



NAME

DATE

THE AIRPORT EXPERIENCE WE DREAM ABOUT

GUIDING PRINCIPLES FOR TODAY'S WORKSHOP

- LOVE WHAT YOU DO* | happiness & fulfillment is always the goal so have fun
- BE PRESENT* | it's as much about the journey as the destination
- EMPATHY. EMPATHY. EMPATHY.* | think like a customer and withhold judgment
- YES AND...* | build off each others ideas and energy
- SEE WHAT CAN BE* | challenge assumptions, dig deeper and always ask why

OUR JOURNEY TODAY

- 10 mins \\ Understand
- 14 mins \\ Empathize
- 06 mins \\ Reframe
- 15 mins \\ Ideate
- 10 mins \\ Iterate
- 26 mins \\ Share

UNDERSTAND

A PRIMER ON OUR EXPERIENCE TODAY \ 10 MINUTES

OUR CHALLENGE

HOW MIGHT WE MAKE THE AIRPORT EXPERIENCE AS DELIGHTFUL AS THE DESTINATION?

OUR GUARDRAILS

CHANNELS

all channels are in play: leverage all mediums at your disposal to craft an amazing experience from kiosks to wearables to service agents.



PHASES

all airport phases are in play: from the time they enter their departure airport to when they exit their destination airport. go ahead and skip the in-flight experience, that's a challenge for another day.



PERSONAS

all personas are in play, but each seek different experiences ranging from the **BUSY BEE** to the **PLAYFUL PUPPY**. find out where your partner's focus is.



SENSES

all senses are in play: we see more success when we play to more than one at once.



EMPATHIZE

INTERVIEW & DIG DEEPER \\ 14 MINUTES

01 INTERVIEW \\ 08 MIN

2 SESSIONS x 4 MINUTES EACH

HOW DO THEY USE TECHNOLOGY? WHAT ARE THEIR GOALS & MOTIVATIONS? WHAT ARE THEIR FEARS? WHAT PAINS ARE THEY TRYING TO OVERCOME?

02 DIG DEEPER \\ 06 MIN

2 SESSIONS x 3 MINUTES EACH

NOW THAT YOU'VE SCRATCHED THE SURFACE, USE THE 5 WHY'S TECHNIQUE TO DEEPEN YOUR UNDERSTANDING AND UNCOVER MEANINGFUL INSIGHTS

REFRAME

CAPTURE FINDINGS & ESTABLISH THE PROBLEM STATEMENT \\ 06 MINUTES

03 CAPTURE FINDINGS \\ 03 MIN

WORK INDEPENDENTLY

GOALS & WISHES \\ WHAT IS YOUR PARTNER TRYING TO ACHIEVE?
(use verbs)

INSIGHTS \\ NEW LEARNINGS ABOUT FEELINGS & MOTIVATIONS
(make inferences from what you heard)

04 ESTABLISH THE PROBLEM STATEMENT \\ 03 MIN

WORK INDEPENDENTLY

DESCRIPTION OF PARTNER

NEEDS A WAY TO _____

USER NEED – INCLUDE VERB

BECAUSE... \\ **BUT...** \\ **SURPRISINGLY...**

CIRCLE ONE

INSIGHT

INSIGHT CONTINUED

IDEATE

PROTOTYPE & SHARE \\ 15 MINUTES

05 SKETCH RADICAL WAYS TO MEET YOUR USER'S NEEDS \\ 05 MIN

USE THE NEW PROBLEM STATEMENT AND WORK INDEPENDENTLY

PROTOTYPE 1

PROTOTYPE 2

PROTOTYPE 3

PROTOTYPE 4

PROTOTYPE 5

PROTOTYPE 6

06 SHARE YOUR SOLUTIONS & CAPTURE FEEDBACK \\ 10 MIN

2 SESSIONS x 5 MINUTES EACH

FEEDBACK FROM YOUR PARTNER

ITERATE

BRING IT ALL TOGETHER & BUILD YOUR PROTOTYPE \\ 10 MINUTES

07 REFLECT & GENERATE A NEW SOLUTION \\ 03 MIN

PICK YOUR ONE 'BIG IDEA' AND BRING IT TO LIFE

SKETCH YOUR 'BIG IDEA' & NOTE DETAILS IF NECESSARY

08 CONSTRUCT YOUR PROTOTYPE \\ 07 MIN

WORK INDEPENDENTLY TO BUILD MOCK-UP OF YOUR SOLUTION FOR YOUR PARTNER TO INTERACT WITH

DOCUMENT ANY REAL-TIME ADJUSTMENTS OR INSIGHTS GAINED DURING THE CONSTRUCTION PROCESS

SHARE

PRESENT & EXPAND \\ 26 MINUTES

09 SHARE YOUR PROTOTYPE WITH YOUR PARTNER \\ 06 MIN

2 SESSIONS x 3 MINUTES EACH

WHAT WORKED...

WHAT COULD BE IMPROVED...

QUESTIONS...

IDEAS...

10 GROUP SHARE & DEBRIEF \\ 20 MIN

LISTEN RESPECTFULLY AND BUILD OFF EACH OTHER

DOCUMENT ANY FEEDBACK FROM THE BROADER GROUP OR USE THIS SPACE TO MAKE NOTES ON THE PROTOTYPES SHARED BY OTHERS.

inspired by

Alaska

YOU'RE OFF TO GREAT PLACES!
TODAY IS YOUR DAY!
YOUR MOUNTAIN IS WAITING,
SO... GET ON YOUR WAY!

===== dr. seuss =====