

How might we enhance the seamlessness and effectiveness of digital transactions made by Scoot passengers on board?

BACKGROUND AND CONTEXT

Apart from ensuring the safety, security and comfort of passengers, Scoot cabin crew also manages the ordering and payment of food, beverage, as well as duty-free shopping items for passengers' onboard purchases. Currently, passengers refer to a physical F&B menu in the seatback pocket and either wait for meal service when the cabin crew push service carts through the cabin, or utilise the call bell to attract the cabin crew's attention to place order and make payment.

Scoot is looking for an end-to-end, fully integrated solution that can automate order processes, allowing the cabin crew to manage any orders and fulfil orders efficiently and seamlessly.

Challenges

The traditional order taking process can be time-consuming and adds to the time taken for cabin crew to serve onboard meals. This adds to meal service duration and does not promote spontaneous purchases and upselling opportunities.

CHALLENGE HOST (BUSINESS TEAM)

Scoot is the low-cost subsidiary of Singapore Airlines (SIA). Scoot took to the skies in June 2012 and merged with Tigerair Singapore in July 2017, retaining the Scoot brand for a new chapter of growth. To date, Scoot has carried over 71 million passengers, and has a fleet of over 50 aircraft, comprising widebody Boeing 787 Dreamliners and single-aisle Airbus A320 family aircraft. By 2024, Scoot plans to add the Embraer E190-E2 to its fleet. Scoot currently flies to 71 destinations across 15 countries and territories in Asia-Pacific, the Middle East and Europe, out of which 65 are available for booking as of May 2023.

Scoot is not your typical low-cost carrier (LCC) and is defined by its unique Scootitude – a daring attitude to be positive, uncompromising on safety and efficiency, spreading fun and humanity wherever it flies. Scoot was the world's first LCC to attain the highest ratings at both the APEX Health Safety Audit powered by SimpliFlying and Skytrax COVID-19 Airline Safety Rating Audit and attained IATA membership in 2022 for meeting global industry standards for safety in airline operations. As part of the SIA group, passengers on Scoot can earn and redeem KrisFlyer miles, enjoying more rewarding travel journeys and access to enhanced benefits.

Website: <https://www.flyscoot.com>

WHAT SHOULD YOUR SOLUTION COVER?

Passengers on Scoot flights who wish to explore product orderings and make purchases on board. We are looking for an overarching workflow from passenger purchase, to real-time inventory management, to crew notification and purchase fulfilment.

Solution can leverage technology such as metaverse, AR/ VR for immersive experience.

Target users:

Cabin crew

Potential customers on board

DESIRED OUTCOME

Scoot customers are motivated to explore Scoot's offerings on board which could drive higher in-flight sales for Scoot.

Cabin crew is able to access the order real-time and fulfil the request more efficiently. It would be a bonus if the cabin crew can be better informed of top-selling products, as well as purchase preference based on destinations.

TECHNOLOGY INTEREST AREAS

Automation, metaverse, AR/ VR, immersive experience, data analytics

EXCLUSION CRITERIA

Solution should minimise dependency on Wi-Fi onboard.

EVALUATION CRITERIA

Student Track

Innovation and Creativity	<ul style="list-style-type: none"> • Does the submission solve the challenge statement in an innovative and creative manner?
Technology Application	<ul style="list-style-type: none"> • Does the submission effectively use digital technology in solving the challenge?
Business Value	<ul style="list-style-type: none"> • Does the solution <ul style="list-style-type: none"> ○ Reduce cost; and/or ○ Increase operation efficiency; and/or ○ Drive customer retention; and/or ○ Generate revenue; and/or ○ Increase brand awareness?
User Experience	How user friendly is your solution to the targeted audience that will be using it?