

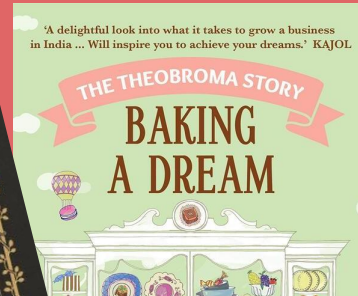
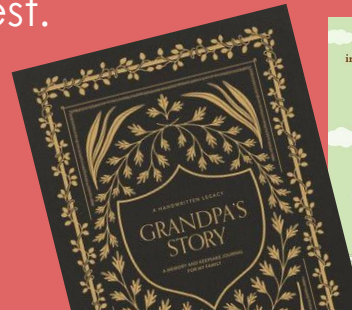
# FLYING HIGH: A AIRPORT CASE STUDY

BY VINEETH



# A SHORT STORY NARRATIVE...

A traveler finds herself facing multiple challenges at Frankfurt Airport. She has a long layover and is tired, hungry, and anxious about missing her flight. The airport is experiencing disruptions due to a volcanic eruption, causing re-routed flights and uncertainty about gate numbers. She explores various options to stay informed, including checking with the helpdesk, looking at screens displaying flight schedules, relying on PA announcements, and using the Lufthansa app. Eventually, she finds her gate and goes through security, encountering a small hiccup with her boarding pass but resolving it with the help of her phone app. Finally, she boards the plane, finds her seat, and prepares for a well-deserved rest.



# QUESTIONS ?

1. How Lufthansa App could have possibly enhanced her experience ?
2. Identify narrative, stakeholder, emotion, and environment.
3. Define Key input, action, and information.
4. How will you Deliver it via App, Notification, and lock screen ?

Q1. So to come up with an idea on how an app could have been enhanced to solve the issue given in the assignment. We have to get user feedbacks by interviewing or surveys to figure out challenges they are facing and finally come up with a solution.

### CHALLENGES FACED BY ALL PASSENGER :

1. Passenger might have fear of **missing flight**.
2. **Navigating** in airport is a challenge.
3. **Uncertainty of information** regarding gate number provided.
4. **Multiple boarding passes and security check** for connecting flights.
5. **Language Barrier** as she doesn't know German language to communicate.
6. **Accessibility to smart devices** (Assumption)
7. Difficult to **keep track of PA systems and announcements** regularly.
8. Reliance on paper boarding passes.
9. **Long queues and waiting areas**.
10. **Reliance on app completely** for real time updates as there might be some server crashes.

## CHALLENGES FACED BY STAFFS :

As we consider enhancing app we also should consider challenges faced by airline staffs such as:

- 1.Increased workloads and customers.
- 2.Handling sudden changes.
- 3.Updating real time informations.
- 4.Answering customer queries.

**So from all challenges the main features that we need to work on are:**

- 1.In reducing paper system.
- 2.Giving timely alerts.
- 3.A easy query system to answer questions.
- 4.Easy Airport Navigation.
- 5.Reducing Customer Frustration.

## POSSIBLE ENHANCEMENT IN APPLICATION ARE :

1. **Mobile check in** can help passengers help directly check in from mobile app reduces need for counters.
2. **Digitizing Boarding pass** using a virtual card in application.
3. Providing **alert by notification** and some kind of **vibration** help 15 minutes before boarding can help passenger in waking from sleep or alerting them.
4. It must have **some kind of QR** in it, so that the people in gate can verify it easily under a single scan. It can save long lines and waiting times while boarding and also it helps to keep track people inside flight.
5. The **digital pass** should contain **informations** such as gate, seat number and luggage belt number and it should be able to show real time flight and weather status.
6. The app can provide detailed information about baggage allowances, restrictions, and and guidelines ensuring a smooth and hassle-free journey.

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6. The app can provide detailed information about baggage allowances, restrictions, and guidelines ensuring a smooth and hassle-free journey.

7. The app can include an offline mode that allows passengers to access their boarding pass, flight details, and other important information even when they don't have an internet connection.

8. App could provide in app entertainment for people so that they can reduce frustration and tension during waiting periods.

9. Airport maps for easy navigation around airports and client support chatbot with AI.

10. Multilingual features can be implemented in app that can have language translation features, allowing passengers to access information and communicate with airline staff in their preferred language.

## Q2. SITUATION NARRATIVE:

The situation takes place in a busy environment at Frankfurt Airport in Germany, where there is a disruption in air traffic due to a volcanic eruption in Asia. There are long queues, tired passengers, overwhelmed staff, and a sense of confusion.

Manjusha Hegde, who faces various challenges and frustrations while navigating in Frankfurt Airport to find connecting flight to SFO. She is anxious about missing her connecting flight and struggles to find accurate and timely information about the gate number. However, she eventually installs the Lufthansa app, which helps her access her boarding pass and obtain the gate number, leading to a smoother boarding process.



## STAKEHOLDERS:

Stakeholder is a person who has **direct or indirect impact** on the situation or project or organization. It includes customers, employees, suppliers, investors etc.

**In the given assignment situation stakeholders are:**

1. The **women** (Passenger): Primary stakeholder.
2. **Lufthansa Staff** (At Helpdesk): They are helping in giving information to passengers and help them navigate inside airport.
3. The **Airport**: The Airport itself a stakeholder as it has to give a smooth experience to passengers to avoid delays and efficient transits.
4. **Other Passengers in Airport**
5. **Flight attendants** in **gate** and **airhostess**.
6. **Other passengers** in Flight in economy and business class such as **Disabled people, kids, family, old peoples**.

## ENVIRONMENT:

The environment here is a **busy** Frankfurt Airport with long waiting lines, and it's difficult to navigate around the airport. There was a high activity level there, with lots of passengers and staff bustling around. This was due to high air traffic due to volcanic eruptions.

Uncertainty and confusion at Airport boarding and Gate numbers due to many unscheduled flight stop overs. Long lines of passengers such as groups of passengers, such as business class, women and kids, and those with special needs are waiting. Boarding Announcements made over the PA system. This showcases the organized yet demanding nature of the security check and boarding process.

Presence of Food courts and coffee shops with limited availability of vegetarian options. and also availability of storage of bags, laptops during waiting.

There were helpful staff from airport and also on the flight (Air hostess) to guide passengers

## EMOTIONS OF THE WOMEN:

Worried and very nervous as she was worried about missing her connecting flight and uncertainty about her gate number. She is also very concerned about falling asleep might lead her to miss some important information on boarding.

Frustration as she felt high activity level at airport and disruption in air traffic due to volcanic activities. And also, the difficulties in finding meal after long wait due to limited vegetarian options make her frustrated.

She felt helpless as she felt getting help from airline staff and fellow passenger for waking her up during boarding might not work out as more no of unscheduled flights and uncertainty of gate number makes her to have limited control over the environment.

Exhausted and Confused as she is awake for long time so she is feeling tired, and no concise information about boarding and gate number makes her confused.

Starving, as last meal she had was 10 hours earlier.

### Q3. ACTIONS AND INFORMATIONS:

#### User Research:

For this I interviewed my close friends and family on their recently flight experiences and the challenges faced by them. The target audience were in range of early 20's and 40's. Both Regular and Non-Regular Fliers.

The objective is to learn from their experiences and feel at the airport. And get their suggestion and expectations to enhance the experience

## **Conclusion from User Research:**

Though many airlines like indigo use web checkin as a option but it is very rarely being used.As users are being more active on mobiles.So they prefer mobile application over web app.

Few users need personal support in assistance in case of missed flight or lost luggage as contacting right person in airport is very hectic task.

Very frustrated on Long lines at gate and checkin counters and they ask for alternative ways to do this.

We should also have a physical pass because it can be used to as an alternative to app in case of any phone issues.

Frustrated by complex airport navigation and luggage collection.

People are getting bored in long waiting hours and there is not much more details about shops, lounges and cafe and no specific baggage details for the boarding flight.

## **Idea Proposal:**

So we can include a Flight Tracking and customer boarding feature in mobile app with customer PNR as main input key.

We can include a Mobile web check in feature by getting baggage details and cross verifying with allowed limit of specific journey and giving back a option to buy extra luggages.

Mobile check in can be completed by scanning a QR in airline kiosk and getting printed the luggage labels.It can drastically reduce long lines.

Virtual Boarding passes with gate info as an alternative to physical pass. It could be accessed via offline also if there is connectivity issues.

Creating a interactive airport map with navigation to gates,airline counters and assistance, lounges, retails stores etc.And also we can include a feature to alert user by vibration, alarm and notification certain time prior boarding so that it can keep passengers on alert.

By creating a local server in airport we can update real time status of flights, Gate numbers and expected time of departure and arrival and instantly updating in app for user convenience. It may reduce dependence on PA system.

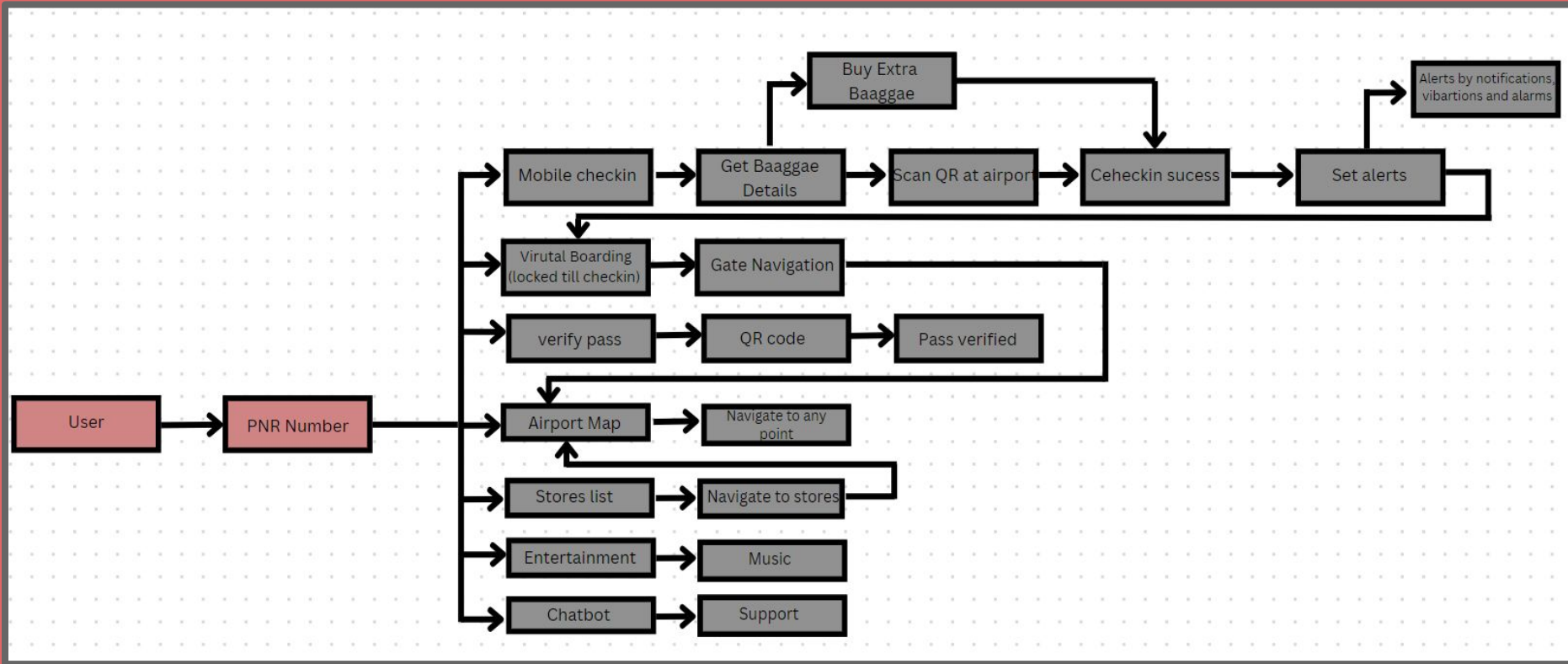
Creating a Cafe feature for listing all lounges , Food stalls, Retails stores in the airport and give access to in built app map navigation and providing in app entertainment feature by music or movies can reduce tension in people in waiting areas for connecting flights.

Creating a Baggage guideline feature to get flight details and giving them the baggage limits will be very useful for them to pre plan for the trip.

Creating a verify pass feature by making a QR of boarding pass and staffs at gate can scan it to get details and boarding details of passenger can easily help them to keep track of people inside flight and verify it ticket. It can also reduce boarding time of passengers into the flight.

Creating a chatbot feature to help customers in critical situation such as delays, missed flights and lost baggages.

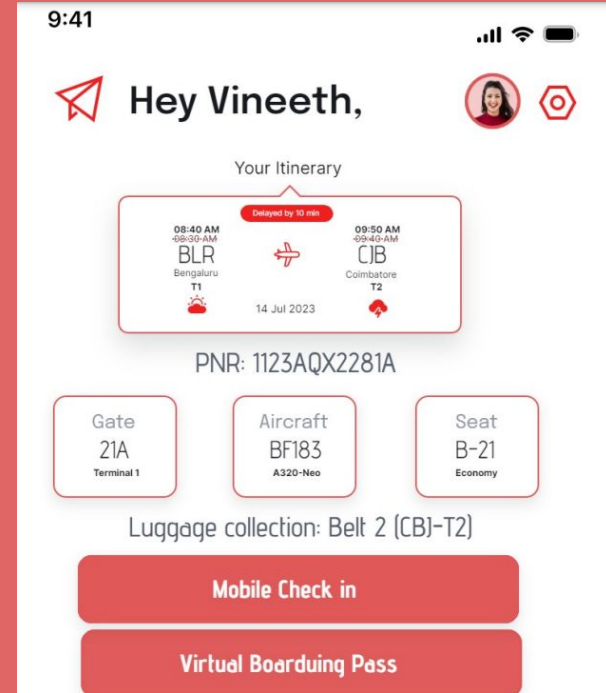
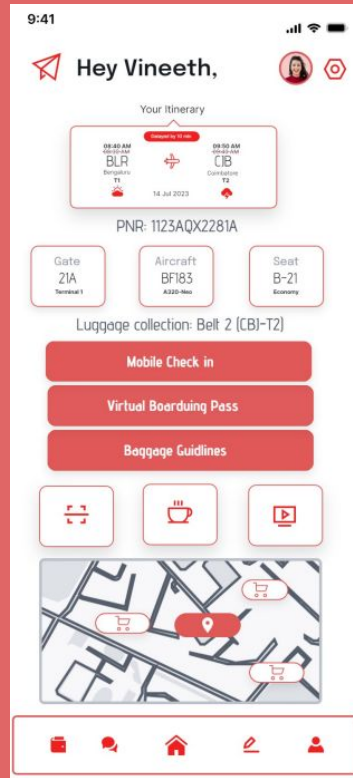
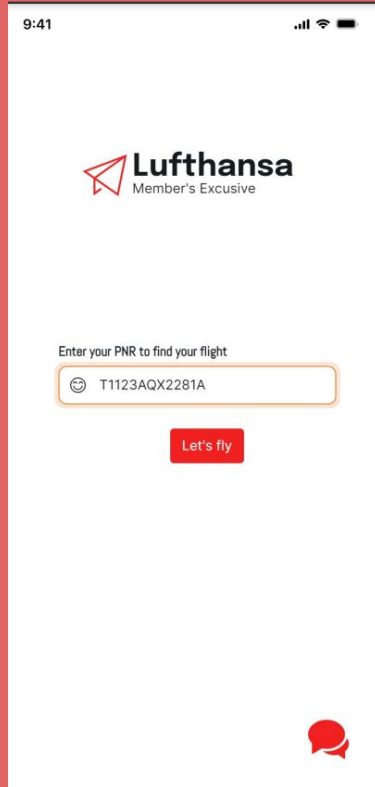
# INFO ARCHITECTURE:





# UX WIREFRAME DESIGN

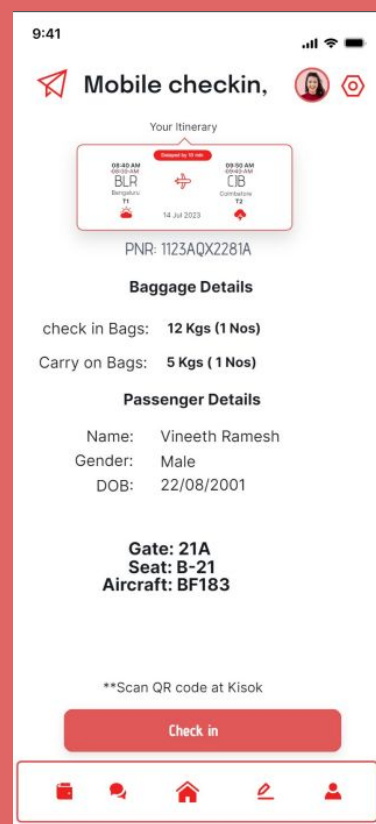
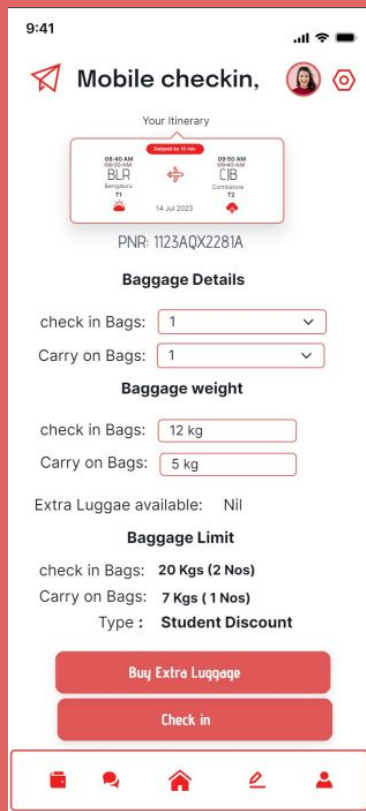
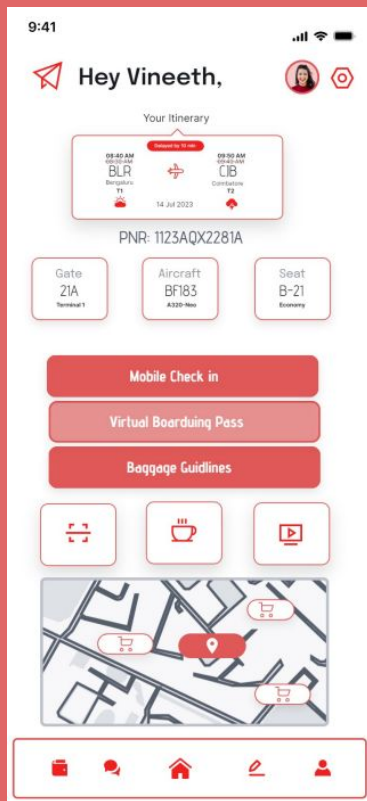
# VINEETH'S JOURNEY..



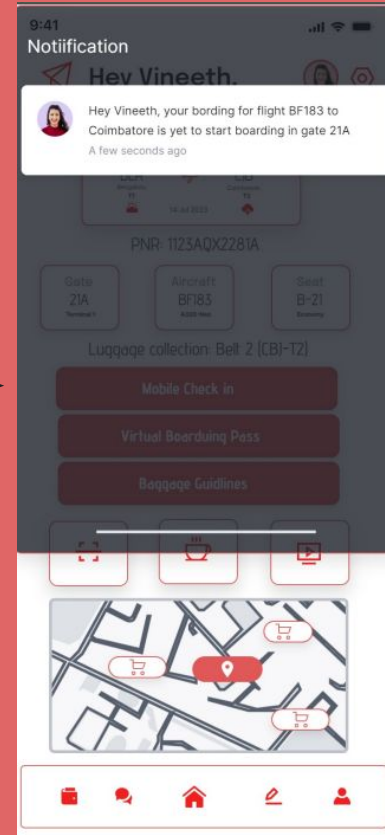
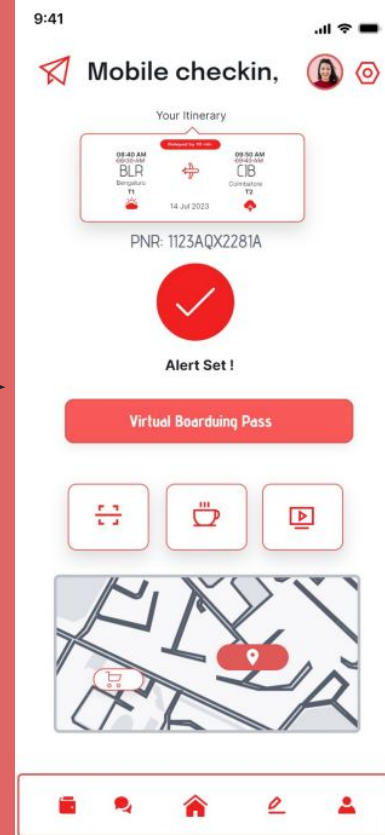
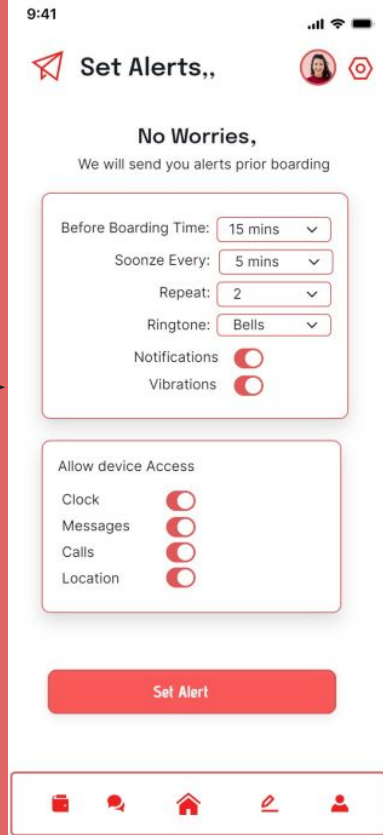
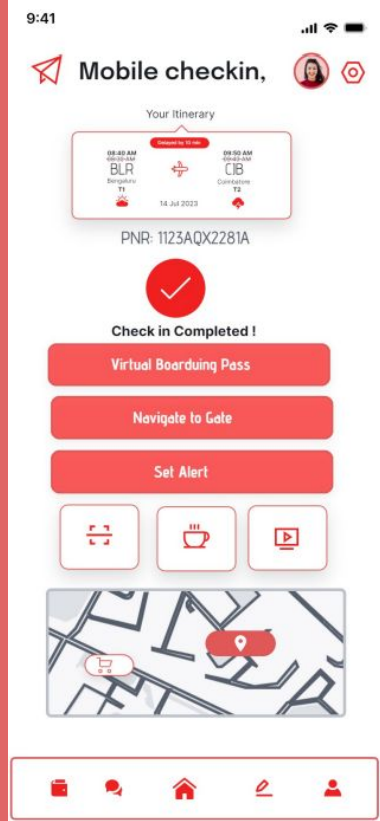
Real time flight updates

Entering PNR to get into Dashboard

# MOBILE CHECK IN...

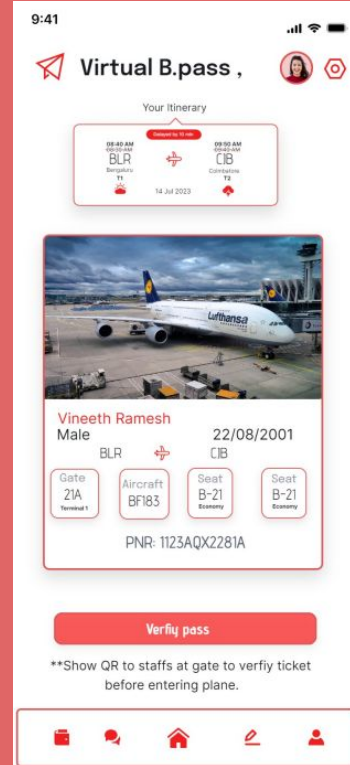
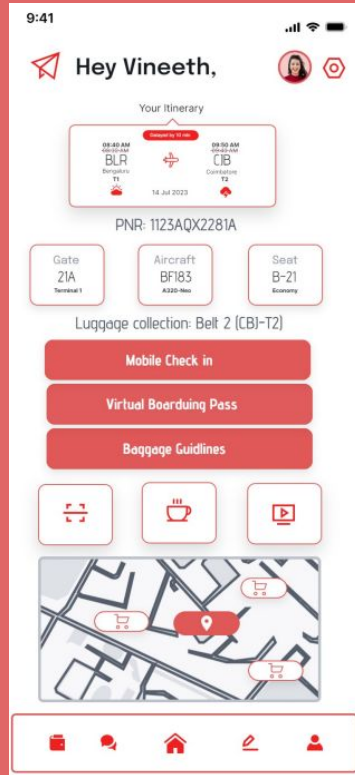


# MOBILE CHECK IN AND ALERTS..



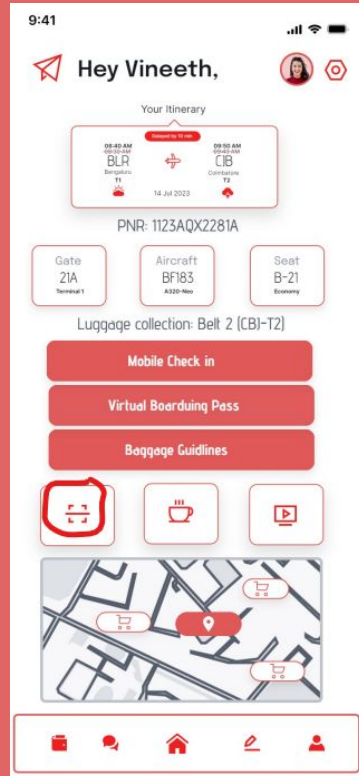
# VIRTUAL BOARDING PASS..

Here,  
Virtual  
Boarding  
pass Button  
(Unlocked)  
After  
checkin..

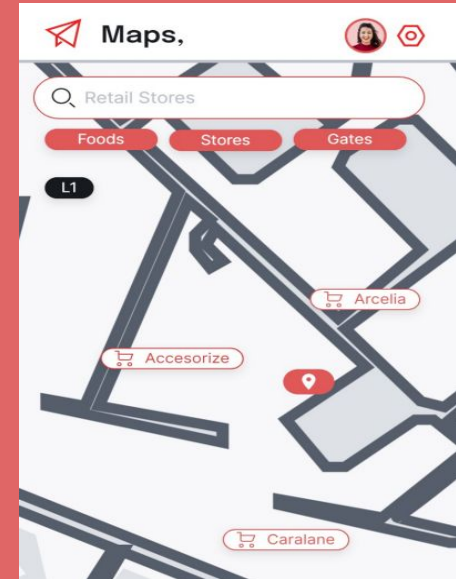
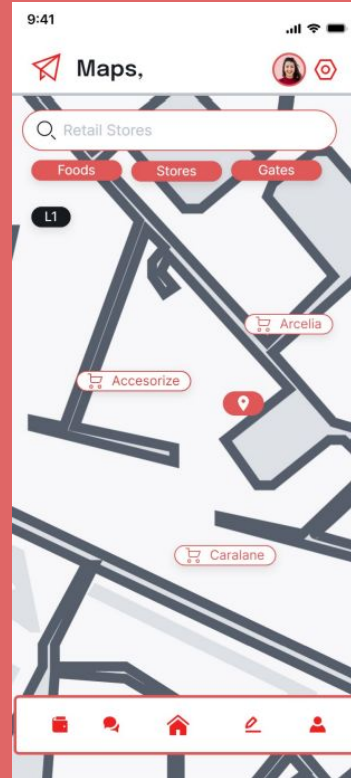
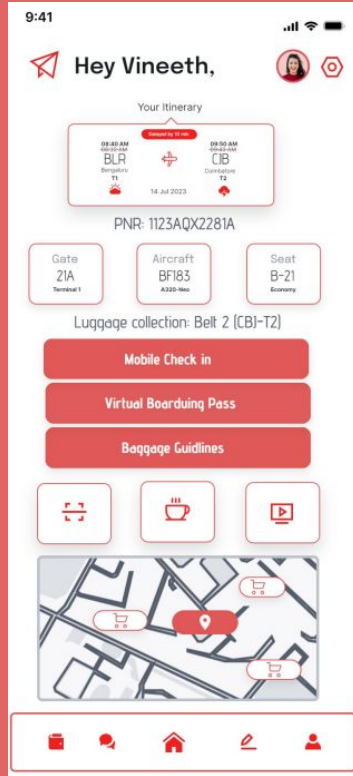


Virtual Boarding  
pass

# VERIFY BOARDING PASS AT GATE..



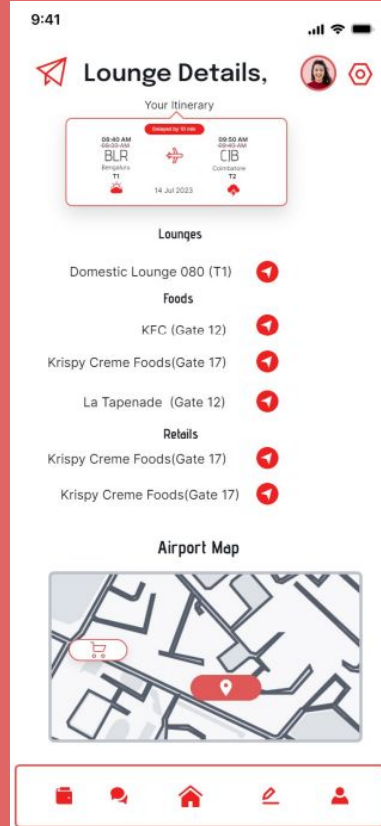
# AIRPORT MAPS AND NAVIGATION..



The map also indicates the levels in airport

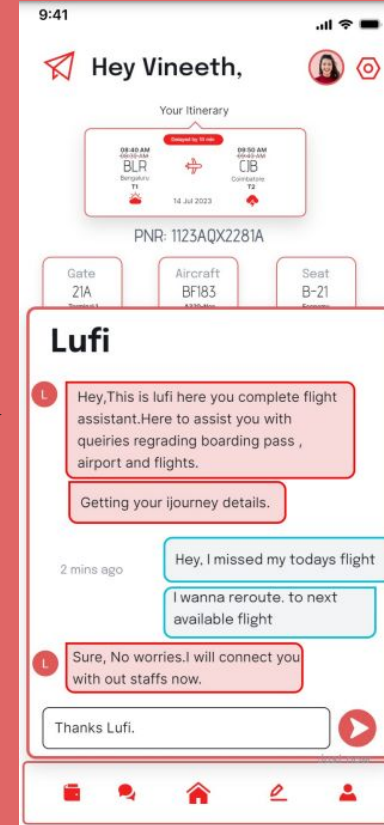
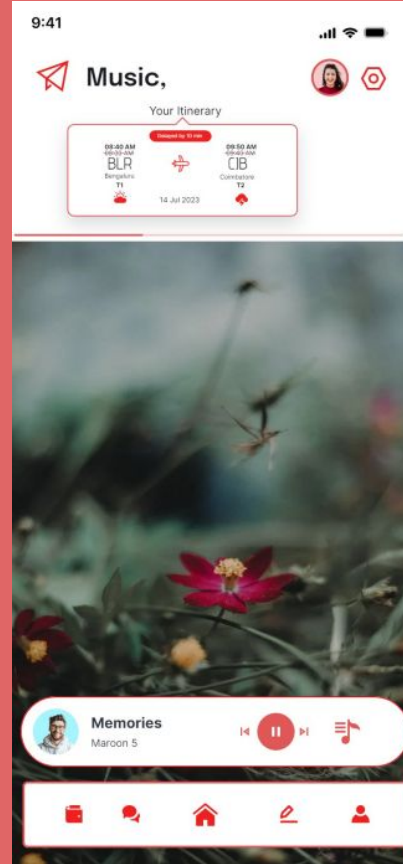


# AIRPORT CAFES AND BAGGAGE GUIDLINES





# ENTERTAINMENT AND CHAT BOT..



THANK YOU :)