

Enhancing Mobility around Schiphol Airport for International Passengers

Introduction

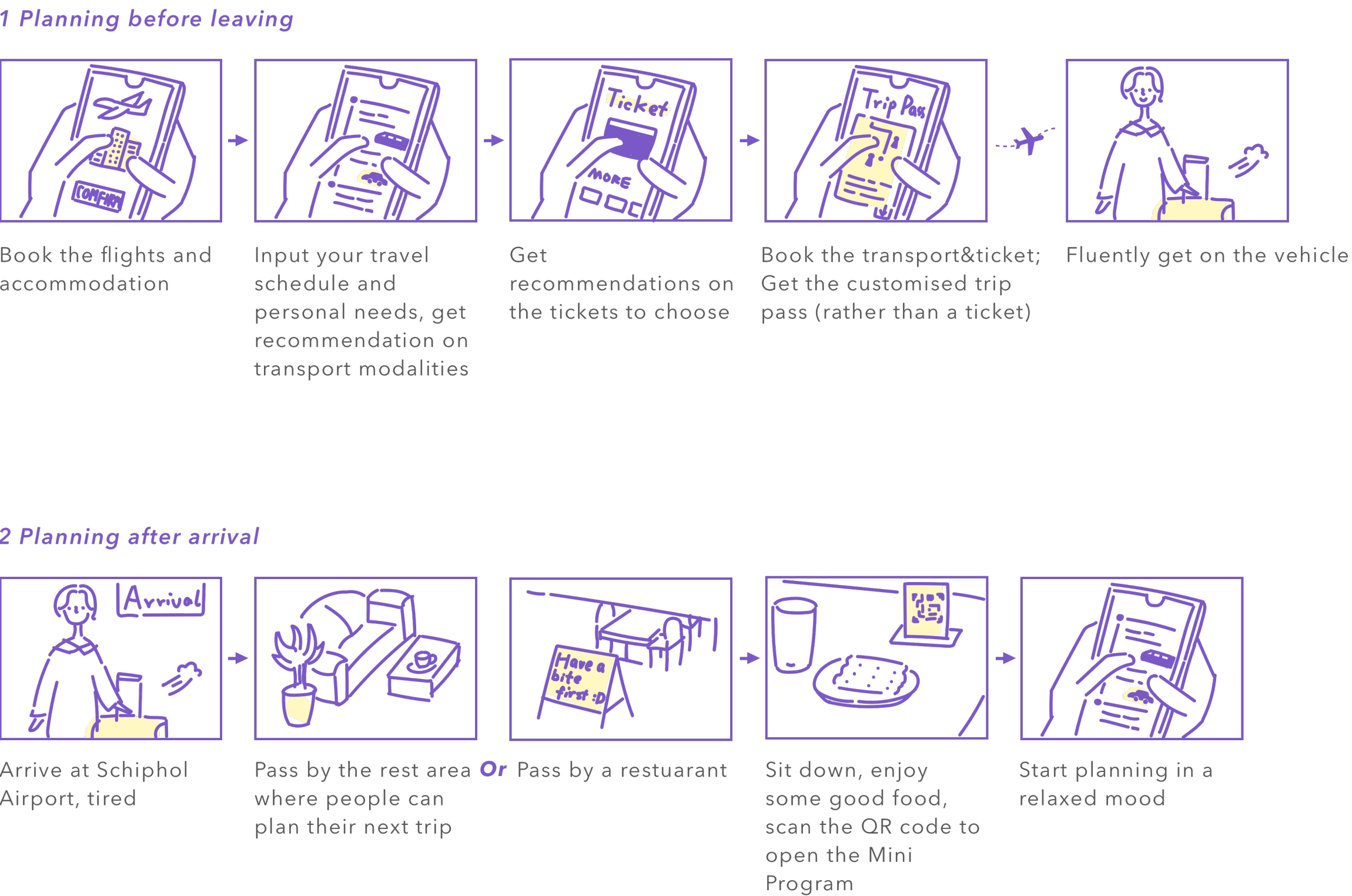
This project is aiming to create a care-free and seamless transport journey from/to Schiphol Airport from the perspective of first-time Asian passenger. It investigates the background, users, interaction and contexts about the topic, and develops concept based on the key findings from research.

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.

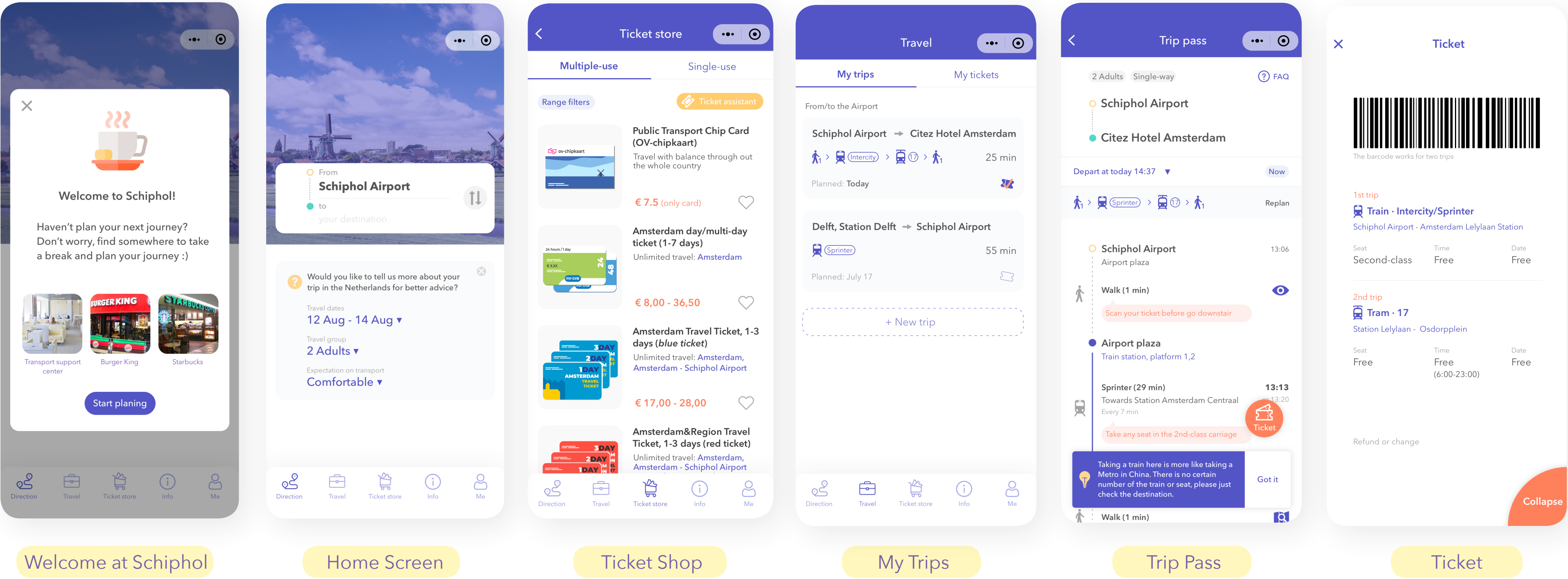
Key findings in the research

- 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



Final Concept



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