STEP 1: EMPATHY MAP

ABOUT THE PERSONA

Cabin Crew - Responsible for passenger service and inflight operations

Busy On The Go

Team-Oriented

Time Sensitive

Not Highly Technical

Always on their feet

Customer-Focused

Must appear approachable

Have limited access and space for tools

THINKS AND FEELS

"I keep promising a meal it turns out we are out of"

Seeing remaining stock via real-time inventory tracking will **reduce stress and boost confidence** when serving customers.

"I don't want to feel unprepared during service"

"I hope I don't accidentally tell anyone the wrong information"

"I need a reliable way to know which meals are left so I can focus on serving passengers"

"Trying to juggle memorising meal stock levels alongside my other duties is overwhelming."

"I'm not a cook, nor a meal expert"

HEARS

Passengers: "Do you have vegetarian options available?"

Feedback on service speed / quality

Complaints on unavailable meal options

Passengers: "Am I allowed a second meal?"

Colleagues: "Do we still have more chicken?"

Noisy Surroundings: conversations amongst passengers / announcements / service bells / crying babies

Alerts on dietary requirements or allergies

Ensure the app doesn't overwhelm staff with unnecessary alerts.

SEES

Watching for the seatbelt sign

Passengers needing assistance

Other airlines in the industry adopting more digital tools on board

Impatient Customers

The development of WIFI on board

Discrepancies between inventory counts and actual stock

Colleagues rushing about

Crowded Aisles

Disorganised meal storage

limited workspace and room on flights.

Trouble storing and finding paper tracking sheets

Jane Doe (Cabin Crew)

SAYS AND DOES

Pushes the meal cart down the aisle

Distributes meals to passengers

Moves quickly and efficiently to serve everyone whilst food is hot.

Collects empty trays and disposes of waste.

General good body language: engages with passengers, consistently smiling

"Here's your meal Sir, just as requested"

"Let me check if we have more if that meal for you"

Asks Colleagues

Ensures everyone is following safety procedures.

Shares updates on meal availability with other crew members.

PAINS

Difficulty keeping an accurate record of inventory

Difficulty maintaining a high quality of service, catering towards every passenger's food demands.

Lack of real-time synchronisation / understanding amongst colleagues on stock levels.

Limited time to recount stock of each meal type regularly.

Lack of Confidence in stock levels

Tight cabin spaces

GAINS

An easy-to-use app that updates inventry for all crew onboard in realtime.

An understanding of meal stock levels at a glance

Simple UI

Better collaboration between crew members

Automated alerts for low-stock items

Happier passengers due to better meal communication

Data Insights to better plan for future flights.
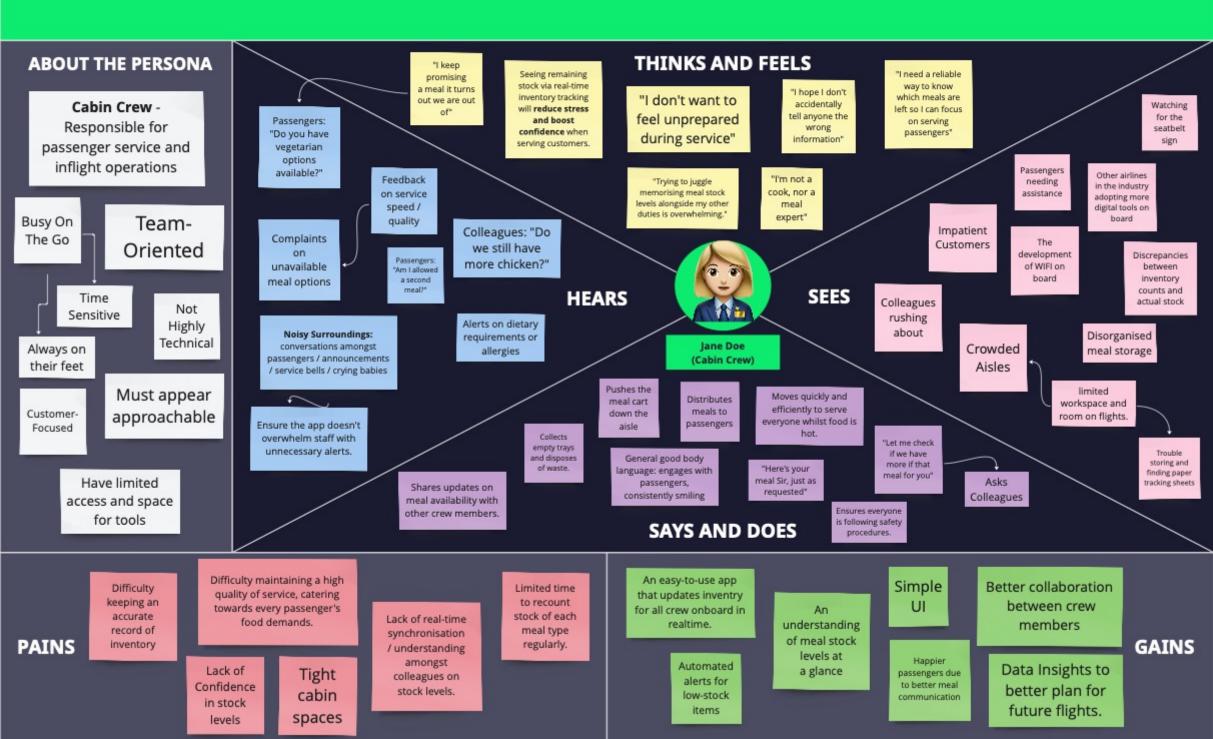
STEP 2: SYNTHESISE FINDINGS INTO APP REQUIREMENTS

FUNCTIONAL REQUIREMENTS

HIGH
The app must have the ability to add and delete meal inventory

HIGH
The app displays current meal counts.

MEDIUM
The app must highlight low stock levels.

HIGH
The app must allow users to undo changes

MEDIUM
The app should give users the chance to report issues / leave feedback

LOW
The app should have charts (e.g. pie chart) to visualise stock levels

HIGH
The app should allow the user to gain insights into inventory quickly / at a glance

HIGH
The app must have the ability for users to enter their flight, so that the correct meals are shown.

MEDIUM
The app should support multiple language to cater for cabin crew worldwide.

LOW
The app should allow users to enter a passengers first choice meal, in order to track demand.

NON-FUNCTIONAL REQUIREMENTS

HIGH
The app must update inventory data for all crew on board instantly after a user input

MEDIUM
The app must be able to handle up to 15 concurrent users

HIGH
The app should be fit for iPhones.

LOW
The app must be accessible (adhere to WCAG 2.1 guidelines).

HIGH
Only authorised users should have access to the app.

HIGH
The app must be able to handle increased user activity during peak meal service times.

MEDIUM
The app interface should require no more than 20 minutes training for new users.

HIGH
The app must have navigation between key functions (e.g. viewing inventory / updating stock)

HIGH
The app must run offline, due to unreliable WIFI in the sky.

LOW
The app should allow for user updates to only need a few seconds of the user's time.

REQUIREMENT PRIORITY

HIGH
A basic feature required for the app. Without this, the app doesn't serve its initial purpose.

MEDIUM
A feature the app should have to enhance its usability, security and more. - These are the best practices we should apply when developing.

LOW
A 'nice to have' requirement of the app, which'll bring further insights and benefits to the company.

POV:
Cabin Crew need a streamlined inflight meal inventory tracking process to reduce errors and improve customer service.

STEP 3: FORM A NOW, NEXT & LATER FOR SPRINT PLANING

NOW ⏱️

Create an app for iPhones (cabin crew work phones) which is accessible offline

The app must show current inventory stock levels for meals on board, with the ability to add and delete stock

The app must have a log in page to keep its data secure.

The app must allow crew to change which flight they're looking at.

The app must have buttons to navigate it.

The app must be scalable to be used concurrently on board, and at peak meal times.

NEXT 🚀

Implement visualisations / use of colour to make the app more user-friendly, and easier to gain insights quickly.

Add the chance for users to give feedback, or report any issues they're facing.

Increase the apps inclusivity by catering for multiple languages - Add a 'Select Language' field to the login page

Plan a short training session to present the app to stakeholders.

LATER 🎯

Generate the ability to log customers first choice meals vs their actual meal (this'll allow the company to understand and forecast demand, making better choices about which meals to stock, minimising waste)

Add more visualisations to the app to give it more of a dashboard view, which can then be viewed and analysed by catering teams.

Further enhance inclusivity by making the app accessible to the few crew members who may be visually impaired (e.g., colour blind friendly colour scheme).

Minimal Viable Product (MVP):

A basic, inventory tracking app that allows authorised users to view and edit real-time meal stock levels on a flight of their choice.

Future Iterations (Sprints):

Adding more usability and interactive elements to the app, as well as the wider goal of using it to populate datasets and hence analyse and forecast demand.