

# Flow

A photograph of an airplane wing, likely from an Alitalia aircraft, flying over a blue sky. The wing features the Italian flag's colors (green, white, and red) on the tail fin. A bright sun or moon is visible in the upper right portion of the sky, creating a lens flare effect.

Service Design | Fall 2007  
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A photograph of an airport security screening station. A TSA officer in a dark uniform and tie is standing behind a metal table, interacting with passengers. Several passengers are visible, including a man in a white shirt and a woman in a red top. The background shows airport infrastructure, including a yellow chain and a first aid kit on the wall. The text "Foster flow at the airport security screening stations." is overlaid in white.

**Foster flow at the  
airport security  
screening stations.**



# What is flow?



# Research

Directed storytelling  
Airport TSA visit





Where do I go?





Where can I prepare?



✈ Preferred / First Class

↑ ✈ All Gates



When do I take off my shoes?





**How can I manage everything?**





**How can I know tasks beforehand?**





Which sign is relevant right now?



A photograph of an airport terminal. In the foreground, a man with dark curly hair, wearing a green jacket and khaki shorts, is hugging a woman with long curly hair. They are standing behind a black stanchion. In the background, other travelers are visible, including a man in a white t-shirt with a 'USA' logo, a man in a black shirt and hat, and a man in a tan jacket. A large suitcase is on the floor near the man in the green jacket. The terminal has a modern design with large windows and a curved ceiling.

**How can I say goodbye?**



**Flow is  
the experience.**



# Needs (TSA)

Communicate clearly

Increase efficiency & effectiveness

Reduce redundancy



# Needs

Provide my own space  
Keep me organized  
Feel less rushed



# Needs

Leave at last point possible

Provide definite closure

Show that I'm here until the end



# Design Principles

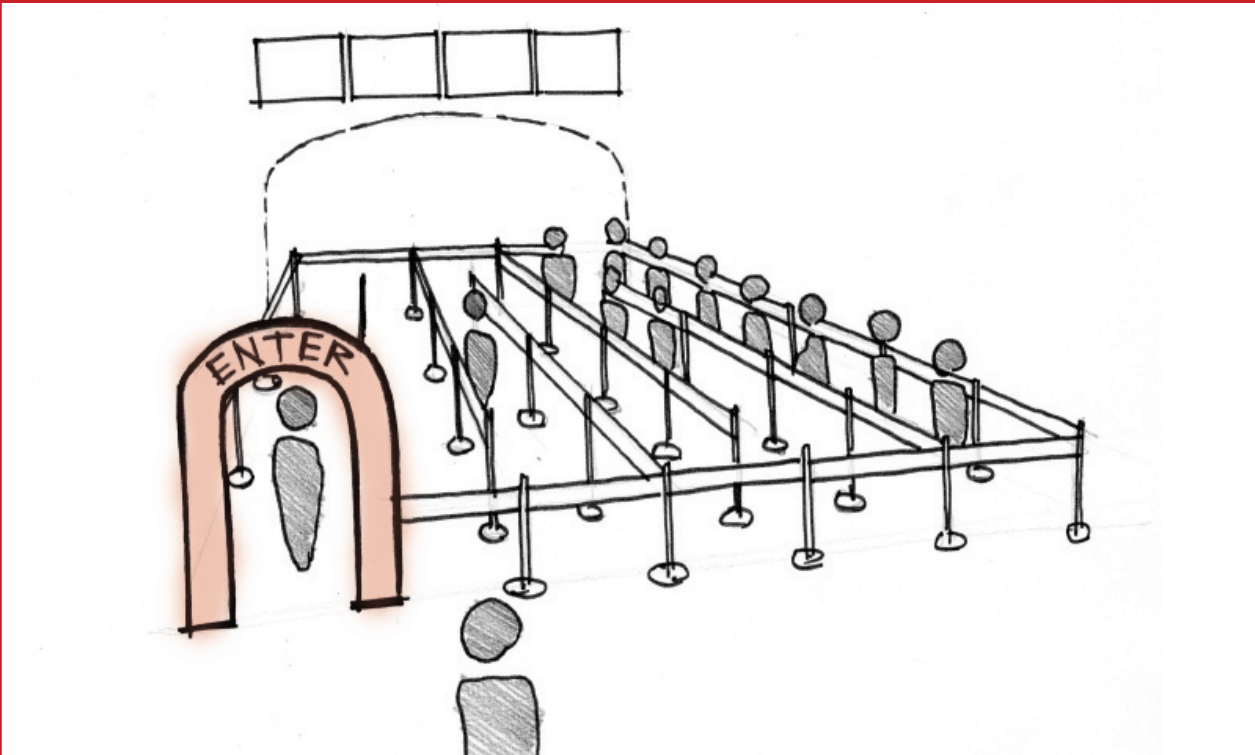
Communicate to passengers

Feel in control

Say goodbye

# Communicate to Passengers

## Entrance



## Entrance

TSA agents should be focused on ensuring that passengers will be safe, not directing them where to go. Providing a clear entrance allows passengers to find the line quickly, and reduces the need for agents to direct traffic.

### Needs

- Communicate clearly
- Increase efficiency and effectiveness
- Reduce redundancy



# Communicate to Passengers

## Stations



## Stations

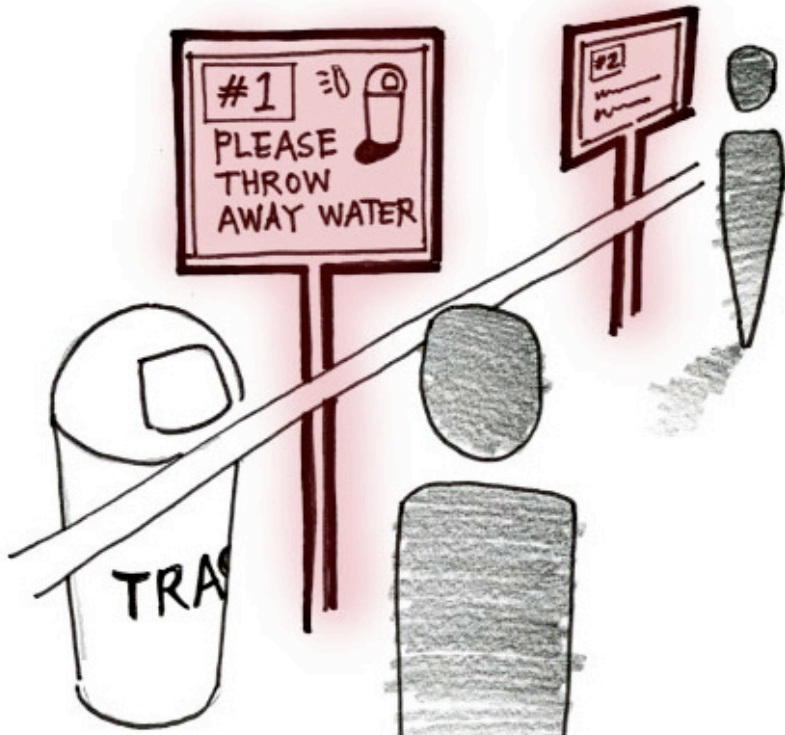
Stations provide clear points for passengers to accomplish specific tasks that the TSA agents need them to accomplish. Example stations include a liquid checkpoint to help communicate the need to bag your liquids, and a prep room to help communicate the need to remove shoes and laptops.

### Needs

- Communicate clearly
- Increase efficiency and effectiveness
- Reduce redundancy

# Communicate to Passengers

## Signage



## Signage

What good are the signs if agents have to repeat them verbally. Creating a better hierarchy of signage with information in context will reduce the need to repeat information and allow agents to focus on their greater mission.

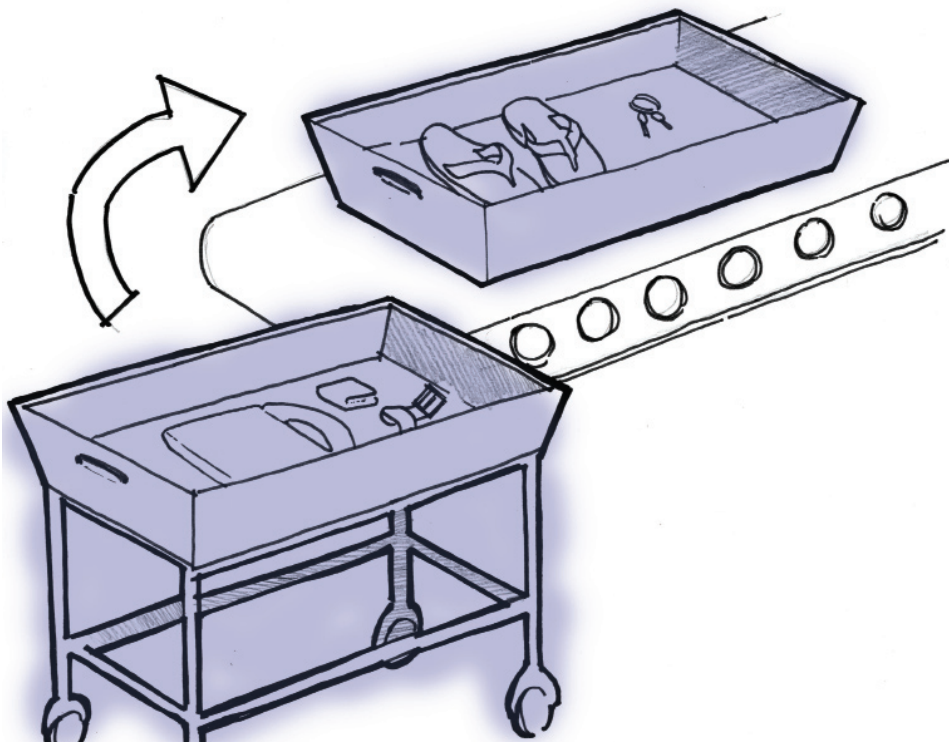
### Needs

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- Reduce redundancy



# Feel in Control

## Carts



## Carts

Providing carts that passengers can use to place their belongings will help them prepare before reaching the X-ray machines. The carts can have removable trays that can be put through the X-ray and collected on the other side. Trays can be put back on the cart after the X-ray so passengers can move away from the X-ray station to reorganize their belongings.

### Needs

- Provide my own space
- Keep organized
- Feel less rushed

# Feel in Control

## Countertop



## Countertop

Passengers need a space to prep while they wait in line. Having a counter that runs along the side of the line will allow passengers to stop and organize while they wait.

### Needs

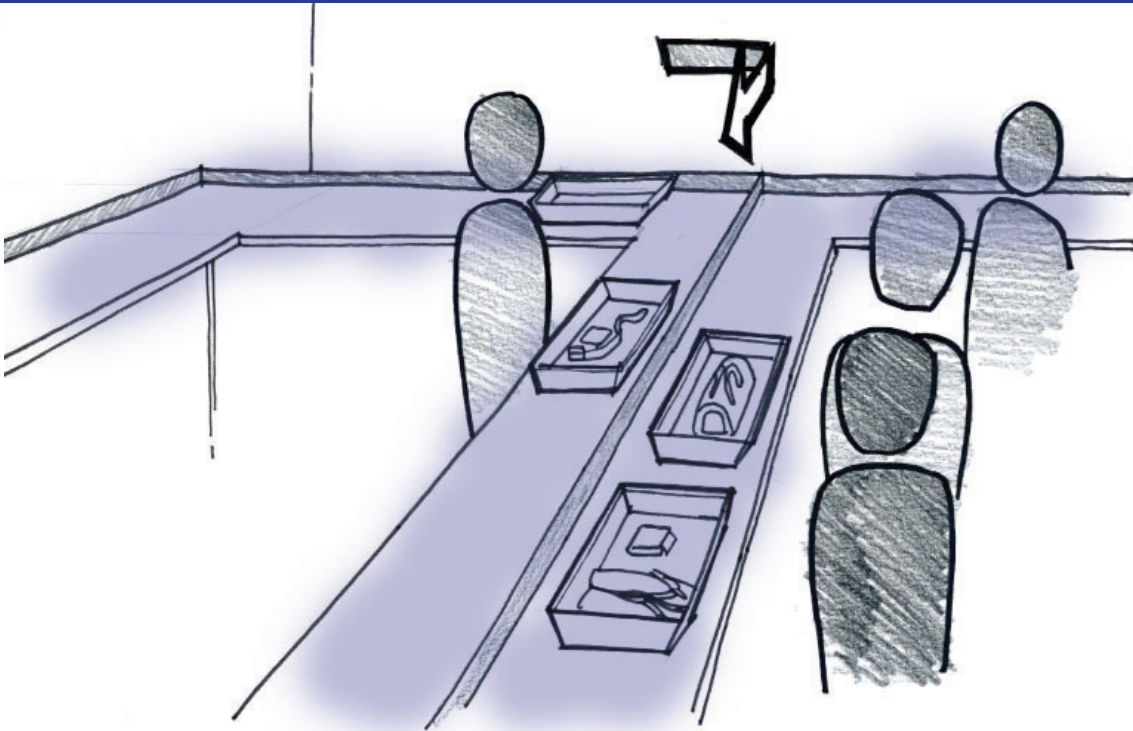
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Feel in Control



# Feel in Control

## Sliding Tray



## Countertop

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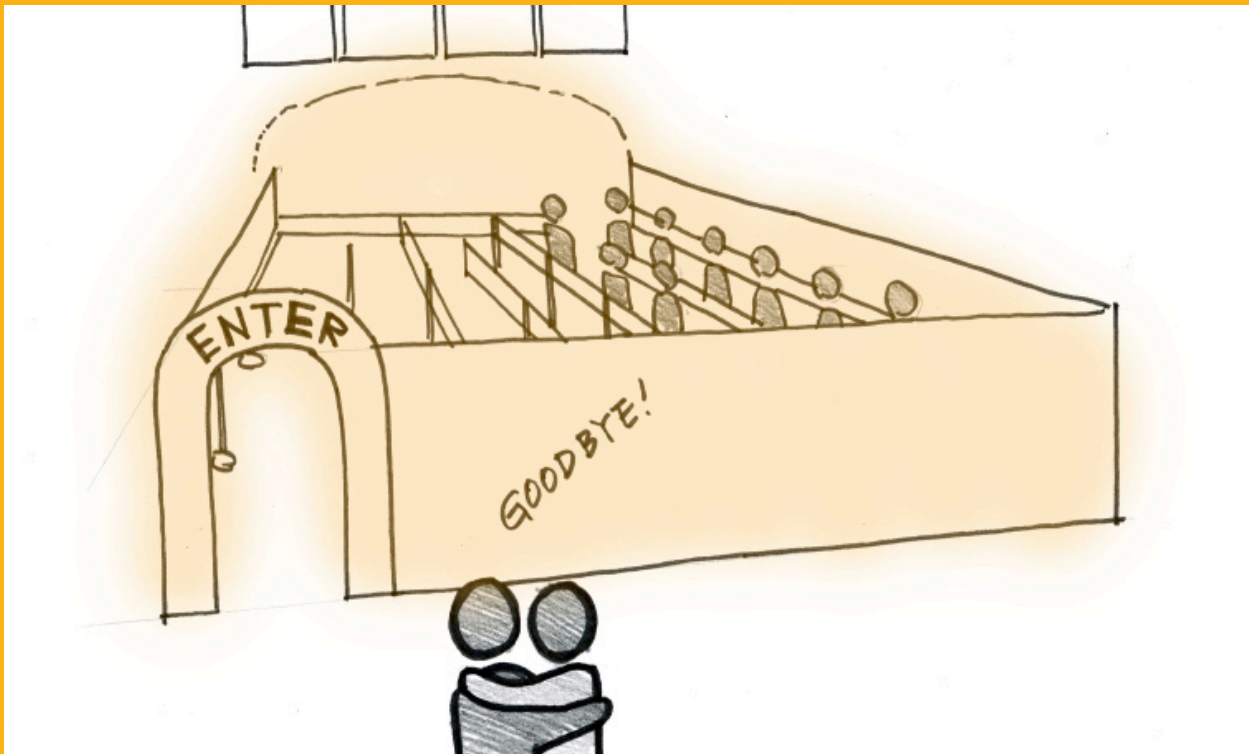
### Needs

- Provide my own space
- Keep organized
- Feel less rushed

Feel in Control

# Say Goodbye

## Closure



## Closure

The idea of closure is to provide a clear divide between the common area and the security checkpoint.

### Needs

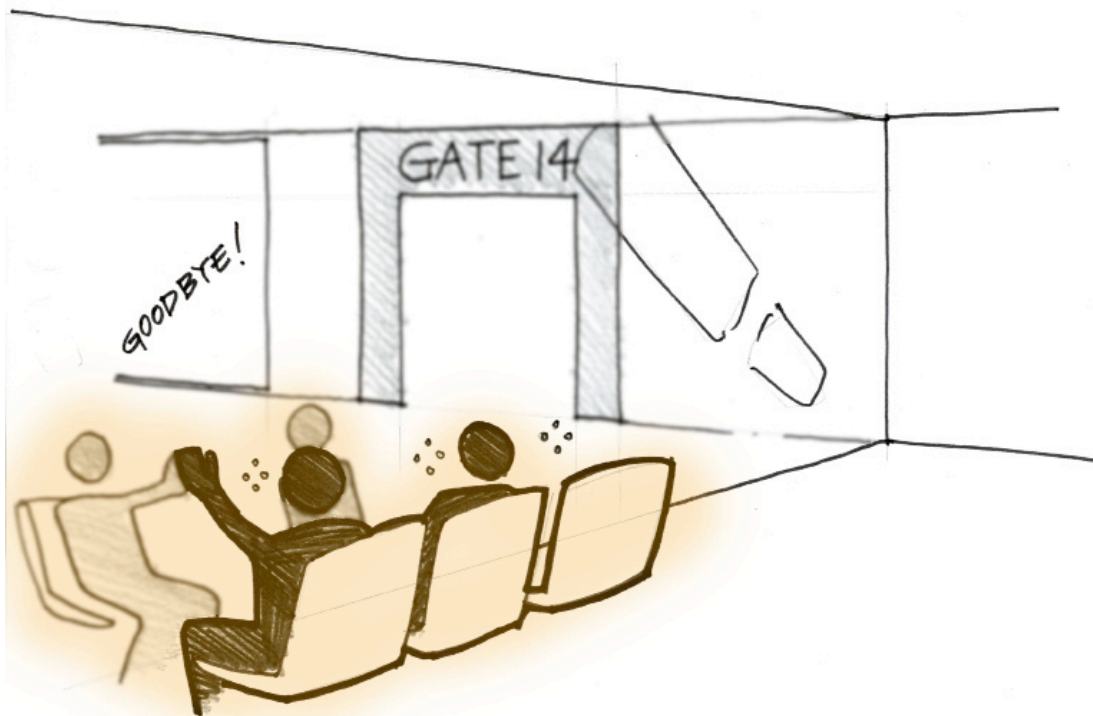
- Leave at the last point possible
- Provide definite closure

Say Goodbye



# Say Goodbye

## See You Off



## See You Off

The security checkpoint is not the ideal place to say goodbye, nor is it the actual point of leaving. Those seeing others off want to stay with them as long as possible. This system splits the terminals in two with a glass divide that would allow those seeing others off to go all the way to the gate and actually see the passenger leave.

### Needs

- Leave at the last point possible
- Provide definite closure
- Show that I'm here till the end

Say Goodbye

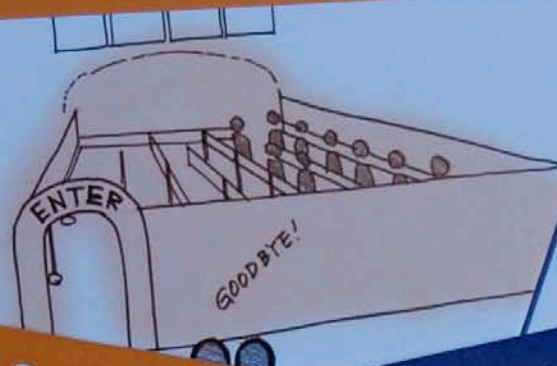
## Entrance



## Signage



## Closure



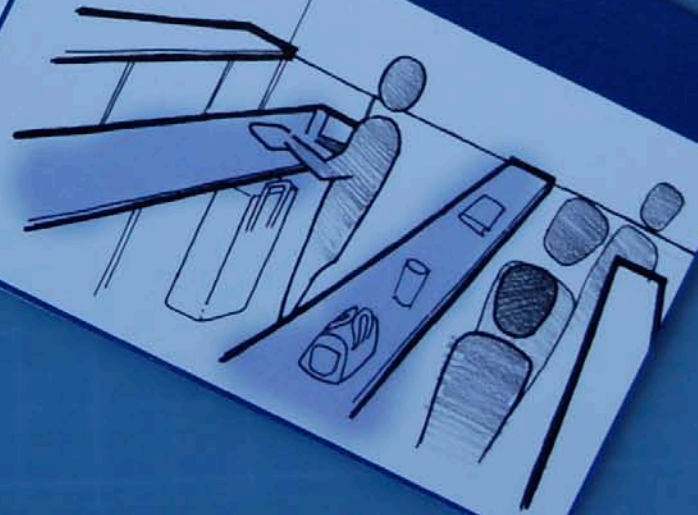
## See You Off



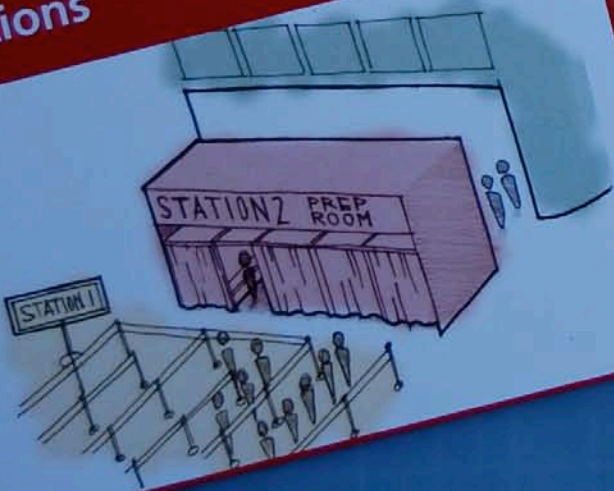
## Sliding Tray



## Countertop



## Stations





## Entrance

TSA agents should be focused on ensuring that passengers will be safe, not directing the line or agents to go.

### Needs

## Stations

Stations provide clear points for passengers to accomplish specific tasks that the TSA can accomplish. Eliminate the need to be removed from the line.

### Needs

- Communicate clearly
- Increase efficiency and effectiveness
- Reduce redundancy

## Signage

What good are the signs if agents have to repeat them verbally? Creating a better hierarchy of signage with information in context will reduce the need to repeat information and allow agents to focus on their greater mission.

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The idea of closure is to provide a clear divide between the common area and the security checkpoint.

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### Needs

- Leave at the last point possible
- Provide definite closure
- Show that I'm here till the end

## Say Goodbye

## Say Goodbye

## Countertop

Passengers need a space to prep while they wait in line. Having a counter that runs along the line will allow passengers to prep while they wait.

### Needs

- Provide my own space
- Keep organized
- Feel less rushed

## Sliding Tray

Passengers can take a tray at the beginning of the line to put small bags or items they know will need to go through the X-ray machine. The tray would slide along a ledge, similar to a cafeteria tray, and be collected along with the items.

## Carts

Providing carts that passengers can use to place their belongings will help them prepare before reaching the X-ray machines. The carts can have removable trays that can be put through the X-ray and collected on the other side. Trays can be put back on the cart after the X-ray so passengers can move away from the X-ray station to reorganize their belongings.

### Needs

- Provide my own space
- Keep organized
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## Feel in Control

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## Communicate to Passengers

# Thank you.

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