

Delta Ticket Redesign

Ashley Jennings
Samyukta Sherugar

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The Problem

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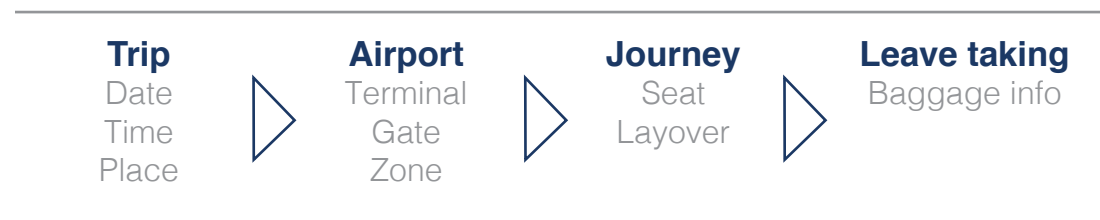
We were tasked with redesigning the Delta ticket/Boarding Pass. To draw inspiration and learn about the issues in the world, we started with the **real world ticket**. Some of the issues are described in the bullet points below.



- There is no clear hierarchy of information.
- Who is the information meant for?
- Users care about and are very confused by the difference between Zones, Gates and Boarding times and Flight numbers.
- Layovers are stressful and these tickets do not reduce that stress.
- Information specific to the destination airport such as landing gate is not present.
- The ticket is not aesthetically pleasing.

We spoke to people, read complaint forums and did imaginary airport walk-throughs. We really wanted to **empathize** with the end users of the tickets.

While redesigning, a restriction we placed on ourselves was to **retain all the information** in the original ticket. Without this, it was easy to make the ticket easy on the eyes, but every piece of text was vital to the boarding process and it was unrealistic to drop anything. Overall, the theme in both our eventual designs was a specific organization of all of the information:

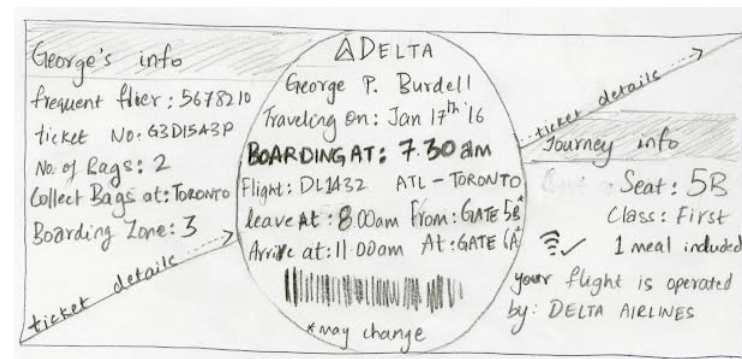
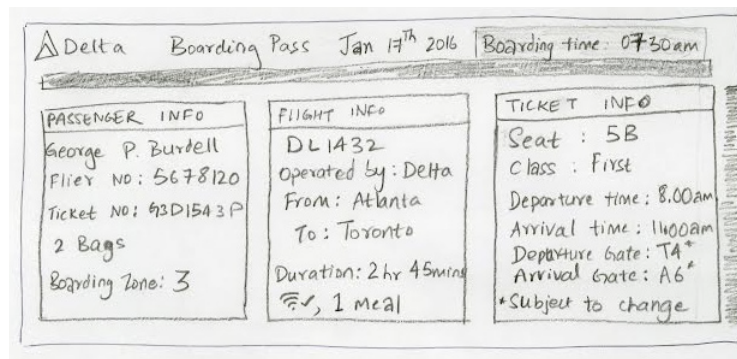
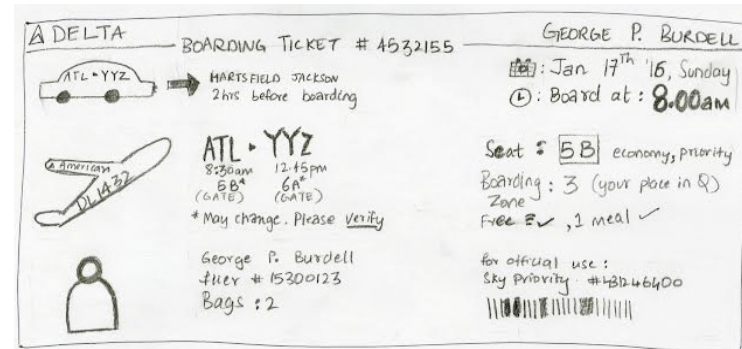
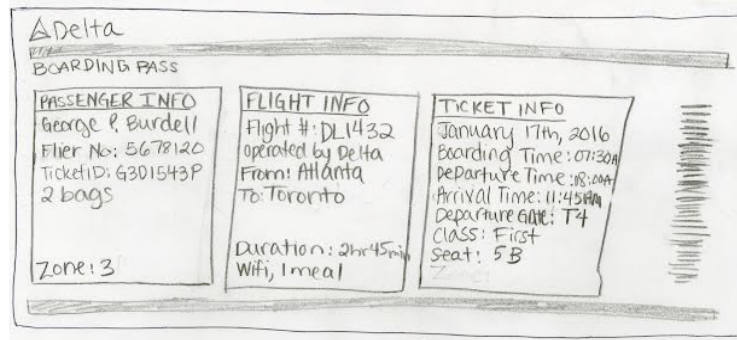


We also kept in mind that the ticket is a **physical entity** that is a part of the environment of the airport. Passengers are often stressed and confused while trying to find their gate. In addition, these individuals must keep track of a number of other items, in addition to children. In the midst of this bustle, passengers often feel the need to **recheck** their ticket. Finally, we noticed that the ticket serves as a representation of the Delta brand. We have tried to **establish branding** with subtle use of color and layout.

Divergent Thinking

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To begin, we utilized **divergent thinking** to come up with many possible layouts for our ticket redesign. The point of this was not just to come up with good ideas, but to also get the “bad ideas out”, allowing us to understand what would and wouldn’t work. Below is a collection of the initial concepts we drew up using pencil, paper, and a **strict time limit**.



Divergent Thinking

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DEPARTURE INFO:	ARRIVAL INFO:
January 17, 2016 8:45 AM EST	January 17, 2016 8:00 AM GMT
GATE T5 Board: 8:15 AM EST	GATE G2 subject to change
ZONE 3 Seat 12C	Baggage Claim R5
Atlanta ATL	London LON
GEORGE P BURDELL	1532156D3PH1 D3P347G

DELTA AIRLINES
GEORGE P BURDELL

FLIGHT	DATE	BOARD	GATE	SEAT
DL3214	JUN 03	8:15 A	T5	12B

ATL - ONT
08:45 AM EST 11:55 AM PST

DELTA AIRLINES
ATL - ONT
Duration: 3h 10 min
Nonstop
Gate: T5
Seat: 12B
Flight: DL3214
DATE: June 03 2015

GEORGE P BURDELL
ID: 132001541679
BAGS: 2
CLASS: Business
Zone: 3

DELTA AIRLINES
George P. Burdell | Flight Number: DL1435 | January 17th, 2016

WHAT:	DEPART	ARRIVE	BOARD	ZONE	SEAT
WHERE:	ATL	ONT	GATE T3	5	12B
WHEN:	08:30 AM (EST)	11:45 AM (PST)	08:00 AM (EST)		

* info may be subject to change. DL152003214567

DELTA AIRLINES — BOARDING PASS — TICKET # 12345678

by American Airlines
DL 1432

(HARDFIELD) **ATL** 8:00 AM
GATE 6D*
: 2

Boarding At: 7:30 am
Sunday, Jan 17 '16

SEAT: 7A
OPTIONS: ECONOMY
ZONE: 3

DURATION: 2hrs 45min
✓ ✗ ✓

YYZ 12:45 pm
GATE 7F*
* may change.
Please Verify

GEORGE P. BURDELL flier # 43210064

7:30 am BOARDING

ATL 4.45hrs YYZ 12:45 pm
8:00 am

17th January 2016
DL1432 - flight no

GEORGE P. BURDELL
frequent flyer: 143212161891432
SEAT 1A ZONE 3
[BUSINESS], [SKY PRIORITY]
✗ ✓ ✗ ✓ (1)
: 2 # 14321004310

Ticket # 14326742896412

DELTA

DELTA BOARDING TICKET

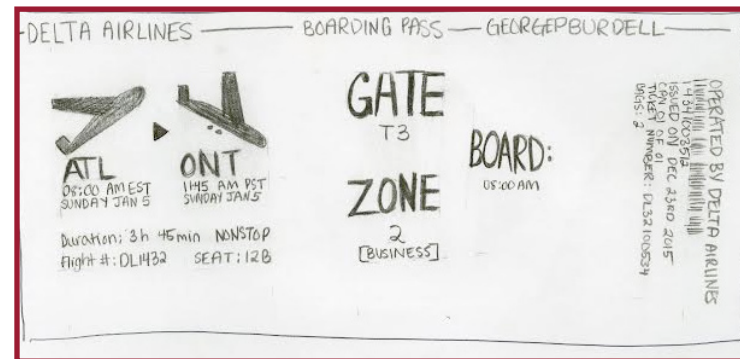
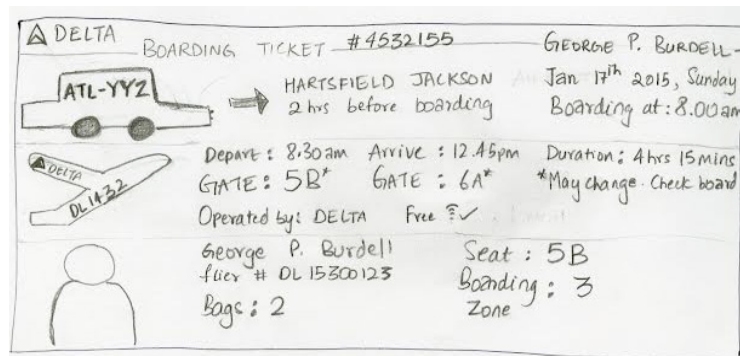
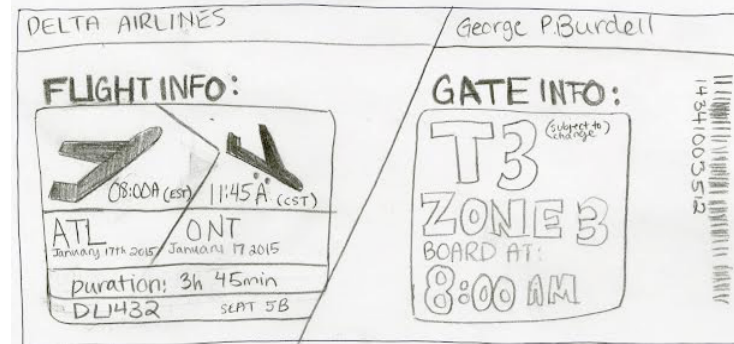
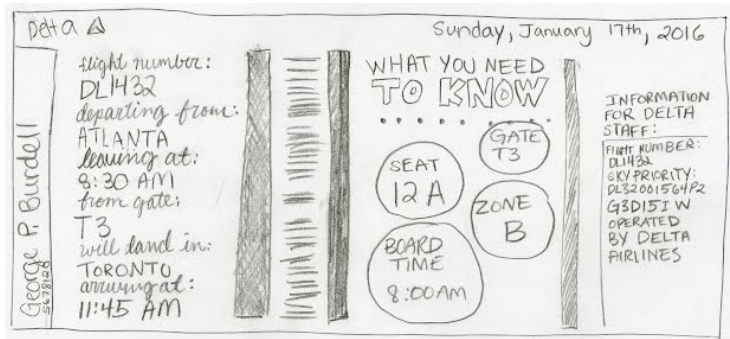
ATL - ONT	GATE T3
8:30 AM 12:45 PM	Boarding 8:00 AM
Thursday October 14th 2015	ZONE 3
DL1435 4h 15min	SEAT 12B
Business Nonstop	SUBJECT TO CHANGE. ARRIVAL GATE A3
Perks: Free wifi, meal	

GEORGE P BURDELL
FLIER # DL15300123
SKY PRIORITY
BAGS: 2
TICKET ID: 4532155

OPERATED BY:
DELTA AIRLINES

Divergent Thinking

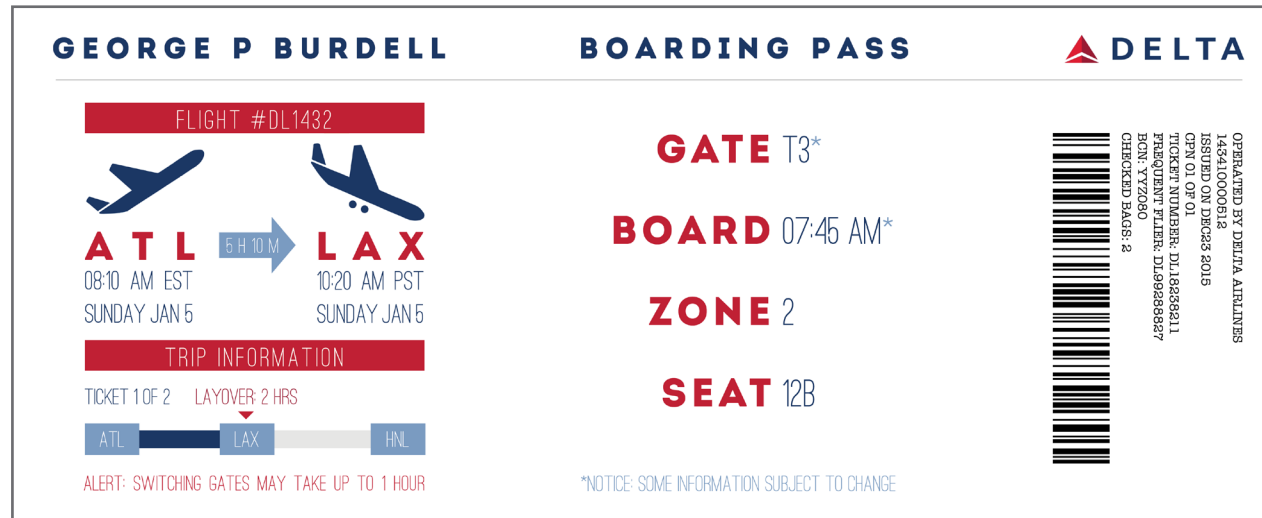
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This **sketching method** allowed us to work through the issues surrounding the use and design of a flight ticket. Through this exercise, we were able to gain a better sense of what made a boarding pass easy to use, **without getting caught up in the details**. The drawings that inspired our final designs are outlined in red.

The first sketched designs were all about organizing the information we knew about pre-existing boarding pass use. Our sketches focused on boxing out different pieces of data. As we made more of them, we moved toward **alternate representations** to make a **friendlier experience**.

Those designs then served as **low-fi prototypes** that were used to get further feedback from users. These were also critiqued by a panel of designers. Based on the input, we then moved on to recreating the sketches in **InDesign**. “Initial Design A” and “Initial Design B” are a result of that work.



Design A focuses on **information categorization**. There are three major portions: trip information, boarding information, and official information. We also made use of typography to establish a **hierarchy**. This particular design was developed with **frequent fliers** in mind.



A key issue not addressed by the original ticket are layovers. Much of the research we did brought up the point that **layovers are not well explained**, and often one of the most confusing elements of a trip.

To address this, we came up with this **layover graphic**. This section of the ticket shows the passenger if there are any layovers in their trip, and their duration. It also provides data about the worst case travel time between gates.

GATE T3*
BOARD 07:45 AM*
ZONE 2
SEAT 12B

During the research process, the people we interviewed who identified themselves as frequent fliers mentioned that they have the logistics of a trip figured out. What they really need is **quick access** to vital information like gate, boarding time, and seat. So we placed this section out in the middle of the ticket with no other distractions.

Airport authorities are also users of the boarding pass. They have specific information they need when working with a passenger, and they are highly trained and efficient in looking for it. The rest of the ticket information does not concern them. While the original ticket had this information spread out in various places, we have chosen to place “official use only” information in a separate section. We kept the typography very plain and formal, to **discourage a traveler from being distracted** by it.



DELTA		BOARDING PASS				GEORGE P BURDELL	
GEORGE P BURDELL		FLIGHT: DL 1432		JANUARY 5TH, 2016		FLIGHT #DL1432	
WHAT	DEPART	ARRIVE	BOARD	ZONE	SEAT	07:20 AM EST ATL GATE: T1	09:35 AM EST PHL GATE: A4
WHERE	ATL	PHL	GATE T1	3	24D	DURATION 2H 15M	
WHEN	07:20 AM	09:35 AM	07:00 AM			7:00 AM BOARD	3 ZONE
						12B SEAT	2 CHECKED BAGS
		OPERATED BY DELTA AIRLINES 143410000512 ISSUED ON DEC23 2015		TICKET NUMBER: DL18238211 FREQUENT Flier: DL09288827 CHECKED BAGS: 2		BAG CLAIM #PH3387	

This design focuses on the **infrequent flyer**. They need more guidance when it comes to travel information. They also tend to recheck the ticket several times during the travel. There are two sections here. The **left portion** of the ticket contains all the information about the trip in a easy-to-read format. The **right section** can be torn off to provide easily accessible reminders while on the move.

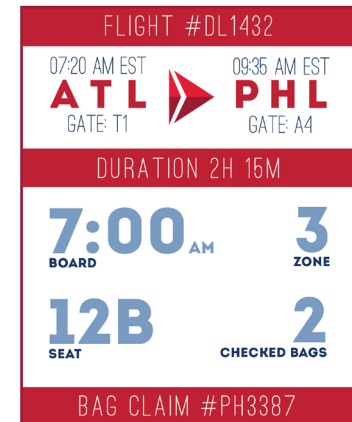
Design B Features

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WHAT	DEPART	ARRIVE	BOARD	ZONE	SEAT
WHERE	ATL	PHL	GATE T1	3	24D
WHEN	07:20 AM	09:35 AM	07:00 AM		

The left-section is kept intentionally simple using a grid format. The idea behind this design is to simply **arrange** each element of a passenger's journey by **time and place**.

People who are **unfamiliar** with flying often feel the need to recheck their trip information. Having a handy cut-out that can be stored on back of a passenger's phone or in their wallet prevents the need to constantly search for the boarding pass in the bag or wallet it is normally kept in. This cut-out is sized to match the dimensions of a standard **credit card**, making it feel familiar to a passenger. The boarding pass can then be **kept safe** until it is time for the passenger to board their plane.



The major critique of Design A was that the left side of the ticket was too crowded, and that the distinct theme of this portion did not carry over to the rest of the boarding pass. In addition, many people pointed out that there seemed to be a confusion over what was a title and what was meant to be important data, such as the decision to use bolded text for the terms “gate”, “board”, “zone” and “seat”. Finally, there was concern expressed over the use of red bars to encode both titles (ie “Trip Information”) and information (“Flight #DL1432”).

Many people responded well to Design B. Most agreed that it had more of the traditional “Delta look”, and that the credit card sized cut-out would be useful. The major complaints about Design B pointed to the use of bold red lines on the card portion, which did not match any features on the rest of the boarding pass. We realized that we would need to refine the layout and color scheme of this card in order to create a more effective design. In addition, we were encouraged to try to push the idea of a removable card even further.

Final Design A

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GEORGE P BURDELL	BOARDING PASS	DELTA
LAYOVER: 2 HRS		
ATL — LAX — HNL		
ALERT: SWITCHING GATES MAY TAKE UP TO 1 HOUR		
FLIGHT DL1432		
		
ATL 08:10 AM EST SUNDAY JAN 5	LAX 10:20 AM PST SUNDAY JAN 5	
GATE T3*		
BOARD 07:45 AM*		
ZONE 2		
SEAT 12B		
*NOTICE: SOME INFORMATION SUBJECT TO CHANGE		
		LEG 1 OF 2
		
		OPERATED BY DELTA AIRLINES 14341000612 ISSUED ON DEC23 2015 OPEN 01 OF 01 TICKET NUMBER: DL18232811 FREQUENT FLYER: DL99288827 BCR: YZ080 CHECKED BAGS: 2

In response to the critique, we minimised the usage of red banners which were difficult to read. We also **moved the layover graphic** to the top of the left hand side to make it more prominent.

GEORGE P BURDELL	BOARDING PASS	DELTA
LAYOVER: 2 HRS		
ATL — LAX — HNL		
ALERT: SWITCHING GATES MAY TAKE UP TO 1 HOUR		
FLIGHT DL5543		
		
LAX 12:20 PM PST SUNDAY JAN 5	HNL 4:22 PM HAST SUNDAY JAN 5	
GATE G4*		
BOARD 11:55 AM*		
ZONE 1		
SEAT 24A		
*NOTICE: SOME INFORMATION SUBJECT TO CHANGE		
		LEG 2 OF 2
		
		OPERATED BY DELTA AIRLINES 14341000612 ISSUED ON DEC23 2015 OPEN 01 OF 01 TICKET NUMBER: DL18234461 FREQUENT FLYER: DL99288827 BCR: YZ080 CHECKED BAGS: 2

We reversed the font types in the **center** section so the information is more bold than the title. Also, bright red text is has negative associations, so this presentation is **more calming**.

Final Design B

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DELTA		BOARDING PASS					GEORGE P BURDELL	
GEORGE P BURDELL		FLIGHT: DL 1432		JANUARY 5TH, 2016			FLIGHT DL1432	
WHAT	DEPART	ARRIVE	BOARD	ZONE	SEAT		07:20 AM EST	09:35 AM EST
WHERE	ATL	PHL	GATE T1*	3	24D		ATL	PHL
WHEN	07:20 AM	09:35 AM	07:00 AM				GATE: T1	GATE: A4
		<small>OPERATED BY DELTA AIRLINES 143410000612 ISSUED ON DEC23 2015</small>		<small>TICKET NUMBER: DL18238211 FREQUENT FLYER: DL99288827 CHECKED BAGS: 2</small>		<small>*SUBJECT TO CHANGE</small>		DURATION: 2H 15M 7:00 AM BOARD 3 ZONE 12B SEAT 2 CHECKED BAGS BAG CLAIM: PH1374

The overall design of the card-sized section was refined to make the **design language more consistent**. Again we minimised use of red banners which led to a more refined appearance.

DELTA		BOARDING PASS					GEORGE BURDELL JR UNDER 12				
WHAT	DEPART	ARRIVE	BOARD	ZONE	SEAT		<small>OPERATED BY DELTA AIRLINES 143410000612 ISSUED ON DEC23 2015 OPEN 01 OF 01 TICKET NUMBER: DL38238551 FREQUENT FLYER: DL99288827 BON: YYZ060 CHECKED BAGS: 2</small>				
WHERE	ATL	PHL	GATE T1	3	24D		<small>JANUARY 5TH 2015 FLIGHT #: DL1432</small>				
WHEN	07:20 AM	09:35 AM	07:00 AM								
<small>DL38238551</small>			CHILD PASS	<small>BURDELL GEORGE</small>	<small>FLIGHT # DL1432</small>	<small>DESTINATION PHL</small>	<small>BOARD 7:00 AM</small>	<small>GATE T1</small>	<small>SEAT 12B</small>	<small>BAG CLAIM PH1374</small>	

While wallet cut-outs work well for adults, they don't benefit children. So we were prompted to create a **version for younger guests**. The bottom portion is designed to peel off and be used as a **wristband**.

Conclusion



GEORGE P BURDELL BOARDING PASS **DELTA**

LAYOVER: 2 HRS
ATL → LAX → HNL
ALERT: SWITCHING GATES MAY TAKE UP TO 1 HOUR

GATE G4* **LEG 2 OF 2**

GEORGE P BURDELL BOARDING PASS **DELTA**

LAYOVER: 2 HRS
ATL → LAX → HNL
ALERT: SWITCHING GATES MAY TAKE UP TO 1 HOUR

FLIGHT DL1432

GATE T3* **LEG 1 OF 2**

BOARD 07:45 AM*

ZONE 2

SEAT 12B

*NOTICE: SOME INFORMATION SUBJECT TO CHANGE

OPERATED BY DELTA AIRLINES
ISSUED ON TICKETS SOLD
THROUGH DELTA AIRLINES
OR THROUGH TRAVEL AGENTS
OR THROUGH DELTA AIRLINES
CHECKED BAGS: 2

Conclusion



DELTA		BOARDING PASS				GEORGE BURDELL JR	
WHAT	DEPART	ARRIVE	BOARD	ZONE	SEAT		<small> SUBJECT TO CHANGE OPERATED BY DELTA AIRLINES 1454120000512 TICKET NUMBER: DL16835611 PARQUETTY FILER: DL99085657 CHECKED BAGS: 4 </small>
WHERE	ATL	PHL	GATE T1	3	24D		
WHEN	07:20 AM	09:35 AM	07:00 AM				

CHILD PASS	BURDELL GEORGE	FLIGHT # DL1432	DESTINATION PHL	BOARD 7:00 AM	GATE T1	SEAT 12B	PH1374
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DELTA		BOARDING PASS				GEORGE P BURDELL	
WHAT	DEPART	ARRIVE	BOARD	ZONE	SEAT		<small> SUBJECT TO CHANGE OPERATED BY DELTA AIRLINES 1454120000512 TICKET NUMBER: DL16835611 PARQUETTY FILER: DL99085657 CHECKED BAGS: 4 </small>
WHERE	ATL	PHL	GATE T1*	3	24D		
WHEN	07:20 AM	09:35 AM	07:00 AM				

CHILD PASS	BURDELL GEORGE	FLIGHT # DL1432	DESTINATION PHL	BOARD 7:00 AM	GATE T1	SEAT 12B	PH1374
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