Alaska AIRLINES

Direct Pass

How Might We Reinvent Self Check-in?

Eliminating Emotional Baggage from the Self Check-in Experience

PROBLEM SPACE

Air travel is stressful, especially during check-in and at the airport. Already anxious, the traveler bears the burden of checking in, not the airline. Using self-service kiosks and self-tagging luggage further heightens the stress experienced by the traveler.
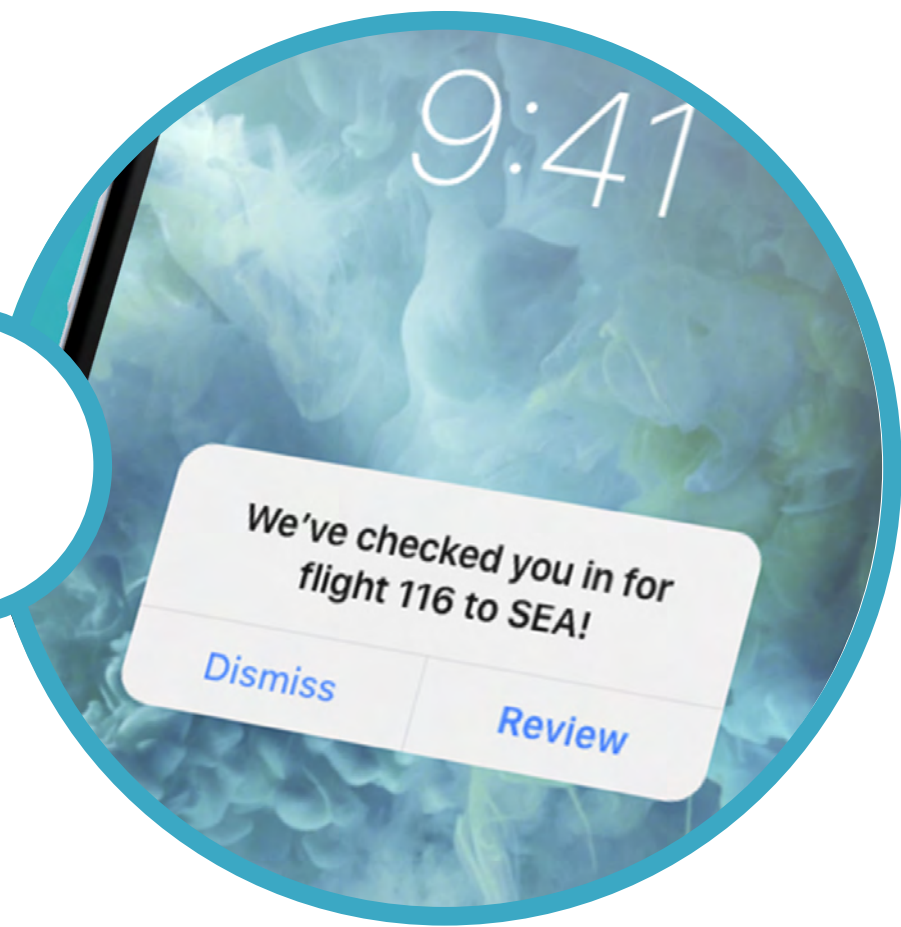
DESIGN SOLUTION

"Direct Pass" is a new experience that automates and streamlines the check-in process to avoid the multiple tasks and hassles of checking in. It proactively checks in travelers and it offers reusable bag tags with RFID and NFC technology to expedite luggage check-in.

Alaska Airlines Proactively Checks You In

Instead of remembering to check in 24 hours prior to takeoff, Alaska Airlines automatically checks travelers in for their flight through text or app notification.

1

9:41

We've checked you in for flight 116 to SEA!

Dismiss   Review

2

Hazardous materials

The US government has regulations that [...] hazardous materials in baggage on aircraft [...]
Learn more

Aerosols   Canned fuel   Lighters   Lithium batter[...]

Matches   Loose ammo   Oxygen   Flares/fireworks

Firearms

Traveling with a firearm

Review Prohibited Items to Receive Boarding Pass

Travelers review and acknowledge the TSA restrictions on hazardous materials and firearms to get their boarding pass.

Checked Luggage? Link Direct Pass Tags

Travelers pay for their bags and link a Direct Pass luggage tag to each bag associated with their itinerary.

3

4

Bypass Lines and Handoff Bag at Baggage Drop Off Area

Now that the Direct Pass luggage tag is linked to their itinerary, travelers can bypass kiosk lines and simply drop their luggage and proceed to security.

PROCESS

RESEARCH

Through at-airport observational research, group ideation with users, a literature review, competitive analysis, and a cognitive walkthrough, we learned how self check-in becomes stressful for travelers.

IDEATE

Through drawing the problem space, brainwriting, and storyboarding we decided to design a mobile and smart tag based experience that eliminates extraneous tasks during the check-in window of time (24hrs prior to take off).
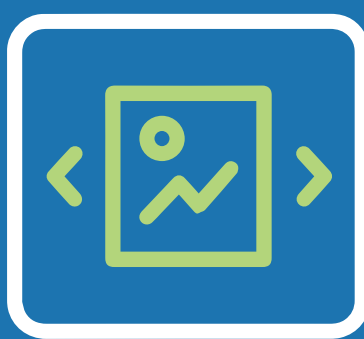
PROTOTYPE

We designed a new Direct Pass feature for the Alaska Airlines IOS app that automatically checks users in and uses a digital and reusable luggage tag they can program from home, eliminating the need to use self service kiosks at the airport and time spent waiting in line.

EVALUATE

Using the RITE Method, we conducted 6 usability studies on paper and high-fidelity interactive prototypes. Users helped us identify where instructions were not clear. We leveraged UX content strategy to improve and clarify the new experience and promote user confidence.

HUMAN CENTERED DESIGN & ENGINEERING
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