



The Plane Ticket Redesign

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March 5, 2018

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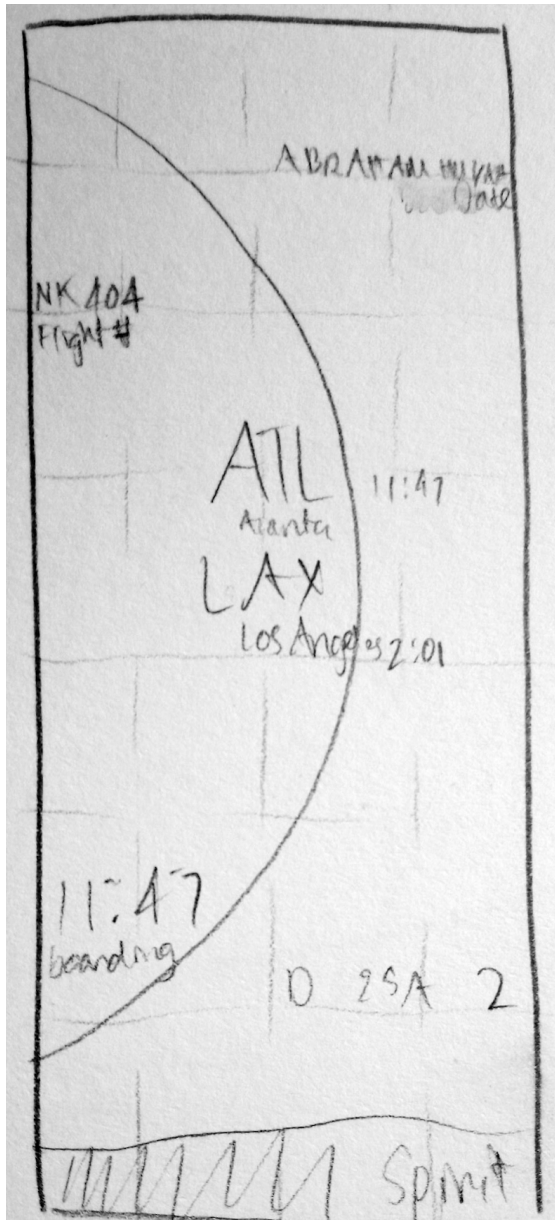
Week One

11

Week Five

7

Week Two



spirit
LESS MONEY. MORE GO.
BOARDING PASS

Issued 12-29-2017 05:13 PM



Customer Name
HUYNH/ABRAHAM

From
ATLANTA, GA

To
LOS ANGELES, CA

Flight #
NK 404

Seq #
60

Depart
11:47 AM

Date
30DEC2017

Arrive
2:01 PM

Conf #
FD359Q

Gate	Boarding	Zone	Seat Number
D4	11:02 AM	2	25A

SUBJECT TO CHANGE

NO CARRY-ON BAG

DOORS CLOSE 15 MINUTES BEFORE DEPARTURE.

CARRY-ON
0

CHECKED
1

spirit
LESS MONEY. MORE GO.
BOARDING PASS

Customer Name
HUYNH/ABRAHAM

From
ATLANTA, GA

To
LOS ANGELES, CA

Flight # Date
NK 404 30DEC2017

Seat # 25A	Conf # FD359Q
ZONE 2	Seq # 60

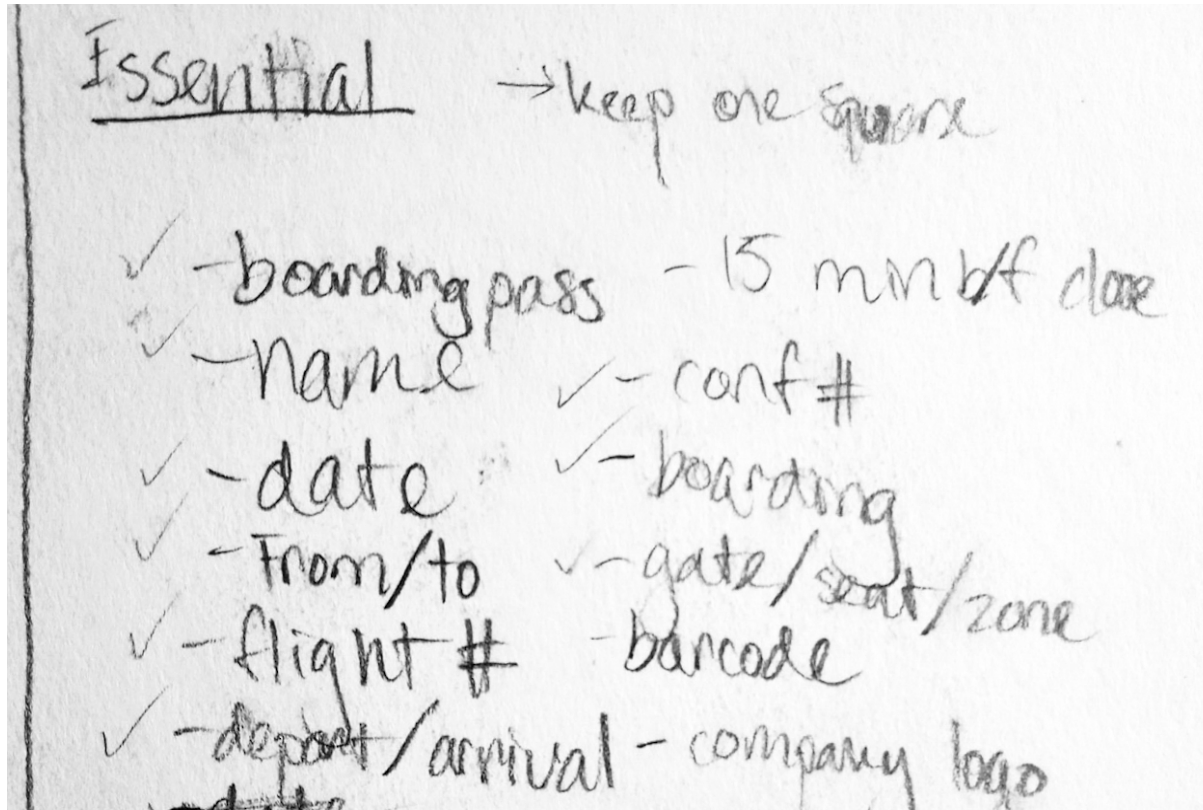


Original Ticket

The idea

seemed simple enough. We were told to find an informational artifact and redesign it. My group chose the Spirit plane ticket.

Little did I know, this seemingly "simple" project would challenge what I thought I knew about design and the design process.



We did some research

to find out what information was critical to a plane ticket. What was considered “important” changed based on the stakeholder that was interacting with it. TSA agents will view the ticket differently than a regular passenger. Although the first few rounds of the project were rather confused, the mindful organization of information becomes more apparent as the project progressed.

Finding the right path

is not easy. I had no idea what to do with the amount of freedom I was given with this project, so I resorted to what I do best: spewing out ideas.

Phuc and I made the first set of prototypes colorful and experimental. Since we had to have a total of five prototypes, we each created three and then chose the best five out of the six. We collaborated by giving each other feedback on each ticket.



DEC. 23, 2017

ABRAHAM HUYNH

Name

ABCD12

Conf #

ATL, GA

From

LA, CA

To

NK 404

Flight #

D4

Gate

11:02 AM

Boarding Time

25A

Seat

*Doors close
15 minutes
before departure.

11:47 AM

Departure Time

02

Zone

2:01 PM

Arrival Time

BOARDING PASS

BOARDING PASS

*DOORS CLOSE 15 MINUTES BEFORE DEPARTURE.

Dec. 23, 2017

ABRAHAM HUYNH

FLIGHT# NK404

ATL, GA

LA, CA

GATE

D4

SEAT

25A

ZONE

2

BOARDING TIME

11:02 AM

DEPARTURE TIME

11:47 AM

ARRIVAL TIME

2:01 PM

CONF# ABCD12

Again, I messed up.

I carried through the same mistakes I made with the first prototype onto the second and third ones.

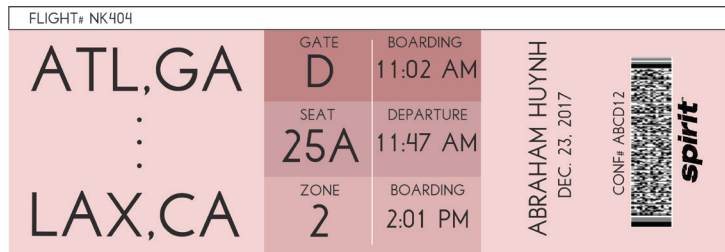
After receiving critical feedback from my instructor and peers, I went back to the drawing board with a new sense of motivation.



I took the critiques

and made adjustments. The issues that ran rampant in Round One were not so prominent in Round Two. There is a clear sense of technical progression with this iteration of prototypes.

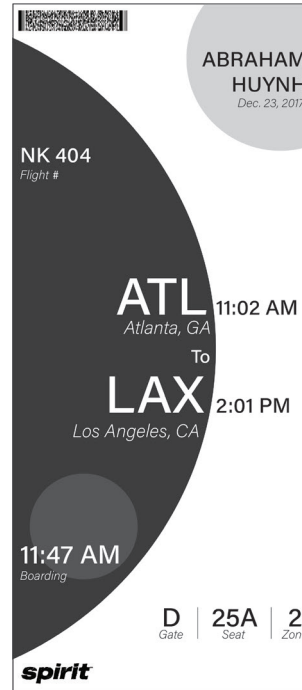
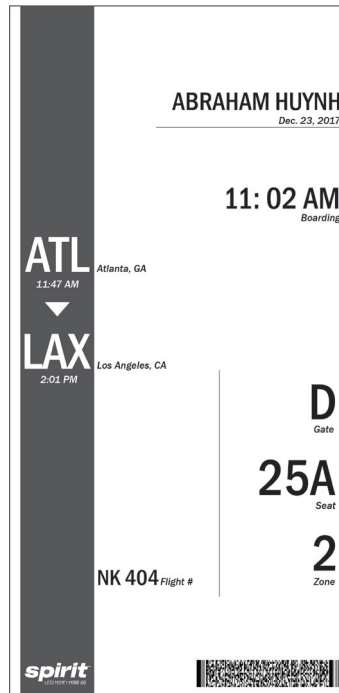
Both Phuc and I created five prototypes for a total of ten, which was the requirement for this Week.



I evaluated my choices.

I had better success with certain prototypes over others because I spent more time thinking about the organization of the artifact rather than purely its aesthetics.



In fact, it was in this stage that the idea for the final redesign appeared (see above).



It gets better.

With a total of five refined prototypes due, my partner and I divided the work like we did in Week One.





Abraham Huynh Dec. 23, 2017		 Conf # ABC123	
ATL., GA <small>Atlanta, GA</small>		LAX, CA <small>Los Angeles, CA</small>	
11:02 am <small>Boarding Time</small>	11:47 am <small>Departure Time</small>	2:01 pm <small>Arrival Time</small>	
2 <small>Zone</small>	D <small>Gate</small>	25A <small>Seat</small>	

NK 404 <small>Flight #</small>	
Abraham Huynh <hr/> <small>Dec. 23, 2017</small>	
11:02 am <small>Boarding</small>	
ATL	Atlanta, GA 11:47 am
▼	
LAX	Los Angeles, CA 2:01 pm
2 D 25A <small>Zone Gate Seat</small>	
<small>spirit</small> <small>LESS MONEY MORE GO</small>	
Conf # ABC123 	

We narrowed down.

Now that only three refined prototypes are due, Phuc and I both create two refined redesign and choose the best three out of the four.

Abraham Huynh Dec. 23, 2017		TSA Pre✓ 	
Conf # ABC123			
ATL, GA <small>Atlanta, GA</small>		LAX, CA <small>Los Angeles, CA</small>	
11:02 am <small>Boarding Time</small>	11:47 am <small>Departure Time</small>	2:01 pm <small>Arrival Time</small>	
D <small>Gate</small>	2 <small>Zone</small>	25A <small>Seat</small>	

We chose

one of my designs as the final redesign of the plane ticket due to positive feedback from both our peers and instructor.

The major changes between this version and past versions consisted of lighter colors for environmental reasons and a re-organization of information.

My final edits were made with the help of Phuc's critiques.