

Airlines Data Analytics for Avaition Industry

Team ID : PNT2022TMID33055

Project Title:
Airlines Data Analytics for Avaition Industry



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?



Steps

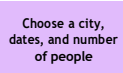
What does the person (or group) typically experience?



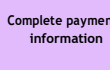
Most customers discover city tours as they are booking other Fair plane travel



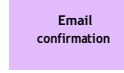
A customer navigates to the city tours section of our website or app



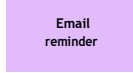
The customer types a city, date, and the number of people who will attend tour to see what flights are available



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, and what to bring (if applicable)



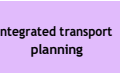
One day before the tour begins, a reminder email is sent to all tour participants. The email emphasizes where and when to meet, and what to bring (if applicable)



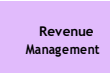
The global investment needs for airport expansion and construction, for example, are estimated at USD 1.8 trillion from 2015 to 2030.



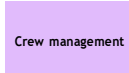
Airport development projects are very large in scope



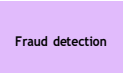
Policies to promote sustainable transport increasingly aim to enhance the mobility of people and businesses travelling or transporting goods through airports by making routes, urban and land use integration more seamless, efficient and affordable



Revenue management (RM) is the application of data and analytics aimed at defining how to sell a product to direct who buys it, at a determinable cost or the right time and using the right channel



"Crew management is a complex task due to many legal constraints. For instance, it involves the analysis to provide the desired flight experience to the passenger while flying. There are some key components that are crucial for crew management, such as crew scheduling, crew rostering, and crew training"



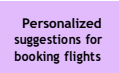
There are numerous fraudulent schemes, including posing with stolen credit cards, identity theft, and using fake documents to book flights. To detect such fraud, airlines use various techniques, such as data mining, machine learning, and artificial intelligence



This is where big data analytics can automate production of daily activity reports such as number of passengers flown per flight, on-time, distance flown



In-flight apps are revolutionizing customer experience. Airlines are using apps to provide a seamless and personalized experience to passengers. For example, they can offer personalized recommendations for food and drinks, entertainment, and more

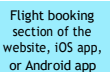


When a past participant books new travel with us, we show them personalized flight recommendations in their email city

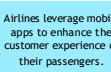


Interactions

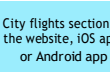
What interactions do they have at each step along the way?



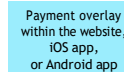
Flight booking section of the website, iOS app, or Android app



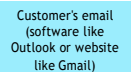
Airlines leverage mobile apps to enhance the customer experience of their passengers



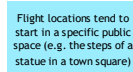
City flights section of the website, iOS app, or Android app



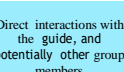
Payment overlay within the website, iOS app, or Android app



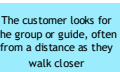
Customer's email (software like Outlook or website like Gmail)



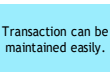
Flight locations tend to start in a specific public space (e.g. the steps of a statue in a town square)



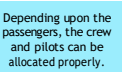
Direct interactions with the guide, and potentially other group members



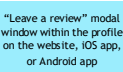
The customer looks for the group or guide, often from a distance as they walk closer



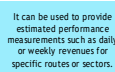
Transaction can be maintained easily



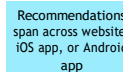
Depending upon the passengers, the crew and pilots can be allocated properly



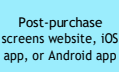
"Leave a review" modal window within the profile on the website, iOS app, or Android app



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



Recommendations span across website, iOS app, or Android app

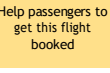


Post-purchase screens website, iOS app, or Android app

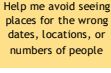


Goals & motivations

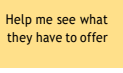
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")



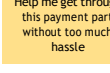
Help passengers to get this flight booked



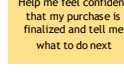
Help me avoid seeing places for the wrong dates, locations, or numbers of people



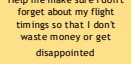
Help me see what they have to offer



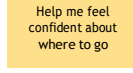
Help me get through this payment part without too much hassle



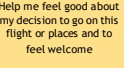
Help me feel confident that my purchase is finalized and tell me what to do next



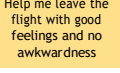
Help me make sure I don't forget about my flight timings so that I don't waste money or get disappointed



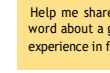
Help me feel confident about where to go



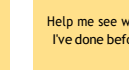
Help me feel good about my decision to go on this flight or places and to feel welcome



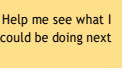
Help me leave the flight with good feelings and no awkwardness



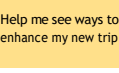
Help me share the word about a great experience in flight



Help me see what I've done before



Help me see what I could be doing next

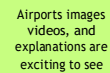


Help me see ways to enhance my new trip

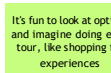


Positive moments

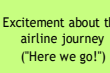
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?



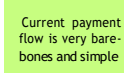
Airports images, videos, and explanations are exciting to see



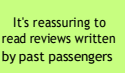
It's fun to look at options and imagine doing each tour, like shopping for experiences



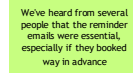
Excitement about the airline journey (Here we go!)



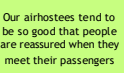
Current payment flow is very bare-bones and simple



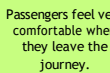
It's reassuring to read reviews written by past passengers



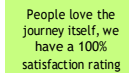
We've heard from several people that the reminder emails were essential, especially if they booked way in advance



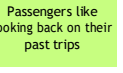
Our airhostesses tend to be so good that people are reassured when they meet their passengers



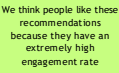
Passengers feel very comfortable when they leave the journey



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



Passengers like looking back on their past trips

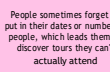


We think people like these recommendations because they have an extremely high engagement rate

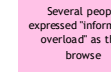


Negative moments

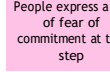
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?



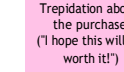
People sometimes forget to put in their dates or number of people, which leads them to discover tours they can't actually attend



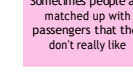
Several people expressed information overload as they browse



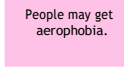
People express a bit of fear of commitment at this step



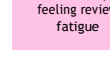
Trepidation about the purchase (I hope this will be worth it!)



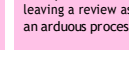
Sometimes people are matched up with passengers that they don't really like



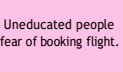
People may get aerophobia



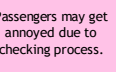
Customers report feeling review fatigue



People describe leaving a review as an arduous process



Uneducated people fear of booking flight

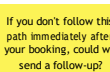


Passengers may get annoyed due to checking process

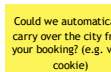


Areas of opportunity

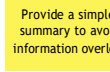
How might we make each step better? What ideas do we have? What have others suggested?



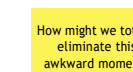
If you don't follow this path immediately after your booking, could we send a follow-up?



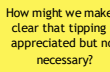
Could we automatically carry over the city from your booking? (e.g. via a cookie)



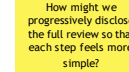
Provide a simpler summary to avoid information overload



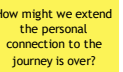
How might we totally eliminate this awkward moment?



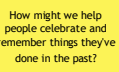
How might we make it clear that tipping is appreciated but not necessary?



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



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



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