

# Fly to destination

**Research about what factors  
affect your flying**

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# 00.

## Brief



**This research selected topic was inspired by the surrounding people, every time a plane crash, or aircraft fault news is, someone started lamenting the dangers of the plane, but we all know that as the crash of the lowest rates of public transportation, take the safety of airplane is very high, therefore, the research I need to find out the reason of the other people anxiety**

**The whole survey is mainly divided into:  
The method of questionnaire survey is adopted to obtain as much reference data as possible in a short time**

**Adopt the way of face-to-face communication, the observation answer is the magical state of the interviewee, the action and the tone of expression  
Searching for relevant clues from social reports by means of online information**

**Finally, the above data materials are unified and summarized to visualize the data**

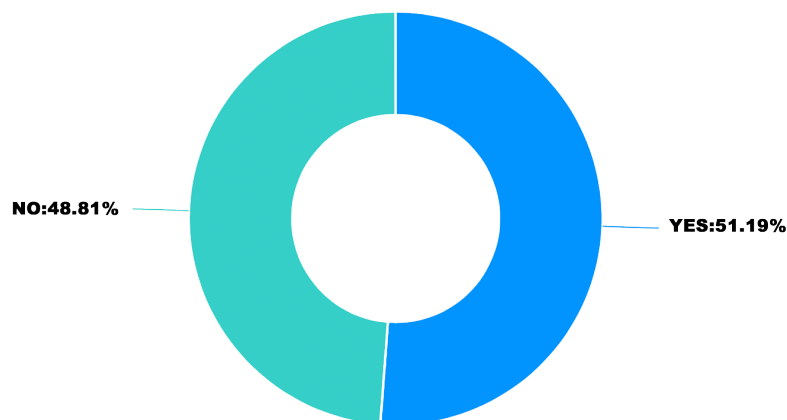


# 01.

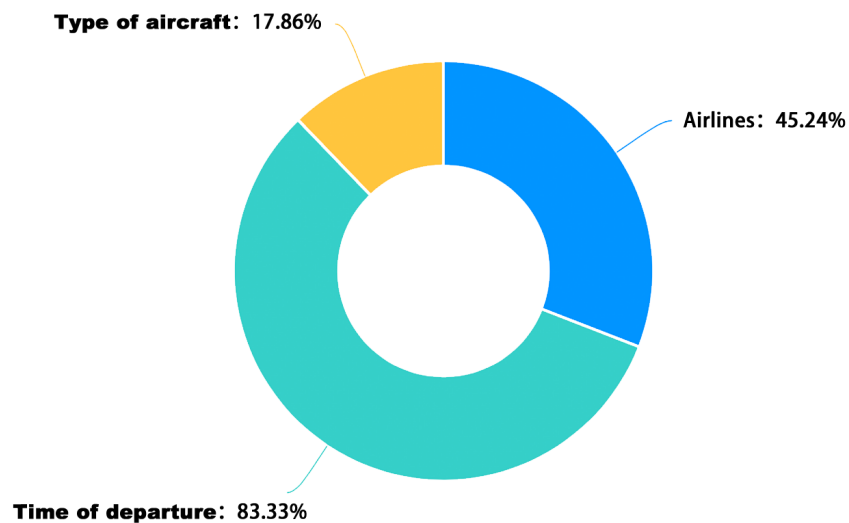
## Research

### Questionnaire survey

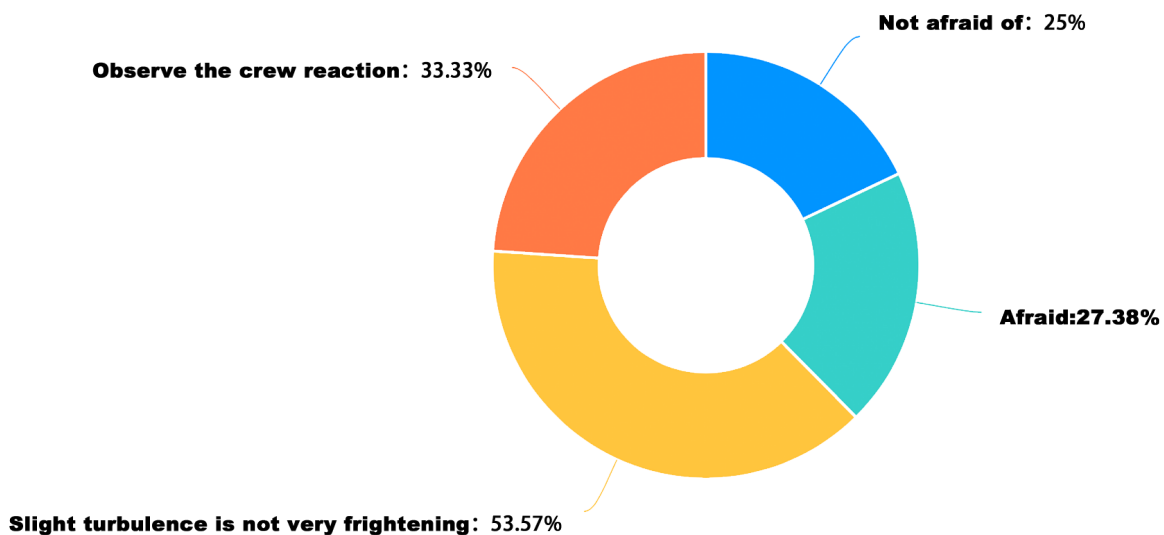
The number of valid questionnaires received: 84



**Q: About whether the crash will affect your choice of air travel**

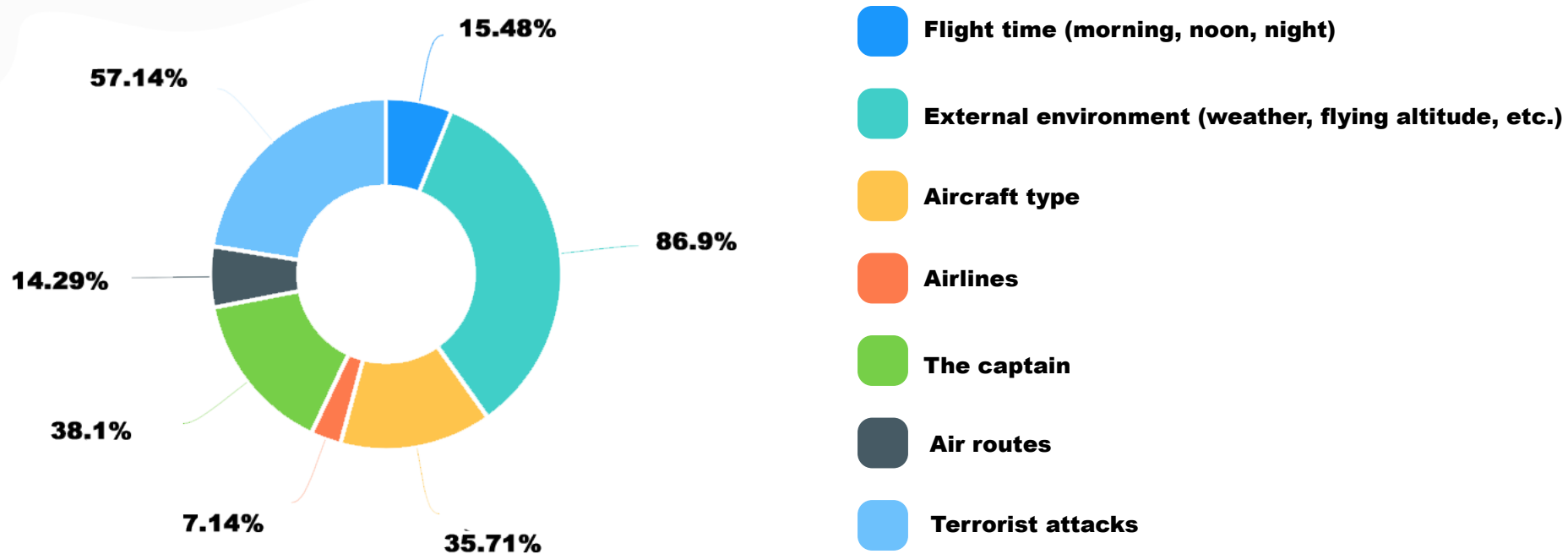


**Q: What factors will influence your flight choice at the same price**

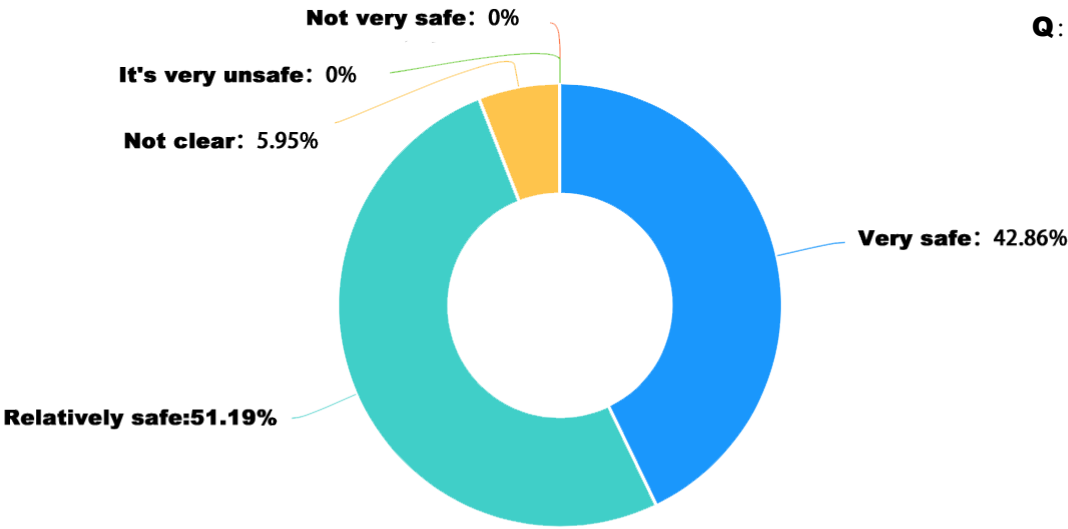


**Q: Are you afraid of bumps when the plane is flying**





**Q: What do you think is the most important factor in the air crash**



**Q: Do you think flying is safe**



# Face-to-face interview

**Number of effective interviews: 5**

Through narrating relevant experiences, we can more intuitively feel the emotions of the interviewees and the differences between different interviewees from their expressions and actions during narrating



**Name:RJY**

**Gender: male**

**Age: 23**

**I take most of the time are domestic short-haul flights, I don't think what terrible plane, like buses will be unsteady when open, the plane hit turbulence is very normal, I don't know why want to worry about, compared with the bus ride more people, and the standing people have no seat belts, it is not more dangerous.**



**Name:CJW**

**Gender: male**

**Age: 23**

**I've been on a couple of long-haul flights and it's fine. It's normal to feel turbulence, but if you're on a night flight, it's a little scary when the warning lights go off and the warning sounds go off. The rest of the time it's fine.**

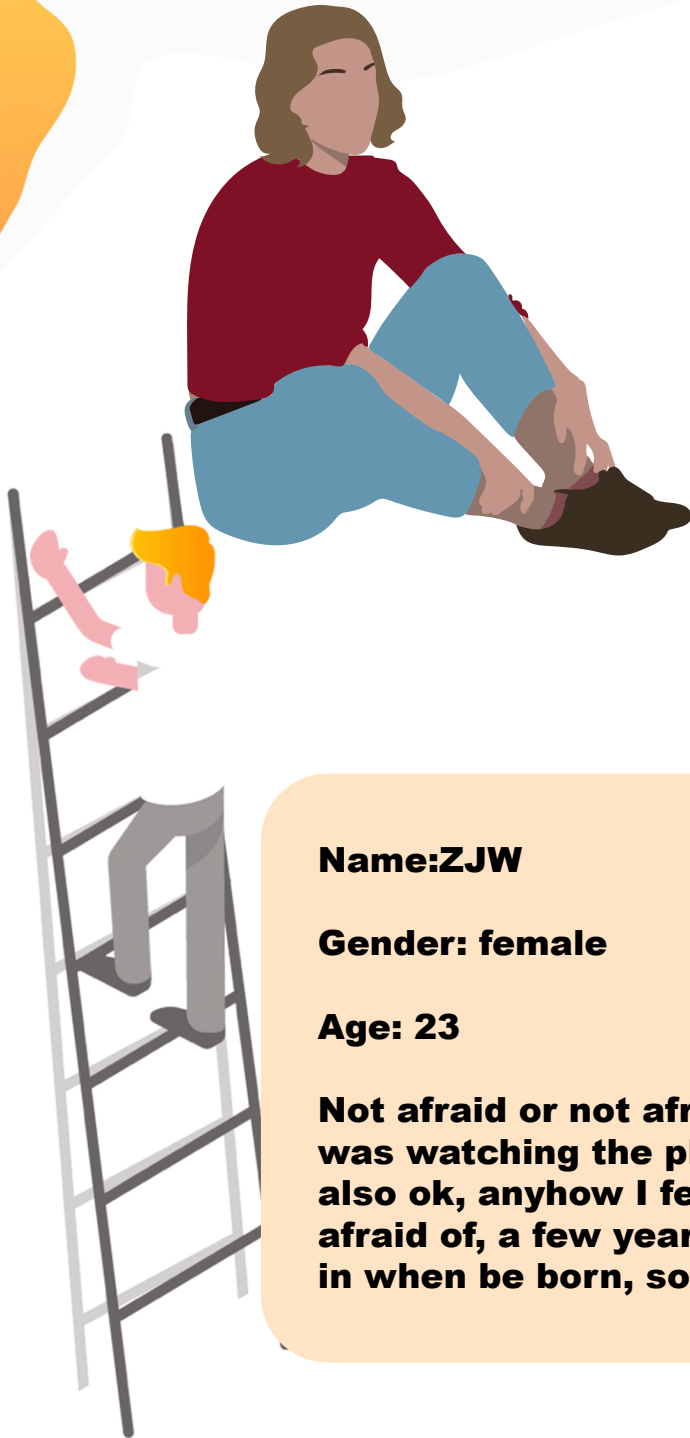
**Name:WSY**

**Gender: female**

**Age: 22**

**Yes,I am afraid of it hhh, although know plane crash rate is very low but will still be afraid, because of the accident rate for you personally, is the half, I don't know if it is affected by some disaster, a run into turbulence I would be very nervous, so I don't like flying for more than six hours flight, if you want to go abroad, I**





**Name:SHR**

**Gender: female**

**Age: 23**

**Fortunately, generally will not be afraid, the plane turbine dropped a normal flight, a little bump, of course, do not be afraid, if you can meet the air crash, it is estimated that the lottery will win the lottery, the air crash in the movie are exaggerated, can not be too believe, as a normal public transportation on the line**

**Name:ZJW**

**Gender: female**

**Age: 23**

**Not afraid or not afraid, for I don't want to see my neighbor who was watching the plane crash, what do you think of superstition is also ok, anyhow I feel unlucky, but sometimes the flight I will be afraid of, a few years ago is not a asiana airlines plane accident is in when be born, sometimes the plane flew over to the Middle East**





# Inquire literature, video and other information

The previous interview made me feel that although most people know that the probability of air disaster is very low, they are still afraid of it. Therefore, I want to find out the horror of air disaster through more professional reports

## 马航mh370中国不敢公布真相



2018年7月24日 马航mh370指的是2014年10月10日,澳大利亚交通安全局发布的关于马航MH370的中期报告确认,MH370航班可能因为燃油耗尽在印度洋上方低速盘旋后最终坠入海面。2015年1月29...

www.mingzihui.com/tansuo/20180... 百度快照

其他人还在搜

马航mh370终于找到了 马航黑匣子录音哭声 马航h370中国不敢公布

马航14年预言的女孩 马航唯一幸存者未登机 马航mh370真相大白

## 马航MH370 - 百度百科



简介: 马航MH370一般指MH370。MH370航班为马来西亚航空公司航班,由吉隆坡国际机场飞往北京首都国际机场。MH370航班上载有227名乘客(其中中国大陆153人,中国台湾1人),机组人员12名。2014年10月10日,澳大利亚交通安全局发布的马航MH370的中期报告确认,MH370航...

事发背景 事发过程 通话记录 乘客名单 飞机信息 更多 >

baike.baidu.com/

## 马航MH370的最新相关信息

傅前哨:法国女记者称马航MH370可能遭美军击落,这才是... 6天前  
最近法国一个女记者出了一本新书,这本书描述马航MH370整个失踪的过程,而且探究了它的原因。我们知道,马航MH370航班失踪之后,全世界的很多国家都在帮忙搜寻,这架...

马航370疑案出现转机!法国记者爆料称该事件或与... 腾讯 2月10日

法:失踪的马航MH370航班,可能是军事失误造成的,... 腾讯新闻 2月9日

马航MH370失事有新进展?法国调查记者出书:或和... 腾讯新闻 2月14日

马航MH370失事另有隐情?法记者:与美国演习有关,... 白鲸防务 2月10日

## Malaysia Airlines MH370

**Incident: October 10, 2014 lost contact so far, the cause of the lost contact is still unknown**

**The relevant reports are also filled with a lot of speculation and conspiracy theories, through, truth, military and other related words**

## 韩亚空难调查结果：飞行员犯错30次系空难主因

Screenshot from Huanqiu.com



Photo from Google

### Asiana Flight 214

#### Incident:

**On July 6, 2013, Asiana Airlines Flight 214 skidded off the runway while landing and the fuselage caught fire**

#### Form Huanqiu.com:

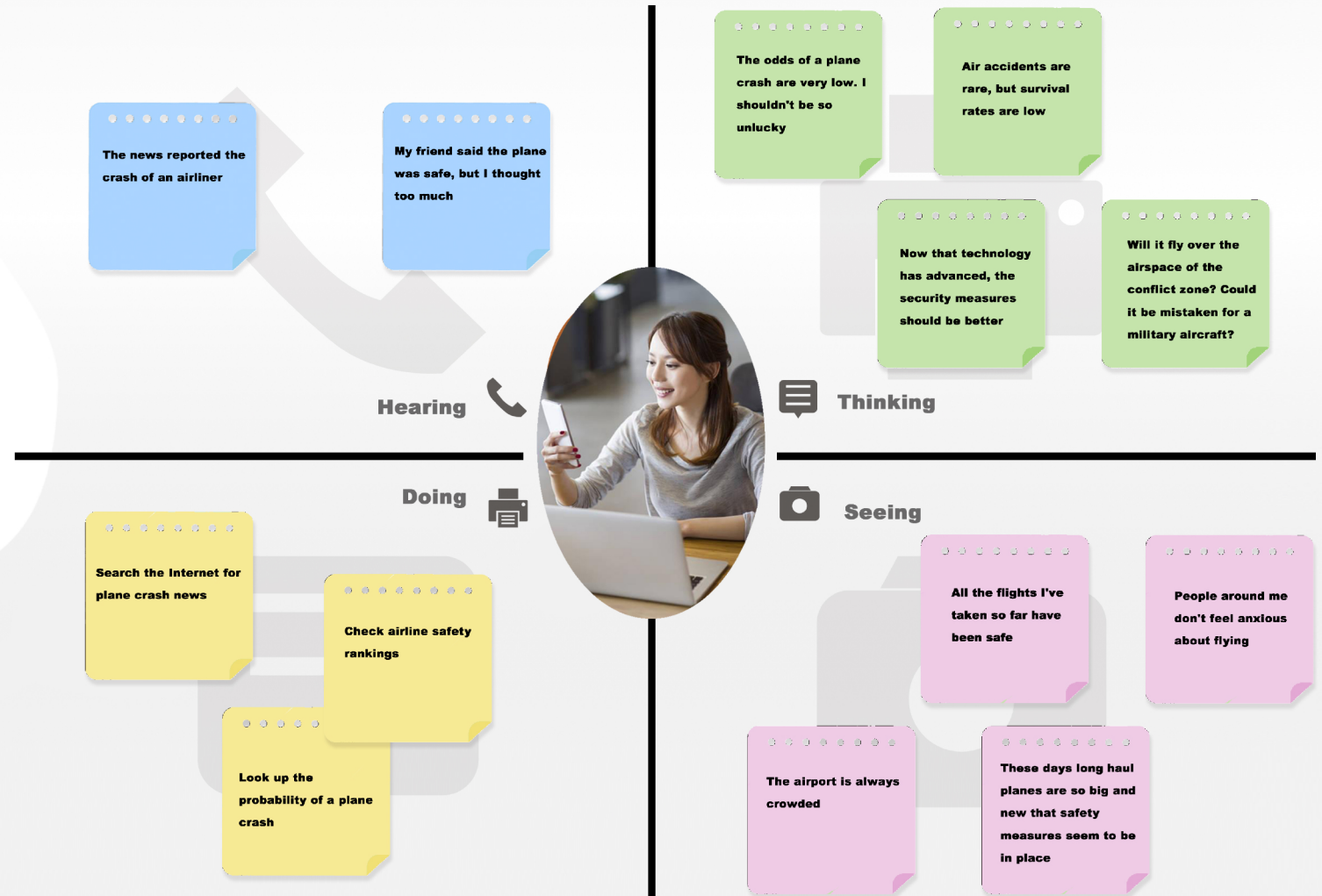
**Christopher Hart, chief of the TSA, said the crash investigation showed that pilots had to be able to fully understand and navigate automated systems, and not rely too heavily on them. "The pilot must always be in control." The head of the investigation said Asiana had instructed its pilots to "maximize the use of automated systems," including when flying at altitudes as low as 330 meters above the ground, but the NTSB report also listed several possible causes, including pilot fatigue and jet lag**

# Empathy Mapping



02.

Analyze



# Journey Map

Stage

Before booking

When booking

Before boarding

During the flight

Goal

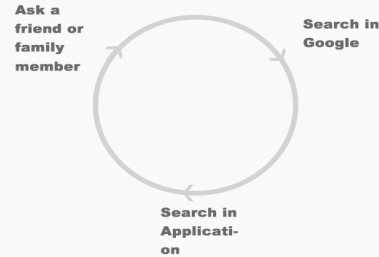
Find a ticket for the right price, the right flight length, the right departure time, and the safety of the airline

Buy direct flight or need to transfer, transfer place where, how long is the transfer

- Tighter security
- The new aircraft
- The weather was good at takeoff

- The crew is highly professional
- The weather during the flight was good with no turbulence
- The passengers around are of high quality, and there are no noisy

Do



- Check the weather forecast
- Obtain the size of the plane
- Read the safety manual
- Confirm Safety Exit

- Observe the crew
- Sleep
- Looking out the window at the weather
- Use the screen in front of your seat to see where the plane is flying

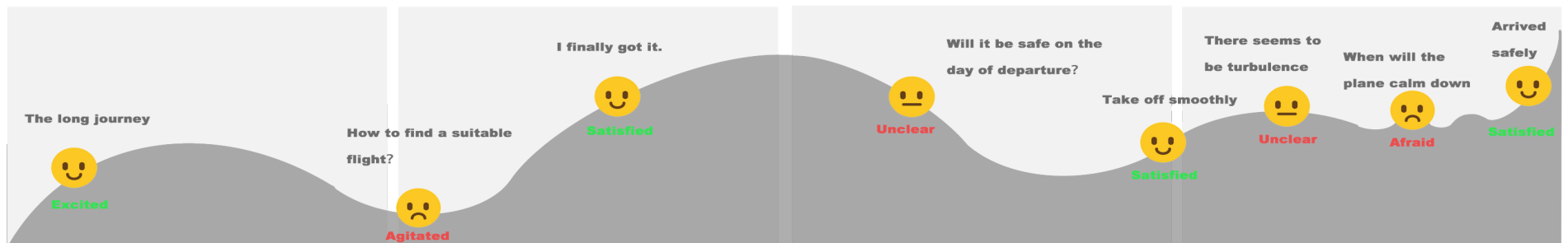
Think

- Would it be safer to have an expensive ticket
- Are early morning and midnight flights a little dangerous
- There hasn't been a lot of bad safety news about this airline lately
- The direct flight is too long. The transfer will not be any better
- Is it safe to land in a connecting flight

- The weather was good for the takeoff. I suppose the flight was smooth
- Take a look at the safety manual just in case

The radio said it was a minor bump. It should be fine  
The crew is still delivering food, safe  
Look out the window at the clouds. It's sunny  
The flight did not pass through the war zone  
You can't use the bathroom anymore? Is it a little bumpy  
Sleep when do not have consciousness, such can be psychologically safe point

Feel





# Persona



**XX**

She occasionally takes long-distance trips in holidays, as a means of transportation that is not often used, and she is also cautious and sensitive. She often pays close attention to various social news at home and abroad.

## Behaviour

- View comments and rankings
- Pay attention to news.

## Pain points

- There's a lot of uncertainty about the weather
- Psychological factors are hard to overcome

## Motivations

- Find the right flight
- Make journey safe

## Goal and needs

- To be able to find affordable and safe flights
- Overcome the psychology (after all, planes are the public transport with the lowest accident rate)

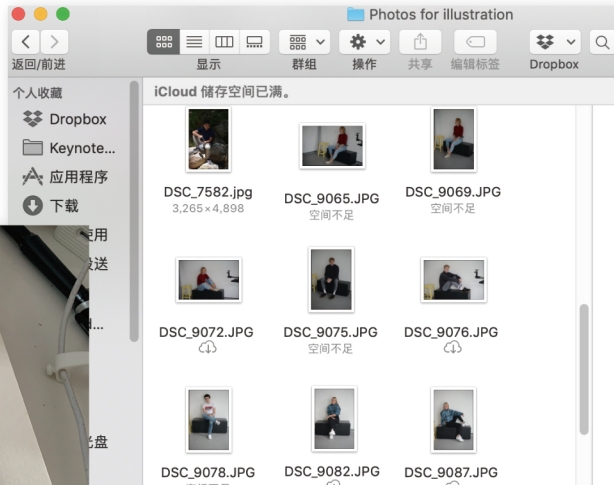
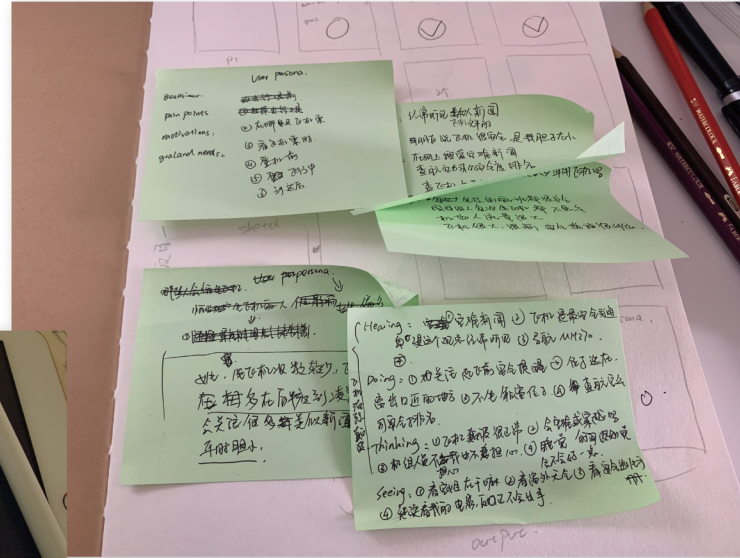
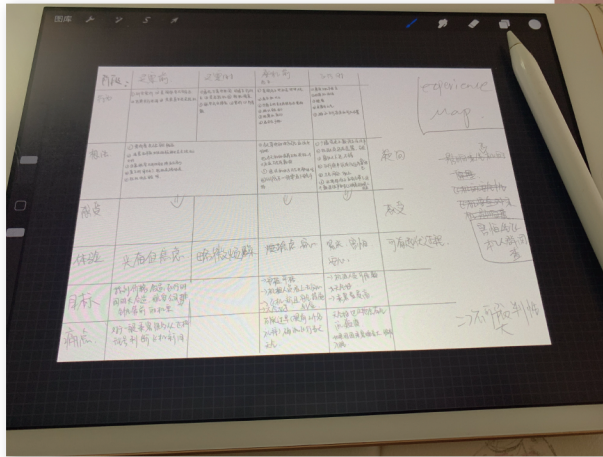
## Personality



To empathize with the target audience and seek to find a solution to their problems. I made a persona that helped me identify the form of the research object and also gave me a good sense of implementing solutions to their problem.



# 03. Sketch



As the interviewees did not agree to use the photos taken directly, the photo-to-illustration conversion was required

Framework and survey data compilation

