

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

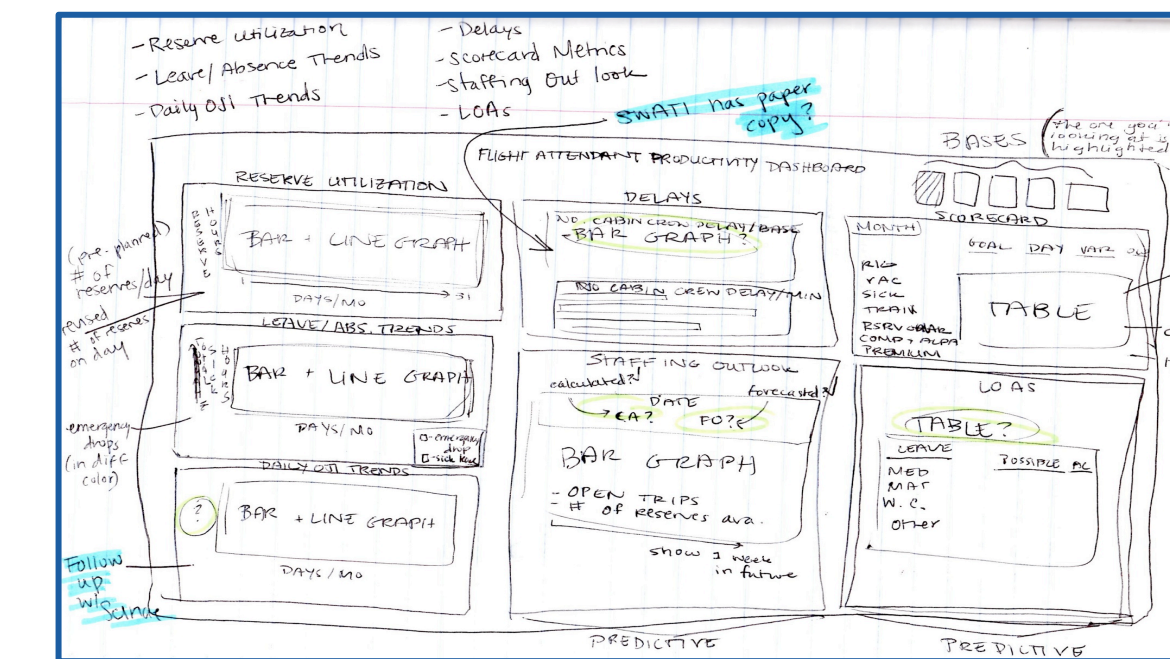


Background Research

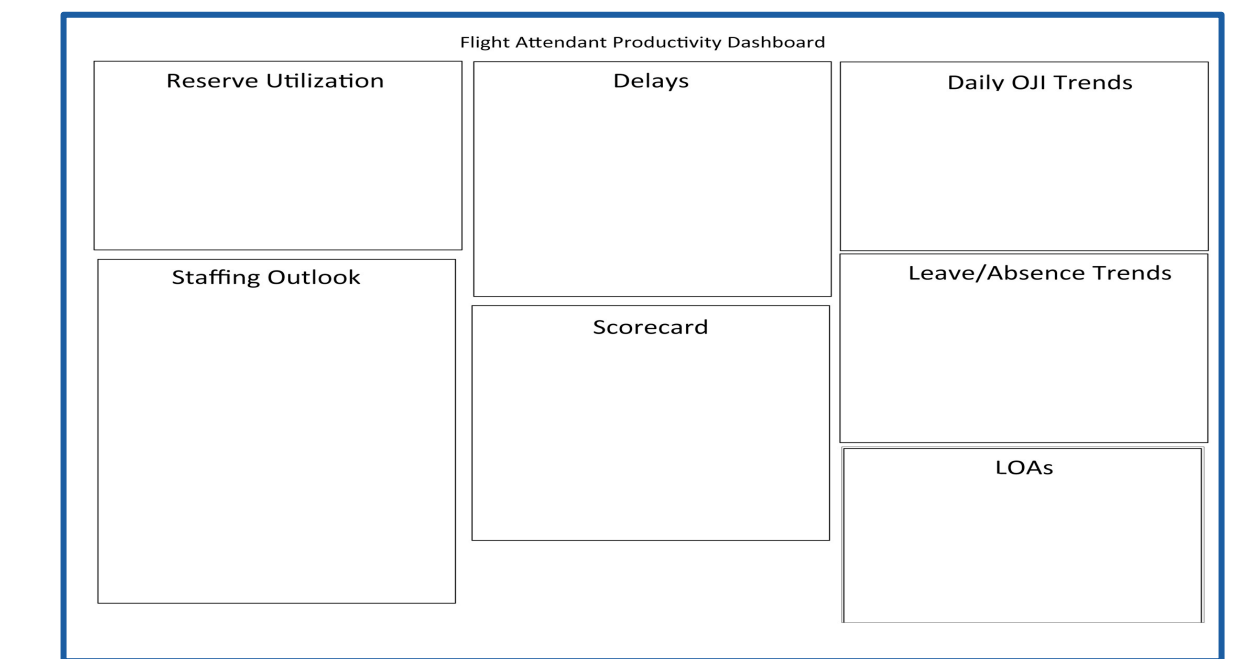


Sponsor Interviews

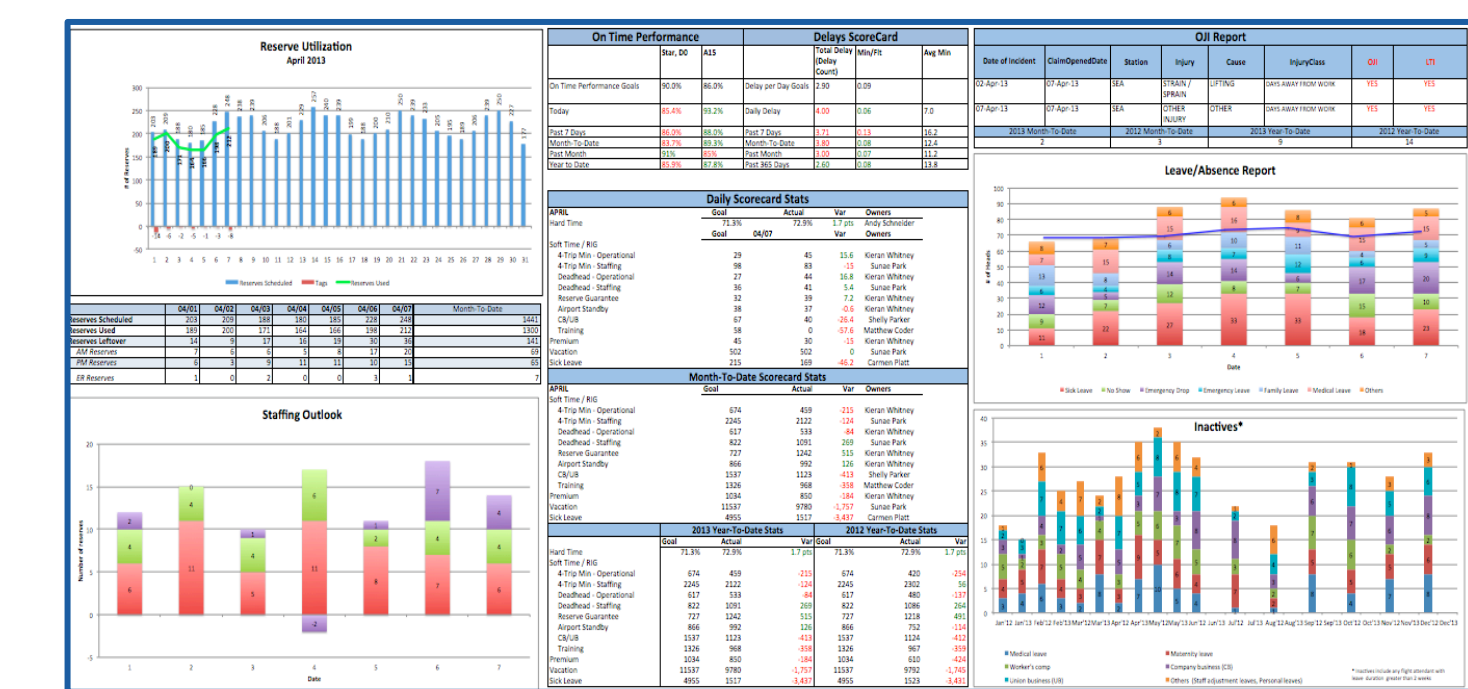
Business Requirements



Sketch



Wireframe



Paper Prototype Design



User Interviews



Test and Feedback

Usability Testing



Shivangi Agarwal, Swati Chaturvedi, Jackie Holmes
Sponsors - Cindy Mitchell, Sunae Park

