4.1 Brainstorm

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Title

SFO Airport Calling System

Description of target users

The target users are travelers with flight plans such as travelers who drive to the airport, senior citizens, people with difficulty in seeing, and Lyft/Uber drivers. When these users want to get information about a flight or the airport, they can call to get the information they need without the need for internet or typing. Senior citizens would prefer this service since they might find an online application harder to use. The Lyft and Uber drivers could also retrieve information when they are driving on how crowded the airport is, so that they can better plan their schedule for picking up a passenger. People with difficulty in seeing would also use this service since it does not require any visual interaction to obtain the information.

Description of target context

Catching a flight is the most stressful task. When people are hurrying to the airport, it could be hard for them to retrieve information about their flights if they are driving or don't have access to the internet. A VUI system of the airport can help resolve the problem by allowing the users to get the information they need hands free.

Six Design Ideas:

1. Check in for a flight by calling
2. Check the flight status by calling (Gate information, Delay or not, etc)
3. Check whether the airport drop-off or pick-up area is crowded
4. Check the status of the airport parking lot by calling
5. Check the passenger volume in security check by calling
6. Check the weather condition of the destination by calling