IN PLANE TERMS

Fight or Flight? Passenger Experience

How do passengers spend their time in the airport terminal?
An important aspect of the Airports of the Future Project research is passenger experience. Based on close observation, we develop maps that demonstrate the movements and interactions between people, process and technology at the airport terminal. These maps contribute extraordinary insight into passengers’ activities and interactions, such as;

- passenger experiences are influenced by the experiences of their social group, as well as their own;
- passengers are encouraged to ask questions in locations (such as waiting to board), that can lead to premature queues forming and hence a longer perceived queue wait;
- passengers with wavers make far more use of landside retail than other passengers;
- significant differences occur in process time when security personnel at check

Who are the main beneficiaries?
All Airports

Who are the active stakeholders?
Brisbane Airport, Melbourne Airport, Gold Coast and Sunshine Coast Airports

How is this research different from existing passenger experience studies?
This research is based on observation of passengers to understand their activity patterns and movements. It is not based on passengers’ reflection or a survey.

What are the research benefits to you?
Our recommendations and findings can have an immediate impact on airport planning and design and to facilitate and manage passenger experiences. These impacts can be translated into financial benefits as well as satisfying passenger needs. By providing better facilitation and communication it is possible to improve passengers experiences. Travel will be more desirable, passengers will get through the process quickly, long queues will be reduced and passengers experiences will be more positive. This all leads to the increase of business at the airport terminals.

How could you improve passenger experiences at your Airport?
Technical reports are available to project partners on the Airports of the Future Wiki: https://wiki.qut.edu.au/display/afall/Human Systems

Contacts:
Professor Vesna Popovic
+617 3138 2669
v.popovic@qut.edu.au

Doctor Ben Kraal
+617 3138 4263
b.kraal@qut.edu.au