

*Virgin*

*Let it*  
**FLY**

# THE TEAM



## Problem

Currently Virgin Atlantic's in-flight services rely on the staff and depend on the built-in technology

## Brief

Make these services available  
for their passengers on their  
mobile devices.

# **Week #1**

## **Discovery and definition sprint**

Project canvas, project plan and business analysis. Also a survey, user interviews, affinity diagram, personas, experience maps.

### Book A Flight

From  To

Dates

ADULTS  1

PASSENGERS AGED UNDER 16

MULTI-CITY

ONE-WAY

RETURN

PAYMENT TYPE  Money  Miles

▼ MORE SEARCH OPTIONS ▼

**Find Flights**

### Book A Flight

From  To

Date

ADULTS  1

PASSENGERS AGED UNDER 16

MULTI-CITY

ONE-WAY

RETURN

PAYMENT TYPE  Money  Miles

▼ MORE SEARCH OPTIONS ▼

**Find Flights**

### Virgin Atlantic

Welcome Guest  
Login

My Flights

Book

Today

Feed

MORE

Flight Status

Airport Guides

Our Fleet

Flight Schedules

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NS ▾



## Pain points

#1

**Pre-flight stress**

## Pain points

#2

**Keep communication with flight staff to minimum**

## Pain points

#3

**In-flight entertainment frustrations**



*“My flights are usually long... I have a lot of time to catch up with things.”*

#### ABOUT

Claudia works for a reputable art museum that has a partnership with the MOMA New York. She often flies to New York for lectures and conferences. She usually works on the plane, but she also likes watching documentaries.

## CLAUDIA SCHUMER

45 yo, Art Curator.  
Lives in Hong Kong

#### BEHAVIOUR/ HABITS

- Flies more than 8 times per year
- Watches documentaries
- Reads a lot
- Likes duty free shopping

#### FRUSTRATIONS

- Not being able to finish what she was watching on the plane
- Not being able to choose her meals beforehand
- No WiFi on board





*"I rely on in-flight entertainment, otherwise I have nothing to do."*

#### ABOUT

Bob works for an IT consultancy firm. He often flies from London to San Francisco for meetings and conferences. Entertainment is a big deal for him. As he doesn't sleep during the flight, he likes having a variety of entertainment.

## BOB WALKER

34 yo, IT consultant.  
Lives in London

#### BEHAVIOUR/ HABITS

- Flies 6 to 8 times per year
- Never does shopping at the airport
- Reads a lot
- Likes in-flight entertainment

#### FRUSTRATIONS

- No power outlets
- No entertainment, or too small screens
- Remote Controller Cables





*“A great flight experience for me is when everything is easy and with no stress. I just want it to be seamless.”*

#### ABOUT

Anna travels once a year, either to visit her family in Manchester or to go on holidays. She gets nervous when flying and she chooses her flights based on cost and duration.

## ANNA LEIGH

**28 yo, Post-doc physics.**  
**Lives in Manhattan**

#### BEHAVIOUR/ HABITS

- Flies 2 times per year
- Arrives early to the airport
- Does shopping while waiting the boarding
- Has fear of flying
- Checks flight info regularly



#### FRUSTRATIONS

- Noisy passengers
- When the staff wakes her up for lunch
- Long and stressful boardings





Claudia at the airport ...



Always struggles to find her  
boarding pass



Hates using the remote on  
the plane



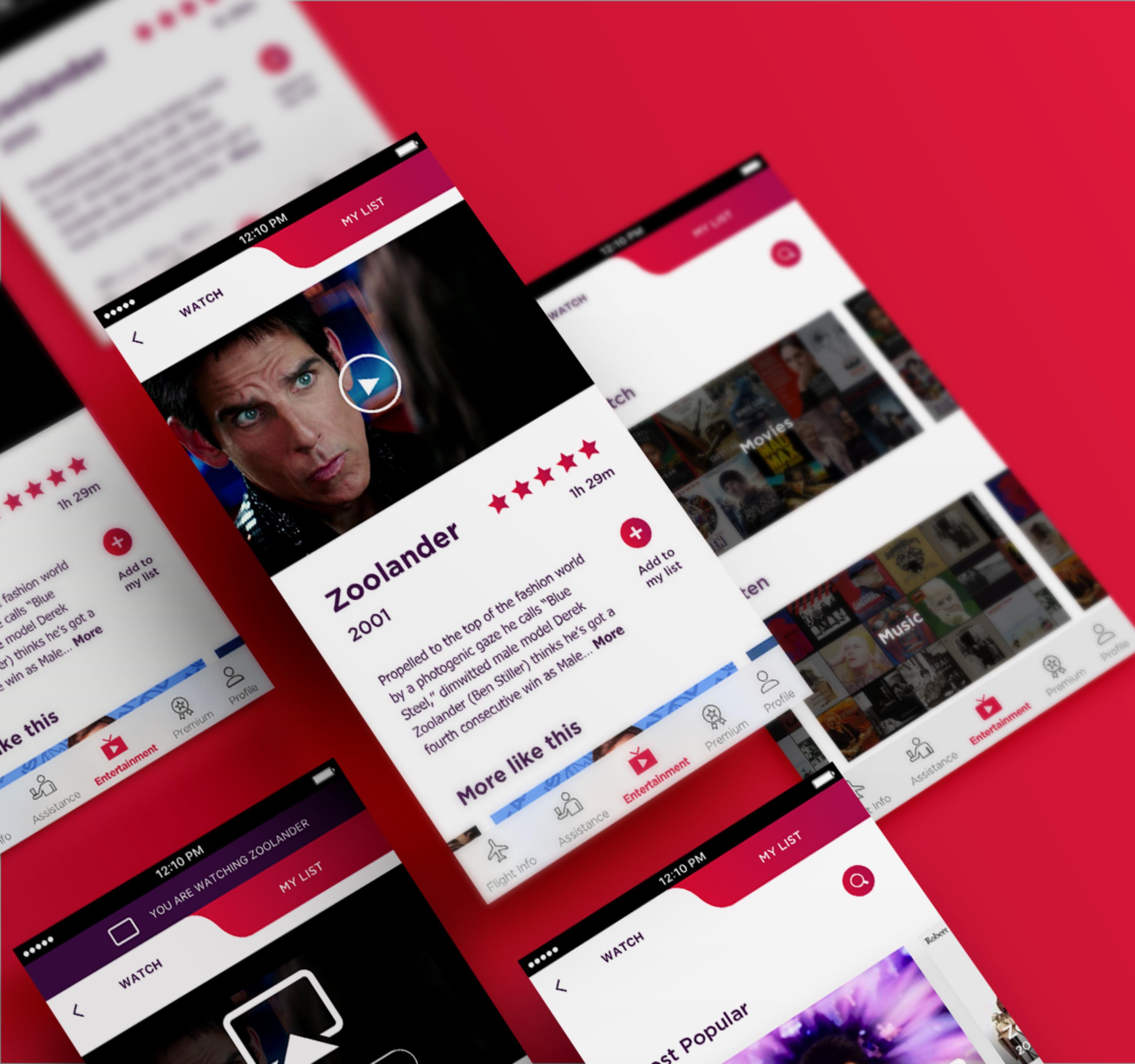
And when there is a technical  
problem...



She finds it awkward to call  
the flight attendant



Solution! Let it Fly



*Virgin*  
**Let it  
FLY**

Build an **app** that helps Virgin  
Atlantic's passengers have a  
**seamless** and **entertaining** flight

# **Week #2**

## **Development and delivery sprint**

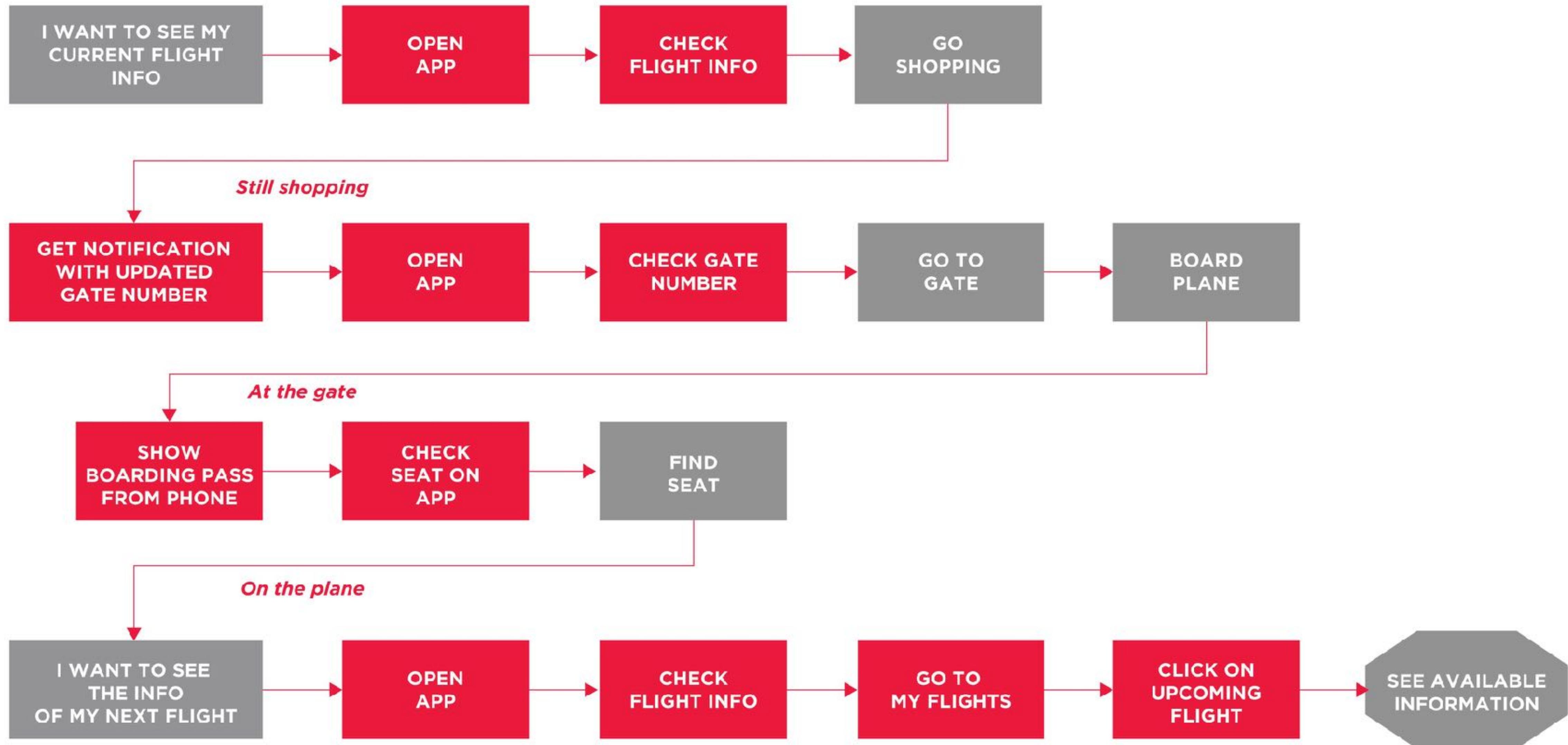
This included paper prototypes, mid-fidelity prototypes, mock-ups and a high-fidelity clickable prototype.

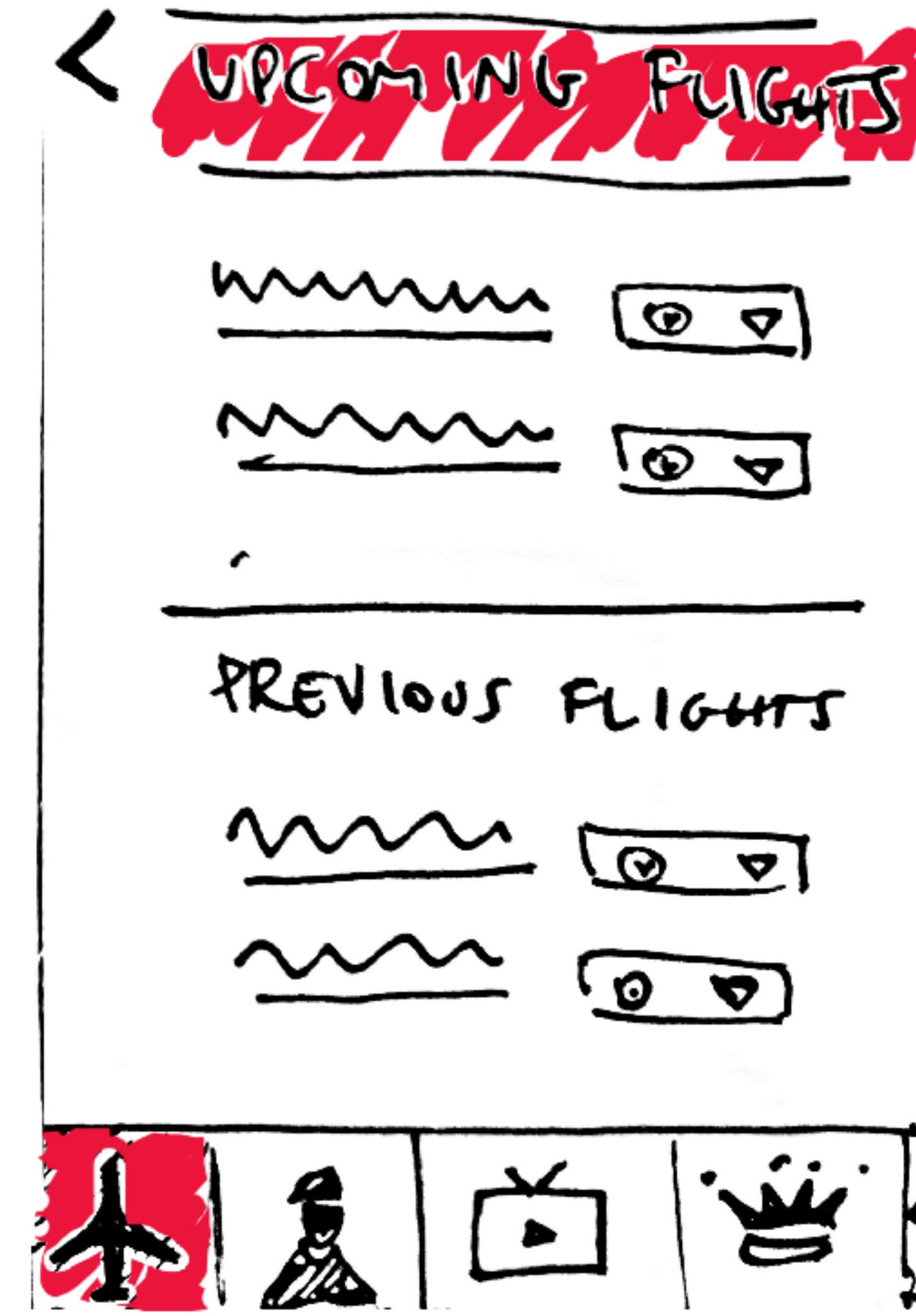
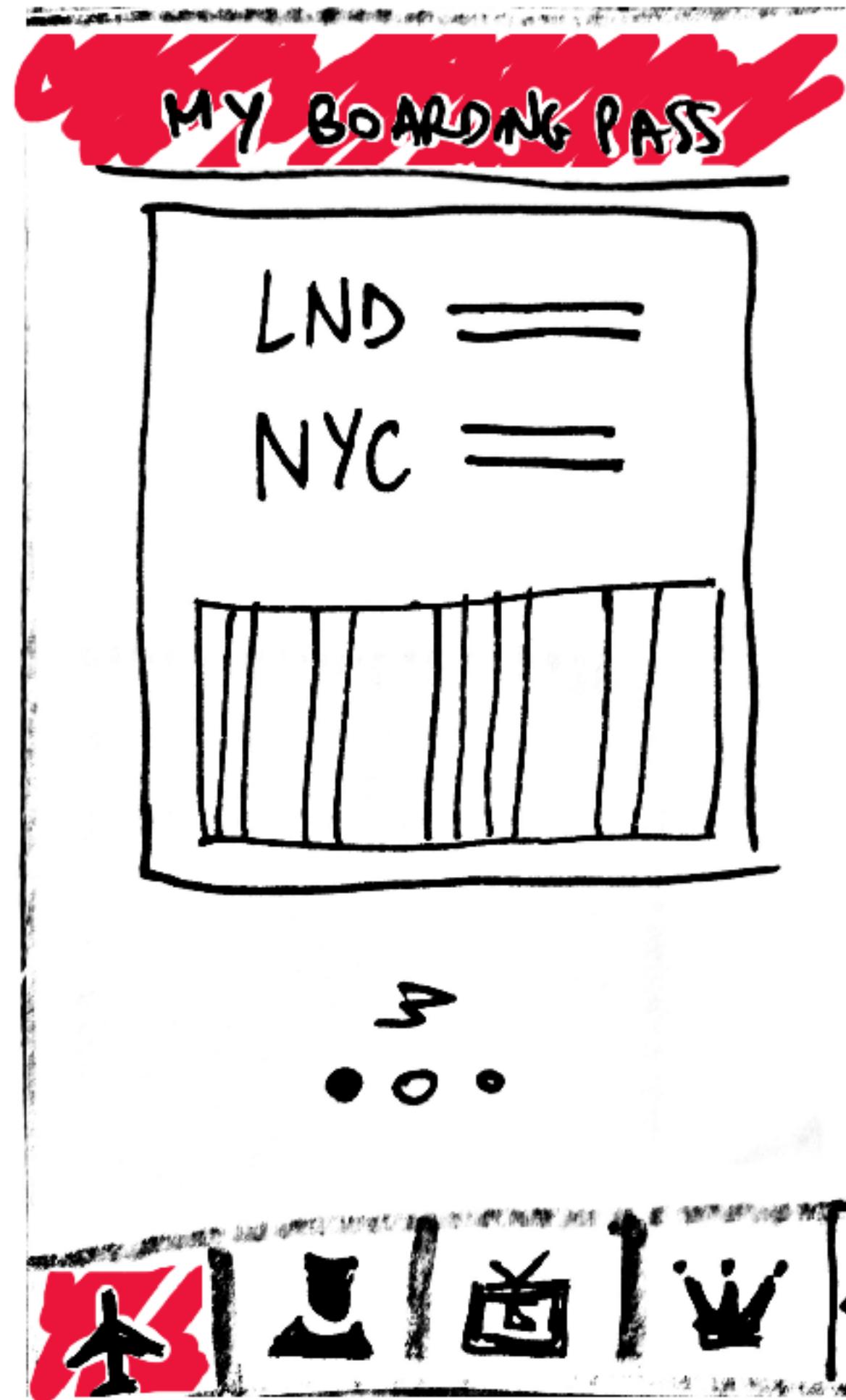
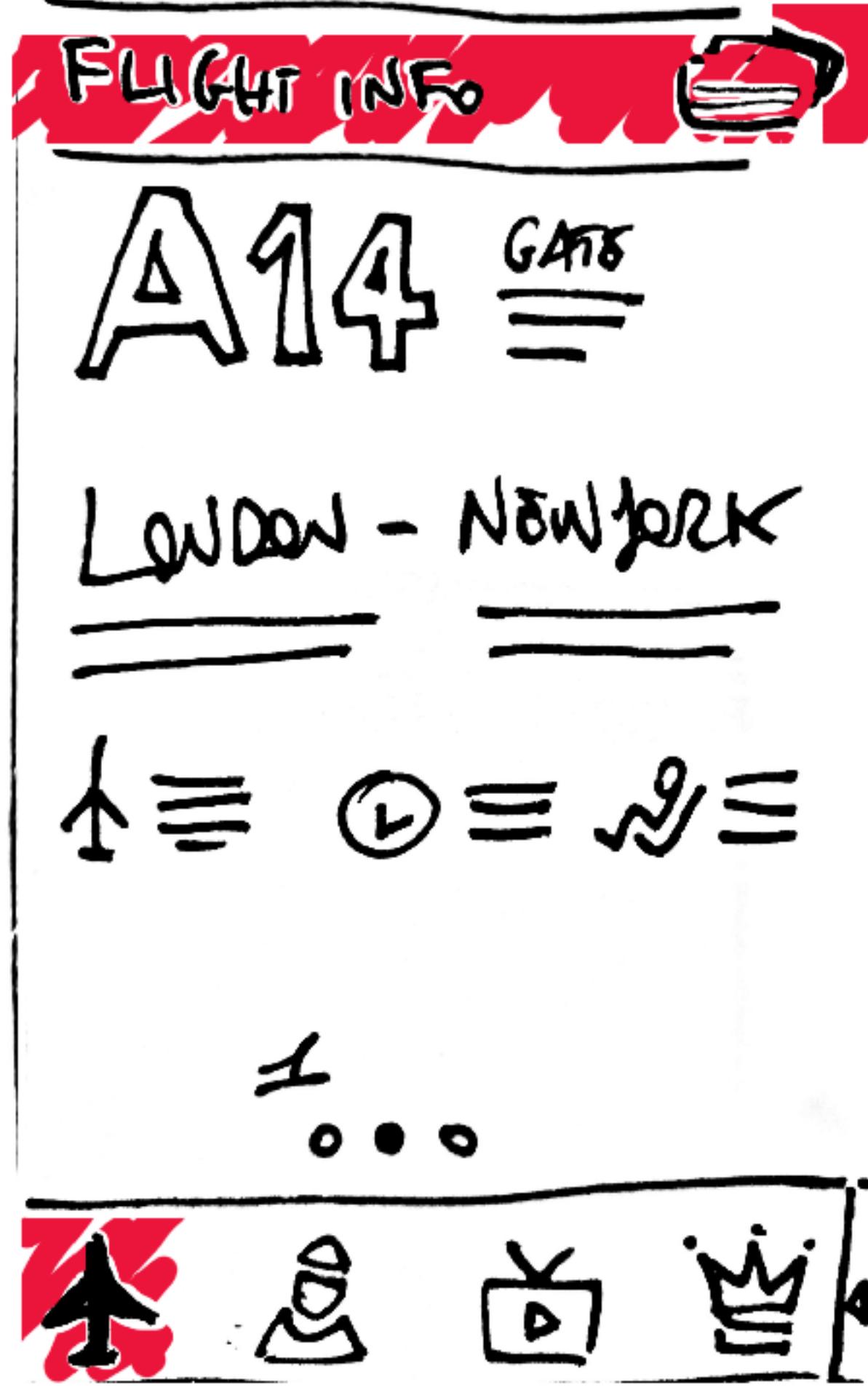
We did several iterations and usability tests.



# USER FLOW

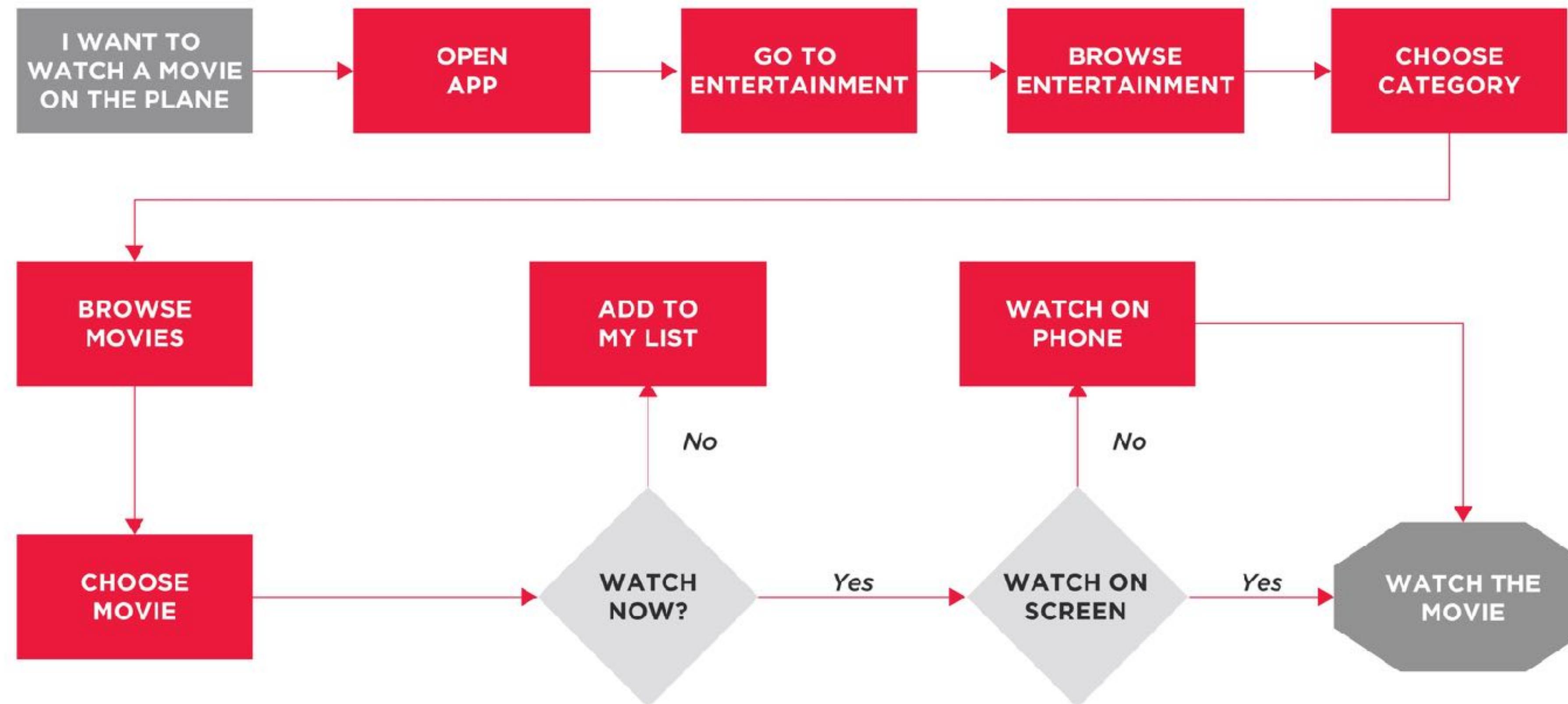
## SEAMLESS FLIGHT JOURNEY

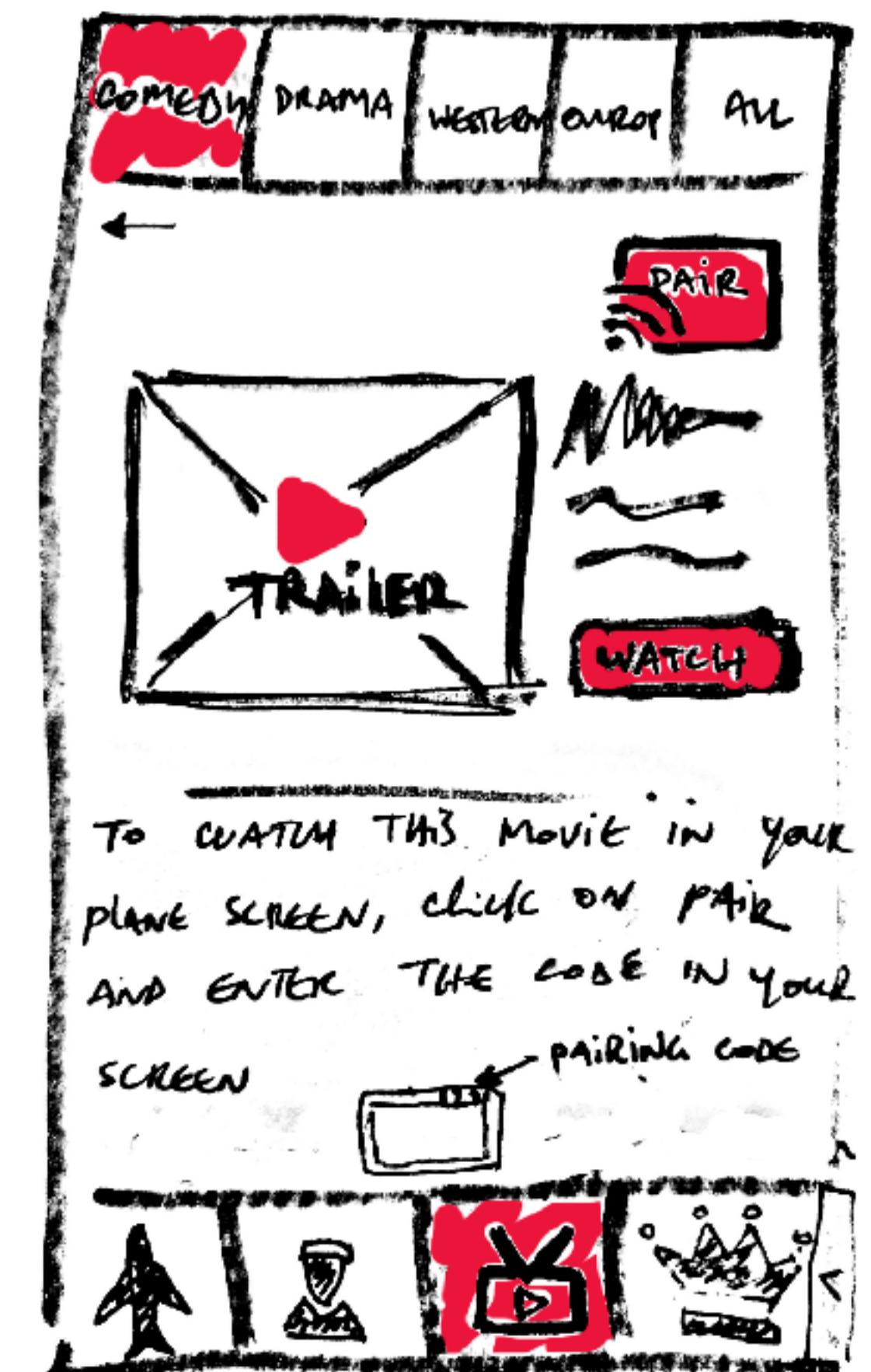
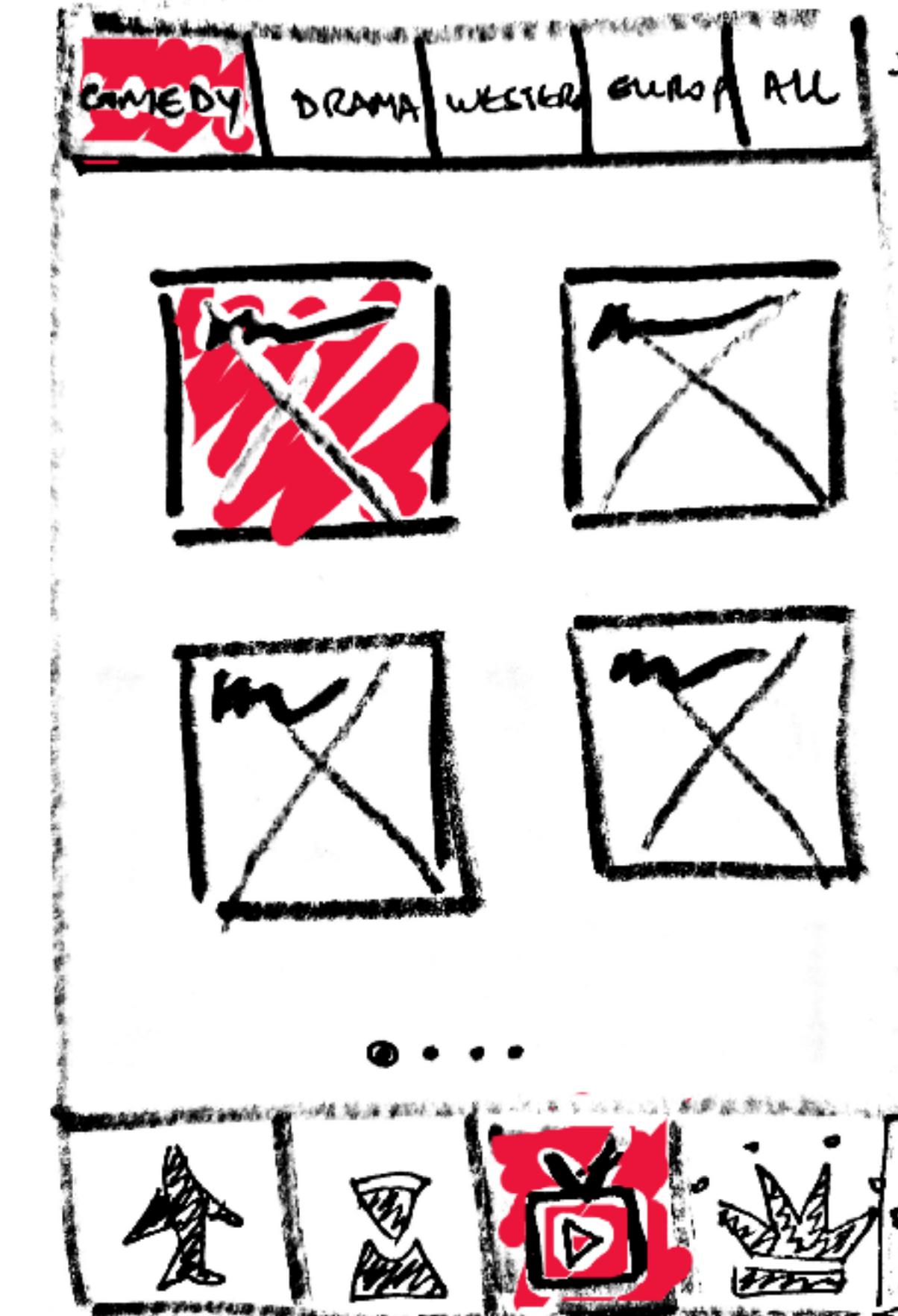
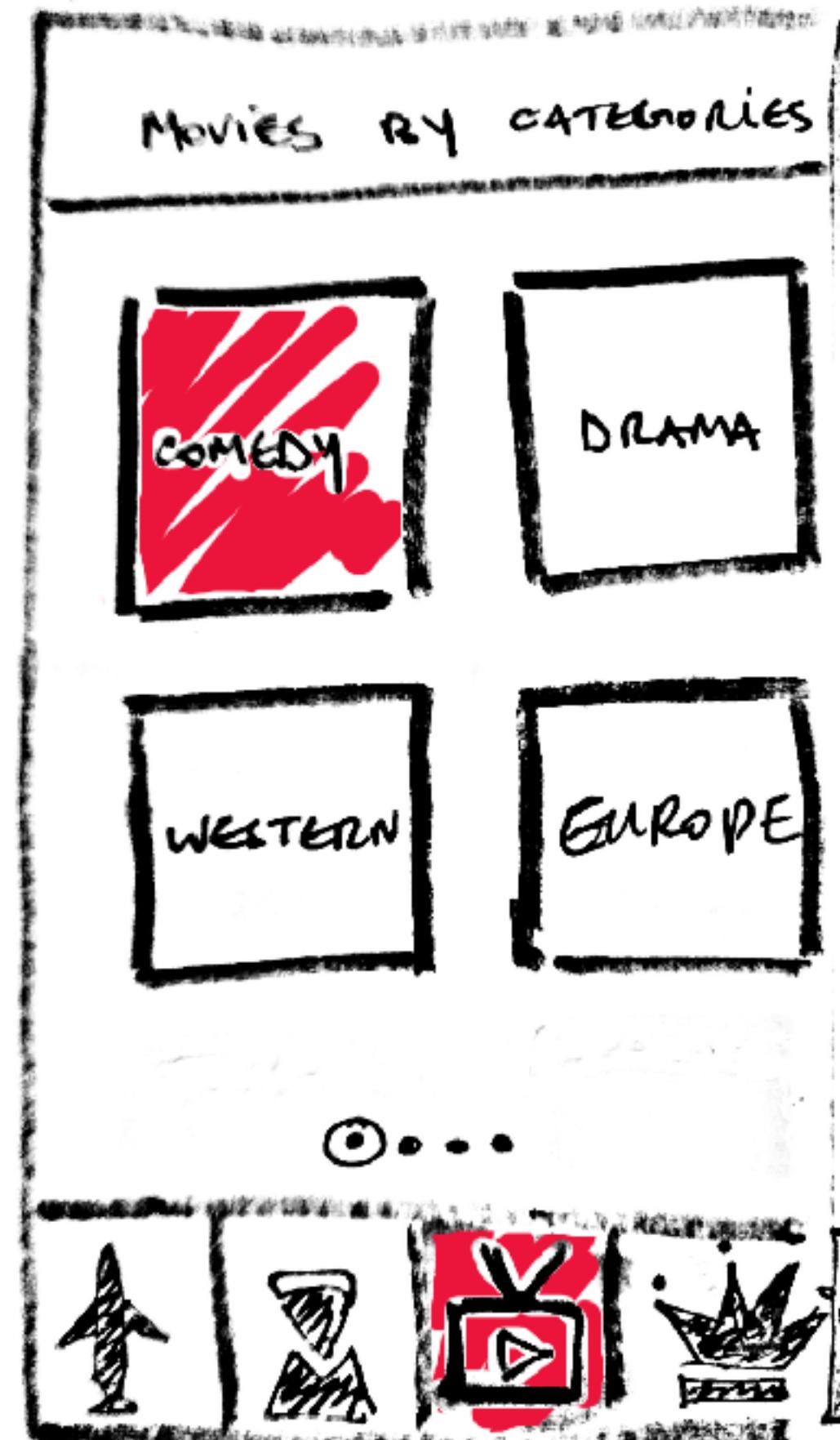
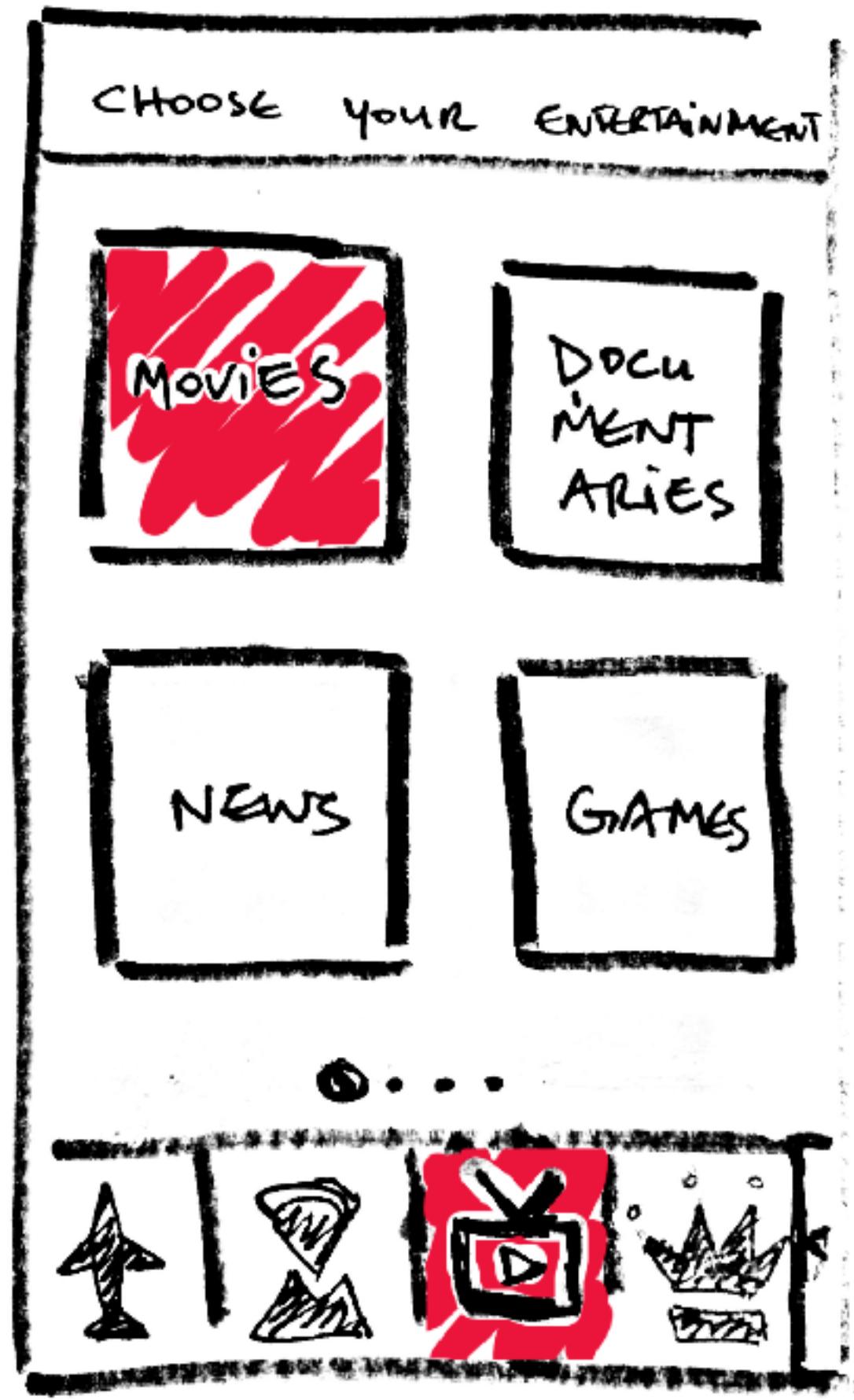




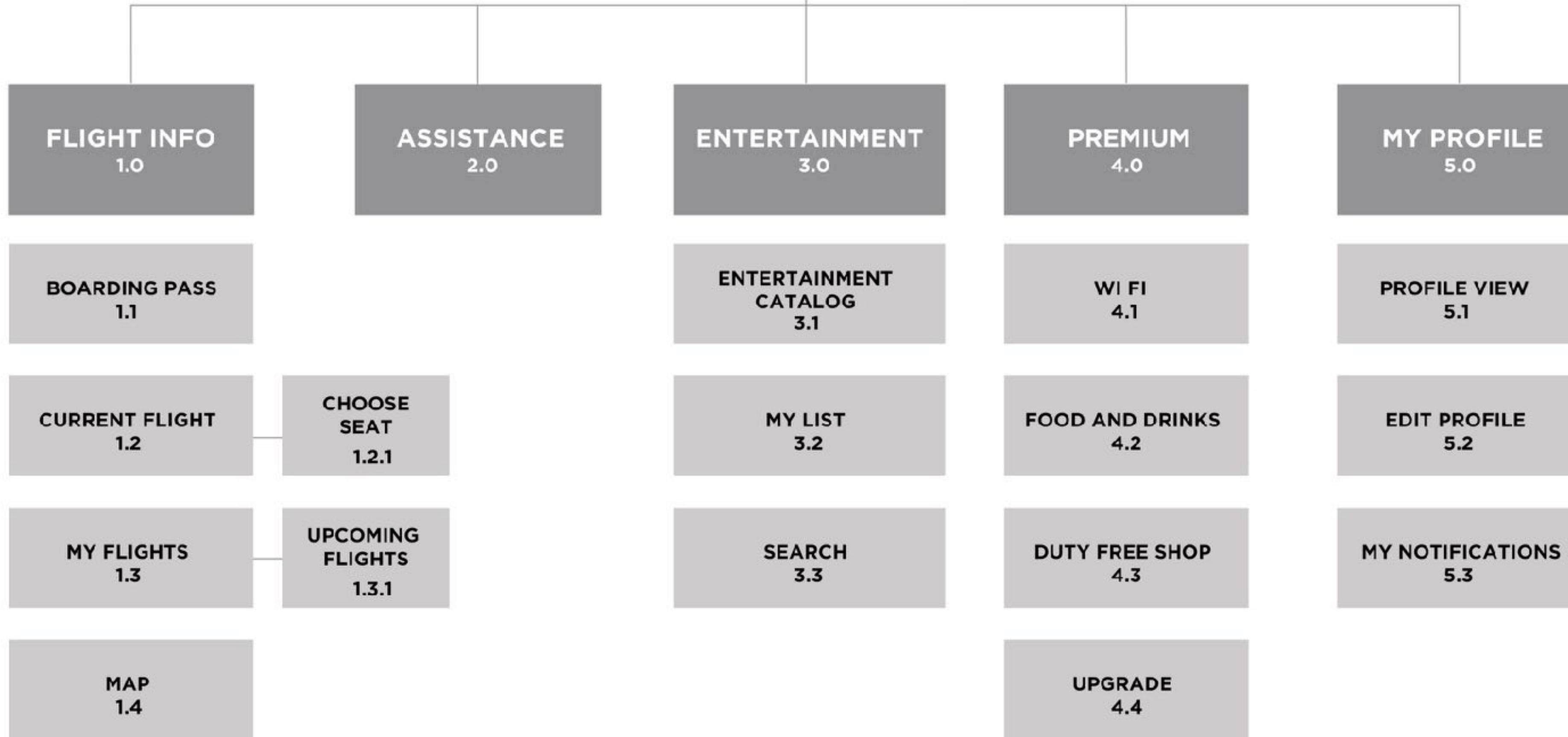
# USER FLOW

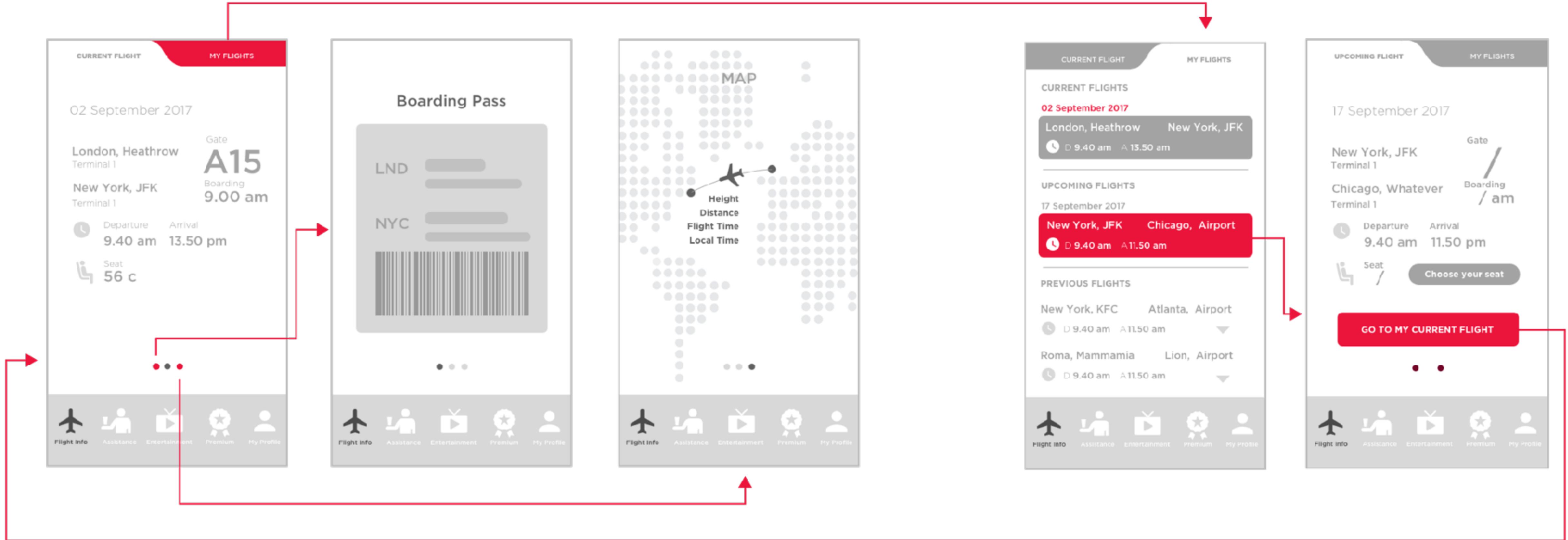
## EXCEPTIONAL FLIGHT ENTERTAINMENT EXPERIENCE

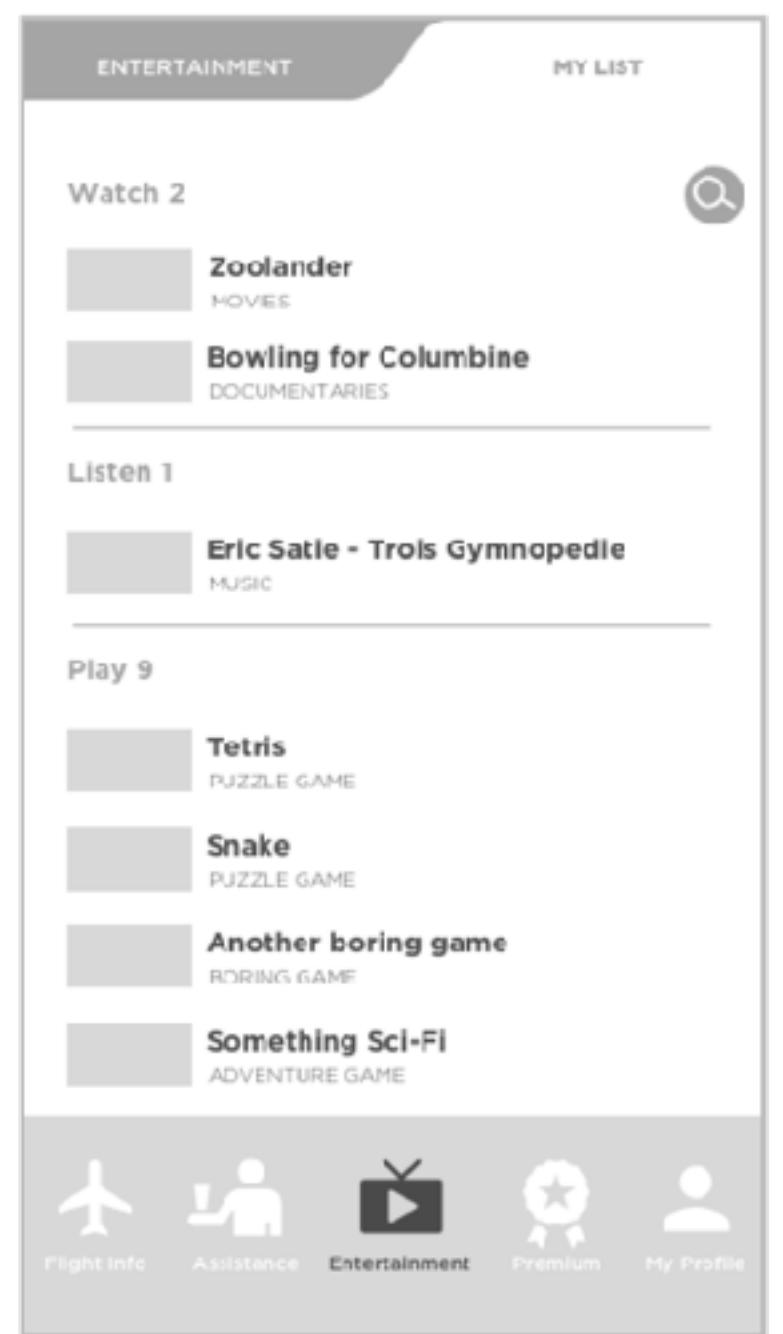
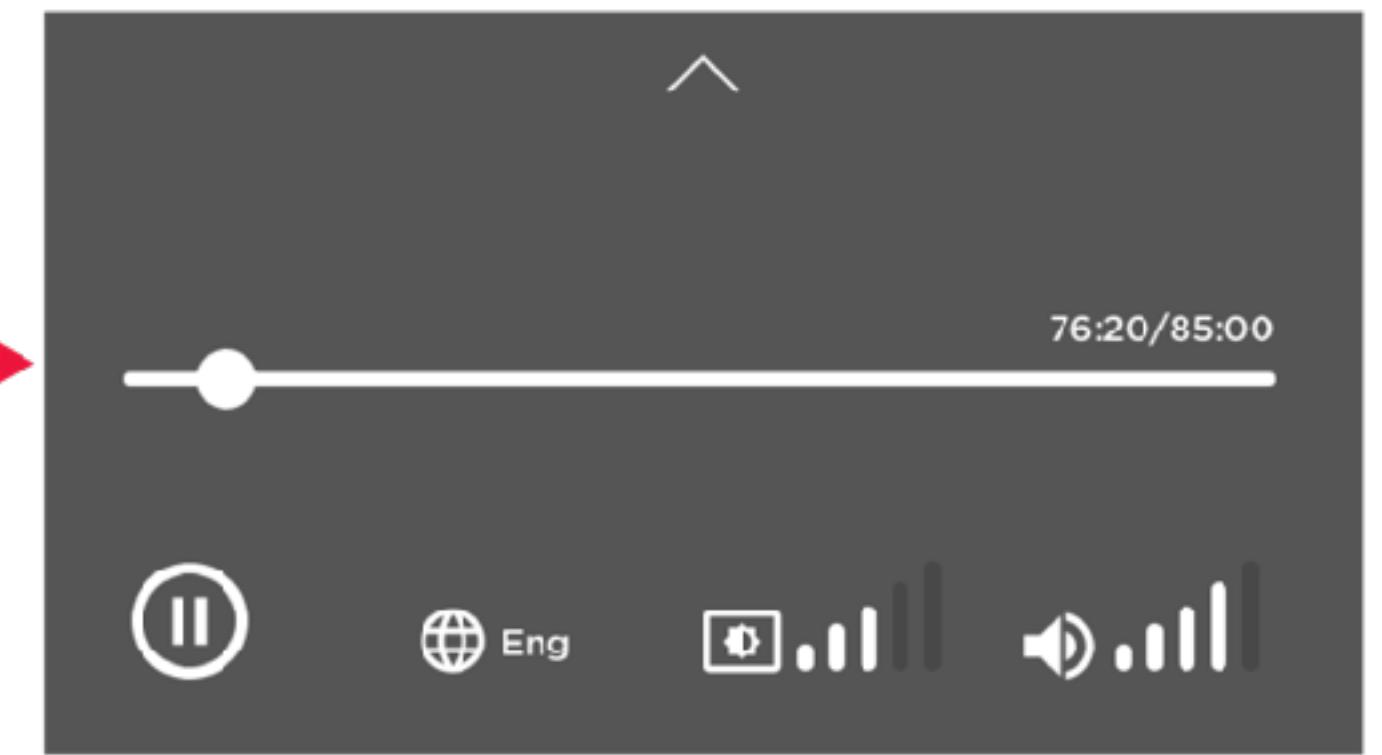
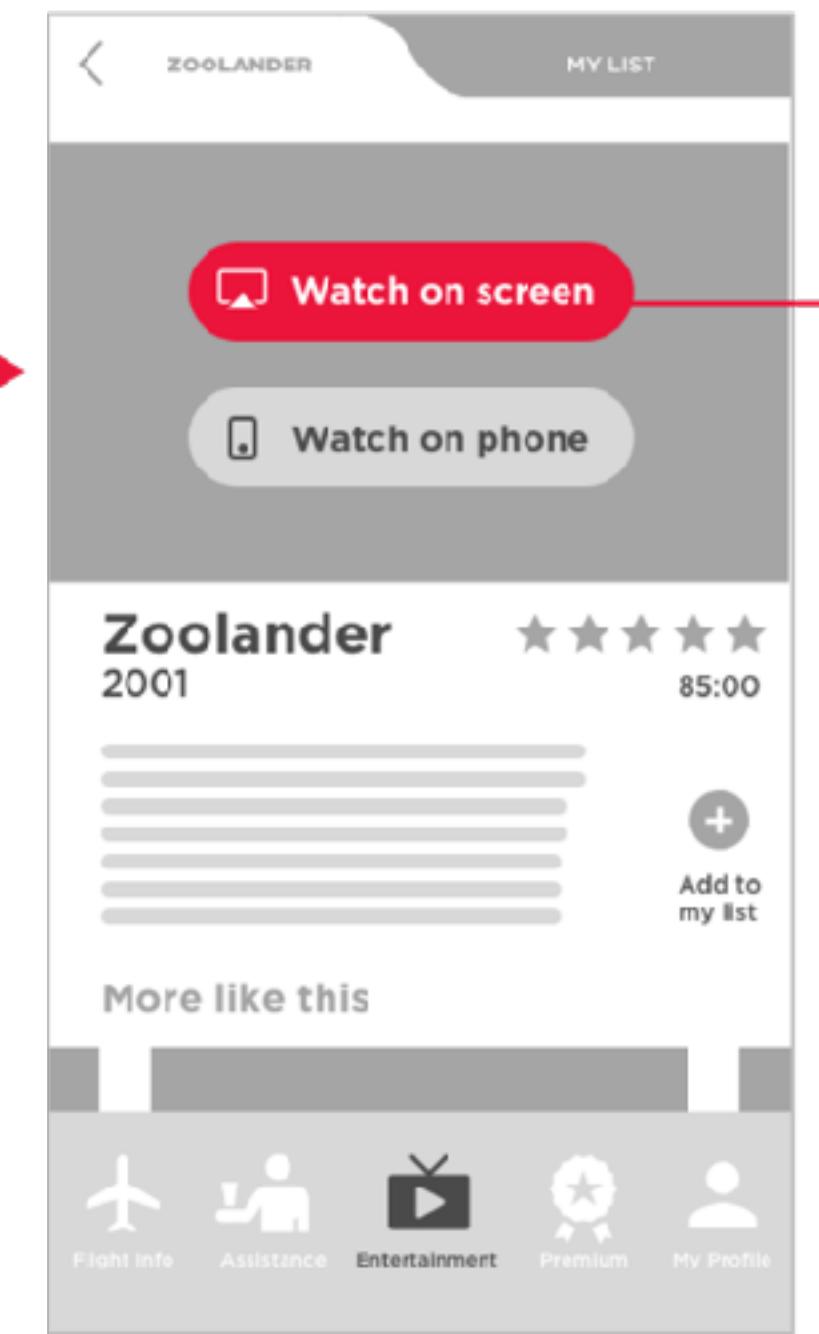
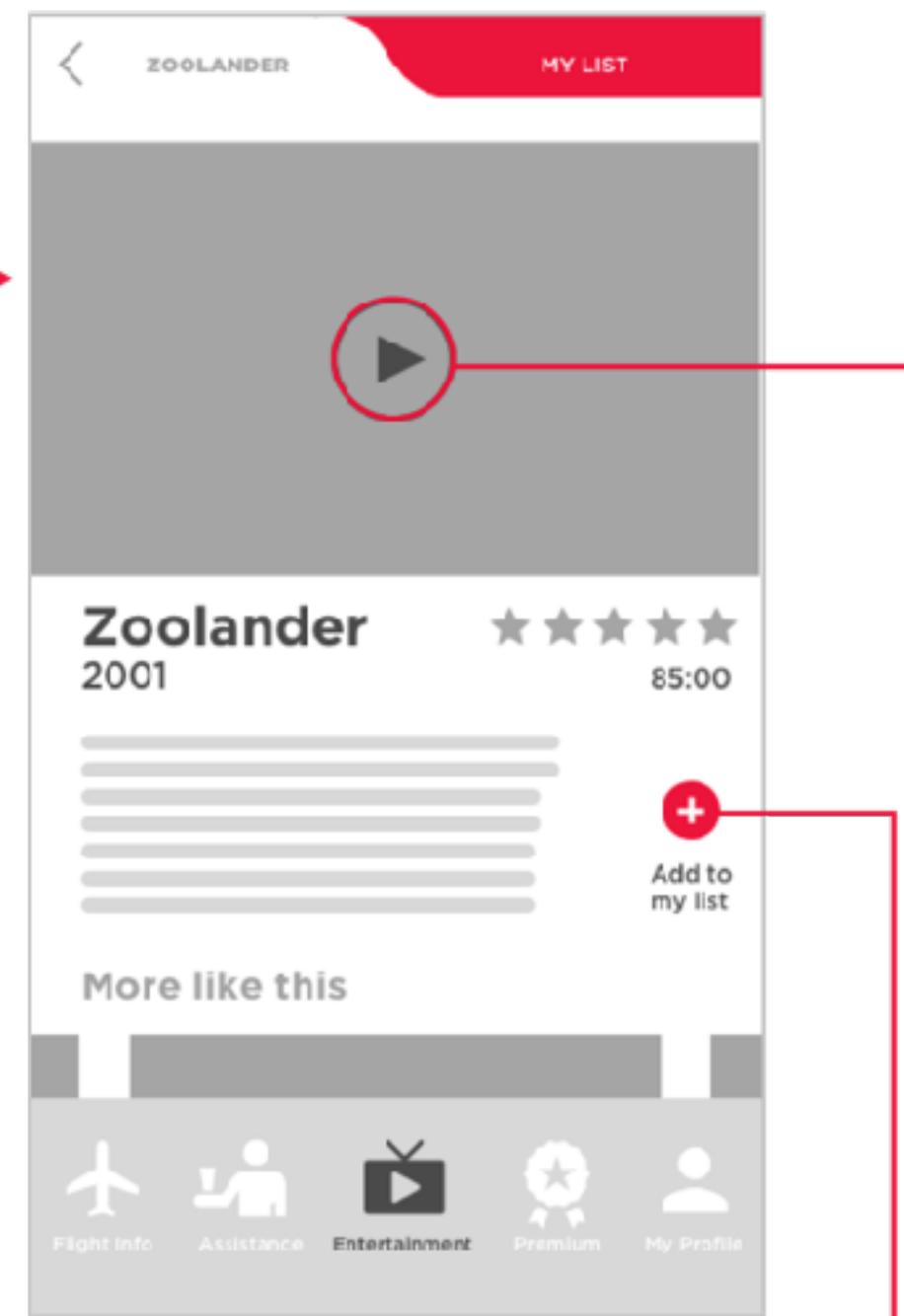




# Let it Fly







## Usability Testing



## Design Studio

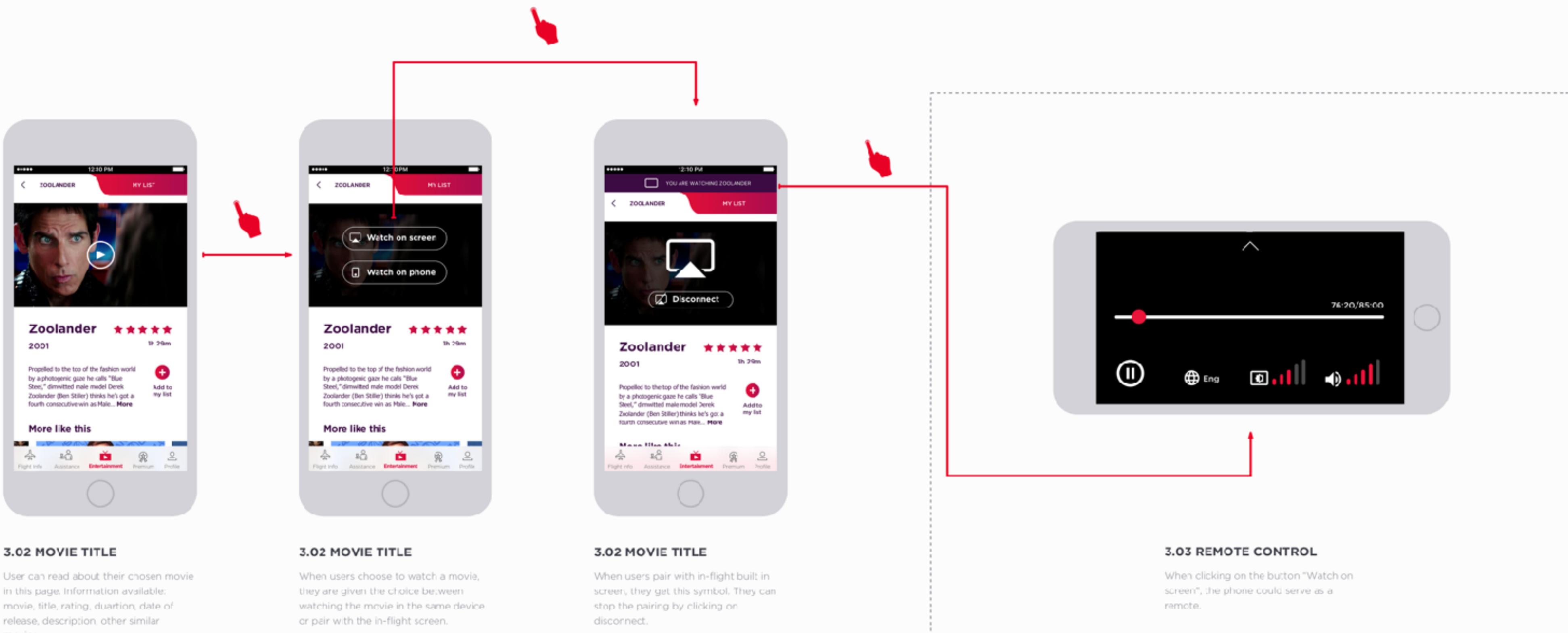




## Virgin Atlantic

iOS App  
Wireflows

### FLOW 03: ENTERTAINMENT





*“It's about following your dreams, seeking new **experiences** and turning your ideas into reality.”*

— Virgin Atlantic