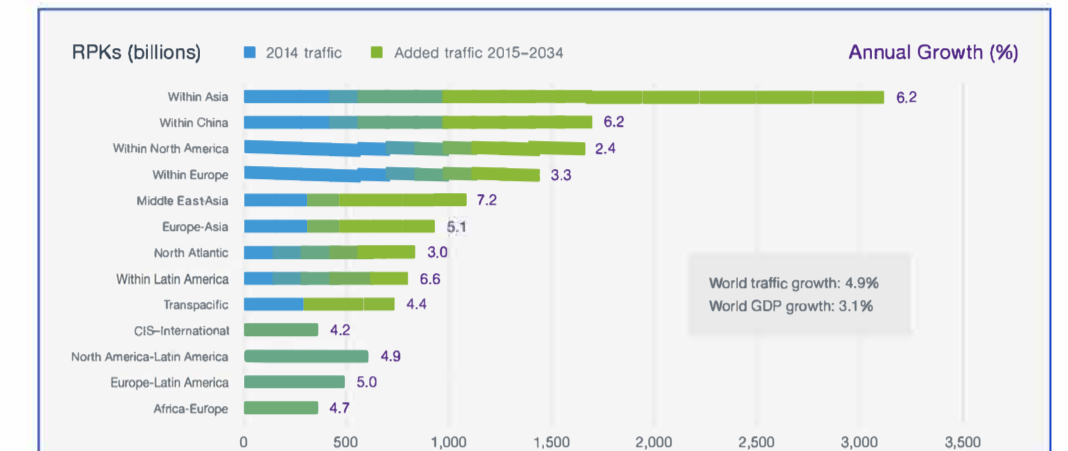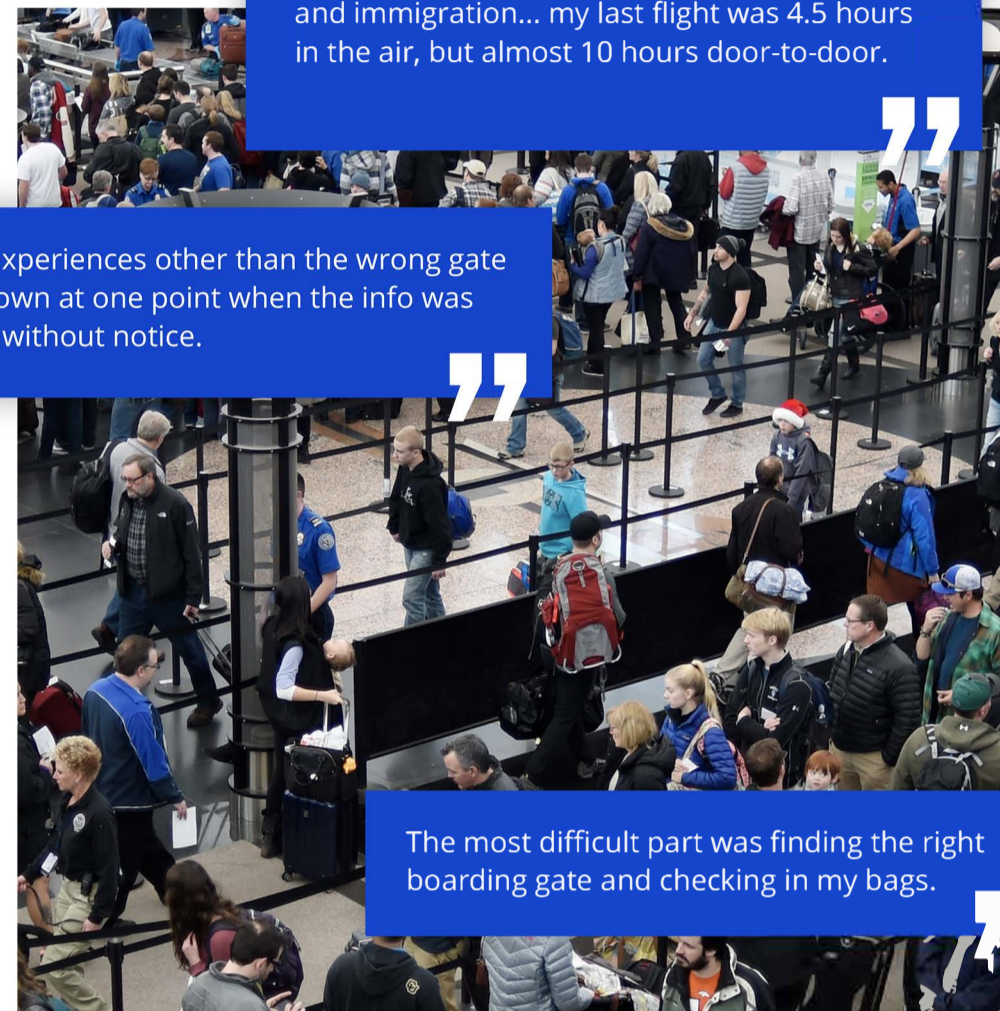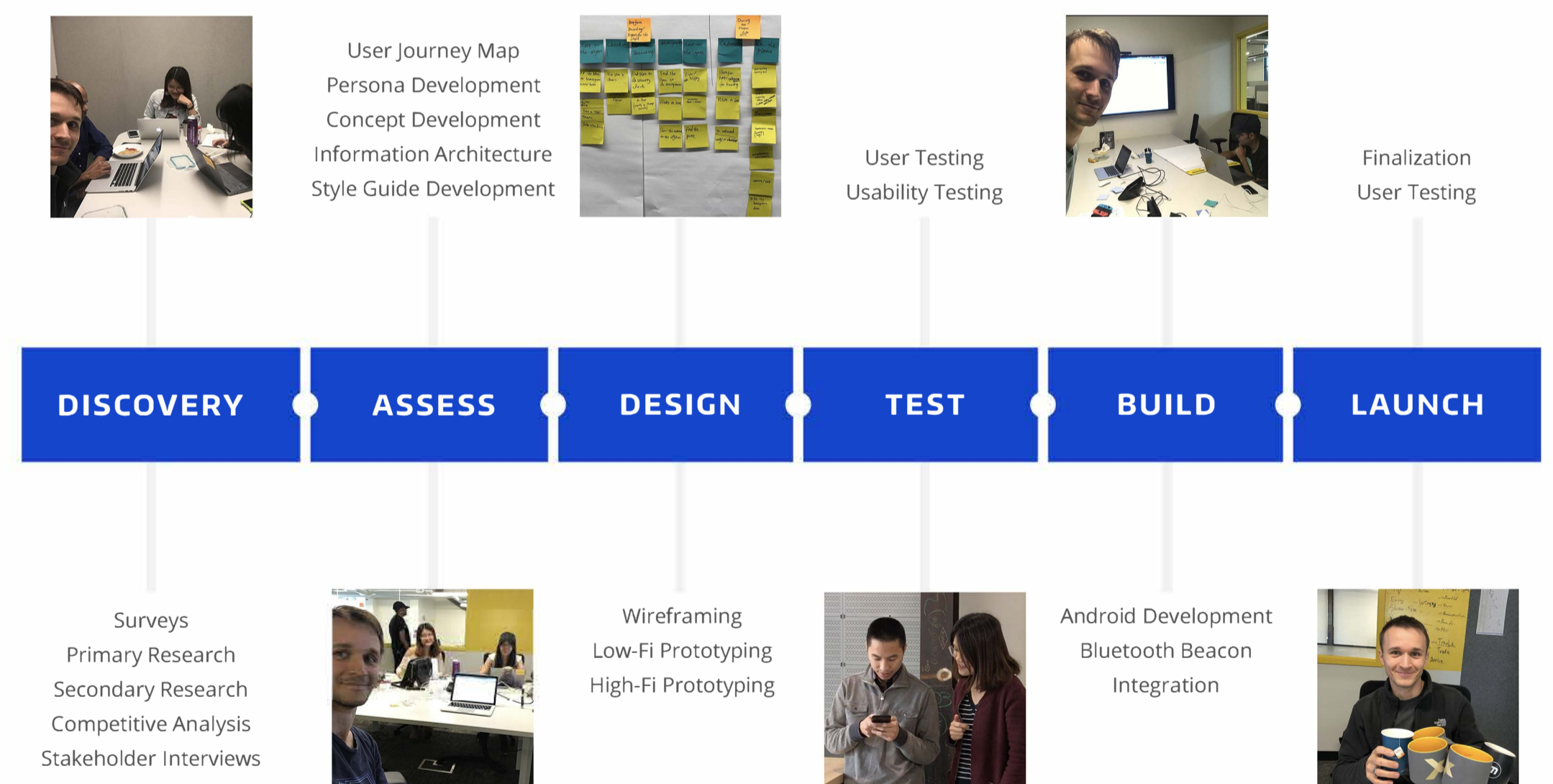# Problem

International travelers departing from and arriving to major Chinese airports face challenges in navigating the airport due to linguistic and cultural differences, a lack of relevant centralized information and understanding of airport procedures in China. With the expected increase in passengers in these airports it is extremely important to develop scalable solutions that help international passengers to streamline their travel experience.

All the wait times really add up. Arriving early, security, waiting for baggage, clearing customs and immigration... my last flight was 4.5 hours in the air, but almost 10 hours door-to-door.

No bad experiences other than the wrong gate being shown at one point when the info was changed without notice.

The most difficult part was finding the right boarding gate and checking in my bags.

According to the International Air Transport Association (IATA), more than 7.8 billion passengers will travel in 2036, a near doubling of the 4 billion air travelers expected to fly this year. The biggest driver of demand will be the Asia-Pacific region, which will be the source of more than half the new passengers over the next two decades. Chinese airports will be the greatest contributor to air traffic in the region, with China set to displace the United States as the world's largest aviation market by 2022.

Approach

A number of innovative solutions are being implemented in Chinese airports to better equip them to handle the significant increase in travelers entering and exiting the country. However, most of these solutions are focused on the in-airport experience and don't consider the end-to-end customer journey. Our team developed a more holistic approach to designing a solution that would help passengers in every step of their travel journey.

User Journey Map
Persona Development
Concept Development
Information Architecture
Style Guide Development

User Testing
Usability Testing

Finalization
User Testing

| DISCOVERY | ASSESS | DESIGN | TEST | BUILD | LAUNCH |

Surveys
Primary Research
Secondary Research
Competitive Analysis
Stakeholder Interviews

Wireframing
Low-Fi Prototyping
High-Fi Prototyping

Android Development
Bluetooth Beacon
Integration

Solution

TravelR is a mobile app that keeps passengers up-to-date with their flights by providing real-time status, airport tips and in-airport navigation maps, and flight profile with all their flights logged. Through it's intuitive user interface and connectivity to airport bluetooth beacons, the app gives passengers real-time, location-specific information and updates.

TRAVELR ANDROID APP SCREENS

AIRPORT BLUETOOTH BEACONS