

Reducing Stress at Schiphol

► Passengers are Stressed

Six Systemic Stressors are causing *overstimulation, frustrations and reliance on assistance.*

- 1 Time pressure:**
"I feel rushed and pressured because I have a flight to catch."
- 2 Environmental overload:**
"My surroundings are overstimulating me; I can't think clearly."
- 3 Low agency:**
"I have little control over my journey or the factors that could delay me."
- 4 High stakes:**
"Missing this flight would cost me emotionally, financially, and logistically."
- 5 Social evaluation:**
"People are waiting behind me; I feel pressured to hurry up."
- 6 Orientationally demanding:**
"The buildings layout is unintuitive, requiring constant orientation"

► Empathic Pillars Reduce Stress

The three Empathic Pillars reduce the stressors, making designs feel **easy, calming, enjoyable, caring, and confidence boosting.**

► Concept: Empathic Satellites

Built on the Empathic Pillars: A network of satellites ensure that wherever you are, whatever your need, there is always Empathic Assistance nearby. A redesigned app that sparks joy and helps to prepare your journey, recognisable and intuitive assistance units, and a welcoming hub for all possible needs! Creating an enjoyable and effortless passenger experience.

Empathic Pillars

Feeling Supported

Provide direct and indirect support that is quick, easy, and empowering.

Showing Up

Make assistance visible, recognisable, and reliably present.

Just for You

Deliver assistance that feels intuitive, personalised, and human.



Satellite Units

Just what you need, always in sight!

Satellite Hub

A welcoming hub for everyone and everything!

Satellite App

Personal assistance, always at hand!

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A Passenger Needs...
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