

Project

We appreciate your skills and excitement in making awesome digital products. We understand test projects are a lot of fun for you. If you have any questions throughout the test project, please reach out and chat with us. The purpose of this test project is for us to better understand how you think, and how you approach problems. Overall, this test project is a great learning experience for both of us.

Deliverables: an updated visual direction for the Delta Air Lines mobile app, by 10/15/2023, and 1-3 key screens. The work you deliver should be based on the current competitive landscape, and personas. For this test project, you can choose from either iOS or Android and focus on a single platform. Sketch or Figma are preferred but not required for this test project. Your work is not one of our clients and your content will never be used in an actual client engagement. We value your design and technical skills.

What you should achieve the following:

- Brand Guidelines (unofficial)
- Android Platform Standards for the key screens

Provide a summary of your thinking. Explain how you choose to go the direction you did? Document your thinking, and process.

- Landing
- 1 - New User, first-time launching app
- 2 - Existing User, logged-in
 - Promote different app features like SkyMiles & Flight Booking
 - Demonstrate how a user would navigate between different features in an app.

brand to be updated. with the best digital apps adventurous travel increase mobile ticket sophisticated, "almost"

are savvy. They get (or Clear anyway) they can optimize

extend trips, and updates on their related to their trip for their experience.

Willow Tree PD Project Brief

Keep track of time (8 hrs)

Problem to solve?
update visual direction

Devices?
iOS

User flow?

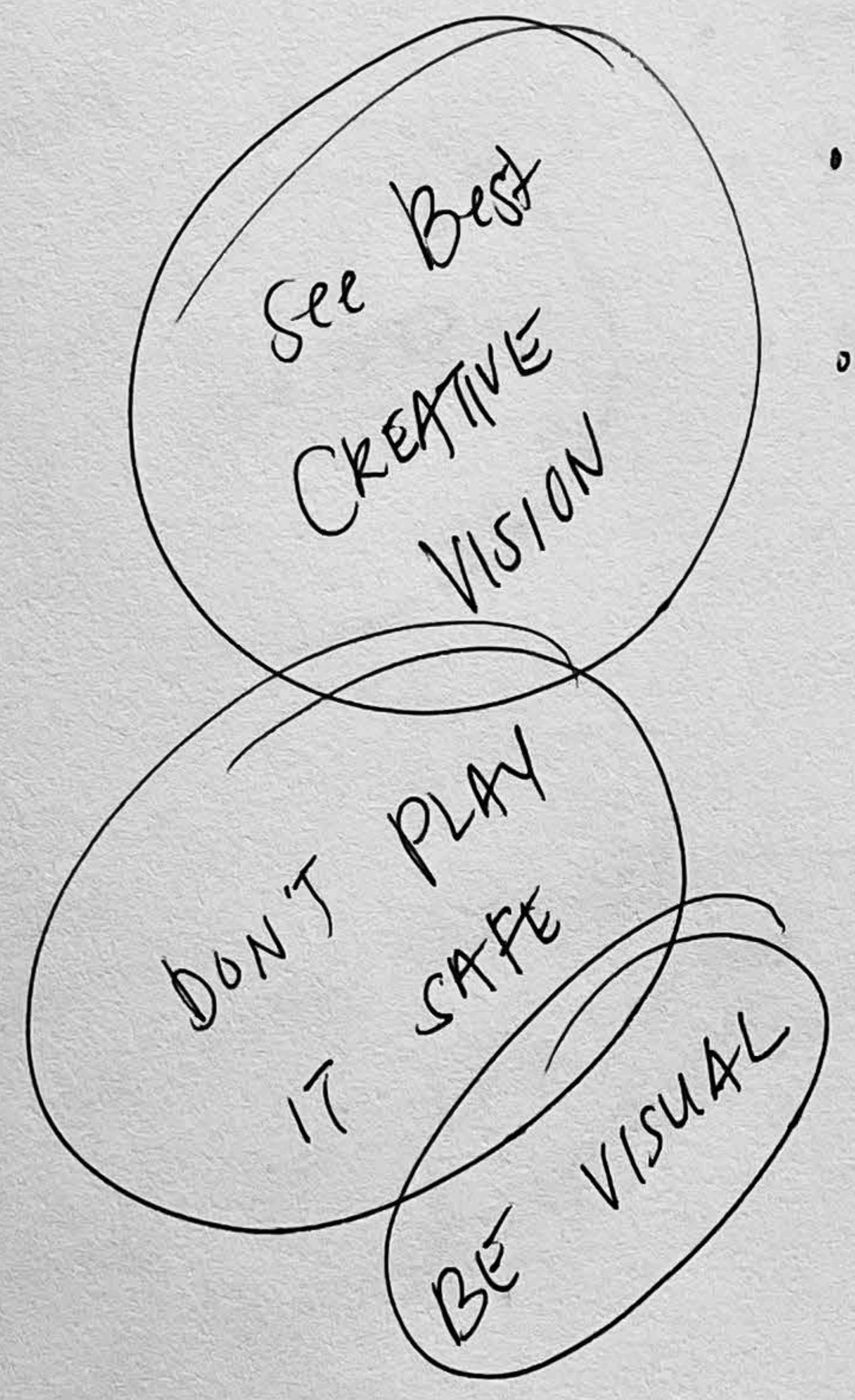
Needs

- inspiration board
- 1-3 example screens
- Summary of thinking
- submit anyway you'd like (ie. figure)
- process (screenshots)
- home screen (logged in vs new)
- 2-3 of other screens (booking a flight, etc.) include general nav

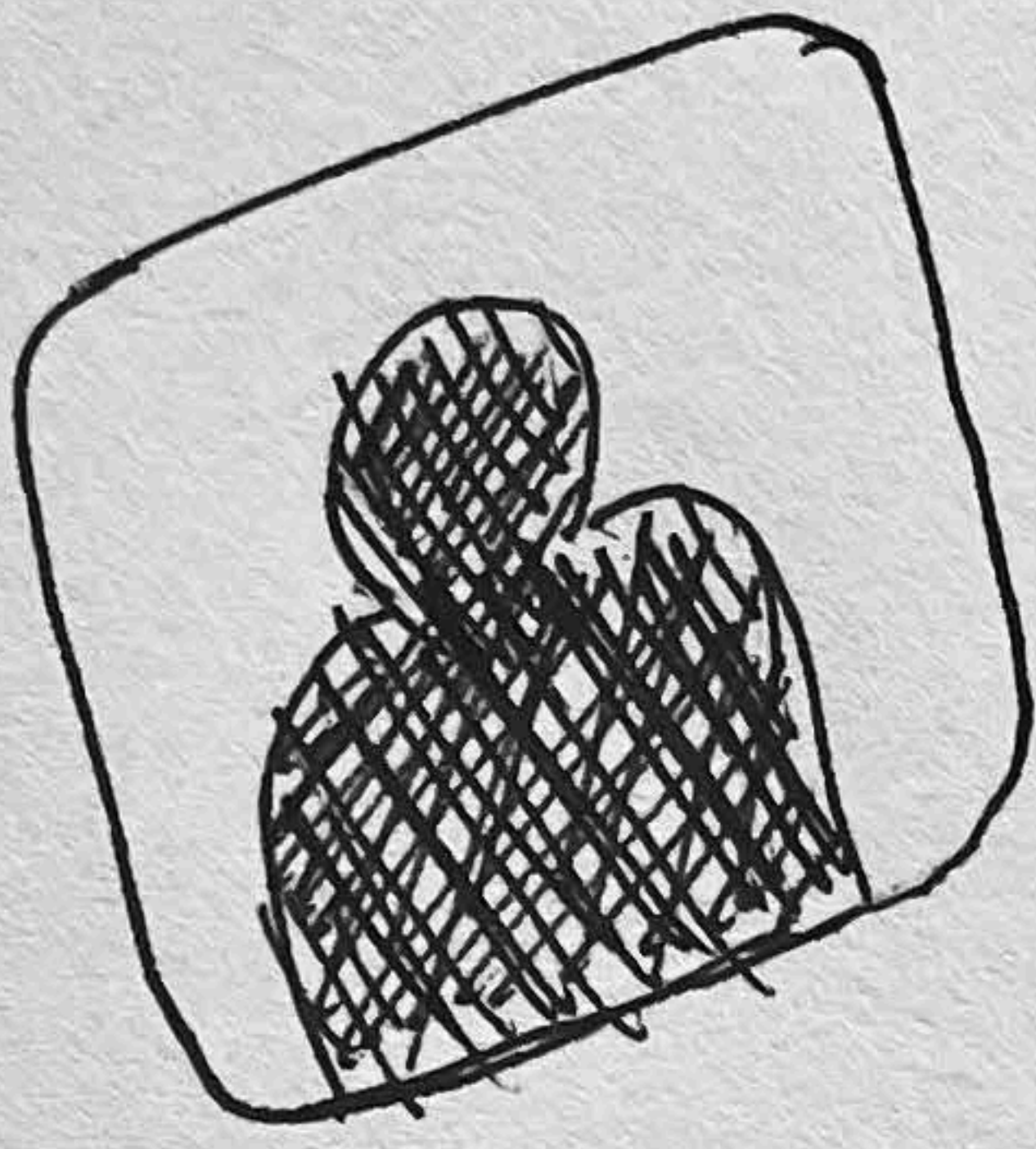
Due Date?

Shutterstock Platform

- xd
- figma



Rounded
Corners



Art and
vibrant colors

BUT still
feels
on-brand

or

Photos of
destinations

Features

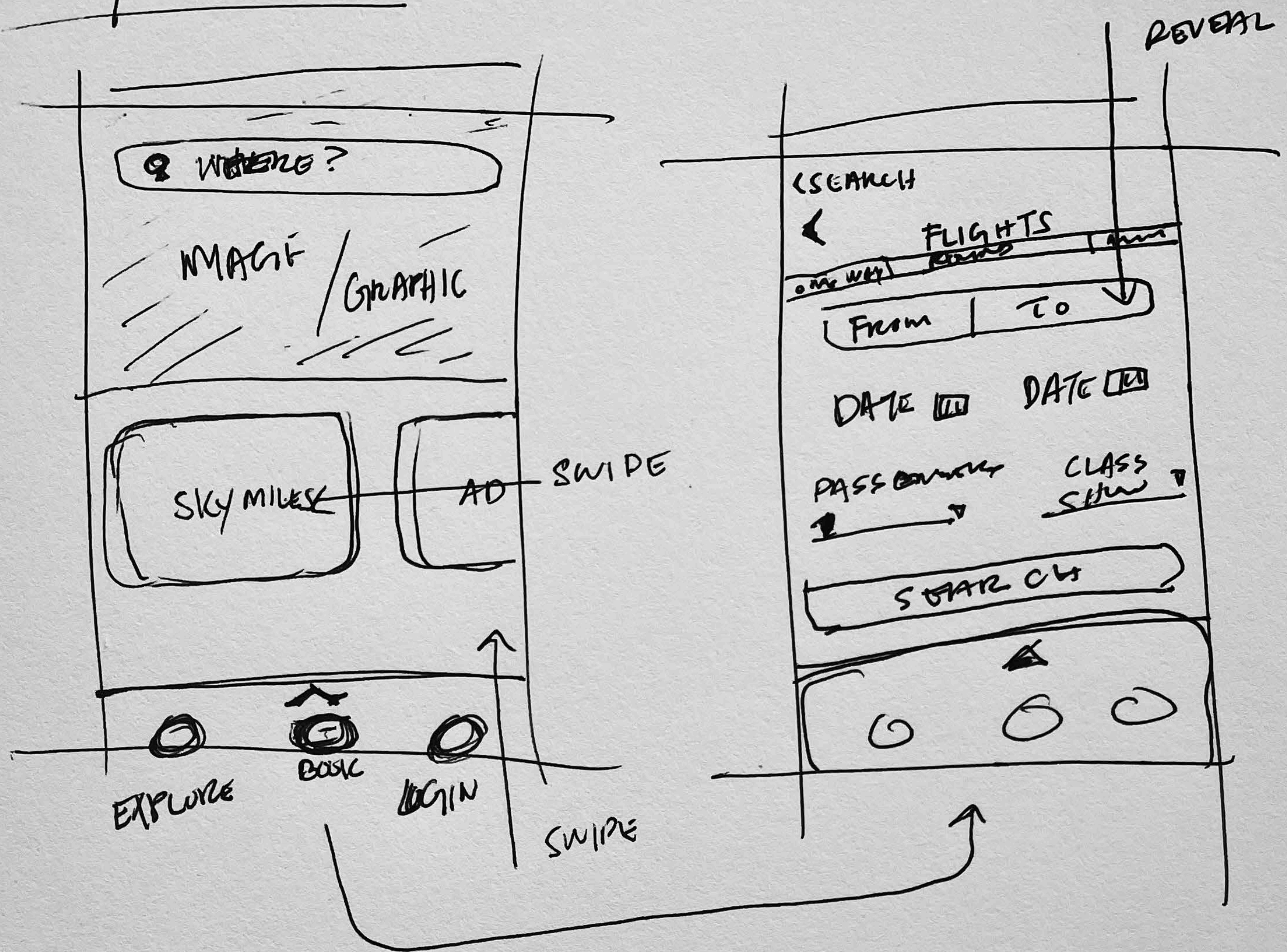
- Explore destinations
- Plan activities
- Restaurants
- Airport information
- Member Incentives
 - > seat suggestions
 - or upgrades

- Curated suggestions for destinations
 - > explore
 - > past flights
 - "where I've been"

"Sky Team"

how do we make the app
experience feel like a team
is behind it?

GUEST / NEW USER



SkyMiles Member

