



DESIGN INTERVENTION

Process Book

Team

Alexandra Furman
Bradley Sutherland
Flory Huang
Mark Inouye
Yubin Sun

Table of Contents

1. Cover
2. Team
3. Table of Contents
4. Proposal Summary

5. RESEARCH

6. Domain
7. Scope
8. Client
9. Audience
10. Environment

11. THINKING

12. Intentions
14. Outcome
16. Challenges/Rejections
17. AT-ONE
18. Process Breakdown
20. Personas
22. Emotional Expectations
23. WestJet Mood Board
24. Wireframes

26. PRODUCT

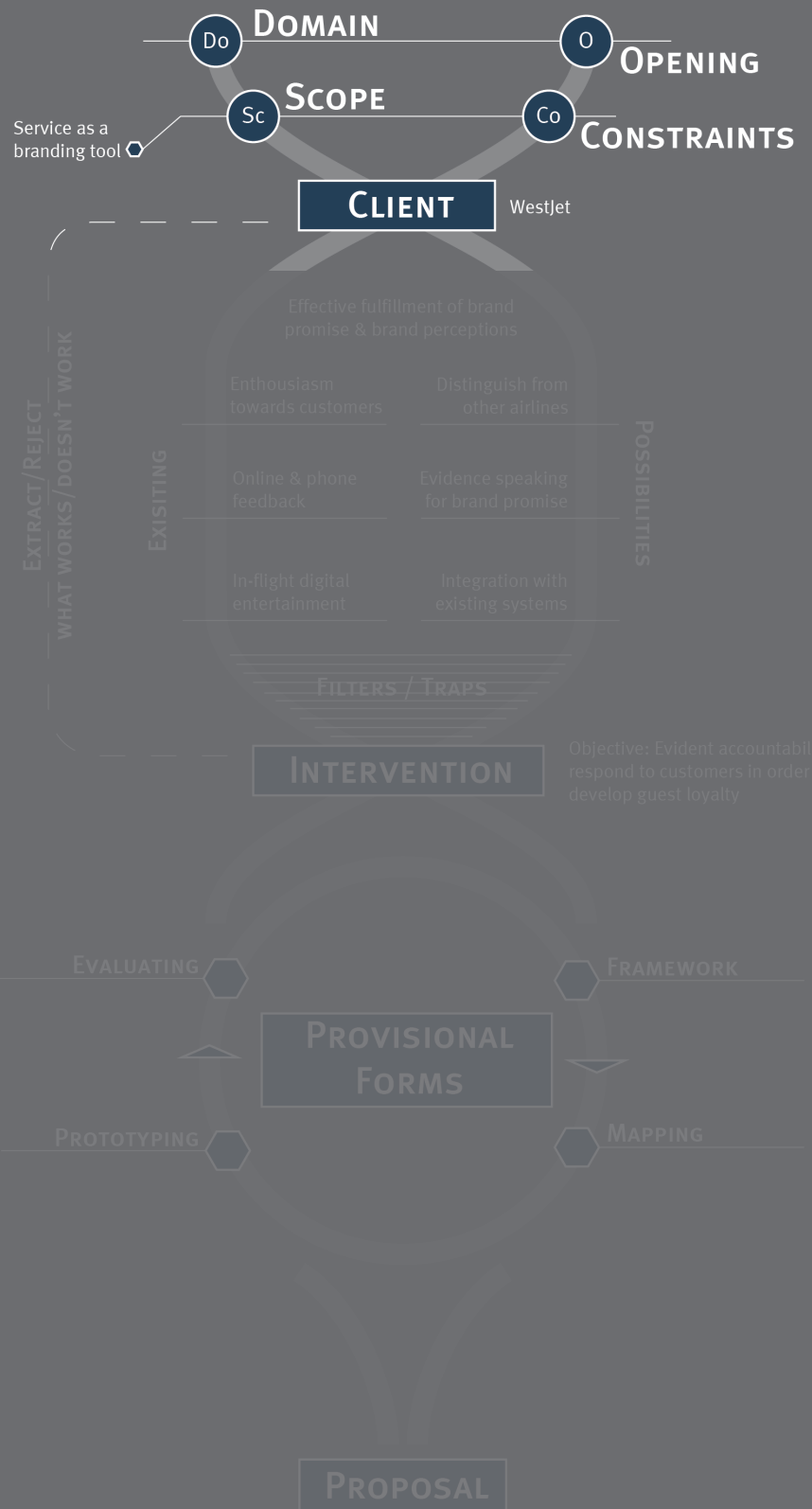
27. Interaction Framework
28. Scenario 1
30. Scenario 2
32. To-go Info
34. References

Proposal Summary

We designed an interactive digital interface to communicate needs of passengers to WestJet flight crews to ensure efficient customer service in the air. We synchronize brand promise with brand perception by letting their "owners care" through listening.

Domain
Scope
Client

RESEARCH



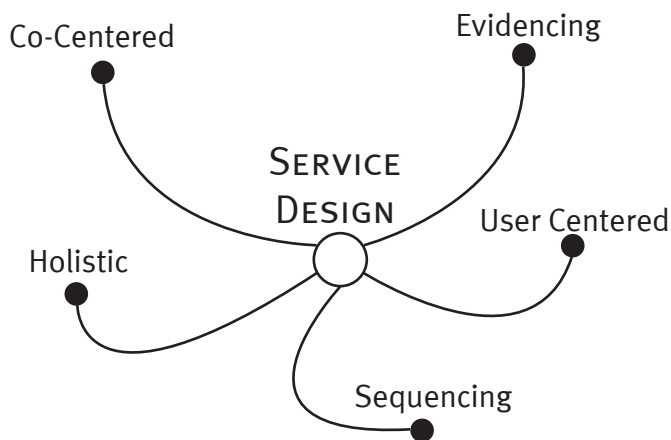
 **INTANGIBLE MEDIUM**
Customer interaction guidelines

+

 **TANGIBLE MEDIUM**
Touchpoints with customer

||

 **SERVICE DESIGN**
Customer experience



Domain

Service design is a field focused on the creation of well thought through experiences using a combination of intangible and tangible mediums.

It is concerned with identifying customers and then initiating and maintaining relationships with them in ways that create value both for customers and organisations.



Scope

Utilizing service design, we aim to work within the boundings of brand identity. Aligning the service experience to a brand by designing the tangible and intangible, a service becomes more holistic through evidencing and in turn, meets more closely with its customer's emotional expectations.

Client

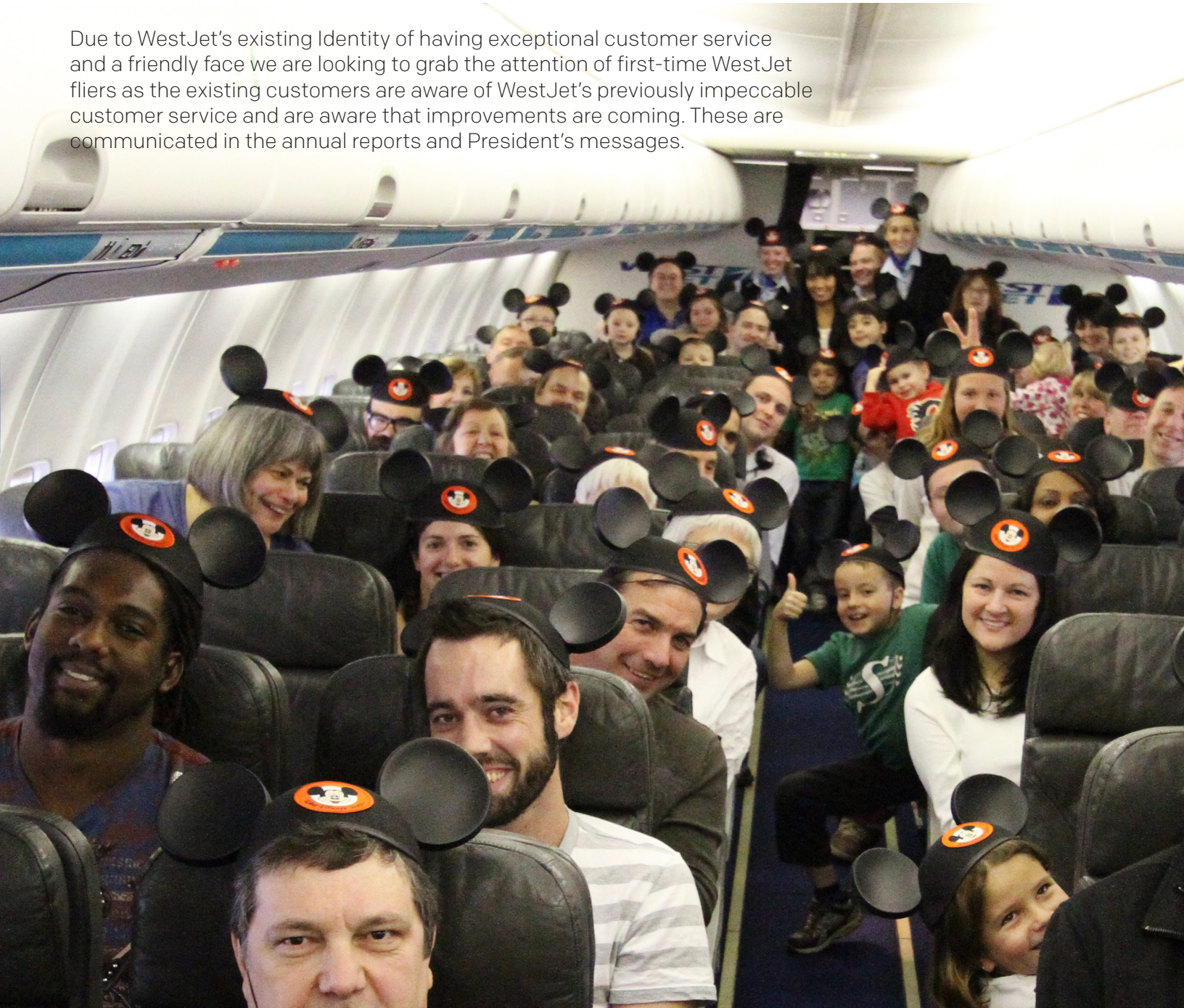
A Canadian airline company known for being friendly and personable with its customers. This attitude is in their motto: "Owners care". WestJet pioneered the exceptionally friendly customer service side of the Canadian airline industry and came out ahead of its competitors (Air Canada) after the recession. During the recession WestJet stuck to its promise of customer service and while other companies were downsizing and cutting back services WestJet was keeping its services the exact same and while they suffered loss they ultimately carved a name for themselves during that time as their service stood out all the more prominently. They are currently experiencing a classic corporate growth: WestJet's has successfully become a very large company and is beginning to become too large to continue to give the exceptional customer service they are known for while still managing to serve the increasingly large customer base they have garnered.

The WestJet logo is displayed in a large, bold font. The word "WEST" is in dark blue, and "JET" is in a vibrant green. A stylized white and blue arrow graphic points to the right, positioned at the end of the word "JET".

WestJet is currently doing all that they can to continue to offer the high level of customer service their brand is known for but the only times during a flight that they can exercise their unique and quirky personalities is during the pre-flight safety speech, when they speak to you for mealtimes, if they are called to a seat, and after they land.

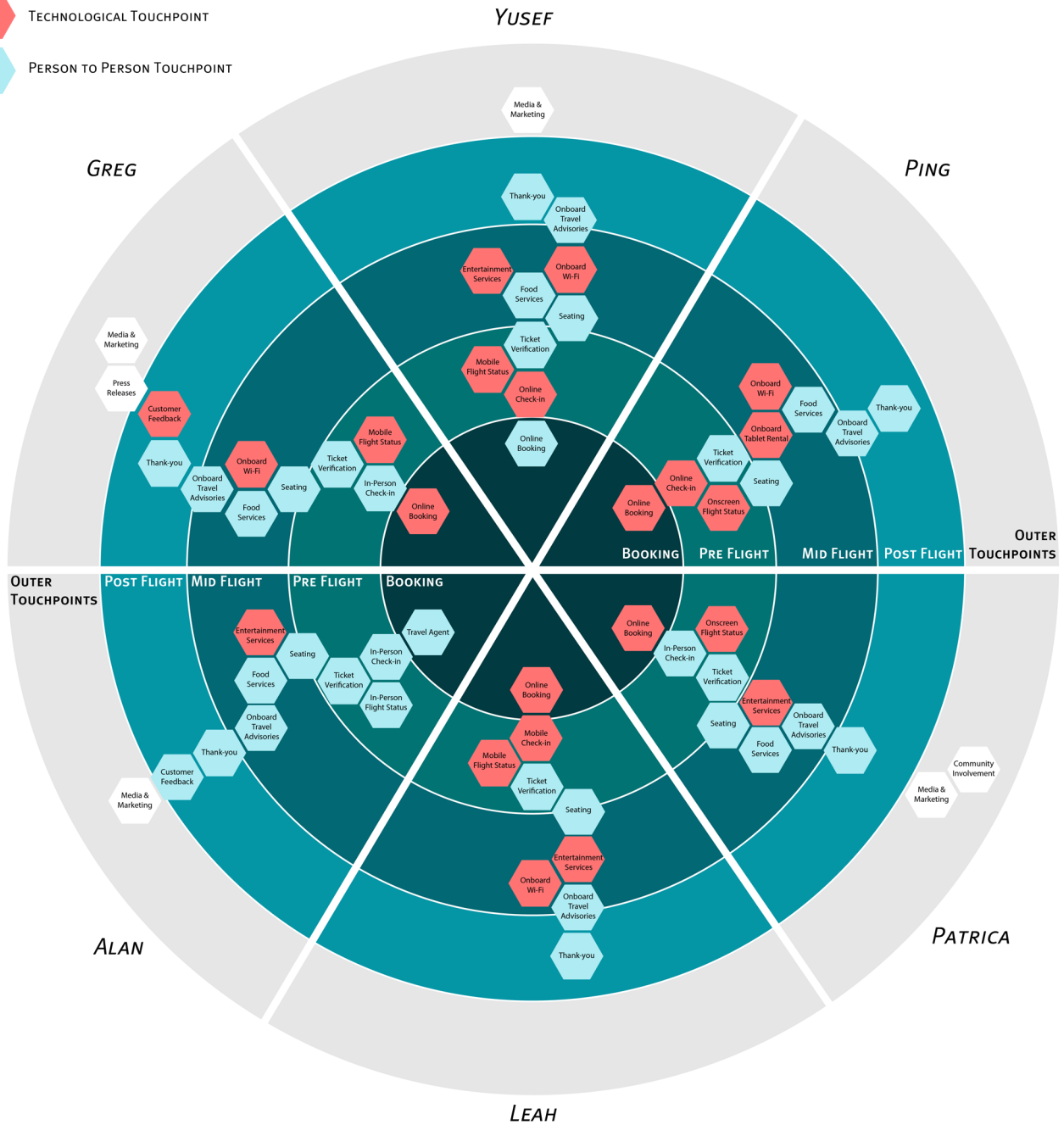
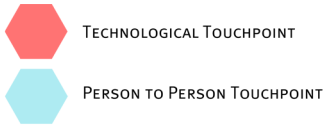
Audience

Due to WestJet's existing Identity of having exceptional customer service and a friendly face we are looking to grab the attention of first-time WestJet fliers as the existing customers are aware of WestJet's previously impeccable customer service and are aware that improvements are coming. These are communicated in the annual reports and President's messages.



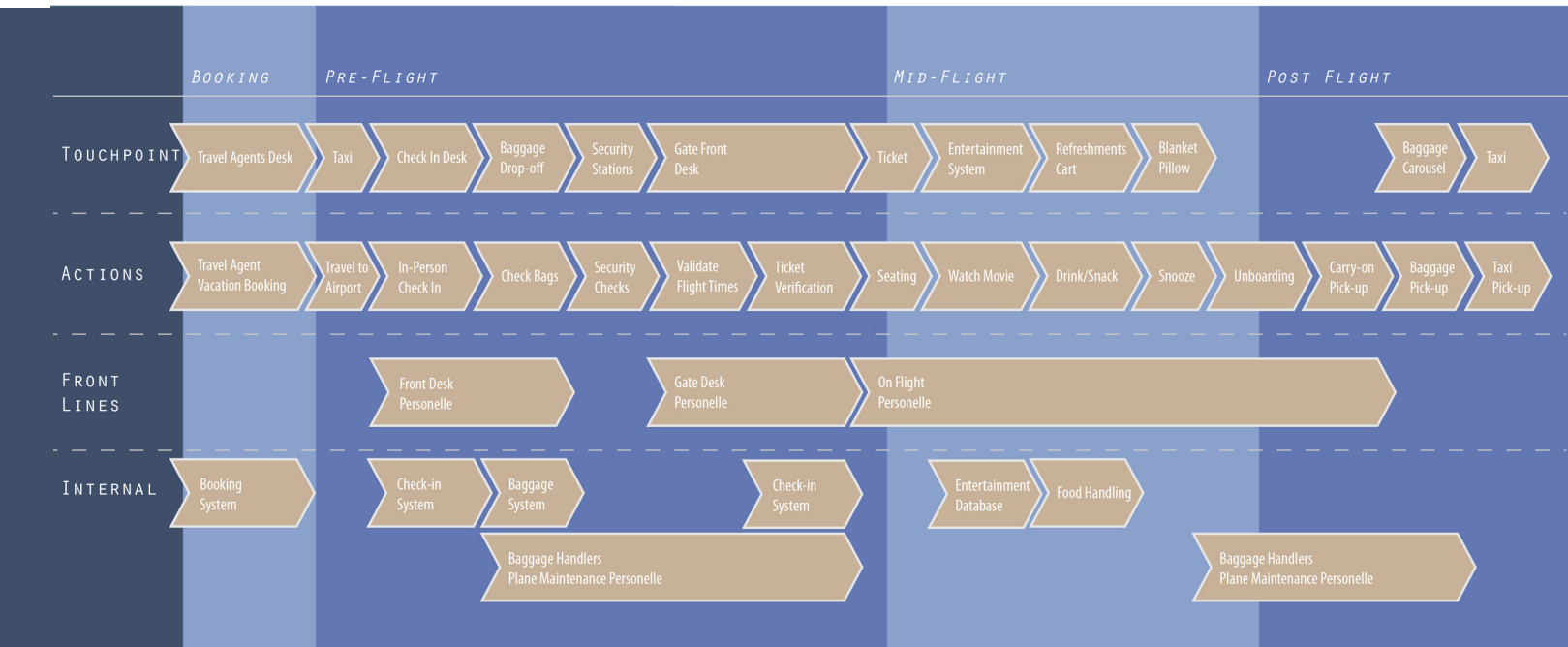
Existing guests are aware of goals and future plans; we specify fliers who have not flown with WestJet before.

PERSONA TOUCHPOINT MAPPING



Mapping of actors' locations and frequency of contact with the company.

SERVICE DESIGN BLUEPRINT



Outline of consumer-end journeys through flying mapped with organization end preparations and execution of services.

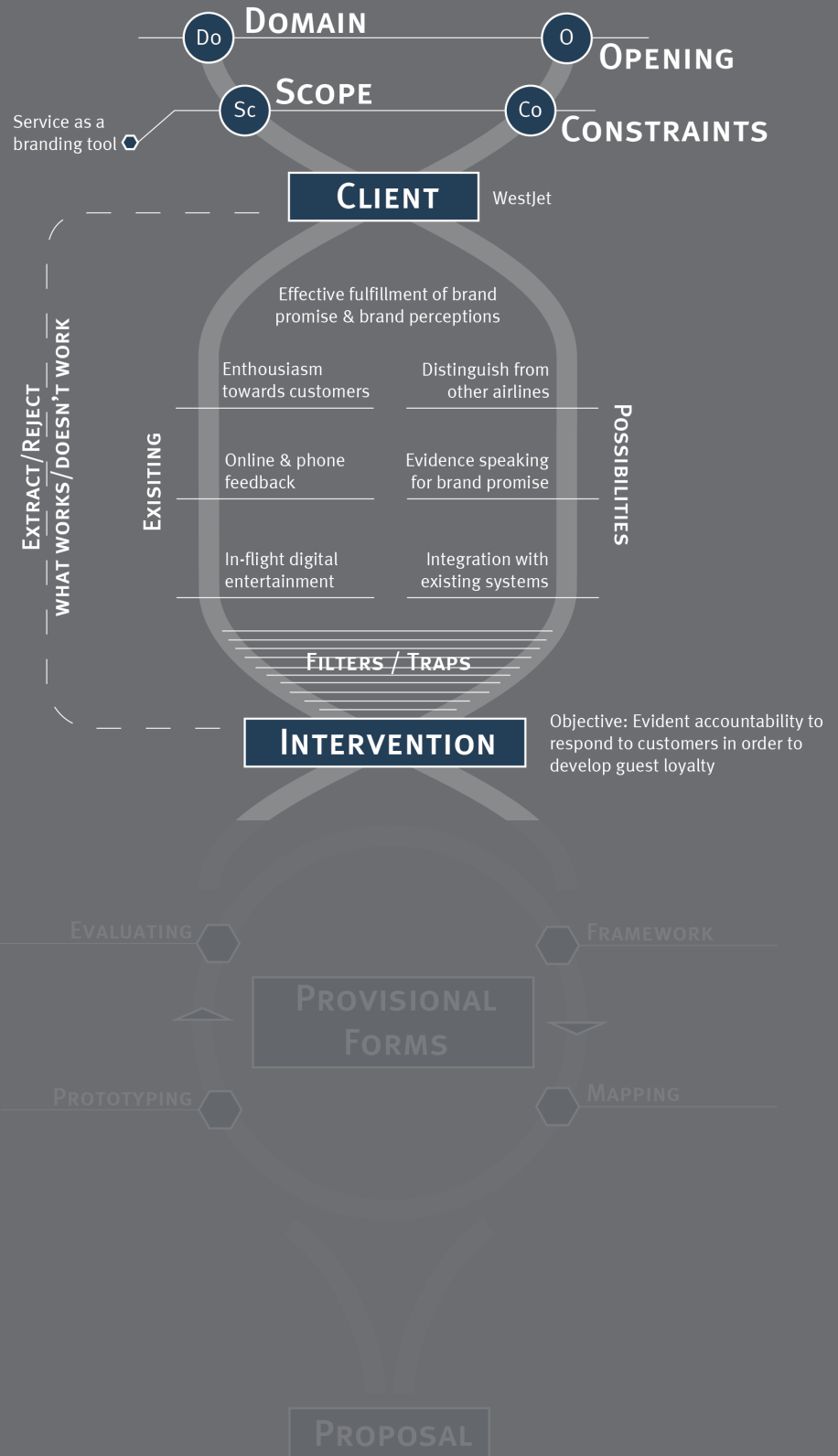
Movement of both stewardesses and passengers is a limiting inconvenience

Environment

Our specific environment is the time in limbo: 37,000ft in the air during flight. This is a dead space of interaction as the noise from the engines makes conversation difficult (to speak and to hear), the cramped nature of the plane itself makes movement of both the stewardesses and passengers is a challenge and inconvenience. This is further exacerbated by the food cart that completely blocks the isles and the increasingly large number of passengers to attendants. This all compounds to create an unfriendly, unnatural, and separated environment that is uniform across all air carriers. The only difference being how often the attendants come through the aisles and the quality of the food that is served.

Intentions
 Outcomes
 Challenges / Rejections
 AT-ONE
 Process Breakdown
 Wireframe Iterations

THINKING





Intentions

JetSet will open a channel for streamlining not only the service aspect of the flight but also allow for open dialogue between customers and the attendants for the purpose of realigning WestJet's service with its Brand Identity. JetSet incorporates all of the functionality already existing in-flight while giving the customer a way to input request ranging from 'tell me a story' to 'I need a blanket' to 'Help, I'm scared of flying'. This "listening" is facilitated through technology in the environment that strains physical action of talking loudly and hearing over the engines.

In order to implement this we are proposing that the system use the existing tablets as a delivery system for JetSet as they are already configured to the onboard network. The network will facilitate all of JetSet's functions including a more personal open request section that allows customers to ask small inquires (using a character limit) of the staff and receive live feedback.

*Allow for dialogue
between customers
and attendants
without straining to
talk or listen over
engine noise.*



WESTJET

DURING

For Passengers

Customers will experience a quicker and more efficient response to their wants and needs while in-flight in order to make flying as convenient and enjoyable as possible and give passengers a sense that the flight crew genuinely cares for them.

For Employees

Allows the flight crew to stop walking aimlessly throughout the cramped aisles and use that time more effectively communicating and connecting with the passengers for a more meaningful relationship.

AFTER

For Passengers

Customers can reflect positively on their unique and much more satisfying experience that is completely unlike anything currently found in today's air travel market. It also gives them a much clearer understanding of WestJet's slogan of "Owners care".

For Employees

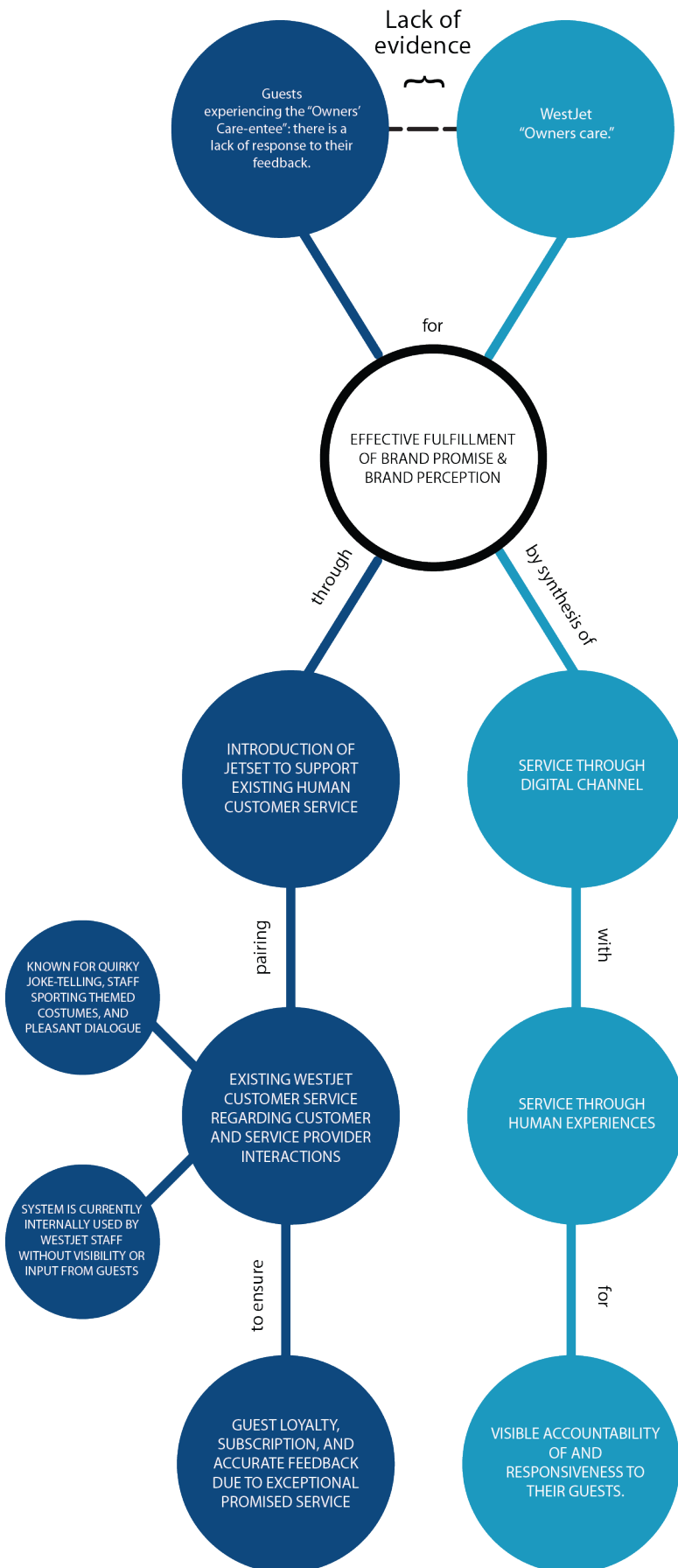
JetSet records every interaction that it is used for and thus provides WestJet with a wealth of research information that can be used to pinpoint weaknesses in the service or find strong points to emulate on every single flight that uses JetSet.

Thinking

Outcome

Because tablet rentals will be replaced by free tablets, the loss of tablet sales can easily be counterbalanced by the massive amount of gross profit that WestJet is currently producing. The outstanding customer service enabled by the new tablet interface will easily allow WestJet to secure a huge number of not only new customers but old customers that they have lost in this period of declining customer service. On top of that the statistical value of the numerous amount of information that JetSet will gather for WestJet with each and every flight will save WestJet money researching this information independently. Information on what needs improvement, where these comments are coming from, who, what age, have they flown before, what is being done well and how will all be available for every single flight that implements JetSet.

On the customer side they will see a sharp improvement on the delay of a request. Instead of having to call the attendant, waiting for them to get to the customer then wait for them to go and come back with what you ordered will be cut down to simply sending the request and having the attendant drop it off. Plus they will no longer need to pay for the actual tablet themselves and the seatback screens will no longer be an issue. The brightness of the tablets can be easily adjusted, turned off and automatically dims to avoid interfering with other customers. JetSet will also allow the customers to get answers about their destination arrival time and conditions



Challenges

Completely open communications for instant messenger chat with an automatic archiving feature was not clear on its potential due to the lack of logistical values and social cues. This is further complicated by the time needed for the attendants to respond to numerous requests.

Complete typing system is great for unconventional requests but takes too much time to be efficient.

Resolutions

Addressed this with strict guidelines for staff and software on what the open communication should be used for as well as a reduced capacity for how much customers can type at once.

This was addressed with the addition of quick select buttons and service categories.

Rejections

Providing communication between seats similar to gaming systems that are already in place risks bad social behaviour, nuisances and can become an invasion of privacy

Potential ground-to-air communications for communication services with passengers but it loses the connection to the in-flight crew. It would also only be available on domestic flights.

A liaison to facilitate all communication between customers and staff will cost the company money and a seat on every flight and will create an unnecessary middle man.

A

Actors, collaborating in value networks.

T

Making **touchpoints** work as a whole.

O

The service **offering** is the brand.

N

What do customers want, **need**, and desire?

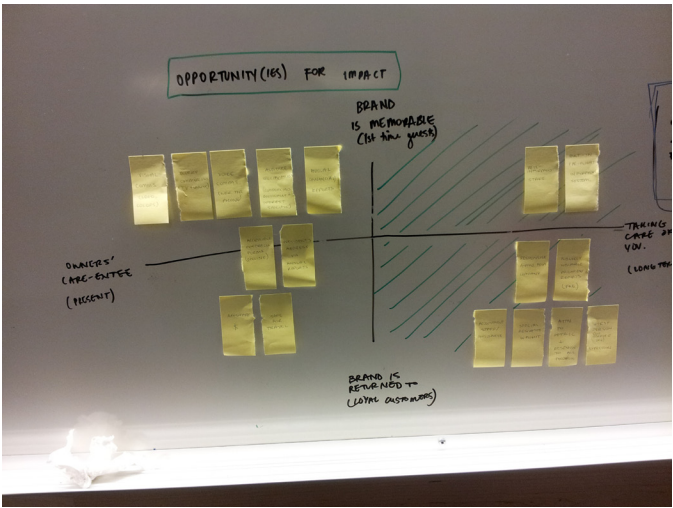
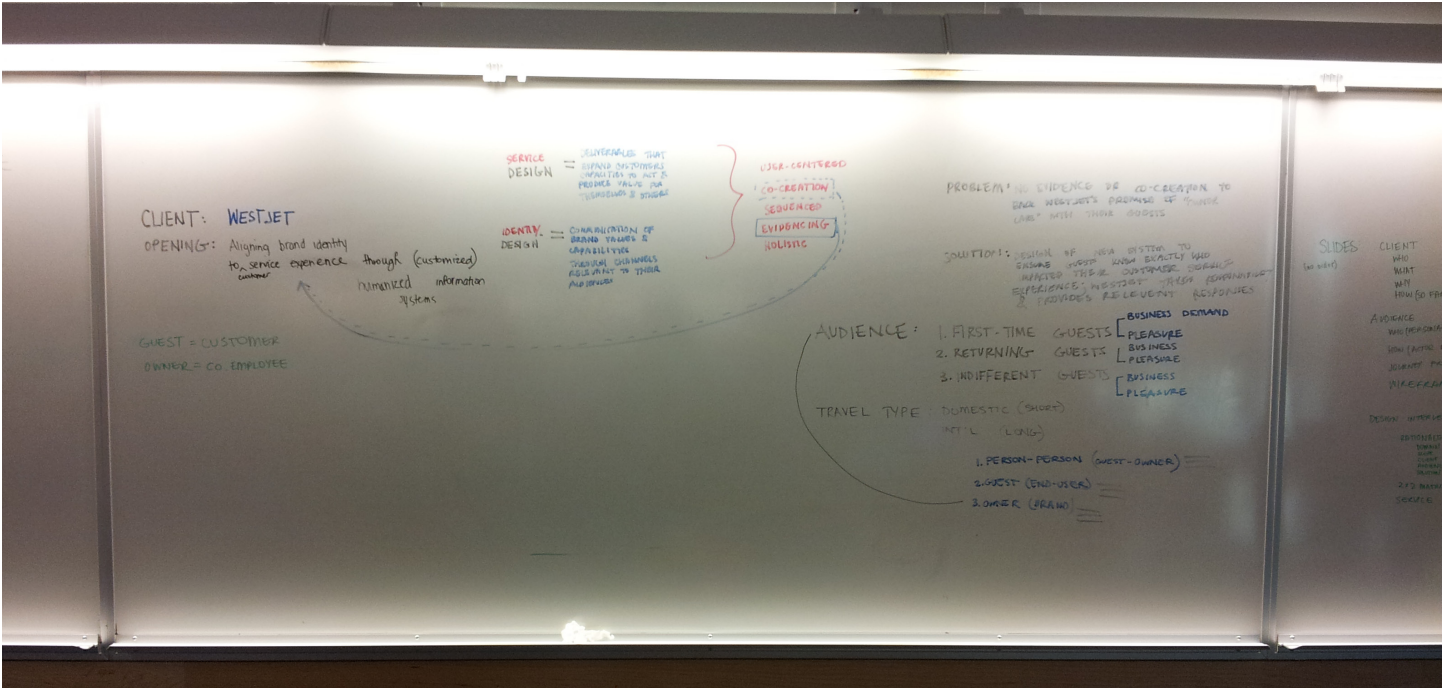
E

Experiences that surprise and delight.

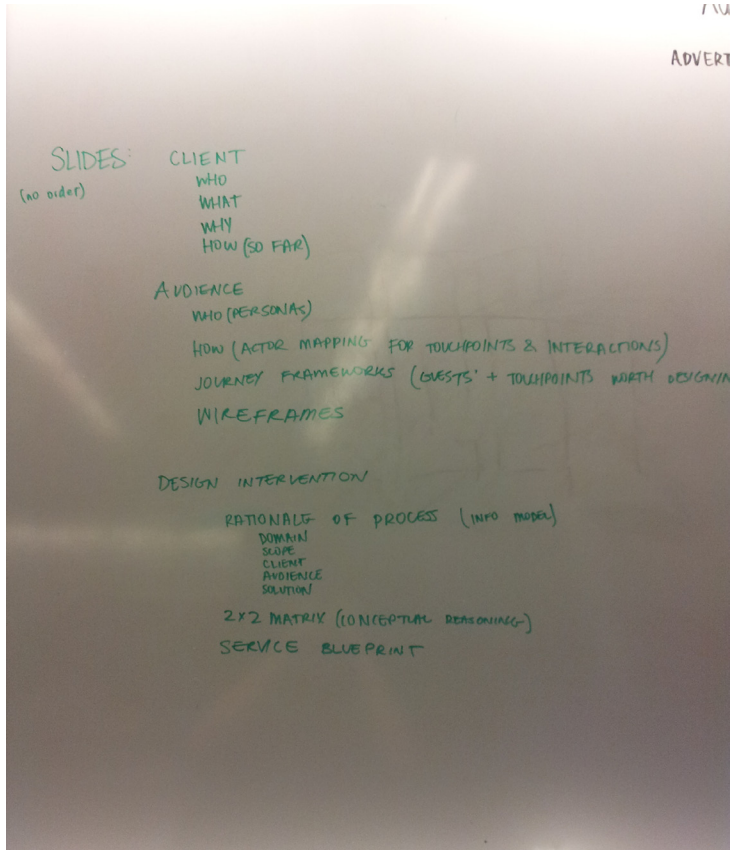
AT-ONE

AT-ONE is a service design approach to assist in the service design process. It focuses on the differences between products and services, and has a clear user-experience focus.

- STICKDORN/SCHNEIDER



VALUE DISTINCTIONS



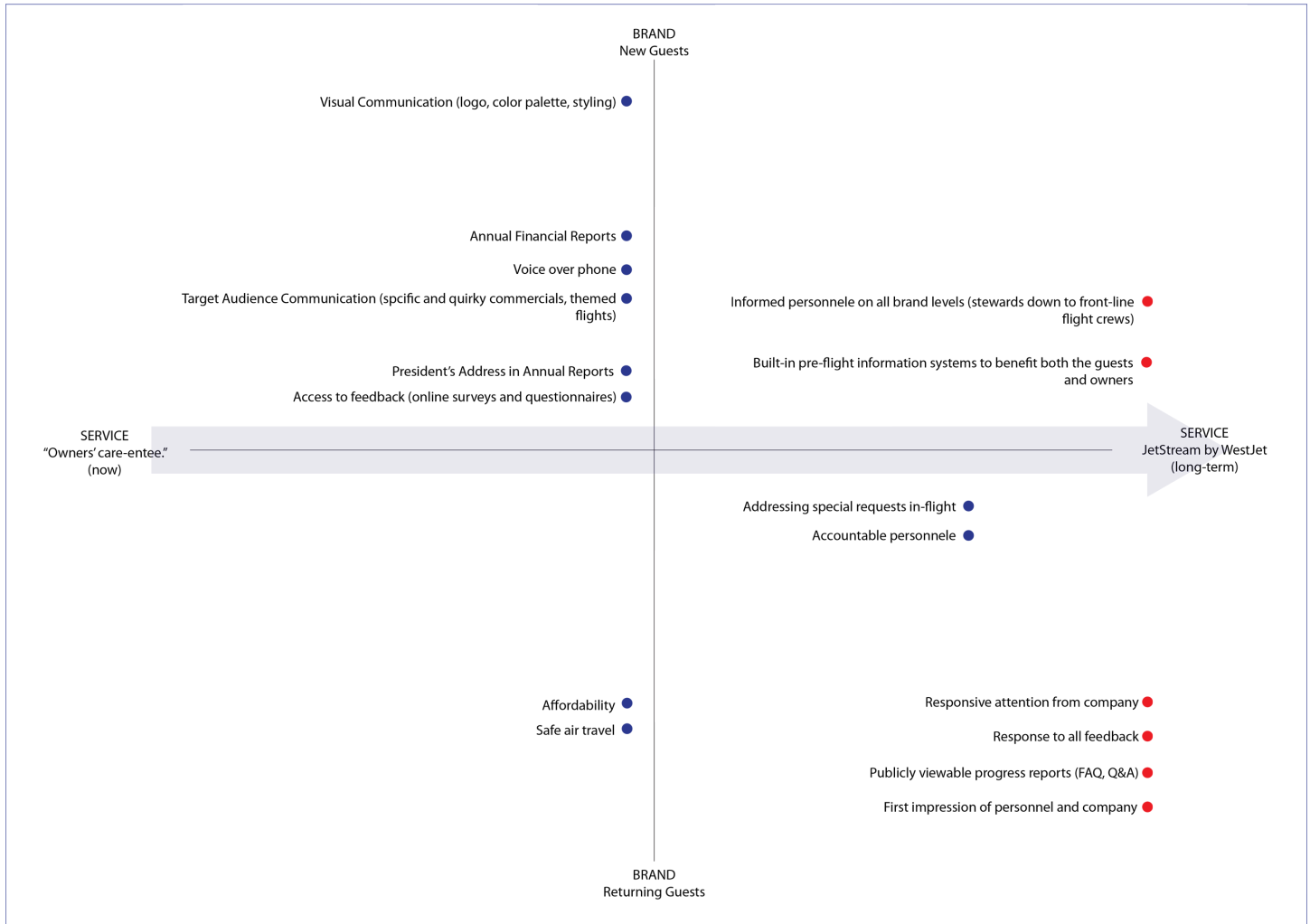
Thinking

BRAND & SERVICE RELATIONSHIP MAP

WestJet

Brand + Service Relationships

- Existing systems
- Beneficial systems to be implemented to support identity & long-term loyalty to Owners' Care-entee

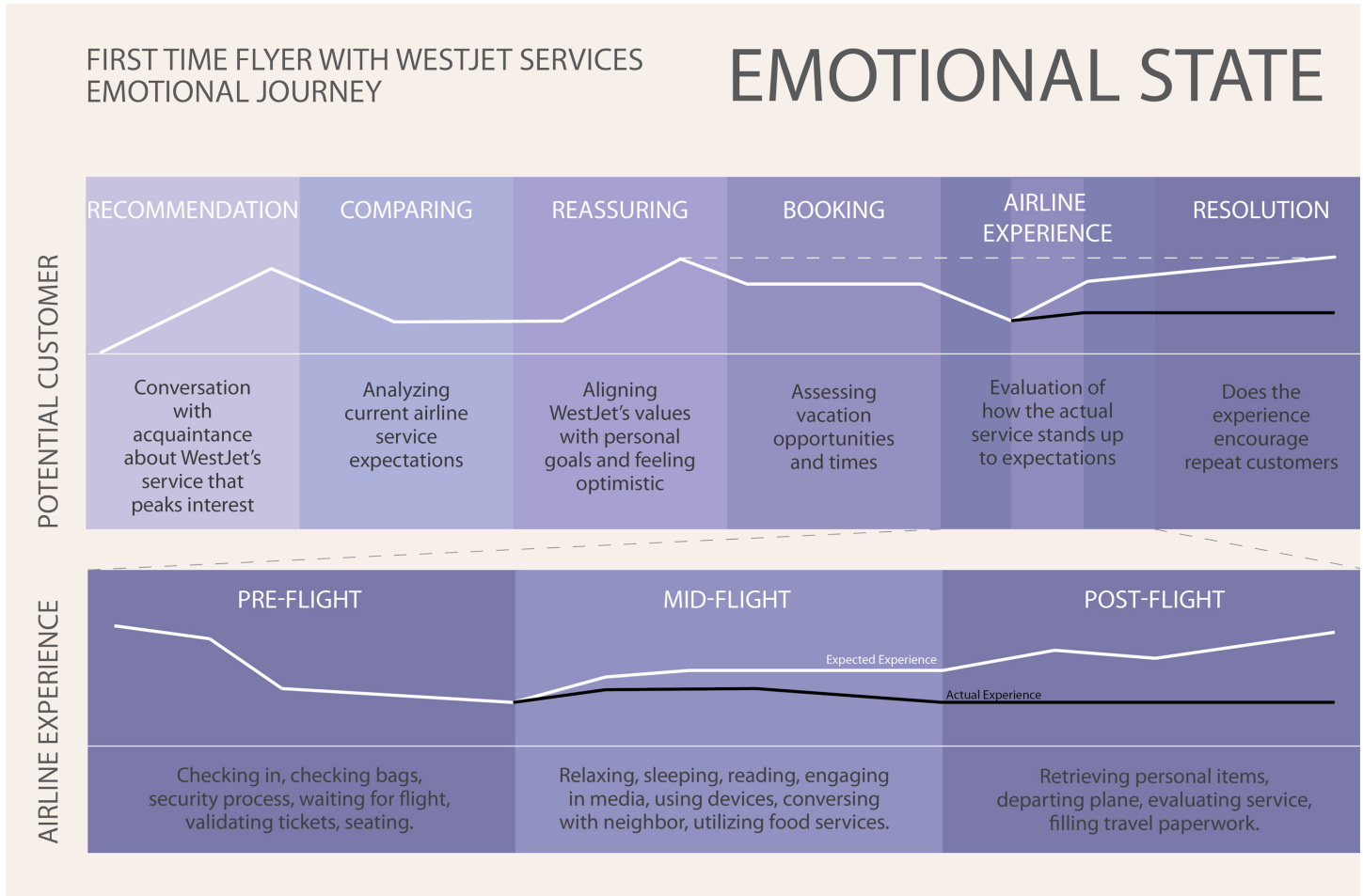
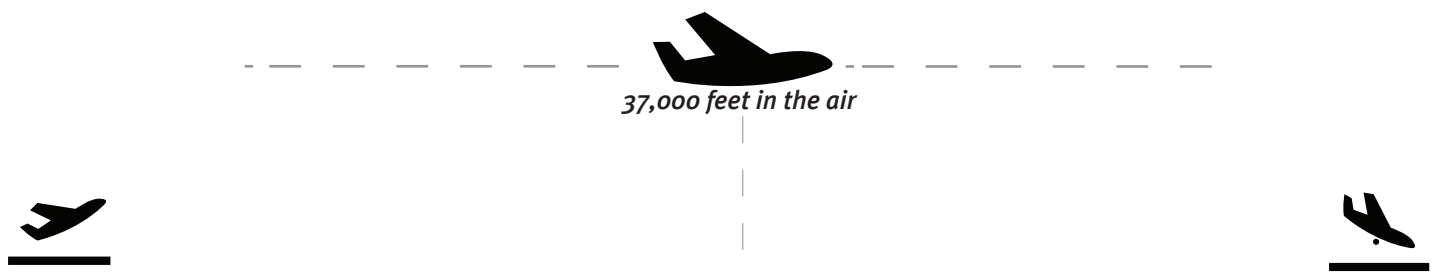


JOURNEY FRAMEWORK

<p>Pleasure Alan Ye</p>	<p>Due to his classic preference for face-to-face interactions Alan Books with a travel agent to make it as easy for him as possible</p>	<p>Checks in in-person with a WestJet Employee and checks his bag while keeping his small carryon and cane with him</p>	<p>Alan is content to make small talk with the flight attendants when they come around but wishes there were some more classic movies available to watch. He is also confused that the blankets and the ear buds cost money to rent</p>	<p>Alan manages to flag down an attendant for help with collecting his bags from the turnstile and flags down a cab to get to his hotel</p>	<p>Upon his return Alan realizes that he could have stayed at a WestJet affiliated hotel for a reduced rate but is now informed for the next time</p>
<p>Buisness: Greg Thurston</p>	<p>Greg logs uses the online booking system to book his flight</p>	<p>Greg is shy but tech savvy and thus checks in using the mobile check in app. When he boards he is pleasantly surprised with the level of personal friendliness from his flight crew.</p>	<p>Greg decides to splurge for his international flight and purchases one of the in-flight tablets to keep himself entertained. He is pleased to note that the pre-flight safety speech is delivered by an actual person and not a video.</p>	<p>Greg has spent most of the money he budgeted himself for travel but while talking to a WestJet flight attendant he discovers the affiliated hotels but his finances dictate that he stick with his plans of walking to a nearby hostel.</p>	<p>Greg decides to tell one of his flight attendants that he greatly enjoyed his flight and would recommend WestJet to his friends.</p>

Emotional Expectations

The expectations of the customer are important to consider as they are based on what WestJet promises. The mid flight experience is important as it will define the experience to be memorable or not.



Thinking

PERSONAS

Identification of personas directed assessing situations for our product and services' impacts. The specification of a target audience drove the program to be further justified in a practical setting.



Name: Greg Thurston
Age: 38

Work: Technology Specialist for software company

Background:

- Experienced with air travel
- Prioritizes flights based on schedules first and service second
- Will avoid an airline if they are known for bad service
- Chose WestJet for the first time because they were awarded for an exceptional employee environment and he believes happy employees equal better service.
- Technologically experienced

Needs:

- Keeps posted on updates for flight and work through mobile
- Uses face to face interaction for authentic communication and feedback



Name: Alan Yee
Age: 60

Role: Recently retired from trades work

Background:

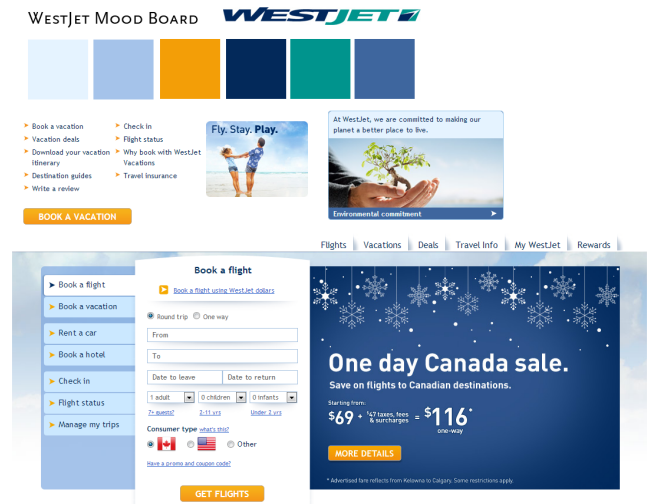
- Financially secure
- Focused on exceptional airline experience
- Has a negative experience with Air Canada
- Technologically inexperienced

Needs:

- Prefers interacting with people if possible
- Higher standards of customer experience for expectations to be met

Mood Board

WestJet's tangible brand identity was integrated into the final form of the digital interface to ensure brand consistency across all channels of customer-end interaction.





2-PART PROGRAM

1

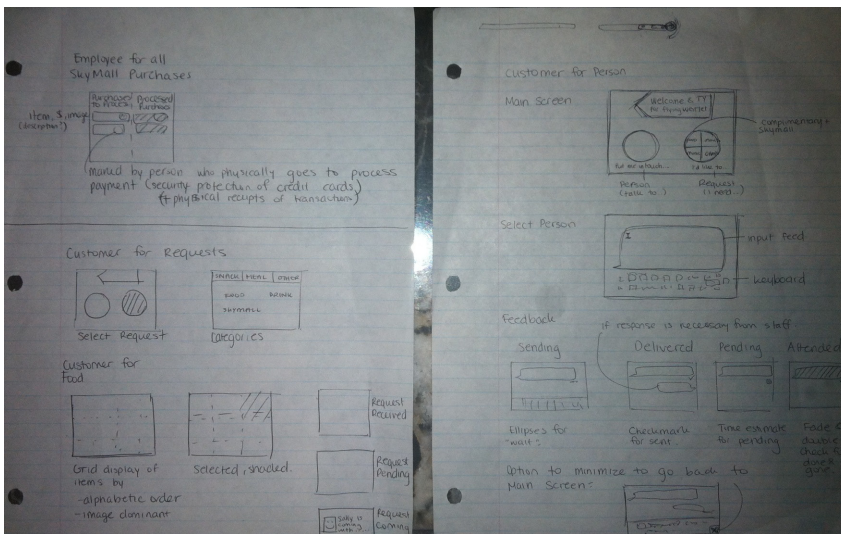
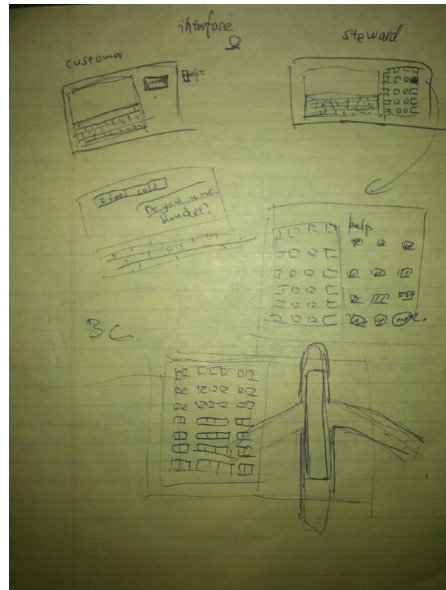
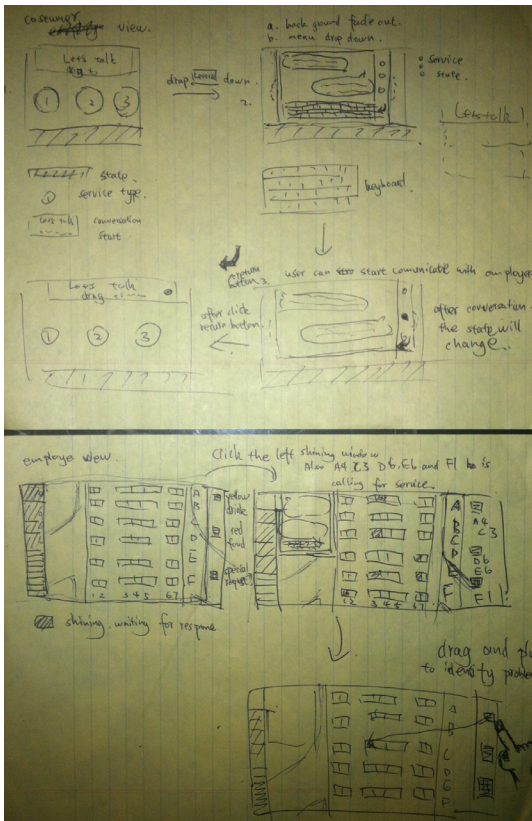
In-flight tablet

2

Extension of WestJet assistance after disembarking



Thinking



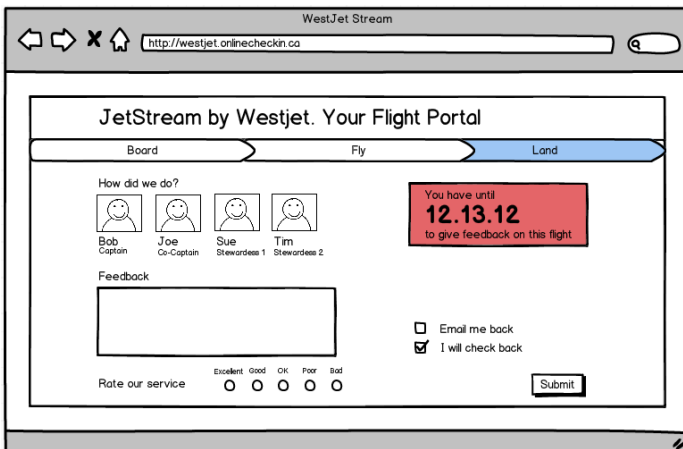
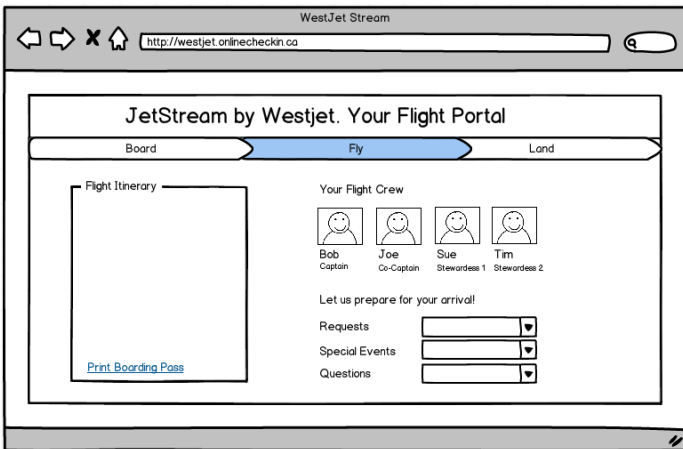
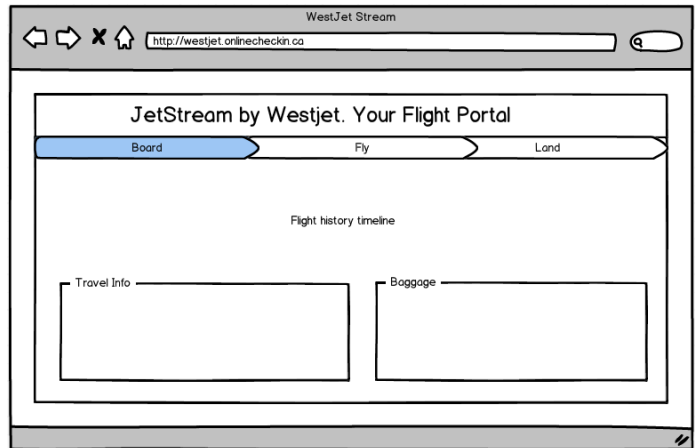
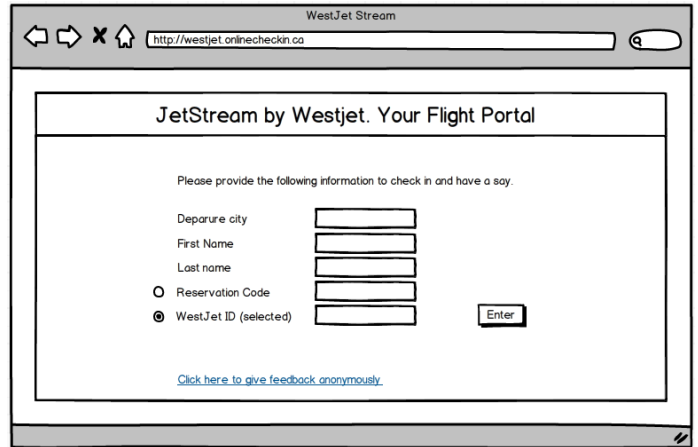
Sketched wireframes determined the visual and informational organization of the proposed interface's content. Elements taken into consideration:

Space (physical layout of aircraft cabin for crew and passengers)

Time (in-the-air flying and then extension past exiting the aircraft to final destination)

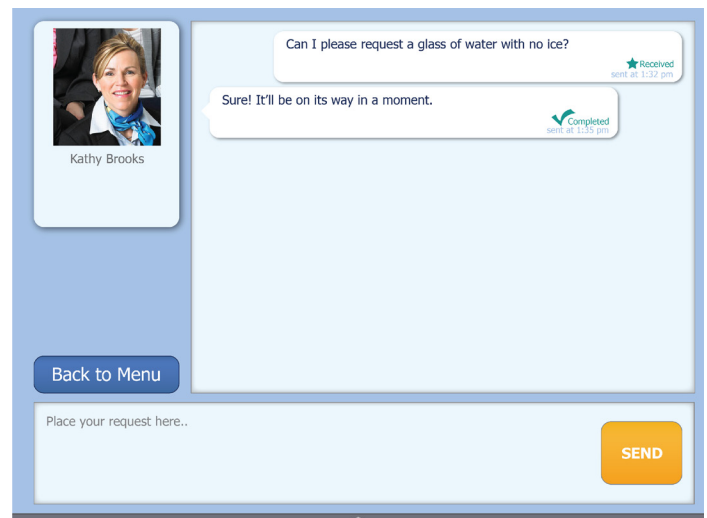
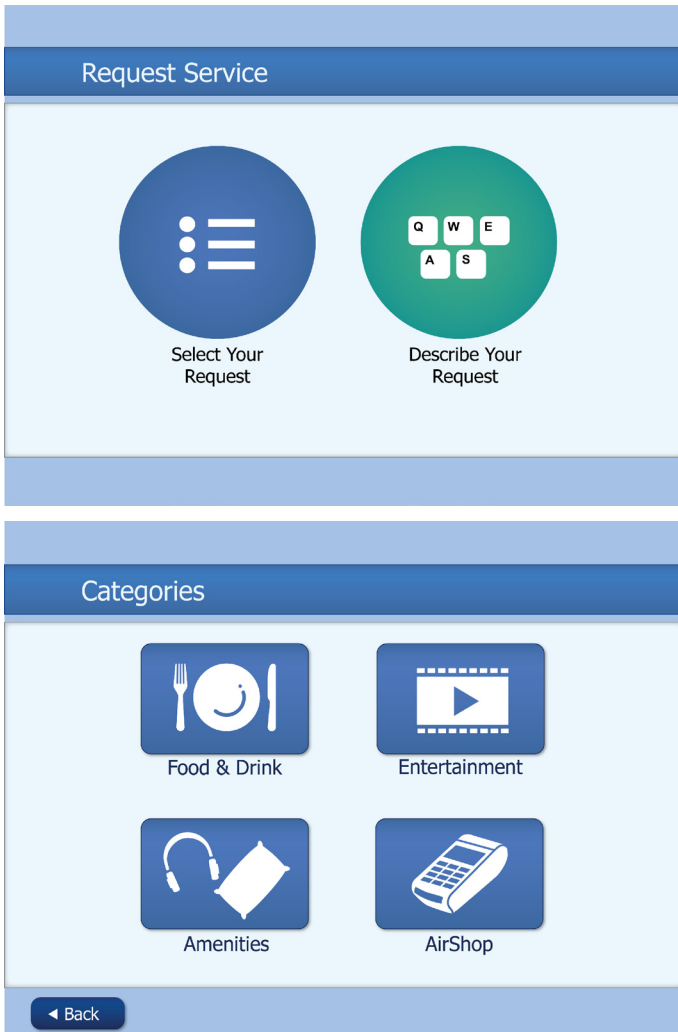
Usability (interaction is required to be clear and feel fast)

Accessibility (emotional levels are taken into consideration to enhance reflection of a positive flying experience from boarding to baggage claim at the final destination)

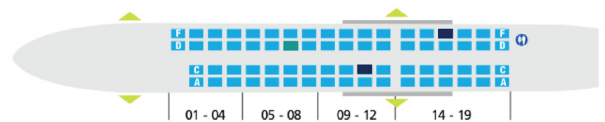


ITERATION 1 WIREFRAMES

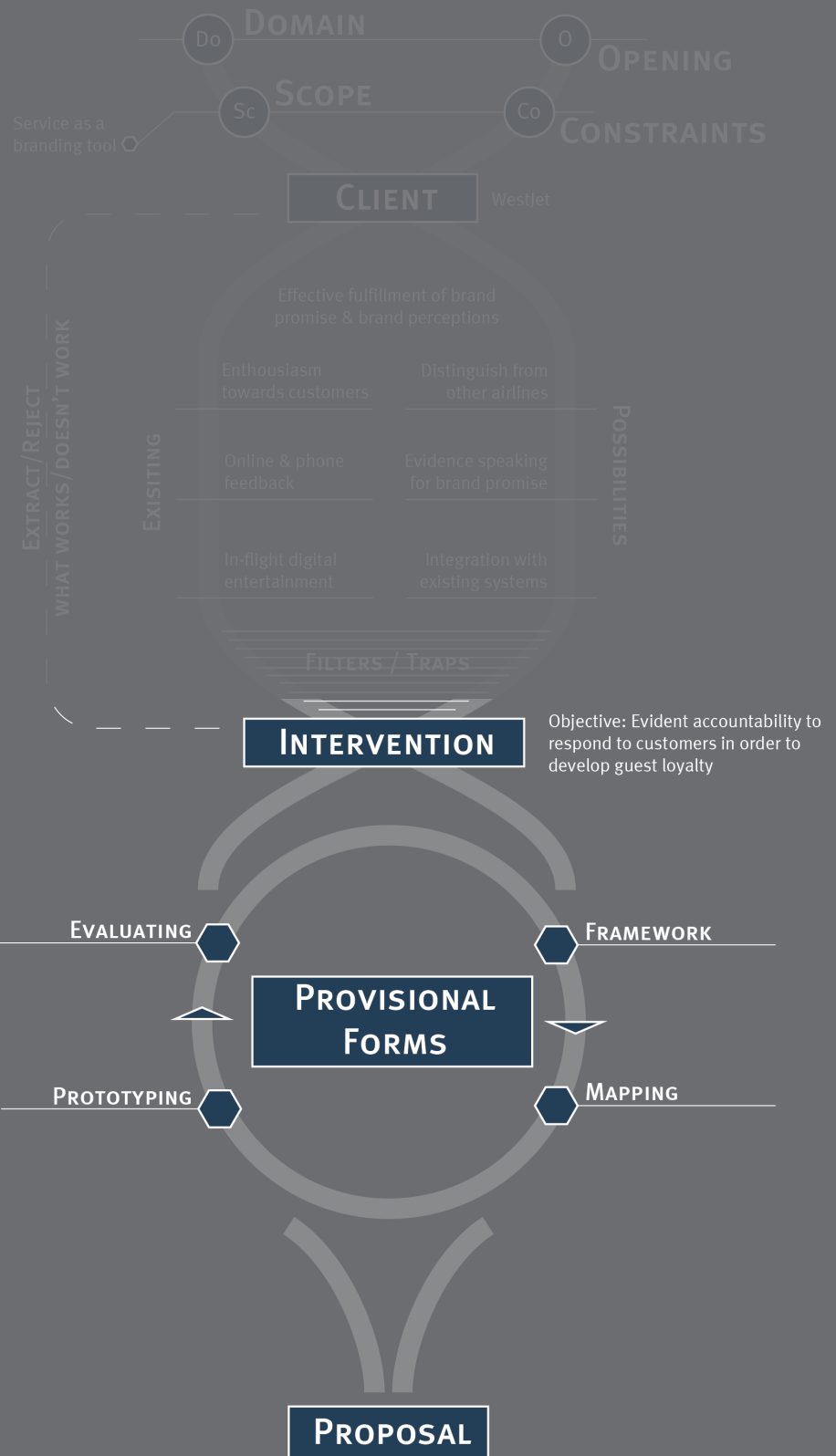
Thinking



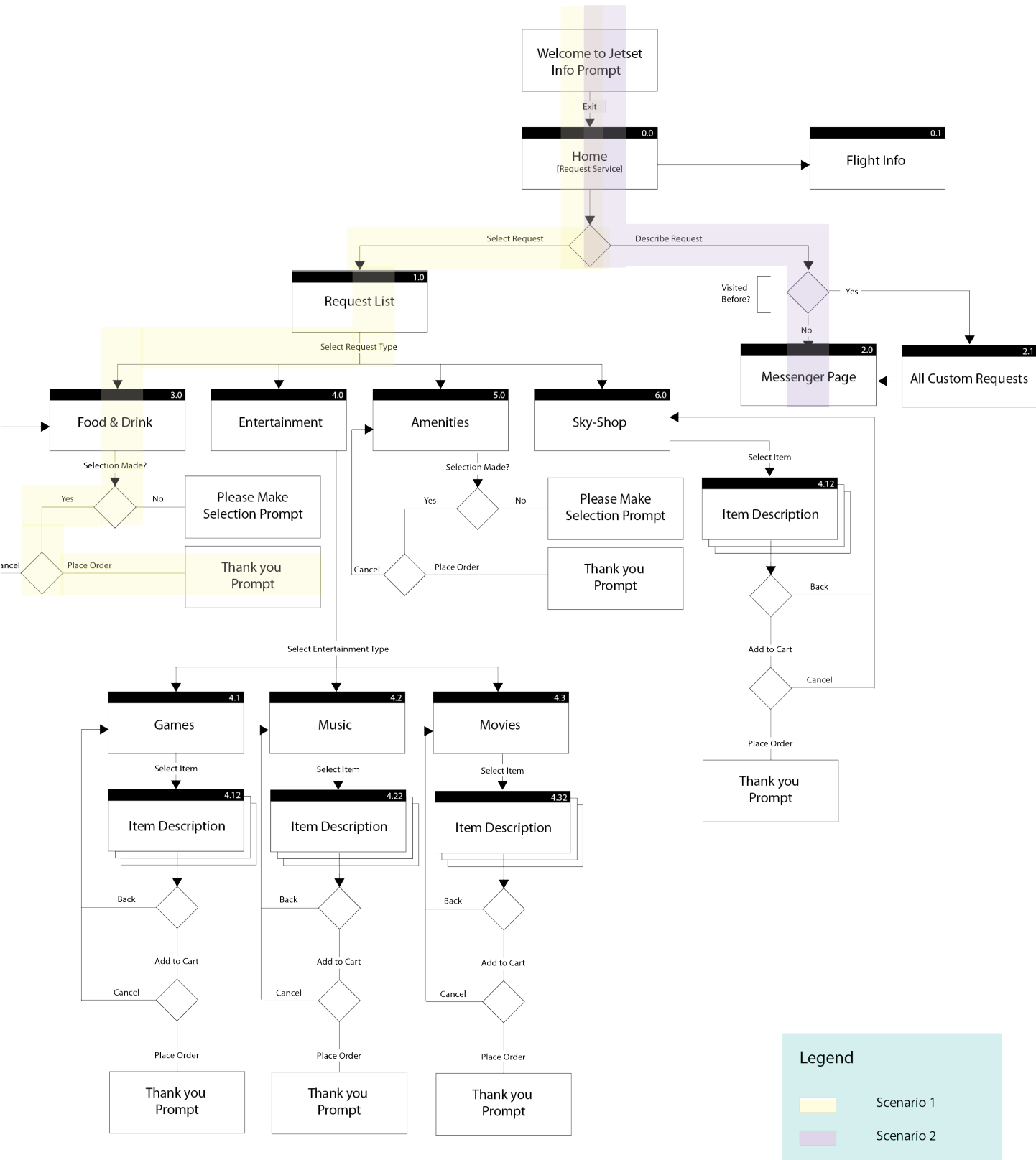
ITERATION 2 WIREFRAMES

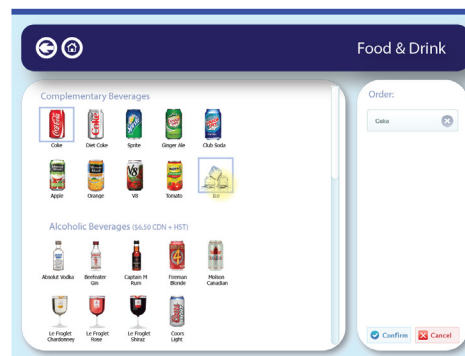
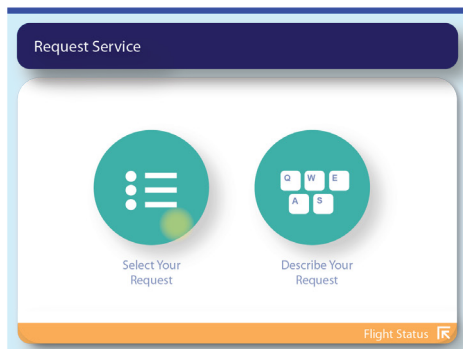
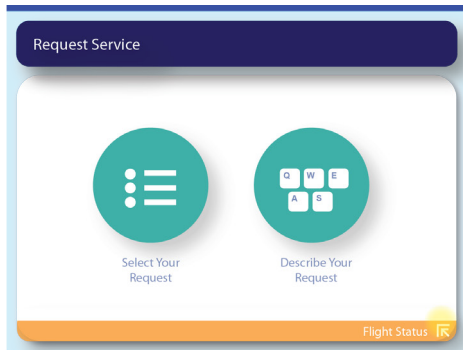


PRODUCT



ADVANCED SITE MAP & TASK FLOW: CUSTOMER INTERACTION



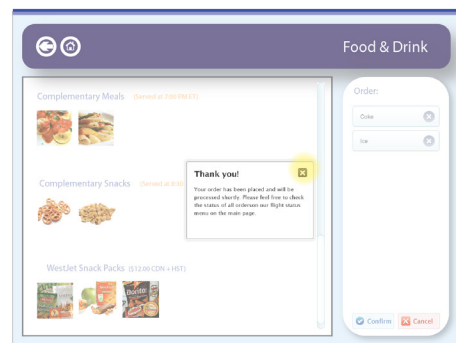
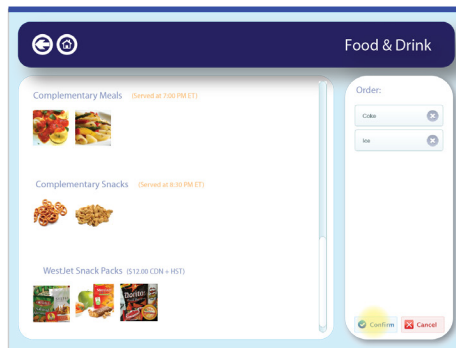
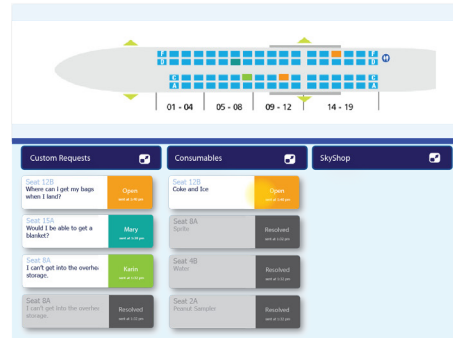


Scenario 1

Customer Actions

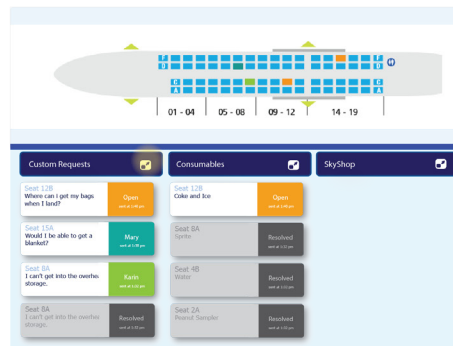
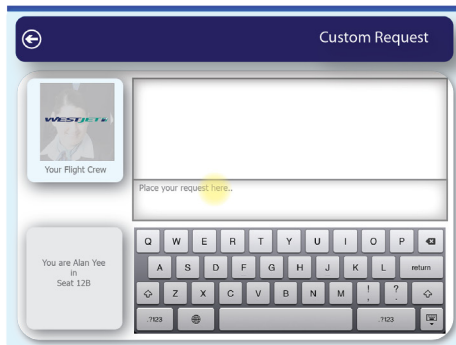
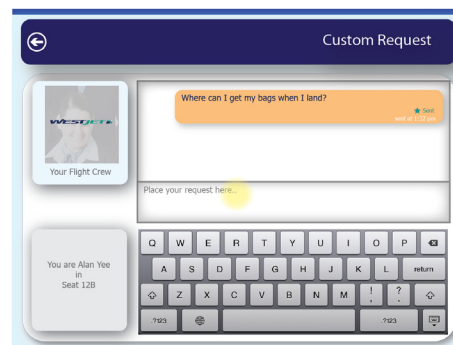
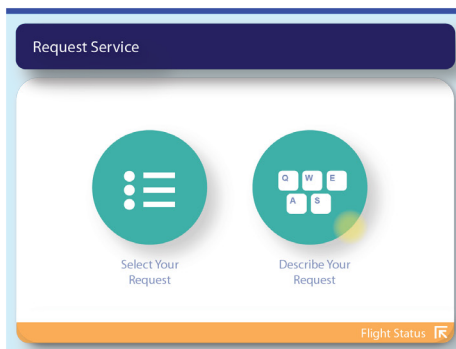
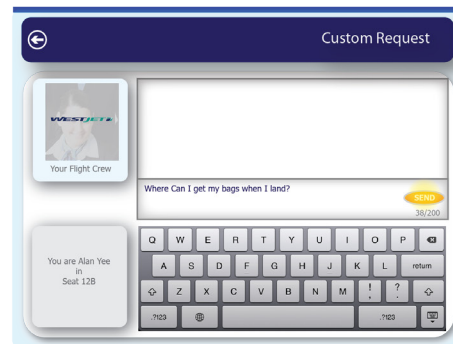
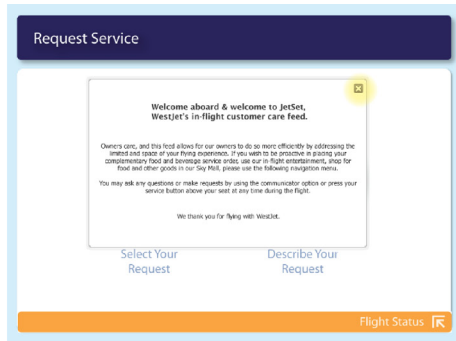
Our persona Alan Lee has seamlessly boarded his WestJet flight to Anaheim. He sees the new WestJet interface in his seatback tablet, and notices that he is able to make a request. He clicks select your request. Alan notices that he can request in flight entertainment, food and drinks, amenities, and sky-shop purchases. He decides to get a head start on ordering his drink before the rest of the plane even boards, and places an order for a coke with ice by selecting the food and drink menu, and clicking each item. He submits his order, and a prompt appears, giving Alan feedback that his order will be processed shortly by the in flight crew.

Product



Employee Interaction

Our flight attendant Mary clicks on her service interface at the tablet located at the tail of the plane. She notices that there is one unread request for consumables. She selects "open" and clicks resolve. The prompt goes grey as Mary acknowledges that this task is in progress. Mary quickly delivers Alan his coke and ice without having to make the 2 extra trips to his seat, and has succeeded in caring for her customers more efficiently.



Scenario 2

Customer Actions

Aboard the same flight our second persona Greg has been worrying about his where to collect his baggage after deboarding the plane. He decides to make a service request through the Seatback interface. After exiting the prompt on the main page, Greg clicks "describe request", and as a first time user with no previous custom requests made, is taken to the messenger window (note that if Greg had multiple custom requests he would be guided to the custom request navigation page). He asks the flight crew where he can collect his bags after the flight.

Product



Employee Interaction

Mary the flight attendant walks past her service tablet and notices that there is an open custom request that hasn't yet been claimed by either of the other flight attendants. She opens the request, and notifies Greg, via an instant message, of the baggage carousel he will need to journey to. She also gives him directions on how to get there.

Customer Actions

After exiting his movie, Greg notices that Mary has received and replied to his custom request, via a red alert on the main page. As Greg revisits his request he learns of where to obtain his baggage post flight. Finally Greg presses the "send to phone" icon to have all of this inflight information sent directly to his smartphone to guide him through the airport post flight.

Audience Group 1: Smartphone or tablet users

Info To-Go

The supplied information on the flight can be transferred to an individual mobile device so that the individual can then carry their personal WestJet experience with them.

In the event that the customer does not have a mobile device, WestJet can provide a print out of useful information for the customer.



Product

Audience Group 2: No phones or tablets

Info To-Go in Print

The supplied information on the flight can be transferred to an individual mobile device so that the individual can then carry their personal WestJet experience with them.

In the event that the customer does not have a mobile device, WestJet can provide a print out of useful information for the customer.



Name: Jack A. Lope
WestJet flight no.: 0C43
WestJet connecting flight no.: 2T88
Departing: YVR 12:45PM
Connection: YYJ 1:05PM
Destination: YYC 2:20PM



Your baggage is available for pick-up after landing at Carousel 8Y.

HOSPITALITY

Delta Calgary Airport Hotel
2001 Airport Road Northeast
(403) 291-2600 deltahotels.com

Executive Royal Inn Hotel & Conference Centre
2828 23 Street Northeast
+1 888-388-8932 executivehotels.net

Acclaim Hotel Calgary Airport
123 Freeport Boulevard Northeast
(403) 291-8000 acclaimhotel.ca

FUN

Motorcity Fun Inc.
Suite 11-700 33 St
(403) 219-8838 calgarymotorcyclescooter.com

7600 Blackfoot Trail Southeast
(403) 720-4867 theshootingedge.com

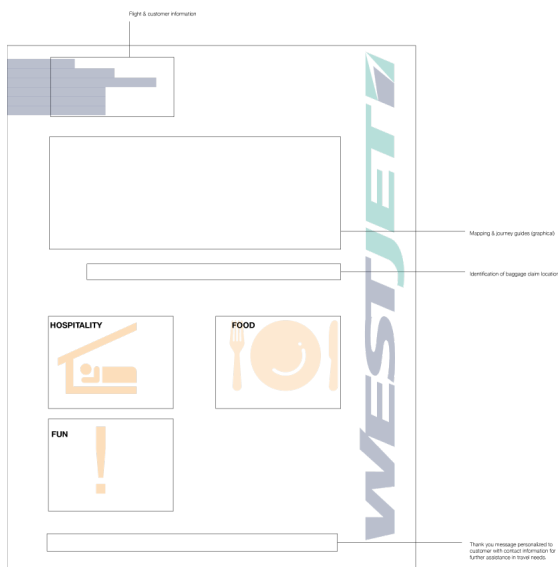
FOOD

Karmamore Veggies
2045 Airport Road
(403) 451-5630 karmaveg.com

Karmamore Veggies
2045 Airport Road
(403) 451-5630 karmaveg.com

Thanks for flying with us, Jack. We look forward to the next time we see you.
Contact us at 1-800-WESTJET. Please remember to recycle these materials once they no longer serve you.

Happy travels!
WestJet



References

Charlton Communication. (2002, 08). The Westjet Story. Retrieved from lin.ca/Files/10721/vm091.pdf
(2010). Staying True Westjet Annual Report 2010. Retrieved from http://www.westjet.com/pdf/investorMedia/financialReports/WestJet2010AR.pdf?i_cid=annualreport-20110324

Ermisch, Markus. "WestJet Seeks Rules Change". CalgarySun. February 12, 2009. Accessed November 2012. <http://www.calgarysun.com/money/2009/02/12/8362801-sun.html>

Service Design Tools. (2009). Retrieved from <http://www.servicedesigntools.org/>

Stickdorn, Marc. Schneider, Jakob. This is Service Design Thinking. New Jersey: John Wiley & Sons, Inc. , 2011. Print.

Touchpoint Mapping. Retrieved from <http://www.servicedesigntools.org/tools/108>

WestJet Reviews. Review Center, 2012. <http://www.reviewcentre.com/reviews76345.html>

WestJet, Expanding Our Reach: WestJet 2011 Annual Meeting. 2012. Accessed December 2012. http://www.westjet.com/pdf/investorMedia/AGM_2012_v5%20FINAL.pdf

Actor's Mapping. Retrieved from <http://www.servicedesigntools.org/tools/36>

Images

(2010). Wing shot. (2010). [Web Photo]. Retrieved from <http://www.upmagazine.com/files/Wing Shot 1.jpg>

(2012). Jeon Mu-Song. (2012). [Web Photo]. Retrieved from <http://www.quora.com/Memes/Who-is-the-man-on-the-image-on-the-High-Expectations-Asian-Father-meme>

(2008). Group health insurance. (2008). [Web Photo]. Retrieved from <http://www.abcins.com/images/photos/individual02.jpg>