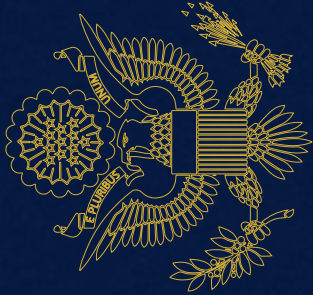


PASSPORT



*United States
of America*

BENEFITS

- **E-ticket** provides less hectic process, easy control, no need to worry about losing, tearing, or even getting wet. Eco-friendly, time efficient, and real-time update. Fast and convenient.
- **Paper ticket** provides organized layout, typography, hierarchy, and clear directions. Direct users as easy as possible from the entrance to flight seat.
- **Metal boarding Pass** provides differentiated and special feeling to Delta One customers. As much as customers pay for higher classes, they get more impressive emotional experience.
- Delta Air Lines can stress itself as a modern, innovative, and differentiated brand.

OVERVIEW

Currently, Delta Air Lines provides a digital and printed version of the boarding pass. The redesigned boarding pass will allow users to figure out necessary information as easy as possible.

TARGET USERS: MODERATE TRAVELERS

Moderate travelers usually fly once or twice a year. Since they do not fly often, they are oftentimes not familiar with boarding pass system and have confusions about boarding pass information.

MAJOR DISCOVERIES

- Survey respondents prefer E-ticket slightly over the printed ticket. They responded that E-ticket is eco-friendly, time efficient, provides a real-time update, and don't have to worry about losing the ticket.
- Some users tend to keep their boarding pass as a souvenir. This means users put a higher value on their boarding pass than just a ticket.
- 40% of users prefer paper ticket, as well as 40% of respondents, said they have confused boarding pass information.
- Respondents wanted to know about their destination. What if a boarding pass can help them to learn about their destination?



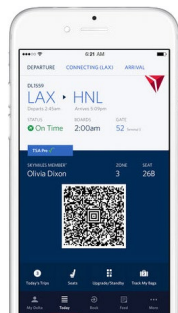
INITIAL CONCEPT OF IDEA & TECHNICAL CONSIDERATIONS

The new boarding pass was designed with the same width of standard passport (88mm) and 20mm longer than its height (125mm). The 20mm area on top shows brief information about users' flight.



PRINTED TICKET: BEFORE

A lot of information is placed everywhere without any noticeable hierarchy system. Very un-user-friendly design.



E-TICKET: BEFORE

Delta Air Lines already has a well designed mobile app ticket called Fly Delta. However, the app only provides flight information. What if the app can provide some travel tips for users as well?



FOR THE PRIORITIES: METAL BOARDING PASS

What if Delta Air Lines can provide a special souvenir for their Delta One customers? The metal boarding pass will be made of Aluminium, which is a primary metal for constructing an airplane. Delta One customers will get both metal and printed boarding pass.

The metal boarding pass is reusable, memorable, sustainable, and differentiated. Customers easily update their boarding pass through scanning at the airport. It also functions as a membership card for Sky Priority members.

DELTA

BOARDS GATE TERMINAL
GRR ▶ SJU 3:15am B5 -

SKY PRIORITY TAS Pre

STEPHANIE VAZQUEZ

DL1559
GRR ▶ SJU
Grand Rapids, MI San Juan, PR

BOARDS GATE TERMINAL
3:15am B5 -

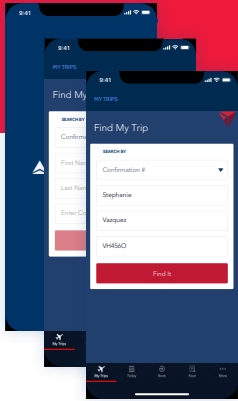
SEAT ZONE
3A 1

OPERATED BY
SOUTHWEST AIRLINE

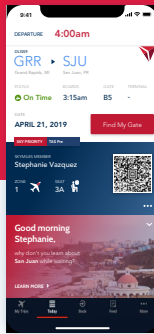


PRINTED TICKET: AFTER

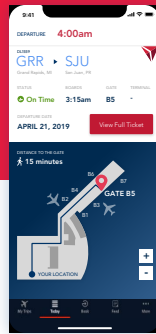
Refined typography, clear hierarchy, minimal branding, included only necessary information, seat and zone information with iconography, and blue flap area that pops out of passport.



Find My Trip



Learn about San Juan



Find My Gate



Travel Tips & Destination info



In-app notification



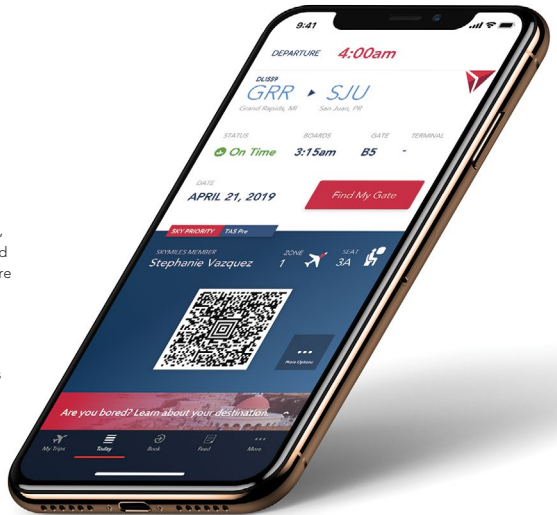
Expanded notification



E-TICKET: AFTER

The new E-ticket provides not only ticket and flight information, but also find my gate, travel tips, destination information, zone and seat information with iconography, departure time in-app notification, estimated time to get to the gate.

Added values (travel tips and destination information) in the app will encourage users to explore the app more as well as enjoy waiting time without being bored.



Ticket Full View

