

# THE INFORMATION COMPASS

*A tool to navigate information overload and make KLM cabin crew feel up to date*

In assignment of KLM, the goal of the project was to make cabin crew feel up to date and with that reduce information overload. The Information Compass is a tool that can help guide the organisation into fulfilling the needs of cabin crew in relation to information.

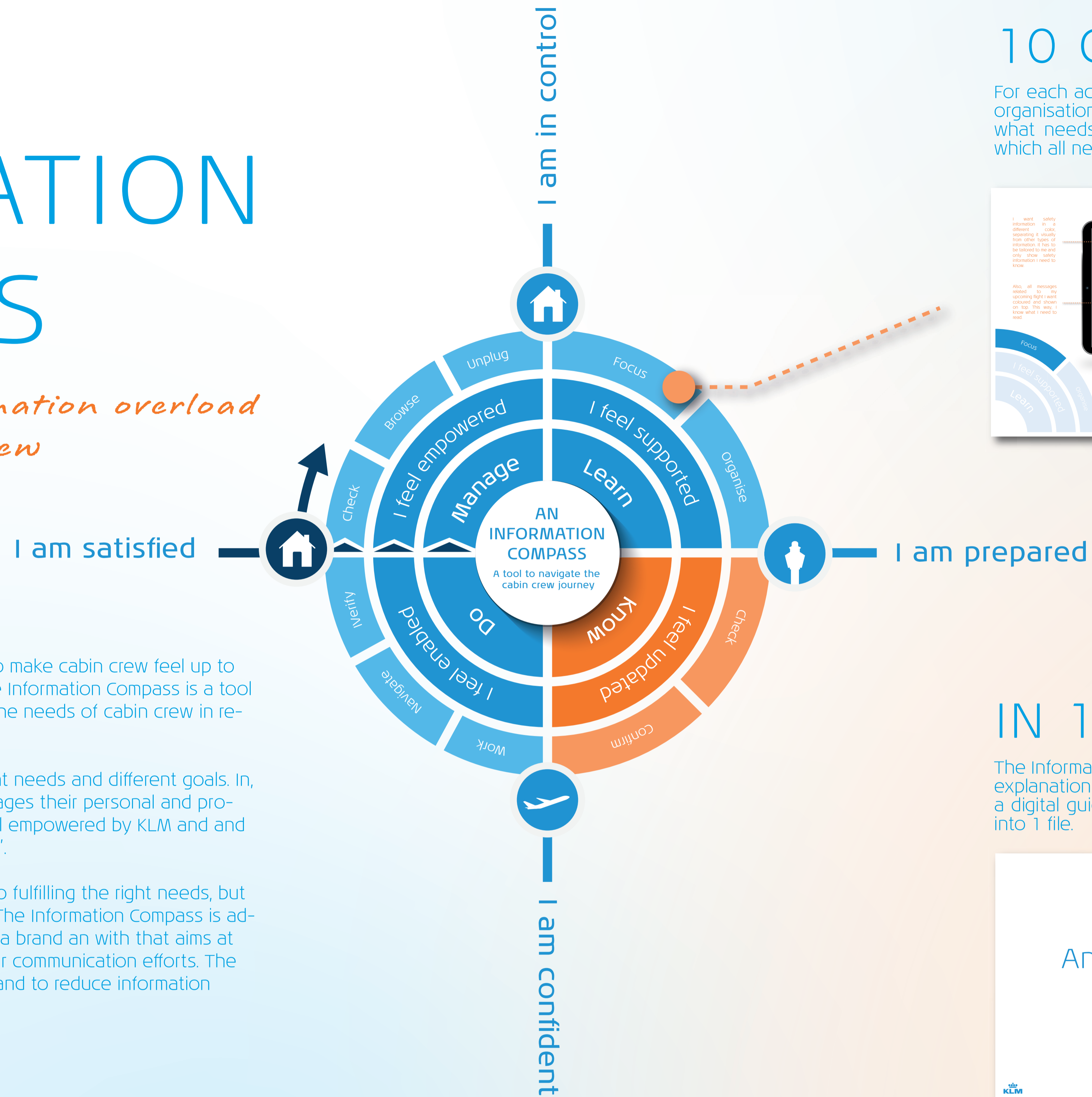
Each phase of the journey, cabin crew have different needs and different goals. In, for example, in the 'manage' phase, cabin crew manages their personal and professional life. In an optimal working climate, they feel empowered by KLM and and perform actions such as 'check', 'browse' and 'unplug'.

The tool not only aims at guiding the organisation to fulfilling the right needs, but also at making the organisation more crew-centric. The Information Compass is additionally designed in way it fits the organisation as a brand an with that aims at creating coherence between their strategy and their communication efforts. The ultimate goal is to make cabin crew feel up to date and to reduce information overload.



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Navigating information overload with a journey based compass  
18-10-2019  
Strategic Product Design

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## 10 CHEAT SHEETS

For each action, a cheat sheet is created. This way, the organisation can review what the action is about and what needs are. An example of a screen is shown in which all needs are made tangible.



## IN 1 GUIDE

The Information Compass, the cheatheets and additional explanation and background information is designed into a digital guide. This way, all that is needed is combined into 1 file.

