










Conversion – Miles Upgrade

Before

- X **Eligibility:** Users couldn't understand whether a Miles Upgrade was *eligible* for the particular fare.
- X **Availability:** Users couldn't understand whether a Miles Upgrade was *currently available* for the particular fare.
- X **Future potential availability:** Not clear whether some of the fares may, at some stage in the future, become available. The subject to availability wasn't clear.













Services (per person) Compare all services	Special	Saver	Flex
 Baggage	✓ 40 kg	✓ 40 kg	✓ 40 kg
 Seat selection	🔒 <u>Restricted</u>	✓ Complimentary	✓ Complimentary
 Skywards Miles	✓ 3,000 Miles	✓ 3,750 Miles	✓ 5,250 Miles
 Chauffeur/Lounge	✗ <u>Not eligible</u>	✓ <u>Eligible</u>	✓ <u>Eligible</u>
 Upgrade to First (Subject to availability)	✗ Not permitted	✓ 39,000 Miles	✓ 30,000 Miles
 Change fee	✓ No charge	✓ No charge	✓ No charge
 Refund fee	✓ No charge	✓ No charge	✓ No charge
	AED 8,385	AED 8,925	AED 11,145
	Select	Select	Select



Conversion – Miles Upgrade

After

- ✓ Renamed the sidebar
- ✓ Aligned design, copy and content.
- ✓ Clearly shows when the upgrade would become available: now, in the future, etc.
- ✓ Included incentive price comparison
- ✓ User doesn't have to do as much "figuring out" in their head when reading the Upgrade states.

Services (per person) Compare all services	Saver	Flex	Flex Plus
 Baggage	✓ 2 x 25 kg	✓ 35 kg	✓ 35 kg
 Cabin baggage	✓ <u>1 x 7 kg</u>	✓ <u>1 x 7 kg</u>	✓ <u>1 x 7 kg</u>
 Seat selection	 <u>At a charge</u>	✓ Complimentary	✓ Complimentary
 Earn miles	✓ + 1,000 miles	✓ + 5,000 miles	✓ + 9,000 miles
 Upgrade to Business Class	 <u>After check in</u> 289,000 miles	✓ <u>Special offer</u> 189,000 50,000 miles	✓ <u>Special offer</u> 189,000 50,000 miles
 Change fee	 200 AED	 200 AED	✓ No Charge
 Refund fee:	 <u>Restricted</u>	✓ No Charge	✓ No Charge
	900 AED	3000 AED	5000 AED
	<input type="button" value="Select"/>	<input type="button" value="Select"/>	<input type="button" value="Select"/>



Conversion – Miles Upgrade

After

- ✓ Improved the tooltip copy
- ✓ Clearly shows whether the fare is eligible for an Upgrade
- ✓ Emphasizes the exact times and conditions

Services (per person) Compare all services	Saver	Flex	Flex Plus
Baggage	✓ 2 x 25 kg	✓ 35 kg	✓ 35 kg
Cabin baggage	✓ <u>1 x 7 kg</u>	✓ <u>1 x 7 kg</u>	✓ <u>1 x 7 kg</u>
Seat selection	🔒 <u>At a charge</u>	✓ Complimentary	✓ Complimentary
Earn miles	✓ + 1,000 miles	✓ + 5,000 miles	✓ + 9,000 miles
Upgrade to Business Class	🔒 <u>After check in</u> 280,000 miles	✓ <u>Eligible</u> 189,000 miles	✓ <u>Eligible</u> 189,000 miles
Change fee		🔒 200 AED	
Refund fee:		✓ No Charge	
	900 AED	3000 AED	5000 AED
	<input type="button" value="Select"/>	<input type="button" value="Select"/>	<input type="button" value="Select"/>

This fare is eligible to upgrade. We will notify fare holders if an upgrade is available, **when check in opens 48 hours before departure.** ✕

This fare is eligible to upgrade. We will notify fare holders if an upgrade is available, **anytime between fare selection and 7 hours before departure.** ✕



Conversion – Miles Upgrade

Live Version



New Version

