Flybye

All travel. No hassle.

About

Flybye is an all-in-one airport assistant in your pocket. Whether you're stuck in security, in the bathroom, or you're at the wrong gate, Flybye is here to help you catch your flight. By simply accessing the app on your phone, you have the ability to never miss your flight or arrive to the wrong gate again.

Role

My role was to research common problems people were having at the airport. From that research, I synthesized and grouped all my findings to find and solve the most common problems people were having. After the research, I conceptualized, developed and tested the branding, wireframes, lo-fidelity/high-fidelity mockups and prototypes.

Unvalidated

Problem

Travelers miss flights for multiple reasons, but often because they don't know when to leave home, and they end up stuck in a long security line. People would rather wait at the airport for multiple hours than risk missing their flight.

Personas

Steve Student

Validated

ABOUT

Steve Student
24 years old
Student at the Academy of Art University
Loves Flying - has been flying since he was a little kid
Careful Flier - likes to know where everything is doesn't like any negative experiences

BEHAVIORS/ACTIVITIES

Goes to school daily
Visits family out of state when school is on vacation
Always on a device
Uses phone for navigation, music, social media
Uses laptop at school for work
Uses desktop at home for work/fun

NEEDS/GOALS

Needs an easy way to track his flights
Doesn't want to miss his flight
Needs to know when to leave for the airport
Wants to buy food for the flight, but can't always

Francesca Family

Unvalidated

ABOUT

Francesca Family
30 years old
Works as a insurance salesperson
Married with one child - one years old
Family lives in Oklahoma

BEHAVIORS/ACTIVITIES

Works 3 days a week
Spends most of the day with her son
Only travels for holidays and special occasions
Uses phone for home use
Uses laptop for work

NEEDS/GOALS

Needs an easy way to track her flights
Doesn't want to miss his flight
Needs to know when to leave for the airport
Needs the easiest experience travelling with her son

Validated

Problem

After conducting interviews with experts in the air transportation industry, as well as passengers, I have concluded that the most common reason passengers miss their flight is because they get their flight information mixed up or passengers show up after their flight departs.

Research

82% wanted real time **flight status**

56% wanted real time **baggage tracker**

46% wanted real time **security time updates**

60% of responders were **female**

80% of responders flew **within a year**

60% of responders had a **layover longer than an hour**

Branding

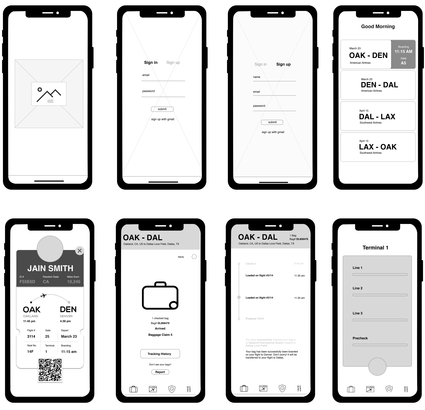
Color Palette

Cherry Red	Candy Apple Red	Plum Red	Midnight Black	Steel Grey	Snowcap White

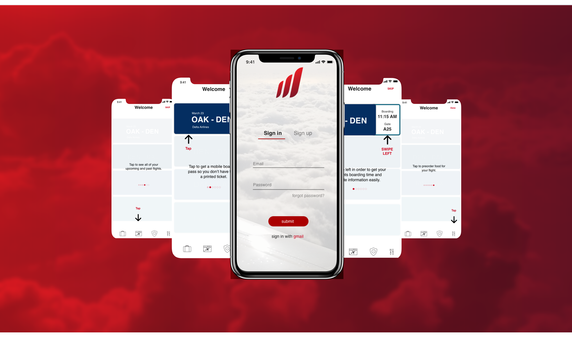
Deep Blue	Ocean Water	Sky Blue	Electro Blue

IA MAP

Screens

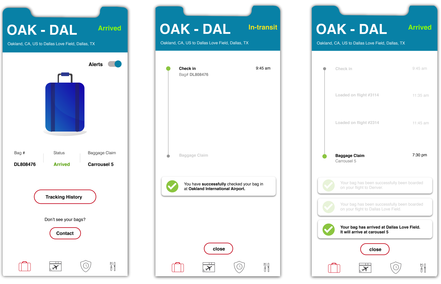


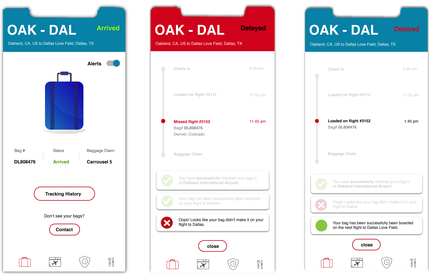
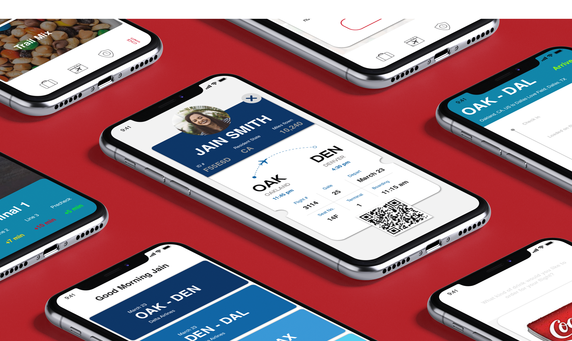
After user testing, I found it was hard for users to swipe to see only their gate information and boarding time only. So after testing a few different users, I decided to create an onboarding system to show users how to use the app.



SUCCESSFUL

Once users check their bags, they're notified that their checked bag has made it on the correct flight.



NOT SUCCESSFUL

If users' checked bags don't make it on their flight, they know where their bag is and gets notified when it departs the current airport. Users will know where their bag is at all times and when they will expect it to get to their destination.