

# What is the perfect travel experience for the 50+ population?

## Boeing Door-to-Door Journey

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When: Winter 2011

### The Opportunity

Boeing approached the Live Well Collaborative to collaborate on the development of the perfect air travel experience for the 50+ population. This included everything along the travel journey, from check-in at the airport to arrival at their destination.

### The Challenge

The current air travel process can be very straining on older passengers, leading to a dread of the travel process. The team aimed to transform the stressful process of navigating through an airport into a an enjoyable process.

### The Approach

The team evaluated current air travel experiences and identified opportunities for improvement. They then developed and refined concepts. Several solutions were ultimately selected to pursue.

### The Results

After researching problems with the current airport experience and gaining insights from Boeing staff, the Live Well team created an entirely new airport experience. Several solutions were pursued for further development.

#### 1 Flight Watch

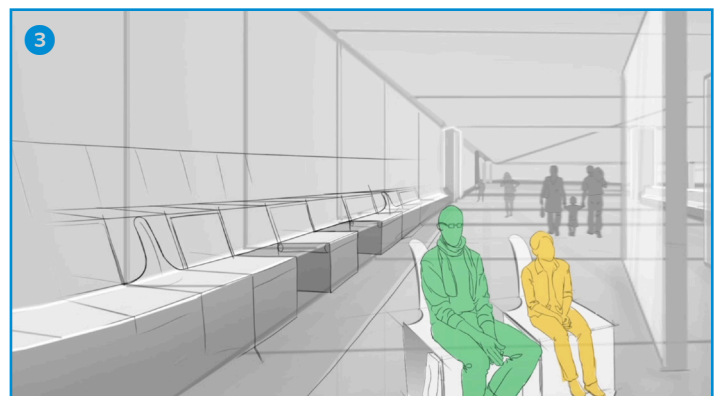
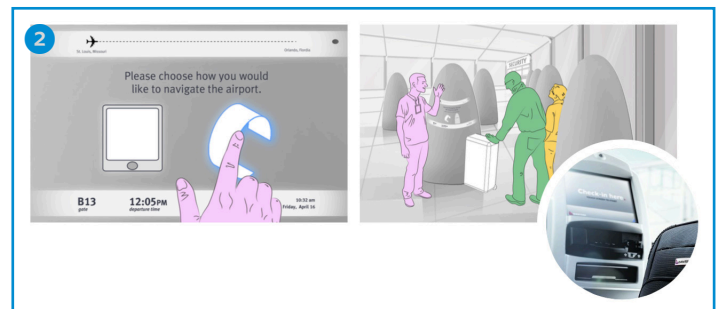
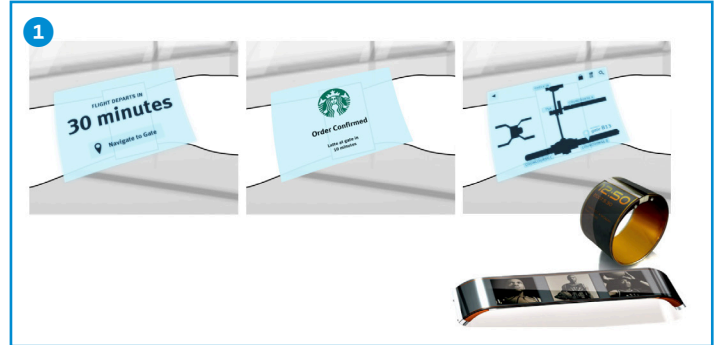
This system replaces current boarding passes by acting as not only a boarding pass but also a way finding device, an alert management system, an airport services command center, and a dashboard controller for the Take-Me-There Chair.

#### 2 Automated Check-In Kiosk

This device reduces wait time, provides unique travel assistance, and allows human travel agents to help passengers with special needs.

#### 3 Take-Me-There Chair

This is a personalized airport transport vehicle that is electric powered, connected to all airport information systems, fully automated, and crash-proof. It links to a passenger's Flight Watch to travel through a concourse.



For more information regarding this project visit:  
<http://livewellcollaborative.org/member-login/>