Redesign: Air India Homepage

REDESIGN USING EXISTING BRAND GUIDELINES

Background

Air India is the flag carrier airline of India, headquartered in New Delhi. The airline was founded by J. R. D. Tata as Tata Airlines in 1932. In 1953, the Government of India passed the Air Corporations Act and purchased a majority stake in the carrier from Tata Sons. On 27th January 2022, Air India has been welcomed back to the Tata Group.

Branding

Logo

The Air India logo features a red seven (symbolizing flight) with spokes in orange placed inside. The wheel is inspired by the Ashoka Chakra - depicting the wheel of righteous duty, which also features in the Indian Flag and underlines the deep-rooted connection to India's cultural heritage.

Mascot -The Maharajah

"We call him a Maharajah for want of a better description. But his blood isn't blue. He may look like royalty, but he isn't royal," said Bobby Kooka, the man behind Air India's evergreen Maharajah mascot.

Objective

The UX case study for the Air India landing page to increase the number of organic bookings, improve the user experience, make it modern, user-friendly and should give the essence of the parent group TATA.

Design Process

The UX case study for the Air India landing page to increase the number of organic bookings, improve the user experience, make it modern, user-friendly and should give the essence of the parent group TATA.

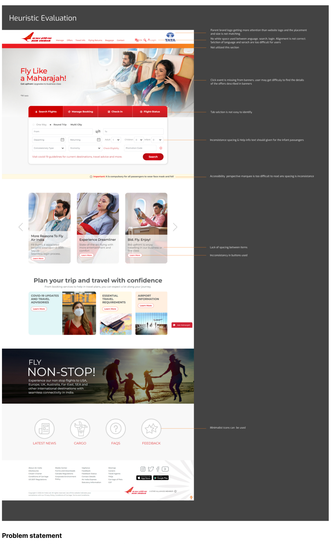
Research	Definition	Ideation	Design
Content study Heuristic evaluation	Problem statement Personas	Sketches & Wireframes	Visual design

Context Study

- Most of the peoples book their flight at last minute
- Outdated user interface making users little bit confusion
- Current application is not fully responsive and not following the latest design pattern
- Existing design is not giving users a rich experience or does not give the feel of the brand

Heuristic evaluation

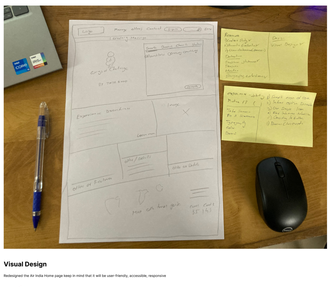
As a research process, I did a Heuristic evaluation of the existing website based on the standards



Problem statement

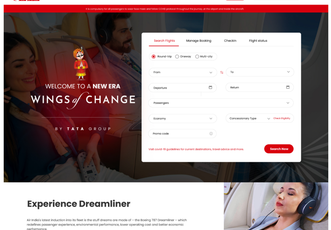
As a first-time user, its too difficult to complete the ticket booking and use the website

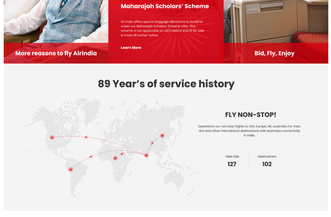
Wireframe

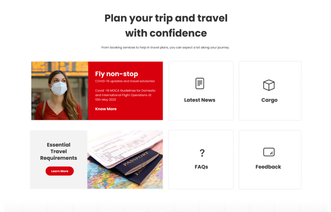


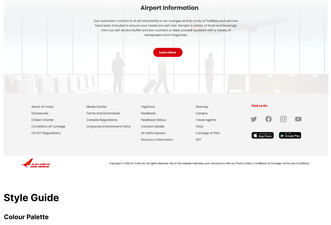
Visual Design

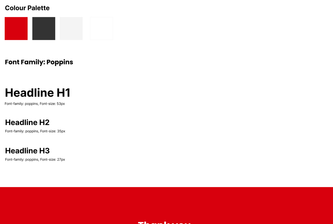
Redesigned the Air India Home page keep in mind that it will be user-friendly, accessible, responsive











Style Guide

Colour Palette

Font Family: Poppins

Headline H1

Font family: poppins, Font-size: 53px

Headline H2

Font family: poppins, Font-size: 35px

Headline H3

Font family: poppins, Font-size: 27px

Thank you