



DELTA

CLIMB

AGENDA

Check-In

Introductions 01

Project Overview 02

Boarding

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Pre-Flight

Prototype 04

Takeoff

Demo 05

In-Flight

Appendix 06



KAT STRODE
Project Manager



HAILEY HUBBARD
Lead Developer



GRACE CHANDLER
Co-Developer &
Creative Director

MEET THE TEAM



CECE DE JONG
Co-Research



SAM TAM
Co-Research & Design



NEW MEDIA
INSTITUTE

 **NEW MEDIA**
INSTITUTE

PROJECT OVERVIEW

TRAILER



DeltaClimb Trailer [SUBTITLED]

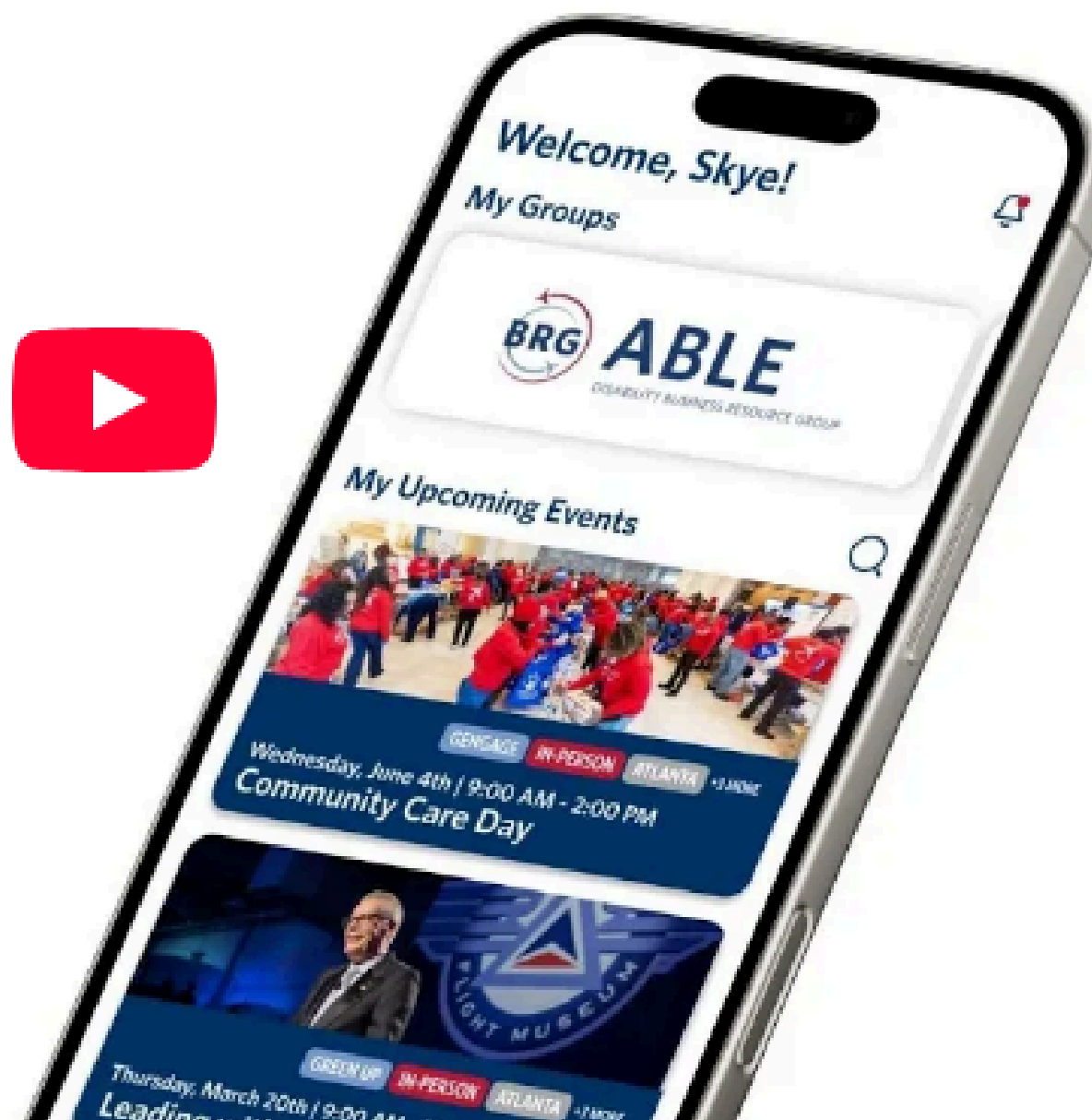


Share



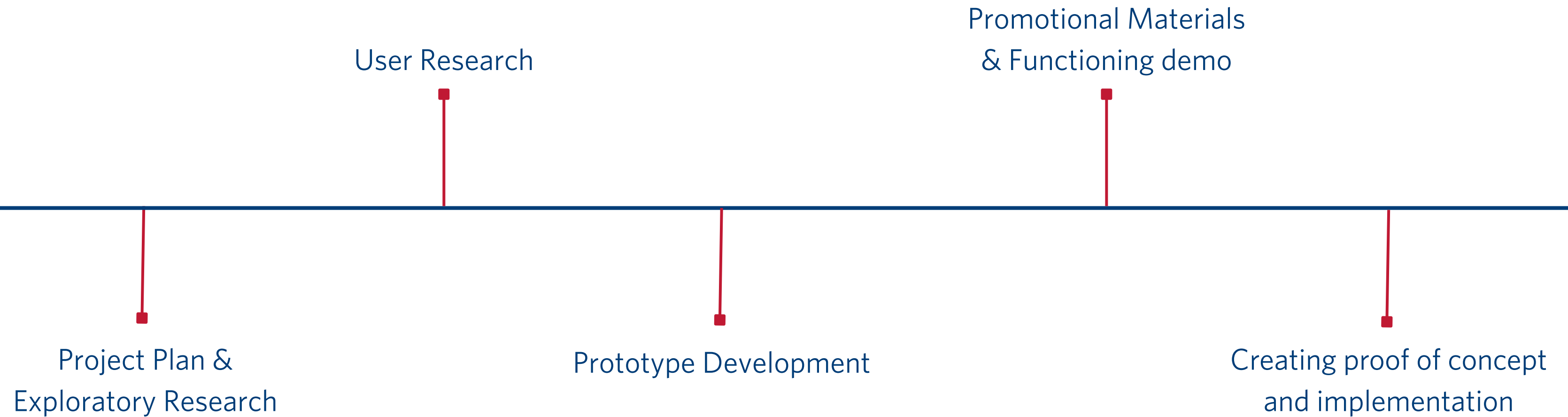
DELTA
CLIMB

ELEVATE *YOUR* EVERYDAY.



Watch on  YouTube

OUR PROCESS





CURRENT COMMUNICATION PLATFORMS

Broad engagement platforms not
exclusively for BRG information



WORKVIVO
BY ZOOM

THE ASK

Research and develop a **rich Figma prototype** of an Employee Engagement app exclusively curated for Delta's Business Resource Groups.

DELTA CLIMB

ELEVATE *YOUR* EVERYDAY.



The image is a title card for a presentation or report. It features a background photograph of an airport control tower or observation deck. The view is through a large window with a dark frame, showing an airport tarmac with several aircraft, including one with a red and blue tail. In the distance, a body of water and a city skyline are visible under a clear sky. The foreground shows the interior of the control tower, with rows of computer monitors and control panels. The overall color scheme is dominated by blue tones, giving it a professional and technological feel.

BOARDING: RESEARCH

RESEARCH

EXPLORATORY



USER & SOCIAL FORUM



COMPETITIVE ANALYSIS



WORKVIVO
BY ZOOM



STAFFBASE



**MICROSOFT VIVA
ENGAGE**



SLACK

TAKEAWAYS:

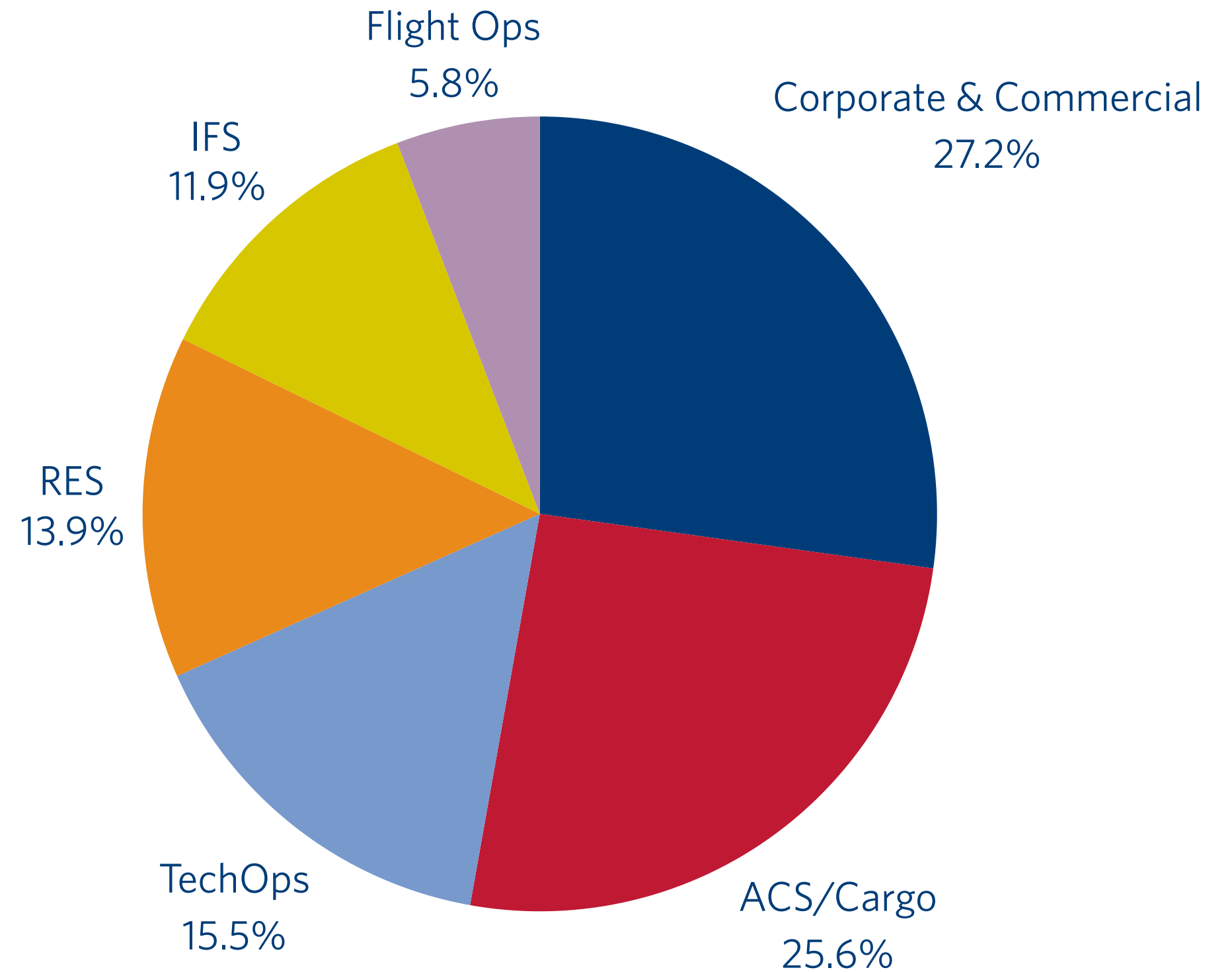
- Designated spaces for each BRG
- Well-branded user experience
- Avoid overlapping with internal news sources
- iOS compatibility as majority of employees have iPhone 14s
- Streamline communication to reduce noise & information overload.

445 TOTAL SURVEY RESPONSES

DIVISIONAL BREAKDOWN:

412 responses from employees that identify part of a BRG

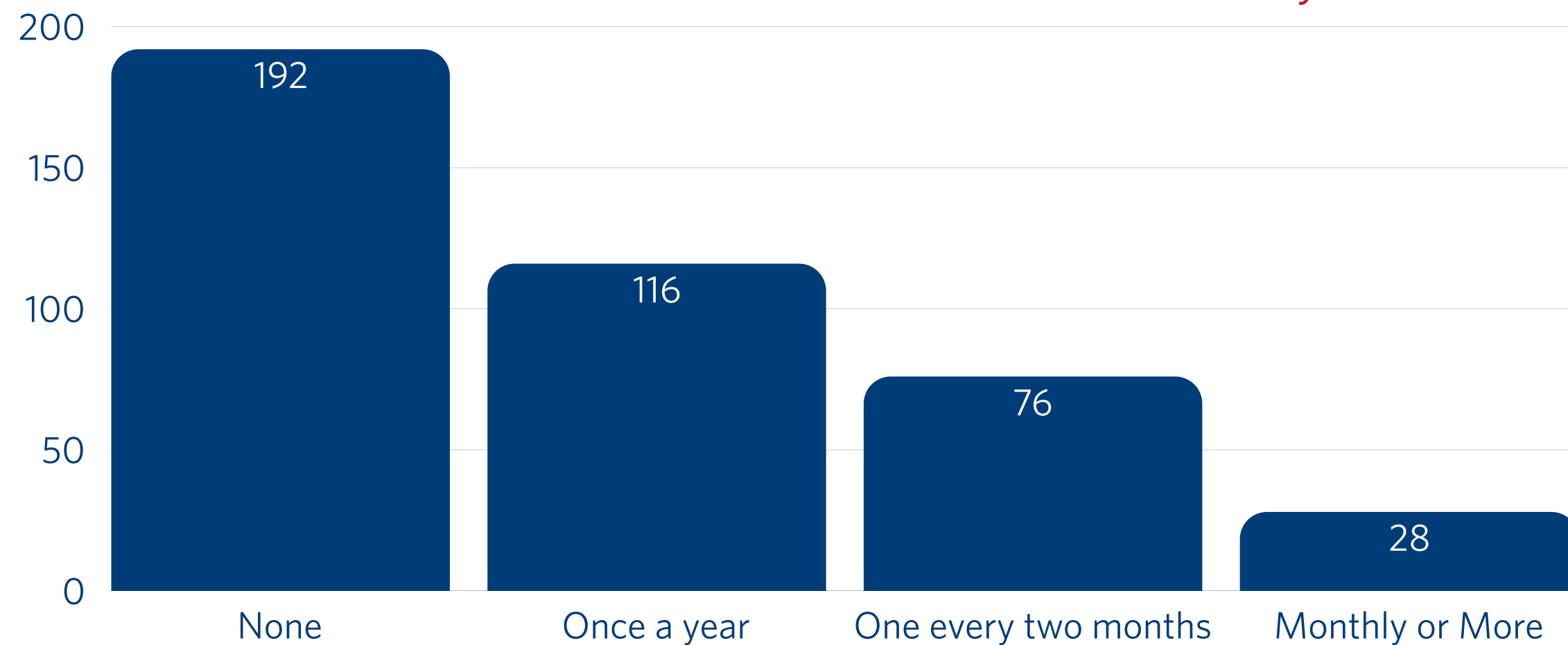
ACS: Airport Customer Service
IFS: In-Flight Services
RES: Reservations
Ops: Operations



ATTENDANCE:

ON AVERAGE, HOW MANY BRG
EVENTS DO YOU ATTEND A YEAR?

46.66% *enrolled in a BRG* have never been to an event
48.76% *surveyed* have not been to an event



ATTENDANCE:

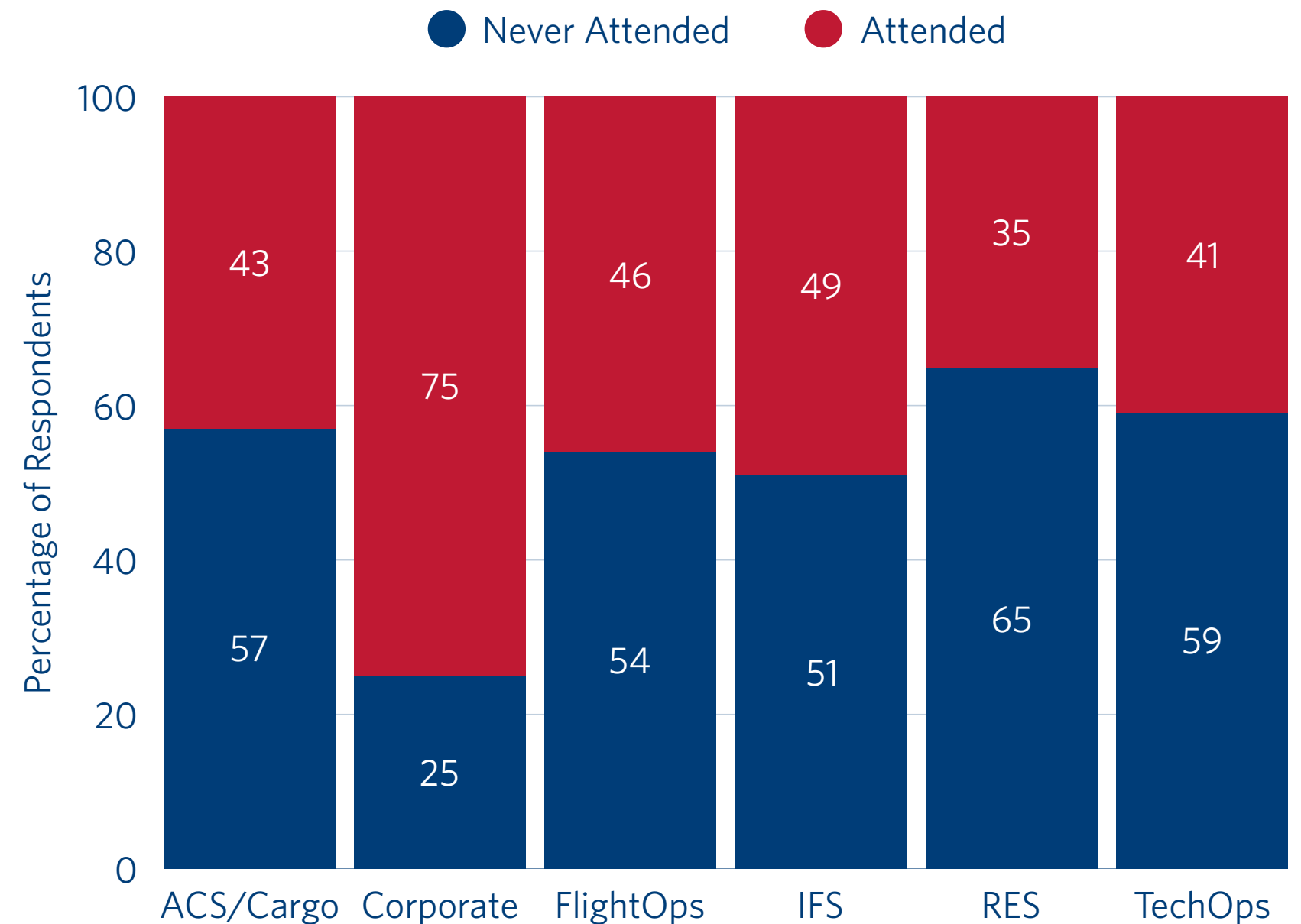
100% STACKED BAR CHART: NEVER ATTENDED VS. ATTENDED BY DIVISION

Significant attendance disparity between the corporate and the other divisions of Delta:

- 75% Corporate & Commercial
- 43% across other divisions

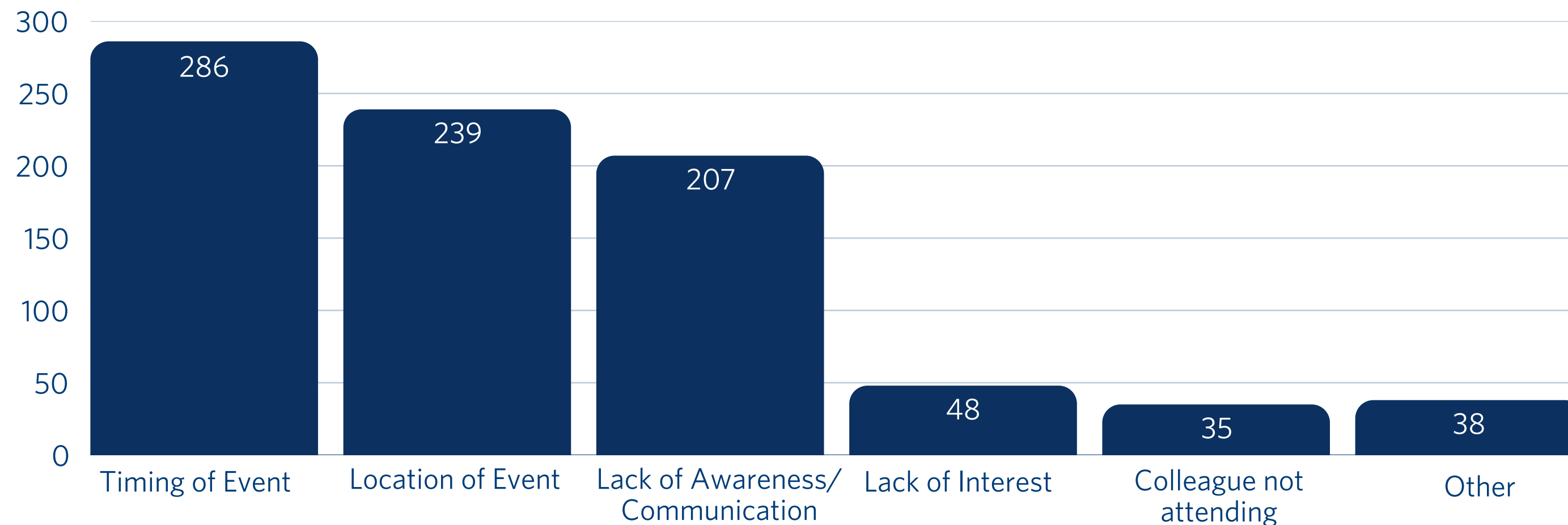
TAKEAWAY:

Prioritize engagement efforts for divisions that are not typically on a laptop or located at the Global Office.



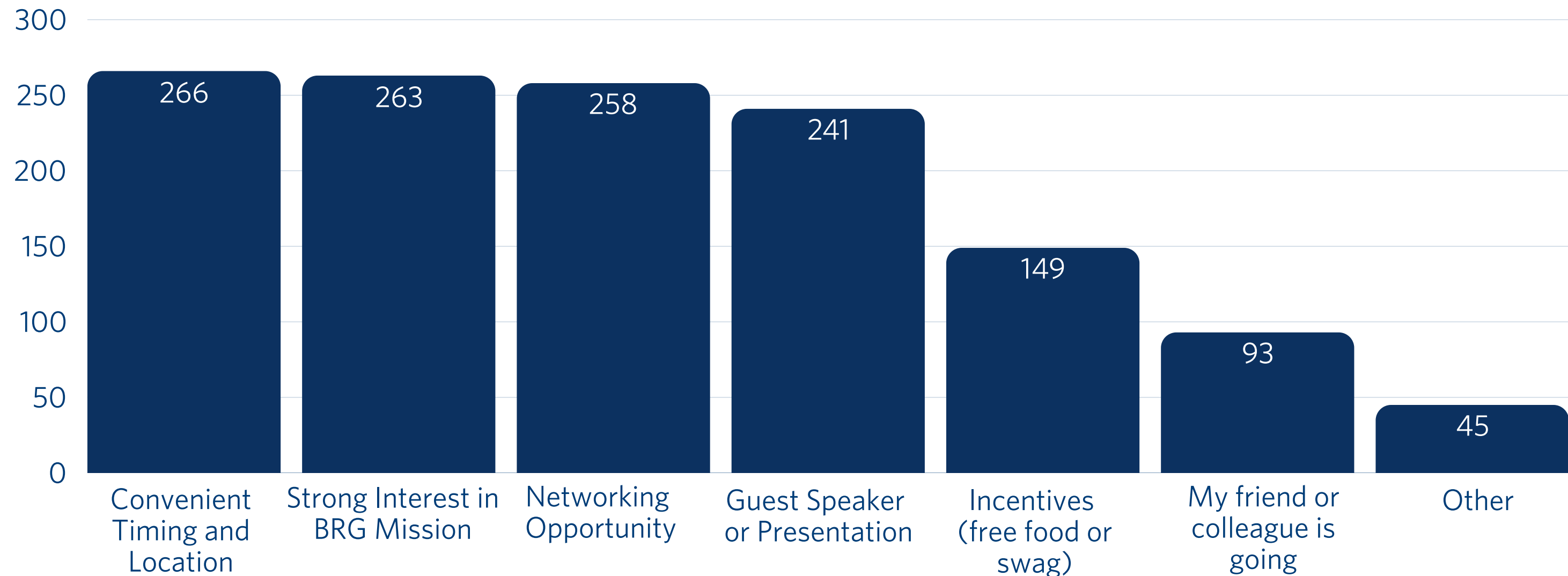
ENGAGEMENT:

GREATEST BARRIERS IN ENGAGING IN BRG EVENTS?
(SELECT ALL THAT APPLY)



ENGAGEMENT:

WHAT ENCOURAGES YOU TO ATTEND A BRG EVENT?
(SELECT ALL THAT APPLY)



NOTABLE “OTHER” RESPONSES:

“Being not from ATL, it’s **not convenient to attend** any unless virtual.”

“**Clear advertising** of the event being open to everyone in the BRG, I sometimes cannot tell who is supposed to be in attendance of events.”

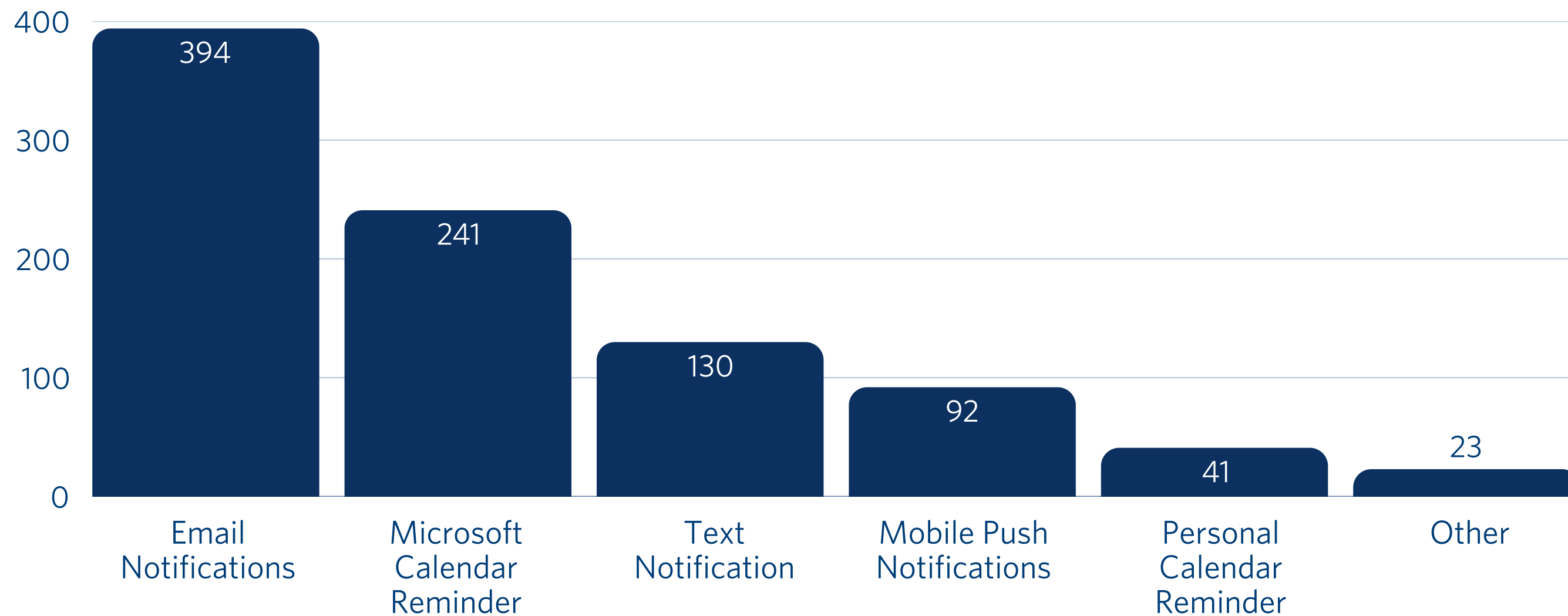
“Need to give as much **advanced notice** as possible to fit them in busy schedule.”

TAKEAWAY:

A robust **event tagging and filtering system**, guided by employee feedback, to ensure the categories reflected what participants value when selecting events.

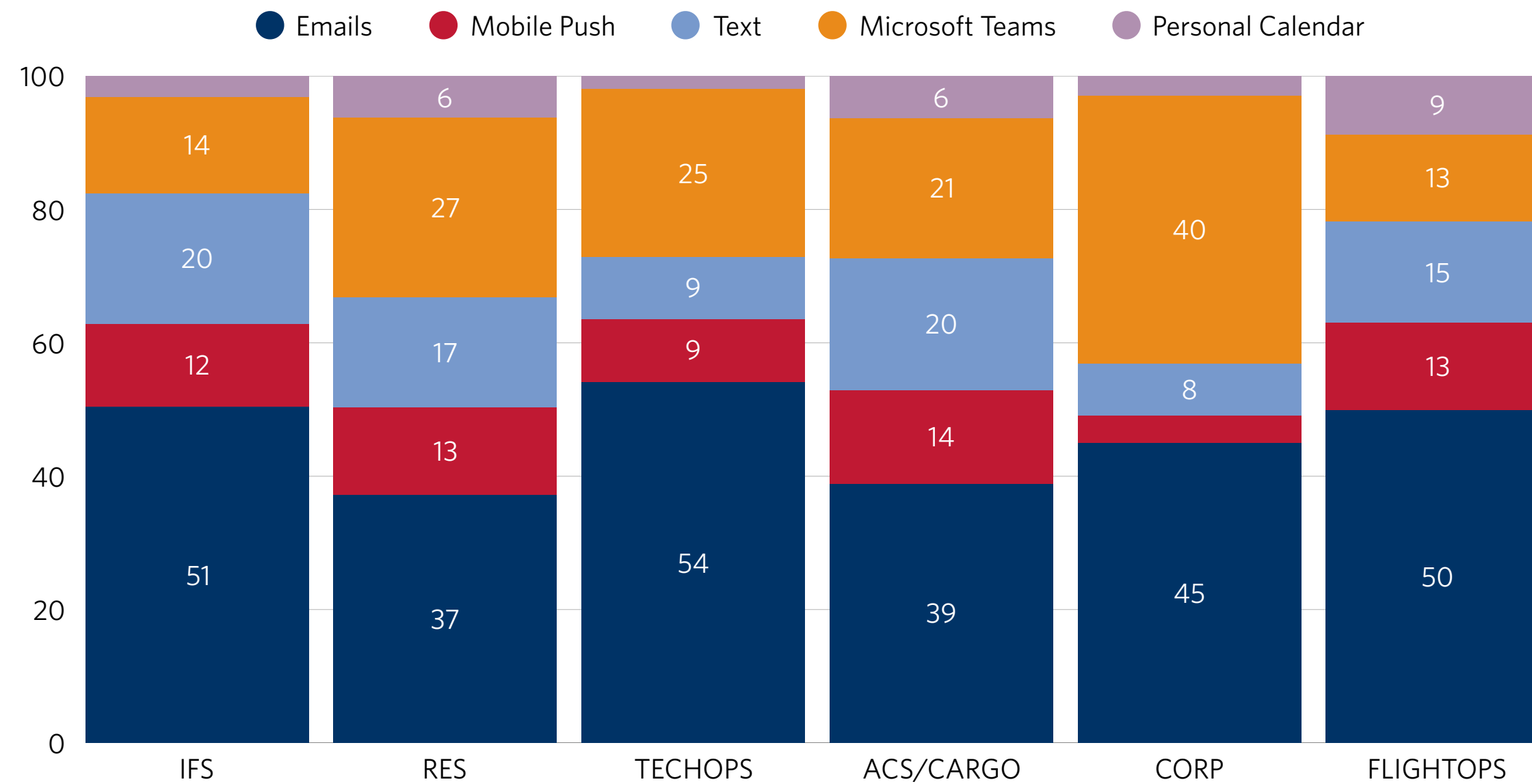
NOTIFICATIONS:

HOW DO YOU PREFER TO BE REMINDED OF UPCOMING BRG EVENTS?
(SELECT ALL THAT APPLY)

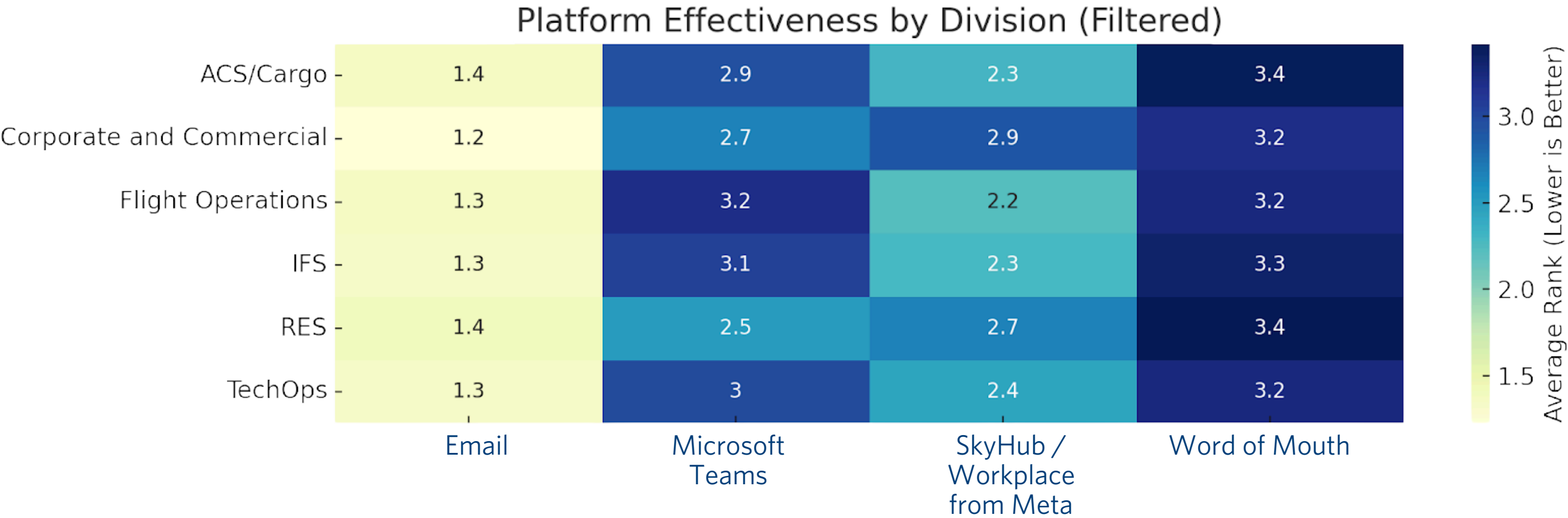


NOTIFICATION PREFERENCE BY DIVISION

(SELECT ALL THAT APPLY)



NOTIFICATION RANK BY DIVISION



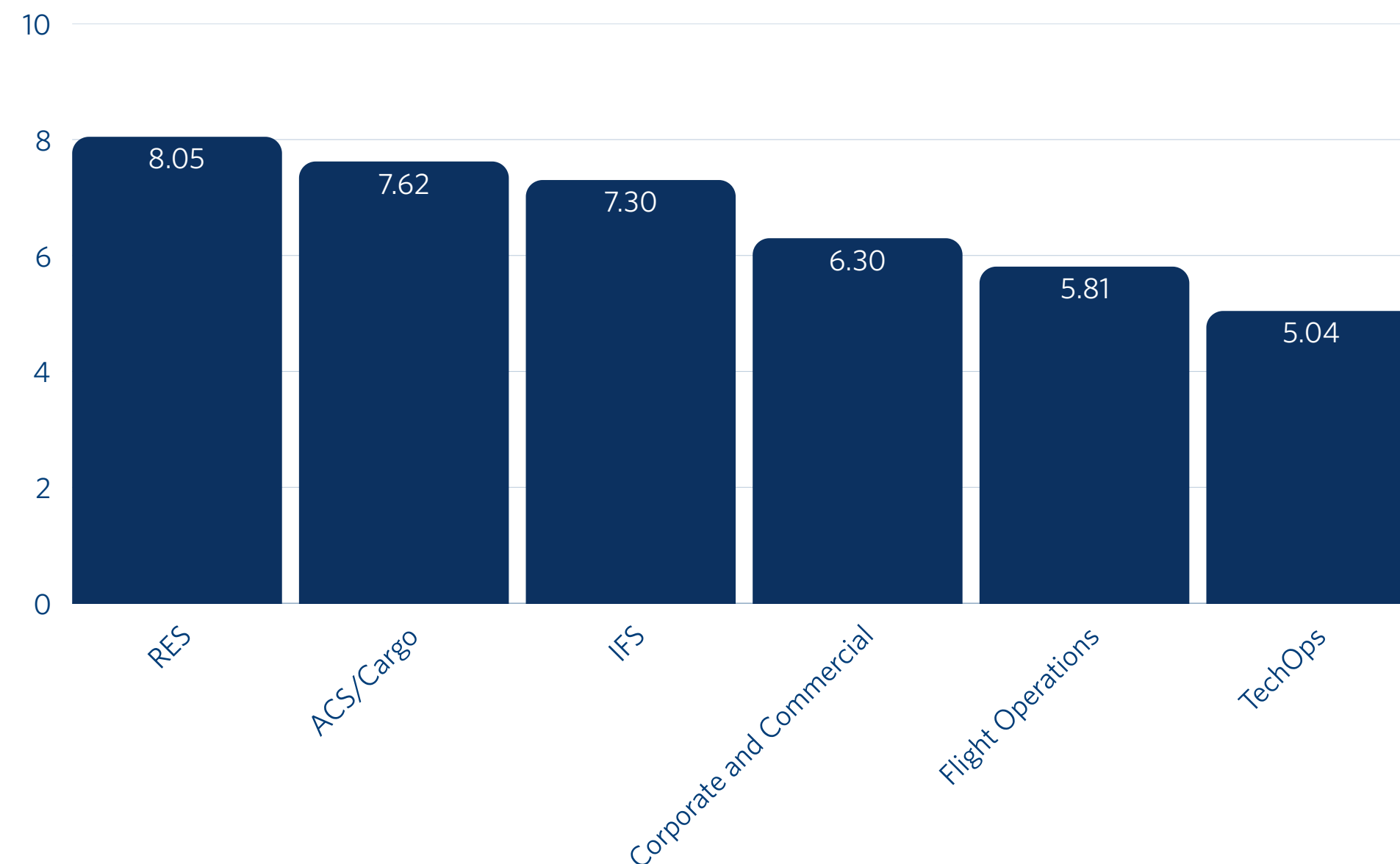
Email is preferred communication channel across all divisions.

MS Teams ranked lower in ACS, Flight Ops, IFS, and Tech Ops, with SkyHub/Workplace often ranked higher.

These trends highlight how **notification preferences vary by role** and division due to job requirements and their primary used devices.

BRG EXPLORATION INTEREST:

HOW INTERESTED ARE YOU IN JOINING OR LEARNING MORE ABOUT OTHER BRGS THAT YOU ARE NOT CURRENTLY A PART OF? SLIDING SCALE (1, EXTREMELY UNINTERESTED, TO 10, EXTREMELY INTERESTED)



A **overall score of 6.78** suggests that individuals currently enrolled in a BRG generally hold a **positive interest** in exploring events hosted by BRGs.

While other divisions express higher interest, event attendance is concentrated among corporate employees—highlighting a key area for **improved cross-divisional engagement**.

TAKEAWAY:

Importance of the **exploration and recommendation algorithm** in DeltaClimb, which encourages employees to join new groups and attend diverse events.

INTERVIEWS



SAMUEL PERAZA

Corporate & Commercial

- Has not served on a committee or as an officer
- Can speak to communication gaps and channels



AVERY MONTHERO

Corporate & Commercial

- *DESI* Secretary & Communications officer
- Served on *FUSION*'s leadership
- Previously a flight attendant (IFS)



**MORGAN TORP
PEDERSON**

In-Flight Service (IFS)

- *VETERANS* Treasurer
- Engaged outside of BRGs and serves as a Velveteer
- Flight attendant

INTERVIEWS

OFFICER ROLE

STRENGTHS OF WORKPLACE FROM META

- Strong **mobile access** for frontline employees
- Social features support celebration and visibility
- Rich formatting (bold, size, media) grabs attention
- **Useful tools**: scheduled posts, view metrics

KEY CHALLENGES

- **Limited engagement** beyond core members
- Workplace feels secondary to email/Teams
- **Email overload** causes key messages to be missed
- RSVP doesn't equal actual attendance commitment

OPPORTUNITIES FOR DELTACLIMB

- Built-in RSVP, feedback, and interest tracking tools
- **Expand reach** across corporate and frontline teams
- Improve **engagement metrics** for Officers
- Reduce reliance on long, unread emails

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INTERVIEWS

MEMBER

CURRENT EXPERIENCE

"SkyHub [WorkPlace] is a lot and will give you notifications for everything. [It] is too saturated so I stay off the app"

KEY CHALLENGES

- Workplace feels **overwhelming and over-notified**. Need a better prioritization method.
- Members only use Workplace to search for specific information
- Access to events and resources feels unequal for non-corporate staff

OPPORTUNITIES TO ENGAGE

- **Personalize events** by location, type, and interests
- Tighten communication cadence and clarity
- Promote co-led BRG events for cross-functionality
- **Use rewards** or **gamification** to spark engagement

INTERVIEWS

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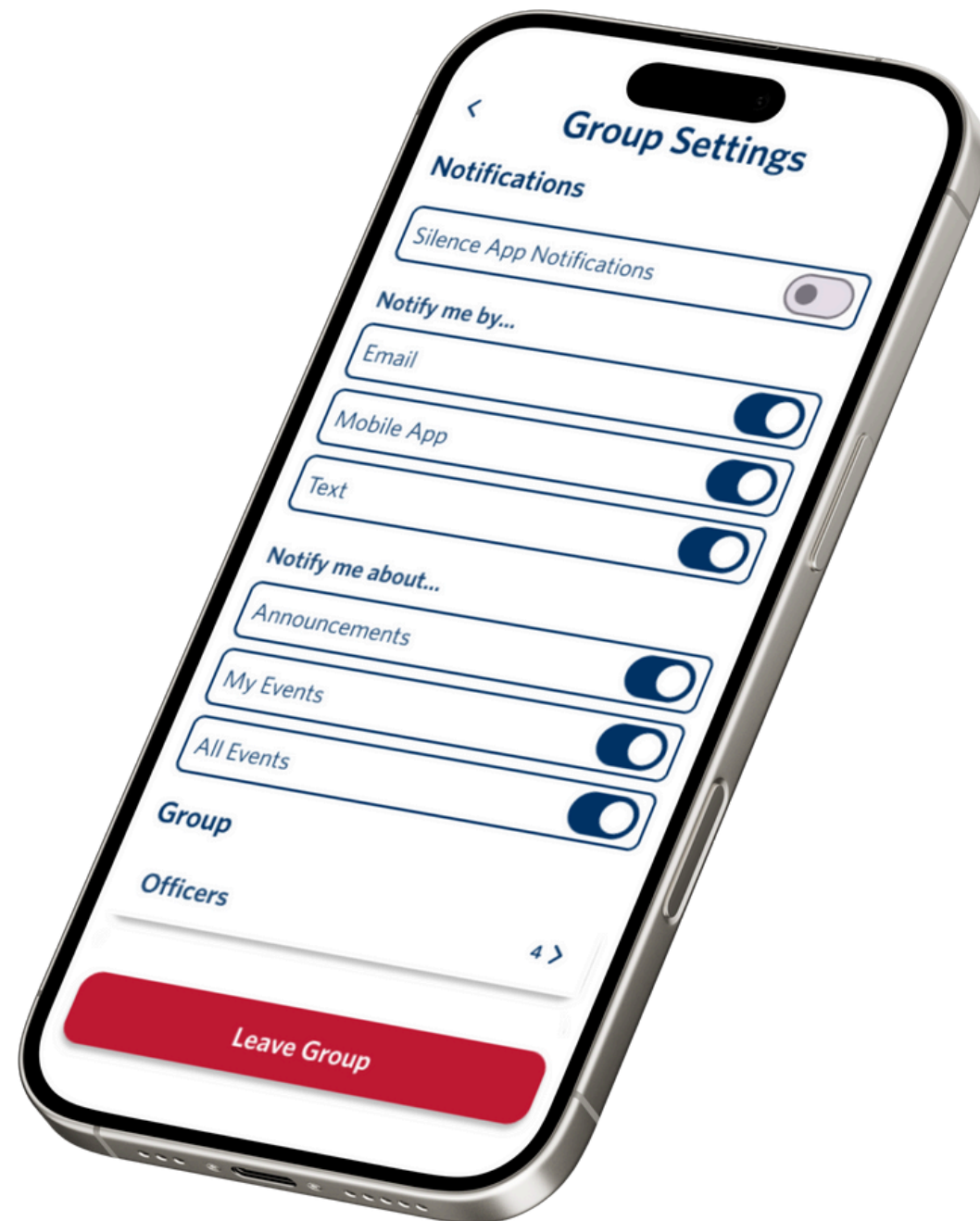
A photograph of an airport terminal window with a blue overlay. The window shows an airplane in flight and a cityscape across a body of water. The foreground shows rows of airport seating.

KEY TAKEAWAYS



1 ■ CONCISE & EFFECTIVE COMMUNICATION

DeltaClimb's **one-way communication** will ensure important information is easily accessible and on topic.



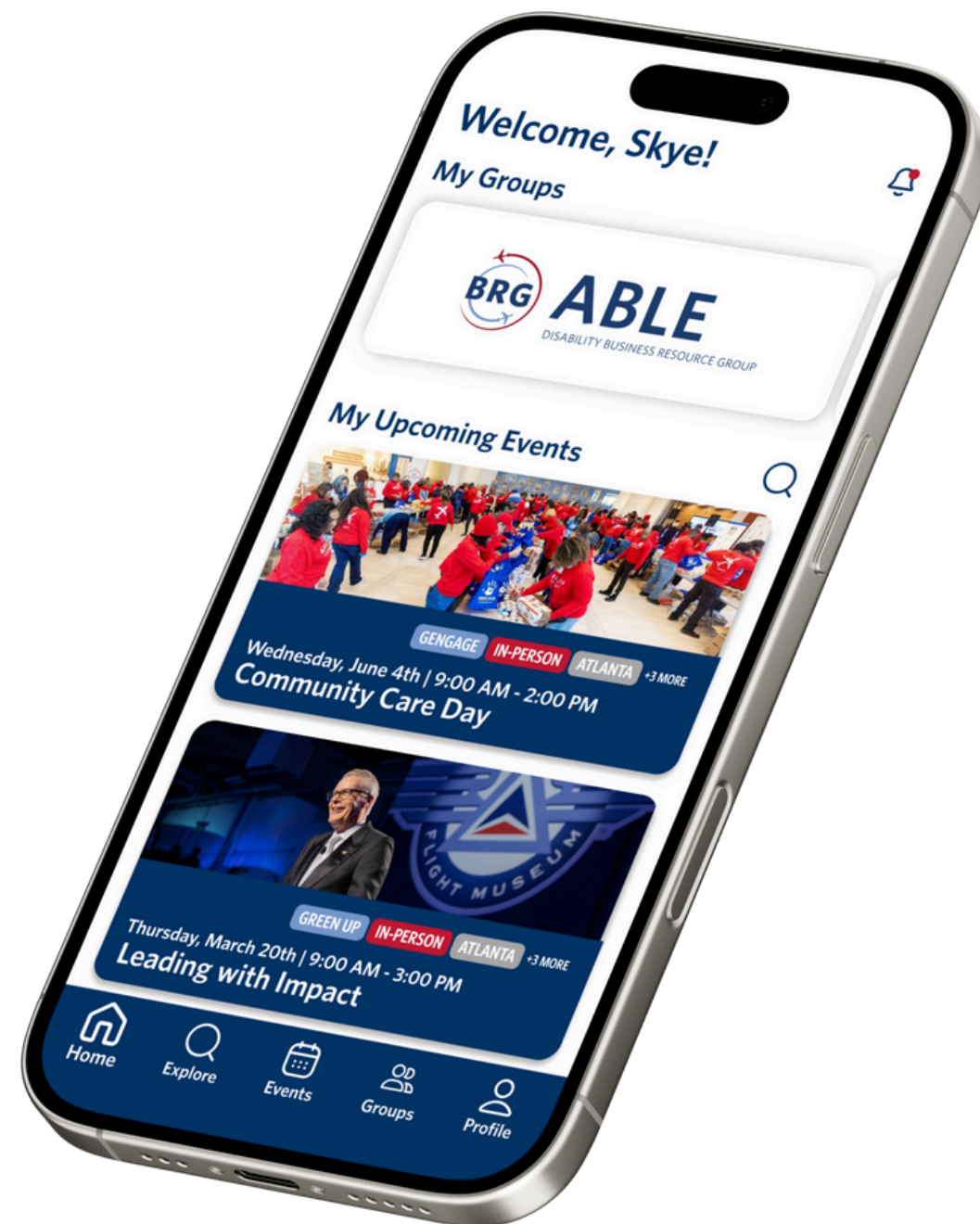
2 ■ COMMITMENT & REMINDERS

Implementing **timely notifications** and an **RSVP list** will foster a stronger sense of community, boosting engagement.



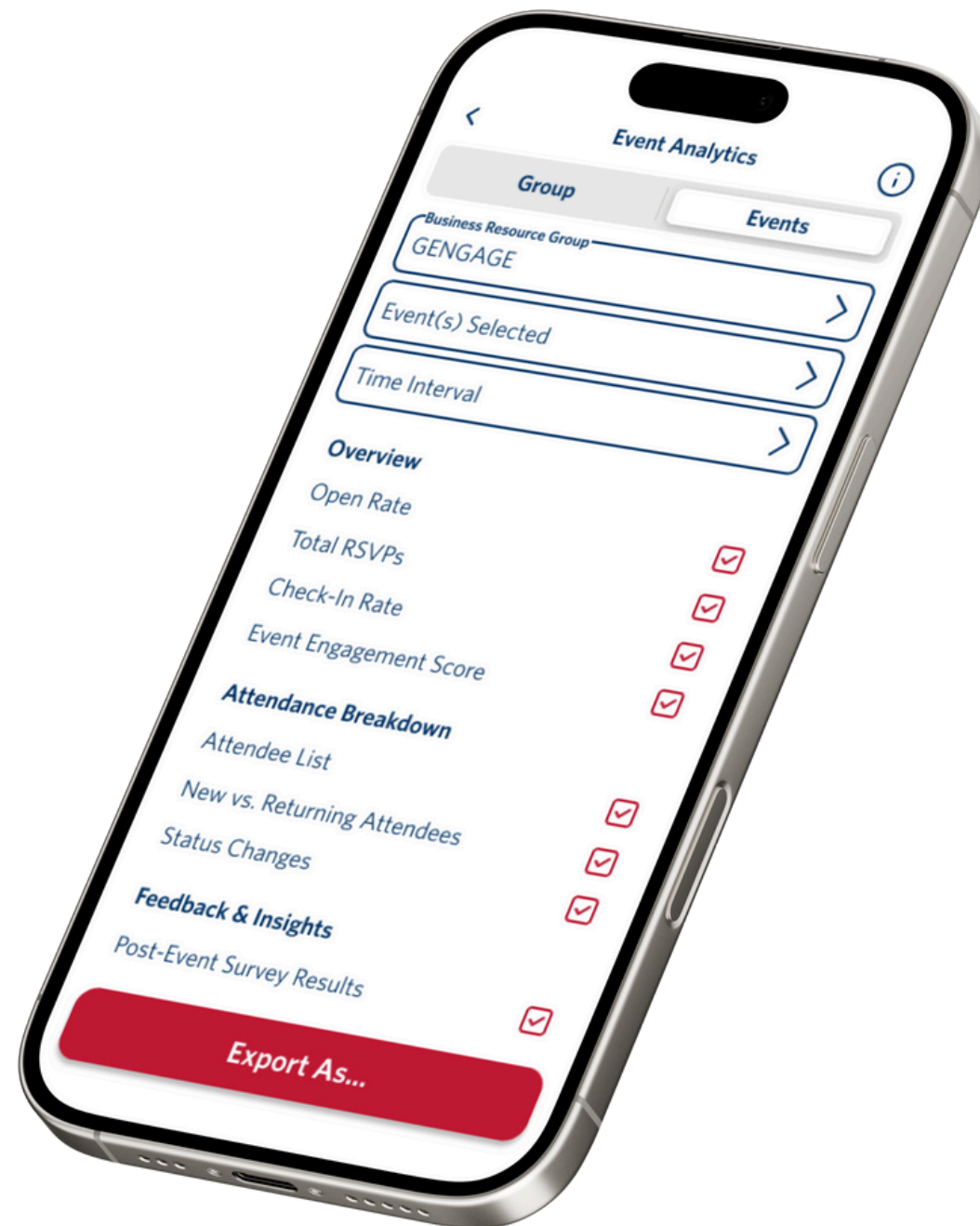
3 ■ GAMIFICATION & INCENTIVES

Introducing **engagement and attendance-based incentives** will encourage participation across BRGs.



4 ■ PERSONALIZATION

Increased personalization
improves visibility, so
employees will **only see**
what they want.



5 ■ ANALYTICS

Empowering officers through advanced engagement tracking, with **group and event analytics** available to export on demand.

A blue-tinted photograph of an air traffic control tower's interior. Large windows provide a view of an airport tarmac with several aircraft, including Delta planes, and a body of water in the background. The text "PRE-FLIGHT: PROTOTYPE DEVELOPMENT" is overlaid in white.

PRE-FLIGHT: PROTOTYPE DEVELOPMENT

FEATURE IDEATION

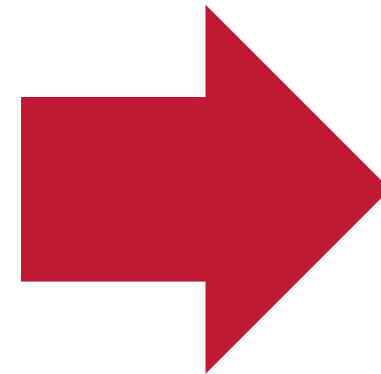
Our process to define features & functionality needed based on research.

Interview Insights

Survey Data

Competitive Analysis

Stakeholder Calls



Personalized
Notification
System

Events with
Interest Tags

One-Way
Communication
Forum

Analytics

Microsoft
Teams/Outlook
Integration

Delta-
Branded

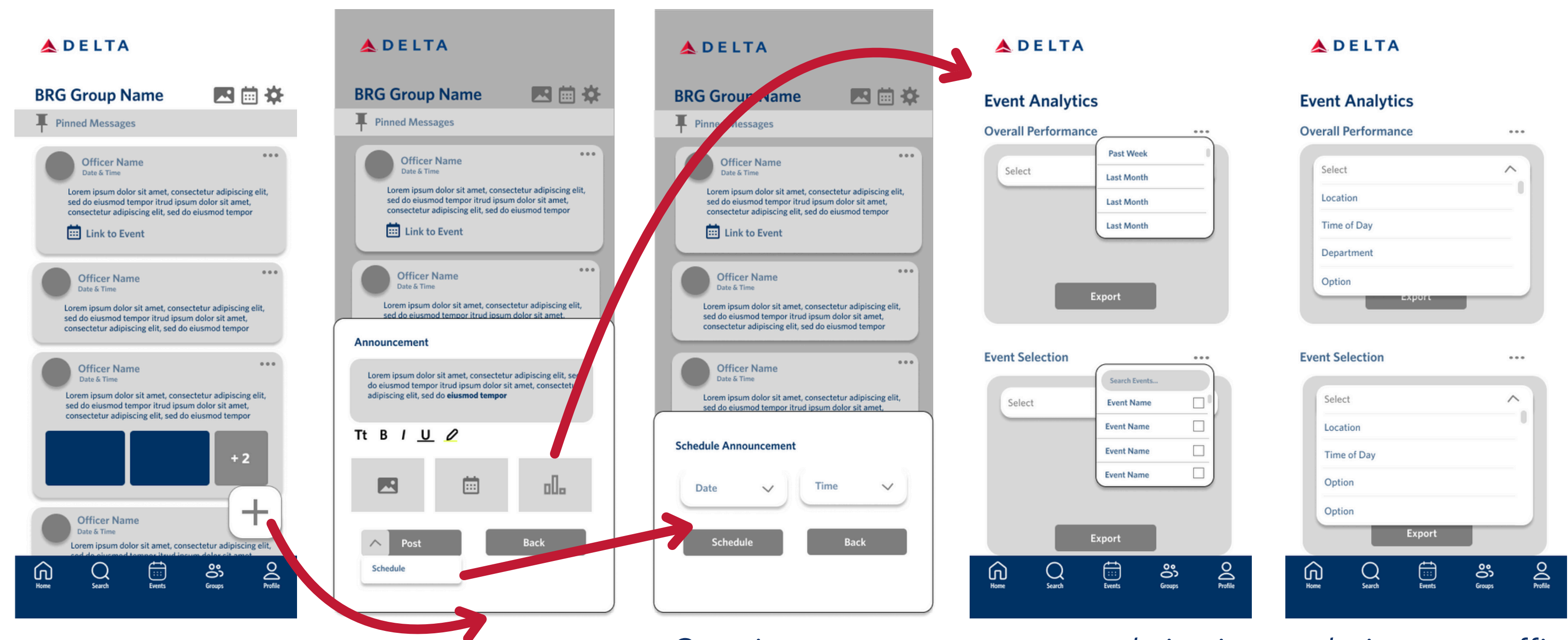
One-Stop
Shop for
Event
Lifecycle

Accessibility
Controls

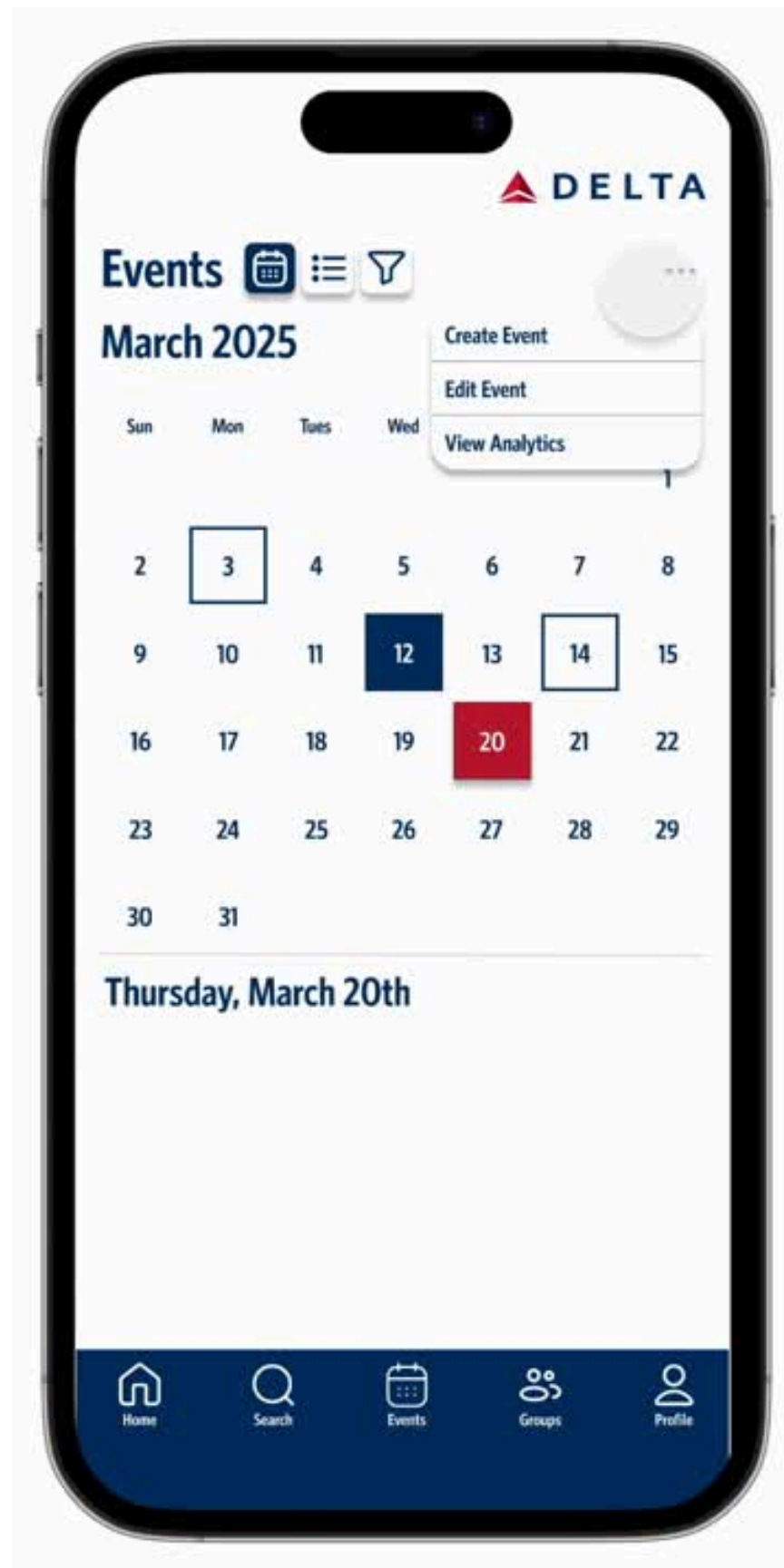
Badges

USER EXPERIENCE (UX) MAP

A hybrid of a user story and a storyboard, communicating the core flows of DeltaClimb.

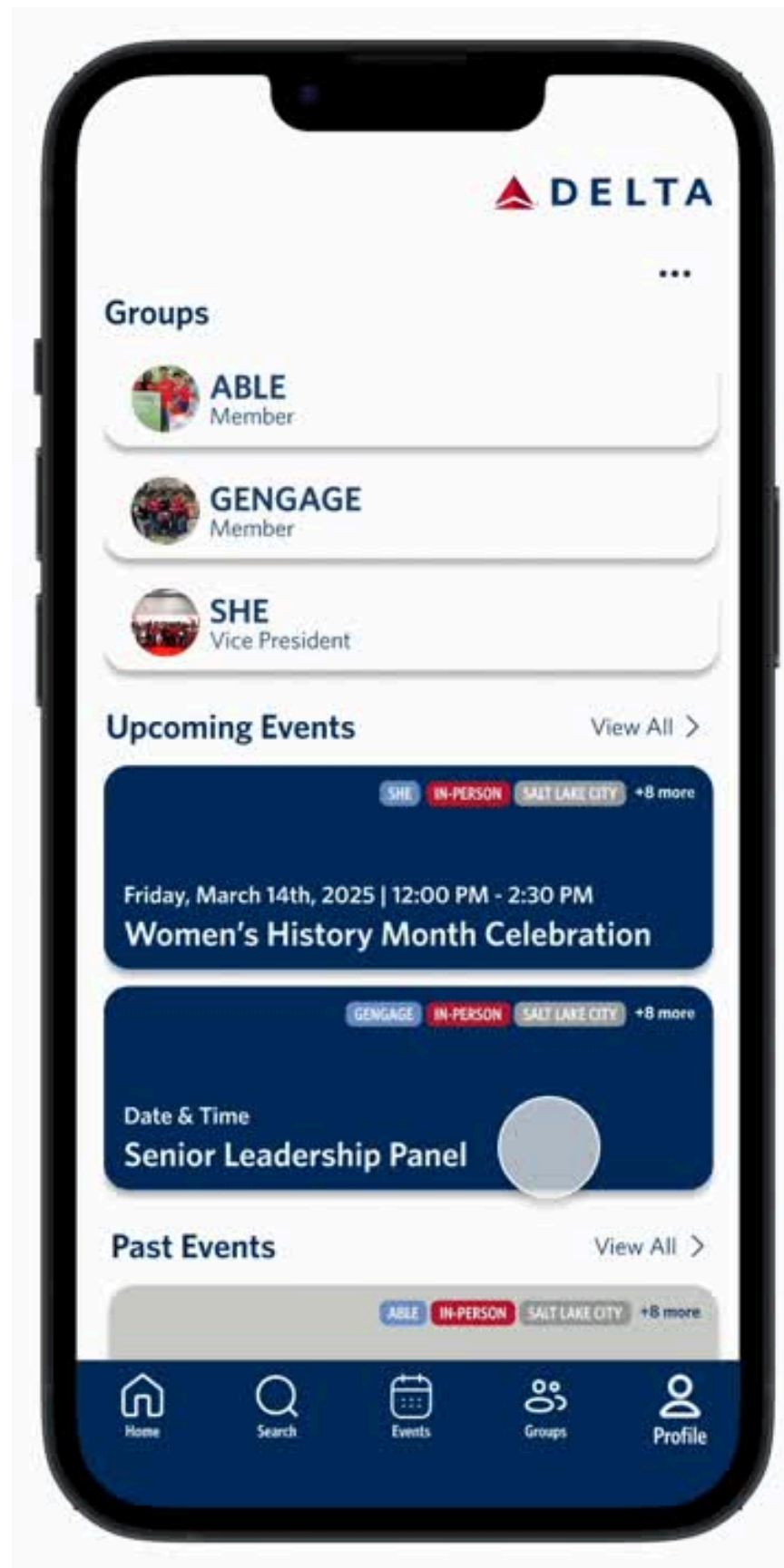


Creating an announcement and viewing analytics as an officer.



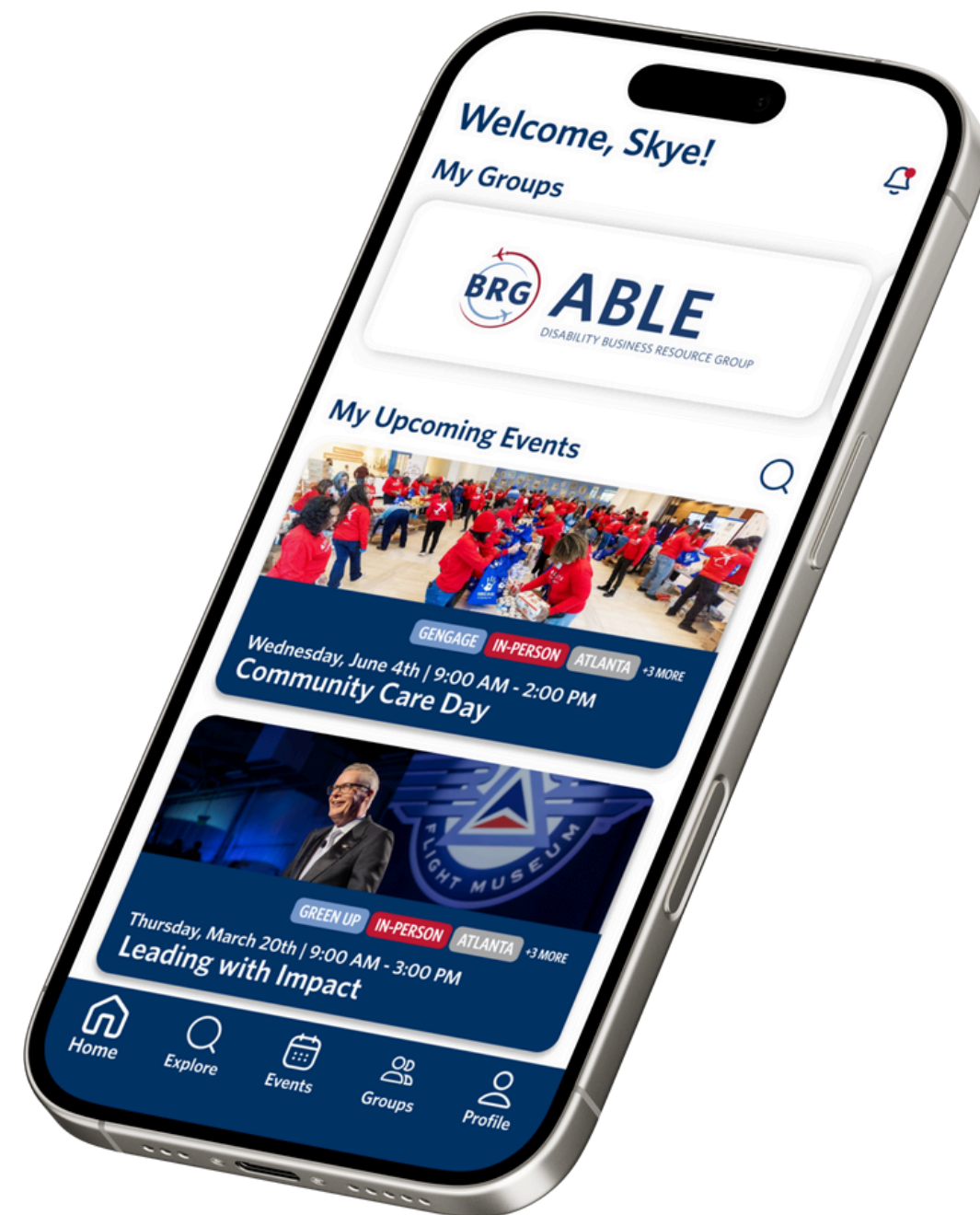
BETA

The core functionality of DeltaClimb built out.



1.0

A rough draft of the complete app, including every screen and interaction.

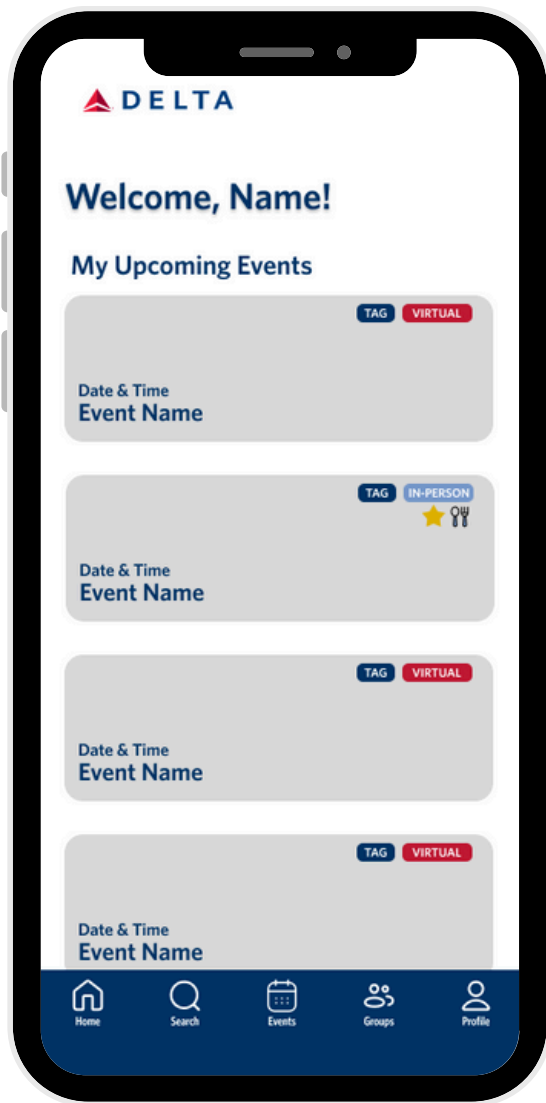


1.1

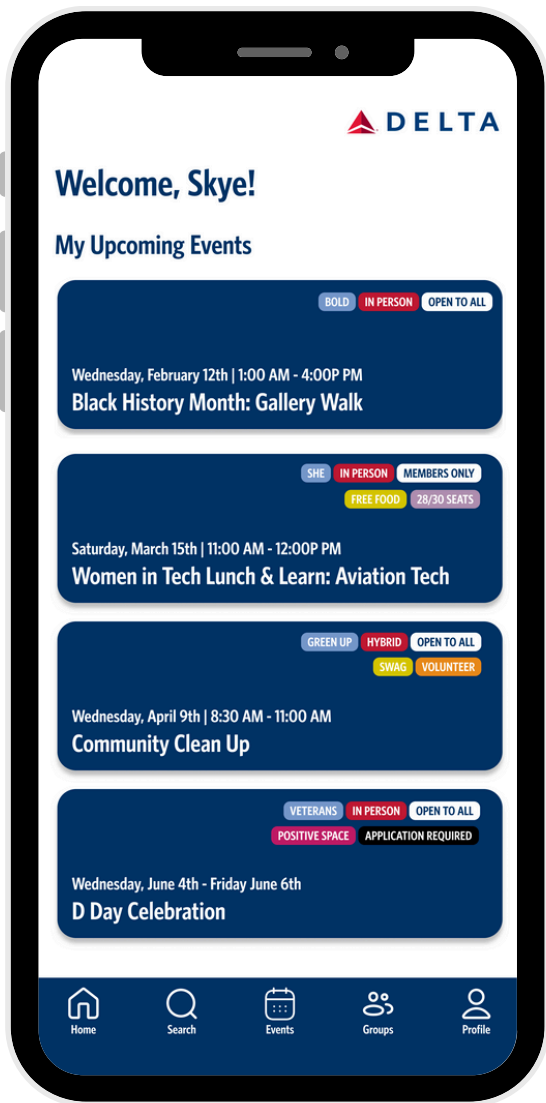
Major bug fixes and aesthetic improvements, along with a handful of additional features.

DEVELOPMENT

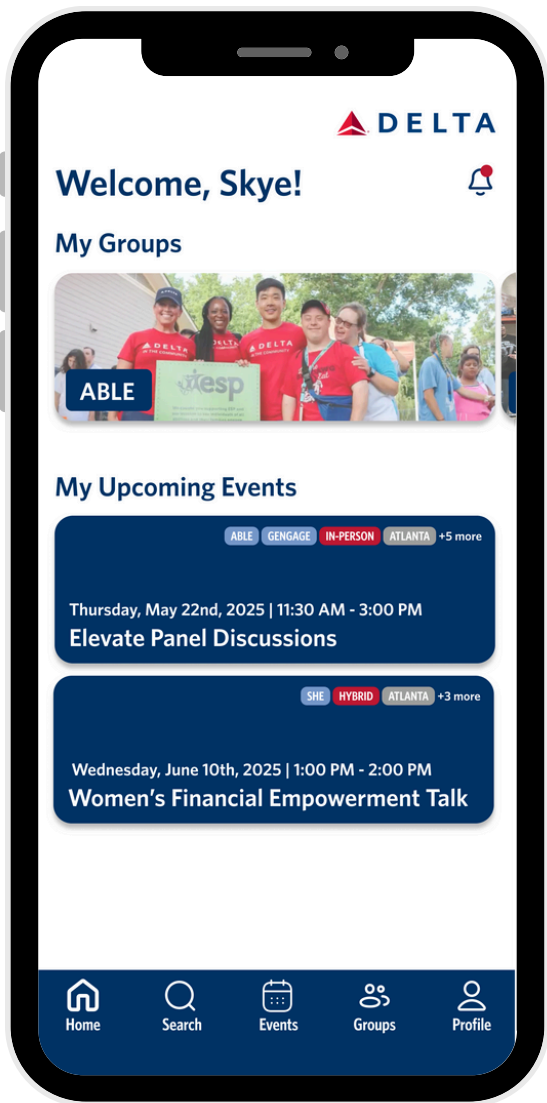
The Homepage Journey



UX MAP



BETA



1.0



1.1

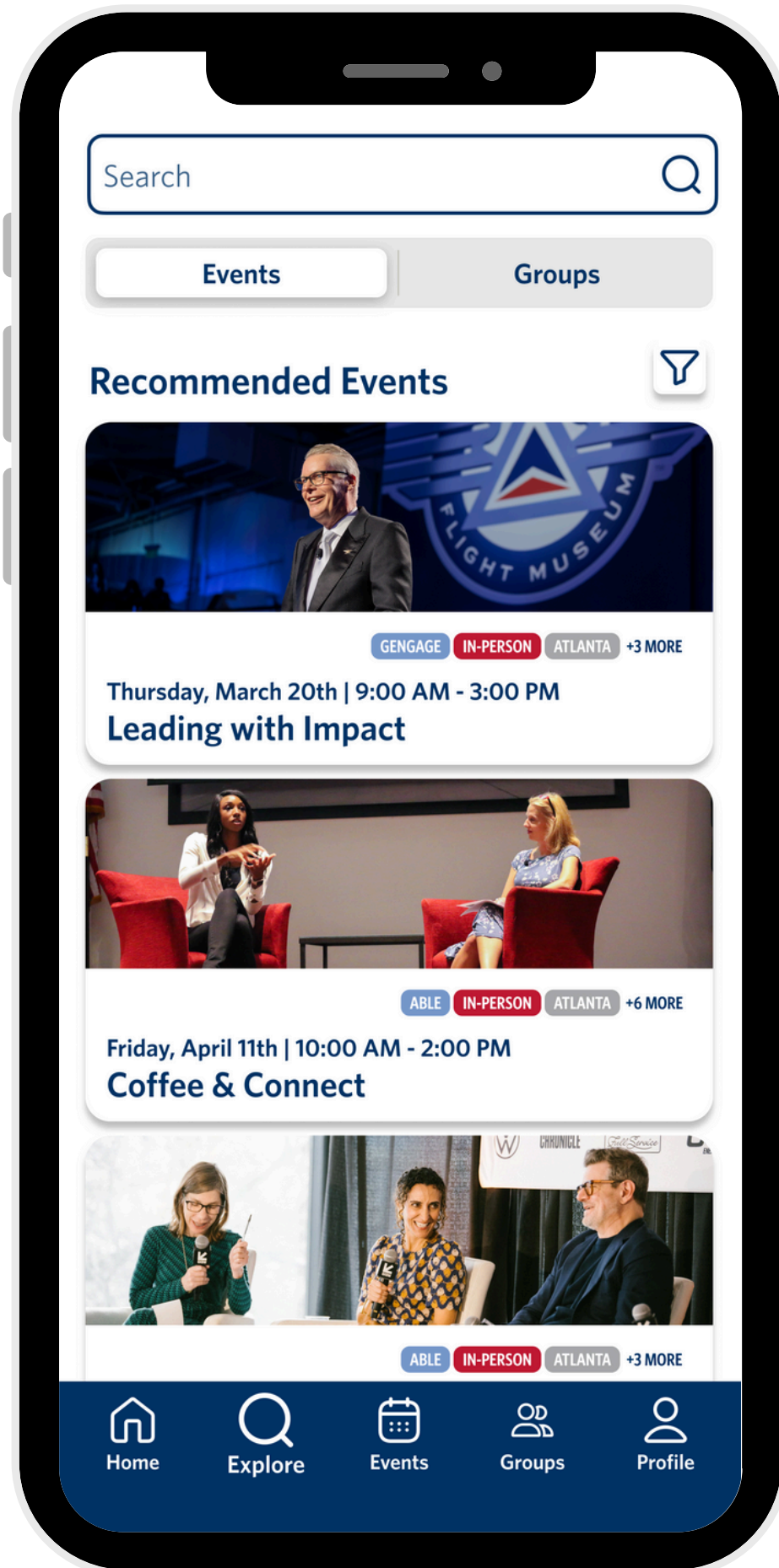
A photograph of an airport lounge with large windows. The view outside shows a tarmac with several Delta Air Lines aircraft, a body of water, and a city skyline in the background. The image is overlaid with a blue tint and a dark blue geometric pattern consisting of intersecting diagonal lines.

PRE-FLIGHT: DELTA CLIMB



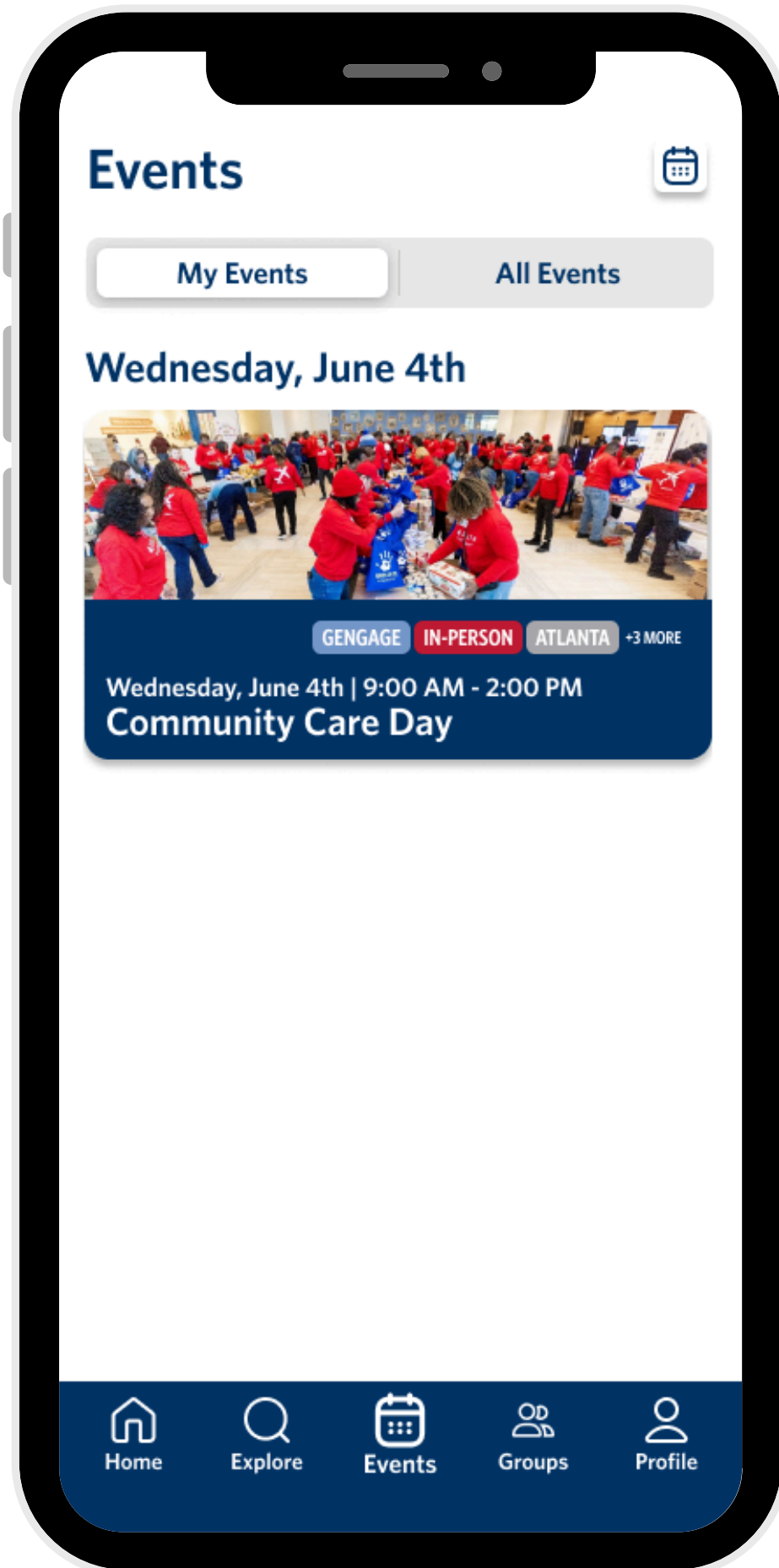
HOMEPAGE

Personalized launchpad to user's groups & events



EXPLORE

A search feature that enables users to explore upcoming and recommended events and Business Resource Groups



EVENTS

Personalized calendar of Business Resource Group events



GROUPS

A launchpad to BRG homepages, which include announcements, a photo gallery, events, and specific notification settings



PROFILE

Access point to profile information and badges as well as app accessibility & notification controls

A photograph of an airport terminal window with a large airplane taking off. The scene is viewed through a window with a dark frame. The airplane is white with a blue and red tail. The background shows a body of water and a city skyline. The foreground shows the interior of the terminal with rows of seats and a desk with a computer monitor.

TAKEOFF: DEMOS

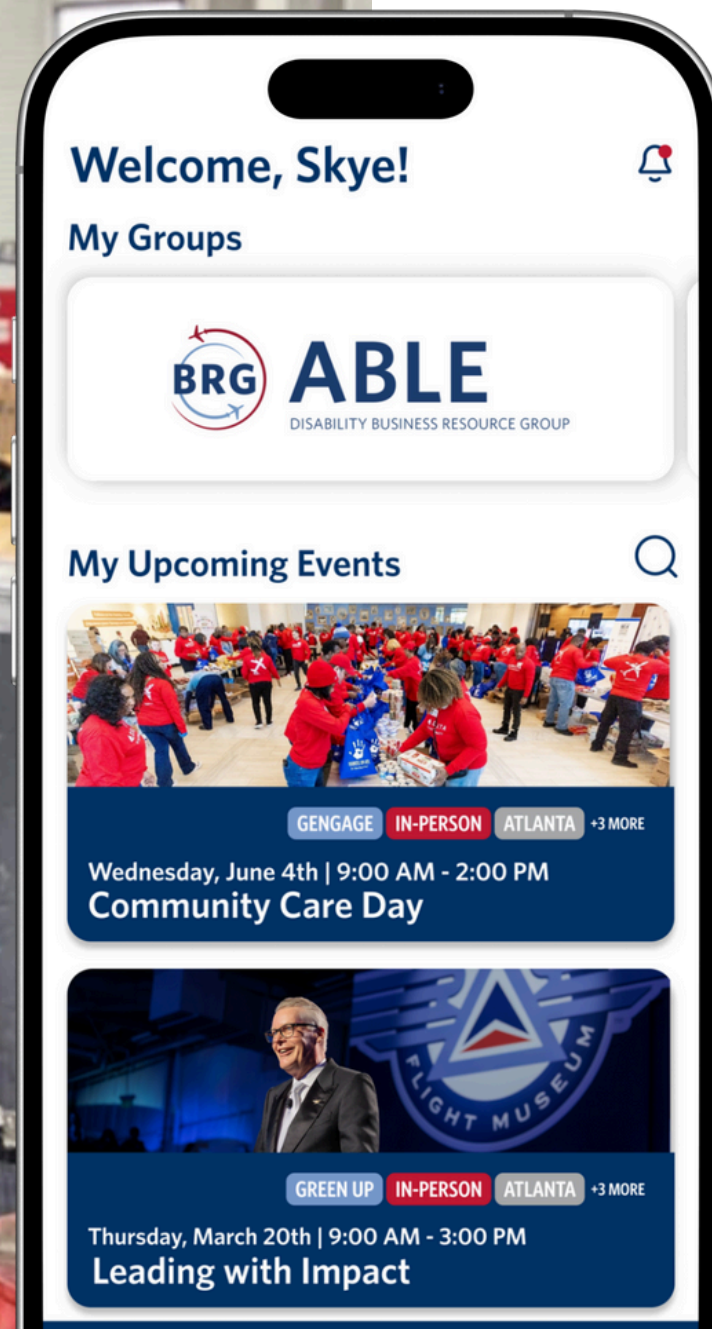


LIVE DEMO

SKYE MILES

First Year Flight Attendant | New Member

Go through a seamless onboarding process
and get involved as a New Member



LIVE DEMO

CLAUDE CHASER

Operations Manager | GENGAGE Officer

A look into an event lifecycle through the eyes of an Officer



PURPOSE

DeltaClimb is more than just an app—it's a response to user research, serving as the **runway for purpose, connection, and belonging.**



 DELTA
CLIMB
ELEVATE *YOUR* EVERYDAY.





THANK YOU.
QUESTIONS?

CONNECT WITH US



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Project Manager



HAILEY HUBBARD
Lead Developer



GRACE CHANDLER
Co-Developer &
Creative Director



CECE DE JONG
Co-Research



SAM TAM
Co-Research & Design



APPENDIX



[Details](#)[Team](#)[Assignments ▼](#)

An Employee Engagement App

DeltaClimb

A centralized platform to streamline communication & elevate employee engagement, built on user-driven research.



Play Trailer



Our [website](#) is a central hub for all things DeltaClimb—housing research insights, design documentation, supporting materials, and everything that contributed to the idea generation process.

ADDITIONAL RESEARCH THEMES

Desire for events beyond ATL

- A common sentiment is that all events are only for ATL people and other hubs would love the opportunity to participate in BRG events as well.

Need for advanced notice

- Employees emphasized the importance of receiving more notice about upcoming events. Early communication would allow them to better plan, especially when needing to request time off from work.

Scheduling Challenges

- Work conflicts and varying shift schedules were frequently mentioned. For many, BRG participation becomes a lower priority simply due to timing constraints.

Uncertainty around participation

- There's noticeable interest in BRGs, but a lot of employees aren't sure how to join, whether they're already part of one, or when events are happening. They would appreciate notice once they've joined a BRG

Appreciation for leaders helping with BRGs despite tough times

- Despite the challenges, there's a deep appreciation for leaders who continue to support BRGs and seek feedback. Employees recognized and valued the effort it takes, especially during difficult times.

EXPLORATORY RESEARCH



See how our **Exploratory Research** and competitive analysis informs our prototype.

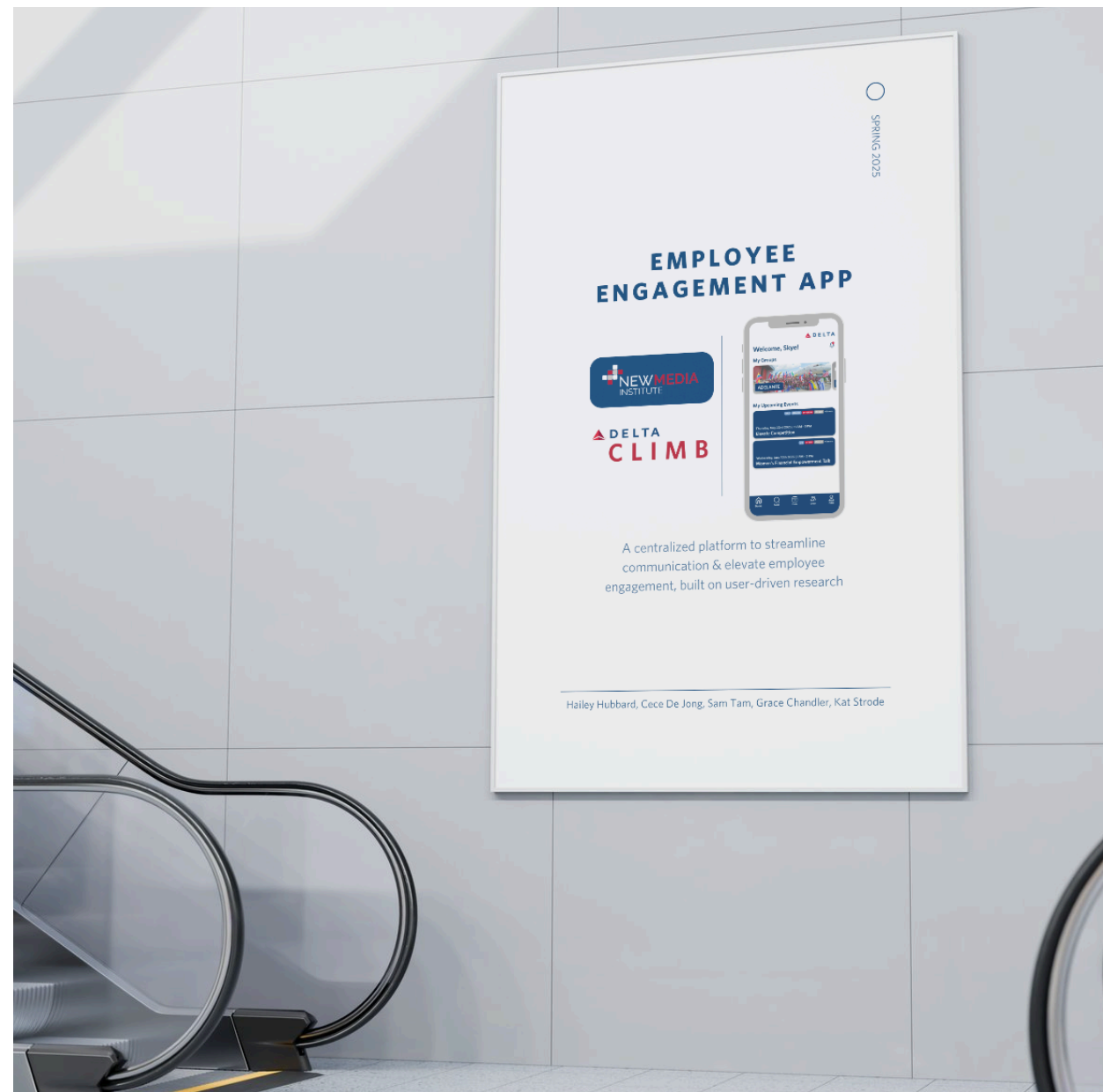
USER & SOCIAL FORUM RESEARCH



See how our surveys, interviews, and social forum research fueled our **User Research insights.**



See how DeltaClimb aligns with the Delta brand guidelines on our [**Visual Design Guide**](#)



Our Poster offers a brief overview of our capstone project along with a preview of DeltaClimb's homepage.

FIGMA PROTOTYPE



Welcome to DeltaClimb!



DeltaClimb Overview

With DeltaClimb, employees are able to explore Business Resource Groups & engage in BRG events. Its five main features --Homepage, Explore, Events, Groups, and Profile-- make DeltaClimb a one-stop shop for members and officers alike.

Homepage: Personalized launchpad to user's groups & events

Explore: A search feature that enables users to explore upcoming/recommended events

Events: Calendar of users' events

Groups: A launchpad to BRG homepages, which include announcements, a photo gallery, events, and specific notification settings

Profile: Access point to profile information and badges as well as app accessibility & notification controls

How-To

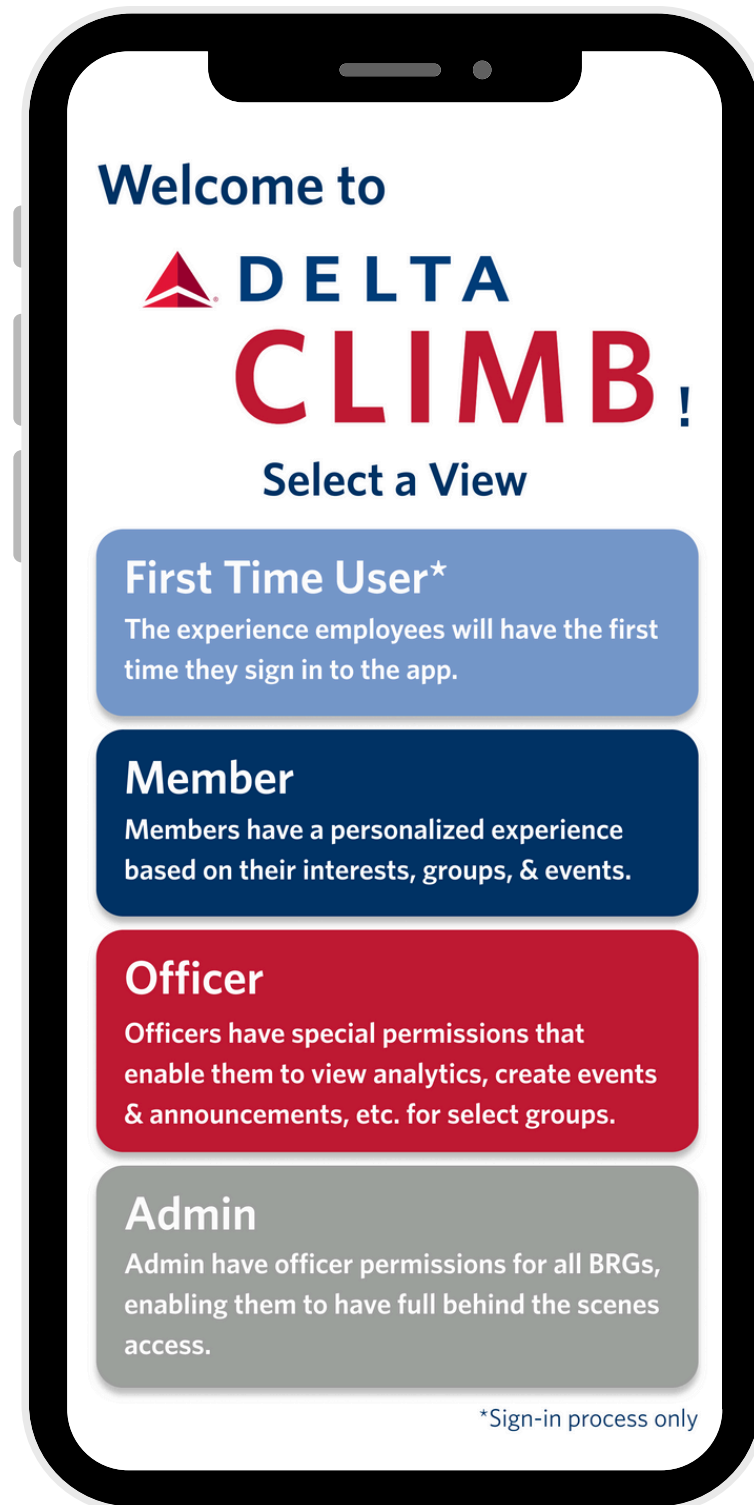
This design file contains five pages:

- Cover Page: More details on the functionality and design of DeltaClimb
- Demos*: App with sample information from the views of different users
- All Screens*: App frames (without filler information) that showcase the full functionality of DeltaClimb
 - Within this page, there are three views of the app: First Time User, Member, and Officer.
- Components: All components (ex: icons, buttons, badges, navigation bar, etc.) used in the app
- Design System: Overview of the colors, logos, typography, etc. that define the design of DeltaClimb
 - More information can be found in the *DeltaClimb Visual Design Guide*

*The *Demos* and *All Screens* pages can also be viewed as interactive prototypes. To access the interactive prototype, navigate to the "Present" icon in the top right.

See the full Figma DeltaClimb **design file**.

Password: deltaCL!MB



See the full functionality of DeltaClimb through the [prototypes](#).

FIVE PHASES OF DEVELOPMENT

From Ideation to Creation

Product Vision

DeltaClimb is an **employee engagement iOS app** that **makes BRG involvement simple and intuitive** by prioritizing concise & effective communication, personalization, commitment & reminders, gamification & incentives, and analytics **for both BRG members and officers at Delta.**

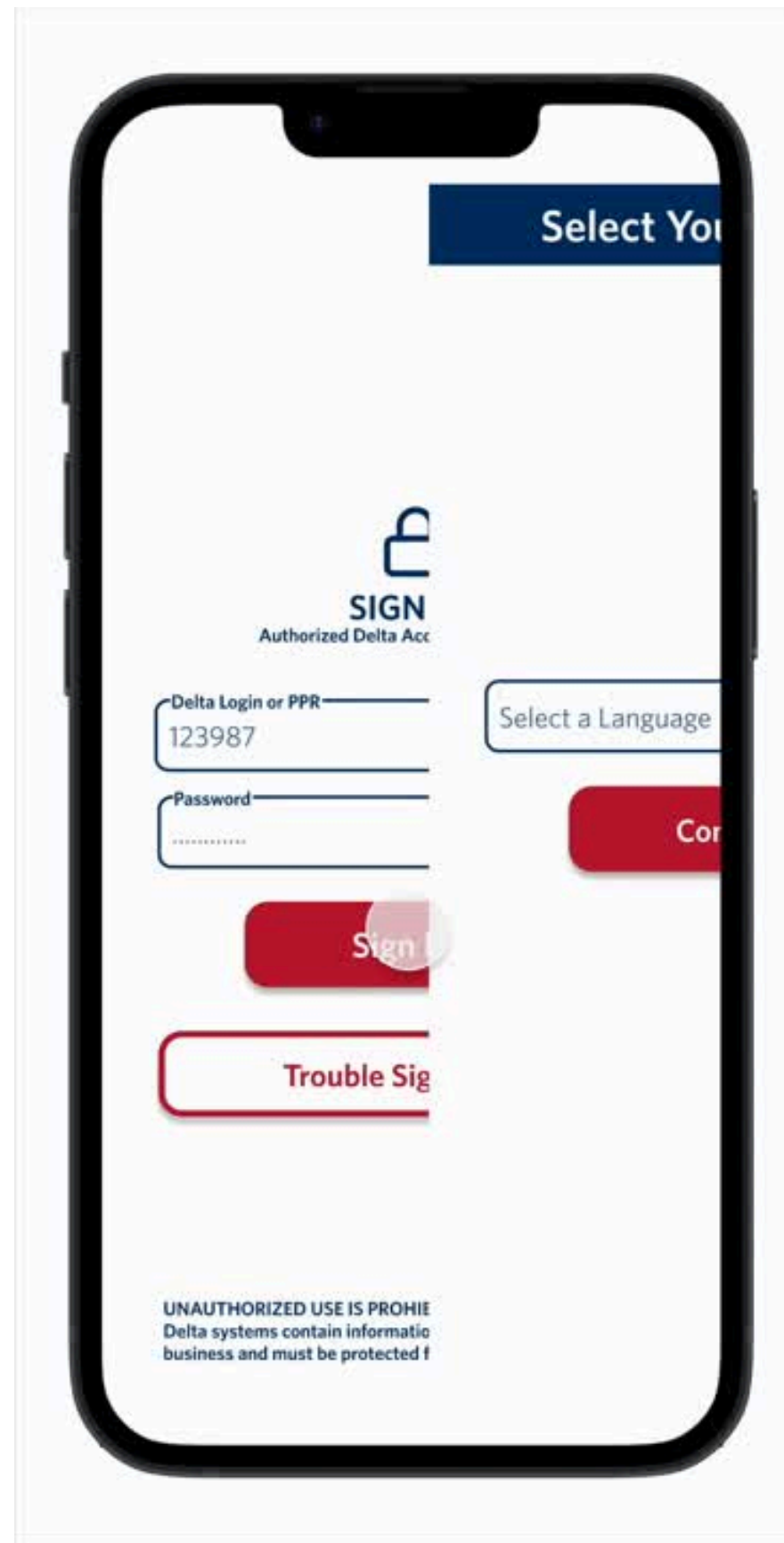
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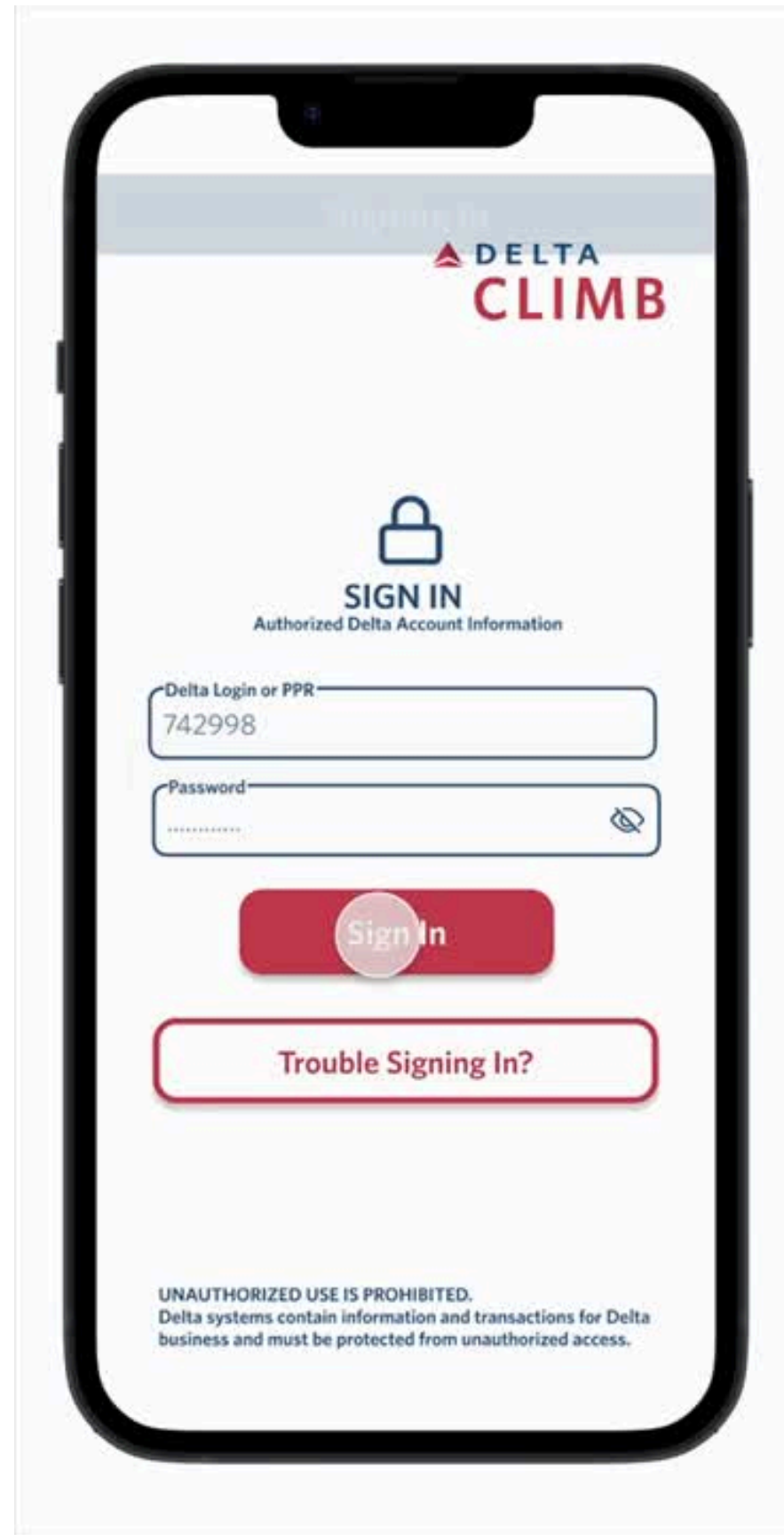
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1.1 Major bug fixes and aesthetic improvements, along with a handful of additional features.



Check out the first time user experience of DeltaClimb in the recording of [**Skye's Live Demo.**](#)



[Check out how the event lifecycle through the eyes of Claude in the recording of **Claudes's Live Demo.**](#)