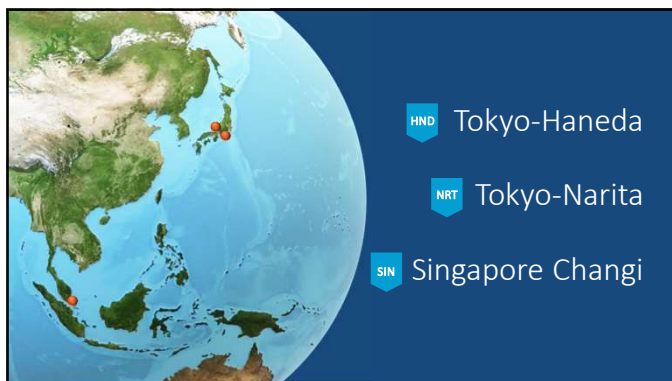




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Passenger Experience Philosophy

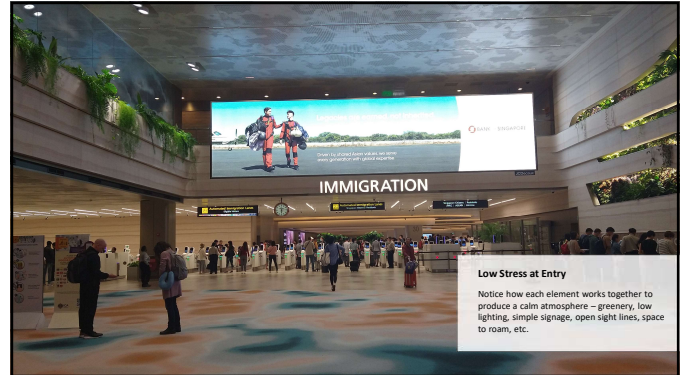
Observations:

- Changi experience - hospitality rather than aviation.
- Focus on making customers feel welcome (ie lack of stress at entry/security)
- Passenger journey focused on retail and on experiences within the airport (gardens, art, interactives, digital)

Opportunities at MSP:

- Consider a more hospitality-focus to customer experience, rather than transit.
- Consider ways to improve customer awareness of MSP's experiences. Aurora as a meeting point - making these more of a special moment (ie Aurora, is thought of as a meeting point, but it's not overtly identified or known)

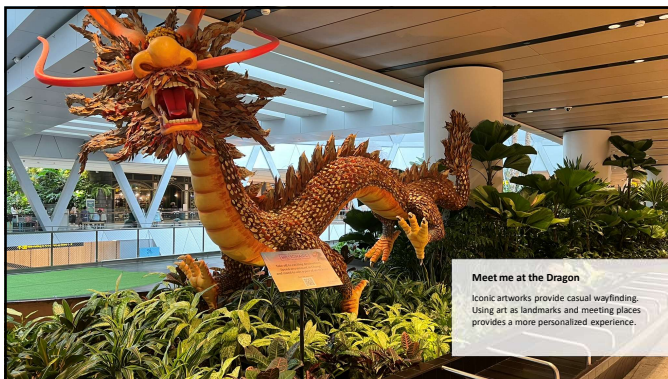
9



Low Stress at Entry

Notice how each element works together to produce a calm atmosphere – greenery, low lighting, simple signage, open sight lines, space to roam, etc.

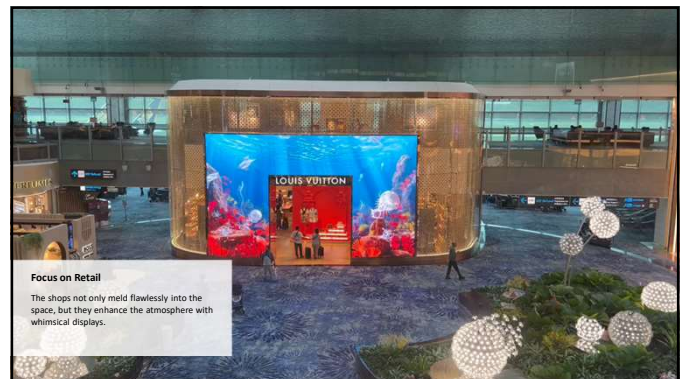
10



Meet me at the Dragon

Iconic artworks provide casual wayfinding. Using art as landmarks and meeting places provides a more personalized experience.

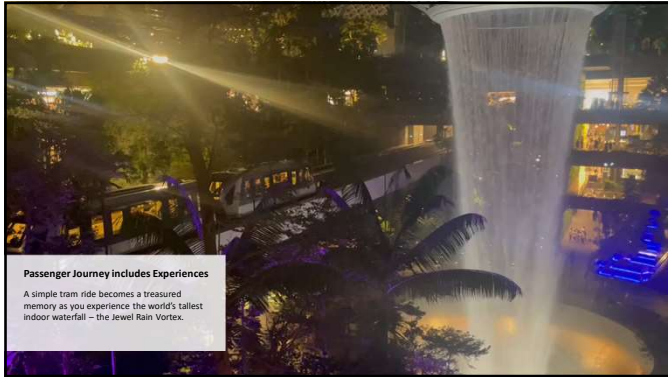
11



Focus on Retail

The shops not only meld flawlessly into the space, but they enhance the atmosphere with whimsical displays.

12



Passenger Journey includes Experiences
 A simple tram ride becomes a treasured memory as you experience the world's tallest indoor waterfall – the Jewel Rain Vortex.

13

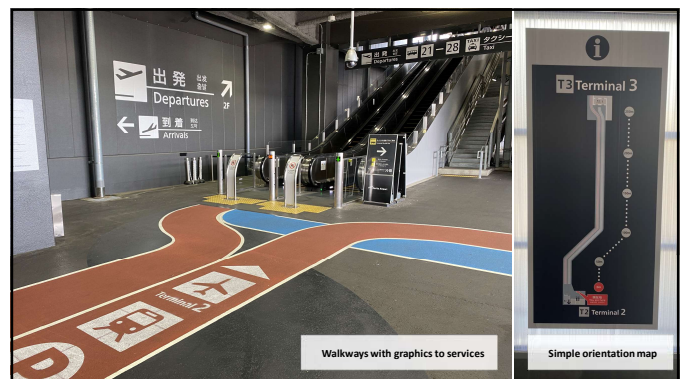


14

Transportation Information

<p>Observations:</p> <ul style="list-style-type: none"> • Pathways to services is clear using architecture and wayfinding • Detailed information is provided for services • Terminal to Terminal Travel is clearly marked in simple orientation maps • Curbside provides helpful information • Services change frequently and are vast 	<p>Why we liked it:</p> <ul style="list-style-type: none"> • Pathways allowed efficient movement • Additional information was provided at all key points • Challenges were similar with MSP 	<p>Opportunities at MSP:</p> <ul style="list-style-type: none"> • Use architecture to integrate signage • Curbside Accessibility and information provides an additional level of service • Pair focal points with directories • Digital Assets in key locations allows for flexibility
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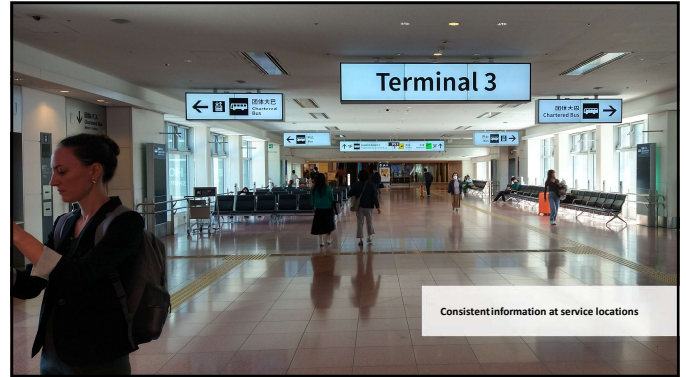
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22

- Directories are helpful at key locations
- Information is changing and flexibility is important
- Airports have the same challenges as MSP



23

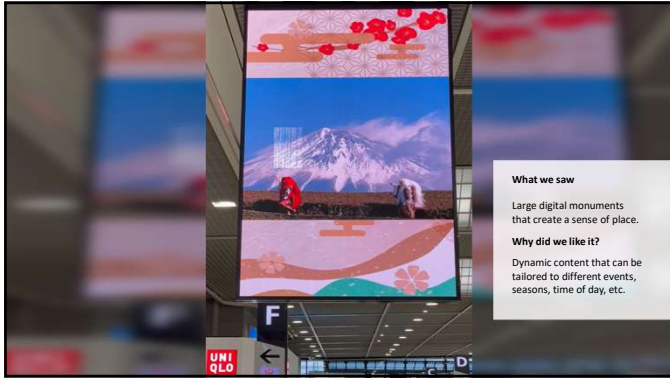
- Summary:
- Use architecture to integrate accessible wayfinding
 - Detailed information is helpful
 - Curbside Accessibility and Information provides an additional level of service
 - Pair focal points with directories
 - Digital Assets in key locations allows for flexibility



24

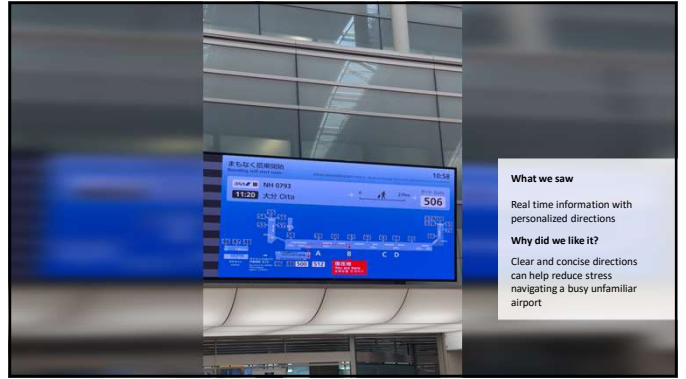
Future Technologies

Scott Skramstad
MAC Terminal & Landside Operations



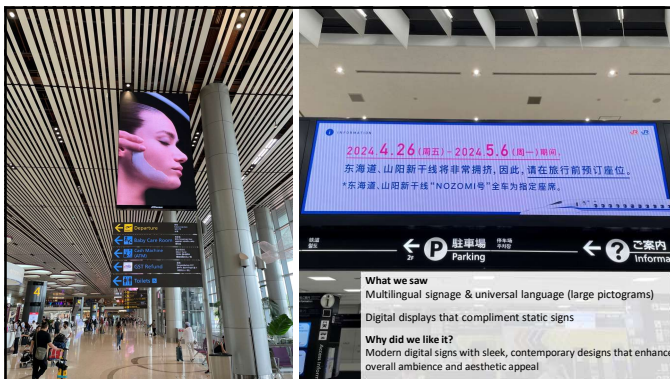
What we saw
 Large digital monuments that create a sense of place.
Why did we like it?
 Dynamic content that can be tailored to different events, seasons, time of day, etc.

25



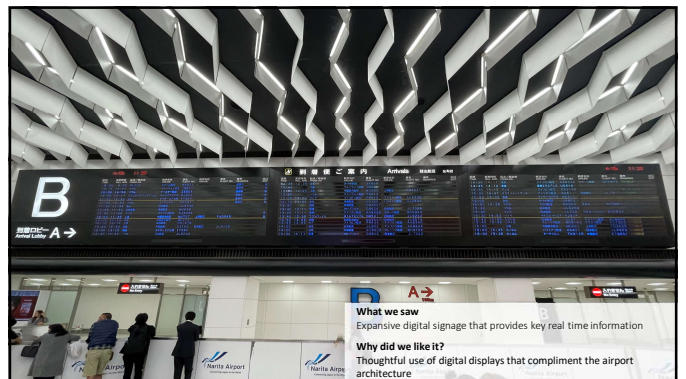
What we saw
 Real time information with personalized directions
Why did we like it?
 Clear and concise directions can help reduce stress navigating a busy unfamiliar airport

26



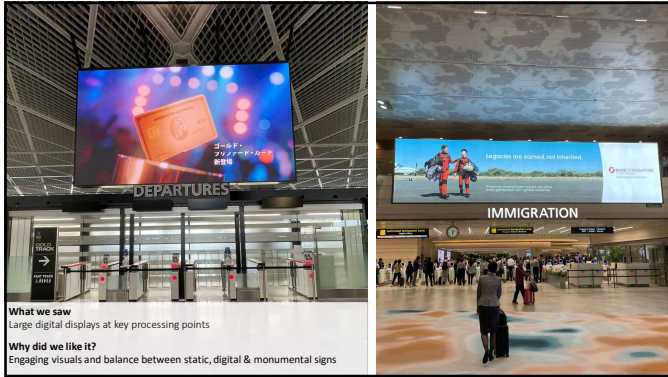
What we saw
 Multilingual signage & universal language (large pictograms)
 Digital displays that compliment static signs
Why did we like it?
 Modern digital signs with sleek, contemporary designs that enhance overall ambience and aesthetic appeal

27



What we saw
 Expansive digital signage that provides key real time information
Why did we like it?
 Thoughtful use of digital displays that compliment the airport architecture

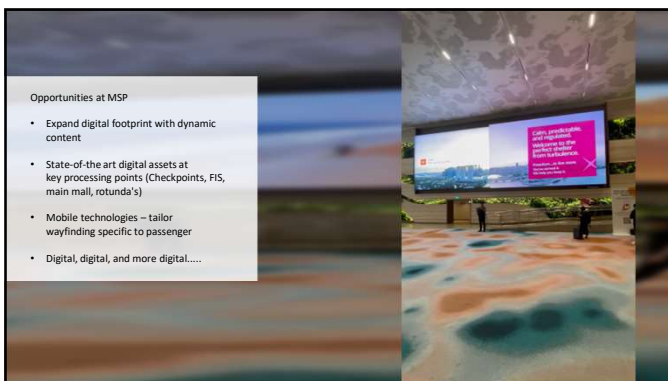
28



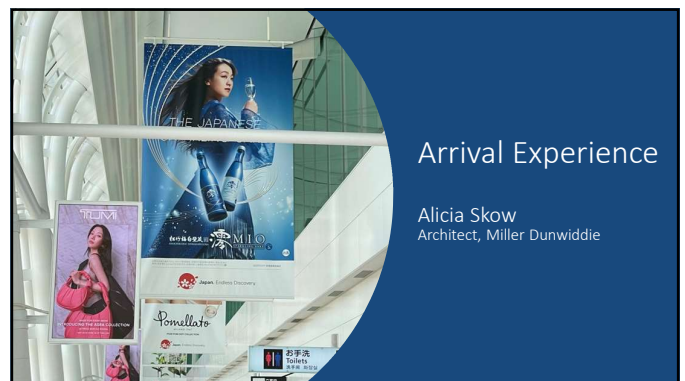
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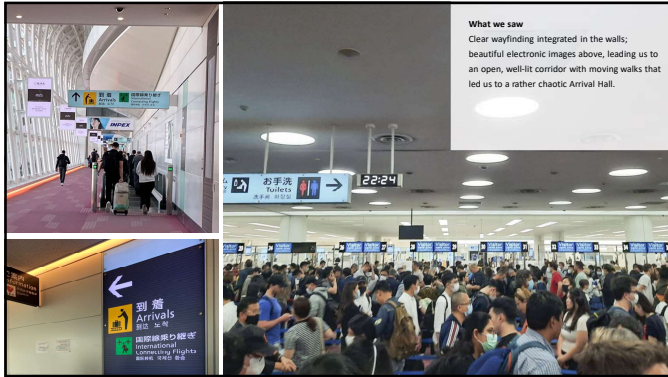
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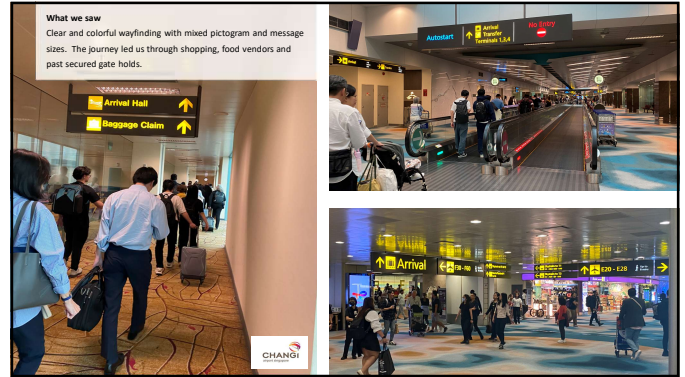


32



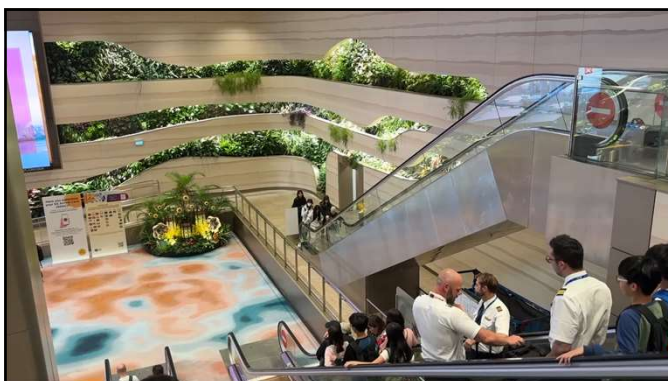
What we saw
 Clear wayfinding integrated in the walls; beautiful electronic images above, leading us to an open, well-lit corridor with moving walks that led us to a rather chaotic Arrival Hall.

33

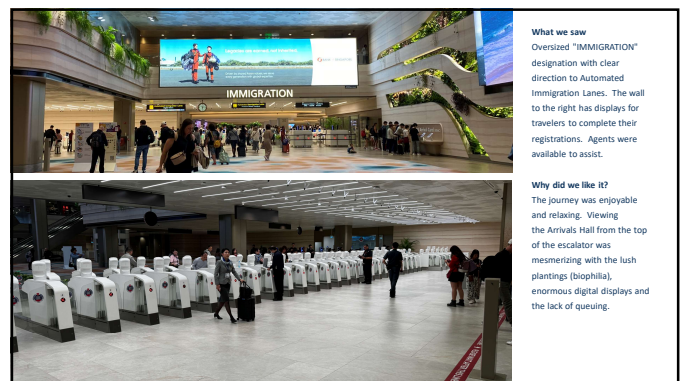


What we saw
 Clear and colorful wayfinding with mixed pictogram and message sizes. The journey led us through shopping, food vendors and past secured gate holds.

34



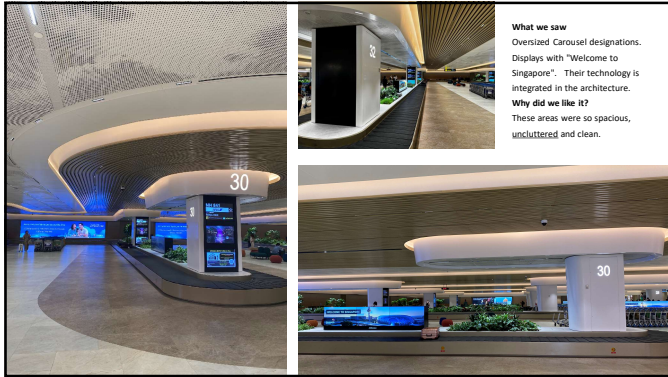
35



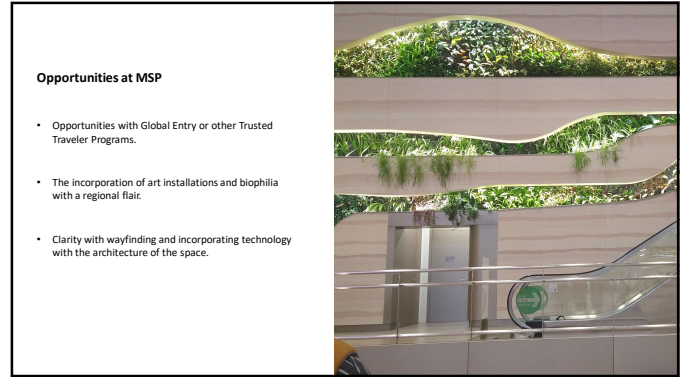
What we saw
 Oversized "IMMIGRATION" designation with clear direction to Automated Immigration Lanes. The wall to the right has displays for travelers to complete their registrations. Agents were available to assist.

Why did we like it?
 The journey was enjoyable and relaxing. Viewing the Arrivals Hall from the top of the escalator was mesmerizing with the lush plantings (biophilia), enormous digital displays and the lack of queuing.

36



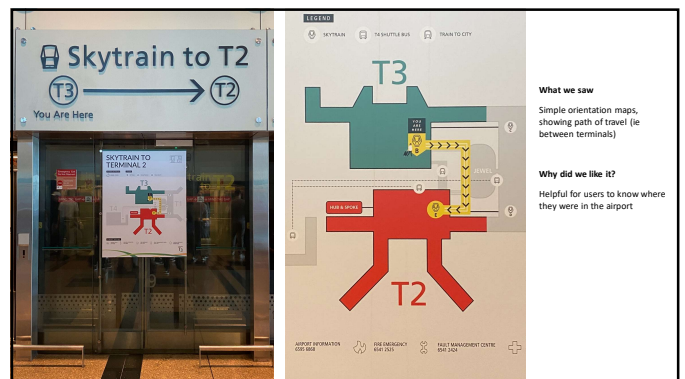
37



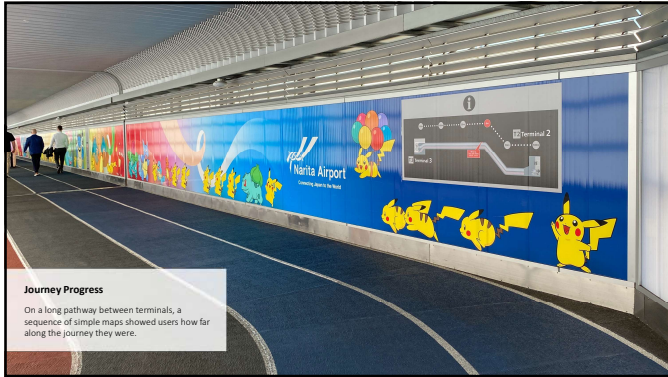
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40



Journey Progress

On a long pathway between terminals, a sequence of simple maps showed users how far along the journey they were.

41



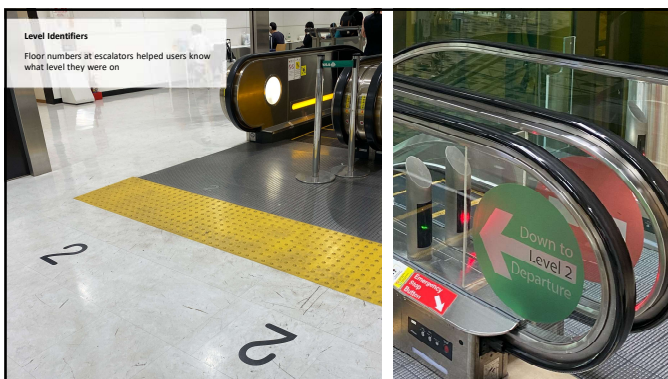
What we saw

Distance to key destinations was shown in terms of distance on directional signs

Why did we like it?

Helped users understand how far they were in their journey

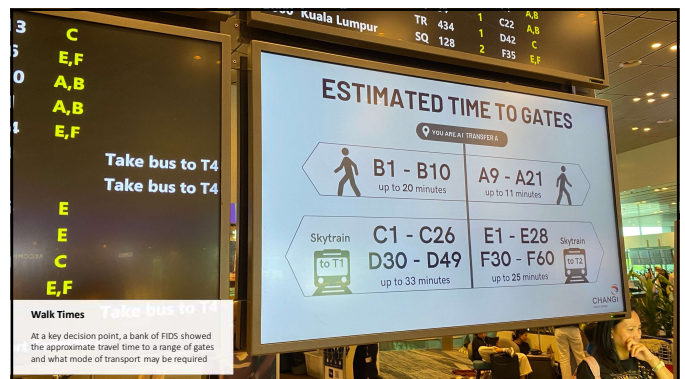
42



Level Identifiers

Floor numbers at escalators helped users know what level they were on

43




Walk Times

At a key decision point, a bank of FIDS showed the approximate travel time to a range of gates and what mode of transport may be required


44

Opportunities at MSP

- Digital kiosks – Opportunity for orientation maps
- Static Maps – Simple Overview Maps of Terminal or Airport
- Maps at Information Hubs
- Coordination with web-based maps
- Level Identification at Escalators




45



Sense of Place

Mallory Dillon
Associate / Architect, Alliance


46



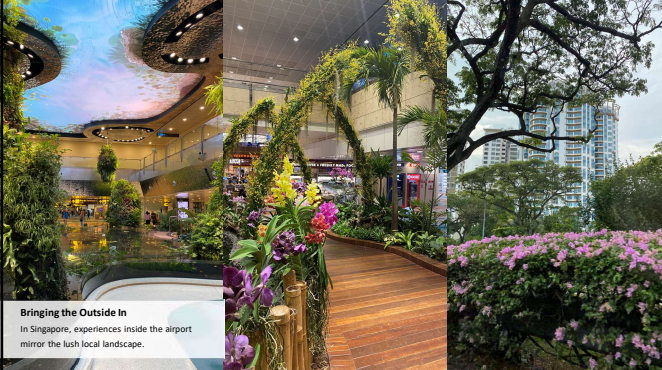
What we saw
Multi-sensory installations and sense of place landmarks used as wayfinding

Why did we like it?
We were introduced to the local culture and environment before leaving the airport. Statement pieces were memorable and served as navigation landmarks.

Petalclouds Installation – Shape inspired by orchid petals and repeated throughout the architecture, interiors, branding

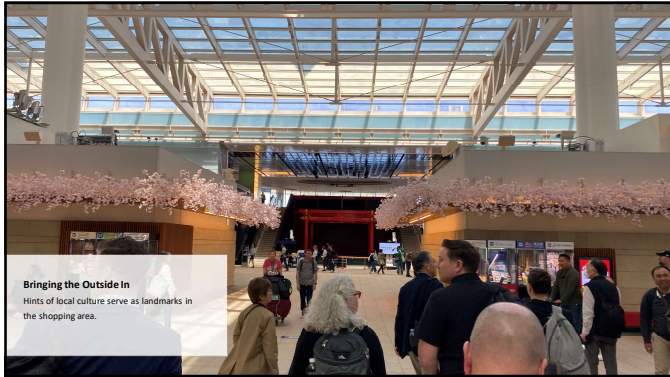


47



Bringing the Outside In
In Singapore, experiences inside the airport mirror the lush local landscape.

48



Bringing the Outside In
Hints of local culture serve as landmarks in the shopping area.

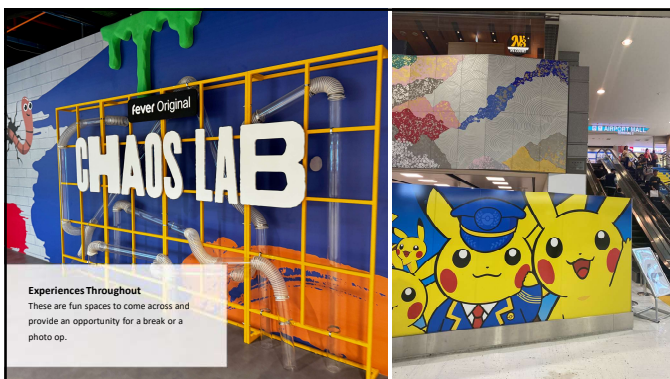
49



What we saw
Corporate partnerships with local brands.

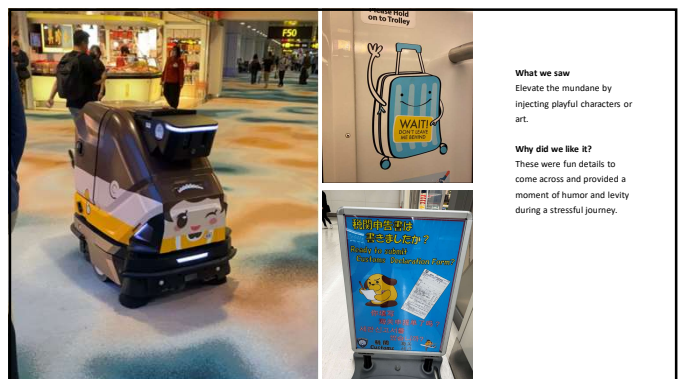
Why did we like it?
Interactive experiences provided fun and memorable breaks during the journey.

50



Experiences Throughout
These are fun spaces to come across and provide an opportunity for a break or a photo op.

51



What we saw
Elevate the mundane by injecting playful characters or art.

Why did we like it?
These were fun details to come across and provided a moment of humor and levity during a stressful journey.

52



53

Opportunities at MSP

- Make a few sense of place statements larger and more immersive. Add in natural elements to provide an 'Up North' experience.
- Consider landmarks to be part of the wayfinding program.
- Partner with local companies to provide passenger experience pop-ups and add whimsical elements and details in unexpected places.

54

Amenity Spaces

Michelle Parrish
Associate / Creative Director, Entro

55

What we saw

Amenity spaces clustered together with distinctive patterns & finishes at entry

Why did we like it?

Amenity spaces were very easy to find and had a hospitality feel

56



What we saw
 Strong use of color;
 Large and descriptive symbols
 (pictograms)

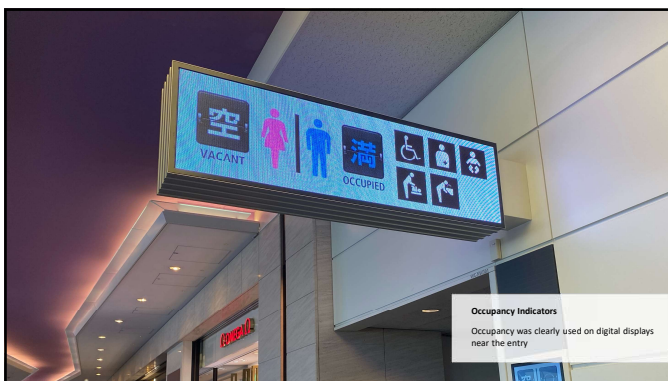
Why did we like it?
 Room and equipment choices
 were clear

57



Services Easily Located
 Large and descriptive symbols helped people
 know what items or services were in each stall.

58



Occupancy Indicators
 Occupancy was clearly used on digital displays
 near the entry

59



What we saw
 Tactile flooring and maps are
 used together with audio
 activated when at the tactile
 maps

Why did we like it?
 Creates a holistic approach to
 accessibility

60



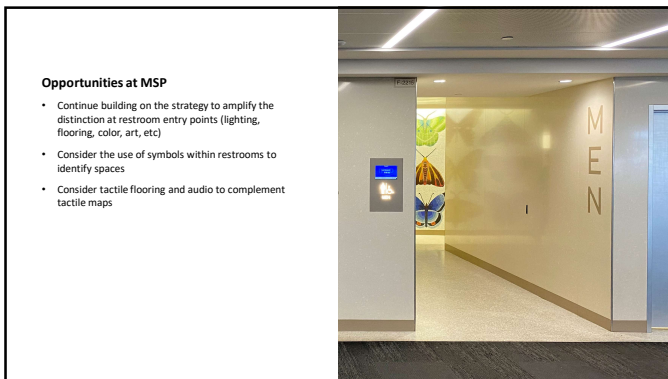
What we saw
 Distinctive patterns & finishes;
 Whimsical style for children's
 restrooms

Why did we like it?
 Playfulness and beauty were
 calming and added to the
 hospitality feel

61



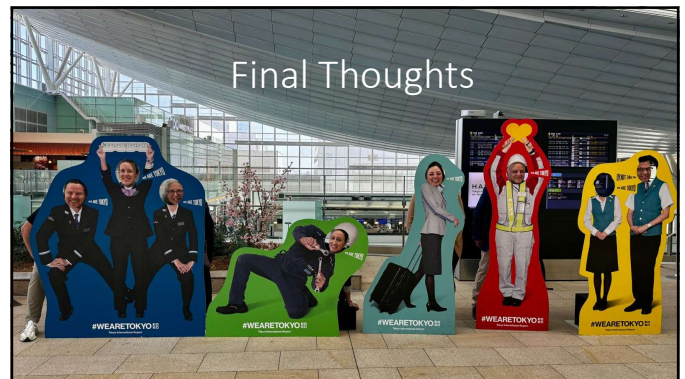
62



Opportunities at MSP

- Continue building on the strategy to amplify the distinction at restroom entry points (lighting, flooring, color, art, etc)
- Consider the use of symbols within restrooms to identify spaces
- Consider tactile flooring and audio to complement tactile maps

63



64