



PLANEIT

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Project Journal

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Chosing the Airport

- The airport is where different people meet together and it is the first place people arrive in a city/country that leaves the first impression.
- Inside the custom, conceptually, is international, which makes the airport special. This is where the world meets, migration takes place.
- The airport is also a place that heightens anger, anxiety and stress unintentionally due to the unique nature of air travel.
- The airport provided a unique situation where psychology, anatomy and architechture meet and overlap with the potential to resolve most of the situations leading to anxiety instead creat a space designed to be theraputice rather than induce stress.

Secondary Research



Triplt



LoungeBuddy



TripCase



Planeit

Trip Info	●	●	●	●
Travel History	●		●	●
Travel Docs	●		●	●
Airport Navi		●		●
Reward System	●	●		●
Route Planning			●	●

There are several existing products such as Triplt, LoungeBuddy, and TripCase, however, there is still a need to have an app that takes care of a trip 360 degrees.

Secondary Research

I believe certain positive reinforcement inside the App such as a **reward system**, can not only **ease the stress** of being in the airport but also **increase customer loyalty, engagement, and satisfaction**.

In general, there are four main ways for reward delivery:

1. **Informational**
2. **Social**
3. **Gamification**
4. **Monetization**

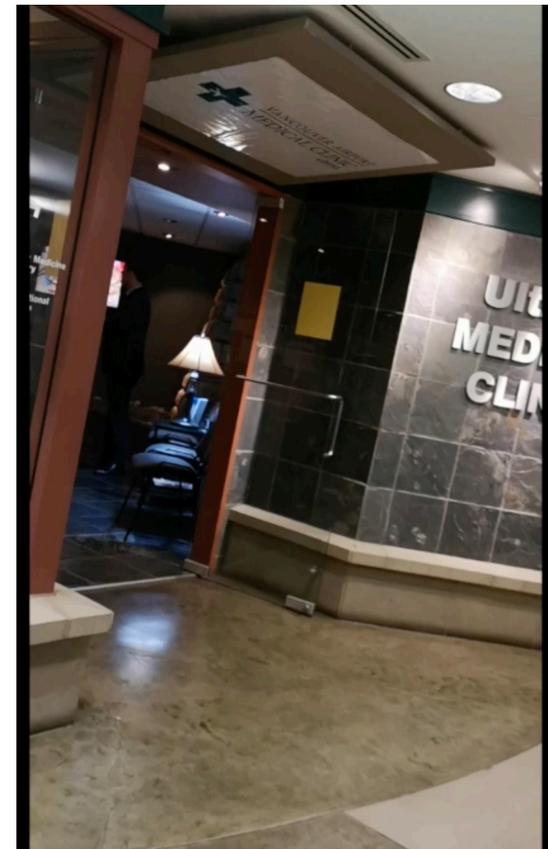
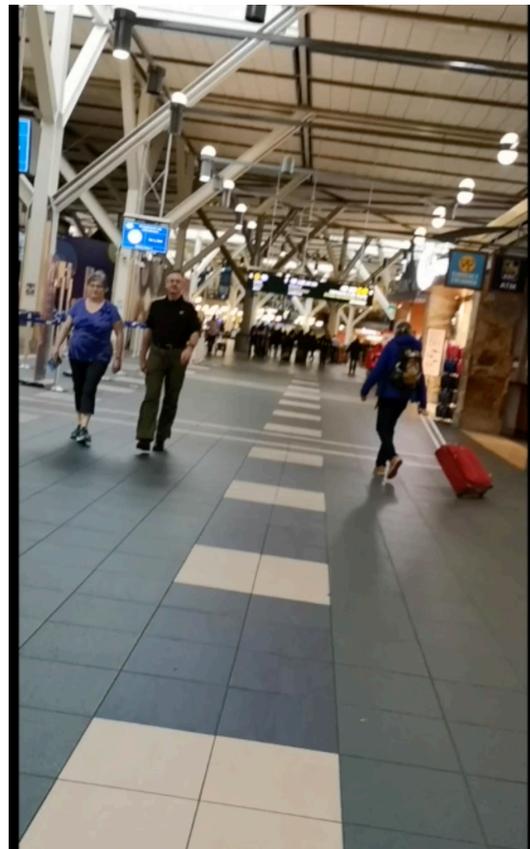
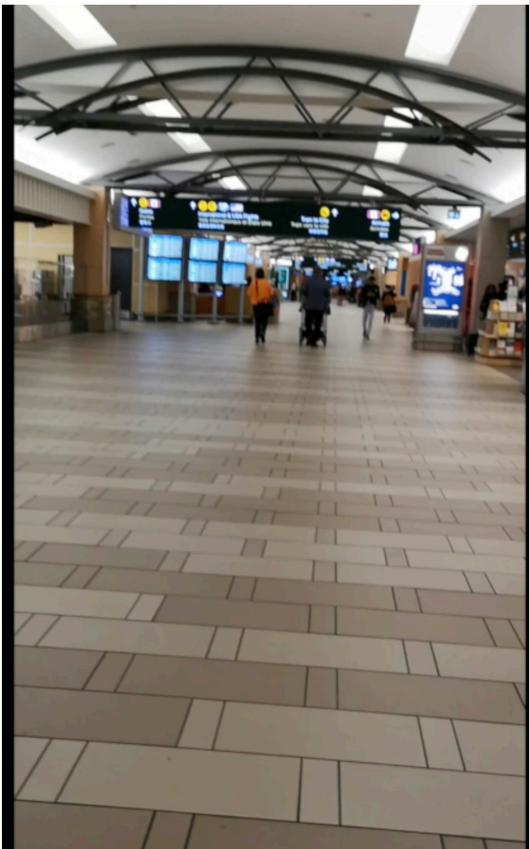
Therefore, in the Planeit App, I designed a reward system that includes:

1. **Extended Wifi** (Informational)
2. **Badges & Membership Level** (Gamification)
3. **Coupons, Free Coffee, Postcards** (Monetization)

<https://uxplanet.org/the-hidden-power-of-reward-systems-in-design-78e2dd7b6bf6>

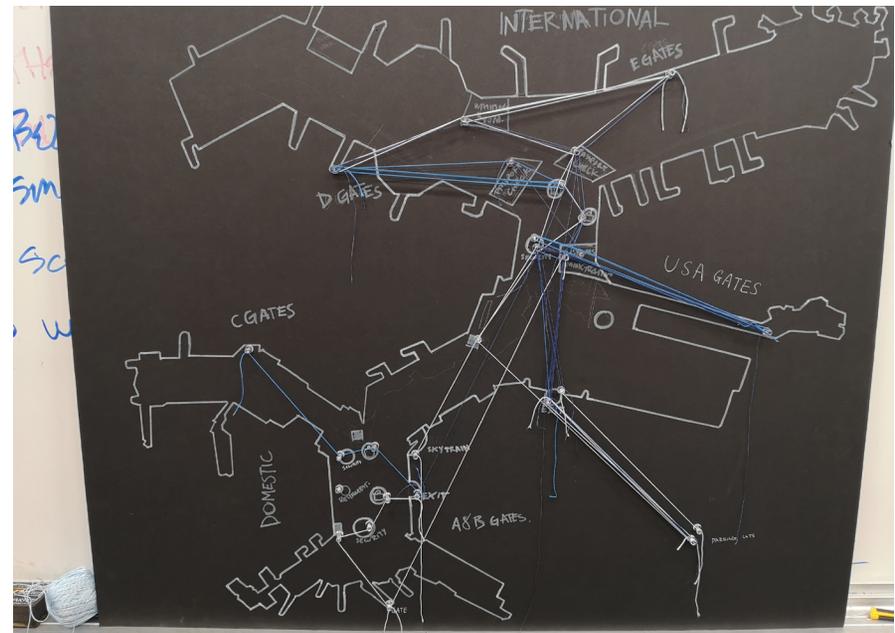
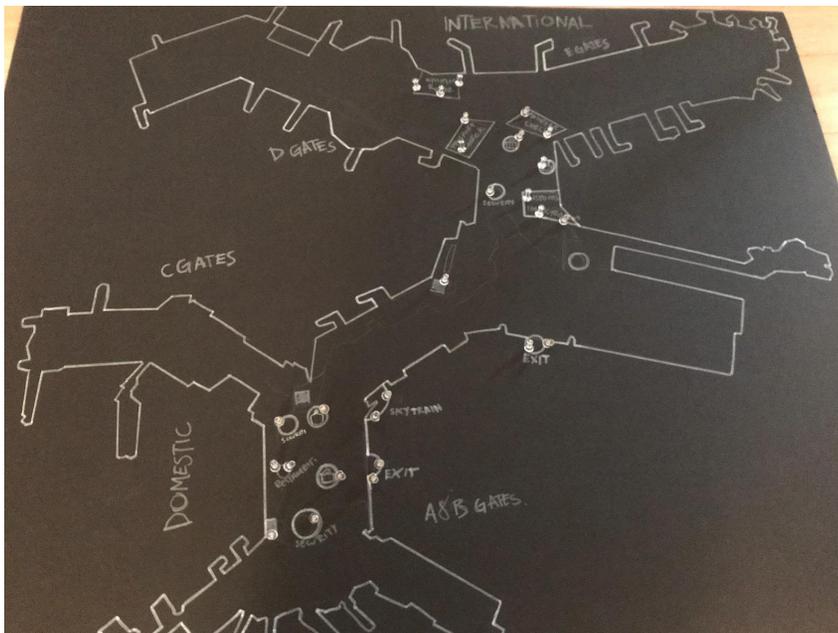
Primary Research - Video Prototype

I started off the primary research by doing a video prototyping by giving myself tasks like finding locations at the airport. My task is aimed to find all the stores and foodcourts inside Vancouver International Airport. I took a paper map from the airport but even with that, it is hard to understand and find the path. One thing that I found really interesting is that there is a barbershop, dental, and clinic at the airport.



Primary Research - Stress Map

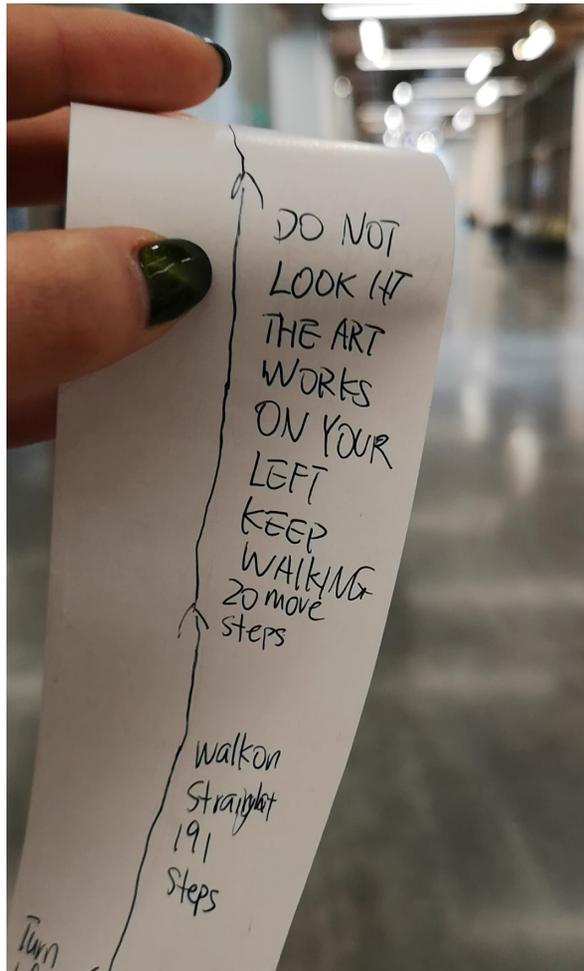
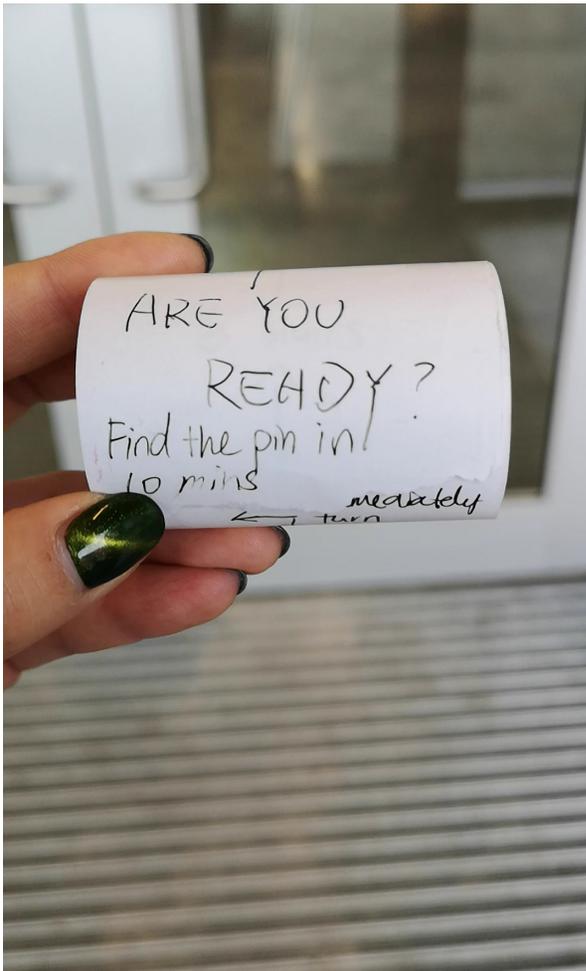
I did a survey board for classmates to help me identify what people's **general routes** at the airport and their **stress level** about moving around in the airport. The result shows that most people feel **fairly stressed** and the two places that they spend most of the time is **custom and gates**.



The result shows that most people feel **fairly stressed** and the two places that they spend most of the time is **custom and gates**.

Primary Research - Prototype

My classmate helped me with a Scavenger Hunt challenge which was using the instructions provided to find the object hidden on the campus. Even the instruction was clear as in steps it was not personalized enough because the **unclear measurement**. Also, people like to **make assumptions** while seeing the instruction.



Persona - 1



Name: Carol
Age: 19
Occupation: Student
Citizenship: Chinese
Destination: Canada
Purpose of Trip: School

Bio: Hi! My Name is Carol and I was born and raised in China. I decided to come to Canada for University after I graduated from high school because Canada is such a beautiful country. This will be my first time travelling outside of China so I'm feeling anxious about this trip. One thing that I worry the most is getting lost the airport that I'm not familiar of and getting stuck at Customs.

Document requirement:



your original Passport: It must have 8 months validity and at least two blank visa pages remaining and NO Physical damage.



A valid Canada visa



A valid Canada study permit(If you are in a high school program usually within a year, university within four years)

* Things people should not bring into Canada
Fresh fruits and vegetables, animal and fish products/ Live bait/ weapon/ Illegal Drugs & Marijuana

Note: If you plan to leave Canada during a scheduled break (such as the summer, or winter holidays and spring break), you may need to show proof you are enrolled in your school when you return to Canada.

Persona - 2



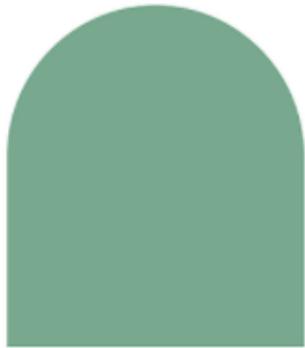
Name: Jonathan
Age: 40
Occupation: Business Man
Citizenship: Turkish
Destination: Canada
Purpose of Trip: Work

Bio:Hi! My name is Jonathan I am a Turkish business man. I am trying to expand my business into Canada and this will be my first time travelling to Canada as a business man and I worry that because the purpose of my trip changed my general route when I enter the airport will change and the documents that I need to bring will be different.

Document Requirement

- your original Passport: It must have 8 months validity and at least two blank visa pages remaining and NO Physical damage.
- A Valid Eta Canadian Visa
- Identification cards or proof that you have a job.
- you plan to stay for less than six months,
- you do not plan to enter the Canadian labour market,
- your main place of business, and source of income and profits, is outside Canada,
- you have documents that support your application and you meet Canada's basic entry requirements, because you
- have a valid travel document, such as a passport, have enough money for your stay and to return home, plan to leave Canada at the end of your visit and are not a criminal, security or health risk to Canadians.

SWOT Analysis



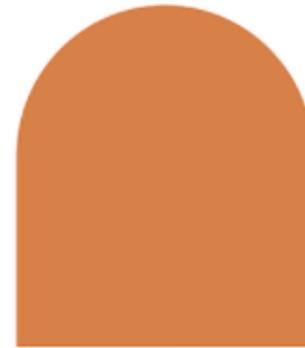
- Personalize your airport route and trip
- Uses VR mapping system
- Has a reward system that exchanges physical benefits



- The user must have basic knowledge with using smart phone



- Collaborating with different companies for rewards and advertisements
- Using positioning system when emergencies happen



- Smart Phones should not be taken out when passing through the passport check or customs



User Journey Mapping

Needs:

- Tips for trip: travel documents, time, flight information
- Easy navigation through airports
- Customized, smooth, and relaxed travel experience

Expectations:

- Reduce wasted time in the airport, get to destination efficiently
- Ease anxiety inside the airport
- Reliable airport, airline, and travel information

Planned Trip

User Action:

- Enter airline tickets
- Enter travel documents information
- Choose personal preferences

Route Planning

User Action:

- Search destination cities
- Search sceneries
- Mark places that would like to visit
- Save planned routes

Trip Preparation

User Action:

- Check travel documents
- Receiving travel tips and notifications
- Checklist for travel materials
- Download airport map

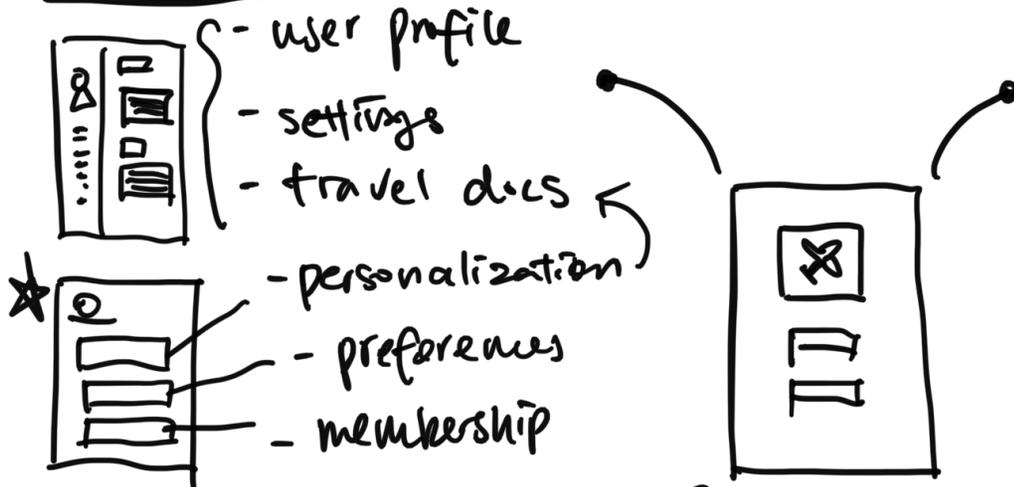
Airport Departure

User Action:

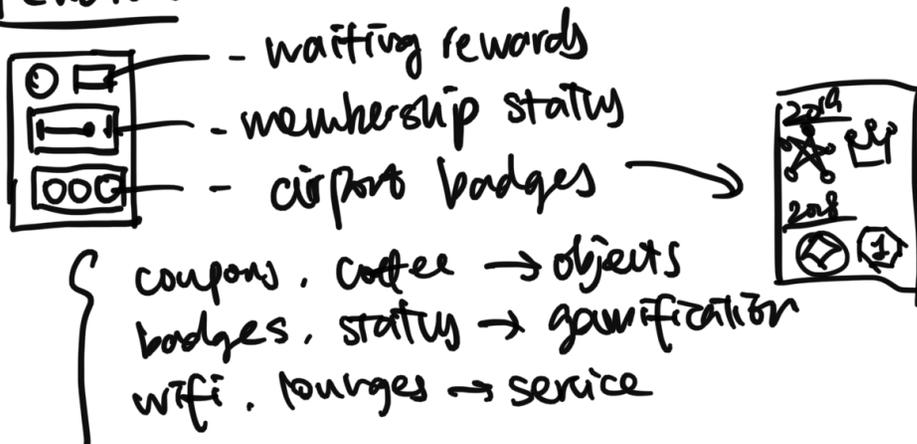
- Airport navigation
- Redeem waiting time rewards
- Receive notifications for gate check in

Conceptual Sketch

1. Profile



2. Rewards



3. Travel



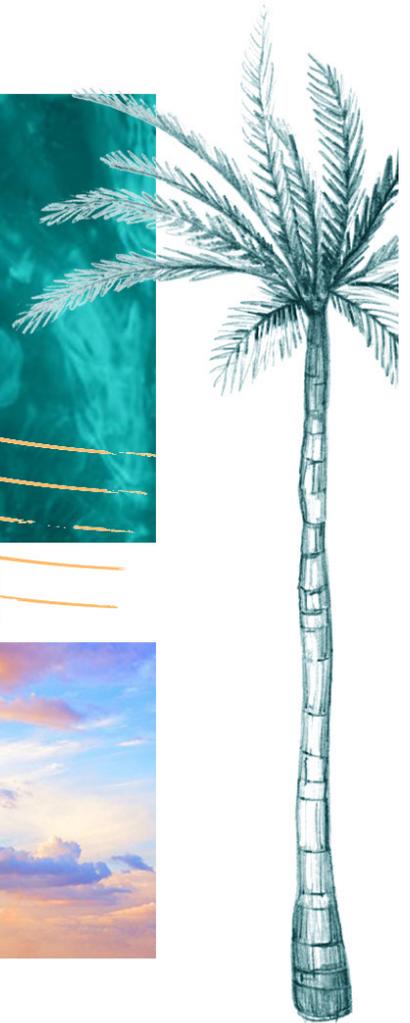
4. Airport



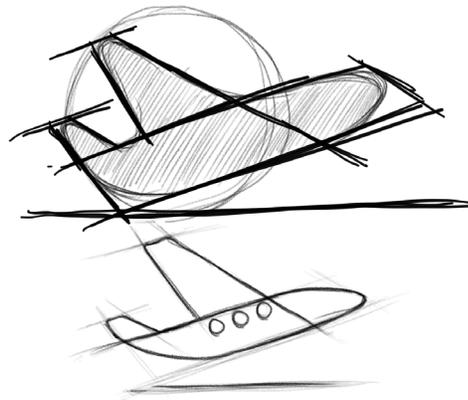
Moodboard



BON VOYAG



Icon Process



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