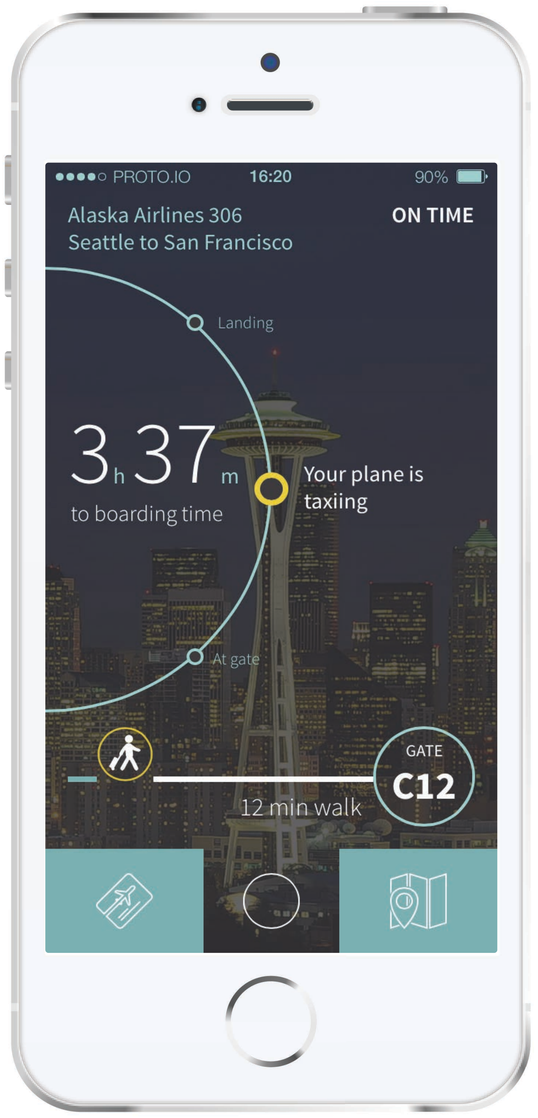
skylark

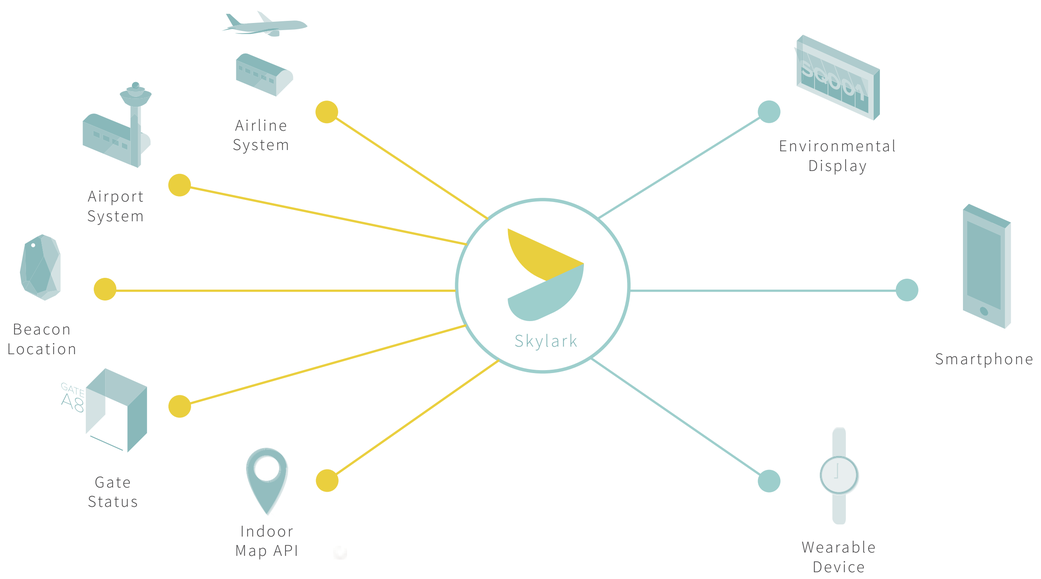
FREEDOM FROM THE GATE

Skylark is a system concept that delivers contextual and personalized information, enabling passengers to improve their own airport experience.

Passengers prioritize getting to the gate above other needs, such as visiting a kids play area or having a preferred meal. They are fearful of leaving the immediate gate area, and anxious when they aren't close to it. The overall experience is marked by stress and unmet needs.

Passengers are tethered to their gates because the gate is a physical milestone, a place of service, and a source of important flight updates.





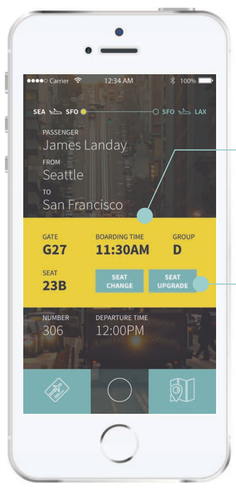
AN INTEGRATED SYSTEM

Skylark integrates data from disparate sources, including flight updates, gate activities, indoor maps, directories, and personal location data. The system pushes vital and timely notifications to ensure passengers make their flights on time, enables direct communication with gate agents, and gives passengers more choice and control of their own airport experience.

Skylark communicates with a custom designed smartphone application. There is future potential to deploy Skylark on other platforms, including wearables and in-environment displays. Each has unique properties which would complement the system's ability to deliver contextual, personalized data in dynamic, often chaotic airport environments.

PRINCIPLES TO DESIGN

The Skylark application presents information to passengers in a thoughtful, deliberate way. Evaluations of early concepts and prototypes revealed key principles for a successful system. Inspire confidence, so passengers trust the information to make different decisions. Focus on presenting information that is contextual, taking into account location, situation and the environment. Design for personalized approaches to time so that time-related information is useful and not stress-inducing. Empower passengers to step away from the gate by providing services and information they typically rely on the gate for.



Empowering

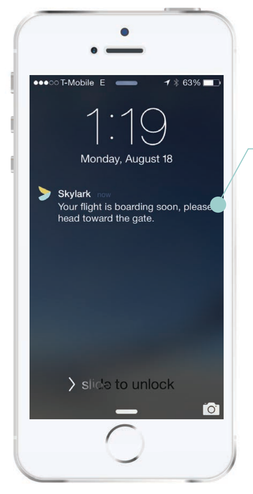
Passengers can chat directly with gate agents to request and confirm seat changes, upgrades, and standby requests.

Personalized

Time-related information is presented in different ways, allowing passengers to focus on a countdown until boarding, or the general flight status. Both can be used to make timely decisions for the airport journey.

Confidence

Data is provided in partnership with official sources, establishing trust in the information.



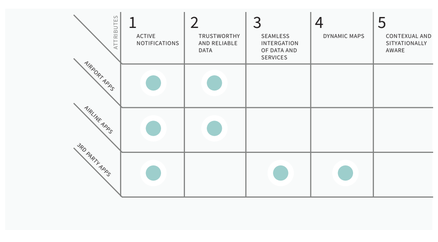
Contextual

Passengers receive only the most relevant notifications. For example, if passengers wander too far from the gate around their boarding time, they receive a notification to head back.

THE PROCESS

Understanding the Experience

Our diary study of participants' journeys through the airport uncovered a pattern of mental and physical tethering to the gate.

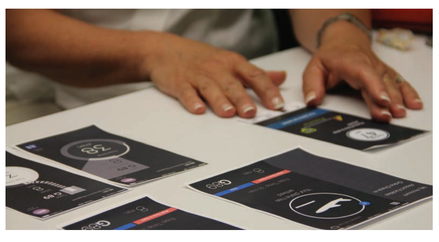


Competitive Landscape

A review of existing products and services for air travel passengers showed that no solution combines flight, location and map data from different sources on a single platform.

Concept Exploration

Evaluations of early concepts surfaced the importance of establishing confidence in the system, and designing for personalized approaches to time.



Design Validation

Our ideation and evaluation process confirmed that passengers seek the information Skylark is designed to provide: flight status, walking times, time until boarding, airport directories, and dynamic maps.

Final Production

An interactive prototype of the Skylark application was built in Proto.io to demonstrate the intended interactions and user experience.

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