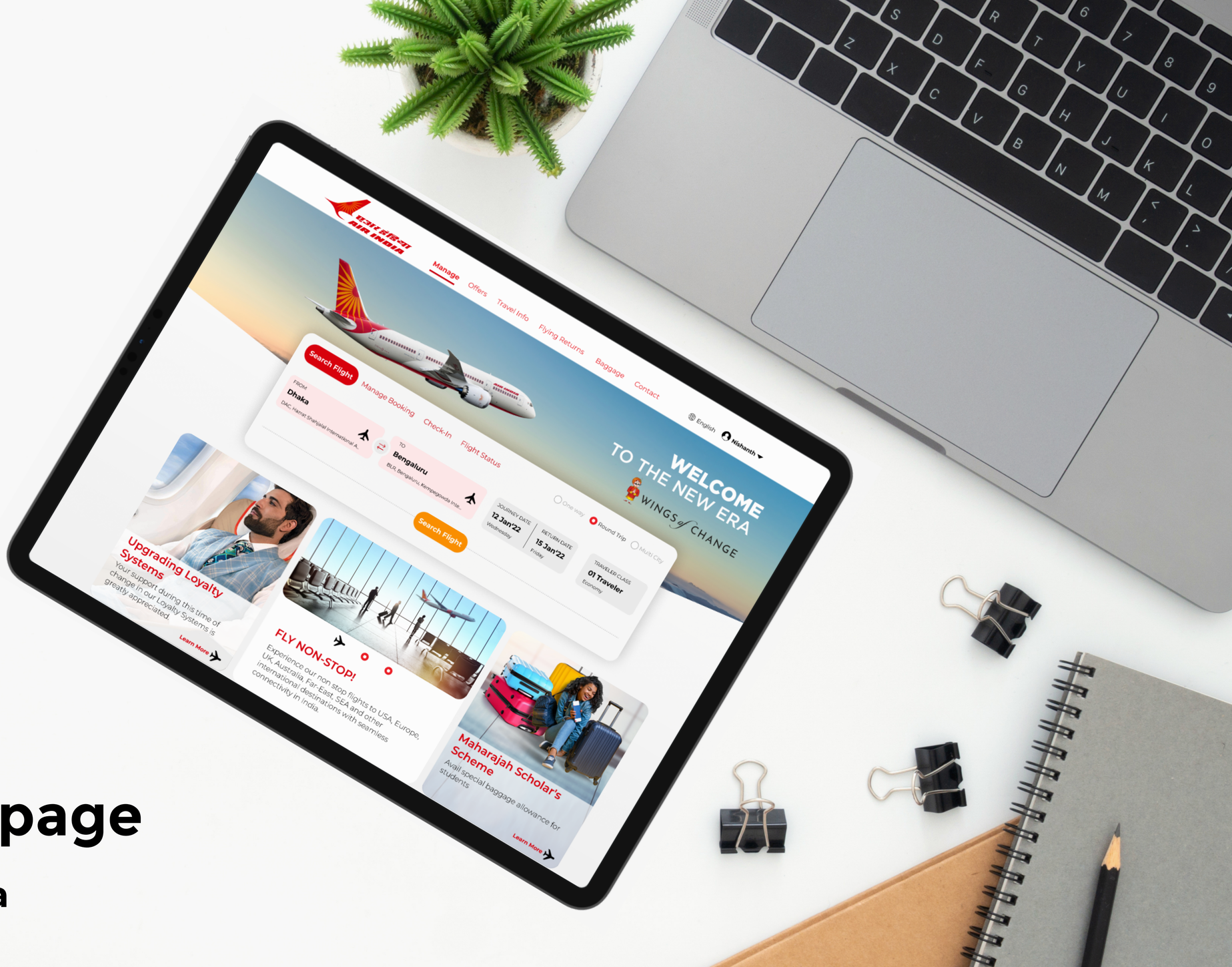
UX-UI Challenge

एअर इंडिया
AIR INDIA



Redesign:

Air India Homepage

Designer: **Nishanth Arya**

Challenge 1

1) REDESIGN USING EXISTING BRAND GUIDELINES (Logo & Color only)

• Please note that the current UI only contains indicative elements that are open for improvement.

• To make a fresh and futuristic mock up, giving Air India’s brand a more appealing feel.

Can be more focused on

- Landing page UX problems & solution recommendations
- Incorporating present use cases and supporting design with UX concept document
- Visual look and feel and ideation
- Latest/Trendy UI Patterns
- Break the monotony
- Typography (you can use any fonts. Do share your font selection rationale)
- Color balance
- Precision in detailing

2) PROTOTYPE (Invision / Marvel / Flinto)

Interactions are in trend these days. It’s a good to have if you can present in a prototype. (Not a must-have.)

Few more things before you proceed

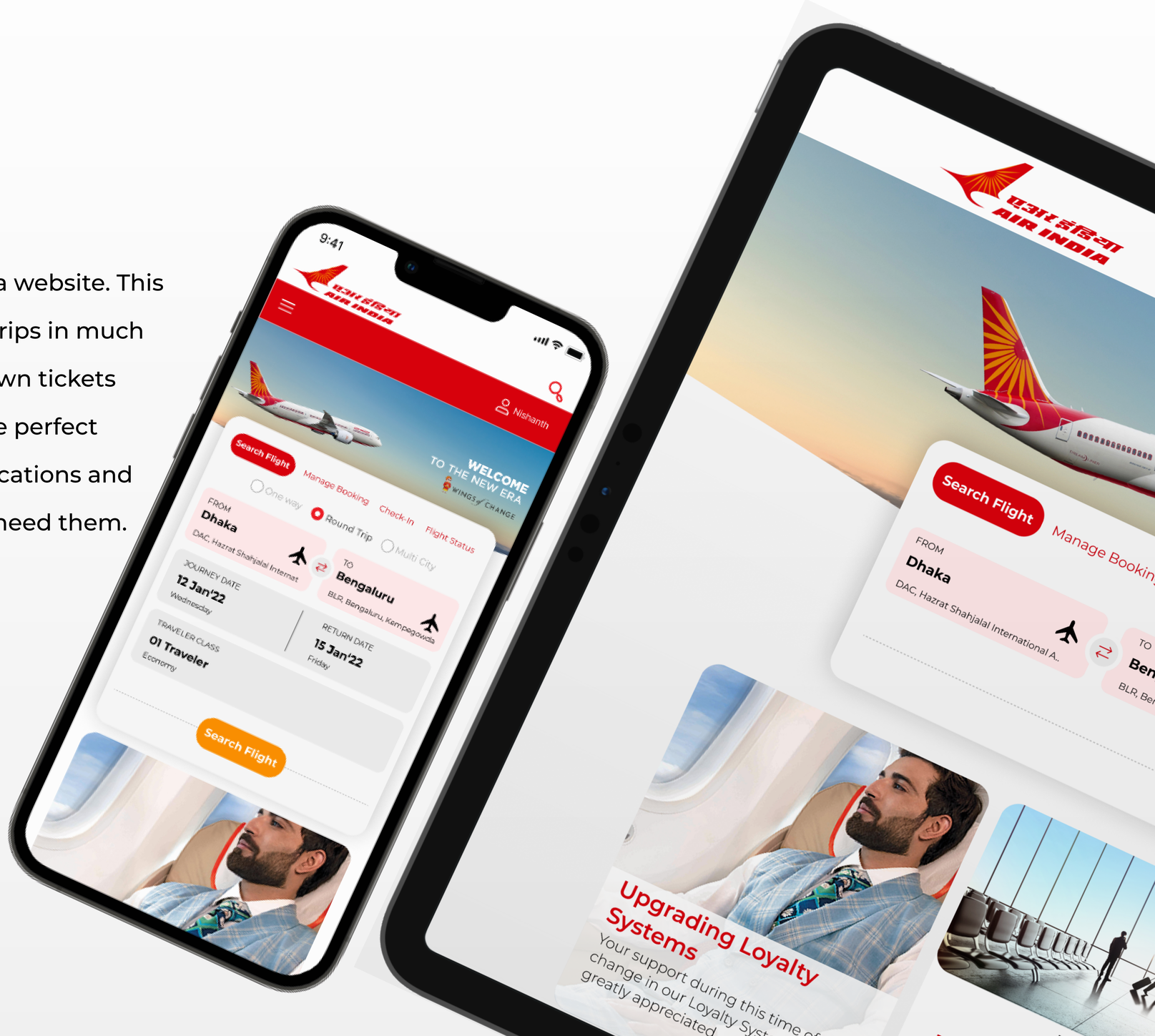
Feel free to use whatever tools & processes you need, but make sure the response is your own.

Provide enough context behind your designs and thought process, in whatever medium you are comfortable with (invision/PDF/PPT), to get your point across.

No matter how long or how many slides you take, remember to have fun and do not get restricted with the provided wire frame. You are here to explore beyond the boundaries of the wires.

About The Project

This is a Complete redesign of the Air India website. This website is designed to create or plan our trips in much easier way ahead. Now we can book our own tickets from anywhere around the world! Find the perfect flights, discover things to do at the new locations and get helpful trip reminders right when we need them.



Accessibility Test Present Website

https://ace.accessibe.com

Non-compliant
You have a long way to go to achieve WCAG 2.1 compliance.

Wag 2.1 compliance.
Web Content Accessibility Guidelines (Wag) 2 is developed through the W3C processing cooperation with individuals and organizations around the world

Clickables — SCORE: 55

- ✕ Elements with button functionality should be tagged for assistive technology
- △ Buttons cannot be empty
- ✓ Links cannot be empty
- ✕ Links that open in new tabs/windows should be tagged for assistive technology

Orientation — NEUTRAL

- ✕ Interactive elements should be navigable using the keyboard
- ✕ Keyboard focus should have a noticeable outline
- ○ Active popups should be tagged for assistive technology
- ✕ Every page should include hidden links that allow skipping blocks
- ○ Manipulatively hidden interactive elements should be excluded from assistive technology
- ○ Manipulatively hidden interactive elements should be excluded from tabindex

Menus — NEUTRAL

- ✕ Menus should be tagged for assistive technology
- ✕ Menu dropdowns should be tagged for assistive technology
- ✕ Dropdown expanded/collapsed state should be represented in the code

Graphics — SCORE: 37

- ✕ Objects and embedded text of images should be described for assistive technology
- ✕ Background images behaving as standard images should be tagged and described
- △ Non-functional icons/spacers should be excluded from assistive technology
- ○ Figure elements should have text or be excluded from assistive technology
- ○ Image map areas should be described for assistive technology
- ○ Tracker images (pixels) should be excluded from assistive technology

Titles — SCORE: 25

- ✕ Every page should include a single H1 title
- ✓ Titles cannot be empty
- ✕ Titles built as text tags should be labeled as headings for assistive technology
- ✕ Titles should have a consistent hierarchy

Forms — SCORE: 60

- △ Form fields should be properly labeled
- ○ Form fields should not have duplicate ID selectors
- ○ Required form fields should be tagged for assistive technology
- ○ Validation status of form fields should be represented in the code
- ✕ Incorrect use of aria-describedby/labeledby
- ✓ All forms have associated submission buttons
- ○ Search forms should be tagged for assistive technology

Document — SCORE: 50

- ✓ The HEAD element should include a title element with the name of the page
- ✓ The HTML element should include a proper "lang" attribute
- ✕ Meta viewport allows display scaling of at least 200%
- ✕ Page landmarks should be tagged and described for assistive technology

Readability — SCORE: 46

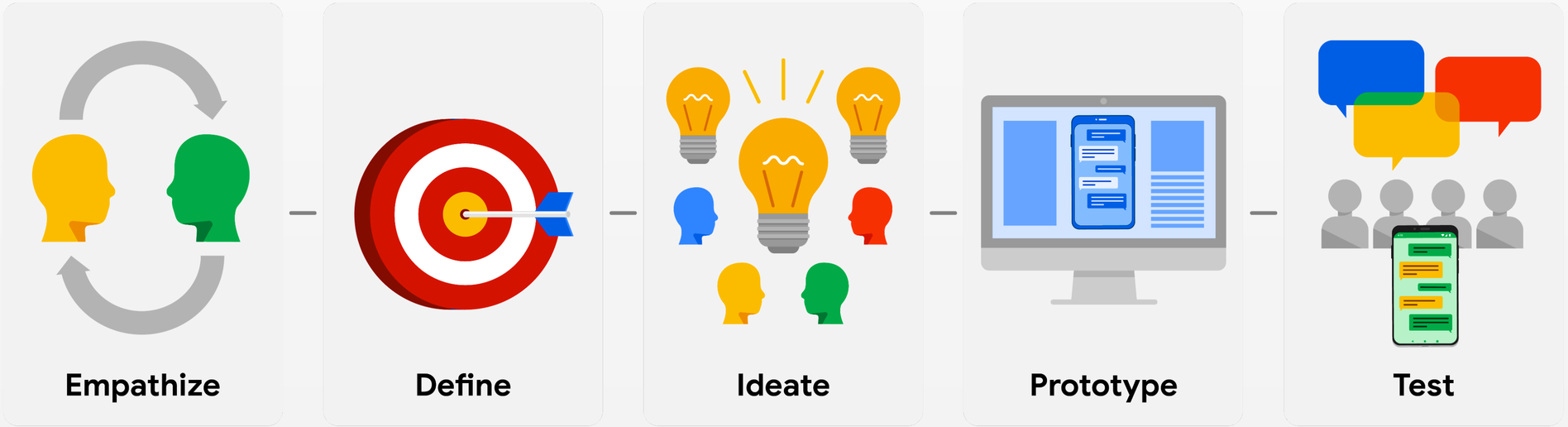
- ✕ Font sizes should be large enough to be readable
- ✓ Letter spacing should be wide enough to be readable
- ✕ Foreground and background colors have sufficient contrast

Tables — NEUTRAL

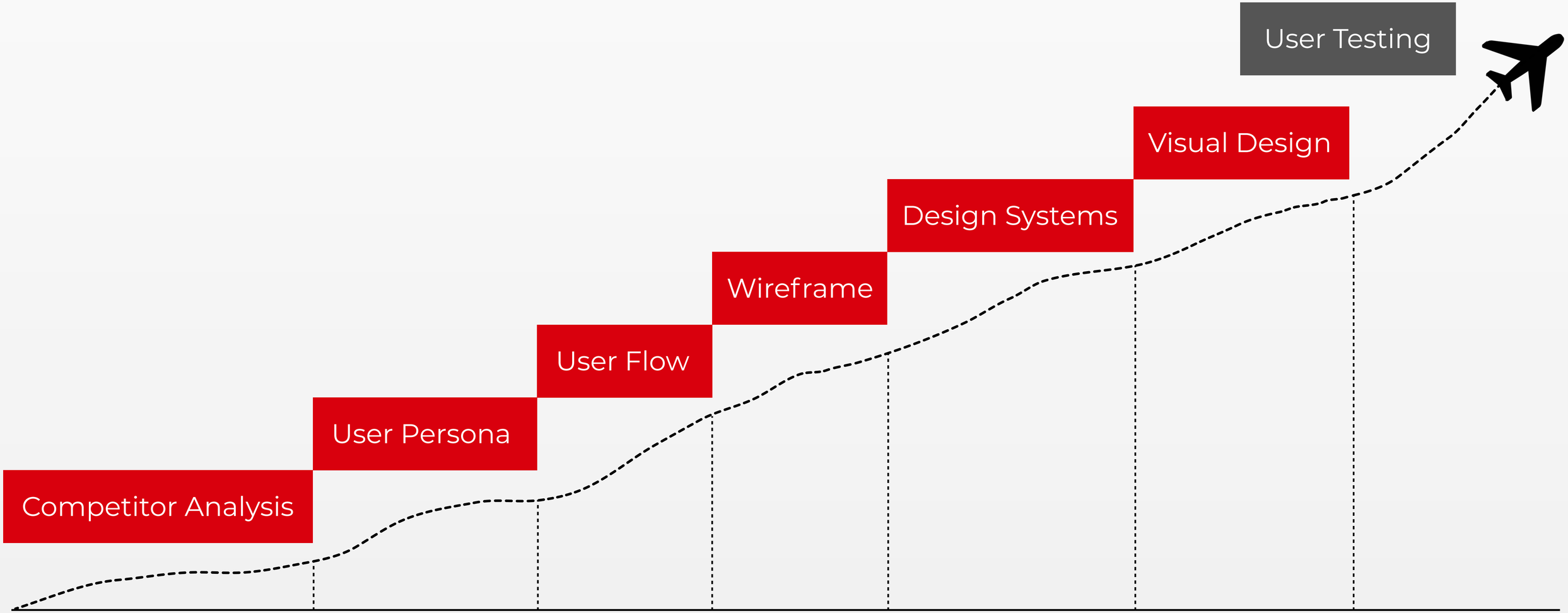
- ○ Tables used for building layouts should be tagged as presentation
- ○ Avoid nesting tables or exclude their role from assistive technology
- ○ Headless tables should have fallback rows for assistive technology

Our Design Process

I have followed UX process to Find the best solutions for our Client. The clear structure and sequences of task helped us deliver this project in the most effective way.



Design Process
For This Project



Competitor Analysis

www.lufthansa.com

www.airvistara.com

www.goindigo.in

www.spicejet.com

www.airasia.co.in

www.flygofirst.com

User Persona

Shruti Amber

28, Mumbai

Marketing Head

Resources
Change Management
Communication
Collaboration & Creativity
Professional Development

Advertising 11-50 employees

Prajval Dev

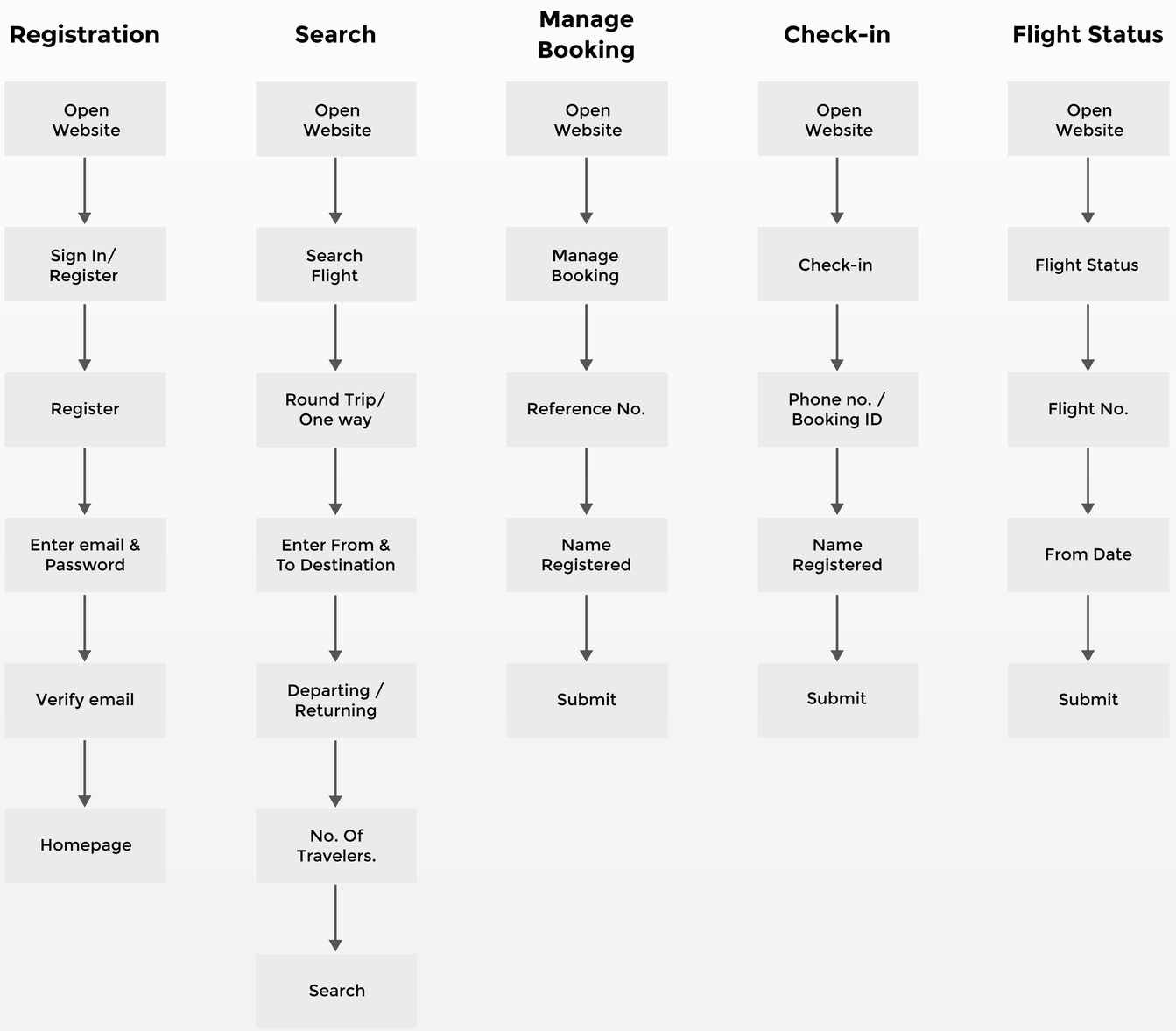
35, Bangalore

CTO

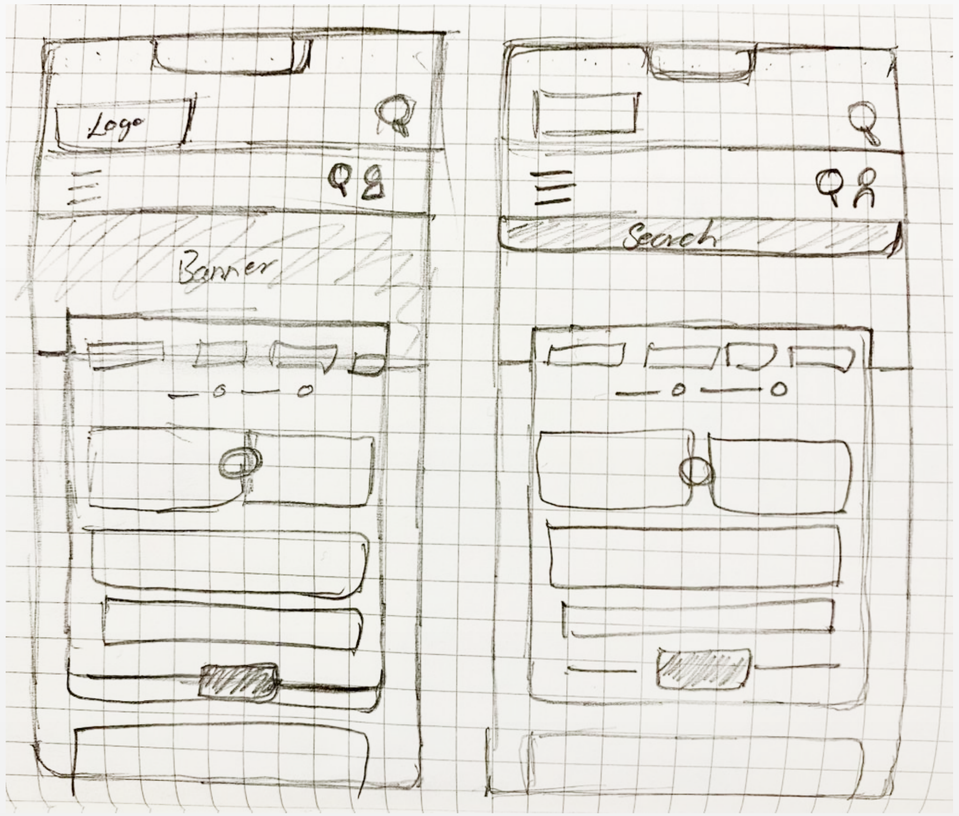
Project Management & Disorganization
Problem Solving & Decision Making
Navigating Client Relationships & Communications
Employee Morale

Manufacturing 800-1500 employees

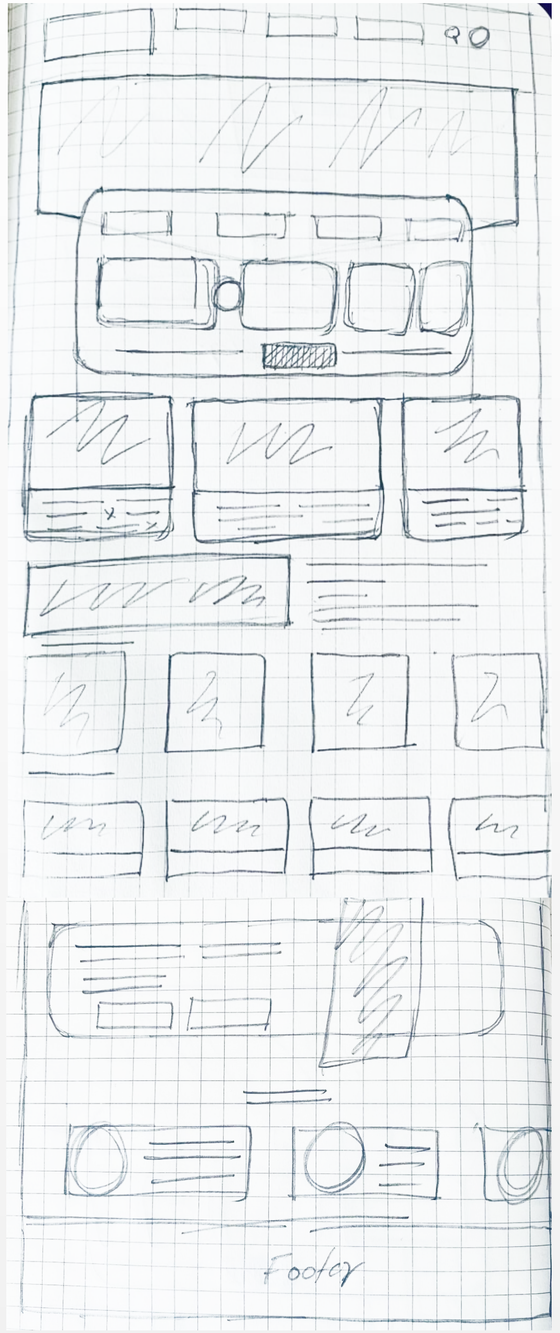
User Flow


Registration
Open Website
Sign In/ Register
Register
Enter email & Password
Verify email
Homepage
Search
Open Website
Search Flight
Round Trip/ One way
Enter From & To Destination
Departing / Returning
No. Of Travelers.
Search
Manage Booking
Open Website
Manage Booking
Reference No.
Name Registered
Submit
Check-in
Open Website
Check-in
Phone no. / Booking ID
Name Registered
Submit
Flight Status
Open Website
Flight Status
Flight No.
From Date
Submit

Wireframe



Mobile



Desktop

Typography

Typography

Aa

Montserrat

40px **Wings of Change**

24px **Wings of Change**

16px **Wings of Change**

Why I used Montserrat Font?

The old posters and signs in the traditional neighborhood of Buenos Aires called Montserrat inspired me to design a typeface that rescues the beauty of urban typography from the first half of the twentieth century. The goal is to rescue what is in Montserrat and set it free, under a free, Libra and open source license, the SIL Open Font License.

As urban development changes this place, it will never return to its original form and loses forever the designs that are so special and unique. To draw the letters, I rely on examples of lettering in the urban space. Each selected example produces its own variants in length, width and height proportions, each adding to the Montserrat family. The old topographies and canopies are irretrievable when they are replaced.

Montserrat

Extra Light	*Extra Light Italic*
Thin	*Thin Italic*
Light	*Light Italic*
Regular	*Italic*
Medium	*Medium Italic*
Semi Bold	***Semi Bold Italic***
Bold	***Bold Italic***
Extra Bold	***Extra Bold Italic***
Black	***Black Italic***

Colors Palettes & Buttons

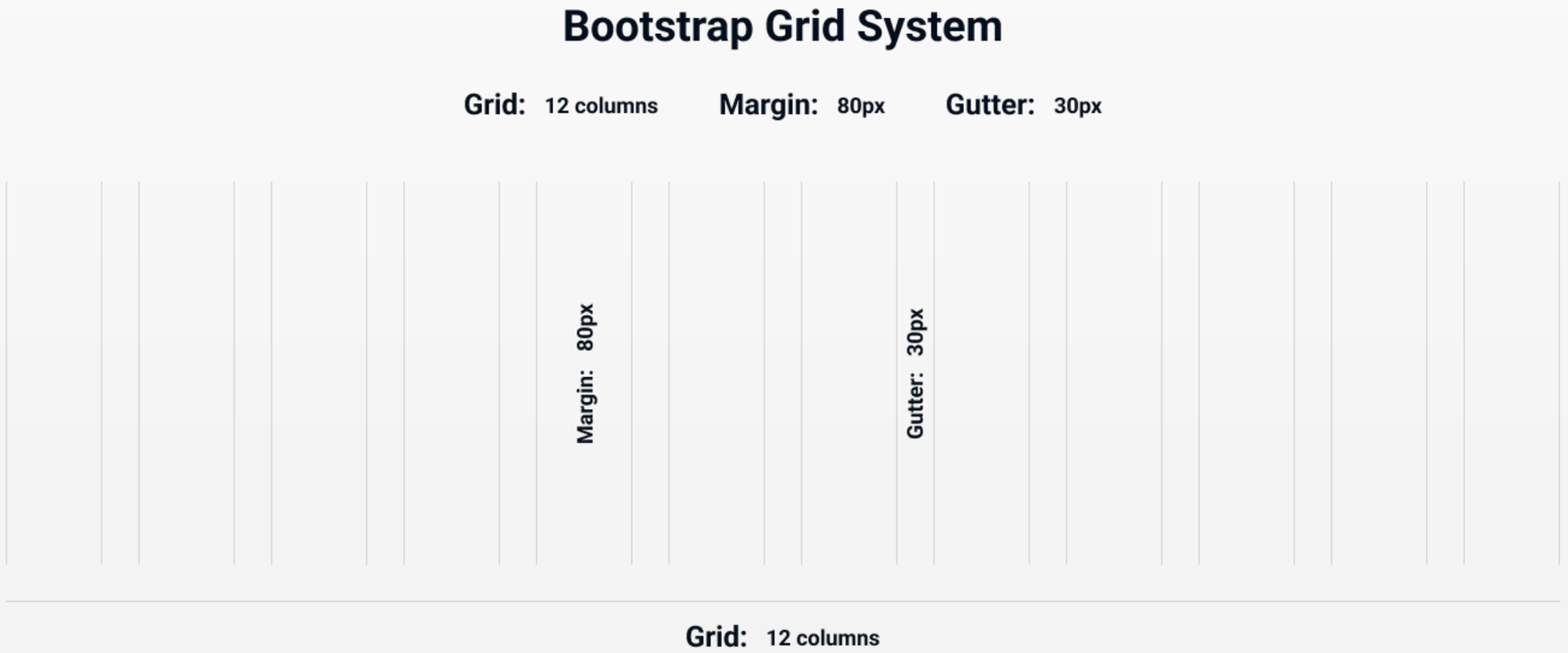
D9000D FFE8E9 000000 EBEBEB FFFFFF FC9000

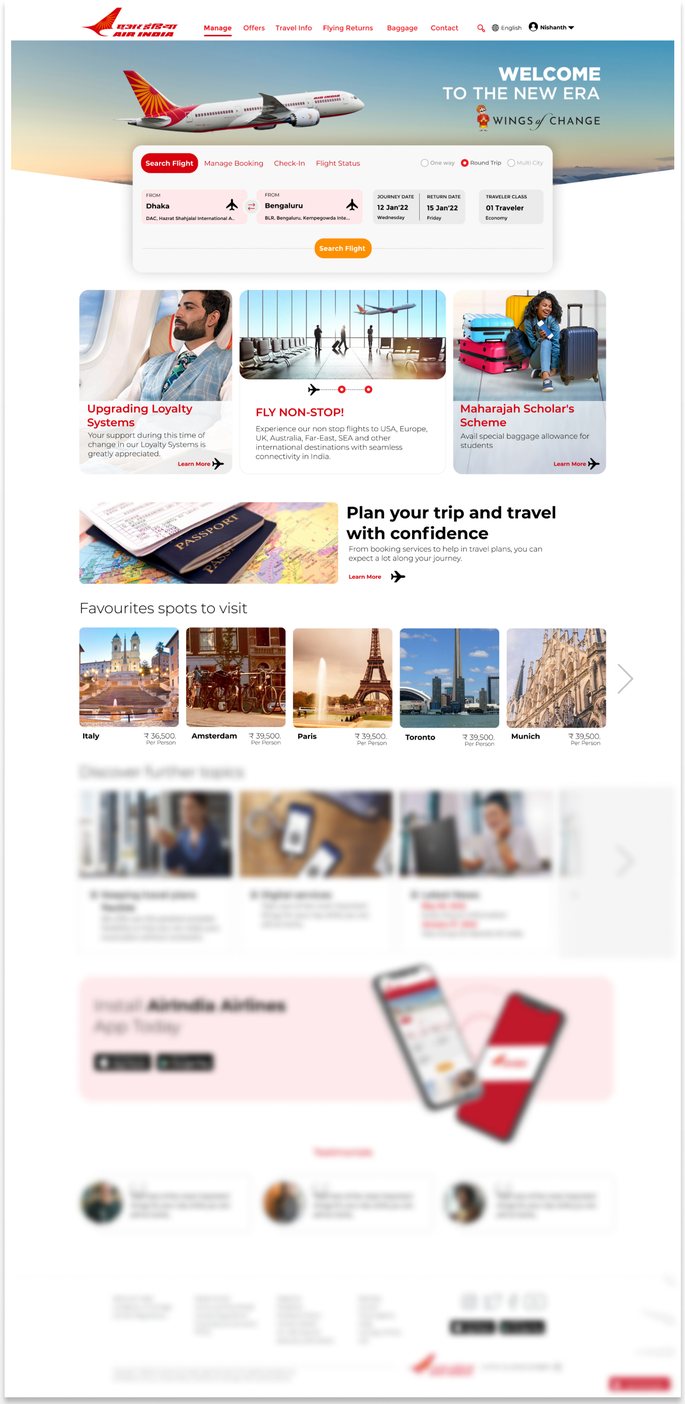
Why I used Red Color?

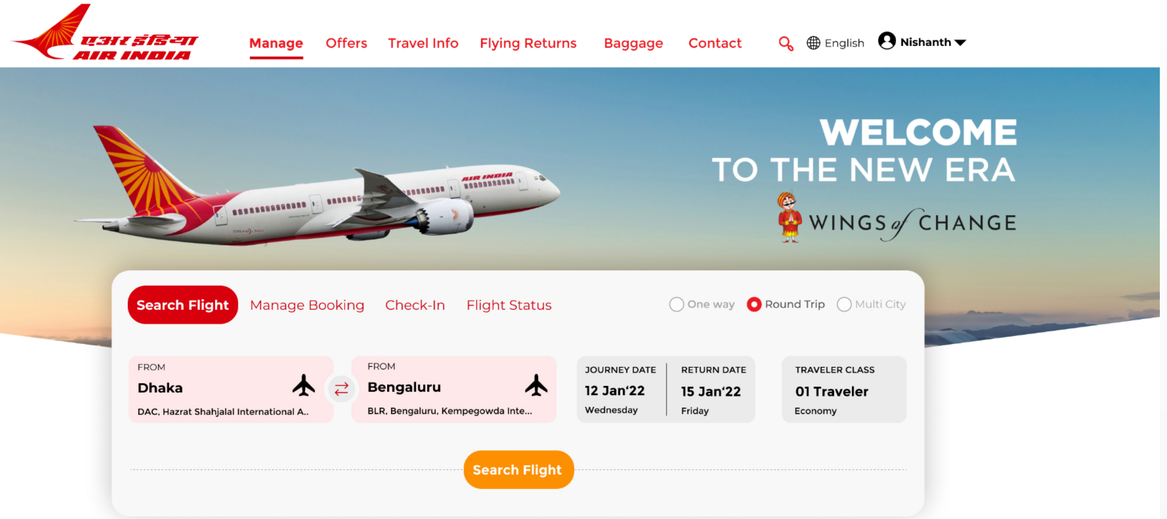
It symbolizes action, confidence, and courage.

Primary Buttons	Active	Hover	Inactive
Secondary Buttons	Active	Hover	Inactive
Alert Buttons	Successful	Progress	Warning

Bootstrap Grid System







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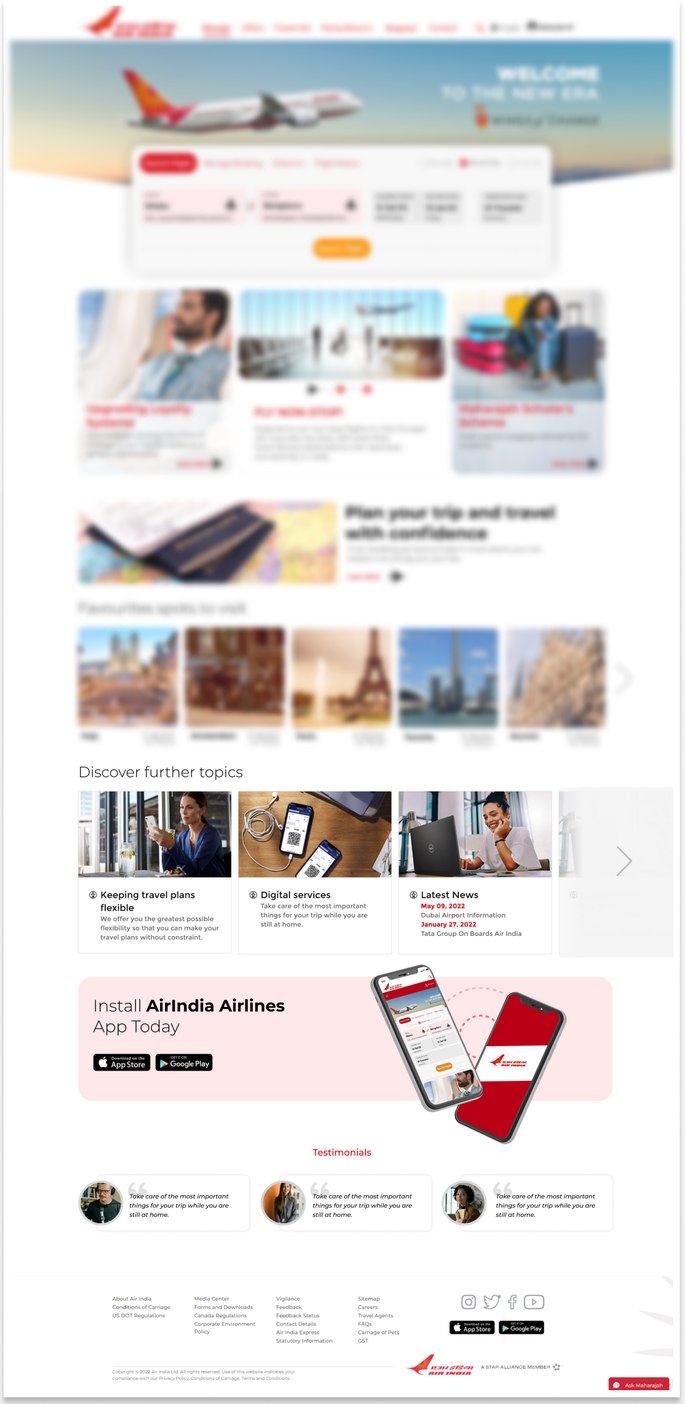
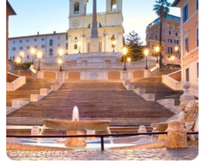
Amsterdam ₹ 39,500. Per Person

Paris ₹ 39,500. Per Person

Toronto ₹ 39,500. Per Person

Munich ₹ 39,500. Per Person





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Toronto ₹ 39,500. Per Person

Munich ₹ 39,500. Per Person

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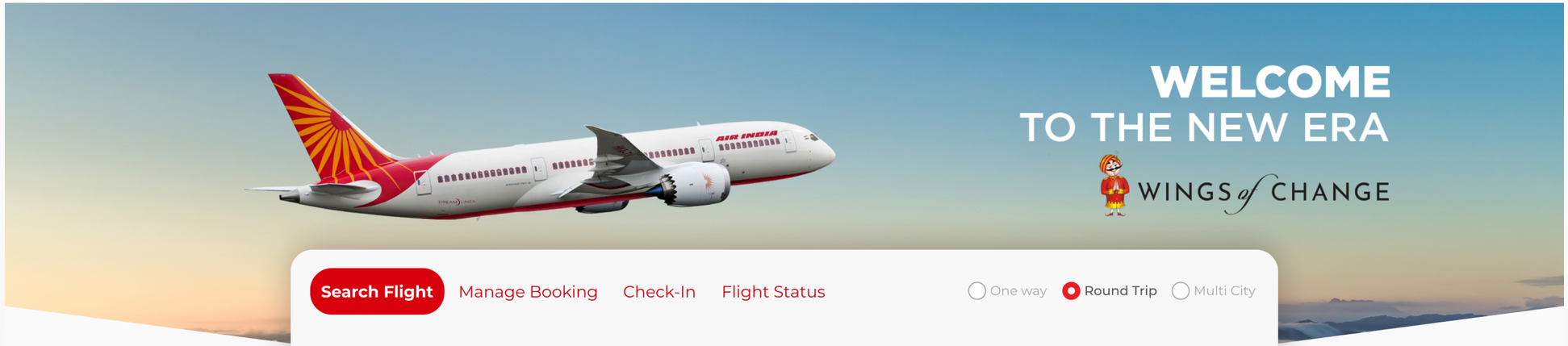

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One way | Round Trip | Multi City

FROM	TO	JOURNEY DATE	RETURN DATE	TRAVELER CLASS
Dhaka	**Bengaluru**	**12 Jan'22**	**15 Jan'22**	**01 Traveler**
DAC, Hazrat Shahjalal International A..	BLR, Bengaluru, Kempegowda Inte...	Wednesday	Friday	Economy

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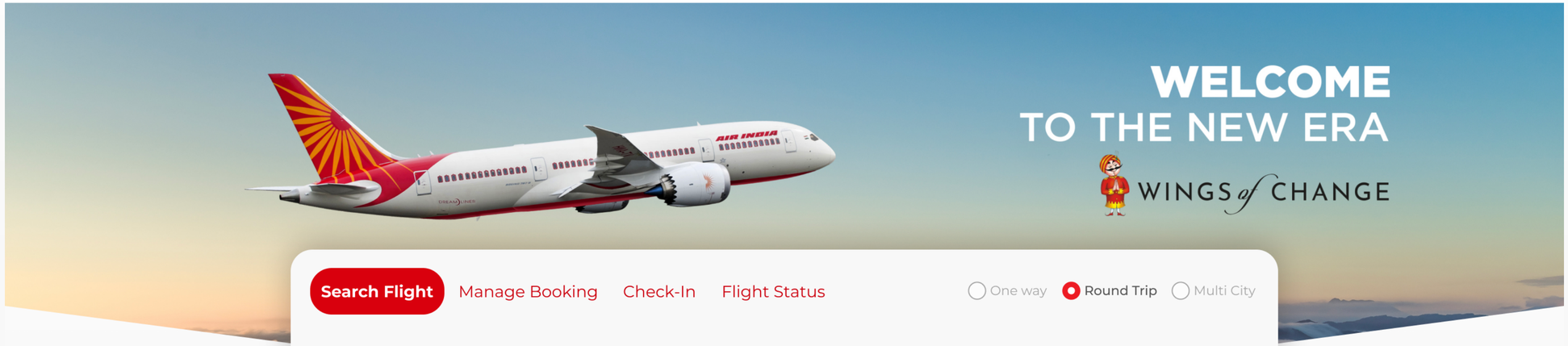

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DAC, Hazrat Shahjalal International A..

TO
Bengaluru
BLR, Bengaluru, Kempegowda Inte...

JOURNEY DATE
12 Jan'22
Wednesday

RETURN DATE
15 Jan'22
Friday

TRAVELER CLASS
01 Traveler
Economy

Search Flight

January 2022

Mo	Tu	We	Th	Fri	Sa	Su
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2
3	4	5	6	7	8	9

Cancel | Set Date

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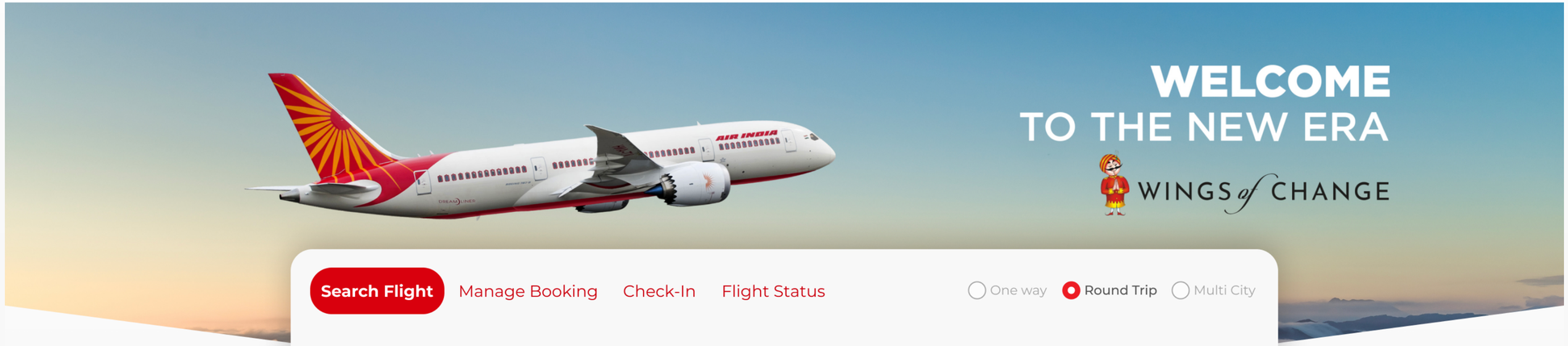

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One way | Round Trip | Multi City

FROM
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TO
Bengaluru
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JOURNEY DATE
12 Jan'22
Wednesday

RETURN DATE
15 Jan'22
Friday

TRAVELER CLASS
01 Traveler
Economy

Search Flight

Adults 20y+ — 01 +
Childrens 2 - 12y+ — 0 +
Infants Below 2y — 0 +

Class
Economy | Business

Cancel | Done

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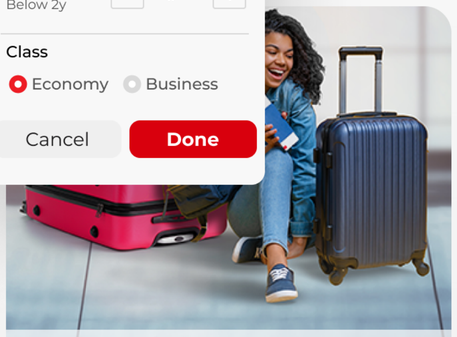

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Elastic Search

Search

English

Nishanth

WELCOME
TO THE NEW ERA
WINGS of CHANGE

Search Flight | Manage Booking | Check-In | Flight Status

One way | Round Trip | Multi City

FROM
Dhaka
DAC, Hazrat Shahjalal International A..

TO
Bengaluru
BLR, Bengaluru, Kempegowda Inte...

JOURNEY DATE
12 Jan'22
Wednesday

RETURN DATE
15 Jan'22
Friday

TRAVELER CLASS
01 Traveler
Economy

Search Flight

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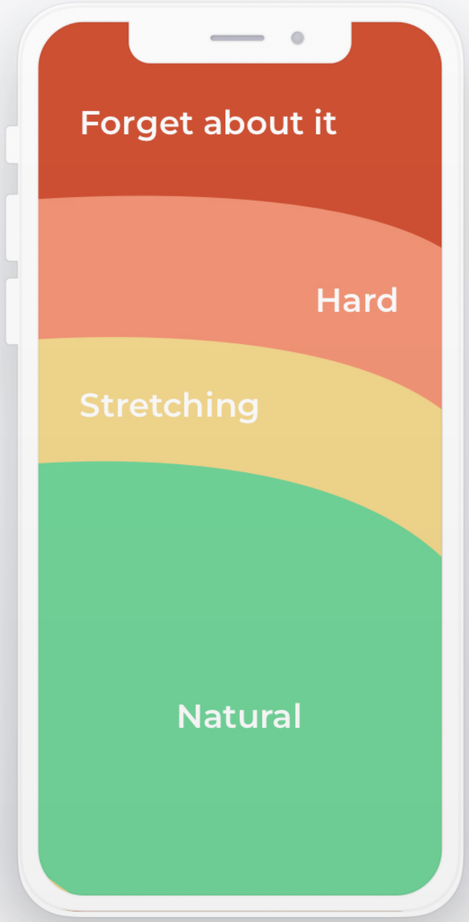
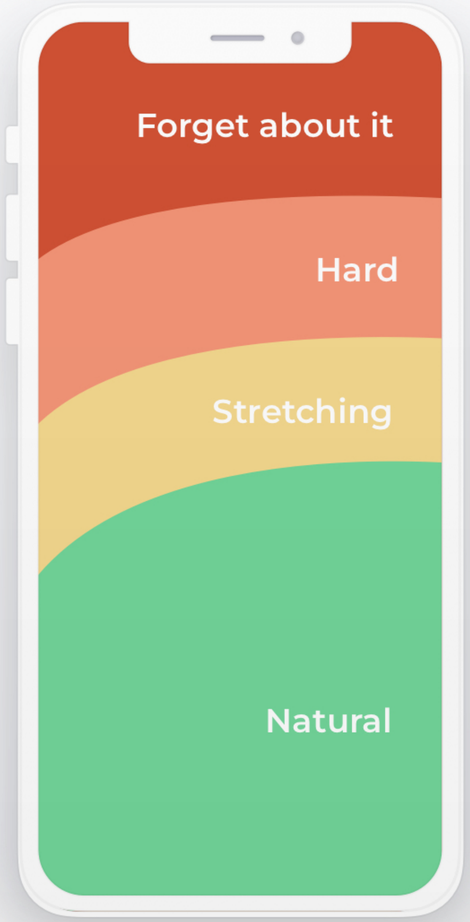
9:41
एअर इंडिया
AIR INDIA
Nishanth
WELCOME
TO THE NEW ERA
WINGS of CHANGE
Search Flight
Manage Booking
Check-In
Flight Status
One way
Round Trip
Multi City
FROM
Dhaka
DAC, Hazrat Shahjalal Internat
TO
Bengaluru
BLR, Bengaluru, Kempegowda
JOURNEY DATE
12 Jan'22
Wednesday
RETURN DATE
15 Jan'22
Friday
TRAVELER CLASS
01 Traveler
Economy
Search Flight
एअर इंडिया
AIR INDIA

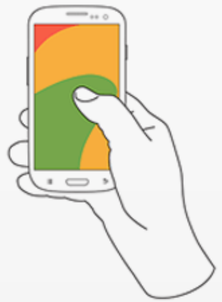
Mobile Accessibility



Left hand



Right hand

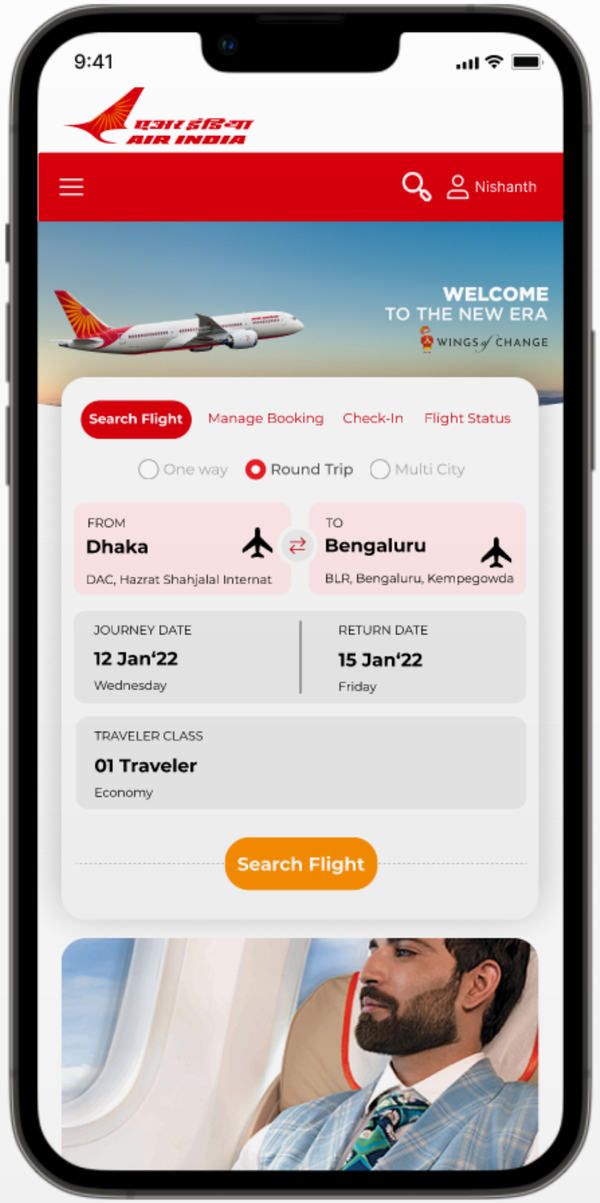


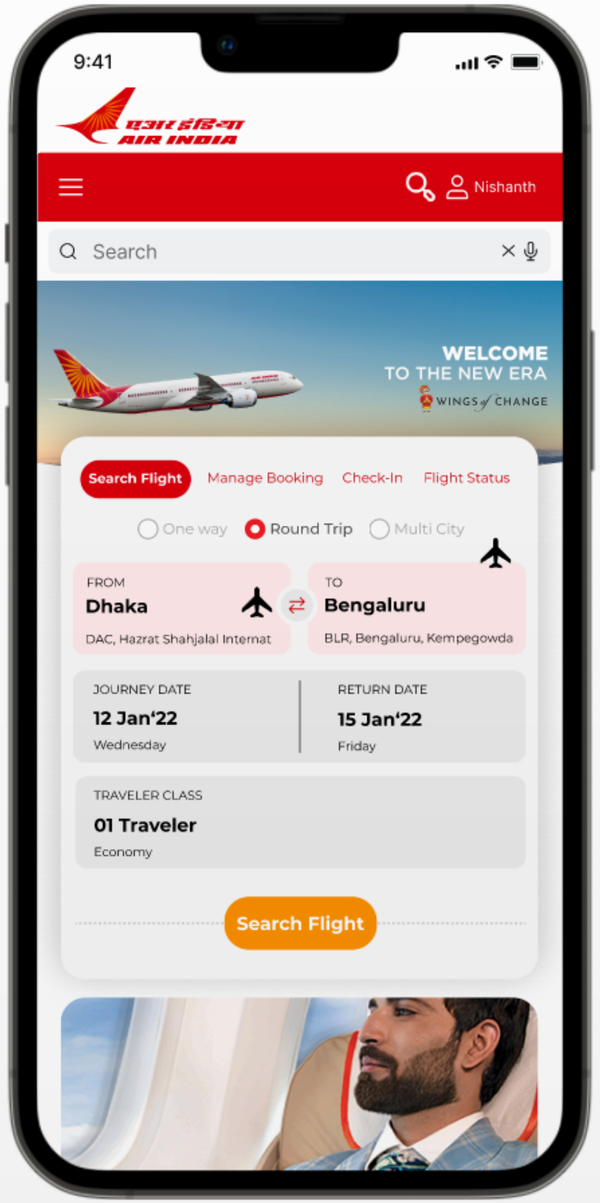
49%
one handed

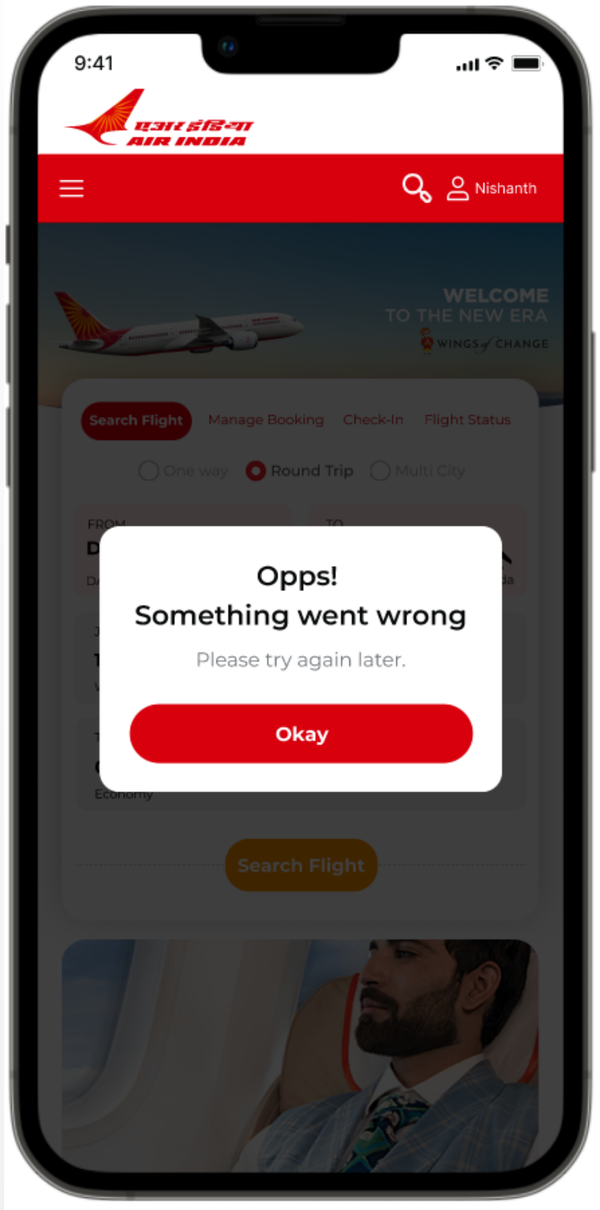
36%
cradled

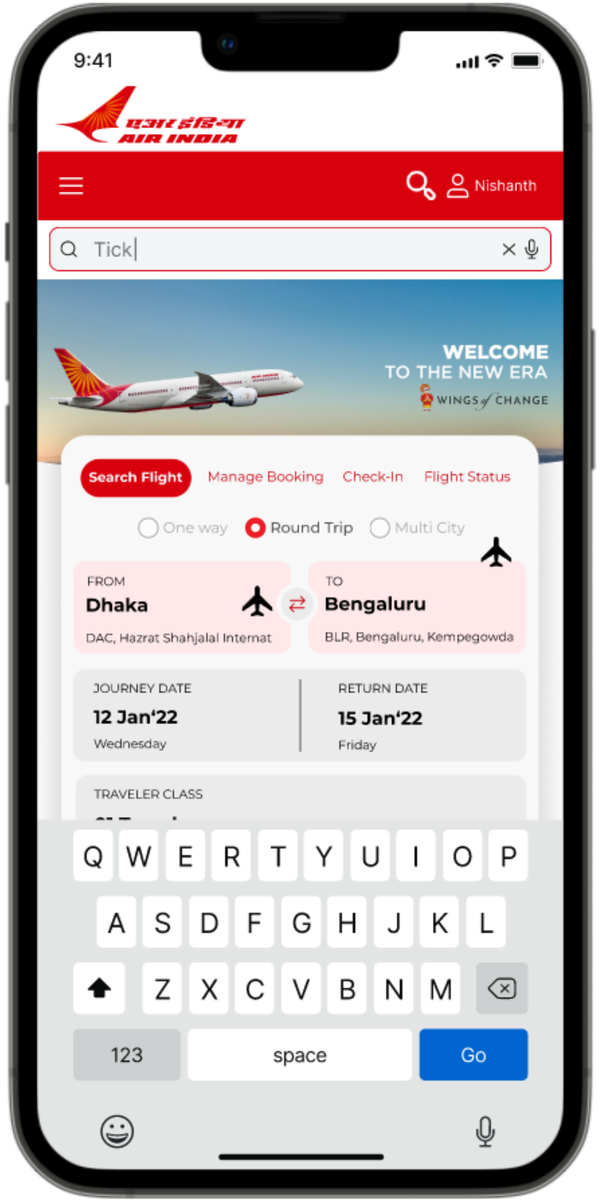
15%
two handed

Mobile Designs

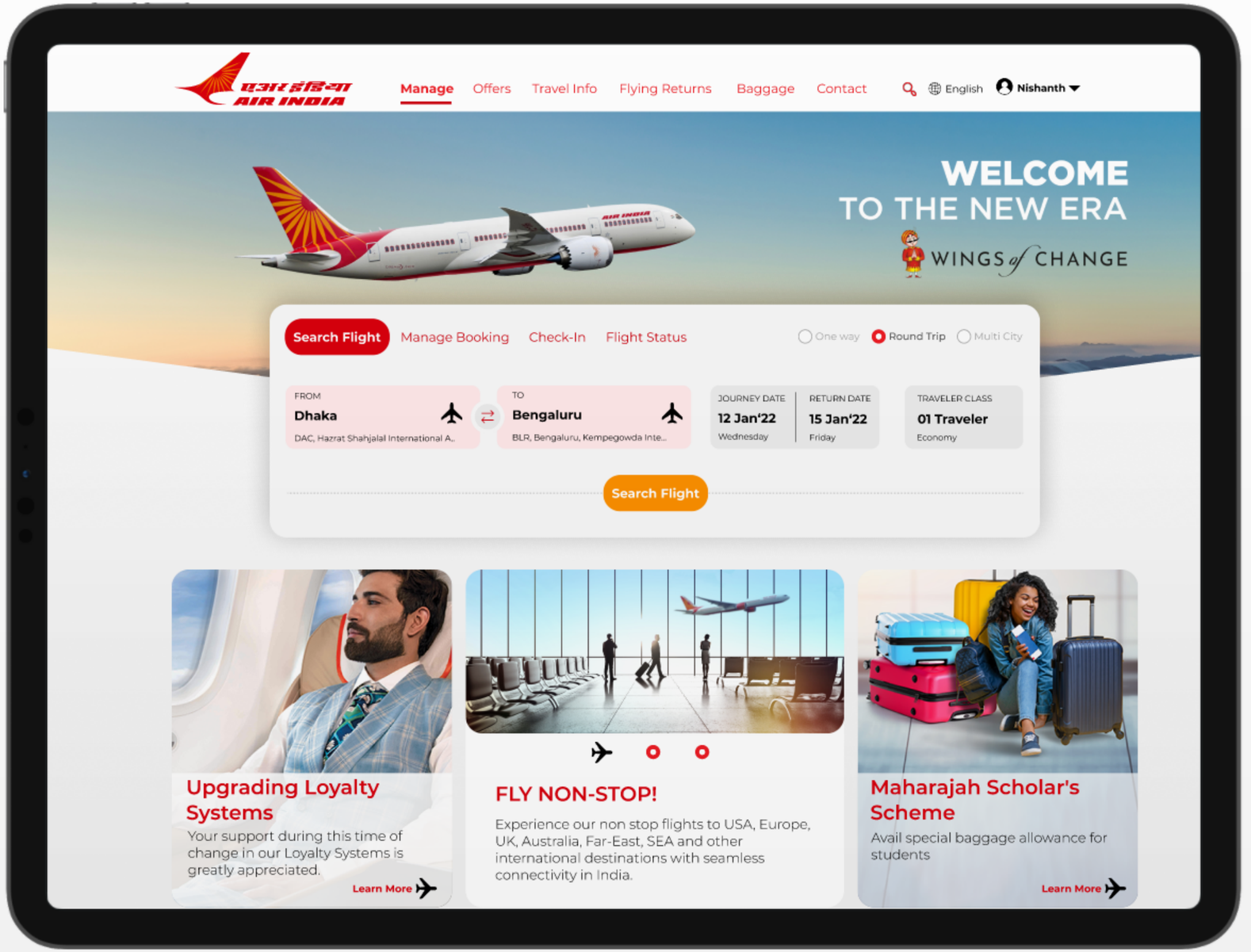








Tablet Design



Watch Design

Figma Links

Desktop Prototype

https://www.figma.com/proto/5F0qE0K97laZAD5ay43QS0/airindia?page-id=0%3A1&node-id=3%3A253&viewport=507%2C591%2C0.25&scaling=min-zoom&starting-point-node-id=3%3A253

Mobile Prototype

https://www.figma.com/proto/5F0qE0K97laZAD5ay43QS0/airindia?page-id=1%3A4&node-id=57%3A7555&viewport=7089%2C-6241%2C0.72&scaling=scale-down&starting-point-node-id=8%3A6835

Tablet Prototype

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Watch Prototype

https://www.figma.com/proto/5F0qE0K97laZAD5ay43QS0/airindia?page-id=18%3A7063&node-id=18%3A7064&viewport=718%2C485%2C3.77&scaling=scale-down

Questions?

Thank You All