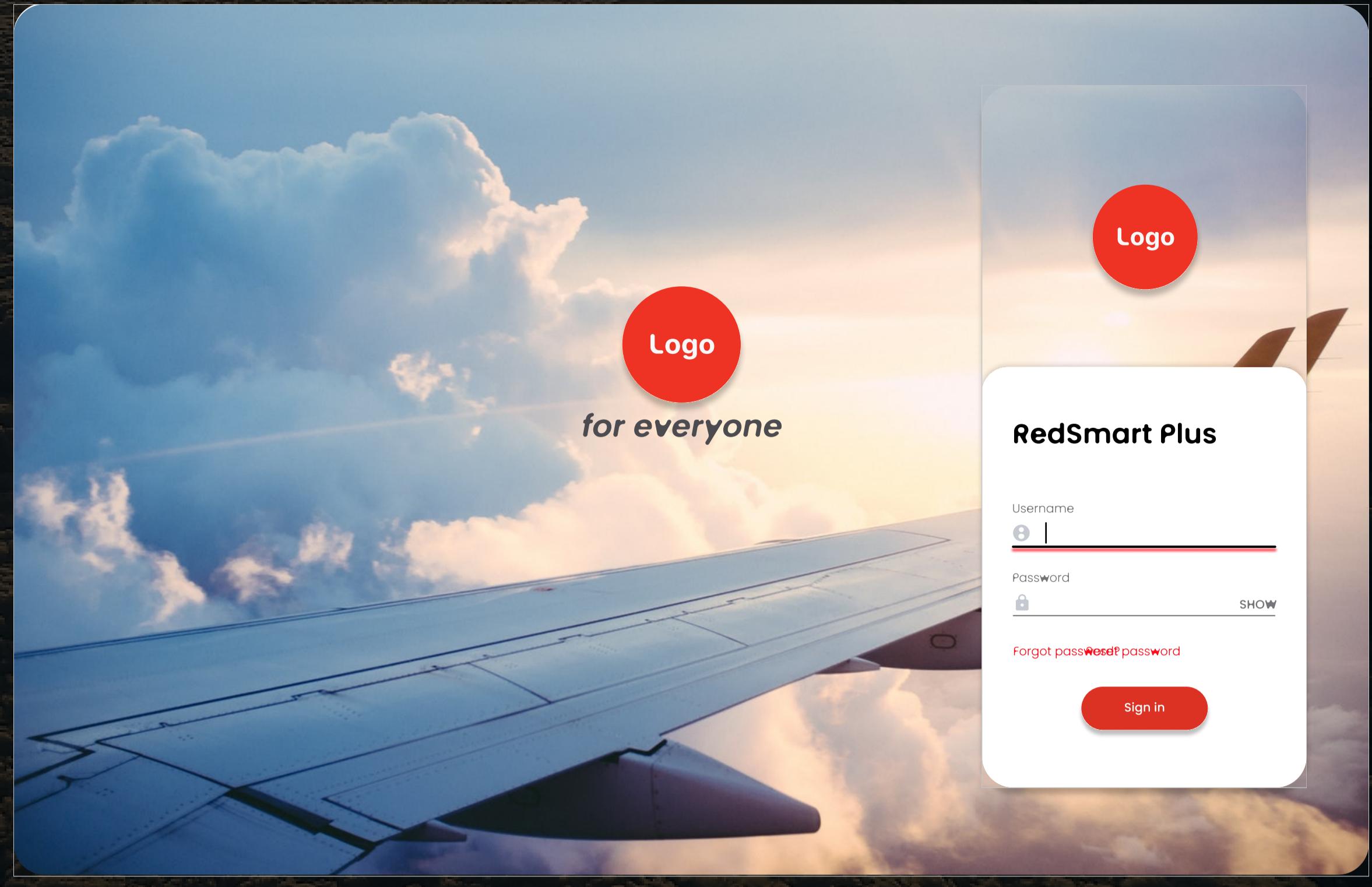




## Case Study - AirAsia India



## RedSmart Plus

### Role

Product Designer

### Duration

6 months, 2020

### About app

AirAsia India launched an aviation analytics application called 'RedSmart Plus' that helps enhance the operational efficiency of the airline by monitoring and helping manage aircraft turnaround between flights with data analytics in real time. With the launch of RedSmart Plus, AirAsia India's Operational Control Center (OCC) has real-time situational awareness that helps drive improvements in aircraft utilization and enables improved On-Time Performance to deliver customer delight.

### Pain Points

- AirAsia being an the punctual airline in India found few circumstances where the flights breach the Minimum Ground Time (MGT).
- AirAsia India's management didn't have an application to monitor or record these breaches.

### The Goal

To design and develop an application that will monitor exactly how much time is taken for various tasks such as loading/unloading, aircraft cleaning, fuelling, and catering thereby feeding the data into it by ground personnel, and the app's analytics function provides reports on projected on-time performance for the day, improving the airline's operational efficiency. Also to build a dashboard that will record and compare the various breaches during flight's due course.

### My Responsibility

My tasks were to understand and create user flow from the requirement, design high fidelity wireframes and create user interface and interactive prototypes. The entire design process should be done by following the brand guidelines and the brand emotions.

### Process

- Research and Analysis
- User Flow
- Wireframe
- Interactive Prototype
- Usability tests
- Produce Style guide