

Ideation Method: MASH-UP

HOW MIGHT WE

IMPROVE THE EXPERIENCE OF AN AIRPORT FOR PASSENGERS?

Category 1:

ELEMENTS OF AN AIRPORT

1. Standing on line at baggage check
2. Having to wait for a plane to dock
3. Paying for tv access on a plane
4. Orders
5. Bright lights
6. Noisy
7. Countless staff members
8. Security pat-downs
9. Cost of items are high
10. Food offered is limited
11. Gated off at specific locations
12. Information provided is confusing
13. Not enough seating at gates
14. Baggage claim
15. Bathroom lines

Category 2:

THINGS YOU FIND IN A RESORT

- A. Minibar
- B. Pool
- C. Gym
- D. Restaurant - food service
- E. Dark rooms
- F. Large community spaces
- G. Free bath care
- H. Coffee and tea in room
- I. Bibles
- J. Daily papers
- K. Various activities - indoor and outdoor
- L. Kitchens
- M. Spas
- N. Animals
- O. Cleaning supplies

DEFINITIONS

5E. DARKENER PODS. When it is too bright, loud, or the temperature is just not right, people become annoyed every quickly. These specific pods allow waiting for passengers to become comfortable during the long hours of waiting at the gate location.

10D. FIVE-STAR AIRPORT EATS. Increasing the quantity of the food provided at airports will help keep waiting for passengers full and happy longer because they are putting better food into their bodies. The airport can switch out fast-food chain food services with healthier chain restaurants.

2K. WAITING ACTIVATES. Most of the time, passengers are waiting for their plane to arrive at their gate. Waiting activates is a program that allows waiting for passengers to participate to pass the time of waiting. Activities would range according to given wait time.

12J. PASSENGER NEWS. An update that comes directly to a passenger's phone about their time at the airport. Items could include: gate number, closes bathrooms, baggage check, and security check wait time, flight updates, and restaurants that a passenger likes in the airport.

11H. GATE BREAK. A gate break is a station for passengers to get free coffee, tea, and or water as they wait at their gate for their plane. Since they can not move to another location to receive this accommodation, it is a nice way for the passengers to know they are appreciated for waiting close by.

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NUMBER OF PEOPLE INVOLVED:

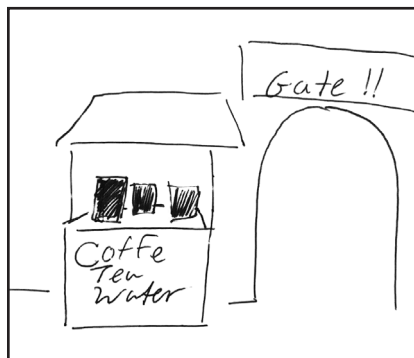
1

NUMBER OF IDEAS GENERATED:

5

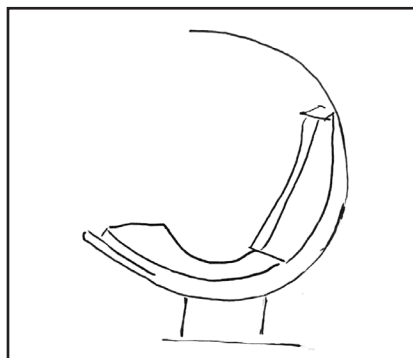
WILDEST IDEA:

DARKENER PODS



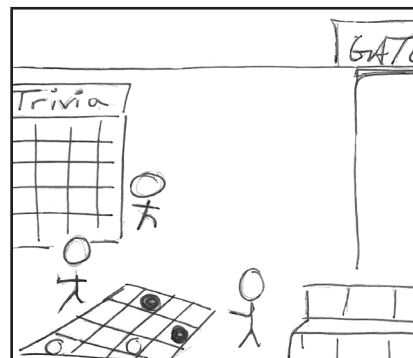
GATE BREAK

Allow airport passengers to receive free coffee, tea, and water as they wait the long hours at the gate for the plane.



DARKENER POD

Waiting passengers can block lights, and noise as well as fix the temperature as they wait for their planes arrival.



WAITING ACTIVITIES

As passengers wait for their flight, they can play games according to their wait.

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