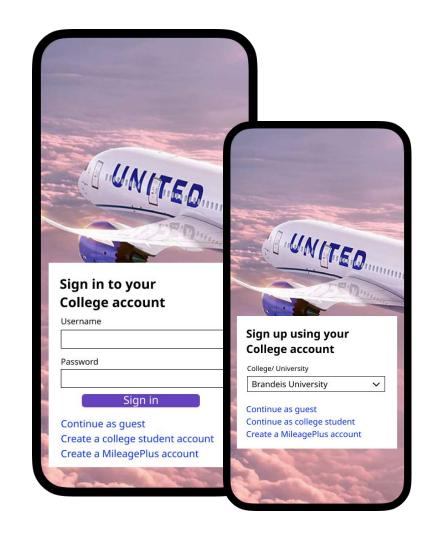# Project overview

The product:

An app redesign for a major US airline with over 100 million travelers

Project duration:

November 2023 - December 2023

Project overview

The problem:

College students feel deceived when using United Airlines because of the lack of financial support.

The goal:

Increased retention of college students using United Airlines. A goal brought by a United Airlines worker

Project overview

My role:

UX designer in a group with 5 people

Responsibilities:

- Helped conducted research by interviewing 3 college students who frequently travels and/or uses United Airlines
- Designed user flow map, wireframes, and prototypes using Figma

User research: pain points

1

Affordability

United Airlines pricing is too expensive for college students who deal with high tuition, book costs, travel home and back to school, and many other financial hardships.

2

Limited resources

College students will go after any free resources or job opportunities in order to compensate for lack of funds and experience on their resume

3

Lack of marketing

United Airlines do not market towards college students and because of that students do not see any benefit from using

Jonah

"Finding a job and affordable plane tickets is hard. I don't want to choose between my academics and seeing my family"

An undergrad college student studying to become a neurosurgeon. They live in a low- income household and went out of state to get a good education at one of the top colleges. Their academic scholarship did not cover their full tuition so they have to pay $4k each semester out of pocket and pay for their books for the 2 lab classes they're taking each priced $100. Jonah doesn't get much help from their family for school fees and travel fees when wanting to go back home. Jonah feels lost and overwhelmed because of the huge financial responsibility they have and have no luck with outside scholarships.

Goals

- Wants to be able to see their family without making compromises
- Finding a job to cover at least books and travel
- Wants to study abroad

Needs

- Student travel discounts - reduce financial burden
- Travel marketing campaigns targeted towards students
- College collaborations — student marketing jobs
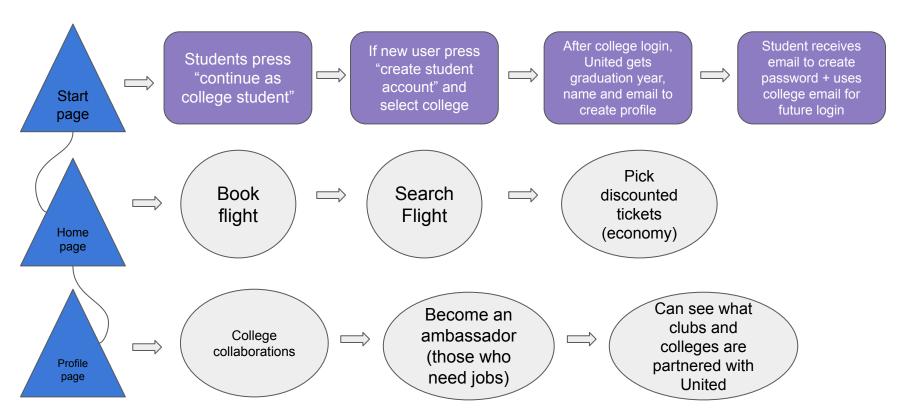
Current travel apps + benefits

 jetBlue
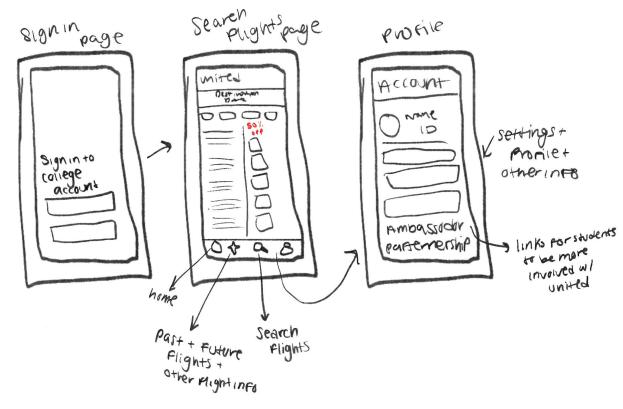
- Affordable round trip pricing
- Student discounts

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User journey map

Start page

Students press "continue as college student" → If new user press "create student account" and select college → After college login, United gets graduation year, name and email to create profile → Student receives email to create password + uses college email for future login

Home page

Book flight → Search Flight → Pick discounted tickets (economy)

Profile page

College collaborations → Become an ambassador (those who need jobs) → Can see what clubs and colleges are partnered with United

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Paper wireframes

Prototype Sign in pages
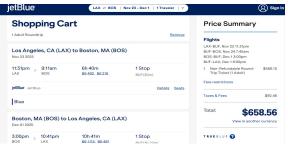
Separate sign-in page for college students and for the United Airlines system to be able to check if the person is a student during the sign up stage to automatically put their graduation year in their profile.
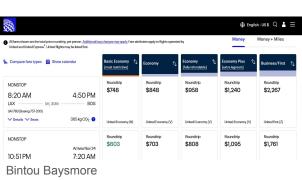
Goal: after graduation they would have 1 year student plan then account automatically turns into regular user

Students will be sent an email where they will be asked to create a password and their username will be their college email

Bintou Baysmore

Price page mockup

Students get discounted prices on economy b/c have highest supply

Pricing made to match competitors' pricing

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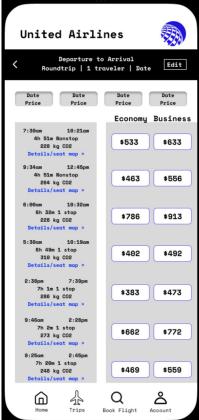
Before
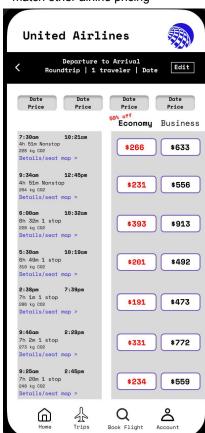
After

Non student traveler *real prices

Student traveler *discounted prices - match other airline pricing
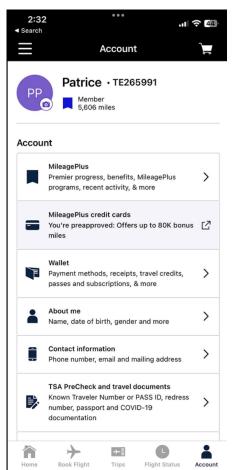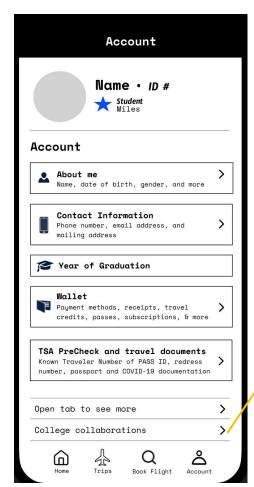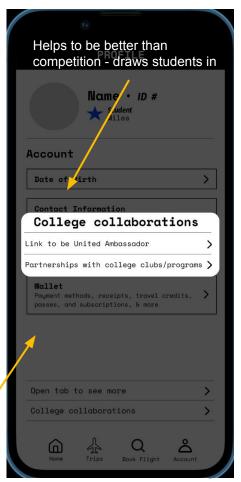
Mockups

Simplified version so there's not too much on the page because there are tabs that college students don't typically use.

year of graduation box has no arrow so students won't manually change it. Connected to their college information

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Before mockup:

2:32
◀ Search
☰ Account 🛒

PP **Patrice** · TE265991
🔖 Member
5,606 miles

Account

🔖 **MileagePlus**
Premier progress, benefits, MileagePlus programs, recent activity, & more ›

💳 **MileagePlus credit cards**
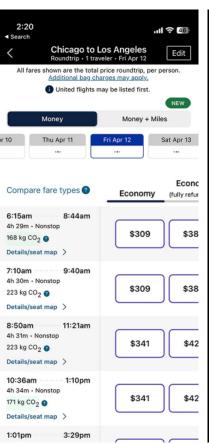You're preapproved: Offers up to 80K bonus miles ⬈

📖 **Wallet**
Payment methods, receipts, travel credits, passes and subscriptions, & more ›

👤 **About me**
Name, date of birth, gender and more ›

📱 **Contact information**
Phone number, email and mailing address ›

📑 **TSA PreCheck and travel documents**
Known Traveler Number or PASS ID, redress number, passport and COVID-19 documentation ›

🏠 Home ✈ Book Flight 🎟 Trips 🕐 Flight Status 👤 Account

After mockup 1:

Account

Name · **ID #**
⭐ Student Miles

Account

👤 **About me**
Name, date of birth, gender, and more ›

📱 **Contact Information**
Phone number, email address, and mailing address ›

🎓 **Year of Graduation**

📖 **Wallet**
Payment methods, receipts, travel credits, passes, subscriptions, & more ›

TSA PreCheck and travel documents
Known Traveler Number of PASS ID, redress number, passport and COVID-19 documentation ›

Open tab to see more ›

College collaborations ›

🏠 Home ✈ Trips 🔍 Book Flight 👤 Account

After mockup 2:

Helps to be better than competition - draws students in

PROFILE

Name · **ID #**
⭐ Student Miles

Account

Date of Birth ›

Contact Information
College collaborations

Link to be United Ambassador ›

Partnerships with college clubs/programs ›

Wallet
Payment methods, receipts, travel credits, passes, and subscriptions, & more ›

Open tab to see more ›

College collaborations ›

🏠 Home ✈ Trips 🔍 Book Flight 👤 Account

Changes after testing and student responses to the overall usability of app

- too many harsh colors on the page
- liked original app font
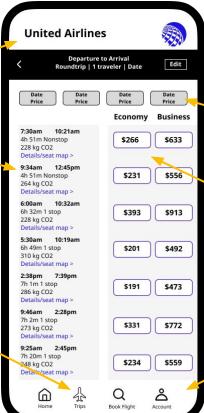- **Original app:** need less information on page b/c felt overwhelmed and some buttons weren't relevant for them. **Change**: other settings will be in the "open tab to see more" button
- add back the shopping cart icon
- excited for new marketing campaigns + student involvement

Changed font to resemble original app font

Contrast change for columns because dark gray was too harsh on the eyes

This icon takes you to a page with all of the information on the booked flight (combines trips and flight status from original design)
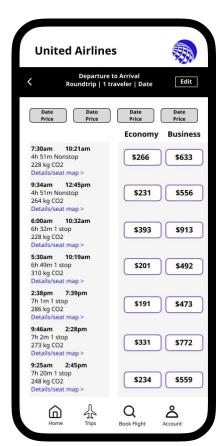
Inner shadow removed + replaced w/ outline to resemble a button

Removed red color and 50% off tag b/c of clutter and red associated with a negative - discount already applied
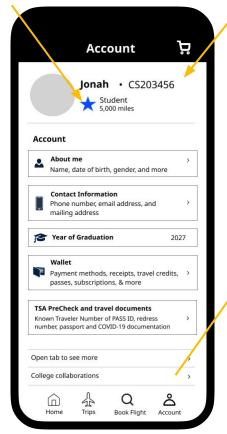
Simplified nav bar to decrease confusion

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HIGH FIDELITY PROTOTYPE

Star icon to represent student status since regular users have bookmark icon

a year after graduation they will have to use their ID number to login + entire profile will resemble regular users' pages - email will be sent to change their email and password

Sign in to your College account
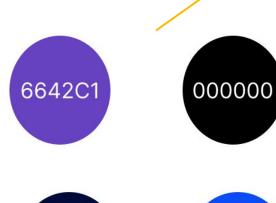
Username

Password

Sign in

Continue as guest
Create a college student account
Create a MileagePlus account

United Airlines

< Departure to Arrival
Roundtrip | 1 traveler | Date   Edit

Date Price	Date Price	Date Price	Date Price

	Economy	Business
7:30am 10:21am 4h 51m Nonstop 228 kg CO2 Details/seat map >	$266	$633
9:34am 12:45pm 4h 51m Nonstop 264 kg CO2 Details/seat map >	$231	$556
6:00am 10:32am 6h 32m 1 stop 228 kg CO2 Details/seat map >	$393	$913
5:30am 10:19am 6h 49m 1 stop 310 kg CO2 Details/seat map >	$201	$492
2:38pm 7:39pm 7h 1m 1 stop 286 kg CO2 Details/seat map >	$191	$473
9:46am 2:28pm 7h 2m 1 stop 273 kg CO2 Details/seat map >	$331	$772
9:25am 2:45pm 7h 20m 1 stop 248 kg CO2 Details/seat map >	$234	$559

Home   Trips   Book Flight   Account

Account   🛒

Jonah • CS203456
⭐ Student
5,000 miles

Account

👤 **About me** ›
Name, date of birth, gender, and more

📱 **Contact Information** ›
Phone number, email address, and mailing address

🎓 **Year of Graduation** 2027

💼 **Wallet** ›
Payment methods, receipts, travel credits, passes, subscriptions, & more

TSA PreCheck and travel documents ›
Known Traveler Number of PASS ID, redress number, passport and COVID-19 documentation

Open tab to see more ›

College collaborations ›

Home   Trips   Book Flight   Account

Account   🛒

Jonah • CS203456
⭐ Student
5,000 miles

Account

👤 **About me** ›
Name, date of birth, gender, and more

College Collaborations

Link to become a student ambassador ›

Partnerships with college clubs/programs ›

💼 **Wallet** ›
Payment methods, receipts, travel credits, passes, subscriptions, & more

TSA PreCheck and travel documents ›
Known Traveler Number of PASS ID, redress number, passport and COVID-19 documentation

Open tab to see more ›

College collaborations ›

Home   Trips   Book Flight   Account

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Font and Color Palette

Noto sans
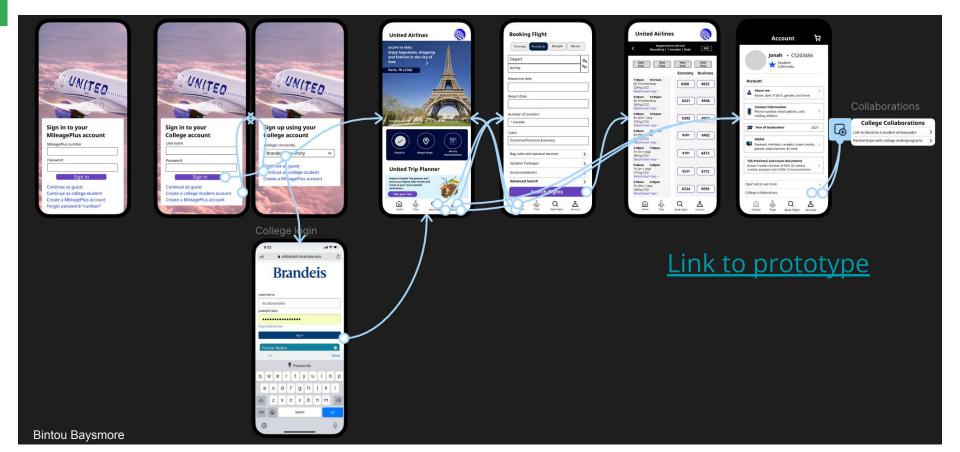
a b c d e f g h i j k
l m n o p q r s t u v
w x y z

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z

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High-fidelity prototype

Collaborations

[Link to prototype](#)

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Takeaways

Impact:

College students feel seen financially due to the discounted ticket prices and the opportunity to work with United on marketing which increases student users. Helps students and United financially.

What I learned:

Focus solely on the goals of the company and end back from users rather than making the designs look pretty. Helped to only add or change things that truly benefit the airline and user.