

DEEP PERSONALIZATION

PERSONALITY DRIVEN DESIGN FOR INCREASING CUSTOMER INTIMACY IN THE AIR TRAVEL CONTEXT

INTRODUCTION

Air France-KLM is an airline who wants to compete on customer intimacy by providing the best customer experience with the greater adaptation of service to customer needs. This project was conducted with the goal: to increase the customer intimacy by considering customer's personality for personalization.

The Big Five personality model (Goldberg, 1990) has been chosen as the starting point of this project. This model describes personality in five main dimensions: openness, conscientiousness, extraversion, agreeableness, neuroticism.

The main outcome of this project is a personality-driven design principle. This principle can be used as the guideline for personality-based product and service innovation. As a first exploration of collecting personality related information and leverage personality in the aviation context, the project results proposed a new way of doing personalization, linked the design practice with the user data, gave guidance for related further research.

RECOGNIZE PERSONALITY / GETTING MEANINGFUL DATA

Personality is recognizable by translating observable attributes and behaviour cues. In this project, the contextual questions were formulated as a way to identify passenger's personality.

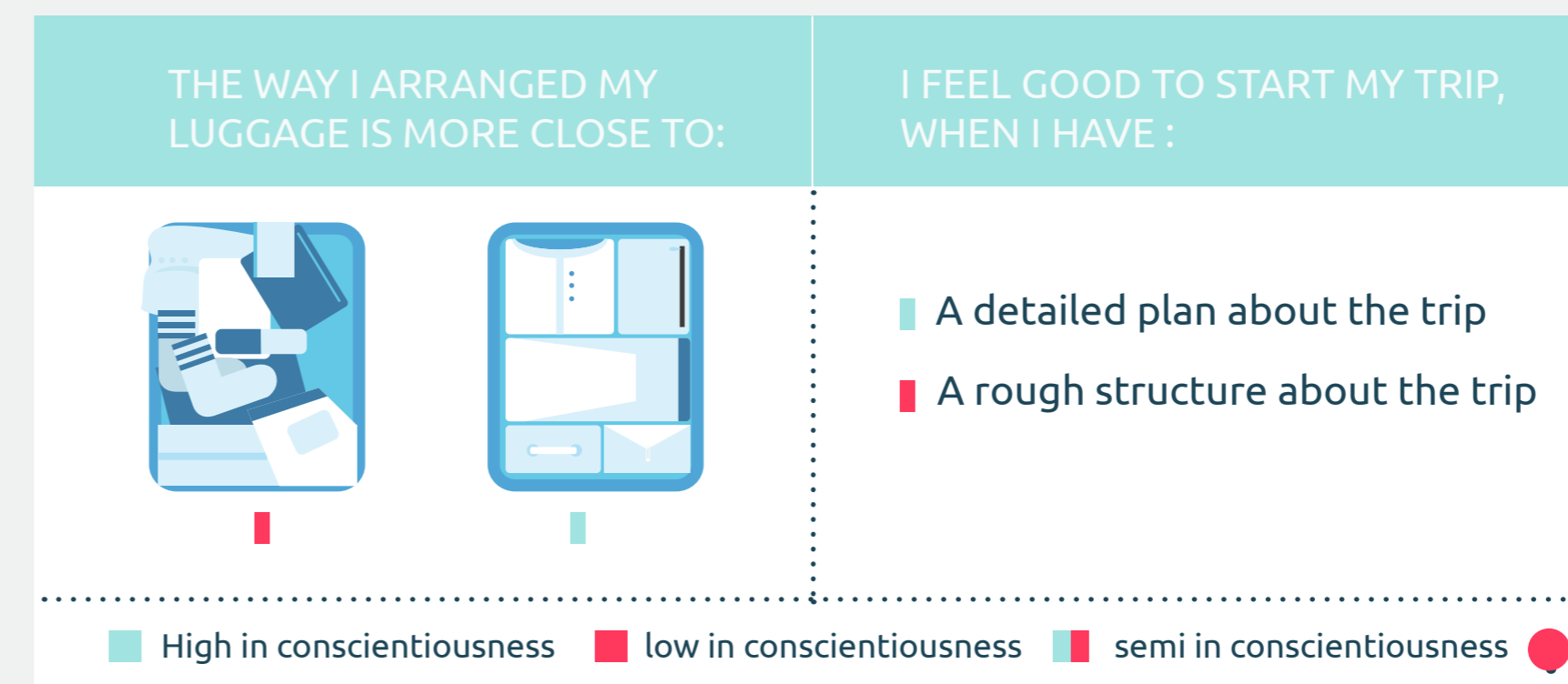


Figure 1. The contextual questions for recognizing conscientiousness

INTRODUCING THE PRINCIPLE OF PERSONALITY DRIVEN DESIGN

In this thesis, a personality driven design principle (figure.3) was derived from the literature study and design practices. This principle describes the main concerns, needs and interests of people with particular personality in air travel. The final personality-driven design principle functions as guidance in personality-based personalization design practices, which can be applied for personality-based product and service innovation for increasing customer intimacy. By providing this principle, this thesis is bridging design practices with the use of user data.

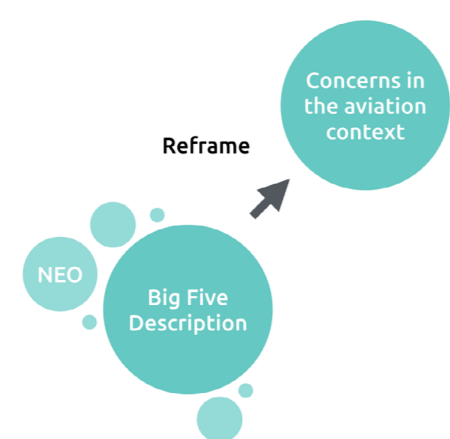


Figure 2. Reframe concerns from existing big five-based research findings

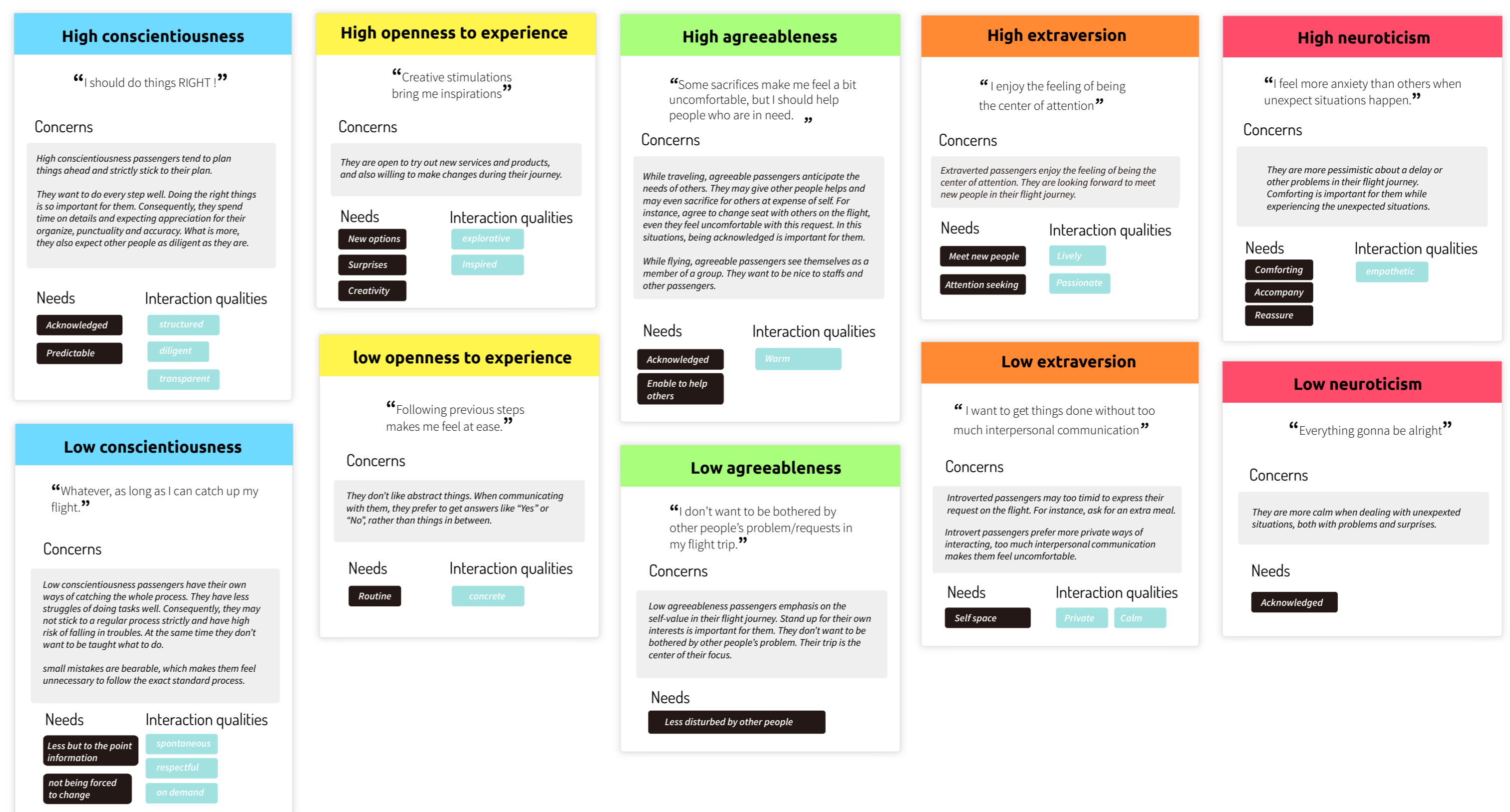


Figure 3. Personality driven design principle

TAILOR EVERY LITTLE TOUCH POINTS BASED ON "WHO YOU ARE"

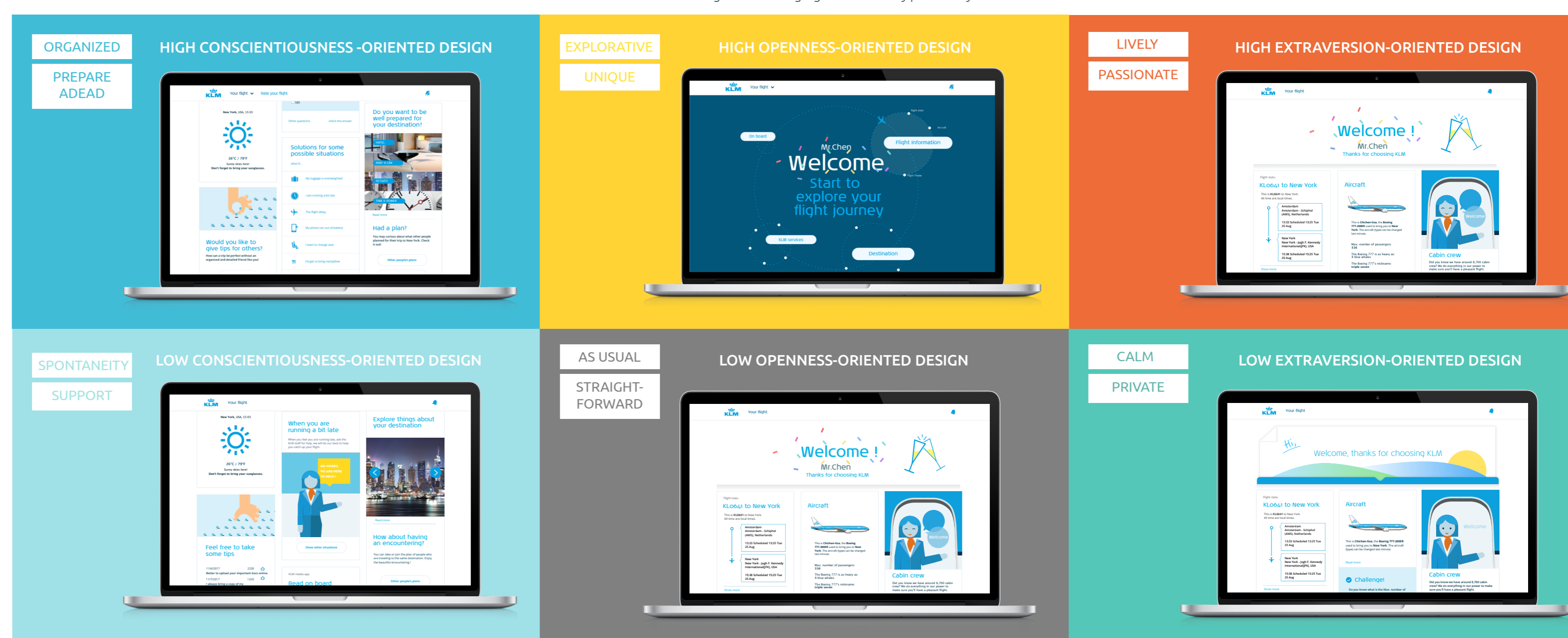
The Flight guide, an existing product in AF/KL that shows people important flight information and possible relevant recommendations after booking a ticket, was seen as a good platform to present the principle.

By applying the proposed principle, the overall interaction and the content of Flight guide were tailored. The full concept starts from recognizing personality. Customers will get an email after booking a ticket from AF/KL, leading them to the Flight guide website. With their permission, 10 personality related questions will be asked. Based on their answers, a personalized flight guide will be shown (figure 4).

Building on the evaluation results, services taking personality into account by applying the proposed principle can positively influence customer experience.

Link design practices with user data

Figure 4. The Flightguide tailored by personality



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21/08/2017
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