
Contents

Foreword	ix
About the Authors	xi

Chapter 1 What Every Manufacturer and Airline Should Know about Comfort ... 1

Two Comfort Stories	2
Role of Comfort in Sales	2
The Difficulty of Making People Feel Comfortable	3
The Good News: It Is Possible to Make People Feel More Comfortable	3
Comfort Theory.....	5
Comfort Manifestations	6
Inputs Leading to (Dis)comfort.....	7
History	8
State of Mind	8
Visual Input	9
Smell.....	10
Noise.....	10
Temperature and Humidity.....	11
Pressure and Touch.....	11
Posture and Movements.....	12
Persons Influencing the Input.....	12
References	13

Chapter 2 Other Aircraft Interior Comfort Studies 15

Lack of Many Substantial Studies on Aircraft Comfort.....	16
A Classic Study	16
German Study on Aircraft Interior Comfort.....	17
Experience Preceding the Flight	18
Experience during the Flight.....	20
Experience after the Flight.....	21
A Study Regarding Service, Perceived Value, and Satisfaction in Taiwan	21
A German Study of Noise	21
A Dutch Study Regarding Aircraft Interior Comfort	23
A U.S. Study Regarding Passenger Experience	25
Some Conclusions	25
References	26

Chapter 3	The Voices of over 10,000 Customers.....	27
	Technology Versus Passenger	28
	Innovations Have Their Effects.....	28
	Study Methodology	29
	Factors Correlating with Comfort	30
	Leg Room	33
	Hygiene.....	34
	Crew.....	34
	Luggage Room.....	37
	Neighbour	37
	Seat	38
	Flying Time	40
	In-Flight Entertainment.....	40
	Delay.....	41
	Lost Luggage	42
	Aircraft Type	42
	Direct versus No Direct Flight	43
	Reflection.....	44
	References	45
Chapter 4	New Demands for Aircraft Seats Based on Recent Research.....	47
	Using Research for Seat Design.....	48
	Seat Design and Health	48
	Aircraft Seats Should Fit.....	49
	Pitch Watchers.....	52
	Designing an Aircraft Seat Is Difficult	53
	Ideal Pressure Distribution.....	53
	Seating and Shear Forces	55
	Comfort and Seating	56
	Specific Dynamic Seat Characteristics	58
	Comfort and “Wow”.....	58
	Feet off the Ground	60
	Backrest Angle	61
	Seating and Electronics	62
	Other Features: Headrests and Massage	63
	Opportunity for Designers	64
	References	64
Chapter 5	The Ultra Comfortable Flight Experience	67
	Introduction	68
	The Flight Experience.....	68
	At Home	68
	Forty-Eight Hours before the Flight.....	72

To the Airport..... 72

At the Airport..... 72

The Lounge..... 73

Airport Plus 73

At the Gate..... 74

The Plane Entrance 75

The Long Haul Flight..... 78

Business Class 80

Inexpensive Flight 81

In-Flight Entertainment (IFE)..... 81

Cleanliness 81

Crew..... 82

Arrival 82

References 83

Chapter 6 Illustrations and Comments on Aircraft Interior Comfort
and Design..... 85

Introduction 86

Leg Room 86

Service..... 89

Hygiene..... 90

Luggage Room 92

Neighbour 93

Seat 95

IFE..... 103

Delay/Waiting..... 105

Other Illustrations 106

Design..... 106

Safety..... 109

Business Class 111

Book Summary..... 115

Index..... 117