Every person's needs, abilities, and identities intersect uniquely. Inclusive design embraces human diversity, creating solutions that respond to people, not averages.

Inclusive cabins must be designed with the community. Success comes when people are engaged at every stage, shaping outcomes that truly reflect their needs.

Wheelchair User

"My wheelchair is part of me, it is my legs and my independence."

Blind Low Vision

"I build the environment in my head by what I feel and what I hear."

Deaf Hard of Hearing

"If you can hear something, I need to be able to see it or feel it."

Reduced Mobility

"I need space to maneuver and integrated support."

Neurodiverse

"It needs to be familiar and I need to know what to expect."

Meet the Community

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Design principles give teams a shared compass, aligning decisions and actions, so inclusion is present in our outcomes across the cabin.

Applying design principles ensures consistency in a user-centered process, embedding accessibility into our design DNA.

Design *with* the community, not *for* them

Include the community at every step to provide insight into lived experience. Nothing about us without us.

Eliminate barriers, enable independence

Create a barrier free cabin to enable independence.

Provide access, at each moment

Cabin & features should enable access at every moment of the journey.

Diversity in choice, reflects diversity in community

Cabin, features, & services should enable passengers to choose the level and method for interactions that best supports their needs.

Consistency in experience, across platforms

Enable consistency in experiences, interactions, and touchpoints across aircraft platforms.

Dignity, in every interaction

Provide a dignified experience to passengers who have disabilities.

Safety first, always inclusive

Focus on ensuring safety for passengers who have disabilities.

Accessibility Principles

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Accessibility heuristics are research-backed best practices for assessing interface usability.

Ensure everything has multi-sensory modalities

Interactions must be provided in multiple modalities to ensure access regardless of ability.

Provide context to all notifications & information

Cabin wide notifications and information must include distinct details that have specific meaning and match the level of criticality.

Enable translations for all

Audio descriptions, braille, and sign language must be provided to ensure multiple groups understand both critical and non-critical information.

Support 1-1 communications

Crew need access to non-verbal communication channels that facilitate 1 to 1 communication and reduce the burden on the passenger.

Match features with passenger expectations

Features must be consistent with existing mental models of use and location.

Physical access using personal assistive devices is a system

Physical access must be considered as a system including initial access points, proximity of passenger zones, and transition areas.

Consider variability of passengers & their spatial needs

Consider variability of passenger sizes, personal assistive devices, and need for support persons when sizing cabin elements.

Ensure auditory clarity & calm to strengthen communications

Ensure auditory quality in the cabin by minimizing noise that inhibit auditory communications and enhances clarity of speakers.

Continuously support transitions & movement

Ensure movement and transitions in the cabin are continuously supported through an integrated grab bar ecosystem.

Interactions are easily discoverable and operable

Cabin touchpoints are discoverable, have predictable interactions and can be operated hands-free or with a single hand/fist. They are located aligned to the use case flow and positioned for use with limited upper body mobility.

Enable stowage of personal assistive devices in the cabin

Stowage of personal assistive devices should be sized for multiple device types and located close to the passenger seat for independent access.

Enable personal control at the seat

Give passengers choice over their personal environment through in-seat adjustment of their temperature, air flow speed & direction, and lighting intensity and colors.

Accessibility Heuristics

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