

AIR Entertainment System

Revamp current 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

creating new Entertainment System
From Scratch



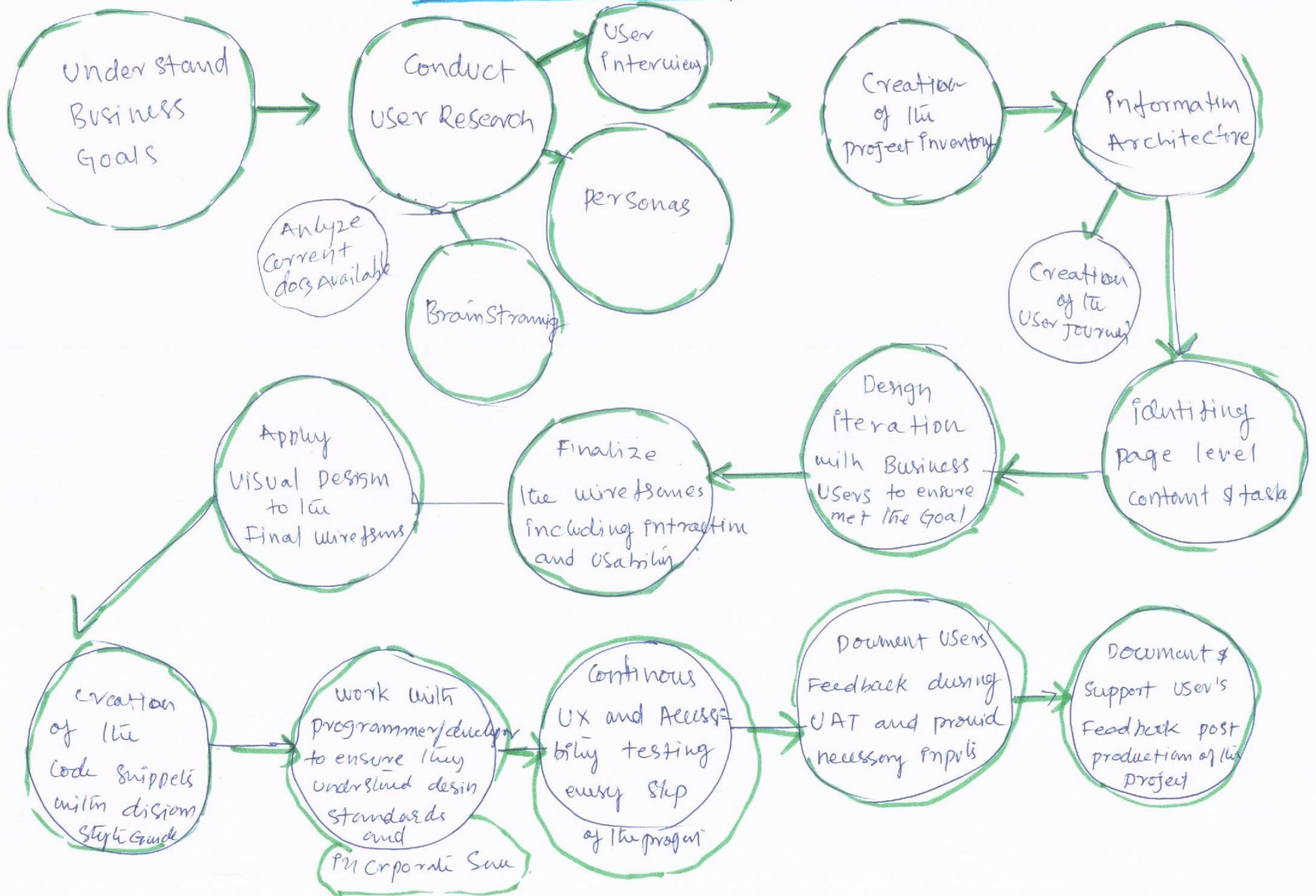
- ↳ Understand Business Scope
and Business Objective
- Conduct User research
~~and~~ including user interviews
personals etc.
- Inventory gathering
- creating information
Architecture by conducting
card sorting method
- creating of the tasks and
identifying page level
content

- 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
- Document post production reviews

New Entertainment system (AIR Travelers)

2

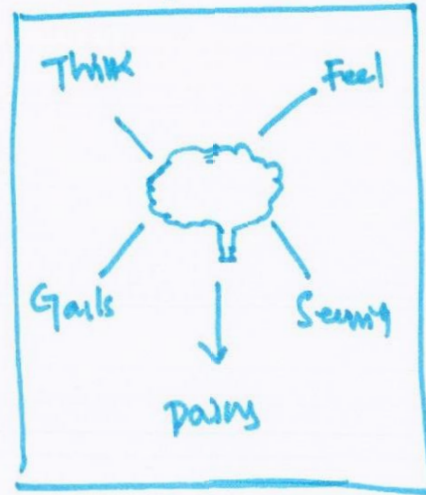


User Research

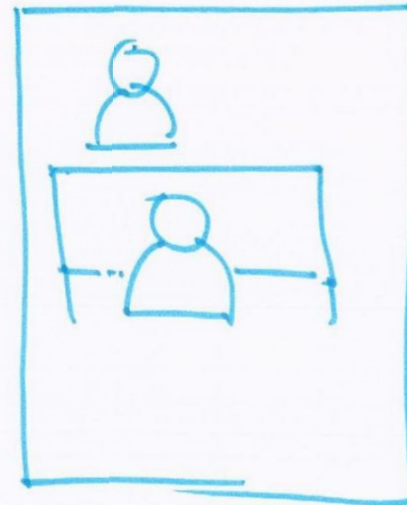
Persona



Empathy Mapping



Stakeholder Interviews

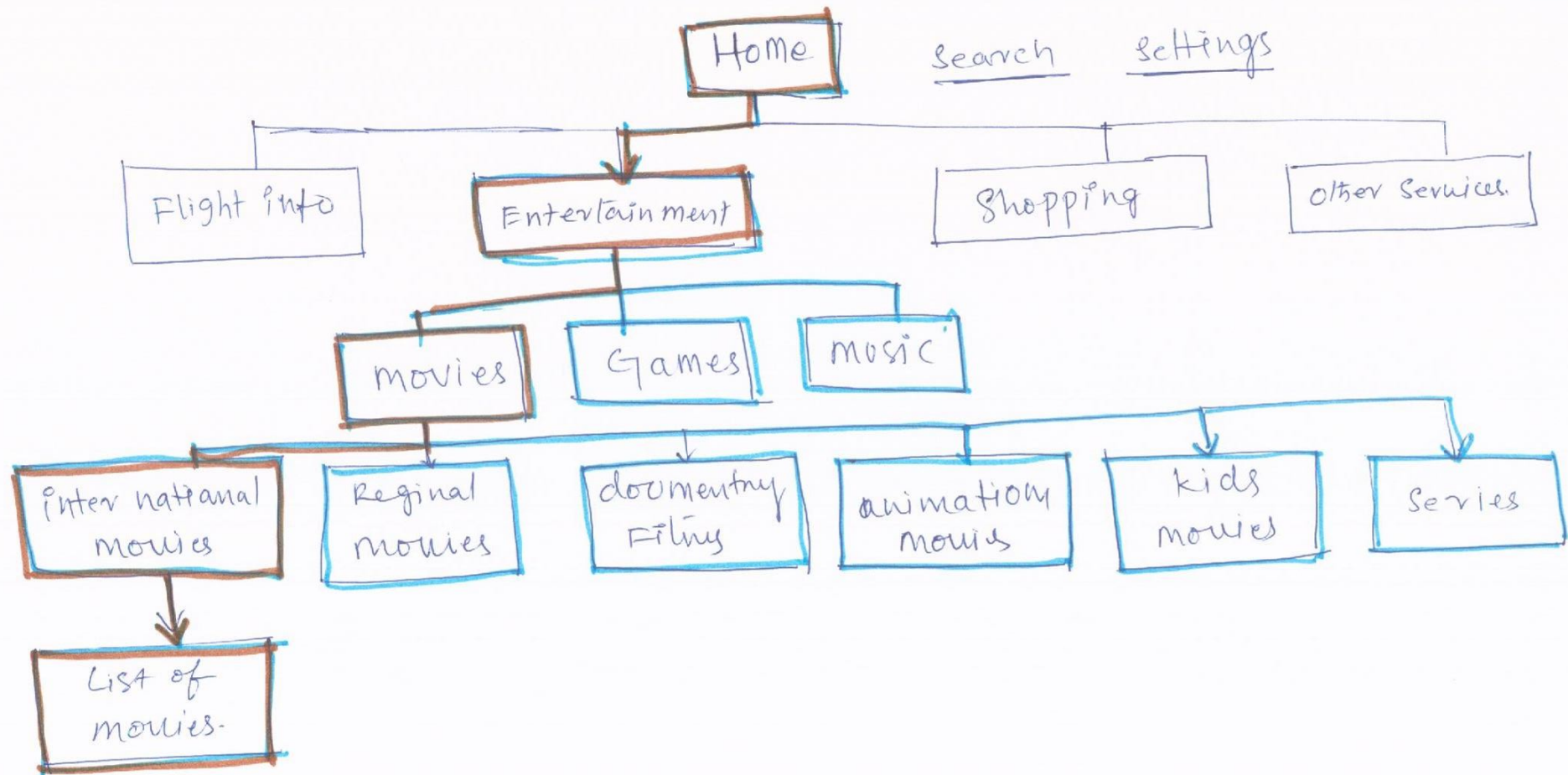


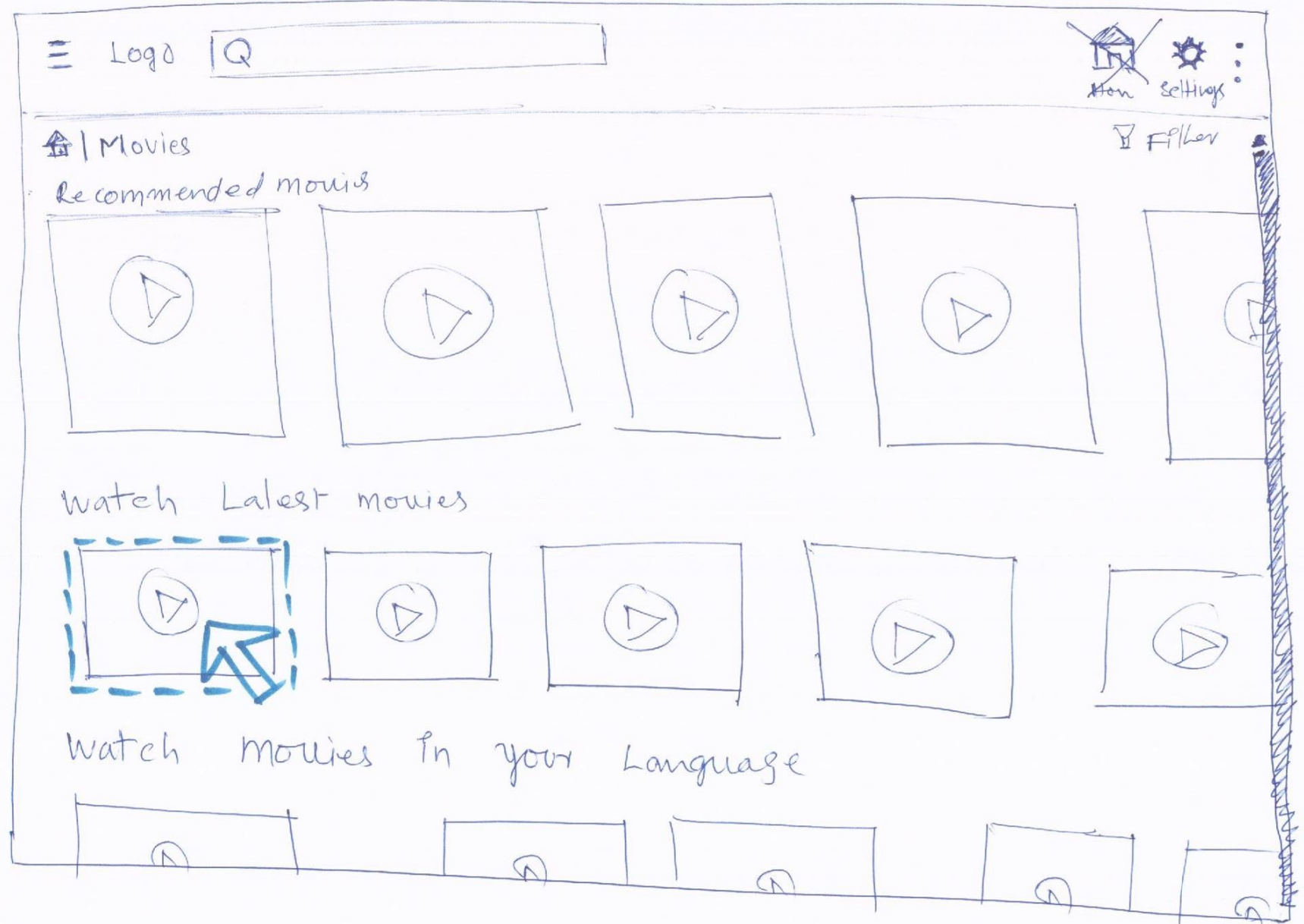
inventory

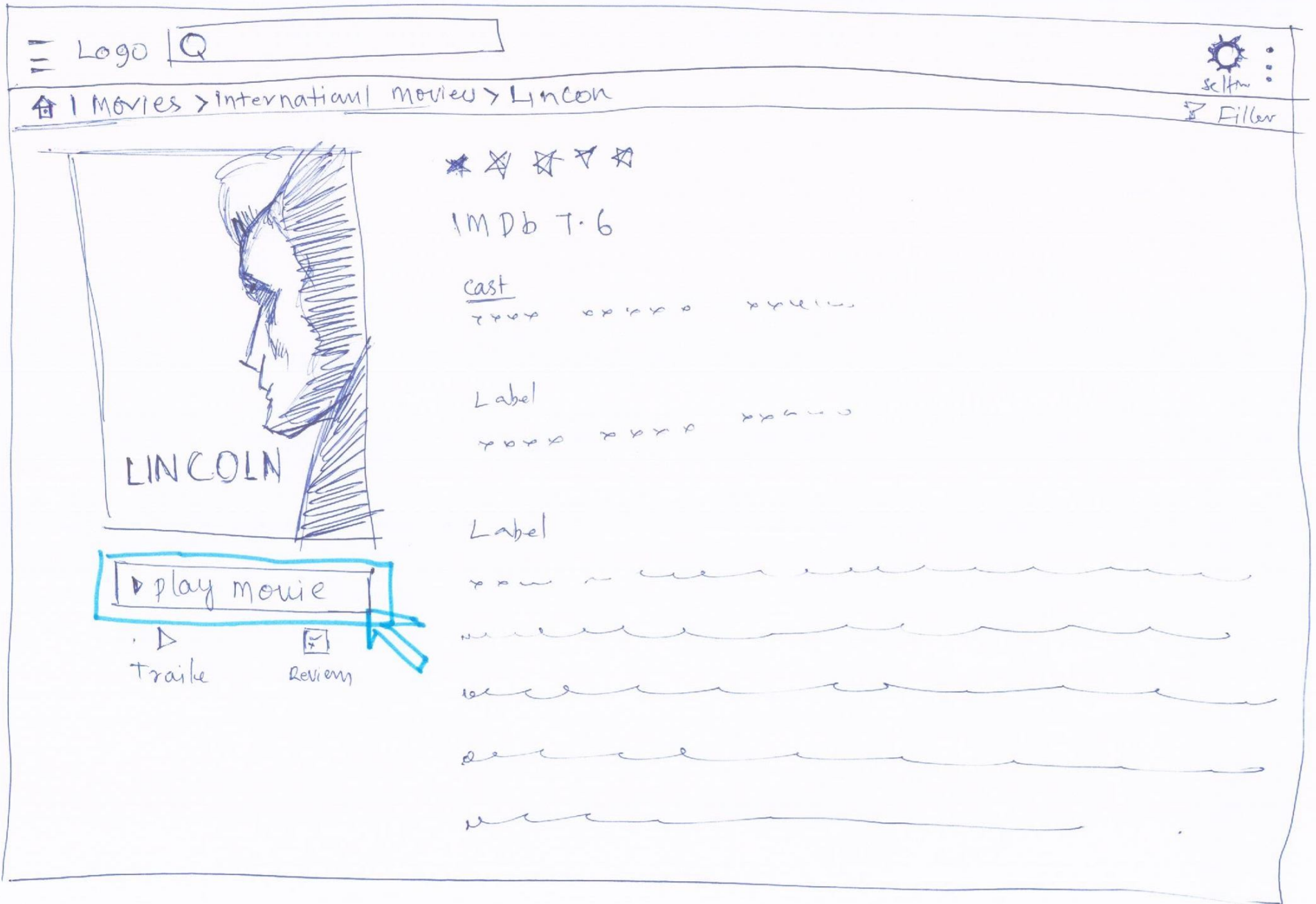
- movies
- Games
- Documentary Films
- music
- Audio Books
- Tourism related Videos.
- international movies
- Regional movies
- Shopping
- connect other devices.
- watch movies from personal devices/dish
- personalization
- Filter Capability
- Search
- Settings
-
-
-

Information Architecture

6





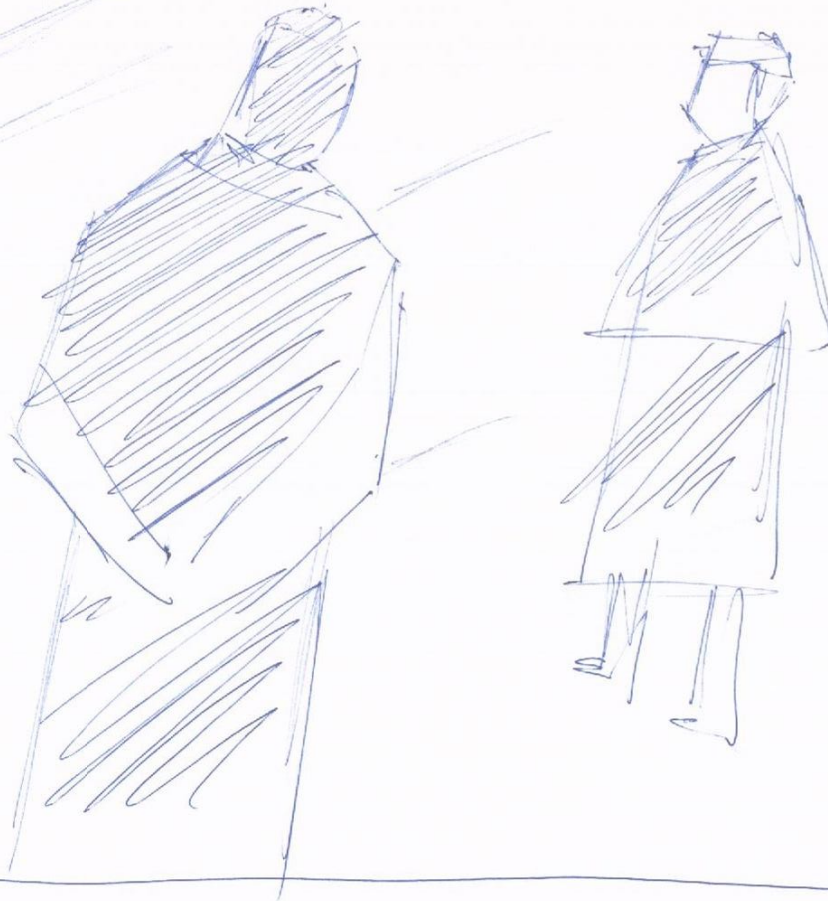


≡ Logo



🏠 | 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

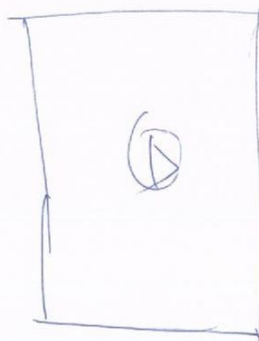


Comments

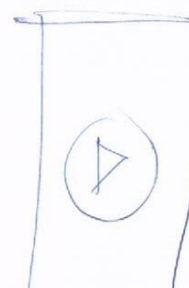
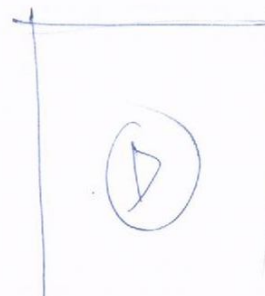
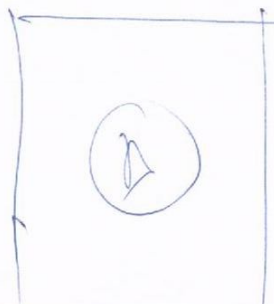
0/500

Submit

Recommended movie



Animation



HD



Assumptions

11

- Air Entertainment System associated with media porters with all over world
- Air vendor pre purchased movies and stored in Ilev Laela 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](#)