

Interactive Design Guide

Do's and Don'ts for designing a passenger interface

Welcome Screens

The first screens to greet users during boarding



Welcome Screen

The Welcome Screen should always include the **seat number** and the **destination**.

Upon interacting with Welcome Screen, present a series of screens to help with **initial setup**, such as language selection and headphone pairing. The setup steps should be **skippable**, and the same settings should be accessible in other parts of the app.

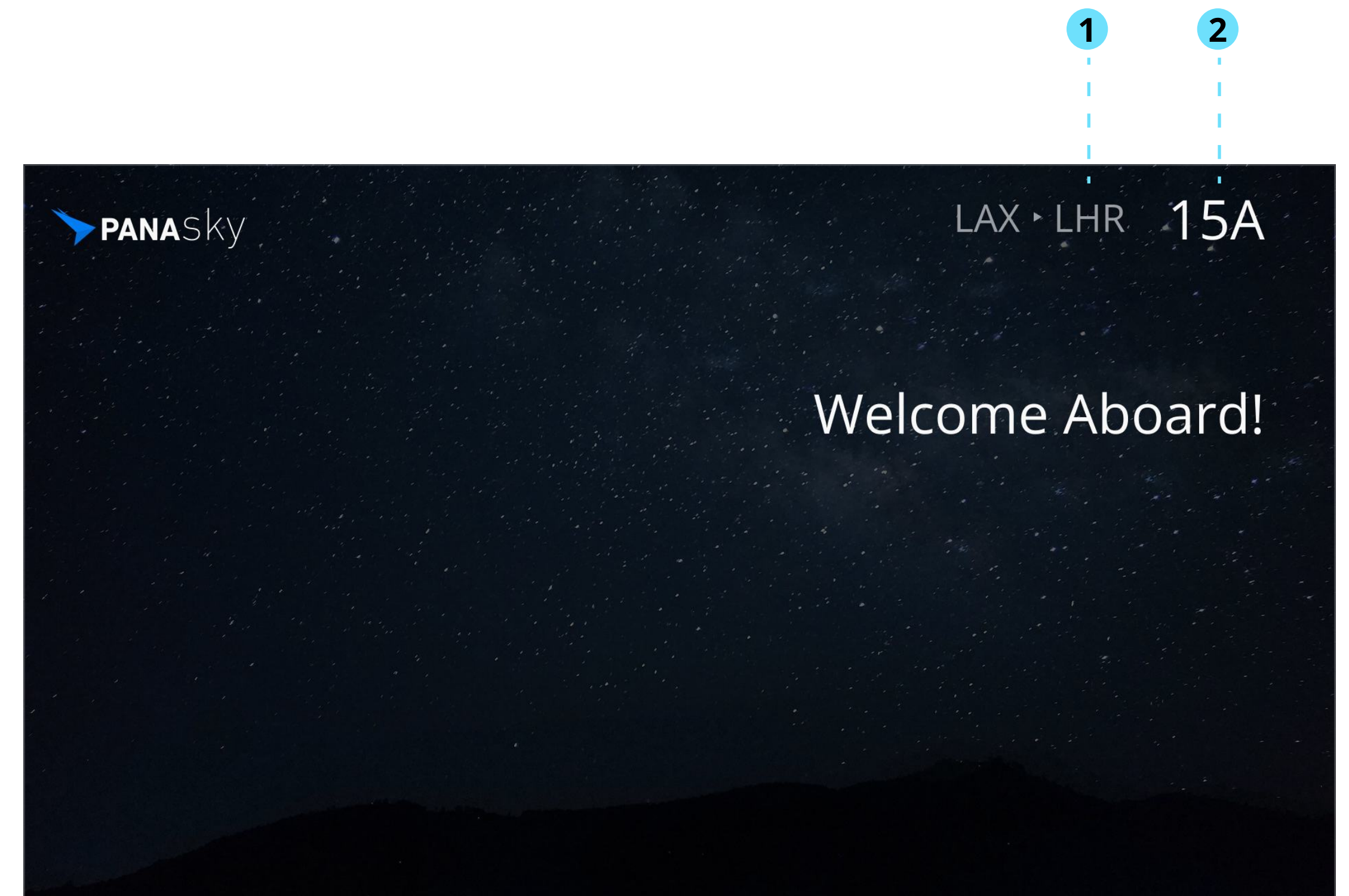
For OLED screens, follows the OLED Screensaver guidelines to avoid burn-in and other issues.

✓ DO

- Ensure text is clearly legible and has enough contrast

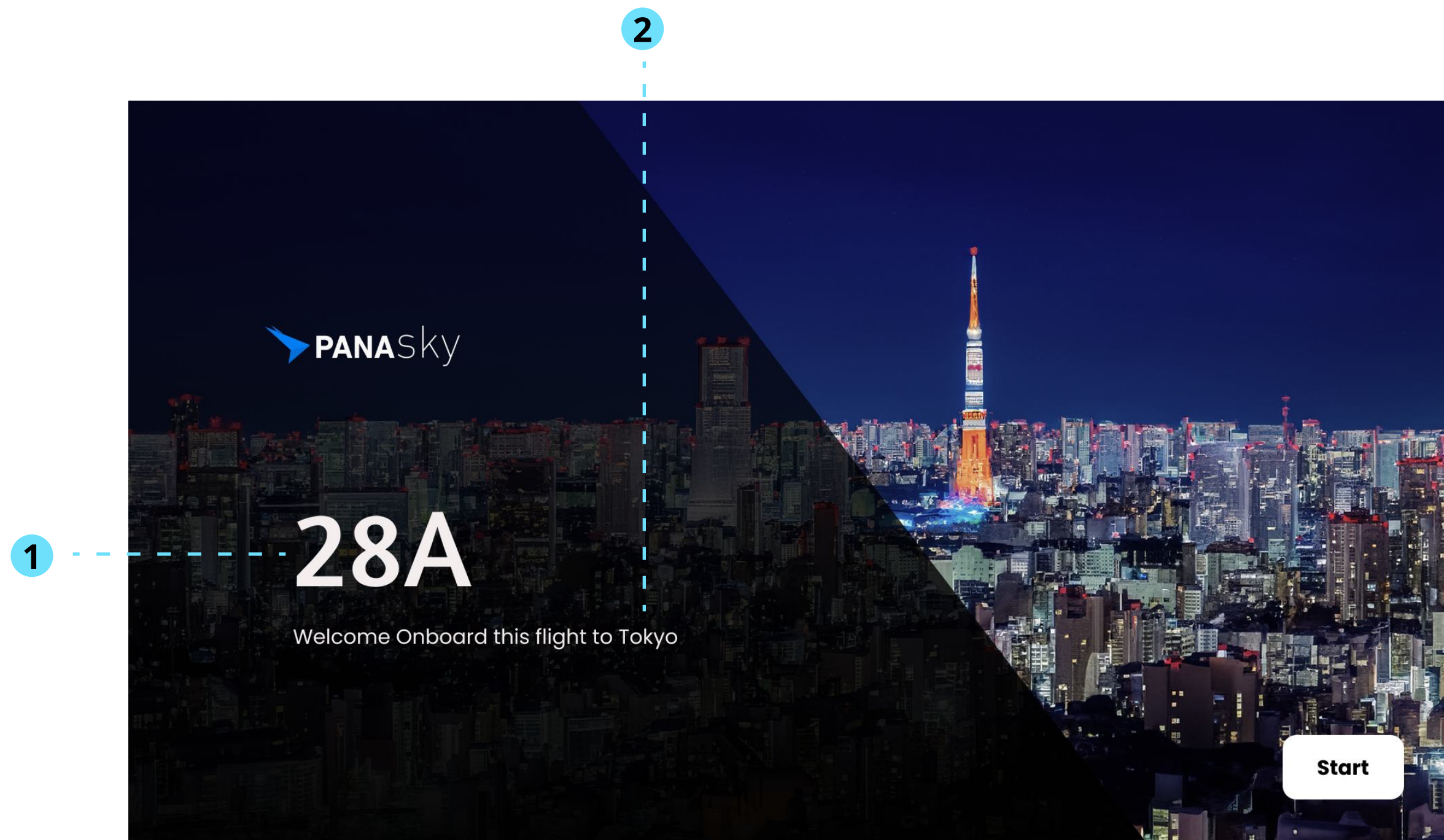
✗ DON'T

- Make information hard to read with busy backgrounds



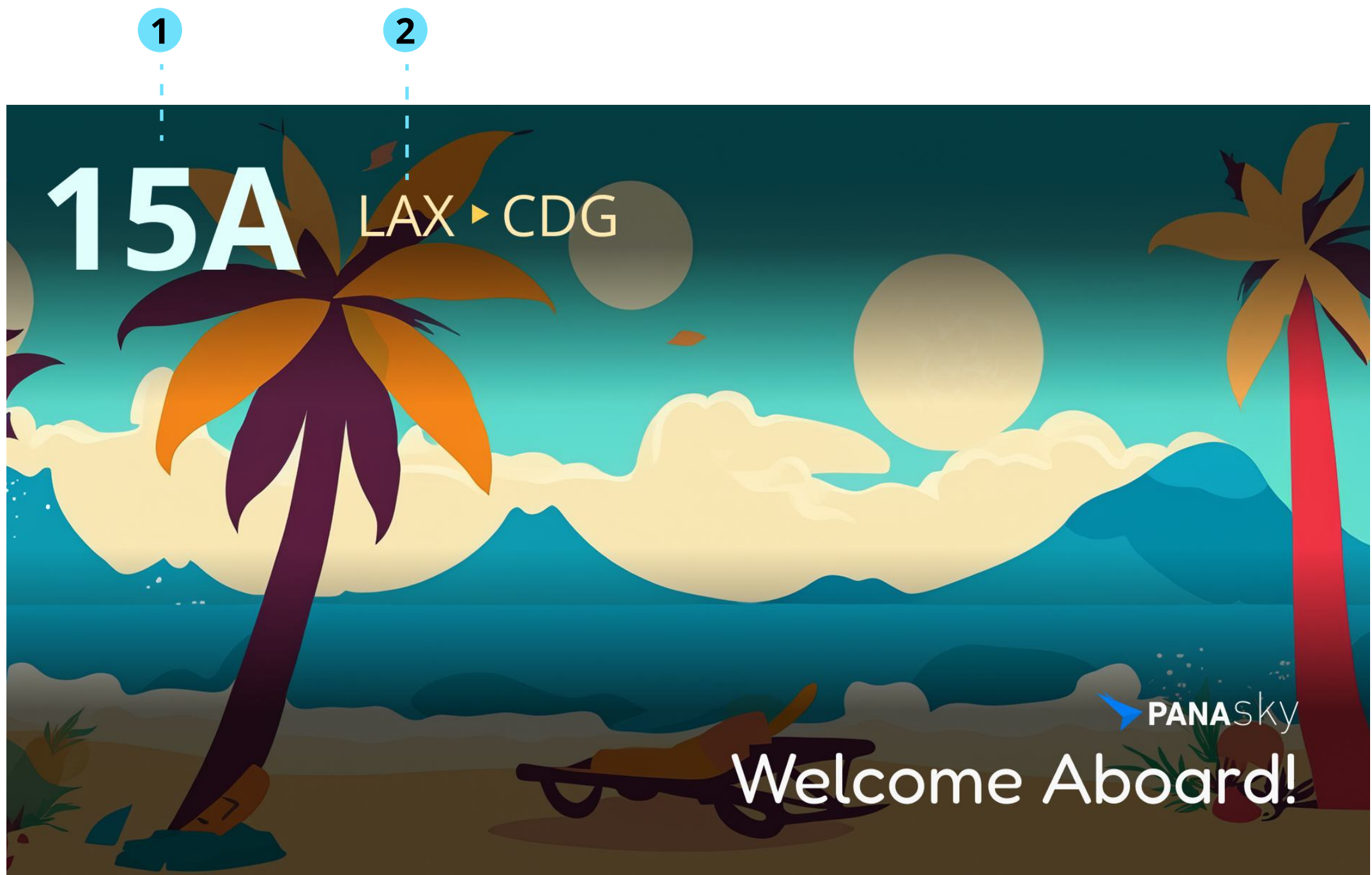
1 Destination 2 Seat Number

Cont'd: Welcome Screen



Example Welcome Screen 1

Destination can appear in different formats, such as written word or airport code



Example Welcome Screen 2

The image, text, and alignment may vary

Welcome - Greeting

If welcoming by name, it is recommended doing this only in premium classes (business, first).

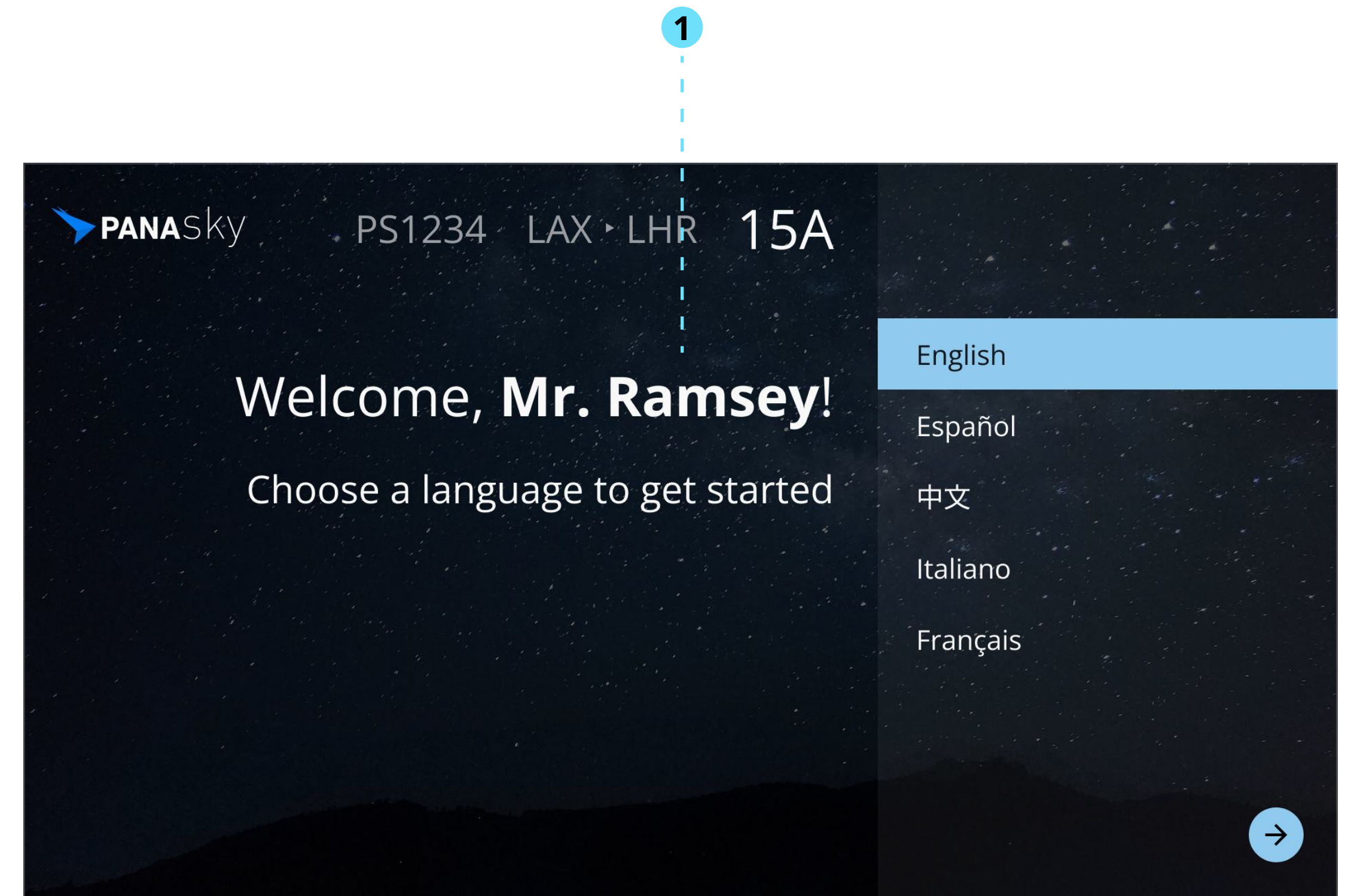
This is not recommended in the economy class due to the crowding and privacy concerns.

✓ DO

- Consider passenger privacy and the environment the personalization will appear in
- Consider design for long strings in different languages

✗ DON'T

- Expose sensitive information of the passenger, such as full name, address, ID or account number, payment



1 Personalized Greeting

Welcome - Language Selection

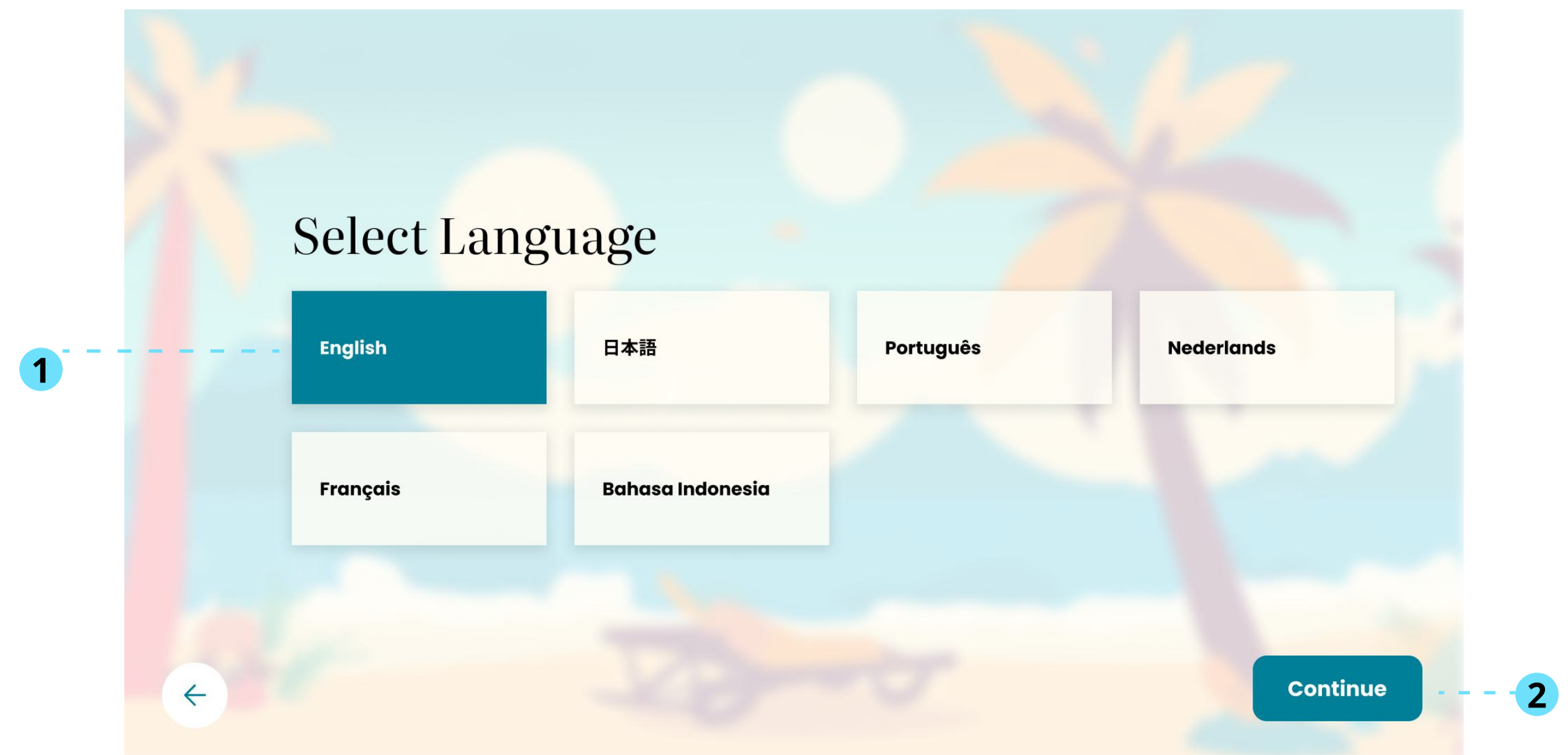
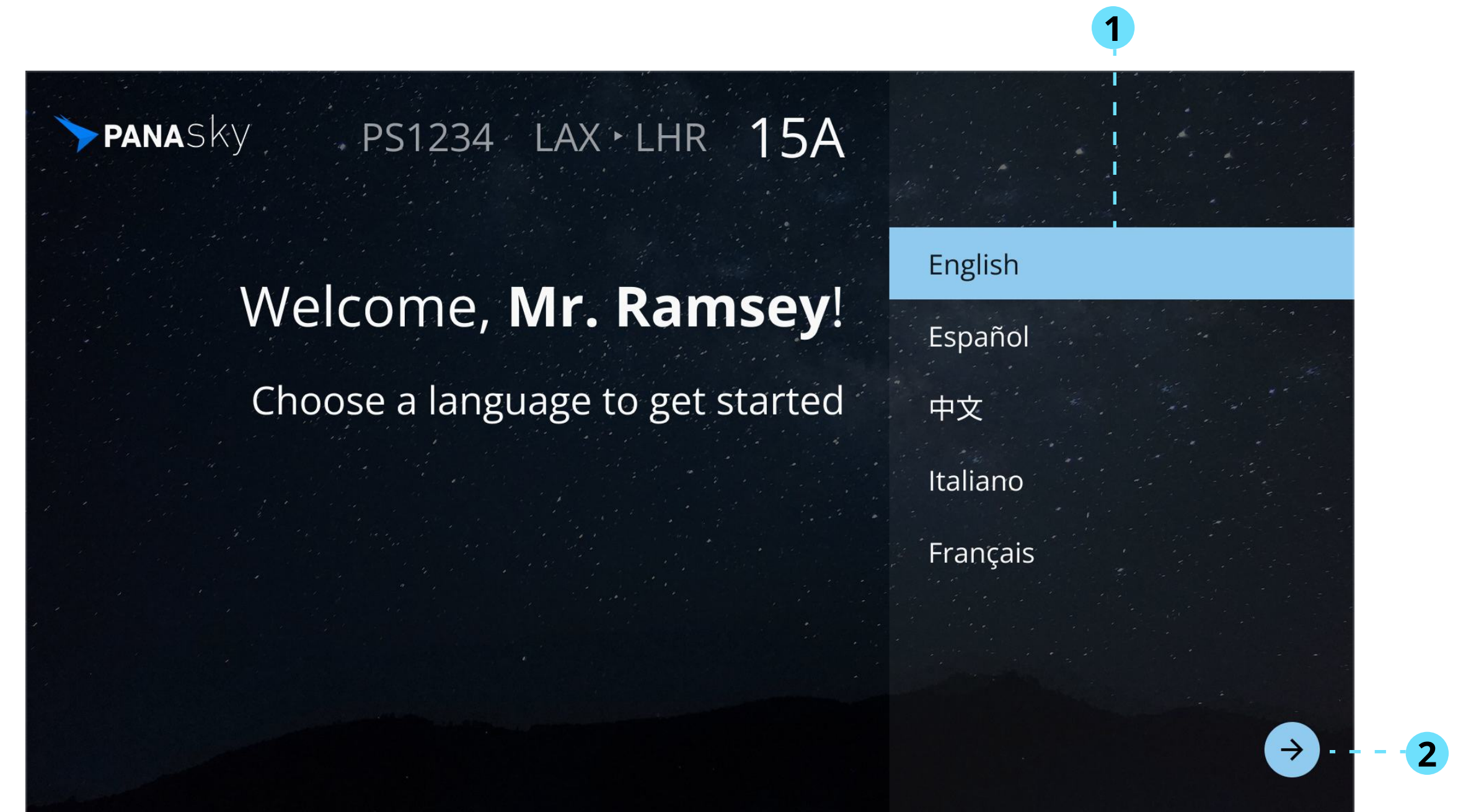
Language selection should be the **first** thing the user is prompted to do after touching the welcome screen. The default language and order in the list may differ based on airline.

✓ DO

- Each name should be rendered in its **own language** so it's recognizable to the passenger
- Confirm the user selection with a secondary **confirmation tap**, to avoid unintentional or accidental selection as passengers board

✗ DON'T

- Do not use flags to indicate language



Welcome - Language Selection (cont'd)

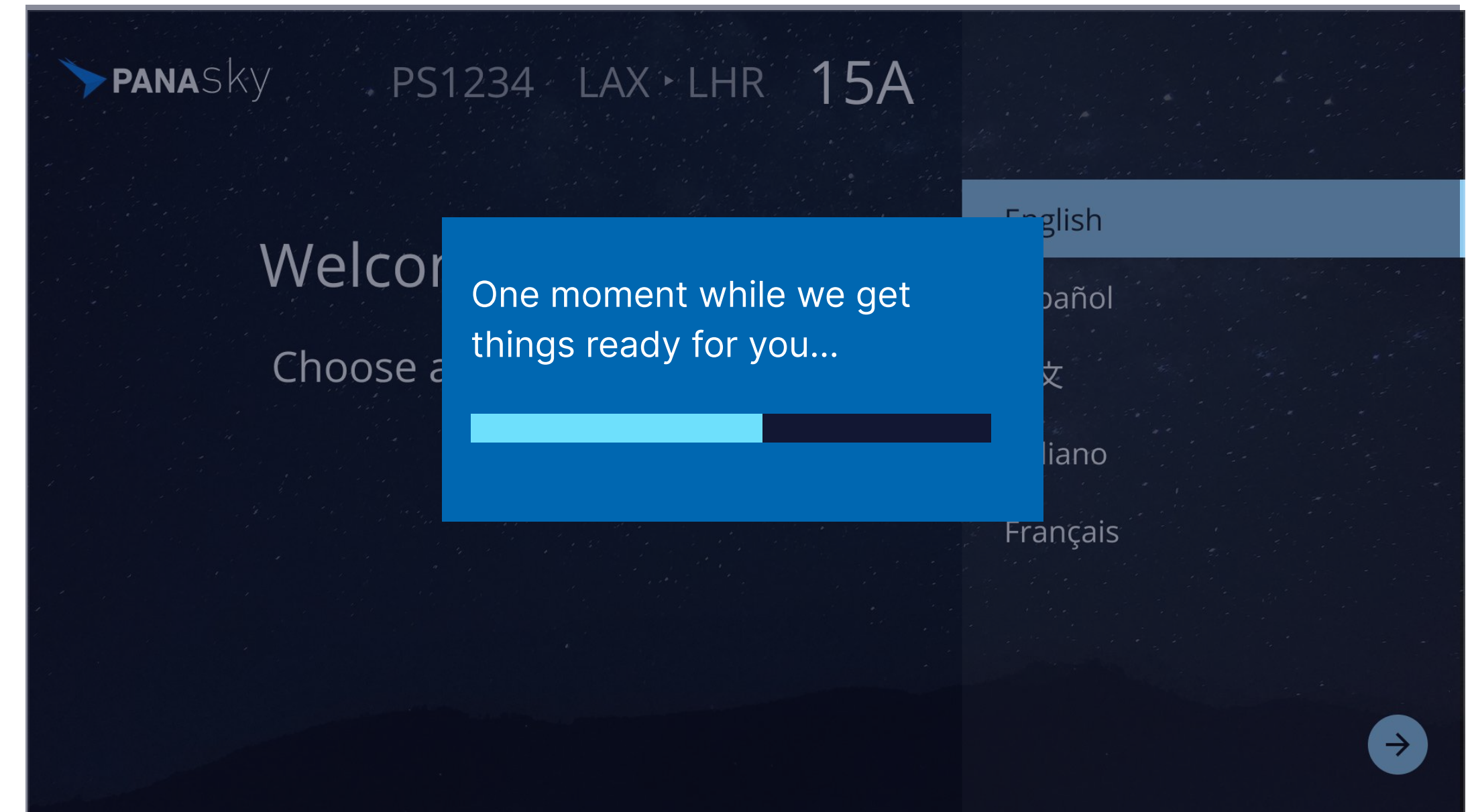
When the passenger selects a language that is not the default, it can take some time to re-load the app with the correct labels.

✓ DO

- Provide an active indication to the passenger with movement that the interactive is being updated in the language that was selected. Use either a progress bar or a spinner indication of some type so the screen is dynamic
- Make the messaging of this indication appear in the selected language. (i.e., if the user selects "Spanish", provide a loading indication in Espanol/Spanish.)

✗ DON'T

- Leave the user wondering what is happening, or make the screen appear frozen or non-functional during this loading period.



Cont'd: Language Settings

Provide a mechanism for the user to switch language **in addition** to the Welcome Screens.

It is acceptable for language selection to be in “Settings”, but the settings menu must be easily discoverable regardless of where it lives.

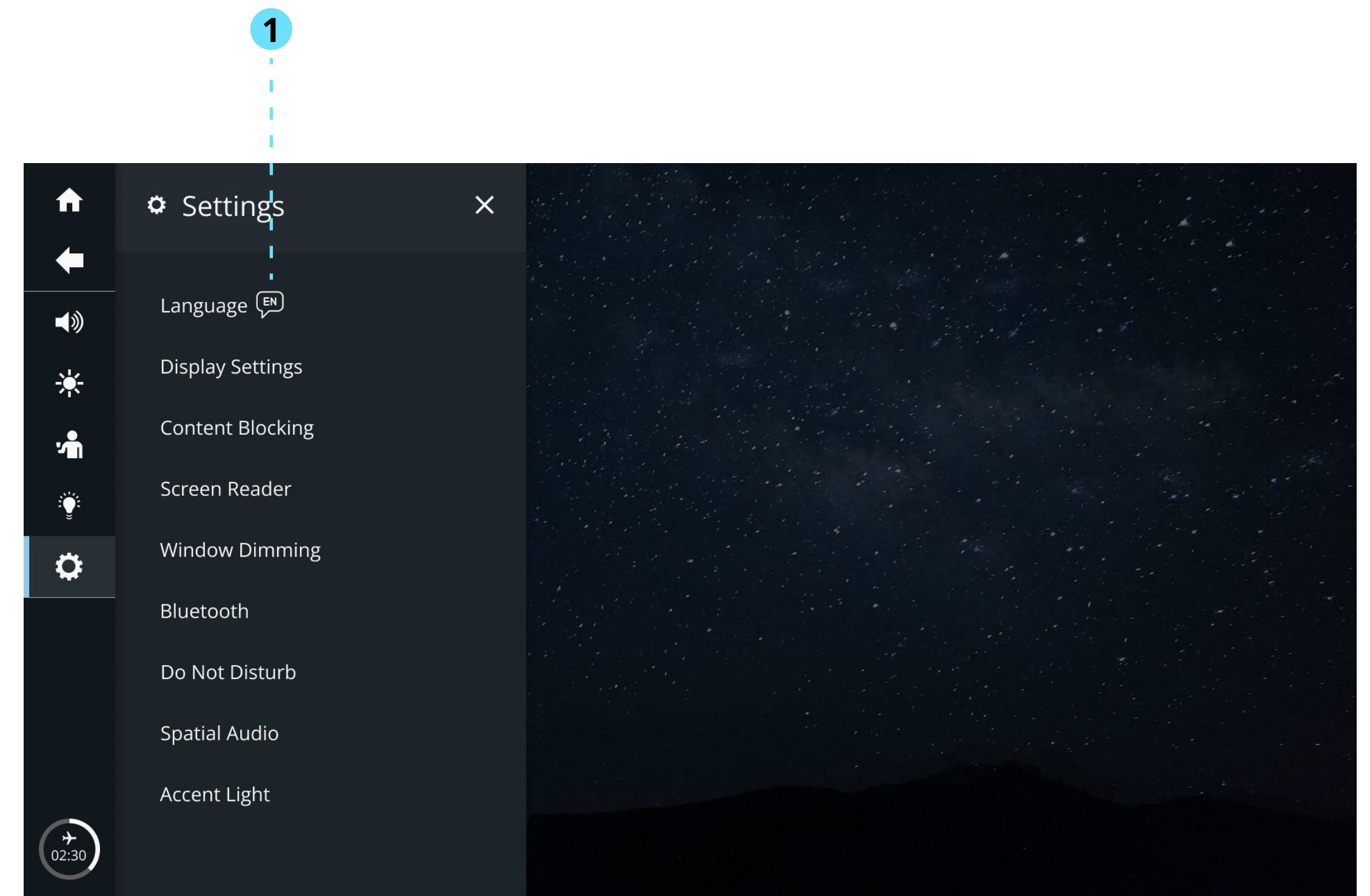
✓ DO

- Use **iconography** to indicate language settings, so the user doesn't have to read the text label to understand it's for language selection
- Example Icons



✗ DON'T

- Do not make language settings hard to find, in case a user accidentally enters a screen with language they do not understand



1 Language Setting with Icon

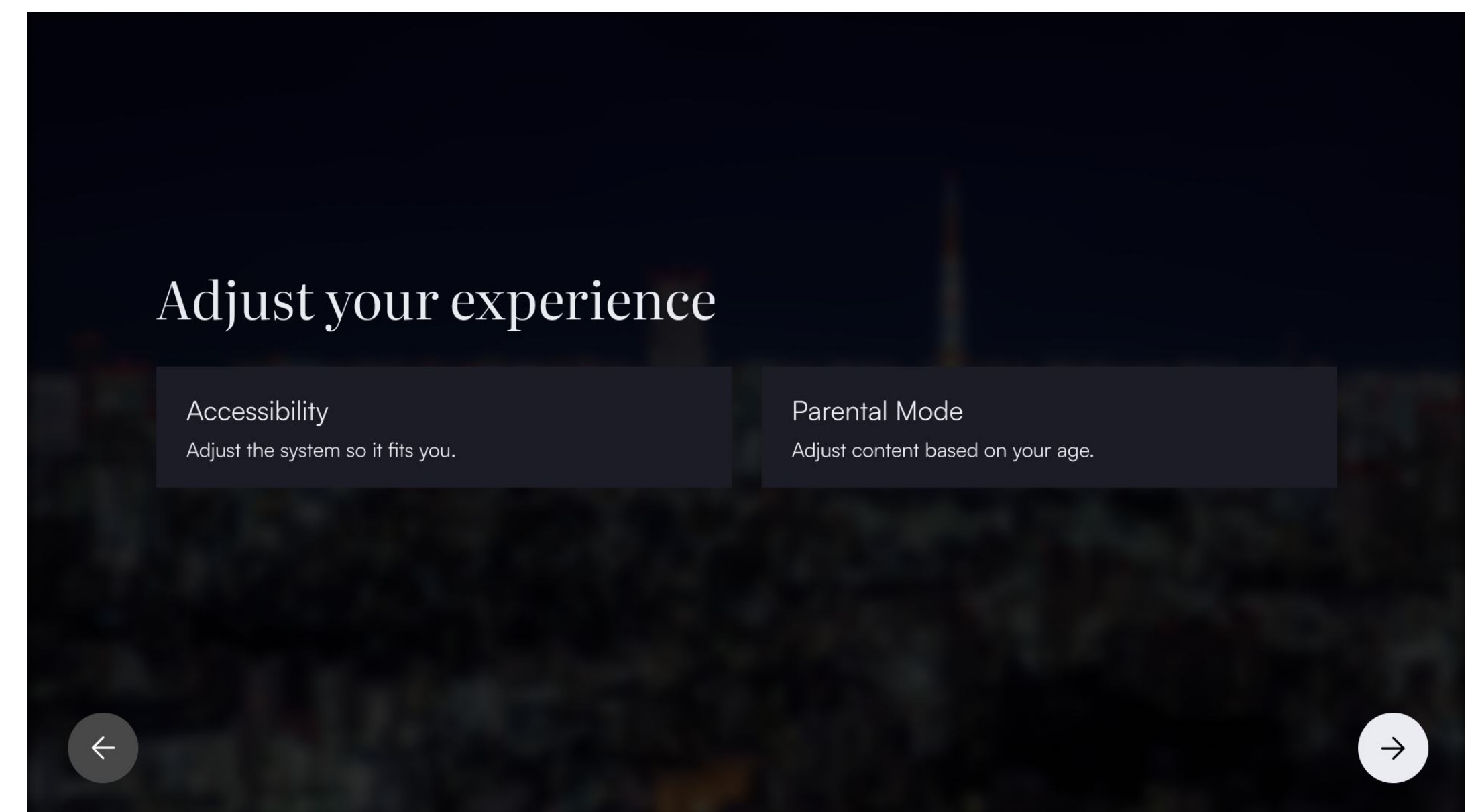
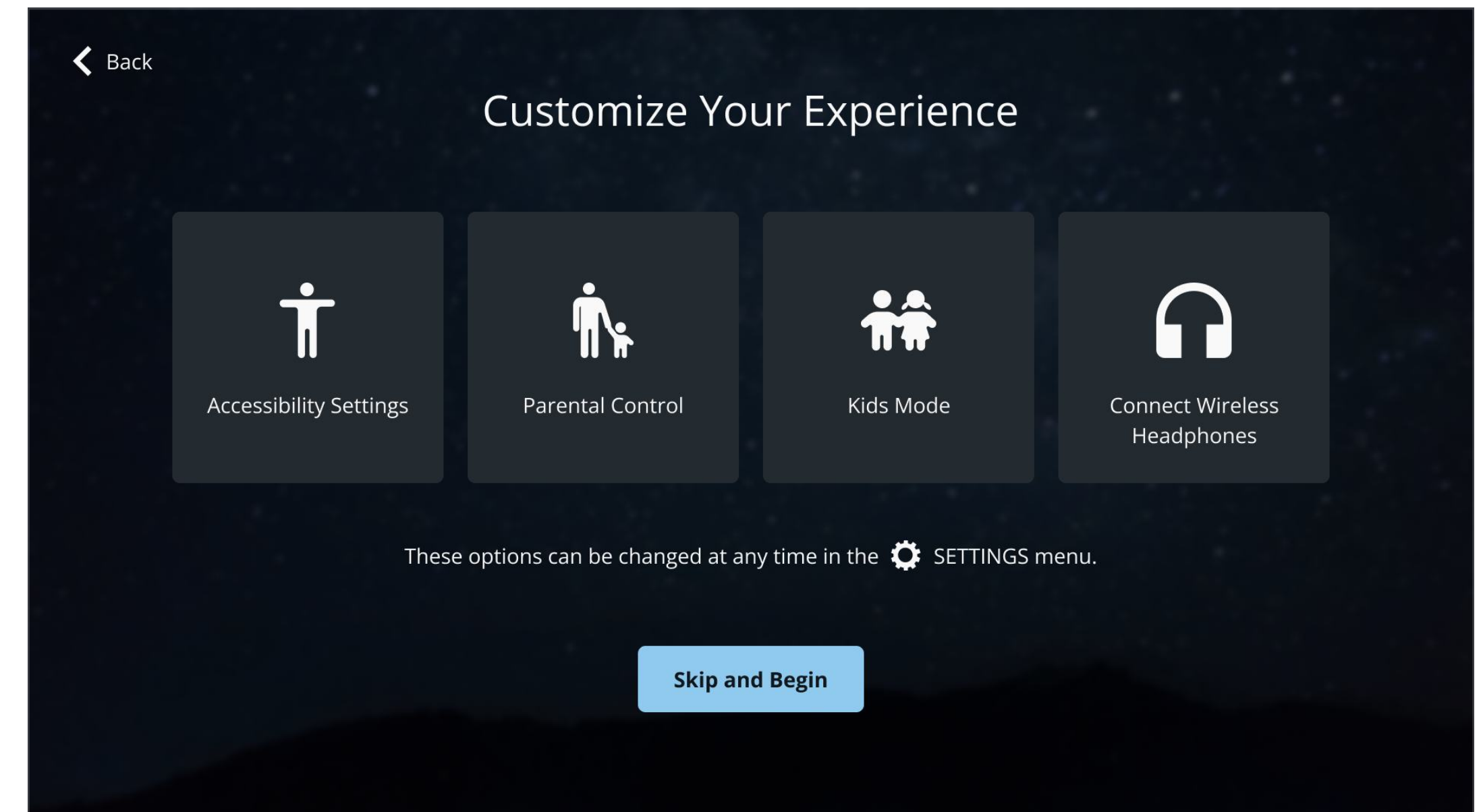
Welcome - Onboarding Wizard

After language selection, walk the user through priority customizations and tutorials before going to the main/home page. Items to consider for onboarding:

- How to use the handset (in business/first)
- Accessibility Settings
- Log in with Frequent Flyer
- Pair devices (companion app, bluetooth headset)
- Kids Mode/Parental Controls

✓ DO

- Make these settings optional and provide a way to skip
- Ensure the same settings are available somewhere else in additional to Welcome Screens



Welcome - Connect Headphones

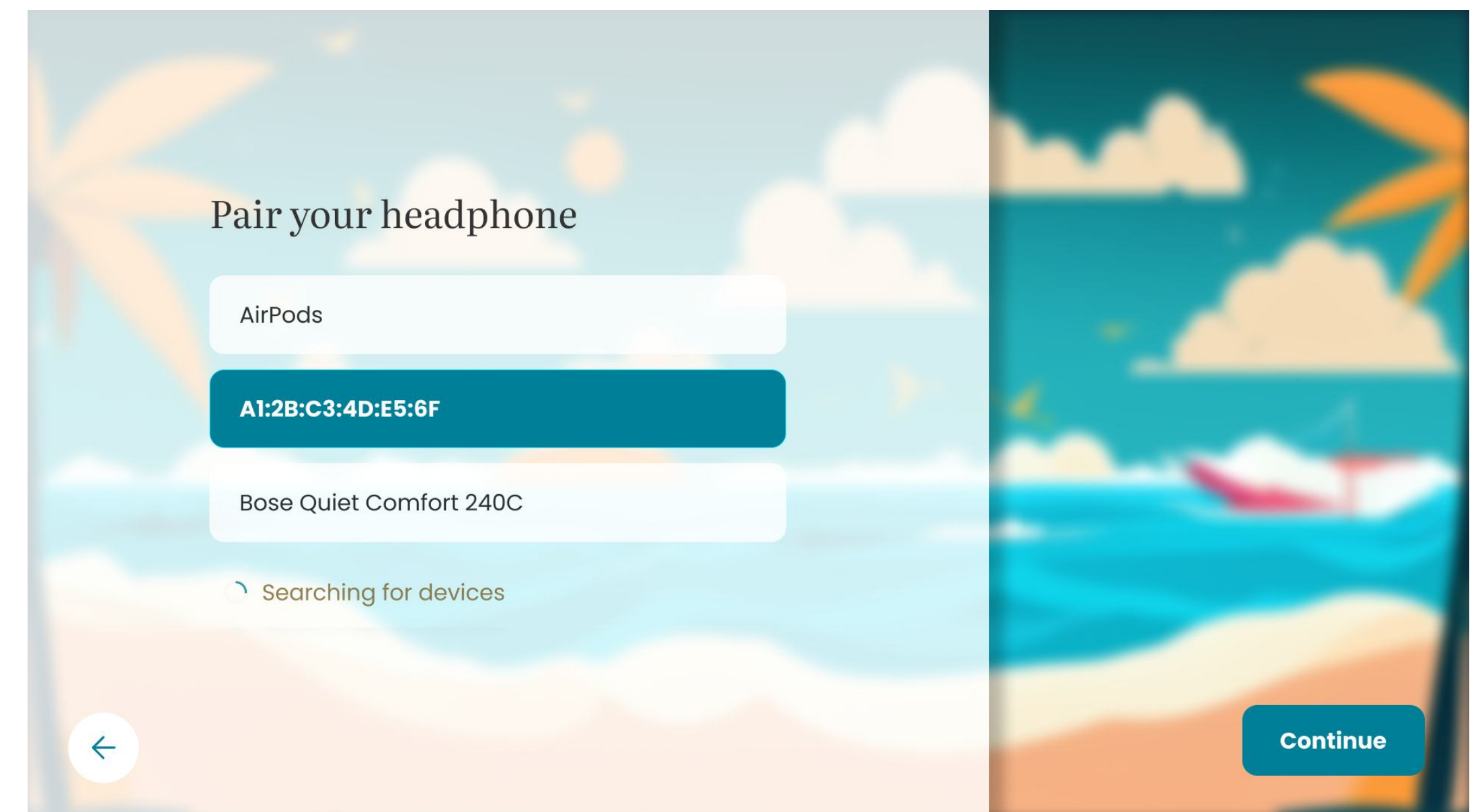
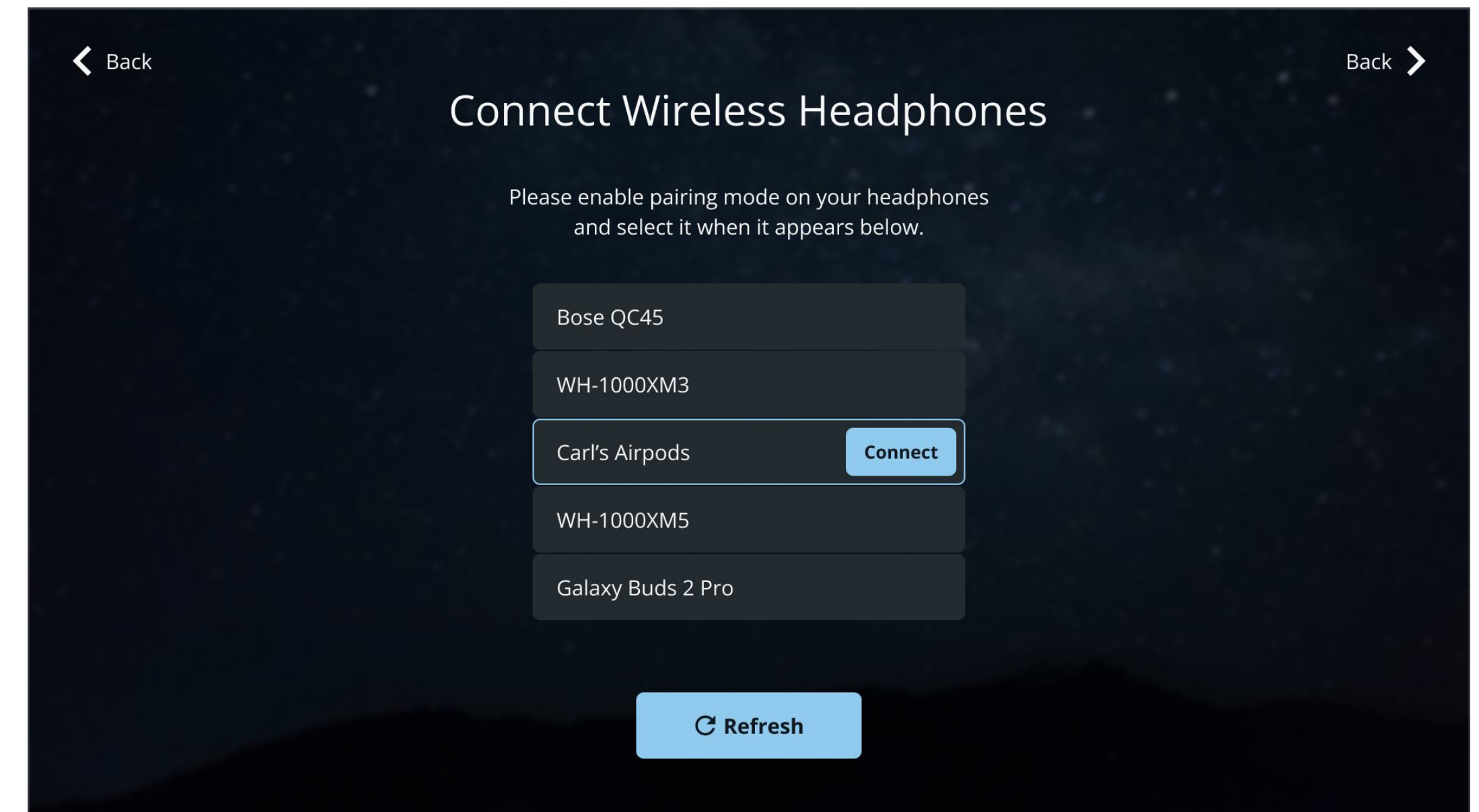
Avoid using the word “Bluetooth” or the bluetooth icon. Use headset icon instead. Make this same screen easily reachable AFTER the welcome as well (either from the settings menu or a global navigation icon).

✓ DO

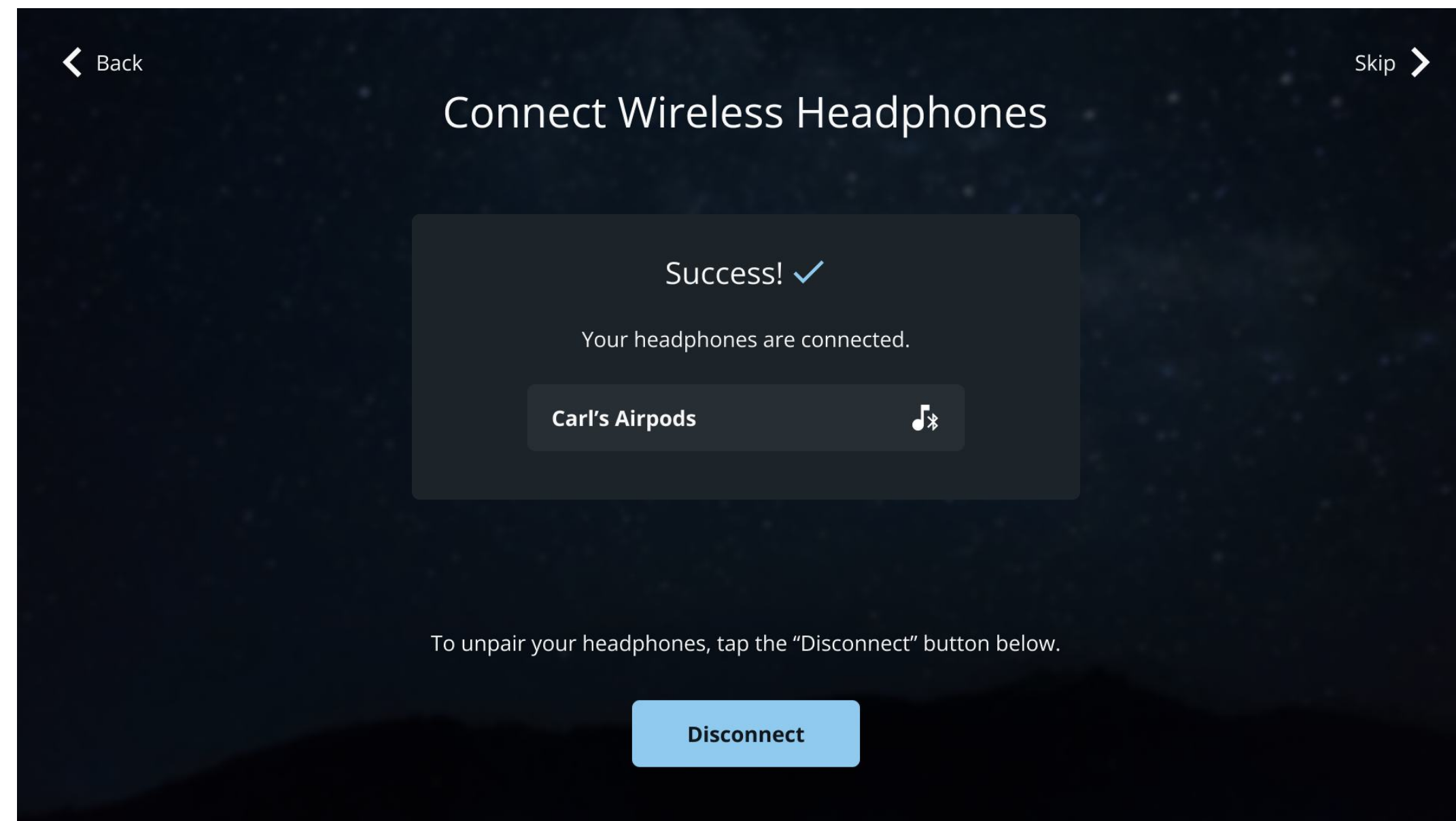
- Make the headphone connect page reachable from elsewhere within the GUI, in case the user decides to connect later.

✗ DON'T

- Use of the bluetooth icon/logo is not recommended, but it is permitted legally. If using the logo, be sure to consult with and abide by the [Bluetooth logo usage requirements](#).

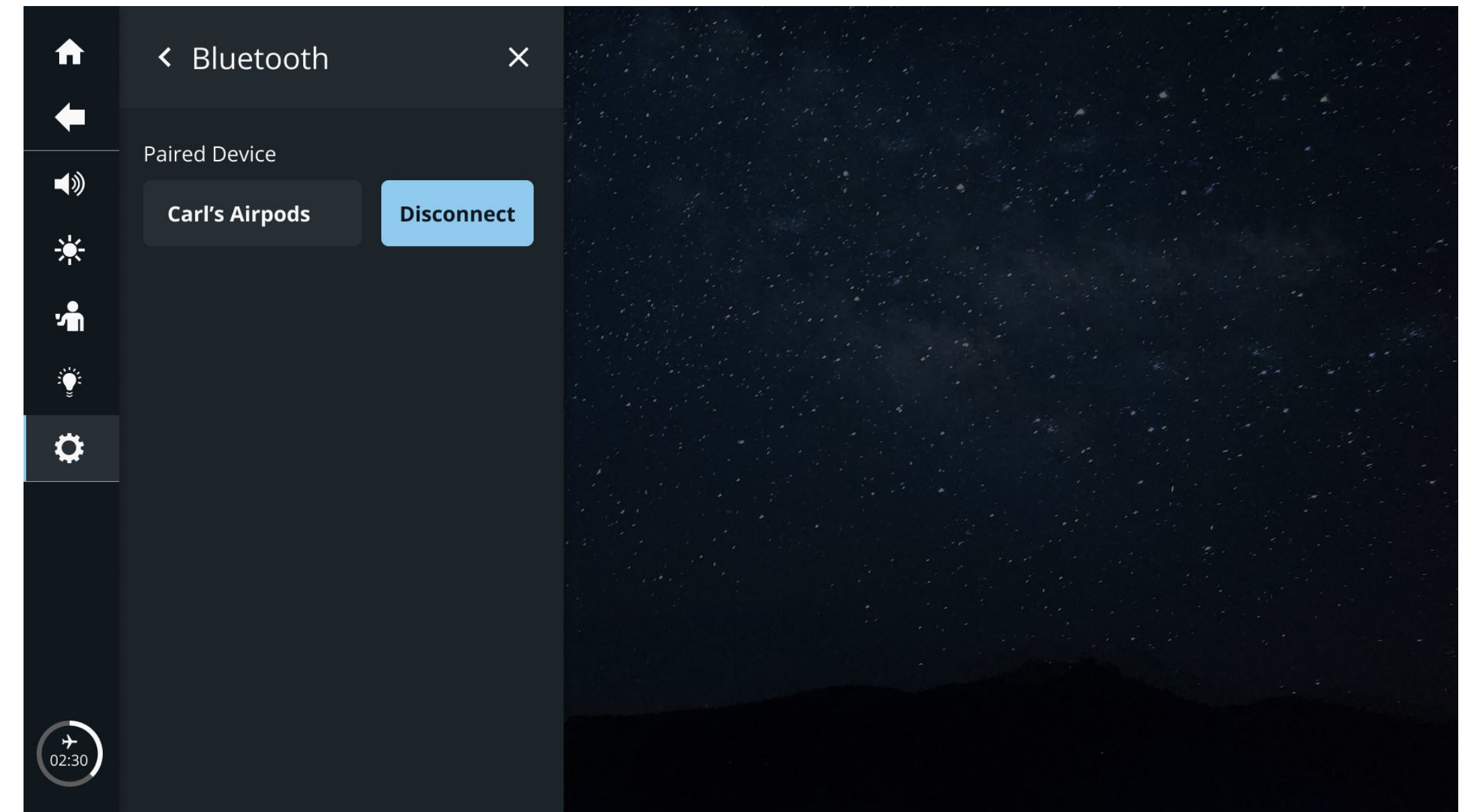


Cont'd: Connect Headphones



Connection Success/Failure

Show clear indication for success/failure of pairing



Bluetooth Headphone in Settings

Provide additional ways to access the settings outside of Welcome

Global Controls

Controls that are accessible from anywhere in the interactive

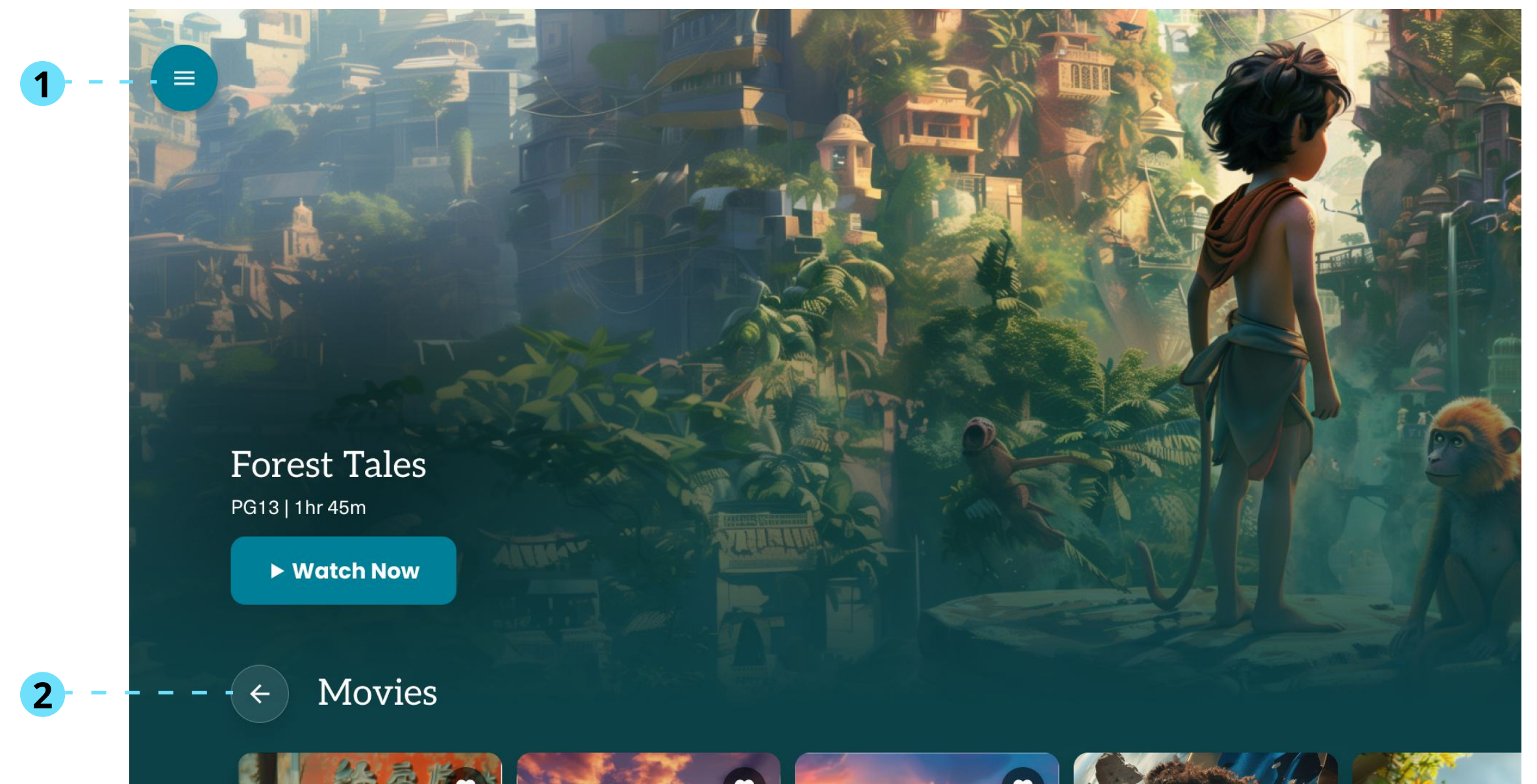
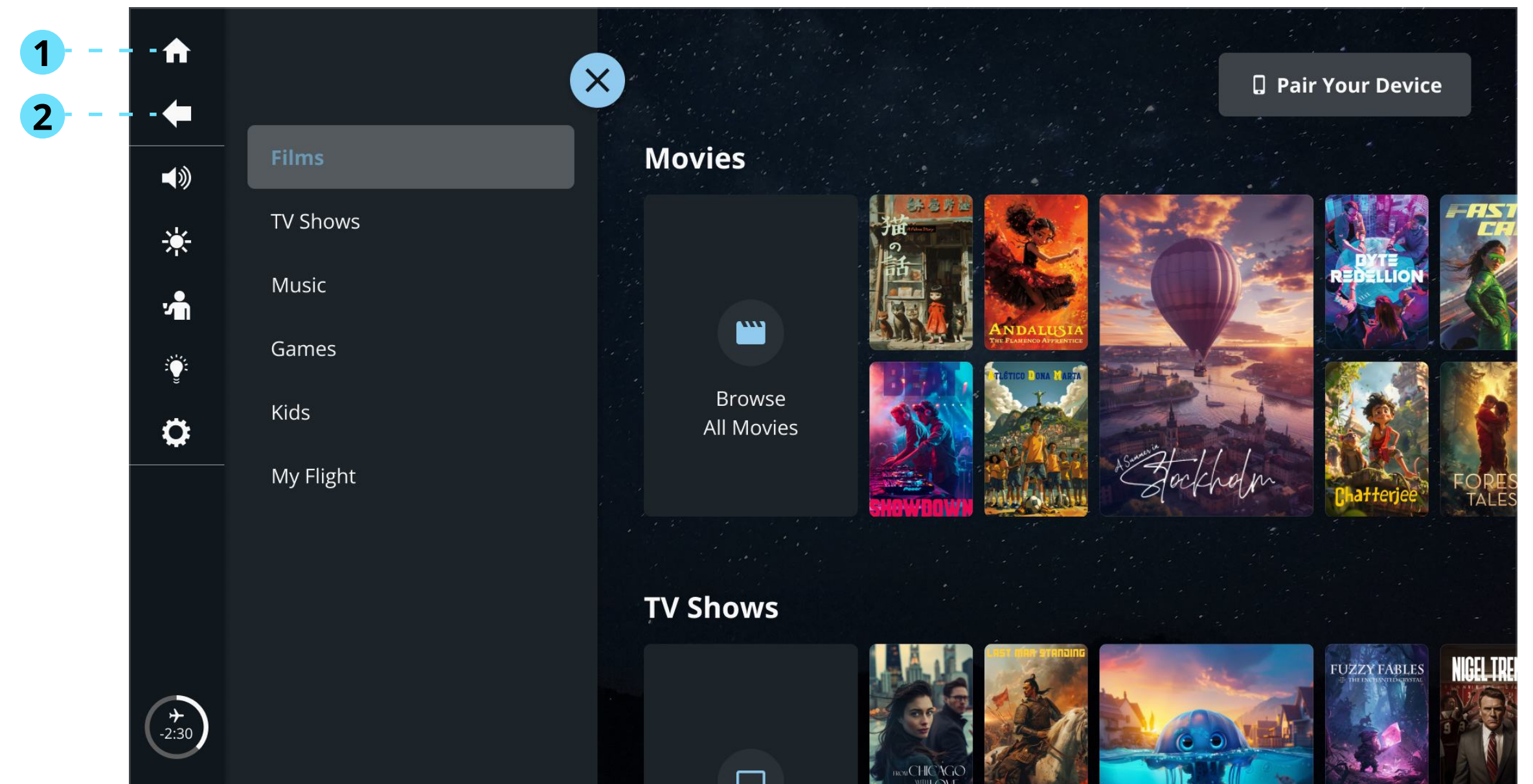


Home / Navigation

All pages must have an icon or an entry point to access Menu and/or Home and to go back.

✓ DO

- Always provide a “Back” button when navigating to interior sub-pages



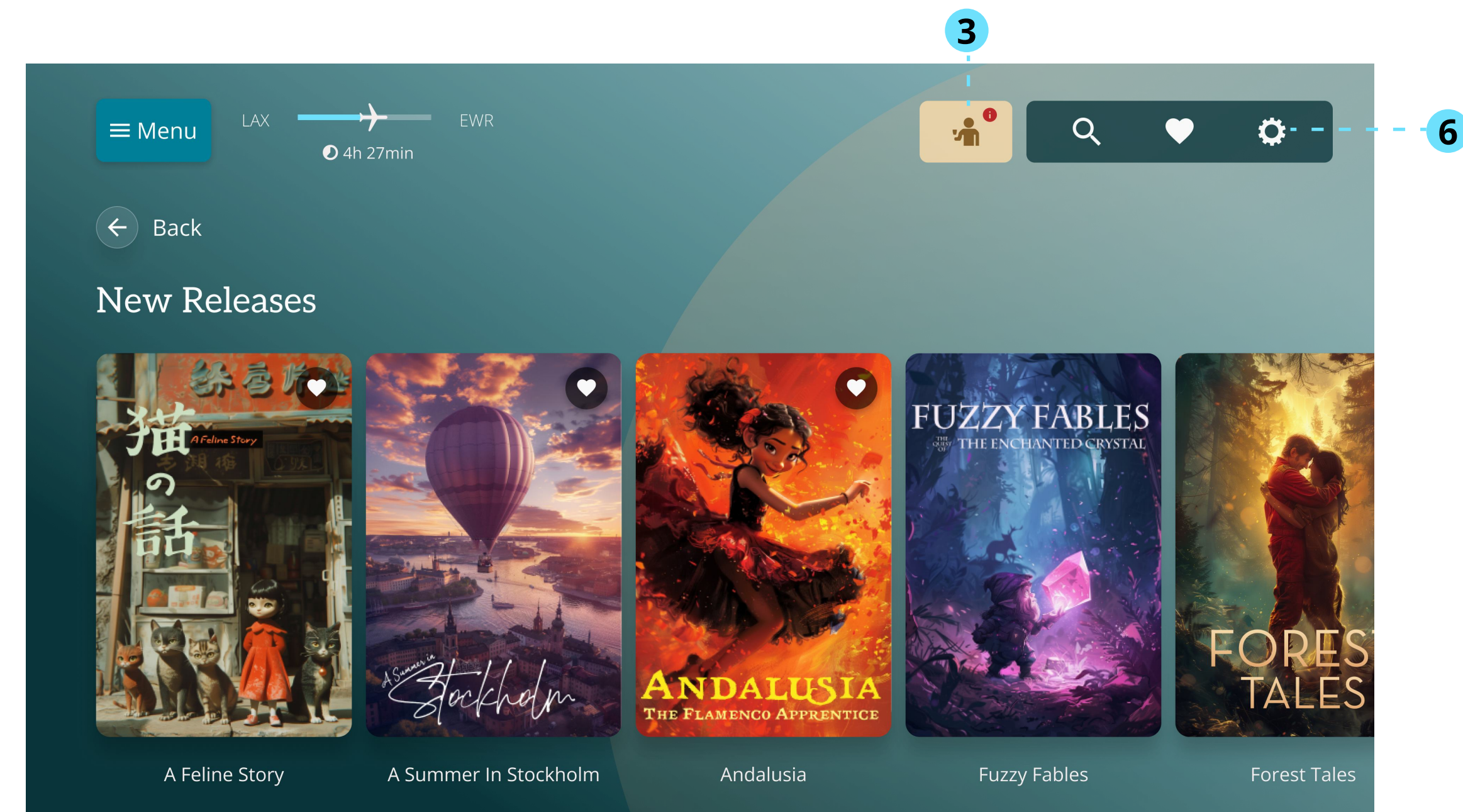
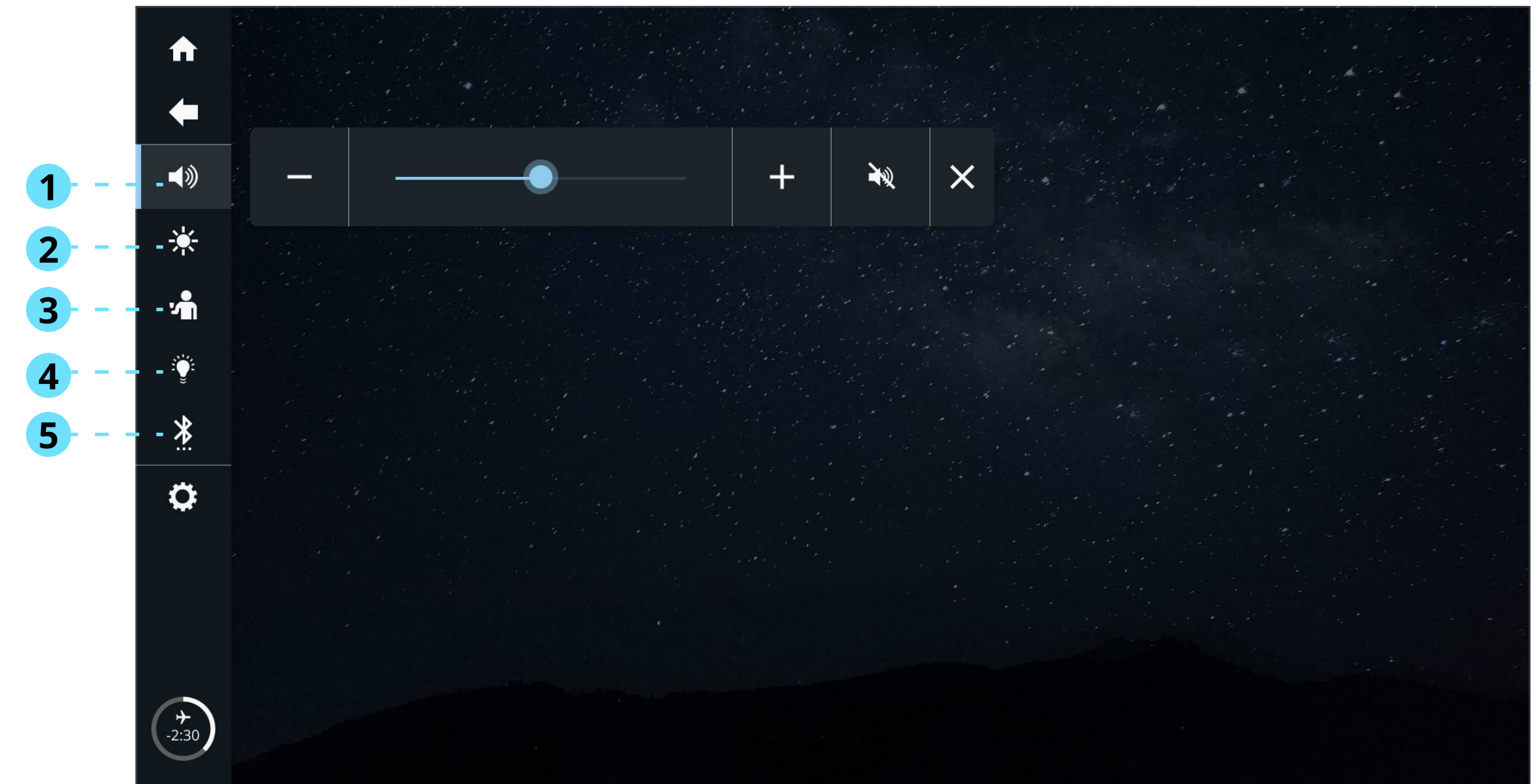
Quick Access

From **any** screen, the user should have quick access to the following controls without leaving the current area of the IFE:

- 1 Volume
- 2 Screen Brightness
- 3 PSS / Flight Attendant Call (show active state)
- 4 Reading Light
- 5 Pair/Unpair BT Headphones

These controls can be:

- Directly accessible in the navigation bar, or
- 6 Indirectly accessible through a settings icon.



Time to Destination

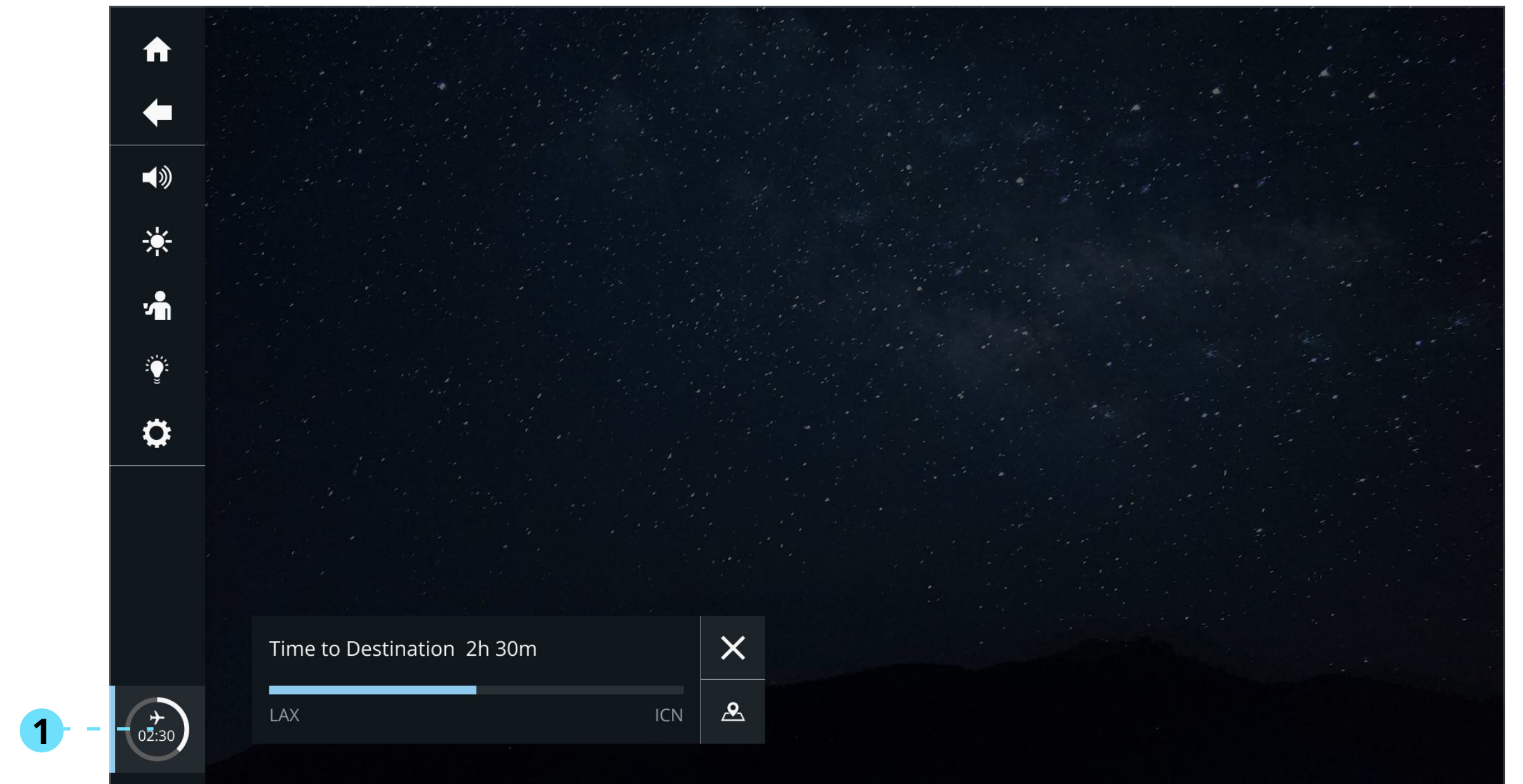
The global navigation should provide constant access to the Time to Destination as this is one of the most frequently referenced pieces of information by passengers.

✓ DO

- Display on top of media players when media is paused
- Display origin, destination, time to destination, current progress of the flight

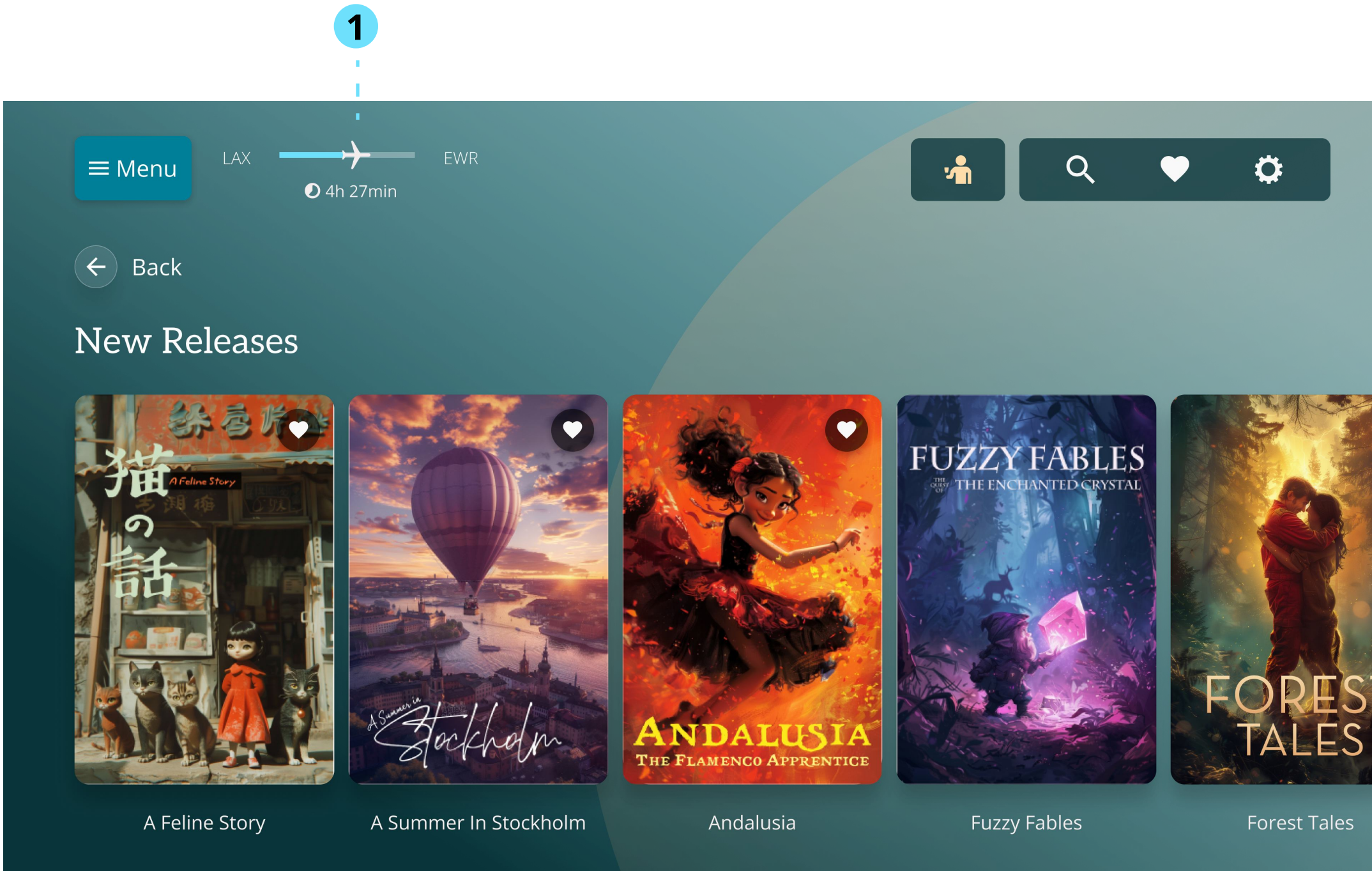
✗ DON'T

- Lorem ipsum dolor siet amet



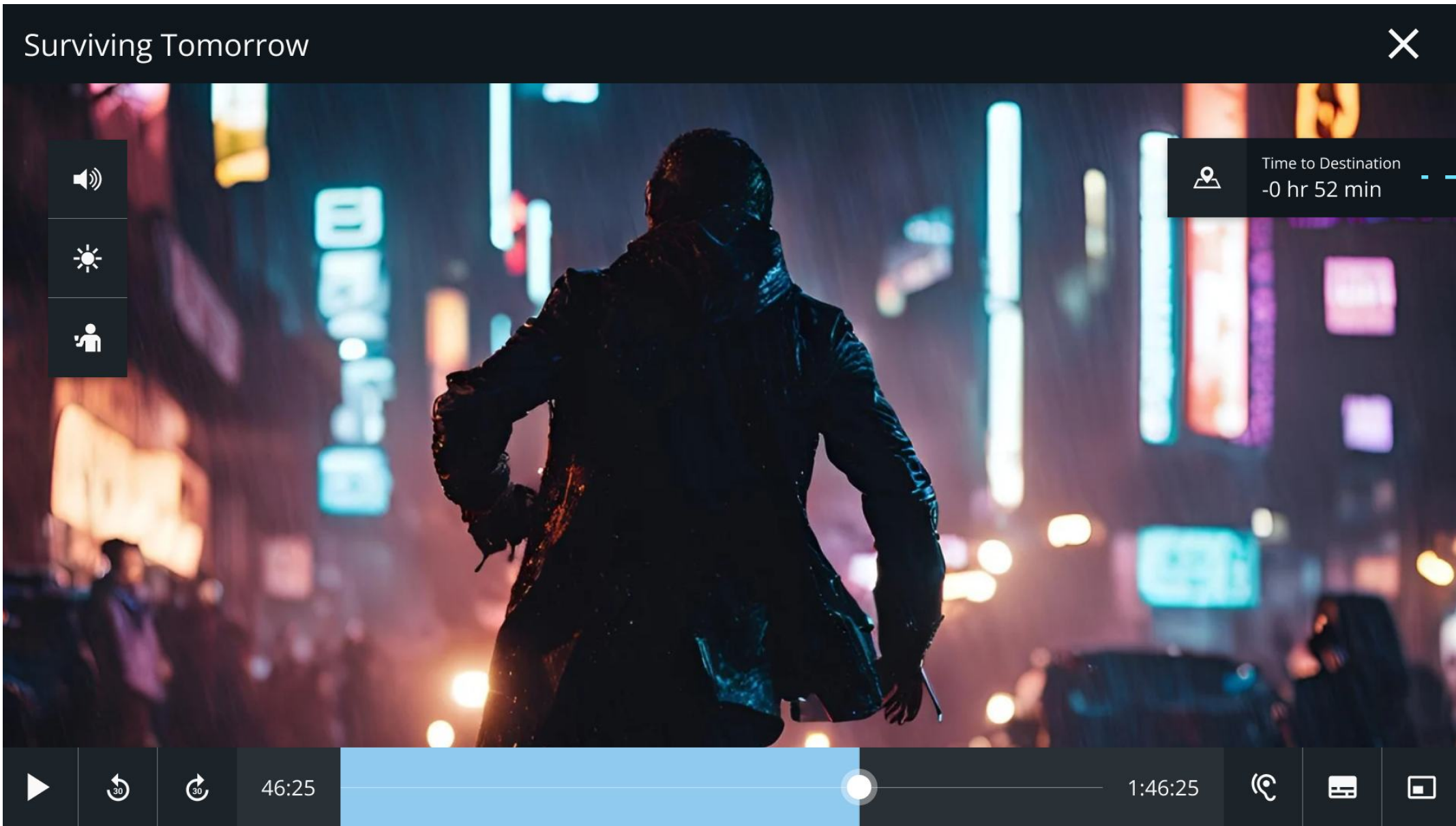
1 Time to Destination Widget

Cont'd: Time to Destination



Example of Time to Destination

Ensure this information is accessible from every screen



Time to Destination On Paused Media

Show flight information while media is paused

Media Browsing

Browsing different types of media



Media - Catalog

When browsing, show the **media titles** as well as the posters. Some media posters are not clear enough for the user to identify from a thumbnail without text.

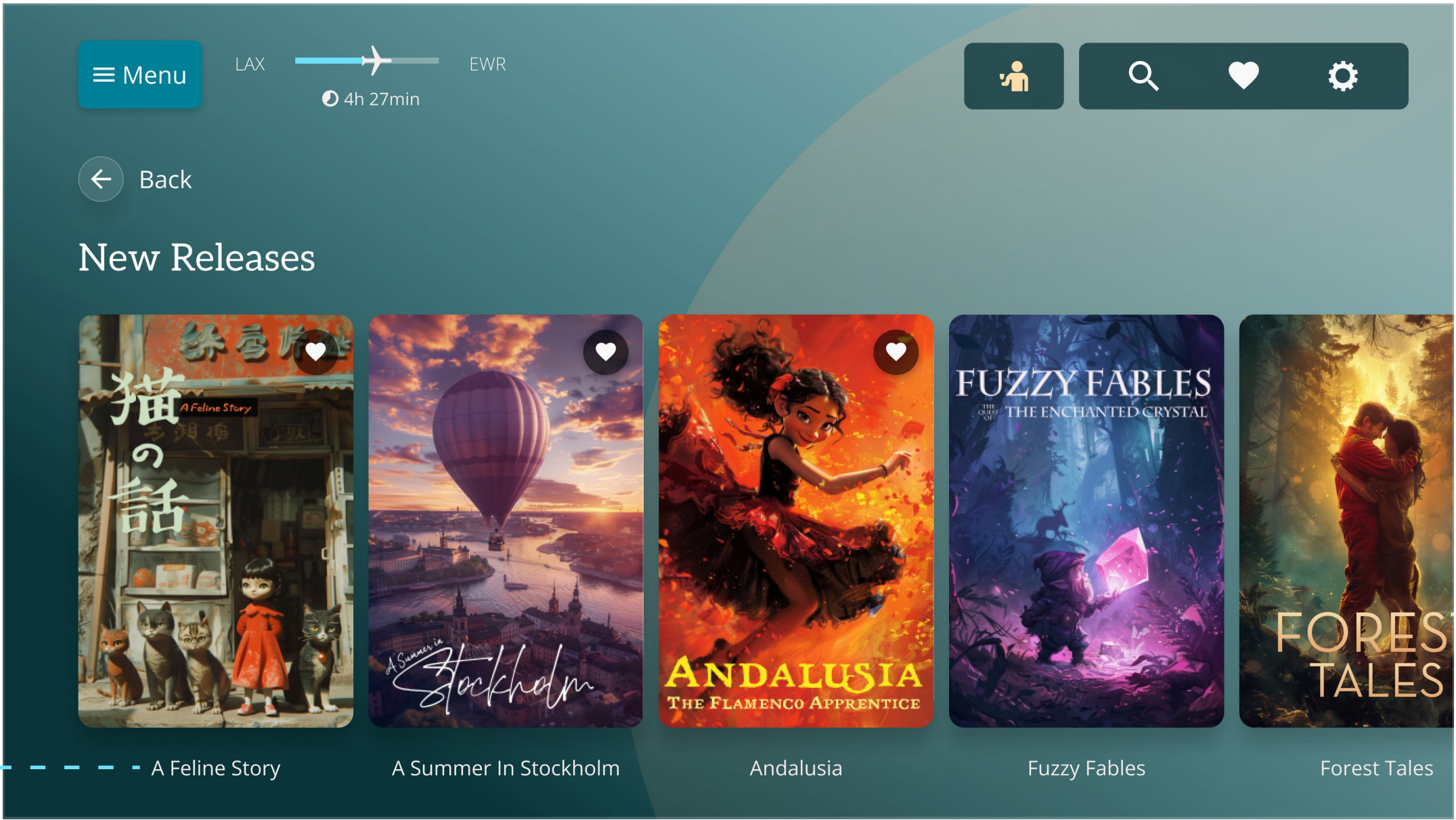
✓ DO

- Show titles

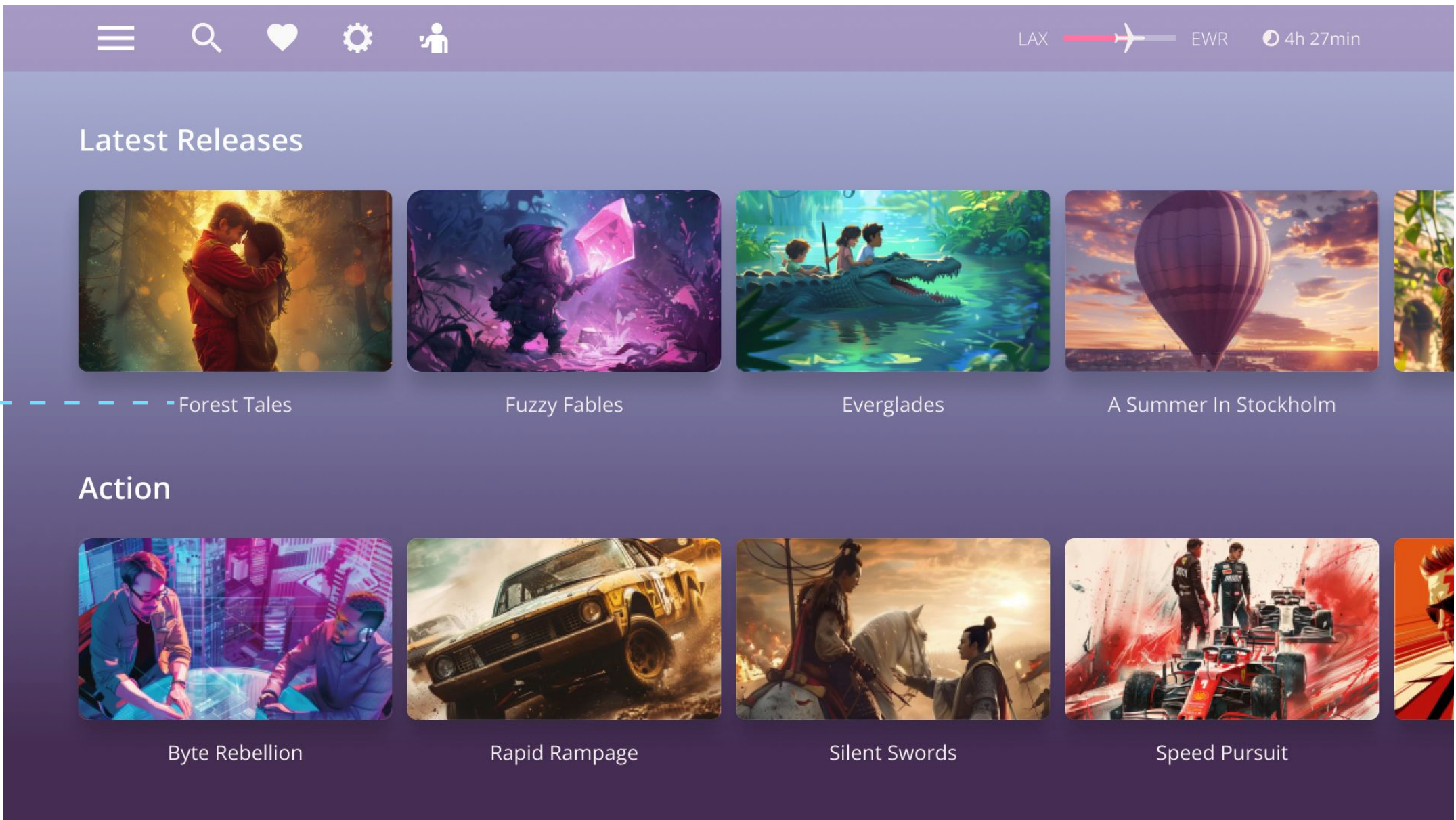
✗ DON'T

- Show only posters

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Media - Synopsis View

Key elements of this screen:

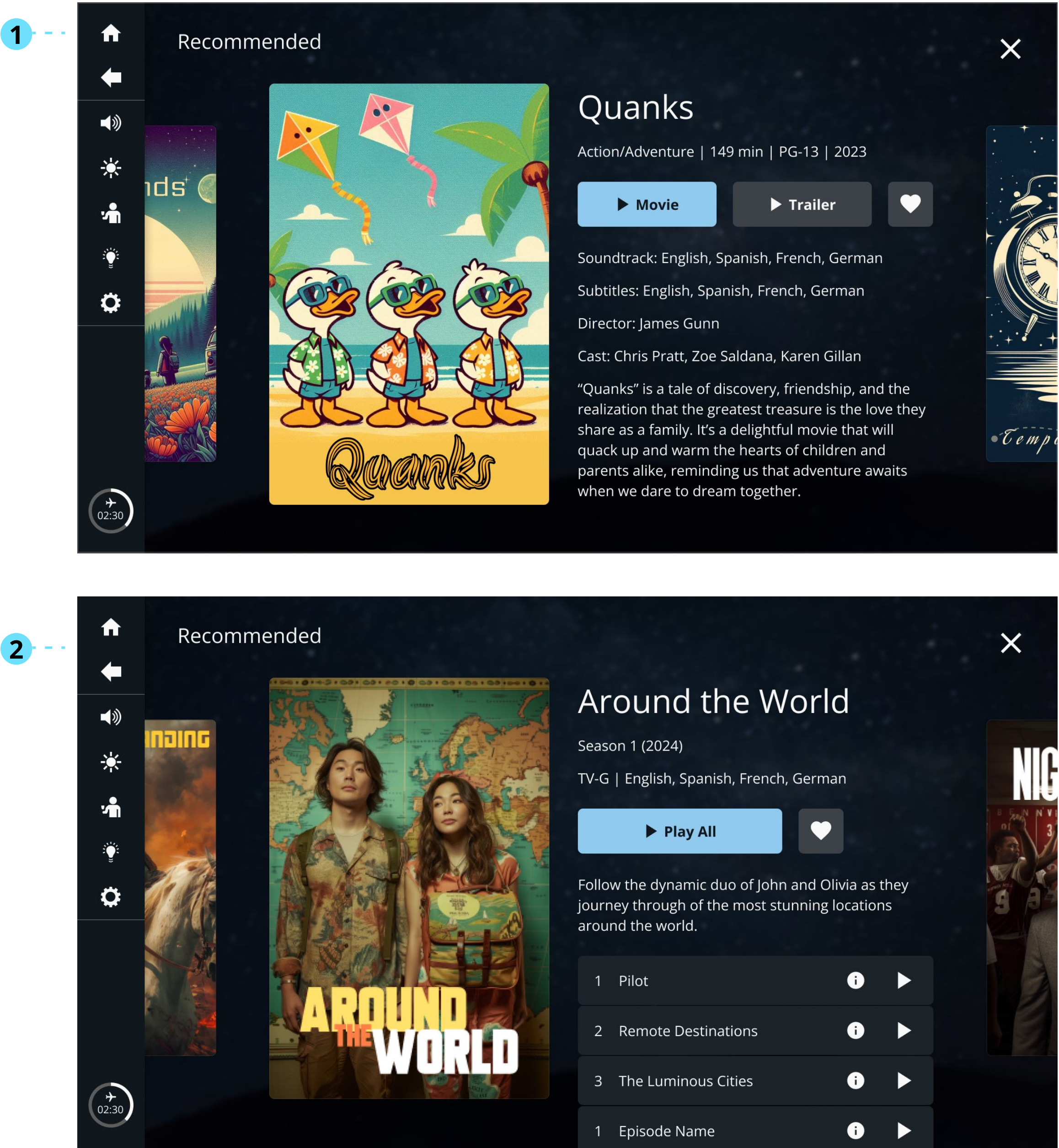
- Movie/TV Show Poster (key image)
- Metadata: title, synopsis, rating, run time
Optional: Actors, Director
- Play Title + Play Trailer (Movies only)
- Favorite/Unfavorite
- Play progress (if this title was already started)
- Optional: genre, language, subtitles

✓ DO

- Warn the user when there is not enough time in the flight left to complete this title.
- Provide a one-click method to go to the details of the next title in the carousel.
- Show the progress if this title has already been started.

✗ DON'T

- Place the primary actions (play/favorite/etc) below the fold.

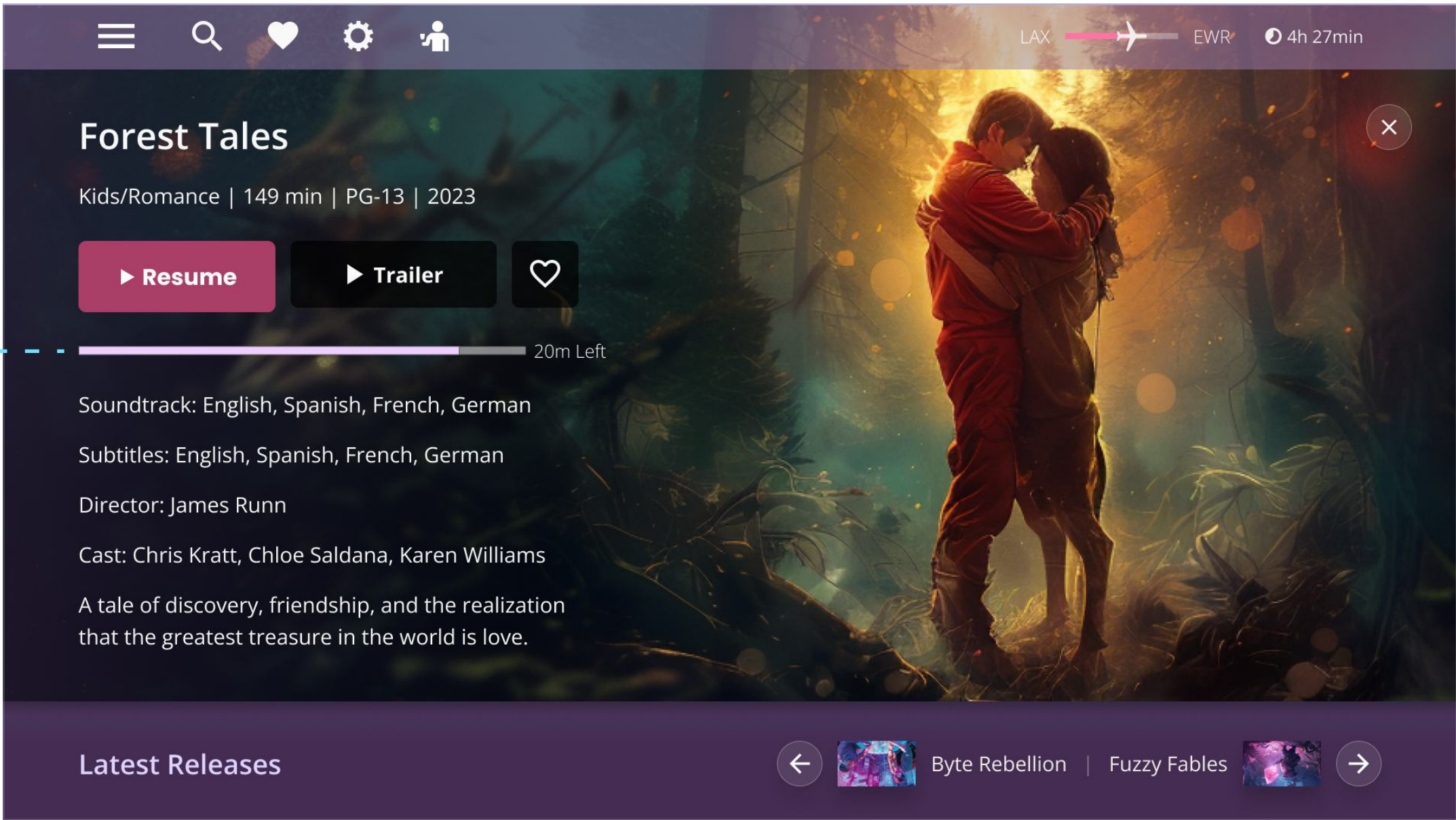


Cont'd: Synopsis View

In Progress

Show in-progress status and option to resume on the detail page.
Ensure that the same in-progress indicator exists in other areas of the application to ensure consistency

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1 Progress Bar

Media - TV Series Details

Key Elements

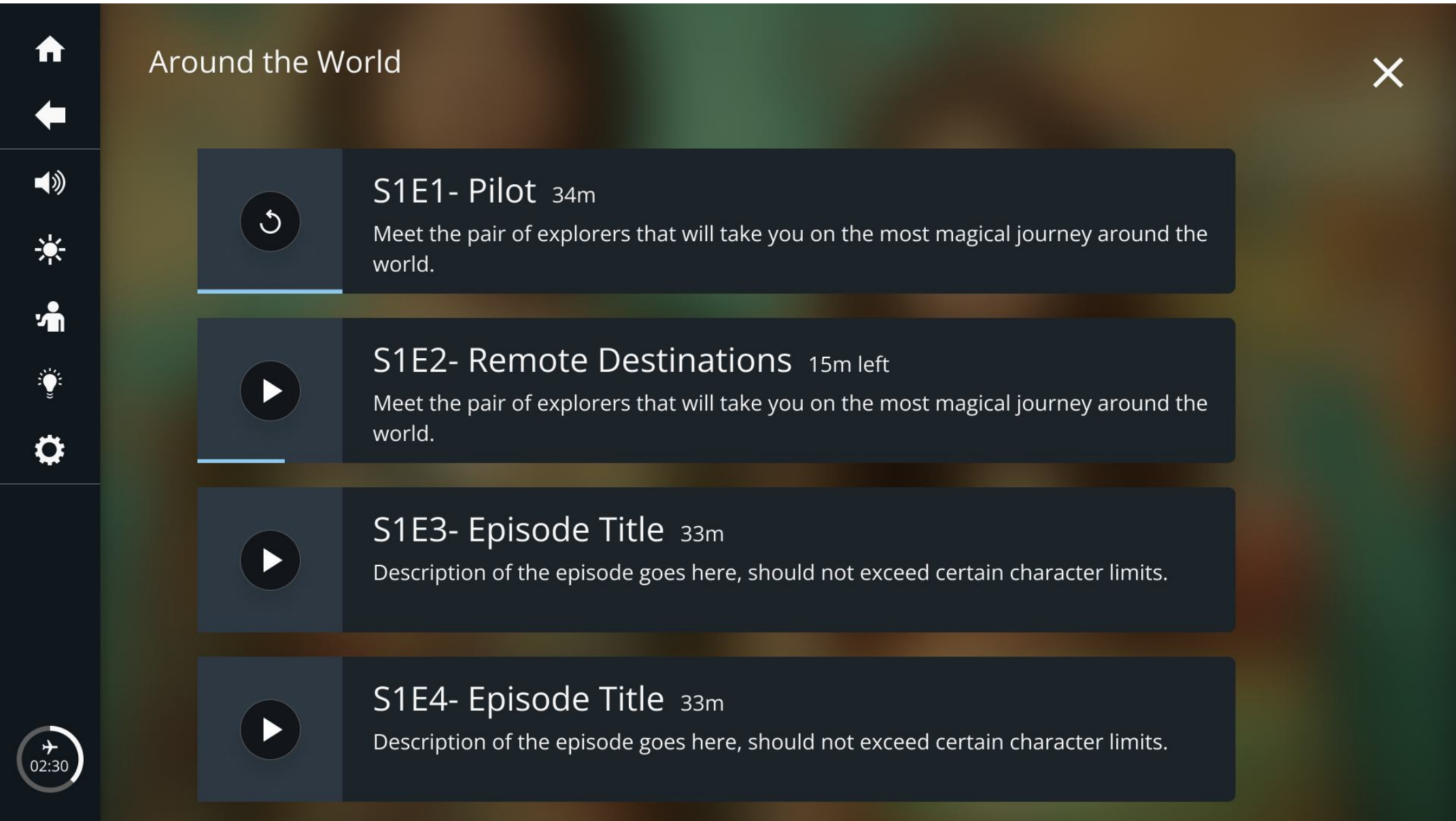
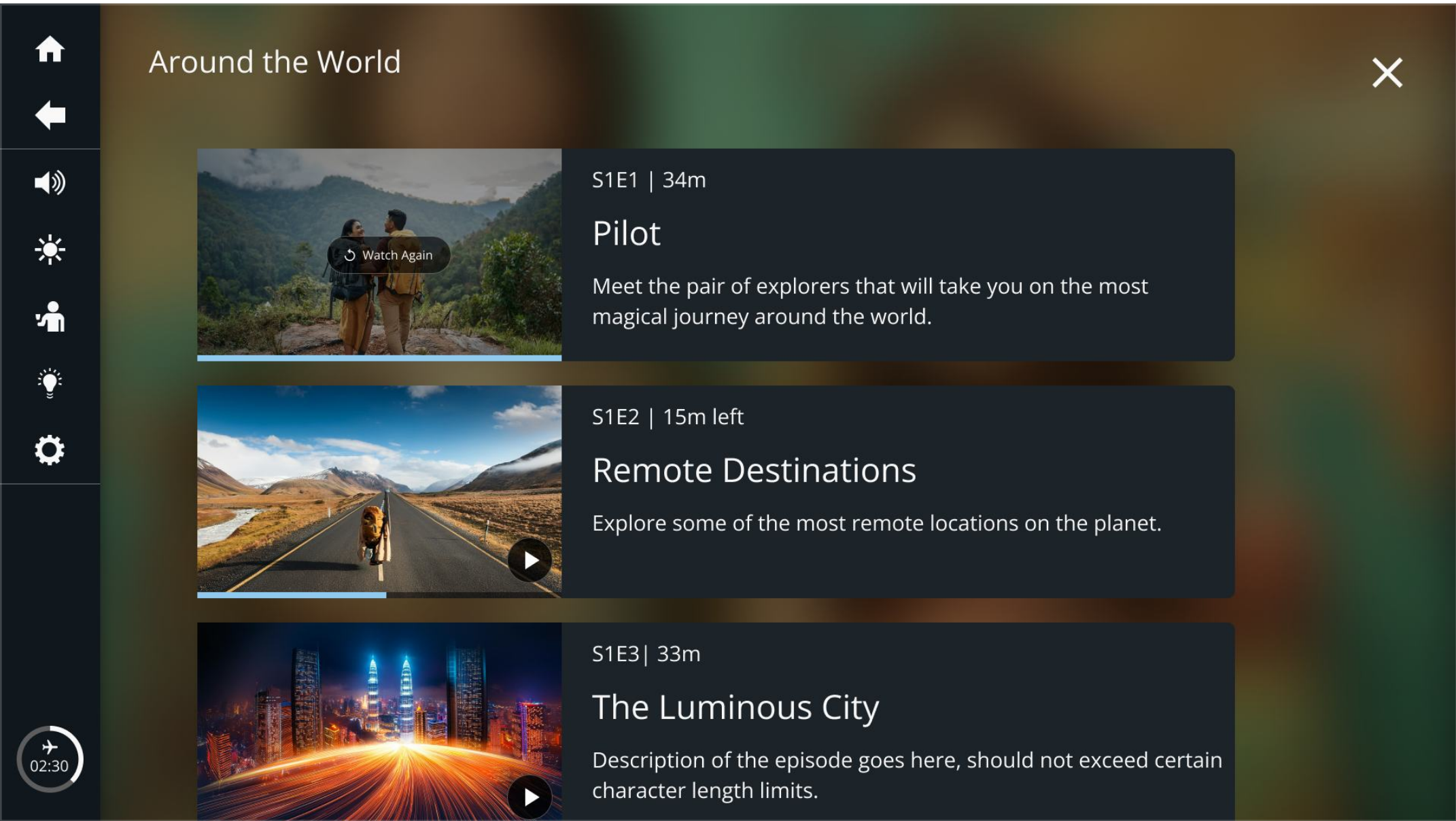
- Poster
- Synopsis
- Listing of Episodes
 - Title
 - Synopsis
 - Run time

✓ DO

- Show the progress/completion percentage of any watched episodes in the listing.
- MEDIA NOTE: Format episode titles as “ S#E# - [Episode Title]” -- e.g., “S1E2 - Diversity Day”

✗ DON'T

- MEDIA NOTE: Do not include the Series name in the episode title. (E.g., “The Office - Season 1 Episode 2 Diversity Day”)
- Show a thumbnail for each episode in the series. If unique thumbnail is unavailable per episode, the image can be omitted. Do not repeatedly use the same image.



Media Playback

Media player, playback UI



Video Player Overlay

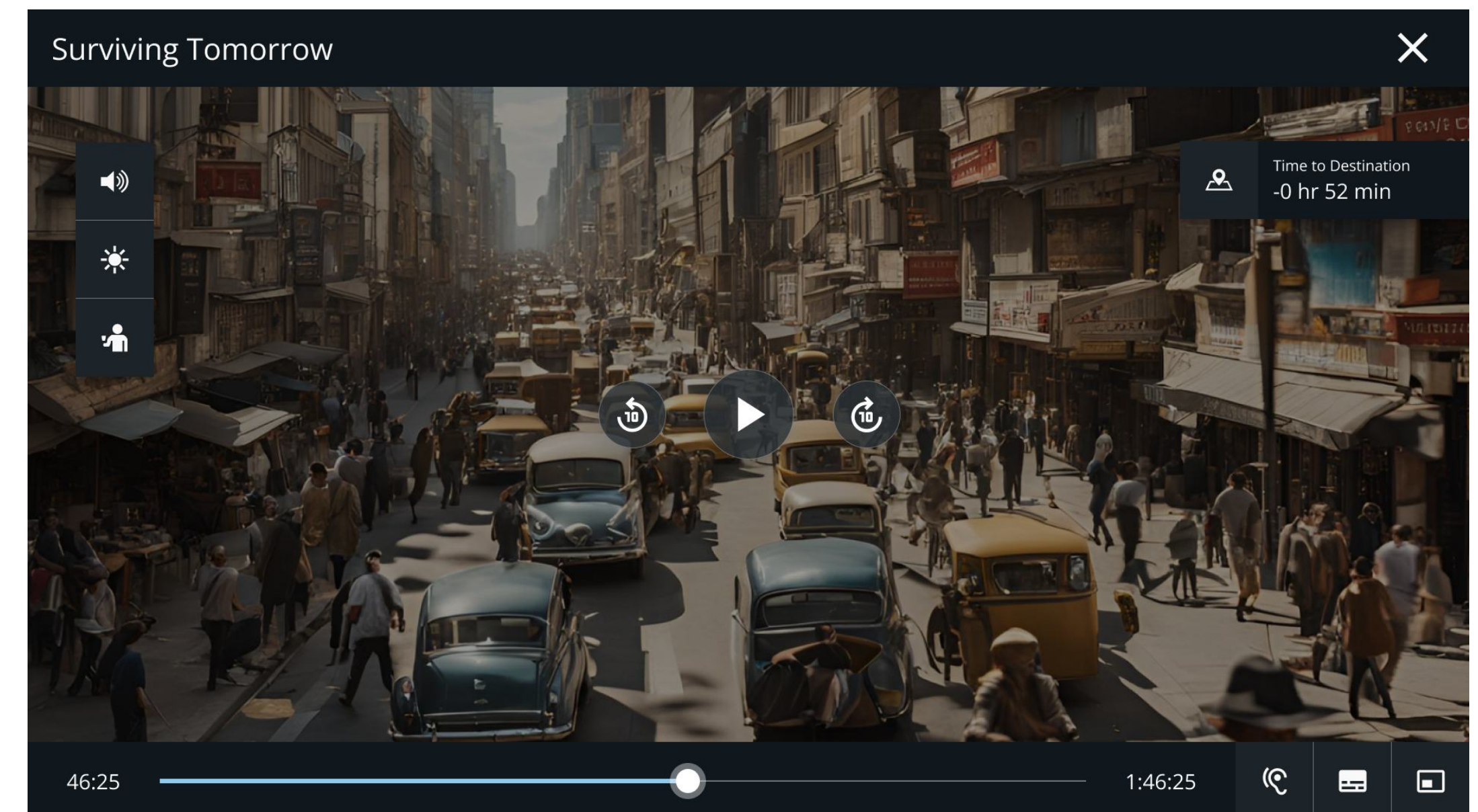
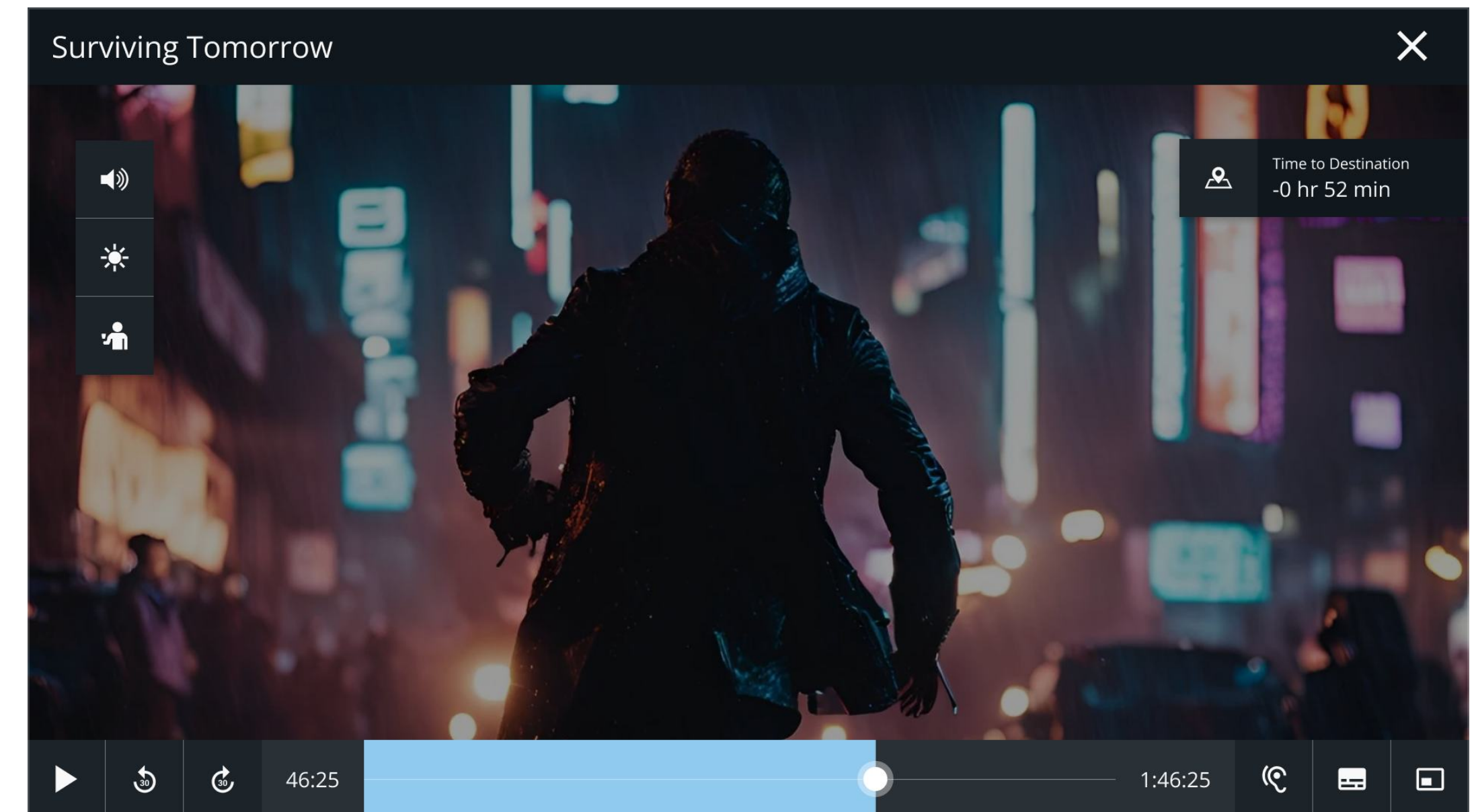
The video player overlay should use dark backgrounds for a theater experience. The overlay should display when the screen is touched or a handset button is pressed. It should auto-hide after 5-8s of inactivity. Tapping PLAY or in any empty part of the screen should also hide the overlay (and resumes??).

✓ DO

- Show the overlay and automatically focus the pause button when a handset button is pressed.
- Slide the overlay elements in and out with an animation.

✗ DON'T

- Auto-pause the video when the screen is tapped.



Video Player Overlay - Required Elements

Required elements:

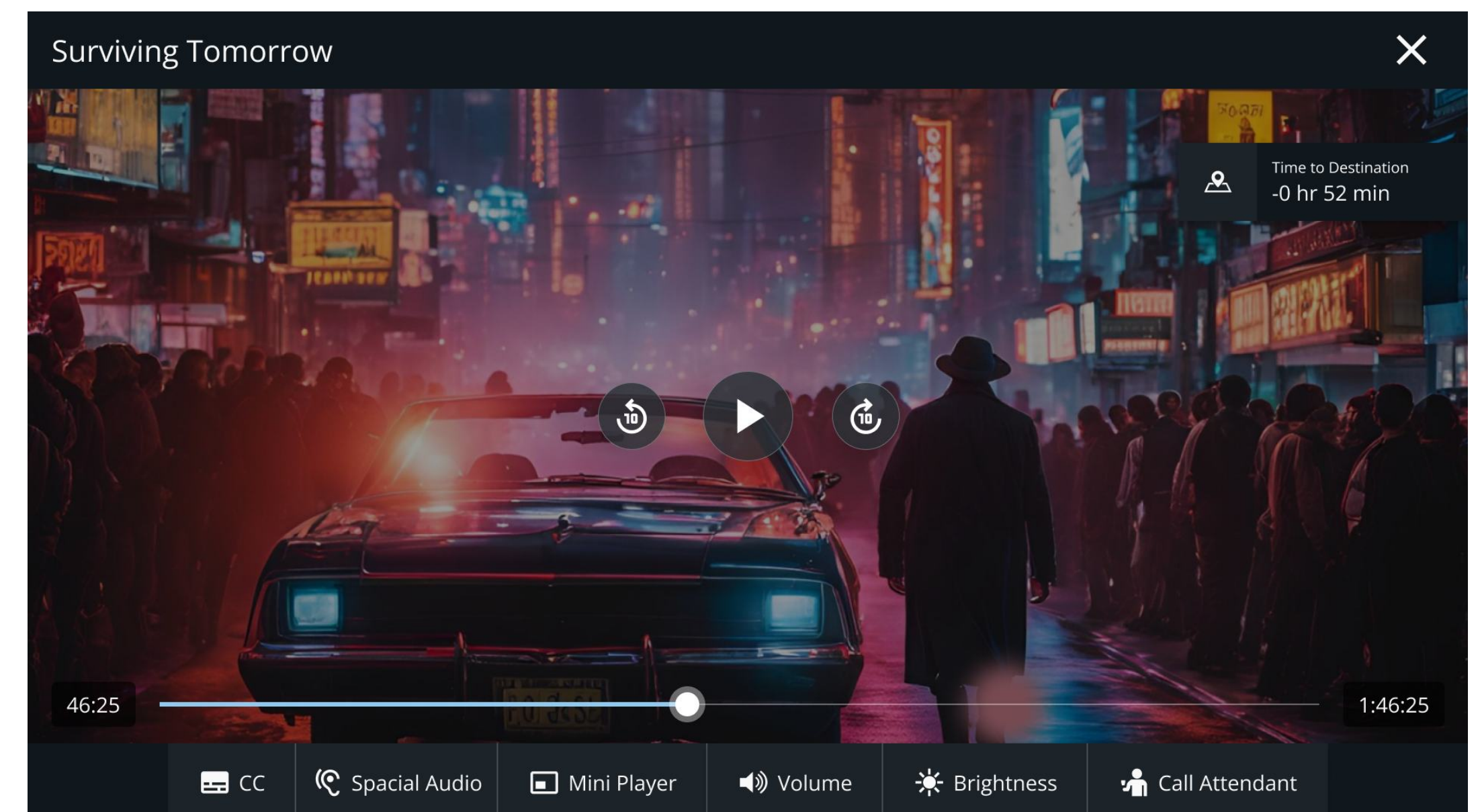
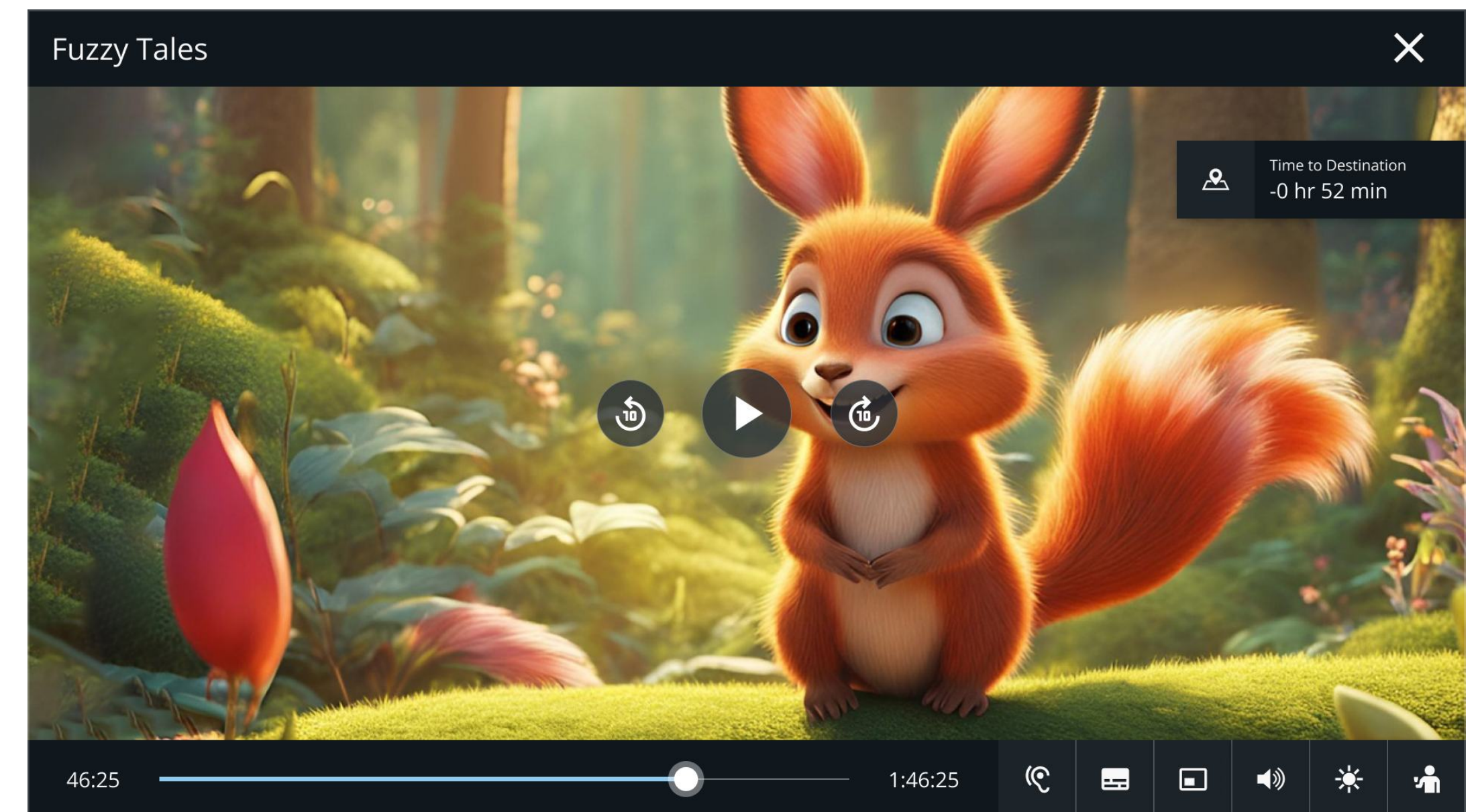
- Title
- Transport controls: play/pause, skip 10s
- Scrubber bar
- Time to Destination
- Subtitles / Soundtrack
- Spatial Audio on/off (if applicable)
- Mini-player / PIP
- Volume
- Crew Call
- Exit Player

✓ DO

- Make the pause/play and skip buttons prominent in the center of the screen.

✗ DON'T

- Show a FF or REW button.



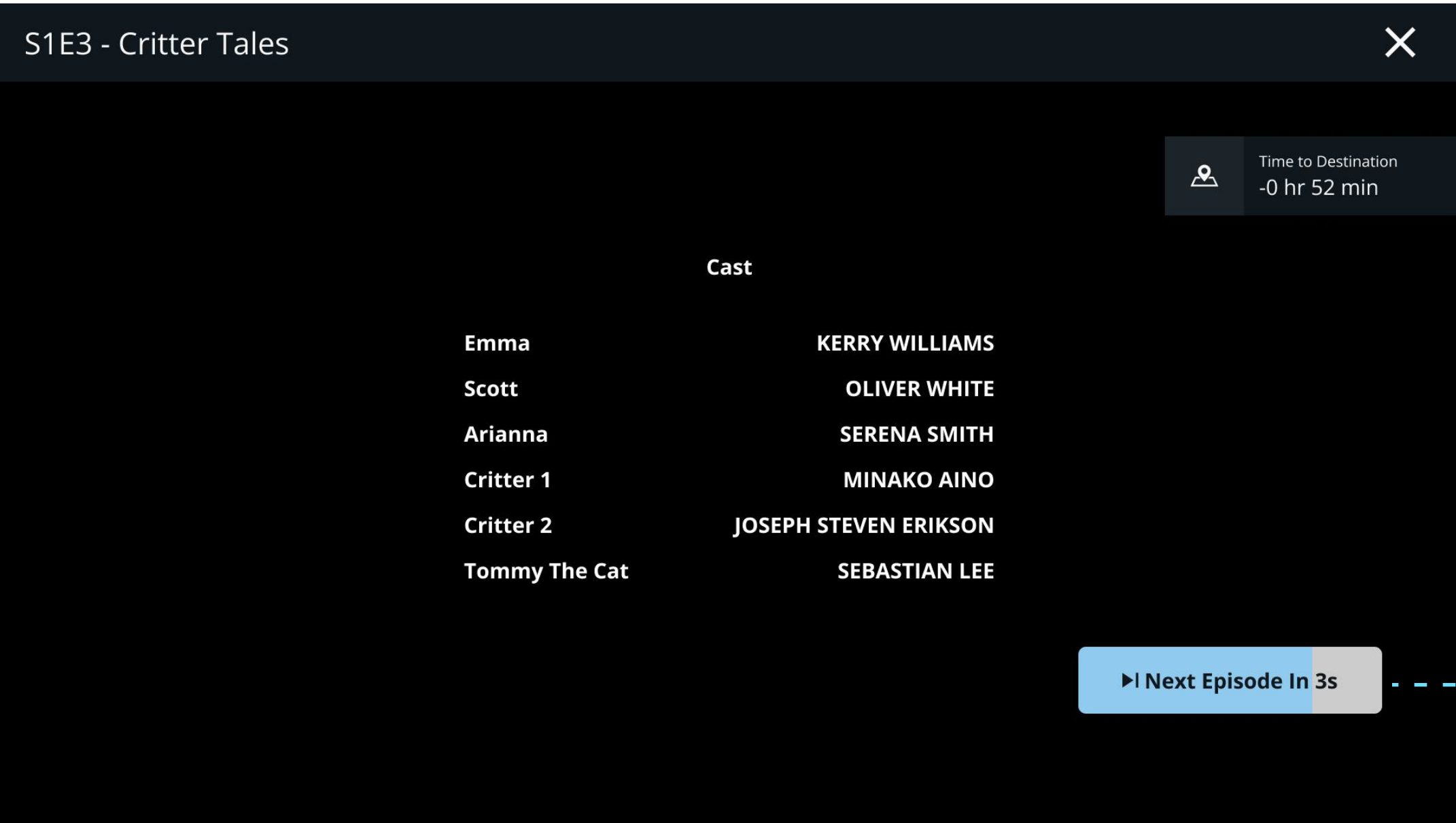
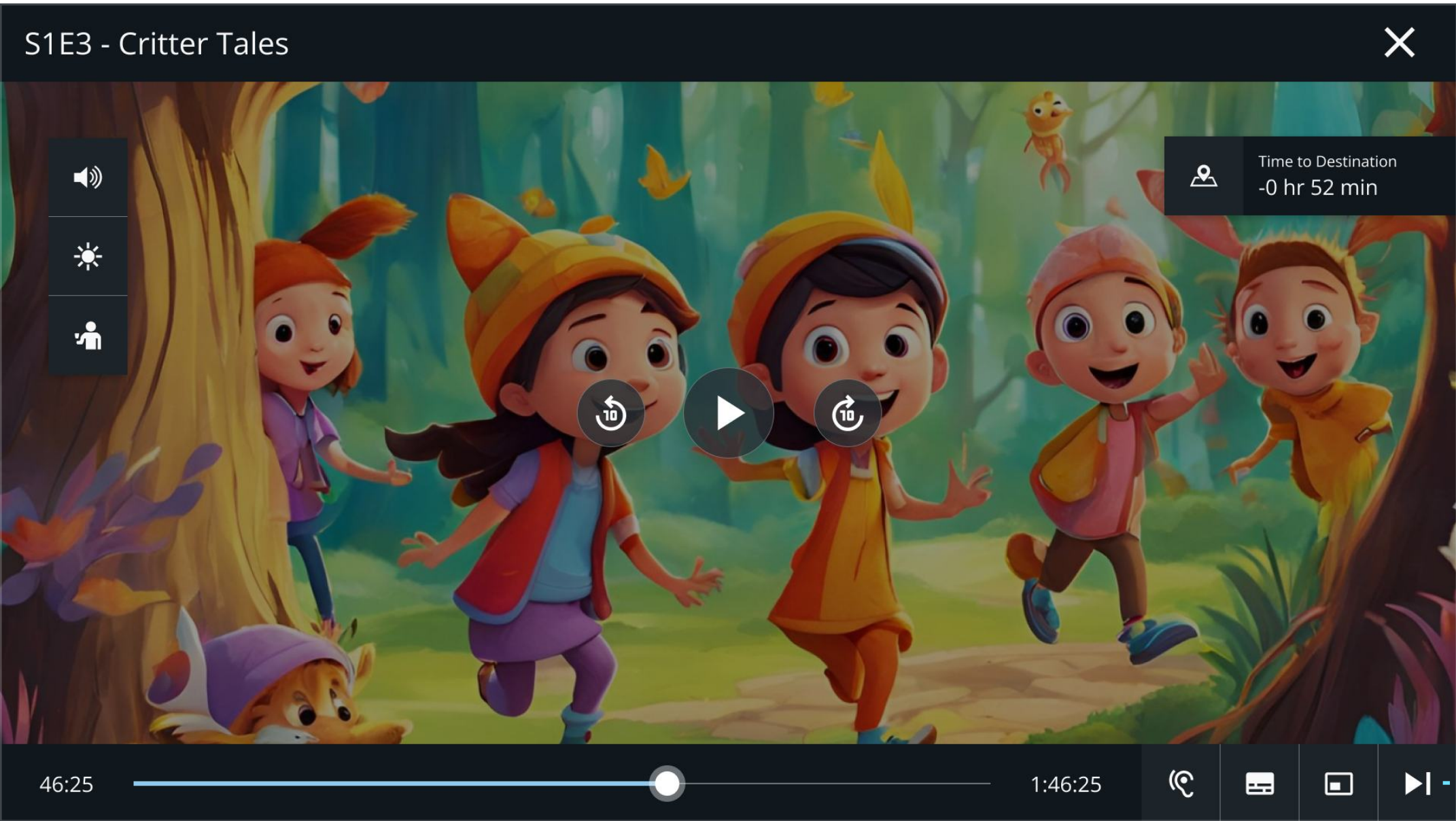
Video Player - TV Series

For TV series, the video player shall add the following elements:

- Skip to Next Episode
- If credit start time is available: Auto-play “Next Episode” countdown when credits display. Note that this is not part of the player controls overlay.

✓ DO

- Auto-focus the “Next Episode” countdown/button when it appears.



Media Scrubbing

The scrub bar includes the following key elements:

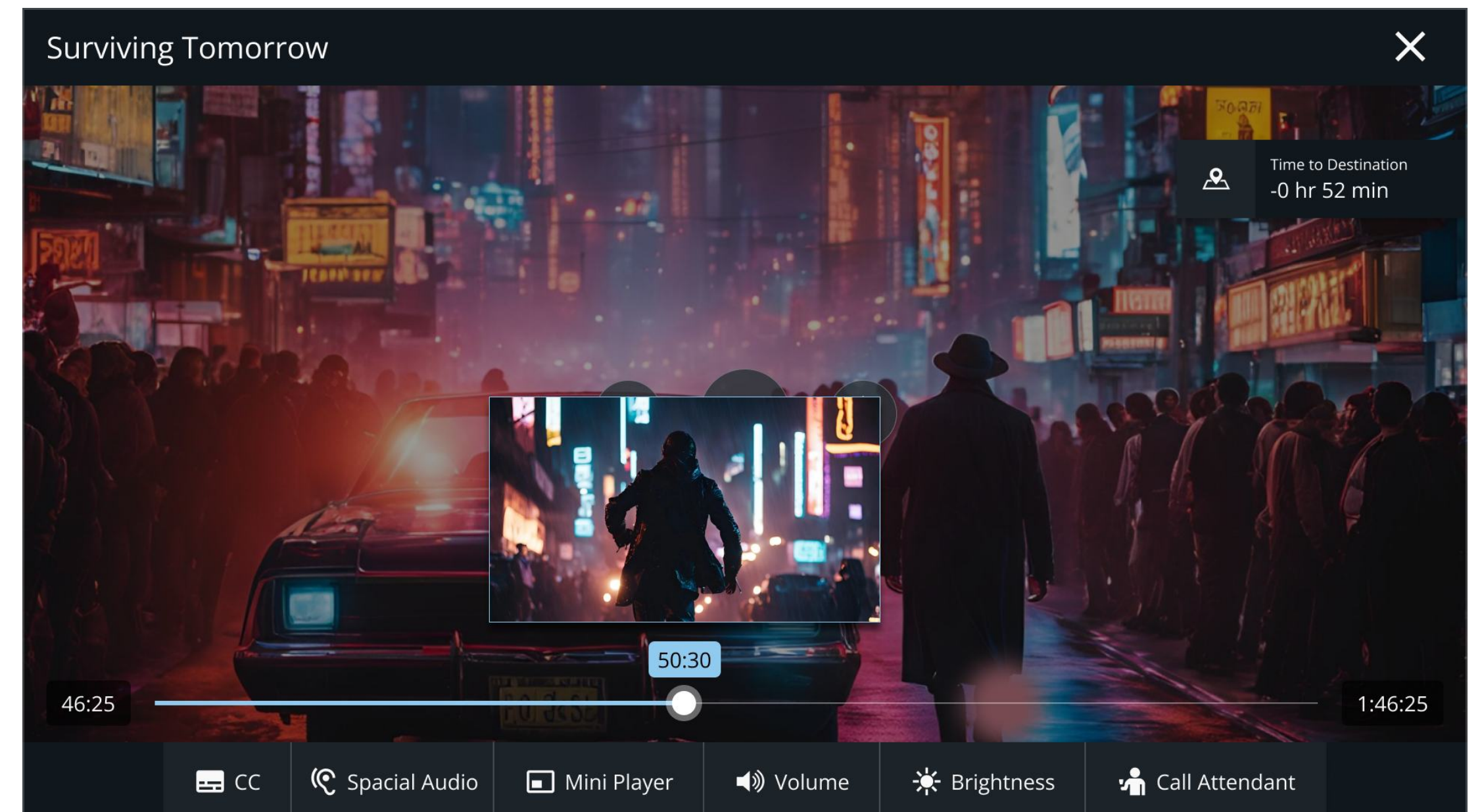
- Time elapsed
- Time remaining
- Track/Progress
- Preview thumbnail

✓ DO

- Display thumbnail when scrubbing or FF/REW the video.

✗ DON'T

- ...



Video Player - Ads

The ad video player should show the following elements:

- Pause/Play
- Time remaining
- Skip button (when enabled by timer)
- Exit

✓ DO

- ...

✗ DON'T

- Show jump controls or have ability to scrub the ad (don't tease the passenger with something they don't have)



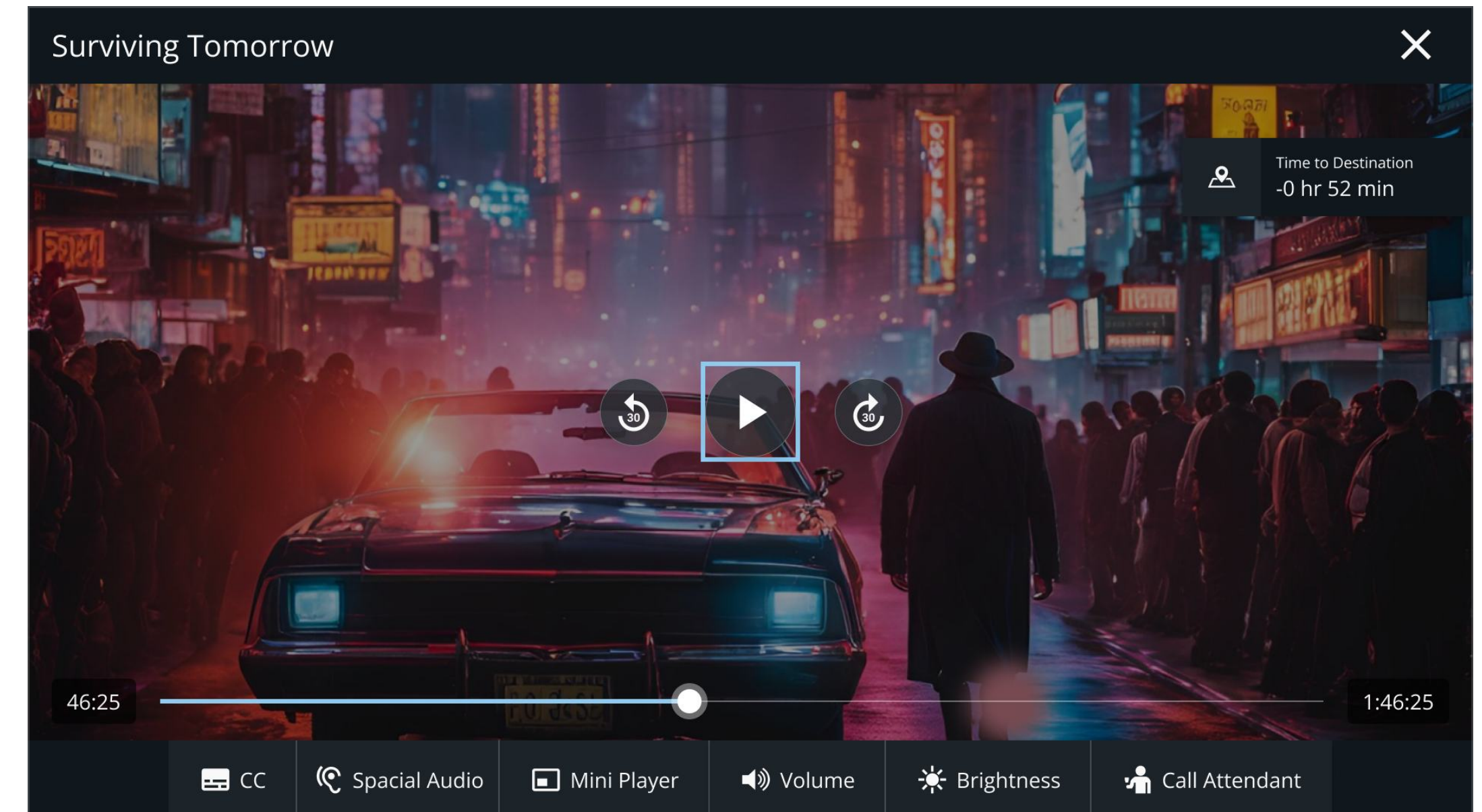
Video Player Overlay - Handset Navigation

During video playback: When left or right is pressed on the handset D-Pad, the video should jump backwards or forwards 10s without bringing up the overlay. If up/down/OK is pressed, the video pauses and the overlay appears with PLAY in focus.

If overlay is active: Pressing left or right on the handset initiates rewind/fast forward. Subsequent left/right presses increase or decrease the ff/rewind speed (1x, 3x, 8x). Pressing left or right does not take focus off of the play button, the user must press up/down to move focus to other elements. Make sure there are no other elements to the left or right of the play/pause button in this scenario.

✓ DO

- Make the pause/play and skip buttons prominent in the center of the screen.



Up/Down/OK buttons on the D-Pad pauses the media, with Play as in focus

Audio Mini-Player

The audio player should have a mini-player mode that is available from anywhere in the UI when audio is playing. Pausing audio leaves the mini-player in place.

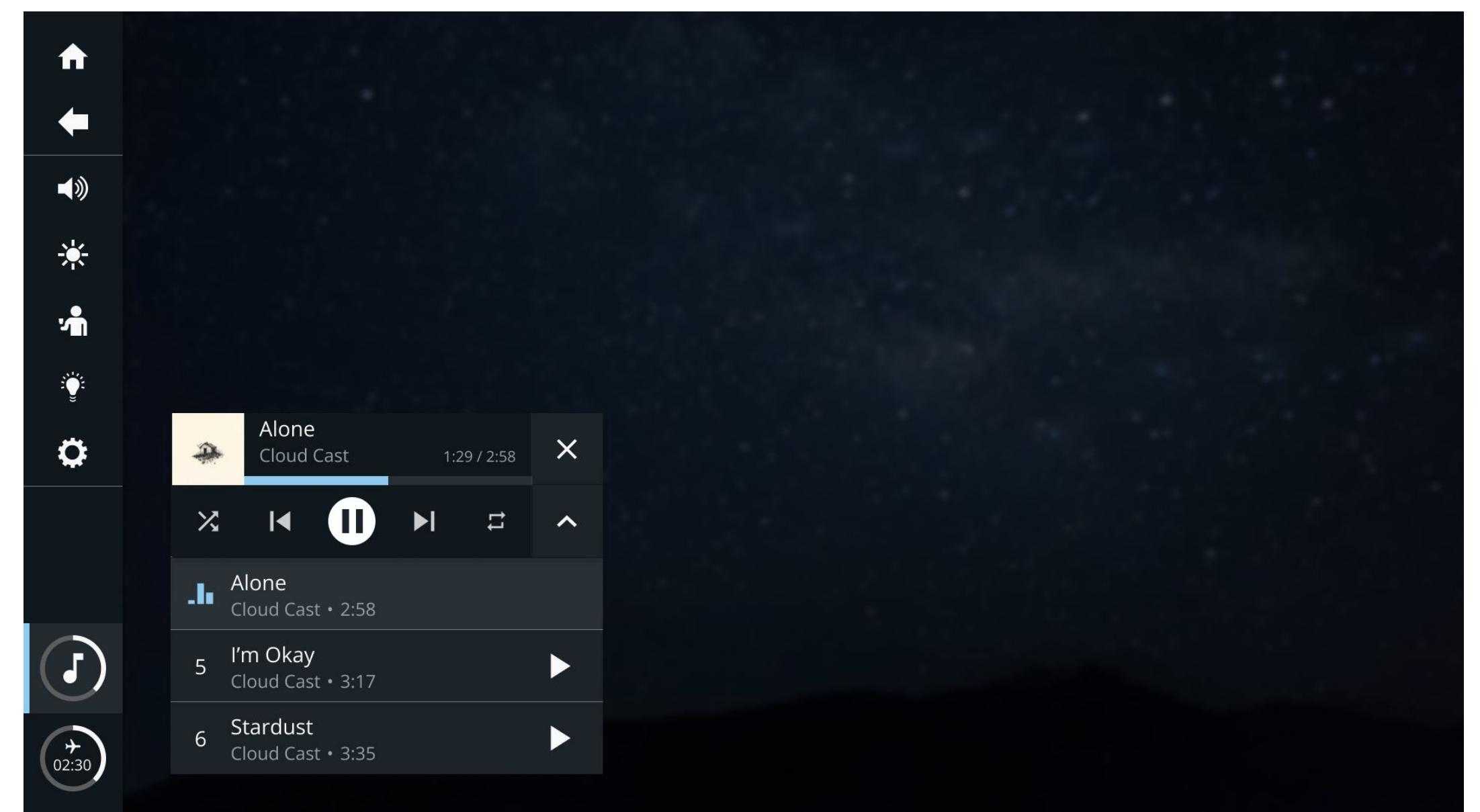
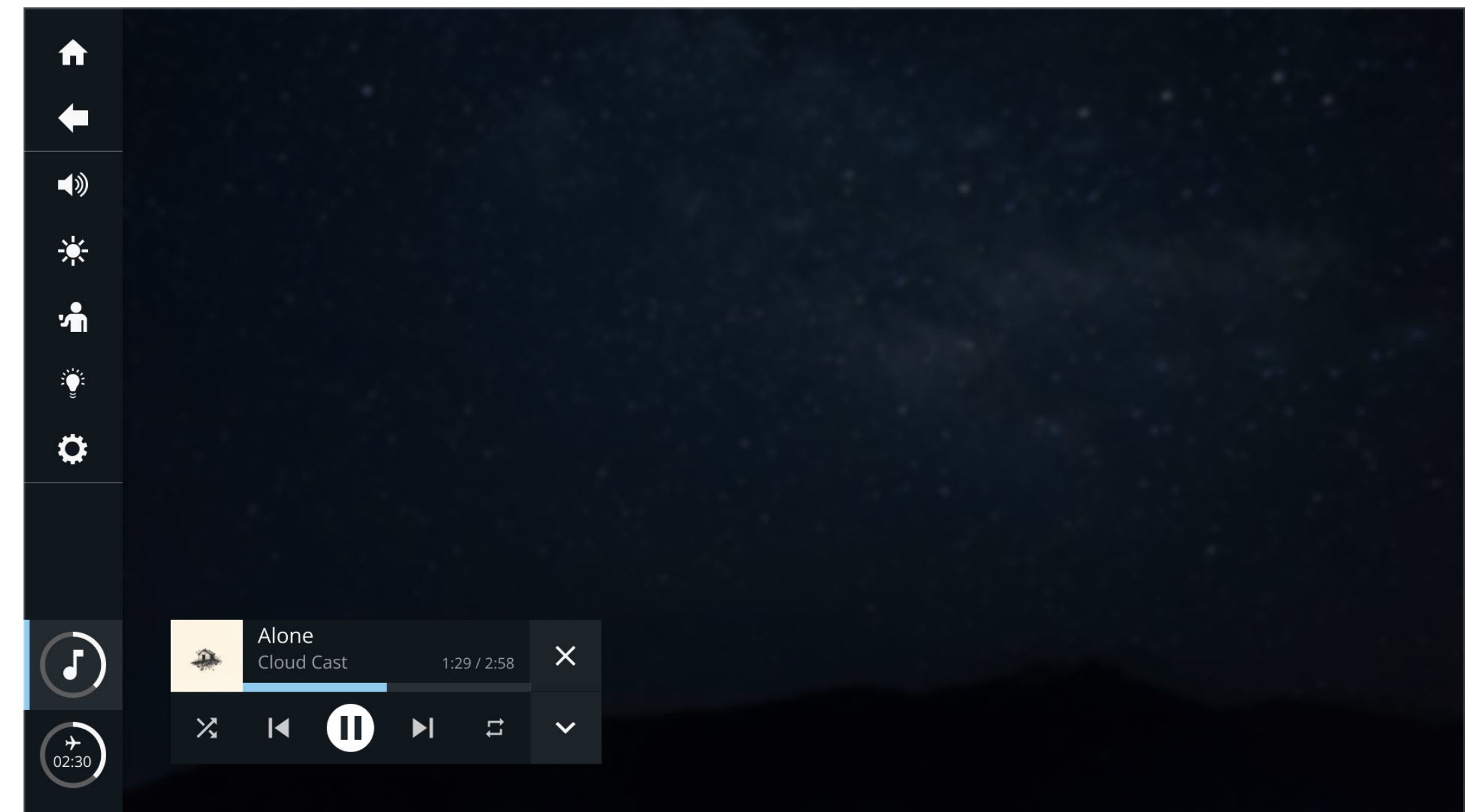
Tapping on an audio track should bring user back to the tracklist.

Key elements:

- Pause/Play, Next/Previous
- Title, Artist
- Elapsed time / Time Remaining

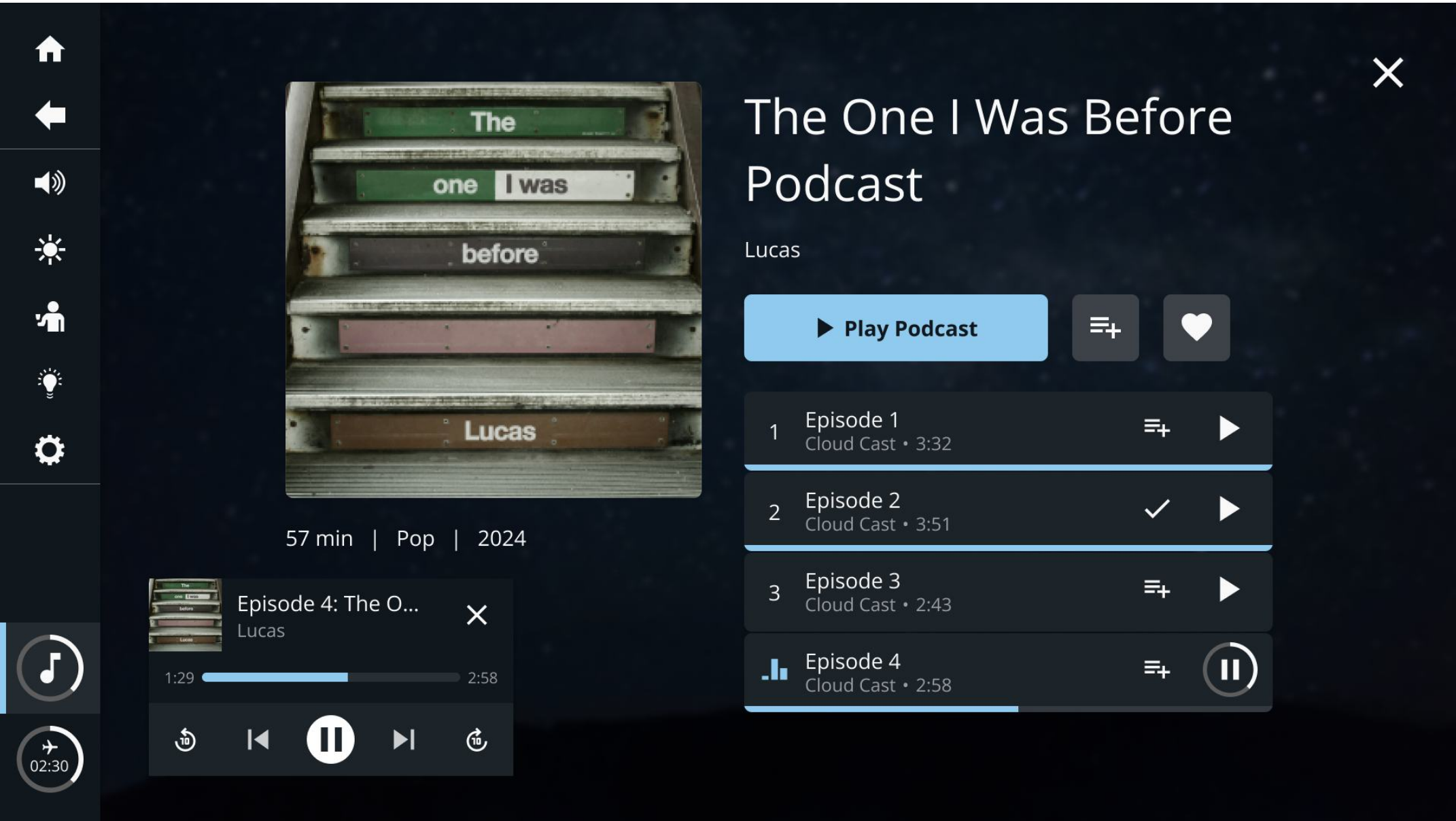
✓ DO

- Have a “Last Played Audio” feature available for the passenger to quickly resume play.



Audio Mini-Player (Cont.)

Whenever possible, show relevant controls based on media type, such as shuffle/loop for music, and quick skip for audio book/podcast.



Search & Favorites



Media Search

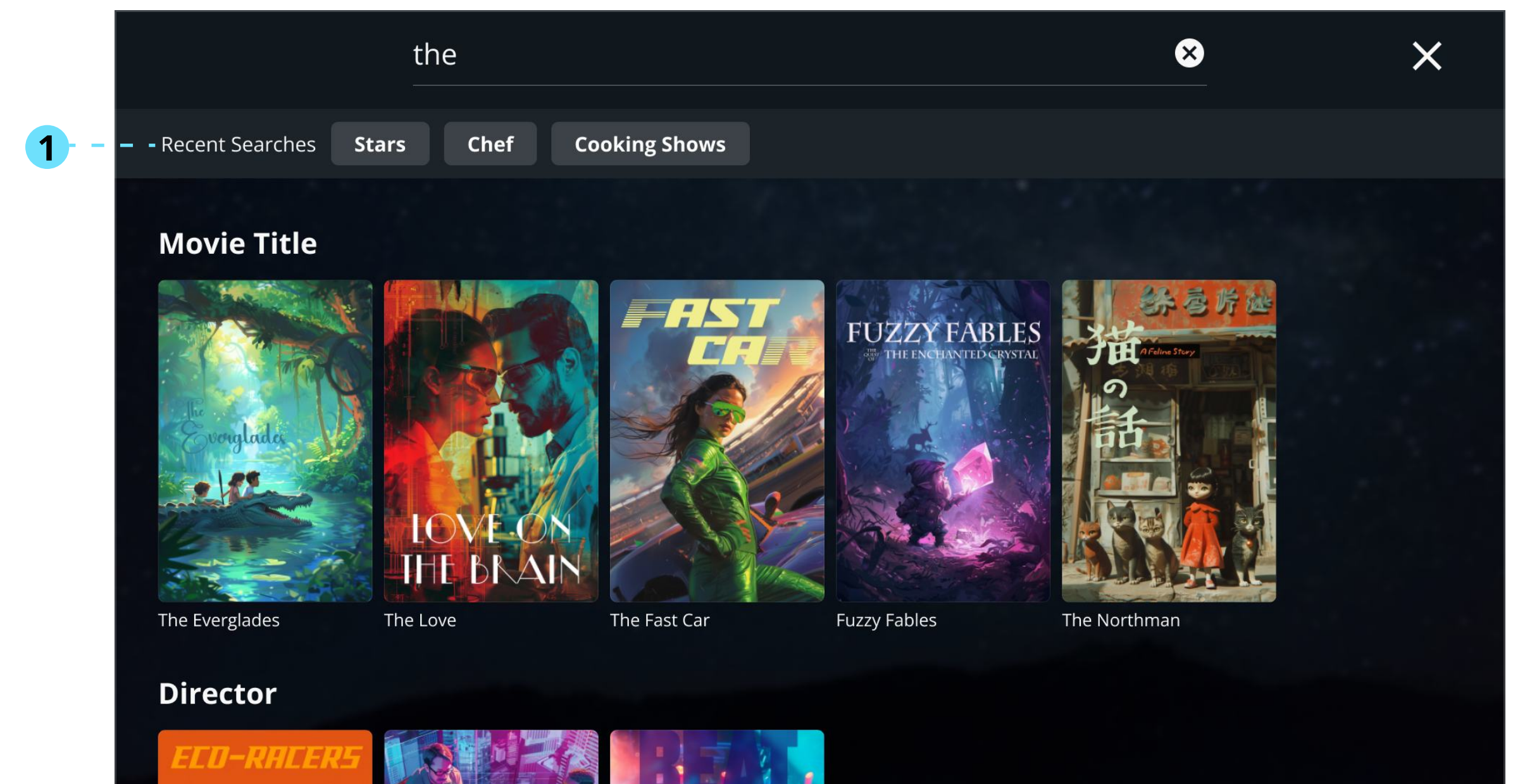
The media search page/overlay allows the user to type a search term and see matching results without leaving the current area of the IFE. It has a back method to return to the previous screen.

✓ DO

- Place search at the top level of navigation.
- Use smart search to match titles that may be related to the search term but not an exact match. (i.e., “Iron Man” should match a search for “Marvel”).
- Group results by the type of media (movie, TV, audio, game)
- Use auto-suggest to show possible/likely matching terms to what the user has typed after at least 3 letters have been typed
- Hide the VKB when the user presses “Go”/“Search” and move handset focus to the first title.

✗ DON'T

- Place search only within a specific category of media.
- Update the search results screen until the user has pressed enter/go (for optimal performance).
- Show more than 30 matching results. (If more than 30 matches, indicate how many more are available -- e.g., “+27 more”)



Favorites

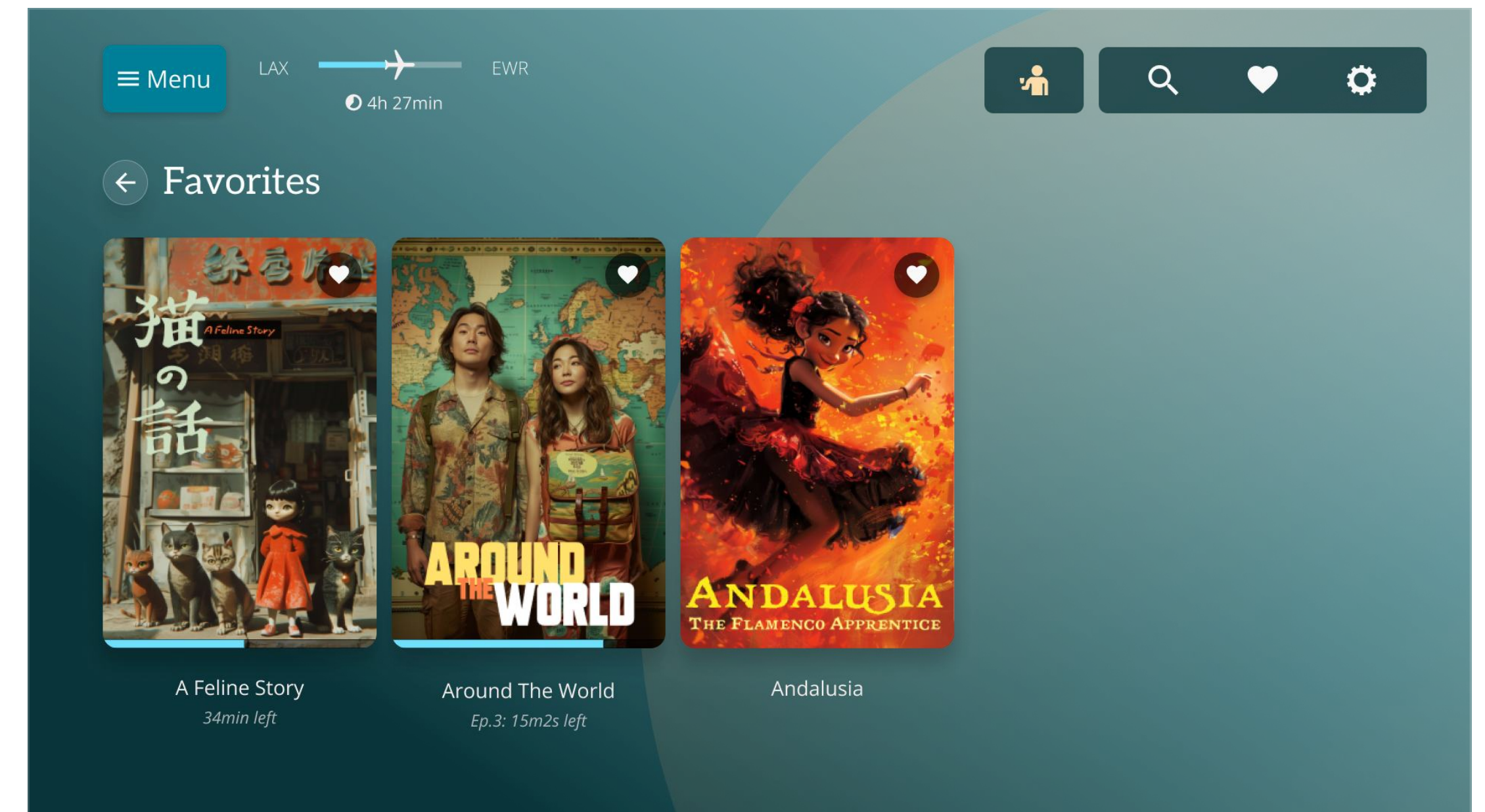
The favorites page/overlay shows all of the passenger's selected titles grouped by media type (movie, tv, audio, game). The favorites should be quickly accessible from any part of the IFE within 1 or 2 clicks. The favorite action happens from within the media synopsis page.

✓ DO

- Include a “favorite” option in the synopsis view.
- Include titles, not just posters in the favorites view.
- Consider handset navigation of the favorites page. Make sure that un-favorite does not make navigating through titles cumbersome. (Multiple ways to solve this.)

✗ DON'T

- Put a favorite button at the title-browse level. This makes handset scrolling through titles cumbersome.
- Make different, unique favorite pages/screens for each media type. The favorites page should be global across media types.



Handset Mapping

Plan for it early



Handset Mapping

Think about handset mapping early in the process. Provide a map for developers to follow for each screen.

