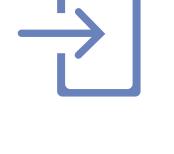
# Airlines Data Analytics for Avaition Industry

Team ID:PNT2022TMID22723Team

customer journey map



How does someone initially become aware of this process?



What do people experience as they begin the process?



In the core moments in the process, what



Management

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

What do people typically experience as the process finishes?

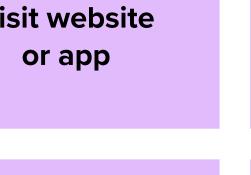


What happens after the experience is over?



typically experience?

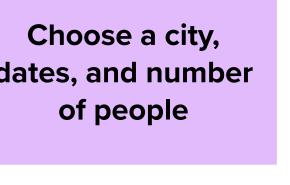


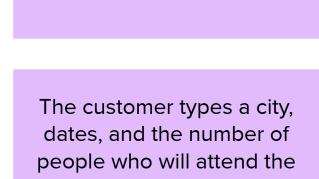


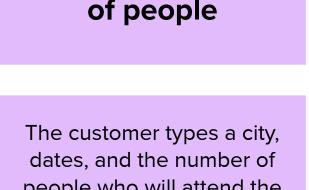
to the city tours section of our website or app

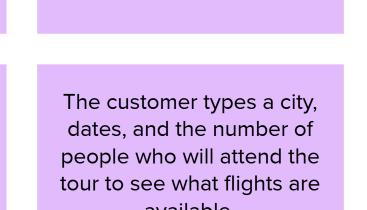
Airlines leverage mobile apps to enhance the

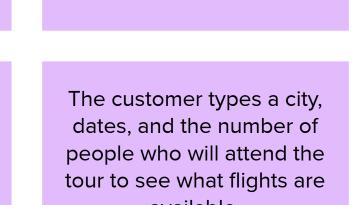
their passengers.

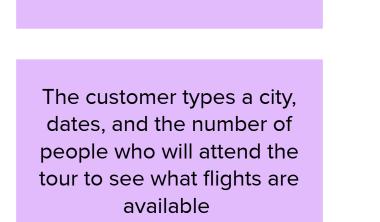


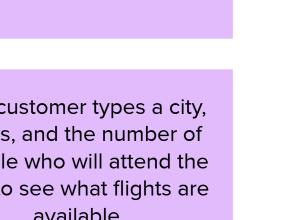




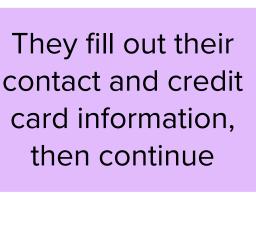


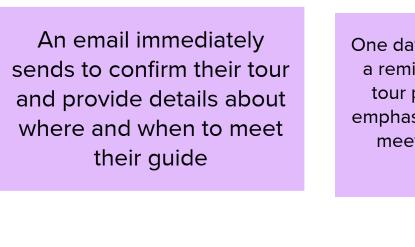


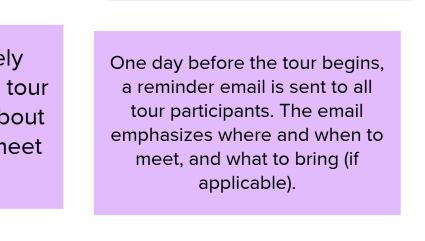


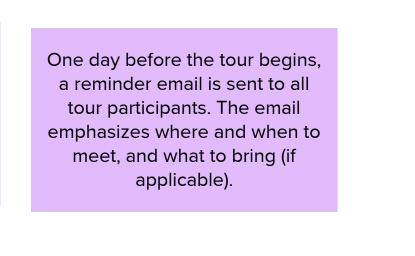




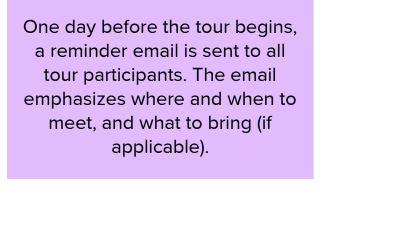




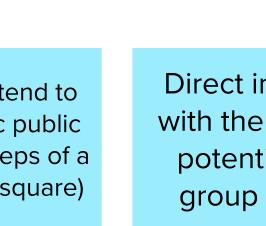




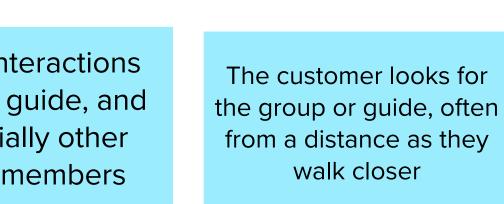
Outlook or website like Gmail)



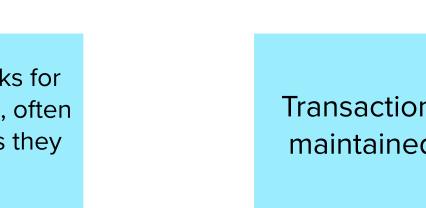


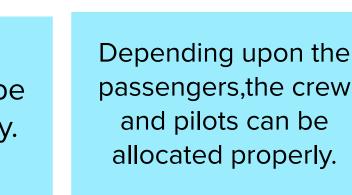


large in scope

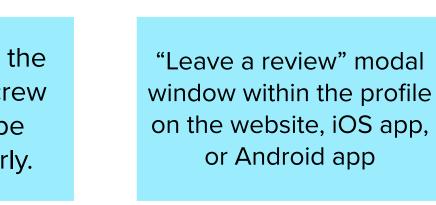


Policies to promote intermodal transport connectivity aim to enhance the mobility of people and businesses travelling or transporting goods through airports by making aviation, urban and last-mile transportation more seamless, efficient and affordable.





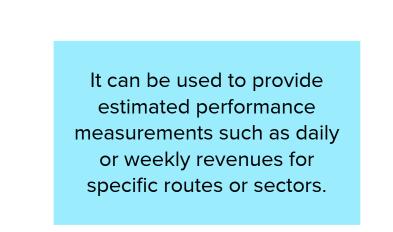
"Crew management is a complex task due to many legal constraints. For instance, if staff belong to a trade union, limitations include an allowed number of flight hours and days off, as well as reimbursement in case of a labor law violation,"



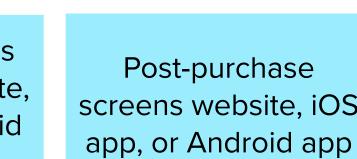
There are numerous fraudulent

schemes, including paying with
stolen cards, claiming
reimbursement for "lost" baggage,
creating fake online travel

agencies, and so on.



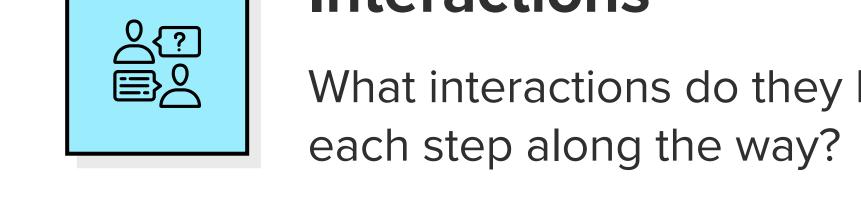




books new travel with us, we

recommendations in their arrival city.

show them personalized fligh



What interactions do they have at

Interactions

People: Who do they see or talk to?

Places: Where are they?

**Goals & motivations** 

primary goal or motivation?

At each step, what is a person's

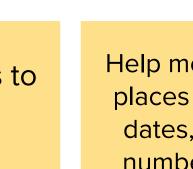
("Help me..." or "Help me avoid...")

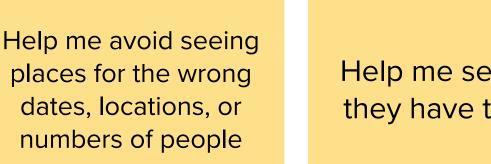
Things: What digital touchpoints or physical objects would they use?

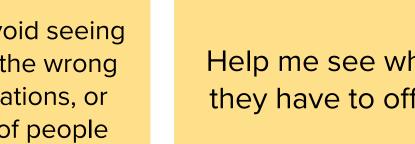


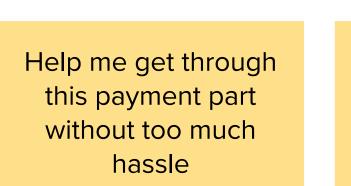


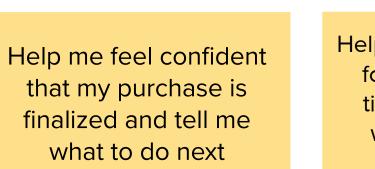


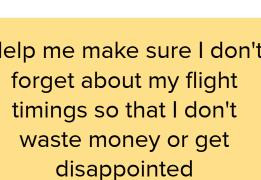


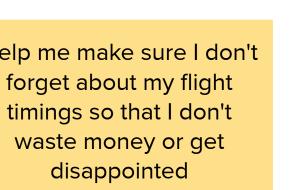


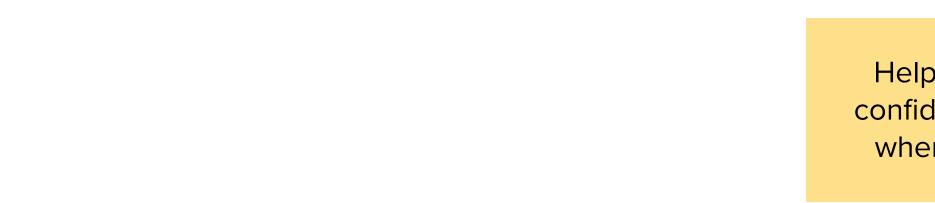


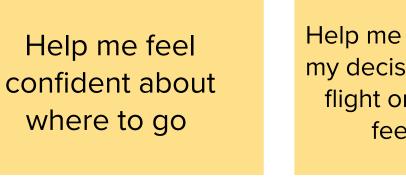


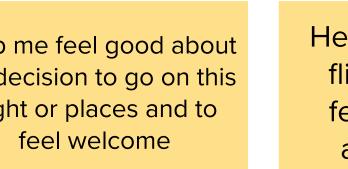


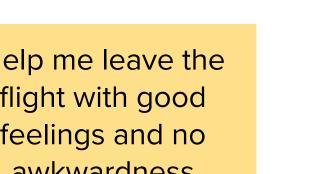


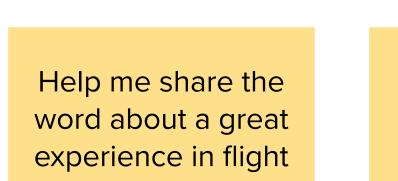


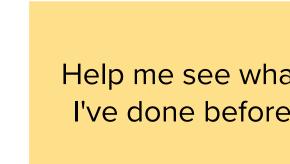






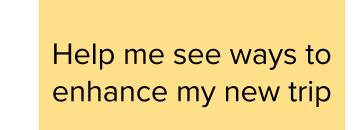


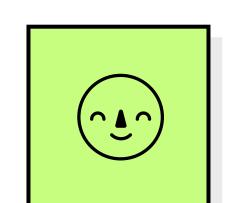






to provide 360 degree digital

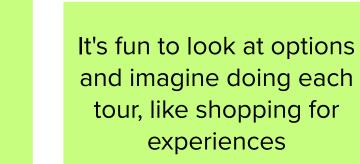


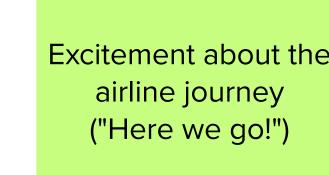


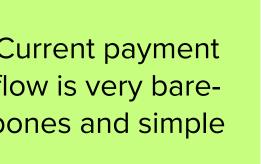
## **Positive moments**

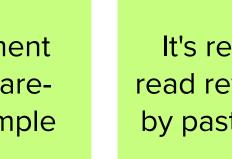
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

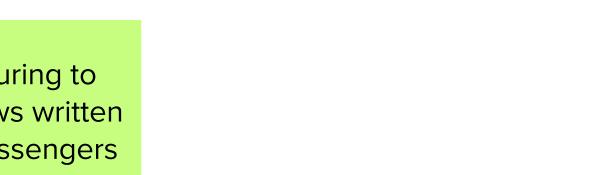


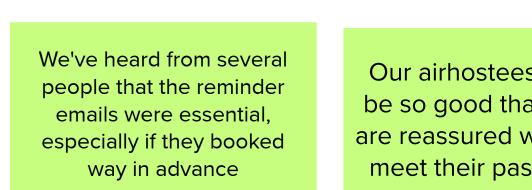


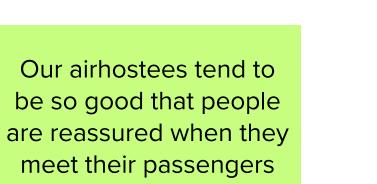


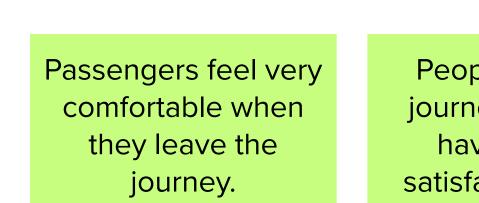




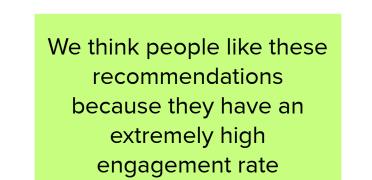


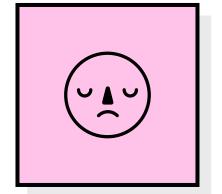








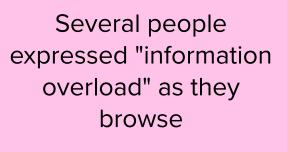




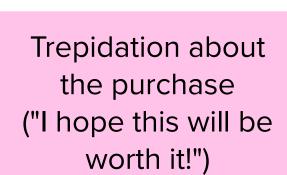
### **Negative moments**

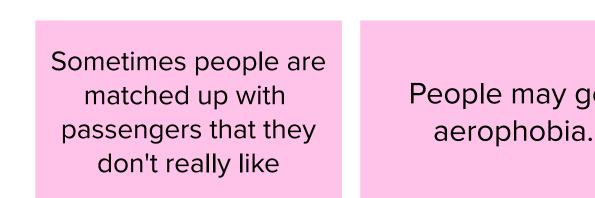
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

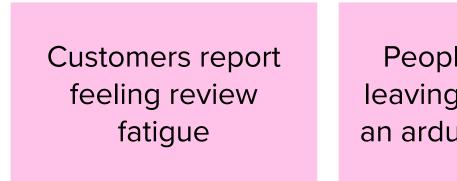


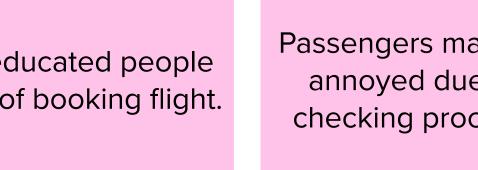


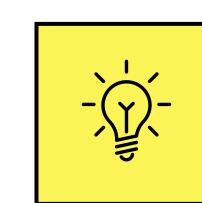












## Areas of opportunity

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

