

[Airport Transfer]

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Alantransfer IT Department

[Project Team]

[ALI,NUH]

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Section 3 Search Result, User page and Result
page

Study Details

Project Background

Airport transfer & driver mobile apps Airport Transfer App Home page Collation information, google map api will be used in the project.

- * Can be selected as Language selection (TR/EN) on the landing page.
- * Currency selection (₺/\$/€) can be selected on the landing page.
- * Likewise, there will be Member Login/Register options. It will be in the form of fixed pages (About Us, Help, Contact). Transfer Planning
- * There will be two types as One Way and Round Trip, pick-up date and time, return date and time, number of passengers (including children).
- * 1 vehicle will be selected according to the number of passengers, the appropriate vehicle will be brought, time & distance, total price will be displayed
- * Flight & Travel Information, name, surname, e-mail, telephone, address, note information will be received.
- * Payment type will be made with QNB FINANSBANK infrastructure as a credit card. In the confirmation section after the payment, an e-mail will be sent to the user and info@alantransfer.com. A record will be added to the sales table. If round-trip transfer is selected, 2 records will be added to the database.

Study Details

Research Questions

Which airport do you use the most?

What is the payment method?

What features do you want the vehicle to have?

Do you want a Meet&Greet service?

Participants

participants

Short overview of participant characteristics

Methodology

5 Mins

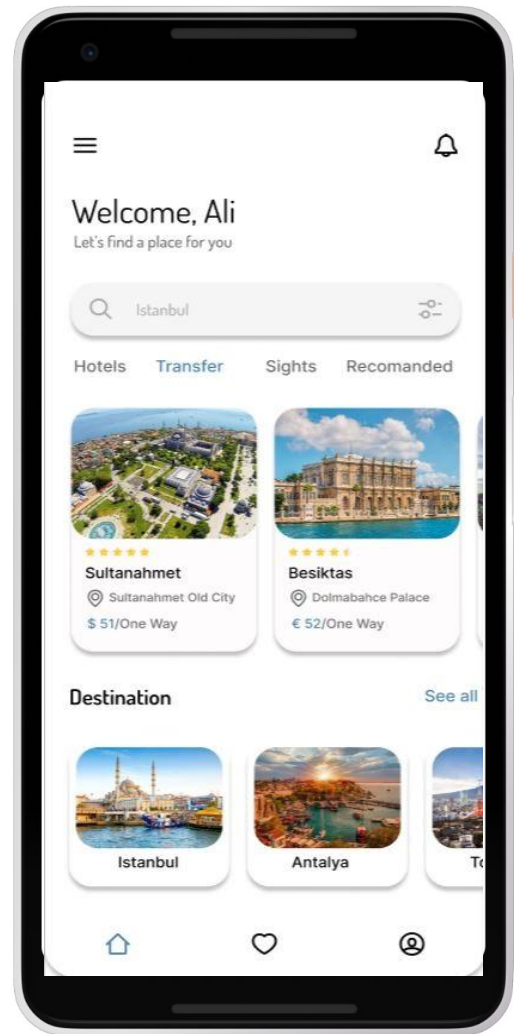
Istanbul Airport & Sabiha Gokcen Airport

Research Interview

High level procedure (e.g., users were asked to look at a live product or a prototype)

Prototype / Design Tested

<https://www.figma.com/file/T89vf6937qUtwzqD1b6pB2/Build-a-low-fidelity-prototype?node-id=0%3A1>



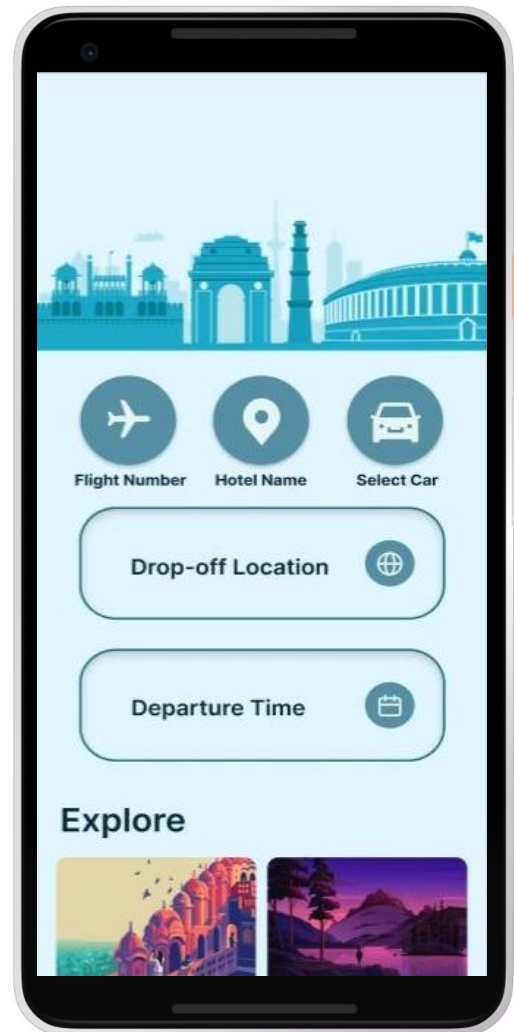
Themes

Theme #1

Supporting evidence from the usability study.

- I can give my flight code.
- I can share the hotel name and full address.
- I can share passenger names, but I don't want to share passport numbers.
- I would like to pay in cash in the vehicle.

“User quote from a participant that literally adds the voice of our users and helps build empathy.” (P2)



Insights & Recommendations

Research insights

Point 1

Please write the full name of the hotel where you will be dropped off.

Point 2

Please share your flight code.

Point 3

Getting passenger information

Point 4

Would you like to receive reservation information as a QR code?

Recommendations

- Hotel name and full address must be entered
- You are required to write your flight code
- Number of passengers and passport information required

Thank you!