



Sinimuna UX Design

Site Redesign
for Delta Air Lines

April, 2006

SkyMiles log in

SkyMiles number and PIN

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Edit Search

Leaving From:

Going To:

Departure Date:

 Apr 25

Time:

 Night

Return Date:

 Apr 28

Time:

 Morning

Passengers

 1

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Book A Flight

 1 **2 Select Flights** 3 4 5

Priced Itineraries

Select the itinerary that best matches your travel plans and click Select, or click Start Over to try new dates/times.

 Avoid **direct ticketing charges** and online booking fees, plus earn up to 1,000 bonus miles when you purchase at delta.com. Prices shown include all taxes and fees.

Departure: New York - La Guardia, NY to Atlanta, GA on Monday, 04 Apr 2005

Return: Atlanta, GA to New York - La Guardia, NY on Wednesday, 06 Apr 2005

Itinerary 1

 Price per passenger: **\$369.90 (USD)**

Carrier Flight #	Cabin & Class	Leave		Arrive		Stops	View Seats
		From	Time/Date	To	Time/Date		
Delta 297	Coach (L)	LGA	9:00 AM DEC 30, 2005	ATL	11:44 AM DEC 30, 2005	0	
Delta 506	Coach (T)	ATL	8:30 AM DEC 31, 2005	LGA	10:49 AM DEC 31, 2005	0	

*Flight operated by Delta Codeshare Partner. Click flight number to view flight details.

[View fare rules](#)

Itinerary 2

 Price per passenger: **\$379.90 (USD)**

Carrier Flight #	Cabin & Class	Leave		Arrive		Stops	View Seats
		From	Time/Date	To	Time/Date		
Delta 298	Coach (L)	LGA	10:00 AM DEC 30, 2005	ATL	12:44 AM DEC 30, 2005	0	
Delta 507	Coach (T)	ATL	9:30 AM DEC 31, 2005	LGA	11:49 AM DEC 31, 2005	0	

*Flight operated by Delta Codeshare Partner. Click flight number to view flight details.

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Itinerary 3

 Price per passenger: **\$389.90 (USD)**

Carrier Flight #	Cabin & Class	Leave		Arrive		Stops	View Seats
		From	Time/Date	To	Time/Date		
Delta 296	Coach (L)	LGA	8:00 AM DEC 30, 2005	ATL	10:44 AM DEC 30, 2005	0	
Delta 505	Coach (T)	ATL	7:30 AM DEC 31, 2005	LGA	9:49 AM DEC 31, 2005	0	

*Flight operated by Delta Codeshare Partner. Click flight number to view flight details.

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** NOTE:

Yellow row color is optional.

All alternating row colors must be identical.

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Today's Guaranteed Best Fares

Nonstop Itineraries

From \$310.00 (USD) round trip
additional taxes & fees apply



These are the best Delta fares on the web guaranteed - or your [money back](#).

When you purchase in advance, [fares are usually lower](#).

Select an Outbound Flight

Atlanta, GA (ATL) to Jacksonville, FL (JAX) on Mon, 12 May 2008

[→ Different city or date?](#) [→ Search by schedule?](#)

Click the column headings to sort your results.

Displaying 9 of 9 flights

Departs	Arrives	Stops	Travel Time	Flights & Cabin (Class)		Price per Passenger (USD) Round trip	
Nonstop							
8:00am ATL	9:03am JAX	Nonstop	1 hr 03 min	Delta 665 Boeing 757 In-Flight Services	Coach (Q) View Seats	LOWEST	From \$310.00 round trip + \$21.00 Taxes/Fees = \$331.00 Select
9:30am ATL	10:39am JAX	Nonstop	1 hr 09 min	Delta 1025 Boeing 757 In-Flight Services	Coach (Q) View Seats	LOWEST	From \$310.00 round trip + \$21.00 Taxes/Fees = \$331.00 Select
12:03pm ATL	1:04pm JAX	Nonstop	1 hr 01 min	Delta 705 MD-88 In-Flight Services	Coach (Q) View Seats	LOWEST	From \$310.00 round trip + \$21.00 Taxes/Fees = \$331.00 Select
2:55pm ATL	4:04pm JAX	Nonstop	1 hr 09 min	Delta 1007 Boeing 757 In-Flight Services	Coach (Q) View Seats	LOWEST	From \$310.00 round trip + \$21.00 Taxes/Fees = \$331.00 Select
4:11pm ATL	5:18pm JAX	Nonstop	1 hr 07 min	Delta 1743 Boeing 757 In-Flight Services	Coach (Q) View Seats	LOWEST	From \$310.00 round trip + \$21.00 Taxes/Fees = \$331.00 Select

- Changed tab style.
- Added “Lowest” indicator.
- Made progress display easier to read.
- Consolidated the login area.