

# The onboard portal as a gateway to new customer experience

## Introduction

The Onboard Portal (OBP) is the web portal on aircraft, where passengers have access to the Internet via their personal devices. In this project, the airline wants to enhance the experience of using an onboard portal to improve customers' in-flight experience. The final goal is to provide customer-relevant content, products and services via the onboard portal in a personalized and proactive way. This project proposes a new conceptual OBP including a set of ancillaries based on passengers' personalities. It enables the target group to arrange their trips better with immediate transportation guidance or long-term travel plan.

## Relevant research

By analyzing the previous market research results, the in-flight and post-flight experience of travelers with business and personal purpose were chosen as a starting point. Their customer profiles and passenger journeys were created through different research.

Based on these, eight intervention opportunities were identified. Due to the constraints of time and access to the business travelers, the target group was narrowed down to the tourists.

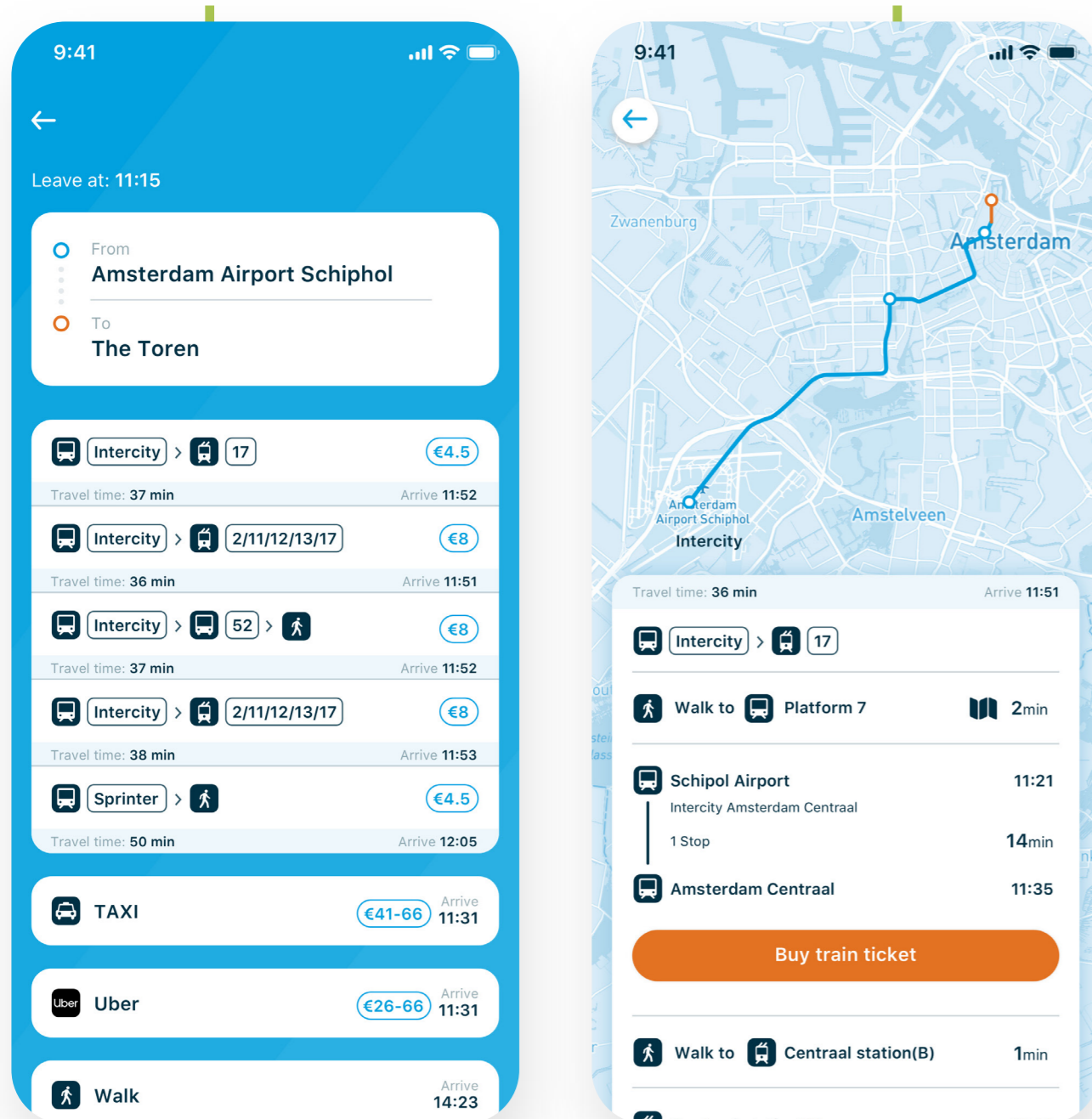
The theory of the big five model and personality traits was introduced for personalized services. Passengers' needs, concerns, and expectations with different personalities were explored.

After multiple iterations, one concept was chosen to continue as the final design direction, and the profiles of the target group based on the chosen personality trait (conscientiousness) were created. Accordingly, the final concept was developed.

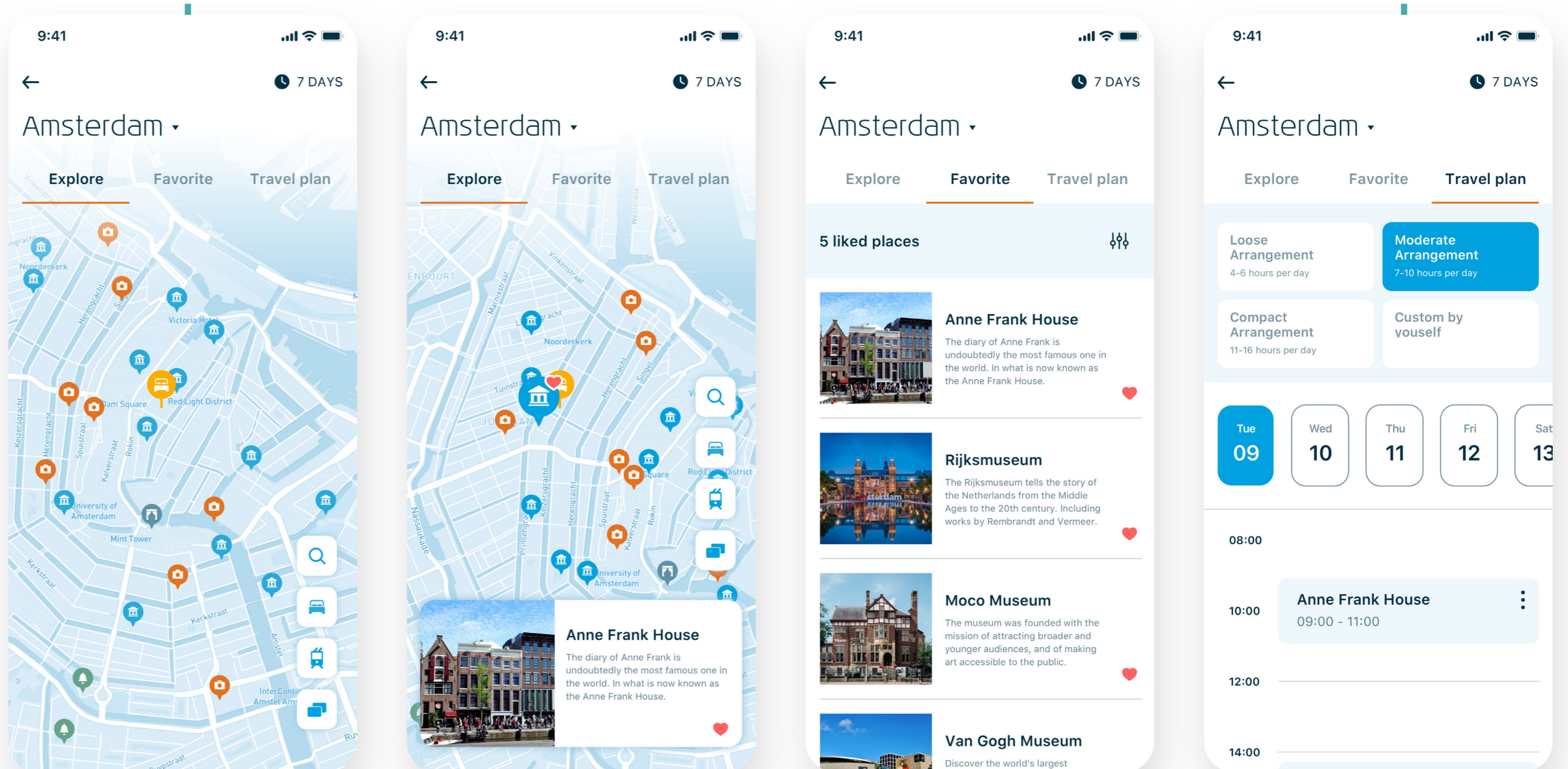
## Target group

<p><b>Low conscientiousness tourists</b></p> <p><b>Characters</b> They tend to <b>prepare one step a time</b> and do not want to take too much effort in preparation. They are less goal-oriented and prefer spontaneous way of traveling. They want <b>more freedom and flexibility</b> and they don't want to be forced to change.</p> <p><b>Preference</b> Passengers in low conscientiousness think a rough plan they made beforehand is enough, they want to go to the place they really want to go. They want more freedom.</p>	<p><b>DESIGN GOAL</b></p> <p>Help them arrange their trip better with immediate guidance when traveling to a new country. Offer them a chance to be more prepared for the first step after landing, and freedom to make decision by themselves.</p>
<p><b>High conscientiousness tourists</b></p> <p><b>Characters</b> They tend to be <b>well-considered</b> and <b>plan things ahead</b>. They are more structured and want to do every single task well. Therefore, they try to <b>optimize their routine</b> and <b>search for more information</b> when facing uncertainty or unfamiliar things, such as traveling to a new country and meet new things.</p> <p><b>Preference</b> Passengers in high conscientiousness would try to explore the possibility and make an updated plan for reference.</p>	<p><b>DESIGN GOAL</b></p> <p>Help them arrange their trip better with a long-term plan when traveling to a new country. Offer them a chance to be more prepared for the further trip and reduce unexpected.</p>

### Function of first step transportation guidance



### Function of exploration and arrange travel plan



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