<u>**NEEDFINDING**</u>
Airline carry-on fee checker app

<u>**Problem**</u>: Airline websites being too dense with information where customers overlook or become frustrated by the amount of text on the page that they don't know what an appropriate carry-on or luggage should look like.

<u>**Solution:**</u>

Creating a website with clear visuals that give them the best idea of what is allowed for baggage size and weight and how much the fees might be if they are over the allowed policy.

(1) Who is going to use the system?

For our website we are targeting the General Public that travels on a regular basis or are beginner Travelers. for our need finding we are aiming to conduct interviews at the JFK Airport and on Campus, with students who are frequent flyers or are beginner flyers.

(2) What tasks do they now perform?

Traditionally on Airline websites when booking a ticket there is a lot of information and a lot of words on the websites this confuses a customer to know about the exact dimensions of their carry-on or luggage. Also on certain Airline websites the policy for baggage is linked on the bottom which is very small and can be easily overlooked by a beginner flyer that doesn't know where it is located.

(3) What tasks are desired?

After conducting the interviews we've realized that the task that is most desired are having visuals of the bags and luggages or having a standard bag or luggage linked for their specific Airline so that they know exactly what is allowed and don't have to pay an extra fee.

(4) How are the tasks learned?

Learning to book a plane ticket is very easy because all you do is select your flight the time and pay the harder part is knowing which bag to bring as a carry-on and which luggage is appropriate for their trip. it is a trial and error certain times because even if the carry-on is within the

dimension posted by the airline company it may still violate the policy because it is overfilled and is not fitting properly.

(5) What's the relationship between customer & data?

The customer wants to have a worry-free trip without paying extra fees for their carry-on or luggage and the data will provide specific information relating to their flights and the baggage policy of that airline.

(6) What other tools does the customer have?

Other tools that the customer has are YouTube or searching up online the standard luggage or carry-on Dimension and the weights of both of them but having it on one website that is catered to that specific task makes it very easy for the customer to have all the information on our website.

(7) How often are the tasks performed?

Users across the world book flights every day so this task is very frequent. However, not every customer flies with the same airline company each time so it is difficult to know which policy aligns with which airline.

(8) How do users communicate with each other?

There is no communication between users.

(9)What are the time constraints on the tasks?

If one does not know how to navigate through degreeworks, they rely heavily on making meetings with academic advisors. Because the academic advisors are working with many students and are very busy when registration comes, meetings with them can take a while to request which can put the user at risk of being waitlisted for a major class as they tend to fill up quickly.

(10)What happens when things go wrong?

Not knowing what the appropriate carry-on or luggage is required the customer feels very overwhelmed and cannot enjoy the flight itself. having to pay an extra fee when it could have been easily avoided is very frustrating. if the carry-on or luggage violates any of the policy of the airline's policies, the customer has to either throw out their items from inside their baggage or pay the extra fee which can range hundreds of dollars.

(11) How did you collect responses?

I will conduct interviews with frequent flyers and beginner Flyers to better understand their experience of booking a flight and knowing the baggage policy for the airlines that they travel with. I will write down the feedback from the interviewees on my iPad and have it sent out to my team members so that they know exactly what the real people want that would better their experience while booking the flight and being worry-free to their trip.

WHAT REAL PEOPLE WANT

Aloan Allan 18
Been on 5 flights (Jetblue, American Airlines United Airlines)

Did you find it hard to know about the policies of baggage on your flight? Ex: luggage dimension/weight carry-on-dimension/weight.
No I did not find it helpful, I usually do not read all of the text. I usually ask the person I am traveling with what they are bringing or I just bring a small bag. The text are too small and too long to read.
Do you know the Pounds to Kilograms conversion?
No
Have you ever been charged extra because your luggage or carry-on did not meet the requirements?

Yes my carry-on bag was 4 lb over and the airlines charge me extra for it I don't remember the exact amount but it was a hassle.

How do you think Airlines can improve the way they present the requirements for their baggage so the customers are well informed?

Making a list or having a QR code that directs me to visuals of what I can bring and the size of the luggage and carry on. having bolded letters and very clear to the point would make this a very simple process.

Ariana Gherish 28
Been on 1 flights (Jetblue)

Did you find it hard to know about the policies of baggage on your flight? Ex: luggage dimension/weight carry-on-dimension/weight.

It was a little difficult because the writings are small making it easier to skip over

Do you know the Pounds to Kilograms conversion?

No

Have you ever been charged extra because your luggage or carry-on did not meet the requirements?

No on my first time I just brought nothing as a carry-on only my phone because I was nervous I would get overcharged

How do you think Airlines can improve the way they present the requirements for their baggage so the customers are well informed?

When you order tickets, it should be specified on the given website bolded

Emran Assakaf 22
Been on multiple flights (Jetblue, American Airlines, United Airlines, Kuwait Airlines, Emirates Airline)

Did you find it hard to know about the policies of baggage on your flight? Ex: luggage dimension/weight carry-on-dimension/weight.
Yes it is very confusing sometimes, there are multiple tabs you have to open in order to find the exact measurements.

Do you know the Pounds to Kilograms conversion?
Yes

Have you ever been charged extra because your luggage or carry-on did not meet the requirements?
No
How do you think Airlines can improve the way they present the requirements for their baggage so the customers are well informed?
Last words

Mohammed Hakim 25
Been on multiple flights (American Airlines, Delta Airlines)

Did you find it hard to know about the policies of baggage on your flight? Ex: luggage dimension/weight carry-on-dimension/weight.
No. I usually find the information from the airline website or in the airline ticket.

Do you know the Pounds to Kilograms conversion?
No

Have you ever been charged extra because your luggage or carry-on did not meet the requirements?
No

How do you think Airlines can improve the way they present the requirements for their baggage so the customers are well informed?
To improve how airlines present baggage information, they can adopt clear communication, utilize visual aids like infographics, offer personalized baggage details at booking, send mobile app notifications, provide interactive website tools, maintain a comprehensive FAQ section, ensure customer service teams are well-informed, send reminder emails, incorporate information into airport check-in kiosks, and develop augmented reality features for size checking.

Summery
      After completing my interviews, I noticed a consistent trend among travelers. They seek a simplified process for booking flights and a clear understanding of how to avoid extra charges for overweight or incorrectly sized luggage. One recurring theme is the desire for enhanced visual cues, such as more graphics and prominently highlighted or bolded text. The current web designs used by airlines tend to be cluttered with excessive text, which can lead travelers to either overlook important information or make the booking process unnecessarily lengthy. I believe that our app would make it easy for travelers to know exactly where to look for baggage and fees questions.