Enhancing Mobility around Schiphol Airport for International Passengers

Introduction

This project is aiming to create a care-free and seamless transport journey from/to Schiphol Airport from the perspective of first-time Asian passenger. It investigates the background, users, interaction and contexts about the topic, and develops concept based on the key findings from research.

The final concept is a WeChat Mini Program, named Schiphol Transport. It enables users to plan their trips, manage their trip, buy tickets, manage the tickets and get the information they need.

Key findings in the research

- -Criteria for transport choosing of most people: convenient and costeffective.
- -People prefer 'true experience' (from friends or people online) because they are easy to understand, detailed and reliable.
- -Sometimes it's hard for travellers to 'calculate': which hotel is closer to the city centre? which is more cost-effective, single ticket or OV-chipkaart?
- -The information collected before might lack in details, which might be crucial in the real situation.
- Making travel plan is not a linear process, but more like
- -There are many difference between Chinese public transport and Dutch public transport, especially about how to use it, which make people make mistakes of feel confused.
- -The transport system should make people do right, and make people feel they are doing right.

Storyboards

1 Planning before leaving



accommodation

Input your travel schedule and personal needs, get recommendation on transport modalities



the tickets to choose



recommendations on Get the customised trip pass (rather than a ticket)



Book the transport&ticket; Fluently get on the vehicle

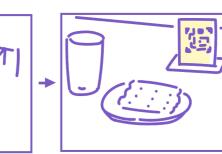
2 Planning after arrival



Arrive at Schiphol Airport, tired



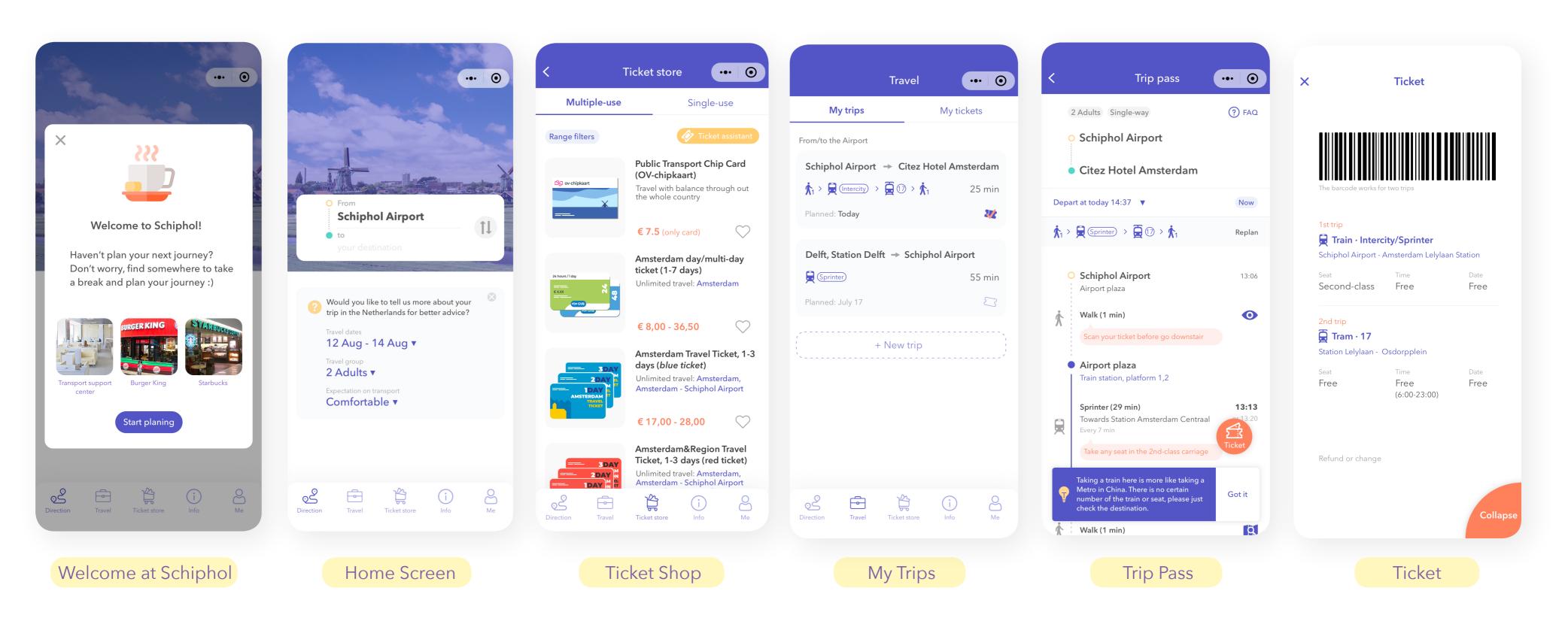
Pass by the rest area Or Pass by a restuarant where people can plan their next trip



Sit down, enjoy some good food, scan the QR code to open the Mini Program

Start planning in a relaxed mood

Final Concept



Mingyu Liu Enhancing Mobility around Schiphol for International Passengers 22/08/2019 MSc Design for Interaction

Committee

Dr. ir. S. Hiemstra-van Mastrigt

Ir. I.A. Ruiter

Schiphol Airport Company

