

APPENDIX

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A. THE GENERATIVE SESSION RESULTS

Dimensions		situation	what they intend to do and what they are looking for	What behavior should AF/KL shows in order to satisfy this particular types of customer	Evaluation (possible effective scenarios)
Openness to experience					
High Openness to experience		searching on website	inspiration for new destinations	not just show journey searched for, but related ones	
	Low Openness to experience	When lost luggage/delay	-Information on location and time	Proactive communication about the delay	
			Certainty about when it is going to be returned	track and trace information about luggage	
			Clarity about what to do next	appointment for delivery	
				provide immediate need of customer(website where customer can order what he needs and is delivered immediately)	
High Openness to experience		at the airport, waiting for flight	new information, gadgets, activities	offer experiences	
High Openness to experience		In the whole journey	open to new surprise	give surprise meal, boarding pass, etc.	
High Openness to experience		In the airplane	Inspiration for options to do at destination	Offer more magazine/inflight info for options at destination	
Neuroticism					
High neuroticism		long queue	stress out massively	Recognize people in the queue who are stressed and ask if you need help	
High neuroticism		Last-minute changes	need to know what to do	Help as much as possible, proactive	
High neuroticism		Late at boarding	nerves, need help	Speed up boarding process to help person to make it on time	
				offer reassurance	
High neuroticism		unexpected situations (disruptions)	prevent, unpleasant, express discontent	Reassure	
				Give road for expressing emotions	
				proactive infor/Help("Now" Button)	
				Relaxing enviroment (green/music/fluffy yoga)	
Extraversion					
	Low extraversion	at the airport & in the aircraft	activity to do by themselves (e.g. puzzles, books, documentaries)	offer these activities, promote them specifically for these passengers	
	Low extraversion	in the airplane	no chatting with other passenger	put introvert people together in same section of the aircraft	
	Low extraversion	at the airport & in the aircraft	not comfortable in contact with real person	Add the options for self-service	
	Low extraversion	in the airplane	being left alone, no chatting	ordering food via inflight system	
High extraversion		waiting	interact with people	"Meat and seat" everywhere	
			opportunity to start conversation with other passenger or staff	speakers corner	
				silent areas	
				chat options(proactive proposal)	
Agreeableness					
High agreeableness		disruption	help others	provide stuff to help others. (symbolic card to communicate)	
			avoid conflict	ask them for reseating issues	
				reward them for helping	
	Low agreeableness	In a delay	focussed on themselves and argue with crew	Be friendly & compassionate	
High agreeableness		inflight	avoid conflict	People to approach them when there is need to reseat to sit together groups.	
			be rewarded for helping	Offer rewards for helping others	

	Low agreeableness	overbooked	not willing to be overbooked	choose other people first		
Consciousness						
High consciousness		At the airport, in the aircraft	Know the most accurate information, the delay	communicate the changes in the schedule due to delays and luggage asap		
High consciousness		before flying after booking	know what food+entertainment to expect	offer this on website/app		
High consciousness		At home	Preparing their trip properly	provide a checklist at the booking and pre-travel mail. Reveal to destination and...(can not read)		
	Low consciousness	Flight preparation	Flexibility, reduce wait, surprise, spontaneity	Different rebooking proposal (options for flight, stay, know more the local place)		
				offer special last minute service at the airport.(think of : vacations, proper clothing for destination)		
				Personalize specific info about location just in time(not in advance)		
High consciousness		During traveling	having an overview of all relevant documentation/information	make it possible to organise documents in app		
				see expected walking distance at the airport		
				give more detailed information on for example the boarding pass.		
	Low consciousness	Packing/preparing travel to airport	options/looking for spontaneous surprise	surprise lace around luggage		
				propose other possibilities to flexible people		
				have higher risk of missing a flight	where to go when missed flight	
				reminder for special circumstances in travel to airport		
High consciousness		in the airport	knowing how long queuing will be	Show individuals for how long it will take		
combinations						
high neuroticism	low openness to experience	In the whole journey	really dislike uncertain and change	Automatically offer some meal and seat as previous flight during booking		
high consciousness						
high extraversion						
high openness to experience		In the flight/in the airport	Open to talk/meet new people	link people who travel to the same destination		
Low extraversion	high neuroticism	In the whole journey	Difficult combination of looking for information +security, but not motivated to approach people	make information available low-key: eg.via app/website/screens		
high neuroticism						
Low openness to experience						
Low extraversion	high openness to experience	search +booking	wants to look for new experiences, but not by having conversations, but looking up +analyzing possibilities	offer info on stay+activities on website, app on inflight system		
high openness to experience					give low key surprise	
high extraversion	high openness to experience	searching	look for something new & connect with others	in booking phase show destinations they have not been provide connectivity to discuss with others		
high openness to experience						

B. CONCERNS & INTERESTS STUDY

Concerns & Interests of a person who has certain personality in Big Five (from literature)

The concerns study mainly based on the original description of the Big Five given by Goldberg in 1990, and IPIP-BFFM(IPIP-Big Five Factor Markers), which is a widely used instrument that use typical behavior to identify Big Five. Both the original description and the questions in the instrument do not contain a context. However, personality is defined as consistent responses. We can assume that this trait description and typical behavior should be able to reflect concerns in the other contexts, for instance, aviation context. Furthermore, other Big Five based research which investigating the possible correlation between performance in a particular context and a trait in Big Five also being used for references, for instance, how people score high in a trait deal with interpersonal communication. That is how the concerns in the aviation context being formulated.

High extraversion

- Interactionist theories (Buss, 1987; Snyder & Ickes, 1985; Swann, 1987) suggest that individuals select and create their social environments (e.g., friendships, social activities) to match and reinforce their dispositions, preferences, attitudes, and self-views; extraverts choose friends, colleagues, and relationship partners who enable them to express their extraverted nature.
- Extraverts enjoy interacting with people, and are often perceived as full of energy. They tend to be enthusiastic, action-oriented individuals. They possess high group visibility, like to talk, and assert themselves.(Canadian Research & Development Center of Sciences and Cultures, 2012)
- People high in extroversion talk to a lot of different people at parties.(IPIP home)
- People high in extroversion don't mind being the center of attention.(IPIP home)
- Outgoing and creative personalities have a difficult time doing bland tasks whether they are verbally or nonverbally communicated(e-how, Effective Communication With Different Personality Types).
- Most of extravert people self-identify as "dog people".(Gosling S D, Sandy C J, Potter J. 2010)
- People high in extroversion want to influence and create impact with others.(Preston Ni, M.S.B.A., 2014)
- Stress how their ideas and efforts have made a positive influence on individuals and/or groups can positively contribute to their well-being. Compliment them publicly. (Preston Ni, M.S.B.A., 2014)
- People high in extroversion enjoy being in a spotlight. (Preston Ni, M.S.B.A., 2014)

Low extraversion

- Individuals who scored low on extraversion tend to be quiet and private, and may feel too timid to engage in a problem-solving conversation with people. One study using the MBTI with undergraduate students found a significant negative correlation between extraversion and the avoiding style of handling conflict (Kilmann & Thomas, 1975).
- Introverts are reserved, highly deliberate, and enjoy spending time alone.(Goldberg, 1990)
- The study of Stritzke et al. (2009) who found a lower expression of shyness online.
- People low in extraversion tend to be quiet around strangers and have less intention of talking in large group(IPIP home)

High conscientiousness

- Goldberg(1990) indicates conscientious individuals are organized, show self discipline and behave dutifully.
- High scores on conscientiousness indicate a preference for planned rather than spontaneous behavior. (Costa, P. T., ; McCrae, R. R.,1992).
- Conscientious individuals want to be right. (Preston Ni, M.S.B.A., 2014)
- Conscientiousness implies a desire to do a task well.(Goldberg, 1990)
- People high in conscientiousness deal with problems and confrontations head-on. (Preston Ni, M.S.B.A., 2014)
- Expect others to produce at their level. Dislike when people not following though, inconsistent, unreliable. (Preston Ni, M.S.B.A., 2014)
- They want to be in control. Even when they're not completely in control, it's important for them to feel that they have some control. (Preston Ni, M.S.B.A., 2014)
- A high conscientiousness person can be seen as a task-oriented person. A task-oriented person will want to know the point, what he or she has to do and how to do it. Do not over explain or give too much detail to this person, as you can confuse and overwhelm him with too much information. Give a task-oriented person a sheet of paper that he read over or refer back to as he goes through instructions, for example. This nonverbal communication will enable him to follow pointed steps at his own pace. As information is needed, it is given. Keep your verbal explanation short but provide a detailed explanation through a nonverbal medium.(e-how, Effective Communication With Different Personality Types).
- Individuals scoring high on conscientiousness tended to be achievement-oriented, self-motivated, and task-oriented (Barrick & Mount, 1993). Conscientious individuals tend to focus on attaining goals in a determined and disciplined manner (McCrae & John, 1992);

these individuals by their nature may do a good job of preparing for mutual problem solving as well as mutually searching for solutions that satisfy both parties.

- Dozens of studies, summarized in several meta-analytic reviews, have shown that conscientiousness is a good predictor of overall job performance in many occupations(eg., see Barrick&Mount, 1992; Tett, Jackson, & Rothstein, 1991). Measures related to conscientiousness have even been to predict narrower criteria, such as job effort and irresponsible work behavior(Hough, 1992).
- Goff and Ackerman (1992) reported that the conscientiousness factor was positively related to undergraduate students' grade point averages in their study, whereas Extraversion was negatively related.
- Elements in the environment can serve as a kind of lens through which observers indirectly perceive underlying constructs. For example, an organized desk could serve as the lens through which an observer perceives an occupant's high level of Conscientiousness.(Samuel D. Gosling and Sei Jin Ko, 2002)
- Gosling, S. (2008) indicates people who score high on the trait of conscientiousness tend to be more organized and less cluttered in their homes and offices.
- Complimenting their accuracy, completeness, adherence to procedures, and attention to detail is effective for them. (Preston Ni, M.S.B.A., 2014)
- As appropriate, compliment and encourage as progress is being made. (Preston Ni, M.S.B.A., Communication Success with four personality types)
- Explain to them in detail the exact process of the service you provide, or the specific features of the products you offer. (Preston Ni, M.S.B.A., Communication Success with four personality types)
- Conscientiousness is the one personality trait that uniformly predicts how high a person's performance will be across a variety of occupations and jobs (Barrick, M. R., & Mount, M. K. , 1991).

Low conscientiousness

- Dislike routine. Does not always conform to norms and regulations. Inconsistent. Easily distracted. Change direction and focus frequently. Can be unrealistic. Lack follow through. (Preston Ni, M.S.B.A., Communication Success with four personality types)
- People who score low on conscientiousness tend to be laid back, less goal-oriented, and less driven by success.(Costa, P. T., ; McCrae, R. R.,1992).
- People low in conscientiousness like doing things their own way. (Preston Ni, M.S.B.A., 2014)

- Individuals who score low on consciousness may procrastinate when dealing with interpersonal conflicts or they may not take time to do the preparation necessary for problem solving.(David Antonioni, 1998).
- Low levels of conscientiousness are strongly associated with procrastination.(Dewitt, 2002)
- Low conscientiousness is associated with flexibility and spontaneity, but can also appear as sloppiness and lack of reliability (Toegel & Barsoux, 2012).

High agreeableness

- A current study reported that individuals who scored high on agreeableness (from the Big Five) tended to prefer negotiation to power assertion (Graziano, Jensen-Campbell, & Hair, 1996).
- Individuals who score high on agreeableness tend to be tolerant, trusting, accepting, and easily moved (McCrae & John, 1992); these qualities make it difficult for them to stand up for their interests in conflict situations.
- Some support for this notion comes from a study that found a relationship between the need for deference and the tendency to avoid conflict (Jones & White, 1985).
- Agreeable people help others at work consistently; this helping behavior does not depend on their good mood.(Ilies, R., Scott, B. A., & Judge, T. A. 2006)
- Agreeableness reflects friendly and cooperative behavior. People with high scores seek for social harmony.
- In a study by landers and Lounsbury (2006) agreeableness was significantly negatively related to the total internet usage. People who has low agreeableness have higher total internet usage.
- Take care of others. Can't say "No". Conflict avoidant. Take care of self last. Sacrifice for others at expense of self.(Preston Ni, M.S.B.A., 2014)
- Appreciation, smile, friendliness from others are important for this type of person.(Preston Ni, M.S.B.A., 2014)
- Let them know you value your relationship with them as customers is important.(Preston Ni, M.S.B.A., Communication Success with four personality types)
- Let them know how much you appreciate their willingness to problem-solve with you is important(Preston Ni, M.S.B.A., 2014)
- Be sure to let them know you notice their sacrifice and efforts is important. Show appreciation warmly is important.(Preston Ni, M.S.B.A., 2014)

- The obliging person neglects his or her own concern to satisfy the concern of the other party(Rahim, 1992).
- Agreeable individuals value getting along with others. They are generally considerate, kind, generous, trusting and trustworthy, helpful, and willing to compromise their interests with others.(Rothmann, S; Coetzer, E. P. , 2003)

Low agreeableness

- The results of an experimental study using conflict scenarios with male police officers in the Netherlands indicated a positive correlation between agreeableness and problem solving (Van de Vliert & Euwema, 1994).
- Low agreeableness means being egocentric, hardheaded, tough, persistent, and aggressive.
- Low agreeableness personalities are often competitive or challenging people, which can be seen as argumentative or untrustworthy (Toegel, G., ; Barsoux, J. L., 2012).
- Disagreeable individuals place self-interest above getting along with others. They are generally unconcerned with others' well-being, and are less likely to extend themselves for other people. Sometimes their skepticism about others' motives causes them to be suspicious, unfriendly, and uncooperative.(Bartneck, C.Van der Hoek, M. ; Mubin, O. ; Al Mahmud, 2013)

Low openness

- People low in openness rather avoid being exposed to controvert or ambiguous content and ideas.(IPIP home)
- some recent studies could show that the use of new online services, such as blogs and social media is positively related to openness for experience(Correa et al., 2010; Guadagno et al., 2008). Thus, people who are often called early adopters are likely to score high on this factor.
- People low in openness have difficulty understanding abstract ideas.(IPIP home)
- Goldberg(1990) indicated that individuals low in openness are unreflective and imperceptive.
- People who score low on openness are considered to be closed to experience. They tend to be conventional and traditional in their outlook and behavior. They prefer familiar routines to new experiences, and generally have a narrower range of interests. (Goldberg, 1990)

High openness

- Using a lot of examples, demonstrations and visual aids to effectively communicate with high openness personalities. A creative mind will remember information by association.(e-how, Effective Communication With Different Personality Types).

- People high in openness are more interested in abstractions compare to people low in openness (IPIP home)
- High in openness is positively related to high intellectual curiosity.(Costa, P. T., ; McCrae, R. R.,1992).
- Break creative-minded people up into small focus groups and allow them to express thoughts, feelings and ideas. This will encourage the desire to retain the information by giving them ownership over it.(e-how, Effective Communication With Different Personality Types).
- “Cat people” have higher Openness than “Dog people”.(Gosling S D, Sandy C J, Potter J. 2010)
- People high in openness appreciate compliment on the difference they make in creating more richness in life.(Preston Ni, M.S.B.A., Communication Success with four personality types)
- Individuals with high openness are open to exploring ideas related to the conflict situation, and their creativity and willingness to change goals. (David Antonioni, 1998)
- Openness tends to be normally distributed with a small number of individuals scoring extremely high or low on the trait, and most people scoring moderately.(John, 1992).
- Openness has moderate positive relationships with creativity, intelligence and knowledge. (Goldberg, 1990)
- People high in openness are motivated to seek new experiences and to engage in self-examination.(McRae, Tobert, 2004).

High neuroticism

- Individuals who score low on emotional stability usually report anxiety in stressful situations.(IPIP home)
- There is some evidence that people scoring high on neuroticism use social media services such as blogs and Facebook more frequently than people with lower scores (Correa, Hinsley, & de Zuñiga, 2010; Guadagno, Okdie, & Eno, 2008; Ross et al., 2009). However, Tuten, Bosnjak, and Studies (2001) reported a negative relation to the overall Internet usage.
- There is also some evidence that particularly emotionally unstable people often run the risk of addictive behavior on the Internet (Hardie & Tee, 2007; Li, Yang, & Mingxin, 2006; Mehroof & Griffiths, 2010).
- Low emotional stability means individuals have a tendency to feel anxious, worried, and tense. These emotions can cause discomfort and may increase when dealing with interpersonal conflict. Thus, individuals may accommodate others’ needs simply because

they want to reduce uncomfortable feelings; however, this results, in a long term discomfort when one needs to sacrifice one's own needs in order to meet someone else's. (David Antonioni, 1998)

- A low need for stability causes a reactive and excitable personality, often very dynamic individuals, but they can be perceived as unstable or insecure. (Toegel, G., ; Barsoux, J. L., 2012).

Low neuroticism

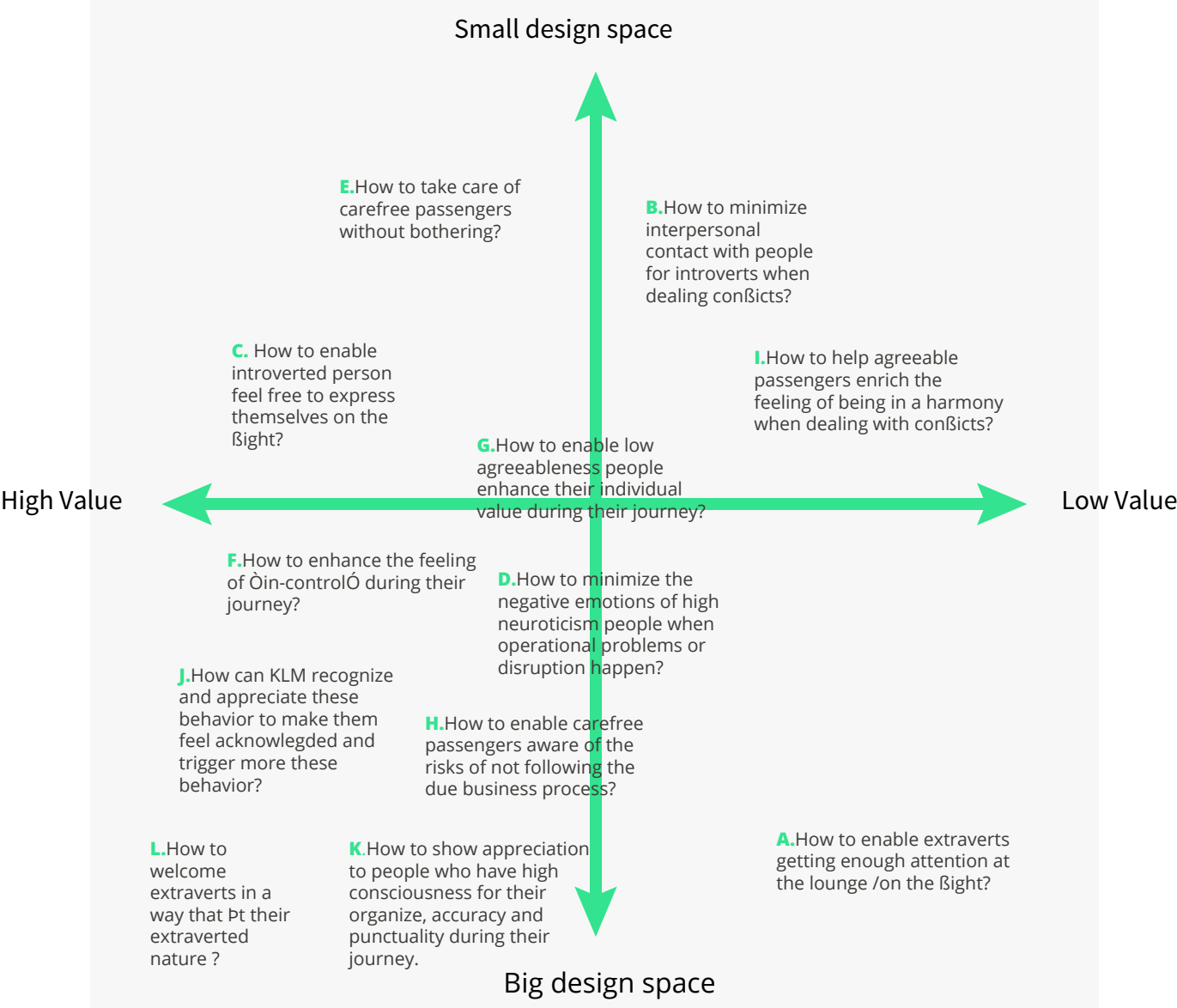
- Individuals who score low in neuroticism are more emotionally stable and less reactive to stress. (Goldberg, 1990)
- Although people low in neuroticism are low in negative emotion, they are not necessarily high on positive emotion. (Goldberg, 1990)

*People who don't exhibit a clear tendency towards specific characteristics chosen from the above-mentioned related pairs in all five dimensions are [considered] adaptable, moderate and reasonable personalities. (Toegel, G., ; Barsoux, J. L., 2012).

From wiki

At least four sets of researchers have worked independently for decades on this problem and have identified generally the same five factors: Tupes and Cristal were first, followed by Goldberg at the Oregon Research Institute,[15][16][17][18][19] Cattell at the University of Illinois,[9][20][21][22] and Costa and McCrae at the National Institutes of Health.[23][24][25][26] These four sets of researchers used somewhat different methods in finding the five traits, and thus each set of five factors has somewhat different names and definitions. However, all have been found to be highly inter-correlated and factor-analytically aligned.[27][28][29][30][31] Studies indicate that the Big Five traits are not nearly as powerful in predicting and explaining actual behavior as are the more numerous facet or primary traits.[32][33]

C. FORMULATING H2 QUESTIONS



D. CREATIVE SESSION RESULTS

In the task of designing IFE welcoming screens for introverts and extroverts. Each of them used different elements but also share some similarities. The main elements have been summarized.

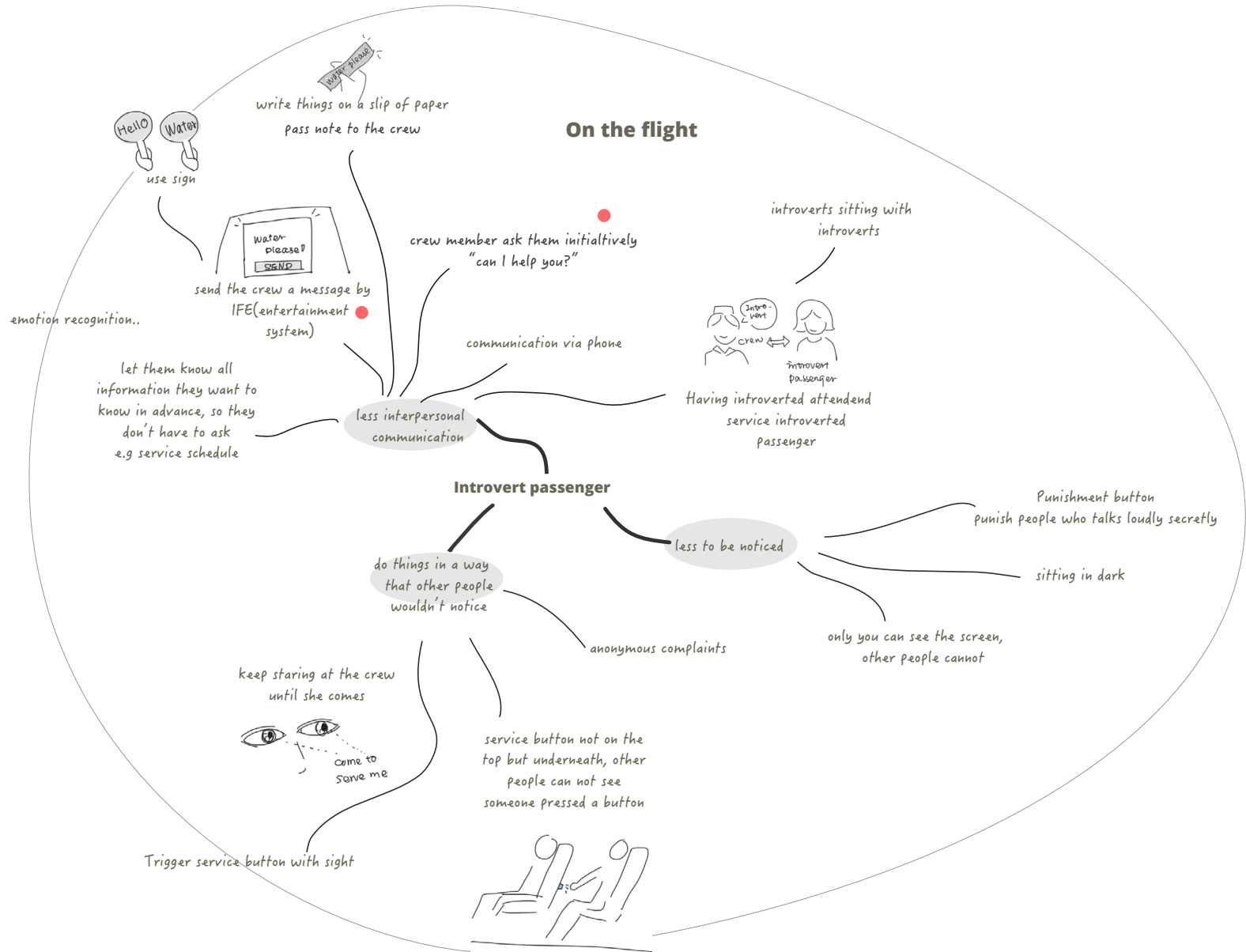
How to welcome introverts/extroverts on board via IFE?

Introverts	<p>Flight service entertainment destination</p> <p>Hi, welcome on board</p> <p>Here with the service schedule</p> <p>drink dinner drink breakfast</p> <p>15:30 18:30 20:30 06:30</p>	<p>*private</p> <p>*Give them all kinds of info so they don't have to talk to people and also looks busy</p>
extroverts	<p>Hey Mr, VAN DER VELTER</p> <p>Welcome on board</p> <p>The entertainment system has been ready for you! btw,</p> <p>"Do you know how many seats are there in total in this flight?"</p> <p>()</p> <p>Flight service entertainment destination</p>	<p>*They probably gonna stand up and start to count the seats, which might be a trigger of starting conversation with others.</p>

Main elements

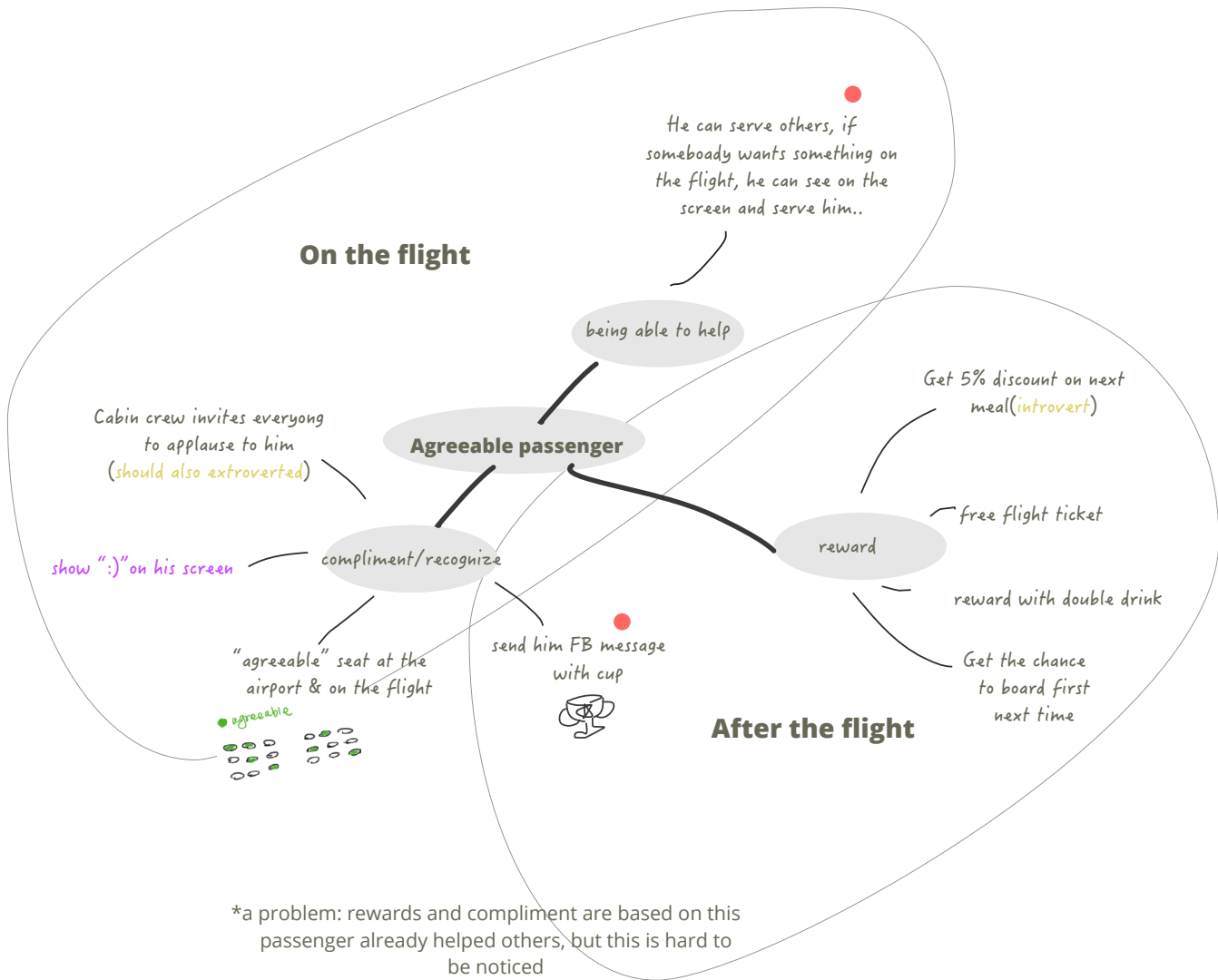
- | | |
|------------|--|
| Introverts | The private and respectful way of welcoming. To decrease the chance of having interpersonal communication, should show them all information they want to know on the screen. For instance, the service schedule. What is more, the visual should convey the feeling of calm. |
| Extroverts | A passionate way of welcoming. Creating chances for them to start interactions with others, for instance, ask puzzles(see image above). |

How to make introverts feel free to express themselves?



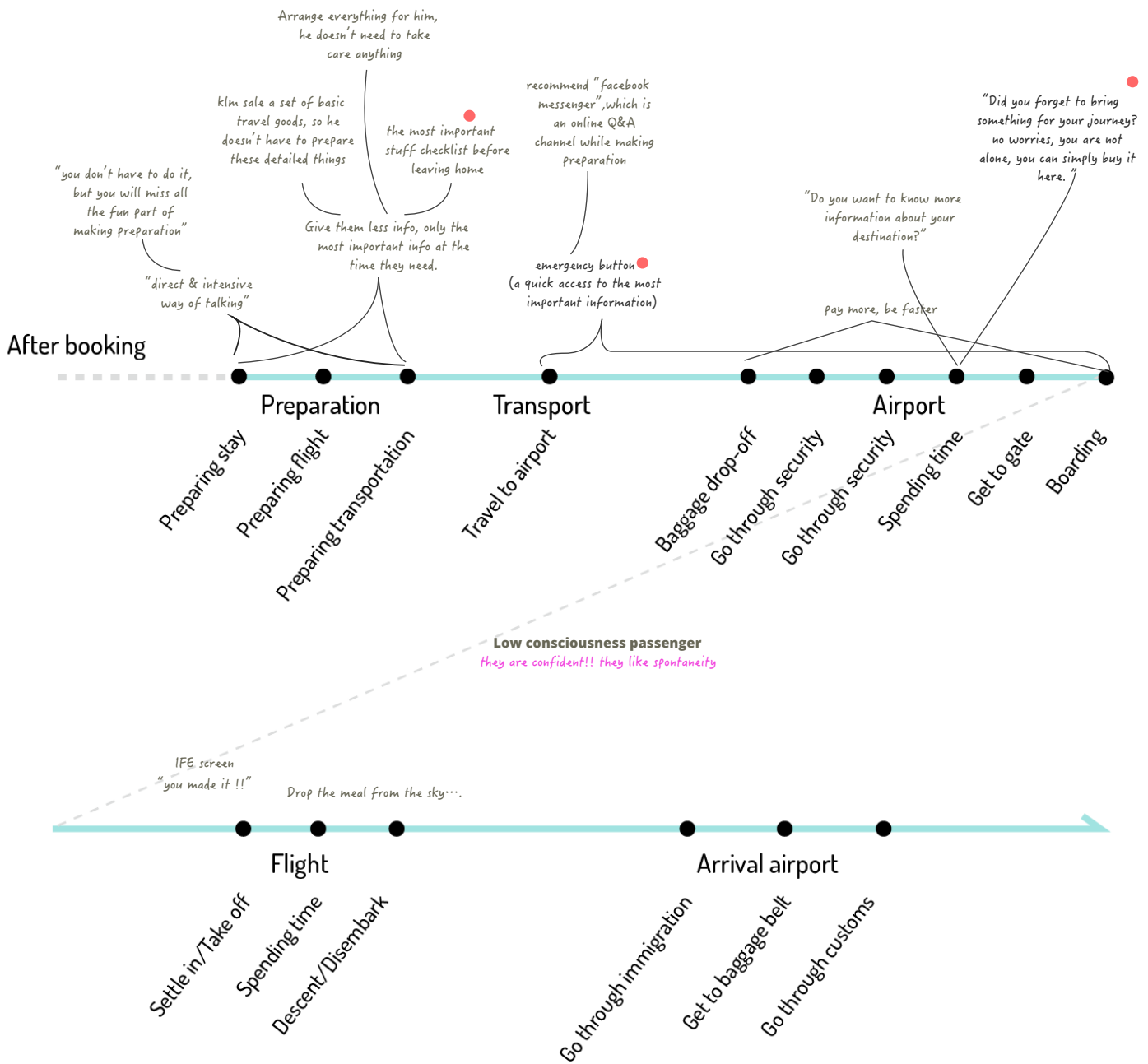
Most of the ideas are focusing on changing the infrastructure, which requires high cost and may has low feasibility.

How to make agreeable passenger feel being acknowledged?



Results can be clustered into three main clusters. Enable agreeable passengers to help others, reward them and compliment them. However, normally rewards and complimenting are based on knowing a passenger helped others or made some sacrifices, but this behavior can hardly be noticed. Consequently, we can only assume that passengers who score high in agreeableness tends to help others in their flight journey, and we will compliment or reward them even we do not know if they have this behavior in the real situation.

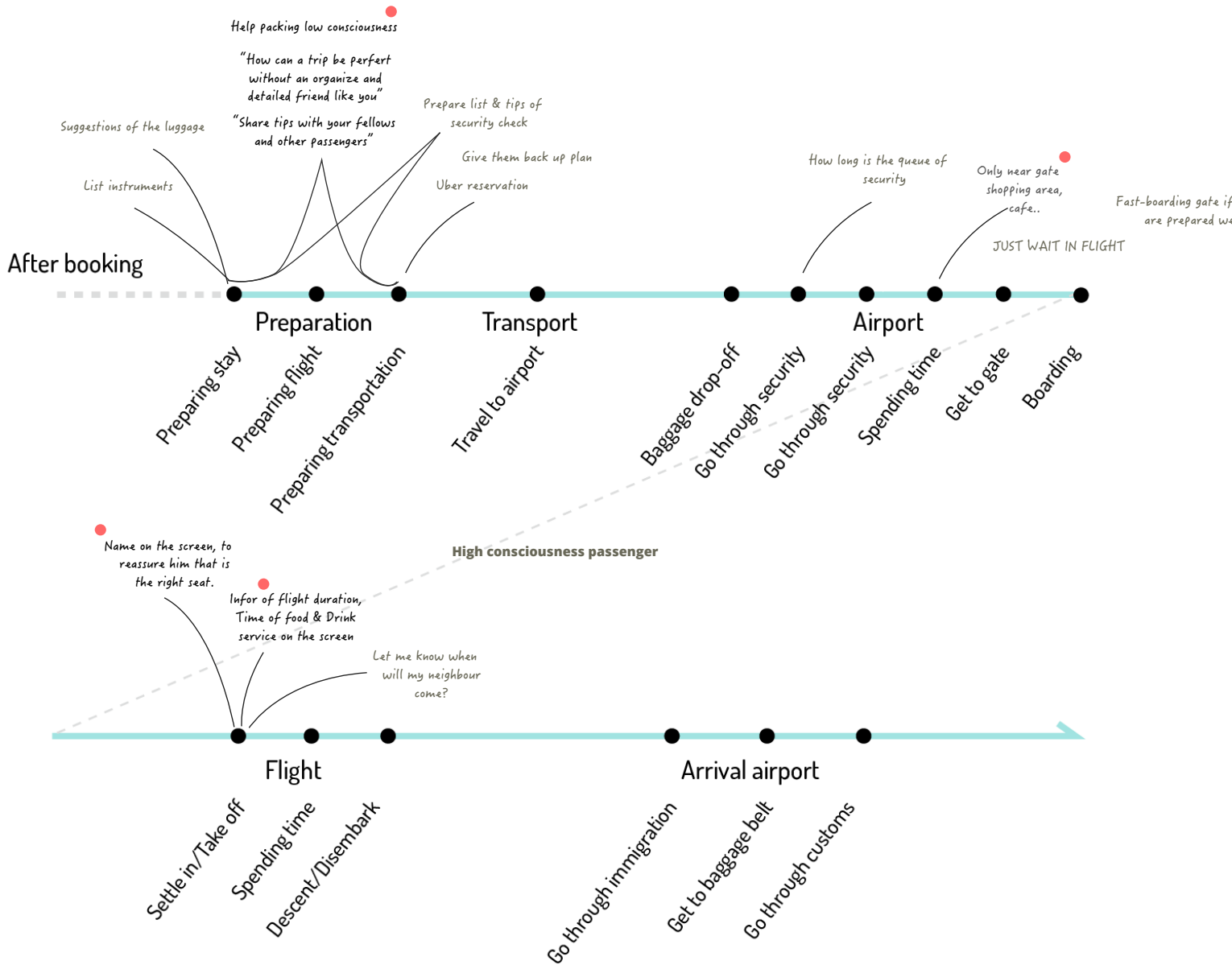
How can AF/KL support low consciousness passengers during their flight journey ?



Most of the ideas lie in the stage of making preparation and at the airport.

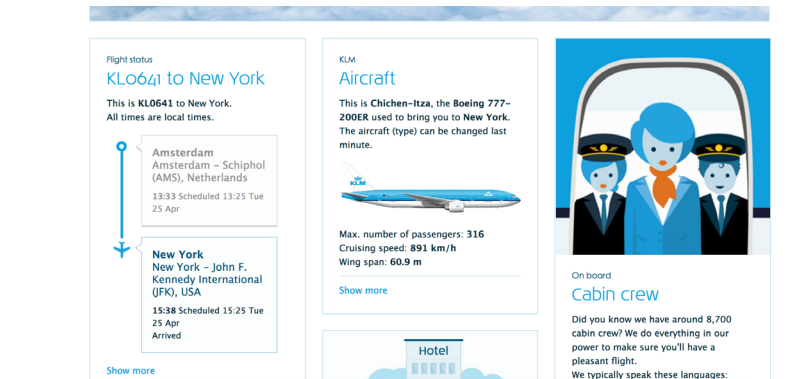
How can AF/KL show appreciation towards passengers who have high consciousness for their organize, accurate, punctuality?

How can AF/KL enhance the feeling of "in-control" for passengers who have high consciousness?



Where and in what ways can we convey these interactions to passengers?

Many of the ideas lie in the stage of making preparation and at the airport. After the communication with AF/KL manager, the product Flight Guide might be a good platform to convey these interactions. Currently, flight guide is a website that gives flight information or recommendations to passengers who are going to fly with AF/KL(see the image X).

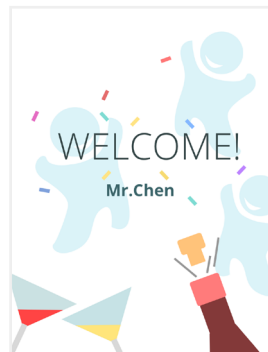


Flightguide

PREPARATION

After booked a ticket

Need: feel being welcomed once booked a ticket



Extrovert
Interaction Quality
passionated



Introvert
Interaction Quality
private

Making preparation

“ How can a trip be perfert without an organize and detailed friend like you! „

Do you want to share some travel tips to help other passengers out?

Share tips with fellows

High consciousness
Need:
being acknowledged



“ Whenever you met problems, we are always by your side. „



personal support assistant

Low consciousness
Need:
being supported when needed.

“ Believe me, these are things you defintly needed! „

Passport / ID
Fully charged phone
A bank card
A lipstick
A good mood

Checked

Low consciousness
Need:
Less but to the point information

AT THE AIRPORT

● At the airport

Need:
Forget small stuffs always happen, they would like to have the last minute shopping chance.

“ You may already prepared everything very well. However, just in case you forgot something, buy it here and start your journey perfectly! ”

*We will delivery it to you on the flight.

Neck rest
Phone charger
Adapter
Eyeshade
Others

High consciousness

“ Did you forget to bring something? No worry, it always happen. You can buy it here. ”

*We will delivery it to you on the flight.

Neck rest
Phone charger
Adapter
Eyeshade
Others

Low consciousness

spending time

Nice cafe and shops close to your gate

High consciousness

Need:
They don't want to stay away from their gate.

ARRIVE

● Arrive

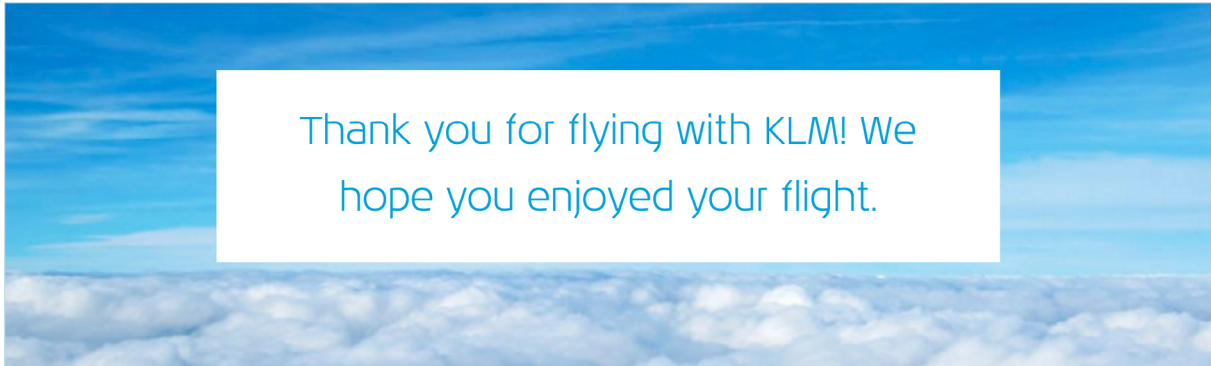
“ Thanks for your great contribution towards the harmony of this flight. ”

High Agreeableness

Need:
They want to be acknowledged

E. PERSONALITY-ORIENTED DESIGN

E-A. EXTROVERSION / 1.1 THE WELCOMING BANNER

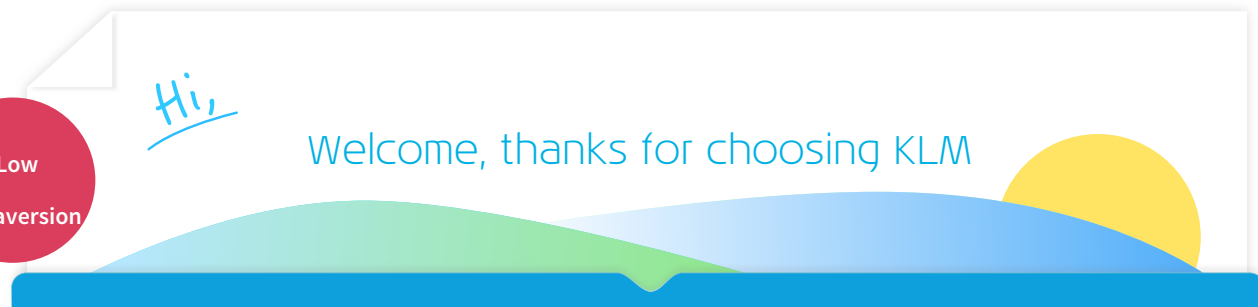


The feeling expressed from the original banner is rather neutral.



Extroverts: According to the principle, extroverts prefer more lively and passionate way of interacting.

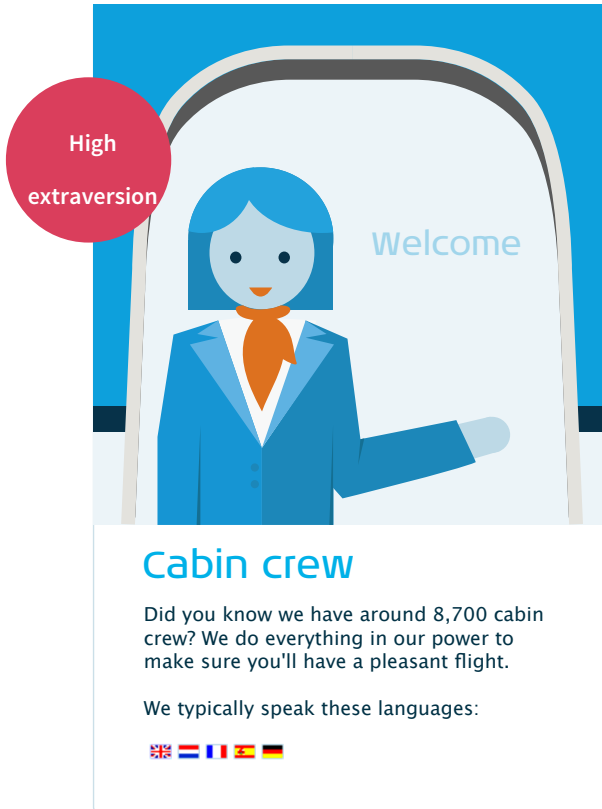
How about create a more cheerful and lively welcoming atmosphere to show our passion.



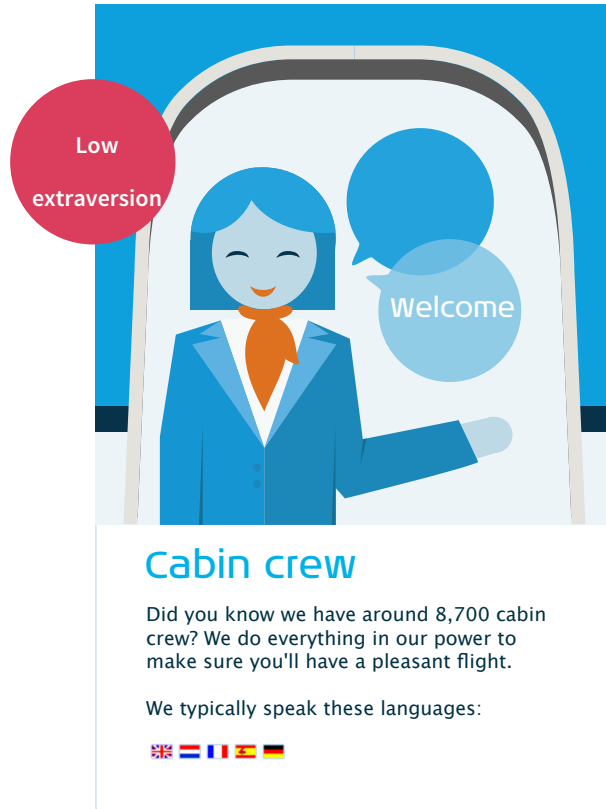
Introverts: According to the principle, introverts prefer more private and calm way of interacting.

How about use elements like letter and nature to create the private and calm atmosphere.

E-A. EXTROVERSION / 1.2 INTRODUCE CREW MEMBER

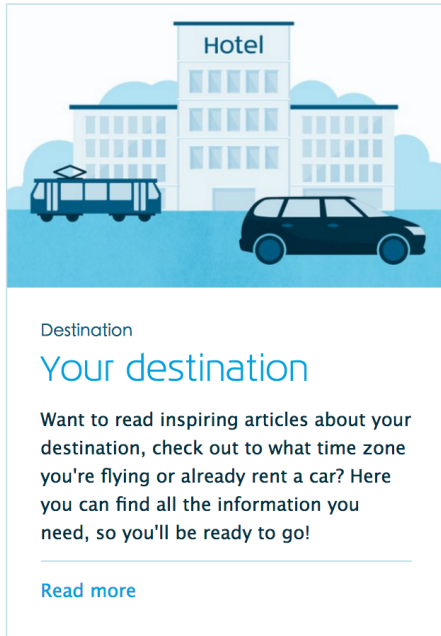


This card emphasis on the feeling of professional.

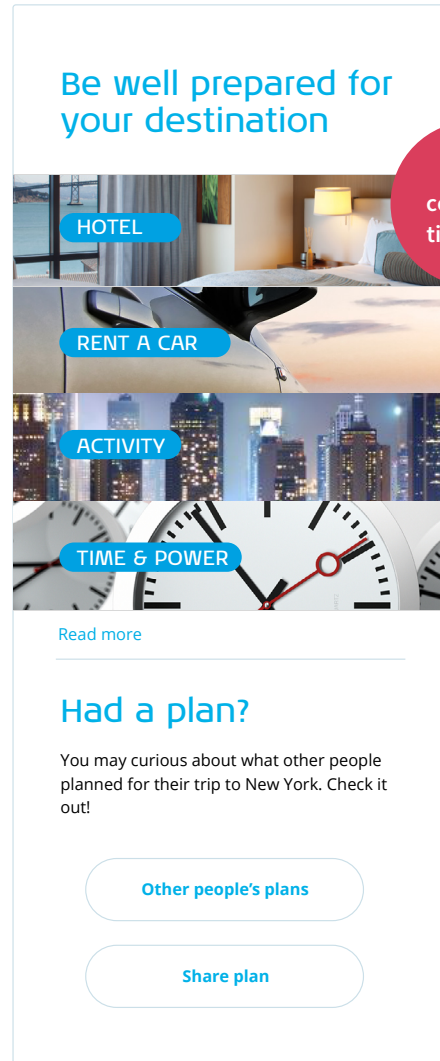


The crew member in this card is more talktive and passionate.

E-B. CONSCIENTIOUSNESS/1.1. DESTINATION



"Your destination" card gives all kinds of destination related information. However, the title "Your destination" is a general description. The emphasis can be shifted based on the personality concerns.



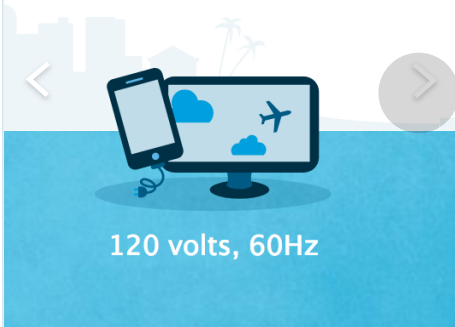
Making preparation properly is important for high conscientiousness people. They are willing to spend time on making preparation. This card shows the destination is a more structured and detailed way, which helps them to make preparation.

What is more, If they already had a plan, they may also be interested in how other people plan their journey. In this card, people can check other people's plan and even share their plan.

E-B. CONSCIENTIOUSNESS/1.1. DESTINATION

Explore things about your destination

Power Type in New York



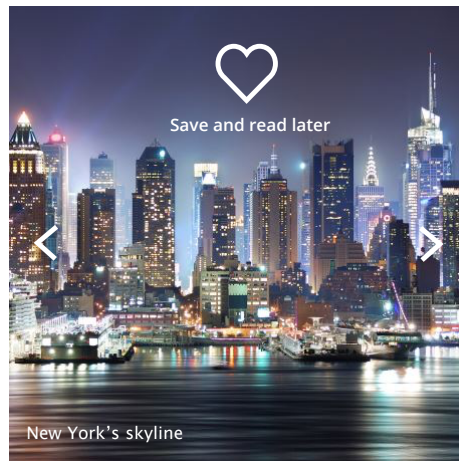
120 volts, 60Hz

How about having an encountering?

You can take or join the plan of people who are traveling to the same destination. Enjoy the beautiful encountering!

Other people's plans

Low conscientiousness









Low conscientiousness: According to the principle, low conscientiousness people less plan ahead, they enjoy the encountering in their journey. They prefer more spontaneous way of interacting.

Instead of showing information by categories. More visualized content will be shown directly to attract more attention, by swiping left and right, this card will show random destination related information, to make the experience feels more like finding inspirations rather than making preparation seriously.

E-B. CONSCIENTIOUSNESS/1.2. MAKING PREPARATIONS

Solutions for some possible situations

what if...

-  My luggage is overweighted
-  I am running a bit late
-  The flight delay
-  My phone ran out of battery
-  I want to change seat
-  Forget to bring neckpillow

[Show more](#)

High conscientiousness

When you are running a bit late

When you feel you are running late, ask the KLM staff for help, we will do our best to help you catch up your flight.

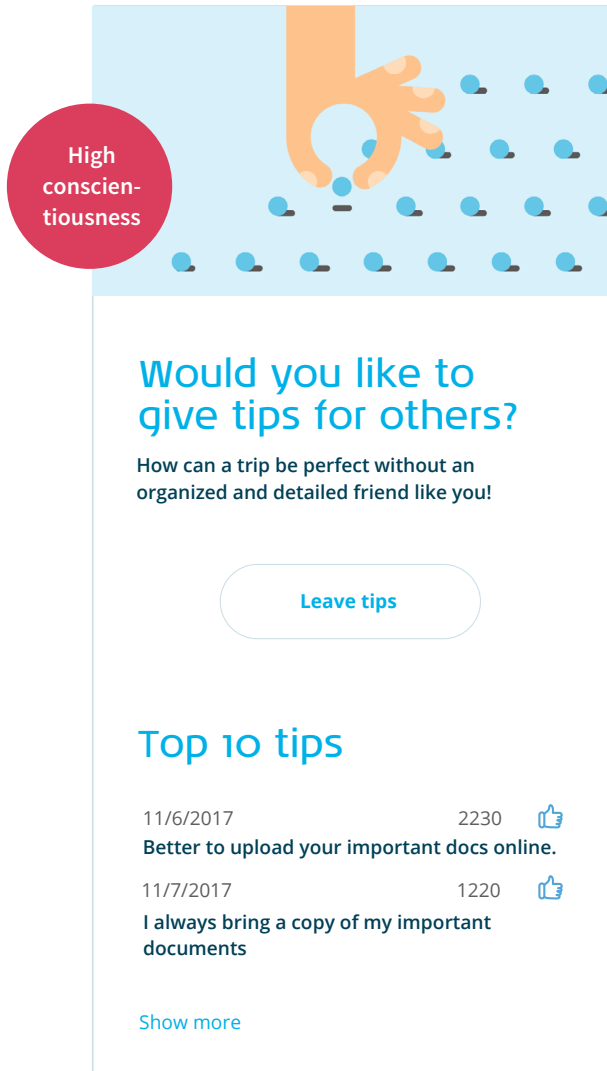
[Show other situations](#)

Low conscientiousness

People high in conscientiousness often make a lots of assumption in their head and try to take all possible situation into account while making preparation. This card tells them the solutions for all possible situation in advance.

Low conscientiousness: people low in conscientiousness are more careless and may have higher risk to running a bit late. This card emphasis on the solution of running a bit late to in a visualized way to attract attention and let them know in advance. But they can also check other situations if they want.

E-B. CONSCIENTIOUSNESS/1.3. GIVE TIPS



High conscientiousness

Would you like to give tips for others?

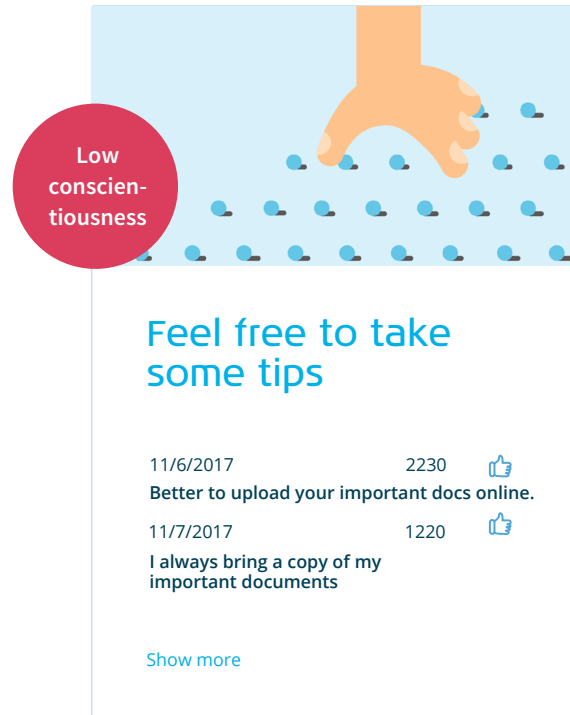
How can a trip be perfect without an organized and detailed friend like you!

Leave tips

Top 10 tips

11/6/2017	2230	👍
Better to upload your important docs online.		
11/7/2017	1220	👍
I always bring a copy of my important documents		

Show more



Low conscientiousness

Feel free to take some tips

11/6/2017	2230	👍
Better to upload your important docs online.		
11/7/2017	1220	👍
I always bring a copy of my important documents		

Show more

Tips from high conscientiousness people can be useful for low conscientiousness people. But the way of presenting the interaction is more like give suggestion rather than force them to make change.


High conscientiousness: According to the principle, people high on conscientiousness expecting appreciation for their ways of doing things.

How about give them a platform to share their tips and get thumbs from other users. The tips with more thumbs will be shown more in front.

E-B. CONSCIENTIOUSNESS/1.3. INTRODUCING KLM MAIN APP

KLM app

Get KLM app, be more carefree



Download the useful KLM app. It will make your journey much easier.

Low conscientiousness


[Download now](#)

Low conscientiousness: According to the principle, people low on conscientiousness are more carefree, they have fewer struggles of doing tasks well, which makes them feel unnecessary to follow the standard process, and may procrastinate the process.

What is important for them is less but to the point information. KLM app provides on-time notifications and reminders which enable low conscientiousness people to be more carefree. Consequently, emphasis on the carefree part may attract more low conscientiousness passengers to use this app.

KLM app

Get the KLM app, be in charge of your journey



Before you go, grab your phone and download the useful KLM app. It's chock full of features that keep you up to date on your trip.

High conscientiousness

[Download KLM app](#)

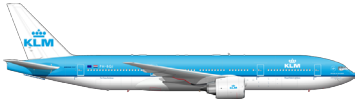
High conscientiousness: according to the principle, high conscientiousness people plan things ahead. What is more, doing every task well is important for them, which also reflect the great need of in-control.

KLM app can assist them to be in charge of their journey by providing updated information. Consequently, instead of using "KLM APP" as the title, "be in charge of your journey" is more close to the concerns of people high on conscientiousness.

E-C. OPENNESS/1.1 INFORMATION ABOUT THE AIRCRAFT

Aircraft

This is **Chichen-Itza**, the **Boeing 777-200ER** used to bring you to **New York**. The aircraft (type) can be changed last minute.



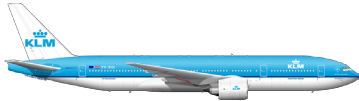
Max. number of passengers: **316**
Cruising speed: **891 km/h**
Wing span: **60.9 m**

[Show more](#)

Low
openness

This card shows aircraft information in a list, this is a more direct way of showing information, will better fit with low openness people, since they does not like abstract ideas.

Aircraft



This is **Chichen-Itza**, the **Boeing 777-200ER** used to bring you to **New York**. The aircraft (type) can be changed last minute.

[Read more](#)

High
openness

High Openness: According to the principle, people high on openness prefer more explorative ways of interacting.

How about presenting this information via a quiz, users need to answer questions about the aircraft, and get the expertise level. This way of getting information can better match the interests of open people.

Challenge!

Do you know what is the Max. number of passengers the Boeing 777 can take?

- 177
- 316
- 580

[Other questions](#) [check the answer](#)




Bingo !

231 out of **5,986**
people got it right

E-C. OPENNESS/1.1 INTRODUCING KLM MEDIA APP

KLM media app

World at your feet



Reading in the air may unlock different inspirations. Get it now, free of charge

High
openness

Download now

In this card, information is communicated in a abstract way to spark more imagination and inspirations. This way will fit better with people high in openness.

KLM media app

Read on board



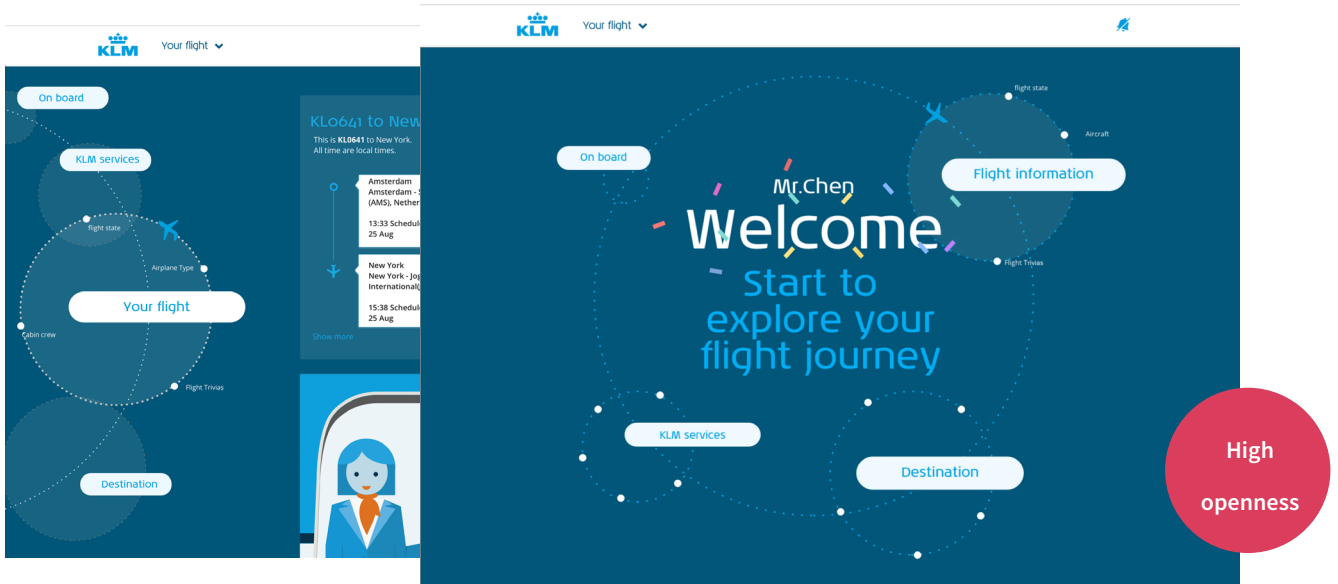
Download your favourite newspaper and magazines before your flight and read offline on board – free of charge!

Low
openness

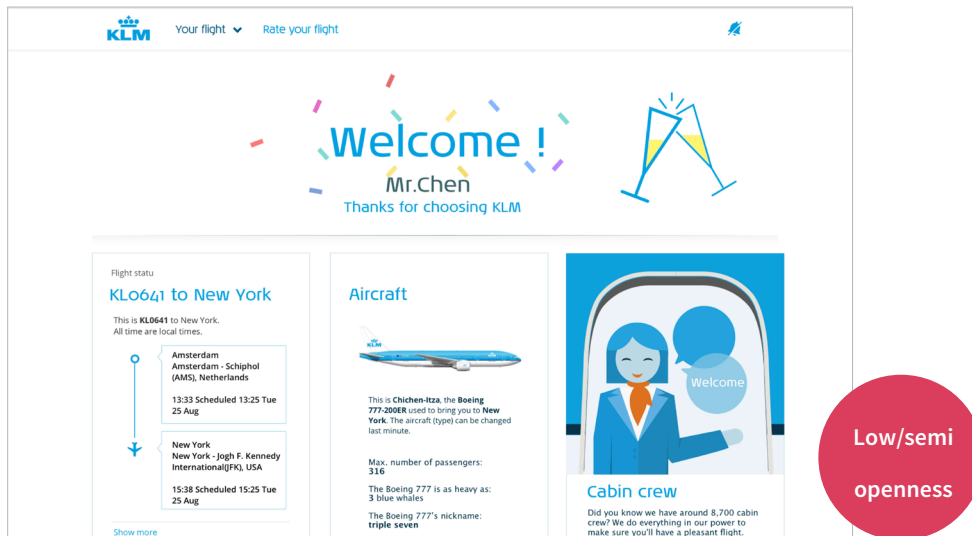
Download now

This card communicates the function of KLM media app in a direct and straightforward way to let people know what to expect in this application. This way is more suit for people low in openness, because they do not like abstract ideas.

E-C. OPENNESS/1.3 MAIN INTERACTION



High Openness: According to the principle, people high on openness prefer more explorative ways of interacting. Game elements were added in the main interaction to make it more explorative and unique.

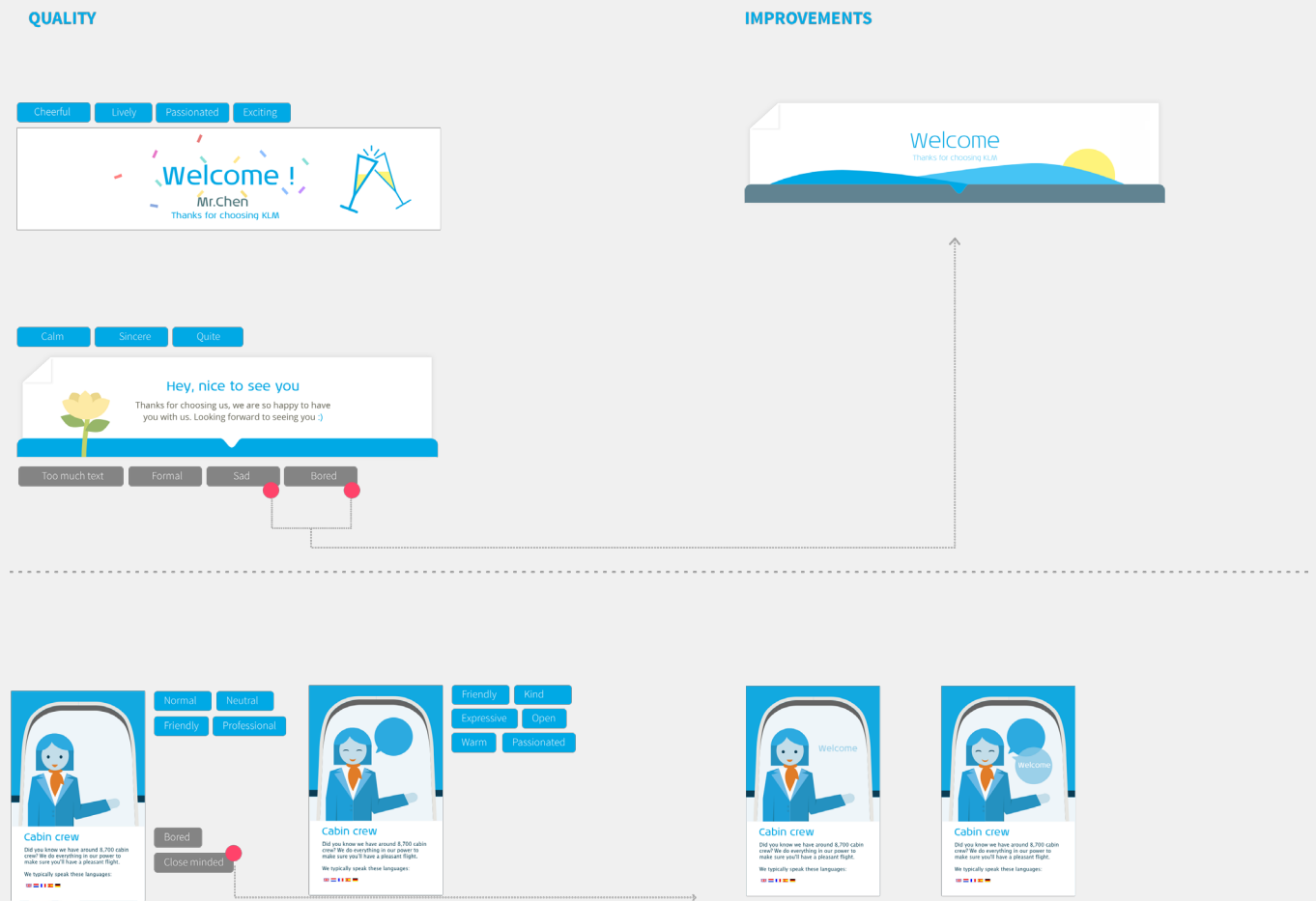


Low Openness/semi openness: different with the high openness-oriented design, this main interaction is more common and neutral.

F. DESIGN QUALITY EVALUATION

Before evaluating the principle. It is important to make sure the design communicates the design intention correctly, and people has the consistent perception for the design. Consequently, the design quality evaluation has been done. 10 TU students from different faculties participated in this evaluation. They were asked to describe the feeling of the design and use some adjectives to describe the feeling.

The positive words can be seen in the blue squares; the negative words were shown in the gray squares. Design improvements have been made according to this adjectives.



QUALITY

Aircraft

This is **Challen-Rike**, the Boeing 777-300ER used to bring you to New York. The aircraft type can be changed but remains.

Max. number of passengers: **316**

The Boeing 777 is as heavy as: **3 blue whales**

The Boeing 777's nickname: **Triple seven**

Read more

Direct
Informative
Intuitive
Effortless

Bored
Not involved

Aircraft

This is **Challen-Rike**, the Boeing 777-300ER used to bring you to New York. The aircraft type can be changed but remains.

Do you know ?

Do you know what is the Max. number of passengers the Boeing 777 can take?

177
 316
 500

The Boeing 777 is as heavy as?

1 blue whale
 2 blue whales
 3 blue whales

What is the Boeing 777's nickname?

Triple seven
 Double seven
 Sevenness

Confirm

Read more

GOOD JOB!

You are an airplane expert!

Max. number of passengers: **316**

The Boeing 777 is as heavy as: **3 blue whales**

The Boeing 777's nickname: **Triple seven**

Read more

- Fun
Challenging
Involving
Explorative
Inviting

complicated
too many texts

IMPROVEMENTS

Aircraft

This is **Challen-Rike**, the Boeing 777-300ER used to bring you to New York. The aircraft type can be changed but remains.

Read more

Challenge!

Do you know what is the Max. number of passengers the Boeing 777 can take?

177
 316
 500

Other questions Check the answer

Bingo!

231 out of 5,986 people got it right.

KLM media app

World at your feet

Reading in the air may unlock different inspirations. Call it new, free or charge on board.

Download now

Imaginative
Attractive
Spark curiosity
Abstract
Young

KLM media app

Read the latest news and magazines on board

Download your favourite newspaper and magazines before your flight and read offline on board - free of charge!

Download now

Straightforward
Informative
Concrete

Bored
Too many texts

KLM media app

Read on board

Download your favourite newspaper and magazines before your flight and read offline on board - free of charge!

Download now

KLM Your flight

On board

KLM SERVICES

Your flight

Destination

KLOOQI to New York

This is **KLOOQI** to New York. All times are local times.

Amsterdam
Amsterdam - Schiphol (AMS), Netherlands
13:33 Scheduled 13:25 Tue 28 Aug

New York
New York, Jugh F. Kennedy International (JFK), USA
15:38 Scheduled 15:25 Tue 29 Aug

Aircraft

This is **Challen-Rike**, the Boeing 777-300ER used to bring you to New York. The aircraft type can be changed but remains.

Do you know ?

Do you know what is the Max. number of passengers the Boeing 777 can take?

177
 316
 500

The Boeing 777 is as heavy as?

1 blue whale
 2 blue whales
 3 blue whales

What is the Boeing 777's nickname?

- Game
Unique
Explorative

Busy

KLM Your flight

Welcome!
Mr.Chen
Thanks for choosing KLM

Flight route

KLOOQI to New York

This is **KLOOQI** to New York. All times are local times.

Amsterdam
Amsterdam - Schiphol (AMS), Netherlands
13:33 Scheduled 13:25 Tue 29 Aug

New York
New York, Jugh F. Kennedy International (JFK), USA
15:38 Scheduled 15:25 Tue 29 Aug

Aircraft

This is **Challen-Rike**, the Boeing 777-300ER used to bring you to New York. The aircraft type can be changed but remains.

Max. number of passengers: **316**
Crewing seats: **85** seats
Wing span: **65.9 m**

Cabin crew

Our crew will be pleased to help you make sure you'll have a pleasant flight.

- Smooth
Relaxing
Organized
Normal

Bored

QUALITY

Solutions for some possible situations
what if...

- My luggage is overweight
- I am running a bit late
- The flight delay
- My phone ran out of battery
- I want to change seat
- Forget to bring neckpillow

Show more

- Organized
- Informative
- Structured
- Considerated
- Cautious

When you are running a bit late...

When you feel you are running late, ask KLM staff for help, we will take you to the fastest way.

Show other situations

Eyecatching

- Panic
- Stressful

IMPROVEMENTS

When you are running a bit late

When you feel you are running late, ask the KLM staff for help, we will do our best to help you catch up your flight.

Show other situations

Explore things about your destination

Show more

- Casual
- Inspirational
- Explorative

Take time

Do you want to be well prepared for your destination?

Show more

- Detailed
- Organized
- Serious

Overwhelming