



Hi, my name is Aisling O'Shea.

**I'm a Dublin based UX Designer
who has a passion for creating
user experiences that are
seamless and impactful.**



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Projects

UxAir

A case study on an e-commerce platform where customers can search, view, and purchase flights.

Skills Competitive benchmarking, note taking, usability testing, affinity diagrams, customer journey maps, user flow diagrams, prototyping, wireframing.

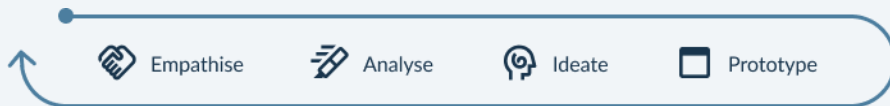
More coming soon!

UxAir

Defining the problem

The current state of airline desktop sites presents challenges in providing a seamless and intuitive purchase process for users. Despite their significance, issues such as cumbersome navigation, inefficient date and flight selection interfaces, and friction points during checkout hinder user satisfaction and may lead to abandoned bookings. Consequently, there is a need to identify and address these pain points to enhance the overall UX and improve conversion rates.

The Process



The Outcome

I created an optimised view of the three “pain point” areas that were identified during the empathise and analyse stages of the process. I used low and high-fidelity wireframes to create and re-iterate these design solutions and have them ready to bring to usability tests to validate.

Themes

e-commerce

B2C

Desktop Design

Personal project

UxAir Sign Up | Log In

From: Dublin, Depart: Friday, 12 August 2021, To: Glasgow, Return: Monday, 15 August 2021, TOTAL: € 230.00

Your Chosen Flights

12 August	08:35 Dublin	Type: DIRECT Duration: 25 mins Flight Number: UX 1234	09:00 Glasgow	Departure Total: € 25.00
15 August	18:30 Glasgow	Type: DIRECT Duration: 25 mins Flight Number: UX 4321	18:55 Dublin	Return Total: € 40.00

Choose Fare for All Passengers

Passenger 1
Please detail names as they appear on passports.
All fields are mandatory

First Name: Anna, Surname: Kennedy, Passport Number: [empty]

VALUE: + €0 per passenger
• 10 kg bag
• Personal Carry on item (handbags, backpacks, etc)
• No cash refunds
• No cancellation
SELECT FARE

VALUE PLUS: + €25 per passenger
• 10 kg bag
• Personal Carry on item (handbags, backpacks, etc)
• 20kg checked bag
• 20kg checked bag
• Eligible for refund voucher
• No cash refunds
• No cancellation
SELECTED FARE

VIP: + €50 per passenger
• 10 kg bag
• Personal Carry on item (handbags, backpacks, etc)
• 20kg checked bag
• Advance seat selection
• Lounge Access
• Fast Track Security
• Eligible for refund voucher
• Eligible for cash refunds
• No cancellation
SELECT FARE

Passenger 2
Please detail names as they appear on passports.
All fields are mandatory

First Name: Mark, Surname: Cooney, Passport Number: PS987654321

Wireframe of Booking Summary page



Competitive Research

For this research, I outlined the objectives by identifying competitors based on market share and demographics. I established evaluation criteria also, focusing on UX principles like usability, accessibility, and overall customer satisfaction. In a comprehensive review of four leading European airlines' websites (Aer Lingus, Ryanair, Lufthansa, and easyJet) I focused on key stages of the booking process: landing page, date selection, fare selection, and checkout.

I ran this research by studying the landing page design for intuitive navigation, examining the date selection process for simplicity and accuracy, assessing fare selection mechanisms for transparency and ease of comparison, and finally evaluating the checkout process for efficiency and clarity. Lastly, I created a report on the findings, delineating strengths, weaknesses, and actionable insights to guide strategic decision-making when designing, facilitating enhancements to bolster competitiveness in the airline industry.



Note Taking @ Usability Tests

After reviewing the usability tests, I made sure to keep organized notes to capture the participant's interactions and feedback effectively.

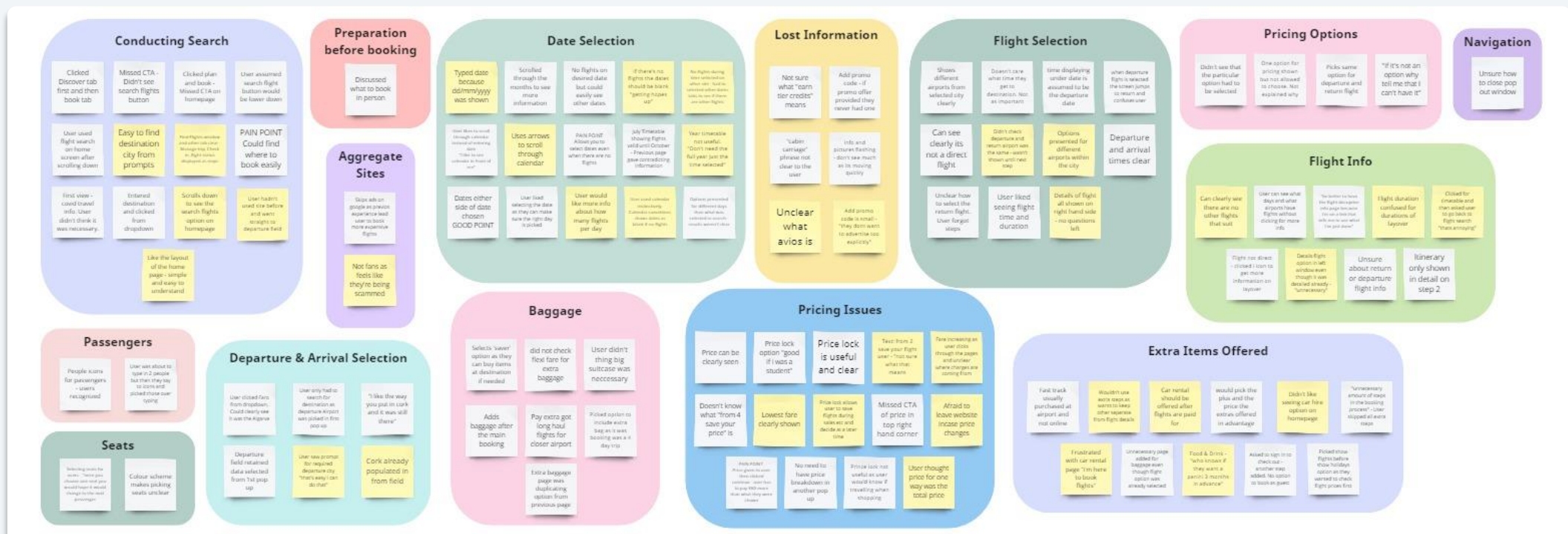
I began by creating a structured template with sections for key observations, including user actions, verbal feedback, task completion times, and any notable issues encountered. During the test, I watched the participant closely and wrote down everything important, both good and bad. I used a mix of quantitative metrics, such as task completion rates, and qualitative insights, like user comments, to gain a holistic understanding of the user experience.

After the test, I thoroughly reviewed my notes, identifying recurring patterns, pain points, and areas for improvement. This analysis helped me to create affinity diagrams which led to the detailing of consistent themes, pain points and customer journey maps. Both are further detailed in the analyse section.

Analyse

Affinity Diagrams in Miro

As this was a personal project, I ran through the research materials and picked out key information from the transcripts. I recruited some temporary team members (housemates, friends, family) to help see if they could identify themes and commonalities from the research. Together we began breaking down the information into themes and user goals became clear in the areas laid out below. Through iterative grouping and regrouping, commonalities emerged, forming the basis of our affinity diagram.

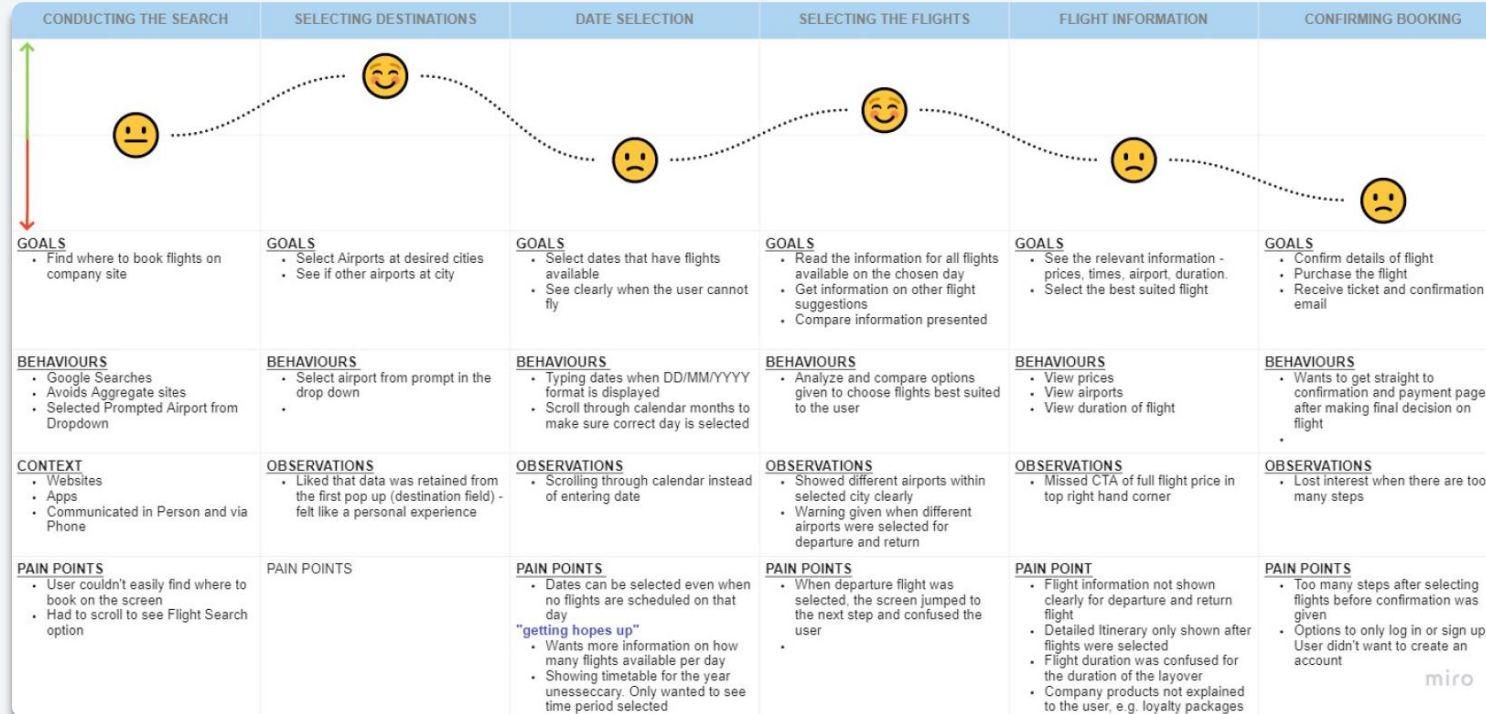


Analyse

Customer Journey Mapping in FigJam

After creating the affinity diagram, I could understand customers' motivations, pain points, and touchpoints throughout their journey. This allowed me to map out each stage of the customer journey, from initial awareness to purchasing the flights, incorporating key interactions and emotions experienced by customers along the way.

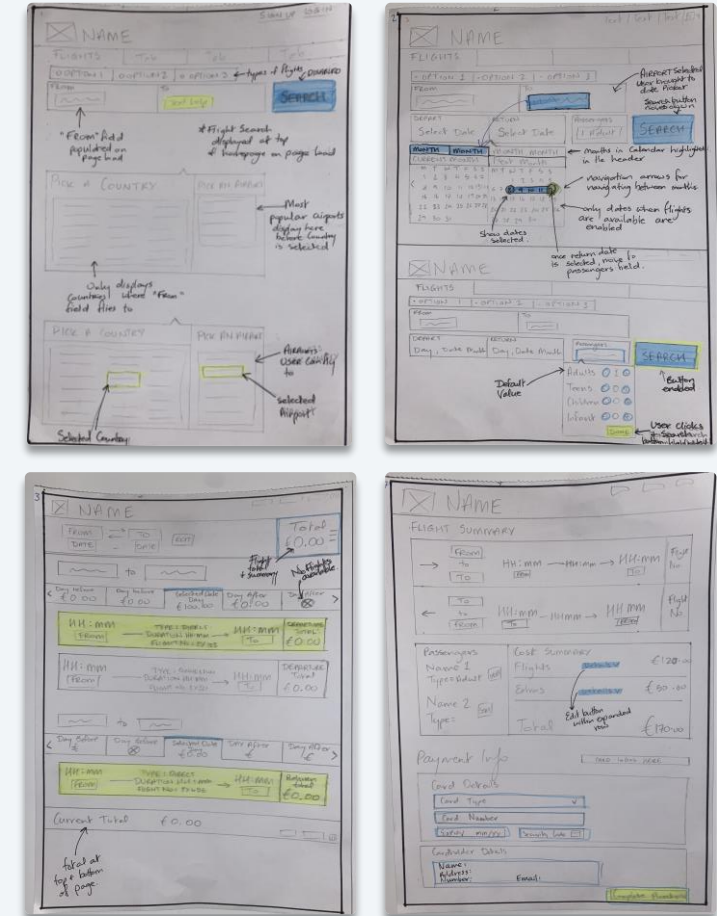
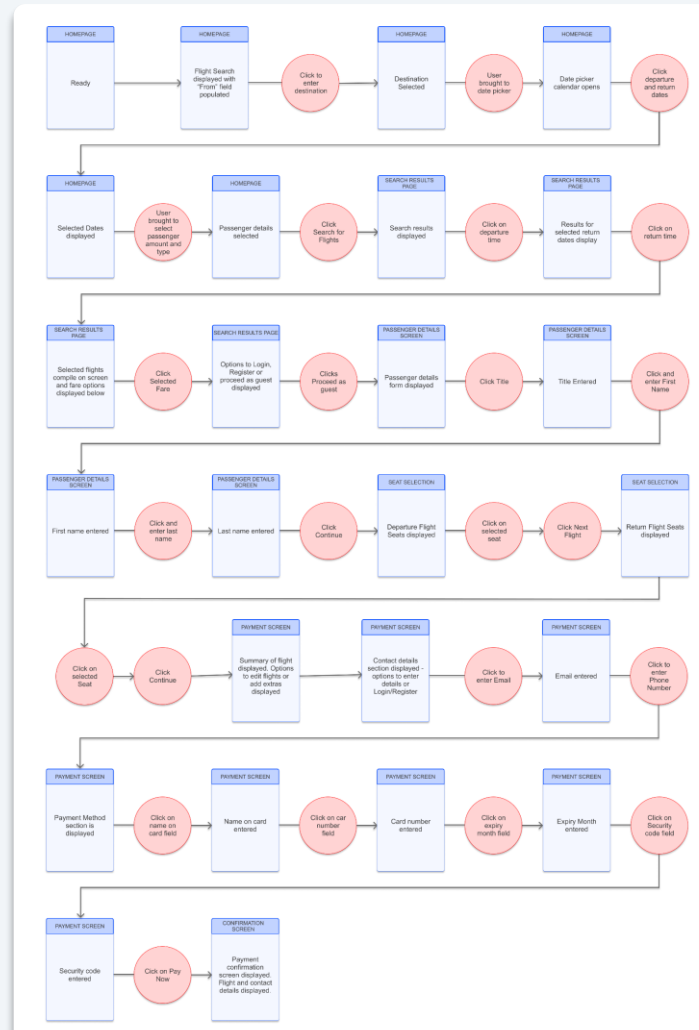
If this was conducting as part of a project within a company, I would take this further by refining and validating with stakeholders, and the customer journey map would be able to evolve into a valuable tool for identifying opportunities to enhance customer experience and drive business growth. In this project, it allowed me to see that date selection, flight information and confirming the booking were the main pain points of the users.



Wireframing in Figma

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Wireframe sketches based on the design flow

□ Prototype

Figma & InVision

From the wireframes and user flow created during ideation, I built out screens in Figma, taking into consideration the design impacts that would apply when a company's design system would be applied. Some of the updates that I made to the designs included clear CTA buttons, using real world language, disabling dates where there were no flights, clearly displaying what we discovered to be the important information (i.e., prices, flight options and types, fares) and providing the user with the ability to easily change their mind.

These screens were then made interactive with InVision, allowing me to test what did and didn't work within the design before getting the prototype ready to test with users for future design iterations.

UxAir

FLIGHTS | CHECK IN

☒ Return Trip ☐ One Way

From: Dublin To:

Pick a Country

A Albania	D Denmark	I Italy	P Poland	T Turkey
Andorra	E Estonia	L Latvia	Portugal	U Ukraine
Armenia	F Finland	Li Lithuania	R Romania	
Austria	France	M Luxembourg	Russia	
Azerbaijan	G Georgia	Malta	S San Marino	
Belarus	Germany	Moldova	Serbia	
Belgium	Greece	Monaco	Slovakia	
Bulgaria	H Hungary	Montenegro	Slovenia	
C Croatia	I Iceland	N Netherlands	Spain	
Cyprus	Ireland	Norway	Sweden	
Czechia		Switzerland		

Pick an Airport

Aberdeen
Belfast City
Edinburgh INT
Glasgow
London Gatwick
London Heathrow
London Stansted
Manchester

UxAir

From: Dublin To: Glasgow

Depart: Friday, 12 August 2021 Return: Monday, 15 August 2021

TOTAL € 0.00

Dublin to Glasgow

Wednesday, 10 August	Thursday, 11 August	Friday, 12 August	Saturday, 13 August	Sunday, 14 August
€ 0.00	✕	€ 0.00	€ 0.00	€ 0.00

08:35 Dublin Type: DIRECT Duration: 25 mins Flight Number: UX 1234 09:00 Glasgow Departure Total: € 25.00

19:15 Dublin Type: CONNECTION Duration: 3 hours 10 mins Flight Number: Multiple 22:25 Glasgow Departure Total: € 50.00

Flight 1
Dublin to London Gatwick Departure Time: 19:15 Arrival Time: 20:25 Duration: 40 mins Flight Number: UX 2468

Flight 2
London Gatwick to Glasgow Departure Time: 20:55 Arrival Time: 22:25 Duration: 1 hour 30 mins Flight Number: UX 0987

Glasgow to Dublin

Saturday, 13 August	Sunday, 14 August	Monday, 15 August	Tuesday, 16 August	Wednesday, 17 August
€ 0.00	€ 0.00	€ 0.00	✕	€ 0.00

09:45 Glasgow Type: DIRECT Duration: 25 mins Flight Number: UX 1111 10:10 Dublin Return Total: € 30.00

18:30 Glasgow Type: DIRECT Duration: 2 hours 25 mins Flight Number: UX 3333 18:55 Dublin Return Total: € 40.00

UxAir

Flight Summary

12 August	08:35 Dublin	Type: DIRECT Duration: 25 mins
15 August	18:30 Glasgow	Type: DIRECT Duration: 25 mins

Passengers

Anna Kennedy
Passport No: PU123456789
Type: Adult Value Plus

Mark Cooney
Passport No: PS987654321
Type: Adult Value Plus

Seat Numbers

Anna Kennedy: E7 A7

Mark Cooney: F7 B7

Cost Summary

Flights
Extras
Total

Payment Information

Card Details

Cardholder Name:

Card Number:

Expiry Date: DD / YYYY CVC:

Submit Payment

Reflections

The Outcome

I believe that the design created from this project reflected the issues raised by the users during the research, focusing on date selection, flight information and the checkout process, but as this was a first iteration there are a couple of items in the process that I would like to upgrade.

The first alteration I would make would be to include personas when defining and analysing. As Alan Cooper stated, a persona is not a real individual but rather a collection of users brought together to create a fictional representation. At the time of this project, I thought that having the 3 users from the usability tests as the default personae in my mind would be enough, but I see these should have been fictionalised and broken down based on what I had learned from them. Going forward, I would like to test my designs with users to validate how accurate my research was. This would allow me to gather more information to build personae and user scenarios, further improving my design choices.

During this project, I also focused on broadening my skills across several tools including Figma, FigJam, Miro, and InVision. Upskilling in Figma has shown me how much I really enjoy using the application and have since began prototyping within, which is a bonus on two fronts – minimising friction between software and the demise of InVision in 2024.

I look forward to seeing where future testing takes these designs and how each iteration differs.



Thank you

I look forward to chatting with you about my work