FAIRPLANE

Airlines Data Analytics for Aviation Industry

SCENARIO

customer journey map

	Entice	Enter	Engage	Exit	Extend
	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 happens?	What do people typically experience as the process finishes?	What happens after the experience is over?

Steps
What does the person (or group) typically experience?

Entice	Enter	Engage	Exit	Extend
Booking other travel — Most customers discover city tours as they are booking other Fair plane travel	**Complete payment information** — They fill out their contact and credit card information, then continue	**Funding finance and investment** — The global investment needs for airport expansion and construction, for example, are estimated at USD 1.8 trillion from 2015 to 2030,	**Revenue 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 reasonable cost at the right time and using the right channel.	**Performance measurements** — This is where big data analytics can automate production of daily activity reports such as number of passenger flown per flight/sector, distance flown.
Visit website or app — A customer navigates to the city tours section of our website or app	**Email confirmation** — An email immediately sends to confirm their tour and provide details about where and when to meet their guide	**Airport development and expansion** — Airport development projects are very large in scope	**Crew management** — "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 labor law violation."	**In flight app experience** — 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.
Choose a city, dates, and number of people — The customer types a city, dates, and the number of people who will attend the tour to see what flights are available	**Email reminder** — 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).	**Integrated transport planning** — Policies to promote inter-modal transport connectivity aim to enhance the mobility of people and businesses travelling or transporting goods through airports by making aviation, urban and suburban transportation more seamless, efficient and affordable	**Fraud detection** — There are numerous fraudulent schemes, including paying with stolen cards, claiming reimbursement for "lost" baggage, creating fake online travel agencies, and so on.	**Personalized suggestions for booking flights** — When a past participant books new travel with us, we show them personalized flight recommendations in their arrival city.

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 touch points or physical objects would they use?

Entice	Enter	Engage	Exit	Extend
Flight booking section of the website, iOS app, or Android app	**City flights section of 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)**	**Transaction can be maintained easily.**	**It can be used to provide estimated performance measurements such as daily or weekly revenues for specific routes or sectors.**
Airlines leverage mobile apps to enhance the customer experience of their passengers.	**Payment overlay within the website, iOS app, or Android app**	**Direct interactions with the guide, and potentially other group members**	**Depending upon the passengers, the crew and pilots can be allocated properly.**	**Recommendations span across website, iOS app, or Android app**
	Customer's email (software like Outlook or website like Gmail)	**The customer looks for the group or guide, often from a distance as they walk closer**	**"Leave a review" modal window within the profile on the 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…")

Entice	Enter	Engage	Exit	Extend
Help passengers to get this flight booked	**Help me get through this payment part without too much hassle**	**Help me feel confident about where to go**	**Help me share the word about a great experience in flight**	**Help me see what I could be doing next**
Help me avoid seeing places for the wrong dates, locations, or numbers of people	**Help me feel confident that my purchase is finalized and tell me what to do next**	**Help me feel good about my decision to go on this flight or places and to feel welcome**	**Help me see what I've done before**	**Help me see ways to enhance my new trip**
Help me see what they have to offer	**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**		

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

Entice	Enter	Engage	Exit	Extend
Airports images videos, and explanations are exciting to see	**Excitement about the airline journey ("Here we go!")**	**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**
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**	**Our airhostees tend to be so good that people are reassured when they meet their passengers**	**People love the journey itself, we have a 100% satisfaction rating**	**We think people like these recommendations because they have an extremely high engagement rate**
	It's reassuring to read reviews written by past passengers			

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

Entice	Enter	Engage	Exit	Extend
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**	**Sometimes people are matched up with passengers that they don't really like**	**Customers report feeling review fatigue**	**Uneducated people fear of booking flight.**
Several people expressed "information overload" as they browse	**Trepidation about the purchase ("I hope this will be worth it!")**	**People may get aerophobia.**	**People describe leaving a review as an arduous process**	**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?

Entice	Enter	Engage	Exit	Extend
If you don't follow this path immediately after your booking, could we send a follow-up?	**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 extend the personal connection to the journey is over?**
Could we automatically carry over the city from your booking? (e.g. via a cookie)			**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?**