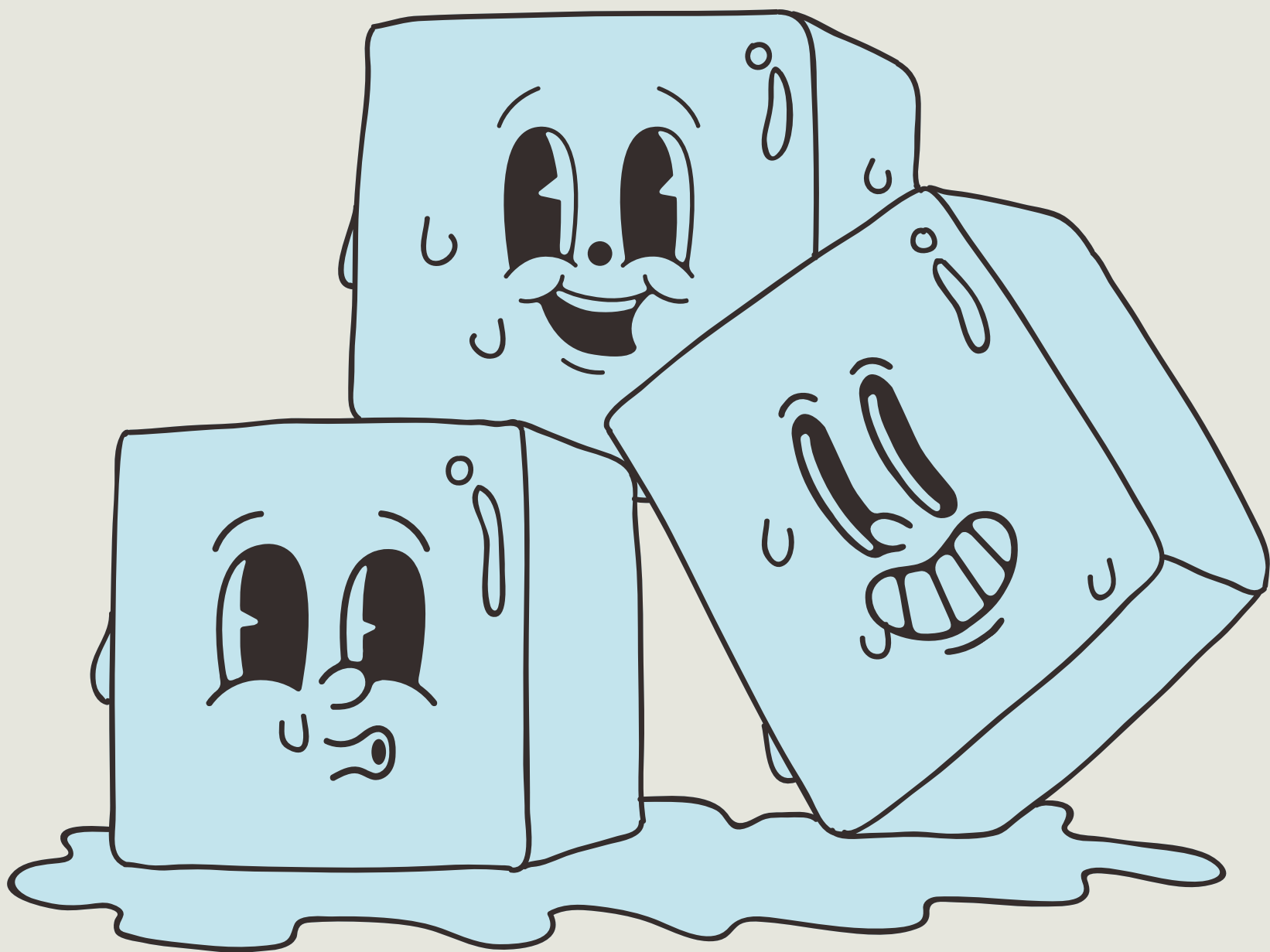


UX STORIES



THE IDEAS BEHIND SOME OF THE MOST
CREATIVE SOLUTIONS TO COMMON PROBLEMS

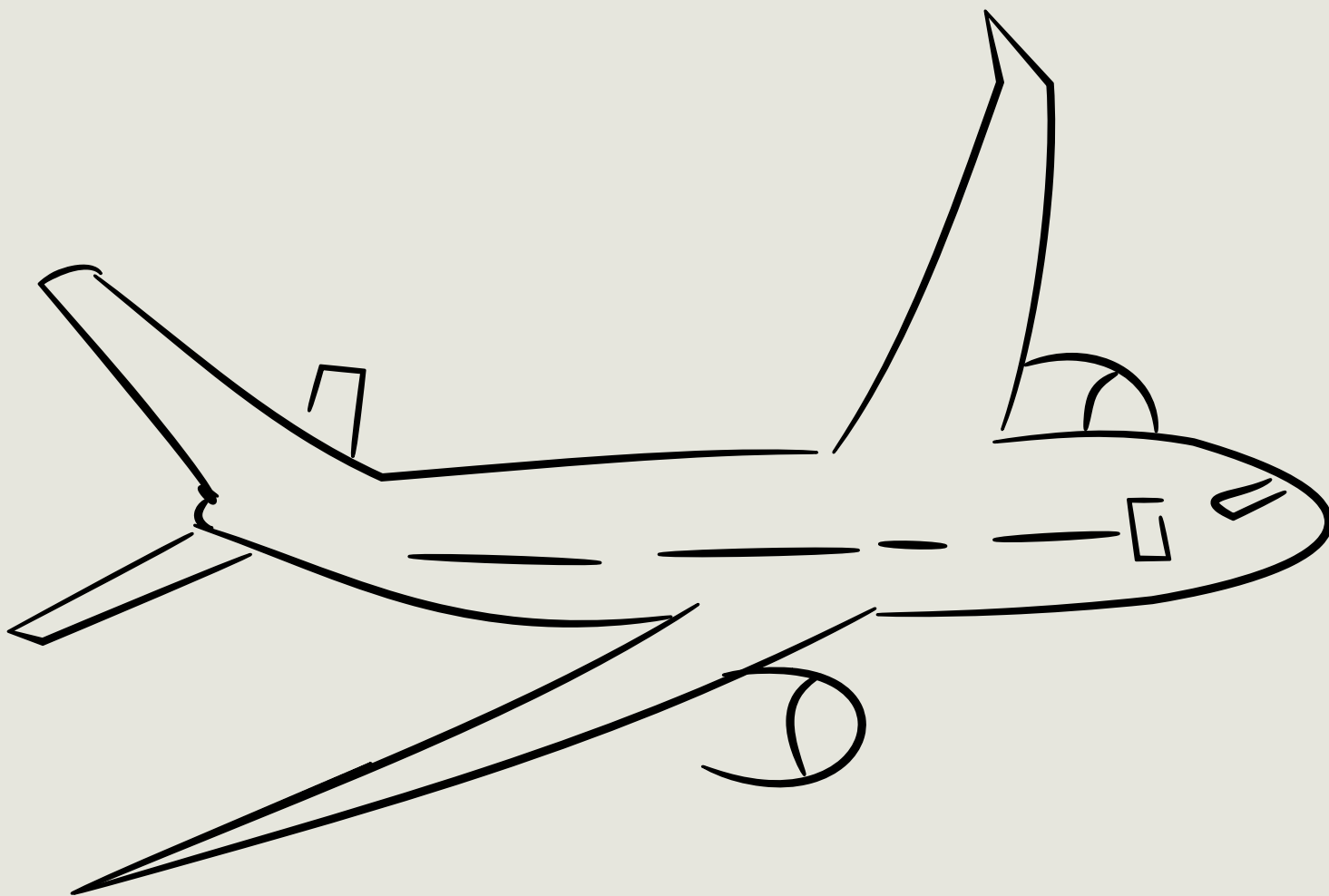
1

A story of Houston Airport

Occupied time vs unoccupied time

The Challenge:

Passengers would **complain about the wait time for suitcases to arrive** in the terminal building after the plane has already landed.



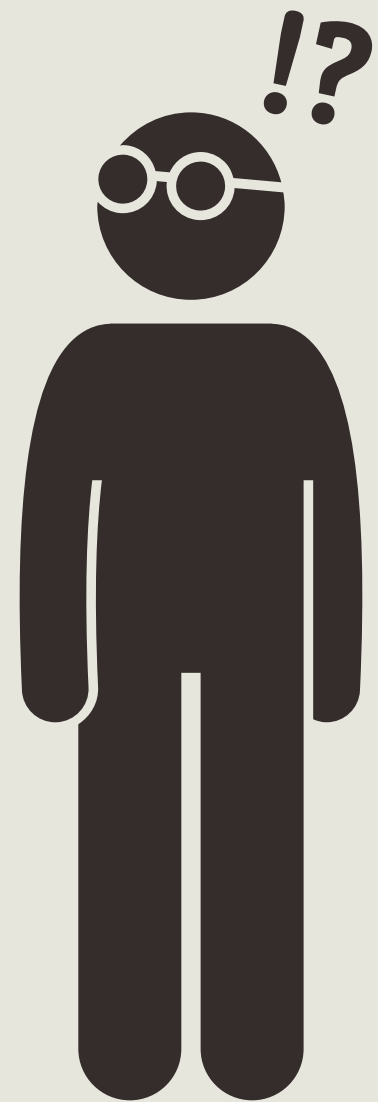
2 The Approach

Airport's Solution

Spent millions optimizing

1. Improved their process
2. Hired more people
3. New Tech

Got waiting time down to 7 minutes



3

The Outcome

Outcome

People still Complained



4

Reframing the Problem

Waiting for bags is annoying

So Make the wait feel shorter



5

Solution

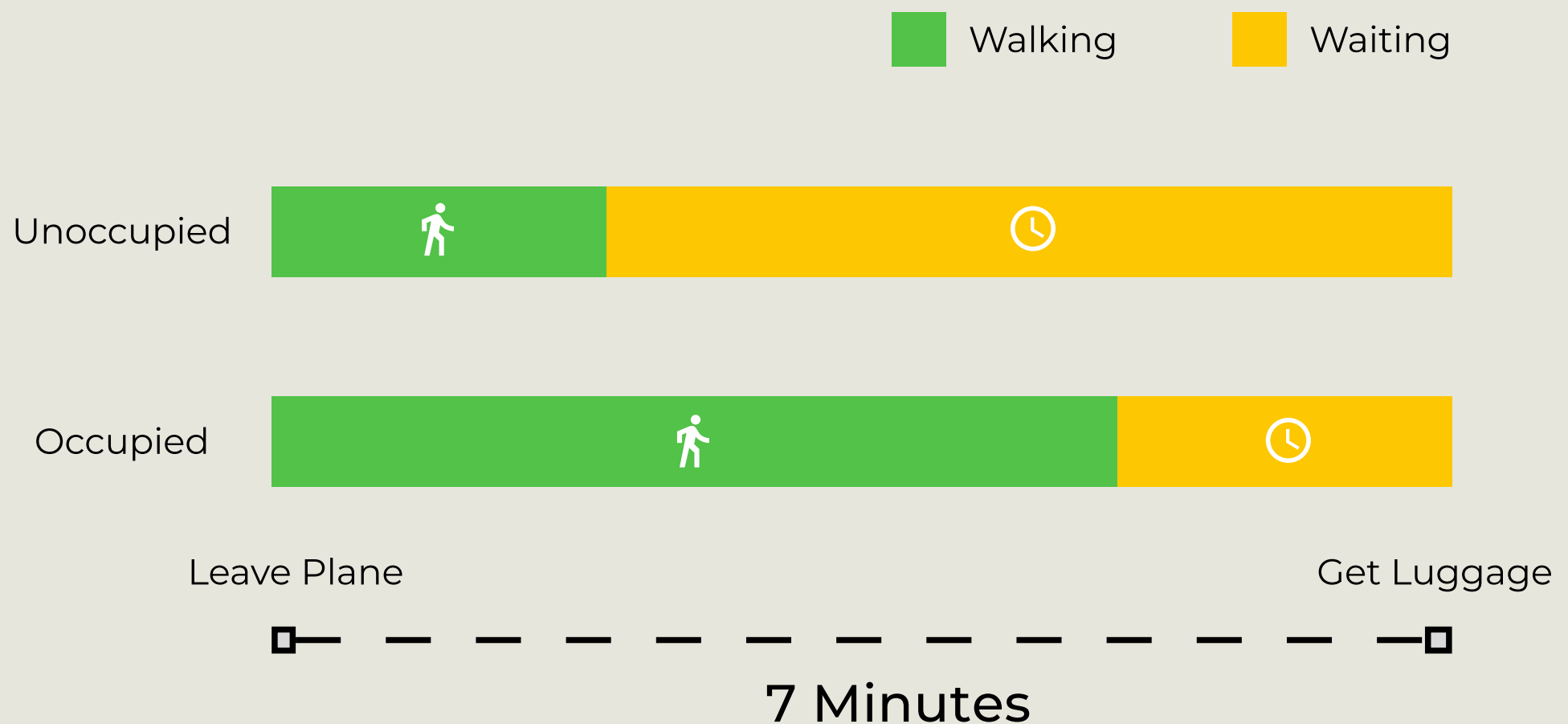
Parked the plane further away from the terminal and the complaints dropped to about zero.



6

So what's really happening here

Occupied time vs unoccupied



When the **airplane was parked next to the terminal**, passengers **waited** for their luggage for about **6 minutes** out of the total 7 minutes.

But when the **airplane was parked away** from the terminal, the **wait time** for luggage was only about **a minute**, resulting in almost no complaints.