

AIRCONNECT – ENHANCING AIRPORT-PASSENGER INTERACTION

A UI/UX Design Case Study

Project Overview

Objective:

To design a seamless mobile application that enhances passenger experience at airports with real-time updates, intuitive navigation, and AI-powered assistance.

Key Goals:

- Streamline communication between passengers and airport services.
- Improve usability and accessibility with intuitive UI/UX.
- Deliver a responsive and visually appealing mobile solution.

03

Problem

Problem 1

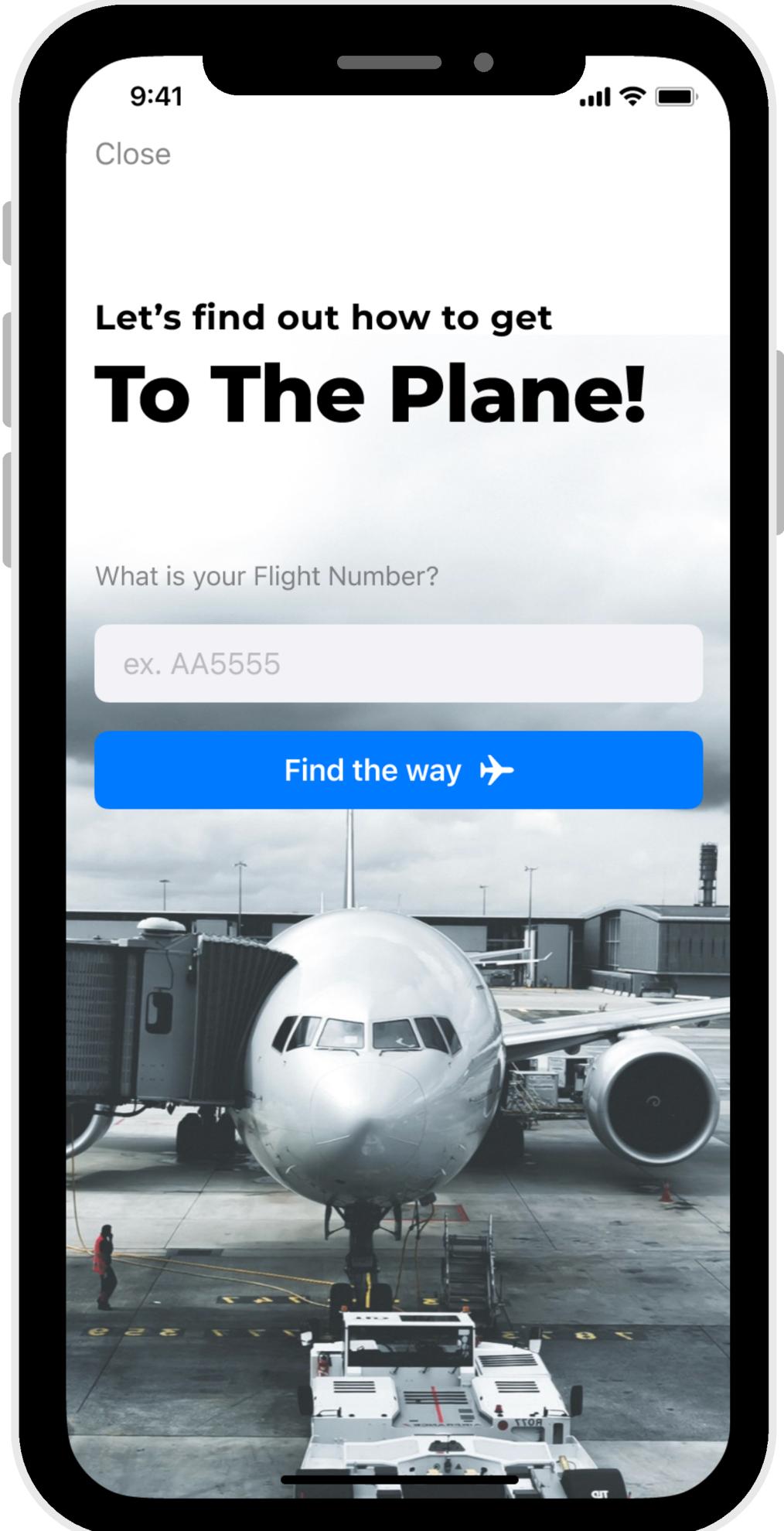
Difficulty accessing real-time flight updates.

Problem 2

Inefficient wayfinding in large airports.

Problem 3

Lack of personalized assistance for passengers.



Ideation & Wireframing

04

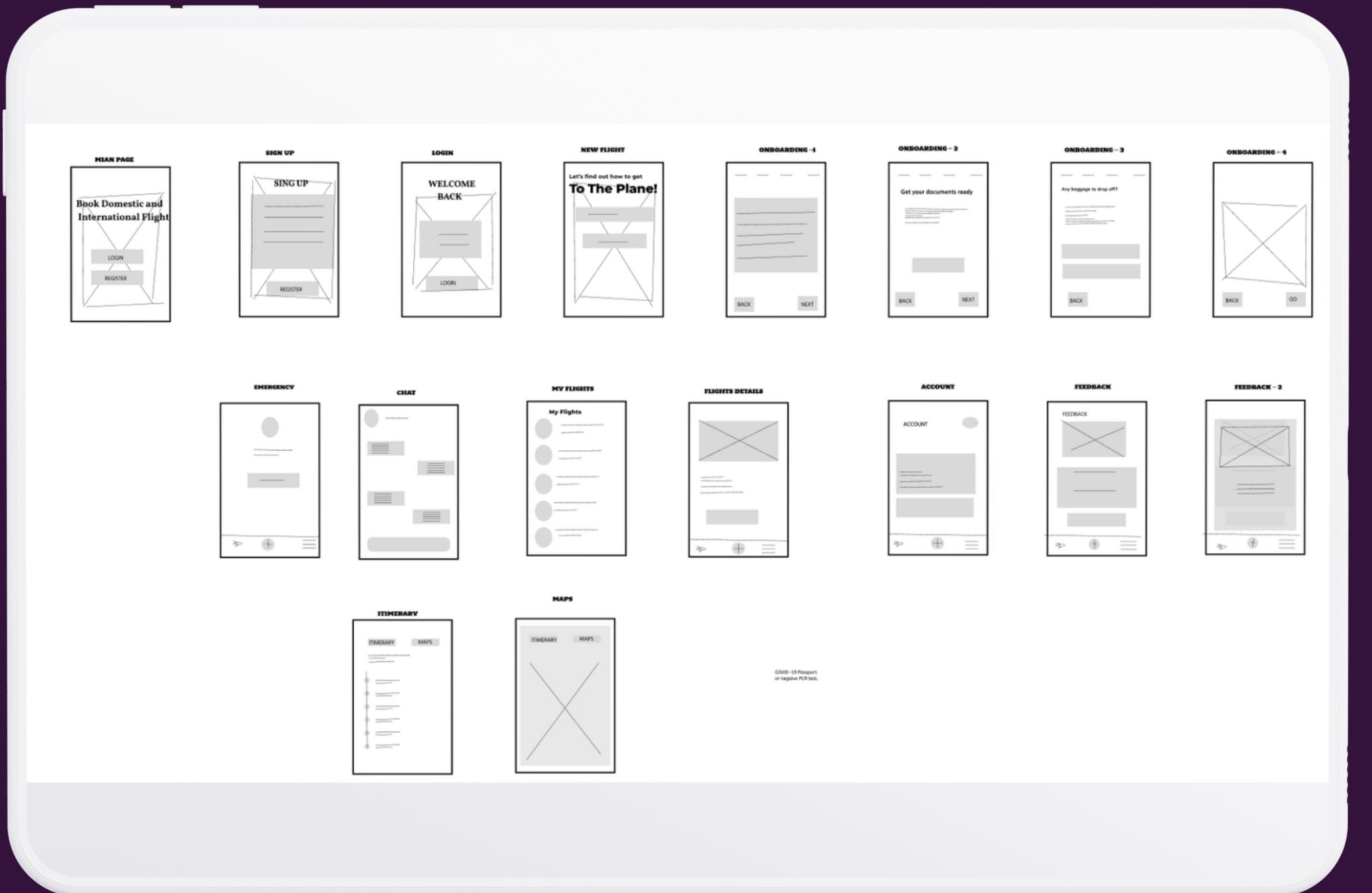
Low-Fidelity Wireframes:

- Created wireframes to outline user flows for flight updates, maps, and AI support.
 - Focused on logical navigation, minimal clicks, and task prioritization.

Wireframe Highlights:

- Easy-to-follow user flows for accessing key features.
 - Navigation bars and action buttons optimized for mobile interaction.

WireFraming



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01

Interactive Wayfinding Maps

Step-by-step navigation.

02

Real-Time Flight Status

Clear and dynamic updates.

03

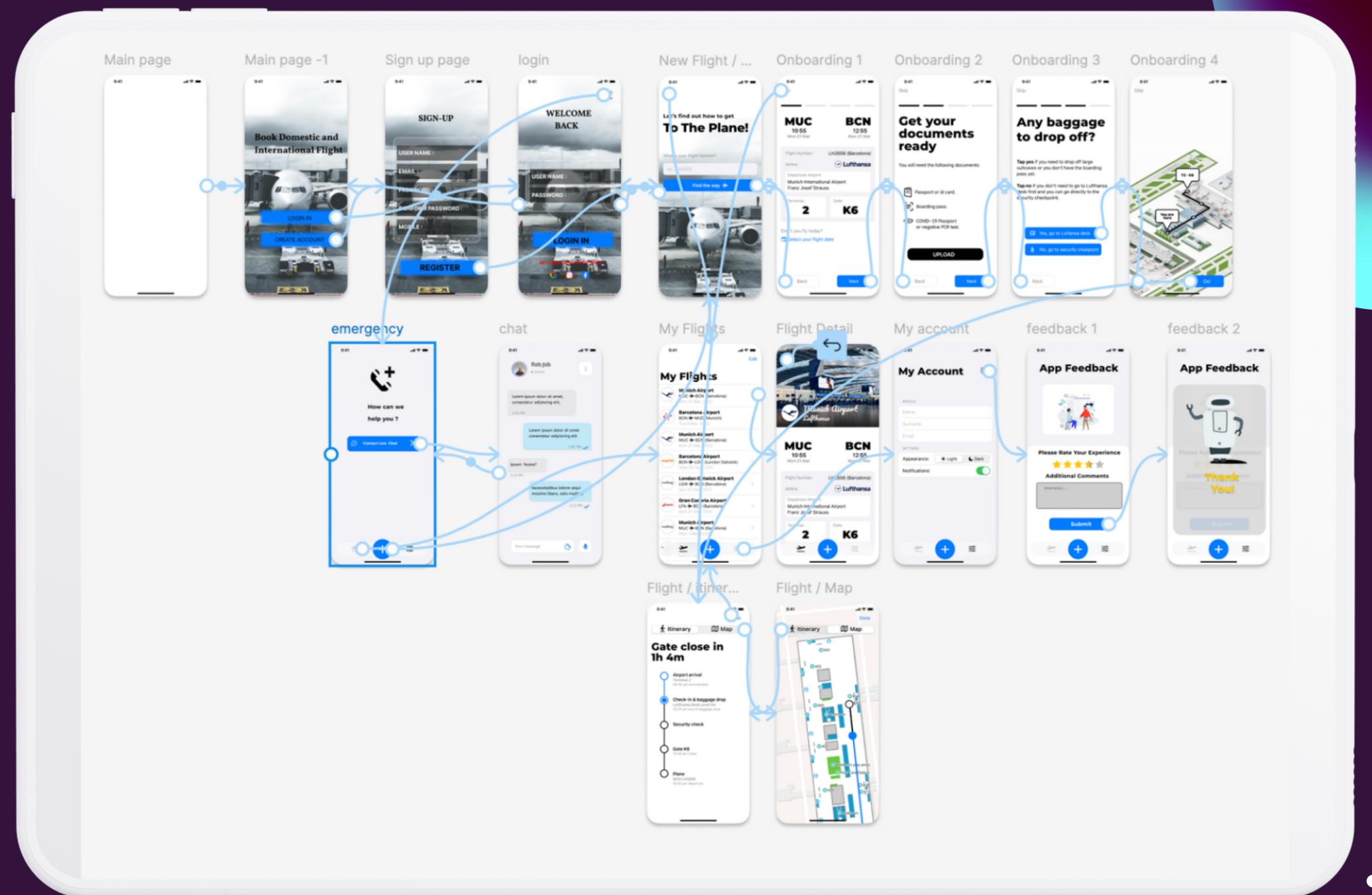
Chatbot Assistance

Instant support with user queries.

High-Fidelity Prototyping



Prototype:



#456576

#88ACBC

#D3DDE9

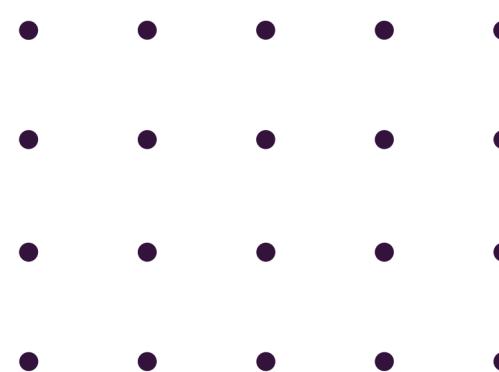
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Color Theory & Design System

Why These Colors?

- Blue shades evoke a sense of trust and calmness, ideal for travelers.
- Neutral grays and black provide balance and ensure readability.
- Subtle tones help maintain a clean, minimalist look, reducing visual clutter.



User Testing & Feedback

Key Findings 1:

Ease of Navigation: Users found flight details and maps intuitive.

Key Findings 2:

AI Assistance: Chatbot made finding answers faster and simpler.

Key Findings 3:

Clarity: High contrast and clean layout improved text readability.

Key Findings 4:

User Engagement: The onboarding process and feedback screens encouraged users to interact and explore app features seamlessly.

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Refinements Made:

01

Enhanced Interactivity

Improved hover effects and button visibility.

02

Optimized Readability:

Adjusted font sizes and spacing to ensure clarity across all screens.

03

Improved Accessibility:

Enhanced color contrasts to accommodate diverse user needs.

Thank You