

From your Doorstep to Departure

Understanding the transit tale of NYC

TEAM



DEVASYA SHARMA



44%

Flyers find the air travel process to be more stressful than going to the dentist

37%

Air travel is more stressful than filing their taxes

63%

Flyers say that avoiding a layover, getting a little more leg room and skipping that security line are some of the things they'd pay for when it comes to flying.

41%

Would pay to just skip the security line, the survey said.

Melanie Lieberman, senior travel editor said "You might have a co-branded airline credit card that gives you access to priority boarding or maybe you have a credit card that comes with a statement credit to cover the application fee for global entry or TSA PreCheck," she said. She said some premium cards have trip protection benefits as well to help ease anxiety.



63%

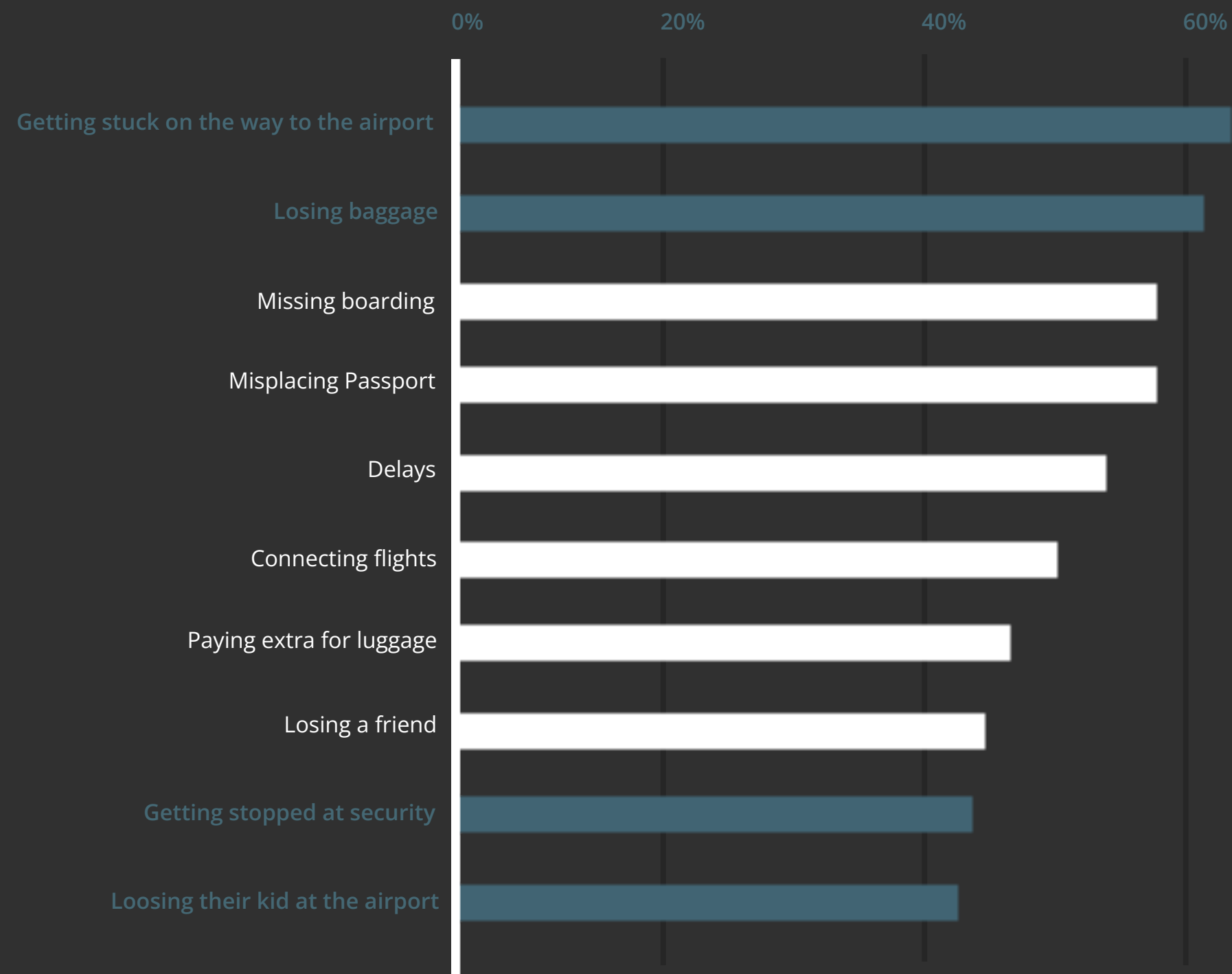
Travelers worry most about simply getting to the airport – with traffic and public transport & other significant factors

61%

Agree that baggage collection is the most stressful part of airport travel,

42%

Agreed being anxious on passing through security and waiting for transfers

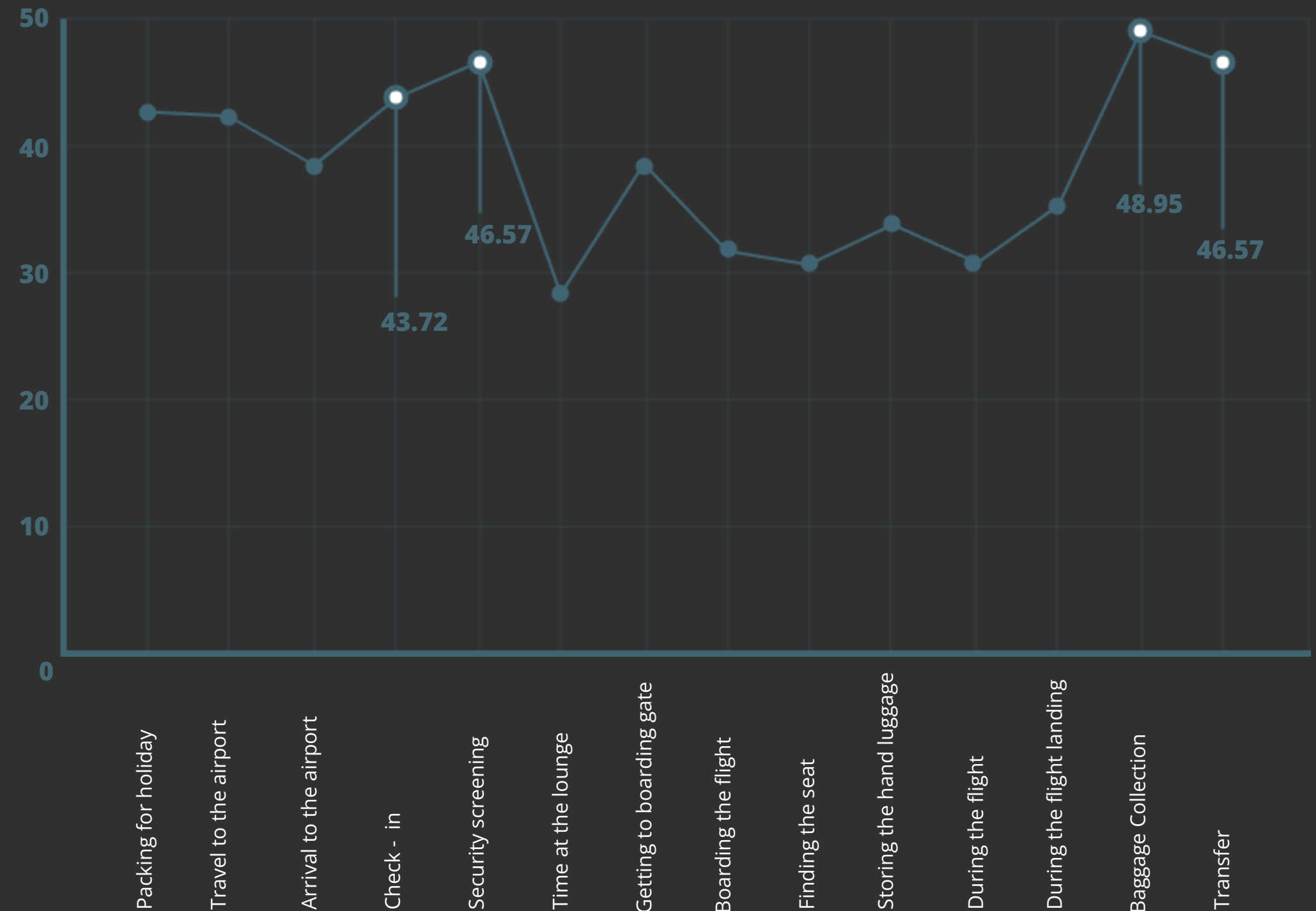


Sources



WHAT PART OF THE JOURNEY IS STRESSFUL ?

This is the basic outline of a user journey of a passenger and the stress point he/she might be facing within their journey starting from packing for their holiday to baggage claim in their destination and also including transfers and waiting time and if you look closely the initial stages (ie. checking in and security) are the part where there are a lot of stress points and then followed by the last stages which are the baggage claim and the transfer and waiting period. So, The objective is to dissect each phase and investigate the current trends or innovations that have emerged thus far.



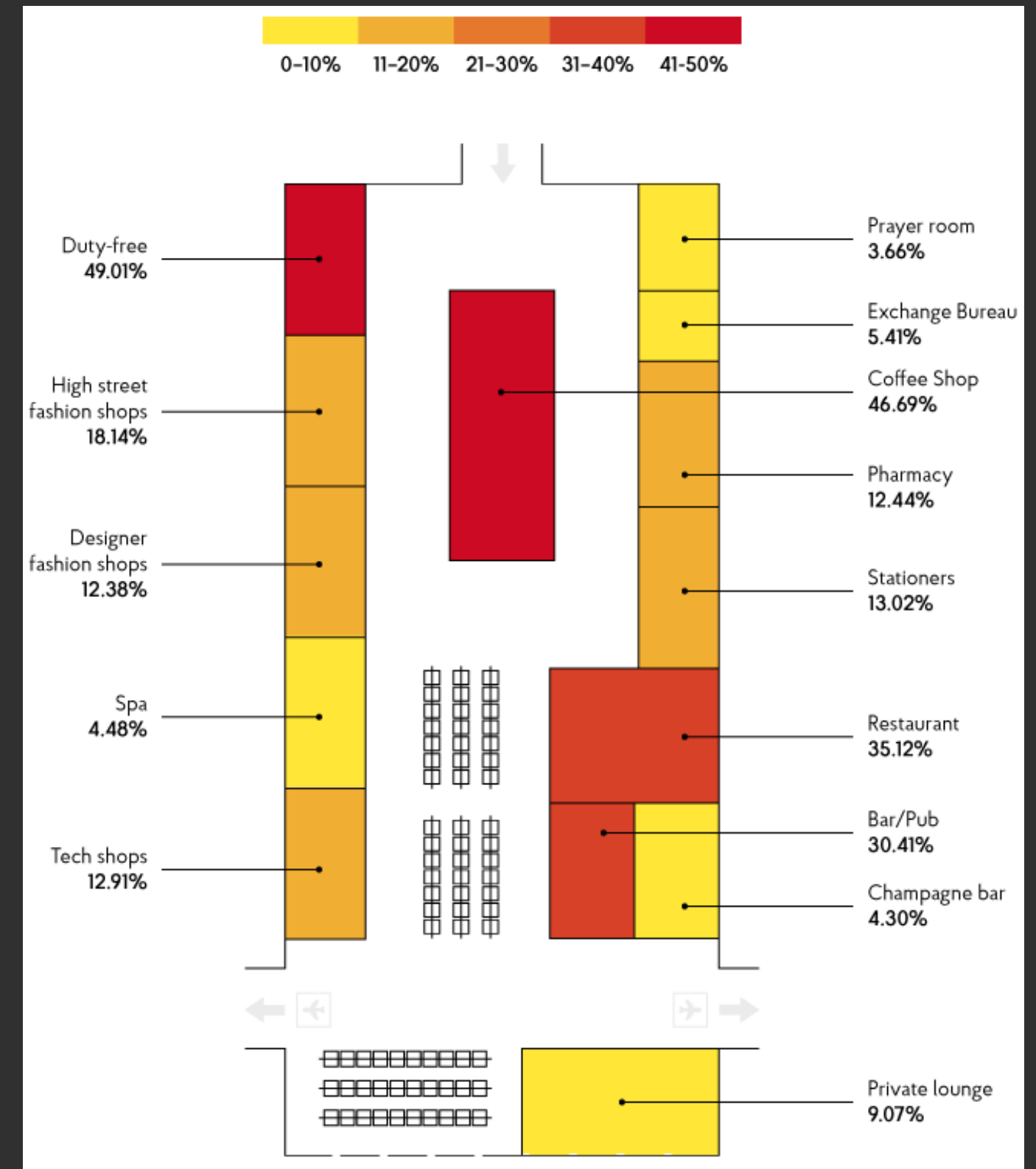
Sources



WHAT AREAS AT THE DEPARTURE LOUNGE ARE STRESSFUL ?

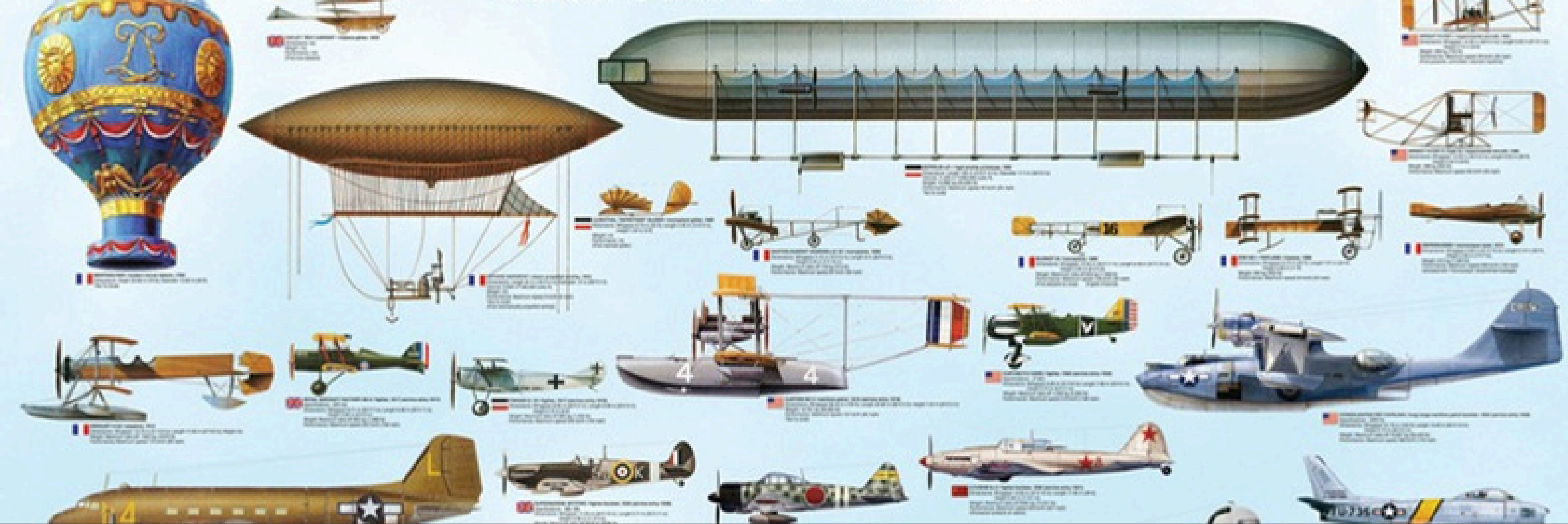
The highest stress points for any passenger are duty free, coffee shop, restaurants, bar/pubs etc

And as you can see the least stressful points are the spa's private lounge, prayer room or even exchange Bureau



Sources





HISTORY : AIR TRAVEL TRACES ITS ORIGINS BACK TO THE INVENTION OF KITES AROUND 1000 BC.

1000 B.C.E.–1650 A.D.

1000 B.C.E.

Kites were invented in China.

c. 852 B.C.E.

English King Bladud is apparently killed attempting to fly.

c. 400 B.C.E.

Archytas of Tarentum is reported to have made a steam-propelled pigeon.

c. 1250 A.D.

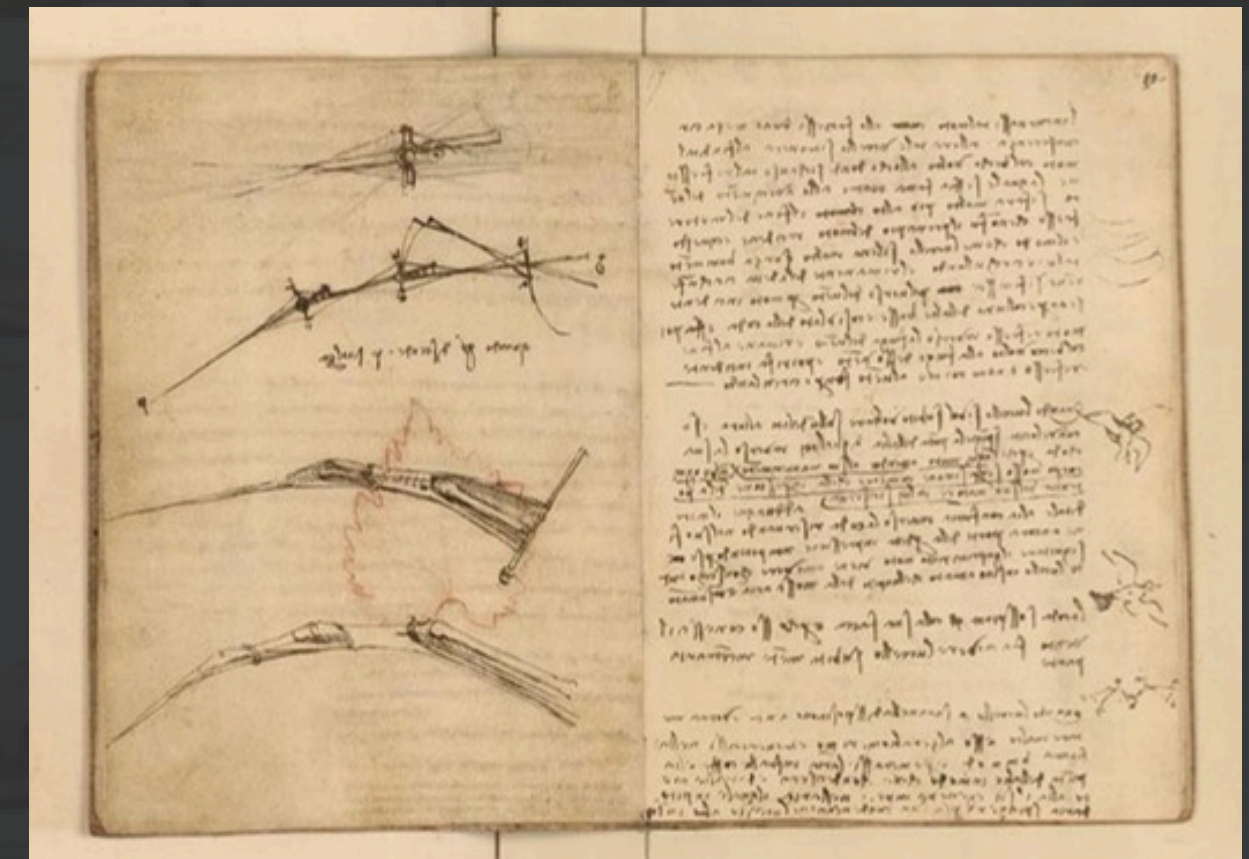
Roger Bacon, English cleric, writes about mechanical flight.

1485-1500

Leonardo da Vinci designs flying machines and parachutes.

The Challenges encountered during this time period mark the inception of many recurring difficulties in history such as.....

- Limited Technological Advancements
- Lack of Understanding of Aerodynamics
- Safety Concerns
- Lack of Infrastructure
- Limited Scientific Knowledge
- Resource Constraints:
- Lack of Support and Funding



1670-1783

1670

Francesco de Lana Terzi publishes a design for a lighter-than-air ship.

1680

Giovanni Borelli, an Italian mathematician, found human muscles unsuitable for flight.

1709

Bartolomeu Laurenço de Gusmao designs model gliders.

1783

Jean François Pilâtre de Rozier and Marquis d'Arlandes pioneer the first free aerial voyage in a Montgolfier hot-air balloon.

1783

Jacques Alexandre César Charles and M.N.
Robert flies in a hydrogen balloon.

Safety concerns and lack of funding support was seen in this era as well.

- Limited Scientific Understanding
- Lack of Suitable Propulsion
- Lack of Structural Materials
- Safety Concerns
- Lack of Power Sources
- Lack of Funding and Support
- Lack of Regulation
- Limited Materials Science



Expérience du globe aerostatique du MM. Charles et Robert au
Jardin des Thuilleries le 1er décembre 1783. Paris: Chez Esnauts
et Rapilly . . . , 1783.

1785–1843

1780

Jean-Pierre Blanchard and John Jeffries cross the English Channel by balloon.

1785

Jean François de Rozier and Pierre Romain are the first ballooning fatalities.

1797

André Jacques Garnerin makes the first human parachute descent from a balloon.

1809

George Cayley publishes classic treatise on aviation.

1843

William Henson's design for aerial steam carriage is published.

1843

George Cayley's biplane design is published.

This era focused on the initial experimentations and ways to have a better flight.

- Safety Concerns in Ballooning
- Limited Control in Ballooning
- Parachute Earlier Development Wasn't a Safe Bet.
- Lack of Practical Propulsion
- Limited Materials and Structural Design
- Limited Funding and Support
- Limited Scientific Understanding
- Lack of Regulation and Standards
- Challenges in Gliding Experiments



[Premier descent en parachute \[Jacques Garnerin\], 1797.](#)

1850-1895

1852

Henri Giffard's steam-powered airship makes its first flight.

1867

Wilbur Wright is born.

1870

Alphonse Pénaud experiments with twisted rubber to power model helicopters.

1871

Orville Wright is born.

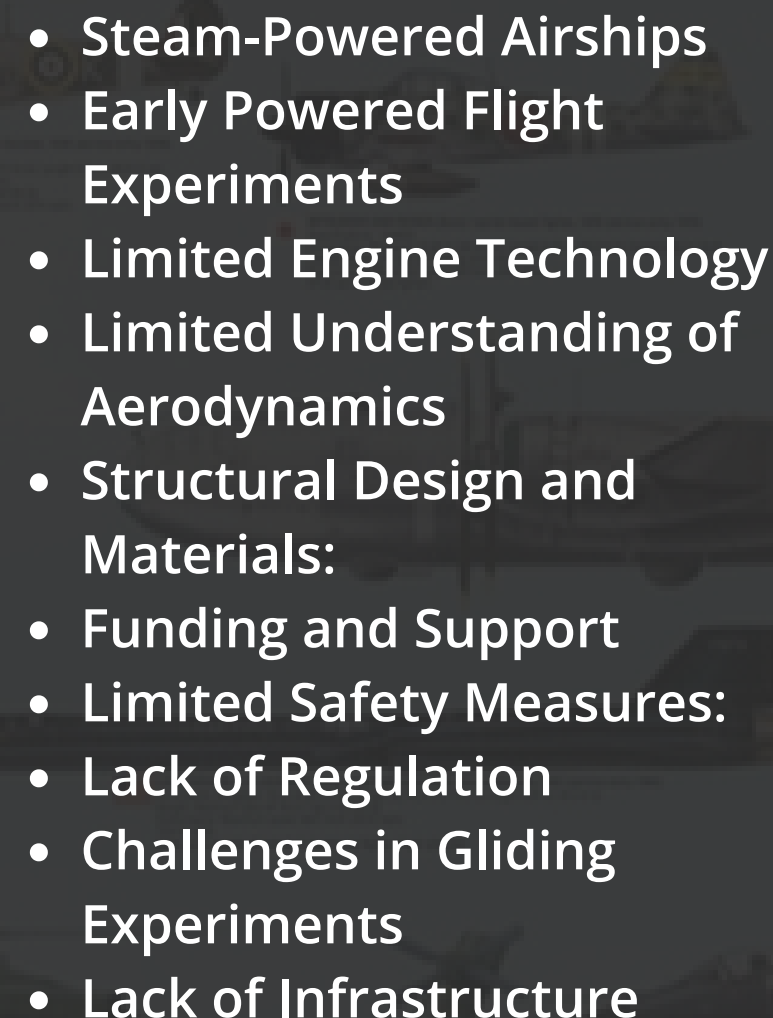
1891

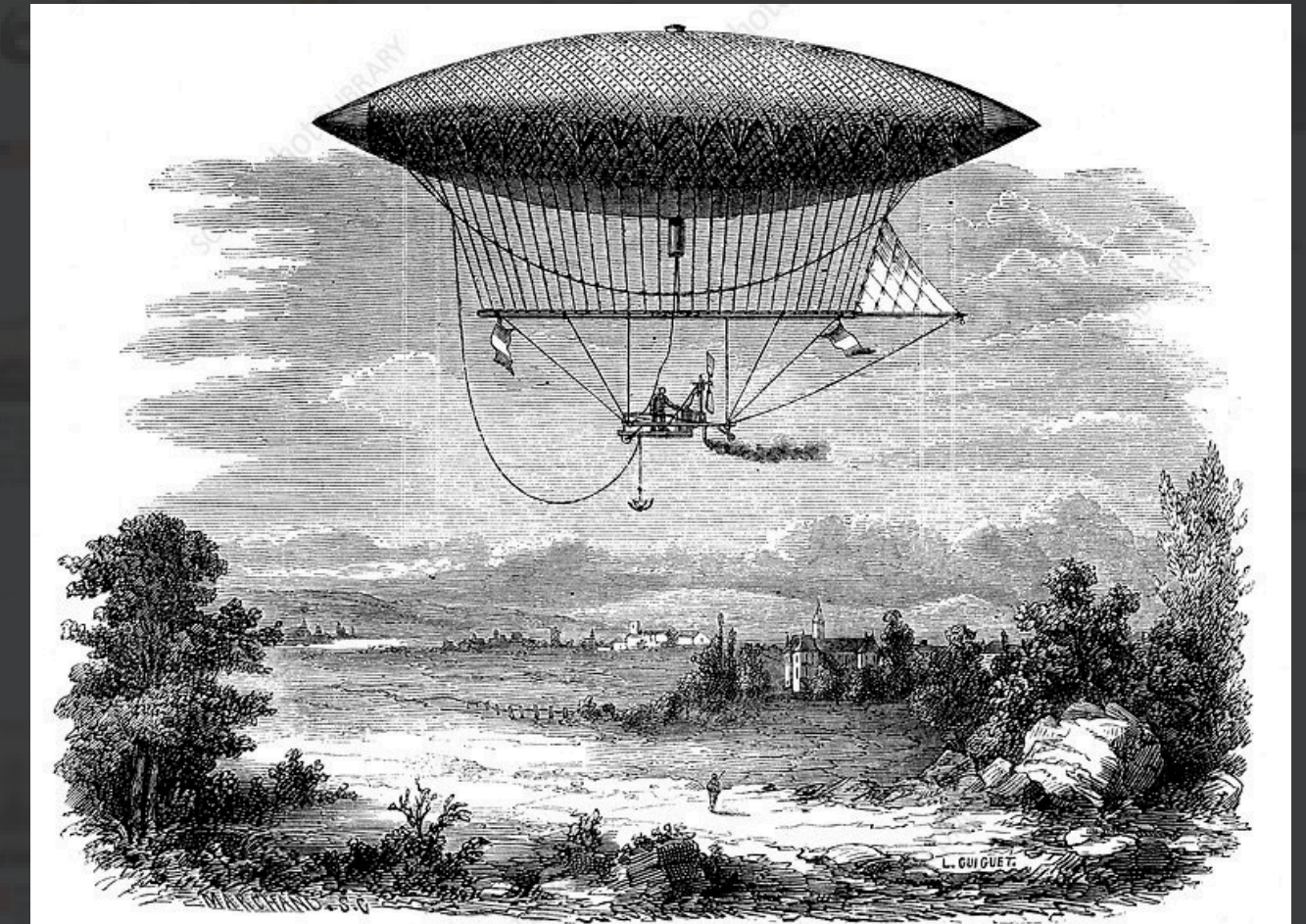
Otto Lilienthal begins successful gliding experiments.

1895

Otto Lilienthal flies biplane gliders.

This time period faced challenges with design & material related issues & some of them had a limited understanding about aerodynamics.

- 
- Steam-Powered Airships
 - Early Powered Flight Experiments
 - Limited Engine Technology
 - Limited Understanding of Aerodynamics
 - Structural Design and Materials:
 - Funding and Support
 - Limited Safety Measures:
 - Lack of Regulation
 - Challenges in Gliding Experiments
 - Lack of Infrastructure



1896–1915

1896

Octave Chanute tests biplane gliding in Michigan. Samuel P. Langley succeeds with steam-powered flight. Otto Lilienthal tragically dies after a gliding crash.

1901

Alberto Santos-Dumont circles Eiffel Tower in an airship.

1903

Samuel Langley's "Aerodrome A" crashes; Wright brothers achieve first powered flight in Kitty Hawk, NC.

1906

Santos-Dumont makes Europe's first successful powered flight.

1909

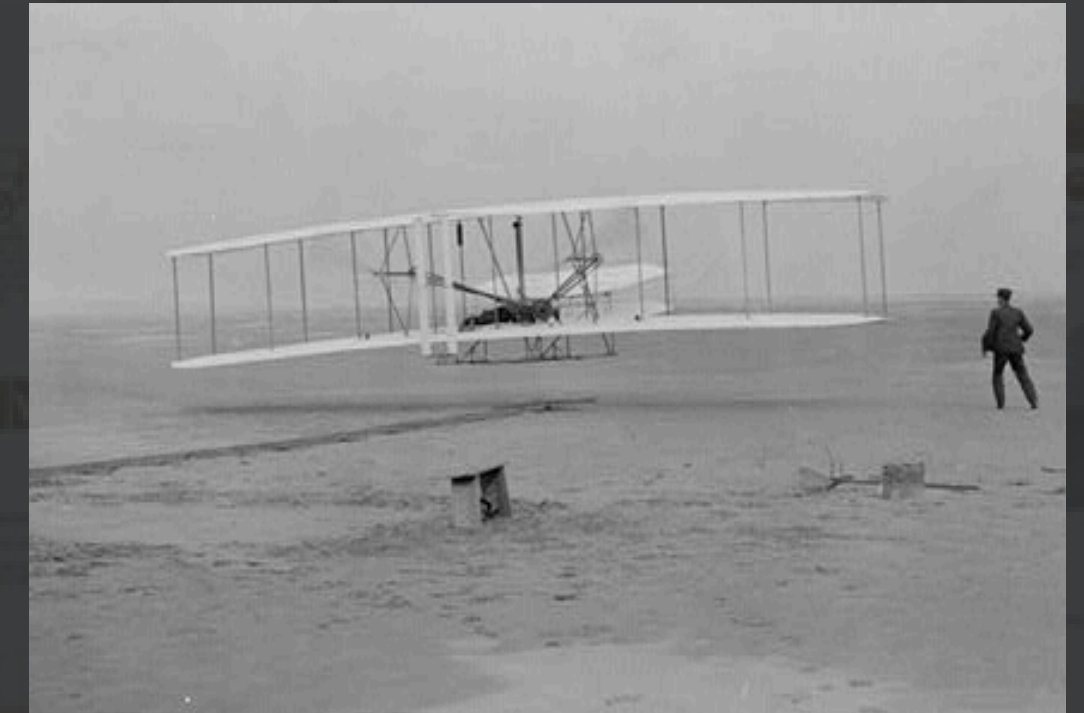
Louis Bleriot crosses English Channel by airplane.

1914:

St. Petersburg-Tampa Airboat Line starts the world's first commercial airline service with Benoist XIV flying boat.

Even at this time funding was a problem, even after that experiments on domestic travel were successful .But due to this concept of flying being new to the public mostly everyone was skeptical.

- Lack of Aerodynamic Understanding
- Safety Concerns and Fatalities
- Engine Reliability
- Limited Range and Endurance
- Lack of Regulatory Framework
- Infrastructure and Airports
- Funding and Support
- Engine Technology
- International Collaboration
- Public Perception and Skepticism



[First flight, 120 feet. in 12 seconds, 10:35 a.m., Kitty Hawk, North Carolina, December 17](#)



[Amelia Earhart, seated in airplane, checking equipment\], 1937.](#)

1916–1928

1920

Passenger planes become available, marking the first decade focused on passenger aircraft design.

1921

Aeromarine Airways screens "Howdy Chicago," the first in-flight film, during a flight over the city.

1926

Robert H. Goddard conducts the first free flight of a liquid-fueled rocket.

1927

Charles A. Lindbergh achieves the first solo, nonstop trans-Atlantic flight. Pan American Airways is established, starting as an airmail service and later becoming the world's largest international air carrier.

1928

Transcontinental Air Transport (TAT) introduces the first air-rail service, combining airplane and train travel.

This era marks the first ever aircrafts made for passenger travelling. But then comfort of the passengers were an issue and followed by their safety.

- Safety and Reliability
- Limited Passenger Comfort
- Engine Technology
- International Regulation
- Transition to Jet Age: (A better step towards infrastructure)



[\[Charles Lindbergh, full-length portrait, standing, facing front, beside the Spirit of St. Louis\], 1927.](#)



[Robert H. Goddard conducts the first free flight of a liquid-fueled rocket.](#)

1930–1950

1930

Frank Whittle creates the jet engine. Boeing 247 revolutionizes airliners for comfort and efficiency, while luxury planes such as the Douglas DC-3 offer in-flight dining and comfort.

1932

Amelia Earhart accomplishes the first solo nonstop trans-Atlantic flight by a woman.

1933

Boeing 247, a modern airliner, takes its inaugural flight.

1939

Germany's Heinkel 178 becomes the first fully jet-propelled aircraft to fly.

1944

The Chicago Convention establishes ICAO and global aviation rules.

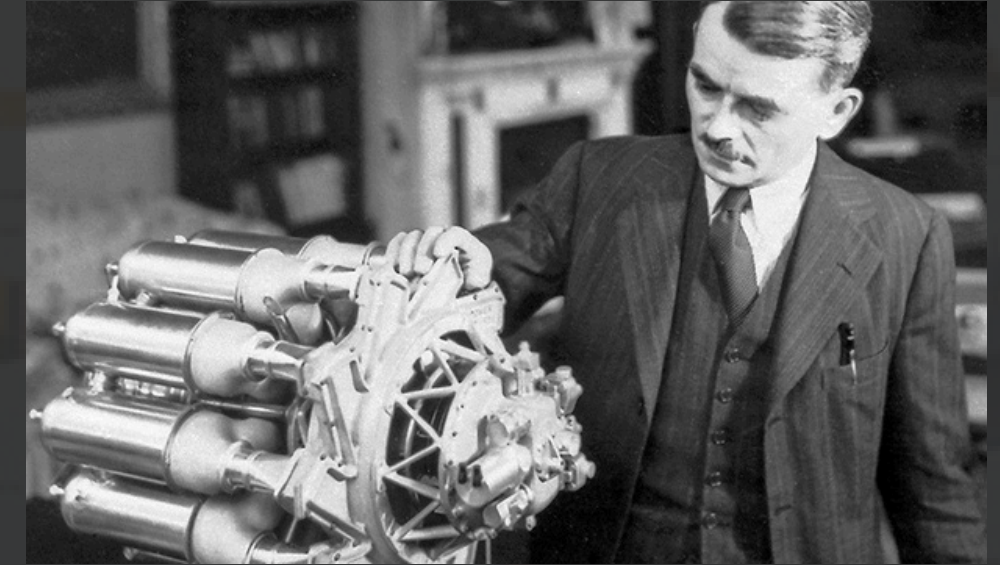
1947

Charles E. Yeager pilots the Bell X-1, the first aircraft to break the sound barrier.

1950: Introduction of jet airliners revolutionizes air travel, reducing flight times.

Luxury travelling experience was introduced in this time frame and there were more advancements like reduced flight time and first ever aircraft to break the sound barrier this was also known as the jet age.

- Safety Concerns in Ballooning
- Limited Control in Ballooning
- Parachute Earlier Development Wasn't a Safe Bet.
- Lack of Practical Propulsion
- Limited Materials and Structural Design
- Limited Funding and Support
- Limited Scientific Understanding
- Lack of Regulation and Standards
- Challenges in Gliding Experiments



[Frank Whittle creates the jet engine.](#)



[Boeing 247, a modern airliner, takes its inaugural flight.](#)

1955–1970

1957

Soviet Union launches first man-made earth satellite, Sputnik 1. (Space related)

1960

Airport Expansion: Airports expanded to accommodate the growing number of passengers, with new terminals and runways.

1961

Soviet cosmonaut, Yuri Gagarin, is the first man in space. (Space related)

1962

John H. Glenn, Jr., is the first American to orbit the earth. (Space related)

1969

U.S. astronauts Neil A. Armstrong and Edwin E. Aldrin, Jr., are the first to walk on the moon. (Space related)

1970

Tighter Security: High-profile hijackings led to increased security measures, including passenger screenings.

This era focused on the infrastructure of the airports. but they were facing challenges in air traffic management and security related issues. And they had couple of advancements in space related journeys.

- Airport Expansion
- Security Concerns
- Space-Related Developments
- Technological Advancements
- Environmental Concerns
- Regulatory Changes
- Financial Pressures
- Air Traffic Management

1971-1990

1971

Soviet Salyut 1 launches as the first space station.

1978

The Airline Deregulation Act lowers fares and increases competition but raises service quality concerns.

1979

The first frequent-flyer program, based on miles flown, is introduced by Texas International Airlines.

1980s-1990s

Airports expand to accommodate the growing number of travelers.

1981

The U.S. launches the reusable spacecraft, Columbia shuttle.

1986

Airlines collaborate with credit card companies, introducing branded credit cards for frequent fliers.

1988

Airplanes get back-of-seat screens, and air travel becomes smoke-free on most U.S. flights.

This was the time when government gave up their control over the airline regulations and allowed private companies to enter in the market and lower the fares for the public. There were still economic crunches due to expansion of airports and increasing in premium features for passengers

- Airline Deregulation
- Airport Renovations and Expansions
- Frequent-Flyer Programs
- Technological Advances
- Smoking Bans
- Economic Factors
- Environmental Concerns
- Technological Innovations
- Regulatory Changes

1990-1999

1990-91

The Gulf War disrupted Middle East air travel.

1992

The EU Single Market lowered fares and increased competition in Europe.

1994:

"Open Skies" agreements boosted competition and route choices.

1996:

The ValuJet Flight 592 crash raised safety concerns.

1997:

Hong Kong's handover affected regional air travel.

1998:

The Swissair Flight 111 crash prompted safety improvements.

1999:

The Alaska Airlines Flight 261 crash led to safety scrutiny. Star Alliance and Oneworld alliances enhanced passenger options and connectivity.

During this era, there were many players were active in the market, leading to escalating competition. Alongside this competition, a surge in the occurrence of air crashes were observed, raising significant inquiries about air travel and its dependability.

- Gulf War and Regional Conflicts
- Security Concerns
- Global Political Changes
- Formation of Airline Alliances
- Regulatory Changes

2000 - 2011

2000

First crew arrives at the International Space Station.

2001

9/11 Attacks prompt stricter airport security measures.

2005-2006

Steve Fossett achieves first non-stop solo flights around the world.

2006

Security restrictions limit liquids in carry-on luggage due to a plot.

2008

American Airlines starts charging for all checked bags.

2009

- New Zealand pilot Terry Delore sets a world gliding record.
- Digital Transformation: Digital technologies revolutionize the passenger journey.

2011

TSA PreCheck Trusted Traveler program is introduced.

Following the events of 9/11, security measures were significantly heightened. However, the stringent security protocols posed challenges for travelers, making the screening process even more stressful. There were increased restrictions on both carry-on items, and passengers had to pay additional fees for checked baggage.

- Post-9/11 Security Measures (2001)
- Liquid Restrictions (2006)
- Checked Bag Fees (2008)
- Tighter security introduced with TSA

2012 - Present

2012

Airlines required to list total flight costs; Delta introduces basic economy fares.

2018

Flights become more crowded due to increased passenger numbers.

2020

COVID-19 pandemic disrupts air travel; the first all-electric plane is tested; biometric check-in trials begin.

2021

Airlines consider vaccine passports to boost travel after the pandemic.

2050

The air travel industry aims to achieve carbon neutrality.

Currently, security measures remain robust. However, the check-in process has become considerably time-consuming due to COVID-19 regulations. This leads to travelers enduring lengthy queues and exhaustive security checks, among other procedures.

- Increasing Crowded Flights (2018)
- Impact of COVID-19 Pandemic (2020)
- Economic downfall (2021-22)

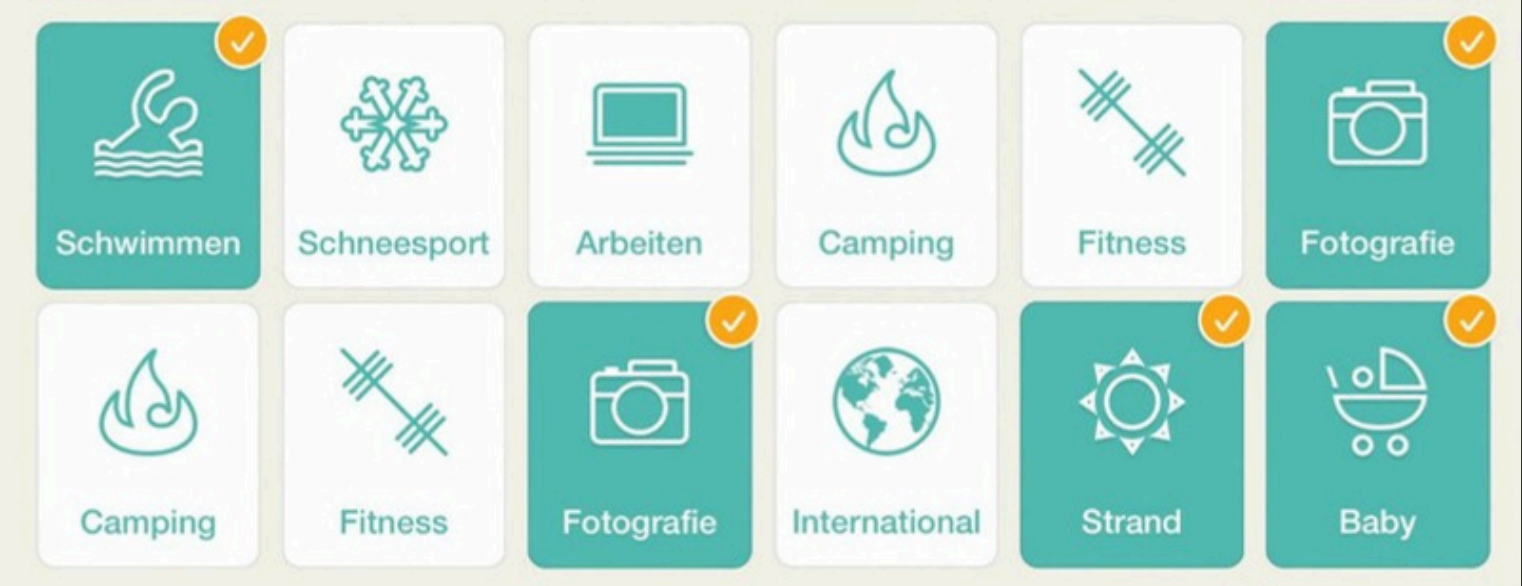
Trends & Innovation

This study was done to see what all innovations exist in each passenger's journey stages from packing their bags to boarding their flights

A look at passenger journey points

PACKING AND PLANNING AHEAD

Travel apps like **PackPoint** and Packing Pro help create personalized packing lists. **Ocean3D**, a British start-up, uses digital twin technology to map airports and planes, aiding travelers with anxiety and disabilities in trip planning. Major airports globally have developed apps for flight tracking, parking booking, and retail information. Independent apps like **iFly Pro**, **FlySmart**, and **GateGuru** offer in-terminal navigation, departure details, parking rates, and restaurant reviews for proactive travelers.

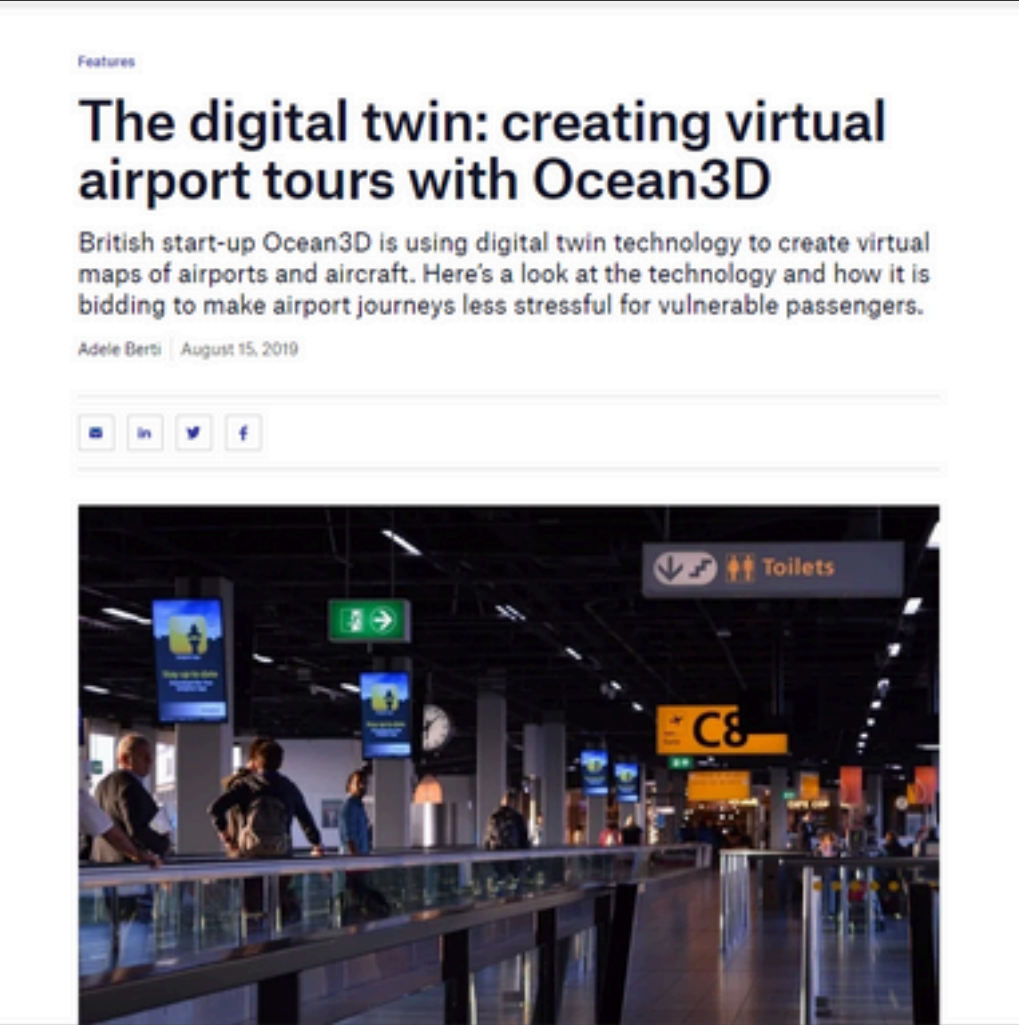


Pros :

- **Personalized** Packing Lists
- Helps in staying organized
- In-Terminal Navigation
- Create virtual maps of airports
- Provides detailed layouts of airport facilities and seating

Cons :

- Focuses primarily on packing lists, not planning trips
- Accuracy relies on accurate input
- Might be accessible only in specific airports
- Dependency on internet might delay in givin results in real time



Sources



TRAVELLING TO THE AIRPORT

Travelers in large cities often struggle to reach airports located far from the city center. The choice between driving and crowded, yet eco-friendly, public transport further complicates the situation. In the UK, especially in London, significant investments aim to enhance surface access for smoother airport experiences. London Luton is constructing **DART**, a 35-minute light-rail link from King's Cross St Pancras to the airport. The upcoming **Crossrail** franchise, starting in late 2020, will provide a new route to Heathrow Airport. Additionally, Manchester Airport introduced a **home bag check-in service**, potentially reducing travel stress.



Pros :

- Improving access on **individual levels**.
- Time efficient
- In-Terminal Navigation
- Services like home bag check-in delivery schemes provide added convenience to travelers.

Cons :

- Construction Disruptions
- Significant funds are required for infrastructure improvements & constructions
- Might be accessible only in specific airports
- Travelers might face inconveniences like detours, delays, and crowded public transport.

Sources



Checking In

The availability of online check-in services, airport check-ins remain a top choice for travelers, especially those with specific needs like families or special items. To address long queues, airlines and airports are introducing self-service check-in and bag drop lanes. For instance, DHL and EasyJet's collaboration at Gatwick Airport processes customers in under five minutes. Online check-in is becoming essential, especially during IT failures. Initiatives like IATA's One ID and companies like SITA , enabling document-free, biometric-based check-ins, are vital for a seamless and stress-free travel experience in the digital age.

Pros :

- Efficiency in the process
- Convenience
- **Reduces Queues**
- Adaptability
- Encourages Online Check-in

Cons :

- Self-service systems can suffer technical issues or network failure, inconveniencing passengers.
- Elderly or less tech-savvy individuals may require help with self-service systems.
- **Biometric data in streamlined check-in poses potential security concerns.**



Passing security

Airports are adopting biometrics and advanced technology to streamline security checks, ranked as the second-most stressful airport experience by Britons. In the UK, **3D cabin** baggage screening will be mandatory in all airports by 2022, eliminating the need to remove liquids and electronic devices, reducing wait times. Investments in body scanners aim to enhance precision while being less intrusive, benefiting all passengers, especially transgender travelers. Innovations like **space technology utilizing body heat** and **millimeter-wave sensors** are being tested, with companies like **Evolv** integrating sensors, **machine learning**, and **facial recognition** to significantly expedite security queues.

Pros :

-

Cons :

-



BAGGAGE COLLECTION

According to the Priority Pass survey, baggage collection is a major concern for UK passengers, a sentiment echoed by recent data from SITA. In 2018, 24.8 million bags were mishandled out of 4.27 billion checked, a notable decrease from 2007's 46.9 million mishandled bags. **SITA** recommends implementing **baggage reconciliation systems** and **RFID technology** to enhance baggage handling. IATA is also supporting the adoption of RFID, which offers cost-effective tracking solutions and valuable data for operational analysis and planning.

Pros :

-

Cons :

-



WAITING FOR TRANSFERS

Airport stops and waiting for connecting flights are significant stress points for passengers, according to Priority Pass. Baggage collection hassles, especially if luggage isn't directly sent to the final destination, compound this stress. To alleviate traveler concerns, airports are introducing innovative solutions such as pre-bookable sleeping pods and capsule hotels, particularly beneficial for business travelers seeking rest during layovers. Moreover, the emergence of private terminals in major airports, including London Heathrow, Los Angeles LAX, and Manchester Airport, offers VIP lounges featuring luxurious amenities like spas, massages, and priority security access, providing travelers with a more comfortable and exclusive airport experience.

Pros :

-

Cons :

-



LIT REVIEW : DATA

Why do you think getting to the airport is the most stressful part about the journey ?

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20 ARTICLES

LIT REVIEW : DATA

On what basis

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<https://youtu.be/lBpLH2oXwBA?si=7iiQ9YulTjbL62L3>

15 ARTICLES 4 VIDEOS



DALL-E - "picture of a person from NYC getting from home to the airport "

Exploring NYC commuters' home-to-airport journey, pinpointing challenges, proposing practical solutions, and enhancing overall travel experiences.



**Research
Objective**



**Research
Methodology**



**Methods of
Synthesis**

02



**Research
Methodology**



- Lit. Review
- Observation Video
- Survey
- In - Person Interviews
- Experts Interview
- Commuter's Journal
- Insight #1



**Research
Methods**

LIT REVIEW: PROBLEMS FACED BY PEOPLE



Traffic
Congestion



High costs of
Transportation



Luggage
Handling



Handling
Documents



Unpredictable
Weather



Lack of Real-Time
Information about transit



Long Wait
time



Handling
Kids

LIT REVIEW : EXISTING TRENDS TO SOLVE THOSE ISSUES



Ride-Sharing
Services



Real-Time
Navigation Apps



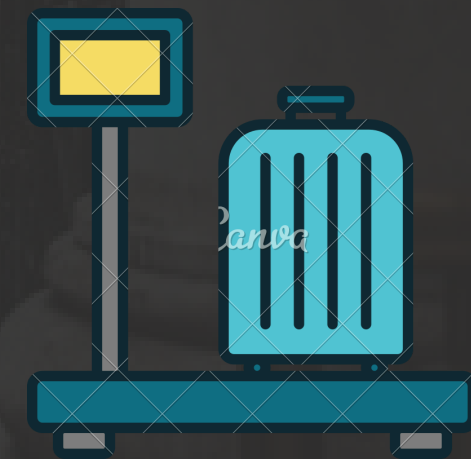
Airport Shuttle
Services



Airport Assistance
Services



Personal Concierge Services
(Fast track) ex: Solve

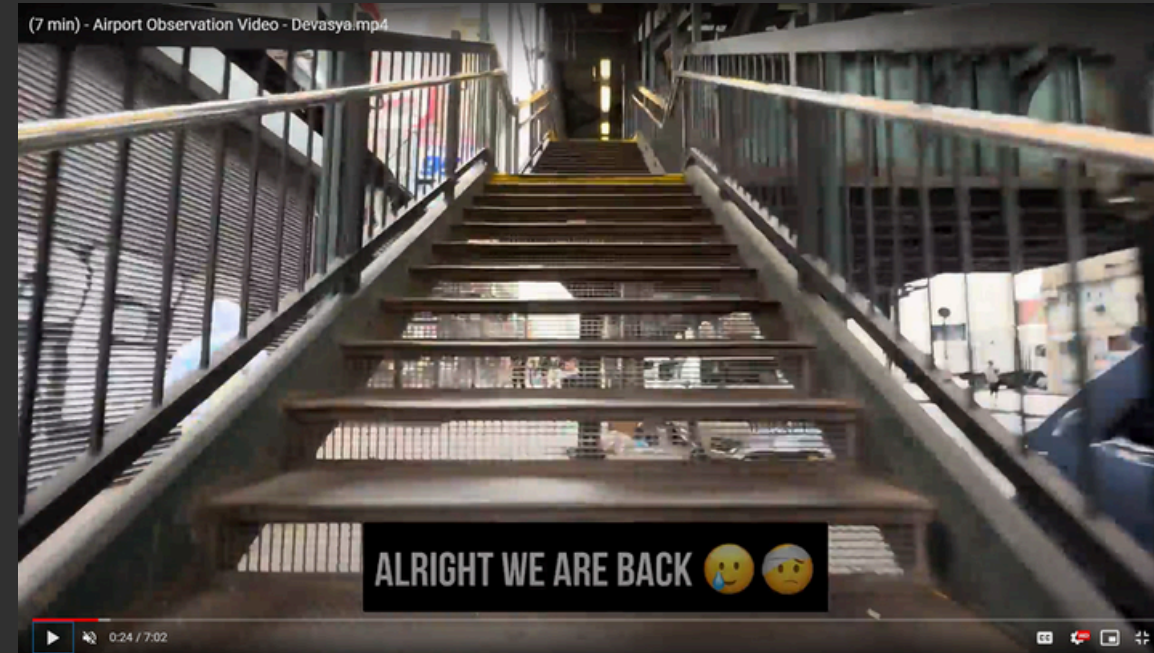


In-Home Baggage
Services

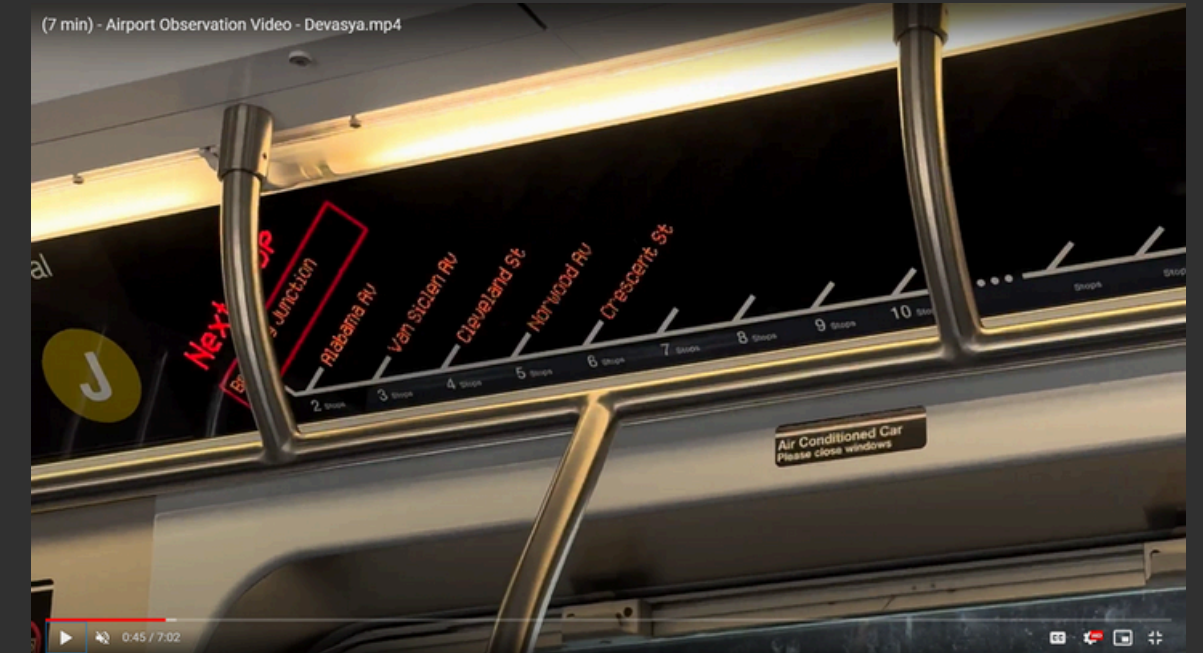
OBSERVATION VIDEO



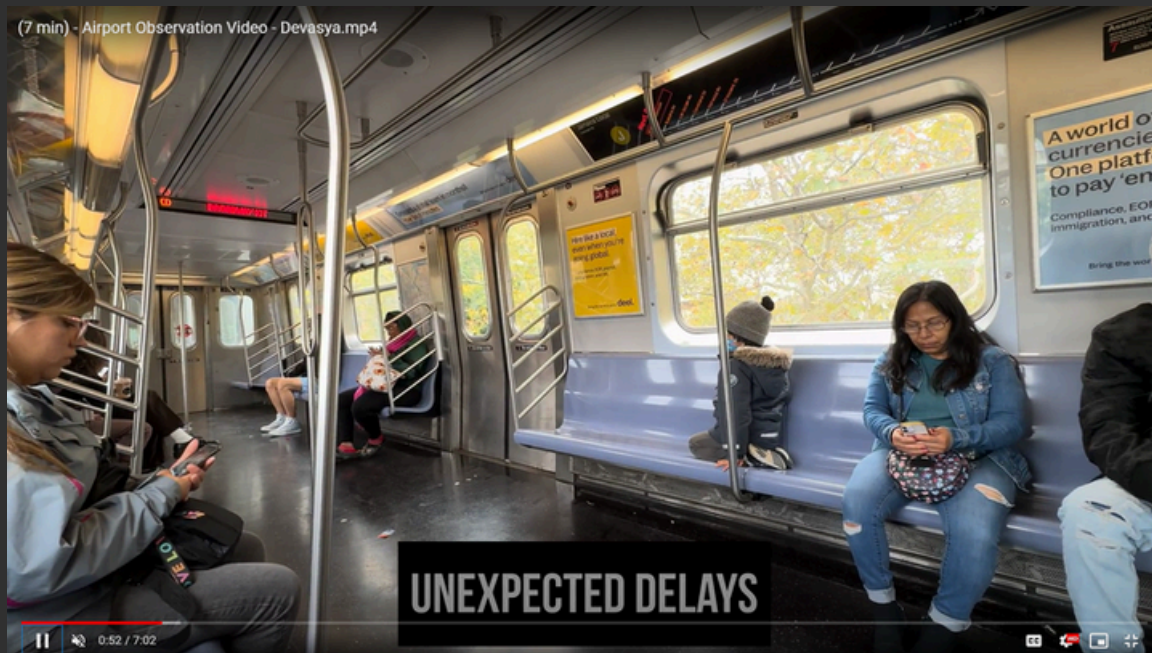
No Tap to pay on the recharge booths



If you have luggage, stairs are your enemy.



Unexpected route changes



Unexpected Delays during your journey



Might take the wrong turn in a hurry



Clear Instructions given on the way.

OBSERVATION VIDEO



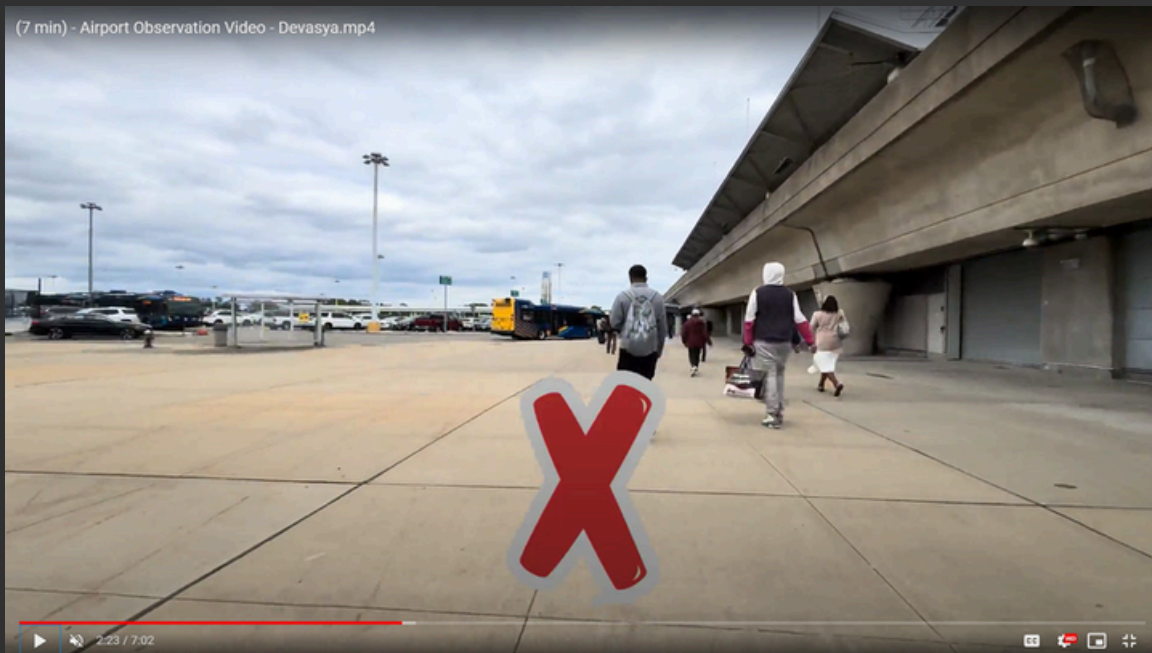
Some transportations are not baggage friendly



People are there to help you out at every turn



Air train card system is different from the usual MTA systems



If there are no signs, might loose directions and delay the trip



There is a seperate card for air train



Missed connection with one mode of transport can lead to jeopardizing your trip

OBSERVATION VIDEO FINDINGS



Heavy luggage, stairs are gonna be your enemy



Missed connections in transit can lead to anxiety



Air train fare are a lil expensive



Tap to pay doesnt work.



In a hurry station layouts or signs would confuse you.



People are there to help you out

INTERVIEW PHASE



21

Participant
Surveys
Taken



13

In - Persons Interviews
Taken (5 Male & 5
female),US & Dubai



2

Expert Interview
Taken (2 Male,
USA & Dubai)

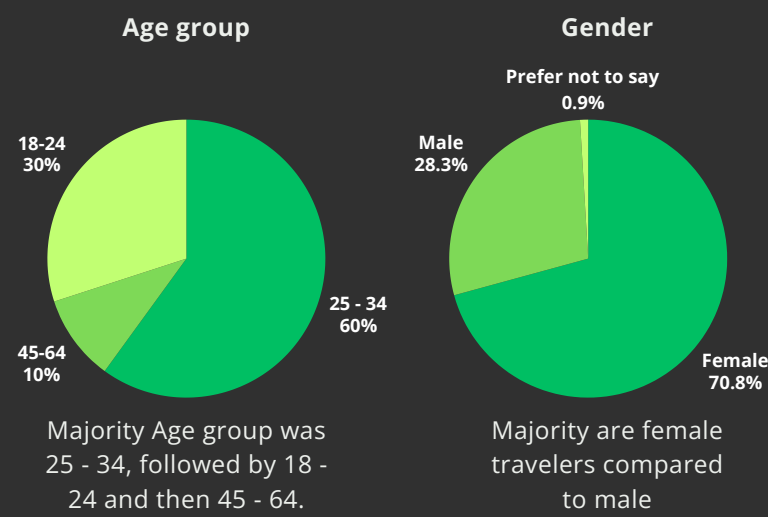


1

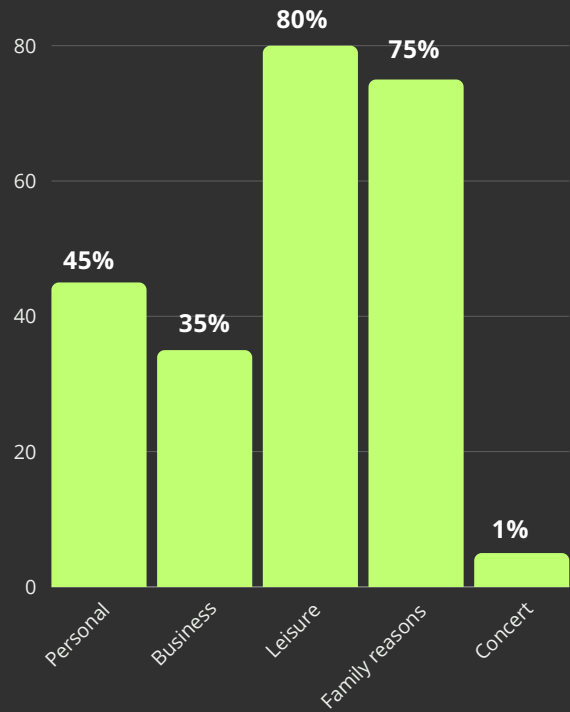
Commuters
Journey Journal(1
Females USA)

SURVEY

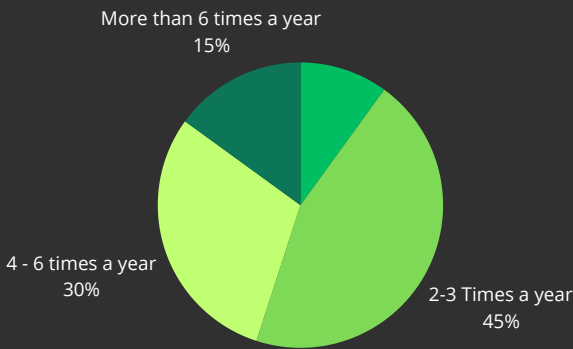
The criteria of selection of participants were common folks like us who travel



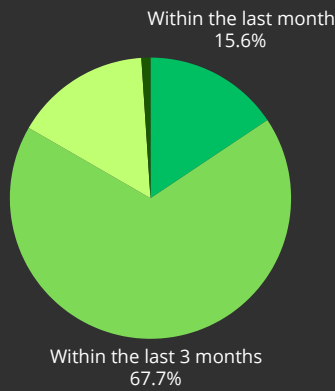
Reasons for Travelling



What are the frequency of their travel?



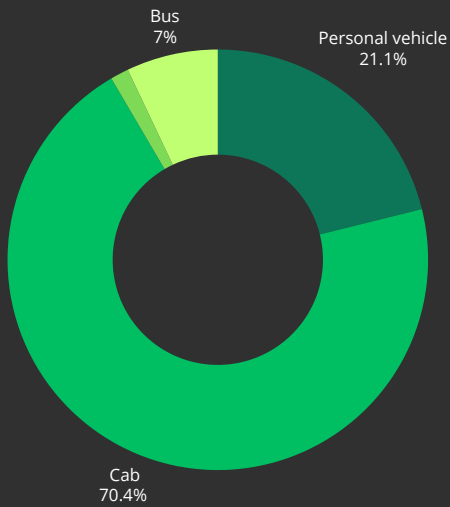
When did you last travel by air?



What factors do you take into consideration when selecting your means of transportation to the airport?

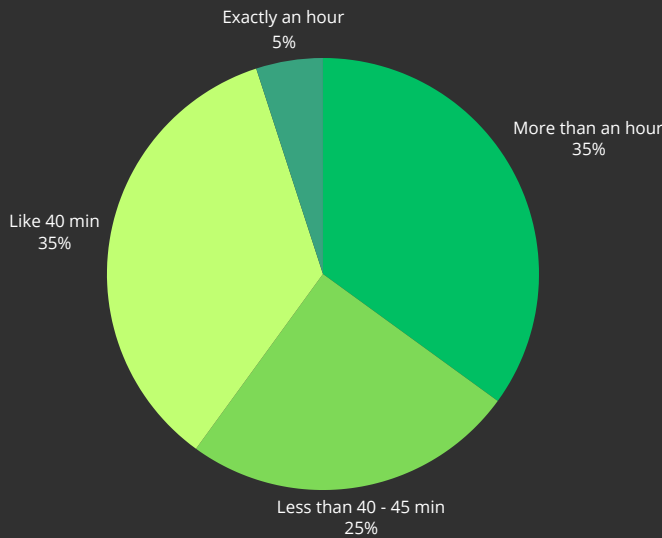


What are common mode of transportation do people use



Cab takes up to 70% of the majority in terms of choice of transportation

For the most common transportation method you chose ,How long does your journey take most of the time?



This is the time duration they reach the airport and majority are more than an hour or 40 min.

What measures do you implement to guarantee a smooth journey to the airport? Give some recommendations.



SURVEY FINDINGS



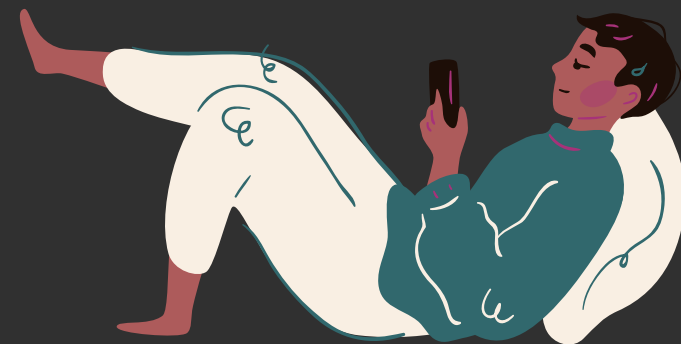
**25-34 AGE GROUP
ARE FREQUENT
TRAVELLERS**



**LEAVING EARLY FROM
HOME AND REACHING
ON TIME IS THE MOTTO**



**TIME IS THE MOST IMPORTANT
ASPECT FOR THEM WHILE
COMMUTING, FOLLOWED BY
COST**



**PEOPLE TRAVEL MORE FOR
LEISURE PURPOSES FOLLOWED
BY FAMILY VISITS**



**CAB IS THE MOST PREFERRED
OPTION AMONGST MAJORITY**

SURVEY RESPONSES

I take the newark airport cause there is no rush

You have to consider in advance that you are gonna be late

If you take the transfer tkt make sure u know which terminal you have to transfer to first

Rather paying for cab ill drive in my nice, nice SUV, cause its my car man its in my convience

Delayed Train

Take my personal vehicle

The cost, although, the alternatives are cheaper but time consuming.

I take the steward international airport, it does not travel domestic but great for international flights and there is hardly any crowd

I take the steward international airport

"I travel 300 days out of 365 days of the year.....I'm already use to it"

Leaving Atleast 2 hours earlier than the recommended time So if Google maps says that I need to be there at 1pm for a 4 pm flight id just reach at 11am

Booking my cab in advance, schedule it a day ahead. Compare prices of ride share app using the schedule feature.

Sometimes to be more comfortable I book a chauffer cab with the airline company

Unfriendly subway stations when carrying luggage

Prebooking cab, Checking space/baggage allowance, Checking driver ratings, Making sure there's no last minute packing, Never fall asleep during the journey to the airport.

Inconsistencies in the mode of travel which are out of my control, delays, traffic routs etc

I park my car at the airport when we go on a holiday me & my family and when i come back i pay \$250 for the 2 weeks that I parked

paid more money because of the traffic

Traffic

underlying anxiousness about reaching safely and on time.

My commute is a long commute even considering that airport is my second home now

For me cab commute and parking my personal vehicle at the airport is same cost i dont mind paying that much.

CURB as it is the cheapest

IN PERSON INTERVIEWS



Nathan 24, Violinist

"Actually, for me, personal going to the airport and coming back from the airports is not an interesting part. So for me, the most important is just to reach the airport somehow reasonably because I'm already in my mind, for years."

KEY FINDINGS

- **Cost** is a significant factor influencing transportation choices.
- Prefers **low-cost options like trains, subways, & buses**.
- Expresses issues with high-cost services like Uber.
- Emphasis on **functionality & simplicity** in the transportation process.
- **Shares a cab ride** to divide cost in cab.



Selena 25, Fashion Designer

"It's a hard choice; subway is stressful with accessibility and carrying things; Uber is convenient but sitting for hours is stressful."

KEY FINDINGS

- **Prefers Uber despite subway-related stress and delays.**
- Chooses Uber for its **convenience, safety, and luggage-handling capability**.
- **Acknowledges Uber's expense** but values stress-free travel.
- Expresses a **desire to explore more efficient transportation** alternatives in the future.



IN PERSON INTERVIEWS



Noah 23, Student

1. "I'm not a frequent traveler, usually like 2-3 times in this year, but this year I took a little more flights than usual."
2. "I'm a last-minute packer, and if I'm leaving last minute, I don't take public transit. I take a cab and cry about the cost, then sit stressed about it."

KEY FINDINGS

- He prefers a **last-minute cab** over public transit due to stress, cost concerns, and anxiety about airport security.



Aisha 23, An SDM Friend

1. "I usually take a cab because I have luggage with me."
2. "I was alone. That was one of the things. I don't mind that. I just get bored."
3. "My biggest thing is I should be comfortable. That's the primary objective."

KEY FINDINGS

- She **values comfort** over cost for airport transit.
- She has **traveled with roommates** but emphasized **traveling solo** during **late hours**.
- Prioritizes convenience, especially when carrying luggage.
- Values a stress-free experience, even if it **comes at an additional cost**.
- Highlights the need for extra time to **avoid stress** and **potential delays**.



EXPERT INTERVIEWS

Mr. Victor 53, General Manager



"From Dubai to any countries, I just take cabs, and it's very disciplined and properly systematic, not like the USA. In other countries like South Africa and Europe, I have my contacts and drivers that I trust."

KEY FINDINGS

- Mr. Victor prefers **cabs for convenience** and **discipline** in international travel.
- Despite considering cost, he chose the subway in NYC.
- Concerns about **hygiene and handling heavy baggage** suggests a need for subway system improvements.
- Mr. Victor emphasizes the importance of **reliable transportation** and **trustworthy drivers**, especially in areas prone to disturbances.

Mr. Ola 55, Technology manager



"This is the honest truth about it. There is no guarantee to what time flights you choose; I've flown more than 100+ times, and there is no guarantee you can reach late or very late, but right after the afternoon, I've made it like within 1 hr 40 min, but anything after 4 just makes it 2 and more, and also in the morning, 1 hr plus."

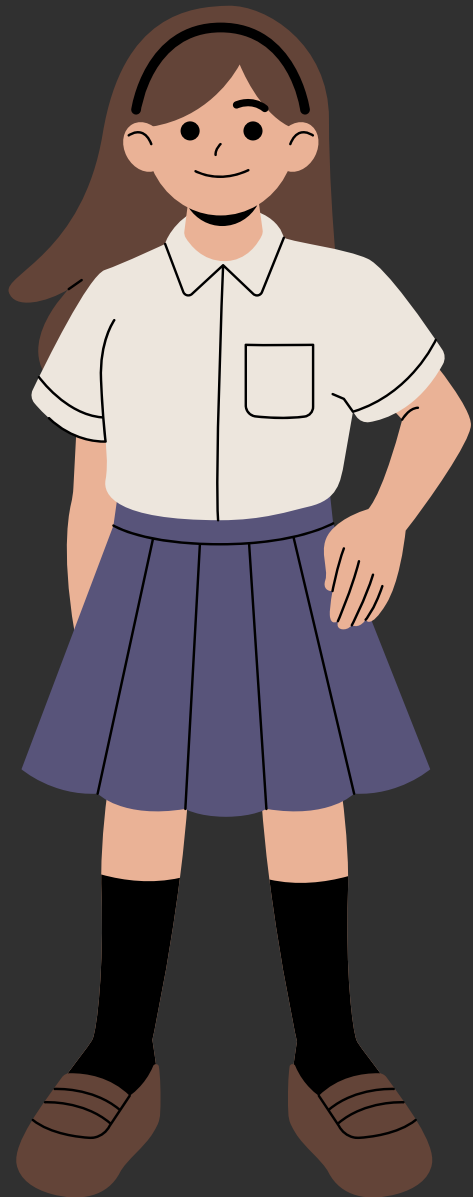
KEY FINDINGS

- **Traffic congestion**, particularly on routes leading to JFK, plays a significant role in influencing airport choices.
- Prefers **Newark due to its lower traffic impact**, making it a preferred option in his commuting decisions.
- Despite limited flight options, he finds **Stewart International appealing**, emphasizing its positive aspects despite certain limitations.
- Concerns related to **parking and potential car damage** at the airport are highlighted as additional areas that need improvement in experience and preferences.



COMMUTER'S JOURNAL

Hi I'm Claire



Entries

- [11/17/23, 12:54:20 PM] **Stressful pre-flight prep** today—packing amid **work rush, hunger,** and **late deliveries**. Feeling a bit rushed.
- [11/17/23, 12:54:55 PM] **Shared an Uber with a friend**, but it **took ages to get to me**. Both of us already **running late from the chaotic packing**.
- [11/17/23, 12:55:29 PM] Friend, stressed about an earlier flight, **anxiously watches the Uber clock**, recalculating the estimated time.
- [11/17/23, 12:57:31 PM] **Midday traffic adds to our delay**. Uber time goes from **45 to 55 minutes**. **Friend is visibly stressed**; I'm okay, my flight is later.
- [11/17/23, 12:57:48 PM] Friend checks **Waze and Google Maps, realizing the situation isn't good**.
- [11/17/23, 1:59:17 PM] Minutes keep adding due to traffic. Arrive at the airport 37 minutes before my flight. Fingers crossed.
- [11/17/23, 1:59:52 PM] **Uber reroutes smoothly to a different terminal. Appreciating the flexibility**.
- [11/17/23, 2:00:08 PM] **Flight apps prove helpful—easy access to information without digging through emails**.
- [11/17/23, 2:13:51 PM] **App glitch**: My known traveler number (ktn) isn't recognized. Resort to a kiosk to print my boarding pass to show I have pre-check.
- [11/17/23, 2:14:30 PM] **Confusion at the airport**—I couldn't find Aeromexico as signs pointed to Delta. Apparently, I was supposed to know Delta owns Aeromexico.
- [11/17/23, 2:14:45 PM] Finally at security. Hopefully, smooth travel from here!

COMMUTER'S JOURNAL FINDINGS

Hi I'm Claire



The pre-flight experience was stressful, with some **late choirs**, a **rushed packing process** due to her excessive work, and **shared Uber delays**, causing visible stress for her friend that had an earlier flight. **Despite traffic and other delays**, the flexibility of **Uber's rerouting is appreciated**. Claire navigates challenges, like flight app glitch and airport confusion, highlighting the **importance of adaptability during travel**.



INSIGHT #1

In a commuting situation, individuals often encounter elements that are largely out of their control, resulting in increased stress. However, they find comfort by connecting with someone or something close to them, which gives them a sense of belonging and fosters a feeling of community.

What is the context of airport anxiety



Individual Variations : Past experiences (e.g., missed flights), mental health conditions (e.g., anxiety disorder)



Consequences : Increased heart rate, difficulty breathing, stomachaches, Negative thoughts, excessive planning, difficulty concentrating can impair decision-making



Triggers : Navigational Anxiety, Security Anxiety, Social Anxiety, Claustrophobia, potential delays, misplaced travel documents



Underlying Factors : Lack of control, fear of unknown, time, Crowds & Sensory Overload

03



Research
Objective



Research
Methodology



Methods of
Synthesis



5E Framework

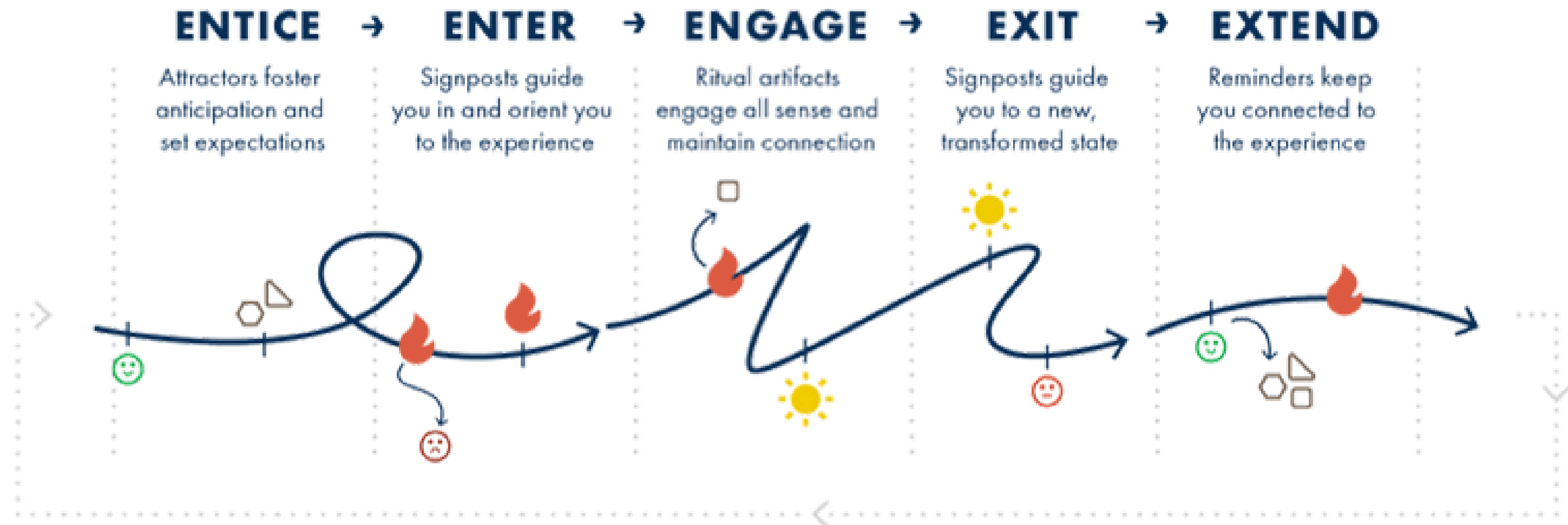
Opportunity Board

Archetype Building

Insight #2

Concept Building

5E FRAMEWORK



A 5E Experience framework is a model of how people experience a product, service, environment, or ecosystem.

5E FRAMEWORK

EXAMPLE OF 5E FRAMEWORK

Selena

Entice

Plans a whole schedule for tomorrow's travel day, has to pick up some clothes from the office and also complete her chores,

Enter

Goes to office, comes back home pick her bags, Has too many luggage, choose cab, she has to give those clothes to her boss at the airport, enter cab

Experience

Sit in the cab & does an online meeting, stressful and also stress free as she has to go through the traffic but cant do anything.

Exit

Had to bribe the cab driver to reach the airport early, exits the cab, picks her luggage and rushes the airport

Extend

Considers pre-scheduled rides, low-cost options, & ride-sharing for cost and comfort balance. Exploring loyalty programs.

5E FRAMEWORK

Subways	Entice	Enter	Experience	Exit	Extend
Activities	<div>Packing up for the trip</div> <div>Get glasses and the car seat before we leave</div> <div>Showering over your hotel and documents</div> <div>Developing ideas of traveling after</div> <div>Taking about the train</div> <div>Thinking about the train</div> <div>Thinking about getting home</div>	<div>Running from office to train from Manhattan to JTS</div> <div>Making sure the train card is valid</div> <div>Taking the bag up the stairs</div> <div>Exchanging with family after leaving the train</div> <div>Leaving train at all the train stops</div>	<div>Delayed in train</div> <div>Subway smell was bad</div>	<div>Train delayed on schedule and number</div> <div>Dropped me to the airport</div> <div>Dropped my bag to the other person</div>	<div>Reached car stop halfway knowing at check in</div> <div>Happy to reach the airport on time</div> <div>Not worried about my bag</div> <div>Happy to get the bag back</div>
Environment	<div>Home</div> <div>Maybe stuck in office</div>	<div>Walking towards the subway</div>	<div>Went people in the subway</div> <div>Standing in the train with 3 bags</div> <div>Airtrain is separate from MTA</div> <div>Airtrain has a lot of people with more the lights</div>	<div>Airtrain is separate from MTA</div> <div>Train took the train to the airport</div> <div>Train took the train to the airport</div>	<div>Train took the train to the airport</div> <div>Train took the train to the airport</div>
Interactions	<div>Thinking of something about the car seat before we leave</div> <div>Talking to you about the train</div> <div>Waiting at the airport</div> <div>Waiting over parents that the train is coming</div>	<div>Returning back from JTS connecting with family</div> <div>Friends waiting at the airport</div> <div>Talking to him and family about the train and the car seat</div>	<div>Talking to parents and giving them updates</div> <div>My family from taking the train to the car to the car to the car</div>	<div>Talking to him and family about the train and the car seat</div> <div>My family from taking the train to the car to the car to the car</div>	<div>Talking to him and family about the train and the car seat</div> <div>My family from taking the train to the car to the car to the car</div>
Object	<div>Looking for the luggage</div> <div>Phone</div> <div>Travel Documents</div> <div>Travel Documents</div>	<div>Subway</div> <div>Luggage</div> <div>Travel Documents</div>	<div>Did not change the power bank</div>	<div>Thinking of your bag from the train and getting up the train</div>	<div>Bag from the train</div> <div>Got from the train</div> <div>Got from the train</div>
People	<div>Friends</div> <div>Roommate</div> <div>Family</div> <div>Roommate and you</div>	<div>Talking to the luggage to the train</div> <div>Thinking about the train</div> <div>Thinking about the train</div>	<div>Cab driver</div> <div>Me</div> <div>Wife</div> <div>Colleagues in the train</div>	<div>Cab driver</div> <div>Me</div> <div>Wife</div> <div>Friend</div>	<div>Thinking about the train</div> <div>Thinking about the train</div>

Cabs	Entice	Enter	Experience	Exit	Extend
Activities	<div>Packing up for the trip</div> <div>Get glasses and the car seat before we leave</div> <div>Showering over your hotel and documents</div> <div>Developing ideas of traveling after</div> <div>Talking about the train</div> <div>Thinking about the train</div> <div>Thinking about getting home</div>	<div>Booking a cab</div> <div>Running from office to train from Manhattan to JTS</div> <div>Friends waiting with luggage to the train</div> <div>Not worried about the train</div> <div>Happy to get the bag back</div>	<div>Driving a cab</div> <div>Did not interest with the cab driver</div> <div>Showering over your hotel and documents</div> <div>Waiting for the train to the airport</div> <div>Thinking about the train</div> <div>Thinking about the train</div> <div>Thinking about getting home</div>	<div>Dropped me to the airport</div> <div>Left drop off by cab</div>	<div>Reached car stop halfway knowing at check in</div> <div>Happy to reach the airport on time</div> <div>Not worried about my bag</div> <div>Happy to get the bag back</div>
Environment	<div>Home</div> <div>Maybe stuck in office</div>	<div>Stuck in the city</div> <div>Unpopular to the train</div>	<div>Stuck in the city</div> <div>Unpopular to the train</div>	<div>Airport</div>	<div>Train took the train to the airport</div> <div>Train took the train to the airport</div>
Interactions	<div>Thinking of something about the car seat before we leave</div> <div>Talking to you about the train</div> <div>Waiting at the airport</div> <div>Waiting over parents that the train is coming</div>	<div>Returning back from JTS connecting with family</div> <div>Friends waiting at the airport</div> <div>Talking to him and family about the train and the car seat</div>	<div>Talking to parents and giving them updates</div> <div>My family from taking the train to the car to the car to the car</div>	<div>Talking to him and family about the train and the car seat</div> <div>My family from taking the train to the car to the car to the car</div>	<div>Talking to him and family about the train and the car seat</div> <div>My family from taking the train to the car to the car to the car</div>
Object	<div>Looking for the luggage</div> <div>Phone</div> <div>Travel Documents</div> <div>Travel Documents</div>	<div>Subway</div> <div>Luggage</div> <div>Travel Documents</div> <div>Uber</div>	<div>Did not change the power bank</div>	<div>Talking to your bag from the cab</div>	<div>Bag from the train</div> <div>Got from the train</div> <div>Got from the train</div>
People	<div>Friends</div> <div>Roommate</div> <div>Family</div> <div>Roommate and you</div>	<div>Cab driver</div> <div>Me</div> <div>Wife</div> <div>Colleagues in the train</div>	<div>Cab driver</div> <div>Me</div> <div>Wife</div> <div>Friend</div>	<div>Thinking about the train</div> <div>Thinking about the train</div>	<div>Thinking about the train</div> <div>Thinking about the train</div>

OPPORTUNITY BOARD

THE PAINPOINTS

No one to tell me or guide me

Last min. packer and bad at time mgt

Traffic makes you be delayed by 45 min +

Battle with the luggage and subway

Something like uber but with the bus charges

Uber was expensive

Someone who is familiar with you to make you feel less anxious for first time gives you all the info with a friendly UX.

Something that could help you track your documents and when to pack according to your personalize travel iternary & your time mgt style

Something that would pre - plan or re routes your delays

Something that can effectively handle their bags in subways even without elevators

Some city system that could make a provision to make bus as a medium for a single airport transit (Hypotetical)

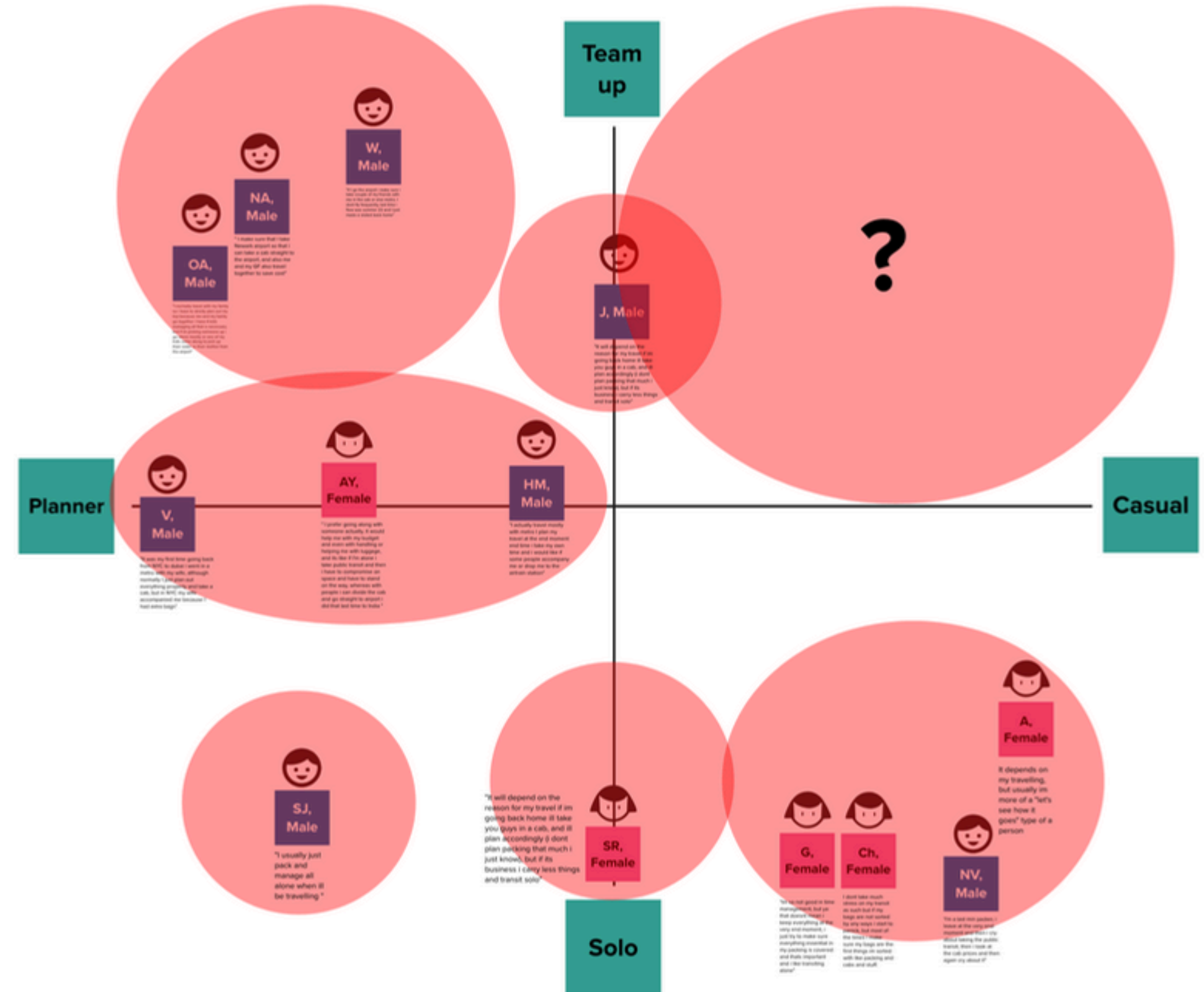
What if uber keeps collecting your points and u can only use those points to have an discount only for airport related transit

OPPORTUNITIES

ARCHETYPE BUILDING

ABOUT

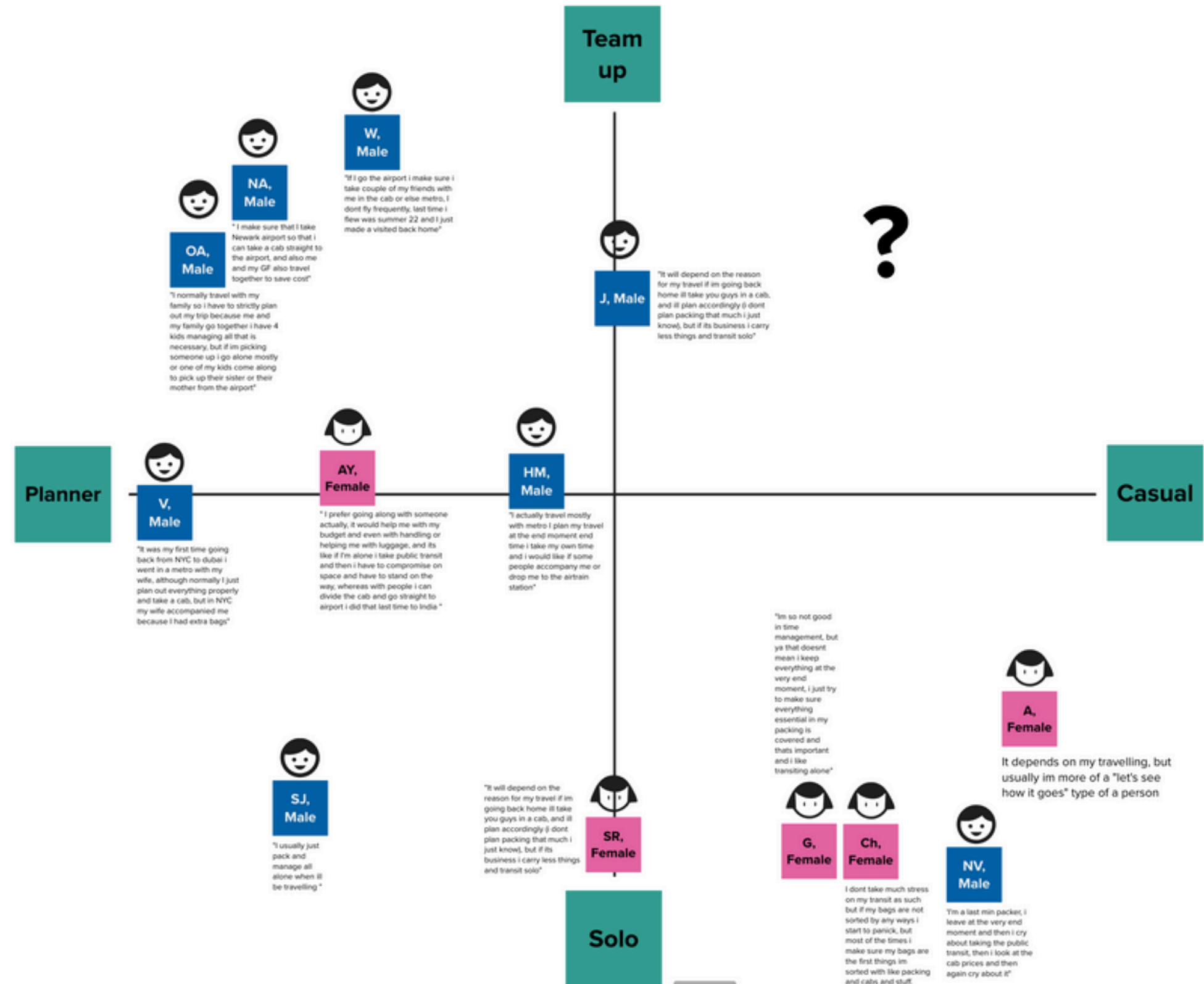
Archetypes are a tool to understand which segment or category of people are you focusing on while designing your services and products.



ARCHETYPE BUILDING

Quotes Mentioned

- "I make sure that I take Newark airport so that i can take a cab straight to the airport, and also me and my GF also travel together to save cost".
- It depends on my travelling, but usually im more of a "let's see how it goes" type of a person
- "I normally travel with my family so i have to strictly plan out my trip because me and my family go together i have 4 kids managing all that is necessary, but if im picking someone up i go alone mostly or one of my kids come along to pick up their sister or their mother from the airport"
- "I just went alone actually when I was late i normally do that. I was feeling stressed out & everything, but I was stressing in peace because I was just sitting in the car, and what can I do? Nothing. I paid for it. I'm just waiting".



ARCHETYPE BUILDING

Adaptive Collaborator

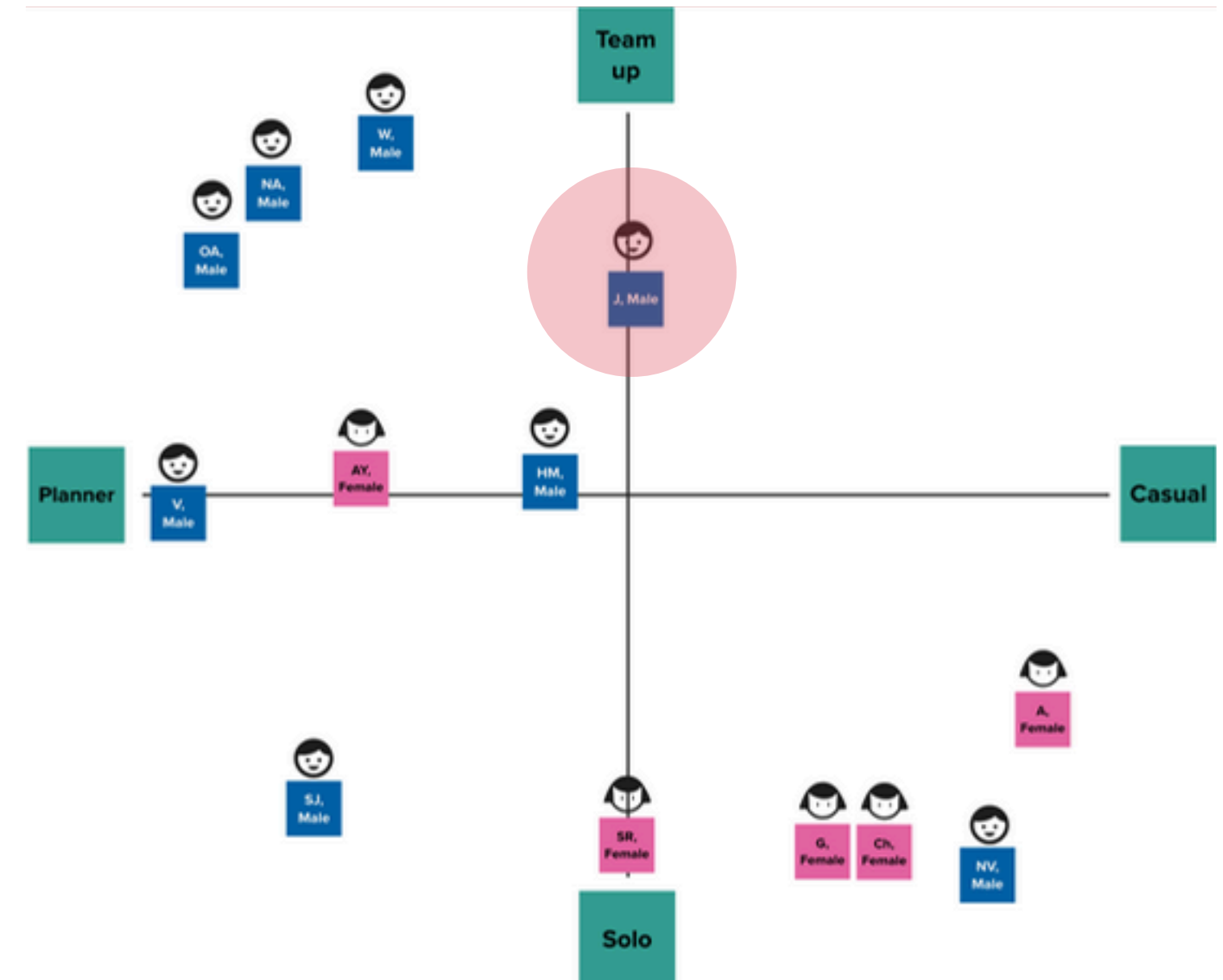
Quote : "It will depend on the reason for my travel if im going back home ill take you guys in a cab, and ill plan accordingly (i don't plan packing that much i just know), but if its business i carry less things and transit solo".

Description : Adaptable and open to both planned and spontaneous activities. Enjoys the company during the commute but doesn't mind going with the flow when necessary.

Motivation : Appreciates teamwork but can adjust plans based on group preferences or unforeseen circumstances.

Traits :

- Adaptable
- Flexible
- Values planning & spontaneous decisions



ARCHETYPE BUILDING

Pragmatic Navigators

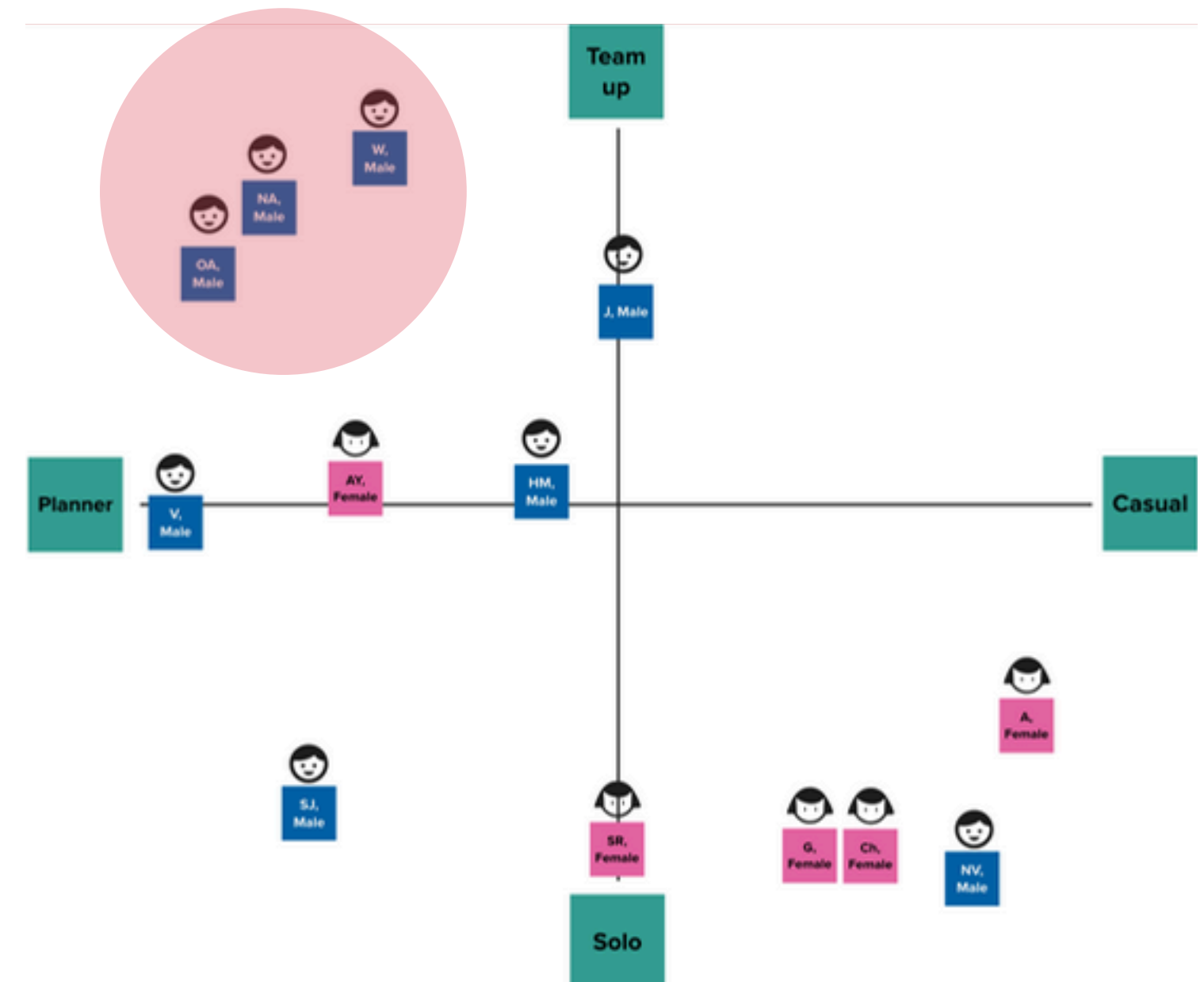
Quote : "I make sure that I take Newark airport so that i can take a cab straight to the airport, & also I take my GF to commute or travel together to save cost".

Description : Highly organized and prefer collaborative planning. Enjoy shared experiences and actively involve friends and family in their transit plans.

Motivation : Thrive on groups with either friends or roommates, appreciate detailed planning for a smooth, collective commute

Traits :

- Organized
- Collaborative
- Values teamwork.



ARCHETYPE BUILDING

Balanced Nomads

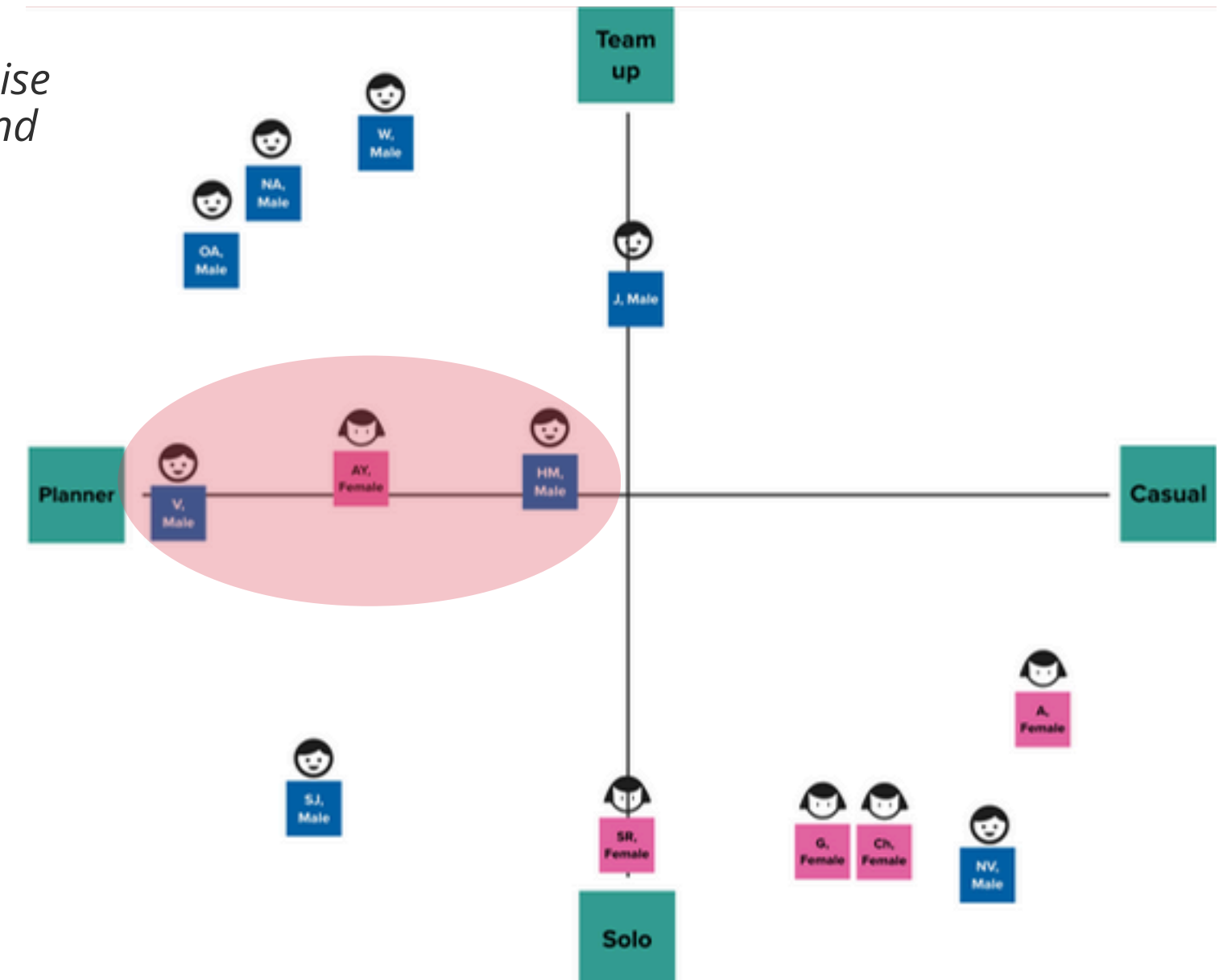
Quote : "I prefer going along with someone actually, it would help me with my budget & luggage, & if I'm alone i take public transit and then i have to compromise on space & have to stand on the way, whereas with people I can divide the cab and go straight to airport i did that last time to India "

Description : Plan meticulously for personal satisfaction but are open to both solo and team commute. Values a balance between structure and flexibility.

Motivation : Values a balance between structure and flexibility in plans, finds joy in planning while enjoying diverse commuting (friends, family, girlfriend) experiences.

Traits :

- Balanced
- Joy in planning
- Appreciates flexibility.



ARCHETYPE BUILDING

Pragmatic Solo

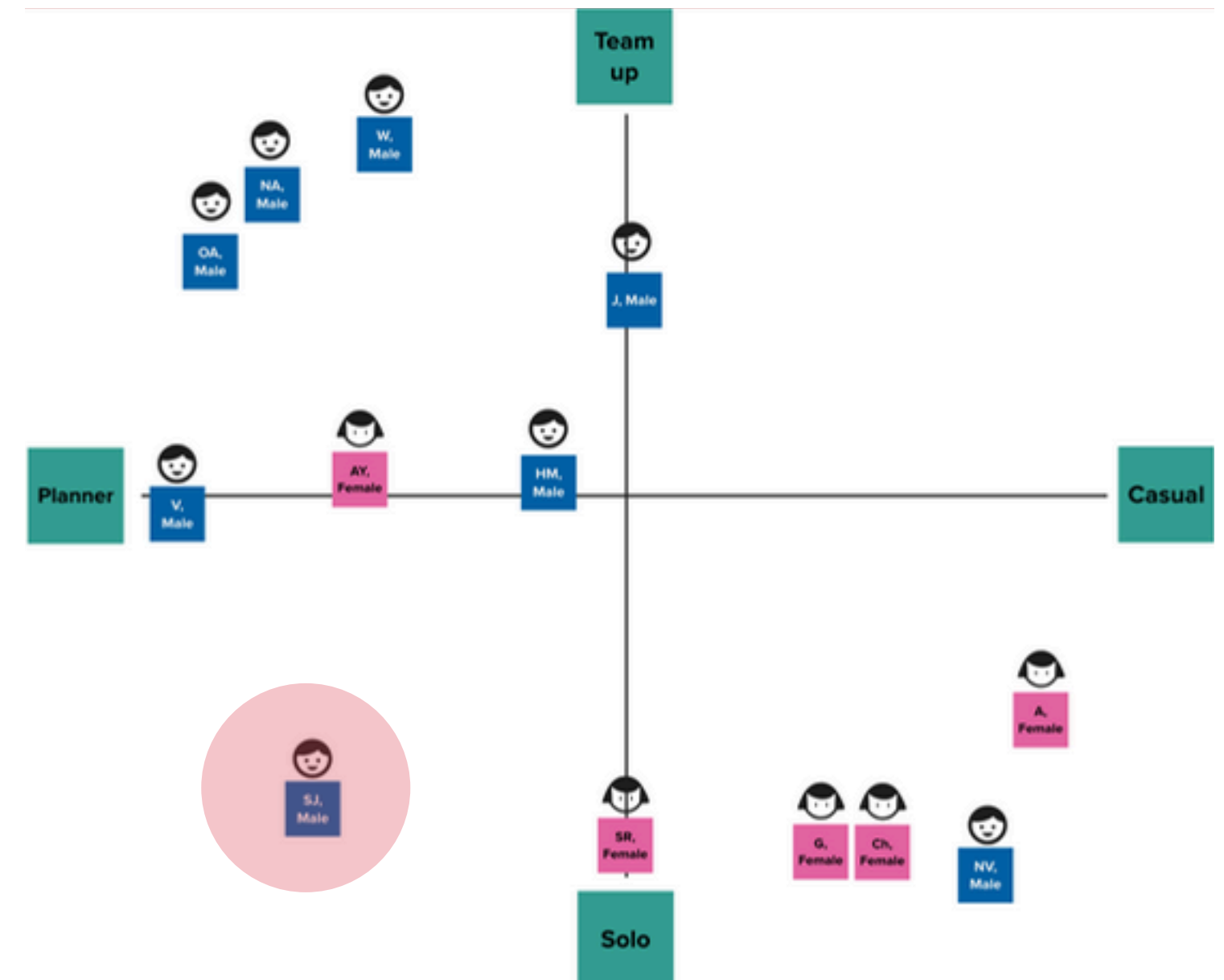
Quote : "I usually just pack and manage all alone when ill be travelling, I normally be in a schedule"

Description : Prefers solo journeys with a strong emphasis on planning. Enjoys the autonomy of executing a meticulously organized itinerary.

Motivation : Makes sure that every detail is accounted for, aligning with the planner mindset.

Traits :

- Detail-oriented
- Autonomous
- Comfortable with solo travel.



ARCHETYPE BUILDING

Adaptive Solo

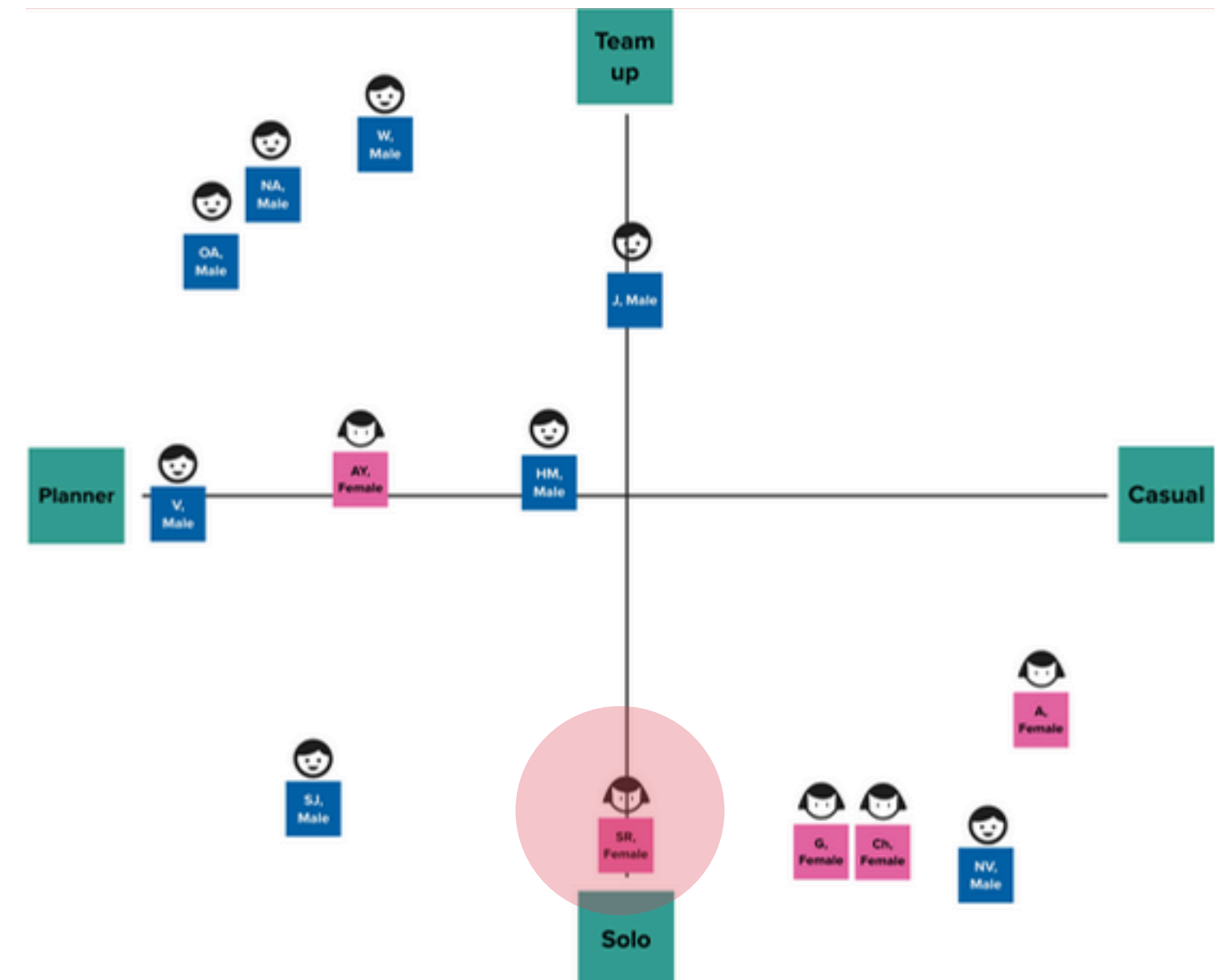
Quote : "I just went alone actually when I was late i normally do that. I was feeling stressed out & everything, but I was stressing in peace because I was just sitting in the car, and what can I do? Nothing. I paid for it. I'm just waiting".

Description : Casual approach to commuting. Prefers solo journeys but is open to occasional spontaneous adventures. A little stress out during the trip.

Motivation : Enjoys the experience of solo travel, embraces a laid-back attitude during the commute.

Traits :

- Easygoing but plans accordingly
- Laid-back
- Enjoys solo adventures



ARCHETYPE BUILDING

Independant Laid back Wanderers

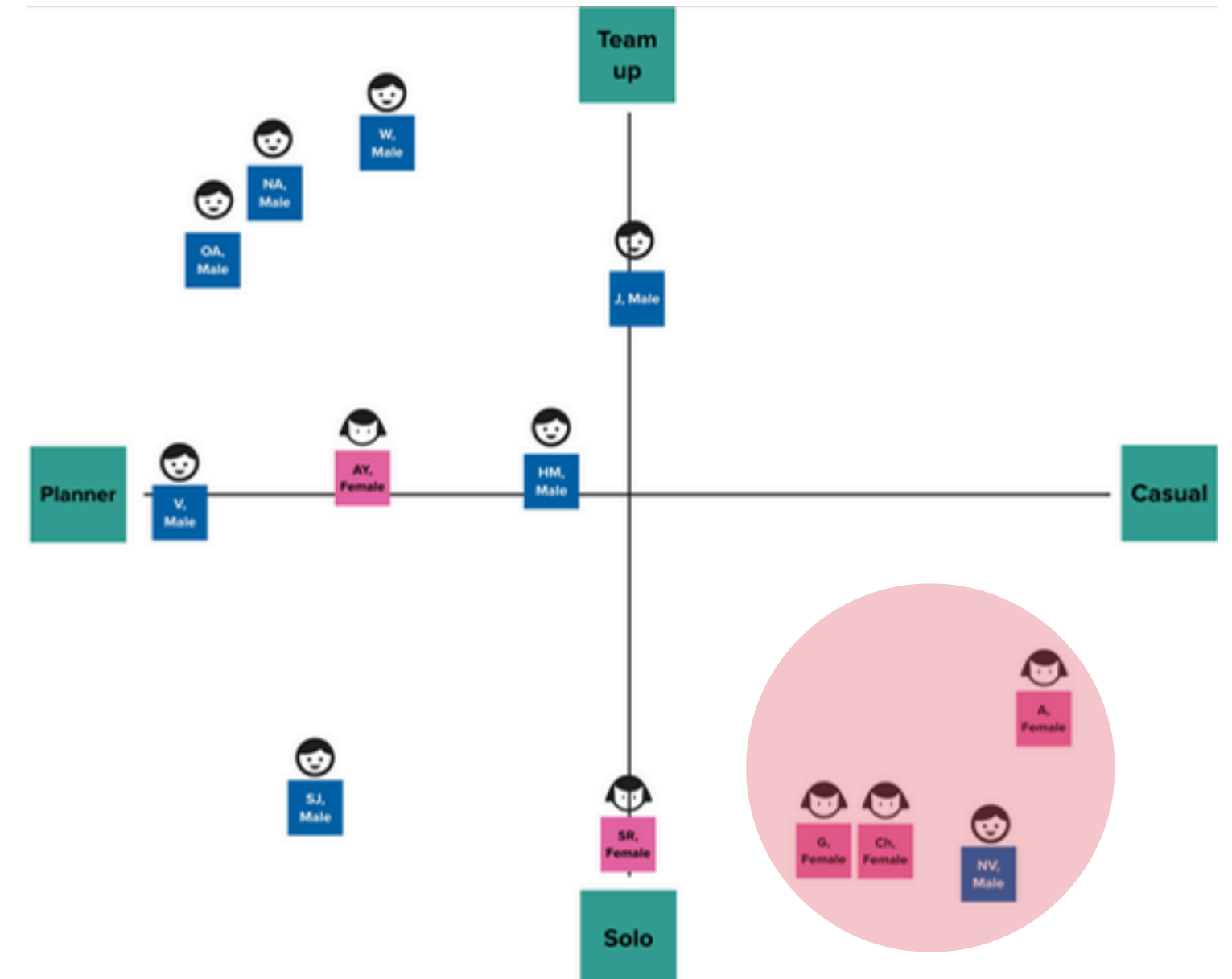
Quote : "I'm a last-minute packer, and if I'm leaving last minute, I don't take public transit and then I cry about it, and then I take the cab and again cry about the cost and sit and be stressed about it."

Description : Embraces a carefree and independent mindset. Enjoy solo adventures and don't do extensive planning. but rather want to go with the flow.

Motivation : Values freedom in solo exploration, appreciate a spontaneous and independent commute.

Traits :

- Carefree
- Independent
- Impromptu Plannings



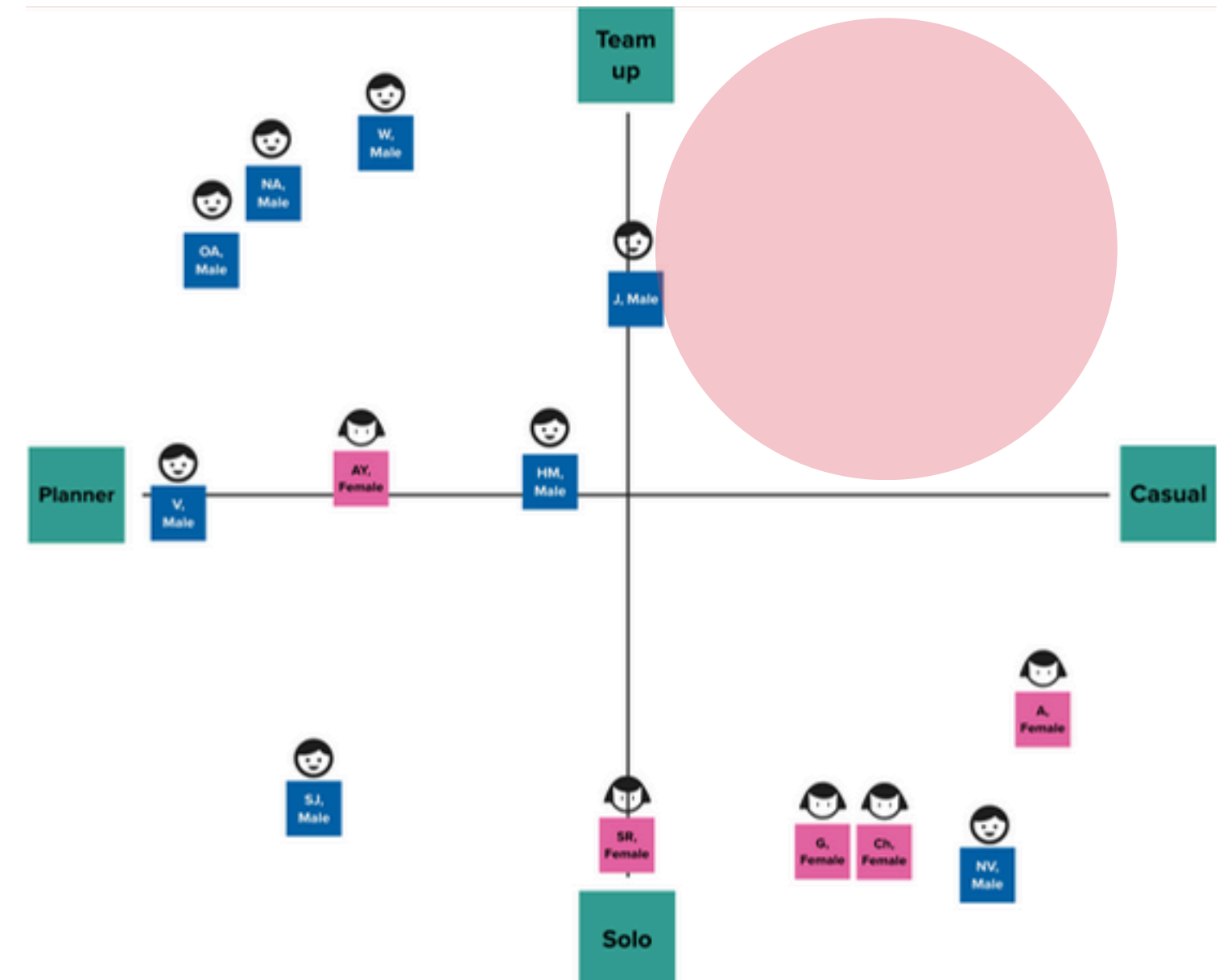
ARCHETYPE BUILDING

Empty house

Description: "The absence of people in this section suggests that commuters either lean towards being planners or solo explorers. This pattern may be influenced by the **fast-paced and individualistic nature** of the city, where people prefer **efficient group** planning or independent solo journeys.

Questions:

- *Are there any underlying psychological factors contributing to the observed commuter preferences and behaviors?*
- *How much does the city's culture influence the choice of commute for an individual?*
- *Do these individual deal with their airport anxiety in a way where they are placed in those quadrants?*

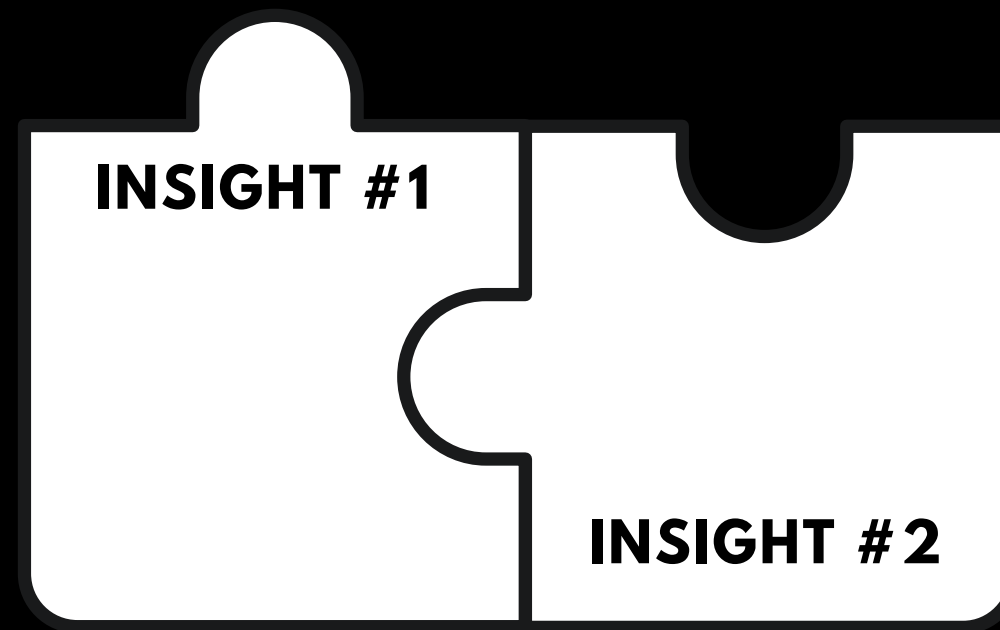




INSIGHT #2

An airport commute is like a battle for our mind, its a primal human response, and we want to win it cause it behaves like a reward system in your brain. Everyone on those quadrant are anxious and they are at that position because that's how they are dealing with it they deal with it on the basis of their travel personalities ie : Being laid back or being an extreme pragmatic planner.

In a commuting situation, traveler's often encounter elements that are largely out of their control, resulting in increased airport anxiety. However, user's find comfort by staying in connection with someone or something familiar around them, which gives them a sense of belonging and fosters a feeling of community..



An airport commute is like a battle for our mind, its **a primal human response**, and we want to win it cause it behaves like a **reward system in your brain**. Everyone on **those quadrant are anxious** and they are at that position because that's how they are dealing with it they deal with it on the basis of their travel personalities ie : **Being laid back or being an extreme pragmatic planner**.

HOW MIGHT WE

Enhance the commute experience by fostering a sense of belonging through a trusted confidant & personalizing it for individuals, ensuring a seamless journey

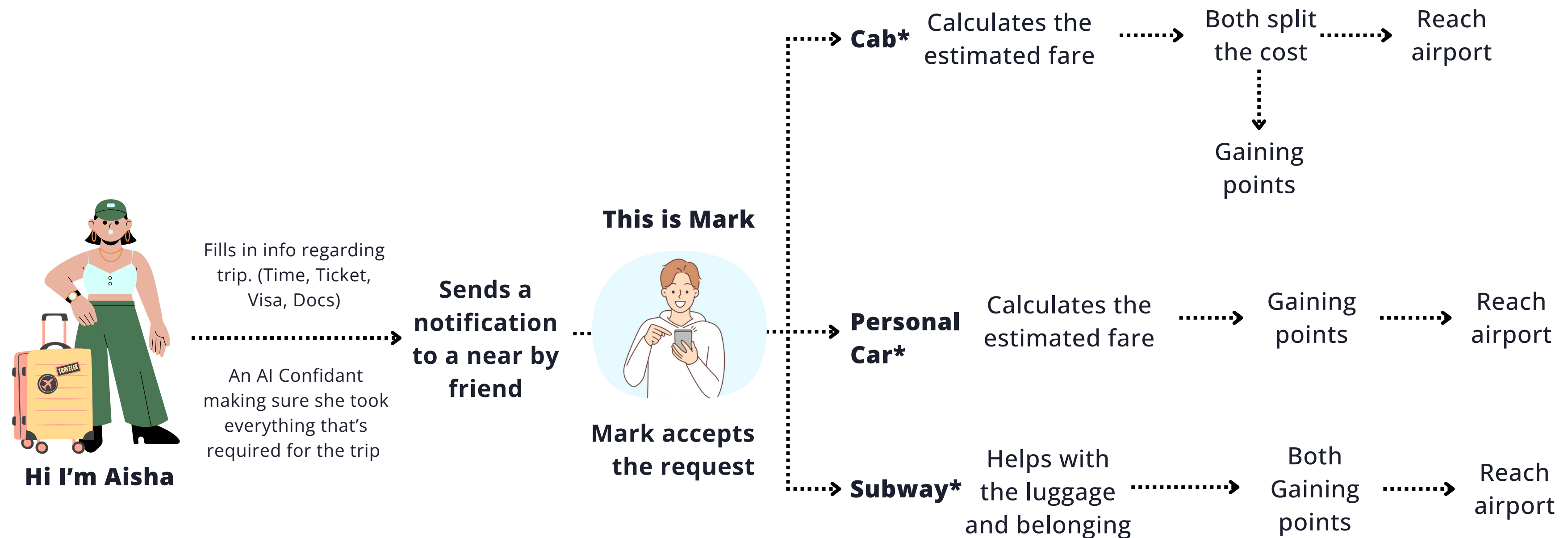
CONCEPT BUILDING

CONCEPT #1 : A CONFIDANT.

This service gives a seamless, personalized travel experience. It integrates features such as itinerary tracking, proximity-based friend connections, cost-sharing, and AI-buddy that helps you with your itinerary and routes. The goal is to foster a sense of community and convenience for users who travel in a team.



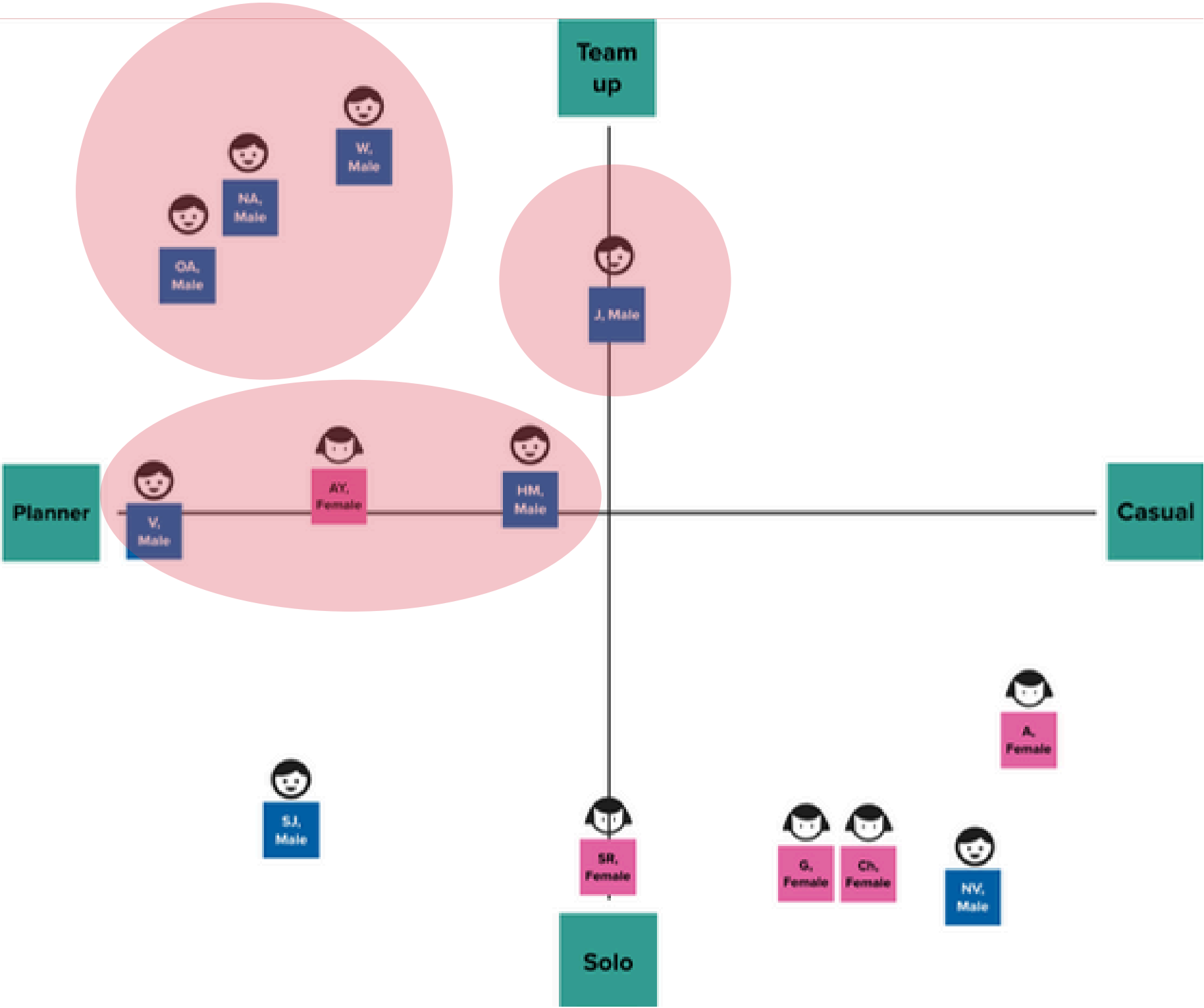
CONCEPT BUILDING : Experience with the service.



*With Each transportation the AI predicts its route with reference to the weather and other forecasts

CONCEPT BUILDING : Target Quadrant

I'M TARGETING THESE
QUADRANTS BETWEEN
TEAM UP'S AND PLANNERS



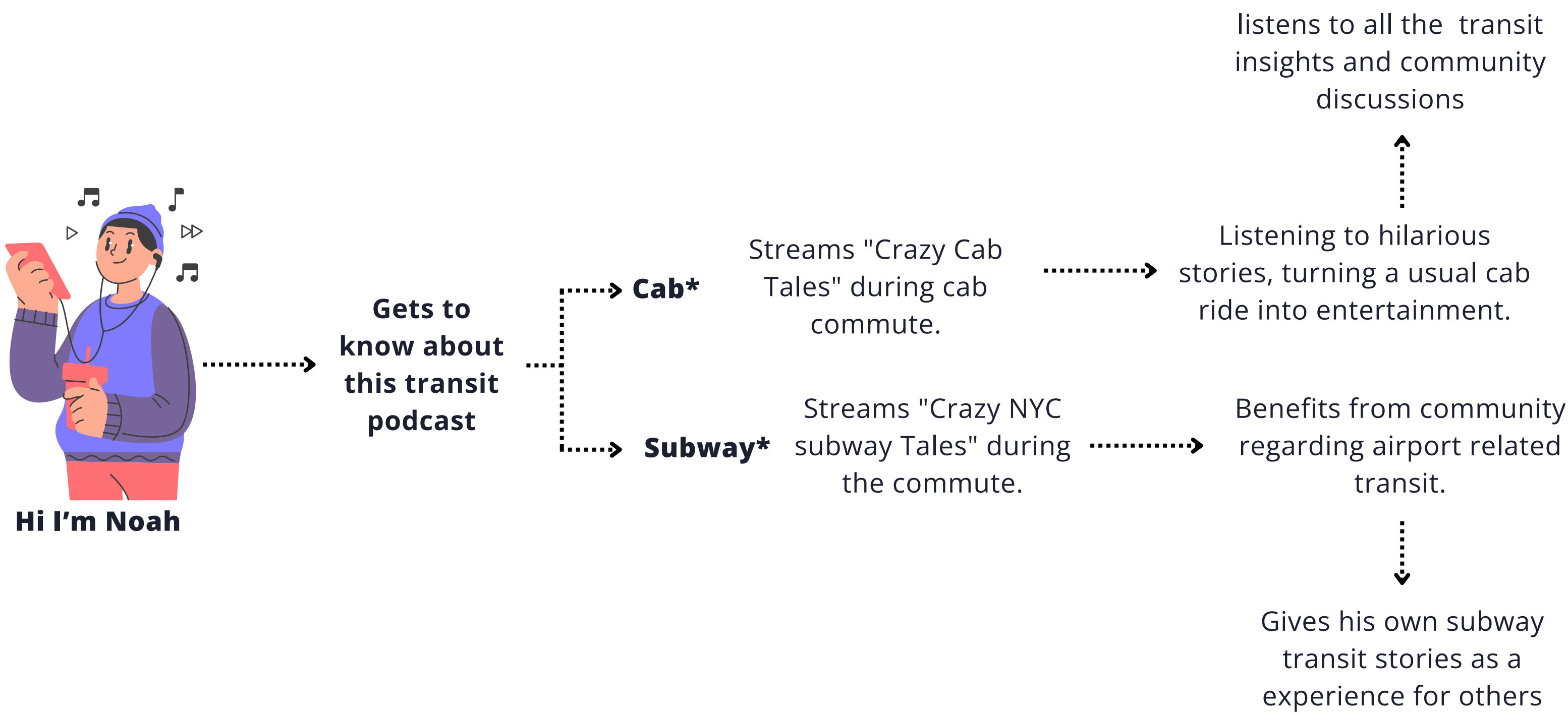
CONCEPT BUILDING

CONCEPT #2 : SHARING STORIES (WORK IN PROGRESS)

The second concept was directed to share entertaining and relatable transit stories. This served as a platform or a stage for commute related connections, laughter & insights into common transit challenges.

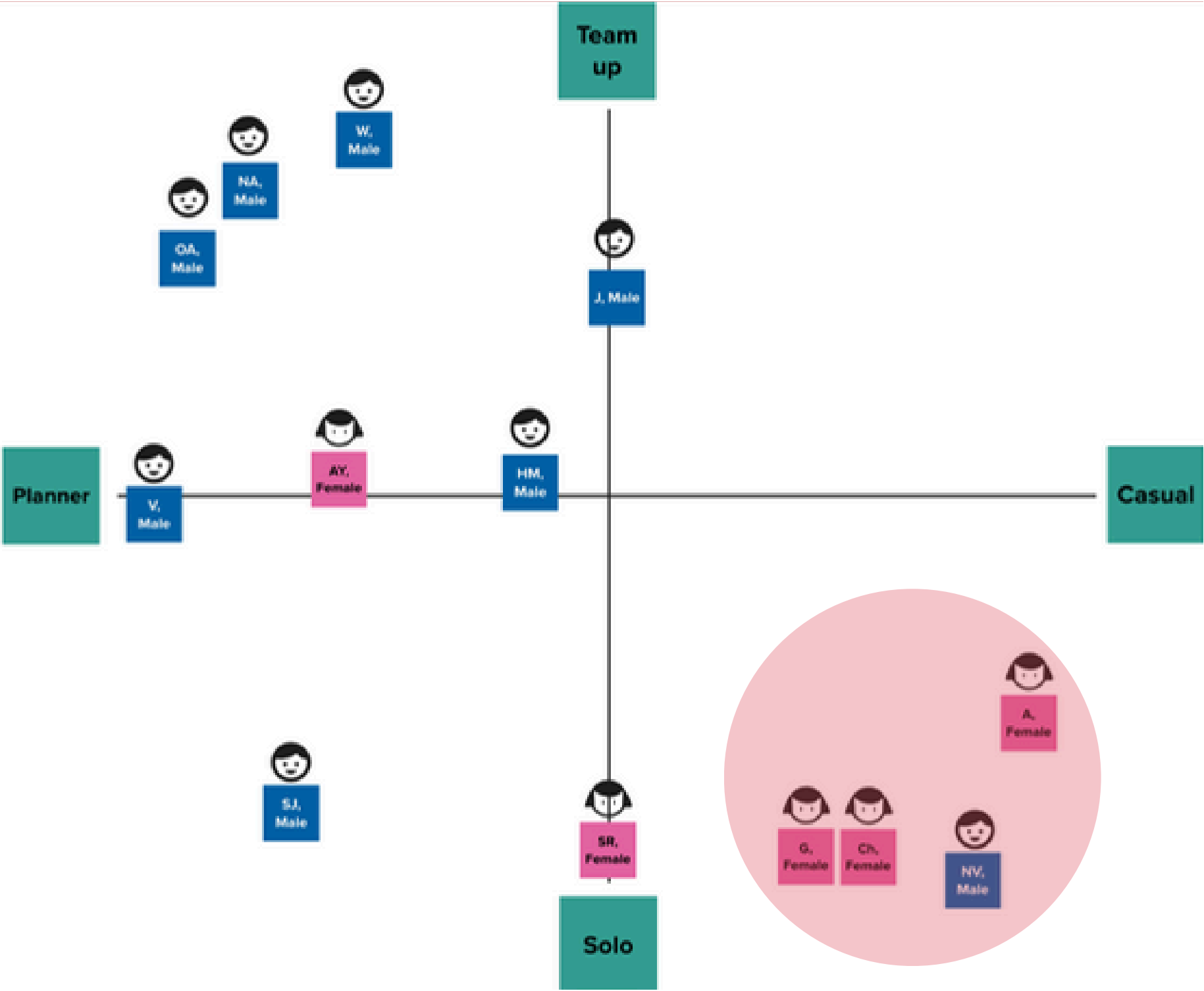


CONCEPT BUILDING : Experience with the Service.



CONCEPT BUILDING : Target Quadrant

I'M TARGETING THIS
QUADRANTS



CONCEPT BUILDING : Reasons for using this experience



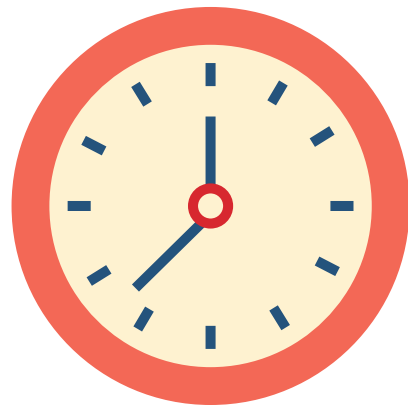
Entertainment



Distraction
from Anxiety



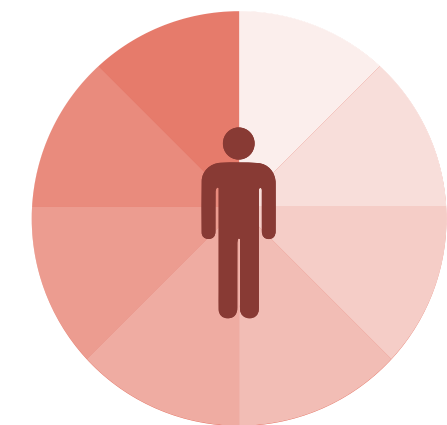
Information
and Insights



Time
Utilization



Community
Connection



Personalized
Content



Concept Development



Other Concepts

Overview

About the concept

User Journey

Landscape Analysis

Meet the stakeholder

Whats next ?

OTHER CONCEPTS

CONCEPT #1 : A CONFIDANT

CONCEPT #2 : SHARING STORIES

CONCEPT #3 : A _____

Concept #3 : OVERVIEW

OBSERVATION

- Travelers often have a sense of focus on their travel purpose. but airport uncertainties lead to anxiety, making them lose focus.
- Anxiety in this context refers to this phenomena of being scared about uncertainties.

Concept #3 : OVERVIEW

Before

- **Nervous**
- Worried
- Anxious
- Happy
- Excited
- Angry

- Did I take the documents
- Luggage being properly packed
- Time in the air
- Travel duration is long
- New place
- Meeting parents after a long time.
- American Airports being intimidating
- What if i reach late to the airport.

During

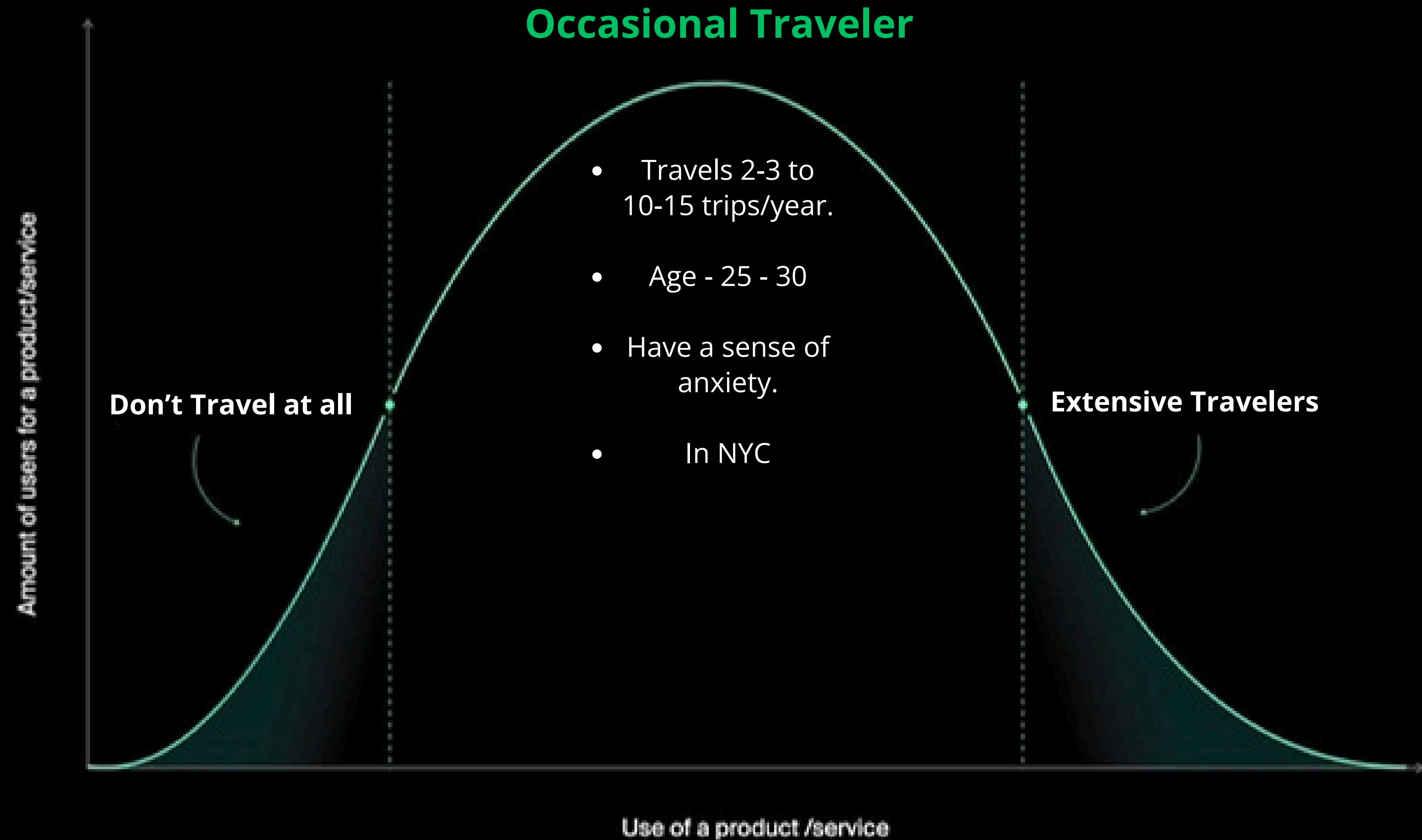
- **Nervous**
- Exhausted
- Relieved
- Anxious
- Happy
- Excited

After

- **Nervous**
- Happy
- Scared
- Worried
- Anxious

- No public transportation.
- Meeting my parents after a long time.
- Hoping to get out of the airport asap.
- New place anxiety (where to be?,where to go?)
- No info about the destination.
- Thank god i didnt miss my connecting flight

Concept #3 : OVERVIEW



INSIGHT DIRECTION

User's have to face **uncertain scenarios** & they feel little to **no control over the situation** at or during an airport journey. This **lack of awareness or information** about airports and their way of working can heighten anxiety and negatively impact the user experience. To put it into simple terms that the feeling of **Airport Anxiety**

Introducing izz





izzi

Concept #3 : ABOUT THE CONCEPT

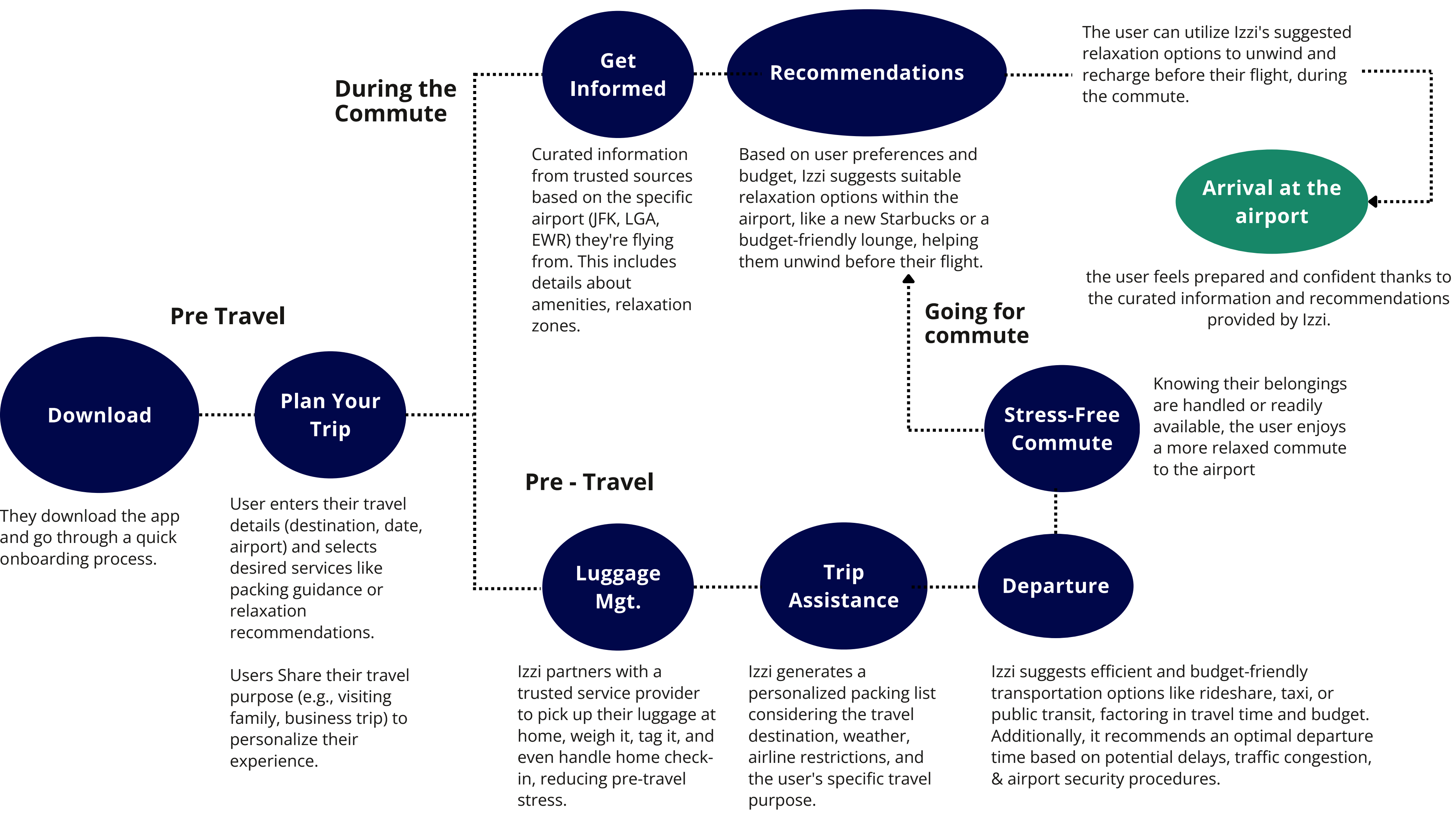
The logo for 'Izzi' is displayed in a dark blue, bold, sans-serif font. It consists of the letters 'i', 'z', 'z', and 'i'. The first and last 'i's have a solid blue dot above them, while the two 'z's do not.

Your commute assistant, offers a curated, human-centered experience to ease anxieties and make the process feel more certain for the users & keep them focused on their travel purpose. Izzi handles your luggage and your belonging, Gives packing tips, keeps your document in check, & suggests relaxation or resting spots and other leisure options at the airport, ensuring a smooth and stress-free journey from home to the airport.

Concept #3 : ABOUT THE CONCEPT

The logo for 'izzi' is displayed in a dark blue, bold, sans-serif font. The letters 'i' and 'i' have circular dots above them, while the 'z's do not. The overall style is clean and modern.

If you know it, then it's izzi

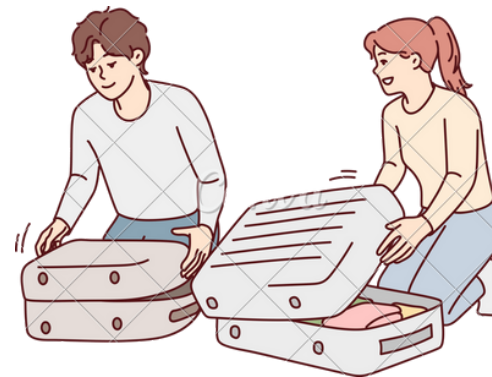


USER JOURNEY

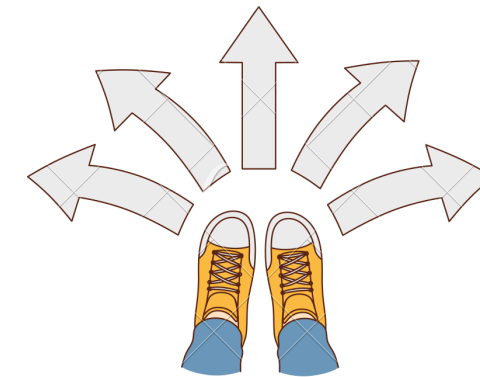
FEATURES OF THE CONCEPT



Airport Specific
Curated Information



Packing assistance



Transportation options



Relaxation suggestions



Optimal departure times

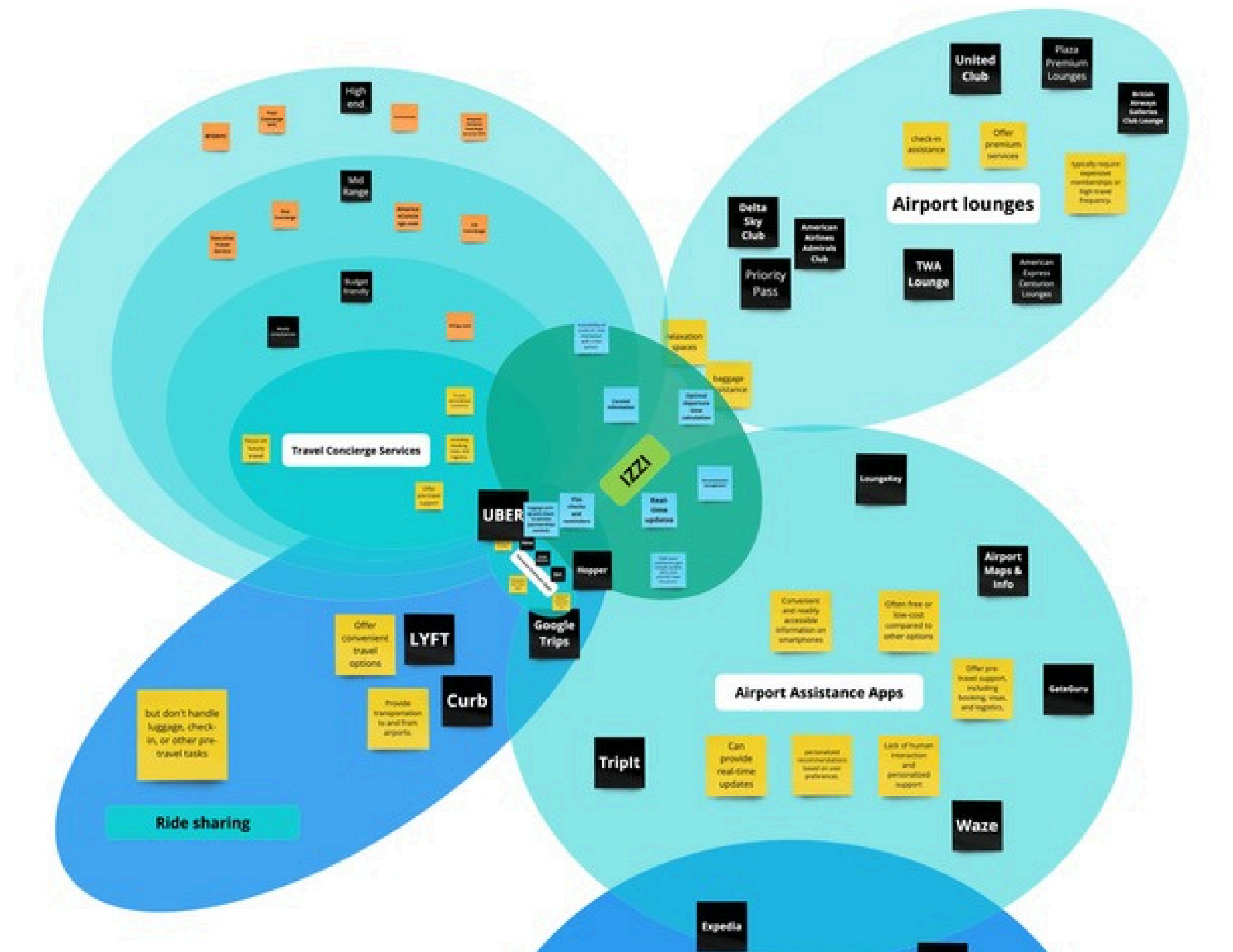


Luggage Management

Direct Competitors



Direct Competitors

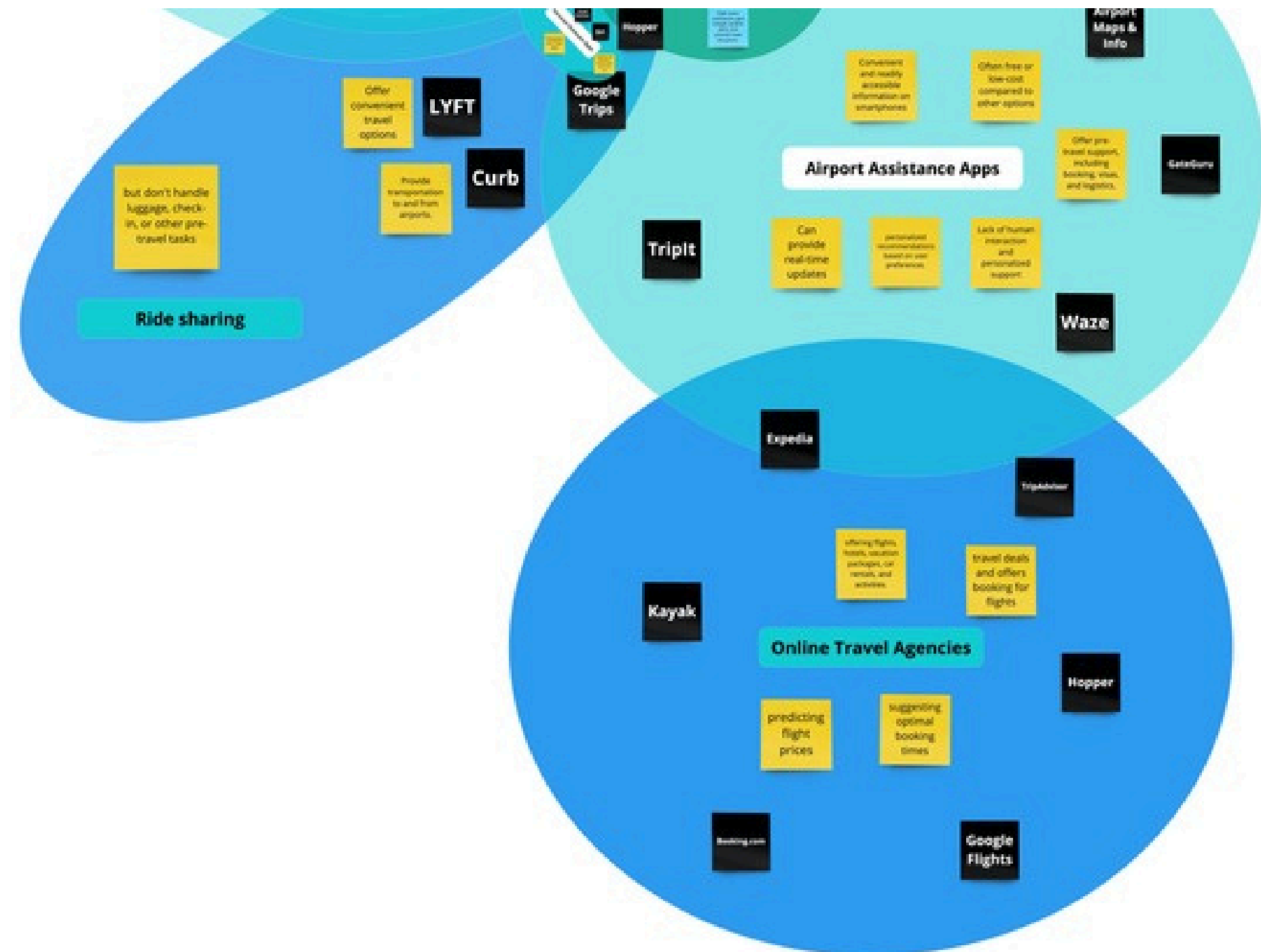


WHERE DOES IZZI STAND

Direct Competitors

- Travel Concierge Services
- Airport Lounge
- Airport Assistance Apps
- Personal Assistant Apps

LANDSCAPE ANALYSIS



WHERE DOES IZZI STAND

InDirect Comepetitors

- Ride Sharing
- Online travel agencies

LANDSCAPE ANALYSIS

- **Focus**

- **Personalization**

- **Transparency**

- **Cost**

Izzi

- Airport Commute
- Rule-based & Curated recommendations
- Clear information sources
- Free (basic), optional paid services

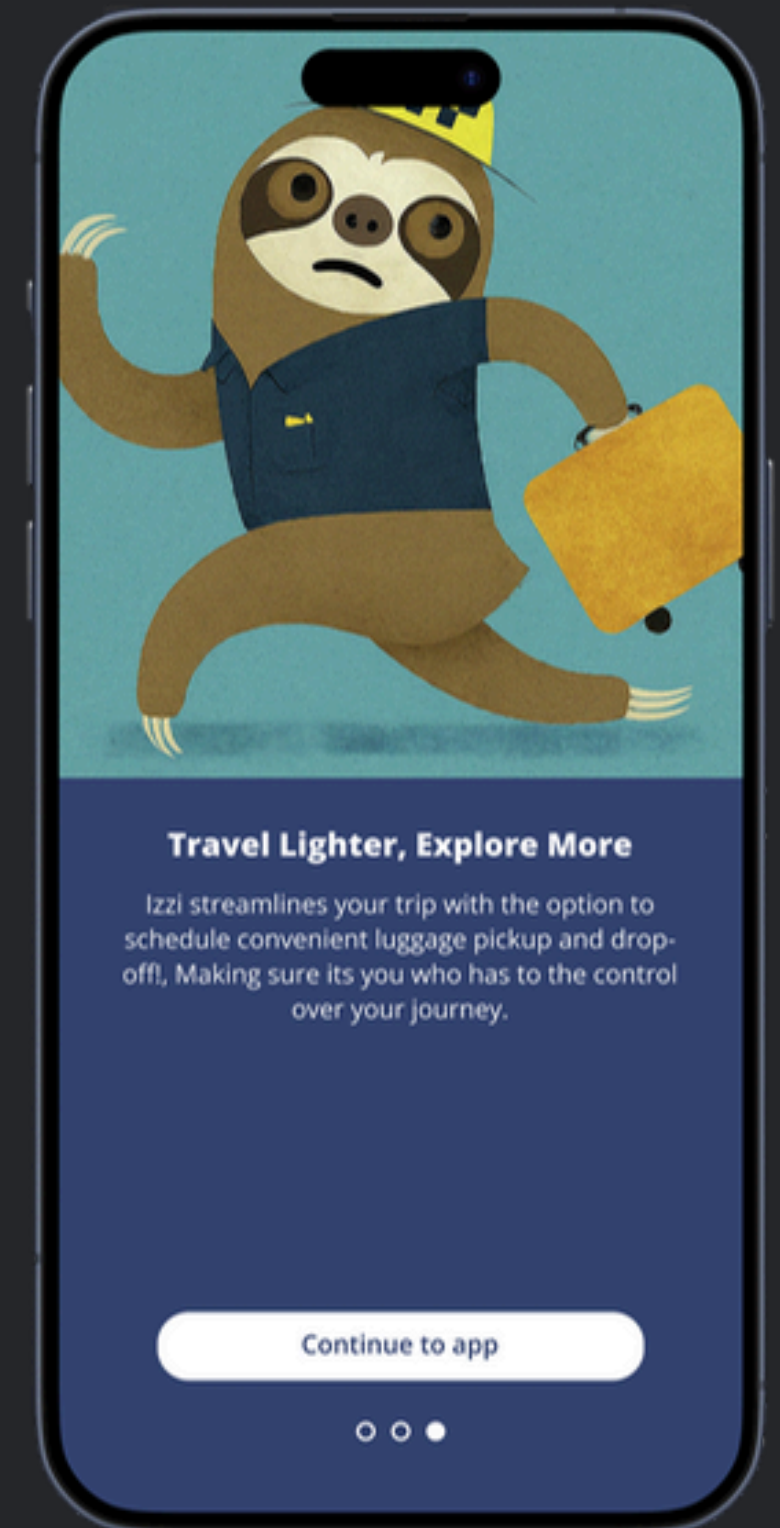
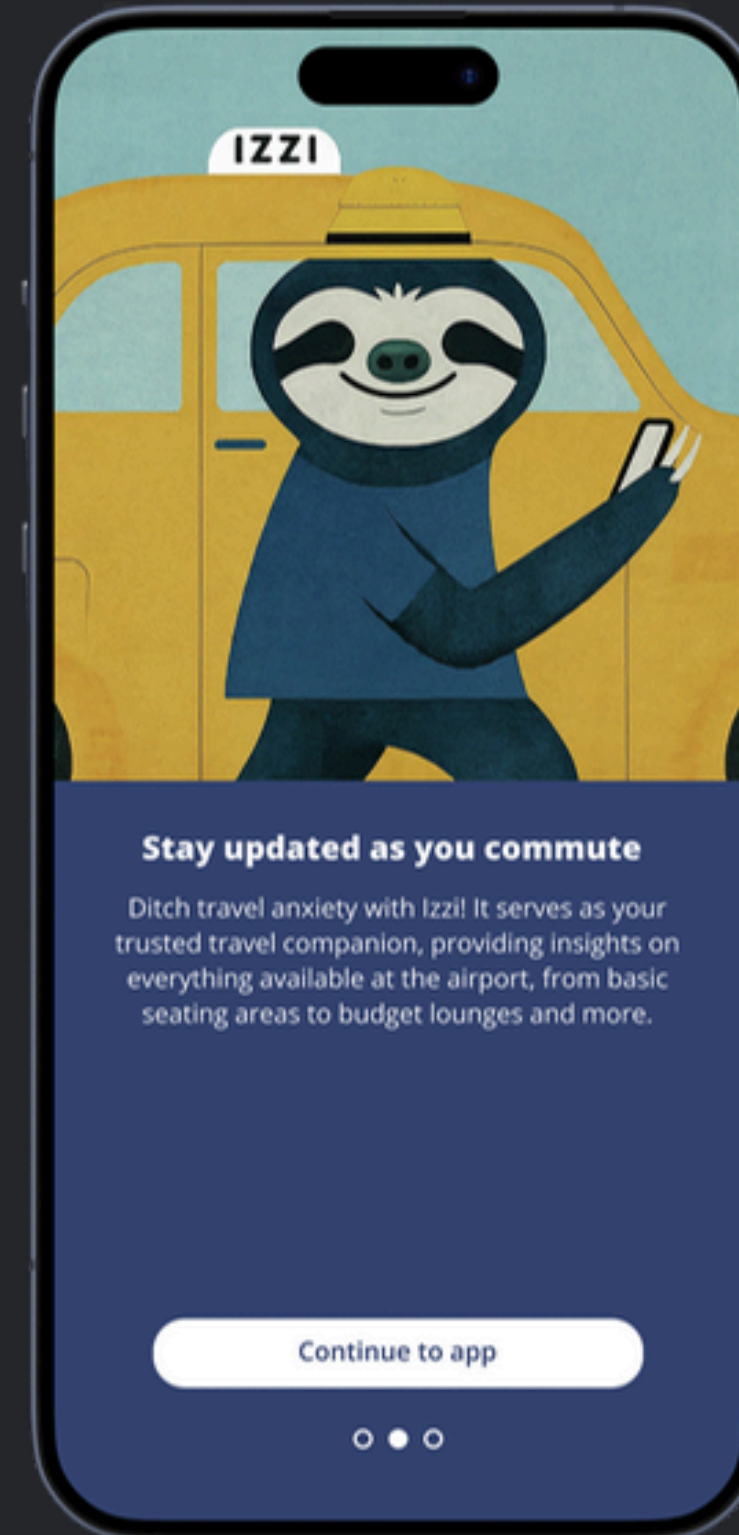
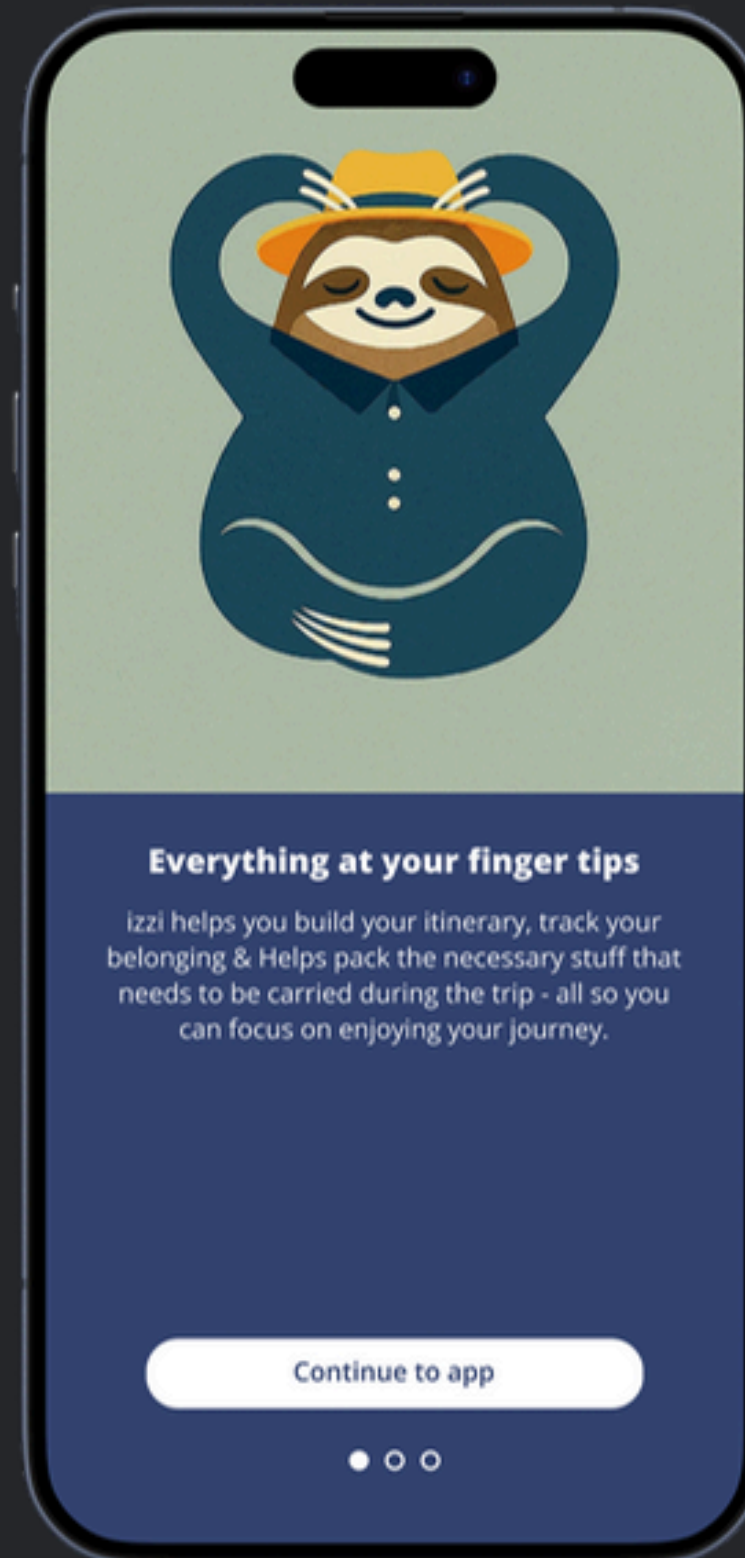
- It focuses specifically on easing airport commute anxieties for occasional travelers.
- It offers curated information and rule-based recommendations without relying on user data.
- It provides optional services like luggage management and packing tips for additional convenience.
- It reminds users of their travel purpose to maintain excitement and focus.

Business model canvas.

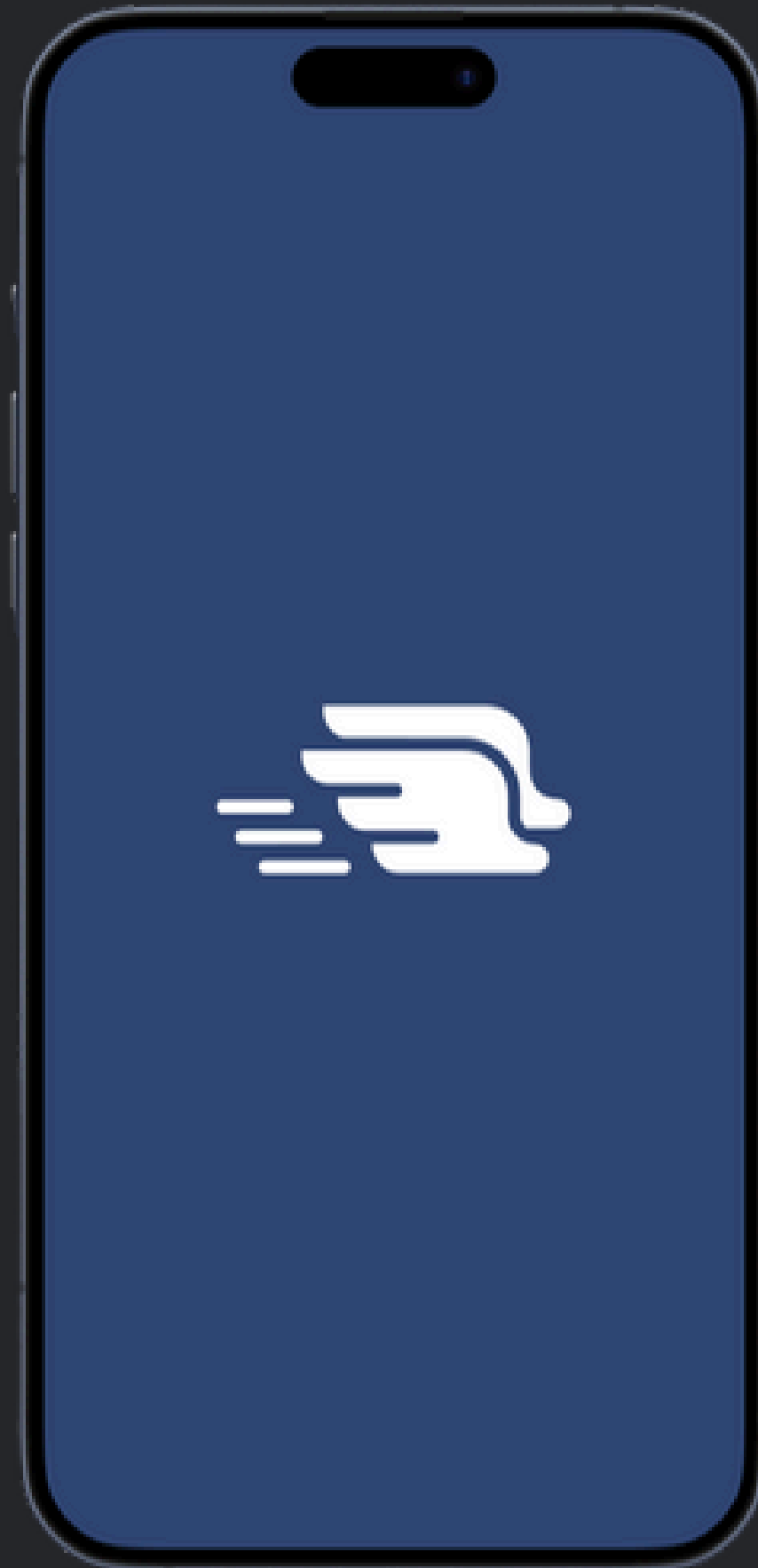
Business Model Canvas : IZZI



KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
	KEY RESOURCES		CHANNELS	
<ul style="list-style-type: none">• Airports & Airlines: Partnerships to access real-time airport information, flight data, and potentially offer co-branded services.• Luggage Management Services: Partnerships with companies offering luggage pickup, weighing, tagging, and check-in services as an optional add-on within the app.• Wellness Experts: Partnerships with travel wellness experts to curate relaxation recommendations based on user preferences and destinations.• Travel Content Creators: Collaborations with travel bloggers or vloggers for influencer marketing and brand awareness.	<ul style="list-style-type: none">• App Development & Maintenance: Continuously improve and update the IZZI mobile application.• Content Creation & Curation: Develop informative and engaging content for various channels.• Partnership Management: Establish and maintain partnerships with relevant travel service providers.• Marketing & User Acquisition: Implement marketing campaigns to reach the target audience and drive app downloads.• Customer Support: Provide timely and helpful support to users through various channels.• Wellness Experts: Partnerships with travel wellness experts to curate relaxation recommendations based on user preferences and destinations.	<ul style="list-style-type: none">• Reduced Stress & Anxiety: IZZI simplifies airport navigation, provides personalized recommendations, and offers reminders, reducing pre-travel stress and anxiety.• Increased Confidence & Control: IZZI empowers occasional travelers with essential information and tools, fostering confidence and a sense of control during airport commutes.• Improved Travel Experience: IZZI personalizes the travel experience with packing list suggestions, relaxation recommendations, and optional services like luggage management.• Time Efficiency: IZZI streamlines trip planning and information gathering, saving users valuable time during their busy travel schedules. <p>Unique Advantage</p> <ul style="list-style-type: none">• Focus on Occasional Travelers: IZZI caters specifically to the needs of occasional travelers, addressing their unique pain points and offering a solution tailored to their travel style.• Human-Centered Approach: Unlike some AI-driven travel assistants, IZZI prioritizes a curated information data-driven information.	<ul style="list-style-type: none">• In-App Support: Live chat or chatbot functionality within the app for real-time customer support.• FAQ Section: A comprehensive FAQ section on the website and app to address common user questions.• Social Media Interaction: Responding to user queries and comments on social media platforms.• Email Support: An email address for users to submit inquiries or feedback.	<ul style="list-style-type: none">• Primary: Occasional travelers (people who travel by air a few times per year)• Sub-segments: Business travelers taking short trips, families with young children traveling for leisure, individuals traveling for weekend getaways• Age Group: 25 - 35 travelers in the New York City, people dealing with Airport Anxiety & have difficulty in travel management (Itineraries, Documents, Time, etc.)
COST STRUCTURE		REVENUE STREAMS		
<ul style="list-style-type: none">• App Development & Maintenance: Costs associated with developing, maintaining, and updating the mobile application.• Content Creation: Costs of creating and maintaining travel tips, relaxation recommendations, and other informative content.• Server Hosting & Maintenance: Costs associated with maintaining the servers that host the IZZI app and website.• Marketing & Advertising: Budget allocated for marketing campaigns on various channels.• Partnership Fees (Optional): Depending on partnership agreements, there may be upfront costs or revenue-sharing models.• Staff Costs: Salaries and benefits for the development team, content creators, customer support staff, and marketing personnel.		<ul style="list-style-type: none">• Freemium Model: Basic features are free, while premium features (e.g., priority customer support, advanced packing list customization) require a subscription.• Transportation/Adding your bag Fee (Optional): For optional services like luggage management offered through partnerships with service providers.• In-App Purchases (Optional): Additional features or functionalities within the app that users can purchase (e.g., travel insurance add-ons).• Commission based• Ads		
ENVIRONMENTAL COSTS		SOCIETAL COSTS	SOCIETAL BENEFITS	ENVIRONMENTAL BENEFITS
<ul style="list-style-type: none">• Increased server energy consumption to support app usage.<ul style="list-style-type: none">• E-waste generation from discarded or outdated mobile devices used to access IZZI.• Potential reliance on car usage if IZZI's recommendations promote individual over public transportation (if not addressed strategically).		<ul style="list-style-type: none">• Increased reliance on technology could exacerbate the digital divide, excluding individuals without access to smartphones or internet connectivity.• Algorithmic bias in recommendations could disadvantage certain demographics if not carefully monitored and mitigated.	<ul style="list-style-type: none">• Democratization of travel information: IZZI can empower occasional travelers with knowledge and resources traditionally available to frequent flyers.• Reduced travel anxiety and stress: Improved information access and organization can lead to a more relaxed and enjoyable travel experience for users.• Increased accessibility: IZZI's features can be tailored to cater to users with disabilities, promoting inclusive travel experiences.	<ul style="list-style-type: none">• Reduced reliance on paper travel documents and brochures through digital information provision.• Improved travel efficiency through route optimization and trip planning tools, potentially leading to lower travel emissions.• Increased awareness of sustainable travel options (e.g., public transport) if integrated into the app's features.



Features



Manage your belongings through
your izzi partner



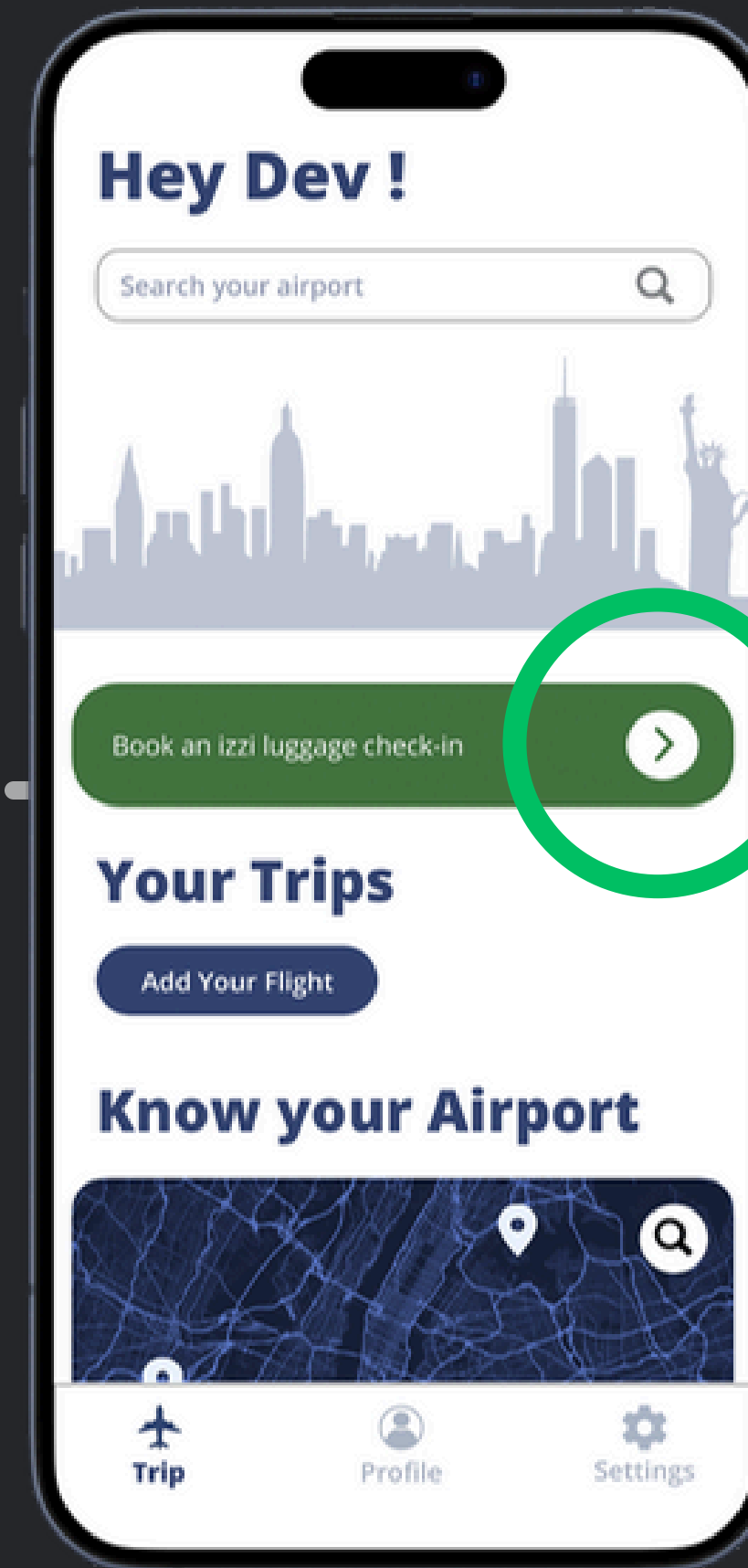
Know your airport before you reach
there



Keep your trip on track with real time
information

#1 : Manage your belongings

What if a trusted representative would help you with your belongings being checked in before you reach the your airport.



#1 : Manage your belongings

< Luggage check in

Where to pick up your luggage from ?

111 W 57th St, New York, NY 10019

John F. Kennedy International Airport

EK 204

Continue

< Luggage check in

Time & date to pick up your luggage from ?

Date: 9 November 2024

Time: 8:30 Am

Continue

< Luggage check in

Number & type of baggage

Small (15 Kg)	-	0	+
Large (23 Kg)	-	2	+
Out of format	-	0	+

Continue

< Luggage check in

Select your izzi service

Standard (without luggage insurance)

Premium (with luggage insurance)

Amount : \$40.00
Tax : \$5.00
Total : \$45.00

Payment methods

Apple Pay Credit/Debit

Book

< Summary

Edit

(01)95012345678903(3103)000123

Pick up information

111 W 57th St, New York, NY 10019

2 Large Bags

9 November 2024 , 8:30 Am

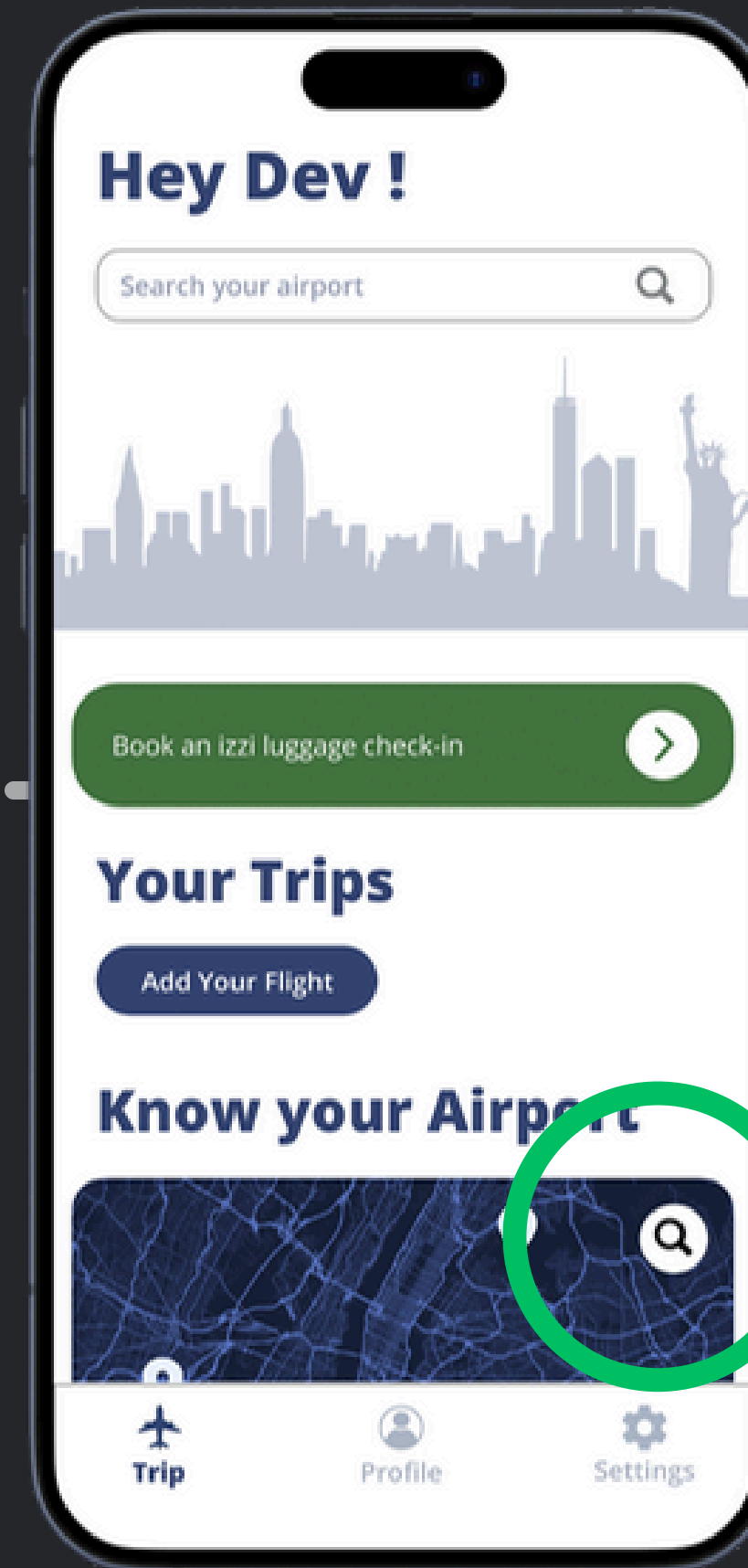
Your izzi partner

Mr. Flash Tesla model X IM 4 5L07H

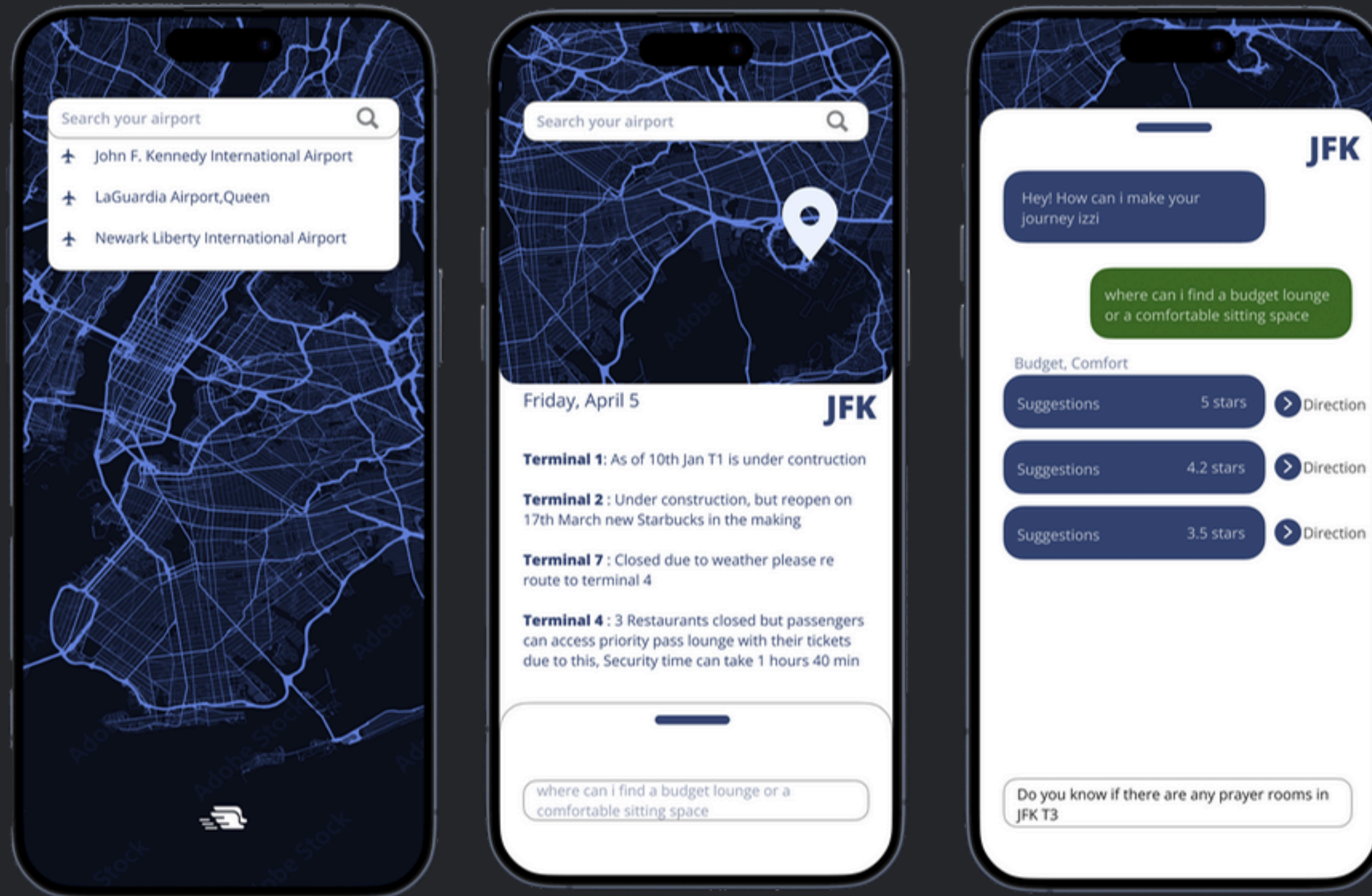
Add to wallet

#2 : Know your airport

What if you get informed about your terminal in the most simplest way possible with all the tips and tricks and sometimes the hidden quirk of the airport

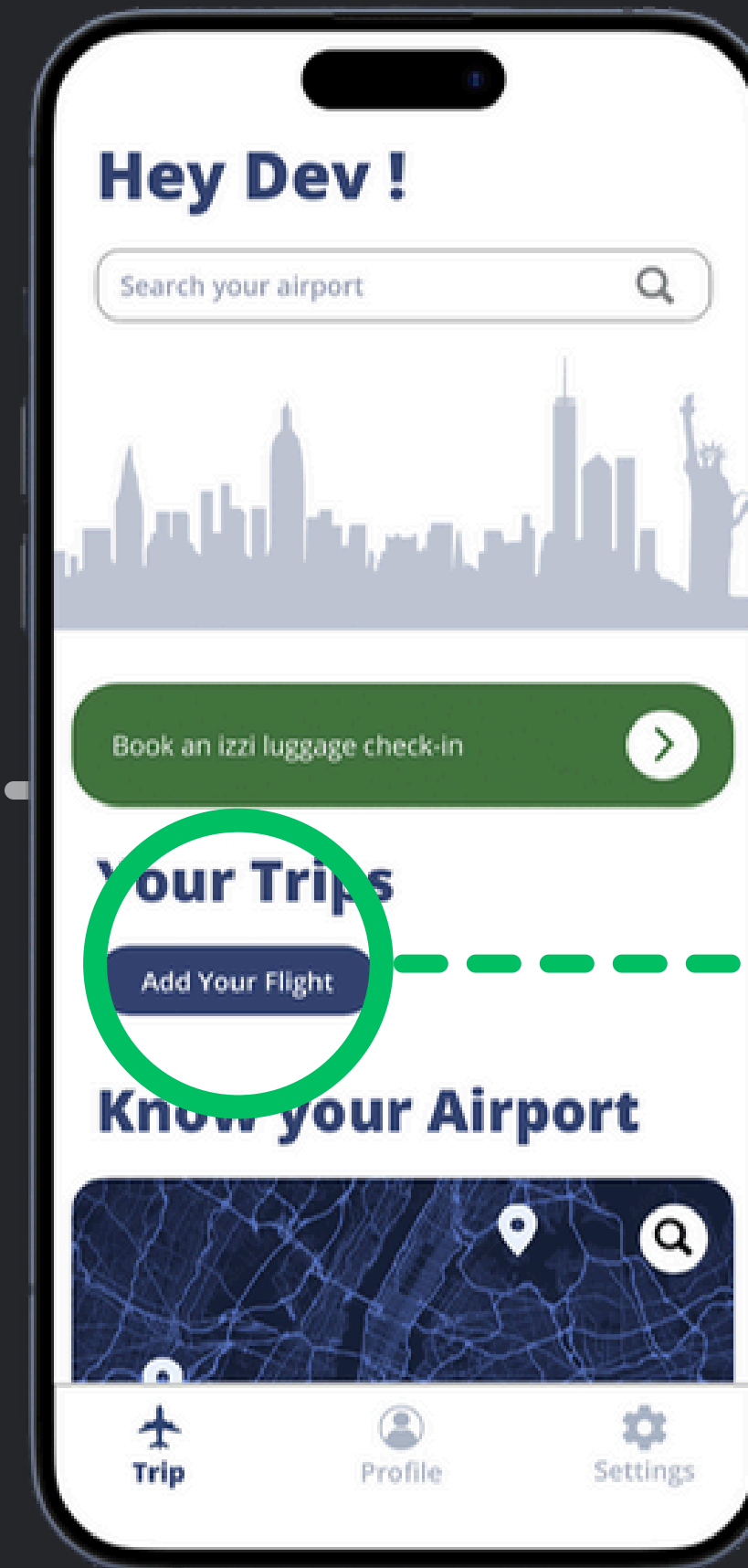


#2 : Know your airport



#3 : Keep your trip on track with real time information

What if you keep a track of your trip in real time so that you dont forget your purpose of travelling.



#3 : Keep your trip on track with real time information

