Navport

App Design

Aug 2015 | 1 week

Introduction

NAVPORT helps people browse places at airport t and navigate around the airport easily and efficiently.

Research

This research was primarily to understand what people do to spend their time at the airport. I went on to read the following research paper to understand more about this.

Spending time, spending money: Passenger segmentation in an international airport.

Enhancing Airport Service Quality: A Case Study of Kaohsiung International Airport.

Research Findings - Airport

The research revealed that over 72% of all transactions made at the airport were planned.

The papers also explain that in current times airport is more than a place to catch flights.

This is a serious commercial place and authorities try hard to increase their revenues by increasing their commercial spaces and other activities which can keep traveler engaged and make them spend some bucks.

Considering the previous point airports have started providing the lot of options ranging from shopping, fine dining, bars, cinema hall, gym, spas, yoga center, praying rooms, sky views etc. Making all these facilities easily visible to the passengers becomes very crucial.

Research Findings - Passengers

The research revealed that over 72% of all transactions made at the airport were planned.

But then there is unwillingness amongst passengers to retrace their steps or deviate from the main route to the departure gate because of difficulty in navigating.

User Interviews

I surveyed around 70 people by asking them few questions to understand certain behavioral aspects of people at the airport.
Following are the list of questions and visualization of survey results.

Survey questions

- When was the last time you traveled by flight?
- How often do you travel by flight?
- How much time do you usually have at the airport before boarding?

- What do you do at the airport when you are waiting?
- Do you find it difficult to navigate at the airport?
- If given an app to navigate around the airport what are the 3 things that you would want to have in that app?

Survey Results

Types of travellers v/s need for navigation

Waiting time distribution of people at the airport

Distribution of things people do at the airport

Things people try to find at the airport

Help Desk
Lost & Found

Smoking Lounge
Emergency Contact

Ways to exit
Promos & Offers

Parking Area
Flight Details
Local Transport

Airpot maps
Lounge Area
Places to shop

Restrooms
Places to eat
Boarding gates

Task analysis & IA

Below is the snapshot of task analysis and information architecture exercise that I did before designing the wireframes.

Screens

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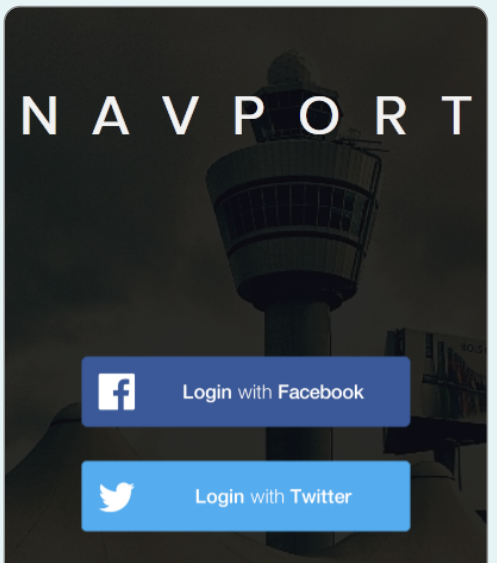
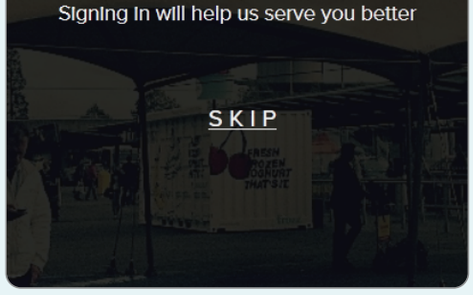
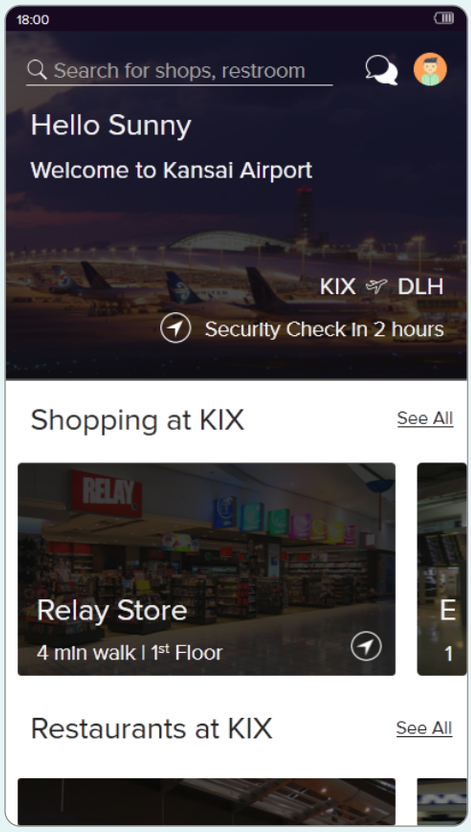


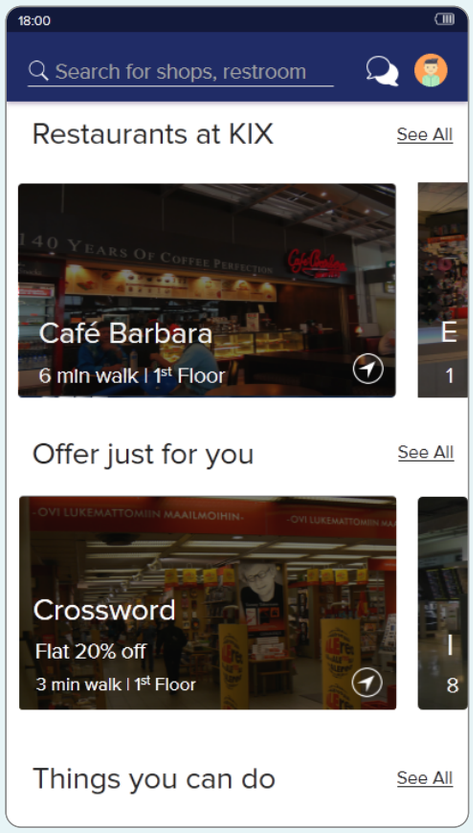
Splash Page



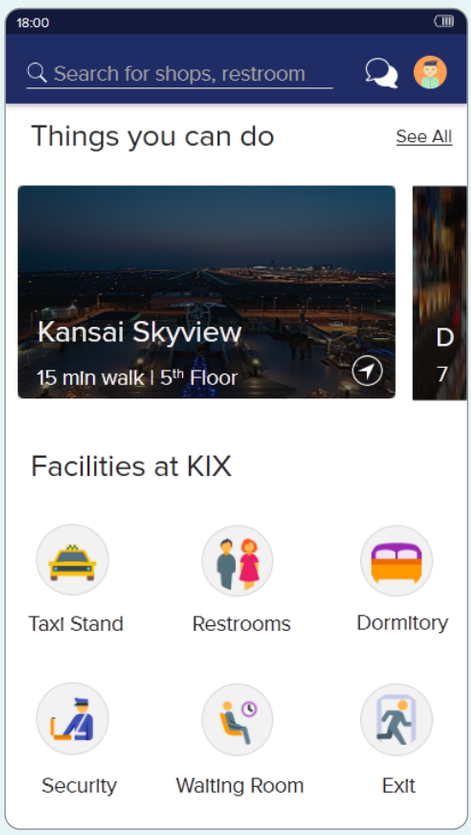
Login screen

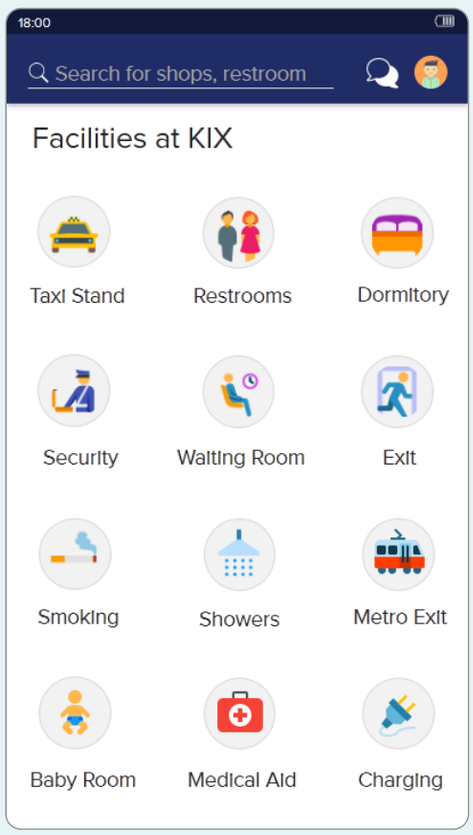


Home screen



Home screen First Scroll

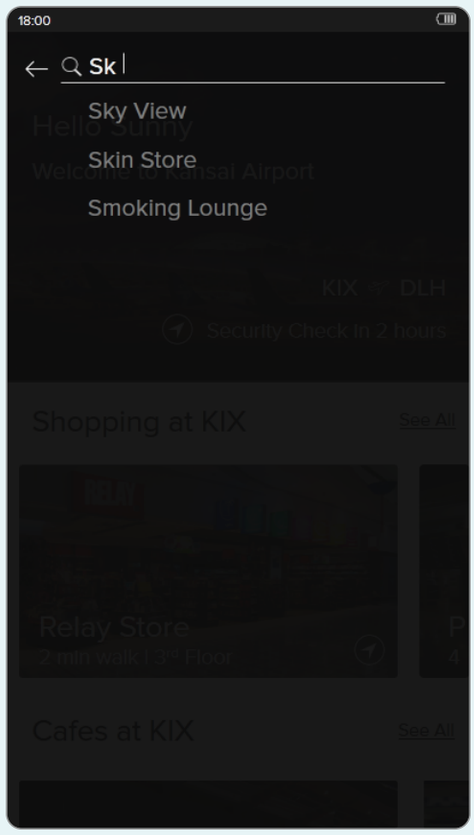




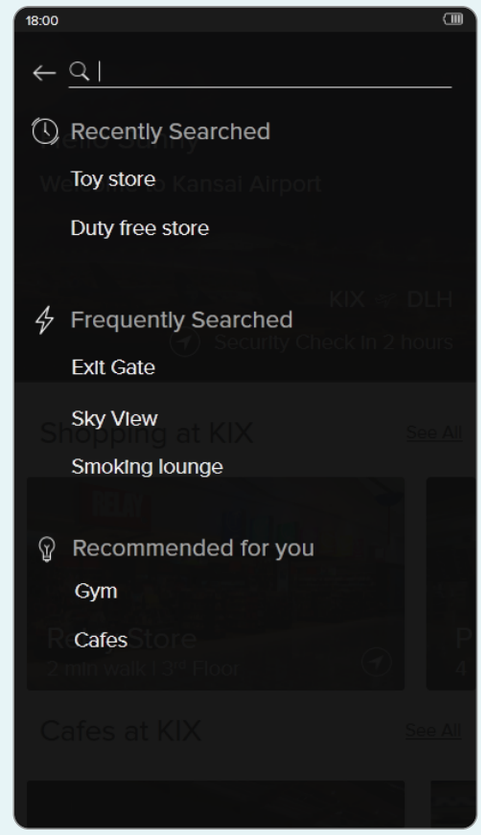
Home screen second scroll

Home screen third scroll

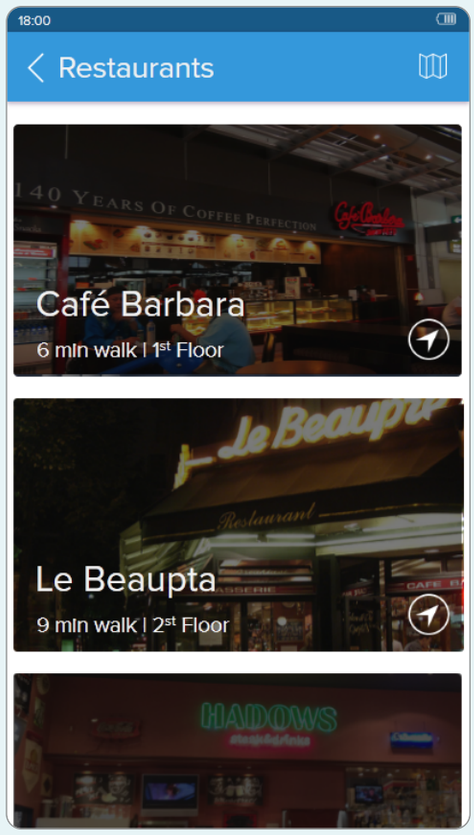
Listing of the home screen is contextually based on the flight details of the user. The flight details of the user are captured by using users' email id.



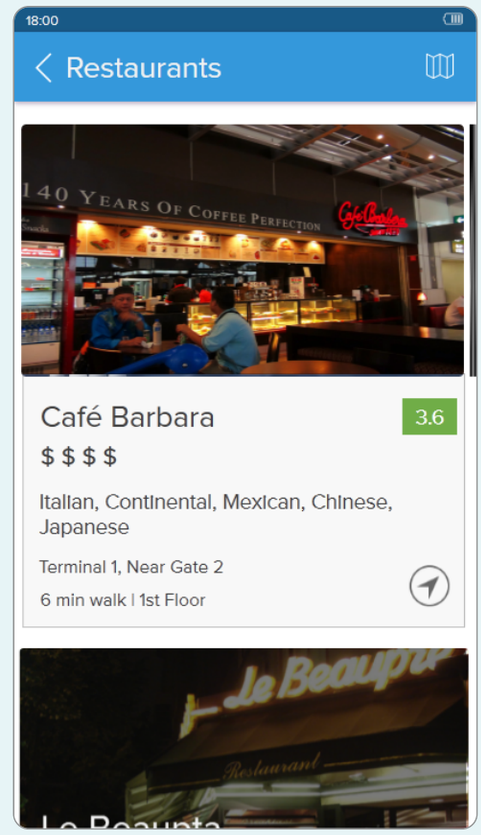
Search with auto suggest



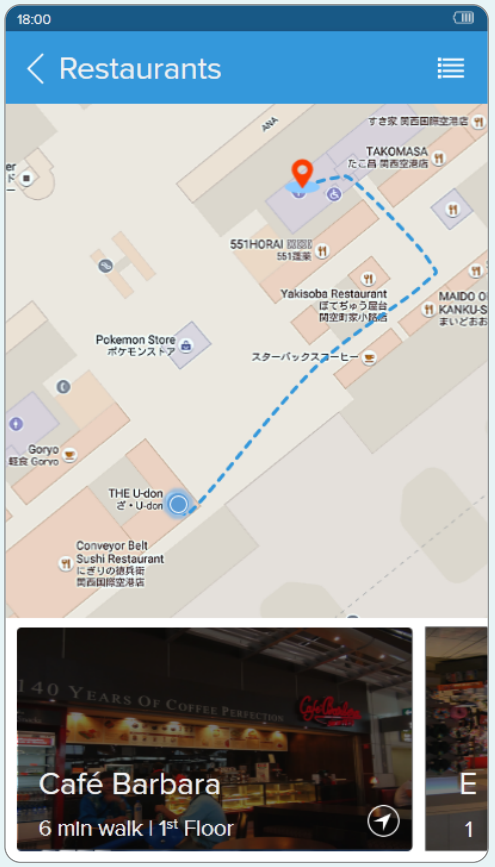
Search with history



Post click on see all

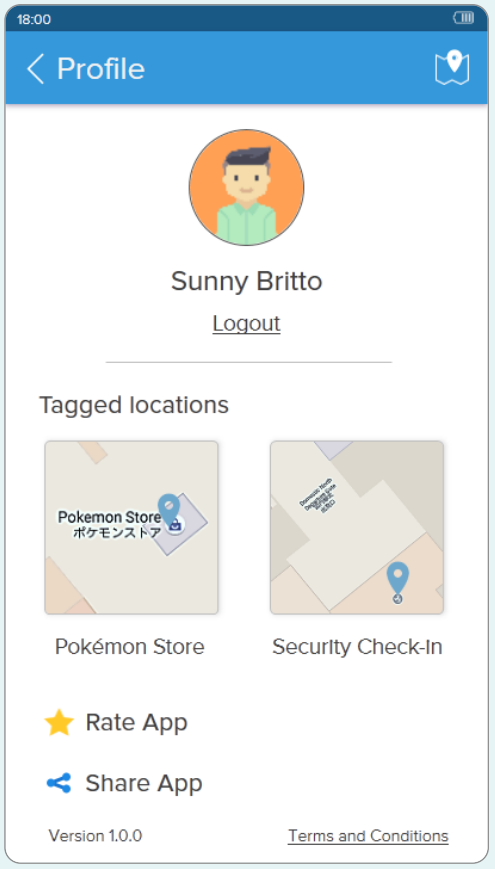


Post click on item in the list

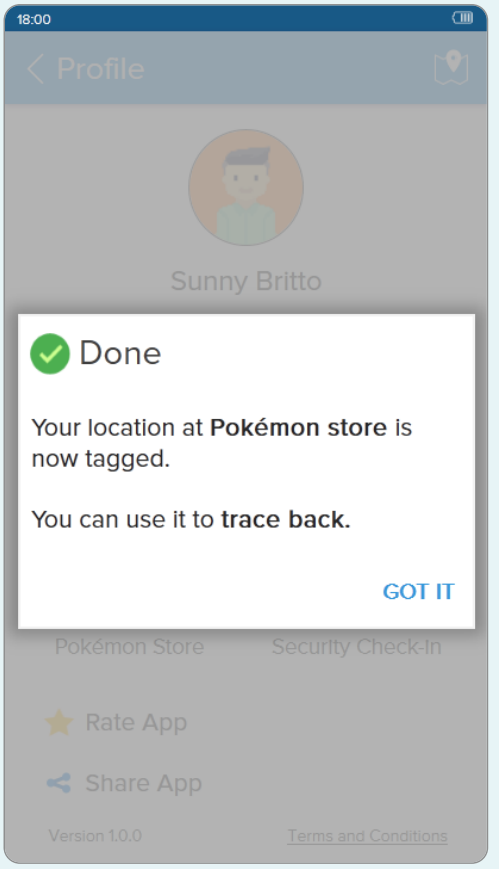


Lisiting with navigation

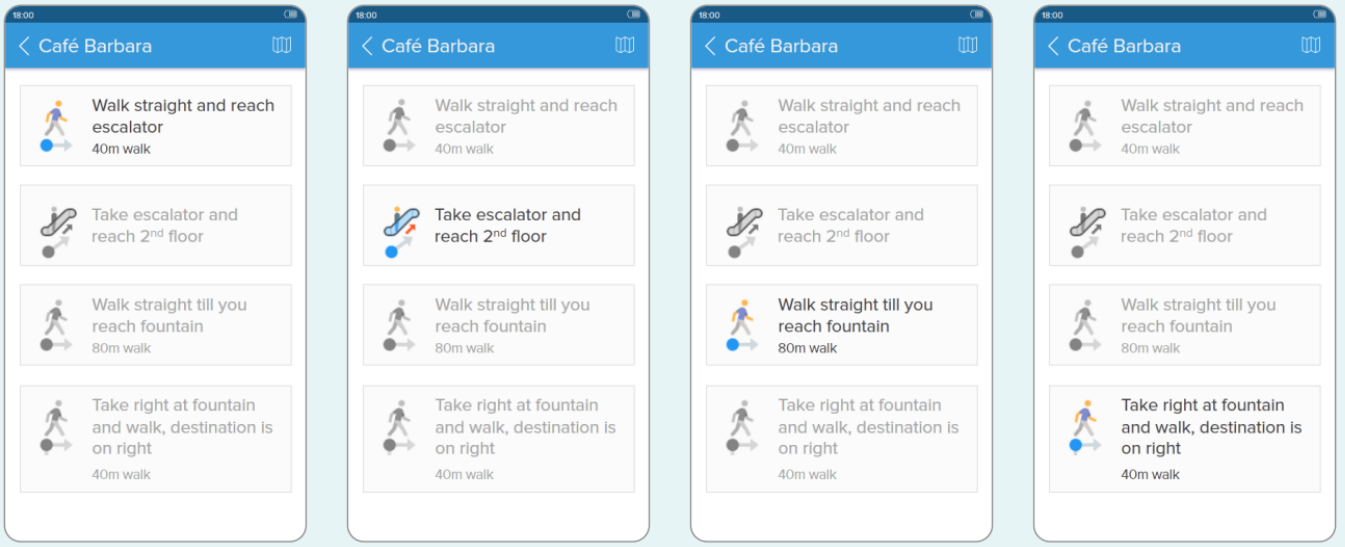
Lisiting with navigation



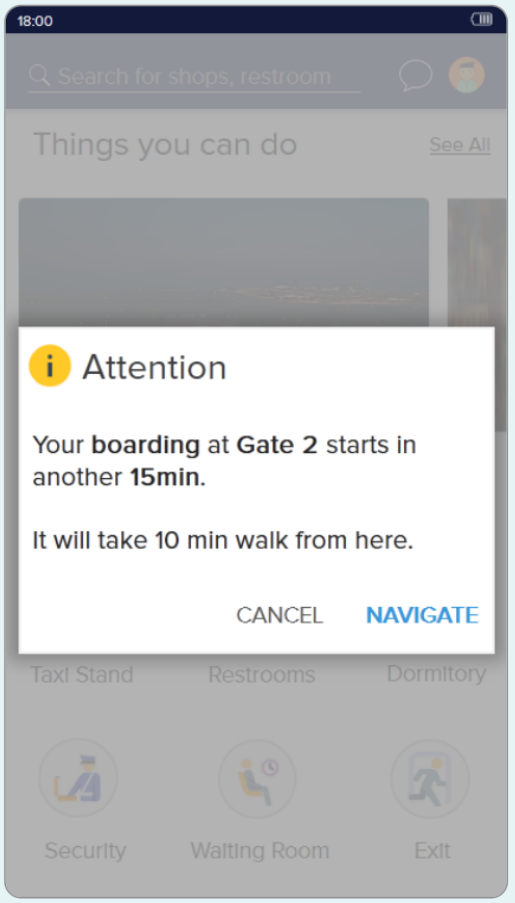
User account

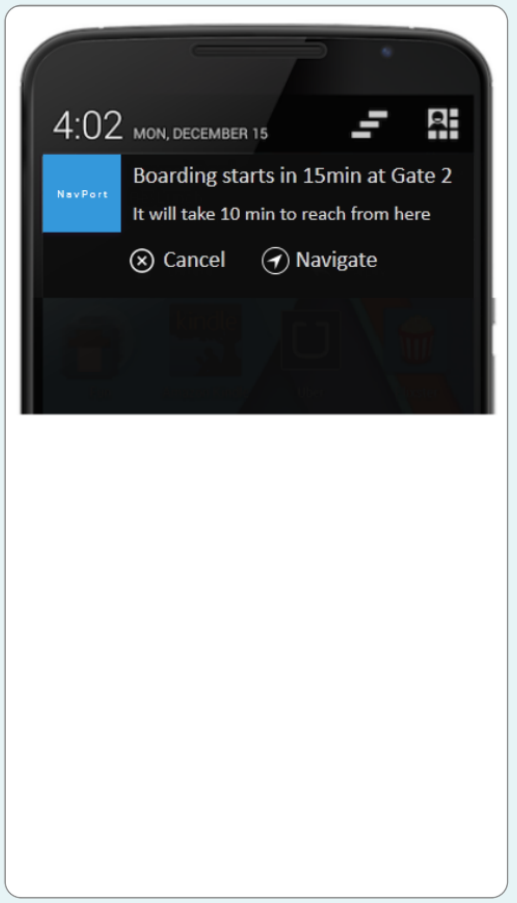


Tag a point to trace back

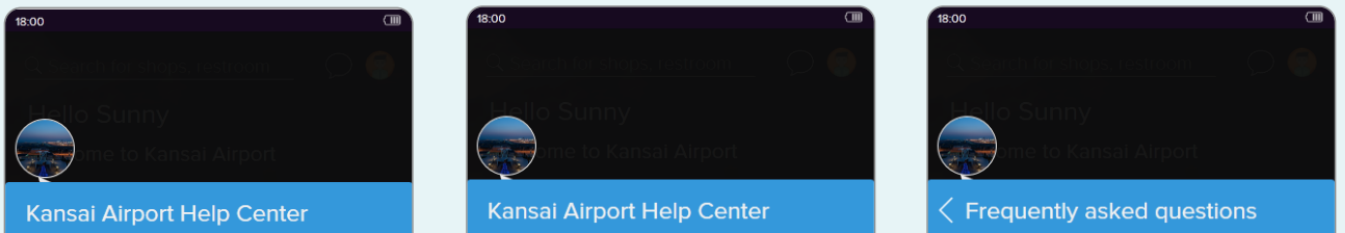


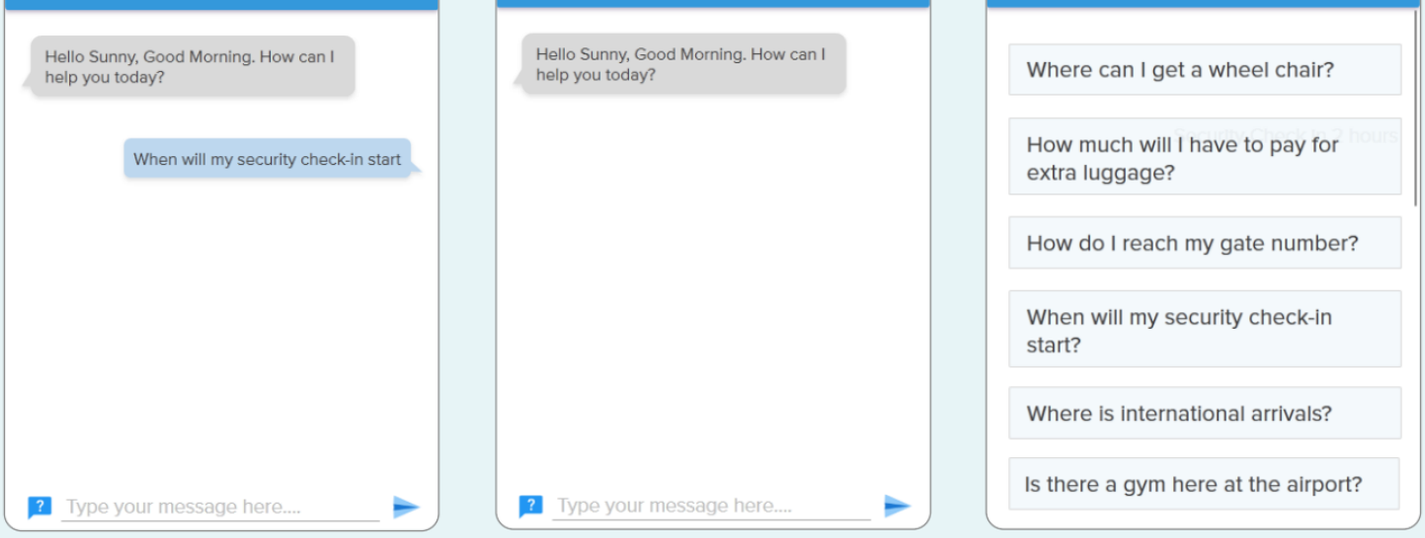
Step by step navigation





Alert about boarding





Help assitant

Let's talk

Thank you for reading till the end. You can know more about me and my work or get in touch with me using following mediums.

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