

3-Year Airport Growth Strategy: Fact Sheet

Team: Hard Knocks (Team #18)

Partner: Oliver Wyman

Focus Area: Technological Innovation — Biometric & Contactless Travel, AI-Powered Virtual Assistants, Smart Queue Management

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Background:

Oliver Wyman, a leader in the airport transformation movement, has identified five megatrends shaping the future of airports:

1. Achieving Net Zero
2. Technological Innovation
3. Intermodal Connectivity
4. The Changing Workforce
5. The Passenger Experience Revolution

Our team has leveraged our extensive experience as college athletes — frequent travelers with firsthand insight into airport operations — to develop a three-year strategy aimed at reimagining airport processes and enhancing the traveler experience.

Key Solutions Proposed:

- **Biometric & Contactless Travel:** Streamlined passenger verification and security through advanced biometrics, reducing wait times and enhancing security.
- **AI-Powered Virtual Assistants:** Providing personalized, real-time assistance to passengers for navigation, information, and emergency support.
- **Smart Queue Management:** Optimizing traffic flow and reducing congestion through AI-driven monitoring and dynamic queue adjustments.

Anticipated Impact:

- **Passenger Experience:** Faster processing, less congestion, personalized support.
- **Operational Efficiency:** Streamlined security protocols, efficient staffing, data-driven decision-making.

- **Stakeholder Benefits:** Improved revenue from increased passenger satisfaction, enhanced partnerships with airlines, and optimized vendor services.

Team Members & Roles:

- **Noah Harris:** Initiation Phase Owner
- **Sunny Liu:** Project Planning Phase Owner
- **Christian Weddington:** Execution Phase Owner
- **Kennedy Calcagano:** Control Phase Owner
- **Arya Jue:** Monitoring Phase Owner
- **Ava Sorrento:** Closure Phase Owner