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Mini Portfolio Assignment 3

Delta Boarding Pass Redesign

Original Boarding Pass:



Problems: Disorganized/unaligned information, lack of visual hierarchy, no feedback when flight changes are made

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# 1. Email After Purchase

After purchasing a flight, an email will be sent to the passenger including their mobile boarding pass and a pdf of their physical boarding pass. Passengers have the choice of using the mobile boarding pass or the physical boarding pass.

Nudge: Noting that using the mobile boarding pass will “keep you up to date with flight changes” nudges passengers towards using the mobile boarding pass.



 DELTA

Joe,

Thank you for flying with Delta Airlines. Below is a link to your mobile boarding pass. Your mobile boarding pass will keep you up to date with flight changes, and can be used to board your flight in replacement of a printed boarding pass.

If you would like to use a printed boarding pass, attached is a PDF file containing your boarding pass.

We cannot wait for you to fly with us!  
-Delta Airlines

[Delta.com/MyMobilePass](https://Delta.com/MyMobilePass)  BoardingPass.pdf

Accessibility: Two boarding options are provided so that people who do not have electronic devices can still board with a physical pass.

## 2. Physical Boarding Pass

Area Alignment: The date is centered over the area of the board/depart times to show relation

Proximity: Elements close to each other (date and time) are related

Closure: The dashed lines are perceived as whole, separating elements.

Five Hat racks (Category): Information is presented in categories- Flight, Gate, Seat, and Zone.

Legibility (Contrast): Light text on a dark background

Good Continuation: Elements in a line are grouped together

Uniform Connectedness: Elements are related by physical properties

Highlighting (Bold): Important elements are bolded for emphasis

Alignment: The Delta logo, "Boarding Pass", and the passenger are left edge aligned together to show relation

Iconic Representation: The use of the location bubble represents a universal sign of location. The arrow is also an iconic representation of change from point A to point B.

Figure Ground: White background provides a stable figure ground relationship

Symmetry (translation): Part of the design is translated to the tear-off portion of the boarding pass

FLIGHT	GATE	SEAT	ZONE
<b>DL4564</b>	<b>B5</b>	<b>1A</b>	<b>4</b>

Other elements used-

Visual hierarchy: Important elements are larger

Aesthetic Usability Effect: Aesthetically pleasing and well organized design makes users more inclined to fly with Delta because it is easier to use their boarding pass

### 3. Mobile Boarding Pass

Iconic Representation: The use of the location bubble represents a universal sign of location. The arrow is also an iconic representation of change from point A to point B

Figure Ground: White background provides a stable figure ground relationship

Area Alignment: The date is centered over the area of the board/depart times to show relation

Proximity: Elements close to each other (date and time) are related

Closure: The dashed lines are perceived as whole, separating elements.



Five Hat racks (Category): Information is presented in categories- Flight, Gate, Seat, and Zone.

Legibility (Contrast): Light text on a dark background

Good Continuation: Elements in a line are grouped together

Uniform Connectedness: Elements are related by physical properties

Highlighting (Bold): Important elements are bolded for emphasis

Other elements used-

Visual hierarchy: Important elements are larger

Aesthetic Usability Effect:

Aesthetically pleasing and well organized design makes users more inclined to fly with Delta because it is easier to use their boarding pass

## 4. Flight Changes

Flight changes will be reflected in the mobile boarding pass. Any changes will be in red. If the passenger provides phone number at the time of purchase, a text will be sent to the passenger stating that changes have been made. The text will include a link to the mobile boarding pass.

Garbage in garbage out: If the user provides a phone number, they will get helpful texts that notify flight changes.



Signifier: The blue color and underline indicates that there is an active link.



Signifier: The red color indicates a change. Highlighting (color): Red text brings attention to the change

Other elements used-

Performance load: The mobile pass lessens the performance load. When changes are made, passengers are notified in real time and they do not have to make an effort to figure out what changes have been made.

Forgiveness (Good Affordances): Showing changes in real time prevents passengers from going to the wrong gate, attempting to board the wrong flight, etc.