

REDESIGNING

Airport Arrivals and Connections

Final Presentation

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Meet the Team



Ashley Montalvo

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M.F.A Service Designer

Our Process

01

Discover

Key questions
Cultural probe
Survey
Interviews
Affinitization
Task analysis
Design criteria
User definition
Personas
How might we?
Competitive analysis
Secondary research

02

Define

Insights into Ideas
Idea Pool
Concept Mood Boards
Concepts & Storyboards
Analyze Concepts
Technological Assessment
Concept & Strategy
Low fidelity User testing
Mid fidelity User testing
Define Solutions

03

Design

Sitemaps
Wireframes
User testing
Visual Design
High-fidelity
Ongoing Prototyping

Discover

Initial Discoveries

74% of participants don't feel well informed during their arrival and connecting experiences.

58 Participants

Inquiry

*“And I remember waiting on my computer
and because there is time change thought
had more time not knowing my phone had
already advanced.”*

International Traveller

*“In the US they enforce this whole
sense of fear. ”*

International Student

INTERVIEWS

Define

Passenger's Pain Points



IMMIGRATION AND CUSTOMS

- Long waiting lines
- Rude agents
- Confusing forms



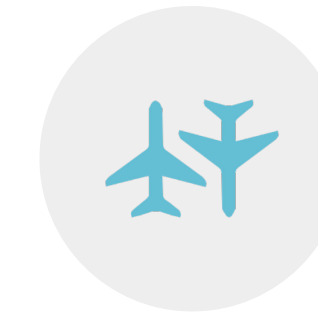
BAGGAGE CLAIM

- Insecure about bag status
- Long waiting times



NAVIGATION

- Easily disoriented
- Struggle to find gate
- Signage is limited



CONNECTIONS

- Can't plan times
- Afraid of losing flights
- Lack of comfort and entertainment



TRANSPORTATION

- No reliable or personalized information about transportation



SECURITY CHECKS

- Inconsistency among airports
- Same PP as immigration



SERVICES

- Feel guilty to ask for help
- It's hard to find support when needed
- Unaware of the options and details

Research Key Insights



Difficulty to find support and services when needed



Uncertainty about flights, times and baggage



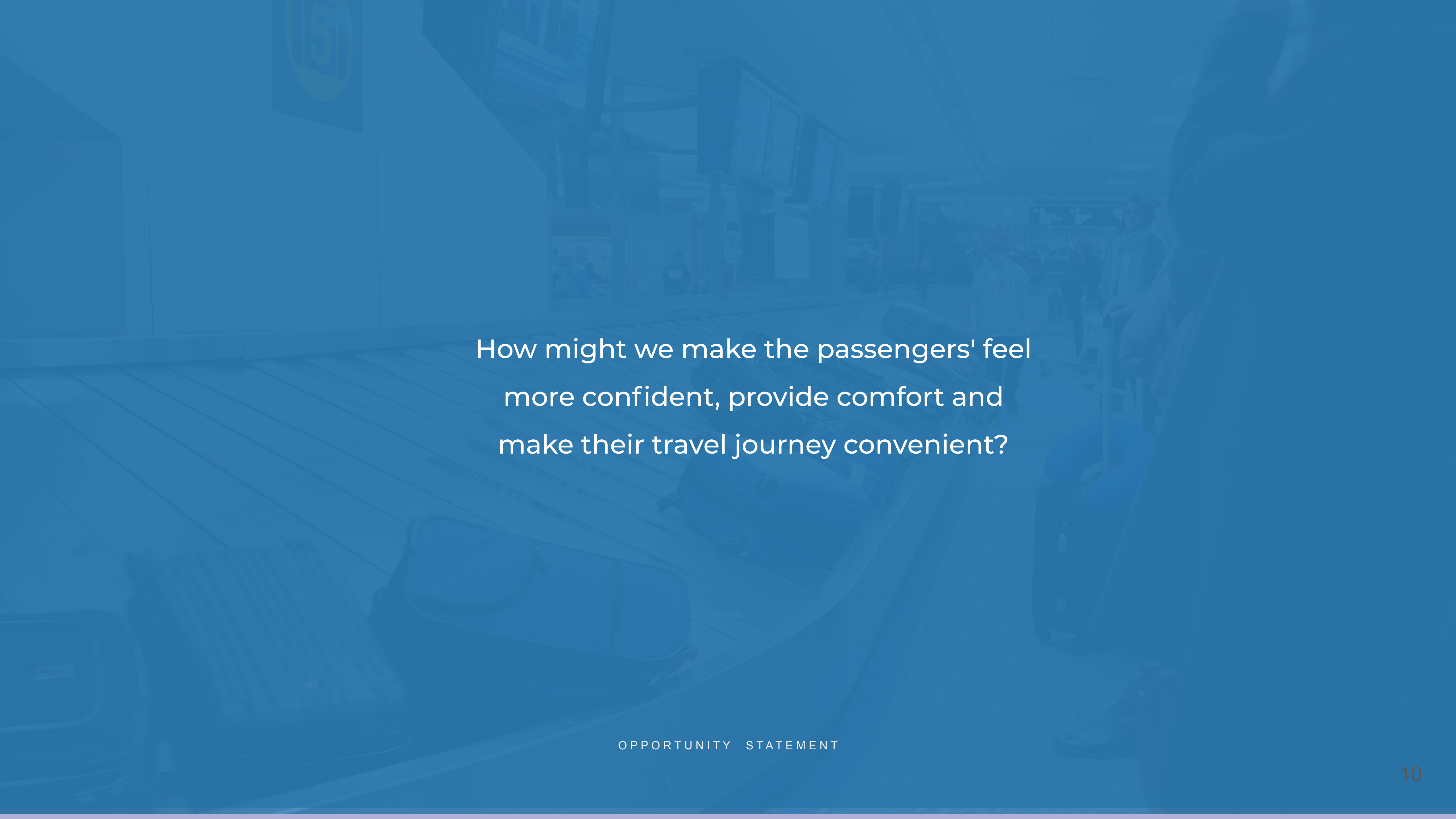
Intimidation while interacting with agents and staff



Inconsistent Airport information platforms



Disorientation regarding locations and requirements

A blue-tinted photograph of an airport terminal. In the foreground, there are several pieces of luggage on a conveyor belt. In the background, people are walking through the terminal, some pushing luggage carts. The overall scene is busy and modern.

How might we make the passengers' feel
more confident, provide comfort and
make their travel journey convenient?



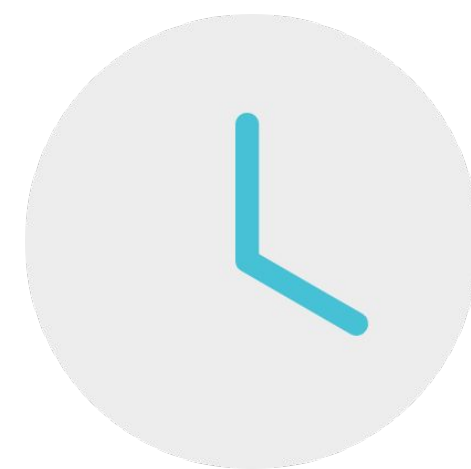
vinndo

One Step Closer



Solution

Vindo is a platform that assists passengers on International Connections and Arrivals by providing **real time and context based information**, thus reducing stress, uncertainty and disorientation.



Our Value Proposition

CONFIDENCE

Time-Planning
Documents and Requirements
Flight/Baggage Notifications



CONVENIENCE

Wayfinding
Walking Distances/ Times



COMFORT

Service Search
Compare Services
Reach Customer Service



User Device Interactions



TOUCH

Essential when audio is off or users don't have an audio device.



AUDIO AND TOUCH or VISUAL

Audio can work by it self or complement what is being viewed on the screen.



VOICE AND SCREEN

Users don't find it so useful.



VOICE AND AUDIO

Users find it useful when their hands are full and/or they are rushing or busy.

Design

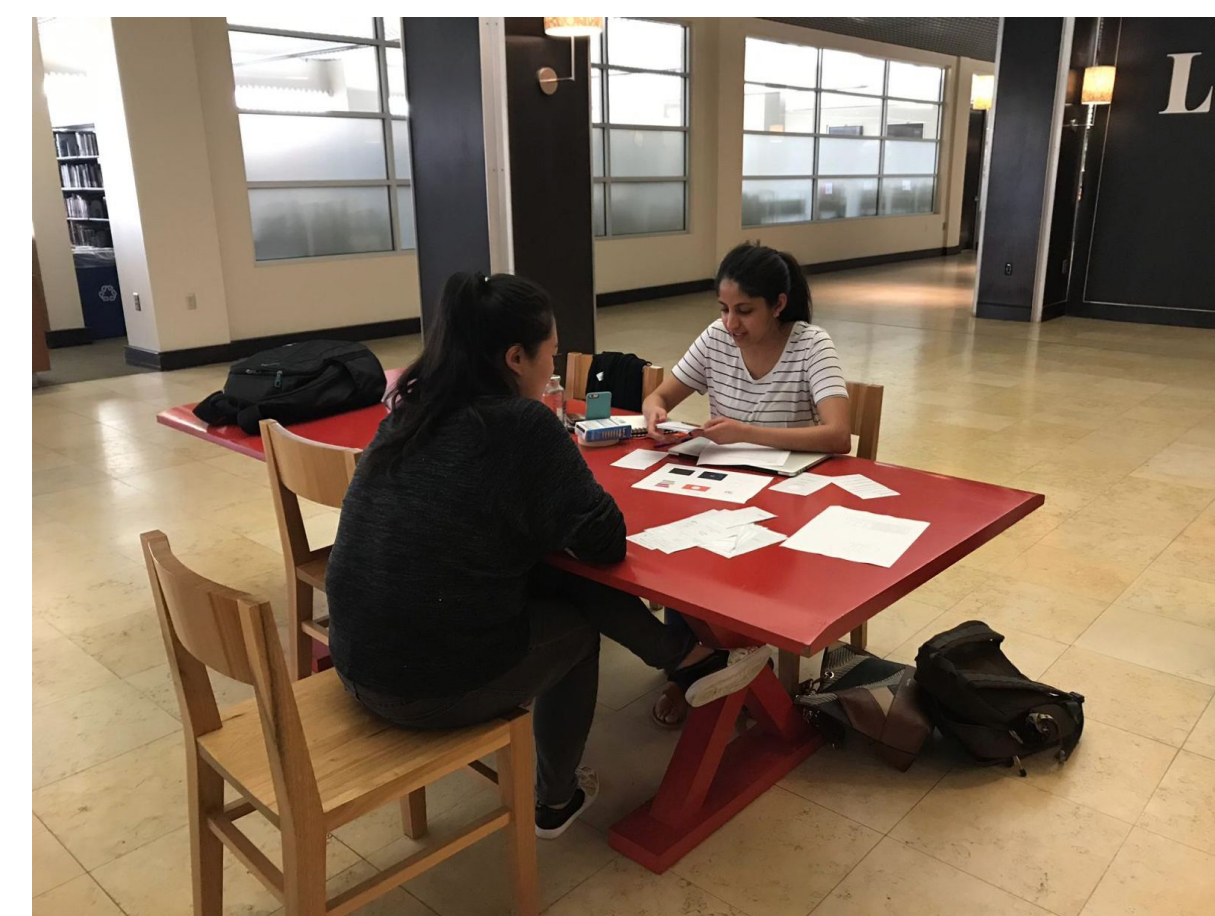
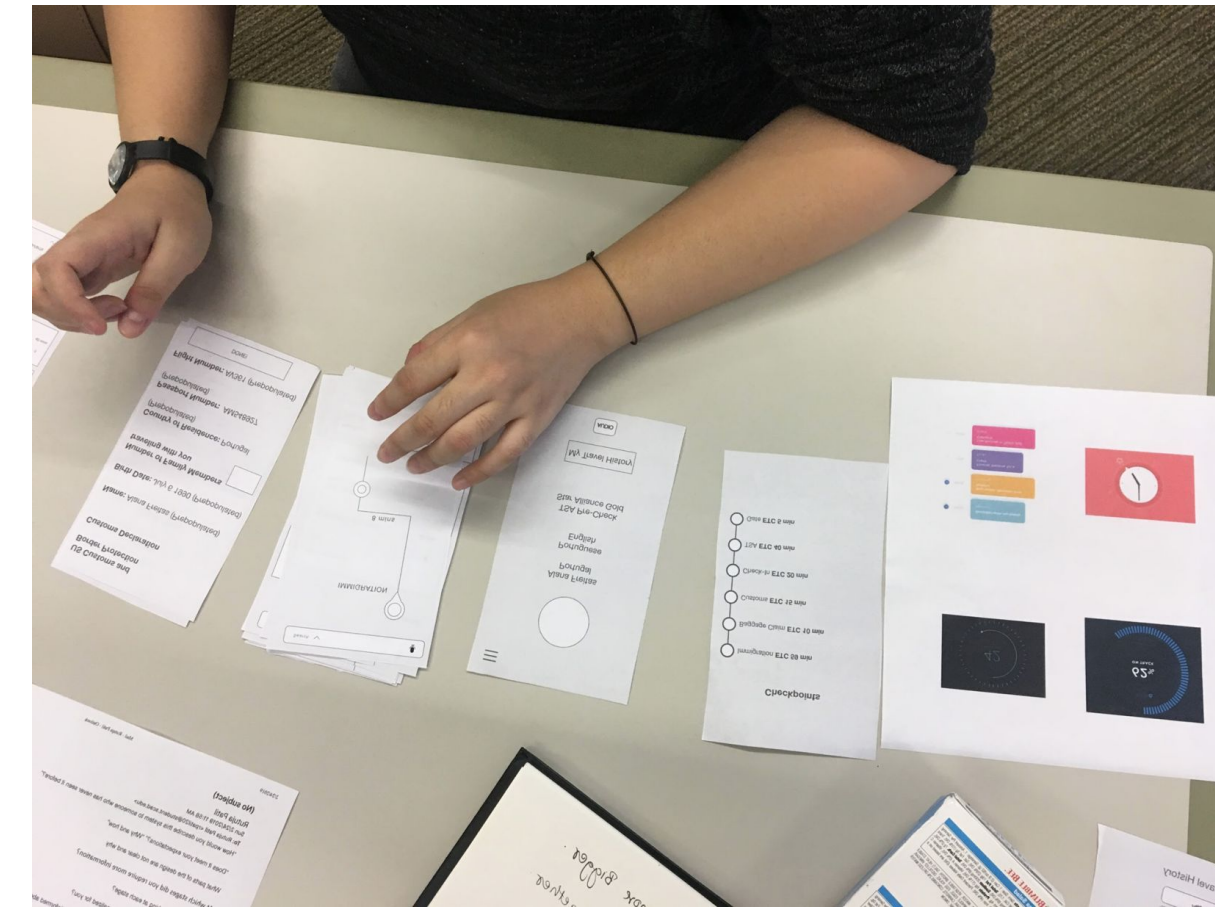
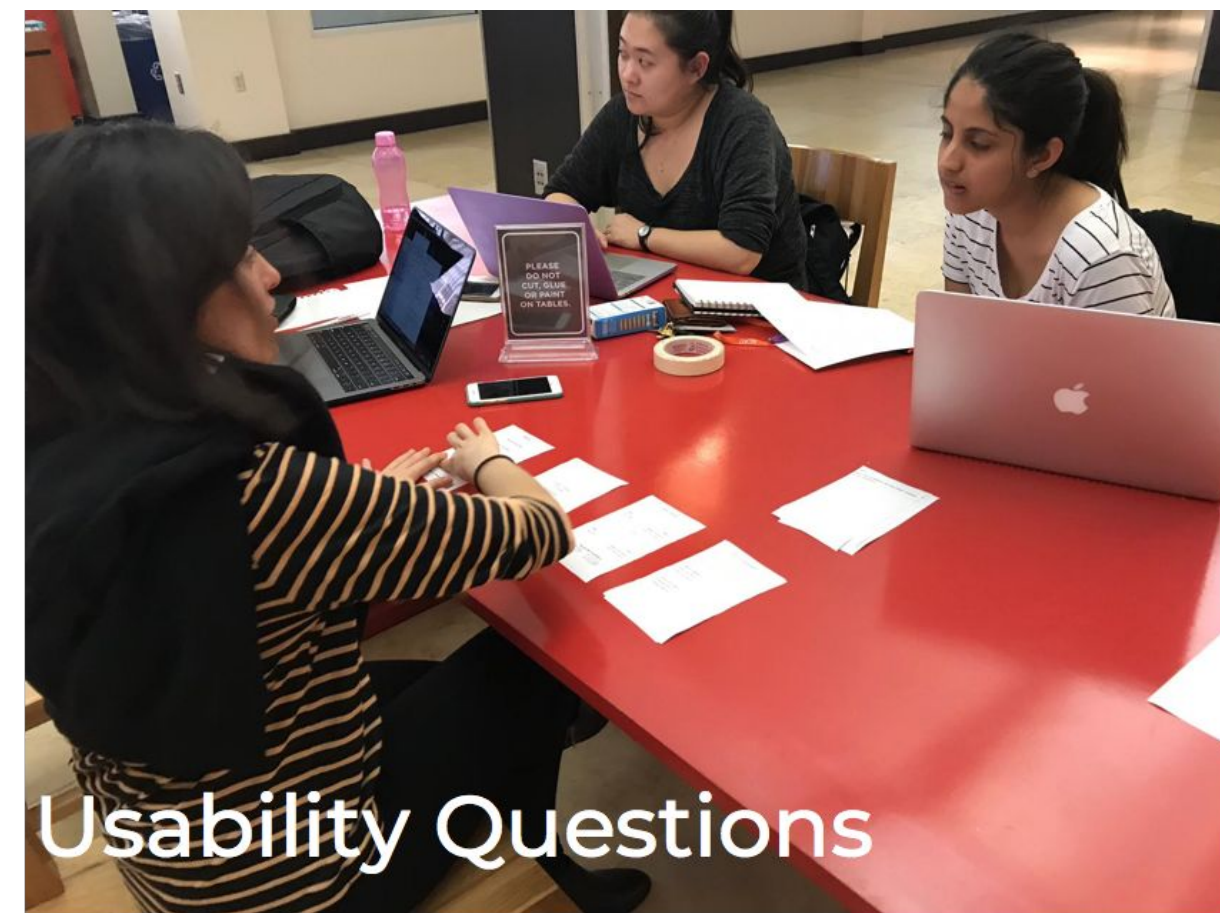
Prototype 1 & 2

Scenario

Connection after a long International flight.

3 Participants

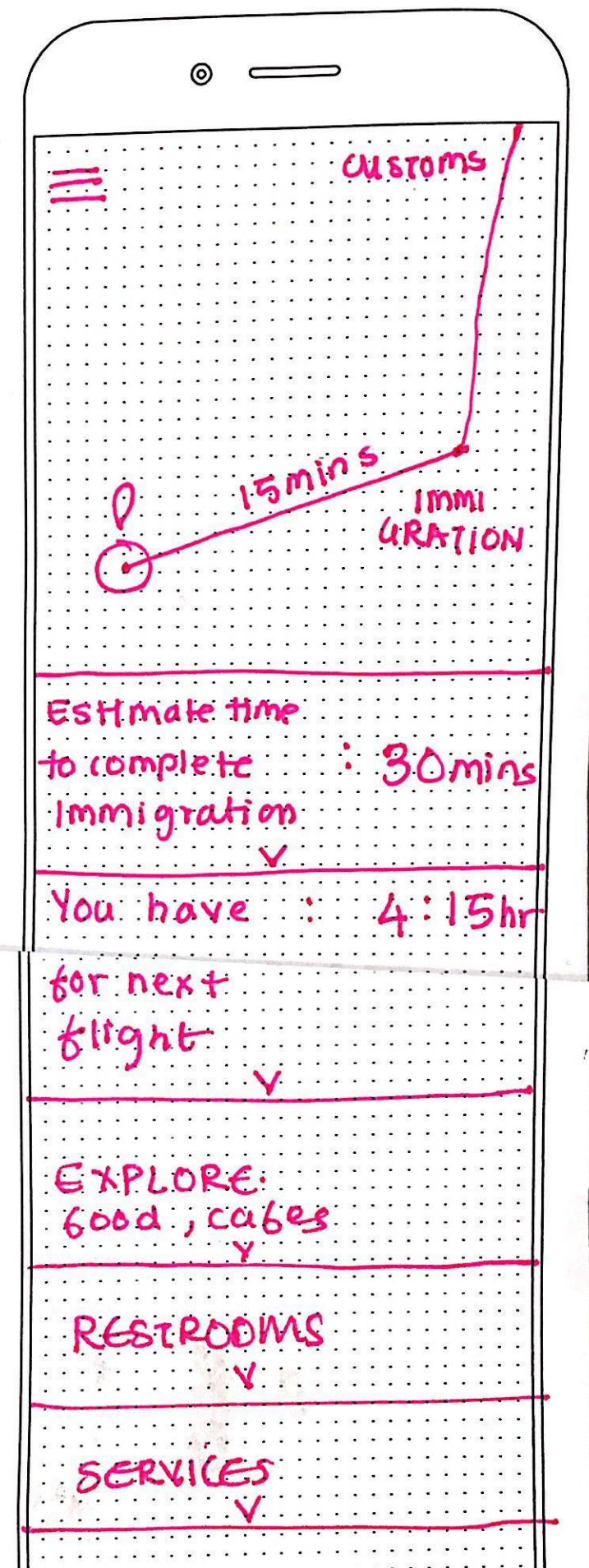
User-testing



INSIGHTS

Touch and Audio Interaction

AT THE IMMIGRATION CHECKPOINT



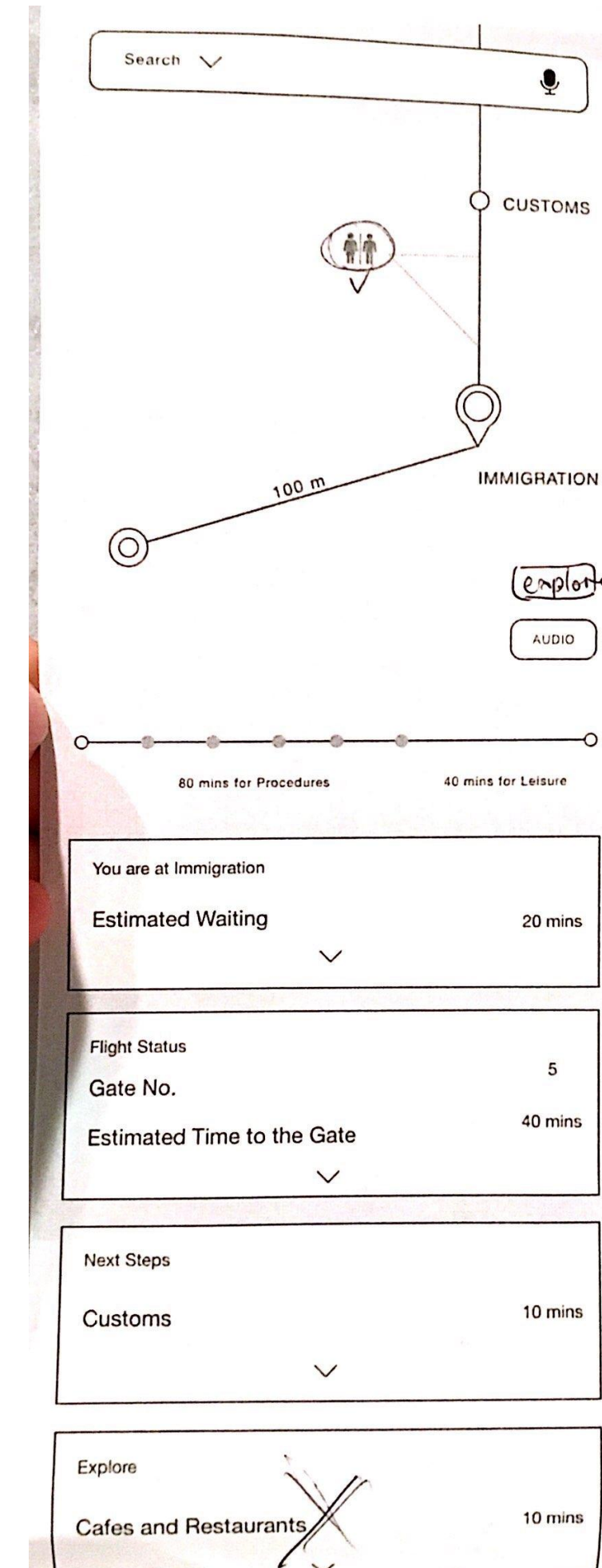
“Pick the visitor’s line #6. Estimated wait time is 30 minutes.”

“On you wait time, what would you like to hear?”

PROTOTYPE 1

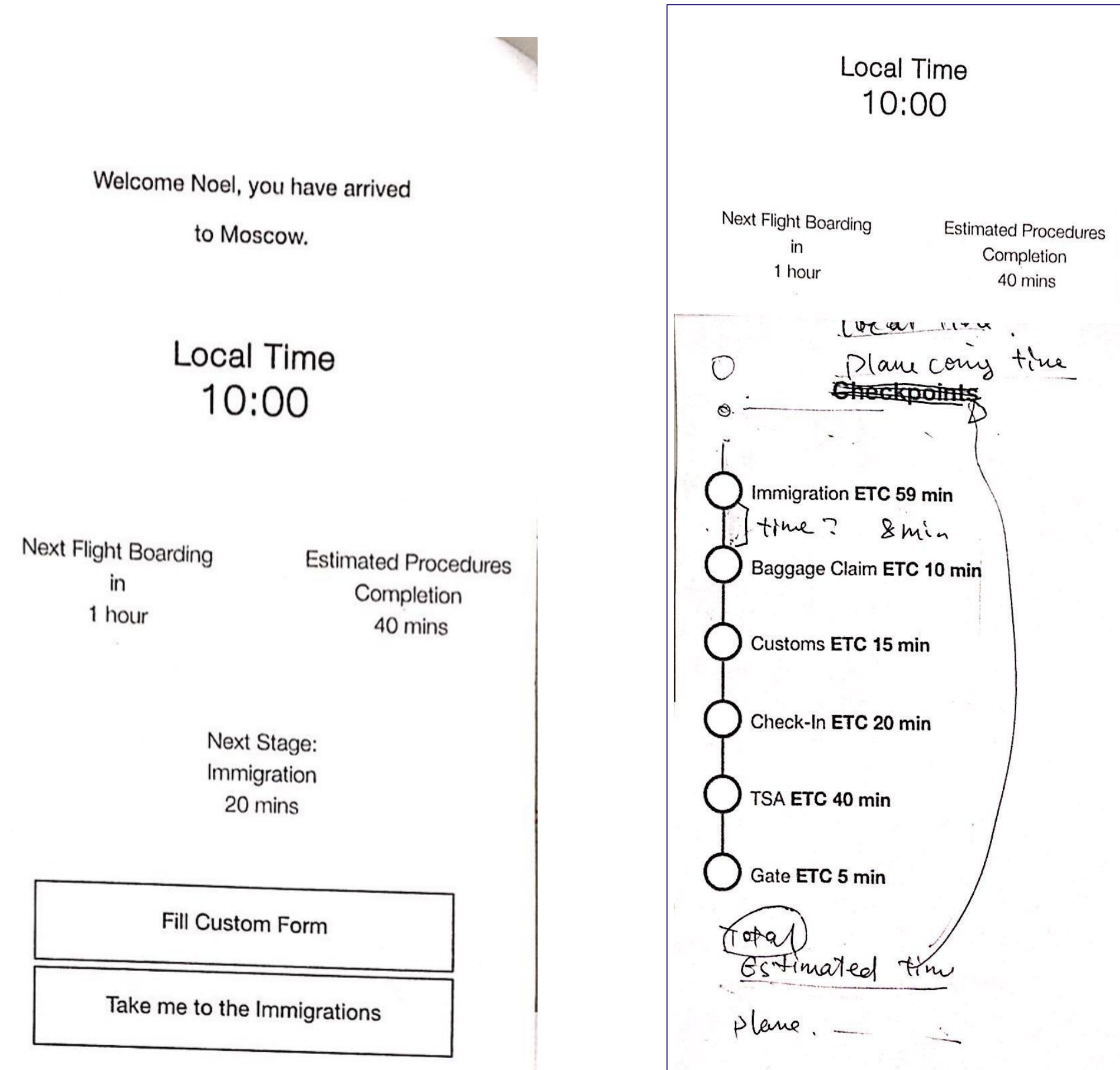


“Line #6 is the fastest line for you.”



PROTOTYPE 2

Touch and Audio Interaction



“Please proceed to your immigration immediately”

“ Turn right. Norwegian airline is on the left.”

“Your bags seem to still be in transit. They will be in belt #3. ”

PROTOTYPE 2

Synthesized Insights from User testing

3 PARTICIPANTS

All participants want to reach to the **Gate first** while on connections.

Knowing **where restrooms are**, is important for all the 3 participants.

The **information given through audio** made all 3 participants feel certain about their situation.

All participants wanted to know if they are **going to make it to their next flight**.

2 participants wanted **time to be represented in a visual way**.

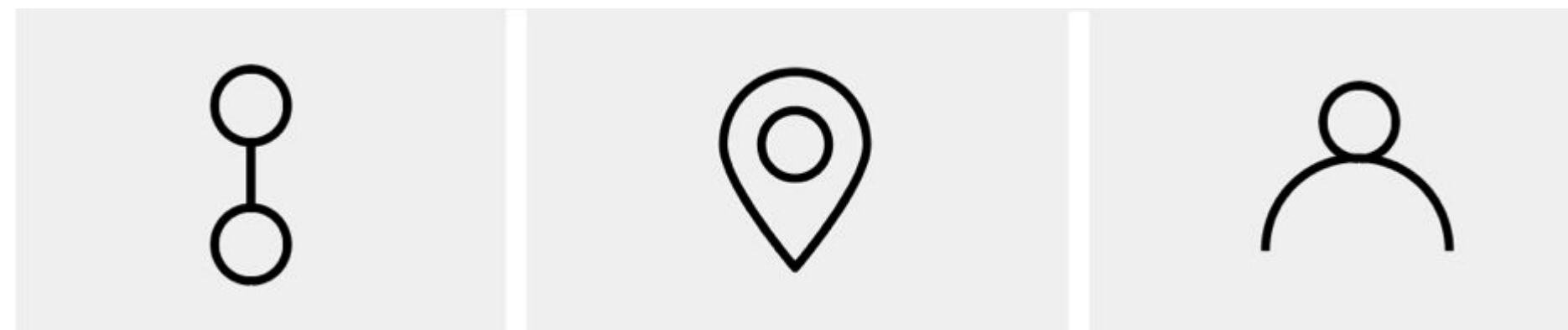
2 participants **would not use the pre-order food option**.

The Application should **confirm** users once they have finished with Airport procedures.

Alert users during uncertain situations like change in Gate no.

Synthesized Insights from User testing

Two different ways of viewing were preferred.



as listings

as locations on a map.

The Checkpoint screen is required to list all procedures of Airport and provides access to details at anytime

Map to receive context based information and explore services.

Design Prototype 3

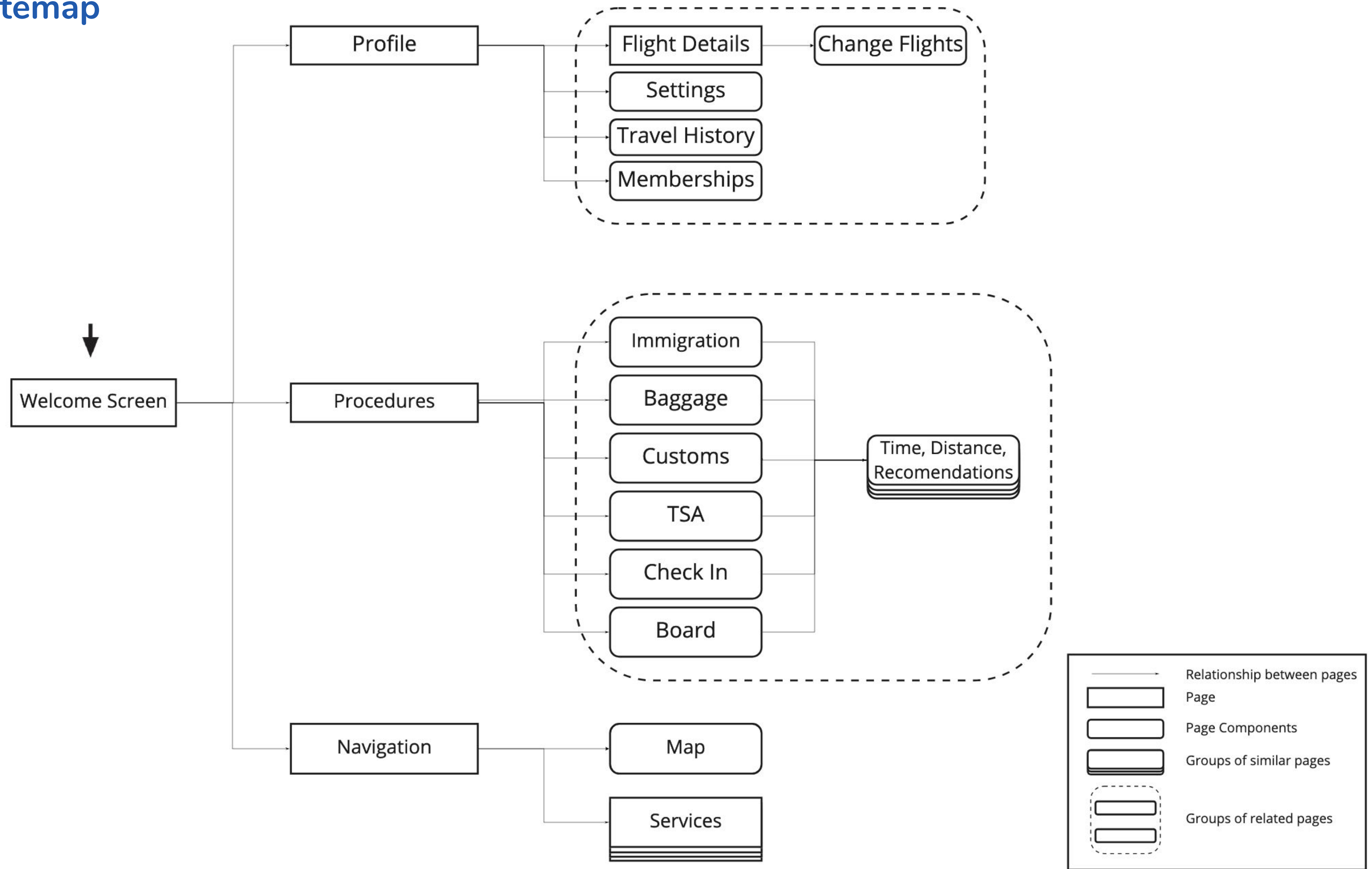
Alana's Journey Map



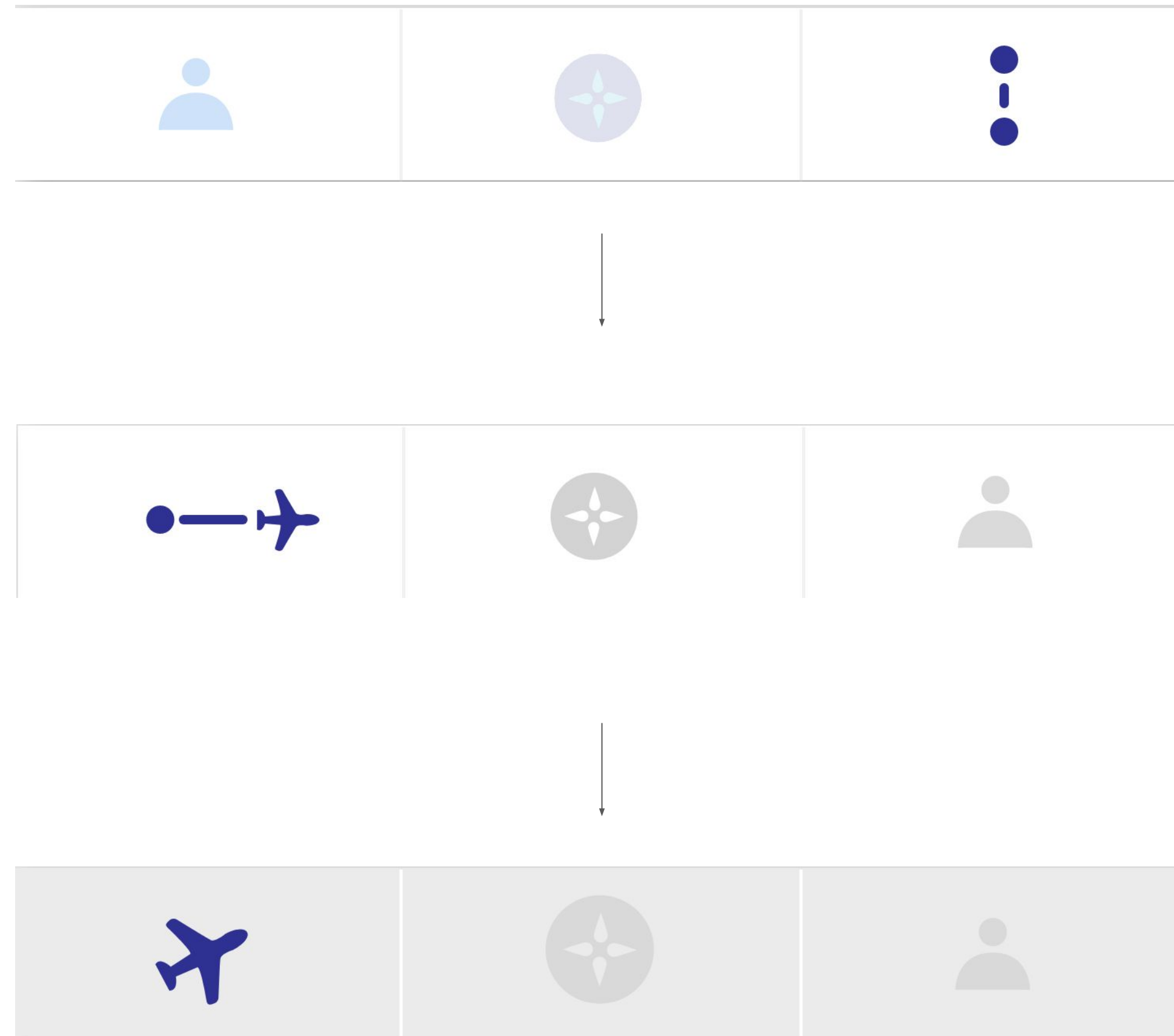
“You come from an exhausting flight, and you have already gone through security checks on your departure, you just don't want anymore stress”



Application Sitemap

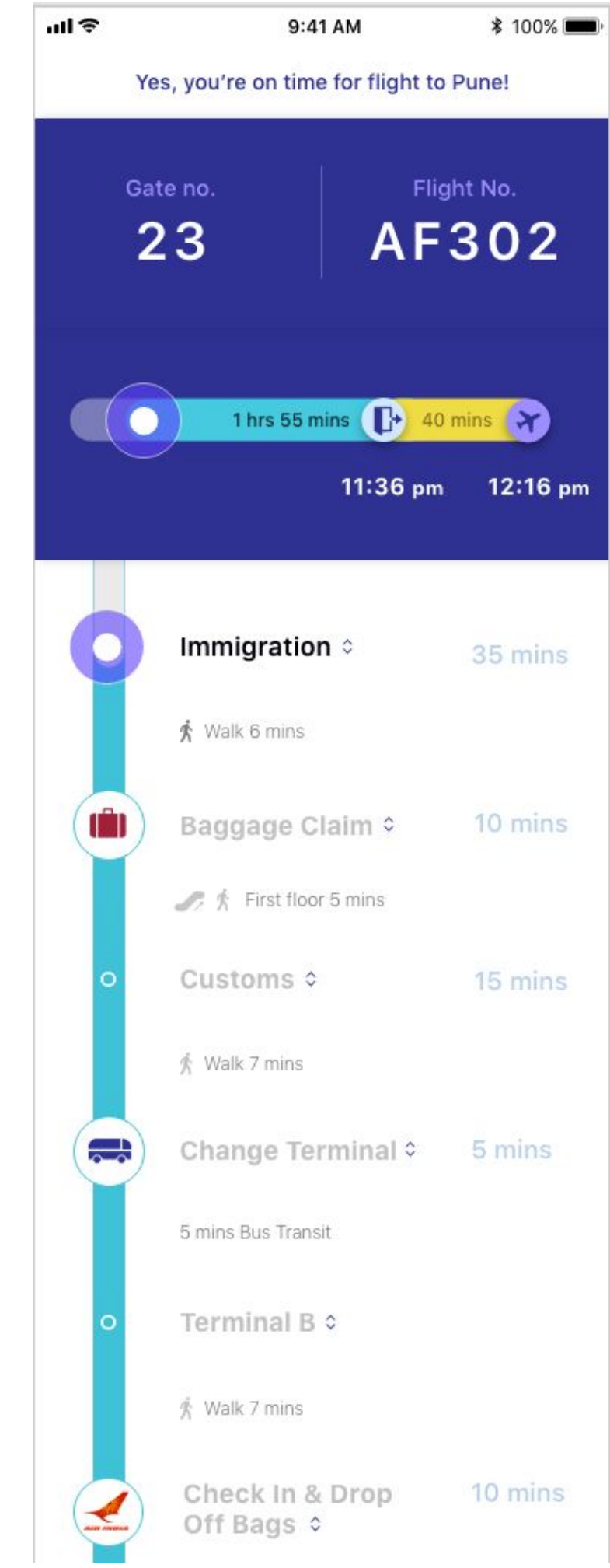
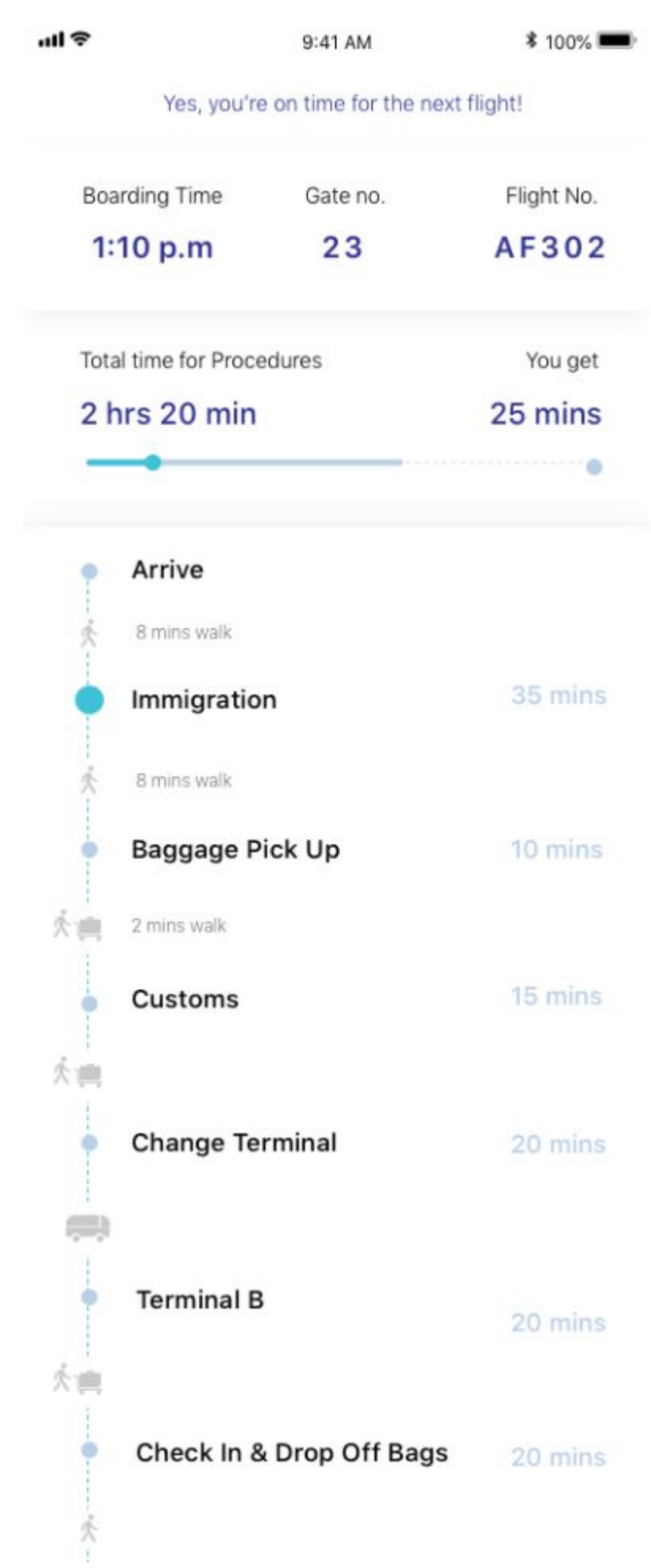
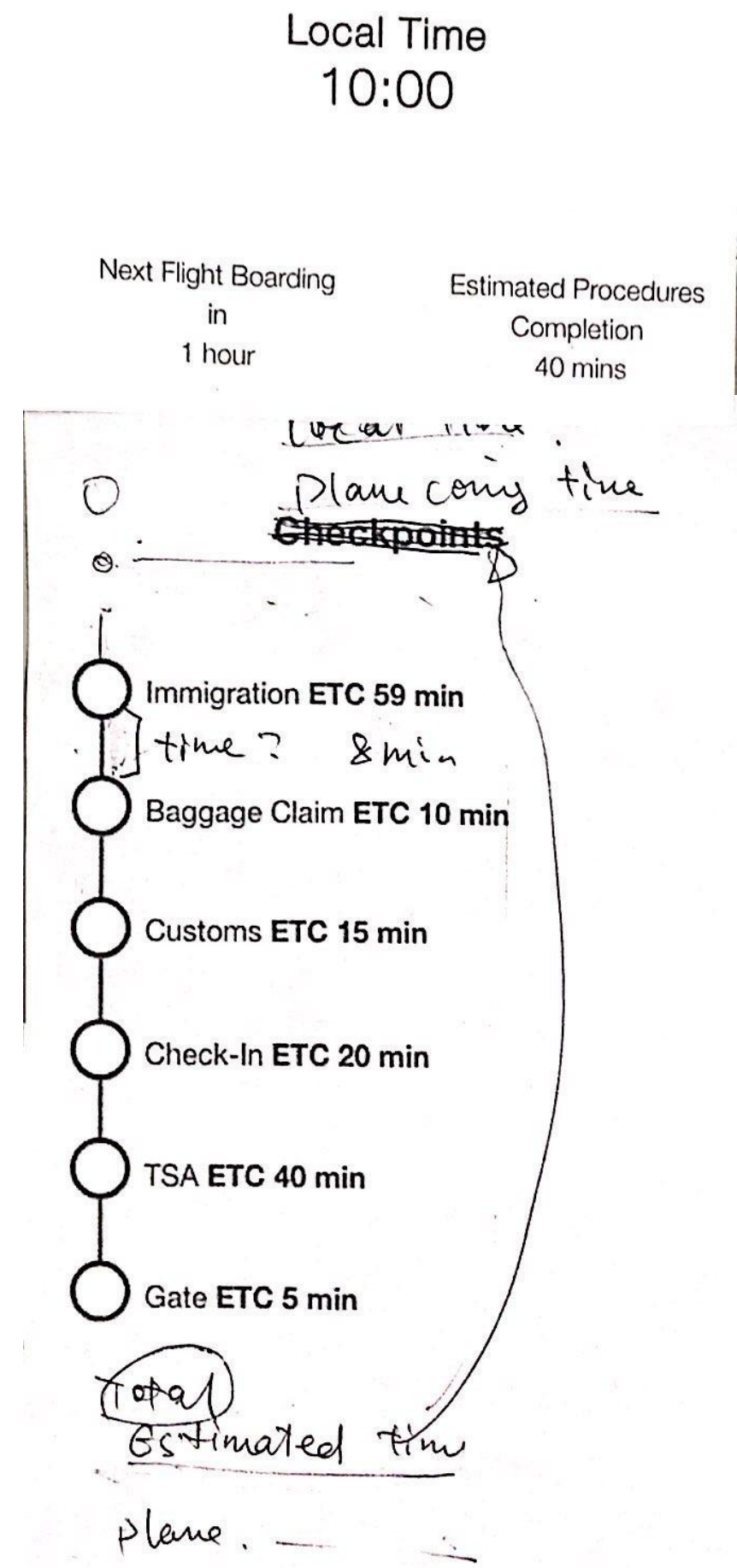


Order and Iconography for Global Navigation



UX INSPECTION

Order, Labels, and Iconography for Local Navigation



Iterations for Time Visuals

📶 9:41 AM 🔌 100% 🔋


Yes, you're on time for the next flight!

Boarding Time	Gate no.	Flight No.
1:10 p.m	23	AF302
Total time for Procedures		Leisure Time
2 hrs 20 min		25 mins

📶 9:41 AM 🔌 100% 🔋

Yes, you're on time for the next flight!

Boarding Time	Gate no.	Flight No.
1:10 p.m	23	AF302
Total time for Procedures		You get
2 hrs 20 min		25 mins



Iterations for Time Visuals

9:41 AM 100%

Yes, you're on time for the next flight!

Boards at 1:10 p.m	Gate no. 23	Flight No. AF302
-----------------------	----------------	---------------------

You will reach your Gate at 12.30 p.m

Spare Time 25 mins



Time Visuals



9:41 AM



Yes, you're on time for flight to Pune!

Gate no. **23** | Flight No. **AF302**

1 hrs 15 mins → 40 mins ✈️

1:40 pm 2:10 pm



9:41 AM



Yes, you're on time for flight to Pune!

Gate no. **23** | Flight No. **AF302**

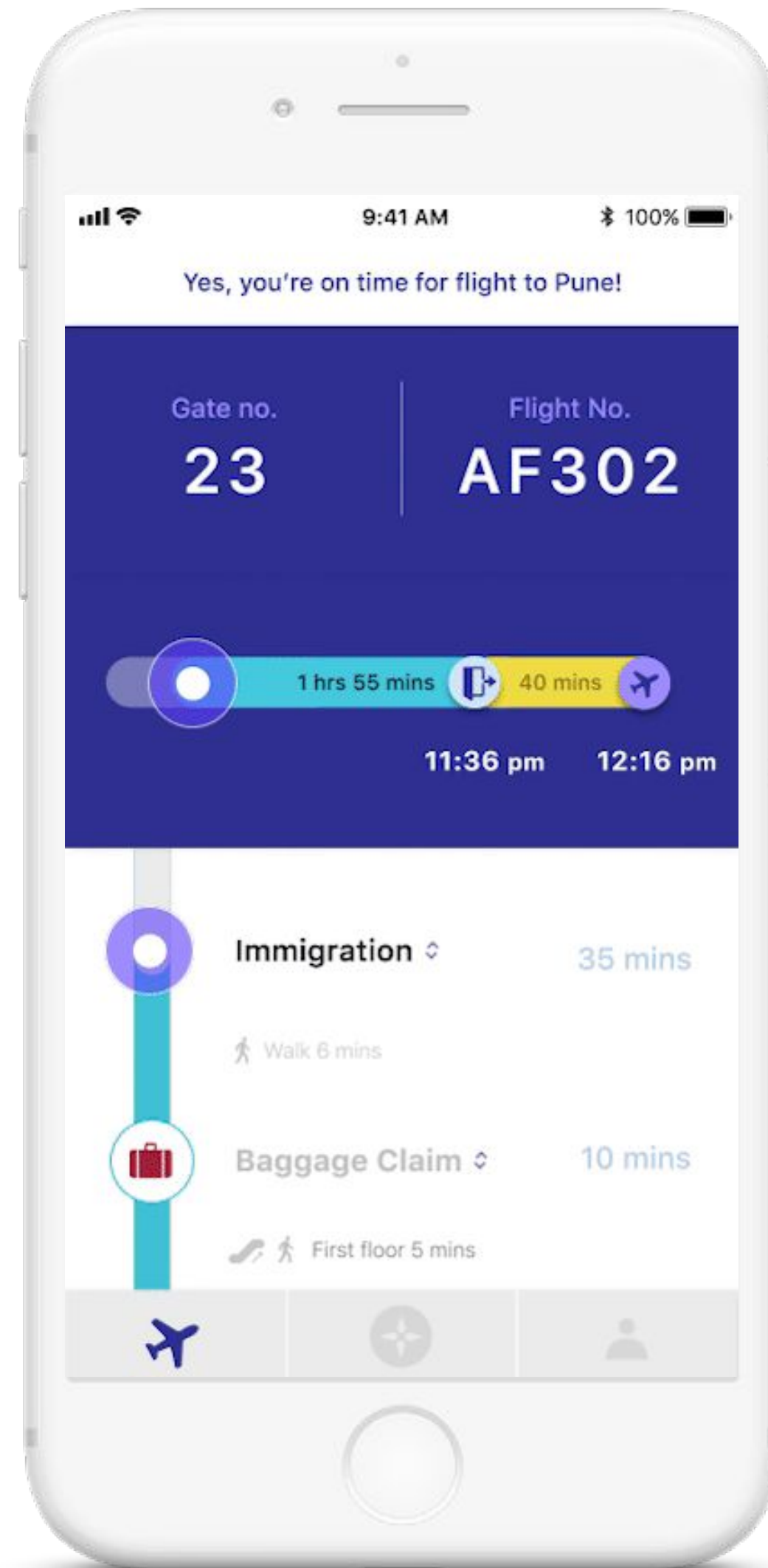
1 hrs 15 mins → 40 mins ✈️

1:40 pm 2:20 pm

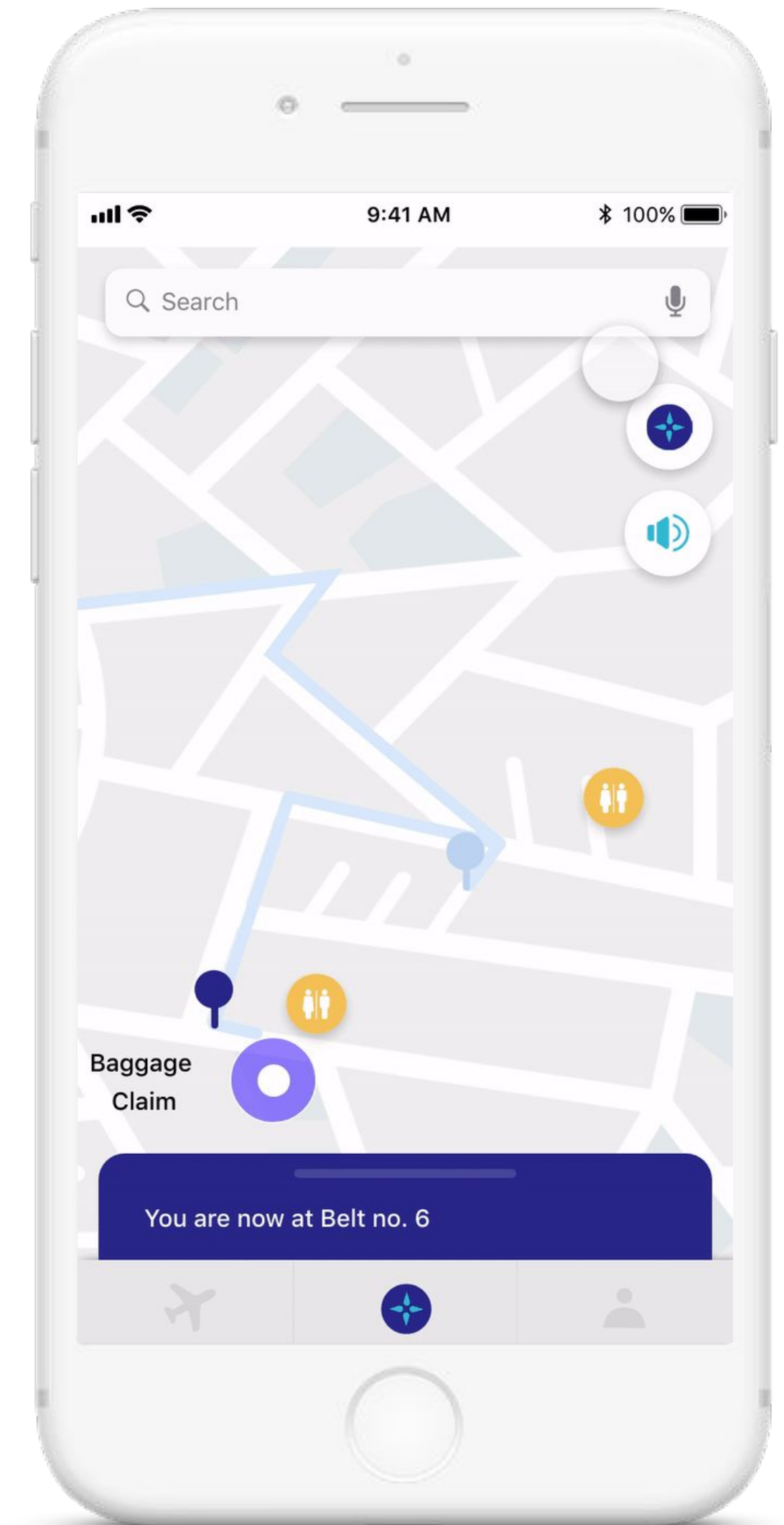
Final Screens



Welcome screens

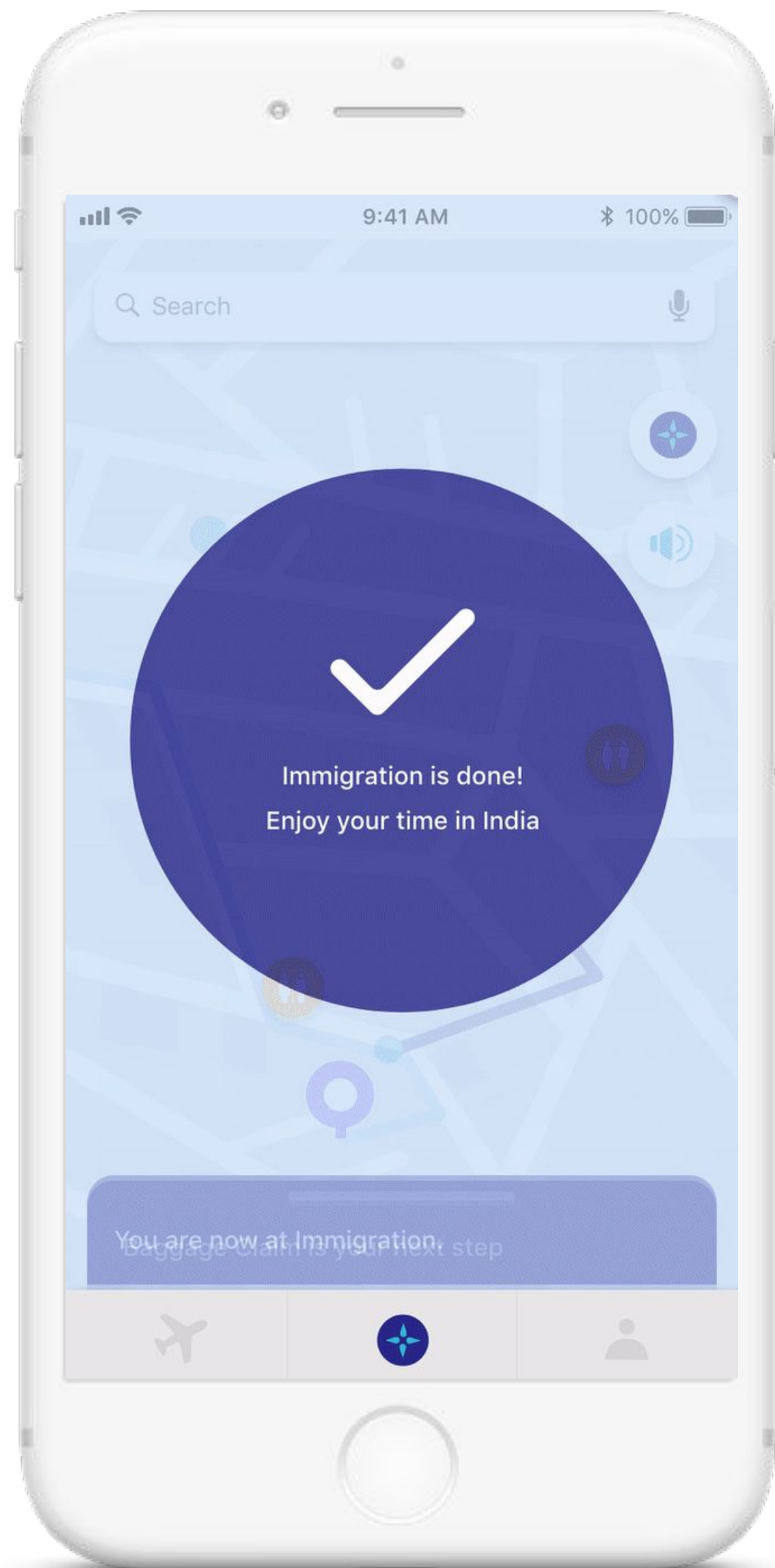


Flight Details and Overall Summary

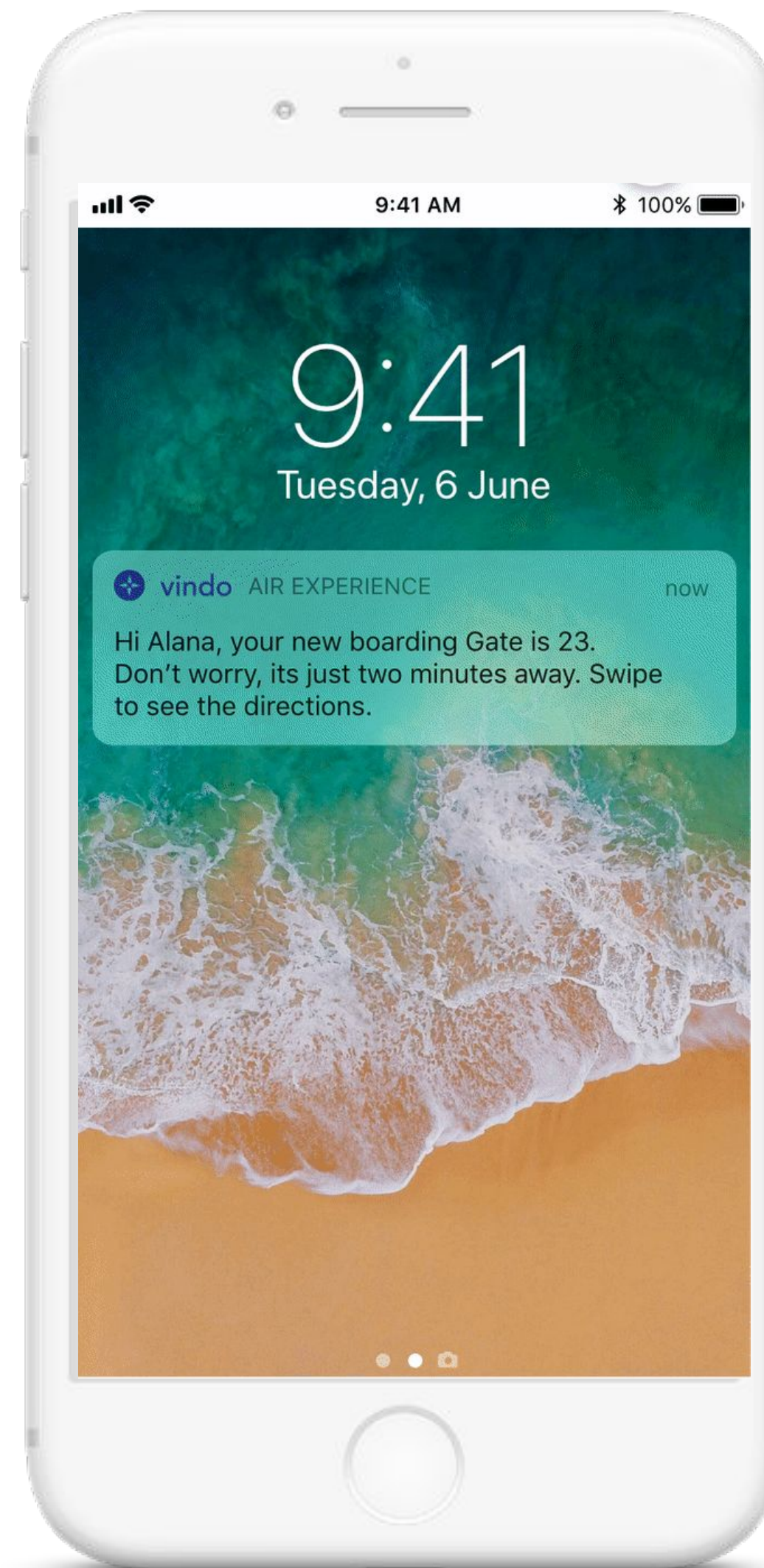


Map for Orientation

Final Screens

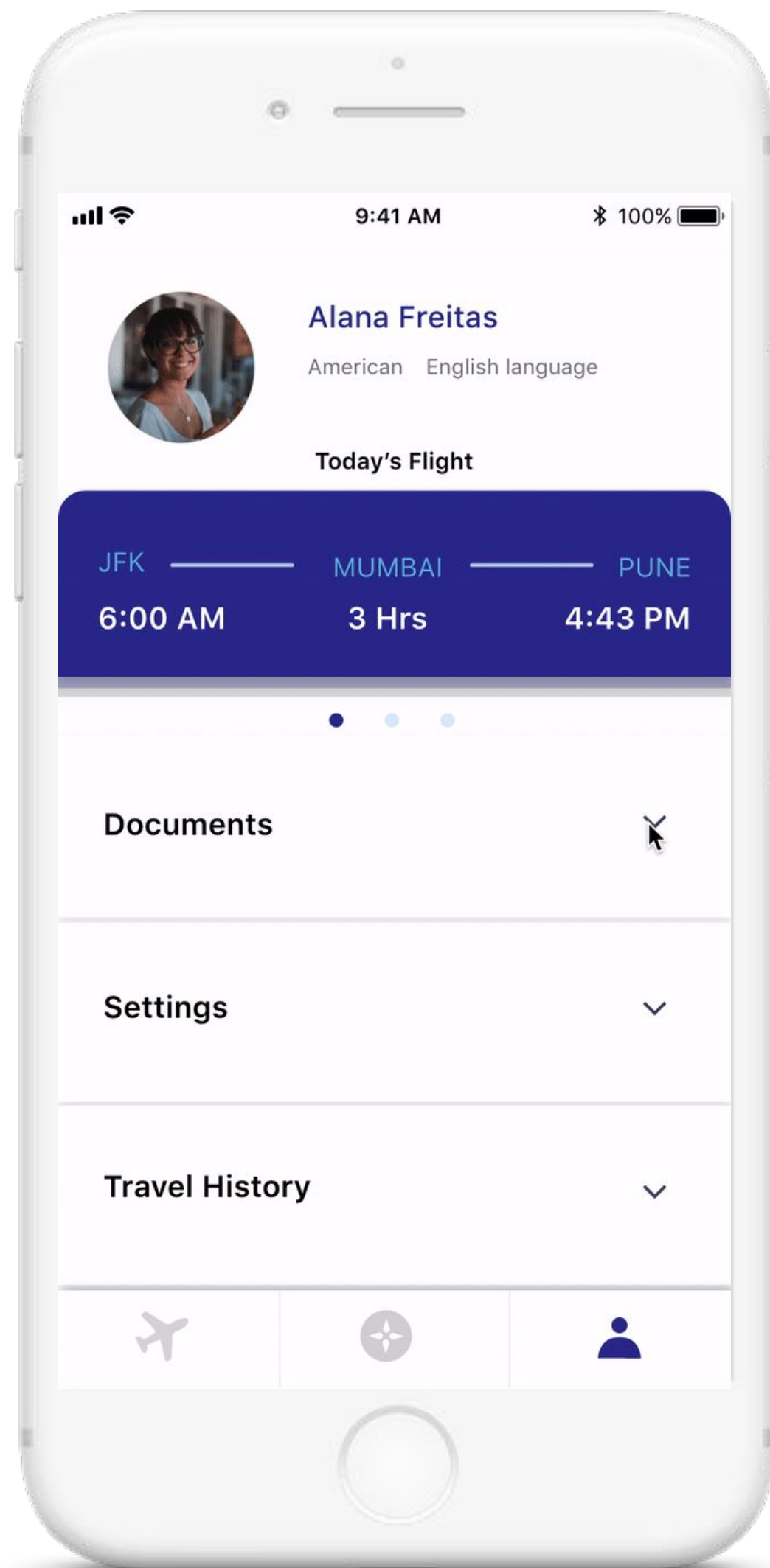


Notifications

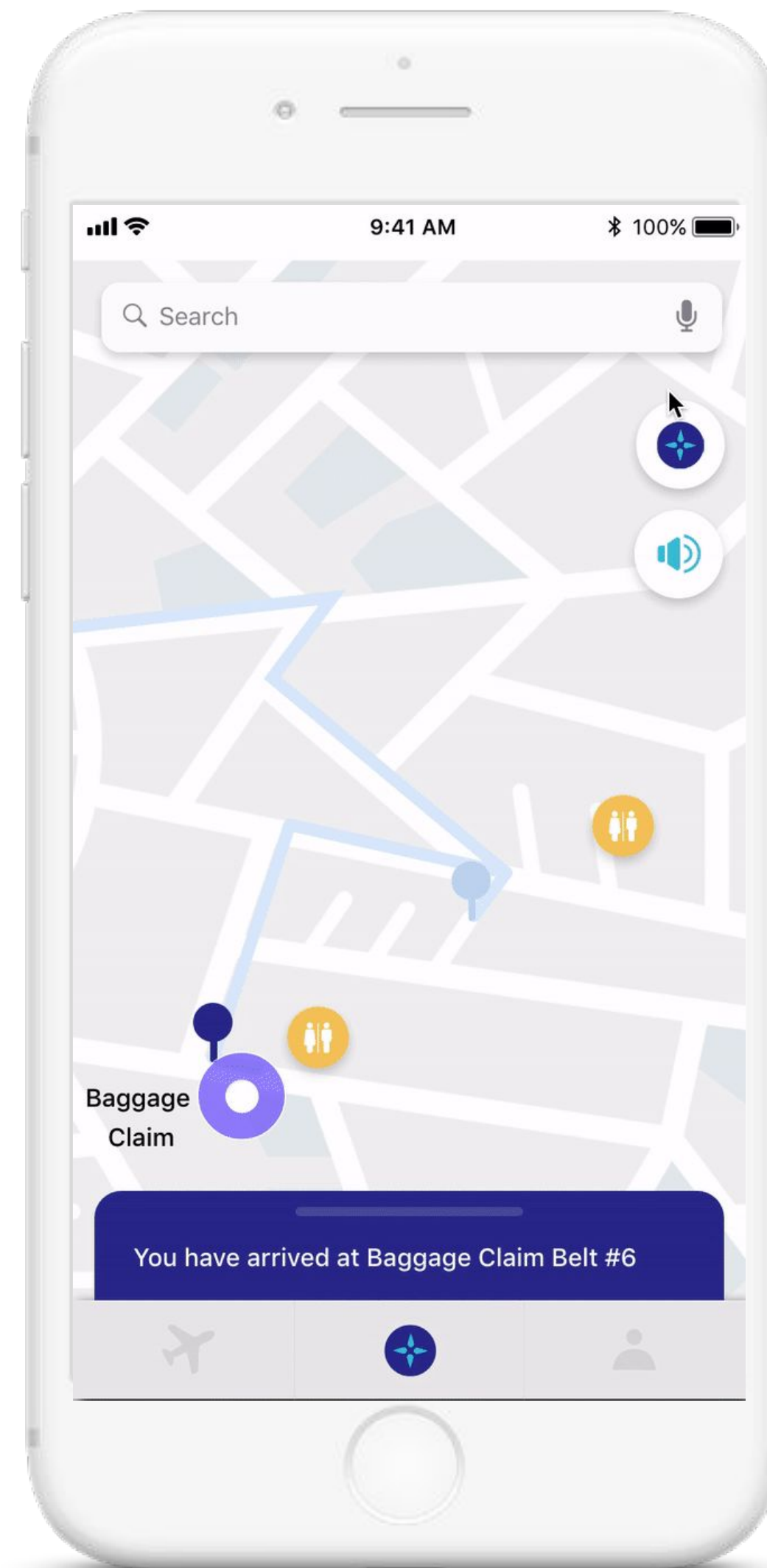


Alerts

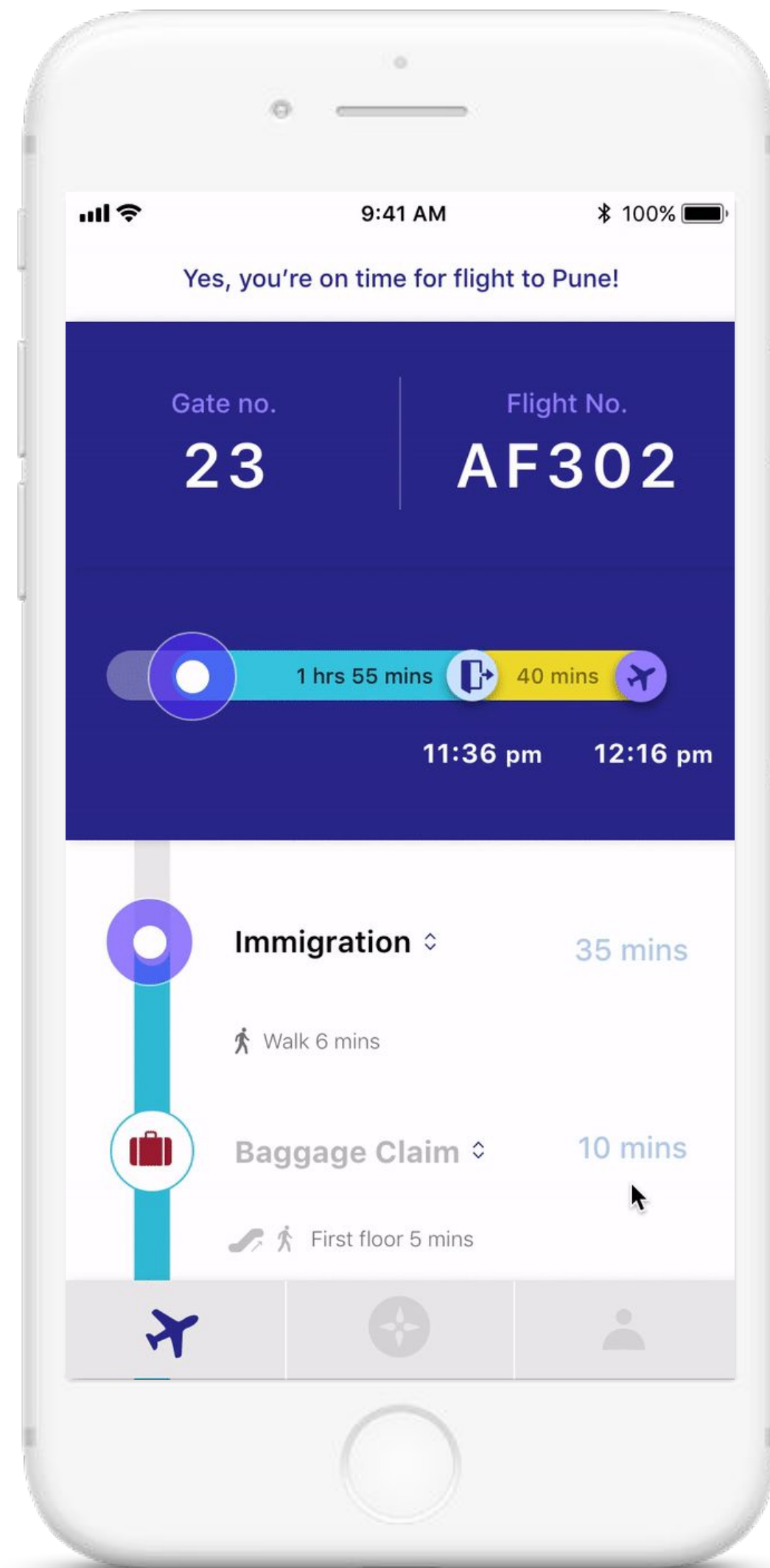
Final Screens



Profile and Settings



Explore Services

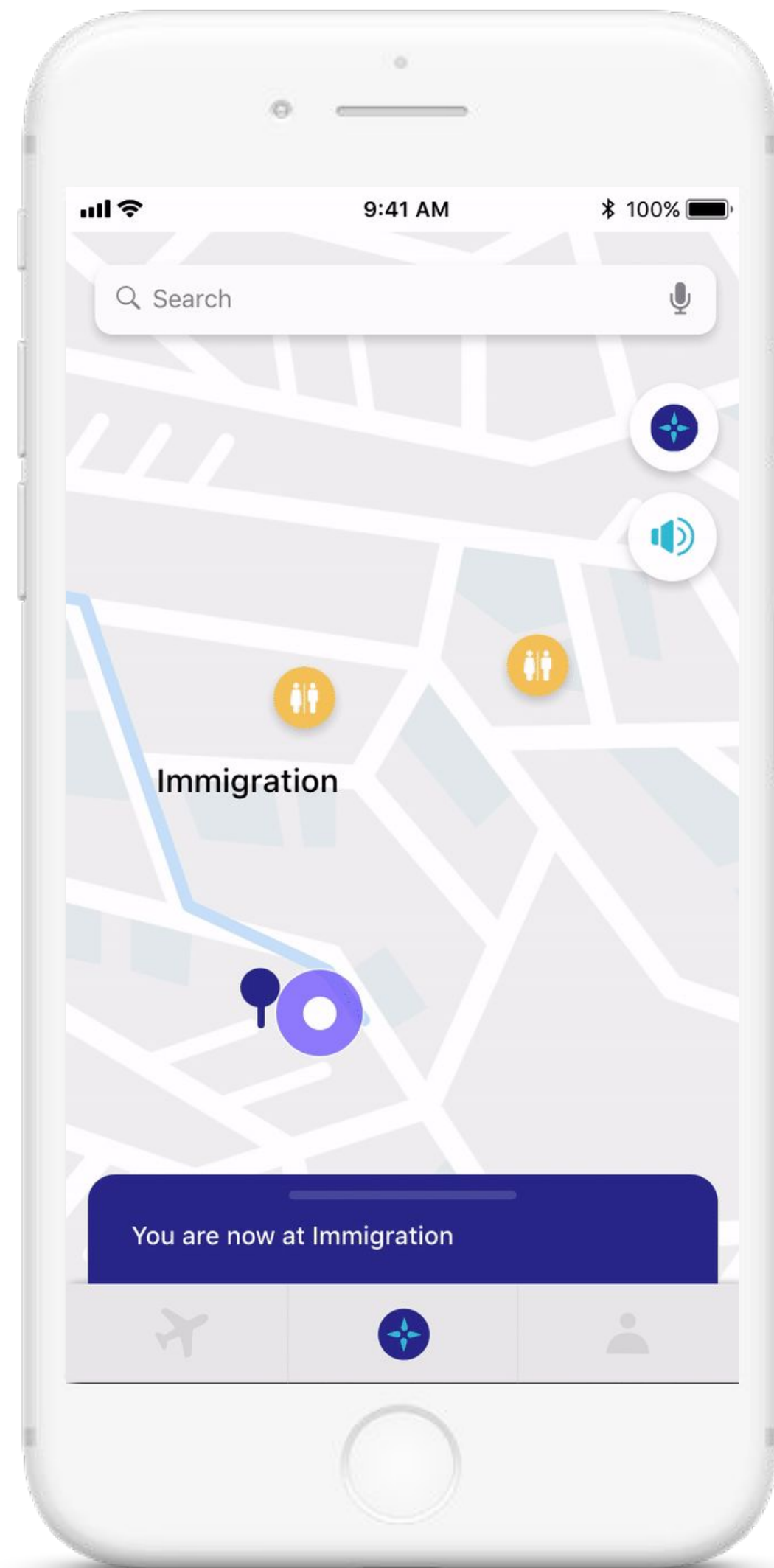


Local Navigation Systems

Enable users to explore the immediate stage

Can provide access to subsites

Different groups of people are responsible



Contextual Navigation Systems

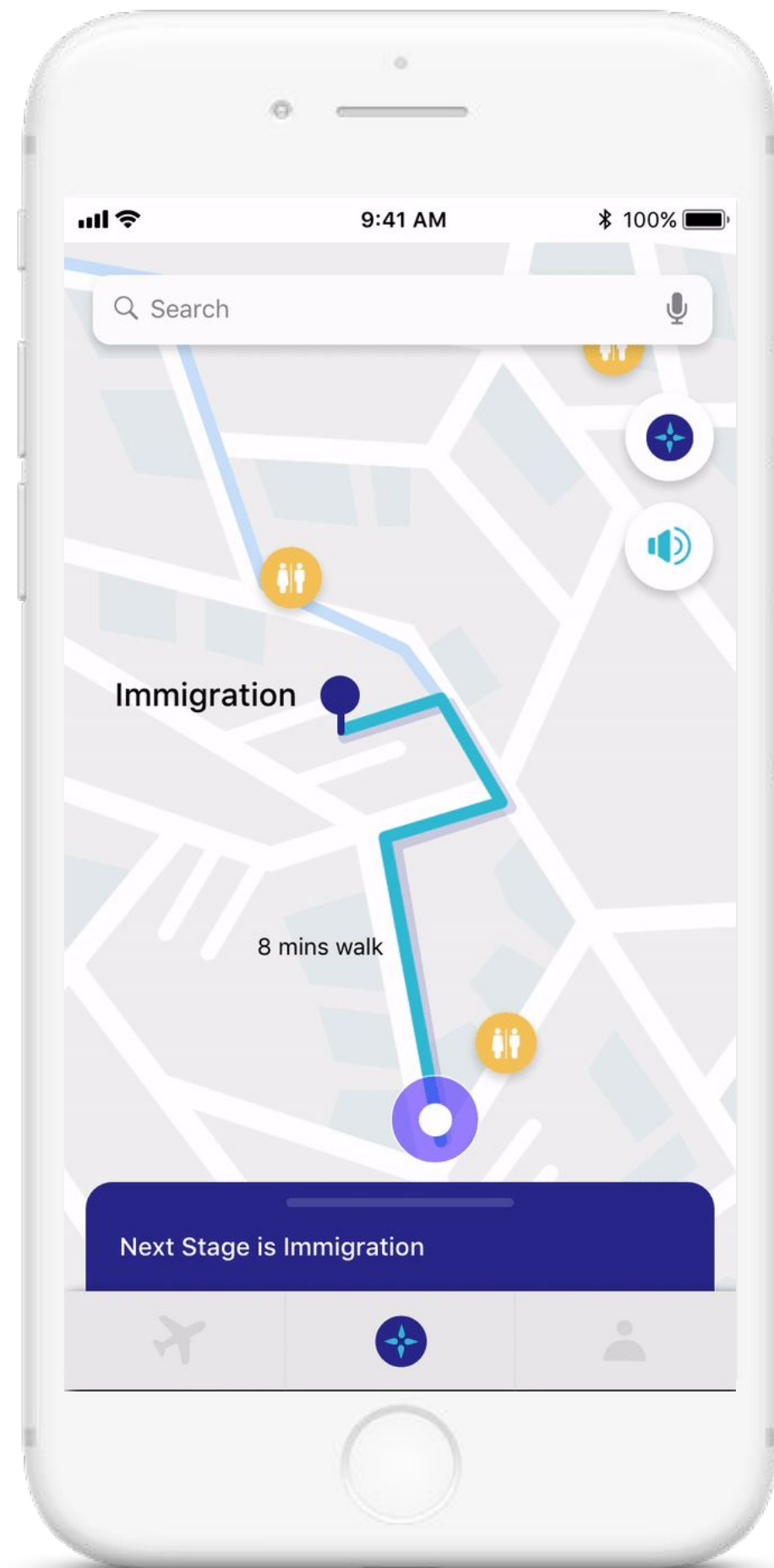
Inline contextual navigation links and information

Often miss or ignored information

Links at a dedicated area

Touch and Audio Interaction

FOR RESTROOM SCENARIO



TRIGGER

Touch Restroom Icon

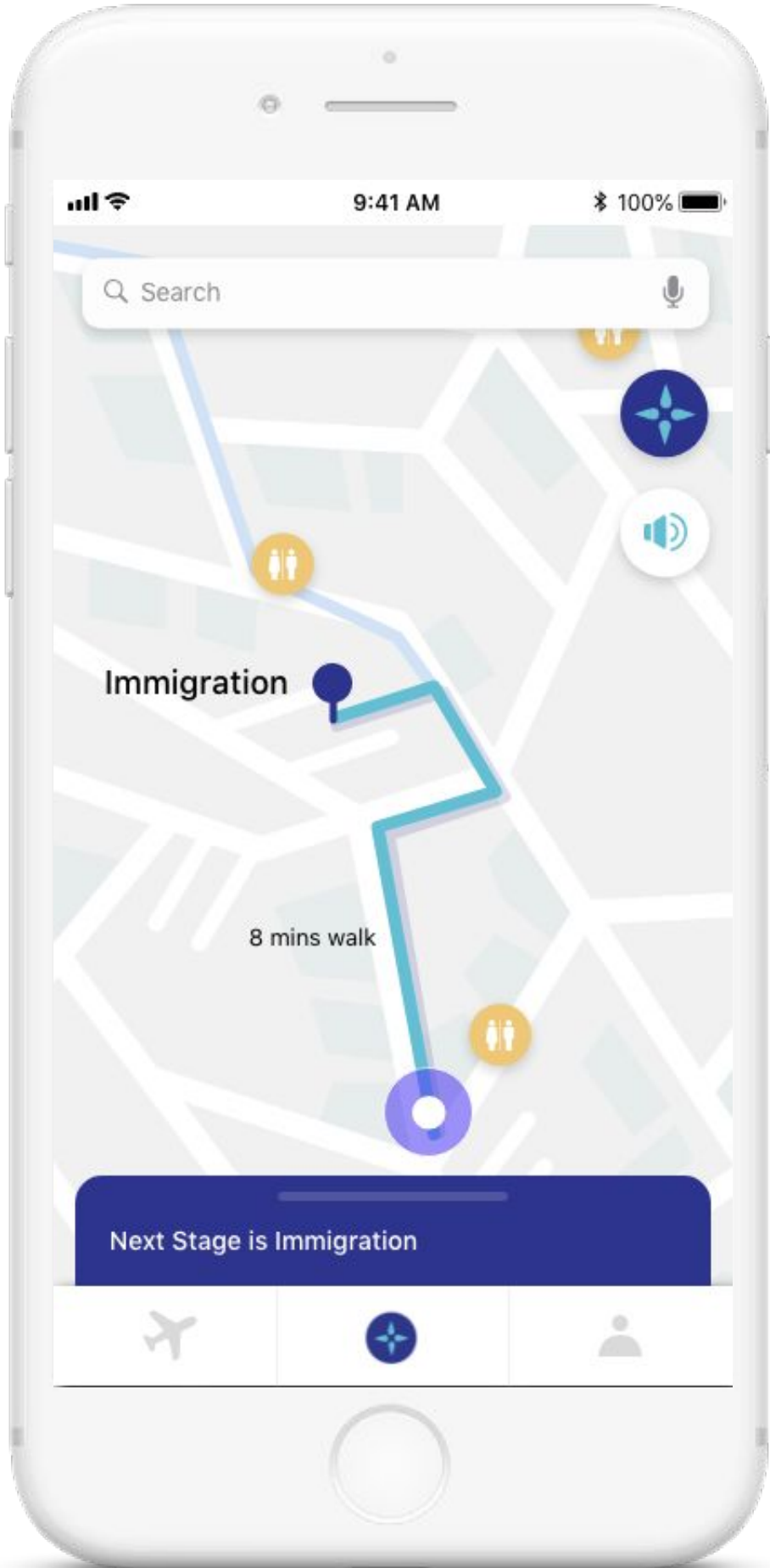


AUDIO RESPONSE

"Please turn right on the next corner"

Voice trigger-Screen Interaction

FOR RESTROOM SCENARIO (VOICE COMMAND)



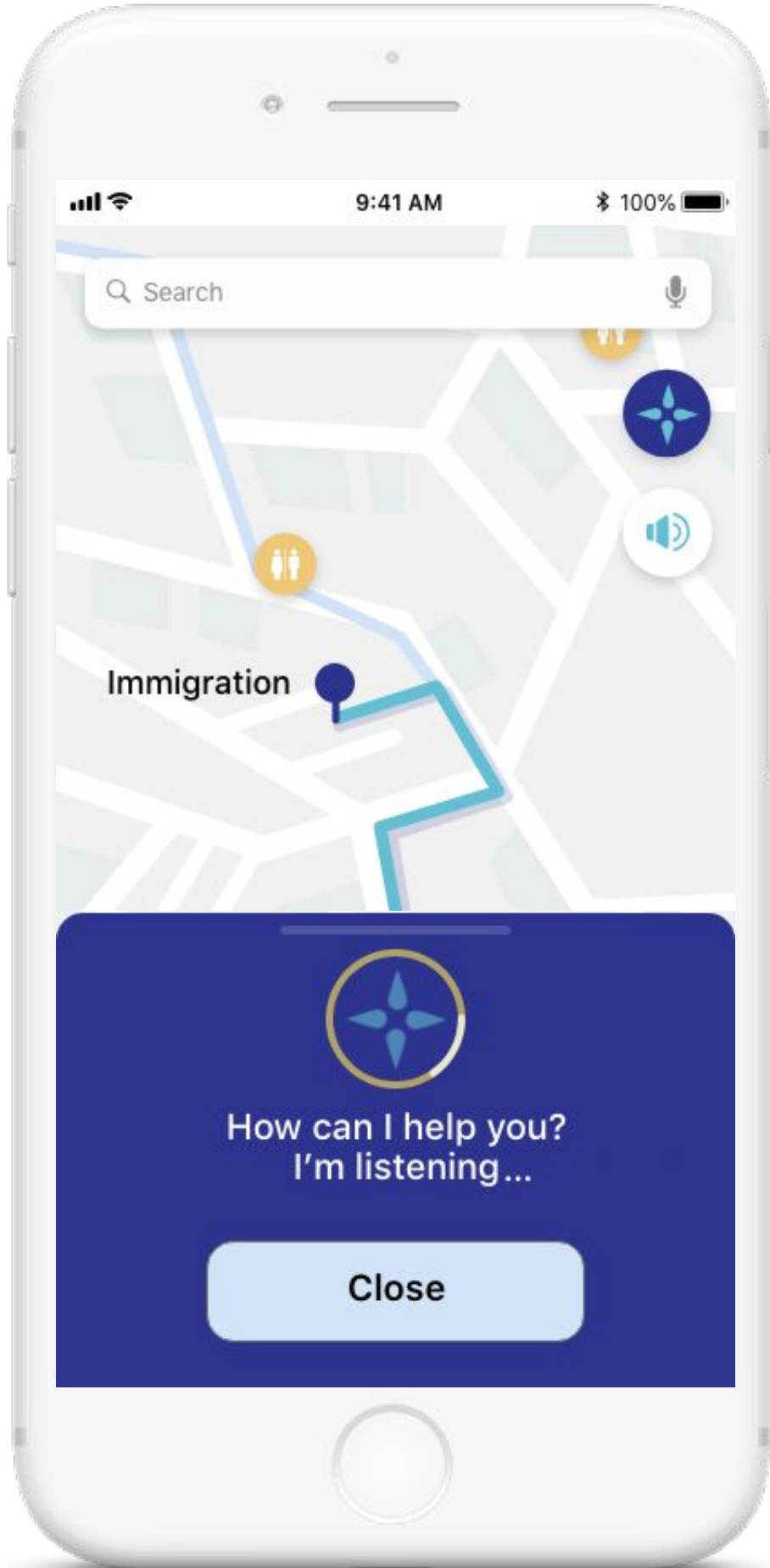
VOICE TRIGGER

“Hey Vindo”



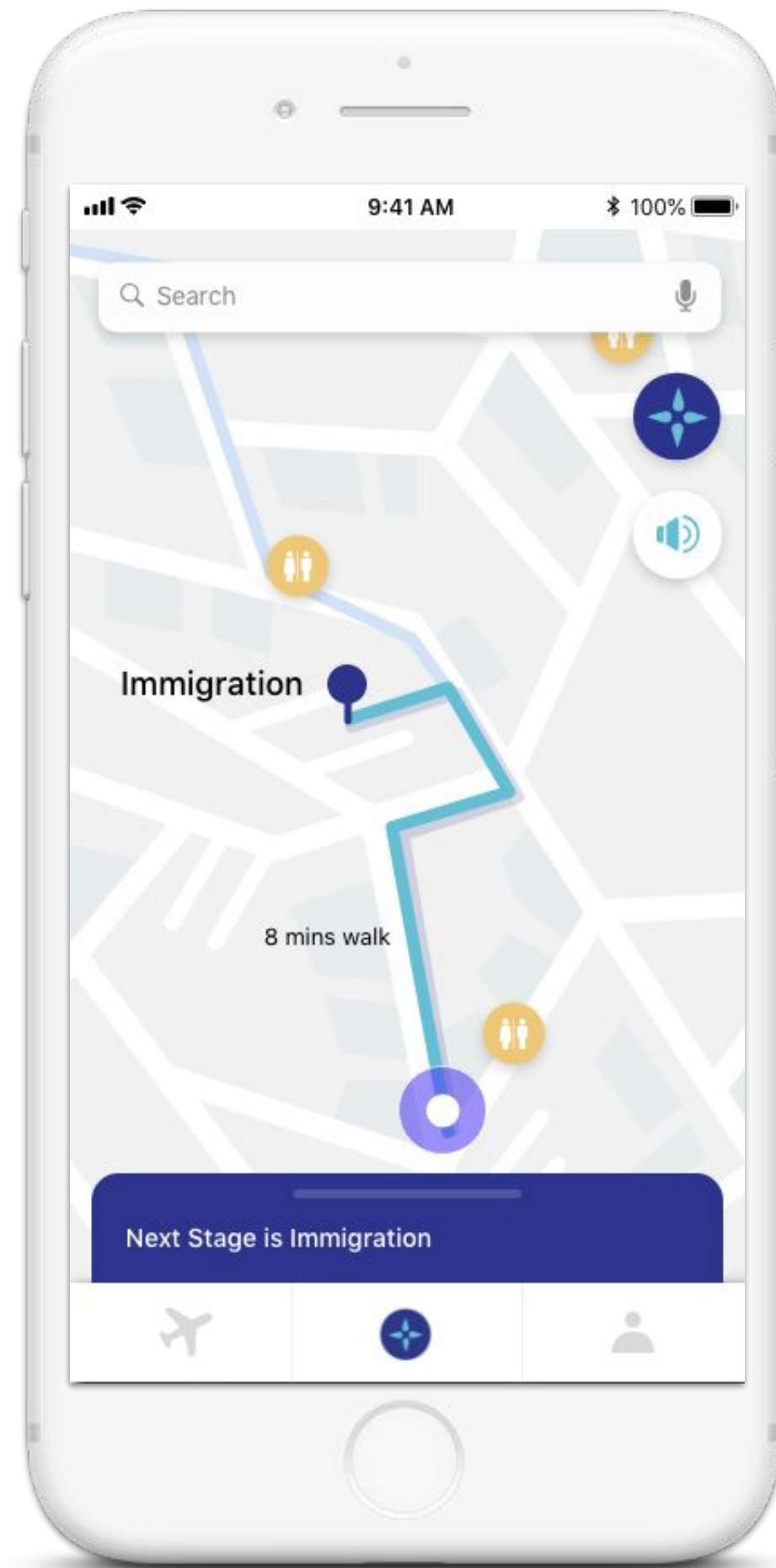
AUDIO RESPONSE

Trigger Sound



Voice and Audio Interaction

FOR RESTROOM SCENARIO (VOICE COMMAND)



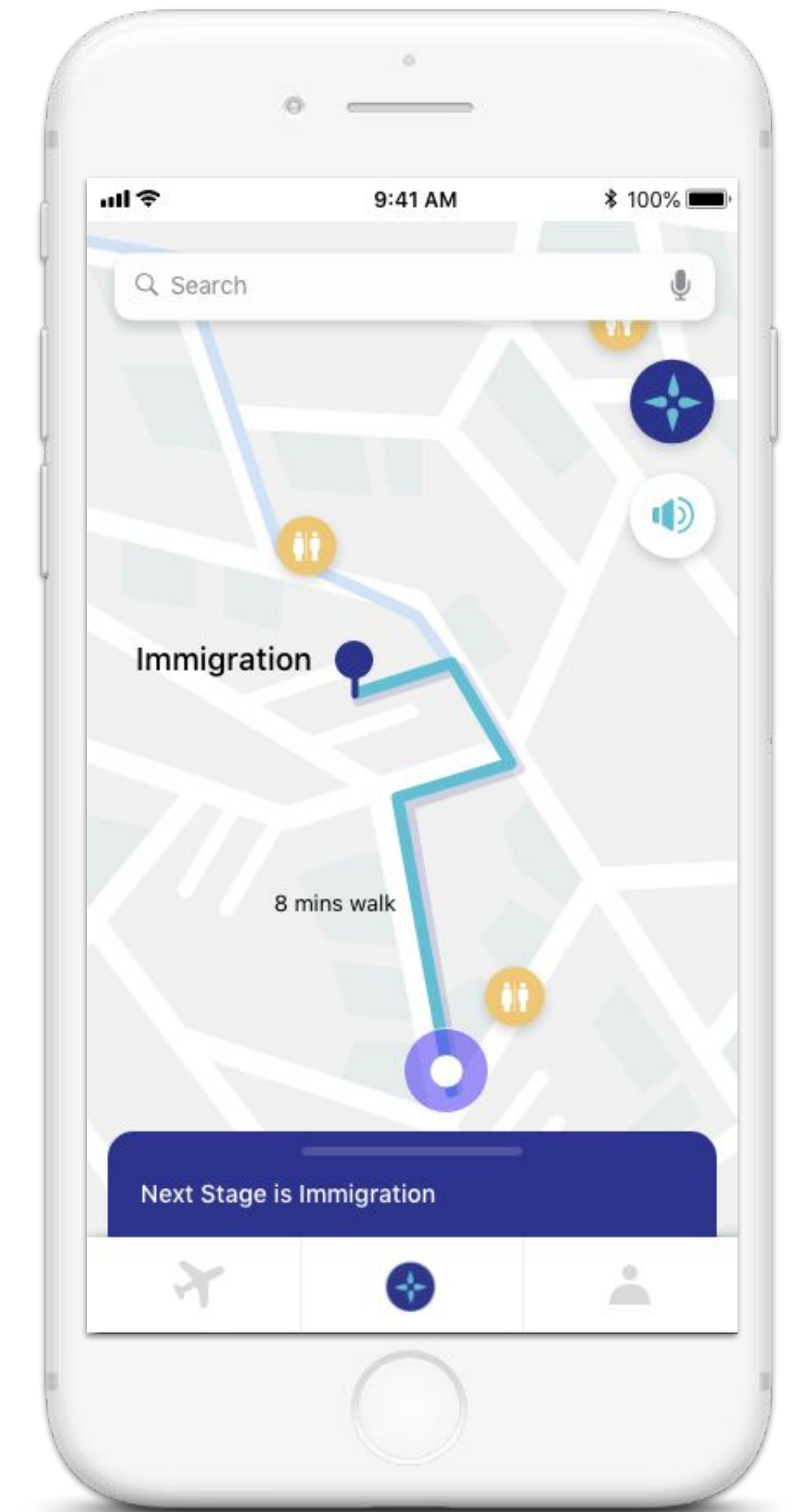
VOICE COMMAND

“Hey Vindo, please take me to the restroom”



AUDIO RESPONSE

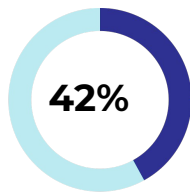
“OK, Please turn right on the next corner”



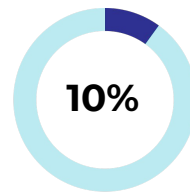
Fear of missing flights, losing luggage, disorientation are just some of the factors that make **Airport Connections and Arrivals** unnecessarily stressful.

Executive Summary

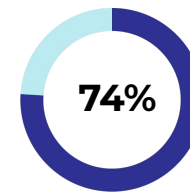
The Facts



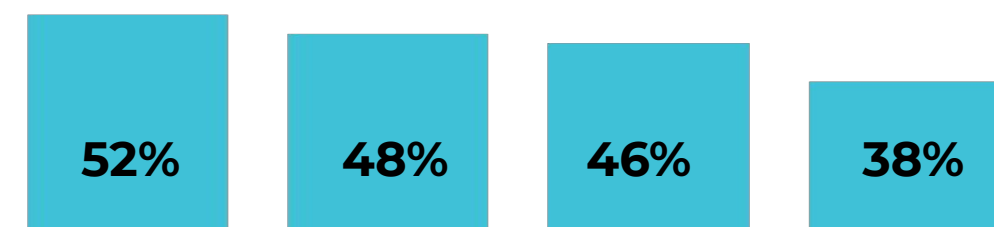
of participants claim that Airports make them feel stressed*



of participants avoid flying as consequence of their stressful experience*



Of participants don't feel well informed during their arrival and connecting experiences



The most stressful stages of their journey.

Research Key Insights



Passengers struggle to find support and other services when they need them.



Passengers feel angst of not knowing if they'll reach their connecting flights



Information Platforms like signage, and Flight Boards are perceived as inconsistent, disperse and inefficient.



Passengers feel often intimidated of interacting with custom agents and airport/ airline staff



Passengers usually feel disoriented about locations and requirements

Market Trends

16%

Is the IT Spend increase during in Airports and Airlines during last 2 years



Self- Service Solutions, Biometric Technology, Waiting Monitoring and wayfinding are the main technology related opportunities to passengers assistance



Check-Ins, Baggage Tracking, Sales and Notifications are the main areas of passenger experience that are being addressed

Opportunity Statement

International travelers want to be better informed and oriented during their airport experiences



VINDO is a Virtual-Assistant that assists passengers on their international connections and arrivals by providing real-time and context-based information. Reducing stress and uncertainty

Our Value Proposition



Confidence

Complete all procedures while being certain of the wait times, distances, locations and requirements.



Convenience

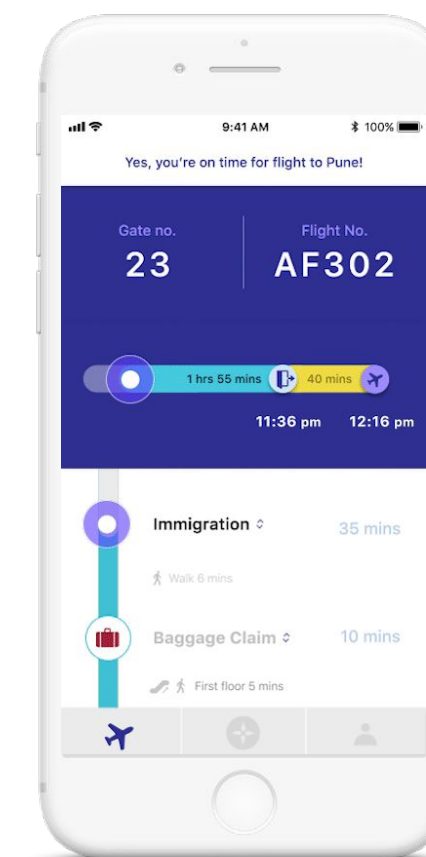
Vindo audio's assistant navigates passengers, keeps them well informed consistently thus saving time and giving a hands-free experience.



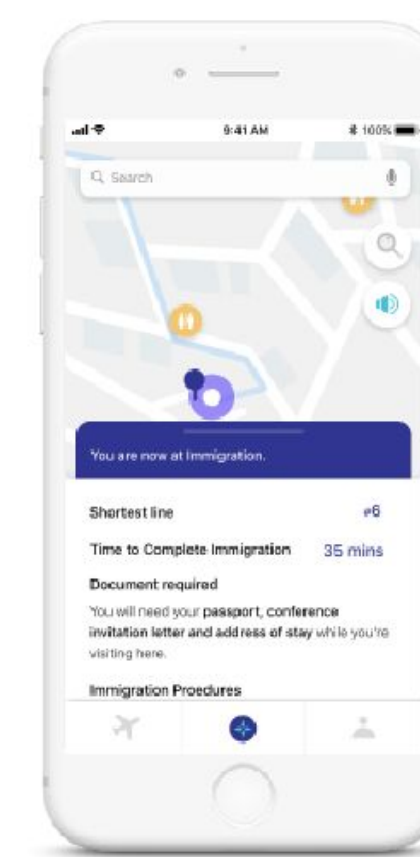
Comfort

Allow user to easily Discover different airport services based on their needs and preferences

Orientation



Audio Assistant & Voice Trigger

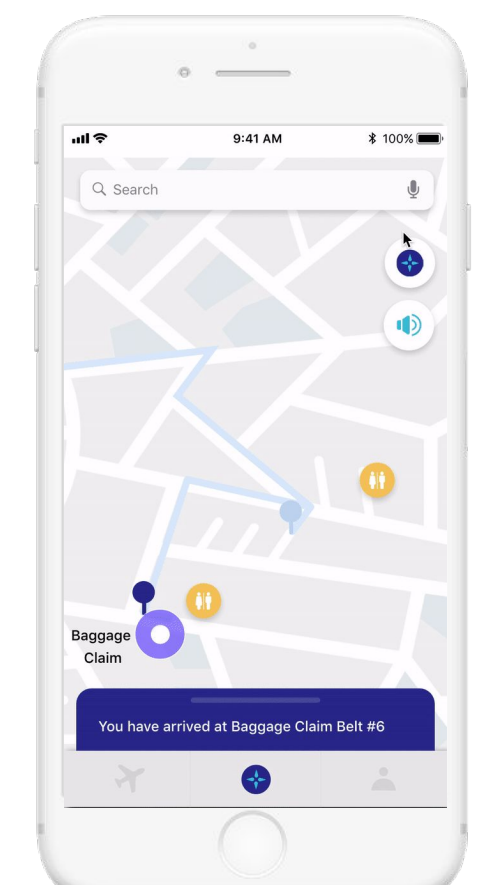


"Line #6 is the fastest line for you."

"Hey Vindo, where's the restroom?"

"Please turn right on the next corner."

Services



*CPP Group. International Passenger Survey, 2011

On-going Prototyping and Design Interactions

User test

Profile Screen

Explore Labels and Categorization

Design and IA

Search Bar

More iteration between different types of interactions.



Yes, you're on time for flight to Paris!

Gate No.
23

Flight No.
AF302



11:38 am - 12:15 pm

Baggage Claim

Track your bags

20/10/2023

Your bags are safe and now in transit from the airport to the baggage belt. They will arrive shortly.

5 mins

Thank-you