

Assignment-2

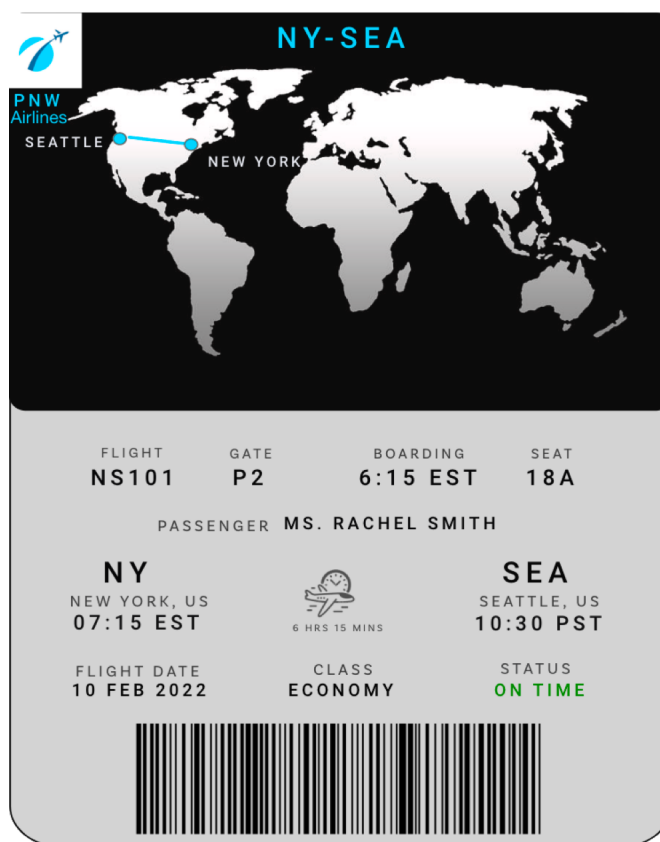
Overall, I have made very few changes to the boarding pass as I feel all the information mentioned is very important to the passenger, TSA and flight crew.

Different Design cases for the Boarding Pass:

1. **Print:** In terms of information architecture, all relevant information related to the passenger and the flight is shown on the boarding pass. This information is critical to get through the TSA check.
 - a. User Benefits: People of the age group 55+, who are not tech savvy prefer printed boarding pass. In case there is no internet connectivity, the passenger can use the printed boarding pass on the airport to navigate through TSA. Not all airports have internet connectivity or KIOSK availability, hence having a printed boarding pass is convenient for the passenger.
 - b. Benefits to Business: For smaller sized airports, airlines may not be able to support KIOSK installation due to low passenger travel. The airlines would use printed boarding passes for the passengers.



2. **KIOSK:** I have added flight STATUS to the boarding pass showing the current status of the flight at issuance of boarding pass.
- a. User benefits: KIOSK Software provides information in a variety of languages, making it easy to use for travelers. Travelers/passengers may avoid main check-in counters at airport, allowing them more time for security checks and boarding the flight. KIOSK also allows passengers to print luggage bag tags for luggage check-in.
 - b. Business benefits: The COVID-19 pandemic has heightened the appeal of contact-free relationships, particularly in crowded public places. By limiting personal interactions with personnel, airport kiosks assist to reassure passengers while also creating a safer atmosphere for both travelers and employees. Kiosks allow businesses to operate with fewer employees on site, lowering overhead costs. Kiosks can handle a range of automated activities, allowing employees to focus on more difficult responsibilities like customer service.



3. **Mobile:** I have designed pocket sized mobile boarding pass showing all the necessary information for the passenger, TSA staff, and airline.
- a. Benefits to User: There is no fear of losing the boarding pass. User can access boarding pass at any time, as long as they have internet connectivity. There is no need to print boarding pass from email or the airline's website, saving time, paper, and ink.
 - b. Benefit to Business: Mobile boarding pass allow airline businesses to operate with fewer employees on site, lowering overhead costs.

