

03

E-Screen

Time: 2019.2 - 4

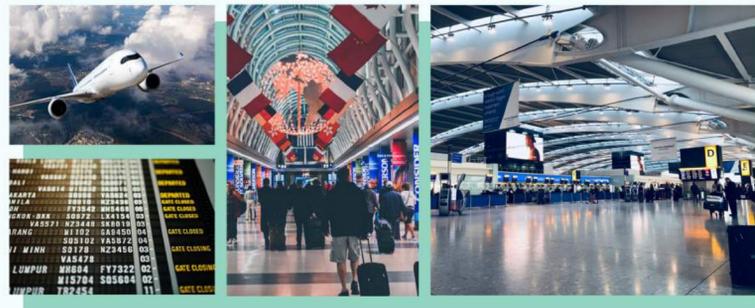
Type: Individual work

This is a digital screen applicable for various styles of airport trolleys which can realize online check-in, flight query and indoor navigation



Background

According to statistics, China will become the world's largest aviation market by 2035, and the number of air travel will reach 7.2 billion. However, with the rapid increase of passenger flow, the traditional check in process has exposed many problems. I want to explore whether there are some ways to optimize passengers' check-in experience.



Interview



— Staff

“ We have to invest a lot of manpower to cope with the rapid increasing of passenger flow. ”

“ An average of 61.3 percentage of passengers on each flight choose to carry baggages . ”



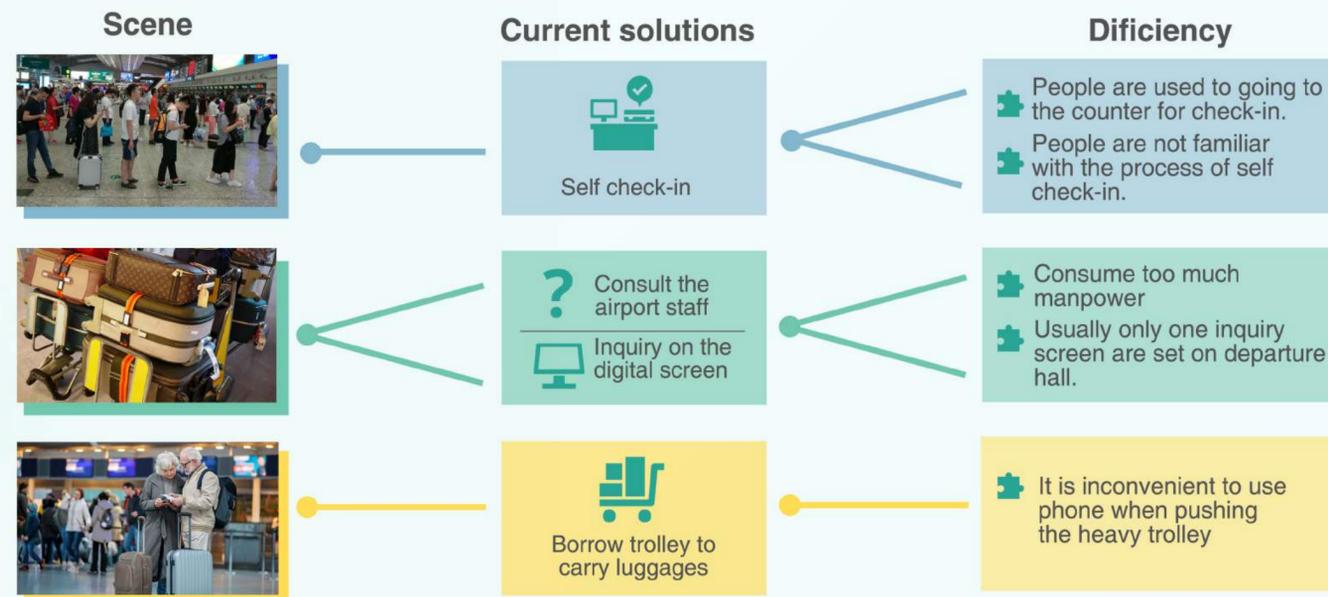
— Passenger

“ I always waste a lot of time queuing in front of the check-in counter. ”

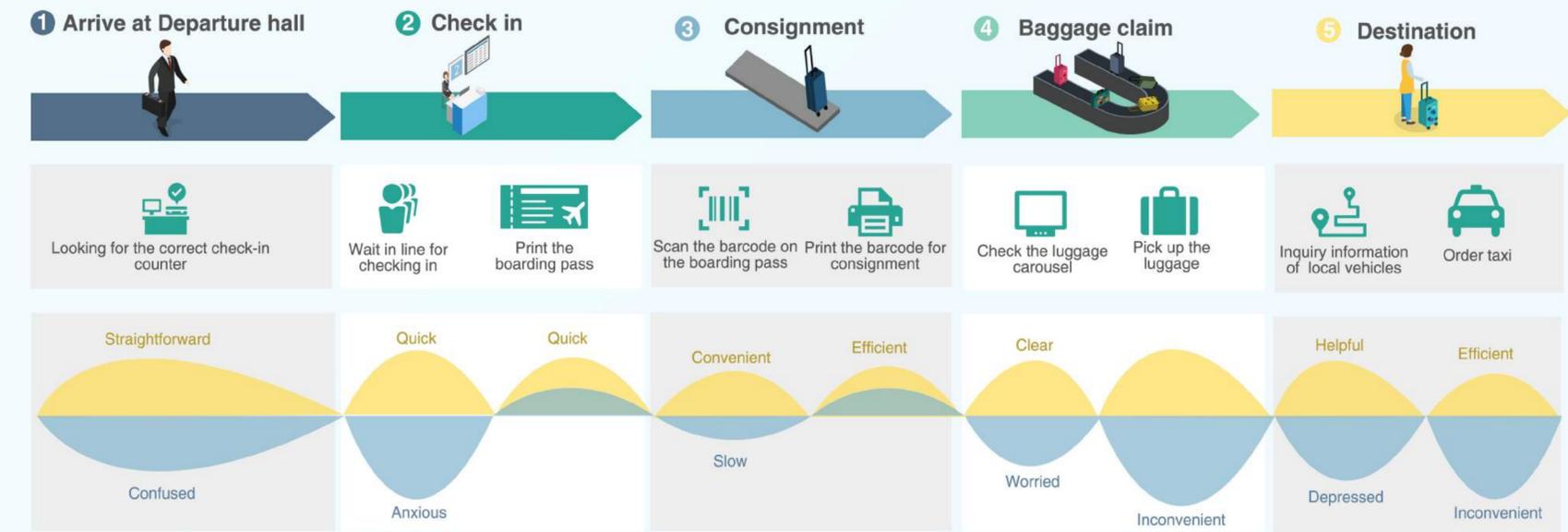
“ I usually feel confused about the ways in airport, especially when I am in a strange airport. ”

Research

Contextual inquiry



User journey



persona



Tracy

- 23
- Graduate student
- Single

Bios

Tracy is currently studying in the United States. She makes an average of 7-8 flights a year, therefore she has been to many airports. On her journey, she has found some problems.

Quotes

"When I arrive at a strange airport, it is usually difficult for me to find the right check-in counter immediately. The signs is confusing and since I usually carry large luggages, I feel exhausted when wandering in the airport to find the counter."

Expectations

- Distinct navigation in the airport
- Quickly find the nearest route to check-in

User experience goal

Simple Clear Nearest Efficient

Quotes

"The most unpleasant part during a flight for me is when I arrive at the airport and go for check-in. Almost every time I find my counter the queue for check-in seems endless. Also, if I had a long time journey, standing with a large pack of luggage for a long time is exhausting."

Expectations

- Save more time during check-in
- Have a more efficient way for consignment

User experience goal

Time-saving Self-help Efficient Pleasant

Jeff

- 50
- Business man
- Married

Bios

Jeff spends more than half of a year for business trip. He has been to more than almost 20 airports around the world. However, the overall experience he had in these airports are not as pleasant as he expected.



Summary

Passengers' needs

- Simple and clear navigation in the airport.
- More efficient check-in way which doesn't take long time to line up.
- Able to check flight information in real-time.

Airport needs

- Reduce manpower consumption
- Increase efficiency and relieve congestion

Competing analysis

Form



Almost all products on the market with navigation and flight information query functions are in the form of **Apps**.

However



When using the airport trolley, people need to control it with both hands. At this moment, if the person uses one hand to operate apps, the trolley will deviate its route because of uneven force, which brings in bad user experience.

Function

 <p>Fei Changzhun is the most well-known travel application in China. It provides passengers with complete information services.</p>	<ul style="list-style-type: none"> Provide real-time information on global flights Support online check-in 	<ul style="list-style-type: none"> Lack of navigation in airports Online check-in function is not applicable to passengers who need to check in
 <p>Baiyun Airport app is the official client launched by Guangzhou Baiyun International Airport, providing authoritative and timely airport information for customers.</p>	<ul style="list-style-type: none"> Provide real-time information on global flights Support navigation in airports 	<ul style="list-style-type: none"> Only support flight info query, but unable to match passengers' flights intelligently. Can only use in Guangzhou Baiyun International airport

Insights



Provide real-time flight information



Simple and clear indoor navigation



More efficient check-in way

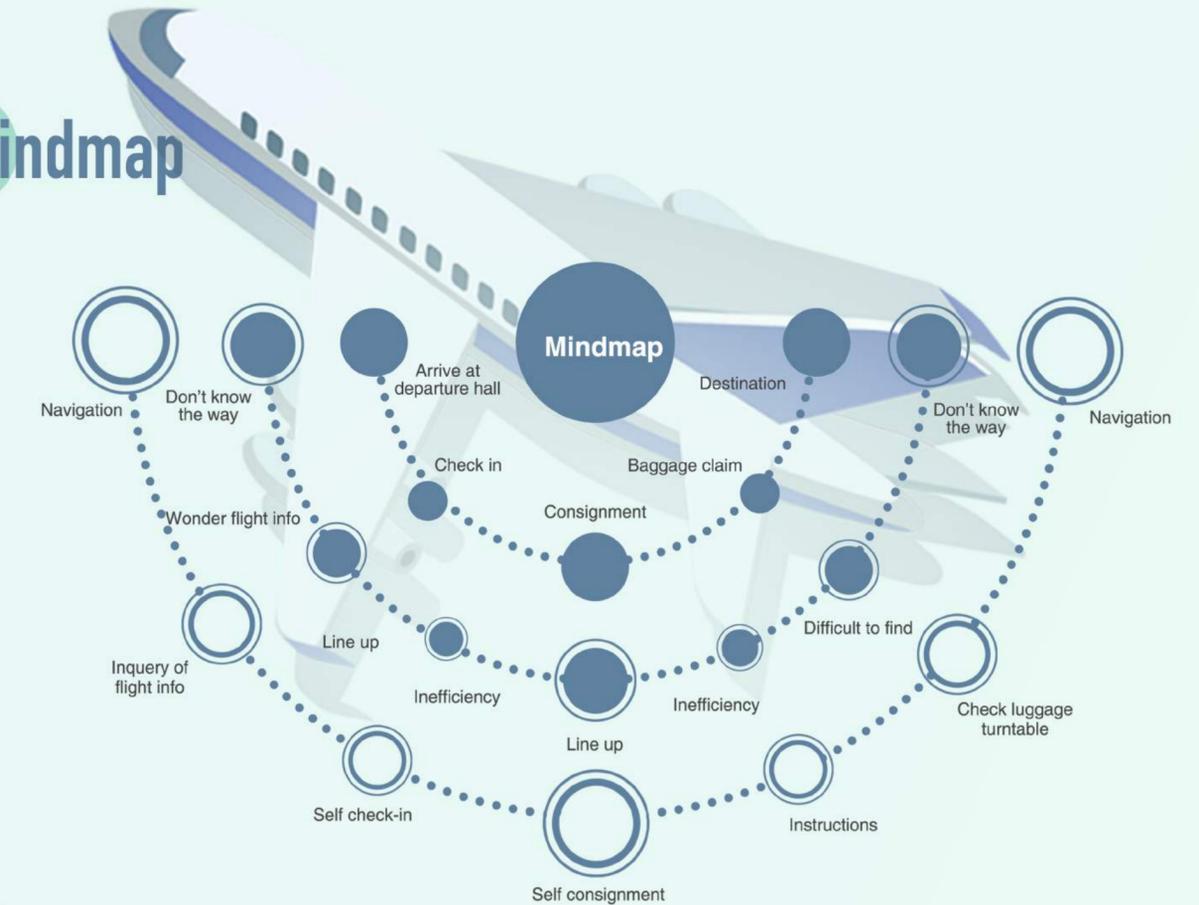


Reduce manpower consumption



Applicable to all airports

Mindmap

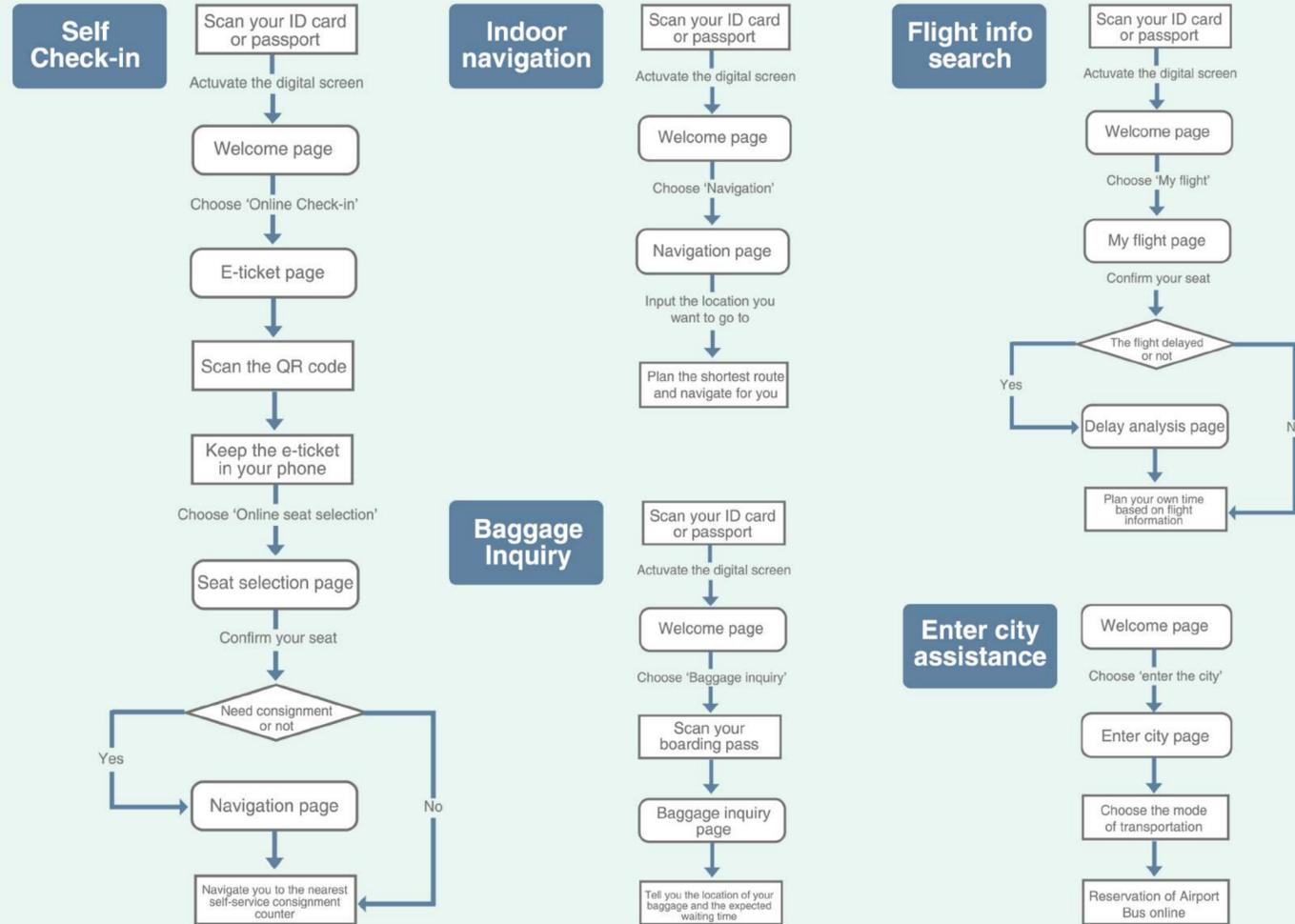


Concept

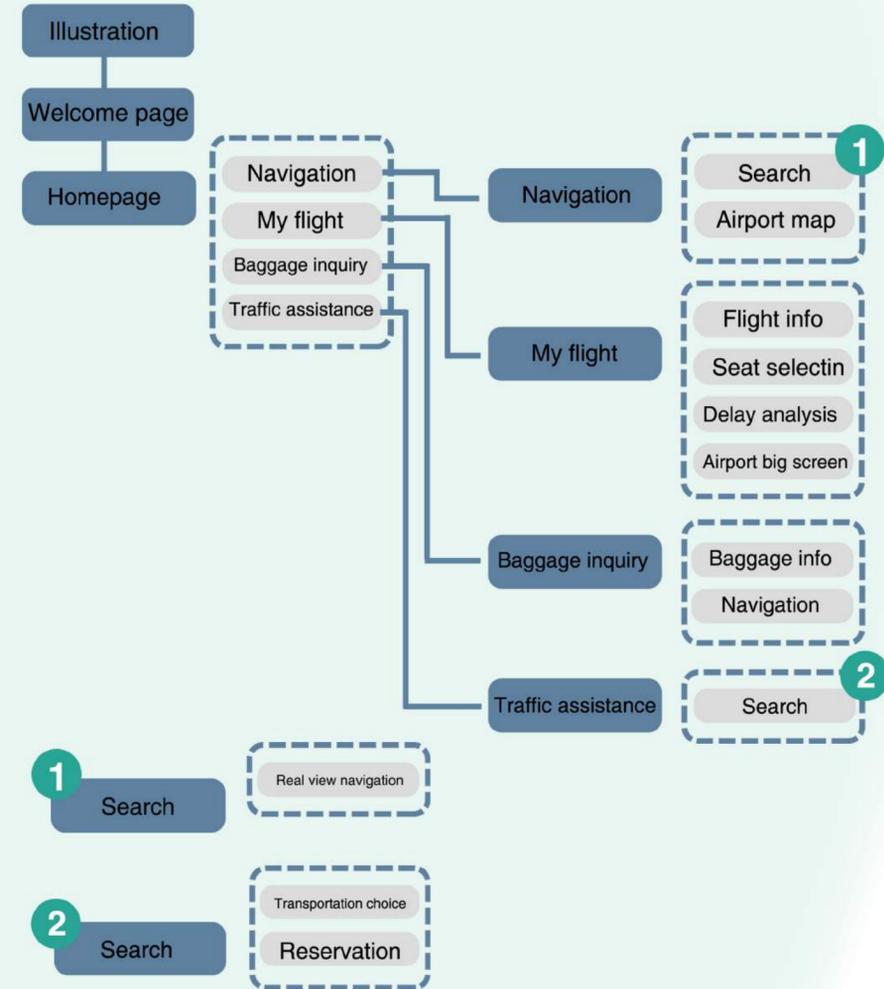


1. Add a digital screen on the airport trolley which not only support touching control, but also support button control.
2. This screen meets passengers' needs like real-time flight query, indoor navigation and self check-in functions.

User flow



Structure



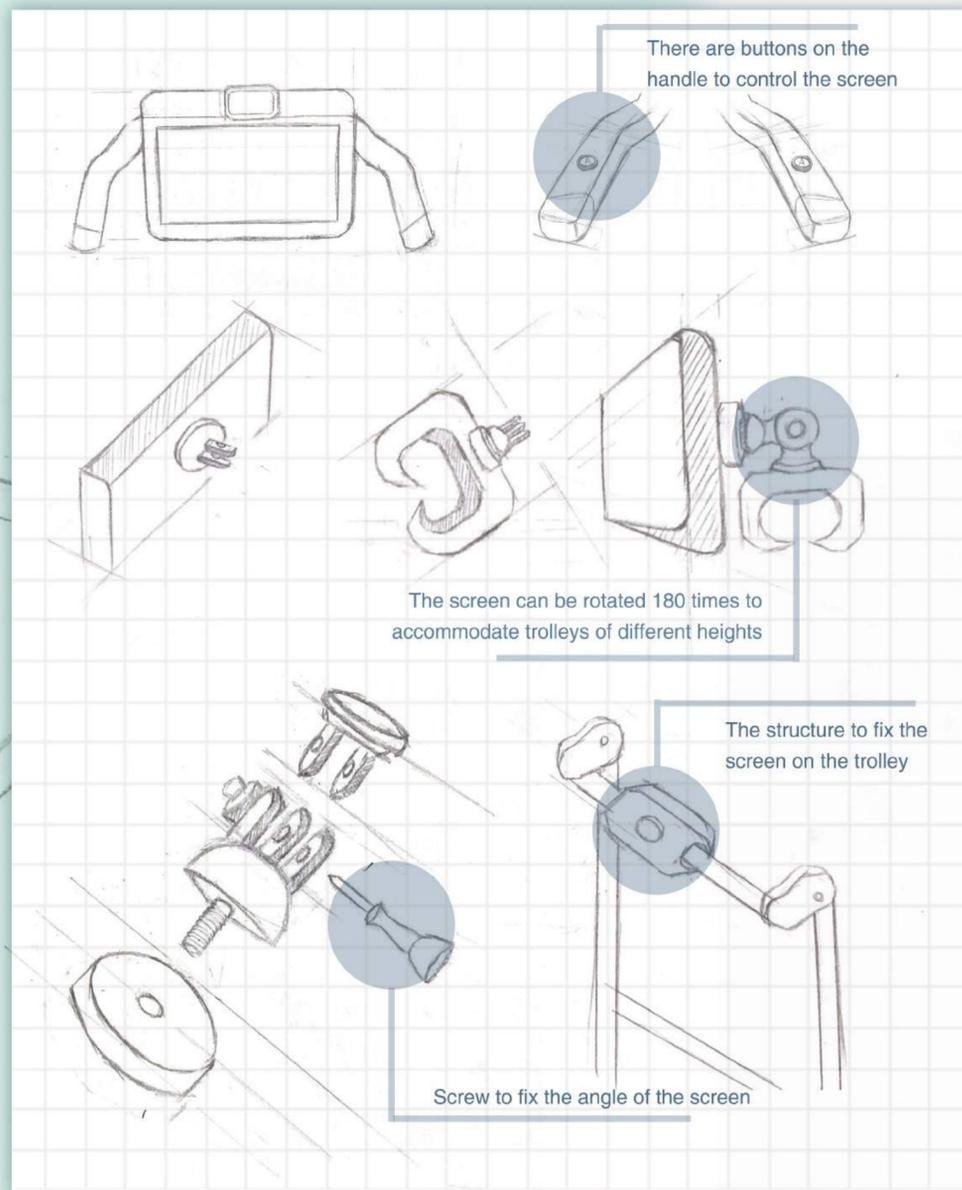
UI design

Flight number	Place of departure	Actual	Terminal	Status
CA3399	CHONGQIN	22:39	T2	ARRIVE
ZH9869	GUANGZHOU	22:52	T2	ARRIVE
CA3399	GUANGZHOU	22:52	T2	ARRIVE
KY9869	GUANGZHOU	23:30	T2	ARRIVE
ZH9385	JIANGNING	23:30	T2	DELAY
JK3472	JIANGNING	23:40	T1	CANCEL

- 1 Homepage
- 2 Navigation page
- 3 Airport screen page
- 4 Self check-in page
- 5 My flight page

Sketches

A digital screen with two handles which allows passengers to use the screen while pushing a trolley in the airport



Models



User scenario

Indoor navigation



Self check-in



Baggage inquiry

