



Spirit Airline App Re-design



Usable Mobile Design Presentation by Devanshi Thakkar

What is the presentation about



- **About the current Spirit Airline App**
- **Problem vs Solution**
- **Wireframe**
- **Re-Designed App**
- **Analysis & Improvements**



Introduction

Spirit Airline App is a travel app that helps individuals to book their domestic flights in the USA and carry out various process necessary for the travel.



Problem vs. Solution

Spirit Airline's Current App Layout &
Re-designed Version



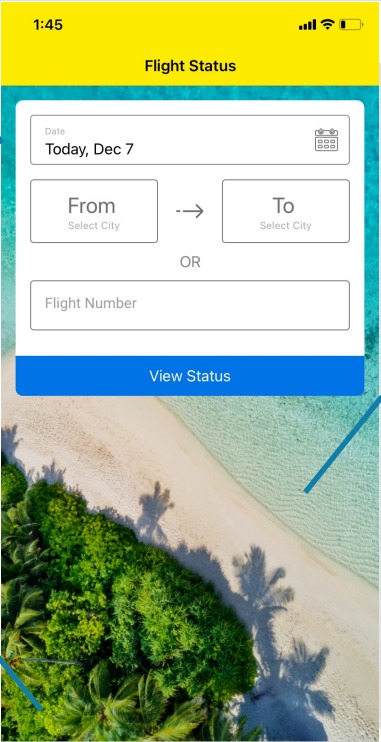
Problem

The current Spirit Airline App have loopholes and makes it difficult for the user to easily navigate their search, find their baggage details, travel requirements and have a better user experience of the app.



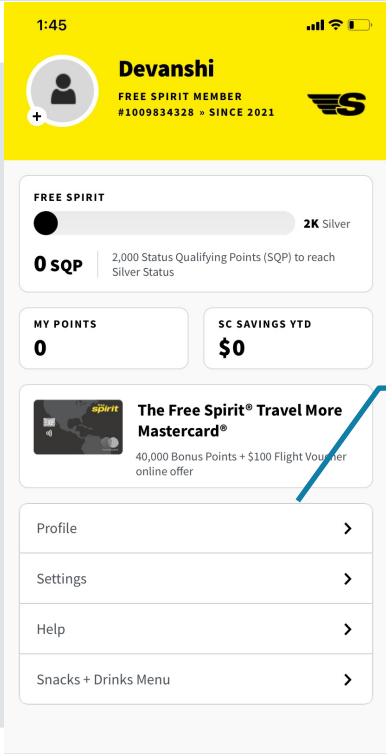
Current Spirit Airline App

Less information about the travel



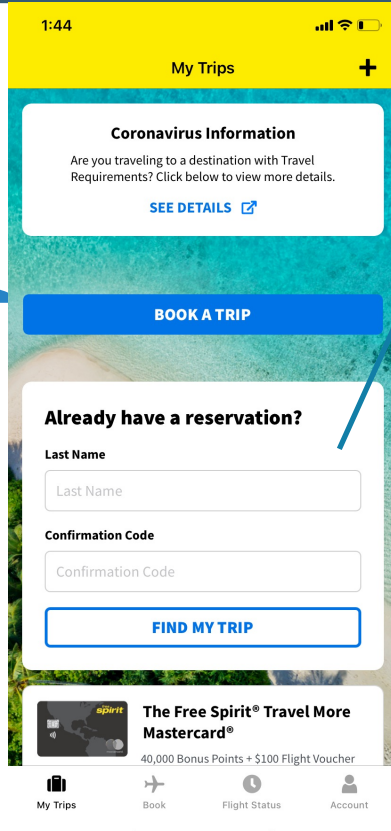
More Negative space

No baggage details

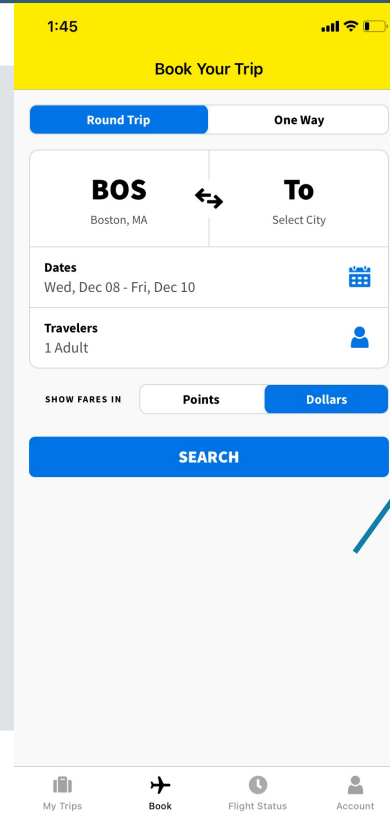


Limited Menu options

Current Spirit Airline App



Harder for user to navigate Everything



No visuals to engage audience

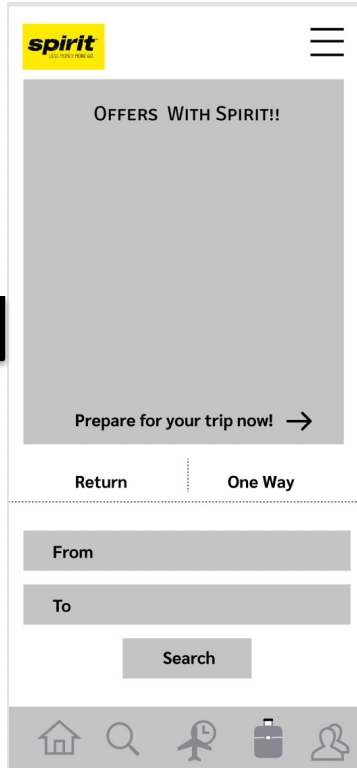


Solution

Re-design Spirit Airline app has
easy navigation, aligned menu,
engaging visuals

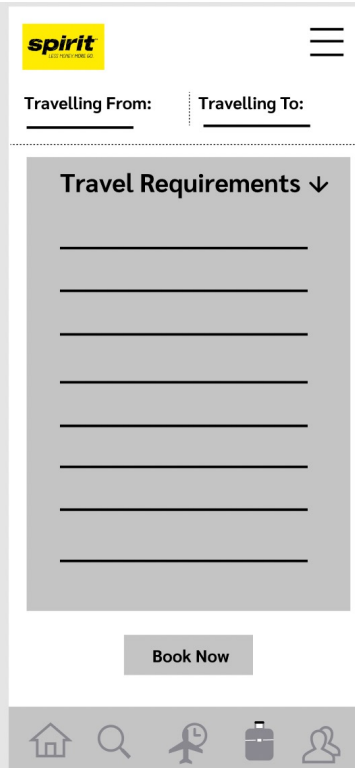


Wireframe:

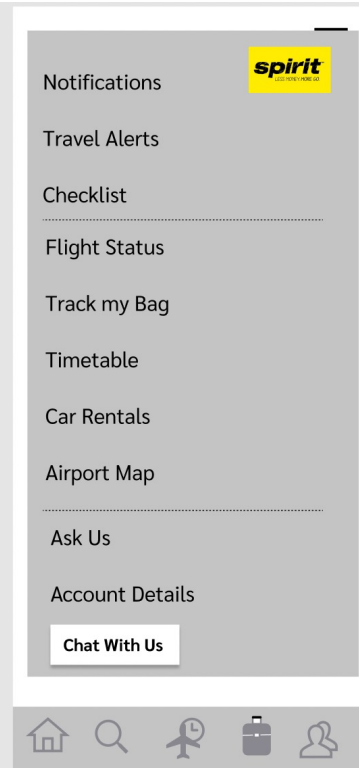


Home Page

The sections on the home page are divided and have a good structure.



Travel Requirement Page



Hamburger Menu

The Hamburger menu is new for the app and is a one stop solution for the user

Wireframe: Baggage Tracking

The baggage tracking page is new and is built for the user to travel worriless

The wireframe for the Baggage Status Page features the Spirit logo at the top. Below it is a heading: "Let Us Help You Provide your Baggage Status". There are two input fields: "PNR Number" and "Tag Number". Below these are two buttons: "Login" and "Scan", with the word "Or" centered between them. A bottom navigation bar contains icons for home, search, flight, baggage, and profile.

Baggage Status Page

The wireframe for the Baggage Received Page shows the Spirit logo and a heading "Flight Details" with five horizontal lines for text. Below this is a grey box with the text "Checked In Baggage". Underneath are two fields: "Time:" and "No of Bags:". A white button labeled "View Details" is positioned below these fields. At the bottom is a prominent green button labeled "Baggage Received". The bottom navigation bar is identical to the previous page.

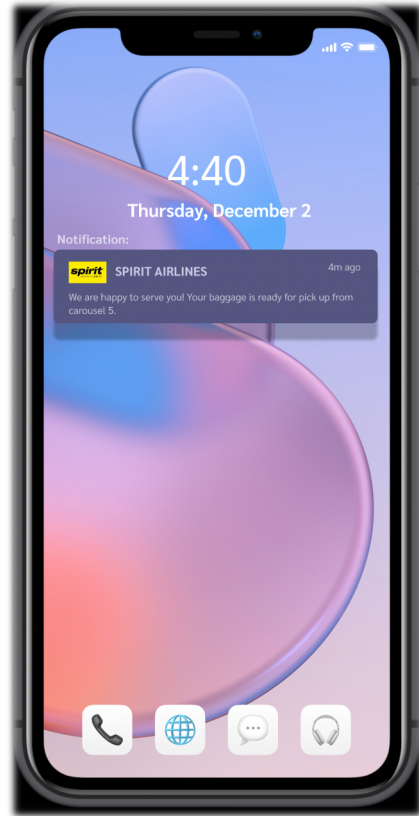
Baggage Received Page

The wireframe for the Baggage Tracking page features the Spirit logo and a heading "Track Your Bags" with a close button. It displays flight information: "From: Boston" (Boston Logan International Airport) with "Weight: 35.85 kgs", and "To: San Antonio" (San Antonio International Airport) with "No of Bags: 2". A vertical timeline shows the baggage's journey: BOS (9:45 PM) loaded on plane AA 4687; IAD (12:00 AM) unloaded from plane AA 4687; IAD (1:30 AM) loaded on plane AA 3296; SAT (Expected 3:45 AM) unloaded from plane AA 3296; SAT (Expected 4:15 AM) arrived at the airport AA 3296. A grey button at the bottom says "Claim your baggage at carousel: 5". The bottom navigation bar is identical to the previous pages.

Baggage Tracking

A detailed information about the user's baggage details would be available on the app with time and destination

What's New?

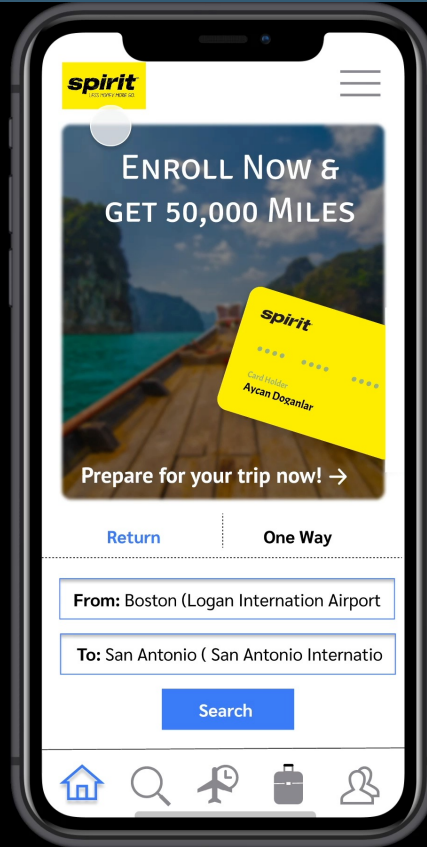


Notification from Spirit Airline about the users baggage.

**A picture is
worth a
thousand
words**



Spirit Airline : App Re-design



Analysis & Improvements based on the KJ testing



- The app has a lot of information but is self explanatory.
- The user initially faced the issue to navigate baggage icon to track the bag, now seems friendly.
- The user flow was perfect while the testing for the redesigned app was conducted.
- Good Color Scheme
- Organized Menu.
- Improved app usage helps to increase the audience

Analysis & Improvements based on the KJ testing



Initial Drawbacks:

- No scope of baggage tracking
- Waste of space in the app pages
- The non inclusion of the hamburger menu led to unorganized and chaotic app navigation
- Lack of information on travel requirements/updates

Improvements after the KJ analysis:

- Included new pages to the app: Baggage Tracking, Travel Requirements & Checklist
- The baggage tracing details include carousel information
- Added Hamburger menu
- New and a simple layout has been introduced to the app
- A Notification from the airline for better user experience
- Introduced new icons to the app



Thank You

