

A passenger vision for the future of the electric aviation 9-seater services: a case study on the Førde - Bergen route in Norway

This graduation project was conducted in collaboration with Embraer-X, the strategy department of Embraer, the world's third-largest aircraft manufacturer (OEM). It explores who the passengers are in the 9-seater electric aviation market and what kind of services airlines should offer to meet the passenger needs. The Førde-Bergen route in Norway is used as a case study to understand the door-to-door travel experience and support service development for this emerging market.



The exterior of a 9-seater aircraft.



The interior of the 9-seater aircraft.

Case Study: Førde-Bergen

The 9-seater electric aircraft, designed for trips up to 400 km, offers a low-emission and time-efficient alternative where public transport is limited and geography creates barriers. The Førde-Bergen route in West Norway was chosen as a case study, where current options take 3-7.5 hours. A direct 9-seater flight could cut this to 30 minutes. Over two weeks, passenger needs were explored through in-depth interviews, on-street interviews, and auto-ethnographic research.



Persona development

From the field research, 20 passenger needs were identified, forming the basis for the Time-Savvy Business Traveler persona, the most relevant early user group for the 9-seater. This persona reflects ten key needs: time efficiency, reliability, flexibility, productivity, overview, convenience, seamless transitions, financial freedom, lowering emissions, and work-life balance. These needs were translated into design criteria, guiding the development of service touchpoints in the next phase.



Service touchpoints

Based on co-creation workshops, passenger selection sessions, and stakeholder feedback, 15 eShuttle service touchpoints were developed, divided into digital and physical touchpoints. These were refined from an initial set of 37 ideas and are directly linked to the five most important needs of the Time-Savvy persona: time efficiency, reliability, overview, productivity, and flexibility.



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