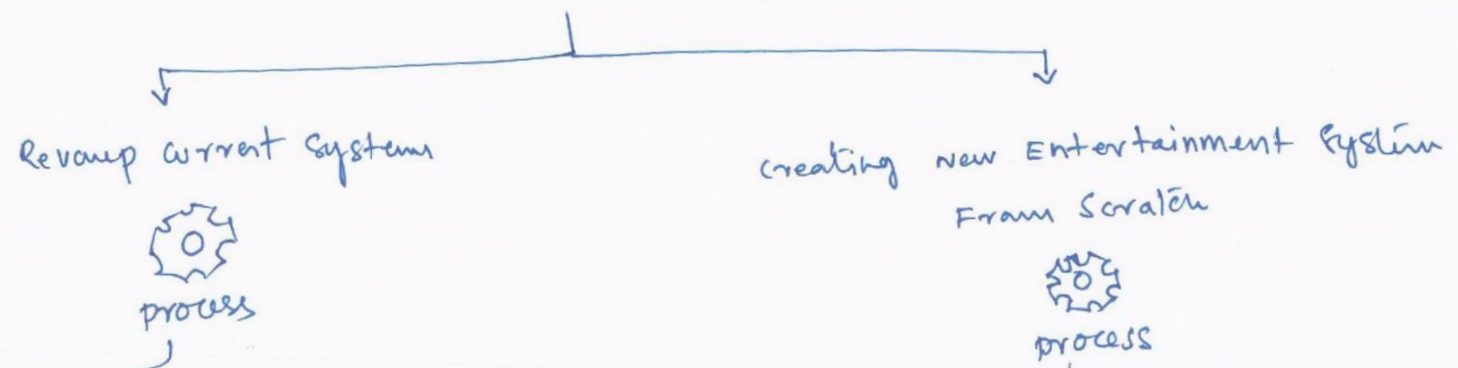


AIR Entertainment System



↳ understanding user's survey report

→ understanding analyzing

(Quant) Quantitative & Qualitative (Qual) Data & Reports

→ Conduct Heuristic Analysis

→ Understand Business Scope

→ propose New Design solution which can meet all Business needs.

→ creating Low fidelity & High fidelity prototypes

↳ Understand Business Scope and Business Objective

→ Conduct user research ~~and~~ including user interviews personas etc.

→ Inventory gathering

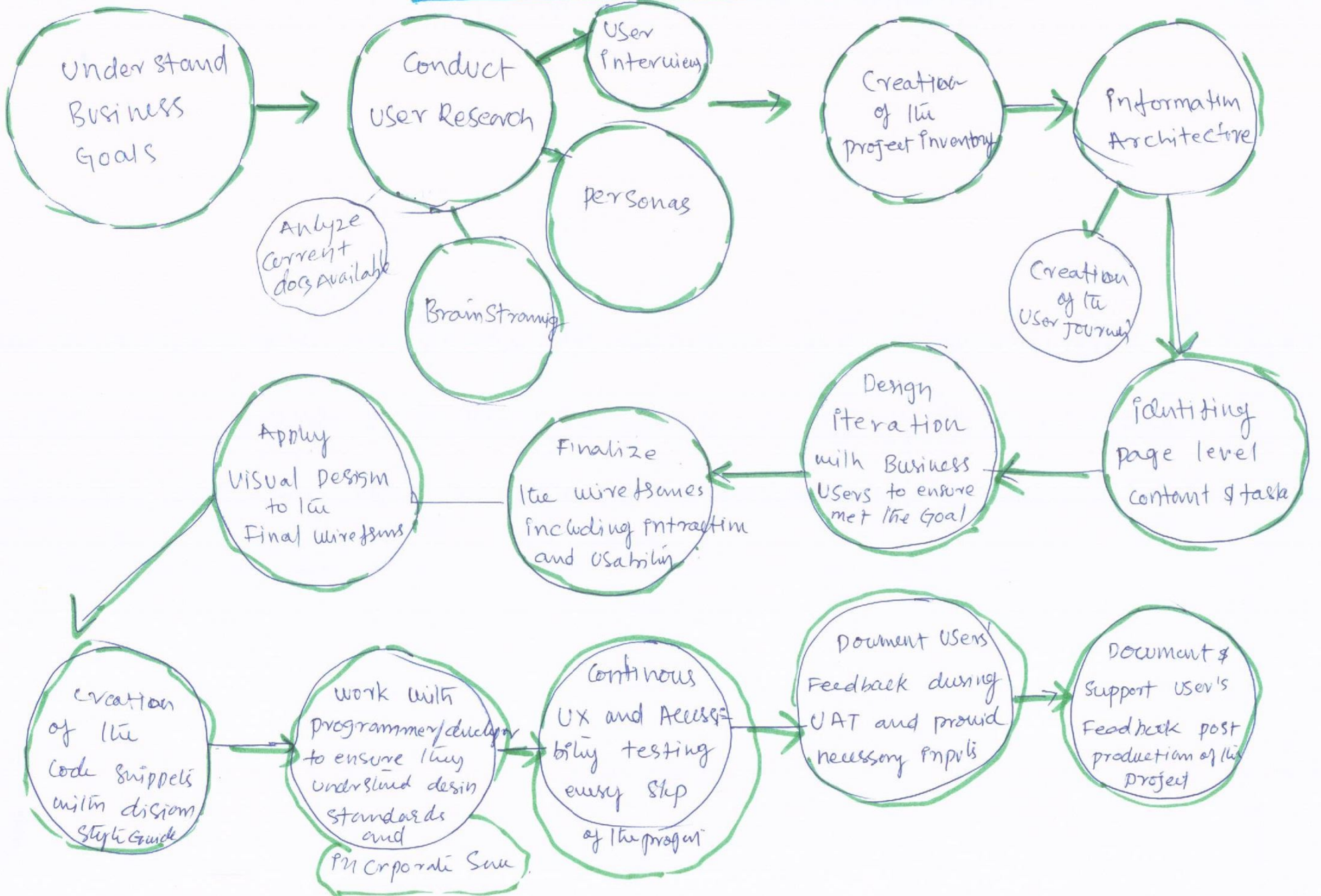
→ creating information Architecture by conducting card sorting method

→ creating of the tasks and identifying page level content

- Conduct A/B Testing to determine best design among users and other stakeholders.
- Creating of new design Guidelines and design system
- work with ~~design~~ development team to ensure End product Experience implemented
- Conduct Focus Groups
- Continue to review the product during every stage of the development until end of the project.

- Creation of the low fidelity ②
- Design iterations ~~to~~ with the users until meet the Business objective and Usability
- Creation of the Branding Guidelines and Design system
- Creation of the High Fidelity prototype and simulate End product Experience
- work with the Development team to ensure UX standards are met
- Down to post production services

New Entertainment system (AIR Travelers)

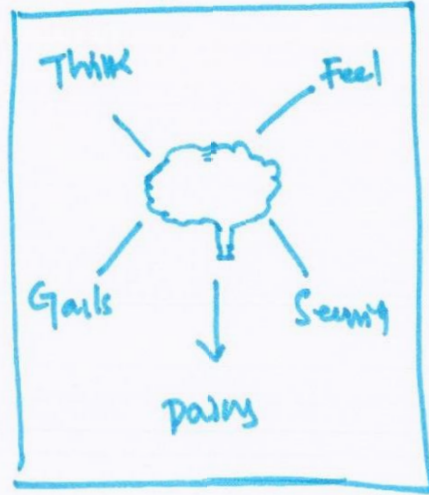


User Research

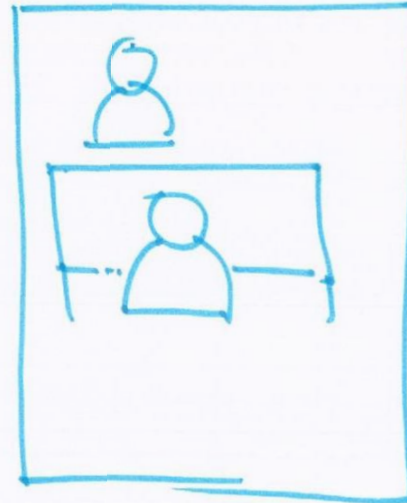
Persona



Empathy Mapping



Stakeholder Interviews

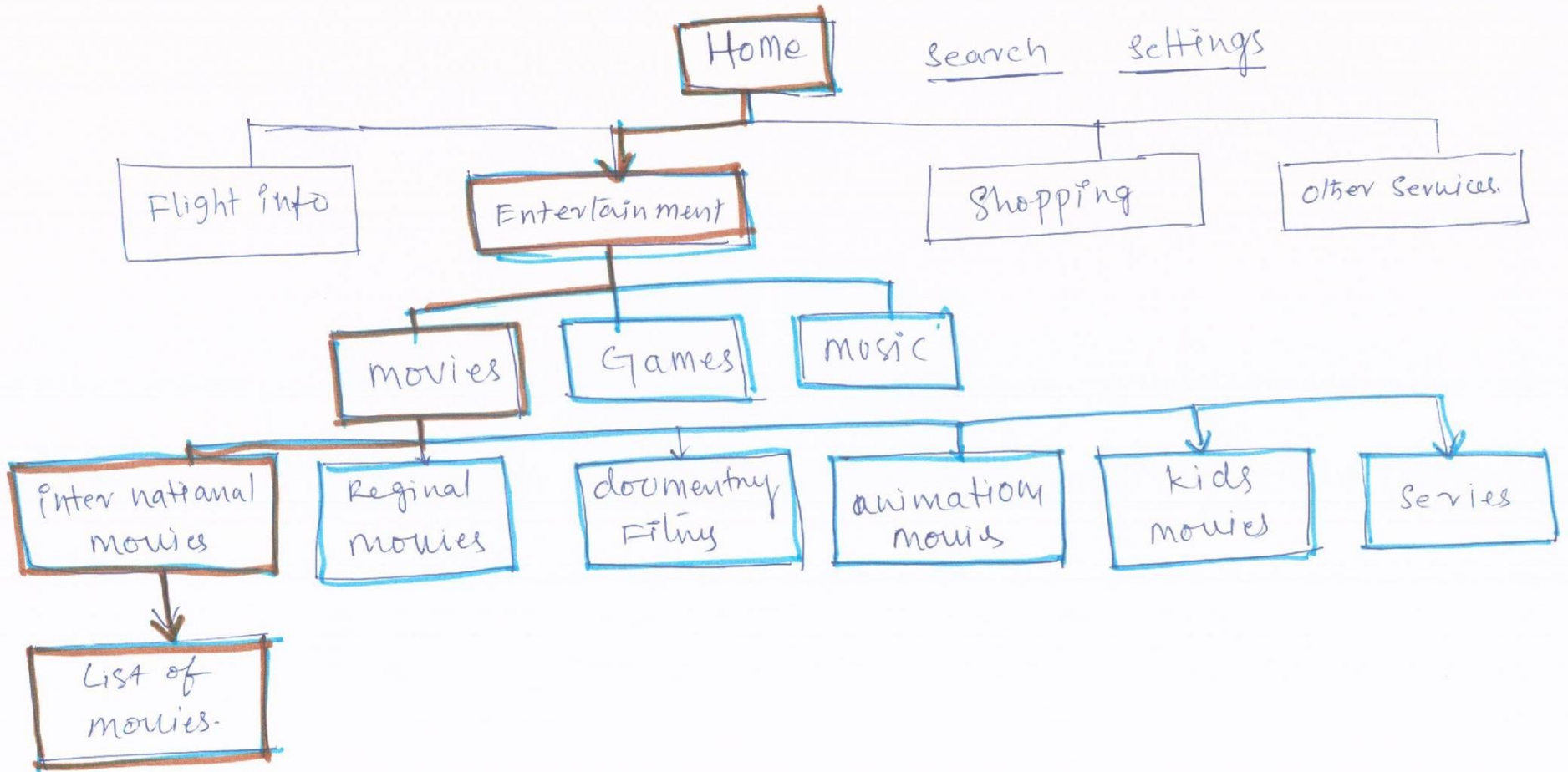


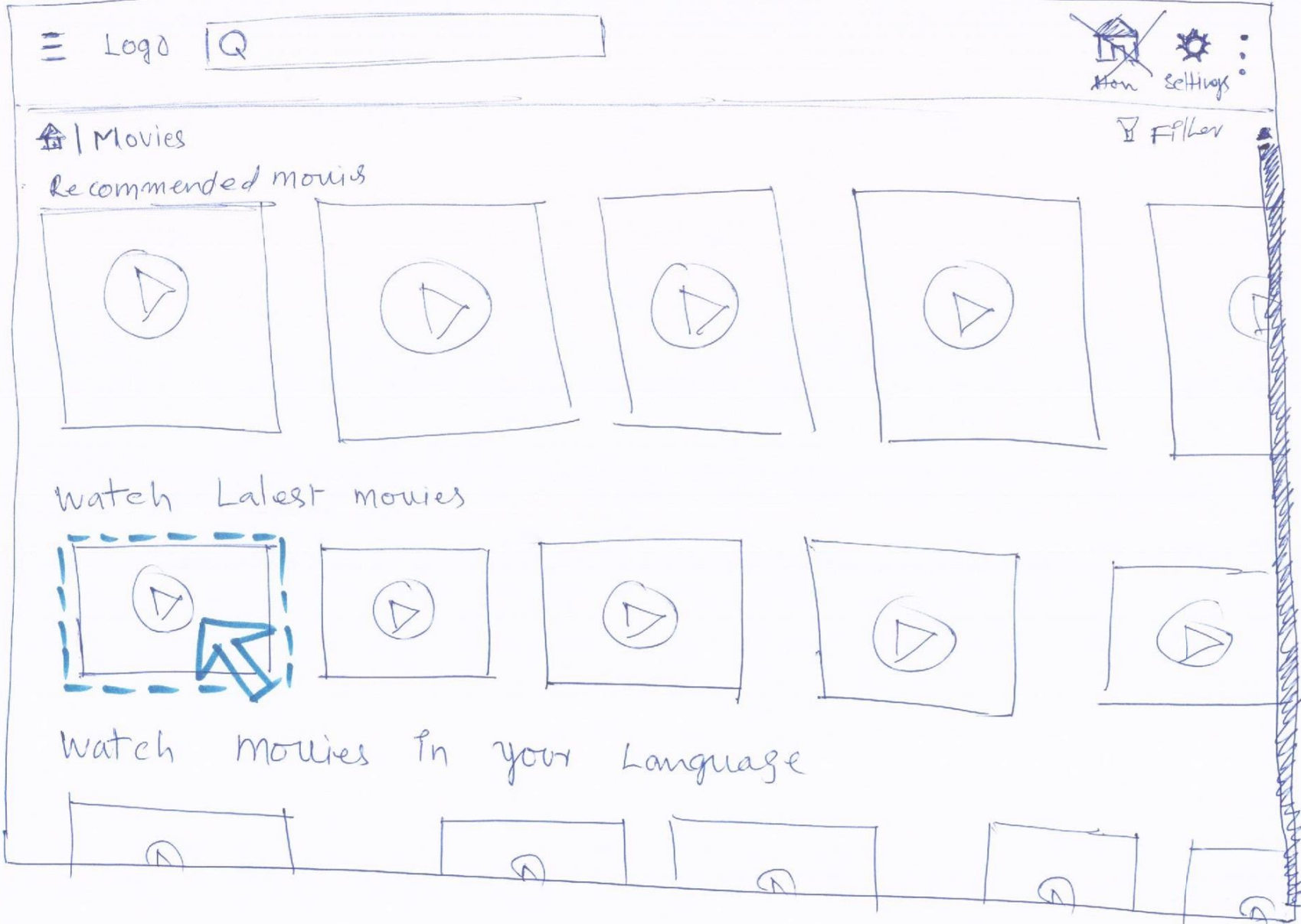
inventory

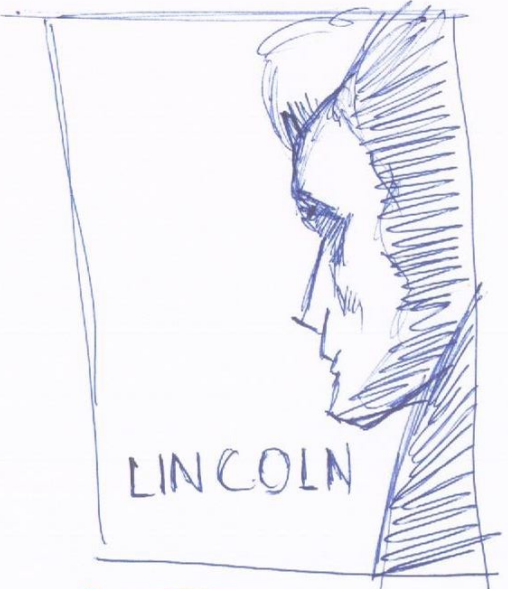
- movies
- Games
- Documentary Films
- music
- Audio Books
- Tourism related Videos.
- international movies
- Regional movies
- Shopping
- connect other devices.
- watch movies from personal devices/disk
- personalization
- Filter Capability
- Search
- settings
-
-
-

Information Architecture

6







★ ★ ★ ★ ★

IMDb 7.6

cast

xxxx xxxxx xxxxx

Label

xxxx xxxxx xxxxx

Label

~~~~~

~~~~~

~~~~~

~~~~~

~~~~~

▶ play movie

▶  
Trailer

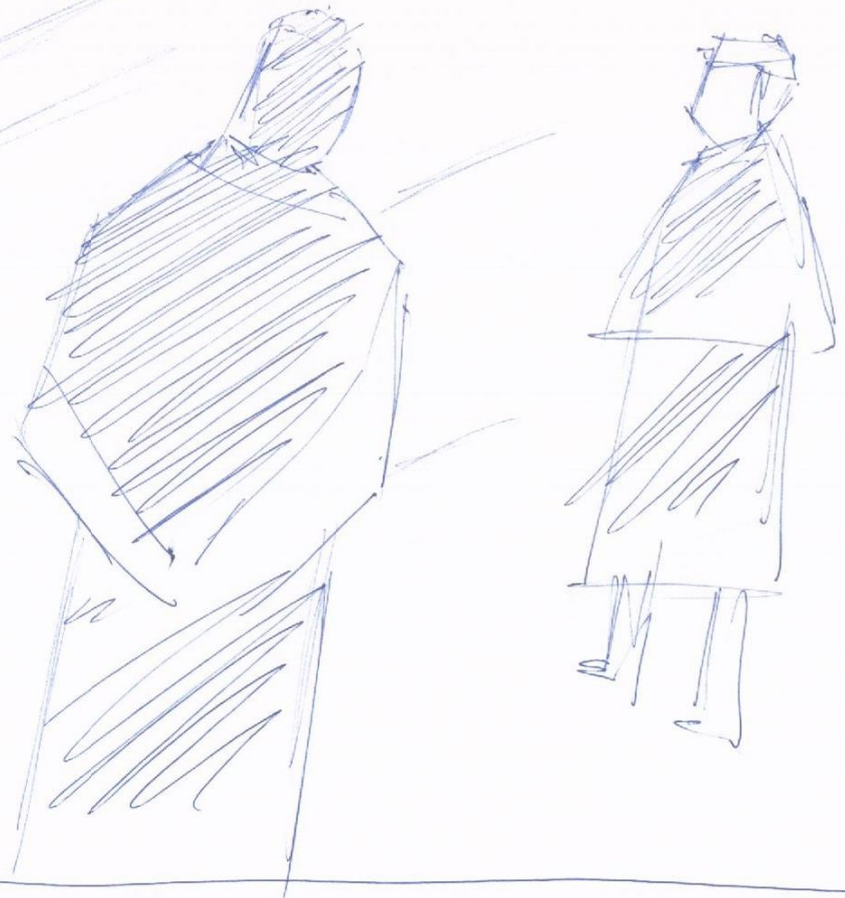
📄  
Reviews

≡ Logo [G]



🏠 | Movies > International movies > Lincoln

🔍 Filter



that we here highly  
resolve that these dead  
shall not have died in  
vain. And this nation  
under God shall have a  
new birth of freedom and  
that government of the people,  
by the people, for the people  
shall not perish from the Earth



≡ Logo / Q



🏠 | Movies > International movies > Lincoln

⌵ Filter

Thank you for watching movie  
Please share your feedback

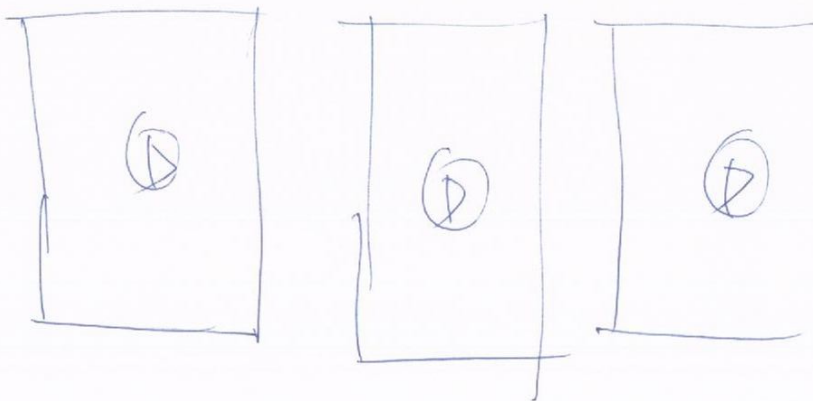


Comments

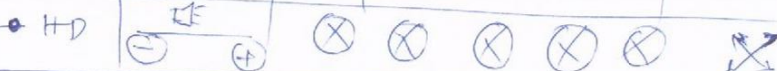
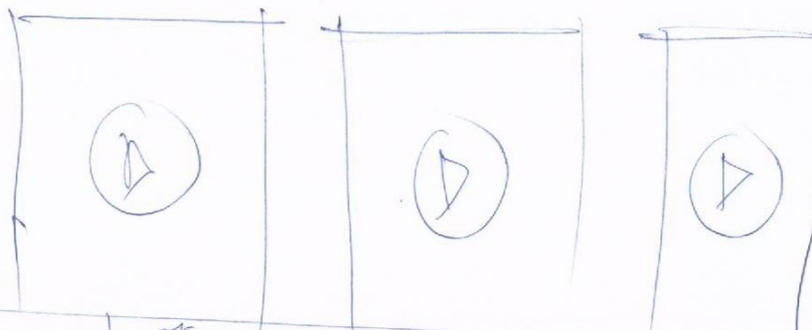
0/500

Submit

Recommended movie



Animation



## ASSUMPTIONS

11

- Air Entertainment System associated with media porters with All over world
- Air vendor pre purchased movies and stored in Ilev Laeta System
- Air vendor pre purchased Games and installed in Ilev System
- Air vendor pre purchased Audia & Video songs.

[Please click here to view Low fidelity prototype](#)  
Or  
[click the second link on the case study thumbnail](#)

العربية <

буряад хэлэн

中文

جفتای

dansk

дарган мез

эрзянь кель

**English**

Føroyskt

français

ქართული

ελληνικά

हिन्दी

ಕನ್ನಡ

తెలుగు

தமிழ்

21A

WELCOME ONBOARD

FLIGHT **PS4532**

HYDERABAD ✈ **NEW YORK**



Accessibility Options



Activate Kid's Mode



02:23



العربية <

буряад хэлэн

中文

جفتای

dansk

дарган мез

эрзянь кель

English

Føroyskt

français

ქართული

ελληνικά

हिन्दी

ಕನ್ನಡ


తెలుగు

தமிழ்

21A


WELCOME ONBOARD

HYDERABAD ✈️ NEW YORK

 ACCESSIBILITY X

**AA** FONT SIZE


100% 125% 150% 200%

 SCREEN READER OFF ON

**-** VOLUME +

**-** PITCH +

**-** SPEED +

 Accessibility Options

 Kid's Mode



# HOME



Movies



Music



Games

My Flight



Shopping



Travel Guide

## RECOMMENDED MOVIES



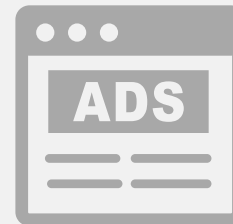
Browse All Movies



STATUS  
53,567  
MILES



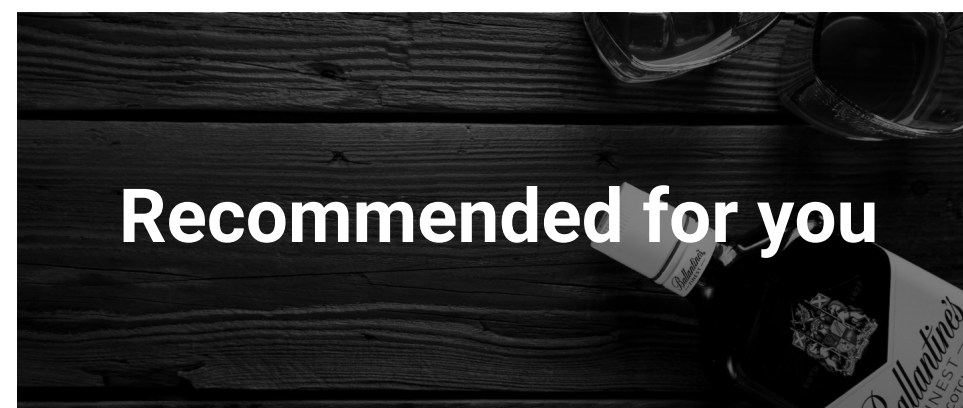
Pair Your  
Device



Some Add



## NEW MUSIC



Some Add





# MOVIES



## Movies

Music

Games

My Flight

Shopping

Travel Guide



### Movies



Hollywood



Bollywood



Kollywood



Tollywood



Documentaries



Biopics



Documentaries



Korean Drama



French



Chinese

### ONLINE STREAMING & TV SHOWS

NETFLIX



prime video

NDTV  
24x7



# MOVIES



## Movies

Music

Games

My Flight

Shopping

Travel Guide

Movies \ Hollywood



Action



Comedy



Drama



Horror



Sci-Fiction



Crime



Thriller



Biopics



Fantasy



Documentories



# MOVIES



## Movies



Music



Games

My Flight



Shopping

Travel Guide



Movies \ Hollywood \ Action

Action

Comedy

Drama

Horror

Sci-Fiction

Crime

Documentary



Captain Marvel



Aquaman



Avengers Infinity War



Mortal Engines



Wonder Woman



Captain Marvel



Aquaman



Avengers Infinity War



Mortal Engines



Wonder Woman



Captain Marvel



Aquaman



Avengers Infinity War



Mortal Engines



Wonder Woman



Captain Marvel



Aquaman



Avengers Infinity War



Mortal Engines



Wonder Woman



# MOVIES



## Movies

Music

Games

My Flight

Shopping

Travel Guide

Movies \ Hollywood \ Action \ Captain Marvel

## Captain Marvel

Action Movie | 142 min | PG:13 | 2015



PLAY MOVIE



PLAY TRAILER



342 Likes



Sound track: English, Spanish, French, German  
Subtitles: English, Spanish, French, German  
Directors: Anna Boden, Ryan Fleck

Amidst a mission, Vers, a Kree warrior, gets separated from her team and is stranded on Earth. However, her life takes an unusual turn after she teams up with Fury, a S.H.I.E.L.D. agent.

the second major Hollywood movie to feature a female superhero at its center, but it's a savvier and more high-flying fantasy than "Wonder Woman," because it's the origin story as head game.



# MOVIES



## Movies

Music

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Movies \ Hollywood \ Action \ Captain Marvel

## Captain Marvel

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...s, a Kree warrior, gets separated  
...stranded on Earth. However, her life  
...after she teams up with Fury, a

...ollywood movie to feature a female  
...er, but it's a savvier and more high-  
...Wonder Woman," because it's the  
...ame.

Volume icon  
Brightness icon  
Closed captions icon

Location pin icon  
TIME TO DESTINATION  
-0h 58 min

Play button icon  
Loop icon  
Repeat icon  
-32:35  
Progress bar  
01:49:25  
Audio icon  
Share icon