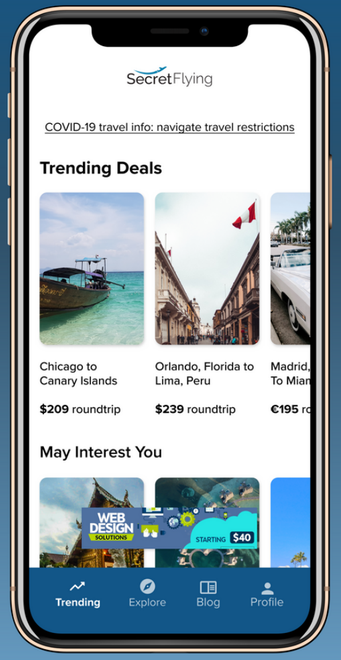
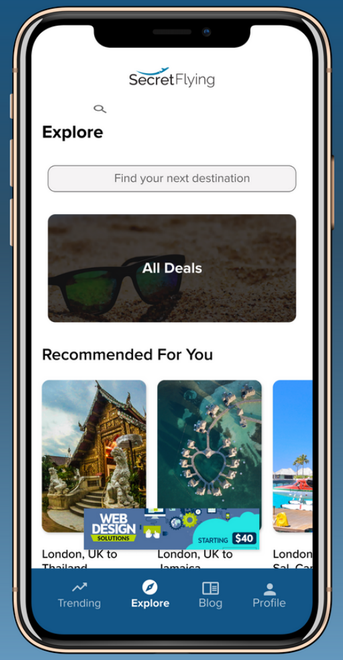
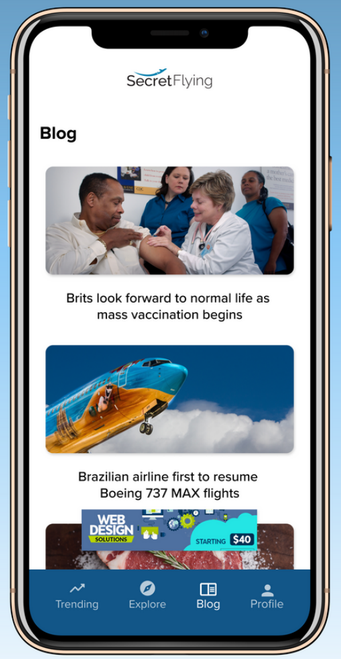
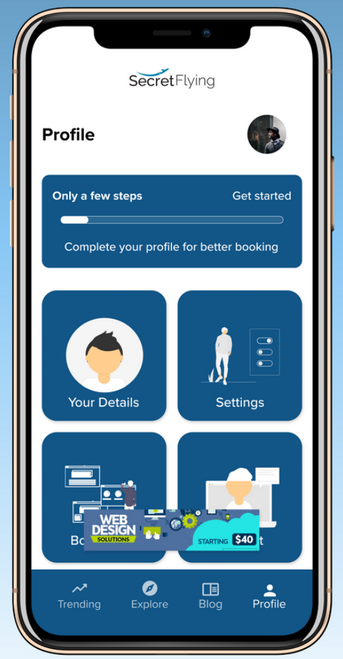








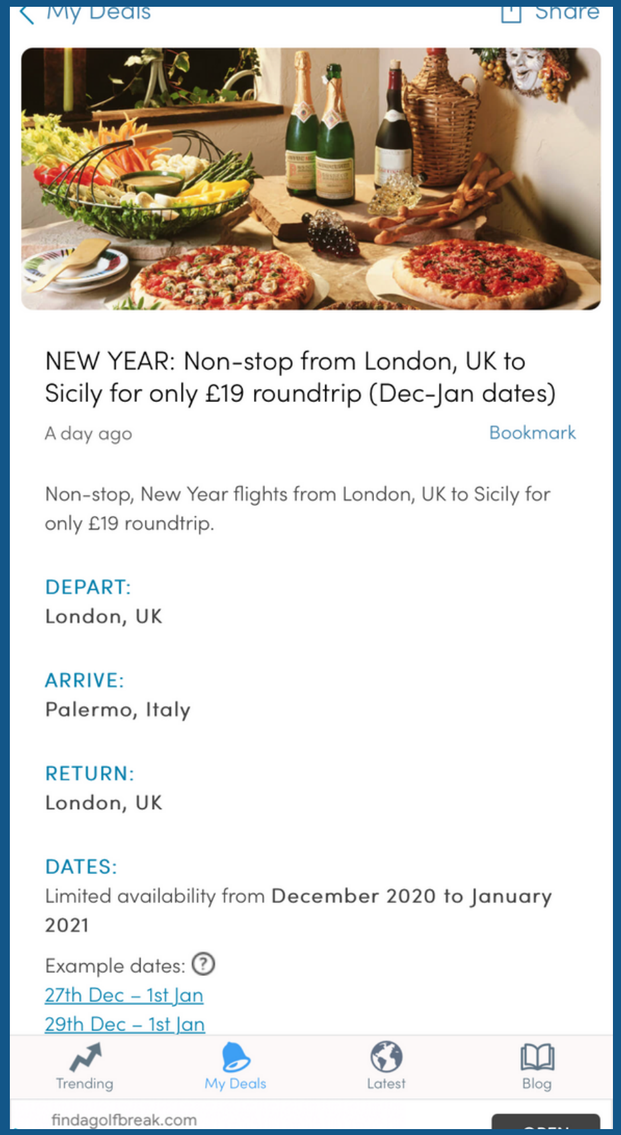
A. Wright Media

Redesigning The Secret Flying App

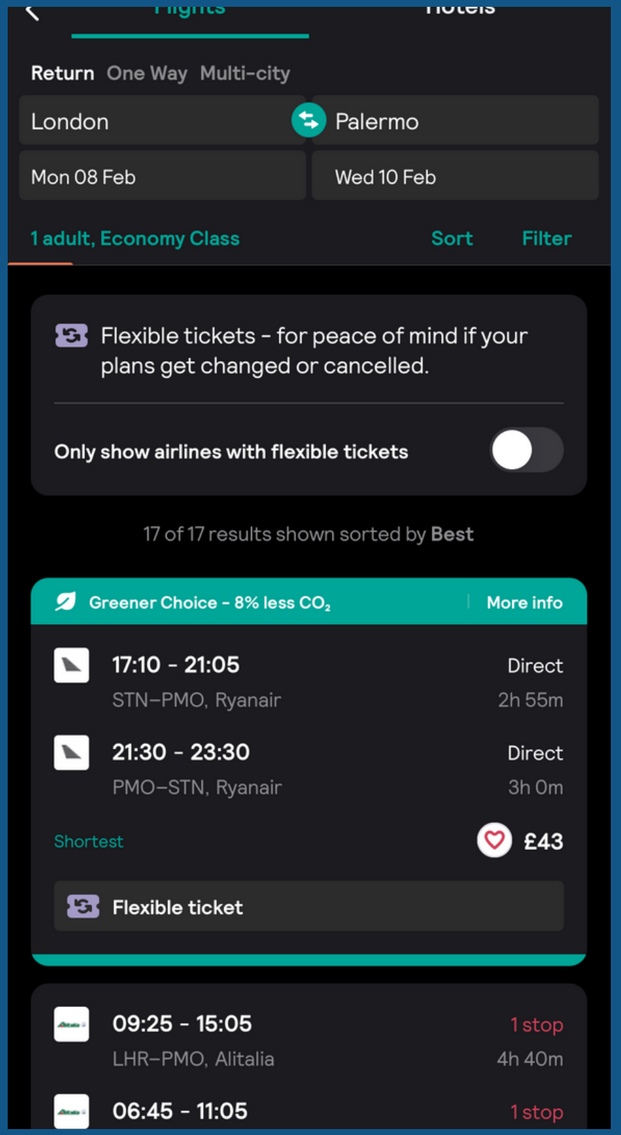
Full blog post here:
http://bit.ly/3nvd541

Introduction

When planning a trip, I use the combination of Skyscanner and AirBnb/Booking.com due to the options provided and how cost-effective it can be when booking a holiday. Another app I like to use is Secret Flying. Secret Flying delivers a range of different flight options based on “secret deals” e.g. Flights from London, UK to Sicily, Italy are £19 between December and January vs in February were flight prices around the £40 mark.

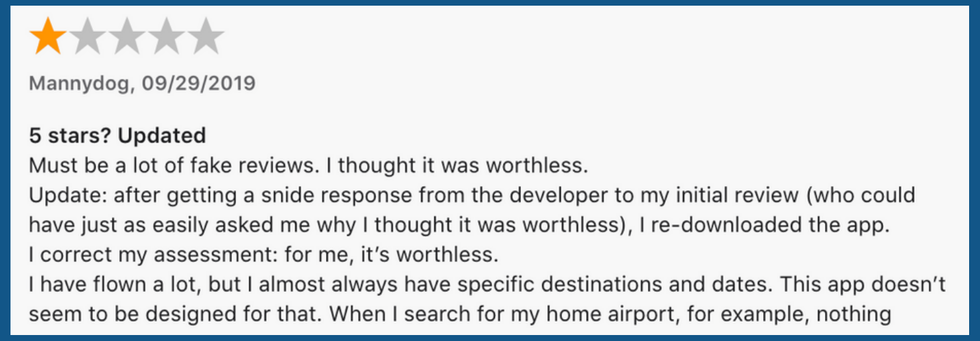


Secret Flying



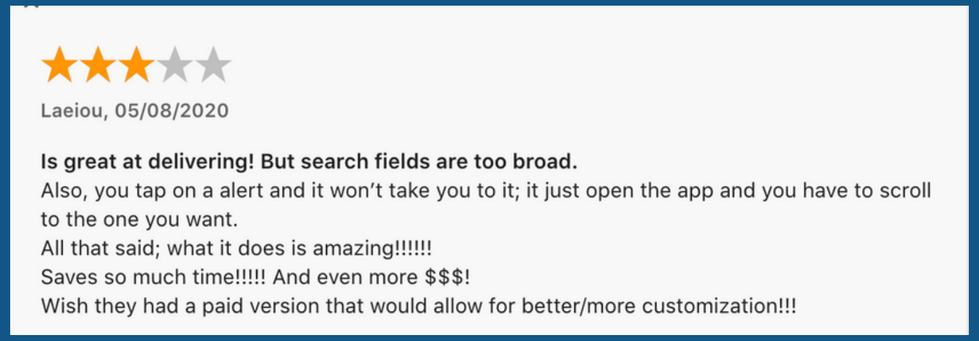
Skyscanner Results In Feb

Google and Apple App Store Reviews



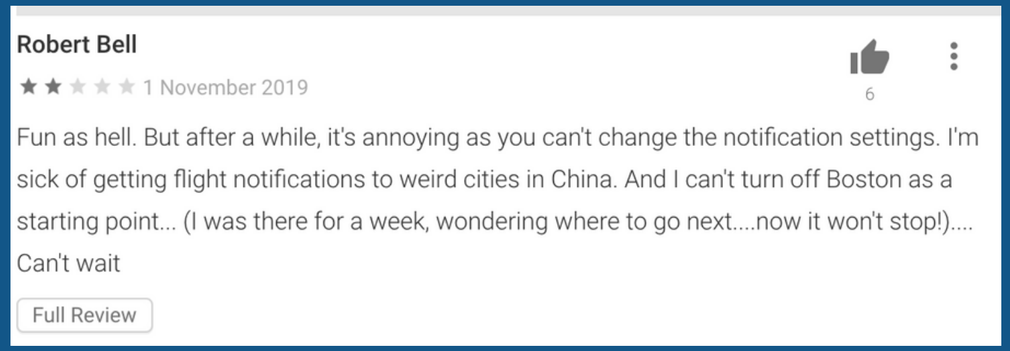
Mannydog, 09/29/2019

5 stars? Updated
Must be a lot of fake reviews. I thought it was worthless.
Update: after getting a snide response from the developer to my initial review (who could have just as easily asked me why I thought it was worthless), I re-downloaded the app.
I correct my assessment: for me, it's worthless.
I have flown a lot, but I almost always have specific destinations and dates. This app doesn't seem to be designed for that. When I search for my home airport, for example, nothing



Laeiou, 05/08/2020

Is great at delivering! But search fields are too broad.
Also, you tap on a alert and it won't take you to it; it just open the app and you have to scroll to the one you want.
All that said; what it does is amazing!!!!!!
Saves so much time!!!!! And even more $$$!
Wish they had a paid version that would allow for better/more customization!!!



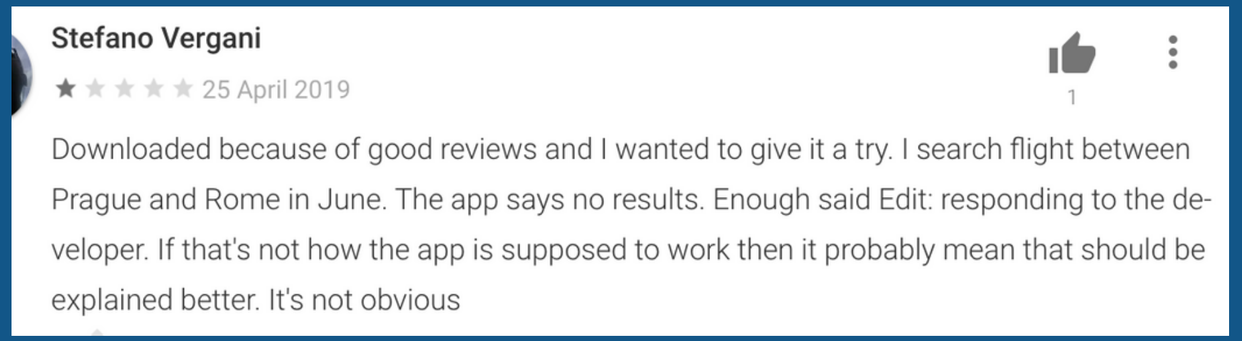
Robert Bell

1 November 2019

6

Fun as hell. But after a while, it's annoying as you can't change the notification settings. I'm sick of getting flight notifications to weird cities in China. And I can't turn off Boston as a starting point... (I was there for a week, wondering where to go next....now it won't stop!).... Can't wait

Full Review



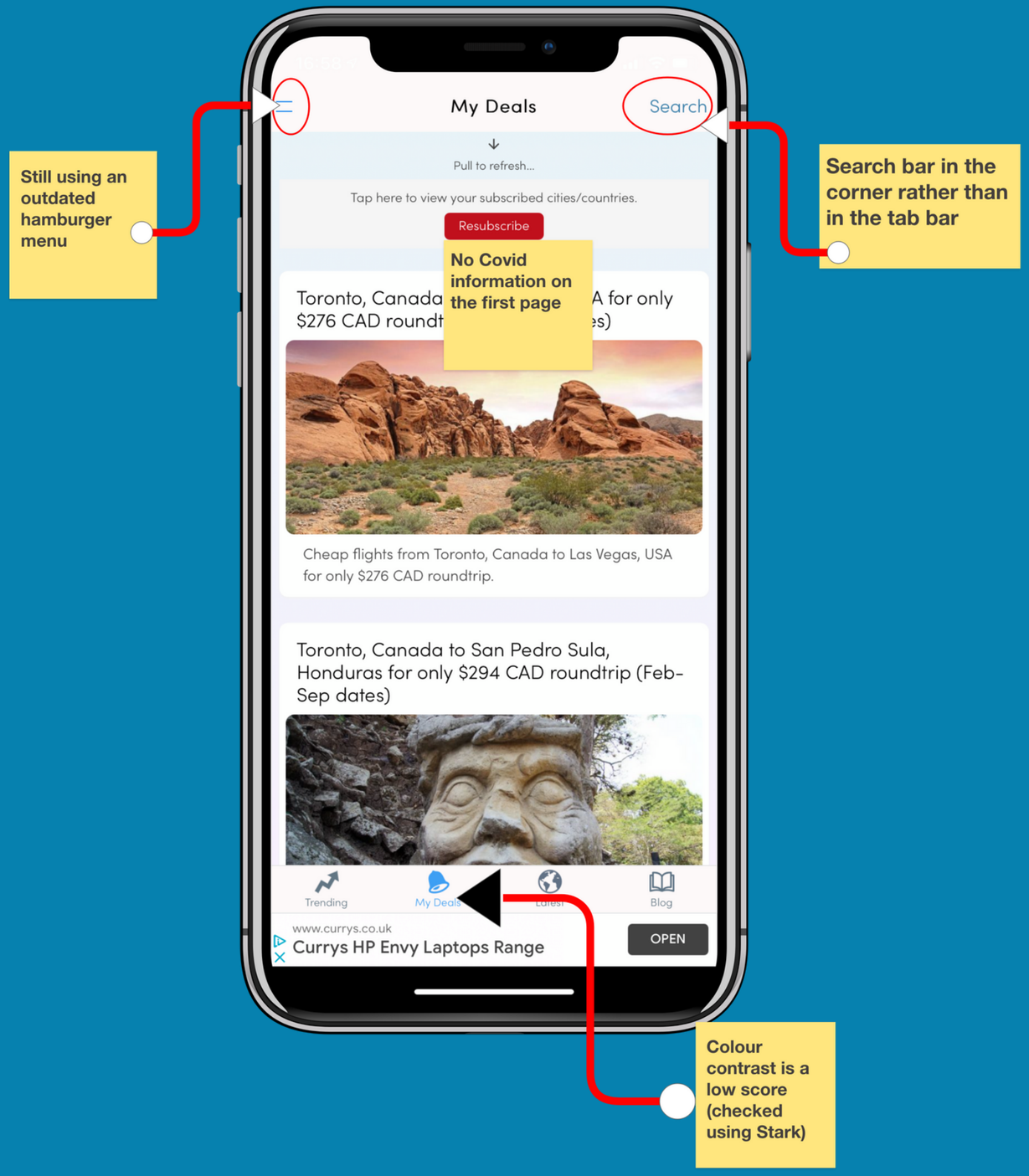
Stefano Vergani

25 April 2019

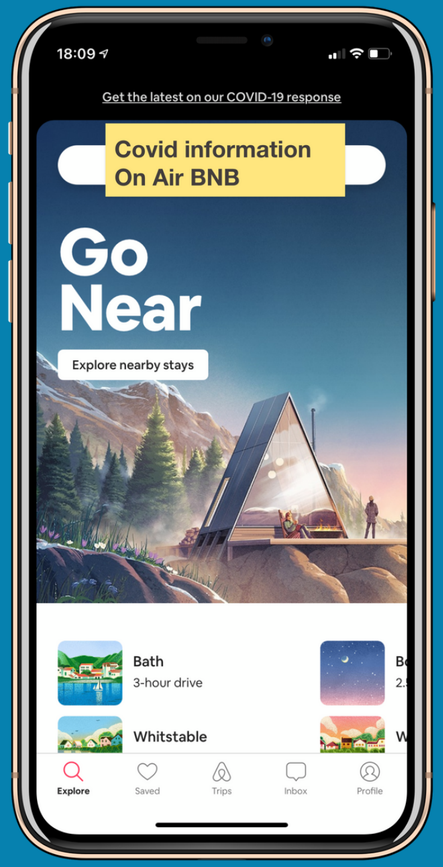
1

Downloaded because of good reviews and I wanted to give it a try. I search flight between Prague and Rome in June. The app says no results. Enough said Edit: responding to the developer. If that's not how the app is supposed to work then it probably mean that should be explained better. It's not obvious

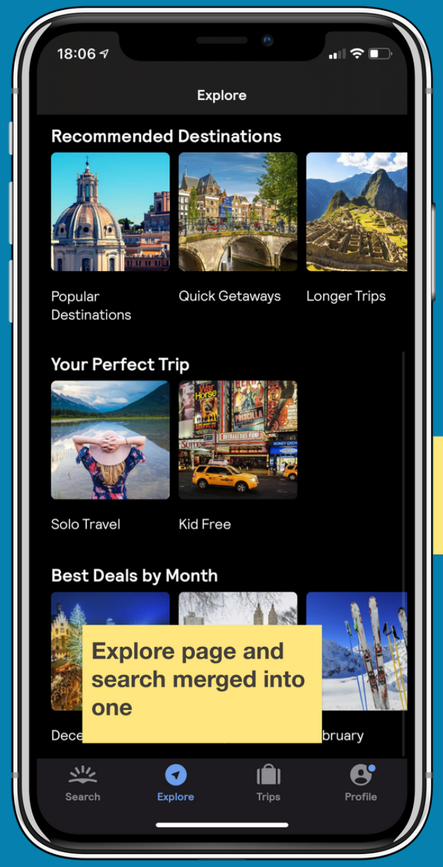
Identified issues



Industry Designs

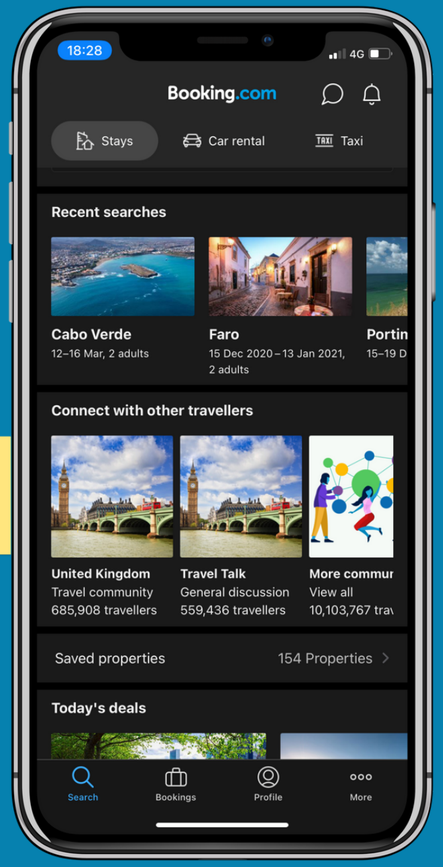


Airbnb

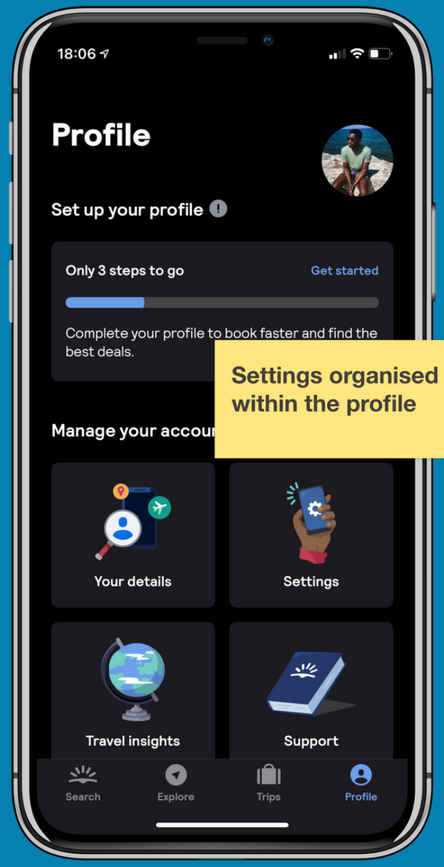


Skyscanner

Scrollable organised content



Booking.com



Skyscanner

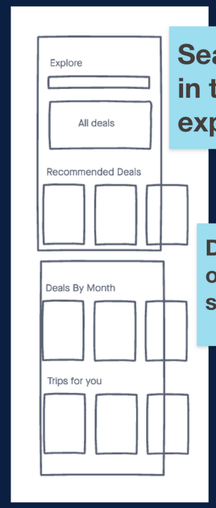
Design Changes: Wireframes

Low-fidelity

Page title With the logo

Horizontal scrolling

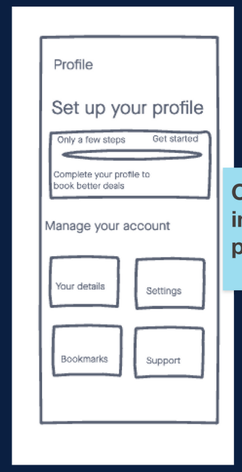
New navbar options



Search bar in the explore

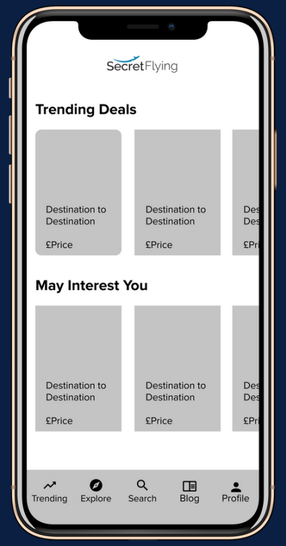
Different deals organised in horizontal scrolls

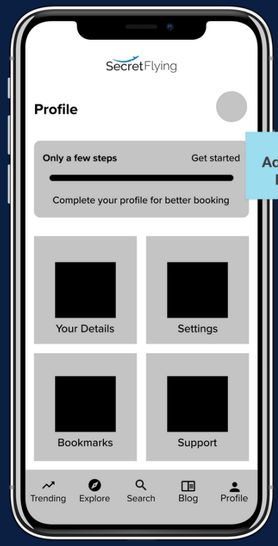
Blog page



Organise account information on the profile page

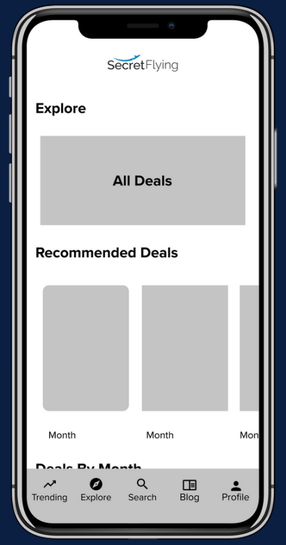
Mid-fidelity





Added a loading bar so the user knows their profile progress

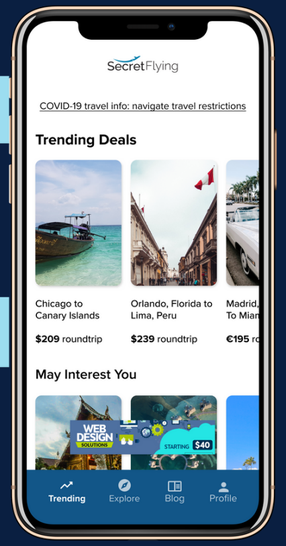
Tabs with options - original had 5 options. Combined explore and search



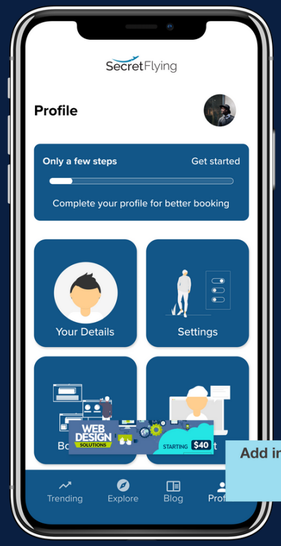
High-fidelity

Covid-19 notice added for travel information

Different deals organised in horizontal scrolls

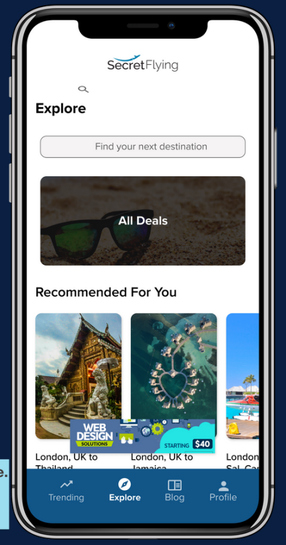


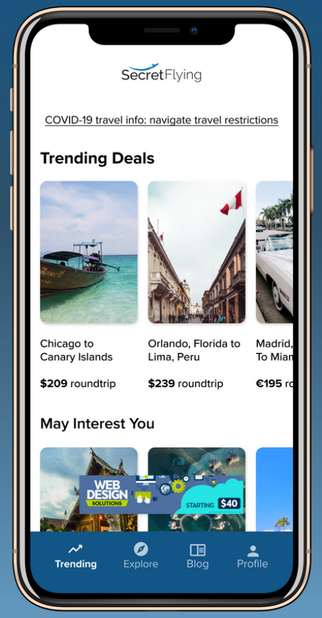
Combined explore and search

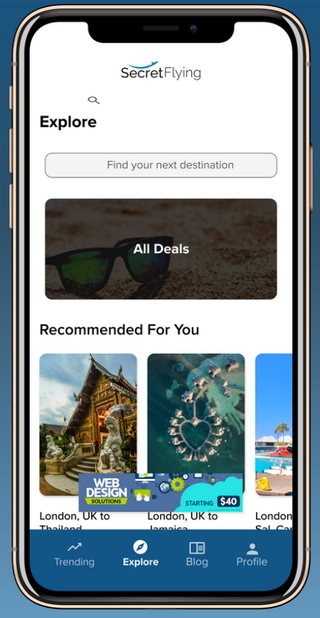


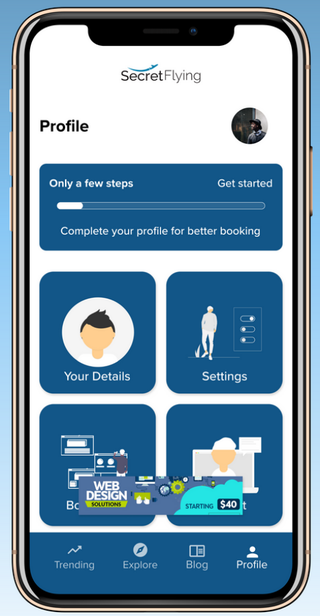
Add in a better touch point to be clicked on

Menu colour contrast is accessible. Colours taken from the Secret Flying website









Final Design

You can test out the prototype here:

http://bit.ly/34mCc1b

Tools Used