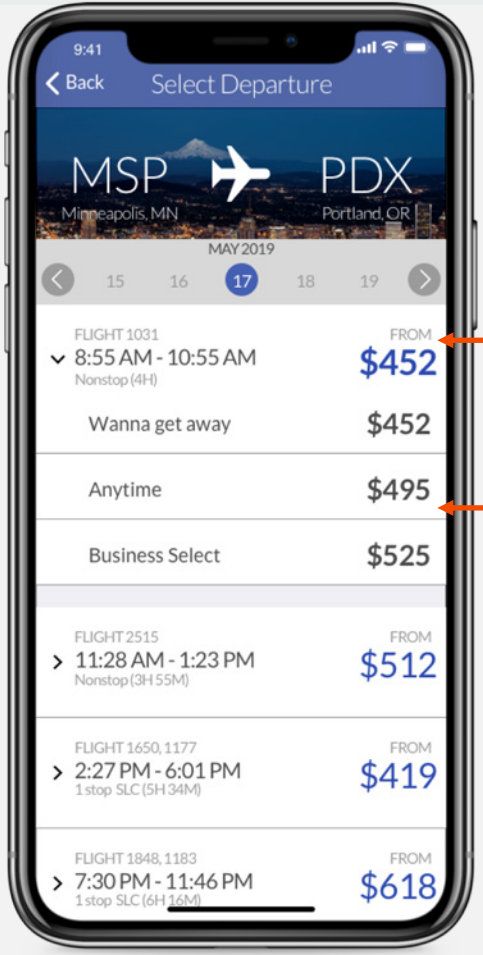
## Select Departure

## Select Departure Expanded

Change dates quickly and easily

Arrow indicating expandable field




Expanded

Easily distinguishable pricing tiers per flight

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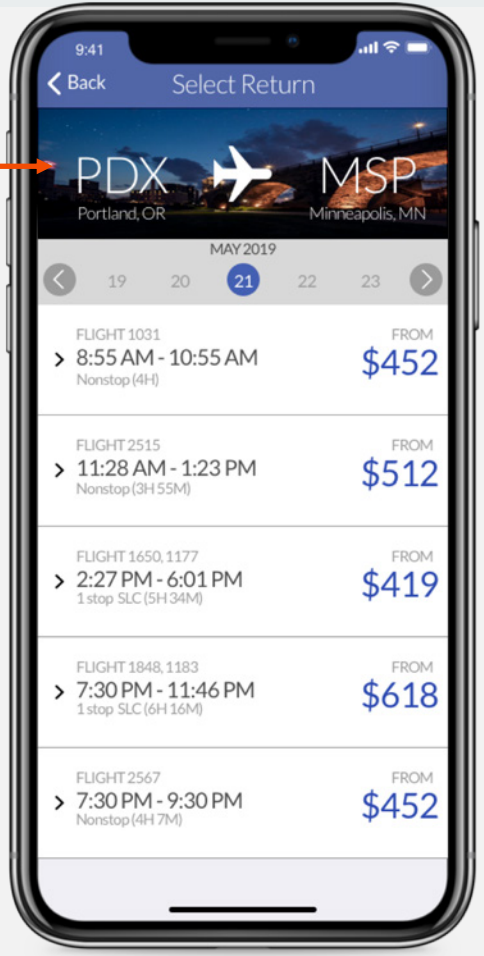
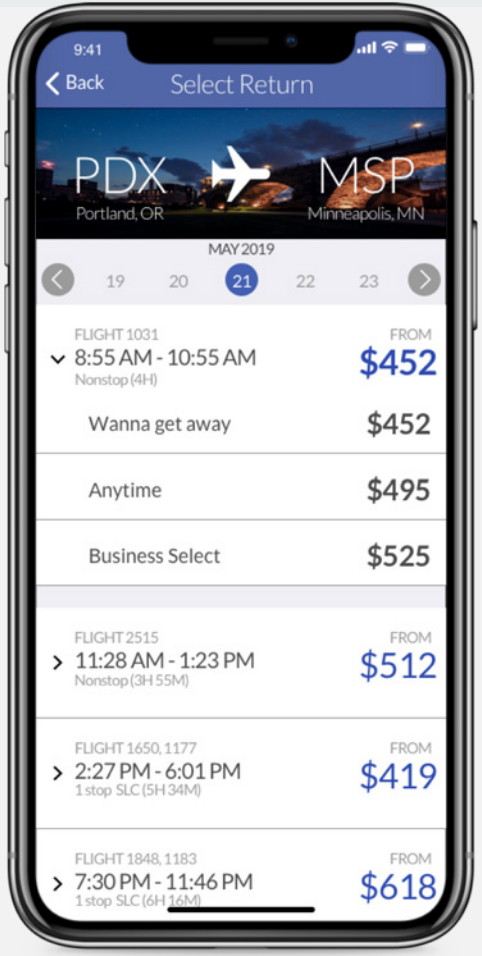
## Select Return

## Select Return Expanded

Dynamic header image for each destination city

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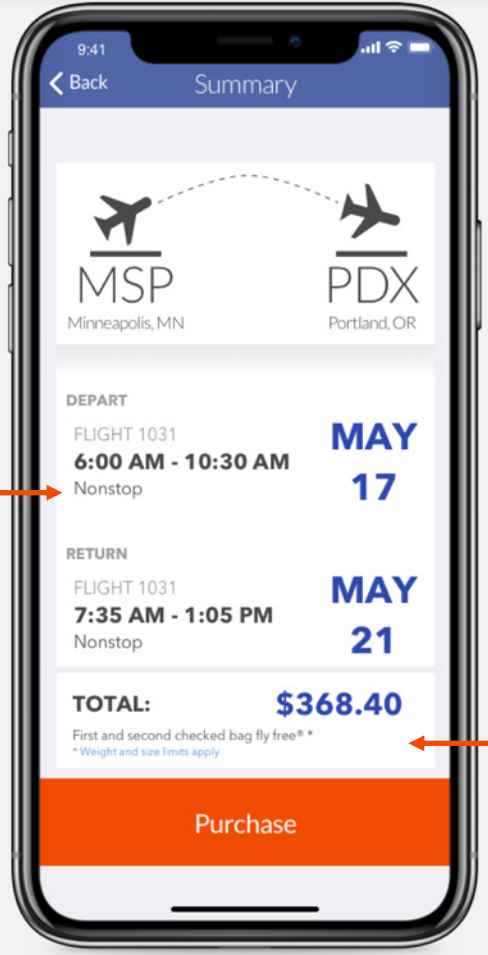
# Summary




Brief summary listing relevant flight info

Bag check policy info

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**Prototype**

Scan me

https://invis.io/QFQJSIM8HMY

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# The Conclusion

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# Conclusion

This project was completed as an exercise in mobile app design using modern UX and UI standards. I believe that I made positive changes to the overall design and user experience that help users book flights more efficiently and meaningfully.

Given more time and resources, I would have loved to have:

- Completed real-world usability testing and made appropriate changes iteratively
- Worked with a development team to bring the prototype to life.

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# Questions?

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