APPENDICES FOR ENHANCING INFLIGHT DINING EXPERIENCES

Appendices Report by
Vysali Somanchi

APPENDIX 1

Research and design approaches used

Traced back from chapter 1.5

The project elements were identified and divided into a domain and multiple subsets. **The domain is what the onboard services are. The subsets are what happens in the onboard services.** The experiences of passengers in the onboard services, the interactions between the passengers, IFE screen, crew, trolley and more are the subset to be researched.
Most of the domain was researched through literature and the subsets were researched through participant approaches.
This section consists of an outline of all the methods, methodologies and approaches involved in this project. A brief of the above mentioned will be stated but will be explained in detail later.

Desk research

The desk research carried out was also both the types - Preparatory and Secondary research. In preparatory research, questions regarding control were raised after understanding what it meant through secondary research. Secondary research made was about what already existed in the market and more. Preparatory research is the research that helps in asking the right questions during interviews. Secondary research helps in finding out existing research.
The project kick started with a literature desk study for the topic and its elements. The literature had been collected from the internet as well as from Safran's repository and the previous work of the employees, interns and graduation project students. This helped in understanding the topic further and to also understand Safran's previous, existing and ongoing projects.

Methodologies

A literature study of different methodologies for design projects had been conducted in order to create a personalised and fitting approach for this project. These methodologies are a mix of ViP, This is Service design doing, and Context mapping. The methods used are interviews, synthesizing and prototyping. The tools used are storyboards, personas and they were mostly research based and partially assumption based.

Context Mapping - Context mapping's methods like interviews and sensitizing were practiced in the project. The tools used to synthesize the participants were the generative booklets.

"Contextmapping is a user-centred design technique that involves the user as 'expert of his or her experience." (Boeijen & Daalhuizen, 2010)

A co-creation session had also been conducted in the later parts of the project with Safran colleagues.

Vision in Product design - The overall approach of a study into the current context and building a future context had surfaced from the ViP methodology. The current context was identified and an effective contrast of it gave rise to the desired context, through which the design goal and the vision emerged for the project.

The basic thought behind ViP is deceptively simple: designing always starts with the selection of a set of starting points or factors, ideas, observations, beliefs, or obsessions, that will finally determine the product-to-be-designed. (Hekkert & van Dijk, 2016)

Finally through out the project, minor parts or the way of carrying a study was inspired the 'This is the service design doing' book. This book provides a framework for incorporating service design into projects.

Interviews

Interviews with two experts from the field were organised which provided confirmations for many assumptions during research. The experts are Raymond Kollau, founder of AirlinesTrends, Trends analyst and Evy Dougali, Product manager in Sita on Air.

Most important learnings from Service design doing

Traced back to chapter 1.6

The commandments of service design doing:
- Make many low quality first drafts - They do not have to be beautiful. In this case quantity beats quality. Ideas don't have to be complete, but many ideas have to be there.
- More doing, less talking - Instead of talking about an idea for too long, build it, test it and then understand what needs to be repaired or improved.
- Use divergent thinking and its method (Yes, and…) to close down and get real but use a convergent approach of (yes, but…) and design your own design process.
- Find the right problem before solving it. Challenge your assumptions with research, before you consider changing them.
- Triangulate your research with different methods, researchers and data types.
- A service design project shouldn't end with ideas on paper.
- Service design is explorative. So make plans that are flexible to allow an adaptive and iterative approach in the given time.
- As you iterate keep switching your focus between small details and holistic service experiences.
- Finally service design approach can be applied to anything and everything , services, digital products, physical products, internal processes and more.

More about Safran's work

Traced back to Chapter 1.7

Safran's typical business includes working and collaborating with two sets of clients. Firstly, working closely with aircraft manufacturers like Boeing and Airbus, in providing those aircraft with air catering equipment and more for commercial purposes. Secondly, they collaborate directly with private and commercial Airline partners in catering to their requests and as per their passengers.

The catering Ecosystem; Aircraft galleys, trolleys, electrical appliances and the catering logistics have been designed as a system to serve as many people at the same time. This is called the push catering model, for the Airlines the catering is a cost centre and efficiency is the main driver. With low cost Airlines the catering offering changed into buy on-board but the catering Eco-system stayed the same and this is the pull catering model, for these Airlines the catering is a profit centre and optimization of sales is the main driver. The low cost Airlines show much more profitability and we now see that legacy Airlines follows the low cost strategies offering pull catering services.

About R&T center of the catering ecosystem; Trolleys & std units -
In Safran, this project was majorly involved with the research and technology department that has been working on similar projects. One project is about the design of a new trolley that can be produced in half the time and cost than that is currently happening in the market now. The goal is to also make it much more durable and lightweight. This project's motive is to retain Safran's market leader position.

The next existing and ongoing project of the R&T department is a part of an EU funded project called Accent. This part of the project is known as the Item level detection. This project enables a detection of items in the trolley and helps in regulating the stock management.

R&T for electrical inserts is working on a project which will enable to reduce the time of heating up the meals or more and also help in even distribution of heat in the oven. The idea behind this project is to help increase the efficiency for the air crew.

The last project is about the Augmented cabin which enables in making more smart products and the communication between all those products.

The catering department in Safran cabins has begun making intelligent systems; as in Intelligent food trolley to solve various other issues with the loading and unloading the food trolleys. They undertake and conduct many research and development programs to suit the rapidly changing aviation market. The project context involves the galleys and the air catering food trolleys as one of the main means in the system of serving meals to the passengers.

Fig. 01 - Single Aisle flight galley

Fig. 02 - Double aisle flight galley

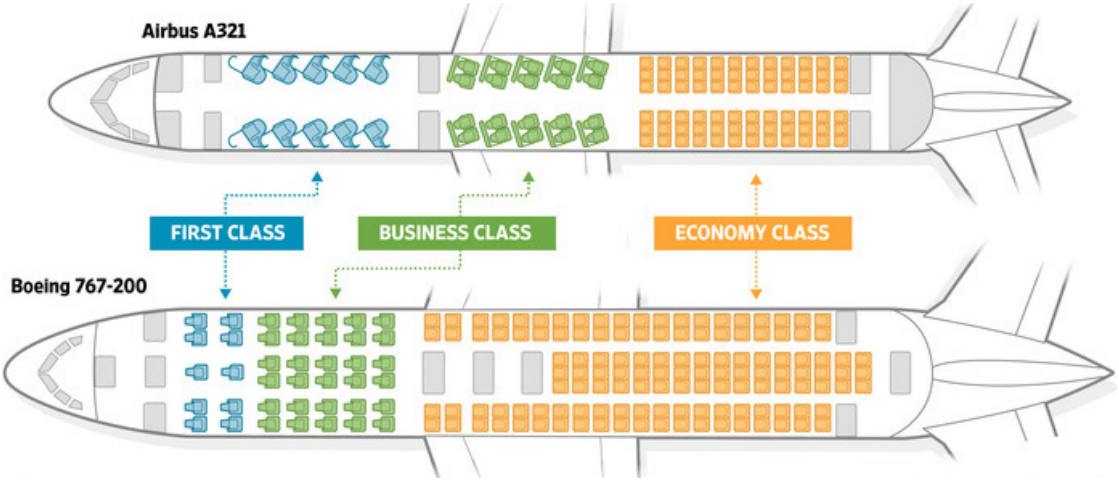

Fig. 03 - Plan of single and double aisle flights

What does Safran's overall work comprise of?

In order to understand the scope of trolleys or galleys, a look into Safran's work had to be taken. A brief of Safran's air catering solutions are as follows:
In the galleys and equipment category, Safran majorly has innovated six concepts of trolleys:

1) Cooling solutions
2) Waste solutions
3) A retail trolley
4) Security solutions
5) Hybrite S trolley
6) Sophy

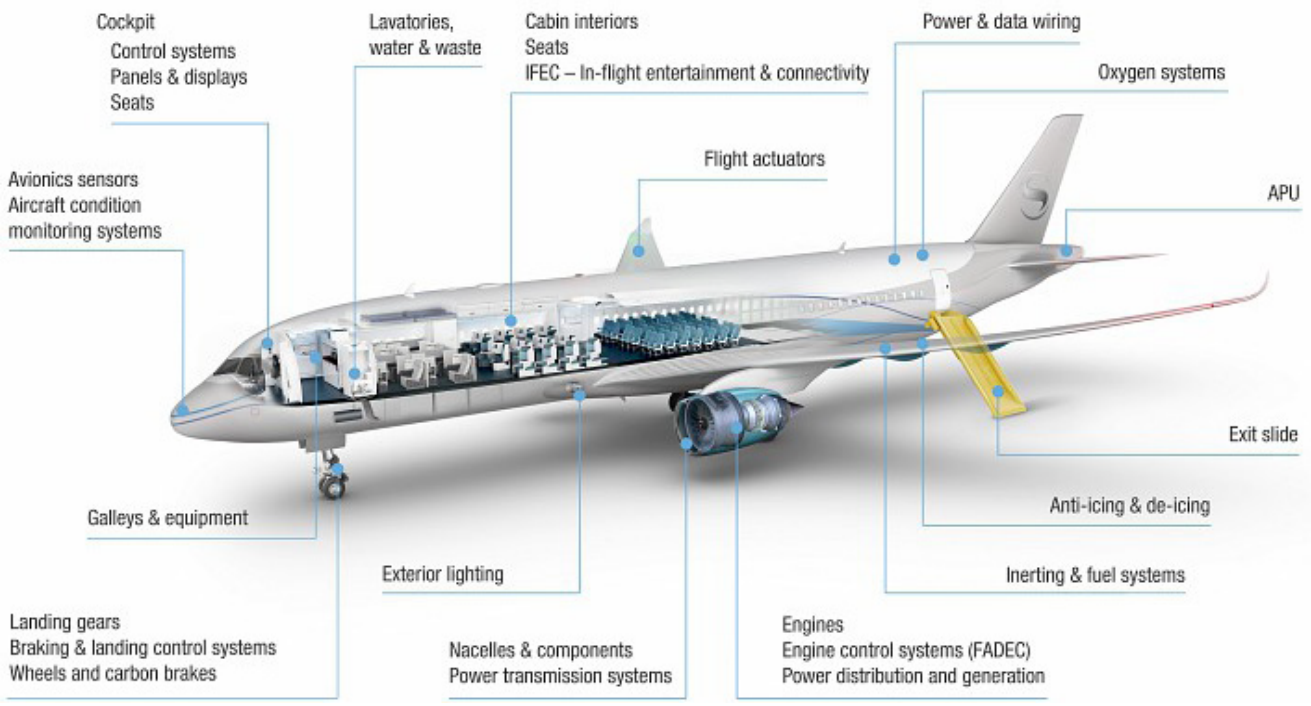

Fig. 04 - Safran's product range

Safran's trolleys

Traced back to Chapter 1.7

In order to understand the scope of trolleys or galleys, a look into Safran's work had to be taken. A brief of Safran's air catering solutions are as follows:
In the galleys and equipment category, Safran majorly has innovated six concepts of trolleys:

1) Cooling solutions - These trolleys are fully insulated, contain the same capacity as a regular trolley and have an XL 4KG dry ice compartment. Most importantly, their maintenance is user friendly as well.
2) Waste solutions - These have multiple bin options, multiple lid positions plus watertight bins. This particular concept provides a practical answer to dispose and sort onboard waste. They help in maintaining a clean workspace, producing less waste and most importantly contribute to green thinking.
3) A retail trolley - There is an increase of workspace provided which allows a quick set up with some replaceable advertisement options and most essentially a very attractive product display for the passengers. They were made to improve on-board sales, and enhance brand identity and also improve a communication of offers of their products.
4) Security solutions - This trolley has smart lock features that enable the crew to prevent unauthorized access. It has a battery lifetime upto two years, an integrated seal and lock function, full traceability of units and keys and data control. It is simple to use and also increases the crew's efficiency. It gives full security and fleet management capabilities to the higher valuable goods.
5) Hybrite S trolley - This is a baseline for all their catering products and innovations that have given them a market leader position. These trolleys come in different sizes, and designs that meet every client's unique requirements. These are foldable trolleys that come in full and half size and also have standard unit containers. They are EASA approved, are scratch resistant and can reduce noise. This also promotes green thinking due to its recyclable materials, and sustainable production.
6) Sophy - This is a unique intelligent context - aware device that can be integrated into any existing trolleys. This device provides a large data on its logistics, it provides insights into operational processes as well. It is a seamless solution that provides so much information about their airline catering that enables Airlines to have more control over their catering operations. All these insights are provided on a mobile application. This device provides real time information about the locations and statuses of the fleet. This device most importantly improves the efficiency process, saves catering costs, identifies maintenance needs and also reduces abnormalities and losses.

Fig. 05 - Cooling solutions trolley

Fig. 06 - Waste solutions trolley

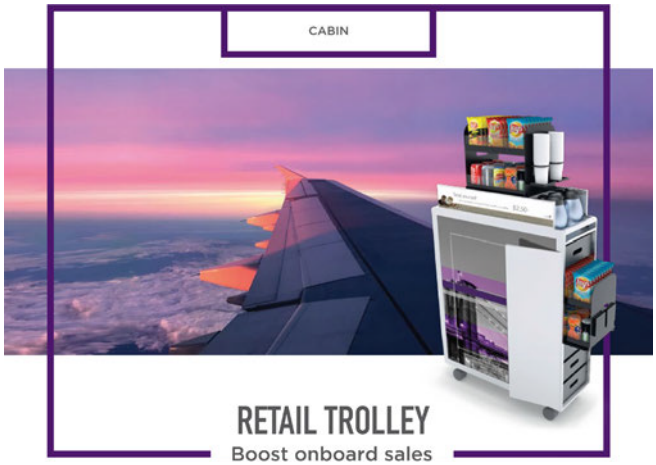

Fig. 07 - Retail trolley

Fig. 08 - Security solutions trolley

Fig. 09 - Hybrite S trolley

Fig. 10 - Sophy trolley

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DESIGN FOR our future

TU Delft

IDE Master Graduation

Project team, Procedural checks and personal Project brief

This document contains the agreements made between student and supervisory team about the student's IDE Master Graduation Project. This document can also include the involvement of an external organisation, however, it does not cover any legal employment relationship that the student and the client (might) agree upon. Next to that, this document facilitates the required procedural checks. In this document:

- The student defines the team, what he/she is going to do/deliver and how that will come about.
- SSC E&SA (Shared Service Center, Education & Student Affairs) reports on the student's registration and study progress.
- IDE's Board of Examiners confirms if the student is allowed to start the Graduation Project.

USE ADOBE ACROBAT READER TO OPEN, EDIT AND SAVE THIS DOCUMENT
Download again and reopen in case you tried other software, such as Preview (Mac) or a webbrowser.

STUDENT DATA & MASTER PROGRAMME

Save this form according the format "IDE Master Graduation Project Brief_familyname_firstname_studentnumber_dd-mm-yyyy".
Complete all blue parts of the form and include the approved Project Brief in your Graduation Report as Appendix 1 !

family name: Somanchi
initials: _____ given name: Harshini Vysali
student number: [redacted]
street & no.:
zipcode & city:
country:
phone:
email:

Your master programme (only select the options that apply to you):
IDE master(s): ( ) IPD (★) DfI ( ) SPD
2nd non-IDE master: _____
individual programme: - - (give date of approval)
honours programme: ( ) Honours Programme Master
specialisation / annotation: ( ) Medisign ( ) Tech. in Sustainable Design ( ) Entrepeneurship

SUPERVISORY TEAM **

Fill in the required data for the supervisory team members. Please check the instructions on the right !

** chair: Henk Kuipers — dept. / section: AED
** mentor: Ruud van Heur — dept. / section: AED
2nd mentor: Ron Vermeij
organisation: Safran
city: Alkmaar — country: Netherlands

comments (optional): The organisation's name is Safran formerly called as Zodiac aerospace. For explenaition of the two supervisors see 'Final Comments' page 7

Chair should request the IDE Board of Examiners for approval of a non-IDE mentor, including a motivation letter and c.v.

Second mentor only applies in case the assignment is hosted by an external organisation.

Ensure a heterogeneous team. In case you wish to include two team members from the same section, please explain why.

Fig. 11 - Approved Project Brief page 1

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Procedural Checks - IDE Master Graduation

APPROVAL PROJECT BRIEF
To be filled in by the chair of the supervisory team.

chair Henk Kuipers date 14 - 03 - 2019 signature

CHECK STUDY PROGRESS
To be filled in by the SSC E&SA (Shared Service Center, Education & Student Affairs), after approval of the project brief by the Chair.
The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total: 21 EC
Of which, taking the conditional requirements into account, can be part of the exam programme 21 EC
List of electives obtained before the third semester without approval of the BoE

(X) YES all 1st year master courses passed
( ) NO missing 1st year master courses are:

name date 25-3-2019 signature

FORMAL APPROVAL GRADUATION PROJECT
To be filled in by the Board of Examiners of IDE TU Delft. Please check the supervisory team and study the parts of the brief marked **.
Next, please assess, (dis)approve and sign this Project Brief, by using the criteria below.

- Does the project fit within the (MSc)-programme of the student (taking into account, if described, the activities done next to the obligatory MSc specific courses)?
- Is the level of the project challenging enough for a MSc IDE graduating student?
- Is the project expected to be doable within 100 working days/20 weeks ?
- Does the composition of the supervisory team comply with the regulations and fit the assignment ?

Content: (V) APPROVED ( ) NOT APPROVED
Procedure: (V) APPROVED ( ) NOT APPROVED

comments

name A Nuwae date 1-4-2019 signature

Initials & Name Somanchi Student number 4721829

Title of Project Intelligent food trolleys in Aeroplanes

Fig. 12 - Approved Project Brief page 2

Personal Project Brief - IDE Master Graduation

TU Delft

Intelligent food trolleys in Aeroplanes — project title

Please state the title of your graduation project (above) and the start date and end date (below). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

start date 01 - 03 - 2019 — 24 - 08 - 2019 end date

INTRODUCTION **

Please describe, the context of your project, and address the main stakeholders (interests) within this context in a concise yet complete manner. Who are involved, what do they value and how do they currently operate within the given context? What are the main opportunities and limitations you are currently aware of (cultural- and social norms, resources (time, money,...), technology, ...).

Safran is an international high-technology group, operating in the aircraft propulsion and equipment, space and defense markets. They have 3 departments i.e: Safran Aerosystems, Safran cabins, Safran seats. They are world's leading manufacturers of helicopter turbine engines, jet's landing gear, carbon brakes and wheels, aircraft wiring systems, cabin interiors, evacuation slides, seats for commercial airplanes and much more.
Safran cabins has begun making intelligent systems ; as in Intelligent food trolley to solve various other issues with the loading and unloading the food trolleys. My project is to work with the intelligent food trolley. My role will be explained further. Their office is located in Alkmaar, Netherlands and I will be working with the team (work on the interiors of the flights) there 2 days a week.

The catering Eco-system; Aircraft galley's, trolley's, electrical appliances and the catering logistics have been designed as a system to serve as much people at the same time. This is called the push catering model, for the Airlines the catering is a cost centre and efficiency is the main driver. With low cost Airlines the catering offering changed into buy on-board but the catering Eco-system stayed the same. They call this the pull catering model, for these Airlines the catering is a profit centre and optimization of sales is the main driver. The low cost Airlines show much more profitability and we now see that legacy Airlines follows the low cost strategies offering pull catering services.

In this project I want to research and design for Safran Aerospace, how the catering Eco-system interaction should look like when we are building the enabling technologies to put the passenger in control of their own on-board hospitality experience; an on-demand catering system for on-board Hospitality, a system that puts the passenger in the centre but empowers the Flight Attended the be at service and work more efficient in the Galley. In this project I will focus on the front stage interactions and focus on the interaction with a PED or IFE system, the flight attended and the supporting flight attendant in the Galley who prepares the food & beverage orders.
In the context of this assignment the research & technology teams are developing enabling technologies to support this project. Examples; location detection of Trolley in isle, stock systems in the Galley, IFE (In flight entertainment systems) / PED (Personal entertainment devices) to Galley ordering applications, Order overview screens in Galley.

space available for images / figures on next page

Initials & Name Somanchi Student number 4721829

Title of Project Intelligent food trolleys in Aeroplanes

Fig. 13 - Approved Project Brief page 3

introduction (continued): space for images

image / figure 1: Safran's future vision - To let passenger be able to choose their choices, time on their PES

image / figure 2: Safran's future vision - The intelligent trolley recognizes the respective seat choices to serve them.

Fig. 14 - Approved Project Brief page 4

Personal Project Brief - IDE Master Graduation

TU Delft

PROBLEM DEFINITION **

Limit and define the scope and solution space of your project to one that is manageable within one Master Graduation Project of 30 EC (= 20 full time weeks or 100 working days) and clearly indicate what issue(s) should be addressed in this project.

The Aircraft is the only restaurant in the world where someone else decides what you eat and when you eat it. In this interaction design assignment we want to change this paradigm and focus on passenger and crew research to design the future interaction with the system to support the on-demand "eat what you want, when you want" experience and put the passenger in control over her or his flight experience.

There are a few contrasting loose ends also in this project to be solved. Like how could these services be different for economy and business class, time constraints, safety concerns, whether or not it is reasonable to fulfill all expectations of passengers, different mindsets of passengers, their perceptions and cooperation, involvement of different stakeholders and a few more.

ASSIGNMENT **

State in 2 or 3 sentences what you are going to research, design, create and / or generate, that will solve (part of) the issue(s) pointed out in "problem definition". Then illustrate this assignment by indicating what kind of solution you expect and / or aim to deliver, for instance: a product, a product-service combination, a strategy illustrated through product or product-service combination ideas, ... In case of a Specialisation and/or Annotation, make sure the assignment reflects this/these.

Designing future interactions between the intelligent food trolley (currently being developed by Safran Aerospace) passengers and the air cabin crew. The main focus is to give the passenger best possible control of their food experience in the flight, following the 'eat what you want, when you want'.

The expected outcome of this project would be a product - service combination which will delivered in the form of a paper prototype. Digitalization of the service design may also be involved. Paper prototype is an explanation / illustration of how this product - service combination would work.

Initials & Name Somanchi Student number 4721829

Title of Project Intelligent food trolleys in Aeroplanes

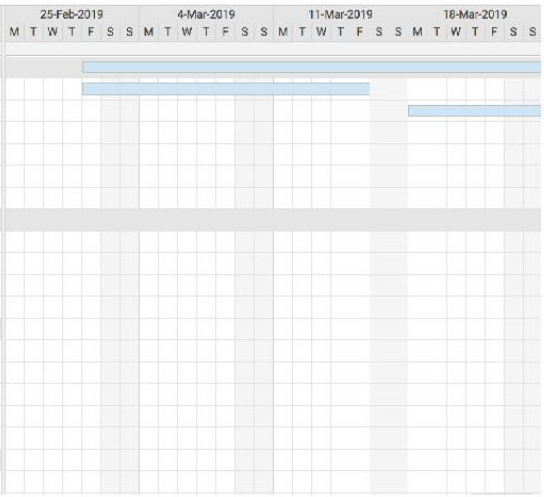
Fig. 15 - Approved Project Brief page 5

PLANNING AND APPROACH **

Include a Gantt Chart (replace the example below - more examples can be found in Manual 2) that shows the different phases of your project, deliverables you have in mind, meetings, and how you plan to spend your time. Please note that all activities should fit within the given net time of 30 EC = 20 full time weeks or 100 working days, and your planning should include a kick-off meeting, mid-term meeting, green light meeting and graduation ceremony. Illustrate your Gantt Chart by, for instance, explaining your approach, and please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any, for instance because of holidays or parallel activities.

start date 1 - 3 - 2019 24 - 8 - 2019 end date

	Task Name	Start	Finish	Duration
1	**– Phase 1 - Defining Problem**	03/01/19	04/05/19	**40d**
2	Desk research	03/01/19	03/15/19	**10d**
3	Context research	03/18/19	03/28/19	**8d**
4	Defining context	03/29/19	04/03/19	**2d**
5	Problem definition	04/04/19	04/06/19	**2d**
6	Vision of design brief	04/08/19	04/11/19	**2d**
7	More necessary research	04/12/19	05/04/19	**16d**
8	**– Phase 2 - Diving deeper into context**	05/07/19	06/08/19	**21d**
9	Interviews (Research)	05/07/19	05/11/19	**4d**
10	Making generative tools	05/14/19	05/18/19	**4d**
11	*Co-creation sessions*	05/21/19	05/28/19	**6d**
12	Analysis of data	05/29/19	06/08/19	**7d**
13	**Phase 3 - Explorations and concept buildi**	06/25/19	08/17/19	**39d**
14	Tinkering and building explorations	06/25/19	07/08/19	**10d**
15	Making and testing prototypes	07/09/19	07/20/19	**10d**
16	Iterations	07/23/19	07/27/19	**4d**
17	Building prototypes	07/30/19	08/10/19	**10d**
18	Testing	08/13/19	08/17/19	**5d**
19	**Phase 4 - Wrap up**	08/26/19	08/26/19	
20	Presentations	08/26/19	08/26/19	**1d**



This planning is flexible as per the project requires. Over all the project requires 20 weeks / 100 working days. This is how it has been planned. I will also send the gantt planning separately as it does not fit.

Approach -
- Based on VIP, Current interaction and Future interaction, Desk research / study past research, User Experience, In general the different services offered by Airlines, Observation / role play to get deeper insights into current paint points for passenger and crew using experience lab, Current trends and Trend research in on-demand / pull catering, Future expectations (reference markets), Technology framework has to be defined by Safran Cabin, Concept design of system, Design and build future interaction with system, Validate a paper prototype in Experience Lab

Initials & Name Somanchi Student number 4721829

Title of Project Intelligent food trolleys in Aeroplanes

Fig. 16 - Approved Project Brief page 6

Personal Project Brief - IDE Master Graduation

TU Delft

MOTIVATION AND PERSONAL AMBITIONS

Explain why you set up this project, what competences you want to prove and learn. For example: acquired competences from your MSc programme, the elective semester, extra-curricular activities (etc.) and point out the competences you have yet developed. Optionally, describe which personal learning ambitions you explicitly want to address in this project, on top of the learning objectives of the Graduation Project, such as: in depth knowledge a on specific subject, broadening your competences or experimenting with a specific tool and/or methodology, ... Stick to no more than five ambitions.

My main driver in looking for a graduation project was that it had to be user experience oriented. I approached many projects / companies in search of a project that suited all my choices. I finally came across this project where the core is to give the passenger a full control over his experience; meaning that it is a highly user experience oriented project. The goal of the project is to give the passengers a restaurant experience, ' eat what you want, whenever you want'.

My role in this project will be exactly to define the future interactions between the trolley, passengers and air crew by extensive research on other points like what extent do the passengers require control over their food experience, are they expecting it, what the passengers would like to eat and where to find this information, their overall experience of eating in the air, how to expect their choice of food and how to convey this to the galley. Identifying the unexpected problems or glitches (example stock running out) that may arise and how to fix them. Also ensuring a smooth flow of these procedures overall and between the flight attendants.

After beginning my Masters here in TU Delft, I have grown interested in research and its methodologies. Hence I would like to focus majorly on research part of this project. I will use context mapping and it's research generative tools for various stages of this project. I believe that it gives the most in depth insights regarding people, their wants and needs.

Another learning goal that I would like to derive from this project is the experience of working in a company atmosphere as I do not have the experience working in the Netherlands yet.

I am also focused on the process of this project. It is also important to me that I follow a clear design process. As per everything I would like to achieve this project seems to fit my goals, the best.

FINAL COMMENTS

In case your project brief needs final comments, please add any information you think is relevant.

I realize that both my mentor and chair are from the same department. But my chair, Henk Kuipers will address general & specific design expertise and y mentor, Ruud van Heur will address more specific aircraft interior and aerospace expertise. I am trying to finish a research project of 6 credits before I begin my graduation project so that I have 30 Ec for the 3rd semester. If I am unable to finish it, I have enrolled for 2 electives while doing graduation to acquire the required credits.

Initials & Name Somanchi Student number 4721829

Title of Project Intelligent food trolleys in Aeroplanes

Fig. 17 - Approved Project Brief page 7

APPENDIX 2

Inflight Entertainment service
Traced back from chapter 2.3

Variations of Inflight entertainment	More about ...
Moving map systems	Allows passengers to check locations of the flight. Gives accurate real time flight info about number of hours of journey left or more. Refer to Fig.08
Audio entertainment	Music, news and more ...
Video entertainment	Movies, shows, news and more ...
Closed captioning	Techonology introduced in 2008, for hearing impaired passengers. The captions stream along with content like subtitles. Airlines like Emirates, United Airlines & Qantas provide this service.
In-flight games	Games for all age ranges. VR technology to be introduced very soon.
Islamic prayers & directions towards Mecca	This service allows Muslims to pray towards the direction of Mecca. Emirates, Ethihad, Qatar and more have it. Refer to fig.09.

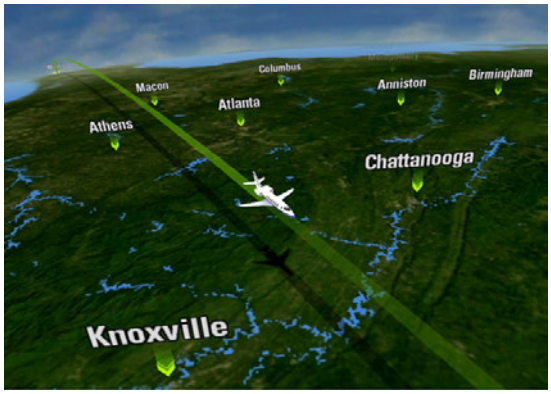
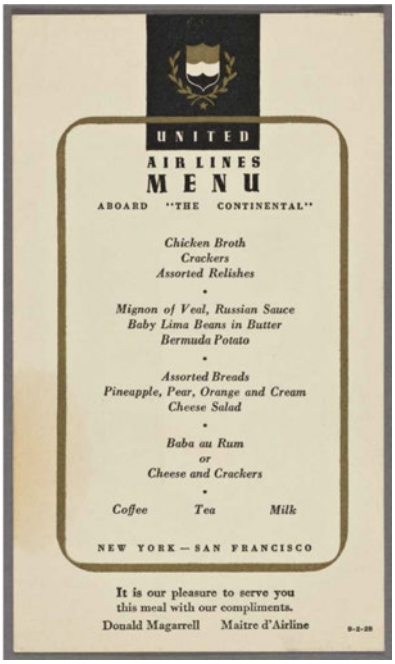


Fig. 18 - Moving map systems

Fig. 19 - Directions towards Mecca

Evolution of dining, onboard

Traced back from chapter 2.3

Time of implementation	More notes	Kind of food	Gallery
1919 - 1920	- London to Paris - Used lightest chinaware	- Typically cold fried chicken, fruit salads, sandwiches, teas. - European Airlines served Lobster salads, Nicoise salads, ice creams, cheese with fruit selections, champagne.	
1930s	- Onboard kitchens - Sometimes planes stopped for lunch serving customers in the airline hanger / picnic tables, while the plane refueled.	- Roasted beef and more roasted items.	
1935	- Refocusing food concepts - Adding menus - Adding linen and flowers onboard.	- Added cocoa - Dishes that consisted of crabmeat cocktail, avocado and grapefruit salad, or lettuce and egg salads.	
1940s	- Hot food - More variety of food	- Frozen meals	
1950s	- Northwest Airlines started Fujiyama room lounges. - American Airlines - Southern Airlines - Started trolley service due to larger aircrafts. - Installation of Galleys and containers.	- Pineapples studded with shrimp, cheese, cherry tomatoes & fruit squares. - Chicken pie with biscuit toppings - Creole shrimp salad remoulade.	

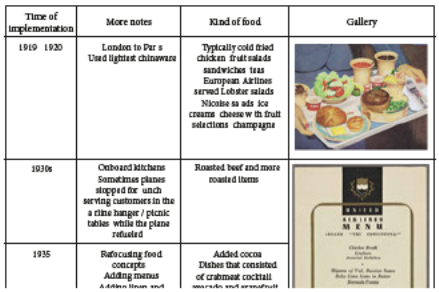
Time of implementation	More notes	Kind of food	Gallery
1960s	- Bigger flights - More seats - demand for faster food service - a switch to plastic from glassware.		
1970s	- Went over board with first class offerings - Economy class was introduced which was originally called tourist class.	- Selection of cold meats, seafood, bread, hot soups.	
1980s	- staff would carry a meat carving set, using large knives to cut joints of meat beside the seats.	- Beef - lamb - Hot gravy poured from a jug.	
1990s to Now.	- Differences in serving for first, business and economy classes	- Meals served mostly based on Airlines or destinations.	

Fig. 20 - A table of how food served onboard evolved over the years

Similar services in the hospitality industry
Traced back from chapter 2.4

A conventional restaurant is where a waiter or a waiter approaches you and you place your order with them. They go back into the kitchen pass on your order to the chefs and then serve you. But now technology and automation is taking over the hospitality industry as well. All this for avoiding queues to be placed at a table or waiting to collect your order at Mcdonalds or starbucks and more. There are now restaurants in the world where a robot can serve you food or food is passed from customer to customer on a conveyor belt.

One such restaurant in Shanghai has grown very popular among the locals and the tourists. It is a fresh seafood restaurant. This restaurant has a combination of conveyor belts, a robotic arm, and mobile carts on waist-high counters handle almost all of the waitstaff's 'legwork.' They're guided by a software system that uses customer-submitted QR codes to figure out seating, ordering, and payment, via the restaurant's app.
By excluding the labor costs of food runners and waiters, they hope to make this restaurant more cost-efficient. The result is a fascinating and interactive dining experience.

Fig. 21 - Robotic mobile carts to serve food to customers

Mcdonalds all over the world now has these self ordering screens which are known as the kiosks by the management. Traditionally in Mcdonalds, customer goes to the counter, wait in line for their turn to order, place an order, pay and then wait to pick it up to go to their tables. But now as soon as you enter any Mcdonalds, you will be greeted by two or three screens that you can order and pay from, then you can just walk up to the counter and collect it. This has significantly decreased the number of people waiting by the counter and also increased the efficiency as there are more number of people ordering at the same time.

Fig. 22 - Mcdonalds self ordering screens

Concept restaurants

There are many concept restaurants across Asia or elsewhere, in which sushi is served on conveyor belts. Many customers are sitting around a large belt and can pick whatever plate they want off the conveyor belt. A speaker phone is present at every table so that customers can also place a special order. This is quite an interesting concept that is picking up pace.

Fig. 23 - Food served through conveyor belts

There are a few restaurants which run on the concept of stock exchange. Customers can download the app where the prices keep fluctuating like the market. They can place an order whenever they want and they are brought drinks or food to their table.
The market / app represents your interest, fluctuates and finds ways to get you the best deals.

Get updates, exclusive stock options and never miss the sweet sound of a market Crash. (Tipsybull.com, n.d.)

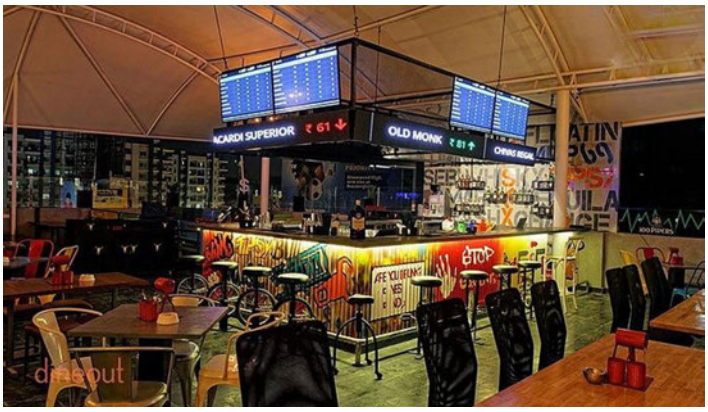


Fig. 24 - Rates of drinks changing on the screen like stock rates

Top trends impacting the hospitality industry

1. ***Millennials (those aged 18-34) are expected to represent 50% of all travelers to the USA by 2025, according to theCornell center for hospitality research. Companies need to define their strategies based on this demographic group's personality traits and habits—they travel a lot; are early adopters of technology; like personalized interactions and are spontaneous.*** (Smart Meetings, 2018)

2. Most of the guests now are tech savvy and want to do the most on their mobiles. Hence the hospitality industry needs to make sure their offerings are up-to-date and user-friendly.

3. Seamless connectivity across platforms and devices is growing more important. Most of the hotel check ins are also becoming digital.

4. Many travelers seem to prefer technology to human beings—they want to check-in digitally and do not mind being served room service by a robot. ***This will give staff the opportunity to focus on more personalized service, as opposed to role tasks.*** (Smart Meetings, 2018)

Time well spent vs. time well saved

Traced back to chapter 2.4

- Services are from goods when you basically use goods and props and services as a stage to engage each and every individual inherently and thereby create a memory which is the hallmark of the experience.
- A truly distinctive experience cannot just be nice for the customers but the key is to make it memorable. Because when we make things just 'nice', they would be the same for everyone but instead experiences should be personal.
- Where do experiences actually take place? They happen inside of us. They are our reactions to the events that are staged.
- Currently in airplanes, journeys are such that 'let's hope to spend as little time as possible on the plane'. But how can we get passengers to value the time that they spend on-board? That value is the key to the experience.
- With services, what people are looking for is the time well saved but with experiences we need to provide a time well spent instead. Then passengers will value and look forward to the time to be spent on-board.

The above are the notes made from an informational video. Link of the video found in the bibliography section - (Pine, 2017)

Are we always eating due to hunger?

Traced back to chapter 2.4

No, there are more reasons to consuming food than hunger and nutrition. We have all eaten or eat even when we are not hungry. We may have eaten when we are bored or have nothing to do. Perhaps when we are sometimes feeling sluggish we may head over to the office candy jar or a vending machine. These are all the opportunities we may find for ourselves to eat other than hunger. There are some psychological reasons connected to it.
Emotional comfort, boredom, because it's free/ cheap, eating when tired, eating because food is there, because people around you are eating and similar reasons like these also may lead to consuming food.
Certain environments may stimulate the urge to eat when you're not hungry. Obviously, a restaurant is going to encourage cravings. Or you might be accustomed to eating in your car. So when you commute or go on long car trips you habitually pass the time by eating. (Frey, 2018)
On airplanes most people overeat because it's a diversion, or a way to pass the time (Ellwood, 2017). It was also later confirmed in the participant interviews that they eat as they have nothing better to do on-board. One participant also said that they sometimes feel like eating because they are seeing others eat, and that the confined place on the Airplane then makes them want to eat too.

Evy Dougali's Interview, Product manager at Sita on Air
Traced back to chapter 2.5

Researcher - OK, so I'm not completely prepared because he just told me about you. But so my very so I gave you an introduction about what I'm doing. So currently, I'm in the research phase, trying to find out about my domain is onboard services. But the main focus or the subset in my domain is the food experience for passengers. So my main elements in this particular focus are the passengers, the flight attendants, the trolley and the galley. So I'm trying to now build relations and connections between these four elements through research, so that raises important points for me from that I can pick leads and start working on it.
A small topic that I have maybe if you could say something is about on onboard hospitality integrated with the digital devices, because in the end, it's sort of my, my result has to be digitized, because it's a trolley, and they want passengers to be able to order. So it's going to be digitized. So yeah. That's why I was wondering about your take on it.

Evy - We'll see. The first aspect is to enable crew to do their the tasks easily have awareness on who is who, special needs, special meals, easily identify what they have to serve, or when they have to serve. We try to have this, these connections through different features, we develop or specific requests we've got from air lines, we try to enable this awareness, help them with the service. Another aspect is how you enable communication between crew, awareness on flight equipment, crew to crew, and also how you can enable communication between passengers and crew. And that's not only on the IFE, but also the own device.

Researcher - That is?

Evy - Your mobile. For example, we've got a request from an airline on how they could project numbered product catalog on your device so that you can make a purchase directly.

Researcher - But for this to happen, everybody needs to have access to WiFi, right?

Evy - Yes. In this case, yes! How do you solve this? It's another case. First, you need a connected aircraft? And then you also need to allow access, but for an airline to be like, for this specific functions, you have free Wi Fi. We're exploring some technologies with ultrasound where you can send some messages or, like requests right from your mobile, I need the systems. So instead of using crew call button. So it could be from your device and you don't need connectivity for that. It could be on to an app or something. I has to be something to allow communication but it would be device to device.
So just click a button on my mobile and say I need assistance. So I need a wake up call. Okay, George or something and this can go directly to the flight attendant's device.

Researcher - but this is all possible in economy as well, right? Because also my focus my research area is with the economy class.

Evy - It should be but this solution is not in place. yet it's just an exploration. Okay. Yes, the focus is on economy, because there is where you want to improve service also. So what we do have now in the product is a catering assistance module.

Researcher - What does that mean?

Evy - They currently use them in business class. It could easily be extended in the economy. It's on the one hand, you have all the loads, all the meals. And then you sit like a POS on the restaurant. So you approach the passenger. What would you like to have as a main, second meals, you see your catalog so those descriptions so you can easily sell describing the allergies or upsell, take the order. Yeah, and then have a different view for galley man and, see it as a kitchen. So you receive orders, and you start preparing the meals.

Researcher - So like Ala Carte menu?

Evy - Yes, for business class, it's kind of an ala carte. And then it's also assisting so the app will say 'I'm serving 10 customers'. This is Evy, This is Ron. They have these kinds of orders, they want it in this order. So you can take care of this. And then you see your loads, like again, you've served five out of 10 customers and what are still missing. Another five. Okay.

Researcher - So it's like personalizing meals, also taking care of every passenger.

Evy - Yes, having awareness of what's done, what needs to be done. And that also can later from the passenger side means what I want, When I want. It means you can capture any preferences for future use. So they know you like the red wine that follows you as information. So when I come to you as an attendant, I probably won't ask, what would you like to drink? And you will say, the usual. Because I know you like red, specific brand of red side goes to personalized experience or this fairly unique start. And then on the airline benefit. This goes back as assumptions statistics, knowing your passenger and being able to be more intelligent. On Future.

Researcher - So my project brief is like that, that giving the passenger as much as control as possible over their food experience. So if they get to pre order that way, that does mean that we are giving them control, right?

Evy - Yes. There are many other aspects for us is that we get the data from the airline on when we're talking now for economy class. Again you've requested the special meal.
A known digital airline will have a brand, trying to look on the list. We do digitalize, so everything is available on the our system. Yeah, so you can see how many special means you have for this flight. Okay, and where is everyone seated with a specific meal? You could also connect that with the ground when you preorder, some airlines give you this option. Yes. Yeah, that's also can be integrated with that. Yes. To flight attendant.

Researcher - So this is already happening, right? Both pre ordering as well as ordering in flight after getting in.

Evy - Ordering is only for business class. Connecting Meals with a pre order is on the way. Yeah, information on special meals is there.

Researcher - information on special meals? Is that related to allergies or something like that? Or just

Evy - sometimes when you fly if you're vegetarian or you want Hallal meal, you can specify to the airline, While booking the ticket itself. Usually it's the passengers that get served first.

Researcher - Yeah, I always miss this information because I'm a vegetarian too and I don't know that I'm supposed to book it. So by the time it comes to me, they've a lot of times don't have any vegetarian meals left.

Evy - But you can do it beforehand. And this information comes to them.

Researcher - Okay, so this is also like a system that you already have in the company, or ?

Evy - Yes, it's already there. I can show it to you. Because for us, when you get the passenger number, you get various information when there is an infant, whether there's a special meal, it could be whether there's a need for assistance. Or anything you can think of so this can come with your booking number Yeah. And this becomes available on the iPad. Both as a total so you have five people needing assistance, but also individually so you can really locate them as to where they are seated. And you can also take notes for any new request or changes and update any loyalty information you might have for them.

Researcher - So they have like a screen inside the galley or an iPad ?

Evy - Yes it's an iPad they carry around. Usually senior cabin crew mostly. But there are airlines that are equipping all of their crew with these ipads.

Researcher - I have one question this is regarding the crew on flight in general. Honestly, I don't know. I mean, I as a passenger, I see a lot of flight attendants. But I don't know what kind of roles they have in them like you said as senior

Evy - Yes, every flight has senior has the Purser.

Researcher - What is their role usually ?

Evy - It's like the manager of the flight. So they're in charge, everyone reporting to them. They're usually the ones with more years of experiences as senior ones.

Researcher - Is it one person or two or three?

Evy - It should be one. And probably they could be one in economy and one in business. But it could be just one. And then there's the, let's say the regular flight attendant. And during the crew briefing, it's where the roles are assigned. So, based on the aircraft configuration, they would say okay, on this flight, we have five, six working positions. So you are placed on the galley and you take care of meal serving of first 10 rows. And you are placed on the left side of the back of the plane of the the plane. So you are serving So it's usually something like groups of 40 or depends on the flight and the numbers.

Researcher - So usually for a flight they would have 6 or 7 people or ?

Evy - Yea yea. It could be 10. It depends on the size of the aircraft, long haul, etc.

Researcher - And also, I actually recently heard about something called us on board service planners. I didn't know what they were actually because I was wondering as to how they decide the entire process of serving and things like that. And that's when Ron told me that something called as on board service planners exist. And I tried to Google that and find anything. Do you have any idea ?

Evy - I don't have any specific information. I would say based on the flight schedule, they would say, you need to serve your meals by the first hour. And then serve the drinks. And then you know, dispose and then serve again. I don't know exactly how it's done. Okay, what also is important for them and we also have it in queued up is a service checklist. Service checklist means what I can or I need to serve my passenger for example first class,I need to provide them with newspapers, with a blanket. While for economy need to provide them with headsets only. So, it's information that they do get. Because every flight long haul short for they need to know what's allowed and what needs to be served.

Researcher - What else can you tell me about the digital usage for all these any extent, limits, advantages, disadvantages?

Evy - You'll see a general need for all the airlines to go digital. Because digital empowers, improves operations, means like, the traditional way you would have to plan something, print something, then go find the one to work, hand over printed document, hoping that everyone is informed, you have to manually fill reports, then take them on ground somebody to the data entry. And going to read next time when you do this digitally means you can have a new types of information where you want what you want. And you save time, you save man hours, and you also start becoming more intelligent. Because if you have this any kind of reporting in a digital solution that's automated, It means that I can have metrics that for glasses are missing per flight. Yeah, some of these things are improvements. So instead of having handwritten and then trying to come into conclusions, we should have it right away.

Researcher - But in general, what is your opinion on giving all this sort of control to the passengers? If if they if all the economy passengers got control over their food experience, I think that would bring some challenges.

Evy - Yeah, because you cannot. You somehow need to control it, you cannot load the aircraft with everything, they want everything. So you give them control in order to save waste, and save money. So but when you start doing these things digitally, or you start slowly, then sometimes you're able to have these insights. And you can draw conclusions like okay, usually the flights from Athens to New Delhi, the profile of passengers are 30 to 50. And a 10 percent they go for chicken, and they usually consume three liters of coke. So then you can equip those flights with those similar numbers. And you can kind of predict what the consumptions will be. But you Firstly, this idea, you need some how to control because if you get on the plane and have hundred people just ordering I think when, when they want,

Researcher - because regarding when they want Also, I'm thinking that if right now what flight attendants are doing is they're serving everyone at once. They're getting their job done in one hour, and then going back, but then I'm imagining that if you say, you can also choose when you want, wouldn't it be the flight attendants duty to go back and forth all the time serving different people

Evy - you need to control. I think you do need to place some limitations or time slots. So you can order your food between one and two, then the service closes, and then just start ordering again. Three to five, Because if you do it anytime, You just have a running restaurant.

Researcher - Yeah, it's not completely a restaurant. There are limitations to it.

Evy - Yeah. Yeah

Researcher - because also, I saw when the word control was used as to giving control to the passengers, Because then I was thinking that it's also a psychological play the word control as to do a person how much of control with a perceive as control over their experience?

Evy - Yeah. And it's not to misuse. Yeah, exactly. This kind of control.

Researcher - because if it's so many passengers that are some notorious passengers as well, sometimes who would like to abuse this sort of services.

Evy - Yes. So this should be a link for many reasons, because cabin crew also has other duties to perform. So we shouldn't only see them as meal server. But it's also you seen some airlines they how they market differently. So you will have crew and you will have hostess. You will have crew that are more focused on the safety. And someone was giving the passenger what they want and serving that meals

Researcher - this is not with all the airlines, right. Know, some airlines so they have a division between the people that you focus on the safety and you focus on serving.

Evy - I've seen this. And it's also interesting how we see like with you from with Ryanair?

Researcher - No, not yet.

Evy - I think it's a nightmare. Because they are as low cost and make money of what they sell on board. So it looked like it looks like they're not cabin crew anymore, but they're reseller. So they are constantly on the phone. Well, this is what we have in discount and buy perfume. So they drive you crazy. Three hours flight and they can be on the phone promoting stuff. Yes, it's a nightmare.

Researcher - Okay. Other than that, I wanted to know what exactly do you do right now? What's your position in the company where you work.

Evy - The Product Manager of the product

Researcher - So you would cover a lot of products under that right?

Evy - No, it's only my product. The crewtop. We can go inside and I can show it to you And then I can give you some more details on that.

Researcher - Yes, that will be perfect.

Evy - Crewtop connects with the DCS winning, we get information the passenger, and different flights and on the rooster which has information on the crew. Okay, who's flying Where? Okay, so here you're cabin crew, you've logged in, you see all your upcoming flights and you choose to operate flight Singapore to Sydney. So, this is your flight put, you see all the loads, this information gets updated every moment as people are checking in and boarding. So we can see different loads for different classes. So you can see coming to class, how many special service request the special meals, yeah. And all these open on the sigma, so you only see the passengers with a special meal and where are the seated. So we have one on the first class and you have three on the economy. Here's where you can find. we can also we also connect with the CRM the loyalty system, that means information on usually be birthday, address or special needs. And you can initiate any because any form. So if they have a medical incident, passenger incident or anything? And over what solution is that both most of the elements of information you need to fill it's already pre filled. So it saves you time. Okay, so in the manual way you will have to report, What's your name? What happened was the fly so we keep repeating information. In this case, most of the fields are prefilled and you only see the limited information.

Researcher - So this the information that I fill in before I booked my ticket, this will also come to you the kind of information any special

Evy - Yes, yeah.

Researcher - And this is with the same if it's an application, this is with the cabin crew manager. Yeah. So they know everything by then?

Evy - So they have information about the passengers. They have all the manuals, because for every Flight you have a series of manuals, whether it's safety wherever its about tests application, evening. Yeah. I think they're all the different forms. Whether his assessment, yes, as you go uniform, behavior report, defense system, anything like this.

Researcher - So there's one application as a lot of things for them.

Evy - Yes, yes, we try to slowly digitalize as many information as as possible. We also have information about your crew that's working with you. Okay. This is where we talked before about the crew positions. So I need to be assigned a certain position. So these are the different working positions. And this goes to the record. So you know, if something happened, who was working on that area, on that flight. There could be notifications About for the crew, flight now, so this is a VIP, or this person that has been upgraded, so take care of him. Or any alerts. Imagine if you have a sick passenger, if somebody on the fly would need extra oxygen, or just because I had bad experiences in the past, guest relations wants to cabin crew to take extra care. In the past, these are generated by whatever department, flying date, handed over to the group, or movies can be can be digital, and then can directly locate, have this passenger with the need, what is the need and where their seated.

Researcher - every flight attendant as one such thing in their control always, or it's like maybe one iPad per galley or something like that.

Evy - The user's tab is to cabin crew to senior cabin crew members having this, there are cases that airlines equip all of the cabin crews. But that's not so usual. Because it costs more money. And some thoughts are providing some of this functionality on personal device,But then you don't have you cannot see, for example, you shouldn't be able to see the passenger details because its privacy violation. Yeah. So you could have some manual so you could see, you're working on this position. And you have to serve five passengers. You cannot know who this passenger is. Ok. But you know, you have five passengers. Okay.

Researcher - So only their needs?

Evy - Yes, only abstract information. We cannot solve the catering right now because it's been two devices. But it's also how you can report issues, catering, for example, in economy that was shortage of five snacks. And this was chocolate. And there was shortage liquor, whatever.

Evy - it's part of the requirements. So they need to report available for flight, whether things are right or there any, any issues. defect, the knife is not working.. So anything anything exception should be should be reported. Okay, and then goes to the relevant department to to take any action. I could also be customer feedback. So somebody said, had a problem with connection.

Researcher - it's like so then if the passenger tells them they can put it into the application so that they get to know about it directly? Because the passenger has no access to this right.

Evy - No the passenger has o access.

Researcher - So if they, if they inform someone, and then they can put it to that,

Evy - if you're talking about connecting the passenger with the crew, yeah through mobile device as well. Yeah. Yeah. kind of form on the personal device. Yeah. Raise a complaint or raise a request and that could directly go up? Yeah. They can take care of it. And it's also automatically logged for any future use. So first, You see your area you're serving. By tapping on each area, you can take the order. And so so talks with the system. So you know, you have ten chicken. The moment you have none, it tells you because you're not able to order that anymore. So you save this one chicken, yes, but sorry, we just run out of chicken. And in this configuration, they're more tablets on board and they communicate with each other and they communicate with the galley manager who receives the orders like the restaurant. And then when you try and serve, you see here like you have the passenger orders have taken notice from 17 passengers, you need to take four more orders, and this is how you serve, so you serve half of them.

Researcher - Okay, So as soon as they serve, they have to update it in their personal device that they've served

Evy - yes, you need to use this, while you serve so placed on the trolley that I am serving this customer . First order is done, 2nd order is three minutes. Three, to, go.

Researcher - So is this system there is some airlines? Is it implemented?

Evy - Yes so it is working with aerofloat.

Researcher - So in that passengers, even an economy class, the passengers can be digitally taken by attendant?

Evy - No, this is only focused on business class currently, okay. It could go to economy as well.

Researcher - But I'm just wondering, that will be a lot of time because there'll be so many passengers

Evy - in that case, it should have to be something really easy. And economy now you don't give them much control so its chicken or fish. So the value there is just too low. So you know, on some point that you've run out of chicken. Chicken or fish, you keep clicking till the count is done. So it's not that you're going on personalize the surface tablets. It could be giving them control of ordering what they want.

Researcher - It still will sort of be limited, but then they will still. I feel like it's a play. It's like giving them control. making them feel like it's personalized. But still again, the options will be of what they want.

Evy - yes it should be in control otherwise it can really go crazy.

Raymond Kollau's Interview, the founder of airlinetrends.com
Traced back to chapter 2.5

Researcher - Okay, so I will give you a little bit of an introduction first as to what I'm doing. So maybe then you know what to tell me. Because honestly, I, when I was told to interview you, I did not know where to start, okay, because I realized that you, you have an idea about everything
So what I'm doing right now is, like I said, redesigning the food experience in economy, long haul, minimum of a six hour flight, six to eight hours, could be more, but minimum of six hours. And after that, so also redefining the future interactions between the trolley, the passengers and the flight attendants. So everything that's happening in the aisle. And I want to link whatever I make possible, make happen in aisle with what can be possible in the galley, because also with technology, restrictions, I don't know how much is possible. So it's not specifically buy on board or on demand or the regular service right now. But still exploring those things as to which direction I should go for, but currently have started doing my research and interviews with some students who, of course, have a lot of experience in traveling like a lot of Latin Americans, Asians, and some more Indians. And I have one participant so far from Italy, who also travels a lot. Yeah. So with students like these, and everybody talks about the same thing, sort of everybody sort of confirms our assumptions that, you know, you do not have control over what you're eating and when you're eating. So that's the main focus area for me to be able to let passengers eat what they want and when they want. So that's the brief.

Raymond - Yes, yeah. I think that's that's, there's always a generational thing. If you talk with students. Yeah, I think your generation is used to getting the things when you want, when you want it and having many choices. Yeah, of course, media is. I've got two kids, and the oldest is 10 years now. He doesn't watch TV, because Netflix, and whatever.

And there is choice there. Yeah. Regular TV is limited choice with what's being broadcast at the moment. So, he doesn't choose it. So it's, it's really irrelevant for him. Yeah. Whereas for me having grown up with three, only three channels. Yeah, I think this is very much a generational attitude to expectations, trickling down, I think.

Researcher - So about this. So the first question for me was when I thought about this, actually, the types or kind of travelers mostly, and what is it going to come down to? Maybe right now it's a mix, but maybe in the future? Who's going to travel the most? Or what kind of people what kind of passengers, their demographics there psychographics and things like that? What is it going to be? So that was my first question regarding passengers?

Raymond - Yeah, I think if you look at the statistics that Airbus and Boeing have every year like the growth of air travel, where eventually will be the most aircraft sold, then of course, it's it's the emerging markets, mostly Asia. Yeah. There's another graph that Airbus has if you take every flight in a year, yeah, the center point of each flight then you can calculate kind of the center of gravity of where do most aircrafts pass. Okay. And usually transatlantic, okay, because there was between Europe and the US to North America. That's where all the traffic was. Ok. And now you see, it's because of the rise of Asia, the growth of Asia. Yeah. Now you see, center of gravity moving Eastwards, of course, moving towards Dubai. So it makes sense. That's Dubai is the hub of the world.

Researcher - I'm not surprised. Every flight I take to India, However, I try to change the direction it always goes through Dubai or Abu Dhabi.

Raymond - Yes, for sure. Yeah. So it's like the geographic center. If you take eight hour flight, then they cover two thirds of the world's population, but it's shows like, yeah, in terms of, if the center of gravity of course, the passenger type who will be non Western? Yeah, finally. Yeah, of course. And the growth of the past 10 to 15 years has been enormous already. They look at the order books of Indigo in India, or Asia? Or its massive. Yes. So of course, it will be. And I think the interesting thing is, of course, you know, better in Asia, people will grow up with the idea. I think there was also the introduction of the movie that Ron showed. It just air travel is given, affordable air travel is a given whereas for me, I took my first flight when I was 16. And it was a big thing. Yeah, of course. So the whole attitudes towards flying is going to change is, changing already. Yeah. So the younger generation but also emerged middle class, which is course taking place mostly in Asia now. In India I think the people the first time flyers, moving from train and bus. Yeah, those are the big things. And then also more intergenerational travel, like families flying. My first flight was to Greece. Yeah, with my family. And that's a big thing, because everyone will go by car to France, and we would go to Greece by flight and now if you go on holiday here, and you are 17 or 18 you buy low cost tickets tickets and go to Greece. Yeah. If you if you graduate or whatever, then you go to Asia you you buy a cheap ticket but also families if you now have kids and it's summer holiday or and during Christmas, people go to Thailand via Emirates. Yeah. So I think the flying families also, it's a growing demographic. But also, why not take your parents? Yeah, because everyone is busy. During during the weeks, you know, that much quality time or let's take, especially if you have one parent left. Let's take grandmother with us. And then you have a whole row of the family.
And then I think you see now that let's say you could order on demand. And I will take care of my mother because she will be confused. Yeah, my kids probably will show me some of the stuff that I didn't see that yes. But I'll be the one arranging the things and that brings

me going back and forth. Virgin America, now defunct, yeah, had a nice feature on their IFE system because they were one of the first and only ones to have the order on demand by the IFE system. But then they were acquired by Alaska. And they stopped the on demand ordering.

Researcher - Okay. And this happened when?

Raymond - last year.

Researcher - Okay, why did they stop it though?

Raymond - Because Alaska didn't have it. So they had to choose, like, I think Virgin had about 70 aircrafts. Alaska has got 120, so then on majority. Okay then Alaska was not ready for it. Yeah, they do offer pre order, so you can pre order, buy on board. And they also going to the California fresh for meals etcetera. So they adopted those things, but only on demand on the IFE system where Virgin America was the first one in the industry to do this. That's something that they terminated. But Virgin America had a nice feature like I can order for other people in the row. So if you have buy on board catering, and everyone's got to order on screen. Or my my wife is sitting two rows further. Yeah. Then I can order and say, Okay, I want to order for the next rows, etc. But I'll pay the bills on me. Yeah. So that that's a nice way, like understanding that there are different type of passengers. Yeah. And it's usually one person that's paying for stuff so let he or she order for other people.

Researcher - This, this did raise a question for me that actually, for example, my grandmother travels a lot alone. Because my father and his brothers, my father's in India, my one of my uncle who is in the US, one of my uncle is in the Netherlands. So she's always traveling between these three countries. And this time, she went from India to us just last week, and she had a very bad experience in London airport, she fell down because they didn't offer her wheelchair, though. She was booked in business class wheelchair, the British Airways and offer it so in the hurry to catch the next flight to Denver, she fell down and it was paramedics had to come. My uncle from Netherlands had to fly there. So yeah, so after that experience, I realized that with these on board ordering stuff and everything on the IFE screen, there would be a partial part of passengers who cannot do this. For example, if I asked my grandma to order it by herself, it's impossible. Because language is a very big problem. I mean, all she can do is manage her phone. That's it.

Raymond - Yeah, That's a hard thing already.

Researcher - Exactly. So I realized that there are also part of those passengers, especially at least in India, I really feel like a major population traveling is these parents whose children are abroad. So I mean, that was one question. But then I thought that a lot of young people are also traveling and a lot of middle aged are also traveling. Yeah, but if it's only because of, because I feel like this industry, it's difficult for me to set a target group because everybody's traveling. And I do not know how to define a target.

Raymond - Okay, yeah, it really depends on the type of airline Of course. Yeah, yeah. And in the economy class and I think the big development now is long haul, low cost. That's of course mostly younger people. Level from AIG Yeah. Their whole branding attitude, they have also got the order on demand by the IFE screen. That's really targeted towards younger generations. But if you take Norwegian also fly dreamliners across the Atlantic. That's more leisure. So families, etc. So some airlines do have some distinct audiences but if you take the big full service carriers. I don't know, in general, it's it's true. People are getting older. Yeah, we're traveling more also, because it's more much more international. We are getting older people traveling by themselves or having worked hard and to now enjoy life. Yeah. Flying families, of course is a growing demographic. Female business travelers. So there's a lot of complaint, like, in more the premium experience is geared towards the stereotype male 35 to 40 years old. So now it's like 'wake up.' If look at the number, women also travel now in business class, because they have the jobs and so that's another.

Researcher - but if you would suggest, because Safran's not an airline but it's like a company what sort of a target group would you suggest me to focus at?

Raymond - Don't know perhaps if you can break it down for four segments? Like I was wondering what the criteria is, of course in economy perhaps five? It depends. Are you traveling for leisure or business? Or that's a big area and more as its business gets international there many people travel for business but I do have to travel economy. Because corporate travel with policies and more strict. So they would they want to be in more like in the front seats of the economy or Economy Comfort. And those people feel a bit privileged or the one hand they feel that they're not being justified because they have trouble by being in economy but on the other hand, "Okay, I'm traveling for business. I've got an important reason to travel." So they like that and there's a bit of attitude. Yeah. So if you can help them, but will have. So I think they will be more open towards service that suits their preferences more.
I think that's an important target group. For example, in KLM, there is an ala carte meal as the premium meal in economy for you, so you pre-order. Okay, but you get a better meal for 10, 15, 20 euros. That's often being ordered by people who travel often. But like, economy, economy comfort has a bit more leg room. Yeah. So that's an audience who is open to these kind of personalized services. I think the flying families is important run, but it's more seasonal, like in the summer, but they got stuff, they got kids. And as a parent, I know if I fly, I want to be in control. It's stressful already. And out how to keep the kids calm, lucky that there is an IFE screen or a tablet. But if I can order and they are hungry and I don't have to have the hassle so that and I'm willing to spend because I mean, it's costing a fortune already.
And I think for the rest, it's just the regular. I think the younger generation in terms of expectations, like I can order everything Why? Why can't I order? fly? Yeah, I think those are three. And the fourth one would be the typical leisure passenger. They just booked the cheapest tickets usually and don't have any strong loyalty.

Researcher - Yeah, that's true. But I mean, if I want to make the service better, then I would. Yeah, I mean, everybody has to eat, right? So that way, if I see okay, now I have these four categories that leisure travelers, business front seat economy, younger generation and flying

interviews, right. Yeah. So when there was one student who said that she does not want to have communication with the flight attendants at all. So she'd prefer not to talk to them. Yeah, because she says that, first, maybe it's because of their stress, but they're very rude always. So just give me food. Don't talk to me. And I would also not like to have interaction with you.

Raymond - So there is another segmentation, which is more about.. It's more used in business class. Like, "I'm going I'm traveling for business. I'm busy because I didn't finish my presentation here. And if I finished my presentation, I can relax." "Yeah, but the moment the flight takes off, then I can't do really much cause dinner's coming and then only afterwards, but then I want to sleep. So I'm getting a bit of irritated." So those type of passengers, "let me decide when I want to eat exact. I don't want conversation." Yeah, so that's more like "I'll order and just bring it to me." Yeah. Whereas there are also other passengers were more luxury status oriented. And they say "give me the recognition. And I'm your passenger, I'm your guest." And they want to be served. They want the flight attendants to ask them, they say "every time we fly business class," so that's a difference of those more the extremes. But also if you are a transfer airline, there can be passengers who are on two long haul flights, perhaps from India, transferring in Amsterdam then going to North America. Yeah. So they can be tired. Or they have a short lag. So especially coming from different time zones, and they will say "I'm not hungry now because I just had a big dinner." " Yeah, I just had a big meal on my first flight, let me skip this for later." Yes. So that also depends if you are transfer airline, or more like if you fly from London, or Paris, Air France are transfer airlines, but mostly those are such big cities that this is more direct so people are more the same in terms of their. So it's another way to look, so this is more like demographic and in terms of the attitude and emotional. I think it's Yeah, it's more like more the traditional luxury, indulgence. But for professionals you're more like "let me work, efficiently."

Researcher - Because listening to you I feel like there are a lot of things I'm supposed to consider

Raymond - Well, you can consider them and then you hopefully can choose. Yeah that's the issue with aircrafts, everyone gets together because everyone travels.

Researcher - Yeah, that's why I said that it's getting difficult for me to choose a target group cause everyone is traveling. Everyone with different mindsets, different professions, reasons.

Raymond - But if it's only a qualitative remark if you can say okay, which type of passengers are more sensitive to extra service or better service. And some other people because many people don't travel too often. I mean, if you are if you are just middle class passenger, perhaps you travel once a year, once or two times you travel far for holidays, etc. Then you don't really understand what's happening. Only if you fly more often now you are in the industry then you start understanding. Or if you're a business traveler and they really know how to pick out all the airlines Yeah, so I think most people in economy anyway don't don't really care. And they'll be choosing the aircraft, the airline if they can save 50 euros. But if you travel more often or you have kids who say okay, "I really liked the meal that I got last time it was better," etc. Then it might become a consideration factor. I think if you are a family you want to have a nice experience. Yeah. If you are a business travel in economy, yeah, you want to have something more special. Whereas the regular airlines also regard like "hey, let's make money off the 20% that flies business," and they'll subsidize the back of the aircraft. And perhaps 60% 70% of those people in economy don't really care because they're just say okay, "Is this a safe than another airline? Oh, it's 100 euros different Yeah, of course we have to wake up earlier but let's let's do it because we can spend this hundred euros we can have dinner on our Holiday destination." So, I think Yeah. If you can, like the three segments, I think those are more open to realizing the value. The Flying families, the business front seat economy and younger generation because I think the younger generation is much more into travelling more often.They also have a lot of opinions (laughing here) If you look at the amount of social media, the informed more educated customer. Yeah. Whereas many of my generation or my parents generation, they don't really know and it's not on their mindset know that much. Only if they start traveling more often, you know, then they get more, more critical.

Researcher - Yeah. Because all there is to get from one place to another place and just eat and sleep.

Raymond - Yeah, yeah. And they're not as picky as some users.

Researcher - Yeah, I had it. Recently. I was flying from the US to hear back and I slept. Usually I can never sleep on the plane, but they were super tired. I slept, so I missed the meal. She never came back to serve me. Even after I woke up. I asked but no response.

Raymond - Sorry to interrupt you. I've got another I prepared some slides. But I can also tell that you can even play with this kind of service. The sense of control that you have in economy. Yeah, but you just tell I'll finished later.

Researcher - No, I mean, that is she never came back. So I realize that.

Raymond - Did you have stickers like this?

Researcher - No, no actually it was not from the US to here but from India to back here. It was Qatar.
They did not have any stickers. Well, their service was actually nice. They gave me a menu and I could choose from and everything like that. But I slept once. So I missed the meal. And I I started ringing the thing to call her back. Yeah. And then she never came. So I'm like, Okay, so I'm gonna be hungry now. Yeah, so that's when I realized that if I would have known if she would have been serving at this time, I would have made sure to wake up.

Raymond - Yeah, nobody those are indeed the simple things you can play with. Like, let me show you. (Showing now) - Okay, providing people in economy with a bit more sense of control. Yeah. And it is as simple as handing out a menu card.

Researcher - That's actually my project, to give passengers control over their food experience in economy class. Because every time they're just focused on business and first class passengers

Raymond - because it goes let me start with this one. It shows how you can play with things
mostly airlines in the Gulf, the Gulf region or from Asia, do have those kind of stickers "Do Not Disturb" and two more like "I want to buy duty free." So please do not disturb it and it is the is the issue. Okay. Well, thanks from that. disturbing Yeah, what now? Yeah. If I wake up and many depending on the culture you're from, people say "Okay, can I go to the galley?" or "Or can I even push the button?" Because everyone sees me pushing the button. Most of the time airlines and the crews just leave these kinds of barriers in place because we are busy enough so we don't want to make it too easy. But in the end if you're really are a customer centric airline, and now you finally see airlines saying "hey, this is nice but not good enough." But this is what Asiana does. It's called the sleep well service. Sorry.
It says here " Sleep well and did you have a good rest. If you would like something to eat or drink, Have a question regarding delivery of duty free items, please let the cabin crew know."

Researcher - So there's a kind of invitation. So they put it so by the time you wake up You see that?

Raymond - Yeah. So my interaction is with the sticker that says "please do not disturb" and they respond to it with another sticker that says "please don't hesitate to order." So they want to lower the barrier and that's what Green Air now also offers because Asiana as the other Korean air, and Eva air, only three airlines and now there are perhaps 20 Airlines or 30 airlines to offer this.
This is one way of lowering barriers but otherwise you can see okay, you can also have it digital, so use the IFE screen. Okay, "do not disturb" on the screen like a small information. But then the idea is, this is also Air New Zealand, they are one of the few airlines who have hacked the IFE system. Because the old IFE systems were Linux based. Okay, if you have one small request and Panasonic took three months to change it, and then you get a massive bill. The latest generation is Android. Much, much more flexible apps. Now then you get this kind of functionality. Very very few airlines use it, say crew call but it's not via the buttons but via the IFE to the galley or to the device of the crew. Now they are finally doing something. But there's still perhaps only eight or 10 Airlines.
And so it's a message to the crew, we can ask the questions. The idea is, if I do this, and the crew has to come, I want a glass of water. Instead of the FA walking twice, you walk once here. So it is more efficient.

Researcher - Yeah Yeah.

Raymond - Yeah, but this also for the drinks menu and next menu, so then you get to the next thing. And then there's a menu even to order. But this is on long haul economy. Okay, full service airline that is the Air New Zealand (full service airline, so it's free), the only airline in the world doing this. So the other two are Norwegian and Level, and these two offer it in economy. But they are long haul locals airline. So you have to pay. So if you talk about how can you provide people with more control, use IFE system and Air New Zealand is the only airline out of nearly 200 airlines. But it's only a general of many airlines. But of course, they are looking for what are smart ways to do it.

Researcher - But is it working? According to their statistics?

Raymond - Yes. Yes. Yeah. Within five minutes the crew has to respond and serve. That's the rule. And they don't have tablets, the crew. So in the galley there is a galley screen. And then the orders come in. And but this is only open between the first and second meal service.
So the trolley service is being run. But let's say you're sleeping and you miss it, then you can afterwards you can't order your meal anymore but you can order some snacks.

Researcher - Actually, this also would help the crew in a way because I realized that sometimes when you ask them for something, they tend to forget because of course they have a lot of other things to do.

Raymond - Yea yea they first have to empty the trolley.

Researcher - Exactly. So not their fault that they forget. So maybe these sort of things. If they have a galley screen, and it's notifying them and it also helps them remember.

Raymond - Yeah, yeah. And they can leave it because if they're five or six passengers asking you think you tend to get irritated at some point because you have to finish your service and the orders keep piling? Yeah, yeah. Yeah. So that's, that's true. And
the other airline who also does this, by the way, is Finnair, but they're using only premium snacks. So it's free service. Okay, just the regular service in between those services is okay. I like something because I am on a holiday or whatever, make an order more expensive ones. And then you pay. Okay. And the crew gets it on their personal device. Yeah. And there's also they can see it if something is out of stock, okay, then they can swipe, so it's not being shown on IFE anymore. So they can control this stocking as well. So this is Finn Air on long haul in the economy. This is Norwegian, you pay. And this is Level, that's the low cost from IAG is to be a Iberia as a full service brand. Level is the low cost Long Haul brand. Okay.

Researcher - So they also pay through the IFE screen or they pay the FA?

Raymond - You pay with the flight attendant in some airlines, and in some you can pay via the IFE screen with credit card reader. But the interesting thing is, and that's the next one, this is again Level, but they have an app and the only feature in the app is a payment system. So they say okay, you can pair your device via Wi Fi system to your screen. Okay, then you order is being paired with your own device. Yeah. Because people are a bit hesitant to say, Okay, what if the IFE system is hacked? Yeah. Can I? Yeah. And they, they, they rather use their own credit card. But of course, a new payment system is much easier to use on a mobile phone app. So basically, talking about using technology. This is it that's currently in the market? Yeah, So it's a full service airline full service and paid to long low cost carriers.

Researcher - This brings me to the question about WiFi actually, yeah. How do you have any idea how many economy passengers are actually interested in buying the Wi Fi?

Raymond - Oh, hardly. Well, they did in the early days of Wi Fi only 7.7% used it. So that's low and I think that doesn't mostly people in business class. So it's hardly for people to say okay, if it's 20 euros, just leave it. Yes, I can do without, but now you see for the past two years, airlines say "okay, let's differentiate, so it's basic, medium and full." For full you can stream Netflix. That's really broadband. Okay. medium is emails and stuff. And light is free. And that's for messenger.

Researcher - But is this already there? The light free because..

Raymond - yeah. British Airways to my knowledge. I'm not sure about Lufthansa but there are many Air New Zealand. So airlines flying gogo, which is one of the main providers.. I think Emirates started with this be a now has it and New Zealand?
But then it's something that a few airlines start with, and then they suddenly realize, "Hey, this makes sense." but at the same time, there are still airlines that haven't even thought about it yet. So the whole industry is in different phases. But it's safe to say that the basic package will be free in the coming years. There will be lights for people who want to do email, sent attachments or whatever. And there's the streaming, full experience without the will be the packages.
And then they hope that people will use the medium for emails and then say, Okay, let's take, it's usually if you have three options, people choose the medium. So that's that and then but the pricing is lowered in the 20 euros. Yes, six or seven euros. But eventually the business model behind Wi Fi is operational benefits. Okay. And also using the inflight portal, It's kind of merchandising platform, or can you use it for on demand or may be for paid catering. So like, what an airline does in between the meal services, there are some premium snacks or beverages. And even as a full service airline, okay, you have to pay. But also for the ideas of the connected aircraft, so if you have a connected aircraft and all the benefits in terms of
the data you can use to improve your operations, those savings will kind of sponsor free Wifi in for passengers. Okay, but it's all play now going on. But yeah, if you can use Wi Fi from,
for example, duty free and you have an inflight portal and people can purchase duty free or some airline only nicely designed it. For example that's what Finnair does, they work with Emeco which is a Finnish design house, very colorful prints. You can purchase anything on the inflight Wifi portal. And then you can choose if there's not something on board, they'll bring it to you. But you can have it sent to your home as a present. And that's a way to earn some money. Yeah. So you just using connectivity as a way to generate.

Researcher - do you know if any airlines are letting passengers order through their phone?

Raymond - No, after boarding? No one yet. No, that's it. Yeah.

Researcher - Because this requires Wifi, right?

Raymond - Yes, but the different forms of Wi Fi, there's, for example, Airfi. It's a Dutch company. And they do have portable Wi Fi. So it's a box, perhaps a third of the smart lock box. Okay, small, it's battery powered. You need three, for example, for short haul aircraft, you need three Airfi boxes, and they become an internet. Okay, so you can have portable connectivity. And the good thing is it doesn't need certification, because it's not part of the aircraft. Ok. So the crew can just take the boxes. And as it's the internet, people can stream content to the devices. Only content that's stored Of course. Yeah. And there have been trials
you can use or it's a portal. So just Airfi.KLM.com. So you get access to this internet in any aircraft. And there have been trials with transavia. And with Tui, which is a Dutch touch leisure air carrier, for ordering via your phone, but not but not via an app because people have to download the app first. So just HTML, just browser based.

Researcher - Is there a reason that this is not in use yet?

Raymond - Uh No. Airlines are hesitant still. Because one of the big barriers is the crew. So for short haul, you now see low cost carriers, because they want to earn money. Yeah, much more entrepreneurial. Yeah. So they have been trials with like Transavia but also Pegasus with low cost from Turkey. They have been trials of on demand ordering of snacks on short haul flights. But they have all been terminated. Also I think because specially adoption is still quite low. But then it's about merchandising. How do you promote yourself?
I've noticed many times this whole internet, on board Wi Fi Internet, wireless I, IV, for example, Euro wings, which is the low cost, there's hardly any promotion. So every time I fly Euro wings, of course, I always try it out. And then if I have to go to toilet, I walk back and I watch anyone using the wireless IFE and perhaps five, six people.

Researcher - So this is actually lack of information then.

Raymond - Yeah, yeah. Yeah. So it's really, if you offer this you really have to think it through

Researcher - about how to let the passengers know

Raymond - Yea, how to let a person you know and for example, EasyJet, one of the few airlines to have a similar to what's on the side of the trolley, like a card to the side you can stick in the card and they do have this kind of thing on the back rest. Okay, so they can have all these kinds of messages. Okay. And they can they just have to read it. So yeah, so it's in front of your eyes and on the wall when you enter the aircraft. It's also plastered with announcements. So you really can't ignore the fact that there is wireless IFE. The only one to really educate passengers. Yeah, I think that that's another thing if people don't travel too often. Yeah. They don't really know. Yeah. And that's why I think that the regular passengers doesn't have this expectation anyway. Yeah, they don't know. I think younger passengers are more curious. "If I want to order something, can I?" Yeah. Whereas the other other passengers are like "I'll wait because I know that there at

some point the trolley will be passing by." If you really offer this you really have to make it easy that there's no way around it. So you really have to educate and let people know. And of course, if you travel more often, or you travel on Air New Zealand for business, but you travel economy at some point you know that's there. Yeah. And then you Yeah, and then you'll be disappointed if the kitchen is closed. Your expectation is that it's a service. Yeah. And I think the airlines if you're working longer in the airline industry, you kind of take it as a given. But there are so many points so far behind on really, at one end and finally as a service with they don't really think it through, like how can you increase adoption? Okay, so you really have to the whole marketing, and the whole PR around it. That's let people really know that it's there. And make it a 1,2,3 step. Yeah. So like using it for dummies. So for the most cases, they just forget it.

Researcher - So is that the only reason that they actually terminate? Even these trials?

Raymon - No, no. So it's one, lack of adoption for sure. Yeah. But also the crew who says, "okay, it's too much hassle for us." We are busy enough. And of course, then it really depends. Are you a low cost carrier with younger crew? much lower paid contract, who can earn a commission ? Or if you have full service carriers who say, okay, every detail has been explained in our working contract. And it doesn't say that we should be on demand. So there are two service routes in between will walk by with a box of snacks or ice cream. Okay, that's what's being written in our job description. And I think that's a big difference between Asian airlines and Western airlines, especially European airlines, heavily unionized, so they really have to, you have to break through those kinds of things. Whereas one of the biggest issues with crew is this we don't have the whole passenger to crew ratios is a big hurdle. We already have too few crew to have a proper service and people filing additional request. So that's another thing if you are Qatar Airways, or Etihad, or an Asian carrier, it's much easier to to make this happen. Yeah. So it's one hand, okay. How do you design it? Yeah. So there is the intention? Airlines always looking around, like, who else is doing it? And every year, there are one or two airlines being added to the to the list. (Showing an example) So this is more like a service aspect. If you take business class, and it's more a human touch, okay. So you see many airlines saying, okay, we don't want screens? We don't want the passenger to order via this screen in the business class. Because we are a restaurant and personal service is luxury. So the crew may enter your order and send it to the galley on your walk back and forth.

Researcher - So this is more human interaction.

Raymond - Yes. So they are eight. Those two (Showing the slides) should be here as well, because they do have both those elements only have a menu. And on the menu says you can order anytime you want. Or you can order snacks in between the meal service.

Researcher - I mean, so the difference between the business and this is, you know, the hard ones. When I was in the business class, I was sleeping. But by the time I woke up, I had a mimosa and some nuts on my table. But like I said, in Qatar, I missed the meal because I wassleeping.

Raymond - Yea (laughing) it's different. Japan airlines and New Zealand, they use the IFE system as well. So this is all in business. Because if you have 20 or 30 Business Class seats, it's much easier to manage. If you look at Long Haul economy, they all use tech technology for it. And there's Air New Zealand like I mentioned, Finnair for premium and those two are for paid snacks etcetera. So it's more like there's a financial incentive here. So people if you want something in between, fine, but you have to pay for it. With the only exception of Air new Zealand. But this is this is currently the only airlines and every time the past year Turkish Airlines and Air Lingus were added. The year before it was Finnair and KLM, the year before it was Air Canada it used to be like this. So that's 10 airlines in the world.

Researcher - So not everybody's doing this?

Raymond - No, no hardly, 10 Airlines, but every year there are two or three adding up but adding in business and on demand in long haul economy.

Researcher - Yeah, that's why I was chosen. (laughing)

Raymond - But in terms of if you have to the growth of low low cost as a model, for example. full-service carrier there's another development that's of interest. That's why I'm showing you this. It's the long-haul low-cost model. Qantas, okay. About eight years ago or 10 years ago with the first people travel for leisure or businesses here near highly or low, low price and there are leisure passengers who are not very price sensitive because they can afford it Or they fly with the family and one didn't have special there's a honeymoon So then you tend to choose a better product. Other than but of course it's a big group of price sensitive leisure group mostly. And many airlines try Okay, we have economy now. We have sometimes Premium Economy but they try to cover this whole segment with one aircrafts Kevin and they want to stretch and then they have Economy Comfort and economy basic so there's a kind of fragmentation taking place within the same aircraft where squander says at some points also because the lower fares that the Gulf carriers can offer the Chinese can offer this model will break we can't we can't lose any more so we need to do brands that's why Jetstar and Qatar so and quantum spaghetti also flies long haul or leisure routes long haul holiday etc. They have been traveling transfers to get started but here you pay for catering he paid for seat selection so all the things that are free here you now pay but of course the crew has got lower wages the fares are much lower and they are they're very successful for this and Singapore Airlines doing the same there are scoot I think you know scoot is the long haul low cost carrier Common Singapore Airlines from Singapore to Japan mostly Taipei, Australia But they used to have four for before brands for Singapore airlines which is the premium brands Schools for younger generation, price sensitive. China, East Asia Australia Taipei short haul Low cost and silk air premium also to Thailand and now we say okay, Singapore Airlines will have short haul and low more will be 111 brands, and school will have short haul and normal So similar. They're going simple as it is. Scoot is here and now you see every major group Korean average American and Irish roof on siloed yearlings' level from IAG Ida, bridge airways and Iberia.

Researcher: International Airlines group?

Raymond: Yeah, this is the holding company of our lingers Iberia, British Airways. Level is there long-haul locust brand So now she every so the full-service airlines are here, Iberia and ba whoever's here level is covering this. This is trans API will be the same role for iPhone scalar. So short and long hauls a long haul. Low cost Will Yeah. So, you'll have to pay any way for your name. But that's a much bigger incentive to start let people ordering for the IP system versus additional revenues. And that's the reason why you see level but also nor region offering OnDemand catering in economy. But I think your yearlings will grow your roots will be scoot will grow. direction, which is a different model in economy. Because you wanted to maximize revenues, propensity, whereas as a full-service airline, it will be about service. But don't focus on service in full-service allergies business class, they really can't be bothered with economy. So, you may, summarize it, you may also take as a different segment because the segments I talked about here are the full-service economy passengers but if you say okay, the economy passengers on level on schools, on your wings who fly from Singapore to Tokyo. low cost on the Dreamliner. That's good. So, the if you look at the people then in economy, they'll be much younger and younger generation. Much more tech, digital savvy, different second nations. And I think this area of long-haul locals this market size is growing. Two weeks ago, Japan Airlines launched, Zip air. Tokyo. That's a long-haul low-cost carrier From Japan Airlines. Yes. Again. So that's similar. So, Japan Airlines will have zip and every half year there's a new major airline coming up with a low cost. airline who flies long, long, long distance measures EasyJet really jetBlue it's now flying in the US, but will next year start flying to Europe as well So that's jets get loose kind of hybrid airline, but it's you can regard them as low cost, So they'll flying six or seven hours as well. To the to Europe now. So, this, this market segment is rising because it's the only way if there's a younger but also new middle class emerging limited money to spend, you have to have a kind of market entry brand. If you're really enjoy you at some point, they may go they may step over to you to your more premium brands. So, you can also be something else to discuss with Ronnie is okay, if these are the segments for quanta. So, the same? What are the segments for Jetstar? And those will be leisure and younger people? Also, families mostly the same three except the business people. I think

Researcher: so. leisure travelers, younger generation flying family?

Raymond: Yes. Yeah. Those will be traveling because those are more, they're basically paying big. Don't take it and then of course, you have to discuss with Ron like, Russia I focus on because you know that all this, this market size will grow. Much of the growth of the travel, the number of passengers, the billions of dollars flying more, and they'll be flying. And those dogs are to be flying on the Chinese airlines. They'll be flying on the Gulf based airlines, because those are the main drivers of the emerging markets. No classes. Yeah, perhaps it's a bit on the many angles to it. But this is definitely something just something to keep in mind.

Raymond: at the one hand, is your main focus on demand? Or is it one of the solutions? One of the possible solutions,

Researcher: one of the possible, not one of the main foci?

Raymond: Okay, because that's what's the reason why I need a show to you.
Of course, there's always technology to drive it. But In terms of service and economy, I mean, it can be as simple as this. At some point. It starts here. Like, this is nice. But how can you lower the barrier of people feeling like you miss your And of course, then it didn't happen. Still, it didn't happen.
Or another point? other solution? It isn't here. But it was an emotional self-service. Snack station. Yeah, or a vending machine.so, is there?
No, I got the question two days ago from Kayla, okay, because we were talking about economy long haul. And they asked a similar question, is there any airline already flying with a vending machine? Or a snack station? Simple,

Researcher: not even in business or first?

Raymond: No. Yes to our next station, not a vending machine. But it is it is. Interestingly, that is, it depends on the type of background this so he got lots of floor space. And many airlines opted not to let a good 800 seats in with only 500 so there is space for Oman, bars. But also, in economy, you see that? Qantas and Singapore Airlines, they do have snack stations, okay, in the galley in the back, and those are a wall, like this place to get a table is like a kiosk around you can just take and have many images of kids with a big smile.

Researcher? how do they charge?

Raymond: Not just free, but that's again, that's quanta and Singapore airlines and sample premium brands free snacks. There is no example of self-service paid yet, but it's a similar question I got from KLM. So there's no one. But I think that's if you can have a solution that makes sense design wise. Because where do you put this? Is any machine? Yeah.

Researcher: Also, in practical terms, if I think about this for economy, I think I feel like everybody's just going to be walking around and around will have swarmed around the vending machine trying to get something.

Raymond: that's that there's also something that is regulation in the US. I think there can't be more than seven people together at some point and the aircraft safety reasons, but I think there's only the US But it is indeed it can be busy. As well, at the laboratories, which are near together.
People lining up and people want to pass because the so that those are those are practical reasons but then I like the idea, like Ron showed in his movie, can use a trolley. So, if I don't go to the stage in that vetting stage. So that's, that's, I think that might be a solution.

Researcher: But that's much futuristic. Right. There's a while for technology to make so much happen.

Raymond: Yeah. But then I think you know, if you take more different. How airlines are doing and now are some airlines issuing a few examples? Economy. This is as good as it gets on most airlines. In famous snack box. This is Help yourself. And yeah, its basic many people, I always try to talk to the crew when I fly just to share some ideas and see how they respond and one of those things that scalar

told me so most people don't even know this.

Researcher: I don't know Because I don't get off my seat because I don't want to be a disturbance to anyone.

Raymond: So, the crew say, okay, we now have this, and is only the Dutch.

Researcher: but is there a reason why they don't announce the sort of things

Raymond: that's indeed again, the attitude like what a service is service. The other example I've shown of Asiana putting something back, so please get in touch or his service. Okay. Let's leave alone. This is one person us to serve. Yeah, we are busy enough and as of course, the first is real service. And I think the big shift is now that airlines understand you can't get away with this attitude.
it really depends on the type of crew because, of course always changes and it's better known beforehand. With who may be working with sometimes it's a good vibe. It's a combination of characters and nurseries in a good and often it's just, let's get it over with people don't really know each other. Yeah of course, good airlines on a standard crew makes the difference having a good crew and then, for example, one person who reached the announcements could say, will be dimming the lights, etc. But please help yourself going to the galley, somebody that's but more and more often than not, and of course, it's up to the catering department service department to say, Okay, this is one of the lines you have to reverse. But yeah, even those, these kinds of things.

Researcher: But regarding this also with the announcement, I had another question that no OnDemand No, no bound board, but just regular plain old service with a flight attendant. I wonder so they, at every seat, they say, Okay, do you want this? Or this chicken or vegetarian pasta. Why can't you just announce one time before they start the service that we have in this? So already choose what you want? So, these sorts of things?

Raymond: Because I don't think it works fine announcements. They don't they're not sure I've everyone understands. Got to go to the measurement. So, they have to repeat anyway but what you can do is this is another way to have some conditions Delta Last year, they introduced a menu card, which is many airlines have saved money by removing manual cartoon economy.

Researcher: Well, how did that save money for them?

Raymond: Because they don't have to print all the stuff. Again, doesn't have to be handed out. If you if you have 50 million passengers a year it's really, it's really added up. it's a but now they're very many Asian carriers still have it during the islands has it? But no, delta has three introduced it. It's many elements of realize we have Korea have come too far in cascading. Let's introduce some elements we feel they can make a difference for passengers and wants to in the one is it of course the feeling of control. But this is just the menu. But it's also the flight steps. Oh, this is this is what you can expect on abroad elements of abroad flight service.

Researcher: So welcome for service midflight pre arrival. This is this is really good to know, because a lot of people have a problem that we don't know when we are being served and you're just waiting all the time. So, this, these sorts of things are really nice to know that okay, at some point, you know, food is good.

Raymond: And then you can say, of course, please make your choice. Yeah, beforehand, so you don't have to save sometimes and this, of course can come down digitally as well. But then again, Air New Zealand, UK want us to have a digital version of static. So then again, it's back to Turkish Airlines Delta, some Asian carriers. In a paper-based menu, and an only three airlines as far as I know, this, Qantas and New Zealand Finnair, without say, this is the sequence of the flies they're putting in the time and the interesting thing is, should there be a delay? Perhaps there's some issue with the trolley or the trolley gets mixed up. So, the first to organize everything, it takes longer. So, they can use their own device. And they can just slide or flip together. And let's go here. Or we have changed our mind. Let's do the shopping afterwards too busy So then this so they can they can influence the crew can influence the sequence of the service.

Researcher: So okay, so this is a really nice service. But is that a reason why it's not being taken in by the other airlines yet?

Raymond: I don't know. That's, that's, that's continues to amaze me. Because what my role is just, there are so many innovation sessions with airlines and they figured it all out. The and they come up with ideas. Yeah, this is nice. And sometimes brought in also works Okay, this is what you've come up with. And then I show some other stuff. And then can we move off of it? Because he's already there. Yeah. So, I'm usually brought it into the beginning. And then they come in and say, okay, we want to have this screen as well. Okay. And one year later, nothing happens. So that's, and that's not up to me, because I don't want to get Yeah. But its priorities. Okay, this is nice to have. But is it nice to have other? And many of us have got to face it to fix the basics yet? Yes. Have you ever had a problem service have a proper meal in economy? And that's something people say, Okay, do I have to eat this. So, if you if you're, if you haven't sorted your meals, from your hospitals from your outstation back to your house, it's still in 20%, 20, 30% is a mess. It's not edible or doesn't look nice. This is, this is not worth starting. So most, and I still have so many basic issues to face, and they want to innovate. So, they have all these sessions. But then at the end of the day, it's back to getting them fixing the basics it's a very difficult industry to get your basics right and you now see smaller areas like thin air flights to mostly to Asia. So, who's got a very well-run hub? Because very well-run catering operations. So that's all in place, and then you can start adding extra services for passengers with your basic product is Delta is another Scott's a machine because delta such a big airline but they get the big six rights on a on a on a huge scale And now they started, they started to roll out all kinds of services, because they can now do some that's, I think that's the major. Many airlines are still stayed running our house. Whatever our Jet Airways, is fighting, fighting the good flight.

Researcher: I heard jet airways shut down? I thought they were doing well.

Raymond: Yes. Me too. Yeah. Cuz they were flying to Amsterdam as part of a joint venture with Delta.

Researcher: Especially in India jet airways was taken so much, especially for the short haul. domestic flights. It it's in business all the time. And some I'm surprised that they shut it off.

Raymond: Yeah, not sure. Either. data needed emergency funding. So probably they had been lost making have made some terms of service. It might it might be well, but I think in terms of now, So this is this is every industry is a difficult industry But there are some examples, but usually by the same airlines, and fin air Delta, KLM get a the those are the well run the airlines who've got the basics, right. Then they can start offering better and better services. Still services. Most people say Gabriel, it's about time and there was the issue. This is a Panasonic payment system. Panasonic is the market leader Then there's now talus and Zodiac and Panasonic has got a; they're now opening up their IP system. It used to be a kind of Panasonic Walt's walled garden and now they've opening up and Finnair has worked with a company called reactor. digital agency works for mainstream brands and they have kind of hacked the Panasonic system that's a that's a new layer and this new layer allows us to come up with functionality to really offer something and let's just get Panasonic. So, I think this is talking about solutions, or sorry. Yeah, so this is about the snack box Nothing specific. But then you can about this is virgin. So, there's the first meal service, and then there's usually a snack or a sandwich. And then there's the breakfast if it's a nice flight. And sometimes there's an ice cream. And then there's most recruiters with baskets And Virgin Atlantic being a more lifestyle carrier to get less have a kind of box like you're in movies and we're really trying to make something

Researcher: this is which airlines.

Raymond: Virgin Atlantic.

Researcher: It's actually not seen, but I see in photos like this, but I've never personally

Raymond: Okay, now maybe they're the type of brand who tries to do something extra Or, if you have a trolley, like turning into a hot-dog.

Researcher: I've seen this with good group, yeah, actually grant coffee from there.
Yes. And it's similar like this.

Raymond: And this is something in terms of extra service. Let's, let's bring out the trolley, the special trolley and tried to sell something.

Researcher: But actually, the guy who was explaining this to us told me that they realize that not even 5% of passengers drink coffee. So that's when I was apparently when they were doing there. But then I then I was wondering if it was worth making a machine for that little passengers,

Raymond: I think it's quite low. Because I think coffee is a universal thing and people, I speak to this, okay. I understand that if I fly economy to South Africa from the other end, get a basic math and there is a preorder option for better music. I wouldn't pay for it. Yeah, just give me good coffee, because I'm just sitting there for 10 hours. In this very small environment at least I won't have similar coffee. at home. Yeah, machine. So, it's kind of common People who have got some money to spend and I was asking what would be the only the one thing you would like. So, this this epidemic called the bill don't have done numbers, but it strikes me as I was. Because I always see people around me drink coffee And but they are now going to charge for this small cup of coffee around 350 or something like
Researcher: Because apparently, one round of charging can make hundred cups of coffee or something like that so there we go so they want to have kind of revenue per trolley. Right. So, I got a big presentation about this coffee machine specifically. But this was done in collaboration with Airbus. Or another company, apparently, because this

Raymond: I think the Unilever, Magnum and lore brands,

Researcher: they have their office in Frankfurt, close to France. So, because they also have the same machine. And as I was walking by, they called me in and then I was like, Yeah, I just read from gate group, because that's what they told me that they collaborated for this mission.

Raymond: Really? Okay. Because there are two big catering companies. It's gay group and MSG. So those are the two similar to Zodiac and that's where I saw from and Collins. Our space. So those are the big, the big players. right.

Researcher: So violently they collaborated for this one but gay group Collaborate with Airbus for the connected cabin. It was the same presentations were happening.

Raymond: I think in terms of what you know, I think as an airline, you have to make a choice. Like, if we introduce OnDemand, ordering of snacks and beverages in between meal services, and you come to me, like Aaron, Aaron, if you didn't, does know, like, level does? Or shall we just invest in a coffee trolley? So, if we can make 350 euros by walking the trolley? Can we make the same amount? Plus, major investments of having ordering I think airlines will be more willing to experiment with this. Like, is there any interest in premium service from or, and then combine this with a menu card? Like Delta has? At least give some information? What can you expect? At least this is for My flight idea I think I think you have to interview airlines. Like why? Why aren't you investing in demands

Researcher: Because apparently, like I said before, this their statistics were like some 5 less than 5%. Using you drinking coffee. But after they did some trials with this on the flights? Maybe Kayla was one among them. Maybe I don't remember the names. Exactly. But it was a Dutch airline. Their sales of coffee apparently increase to double this obviously so I can smell. See they're having coffee and they're attracted and things like that.

Raymond: Okay. I think the only thing is the big thing is like, this trolley has to replace another trolley term of this space. If you can be more efficient. If you know the loading better. Data And then you can save one trolley Place. They can turn this place into a self-service galley next stage, vending machine or do you use to use the invest in a more premium retail trolley here?

Researcher: This could be a self-service,

Raymond: as well, as well. So, the different options, but I think that's a first step. It will be along those more marginal. The margins are very narrow. So, it's about clever solutions. With a with a high Lightness of Being adopted by passengers. That's the magical make something? Especially in economy. On the other hand, you see, I think if you're full-service airline, people are willing to pay for these more premium indulgences. Especially those demographics and as if you are a local, scarier, people already know that. It's a paid model. So, they know better, but perhaps better, but then they'll be not surprised. That is a fee. I think as full service airlines, they may say, okay, we don't want to charge passengers, because that's, that's not what they expect Whereas I say, okay, passengers are looking for something and they're willing to spend for it And I think you don't have this Perhaps different expectations on low, cost, because people know they'll pay anyway Maybe willing to pay. I think I mean; coffee is such a universal thing. Coffee ice cream. So, this is this is my, my take on, you have if you want to improve service, can indeed you use low, low tech things like the Delta man card? Or the stickers to at least give information so they can make up their mind, or use the IPC system to help disseminate information and then you're going to have more interaction, like on demand but then depends indeed on the airline and the crew if they're willing to. And then I think that the, for the short term is really more than low, long haul local, scarier. Because there's money to be made. There's level and region. And as a third option, like self-service kiosk, or let the kiosk Come to, which is perhaps, perhaps a better solution, because you don't want to indeed have all the people piling up waiting, waiting for the toilets. satire people. So, this is the galley illogical destination, or is the galley and it's another cultural thing. The cabin crew are many aircraft, so many airlines. Okay, we have services over. Let's close the curtains. It's our domain. Yes, we can kill him crude is reading newspaper. Read the curtains closed. just leave it or indeed be more inviting. Give them the tools to the and then the crew can decide when they want to go out. Yeah. So, the kind of intermediate solution. And then but I think in the end, you will have to go to but there will be barriers And I think if you can come up with ideas, like kind of intermediate solution Need to provide more information or come up with this kind of as a first step, and then you can, And your question like, can you use wireless? Or Wi Fi networks? Yes, you can. But there are solutions, like LsG has got a subsidiary retail emotion. And they are now coming up. It's kind of like a plug and play solution and gate group has worked with this A5 box? portable Wi Fi. so, they say, Okay, we'll give you the infrastructure. Yeah, etc. But this

Researcher: is that the Airfi boxes are there any airlines are currently?

Raymond: many airlines, but they're using it as entertainment. So, it's a source of entertainment. All the old movies are stored. So economy, why does it it's all it's all meant to do? on short haul flights where there is no IV system. That's, it's a way that you can watch movies or whatever and use your own device. And they have pushed hard to say, okay, it's not just an entertainment hub, it should be an engagement retail And Syria hub. I'm not aware, but I can, because I have to. It's a Dutch company and CEO, Joe, nice guy. Every half a year, we just get in touch. And I always ask the same question. Are you monetizing the works already? So not yet? Yes, I first want to say, Okay, let's see if it works. We can have a stable service with entertainment, because that's what people want. Also, newspapers, digital newspapers, whatever
Researcher: But as a final thing to talk about, do you think the airlines are heading towards service user service driven? businesses are just completely commercial cost cutting and things like that? focusing on how the passengers feel about traveling their entire experience?

Raymond: Yes, they should and it will say we are a customer centric. It's the ministry is. Sometimes you get tired of it. But it's there's a very small service improvement. Well, for example, let's take delta man and now handing out menu cards, etc. This is part of the airlines drive towards becoming a customer centric airline. it's like it nice. But you're still talking about small thing. So, the f1 is saying all the buzz words, and it's there? No, no doubt heading in this direction to their mind is every time so they're happy. The amount of discussions is datacenter user manual card. Yeah, is huge. Yes. And if you want to go here, it's just a small step. But at some point, I think you get a tipping point. And it's the only way I think for a full service to come on premium. So, it's especially in economy. So, the old, the old, or the current business model that you have 20% of passengers in business class, and your business class passengers in economy usually pay a full fare ticket, which is flexible. So, you pay more, those are more or less keeping the airline alive. the other 60 to 70% is just getting the plane. It just the cost of a seat, perhaps if it's if it's 300 euros, and you make 400 euros overseas, you're happy. So yeah, so and this, this model, I think is the only way to contain this model is to make economy more premium to give a better economy experience. And I'll get on a low-cost long-haul carrier and the only way to do it is to come up with these kinds of scenarios.

Researcher: That is isn't economy generating the most amount of revenue for airlines or because it's the major?

Raymond: in terms of revenues, but not in terms of margins? So, the efforts I think the efforts margin is it depends in the US is 16 euros. For proceed, In Europe, it's eight euros. So, there's, there's one guy was nice guys, nice qualities. Okay, if you have, it used to be six euros, as well, an airline with all the issues and all the troubles makes the same amount of profits, money per passenger, and then Starbucks makes by selling a cup of coffee and a sandwich, and Starbucks can come on the premium. So, and I should think more like started. Why are people willing to pay for I mean, Starbucks coffee isn't very good. But I still it's the Starbucks experience and that's how airlines, especially if it's for full-service airlines. And you now see more airline say, Okay, let's have bit more Premium Economy seats, to the cost of economy seats. So, it means that the whole cabin is getting a bit more premium, because we now have this long-haul low-cost brand. Yeah. And all those people are very price sensitive.

Researcher: but are they willing to let go of any economy premium seat for an economy price.

Raymond: Not yet. All kinds of upgrades. Now, July now see if he if let's say you can you can bite or you can all kinds of auction

mechanism. So, you get an email. Okay, we expect to have seats available in Premium Economy. How much are you willing to spend? 100 euros, and there's a kind of meter who says, okay, all and euros, it's still rats. So, we don't think as much as you'll get it. around one hour to 50 euros, your chance is increasing, but they still don't give you the chance you get it? Then one day or two days before you get the confirmation? Like your bid has been accepted. There their way to sell last minute entry? But for the highest possible price Because they don't give me any information and so those kinds of ways Is, but if it if it turns out, they have to sell 70% of their Premium Economy class every time like this, then they've made the wrong decision, because then the basic price for Premium Economy is too high. So, this is the whole game of pricing your seats But I think that the big the big shift is, do you still as a premium airline? As a full service? do you still want to have those price sensitive economy passengers? Do you want to have them on you on your Qantas brand? Or do you say okay, let's go to transphobia still flies with a Europe but at some point, they'll fly low. Or just say, okay, just go with transphobia then you have lower fares, and we don't want to be we want you to keep it to keep you in our group. Yes, we will make the money anyway. Yeah. Our brands, it's similar with hotel brands. Yeah, the big hotel groups, they got the premium brands, and there's low, more value-based brands, different segments. And I think in terms of improving service, then there's a big chance for full-service airlines to come up with more OnDemand line because its service price for the same service can be for the low-cost brands. But it's just a price tag away from generating money.

Researcher: You were saying something about someone from?

Raymond Yes. I forgot to ask them. I had one hour and tend to talk too much. Okay, we will have to stop those who had to leave. But I sent them an email yesterday. Okay, asking them because those are the two persons responsible for the on-demand service from Klm in business class.

Okay, but they all know about it. Me as well So I asked him by email, but I think they'll respond next week.
let me check if she's last year, I did a session in Hamburg. This on Monday's conference, okay. And the session was about OnDemand catering., but in this class. Yeah, what was the focus where there was someone from northern region as well. In the panel and let me see if I still she's still in the same job. Yeah, I think that's interesting. person to talk to. They have this one amount. Yeah. Yeah. Let me let me check it.

A visit to the WTCE - World travel catering and onboard services expo, Hamburg, Germany

Traced back to chapter 2.5

This was a wonderful and knowledgeable opportunity and an experience provided by Safran in the early stages of the project, April, 2019. It proved very useful for the research of this project. It was helpful in understanding how the Airlines and aviation industry works. The number of companies and the kind of services they provided was on a very large scale.

So, ***"WTCE is the leading global event for the travel catering, onboard retail and passenger comfort industries. Showcasing the latest onboard products and services to an international audience of airline buyers and rail operators. Held annually in Hamburg, the show attracts over 300 exhibiting companies (2000+ exhibiting staff) and 2,000+ visitors, in total 4000+ attendees. WTCE takes place alongside Aircraft Interiors Expo and the Passenger Experience conference The three events together form Passenger Experience week, where the entire onboard industry comes together to meet and do business."*** (Worldtravelcateringexpo.com, n.d.)

This expo was wide spread across more than three buildings. All the companies that participated set up huge Kiosks and provided with demos or an exhibit of their products and services. Most of the companies did not provide access to anyone except their clients. It proved a little difficult to be able to visit every kiosk and understand their work. All the companies exhibited their latest innovations and it helped the project in some benchmarking and to see what has already been done in the market and the responses to it by their clients.

Fig. 25 - My ticket to WTCE

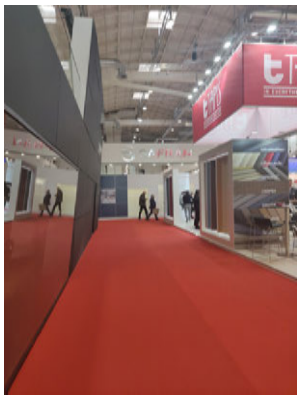


Fig. 26

Fig. 27

Step 1	Identifying participants closest to the target group and approaching them to request them to participate in the research.
Step 2	Creating a generative booklet and rest of the materials necessary with the booklet.
Step 3	Handing it over to the participants and scheduling a date to collect the booklets back from them and another date for a one to one interview.
Step 4	Building interview questions
Step 5	Collecting booklet back from participants
Step 6	Going through each booklet to understand the participant's input and making questions out of them if necessary.
Step 7	Conducting interviews
Step 8	Transcribing interviews
Step 9	Reading interviews, collecting factors and identifying current situations.
Step 10	Making statement cards and clustering factors
Step 11	Understanding what 'Control' means through analysis

Research Plan Explained

Traced back from chapter 3.3

Step 2: Creating a booklet

After finding the participants, the booklets were made. The content of these booklets was simultaneously being developed while finding participants. The content of this booklet was based on the questions mentioned in the research questions. All the questions in this book weren't direct but a few were indirect to be able to extract unbiased answers from participants. These booklets contained small activities that helped participants think and recollect their previous experiences.

A generative booklet is made to be filled up by participants as a preparatory step before the interviews. These books are used to s**ensitize participants** and bring them into the context before they appear for the interview.

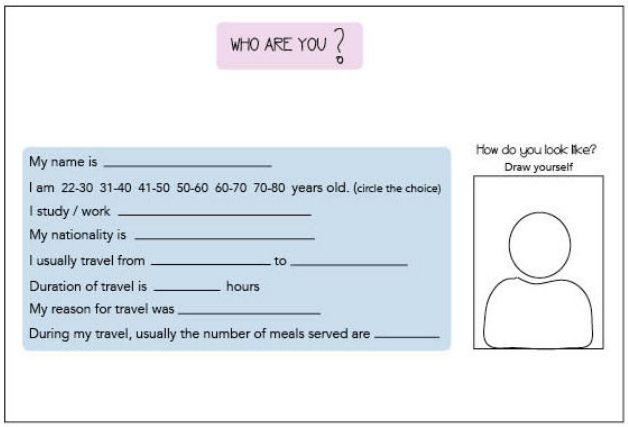


Fig. 28 - Partiicpant's introduction page

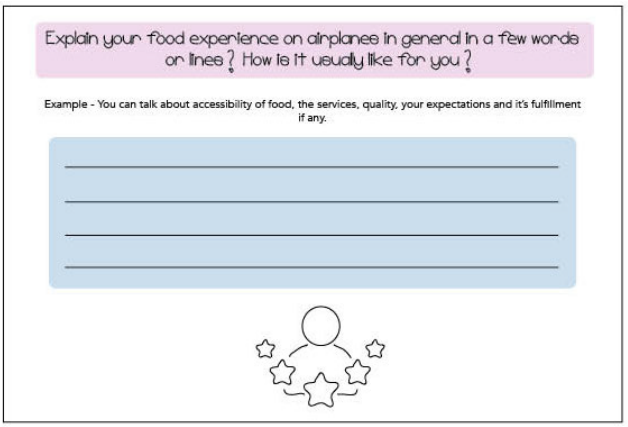


Fig. 29 - Introduction to passenger's food experience onboard

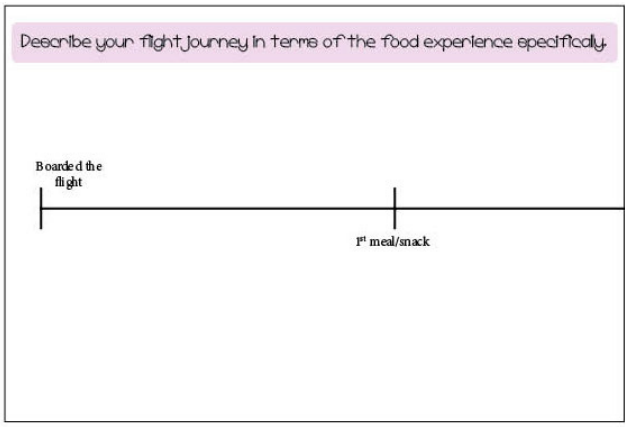


Fig. 30 - Example of a half of a timeline

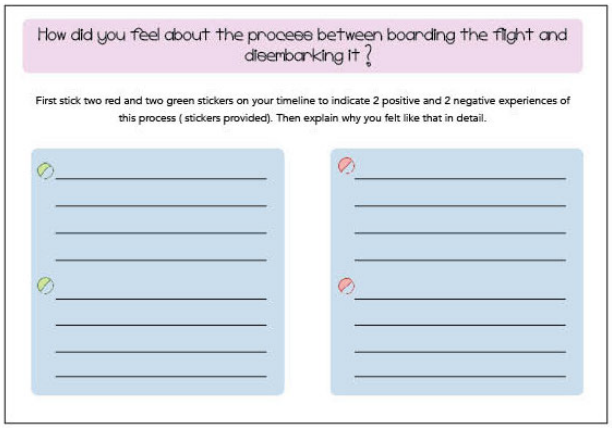


Fig. 31 - Feedback on passengers' experiences

Participants had been requested to fill it up over a course of time as per their convenience. This booklet will help them prepare for the interview. The package given to participants consisted of a booklet, a sticker sheet and the participant's signed copy of the consent form.

Sticker sheet - Pages 9, 10, 11, 12 required participants to express their emotions about going through different processes in that timeline. Hence, a sticker sheet had been provided.

Fig. 32 - Feedback on passengers' experiences

Consent form - A consent form provides participants with enough information about the research that helps them decide if they would like to participate in this research.

RESEARCHER: Vysali Somanchi

RESEARCH SUPERVISORS: Henk Kuipers, Rudolf van Heur, Ron Verweij

PURPOSE OF RESEARCH STUDY: This research is for my graduation project in collaboration with Safran - Group, Alkmaar, Netherlands.

PROCESS: A workbook will be given to the participants to fill within a couple of days. After this an appointment will be made with the participant for an interview regarding their workbooks.

POSSIBLE RISKS OR BENEFITS: There are no risks involved in this study. There are no direct benefits besides personal gratification for sharing ideas and contributing to the project. Although some cookies and chocolates might await you :)

RIGHT OF REFUSAL TO PARTICIPATE AND WITHDRAWAL: The participants are free to choose to participate in the study, and may refuse to participate or withdraw at any time.

AVAILABLE SOURCES OF INFORMATION: The participants may contact the researcher for further questions at H.V.Somanchi@student.tudelft.nl or contact - +31 6 36065090

PARTICIPANT'S CONSENT DECLARATION:
I understand that participation is voluntary. Refusal to participate will involve no penalty. I understand that I may discontinue participation at any time. I declare that I am at least 18 years of age. I understand that video and photographic recordings will be collected and identified where necessary and possible but faces will be blurred.

Date:
Participant (signature):

RESEARCHER'S DECLARATION: I declare that I have explained in detail the research procedures in which the subject has consented to participate.
Date:
Researcher:

Fig. 33 - Feedback on passengers' experiences

Step 3: Handing the booklet over to the participants and scheduling a date to collect the booklets back from them and another date for a one to one interview.

Step 4: Building interview questions

During the interview, it was planned to ask anything that was unclear from booklet but along with it 3 more questions were asked, which would lead into extensive conversations with the participants.
The interview questions were
1) So first of all, that there's a long wait for food, depending upon where you're seated. So sometimes you have the situation that you're not in the front seat, but you're at the back seats. And it's sometimes also not about the seat, but you just have to wait for the food to be served. So how do you feel about this waiting? Does it make you anxious? Angry? Or how does it make you feel?
2) Do you have any factors that influence this experience or more than your flight? Sometimes the reason for destination as well. So maybe if you're going to imagine Was it your very, very, very old grandmother, you know, who is very sick and they said that, you know,

just visit her once because she may pass away? Yeah, do these sort of reasons, or either positive or negative reasons of destination? Or any other experiences before getting onto the flight or other experiences on the flight, do any of these influence your mood? Or experience on the flight? to regards to food?
3) So first of all, what do you perceive as control? And also, what does having control over your experience means to you? So if I said, Okay, I give you control, to how much extent do you expected or also wanted?

Step 5: As per the dates decided, the booklets were collected back from the participants.

Step 6: Read and understand the filled up booklets
A few questions and doubts emerged from the booklets. These were discussed in the beginning of the interview before asking the main questions.

Step 7: Conducting Interviews

Step 8: Transcribing interviews.
The transcriptions of all the interviews can be found at the end of these steps.

Step 9: Reading interviews, collecting factors and identifying current situations from them.
What are factors? Factors in this case are those statements that are interesting or which could help in understanding what is currently happening in the context.
Also on the side, repetitions of a few situations and incidents in the participants' experiences were observed.
These situations are explained in the next chapter as they helped in building in the concerns later to form the current context.

Step 10: Making statement cards and clustering factors
After collecting many factors, it was essential to make statement cards. Statement cards allow to make a conclusion or an understanding of a factor. These conclusions of factors are called paraphrases. And these paraphrases of factors help in identifying clusters.
What qualifies as a cluster? Repetitions of a similar topic or concern in this case qualifies as a cluster. Many factors (quotes) by participants may be quoted differently but could mean the same. Hence drawing a paraphrase out of all factors can help in identifying similarities between factors.

More than 150 statement cards had been made out of the 17 interviews. All the statement cards were clustered based on their similarities. All the clusters were minimised to a small number which were a part of identifying the current context.

Step 11: Understanding what 'control' means
From the final clusters, the most repeated factor by participants was indeed about their definition of control. All those factors were formed into one big cluster which gave an understanding to the term 'control' for this project. The result of this step will also be explained in the next chapter.

Transcriptions of Interviews

1) Mexican participant 1

Researcher - So, first of all again, thank you so much for filling this one up. And I saw these, yes. Okay, so I have a question here. So you said that, for example, you consume food and beverages on the airplane, you said that you do try to carry soResearcher snacks. Yeah. And also try not to so that you eat before. But why do you want to eat before already?

Mexican participant 1 - Yeah, because I always think whatever I can get in the airport is going to be better than the food in the plane. I tried to have it before I board. So I expect the food to be bad.

Researcher - So it's is it just about the quality or also the service?

Mexican participant 1 - It is a bit about quality and a bit about service.

Researcher - What about the time?

Mexican participant 1 - So they sometimes serve when I'm not hungry yet Or I am really hungry and they are not serving yet. Yeah. I think that's that's it.

Researcher - Okay, that's, but that's a good thing to know. So, because you don't completely trust their timing regarding their service and also quality.

Mexican participant 1 - Yeah, Yeah Yeah.

Researcher - that's why You prefer to buy it on your own?

Mexican participant 1 - Yeah, yeah.

Researcher - And the next one I have is that Was this what it meant? You said that I hate the scheduling is off.

Mexican participant 1 - Yeah. Yeah. It is that I don't know when they're serving.

Researcher - Yeah. Have you ever happened to miss meals because of these sort of reasons?
Mexican participant 1 - Yeah. So sometimes I yeah, I even do it on purpose. So if I'm just, I normally take super early flights. So I just want to sleep. So normally, I just sleep two or three hours before my flight. Yeah. And then I can sleep all the way through. So I just are equipped already with my headphones. And my Yeah, Sleeping mask. So I'm not bothered. And then I missed the meals. So sometimes it happens that I wake up and I'm hungry. Yeah, and they're not serving at that time. Yeah. Yeah.

Researcher - Have you ever tried to ask for a meal at that time?

Mexican participant 1 - No, No, I haven't. Yeah. And most of those cases, I take out whatever I bring. Because I'm also not craving the food. Yeah, yeah. So it's also about what they serve. .
(giggling)

Researcher - Yeah. I agree about the quality. Yeah, yeah. It is not their best.

Mexican participant 1 - Yeah yeah yeah.

Researcher - Yes. So you said that 'you woke up by the smell you have to eat or I will be too hungry before the next meal'? Yeah. So is this because of the time difference that they have between both the meals? Or? Why did you say that you have to eat now before you sleep? Or by the time you wake up You'd be super hungry.

Mexican participant 1 - Yeah. So sometimes I say eat before I board. Yeah, I'm not that hungry. I decide to eat because it will take more time for them to serve the next meal. So I know, I will be super hungry Before they serve the next meal. And it's not convenient.

Researcher - Yeah. Because they do serve it according to whenever they decide to.

Mexican participant 1 - Yeah, yeah. And I still don't get it. Like I haven't made that conscious to pay attention and how they do it, because but I never know if they are following like the schedule from the I think they tried to mix it from the where the plane is leaving or where it's getting to. So I have no idea.

Researcher - I had no idea as well before. But apparently, the times they serve is marking a particular distance in the journey, something like that. And also, apparently, for all this, they have someone called as on board service planners, who actually plan these like this. So they have their weird reasons, but still not a good enough reason to keep someone hungry. So things like that. Yeah. But apparently it's marking a particular distance or of the journey when they're serving it. So it's like as soon as you get in, and if it's a very long flight, three meals, but if it's like a six to eight hour, or six or seven hours, one before one hour before you start to take land. So it sounds like that. Yeah.

Mexican participant 1 - But still, it's off timing. Because it also depends upon the day that you or the time of the day that you board the flight.

Researcher - Yeah, exactly. yes, so you said there's usually a line people take too long, and you have to answer a bunch of questions every time, this is about the security. Yeah. I was wondering if these sort of things affect your experience or mood or anything inside the flight?

Mexican participant 1 - Sometimes it does. Yeah, if I get something super upsetting. Yeah, maybe. So I know, maybe if I have to take out something from my bag, but I do really wanted to, to carry. Or if I had a weird change of seats that I didn't expect, I didn't get the one that I chose something really upsetting like that. Yeah, maybe it would. But most of the times is just, yeah, I'm just not in the greatest mood Just when I get to the airport and have to go through that process. Yeah. But then I try to relax and eat something. And yeah, then get onto the plane. Yeah, yeah. Okay.

Researcher - Okay, so I said, how you feel about the food running out? So again, the same thing you said it's normally as horrible anyway? So is it Just about the quality are also You mean, the service was?

Mexican participant 1 - Yeah, I think a bit of both. Because I don't think I really don't like on board stuff. I try to have as little contact with them as I can.

Researcher - And is there any reason?

Mexican participant 1 - Yeah, I think most of them are. I don't know if it's stress or what, but most of them are rude. Most of the times, yeah. From any airline. Yeah. And particularly Americans. But KLM has really bad ones, too. Yeah. And I tend to get super confrontational with everyone, especially them. Yeah. So I try to just avoid them. So I think it's also about that's why I don't ask for a meal outside of the schedule. So I don't really want to confront them.

Yeah. I don't feel like talking to them at all. Yeah. Yeah. So I think it's also about that. So if, if they don't have any more chicken, they only have fish is like, Okay, I'm not going to fight you on give me whatever. It's also about avoiding the confrontation. Yeah, talking to them.

Researcher - Ok. So, again, what do you think of lack of information? You said, If I knew when I booked the flight? Yes. So I was wondering, so you would like to know about your food when it will be served what wIll be served? Like, while you're booking the flight itself?

Mexican participant 1 - Maybe if I knew, for example, about the distance, yeah, I could know, well, I have to eat before hand, or I don't need to, or maybe I need something that I feel more as a breakfast than as a dinner or whatever. So the kind of food I have to carry your the amount of food.

Researcher - So you would like to have information about this sort of thing?

Mexican participant 1 - Yeah, yeah. I've never thought about it before. But yeah, I would like to

Researcher - Okay. So you will, for example, in this design, I noticed that you more made choices or design interferences in the choice of food. Again, wondering, would you do anything different about the service? Because I, I noticed that yes, you have a problem that you do not want to be in contact with them. So in terms of service, also, would you like to make any changes to it if it was your own experience? What kind of changes would you like to make to the service? Apart from Okay, they're rude. But imagine maybe you could come up with a system where you don't have to talk to them at all, but you can still get your food served. Yeah. If there is anything like that? Yeah.
Mexican participant 1 - I don't know. Maybe to feel a bit more in control about the choice maybe on the schedule, for example. It may be doesn't have to do that much With the hours I've been in the flight. But maybe with the movie I'm watching. So I just want to eat when the movie's over so I can pay attention to it. Or during the movie. Or maybe to have a choice and yeah, would be nice. that you can eat whenever you want.

Researcher - Yeah, Okay. We can go to the other three questions that I have, apart from the booklet. Also, I found that this was very interesting that you said that you hate to leave the salad fruit or whatever. So you were saying that you also want to personalise the meal that you get?
Mexican participant 1 - Yeah, maybe? Yeah, so sometimes I would like to have instead of, fruit and salad maybe two plates of fruit, or it's dinner, and I just want bread? So it's,what I don't like about it is just leaving it to waste. I think that's my problem with it. And then I see someone else eating the part that I don't like. So they would probably give it to them instead of me. Yeah. Yeah.

Researcher - Makes sense Ok. So the three questions that I have is, so first of all, that there's a long wait for food, depending upon where you're seated. So sometimes you have the situation that you're not in the front seat, but you're at the back seats. And it's sometimes also not about the seat, but you just have to wait for the food to be served. So how do you feel about this waiting? Does it make you anxious? Angry? Or how does it make you feel?

Mexican participant 1 - I think I'm already used to it. So I, I really don't move until they are right by my side. And then I started to Okay, maybe you wake up or stop the movie or get my seat up or whatever. So yeah, I don't worry about it until it's my turn.

Researcher - So you don't have you never had situations where you had to wait?

Mexican participant 1 - Yeah, Yeah, I have.

Researcher - And Are you okay, how do you how do you feel about that waiting part?

Mexican participant 1 - I don't mind. I think I'm used to it.

Researcher - So used to it in a positive, neutral or negative way?

Mexican participant 1 - I would say it's neutral. Yeah.

Researcher - Okay. Next question is again, this is like the previous question, but do you have any factors that influence this experience or more than your flight? Not just what happened before, but sometimes the reason for destination as well. So maybe if you're going to imagine Was it your very, very, very old grandmother, you know, who is very sick and they said that, you know, just visit her once because she may pass away? Yeah, do these sort of reasons, or either positive or negative reasons of destination? Or any other experiences before getting onto the flight or other experiences on the flight, do any of these influence your mood? Or experience on the flight? to regards to food?

Mexican participant 1 - Yeah, yeah a lot.

Researcher - What kind Can you think of?

Mexican participant 1 - I don't know. For example, I had this. I had to go with to Mexico for a surgery for my dad. So that was pretty nerve wrecking, knowing that I was going for that. Yeah. And then at the end of December, like coming back and knowing that I had to finish semester and start graduation and that that also can be super anxious during the flight specially Yeah. So I had to really like control myself during. Yeah, I kind of have a mini anxiety attack on the flight until I reaMexican participant 1ed like, well, I'm going to be stuck here for eight more hours. I can have these now. Yeah, but definitely. So. Yeah, I think the emotional states affect me both before and after.

So it's completely different scene from where I were in one year ago on vacation to New York with my family. Yeah. So I knew I had to take some rest during the flight because I want to be fresh when I got there.
Researcher - So these reasons that made you anxious, did they make you look at this food, It's service, talking to the flight attendants and everything a little different?

Mexican participant 1 - Oh, yeah. Yeah, definitely. It affects how also how much interaction I want to have with the staff and with the people around me if I want to just be sleeping, or if I want to be reading or working during the flight.

Researcher - And regards with eating, did you have any difference?
Mexican participant 1 - Yeah, for example, when I was super anxious, it affected my stomach. So I didn't want to eat anything. So at some point, I was really hungry, but I just ate cookies during the flight, because I didn't want to feel worse, my stomach. So definitely. But it could have been the other way around. So if I was maybe anxious, but it was not affecting my stomach, I would do more hungry or more willing to eat more. Yeah. I think it definitely affects your experience. Yeah, yeah. Okay.

Researcher - And the last question is, sometime back, you used the word control that you would like to have some control over your experience. So first of all, what do you perceive as control? And also, what does having control over your experience means to you? So if I said, Okay, I give you control, to how much extent do you expected or also wanted?

Mexican participant 1 - Well, if it's only about one thing, I would love for it to be like a restaurant service, of course. So that would be ideal. Just to ask for the maybe have the menu and ask for the options on the menu. So if I feel like just having ice cream in the first three hours, I would ask for one or two ice creams, and then I will just have a full meal at the end of the flight. So I think to control the options, and the scheduling would be the main thing.

Researcher - Yeah. How do you see this happening? mostly in terms of service? If you asked for a menu, and they got you, because in practical terms, actually, this is already happening in business and first class, of course, but the only reason they could not introduce it in economy still is because of the amount of passengers, because it's higher. So, what's the first thing that comes to your mind if I say, Okay, how do you see this happening?

Mexican participant 1 - I don't know. The first thing that comes into my mind is maybe more staff. Okay. Okay, that would be like the solution for a restaurant, I guess. Okay. Maybe only for food. Okay. I also thought about having the different slot. So, time slots. Ok. So maybe you don't have complete freedom, but there are some choices that you can make? And I would I would,

Researcher - what do you mean by time slot?

Mexican participant 1 - So for example, instead of having this fixed distances in the beginning at the end the flight? Yeah, they would have three different slots during the flight, so you can do it At two hours at four hours and at six hours.

Researcher - Oh, and and you, you were saying that you want to choose in which slot you want to eat?
Mexican participant 1 - Yeah.

Researcher - Okay, interesting.

Mexican participant 1- Yeah. And what I want to eat. So if maybe I want only the fruit at two hours, and then the full meal at four hours and the ice cream at six hours somewhere?

Researcher - Which means do you choose? Do you see yourself using to choose this? So how would you choose this? Would you choose this? While booking itself or after you get into the flight? Maybe from a screen? Or how do you see yourself that this could be possible?
Mexican participant 1 - Um, well, I think from system point of view screen maybe easier for them. Yeah. But I wouldn't mind picking it at while booking. Okay, because I would already know, so I would be prepared for it. Yeah. Or with a card, Yes, I've had that.

Researcher - The buy on board experience?

Mexican participant 1 - I know if it was the buying. They gave cards out and I could choose the menus here. Okay. So something like that could work too. Yeah.
Me - So from talking with you, I reaMexican participant 1ed that for you preparation is quite an important element for this for getting on so that if you know you're more prepared to about whatever kind of time they choose to feed you, right, yeah. So preparation is quite important for you?

Mexican participant 1 - Yeah, Yeah.

Researcher - So now when you think of it, how much do you feel like, lack of information is important too, because they did not give us any information right now. Cuz my personal experiences that I always feel like a robot when I get into a flight, because I do everything the way they say when they feed me I have to eat and when they're not getting I sleep or watch something. And then, and then I'm very anxious to wake up because I don't want to miss the next meal. If I sleep, I miss it. Yeah, so I really feel like a robot. And I reaMexican participant 1ed that I would really like to have information. Yeah. So how does that make you feel? Because now if you look at it in terms in the perspective of your preparation, yeah.

Mexican participant 1 - Yeah, I think it would be. It would help the experience if I had information to prepare before. Okay. Well, I think that's it.

2 & 3) Chinese participant 1 & 2

researcher - Actually I hadn't I didn't have a lot of questions from the booklet for you. Okay. So here you said something like, usually amount of what did you say carbon?

Chinese participant 1 - Like the carbon food. Like starch sugar rise those like, energy food

researcher - carbohydrate food. Okay. Okay. Okay, so you're saying that, that is more than meat?

Chinese participant 1 - Yeah, like if I have this main dish normally there are a kind of meat with rice or noodles. And usually I prefer to eat meat first, because it's like more delicious. I don't know, my neighbors will sometimes have them all. But most time for me the rice or noodles will be half left. So it's too much for me. And I didn't have the chance to choose like half of them. Because I think it's a bit waste. Waste, say if I can't have them all.

researcher - Yeah. Okay. And is there something you would like to do about it? Like, you think that the rice is too much?

Chinese participant 1 - Yeah, maybe? I can just choose like half rice? Because you know, in those sushi store in Japan, if it's, if it's ladies who come to eat, the chef is making sushi in front of the guests. Yeah. The chef will decide that This lady Maybe eats less rice than men. So he will reduce the amount of rice so the lady can eat more meat. Okay, you know, okay.

researcher - that's interesting.

Chinese participant 1 - Yeah, that price is more worthy. Maybe in that way?

researcher- Yeah. Okay. And yeah, the next question is? Okay. You said something about prediction? Where did you say the words it's going to demand? here? Yes. So what do you mean that
it's hard to predict when I will have the meal.

Chinese participant 1 - So if I take a flight from Netherlands to China, yeah, I remember the last time you have good lunch or yet, and that the last one I took was direct. So it took off at like nine o'clock in the evening. Okay. And at that time, I was already a bit hungry before going on board. I was like too hungry. So I was afraid the meal will not come as soon as we board. So I just bought a cheesecake from the airport, which was quite expensive and quite fulfilling. And then when I'm on board, I don't know when the meal is coming. So I don't know. Okay, should I take a nap? Should I watch a movie or something? And I was not so hungry at that time. But the meal was coming really close. And then I feel like maybe not eating that cheesecake was a bad idea. But right back to that time, I was hungry. So I should eat. Yeah.
researcher - So what do you think this is ? How would you sum this up?

Chinese participant 1 - First of all, I don't know, when the meal is coming. I think I should get information, like one hour after taking off, we can get the meal. So the before taking off, I can at least judge how hungry I am at the moment to decide whether to buy something, and also decide the amount of snacks I should buy before going on board. And secondly, the time of flight is different than the time in Netherlands because then there is time difference from Netherlands to China. So it's always hard to decide on like, what time is it now on the flight, especially in flight mode, you you're going to which time you should choose. So that time is also bit confusing. Okay. So I don't know whether it's afternoon in China or morning in China? Is it breakfast? Is it your lunch or something? I think in these two senses, I should get some more information.

researcher - Okay. And I have a small idea when you're saying that. Do you think that people should be given a choice to eat as per the time zones they prefer? Like for example, you're going to try though you're going from Netherlands to China, you feel like okay, maybe already from the flight itself, I should start eating according to how China's time different time zone is because I'm going there now. So right? So do you think that people should also be given a possibility to choose to eat as per their time zones? They're convenient time zones?

Chinese participant 1 - It could be because for adapting to the time difference. It's helpful, I think. Yeah. And also in terms of nutrition you get, for example, for breakfast. The nutrition is quite different from for lunch and breakfast, this more energetic. If I can choose, okay, this meal is for breakfast, so I can choose eating more carbohydrates, that's a good choice. Okay. Okay, I think that also write something or no, I will come to it. Okay.

researcher - So you said that this never happened to you? Because you never sat at the last seat waiting for running out. But have you ever had a situation where you asked for something and they didn't have it, but someone else? Got it?

Chinese participant 1 - No, no,

researcher - you've never had a situation. Okay. And So here, I asked, What do you think of lack of information? like have you said you didn't know? You said what do you want to eat a chicken noodle or beef rice. so I didn't understand that.

Chinese participant 1 - So they normally ask. It's very interesting. They normally ask, what do you want to eat? Yeah, we have chicken rice. We have beef noodles. But from those information, you only know Okay, there is chicken and rice. Yeah. And that's the thing. Yeah. But you don't know what flavor is it? Like? Is it like Dutch cuisine or Chinese cuisine? Okay, I want more introduction about the meal.

But I also know that normally for flight meals, it's, it's just very simple, fast food. So there is like a balance.

researcher - So you would like you would prefer information about what cuisine, ingredients, taste also?

Chinese participant 1 - Yea yea.
researcher - Also, you said you don't know when the food or drinks will be served? I think they can show timetable. You have anything to elaborate on that?

Chinese participant 1 - Yeah, I think I've had this timeline here. Yeah. So when I get on board, I like to have this menu with like, every information about the meal here. First meal, what time it will be served second meal, what time it will be served. And what are the choices I have here. And also like ingredients flavor, then I'm more prepared. Because normally when they the flight attendant is coming, I feel like I'm in a rush to choose because they're serving a lot of people, then I normally don't give it a like a second thought about what exactly I want to eat. Yeah. So it's just about at that moment. Okay, I have to choose I have to choose, I have to make a very quick decision whether or not you're not even you may not be even happy with it.

researcher - So you were saying that, you said that you want to be prepared, and you don't want to be rushed into making a decision? Yeah. And here, you said that you would like to see a timetable from them as to when they will serve it? Are you okay with them deciding the time that you will eat? Or would you like to also have a preference in this that you choose when to eat?

Chinese participant 1 - I will understand, like, the ideal situation would be I can choose but I also understand that there are serving like, hundreds of people, so it's hard for them to.

researcher - So because of practical reasons, you choose that but if it's possible, you would like to choose the time?

Chinese participant 1 - yeah, of course.

researcher - Okay. But then but then do you think this bell ringing also would be like a disturbance?

Chinese participant 1 - Yeah, this is like my vision, which is not practical.

researcher - Oh, okay. Like a , screen or something that you said.

Chinese participant 1 - So the this is like, Yeah, that's true. Like a ring. Yeah. Can only notice by them not disturbing other. Okay.

researcher - But also hear you say that when they come to clean it up? That's when you want your cup of cappuccino with desert?

Chinese participant 1 - So normally they serve Everything at once. And then you have a lot of things on that small area, Which is kind of not enjoyable. So I want the coffee with dessert separately. And I underlined cappuccino here because they never serve cappuccino. Yeah, just yeah. Coffee. Yeah.

researcher - Okay, You said stickers are not rich enough. I will keep that in my mind next time. And that's it for you. We will do Chinese participant 2's booklet right now.

Chinese participant 2 - Yes. Okay.

researcher - So first of all, thank you so much for the time. And okay, I have a question. What did you study? You said you're studying but what are you studying right now? I mean, Major. Yeah.

Chinese participant 2 - I am studying geomatics. it's like civil engineering.

researcher - Okay. And you said duration of flight is 13 to 19 hours but what's the longest flight in this duration?

Chinese participant 2 - That depends on if you fly directly Okay, it's 13 hours okay. So if you transfer like only one stop it takes 19 hours. I think the exactly flying takes around 10 hours

researcher - Okay, so you said here ' To be honest, I don't like long journeys.' Yeah, so what is the reason that you don't like long journeys.

Chinese participant 2 - Yeah, because for me it's a bit difficult for sleep in the long journey. And also the space is quite small. Okay. Like especially when you take some shitty airlines, it's very difficult to put your knees yeah in there and they don't have extra space. Yeah, there's sometimes airline is quite noisy because of the children or something. Yeah. And for me, I always like to walk a little bit after staying there for like more than one or two hours Yeah, so for at most two hours I'm okay. And then if I will take a long journey for nine hours then its miserable

researcher - Okay, yeah. Okay. this is where you said "normally there's a small card in front of my seat there is information of food and snacks but that they don't serve the same thing as the card tells and you know my options." Okay, so because you said that they don't serve what the card tells, Yeah, how else would you prefer to be informed about it?

Chinese participant 2 - Normally they have the apps for the flight Yeah, so you could make some information of in the phone app so I can see when I wait at the gate, What kind of food they're going to open. And then if I can choose that that moment, then they serve exactly same what I want, I will be very happy.

researcher - Okay, so even before boarding the flight but in the airport?

Chinese participant 2 - when you have the apps of the air companies, I like the pattern like to choose what kind of food what do you want? Ok. And then they don't need to ask for everyone they just use a machine or something to check on which passenger want exactly what kind of things?

researcher - Yeah, okay. Okay, so I see that your timeline that you design,

Chinese participant 2 - yeah, but I realize is quite difficult to implement. Because I have a lot of liquid things actually in the airlines quite dangerous when you have a lot of liquidity. Yeah, yeah,

researcher - I mean, but that's the thing. So in my project, I'm not worried about what they're serving but how they're serving Yeah, so I was wondering if if for example, maybe not the liquids but other solid food Yeah, you did not mention how you'd like to be served, you know, the system? What kind of system you would like so now if you think of it what kind of system can you think that they should choose to serve? It's like because right now what it is you get into the flight you sit and whenever they have to do it they come serve you you eat you give it back that's it then you wait again until they serve the next meal. But how would you like to change this in your system with all this food?

Chinese participant 2 - May be find a new system, based on how they served but like what I'm thinking like they can put like a lunch box lunch back like beneath your state or in front of it or hiding somewhere. Okay, so every time when you sit the in the seat you can see that your food is already there. Okay, so of course is package Yeah. Like you can eat whatever you want, whenever you want. You don't need to wait for them. Yeah, you can need some extra service you can call them like they give me wrong food or something. But I want it before I am boarding itself.

researcher - Because the main important factor for you is that you eat whenever you want.

Chinese participant 2 - Because after you are done, they also take time to come to pick up garbage and you don't want to keep it there. It's so messy.

researcher - And what about if because there for example, long flights if I'm thinking 13 hours, there are three meals being served. So do you want do you want all your three meals to be there in the seat already waiting for you or

Chinese participant 2 - no, I think maybe one one, okay. The first one and then like the I don't want to be bothered for a long time after that and cause then I start to listen to my music watch movies and after a certain time the staff will go back to get gathering all the garbage.
But I think you know, the environment that will give you support or the atmosphere give me some feedback. So when everyone starts eating and then maybe you will also follow.
Like people around you are eating then you also may feel like you want to eat. I don't know how to call that, its psychological but

researcher - ok, So basically watching others eat makes you also you also want to eat

Chinese participant 2 - Yes. Especially in a very small, closed area. You don't have interaction with outside. Yeah, yeah. Okay.
researcher - That's right. from one perspective, it is true. That is true. Okay. But okay, thank you for this this is done, we can go to the next three questions that I have here. So both of you can talk at once and build on to each other's experiences now. So sometimes you know there's a long wait depending upon where you're seated for other reasons that you have to wait for your food to be served you and there could be situations where you're super hungry and you have to wait so how do you feel about this waiting? How does it make you feel? You see the food in front of you but they are taking forever to come to you know and you're hungry so how do you feel about this waiting?

Chinese participant 1 - I don't think I've met this kind of a situation ever cause I was never super hungry and then what about you?

Chinese participant 2 - I have met this yeah okay. Flight Attendant, he forget to give me a beverage. He Gave me food then he asked everyone who would like to drink but then he missed me and I'm still waiting there and then go there go there go there Oh, I see what happened Did he forget asked me what I want?

Chinese participant 1 - So you are sitting here?
Chinese participant 2 - No I am sitting in the corner and he passed me.

Chinese participant 1 - But why din't you ask them?

Chinese participant 2 - This is their job, they can forget that one person didn't get their drink. But he misunderstood. He thought like he already given me a beverage man actually so I'm waiting waiting waiting and after he finished all the passengers in front of me, he still forgets to give me a beverage and then I click the button twice and then he did come here and i asked, 'could you please give me a water

or something like to drink?' and then he said oh but he didn't still realize that he forgot to give me that beverage. Yeah, I feel very sad and a little bit angry about the service. But then I pretend to be very polite.. Yeah and then I ask again.
And he gave me this feeling that made me anxious. Yeah, yeah, I'm angry. I thought to myself Why he didn't give me a coffee. You just think oh, maybe I'm an unlucky or, but then you shouldn't blame yourself. It's their fault.

researcher - But also depending upon people like you just asked how you didn't ask because I realized that some people actually are open about it, confrontational they will ask like,'why didn't you give me?' but some people don't because I don't know they feel shy or maybe they feel embarrassed or whatever. But it's not their fault. It is of course the flight attendant who's forgotten it? Any other waiting situations that you had?

Chinese participant 2 - Yeah, like waiting for the food. So he is serving two rows before me and I already heard what they are going to serve from their conversation. So I know what two choices they will present to me. But then he also asked me again, what kind of food do you want? so I think that they are redundant questions. The attendant can announce the options once or twice during the introduction or whenever, Like the menu for lunch and dinner. So that speeds up the serving process.

researcher - That's interesting. Okay.

Chinese participant 1 - Maybe they consider that like asking you personally is respectful. To have a small conversation.

Me - Yeah. Yeah, that is also true. Could be but then but then how do you feel about that waiting?

Chinese participant 2 - A little bit positive not Not bad. You know, the food is coming. But what I am very hungry, I would like to have a little bit of comfort. So I think that waiting it is, okay, normally, it takes like and less than ten minutes. Okay. Yeah. When you notice that something is moving because they have different groups. Yeah. So So this there are four different areas not like you serve from the back to the front. Then it's very miserable.

researcher - Yep. Ok. The next question I have for both of you is, if any other factors before or after your journey, influence your experience of flying in terms of food? Because for example, you know, some reasons also of destination so maybe if you're visiting China to visit you're very, very, very old grandmother, maybe she's going to pass away soon. You know, you're going to see her for the last time you're comparatively more upset on the flight, you know, do these sort of reasons or it could be any other reason maybe you had a very bad security before getting into the flight or very bad Some other experience, do any of these your moods to the effect your food experience the way you perceive food on the flight?

Chinese participant 1 - I think so. But not my emotion before getting on board. Sometimes the food is just served when its in turbulence. And I feel very insecure. First of all, it's because like, the drink and food is also like, yeah, wobbling and you have them on the table. And it's like, you don't want you want to wait until the turbulence is over and then eat. And secondly, I feel insecure because everyone is blocking your way. No. And then you feel so crowded. Doing that situation. So that's

researcher - how does this show an effect on your food?

Chinese participant 1 - I feel less hungry during that situation.

researcher - Okay. And does it also affect the service in any way bringing food waiting for it? Or if in case you're the other way around? If you're hungry or anything like that? Does it affect eating food in any way? Other than appetite, but in terms of service? Are you more angry or some other reasons? You know, yeah,

Chinese participant 1 - A bit anxious. anxious about the service.

researcher - And any thing like that for you?

Chinese participant 2 - Yeah, well, when I was like not being happy mood when I board on the flight, I said, I don't want to talk to anyone. Yeah. So okay, they can give me food they can get served me them. Okay. But when they want to take it back, I feel really like I don't want to do that. Why I need to give it back? I am still eating. I still have water in my cup. So I think that you can keep it there. And then if I want to throw it, I will not even though you know like they always want to do that. At the same at one at one time. Yes. After one hour, they go back to gathering all the rubbish, you know, like, not everyone finished it yet.. Not everyone wants to eat at that moment. So maybe eat late or something. So especially when I'm angry or I'm anxious I need to do some things I won't like to eat at that moment. So I will wait. But then when the guy comes asking to throw everything and wants to take off all my things, even though it's not finished. So I think it's bad. But you l want to have the freedom of to eat it whenever you want. Especially in this mood.

researcher - Yeah. Yeah,

Chinese participant 1 - I think of something like for a few times, there are small children and parents sitting beside me, the children will take her own seat. Yeah. And her stuff kept dropping on the floor. Okay, while she was eating, and she was like moving so much. And then I kept helping her pick up things. So I think that was not very peaceful.

researcher - And how did that affect your eating?

Chinese participant 1 - Because when I'm eating, I really want to focus and enjoy the food and I don't want to be disturbed by anyone.

researcher - Yeah, yeah. Yeah. Okay. The last question that I have is, so what do you perceive as control? So if, if, if I said that you have control over your experience of food, or and service, so here, I'm not talking about how the food tastes like or the quality of your food? But on the service? What does this term control mean? How much do you want it? Do you actually expect it? Do you want this responsibility of controlling your experience? Or how do you feel about it?

Chinese participant 2 - For me It's like, you can book, you can know what kind of food you want to eat Or you can choose Yeah, going while you're booking the ticket. Yeah. And then they will serve exactly what you want. Yeah. This is my definition of control. Okay, you choose before boarding and then yeah, give you what they want.

researcher - And also when you want or just when they're serving with everyone?

Chinese participant 2 - Yeah, when they're serving with every everyone. I'm not as strict about when you want it. Okay. But I, really want to get the food I'm ordering.

researcher - Okay. And, and so, in terms of expectations, you expect to have control up to choosing what you want to. Okay.

Chinese participant 1 - I remember, once I took an airline, but I forget which one. But on that with, like, while you're checking online, you can choose if you want to have some special food, for example, if you're vegan. Yeah. Or if you are, like a meat eater. Yeah. If you want high carbohydrate food. Yeah. So you have all those options on

researcher - Not Not a lot of airlines with them.

Chinese participant 2 - Yes only some of them.

Chinese participant 1 - I think that's really good. Even, I'm not a vegan, but maybe I want to eat something fresh on the airline, I will take the vegan choice. And then my second point about control on flight is that sometimes I want control about the service. And then for the for other times, maybe I just want to enjoy being served, you know, that kind of feeling. So for example, if I'm flying to China, I really want a Chinese way of serving food and also the ingredients the flavor of the food to be really Chinese. Yeah, if I'm flying to Iceland, for example, then maybe I want some Scandinavian food. Yeah. And their way of serving some,

researcher - So for example, Chinese way of serving How is that different? How is that like?

Chinese participant 1 - The cutlery? We don't use cutlery, but we use chopsticks. Yeah, so the tableware and eating utensils are different. Okay, and then the way that you have food because here you normally have food that's Everything mixed already in the bowl. Yeah. But in China, we have like rice separately, and different dishes on the side. So you're really eating differently.

Chinese participant 2 - Do they have chopsticks? In Chinese airlines?

Chinese participant 1 - Yeah In Chinese I think so.

Chinese participant 2 - No may be not because I opened it and saw only spoon and fork, no chopsticks.

researcher - Maybe there's a reason why they're not serving chopsticks at all.

Chinese participant 1 - I'm not sure but I mean, for the word control. I yeah. Honestly, I want to control but partly I don't want to control because I want their speciality to come to me like a surprise.

researcher - Yes, yes. So this is in terms of, of the types of serving, but in case of when are you okay with being served? Whenever when? Yeah,
Chinese participant 1 - in terms of time, I want to have control.

researcher - So for you time is more important. Yeah. And for you what you're eating is more important.
I think that's it. That's it for now.

4) Mexican participant 2

Researcher - So the first one of the questions when I said what do you look forward to most on the airplane journey. And you said that having time for myself read watch some movies but in brackets you wrote usually before arriving in the place everything is chaos.

Mexican participant 2 - Yea, What I meant with that is like since you leave home like everything is happening super fast like you're driving towards the airport or maybe here like catching a train you know like you don't have have peace moments. So for me it's like everything's happened too fast, I run to the airport. Then you have to make it to the line for the luggage and then you have this and then you are just waiting because you are like 'Oh my God I have to catch an airplane,' right. Yeah you don't want to miss them. I don't know. You need need to have backup time through their security. Even if you're with your family you're having a nice time after leaving the luggage. I think that you're always with the feeling that you need to go, right. Yeah. So and then you go to the airport then maybe you have a bit more time because you are inside now that you passed security so you are kind of safe with time but not still. Yes. And then it depends on how big is the airport. So you need to walk a lot. Yeah. So what I usually do is I try to first locate at the door and see the gate and see

where I am supposed to be and then if I have time I try to move or do something. So all this process is happening while I'm thinking that I need to arrive to the airplane. So the entire process before getting on board is so stressful. So when I'm sitting on an airplane then I can relax. That's what I meant because there's a lot of things happening. You have the feeling that you can miss a plane and so when you're on the plane you cannot miss it.

Researcher - So you want to relax on the plane as much as possible. Okay. Well that's the next question I have is so you said 'sometimes I don't like what they have for main dish, so that's why I only eat the other parts of the meal.'

Mexican participant 2 - Yeah.

Researcher - But then how do you feel about not eating the main dish because you send it back in ?

Mexican participant 2 - it's weird because usually well the airplane that I took. I can remember it was
one year ago when I travelled with KLM for example and I don't remember exactly with KLM I don't remember if they had a second choice for breakfast. But with Lufthansa it is the one that I took in December, they did have one option for main dish, usually for dinner they have more. Well, two. not a lot. But I don't like egg. And of course it is easy like everyone likes egg. So I don't know I just feel like I'm going to get hungry again soon because the only things that are left are fruit, yoghurt usually, and I don't remember. Then maybe just the bread with some butter or something. But, Yeah I start to have the feeling that I need to have something else because I didn't fulfill my hunger

Researcher - Yes yes. So because you eat less, you again tend to get hungry faster than the next meal is coming.

Mexican participant 2 - Yeah but the thing is that after, like usually we have two meals. So there is not going to be a nice meal after the breakfast. It's only like small things. So I started to have the feeling that when I arrived to the place I need to eat something because I haven't eaten something nice in a long time maybe 4 hours, I don't know what country I don't know. Yeah so that's what I think.

Researcher - I'm really I really like it if you did it this well. Amazing. So here I started noticing that you said that you don't like to have a full table.

Mexican participant 2 - Yeah I hate it. Yes.

Researcher - How do you think this can be avoided. Because here I see that the first time you didn't mention a problem but second time you specifically mentioned that

Mexican participant 2 - because here (before the second meal) there's two bad things happening. So if I don't get my meal then the negative feelings increase.

Researcher - Okay. So the negative feelings continuing.

Mexican participant 2 - Yeah. And also what I don't like is like well when I'm traveling there in winters, you have a lot of things on yourself. So it makes things worse. So maybe that's why you have that feeling because I have my jacket and then I have my sweater and then I have the pillow, and the blanket as well. Then they give me like a square thing that only fits there on the small space so, you know. And then you have people on both your sides. And if you are lucky you only have one person on your side. But it is like 'Oh my God!' And then I have to eat. So maybe when you do just that that's in the end. Yeah. And this time in life maybe here. It is nice because everything is going like I told you that in this part in the 'boarded the flight', I feel peace where everything is nice. Like I have a snack then I usually have a nice meal and then the cleaning lady comes but here my mood is positive. So even if I have some trash. I'm still waiting for For a lady to come

Researcher - So comparatively your mood is better here. But it's getting worse as you are travelling?
Mexican participant 2 - Yes, of course for the long travel. I will say that in the beginning of the travel maybe I will have my things a bit more organized. But after you sleep you tend to have maybe I have my jacket on the overhead cabin but to have a better pillow or something like that, I grab my jacket so I put more things in my small space. So when I fall asleep then I go see sometimes it is cold, so you need more things to cover. It is the accumulation of everything, of time of people, of things surrounding me, I don't have my meal. So that's why this I hate this.

Researcher - Okay. Okay. How do you think this cluttered table can be avoided? Can you think of any solution that the airline can provide you with or anything that you think that this can be avoided with. Liek, the winter clothes, you can't help it you need to have them. You need a blanket and a pillow. So the only thing you can change there is havingthe cluttered table. So how do you think you can avoid it or avoid that situation for yourself.

Mexican participant 2 - I don't know, having something where you can place the trash. I mean I would not mind a lot if I can have a place maybe at the side of the seat. I don't know may be something like you could put the trash of the three of the people there. Or because for example if I have only the trays that may be you could put it aside easily right. So but all the things that are on that tray, you really need to get rid of those because you cannot put them in another place. So by the time they are finishing with the other seats you already finish eating in they again go would they go with a drink. Why they cannot pick it up first, I don't understand. Because I tried to give my trash to them when they come to to offer me more. And they say ' no no no, wait a bit, wait a bit'. I'm like ' oh my god.' I thought maybe there can be one person that takes more rounds to clean it or something like that.

Researcher - Do you think there is a possibility in this that they can first just bring you the meal then later bring you the dessert then later bring you maybe the cleaning so they give you your meal clean it up then after some time give you maybe half an hour break and then bring your dessert clean it up, do you think that such thing will work?

Mexican participant 2 - I don't know because usually the problem is that I have a lot of things on the table. No. Then it will be more time with things on my knees on the table. So that will increase the time so for me it's going to be like I just want to finish eating and then start watching a movie. But my legs cannot be in a nice position because I have the table here. I will have it for a long time.

Researcher - Yeah. Okay. So you said, 'Honestly I think the only time I think about it is when I'm thinking about when they will give us the food. I understand what you mean by saying that when that when moment comes for you, So you think about when they will serve when you actually need to think about it. Yeah. So how do you feel at that time?
Because now when you've started thinking about ' when will they serve me food?', You don't know when they're coming. So how do you feel about that moment about not knowing when they serve?

Mexican participant 2 - I start to think about it when their plane is in a stable position. So when they say that you can remove the seat belts. Yes. Then I think like ' Hmmm maybe I could have something' but I think it also depends on when. Like if I'm in the middle of the journey for me just like in the beginning of the journey or really like at the end of the journey I feel I don't know I don't think that it's a big deal. Maybe it is. It can be a big deal when I'm waiting for the dinner because I'm hungry. Yes but usually the breakfast they wake us up. So I'm not thinking before that, right, I am just asleep. But I will say that is not an intense emotion. It's just uncertainty. But it is not in high level.

Researcher - So, It's okay that you wait and not know a little during dinner. Would you
like to change it if given the chance? Not knowing when dinner will be served.

Mexican participant 2 - No. I put it on my timeline. It will be nice to have it. Yeah. Yeah. From the beginning. Yeah I think that's nice.

Researcher - Actually that brings us to our next question. You said 'have some snacks from the beginning.' So I think you want your snacks already in your seat when you come?

Mexican participant 2 - Yeah because I know that's for the higher classes they start from the beginning itself.

Researcher - Yeah yeah that's right. For business and first class they do serve food even before they start flying. Okay. But other than that I have three questions. So. I don't know if you
ever faced this but depending upon where you are seated. So sometimes if I'm seated in the last seat and they started serving, I have to wait. So what do you feel about this wait? Because especially for me I get much more hungrier because I can see food is coming but is not coming to me. You know it's so slow.

Mexican participant 2 - Oh you wait long time. And then when they are out of one thing you need to wait longer. And the chances are higher that they're out of things when they're coming to the end. And then you don't have that nice meal that you wanted and its not available anymore.

Researcher - so, how do you feel about that?

Mexican participant 2 - It is shitty of course.

Researcher - You think something can be done about it?

Mexican participant 2 - I will say that for the dinner, you start from one side then for the breakfast from the otherside. To compensate. Yeah.

Researcher - That is true that meal serving takes time. I also feel like they can be faster because they're slowly asking things and people are taking time to decide what they want and then they slowly serve. So maybe the process also could be faster.

Mexican participant 2 - Yeah. Meal serving takes time because they always say the same thing to all the passengers right. So they already know like they can display on the TV like these the options, choose already before we come to you.

Researcher - Yeah. And uh I was wondering if there are any other factors before your journey
or the reason for your journey or in the airport that are affecting your experience and mood in the flight.

Mexican participant 2 - Yeah like security. Yeah yeah. I had this really bad experience last September but I went to Mexico because I had a fight with lufthansa them and then I had to cross like a long way from Amsterdam to thank for it. I guess I don't know. And then from there there was a flight to Mexico City. So there was a huge line of people waiting in the not 'European passport line'. It was awful because I almost lost my flight because of those things. I have to run from one side of the airport to the other and then I had to start asking people to let me cut the line cause I had to finish security, Uh yeah that was awful. Then one of the security guards stopped me but I didn't care. So I crawled like this. And uh yeah. That put me in a really bad mood. Then when I reached the airplane, I told the crew that it is not possible that you do this, like how do you do this just one hour and a half transit between two international flights. It is crazy. Of course they have nothing to do with this. But I was so angry. According to me I was like 'Oh my God like this is so hard.'

Researcher - True true, now how do these sort of experiences affect your mood? Does it affect you in terms of food, food experiences?

Mexican participant 2 - I will say if I have something nice when I arrive to my seat that I will compensate a bit. But I will say that if I emotionally get super low, if there is something nice, my mood will get a little better, but not completely.

Researcher - Okay. Um did your reason for Destination ever affect you. If you were going for something bad or something very good or?

Mexican participant 2 - May be yes, I haven't had to fly because of bad reasons so far so that's nice.
But when I went in September it was the wedding of one of my best friends. So that was nice. I was excited to go there.

Researcher - So are you much more happy when it comes to also experiencing the food service and everything on flight then?

Mexican participant 2 - Yeah I will say that I'm more kind. More kind to the flight attendants if I'm not pissed because they made me run a lot. Yeah. And you know also I think that sometimes is like annoying is when you have to wait a long time in the airplane before it starts. That's also shitty but it is a bit more understandable than the stamps on the airport. Yeah sometimes I know that they try to wait for other flights and usually when like when you're flight is in December like you know that there is a chaos with all the planes and the weather is horrible for their plane. So there's a lot of delays. Yeah so everything is messy. Yeah. After running the you are in the airplane but then you need to wait for a long time to because there's big big big airplanes. I saw that the
one that was to go to China two floors. You might need to wait for a lot of People.

Researcher - Yeah that's right. So my last question is 'What do you perceive as the word control?' And what does having control over your own experience mean to you. So if I said that you have control of your food and service experience on the flight what does it mean to you. So to what extent do you want this control. And how would you describe it?

Mexican participant 2 - Having control ? Choose, Of course what can you eat. I think that that's super nice and maybe I don't know that I just thought about it. Well when do you want to have the meal and what meal do you want, I guess it's nice to have those options. Besides that, size, not that much. I would say that it's not that relevant for me but may be for the person that has a lot of appetite it will be nice if they can choose. Also there are some things that I don't like, for example I don't like yoghurt, So from the beginning I can tell them that I don't want it Yeah. Yeah. So that they can give it to someone else.

Researcher - So, moreover you like a very personalized experience? So you'd like personalized experience for your meal. Like you choose what you want to eat and if you can when you want to eat and also what in the meal that you want to eat.

Mexican participant 2 - Yeah. Yeah. But I will say that if you classify them in order of importance for me, it will be first choose what you want to eat. In the What And then what things you can avoid. So it is super co-related. Then when you want to eat. Because 'when' can be a plus. But not super necessary for me

Researcher - Okay. Okay. That's it. Anything else that you'd like to add about the entire food and service experience on the flights?

Mexican participant 2- Sometimes they have for the snacks, they only have the sweet things. It's not nice or it could be nice that the option is salty or sweet. Yeah, so that I can choose. In Mexico they have both but I am 90 percent sure that they have sweet here. But personally I like more salty things.

Researcher - yeah, same here. Okay that's all that's on.

5) Columbian participant 1

Researcher - So thank you so much for filling it up for me. So, okay, first I will go through this booklet wherever doubts I have, I'll ask you about them. And then I have three questions for you to answer. So you said that sometimes you eat, sometimes you don't. And you said you don't like them that much, the meals. You said "in some cases have been rejecting meals, parts of it because I don't like them that much." What is the reason that you don't like them?

Columbian participant 1 - Some cases in which I rejected because of the it was like this desert. It was super sweet. And it was like a pudding or something. I don't know. it was super sweet. So I didn't like it. And I was a pretty excited, but then later and I tried and I was like, Oh, no. So it's just parts of meal that I reject, not completely.

Researcher - And then. Okay, so here, you said, in your timeline, you read a book, you listen to music, then you drink some water. Is this bottle on your own, or you ask for the water from the flight.

Columbian participant 1 - And sometimes these are my own, sometimes I asked them.

Researcher - And when you ask them, is the service prompt?

Columbian participant 1 - Sometimes they are like, they have to figure it out the whole service of the plane first, and then later on, they pay attention. So it's more like you have to wait more time. Yeah.
Researcher - So here, you said before the second meal, you're hungry. And of course, nobody likes that. But how exactly do you feel about that waiting then to wait for the second meal? And you also don't know when they will be serving it? How you feel about this whole situation?

Columbian participant 1 - Yeah, sometimes you don't know. Yeah, sometimes it takes you by surprise, because you are super distracted or concentrated on something else. And then it's nice when it arrives. And you're fine. But sometimes it's the other way around. So you're like just waiting. And then that. Yeah, I think that that makes your waiting more, I don't know, uncomfortable. And your journey as well. Because you are just waiting for the food. So yeah, I do feel a bit anxious and because you want to keep doing something. And you know that when the food comes, you have to pause whatever you are doing. So that means that you don't have control over your tasks. So for me, it's annoying sometimes. And also if you are super hungry. Yeah. It's because you you should eat something and then you're just waiting and waiting.

Researcher - yeah, it does make you anxious. Yes. So it makes you a little uncomfortable in the journey as well?

Columbian participant 1 - Yeah, Yeah.

Me - The first time there's not lot of wait because they serve as soon as we take off or something, right?

Columbian participant 1 - Yeah, Yeah.

Researcher - so here in this question you did answer, but I felt like you didn't answer the question I asked. I don't know if you understood. But I meant that. You know, if you're sometimes in the last seats, by the time the trolley is coming to you, it takes some time. But also, if you have a choice on your mind, and they don't have that anymore, by the time they come to you.
Has it ever happened to you first of all?

Columbian participant 1 - Probably small parts like snacks or something.

Researcher - But also, even if it's a small part, you've paid for it. So how does that make you feel that they're out of their choice?

Columbian participant 1 - Yeah, of course that is annoying because you don't know. You don't have control of the amount of things that they have. So sometimes it's like "do you want chicken or chicken?" you know. And since your expectations are low cause it's a low budget ticket then you accept everything, you know, so you're kind of easy with that decision because you think like, "okay, since I'm not paying that much, then I have to accept." And sometimes if you're super hungry, then you will take anything they bring, you know, so yeah. I only have two, these choice to eat. And if you are in the in the back of the plane, or you're in a place where which takes more time, then you're going to be more anxious. Yeah, you're going to be desperate, waiting for it.

Researcher - Okay, so you said "you know, until is there or you are traveling in another class. Sometimes you can scroll through the menu and have a look at the options of it." I was wondering how you know, when it served? Did you imply that you know, when it served or?

Columbian participant 1 - no, I remember once that I was travelling from Peru to Columbia, also from the States I think and also my father flies a lot. So he has a lot of miles and thingies. So sometimes when I'm flying with him, they just upgrade my ticket because of him. Okay, so in that case, yeah, I was receiving more information about the food, I was receiving a different meal, of course. So I was receiving immediately when we were sitting at the airplane,we receive a lot of treats and the experience really changes. I was comparing that experience within to the economy.

Researcher - Yes. There's a lot of difference economy

Columbian participant 1 - Yea because normally you cannot select a lot of things. And you don't know, which is the menu or something like that. Unless you check while you are buying your ticket, if you are a vegetarian or something like that, you know that you can state that beforehand.

Researcher - But then again, not all airlines provide that information. And in this business class, when you were getting information about food, in which form did you get it? Were they coming and telling you about it? Or you had a menu printed out? or How did you find out about it?

Columbian participant 1 - I think the Yeah, the flight attendant came and told us like "hey guys, we have this this this and this and you also can check it up in the screen."

Researcher - Ahh Okay, so some information on the screen as well?

Columbian participant 1 - Yeah, you can scroll the screen on check.

Researcher - Could you select what you want on the screen or just information?

Columbian participant 1 - You were able to select as well

Researcher - Which Airlines was this?

Columbian participant 1 - Iberia
Researcher - ok, You said that, after you board the flight, you want to see your menu, and also the set of time frame for it. So how would you like to see it? Would you like to see these digitally? Physically? Would you like to be told about it? Or how do you see this happening in your own design of the service?

Columbian participant 1 - I think that would be nice, since we're just super used to have a mobile device or something as screen, then you can take advantage of that. Because sometimes I can't find what I want to see or watch or whatever, on that screen in the seats so probably prioritizing the content will be nice for you to take more information from that interaction, instead of having a lot of information that is not necessary, or sometimes is annoying, because they are just putting a lot of messages that you need to see.

Researcher - Okay, so like an app or something or a website?

Columbian participant 1 - you see it in the actual screen, the airplane could be an app that you can synchronize with your mobile.

Researcher - Okay. Okay. And you said that, in the end, before the third snack, you said "drinks available along the journey." So would you like to be able to also select your drink at what time or just keep serving drinks all the time?

Columbian participant 1 - I would say probably since the beginning, you can have like a general overview of your meals and your drinks. And then you can reselect something for your whole journey. But if something's Yeah, if you want to add something, then you also can have the chance to have items. And you can just click on somewhere.

Researcher - Okay, so I understood the stickers, but I didn't understand the question, "If I can have two steps, what you think and after that desired outcome," I didn't understand what you meant by that.

Columbian participant 1 - Yes, it's about page 16.

Researcher - So as a question is more, what do you think is your ideal situation?

Columbian participant 1 - For me, the synchronization with the mobile would be nice in order to make valuable information and easy for me to scroll down and on depending on someone because sometimes the flight attendants are really busy. And they are not going to have the time to just go throughout the whole airplane telling you what they have. Yeah. So probably you are more independent on that side, you can rely on the app, and then the app is just getting the information from you and also from there. Okay, so vice versa is gonna be faster.

Researcher - Okay. Okay. And the last one is this, you said that these could also be associated with bad experience, right? Yeah. these you mean? Yeah. Okay. So I have three questions for you now. So the first question is that there is a long wait for food, depending upon where you're seated in the flight. And sometimes it's not also about the seat, but you just have to wait for the food for some other reasons, I mean, you could see them serving but by the time it gets to you, it gets late. Because, you know, if the process is also slow, they first asked you what you want, they asked every seat and things like that. So what do you think about this sort of waiting? Is there any way you feel like, this can be avoided or something like that?

Columbian participant 1 Um, I feel like they're working in two times. So the drinks is the first one and then the meals is the second. But yea probably if you are aware that it (trolley) is coming, like you have an input on the screen or something that is telling you "Okay, it's coming," then I think that is going to serve as a placebo or something like that. Atleast, You will be kind of calm. Yeah. Instead of anxiety of seeing them there at the end of the aisle and wondering like, "Oh, my God, they are coming or not." So for me, probably that kind of input will be great. "Okay, I know that they are coming at least." Yeah. And I cannot change the speed. Because they are working different time. So yeah, probably for them, it is the most efficient way. That really depends on the way they're doing their shift. But yeah, I think that is already pre-decided. So yeah, okay. So depending on the on your preferences on when you're seated. Yeah. Because for me, sometimes the other preference is like I really want to have access to, to, to the exit. Yeah, pretty easy, because I am likely to go to the toilet like plenty of times. And I don't want to disturb others. Yeah. Nor others disturb me. Yeah, it's like always a trade off. Yeah, shall I sit here or in the corridor? So I'm always kind of sitting here in the corridor. Because I prefer to have this exit free

Researcher - I also have that I like to prefer the aisle seat. For me, I don't want to disturb others. But I don't mind Others disturbing me. I just don't want to ask others to get up. Because I don't know how many times I would have to go.

Columbian participant 1 - yeah, for me it is kind of the same and I know that I will go so I prefer to sit here and be safe and for food it's the same cause you can see them if they are coming. And then you're kind of calm like, Okay.

Researcher - Yeah. Okay. So second question is, I was wondering if you have any sort of factors, or anything that can influence your journey in a way that something that has happened before you got into the flight, or the reason for your destination. So if you're going for something bad, because of something bad you're going can these sort of experiences have an effect on your food experience of journey, in terms of service in terms of intake of food? In terms of everything? Have you feel about it?

Columbian participant 1 - Yeah, I think so because if you're super grumpy, then you are going to be super picky about the food. So it's like, "okay, I don't want to eat this cause I have this trouble in my mind"' you know, and you're not paying attention to the actual thing because your priority is somewhere else. So you're thinking of the food, not for enjoying it but just having it because you need it. But not because you want it. And sometimes I feel that is the thing in the airplane like You're receiving food because this is the only thing you will have, so your expectation is not super high. And then you know that you need it, and you will eat it and then you continue doing whatever you want to do. Okay, but it's not something that you have like really high expectations. "Oh, I know that he's going to be delicious, I know that is super tasty, or something that you will like because of your country," or whatever, you know. It's not going to be made by your mom or whoever.

Researcher - Yeah. Yeah. Okay. Yeah. And any experiences that you usually face in the airport , do these have an effect on your, for example, if you had a very bad check in line or a security line, and it was a bad experience? Do you sort of happen to carry these experiences

into the flight with you? Does it affect at you?

Columbian participant 1 - I think once I was in the States, and it was really shitty, because I was going through customs. I was bringing a lot of Colombian coffee, flour and a lot of things. And they were super picky. Like, "you have to take out this this this." It was crazy. So it was super sad, because the two things that I wanted to bring in here. So then after that, I was like, yeah, along the journey, I was kind of more anxious to get here instead of just having the journey. Yeah. Because sometimes I feel like it's not like you're enjoying the actual flight. You just need to do it, you know, anyways, yeah. Then Yeah, with the space and everything you are thinking, Oh, my God, now these and then I will be seated in the small seat and it's going to be super shitty and also depending upon my neighbour. And so I think that it really affects your mood. And it has an impact on your experience.
Researcher - So in this time, how do you feel about the service of food? Do you like to be asked do you like to be talked to? anything? In general, when it comes to the experience of food on service? How does it affect? How do you think it could possibly affect?

Columbian participant 1 - Yea, I do think if you have someone that is kind and telling you something, then the attitude really changes, and you can really tell the difference between someone that just has to do it, and someone who wants to do it? Yeah. So sometimes those guys are able to change your experience. And sometimes they are super rude and that can change your experience.

Researcher - Ok. I will go to the last question. The last question is, what does the term control mean to you? Especially when I say that, "okay, I will give you control over your experience of food and service." What does it mean to you to how much extent and you even expected this control and you even think it's necessary? What do you think about it?

Columbian participant 1 - Probably you are super tired, you want to sleep a lot. Then you can control when your food will be served. Either they just passed you because you are asleep and you miss the meal, Or they just leave it there. So it really depends on the person that is doing the service. Yeah. But yeah, I think so. That, that really can change, like your experience you if you're able to, I know in the screen or in the interface to see like the timeframe in which you prefer to receive your meal, then that is going to have a positive impact in the general experience.

Researcher - So you being able to choose the time frame will give you, will help you feel like you're in control of your experience?

Columbian participant 1 - Yeah, like it gives you kind of peace of mind. You're more relieved above the annoying thing of not knowing when the food is coming or if you're going to be super tired and you know that you really have to sleep but probably you will miss the food.

Researcher - Yeah, yeah. Okay. That's it. Thank you so much.

6) Italian participant 1

Researcher - Okay, thank you so much for your time. So how we're going to do it is I have a few questions on this and then I have three separate questions.

Italian Participant 1 - Yes

Researcher - So this word was one thing i didn't understand.

Italian Participant 1 - You know when you have it on the screen like the big screen, when you have the screen that gives the that has the little plane and tells you where you're at and like all the things the speed and this kind of stuff? I like it because it gives me an overview of my journey.

Researcher - Yeah, Do you like you like that because you want to know, it gives you an overview of where you are?

Italian Participant 1 - And then want to know how much time it's missing, where are we and I like maps in general so I like to see where I am at the moment.

Researcher - Okay, Okay, Okay, so first question. You said that when I said explain your food experience on airplanes in general, you said something like, once in Air France, the best experience, you could go up to the galley and choose whatever you want. Yeah. So they had like, they had food.

Italian Participant 1 - I mean, it wasn't like the, the main food. It wasn't like the lunches or anything but basically, it was like, you know, the little stations where you like next to the toilet and other stuff. And basically, we could like, stood up like go there and there were like, the possibly to make yourself a tea, or taking like, coke or like, whatever you want, like soft drinks, tea, coffee, and then it was like boxes of like things like biscuits or like other stuff and then there was this guy who came over like on horses and he was like, I was with a friend of mine and he was like, oh, what are you doing? and he was like, do you guys want an ice cream? And we're like, yeah, and he gave us ice cream. He was like,he was super nice because he was like, I could just go and make myself a tea. So I like the fact that I can do stuff and it's not like I am just sitting and depending upon someone to ask them for tea.

Researcher - They had like a machine that served it? the tea?

Italian Participant 1 - No, it was like, the water like boiled and then one of the coffee before the tea was like next you had like the choice of all the teas and stuff.

Researcher - Okay, so the next question, you said that you, you usually drink your water here, here I'm assuming you have your own water but you also said that throughout, you'd like to drink water.

Italian Participant 1 - Yeah, I drink like so much water.

Researcher - Which is very good. But so, at one point, your water gets over, so you have to ask for it. So how are these experiences usually ? How are these interactions with the flight attendants usually for you to get water?

Italian Participant 1 - I tend to try to always have one bottle, or whatever. Like for example, maybe I asked for a glass or they bring you those things that you open that are really uncomfortable. Whatever. And, and maybe a drink that when they give this so that I know that I have my water still like I need to have my water. So yeah and I like the fact that it's in a bottle like because then the glass it's annoying because sometimes that one drink the whole full glass. So it's kind of like if they give me the glass then I need to keep the thing open or it needs to be there and then it's uncomfortable. So this is the way I try to have it.

Researcher - So that means on an average maybe on one six hour flight, how many times do you have to ask for them, for them apart from you having your own water? Well depends because usually they come for sure they give you like water least like four times because it's with the snacks plus with the lunches or breakfast or whatever so that's already something and then maybe ask one or twice. And how do you call for them at that moment?

Italian Participant 1 - Either I see them passing or I go like I never use the button to call because I found it kind of awkward like i don't know. Makes me feel like I'm calling with the bell.

Researcher - You don't like it because it feels like?

Italian Participant 1 - I don't know I feel like I'm like you know when you call for help like in the houses or like yeah, I don't like that.

Researcher - Okay. Okay. Then. In one of your flights so you said you look for snacks maybe
I don't understand this word or at the station you said What is this one?

Italian Participant 1 - I will look for a snack maybe, mine

Researcher - Okay. Or at the station.

Italian Participant 1 - Yeah.

Researcher - And you said you've had this finding snacks in the galley with Air France. This was one experience.

Italian Participant 1 - Well that was the best experience like with my best friend. We always called that flight like the crazy flights because it was amazing. It was like I don't know we felt so chilled but usually they do have some stuff. Often, like maybe it's less crazy as that one but like they do often have like one box with something. But usually I bring snacks. It's I know like I know that I need to have a couple of plus I told it like I have allergies. So I kind of like oh, I'm used to that if i travel i bring my stuff.

Researcher - What allergies do you have?

Italian Participant 1 - Yeah, like everything but it's fine. It's so fine.

Researcher - Yeah. You're intolerant to milk or something?

Italian Participant 1 - So so many things. Yes.

Researcher - That must be difficult.

Italian Participant 1 - Yeah. Not to gluten though, which is good.

Researcher - Okay. Okay. Okay. Then.. Okay, So you asked for tea or some water or some snack so I realize that you use the services very well because a lot of people don't know that actually even snacks are there in the Galley. They only know a few lines have it but actually, like you said you have most of the airlines do have some of the other kept in, so a lot of people don't do it. So how is this process usually for you? Using services that they provide, but a lot of them?

Italian Participant 1 - What do you mean though?

Researcher - Like how do you? You said you don't call with a button?

Italian Participant 1 - Yeah.

Researcher - But you see someone passing by

Italian Participant 1 - Yeah, I tried to see someone passing by or I stood up and I go, but in general, like if it's a long flight, I try sometime

to stood up and like, walk like for example, I choose to go to the most faraway toilet or like stuff like that, just to walk a little bit because otherwise I mean, I don't like sitting down for so many hours. So yeah, usually, it's also like a way to do something because, like the feeling that I hate the most is that feeling but you know that you get it also in your body that you're like stuffing this place, and they keep on giving you food, and you're there like I don't even want to eat but then I eat because I have nothing to do. So that's why I really like the fact the way you can go and look, because maybe at the end, you didn't even take anything. You just take a glass of water, but it's the process of like, Okay, I see if I want something not that it's like you're being fed like a chicken. That's the feeling that I don't like. But, I mean I bet that's normal

Researcher - From one of the sentences you just said I picked up. You do eat because sometimes you have nothing to do.

Italian Participant 1 - Yeah.

Researcher - How would you like to change that if given a chance? I mean, you eat only when you want to, so how would you change it?

Italian Participant 1 - I mean, one meal is normal in general. Like if I'm alone in the house for the whole day for sure I eat more than one if I have stuff to do. But for sure the thing because it's some bivalent in the sense there is the fact that I like maybe that they serve you like the first meal that it's been two hours that you're up and you're not even hungry yet. But they serve it to you so you eat it. So will be nice to choose when you want to eat but the other thing that I said to you is that I like the kind of surprise things are sometimes, it's nice that you're there like, Fuck, I'm not doing anything and then they arrived with the food, you know? So you're like, oh! they're serving the food.

Researcher - So you like the surprise element as well.

Italian Participant 1 - Yeah.

Researcher - Okay. First question is, you said for me The worst is, of course, ingredients having many allergies, I have to know exactly what's in it before selecting. So how do you find this out? Information about what's in the food when you have to eat something on the plate?

Italian Participant 1 - Yeah, it's not really good, like in the sense that they usually tell you like the big stuff like they tell you like chicken, vegetables or something. But for me, it's, for example, if there is parsley, I cannot have parsley, but like parsley, such a specific thing that they don't tell you, you know. So it's like all of these things. And often if you ask, they don't know because the food is prepared before like it's not like they prepare it. So I understand it's fine. So I'm really used to a like I you often like try to be like as maybe the main stuff I ask if there are pepper like paprika peppers because that like cannot even touch my food So I'm asking like in which one there is and in the one that there isn't and I take it and then probably there's going to be something that I cannot eat, but I can kind of avoid. But I'm kind of I'm used to it. So that doesn't happen just on a plane, you know?

Researcher - No, I mean, you're use it, but if you would like to change it for your convenience, because for me, it's just a matter of like having everything written down like not just chicken and rice, but the fact that you're doing the sorcery. But then on the contrary, you also like the surprise element.

Italian Participant 1 - No the surprise element in the sense of, it's still like

Researcher - not knowing when the food is coming to you.

Italian Participant 1 - Yeah, not knowing when the food is coming to you or even like oh, let's see what they have. But for example, when you fly business, they give you like this menu at the beginning you know and that for me is very helpful because I know, I know what what's in the food

Researcher - then after that you said usually they give menu at the beginning with timings or when we eat so that's fine which this is an economy that you've experienced? or in business?

Italian Participant 1 - I don't remember. In business for sure but I think that sometimes it happened to me to have like a small card or whatever but they gave you like this little pamphlets of like I think also economy

Researcher - also the timings because I know sometimes they give you the menu

Italian Participant 1 - no maybe without the timings maybe in that case was just food but I remembered that he will like I am pretty sure not completely but that it wasn't just in business that they had like that

Researcher - there are some airlines in economy have it but I haven't come across time so far and also from the trend research that I did. They don't have the timings yet for economy, only one or two airlines in this entire world have it.

Italian Participant 1 - Okay, so maybe The timing was definitely.

Researcher - so it's the menu.

Italian Participant 1 - Yeah.

Researcher - And you also like to see that

Italian Participant 1 - Yeah.

Researcher - Okay. I think yeah because it helps you

Italian Participant 1 - Yeah. And it makes you feel a bit more like you're decided like even if you're not decided it's what I told you like kind of been, I'm a control freak. But i can't even be in control of what's happening and not just being like they're like with like prison style food handed to you but kind of like oh I know what's happening yeah and I like that.

Researcher - okay
Italian Participant 1 - because in that case you know that maybe you can skip something like yeah, and then it's not like I need to eat because I don't know when the food is gonna come after you know and then you eat maybe you're not hungry.

Researcher - That's what happens right? You eat because you don't know when your next meal is coming.

Italian Participant 1 - and that's super annoying. Yeah.

Researcher - Okay. Okay, so you said if when I asked if you like to add something else, you said
It would be nice to feel more freedom, unlike the prisoners that get their food, so here, what do you mean by freedom?

Italian Participant 1 - What I said like the best experience or the fact that I can, I can do stuff, like not just like opening the little thing, but I can do things. So for example, I don't know, maybe they give you the food and I know it's unpractical, but I'm not thinking about practicalities but like for example, you eat the main meal, but then for the dessert, you can go to the station. I mean, I call it station, you know, like the point and choose something or something like a bit more like a marketing management stuff. Because I think that's the feeling that people have in a plane that it's kind of like yeah, like, you're like you're a prisoner. Yeah, or I mean, you're just there.

Researcher - I feel like a robot on the plane.

Italian Participant 1 - Yeah, some sort of a robot You know, like, it's kind of like, like, I feel like this fat guy sitting on the front of the TV and like. Yeah. And then the other thing is like, I know, it's very difficult, but I think that it's missing a lot is fresh food. But of course, like, yeah, that's normal, but like a salad, you know, I will be like, thank you but a real salad, not like those weird stuff.

Researcher - Okay, I'm done with the booklet I have three questions. The first one is, I don't know if this has ever happened to you. But sometimes you're seated in the last seats or somewhere a bit far and by the time the food gets to you, it takes some time, when they're serving through the trolley because they're a little slow. So how do you feel about this particular waiting? I mean, you know, the food's coming to you. But it's still not there. And you're just waiting. So how do you feel about that waiting?

Italian Participant 1 - Um, I don't like to sit in the back in general. So I was trying to sit in a bit more in front. I don't know. Why think it's normal but I always like always go for like 10 or 16 max but

Researcher - Have you ever had to wait otherwise, I mean, you're hungry, something but the meals not coming

Italian Participant 1 - But the thing is, I'm usually never hungry. That's the issue like, because we're so stuck. I don't need that much like in six hours and I don't eat that much. It's not real, you know, so I'm never hungry. Like I never experienced like I'm hungry. Maximum is like, all the food is coming and then you're watching something thinking like, oh, the food is coming, but I don't feel like frustrated because it's, I'm not hungry.

Researcher - Okay. Okay, so the next question is, are there any factors either before your journey that means in the airport, for example, or anything, or like the reason for your journey to the destination? Have these sort of experiences affected your experience on the flight?

Italian Participant 1 - Yeah, for sure.

Researcher - Like in terms of food and service, specifically?
Italian Participant 1 - Well reason to fly is yes and if you're going on holiday you're way more excited so of course everything is cool and if you fly like for work or you're a bit more like I was working sometimes from New York when I was like I was working in London but flying to New York and then you're a bit more like okay, it's a long flight you know, so it's not really exciting so that changes in that sense the way but it's normal the way you perceive stuff also a lot if I'm traveling with someone so if I travel with my sister their food experiences like kind of Fun. You're like oh, what are you getting like let's try these Did you try like no it's disgusting and so that becomes a game as well. You know way and regarding before the fly Yes, in the sense that I mean a lot depends on the the cleanness of the plane, also. Like, if I perceived the plane as like, non new, not polished, not like that, then I also perceived the food that way. Well of course, if the plane is like clean and white and everything like that, then I, I assume the food is nicer, maybe not as a taste, but like I trust them more or whatever. And that also, I think counts for the airport to be like, it's not even so true because like when you do like maybe sometimes you do a stopover in like, some random country somewhere and then you take another one and maybe sometimes it happens at the airport. There's weird then and then if the flight is okay, the flight is okay. so it's not changing the whole thing but for me, it's a matter of

like what's in the airport is because as I told you, like I take stuff with me. So if for example, I'm late or I cannot find things in the airport, I stress out because I like to have my water. I like to have my snacks. I like to have my things so that affects in the sense that if I jump into the plane and I don't have my stuff, I don't feel comfortable. So,

Researcher - okay, okay, got it. Okay, so the last question is, you said you were a control freak. And my question is, how would you proceed? The term as control. As in if I said that I give you control over your food experience to you. How much do you expect to have it? Would you want it or not? What do you think about it? But not on the taste or quality but service of food?

Italian Participant 1 - Okay, but in the sense that you want me to talk about like, this potential experience? or the contents of this potential experience?

Researcher - both but potential experiences, how would you want it if I said, I hand over the control of your food and beverage experience to you

Italian Participant 1 - Okay for example, you give me this menu of thing and maybe I start putting
Possible hours in which I want the food to be served by me to me, but with the possibility to change so like not great maybe not everything or whatever but still having the chance of like I go to station and I can talk to the people I can be more humanized as a thing. So more personalized then and then also yeah I mean I understand because they serve food based on the place you're getting to usually something like that so and that's good because it trains you for arriving to the place so they give you breakfast and maybe for you was like dinner time but it's good because you're arriving in a place that its purpose so I understand and that I wouldn't change but I would change yeah this thing of like being able to choose a bit more the timing and the stuff you know, and especially like, for example having the feeling of like I can go there like i know it's stupid because it's not like you're gonna die of hunger on a plane, but knowing that if I want to go there, I can get stuff to eat, and maybe a barrier to stuff and not just like, yeah, chocolate but also like crackers and stuff, I don't know. And that that gives you the, as I said, like the possibility of saying like, I don't want this snack. And, and for me that's very important because I really really, really like we always say when my friends that when we leave a plane we're like, I've never eaten so much in my life. Like I always say that an airplane or an airport is like this no time zone in which the moment I get into airport, I eat and it's like, No, I don't need to eat you know, but he's like I do it because it's like, first you're waiting so you have nothing to do. Second it's like exactly what we said like you don't know when you're going to eat so I think those two things are the most the thing that I would like to get in control so

Researcher - so it is still time because it's

Italian Participant 1 - a lot is time I have to say a bit isn't so content because sometimes I feel really guilty because I waste so much food because I open the things and then I don't. Or maybe they bring you the thing and you need to just the warm dish and the salad and the thing, I don't even touch it. And then I know they throw it away. And it's like, come on, like, you know, I feel that's not right. Like maybe I'll change that, like, if you have the control over a bit of like the time being but also saying like, you know, look like, like they tell you like we serve this chicken and there are these three salads, whatever. And if none of these three salad I want, I just say no, you know, and, and maybe I can get like two piece of bread instead or something like you know, that kind of like, you can mix and match so that you don't waste food because that also kind of annoys me a lot.

Researcher - Yeah. So it's time and bit of the content of the food.

Italian Participant 1 - Yeah. The content in the sense of not quality content in the sense of like,

Researcher - Yeah, not having to waste.
Italian Participant 1 - Yeah,

Researcher - yep. Okay. Yeah. That's it. Yeah, that's it. Thank you so much.

7) Indian participant 1

Researcher: Because I have to do it, thank you so much for participating.

Researcher: Okay, what we're going to do is I'm going to first go through the workbook where I've mark where I have some doubts. And then apart from the that, I have three questions for you. So, the first question is, you said that you don't, of course, eat often, but you end up consuming fruits and things like that. So, do you carry your own fruits? Or do you ask for them?

Indian participant 1: I never carry my own fruits, nor do I actually actively asked them that, can I have fruit? But you know, whenever they serve food, there's always a bowl of fruit or a bowl of salad. So, if it's the breakfast thing, there's always a bowl of fruits. So, then I generally eat that, and not all the other things that are on there.

Researcher: How do you feel that again? I mean, of course, consciously. You don't want all of it to go waste.

Researcher: But how do you feel about that?

Indian participant 1: I don't feel good that the food is going to go to waste but at the same time, I also don't feel good about having to force myself to eat what I don't want. So yeah, I feel like because the thing is that they give me the entire tray would say four things on

it and I'm consuming 2. So then the other two they're naturally going to throw it because that plate has now 4 things out of which two are consumed and you know, stuff is flying around the plate on the tray along with the other two things that are not consumed for all you know, that whole thing will go into waste, as opposed to if on the tray were just two things and I was eating both those things when nothing would go to waste and it's better

Researcher: how do you think you can change the whole situation, if you will, or also like you're consuming two things out of four. And of course, that you can't force yourself to eat what you don't want to eat.

Indian participant 1: Yeah, I mean, the most basic or the kind of the easiest thing to do would be just to say that Okay, you asked for a vegetarian meal and these are the things that are on it.
Which of these do you want?

Researcher: Yeah, so you're like to be able to choose the content of your meal?

Indian participant 1: Yeah, it would be nice it would just be easier because sometimes also the tray especially when it's like, actually I think all the meals with specially when it's dinner meal, it's quite a lot of things you know, then it's not so easy to move things around. Especially if you also ask for something to drink along with that then it's just like where do I keep everything and then you always have that and then you always afraid that stuff is going to fall and yeah.

Researcher: Okay. you said, you call for them at one point

Indian participant 1: call for what

Researcher: you asked for juice

Indian participant 1: juice, juice and stuff to drink, because you know, all the time going around with drinks and stuff, so I have to juice or water, stuff like that every time they offer not every time, when I'm awake.

Researcher: Have you had situations where you had to ask them for these beverages when they were serving?

Indian participant 1: Water, Yes.

Researcher: And how did you call to them? Were they prompt?

Indian participant 1: yah know, I wanted to have water and I had no water, they were not moving around and then you know, you have the, the bell, like the light, you can turn it on and then they come and then I ask them, can I have water?

Researcher: Has it been a prompt service for you?

Indian participant 1: I'm I don't remember. But I think most of the times Yes, sure. There's one or two times that they take very long to come more than the forgotten to bring it to you. But I don't think that has happened too often.

Researcher: Out of previous interviews from different participants have realized that some of them do not like to actually call for the flight attendants like that because they just feel weird about the light thing.

Indian participant 1: Yeah, yeah

Researcher: So, how do you feel about this process of having to call them, they come to you, you ask for water and they go back and then they bring, how you feel about this particular thing,

Indian participant 1: not very nice, honestly, because it does feel weird that I'm calling somebody. But it's because I wanted something that was as basic as water, you know? And there was literally no other way for me to get it. I would not feel good if like during the flight, I'm calling like, Oh, can I get popcorn? Now? Can I get coke? Now can I get this? You know? Of course not. And ideally, that's why I do try to ask for it when they move around. Yeah, but the thing with water and I experienced this one thing is you know, you have to if you can, because I generally always carry water but you have to empty it. You cannot take it past.

Researcher: Yeah.

Indian participant 1: Yeah and the other thing is that every time when they are moving with the cart, yeah with the trolley and they have like also the juices or the alcoholic things whatever and then they offer you water. They always give it in a glass. Yeah. So, then it's an open glass.
So, I have to drink it then and leave it if they were giving me a bottle or I don't know, you know, with the dinner and stuff, they give you water that has the seal on the top right, like that carton type of thing. So that is okay, because I don't always drink it then and then I always leave it, you know, and then I drink it after that.

Researcher: But that's also 30 ml, it's not like you can have it for the rest of your

Indian participant 1: No, no, no, of course. But then every time you ask for it, they always give it an open just in a cup. So, then you have to drink it because where I'm gonna keep it, you know? So yeah.

Researcher: How would you How would you like to change this situation of having to call them, can you think of another way?

Indian participant 1: of having to call them?

Researcher: Can you think of another way how to get water to yourself when the services are not active?

Indian participant 1: Yeah, I mean, right now what happens is I press the button, alarm, the light, whatever. Then they come, then I tell them what I want. Then they go back Then they come again to give it to me and then they go back again. So almost five to six things are happening in this moment. Instead of that if you just do it online and they see it on their screen or something then is just like, they come give it and yeah,

Indian participant 1: go back. It could be a bit more streamlined so yeah.

Researcher: Okay, so you said you don't like to eat a meal specially soon after boarding it feels messy and the entire flight smells. What is messy for you? the table?

Indian participant 1: Yeah, just the feeling of it. Firstly, I've just gotten onto the flight, it's gonna be like eight or nine long hours, you know, I don't want to feel stuffed. Like literally feel stuffed by eating so much and I just like, feel like you know, people are still settling in. So, stuff is kind of, like lying around, not lying around. But you know, you're settling in. So, finding that comfortable position to sit in or figuring out or if you gonna watch a movie or do you wanna Read, or am I just is going to sleep, you know, that kind of stuff. So, I just feel like immediately then I don't eat that's like that eating at 1am 1:30am daal sabzi that they serve, I don't want to have that, you know? I mean, of course it This depends a lot on the flight as well. Like, in the sense it depends a lot on if it's a day flight or a night fly. Stuff like that. At least for me, it depends on that.

Researcher: What if you were hungry after you've got on into the flight?

Indian participant 1: If I was hungry, I would eat Of course, but like, like generally my habit

Researcher: Yeah, what you have done so far,

Indian participant 1: yeah, what I have done so far, I always end up eating before the flight. So, either in the airport, or you know, if I'm flying from home, then I've most likely eaten dinner. But I also always eat something very light at home. So, my mom also knows that if I'm flying that night, it's always like soup sandwich or you know, something a bit light not like a full-on meal, because I just feel more comfortable to feel a bit light when I'm on the fly.

Researcher: Okay, that's it. I had no more questions but, so what you said about just one thought maybe it will help to ask which I'm doing this for but there's a thing. So, I didn't want it to be one particular, I wanted your general experiences. So that's what, maybe I forgot to tell you that when I was giving the booklet. I told everybody okay.

Indian participant 1: no, because for me, it's very contextual. For example, if you're, if I'm going from here to home a. the flight is in the day, that makes it different, because I always find that day flights, even if it's the same duration, they feel longer. So, I perceive them to be longer. So, then I do end up eating more on those flights as compared to what I eat on other flights. If it's a night flight, it feels quite short, like not short, but comparatively, it feels short. And because it's a night flight, I'm just thinking, I'm just going to sleep, you know, I yeah, I don't feel the need to eat. And I also feel more uncomfortable having to eat in the middle of the night. Like even though you wake up at 5am. And they're serving breakfast. And I'm like, No, like, I don't want this you know, not because I'm not hungry, just because in my mind somewhere, I'm like, No, but day flight, it just feels so long. So sometimes I'm also I'll give me something you know, like bread with butter, or even it's not like I never eat, I do eat. But it's not that often. And I don't eat everything that is on there. So yeah, and if I'm if I'm going home, then you're also more like, you know, feeling a bit more at ease somehow, because you're going home or feel we want a holiday. While you're returning back. It's always a bit more like things are going on your mind and every time. For example, the last two years last one year and a half that I've gone home and come back here I've always come back in the sense that I have to arrive here and then directly be at uni, or something, you know, so then I'm always like that also on my mind. I know when you're going home, the mindset, at least for me, it's quite different. So yeah,

Researcher: so, you basically answered one of the questions I was going to ask him, but I'll still ask you again when it comes to the question. But now we're done talking about your booklet, because the rest was clear to me.

Indian participant 1: Okay.

Researcher: I have three questions now. So, the first question is that, of course, you consume very less food, they already give you, but you know, there are instances where you're sitting quite behind in the row of seats. And you know, you see the trolley coming, you know, foods getting prepared. Yeah. But then sometimes that thing starts that the food to the come to me now. And you start waiting. How do you feel about this wait? Like having to wait for the food coming? It's like, you know, it's coming, but you still have to wait? How do you feel about it?

Indian participant 1: Honestly, doesn't bother me. Unless I have been ever like famished, or like I'm like really starving unless I just like want to eat, then it would be annoying. Because I'm like. I'm so damn hungry. Like I want the food now. And flight food is not the best. So, it's not like I'm like really looking forward to it. But yeah, otherwise, it doesn't bother me because they are, they are preparing it and they will get there, they're like 10 minutes, 20 minutes, whatever. So yeah.

Researcher: So the second question was what you already sort of answered, but my question was that new experiences or situations before getting on board, like it could be in the airport, or the reason for destination, like we spoke do these affect your mood, and experiences, the way you interact with food and beverage services?

Indian participant 1: For sure

Researcher: So, it could be with it could be interactions with the flight attendants. Yeah. And the trolleys, but how does, how does it affect you?

Indian participant 1: for sure it does, because like, it depends on my mood, if I'm already in a mood that I'm quite anxious. And it depends on the kind of anxious feeling I have; I sometimes really don't feel hungry. In those moments, you know, and then I don't want to eat. Or sometimes if I'm just so tired, or you know, something like that. I just sleep like I have had many flights that I have slept even before they took off. You know, just because even for I was waiting for the holiday. I am too I was just so tired. And yeah, I just slept. So, it definitely affects my interaction with the food interaction with the flight attendants as well. Yeah. Do you want something more specific?

Researcher: In what terms does it affect?

Indian participant 1: Well, it affects it affects in what and how much I want to consume? Yeah, mainly just water, how much I want to consume?
Researcher: Does your timing of food then affect for example; you are super anxious about something? Of course, you're going to get hungry later. So, you would want to eat later, but maybe they're serving at that time?

Indian participant 1: Yeah, well, sometimes I have also kept like, in the sense like specially not, like sometimes also give a smack in the middle. No, that's generally like a sandwich or a roll or something. Sometimes I keep that because, like eight and a half then and then I've kept it and then maybe like after some time, I'm hungry. And then I eat it. Because that is ok. Because it's one roll or it's one sandwich and it comes in one thing. You know, it's also okay to just keep it there. So that is fine. Yeah.

Researcher: But then the third question is, what is the word control, mean to you? And if I said that, I will give you the control of your own experience of food and beverage services. To what extent would you expect this control would you want it, not and in what terms, and what of this experience Would you like to control for yourself? This is sort of like designing your own service but it's more like more a direct question which aspects would you prefer?

Indian participant 1: I'm just thinking now. The first thing you said is what does control mean to you? Right? In terms of controlling my food and beverage choices? And experience specifically? Yeah,
I mean, food is such an important part that you I want to have the ability to control what I want to eat, and also when I want to eat on a flight, because especially on long distance flights, because it's not just the duration of the flight, there's also that time before the flight that you were waiting at the airport, and then if there's a changing flight, or till you get from the time you leave your home in one destination to the time you arrive home in your next destination, it's always quite long, you know. So, it's important that you eat, because otherwise your head to start holding a piece for me, my head starts hurting. And like I said, if I'm going coming here, and I have to be in university, I also need to like not feel dead when I arrived, right? So, it's important for me to have that control. But I'm wondering if the term I would use for it is control or something else. And I'm just thinking about that now because the word control kind of gives me the feeling that I have a very clear idea, or a very clear or very fixed opinion that I want to eat that I want to eat this kind of food and I want to eat it now. And then I want to eat it now and then I want to eat, you know, while I'm on the flight or even if it's on the airport, whatever. But then it's not often like that, at least for me. I'm not so fixed or so hell bent that. Okay, I want to eat only this. Now. I don't need that then. So, I don't mind it being a bit more open in that sense. So, I would not I'm not sure if I will use control. But I can't also think of another word right now. That's suits this description? So yeah, that would be that. And the second thing you said is what would be the desired experience?

Researcher: But before that, you said you would like to know what and when you were eating? In terms of importance, would you say both are important to you? or which one is important to you? What and when, also, of course, from our first this part of the discussion for you, the content of your meal is also important when you're not consuming everything. So, imagine that there are three that is what are the options, content, and when so in terms of importance how would you put these.

Indian participant 1: I mean, if I already knew that, I would plan because then I would not have had that that burger at the airport. For example, if I knew that, okay, they are going to serve me pizza, on the flight, oh, my God, why they don't they serve pizza on flights. So, if they were going to serve me a slice of pizza, on the flight, I would have not had that at the airport. And I would have kind of planned it in that sense. But also, this is not something that I want to know, five days in advance before my flight, maybe just that evening, or just when I'm checking in online or something like that, if they tell me that, okay, this is kind of the food that is going to be available. And yeah, you can pick and you can just decide what you want from it. So that would be nice. That would also be something to look forward to on the flight.

Researcher: So, from what I understand, for you, even more than you deciding, you're giving more importance to information to having known what will be served.

Indian participant 1: Yeah, yeah and then I can decide from that, of what I want to eat. But yeah, it would be good to know what is available, or what are my options. Like if I go to a festival and there are five food trucks, I like to see what are the five food trucks? What's available, and I'll choose from that whatever feels the best to me in that moment.

So, I would I would kind of like that because like flights are quite often boring, you know? And I look really look forward to like watching a nice movie and then sleeping. You know, that's the I think that's me with everybody. But then food is an important part of my life. I like food, so it would be nice to know. Like, the whole food experience that I have said and written that it's messy, you know, it's also messy that those flight attendants are there with that big trolley in that little narrow aisle, doing stuff and like all the passengers saying something but know, like, there's a lot of things going on there. So in that moment, if she tells me "here's the veg meal and there are these 4 things on it, do you want it all or what?". I would most likely just be like, "yeah, give me all of it." Because in that moment, how am I going to decide especially if I'm sitting inside, I would not want that because that would just be like added pressure and you also have this weird pressure that other people are waiting for their meal. That's the bigger thing, you know, so I don't want that pressure. So I would just be like, "Yeah, no, it's fine." I'll take the whole thing and then eventually I'll eat or not is a different thing. And that being said, I also don't want like I said, like 10 days in advance or even 10 hours in advance being given a checklist saying "choose now or you will starve," I don't want that either.

Researcher: Okay. Yeah, I've heard this before. We're done.

8) Indian participant 2

Researcher - thank you so much for participating during the time, then I will first go through some questions that I have from your book. And I'll ask you three questions. Okay, so you said that the food is the most important part, and you always are looking forward to the food. So why are you looking forward to food in flight?

Indian participant 2 - Yeah, because there's nothing much to do in the flight. And generally I mean, it also depends on the timing of the flight. But generally, I can't fall asleep. Like, I can't be in my deep sleep. So either I'm like watching something or something like that. But I'm always excited that "Oh, what's going to be there?" And with every airline, the experience is different. So I am curious about what it would be. If I'm flying from India to somewhere else? Would it be something from that place on the airline with which I'm flying? Will it differ? So that's also one of the reasons why I'm looking forward to food.

Researcher - Okay, so yeah, I mean, just an added thing to that question. So do you also eat to fill hours or out of boredom?

Indian participant 2 - Yeah, actually. I mean, you don't have much to do, you're watching something. And then if you have something interesting to have, it's nice. It's just, it's like people may be are sleeping around, you are doing something and you can't even look out of your window. There's nothing to do. So what do you do? You eat some good food and watch something nice. So yeah, you can say it's out of boredom that you know, having a nice meal would just make your experience even better.

Researcher - Okay, so you said, "looking at the air hostess, if they're getting the trolley or moving around, wondering when it would come to me." So at this point, like looking at the trolley, but not coming to you? Does that make you anxious?

Indian participant 2 - Yeah, actually, this is that moment that when it's like, I also don't want to be looking at them that "oh, they are coming." But then it's also like, I'm trying to pretend and I think "It's just one more passenger to go. Oh, now she's gonna ask me what I want to have." So it's like this curiosity, which builds in, oh, what does she have but there are new things on the trolley which I can already see. And then I'm already deciding what I want to have. Because I feel at that moment when she is asking me what do you want to have? Some time It's difficult to make decision like, do I want to have this or that? And there's not much time, not even a minute. It's like "faster the better" for them.

Researcher - How do you feel about that? Having to decide on spot?

Indian participant 2 - Yeah, that is like a pressure. You know, that moment, I just need to say something. And also, I know that if I say like, I want to have this, and then I think " Will I get to try the other thing later on or not?" you know, that's another question which goes behind my mind. So then I think, okay, maybe let's just have this for now. And then we will see what happens. Maybe I can have something else later on. Yeah.
Researcher - So you do feel anxious as well as a little excited to see what

Indian participant 2 - Yeah, but then I when I can see from far that she has these things on her trolley. I already try to make up my mind so then by the time she comes to my row, I'm ready to say What I chose.

Researcher - Do you ask throughout the journey, you ask for water or snacks.

Indian participant 2 - I ask for water. Yeah, I do ask for water whenever I want to have it.

Researcher - how do you ask? I would press that button and then ask her. But sometimes it's annoying that they don't come to you. You've been ringing that bell. And then they just don't respond to this. Yeah. And I don't understand why, like, I want to have water. So to an extent, sometimes I feel it's annoying to always ring the bell for water. Sometimes I feel like I'm just calling too many times, but I want water. What can I do? I don't think the airline should expect me to bring my water along with me. Because if I'm in the flight, they should provide me with whatever I want. That's a general situation that everybody would have.

Researcher - Yeah. Yeah.

Indian Participant 2 - And then sometimes they deny. Because they'll be like, "oh, now we can't give because we are going to land or something or gonna take off," which is also little annoying, when they're busy with the process of doing take off before the take of they generally don't respond to requests.

Researcher - Yeah. And you said that with the second meal you are not that excited. Any reason why you're not that excited for second meal?

Indian participant 2 - Because, I think the first meal is the most exciting thing, because, you get a hold of the experience. And after that, you know, it's gonna be something similar or whatever it is basically it sets a benchmark, and then you know, it's going to be the same. Yeah. But I think one thing, which I want to say is that, there are times like, when we are traveling, and then it's late at night and everybody is sleeping around you and they're coming with food. It does not make sense. When everyone everybody is sleeping, and you just come with food, you don't even serve anyone because you have to serve only those people that are awake. Yeah, those who are awake, and you will give food to them. So it means that when you're coming, I have to be awake, even if I want to sleep, I don't want to miss the food, I'm just sleeping, I don't even know that you gave the food and you went, I mean, I paid for it, I would really want it. Maybe I don't eat it at that time. But maybe at some other point of time, I might want to have something. And that time, you might just say that, oh, it's over, or we don't serve now, or something like that, or whatever it is, I might not even get to know that you served something. So I had that experience when I was flying. And then my friends were sleeping. I was awake so I got the food. But my friends were wondering and couldn't get a meal.
Researcher - Okay. We're done with this. Now I have three more questions after this. The first question is, is related to the previous one that you said that you see the trolley coming, but it's takes forever sometimes. So you have to wait? How do you feel about that waiting apart from you're anxious and excited that the food's coming to you? But you're still waiting? So how do you feel about that? Waiting?

Indian participant 2 - Yeah, it depends on the situation if I'm very hungry, and sometimes it happens that I don't buy stuff in the airport because I know it's expensive, or I'm like, okay, anyways, I'll go to the flight and I can have it so you know, let me just wait and I'm very hungry. Maybe or something happened that I was in a rush through the whole thing. I could not even think of food and and then you just get into the airplane and you're like, yeah, I'm gonna get food. And it just intensifies like, "Oh, my God, this is taking forever. When are they going to start serving?" You know, that's the expression on that the feeling which I get. I'm like, "what, What is this? Just come faster" And then sometimes you see, she turned her trolley and going some other way. Yeah. And then it's like, "Oh, God!"

Researcher - Okay. My second question is you have any factors, for example, in the airport, before boarding the flight, your security or immigration was quite stressful? Do you bring this sort of a mood? So you're in different mood, right? You're in a stressed out mood, do you bring that sort of a mood with you into the flight? And do you let it affect your food and beverage experience?

Indian participant 2 - Okay, so there are two things, okay. Now, I also have lounge access. So I generally go to the lounge, even if I had a like a very stressful thing. If I have time then I generally go to the lounge. So I'm relaxed. Also, I think my food experience would differ if I had something in the lounge, and then I have something in the flight, then that that also differs. I'm talking about the quality of the Yeah, it does not matter so much in your case, but then still there would be that, I would expect that, you know, I that will have set some expectation that Okay, now, you know, maybe I should, whatever I want, I should get it.

Researcher - But if you but if you go if you're in a stressful mood, and then you go to lounge, does it first relax you before you go into go into the flight or something like that?

Indian participant 2 - Because I have lounge access and going there before boarding relaxes me. But if I was in a lot of rush, and I just go into the aircraft, then it would have an effect when I'm in the flight.

Researcher - What kind of effect?

Indian participant 2 - Like, either I'm super pissed off, or I'm worried about something. And it's a constant worry. And, and I also when I'm in the flight, I really can't do anything about it. And I'm overthinking stuff. Or it depends on what has happened, or whatever it is. But also it's that, I can't do anything, you know, because I'm just like stuck in this space. Yeah. And the only thing which I can do is what something or Yeah, read or have my food. So yeah, it would have an effect on that experience.

Researcher - Have you ever traveled because of an extreme reason? For example? For example, you're going because someone is super sick?

Indian participant 2 - no

Researcher - Can you imagine that if you were traveling for any extreme reasons, how would your mood be affected or something like that?
Indian participant 2 - It would be affected if I had this kind of worry, then maybe I don't like anything. You know. I mean, yeah, I might not want to eat anything. But yeah, if I'm worried then I'm just eating just for the sake of filling my stomach or something like that. Yeah. Then I don't think so much about the experience. And it's like "just give me whatever you have," because I'm so much into the other thing that I don't think of what's happening. It's like an "I don't care" mood.

Researcher - Okay. My last question is, what does the term control mean to you? And if I said that, I would give you control over your

own food and beverage experience on the flight? What does that mean to you? First of all, first, yeah, just tell me that. And then I will ask you further.

Indian participant 2 - If you're saying you give me control of my food, I would say that I am paying for my food. So I should have some kind of freedom to choose what I want to have. And also, it's like, I mean, the airline does give some kind of a thing like vegetarian, non vegetarian, but I don't know what I will actually get. And if I had some kind of a problem, like, you know, if I have, like, a fever or anything, I'm not feeling well, yeah. And but when I booked the flight, that time, I was fine. But when I'm actually taking the flight, the situation can be different. And if it's an international flight, I'd obviously would book it like a month or two months ahead. And you never know what's going to happen. So maybe in that situation, I'm not well, or something like that, then if I'm sick, then maybe there are something that I need to take medicine or something like this, and I would want my food at a particular time. Or, you know, I had opted for meat but now I want vegetarian or something like that. Maybe I should get that kind of a freedom to also make those kind of changes in case it's necessary. And I think it's a lot of hassle to go through the whole website trying to find a Help Center and call them and tell them I'm on this flight. And I want to do this. This is like a lot of hassle. And then they make you wait for so long. And I mean, it's not that I'm going to cancel the flight. The situation is not that extreme. So I will not want to take so much hassle to do something like this. But the case can be very extreme, because I go there and then they say that, "Oh, we don't have this. We only have this because you pre-booked this meal." Yeah. And I don't have any food. Then that's really sad.

Researcher - Would you also control when you want to eat?
Indian participant 2 - When I want to? Yeah, to an extent maybe because like, if I think of it, if I boarded the flight, and I'm very hungry, and I really want something, then maybe they should serve me first. Because some people are relaxed. So they already ate and came and then they want to have it later on. Or like how I said at night maybe I say that I'm going to sleep so I want my meal to be there. I mean, I don't want them to just go away thinking I'm sleeping. They can give me the meal. Or I can say that. No, I don't want the meal. You know, I'm sleeping now. Yeah, maybe like how you see I don't know how it's gonna happen. But it's like in a hotel room. You know, you say that? "do my laundry." Yeah. Basically I should be given the freedom to eat when I want to. Some people may say " Why did you wake me up, it's just food". I am not like that and I would always be ready to have food.

Researcher - Now you said that if if I gave control to you, most of the cases you would want to choose what you eat. But you would also like to choose when you want to eat? What about the lack of information? like of course you wrote on that as well. How important is also knowing when, you can't choose? But do you think it's important for you to at least know when they're serving and what they're serving?

Indian participant 2 - I mean, what there are serving can be a surprise, but if I'm saying in my terms, but what if it's like I said meat and then they serve me something which I'm allergic to. Yeah, like they only have that option in meat. Okay, then I think that's something to worry about. And they never have any options that some other thing or maybe some special requests or you can you know, say that I don't want whatever chili pepper or whatever, that little bit of customization kind of a thing. They never have something like that. Yeah. And they also never explained what they are going to have in the meal. So maybe if they give this little freedom, which would be nice, I think and ?

Researcher - would you like to know when they're going to serve?

Indian participant 2 - Yeah, I think I mean, I should also know how many meals they are going to serve because the last flight I had from Abu Dhabi to Amsterdam, I actually thought they're gonna serve two meals or something.

Researcher - They should they usually serve two meals in six to seven hours of journey, of course depending on the time of the journey too.

Indian participant 2 - So basically, I think they only served one meal or something like that. And I was always wondering that when is this other meal gonna come and then we were landing and I saw the time and I was like "oh, now they can't serve cause it's just another 40 minutes to land" So I am always looking and wondering cause I don't know. I also feel weird to ask them "Are you going to serve a meal, or not?"

Researcher - Why do you feel weird in asking something like that?

Indian participant 2 - they may feel like I am always hungry, thats why. I don't know, may be I can but I just avoid asking. I feel like its just put in our head that "this is what you get, it's not a buffet and you can't ask for more"

Researcher - And do you ever expect snacks

Indian participant 2 - (laughing) yeah, I mean with food, I will never say no.

Researcher - Okay, so in the order of preference for example, I'll show you something. So,
if this is information and this is able to choose, so this is information about when this is information about what. This is able to choose when, able to choose what what is the most important thing for you, if I gave you control?

Indian participant 2 - Okay, I think lack of information is my first priority that "When are they going to serve" okay? And also how many meals that they are going to serve.

Researcher - Okay, that's it we're done.

9) Mexican participant 3

researcher - Okay, so first of all, thank you so much for participating. Thank you very much. So I quickly get to the questions. So how we're going to do is I'm going to first I have some questions from this book that you filled up.I'm gonna ask those and then Apart from that, I have three questions. So the first question you said, I feel confused about most of the flights. Because I don't know when exactly they're gonna serve the meals. I was wondering what kind of confusion this is and if you can elaborate on this.

Mexican participant 3 - Yeah this is more about like, I don't know why they haven't. I don't know. It's like established, or state this policy of telling you if you have a meal, like directly, because it seems it seems that when you're buying your ticket, it appears that you have the right to have, but he's a really small, like a really small line. And you are not, like aware of the fact that you are going to get like a meal because it's like, Oh I'm going to fly from Mexico to Netherlands is the 10 hours the first time I've flied to the Netherlands. Yeah, I got this like confusion, to be honest, because I was already into flight. And I told myself, are we going to go receive food? I mean, I kind of assumed the fact that we were going to receive a meal, but I couldn't tell. And then the second time, it took longer because of a problem. I don't know why. But then yeah, it gets more it's more like confusion, frustration, or, like a feeling of uncertainty. You don't know if it's going to be served or when exactly and I like to have that feeling of certainty of knowing, okay, I know that in three hours, food is coming. Okay, I know. So I can be prepared. So I can, I don't know, I can eat something before. Or even if I couldn't eat anything, because I arrived. Really like rushing. I got that once. So on a ride brushing, and I was like, Oh, I am hungry. And I had to wait for all the food. And I got I barely got a little bit drunk because of the drinks some bread drinks part. So for me, it's more about that confusion of the feeling of uncertainty that brings.

researcher - A lot of participants have been using the word anxious for this and this, would you also define your feelings or your state or your mood at that time to be anxious?

Mexican participant 3 - At that time? No, because I'm sure that they are going to give me something. I got that. More More. Yeah, I had in the process. Like I say, put it like here anxious because it's like, Okay, he's not coming when I am expecting him to come. So now I'm feeling anxious, but it's not. Not at the beginning. The meaning is more about uncomfortable, because I want to know, like, what should I do? Shall i sleep? Should i like? Yeah, so I don't know where? When it's exactly this thing.

researcher - So here you said "I start to get anxious because food hasn't arrived yet." so anxious due to hunger? Or what? for any other reason?

Mexican participant 3 - Yes. Because I think I even put like a start feeling hungry.
researcher - I begin to feel sleepy. But I'm worried about getting asleep and miss the first meal.

Mexican participant 3 - Yes, yeah. So at the beginning, yes, as this our transatlantic flights, they start at night, and the American continent and then flying through to the Atlantic to Europe, they ended up in the day. So well you technically like are flying while you were sleeping. So I started to get anxious because it is this mixed feeling of if I fall asleep, I'm going to miss dinner, and think that you're entitled to have dinner and if you can ask for dinner, but you don't know that. So you are not aware of that. And you feel like. And also you don't want to be like the annoying passenger, Hey! Sorry i just, what I want my meal or something like that.

Me - So this makes me ask you one question. So do you feel any sort of discomfort or any hesitation in asking the flight attendant if you need to ask about it?

Mexican participant 3 - Yes, I feel discomfort in asking the flight attendant, mostly because I feel like I'm part of a non special group as like, economy class. So I feel that I can ask for water and beverages. But I don't know if I can ask for food. I mean, I yeah, even even I paid it for that. But at the beginning, that was my feeling but afterwards. I was like, yeah, perhaps I should do that. And even in business class, they ask you to do that. So it's like, I still need to ask for my food. I had the opportunity to travel in business class and one of the meals, I haven't received a meal, and I was expecting them to just serve them like that. And They have, like, first class service, but no, you need to ask for it. So I was like, Oh, this business class is the same but more expensive.

Me - Which Airlines is this?

Mexican participant 3 - Iberia. I mean, they told passengers but I was sleeping. So that was like, I fall asleep and then they told the passengers you need to ask for that. So I didn't know so when I woke up I was hungry. I had to wait like hungry for one hour until I realized that you needed to go there and to ask for the meal.

Me - Okay, so you said that you have experienced this once as a non vegetarian, you

Mexican participant 3 - Ya I'm pretty open to any any food but I okay, well, what's your question?
researcher - No, no, you can continue whatever you wanted to say. And then i will ask.
Mexican participant 3 - I'm experienced with that because I was flying again. Mexico Netherlands. But KLM has this special group flights. Whatever it is like a Mexican airline. There's Air France, Air France and KLM. So I got to fly to to Paris. No, I had to. I went to Madrid. Yeah, I had a flight in an Air France. Then way back was in KLM, but it wasn't Air France and I was in the last part like a really last part of economy class. And they when they arrived, they tell people we are we don't have I mean, meatless, we still have the meatless menu, pasta, but we are not we do not have, we are just out of fish or chicken. So we don't have meat. And I said like I mean, I don't care i'm hungry. Just give me the pasta and it's fine. But I heard people around mostly French really complaining a lot about it because how is it possible that, they like fish, they like chicken, they don't like pasta.

Researcher - Yeah. How do you think they must feel? Of course you didn't experience but
Mexican participant 3 - Yeah, No but I saw them really frustrated. But for me it was like come on. I mean, if I was a vegetarian, then there will be like, really, I mean, vegetarian with and there is no non vegetarian. I mean, there's no vegetarian option, they will feel bad, but there's like you can eat anything, right? But it was more about they don't they didn't want to eat the pasta that they wanted the meat because they paid for that, the thing and But how can i tell? Yeah, they might feel really frustrated because they expecting something because they were French because there for them, airlines are perhaps they were really experienced. So they know that they that airlines can have more meals there somewhere. Because it was I think that's was the flight where I had a little while there got a little some issues with food. So it took a little bit longer for them to serve the food, I think like an oven wasn't working or something that they can they couldn't fix immediately. We had to wait by half an hour or more something like that.

researcher - Okay, I did not have any more questions from the book. Okay, so I will get to the three questions that I have apart from the book. So the question first question is, you said just a while ago that in that flight you were in like the last set of seats and in that case when the trolley start serving from here, there's usually a long wait by the time they get to you.

Mexican participant 3 - Yep.

researcher - How does that wait make you feel or if not even that wait, but in general the wait of
having to wait.

Mexican participant 3 - I Really feel anxious to wait for food while it is being served cause I feel like maybe they will forget me or my choice of food will run out. Real to be honest that's the worst part, I, in that Air France flight I had I think it was lucky because they, do you see that there was like curtains in the some of the galleys Yes. Yeah. So they to avoid that I think they smartly they just closed the curtains. So you know, I was in the front seat of that so I couldn't see when they were coming. But on the rest of them like KLM. I'm really anxious like okay, my foot my foot my foot my foot mostly because also under flights I haven't I tried to go to the next two lane. But to pick a seat there with some flights I had to go next to a window in the middle. I will be definitely like, like open to somebody who wants to exchange the flight from the window because my legs are too long. So I need to, some extra room on the one mixer lanes important. But yeah, I feel kind of like it because I know that. I think that what I felt most of this to address is kind of like ask the person in the line first before he asks the rest of it is going from the window to the latest in line to the window. So that's why it makes me feel, but yeah, Anxious most of the time like okay, my food my food.

researcher - So you said that when you can see them walking around the galley, it makes you more anxious than when they shut the curtains off.

Mexican participant 3 - Yeah, yeah because when they shut the curtains off. I was like, yeah, food is coming somehow. And then he'd open the curtains and bring the food. And yeah, they serve the first line and i think i was in second line in that section. So they serve the first row. Cool. And then yeah, they served us and that's it. And then in my row, we're like the people that start complaining about the, you know, chicken thing. So but that made me feel a bit more like yeah, like calm, not that anxious about like, food is coming food is coming, as is a normal thing. But that doesn't happen with beverages, for example, or coffee or tea that only happens with food. That's weird.

researcher - But why do you think that when you can see what's happening you're more anxious than when it's shut?

Mexican participant 3 - Why do I think that happens? I don't know because it's like you create generally the expectation is that something is coming and you're afraid that they are, they will run out of food or something even though you know that's not the case but something I remember now it happens that they run out of food from the trolley itself. So they need to go for another trolley or go to another section of the airplane to get your food, that happened in the Air France aeroplane in the row next to mine and I think it happened me once in KLM that the all the stewardesses were like,Oh we are out of food, wait a second, they moved out shortly La la la they went there to get more food and then come back La la la and I remember once Yes, in that KLM flight, I got my meal at the end because we were at the final, their economy is they're like three blocks. We were in the second block. And we were like the last rows. And we were the last part of the airplane to get to get through it because of that, kind of it's not a mistake. But yeah, because it ran out in the middle of

researcher - It takes forever.

Mexican participant 3 - It takes forever indeed because they need to wait for all these because the line is so narrow. So you need to wait for all these section to have the food in order to go back to go to the galleys in the end and then they grab food and they take it and so in the end we're last and then I'm pretty sure that they almost forgot that we were still missing the last two or three rows in that section. So somebody had to tell them Aye our food. Oh yeah, just run back to there. So we're missing food. I mean, it's not only one or two people is like yeah, the whole
row.

researcher - Okay. Yeah. The second question I have is are there any factors that happened in the airport before you board the flight or the reason for your destination? You know, sometimes you have bad reasons to travel, sometimes you have good reasons to travel. Do you think any of these have ever experienced your food and beverage service experience on the flight either you had a very bad time at the airport before you flight boarded the flight or you're going to land at a destination where for a reason that you weren't hoping for?

Mexican participant 3 - That has to do with like the expectations of the meal that you have?

researcher - In terms of service does it affect you having to, like somebody said that they had they were anxious for some other reasons that they just didn't want to talk to the flight attendants that

Mexican participant 3 - Oh yeah, okay. Yeah, after my first flight I that learned that babies suck during flight so what I tend to do was will not get drunk or at least get tipsy in a way that the movie is easy to sleep. Yes, so I noticed that in flights from Mexico to Netherlands was really a peaceful flight but the other way around was not because there was full of Mexican tourists or American tourists and they have a lot of children and children are noisy and annoying most of the time so yes, I think, that, that,that it affect me somehow going I knew that, that direction from past flights we're going to have certain types of passengers and that will have to me to, to act in a certain way, like oh please don't don't tell me, Don't Don't talk to me and the other way around was like the same you expect from some kind of passengers, on the service, I think that also depends on the airline, I mean Air France I think their service sucked. KLM is always professional and Iberia they try but it's not that good. But they were they were sometimes they're rude in KLM They're not that good. They're nice, but this is more expensive. So that's why but I think it affects somehow knowing where you're going or where you're heading or where you come from in the flight because at least one flights doesn't matter at all It doesn't make a difference but once you get experience, yes it usually does also because you find other passengers that are in a grief in time I don't know somebody just had like or father passed away and some some things like that like and then yeah, it gets it I think it definitely gets like the whole experience on the other end other Yeah, I mean in the part of the sad things and you had to go back. One of my flight from the Netherlands from my the company that used to work for, I enjoyed that time so much that I didn't want to go back so in the beginning when I'm flying back to Mexico, I was sad and I didn't want to talk to like anyone it's like yeah, well I need to go back to Mexico and I really enjoyed here and that convinced me to to come here to study but but yeah, it affects somehow your mood.

researcher - Ok. Ok. So the last question I have is what do you perceive this term, control as like the word control what does it mean to you? And the second thing is if I said that I will give you control over your food and beverage experience on the flight, What does it mean to you? How much of it do you expect, do you expect it at all Yes, where does it stop? So your control over your experience? Where does it stop?

Mexican participant 3 - I know what you want to say here. Um well control for me is to manage things, to process things but to move things around, to be in charge, to be important

researcher - But, but in terms of your food and beverage experience on flying

Mexican participant 3 - In terms of , Yeah, I mean, that's what my definition of control but in terms of the food and beverage experience, I think being informed that I am able to do stuff that okay, you can order even even if it's limited certain amount of water a short time I will say okay, now I as I'm informed I know what I can do what I like and I cannot do so I am I have control over the situation. And the other thing would be Yeah, it's mostly information mostly about like, avoiding that anxiety that you get when you're being served by the stewardesses or like Oh, the trolleys assigned they're like, if spoiled still, I mean we haven't run out of food, don't worry it's okay we'll reach your place eventually so something like that. Yeah information for me gives me more control, it's not "you go grab your food" because that's not efficient it's more about make me feel like certain that you still have food and I will receive food on how much food I can have this I think that's it.

researcher - So having information?

Mexican participant 3 - Having information will help definitely because right now you don't want to just there waiting for them to feed you like a baby and and I'm sometimes it takes longer sometimes takes shorter but you do not know, you know it it's coming but you don't know when or you know if those things are going to happen like running, running out of food. It's completely uncertain.

researcher - So having information in terms of when they're serving also what they're serving Or?

Mexican participant 3 - Also on what they are serving because that is something you have to prepare before but I think that it will be good if you can just say, I mean in KLM they ask you, do you want to get chicken and pasta those are the two options but in the Air France thing you need to, also chicken or fish or, or pasta and I think it's more about yeah the options, the options that they have they they tell you in the spot so they make you make a quick decision right yeah yeah, I think there will be information all the possibilities that thing I that's something that happened to me but only in these flights when they charge you, the short flights when they charge you the beverages and food, then they give you a menu of what they have, almost from business class. So the rest is just you waiting forward to see what they have in the in the trolley like Oh! we have whiskey we have wine but yeah, that's true if I if I would have known that what they have from from the start then I will think about more but depending on my mood but that happened two or three flights after my first flight like oh yeah, KLM I already know what they kind of wine there. So they serve what kind of coffee, what kind, so I will just ask these these I know also the portions of the thing. If you get a beer in KLM and you got a complete, well not a complete beer but you got a beer and you have a soda you have only a glass and not even like half of the coke so and also the wine is a complete mini bottle what is a complete bottle or any other liquor you want it is a considerable amount. And but if you want like a juice, it's not that considerable. So I think that the amount of things that you can have in a single set that will be good.

researcher - Yeah, that's all thank you very much.

10) Dutch + American participant 1

Dutch + American participant 1 - Yes.

Researcher - Okay, so thank you for this and for this. You done with graduation?

Dutch + American participant 1 - Yes.

Researcher - Congratulations.

Dutch + American participant 1 - Thank you.

Researcher - How was it?

Dutch + American participant 1 - It was nice. It's nice now I'm done. That's good. That's good. Yeah.

Researcher - Okay, Let's start. So, in this particular part, you said that you like to buy some food from Albert Heijn. So why do you like to buy? Why do you buy your own food?

Dutch + American participant 1 - Well, the thing that I like most about buying my own food is that you have like, not necessarily the choice but the fact that you can just eat and grab it from your bag whenever you want. Okay, so it's like, Yeah, I like that a lot.

Researcher - So the fact that it's easy to be able to eat whenever you want.

Dutch + American participant 1 - Yeah. Yeah. So basically you can just snack or not, you know, you could also make it like dedicated moments.

Researcher - Yeah, so it is snacks that you buy not like something major right?

Dutch + American participant 1 - no, So my last long haul I actually flew without getting any food from the airplane. It was wow air, which are now bankrupt. So that's, I guess, saying something so then I of course got more. But I've also flown with KLM quite a bit because it's also relatively cheap over there, and also Delta's is cheap. And they did provide me meals like I knew I would get at least one meal. So then I would just like get some snacks.

Researcher - Okay. Yeah, So I noticed that you drink water a lot

Dutch + American participant 1 - Yes, I do that a lot when I'm flying like because what it does is it helps me unblock my ears.

Researcher - yeah it works really well

Dutch + American participant 1 - so yeah but indeed normally I don't but then when I'm flying I specifically have chewing gum and water bottles because I hate that feeling. Yeah, probably everybody does but that's my coping mechanism

Researcher - But apart from that, so if you ask for so much water, and you said that it's not your water, you get it from them. Right?

Dutch + American participant 1 - No, No so this is a water that I take myself,

Researcher - but I mean, do you have so much water that it lasts the whole flight?

Dutch + American participant 1 - Yea, I usually have a one and a half liter normally

Researcher - Okay, so that's done. So it's always your water?

Dutch + American participant 1 - Generally. Yeah. So last flight, actually, that was a short haul. I got one for free because I moved seats for somebody. So that was nice.

Researcher - so they gave you a bottle of water for free?

Dutch + American participant 1 - Well, they told me you can have anything you want. And I was like, no water's fine. I don't like to drink anything with soda. Because flying is already not good for my stomach and then adding sodas to that is not the best. Yeah, I'll drink sodas when I get down again.

Researcher - Okay. Other than that if you have to ever ask them for it, how was your experience with that? How do you call for them?

Dutch + American participant 1 - I generally just wait until they come with the carts. And it always feels like way too long after I actually want something and I never dare to use that button.

Researcher - Why?

Dutch + American participant 1 - Because it's like bunk. Everybody's like staring at me. At least that's what I do when somebody presses that. I am like "geez, Woman is like so needy." (laughing) So yeah,

Researcher - is that the only reason?

Dutch + American participant 1 - Oh, no, no, no, it's like, when they walk by, I can flag them. I have done that. I stop them while they are just passing by maybe once or twice but never used a button which dings the whole airplane.

Researcher - okay, So you said to "hate this" to the question when I asked what do you think of lack of information? So you said "hate this when flying, I countdown the hours, I need to fit this into my planning. It could give me a grip." So my question, a grip on what?

Dutch + American participant 1 - So it's like a fake grip. So what I'll do when I'm flying long hauls I'll have like, my series planned out. I'm like, Okay, I have enough flying to watch this and then when I'm like at four series in, and I'll be like, okay, now it's time for food, or, but normally in like the moment you put on the fourth series, the fourth episode I'll already be hungry. So that part is like, I don't know, kind of. You're not getting a grip on anything. It's just that it's you make fake moments or I make fake moments of progress Because I can't stand sitting still for so long.

Researcher - But you also said hate this. So I was wondering What do you hate? You hate that you don't know when they're serving? Or also what they're serving?

Dutch + American participant 1 - Yeah, no. Well, after you mentioned in the booklet that they don't tell you, yeah, that's what I hate. So just like I said, it feels way too long until they actually come by with their cart to give me some water. But it is like rare for me to flag them down. In between that I don't know when I'm going to get an opportunity. So there's like a pretty big blank moment where I don't. Yeah,

Researcher - okay. So and you said when I mentioned it, what do you mean there? I mentioned you

Dutch + American participant 1 - Yeah, right here, right here in the text. only when you mentioned this in the book that I was thinking about what I thought of that delay? And that's when I thought, Yeah, actually, I hate that because it's like one of the founding things and why I don't like being dependent on the food in the flight is because I have no idea when it's coming and I don't have a way to, without feeling bad for myself. I getting more. There's also a bit of the price part. Of course, when I go to AH, for five euros have more food than I could eat an entire course.

Researcher - Of course. Yes, yeah. So I see that you want snacks a lot?

Dutch + American participant 1 - Yeah. More Opportunities for snack.

Researcher - But my only question is you answered the kind of food you want. Yeah, but also how, the service wise? Yeah. How do you want to do this? Imagine if you want to solve your problem of not knowing when they're going to serve. Yeah, if you have to design your own experience, how are you going to solve that problem?

Dutch + American participant 1 - Well, I like the idea of like separating like a build up in your food. So that's actually one of the things I tried to draw, but I didn't write them down but like you have a small appetizer then you have a little soupy kind of thing. And then you have something else. Now it's like you get one big platter because they don't want to walk twice. I like that, like it gives a temperature your meal and it actually makes it maybe a pleasurable moment to eat in the plane

Researcher - but you don't want to solve the problem of not knowing when they are going to serve?.

Dutch + American participant 1 - Yeah. So honestly, like, I don't know, some casual way or some easy way to stop them while they are passing by without having to do this like and not involving everybody else. So maybe even like having them walk around every 15 minutes or so. And then every little paper flag that's sitting out on the chair gets some attention, something like that. So I don't need you right now, but I'll need you I want to in like the next 15 minutes or so.

Researcher - Okay. Yeah, that's it. So what we're going to do now is I'm going to ask you three quick questions. After this, well, they're not quick, but three questions. So the first question is that sometimes you have to wait, like you see there on the aisle and maybe you're sitting behind or somewhere, but you can see them coming. Yeah. started their service, but you don't know when do you? Yeah, you have to wait. How do you feel about this waiting?

Dutch + American participant 1 - Actually, so this was not a long haul but my last short haul flight. It took so long for them to get to me, it was insane. It's like, like a very slow progress, but you have to watch it happening.

Researcher - Why do you think that they're that slow?

Dutch + American participant 1 - Because they have six people per row that they actually have to feed. So, by the time I see them, they might be 20 meters away or something. But in that 20 meters, so like 60 people. Yeah, it's a lot of people they have to serve them on they do that smile of theirs and I like that, you know, so they have that. I guess it's an act, they're also friendly. So yeah. So they're, they're friendly. And they have to serve a lot of people. And then, so yeah, I see them very early. But the physical distance is like, saying nothing at all about how much time and how much work it is for them to actually deal with other people in front of me.

Researcher - So how do you feel about this waiting?

Dutch + American participant 1 - It's so imminent. Like, you know, it's gonna come. But yeah, as soon as you see them doing their thing, you just also realize that it's going to take a while so it's imminent. It's going to happen and then it's a hefty distraction, but not necessarily good. Good, not like a pleasurable moment from it for me to see them. Yeah, so it's maybe even like a fake tension in there. Like it's a tension that that's created because of. Yeah, so tension that's not adding any value to me basically.

Researcher - Okay. Yeah. So the second question for me is a, do you have any factors before the flight? I mean, think in the airport, or the reason for your destination, reason for your travel? Do these sort of things also affect your experience on board in case of food and beverage services? So maybe you're going for something very bad, or something? While if you for example, you have some family in the US, and maybe something bad happened to someone and you're flying to visit them, you know, would this sort of a reason, be a possible mood changer or experience. I mean, would it affect your experience, but in terms with food and beverages?

Dutch + American participant 1 - That's a very Difficult question.

Researcher - Not experienced that before?

Dutch + American participant 1 - No. at a very young age though. So three weeks ago, I went to Milan to meet my girlfriend's parents for the first time. But also an old friend of mine who is also from here actually living in Milan now. And I bought stroop waffles. So that was like more of excitement. Not necessarily a bad experience. Yeah, long haul flights, I normally bring a whole extra suitcase of cheese and coffee to the US. So like 20 kilos or 23 kilos of food. So that's mostly a good experience though because like I'm bringing the goods.

Researcher - Does that make you nicer on the flight? Or what?

Dutch + American participant 1 - I don't think it changes much about me in the flight. No, because I check it in and then it's gone. You know, like, the this kind of luggage is not. It's definitely not a carry on.

Researcher - But what about what about the excitement or nervousness, about going to Milan to meet your girlfriend's parents?

Dutch + American participant 1 - I'm a very boring person in that regard. I'm so yeah, you're like, Okay, whatever. I don't care. Her parents are Really nice. Like, what am I gonna say? The flight is too long to stay excited. If that makes any sense. And it is too boring. And I hate it too much to be excited during the flight, but landing and like you know, going out of the airport or getting out of the gate is the bigger moment of happiness.

Researcher - Okay. So that brings me to my last question. My last question is what does first of all the term control mean to you? And if I said that I was giving you experience of, no, I was giving you the control of your own experience of food and beverage service on the flight. How would that mean to you, to what extent Would you like to control it? Also, would you even like to control it in the first place?

Dutch + American participant 1 - Yeah. So basically, the how I would want to, the grip is exactly the control. And the,
the flagging thingy that I mentioned, like, you know, something that's, I don't want control in a way that it's like you have obsessive control and the way that parents tried to steer their children in possible ways and that to me feels like the button at the top of the the airplane. And then the the actual control that I want is just somebody just nudging them that know that I'm there. So I don't need actual control. I just need somebody to give me a bit more attention when I want it.

Researcher - So that should also make it easy for you to ask. Right? for their attention, but not in a very obvious way that the entire flight knows that you asked for them.

Dutch + American participant 1 - Yeah, so I guess the control I am looking for is like not the parent who is helicoptering the shit out of their kid and trying to make sure that they achieve everything in life but like the dinner table parenting, so just talk about how was the day and then you have like, and let them to do their thing and then you have some moments of input. So most of the time, they should just be doing their routine. Yeah, but then at some moments when I want to I want to give input when it's important to me. Okay. Yeah.

Researcher - And also the grip. That means knowing when the food is going to be served.

Dutch + American participant 1 - Yeah, yeah. So then the control is not necessarily about being able to change what they're doing, but understanding when and why they're doing it. Yeah. Yeah, I think that's it

Researcher - okay. I'm also done with my questions. But if you have anything to add, you can add.

Dutch + American participant 1 - Yes. What are you working towards? What are your thoughts? What are you?

Researcher - So from the interviews that I've had so far? I've had like,
I think the 10th one. What I noticed is that for some people, knowing what's in their food or they're going to eat is very important. For some people when they're going to eat is very important. And for some people don't want to decide when they want to eat. Yeah, not just not about having to know it, but also deciding what they want need. And some people also are like, you know, in the meal I want to be able to choose what I don't want, so I don't waste it.
So these are the three things I see right now.

11) Indian participant 3

Researcher - Okay, so thank you for all this. So I'll go to the questions that were unclear to me. Okay, So here you say "I'm a little shy in asking for refilling my glass with juice or milk or whatever" Why do you feel shy?

Indian Participant 3 - I think they will feel that I'm drinking a lot more than I should because I'm trying to
like I'm trying to stuff myself up with everything that's available for me now in terms of food.

Researcher - So you feel that because you are interacting with a person. But would you still feel like that if you had to interact with the machine and not with a person?

Participant - No. So a person can be judgmental but a machine can't think. but even if I am approaching a machine, people can observe me go there twice and they would be thinking that but the possibility is lesser. Because then people may not be observing you, it can just be on my mind.

Researcher - Okay. Okay, So you said you also get embarrassed about saving the extra food? Why do you get embarrassed? "Embarrassed about saving extra food for later, what others will think. What to do with the extra?"

Indian Participant 3 - Yeah, I don't think people will see it as me trying to avoid food wastage. But instead I'm trying to keep more food to myself. I always think in those terms, because

Researcher - But it's your meal, right? It was anyway given to you, for you.

Indian Participant 3 - Yeah, but I don't know. People have some idea attached to the wasting of food as you're a rich person or you maybe you belong to some background so you don't care about food and you don't care about meals and also that you can waste it how ever and how much ever you want to, and I know it's a wrong notion that people have but I am afraid of being judged even though I know that I would be judged on wrong terms.

Researcher - Okay, and then I noticed that maybe you don't have the second meal or Do you have a second meal? Or you just eat what you packed in the first meal and you sleep throughout?

Indian Participant 3 - Yeah, so it depends on how long flight so if my flight is for three hours, I don't think they would supply me any second meal. Sometimes what happens is, it's not a meal it's a snack, but I don't pay much attention to it because in what usually happens with me is a snack is usually a egg loaded. Okay, so I don't take it because it generally is not a snack for me which is usually for other people. So it's like a glass of juice which I do not consider as a snack.

Researcher - And do you not ask for water anywhere throughout this?

Indian Participant 3 - no never because I bring my own water. I don't know why but this unusual way of giving water in a cup and you have to peel it off and drink it, never seems so comfortable to me and I therefore I always bring my own water and I don't rely on those glasses. I don't have any belief in those plastic cups and how old the water is and all of this stuff. All these doubts in the way it is preserved apart from that I don't like the way it is presented. Also it is very little in one cup and I will have to ask for more, so I better bring my own.

Researcher - Okay, and in one of the previous pages, I saw another statement where you said that it's always difficult for you to find out if even if there's egg in the food because also the crew can't help you. How do you feel about that?

Indian Participant 3 - Very frustrated. Because I think I have to deal with this throughout the world, not just airplanes but everywhere. So it gets aggravated more. So I don't like it that.If you are serving the food, you should at least know what's in it or what isn't. So yeah, and then I when I'm in doubt I usually end up skipping that meal instead of having it because I don't want to take a chance. So then I end up thinking what if it did not have egg and I still did not have it and I wanted to have it, it looked good and I was also hungry and then those thoughts irritate me more.

Researcher - Okay, So, other than that, you asked, "What about food waste? What do they do with extra food?" The answer is that they usually throw it away.

Indian Participant 3 - Okay, and that's bad. That makes things even worse.

Researcher - I have three questions apart from the booklet for you. The first question is that if for example, if this is the flight and you're sometimes seated in the end, or wherever you are, but you see the trolleys has started, they've started their service and you know it's coming to you but then it takes forever, you know, because they're so slow and you're also waiting. How do you feel about that particular waiting?

Indian Participant 3 - I don't like it because my main concern is non debatable when it would reach to me I can be patient for the food but I'm not patient when it comes to going to toilet so sometimes it is in the way of you when you have to go to toilet or there's also another thing because I cannot fall asleep in that time. I will just be panicked about if they reach to me and they are like shaking me up. It's embarrassing for me to see them wake me up.

Researcher - So you want to avoid such interactions ?

Indian Participant 3 - I avoid sleeping and I avoid going to toilet. So therefore I feel frustrated about it.

Researcher - Okay, second question. The second question about that is that there are some factors, do some factors like before you bought the flight, for example, security or immigration or whatever happens in the airport, for example, your security or immigration is very stressful, you bring that sort of stress into your flight and do you let it affect your food and beverage experiences?

Indian Participant 3 - Well, fortunately, there haven't been any such experiences with me where I have been so stressed at some point of my boarding or pre boarding process. So I haven't got any experience with me but I can understand or imagine that people can have bad experiences at security or somewhere in those processes because they are prone to inducing of such negative experiences. So it might affect people in the flight as well. And also how to interact with the crew or other passengers.

Researcher - Have you ever traveled with any reason? For example, a bad reason you're going to some you're going somewhere to visit someone who's sick or some some extreme reason?

Indian Participant 3 - No, never

Researcher - My last question is, what does the term control mean to you? And if I said that I give you control of your own food and beverage experience on flight, how would you tweak it not just in terms of taste of food or something, but in terms of quality. So, like you said, that you want to know when it will be served like information is important for you. So in terms of all this, if I said I give you control to how much extent would you exercise this control ?

Indian Participant 3 - In control, I would say I would not want to be in control but rather be felt in control.

Researcher - And how would you feel in control?

Indian Participant 3 - Yeah. When I would be in control, I would rather do everything myself which I don't want to do on a flight. And when I would be feeling in control that means I am actually the one who is giving instructions and the rest is being done by others. Okay, so not particularly in giving instructions, but I tell that my food should be like this and this, what should be the timing and everything else. But then the crew is serving. So then I am not controlling it but
I'm feeling in control because I'm being served. So I would like to have that much of control.

Researcher - Okay. This is about when you want to eat, do you just need to know the information or do you also want to have the freedom to choose when you want to eat?

Indian Participant 3 - Yeah, choose when I want to eat because I'm not always hungry when they're serving, and then they are serving so I have to take it and store it and then this table is always in front of me. And I'm not comfortable sitting with it open all the time also have to take care of if the food is not sliding this way or that way. And also if the food is warm, it's getting colder. So I want to choose my time of when I get to eat also, like make my schedule of when I would get to eat and what is of course, necessary therefore would like to see all their ranges of menus beforehand. But I would like to know what I would be served. I never know because it just says "vegetarian meal" it never gives me a menu of what would be in it and with every region, the food changes so sometimes, I'm not happy with what is served. So I would like to not have that surprise at all. But know beforehand, even such beforehand that I can prepare myself a meal and come to the flight.

Researcher - And would you also like to choose What do you want to eat or just knowing at least is more important? Knowing at least is more more important because if I choose, I'm going to choose every limited option, never going to experiment. Okay, but I also would like to experiment with meals because when I'm on a flight that's going international, I would like to have a taste of the meal.

Researcher - In terms of control, if I said lack of information, then choosing. Yeah, so in this also it is when, what, yeah, when and what, what, in terms of importance, what would you rate the highest, like, what's the most important thing to you to be able to choose when to be able to choose what or at least like, you know, I want information

Indian Participant 3 - at least information because I don't like surprises and then I would know if the food is being served at 14.30 then I'm I won't get I will get asleep before that because this element of not knowing when these things are going to happen is the biggest problem because then I cannot do anything because I am a very planned traveller so I have to be planning if I am going to watch a movie then I don't want to be disturbed because they are serving food and then I have to take my earphones out and then it would and then go to movie again. Yeah or maybe then I'll go to the washroom and do my stuff and then come to have food prepared wash my hands and all such things and I do not have to wait for surely also things like that. So yeah, at least give me information on when and what. "When" is more important than what here in case of being able to choose as well as knowing information. If there is information about what is being served, I probably would like to know the ingredients because that matters to me most even if I don't like the food that's okay but ingredients please let me know because I'm a total eggless eater.

Researcher - Okay, that's it, great. We are done!

12) Taiwanese participant 1

Researcher - Okay, so we can start. And thank you so much for the time. So I went through your book. So what we'll do is I have some questions from the book. And then I have three questions after we're done with discussing the book. That's all.

Taiwanese participant 1 - Okay.

Researcher - So my first question is, you said that sometimes if you sit really behind, you don't get a chance to choose the meal. Because your options are gone. So how do you feel about this?

Taiwanese participant 1 - So I just accepted, I don't really feel really sad, because I just need some food. But because I know the food is not that good. Even if I have the other option. So I think it's fine. It's fine.

Researcher - But you accepted in a positive way or a little bit of a negative way?

Taiwanese participant 1 - Positive, not really negative.

Researcher - Okay. Yeah, so But here, you said that you feel angry and unfair about your choice of food running out?

Taiwanese participant 1 - Oh, hahahha Maybe.

Researcher - it's okay. Take your time and think how you exactly feel in these situations. How did you feel at that moment?

Taiwanese participant 1 - Yeah, I think I think, if I would, if I would have sit in front a little bit, then I would get my food. But I think if they can ask a little bit beforehand, then they can prepare some more extra food, then they won't run out of food.

Researcher - Okay. And you said, I don't know when I can expect the meals. when I asked what do you think of lack of information on the food as to when and how it will be served. You said you don't know when to expect the meals? So is it important for you to know when the means will come?

Taiwanese participant 1 - Yeah. Then I can plan. Okay, now I want to watch movie or now I want to sleep. Because most of the time I skipped a meal because I was sleeping.

Researcher - Okay. And how do you feel about that?

Taiwanese participant 1 - I don't really care if I skipped a meal, because I just want to sleep. But I think some people might really want to have their meal because they pay for that. But I don't really, really care.

Researcher - But you still would like to know when the food might get to you so that you can plan your journey?

Taiwanese participant 1 - Yeah, exactly.

Researcher - Okay. Okay, So I'm done with the book. Everything was clear. Other than that, I have three questions for you apart from these. So the first question is, you know that there's sometimes for example, again, if you're sitting behind in the flight, you see that the trolley started serving food, they've started serving food, but it takes forever to get to you. Yeah. How do you feel about this waiting and the slow procedure? You know, think about it in the emotional perspective, like, yeah, of course it happens. And now we're all used to it. Yeah. But think about the fact that why should we be used to it or something like that? So how does it how do you emotionally feel at that moment with that waiting?

Taiwanese participant 1 - Just feel like, the front part, and the back part paid the same amount of money to sit in that economy class, and they should all get whatever choice of food they want.. So why should I wait more than someone else?

Researcher - and anything else that you'd like to add? Any experience or something?

Taiwanese participant 1 - Not really

Researcher - Okay, I have another question. The second question is, do you have any possible factors that is, before getting onto the flight? In the security, or immigration? And if that goes bad, or something like that? Do you carry do that sort of a mood into the flight? And does it affect your experience with food and beverages?

Taiwanese participant 1 - Not really, because after I pass through the immigration, I think everything is done, so I'm happy now.

Researcher - Yeah? And what about, Do you have any, for example, if you're visiting someplace? For some reason, like some extreme reason, someone's feeling sick, so you have to go visit them or something like that? Does that affect your experience on board? Imagine like your grandmother, your grandparents, and they're super sick, to going to visit them. So your mood is comparatively off because they're not well, and you're going to visit them. Yeah. So does that sort of thing affect your onboard experiences?

Taiwanese participant 1 - I think it could affect Because most of the time, if I take the flights I was happy, but if it's bad mood, I think, yeah, it might affect because the meal is certainly not as the way I expect.

Researcher - In what way
Taiwanese participant 1 - It's like, "why everything goes wrong, where everything is not as good as I expect?"
Researcher - Okay. So the last question I have is, what is the term control mean to you? But again, if I say that, I give you the control of your own experience of food and beverage services, how would you change it? Or
Taiwanese participant 1 - can you repeat a question?

Researcher - If you if I say I'm giving you the control of your own food and beverage experience on board? Yeah, how would you change it? Or how would you deal with it? Like you said, you'd like to know when food will come. So you can change it according to that.

Taiwanese participant 1 - Yeah, but that also affect other people's food.

Researcher - Forget about everybody, just think about yourself, if I give control to you What does it mean to you?

Taiwanese participant 1 - then I would like to have like my meal served whenever I want. Yeah.

Researcher - So you would like to choose when you want to eat ?

Taiwanese participant 1 - And also what kind of food I want to have. Because For example, I don't really like Dutch food but it always Dutch food when I fly back from Taiwan to here.

Researcher - Yeah, yeah. And the order of importance, is choosing the meal important for you or choosing when it will come to you is important?
Taiwanese participant 1 - Meal meal. Yeah.

Researcher - Other than that, if I said that, okay, you cannot choose when the food will come to you. But would you like to know when food comes to you?

Taiwanese participant 1 - Yeah. Because always I know it when I smell it. I don't know. Okay. Yeah.

Researcher - So you'd like to choose when and you'd like to also choose what or at least you'd like to know when it will be served, right?

Taiwanese participant 1 - Yeah. Exactly.
Researcher - Do you have anything else to add to this?
Taiwanese participant 1 - I really want to have a lot of water.

Researcher - So do you call for them?

Taiwanese participant 1 - Only once in a while, not all the time, because I also know that they are really busy, so I won't.

Researcher - So even when you call for them once in a while, How do you call them?

Taiwanese participant 1 - I press the button

Researcher - Yeah. So and do they respond promptly?

Taiwanese participant 1 - Sometimes they ignore it. Sometimes they do. Yeah. Because they know sometimes people are just accidentally pressing it.

Researcher - So how do you feel when they ignore it?

Taiwanese participant 1 - Annoying, Yeah.

Researcher - So you just press the ones Other times you don't because you think that they're busy?

Taiwanese participant 1 - Yeah, sometimes so I guess.

Researcher - you know when the meal they have a bit of fruit a bit of salad something something Do you usually eat all of that?

Taiwanese participant 1 - I always leave the fruits from the tray because I know it's not really fresh, they are from the cans and Like I'm really specific to one type of salads. I like specific salad but for hot meal. I like all kinds of hot meals so I eat the meal but not the salads. And how do you feel about leaving the fruit?

Taiwanese participant 1 - I feel bad but I just don't want it. Yeah, yeah.

Researcher - That's it. Yeah. Okay, great. I'm also done.

13) Indian participant 4

Researcher - Okay, we start. So first of all I want to ask you what exactly do you study?

Indian Participant 4 - MSC management of technology.

Researcher - Okay, so you said that hunger to this question if you consume food and beverages on an airplane. You said on "Yes, normally there's a large gap between the meals." So how do you feel about this large gap between meals?

Indian Participant 4 - Yeah, it's very stressful because I sometimes plan to eat before the flight. Okay, if I don't have the time to do that, Which happens a lot. Because especially if you're traveling like during peak seasons, yeah, the cafes will not have, it'll be like queues and you won't get like a charging point in the cafe. They'll be a lot of stress getting to the gate, and then on the way to the gate and it might be a big gap between like the cafe and the gate, all of that line up leaves me not eating. So I have to plan that well in advance. And it's pretty stressful if I'm hungry. And I don't get to eat because that makes me hangry.

Researcher - Okay, so said that you choose vegetarian options always beforehand?

Indian Participant 4 - Yeah

Researcher - you're choosing while booking the flight?

Indian Participant 4 - Yeah

Researcher - How did you know this? For example, I never knew that I could choose.

Indian Participant 4 - Oh, how did I know this? Yeah, I don't know.
I choose vegetarian option online itself so I get my meal before everyone else does. My dad has always just done it since I was a child. So every time we booked it online, he would do it. So I knew about it. I have been travelling a lot as I did not grow up in India.

Researcher - you flew a lot, right?

Indian Participant 4 - Yeah, Yeah. Since childhood. I have travelled alone also.

Researcher - So do you book it online ?

Indian Participant 4 - So after you confirm, while you are checking in online, there's an option to choose your meal option. They normally have, like if you go in Emirates, they have like millions of options, especially gluten free, vegan.

Researcher - They also have that on the website, I believe, right?

Indian Participant 4 - It's all on the website.

Researcher - But they don't ask you such questions on the flight.

Indian Participant 4 - So what happens is, if you're booking well in advance, then the right before they serve the food to everyone else, these guys will come individually with your tray and
Start serving as per preferences first.

Researcher - Okay, so you said that one hour after the flight you like some snack, 2 hours after that the first meal, this is about the food, but I want to know how you would like the service to go. For example, you said you have a problem with you don't know when they're serving. You don't like the large gaps. How would you plan your service?

Indian Participant 4 - So it would be good if they have it like on the website, right with the flight plan. If they just like you don't have to print it on the boarding pass or anything. Just have it available for people like us, like around what time they'll serve their meals? Because not everyone has the same problems as me. So for the people who do have a problem, they can just upload like a
sort of in the timeline of the flight over this many hours, one hour into the flight is a snack, two hours in is a meal, that sort of thing, then you can plan in advance. And it may not be like printed or really super available with your boarding pass and everything. But if it's just there on the side, and for the people who are curious, that need to know this, if it's available, that just would be so helpful.

Researcher - Would you like to change these timings of when you want to eat?

Indian Participant 4 - No, I don't really particularly but I think that'll also be really difficult to do in terms of logistics and stuff. So I don't think that, especially since you're worrying is specifically about economy passengers. I think business people can afford to serve at a different time.
but I don't think like that is such a big deal

Researcher - but if you keep that aside, forget about logistics for while

Indian Participant 4 - Yeah, then changing the time that I want to eat at would be very good because I would like to have my meal quite early and just sleep the rest of the flight and not be woken up in the middle or something like that.

Researcher - Have you ever missed meals because of sleeping or something like that.

Indian Participant 4 - Okay, so the one time that I really came close to missing a meal, the air hostess was really nice. I mean I was just passed out and the air hostess just kept it on my tray. So when I woke up, I ate. I really would have missed it if not for it so.

Researcher - So in the last bit is that "it always feels a bit rude to ask for more food after the snacks." Why do you think it's rude?

Indian Participant 4 - I really don't know maybe it's like a thing in my head. It's a combination of maybe they think where, like, I understand that they're also quite busy. They always are always walking around back and forth. So I don't really want to be like, too stressful for them. At the same time, it's like it's always so quiet in the aircraft, I don't want like my co passengers to be like "she's hungry all the time. She's always asking for more food." It's just I guess it's a psychological thing.

Researcher - but don't you feel like it's also your right to eat because you have paid for it.

Indian Participant 4 - Yeah, Yeah, I think it's my right to eat. I guess if more people are aware of the fact that you can request a snack. And the more people do it, then less they would feel this way. It's just that right now if you ask for a snack, you just feel like the person was asking for this special meal in a hotel. Yeah, people will be like, what are you asking for?

Researcher - Did you know that apparently a few flights have snacks for passengers in the galley and you could just go and grab them? Did you also do that?

Indian Participant 4 - yeah, so yes, yes. So I normally take the window seat. So I don't want to wake up my neighbours and also Like in the middle of the night in the darkness, I don't want to hit into anything.

Researcher - Okay, so I actually have just those questions from the book. The rest was clear
to me. But I have three more questions apart from this. So the first question is, have you ever had to wait for your meal, like you knew it was coming to you like you can see the trolleys and stuff, but you had to wait for it. And how did that waiting make you feel?

Indian Participant 4 - Okay, so again, I think this is because I preorder my specific requirement. They normally give me my food before rest of the passengers. So I guess I guess it sucks though for the passenger that's next to me when they have to wait. And I have already got my food and this person is hungry and he is waiting for the trolley. I guess that would be very difficult.
But I guess there's always a sense of excitement when you see food coming towards you. Like even in a hotel when you see the food coming, getting served but it doesn't come to you. It feels quite similar to Yeah, the waiter just passes by you.

Researcher - So other than that, so my second question is that do you have any any factors before boarding the flight, for example, some experience in security or immigration or stuff like that influence your experience on board? Either that or the reason for your travel, you know, like maybe you're going to visit something bad some because of some extreme reason you're going to visit, do these sort of factors influence your experience?

Indian Participant 4 - Yeah. Yeah. Yeah, it does. I think like the one I told you, right, there was the latest time that I travelled, I had a delay of so many hours and then so my flight was initially supposed to be booked through London by British Airways, they had a flight that accidentally went to Edinburgh. Anyway, what happened was my flight got cancelled and if I had gone to London, I will not have gotten my connecting flight to Bangalore. So instead, they booked me through Frankfurt. And then in Frankfurt, I got delayed. Because again, bad weather, got too later further. And I think there was like a system failure on top of everything. So I reached Frankfurt, I missed my second flight. And this was supposed to be in Frankfurt to Mumbai. But then they rebooked me that night itself. So from Frankfurt to Delhi, by which time I was super exhausted, and was really really tired. So while boarding in I actually fainted. Like I was super dizzy and I got in and I fainted. And then, the lady, I woke up in between the other lady. That was one another time with the air hostess gave me my food. But I was really like frustrated and like even hungrier than usual. So I was just like, super pissed off. Yeah, and my stomach was also like, pretty acidic. And I have also I did buy something in the airport. But that wasn't tasty at all.

Researcher - Ok. I have one last question for you. So, if I said if I give you control over your food experience to you on flight? How would you like, first of all, what does this term control mean to you in terms of controlling your own food and beverage experience on flight? And second thing? Would you even expect it and need it. And where would those expectations stop?

Indian Participant 4 - Yeah, yeah. So I think that when you travel economy, it's already pretty drilled into you that you're not as good as business class. So your expectations are pretty bare minimum as it is. So I think that I already, I exercise some sort of control over my freedom of my meal choice. So that I'm not going to complain about, but maybe it's because I was aware of it. And other people would like these options, but they don't know about it. So again, information, I think is key. But the other thing I normally face a problem with, is the timing. If they have like slots in which they serve meals, yeah, for a night, you could just book it beforehand. Oh, maybe like as you are sitting down, once you enter the flight, they can just come in with a checklist. And you can select when you want your meal. That would make a lot of sense to me. Because I also understand that they don't really have the luggage space for carrying like 600 extra meals for people who are wanting to eat extra. So if you can just adjust the timing that would be great.

Researcher - so you don't mind what's being served but it's important for you to know when it's being served.

Indian Participant 4 - what is being served is also not always perfect.

Researcher - Of course. Yeah.

Indian Participant 4 - I'm not like a super picky eater. But yeah, if they have more options. Of course, that's better. Yeah. That makes everyone happier. Yes. Maybe like spice control.

Researcher - But knowing when is quite important for you, so that you plan your rest of your meals and time on the flight?

Indian Participant 4 - Yeah cause I just want to be able to relax and sleep. I think for me flights mostly is about just watching the screen if it's like day time or just sleeping because I know that as soon as I land in Bangalore, if I'm going to Bangalore, I know that it's immediately time to meet family and friends. Like Do this. Go to the doctor. Check out everything. Yeah, then as soon as I land in Delft it's the opposite, it is like work work work work. So that rest time is very important for me and that's why I would like to plan it. And it's already tough to get some sleep in economy. you're either in someone's lap or your head is hanging. None of these are comfortable situations. Especially your long distance flights. You really feel it.

Researcher - Yeah I agree. I have the same experiences. But ok, we are done.

14) Dutch participant 1

Researcher: So first of all, I'd like to thank you for participating, my research. And the process that we're going to follow now is that I have some questions from the book. So, I'm going to ask you about those. And then Apart from that, I have like, three questions on the side. That's it. So, almost everything was quite clear to me, except for here. So, you said that You're explaining for experience on planes in general. And you said we call it my first flight to Thailand I had a great food experience; they had a menu where you could choose from, which was nice.
So, first question is which Airlines was this?

Dutch participant 1: It was Oman air.

Researcher: You got a menu to choose for?

Dutch participant 1: Yeah.

Researcher: I flew with Omar air as well and they didn't unfortunately give me any choices. There was no menu as such.

Dutch participant 1: Oh yeah, here we had like four choices. so that was quite nice if you could choose from like a vegetarian thing or something with meat or something with rice.

Researcher: Did they give it to you as soon as you got into the flight or before means

Dutch participant 1: I think the menu was in the back of the chair and then at a certain moment, I think, I don't know after how many hours but somewhere in flight they came by a day ask.

Researcher: were writing it down, or they were putting it on an electronic device.

Dutch participant 1: I think they were just like; they had this trolley with all the things on it. And you could just say, I want this one and they already, I think it was like that, but it was a few months ago.

Researcher: so, you said that you do like a sort of a surprise element that you don't know when the food will come? What time but here in your timeline you also mentioned that you get hungry. So, if you want the surprise element, what would you do about your hunger at that moment?

Dutch participant 1: I would say maybe that Like fixed meals, like the big meals should have a fixed time, but sometimes they came with like a chocolate or a little muffin and I really like that surprise. so, I think that's what

Researcher: so, for hunger so for the big meals you want to know the time do you want to know the time or not when they will be served?

Dutch participant 1: Yeah. And I think I didn't know it (when they served the meals) but I think it would be nice to know because I you can sort of mentally prepare for it. And then you have something like, it's two hours, we get something nice and you have something to look forward to. That's the nice thing about knowing it, but sometimes it's also really nice at the moment they have a muffin.

Researcher: So, in the Create your own timeline, I see that you wrote, made a lot of choices about what sort of food you like to eat. But my main question is also about how you'd like to be served, the process is based on you. Do you want to know beforehand? What do you want to be served you do you want to be able to choose it; you want to be able to serve time for it? Everything is up to you, but also based on service.

Dutch participant 1: Yes. So, what I just said, I think I want to know the times of like, for example at dinner because that's a big meal and

you are really hungry when you're ready for your dinner. So, that's something you can do beforehand something you want to know. Then I would like to have a choice in what they serve as, for example, with dinner, because Yeah, sometimes they're just things I don't really like to eat. So, I think it's really nice if they give you a list of things you can choose. Then, maybe for the surface, maybe it's not really related to foods. They should think about something to like, get rid of your, like leftovers, because sometimes you're sitting like half an hour with this whole thing of food. So that's something I would like to be.

Researcher: Okay, but this You said that you want to see the time and menu Do you want to see it before you get onto the flight or right after you board, how?

Dutch participant 1: Maybe not really before the flight but just when you enter the plane maybe you when you sit down you have to start with and decide what you can choose.

Researcher: Do you also want to be given the freedom of being able to choose the time you want to be served or you just want to know.

Dutch participant 1: I think I just want to know because I think it's really annoying if other people get their dinner at another time because maybe you're sleeping and your neighbor gets his food and it's not really nice. So, I think it's a good thing gets everyone gets at the same time like the main dishes

Researcher: So, here information is important for you.

Dutch participant 1: Yeah, on the time and menu where I can choose from.

Researcher: I think that's time but the menu that you want to choose for.

Dutch participant 1: right time and the like things of dishes

Researcher: So usually your meal consists of, for example a little bit of pasta, some salad maybe a desert a bread and some butter. Do you usually consume all of it or little of all of it? Or do you have any preferences that you do not touch something at all?

Dutch participant 1: Yeah, it's really depends on what so my place but mostly I try everything and if I like it, I just eat it all and if I decide Oh, I don't really like this, then I just let it be or maybe give it to my friends or whoever I'm travelling with are we like exchange something that's also sometimes that my boyfriend last time he ordered some another thing and I ordered another thing and then we share.

Researcher: So, I'm a booklet apart from that. I have three questions for you. Okay. So, the first question is that, imagine that you're sitting somewhere in the end of the seats on the on the rows, and the trolley coming, they've started their service. But you see that it's taking forever, and you're waiting for food because the anticipation is growing as you're seeing that the food's coming. What do you think about this wait? And would you like to do anything about having to wait like this?

Dutch participant 1: Yeah, I think, I can become a bit impatient. On the other hand, it's also sorts of like, Oh, it's coming So, you're feeling a bit excited but I think they already sort of like solving this issue by going to solve it I really like that

Researcher: but still at some point, you know, there is this wait, longer one because it's slow. The services actually slow because they're talking to people. You know, gently dealing with things. So how do you feel how do you feel about this waiting?

Dutch participant 1: Yeah, maybe like, I don't like the wait, but it may brings some excitement. But I think the most negative part of it is that I'm a bit like, oh, maybe the food I want is not going to be there anymore by the time it gets to me. So that's, I don't really like that. Maybe I want to be sure that I can have the thing that I want that I have in mind. Just when you were in a restaurant, they will also not serve its first to other people and then now we don't have it anymore.

Researcher: and so, the second question that I'm coming to is, do any of the factors or experiences before taking your flight? I mean, in the airport, maybe with security, customs, or whatever, if these factors are the reason for your destination? So, for example, you went to Thailand for vacation, but imagine you were going for something else something extreme, either good or bad. How would this sort of things affect your experience with food and beverage service on the flight? Yeah,

Dutch participant 1: That's a little bit difficult for me because I only went on a plane for a holiday in my entire life but what is exactly your question How?

Researcher: How if the sort of, so imagine you had a very bad checking security line before boarding the flight was super hectic maybe you thought that you would miss your flight would you be guiding these this sort of a mood into the flight finally made it to the flight? and how would it How would it affect your experiences with food and beverage service?

Dutch participant 1: That's a really difficult question because I never experienced, maybe sometimes, like What I don't like is that where you're at the data? They are I don't know if that's the right security gates like where you have to you cannot bring fluids like men fluids but sometimes, they get there is no you cannot bring it anymore. When you went to Thailand, we brought in like a small knife to prepare our breads but yet super stupid because you cannot bring but then you're a little bit disappointed that I took it from you but I don't think that it's really influences my food experience. Maybe if I'm going somewhere and someone dies, then I would probably not be hungry but for now I only travels for like, either University trip or an organization.

Researcher: This brings me to my last question. My last question is,
What does the term control mean to you? And if I said that, I'm giving the control of your own food and beverage experience to you. So, how would it be like how would you take over the control? How much will you expected? or things like that.

Dutch participant 1: If I would have all the control?

Researcher: On your food and beverage experience? How much how much does it mean to you like you said, that it's important for you to know.

Dutch participant 1: I think the nice thing about its maybe it's also gives you something to do when you're on your flight, because it's often quite boring. I'm a person who really likes to have an overview of everything. So, knowing the schedule, but I already said that that would be really nice.
Sometimes I'm also quite curious how this food is prepared. Okay, because you just get this close they are like, Where's that coming from? Maybe I would like to have some more like insight and it would be nice that there is, I would like to like have always access to drinks because now it's, I'm often quite thirsty and you cannot bring a lot of fluids. So, yeah, and they you only get really small cup with a little drink in it so maybe, for me, it would be really nice if you could just have an unlimited, Just when you're in a bar, like know when you have your bottle of water that you can always have, I think that's important as well.

Researcher: So, that's control for you.

Dutch participant 1: Yeah, I think so. Yeah. In, in the case of food experience.

Researcher: So, I'm done. But if you have anything else to add, you can add or otherwise.

Dutch participant 1: I think really, for me it was a little bit difficult to recall this experience because it was quite a while because I can I have had like one flight to Thailand which was with food and drinks and like all-inclusive but I also had one flight as students flight we added it over to the USA, and it was nine hours without anything, it was super cheap flight and without screens even it was just nothing. And you had to invade you there was food but you had to pay a lot for it. So yeah, you were basically just eating like candy.

Researcher: So, they serve you nothing.

Dutch participant 1: No nothing.

Researcher: How much did you pay for this flight?

Dutch participant 1: I don't know they Yeah, they organized it's it was, but it was really cheap because of the whole travel was really, really cheap. But yeah, I think it definitely influenced my mood when there is food available. And I'm also when there is no food and it's only really expensive. I become really annoyed by it and I don't want to buy it because I think they just try to get as lot as money as they can.

Researcher: Those are the by on both flights and that's how they make money because they hardly charge you for the ticket, that's how they try to make money with the food.

Dutch participant 1: but when I compare it to the flight with this food it's so much more comfortable.

Researcher: was that your first international flight? out of contents. so, if you compare that experience to Ireland then of course it's a lot of differently.

Dutch participant 1: Really a lot like the food also brings some excitement.

Researcher: Exactly. actually, I think I sometimes I eat because there is time to eat like, I have nothing else to do. So, I just eat. I think this is also the case with a lot of people. That's what I've heard in interviews that though they're not hungry, they eat it because they're worried about when the next meal would come out of there would stay hungry.

Dutch participant 1: So yeah, with me it's Smith.
When I start my fight, I start like eating the snacks but quite quick. I have not heard that and then I just wait for the meals. Because otherwise I feel super like shitty. Just like on the sugar.
Okay, well that's it. I don't have anything else to ask you.

15) Brazilian participant 1

Researcher - So first of all, thank you so much for participating in the research and taking your time for this. What we're going to do is I'm going to go through some of the questions that I have from this after you fill it in and apart from that I have three extra questions and then we'll be done. So you travel regularly ?

Brazilian participant 1 - I want to say regularly but at least once a year.

Researcher - okay, so for this first question about explain your food experience on planes. So you said "food on board tends to be an

underwhelming experience. Meals are not very tasty, and your eating preferences are very limited." So you usually don't eat most of what is served?

Brazilian participant 1 - Yeah.

Researcher - So my question. Of course, you would have to send this food back. How do you feel about that?

Brazilian participant 1 - Like leaving stuff on my plate? I would say it (sending food back) really annoys me first because I'm probably already annoyed that I'm hungry and then they serve something and I don't eat most of what they serve. And then I also really feel bad that I'm like throwing food away. And I really didn't have a choice because it's served and its on my plate and I couldn't choose to not have this part of the meal.

Researcher - Yeah. Is it your personal food preferences that you're a picky eater? Or how is it?

Brazilian participant 1 - Yeah, I'm a very very picky eater. So it's really like it's hard for me to eat a lot of things. I always like pick, like the most basic options and usually like in airplanes it all comes in a tray with everything, so you really can't choose what comes and what doesn't come. And so you're forced to like to have something during your tray even though you're not going to eat it. Also I'm usually annoyed because like when they serve the hot meal, it has a mix of a bunch of things and then I need like to pick the stuff that I actually eat and then try to ignore the rest and then I get annoyed like "Oh no, this thing that I really hate touch the thing that I like" so I have a hard time eating it. So yeah, it's more about being annoyed that I cannot choose what I want to have and then I also feel bad because I'm throwing all this food away. But I feel like I didn't have a choice, because it's just going to be served the same for everyone.

Researcher - Okay. So you said that "I always save the water bottle for later but rarely use it." But my question is why do you usually save the water bottle for later?

Brazilian participant 1 - Hmm, isn't it because when they serve food, they usually serve like a water bottle and you also have a choice of a drink of a beverage and then like I usually get like a regular coke and then I also get the regular bottle. I don't drink it while I'm eating dinner. Yeah, because I already have the coke Yeah. And then I save it because I'm not going to throw it away and then I'm probably going to use it later. But I don't usually drink it during the flight because I don't get thirsty or maybe I think that we're not going to drink it because then I need to go to the bathroom and I need to wake someone who's sleeping beside me so I'm just not going to drink it. So always when the flight ends and I need to pick up myself I always pick the bottle which is closed or I hardly drank from it. And like there are some instances like okay, leave the airplane with like the bottle and my stuff and then when I get like the immigration thing and then another X ray and then they take my bottles away and then yeah, I wasn't I didn't use it for anything and just hold it thinking that it would be used for later but I just don't use it.

Researcher - Okay. Other than this, do you usually use the services in between like, do you usually call them saying, Okay, I'm hungry I need a snack or I'm thirsty, Can I get a beverage?

Brazilian participant 1 - No, I never do it? I really don't even know if I can (asking for snacks or extra beverages when the service isn't active). Can I ask them to give me extra food between meals? Like I have no idea so I don't really ask. And I just find it annoying to have to ask someone to come and then like, if I could do it myself I probably get more food and more more drinks like during the flight but since I need to ask someone then I wouldn't do it just because it feels like a chore to do it and I don't even know if I can do it.

Researcher - Then the same just a random comparison. But we also do a very similar thing in the restaurant right you so you order for whatever you want and they do bring it to you. Yeah, so why not look at it this way. Look at also the flight experience in that way.

Brazilian participant 1 - Well, already I'm not a big fan of restaurants just because it's always like annoying to have like someone, you have to get their attention and then ask for stuff and then Okay, finish eating, but maybe you want to eat something more and then you have to grab their attention again. I always find it like, annoying. If I could just do it myself or like ask from my table itself that would be much more efficient. So I really dislike the act of trying to get people's attention to do something for me. So and I also feel like I don't want to disturb the flight attendants. Feels like they have more important stuff to do than to be like a waiter or waitress in the airplane. Which I also feel like must be kinda annoying for them when people treat them like their servants and they need to bring them food and stuff. And they are there for more important reasons like to make sure that the whole flight works as intended. So I think it's a mixture of not liking, the chore of actually having to ask someone to do it. And also feeling like I don't want to bother the flight attendants because they have more important stuff to do.

Researcher - How about these McDonald's specially in the Netherlands, have these machines where you order whatever you want to go pick it up? Yeah. So would you feel more comfortable in having to order like that?

Brazilian participant 1 - Yeah, yeah, I would say like, that's like the ideal quick food experience (ordering on a machine) for me because I don't need to interact with anyone. I feel like I am not treating anyone like a servant. And I can do it my way. And I can make sure that I received the right things. And I think it also reduces human error. Because then it's like "I want this hamburger but I want it without pickles." And I can then make sure that the person actually put it right. But when you do it yourself, you can actually say, Okay, I did my part right. If everything if something went wrong, it was not my fault, then I can actually complain about it.

Researcher - Okay, so you said "usually actually salvaging what I actually eat the super annoying." So what does this mean? What do you mean by this?

Brazilian participant 1 - Yeah, it's more about like, receiving the tray of the meal and then getting the parts that I actually eat, especially when the like the hot meal is all together and Okay, I like this chicken, but I really hate mashed potatoes and I need to get rid of it and try to only eat chicken for example. Yeah, and also, I think being, at least in my case, because I'm really picky eater. I don't like eating really close to things that I don't like to eat, if that makes sense. Like if someone beside me is eating something I really hate, it annoys me a little bit. Then if that thing comes in to my plate, and I didn't have a choice at the start anyway, and then I need to eat and it's already late. And it's there in the tray, like during my whole meal. And then it annoys me. Like for example I don't really eat salad, for example. And then they always serve something like that, and I don't want to eat looking at it. And then I try to give it to someone and no one wants it. And then I need to keep it there. And I feel annoyed that it's there. And I also feel annoyed that it's going to the trash. Because I'm not going to eat it. Yeah. So something like this.

Researcher - Okay, "so it irritates me not knowing information. I wish I knew in advance so I can prepare." So what exactly here do you mean by not knowing? Do you not know what they're serving? When they're serving? Or what?

Brazilian participant 1 - What they're serving. And I mean, really specific what they're serving, for example.
Random examples - I really dislike restaurants when the menu is not exclusive about everything that comes with the meal, because some stupid examples of like, I go to a restaurant and they serve burgers, and then they say, Okay, this burger has like, this kind of meat and it has like, onions and this type of cheese. Okay, and then I ordered and then it comes with tomatoes. And then it wasn't written there. Because they assume that like, okay, tomatoes, like a standard thing. Oh, burger should come with tomatoes. But it wasn't written there. Okay, so in this case, I really wish, if they offer me something to read, like about what is going to be offered, they should really write everything that's there. Otherwise, like, it's annoying when it's not true to what was written. Okay, especially if it comes to stuff that I don't like. And in the case of flights, I think if you fly economic, you never have an idea of what you're going to serve. So 10 minutes before, they serve it, they might talk about it like in the speaker thing. But it's really vague. Like, okay, you have a choice of vegetarian pasta and meat. But okay, but what comes with these dishes? We have no idea. And then it just comes and then Okay, I didn't know anything about it. Like, if I knew, at first what they would serve in detail, I would prepare my expectations of what's going to come. Okay, and they have these two options. I don't eat 30% of this meal and 50% of this meal so I'm going to go with this one. So I can prepare my choice without having to decide in the moment when they just walk by. And I think that would be already like a level up of experience, Just knowing because you can prepare yourself. And not just that would be okay, I know what's coming in. I can choose which parts are going to come with mine. But I'm not sure if like an economic flight would offer such service, may be that's too specific. But I think it creates complexity for them. Because each person will have like a different tray. At the same time it saves food maybe so maybe you have to balance like the costs and operation and the cost of saving, but who knows.

Researcher - Okay, so what is being served is more important for you then when it's being served?

Brazilian participant 1 - Yeah, I hardly ever feel bothered about when they serve it.

Researcher - But do you feel like you know, when they're serving it? or You don't know? And are you okay with not knowing?

Brazilian participant 1 - I feel like I have a general feeling on of when it's coming depending on the time of the flights. And okay, so I board the flight at 10pm. They probably are going to serve the meal as soon as we are in the high altitude enough so they can walk around. I don't mind not knowing when it's coming. I never think about it.

Researcher - Okay, great. That's it. Now I'm going to ask you some questions apart from this. Just three questions. When you know your meal is coming, you can see the trolley service has begun. But you're still waiting because they do it slowly. It's like you said, they're asking every seat. What do you want? Chicken or pasta? How do you feel about that Waiting, you know, until it gets to you? Does it bother you? Or you're okay with it?

Brazilian participant 1 - Yeah, I think it bothers me a little bit, but nothing too remarkable. I think it creates an expectation that okay, you see them coming. Okay, there, I'm going to I need to make a choice. And then I'm going to finally going to eat, but then it comes super slowly and then you have we have to keep checking " are they here, are they here, are they here." But it doesn't really bother me that much. Like if it went faster would be nice. But it wouldn't really impact that much the whole food experience. I think

Researcher - So the second question is, are there any factors that happen in the airport before you board the flight, or the reason for your destination? Or it would be good or bad? dreams? Or imagining that very irritating security lines? When you bring the sorting experiences that move into the flight with you? And does it affect your food and beverage service on flight?

Brazilian participant 1 - I don't think it impacts me that much. I think I may like board the plane, like really angry or annoyed or maybe, like anxious if I just arrived in a plane, it was about to leave. But since I usually do things like really calmly and like with a lot of planning in advance, I hardly ever get affected by what came before because it was very slowly and I'm taking my time. So I don't think it really impacts my experience.

Researcher - What about after for any reason that you're any reason for your destination while you're traveling? imagine something very bad. Would that sort of reason for destination affect your travel?

Brazilian participant 1 - Like I'm traveling for a bad reason? I don't think it would affect me that much.

Researcher - My last question is, if I said, I give you control of your food experience? What does it actually mean? How much do you expect it? How much you want it? What does it mean to you? If I said, your food and beverage experience is in your control? What does it mean?

Brazilian participant 1 - Okay, so first, I would say that I can know beforehand, which What are my options?

Researcher - How much beforehand?

Brazilian participant 1 - Ideally, I don't think it's reasonable. Like when I like as soon as possible with a better, like, in an ideal situation. I don't think it's realistic. Like when I buy my flight ticket, I could Okay, on this flight route, they usually serve this and that, but I think they changed it like, twice.

Researcher - I guess Actually, I'm not sure about that.

Brazilian participant 1 - Yeah, I have no idea. Then maybe on another checkpoint would be when I checked in for the flights, I probably already know what they're going to serve. So they could inform me. So that would be nice. And then the second point would be when I board the plane, and then I could find out about it either like, on those like pamphlets on the chair or on the entertainment system, because they also offer information about the flight, you could offer the menu or at least tell what's going to come. I would say like that's the baseline for a food experience. I mean, we check one show just because by knowing I can control my expectations of the food experience, then I would say I would really like to be able to choose what comes in terms of the specific elements that come into trade, nothing that went to change like the tray of the hot meal. But like, okay, they usually serve like the dinner with the hot meal and the bread and the salad and the dessert, then if I can know beforehand, what comes then I can say, Okay, "I don't want the salad because I usually don't eat salad and I don't want apple pie because I don't really like it." And then I can just not have it. I think that would be already nice. Like something extra would be okay, we have these options, and you can choose but maybe that's too complicated. Like, okay, we have like apple pie and ice cream for dessert. And "Okay, I'm going to choose the ice cream." Yeah, but maybe that's too much for economic class. But in dream terms, that will be something nice.

Researcher - It's an ideal experience, you would say.

Brazilian participant 1 - Yeah. Yeah. So that would be what, I would change about the meals themselves. I mean, like, when the flight attendants and bring stuff to me, but during the off times when like, we're just waiting for the plane to go. Like, during the flights. I would say if I could get stuff myself would be ideal. Like, if it's in the middle of the night, and I want to get like to grab like a coke.

Researcher - Yeah, yeah. So you wouldn't like to ask anybody?

Brazilian participant 1 - Yeah, like, I would say like the ideal experience with the experience in which I can do things myself without asking anyone. Like, ideally, I could go up and get it. Worst case scenario, maybe I can order from my seats. Yeah. And then they just bring it. Yeah, I feel less bad than actually have to call someone and then ask and then they have to bring it back. Yeah. So I would say these factors would create, like the ideal food experience for me in a economic flight.

Researcher - Okay. Okay. That's it. We're done. Thank you very much.

APPENDIX 5

Traced back from Chapter 5.4

Session plan

Activity	Duration	Process
Icebreaker	10 mins	The session starts with an icebreaker to bring the participants into a comfort zone. The icebreaker chosen was a word guessing game (taboo) on words most commonly used in an office setting.
Introduction	10 mins	Introduction into the project, research done so far and results gained to be given to the participants for them to understand what they will be further working on in the session.
Discussion	5 mins	This discussion to make sure everyone understood what had been explained in the introduction
Building a vision statement	15 mins	Brain dumping appropriate words on the board (5 minutes). Ask everyone to individually make a vision statement with the help of any number of words of their choice from the board. (3 minutes). Implementation of 1-2-4 method here. Then ask 2 participants each to get together and combine their statements to come up with one per pair. (3 minutes). Finally everyone combine their statements to make one (3 minutes)
Brain dumping ideas based on Vision statement	10 mins	Asking participants to brain dump ideas on boards based on vision statement.

Clustering Ideas	5 mins	Ask participants to cluster ideas based on similar directions or themes or to make stories out of them.
Dot selection	2 mins	Giving each 3 dots to choose the ideas.
Ideate	8 mins	Get in pairs again to choose a cluster and develop a design
Presentation	10 mins	Present final ideas to each other and discuss

Fig. 34 - Session plan

Results of the session:

Vision statement
Brain dumped words :-
Information displayed at your seat
Discuss options with your neighbours ------ icebreakers
Connected cabin ordering menu
Extension of your flight
Combine physical with digital experience
Waste reduction
Passenger experience
IFE based menu
Smartphone app
Crew energy app
Crew energy management
Informed as a part of the crew
Happy pax experience === happy crew (also the other way round)
Connected with crew on personal level
Handsfree trolley for beverages
More crew members
On board entertainment
Self service experience
Ability to choose, control = comfort
Digital organised service
Easy way to communicate, “laagdrempelig”
Different types of passengers
Donate food to the hungry
Sustainable journey, “minimize footprint”
Earn more air miles for participation

Combining vision statements :-

P1 - Giving passengers more opportunities or ease in connecting with the crew in order to also stay informed.

+

P2 - Create a better on board experience by giving the chance to FAs and passengers to contribute and choose for efficiency and charity.

=

(1) To make passengers feel like they are taking the load off the crew and working together on a common goal.

P3 - Before your flight :-
You can prepare (choose) what you want to eat from a meal proposal directly on your smartphone.
Check a time lap when you want to be served.
Make some remarks / complaints before boarding to avoid disturbing FAs
During flight :-
Check crew availability
Time before the meal will be served --- sleep well

+

P4 - Expectation management = feedback decisions :-
Boarding ----> handover order ---- prepared
---- menu hand out
b) data dump on FAs (orders)
c) feedback systems
d) delivery

=

(2) IFE / smartphone based communication and decision tool for setting expectations, making decisions and organizing this efficiently for the crew.

P5 - Passengers are a part of the system. By giving a bit of control to the pax, they feel better.

What - choice - less, more
When - timing - meet personal biorhythm
How - personalization
The tool should inform, enhance communication - reduce, personalise and customise
+
P6 - Control to pax, choice ; at least some, tool should inform, non-verbal communication, new channel, influence, accessible.
=
(3) A new channel of non-verbal communication for pax to passively express their specific needs and desires to cabin crew.

- Bonding + common goal
- Efficiency + expectation management
- Efficiency + Choice

(1) + (2) + (3)
Influence and information + easily accessible for passengers

Vision statement =
To create an efficient work environment for the crew and making influence easily accessible to the passengers through feedback systems.

Braindump ideas based on vision statement
Participants shot many ideas and clustered them

* - Number of times the ideas were chosen by participants in the dot voting system

Cluster (1) - Online crew
- link decisions to content management system
- feedback from crew pax
- Artificial influence algorithms predict pax needs **
- Interactive map of the cabin (timed alerts) *
- middle of cabin becomes least ideal
- visual communication to pax/crew - smart glasses *
- connecting data for FAs
- Interactive LOPA accessible is galley or from trolley / smart glasses / watch *

Cluster (2) - Offline crew
- design equipment and service for flexibility **
- Roomba order trolley - pick up
- Invite pax to walk to the galley
- cabin crew do not want to be treated like waiters
- Biorhythm tool - help passengers to reduce jet lag while travelling through time zones

Cluster (3) - Online passengers
- Online preparation in advance
- Influence on flight starting at home
- IFE / smartphone ---------- crew interface ***
- PSU integration
- Use the IFE directly *
- Mcdonalds IFE
- Digital tray assembly
- Scroll and select on smartphone (IFE like Thuijsbezorgd) *

Cluster 4 - Offline passengers
- Ticket tear off
- People without the ‘app’ can’t download it once in the air ----- IFE version
- Dumb version - Meal tickets handout
- New boarding experience - menu handout *

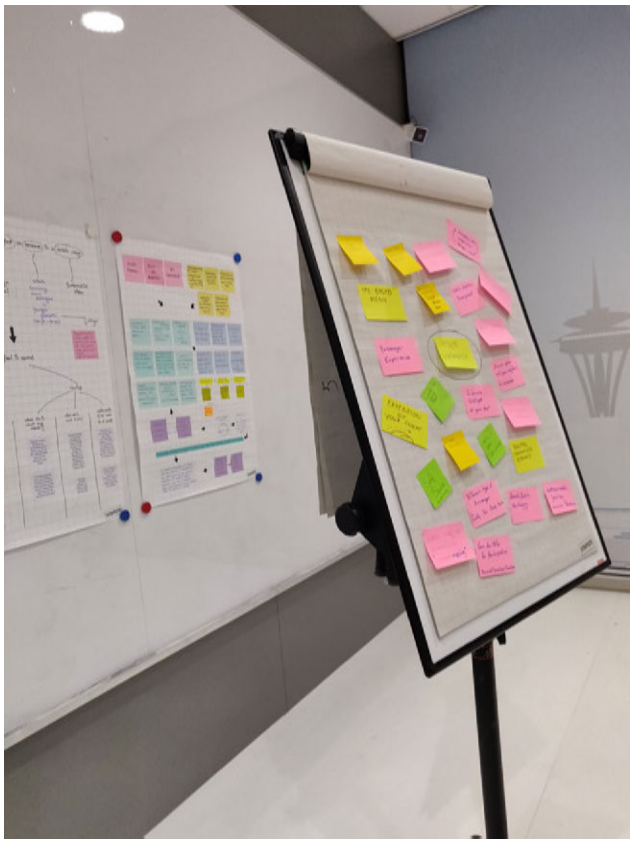


Fig. 35 - Session image 1

Fig. 36 - Session image 2

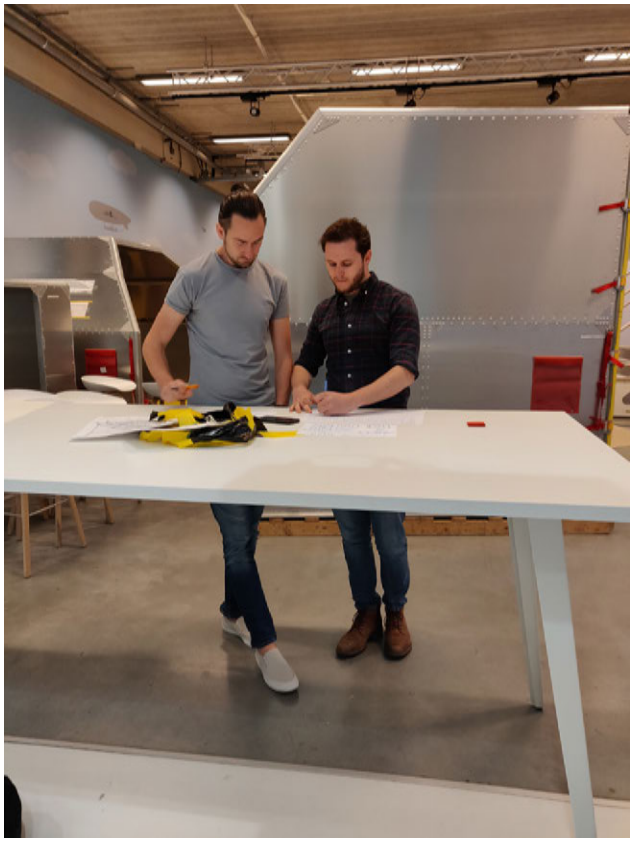


Fig. 37 - Session image 3

Fig. 38 - Session image 4

APPENDIX 6

Traced back from chapter 6.3

About User centered services and providing control to users

The literature research on giving control in user experience was studied before starting ideation as it helped in bringing a balnce in control in the final design.
Some important factors that usually get lost while designing for users are listed below that will be incorporated in this project.
1. ***The success of a product depends on more than utility and usability alone. Products which are usable, useful, findable, accessible, credible, valuable and desirable are much more likely to succeed in the marketplace.*** (The Interaction Design Foundation, 2019)

2. ***Any interface should reflect a balance between avoiding cognitive overload and clutter by providing too many controls, while enabling users to enjoy a pleasant experience by giving them control.*** (Kintscher, 2015)

3. ***The need for control - The human need for control can be traced back to our earliest roots. In psychologist Abraham Maslow's well known hierarchy of needs, he identifies our most basic needs as the physiological ones: health, food, and sleep. All of these require a significant amount of control.*** (Mesibov, 2015)

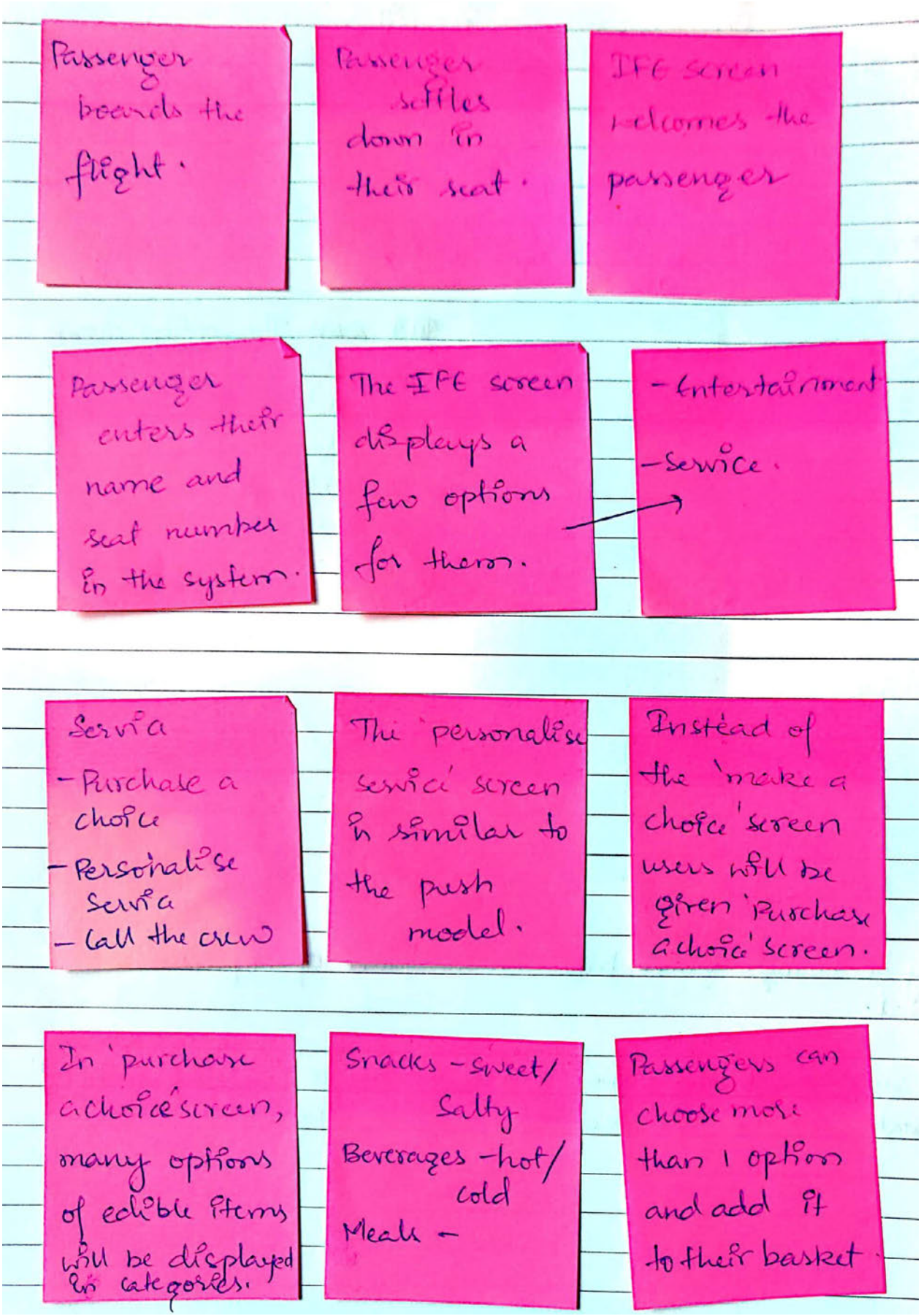
This sense of control is very closely linked to what psychologists call an "internal locus of control," or the belief that our actions have the power to impact and change a given situation. UX designers try to produce products or services that give good experiences to users while using them. This means that they have to empower users by giving them some tools to find control.
From Kintscher's perspective, the perception of control is more important than the user's actual ability to control. (Kintscher, 2015)

4. ***Users love control. Even in an automated world, our user wants to control the machine. To know that it is under their bidding, and to know it is serving their needs.*** (Mcgough, 2014)

5. When users are faced with all possible information and infinite options, decision paralysis sets in, and they find themselves unable to make a decision or focus on the task at hand.

6. ***Needs that lead to a sense of control are:*** (Siegel, 2008)
A sense of certainty
Completion of outstanding things so that we don't have to worry about them
Understanding of how things work
Being able to predict what will happen

Basic ideas
Traced back from chapter 6.4



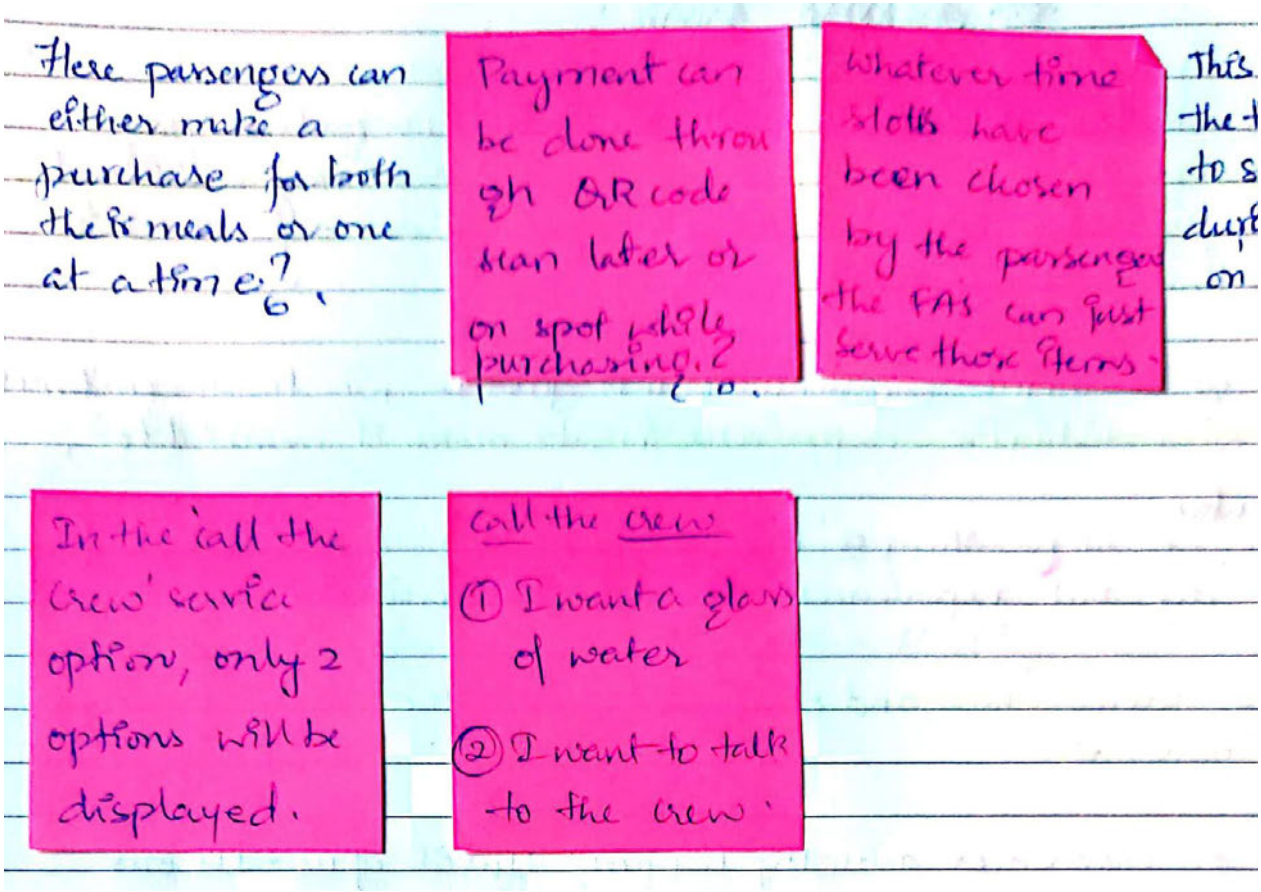


Fig. 39 - Basic idea for BOB service

Passenger boards the flight.

Passenger settles down in the seat.

IFE screen welcomes the passenger.

Passenger puts their name and seat numbers

(Passengers may change seats after boarding with mutual agreement. FA's will recognise choices with seatnos).

IFE screen presents them with a few options to choose from.

- Entertainment
- Service

Service
- Personalize the service
- make a choice
- Call the crew.

personalize screen will let passengers decide when they want to eat.

They will provide 3 time slots for passengers to choose when their 2 meals can be served.

The passengers can place the dedicated color blocks provided in diff hours.

(This is like a tool for them to plan their time on board).

In the 'make a choice' screen the passenger is presented with 2 options/3 of food choices.

These options will be displayed with a full description of meal and what comes in the tray.

Here passengers can either make a mental choice or digital choice? Can they also decide what can be in the tray/not?

In the 'call the crew' service screen the passengers will be provided with 4 options.

① I want water
② I want a snack.
③ I want a beverage.
④ I want to talk to the crew

The option chos on the screen will notify the FA and they can serve t passenger much faster th usual. This will also ensure passengers asking for wat without any hesitation.

The IFE screen can go back to media-

Once chosen very minute adjustments can be made.

- May be timings given based on the place of departure or arrival.

- Once some meals have been served or hours have passed, the status can be updated as 'done' or 'passed'.

Fig. 40 - Basic idea for Ondemand service

Pros and cons of giving choice and information to passengers through different mediums
Traced back from chapter 6.5

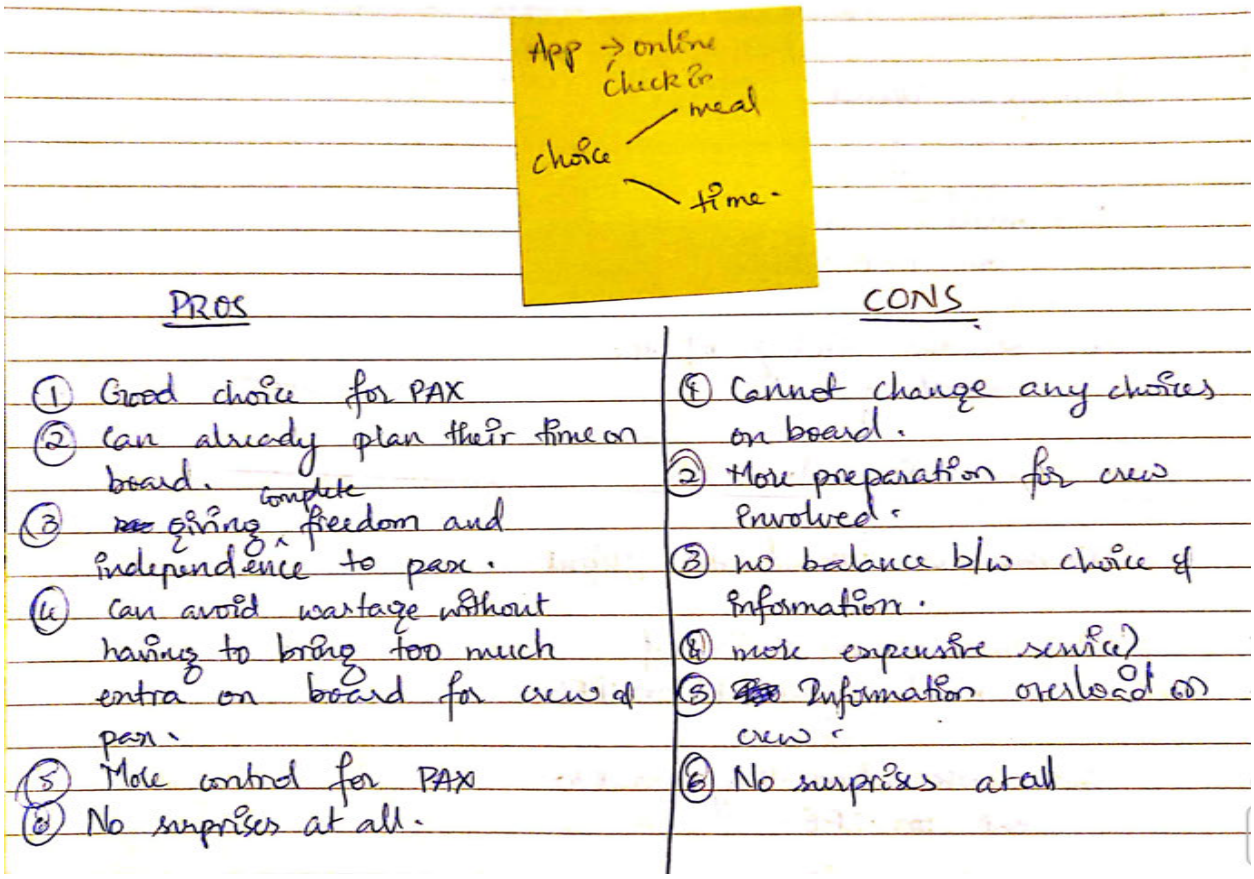


Fig. 41

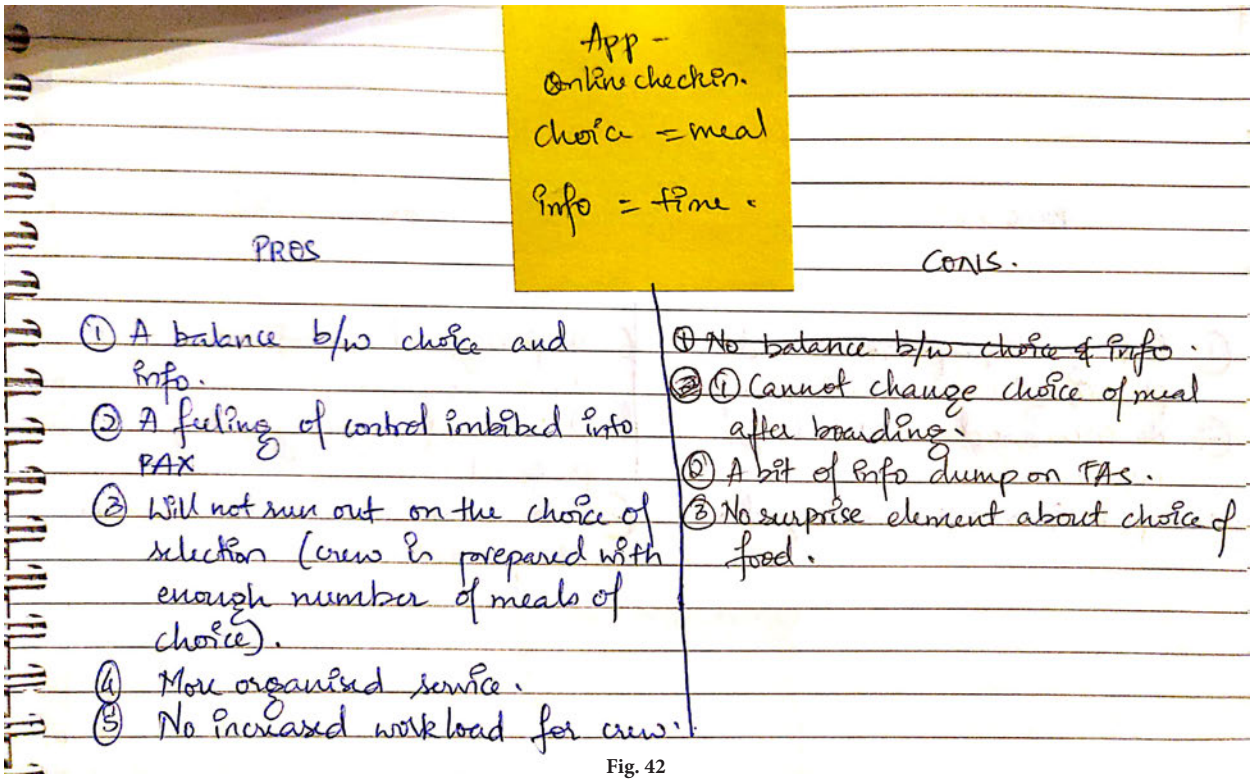


Fig. 42

App
online checkin
Info = meal
choice = time slot.

PROS

1. Balance b/w choice of meal
2. Feeling of control for PAX.
3. No one will miss their meals.
4. Involving PAX in imp decision movements.

CONS

1. A bit more increased workload for crew.
2. More movement in Aisle.
3. Cannot change the choice of time slot after boarding.
4. This choice can be uncertain as it's made hours before journey.

Fig. 43

App
online checkin
Info — meal / time

PROS

1. Feeling of preparation and planning is imbibed through.
2. No increased workload for crew.
3. Expectations better managed.

CONS.

1. No feeling of control over choice for pax.
2. A chance of running out of preffered meal.
3. Pax can't do activities whenever they want.

Fig. 44

IFE based interactions
Info — choice of food / time served.

PROS

1. Can atleast prepare and plan their time on board as soon as they board.
2. A minor feeling of control.
3. No increased workload for crew.
4. Expectations better managed.

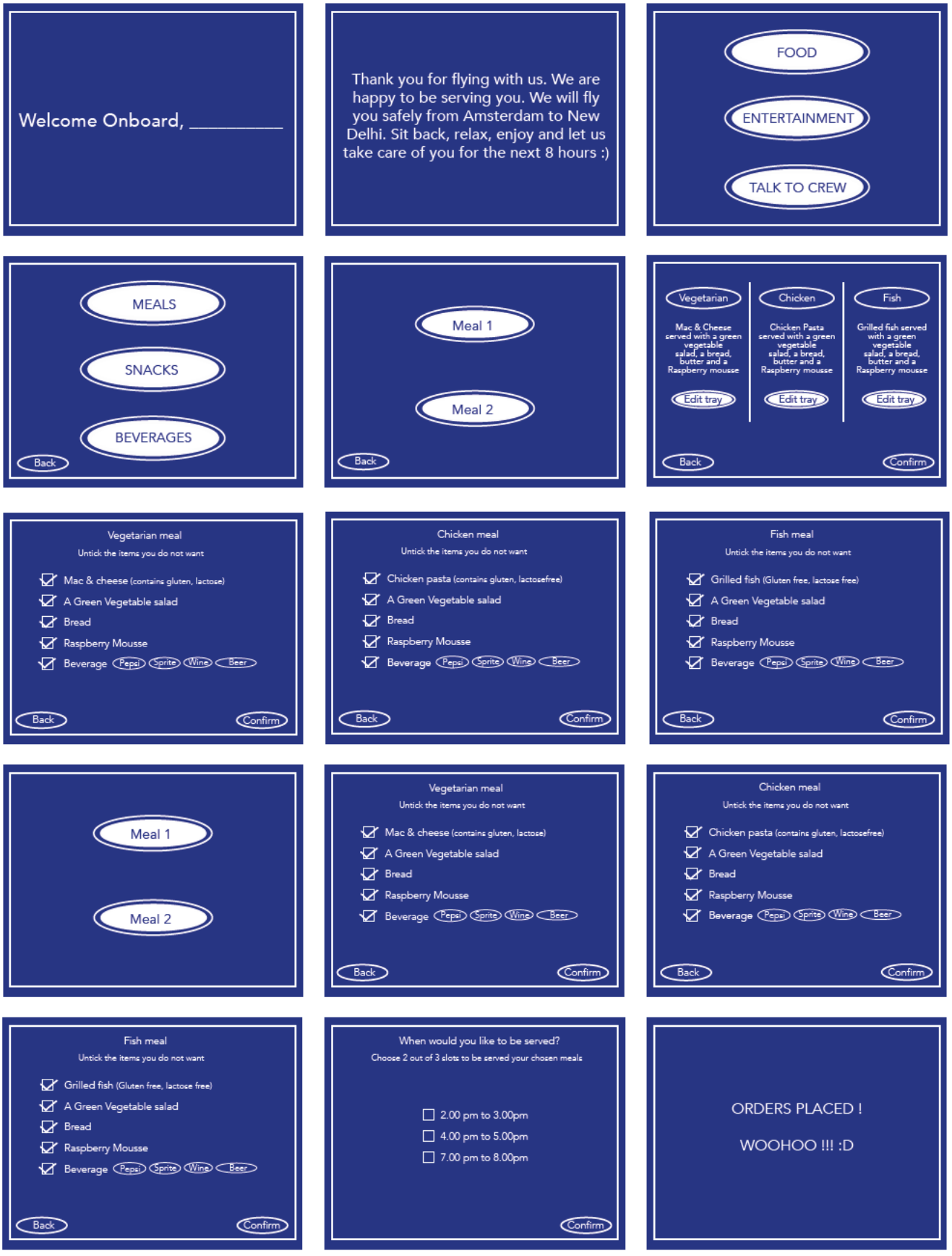
CONS.

1. Cannot fully prepare if PAX wants to carry some food onboard.
2. Not a complete feeling of control

Fig. 45

Concept 1

Traced back from Chapter 6.6



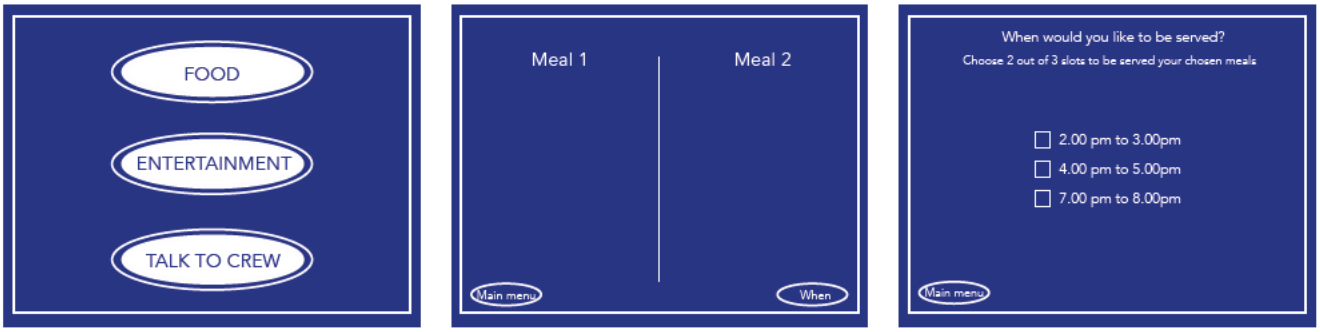


Fig. 46

Concept 2

Traced back from Chapter 6.7

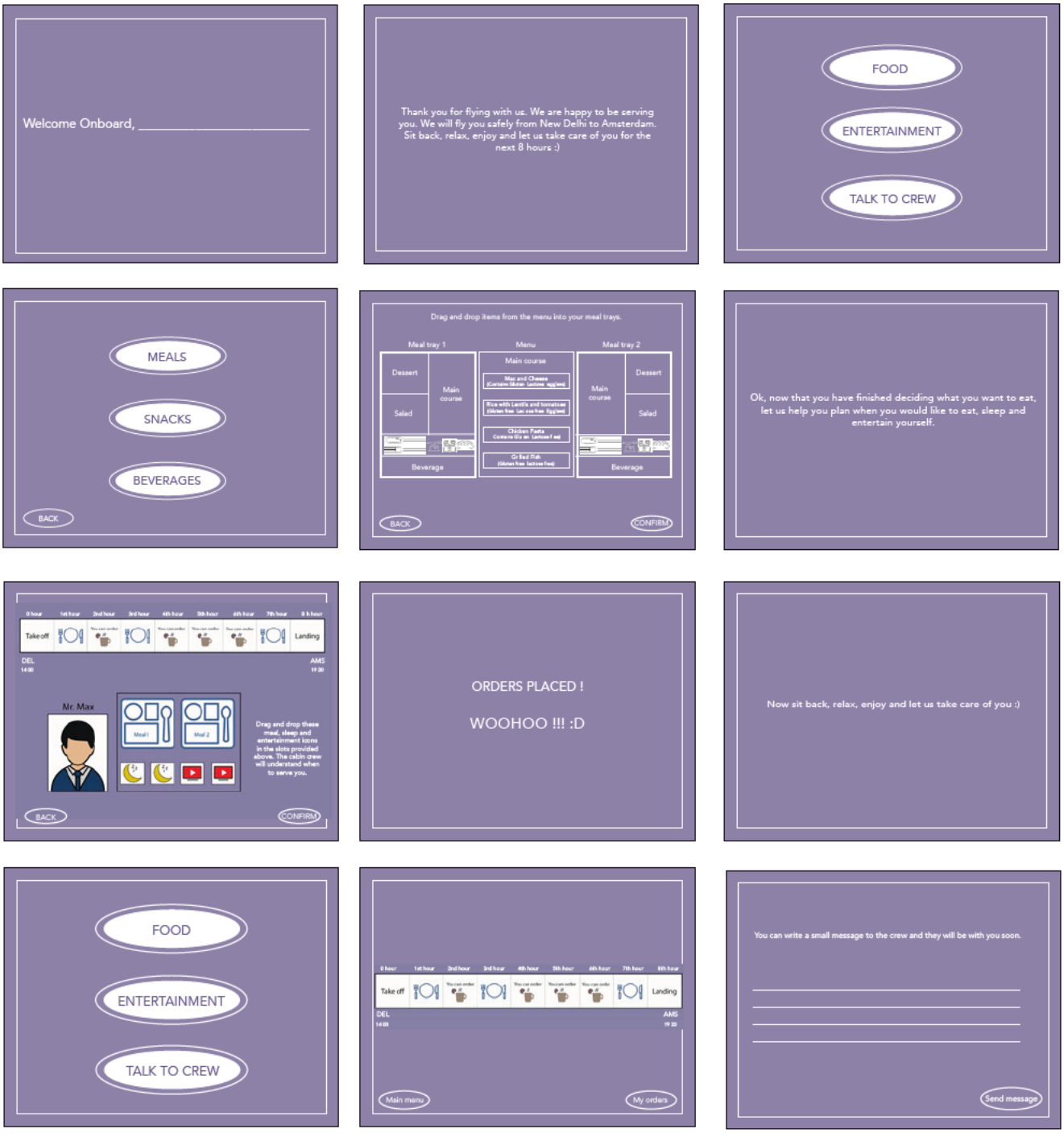


Fig. 47

APPENDIX 7

The method of the 1st test, the tasks for the participants, the question and interview

Traced back from chapter 7.2

Materials required for the test
- The four printed out prototype interfaces of IFE
- Prototype of IFE, made from cardboard
- A facilitator's script
- A laptop with the online questionnaire
- A feedback form
- A video/ image camera
- Audio recorder
- Consent form

Method of the test
1) Welcoming participants and making them sign the consent form
2) Giving them an introduction of the test and the context - only explaining the brief of the project
3) Testing out each concept, after each concept they were asked to fill the online questionnaire.
4) After all the four concepts had been tested, a feedback form had been given to fill up

Tasks for participants -
Participants were asked to imagine themselves to be tourists, travelling to India from Amsterdam for the first time for concept 1 & 3 and travelling back from there for concept 2. For concept 4, the participants are supposed to be travelling from Iceland to Denver, Colorado. They were just asked to decide and order meals for themselves like they would if they had to in a real life experience.

Questionnaire & Interview
The questionnaire consisted of a few likert scale questions as mentioned in the objectives.
The feedback form consisted of 3 divisions for the participants to fill in.
'I like …' - This is to gain some positive feedback (used in general for all the concepts)
'I wish …' - This is to gain some constructive criticism, what they could change in the concepts (Used in general for all the concepts)
'What if …' - This is to receive new ideas from the participants (Used in general for all the concepts)
This feedback form can also be found in the appendix

Fig. 48

Fig. 49

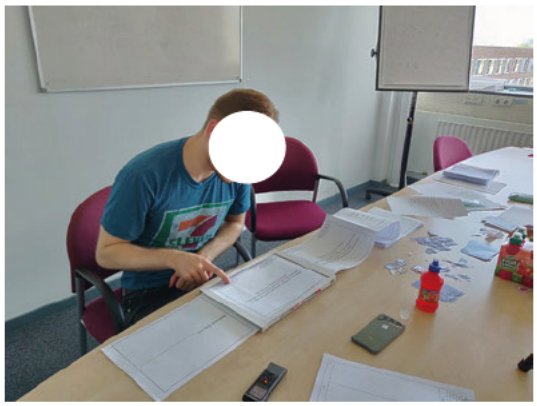


Fig. 50

Fig. 51

Photos of test 2

Fig. 52

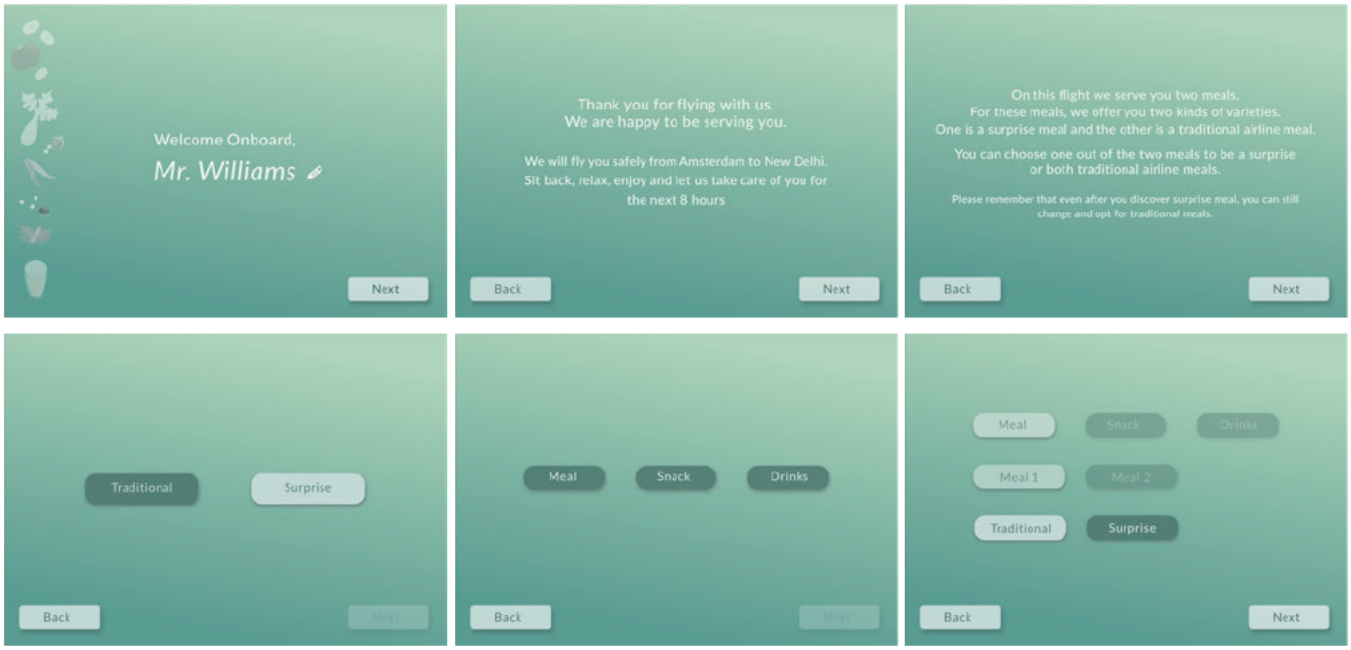
Fig. 53

Fig. 54

APPENDIX 8

Final concept's design

Traced back from chapter 8.2



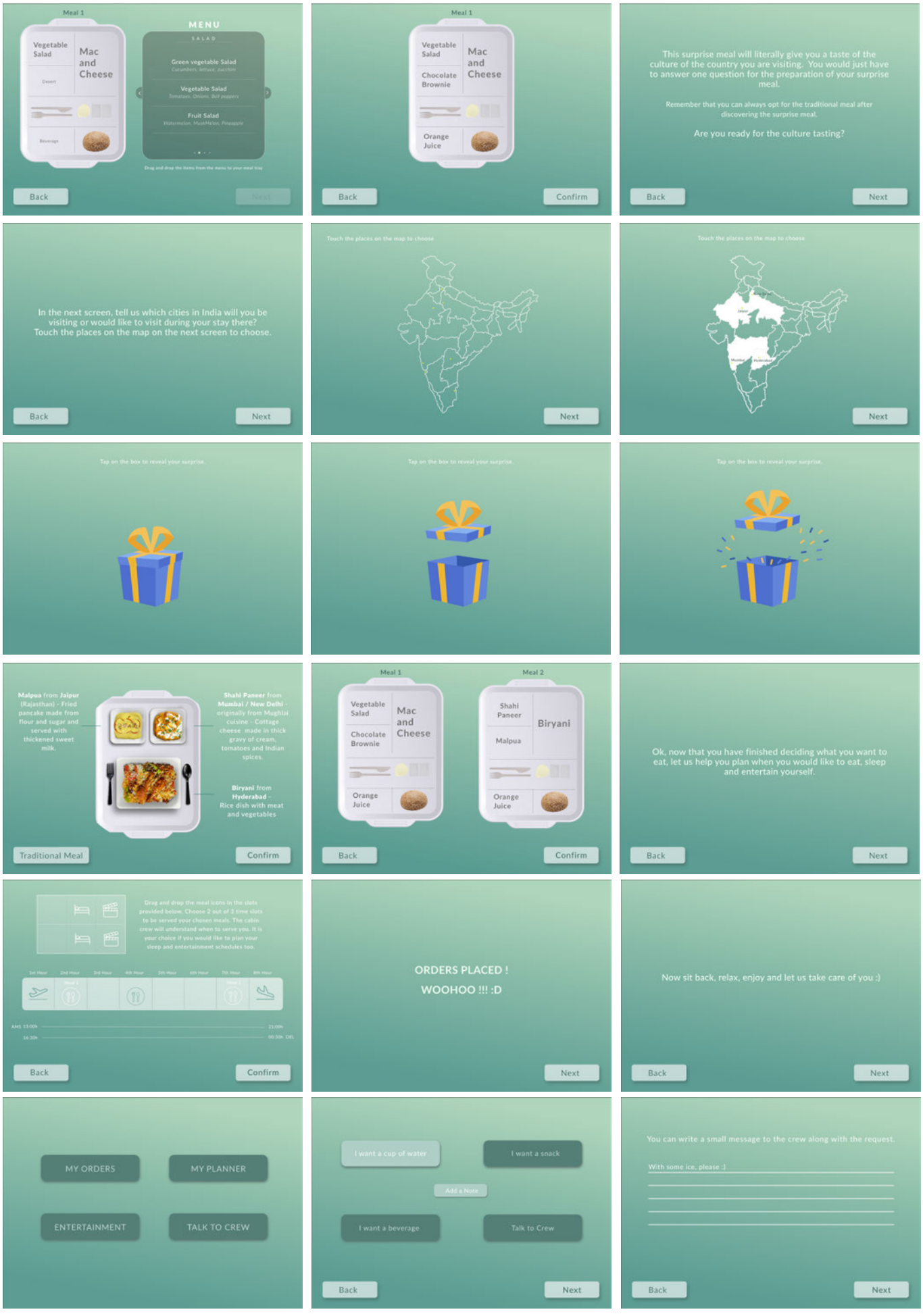


Fig. 56 - Final design's prototype screens

Final evaluation partiicpants' feedback forms

Traced back from chapter 8.3

Nationality German Age 23

1) Describe your overall experience?

I felt nice about many choices. I enjoy doing it over digital interface than talking to someone.

2) How did you feel while interacting and using the service?

Confident Happy Relaxed Nervous Certain Neutral Confused Uncertain

as there was nothing I could do wrong.

so many interface that there is no surprise but also not negative.

state of interface

3) How did you feel knowing that you got some choice and information on what you will eat and when?

Confident Happy Relaxed Nervous Certain Neutral Confused Uncertain

slight

'when' could be displayed earlier. → lot of text,

4) What do you think about the surprise meal?

Really liked it, nice to know what it is.

5) Was the application clear to you?

More images for Airline traditional meal tray.

6) How do you feel about contacting the crew for your needs now?

Illustration also insted of just text. Felt confident as no awkwardness in waving at someone to come to me for my needs.

Fig. 57 - German participant's final evaluation form

Nationality Spanish Age 25

1) Describe your overall experience?

It was nice to be able to choose your meal in such a detailed way. Maybe a bit less text.

2) How did you feel while interacting and using the service?

Confident Happy Relaxed Nervous Certain Neutral Confused Uncertain

I felt positive emotions because I liked that I was being considered (when asking me to choose my own food. Also the tone of voice and animations helped

3) How did you feel knowing that you got some choice and information on what you will eat and when?

Confident Happy Relaxed Nervous Certain Neutral Confused Uncertain

It allows me to enjoy the trip in a more relaxed way

4) What do you think about the surprise meal?

I think is a great opportunity for tourists to get to start knowing the culture and also is personalized

5) Was the application clear to you?

Add pictures for traditional airline meal in the tray. Use for allergy info. Use fonts in hierarchy for surprise meal descriptions.

6) How do you feel about contacting the crew for your needs now?

I think is much more straightforward and efficient.

Fig. 58 - Spanish participant's final evaluation form

Nationality Columbian Age 29.

1) Describe your overall experience?

I have the control of my decisions, I am not being stressed by them. You are not able to freely choose when they offer verbally. Feels more personal.

2) How did you feel while interacting and using the service?

Confident Happy Relaxed Nervous Certain Neutral Confused Uncertain

because of interface, I can't make wrong decisions as it's visual. Crew is just verbal, so you are not sure.

3) How did you feel knowing that you got some choice and information on what you will eat and when?

Confident Happy Relaxed Nervous Certain Neutral Confused Uncertain

I am always concerned that if I fall asleep, I will miss the meal.

4) What do you think about the surprise meal?

Like the taste of the dishes, I like it as a first intro of the country. I would try it.

5) Was the application clear to you?

Yes, the first paragraph was long. Highlight text. Visuals text too. I like the timeline as we the whole journey to plan.

6) How do you feel about contacting the crew for your needs now?

It's easier, Reducing one step for them.

Fig. 58 - Columbian participant's final evaluation form

Nationality Dutch Age 26

1) Describe your overall experience?

I really liked that I could plan my meal/sleep time.
I enjoyed the "surprise" effect of the meal.

2) How did you feel while interacting and using the service?

(Confident) (Happy) (Relaxed) Nervous Certain Neutral Confused Uncertain

~~Excited~~ The "planning" feature made me feel more confident because I didn't have to worry about being bothered by the steward(ess)

3) How did you feel knowing that you got some choice and information on what you will eat and when?

Confident (Happy) (Relaxed) Nervous (Certain) Neutral Confused Uncertain

4) What do you think about the surprise meal?

A nice extra feature, nice that you can prepare for your visit in the different cities

5) Was the application clear to you?

Drag + drop was not clear immediately

6) How do you feel about contacting the crew for your needs now?

It gives you more certainty that you can get your message across.

Fig. 58 - Dutch participant's final evaluation form

Nationality Brazilian Age 30

1) Describe your overall experience?

Felt in control of the meals on plane as I could see what the options were. The fact that I could opt out of surprise, made me feel good. Also overwhelmed at the info.

2) How did you feel while interacting and using the service?

Confident Happy (Relaxed) Nervous Certain Neutral (Confused) Uncertain

If this was a real experience, if I could the options, I am relaxed. I am always anxious about what they serve as I am picky. Confused as there was a lot of text even for descriptions, choices that aren't so hard felt more hard now.

3) How did you feel knowing that you got some choice and information on what you will eat and when?

(Confident) Happy (Relaxed) Nervous Certain Neutral Confused Uncertain

The idea of having choice & info relaxes me and gives me confidence.

4) What do you think about the surprise meal?

Enjoyed the offer but I felt a bit overwhelmed with the buildup. Felt like too many warnings to be able to opt out

5) Was the application clear to you?

Drag and drop I did not know. More confirmation of what I did.

6) How do you feel about contacting the crew for your needs now?

Feels confident, feels like there is an open channel of communication.

Fig. 58 - Brazilian participant's final evaluation form