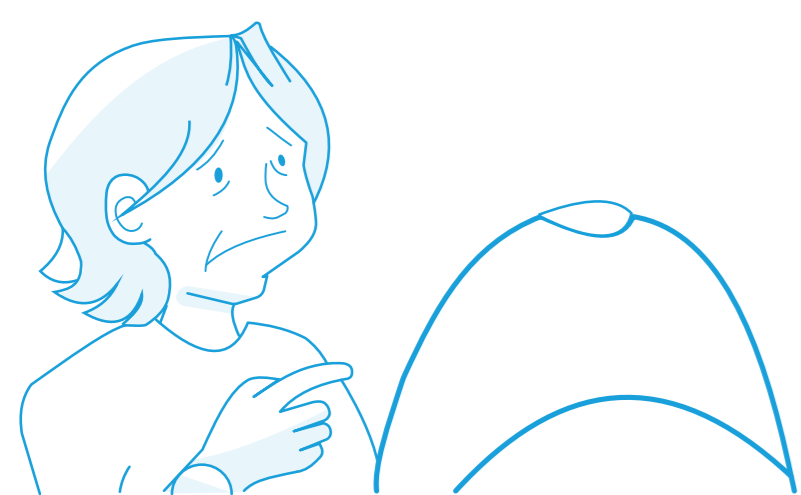




Departure of Tomorrow

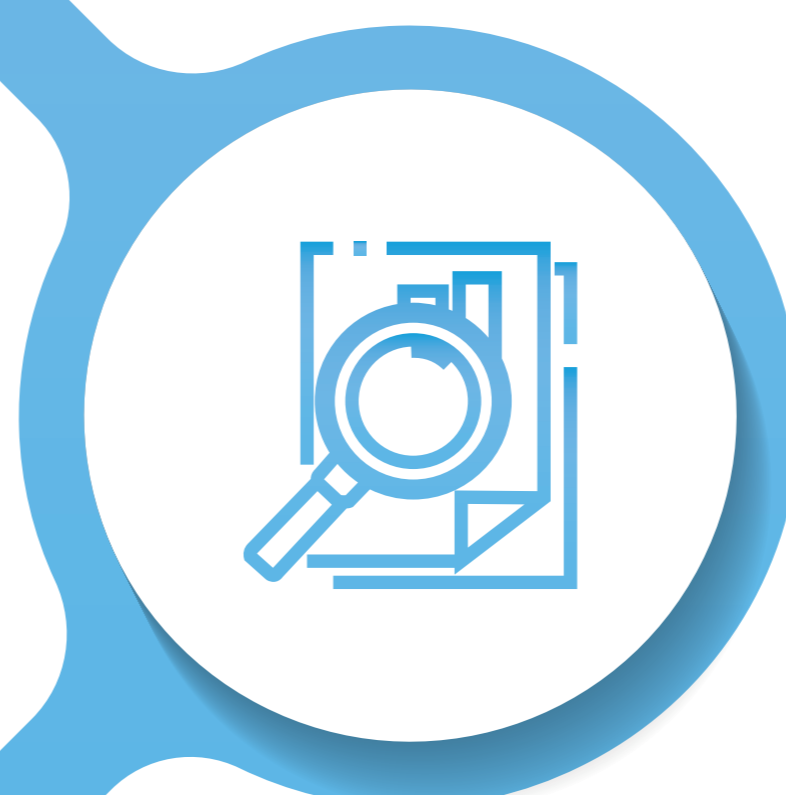
The research was performed in order to design a roadmap for transforming the departure hall, by researching the way KLM could improve the customer departure journey.

Hall capacity needs to grow to accommodate for an expected increase in passenger numbers: for welcoming, waiting, check-in, and baggage processing. Design roadmapping methodology is used for performing initial context research, and for mapping user value drivers, new ideas for departure, and pathways to a future vision.



FUZZY AMBITIONS

Grasping the design brief: deciding on a scoped objective, setting research questions, and formalizing an integral approach.



CONTEXT RESEARCH

Understanding the context: learning stakeholder needs, researching current process requirements, and discovering patterns in market trends.



FUTURE VISIONING

Finding value opportunities: considering an improved user journey, establishing future value drivers, and defining a vision outlook.



TECH SCOUTING

Discussing in ideation: mapping promising market advancements, deciding on clusters of ideas, and developing idea concepts.



MAPPING THE ROAD

Constructing new strategies: determining strategic pathways, projecting value over time, and delivering a process for vision creation.



Alex Veenstra
Departure of Tomorrow: a design roadmapping research towards seamless departure journeys
11-05-2020
Strategic Product Design

Committee Prof. dr. mr. ir. Sicco Santema
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