

## **NEEDFINDING**

### **Airline carry-on fee checker app**

#### **Target audience**

- Travelers around the world
- Ages 18-85
- Beginner Travelers

#### **Goal**

- Easy 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.

## **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.