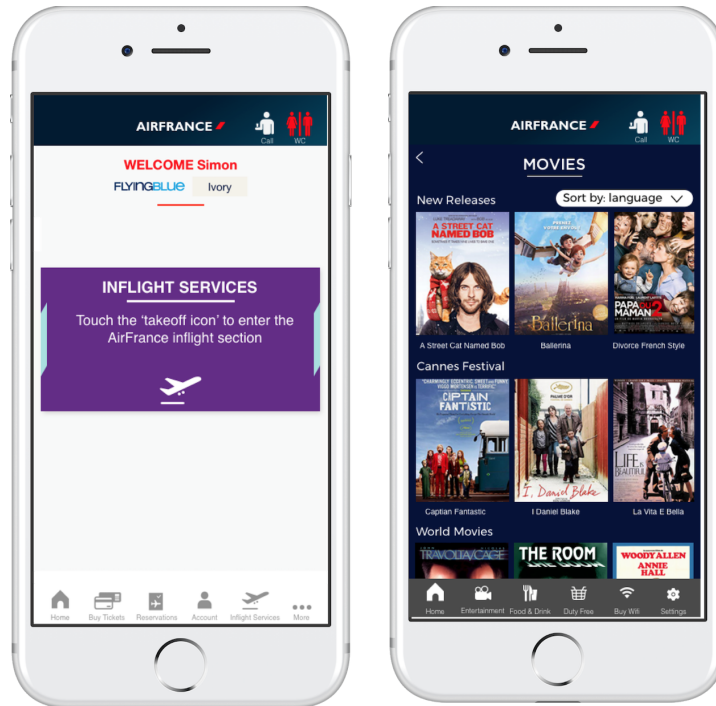


# AIRFRANCE

*Enhancing the in-flight services experience through an app*



*Date: April 2017, Client: Air France/General Assembly, Service: UX Design*

## INTRODUCTION

Air France, stylised as AIR FRANCE, is the French flagship carrier - serving 36 destinations in France and operates scheduled passenger and cargo services to 168 destinations in 93 countries.

## **THE BRIEF**

Integrate Air France's current, in-flight services into a mobile first, responsive website or a native mobile or tablet application.

## **TOOLS AND TECHNIQUES**

Feature Comparisons, Surveys, User Interviews, Personas and User Journeys, MoSCow Method, Design Workshops, Paper Prototyping, Wireframing in Sketch, Prototyping in Marvel and InVision, User Testing, Design Specifications.

## **APPROACH**

### **COMPETITOR ANALYSIS**

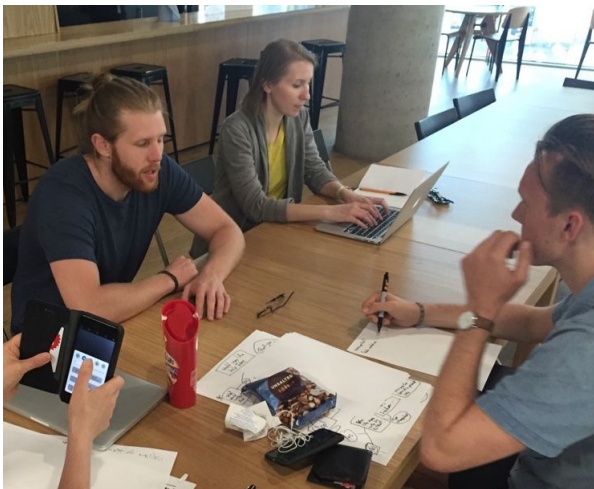
The first things we wanted to understand was the current market space and how Air France's competitors had enhanced In-flight entertainment using apps. As it happened any app offerings from competitor airlines were quite limited in the services they support.

### **SURVEYS**

We also learnt early on through online surveys that mobile is by far the most used device on flights, followed by laptop, tablet and eReader. This was already hinting at the kind of device we should be designing for (mobile first).

## USER INTERVIEWS

We wanted to interview a number of users from different backgrounds and with different goals and reasons for flying. We were ideally after those that had flown recently so we could learn about their varied experiences while they were fresh in their heads. A contextual study would have been preferred but practicalities and budget didn't allow this.



Early on in the interview process two things became clear. Firstly, you have short haul and long haul flights and flyers have lower expectations and higher tolerances of poor in-flight services when on short haul flights compared to longer haul flights where a number of irritants or inconveniences can have a compound negative affect on mood over the flight.

The other thing that emerged was the bulk of our flyers fell into two main categories of flyers and each of these categories has different needs. These categories were the casual holiday maker, and the business flyer.

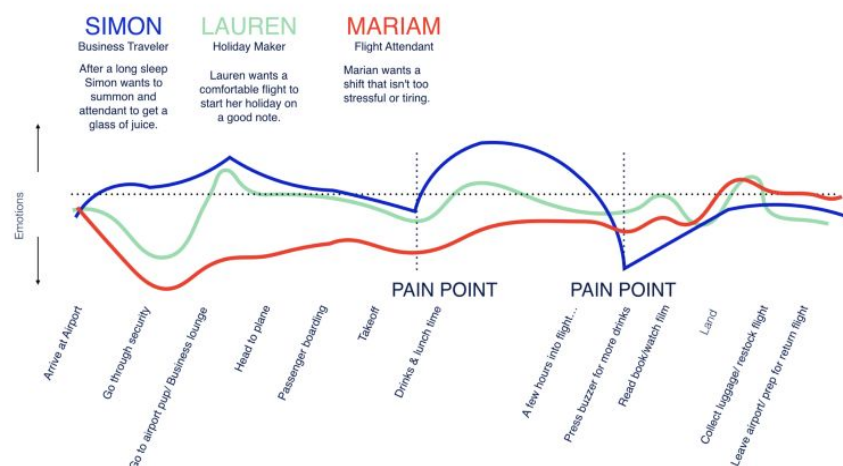
We also arranged interviews with number of flight attendants, recognising how integral they are to the user experiences of the flyers (as raised by our earlier interviews with flyers).

## PERSONAS

We created three personas - one for the casual holiday flyer, one for the business flyer and one for the flight attendant. It's worth pointing out some of the key differences between the needs and goals section of the business flyer and the casual flyer. The business flyer needs swift transport to and from airports, a good working environment in the airports and on flights, and the ability to manage jet lag effectively (i.e. A good sleeping environment). The holiday flyer on the other hand needs an interesting movie selection, an easy to browse movie selection and food she can trust. The persona for the flight attendant needs to carry out their flight services without being overtired so managing their sleep before flying was important.

## USER JOURNEYS

Following the personas we created a three layer user journey experience map of a mid to long haul flight. Interestingly this revealed some shared/common pain points in the flight experience.



We ran a prioritization and estimation session to decide what problems to focus on. These were improving the food and drinks service, improving the entertainment service and improving the summoning of an attendant.



## **DESIGNS, PROTOTYPES AND USER TESTING**

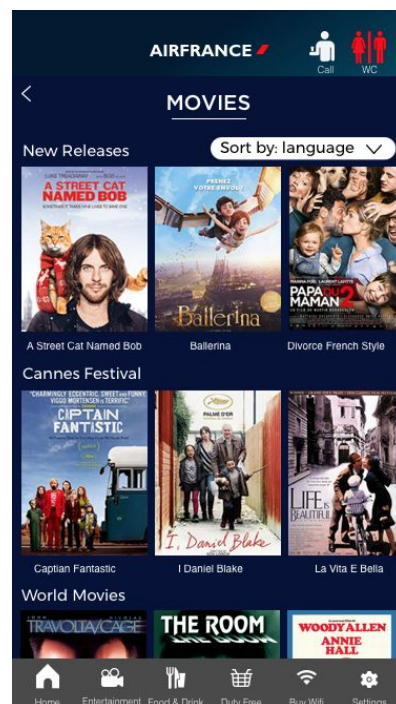
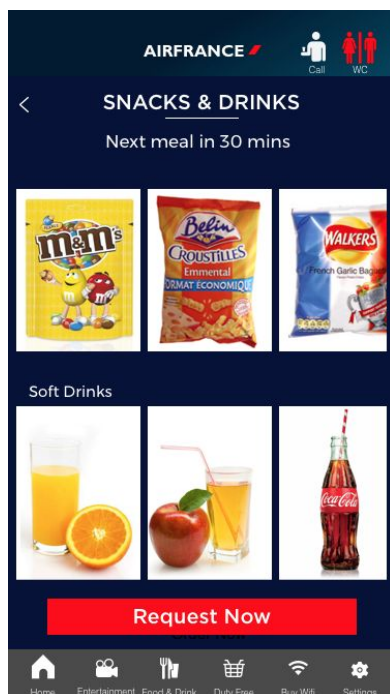
From early in-flight app sketches and paper prototypes we kept returning to our two types of flyers for testing - observing them as we set them scenarios like ordering and paying for additional drinks and snacks. Through iteratively stepping up the fidelity we would go through the process of design, prototype and test on users - going through between one and two iterations a day with user testing taking up the bulk of the time.

An area of our designs that we kept revisiting was getting the information architecture and taxonomy right such as having a 'Menu' category and a 'Snacks & Drinks' category side by side which confused users with them commenting that Snacks & Drinks are part of a menu. We responded by relabelling to 'Meals' and 'Snacks & Drinks' in later designs.

Another example was when pre-ordering meals, after selecting a meal there was a button labelled 'Order' but some users were expecting the meal to be delivered imminently which was not the case due to the fixed serving times on the flight. This resulted in us relabelling this button to 'Pre-order'

The final designs we delivered included features such as ordering additional drinks and snacks directly from the app (and paying for them digitally) and also to select content (TV/Movies) to watch via the app and then play that selected content on the built-in screen embedded into the backs of the seats in front of the passenger.

There was also the ability to order and purchase duty free items from the app,





Another notable feature was to summon an attendant via the app (this was more for accessibility purposes because some flyers, especially the elderly ones, had expressed that they often struggled to reach the flight attendant call button).

## **DELIVERABLES**

### **DESIGN SPECIFICATION**

Personas, User Flows, Site overview diagrams, Wireframes and Mockups, Styleguide, high fidelity prototype

### **PROJECT PRESENTATION**

Insights that led to the solution, sketches and proof of the ideation process, proof of multiple design iterations, key screens and concepts

## **NEXT STEPS**

With more time we would like to have explored the following:

- i) How to integrate this app with an app used by the crew.
- ii) Expand on other features we had to drop due to time constraints (e.g. playlisting movies for a flight long before you depart).
- iii) Explore cultural considerations such as a clear indication that meals and snacks meet various cultural and religious requirements.