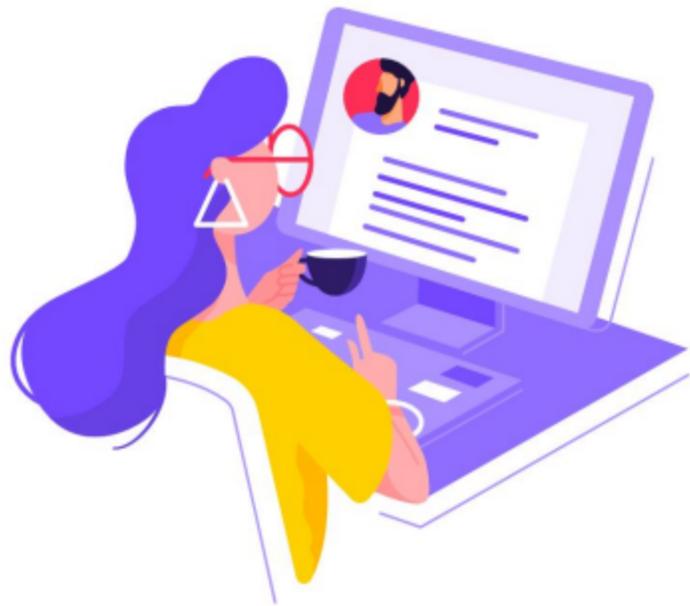


Alessandra Mello

user experience · user interface · user research





about me

I have extensive work experience as a Web Designer, beginning at my undergraduate course in 2008.

From the last 5 years I worked as a **UX/UI Designer** in a full-service agency with a multidisciplinary team across multiple products, projects and clients focused on solving problems using design and strategy to optimize user experience.

summary

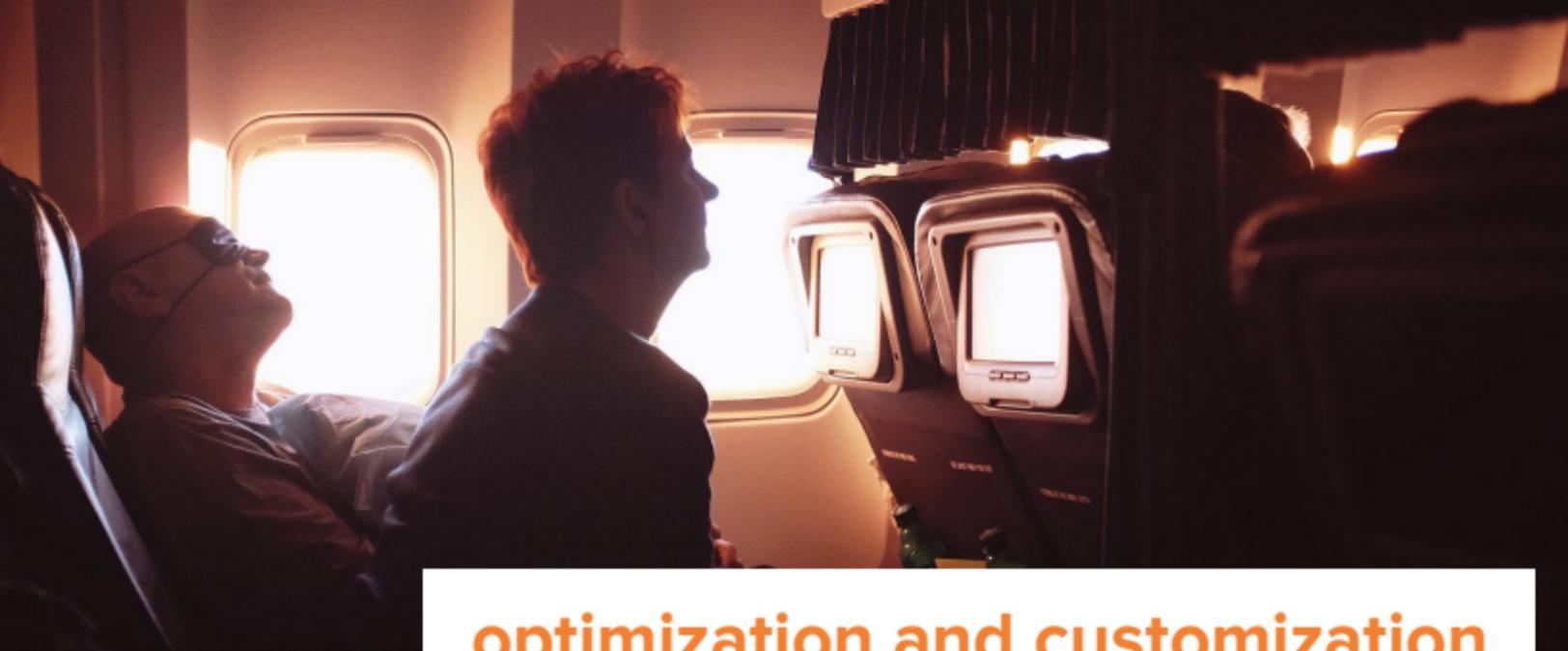
optimization and customization for airline loyalty program

customer experience, strategy and UI.

new flight feature for booking engine

user research and experience design.





optimization and customization for airline loyalty program

Analysis and suggestions to
improve customer experience



overview

TudoAzul is the **loyalty programme** of Azul Brazilian Airlines. The client currently understands the need to move forward in **customer experience** and would like to explore new opportunities, using the customer data they already have.

Their focus is to increase adherence to their branded credit card, to encourage the use of the programme points and to promote the subscription to the points Club membership.

Opportunity

- The homepage has the same content for all customers and they understand this as a problem.
- Personalization allows more conversion, without necessarily investing in acquiring new customers for the programme.

problem statement

You have several types of customers.
Why is your website the same for everyone?

goals

- **Increase adherence** to branded credit card.

- **Encourage the use** of the program points.

- **Promote the subscription** of the points Club membership.

5 reasons for customization

- **ROI:** 40x to 80x returns on investment.
- **More website conversion** = More performance in media, email, social.
- **Control group:** a % of their audience is not impacted, for comparison.
- **Integrations** between website and other data sources for customization.
- Each customer's **experience** can be unique according to their profile.

target audience

Programme member	<ul style="list-style-type: none">● Active registration in the loyalty programme.
Member with points	<ul style="list-style-type: none">● Has accumulated points in the programme, by flying or buying.● May have points about to expire.
Branded credit card	<ul style="list-style-type: none">● Has programme branded credit card.
Club subscriber	<ul style="list-style-type: none">● Subscribed to Club (monthly payment in exchange of points).● Has accumulated points in the programme, by flying or buying.

role & responsibilities

Team with experts in data analysis, data integration, design, coding, metrics and other skills needed to develop improvements and customization.

- Analyse client's database to search for opportunities that could be exploited, together with data scientists to understand requirements for integration.
- Search for references and benchmarks from other loyalty programmes, from airlines and similars.
- Talk with customer success analysts and account managers to understand the client's business needs.
- Design the UI and present for client and teams our findings and suggestions.

Research

- Stakeholders interviews
- Benchmarking
- User flow analysis
- Insights
- Presentation to related teams and client

Interface design

- Banners
- UI design

Experience

- UX writing
- Customer experience analysis

current homepage

The screenshot shows the Azul website homepage. At the top, there is a navigation bar with the Azul logo and links for 'TudoAzul Itaucard', 'Shopping', and a dropdown menu for 'BR'. Below the navigation bar is a main banner with a scenic beach image and the text 'Transfira pontos do seu cartão de crédito para o TudoAzul e viaje muito mais!'. A 'Transfira já' button is visible. On the right side, there is a user profile dropdown menu for 'MATHEUS, 484 pts' with a current balance of 484 points and a 'Consultar Extrato' button. Below the profile menu are links for 'Meu Perfil', 'Extrato e pontos a vencer', 'Solicitar pontos de voo', 'Minha categoria TudoAzul', and 'Atualizar dados'. At the bottom, there are three promotional cards: 1) 'TudoAzul Itaucard' showing credit cards and a 'Peça já o seu' button; 2) 'Resgate passagens pelo Brasil a partir de 3.000 pontos' with a 'Resgate já' button; and 3) 'Assine o Clube 20.000 e receba até 40.000 pontos na hora' with an 'Assine já' button.

1 Identified user, with name and program number.

2 Current points balance and statement.

Links to profile update, points soon to expire, request flight points, programme category.

3 General banner, with an incentive to transfer points from credit card.

4 Branded credit card incentive.

5 Incentive to redeem points, even when the user does not have enough points.

6 Incentive to sign up the Club membership.

on-site optimization actions contribute to business objectives such as

- Revenue increase
- Encourage point redemption
- Reduce activation time
- Reduce abandonment rate and rejection
- Conversion of own products
- Club membership
- Loyalty and prevent churn
- Card activation

experience customization using integration with client's database

SOME EXAMPLES

- Last shopping cart
- Navigation
- Next flight
- Previous searches
- Bought more space (Espaço Azul)
- Date of last purchase
- Tier
- Co-branded status
- Points to expire
- Club status
- Activation and balance
- Airport or city

suggestions

Identified customization and optimization quick-win actions to implement.



- ✓ Programme member
- ✓ Member with Points
- ✗ Branded credit card
- ✗ Club subscriber [Sign Up](#)

Points balance, programme category and number, and a button to incentive use of programme points.

The screenshot shows the user's profile on the Azul website. At the top, there is a navigation bar with the Azul logo and links for 'TudoAzul Itaucard' and 'Shopping'. Below this, a pink navigation bar contains 'TudoAzul', 'Promoções', 'Clube', 'Ganhar pontos', 'Usar pontos', and 'Sobre o TudoAzul'. The main content area is dark blue and features a '4' in a circle on the left. The text reads: 'Mais vantagens pra você, que já é cliente TudoAzul. Com o TudoAzul Itaucard. Você tem 10% de desconto na compra de passagens aéreas da Azul, além de poder parcelar em até 12 vezes. Peça já o seu'. On the right side, a user profile box shows the name 'Olá, ALESSANDRA', a points balance of '16.500 pontos', and a 'Resgate agora' button. Below this is a progress bar for 'Pontos para a próxima categoria' (TudoAzul Diamante) from 10,000 to 20,000. There is also a 'Assine agora o Clube TudoAzul e receba até 20.000 pontos na hora!' button with 'Assine já' text. The profile section includes links for 'Meu Perfil', 'Extrato e pontos a vencer', 'Solicitar pontos de voo', 'Minha categoria TudoAzul', 'Atualizar dados', and 'Sair'.

1

2

3

4

Points to achieve next program category.

Incentive to subscribe Club membership and collect more points to upgrade category.

Incentive to order the branded credit card and have more benefits.

The banner features a '5' in a circle on the left. The text says: 'Quer mais vantagens? Peça o TudoAzul Itaucard e tenha desconto de 10% na mensalidade do Clube TudoAzul! Peça já o seu'. On the right, there is an image of three stacked TudoAzul Itaucard Visa credit cards.

5

Incentive to order the branded credit card and have a discount on Club membership.

- ✓ **Programme member**
- ✓ **Member with Points**
- ✗ **Branded credit card**
- ✓ **Club subscriber Category upsell**

Point balance, program category and number, and a button to incentive use of programme points.

Olá, ALESSANDRA 16.500 pontos

TudoAzul Safire nº 00000000000000000000 Resgate agora

Pontos qualificados TudoAzul Diamante

10.000 20.000

Clube TudoAzul 5.000

Meu Perfil

Extrato e pontos a vencer

Solicitar pontos de voo

Minha categoria TudoAzul

Atualizar dados

Sair [->]

1

2

3

Points to achieve next programme category.

Club membership current plan.

4

Incentive to upgrade Club plan (upsell) and benefits.

4

5

5

Incentive to order the branded credit card and have discount on Club membership.

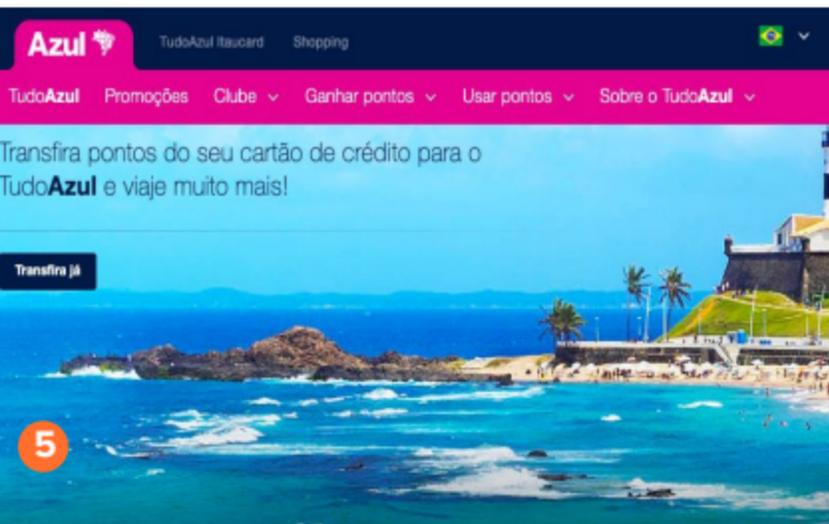
Quer mais vantagens? Peça o TudoAzul Itaucard e tenha desconto de 10% na mensalidade do Clube TudoAzul!

Peça já o seu



- ✓ Programme member
- ✓ Member with Points **To expire**
- ✓ Branded credit card
- ✓ Club subscriber

Point balance, program category and number, and a button to incentive use of program points.



Olá, ALESSANDRA ▾ 14.500 pontos

TudoAzul Safira Nº 9999999999 **Resgate agora**

Pontos qualificáveis TudoAzul Diamante

10.000	20.000
--------	--------

Clube TudoAzul 5.000

Meu Perfil

Extrato e pontos a vencer
Você tem 5.000 pontos a vencer em 12/12/2019

Resgate passagens **Resgate produtos**

Solicitar pontos de voo

Minha categoria TudoAzul

Atualizar dados

Sair ↗

1

2

3

4

5

Points to achieve next program category.

Club membership current plan.

Points to expire, date and incentive to use (redeem flight tickets or products).

Incentive to transfer credit card points to the programme.

Resgate sua próxima viagem

6



6

Incentive to use points booking a trip, showing some destinations.

customization

USING POINTS CUSTOM OFFER

Resgate sua próxima viagem

1

PARTINDO DE: São Paulo/GRU



DESTINO

2



Belo Horizonte

O trecho a partir de:

3.000 pontos + taxas

Resgate já. Você tem 10.000 pontos



Brasilia

O trecho a partir de:

5.000 pontos + taxas

Resgate já. Você tem 10.000 pontos

3



Curitiba

O trecho a partir de:

12.000 pontos + taxas

Comprar pontos. Faltam 2.000 pontos

1

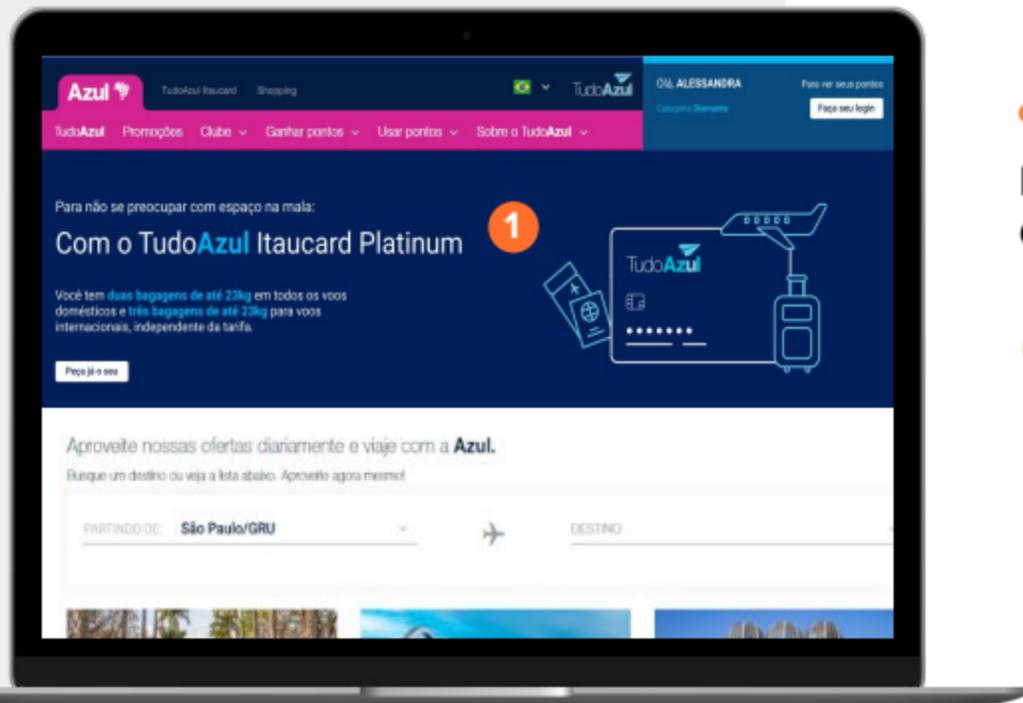
Display a search box with user location on origin.

2

For those who already have enough points for a redemption, we bring the destinations with sufficient points as recommended.

3

Suggest destinations where they can buy points to complete the redemption.



customization

BRANDED CREDIT CARD INCENTIVE

- 1 **User has the card already (identified user):** Highlight the point balance, discounts, and benefits when purchasing with the card.

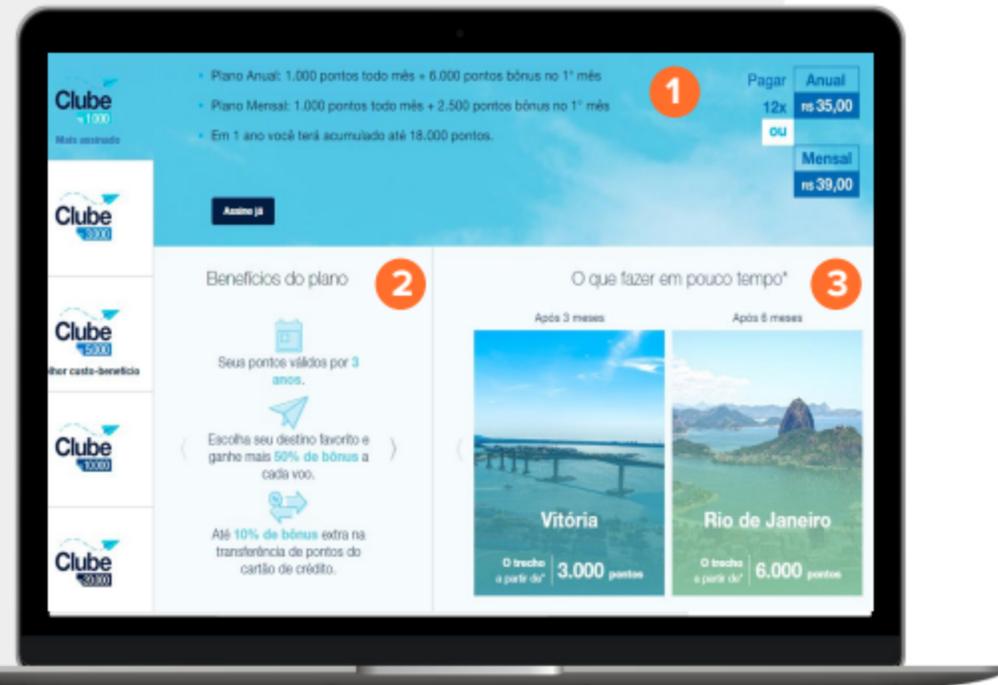
User does not have the card: Incentive to order card, showing content highlighting its benefits.

customization

CLUB MEMBERSHIP

If the user is not subscribed to the Club yet, the site shows the benefits at the homepage, as an incentive. This information is already in the website in detail, but is hidden, so it should be highlighted.

- 1 How does it work and price.
- 2 Plan benefits.
- 3 Destinations that they can go using points and how many points they will need to redeem.



next steps

- **Prioritize** the suggestions and work on an action plan.
- Set up **metrics and goals**.
- **Create a backlog** with relevant improvements, not only technical but for user experience.
- Develop user journeys to observe more **opportunities**, understand pain points and user needs.
- **Design** features (UI).
- **Develop and implement** optimization tests (CRO).
- Share **tests results** with stakeholders.





new flight feature for booking engine

Designing an intuitive new flight step
for a hospitality booking engine



overview

Focused in helping hotels to achieve more direct bookings, increase conversion and keep customers connected with the brand, this **booking engine** is a quick, smart and intuitive platform that have been used by more than 300 hotels in Brazil and Portugal.

Opportunity

Clients who already used the platform reported that they would also like to **sell packages with flights**, since they chartered flights but had to sell them separately and would like to serve their customers in one place.

In partnership with a travel agency client, we had the endorsement of using their API to connect with the flight inquiry, and so the project became viable.

problem statement

How could customers book their next vacation using a single platform?

user persona



Name: Alice

Age: 26

Position: Account Manager

Status: Single

Location: Porto Alegre, Brazil

About

Alice is an account manager and is always traveling to visit clients. She is a frequent traveler of the largest airlines in the country and collects points travelling. She does not earn a big salary, so she is always looking for a good price when planning her vacations. As a frequent traveller, she has visited the main world capitals. Alice usually travels with family and friends, but also with boyfriends. She has travelled more on her own to get to know herself. She searches in many websites before closing a itinerary, flight or hotel.

Goals

- Find flight+hotel easily.
- Save time and money.

Pain Points

- Too many websites visited to find a trip that fits her needs.
- Many options of hotels and flights to look at.

Needs

- Flexibility in conditions.
- Possibility to filter the options.

Fears

- Being deceived.
- Getting lost during the search and purchase process.

role & responsibilities

Despite the urgency pointed by some stakeholders, we showed that we had a great opportunity to learn and build something with great value for our clients and users.

I proposed them to start with user research and run usability tests with users, so we could be more accurate. I did competitor and benchmark research, compared user journeys and started building new information architecture and wireframes.

I participated as a facilitator and conductor during the usability tests, selecting the users (colleagues), compiled insights and presented to PO, PM, developers and stakeholders.

Research

- Stakeholder interviews
- Benchmarking
- User journeys
- Usability tests
- Compilation and analysis
- Insights
- Presentation to related teams

Experience

- Information Architecture
- Flows
- Wireframes
- QA

the work so far

1

Benchmarking

2

User journey
comparison

3

Hypothesis

4

Usability tests

5

Wireframes

6

Validation

7

Interface
design

8

User Tests



I stopped working in this project here

booking engine

You may check it live here: <https://othon.letsbook.com.br/D/Busca>

HOME - ESCOLHER HOTEL: 10 disponíveis

MODIFIQUE SUA BUSCA ABAIXO -

DESTINO OU HOTEL: PERÍODO:

QUANTOS ADULTOS?

Calendário de preços para Abril 2015 e Maio 2015.

Abril 2015							Maio 2015						
D	S	T	Q	Q	S	S	D	S	T	Q	Q	S	S
					1	2						1	2
3	4	5	6	7	8	9	3	4	5	6	7	8	9
10	11	12	13	14	15	16	10	11	12	13	14	15	16
17	18	19	20	21	22	23	17	18	19	20	21	22	23
24	25	26	27	28	29	30	24	25	26	27	28	29	30

50% OFF

Ver mais 3 opções de quartos +

RESERVE

Pague ao hotel ou em até 3x

LE PARKER MERIDIEN NEW YORK

user journey

booking engine

Hotel
landing page

Select
hotel*

Select
room

Select
extras*

E-mail

Checkout

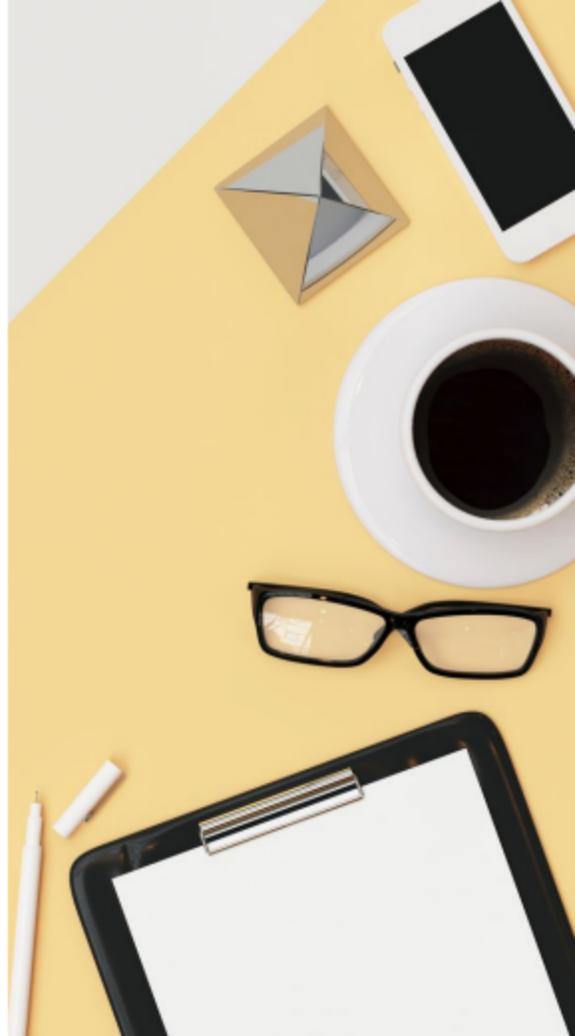
Confirmation

*only if applicable

benchmark and reference analysis

When analyzing references of travel booking websites on the market to simulate the purchase of a package, it is possible to feel a certain frustration during the search/purchase process due to some difficulties to find information, filtering data and navigating between pages.

Therefore, a brief **heuristic** assessment of the websites was made. The analysis was not carried out in-depth, as this would require more data and information, both technical and on business rules.



benchmarks

We found 11 relevant benchmarks of travel websites used to book rooms + flights

3 were selected using the following criteria:

Usability, communication, content, and simple navigation flow

Decolar, Viajanet and Priceline

user journey

decolar.com

Home
(search widget)

Select
room

Select
flight

Add
extra

Checkout

The screenshot displays the Decolar website interface. At the top, the Decolar logo is on the left, and navigation links for 'Central de vendas 0800 883 6343', 'Iniciar Sessão', 'Minhas Viagens', and 'Ajuda' are on the right. Below this is a horizontal menu with icons for various travel services: Hospedagens, Passagens, Pacotes (highlighted), Imbatíveis, Escapadas, Ingressos, Carros, Disney, Seguros, Transfers, Ônibus, and Cruzeiros. A search bar labeled 'Para onde viajar?' is on the right. A progress bar below the menu shows four steps: 1. Rio de Janeiro, 2. Quarto, 3. Voo, and 4. Extras. Below the progress bar, the text 'Sua viagem a Rio de Janeiro' is followed by a 'Veja resumo' button. The main content area is titled 'Pacotes de viagens' and features three options: 'Voo + Hospedagem', 'Voo + 2 Hospedagens', and 'Voo + Carro'. The 'Origem' is set to 'Porto Alegre, Brasil'. The main recommendation is for the 'Royalty Barra Hotel' in Rio de Janeiro, Barra da Tijuca, with a price of R\$ 502 per person. The total price for two people is R\$ 2.089. A 'Seguir' button is at the bottom right.

decolar

Central de vendas 0800 883 6343 Iniciar Sessão Minhas Viagens Ajuda

Hospedagens Passagens **Pacotes** Imbatíveis Escapadas Ingressos Carros Disney Seguros Transfers Ônibus Cruzeiros Para onde viajar?

1 Rio de Janeiro 2 Quarto 3 Voo 4 Extras

Sua viagem a Rio de Janeiro [Veja resumo](#)

Pacotes de viagens

Voo + Hospedagem

Voo + 2 Hospedagens

Voo + Carro

ORIGEM

Porto Alegre, Brasil

DESTINO

Esse é o pacote perfeito para você. Comece a viver sua viagem!

Café de manhã incluído

Royalty Barra Hotel

Rio de Janeiro, Barra da Tijuca. A 15,29 km do centro

Ver mapa

1 ★★★★★

Mais info sobre esta hospedagem

Cancelamento grátis

R\$ 502

Preço por pessoa

R\$ 0,001

R\$ 2.089

Total 2 pessoas R\$4.178

Seguir

user journey

viajanet

Home
(search widget)

Select
package

Select
room

Select
flight

Checkout

The screenshot shows the Viajanet website interface. At the top, there is a navigation bar with the logo and various service categories: Passagens Aéreas, Pacotes de Viagem, Hotéis, Carros, Seguros, QuandoViajar, and Atendimento. On the right side of the navigation bar, there are links for 'Acesse ou Crie sua conta' and 'Ligue'. The main content area displays search results for '253 pacotes encontrados de Porto Alegre para Rio de Janeiro'. A sidebar on the left contains search filters for 'Pacotes', 'Origem' (Porto Alegre, Salgado Filho, Brasil [PO]), 'Destino' (Rio de Janeiro, Brasil - [RIO] - Todos os), 'Data de ida' (Sex 23/08/2019), 'Data de volta' (Ter 27/08/2019), and 'Quartos, Passageiros e Classe' (1 Quarto, 2 Pessoas, Qualquer Classe). A 'Pesquisar' button is at the bottom of the sidebar. The main results area shows a card for 'Hotel Atlântico Avenida' with a 4-star rating, address 'Av Rio Branco 33 - Rio de Janeiro', and distance '950m do Centro'. It includes icons for amenities like Wi-Fi, breakfast, and parking, and a 'Café da Manhã' button. To the right of the hotel card, there is a price breakdown for 'HOTEL + VOO' showing 'R\$ 1.420 (Preço por pessoa)', '2 pessoas' for 'R\$ 2.839', and 'Impostos, taxas e encargos' for 'R\$ 142', resulting in a 'Valor total' of 'R\$ 2.839'. A 'Ver Pacote' button is prominently displayed with the text 'EM ATÉ 10X'. Below the hotel card, there is a flight summary section showing 'IDA' on 'Sex, 23 Ago 2019' from 'POA' (Porto Alegre) to 'GIG' (Rio de Janeiro) with a '1 parada'.

user journey

priceline

Home
(search widget)

Select
package

Select
room

Select
flight

The screenshot shows the Priceline website interface for a travel search. At the top, navigation links include Hotels, Cars, Flights, Packages, and Cruises. The search parameters are set to Atlanta, GA, for the dates Tue, Sep 17 - Sat, Sep 21, for 2 adults in 1 room. A search bar contains 'Atlanta, GA' and a 'Find My Trip' button is visible. Below the search bar, there are tabs for 'Choose hotel', 'Choose flight', 'Trip summary', and 'Checkout'. A map shows the location in Atlanta with a 'View Map' button. The main content area displays a list of hotel options. The top result is 'The Westin Peachtree Plaza Atlanta' in Downtown Atlanta. It features a 'PACKAGE DISCOUNT' of \$579, bringing the price down to \$469 per person for a round-trip flight and taxes. The hotel has a guest rating of 8.5 based on 1787 reviews. A 'Choose' button is prominently displayed. Below this, the start of another hotel listing, 'Courtyard by Marriott Atlanta', is visible.

user journey

priceline

Itinerary

Checkout

Payment

Confirmation

The screenshot displays the Priceline website interface for a travel package to Atlanta, GA. The top navigation bar includes links for Hotels, Cars, Flights, Packages, and Cruises, along with utility links for Sign In, Find My Trip, and Help. The main header shows the destination (Atlanta, GA), dates (Tue, Sep 17 - Sat, Sep 21), and traveler information (2 adults, 1 room). Below this, the 'PLAN YOUR TRIP TO Atlanta' section offers options to 'Choose hotel', 'Choose flight', 'Trip summary', and 'Checkout'. The hotel selection is 'Courtyard by Marriott Atlanta Downtown', a 3-star property in Downtown Atlanta, with a 'Change hotel' and 'Change room' option. The flight selection is 'Newark, NJ - Atlanta, GA' on Tuesday, September 17, via United Airlines (flight 7:30a EWR to 9:52a ATL, Nonstop, 2h 22m), with a 'Flight details & baggage fees' and 'Change flight' option. A green callout box highlights '\$335 in Package Savings', stating 'You'll save \$335 compared to retail prices by booking as a package.' A cost breakdown table shows: 1 Room for 4 Nights (\$482), Round-trip Ticket (\$129), Number of travelers (X2), and Trip subtotal (\$1220). Package savings are listed as -\$335, resulting in Total charges of \$884.27.

priceline® Hotels Cars Flights Packages Cruises

Sign In Find My Trip Help

New York City, NY Atlanta, GA Tue, Sep 17 - Sat, Sep 21 2 adults, 1 room Edit Trip

PLAN YOUR TRIP TO
Atlanta

Choose hotel Choose flight Trip summary Checkout

Courtyard by Marriott Atlanta Downtown
Downtown Atlanta

1 Room - This Room will comfortably sleep up to 4 nights

Change hotel
Change room

\$335 in Package Savings
You'll save \$335 compared to retail prices by booking as a package.

Cost per person
1 Room for 4 Nights \$482
Round-trip Ticket \$129
Number of travelers X2
Trip subtotal \$1220

Package savings -\$335

Total charges \$884.27

Tue, Sep 17 - Sat, Sep 21
Newark, NJ - Atlanta, GA
Tuesday, September 17
United Airlines
7:30a EWR 9:52a ATL Nonstop 2h 22m
Flight details & baggage fees
Change flight

Saturday, September 21
Cost: Airlines

hypothesis

After comparing benchmarks, we came up with some questions:

- How much do we need to "open" the details of the recommended ticket in the search results page?
- What information is most useful to display on the ticket page?
- Do users consider the review step before checkout to be important?

And decided to run a usability test. Why?

This is the time to explore the possibilities for solving a problem.

There are several platforms that sell hotel and flight. So we decided to explore the cases in order to create a solution that has the best of each one.

usability tests

how did we do it?

2

researchers

5

users

3

websites
evaluated

+30

learning
collected

Executed in August 2019



PREPARATION

We selected **5 colleagues** from different sectors in the company that were not involved in this project (HR, finance, reception, developer and account manager), but are **regular users of travel websites** or **travel regularly**.

Booked a quiet meeting room, with coffee, water and some cookies, so they could be more relaxed. I worked with another UX researcher and we took turns on the conduction and writing of users perceptions during their navigation.

We did an introduction, to tell them that we were working on a new feature for Let's Book and we wanted them to share with us **how they feel about** those 3 websites that we wanted them to navigate, how are their **experiences and motivations** and **what are they looking for** when they book their vacation.

USER TASKS

Task:

You have some free days at work and plan to travel in September (20th - 30th) to enjoy with a companion in Rio de Janeiro.

You have 3 open tabs with different travel package purchase websites.
We want you to navigate through each of them.

Search for your trip on the day and place mentioned and choose from one of the packages (hotel + flight) suggested.

QUALITATIVE QUESTIONS

- **How easy** was it to find the information you needed?

Decolar (1) (2) (3) (4) (5)

Viajanet (1) (2) (3) (4) (5)

Priceline (1) (2) (3) (4) (5)

- Of the tested websites, where **could you find the information** more clearly and easily?
- **What criteria** do you use to choose your hotel? And flight?
- Do you consider the **review step** before checkout important?
- **Which one** would you buy today if you had this trip scheduled? Why?

What we've learned:

We separated and categorized the outcomes by: **section** or **relevant feature**.
Then clustered the opinions by **similarity of subject**.

General
Search widget
Flight selection
Hotel selection
Checkout



USER INSIGHTS

only a few of them!

Filters	<ul style="list-style-type: none">● Filters are hidden below the first scroll and users do not notice or are not specific to the current stage (hotel or flight).
Communication	<ul style="list-style-type: none">● Users do not like the word "packages" because it seems like something that they cannot change or customize.● Users do not like the call to action "buy now".
Rates	<ul style="list-style-type: none">● It is unclear if the price is for the total package (hotel+flight), per person, total travellers and if it includes taxes.
Recommendation	<ul style="list-style-type: none">● Users like to see recommendations but do not understand the suggestion criteria and like to have more options below to confirm if the suggestion is really their best option to choose. They do not like to feel deceived!

CONCLUSIONS

- In the booking engine, it is important to indicate that the user is selecting Hotel + Flight in the search.
- Filters need to be highlighted so users see and use them.
- The step the user is in and what is coming next should be clear. Ex.: "When will I choose my flight?"
- Users like recommendations, but need to know what criteria were used.
- Some users like the purchase summary page, others do not. This information should be clear, evident, and detailed.
- Users expect website to display the hotel + flight rate, per person, plus taxes, and total.

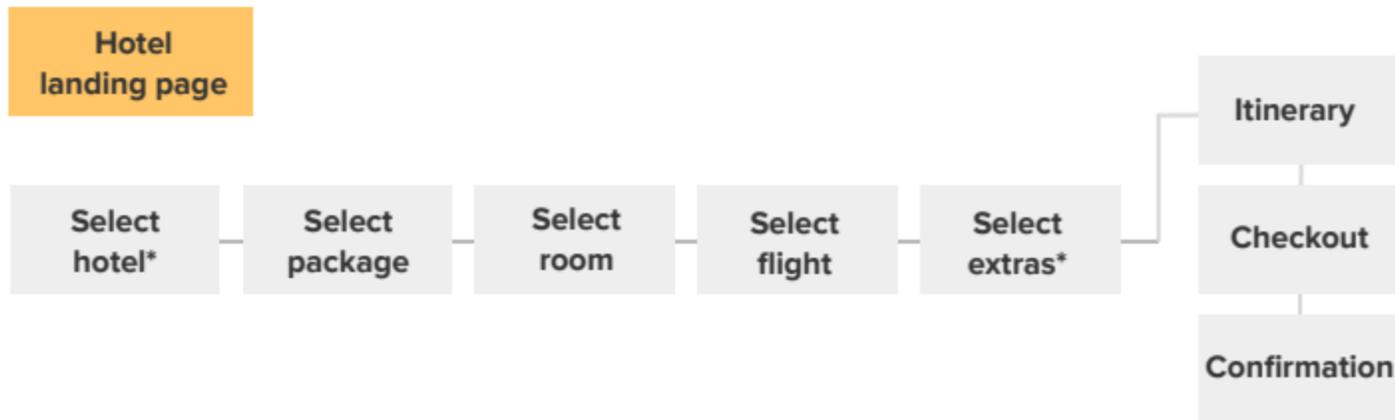
A black mug filled with coffee sits on a white surface. To its left are three silver paper clips arranged in a diagonal line. To its right is a black pencil with a silver eraser and a white eraser, and a white rectangular eraser.

new architecture

We used the most important criteria users informed us and prioritize them in our information architecture.

user journey

booking engine: hotel + flight



*only if applicable

select package

The screenshot displays a travel booking interface with several key elements:

- Search Bar:** Includes fields for "Destino ou hotel selecionado", "Chegada - Saida", "2 adultos", "0 crianças", and a "modificar busca" button.
- Package Selection:** Radio buttons for "Hotel", "Aéreo", "Extras", and "Finalizar". A note states "Seu preço inclui Hotel + Voos ida e volta + Taxas e impostos".
- Hotel Details:** "Nome do Hotel", address "Av. Rio Branco 33 - Rio de Janeiro", amenities, and "Cancelamento grátis".
- Room Selection:** A "Recomendado" section highlights "2 Quartos Superior Luxo" with "café da manhã incluso".
- Price Summary:** "HOTEL + VOO", "R\$ 1.200 por pessoa", "Total 2 pessoas R\$ 2.400", and "Taxas e impostos inclusos".
- Payment Options:** "6x sem juros" and "formas de pagamento".
- Discounts:** "35% DE DESCONTO" is shown in a grey box.

1

Users can modify the search at any time and check their selection.

2

Stress that the user is seeing the hotel + flight information.

3

"Select your hotel + flight package". Status of the current step.

4

Selection for Hotel + Flight, price per person and total price.

5

"See more rooms". Scroll to accommodations. Do not convey the idea of finishing the action now.

6

Recommended room selected and special conditions featured.

7

Payment condition highlighted (free cancelation).

8

Payment methods.

select flight

Destino ou hotel selecionado

Chegada - Saída

1 adulto

0 crianças

modificar busca

Hotel

Aéreo

Extras

Finalizar

Ordenar por

Menor preço

Horário

Ida: Voo para Rio de Janeiro

00h00m Sex, 20 set 2019 23h59m

Volta: Voo para Porto Alegre

00h00m Sex, 20 set 2019 23h59m

Paradas

a partir de

- Direto R\$ 1790
- 1 parada R\$ 2200
- 2 paradas ou mais R\$ 2400
- Todas as opções

Duração

Ida: Voo para Rio de Janeiro

1h50m Sex, 20 set 2019 12h00m

Volta: Voo para Porto Alegre

00h00m Sex, 20 set 2019 16h00m

Bagagem

a partir de

- Bagagem de mão R\$ 1790
- Bagagem para despachar R\$ 2200
- Sem bagagem R\$ 1690
- Todas as opções

O que lembrar

Check-in: 14:00 - 23:00 | Checkout: 10:00

viajanet

★ Recomendado: o valor desse voo está considerado no seu pacote e possui o **horário mais conveniente** para seu quarto.

IDA		GIG		HOTEL + VOO	
Sex, 20 set 2019		Rio de Janeiro		R\$ 1.500	
POA	Porto Alegre	GIG	Rio de Janeiro	Bagagem	R\$ 1.200 por pessoa
<input type="checkbox"/> Gol	18:35	1 Parada GRU	20:30 1h55m	Mochila Mala de mão Despachada	
VOLTA		POA		HOTEL + VOO	
Sex, 20 set 2019		Porto Alegre		R\$ 1.500	
SDU	Rio de Janeiro	POA	Porto Alegre	Bagagem	R\$ 1.200 por pessoa
<input type="checkbox"/> Gol	20:00	Direto	22:00 2h	Mochila Mala de mão Despachada	

Seguinte

Parcela até 6x sem juros

Mais voos

IDA		GIG		Mesmo valor	
Sex, 20 set 2019		Rio de Janeiro		R\$ 1.500	
POA	Porto Alegre	GIG	Rio de Janeiro	Bagagem	R\$ 1.200 por pessoa
<input type="checkbox"/> Gol	18:35	1 Parada GRU	20:30 1h55m	Mochila Mala de mão	Total 2 pessoas R\$ 2.400
VOLTA		POA		Taxas e impostos incluído	
Sex, 20 set 2019		Rio de Janeiro		Seguinte	
SDU	Porto Alegre	POA	Rio de Janeiro	Bagagem	
<input type="checkbox"/> Gol	20:45	2 Paradas GRU	22:45 2h	Mochila Mala de mão Despachada	Parcela até 6x sem juros

Seguinte

Parcela até 6x sem juros

IDA		GIG		+ R\$190	
Sex, 20 set 2019		Rio de Janeiro		R\$ 1.500	
POA	Porto Alegre	GIG	Rio de Janeiro	Bagagem	R\$ 1.350 por pessoa
<input type="checkbox"/> Gol	23:30	1 Parada GRU	02:30 3h + 1	Mochila Mala de mão	Total 2 pessoas R\$ 2.700

1

Check-in and check-out time. Users can search for flights with that in mind.

2

Recommended flight: shows why is this flight was selected, according to price, duration, stopovers.

3

"Next step" tells that user is selecting something, but do not convey that they will pay now.

4

Filters ordered by users criteria found during interviews: assortment, time, stopovers, duration and luggage allowance. Users always expect to find the lowest price first.

5

Luggage allowance information.

Destino ou hotel selecionado

Chegada - Saída

1 adulto

0 crianças

modificar busca

 Hotel
 Aéreo
 Extras
 Finalizar

 Seu preço inclui
Hotel + Voos ida e volta + Taxas e impostos

Para concluir a reserva, precisamos do seu e-mail.

Seu e-mail

Continuar

Compartilhe o resumo da viagem!

**Nome do Hotel**

Av. Rio Branco 33 - Rio de Janeiro

Seg, 14/10 - Sat, 19/10 | 10 diárias

1 Quarto Superior Luxo - **Adultos**
 café da manhã incluso
 last minute
 Cancelamento grátis

Alterar hotel

Alterar quarto

Editar voo
 Excluir voo

Viagem de Porto Alegre para Rio de Janeiro

> IDA	POA	GIG	
Sex, 20 set 2019	Porto Alegre	Rio de Janeiro	
Gol	18:35	1 Parada GRU	20:30 1h55m
< VOLTA	SDU	POA	
Sex, 20 set 2019	Rio de Janeiro	Porto Alegre	
Gol	20:30	Direto	22:00 2h

 Mochila
 Mala de mão

 Mochila
 Mala de mão
Extras

1 Three Days Care

Em três dias é possível fazer um tratamento mais completo, envolvendo todo o corpo, ao mesmo tempo em que se relaxa e se usufrui dos benefícios modernos disponíveis na área da estética.

Editar extras

RESUMO DA COMPRA**Preço por pessoa**

Quarto Superior Luxo 10 Diárias - 2 adultos	R\$ 650
Three Days Care 1 Unidade	R\$ 550
Voo ida e volta	R\$ 550
Taxas e impostos	R\$ 200

Total por pessoa	R\$ 1.300
Subtotal 2x adultos	R\$ 2.600

Possui um cupom de desconto?**VOCÊ ECONOMIZOU** - R\$ 80**Total** R\$ 2.520

Seguinte

itinerary

Confirmation that they are seeing hotel+flight+taxes prices (transparency).

Insert e-mail (opt-in and login) and share itinerary.

User can modify the itinerary without performing a new search.

Detailed summary with hotel reservation, flight and extras, so the user can double-check everything before payment.

Shows how much user is saving.

Falta pouco! Complete seus dados e finalize sua compra.

E-mail

Telefone CPF

Passageiros

Perfil Principal

Adulto 1 Nome Último Sobrenome

Acompanhantes

Adulto 2 Nome Último Sobrenome

Observações para o hotel

Quarto 1

Políticas ao hotel
Os melhores preços não são garantidos - mas sempre nos esforçamos para atendê-lo

Pagamento

Valor a pagar agora **R\$ 2.600,00**

Número de cartão

Nome impresso no cartão

Validade

Em quantas parcelas para o usuário?

Em quantas parcelas para o hospedeiro e extras?

Aceito as políticas e condições

Sou um cliente que este cartão deve ser apresentado no check-in.

Finalizar compra

Compartilhe o resumo da viagem!

Pacote para 2 pessoas	R\$ 650
Taxas e impostos	R\$ 120
Desconto cupom	- R\$ 70
Total	R\$ 2.600

Nome do hotel **2 adultos**
1 quarto para 10 diárias

Check-in Sex, 20 set 2019 - 15h
Check-out Seg, 30 set 2019 - 11h

vijanet

IDA Sex, 20 set 2019 Gol

POA 18:35 → 1 Parada → GIG 20:30 3h55m
GRU

VOLTA Sex, 20 set 2019 Gol

POA 18:35 → 1 Parada → GIG 20:30 3h55m
GRU

Mochila
Mala de mão

Políticas de alteração e cancelamento

Bagagem

checkout

- 1 Identifies users with registered email and asks for essential information only.
- 2 Asks for essential identity details from passengers (this information will be filled up on check-in).
- 3 Selects the amount of people per room. Important when users are doing a reservation for more people or with children.
- 4 How much is going to be charged now and at the hotel.
- 5 Cancellation conditions close to payment details.
- 6 Checkout button is located close to payment details and at the bottom of the page, to identify the end of the purchasing process.

Pronto! Agora você pode fazer a mala e se preparar.

Confira seu email, enviamos seus dados das duas reservas para ro.silva@gmail.com

confirmation

Enviar resumo da viagem para mais pessoas

Enviar

Compartilhe com seus amigos!



Atendimento

Hospedagem e extras

Para mais dúvidas ou informações sobre a sua hospedagem

SAC | Atendimento 24h

Em caso de dúvida ou cancelamento sobre sua hospedagem em contata.

(01) 33746997 Fale conosco Chat online

Voo

Para mais dúvidas ou informações sobre a seu voo



Em caso de dúvida ou cancelamento sobre sua hospedagem em contato.

(01) 33746997 Fale conosco Chat online

2

Call center contacts.

Resumo hospedagem Confirmando

Nome do Hotel Porto Alegre / RS

Anderson Miguel Severo de Roiqugues
+ 3 acompanhados.

Localizador

3409894821

Check-in: 14:00 - 23:00
Checkout: 10:00

Quarto Super Luxo

Anderson Miguel Severo de Roiqugues
e Maria silva Roiqugues.

Café da manhã incluso Taxi incluso Cancelamento grátis Até 30 Out 2019

Quarto Hiper Luxo

Miguel Severo de Roiqugues
e Alexandra silva Roiqugues.

Café da manhã incluso Taxi incluso Cancelamento grátis Até 30 Out 2019

RESUMO DA COMPRA

Preço por pessoa

Quarto Superior Luxo R\$ 650

10 Diárias - 2 adultos

Quarto Superior Luxo R\$ 550

1 Unidade

Voo ida e volta R\$ 550

Taxas e impostos R\$ 200

Total por pessoa R\$ 1.300

Subtotal R\$ 2.600

2x adultos

Pago na reserva R\$ 200

**** * 3779
sa saas jara

A ser pago no hotel R\$ 5.350,00

Extrato do cartão

1

Summary from hotel and flight reservation, with booking reference, names, rooms and flight details, with check-in and check-out times. All relevant information in one page.

Resumo voo

Passageiro 1

SILVA, Rodrigo cpf 027.028.422.87 Ticket 8392149

Passageiro 2

SILVA, Silvana cpf 027.028.422.87 Ticket 8392148

= ida: POA - GR

JAL9800 Gol	04/20 de 2019 Porto Alegre (GR) Aeroporto Salgado Filho	1 Parada GR	04/20 de 2019 GR 20:30 Rio de Janeiro (GR) Aeroporto Galeão	Estação de via do Elze Class Economy
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= volta: GR - POA

JAL9800 Gol	04/20 de 2019 GR 18:35 Rio de Janeiro (GR) Aeroporto Salgado Filho	0 paradas	04/20 de 2019 POA 18:35 Porto Alegre (GR) Aeroporto Salgado Filho	Estação de via do Elze Class Economy
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Check-in do voo disponível a partir de dia 30 de janeiro.

OUTCOMES AND LESSONS LEARNED

- User Research became part of the UX process with company's products and services.
- Promotion of UX Culture in the company.
- Creation of a backlog with relevant improvements, not only technical but for user experience.
- UX designers became more widely recognized by other teams as problem solvers.
- Sharing insights with developers and product owners was important to improve confidence and make them part of the process.
- Be transparent and clear with content and conditions. Do not hide important information. Make it easier for the user because it is the right thing to do and will make your life easier later.
- When in doubt, always test. But if you are sure about something, you should test too just to prove it and have the right results and metrics.



thank you :)

any questions?

get in touch:

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