

Universal Design

JAL's Philosophy

A core value shared by the entire JAL Group is that we consider our work from the stance of our customers. This is the starting point for our implementation of universal design.



Jun Furuhata

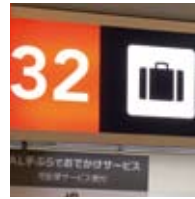
Passenger Experience Planning

Many passengers experience nervousness and stress when reserving and buying tickets, checking in, boarding, collecting luggage and carrying out numerous other procedures connected with air travel. We consider it vital to do whatever we can to reduce that stress and help our passengers enjoy a pleasant flight. We impress upon all our employees the need to put themselves in the position of our customers, remain sensitive to any possible sources of inconvenience, consider how to solve such problems and thus provide a better service.

To help spread this philosophy throughout our company, we have promoted the concept of universal design. One example of this is making a people-friendly airport. By listening to the views of ground staff, conducting repeated customer-satisfaction surveys and redesigning signs, we aim to maximize convenience for our customers, irrespective of age, language or physical ability. This undertaking is not limited to airport facilities, but is applied to everything that our customers see and use.

There is a tendency to consider design as signifying simply the design of visible objects, but there is more to the concept. In order to offer all our customers a pleasant flight, it is essential that our staff achieve complete empathy with customers and thereby acquire the knowledge they need to attend to them. All these activities together constitute universal design at JAL.

We value dialogue with all our customers. By putting ourselves in their place, we can act accordingly and build a trusting relationship.



My Expectations of JAL

It is my hope that JAL will implement universal design throughout its global operations.

Universal design promotes an agenda of equality, an inclusivity, for all people of all ages and abilities. For the design community, this charge is one that embraces every individual and their unique wants and wishes as a vital concern in the creative pursuits by which we conceive, build and manufacture all places and products.

For me, it is both a professional and personal joy to work with a company that goes beyond merely understanding the needs of their customers, but rather embraces each consumer and their individual concerns. JAL exemplifies this corporate culture. By enhancing the education of its employees, the JAL “family” represents the highest level of training available. It has been my great pleasure and honor to serve JAL in this capacity. All great design begins with knowledge. And when knowledge is combined with empathy for those we serve, by design, then the result is extraordinary.

With the dedicated effort JAL has initiated for the most universal aircraft and support services, we are in a position to make an impact on the entire industry of air travel and mass transit. This attitude and potential extends to the environment of the terminal, host communities and all related personnel. Such a consortium approach benefits not only JAL, but every participating business and citizen. It is thrilling to recognize the extent and power of universality in design. I have every confidence that because JAL's commitment to this goal starts with the CEO and filters through every level of management, our future efforts will demonstrate, on a global level, the power of universal design.



Patricia Moore

At the age of 26, industrial designer Patricia Moore began to have doubts as to whether she was really producing designs that were easy for everyone to use. In a three-year undercover investigation, she disguised herself as an elderly person so as to experience the world from such a person's perspective. She later set up her company, Moore Design Associates, which today receives a large number of commissions from both public and private institutions and is involved in developing environments, products and services based on the principles of universal design.