

# WE LOVE OLD PEOPLE

Junior Design Studio

Spring 2025



# PAIGE KIOSK

# WE LOVE OLD PEOPLE: PAIGE KIOSK

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# TABLE OF CONTENTS

TABLE OF CONTENTS  
02

## 1 Introduction

Problem Statement  
Project Rundown  
Buisness Model

## 2 Research Stage

Identify Users  
Competitive Analysis  
Empathy Map  
User Personas  
Scenario Map  
Needs Statements

## 3 Design Stage

Idea Generation  
Storyboarding  
Service Blueprint  
Low Fidelity Prototype  
Initial User Testing and Feedback  
Design System and Research  
Framing

## 4 Prototyping Stage

High Fidelity Prototype  
Scripting  
User Testing and Feedback  
Final Iteration

**1**

# **Introduction**

## 1

### USER: ELDERLY TRAVELER

Our goal is to better assist elderly passengers and attract more of the elderly demographic as potential passengers. Success in this would increase Massport's reputation & revenue, and it would make the curb to gate journey as simple as possible for passengers.

- 1      **Our Team is called:**  
We <3 Old People
- 2      **It's kinda like:**  
Embodying youthfulness
- 3      **This would be great  
for travelers because:**  
There would be better accommodation
- 4      **The Person who  
uses it is:**  
The elderly
- 5      **Currently they  
struggle because:**  
It is over-stimulating / stressful
- 6      **In a perfect world they would be able to:**  
Easily go to the gate

## 1 What is your main goal for this project?

Better assist elderly travelers and make the process as simple as possible.

## 2 What business functions/stakeholders are involved?

Look at car rental companies, kiosk workers, Logan shops and restaurants, TSA, government, and other airlines.

## 3 What outcomes is the client interested in?

Customer satisfaction and efficiency.

## 4 What solutions is the company thinking of?

Big maps (Electronic), AI Voice Assistant (Siri/Alexa), Large/simple signage, ADA accessibility, Staff escorts (mobility assistance).

## 5 What risks or blockers have we identified?

Costs, the steps along the way (TSA, check-in, customs, go to gate), location, overwhelming signage, and distance.

## 6 What user behavior are you hoping for?

Open-minded, Ask for Help, Relaxed, Trusting, and Efficiency with Completing Goal

## 1 How does the actual user behavior look like?

Confused, stressed (with TSA), frustrated, overwhelmed, stubborn, believing they have all the information, early.

## 2 What critical research questions do we have?

What do you like about airports?  
How is accessibility handled in airports?  
Do you think airports have become easier or harder to navigate?  
What helps the most when navigating?  
What are elders struggling with the most?  
How do the users first establish their flights?

## 3 What problem are we solving together?

Effortlessly get elderly from curb to gate.

**2**

# **Research**

While Logan Airport focuses more on the flight take-off than the pre-boarding process, how can we improve the pre-boarding process for the elderly?

The elderly find airports to be confusing, overwhelming, and stressful, how can we help?

While creating an improved experience, is this something that can be helpful for everyone, not just the elderly?

## 1 What is working well?

The process of going from the front to the gate is fine -the signage at the airport helps to aid in this, as it gives recurrence of where one is heading over having to guess. Having help upon arrival is also helpful.

## 2 What is causing anxiety/frustration/pain?

Having to go and ask for additional help and look for employees that are not easy to find (possibly due to understaffing) is an obstacle. Additionally, due to having to go around (or stand around) there is issues of physical pain.

## 3 What are the points of friction?

TSA and security employees also making things complicated and difficult for the user, as well some security measures complicating the process. Having to deal with items at the kiosk and being rushed by employees there additionally.

## 4 Are there any obvious areas for improvement?

Generally, having a more universal system/standards across airports outside of TSA and security procedures could be helpful for users. Improvements could be made with more staff that is dedicated to assisting travelers without adding unnecessary stresses, such as at the kiosk or those who meet with users at the front of the airport. For physical issues, there could be more seating put in outside gates.

There is a lot of overlap between designing for senior travelers and designing to meet ADA standards.

Physical disabilities and handicaps are common in the senior population.

Many handicaps are correlated with old age.

Both groups have been historically overlooked when designing public spaces and services.

Designing with seniors in mind = universal better design for all travelers.

Airports are often a stressful and frustrating experience for travelers from all groups.

Simplified signage, available staff, and more accommodating infrastructure = a better airport experience for all travelers.

Senior travelers (in the United States) are a growing demographic.

56 million people - or 1 in 6 Americans - were over the age of 65 in 2020.

The U.S. population is on track to have more citizens over the age of 65 than citizens under the age of 18 by 2035.

Also applies to international travelers, as many developed countries are experiencing similar population shifts.

## 1 Understanding the Elderly

Physical limitations such as reduced mobility, hearing loss, and vision impairments impact travel.

Both groups have been historically overlooked in public space and service design.

Energy levels & endurance decrease with age, making long walks, standing in lines, and rushed interactions more difficult.

Designing for seniors leads to a better travel experience for all travelers.

## 2 Understanding the challenges

Airports are inherently stressful and complex environments.

Long wait times & excessive walking.

Difficulties navigating kiosks & unclear signage.

TSA process (removing shoes/belts, being rushed, aggressive agents).

Lack of seating throughout the airport.

Many seniors dislike asking for help but appreciate proactive assistance.

## 3 What is wrong right now?

Airports focus more on flight takeoff than pre-flight experience.

Curb-to-gate experience is defined by frustration:

Lines, unclear navigation, last-minute gate changes.

Heavy reliance on self-service technology over human support.

TSA process is a major point of friction, especially for seniors.

# Empathy Map

RESEARCH  
11

Confusion:  
Why did they change this? I wish I knew where to go.

Recommendation:  
Why should I go there? Which restaurant is good?

Cry For Help:  
What did that announcement say? I need a wheelchair.  
Where is my flight? Where can I find an employee?

Frustration:  
"TSA gripes my ass"

## Quotes

Wanting help:  
Stubborn: I can figure this out on my own.  
Being lost

Physical:  
I hope they don't touch my medication bag./I need to sit down.

Reactions:  
Feels like cattle

## Expectations

## Actions

Needing Assistance:  
Might try to look up help on phone but struggles.  
Goes to someone or waits for someone for help.  
Take a while taking shoes and belt off.

Directional:  
Sit down, stands around and wanders in random direction.

Airport Steps:  
Check in bags at TSA check Goes to bathroom gets drink or snack.

Anger  
Lost/Clueless  
Unwell  
Overwhelmed  
Stubborn  
Unsettled

## Emotions



## George Smith

George Smith is a 76-year-old retired carpenter from Boston, Massachusetts, where he spent over 40 years building homes, restoring historic buildings, and earning a reputation as one of the most trusted craftsmen in the city. Known for his steady hands and attention to detail, George took great pride in shaping the places people call home. Now retired, he enjoys the freedom to travel, often flying across the country to visit his beloved grandkids. Whether he's helping fix a squeaky door or sharing stories from the job site, George's warmth and wisdom always make an impression.

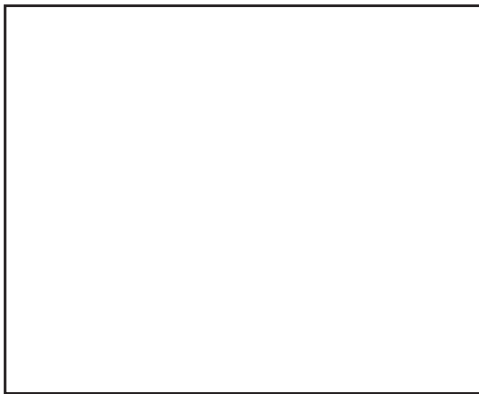
## Pains

- Long wait time in lines
- Not knowing where to find help
- Overwhelmed easily

## Goals

- Easily contact help with accessibility options
- Get to gate on time
- Feel safe and confident

## Step 1: Arrival



George needs to navigate the airport in order to get to his gate and board his flight.

### Thinking:

"I hope this will go well and I can get to my flight on time."

### Feeling:

Anxious

### Doing:

Arrives at curb of airport terminal, walks through terminal entrance.

## Step 2: TSA



George goes through TSA.

### Thinking:

"All these TSA rules are frustrating, airports are not what they used to be!"

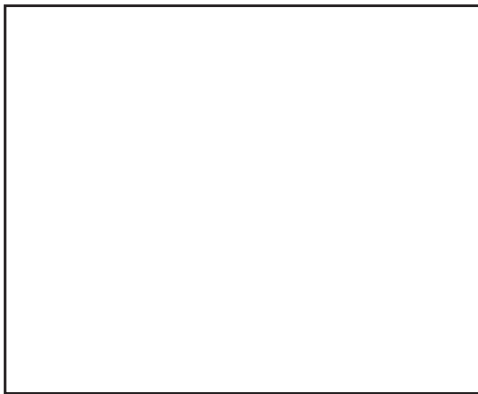
### Feeling:

Anxious

### Doing:

Slowly taking off belt and shoes and waiting in line to go through the x-ray and grab his belongings.

## Step 3: Kiosk Introduction



A kiosk approaches George. On it is a UI to aid him. He scans his boarding pass and is presented with a map of the terminal.

### Thinking:

"How convenient! I'm going to order a ride to this restaurant."

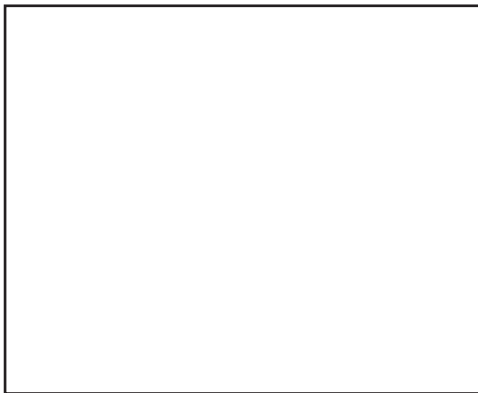
### Feeling:

Surprised, curious

### Doing:

Reading kiosk map, choosing a restaurant, ordering food, and ordering a ride on a cart.

## Step 3: Kiosk Introduction



A kiosk approaches George. On it is a UI to aid him. He scans his boarding pass and is presented with a map of the terminal.

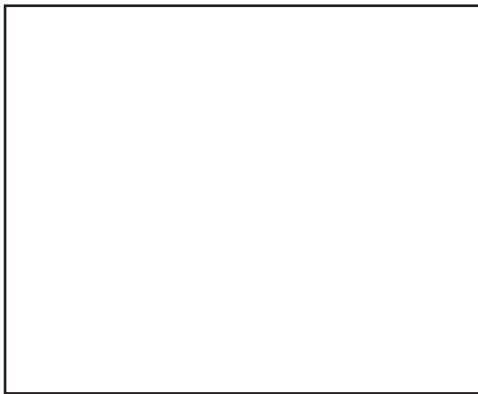
### Capabilities:

Scanning of flight information, calling of assistance (cart and worker), and ordering of food services.

### Enablements:

- Have outwards assistance detect + approach
- Call for transportation
- Can set up a profile to use for future trips
- Request/access workers/services
- Call for assistance quickly
- Create mobile requests
- Call for accessibility

## Step 4: Transport



The cart arrives and George gets in. The UI moves from the kiosk to a screen in the cart. The cart drives George to the restaurant.

### Thinking:

"It's nice to sit back and not have to walk!"

### Feeling:

Delighted, relaxed

### Doing:

Sitting back, observing the airport, checking the time.

## Step 4: Transport



The cart arrives and George gets in. The UI moves from the kiosk to a screen in the cart. The cart drives George to the restaurant.

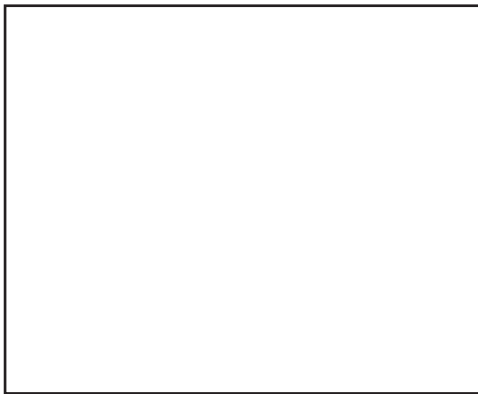
### Capabilities:

Scanning of flight information, calling of assistance (cart and worker), and ordering of food services.

### Enablements:

- Easily access database at any point
- Choose to wait
- Check menus/reviews for airport restaurants
- Decide his pathway/traveling location within the airport
- Locate bathrooms
- Implement navigation preferences
- Recieve location services/directions quickly

## Step 5: Leisure



George has time to kill and grabs lunch at a restaurant inside the airport. He then rides the cart the remaining distance to the gate.

### Thinking:

"Great burger!"

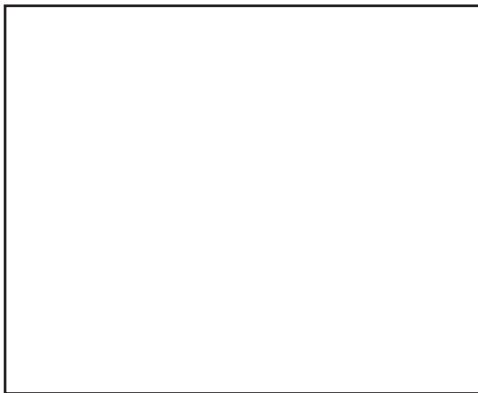
### Feeling:

Satisfied, resting

### Doing:

Eats lunch, relaxes, and gets back into cart.

## Step 6: Gate Arrival



George gets in line at his gate and boards his flight.

### Thinking:

"I'm getting on my flight and I didn't even need to worry too much. Very helpful."

### Feeling:

Content

### Doing:

Exits cart, walks up to gate, walks through jet bridge to board flight

George needs a way to \_\_\_ so that \_\_\_.

## 1 Help/Stress-Free

Find assistance at any point - Always have an answer to problems

Have accessible help - He doesn't have to worry  
Know his flight status - No worries about boarding  
Feels welcomed - Not stressed out  
Easily find & talk to staff - Doesn't have to hunt staff down  
Find help at any point - Always have an answer to problems  
Efficiently get help from desk - Does not have to wait  
Be checked in at his pace - Travel comfortably

## 2 Physical Comfort

Quickly get around - He does not have physical complications

Sit down - Does not have to stand or walk as much  
Get to check-in easily - He does not hurt himself  
Quickly get around - He does not have physical complications  
Have his specific needs met - Traveling is easier

## 3 Physical Comfort

Pass TSA easily - To board efficiently with no negative interactions

Get from TSA to gate easier - He doesn't get lost  
Have a calmer TSA experience - It's not seen as a big travelling burden  
Pass TSA easily - To board comfortably  
Pass through TSA simply - Manage his time  
Positively get through TSA - He does not have to wait too long & deal with rude agents/emotional impact

**3**

**Design**

## Sectioning



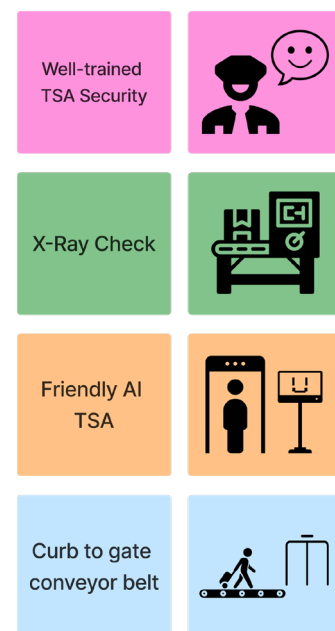
## Navigation



## Assistance



## TSA



## 1 Wall Map

An interactive wall map that would display at the top of the wall and users can interact at eye level for more specific functions.

## 2 AI TSA

TSA check that is automated allowing the user to have a more streamlined and potentially less socially negative experience at TSA.

## 3 Golf Cart

Uber-like golf cart service to get someone from TSA to their gate.

## 4 AI Kiosk

A self service kiosk that scans the user boarding pass to access their information and assist them.

### Value

- Cost cuts
- Streamline help/directions
- Less vocal/document relaying of information
- Personalized to user

### Features

- Gives airport staff relevant information on user
- Allows for more efficiency in passage/checks
- Allows for more easily called assistance

### Capabilities

- Implement + cost
- Willingness to restructure information checks/security measures

1



George arrives at the airport curb.

2



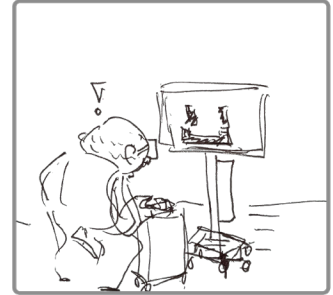
George goes through TSA.

3



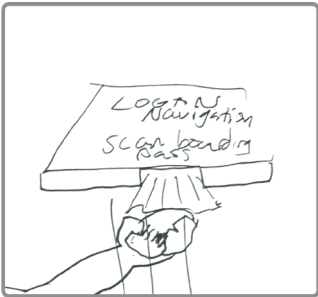
George is stressed and overwhelmed from the airport.

4



An AI-powered kiosk recognizes a new passenger nearby and comes to greet George.

5



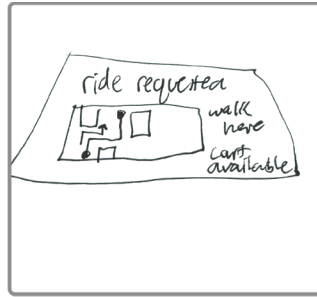
George scans his boarding pass at the kiosk.

6



George reads the screen and presses "Transport".

7



The kiosk displays "Ride Requested" and a map.

8



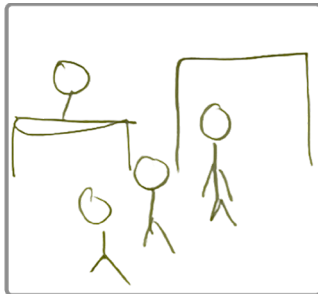
A cart rolls up to George and the kiosk.

9

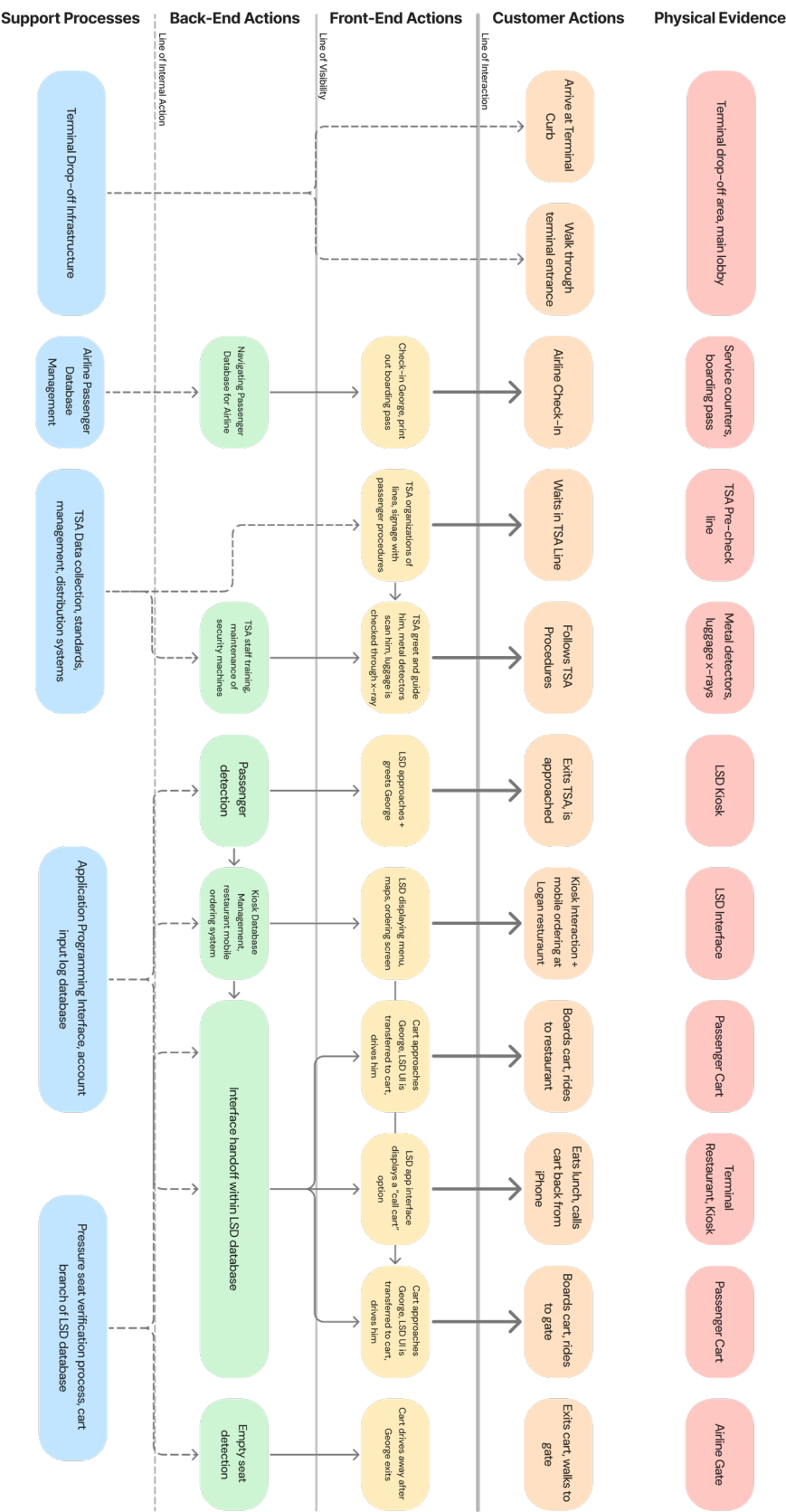


After George settles into the cart, it then drives to George's gate.

10



The cart drops George off at his gate and boards the plane with ease.



## Attributes

### Secure

Information is saved, allow user to call for assistance at any point

### Attentive

Options for changes to UI are available for accessibility & information hierarchy

### Cohesive

All information & navigation make sense in hierarchy

### Direct

Information is clear, not cluttered

### Clean

Minimal design

## 1 Typography

Typography and typeface choice are key in design because they shape how a message feels and how easily it's read.

The right typeface can convey personality—whether something is serious, playful, modern, or classic—and it builds trust and tone.

Good typography also guides the eye, creates hierarchy, and helps people absorb information smoothly. It's not just about looking good—it's about making communication clear and intentional.

## 2 Color

Color is crucial in design because it instantly communicates mood, hierarchy, and meaning. It grabs attention, sets the tone, and helps people understand what's important at a glance.

By incorporating the BOS Logan airport colors, but making them our own, we aim to show that our design is a part of Logan airport, but also a unique system that isn't using the exact same colors.

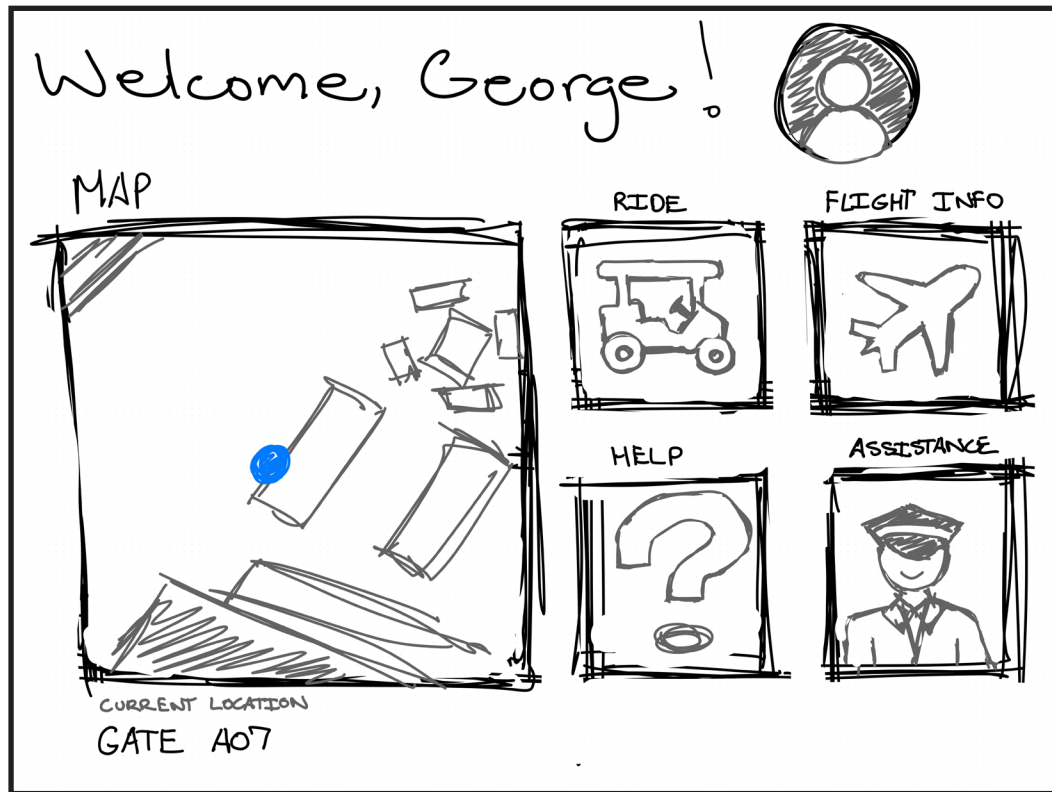
## 3 Shape

Shape plays a powerful role in design because it influences how people emotionally respond to what they see.

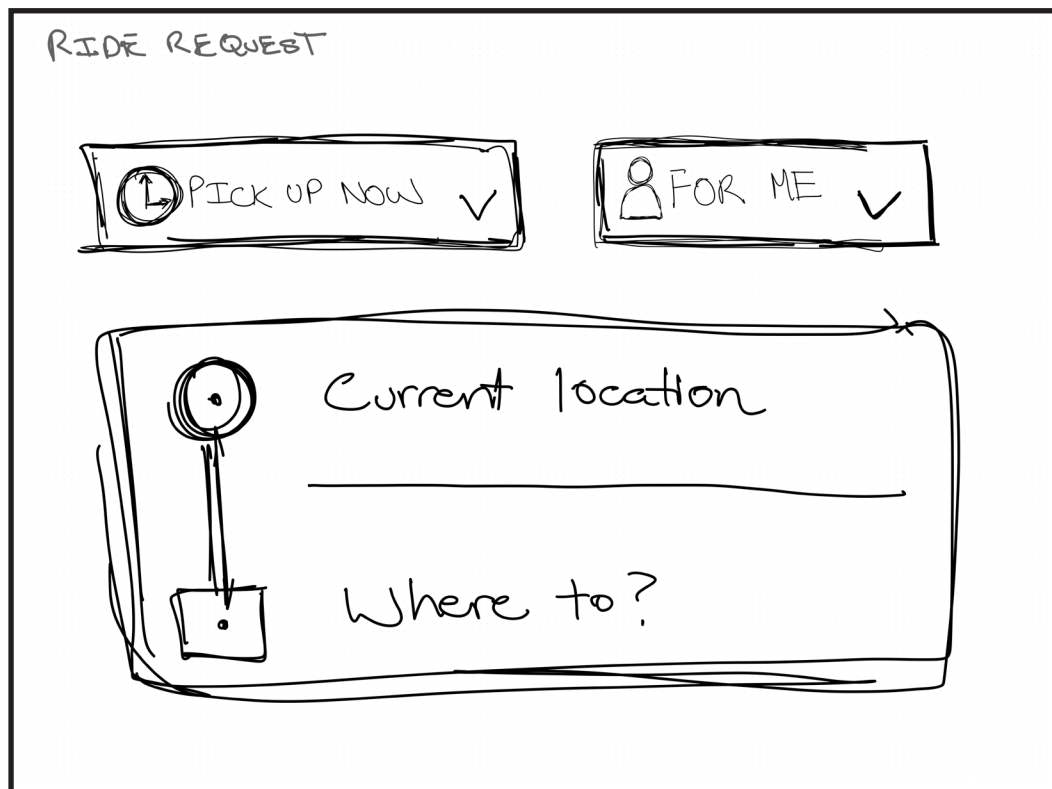
Rounded shapes give off a sense of safety and comfort, which is why they're often used in apps, logos, and buttons where a welcoming, user-friendly vibe is important. Shapes help set the tone before a single word is read.

# Low Fidelity Prototype

1

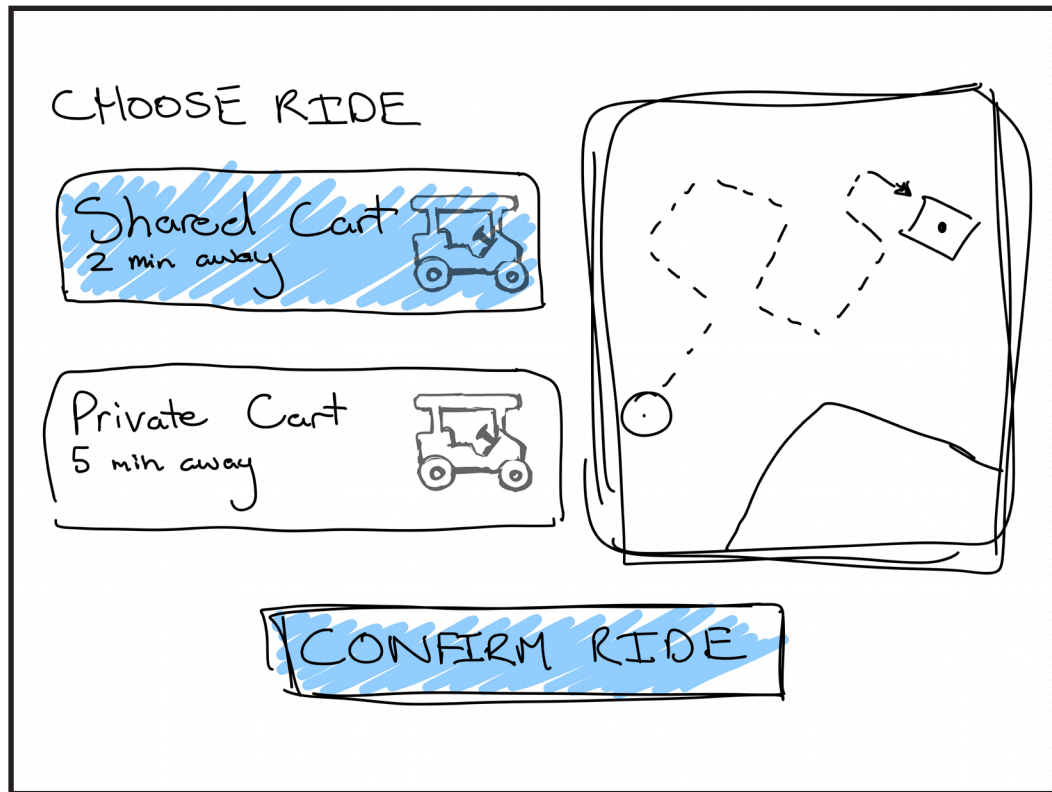


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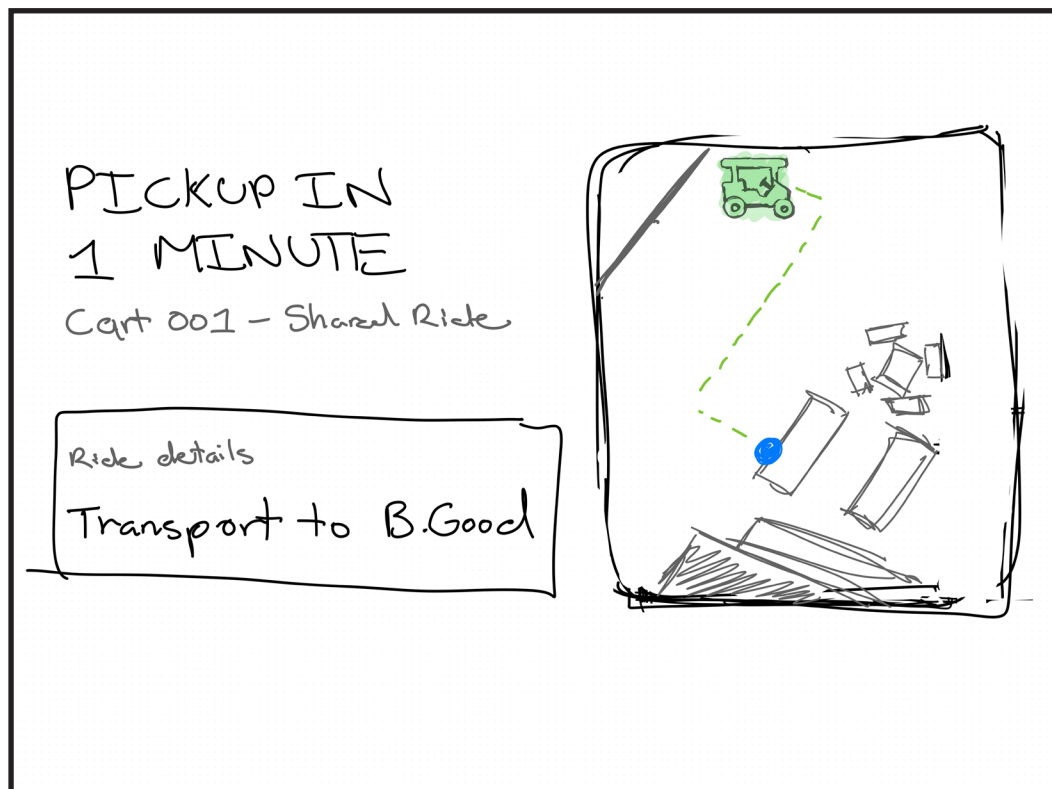


# Low Fidelity Prototype

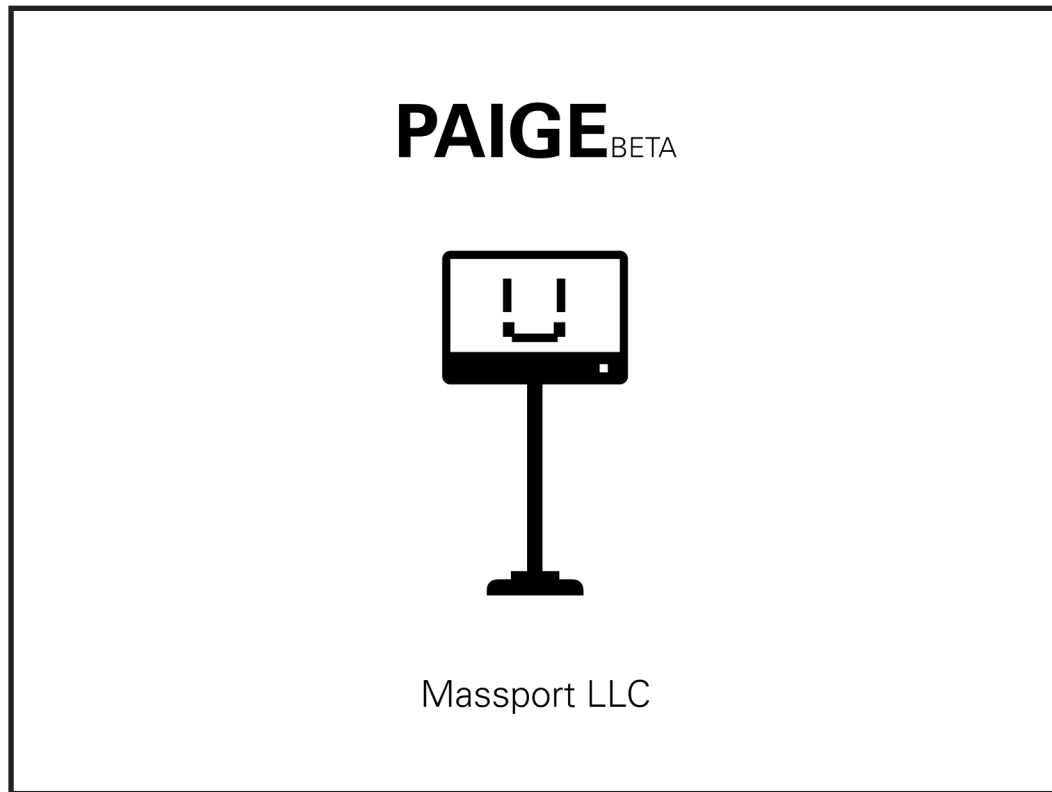
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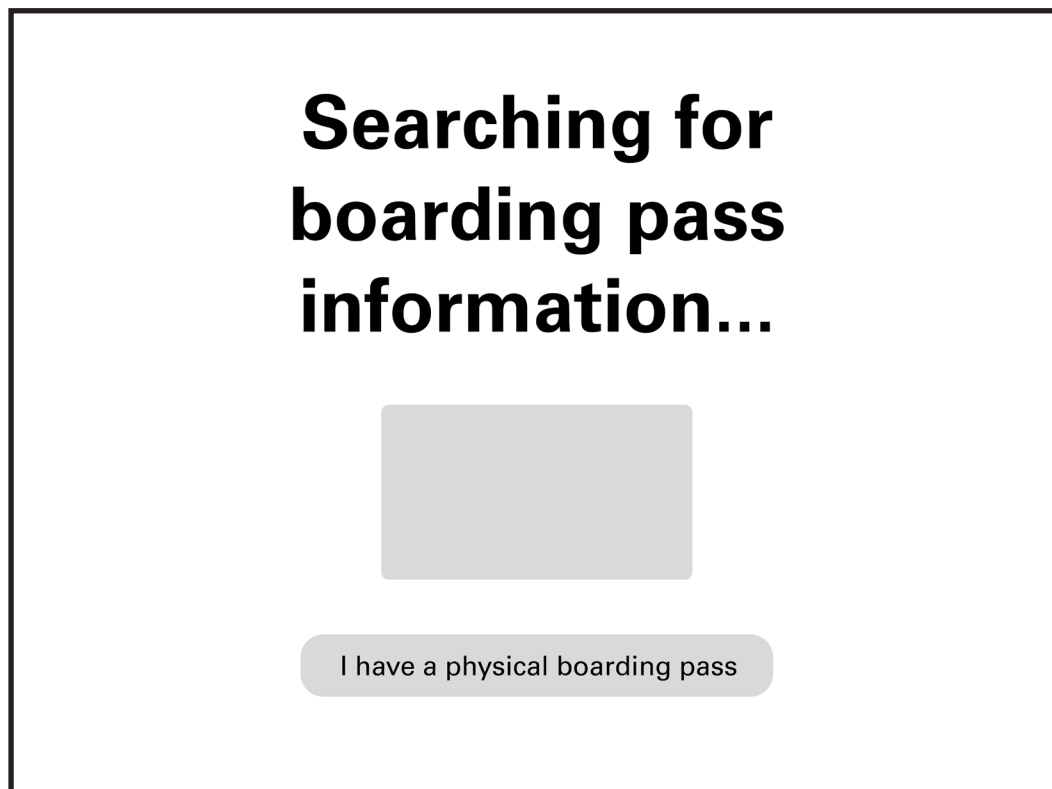
4



1



2



3

**Please scan  
QR code of boarding  
pass below.**

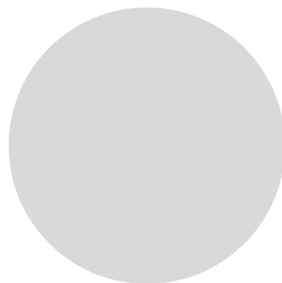


I scanned my boarding pass

I have a digital boarding pass

4

**Traveler found!**



**George Smith**

BOS → ATL

12:00 pm

Terminal A

JetBlue 1857

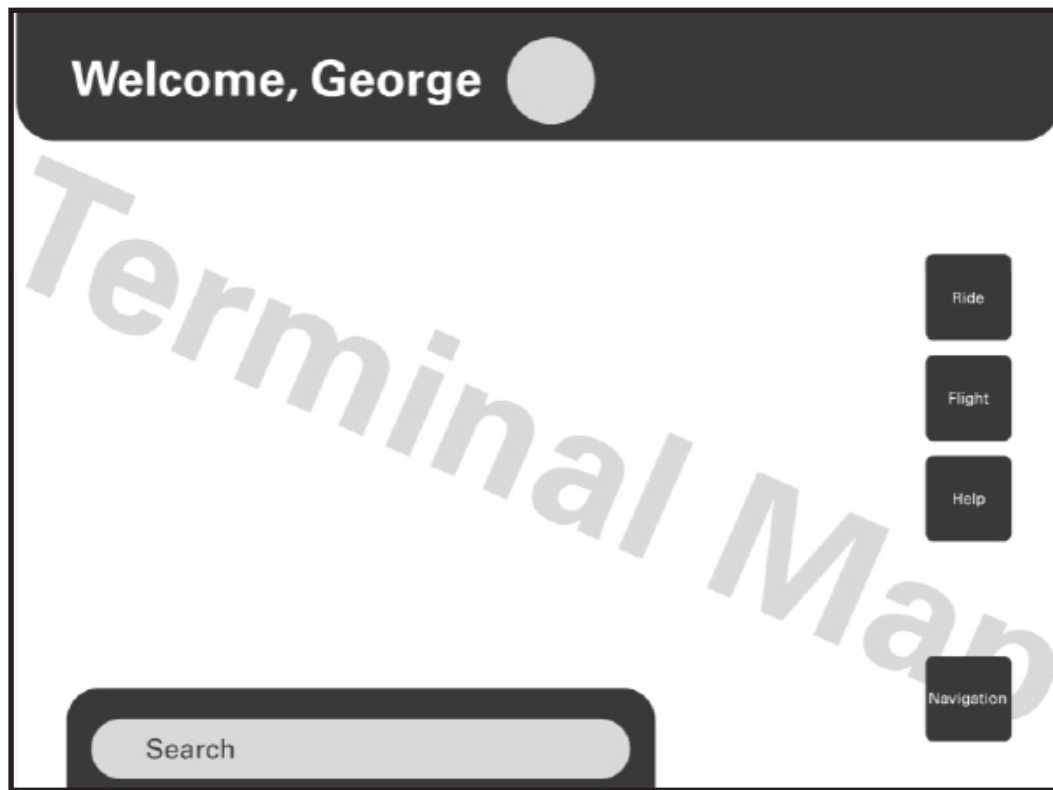
On time

Gate 10

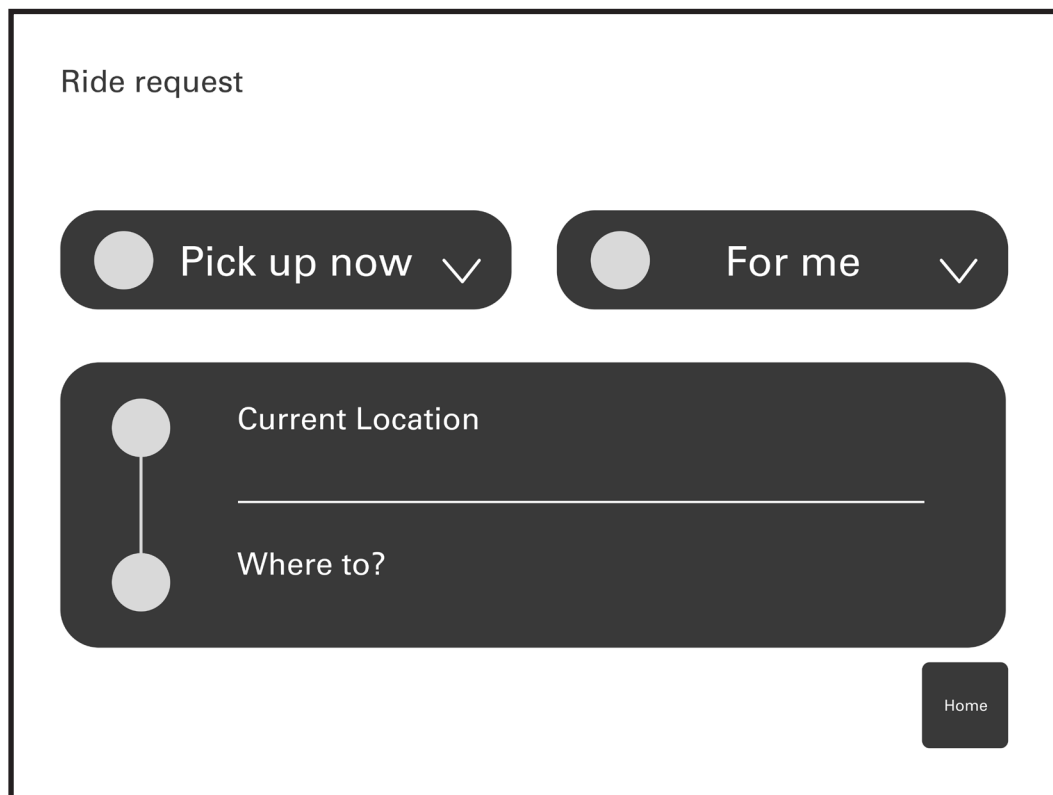
Loading menu...

# Low Fidelity Prototype

5



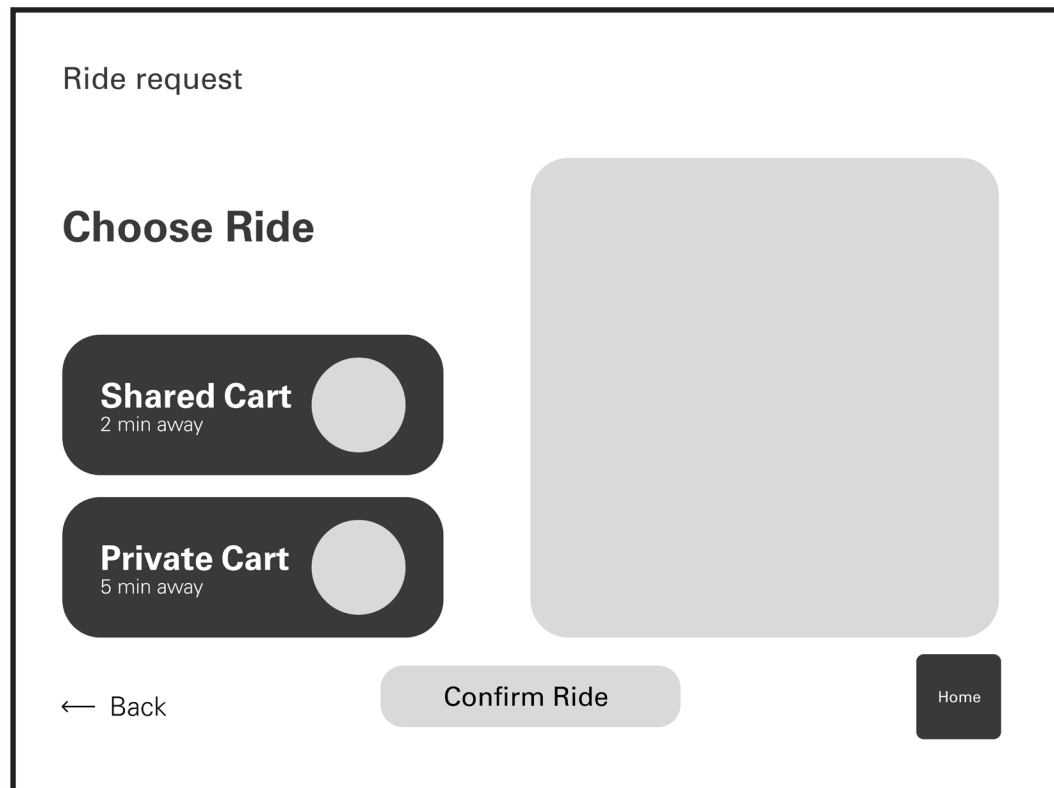
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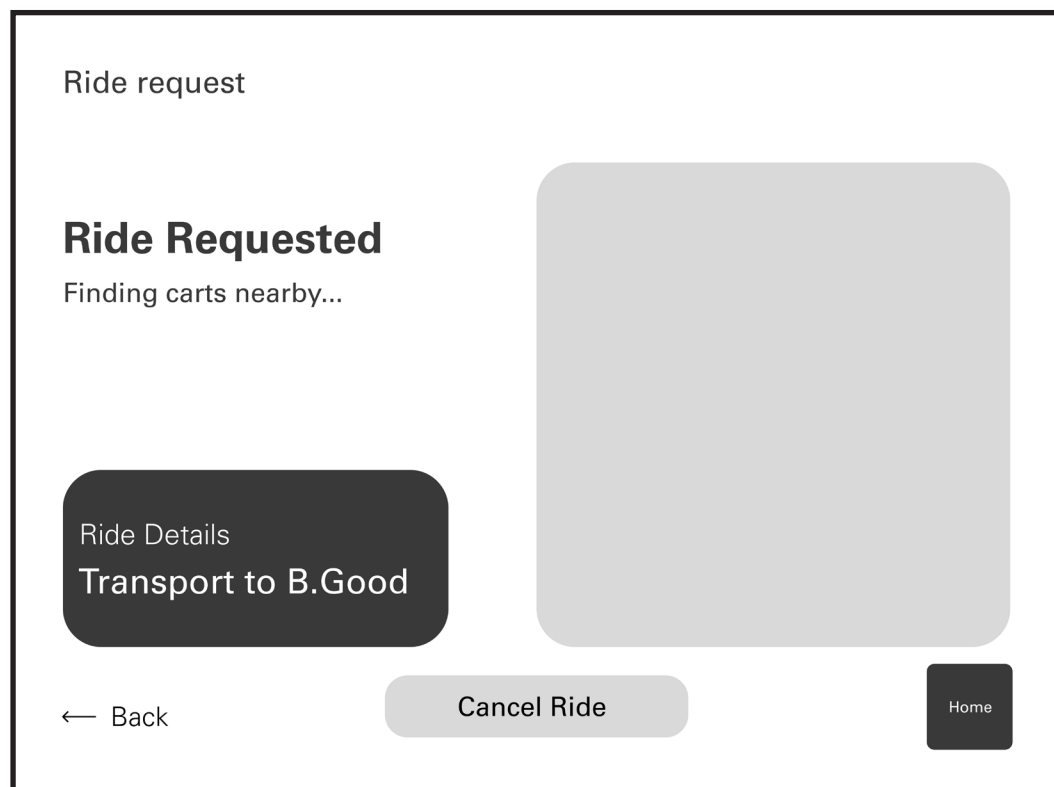
# Low Fidelity Prototype

DESIGN  
30

7



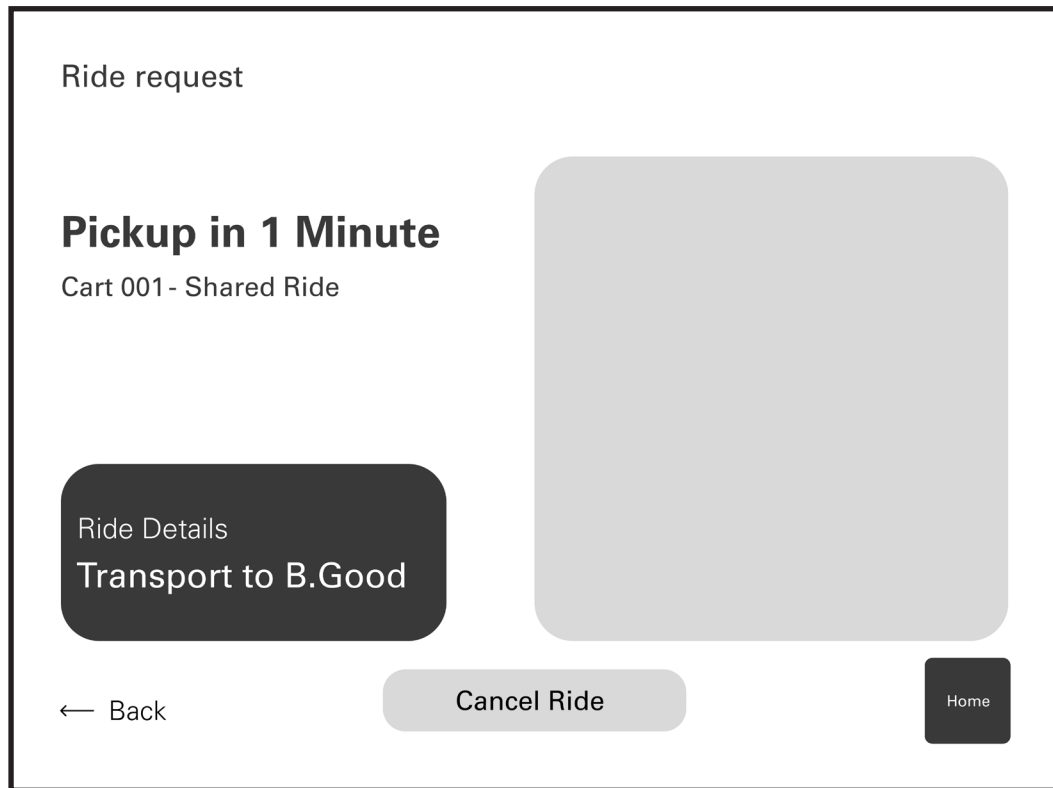
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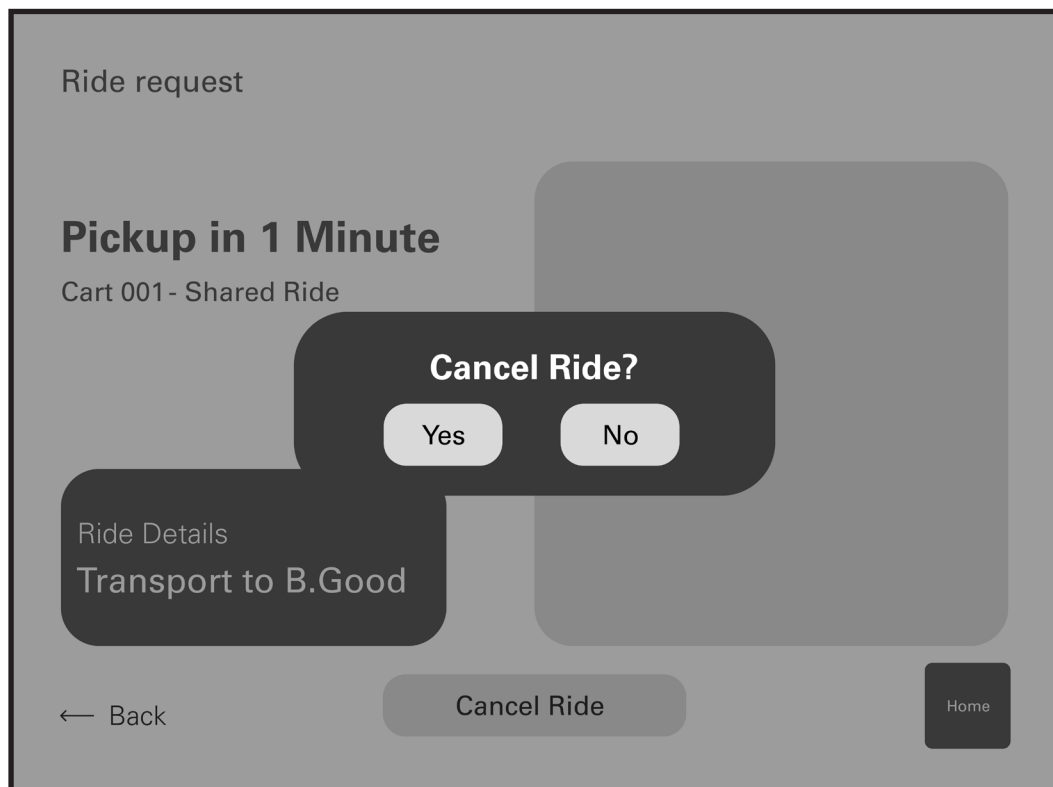
# Low Fidelity Prototype

DESIGN  
31

9



10



# Initial User Testing and Feedback

## 1

### Test Results

Test Result 1 - Male aged 61

Likes the simple layout and simplicity of the job.

Thinks "Help" could be divided into sub-categories and maybe AI oriented.

Add language options.

Shared cart for bigger families could be special request but not to be focused on.

Feels the map is very important.

Less is more.

Test Result 2 - Male aged 65

Feels like the accessibility aspect is the most important - expand to not just wheelchair - bathroom assistance?

Enjoys the idea and layout of UI.

Make users aware of the service - fear of the elderly not knowing / wasting time trying to figure it out.

Be able to make call while at kiosk to have someone walk you through it.

Could do multiple stops: bgood, then the gate.

Test Result 2 - Female aged 59

Make the experience as effortless as possible.

Limit options for searching .

Give recommendations.

Include for Arrival as well? - put in requests.

Give option for multiple locations.

When searching, have categorized services shown.

When on the maps feature, be able to request a cart when tapping on a location.

## 2

### Takeaways

All users were in support of the concept

All users enjoyed the layout of the UI

Concern for over complication for audience - limit clicks and make everything labeled

Add settings to adjust language, add bionic?, audio options...

Implementation of subcategories - keep organized

**4**

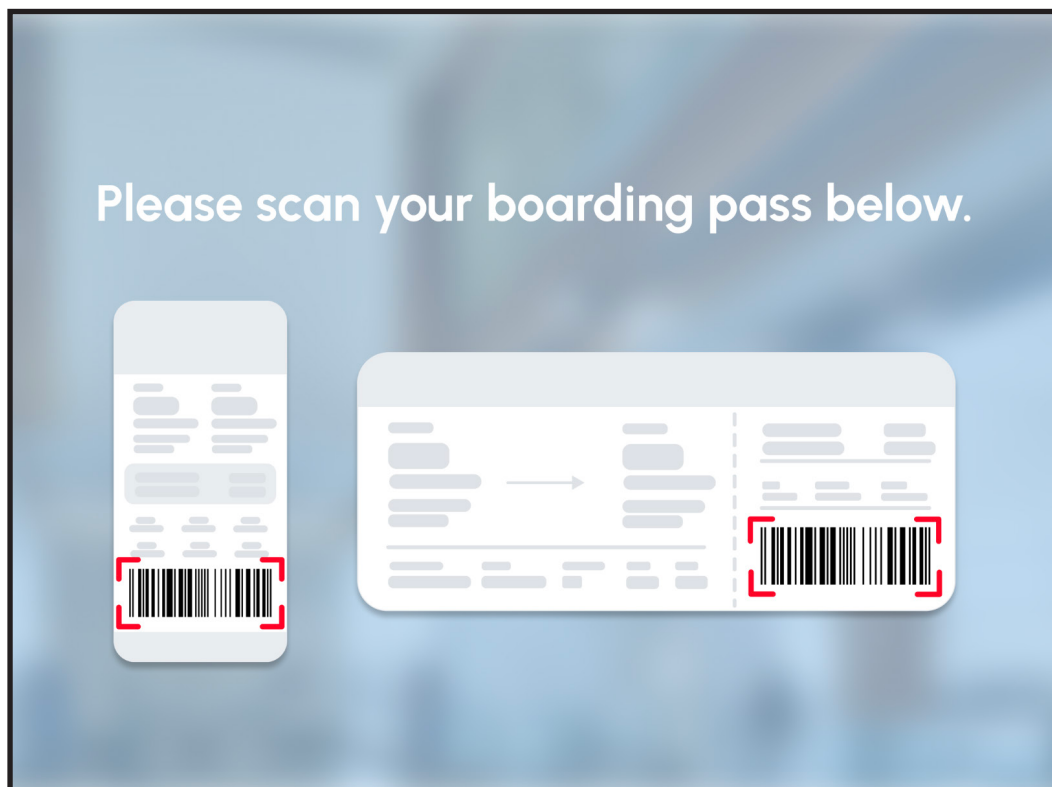
# **Prototyping**

# High Fidelity Prototype

1



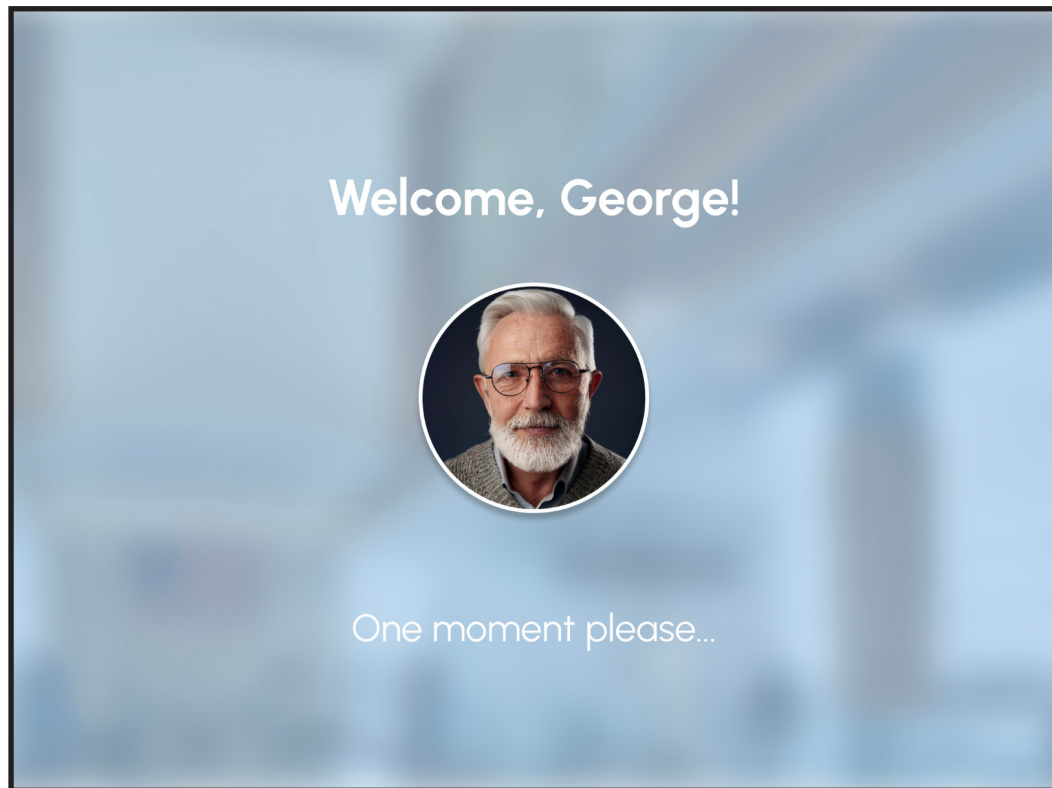
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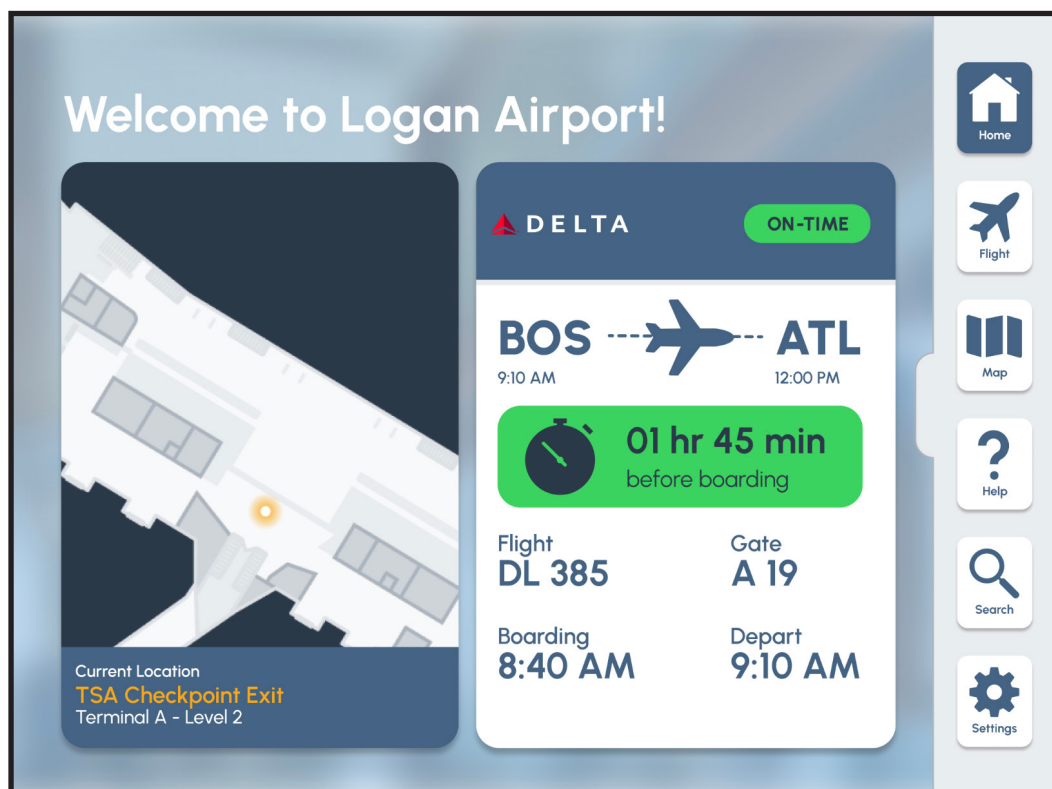
# High Fidelity Prototype

PROTOTYPING  
35

3

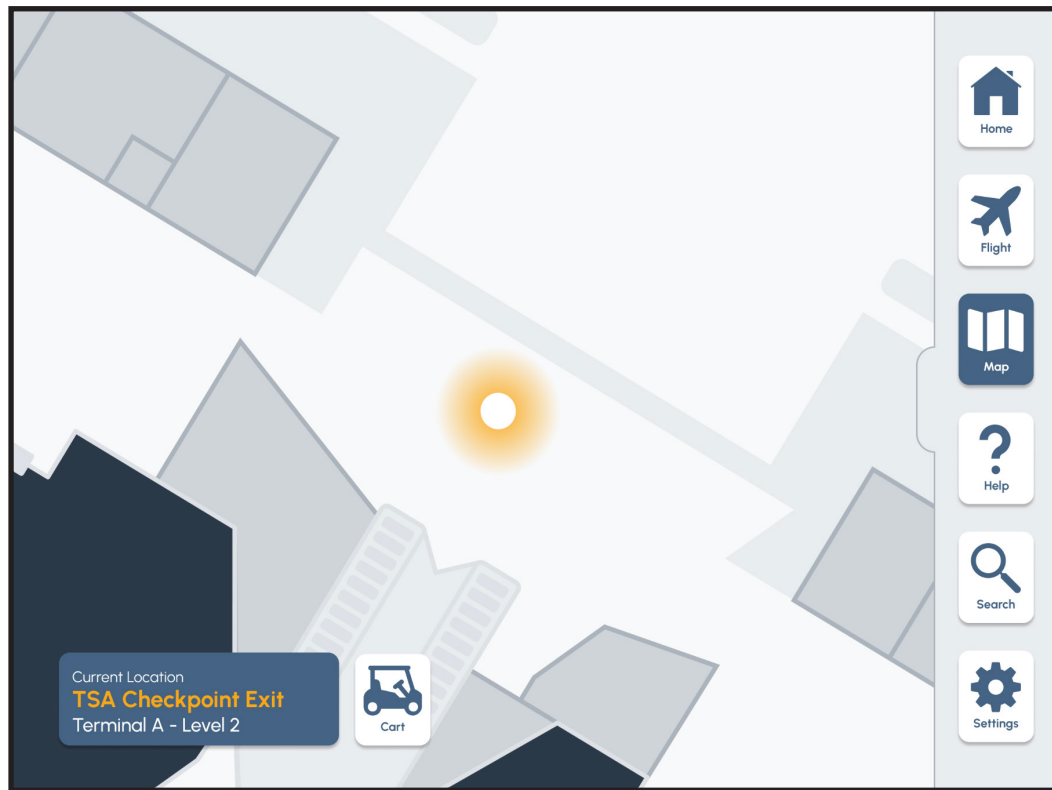


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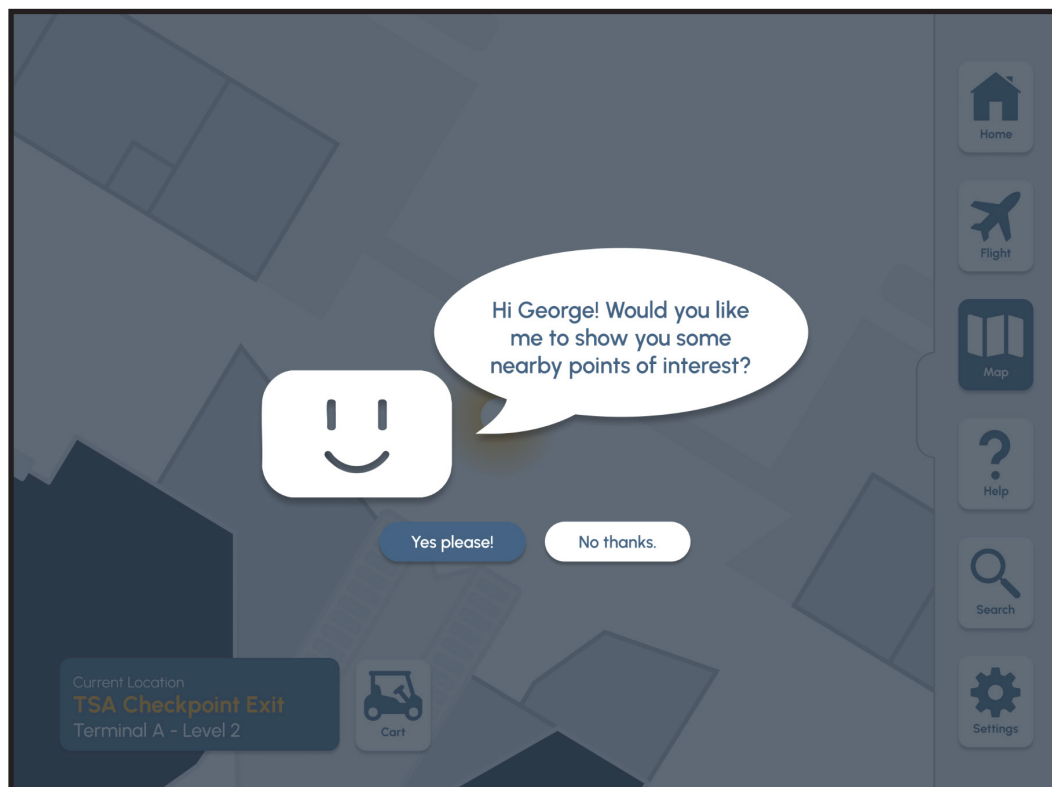


# High Fidelity Prototype

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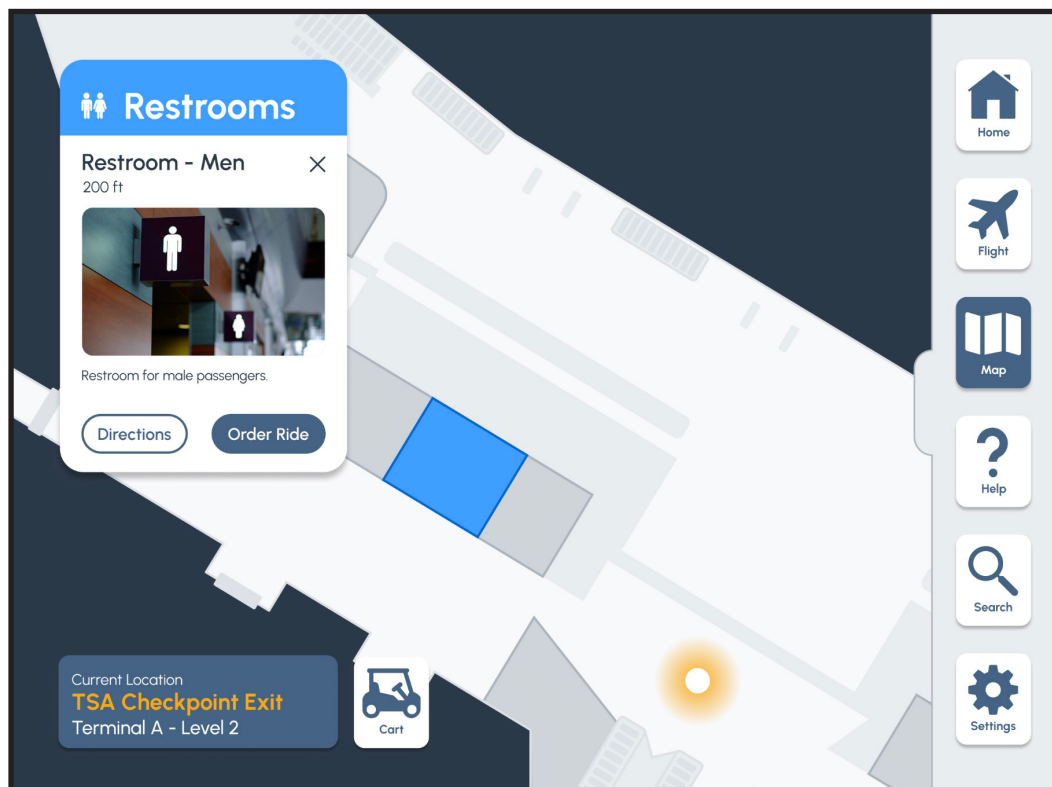
# High Fidelity Prototype

PROTOTYPING  
37

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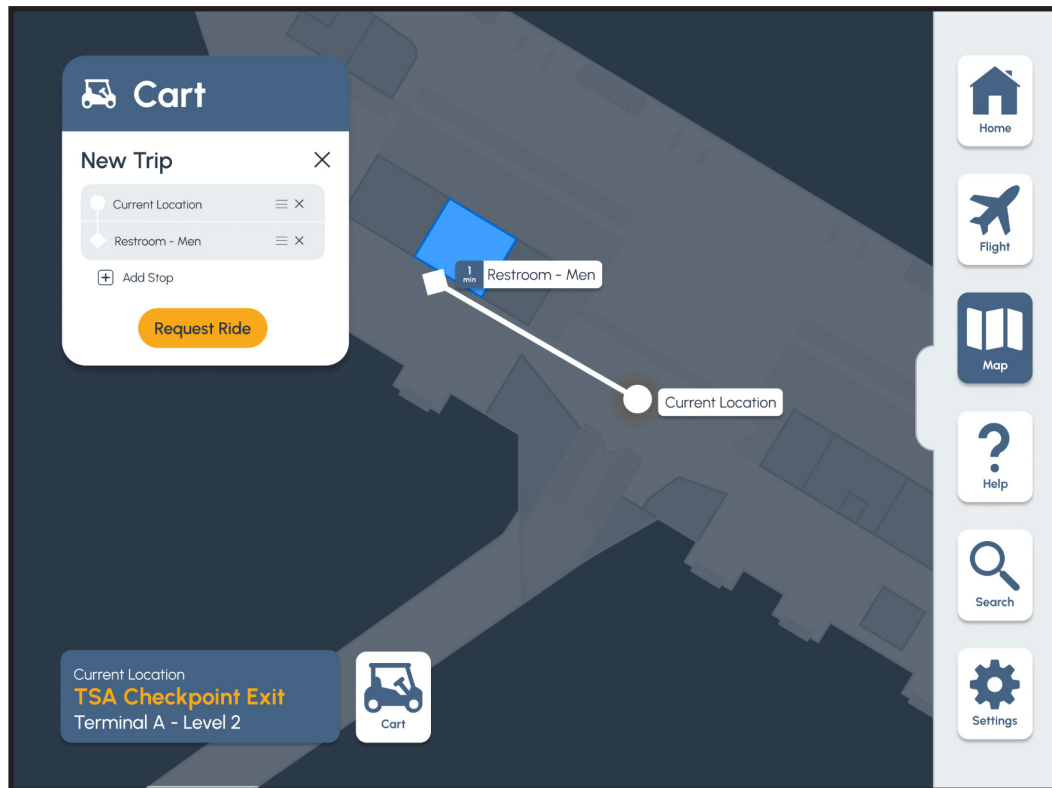
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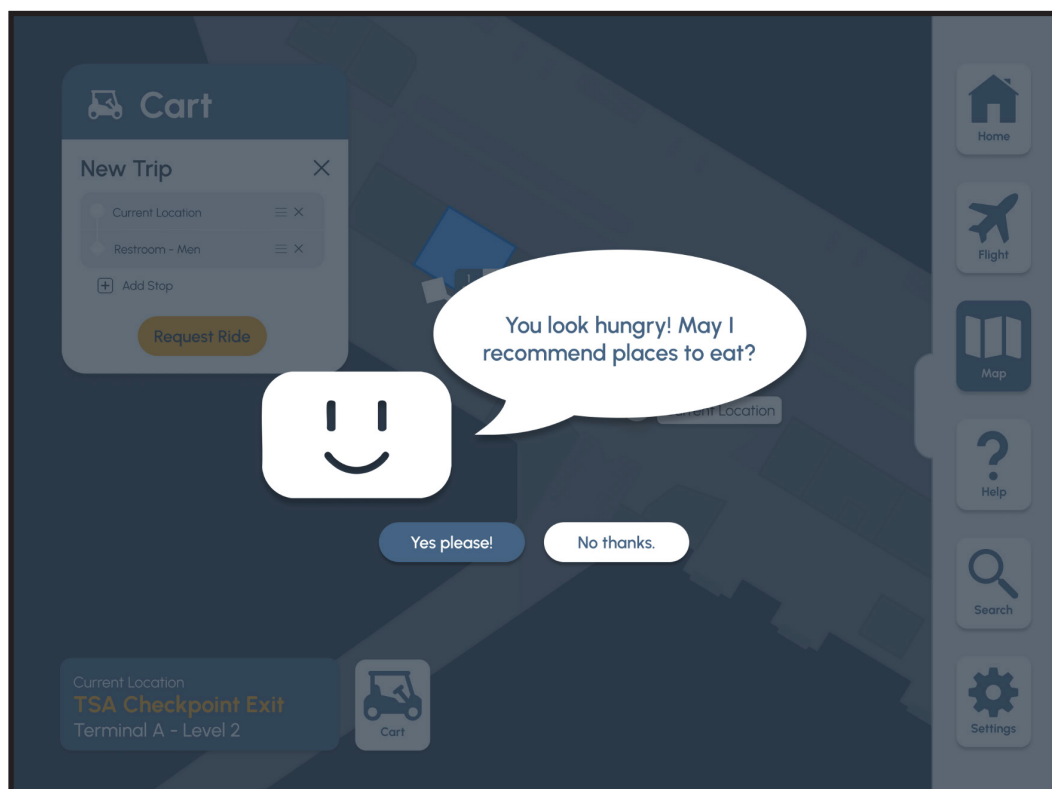
# High Fidelity Prototype

PROTOTYPING  
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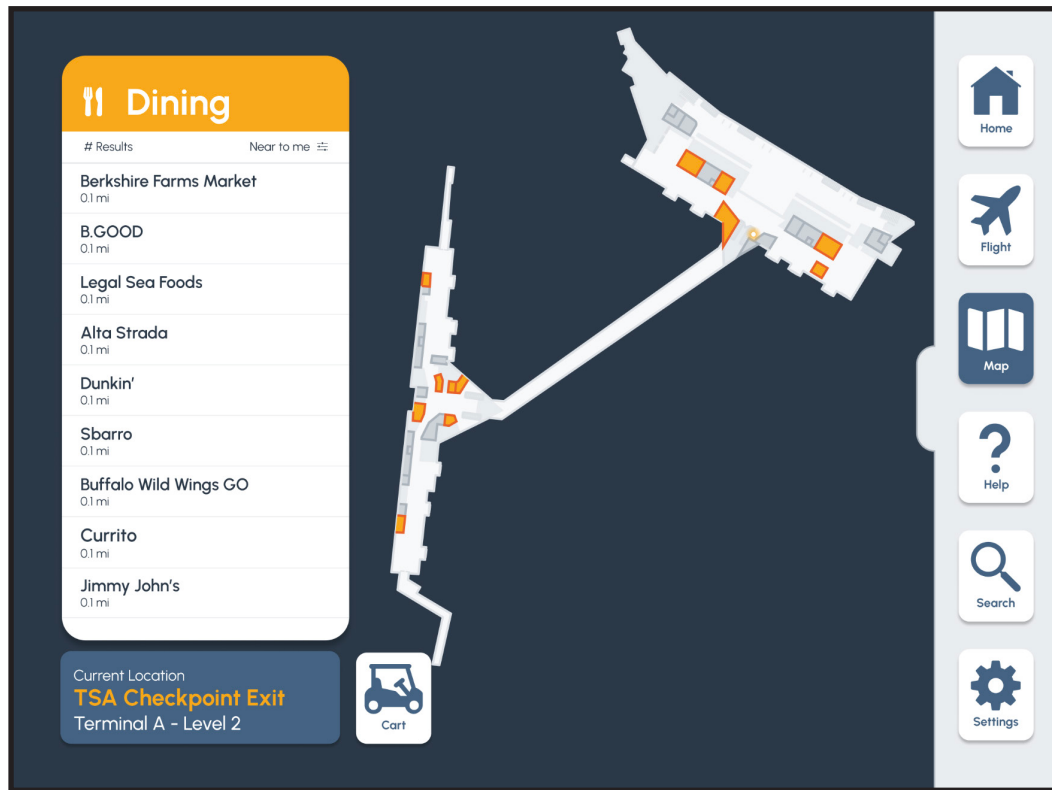
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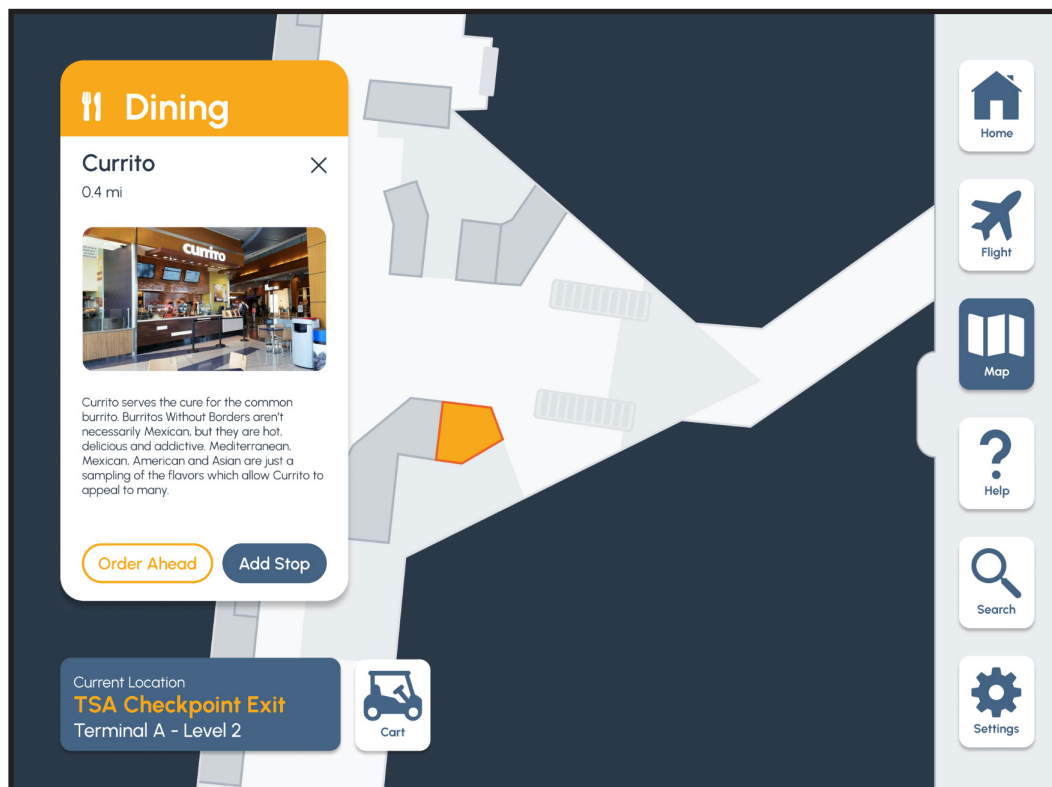
# High Fidelity Prototype

PROTOTYPING  
39

11



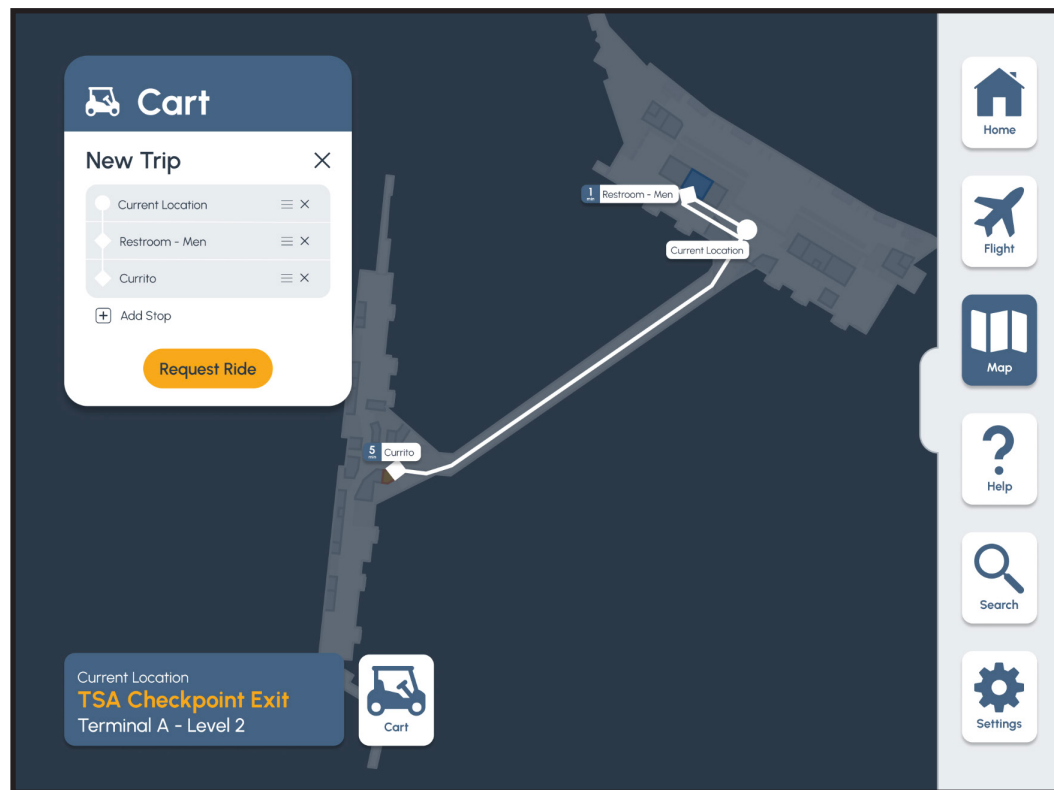
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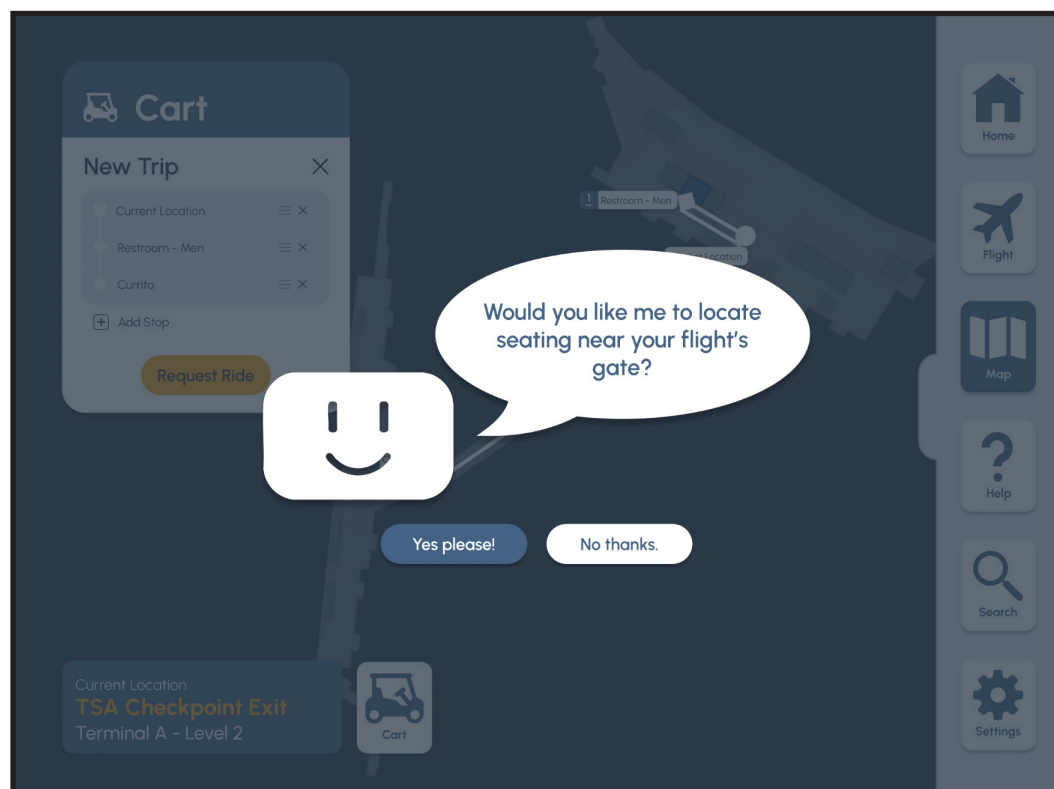
# High Fidelity Prototype

PROTOTYPING  
40

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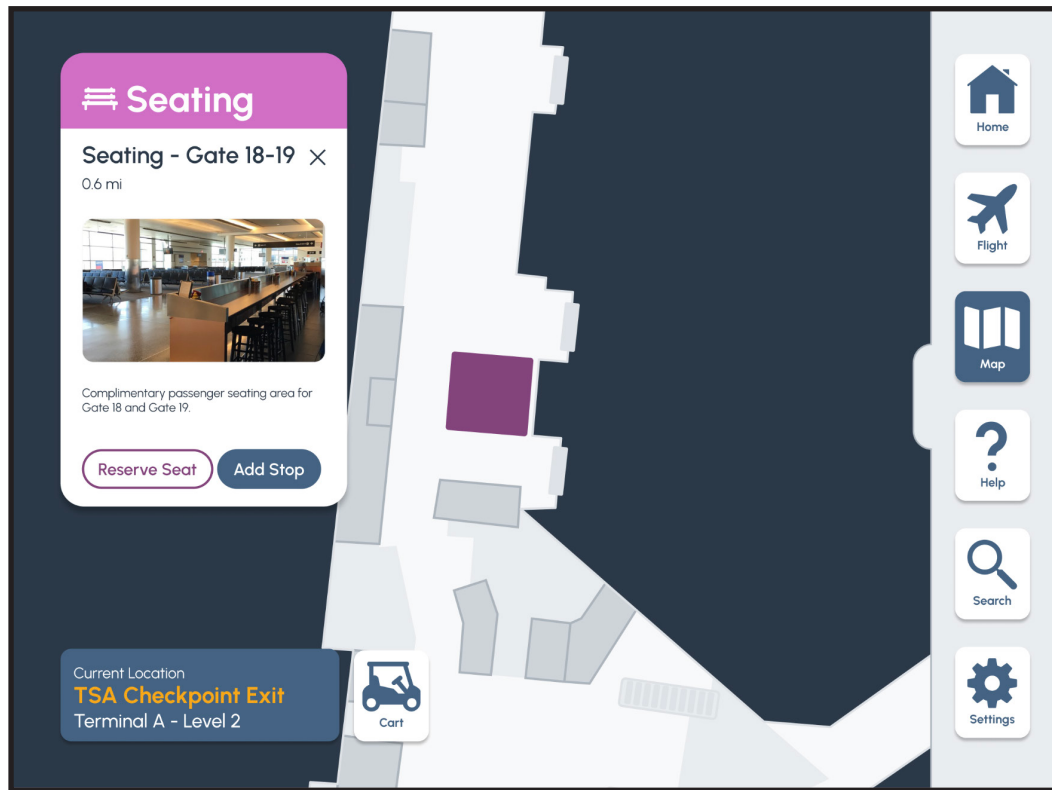


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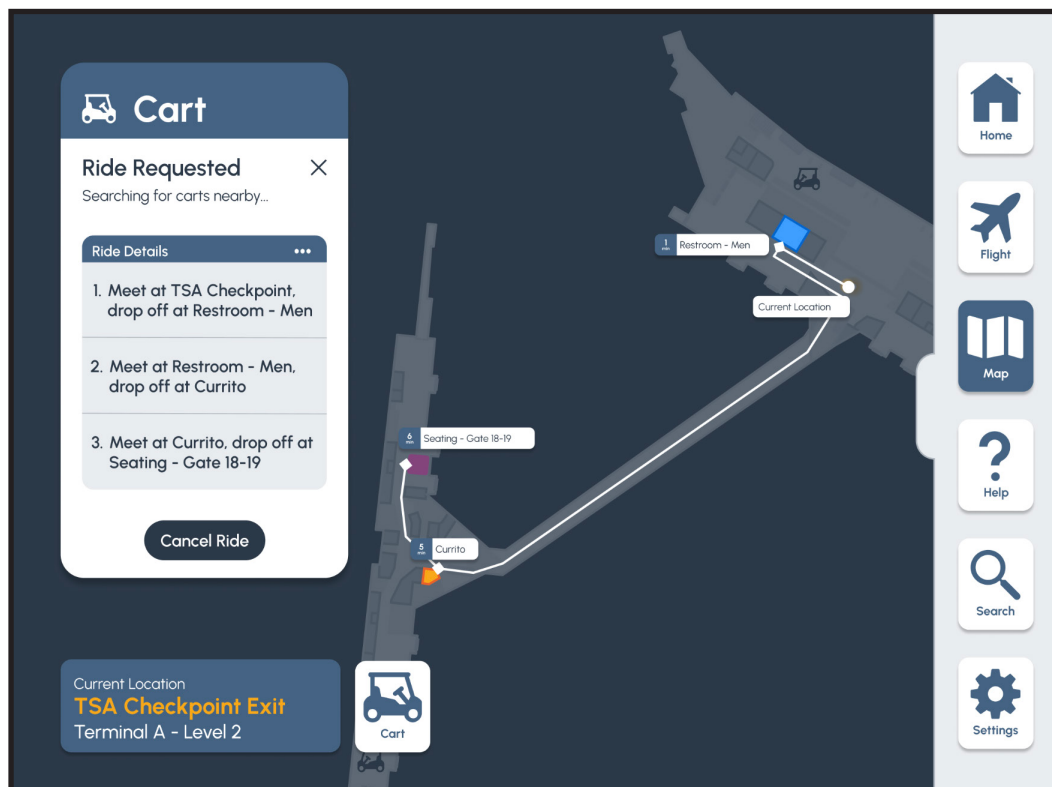


# High Fidelity Prototype

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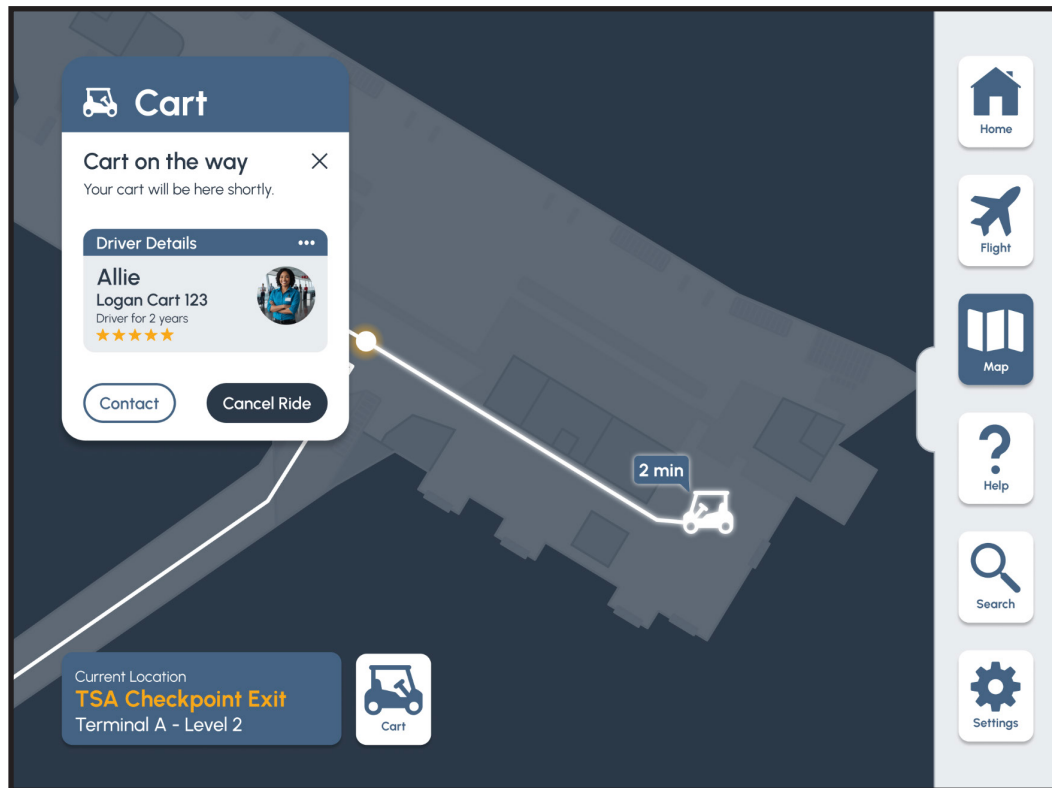
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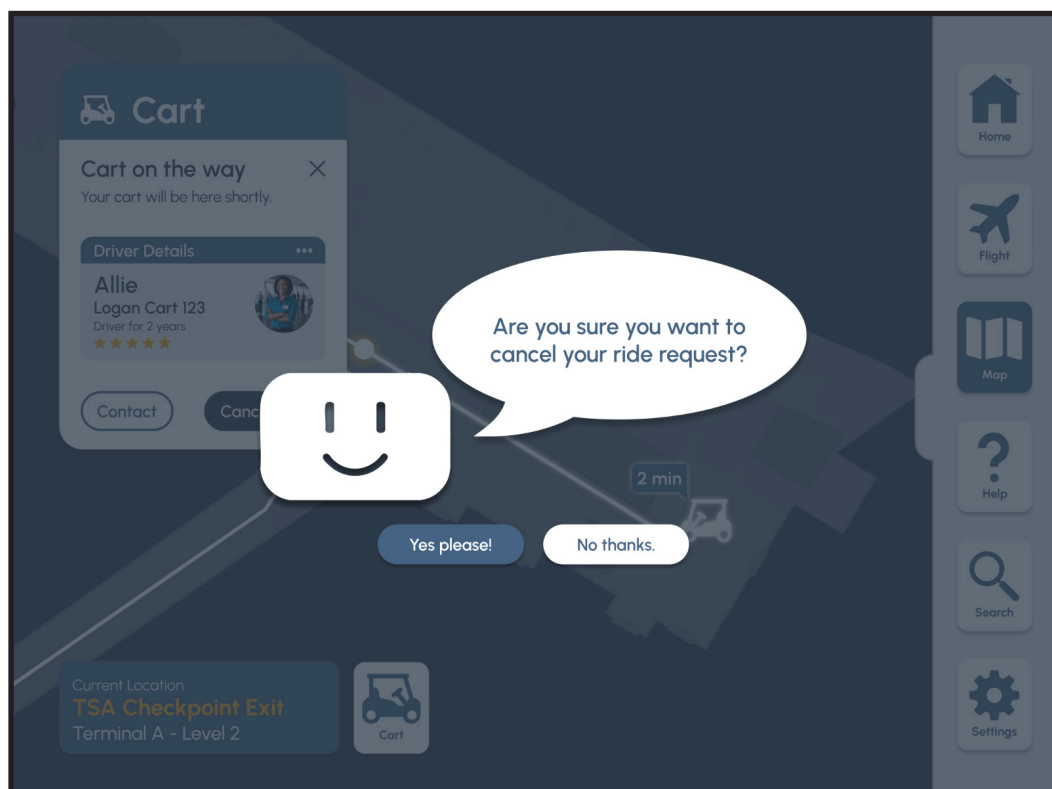
# High Fidelity Prototype

PROTOTYPING  
42

17



18



## [INT. BOSTON LOGAN AIRPORT – JUST PAST TSA]

GEORGE, a kind-looking man in his early 70s, walks slowly with his carry-on. He pauses at a touch-screen kiosk near the security exit. The screen reads: "Scan your boarding pass to begin." He pulls out his ticket, scans the barcode, and the kiosk loads a personalized dashboard.

SCREEN LAYOUT:

Left Side: Small airport Map preview

Right Side:

Top: Flight Tracker: "Flight to Orlando – Gate B27 – On Time"

Bottom: Help & Info button

Right Vertical Bar: [Home] [Flight] [Map] [Help] [Search]

George taps the small Map on the left. It expands to full screen. His current location is shown as "You Are Here." Gate B27 is marked further down the terminal.

At the top of the map, small icons say: "Add Stop +" and "Clear Route."

George presses the Search icon from the right nav bar. A keyboard appears. He types: "McDonalds."

The screen updates: a pin appears at the Terminal B food court. An "Add to Route +" button sits next to it. George taps "Add to Route +". The path on the map now includes a stop at McDonalds. He searches again. This time: "Bathroom." A few restroom icons appear, but he taps the one closest to Gate B27. He hits "Add to Route +" again. His route now shows:

Current Location → McDonalds → Restroom → Gate B27

He looks over the route quietly for a moment, nods to himself.

Then, with a small satisfied smile, George taps the Home button on the nav bar, adjusts his bag, and heads off in the direction the map showed.

## 1

### Tasks

Locate the Map

Locate the Bathrooms

Locate Dining options

Locate Seating options

Order a Cart

## 2

### Key Findings

Finds that the GPS/Navigation is the most useful

Likes seeing the flight info and time on dashboard

Wants to see the time on every page, helps to keep aware of how much time they will have

Does not like the idea of having settings, "Settings means problems"

Wants the Navigation Bar always there, not disappearing

Simple UI interactions are not always intuitive to everyone, simplify more

Doesn't need weather, can be free space or something more helpful

For AI assistant, doesn't want too many popups, but rather integrated more into the design somehow

Wants to see how to get to gate from dashboard page

## Results

### What Worked Well

Abbreviated Itinerary  
Time and Temperature Widget Views  
Map Function  
Overall Layout

### What Should Change

Make it clearer when the user can and cannot scroll in and out on the screen  
More guidance and information on map itself

### Questions

What is the sidebar for?  
Why is the map so dark?  
Who is that? (with George on screen)

### Ideas

(In relation to what could change) Possibly create zoom options for map.  
Simplify screens.  
Add more detail to map.

# George is Happy!



# Thank You!