

Zone Boarding



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OPERATIONAL CONTEXT



The boarding process refers to the orderly and sequenced boarding of passengers onto the aircraft. Passengers progressing in accordance with the designated boarding sequence supports a structured and well-controlled operation.

During this process; ground handling teams and cabin crew work in coordination to manage passenger flow. Throughout boarding, announcements, display screens, and staff guidance are used to ensure passengers proceed in the correct order, and final checks are completed before gate closure.



How Are Boarding Processes Managed?

During the boarding process, teams manage operations in real time to ensure passengers are guided to the aircraft in the correct order. This process is generally carried out through the following steps:

1. First, passengers requiring special assistance and other priority groups are boarded (Pre-boarding).
2. Business Class passengers and those entitled to priority access through loyalty programs are invited to board (Priority Boarding).
3. Other passengers are called in sequence according to designated zones or groups (Zone Boarding).
4. Announcements, display screens, and gate staff guidance ensure that passengers follow the process correctly.
5. After all passengers have boarded, final checks are completed and the process is concluded.

How Might We Canvas

Who?

who are the stakeholders that get effected?

Passengers,
Ground Handling
Teams,
Cabin crews.

What?

what is the problem that needs to be solved?

Passengers' failure to follow the correct zone boarding order and queue in the proper sequence disrupts the process and reduces boarding efficiency.

Why?

why is this problem worth solving?

Improving the boarding process will make queue flow more orderly and faster, positively impact the passenger experience, and help prevent boarding-related delays.

How?

how can this problem be eliminated?

Solutions can be developed to help passengers easily understand the boarding order and provide clear, attention-grabbing, and timely guidance.

Challenge:

How might we make the boarding process more orderly and digital by enabling passengers to follow the boarding sequence correctly and easily?