

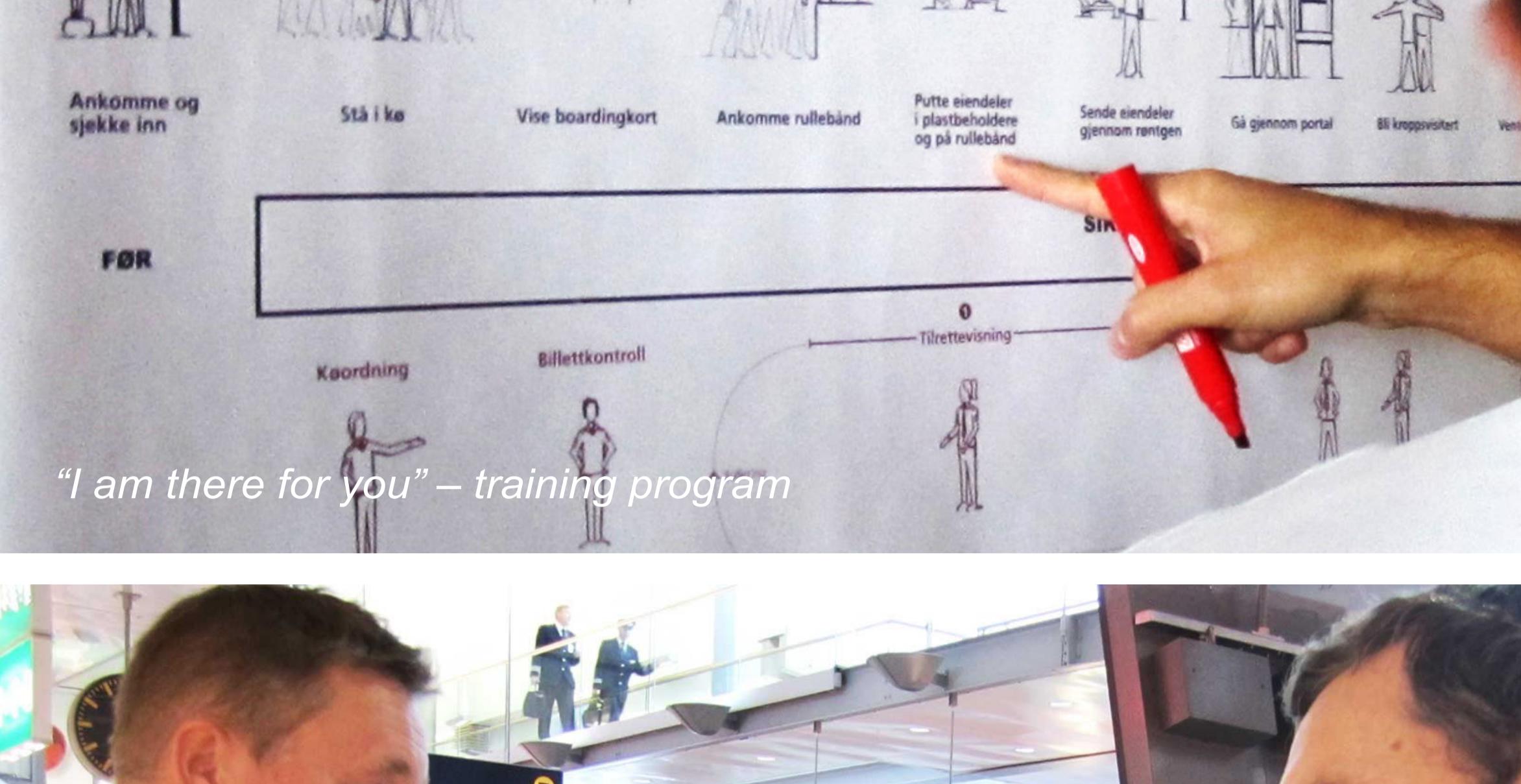
THE SERVICE DESIGN AWARD

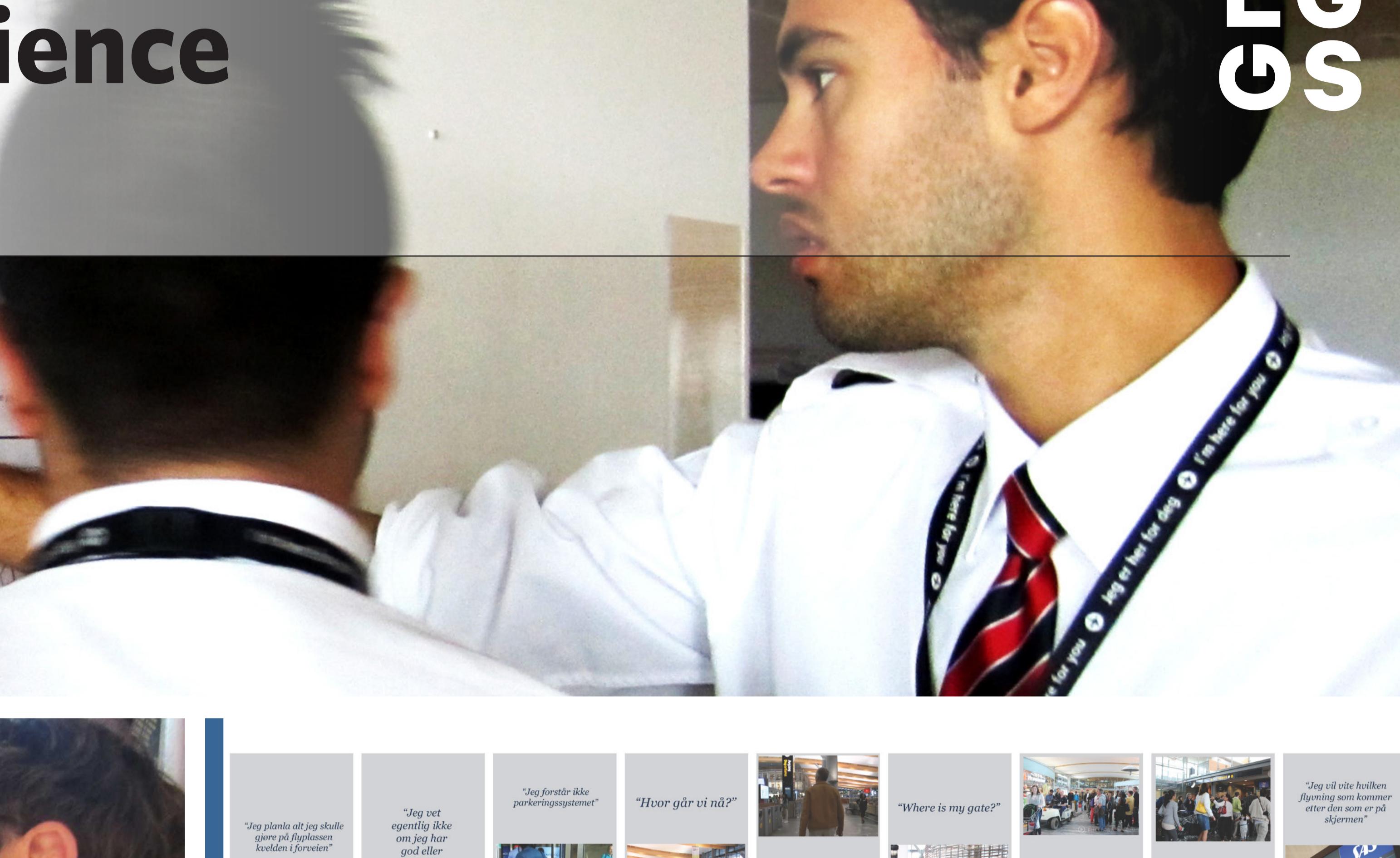
sdn
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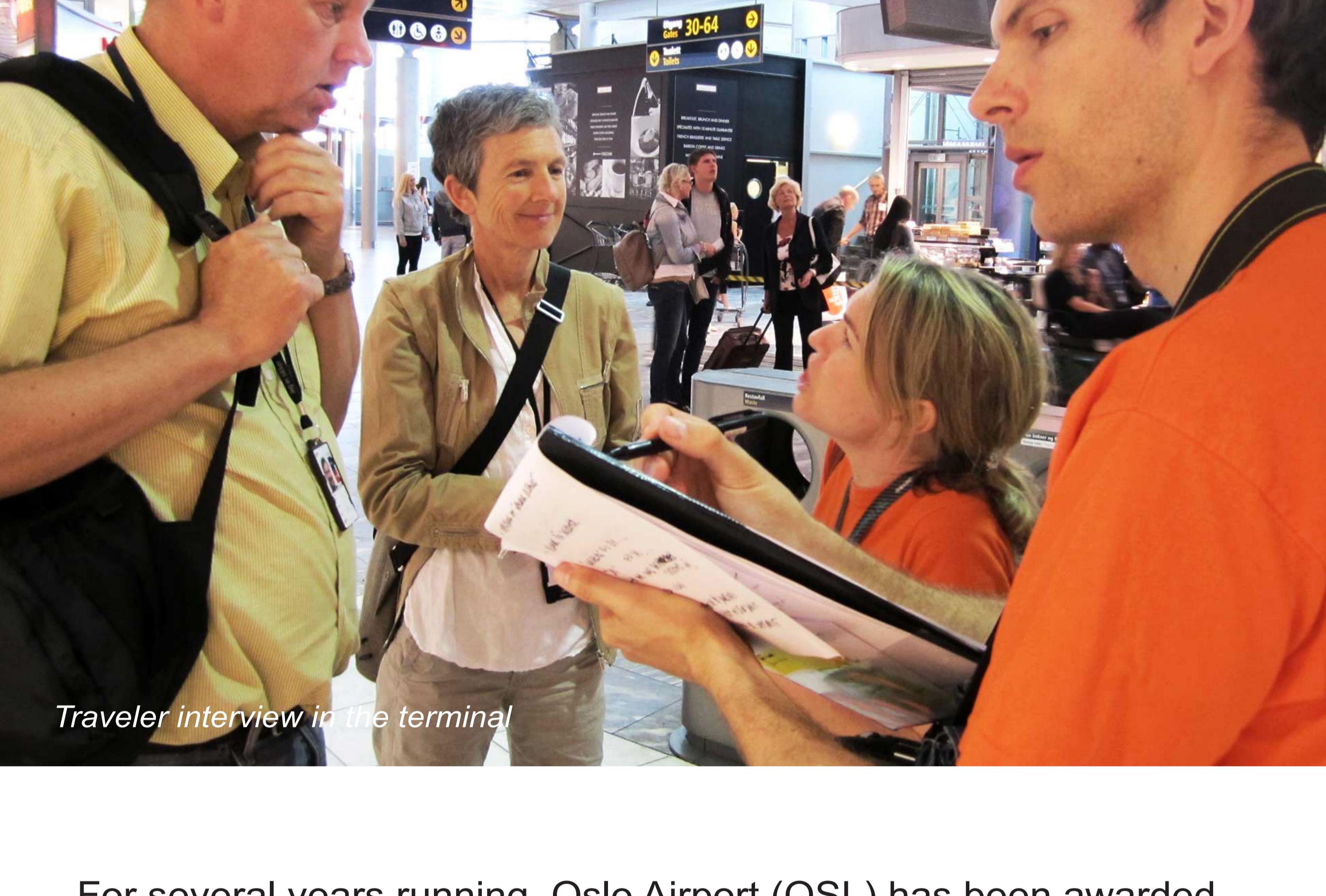


OSL - Traveler's Experience

Service design for a passenger centric mindset





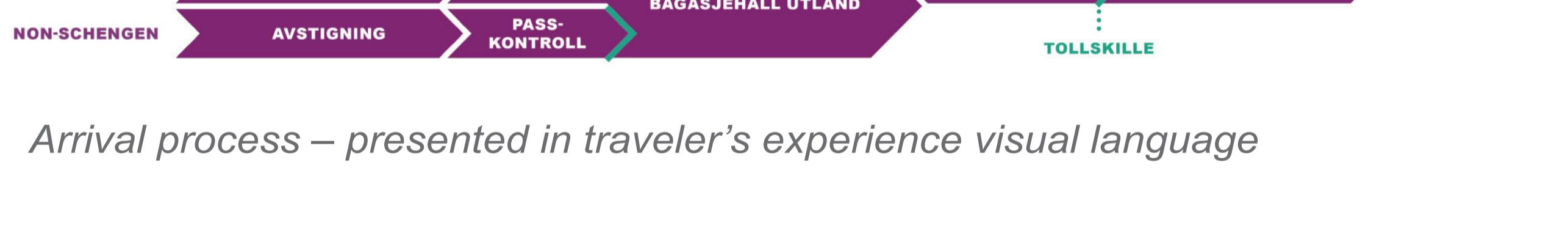




For several years running, Oslo Airport (OSL) has been awarded the most efficient and punctual airport in Europe. But OSL wants to be more than just a punctual airport. For the next strategy period, ending in 2017, the vision is to become the best airport in Europe. To achieve this, 150 companies with a total of 13000 employees must act together to understand and meet the expectations of their travelers.

Starting in the spring of 2012, the design team wanted to create a rich and comprehensive picture of the traveler's experience, behavior and needs at the airport. Designers and OSL employees, dressed in orange t-shirts, conducted research, such as:

- **Shadowing:** shadowing of travelers throughout the airport
- **Interviews:** with travelers and employees - both recruited and spontaneous
- **Observation:** observing patterns and experience in the airport
- **Self-documentation:** travelers documenting their own experiences



Arrival process – presented in traveler's experience visual language

Based on an extensive insight process, OSL has with the help of EGGS design and Sopra Steria implemented a number of different interventions. These include:

- **Improvements on information and wayfinding**, such as new gate numbering, improved dynamic flight information, and numerous signage improvements
- **Improved traveler's facilities**, like drinking water fountains, electrical outlets, etc.
- **"Felix & Fiona"** – a comprehensive service offering for families with kids, including Family Track at the security check
- **"I am there for you"** – service program and training for OSL personnel
- **A common visual language** for traveler's experience, enabling top-of-mind focus on travelers in internal processes in the airport

We believe the project is a great example of service design, because:

- The project is implemented on a large scale, with implications on numerous on-stage and back-stage services in the airport, on employee training and mindset.
- The project has positive effect, both in terms of passenger satisfaction (improvement on customer satisfaction surveys), in terms of organizational mindset (new employee training modules, and a common visual language for traveler's experience), and on other airports (interventions are spreading to 46 state-owned airports in Norway).





"Felix&Fiona" nursing corner



"Felix&Fiona" family track

(EGGS Design / OSL / Norway)