

REVOLUTIONISING TRAVEL

Dragon Fly

Delivered by Kristian Mikhel

Brainstorming

Combining a Dixit Card and News Headlines

- The dragon doesn't look hostile. They are smiling and waving, as if greeting the child;
- The child may have wielded the sword to draw dragon's attention, not to fight;
- Given that, the dragon might be there to take the child some place else.



Flying electric taxis could be operating over Brisbane for the 2032 Olympics, says aviation futurist Skypartz

ABC Radio Brisbane / By Lucy Stone

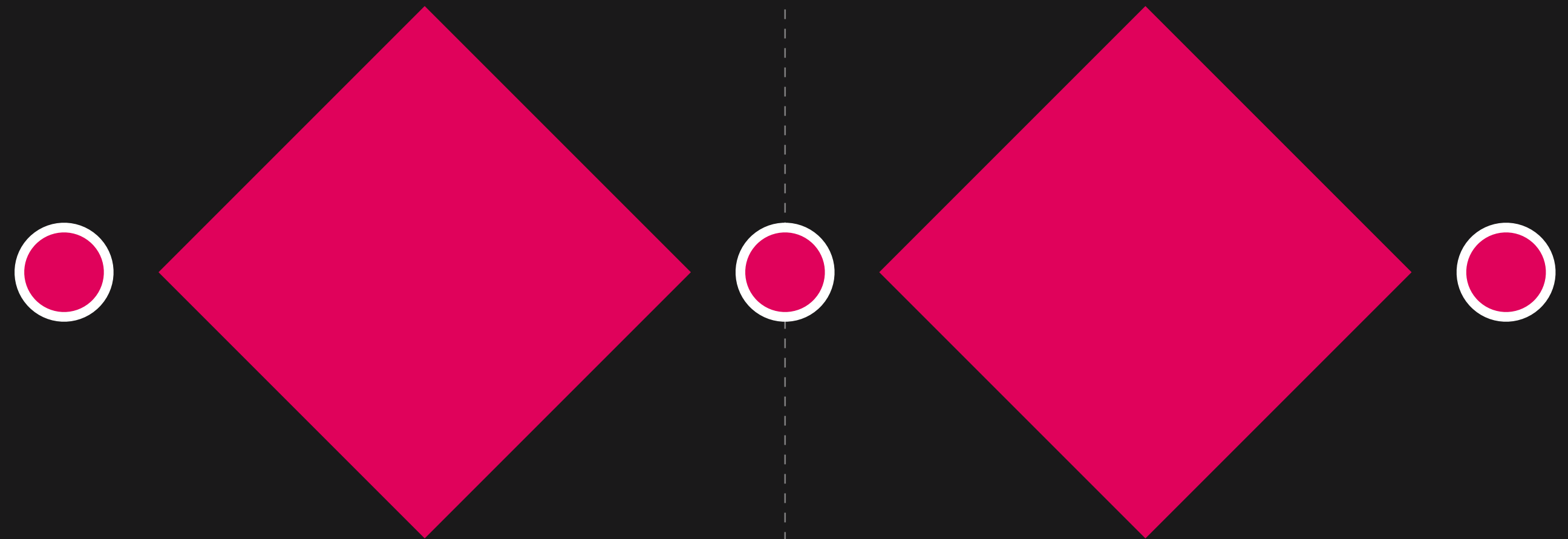
Posted 21h ago



Set Up

Approaching the delivery from the HCD perspective.

- Discover: market analysis, Blue Sky Thinking Crazy 8s
- Define: personas, customer journey
- Deliver: wire framing, rapid prototyping

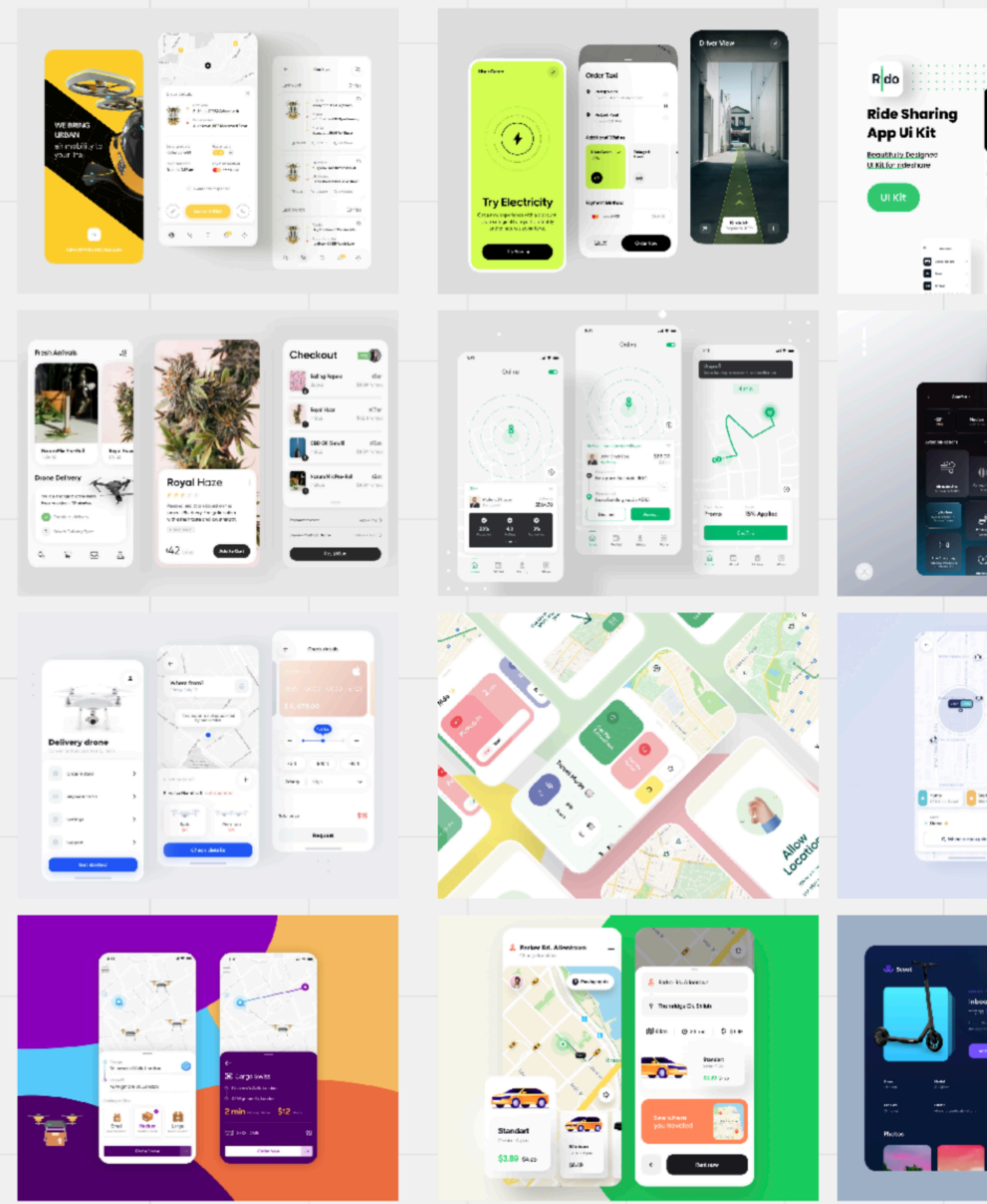


DISCOVER

Market analysis

Researching the booming market,
identifying the challenges and the
opportunities

- Flying cars are likely to remain an expensive experience for a while;
- Typical use cases are likely to involve tourists, business users, and special occasions;
- Flying cars are relatively similar to drones – look at the drone delivery apps.



DISCOVER

Blue Sky Thinking

Thinking big, thinking brave.

- Pilotless drones with an Artificial Intelligent to walk the user through their journey;
- Customised travel routes, including "routes to nowhere" to attract tourists and use the taxis for special occasions;
- Thematic routes – taxis taking the customer to a notorious landscape (i.e. fans of "The Lord of the Rings" could visit the Hobbiton in New Zealand);
- Built-in delivery functionality, combining drones and flying taxis;
- A smart wallet – to pay for the rides and, potentially, grow the money within the app's ecosystem;

Mind Map

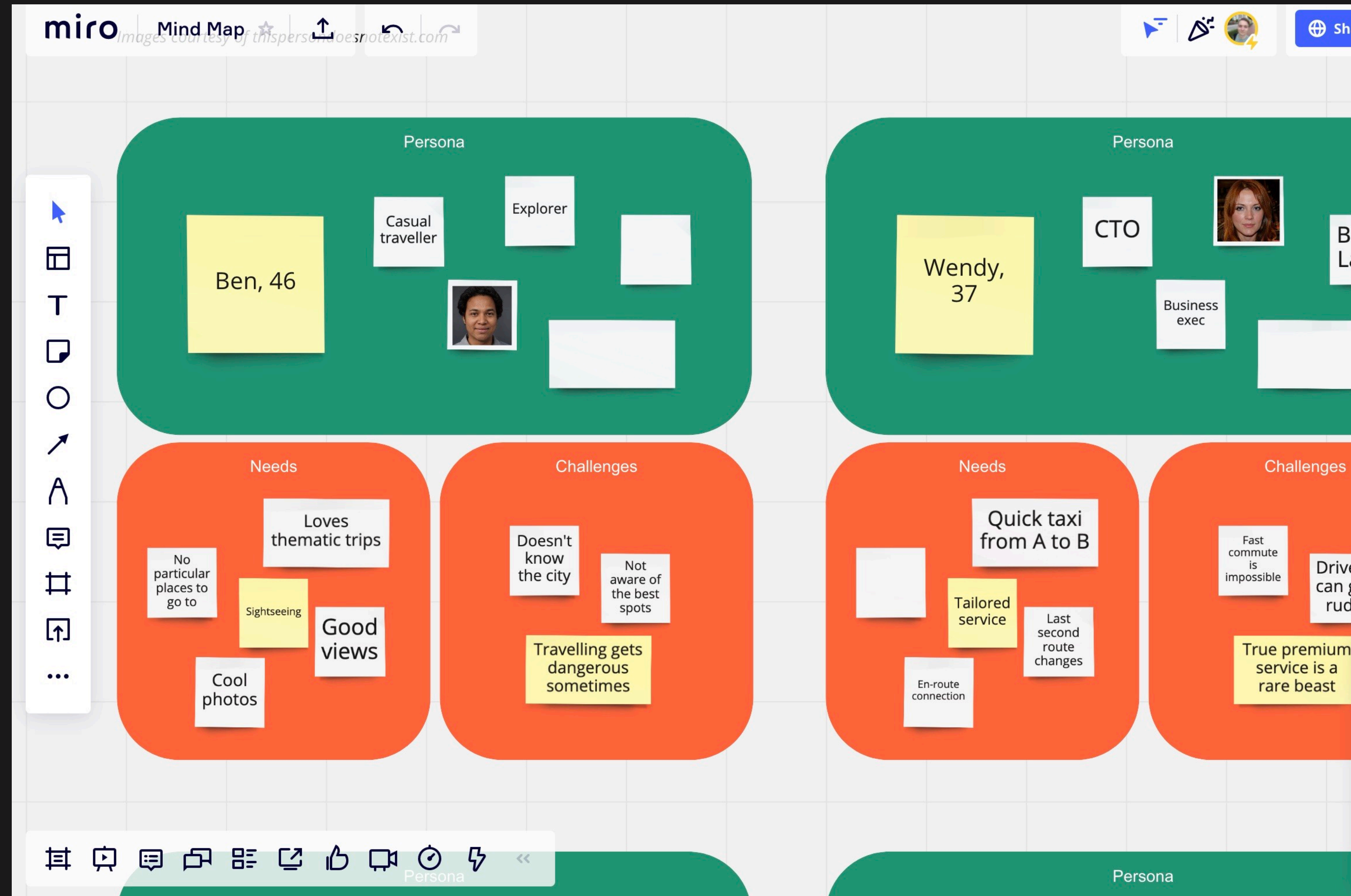


DEFINE

Personas

Who am I designing for?

- Ben, Casual Traveller
- Wendy, CTO
- Theo, Activist
- Max, Retiree



DELIVER

Wireflow

Using low-fidelity wireframes to map out the key user journey.

From discovering the application and onboarding to enjoying the flight and reminding of the positive environmental impact.

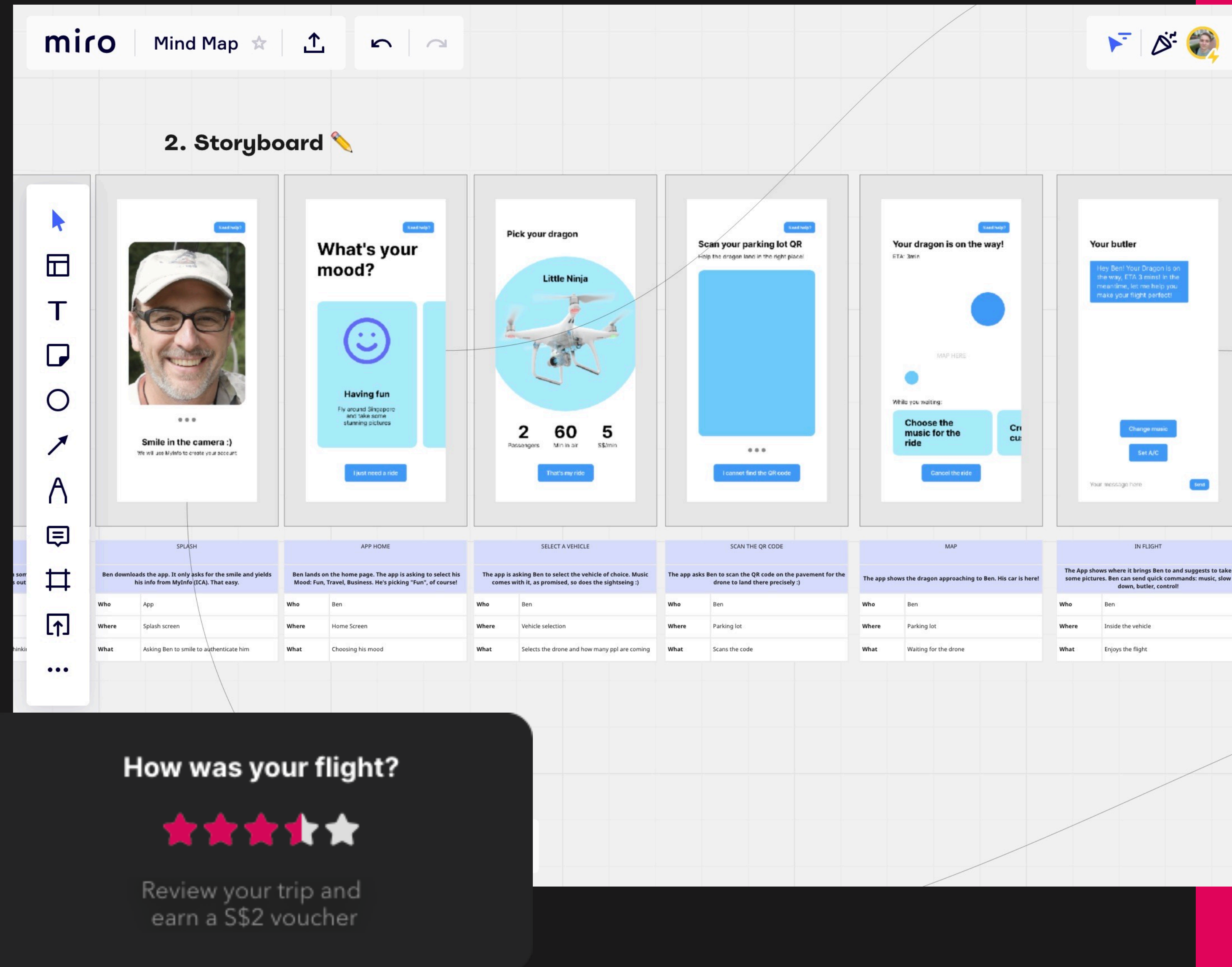


\$267.5

Including SGD17.5 GST

Time in air **50 min**

Distance 26 km



Rapid Prototyping

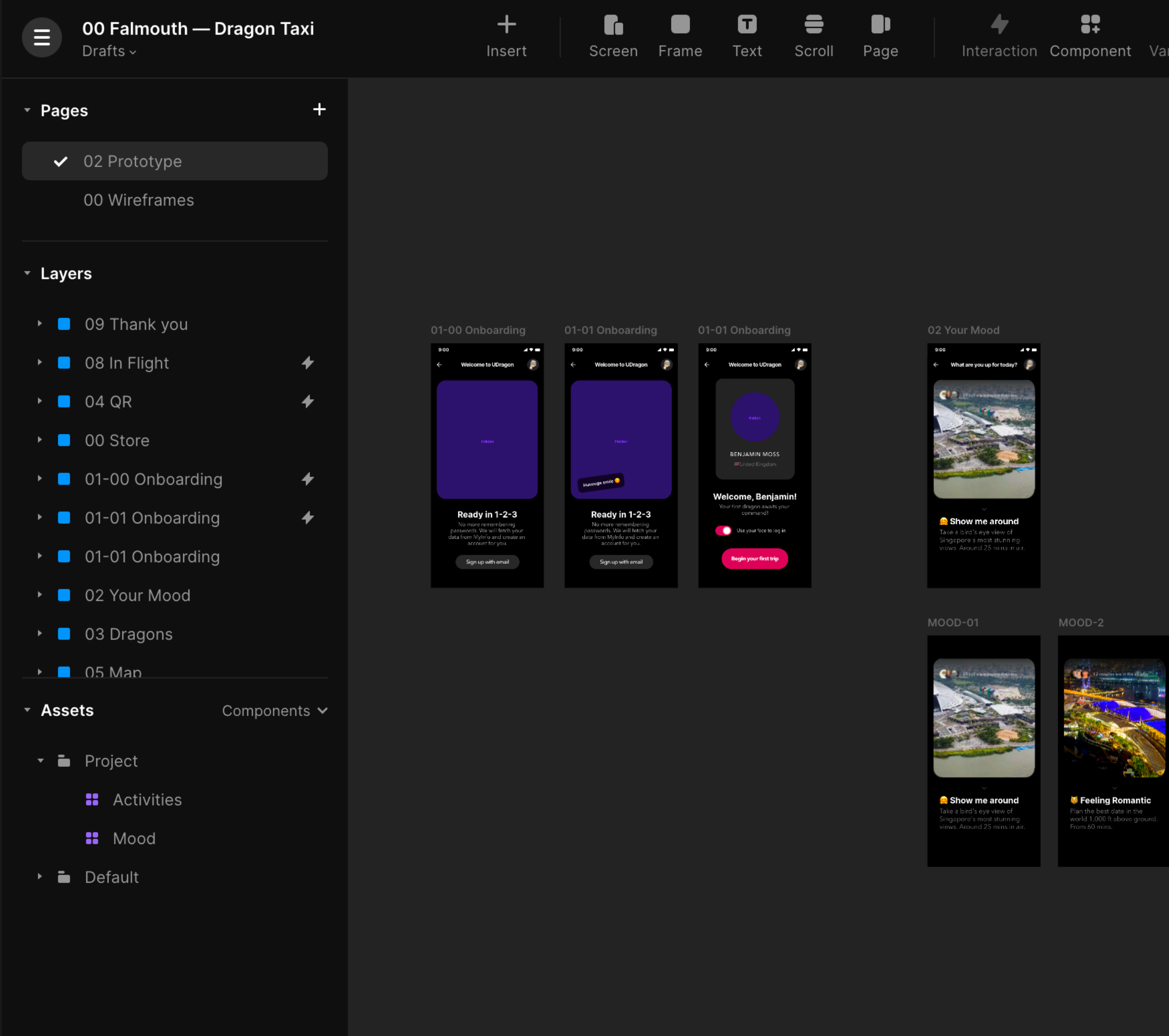
Using the opportunity to learn how to use a new prototyping tool.

LOVED

- Built-in webcam, Spotify, toggles, etc.
- Smooth transitions and fast set up.

NOT SO MUCH

- Shapes automatically grouped in “Graphics”;
- Convoluted scrolling settings;
- Picking the right object is a challenge.

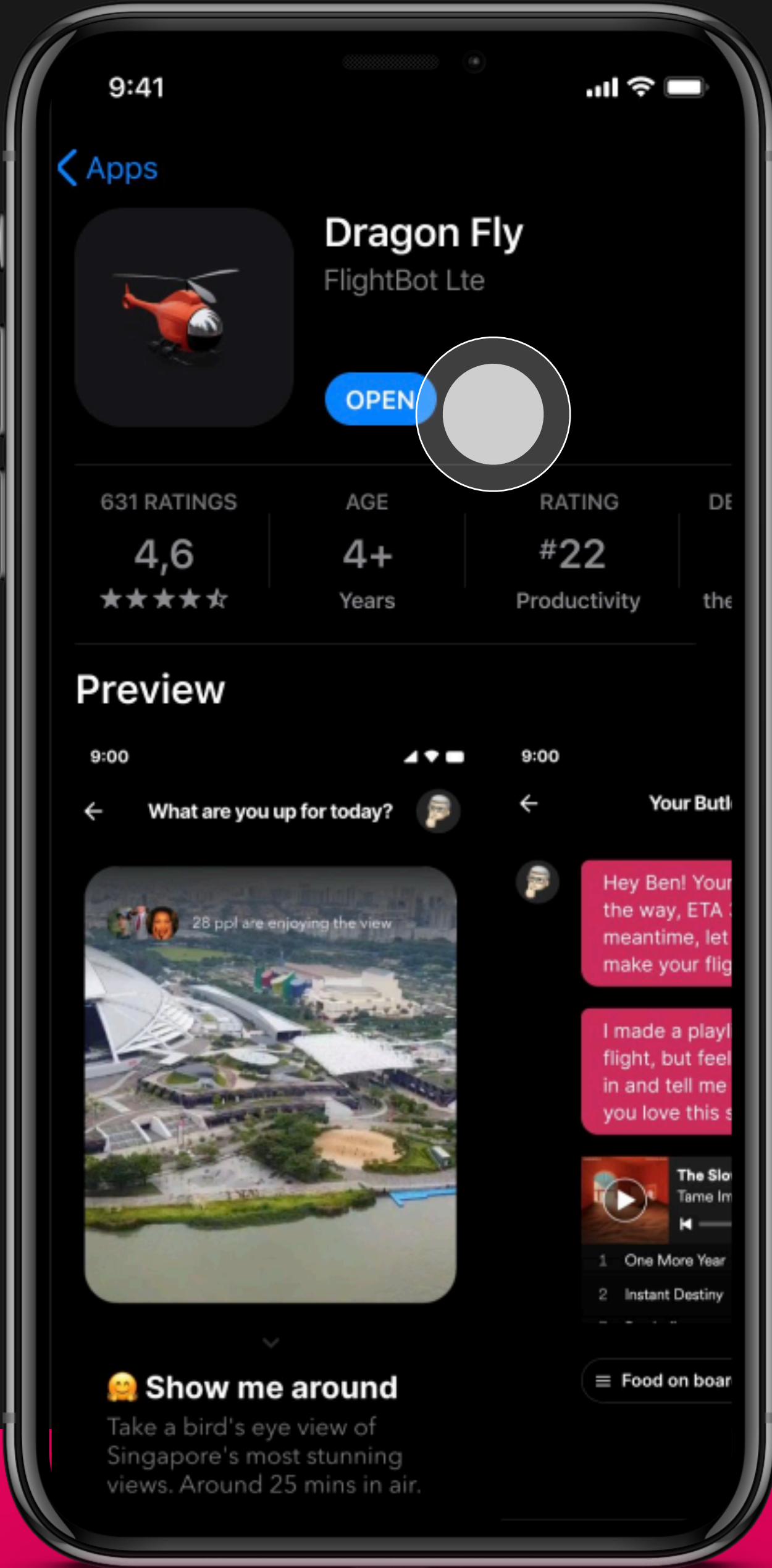


CUSTOMER JOURNEY



It's my first time in Singapore. Where should I visit first? Is there an Uber here?

Targeting the people searching for Grab/Gojek/Uber/Lyft, and recommending the application.

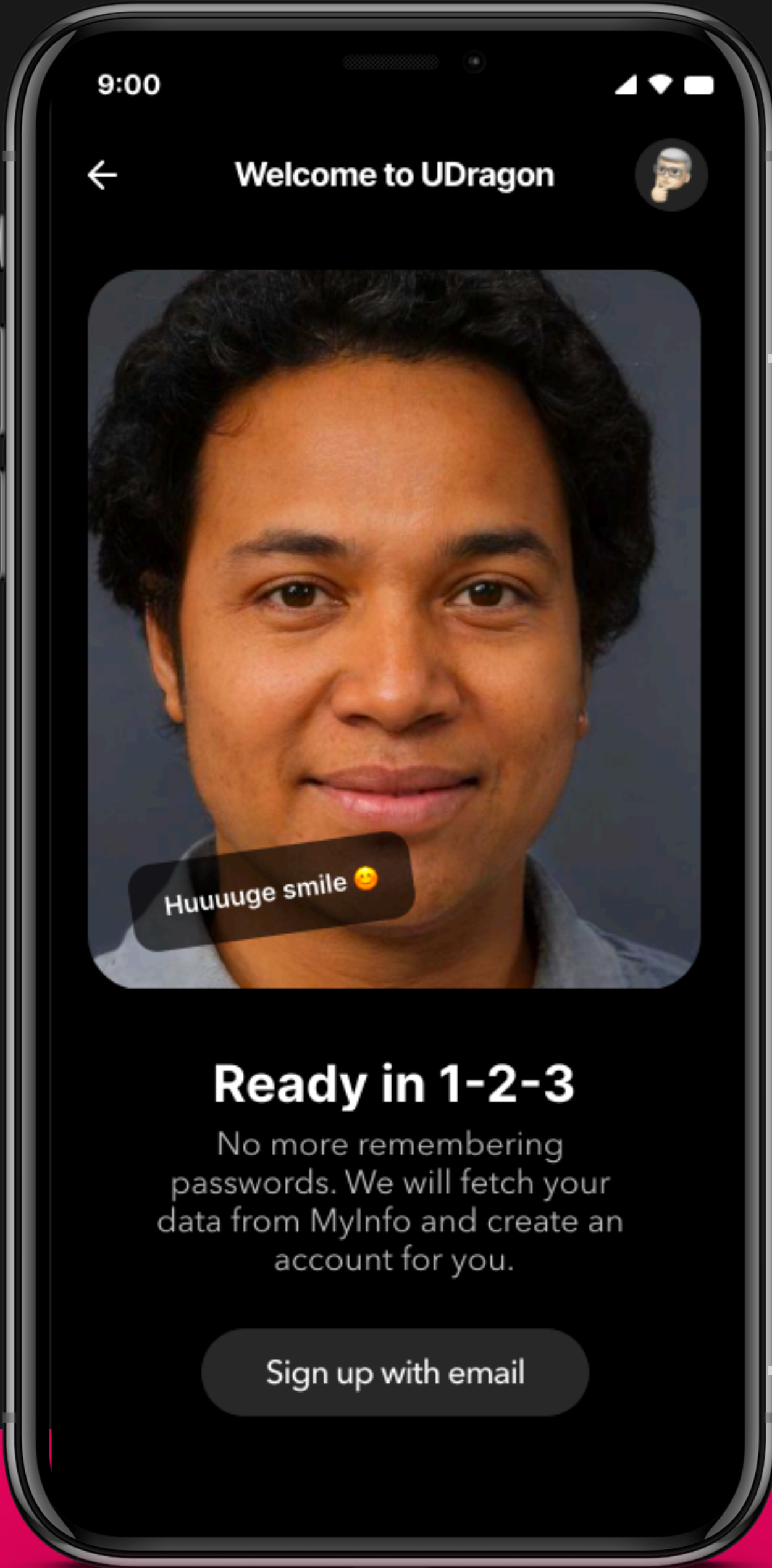


CUSTOMER JOURNEY



I open the app and tap “Sign up”, but instead of asking for my email, it’s just using my face to identify me!

Skip the boring onboarding process, ask any questions later. Quickly validate the customer and let them play.



LIVE CAMERA

Using the biometrics data available with the immigration authorities to onboard and verify the user

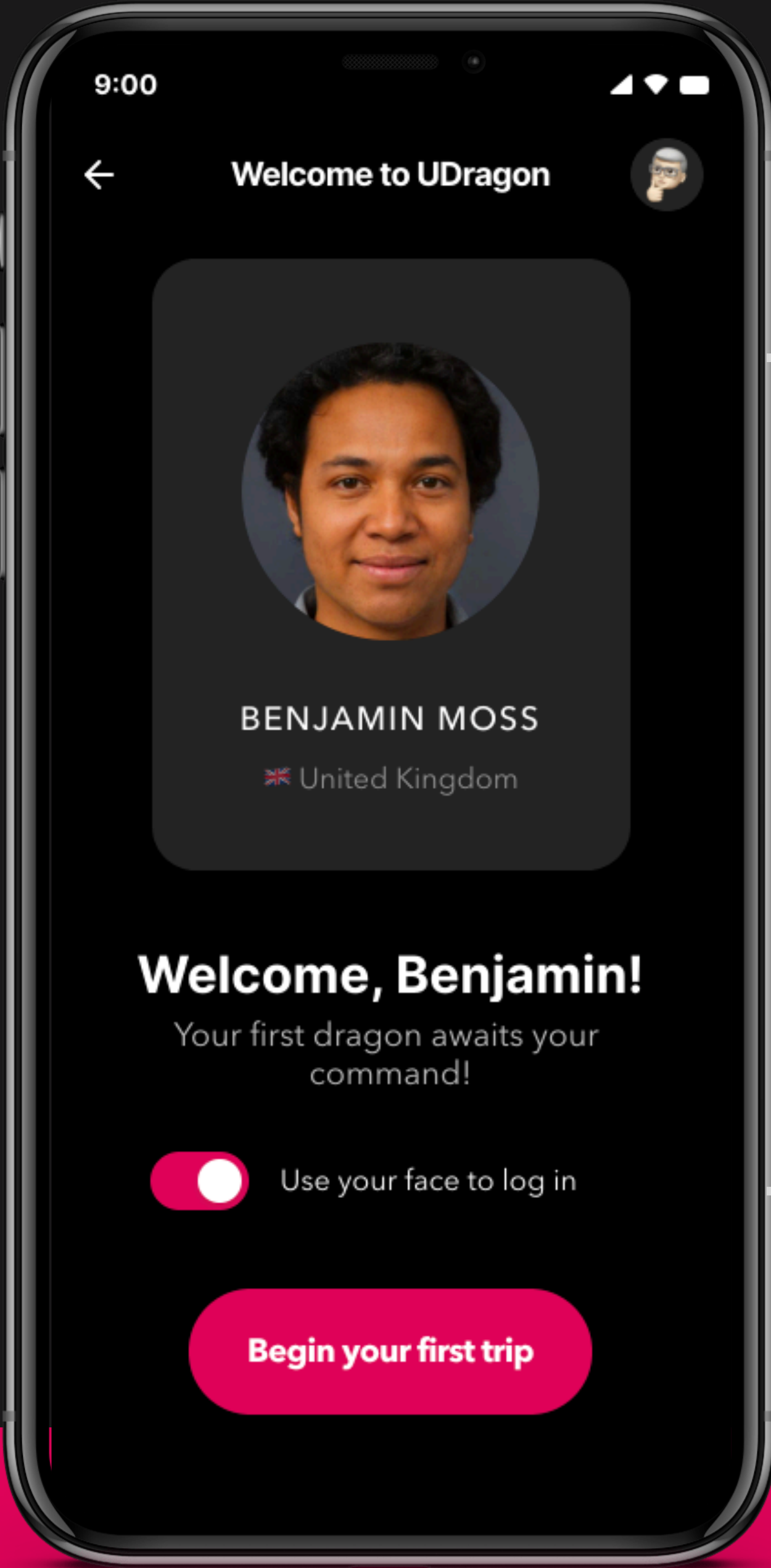
TRADITIONAL ONBOARDING

CUSTOMER JOURNEY



I open the app and tap “Sign up”, but instead of asking for my email, it’s just using my face to identify me!

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YOUR PROFILE

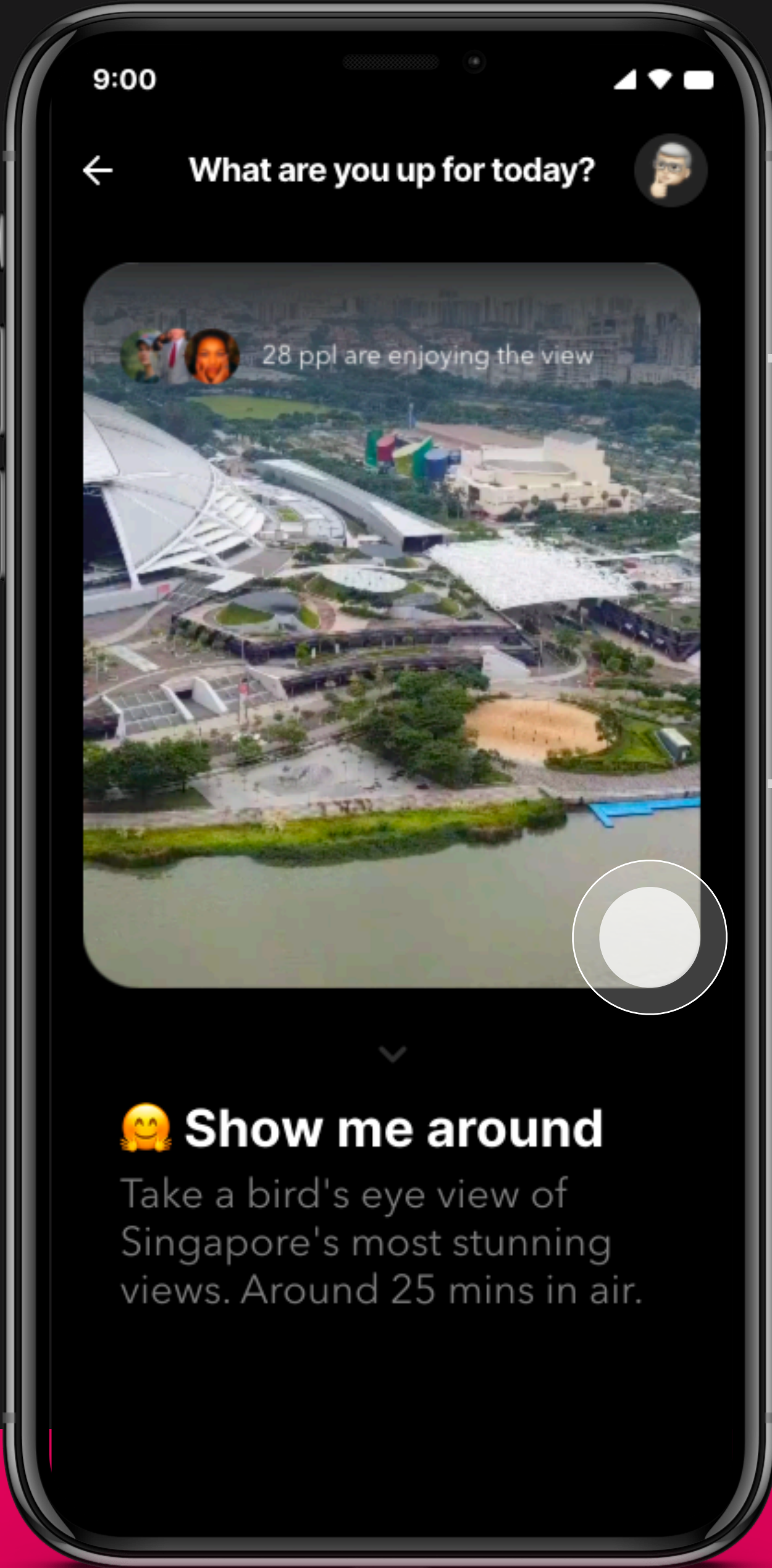
USE BIOMETRICS
TO LOG IN

CUSTOMER JOURNEY



I don't really feel like eating (or going on a date!) now, maybe just fly around and explore the island?


User chooses their mood, and the app tailors their travel experience: from hawker centre hopping to planning the best date of the century.



SOCIAL PROOF

VIDEO TEASER
Sets the expectations

 **Feeling Romantic**
Plan the best date in the world 1,000 ft above ground. From 60 mins.

 **Peckish!**
Best hawker centre hopping in your life! Place your orders on the way. 3 stops, 20 min.

CUSTOMER JOURNEY



Oh, so many dragons! How do I pick the one?

Presenting the enticing visuals and core characteristics to make it easy for the users to pick their dragon for the ride.



YOUR DRAGON

CHARACTERISTICS
All you need to know



NOVO
Cool ride for

80 2

CUSTOMER JOURNEY



Oh, so do I just scan the QR code, and the vehicle lands on the lot?

Simply scan the code on the parking lot, and the dragon will land there.



CLEAR
INSTRUCTION

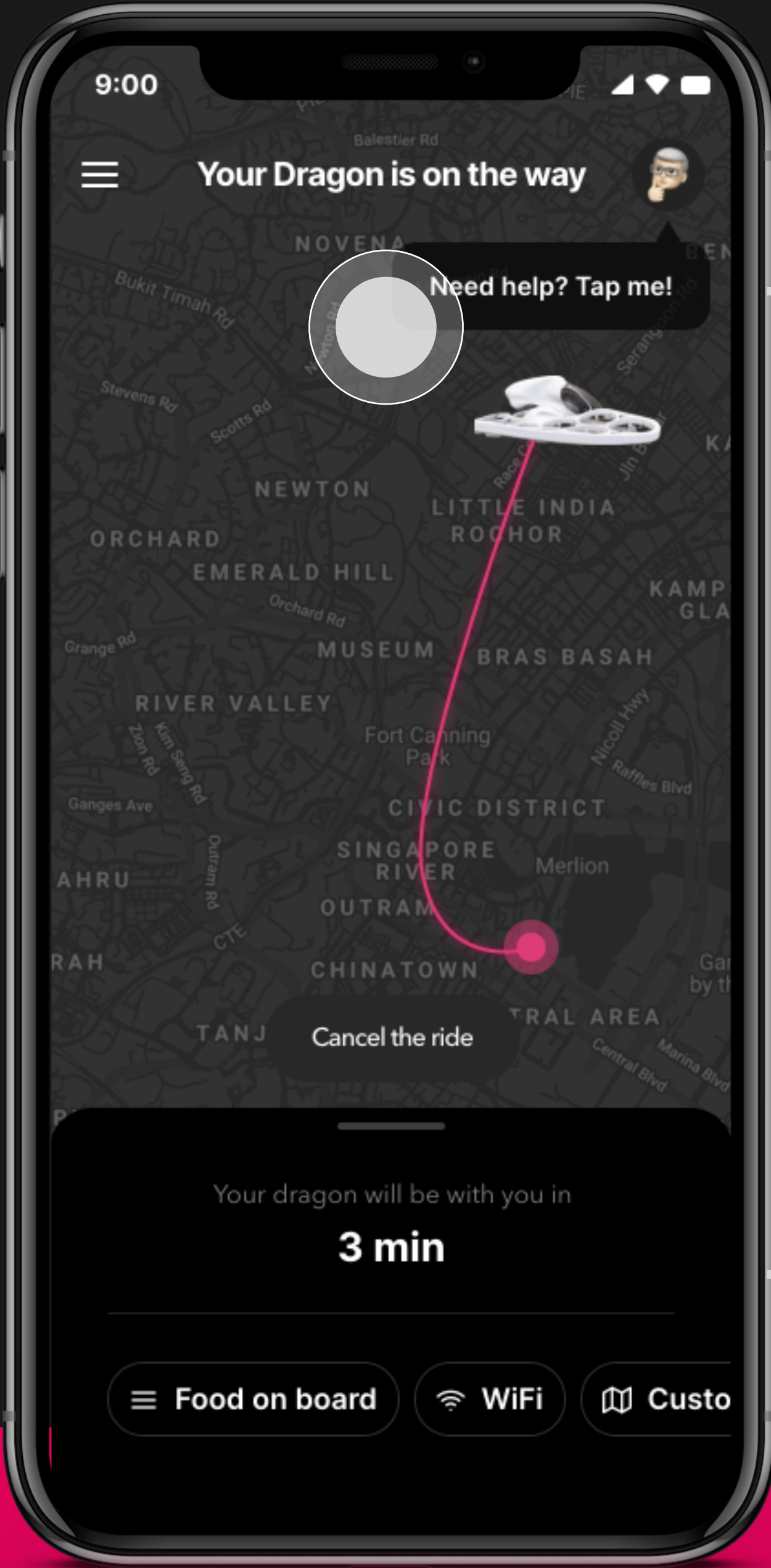
MANUAL INPUT

CUSTOMER JOURNEY



So my ride is 3 mins away, but I can already set the temperature inside? It's very humid outside, nice to hop in a cool car!

Allow the user to control their experience before the ride: choose the music, connect to the WiFi, customise their route, etc.



BUTLER IS
HERE TO HELP

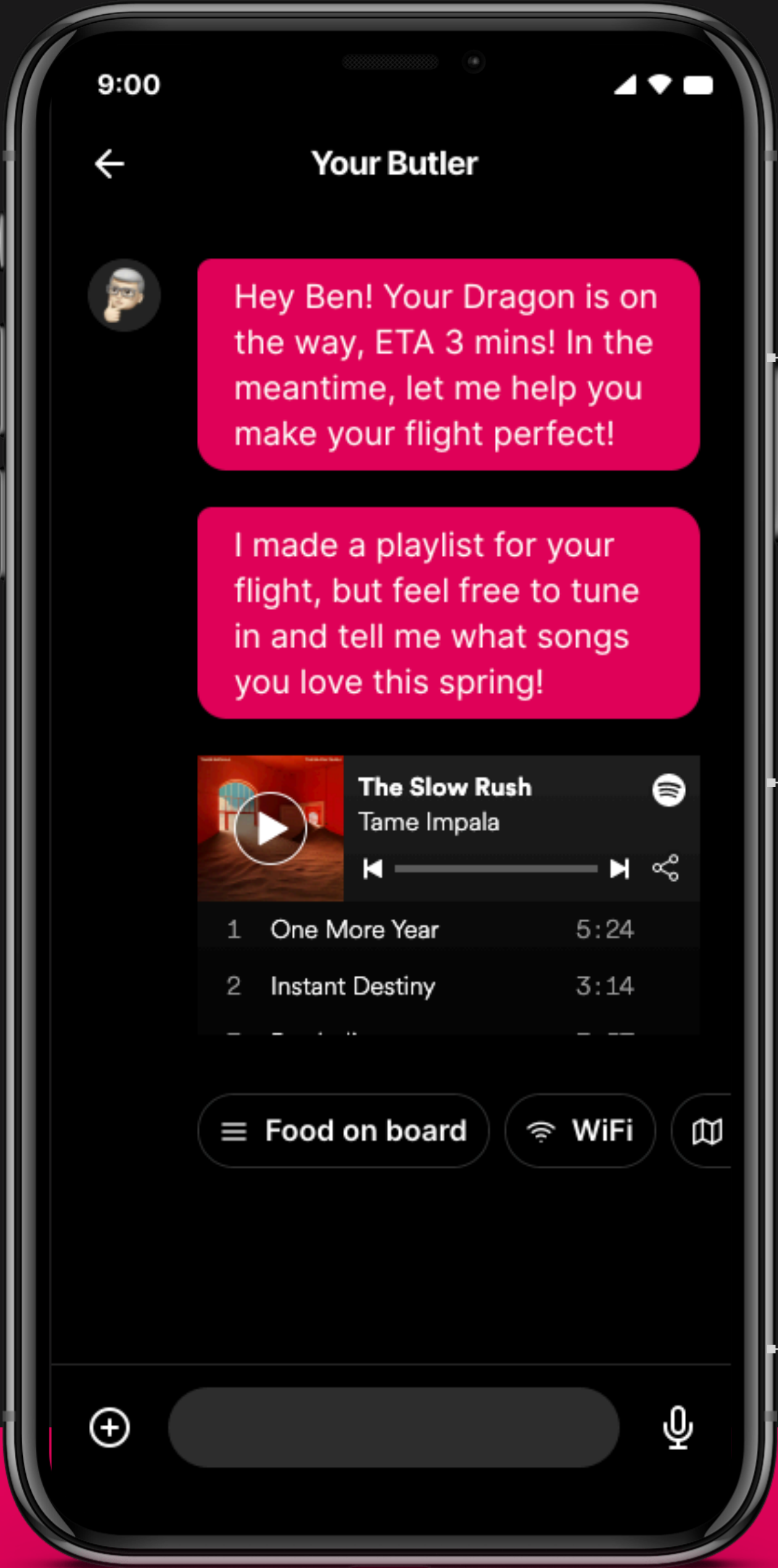
CONTROL YOUR
EXPERIENCE

CUSTOMER JOURNEY



So I've got my own playlist ready? How cool is that. What if I type that I want a pizza – where would we go?

Butler who speaks human is there to help make the journey exciting and unforgettable.



FRIENDLY MANNER

PLAYLISTS

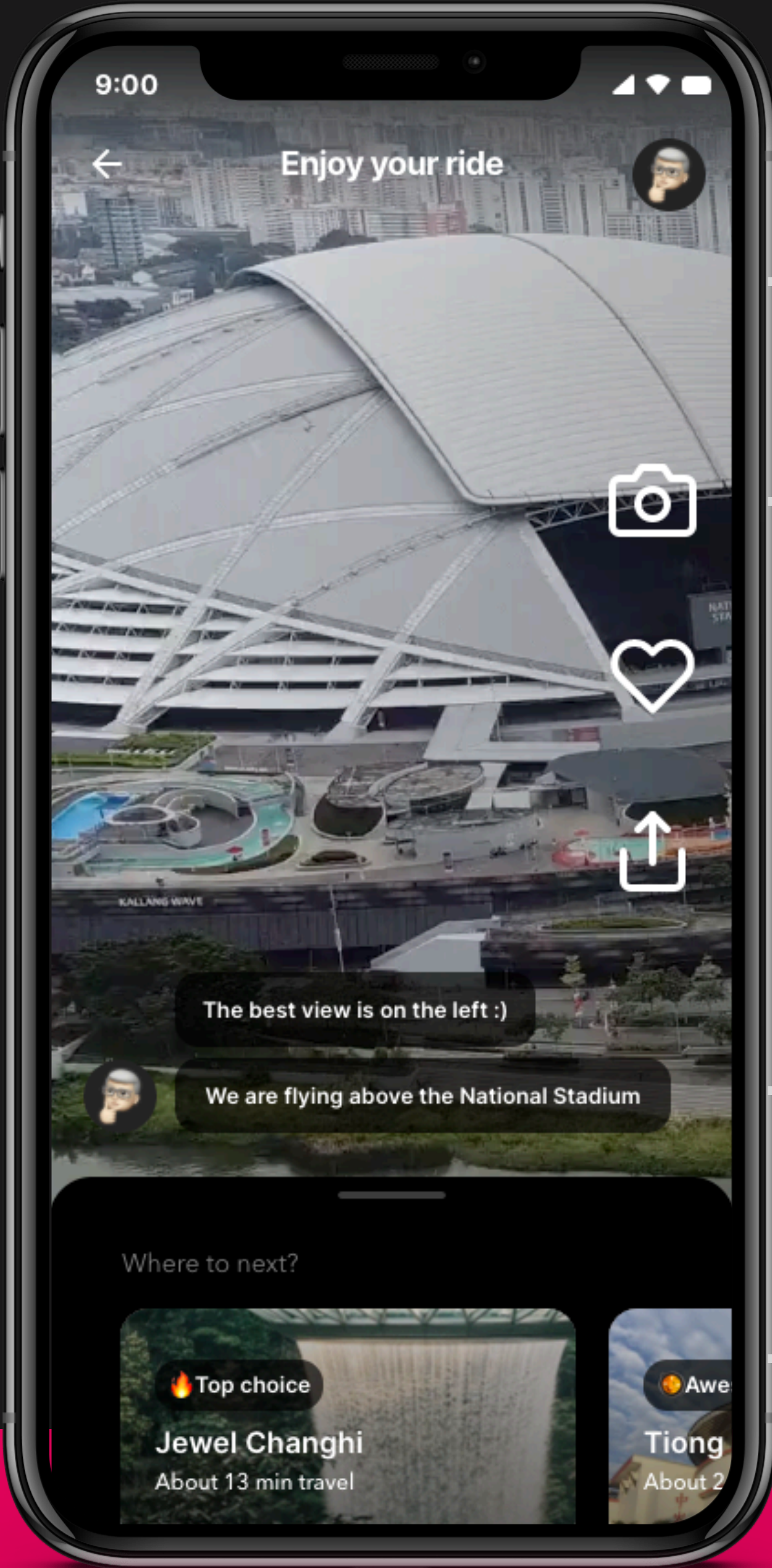
SPEAKS HUMAN

CUSTOMER JOURNEY



Oh is that what's around me?
Can I share this with my
children, will they be able to
see what I see?

Humanised in-flight suggestions,
camera actions, share, complete
experience control.



CAMERA STREAM

FLIGHT CONTROL

SPOTLIGHT!

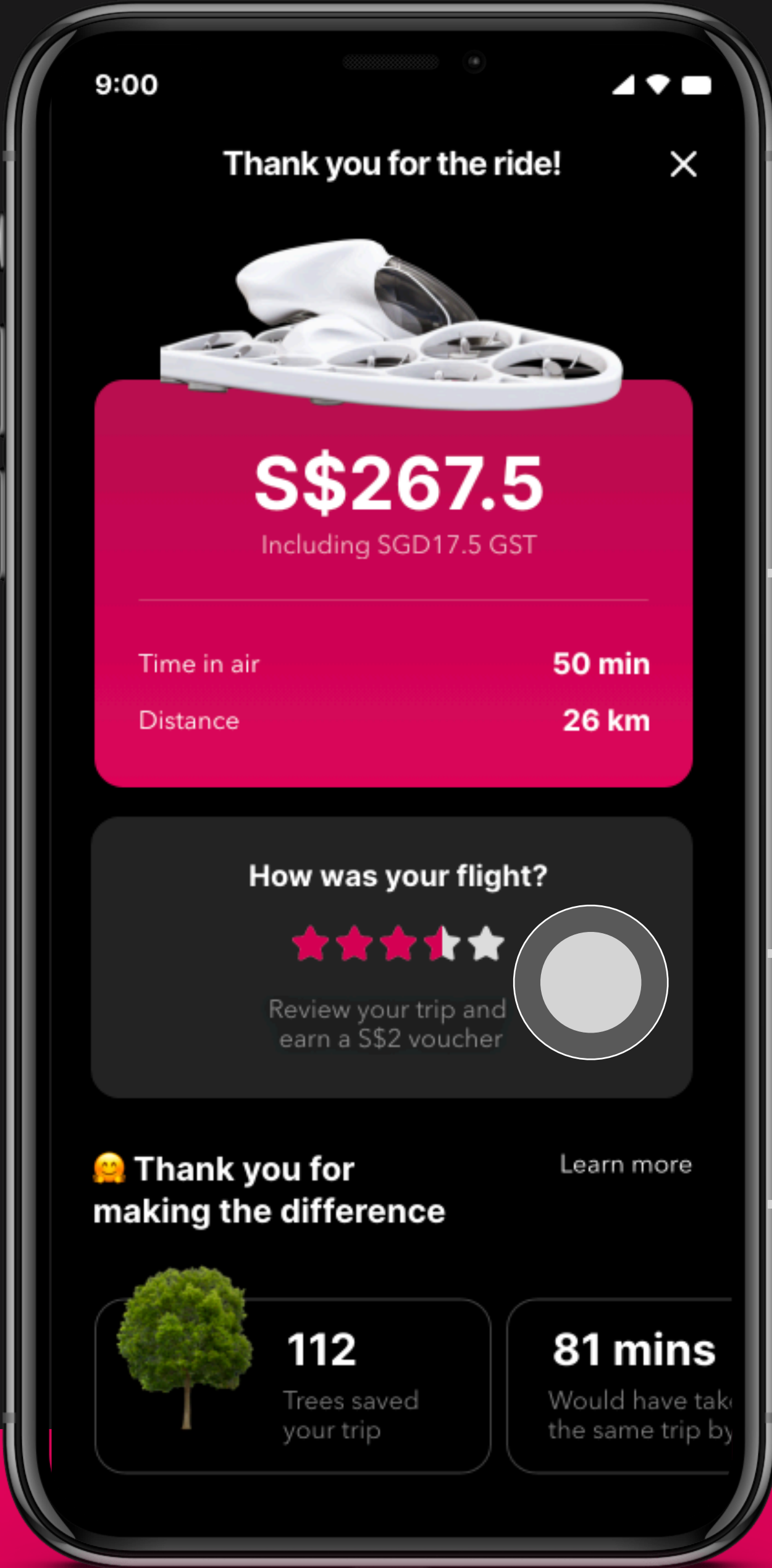
CHANGE YOUR
ROUTE

CUSTOMER JOURNEY



That was amazing! Did I actually save 112 trees? And am I getting a voucher for tapping on a star?

More than a simple receipt: an experience worth sharing, with a positive impact.



RECEIPT

RATE YOUR FLIGHT

ENVIRONMENTAL
IMPACT

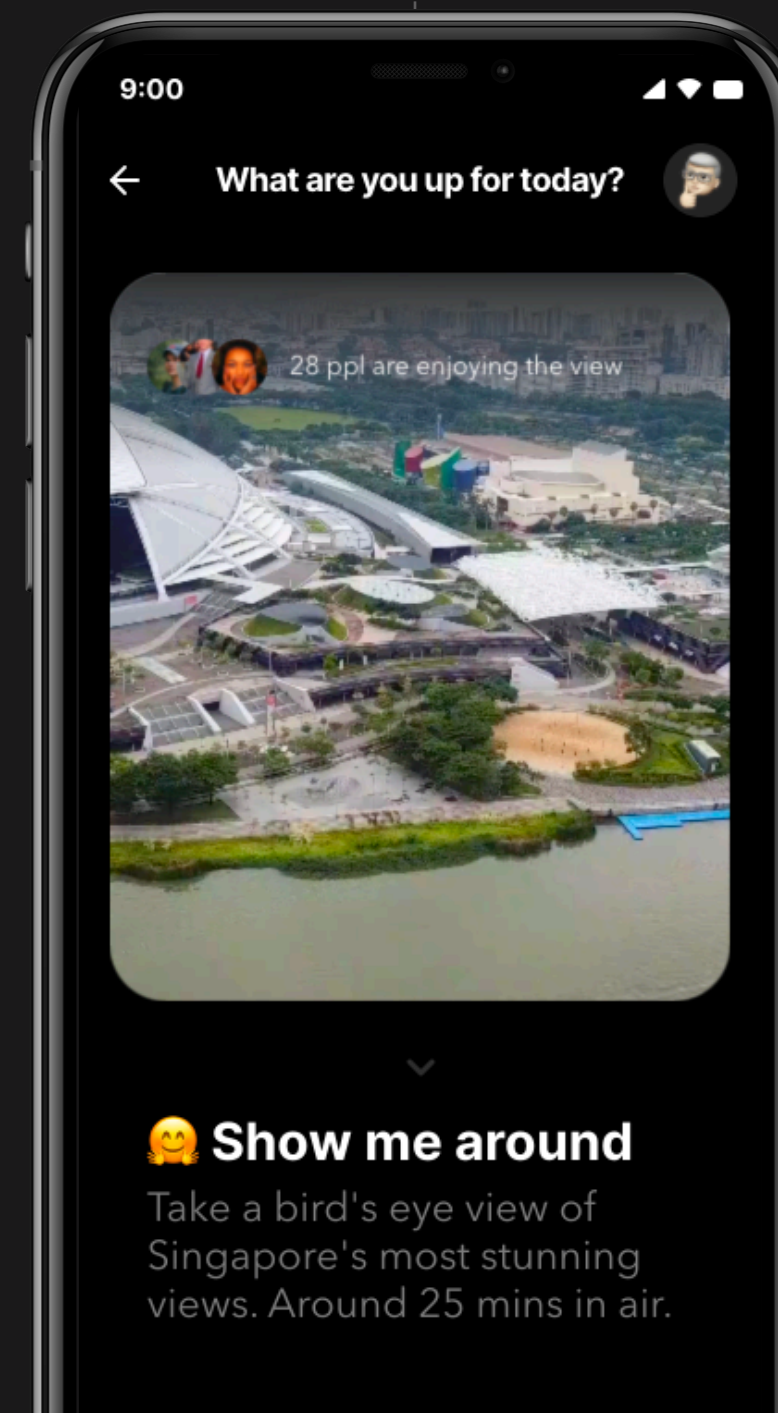
WANT TO LEARN MORE?

Scan the QR code to access



The Prototype

...or go to <https://bit.ly/3Gmwf5O>



The Case Study

...or go to <https://bit.ly/3bnNPZb>

Thank you!

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