



# BLACK ENTERPRISE

— 8th Annual —

## BESMART

# /-/@Ck A T /-/( )N

HOSTED BY

American Airlines







# ACCREDITORS

# All American



"An app designed to enhance the flight experience: reducing customer service wait times, educating on flight safety, and entertaining passengers."

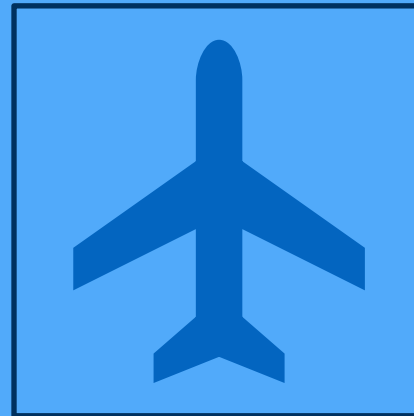
## TEAM MEMBERS

Adelina Kachinda  
Aldridge Kalenga  
Mulenga Ngulale  
Raphael Boakye  
Uchenna Njoku

Chaperone: Roy Savoca



# Challenge Statement



How might we enhance the flight experience by minimizing queue times for services like customer support, especially during disruptions?



Additionally, how can we educate and entertain passengers both during the flight and during delays or layovers?



# All-American Display



Welcome To The **AA All-American** Center!

Join Desk #54!

View Queue Status

join another desk's queue ▼

Play our NEW All-American Safety Game!

Take A Virtual Tour of Any Destination!





# AA Virtual Queue

Cancellations, Delays  
& Long Layovers

Stress,  
anxiety, frustration

Better use of  
time





# AA Virtual Queue



Name  
Mulenga Ngulale

Flight #  
A4509

Concern Description  
I have being delayed but I am running late for y interview]

Join





# AA Virtual Queue



Welcome To The **AA** All-American Center!

Hey There! You are the **3rd** person in line!  
We will get to you in 15 more minutes!





# Challenge Statement



Educate



Entertain





# AA Game



Education purposes



Target Audience



Game-based Learning



Essential (Safety),  
Entertaining,  
Interesting & Effective



# AA Game



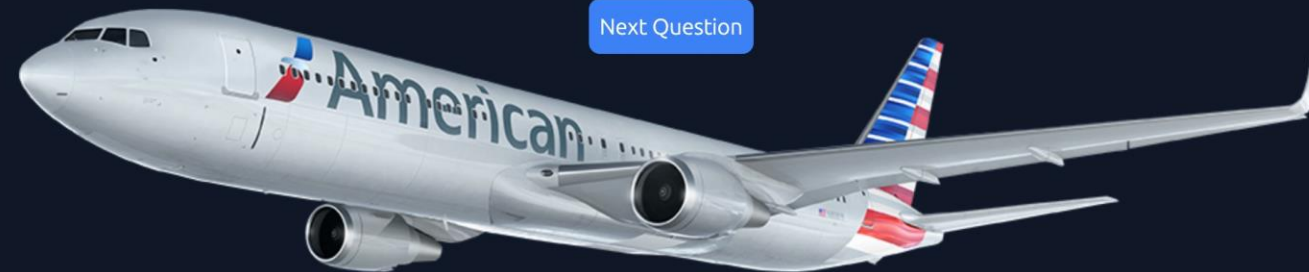
Is it safe to use electronic devices during takeoff and landing?

Enter True or False

Submit

Score: 0

Next Question





# AA Virtual Tour

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Where to visit?

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Bored of 2D map journey?

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Environment Acclimation?



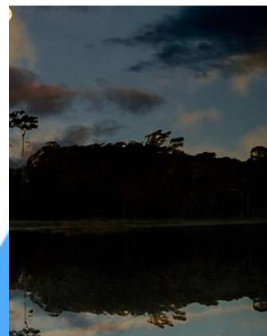
# AA Virtual Tour



## City Tourist Images

Daytona Beach

Search







# All-American Expected Outcomes

Increased Passenger  
Recommendation Count



Increased Customer Satisfaction



Increased American Airlines  
Customers



# Wrap-Up

Ready to experience the  
future with All-American?



# QUESTIONS?

## THE END