

Boarding Pass Redesign

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01 Overview

The Problem

Delta Airlines is a major American airline based in Atlanta, Georgia. Delta is the sixth-oldest operating airline foundation by date, and the oldest still operating in the United States. Their current boarding pass is commonly described as confusing, busy, and not user friendly. My team and I chose to challenge ourselves with redesigning the current boarding pass ticket and create a new modern design that could be used.

Boarding passes are used by a variety of people during its lifetime. The pass is originally printed by the flyer and is scanned by TSA agents in order for the flyer to get through airport security. Upon entering the airport the boarding pass is used by the flyer to remind them which gate, terminal, and zone they need to be in so that they are able to be present by the boarding time which is also on the ticket. At this point the ticket is then scanned by the flight attendant upon boarding the flight. After entering the plane the ticket is then used to remind the flyer where their seat is located on the flight.



This is the current Delta boarding pass, this example shows a flight from Atlanta to Philadelphia

Objectives 02

Design Goals

Easy to Read

The new boarding pass should be much more legible than the previous design. A flyer should be able to quickly look down and find the information needed in a very short amount of time. This also needs to be true for all other people involved when using the ticket, such as, TSA agents and flight attendants.

Increase Usability

This new design should allow the flyer to be able to interact with the ticket in new ways. Whether this be through having it fold up inside a passport, or be scaled down in order to put inside a wallet for easy carrying. The current design is too large and offers no realistic solution for users to carry the ticket around.

Trustworthy and Organized

Any official document needs to give a feeling of trust and organization to allow the user to feel confident in the information being presented to them. Through this redesign we are focusing on how to present the most important information in ways that feel natural, as well as, reassuring and confident.

03 Research

Gathering Information

Field Observations

In order to understand the design problem more thoroughly, my teammate and I started out with a lot of research. We talked with Delta employees and frequent Delta flyers about what they use the ticket for and what information they look at most often. We also got information about how the TSA agent used the pass as well as the flight attendant. With this information we were able to create a hierarchy of elements that were most important.

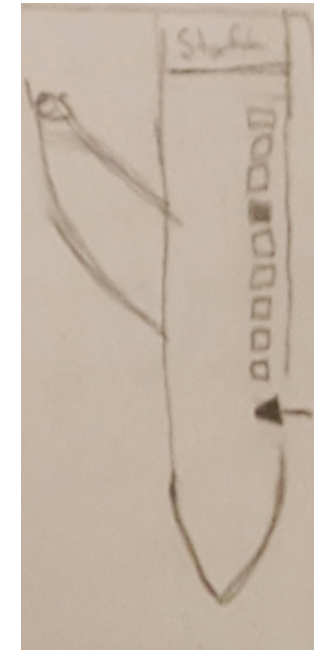
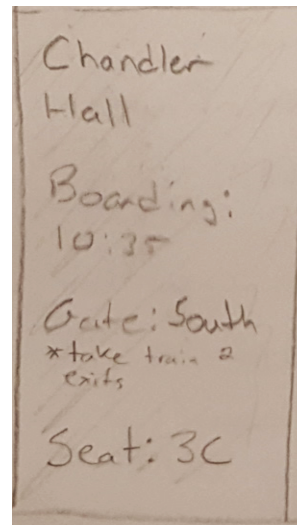
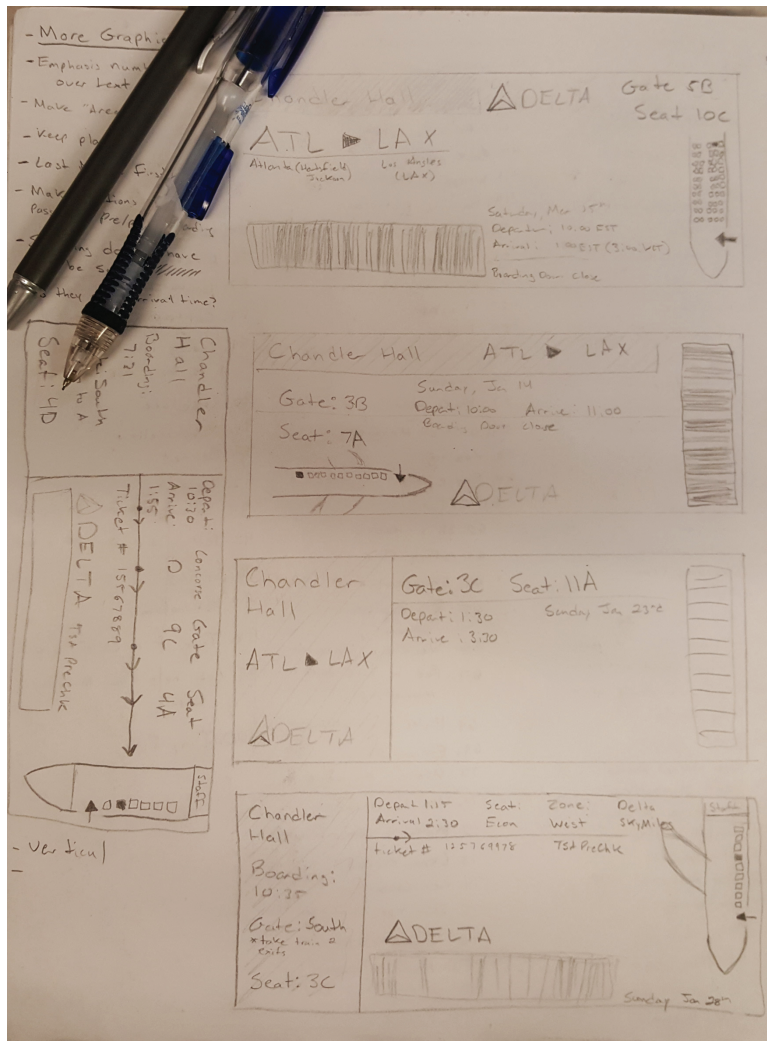
Critiquing Other Redesigns

Knowing that we were not the first ones to take on redesigning the boarding pass, we looked into previous designer's attempts. Looking at their designs we pinpointed certain aspects that worked well and some that did not. We took this information and used it to help narrow down our design layouts.

Creation 04

Initial Concepts

Our first concepts focused on manily large visual changes. This included an image of the plane and where the seat was in order to speed up boarding time. We also enlarged information that is looked at often, such as the gate and seat numbers. These enhanced visuals are primarily focused around allowing the user to quickly find the information they need.



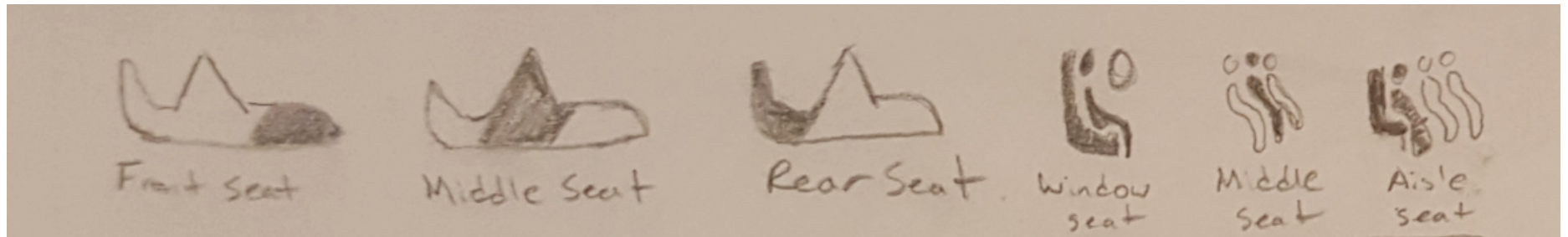
05 Iterations

Emphasizing Content

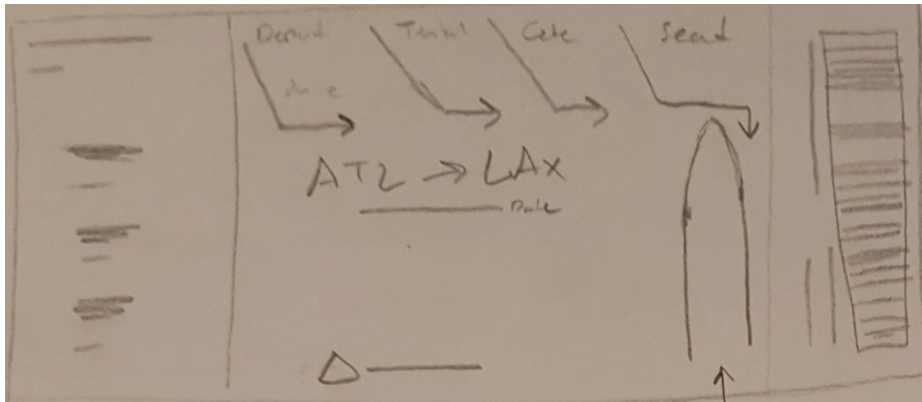
After our first two critique sessions we realized our designs needed more graphic elements to convey information instead of relying specifically on text. Due to this we pushed our designs towards a much more visual aesthetic form. In some designs the large plan was replaced with a small icon to show where the seat is.

We also started experimenting with the use of lines and arrows in our design as well. This allowed us to create a sense of motion in the design and guide the user through the information without being overwhelmed. We based the location of the content and arrows on at what point the information was needed. For example, someone would look for the terminal first then gate and finally seating location.

These are a few of the icons I sketched out to show seating locations



Creating Movement



Here we used lines and arrows to direct the user through the information needed. Information is listed from left to right based on when the user needs it.

Hamilton, Frank DELTA

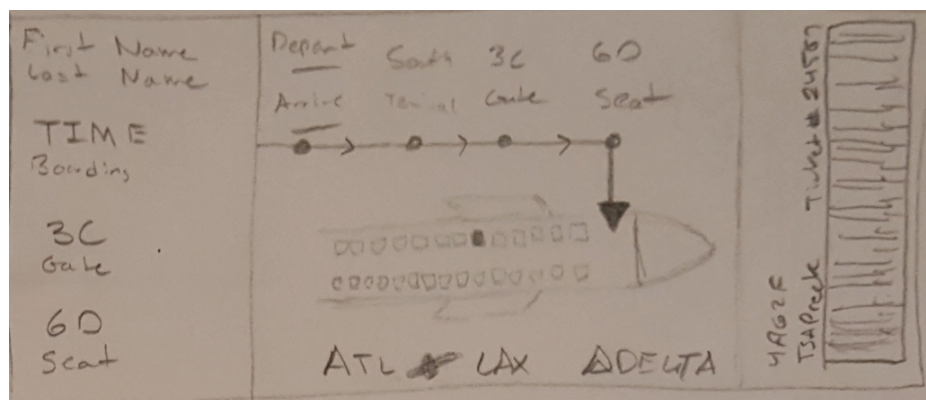
ATL → LAX 10:30 3C Date
Boarding Gate

Boarding Priority Seat 3A Departing Time 11:00

TSA Precheck 37957921 732118
4567790 Ticket # Flight #

Economy Flyer Rewards # 7979962

In this iteration we focused on using icons as much as possible to convey information to the user



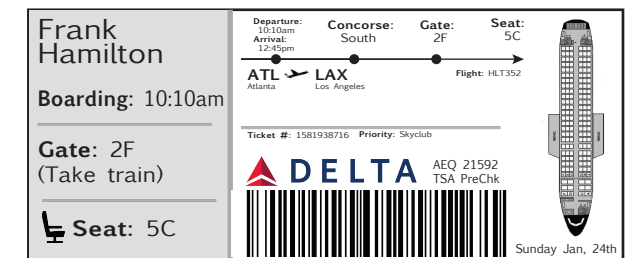
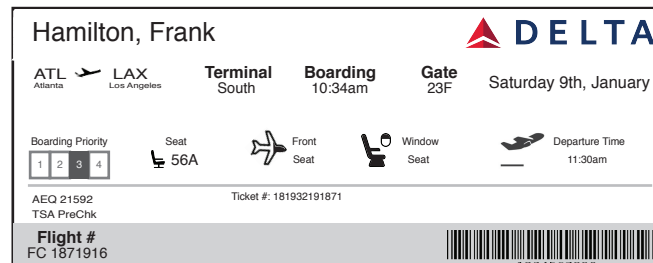
This design was built around having the left column of quick reference information and the line with arrows to give users information and show progress to their

Digital Mockups

After sketching the general layouts we wanted I converted the designs into digital mock-ups. During the transition only small changes were made to the design before the next critique session was held. These designs use grayscale shading to emphasize important information and guide the user to what they need to see the most when using the boarding pass.



The design to the left came late into the development process and quickly became one of the favorites. The subtle plane fin graphic in the background emphasized the purpose of the pass.



Implimenting the Grid

One of the most prominent issues of our previous designs was the clear lack of any grid structure. After talking with other design teams we decided to rework our design to incorporate a grid and organize the flow of information. After doing so, the designs became much more readable and gave a clear heierarchy to the information on the boarding pass.

Hamilton, Frank							
 56A SEAT	ATL  ATLANTA DEPARTURE 10:40	LAX LOS ANGELES ARRIVAL 11:40	<table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table> BOARDING PRIORITY	1	2	3	4
1	2	3	4				
 Front SECTION	FC 2816 FLIGHT #	10:34am BOARDING					
 Window SEAT	South TERMINAL	23C GATE	JANURARY 23 2018				
TSA PreChk AEQ 21592		181932191871 TICKET #	 1234567890				

24 JAN 2018	Hamiltion, Alexander		
		Priority: Sky Club SkyMiles: XXXXXXX345	
10:10^{AM} Boarding	ATL  LAX Departure 10:30am Arrival 11:30am		
HLT1882 Flight	D22 Gate	A3 Zone	5C Seat
	AEQ 21592 TSA PreChk		

These grid lines shown in read allowed us to organize the information to create higher reability. It also structured the pass design to give it a sense of authority.

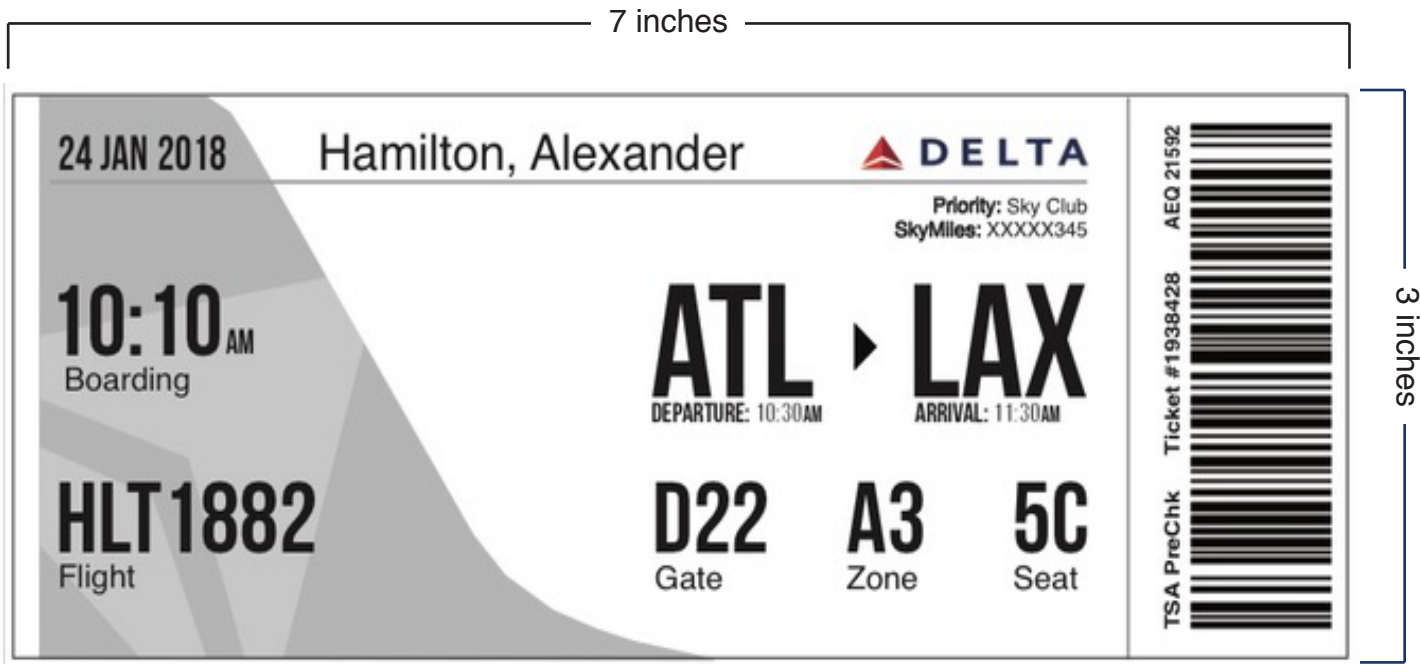
06 Final Concept

The End of a Journey

By the end of the design process my teammate and I had grown to love the boarding pass with the airplane fin icon on the background. Through multiple iterations this design provided a well organized boarding pass that allowed the user to quickly find the information they needed without being overwhelmed with all the content. This concept also create the sense of motion we wanted through it's design on the background. The right side of the fin moves the user's eye across the ticket and over to the right side where the other information is located. The Delta logo was added to the fin outline to both provide branding as well as replicate how Delta has the logo on all of their plane in service.



Size Comparasion



Size Comparasion between
boarding pass (grey) and
an American dollar (in color)