

FlightBuddy

Dwight Clarke

Project Overview

The Project

FlightBuddy is an app I created to address some problems someone would run into during a long delay or layover.

Project duration

3 Weeks



Project Overview

The Problem

Travellers get a sense of anxiety, boredom and loneliness while experiencing delays or long layovers for their flight.

My role:

UX/UI Designer, UX Researcher from conception to delivery.

The Goal

Design an app as a Solution to stay up to date with their flight, find the best spot in the airport to wait and find nearby users who want to socialize.

Responsibilities:

Conducting research, designing wireframes, mockups, low and hi-fidelity prototypes and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User Research

Summary

I conducted interviews and created empathy maps to understand the users I am designing for and their needs. A primary user group I identified through research was working young adults who travel frequently for work and vacation and would like to find the most comfortable space to work or spend their down time socializing and networking.

Pain Points

1

Some users find it difficult to find outlets close enough to a seat where they can charge their device close enough to them where they can still use it.

2

Some users feel lonely not only on their flight but also their entire trip, usually for work. They would like to meet someone who is going to the same destination as them.

3

Some users experience anxiety or have a lot on their mind and would like a streamlined way to keep a certain group of people informed of their travel status.

Persona: Luis



Age: 34
Education: Masters
Hometown: New York
Occupation: UX Designer
Family: Married, no children

Problem Statement

Luis is a Senior Level UX Design consultant and his work calls for up to %60 travel. He prefers to get most of his leg work done at the airport so that he has less to do on his business trip and can enjoy the location for a bit before he flies back out. To get more work done and to always get to the airport at least 90 minutes early, he get frustrated when he cannot find an available outlet next to a seat or table he can work at. He would also prefer to set up near a restroom so he does not have to travel with his things too far.

Goals

- To find a comfortable place with specific preferences in mind
- Waste less time and stress looking for a space

Frustrations

- “Dont want to keep wasting my time and walking around the airport for a seat with a charger”
- “When I find a seat with a charger I am not even sure how far the nearest bathroom is, and I can’t leave my stuff unattended to save my seat”

Persona: Maxine



Age: 26
Education: Bachelors
Hometown: California
Occupation: Flight Attendant
Family: Single, no children

Problem Statement

Maxine is a flight attendant for an airline and frequently travels around the US mainly on the east coast. She loves her job and loves to travel, however the job can get lonely as she is consistently away from friends and family who tend to worry about her while she is traveling. The main reason Maxine wanted this job was to be able to network and meet people, however with her long hours and consistent lack of sleep she rarely has time to do so.

Goals

- Would like an automated way to keep the people I want informed of every detail of my trip status.
- Be able to meet people while traveling.

Frustrations

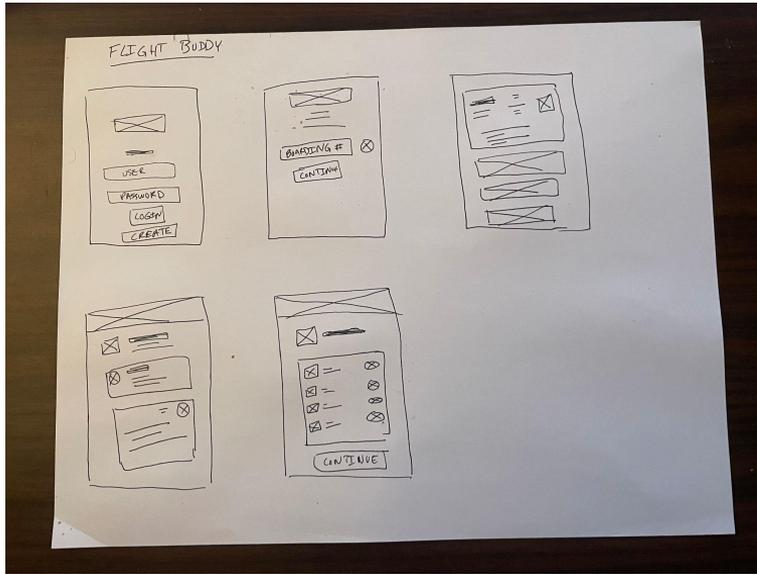
- “I tend to forget to update friends and loved ones about the status of my trip”
- “I dont get paid much and cant enjoy the location I travel to because all I want to do is sleep until I need to head back into work. The main reason I took this job as to network to build my side business and I barely have time to meet people on my trips”

Wireframes

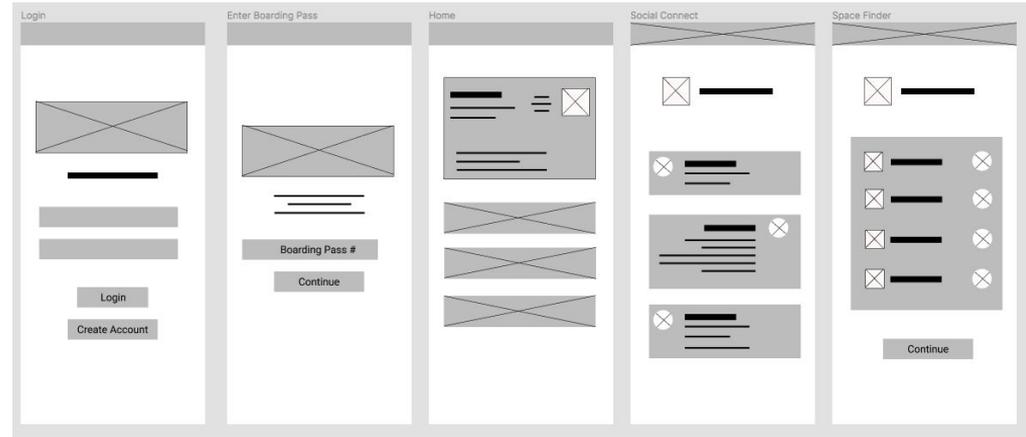
- Paper Wireframes
- Digital Wireframes

Wireframes

Paper Wireframes



Digital Wireframes



Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well suited to address user pain points.

Refining the Design

- High Fidelity Mockups

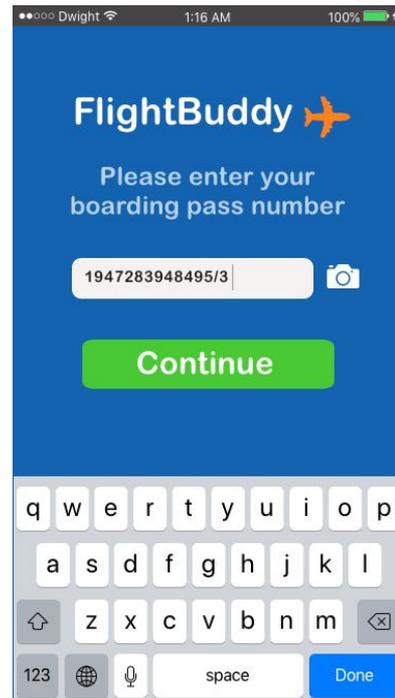
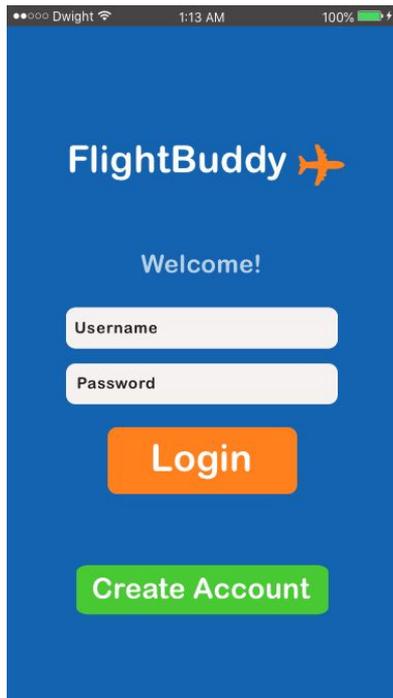
Mockups: Home

During usability studies I learned that users want a toned down homepage with more space between elements so icons and images do not overwhelm user.



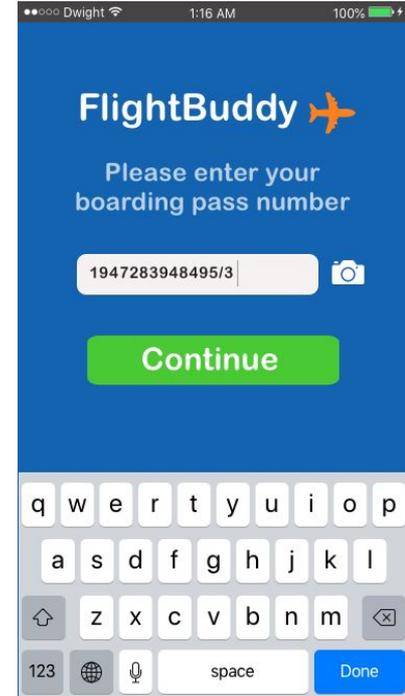
Mockups: Home

The Login Flow goes from the user entering their created user name and password if they already have an account created (or they can create one). Then on the next screen, the user enters their boarding pass number or they can scan their boarding pass.



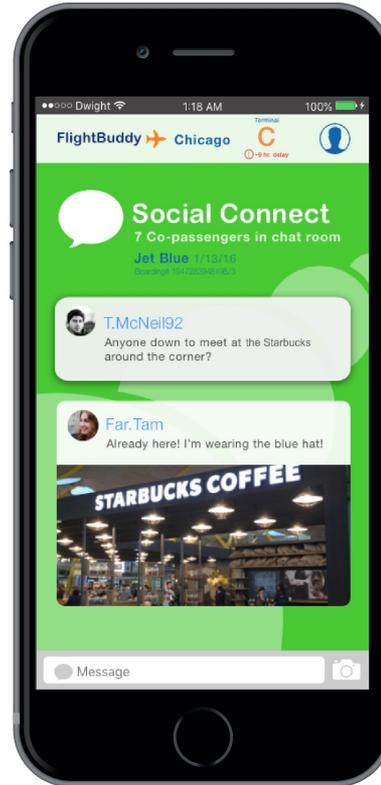
Mockups: Login

The Login Flow goes from the user entering their created user name and password if they already have an account created (or they can create one). Then on the next screen, the user enters their boarding pass number or they can scan their boarding pass.



Mockups: Social Connect & Space Finder

For Social Connects, users can set their own username and opt to add a photo for their own safety and privacy. For Space Finder, based on user research I have limited the options down to 5. These include Free Wifi, quiet/less crowded area, food, coffee shop/ drinks/ bars and outlets.



Going forward

- Takeaway

Takeaway

While designing the FlightBuddy app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs

Thank You

Thank you for your time reviewing my work on the FlightBuddy app!

If you'd like to see more or get in touch, my contact information is provided below.

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