

UNTETHERED

ALEX CHANG MICHAEL GRAZEWSKI SHIYA LIANG IRENE MA CHASE CHENHUNG WU



ANXIETY



CONFUSION



FRUSTRATION



STRESS



**PHYSICAL
MILESTONE**

**SOURCE OF
FLIGHT UPDATES**

**PLACE OF
SERVICE**



RESTAURANTS

FAR
FROM
GATE

PLAY
AREAS

SHOPS

POWER
OUTLETS

DESIGN QUESTION

How can we empower passengers to physically and mentally untether from their gates?



EMPOWERING

INSPIRES CONFIDENCE

DESIGN PRINCIPLES

CONTEXTUAL

PERSONALIZED

EMPOWERING

INSPIRES CONFIDENCE

DESIGN PRINCIPLES

CONTEXTUAL

PERSONALIZED

CONTEXTUAL

EMPOWERING

DESIGN PRINCIPLES

PERSONALIZED

INSPIRES CONFIDENCE

EMPOWERING

INSPIRES CONFIDENCE

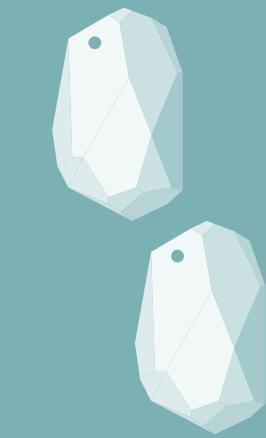
DESIGN PRINCIPLES

CONTEXTUAL

PERSONALIZED



Indoor
Map API



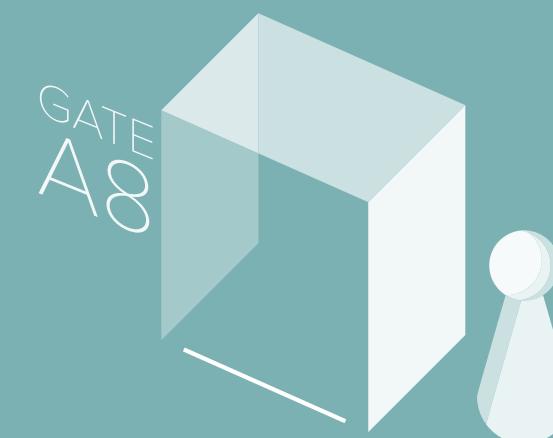
Beacon
Location



Airport
System

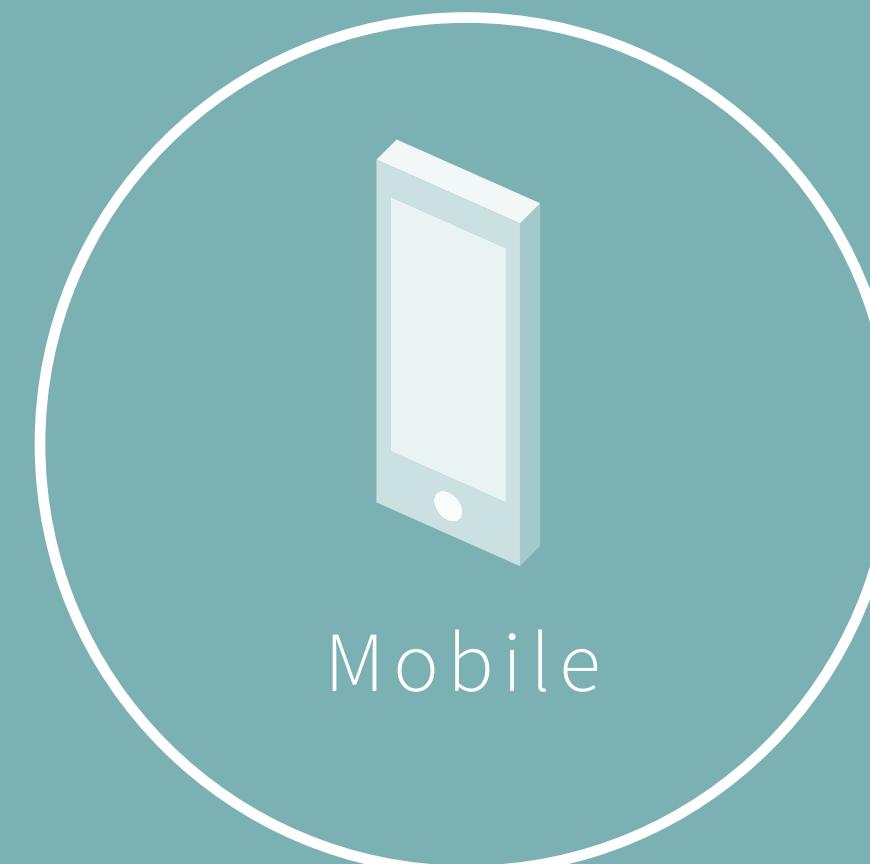


Airline
System

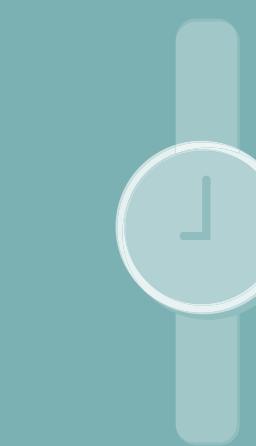


Gate
& Staff

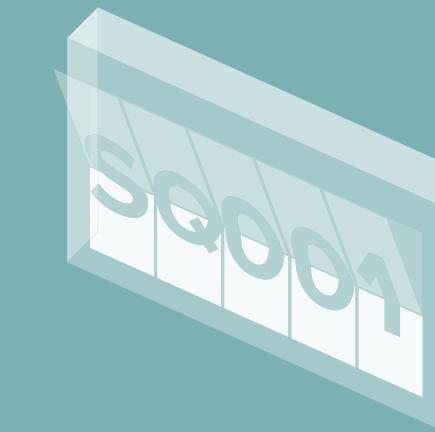
skylark



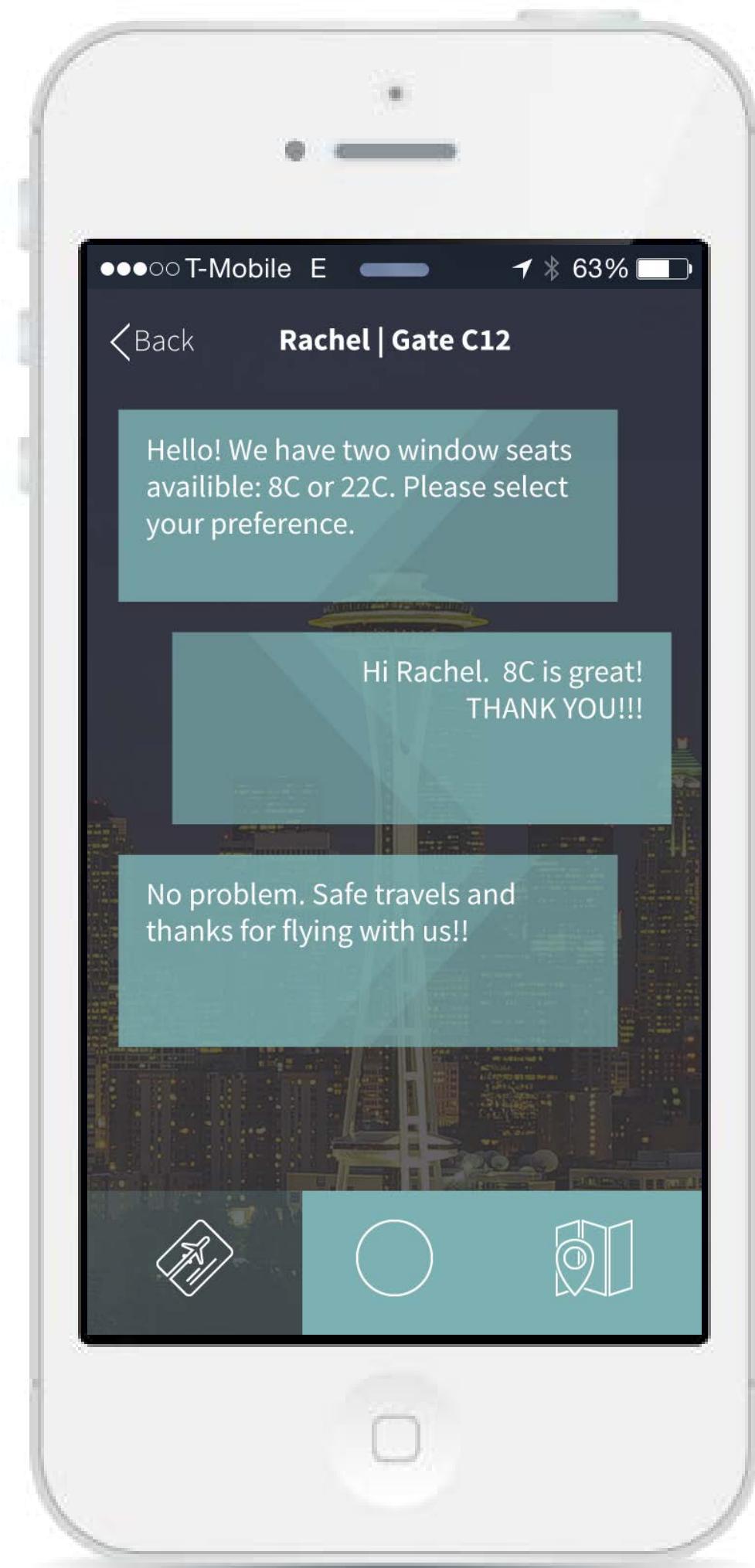
Mobile



Wearable



Environment



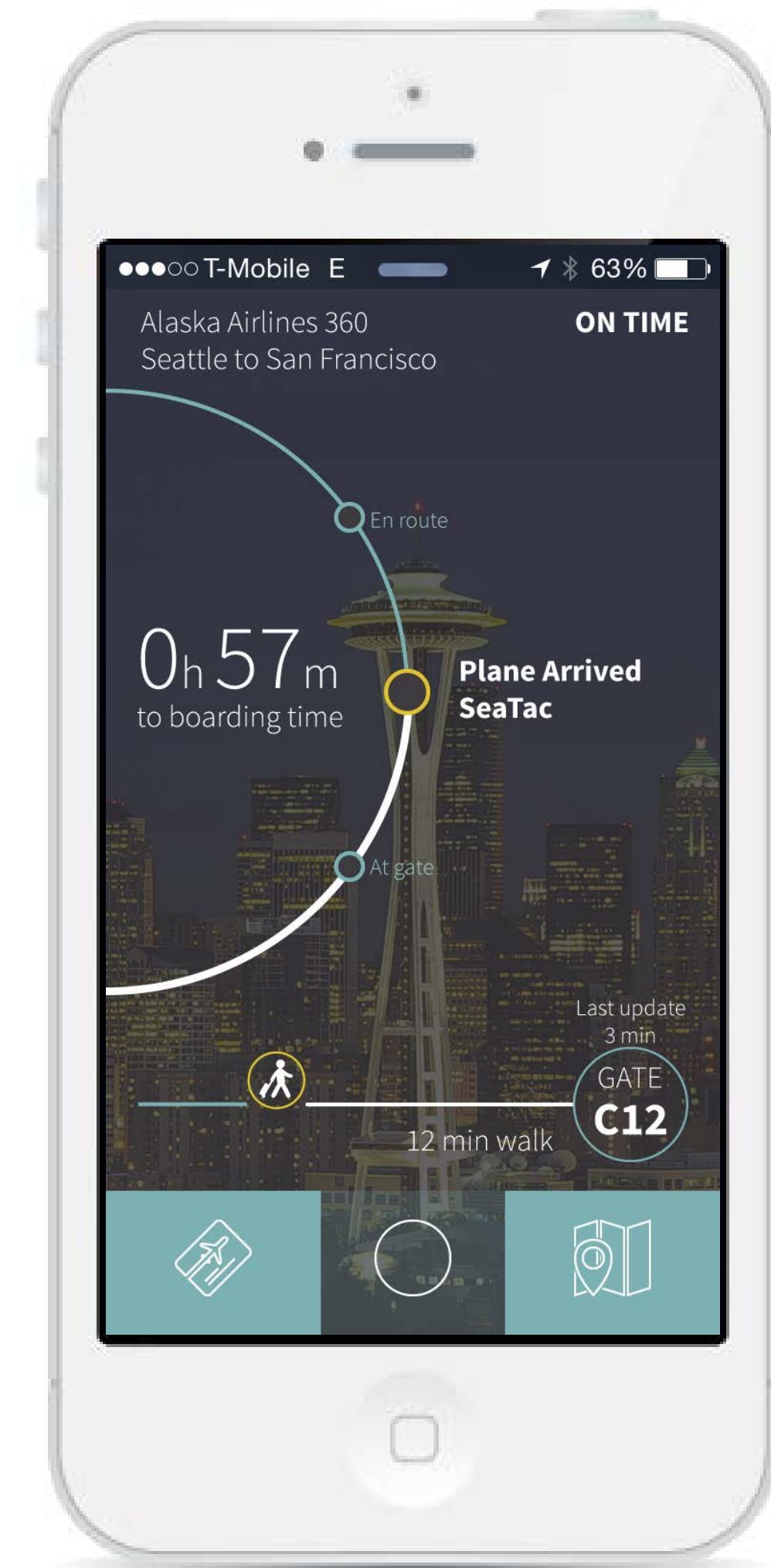
EMPOWERING

Direct communication with gate agents

Seat Changes | Seat Upgrades | Standby

PERSONALIZED

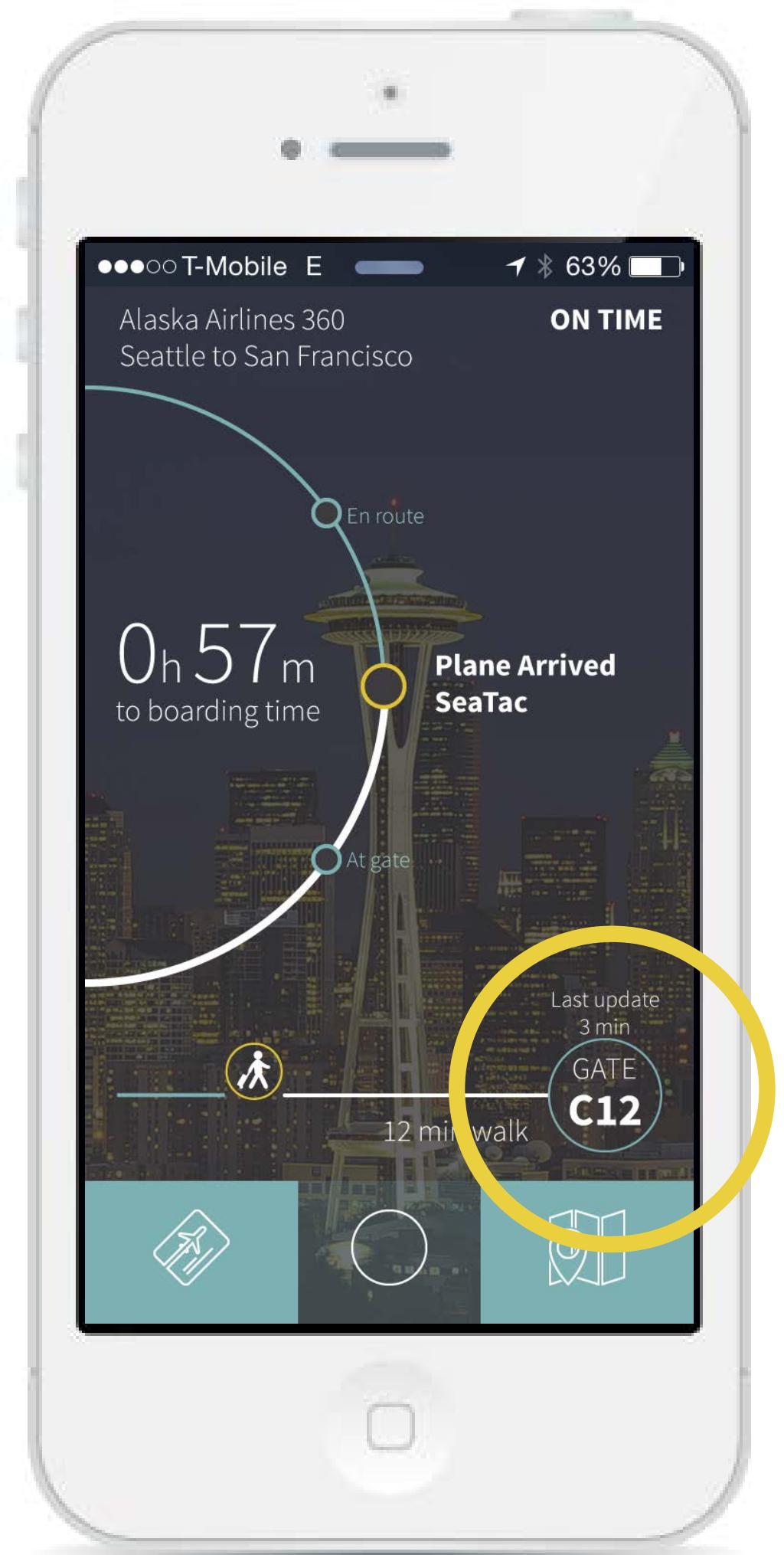
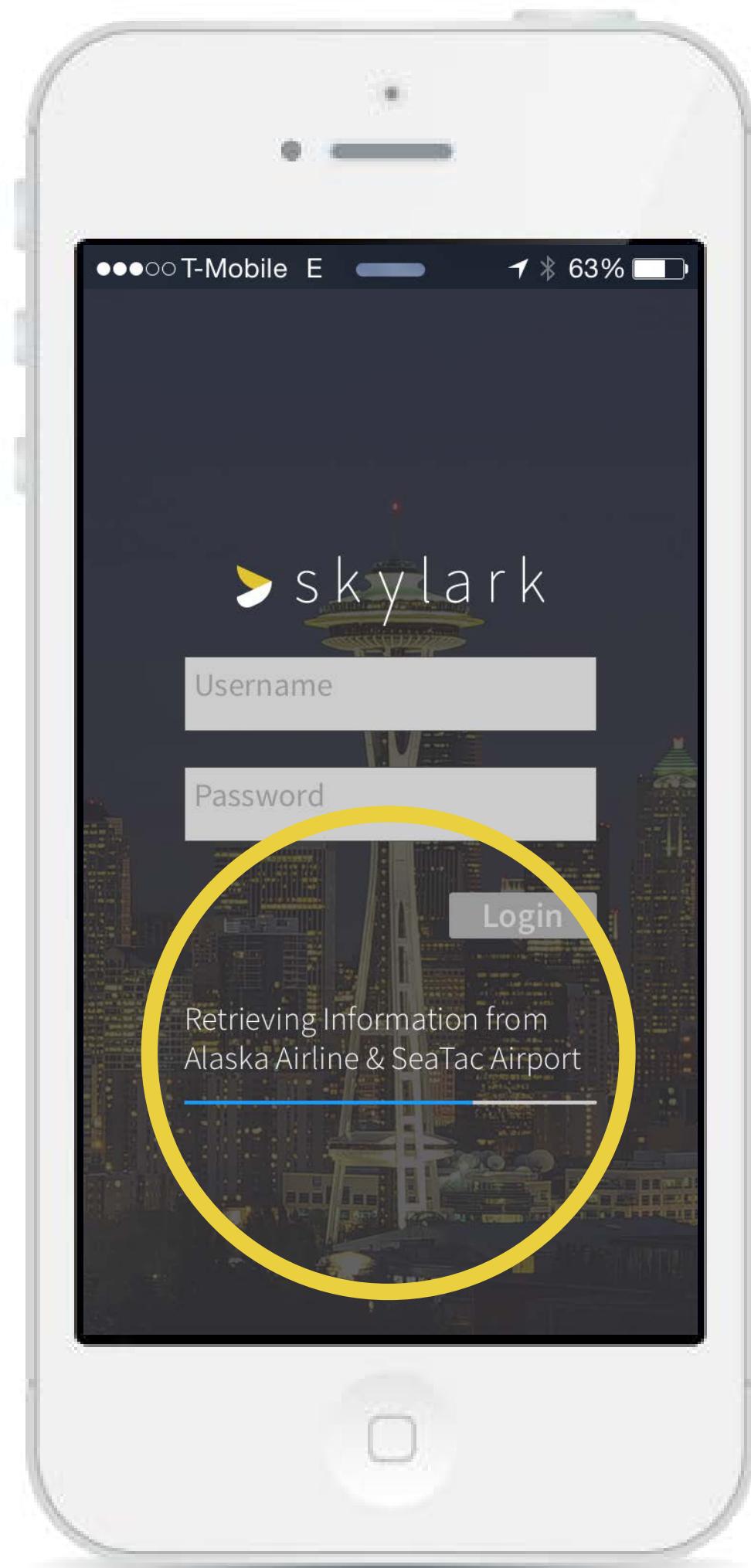
Different ways of displaying time

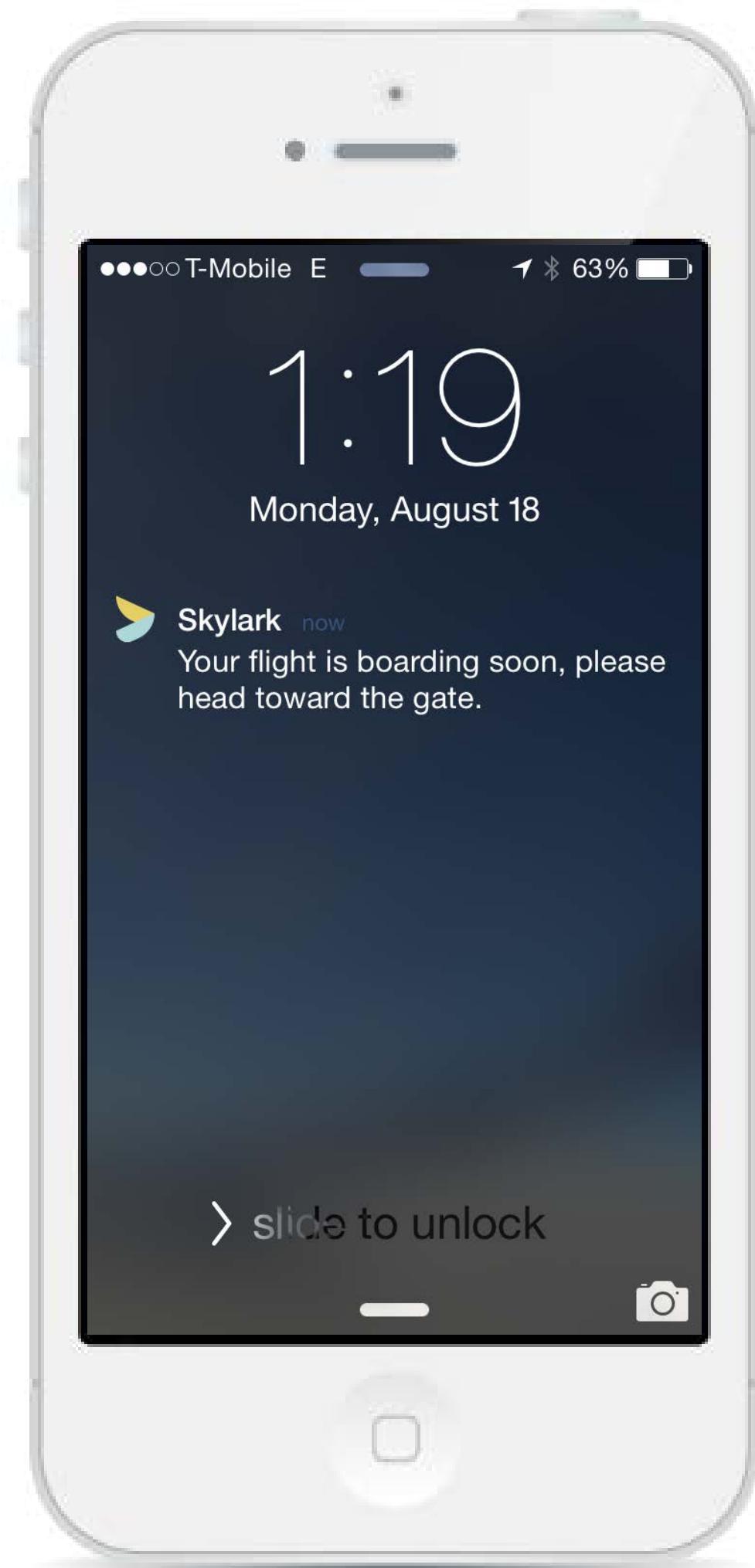


INSPIRES CONFIDENCE

Access to data from trusted sources

Peace of mind with the latest updates



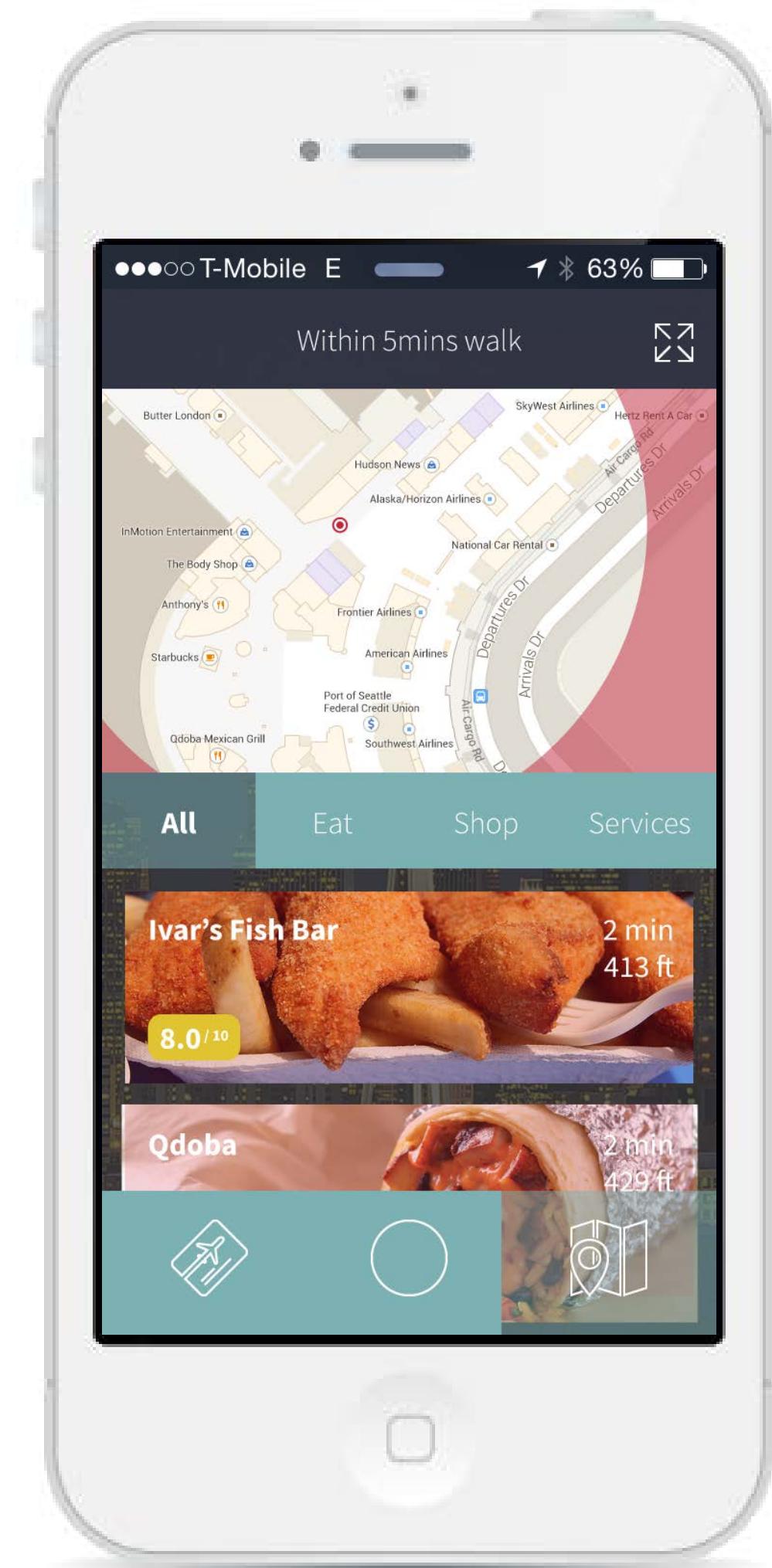


CONTEXTUAL

Relevant notifications

Visual cues to remind passengers

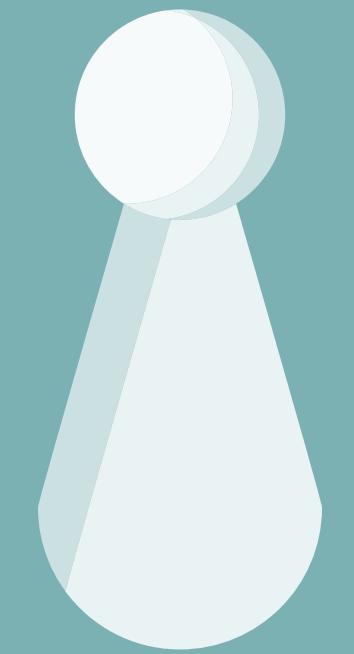
Location aware list of shops & restaurants



STAKEHOLDERS



AIRPORTS



PASSENGERS



AIRLINES

HAPPY
PASSENGERS
SPEND
45%
MORE
THAN GRUMPY ONES
ON AIRPORT RETAIL PURCHASES



J.D.POWER, 2010

- AIRPORTS**
TOP PRIORITIES
 - 1
INCREASING
AIRPORT CAPACITY
 - 2
INCREASING
NON-AERONAUTICAL REVENUE

PORT OF SEATTLE REPRESENTATIVE, 2014

AIRLINES

TOP PRIORITIES

1

IMPROVING

THE CUSTOMER EXPERIENCE

2

REDUCING

CROWDING AT THE GATE

ALASKA AIRLINES REPRESENTATIVE, 2014

\$ 5.94

PROFIT

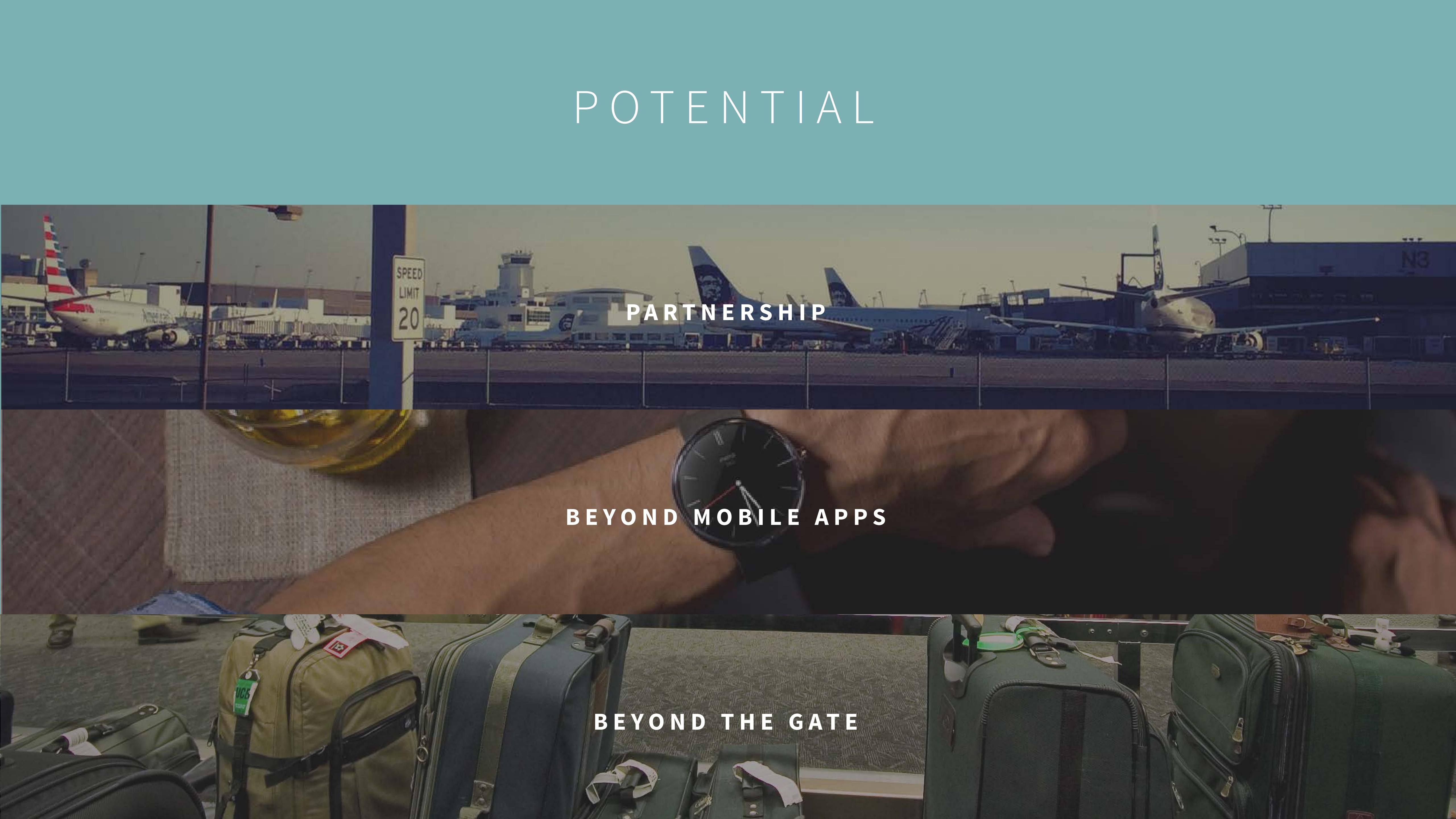
PER

AIRLINE

PASSENGER



INTERNATIONAL AIR TRANSPORT ASSOCIATION, 2013



POTENTIAL

PARTNERSHIP

BEYOND MOBILE APPS

BEYOND THE GATE

UW MHCI+D CAPSTONE PROJECT 2014

UNTETHERED | SKYLARK

TEAM MEMBERS

ALEX CHANG

MICHAEL GRAZEWSKI

SHIYA LIANG

IRENE MA

CHASE CHENHUNG WU

S P O N S O R E D B Y

T E A G U E

S P E C I A L T H A N K S T O

LINDA WAGNER

ANDY DAVIDSON

JARED BAUER

MARY G LARSON

M H C I + D

C A M E R O N C A M P B E L L

J U L I E A N N E S E G U I N

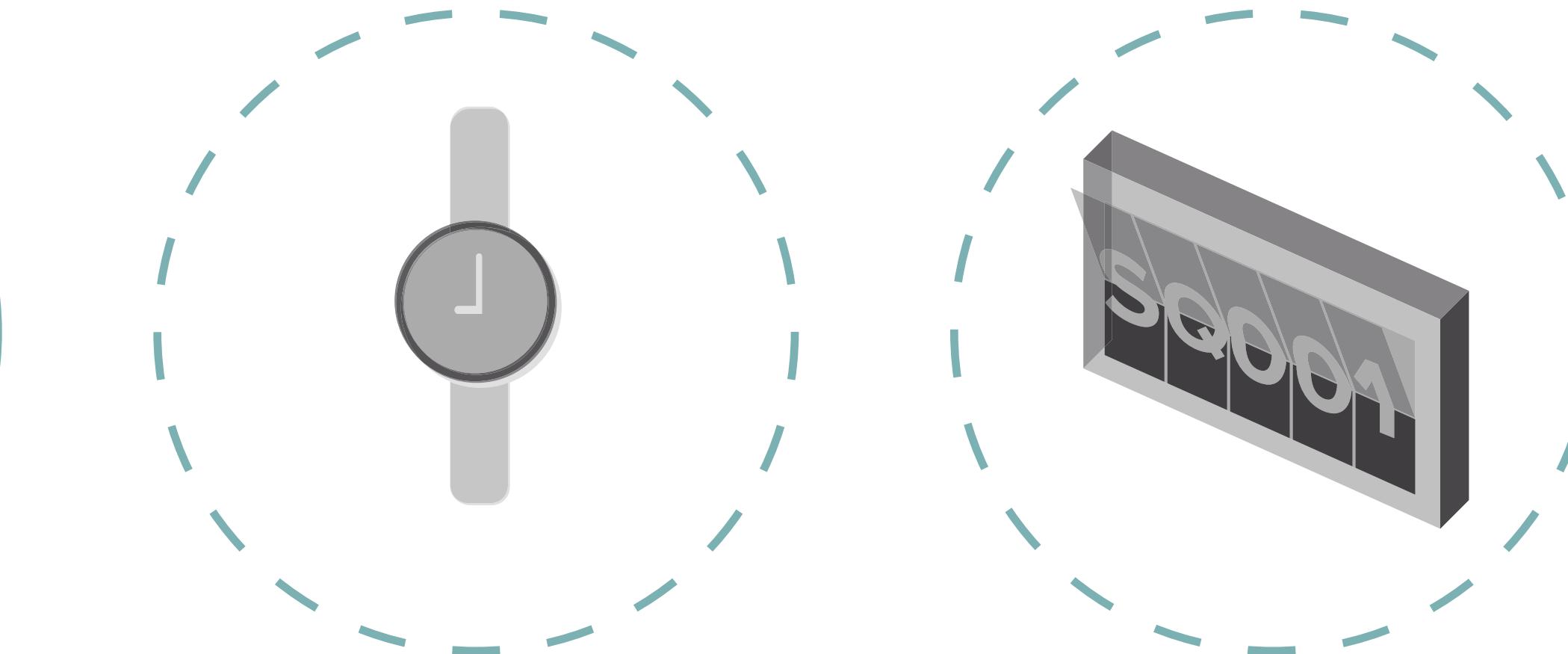
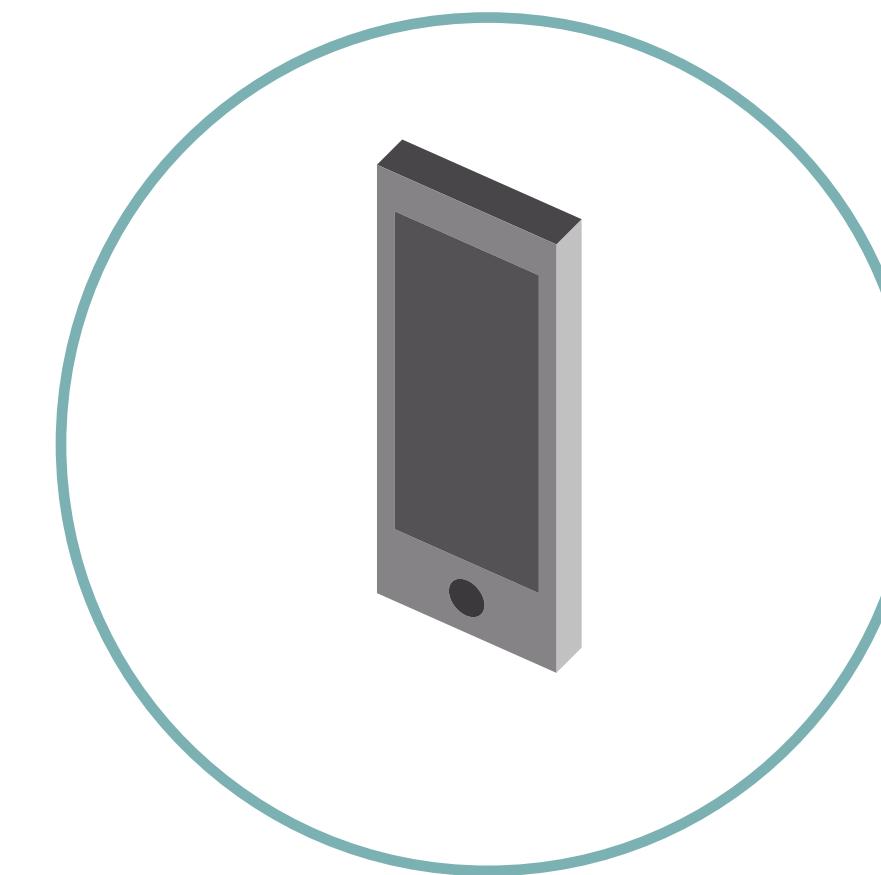
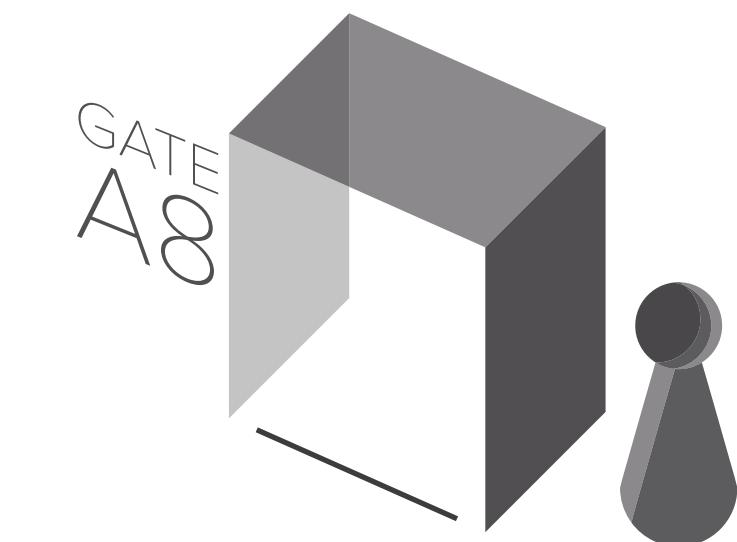
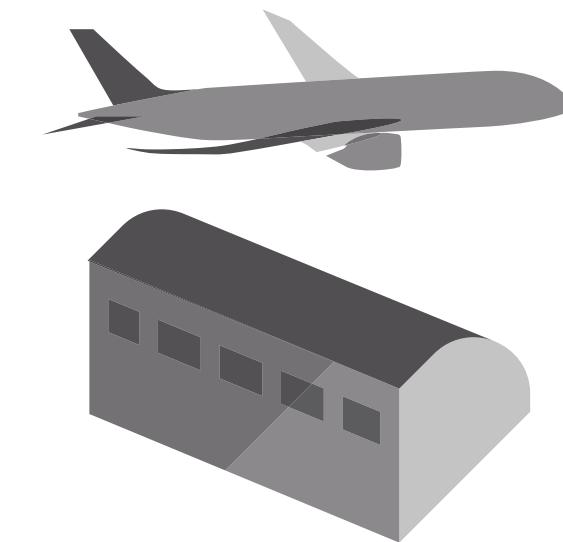
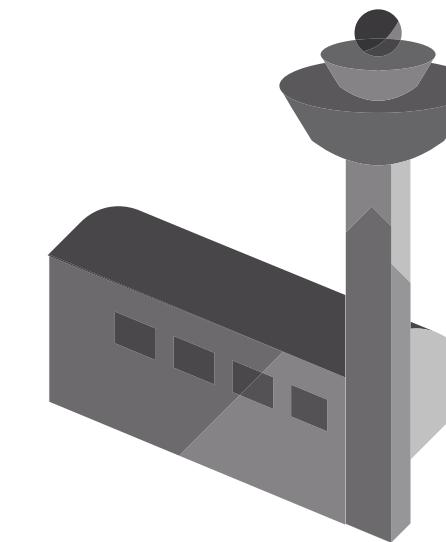
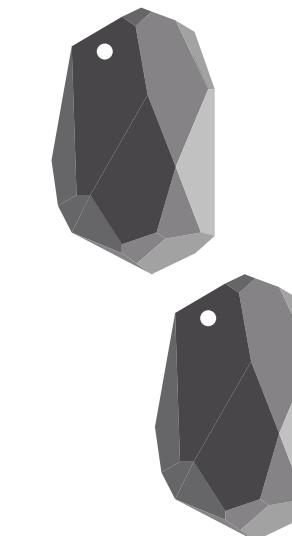
D U B

S C O T T I C H I K A W A

C A T H E R I N E L I M

A B I G A I L S T E I N E M

A L A S K A A I R L I N E S





skylark