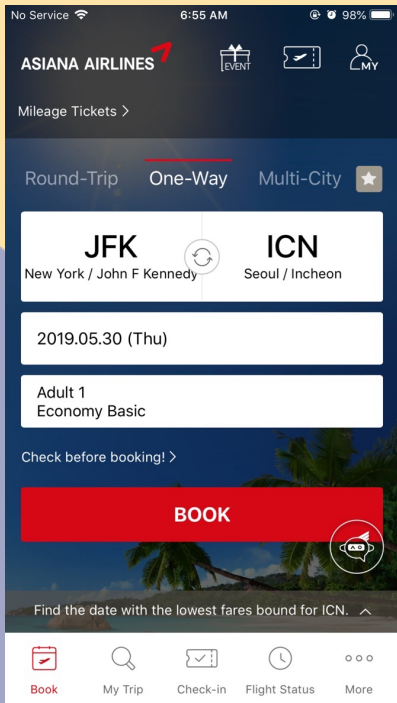
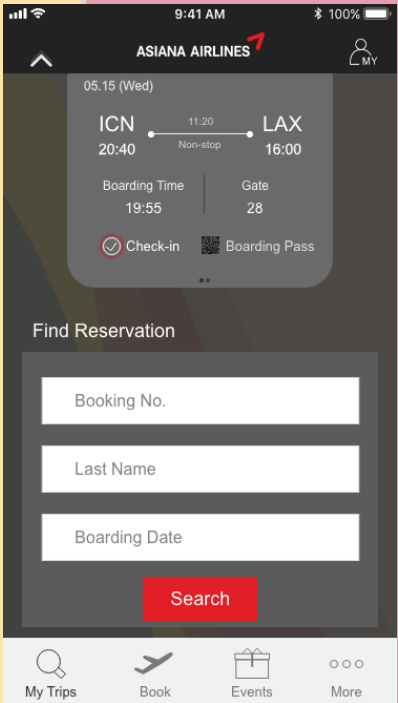


Main Page

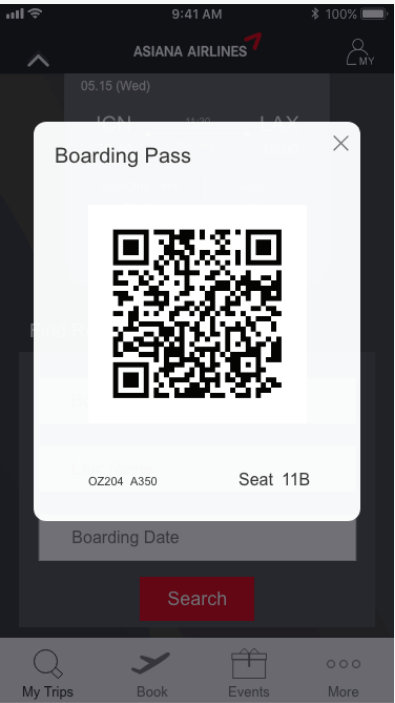
Before



After



Boarding Pass



ASIANA AIRLINES

Application Re-design

ADS

An airline application that provides a more convenient travel experience via digitalized boardings and checkins.

User Persona

Millenials to Generation Z, who are frequent and/or first time travellers of Asiana Airlines. Users of compatible technological devices and acceptance of online procedures.

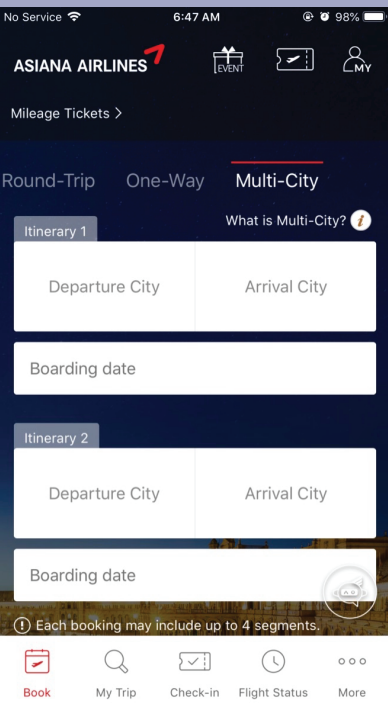
Goals/ Pain points

Mainly uses airline application for E-tickets, to travel lightly. Wants easier access and re-view of flight bookings. Wants an in-app flight purchasable atmosphere. Sense of easiness and reliability of the asiana airline application.

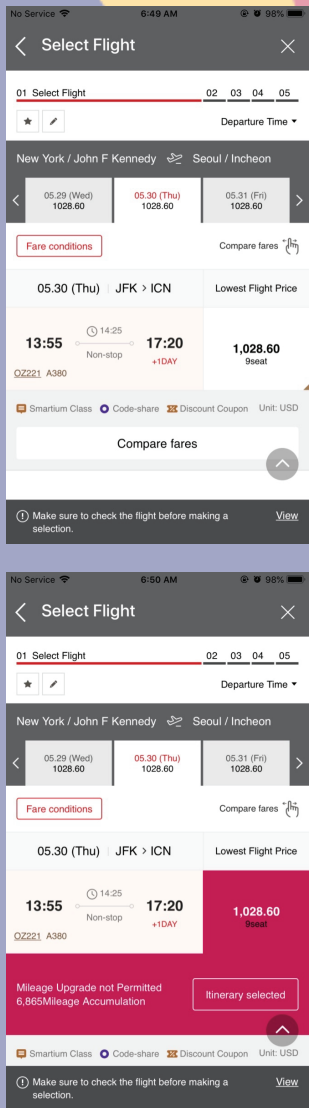
Focus Design Enhancements

- 1. Main function/ task oriented user work flow. Shift from focus of “before” to “while” travellers.
- 2.Simplify functions and additional information to relevant and necessary functions.
- 3. Provide an informative and organized atmosphere through the use of colour and text size hierarchy. To maintain design consistency.

Book Flights



Before



After

