Airlines Data Analytics for Aviation Industry

Project Title:Airlines Data Analytics for Aviation Industry

SCENARIO

customer journey map

Entice

How does someone initially become aware of this process?

Steps

What does the person (or group) typically experience?

Interactions

What interactions do they have at each step along the way?

People: Who do they see or talk to?

Places: Where are they?

Things: What digital touchpoints or physical objects would they use?

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?



Could we automatically carry over the city from your booking? (e.g. via a cookie)

Enter

What do people experience as they begin the process?

Complete payment information	Email confirmation	Email reminder
They fill out their contact and credit card information, then continue	An email immediately sends to confirm their tour and provide details about where and when to meet their guide	One day before the tour begins, a reminder email is sent to all tour participants. The email emphasizes where and when to meet, and what to bring (if applicable).

City flights section of the website, iOS app, or Android app	Payment overlay within the website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)
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Provide a simpler summary to avoid information overload

Exit

Engage

Sometimes people are matched up with passengers that they don't really like

happens?

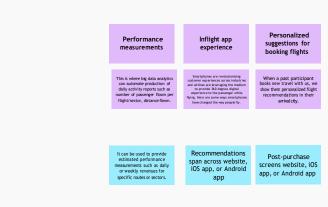
In the core moments

in the process, what

What do people typically experience as the process finishes?

ort	Revenue Management	Crew management	Fraud detection
ansport nobility ling or orts by t-mile fficient	Revenue management (RM) is the application of data and analytics aimed at defining how to sell a product to those who need it, at a reasonable cost at the right time and using the right channel.	"Crew management is a complex task due to many legal constraints. For instance, if staff belong to a trade union, limitation include an allowed rumber of flight hours and days off, as well as reimbarrament in case of a labor law violation,"	There are numerous fraudulent schemes, including paying with stolen cards, claiming reimbursement for Tost bagsage, creating fake online travel agencies, and so on.

omer looks for or guide, often stance as they lk closer	Transaction can be maintained easily.	Depending upon the passengers, the crew and pilots can be allocated properly.	"Leave a review" mod window within the prof on the website, iOS ap or Android app



Extend

What happens after the

experience is over?

Passengers feel very comfortable when they leave the journey.	People love the journey itself, we have a 100% satisfaction rating	looking b	igers like ack on their t trips

Help me see ways to

	How might v progressively di the full reviews each step feels simple?
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