



Product Design

SUMMARY

DELTA is committed to “making flying better” and my goal was to carry that commitment through the DELTA SkyTeam app. I used the human-centered strategy of clarity, simplicity, familiarity and creativity when making design decisions during my research.

Putting myself in a business traveler and vacationer’s shoes (or flipflops), getting to one’s destination can bring a lot of anxiety. There is a lot to plan and to do and for regular travelers a product that would make these moments seamless, exciting and fun would convert them to loyal DELTA travelers. With so much of the focus on the destination from the traveler’s point of view, the design of the app hones in on the journey itself. As a part of my creative process I developed a tagline for the app synonymous to the DELTA commitment, “We make the JOURNEY as great as the destination.”

I designed to personalize the app experience with features that assist throughout the purchasing, logistics and destination planning when flying with DELTA. Along with features, I chose to use photographs and art to highlight destinations. I also used iconography and typography to represent the features. Within a DELTA SkyMiles Member’s profile, I wanted to highlight where the traveler has been and where they are going to show the explorer life of a frequent DELTA flyer.

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