easyJet

Lean UX Case Study:
Redesigning easyJet app

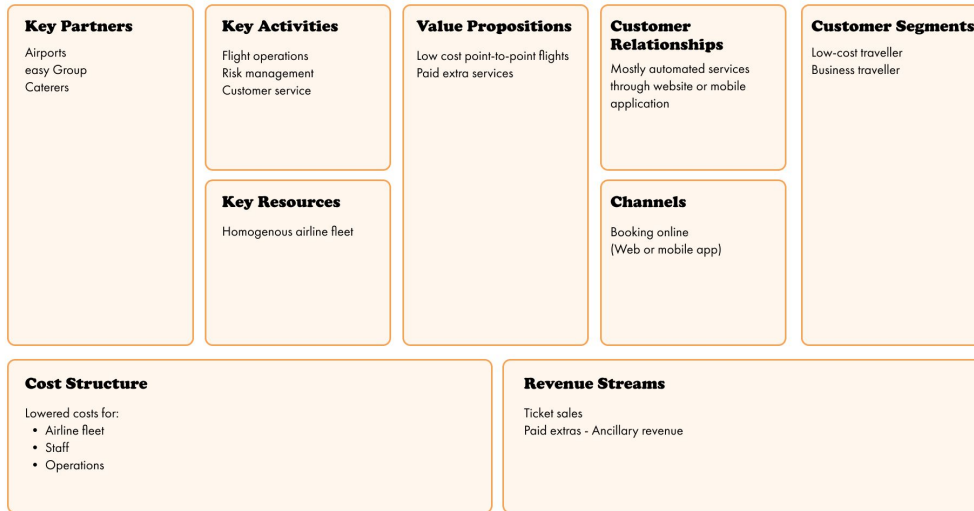# **Table of contents**

easyJet

Mission:

- easyJet aims to make travel easy, enjoyable and affordable, whether it is for leisure or business.

Vision:

- Safe and responsible
- On our customers' side
- In it together
- Always efficient
- Forward thinking

02. Business Goals *- The Strategy Plane*

Business Canvas Model

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
Airports easy Group Caterers	Flight operations Risk management Customer service	Low cost point-to-point flights Paid extra services	Mostly automated services through website or mobile application	Low-cost traveller Business traveller

	Key Resources		Channels	
	Homogenous airline fleet		Booking online (Web or mobile app)	

Cost Structure	Revenue Streams
Lowered costs for: • Airline fleet • Staff • Operations	Ticket sales Paid extras - Ancillary revenue

Primary business goals assumed:

1. Increase ticket sales for low-cost and business travellers.

2. Maintain / strengthen customer relations to have repeat customers keep taking easyJet when they fly.

03. Product objective *- The Strategy Plane*

Woman's suitcase containing 'important work documents' missing for WEEKS without trace after EasyJet 'error'

"I've nearly lost my job over this"

The tech aiming to prevent lost airline luggage

Vision:

- Safe and responsible
- **On our customers' side**
- In it together

- Always efficient
- Forward thinking

Provide a luggage tracking and enquiring service

easyJet mobile app aims to serve as a medium that strengthens customer relationships by providing a luggage tracking and enquiring service that retains / increases customers, increasing ticket sales.

04. Business assumptions *- The Strategy Plane*

I believe that my user needs to...

Feel that they can trust and rely on easyJet as their flight option especially when travelling with so many luggages

This need can be solved with...

Reliable luggage tracking and enquiry on easyJet's app

My initial users are...

Students who are travelling on a budget

The #1 value a user wants to get out of my business / product is:

Luggage tracking from end-to-end, including being able to track where it currently is at all times and, in the worst case scenario, being able to easily report if their luggage goes missing.

My biggest product risk is...

Technology / manpower issues to upkeep the luggage tracking system and users who are not technology saavy.

We will solve this through...

Increasing awareness of this function on easyJet and improving user experience on easyJet app.

What assumptions does my business / product hold, that if proven wrong, could cause the business / product to fail?

- Assuming luggage tracking / enquiring option is enough to make users feel that they can trust the airline better
- Assuming users are tech savvy

05. User Needs *- The Strategy Plane*
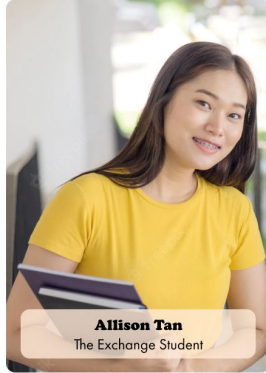
Bio

Allison is a student looking to fly to Europe as a pre-trip holiday before her 6-months University semester exchange begins. As such, she is looking to fly on a budget, her first destination being Amsterdam before she hops around to many different cities within Europe. While her main priority remains to be price competitive flights, she would also appreciate airlines that are reliable and reputable.

Goals

- To fly on a reliable budget airline and save costs while travelling long-term
- To have a hassle-free journey from point to point throughout the trip
- To save money but still be safe and fly with a reputable airline company so that her and her belongings still arrive in one piece.
- To have clear details of her flight (terms and conditions, booking details etc.) before booking.

Allison Tan
The Exchange Student

> "I hope to have a hassle-free and safe yet fun experience throughout my trip in Europe!"

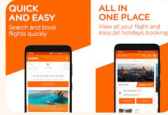**Age** — 20 years old
Occupation — University student
Income — Part-time jobs ($10 per hour)
Location — Singapore - Europe

Adventurous | Cautious | Extroverted
Hardworking | Self-Disciplined | Responsible

Tasks

Allison goes on a pre-exchange holiday and decides to fly with easyJet after searching for budget airline options that goes to Europe.

Allison downloads easyJet's app and books her flight from there in order to keep a better track of her many flight bookings throughout the trip.

As she is travelling for the next 6 months, she buys 2 luggage options to accommodate the amount of luggages she is bringing for the trip.
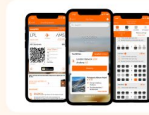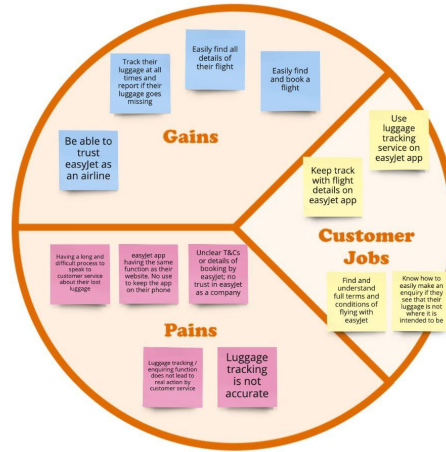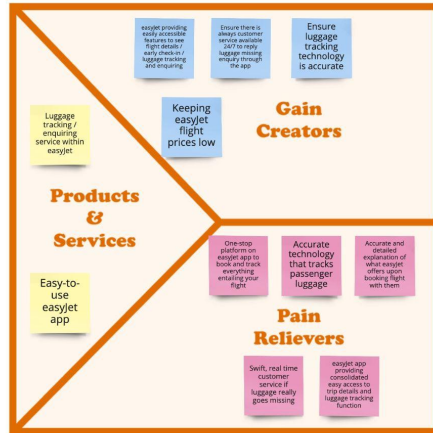
She checks the app to learn more about the terms and conditions of her flight and baggage options and also to keep track of the date and time of her flights.

Opportunities

- How Might We help Allison feel that she can trust easyJet as a budget airline in order to book flights with them?
- How Might We improve the flow of information on eaasyJet's app so that all important information that Allison is looking for is consolidated on the platform?

06. Value Proposition Canvas *- The Scope Plane*

Products & Services

- Luggage tracking / enquiring service within easyJet
- Easy-to-use easyJet app

Gain Creators

- easyJet providing easily accessible features to see flight details / early check-in / luggage tracking and enquiring
- Ensure there is always customer service available 24/7 to reply missing enquiry through the app
- Ensure luggage tracking technology is accurate
- Keeping easyJet flight prices low

Pain Relievers

- One-stop platform on easyJet app to book and track everything entailing your flight
- Accurate technology that tracks passenger luggage
- Accurate and detailed explanation of what easyJet offers upon booking flight with them
- Swift, real time customer service if luggage really goes missing
- easyJet app providing consolidated easy access to trip details and luggage tracking function

Gains

- Track their luggage at all times and report if their luggage goes missing
- Easily find all details of their flight
- Easily find and book a flight
- Be able to trust easyJet as an airline
- Use luggage tracking service on easyJet app
- Keep track with flight details on easyJet app

Customer Jobs

- Find and understand full terms and conditions of flying with easyJet
- Know how to easily make an enquiry if they see that their luggage is not where it is intended to be

Pains

- Having a long and difficult process to speak to customer service about their lost luggage
- easyJet app having the same function as their website. No use to keep the app on their phone
- Unclear T&Cs or details of booking by easyJet; no trust in easyJet as a company
- Luggage tracking / enquiring function does not lead to real action by customer service
- Luggage tracking is not accurate

miro

Main Gain Creators:

Easy-to-access luggage tracking and enquiring service on the app while keeping prices of flights low.

07. Feature Hypothesis Statements *- The Scope Plane*

I believe that good customer relationships between Allison and easyJet will be achieved if...

easyJet improves their app to allow users like Allison to book flights, access flights details and track / enquire about their luggages easily all on one platform.

I believe that easyJet will see an increase in sales if...

easyJet is able to provide Allison accurate luggage tracking technology to increase her trust in easyJet through the luggage tracking service.

I believe that easyJet can meet the user needs of Allison if...

Details of flights as well as terms & conditions is easily accessible information on easyJet's app for Allison to view and understand.

08. User Stories *- The Scope Plane*

The Impact/Effort matrix contains:

High Impact / Low Effort (Yes):
- All information including terms and conditions written clearly on the app
- Users should be able to locate luggage tracking / enquiring easily
- Homepage should feature most important information first such as "search flights", "Your trip details"
- Users should be able to locate all their flight details easily

High Impact / High Effort (Maybe - Strategy / Requires planning):
- Reduce the amount of flight / holiday suggestions on homepage
- Condense "My Trips" and "Passes" into 1 tab as it can be repetitive
- Reduce multiple user flows that lead to the same place e.g.: Homepage and navigation bar both lead to "Book flight" function
- Reduce amount of information within Hamburger function
- Include customer satisfaction feedback within the app

Low Impact / Low Effort (Maybe - Forget it):
- Have a price comparison model with other airlines
- Have less cluttered graphics / pictures throughout the app

Low Impact / High Effort (No - Thankless Tasks)

Must Haves:

1. All information including T&Cs written clearly on the app

2. Users should be able to locate luggage tracking / enquiring easily

3. Reduce the amount of information on flights / holiday suggestions on the homepage

4. Condense "My Trips" and "Passes" into 1 tab as it can be repetitive

09. Content Inventory & Audit *- The Scope Plane*

ID	Navigation	Page Title	Content
0	Homepage	easyJet	• Book Flights • Book Holidays
0.1	Book Flights	Flights	• Book Autumn 2023 • Book for a chance to win • Travel essentials • At the airport • On board • Popular Destinations
0.2	Book Holidays	Holidays	• Find your winter escape • Our Protection promise • Holiday types • Holiday deals • Help • Popular holiday spots
1	Book	Book Trip	• Show Flights
2	My Trips	My Trips	• Sign In • Add a booking
3	Passes	Boarding Passes	• Go to My Trips
4	Tracker	Flight Tracker	• Route • Flight n... • Departi... • Arriving...

5.1	Sign In / Register	Sign In or Register	• Sign In • Register
5.2	Reset Password	Reset Password	• Reset Password
5.3	Communication settings	Push settings / Manage Marketing Preferenes	• Flight notifications • News and offers
5.4	Currency settings	Currency settings	• Default • (10 different currencies)
5.5	Help & Extras	Help & Extras	• Help & FAQs • Special assistance • Cabin bag sizer • Delayed baggage • EAT.DRINK.SHOP • Sustainable travel • easyJet on Facebook • easyJet on Twitter • easyJet careers
5.6	The Small Print	The Small Print	• Fees & charges • Terms & Conditions • Mobile app terms & conditions • Acceptable use policy • Privacy policy • Data protection request • Request account deletion • Cookie policy
5.7	About	About	• Version - 3.52 - 27

Key takeaways:

1. Too many flight / holiday suggestions cluttered on the homepage

2. Disorganised Hamburger menu that cramps too much information and overwhelms the user

10. Information Architecture *- The Structure Plane*

New Proposed Information Architecture
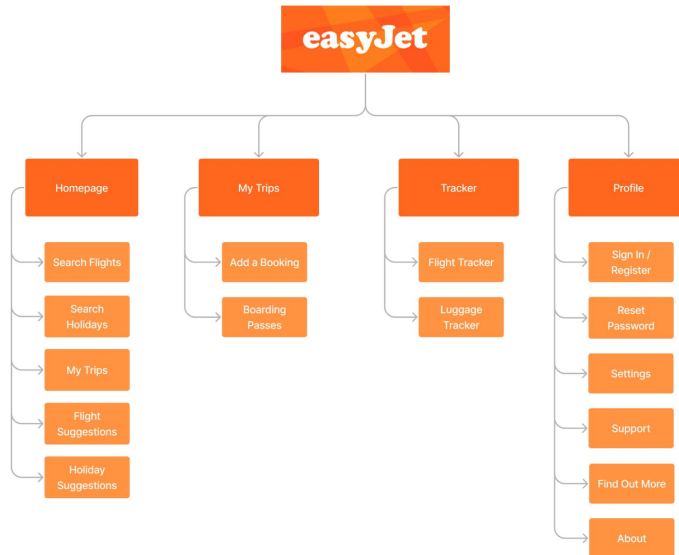
Key takeaways:

1. Homepage: Improve the UX writing and reduce information. Feature top 3 priorities of what the user would like to see first, which is "Search Flights", "Search Holidays" and "My Bookings".

2. Reduce extra tabs on the bottom navigation bar and the number of sections on the app.

3. Within the "Tracker" tab, include "Flight Tracker" and "Luggage Tracker" for users to easily access live tracking of their flights and luggages.

4. Group sections under "Help & Extras" and "The Small Print".

11. Interaction Design *- The Structure Plane*
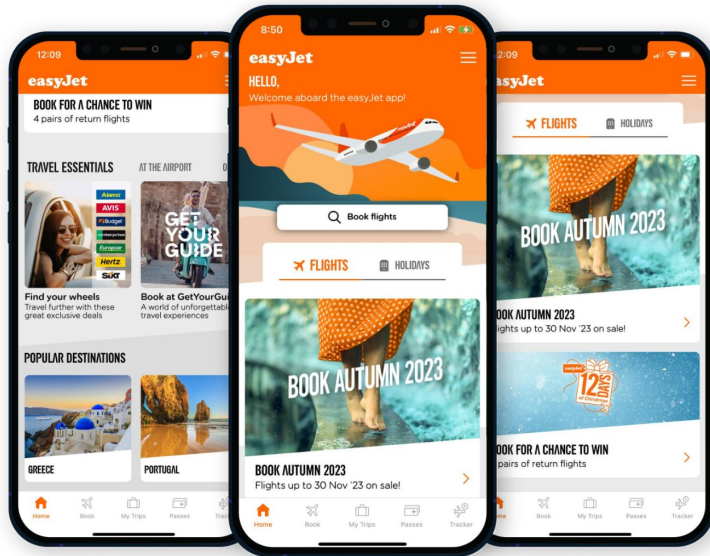
Words:

Conversational yet persuasive tone of voice

| Help | → | Support |

| The Small Print | → | Find Out More |

11. Interaction Design *- The Structure Plane*
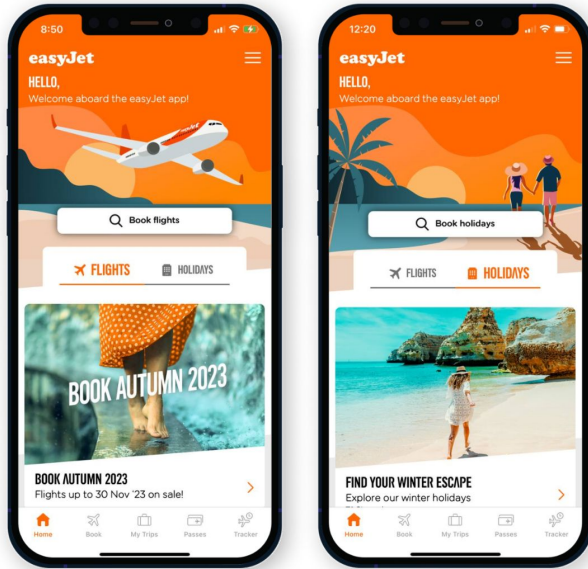
Visual Representations:

Illustrations on non-clickable tabs

Lifestyle images on clickable icons

11. Interaction Design *- The Structure Plane*
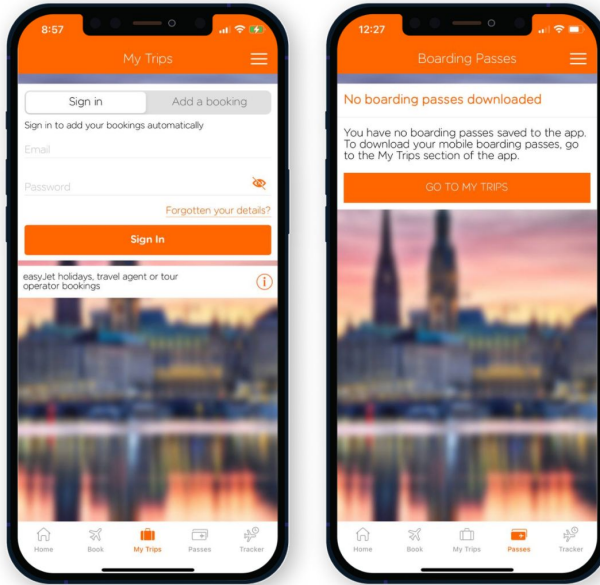
Behaviour:

Streamline tabs so that users are not faced with multiple options that lead to the same result

e.g.: The tab under "My Passes" encourages users to click "Go to My Trips" whenever there are no boarding passes downloaded.

Instead, we can streamline options given to users and combine the current 2 separate sections into one tab for a smoother user experience.

12. UI Wireframes *- The Structure Plane*
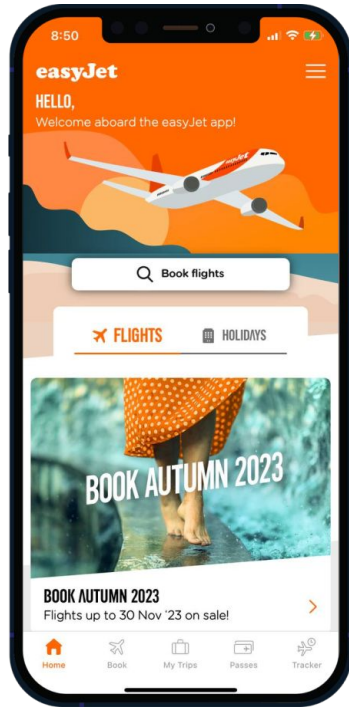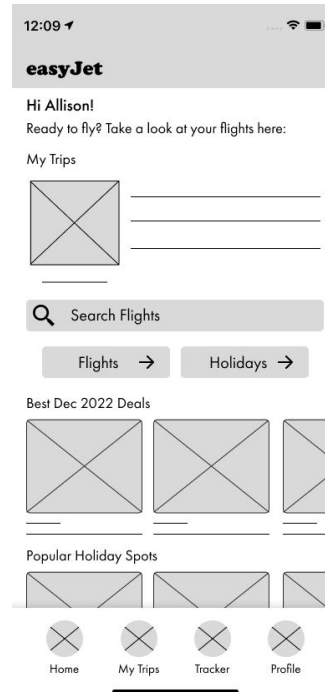
Old UI

New iteration

Homepage

- Improve the UX writing and reduce information

- Feature top 3 priorities of what the user would like to see first, which is "Search Flights", "Search Holidays" and "My Bookings"

12. UI Wireframes *- The Structure Plane*
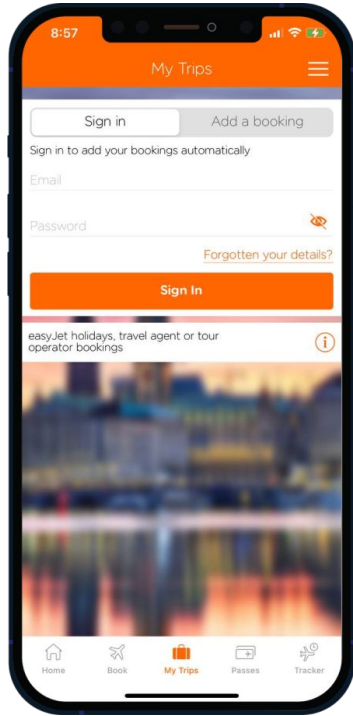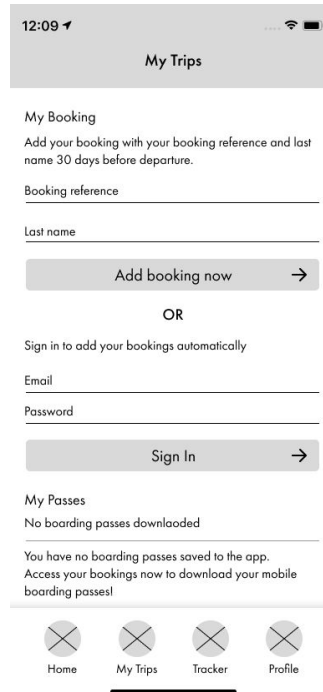
Old UI

New iteration

My Trips

- Condensed "My Trips" and "Passes" navigation tabs

12. UI Wireframes *- The Structure Plane*
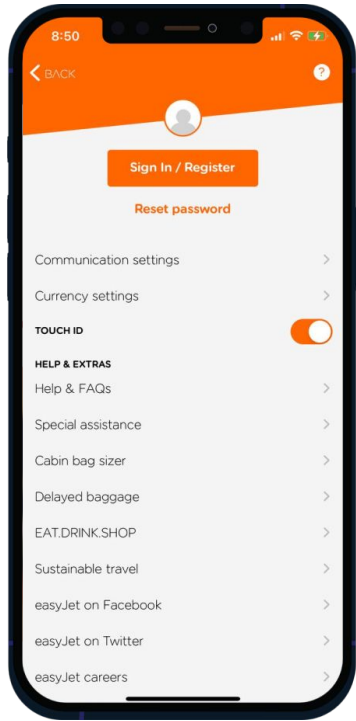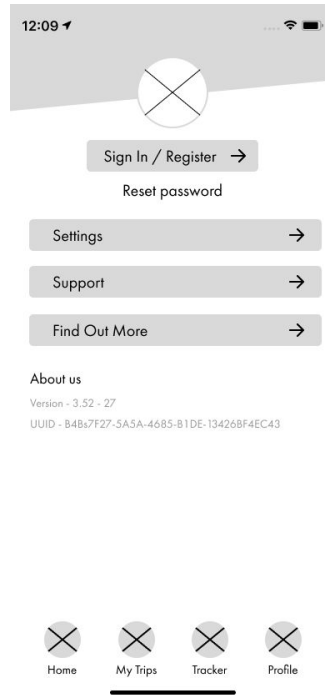
Old UI

New iteration

Profile / Settings

- Group sections under "Help & Extras" and "The Small Print"

- Reduce overwhelming information on Profile and Settings

12. UI Wireframes *- The Structure Plane*
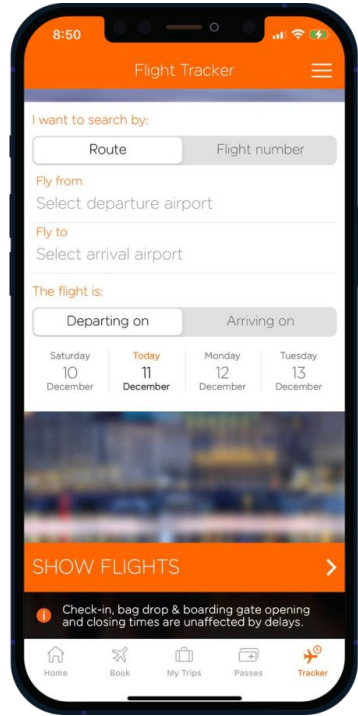
Old UI
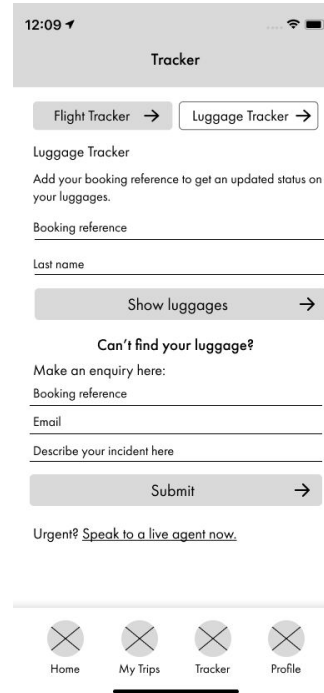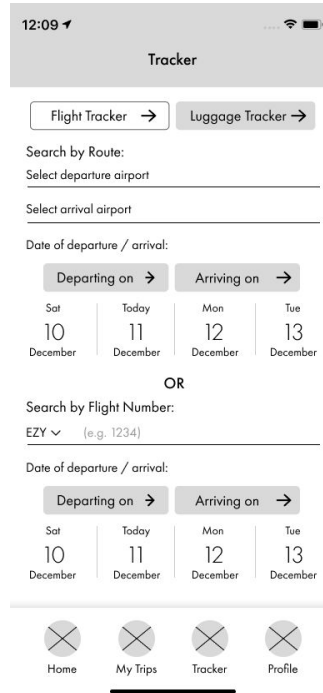
New iteration

12. UI Wireframes *- The Structure Plane*
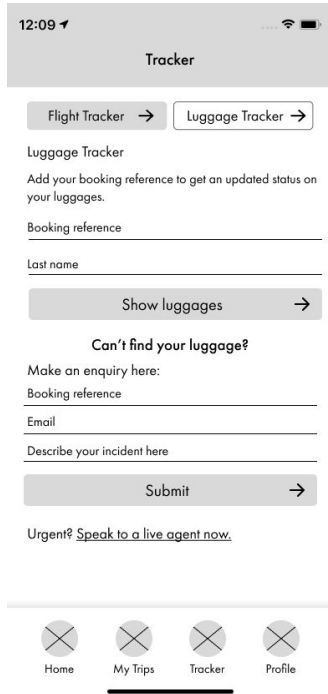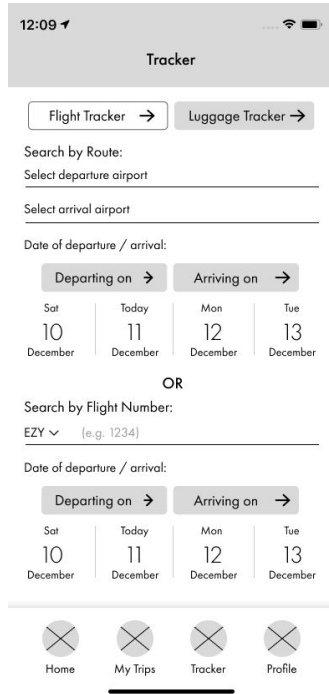
New iteration

Tracker

- Keep switch tabs function at top of page

- Clear layout of information so users can track their luggages and speak to a live agent easily if they lose their luggage

13. Conclusion

In conclusion, this project uses the Lean UX approach to redesign easyJet's app by forming business assumptions to determine user needs, and from there, create features that improve the app as a whole, as shown through our wireframes.

As we do not have full access to understanding our product owners, easyJet Group, this approach helps us quickly build something tangible with real solutions so that we can test on users and gather new insights, then reiterate from there.

13. Retrospective

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- Providing real solutions to real problems. This project was actually inspired by my friend who took easyJet to Europe and faced this issue in June 2022.

- I like the structure of Digital Product Design and the usefulness that each step brings in order for me to be clear about product objectives and make sure business goals and user needs are both met.

- Useful techniques: Value Proposition Canvas, Feature Hypothesis Statements, Information Architecture

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- As I'm focusing on providing a service within easyJet app, I'm not sure whether to focus on easyJet app as a whole or just the luggage tracking / enquiring service.

- In the end, in order to improve the product as a whole, I revamped the app to not only include the new luggage service but to also streamline and modify the current services within the app itself, which I'm not sure if is the only way to go about this project.

- Given full clarity of the easyJet business, I will also be able to make more accurate business goals and user needs to better create an app that will meet the needs of everyone involved.

Thank You!

Part 2:

easyJet

Lean UX Case Study:
Redesigning easyJet app

Table of contents

easyJet

Mission:

- easyJet aims to make travel easy, enjoyable and affordable, whether it is for leisure or business.

Vision:

- Safe and responsible
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- In it together

- Always efficient
- Forward thinking

02. Product objective *- The Strategy Plane*

Vision:

- Safe and responsible
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Provide a luggage tracking
and enquiring service

easyJet mobile app aims to serve as a medium that
strengthens customer relationships by providing a
luggage tracking and enquiring service that
retains / increases customers, increasing ticket sales.

03. Typography *- Interface design*
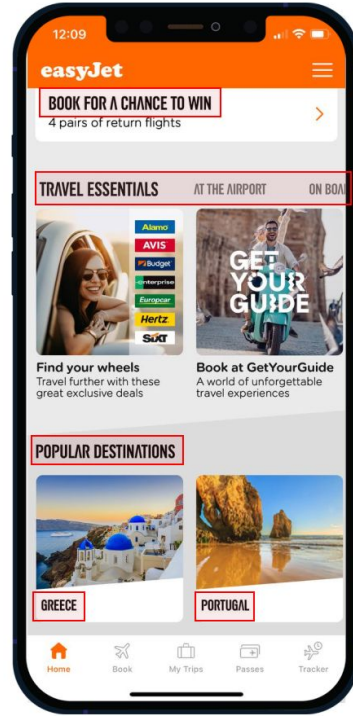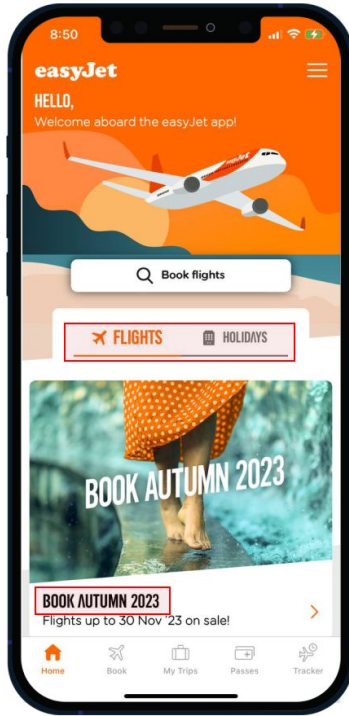
Inconsistency with brand guideline

- Use of an unfamiliar typeface not part of their branding all through easyJet's app screens

- Fonts used for my iteration: Cooper Black and Chesna Grotesk

04. Buttons *- Interface design*

Non-standardised buttons

- Visually differentiated primary and secondary actions and made sure not have more than one primary action button on the screen at a time

05. Card layout *- Interface design*
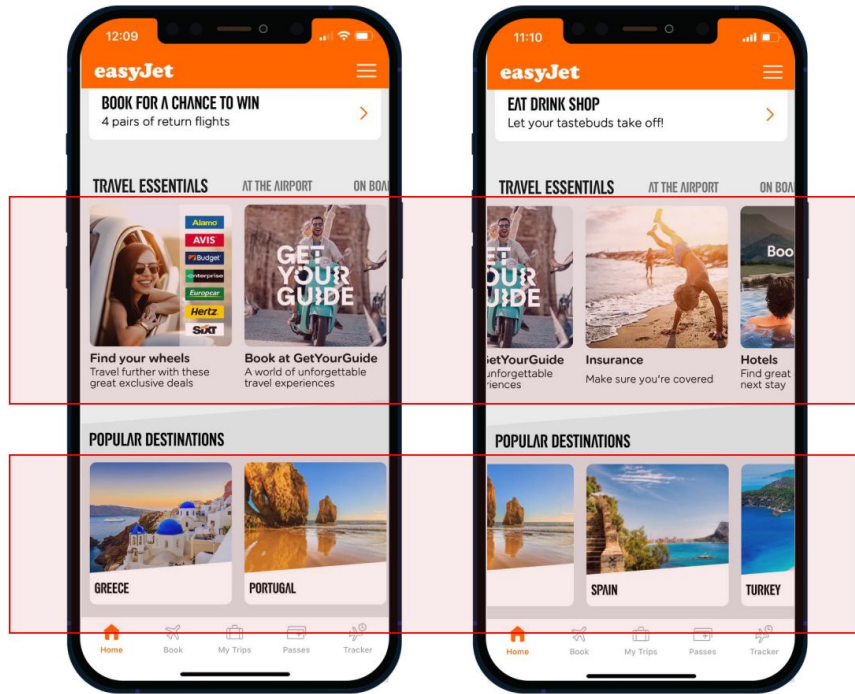
Without scrolling   **With scrolling**

Card features are not prominent

- Horizontal scrolling function is not signaled or perceivable to the user at all

  (*Principle of interaction of signifiers - "...They must be perceivable, else they fail to function."*)

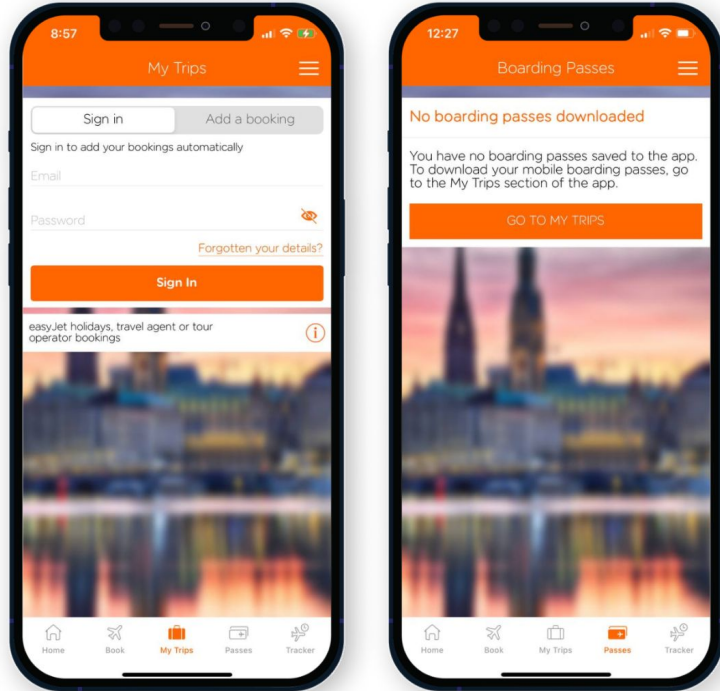# 05. Homepage iteration *- Interface design*

Old Homepage

New Homepage

vs.
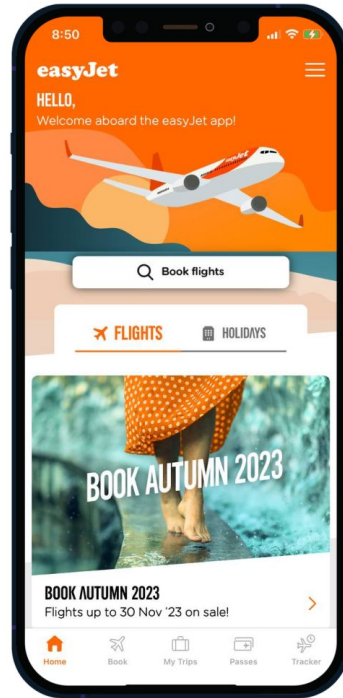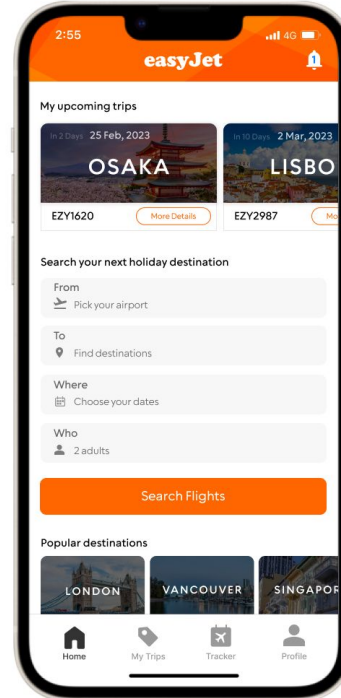
06. Navigation design
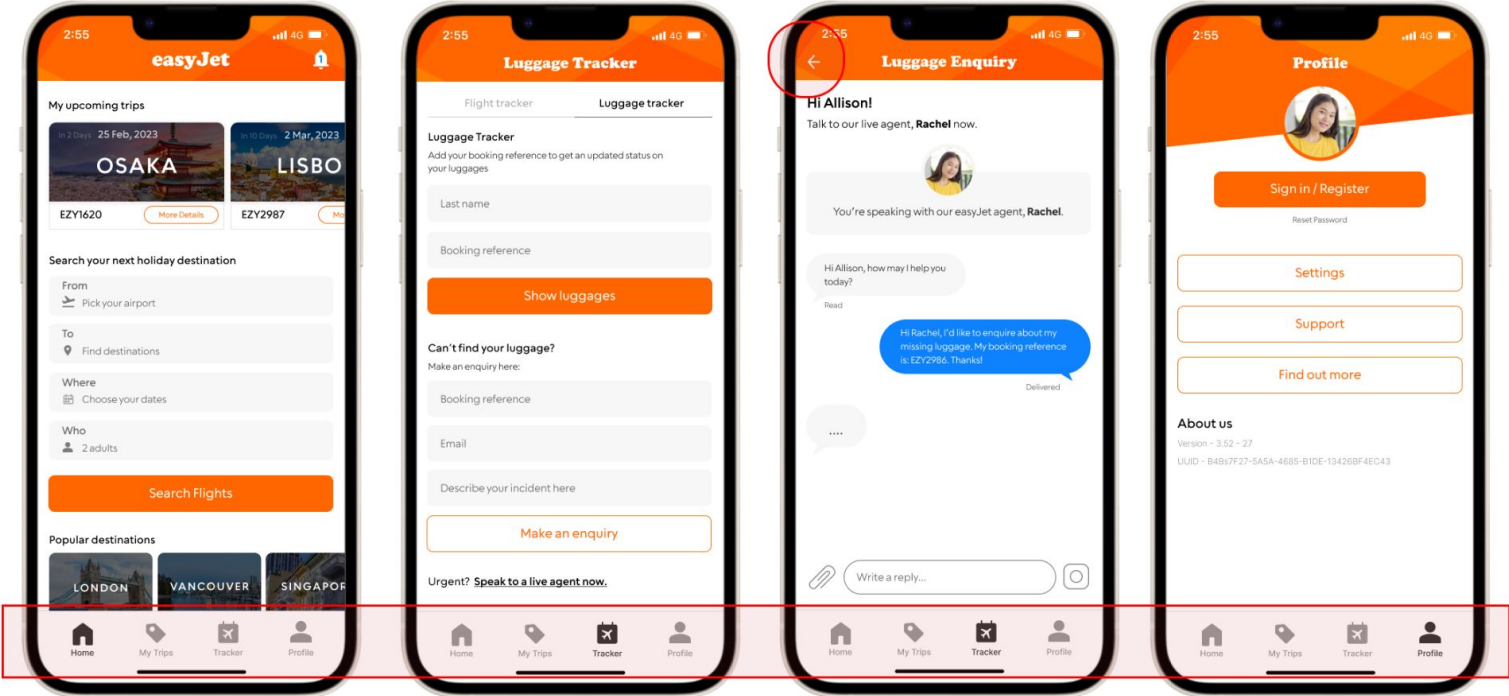
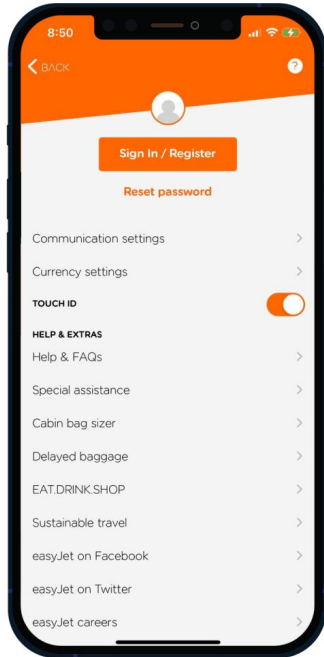# 07. Imagery *- Information design*

Cognitive overload

- Use of imagery in easyJet's case is overwhelming and distracts the user, especially when it is used as a background
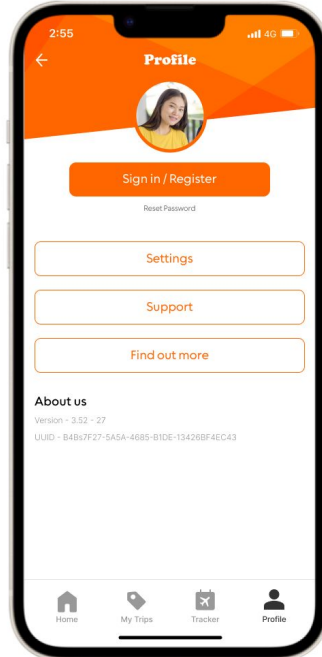
08. Content *- Information design*
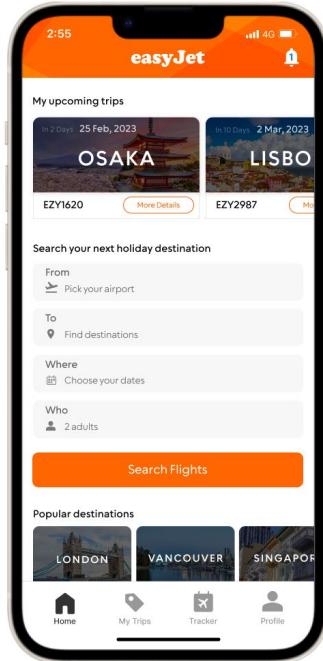
Old Profile page

New Profile page

VS.

Card features are not prominent

- Ensure that we streamline all the information especially in the profile section such that it is better categorized for users.

- (*Miller's Law -* "In case your users need to make a choice, don't give an overwhelming number of choices to them.")

09. Visual Hierarchy *- Sensory design*

Keep consistent font sizes

- Consistent font sizes throughout the app, mainly Chesna Grotesk font sizes 11, 15 and 18 for bulk of the content.

Heading 1

Font	Weight	Size	Case
Cooper Black	Regular	29px	Sentence case

Subtitle 1

Font	Weight	Size	Case
Chesna Grotesk	Medium	18px	Sentence case

Subtitle 2

Font	Weight	Size	Case
Chesna Grotesk	Book	15px	Sentence case

Body 1

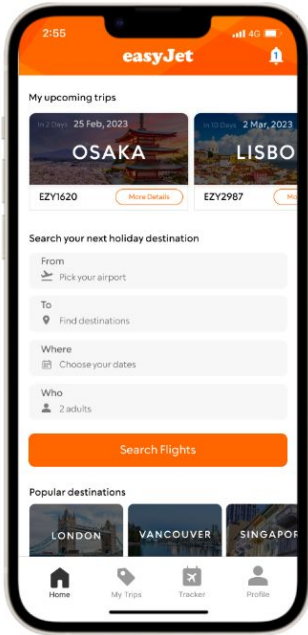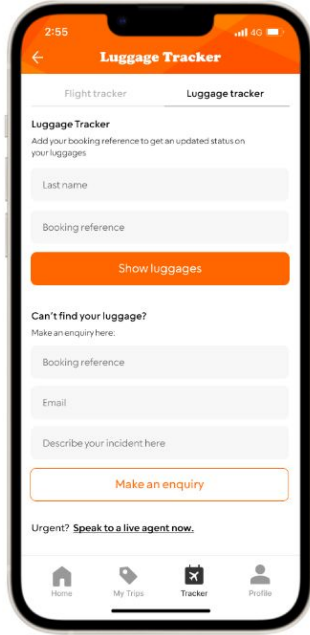| Font	Weight	Size	Case
Chesna Grotesk	Book	11px	Sentence case

10. Haptics *- Sensory design*
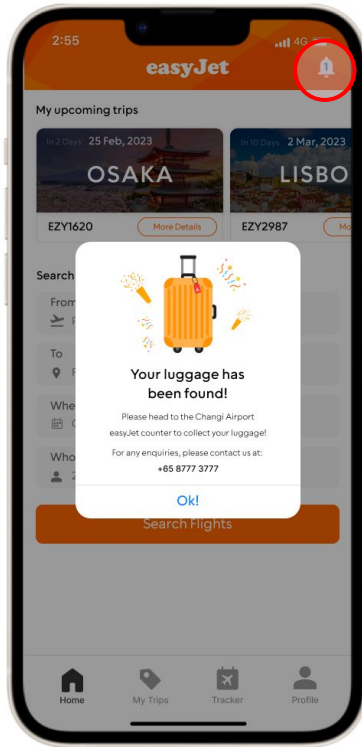
Attention cues used

- Attention cues might come into play in the form of notifications which might be especially useful when tracking one's luggage
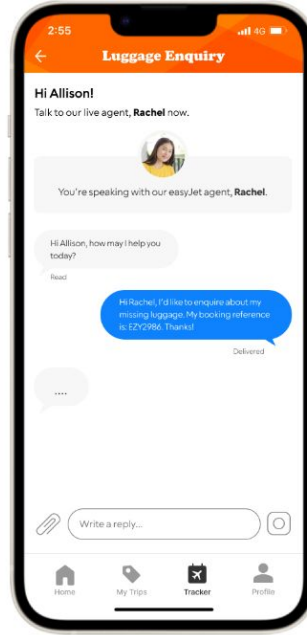
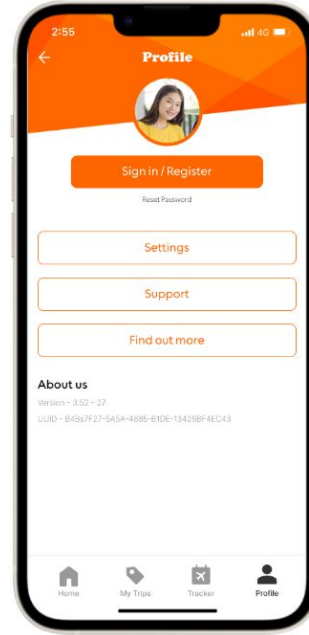# 11. Overall iteration of easyJet app
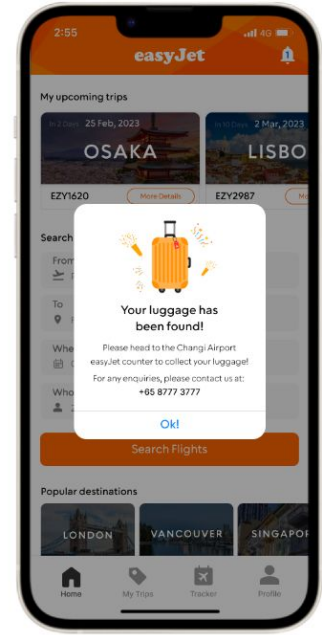

Homepage

Tracker - Luggage tracking
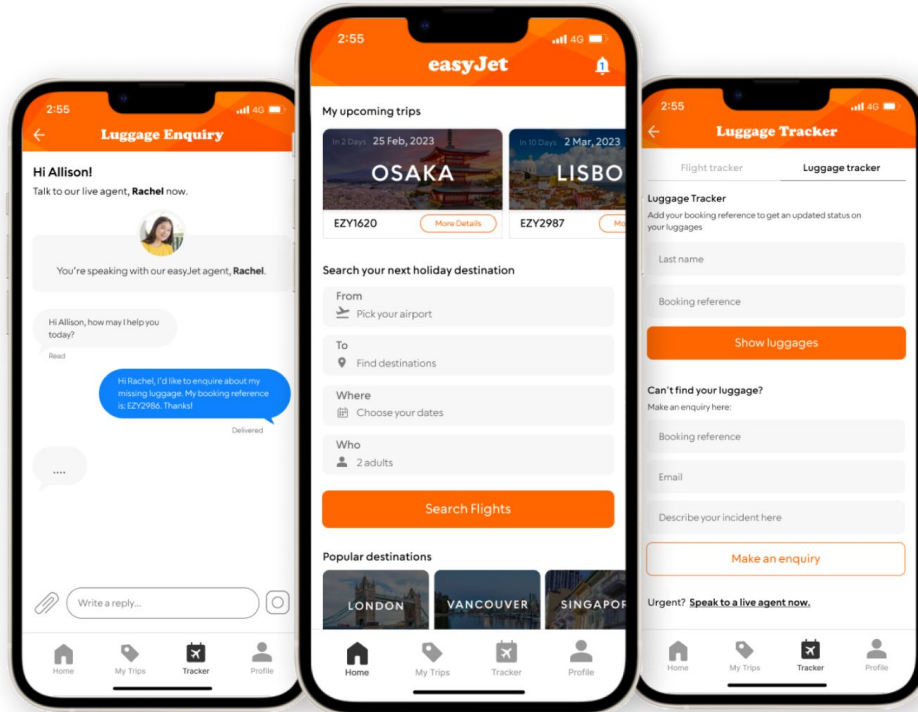
Tracker - Luggage enquiry

Profile

Haptic notification screen

11. Overall iteration of easyJet app

Scan for Prototype

12. Conclusion

In conclusion, implementing the last 2 design planes (skeleton and surface plane) has helped me to further improve the easyJet app and translate my previous lo-fi wireframe into a modern, easy-to-use app that not only helps customers to search and book flights but track their luggages and also make enquiries if their luggage is not in the place that it's supposed to be.

Overall, this Digital Product Design course has definitely helped me bridge my idea of how UI UX applies to a brand in the real corporate world.

Thank You!