



The Role of Experimentation in Adaptive Passenger Terminals



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What Do We Wish We Knew Then? What Do We Wish We Could Know Now?

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**The Airport
Perspective**

**Airport
COVID-19
Response
Patterns**

Experimentation

Results

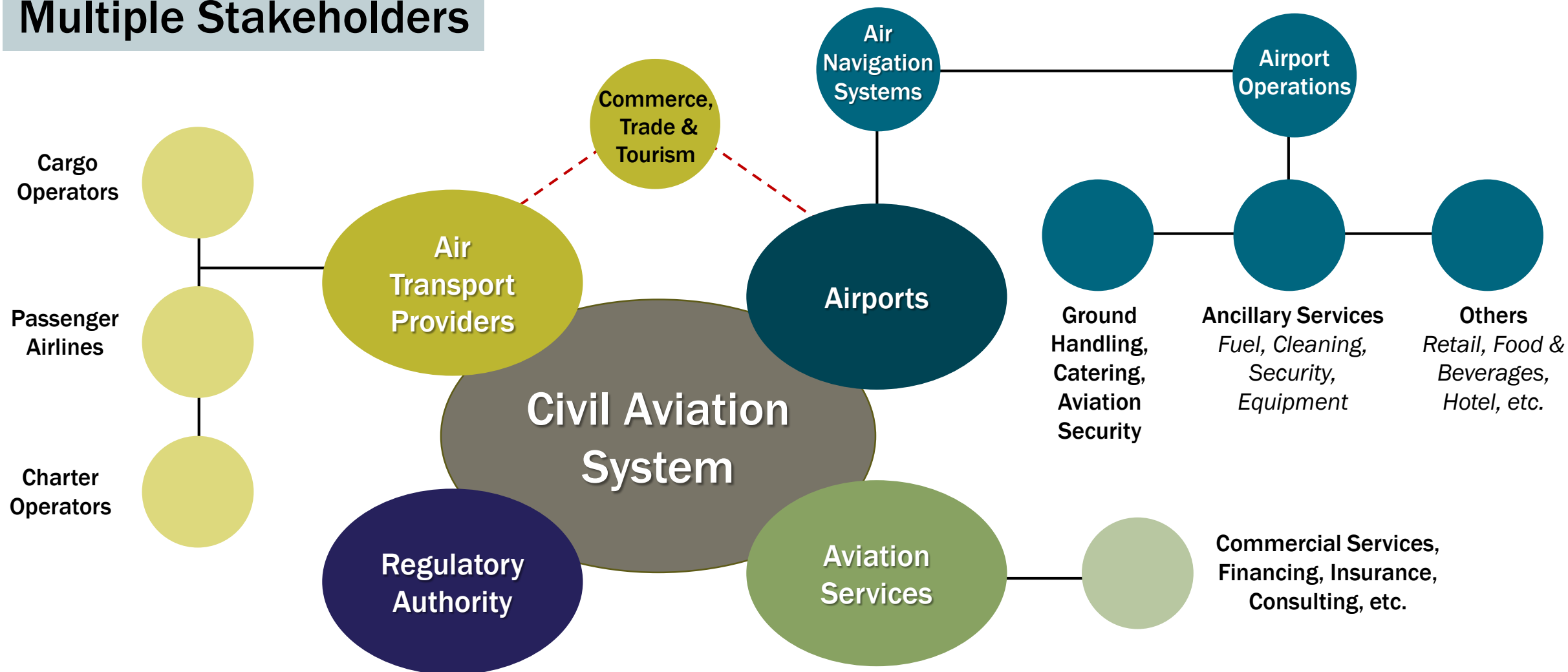
**What We've
Learned**

Missing Pieces

The Airport Perspective on Flying Today

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Multiple Stakeholders

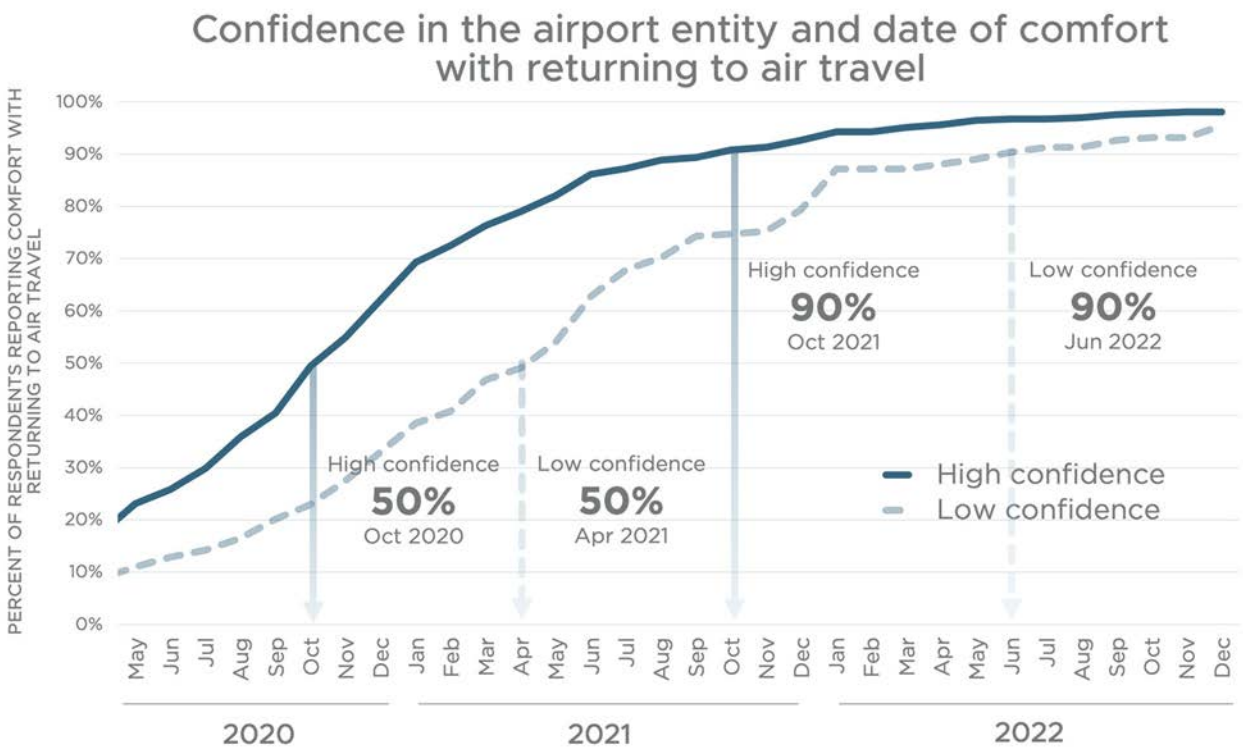


Airport Response I: Disinfection and Health

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Airport Response II: Consumer Confidence



What part of the travel journey are people most concerned about?



Airport Response III: Trial and Error

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CONDUCT SCREENING AT AIRPORT ENTRANCES

A revolutionary long-term process change could be the dispersion of screening systems to elongated vestibules at airport entrances.

LIMIT QUEUING SPACES

Give passengers sole responsibility for tagging and dropping their own bags at check-in.

RETHINK SEATING IN BOARDING AREAS

We can look at new seating configurations that will allow for greater social distancing, and consider other flexible seating.

PRE-MAP THE PASSENGER EXPERIENCE

Using technology, airports would assign passengers a dedicated time slot to pass through the security checkpoint.

ACCELERATE BIOMETRIC SCREENING

More airports can implement biometric screening processes that some locations have already begun testing.

DECENTRALIZE PASSENGER PROCESSING

Spreading out passenger processing will be a key health and wellness strategy that airports can adopt in the near-term.



Notable Experiments

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Experimentation Results

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PLUS

Biometric & Touchless

Cleanliness

Expectation Management

Digital Channels

DELTA

Invasive Processes

Symptomatic Sensing

Passenger Tracking

Physical Reconfiguration

Missing Pieces We Wish We Had Now

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For More Information (and Criticism)

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