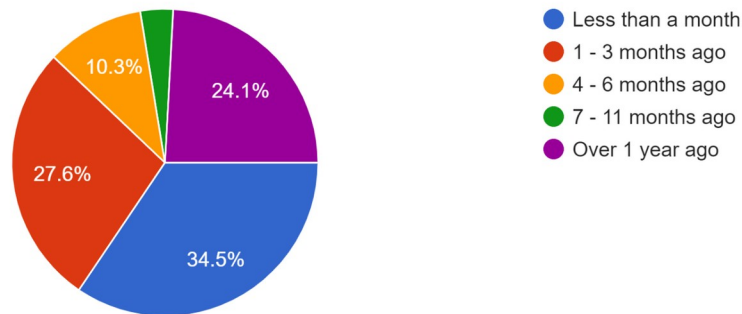


When was the last time you flew on a plane?

29 responses



The data I gathered suggested there were opportunities for a better experience within the TSA/security checkpoint, navigating the airport, and having access to useful information like wait times and food options.

I selected 5 individuals to conduct user interviews with. Questions asked during these interviews included:

1. *Tell me about a positive experience at the airport that sticks out in your mind.*
2. *You've just arrived at the airport. What is your routine/thought process next?*

From these interviews I gleaned 4 key insights -

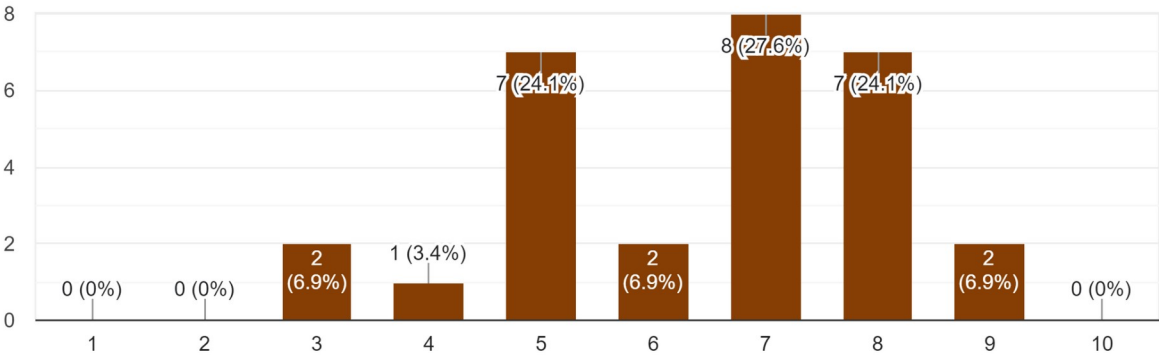
1. **Travelers' stress comes from a lack of control.**

"The inconsistency of [TSA] creates an uncomfortable feeling of that everything is out of my control no matter how much I prepare beforehand."

2. **Efficiency eliminates stress.**
3. **Travelers want more personal space.**
4. **Airports that reflect the parent city feel more 'natural' and inviting to travelers.**

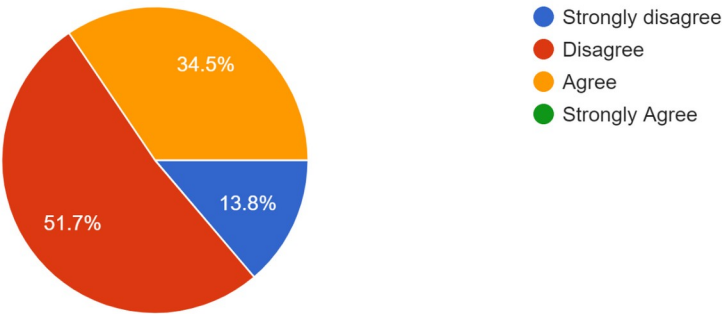
How would you rate your average airport experience on a scale from 1 - 10?

29 responses



Please respond with how this statement applies to you - "I look forward to my time at the airport."

29 responses



Please respond with how this statement applies to you - "The airport is a means to an end; I don't really care about my experience at the airport."

29 responses

