

[From Phase 2] **P0 Problem Statement**

Users feel frustrated by unexpected hidden fees lurking beyond the base price of air tickets at checkout time and also at flight time.

“How Might We...” reframing

1. How might we *show the total trip cost* upfront before users leave Google Flights?
2. How might we make fees predictable even when airlines hide them?

Top Hidden Costs (Root Causes)

1. Seat selection
2. Early check-ins
3. Carry-ons
4. In-flight meals
5. In-flight Wifi, entertainment
6. Dynamic pricing from cookies
7. Refund/change processing fees
8. “Auto-selection” of travel insurance
9. Other service charges, convenience fees charged

Solution Prioritization:

	Reach (1 = Few users, 2 = Many users, 3 = Most users)	Impact (Based on \$ amount)	Confidence (1 = lots of assumptions; 2 = predictable; 3 = deterministic)	Effort	Final Score
Include seat selection in booking pricing	3	2	3	1 (info exists in airline website already; one-time port over)	18
Include cost of early	2	1	3	1 (info exists in airline website already; one-time port	6

check-ins				over)	
Include cost of carry-ons	3	1	3	2 (policies change; special offers, etc.)	4.5
Include cost of in-flight meals	1	1	2	1	1
Include cost of in-flight Wifi, entertainment	2	1	2	1	4
Include cost of dynamic pricing from cookies	3	3	3	3 (complex search to find best price)	9
Include cost of refund/change processing fees	1	2	1	3 (complex search to find right policy that applies; docs may not be available)	0.7
Exclude cost of “auto-selection” of travel insurance	1	3	3	1 (should be a quick UI fix)	9
Include cost of other service charges, convenience fees charged	1	2	1	3 (complex search to find right policy that applies; docs may not be available)	0.7

1.1 Inclusion of seat selection fees in booking

Wireframing - Purpose/Central Themes

1. Show the total trip cost upfront with clear breakdowns
2. Predict additional fees where applicable and share with user
3. Build trust with users by comparing with other websites

User flow delta

Before	After
User lands on landing page	No change
User enters from, to, dates, travel class, number of travelers → Search	No change
Each leg's flight options show up, best flights first	1. "Best flights" now include seat selection fares 2. Breakdown of total price is available 3. The difference is obvious to user
Summary page → transfer to booking site	1. Clear price breakdown and options (incl where some prices are estimated) 2. 1<> transfer of info to the booking site

Wireframes

Tool used: Base44

Link to build: <https://seat-saver-flights-4a3c1f4f.base44.app>

1. Landing page

Flights

Find the best seats, not just the best flights

From

Origin airport

To

Destination airport

 Departure

mm/dd/yyyy 

 Return

mm/dd/yyyy 

 Passengers

1

Search Flights

Popular routes

San Francisco → New York →

Los Angeles → Chicago →

New York → Los Angeles →

Chicago → Miami →

2. Search returns

SFO → JFK

2025-10-15 · 1 passenger

JetBlue B6 789 Nonstop Best Value

2:30 PM

SFO

Includes: Extra Legroom Aisle

5h 30m

11:00 PM

JFK

\$275

total for 1

Base: \$220

Seat: \$55

Alaska Airlines AS 456 Nonstop

5:00 PM

SFO

Includes: Standard Aisle

5h 30m

1:30 AM

JFK

\$285

total for 1

Base: \$245

Seat: \$40

United Airlines UA 1234 Nonstop

8:00 AM

SFO

Includes: Extra Legroom Window

5h 30m

4:30 PM

JFK

\$295

total for 1

Base: \$250

Seat: \$45

Delta DL 567 Nonstop

10:15 AM

SFO

5h 30m

6:45 PM

JFK

\$300

total for 1

Base: \$235

Seat: \$65

3. Summary page reinforcing pricing breakdown

Flight Summary

JetBlue

B6 789

Nonstop

Departure

2:30 PM

SFO

1 passenger

🕒 5h 30m

Arrival

11:00 PM

JFK



Seat Selection Included

Extra Legroom Aisle seat automatically selected for the best experience

Source: Airline seat map data as of booking time

Price Breakdown

Base fare (1 × \$220)	\$220
Seat selection (1 × \$55)	\$55
Total	\$275

4. Summary page building trust by comparing pricing with other websites



Seat Selection Included

Extra Legroom Aisle seat automatically selected for the best experience

Source: Airline seat map data as of booking time

Price Breakdown

Base fare (1 × \$220)	\$220
Seat selection (1 × \$55)	\$55
Total	\$275



How This Compares



Traditional booking sites (Expedia, Priceline)

Show base fare of **\$220**, but seat selection happens later on the airline website during check-in



This platform

Shows true total of **\$275** with optimal seat already included — no surprises



On traditional sites, you'd see \$220 initially, then discover seat costs of \$55 later when checking in with the airline

Continue to Booking

1.2 Exclusion of dynamic pricing from cookies

Wireframing - Purpose/Central Themes

1. Show the w/ and w/o cookies pricing to user to demonstrate value and build trust
2. Research if user location cookies factors into flight ticket price
3. Build trust with users by comparing with other websites

User flow delta to 1.1

Before	After
User lands on landing page	No change
User enters from, to, dates, travel class, number of travelers → Search	No change
Each leg's flight options show up, best flights first	1. "Best flights" now exclude any cookies utilization 2. Breakdown of total price (incl savings) is available 3. "Best location to book from" grid option available - clicking it shows pop-up with top 3 best locations to book from with links to VPN from from there back into google flights to book
Summary page → transfer to booking site	1. Clear price breakdown and options 2. 1<> transfer of info to the booking site

Wireframing

1. Search page clearly shows “Cookie-free booking” + “Best location to book from” option

[← Back to search](#)

SFO → JFK

2025-10-15 · 1 passenger

Cookie-free pricing · No price inflation from browsing history

JetBlue

B6 789

Nonstop

Best Value

2:30 PM

SFO

Includes: Extra Legroom Aisle

5h 30m

11:00 PM

JFK

total for 1

Base: \$220

Seat: \$55

Select

JetBlue

B6 789

Nonstop

2:30 PM

SFO

Includes: Extra Legroom Aisle

5h 30m

11:00 PM

JFK

total for 1

Saved \$22

Base: \$220

Seat: \$55

Best location to book from

Select

Alaska Airlines

AS 456

Nonstop

5:00 PM

SFO

Includes: Standard Aisle

5h 30m

1:30 AM

JFK

total for 1

Base: \$245

Seat: \$40

Select

2. Best location to book from shows savings via VPN

← Back to search

SFO → JFK

2025-10-15 · 1 passenger

Cookie-free pricing · No price inflation from browsing history

JetBlue B6 789

2:30 PM

SFO

Includes: Extra Leg

JetBlue B6 789

2:30 PM

SFO

Includes: Extra Leg

Best location to

Alaska Airlines AS 456 Nonstop

5:00 PM

SFO

Includes: Standard Aisle

5h 30m

275

total for 1

Base: \$220

Seat: \$55

Select

275

total for 1

Saved \$22

Base: \$220

Seat: \$55

Select

285

total for 1

Base: \$245

Seat: \$40

Select

Best Locations to Book From

Save money by booking from these locations using a VPN

Best Value **Delhi, India**

Price: \$217 ↗ Save \$58

VPN & Book

Bogotá, Colombia

Price: \$228 ↗ Save \$47

VPN & Book

Manila, Philippines

Price: \$236 ↗ Save \$39

VPN & Book

Tip: Connect to a VPN in the selected location, clear your browser cookies, then visit Google Flights to see these prices.