

## SUMMARY

The Service Design Award  
Diagonal / Finavia / Finland



The client of this project was Finavia, a public limited company owned by the Finnish State. Finavia maintains and develops a network of altogether 24 of the country's airports and the air navigation system of Finland. The project Diagonal conducted was called *Travellab* and it took place at Helsinki Airport in 2014. The strategic vision and the service mission of Finavia is to build Helsinki Airport into the leading transfer airport of the Northern Europe within the Asian transit travel market. Travellab was created to support achieving this vision by improving the **transfer passenger experience** of Helsinki Airport. Diagonal's task was to create a trustworthy and agile model for service prototyping as well as for measuring the success of new potential airport services. The aim was to understand which new services would have the most significant impact on improving the transfer passenger experience. With the help of the agile, user-centric process of service design and prototyping, Diagonal's objective was to accomplish a prioritized and validated list of the new services which would best support Helsinki Airport in becoming the leading transfer airport of the Northern Europe.

During Travellab more than 900 passengers were interviewed over 75 days of prototyping at the airport. This included testing of 12 different kinds of new service prototypes chosen out of the 200 possible improvement ideas. The 12 prototypes included services such as *YogaGate*, *Follow the Rabbit* family service, *Gate Roastery*, *Restaurant Day*, *Midsummer Festival* as well as a renewed *security gate service model* and *new service menus*. The feedback from each service prototype was evaluated from five significant perspectives: impact on customer experience, reliability of the prototype, sense of urgency, cost efficiency, and alignment with the strategy of Finavia.

Besides of providing a reliable and prioritized list of new services for improving the transfer passenger experience, Diagonal team created new tools for Finavia to continue with user-centric prototyping service development:

- 1) Model for systematic prototyping at the airport environment
- 2) Digital ranking tool to measure the impact of different type of service ideas

Between January–June 2015 Helsinki Airport has succeeded well in the competition regarding the international flight passengers, when comparing to other main transfer airports of Northern Europe. During this time international transfer travel at Helsinki airport has increased 3%, and altogether Helsinki Airport served more than 6,6 million passengers. During the final stages of Travellab in October 2014, *SleepingInAirports* chose Helsinki Airport as their third best airport in the world. Travellab resulted in a significant boost in traditional and social media coverage. Travellab was covered in over 80 English speaking news or online updates and reached 5 million Twitter-users globally.