

Airlines Data Analytics forAvaition Industry

Team ID : PNT2022TMID48962

Project Title:

Airlines Data Analytics for Avaition Industry

SCENARIO

customer journey map

Entice

How does someone initially become aware of this process?

Enter

What do people experience as they begin the process?

Engage

In the core moments in the process, what happens?

Exit

What do people typically experience as the process finishes?

Extend

What happens after the experience is over?

Inflight appexperience
Performancemeasurements

Fraud detection

Crew management

Revenue Management

Integrated transportplanning

Funding finance andinvestment

Visit websiteor app

Booking othertravel

Email reminder

Email confirmation

Complete paymentinformation

Steps

Most customers discover city tours as they are booking otherFairplane travel

A customer navigatesto the city tours section of our website or app

The customer types a city,dates, and the number of people who will attend thetour to see what flights areavailable

The global investment needs for airport expansion and construction, for example, are estimated at USD 1.8 trillion from 2015 to 2030,

Airport developmentprojects are very large in scope

Policies to promote intermodal transport connectivity aim to enhance the mobility of people and businesses travelling or transporting goods through airports by making aviation, urban and last-mile transportation more seamless, efficient and affordable.

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, limitations include an allowed number of flight hours and days off, as well as reimbursement in case of a labor law violation."

There are numerous fraudulent schemes, including paying with stolen cards, claiming reimbursement for "lost" baggage, creating fake online travel agencies, andsoon.

This is where big data analytics can automate production of daily activity reports such as number of passenger flown per flight/sector, distance flown.

Smartphones are revolutionizing customer experiences across industries and airlines are leveraging the medium to provide 360 degree digital experience to the passenger while flying. Here are some ways smartphones have changed the way people fly.

When a past participant books new travel with us, we show them personalized flightrecommendations in their arrivalcity.

The customer looks for the group or guide, oftenfrom a distance as they walk closer

Post-purchase screens website, iOSapp, or Android app

Recommendations span across website, iOS app, or Android app

It can be used to provide estimated performance measurements such as daily or weekly revenues for specific routes or sectors.

"Leave a review" modal window within the profileon the website, iOS app, or Android app

Depending upon thepassengers,the crewand pilots can be allocated properly.

Direct interactions with the guide, andpotentially other group members

Flight locations tend to start in a specific public space (e.g. the steps of astatue in a town square)

Customer's email (software like Outlook or websitelike Gmail)

Payment overlay within the website,iOS app,

or Android app

City flights section of the website, iOS app, or Android app

Airlines leverage mobileapps to enhance the customer experience of their passengers.

Flight booking section of the website, iOS app, or Android app

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).

An email immediately sends to confirm their tourand provide details about where and when to meet their guide

They fill out their contact and creditcard information, then continue

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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?

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Help me see ways to enhance my new trip

Help me see what I could be doing next

Help me see what I've done before

Help me share the word about a great experience in flight

Help me leave the flight with good feelings and no awkwardness

Help me feel good about my decision to go on this flight or places and to feel welcome

Help me feel confident about where to go

Help me see what they have to offer

Help me avoid seeing places for the wrong dates, locations, or numbers of people

Help passengers to get this flight booked

Help me make sure I don't forget about my flight timings so that I don't waste money or get disappointed

Help me feel confident that my purchase is finalized and tell me what to do next

Help me get through this payment part without too much hassle

Goals & motivations

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It's fun to look at options and imagine doing each tour, like shopping for experiences

People love the journey itself, we have a 100% satisfaction rating

Passengers feel very comfortable when they leave the journey.

Our airhostesses tend to be so good that people are reassured when they meet their passengers

It's reassuring to read reviews written by past passengers

Current payment flow is very bare-bones and simple

Excitement about the airline journey ("Here we go!")

Airports, images, videos, and explanations are exciting to see
We think people like these recommendations because they have an extremely high engagement rate
We've heard from several people that the reminder emails were essential, especially if they booked way in advance

Passengers like looking back on their past trips

Positive moments

Trepidation about the purchase
("I hope this will be worth it!")

People sometimes forget to put in their dates or number of people, which leads them to discover tours they can't actually attend

Several people expressed "information overload" as they browse
People express a bit of fear of commitment at this step

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Negative moments

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

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

People feel peer pressure to tip a guide when someone else on the tour tips, leaving them feeling weird and bad if they don't

Passengers may get annoyed due to checking process.

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People describe leaving a review as an arduous process

Customers report feeling review fatigue

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How might we totally eliminate this awkward moment?

If you don't follow this path immediately after your booking, could we send a follow-up?

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

How might we extend the personal connection to the journey is over?

How might we progressively disclose the full review so that each step feels more simple?

How might we make it clear that tipping is appreciated but not necessary?

How might we help people celebrate and remember things they've done in the past?

Provide a simpler summary to avoid information overload

Areas of opportunity

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