

# MASSIVE INTERACTIVE IFE DESIGN TASK

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## OUR PROPOSAL TO MILLENNIALS

**To deliver a seamless experience that increases efficiency and integrates into your broader travel goals.**

Designing for millennials goes far beyond including all the latest tech and highlighting cliches of our smashed-avo-obsessed generation... (see Air France's Joon).

**Let our airline be a part of your dream trip - helping you explore the world and making it worth it.**

## INSIGHTS

### Millennials...

#### Travel to Discover

Millennials enjoy discovering new things during their trip - whether it be culture, people, food or places.

#### Value Time

Multitasking, convenient and definitely no lag please. They especially do not want to waste any time during their hard-earned travel.

#### Want Hospitality

Friendly and helpful flight attendants make positive memorable flight journeys.

### Research Methods

#### Qualitative Survey

Respondents: 60

Focus: travel motivations, past flight experiences

<https://goo.gl/forms/I9vtGvwB9KHDEqe63>

#### Interviews

Respondents: 2

Focus: travel experiences, in-flight details

#### Secondary

Focus: business trends, competitors, existing solutions

## For The Airline...

### Take Advantage of Add-On's

68% of millennials prefer airlines that have add-ons, even if they are at extra costs. This includes wi-fi!

### Get on Social Media

Millennials are twice more likely to share travel posts than their previous generation. But are also more likely to report negative experiences.

### Make it Personal

From friendly personal greetings to targeted recommendations, millennials are used to personalised services and often seek authentic experiences. Personalisation can improve connections to the user and also increase efficiency.

Sources:

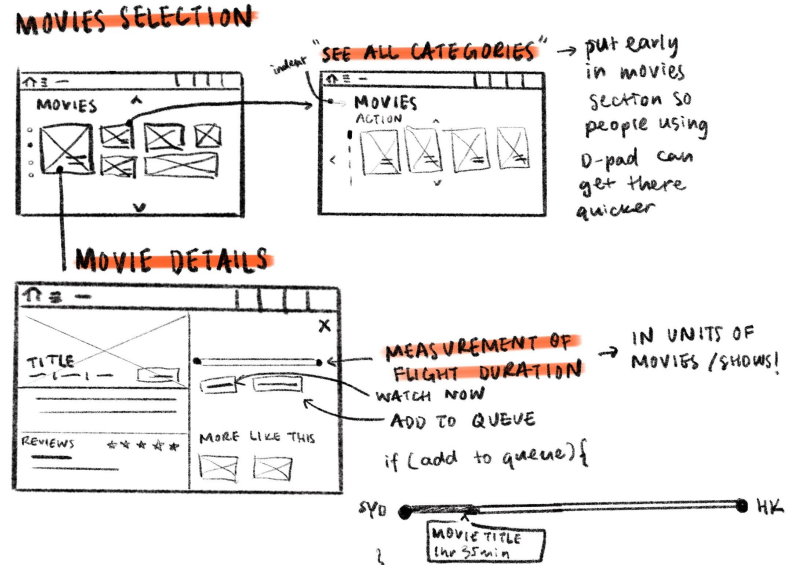
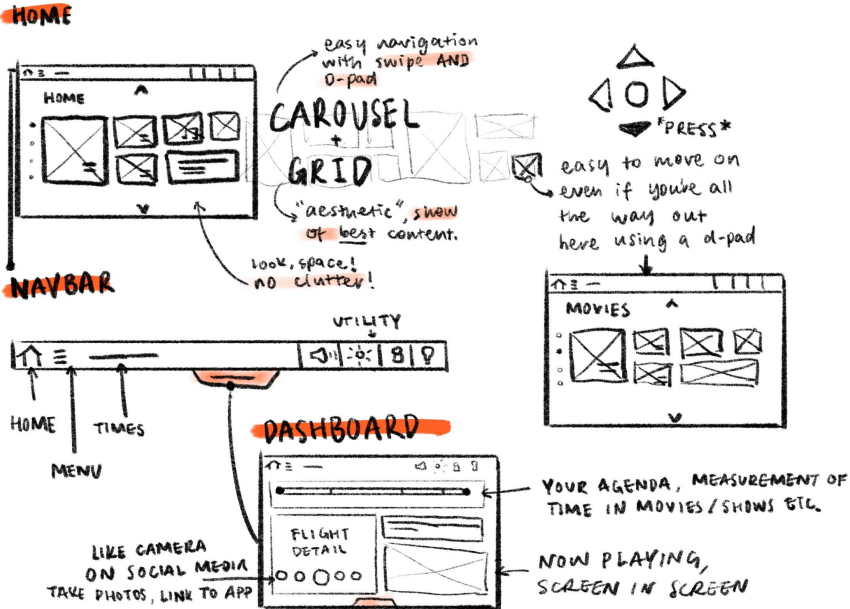
Boston Consulting Group <https://www.bcg.com/documents/file129974.pdf>

Rakuten Marketing <https://blog.marketing.rakuten.com/affiliate/9-must-know-millennial-shopping-trends-of-2017>

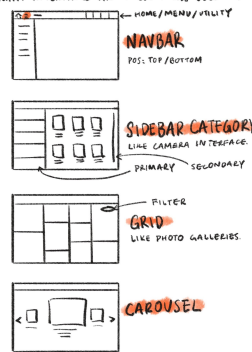
# SKETCHES

## Intuitive Interactions

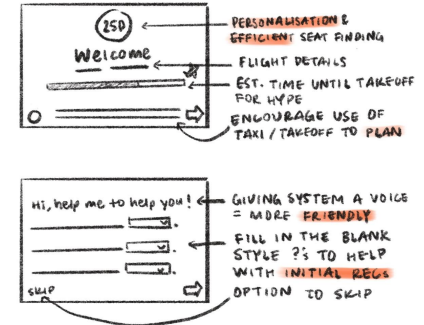
By analysing existing IFE's and millennial's popular applications, interactions, layouts and elements that they are familiar with were included in the sketches. E.g.: 'Dashboard' that is similar to the phone notifications pull-down.



**MASSIVE IFE SKETCH SET ME - LAYOUT IDEAS**  
WHAT INTERFACES ARE MILLENIALS USED TO?



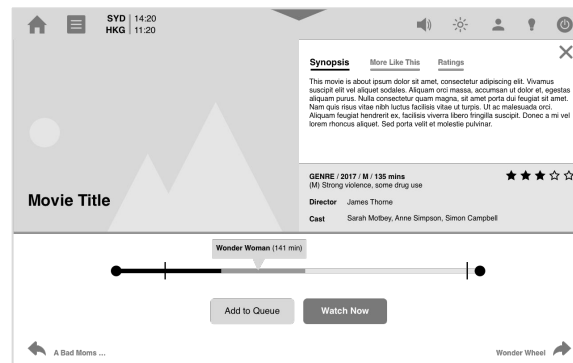
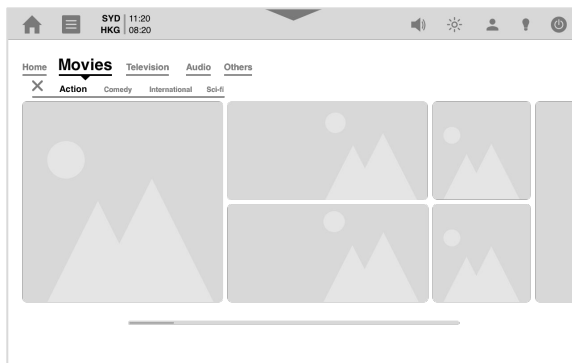
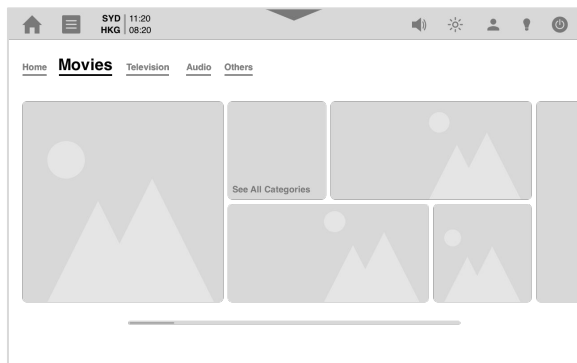
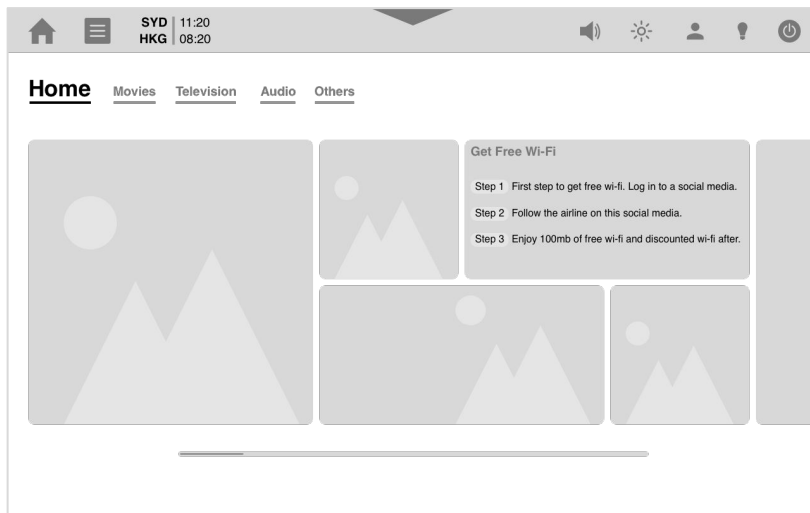
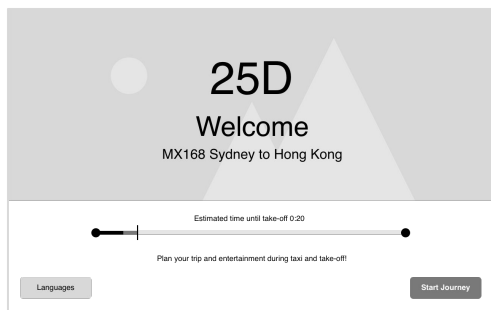
**ON-BOARDING EXPERIENCE**



# WIREFRAMES

## Refined Flow

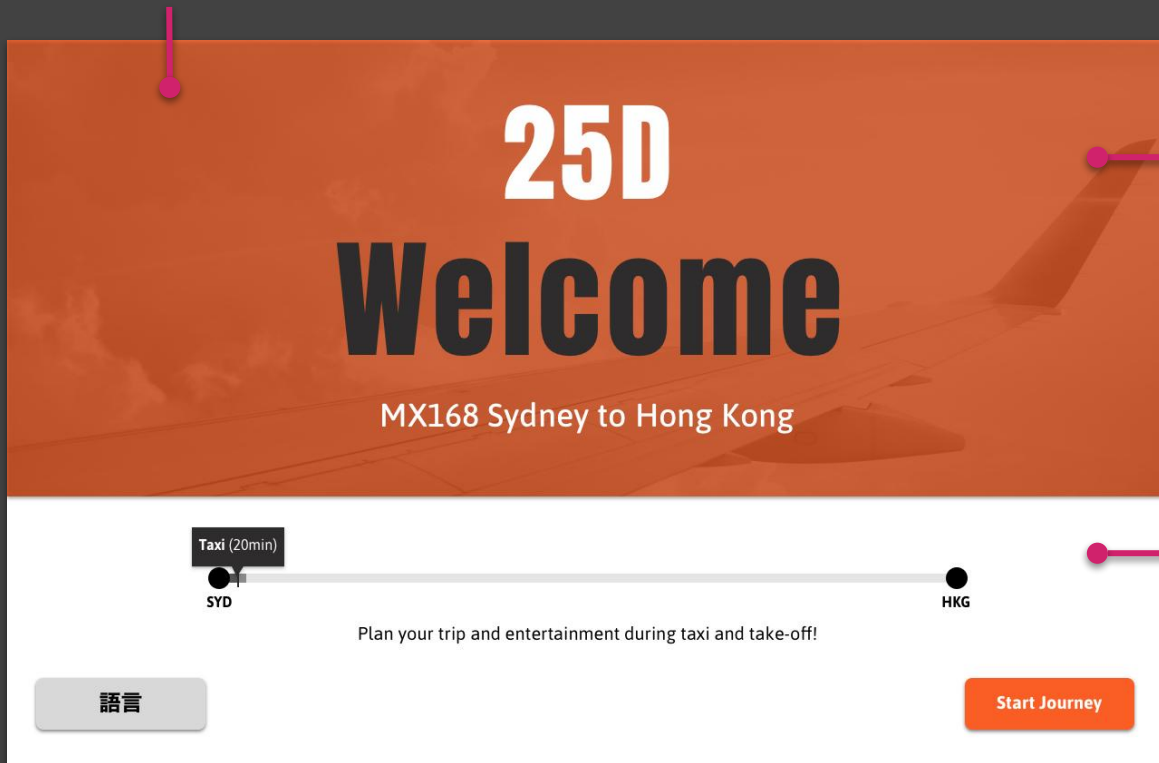
De-clutter and improved flows for interaction with d-pad by changing carousel to tabs.



## FINAL DESIGN: ON-BOARDING EXPERIENCE

### Friendly Welcome

A friendly greeting from the airline makes for a good start. Seat number acts both as personalisation and efficient seat-finding.



### Get Excited

Video background of in-flight entertainment highlights as well as destination scenes.

### No More Waiting

Users can begin their journey before the plane even takes off.

## FINAL DESIGN: HOME PAGE

### Tease a Little

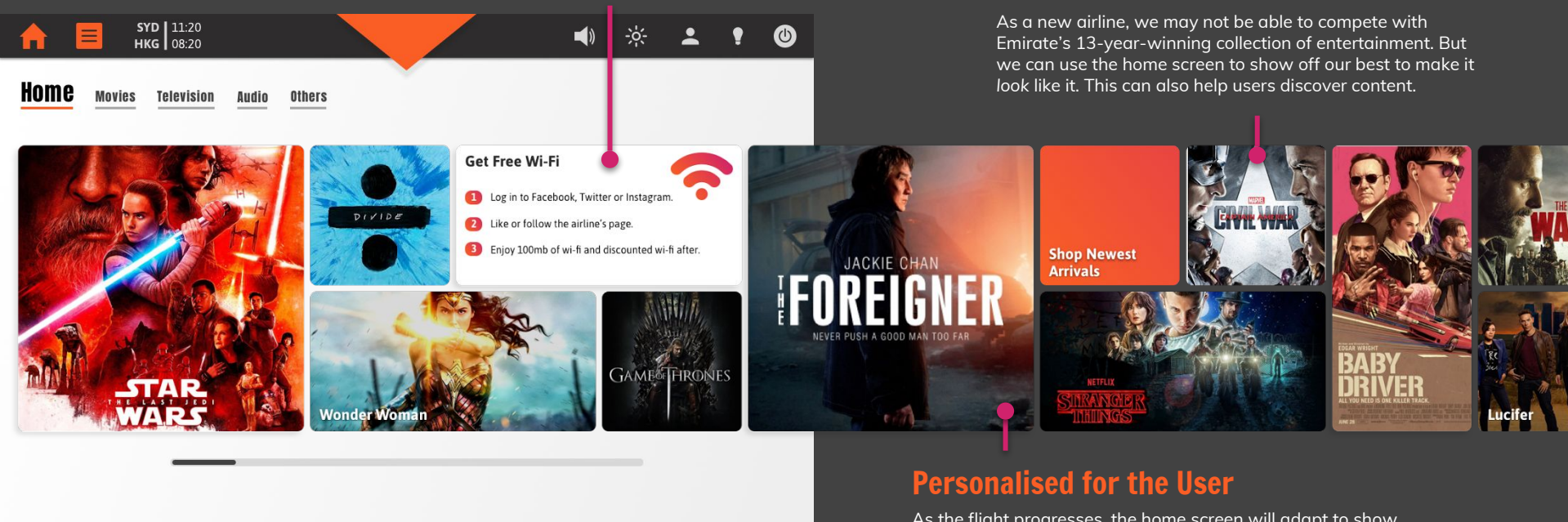
Offering free wi-fi not only encourages purchase of add-on's but can also generate social media attention which is important for this demographic.

### Show Off the Best

As a new airline, we may not be able to compete with Emirate's 13-year-winning collection of entertainment. But we can use the home screen to show off our best to make it look like it. This can also help users discover content.

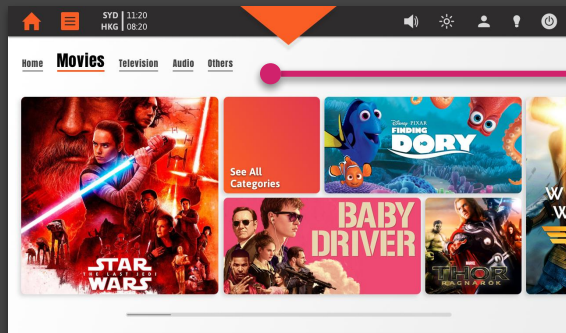
### Personalised for the User

As the flight progresses, the home screen will adapt to show them personalised recommendations based on what they have viewed/listened to.



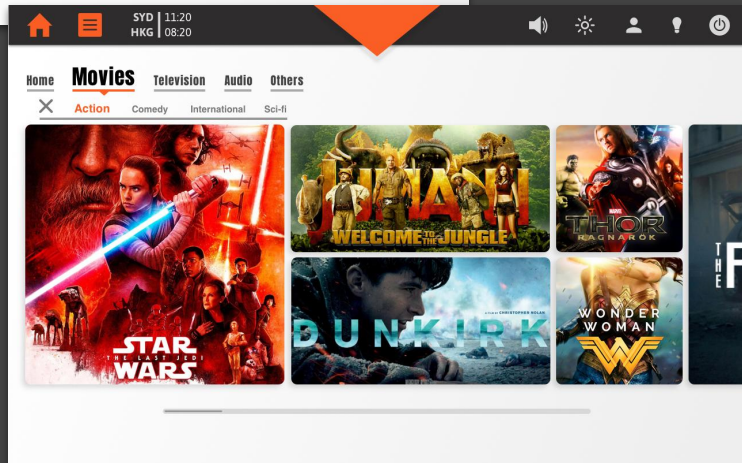


## FINAL DESIGN: MOVIE SELECTION



### For D-Pad

Consistent design across pages - all compatible for easy use with the d-pad.

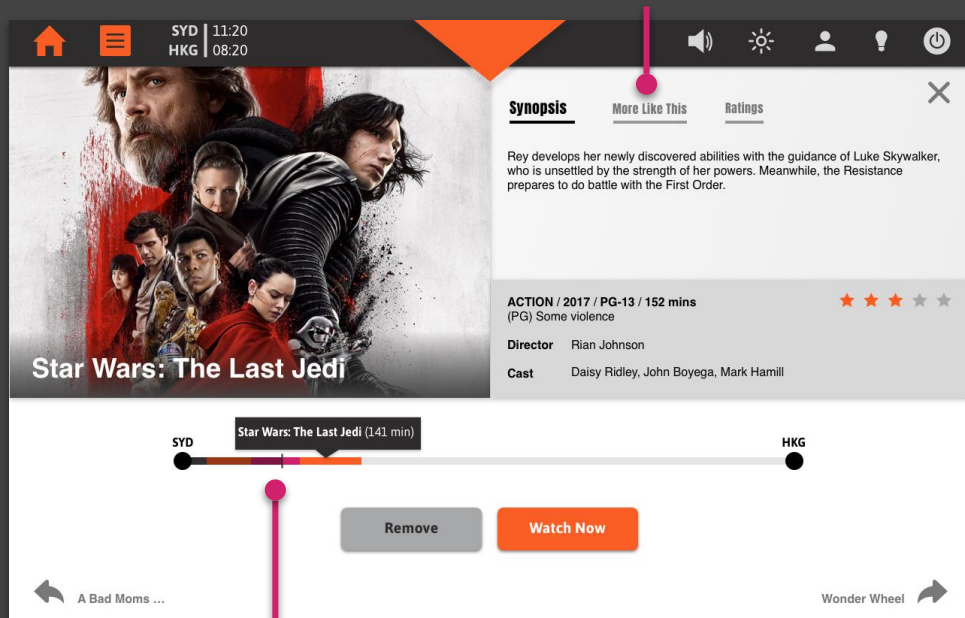


### No Time Wasted

A measurement of flight time in the amount of content the user consumes, making the millennial feel they get their worth of movies. Auto-plays through the timeline schedule to save the user every last minute.

## Easy Searching

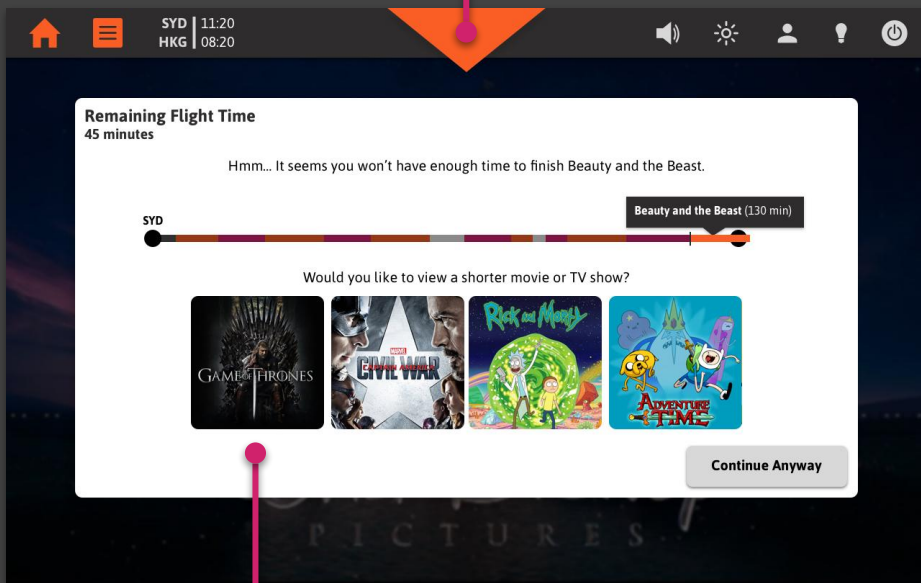
Not quite right? Easily find similar content without having to go back to other pages. Links at bottom of the page also assists in content discovery.



Wonder Wheel

## Familiar Interactions

A pull-down dashboard that millennial users are already used to.

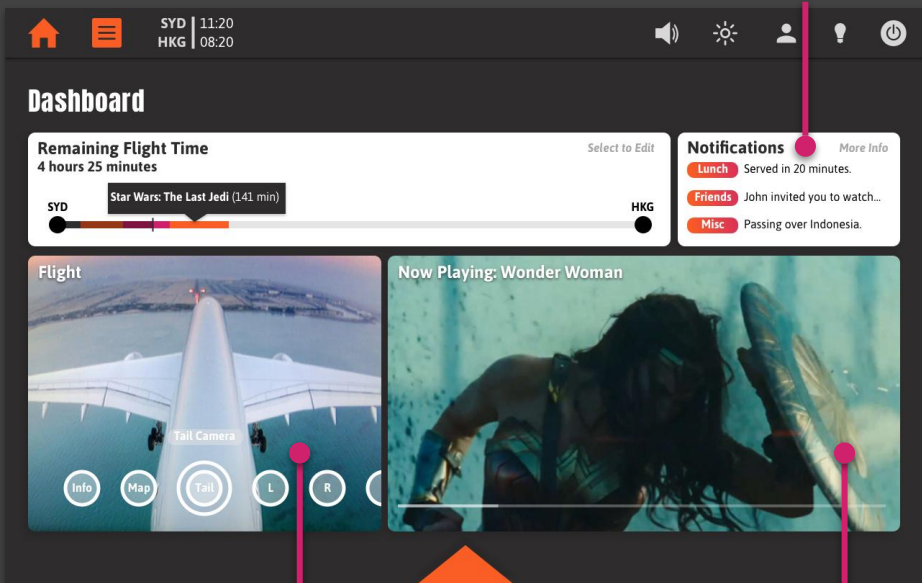


## Left Hanging in the Air?

Ever got off a plane wondering what happened at the end of the movie you didn't get to finish? Never again! The timeline will notify the user of time constraints and offer smart recommendations based on the user's preferences

## Notifications and Opportunities

Millennials are more likely to travel in groups and may enjoy the opportunity to sync their movie-watching. Giving notifications for geographic locations can assist the passenger in looking at the cameras and perhaps discovering their next holiday destination.



## Check Out the View

The plane's external cameras can easily be checked using familiar gestures, inspired by Snapchat's filter cameras.

## Never Stop

Users can enjoy screen-in-screen while they check on flight details and notifications.

## FUTURE STEPS AND OTHER RECOMMENDATIONS

### Prototype

A basic click-through prototype has been made for basic user testing. It is best viewed on a tablet or a big screen as the design was made to match Emirate's award-winning IFE standard of 13.3" screen.

[https://invis.io/XPF1FYXHE#/270159615\\_Home](https://invis.io/XPF1FYXHE#/270159615_Home)

### Pre-Flight and Post-Flight Experience

There is potential to add a mobile application that will increase customer engagement outside of the flight. For example, the airline can look into using the application to connect with the user's Netflix account or even give a quiz for immediate personalised recommendations when they board the flight.

The flight cameras also have potential to generate some interesting footage that is unique and worthy of being posted on social media. The application can be used for passengers to access photos and videos that they take using this feature. This also generates word-of-mouth.

### Flight Attendants

It is recommended to include information tools in the IFE system to communicate with flight attendants for faster assistance. For example, a page which includes buttons of most common needs (e.g. requiring a drink, noodle cup) to save an extra trip for the attendant.

Thank you.