



Success story

Future of air travel

mQuest® in use by Lufthansa

Lufthansa is already planning tomorrow's cabin and passenger experience. In order to integrate passengers' needs and wishes into the design at an early stage, alternative seating concepts, washrooms, variants of the entrance area, draft designs, and other product ideas were set up in a hall near Frankfurt to be tested

by Lufthansa's frequent flyers. On behalf of Lufthansa, Klare Antworten GmbH used the mobile offline survey software mQuest to develop a test approach to measure the level of acceptance of various product variants in a comparable manner while giving the passengers the opportunity to leave extensive and detailed feedback.

Product in use: mQuest®

30 mobile devices (iPads) in use

Access to diagrams in real time, even with the survey in progress

Interview duration approx. 2 hours

Clinic approach with a detailed comparison of prototypes

3 waves of different test sets with 250 self-completed interviews each

Services



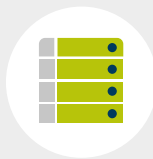
Programming of questionnaires



Support



Device rental



Hosting



If complex projects call for a stable, yet flexible mobile offline software solution, mQuest is a good choice. If you would also like to enjoy friendly and competent support, cluetec is the answer.

Thomas Storbeck, Senior Manager Customer Insights Deutsche Lufthansa AG, Frankfurt a.M.

Further information at www.lufthansa.com and www.klare-antworten.de

