



Client Brief

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Client Overview

Fly Horizon is a leading international airline operating a wide range of flights across different continents. With a reputation for excellence in customer service and innovation, Fly Horizon aims to enhance the overall in-flight experience for its passengers.

As part of their ongoing commitment to providing exceptional services, Fly Horizon has decided to introduce a new in-flight entertainment system to cater to the diverse needs and preferences of their passengers while keeping them engaged and entertained throughout the flight.

Client Objectives

The primary objective of Fly Horizon is to design and develop an immersive and user-friendly in-flight entertainment system that sets them apart from their competitors. The system should offer a wide range of entertainment options to keep passengers engaged and entertained throughout their journey. Fly Horizon aims to create an exceptional in-flight experience that reflects their commitment to customer satisfaction and positions them as a modern, cutting-edge airline in the industry.

Requested Features

- **Multimedia Options**

The in-flight entertainment system should offer passengers a comprehensive selection of multimedia options, including access to a diverse library of on-demand movies, TV shows, and music playlists.

- **Live TV**

Passengers should have access to live television channels, enabling them to stay updated with news, sports, and other popular broadcasts during their flight.

- **In-Flight Map**

The system should include an interactive map that allows passengers to track their flight progress, explore points of interest, and access relevant travel information.

- **Food and Drink Menu**

Passengers should be able to browse an extensive menu of food and drink options available on the flight, with the ability to place orders directly through the entertainment system.

- **Gaming Options**

The in-flight entertainment system should provide passengers with a selection of engaging games to cater to different preferences and age groups.

Please note your team will not be responsible for designing the games available to users; you are only designing how users will access them. Fly Horizon will be responsible for collecting the games, music, TV, and movies to populate the experience your team designs.

Accessibility Concerns

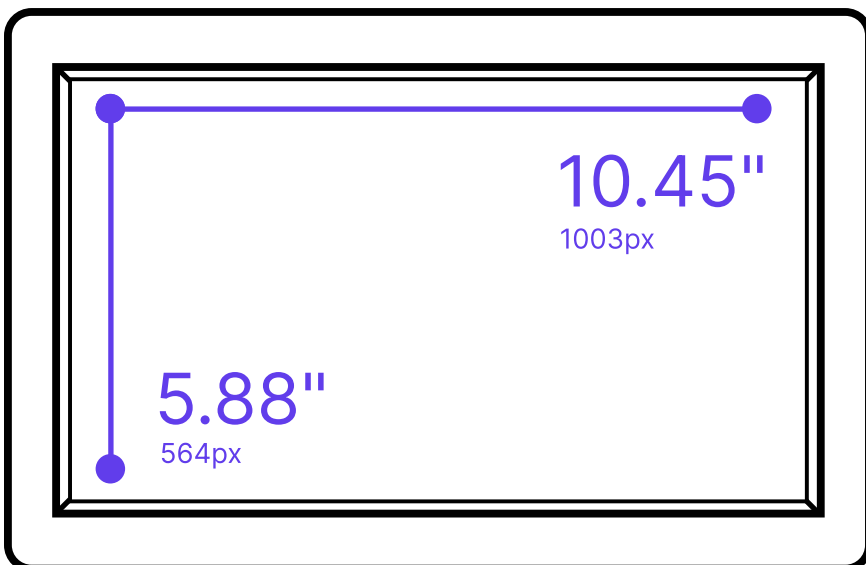
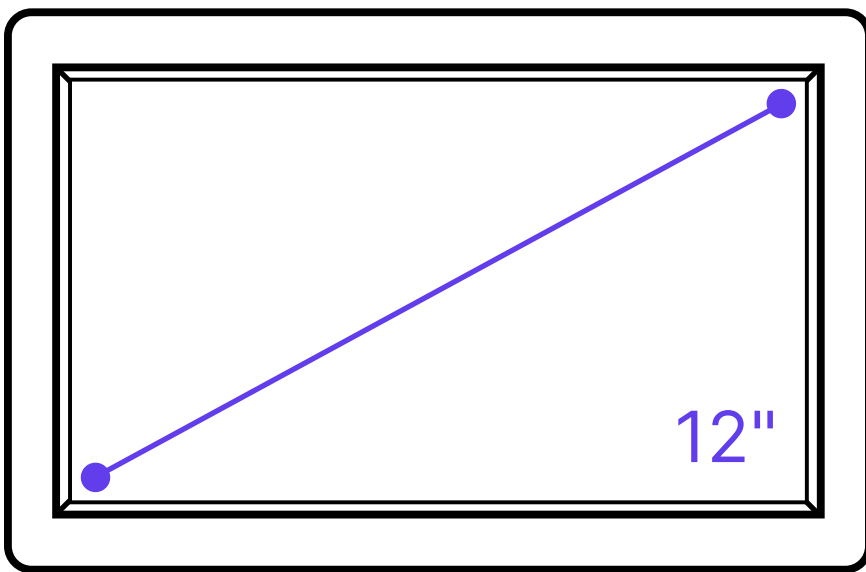
In designing the in-flight entertainment system, it is crucial to ensure accessibility for all passengers, including those with visual or hearing impairments. If designing for video experiences, the design should incorporate options that adhere to accessibility guidelines, offering features such as closed captioning for videos, audio descriptions for visually impaired passengers, and intuitive navigation options for individuals with limited dexterity.

Touch-screen interactions should be quick and not require users to maintain their hand position on the screen for long periods of time.

Project Dimensions

For the in-flight entertainment system design, it is essential to consider the dimensions of the seat-back screens to ensure accurate and effective design implementation. Fly Horizon has equipped their planes with 12-inch seat-back displays for each of their passengers.

Please refer to the following dimensions when designing prototypes for this project:



Environment Examples

The 12-inch seat-back screens designed for Fly Horizon's in-flight entertainment system are integral components of the passenger cabin experience. Placed on the back of each seat, these screens serve as personal entertainment hubs for passengers throughout their journey.



Image retrieved from unsplash.com



Image retrieved from unsplash.com

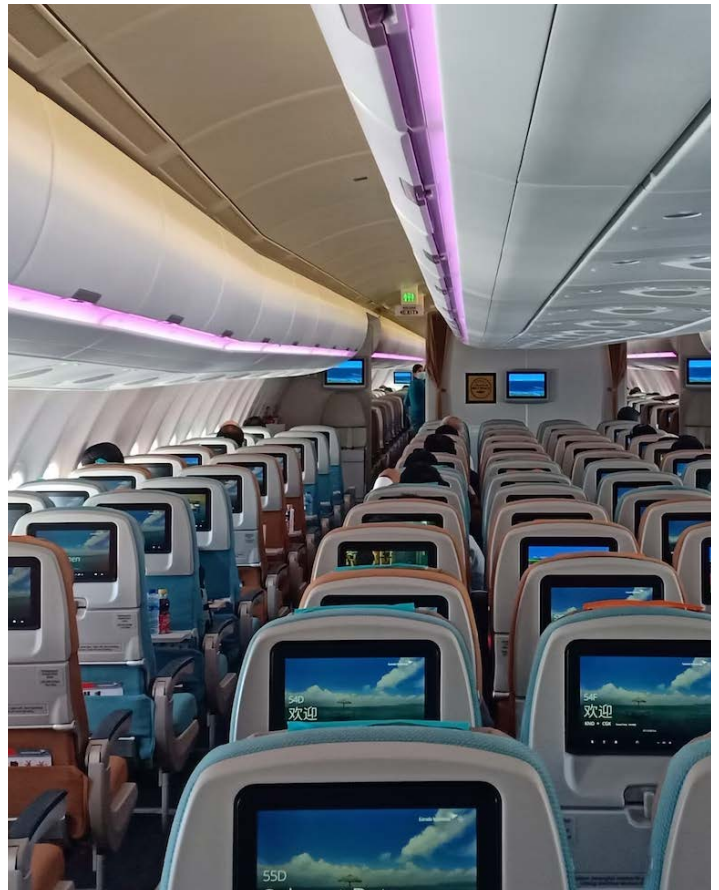


Image retrieved from unsplash.com

Market Research

Extensive market research conducted by Fly Horizon indicates a growing demand for personalized and interactive in-flight entertainment experiences. Passengers expect an extensive library of content that caters to different preferences and age groups. The research also highlights the importance of a user-friendly interface and seamless navigation to enhance the overall user experience. Additionally, the study reveals that passengers value real-time information and the ability to order food and beverages directly through the entertainment system.

Along with this market research, Fly Horizon has compiled the following user personas to assist tailoring the passenger experience:

User Persona 1 (The Business Traveler)



Siobhan, age 45, lives in urban area, traveling businesswoman

As a frequent traveler, Siobhan often embarks on short-haul flights (no longer than 3 hours) for business purposes. She is focused on maximizing her productivity during flights while also seeking opportunities for relaxation.

Goals

Business travelers aim to utilize their travel time effectively by catching up on work, staying updated with news and current events, and finding moments of relaxation amidst their busy schedules.

Challenges

Limited time and the need to balance work and leisure make it crucial for business travelers to have access to efficient and engaging entertainment options that align with their preferences and professional needs.

Values

Business travelers appreciate convenience, efficiency, and the ability to seamlessly transition between work and entertainment. They value high-quality content and interfaces that enhance their overall in-flight experience.

Technical Proficiency

Business travelers are generally proficient in using technology and have experience with various digital platforms and devices.

User Persona 2 (The Family Vacationer)



Sebastian, age 32, lives in suburban area, stay-at-home father

As a father of two, Sebastian often travels with his young children and wife. He is looking for ways to keep everyone entertained and engaged throughout the flight. Sebastian frequently likes to take the kids on flights for family vacations, but he does try to keep their flights less than three hours to be respectful of their limited attention spans.

Goals

Family vacationers seek a variety of entertainment options suitable for all ages. They aim to ensure a smooth and enjoyable travel experience for their children and themselves, making the journey a memorable part of their overall vacation.

Challenges

Keeping children entertained, managing different preferences within the family, and ensuring a safe and enjoyable environment for everyone are the primary challenges for family vacationers during flights.

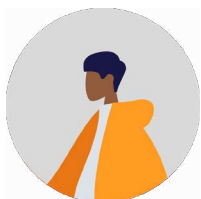
Values

Family vacationers value family-friendly content, interactive features that encourage engagement and bonding, and easy-to-use interfaces that cater to different age groups.

Technical Proficiency

Family vacationers have varying levels of technical proficiency. Adults are generally comfortable with digital devices, while their children may require simpler interfaces or assistance from their parents.

User Persona 3 (The Solo Explorer)



Tshering, age 25, lives in urban area, remote salesperson

Tshering is a solo explorer that loves to embark on long-haul flights (6-12 hours) for leisure and exploration purposes. They are an independent traveler seeking immersive experiences and opportunities for personal growth before their life settles down.

Goals

Solo explorers aim to make the most of their flight time by indulging in diverse entertainment options. They seek engaging content, such as movies, TV series, music, and interactive features, to keep them engaged throughout the journey.

Challenges

Solo explorers may face challenges in finding entertainment that aligns with their preferences, overcoming potential feelings of boredom during long flights, and finding ways to relax and unwind during the journey.

Values

Solo explorers value freedom, self-discovery, and immersive experiences. They appreciate entertainment options that cater to various interests, from cultural documentaries to popular music and engaging games.

Technical Proficiency

Solo explorers are typically proficient in using digital devices and have experience with a wide range of entertainment platforms and applications.

Client Branding

Fly Horizon has established branding that is present throughout their aircraft. However, this is their first entry into the interactive space. They are relying on your team to expand their branding and color palette to fit a more interactive environment while still keeping their company touch.

Below are the available designs to utilize in your prototypes; design files are also provided in the accompanying client folder.

Logo Wide



Logo Stacked



Icon Only



Colors

#084B83

Primary

#2DC7FF

Secondary