# Delta Ticket Redesign

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# The Problem



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.

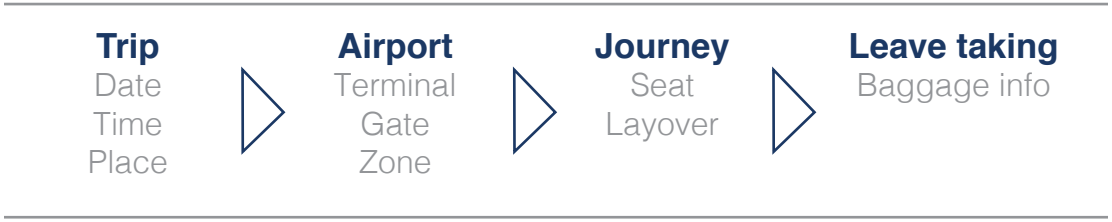
- There is no clear hierarchy of information.
- Who is the information meant for?
- Users care about and are very confused by the difference between Zones, Gates and Boarding times and Flight numbers.
- Layovers are stressful and these tickets do not reduce that stress.
- Information specific to the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

# Research



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:

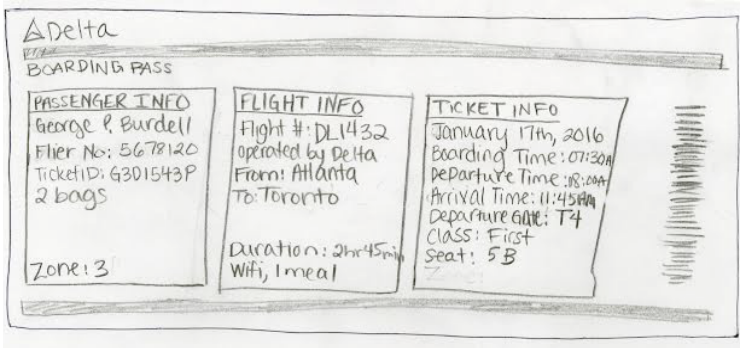


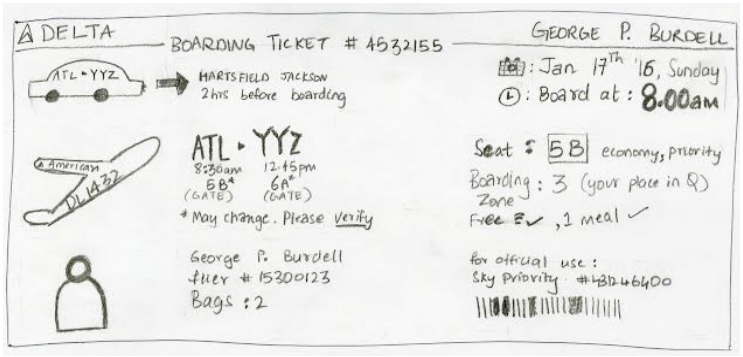

We also kept in mind that the ticket is a **physical entity** that is a part of the environment of the airport. Passengers are often stressed and confused while trying to find their gate. In addition, these individuals must keep track of a number of other items, in addition to children. In the midst 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.

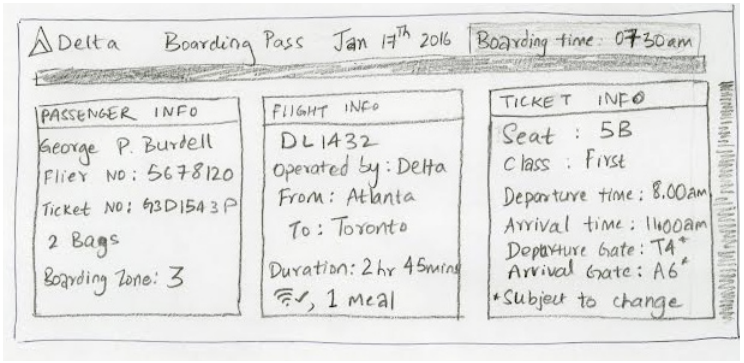
# Divergent Thinking

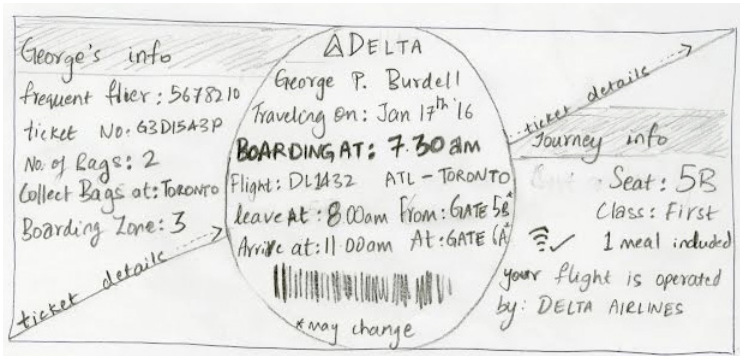


To begin, we utilized **divergent thinking** to come up with many possible layouts for our ticket redesign. The point of this was not just to come up with good ideas, but to also get the "bad ideas out", allowing us to understand what would and wouldn't work. Below is a collection of the initial concepts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



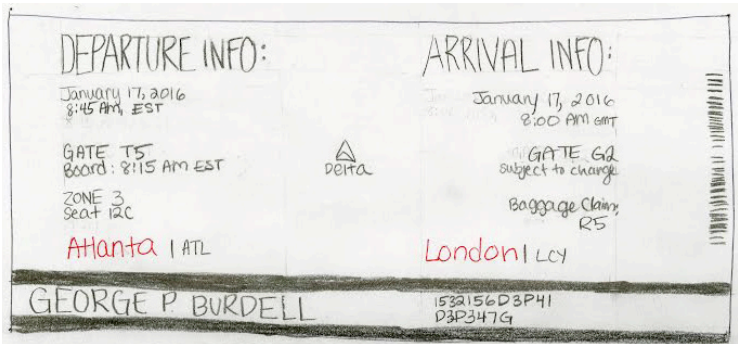



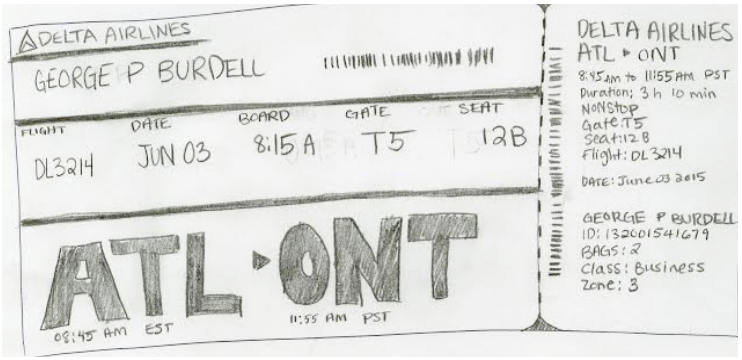



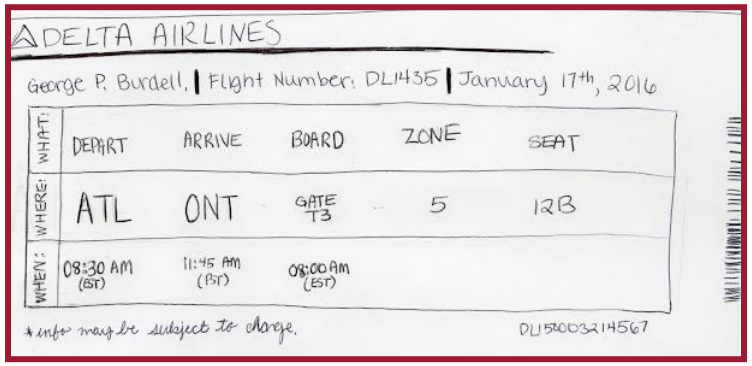



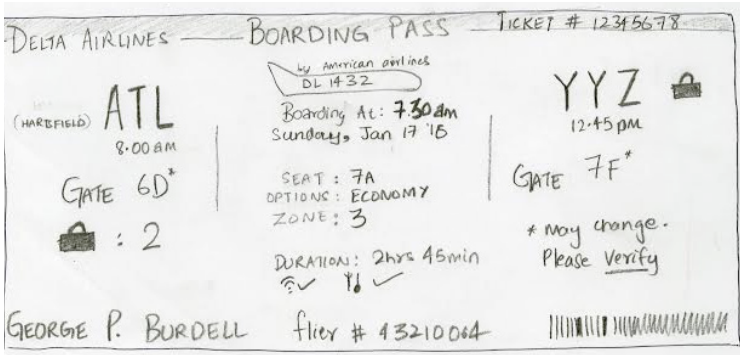
# Divergent Thinking

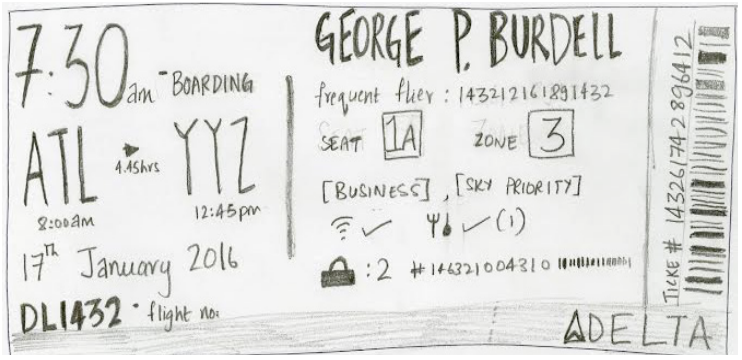


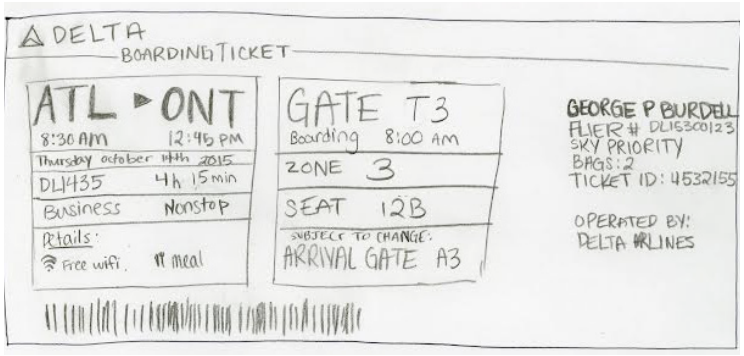


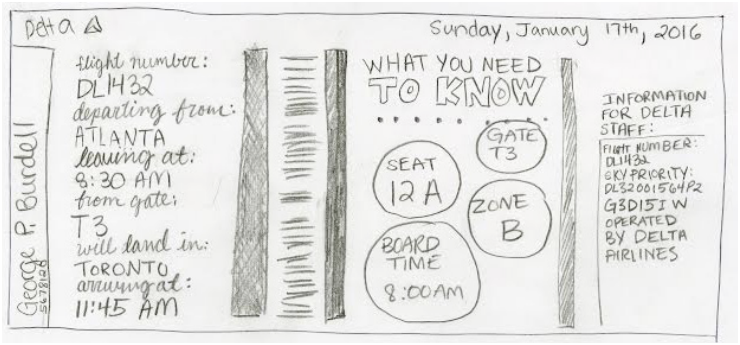



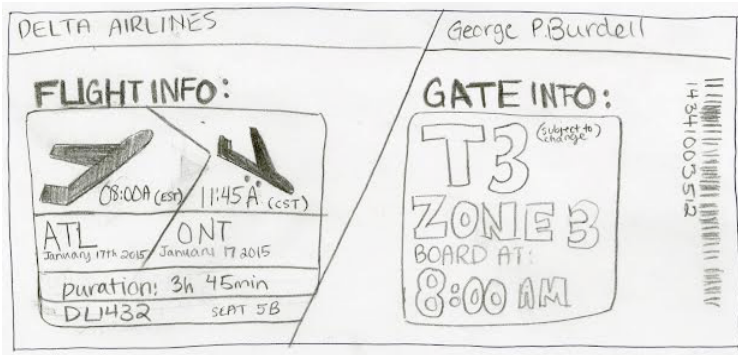



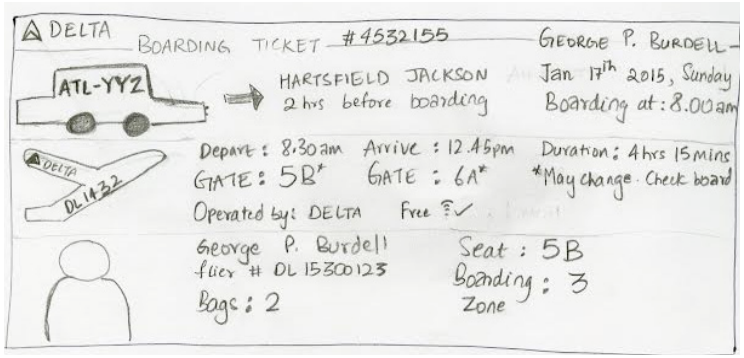



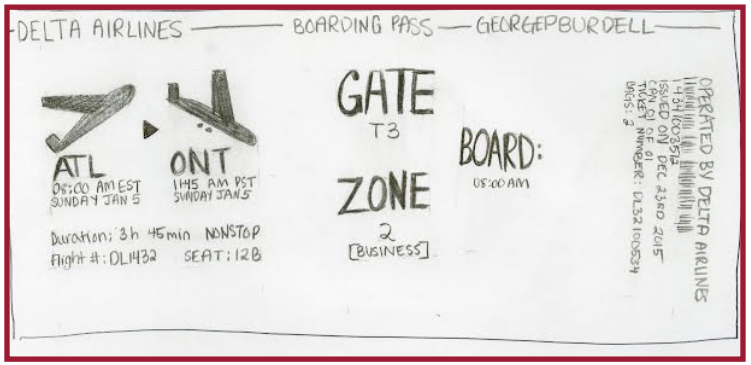
# Divergent Thinking






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.

# Initial Designs

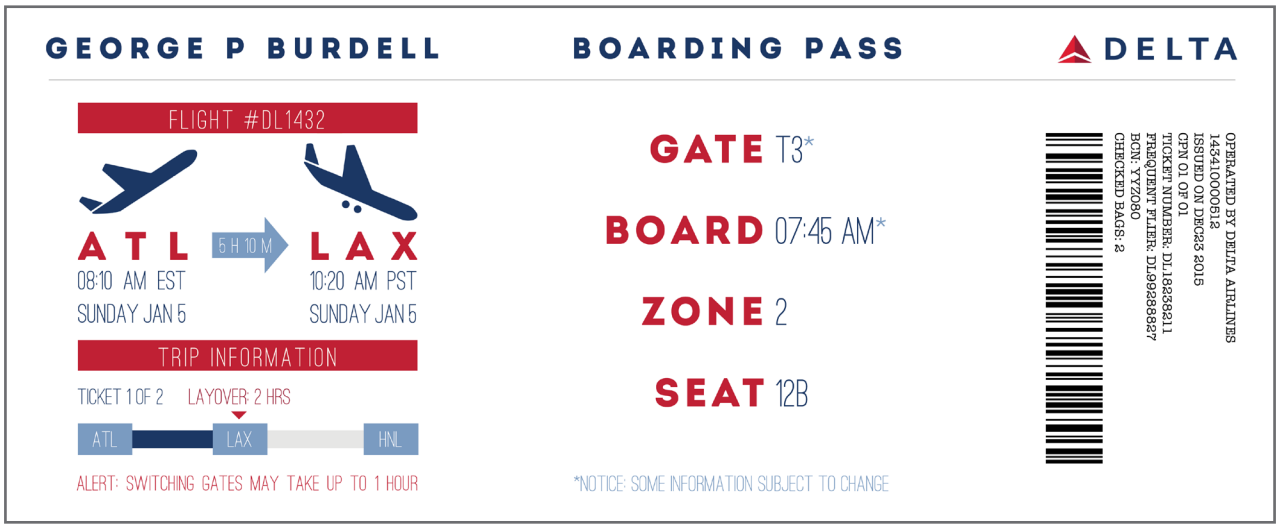


The first sketched designs were all about organizing the information we knew about pre-existing boarding pass use. Our sketches focused on boxing out different pieces of data. As we made more of them, we moved toward **alternate representations** to make a **friendlier experience**.

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.

# Initial Design A

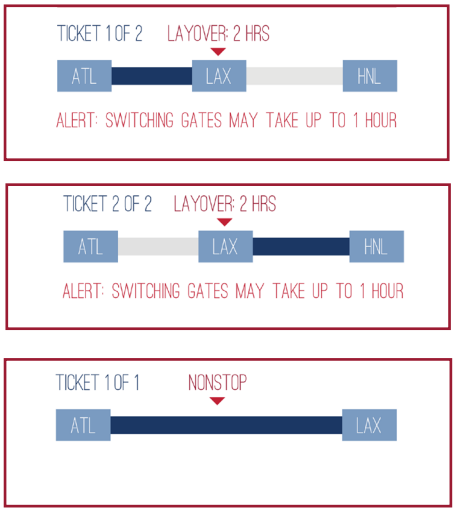





Design A focuses on **information categorization**. There are three major portions: trip information, boarding information, and official information. We also made use of typography to establish a **hierarchy**. This particular design was developed with **frequent fliers** in mind.

# Design A Features






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.

# Design A Features



**GATE** T3*

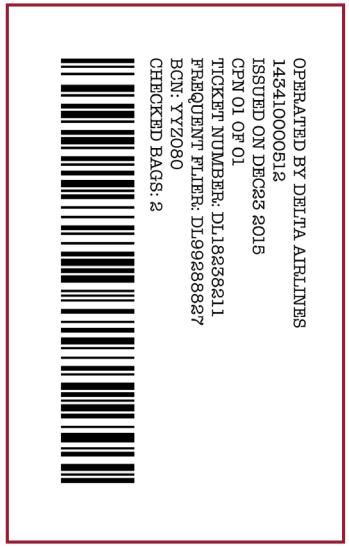
**BOARD** 07:45 AM*

**ZONE** 2

**SEAT** 12B

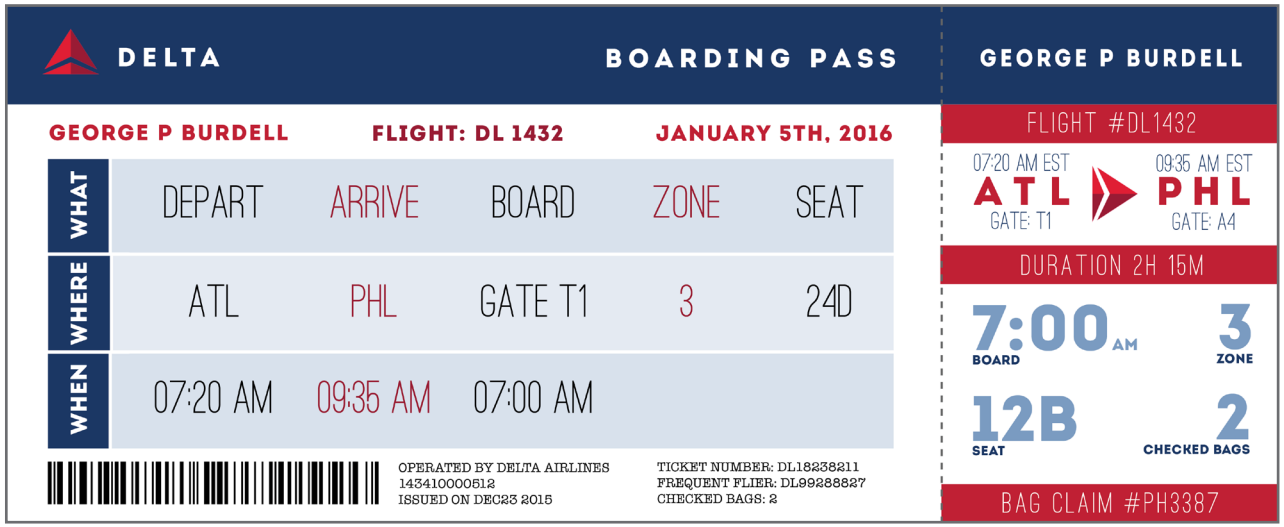
During the research process, the people we interviewed who identified themselves as frequent fliers mentioned that they have the logistics of a trip figured out. What they really need is **quick access** to vital information like gate, boarding time, and seat. So we placed this section out in the middle 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.



# Initial Design B






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



| | | | | | |
|---|---|---|---|---|---|
| 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.

# Critique

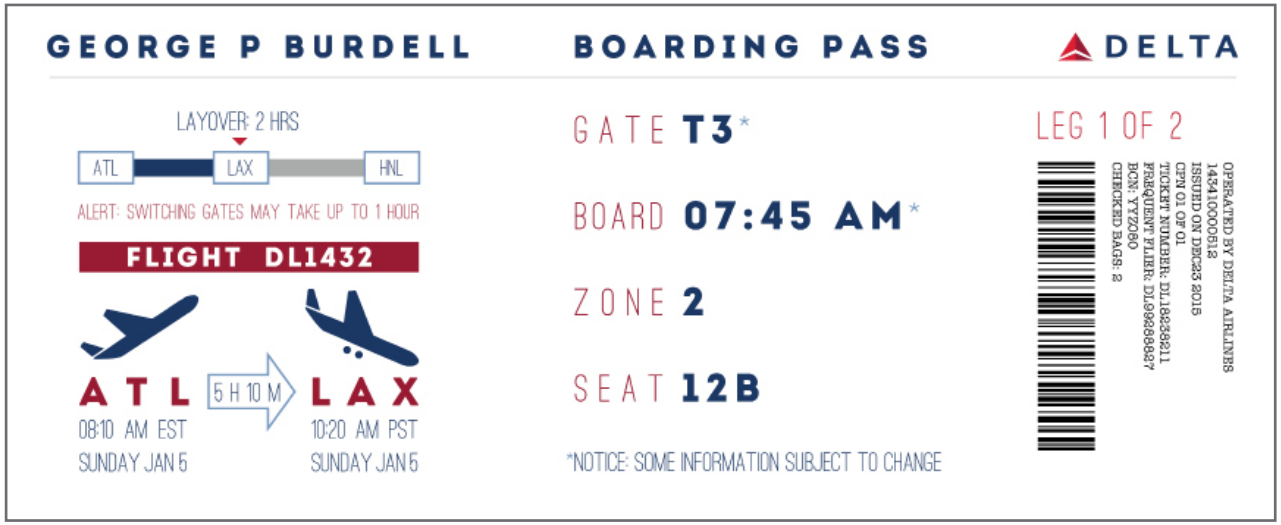


The major critique of Design A was that the left side of the ticket was too crowded, and that the distinct theme of this portion did not carry over to the rest of the boarding pass. In addition, many people pointed out that the there seemed to be a confusion over what was a title and what was meant to 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



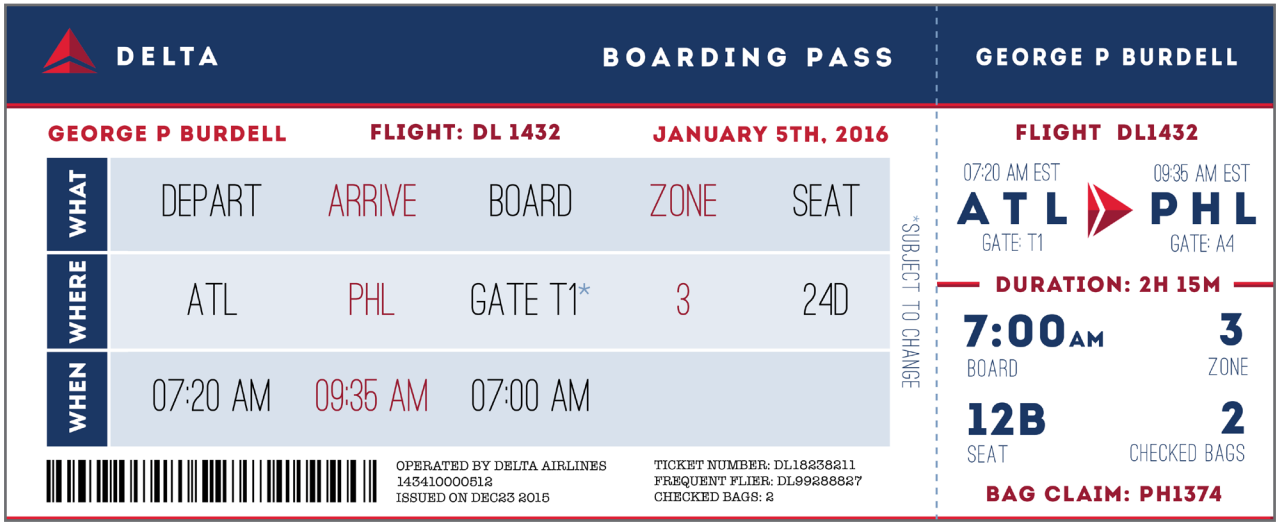



In response to the critique, we minimised the usage of red banners which were difficult to read. We also **moved the layover graphic** to the top of the left hand side to make it more prominent.

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





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.

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

PASSPORT
United States of America
DELTA
LEG 2 OF 2
LEG 1 OF 2
12B

GEORGE P BURDELL
BOARDING PASS
DELTA
GATE G4
BOARD 11:55 AM
ZONE 1
SEAT 24A
LEG 2 OF 2
GEORGE P BURDELL
BOARDING PASS
DELTA
GATE T3
BOARD 07:45 AM
ZONE 2
SEAT 12B
LEG 1 OF 2

GEORGE P BURDELL
BOARDING PASS
DELTA
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
ATL
6 H 10 M
LAX
08:10 AM EST
SUNDAY JAN 5
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

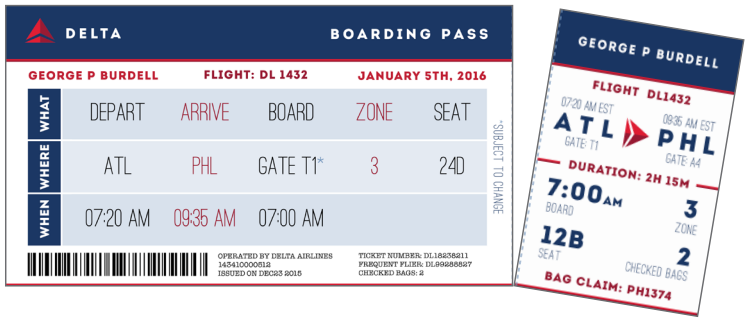
# Conclusion

CHILD PASS
BURDELL
GEORGE

GEORGE P BURDELL
FLIGHT DL1432
ATL
PHL

GEORGE P BURDELL
FLIGHT DL1432
07:20 AM EST
09:35 AM EST
ATL
PHL

DELTA
BOARDING PASS
GEORGE BURDELL JR
UNDER 12
WHAT
WHERE
WHEN
DEPART
ARRIVE
BOARD
ZONE
SEAT
ATL
PHL
GATE T1
3
24D
07:20 AM
09:35 AM
07:00 AM
CHILD PASS
BURDELL
GEORGE
FLIGHT #
DL1432
DESTINATION
PHL
BOARD
7:00AM
GATE
T1
SEAT
12B
BAG CLAIM
PH1374


DELTA
BOARDING PASS
GEORGE P BURDELL
FLIGHT: DL 1432
JANUARY 5TH, 2016
WHAT
WHERE
WHEN
DEPART
ARRIVE
BOARD
ZONE
SEAT
ATL
PHL
GATE T1*
3
24D
07:20 AM
09:35 AM
07:00 AM
*SUBJECT TO CHANGE
GEORGE P BURDELL
FLIGHT DL1432
ATL
PHL
DURATION: 2H 15M
7:00AM
BOARD
3
ZONE
12B
SEAT
2
CHECKED BAGS
BAG CLAIM: PH1374