

About the cabinBART concept

Aircraft Interior is the best example for one of those perfectly engineered environments, where none of the products really work for the user. While the topics mobility and user centered design are becoming more and more important nowadays, aircraft interior stayed mostly the same over the last 40 years. Especially Economy Passengers still can't sit, eat, read or work properly.

During the Master's Thesis, which the cabinBART concept comes from, in total over 80 passenger problems were identified and their correlations analyzed in a huge problem map. A cost-effort analysis on the determined problem fields showed, that creating a solution for the problem „I don't have a working possibility to dispose my trash“ could prevent a lot of follow up problems with minimal effort, one of the main requirements for a product to be immediately implementable.

cabinBART (Bag for Airsickness, Reusable Items and Trash) is a trash bag, which is optimized to support the passenger's needs in the best possible way during each stage of the flight. Its design is all about user centered design, process integration and perfect use of the little space available. It has a special cardboard part integrated on its back, which allows passengers to attach it to the front seat in several positions, always perfectly fitting for the current activity without restricting the passenger's movements or activities.

During the meals for example, it uses the free space between the tray table and the front seat. This position is easily accessible and ensures a comfortable eating experience. If the passenger wants to store the tray table, he can just push cabinBART down into the magazine pocket. The passenger has still both hands free and can store the table while holding something additionally like the tray. During the rest of the journey, the user can attach cabinBART to the stored tray table, the perfect position for most activities, as it does not restrict the legroom and is easily accessible. A lot of design details ensure an easy to understand use process. CabinBART is also highly forgiving regarding errors, shocks and tear forces.

The developed concept is based on the use of airsickness bags as trash bags, as already done by some airlines. But those conventional bags are not adapted to the different use case at all and only a compromise. Because cabinBART is adapted perfectly to its use scenarios in design and dimensions, it is no longer a compromise and brings real improvement.

Main User Benefits are improved passenger comfort, especially during the meals, less dependance on service cycles, improved freedom of movement and legroom in comparison to current solutions and a higher hygiene leading to a cleaner flight. But not only users can benefit from cabinBART. Airlines will need less cleaning effort. Because the concept is unique cabinBART has high potential to draw customers attention while almost no effort is needed to bring the product to the cabin. CabinBART is a highly effective low cost solution, which creates an important new touchpoint between airline service and the passenger.