

UNTETHERED

ALEX CHANG MICHAEL GRAZEWSKI SHIYA LIANG IRENE MA CHASE CHENHUNG WU



ANXIETY



CONFUSION



FRUSTRATION



STRESS



GATE

**PHYSICAL
MILESTONE**

**SOURCE OF
FLIGHT UPDATES**

**PLACE OF
SERVICE**



RESTAURANTS



SHOPS



FAR
FROM
GATE



PLAY
AREAS



POWER
OUTLETS



DESIGN QUESTION

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



RESEARCH



EMPOWERING

INSPIRES CONFIDENCE

DESIGN PRINCIPLES

CONTEXTUAL

PERSONALIZED

EMPOWERING

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EMPOWERING

INSPIRES CONFIDENCE

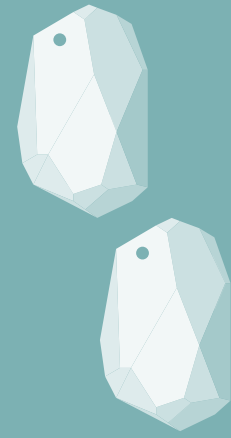
DESIGN PRINCIPLES

CONTEXTUAL

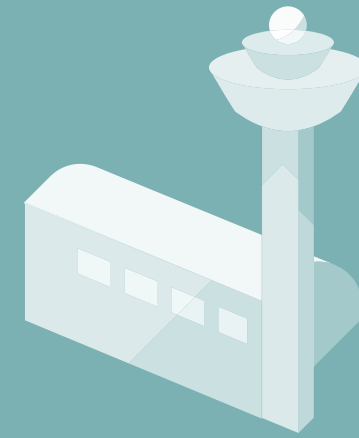
PERSONALIZED



Indoor
Map API



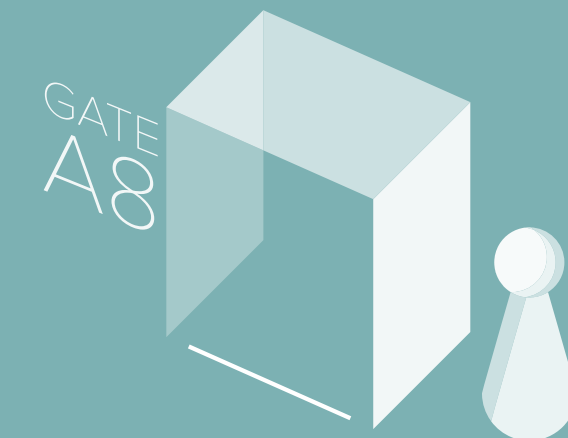
Beacon
Location



Airport
System



Airline
System



Gate
& Staff



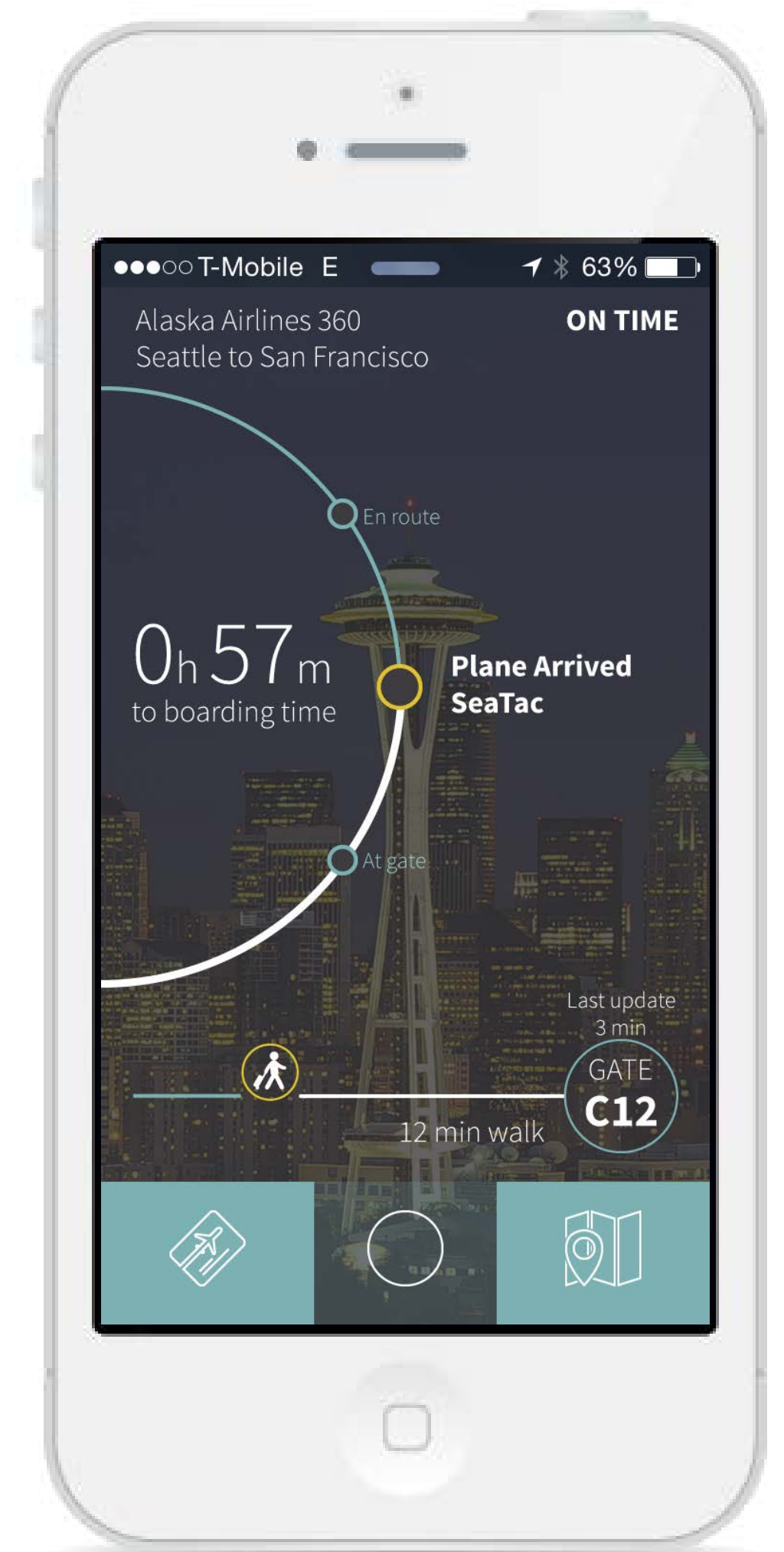
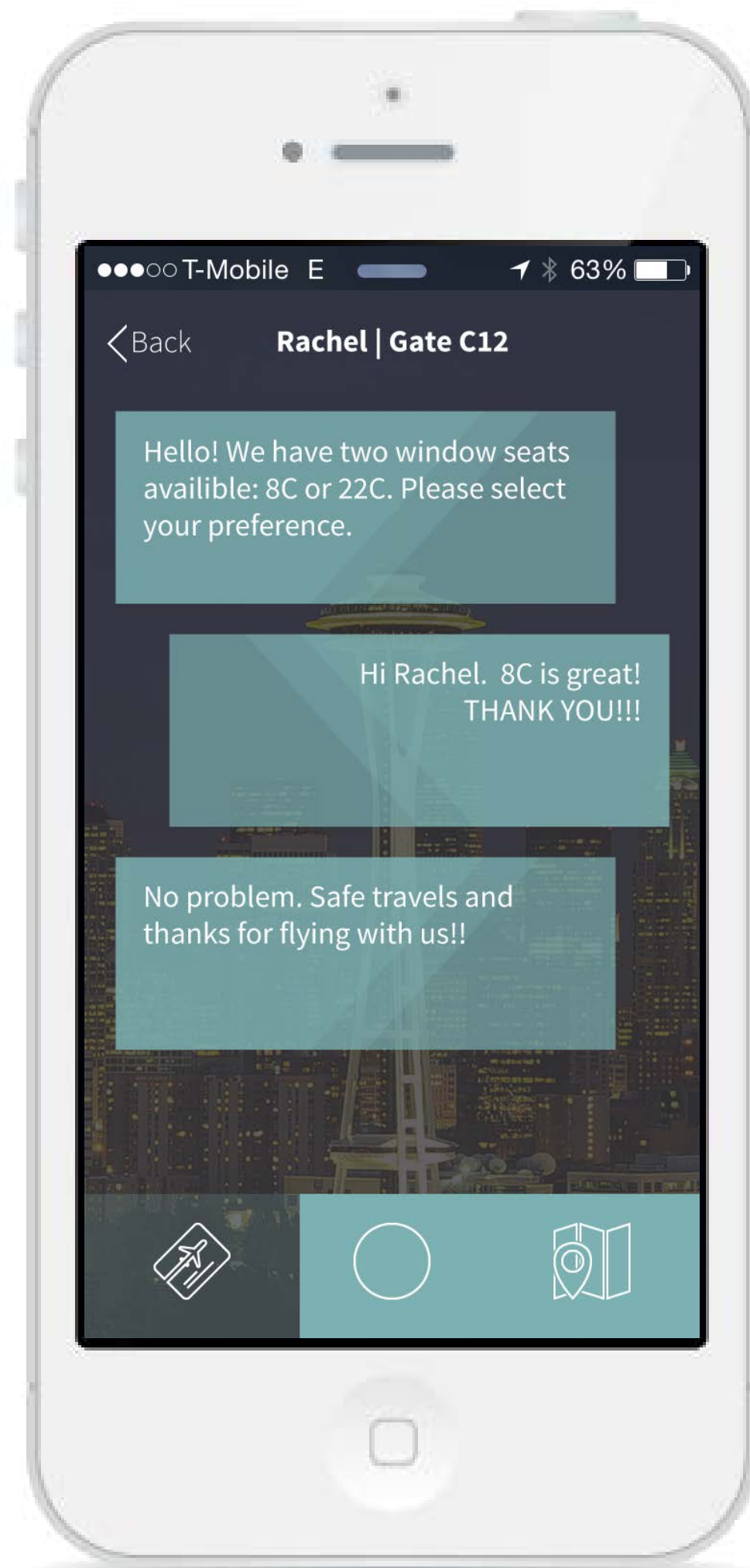
EMPOWERING

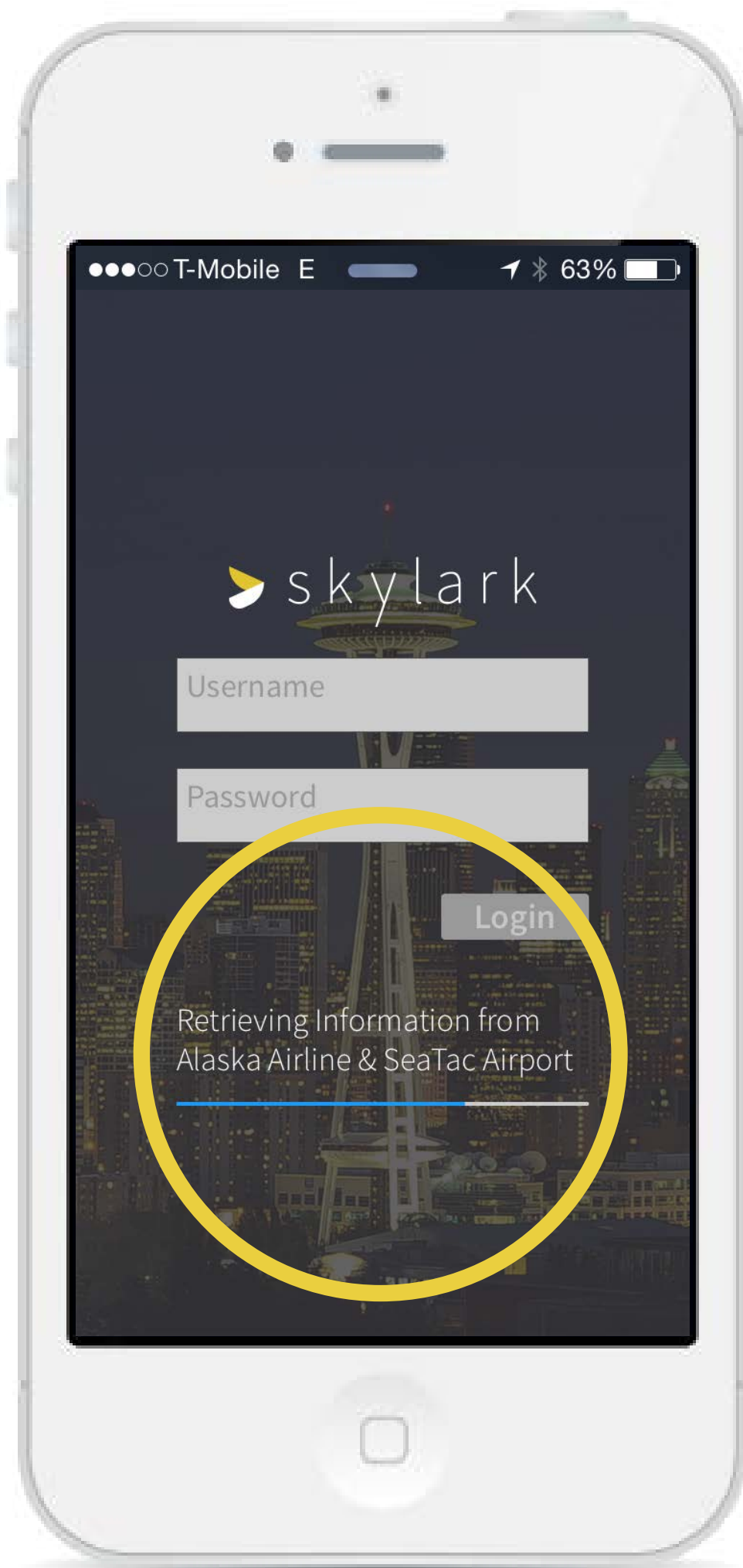
Direct communication with gate agents

Seat Changes | Seat Upgrades | Standby

PERSONALIZED

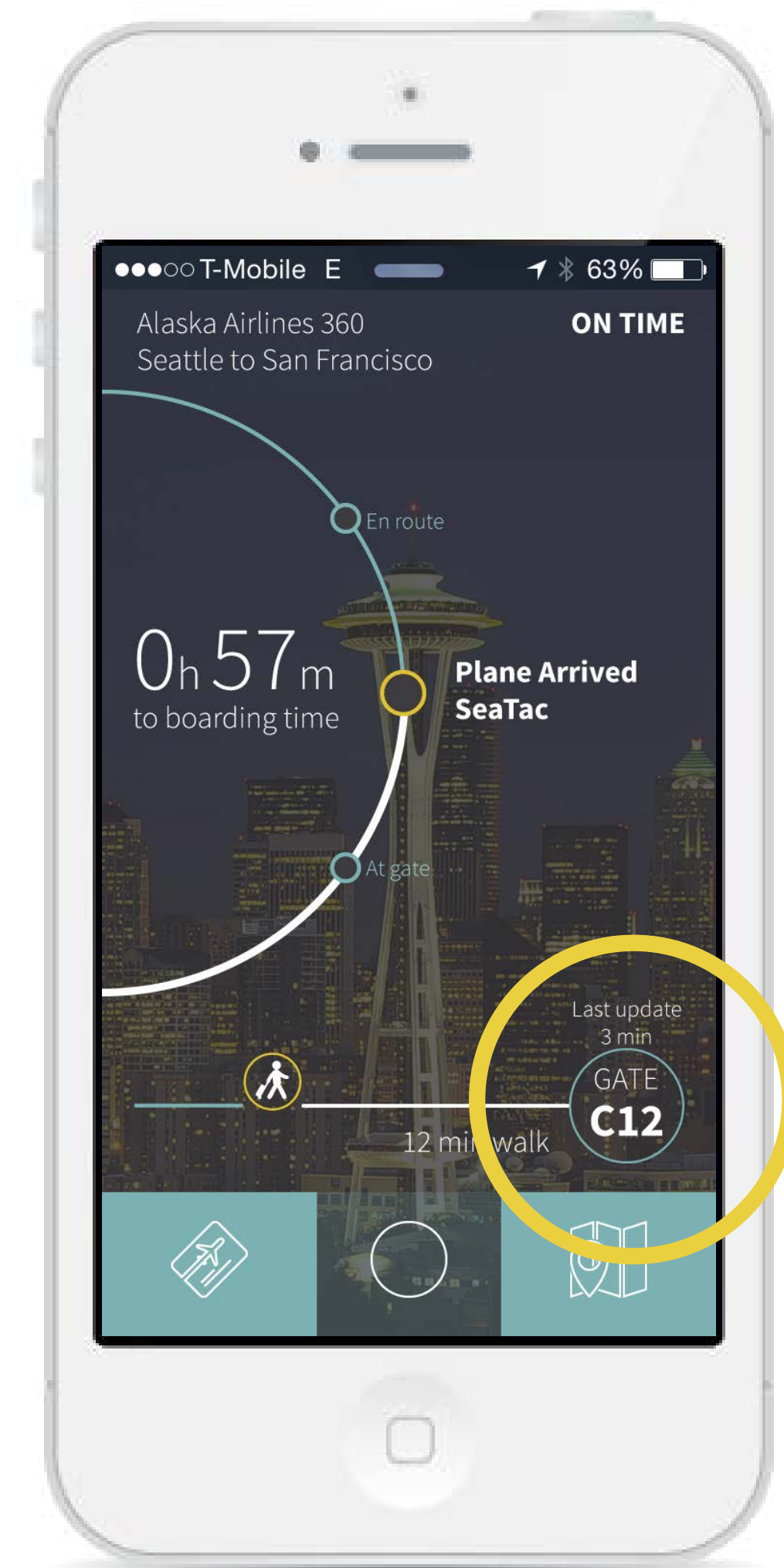
Different ways of displaying time

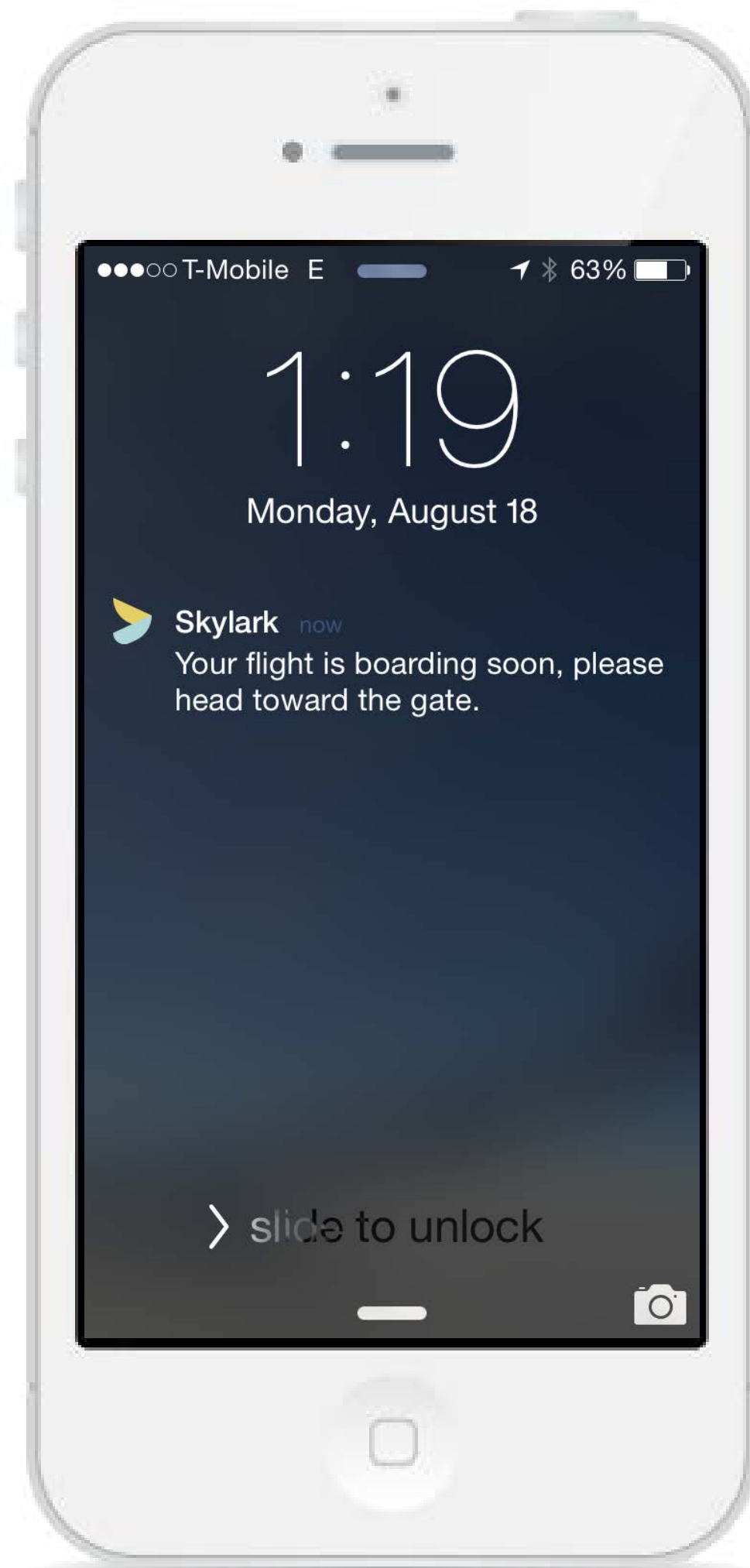




INSPIRES CONFIDENCE

Access to data from trusted sources
Peace of mind with the latest updates



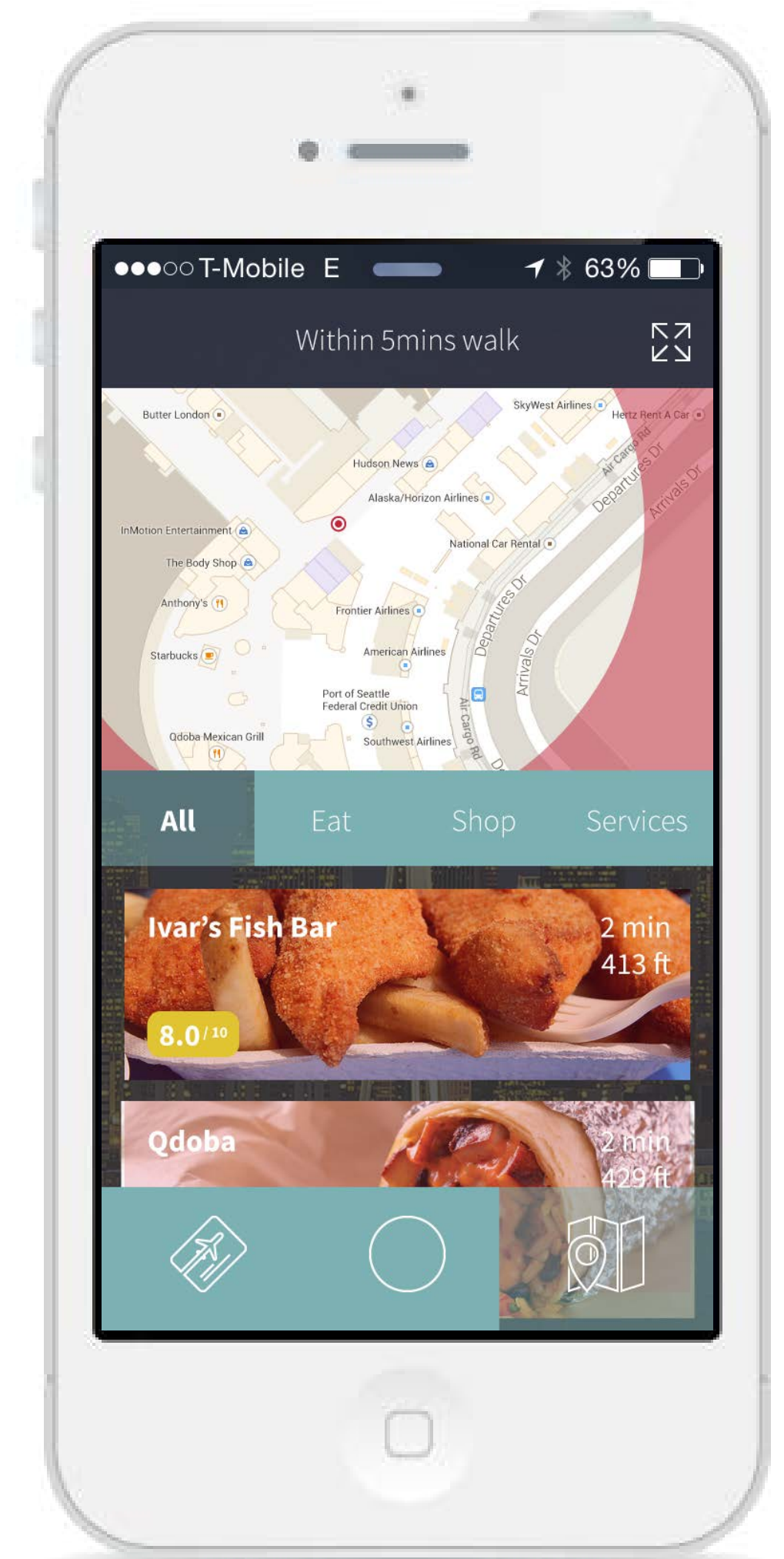


CONTEXTUAL

Relevant notifications

Visual cues to remind passengers

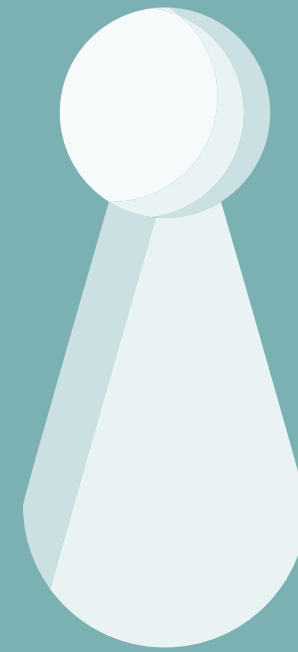
Location aware list of shops & restaurants



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

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SPONSORED BY

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ALASKA AIRLINES

