



Calm Flight

This project is focuses on finding methods with Southwest to control children's disruptive behavior and tries to help them regulate their emotions. I am trying to find effective, empathetic strategies for influencing kids to be loud on airplanes. The value to be added is a more peaceful and harmonious travel environment for all passengers and flight attendants.

I combined design, business, and technology, use gamification to create an extension app for children.

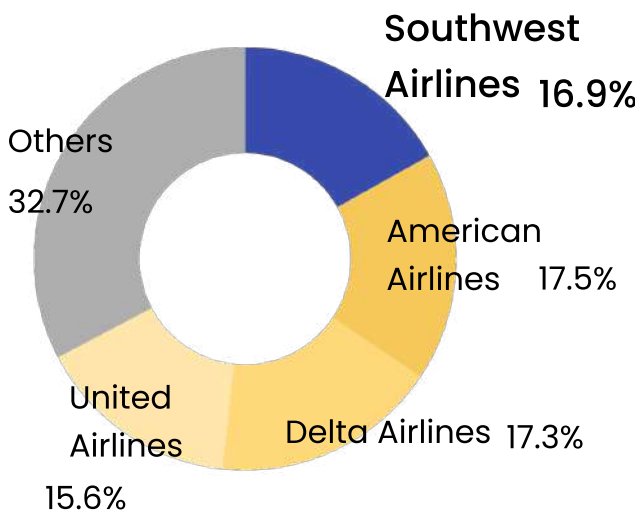
/Individual Project/

Background

Challenge for Southwest

Southwest has always been one of the best airlines in the United States, but recently it has **received a lot of complaints about noisy children**. For this reason, they approached our school to cooperate with our class, hoping to find a solution to this problem.

Market share 2022



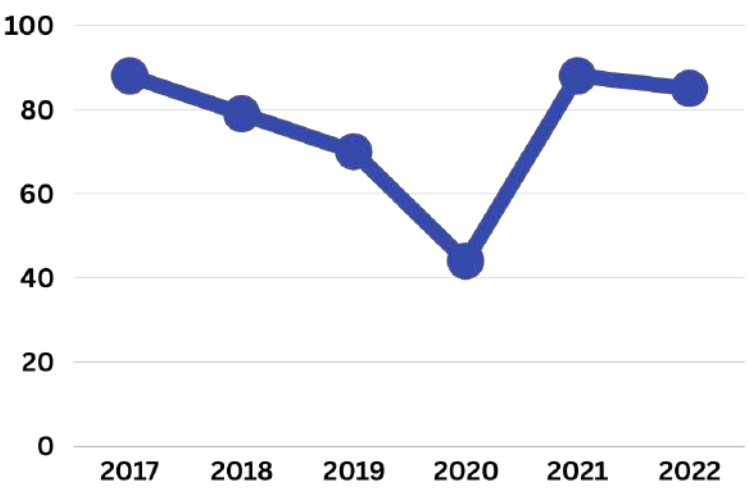
Customer Satisfaction

2013 ~ 2023



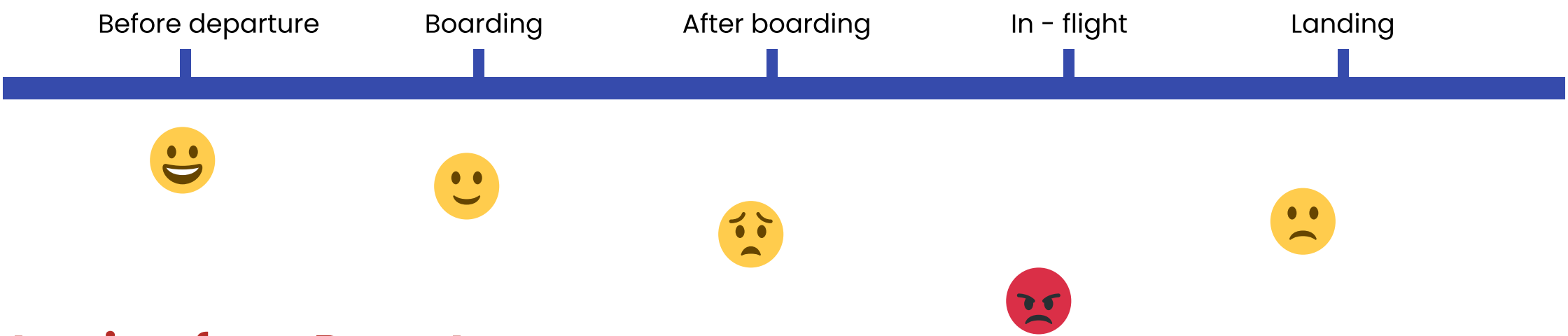
Research - Parents

U.S. Parents plan to travel with kids



In NYU's 2022 *U.S. Family Travel Survey*, **85%** of parents from **1,002 participants** (guardians with children) said they **planned to take their children to travel** in the next 12 months.

Journey Map



Interview from Parents



A mother of a 8 yrs old boy

"I am usually busy with my work and don't have many opportunities to spend time with my daughter. I was excited I got the chance to take her out, but she has been running back and forth since she boarded the plane, and I am worried that if I am too strict, it will make us more distant."



A mother of a 5 yrs old boy

"Maybe because this was his first time flying, he seemed very curious, always shaking his chair and knocking on the window. The flight attendant and I had to remind him almost every 10 minutes, which made me feel very embarrassed and terribly sorry."



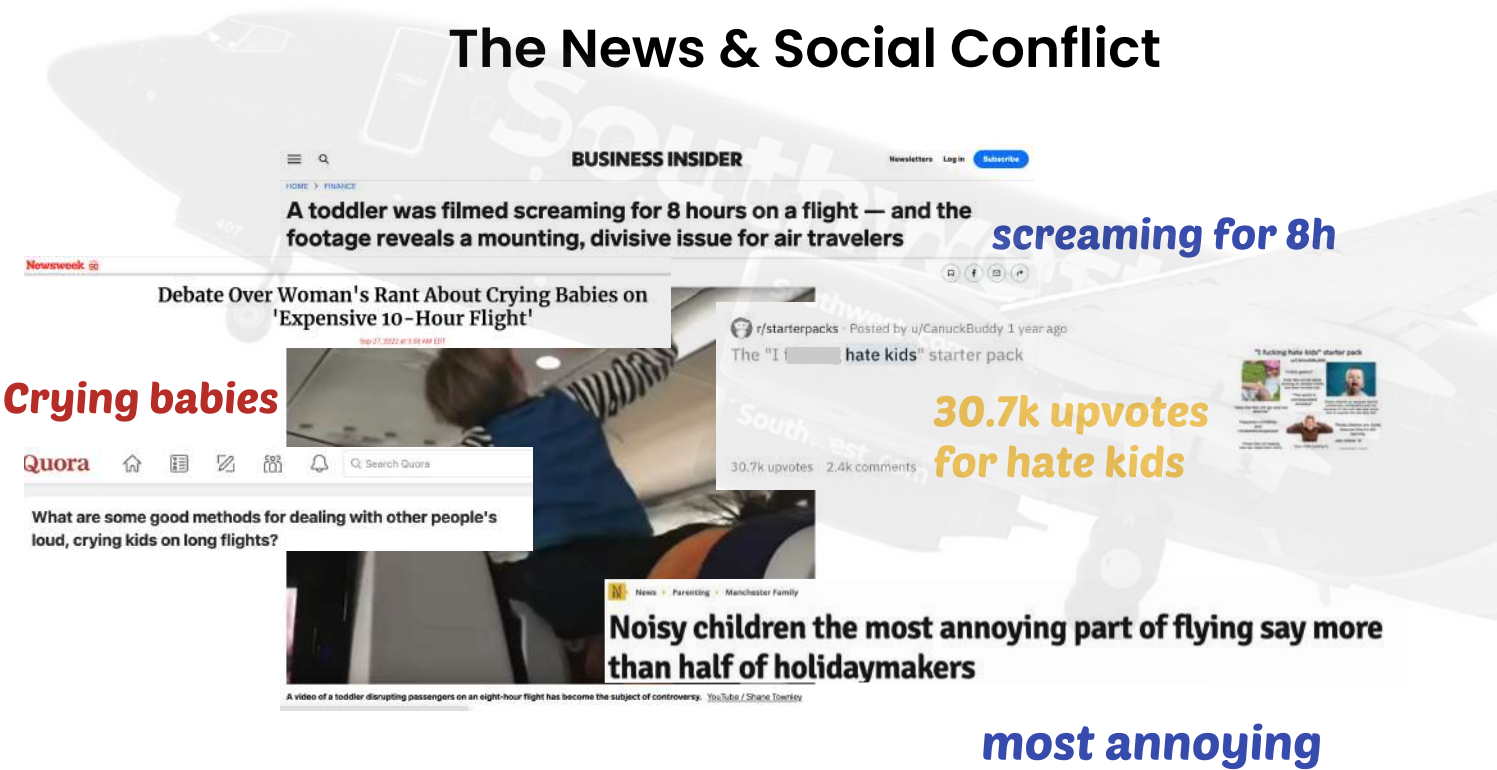
A father of two 6 yrs old girls

"Packing my and my children's luggage and handling various procedures is enough to make me feel tired. Trying to stop their mischievous behavior makes me feel overwhelmed and powerless."

Personal Experience

I believe that most people who have encountered **noisy children** in a long-haul fly. On this long-distance flight back to the United States, I met a similar situation. Children who **kept crying and screaming** **tormented** every passenger for 14 hours, and most parents or guardians **could not manage them well**. In addition, **society's tolerance** for children is gradually declining.

The News & Social Conflict



Keywords of their feeling

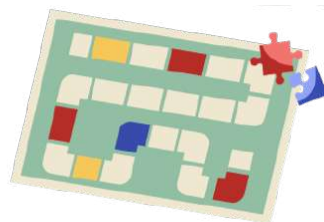
Awkward **A**ngry **A**nnoy **T**ired **W**orry **H**elpless

Summary



- Parents expect their children to be quiet and need rest

- Other passengers lose their patience, and need a quiet space to rest.



- The child are lack of guidance and needs to be diverted their attention.

- Due to the child’s body are not fully developed may feel uncomfortable when some certain time, so they need more attentions



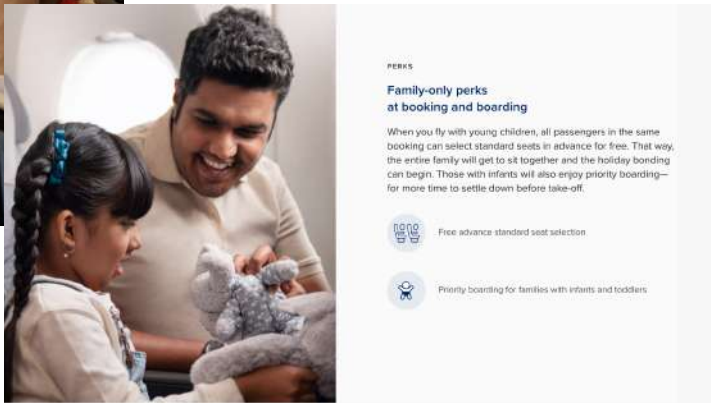
What we have now?

It is not uncommon for children to make noise on airplanes. Has the airline not taken any countermeasures?



Emirates
Toy and snacks

Singapore Airline
priority boarding



In fact, just giving small gifts and priority boarding is **not enough**. Separating children from adults cannot fundamentally solve the problem of noisy children. In addition, no airline in the United States provides similar treatment.

Opportunity

How might we?

- Offer an entertaining flight experience for children.
- Ensure a peaceful and undisturbed flight environment for other passengers.
- Reduce the worries of caregivers and prevent potentially embarrassing situations due to children's behavior.
- Include educational content that teaches children the importance of being considerate and maintaining quiet behavior in shared spaces, such as airplanes.
- Provide positive feedback to children based on their performance during the flight.

Design Statement



Make an great user experience

Use interactive ways and gamification to divert Children’s attention





Remind children when necessary

Provide some moral education to children



Persona



"I wish there was some hosting service, or something that would grab his attention and keep him quiet."

Juliana Silva

Age: 32

Work: Marketing Analyst

Child: 6-year-old boy

Bio

She is a single mother who enjoys traveling with her family during holidays. However, this time, she is very hesitant about whether to bring her son along. She was very tired from packing her luggage and dealing with all the travel-related matters by herself. She feels powerless against her son's mischievous antics.

Goals



- Successfully soothed his son and made him sit quietly.



- The boy can achieve the goal that not disturbing other passengers.

Frustration

1. Her child **disturbed others' rest**
2. The boy **turned a blind eye** to Juliana's persuasion.
3. The boy's experiences are too **intense** and require constant provision of **emotional value**



"Doesn't the price of the air ticket include a quiet space?"

Alex Wilson

Age: 28

Work: Travel Youtuber

Bio

Traveling around the country and world is Alex's job, and he's on a plane almost every half month. Typically, as soon as he lands, he needs to start shooting materials with a full vitality look. Therefore, the flight time is his last rest before starting work.

Goals



- Maintaining **a high level of energy** and **creativity** during each video shoot.



- Use flight time to **rest**

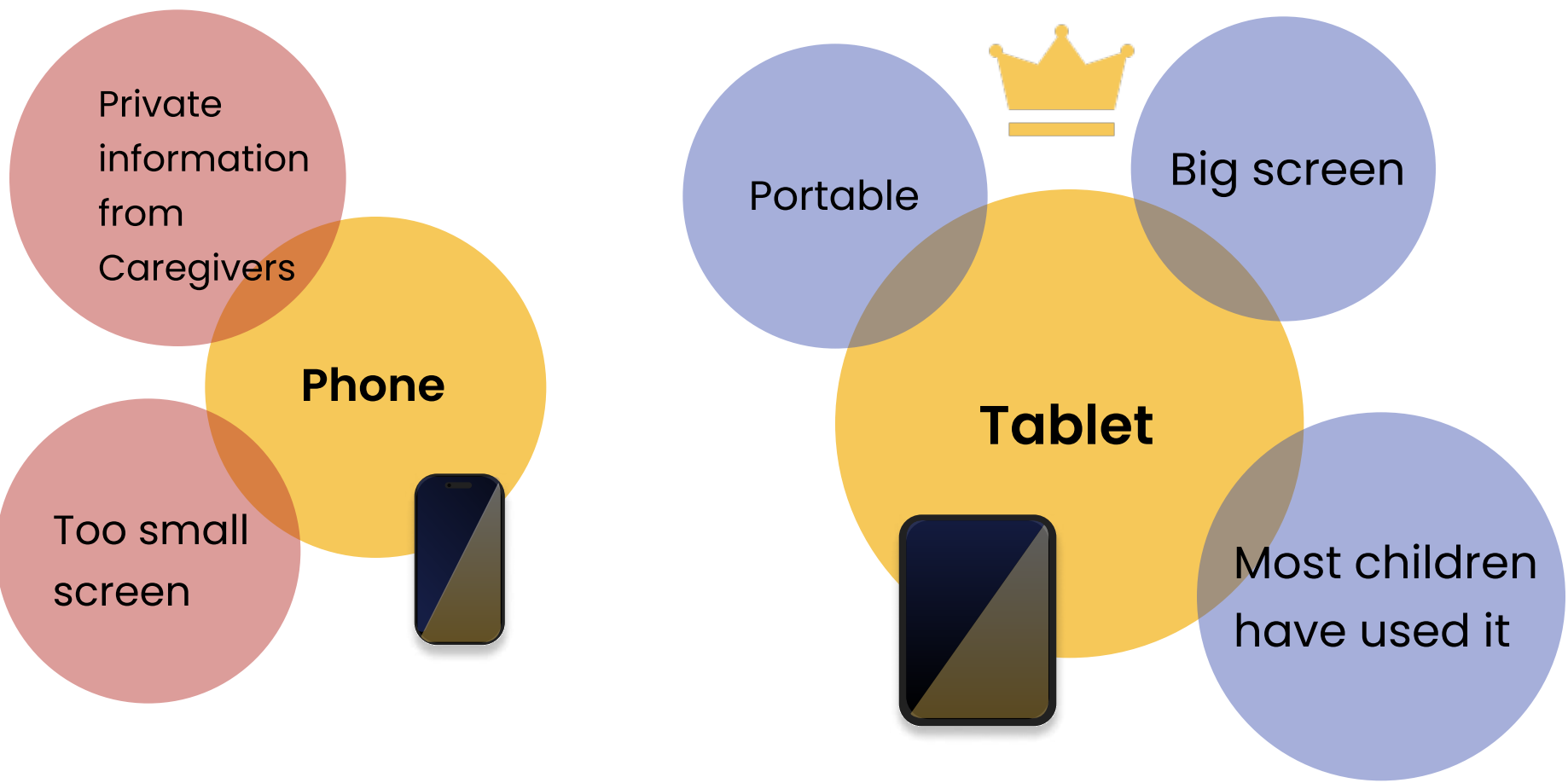
Frustration

1. The child's **loud screaming** and crying disturbed his rest.
2. He repeatedly sought help from the flight attendants to no avail

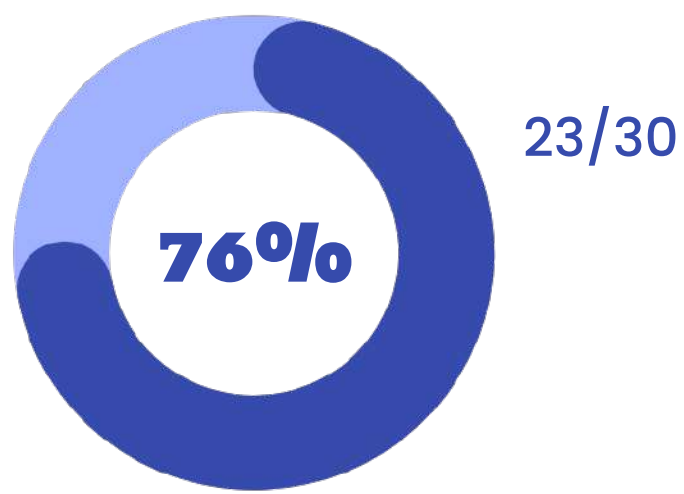
Design Process

Further Research

What kind of device we should use?

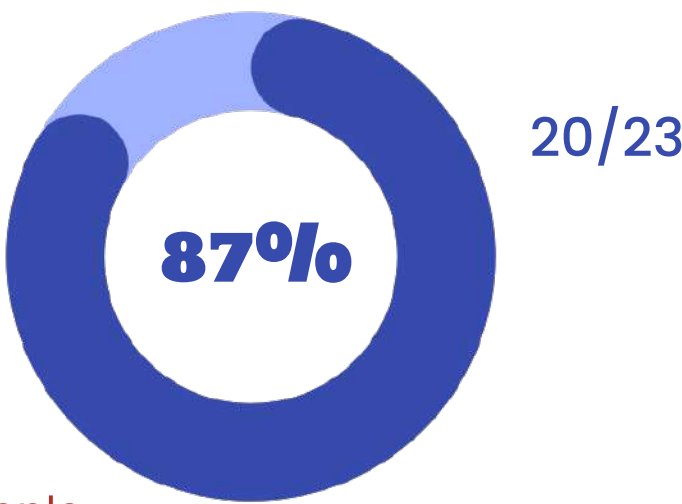


Is everyone willing to carry the tablet or do they have one?



People bring a tablet for their kids in a flight

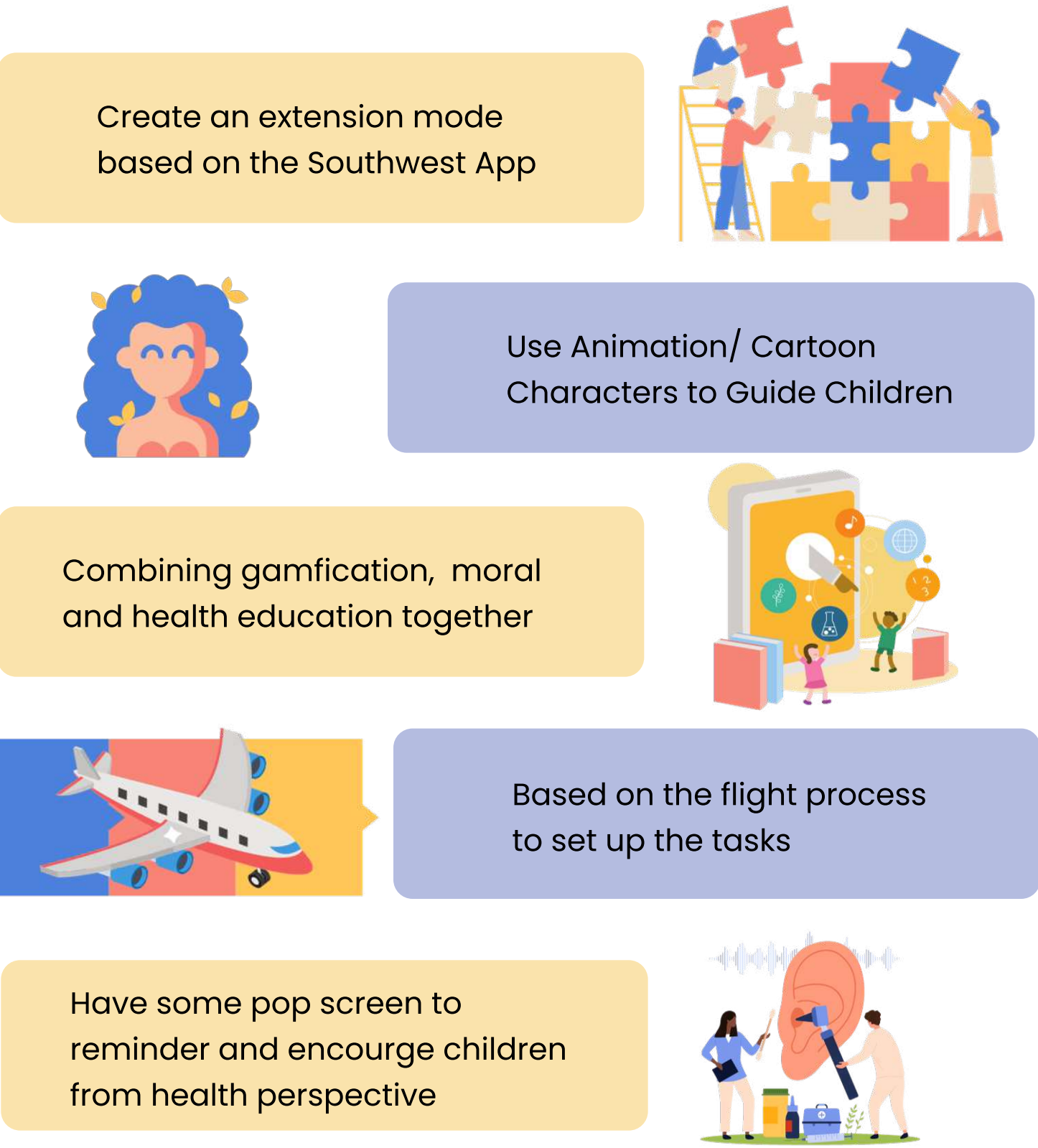
*same group of people



Willing to download the Airline app on their tablet for their kids

"The iPad is more like an entertainment device to me, like games and cartoons, which I can download for my children."

Design Concept



Forget to bring/no tablet?

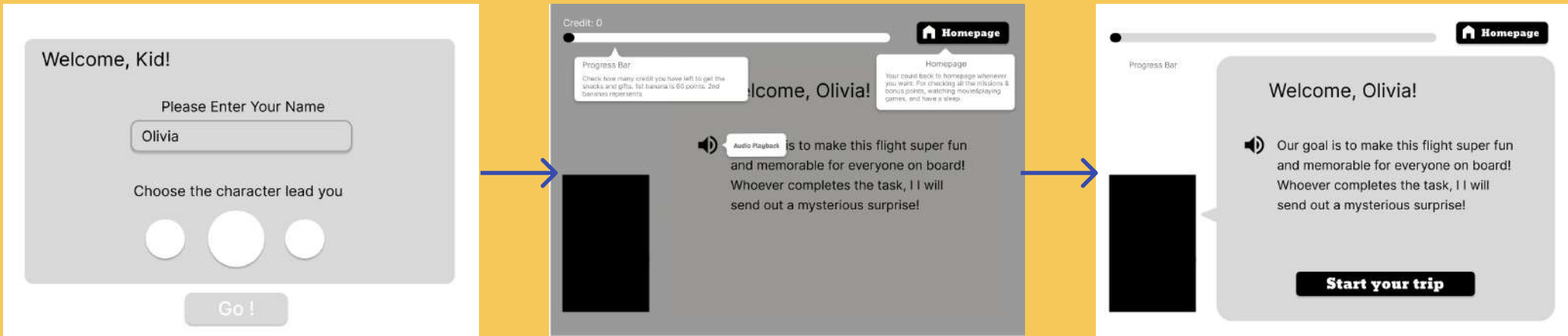
- 20\$/per with free Wifi \$
- TM Rapid Rewards Member Credit Exchange
- Baggage allowance redemption

User Flow

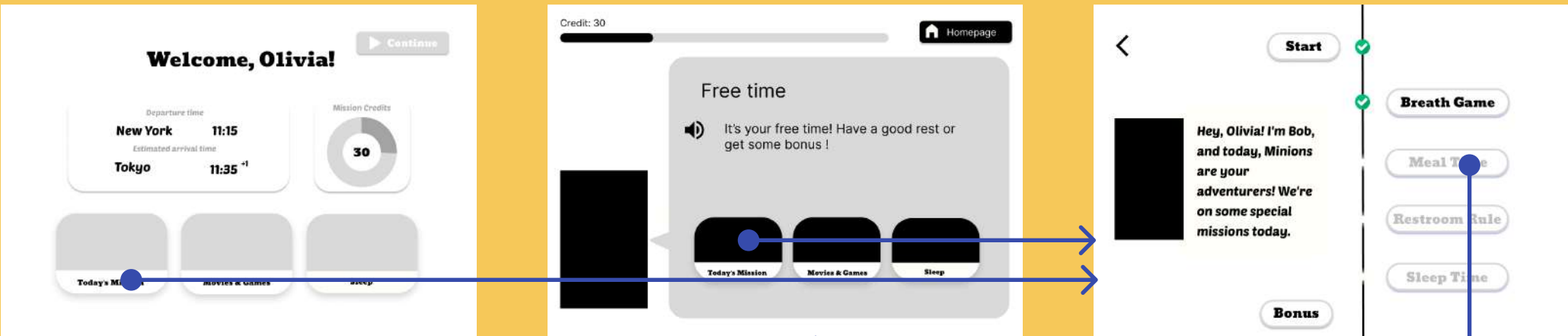


Lowfi

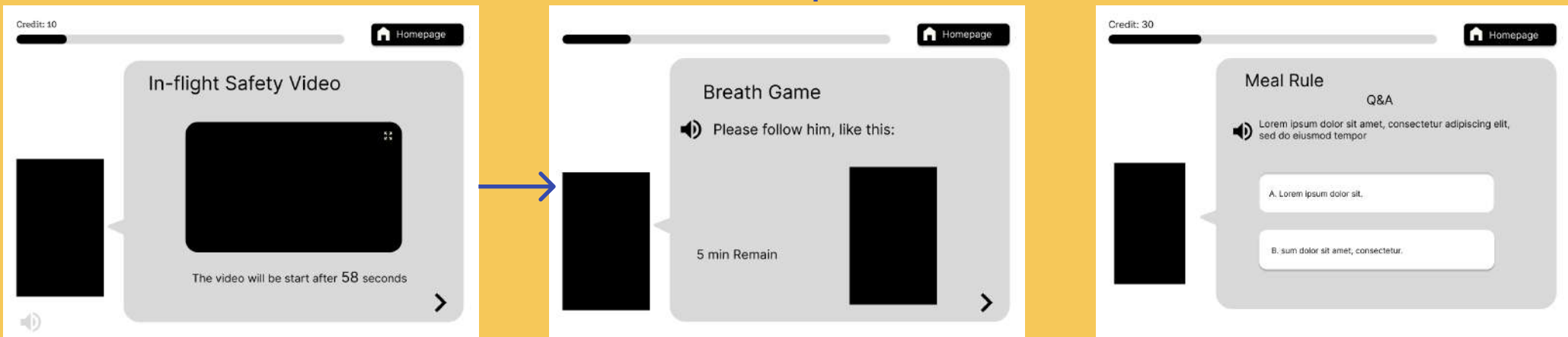
Onboarding



homepage & missions list



Education



Reminders



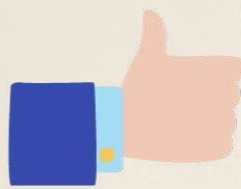
Programming

```
<head> == $0
<script type="module"> ... </script>
<script type="module" src="@vite/client"></script>
<meta charset="UTF-8">
<link rel="icon" type="image/svg+xml" href="/vite.svg">
<meta name="viewport" content="width=device-width, initial-scale=1.0">
<title>Minion Game</title>
<style type="text/css" data-vite-dev-id="/Users/lai/Desktop/xhrims452/src/v
  iews/Welcome/index.module.scss"> ... </style>
<style type="text/css" data-vite-dev-id="/Users/lai/Desktop/xhrims452/src/v
  iews/FreeTime/index.module.scss"> ... </style>
<style type="text/css" data-vite-dev-id="/Users/lai/Desktop/xhrims452/src/v
  iews/Game/index.module.scss"> ... </style>
<style type="text/css" data-vite-dev-id="/Users/lai/Desktop/xhrims452/src/v
  iews/MealRule/index.module.scss"> ... </style>
<style type="text/css" data-vite-dev-id="/Users/lai/Desktop/xhrims452/src/v
  iews/Video/index.module.scss"> ... </style>
<style type="text/css" data-vite-dev-id="/Users/lai/Desktop/xhrims452/src/v
  iews/WelcomeTips/index.module.scss"> ... </style>
<style type="text/css" data-vite-dev-id="/Users/lai/Desktop/xhrims452/src/v
  iews/WelcomeTips2/index.module.scss"> ... </style>
<style type="text/css" data-vite-dev-id="/Users/lai/Desktop/xhrims452/src/s
  tyles/index.scss"> ... </style>
</head>
<body data-new-or-c-s-check-loaded="14.1147.0" data-or-ext-installed style="f
```

React+TS

- HashRouter: jump routes
- SCSS: css styles
- onClick : page jumps and icon disappearance

User Test



• Positive Feedback

If children do well, add features such as a 'well-done' page or the opportunity to earn extra snacks.

• Emotional health and competition

To support emotional well-being, modifying elements of competition. To avoid giving children a sense of pressure or competition. Instead, focus on personal achievement and progress.

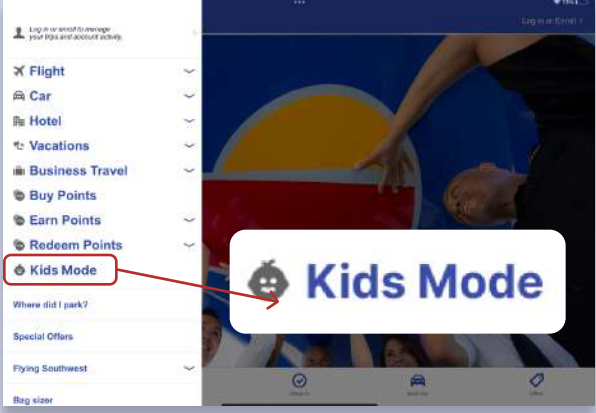


• Language system

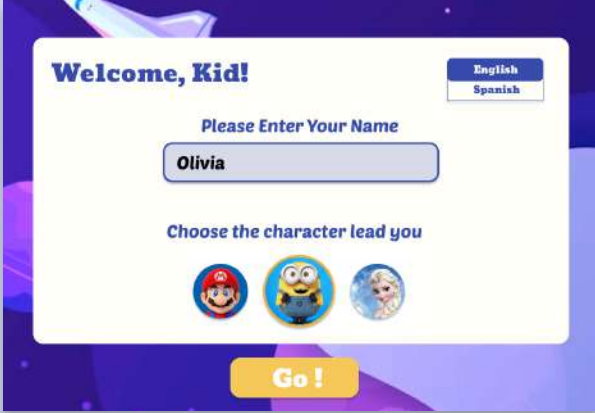
Long-haul flights are likely to be international and passengers may come from all over the world, so multilingualism is necessary.



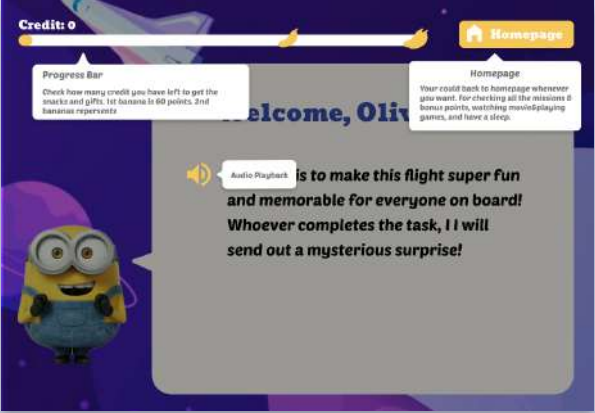
Final Design



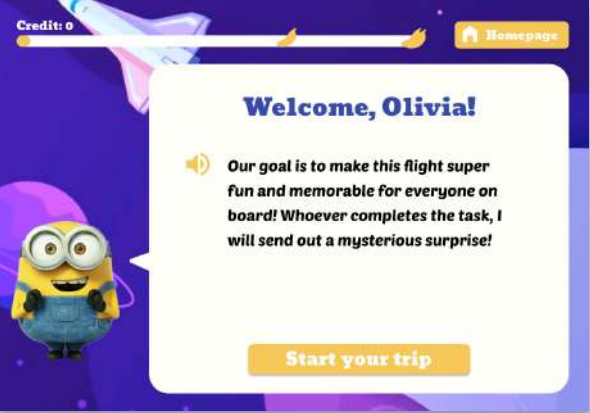
Southwest App Menu
Add "Kids Mode"



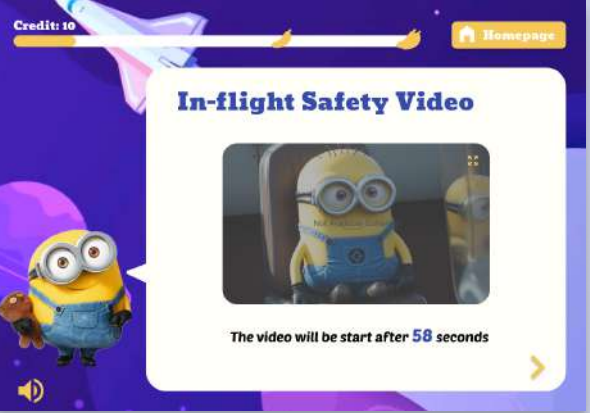
Enter Id & Select Lead Image



Features Introduction

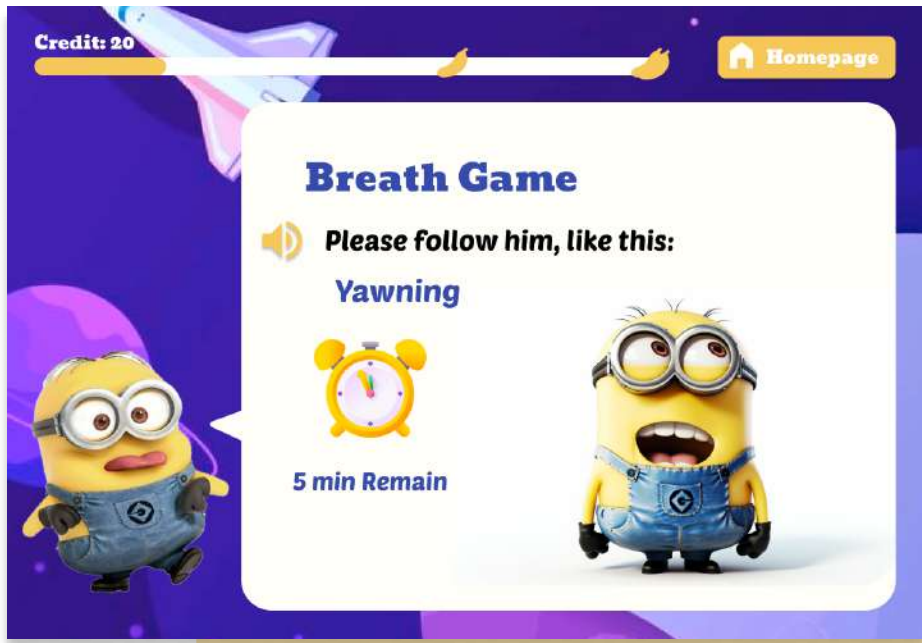


Welcome Message
Animation character lead

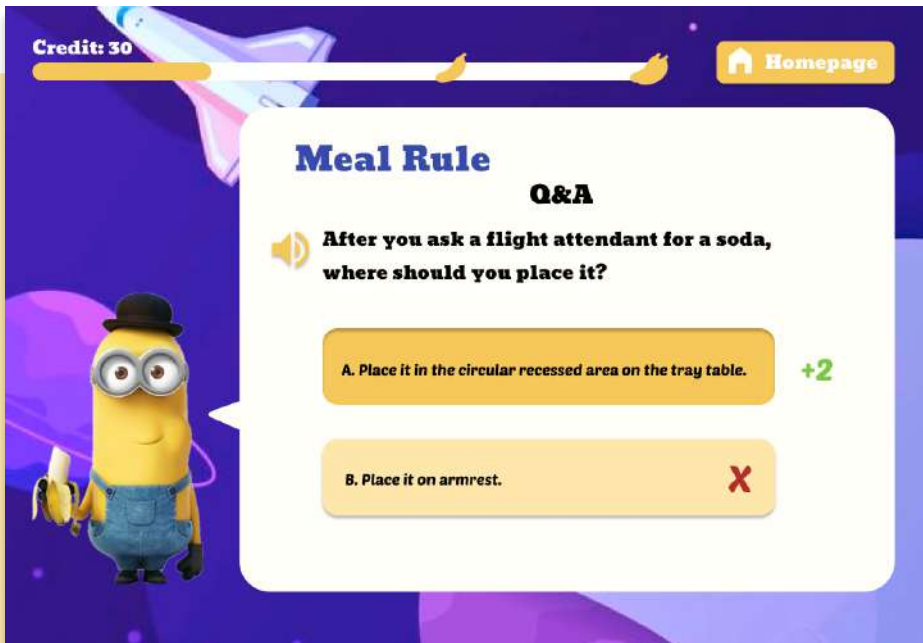


In-flight Safety Video
Design for kids version

*Each main mission worth 10 credits



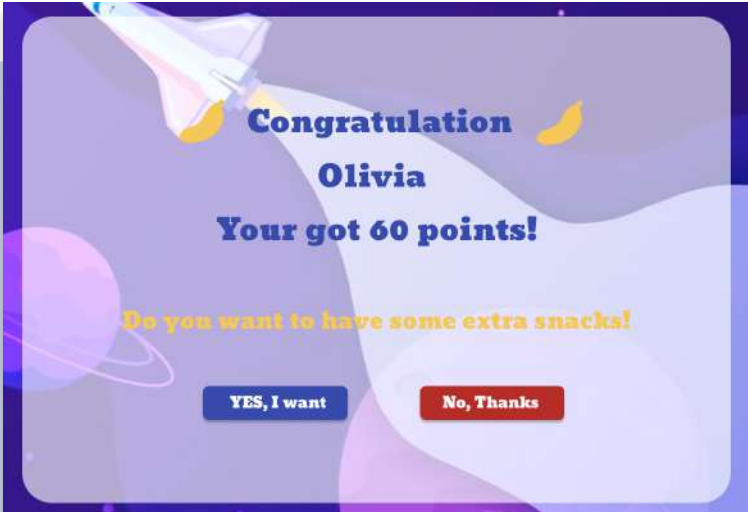
Breath Game
Animation character lead



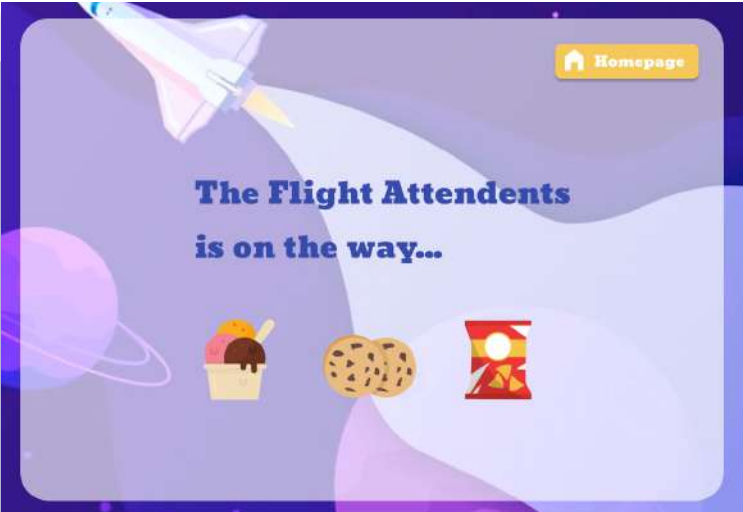
Meal Rule
Q&A questions game



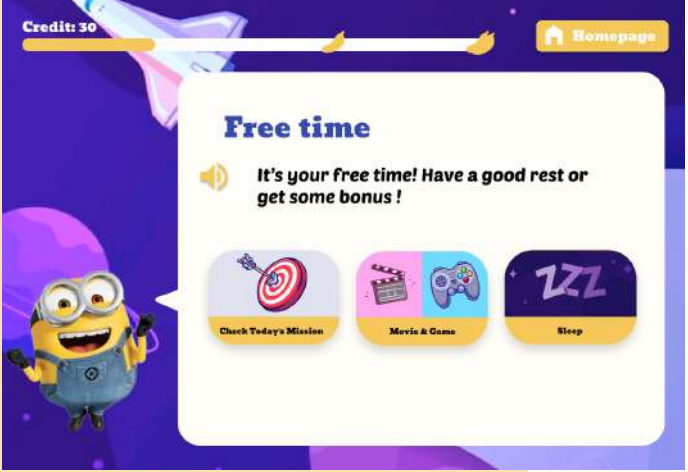
Drag and drop game



Reward page
60 points



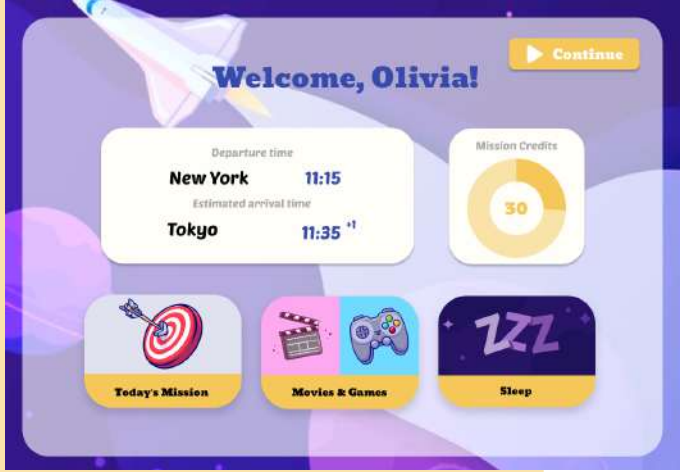
Reward page
Waiting the Snacks



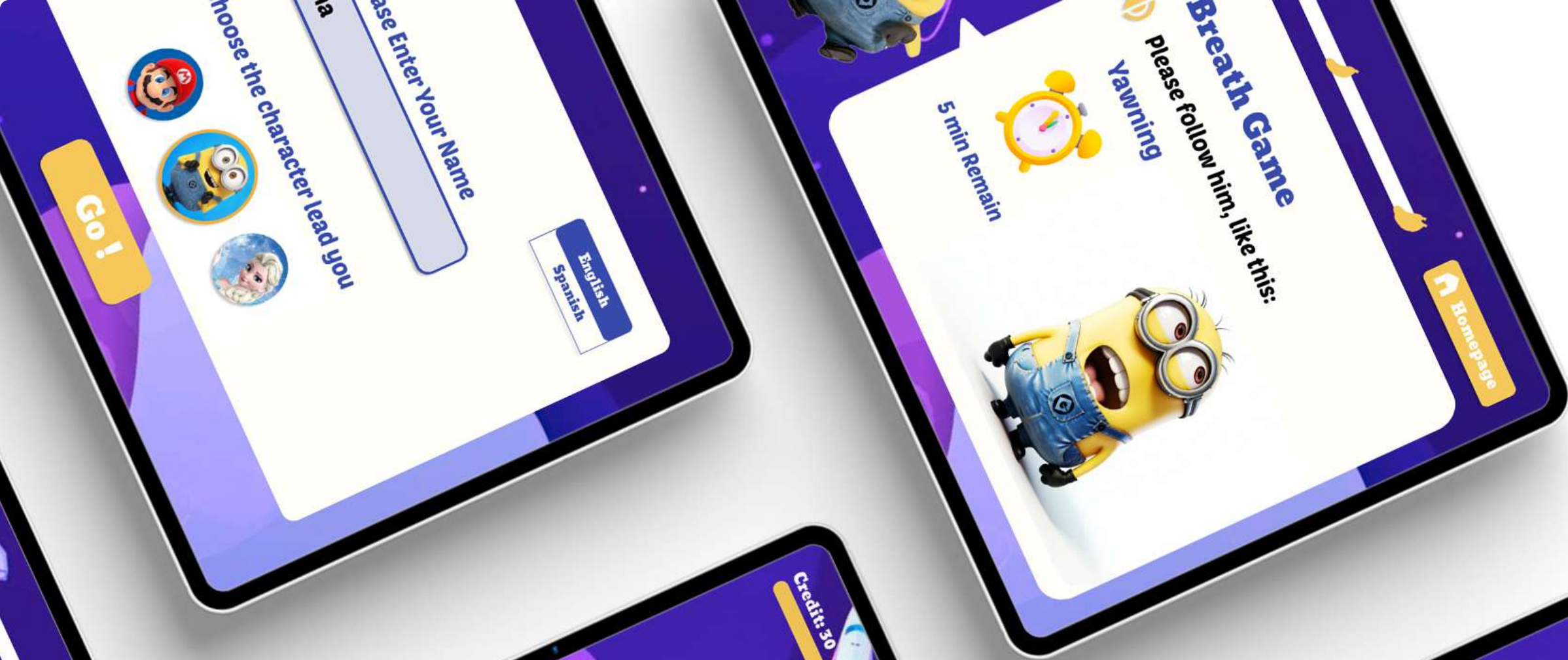
Free Time
Guide children to find something to do to keep them quiet



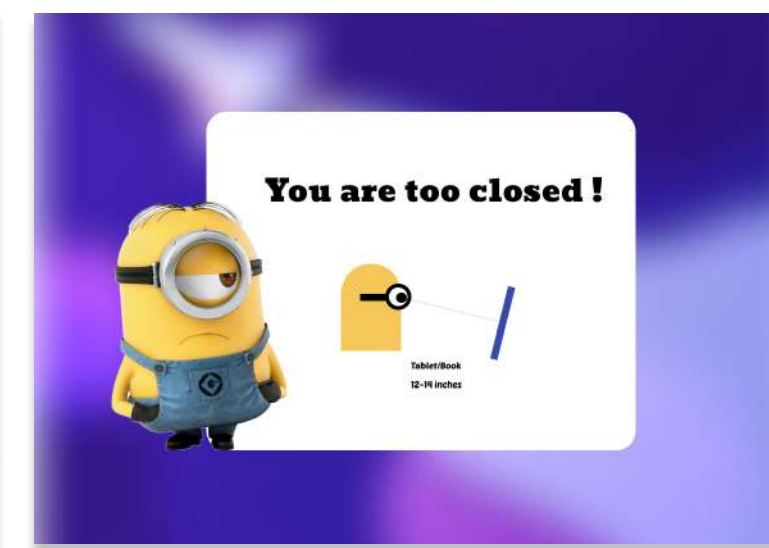
Mission List
View all the mission here (main and bouns)



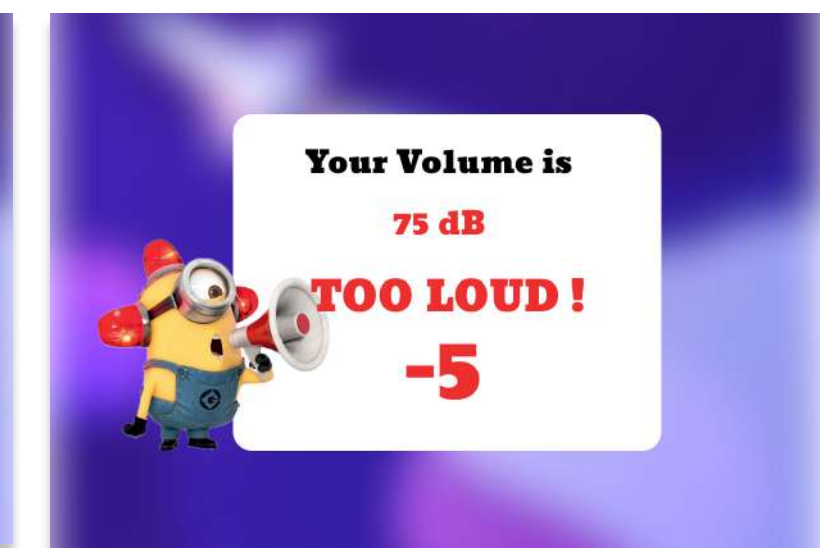
Homepage
View itineraries and scores
Give children the right to make free choices



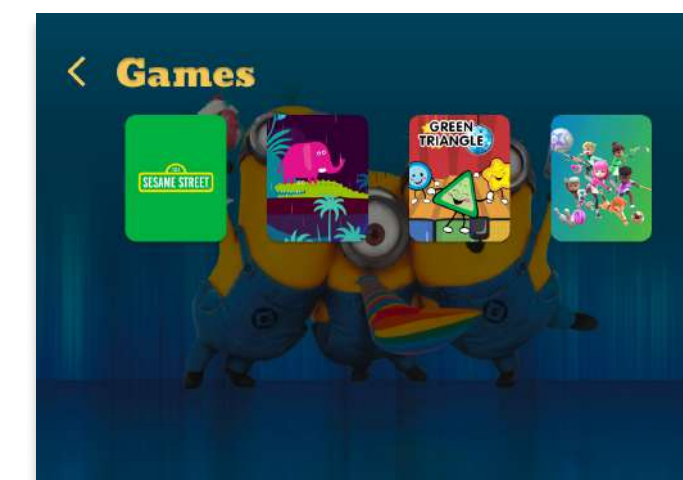
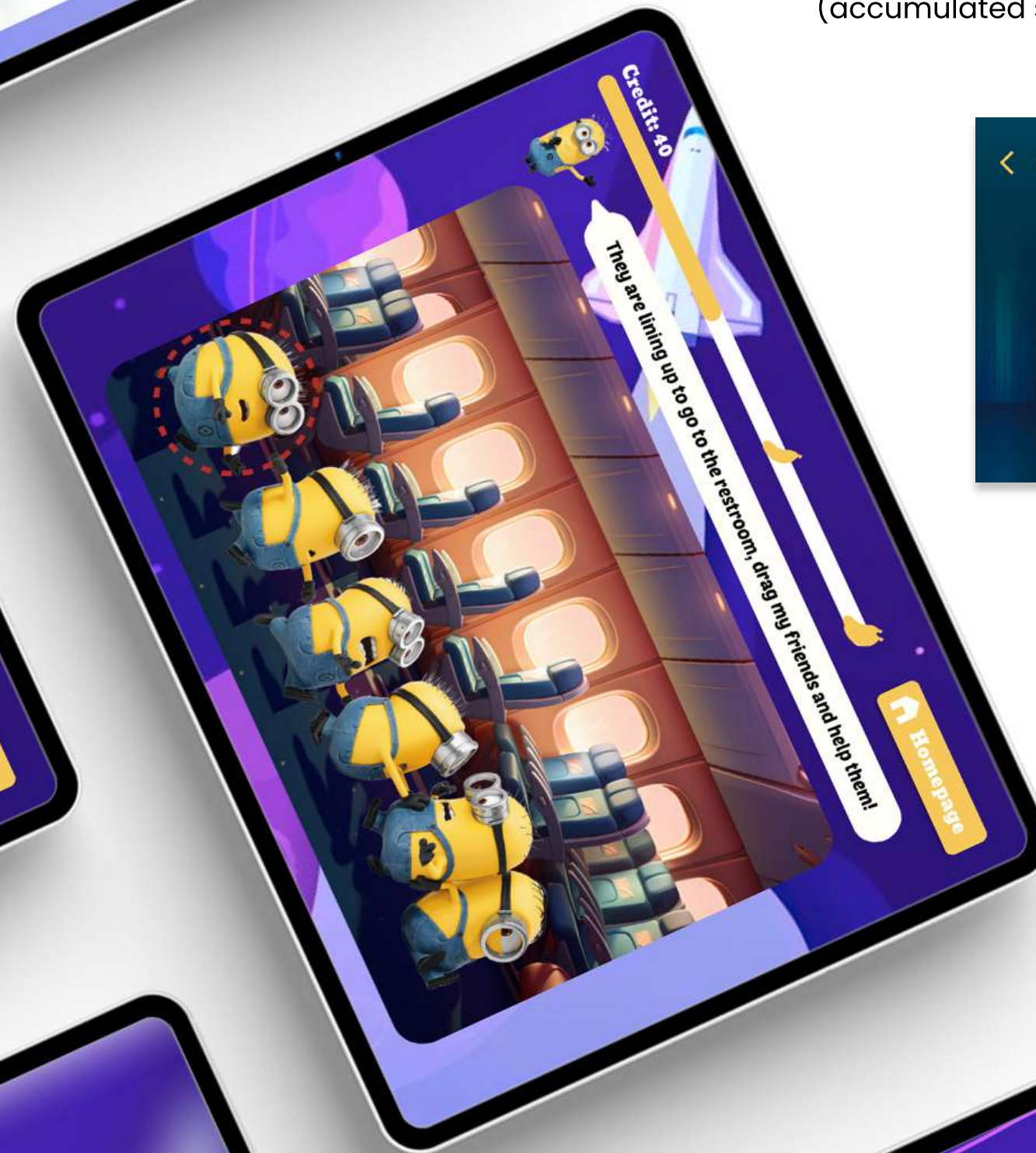
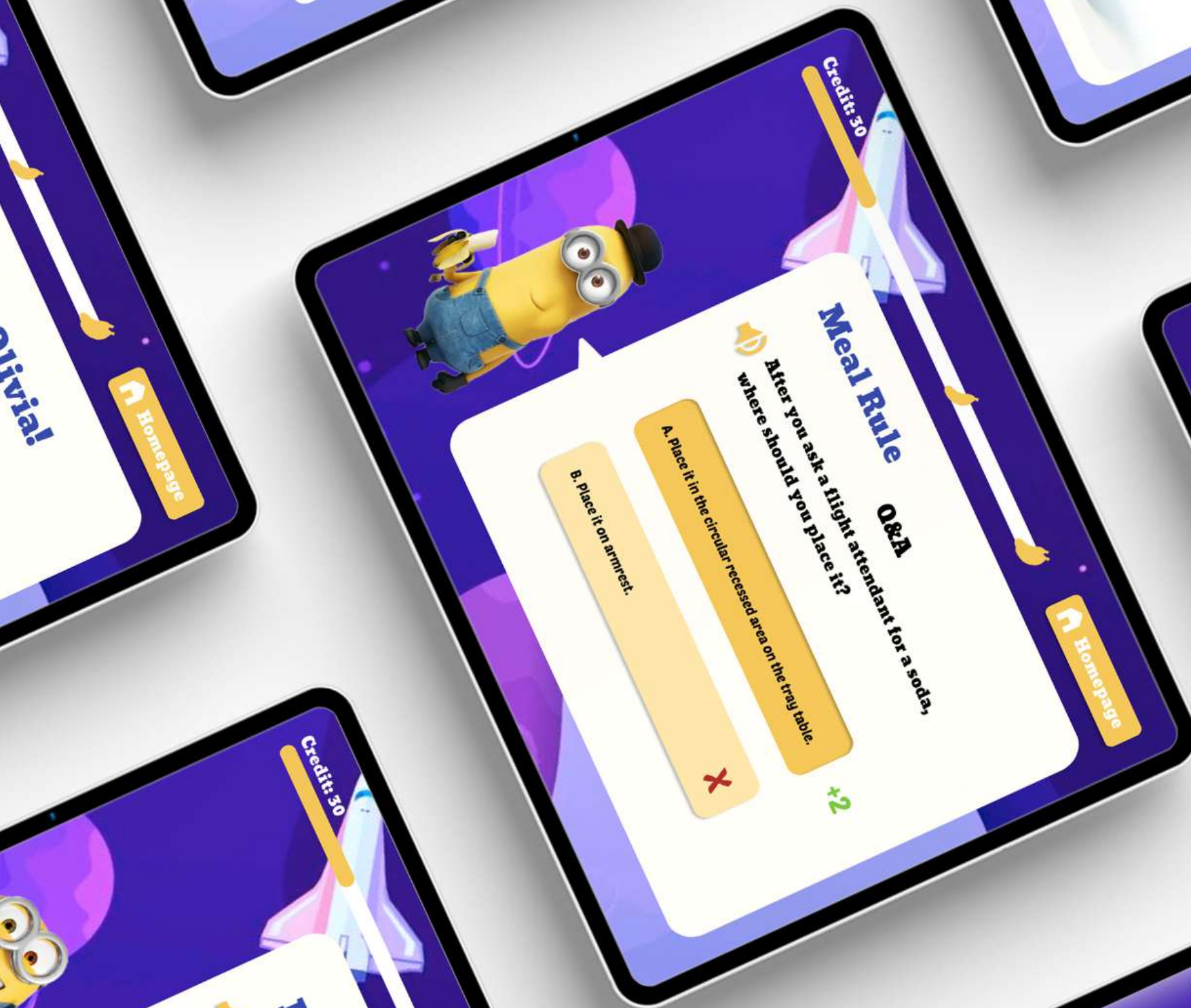
Relax video for eyes
4k natural video will pop up per hour
(accumulated screen time)



Eye Care Reminder
If the distance less than 12-14 in



Loud Reminder
Healthy dB are below 70



Games



Movies



Game details
Kids can play together

