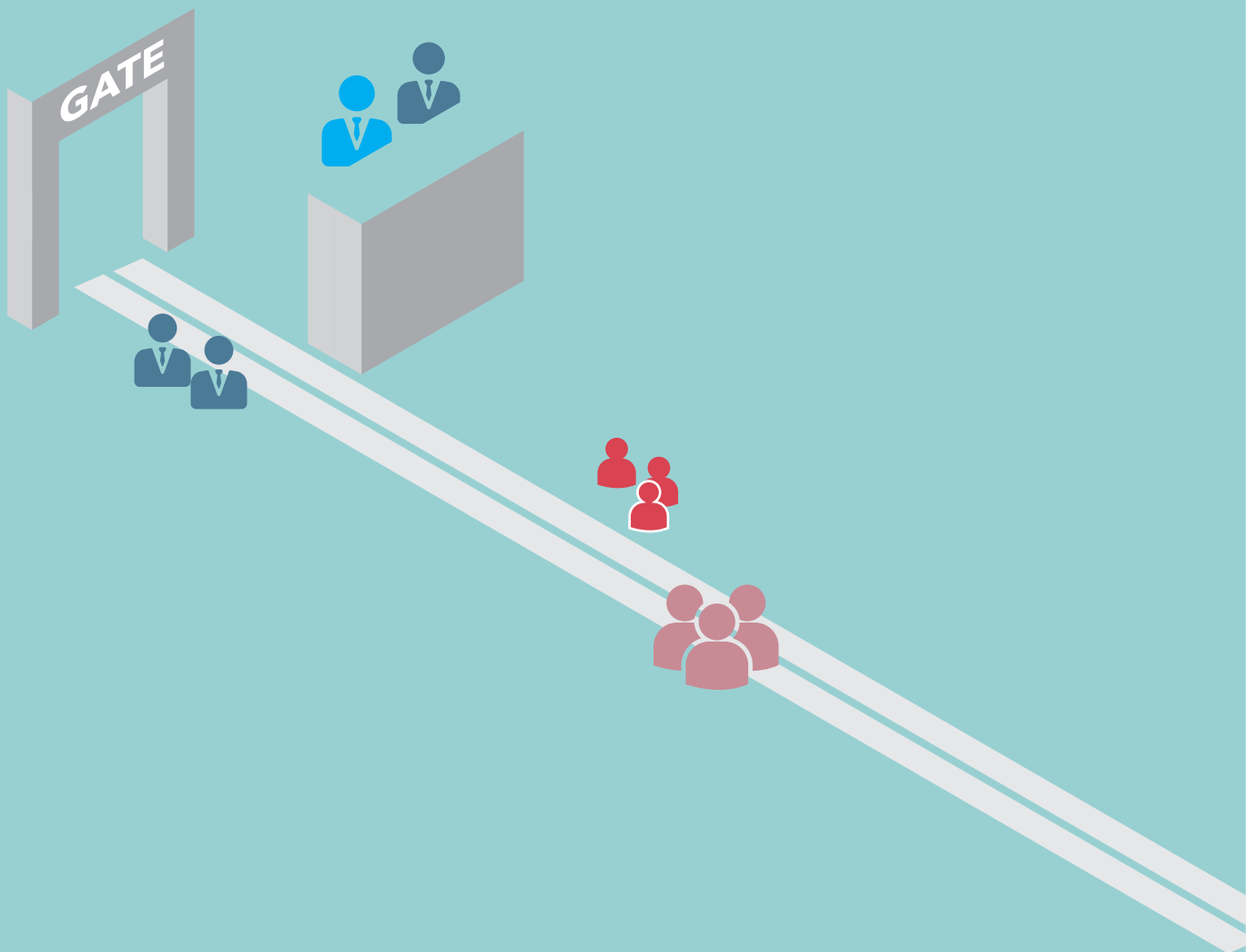


Boarding in the future

Design a roadmap and a digital product for the future boarding process

Appendices



**Master Graduation Thesis
by Qiong Wang**

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Appendices

- A. Project brief
- B. Stakeholder map
- C. Service blueprint
- D. Problems recap
- E. Questionnaire for final test

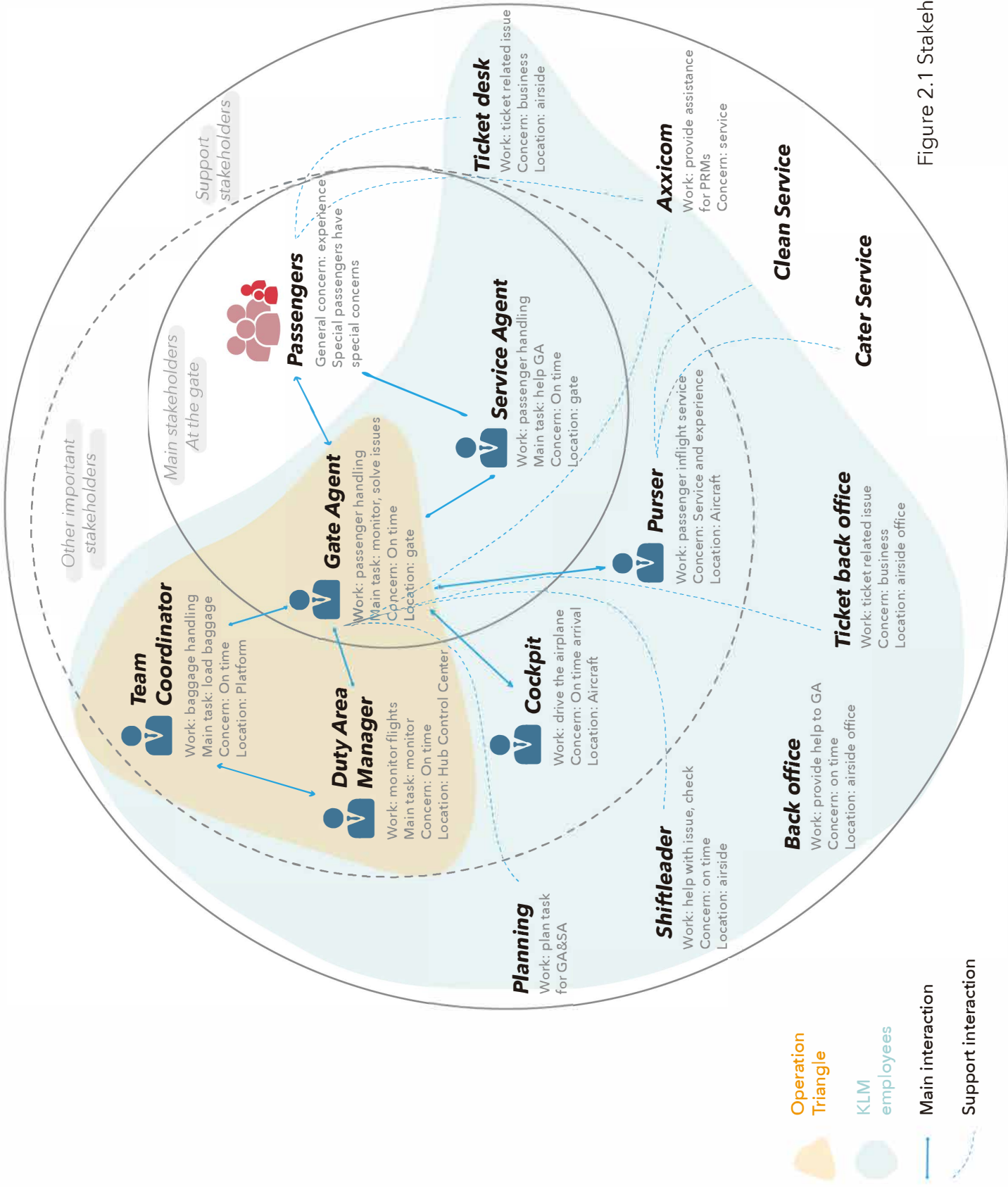


Figure 2.1 Stakeholder map

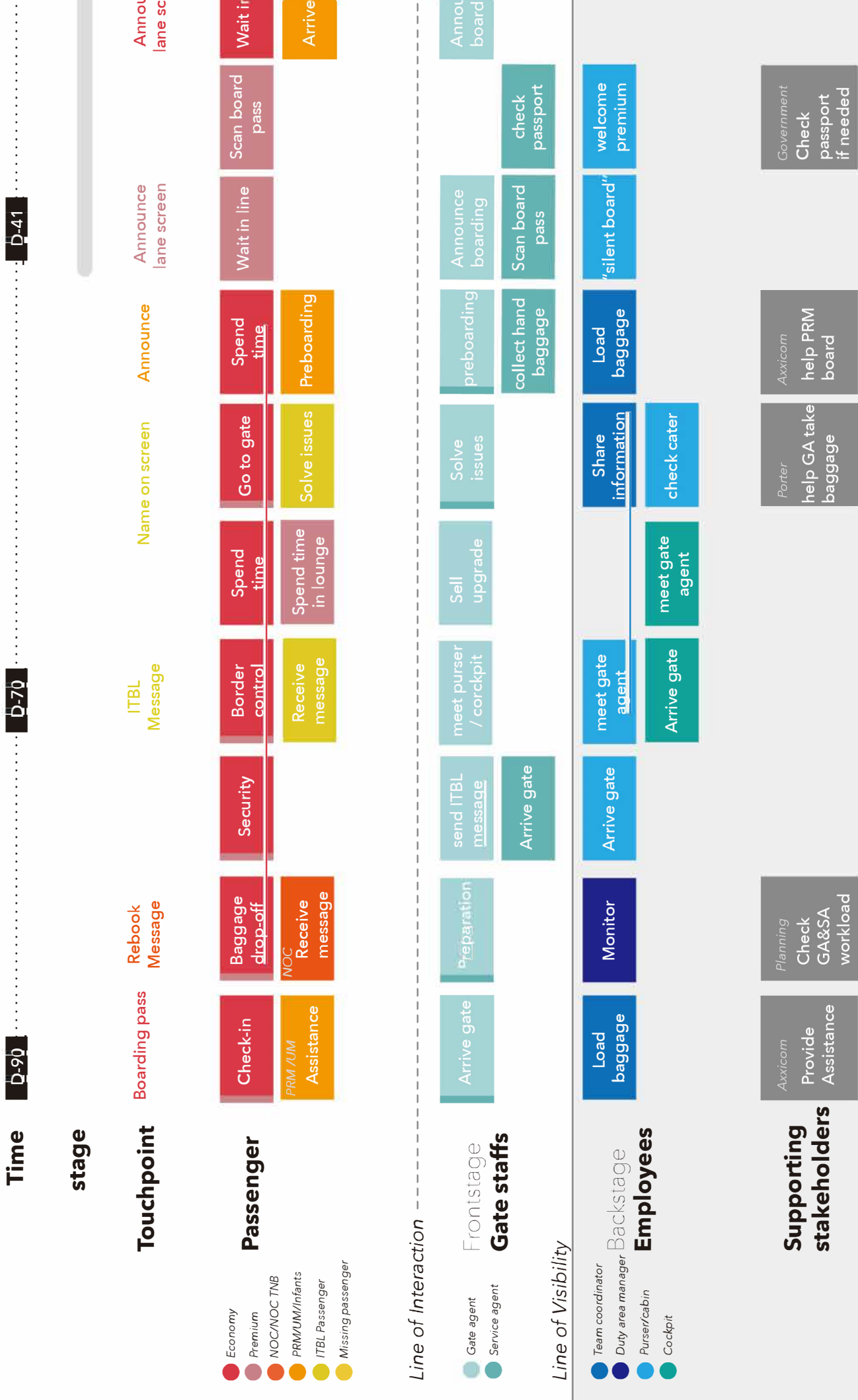


Figure 2.2 Service blueprint

D-15

D-10

D-2

D+5

Boarding

Take-off

since green
red light
red light
ipad indicator
Last call

on line	Scan board pass	Jetway	Settle down	relax on seat
late	Board at desk	Solve issues	NOCTNB inform baggage	Receive message
		Arrive late	Board at desk	Rebook

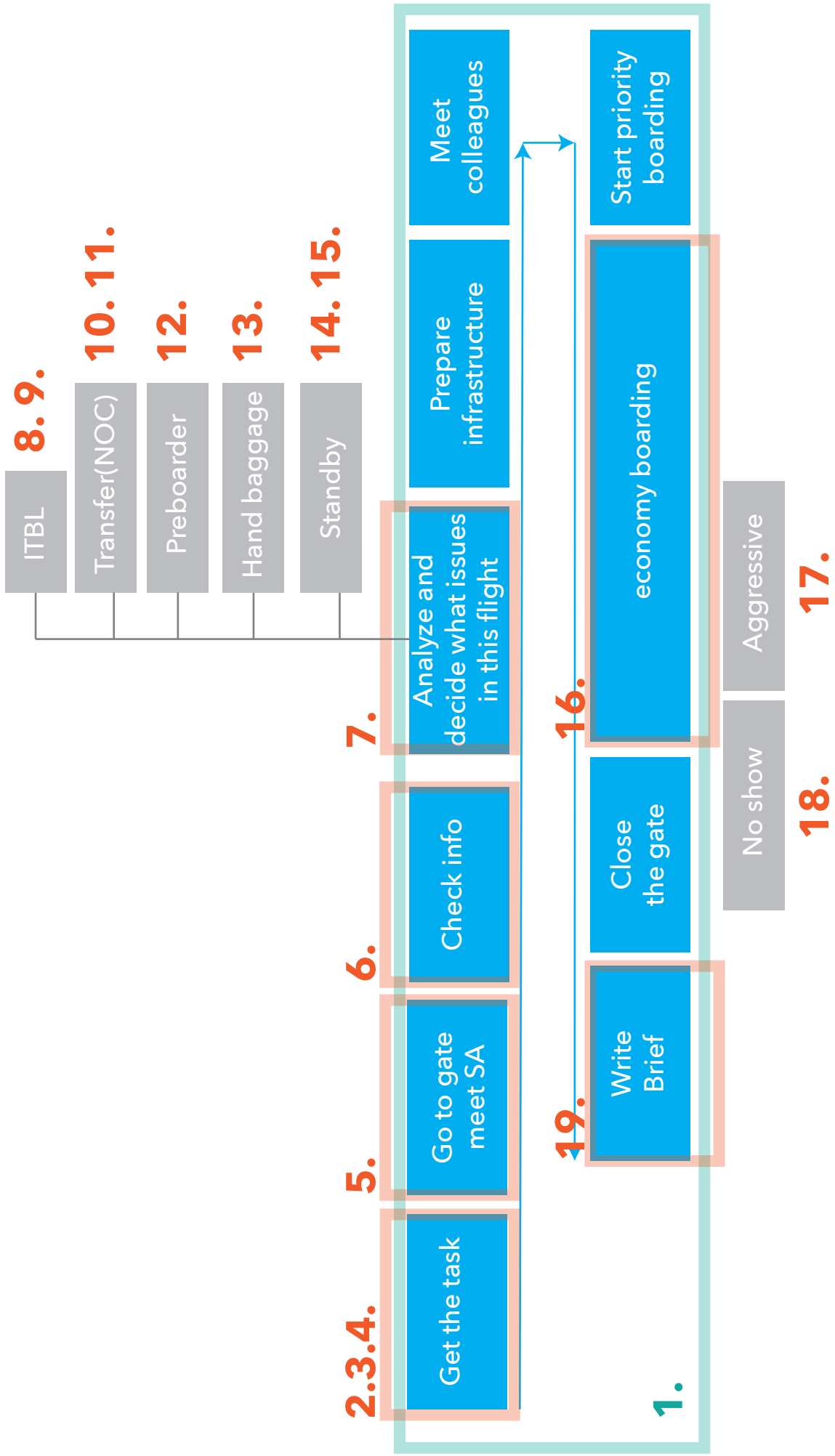
since boarding	monitor boarding	Solve issues	Board at desk	send last call	check in system	Call TC/DAM	Make decision	Offload passenger	Passenger door close	Send to ticket desk	Debrief
		guide premium			check on board						

welcome economy	help passengers	help check on board	Share information	Make decision	Offload baggage	Share information
			Share information	Make decision	Contact other departs	

Shiftleader
Help GA if needed

Back Office
Help GA if needed

Ticket desk
Help pax with ticket issues



7. uncertain about the coming workload

Confirm a task

- (iPAD)
- flight number
- time
- gate number
- teammates

Go to gate

meet SA
divide tasks

check information

- (A2H, ALTEA, firda)
- aircraft type
- seat number
- passenger number
- special number

analyze and decide what need special attention

Prepare infrastructure

Meet colleagues

- the lane, the gate - meet the purser
- meet the cockpit

7.

- problem number&location
- regular actions
- actions for irregular disturbances
- common irregular disturbances

8. need go through several tools to gather info
9. need to analyze in brain and always keep in mind

Hand baggage

is it a flight with hand baggage issue?

ask volunteers to check-in

print bag-tag

ITBL

when there are more than 50

notify them to come to gate

standby

when there are more than 10

14. GA feel passive passenger are not willing to (no reason in the message)

pre-board

when there are more than 20

preboard them

transfer

when there is one or more uncertain flight

preboard them

General problems

1. lack of overview of the whole process
2. lack of clear task division in group
3. lack of time reminder
4. diversified workload according to flight
5. double work when there is a SA with less experience
6. need go through several tools to take action

10. need to open three programmes **11. need to check info multiple times**

Start priority boarding

- activate the machine
- announce passengers
- change screen

Check information

- check-in number
- is there vacancies
- status of other departs (baggage loading, catering)

economy boarding

Check information

- how many boarded

Close the gate

- important time

Write Brief

12. brief does not provide much info

missing

- number
- priority
- baggage
- transfer or local
- last time seen

call colleagues (DAM/TC)

decide whether offload

17. GA hard to decide especially when there is a check-in baggage (need time to find baggage and offload, during it maybe passenger will come)

10. need to open three programmes **11. need to check info multiple times**

ITBL

how many unsolved

standby

does the system make correct choice?

pre-board

is everyone boarded

transfer

is there new update?

15. system usually make wrong choice

accept standby

call other stakeholder

16 need time to find number

accept standby

Special cases

18. some NOC arrived, but they are told that they can't board because they are rebooked.

19. GA feels unsupportive when there is an aggressive passenger

My solution

1. lack of overview of the whole process
2. lack of clear task division in group
3. lack of time reminder
4. diversified workload according to flight (horizon 2)
5. double work when there is a SA with less experience

whole process

6. need go through several tools to take action
7. (new agents)uncertain about the coming workload
8. need go through several tools to gather info
9. need to analyze in brain and always keep in mind
10. (start boarding)need to open three programmes
11. need to check info multiple times
12. brief does not provide much info

regular actions

13. (hand baggage)GA feel passive, passenger are not willing to check in baggage
14. (notify ITBL)GA feel passive, passenger are worry (no reason in the message)
15. (accept standby/system usually make wrong choice
16. (find late preboarder)need time to find number
17. (decide whether offload)GA hard to decide especially when there is a check-in baggage (need time to find baggage and offload, during it maybe passenger will come)
18. some NOC arrived, but they are told that they can't board because they are rebooked.
19. GA feels unsupportive when there is an aggressive passenger

irregular actions

perceived as problem by GA

Current solution on senior expertise of Gate Agent all dependent

- allow early notify
- allow early notify with reasons
- provide the priority considering companion
- suggest number
- make suggestions; provide the container info (so easier to find baggage)
- suggest GA to call ticket office early
- a quick button to call for help

- all above are small functions inside

ii. operational dashboard

Questionnaire

Test: _____
Participant: _____

How do you feel about the concept in general?

<i>Boring</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<i>Interesting</i>
<i>Old-fashioned</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<i>Novel</i>
<i>Efficient</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<i>Inefficient</i>
<i>Passive</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<i>Proactive</i>
<i>In control</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<i>Out of control</i>
<i>Cumbersome</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<i>Straightforward</i>
<i>Confusing</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<i>Clearly structured</i>
<i>Supportive</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<i>Unsupportive</i>

Which part do you like the most? _____

Which part do you like the least? _____

How do you feel about the user interface? (old and new)

<i>Understandable</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<i>Hard to understand</i>
<i>User friendly</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<i>Unfriendly</i>

Before
After

