



Experience Adaptation

case study

Project Summary

Project Goals

- Get in-flight crew to adopt device
- Wireless control of in-flight environment

Skills and Resources Required

- Usability requirements gathering
- Detailed UI specification/documentation
- Graphic user interface design
- Icon system design

Outcome

- Increased user adoption of solution



Hand-held In-Flight Customer Service Control and Security

Asking the in-flight crew to use wireless hand-held devices to enhance the quality of customer service and security at thirty-thousand feet is like pulling teeth from a tiger. The work environment requires moving quickly. And the crew has their hands full in many situations, from serving food to helping passengers place and retrieve heavy items from overhead compartments. How can anyone expect the crew to use this device, even though the applications will be useful? Choose a wireless killer app that doesn't require hands and use transparent technology.

Neubloc decided to break it down to the most simplistic possibility to meet this user adoption challenge — use push to talk communication utilizing wireless bluetooth and voice commands. The in-flight crew, while hands-free, can activate their personal device (which is clipped to them), call a co-worker, and speak with them using an earpiece ensuring a private conversation — ideal for security and passenger comfort. Giving users an easy-to-use solution in a difficult environment would encourage the crew to take advantage of other valuable applications on the device.

Neubloc's user experience design team designed an easy-to-use, graphically rich user interface for providing an integrated suite of security applications: video capture and transfer to a ground location; cabin cameras to view different spaces within the aircraft; life vest scanning for passenger health with wireless transfer; and passenger I.D. scanning. In addition, we designed applications to create a higher quality passenger experience. Wirelessly integrated with the in-flight entertainment system, the in-flight crew had access to the passenger manifest, gaining access to 'opt-in' meta-data specific to each passenger (and their seat number). This enabled the crew to proactively offer better service based on passenger preference.

Below — Main Menu introducing an icon-driven user interface to engage the end user to use a suite of applications, from security apps to passenger service apps.



Above— Video recording application to allow crew to capture situational live action video and transfer to another location simply by pointing the device. Attendants can also use a barcode scanner or seating chart to identify a passenger and learn about them. What beverage do they prefer? What special needs do they have while in-flight?