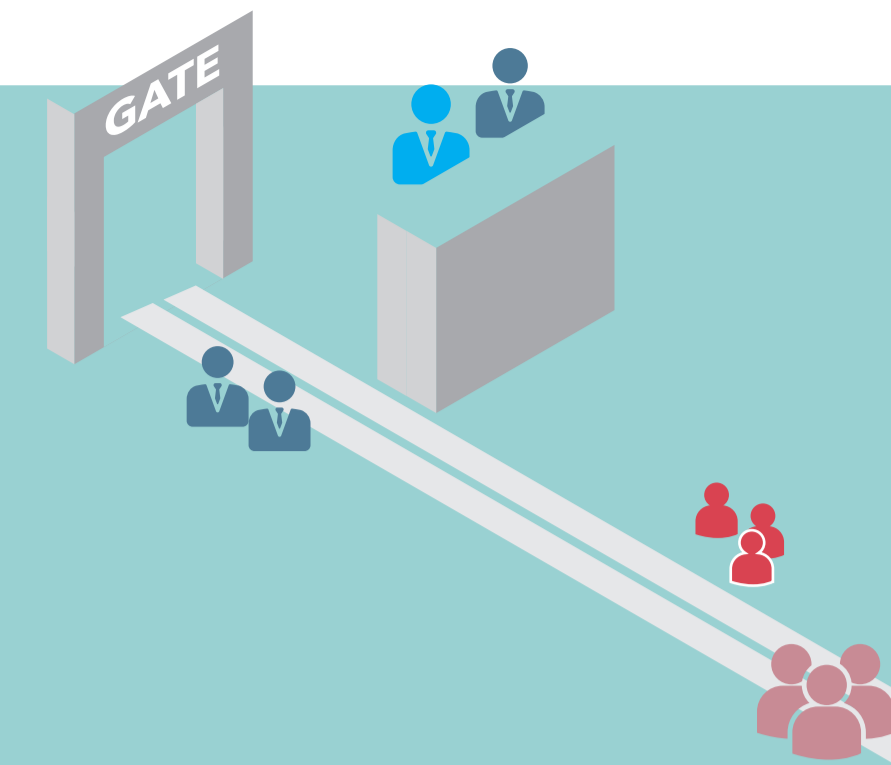


Design a roadmap and a digital product for future boarding



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 'Apy2Help', 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

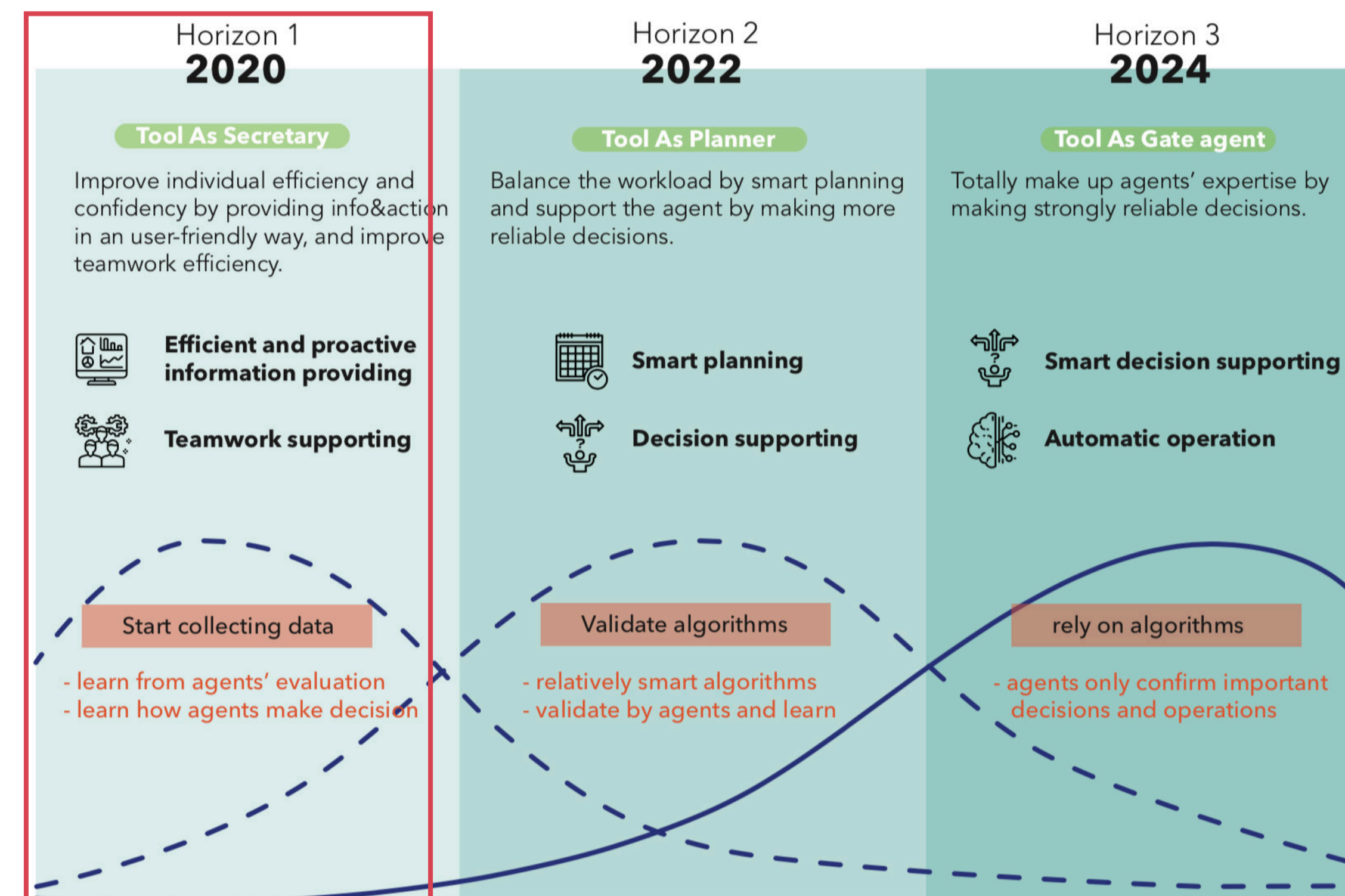
the whole process of every flight is highly dependent on gate agents' expertise. But their expertise, on the other hand, is not utilized by the company. Meanwhile, the current digital tools are unstandardized, inefficient and passive.

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.

Roadmap

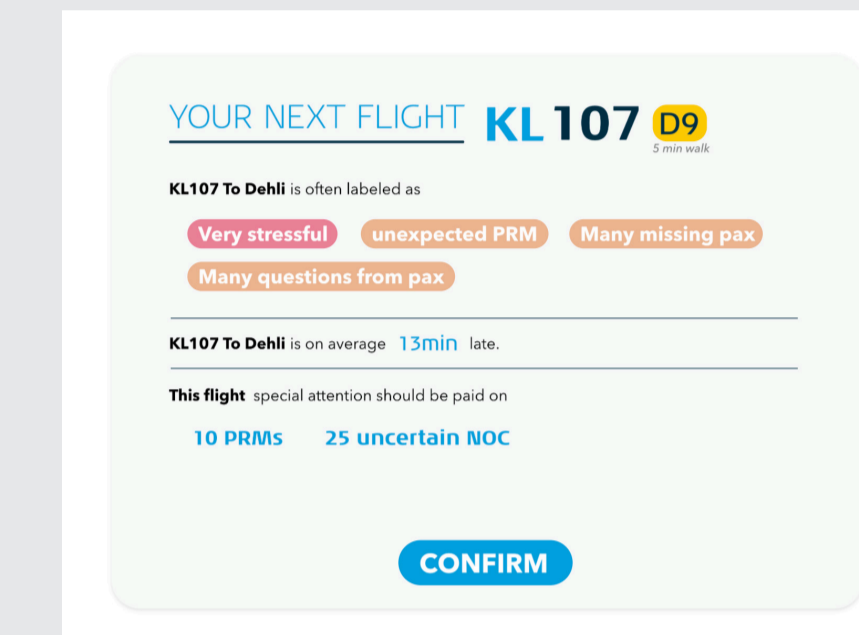


Design goal

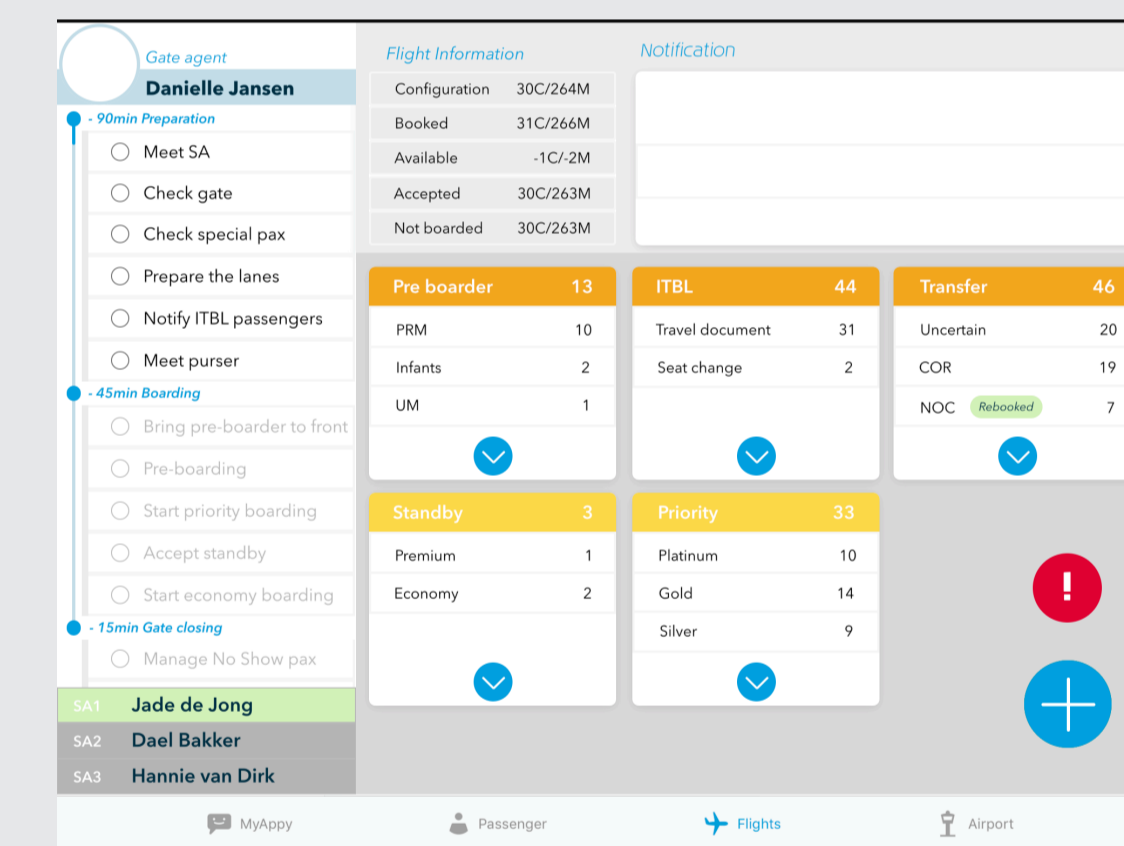
Starting from the first horizon, a design goal was formulated for the later digital design.

To design interfaces and functions inside A2H application, that could improve the efficiency and confidence of both individual and teamwork for agents, especially gate agents.

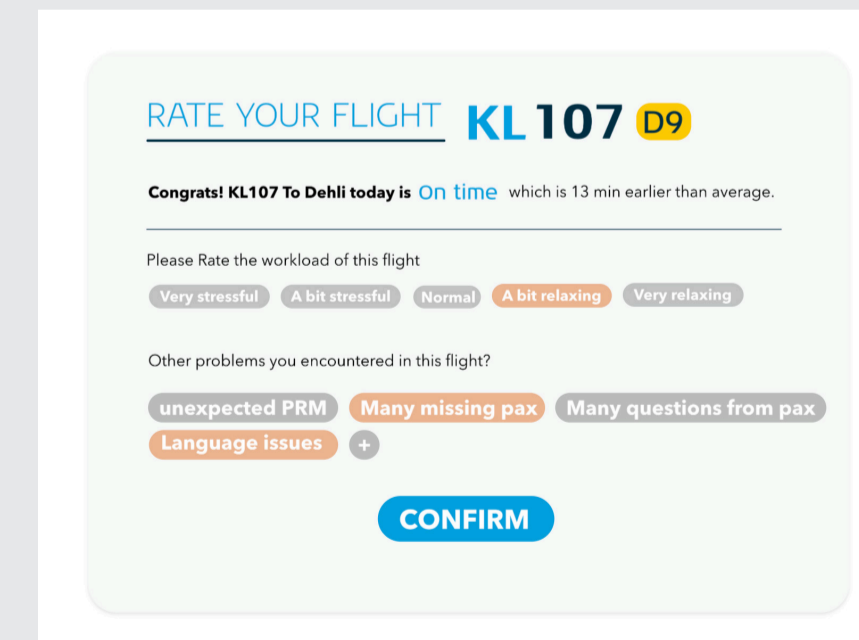
Digital interfaces



Confirm a task



During a flight



After a flight

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

Committee Henk Kuipers, chair
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