

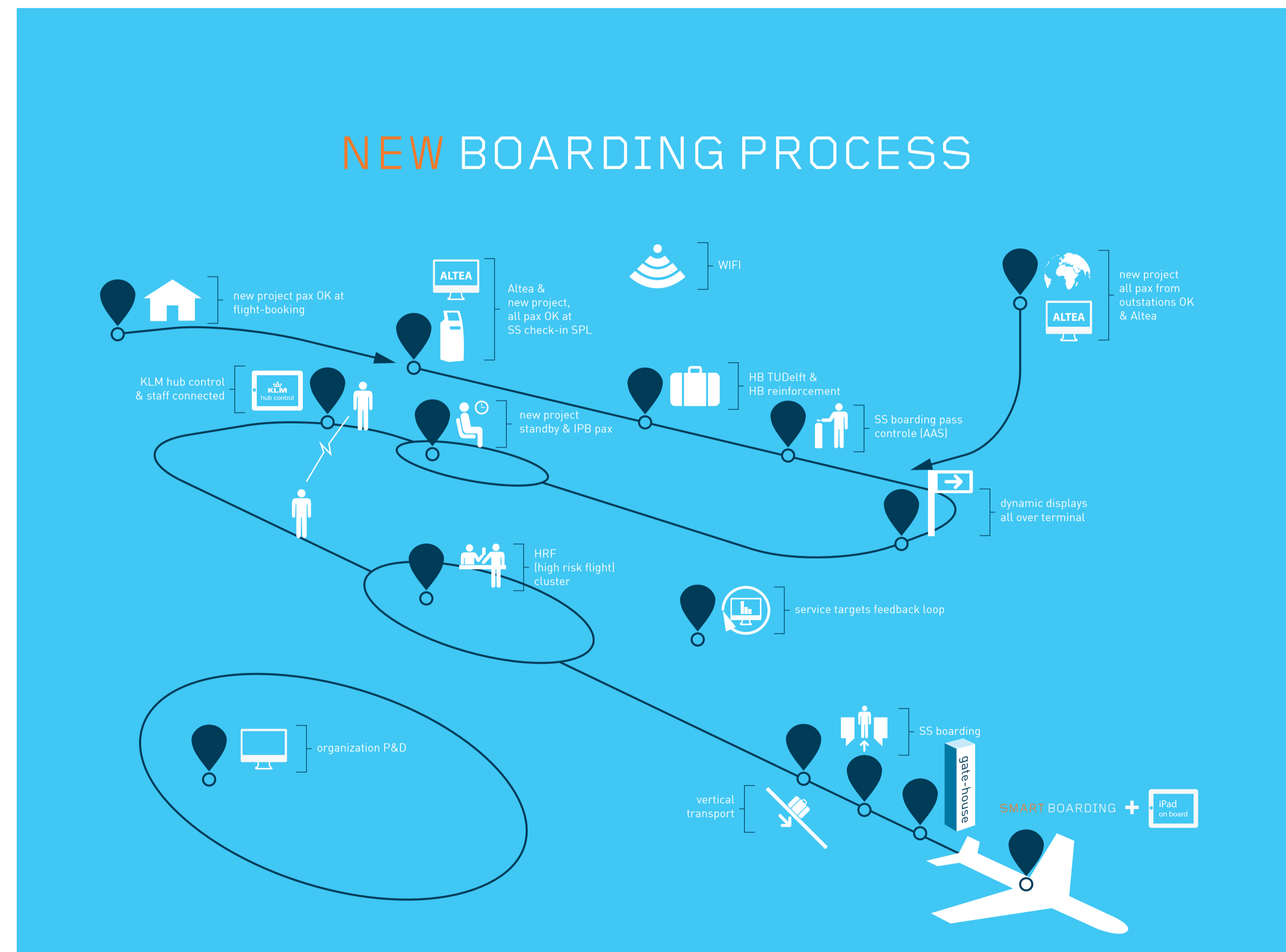
ASSIGNMENT

The current non-Schengen boarding process at Schiphol features a security check at the gate, which in 2015 will be replaced by a central security check. This will have a major impact on the boarding process: not only will it alter the process, it will also provide KLM with the opportunity to influence constructional developments at Schiphol Airport.

So far there had been little agreement on what the new boarding process should look

like. A general airside vision for 2020 was agreed accompanied by a variety of projects planned up to 2016. These planned projects however were developed on an instrumental and fairly pragmatic basis. This has resulted in projects that may generate valuable insights in the short term but whose long-term value is unclear.

The aim of this project was to design the KLM vision for the boarding process in 2016, and the projects required to achieve this vision (the roadmap). This has led to the design of a new boarding process for 2016 incorporating the Smart Boarding project that is developed in parallel.



SMART BOARDING

Since the boarding time often takes longer than the other processes required for the airplane turnaround, its reduction could constitute a significant saving (Steffen, 2008; Impact assessment acties omdraai 737, 2012). In particular for airplanes which make several trips in a day, this can result in one extra flight per day using the same aircraft (goal of project 737 turnaround).

"The optimal boarding strategy may reduce

the time required to board an airplane by over a factor of four and possibly more depending upon the dimensions of the aircraft." (Steffen, pt, 2008).

When applying the optimal boarding strategy it is crucial that pax enter the aircraft in the (exact) right order. To achieve this, printed sequential numbers are used. Using this well known waiting system should trigger a so called 'brainscript'; a situation known to the user and thereby reducing stress (Mikunda, 2004). In addition there is decided to use sequential numbers instead of seat numbers, since seat numbers would not follow a logical order, and therefore be very confusing. Using seat numbers would require pax to

constantly monitor the screen for their seat number to appear, in contrast to sequential numbers where number 2 knows it will follow up on number 1 etc..

In the Smart Boarding concept the sequential numbers are linked to the seat allocation in the aircraft. Allocating number 1 to the window seat at the last row and the last number to the aisle seat at the second row. Using this method pax can be orchestrated to board the aircraft in the most efficient order.



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