

Jacob Barber

Alaska Airlines

Homepage search tools

As part of a site-wide redesign project, I was tasked with providing a method for customers to quickly perform searches for flights, and full vacation packages. A separate agency had delivered a partial styleguide and a framework had been built for the homepage which I used to contain the common search tools.

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As part of a site-wide redesign project, I was tasked with providing a method for customers to quickly perform searches for flights, cruises, and full vacation packages. A separate agency had delivered a partial styleguide and a framework had been built for the homepage which I used to contain the common search tools.

The image displays three overlapping search panels from the Alaska Airlines homepage. The top panel is for 'Cruises', with 'Destination' set to 'Caribbean' and 'Cruise Line' set to 'All Cruise Lines'. The middle panel is for 'Vacations', with 'Departure Date' set to 'June 2011' and 'Zip Code' as an input field. The bottom panel is for 'Flights', with 'Round-trip' selected, 'From' and 'To' dates set to '04/29/2011', and 'Anytime' selected for both. It also shows '1 Adult' and '0 Children' selected, and a 'FIND FLIGHTS' button. The panels are layered, with the 'Flights' panel in front of the 'Vacations' panel, which is in front of the 'Cruises' panel. A sidebar on the left contains navigation links: 'CHECK-IN', 'FLIGHT STATUS', and 'MANAGE RESERVATION'.

Live implementations can be seen at <http://www.alaskaair.com/>

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Alaska Airlines Plan & Book search tools

Alternate search mechanisms were designed and built that could be placed on pages other than the homepage. Searching for Round-trip and One-way flights in this form is the same as the Homepage form, but grouping is more prominent and fields are not nearly as cramped.

▼ Find Flights and Fares

1. Flight Type and Travelers

Round-trip
 One-way
 Multi-city

Award Reservations

1 Adult ▼ 0 Children ▼
(Ages 2-17)

2. Cities and Dates

From
From

Include nearby airports

To
To

Include nearby airports

Departing
04/29/2011 Anytime ▼

Returning
04/29/2011 Anytime ▼

Low Fare Calendar

3. Upgrades and Discounts

Optional Upgradeable Fares ▼

Discount Code

FIND FLIGHTS

Live implementations can be seen at <http://www.alaskaair.com/planbook?lid=nav:planbook>

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Alaska Airlines Plan & Book search tools

The biggest difference can be seen here: The Homepage form is unable to handle Multi-city flight searches, so it turns to the Plan & Book form instead.

A usability test was performed with variations of this form to test some notable interactions, such as tab order on the "2. Cities and Dates" section and recognition of the changes when "Award Reservations" is selected.

▼ Find Flights and Fares

1. Flight Type and Travelers

Round-trip

One-way

Multi-city

Award Reservations

1 Adult ▼ 0 Children ▼
(Ages 2-17)

2. Cities and Dates

First Flight	From	To	First Departure	04/29/2011	Anytime ▼
Second	From	To	Second	04/29/2011	Anytime ▼
Third	From	To	Third	04/29/2011	Anytime ▼
Fourth	From	To	Fourth	04/29/2011	Anytime ▼

3. Upgrades and Discounts

Coach/Restricted ▼

Discount Code

FIND FLIGHTS

Live implementations can be seen at <http://www.alaskaair.com/planbook?lid=nav:planbook-flights>