

Precision Aviation & The Digital Flight Path

A Unified Strategy for Delta Air Lines'
Next-Generation Customer Experience



Unified digital transformation requires aligning user experience, technical infrastructure, and cross-functional leadership to drive compound revenue lift.



1. The Passenger Path

Focuses on diagnosing current friction and engineering a frictionless, best-in-class digital booking and day-of-travel experience.

2. Avionics & Systems

Details the structural upgrades required: predictive SEO, an enterprise-grade Design System, and rigorous GA4 telemetry.

3. Air Traffic Control

Proposes a unified Center of Excellence governance model to bridge engineering, marketing, and customer service.

4. The Destination

Outlines the targeted business impact—specifically emphasizing increased Customer Lifetime Value (CLV), conversion rates, and operational efficiency.

To lead the aviation sector, Delta’s digital experience must match the frictionless standards set by broader consumer technology leaders.

The Experience Diagnostic Matrix

Dimension	Current Delta Digital Experience	Proposed Future State	Best-in-Class Benchmark
Design Consistency	Fragmented UI across web/app.	Universal modular components.	Apple (Seamless cross-device ecosystem)
Booking Speed	Multi-step friction, repetitive inputs.	Predictive, 3-click maximum to purchase.	Uber (One-tap frictionless transaction)
Accessibility	Reactive compliance.	Proactive, WCAG 2.1 AA baked into code.	Target (Inclusive-by-design architecture)
Personalization	Siloed operational alerts.	Predictive day-of-travel dynamic UI.	Amazon (Hyper-relevant dynamic curation)

Digital drop-offs correlate directly with moments of high passenger anxiety during complex travel disruptions.

Customer Journey Emotion-Friction Graph



Streamlining the booking path from a fragmented process into a predictive, conversion-optimized flow.

“Friction-to-Flow” Side-by-Side Wireframe Panel

Current State

Current State wireframe showing a fragmented booking process. Key areas of concern are highlighted:

- buried fare class comparisons**: A red circle highlights the fare comparison section, which is partially obscured by other elements.
- microscopic typography**: A red circle highlights the right sidebar, where text is too small to read easily.
- redundant form fields**: A red circle highlights the bottom section, which contains multiple redundant input fields.

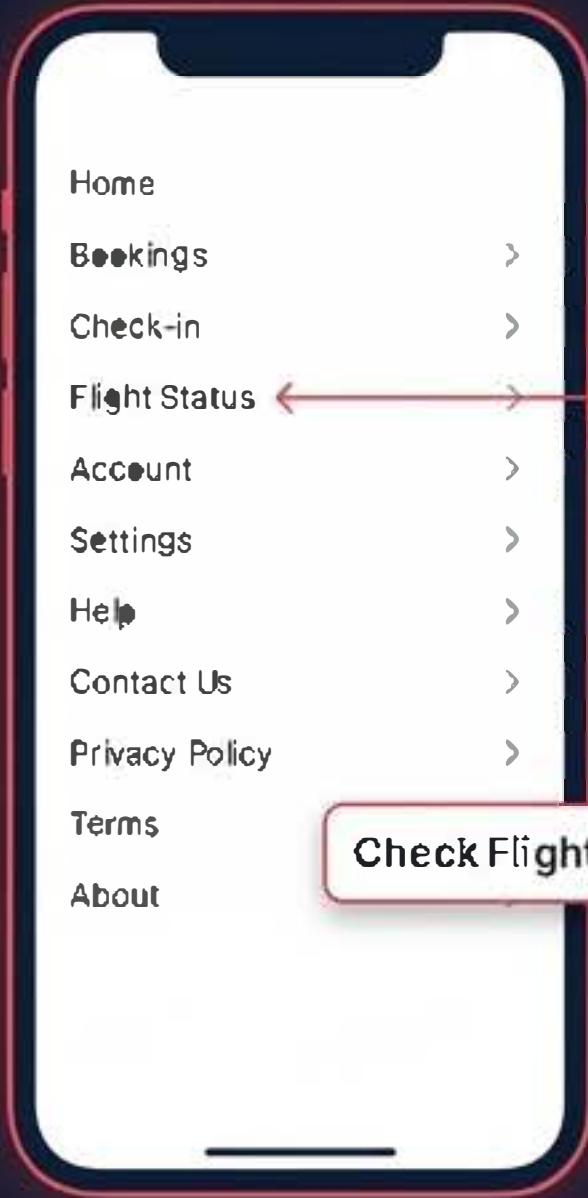
Redesign Concept

Redesign Concept wireframe showing a streamlined booking process. Key features include:

- Progressive disclosure**: A dropdown menu for 'Progressive disclosure'.
- Account details**: A dropdown menu for 'Account details'.
- Collapsed sections**: A dropdown menu for 'Collapsed sections'.
- One-tap authenticated checkout**: A prominent button for 'One-tap authenticated checkout'.
- Passenger details**: A dropdown menu for 'Passenger details'.
- Account section**: A dropdown menu for 'Account section'.

Transforming the mobile application from a static utility into a dynamic, context-aware travel companion

Current App



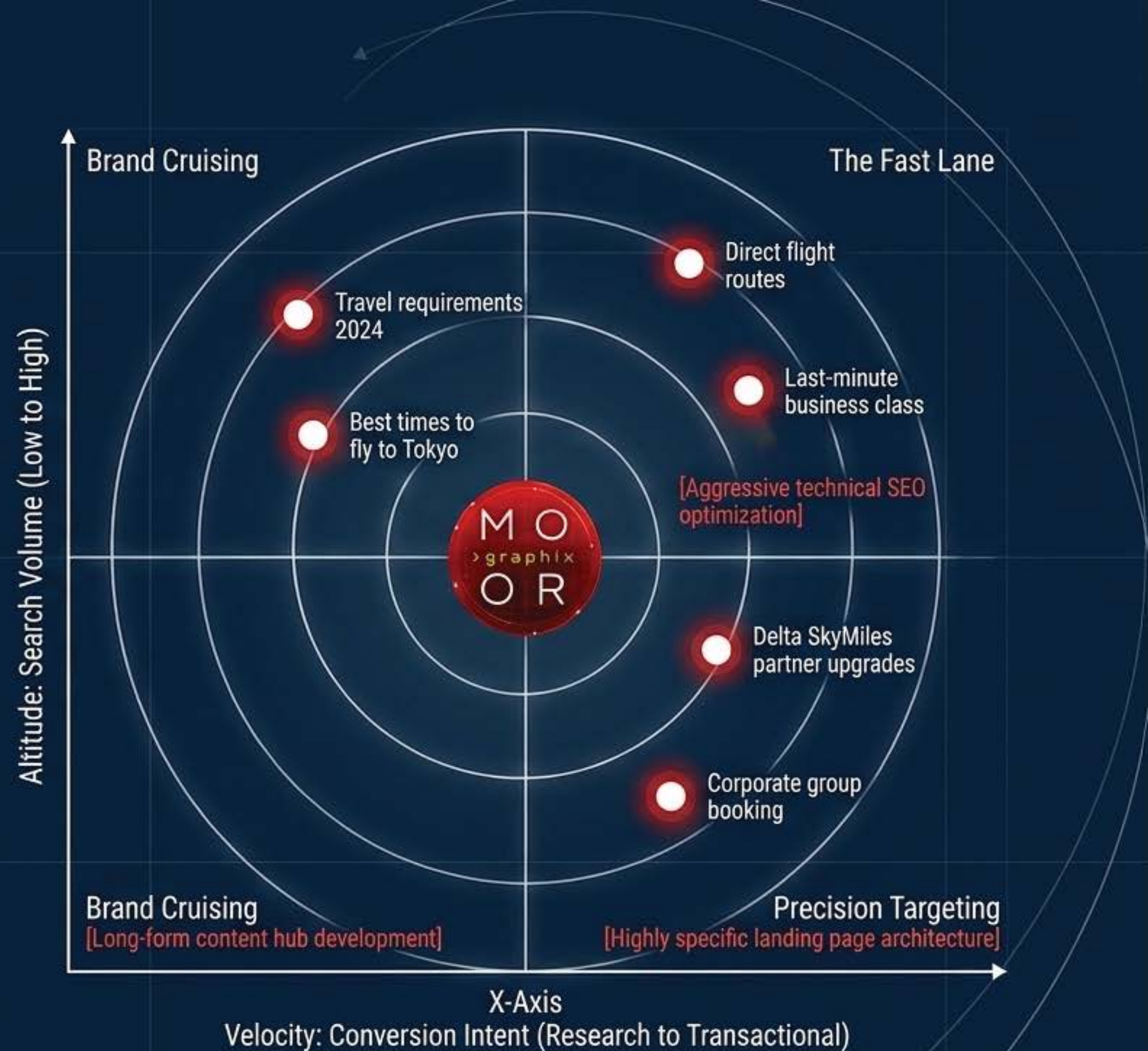
Poorly placed
action button,
causes friction

Check Flight Status

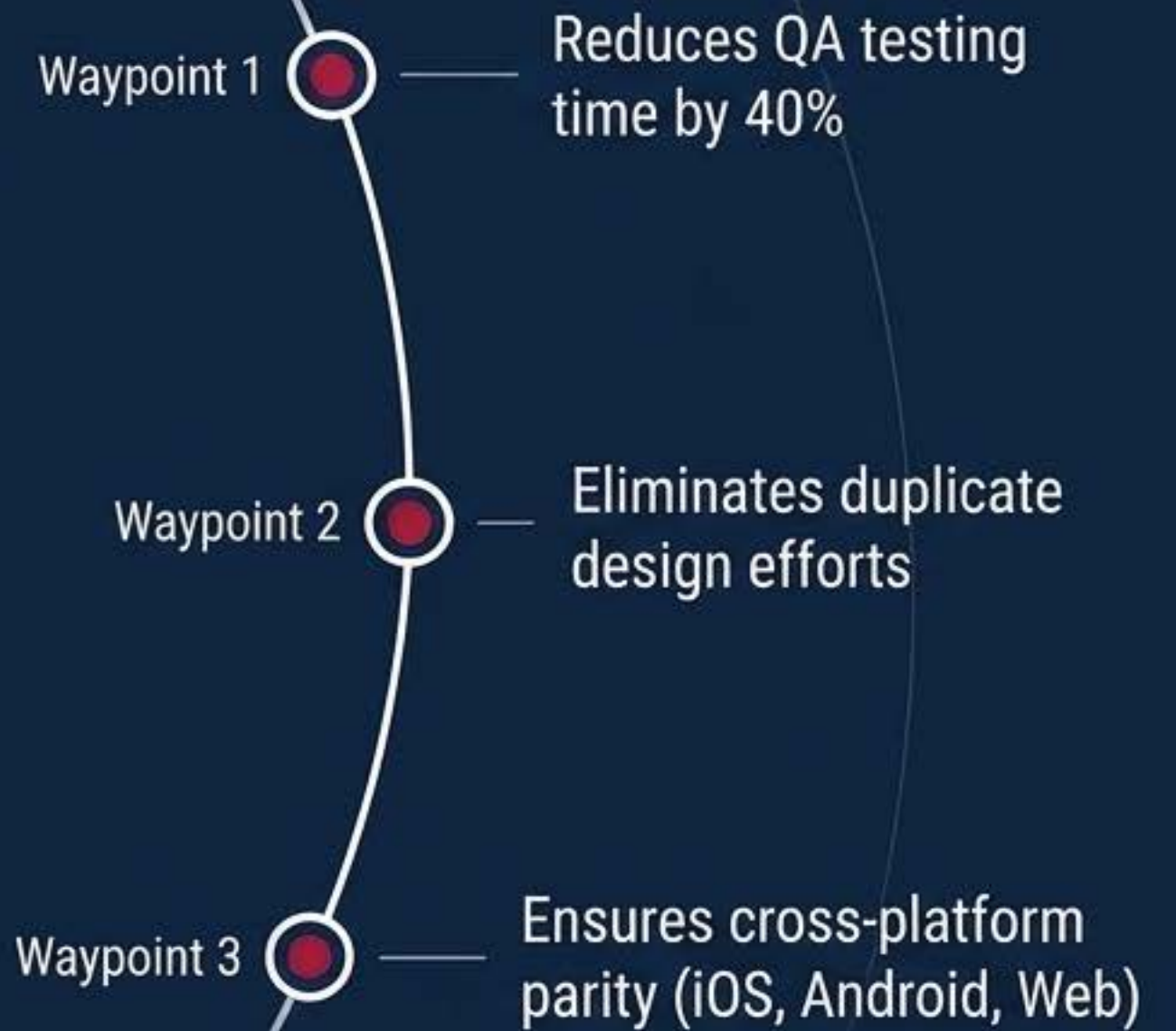
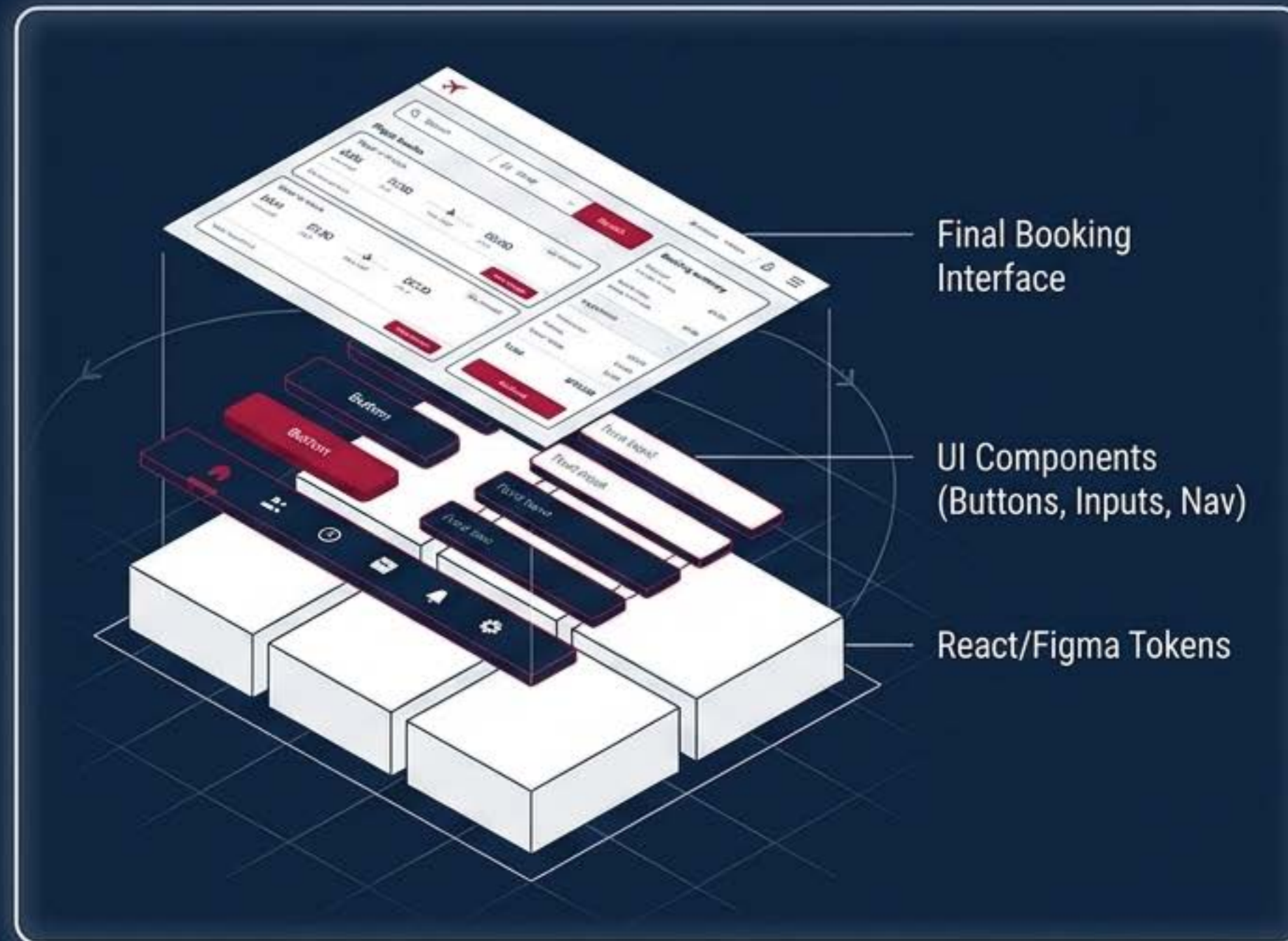
Dynamic Future State: Smart Context



Capturing high-intent travelers by prioritizing content gaps in the competitive search airspace.



A unified Design System reduces engineering debt, ensures brand consistency, and accelerates time-to-market for new features.



Accessibility is engineered at the foundational level,
expanding total addressable market and
improving usability for all passengers.

Technical Compliance

Automated CI/CD pipeline checks for WCAG 2.1 AA standards, ensuring contrast ratios and screen-reader semantic HTML are never compromised.

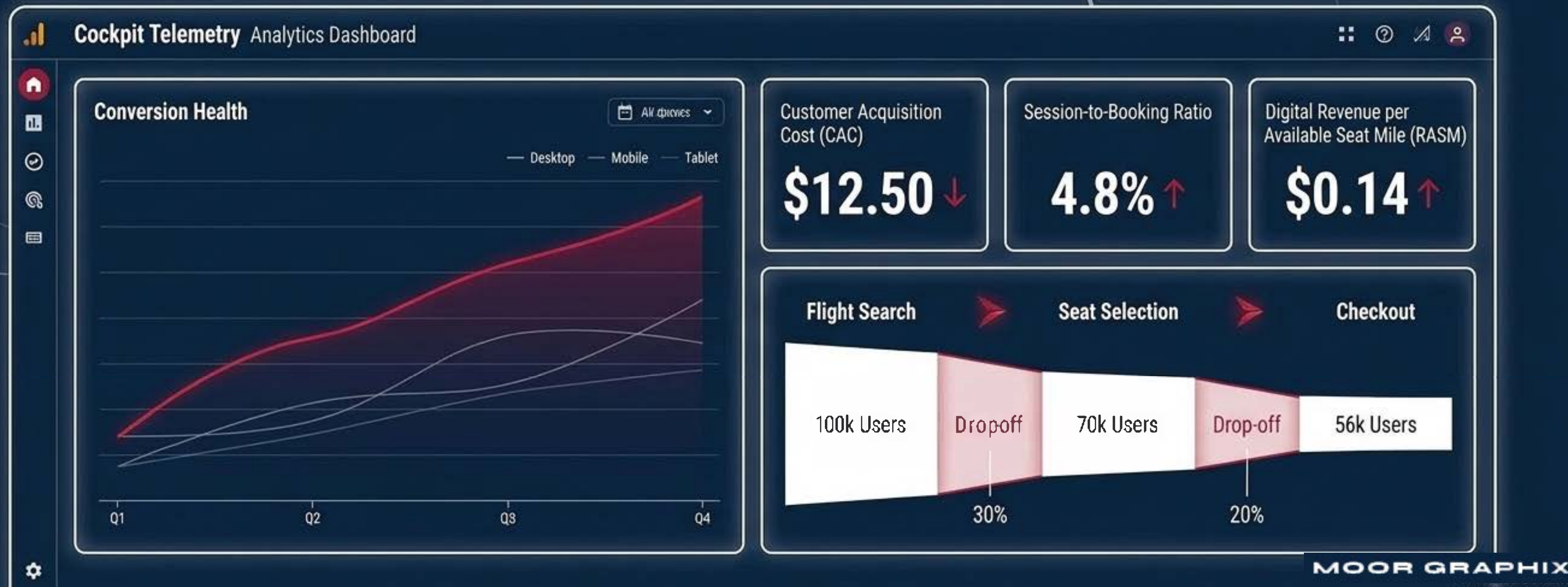
Inclusive UX

Design patterns optimized for situational disabilities (e.g., high-contrast mode for bright airport sunlight, large tap targets for turbulent flights).

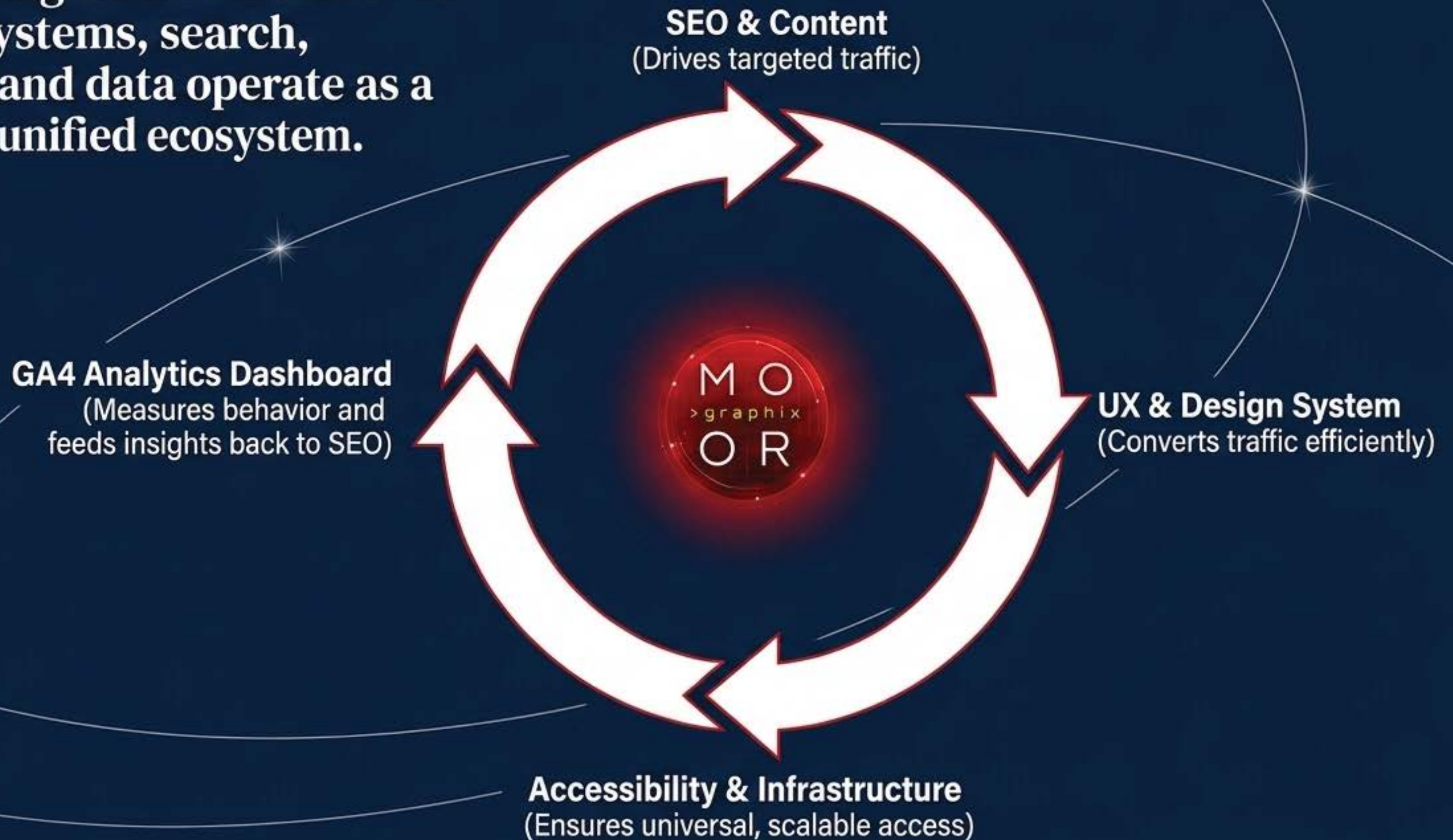
The Business Case

1 in 4 adults live with a disability; frictionless access directly impacts brand loyalty and captures untapped CLV.

Real-time telemetry transforms reactive troubleshooting into predictive, data-driven optimization.

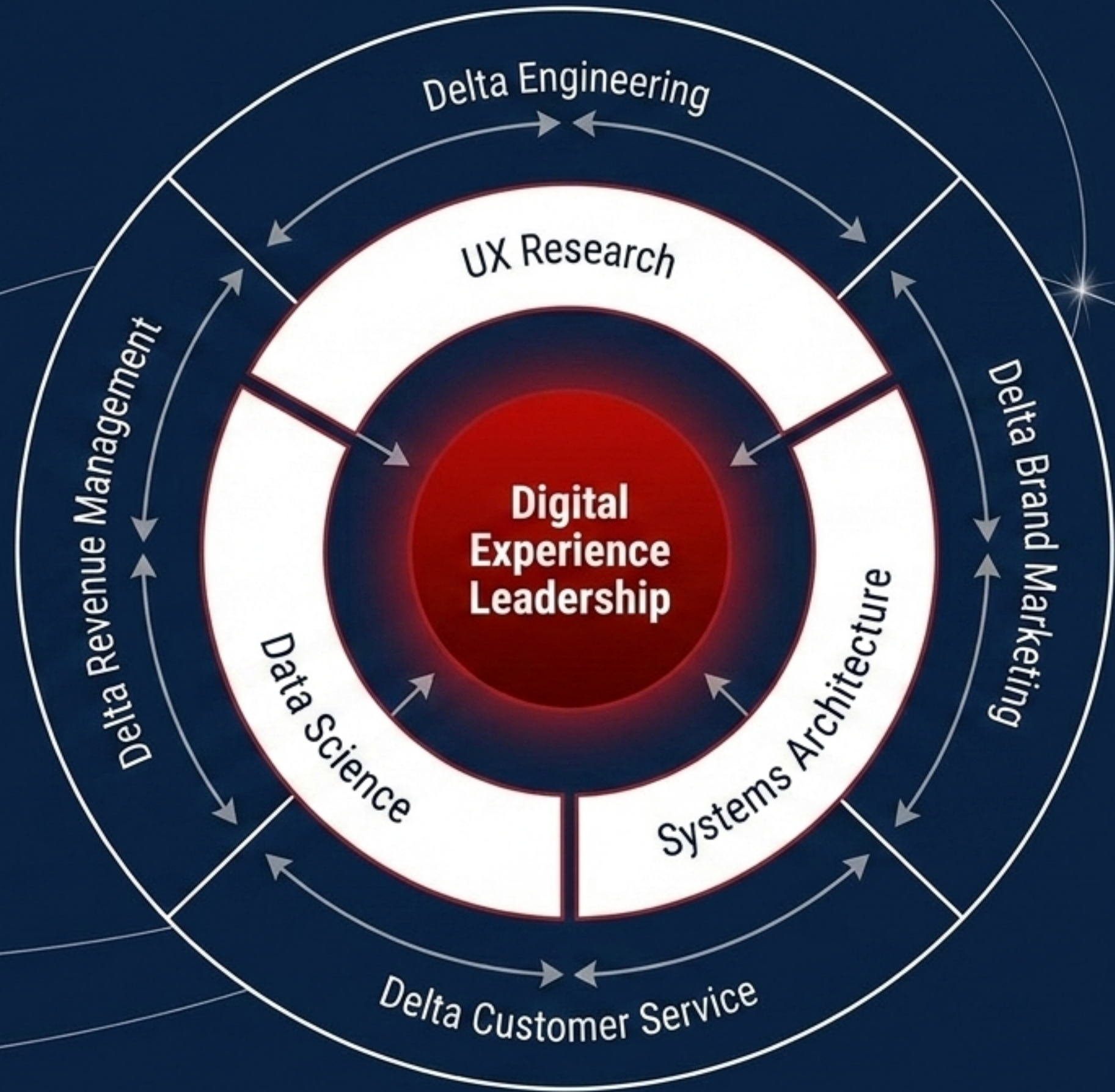


The highest digital ROI is achieved only when systems, search, experience, and data operate as a continuous, unified ecosystem.



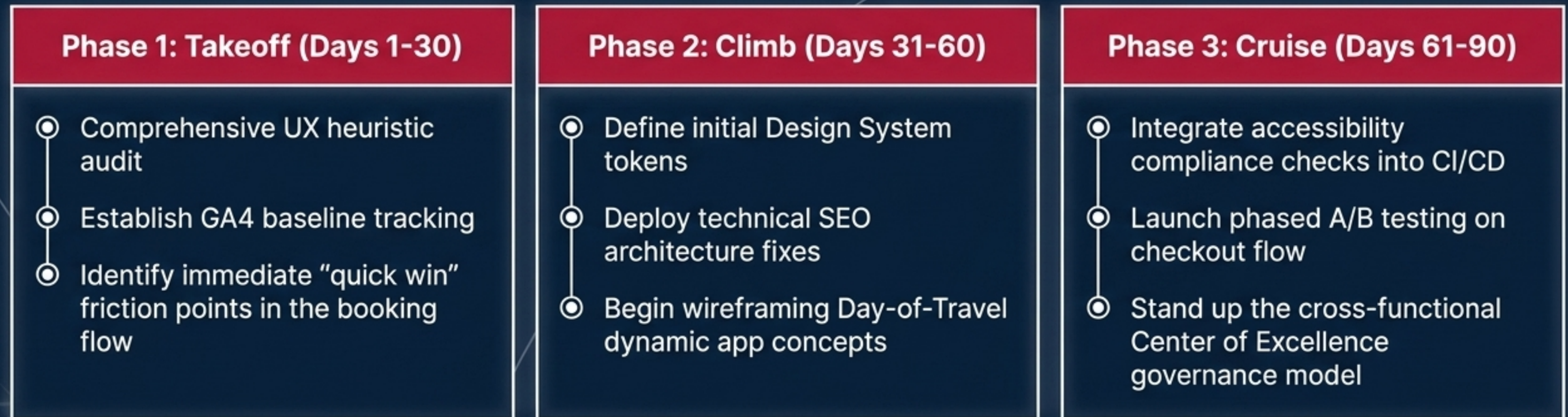
Execution requires a Center of Excellence that bridges the gap between engineering reality and marketing ambition.

Leadership Governance Model



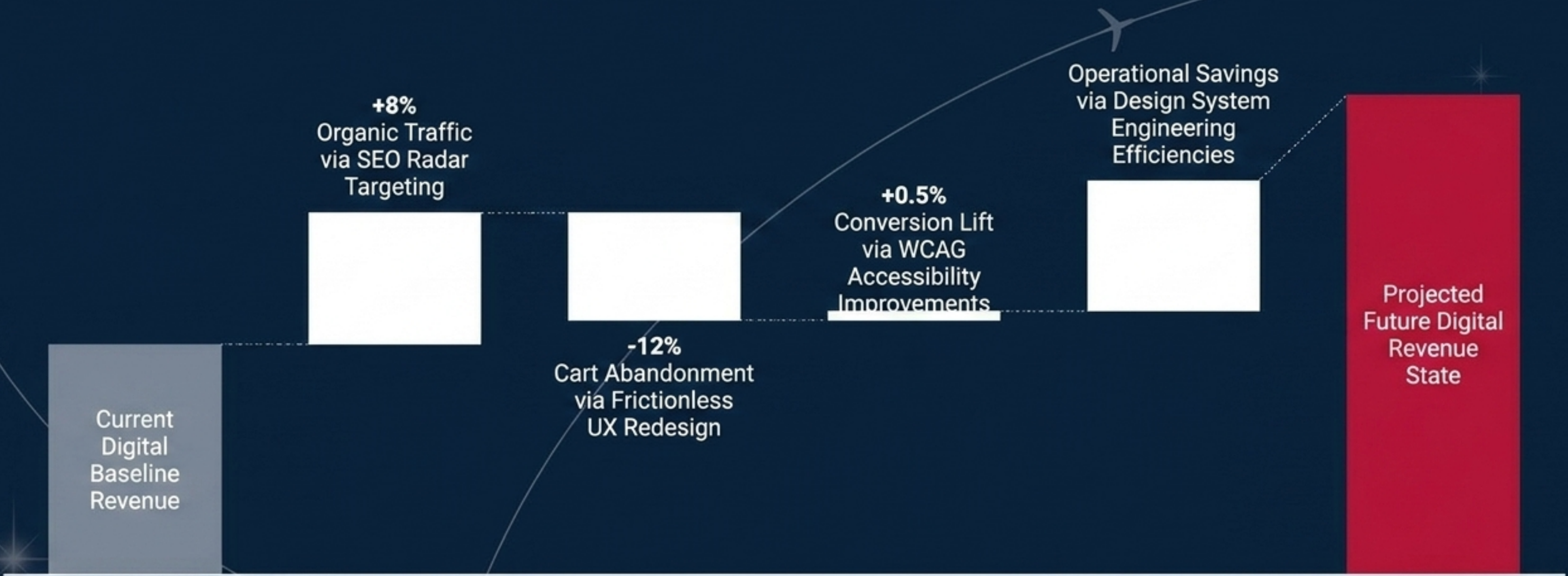
A phased, 90-day deployment strategy to stabilize the foundation, accelerate growth, and scale the ecosystem without disrupting daily operations.

Flight Schedule Gantt



Compounding micro-improvements across the digital ecosystem generate exponential lifts in annual revenue.

ROI Waterfall Chart



Driving enterprise-scale digital transformation requires a leader fluent in design, engineering, and business strategy.

About Morrison Washington



Strategic Visionary

Aligning C-suite goals with user needs.



Technical Fluent

Bridging design systems with engineering stacks.



Operational Leader

Building and scaling cross-functional digital teams.



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