

Redesign of Ticket Purchasing for United Airline Website

Pu Yang

www.puyang.us

CURRENT DESIGN ISSUES

UNITED

A STAR ALLIANCE MEMBER

Sign In | My Account | Contact Us | Help

Type in keyword

Search

[+] Site Feedback

Home

Reservations

Travel Information

Deals & Offers

MileagePlus®

Products & Services

About United

Flight

Hotel

Car

Vacation

Round TripOne WayMultiple Destinations

From: (city or airport)To: (city or airport)

New York, NY (NYC)Atlanta, GA (ATL)

Search Nearby Airports

Find Lower Fare +/- 3 Days

Search Specific DatesMy Dates are Flexible

Depart Date:11/25/2014Time:Anytime

Return Date:11/28/2014Time:Anytime

Adults:1ChildrenOffer Code (optional):

Cabin:Economy

Search By:PriceScheduleAward Travel

Nonstop Flights Only

Advanced Search

Children, Country of Purchase...

Search

Enroll in MileagePlus®

Learn More

Cruise

Reservations

Save 20% on United Saver Awards between the US and Europe

Book now

Terms and conditions may apply. See site for details.

Latest News and Offers

Changed bag rules and optional services

Important notices

2015 MileagePlus program

MileagePlus & Marriott create RewardsPlus

Print Boarding Pass

Check Flight Status

Confirmation or MileagePlus Number:

Go

More Check-in options

Check-in is available within 24 hours of departure

Change or View Reservations

See More

Find a Reservation by Confirmation Number

Reservation Type:FlightCar

Confirmation:Last Name:

Go

MileagePlus Sign In

MileagePlus number:PIN/Password:

Remember Me

Forgot PIN?

Sign in

Not a member? Join Now

Need help signing in? Visit the United Hub for information about PINs and passwords.

UNITED MileagePlus Explorer

Earn 30,000 bonus miles.

Learn More

Experience the city that never sleeps

Skip the wait at the baggage carousel

CURRENT DESIGN ISSUES

1

Information is all over the place. It's not easy for users to focus or find the information they want.

The screenshot displays the United Airlines website interface, which is criticized for its cluttered design. The layout is divided into several sections:

- Header:** Includes the United logo, "A STAR ALLIANCE MEMBER" text, and links for "Sign In", "My Account", "Contact Us", and "Help". A search bar is present with the placeholder text "Type in keyword".
- Global Navigation:** A dark blue bar containing links for "Home", "Reservations", "Travel Information", "Deals & Offers", "MileagePlus", and "Products".
- Flight Search Section:** A prominent blue box on the left side contains the flight search form. It includes tabs for "Flight", "Hotel", "Car", and "Vacation". The search criteria are set to "Round Trip" from "New York, NY (NYC)" to "Atlanta, GA (ATL)". The departure date is "11/25/2014" and the return date is "11/28/2014". The cabin class is "Economy". A "Search" button is at the bottom right of this section.
- Promotions:** A large banner at the top right promotes a "Save 20% on United Saver Awards between the US and Europe". Below this, there are several smaller promotional tiles, including one for "Enroll in MileagePlus" and another for "Cruise Reservations".
- Latest News and Offers:** A section on the right side of the page lists "Latest News and Offers", including "Changed bag rules and optional services" and "2015 MileagePlus program".
- MileagePlus Sign In:** A section on the right side of the page allows users to sign in with their MileagePlus number and PIN/password. It includes links for "Remember Me" and "Forgot PIN?".
- Check Flight Status:** A section on the right side of the page allows users to check flight status by entering a confirmation number and last name.
- Print Boarding Pass:** A section on the right side of the page allows users to print their boarding pass.
- Change or View Reservations:** A section on the right side of the page allows users to change or view their reservations by entering a reservation number and last name.

Red annotations are overlaid on the image, highlighting specific areas of concern:

- "Book a Trip" is written over the flight search form.
- "Check in & Go" is written over the flight status section.
- "Flight Status" is written over the flight status section.
- "Log in & Sign up" is written over the MileagePlus sign-in section.
- "My Flights" is written over the change or view reservations section.
- "Promotions" is written over the top right promotional banner.
- "Promotions" is written over the bottom right promotional tiles.

CURRENT DESIGN ISSUES

2

Too many options/input areas the user needs to enter. It is hard for user to start quickly.

The screenshot displays the United Airlines website's booking interface, highlighting several design issues related to complexity and user input. The page features a top navigation bar with links for Sign In, My Account, Contact Us, and Help, along with a search bar and a Site Feedback link. Below this is a secondary navigation bar with links for Home, Reservations, Travel Information, Deals & Offers, MileagePlus®, Products & Services, and About United.

The main content area is divided into several sections:

- Flight Search:** A prominent section on the left with a blue background. It includes tabs for Flight, Hotel, Car, and Vacation. The Flight tab is active, showing a complex form with multiple input fields and options. The form includes fields for Round Trip, One Way, Multiple Destinations, From: (city or airport), To: (city or airport), Search Nearby Airports, Find Lower Fare +/- 3 Days, Search Specific Dates, My Dates are Flexible, Depart Date, Time, Return Date, Time, Adults, Offer Code (optional), Cabin, Search By, Price, Schedule, Award Travel, Nonstop Flights Only, Advanced Search, Children, Country of Purchase, and a Search button.
- Save 20% on United Saver Awards:** A banner advertisement for a promotion between the US and Europe, with a Book now button.
- Latest News and Offers:** A section with links to Important notices, 2015 MileagePlus program, and MileagePlus & Marriott create RewardsPlus.
- Print Boarding Pass and Check Flight Status:** A section with a Go button for checking flight status.
- MileagePlus Sign In:** A section with fields for MileagePlus number and PIN/Password, and links for Remember Me, Forgot PIN?, and Sign in.
- Not a member? Join Now:** A link for new members.
- Need help signing in?** A link to the United Hub for information about PINs and passwords.
- Change or View Reservations:** A section with a See More link.
- Find a Reservation by Confirmation Number:** A section with fields for Reservation Type (Flight, Car), Confirmation, Last Name, and a Go button.
- Enroll in MileagePlus®:** A section with a Learn More link.
- Cruise Reservations:** A section with a button to view more.
- YOUR LUGGAGE:** A section with a link to skip the wait at the baggage carousel.

The interface is cluttered with many input fields and options, making it difficult for users to start quickly. The design is overly complex, with too many choices and input areas, which can lead to user frustration and abandonment.

CURRENT DESIGN ISSUES

3

Too many menus in the globe navigation There is no clear information architecture to help the user navigate.

The screenshot displays the United Airlines website's reservation page. The top navigation bar includes the United logo, a star alliance member badge, and links for Sign In, My Account, Contact Us, and Help. A search bar is positioned on the right. Below this, a secondary navigation bar lists various service categories: Home, Reservations, Travel Information, Deals & Offers, MileagePlus, Products & Services, and About United.

The main content area is divided into several sections. On the left, a vertical menu lists various reservation options: Make Flight Reservation, Make Hotel Reservation, Make Car Reservation, Change/View Existing Reservations, Check-in for Flight, Vacation Packages, Make Cruise Reservation, Refunds, and Using united.com. The central reservation form includes fields for departure and return dates (11/25/2014 and 11/28/2014), departure and return times (Anytime), origin (New York, NY) and destination (Atlanta, GA), and cabin class (Economy). It also features a search button and a link to enroll in MileagePlus.

On the right side, there are promotional banners and a sign-in section. The top banner offers a 20% discount on United Saver Awards. Below it, a 'Latest News and Offers' section highlights changed bag rules and optional services. The 'MileagePlus Sign In' section includes fields for MileagePlus number and PIN/password, with links for 'Remember Me' and 'Forgot PIN?'. A 'Not a member? Join Now' link is also present.

The bottom of the page features a 'Cruise Reservations' section and a 'Skip the wait at the baggage carousel' advertisement.

URL: <https://www.united.com/web/en-US/content/reservations/default.aspx>

CURRENT DESIGN ISSUES

4

Too many steps in tickets purchasing process. Users feel that it takes a big effort to complete the process.

UNITED

A STAR ALLIANCE MEMBER

United States - English | Change

Sign In | My Account | Contact Us | Help

Type in keyword

Search

[-] Site Feedback

Home | Reservations | Travel Information | Deals & Offers | MileagePlus® | Products & Services | About United

SEARCH FLIGHTS → CHOOSE FLIGHTS → TRIP ITINERARY → TRAVELER INFORMATION → COMPLETE PURCHASE → CONFIRMATION

Select Departing Flight

One Way [\(Start New Search\)](#)

Depart **New York, NY (NYC - All Airports)**

Arrive **Atlanta, GA (ATL)**

Date **Tue., Nov. 25, 2014** Time **Anytime**

Cabin **Economy** Travelers **1**

Miles make vacations happen.

30,000 bonus miles + \$50 statement credit

Learn More

OUR LOWEST FARES

Buy Now — limited tickets at our lowest price

Nonstop from \$277	With Stops from \$252	Flexible Fare from \$412	First Cabin from \$356
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Fares listed are for the entire trip per person and include [taxes and fees](#). [Additional bag charges may apply](#).
The fare displayed is the lowest available for the dates requested; however some flights may not be in the cabin you requested.
United flights include those operated by our Express partners.





Price	Departing	Arriving	Travel Time	Distance*	
Nonstop flights from \$277					
from \$277 Select	Depart: 6:00 a.m. Tue., Nov. 25, 2014 New York/Newark, NJ (EWR - Liberty)	Arrive: 8:38 a.m. Tue., Nov. 25, 2014 Atlanta, GA (ATL)	Travel Time: 2 hr 38 mn	Distance: 745 miles	Flight: UA606 Aircraft: Airbus A319 Fare Class: United Economy (Y) Meal: Snacks for Purchase No Special Meal Offered. See On-Time Performance View Seats

CURRENT DESIGN ISSUES

5

No clear information hierarchy in the search results. It is not easy to find the important flight information and the option (Select) the user can do.

Fares listed are for the entire trip per person and include [taxes and fees](#). [Additional bag charges may apply](#).
The fare displayed is the lowest available for the dates requested; however some flights may not be in the cabin you requested.
United flights include those operated by our Express partners.

Price	Departing	Arriving	Travel Time	Distance*	
Nonstop flights from \$277					
from \$277 Select	Depart: 6:00 a.m. Tue., Nov. 25, 2014 New York/Newark, NJ (EWR - Liberty)	Arrive: 8:38 a.m. Tue., Nov. 25, 2014 Atlanta, GA (ATL)	Travel Time: 2 hr 38 mn	Distance: 745 miles	Flight: UA606 Aircraft: Airbus A319 Fare Class: United Economy (V) Meal: Snacks for Purchase No Special Meal Offered. See On-Time Performance View Seats
 Rail service available between Newark Liberty Airport and Manhattan.					
from \$277 Select	Depart: 8:44 a.m. Tue., Nov. 25, 2014 New York/Newark, NJ (EWR - Liberty)	Arrive: 11:21 a.m. Tue., Nov. 25, 2014 Atlanta, GA (ATL)	Travel Time: 2 hr 37 mn	Distance: 745 miles	Flight: UA1162 Aircraft: Boeing 737-700 Fare Class: United Economy (V) Meal: Snacks for Purchase No Special Meal Offered. See On-Time Performance View Seats
 Rail service available between Newark Liberty Airport and Manhattan.					
from \$277 Select	Depart: 2:26 p.m. Tue., Nov. 25, 2014 New York/Newark, NJ (EWR - Liberty)	Arrive: 5:04 p.m. Tue., Nov. 25, 2014 Atlanta, GA (ATL)	Travel Time: 2 hr 38 mn	Distance: 745 miles	Flight: UA1080 Aircraft: Boeing 737-700 Fare Class: United Economy (V) Meal: Snacks for Purchase No Special Meal Offered. See On-Time Performance View Seats
 Rail service available between Newark Liberty Airport and Manhattan.					
from \$344 Select	Depart: 12:21 p.m. Tue., Nov. 25, 2014 New York/Newark, NJ (EWR - Liberty)	Arrive: 2:54 p.m. Tue., Nov. 25, 2014 Atlanta, GA (ATL)	Travel Time: 2 hr 33 mn	Distance: 745 miles	Flight: UA669 Aircraft: Airbus A319 Fare Class: United Economy (H) Meal: Snacks for Purchase No Special Meal Offered. See On-Time Performance View Seats
 Rail service available between Newark Liberty Airport and Manhattan.					
from \$344	Depart: 4:08 p.m. Tue., Nov. 25, 2014	Arrive: 6:46 p.m. Tue., Nov. 25, 2014	Travel Time: 2 hr 38 mn	Distance: 745 miles	Flight: UA1554 Aircraft: Boeing 737-700 Fare Class: United Economy (H)

DESIGN CRITERIA



Clean
Information
Architecture

Streamlined
Interaction

Compelling
Visual Design

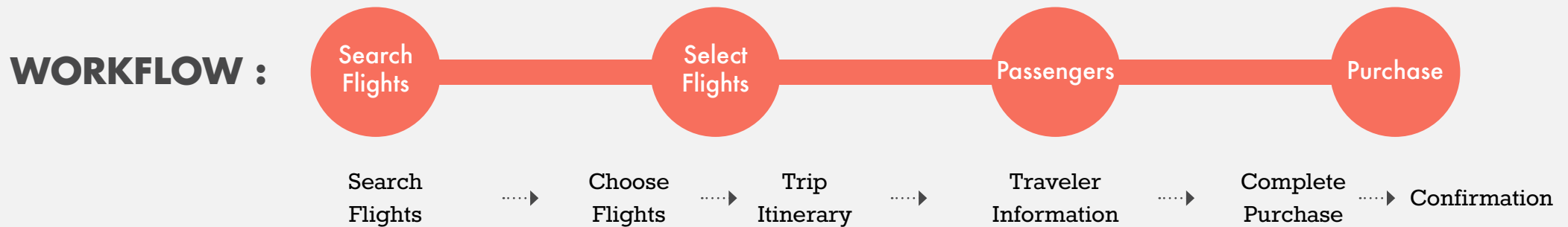
THE RESULT



ANALYSIS

USER : People who purchase flight tickets online.

TASK : Purchase a flight ticket.



DATA :


Trip Type Depart, Arrive Places Depart, Return Dates Exact / Flexible Dates Passenger Number Recent Search	Costs Departs, Arrive Time Departs, Arrive Airports Flight Number Duration Stops, Layover Other Details Trip Itinerary Related Promotions	Passenger Names Gender Date of Birth Contact Info	Flight Info Review Cost Info Review Passenger Info Review Options (Upgrade, Seats, Meals etc.) Trip Protection Billing Information Cost Summary Final Itinerary
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FUNCTIONS :

Search Flights	Modify Search	Input Info	Review
	Refine Search		Purchase
	Select Flights		Add Options

WIREFRAME

HOME

UNITED

English ▾

Log In

Plan and Book

Travel Information

MileagePlus

Book a Flight

Check In

Flight Status

My Flights

☒ Round Trip

☐ One Way

☐ Multi-City

From

To

Depart

Return

☒ Exact Dates

☐ Flexible Days

Passengers

1

Find Flights

HOME

UNITED

GLOBAL NAVIGATION

Log In

Plan and Book

Travel Information

MileagePlus

English

Book a Flight

Check In

Flight Status

My Flights

Round Trip

One Way

Multi-City

From

To

Depart

Return

Exact Dates

Flexible Days

Passengers

1

Find Flights

PROMOTIONS

(LARGE IMAGES)

NEWS & PROMOTIONS

HOME

Global Navigation

Log In

Membership log in and Sign up

Plan and Book

Needed options under Reservations, Deals & Offers in current web

Travel Information

Needed options under Travel Information, Product & Services

MileagePlus

Needed options under MileagePlus, membership related services

UNITED

English

Log InPlan and BookTravel InformationMileagePlus

Book a FlightCheck InFlight StatusMy Flights

☒ Round Trip☐ One Way☐ Multi-City

From

To

Depart

Return

☒ Exact Dates☐ Flexible Days

Passengers

1

Find Flights

HOME

Flights Navigation

Book a Flight

Search flights from home screen

Check In

Quickly check in flights

Flight Status

Check flight status by flight number

My Flights

Check my flight information by reservation number or log in

UNITED

English

Log In

Plan and Book

Travel Information

MileagePlus

Book a Flight

Check In

Flight Status

My Flights

☒ Round Trip

☐ One Way

☐ Multi-City

From

To

Depart

Return

☒ Exact Dates

☐ Flexible Days

Passengers


1

Find Flights

HOME

Promotions

Promotions with large images give user visual impact and brand images.

UNITED

English ▾

Log InPlan and BookTravel InformationMileagePlus

Book a FlightCheck InFlight StatusMy Flights

☒ Round Trip☐ One Way☐ Multi-City

From

To

Depart

Return

☒ Exact Dates☐ Flexible Days

Passengers

Find Flights

USE CASE

Purchase a One-way Flight from New York City to Atlanta

SEARCH FLIGHTS



1. Enter depart place.
2. Enter arrive place.
3. Select depart date.
4. Select passenger no.

UNITED

English | [Search Icon]

Log In Plan and Book Travel Information MileagePlus

Book a Flight Check In Flight Status My Flights

☐ Round Trip ☒ One Way ☐ Multi-City

From: NYC - New York All Airports, NY

To: ALT - Atlanta, GA

Depart: Nov 25 2014

☒ Exact Dates ☐ Flexible Days Passengers: 1

Find Flights

SELECT A FLIGHT



1. Scroll flight list.

2. Select a flight.

UNITED

Log In Plan and Book Travel Information MileagePlus

English

Book a Flight

Search Flights Select Flights Passengers Purchase

One Way Tue Nov 25 2014 1 Passenger

NYC → ATL

Sort by Price

Economy	First / Business	Flight	Departs	Arrives	Duration
from \$ 277 Select	from \$ 477 Select	UA 606	6:00 AM EWR	→ 8:38 AM ATL	2h 38m Nonstop
from \$ 277 Select	from \$ 489 Select	UA 1162	8:44 AM EWR	→ 11:21 AM ATL	2h 37m Nonstop
from \$ 277 Select	from \$ 517 Select	UA 1080	2:26 AM EWR	→ 5:04 AM ATL	2h 38m Nonstop
from \$ 377 Select	from \$ 677 Select	UA 1557	4:08 PM EWR	→ 6:46 AM ATL	2h 38m Nonstop

Modify Search

From To

NYC ATL

Dates

Nov 25 2014

Passengers

1 Search

Advanced Search

Refine Search

VIEW FLIGHT DETAILS





1. View flight details.

2. Click related promotion if interested.

3. View cost details.

4. Click Enter Passenger Info.

UNITED 

English 

Log InPlan and BookTravel InformationMileagePlus

Flight You Selected

Search Flights

Select Flights

Passengers

Purchase

Flight Details

Related Promotions

Cost Detials

Back

Enter Passenger Info

PASSENGERS INFO



1. Enter passengers information.

2. Enter contact information.

3. Click Review and Purchase

UNITED

English

Log In

Plan and Book

Travel Information

MileagePlus

Passengers Information

Search Flights

Select Flights

Passengers

Purchase

Contact Information

Back

Review and Purchase

REVIEW AND PURCHASE

1. Review flight, passenger and cost information.
2. Choose options if interested (seats, meal, upgrade class etc.)
3. Choose trip protection if interested.
4. Enter billing information.
5. Review cost summary.
6. Click Complete Purchase.



UNITED

English

Log In

Plan and Book

Travel Information

MileagePlus

Review and Purchase

Search Flights

Select Flights

Passengers

Purchase

Flight Information

Cost Information

Options

Trip Protection

Billing Information

Cost Summary

Back


Complete Purchase

CONFIRMATION



1. Review the trip itinerary.

2. Email or Print the itinerary.



English ▾

Log In

Plan and Book

Travel Information

MileagePlus

Thank you

✓

✓

✓

✓

Search Flights Select Flights Passengers Purchase

Trip Itinerary

Email

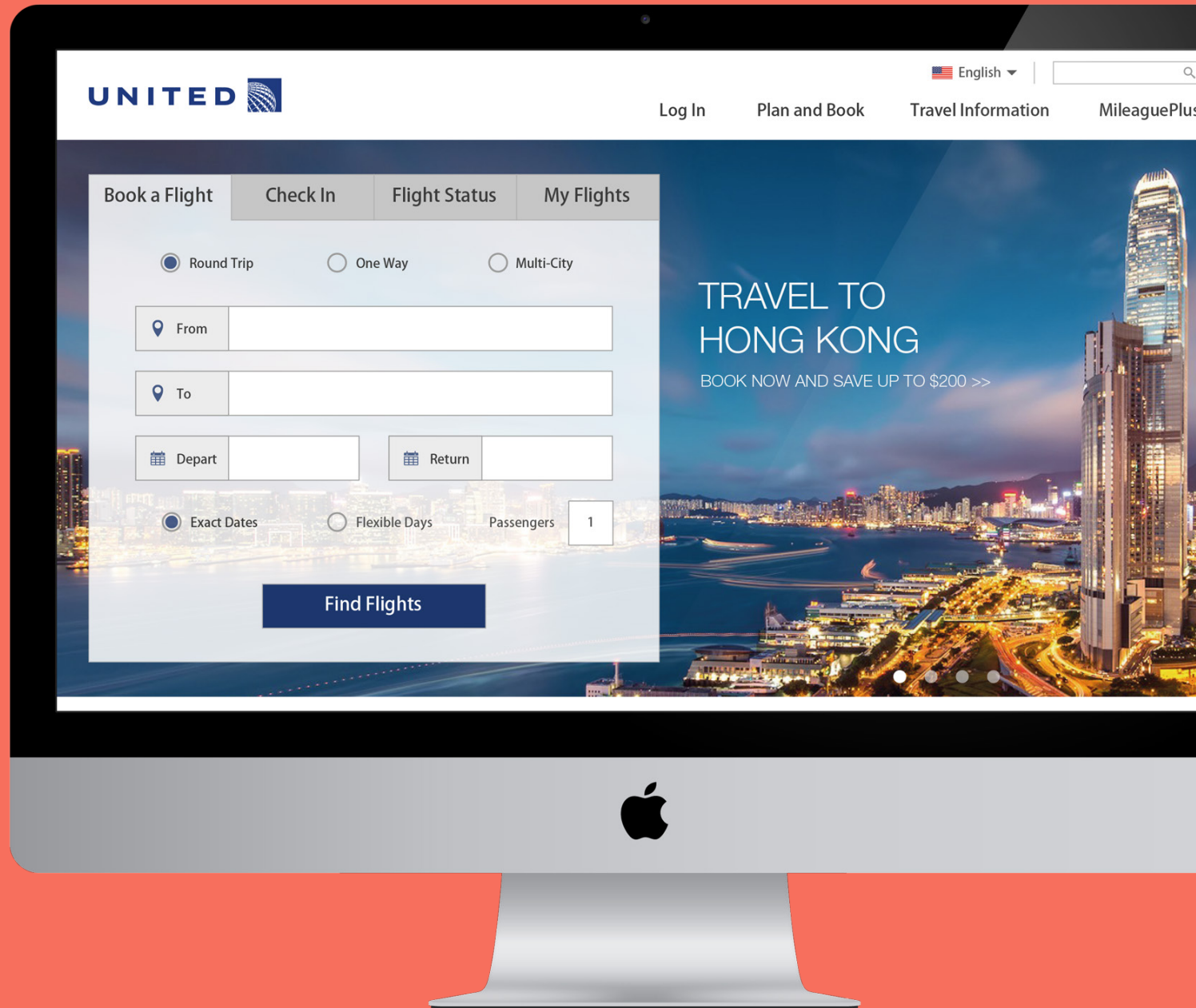
Print

VISUAL DESIGN

Brand Visual Language

Flat Design

Responsive Website



Book a Flight

Check In

Flight Status

My Flights

☒ Round Trip

☐ One Way

☐ Multi-City

📍 From

📍 To

📅 Depart

📅 Return

☒ Exact Dates

☐ Flexible Days

Passengers

1

Find Flights

TRAVEL TO HONG KONG

BOOK NOW AND SAVE UP TO \$200 >>

