UI Portfolio Flair Airlines Design Study 100406623

About Flair

Flair Airlines is a Canadian low-cost flying company, founded in 2005 as Flair Air.

Throughout time, the airline have had 2 brand makeovers, 2017 introduce an acid red and dusty blue and in 2019 change to black and bright green with the slogan "Plane and Simple"

Problem

One of the main issues with the airline is that there is no consistency between pages, a huge amount of colors, and dark accents. There is a lot of information at once and a lack of direction or obvious patterns. Users often feel misdirected and confused.

Solution

Just as the slogan "Plane and Simple", sometimes less is better, avoid crowded elements and overwhelm information

Less use of dark colors and more white space with a single color accent at once



Color Palette



Icons



Buttons



Typography

Desktop

H1, H2

H3

Titles and Subtitles

Label and button

Body

Bold 32px

Bold 24px

C Bold 16px

C Black 16px

Regular 14px

Helvetica Neue Condensed Black Helvetica Neue Condensed Bold Helvetica Neue Bold Helvetica Neue Regular

Mobile

H1, H2

Bold 24px

H3

Titles and Subtitles

Label and button

Body

C Bold 16px

Bold 16px

C Black 14px

Regular 12px

components

Hero Banner



Mobile

Live with Fair **July 2024**

Desktop



components

Cards "Flight deals"







Card "Other Services"



find hotel deals

Card "Routes"







components

Input Field and Forms

Place Holder

Place Holder



Travel info card



baggage

information about item item item read more

Map Card

Default



Winnipeg (YWG) Sept 04, 2024 Viewed 4 hours ago **Economy Class**

cad 102*

Open



Winnipeg (YWG) Sept 04, 2024 Viewed 4 hours ago **Economy Class**

cad 102*

Home Page



explore today's flight deals!





Keep the same navigation menu.

Eliminate the dark background.

Separate the hero banner from the search form

Simplify the hero banner with white space and simple information. Include campaign copy and promotional dates.

Create bigger cards to avoid crowded information and use a "Top 3 Deals" format.

Home Page







flair airlines

(**⊕** EN → **)**





toronto to punta cana

ouver to gua

calgary to phoenip

onto to quebec city >





new routes

explore the latest additions to our network

london to cancun> london to orlando sanf innipeg to las vegas: winnipeg to orlando sanford edmonton to cancun >

victoria to las vegas> windsor to orlando sanford> kitchener-waterloo to las vegas montreal to cancun> calgary to cancun> toronto to kingston, jamaica:

where do you want to go? from coast to coast, browse route schedules, things to do and our deals on our destinations british new brunswick columbia

join the flair flyers club for exclusive sales & offers!

name	last name
il	
phone number	
e airport	~
	sign up

By clicking sign up, you agree to receive emails and SMS (if provided) from Flair Airlines about their products and services, news, offers, and promotions. You can opt-out at any time by replying STOP or clicking the unsubscribe link (where available). Privacy Policy & Terms.



Where do you want to go?

Browse schedule, things to do and the best deals to our destinations



Canada









Mexico

Join the flyers club

get exclusive sales and offers



By clicking sign up, you agree to receive emails and SMS (if provided) from Flair Airlines about their products and services, news, offers, and promotions. You can opt-out at any time by replying STOP or clicking the unsubscribe link (where available). Privacy Policy & Terms.

esponsible governanc accessible services

contact us flight status flair cadet program pilot careers news & media centre

f 💿 오

flair airlines Itd.

Separate the image from the CAT to let the image speak for itself and avoid a crowded sensation.



Combine the sections "New Routes" and "Where to Go" into one. Assign every route to a category, in this case, by country.

Delete link access and redirect them to a common category.

Delete the background color to keep a neutral white space.

Add padding to the form section for better readability

The footer remains the same.

Mobile Home Page



+ add promo code

search flights







By reducing the image size and text on the hero banner, we allow the user to scroll less and see almost all the content in the first view.

explore today's flight deals!









explore today's flight deals





By using the same "TOP 3 DEALS" heading and reducing the amount of text, we can adjust the section to display the same important information.

Simulate a navigation menu with shortcuts in

check-in my bookings flight status

case the user wants to use the browser instead of the app.

Mobile Home Page



new routes

explore the latest additions to our network toronto to quebec city > vancouver to guadalajara > toronto to guadalajara > toronto to st. john's > toronto to deer lake > kitchener-waterloo to st. john's > toronto to orlando > saint john to orlando > london to orlando > kitchener-waterloo to orlando >









Eliminate the pictures in the "Other Services" section, making it clickable only. Every button will activate just text. This way, the section won't take up much space, allowing users to focus on other sections.

The "Other Routes" section will be converted to a carousel.

airlines (Image v) and a second sec	flai Oa
With Flair you can	
Flair Connect	
Hotel Deals	
Group Travel	
Partners Login	
Where do you want to go?	
Browse schedule, things to do and the best deals to our destinations	
<image/>	
Canada Punta Cana USA	Pu
Join the flyers club	
get exclusive sales and offers	
t name	first
nail	ema
v phone number home airport v	(+ V
Sign Up	
By clicking sign up, you agree to receive emails and SMS (if provided) from Flair Airlines about their products and services, news, offers, and promotions. You can opt-out at any time by replying STOP or clicking the unsubscribe link (where available). Privacy Policy & Terms.	
eck-in my bookings flight status	che

Reduce the space on the subscription form.



Travel Info

travel info

(C) baggage >

For information about what you can carry in your baggage, sizing requirements, baggage fees and how to make baggage claims.

\$\$ optional fees and charges >

You'll find all the details you need about our fees and charges here including seat selection, travelFLEX, bags and more.

inflight services >

Inflight services to make your trip even more enjoyable. This section covers in-flight entertainment, food and drink.

(A) airport information >

Discover everything you need to know about the airports we service, from terminal information to check-in times and more.

ج accessible travel >

Learn more about the different services and programs available to best serve the individual needs of all our passengers.

travel documents >

Find all the information you need to ensure you have all the travel documents required for your trip.

mailies and children >

Read more about our services and information for families and children

customer service >

Need help? Contact us by phone, email or social media.

special services >

Travel Info



baggage

information about: carry on sizing requirements, baggage fees claims read more



fees and charges

find details for: seat selection fee travelFLEX bags and more

read more

airports

everything you need to know: airport service terminal information ckeck-in times

read more

families

find information on how to travel with kids special offers other services

read more

customer service

need help? contact us by phone, email or social media

read more

Need more information? Contact Us

login	top destinations	trending routes	legal notice	contact us
travel agent	flights to cancun	halifax - toronto	optional fees	support
check in	flights to puerto	edmonton - vancouver	privacy policy	flight status
sustainability	vallarta	calgary - waterloo	website terms of use	newsletter
flair connect	flights to punta cana	london - orlando	reservation terms & conditions	group travel
	flights to orlando	waterloo - st. john's	passenger protection regulations	careers
	flights to fort lauderdale	toronto - saint john	us tarmac delay plan	flair cadet program
	flights to las vegas	montreal - halifax	us customer service plan	pilot careers
	flights to phoenix		flair tariff	about us
			responsible governance	news & media centre
			accessible services	600
flair airlines Itd.				© Flair Airlines Ltd. 20
Contract Constant in 1993 7		1 0 N/CT		





services on board entertainment food, beverages

read more

accesibility learn more about the different services to serve each individual

read more



Ġ.

documents get details to ensure you have all for your next travel



(0,0)

T

Keep a two-color page and delete the green separation.

Change the layout from links to informative cards with bigger icons, short descriptive text, and a "read more" link to display more information related to the category.

Always keep a contact link nearby; it can trigger an email or an internal message.

Mobile Travel Info



travel info

Keep same distribution and layout from the desktop version, with smaller cards and links

create consistency throughout screens and devices



Solution in the services >

Inflight services to make your trip even more enjoyable. This section covers in-flight entertainment, food and drink.

airport information > /ã\

Discover everything you need to know about the airports we service, from terminal information to check-in times and more.

Learn more about the different services and programs available to best serve the individual needs of all our passengers.

travel documents >

Find all the information you need to ensure you have all the travel documents required for your trip.

families and children >

Read more about our services and information for families and children.

Need help? Contact us by phone, email or social media.

special services > 200

Explore

flair airlines

deals ~ destinations ~ route map travel info optional fees support ~

explore our	destinations				
one way ~ 1 passenge from select origin	r ~ promo code ~ to select destination	departure mmm dd, yyyy	return	8	search
*Fares displayed have beer taxes and fees included. Ac <u>Conditions apply</u> .	n collected within the last 24hrs and ma Iditional <u>fees and charges for optional p</u>	y no longer be available at time products and services may apply	of booking. Fare . Limited seats a	s are one-way, vailable for a li	non-refundable, mited time.

explore canado

explore mexico

explore dominican republic

explore jamaica

Explore Canada

Explore USA

California

Nevada

New Tork

Explore Mexico

Los Cabos

Explore Dominican Republic

top destinations trending routes legal notice contact us login flights to cancun halifax - toronto optional fees support travel agent flights to puerto edmonton - vancouver privacy policy flight status vallarta calgary - waterloo website terms of use newsletter sustainability flights to punta cana Iondon - orlando reservation terms & conditions group travel flair connect flights to orlando waterioo - st. john's passenger protection regulations careers flights to fort toronto - saint john us tarmac delay plan flair cadet program lauderdale montreal - halifax us customer service plan pilot careers flights to las vegas fiair tariff about us flights to phoenix responsible governance news & media centre accessible services 600 flair airlines Itd. © Flair Airlines Ltd. 2022-2024 Customer Support: 1-833-711-2333 | Hours of Operation: 7 am-9 pm MST *Fares displayed have been collected within the last 24hrs and may no longer be available at time of booking. Fares are one-way, non-refundable, taxes and fees included. Additional fees and charge and services may apply. Limited seats available for a limited time. Conditions apply.

Create small, rounded cards for each category (destination) and separate them by country.

Change the layout from links to sections, allowing space to add more destinations per country when needed.

Mobile Explore

airlines		
xplore our destinatio) ns	
one way 🗸 1 passenger 🗸		
promo code 🗸		
from select origin		
to select destination		
departure select dates		flair Oairlines
search		යි> flights O one-way

€ ~ \geq 昌 hotels 🚍 cars round trip 2 to departure date ÷::: return date 1 adult \sim

keep consistency in every page with the same navigation menu and booking form from the home page

explore canada

and charges for optional products and services may apply.

Limited seats available for a limited time. <u>Conditions apply.</u>

<u>flights to abbotsford ></u>

<u>flights to calgary ></u>

<u>flights to charlottetown ></u>

<u>flights to deer lake ></u>

explore the u.s.

>

>

Separate each section into a dropdown

Explore USA

Explore Mexico >

Explore Punta Cana >

one-way 🔘 round trip

()

<u>flights to fort lauderdale ></u>

<u>flights to las vegas ></u>

<u>flights to los angeles ></u>

<u>flights to nashville ></u>

<u>flights to new york ></u>

explore mexico

from	to			
departure date	retu	urn date		
1 adult				
(+) add promo code				
Searc	h Flights			
Explore Canada				

Alberta

Nova Scotia

British Columbia

Quebec

>

Explore USA

Explore Mexico >

Activate to display all routes, categories can be manage by province, city based on the filter applied on the above form

<u>flights to cancun ></u>

<u>flights to guadalajara ></u>

<u>flights to los cabos ></u>

<u>flights to puerto vallarta ></u>

explore dominican republic

Search

flair airlines

route map travel info optional fees

nding routes	legal notice	contact us
treal - toronto	optional fees	flight status
couver - toronto	privacy policy	newsletter

from	🐟 to	departure date	return date	1 adult	~
flair connect			add promo code	Search F	lights

explore our destinations from Vancouver Internatinal Airport (YVR)

Delete the background image.

A small layout changes to add more space on the chips and cards. Once a card is active, the bright magenta will highlight the selection.

Include a CAT on the active card to book the selected flight.

Reduce unnecessary information.

Mobile Search

flair Oairlines	
s> flights	合 cars 白 hotels
from	to
departure date	teturn date

When doing this case study, the map feature on mobile browser kept crashing (on different days and devices) and refreshing without saving any of the user inputs.

Adjust the list view by a single card and scroll down, display all results at once

where we fly

from

Map View

List View

San Francisco (SFO)

Sept 20, 2024

viewed 1 hrs ago economy class

CAD 380*

When a card is active it will highlight and display a link to access more information and continue with purchase

Thank you

Flair Airlines

Angeles Arroyo 100406623