

American Airlines concept

A connected journey. A clearer next step.

An independent travel companion concept exploring contextual AI guidance from planning through arrival. Built as a responsive prototype using sample trip data and scripted responses.

MY CONTRIBUTION

Experience strategy, interaction design, visual design and hands-on prototyping.

THE PROBLEM

Travel questions change throughout a journey. I explored how travelers could keep their trip in view while finding relevant guidance for their next step.

THREE MOMENTS. ONE SHARED TRIP.

01

Before travel

Preparation prompts help travelers know where to start.

02

At the airport

Guidance shifts to timing, gates and what to confirm.

03

On arrival

Support continues into destination and return planning.

BUILT: 3 journey states / 9 contextual prompts / 1 sample itinerary

KEY DESIGN DECISIONS

Keep context visible. Preserve the sample itinerary as the traveler changes moments.

Offer a useful starting point. Provide three relevant prompts in each journey state.

Make the limits clear. Label scripted replies and distinguish guidance from confirmed travel information.

WHAT I WOULD VALIDATE NEXT

Can travelers select an appropriate next step without help? Can they explain the guidance and identify what needs official confirmation? Record task completion, comprehension, assistance and observed issues before setting targets.

Prototype scope: Sample data and prewritten responses. No live AI, flight data or booking actions. Traveler outcomes have not yet been measured.

[View the full case study and prototype](#)

How the experience works

A static walkthrough of the interaction, the choices behind it, and the boundaries of this build.

01 / BEFORE TRAVEL

Make preparation easier to start

Traveler question: What should I do before I leave?

Interface choice: Keep the sample itinerary visible and offer preparation prompts instead of an empty conversation.

Prototype behavior: Selecting a prompt updates the request; the preparation state returns a prewritten response.

Why this choice: Explore whether relevant starting points help travelers begin without deciding what to ask from scratch.

02 / AT THE AIRPORT

Adapt the help without losing the trip

Traveler question: What should I check right now?

Interface choice: Change the prompts with the journey state while preserving the trip context.

Prototype behavior: Airport guidance introduces timing and gate questions and asks travelers to confirm details.

Why this choice: Explore a consistent interaction pattern as the traveler's immediate needs change.

03 / ON ARRIVAL

Continue support beyond landing

Traveler question: What comes next?

Interface choice: Extend prompts into destination plans and the return journey.

Prototype behavior: The arrival state offers a scripted response about saved plans and continued travel support.

Why this choice: Treat arrival as part of the same journey, rather than the end of the conversation.

WHAT THIS BUILD MAKES TANGIBLE

A responsive interface, three selectable journey states, nine contextual prompts, and a shared sample trip. The demo makes the proposed interaction understandable without requiring live airline integrations.

WHAT WOULD NEED TO COME NEXT

Live guidance would require reliable trip data, freshness checks, source attribution, consent and escalation. Booking changes would require explicit traveler confirmation and a supported airline handoff.

Evidence, judgment & next steps

How the competitive landscape informs the concept, and how I would evaluate it.

COMPETITIVE SIGNALS / DESIGN RESPONSE

American Trip essentials, together. Start with the traveler’s moment.

Delta AI that knows the trip. Make the guidance understandable.

Southwest Everyday travel tools. Give each moment a starting point.

United Clearer connections. Keep guidance consistent.

JetBlue Baggage visibility. Turn concerns into questions.

Emirates Services across the journey. Focus the choice.

Airline names link to the product sources used in the portfolio (reviewed October 27, 2026). These are design inputs, not measured advantages or a hands-on usability benchmark. Delta already offers contextual AI assistance.

MY DESIGN OPPORTUNITY

Bring trip context, a relevant question and guidance into one focused interaction. The concept explores how that pattern could remain understandable across planning, airport and arrival.

PROPOSED VALIDATION / NO STUDY RESULTS YET

- Task success:** Ask travelers to choose a useful prompt, switch journey states and identify the appropriate next step. Record correct completions out of eligible attempts, plus retries and assistance.
- Guidance clarity:** Ask travelers to explain a reply and identify which details need official confirmation. Record correct explanations out of participants assessed.
- Iteration:** Capture confusion and incomplete attempts, revise prompts or labels, then repeat the same scenarios. Establish a baseline before choosing targets.

STUDY RESULTS PENDING / TO BE ADDED

After testing: study date, participant count, task completion (n/N), guidance clarity (n/N), observed issues and resulting design changes.

AI maturity

Current evidence and future opportunity | Research snapshot: October 27, 2026

Capability	American	Delta	United	Southwest	JetBlue	Emirates
Discovery & planning	L1	?	?	L1	?	L1
Trip guidance	L2	L2*	L2	?	?	L1
Grounded conversation	?	L3*	?	?	?	?
Disruption & connections	L2	L2*	L2	?	?	?
Baggage guidance	?	L3*	?	?	L1	?
Confirmed actions	L4	L4*	?	?	?	?

American is the baseline. Click a cell for its source. *Delta: available in beta. ? = insufficient evidence to assign a level; not proof that the capability is absent.

READ THE LEVELS

L1 Assistive L2 Contextual L3 Grounded conversational
L4 Confirmed transactional L5 Bounded orchestration

This portfolio framework classifies individual capabilities, not overall airline quality. It includes digital and ML-supported tools; a level alone does not establish generative AI. Company/partner reports have not been independently tested.

MY PROPOSED OPPORTUNITY / NOT AN AIRLINE ROADMAP

0-6 months

Validate the interaction

Test the existing journey states, task success and guidance clarity. Establish a baseline.

6-12 months

Ground the guidance

Explore authoritative trip data, freshness checks, consent, sources and escalation after validation.

12-24 months

Evaluate one confirmed action

Explore a traveler-approved handoff only after reliability, permissions and recovery are demonstrated.

Timing is a planning scenario; progression depends on evidence and engineering feasibility.