



Mehmet Aygar
UX/UI & Digital Strategy

CASE STUDY

Aircell - Gogo In-flight Mobile

B2C Native Mobile App that actually allows users to purchase subscription

ABOUT

Aircell brings internet to skies and wanted to build a mobile version of their laptop experience that was recently built and delivered by a third party where customers were struggling to purchase and connect to the internet.

The apps goal was to enable passengers to purchase a pass and connect to the internet with their devices in airplanes during their flights above 10,000ft and communicate with others, join meetings, etc.

MY ROLE

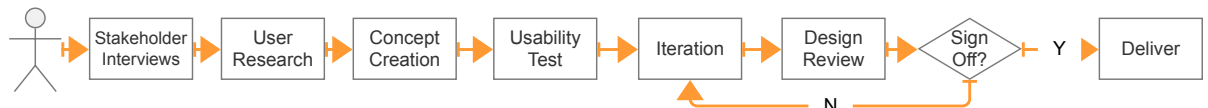
They were looking for a Sr UX/IA with an extensive mobile experience and expert on Axure to create their desktop experience in Axure first then convert that experience to mobile. My mobile experience goes back to Palm Pilots to Compaq Windows CE's to very first iPhones.

PROBLEM

Customers were failing with their attempts to purchase and connect to the internet with their laptops which was causing a lot of frustration to both the passengers and the airlines.

Converting an experience that returned such results to mobile would make things much worse considering all the limitations of mobile devices out there. Much smaller screen sizes, the navigation, and users ability to type things, etc.

PROCESS



RESEARCH

I looked at the analytics on a few flights and I found out...

About 70% of all the users who tried to purchase a pass failed at least one time and gave up.

About 15% were able to purchase a pass but couldn't find their way to connect to the internet and gave up.

About 15% were able to successfully purchase and connect.

About 10% of those successors were repeating customers

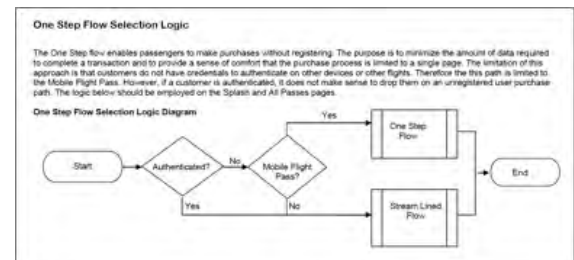
How did the rest of the 5% reached their goals? I sent out a survey to the 5% and found out that they were sitting next to those 10% and received their help to purchase and connect to the internet.

I ran expert analysis and found out that users had to go through 6 different screens and enter 30 pieces of information to be able to purchase a pass and connect to the internet.

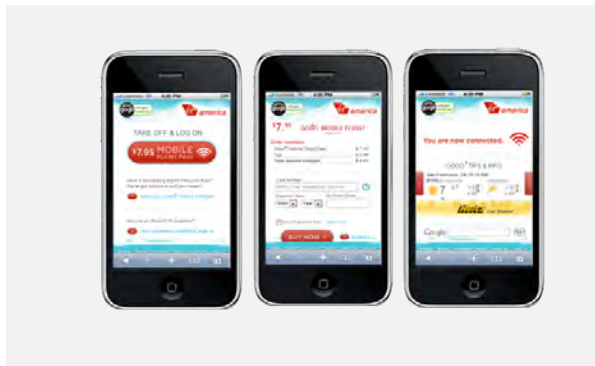
Ran some usability tests. Users were not able to find what they need so navigation was not making much sense to the users and there were quite a few labeling issues as well.

FLOW DIAGRAM

Before I started converting the existing experience to mobile, based on my prior experience, I created a single page purchase path instead of 6 screens with 30 input fields.



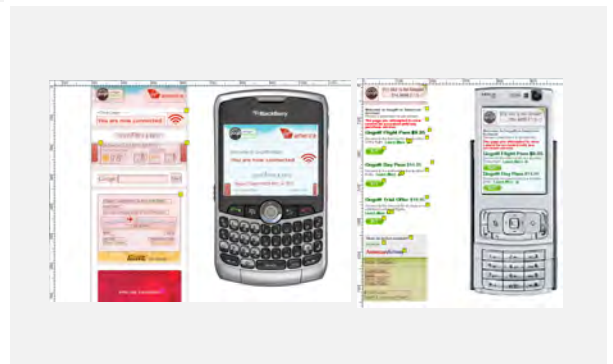
Hi-Fi CONCEPTS



Because of the time constraints I created Hi-Fidelity clickable prototype to run a usability test and received great results.

Hi-Fi CONCEPTS

The next step for me to create the same experience for Blackberry and Nokia phones and test it.



SPECS DOCUMENT



Aircell increased its conversion rate up to 40% within the week the app was launched.

