

# Airplane *User Experience*



24

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# Agenda

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# Problem

Comfort Zone was designed to eliminate breakdown points in the airplane experience caused by the anxiety of passengers. Our zen garden was made to bring any airplane passenger a sense of tranquility during their in flight experience.

# Research Insights

## Group Research

- The bus research team found breakdown points in boarding from observing user behavior.
- Our airplane research identified one persona from participant observation; the anxious passenger

## The Problem

How can we design a user experience that makes flying less intimidating for airplane passengers?

# Style Guides

**Typefaces**  
 Regular Mono Medium\* Aquavit\*

**Colors**

Primary Navigation Screens	Zen Garden Screens
<b>Color 1</b> Hex: #003366 R: 0 G: 51 B: 102	<b>Color 1</b> Hex: #006633 R: 0 G: 102 B: 51
<b>Color 2</b> Hex: #663399 R: 102 G: 51 B: 153	<b>Color 2</b> Hex: #99cc66 R: 153 G: 204 B: 102
<b>Color 3</b> Hex: #cc6633 R: 204 G: 102 B: 51	<b>Color 3</b> Hex: #cc99cc R: 204 G: 153 B: 204
<b>Color 4</b> Hex: #cc3333 R: 204 G: 51 B: 51	<b>Color 4</b> Hex: #cc9933 R: 204 G: 153 B: 51
<b>Color 5</b> Hex: #ffffff R: 255 G: 255 B: 255	<b>Color 5</b> Hex: #663300 R: 102 G: 51 B: 0

**Navigation Icons**

**Buttons**  
 ON OFF SUBMIT

**Settings Toggle**

**Introductory Screen**

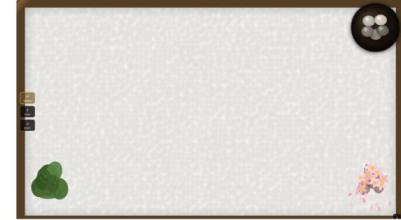
**Layout:**  
 [Tablet]  
 768 px  
 8 columns

**Logo**

**CONTENT**  
**HEADER 1**  
 Intro Type  
 Caption

## Character/Animation Styles

- Real-life images and videos with 2D a vectored icon style that will be used as clickable buttons.
- Motion will be punctual yet smooth.
- Acceleration and deceleration will flow, having consistent and smooth movement.
- Logo animations, transitions, and scene changes should be between 3-4 seconds



## EXAMPLES

**UI: DO's**

**UI: DONTs**

## **System Concept**

**Our product, who it's for,  
and why it works.**

- Comfort Zone is an immersive user experience that combines projection mapping and a 2D interface to bring airplane passengers a sense of tranquility through zen meditation.
- Our software is designed for passengers who feel anxious about flying, their destination, work, etc. to ease their in flight experience.
- Comfort Zone impacts the world of flight by making the process of flying calmer and more enjoyable.

# System Concept

## Key Features

- Home navigation page
- System settings
- Informative zen synopsis
- Immersive zen garden
  - Projection mapping interface
  - Touch activated rake tool
  - Landscape placement
  - Sandbox style playground

# Testing Results

## Key Findings

- They felt immersed but thought audio and movement could be added
- Users needed more instruction for how to access the Zen Garden
- Participants were very invested in the drawing function of the Zen Garden; the 2D screen was less engaging and was ignored.

## Design Impact

These insights led us to add more instruction, simplify the 2D screen, and to add motion and audio to the 2D Screen.

# User Flow

## User's Goal

An anxious passenger wants to use a resource to comfort their nerves.

## Step-by-Step Path

Seek out calming resource → Open Comfort Zone → Put down tray table → Learn about zen meditation → Select preferred garden tool → Play in the zen garden until satisfied

## Outcome & Benefit

The user leaves the garden with a better perspective and sense of tranquility because of the presence stimulated by zen meditation.

# Final Experience



The final design provides flyers with a calm, immersive way to reduce their stress and feel more comfortable flying.

Users can now:

- Ease passenger anxiety through an interactive calming environment
- Create an enjoyable in-flight experience that helps passengers relax
- Foster a stronger connection between passengers and their journey

Based on user feedback, this experience addresses users' need for comfort and distraction by creating a calming, engaging environment that reduces anxiety and enhances the overall flight experience.