Alaska Airlines – Flight Attendant Productivity Tool

Problem
Alaska Airlines is a major commercial airline employing approximately 3,000 flight attendants. The following factors impact effective management of airline costs and operations, affecting revenue and market share:

- Isolated flight attendant scheduling data and productivity metrics
- Lack of timely access to daily operational metrics

Impact
- Forecasting capability to predict future productivity and schedule changes
- Improved organizational efficiency
- Reduced operational delays

Solution
Interactive and consolidated view of scheduling and productivity metrics

Process

Business Requirements
- Background Research
- Sponsor Interviews

Design
- Sketch
- Wireframe
- Paper Prototype

Usability Testing
- User Interviews
- Test and Feedback

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