

# H

*H. Halsey Consulting*

## 2020 Innovation @Airports

Heidi Halsey Panel Presentation

*“You’ve got to start with the customer experience and work back toward the technology, not the other way around.”*

*- Steve Jobs*

# Different Ways Airports Implement Innovation

---

## INTERNAL



Collection & implementation of employee ideas

## COMMUNITY



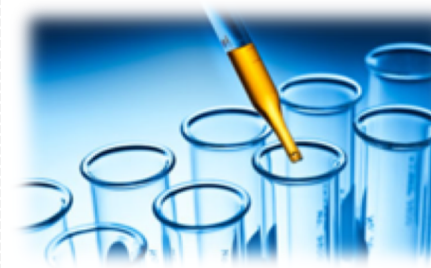
Partnerships and/or engagement with universities & community groups

## STRATEGIC



Innovation to further airport strategic initiatives (passenger experience, Terminal upgrades etc)

## TESTING



Proof of concept trial/pilot

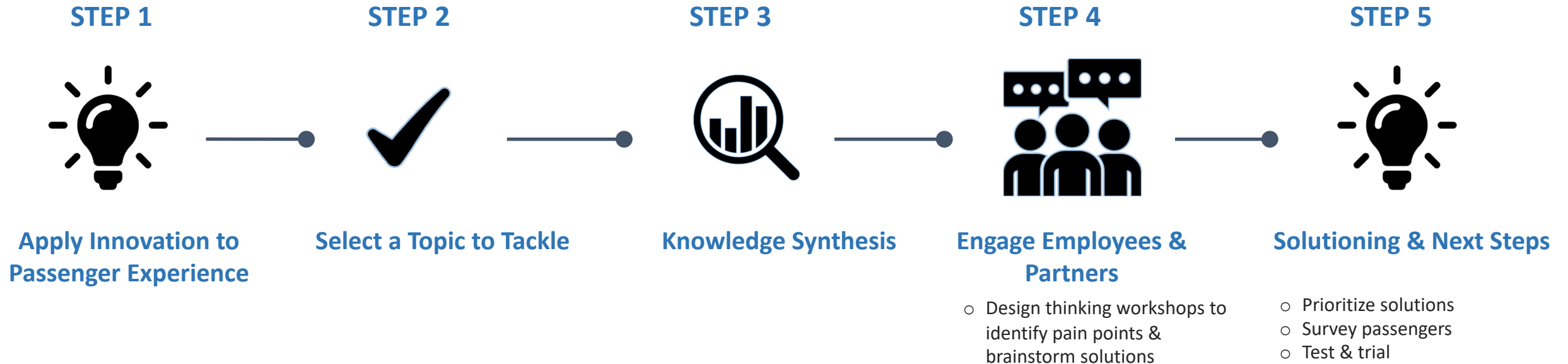
## PROGRAM



Innovation Programs to source & test unique solutions to identified opportunities

# Recent Airport Innovation Project: Approach

---



# Project Exercise: 'Experience' the Passenger Journey

Arrivals

Pre-Flight  
Journey

Airport Arrival to  
Customs

Customs Journey

Arrivals Hall to Ground  
Transportation



Connecting

Pre-Flight  
Journey

Airport Arrival to  
Customs

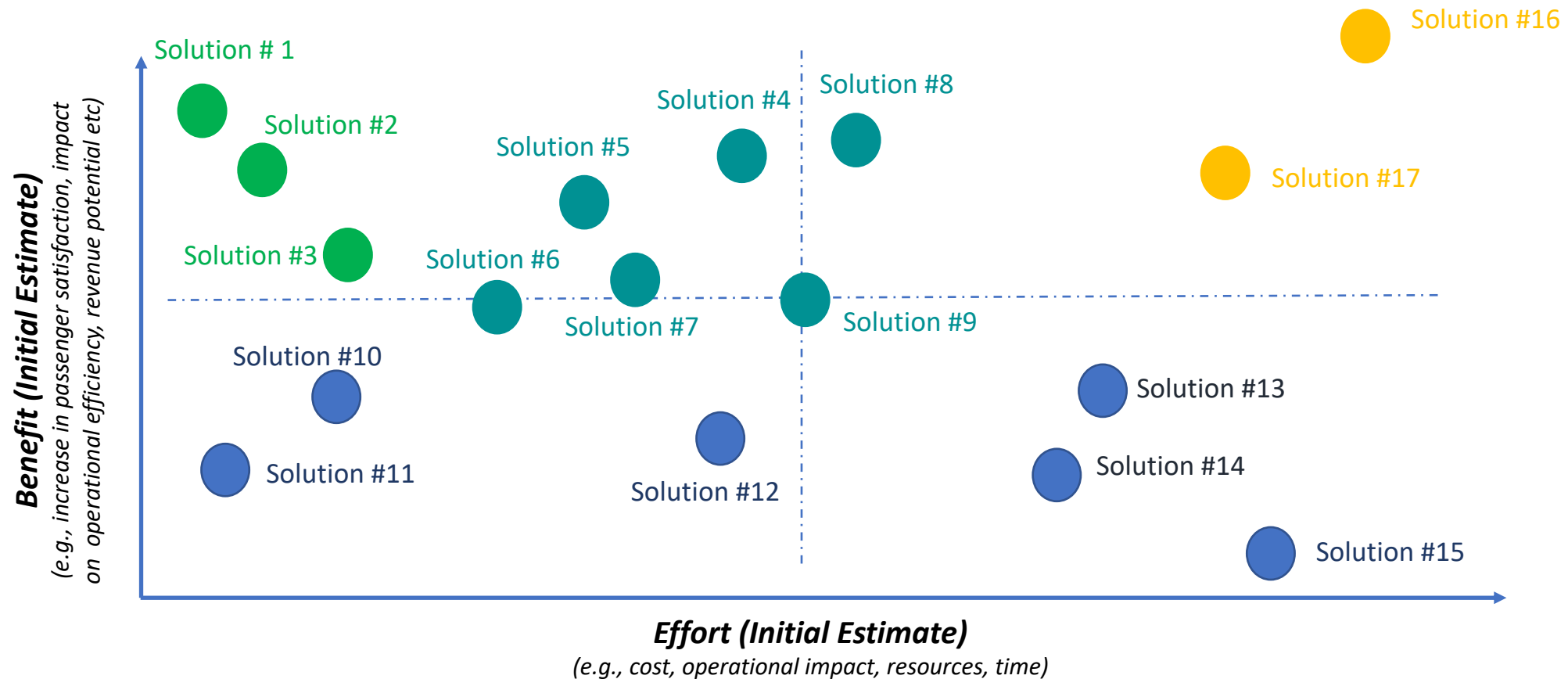
Customs Journey

Transfer/re-  
check Process

Proceed to  
Delta Terminal



# Project Output: Initial Solution Prioritization



Thank You!

# Appendix



# Innovation Objectives/Benefits

---



**Improve the  
Passenger Experience**



**Drive Innovation in  
the Industry**



**Engage the Community**



**Further Employee  
Engagement**



**Drive financial  
return**

# Benefits of a Design Thinking Workshop

*“You’ve got to start with the customer experience and work back toward the technology, not the other way around.”*  
- Steve Jobs

## Why This Approach?



Simple tangible way to test this innovation process



Leverage employees, airline partners & outside key partners who are 'design' focused

## Expected Benefits



Customer Focus



Identify specific pain points & opportunities for improvement



Brainstorm solutions in a safe environment with focus on 'No bad ideas: all welcome'



Fosters employee engagement and collaboration

# EXCERCISE 2: PASSENGER JOURNEY MAPPING

## STEP 1

Each Group Assigned to a Different Customer Persona



## STEP 2

Passenger Journey & Milestones Were Provided



## STEP 3

Each Group Immersed Themselves in the Passenger Experience



## STEP 4

Top 3 Passenger Pain Points Identified



**Group One**

- Family traveler
- Party of 4
- International
- Departures
- Arriving at parking garage
- Heading to check-in
- Checking bags
- Luggage: 4 bags total plus stroller & car seat

**Group Two**

- Family traveler
- Party of 4
- Domestic
- Arrivals
- Arriving at gate
- Heading to baggage claim
- Then arrivals curb for pick-up
- Luggage: 6 bags total

**Group Three**

- Family traveler
- Party of 4
- Domestic
- Departures
- On rental car shuttle to airport
- Heading to security
- Luggage: 4 bags total (all carry-ons)



MILESTONES →	PRE-ARRIVAL	BAGGAGE TRANSPORTATION NEEDS WITH CART	DEPARTURES: TO GATE ARRIVALS: TO TRANSPORTATION
Tasks What are they trying to achieve?			
Questions What might they want to know?			
Emotions What might their feelings be at this stage?			
Weaknesses In what ways are we at risk of letting them down? What barriers exist (i.e., what is inhibiting a good experience)?			
Touchpoints How might they interact with BOS at this stage?			
Influences How can we support their decision-making process?			

- 1 Stress of Finding a Cart - lack of information (at all phases), low visibility, not enough signage and not enough locations throughout airport
- 2 Value of the Cart – doesn't solve all of the primary needs (not worth it for the short journey, doesn't provide a way to hold drinks or children, not available post-security)
- 3 Returns Process – causes anxiety, no incentive to return the cart, rushed timelines

# Top Ideas Further Prioritized into Three Key Buckets

## Implement

- Solution #1 → *implemented*
- Solution #2 } *in process*
- Solution #3 }

## Pursue further: business plans

- Solution #4
- Solution #5
- Solution #6
- Solution #7
- Solution #8
- Solution #9

## Big Ideas

- Solution #16
- Solution #17