KLM case
By Liza Kleijberg
Approach
Research

Analyze provided information

- Case e-mail information
- Optimizing the Digital Experience presentation
- Travel Inspiration Finder
- Website klm.com
- Style guide
Research

Google & trends

Research other airline websites for travel inspiration pages or tools

What we can learn from them:

- Garuda: directly on homepage Explore’
- Britisch Airways: sorted into vacation types: beach vacation, citytrip etc.
- Emirates: social media integrated ‘destination’ + video

Trends:

- srprs.me. The destination is a surprise until the day you leave.
- Video/ vlog works:
  - Connecting with human face
  - Connecting with a voice
  - Emotion can be communicated more powerfull.
  - Movement
Research
Experiences people

Question: how do you come up with the inspiration for your next trip?

Answers

• based on new places (in travel inspiration finder)
• based on interests (in travel inspiration finder)
• based on events (sport, music)
• based on stories of friends and family
• based on books (lonely planet)
• based on social media (Instagram)
• based on travel blogs
• based on video (3 op reis, BBCone, YouTube)
Ideation

Brainstorm scenario of Sara

Given information:
• Weekend trip
• Girls weekend
• Shopping
• Little bit of feel-good-culture
• Tasteful food and beverages
• Max flight budget EUR250
• Destination (semi)flexible (not too far)
• Date semi-fixed: weekend in 6 weeks’ time; leaving Friday or Saturday, returning Sunday or Monday.
Travel Inspiration Finder

Inspiration

The Travel Inspiration Finder (TIF) is a great tool for the targetgroup who doesn’t know where or when to go. The next few pages show my observations and design suggestions.

During my observations I’ve always kept Sara in mind. How can this tool inspire Sara to book a trip with KLM? With this question in mind I started observing. On all my observations I have a ton of ideas for designs, but I had to keep it manageable. With Sara in mind I chose the observations which I thought were most relevant. These observations and suggestions have a positive impact for the total look, user experience and unity of the Travel Inspiration Finder.

Because of the responsive website, I took the other device sizes in account during designing. All my designs are based on the style guide of KLM. Unfortunately I wasn’t able to use the font Noa so I used Avenir Next. That’s certainly not a suggestion.
Big difference in design of the homepage and the TIF. Content part isn’t inspirational.

Observations:
• Navigation homepage is horizontal TIF is vertical.
• Filled background TIF. Feels noisy bit of an overload.
• New possibility in TIF: the hamburger menu (misses one stroke).
• The contentblock has a lot of text. During my research I learned that this group wants to be visually inspired.

It lacks unity in design. Especially when it comes to the navigation part. I’ve designed a suggestion for the landingpage of the TIF.
Homepage vs landingpage TIF

Suggestions pt 1

- Keep the navigation consistent throughout all the KLM webpages. This suggestion for the top menu is also what I would suggest for the homepage of KLM. The only new thing the user sees when they are in the TIF is: ‘filter & find’ and ‘be inspired’. These are part of the navigation of the TIF. Clear navigation is really important for mobile and tablet users.

- When a user hasn’t filtered yet, the ‘travelguide’ page is the first thing they see. It’s important to directly grab their attention. My suggestions are doing this with: inspiring tone of voice and inspiring tone of visual. Both complementing each other. Less text more visual. And also tempt users to scroll down; show a little bit of the next row of images.

For more details go to ‘TIF landingpage’ file
Homepage vs landingpage TIF

Suggestions pt 2 dropped down menu

- Here I wanted to show what the page looks like when the menu drops down. For mobile the search bar will be below the filter circles.

For more details go to ‘TIF landingpage menu out’ file
Destination page

Observation

During my research I’ve learned a lot about what users do to get inspired for their next trip. That’s why I wanted to make a suggestion for the destination page. These are my observations:

- Big bold background picture.
- First contentblock has a lot of text
- No video
- Not much social media incorporated.
Destination page

Suggestion action plan

I started by designing the wireframe of the destination page. During this, I was repeating the questing: What does Sara want to see first when she clicks on a destination?

I collected all my research and picked some features I thought added value, are inspiring and have the feel of exploring to it. I came up with the following wireframe.

For more detail go to: ‘Wireframe destination page’ file
Destination page

Designing the details

Because of some new features in the destination page, I’ve wanted to design them separately. From top to bottom I will show them separately and explain my decisions and after that you’ll see the total view.

• Start with a video. Video is really important.
  - Connecting with human face
  - Connecting with a voice
  - Emotion can me communicated more powerfull.
  - Movement
• This video can contain famous travel vloggers, 3 op reis, or KLM video’s.

Get inspired by the everything Budapest has to offer

Fancy a relaxing break? Book flights to Budapest and visit the Matthias Church and the Opera House. Budapest oozes romance, as the meandering river Danube and beautiful bridges invite endless walks at sunset. You can also take an enchanting
Destination page

Designing the details

- One strong and clear call to action in the content part. Not in the image above the content part because there is too much noise going on, but right after the video part, when people are inspired and ready to learn more about this destination.
Destination page

Designing the details

- After the city highlights, I’ve wanted to incorporate social media. This is an important feature, because it’s not KLM that’s telling you how amazing Budapest is. It’s the people themselves.
  - The top image shows how the feature looks on the destinationpage.
  - The second picture shows how this features changes when you click on a picture.
  - This feature focusses on social media posts with a picture or video.
Destination page

Designing the details

- After the social media, comes the calendar feature. The calendar shows 5 events max. If you want to see more you can click on ‘more events’. Each event shows a date, matching icons and more info. When clicking on that you’ll land in a new window of the actual eventpage.

By showing a calender users are approached in a different way. During my research I found there were some people who went to visit a city for an event. An event can be the reason to go somewhere. With this feature we inspire people by showing events.
Destination page

Total view

- Top navigation the same as the other pages
- Background picture stops below the contentblock. When scrolling down the picture scrolls up, because there is a lot going on in the contentblock. I wanted to keep it simple and clean.
- One orange clear and strong call to action.
- No additional call to actions in the background picture. This part moved to the contentblock. Also to keep it simple, but also because people tend to directly start scrolling.
- Navigation part of the contentblock remains the same.
- Overview page is no longer a recap of all the tabs (tips and articles, hotspots etc). It’s now inspiring with new features.

For more detail go to: ‘Destinationpage Budapest’ file
Mobile navigation

Observation

The number of travelers who plan their trip on their mobile devices is growing tremendously. Also for Sara this might be the case. While designing for the responsive website it is really important to keep this in mind.

While looking at the website on my smartphone there is much to gain when it comes to the design. The overall look is a bit messy; several different types of navigation.
Mobile navigation

Suggestion pt 1

• Clear navigation: only one word that says ‘menu’.
• Top navigation only one element.
• The same call to action design for all devices (orange button). This causes overall unity and clearness for users.
• Less individual elements
• Less text more visual
• One call to action in orange
Mobile navigation

Suggestion pt 2

I’ve wanted to show what the rest of the navigation looks like.

• Everything in one menu.
• When the menu drops down it’s clear and easy to navigate in.
• When you click on ‘Filter and Find’ you’ll see the icons.
Homepage solution

Observation

- The top navigation is really crowded and a lot to take in.
- The button ‘view flights’ in orange draws attention. That’s not necessary in this case, because user are going the view flights if they filled in all the information asked.
- The ‘I want to see all destinations’ is clipped on the ‘search flights’ box. In that way it doesn’t really stand out. Also the tone of voice doesn’t imply that there is an amazing tool hidden behind it.
Homepage solution

Suggestion

- Top navigation is simplified just like the navigation in the TIF.
- I’ve removed the clipped on ‘I want to see all destinations’ part.
- ‘View flights’ button is now KLM blue in stead of orange. In that way it draws less attention.
- I’ve incorporated the TIF in the orange tab above the ‘flight insights’ tab. This tab is always showing. Also I’ve changed the tone of voice, now saying: ‘Get inspired for your next trip’. The tab is orange in that way it pops of the page and gives it a playfull and adventures feel to it. All to make sure the group of people who don’t know where or when to go get tempted to click on it.

For more detail go to: ‘Homepage solution’ file