

# Airlines Data Analytics for Avaition Industry

Team ID :PNT2022TMID29101

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?



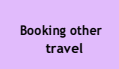
## Extend

What happens after the experience is over?



### Steps

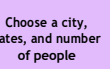
What does the person (or group) typically experience?



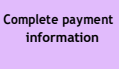
Most customers discover city tours as they are booking other Fairplane travel



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



The customer types a city, dates, and the number of people who will attend the 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 their guide



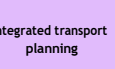
One day before the tour begins, a reminder email is sent to all tour participants. The email emphasizes where and when to meet, and what to bring if applicable.



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



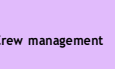
Airport development projects are very large in scope



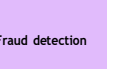
Policies to promote intermodal transport connecting trip plans to enhance the mobility of people and businesses (avoiding or supplementing goods through airports by making airlines, urban and long-term transportation more seamless, efficient and affordable).



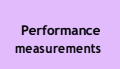
Revenue management (RM) is the application of data and analytics aimed at defining how to sell a product to those who need it, at a reasonable cost at the right time and using the right channel.



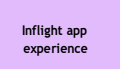
Crew management is a complex task due to many legal constraints. For instance, it is all about how to trade various limitations including an allowed number of flight hours and days off, as well as additional penalties in case of a labor law violation.



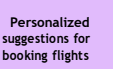
There are numerous fraudulent schemes, including paying with stolen cards, claiming reimbursement for "lost" baggage, creating fake orders to all agencies, and so on.



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 flight experience, which airlines and airports are leveraging to maximize its potential. The inflight app provides a personalized digital experience to the passenger while flying. They are even more sophisticated than ground-based apps.

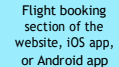


When a past participant books new travel with us, we show them personalized flight recommendations in their app/website.

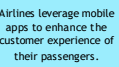


### Interactions

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



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



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



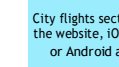
Flight locations tend to start in a specific public space (e.g. the steps of a statue in a town square)



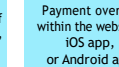
The customer looks for the group or guide, often from a distance as they walk closer



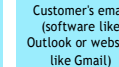
Depending upon the passengers, the crew and pilots can be allocated properly.



"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

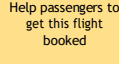


Post-purchase screens website, iOS app, or Android app

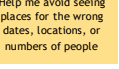


### Goals & motivations

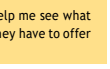
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")



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



Help me get through this payment part without too much hassle



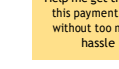
Help me make sure I don't forget about my flight timings so that I don't waste money or get disappointed



Help me leave the flight with good feelings and no awkwardness



Help me see what I've done before

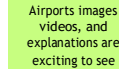


Help me see ways to enhance my new trip

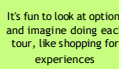


### Positive moments

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



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



Current payment flow is very bare-bones and simple



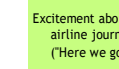
We've heard from several people that the reminder emails were essential, especially if they booked way in advance



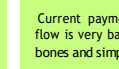
Passengers feel very comfortable when they leave the journey.



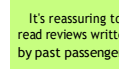
Passengers like looking back on their past trips



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



People express a bit of fear of commitment at this step



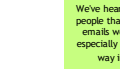
Sometime people are matched up with passengers that they don't really like



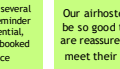
Customers report feeling review fatigue



Uneducated people fear of booking flight.



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



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

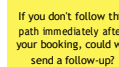


How might we help people celebrate and remember things they've done in the past?

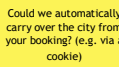


### Areas of opportunity

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)



How might we totally eliminate this awkward moment?



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



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



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