United Airlines
Parker Byrd

Brand

"User-friendly" "Flying the friendly skies" The brand means making the most important services are easiest to access for customers, and focusing efforts to make the customer experience as intuitive as possible. It means taking what is widely regarded as a complex operation and making it seem effortless. Solution oriented.

Audience

-Flyers who hold convenience, speed, and dependability at high importance, especially when it comes to air travel.
-(proposed) broaden scope from businesspeople and cater to the likes and needs of all users
-People who are skeptical about airlines

Competition

Southwest Airlines
American Airlines
Jet Blue
Delta Airlines
Us Airways

Problems

-Lack of good typography and heirarchy
-No clear call to action
-Conflicting design styles
-Sections look like ads and are easily ignored and passed by
-Important areas aren't made important
-Social media is a giant threat/weakness

Game Plan

Simplify the home page so that the most important functions are easiest to access, making the experience as intuitive and user-friendly as possible. The pages I will focus on are the home page, flight,hotel, and car booking (both incorporated into home page and on isolated pages), flight status, flight changes, special offers and details, and United's Mileage Plus program.

Revise the company's voice and tone, improving communication with the customer as they receive the same service in the air, on the ground, online or over the phone, as well as improve the social media footprint

Create a better contact page for the client, creating a space to solve problems and channel complaints into a private channel to make it more personal (and keep it off twitter).