

Marketing	Booking	Ancillaries	Airports	In-flight	Events/Others/Post Travel
Store the past trip details such as origin, destination, ancillaries purchased to the UMR profile.	Parent is pleased with the reviews given to Airline X on UMR service and chooses Airline X.	Sell UMR services as an ancillary during booking.	The kid's favorite cartoon character is stuck to the Boarding Pass when agent hands it over.	Minor enters the Aircraft, FA stores the kid's carry-on bag in the overhead bin, Instructs them to fasten their seat belts at all times and educates about the one touch assistance button on the UMR IFE app and Virtual Assistant module	VA pops up the upcoming kids' events happening soon at New York. If needed, kids can take the print out of them in the waiting room.
Store the minor's past travel experience with Airline X from the Virtual Assistant to the UMR profile (Private Rating).	User clicks the collapsible button to see a small widget for departure and arrival dates along with a "Repeat this Trip" button.	Review and Pay page(during booking) displays the following Ancillaries.	Kids Journey gamification - Right after kid cleared TSA, the whole experience will be like a game involving 3 to 4 levels. Level 1- Departure Airport. Level 2- In-flight. Level 3 - Connecting Airport. 4 - Arrival Airport. The Virtual Assistant [VA] will take care of engaging the kid for the entire journey.	Provide complimentary paper and color pencil/crayons, story books.	Collect the parents feedback [thru digital mode] about their kids travel experience.
Post journey, also store the different parents' feedback on the Airline X as they hear from their kid to the UMR profile (Public Rating).	Case 1: User enters only the departure date(OW) or return date(RT) and clicks the "Repeat this Booking" button. Flight options are displayed from Airline X for that route. Parent selects a flight. If the departure date is nearby weather information around the departure or arrival airports are displayed.	Upsell kids meal, snack pack with water bottles, IFE device, wifi package at the check-in counter	Kid walks into the range of the boarding point's Bluetooth (BT) Beacon, the app triggers a "Boarding" status message to the parents as push notification.	When the safety instructions are demonstrated by the FA's, the Virtual Assistant shows the kids version of the safety instructions demo video. FA verifies if the seat belts of the minors are securely fastened before the take-off. The virtual assistant pops up and awards a star to the kid for fastening the seat belt	
User(parent) logs in to the booking app. If they are first time users creates a profile for their kids.	Case 2: User simply clicks the "Repeat this Booking" button. App smartly presumes the departure date of the kid based on past travel data like the gap between each past trip, day of the week mostly traveled etc. Example if the kid travels mostly on the weekends on every month, the app chooses the weekend dates of the next month. App displays an user friendly price calendar displaying the lowest fares around those departure date for that route on Airline X. If the departure days are nearby, weather information of each day is displayed additionally.	Special Kids Snack/M meal/Water Kids IFE Pack (Games, Videos, Ear Phones etc)	For connecting flight, when the minor walks into the BT Beacon device range at the connecting airport Gate, App triggers "Arrived at Gate X- Terminal Y – Connecting Airport-Los Angeles" status to their parents.	While the kids continue to enjoy the games /movies in the UMR IFE app.Virtual assistant pops up at set time intervals to ask how they are doing so far with smiley options. (😊 or 😊). If the kid selects 😊, virtual assistant awards a star to the kid. If the kid selects 😊, virtual assistant secretly alerts the FA with the context to attend the kids.	
parents can mention their kids seat , meal, color preference in their profile and also their favorite cartoon character.	For Case 2, since parents are mostly concerned on booking a daytime flight for their kid, departure indicators (sun for day, moon for night) are displayed on each lowest fare displayed.		Once kid reaches the departure gate, VA will suggest the kids to go for restroom [based on the airport review] in the airport, if required.	Virtual assistant asks if the kid would like some snacks/water. Based on the kid's response, alerts FA to provide the amenities.	
Kids' most recent past trips are displayed in a dashboard with information such as Airline,Origin, Destination, private and public reviews. Allow user to sort the trips according to reviews (Smileys). Each trip has a "Collapsible" button.First time users see a booking widget and an empty trips dashboard below that.	Parent selects a flight from Case 1 or Case 2 and lands in Review and Pay page with ancillaries and a checkbox to subscribe to "Trip Notifications". Refer Ancillaries section to know how Ancillaries are sold.		VA will show the stretching exercise while kids wait near the gate.	Virtual assistant monitors the screen time of kids and advises them to get some sleep / stretch out exercises. Kids can however choose to ignore these advises. If kid chooses to listen and responds by turning off the screen,VA awards another star and goes to sleep	
From the past travel history, if the kid is identified to travel more frequently, offer to purchase an UMR Package which will provide multiple bookings in a single QR code.	Review and page collects details of primary/secondary adults dropping off at departure airport and picking up kids from arrival airport. These details can be modified anytime post booking through manage booking.		When boarding starts, VA notifies the kids to collect all their belonging before boarding the flight.	VA awards a star for finishing the meal and a bonus star for not wasting the food.	
	Through Saved Payment, user slides the Book button to see a single Barcode along with a Unique number which contains the information such as PNR, Ticket Number, Ancillaries purchased etc.		Kid walks into the range of the boarding point's BT Beacon, the app triggers a "Boarding" status message to the parents as push notification.	If the parents wish to know, how the kids are doing, they could choose to either get their status from the data such as their mood, screen time etc., collected by the virtual assistant (without disturbing the kid) and/or select chat option to directly chat with their little ones.	
	User uses the Unique Barcode ID to pull the reservation and manage it in the Airline X's app and purchase more Ancillaries later or to do Web Check-In. Or, scans the bar code at the airport for Check-In.		As the minor walks into the Bluetooth Beacon device range at the Arrival Gate, App triggers "Arrived at Gate X – Terminal Y - New York" status to their parents.	1 hour before the scheduled arrival, app notifies the parent with expected arrival and current traffic to the airport from their location.	
	Based on the seating preference in the UMR profile, app automatically assigns a seat to the kid. An algorithm to find a preferred seat which is always under the eye of FA is designated so that the FA's can monitor and reach the kids easily.		The Escort at the Arrival Gate will receive and provide water and snacks for the minor, as required.	Few minutes before preparation for Arrival, Virtual assistant advises about the current weather condition to the minors and recommends the type of attire suitable for the weather.	
	24 hours before departure, app notifies the following information to the parent. Pre-filled UMR form to download and sign. Current weather information at the departure and arrival airports. Flight Status.		Provide complimentary shuttle services, if the gates are long distance from the arrival/baggage claim.	VA awards another star to the kids for being so well behaved moments after the flight lands.	
	Few hours before departure, the app notifies the traffic information en route to the airport, suggesting them best times to start from home to make sure they reach airport without being stuck up in traffic.		Once kid reaches the waiting room [along with play area], based on the in-flight virtual assistant [VA] awarded stars, present them with surprise goodies.		
			After the parent reaches the waiting room, she will be asked to scan her kids' boarding pass in the self-service tablet/kiosk located outside the waiting room.		
			After successful validation of the booking, she will be asked to scan her ID provided during booking.		
			Once their ID is verified, they will be asked two security questions from the kids' online profile.		
			After successful verification, send notification to the waiting room, to inform the kids about the parent's arrival. VA also pops up and informs the message and ask for the overall feedback [with 😊] and then bids goodbye		