



Boeing: An All-You-Can-Eat Ux Buffet

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Archetype Discovery



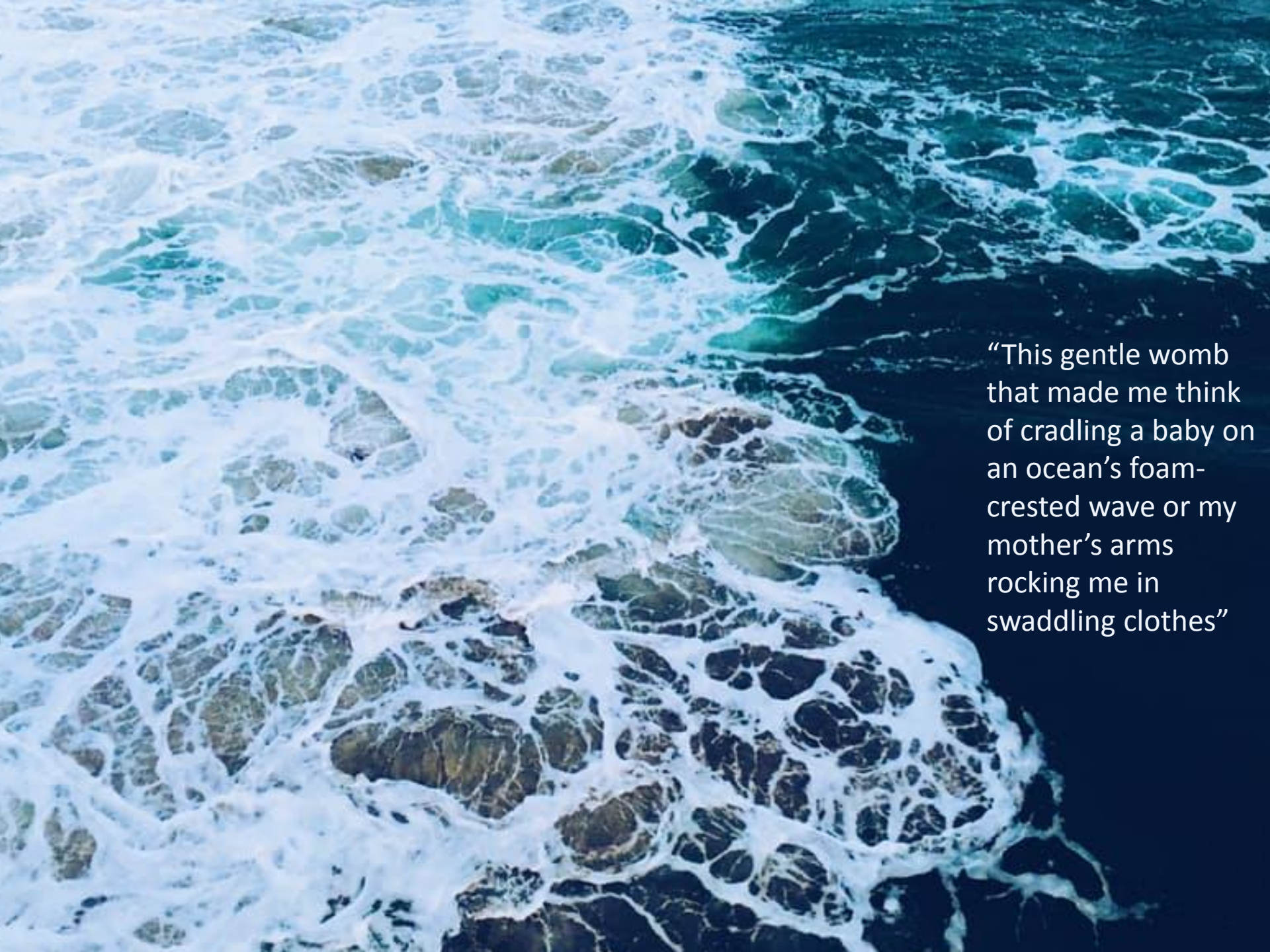
Idealized Design



The ideal, the ultimate,
the very best interior of
a commercial airplane

lights drinks **comfort** flights recline
restrooms safety **seat** relax temperature technology modern help
snacks better cool service internet
nice **big** soft **food** bed plush place
first-class excellent sleep **leg** **clean** luggage best
fresh good quiet entertainment
wings leather
wifi movies pillows bright safe great smells
private pleasant free tv noise blankets friendly
luxurious window beautiful message smooth

seat
spacious
sleep aroma music food easy choice
access service lots window smooth row pillows noise attendants colorful devices video soft big
liquor luggage relax safety atmosphere cable free **restrooms** leg storage tv **good clean** smells play
great recline fresh drinks aisles pleasant will beverages bright overhead headrests wine carpets satellite first-class
support



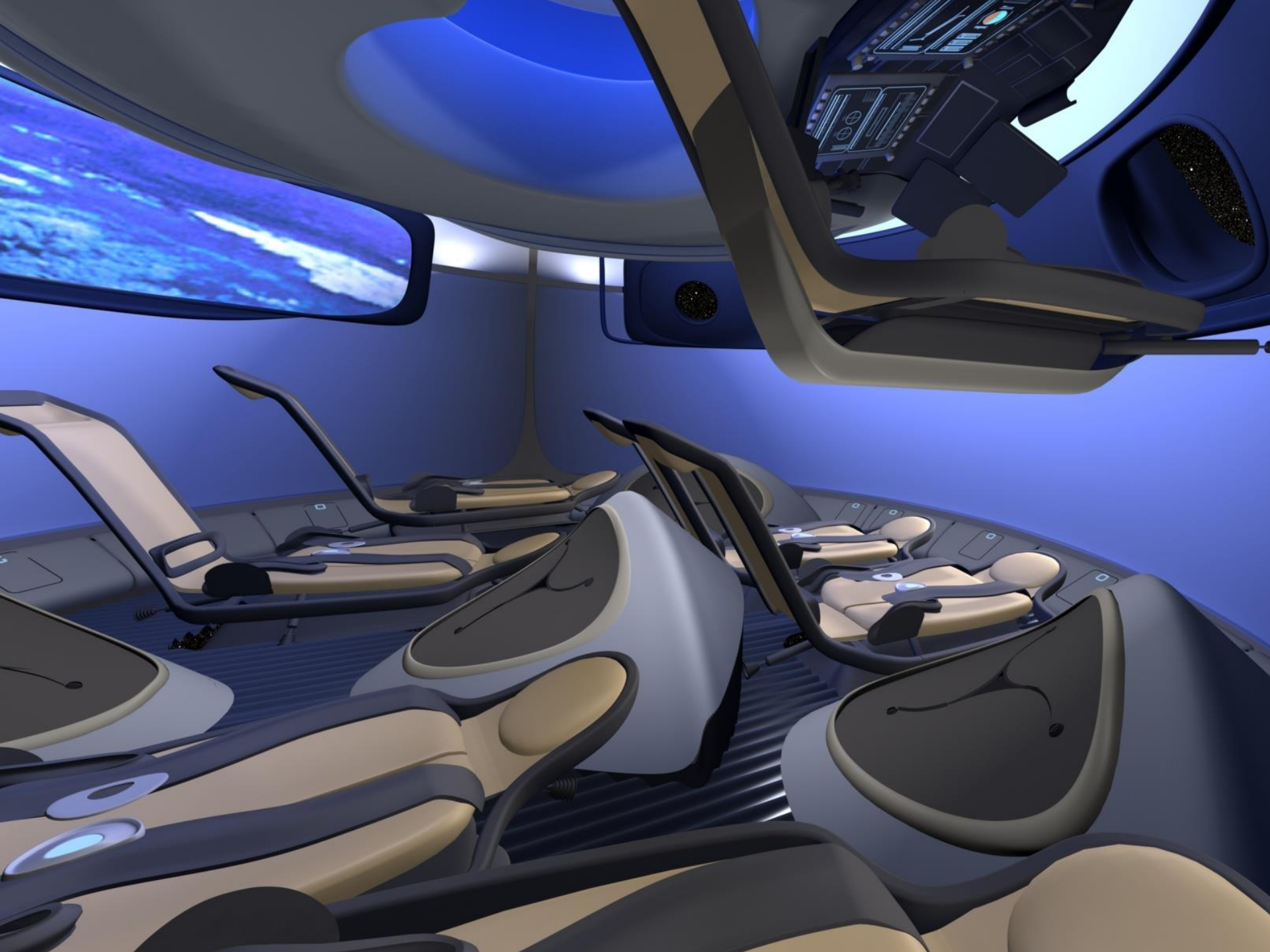
“This gentle womb
that made me think
of cradling a baby on
an ocean’s foam-
crested wave or my
mother’s arms
rocking me in
swaddling clothes”



Passenger Experience Research Center



In-Flight Research





Seats



Crew rest



Surface area





Customization

STOWAGE





Connectivity







another private experience





W W



Cultural branding

OTOSANGUR EXIT



There's time for a little nap.
And there's time for a little nap.
For all kinds of everything.
#MySingapore

Did you know that you can
book an additional Singapore
at no additional cost?
#MySingapore

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 Singapore Airlines
SINGAPORE AIRLINES



door-to-door





SECURITY NUMBER	EMPLOYEE NAME (LAST-FIRST-M.I.)	2-3755	MUY	6
STATUS CHANGE CODE		BUDGET	REG. LOC	P/C

SALCO

LOCATION	SOC	SHIFT	SHIFT START	CHECK LOC.	NEW REG. LOC.	STANDARD JOB NUMBER	CAT.	SAT. FREQ.
----------	-----	-------	-------------	------------	---------------	---------------------	------	------------

ER SUPPLY OF CHECK BLOCK (DATE CARD)	DATE	MO.	DAY	YEAR
☐		1	20	288

CARDS ARE TO BE SUBMITTED TO THE TIMEKEEPER ON THE FIRST ROUTE COVERAGE ON THE MORNING FOLLOWING THE DATE OF ACTIVITY.
INPUT DATA: (KIND CODES ON REVERSE SIDE OF CARD)

Employees are responsible for their own Salco Cards. Cards prepared in INK; corrections made by crossout, initialed, or entry, with no erasures or

Cards must be signed by the putting the data and the

Signature

Signature

ALSIFYING TIME OR
DS ARE SUBJECT TO
PLINARY ACTION AND
L AND/OR CRIMINAL

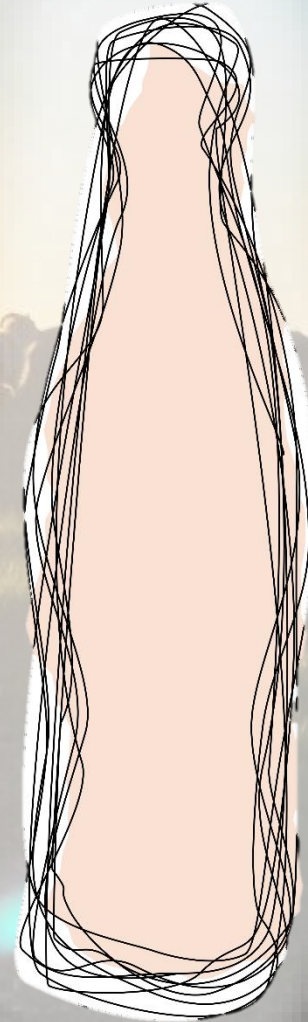
TO RECEIVE ADVANCE
CHECK FOR
PAY DUE WHILE
ON VACATION
CHECK BOX *

SCHEDULE MY VACATION AS FOLLOWS:					
FROM DATE			THROUGH DATE		HOURS/10th
MO.	DAY	YEAR	MO.	DAY	YEAR

* VACATION REQUEST REQUIRING ADVANCE PAYCHECK(S) MUST BE RECEIVED BY PAYROLL AT LEAST 5 DAYS PRIOR TO START OF VACATION (10 DAYS FOR EMPLOYEES LOCATED AT REMOTE OPERATIONS)

CANCEL MY VACATION THAT WAS SCHEDULED					
FROM DATE			THROUGH DATE		
MO.	DAY	YEAR	MO.	DAY	YEAR

A Boeing usability riddle



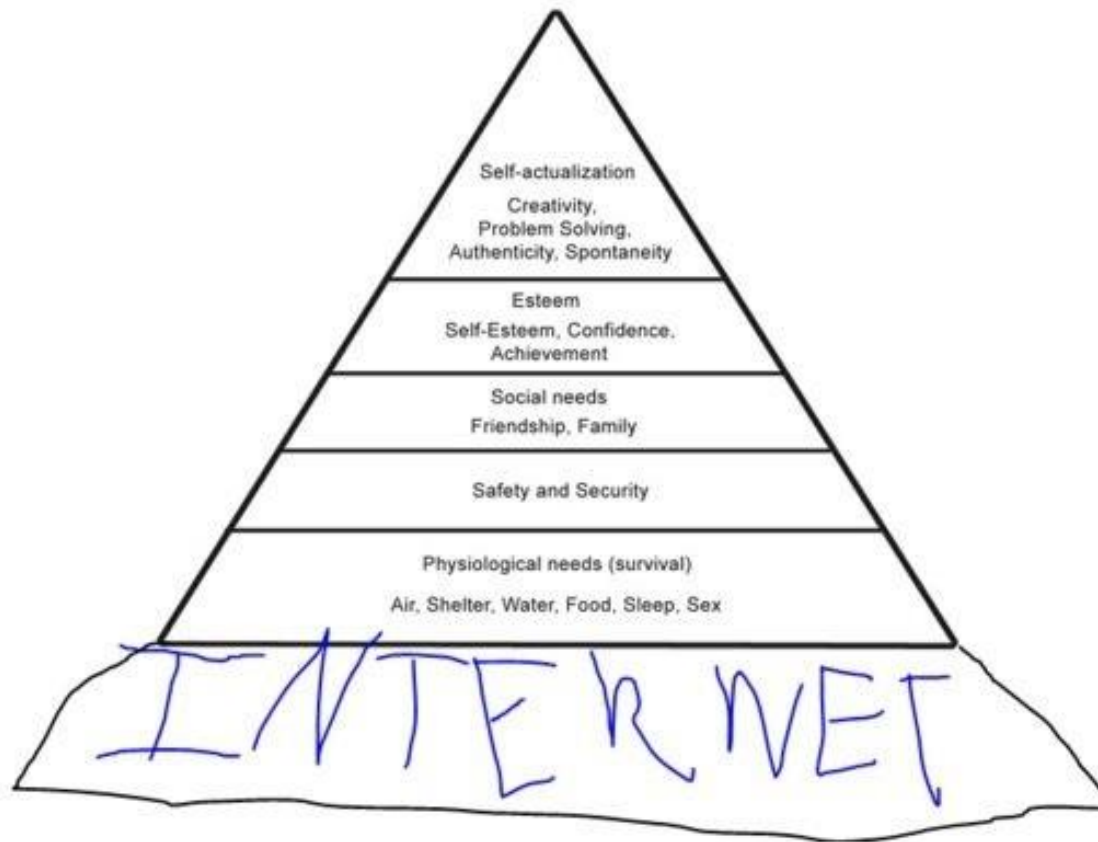


THEN

WORK

NOW, TOMORROW & BEYOND
MODERN LIFE







Thank you

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Images reference page

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Connectivity/wifi, group experience Change applied by adding font on top of image.

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