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

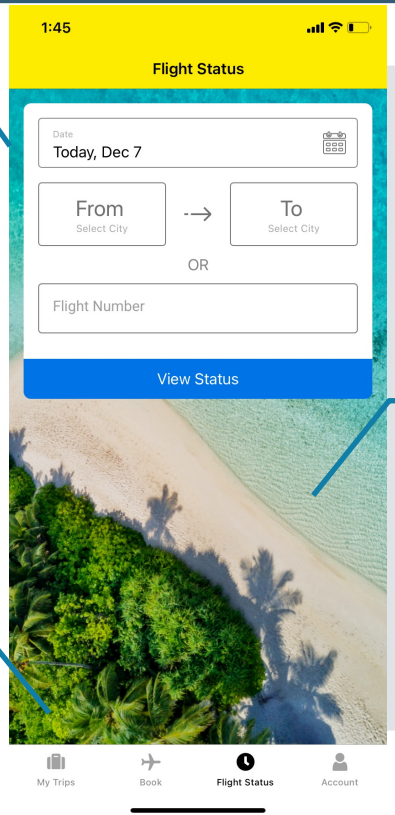
Problem

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.

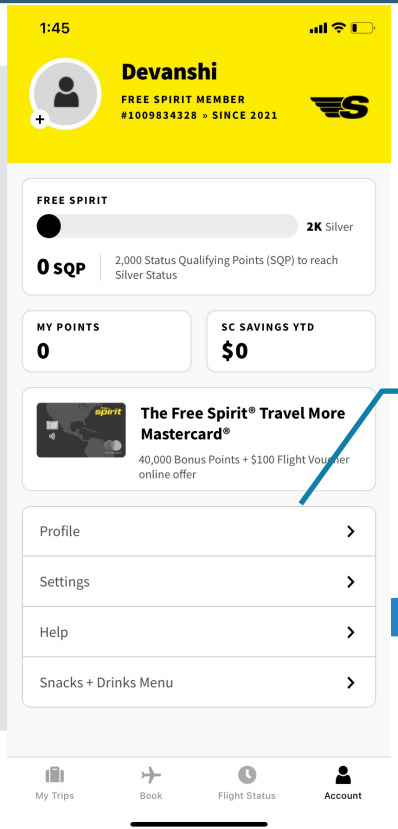
Current Spirit Airline App

Less information about the travel

No baggage details

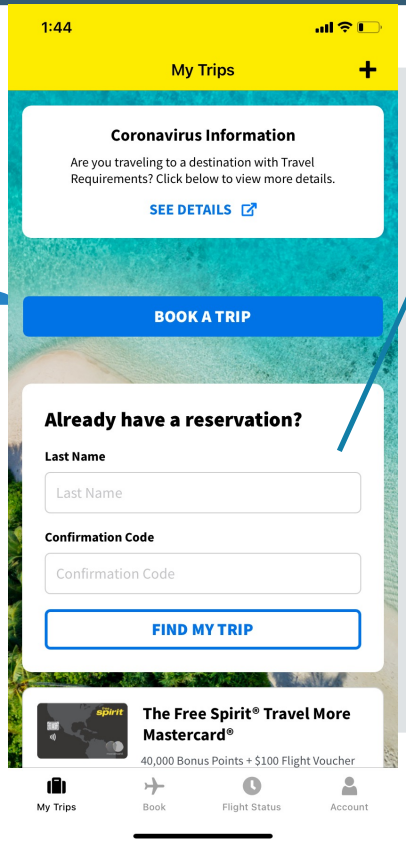


More Negative space

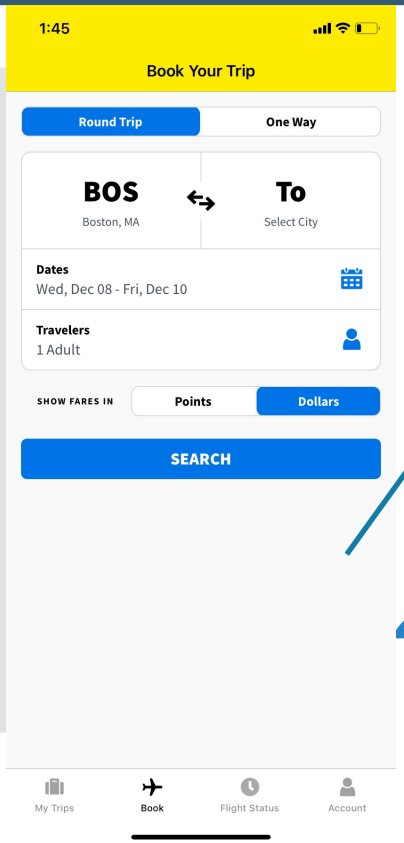


Limited Menu options

Current Spirit Airline App



Harder for user to navigate Everything

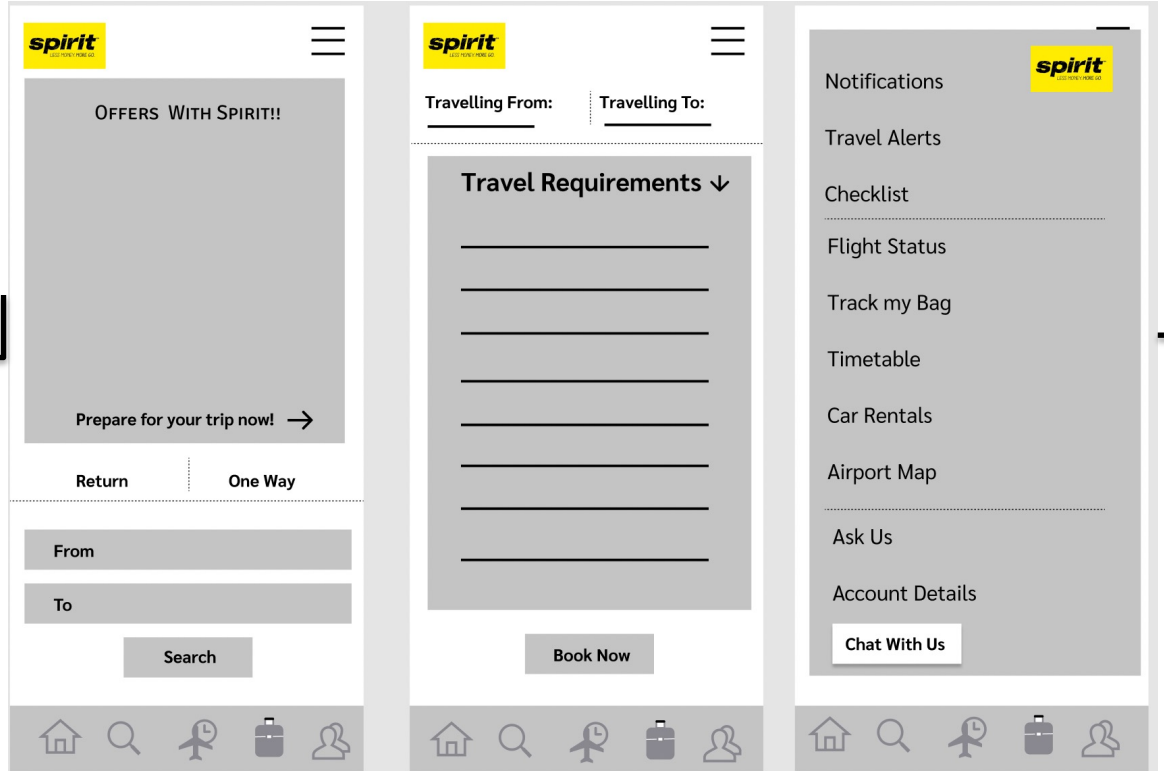


No visuals to engage audience

Solution

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

Wireframe:



Home Page

Travel Requirement Page

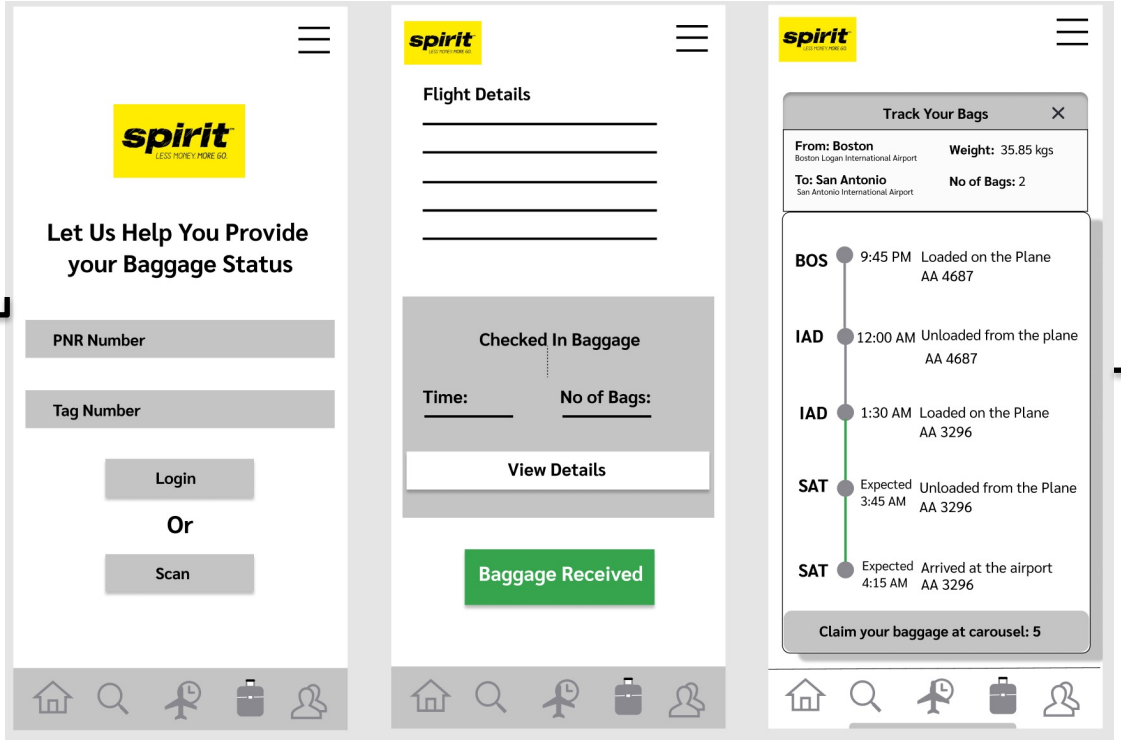
Hamburger Menu

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

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

Wireframe: Baggage Tracking

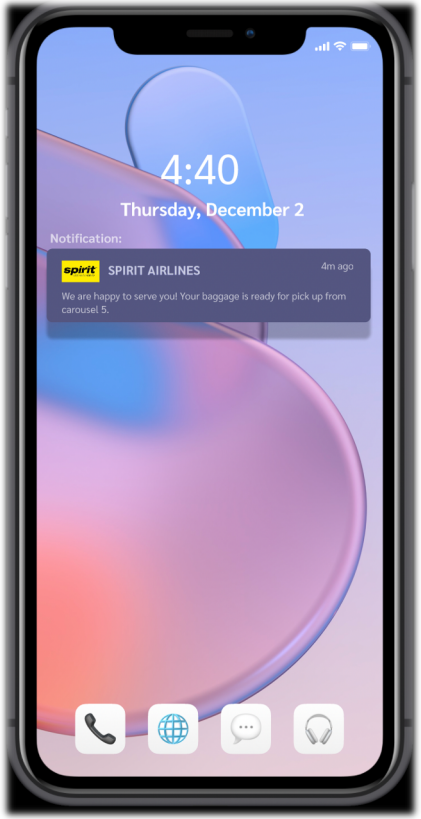
The baggage tracking page is new and is built for the user to travel worriless



Baggage Status Page | Baggage Received Page | Baggage Tracking

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

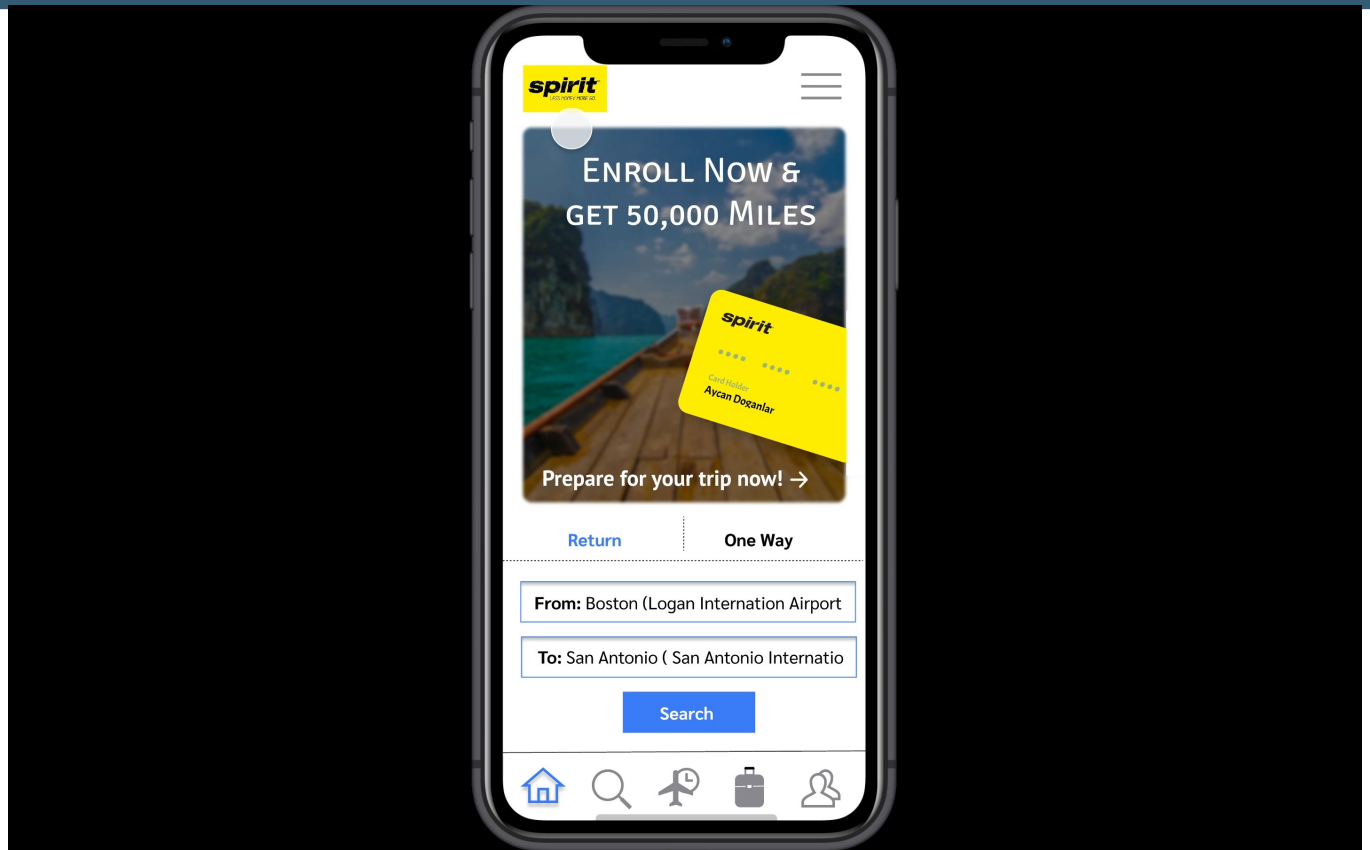
What's New?



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