Airport Case Study

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Problem Statement

Create a UX wireframe for Lufthansa app as per the given solution.

Points to be considered:

- How Lufthansa App could have possibly enhanced her experience ?
- Identify narrative, stakeholder, emotion, and environment
- Define Key input, action, and information
- How will you Deliver it via App, Notification, and lock screen?

1. Mapping Stakeholders:

Travellers

Airline Staff:

- Air hostess
- Pilots
- Helpdesk agents

Airport Staff:

- Security guards
- Officials
- Baggage handling staff
- Cleaning staff
- Restaurant owners/staff

PRIMARY (CORE)

SECONDARY

TERTIARY

2. User Persona:

MANJUSHA HEGDE

Age: 28
Female

- Lives in: San Francisco
- Frequent traveller
- Natively from India
- Eats only vegetarian food
- Doesn’t know German language
- Tech-savvy
- Likes coffee



EXPECTATIONS:

- Timely updates on flight schedule
- Alternative of physical boarding pass
- Baggage tracking
- Nearby vegetarian food options

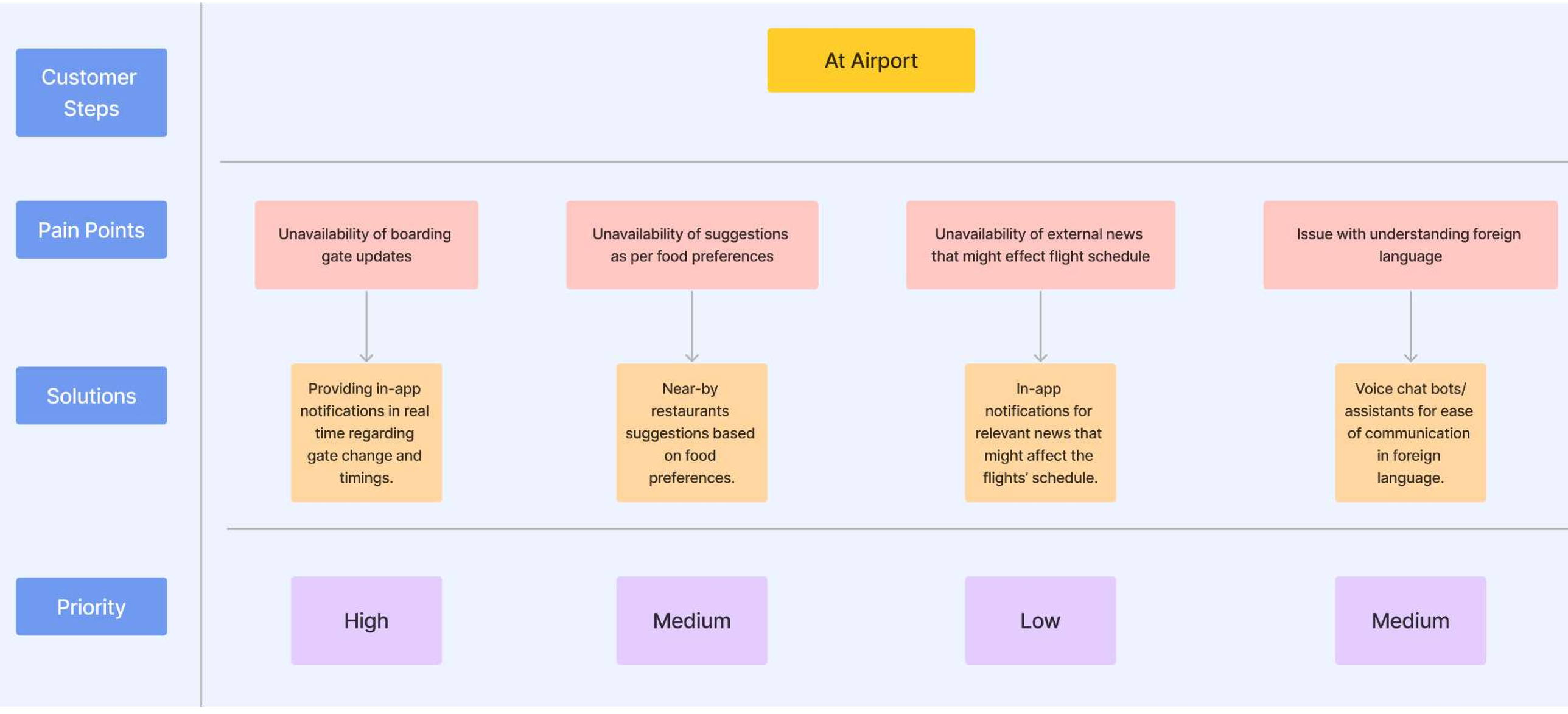
MINDSET

- Anxious
- Frustrated
- Uncertain
- Tired

3. User Journey:

Customer steps	At Airport	At Gate	In Plane	At Exit
User actions	Checks-in baggage and completes security check. Checks for the flight status from helpdesk. Takes a coffee from nearby Starbucks. Starts looking for the updated gate number on wall-mounted screens. Installs the Lufthansa app and gets her digital boarding pass.	Had to go to a different gate number due to last minute change. Shows the digital boarding pass due to bad condition of physical pass.	Stores luggage in overhead tank and settles in. Orders wine as soon as she gets seated. Ask air hostess to throw the physical boarding pass in the dustbin. Sends an update to friends and family about her boarding. Sleep through the flight.	Keeps her physical boarding pass safe until she collects her baggage. Exits Airport
Goals & experiences	Wants to know the update on her boarding gate. Looking for vegetarian meal options at the airport. Doesn't get any update from the helpdesk or wall-mounted screens. Faces difficulty in communicating with others due to language. Gets to know about a Volcanic eruption which is causing high traffic.	Wants to know the updated flight number. Wants to be spend the rest of the layover near the gate and get some sleep. Doesn't want to rely on physical boarding pass when digital exists. Waits in queue for 15 minutes before boarding. Had to wait before boarding due to change in flight numbers.	Wants to have something to eat/ drink Air hostess asks her to keep the physical boarding pass in order to get her luggage.	Wants to have a digital alternative to track her baggage. Waits in anticipation for her baggage to arrive on the belt.
Feelings and thoughts 😃 🙂 😐 ☹️ 😠	• Anxious • Uncertain • Irritated • Alert	• Tired • Irritated	• Anticipatory • Sleepy • Exhausted	• Happy • Exploratory • Eager
Pain points	Unavailability of flight status. Unavailability of food options as per preference. Issue with understanding foreign language. Unavailability of external news that might effect flight schedule	Unavailability of updated flight number. Long wait time in queue for boarding No clarity on where to sit and rest till boarding starts.	Unavailability of pre-order food service.	Unavailability of digital baggage tracking system.
Opportunities	Providing real time updates on flight's boarding gate. Providing resturants suggestions basef on user preference . Providing assistance with the foreign languages. Providing relevant news that might affect the flights' schedule. Providing offers as compensation on behalf of the airline in case of delays/ cancellations.	Providing real time updates on any changes in flight details. Providing priority check-in service option through the app.	Providing pre-order food service option through the app.	Providing baggage tracking solution to to eliminate the dependency on physical boarding pass.

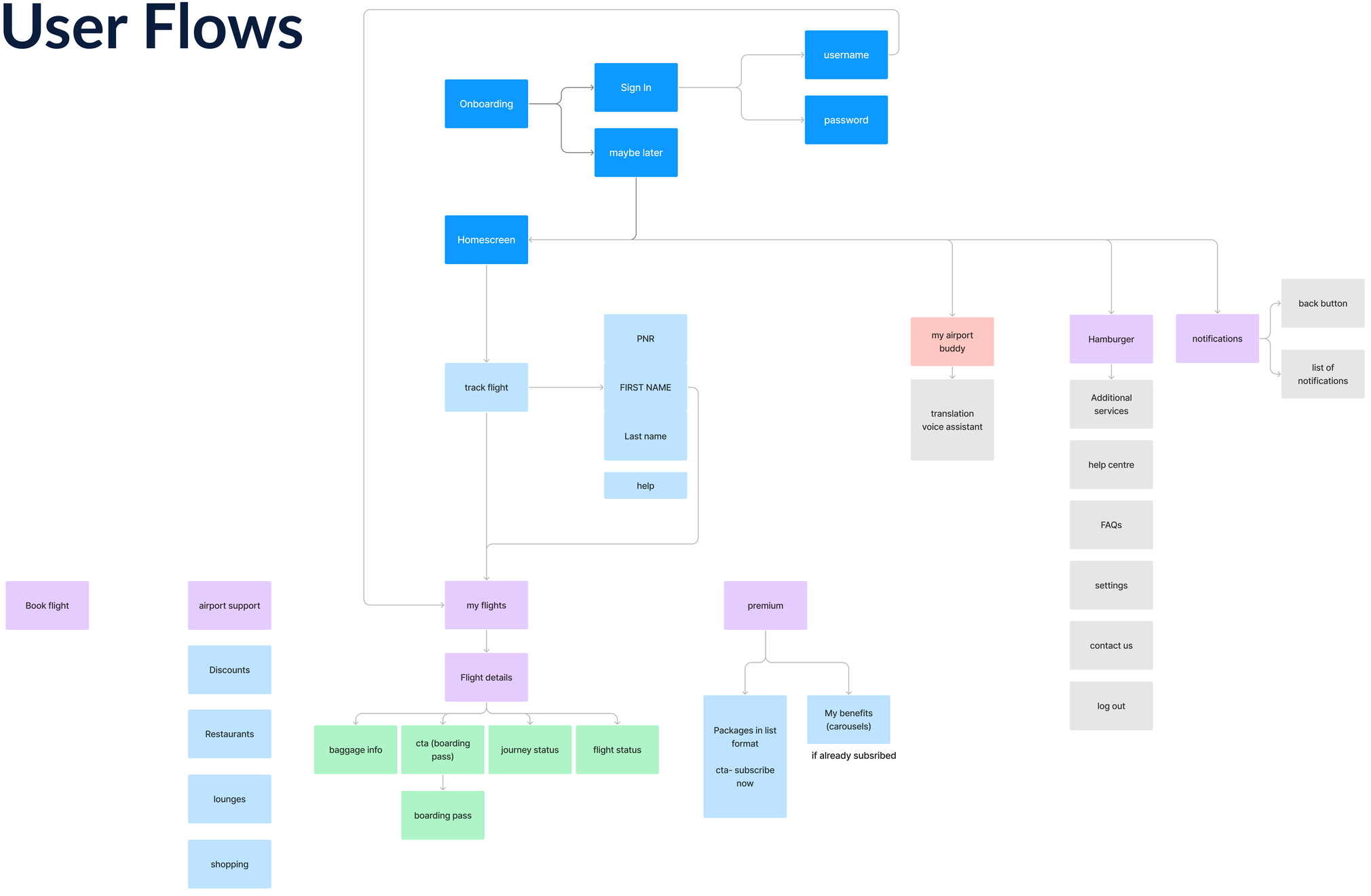
4. Step-by-step solution Ideation:



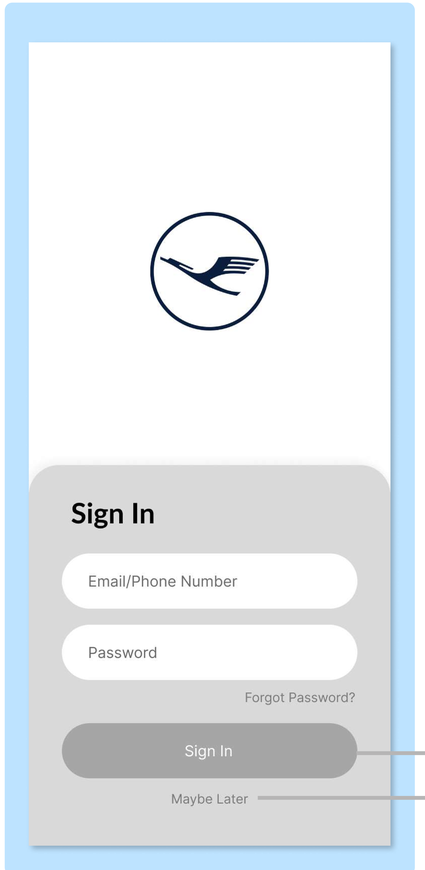
4. Step-by-step solution Ideation:

	At Gate			In Plane	At Exit
	Change of flight number due to merger of two flights	Physical boarding pass got crumpled	Long wait time in queue for boarding	Ordered wine when the Air hostess asked her	Has to keep her physical boarding pass handy to collect her baggage
	Providing in-app notifications for any changes in light number, seat number.	Providing digital boarding passes which gets updated in real-time and reflects any modifications.	Providing exclusive memberships to the users for priority check-in and boarding.	Pre-order in-flight meals and beverages through the app.	Providing trackable bag tags to eliminate the dependency on physical passes.
	High	High	Low	Medium	High

5. App User Flows



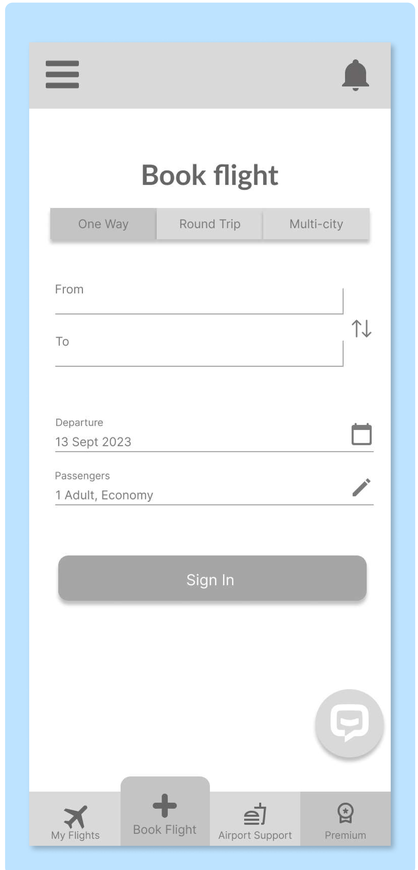
6. High Fidelity Wireframes



Sign In screen

Onboarding

- Users can log in using their account details
- Users can also choose to skip this step all together



Book Flight section

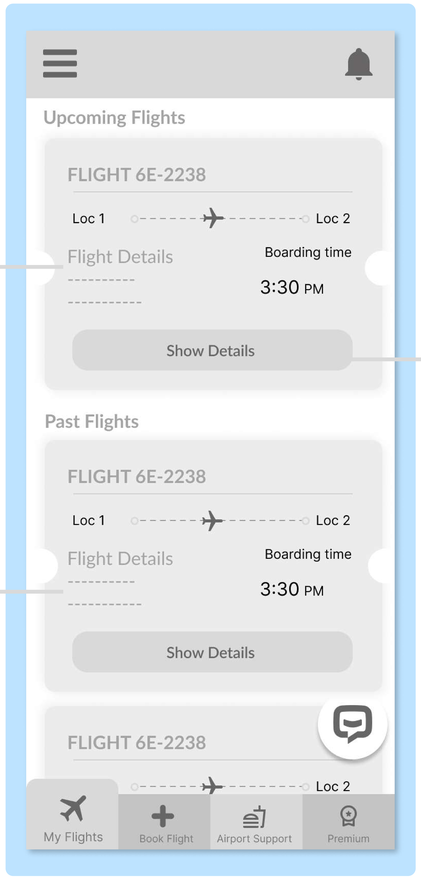
Book flight tab:

- Provides the user with an option to directly book flights with the airline

6. High Fidelity Wireframes

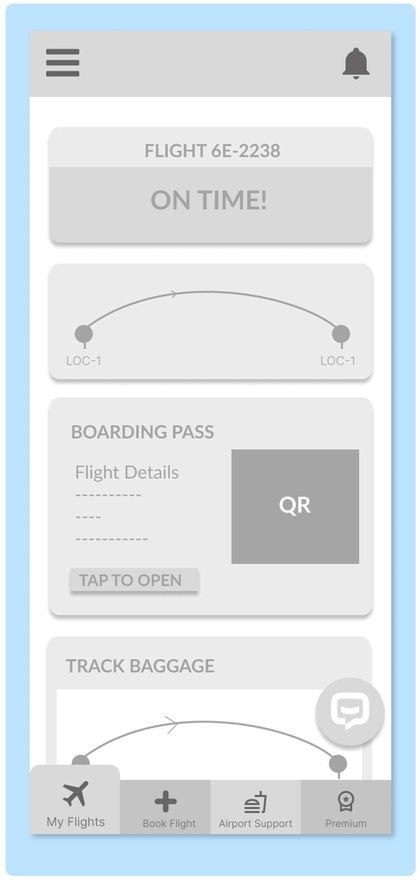
Upcoming flights list

Past flights list

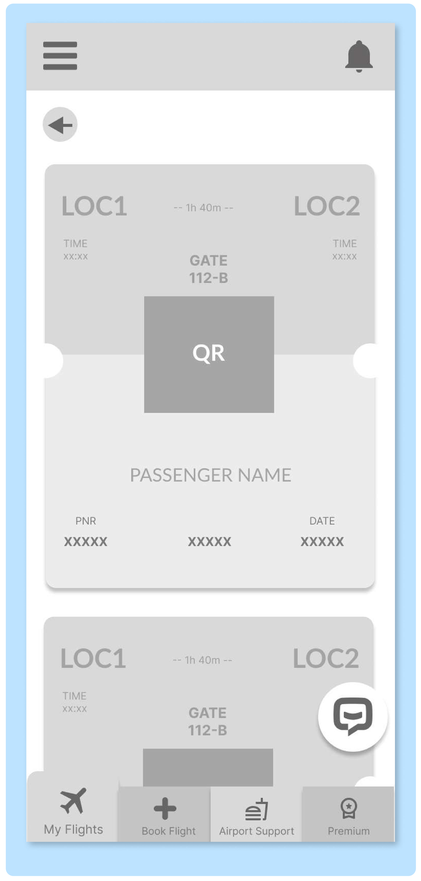


Primary CTA

My Flights section



Flight details

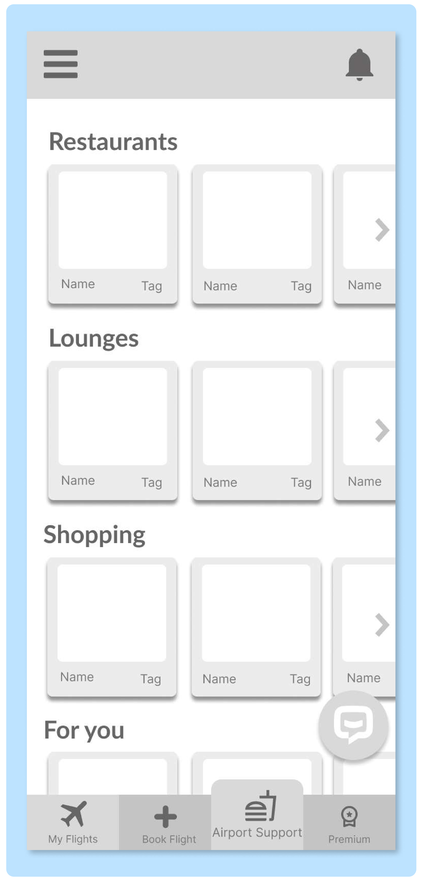


Boarding Pass

My flights tab:

- For list of bookings
- For flight details
- Flow to access digital boarding pass

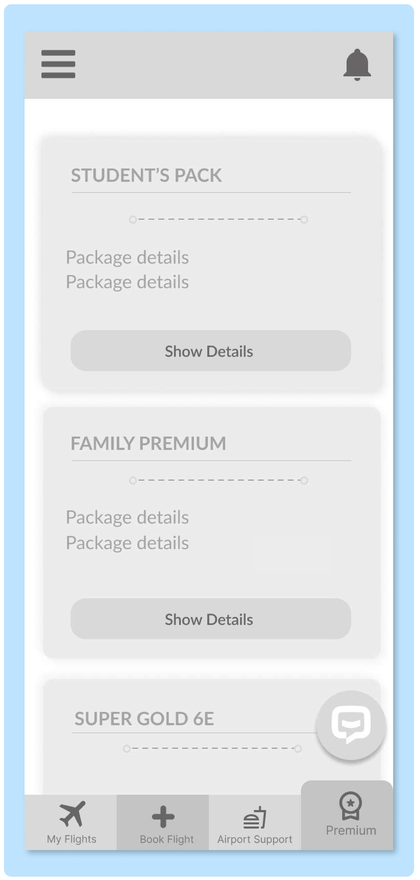
6. High Fidelity Wireframes



Airport Support section

Airport Support tab:

- Restaurants suggestions based on user preference.
- Nearby lounges details for layovers.
- Shopping and personalized suggestions.



Premium User Packages

Premium Packages:

- Can be purchased/ subscribed to by users willing to access premium-only benefits