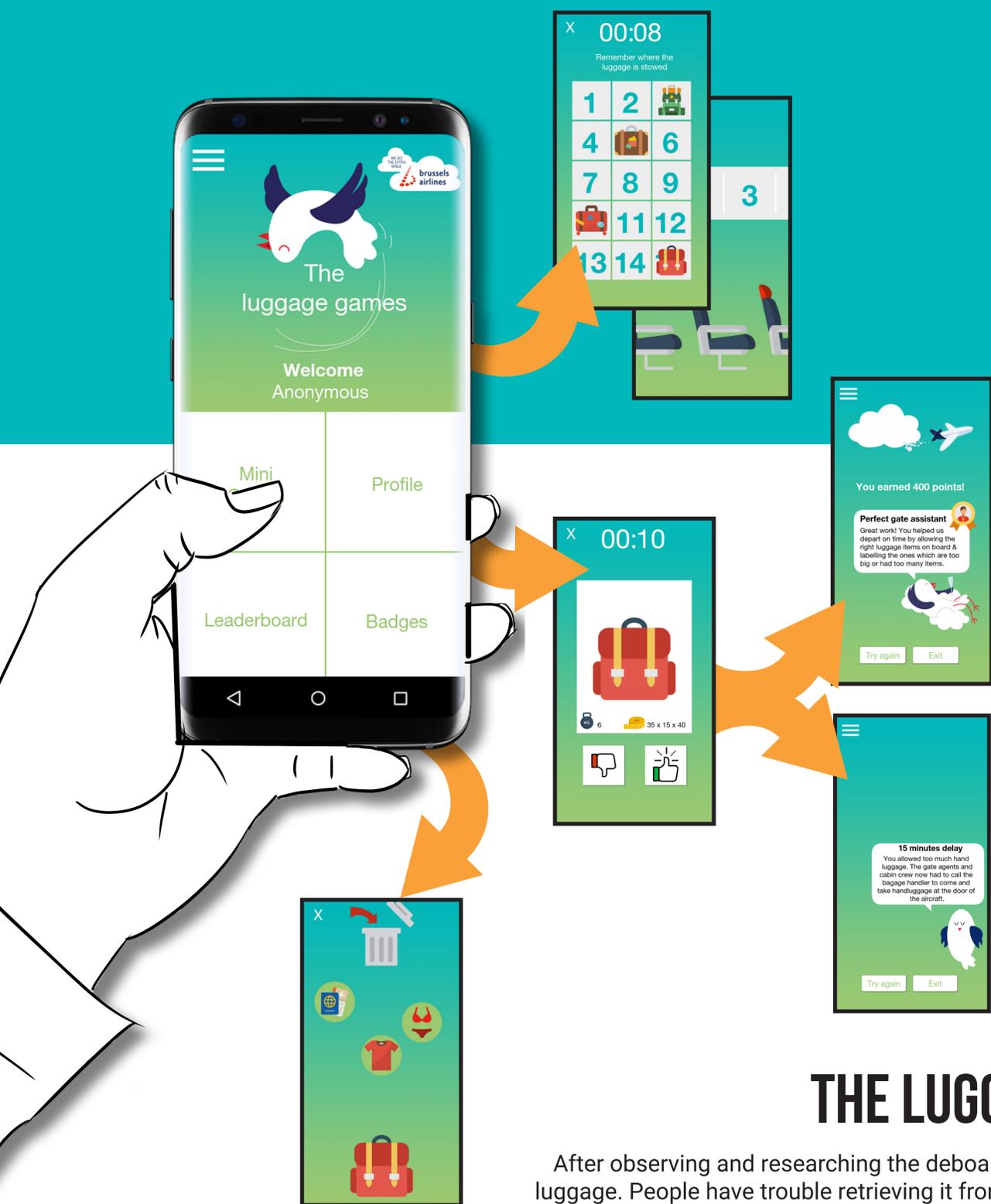


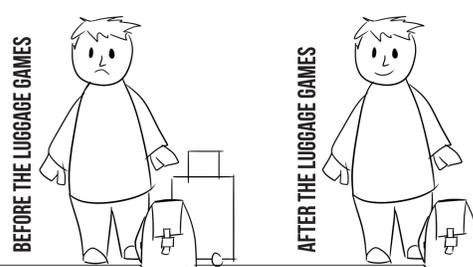


# REDESIGNING THE DEBOARDING EXPERIENCE BY DECREASING THE AMOUNT OF HANDLUCCAGE



## THE LUGGAGE GAMES

After observing and researching the deboarding process the problem became clear; hand-luggage. People have trouble retrieving it from the overhead bin and walking through the aisle with it. This makes the deboarding inefficient for the airline and unpleasant for the passenger. The Luggage Games aims to use persuasive game design to make passengers more aware of the consequences their hand luggage has on their own flight experience and on the operations behind the scenes. With the intended effect people will over think their behaviour and adjust it to take less hand-luggage.



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