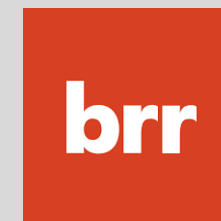


We Don't Know, But Guess What... Nobody Does

WEBINAR

MEMBER FIRMS



MARY MCCANN

EXECUTIVE DIRECTOR, KC GLOBAL
DESIGN



MODERATOR





DREW BERST

PRACTICE DIRECTOR - COLLEGIATE SPORTS

**Dimensional
Innovations**

PANELIST

NANCY WHITWORTH

CHIEF PEOPLE OFFICER



PANELIST





DOMINIQUE DAVISON

MANAGING PRINCIPAL

DRAW

PANELIST

WAYNE MCCUTCHEON

FOUNDING PARTNER



PANELIST





DANIELLE ISBELL

CIVIC & COMMUNITY INITIATIVES, MANAGER



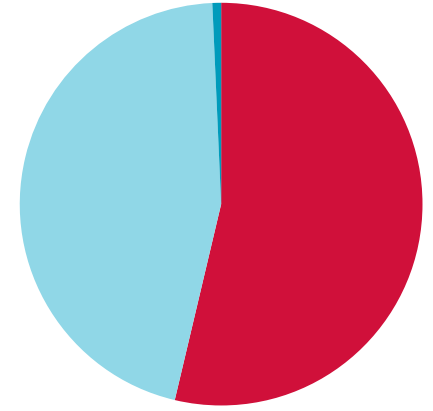
GUEST



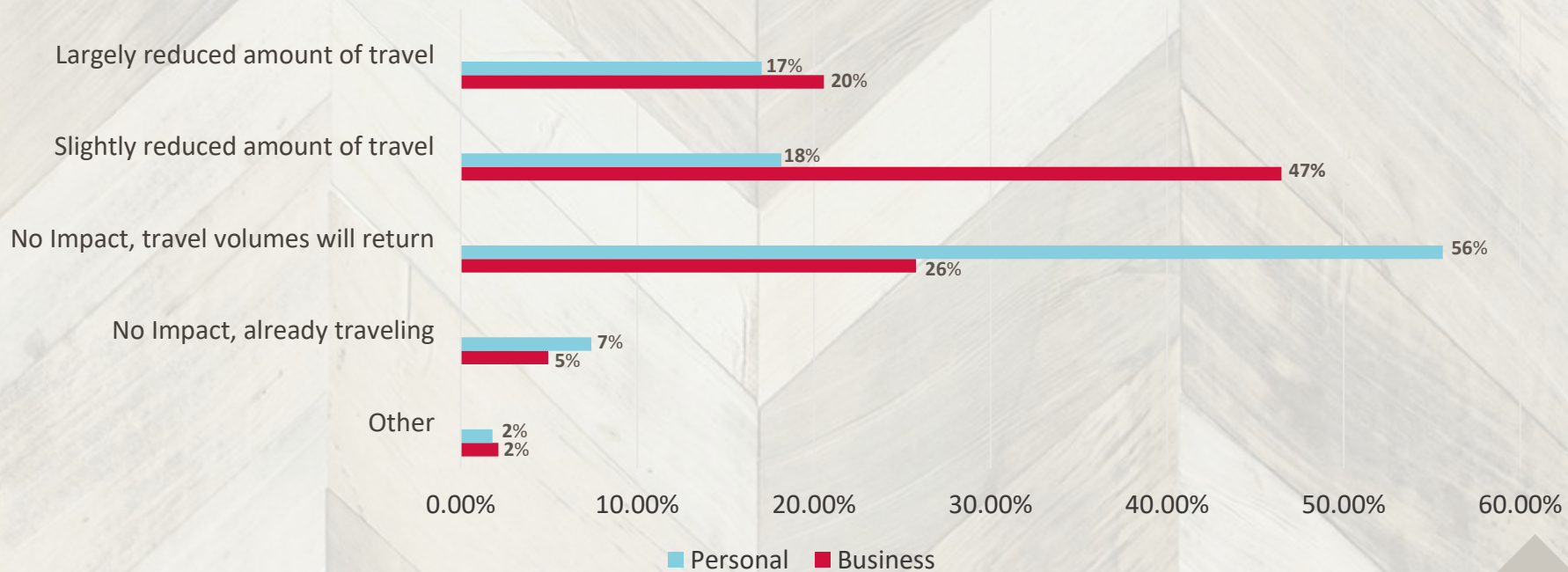
AVIATION SURVEY

- 1,006 survey takers
- Strong spread across industries
- 71% of all survey takers in prime working years

- Personal Travel
- Business Travel
- Do not use air travel



ANTICIPATED IMPACTS ON TRAVEL VOLUME OVER THE LONG-TERM



CURRENT TERMINAL: **SENSE OF SAFETY**

Travelers most want to see:

1. Required use of PPE
2. Social distancing at check-in lines and security lines
3. Increased amount of touch-free technology

Spaces of most concern:

1. Gate waiting areas
2. Boarding and deplaning the aircraft
3. Security



NEW TERMINAL: **SENSE OF SAFETY**

1. An **air filtration** system that could assist in eliminating virus/disease at the airport
2. Increased amount of **touch-free technology**
3. Increased **cleaning of facilities** as a new standard going forward in order to feel safe in the future terminal.



The background is a solid red color with several overlapping geometric shapes in a darker maroon shade. These shapes include a large circle on the right side, a curved band that sweeps across the middle, and several triangular and quadrilateral shapes in the upper left and lower left corners, creating a dynamic, abstract composition.

FOR A GREATER KANSAS CITY

Many of the trends are accelerations of past behaviors

We have covered a “decade in days” when it comes to adoption of digital



Online delivery
10-years-in-8-weeks
For increase in e-commerce deliveries



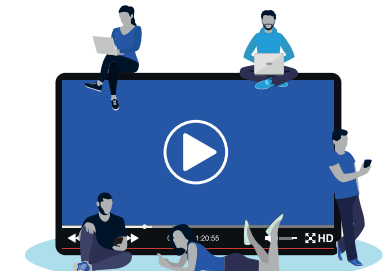
Telemedicine
10x in 15 days



Remote working
20x participants
on videoconferencing in 3 months



Remote learning
250 million in 2 weeks
students who went online in China

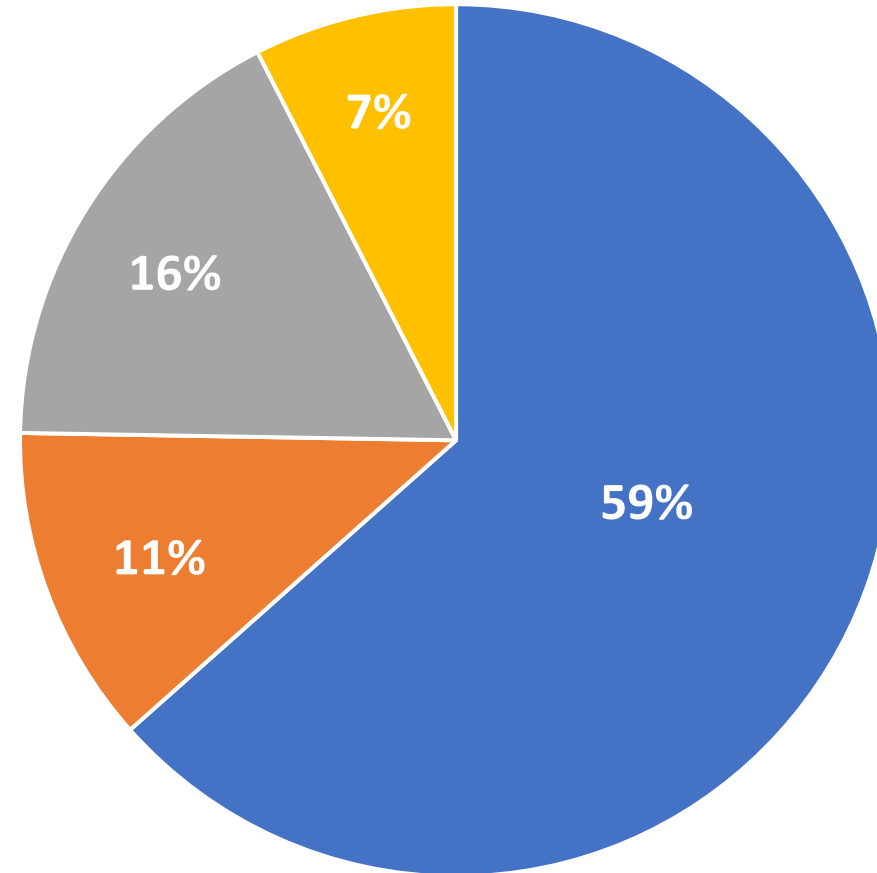


Online entertainment
7 years in 5 months
Disney Plus achieved in two months what took Netflix 7 years

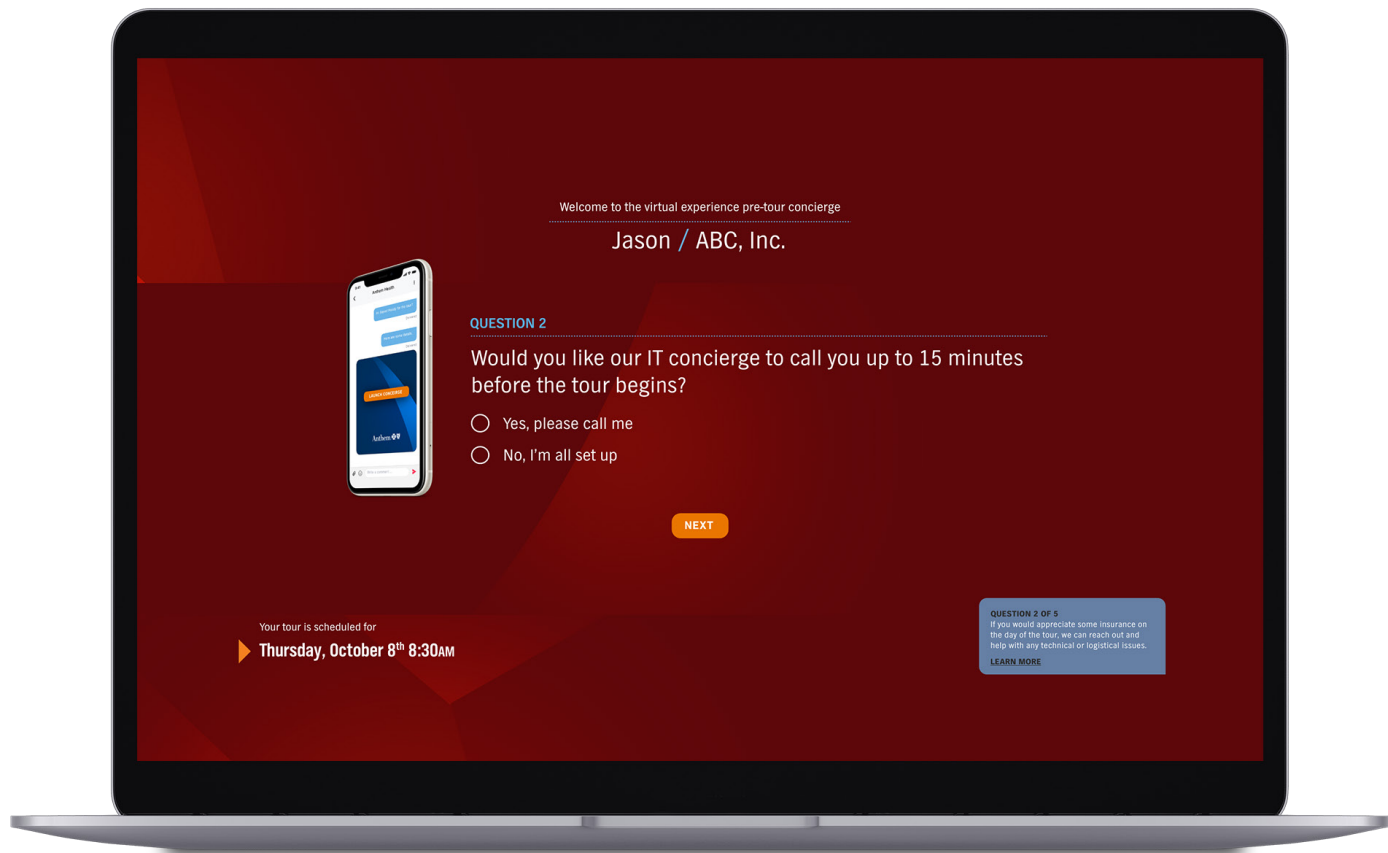
Future Work Arrangements

Sources: CMA Survey Results,
"What Comes Next? Leading Amid COVID-19."

- Will be allowing **MORE FLEXIBILITY** and work-from-home arrangements
- STILL CONSIDERING OR UNSURE if more work-from-home will be allowed
- Will be allowing **MORE REMOTE WORK** but on a limited basis
- Will **NOT** be allowing more work from home



PRE-TOUR



WIREFRAMES

EMAIL INVITATION

Email from Partner to customers/clients with user name and password along with link to login.

LOGIN + LEARN

Guests can test out their passwords and login to watch instructional content and let them know what fill out the concierge survey.

HOW TO / EDUCATION TEASER

Video tutorial that will educate guests on site functionality and let them know what to expect when they enter the experience.

CONCERGE Q&A / SURVEY

Guests answer 4-6 questions to better inform Partner on their preparedness for the scheduled virtual tour.

FINAL REMINDERS

The pre-tour concludes with a best practices and tour day/time reminder.

CLOSING VIDEO

A final video is played to create an impactful ending to the experience.

WELCOME / LOBBY



WIREFRAMES

PRE-TOUR LOBBY

Waiting room space where guests can explore before the tour begins.

LOBBY EXPLORATION

Guests can click on 6-8 hot spots and learn more about Partner.

EXPLORE + LEARN

The docent provides a quick reminder on video chat functionality and prepares the group for the tour.

INTRODUCTION + BTS

A chance for the clients to meet the entire Partner team that will be with them throughout the tour.

AGENDA

The sections of the tour are outlined.

FINAL REMINDERS

Pause for Q&A before entering the experience and ask for smiles to take group photo.

OPENING



WIREFRAMES

OPENING VIDEO

The docent triggers a transition from the lobby and then the opening video plays immediately after.

BLOOM OVERLAY GRID

Pause for Q&A before entering the next phase of the experience.

FOCUS ON THE FUTURE MENU

A unique parallax effect allows the user to construct the scene for the (3) videos by simply scrolling vertically. Guests can interact with the scroll feature before the docent hits play.

FOCUS ON THE FUTURE VIDEO

The docent activates the first piece of video content and it plays full-screen.

POST-VIDEO Q&A

Pause for Q&A before watching the next video or moving on in the experience.

PRE-TOUR

WELCOME / LOBBY

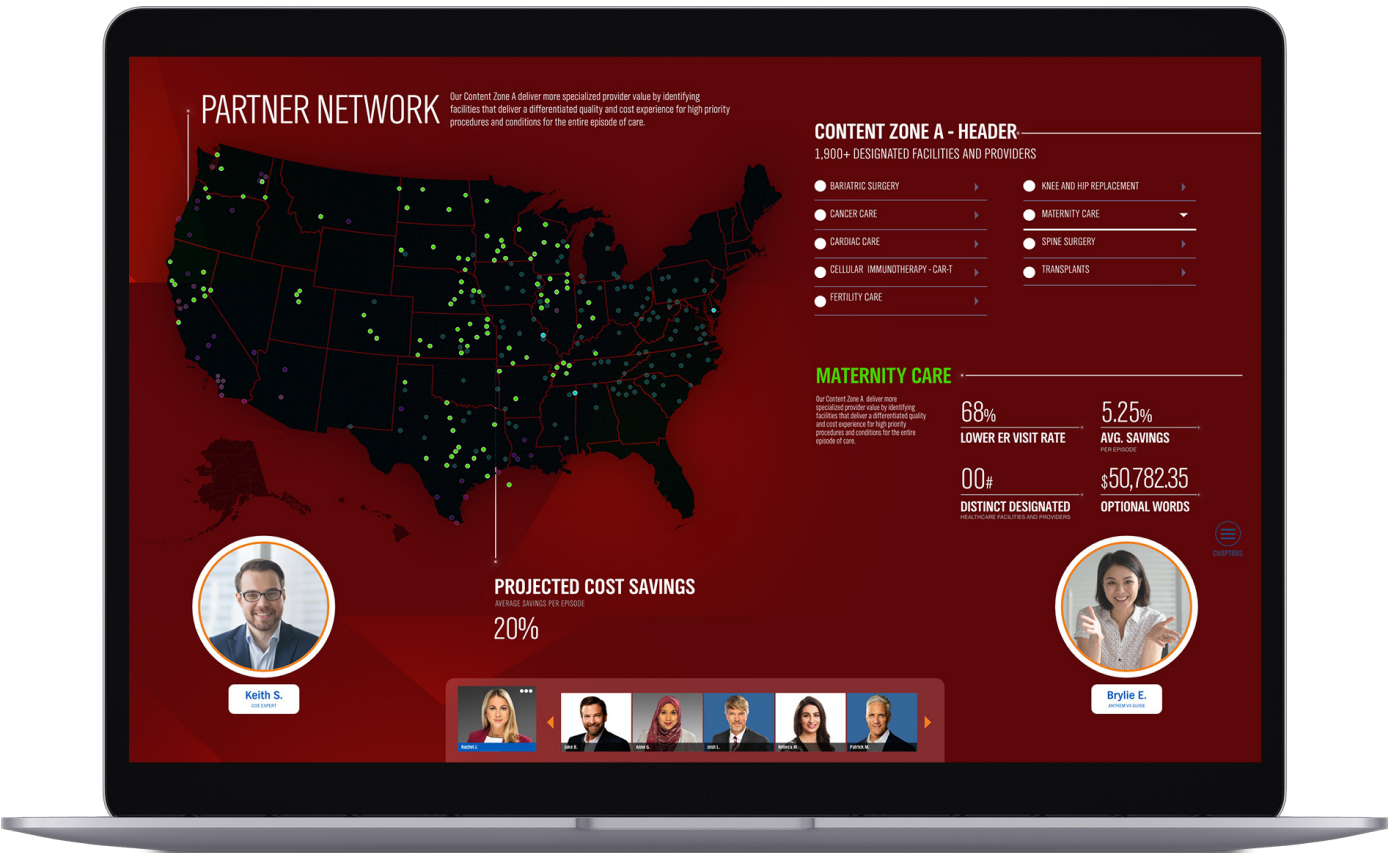
OPENING

BRIEFING CONTENT

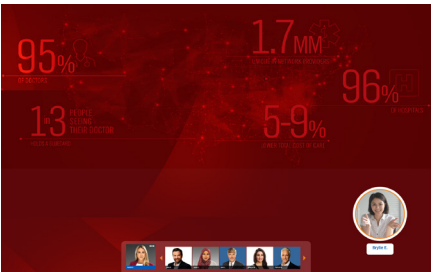
CLOSING

POST-TOUR/CONFERENCE ROOM

BRIEFING CONTENT

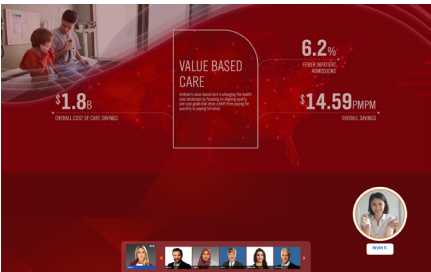


WIREFRAMES



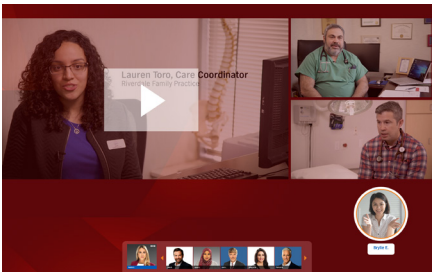
POWER OF THE NETWORK

Dynamic data provides context about the power of the network.



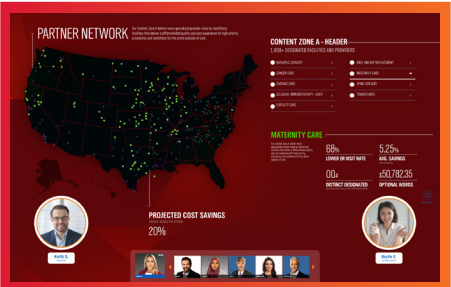
FOCUSED CARE SERVICE

Several screens of statistics on focused care are demonstrated here.



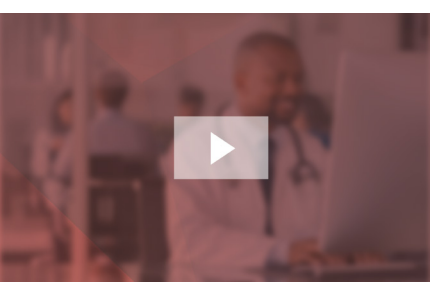
TESTIMONIALS

Video examples of testimonials are played to reinforce the focused care information.



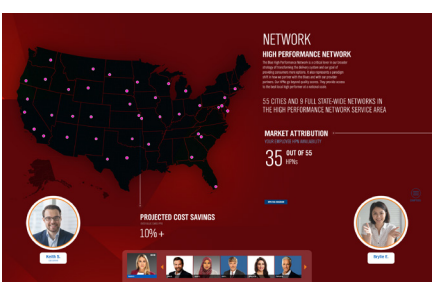
CONTENT ZONE A

Here the docent talks about centers of excellence and users can select a variety of categories and see coordinating locations appear on the map.



CASE STUDY

The docent pauses to set-up the case study and plays the full-screen video.

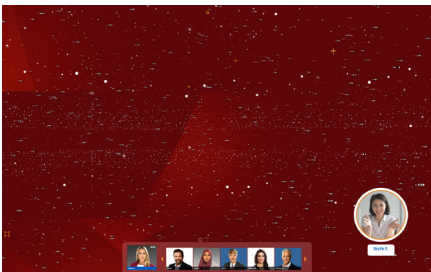


HIGH PERFORMANCE NETWORK

The high performance network is revealed on the map.

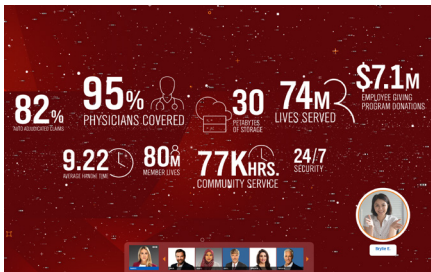


WIREFRAMES



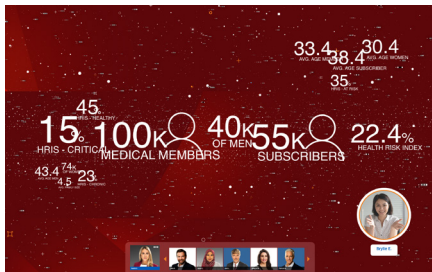
DATA FIELD OPENING VISUAL

A 180° room of floating data fields can be explored with data trailing the mouse movement. Then the docent activates a transition to the first section.



CLIENT AT SCALE DATA

The first stop reveals data around Annual Inbound Calls, Service Calls perMonth, Ease of Resolutions, First Call Resolutions, and Average Handle Time.



CLIENT CUSTOMIZED DATA

Next client data is mirrored to the At Scale Data points after another animated transition.



CALL REENACTMENT VIDEO

Within the galaxy of data a pre-built animation reveals a video that reenacts a call made to Partner.



CALL REENACTMENT REVIEW

The docent pauses for questions and reviews the primary areas of the call reenactment video in more detail.

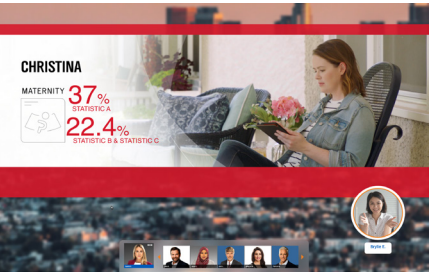


WIREFRAMES



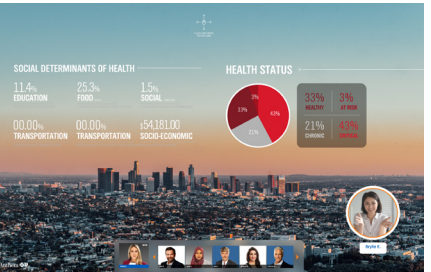
180 ENVIRONMENT W/MEMBERS

Guests can explore the city scene and discover hot spots representing different members.



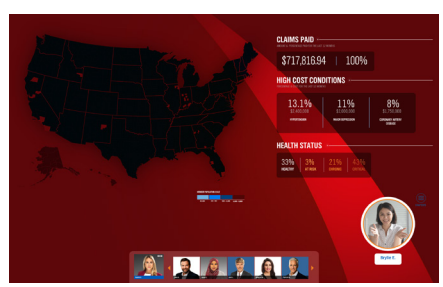
USER JOURNEY VIDEOS

Once a member is activated, guests can watch video content while the docent tells the story of particular members.



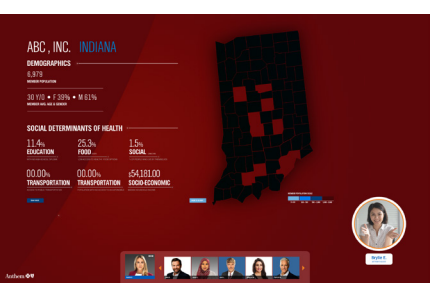
INFOGRAPHICS

After watching the video guests return to the city scene to explore examples of data.



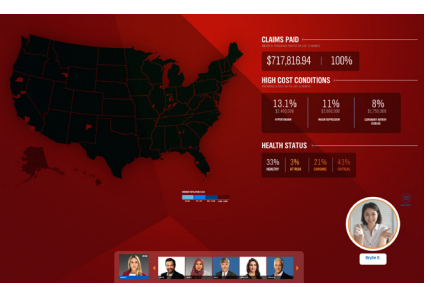
INTERACTIVE MAP

The experience starts with a national map where guests can see state level data.



INTERACTIVE MAP (STATE)

The map transitions to focus on single states, allowing guests access to county level data.



INTERACTIVE MAP (STATE)

Back on the national level guests are now given the opportunity to explore the map and interact with the data.

PRE-TOUR

WELCOME / LOBBY

OPENING

BRIEFING CONTENT

CLOSING

POST-TOUR/CONFERENCE ROOM

GUIDING PRINCIPLES

Build Passenger Confidence



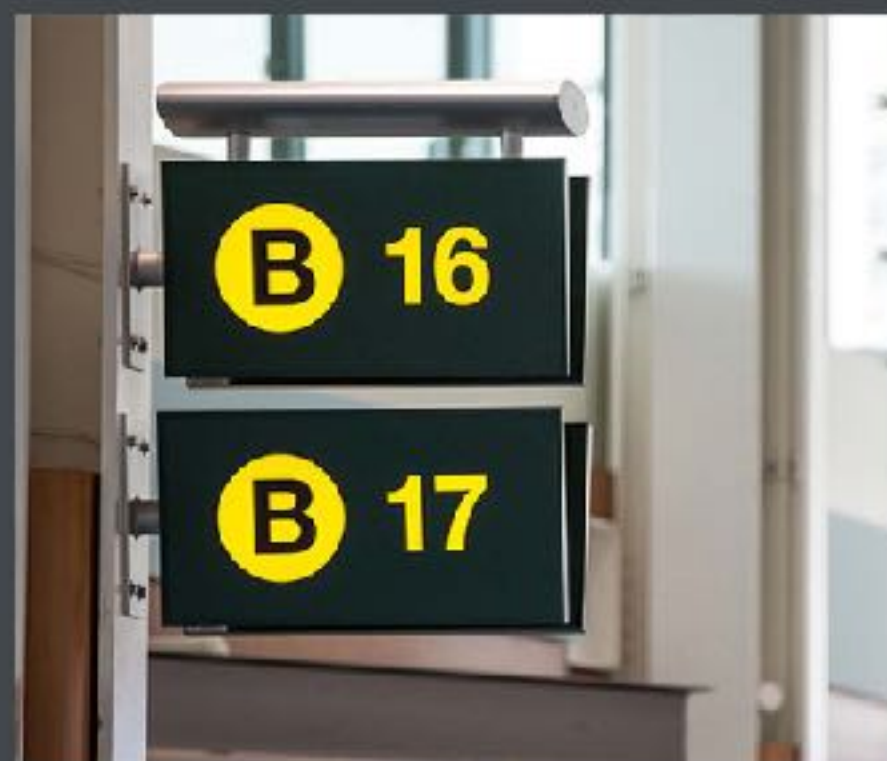
Satisfy Physical Distancing
(and other) Requirements/
Recommendations



Encourage Self-serve Equipment



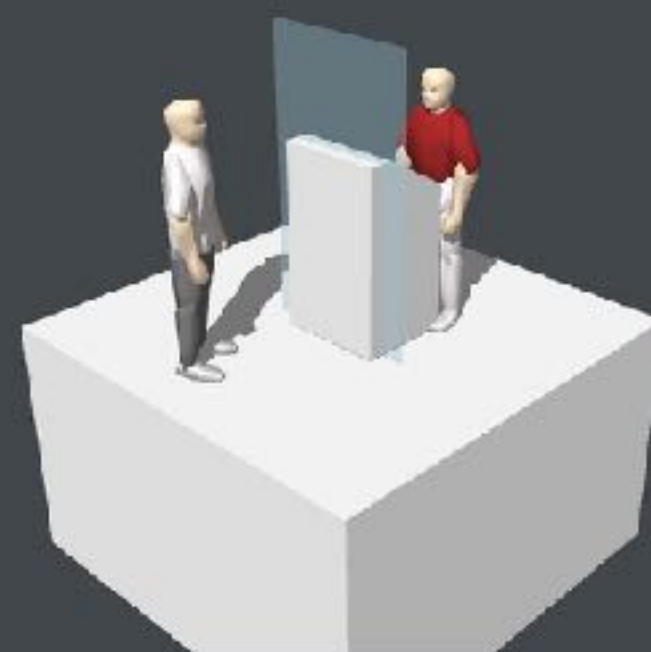
Intuitive Wayfinding



Enable Stakeholders to
Communicate with their Clients



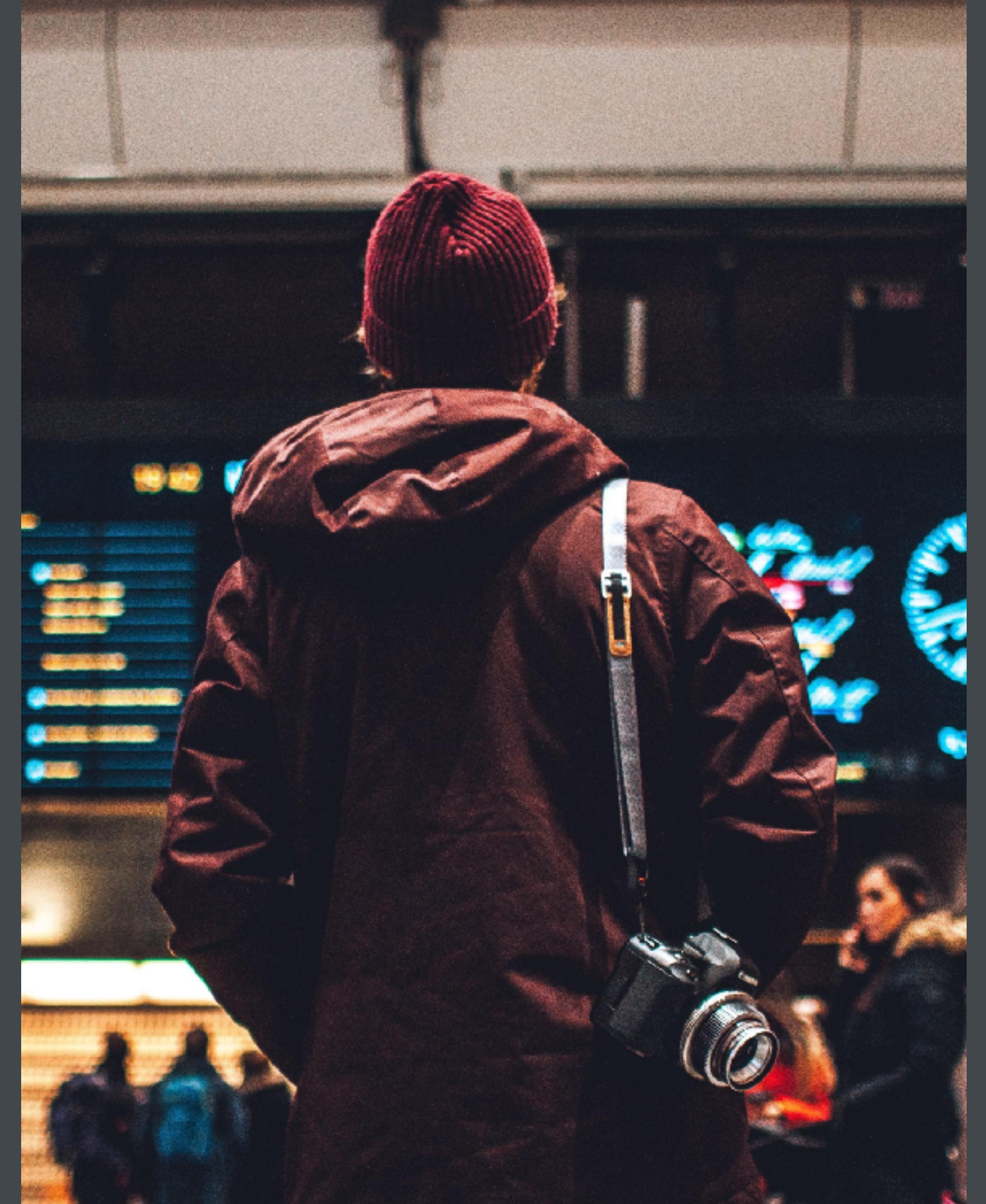
Promote a Safe Environment



PLANNING FOR RECOVERY



THE PASSENGER EXPERIENCE



DOMINIQUE DAVISON | DRAW ARCHITECTURE + URBAN DESIGN


WE DON'T KNOW, BUT GUESS WHAT...

NOBODY DOES



Merv13

Jet Fuel bio-ionization

A large commercial airplane is parked on a tarmac at night. A white fuel truck with a blue tank is positioned next to the plane, with its fuel nozzle connected to the aircraft's fuel system. The scene is illuminated by ground lights, and several orange and white traffic cones are visible on the tarmac. The text "Jet Fuel bio-ionization" is overlaid in a large, bold, black font across the center of the image.

Millwork for check in counters

Minimal touch bathroom





A person wearing a white face mask and glasses is interacting with a blue kiosk. The person is holding a smartphone in their left hand and using their right hand to interact with the kiosk's interface. The kiosk has a large screen and a payment slot. The background is a blurred public space with other people and structures.

Kiosks & beyond

CLOSING THOUGHTS



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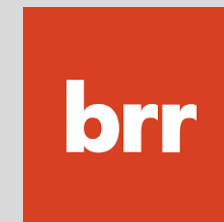


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THANK YOU