

My Portfolio



William Jackson

👋 About me

I'm Will, UX/UI designer from Manchester, UK.

I strive to create seamless and human-centred design solutions that benefit the user.

I have worked at depth across a wide range of UX disciplines, taking a wide look on the service interaction rather than siloing design choices.

I'm someone who embraces team collaboration, being an approachable and considerate of all perspectives and solutions.



4 - Consulting the current experience

5 - Consulting the current UX

11 - Current UX/UI implementation

17 - Research

18 - Triangulation method

21 - Research Plan

25 - Research Results

34 - Redesign

35 - Redesign considerations

40 - Wireframing and ideation

46 - High fidelity design

54 - Measures for success

55 - UX benchmarking

56 - Preferred research methods

60 - Supporting documents

61 Appendix, Moodboard, Typography and reflection.

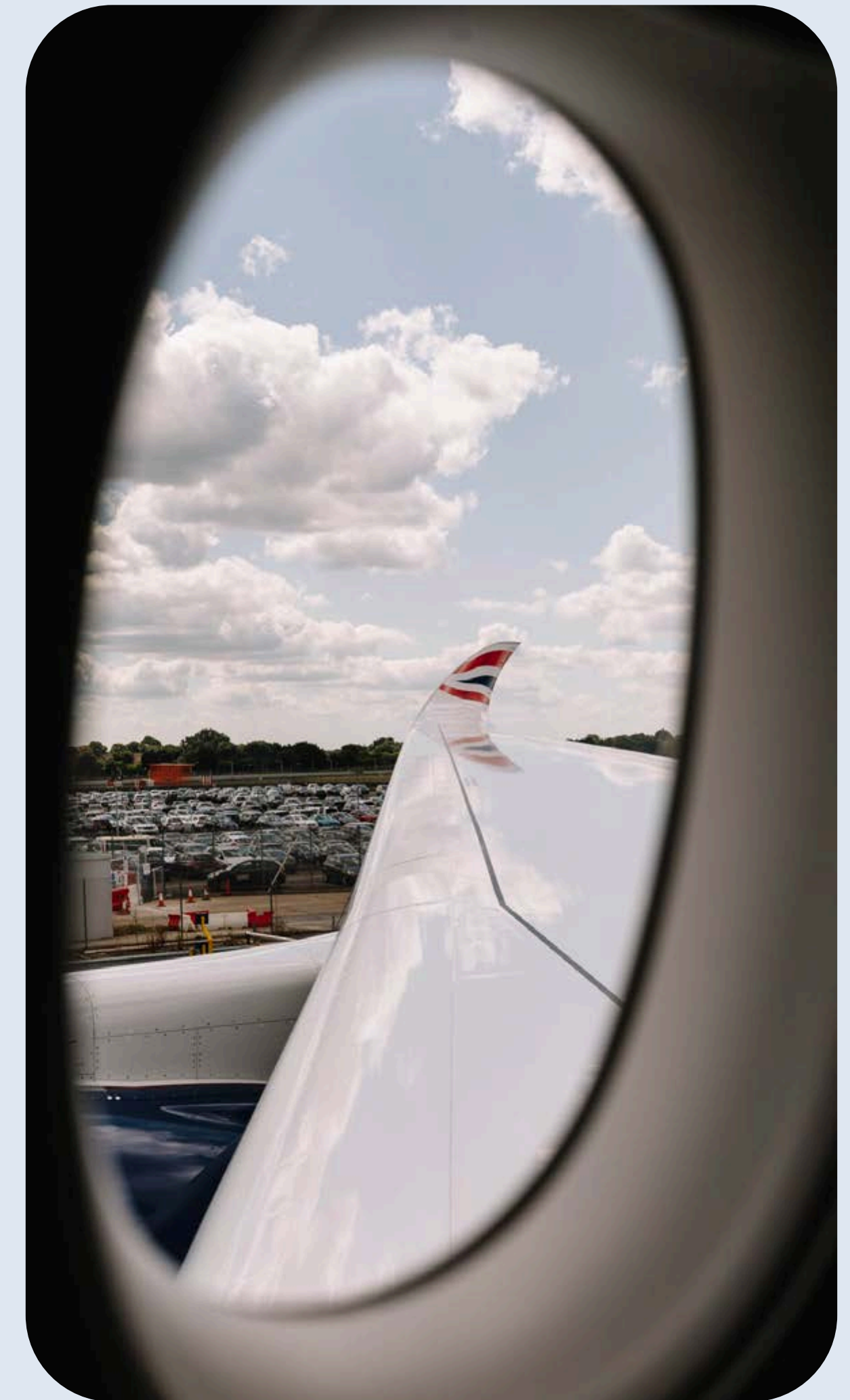
63 References

Consulting the current experience



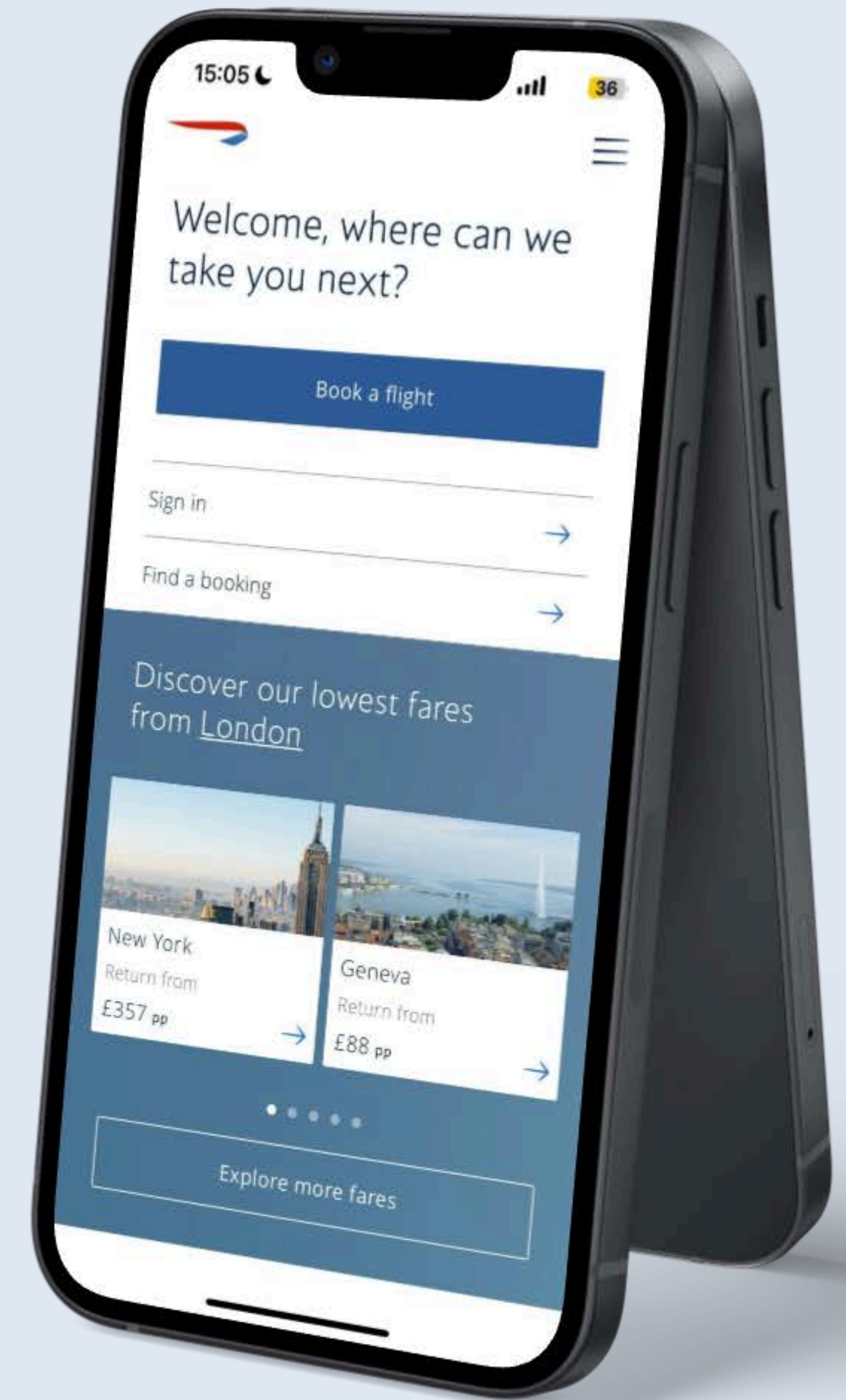
British Airways is the flag carrier of the United Kingdom, having over 200 destinations and over 40 million customers.

As one of the country's most recognisable brands, it has the sole mission of **'connecting Britain to the world and the world with Britain'** (British Airways, 2025)

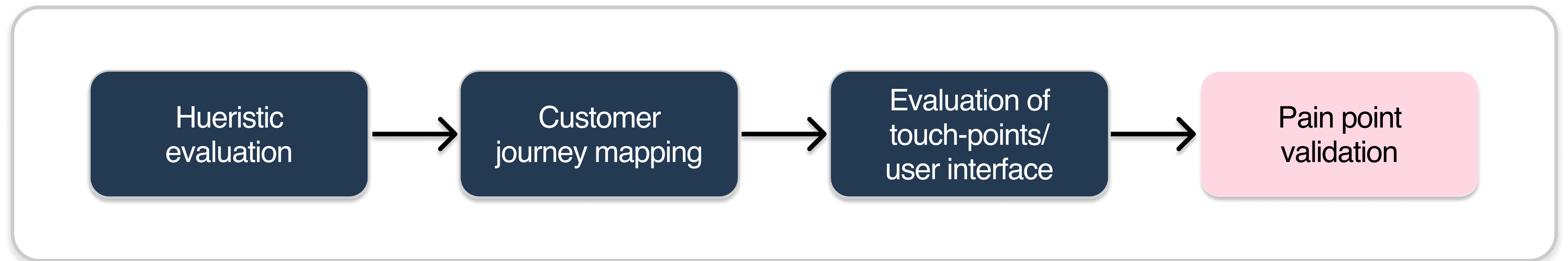


The British airways app provides a service to its customers which assists with all interactions, from booking a trip to boarding the flight.

The **select a flight experience**, allows users to find important details such as flight price, availability and build an overall itinerary for their travel experience.



Pain points were identified in a recent audit of the British Airways app. With the select a flight experience being identified as an area for further exploration.

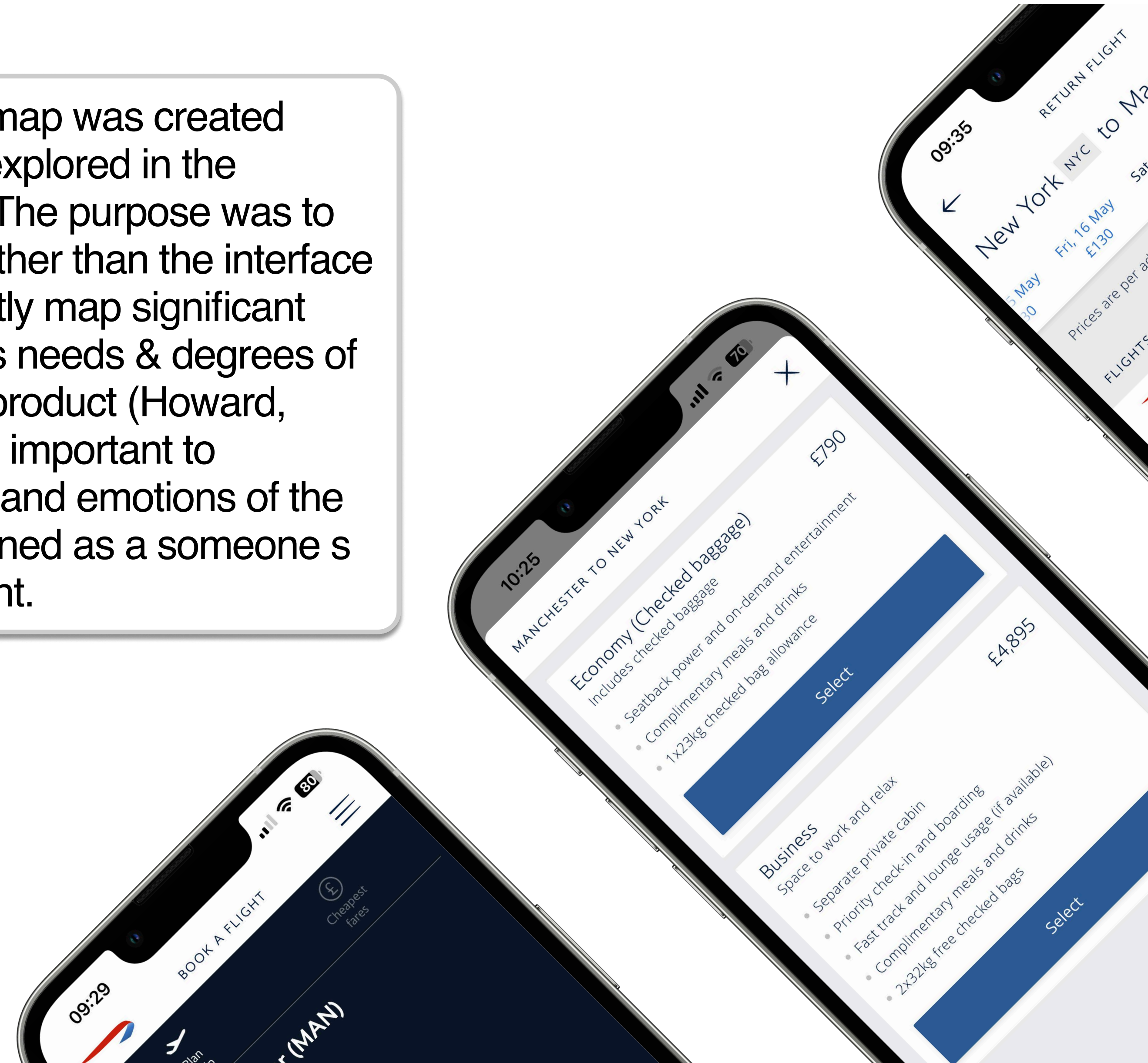


Exploring Current effectiveness

Heuristic evaluation was important in measuring the current effectiveness of the user experience originally created by Nielsen Norman Nielsen, 2024). Being able to measure the design against a set of guidelines (called heuristics) that make systems easy to use (Moran and Gordon, 2023).

The inclusion of competitors of the same journey in British Airways marketsould be also useful to see other live designs which may have UX implementations with a higher effectiveness and with a more seamless journey.

Customer journey map was created based off the areas explored in the heuristic evaluation. The purpose was to look at the service rather than the interface itself and subsequently map significant changes in the user's needs & degrees of satisfaction with the product (Howard, 2014). This would be important to understanding goals and emotions of the users, who were defined as a someone s looking to book a flight.



Heuristic Evaluation Findings



British Airways

🇬🇧 Leading Airline in British markets

✗ **Poor visibility** to what step the user is at in the overall purchase experience process.

✗ **Lacks Minimalist design** with a high emphasis on written content informing the user.

✓ **Clear 'emergency exits'** users could always come back to their previous/ selection.



Scandinavian Airlines

🇪🇺 European market competitor

✓ **Speeding up interactions** with filters which search 'direct flights only' through intuitive UI.

✓ **Being informed** what step in the experience they're at, users know what selections are being made at every stage.

✗ **Dark Pattern?** Reliability of information being communicated to users is misleading. when pushing seat upgrades.



Virgin Atlantic

🇪🇺 European market competitor

✓ **Efficiency.** Users can compare flight tickets easily to find what works.

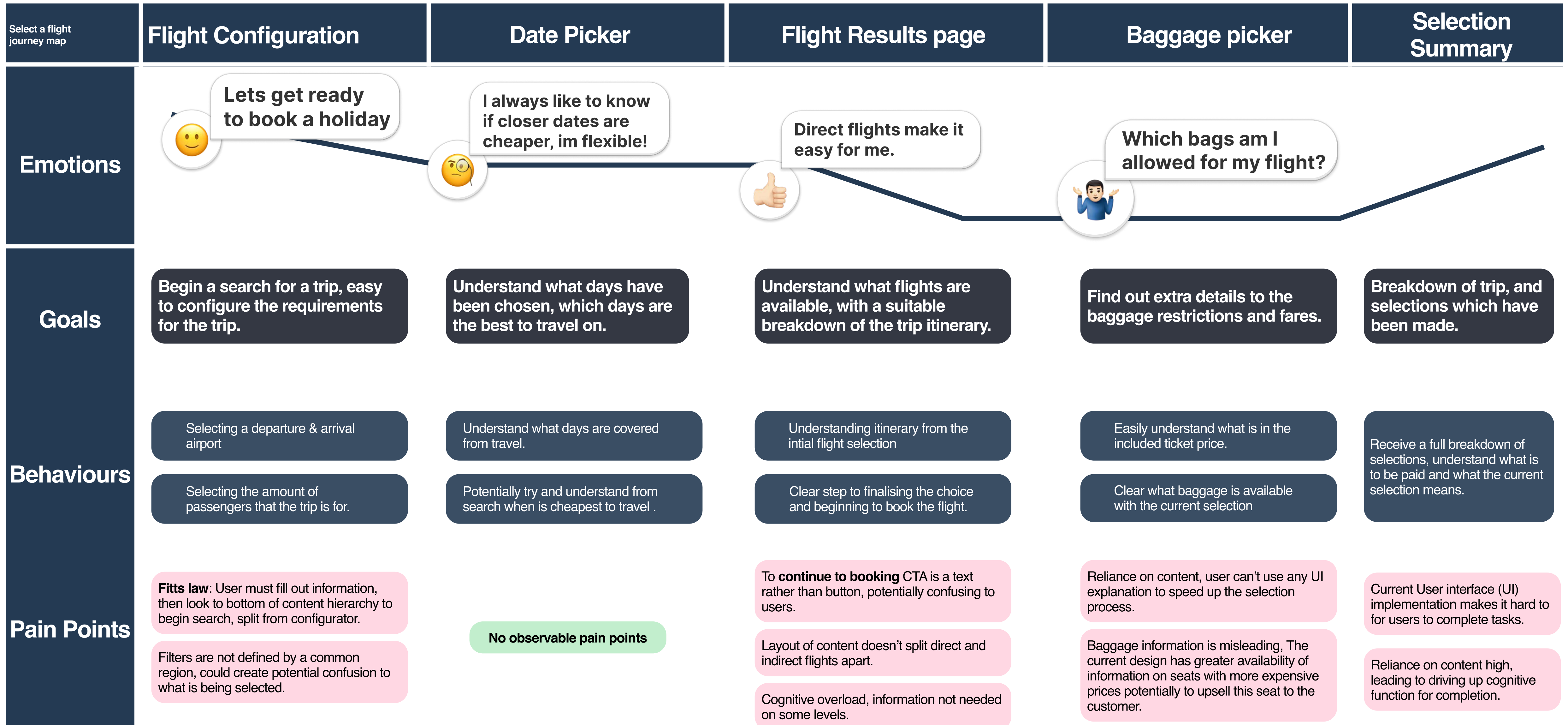
✓ **Flexible** User can quickly move between different payments and flight class to get the best selection for them.

✗ **Memory Load.** Users cannot configure the passenger numbers without having to recall info on their choices.



Customer journey map

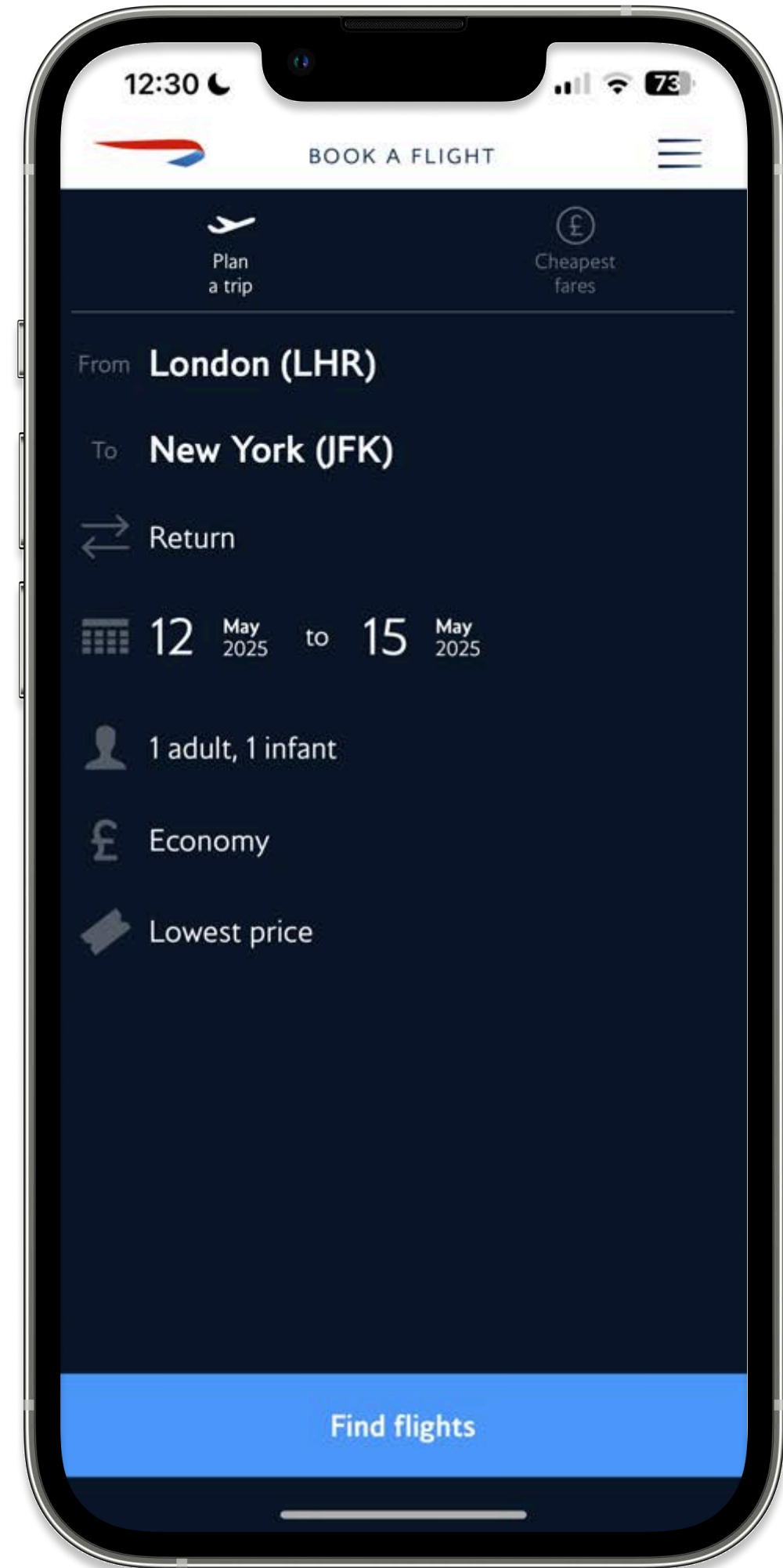
CUSTOMER STEPS



Current UX/UI implementation



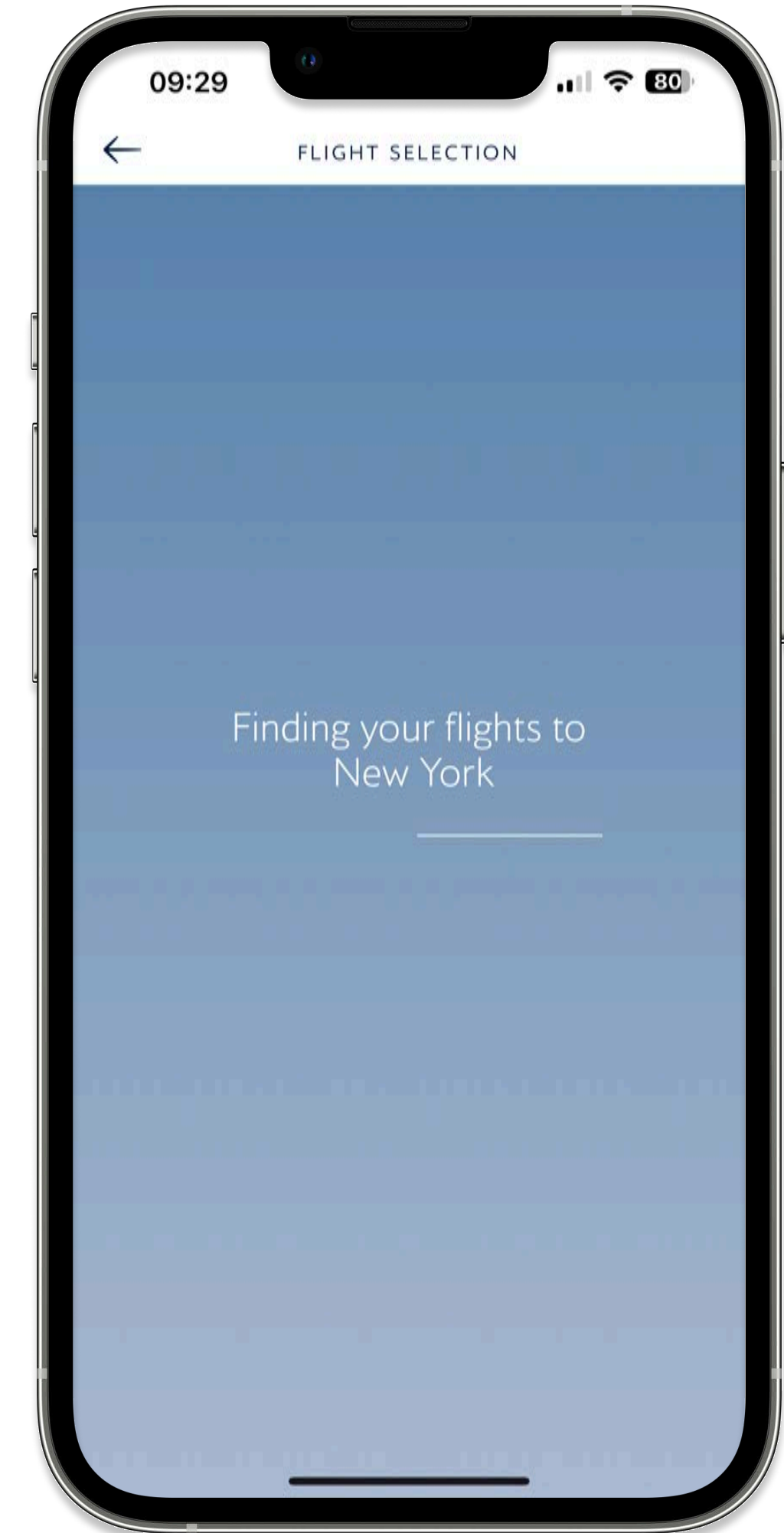
Current UX Implementation - 1/2



Book a Flight Configurator
(British airways , 2025)

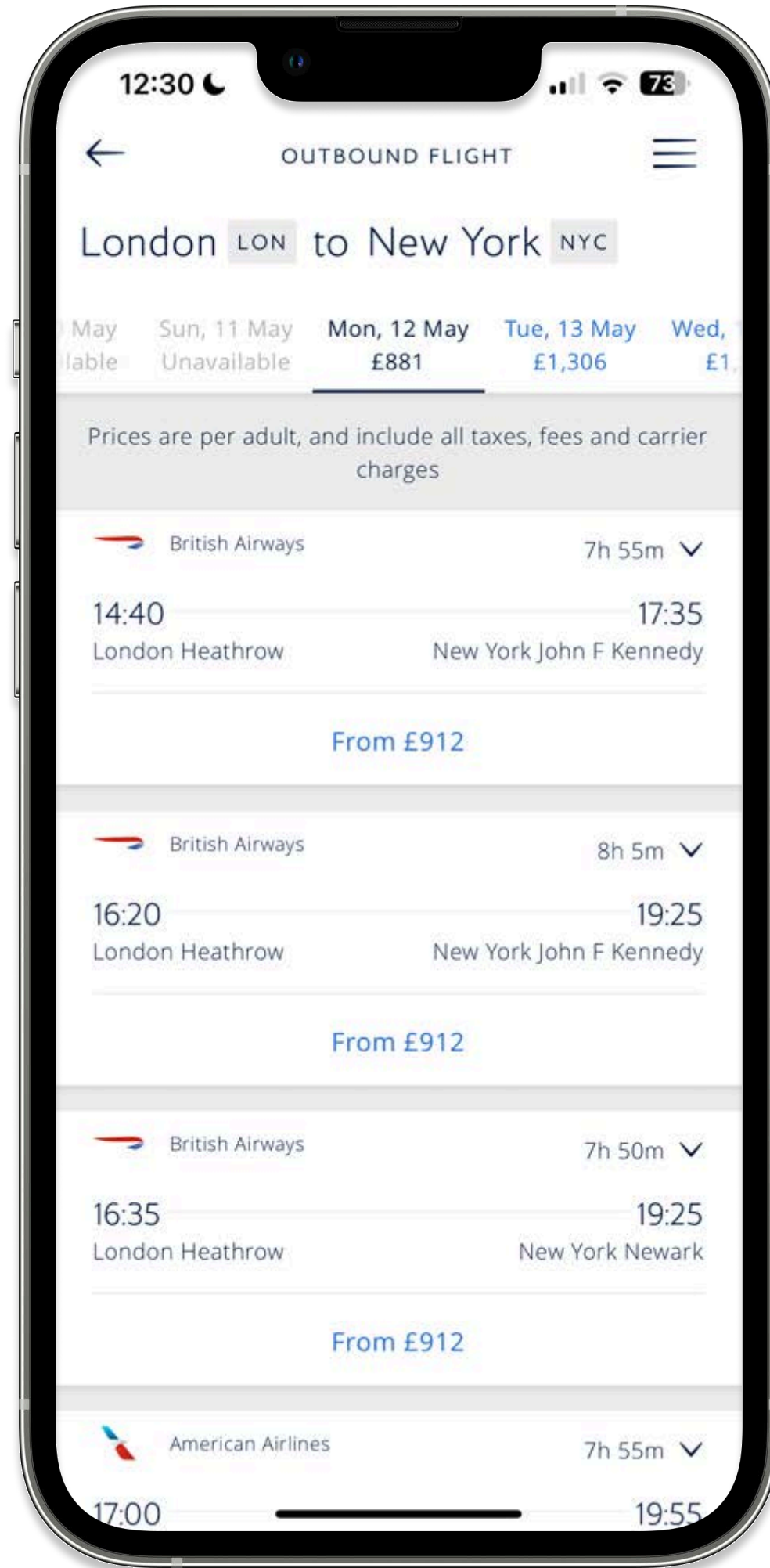


Book a flight date picker
(British Airways, 2025b)

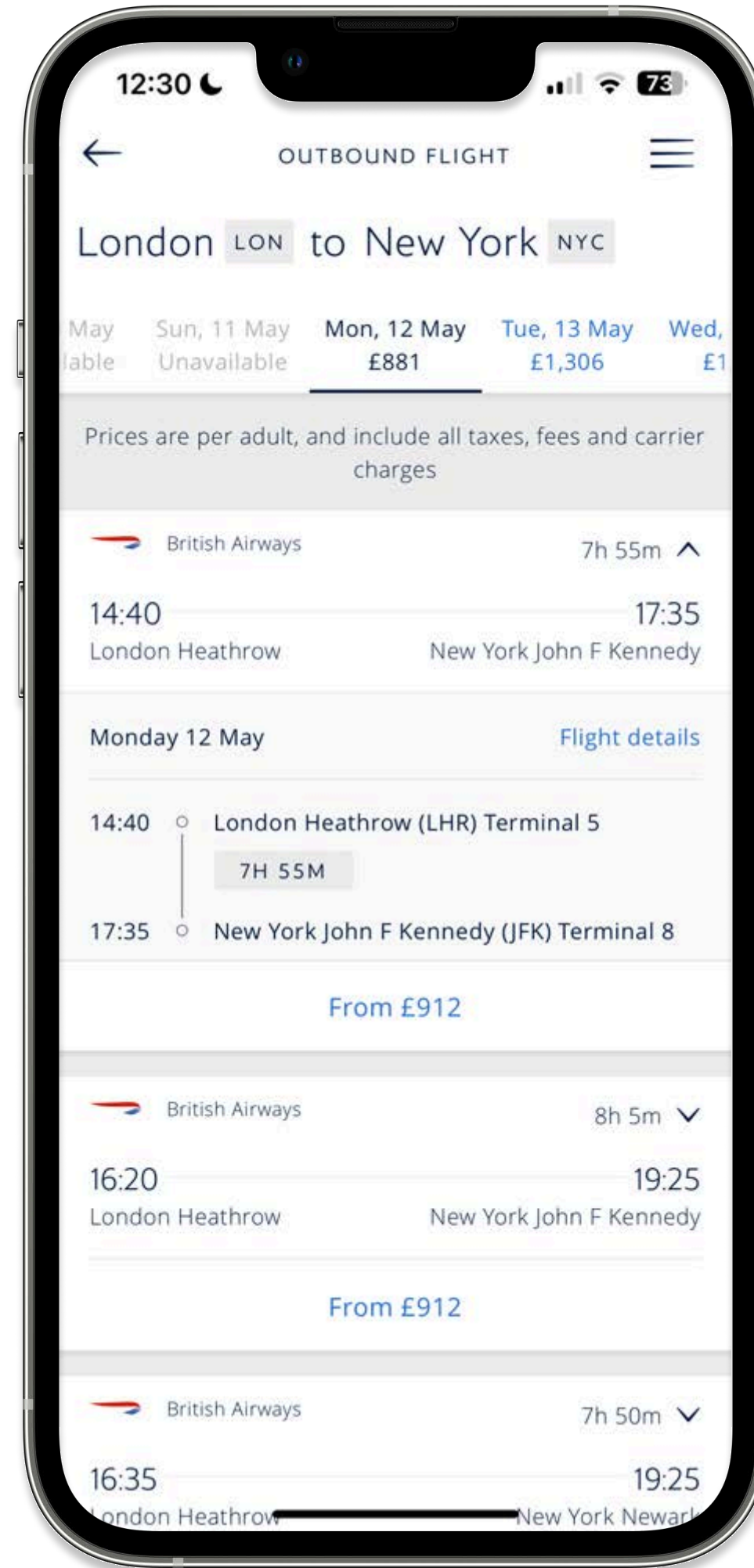


Loading screen
(British Airways, 2025c)

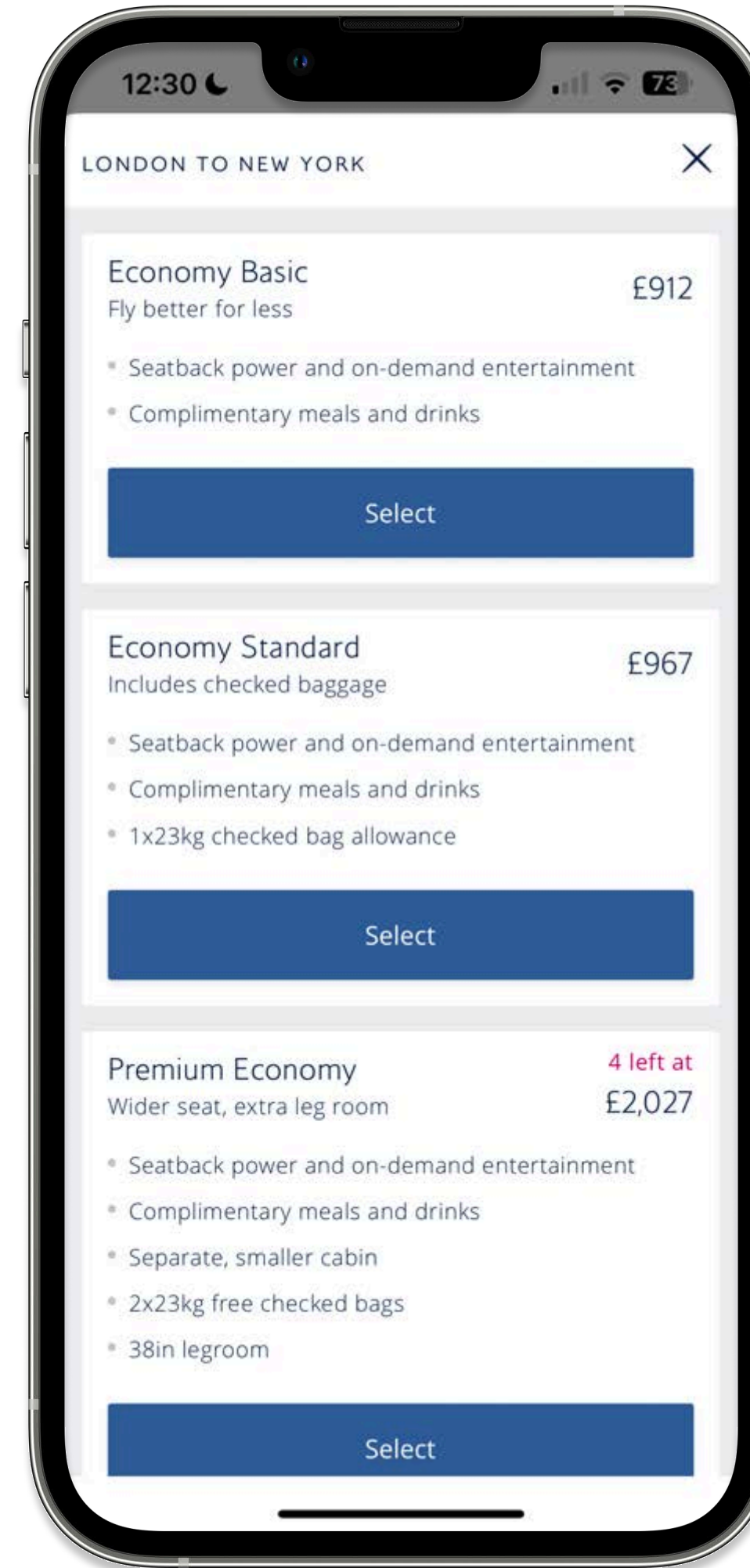
Current UX Implementation - 2/2



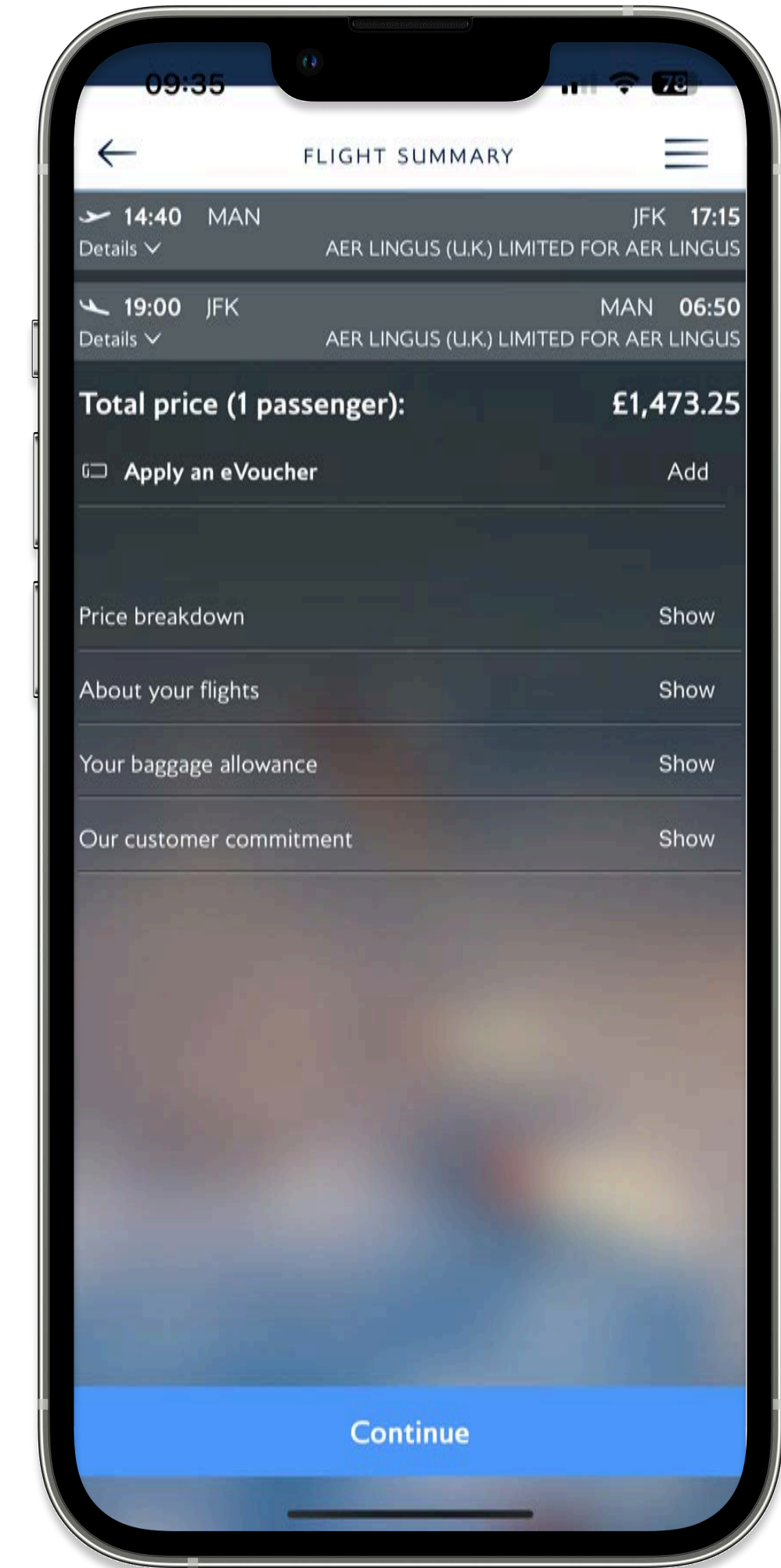
Flight results page
(British Airways, 2025c)



Flight results page expanded
(British Airways, 2025c)

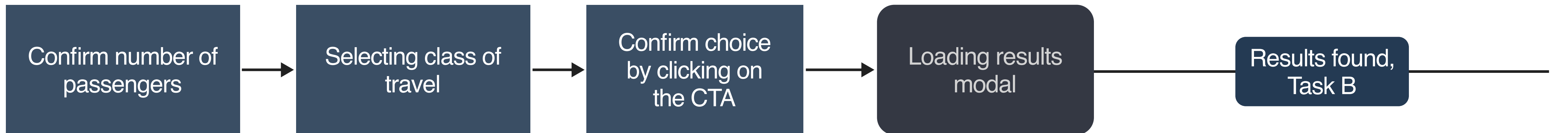


Baggage selector
(British Airways, 2025b)



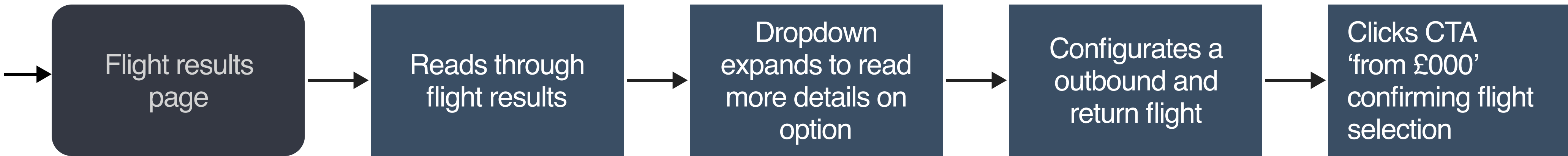
Flight results page expanded
(British Airways, 2025c)

User Flow



User Flow, Continued...

Task B: flight selector



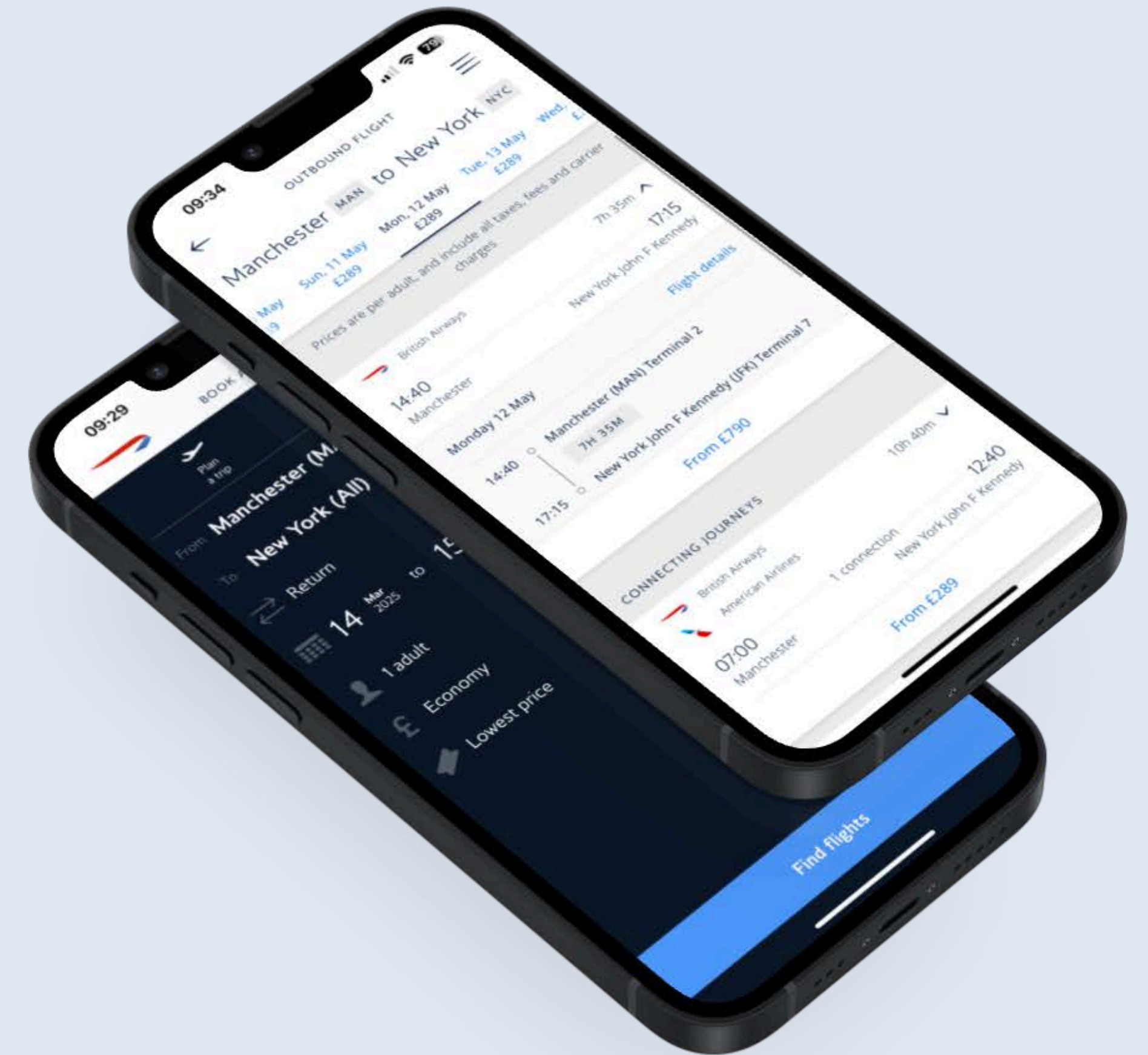
Task B: flight selector

Task C: Selection summary



User Experience problem to solve:

Reduce the amount of **steps** and cognitive effort to configure a selection when the user is **selecting a flight** using the British airways app.



Research plan



Triangulation

With research, it was important we kept a high level of validity. The framework provided with triangulation allowed us to focus on a variety of qualitative and quantitative methods.

Qualitative research typically involves direct personal experience, with the goal to understand ‘externally observable behaviour and internal states’ (Heale and Forbes, 2013). Conversely, quantitative considers numerical statistics.

Despite triangulation requiring more resource to facilitate multiple research methods, this would be key in finding consistencies providing a view of the results than either approach could do on its own.



Proposed researched methods

Quantitative & Qualitative method

Eye tracking study

Study on where users were drawn to on the page. With it being suitable in observing the allocation of visual attention. (Carter and Luke, 2020a)



Suitable in visualising pain points witnessed in the heuristic evaluation, offering insight to when the user is performing his routine task (Punde, Jadhav and Manza, 2017).



Unreliable fixation detection (Thilderkvist and Dobslaw, 2024) may lead to inaccurate recordings of gaze plots in the eye tracking study.



To counterbalance this, 5 participants as these would be set to uncover '85% of usability problems' (Nielsen, 2000)

Thinkaloud research

Qualitative method

The qualitative lens to our triangulation roadmap. Thinkaloud would offer raw reaction of our participants as it generates direct data on the ongoing thought processes during task performance JASPERS, M. et al. (2004)



Thinkaloud practice happens in the working memory, with varying cognition required to complete tasks. We would hope to build systems on the basis of these insights JASPERS, M. et al. (2004)



When tasks are being carried out and the user is to speak aloud, they may not be especially proficient at verbalizing their thoughts (Cooke and Cuddihy, 2005).



To counterbalance users not being used to think aloud protocol, reflection of at least a subset of the thoughts involved in the mediation of the task being performed (Eccles and Arsal, 2017).

Post-interview questions

Quantitative method

Post-task questions offered a gauge to users' feelings shortly after completing the task, with the use of a scale in every question. using a scale of 1 (hard) to 5 (very easy). Providing an indication of perception on overall usability.



This method may uncover new information about the context of use and the user needs (Hertzum, 2020) which might have been missed in the main usability test. As a result proving a great amount of validation.



Primarily focusing on the functionality through these interview questions may avoid the real user emotions associated with the journey.




Questions would be asked and resemble the tasks participants would use in a real world situation. (Hertzum, 2020) Giving us accurate validations.



Research Objectives

 Understand users' feelings towards selecting a flight with the British Airways App.

 Uncover elements of the experience which users are struggling to complete when selecting a flight.



Equipment

- Tobii eye-tracking equipment / Prob labs app for research analysis.
- iPhone 13 to facilitate test.
- British Airways account login.
- Research session run sheet.



Personel

- UX researcher to moderate session.
- Notetaker to capture Thinkaloud study.



Scheduling

- **20 minute session x 5 participants** at MMU SODA user research lab.
- Post-task interview questions to close sessions.



Ethical considerations

- Participants informed on purpose of research.
- Full consent to be asked on recording of their data and results from eye tracking study.
- All information will be declassified inline with GDPR and data protection.



Participants

- **Inclusion criteria** - Aged 18-64, frequent traveller or used apps to complete flight purchase.
- **Exclusion criteria:** Infrequent flyers



Scope limitations

- Research sessions would have an allocated time slot.
- Poor calibration of Tobii eye-tracking equipment may provide inaccurate results.



Success metrics

- Time to complete tasks identified.
- Strong results from eye tracking and post task interview.



Usability test Task

Participants will be required find a direct flight from London Heathrow to new York JFK, for 2 adults in economy between 12th and 15th may.



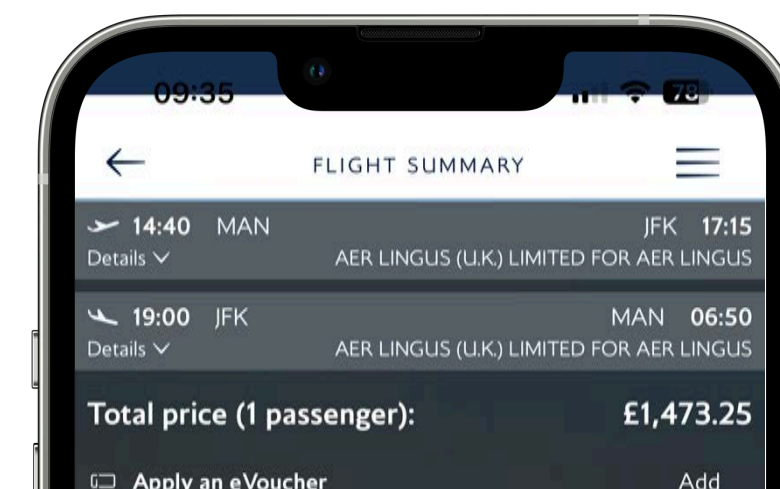
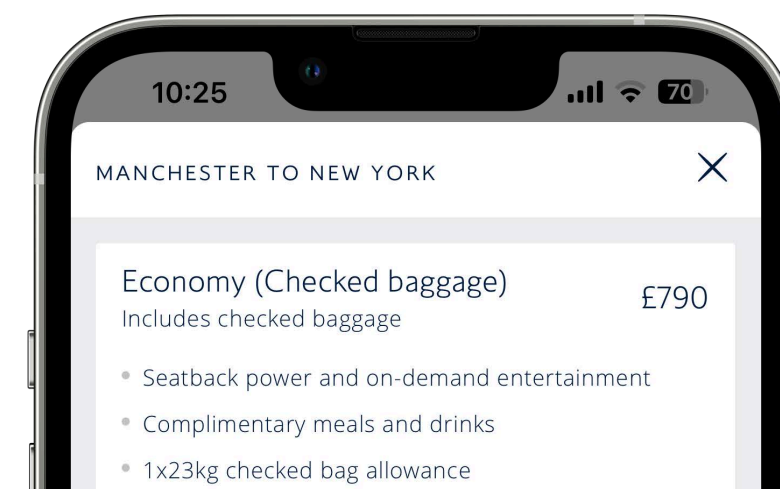
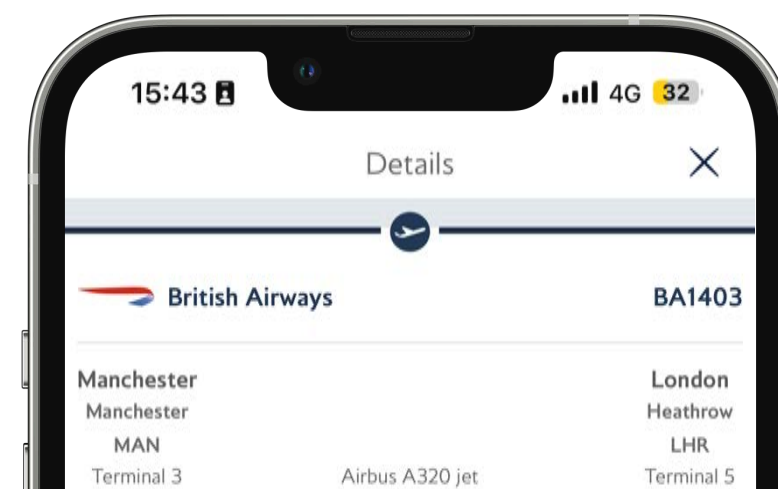
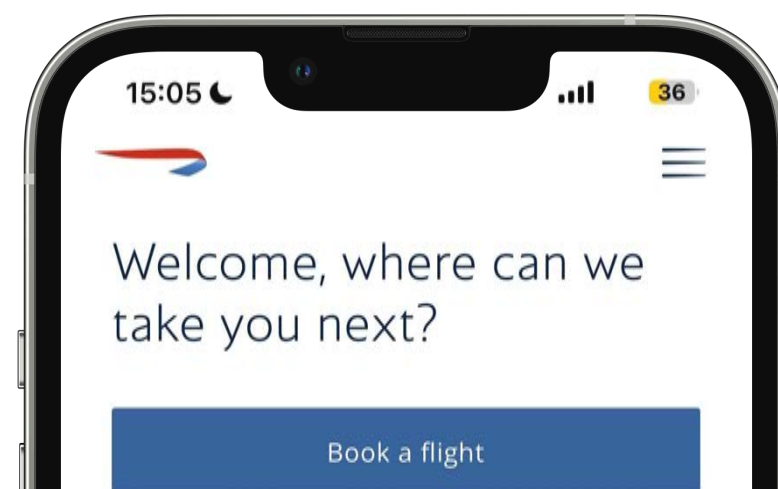
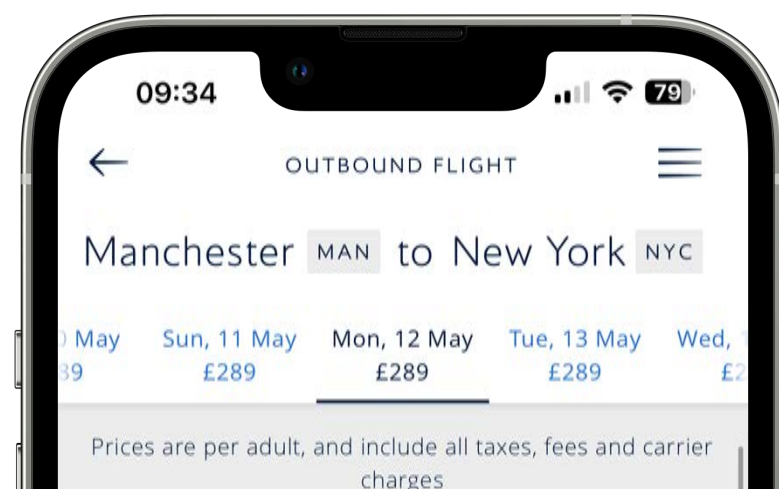
Post-task interview questions

**Measured on a scale of 1 (Hard) to 5 (very easy)*

How easy do you think it was to complete this task of successfully configuring your flight selection?

How satisfied are you that you have selected the correct product?

How easy do you think it was when understanding the information relating to the flight results?



Research results



High-fidelity designs: Configuring a flight

1

Filters: Users can now select direct flights only and what type of ticket they're looking to purchase at their first interaction. These were placed in the hierarchy due to their close relation with the ticket type selection.

2

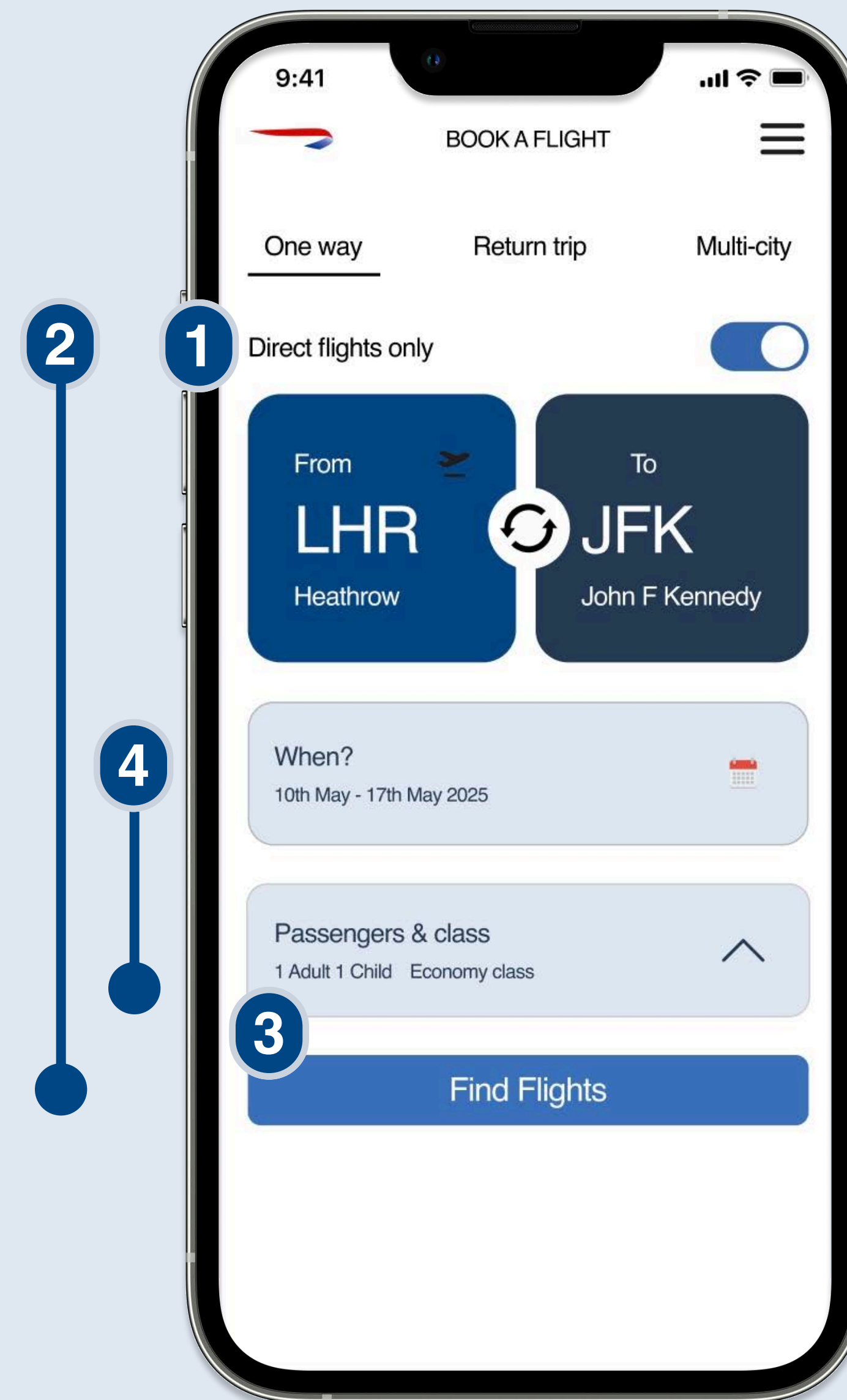
Simplification of steps: Breaking the steps down into clear areas, helped to bring a natural next step in the content hierarchy, with choices embedded within them when the user clicks. This reduces working memory, ensuring ease of use is at a safe threshold to prevent task failure (Jung et al., 2011).

3

Fitts' law: The moving of the CTA closer to the steps makes them feel related, naturally being the next step in the journey. The time required to move a pointing device to a target is a function of then distance to the target and its size (Yablonski, 2022) subsequently allowing for a quick win in reducing time on tasks.

4

Ensuring WCAG 2.2: Using clear labels such as 'When?' and 'Passengers & class' support screen readers and help users identify specific components within the content.



Flight Configurator

Eye tracking Results: Flight selector

1

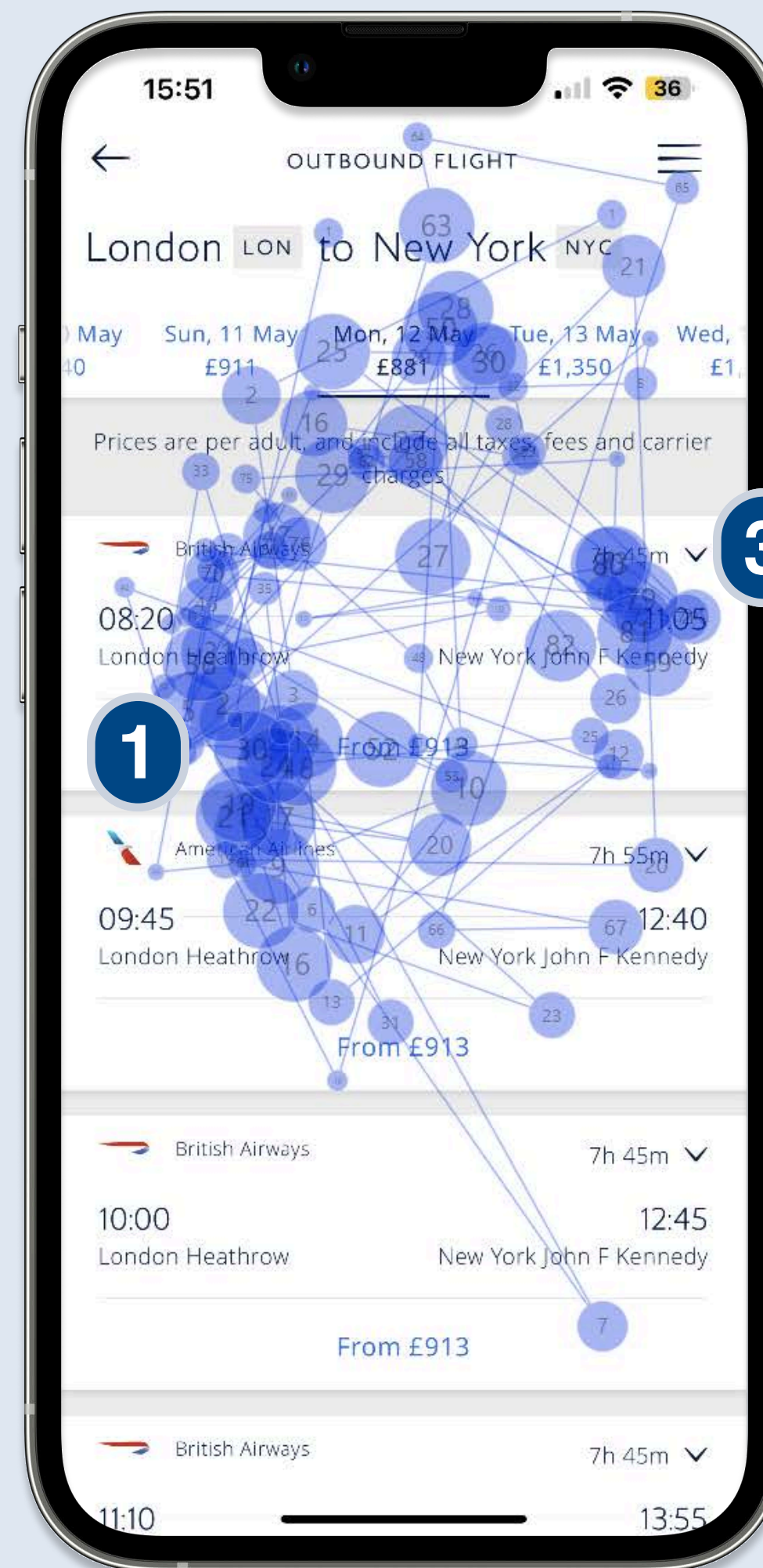
The next step 'from £913' is seen by the users early, but then not actioned upon. The look and feel goes against users mental model of a button, taking them longer to figure out where it is. (Yablonski, 2024).

2

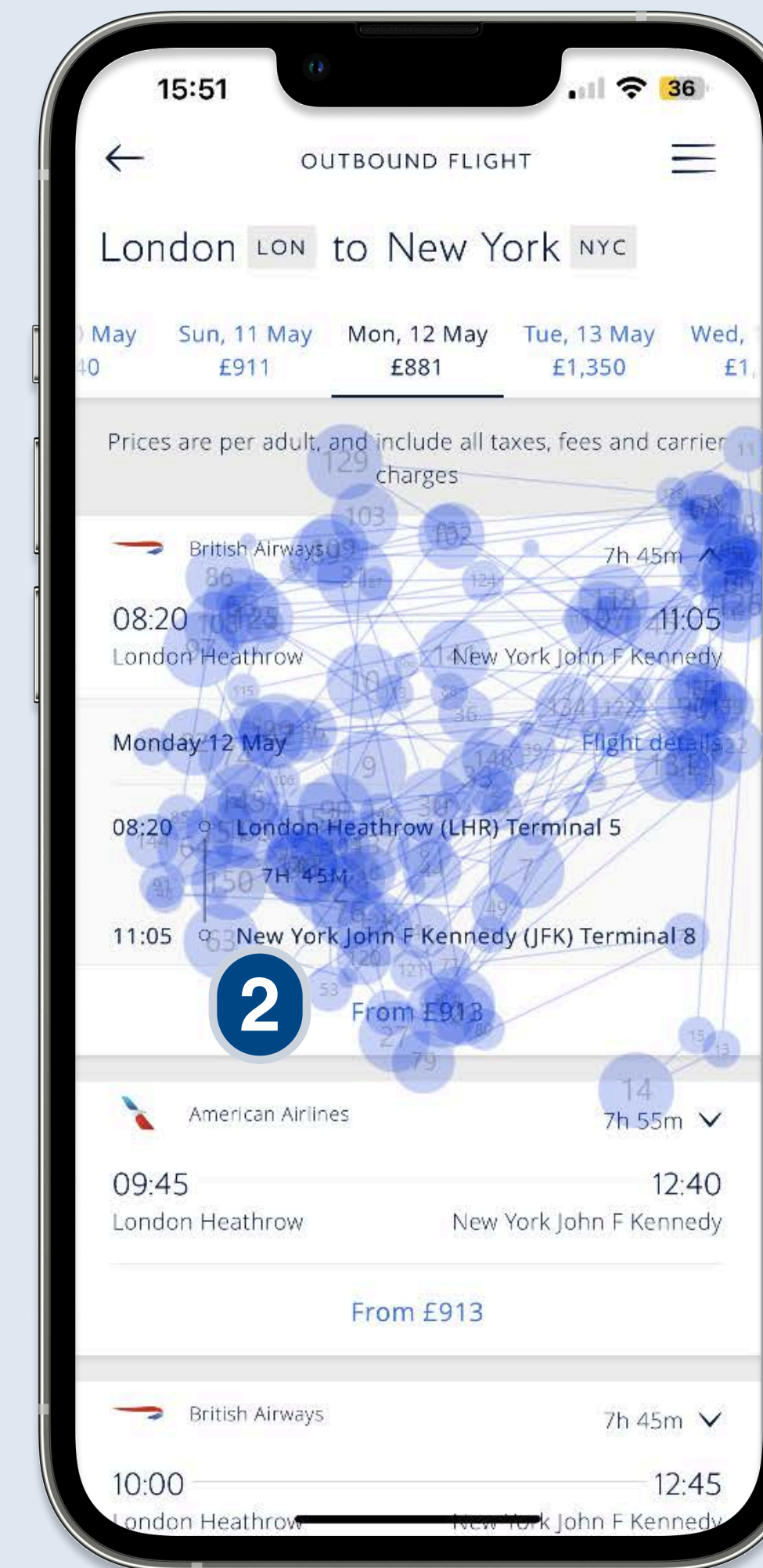
Once the dropdown has been expanded with more details, users attention is upped on the CTA, with 5/5 participants then selecting the flight. Because the interaction happens now, shows the perceived lack of usability with visual aesthetics of an interface significantly influences users' perceived ease of use (Tuch et al., 2012).

3

Users have **very little focus to the dropdown icon**, gaze plots suggest this is missed with it being an important part to finding out specific flight details as a result of its small touch target



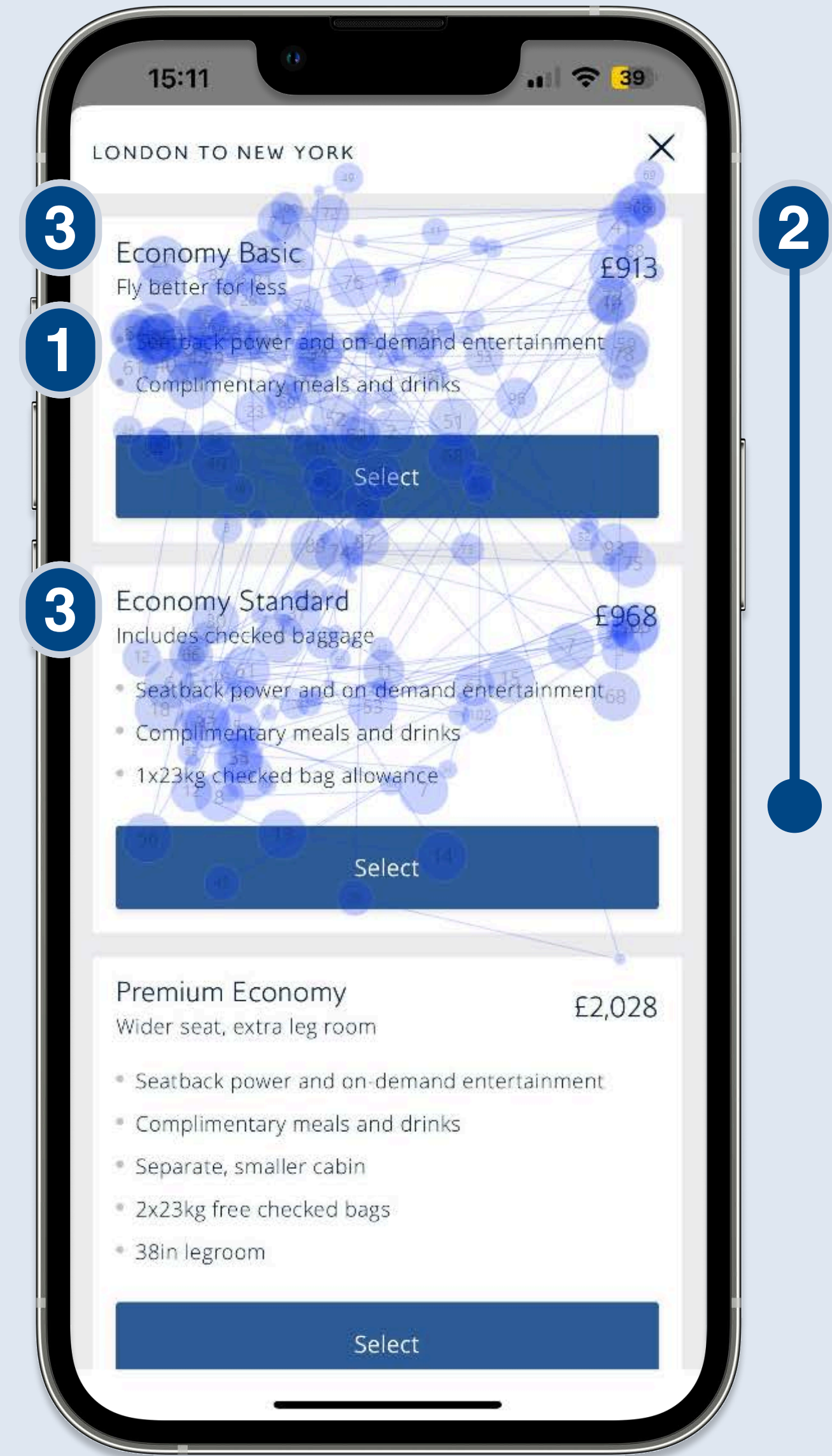
Flight details



Flight details, expanded tile

Results: Baggage/fare selector

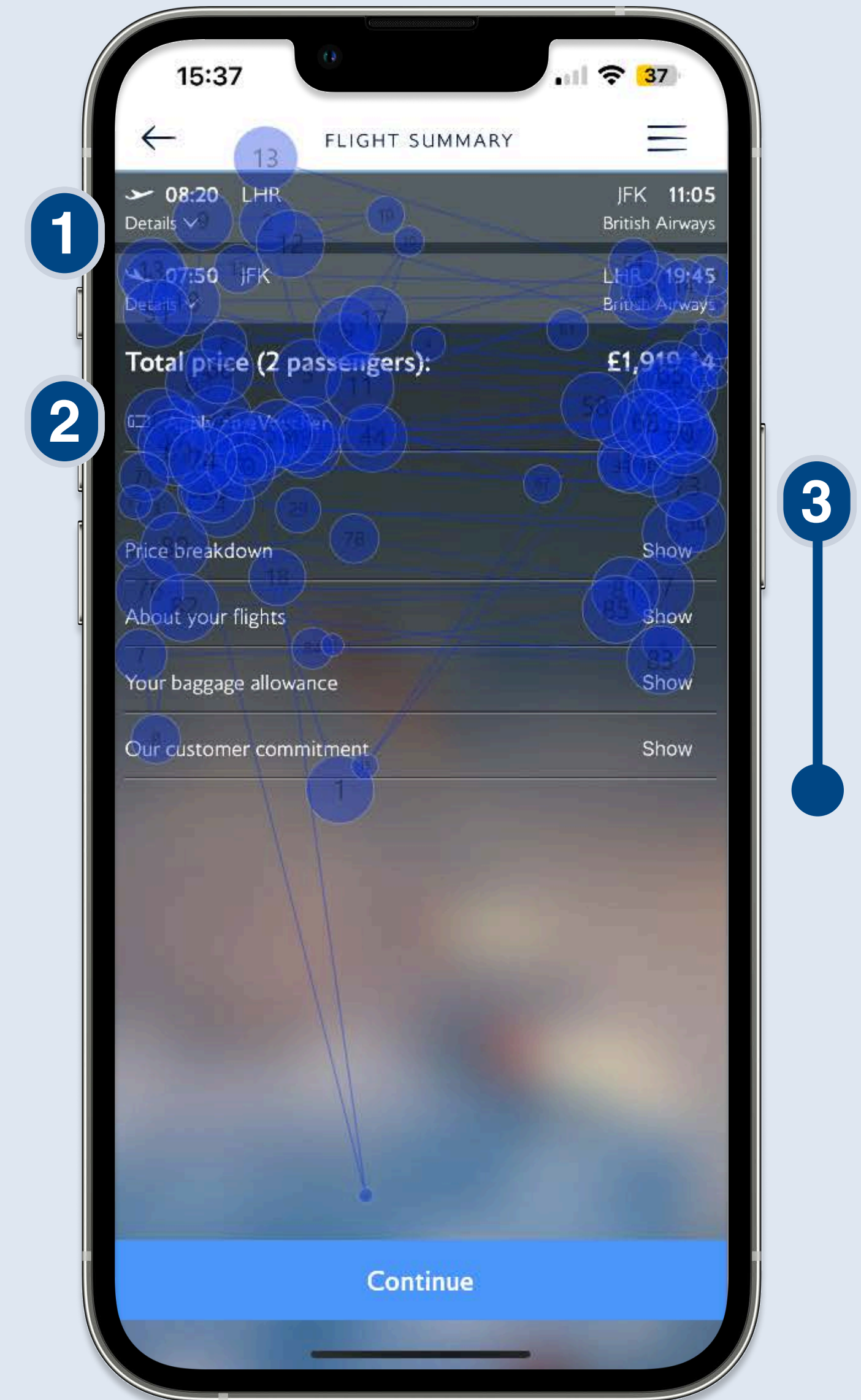
- 1** Gaze plot go straight to the first point in the cards content, suggesting this needs to be an important element of the booking.
- 2** User attention was pulled to second card, following down the content hierarchy to the next chunk of information when details on baggage in the first card weren't readily available. Not minimising choices increases time to complete tasks, conforming to cognitive load theory (Yablonski, 2022).
- 3** The use of headings to allocate ticket type and selections is extremely effective. **5/5 participants read the ticket type headings** and recognised this was the correct selection as per the task.



Baggage selector

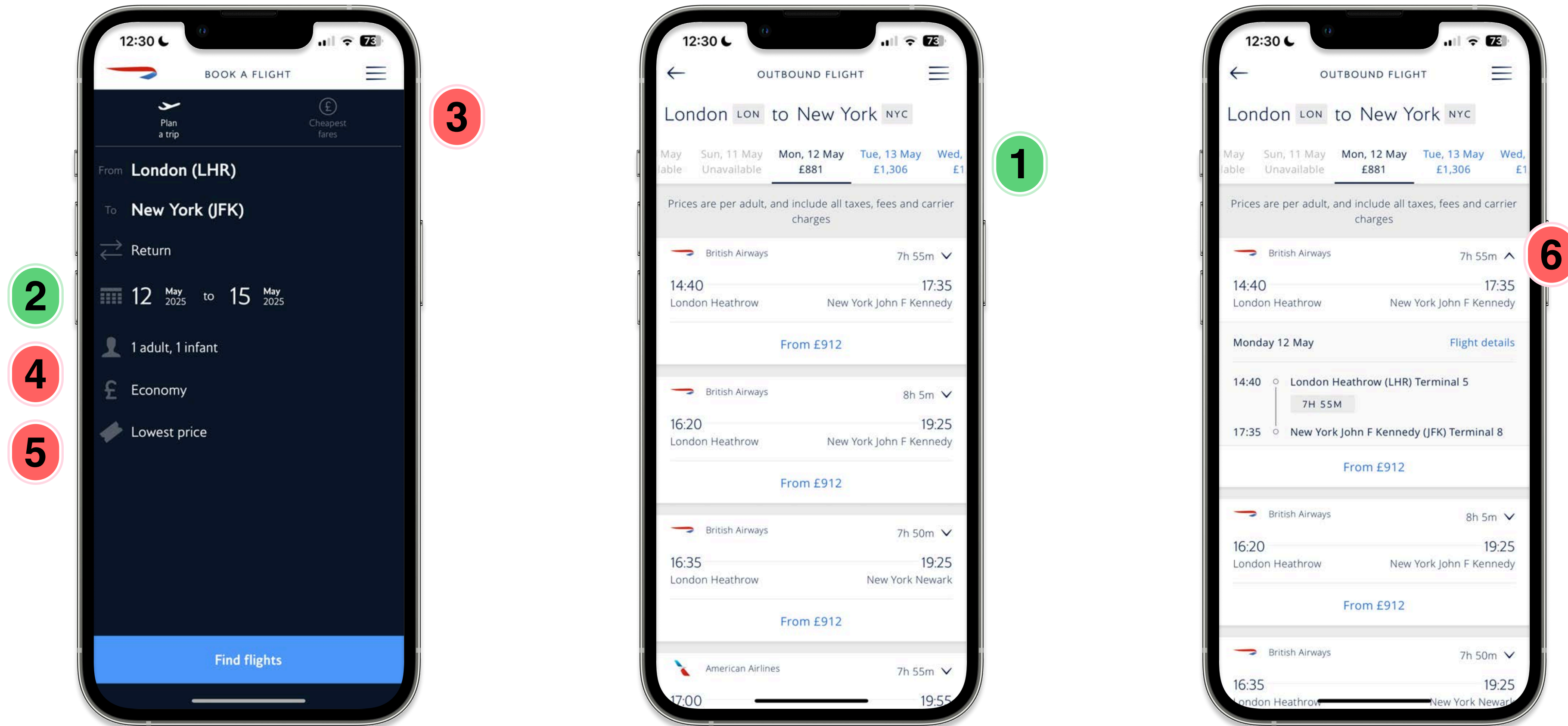
Eye Tracking Results: Selection summary

- 1 Most users were fixed on the return flight rather than both the outbound and return cards at the top of the content hierarchy. As this is one of the main objectives on the page, only 50% of the information is currently being interacted with by users.
- 2 Gaze on 'apply e-voucher' Suggests its importance in this location, but not step not acted upon when users looked onto it.
- 3 Gaze plots imply information suggest the 4 info cards received very little attention. Even though they were read by all users, this information could be seen as unnecessary to completing the task. therefore driving up users processing



Selection summary

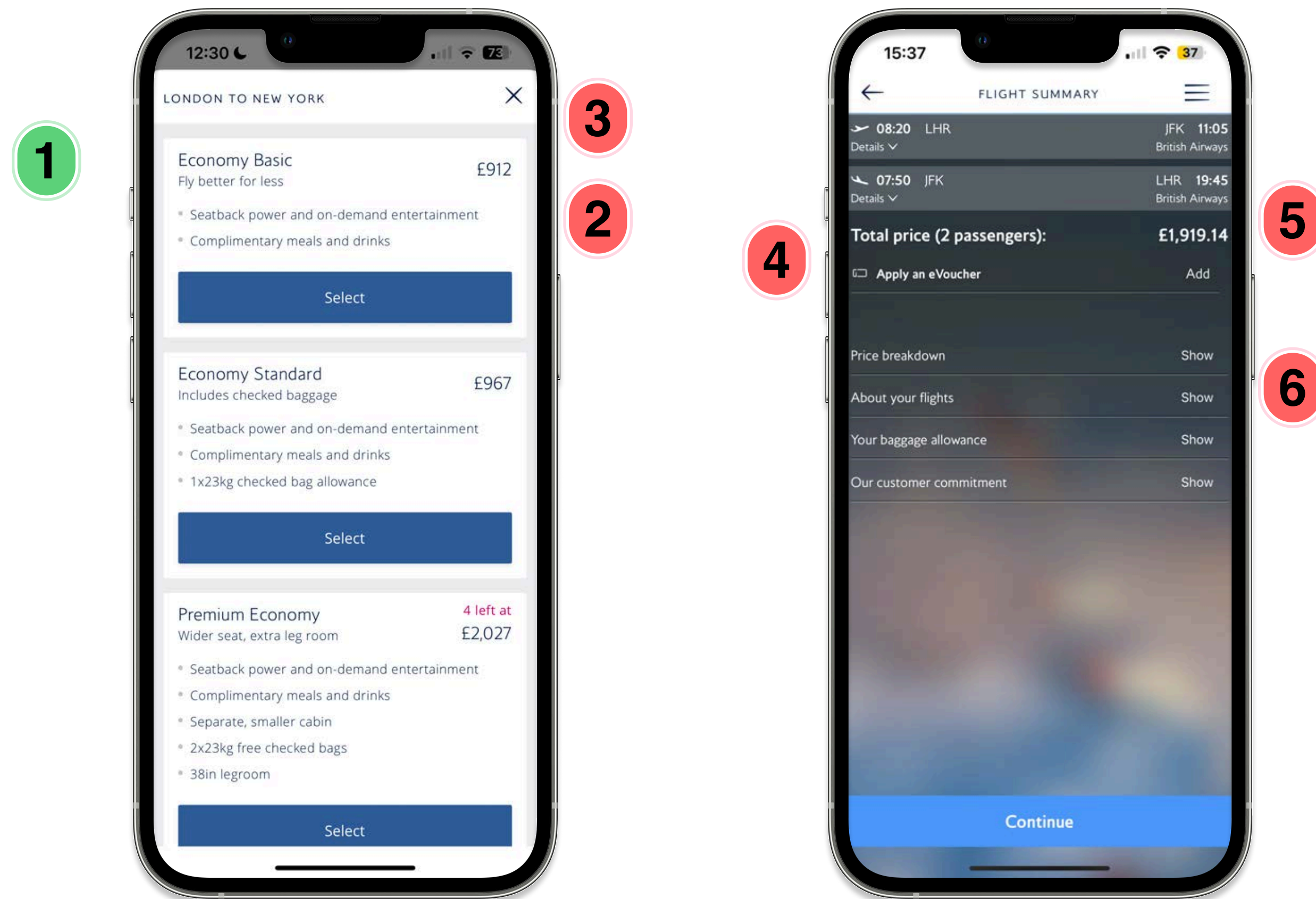
Eye Tracking Results: Thinkaloud findings



User verbatim

- 1 'Being able to compare cheaper days is great! i'm usually a flexible traveller'.
- 2 I like the way I can configure the date, easy to understand what day i've selected'
- 3 'I wouldn't want to see cheapest fares for all flights especially when i'm looking for a specific date and time'.
- 4 'I dont like having to click on the ticket type till I get the journey i want'.
- 5 'Why show the lowest price tag? I naturally want the best deal always'.
- 6 'At first I didn't even notice the dropdown. This is information I like to know before I book flights too!'.

Eye Tracking Results: Thinkaloud findings



User verbatim

1

'Tiered system works well, naturally i know economy will be at the top as its usually the cheapest options when flying'.

2

'When flying, my No1 worry is baggage, i'm frustrated at the fact I can't just find this out'

3

'Theres too much stuff to digest, im confused where to even start'.

4

'First thing I want to know is price. I assume I go to payments next so this needs to be clear for me straight away'.

5

'I shouldn't have to see about baggage or try and find it'.


6


'Way too much text in here, the design just doesn't help me understand'

Post task questions results

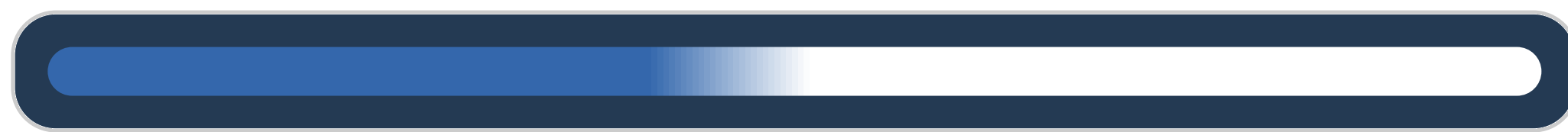
How easy was it to understand information relating to the flight results?




 30% of users felt they were successful in finding the correct results.

 'I just wanted to find out about baggage and price easily'.

How easy was it to this successfully complete the configuration of your flight selection?





 50% of users felt they were successful in completing.

 'Ugly to look at, lots of information to cypher through'.

How satisfied are you that you have selected the right product?



 60% understood the information relating the their selected flight results.

 'Still not 100% I've got all the things I need for my trip'.

Executive Summary



An additional 11 pain points were identified on conclusion of the triangulation.



Gaze plots suggested that users want information to be grouped in a way which makes it clear to what has been selected.



Only 1/2 of participants felt they were successful in selecting the correct flight outlined in the task.



Users want to have clear information and content, with 4/5 participants mentioning the importance of clear baggage info.

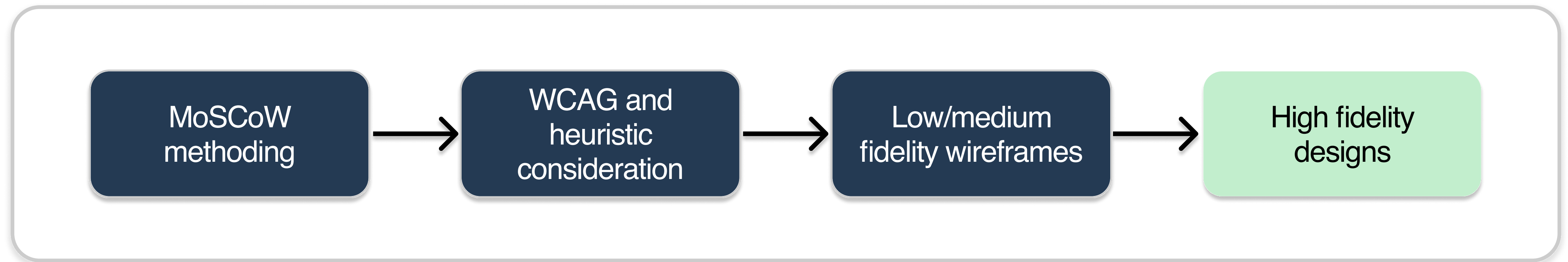


Eye-tracking suggested elements of the user interface were confusing, leaving some unsure on the next step in the selection process.

Redesign



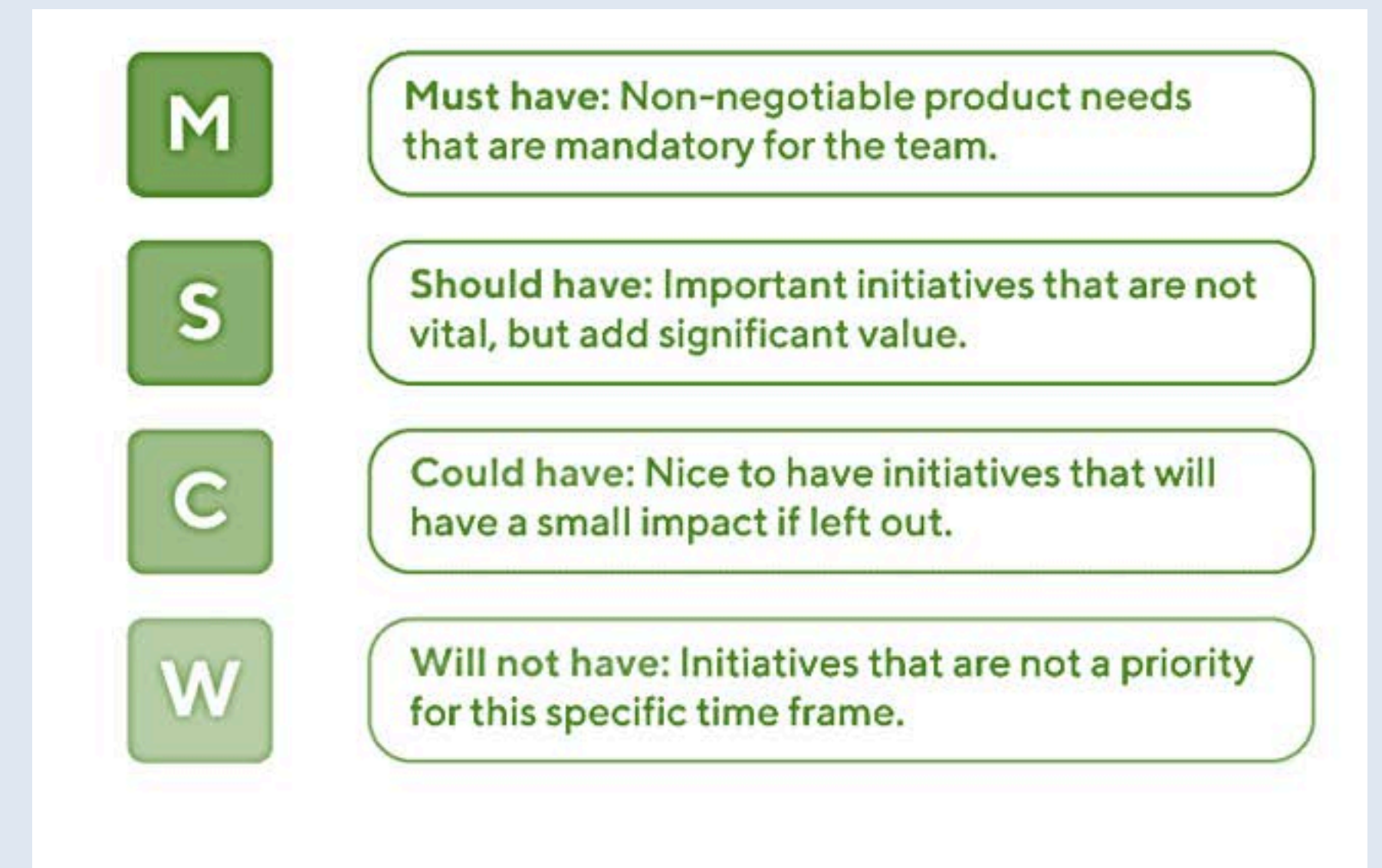
To ensure the triangulated research and early UX validations were all considered. Reminders of expectations from the redesign shown in figure () allowed for reminders on what was required and avoided as apart of good practice.



Moscow Methoding

Ensuring identified design requirements were considered, the use of MoSCoW method allowed to build a structured approach to the design recommendations.

This would ensure clear indication of that item and the expectations for its completion. (Agile Business Consortium, 2022). The risks posed by MoSCoW in that design teams feel siloed by specific outlined requirements. So, using this model would be seen as an advisory to design decisions rather than being a final choice on the design choices.



MoSCoW Prioritisation method
(Anonymous, 2025)

Must have

Requirements must be contained within the project (Husain, 2018)

Status to users current step

Quick, intuitive tasks

Minimalist design

Filters to optimise users search

WCAG Accessibility compliance

Ease of use on tasks and making selections

Should have

A high priority feature that is not critical to launch (Husain, 2018)

Status to users current step in the journey.

Quick, intuitive tasks

Colour coding

Clear use of icons

Ability to edit searches

Tools to find cheap flights

Moscow Methoding groups continued...

Could have

Desirable requirement but not a necessary one (Husain, 2018)

Minimalist design

AI trip creator

One-click approach to selecting flights

Hotel purchases

Ability to pay in miles or GBP

Product images of destinations

Won't have

Will not implement in the current development (Husain, 2018)

High cognitive load

Vague information

Unclear next steps

Dark patterns

Poor content hierarchy

Not complying to WCAG 2.2

Heuristics which previously outlined initial pain points would be insightful in redesign iterations.

Overall heuristic score: -1

Aesthetic & minimalist design

To streamline the experience, this heuristic would consult 'information which is irrelevant or rarely needed' (Fessenden, 2021). 60% of participants said in the post-tasks questions they were 'mildly satisfied' they had selected the correct product. This was due to the large amounts of content in the design, particularly on the baggage selection and summary respectively.

Overall heuristic score: -0.6

Visibility of system status

With this, looking to consult an experience which 'communicate to users what the system state is' (Nielsen, 2024) with the user having to make a lot of choices to configure a selection. Keeping users updated on what stage they are at would be important in the new experience. Data from the think-aloud suggested that some participants didn't know where they were up to in selecting either an outbound or return flight.

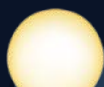
British Airways accessibility statement ensures that all digital journeys comply with web content accessibility guidelines. (WCAG)

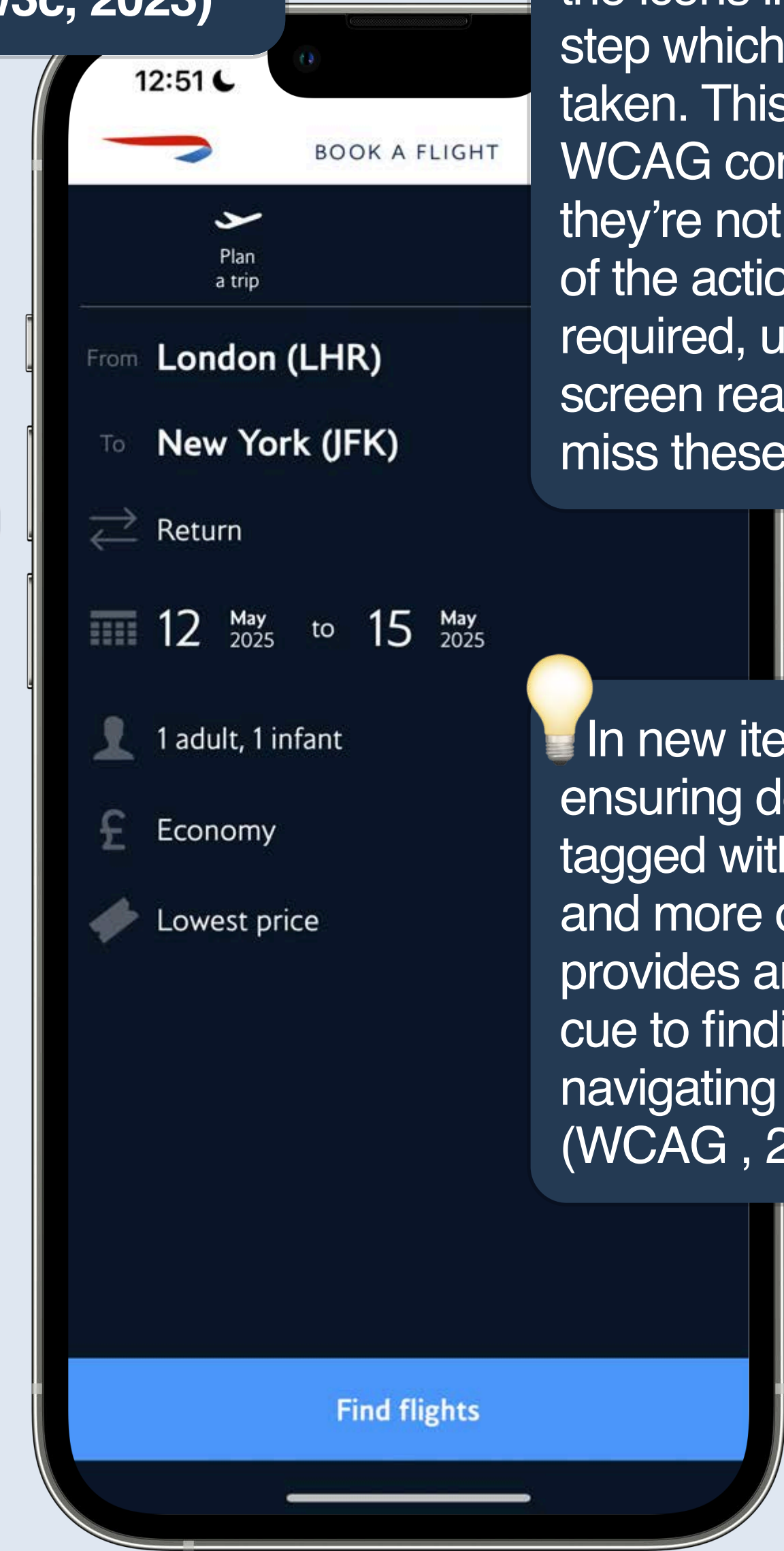
BA are looking to ‘achieve the goal of level AA accessibility’ (British Airways, 2025). this includes ensuring designs have meaningful headings and labels, and colour contrasts in a way which is readable to people with cognitive issues (Government Digital Service, 2018). By doing this we would strive towards accessible to a wider range of people with disabilities (Cooper, Caldwell and Vanderheiden, 2008).

‘Headings or labels describe a topic or purpose’ (w3c, 2023)

1 The current design has the icons informing the step which should be taken. This wouldn't be WCAG compliant as they're not descriptive of the action which is required, users of screen readers would miss these vital steps.

1

 In new iterations, ensuring designs are tagged with ARIA labels and more descriptives, provides an appropriate cue to finding and navigating content (WCAG , 2025).



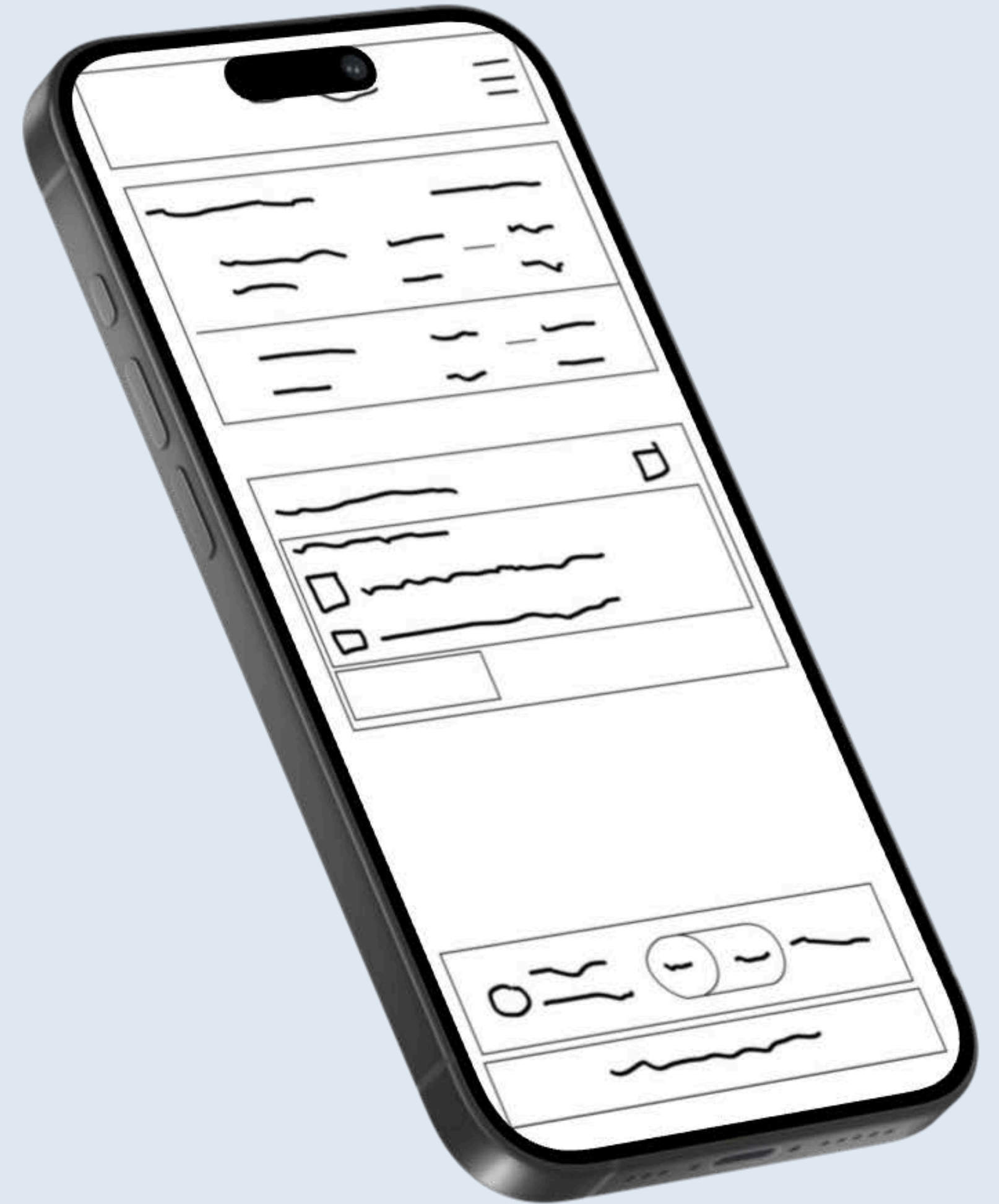
Wireframing and ideation



Low-fidelity wireframing

Low-fidelity wireframes allow to ‘rapidly brainstorm, develop, and iterate through ideas for UI designs’ (S.Milutinovic, 2024)

Research uncovered that only 50% of users felt like they selected the correct flight, creating the opportunity to go back to the drawing board. Emphasis was put on the current content hierarchy and information provided, hoping that new designs could create a clear structure, helping users effectively understand (Yablonski, n.d.).



Low-fidelity designs

The method low fidelity exploration allowed for Application of UX theory to drive most of our selections, such as **law of common region**, Therefore improving the content structure by grouping content in a way which helps users quickly and effectively understand (Yablonski, n.d.).

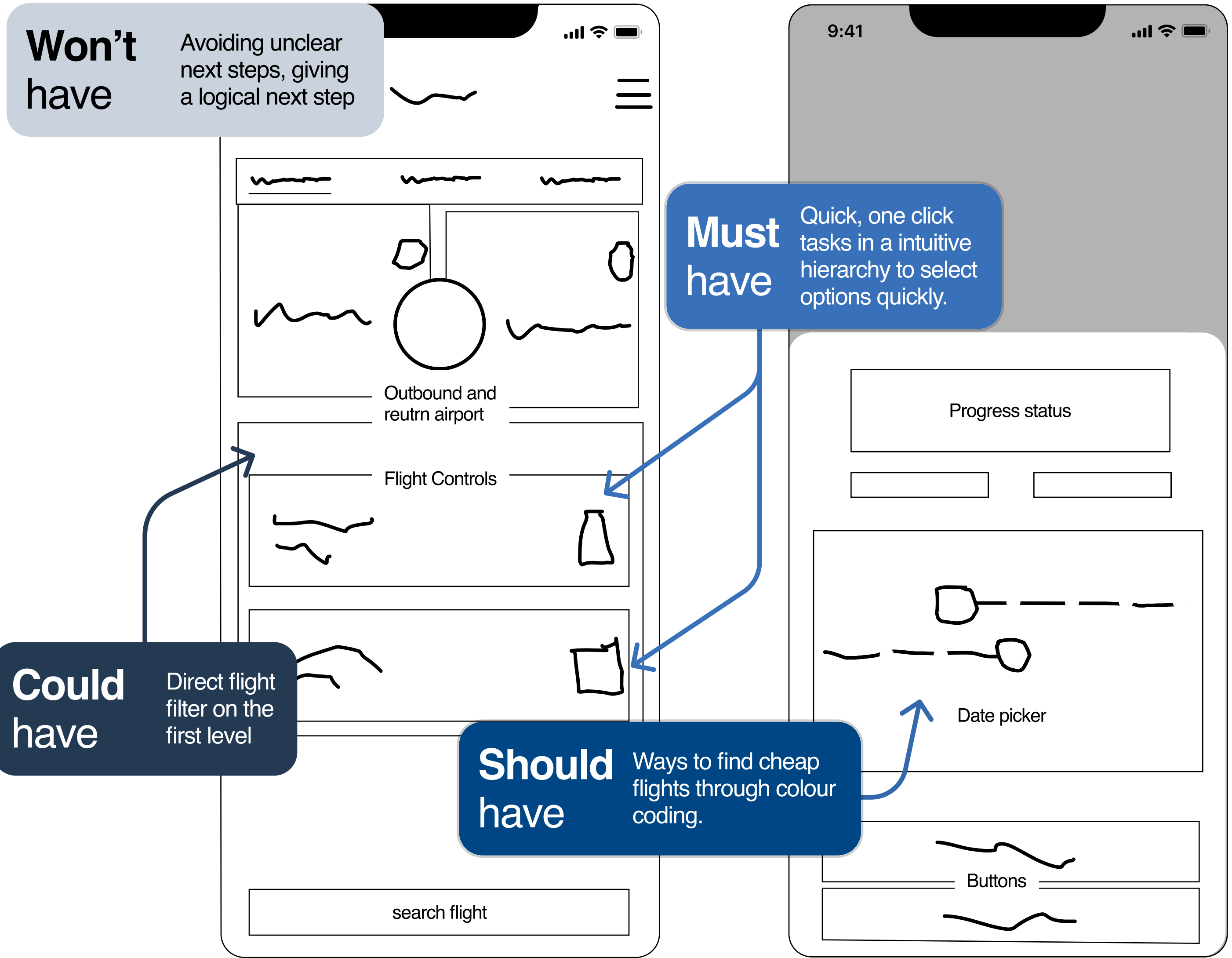
Implementation of MoSCoW Methoding at this stage helped to stay on track towards the UX problem to solve. Particularly useful reminder to avoiding bad practices and ensure a critical analysis of features was apart of the redesign phase.

Must have

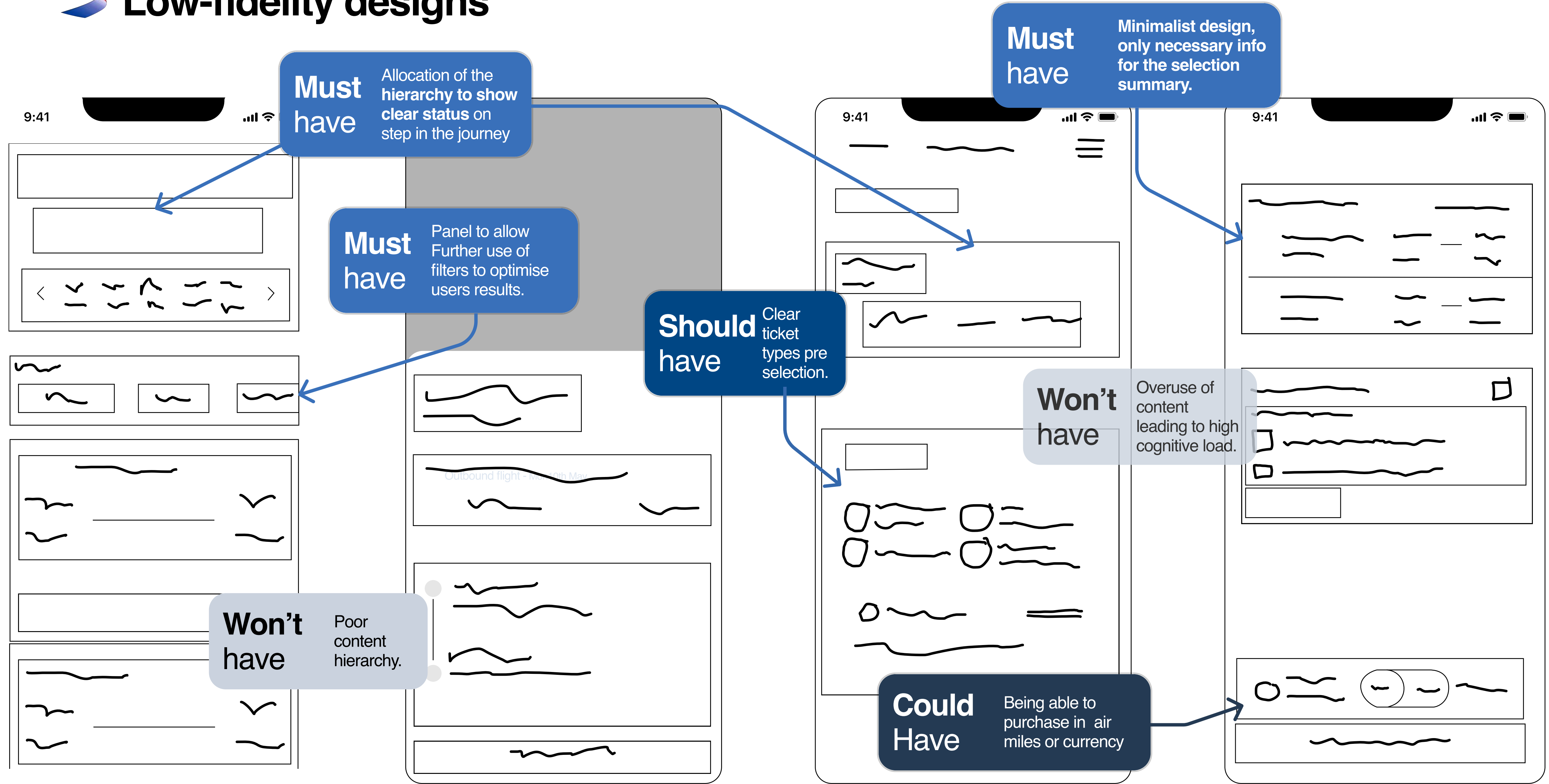
Should have

Could have

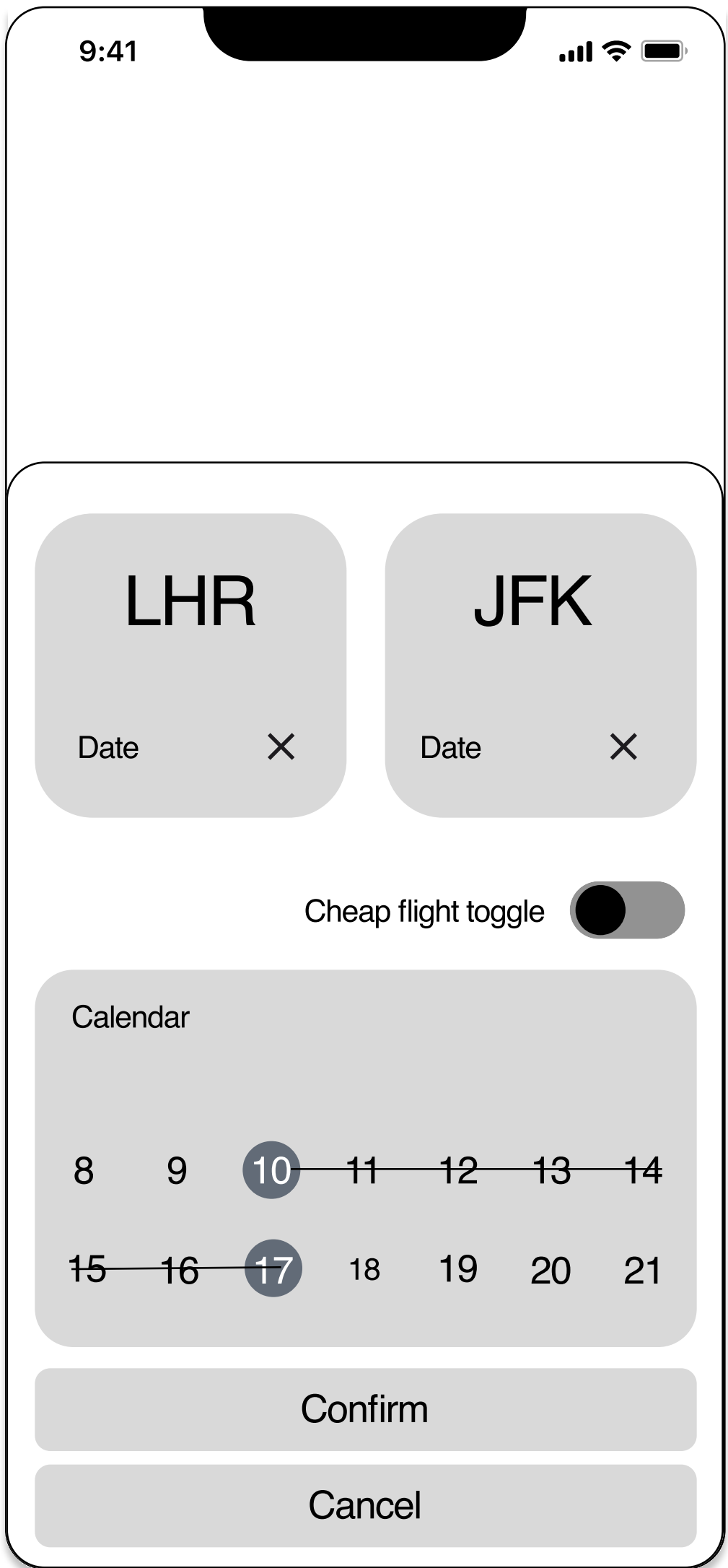
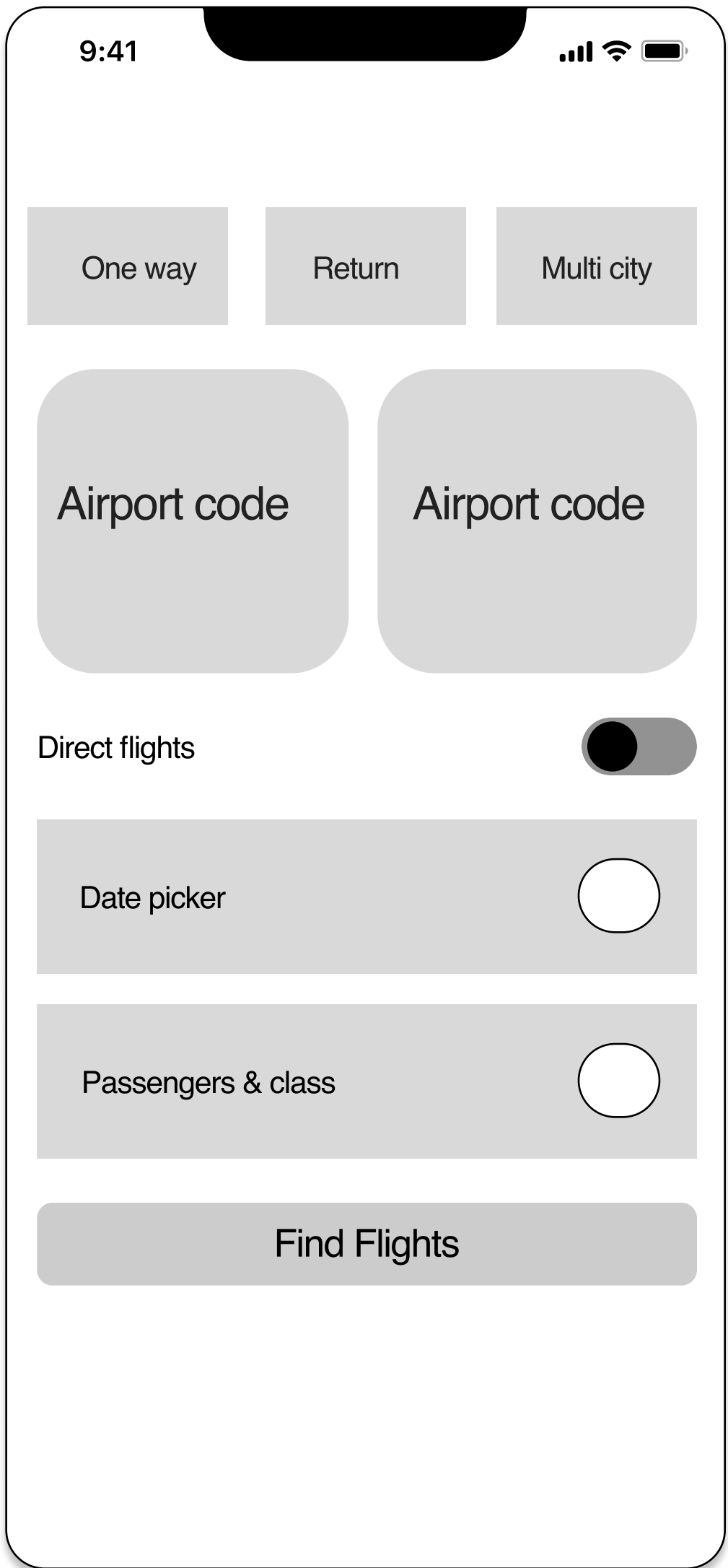
Won't have



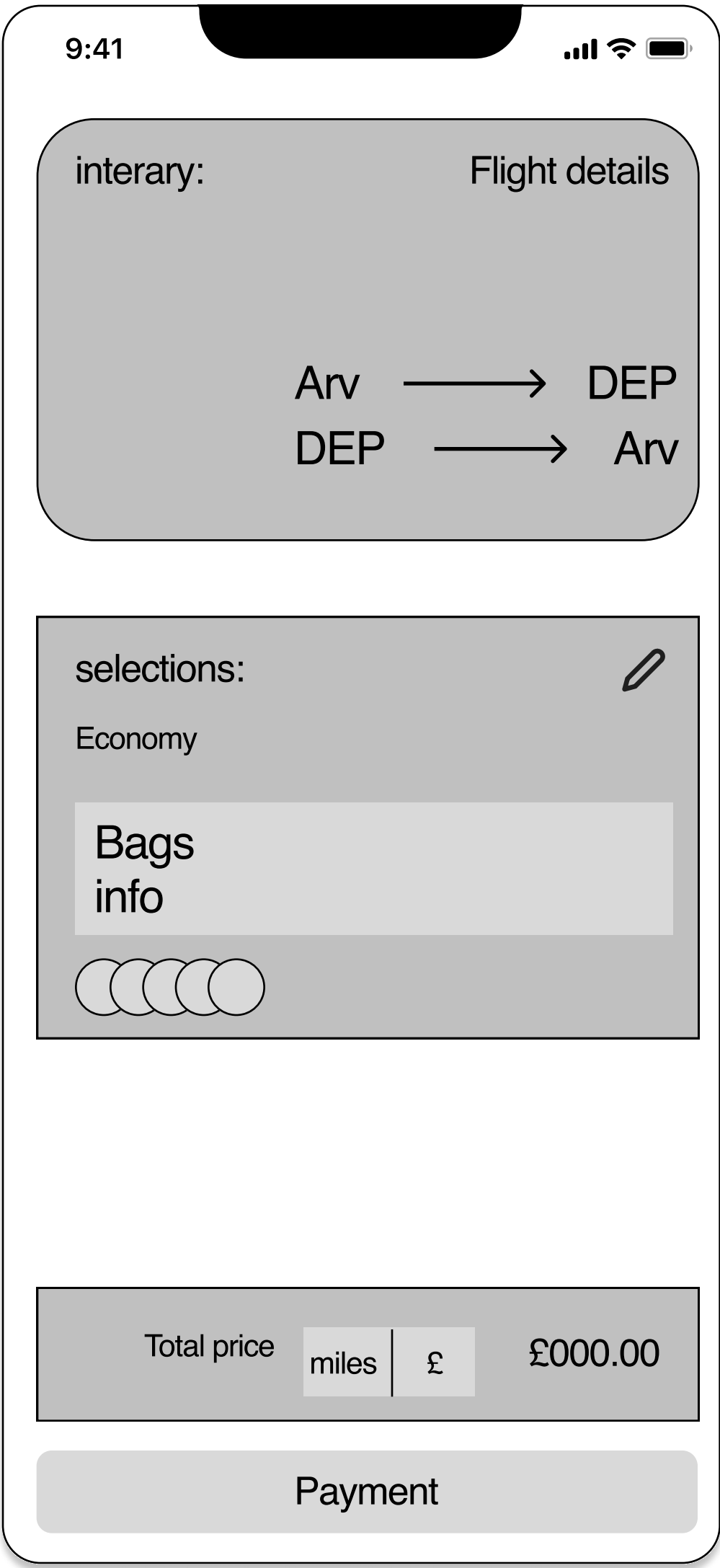
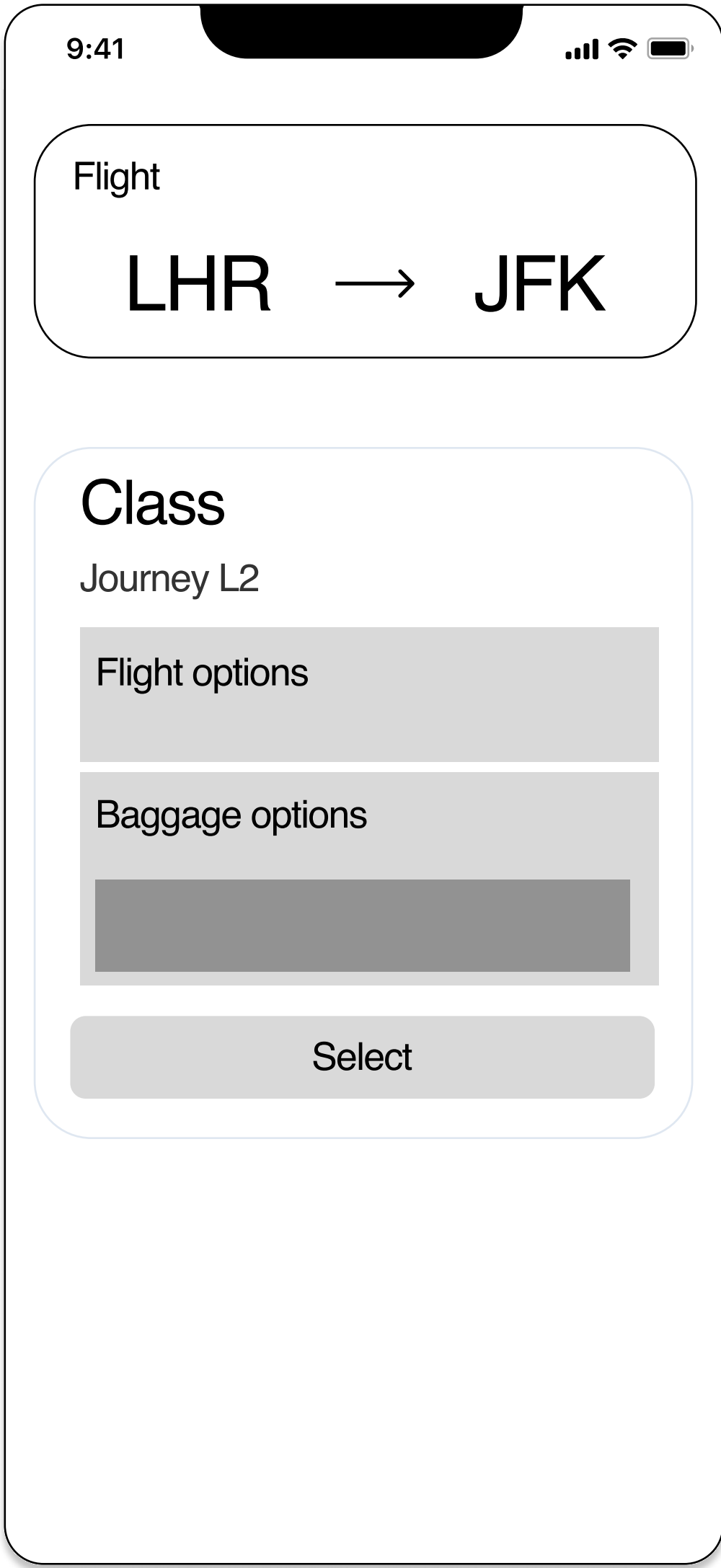
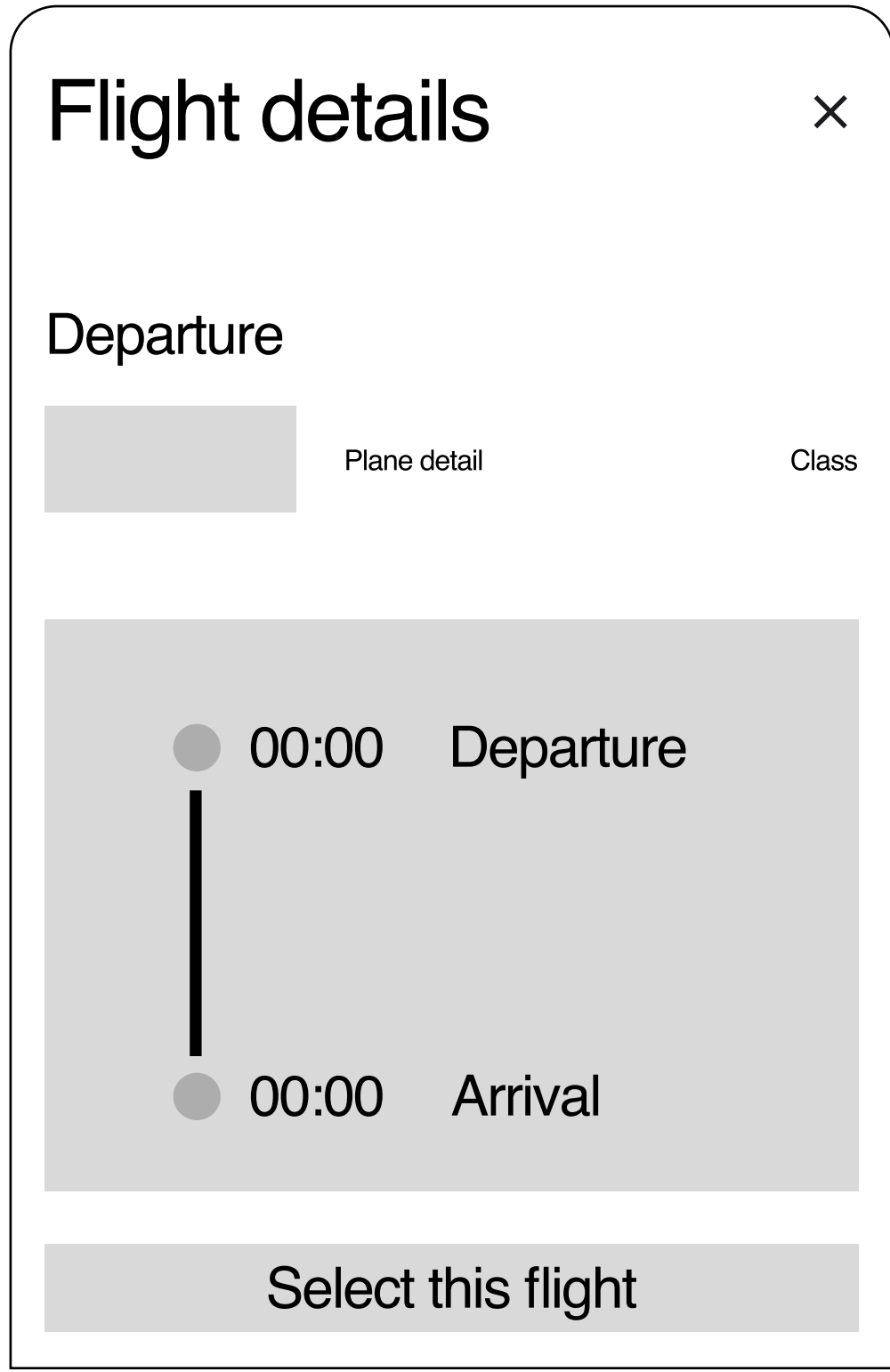
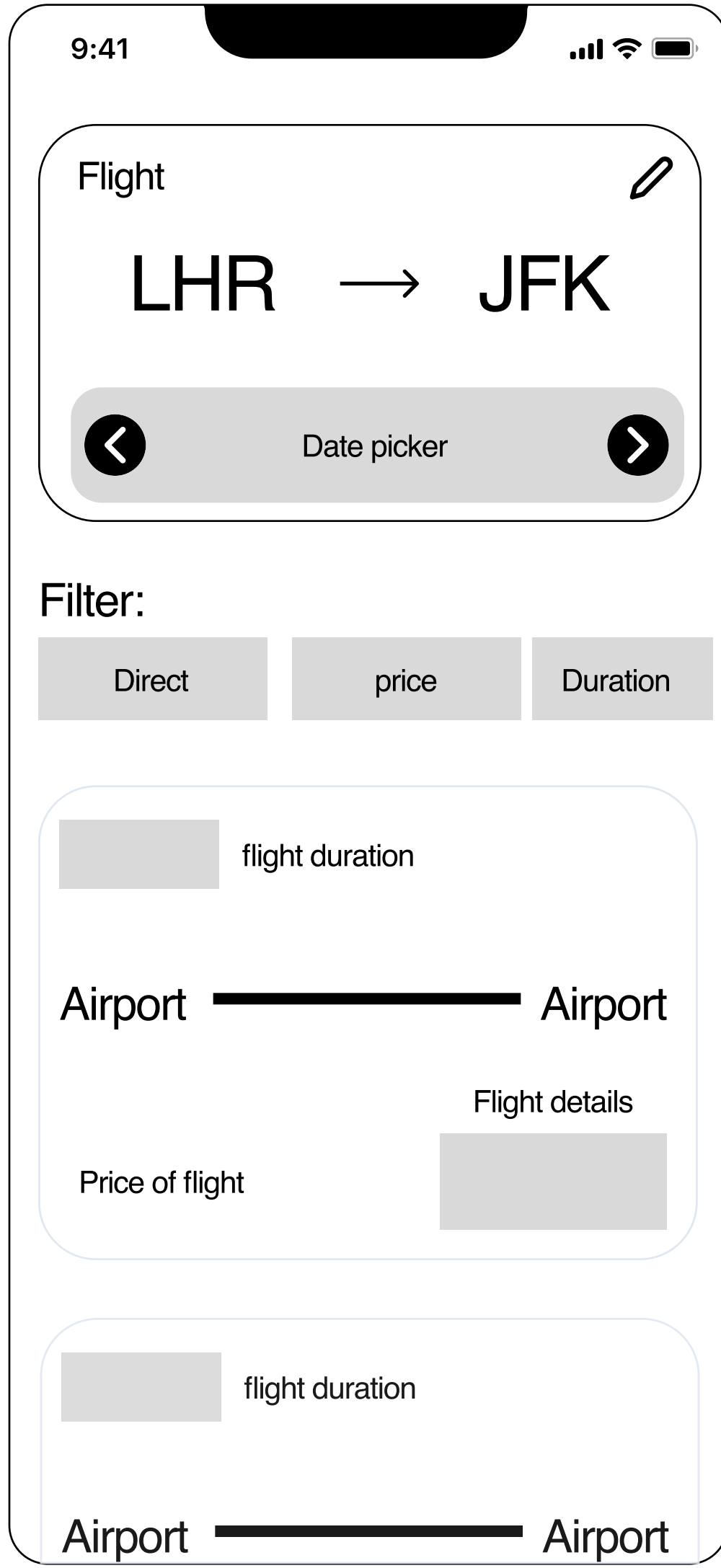
Low-fidelity designs



Progressions were important to bridging the gap between low-fidelity and high-fidelity examples to get the design to a more polished state.
(Putman, 2025)



Medium-fidelity designs



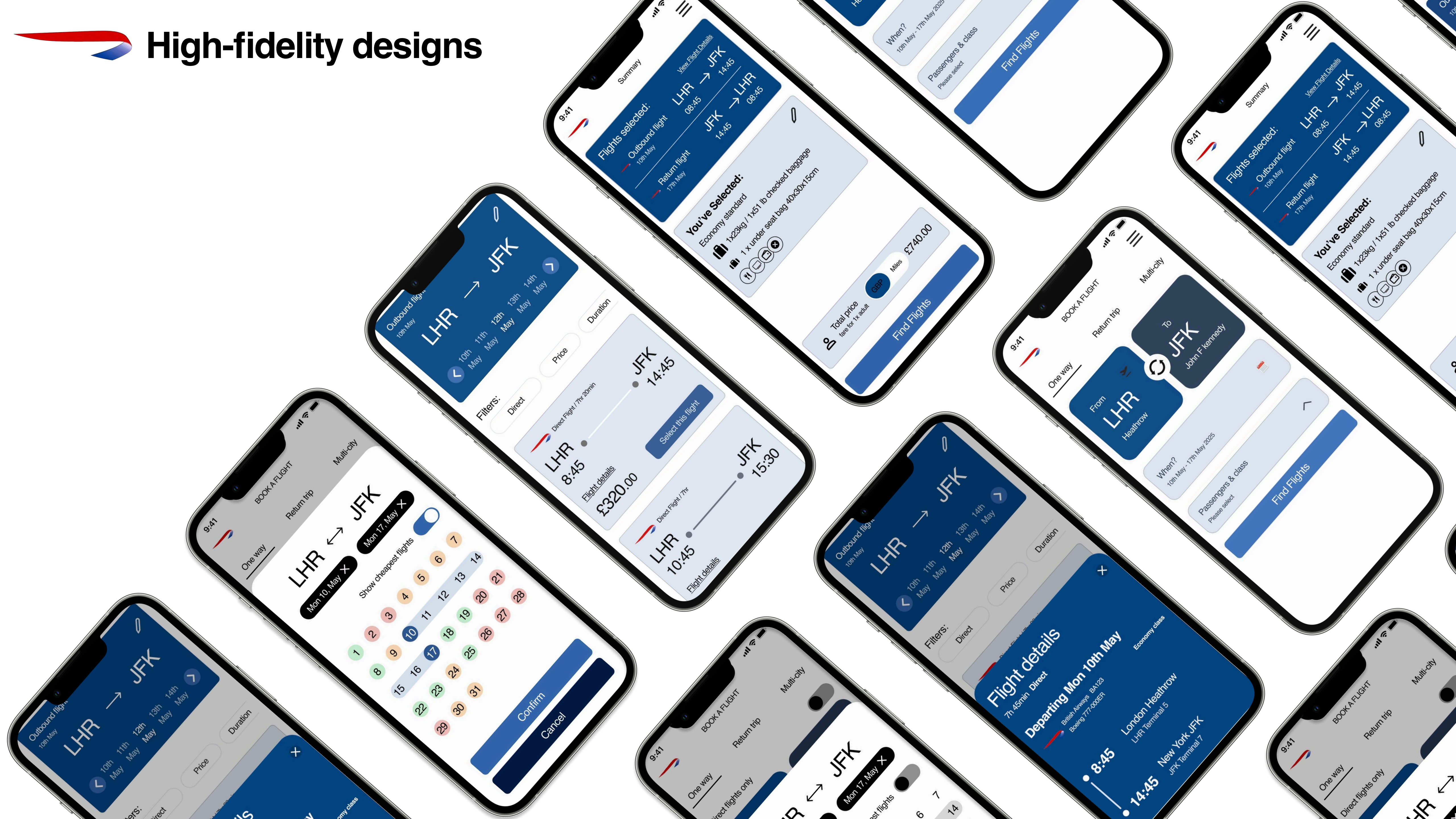
High fidelity design

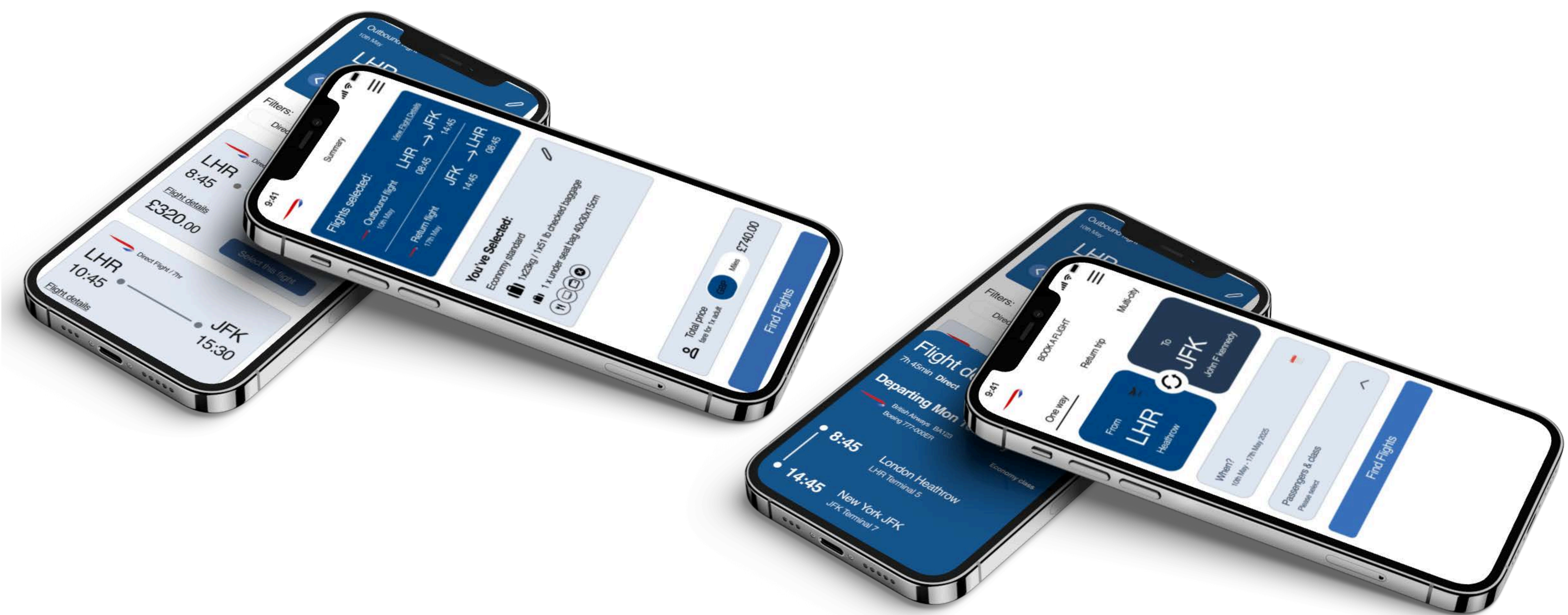


[Link to prototype](#)



High-fidelity designs





High-fidelity designs: Configuring a flight

1

Filters: Users can now select direct flights only and what type of ticket they're looking to purchase at their first interaction. These were placed in the hierarchy due to their close relation with the ticket type selection.

2

Simplification of steps: Breaking the steps down into clear areas, helped to bring a natural next step in the content hierarchy, with choices embedded within them when the user clicks. This reduces working memory, ensuring ease of use is at a safe threshold to prevent task failure (Jung et al., 2011).

3

Fitts' law: The moving of the CTA closer to the steps makes them feel related, naturally being the next step in the journey. The time required to move a pointing device to a target is a function of then distance to the target and its size (Yablonski, 2022) subsequently allowing for a quick win in reducing time on tasks.

4

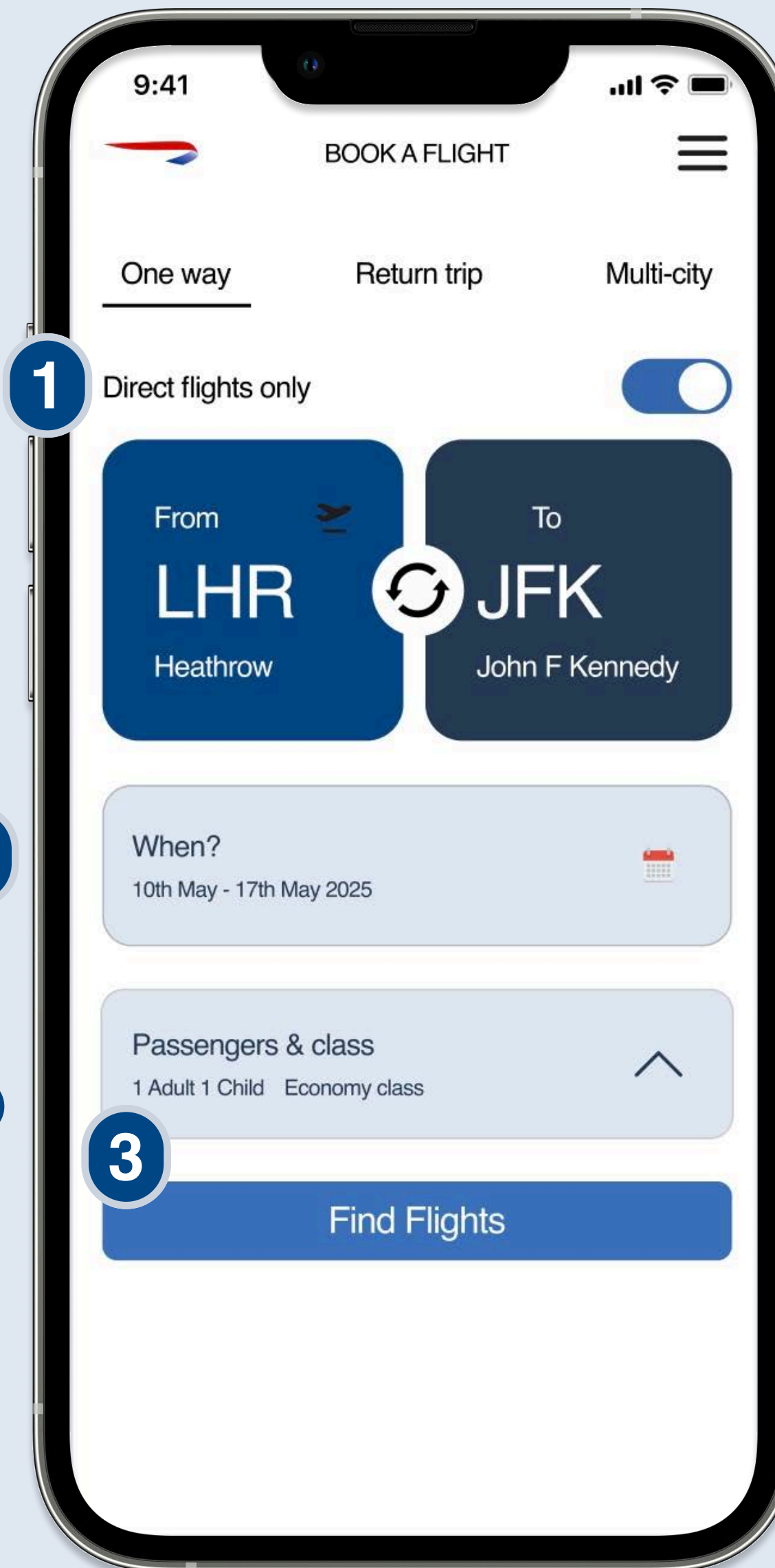
Ensuring WCAG 2.2: Using clear labels such as 'When?' and 'Passengers & class' support screen readers and help users identify specific components within the content.

2

1

4

3



Flight Configurator

High-fidelity designs: Date picker

1

On review of competitors, low cost airlines were making up 30% of profit in the EU alone, (Statista Research Department, 2024).

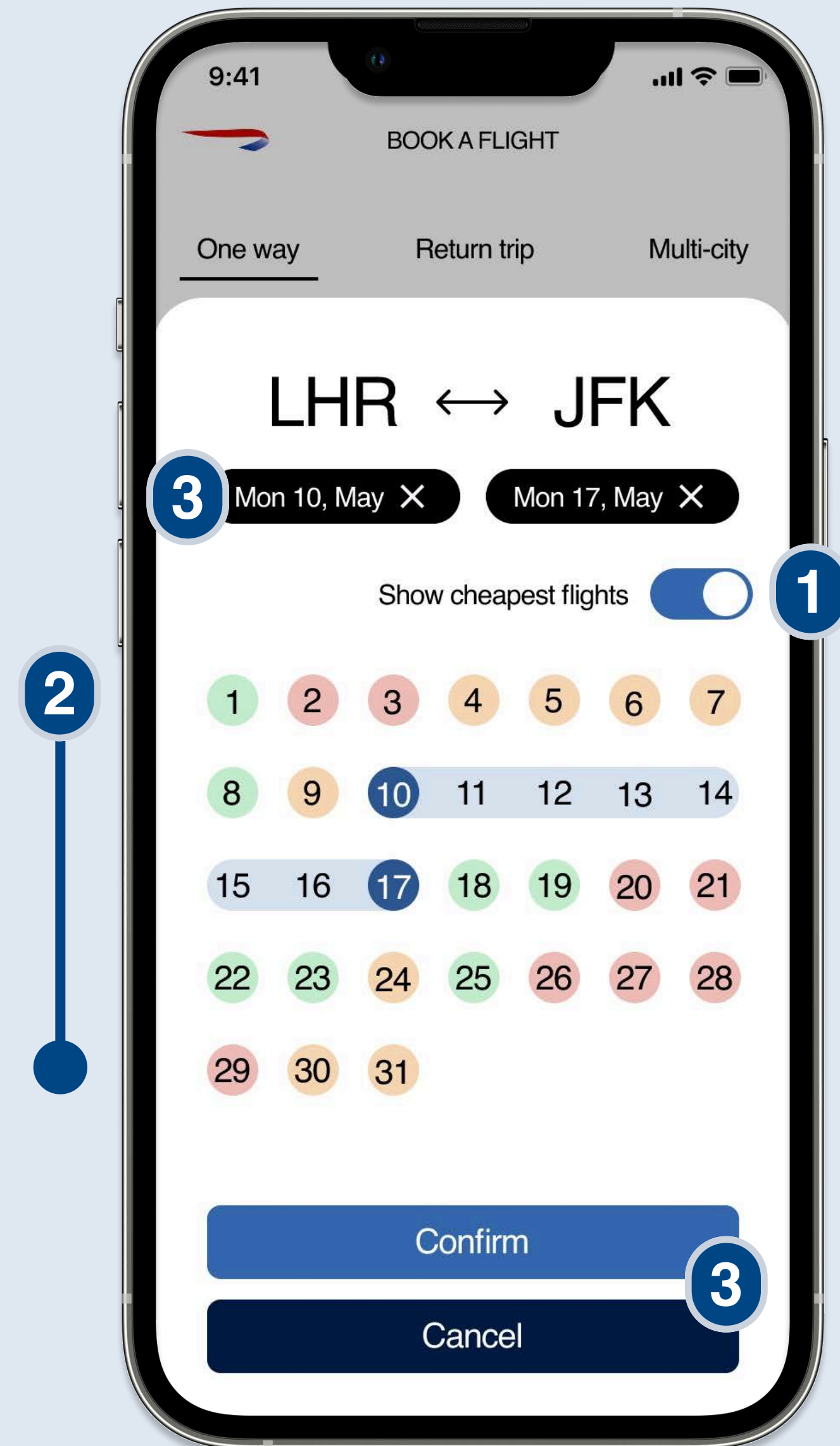
The introduction of a 'show cheapest flights' help users in staying loyal to BA, by showing comparison for users who have flexibility.

2

When showing filter between cheap versus expensive flights, **application of UX colour theory** was important to a successful product as, **different colours can convey a different message** (Korovesi, 2023). A traffic light system would be important to this, resulting in a clear indication of the cost of the flights.

3

User controls and freedoms: A usability heuristic clear navigation to cancel selections, let them undo errors easily (Anonymous, 2016) and confirm date selections.



Date picker

High-fidelity designs: Flight results

1

The header card shows which part of the journey is being selected, keeping users informed to where they are in their purchase process. Ensuring visibility of system status and communicating clearly to users what the system's state is (Nielsen, 1994). Users can also make changes on this level, without having to take steps back to previous areas.

2

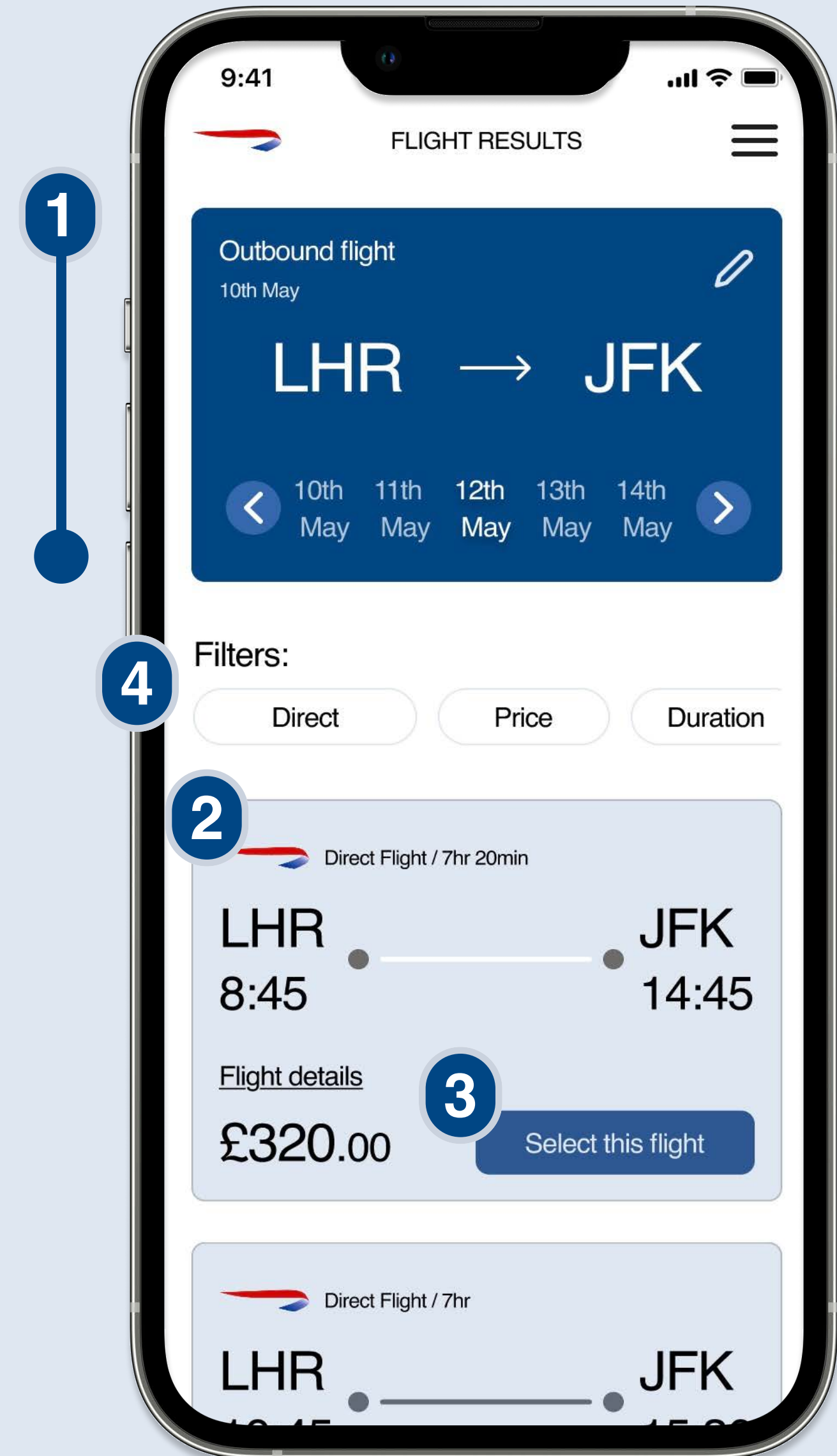
Enhancing UI features around the result card makes it clear on the key details users expect from a search to find a flight. The consideration of minimalist design allows the opportunity to prioritise the content and features to support primary goals (Nielsen, 1994). The example shown has a clear example of what is shown and expected

3

Clear use of CTAs to show the next step in the user flow, an element which lacked in the previous design suggested by the eye tracking outcomes.

4

Filters continued to optimise user searches, giving the user greater controls and freedoms (Nielsen, 2024)

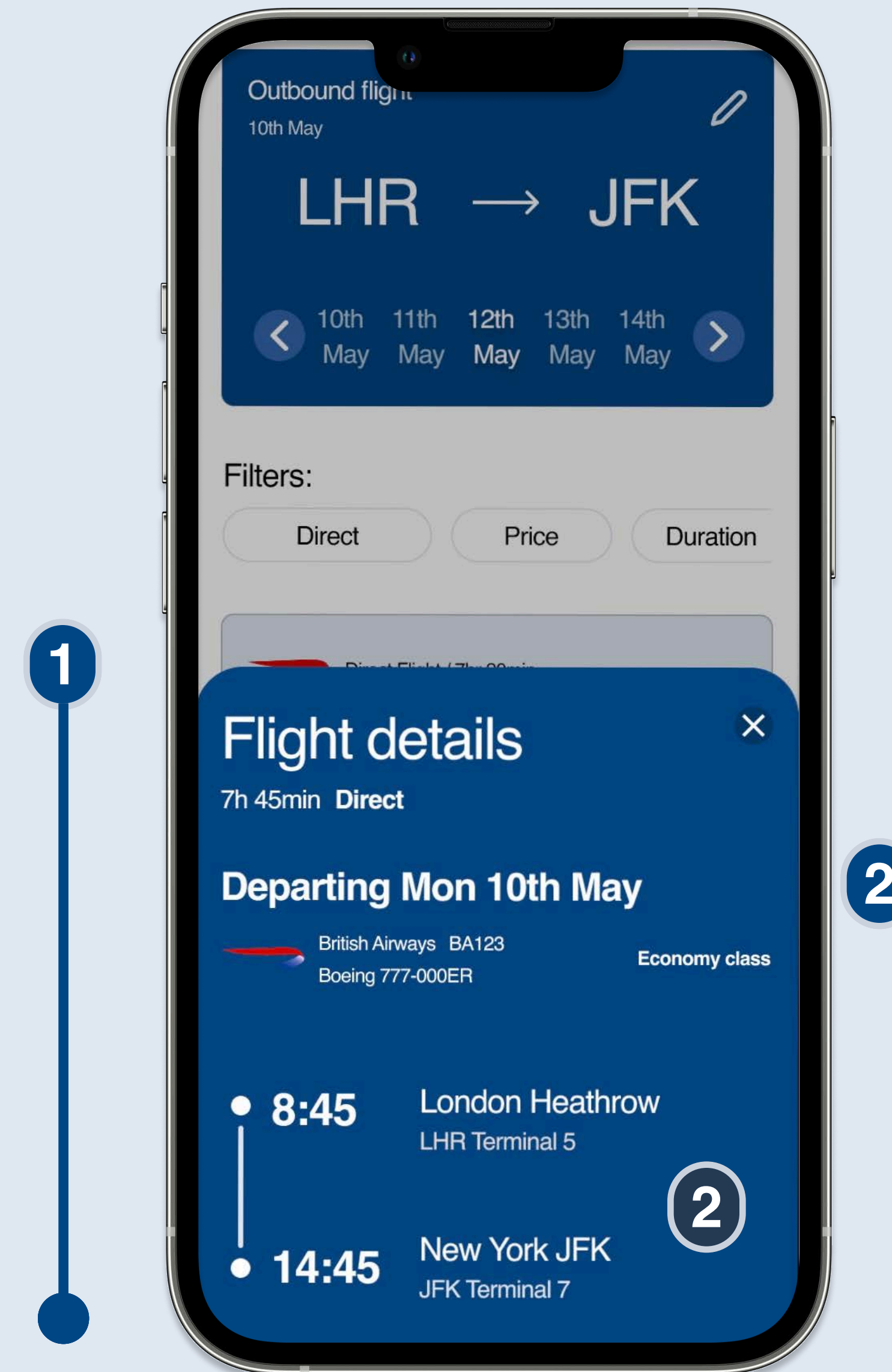


Flight results page

High-fidelity designs: Flight details expanded

1 Consistent use of brand colours makes the information feel all related, furthermore **conforming to A11Y requirements** of colour contrast to show up clearly against the background colour (Government Digital Service, 2018)

2 By **keeping detailed information on a level below the main journey flow**. This allows the user to quickly move through the experience, resulting in **an efficient journey for returning customers** who don't need a greater level of detail.



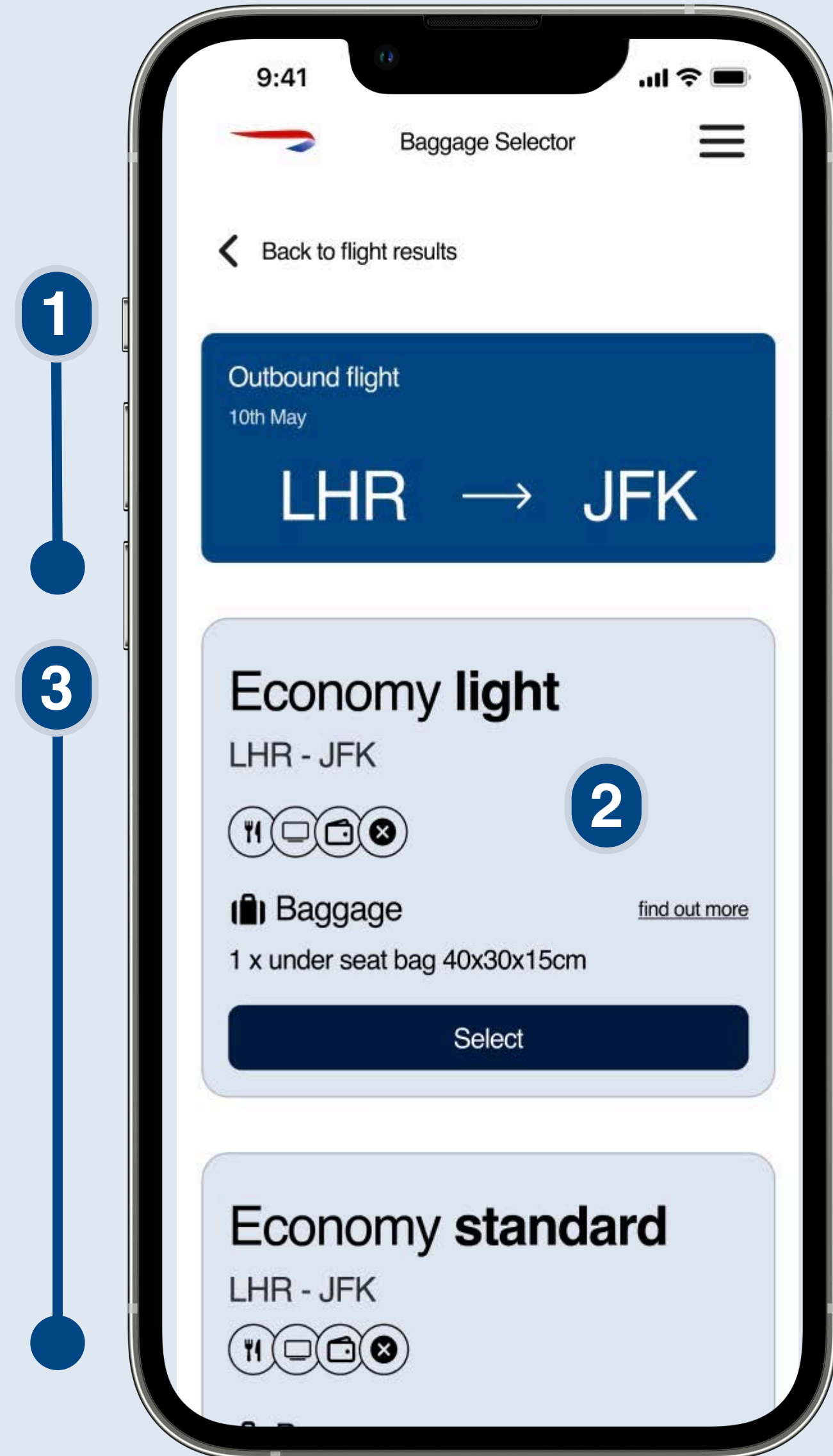
Flight results expanded

High-fidelity designs: Baggage selector

1 System status using the card to show what flight baggage is being selected for, adopting the same colour code which has been used across all designs.

2 4/5 users mentioned the importance of baggage info. With gaze plots suggesting the users attempt to quickly find that information. The development of an improved card with greater availability of information helps minimise choices when response times are critical to decrease decision time (Yablonski, 2022) . **The application of Hicks Law** subsequently providing suitable recommended options.

3 **Retaining the tiered system**, making it familiar UX to previous and competitors, Jakob's law applied to similarly to those they are already familiar with. (Rozas and Tjahyanto, 2024)



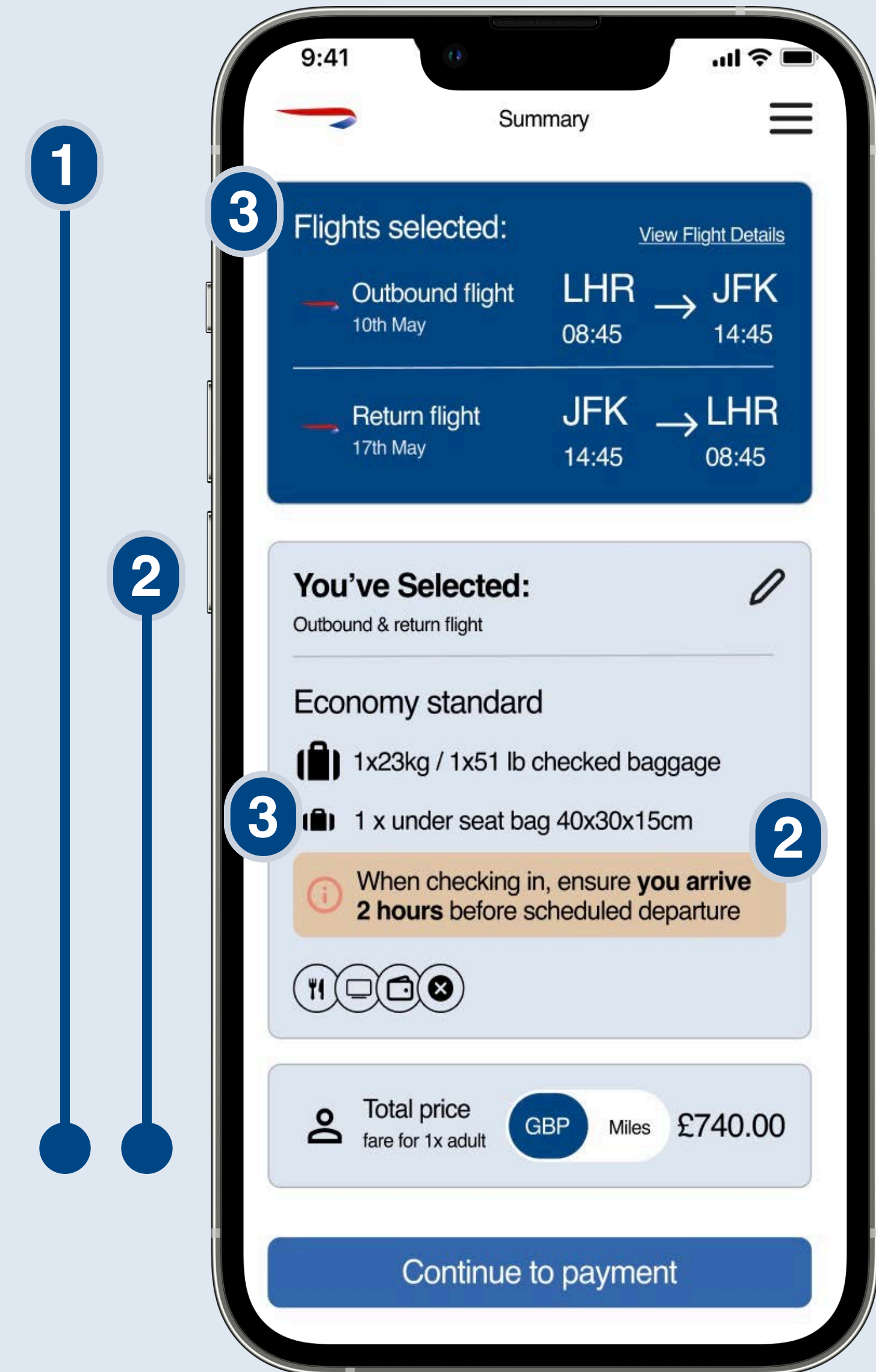
Baggage selector

High-fidelity designs: Selection summary

1 The selected card acts as a way to show the main selections the user has made; the outbound and return flight. With the flight details having more intricate data to allow for a minimalist approach, users can move through a journey quicker, providing a better user experience, increased conversion and faster load time (Hades, 2024).

2 Past usability testing shown that **users didn't favour the high text count on the previous summary interface**, meaning they had to make more decisions. The redesign carefully considers the use of icons and colour to drive down cognitive load and make clear what step is suitable for the customer.

3 Careful consideration to the **use of icons and colour to drive down extraneous cognitive load**, which takes up resources but doesn't help users understand the content (Yablonski, 2024a) making information easily processable.



flight summary

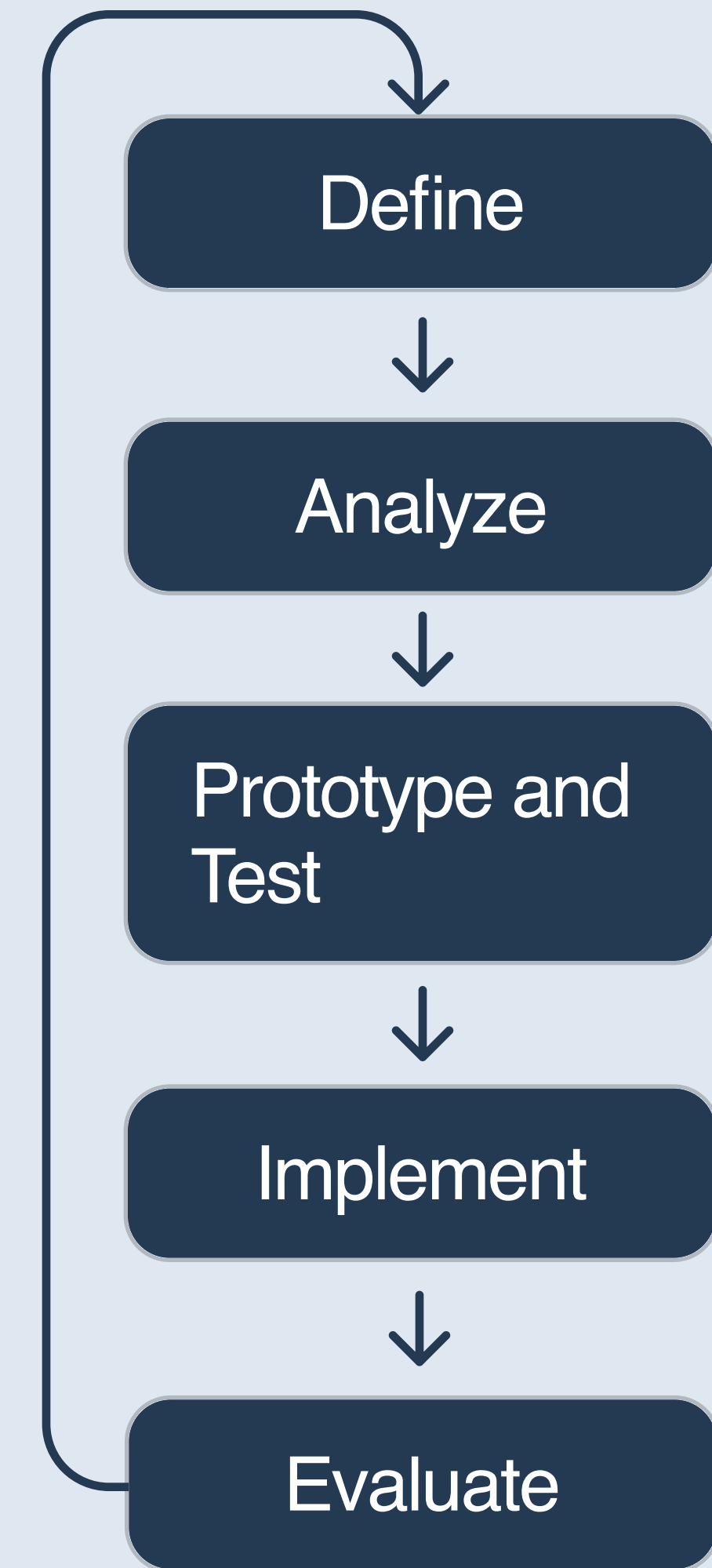
Measuring success



Measuring Success: UX benchmarking

The application of benchmarking would be important in measuring the overall outcomes which were as a result of the redesigned work. This would give a clear reference point for any improvement (Moran, 2020).

The importance of measuring performance was not to be understated, with research suggesting that 88% of online consumers are less likely to return to a site after bad experience (Philips, 2020).



UX benchmarking framework (Moran, 2020)



Measurements for success

Conversion
rates

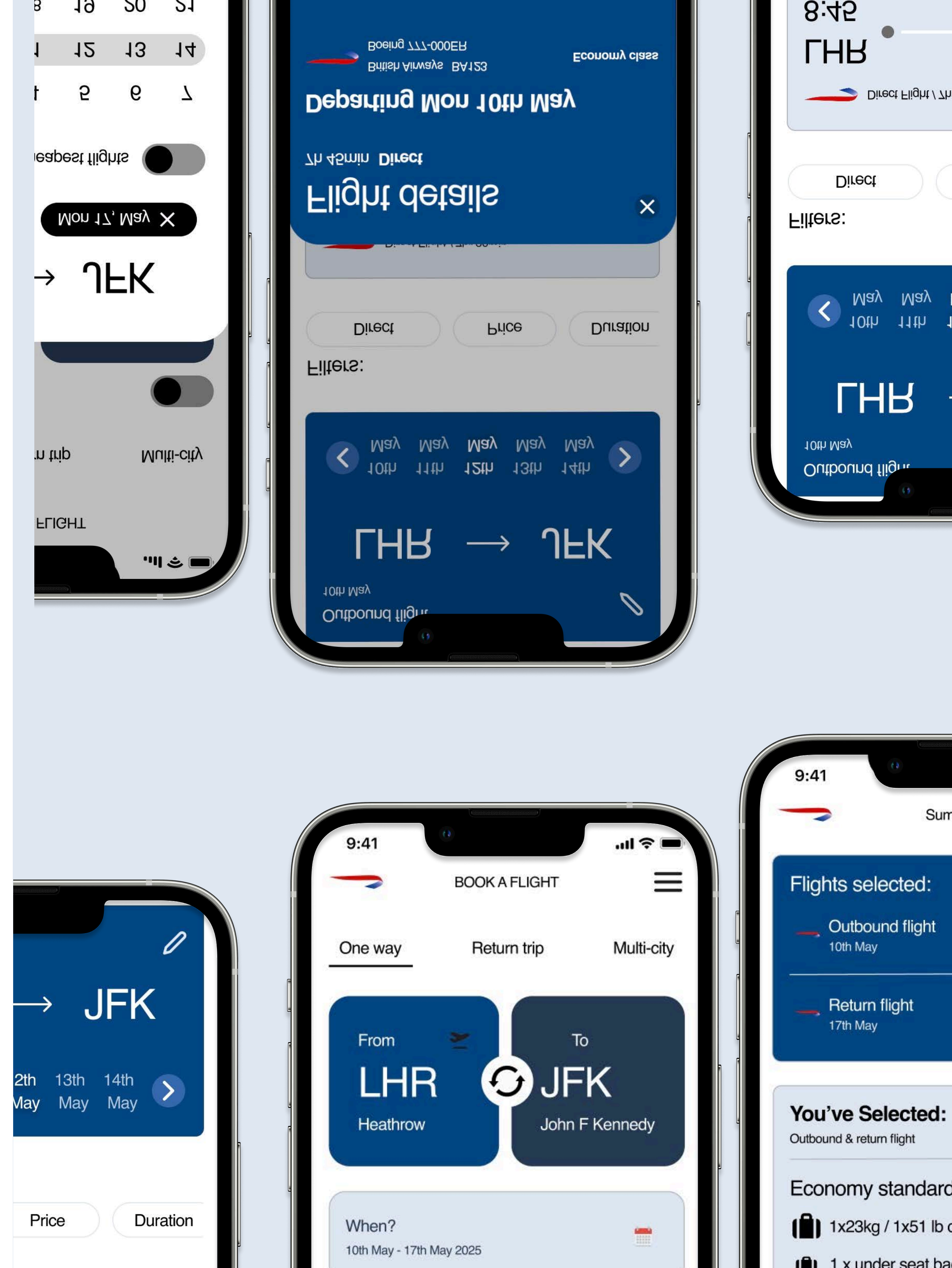
Repeat of
Heuristic
Evaluation

Repeat of
eye tracking
study

Measuring Success: Conversion rates

With the **Select a flight** experience being a journey to generate revenue for BA through flight sales, the use of conversion rates, shows a percentage of users who take a desired action on a website or application. (Anonymous, 2024)

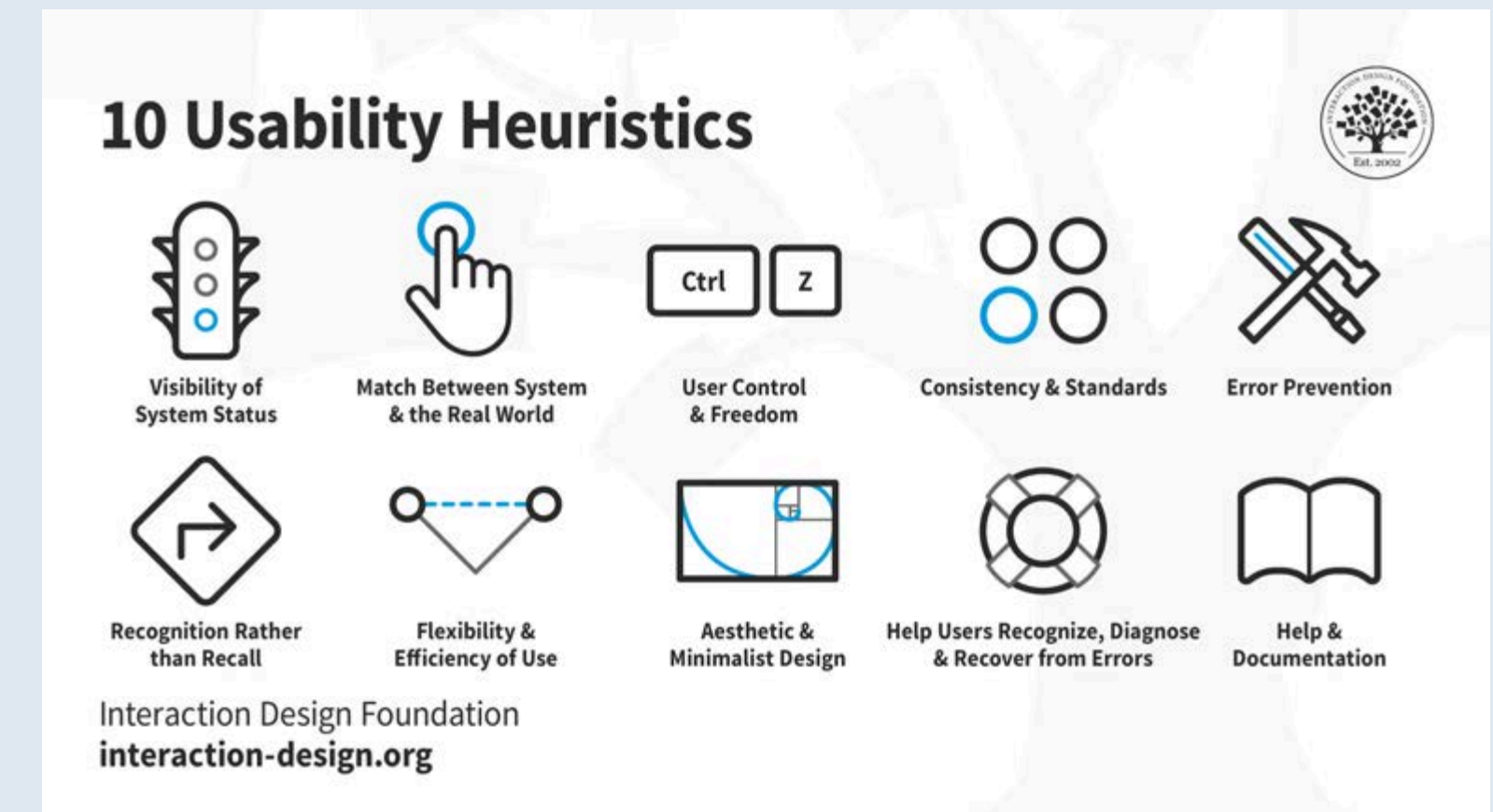
This would be important to measuring if more people are successfully completing a purchase of flights. Conversion rate are also one of the strongest Return on investment (ROI) arguments for better user experience and more user research (Nielsen, 2013). If not tracked properly organisations cannot get a full idea of it's effectiveness. As a result, using clear evidence through platforms such as google analytics so product stakeholders can agree on the successes and next approaches needed.



Measuring Success: Revisit of Heuristic evaluation

Earlier, the heuristic evaluation was key to finding pain points within the current implementation. The model of benchmarking would allow for repeat visits to test against the set heuristics.

This would be key to seeing improvements on the scores previously posted, with each evaluation on average finding 50% of usability issues (Thankam Paul Thyvalikakath et al., 2024). Despite this, it should be considered that heuristic evaluation couldn't entirely replace user research (Moran and Gordon, 2023). As designs need to be tested with users, but could be good practice to identify the elements early of the design that you should target during further usability testing (Moran and Gordon, 2023). As a result, ensuring that pain points can be critically validated through the process of continuous research discovery.



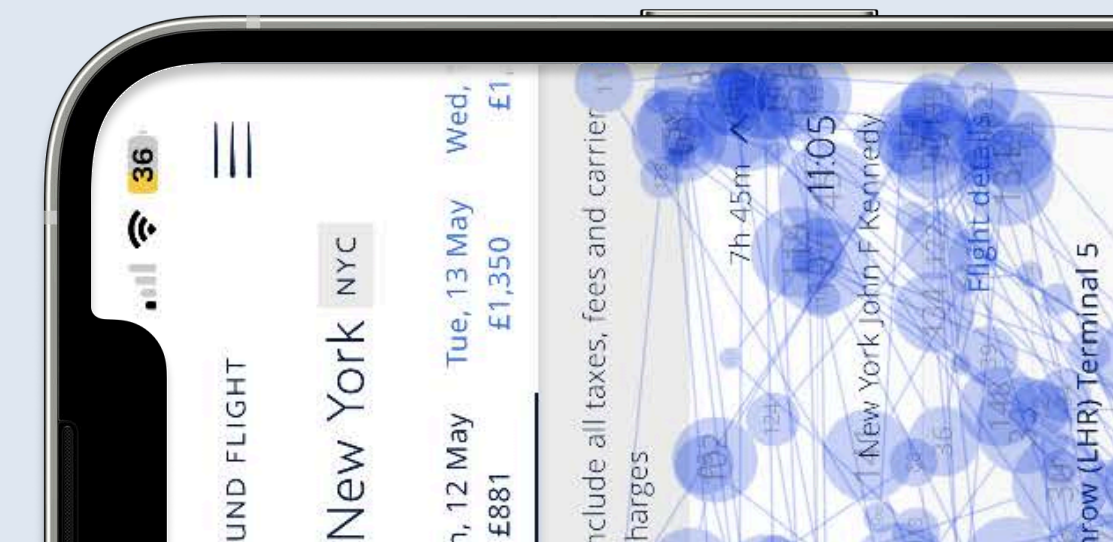
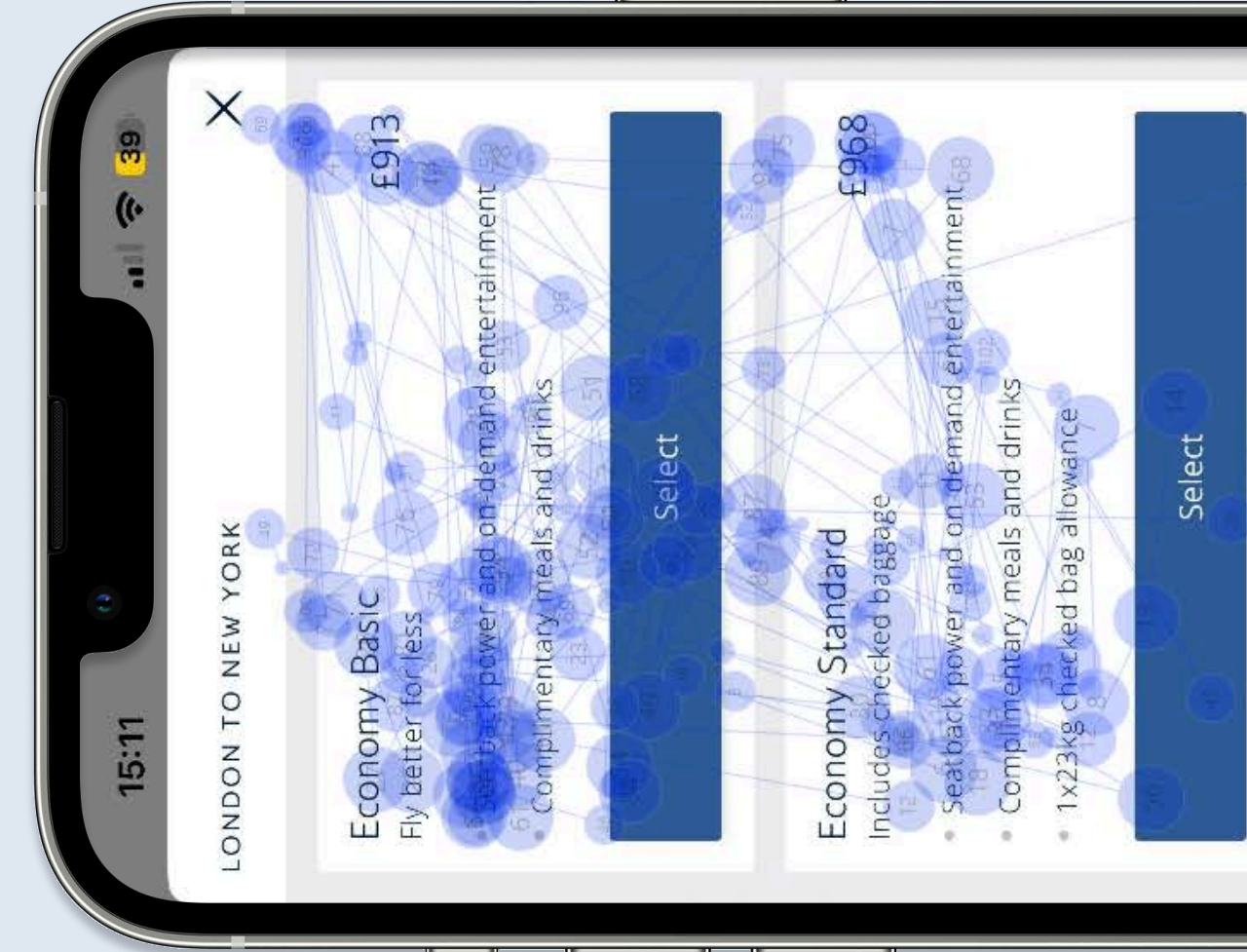
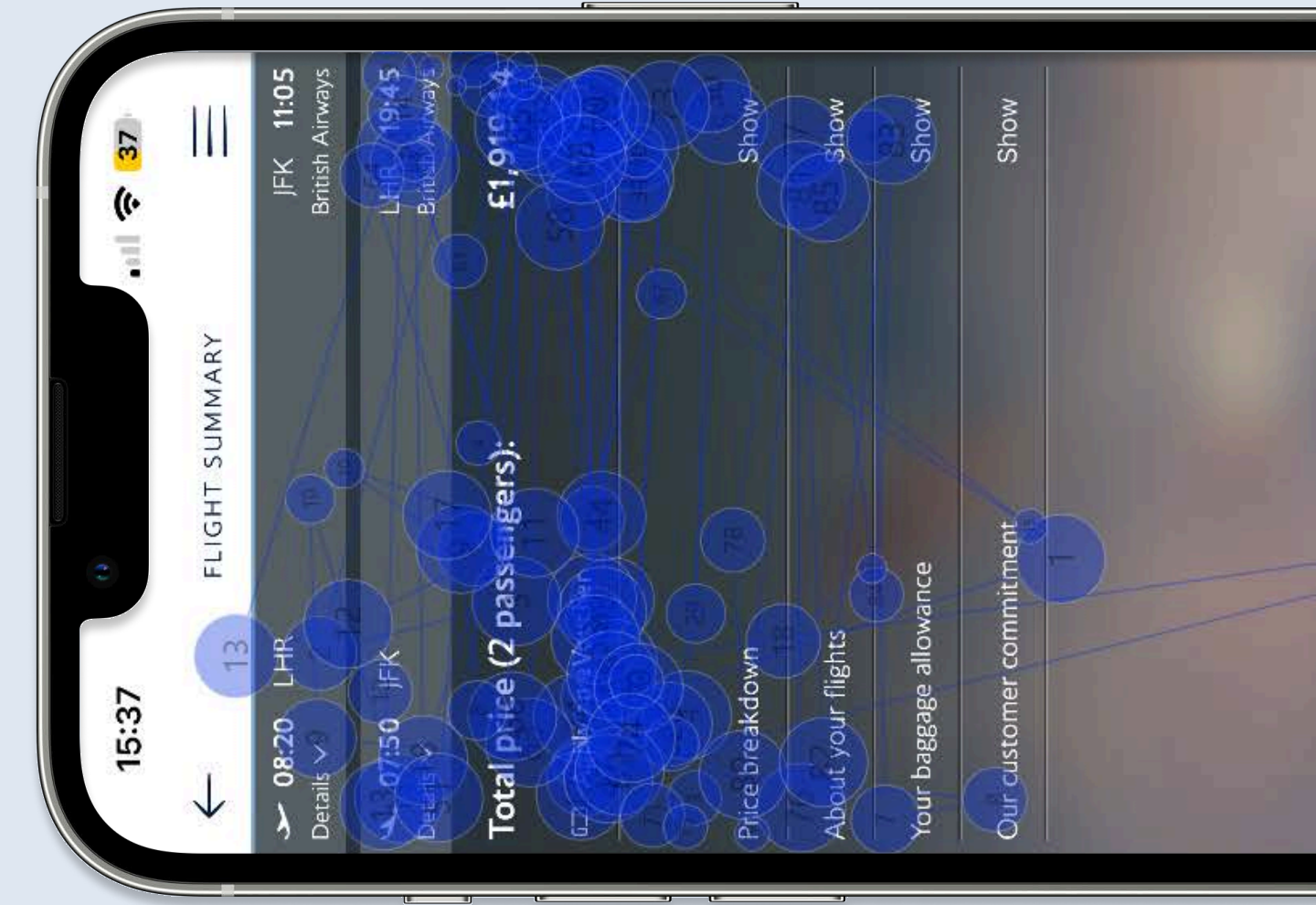
Nielsens 10 usability heuristics
(Interaction Design Foundation, 2019)

Measuring Success: Revisit of Eye tracking

A revisit to eye tracking study would be suitable, the use of the benchmark model would be important to show comparisons of results from the previous design to the new approach.

The use of eye tracking could focus on smaller elements of the new designs, Giving insight to a specified moment to determine areas of interest (Jakub Štěpán Novák et al., 2023).

Despite this, eye tracking is a costly and time consuming study in comparison to methods such as a usability test. with the average Tobii pro costing £4000 (Tobii ,n.d.) equipment costing To ensure strong effectiveness of data and cost effectiveness, of eye tracking. Quarterly tests would give a good balance between measuring success and allowing users to become comfortable with the service.



Appendix

This project has been an opportunity to further build my own understanding of research driven human centred design.

Furthermore, it had been a good opportunity to become critical in approaches, using frameworks such as MoSCoW to explore findings from earlier work to make sure we can create an outstanding customer experience in the redesign phase.

If this project was to be completed again, i would focus on multiple rounds of eye tracking to build validations over a period. Furthermore, dive deeper into existing analytical data which wasnt possible due to this being a product out of the remit of my employer.

William Jackson

William Jackson

William Jackson

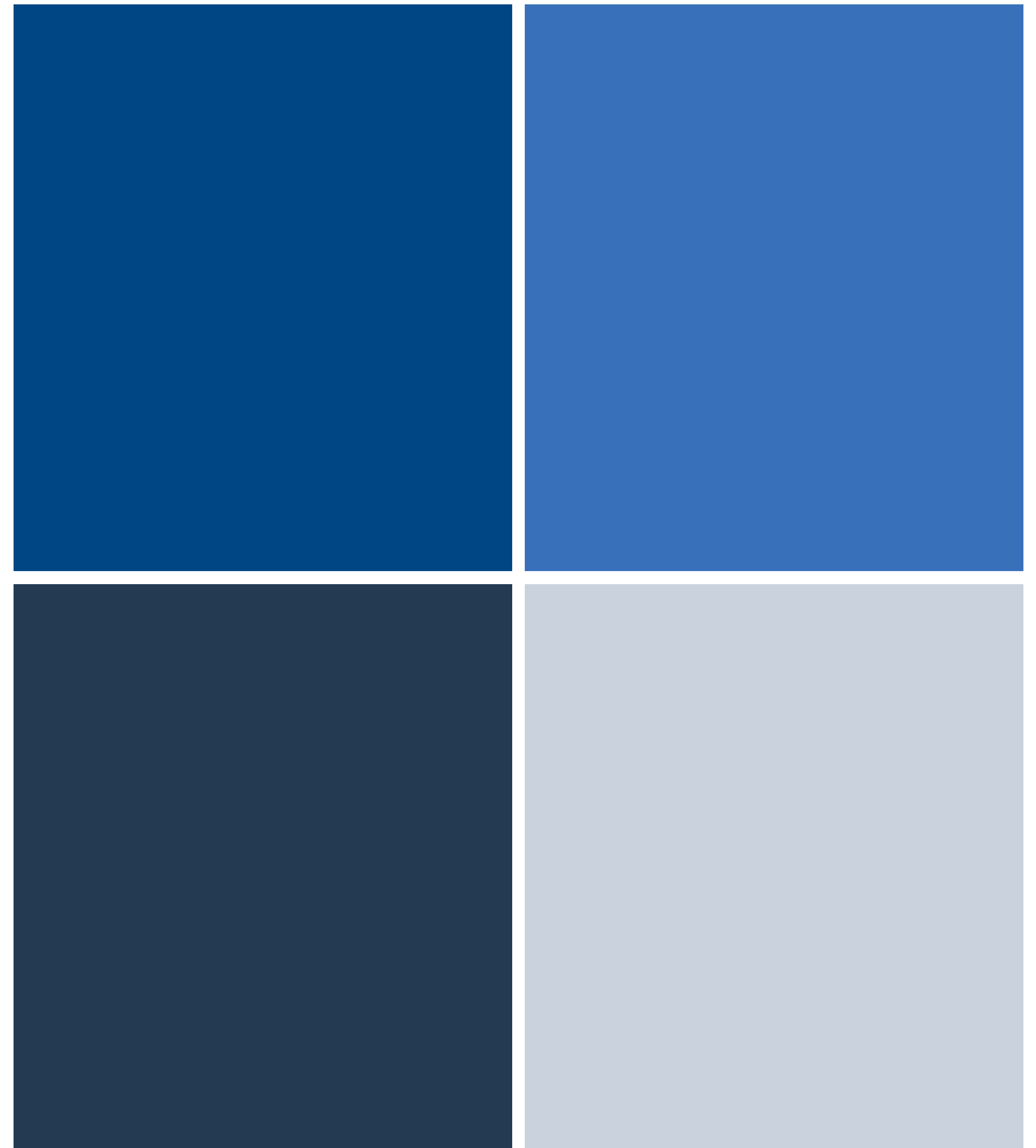
William Jackson

William Jackson

William Jackson

William Jackson

William Jackson

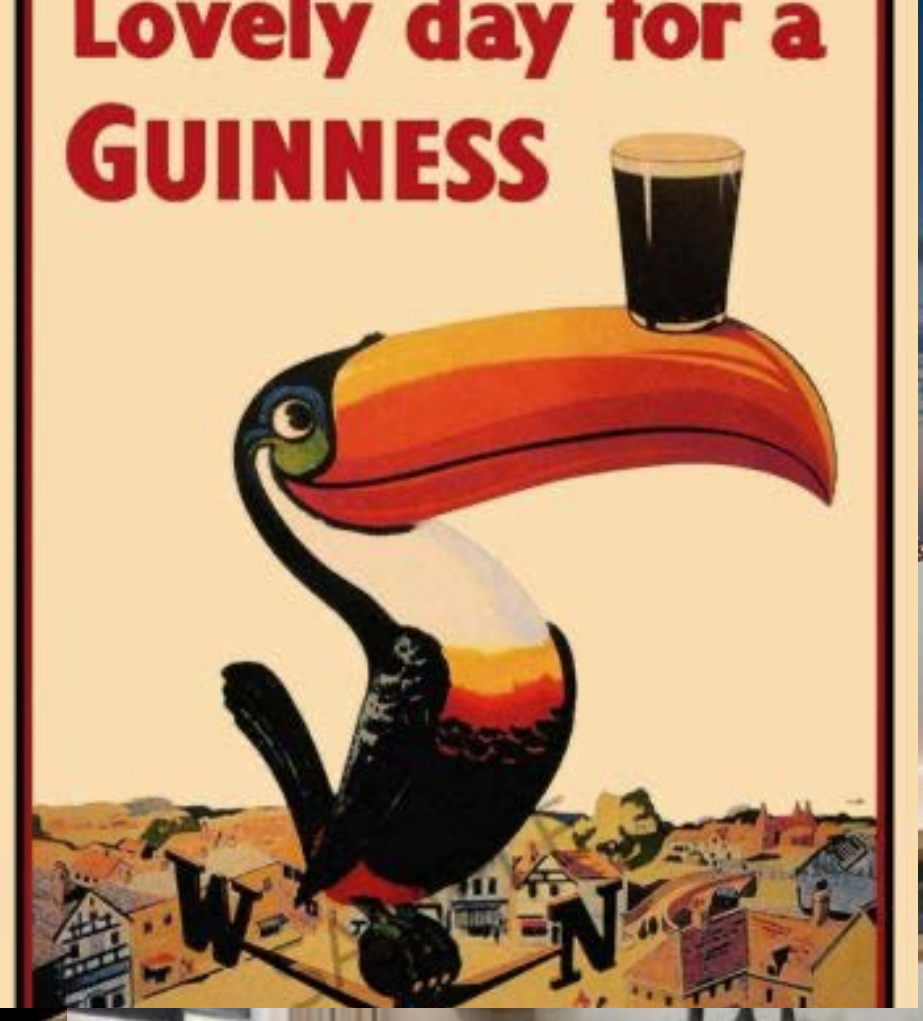


moodboard



Minted
New York

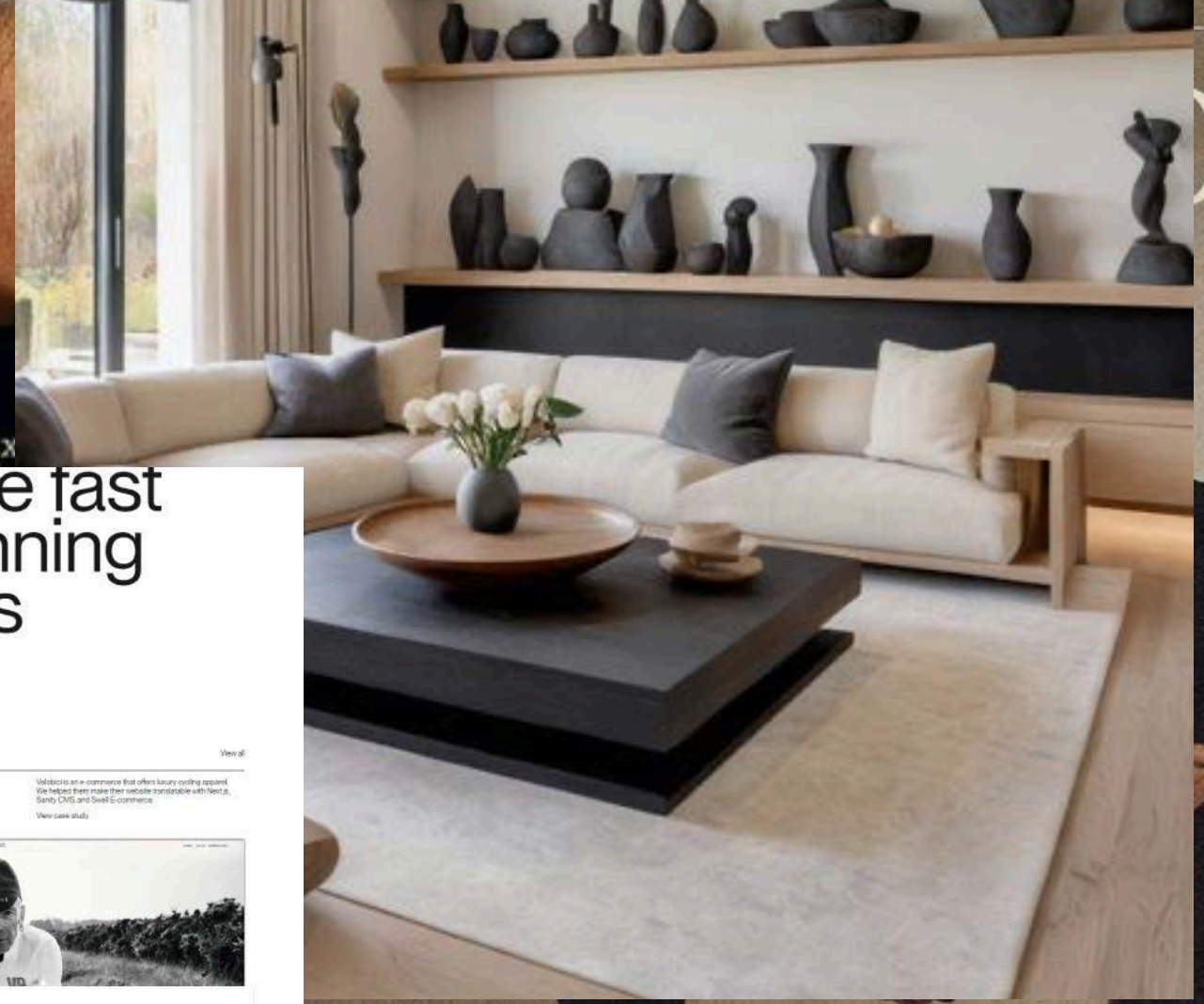
If you were flyi
the Concorde
tomorrow



MOODBOARD

you'd wear
a Rolex.

One essential piece of equipment in Pan Am's Concorde weighs nearly a quarter of a pound. Which may seem a bit heavy for a watch. But its Oyster case is carved from a solid block of hardened Swedish stainless steel (carved from 18 ct. gold it weighs even more). Inside its solid walls is a big honest face tells the time in at once. And the date. The work is done by hand, it takes us to build a Rolex. Pan Am pilots who will fly the Concorde are rigorously demanding about the performance of their watch. So if a Rolex weren't so heavy... it wouldn't fly. The Rolex Pan Am pilots wear is the GMT-Master.



We make fast and stunning websites

Tinloof is an agency that designs and builds web applications and sites.

Featured work

Velobici: Velobici is a commerce that offers bicycle repair. Tinloof has made their website transition with Next.js, GraphQL, and Stripe payments.



Services

- Web development**: We build a complete website or a custom web application, we handle the development, design, and launch.
- Web design**: Design the foundation of any web or product build. We focus on user experience, information, and navigation.
- Headless CMS**: The current "back-end" of a website allows for a separate content management system to be used. This allows for more control over content and performance.
- Frontend consultancy**: The amount of front-end and back-end development is often a challenge. We have a lot of experience in the market, we are able to support businesses with different needs and goals.
- Headless commerce**: These specific use cases for headless commerce are designed for better performance and scalability for better speed and custom features.
- Performance optimization**: Slow speed is a problem in a business. We test, audit, and optimize the performance of your website and make your site faster and search engines are satisfied.

Technical SEO

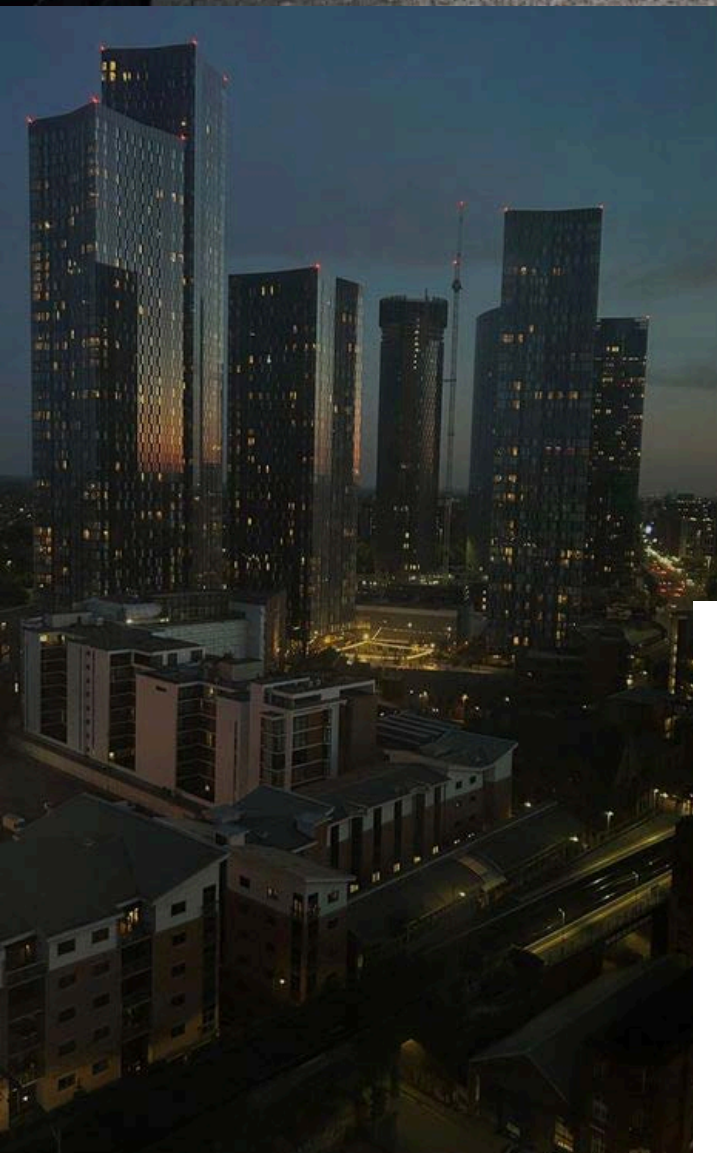
You may have a beautiful website and a great website, but if it's not configured with SEO in mind, the chances are you will not be able to rank in search engines. We have a lot of experience in the market, we are able to support businesses with different needs and goals.

Clients

- ZEGO
- @sendinblue
- Loop
- e:akt health
- velobici
- HEAVYBIT
- blotout
- LAK Gallery

Testimonials

These are some testimonials from our clients. We are proud to have worked with these companies and we are happy to have helped them grow their business. We are always looking for new clients and we are happy to help them achieve their goals.



AIMÉ LEON DORE

THE WORLD'S BOROUGH

References

References

Agile Business Consortium (2022) Chapter 10: MoSCoW Prioritisation, [www.agilebusiness.org](https://www.agilebusiness.org/dsdm-project-framework/moscow-prioritisation.html). Agile Business Consortium. Available at: <https://www.agilebusiness.org/dsdm-project-framework/moscow-prioritisation.html>

Anonymous (2024) What Are Conversion Rates?, The Interaction Design Foundation. Interaction Design Foundation. Available at: https://www.interaction-design.org/literature/topics/conversion-rates?srsltid=AfmBOophOGror0YZi8RLzG_HcWVYwMGH5SKZ0GDw0V5AMAIDqTZY2NQd#what_are_conversion_rates?-0 (Accessed: 14 May 2025).

Anonymous (2025) MoSCoW Method Explanation [Online Image], Extern.com. Available at: <https://www.extern.com/post/the-moscow-method-framework-for-decision-making> (Accessed: 12 May 2025).

Baker, N. (2024) UK Mobile Phone Statistics 2024 - Stats Report, Uswitch. Available at: <https://www.uswitch.com/mobiles/studies/mobile-statistics/#mobile-phone-usage-statistics> (Accessed: 12 May 2025).

British Airways (2025a) About BA | Information | British Airways, [Britishairways.com](https://www.britishairways.com/content/information/about-ba). Available at: <https://www.britishairways.com/content/information/about-ba> (Accessed: 1 May 2025).

British Airways (2025b) Baggage Selector [App User Interface], British Airways App. Available at: <https://apps.apple.com/gb/app/british-airways/id284793089> (Accessed: 12 May 2025).

British Airways (2025c) British Airways Date Picker [App User Interface], British Airways app . Available at: <https://apps.apple.com/gb/app/british-airways/id284793089> (Accessed: 12 May 2025)

British Airways (2025d) Flight Results Page [App User Interface], British Airways app . Available at: <https://apps.apple.com/gb/app/british-airways/id284793089> (Accessed: 12 May 2025).

British Airways (2025e) Loading Screen [App User Interface], Available at: <https://apps.apple.com/gb/app/british-airways/id284793089> British airways app

British Airways (2025f) Selection Summary [App User Interface], Available at: <https://apps.apple.com/gb/app/british-airways/id284793089> British Airways App

British airways (2025) Book a Flight Configurator [App User Interface], British airways App. Available at: <https://apps.apple.com/gb/app/british-airways/id284793089> (Accessed: 12 May 2025).

References

Cooke, L. and Cuddihy, E. (2005) 'Using Eye Tracking to Address Limitations in think-aloud Protocol', Usability Testing of Web Sites Designed for Communities of practice: Tests of the IEEE Professional Communication Society (PCS) Web Site Combining Specialized Heuristic Evaluation and task-based User Testing [Preprint]. Available at: <https://doi.org/10.1109/ipcc.2005.1494236>

Denzin, N.K. (1978) Denzin, N. K. (1978). Triangulation a Case for Methodological Evaluation and Combination. Sociological Methods, 339-357. - References - Scientific Research Publishing, www.scirp.org. Available at: <https://www.scirp.org/reference/referencespapers?referenceid=2398870> (Accessed: 14 May 2025).

Eccles, D.W. and Arsal, G. (2017) 'The think aloud method: what is it and how do I use it?', Qualitative Research in Sport, Exercise and Health, 9(4), pp. 514–531. Available at: <https://doi.org/10.1080/2159676x.2017.1331501>

Fessenden, T. (2021) Aesthetic and Minimalist Design (Usability Heuristic #8), Nielsen Norman Group. Available at: <https://www.nngroup.com/articles/aesthetic-minimalist-design/>

Government Digital Service (2018) Understanding WCAG 2.1, GOV.UK. Available at: <https://www.gov.uk/service-manual/helping-people-to-use-your-service/understanding-wcag> (Accessed: 29 April 2025)

Hades (2024) Minimalism in UX Design: is 'Less' really 'More'?, Braingineers.com. Available at: <https://www.braingineers.com/post/minimalism-in-ux-design-is-less-really-more> (Accessed: 29 April 2025)

Heale, R. and Forbes, D. (2013) 'Understanding Triangulation in Research', Evidence Based Nursing, 16(4). Available at: <https://doi.org/10.1136/eb-2013-101494>

Hertzum, M. (2020) Usability Testing, Synthesis Lectures on Human-Centered Informatics. Cham: Springer International Publishing. Available at: <https://doi.org/10.1007/978-3-031-02227-2>

Howard, T. (2014) 'Journey Mapping', Communication Design Quarterly Review, 2(3), pp. 10–13. Available at: <https://doi.org/10.1145/2644448.2644451>

Husain, A. (2018) (PDF) Requirements Prioritization Techniques Comparison, ResearchGate. Available at: https://www.researchgate.net/publication/322487895_Requirements_Prioritization_Techniques_Comparison (Accessed: 12 May 2025).

Interaction Design Foundation (2019) What Is Heuristic Evaluation?, The Interaction Design Foundation. The Interaction Design Foundation. Available at: <https://www.interaction-design.org/literature/topics/heuristic-evaluation> (Accessed: 15 May 2025).

Jakub Štěpán Novák et al. (2023) 'Eye Tracking, Usability, and User Experience: A Systematic Review', International Journal of Human-computer Interaction, 40(17), pp. 1–17. Available at: <https://doi.org/10.1080/10447318.2023.2221600>

References

JASPERS, M. et al. (2004) 'The think aloud method: a guide to user interface design', International Journal of Medical Informatics, 73(11-12), pp. 781–795. Available at: <https://pubmed.ncbi.nlm.nih.gov/15491929/>

Jung, J. et al. (2011) Investigating the Effect of Cognitive Load on UX: A Driving Study, Public-resto.fraunhofer.de. Available at: <https://publica.fraunhofer.de/entities/publication/cb583c3b-6601-49a8-b263-cf1bd63f643a> (Accessed: 29 April 2025).

Karafillis, A., Itzkovitch, A. and Beard, B. (2025) Designing Better UX, Google Books. Available at: https://books.google.co.uk/books?hl=en&lr=&id=2i_8pGMx5u8C&oi=fnd&pg=PT3&dq=fitts+law+in+UX&ots=5HdON7pfz8&sig=J8cMqqjTYaB1dBWgH20ByvfCNk&redir_esc=y#v=onepage&q=fitts%20law%20in%20UX&f=false (Accessed: 29 April 2025).

Korovesi, P. (2023) The impact of colour psychology in User Experience, pp. 6–29. Available at: https://www.theseus.fi/bitstream/handle/10024/820815/Korovesi_Pavlo.pdf (Accessed: 29 April 2025).

Moran, K. (2020) Benchmarking UX: Tracking Metrics, Nielsen Norman Group. Available at: <https://www.nngroup.com/articles/benchmarking-ux/> (Accessed: 13 May 2025).

Moran, K. and Gordon, K. (2023) How to Conduct a Heuristic Evaluation, Nielsen Norman Group. Available at: <https://www.nngroup.com/articles/how-to-conduct-a-heuristic-evaluation/>.

Nielsen, J. (1994) 10 Heuristics for User Interface Design, Nielsen Norman Group. Available at: <https://www.nngroup.com/articles/ten-usability-heuristics/> (Accessed: 29 April 2025).

Nielsen, J. (2000) Why You Only Need to Test with 5 Users, Nielsen Norman Group. Available at: <https://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/> (Accessed: 14 May 2025).

Nielsen, J. (2013) Conversion Rate: Definition as Used in UX and Web Analytics, Nielsen Norman Group. Available at: <https://www.nngroup.com/articles/conversion-rates/> (Accessed: 13 May 2025).

Nielsen, J. (2024) 10 Heuristics for User Interface Design, Nielsen Norman Group. Available at: <https://www.nngroup.com/articles/ten-usability-heuristics/> (Accessed: 11 April 2025).

Philips, M. (2020) Know Your User – UX Statistics and Insights (with Infographic), Toptal Design Blog. Available at: <https://www.toptal.com/designers/ux/ux-statistics-insights-infographic> (Accessed: 13 May 2025).

Putman, S. (2025) Using Prototyping in Instructional Design, Google Books. Available at: https://books.google.co.uk/books?hl=en&lr=&id=0bzLEAAQBAJ&oi=fnd&pg=PA1&dq=importance+of+wireframing+and+prototyping&ots=XBc8FXox0x&sig=uLU9mQ3nj2p4S4hw7dsahAUxIP8&redir_esc=y#v=onepage&q=importance%20of%20wireframing%20and%20prototyping&f=false (Accessed: 29 April 2025).

Riley, S. (2024) 'Vision and Perception', Apress eBooks, (2nd), pp. 33–64. Available at: https://doi.org/10.1007/979-8-8688-0143-3_2

Rozas, I. and Tjahyanto, A. (2024) 'UX Law Implementation at Sevima edLink from Design Science Research Perspective', 2024 2nd International Conference on Technology Innovation and Its Applications (ICTIIA), 1, pp. 1–6. Available at: <https://doi.org/10.1109/ictiia61827.2024.10761133>

S.Milutinovic, J. (2024) 'Wireframe Modelling of Web Based Open Data Applications', SCIENTIFIC PUBLICATIONS OF THE STATE UNIVERSITY OF NOVI PAZAR, 16, pp. 111–123. Available at: https://www.researchgate.net/profile/Jovan-Milutinovic/publication/387400682_Wireframe_Modelling_of_Web_Based_Open_Data_Applications/links/676c4a12894c552085294480/Wireframe-Modelling-of-Web-Based-Open-Data-Applications.pdf (Accessed: 29 April 2025).

Statista Research Department (2024) Share of low cost airlines in intra-European air traffic in January 2024, Oclc.org. Available at: <https://www-statista-com.mmu.idm.oclc.org/statistics/1496283/germany-low-cost-carrier-share-in-intra-european-air-traffic/> (Accessed: 29 April 2025)

Thankam Paul Thyvalikakath et al. (2024) 'Comparative Study of Heuristic Evaluation and Usability Testing Methods', Studies in Health Technology and Informatics, 143(38), p. 322. Available at: <https://pmc.ncbi.nlm.nih.gov/articles/PMC2736678/> (Accessed: 13 May 2025).

Thilderkvist, E. and Dobslaw, F. (2024) 'On Current Limitations of Online eye-tracking to Study the Visual Processing of Source Code', Information and Software Technology, 174, pp. 2–3. Available at: <https://doi.org/10.1016/j.infsof.2024.107502>

Tobii (no date) Reach further with your research I Choose Tobii Pro Fusion, www.tobii.com. Available at: <https://www.tobii.com/products/eye-trackers/screen-based/tobii-pro-fusion> (Accessed: 16 May 2025).

Tuch, A.N. et al. (2012) 'Is Beautiful Really usable? toward Understanding the Relation between usability, aesthetics, and Affect in HCI', Computers in Human Behavior, 28(5), pp. 1596–1607. Available at: <https://doi.org/10.1016/j.chb.2012.03.024>

w3c (2023) Web Content Accessibility Guidelines (WCAG) 2.2, W3.org. Available at: <https://www.w3.org/TR/WCAG22/#headings-and-labels> (Accessed: 15 May 2025)

WCAG (2025) Understanding Success Criterion 2.4.6: Headings and Labels, www.w3.org. Available at: <https://www.w3.org/WAI/WCAG21/Understanding/headings-and-labels.html> (Accessed: 11 May 2025)

Yablonski, J. (2022) Hick's Law, Laws of UX. Available at: <https://lawsofux.com/hicks-law/>

Yablonski, J. (2024a) Cognitive Load, Laws of UX. Available at: <https://lawsofux.com/cognitive-load/> (Accessed: 9 May 2025)

Yablonski, J. (no date) Law of Common Region, Laws of UX. Available at: <https://lawsofux.com/law-of-common-region/> (Accessed: 25 April 2025)

Yablonski, J. (2024b) Mental Model I Laws of UX, Laws of UX. Available at: <https://lawsofux.com/mental-model/> (Accessed: 25 April 2025)

Yabolanski, J. (2024) Laws of UX, Google Books. Available at: https://books.google.co.uk/books?hl=en&lr=&id=3xHwEAAQBAJ&oi=fnd&pg=PP1&dq=fitts+law+in+ux&ots=oeZMFaDh_R&sig=9fftNVMa9fG1G3VAm0ku3BO0EZU&redir_esc=y#v=onepage&q=fitts%20law%20in%20ux&f=false (Accessed: 9 May 2025)