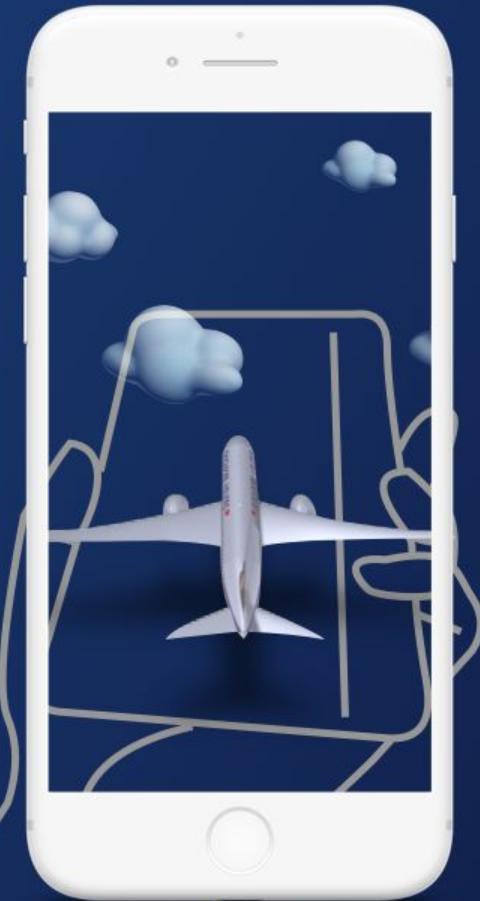




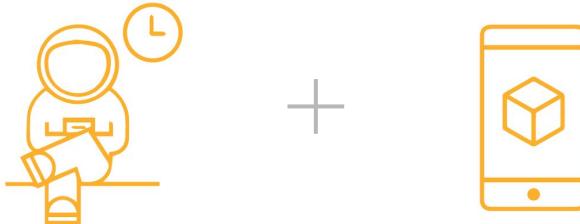
BOARDING PASS GAME

Tan Ling Dam



Problem Statement

Passengers are often **bored** during long waiting times before boarding and at times, during the flight. Passengers also **lack awareness or incentive** to use or download the mobile app.



How might we use the app to engage users during downtime?

Value Proposition - Virality through AR and Competition



In-app Augmented Reality Game

Engages passengers during downtime. Our game play is inspired by other trending games and together with AR, it has potential for **virality**, bringing in many downloads for the SIA app.



Digital and AR Leaderboard

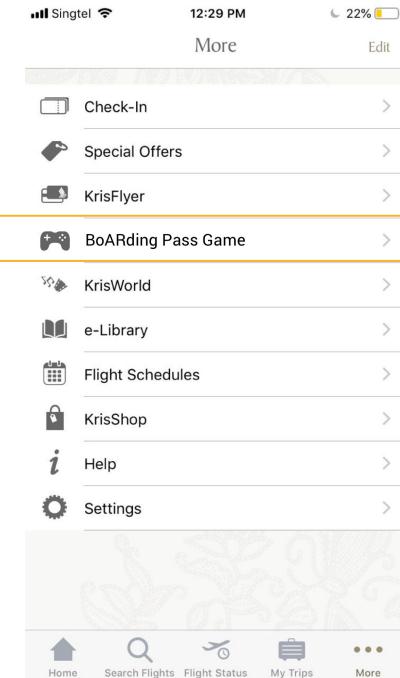
Creating these leaderboards among players on the same flight fosters a **community through social competitions**, further boosting the motivation for passengers to participate in the game.



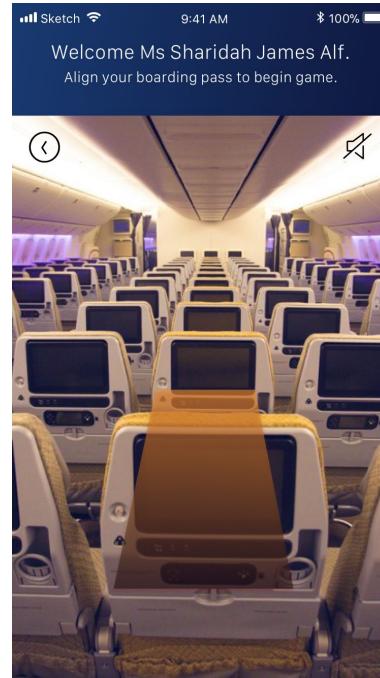
Rewards that are Linked Back to SIA Ecosystem

Champions and runners-up are awarded with miles and KrisShop discounts respectively. This **incentivises winners to return to SIA or use their other services**, generating more revenue for SIA.

User Journey



User accesses the game through the “More” tab in the SIA app.



Welcome screen guides user in orienting boarding pass.

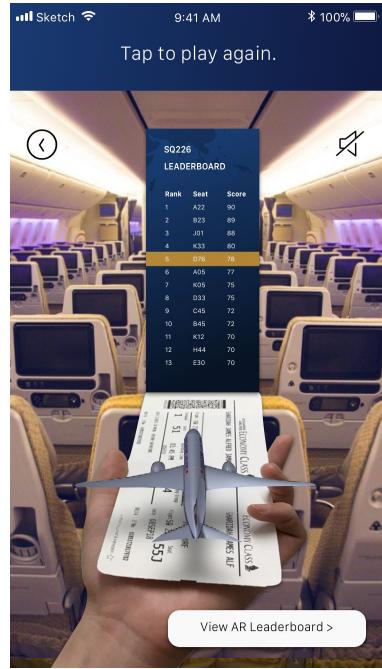


Intuitive instructions and countdown before game begins

User Journey



Game screen also displays boarding status and health status.



Once game is over, a live leaderboard is displayed.



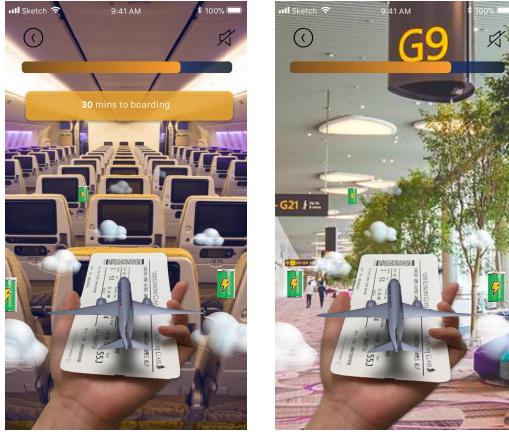
AR leaderboard can be used to observe the ranks of people physically around user

Who and when



Who: Leisure Travellers

Our target personas are people who are relaxed and possibly travelling with company, making the competition aspect more exciting.



When: During flight or at the boarding gate

Anyone can play the game after collecting their boarding pass.

Differentiation- Unique AR Game Design



Interactive Game Play + Augmented Reality

Since the game involves flying, its relatability will boost the experience of the game and flight.



Unique Use of Boarding Pass as Controller

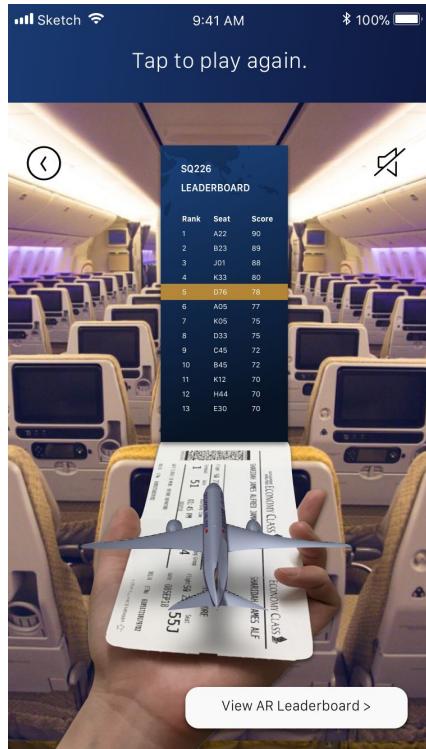
Creates exclusiveness for SIA passengers since the boarding pass becomes an essential key to playing the game.



Provide Live Updates on Boarding Gate Status

Automatically detects user's flight data and reminds user about boarding gate status while using the app, allowing him to remain alert while playing the game.

Differentiation- Interactive way to cultivate social competition



AR Leaderboard Feature

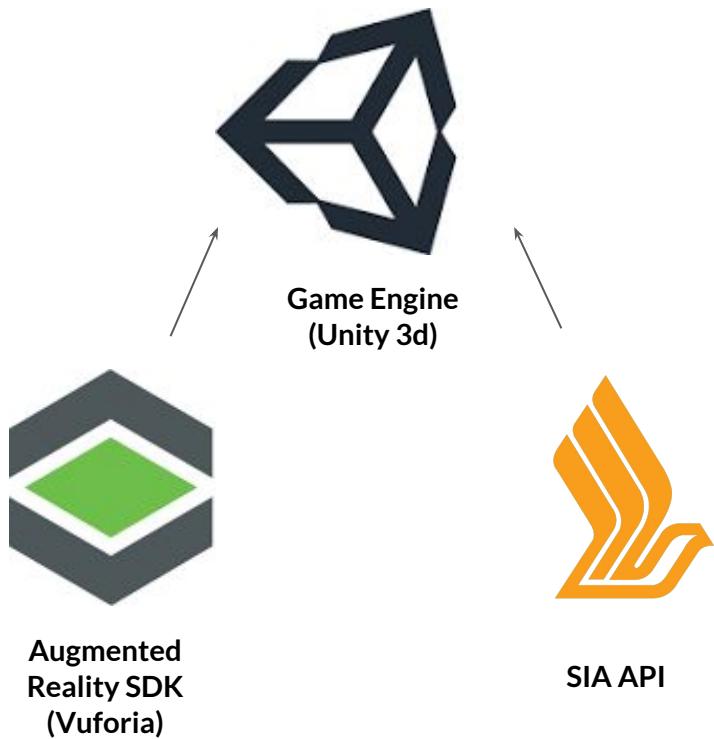
Being able to compare scores with other passengers increases social competition and attractiveness to play the game



KrisShop Rewards or Miles to Top Players of the Flight

When the flight is reaching its end, the champions and runner-ups, along with their rewards, would be announced in the flight. This increases awareness, reach and arouses curiosity among the other passengers.

Core Technology / Architecture



APIs Used

- **pax/pnr**: Checks connecting flight time and boarding time to notify the user
- **/shop/orderinfo**: Updates user when KrisShop order delivery status is changed
- **waittime-qa.api.aero/waittime**: Notifies user on expected wait time at airports

Go To Market Strategy



- **Product strategy:**
 - Leverages the use of new and innovative AR technology to differentiate product
- **Channel Strategy:**
 - Game integrated into existing SIA app
 - Download through airport or in-flight wi-fi for free
- **Customer Experience:**
 - Comprehensive user journey
 - Unique yet intuitive game

Go To Market Strategy: Marketing Strategy to Increase Reach

- **Social Competition and Reward:** Champions and runners up can be announced on flights. Attractive rewards will also increase reach and incentive for passenger to download app and participate.
- **Targeted Advertising:** Posters at boarding gates, airbridges and banners on catalogues can attract the target group. With QR codes, they can instantly download the app in a hassle free manner.
- **Social media:** Facebook banners and Instagram ads can be used to spread awareness



Future Expansion

Executing AR Leaderboard

Co-op mode

- Having multiplayer game modes and separate leaderboards in teams

Different Game Play for Different Travel Destinations

- Obstacles and collectibles can be customised based on things unique to the destination of travel.



Team



Ren Lingfei,
Renaissance Engineering

- Electrical Engineer specialisation
- Experienced in integrating software & hardware solutions
- Skillset: project management



Muhammad Adam,
Renaissance Engineering

- Computer Science specialisation
- Experienced in creating fun
- Skillset: Game design, AR technologies



Rachel Tan,
Renaissance Engineering

- Mechanical Engineering specialisation
- Created user centric products at several product design consultancies
- Skillset: UI design, 3D modelling



Sean Tan,
Business and Computer Science

- Experienced in Data Engineering and Full Stack Development
- Skillset: Backend infrastructure