

PROJECT

InFlight Entertainment for the
Mobile Application & Personal TV

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CHALLENGE

In order to compete with international markets and provide better experience for passengers, the inflight entertainment system is being revamped to meet new advances in personal electronic devices that will work hand in hand with inflight personal television screens (PTV).

The system aims to provide an interface that is easy to understand and navigate as well as provide a system that enables users to transition flawlessly from the on-screen entertainment to their personal entertainment device and vice-versa.

AUDIENCE

The target audience are passengers in the premium to economy class. As well as passengers that are in long flights which would be 6 hours or longer with a demographic age range from youth to adults.

LIMITATIONS

We have to take into account factors that may affect the design. During the flight, cabin lights dimmed. Personal TVs are high-definition (HD), 10.1" in size and have the touch screen capability as a way to navigate the interface.

OTHER CONSIDERATIONS

Since passengers will interact with inflight entertainment for an extended amount of time, it is important to provide an interface with easy navigation, quick access to entertainment choices, and options that provide some amount of flexibility.

RESEARCH

COMPETITORS

The following airline companies are rated good or best for Inflight entertainment.

Emirates

Qatar Airways

Singapore Airlines

Virgin Atlantic

Delta Air Lines

Qantas Airways

The following Inflight entertainment providers with successful designs.

Gogo GOGO Portal

Panasonic Avionics NEXT series

Panasonic X Series Highlights

Rockwell Collins Airshow® Moving Maps

CAPABILITIES

In order to remain competitive and provide a great user experience, the product must have the following capabilities.

- Flexible and modular architecture

- Touch-screen display

- Audio and video streaming

- AC power options available

- Passenger friendly interface in 10 or more languages

- Compatible with consumer portable electronics

- Access to entertainment services to personal devices through a wireless connection

PROCESS

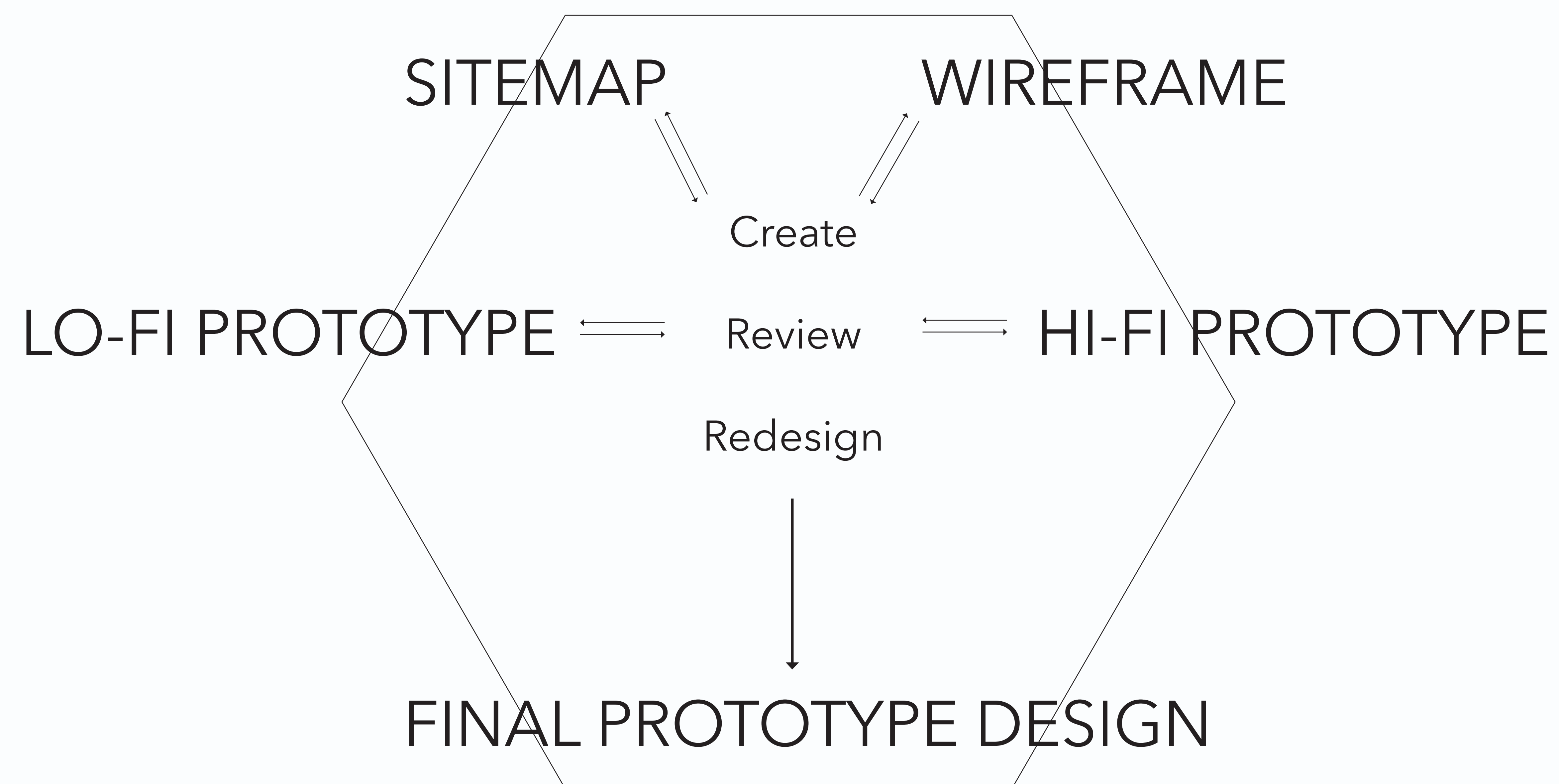
Once the project challenges have been determined and data has been collected, the next step in the design process begins. This process goes through a cycle of information architecture, review and redesign to ensure a successful product.

Ideation: ideas are gathered, analyzed and organized into a Sitemap.

Design & re-design: create an initial design, request and review feedback and decide necessary adjustment to design

Gather feedback: present ideas and request critiques from colleagues, supervisor, potential user and the client

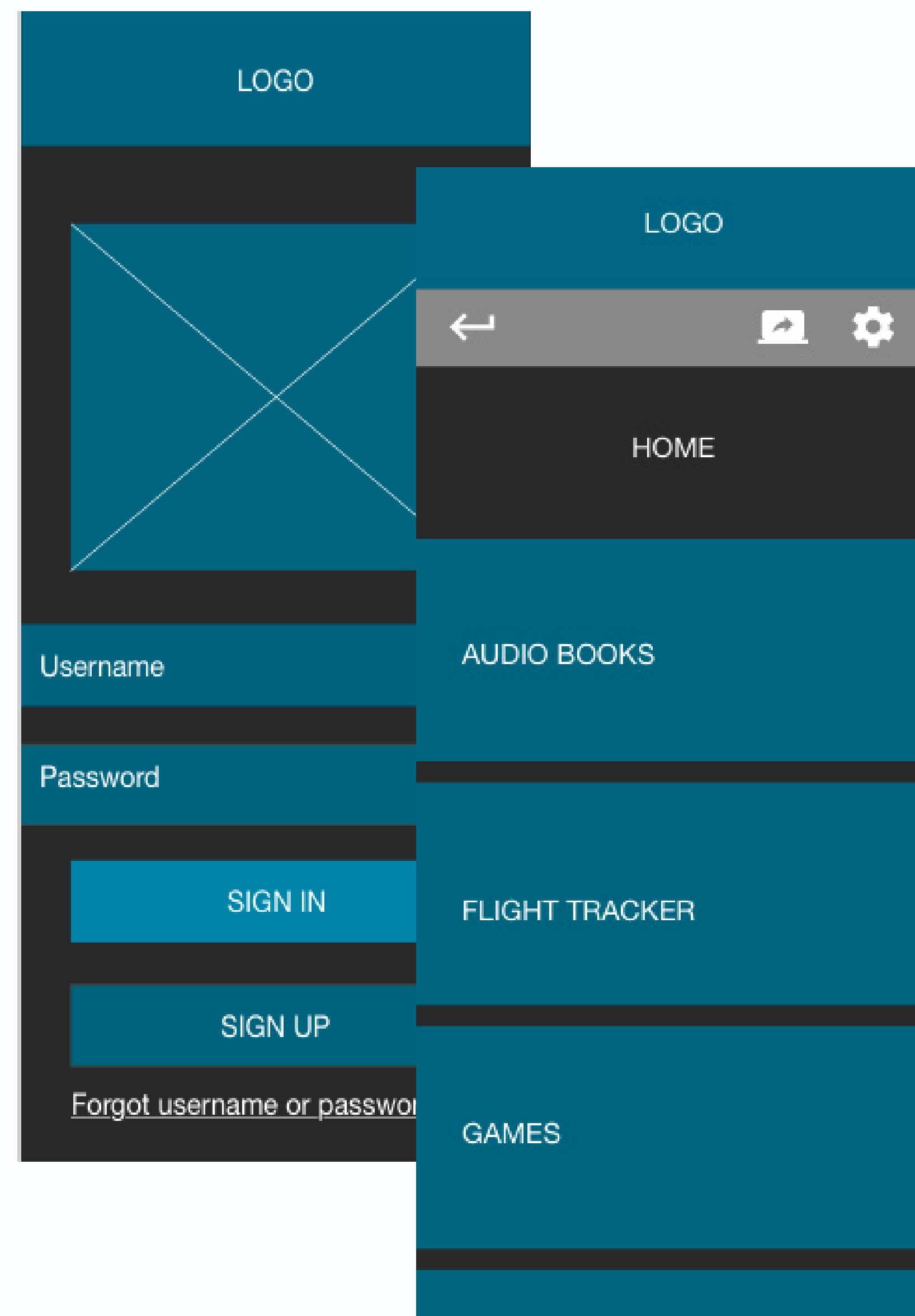
Complete design: once review and re-design are satisfied, a final product can be created



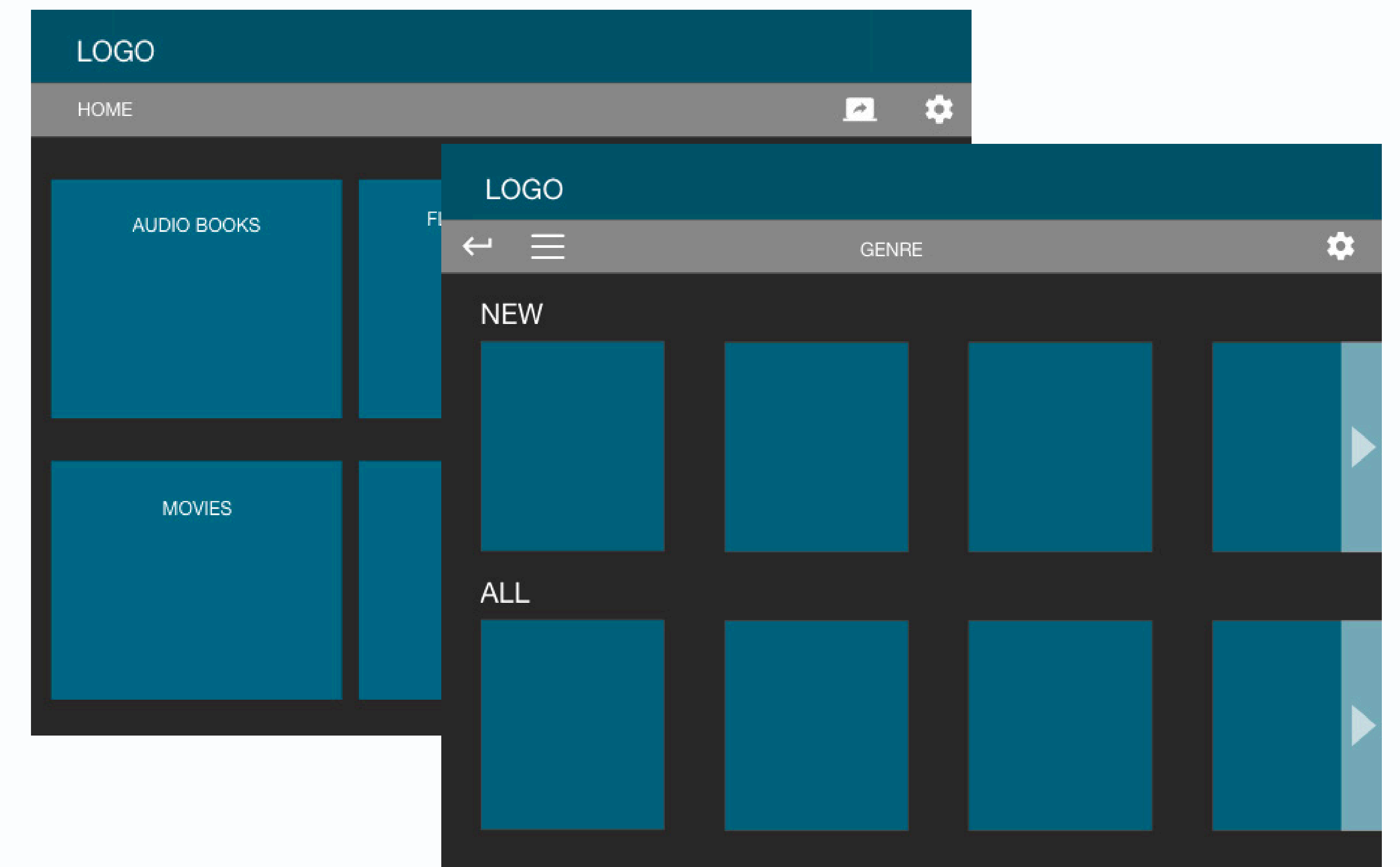
INITIAL DESIGNS

Presented below is the illustration of the initial, and consecutive design iterations.

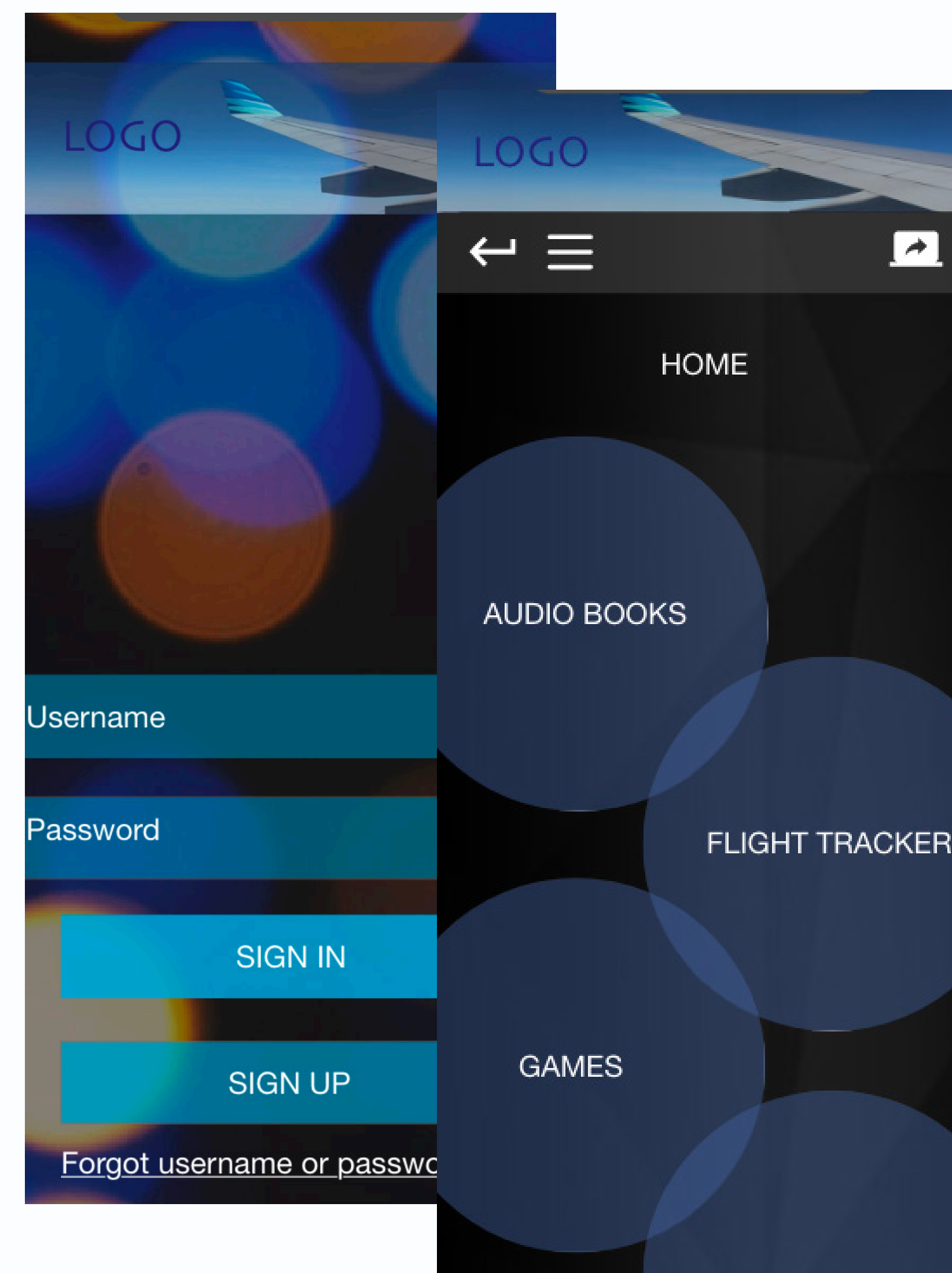
Mobile application
Initial Design



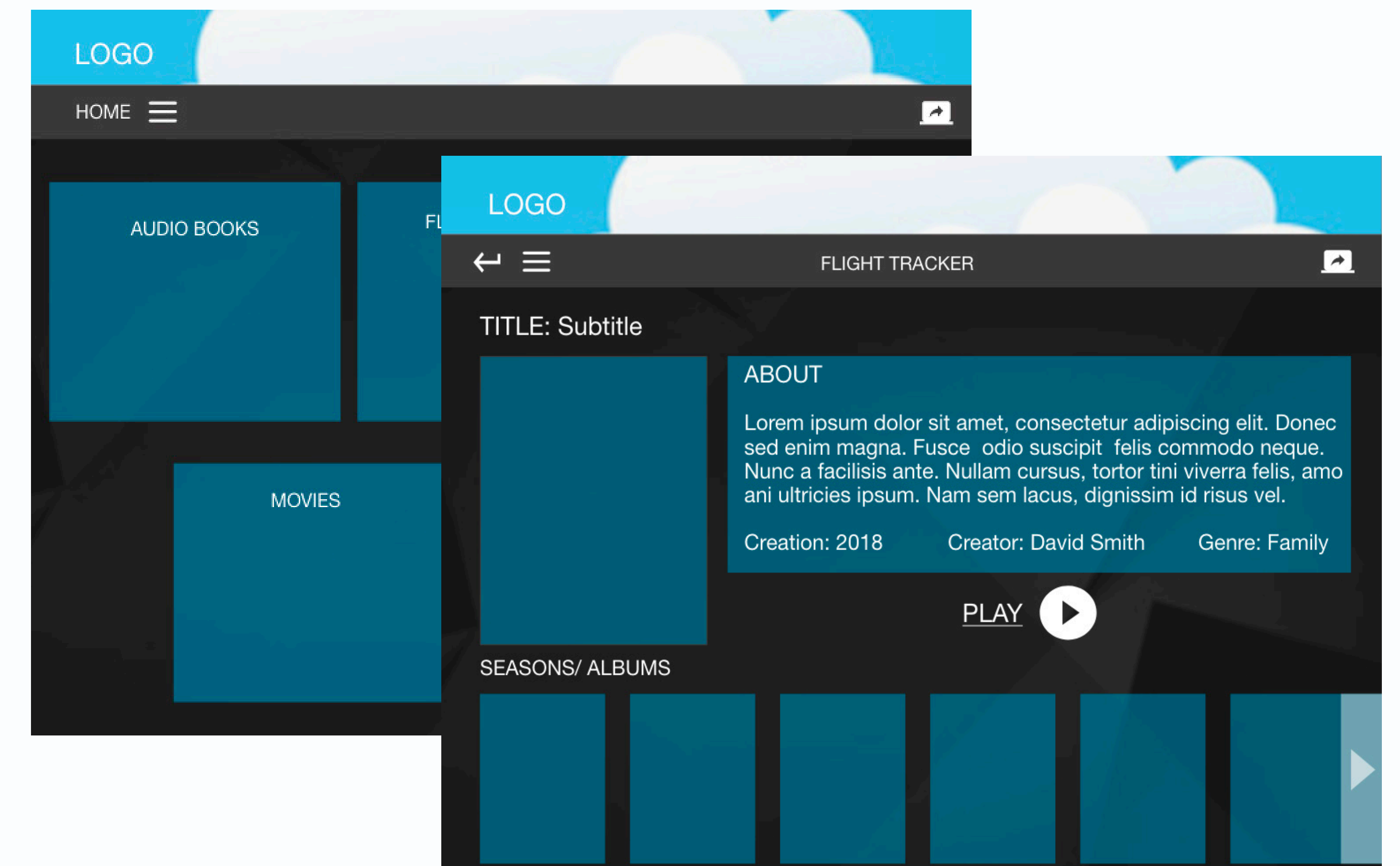
Personal TVs
Initial Design



Mobile application
Re-Design

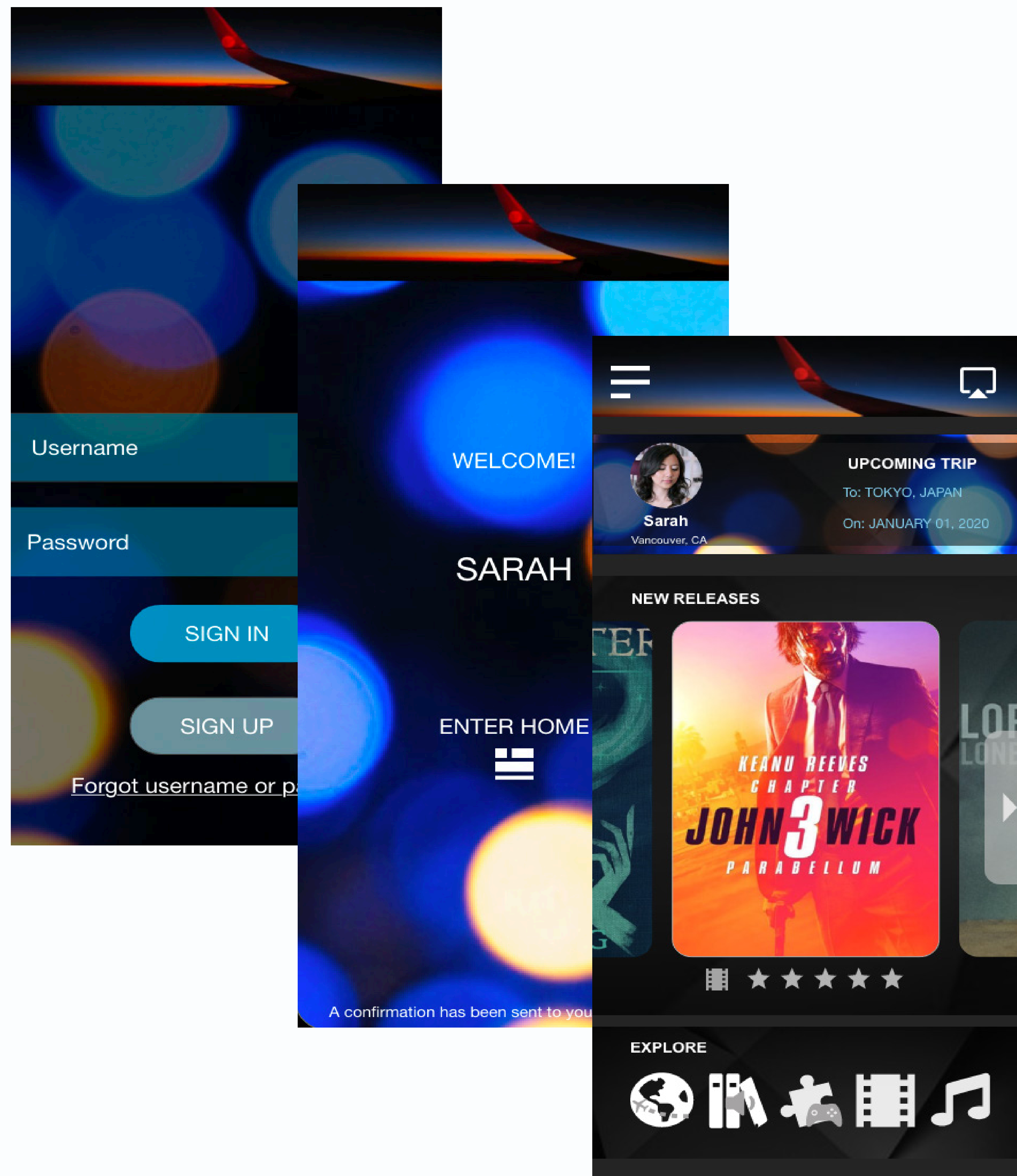


Personal TVs
Re-Design

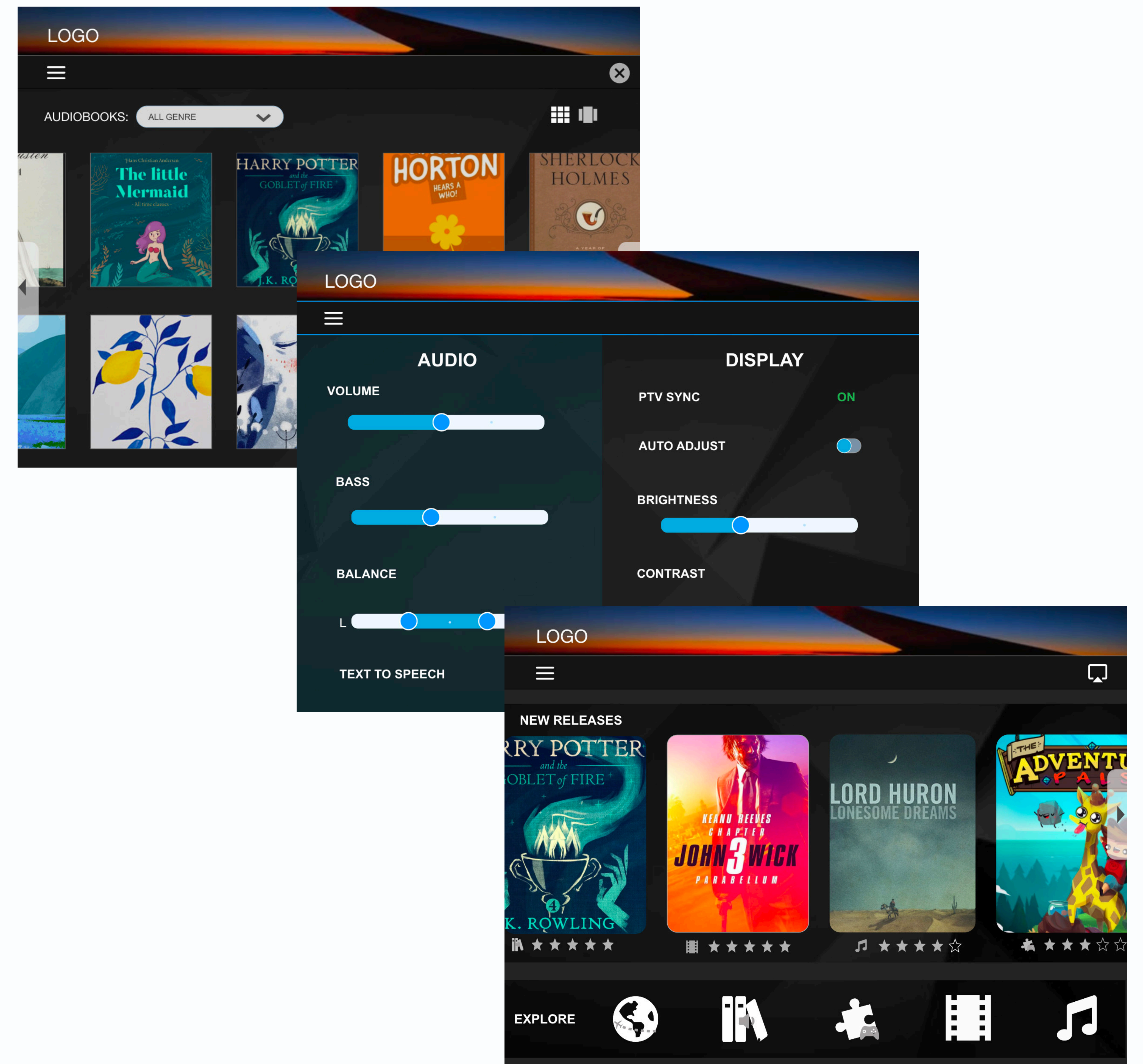


FINAL DESIGN

Inflight Entertainment Mobile Application



Inflight Entertainment Personal TV Interface



LESSONS LEARNED:

Throughout this project, I have learned the following factors that lead to a good and successful design.

Critiques and feedbacks are essential. Your colleagues, the user and the client are not just individuals that will experience the product but are an important resource. Their feedback will help shape a project towards success.

Tools and resources should be chosen with care. Paper and pencil are always a good place to start. When you reach a point of higher fidelity design, ensure that you use tools that you are familiar with but also tools that can produce your vision.

Personal attributes like patience, and endurance are essential skills to have to complete a project. Design takes time and should be completed within a reasonable amount of time and should not be rushed.