for future boarding

Introduction

KLM has committed itself to providing digital tools in every phase of customer journey, so as to enhance the efficiency and create a smooth experience for both employees and customers. But this vision has not been achieved in the boarding process yet. Currently the tool and system used in the boarding process is technically out-dated, which leads to inefficiency and inconvenience for both passengers and employees. Moreover, with the help of an iPad app 'Appy2Help', the employees at the airport can help the customers better. But the current app does not focus on boarding and is not able to cope with the gate agents' needs. Therefore, a digital tool to make the boarding process more efficient is needed.

After multiple research about the process and the users were conducted, the problem was refined as:

Problem definition

the whole process of every flight is highly dependent on gate agents' expertise. But their expertise, on the other hand, is not utilized by the company Meanwhile, the current digital tools are unstandardized, inefficient and passive.

Then based on the main problem, the future vision in five years was come up with:

Future Vision

The digital tool will take most of responsibilities and tasks that currently gate agent does. They can make up the agents' expertise so that service agents can also work as gate agent, and agents can pay more attention on passenger services.

Horizon 1 2020 Tool As Secretary Improve individual efficiency and teamwork efficiency. Start collecting data - learn from agents' evaluation - learn how agents make decisi Starting from the first horizon, a design goal was formulated for the later digital design.

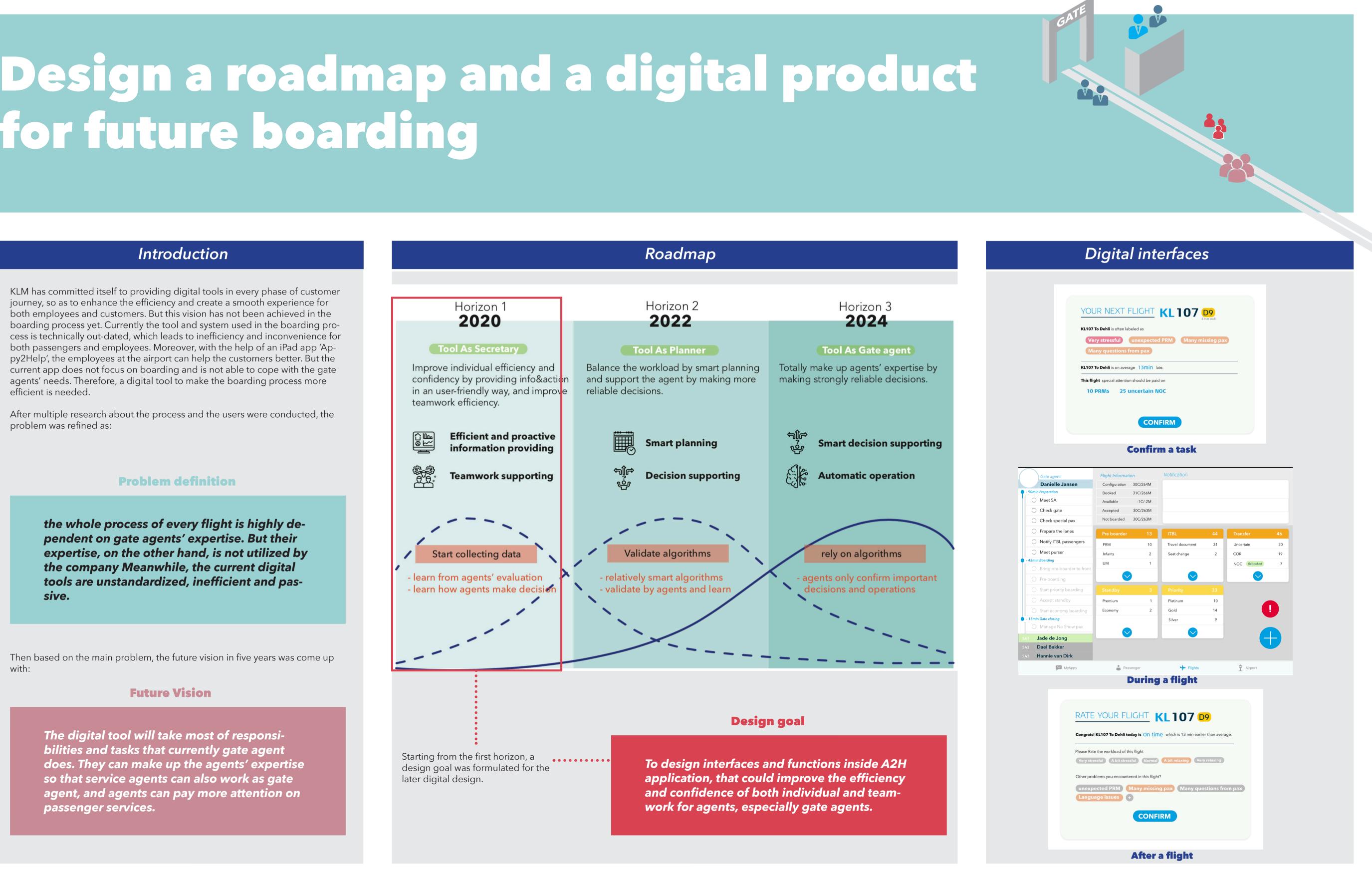
Qiong Wang Design a roadmap and digital product for future boarding 20th.Dec 2019 Design for Interaction

Committee

Company

Henk Kuipers, chair Margreet Beets, mentor KLM supervised by Hedwig Sietsma Ocky Wiemeijer

Faculty of Industrial Design Engineering



YOL	IR NEXT I	FLIGHT	KL 107 🧖	D9 min walk		
KL107	fo Dehli is often la	beled as				
		unexpected	I PRM Many mi	ssing pa	3	
Ma	ny questions f	from pax				
KL107	ſo Dehli is on avera	age <mark>13min</mark> la	te.			
This flig	ht special attentio	n should be paic	lon		_	
10	PRMs 25 u	uncertain N	oc			
		CON	FIRM			
		CON	FIRM			
	•	Contiri	m a task			
_	The ball of a second	les	Notification			
	Flight Informat	ion 30C/264M	Normeduori			
	Booked	31C/266M				
	Available	-1C/-2M				
	Accepted	30C/263M				
	Not boarded	30C/263M				
;	Pre boarder	13	ITBL	44	Transfer	46
	PRM Infants	10 2	Travel document Seat change	31	Uncertain	20 19
	UM	1	Seat change	2	NOC Rebooked	7
ont						
	Chanadhar		Dulauitu			
	Standby Premium	3	Priority	33 10		
g	Economy	2	Gold	14		
5			Silver	9		
	👗 Pas	senger	✤ Flights		Airport	
		During	a flight			
ΥE	YOUR FL		<mark>(L 107 D</mark>	9		
grats!	KL107 To Dehli to	oday is On tim	e which is 13 min earlie	er than avera	ge.	
se Rate	the workload of th	nis flight				
ry stre	ssful A bit stres	sful Normal	A bit relaxing Very	relaxing		
er prob	olems you encount	ered in this flight	?			
nexpe	ected PRM	Many missin	g pax Many que	stions fro	om pax	
	ge issues	Ð				
		CONTR				
		CONF	RM			
		After	a flight			



Delft University of Technology