

## ## CNX Airports Digital Guest Experience Project - Requirements Analysis

Here's a breakdown of the requirements from the provided RFP:

### \*\*Technical Requirements:\*\*

#### \* \*\*Website / Mobile Website:\*\*

- \* Robust CMS platform with easy content updates
- \* Web analytics integration
- \* Content Personalization capabilities
- \* Usage data and feedback integration into DA analytics infrastructure

#### \* \*\*Digital Wayfinding & Journey Planning:\*\*

- \* Interactive digital maps with 2D and 3D display
- \* Seamless map browsing across multiple devices (desktop, tablet, mobile)
- \* Destination selection with highlighted points of interest along the route
- \* Search functionality by categories, concourses, etc.
- \* Real-time updates based on gate changes or user accessibility needs
- \* Integration with flight information, eCommerce, and Customer Contact Center systems
- \* Integration with recommendation engine for personalized suggestions
- \* Multi-language support potential
- \* Usage data and feedback integration into DA analytics infrastructure

#### \* \*\*24/7 Remote Assistance:\*\*

- \* Seamless integration with all existing customer channels
- \* CRM solution supporting all channels
- \* Chatbot / Generative AI integration
- \* Usage data and feedback integration into DA analytics infrastructure

**\* \*\*Digital Bookings & Orders (eCommerce) Portal:\*\***

- \* Real-time product and service availability
- \* Multi-vendor basket functionality
- \* Payment, logistics, and fulfillment integrations
- \* Integration with digital wayfinding, marketing/advertising
- \* Customizable product/service offerings for specific customer groups
- \* Future ability to add new partner products/services
- \* Dynamic pricing and bundling
- \* Personalized offers and recommendations
- \* Usage data and feedback integration into DA analytics infrastructure

**\* \*\*Integration to Screens:\*\***

- \* Access to all platform functionality through airport screens (kiosks, robots, etc.)
- \* Usage data and feedback integration into DA analytics infrastructure

**\* \*\*Customer Research:\*\***

- \* Data privacy/protection controls
- \* Data integration with DA analytics infrastructure

**\*\*Functional Requirements:\*\***

**\* \*\*Website / Mobile Website:\*\***

- \* Provide easy access to information for improved user experience

**\* \*\*Digital Wayfinding & Journey Planning:\*\***

- \* Allow travelers to find their way to destinations within the airport
- \* Offer recommendations based on passenger preferences, journey time, and interests

**\* \*\*24/7 Remote Assistance:\*\***

- \* Provide a fully integrated omnichannel customer contact experience

**\* \*\*Digital Bookings & Orders (eCommerce) Portal:\*\***

- \* Allow guests to make digital bookings and orders for airport products/services
- \* Increase penetration of existing products and services

**\* \*\*Integration to Screens:\*\***

- \* Deliver a true omnichannel experience accessible through various channels

**\* \*\*Customer Research:\*\***

- \* Measure existing and future customer satisfaction
- \* Develop a single customer view integrated with all customer platforms
- \* Implement spot surveys, general surveys, and follow-up mechanisms

**\*\*Performance Testing:\*\***

Details regarding performance testing configurations and features are not explicitly mentioned in the provided RFP excerpt. However, it's crucial to ensure the system can handle peak airport traffic and deliver a seamless user experience across all functionalities.

**\*\*Hosting:\*\***

Hosting requirements are not explicitly stated in the provided RFP excerpt. CNX Airports should clarify their preferred hosting model (on-premise, cloud, hybrid) and any specific infrastructure requirements.

**\*\*Timeline or Schedule:\*\***

- \* CNX Airports aims to finalize the business case in Q3 2023.
- \* Project commencement with the chosen partner is targeted for H1 2024.

## **\*\*Testing Scope, QA:\*\***

The RFP doesn't specify the testing scope. CNX Airports should define the scope, including functional testing, integration testing, performance testing, security testing, and user acceptance testing.

## **\*\*UX Design:\*\***

The RFP emphasizes the need for an improved user experience across all digital platforms. The chosen vendor should demonstrate a strong understanding of UX design principles and propose solutions that are intuitive, user-friendly, and aesthetically aligned with CNX Airports' brand.

## **\*\*Security Scanning:\*\***

While not explicitly stated, robust security is paramount for an airport environment. CNX Airports should prioritize security scanning and penetration testing throughout the development lifecycle to protect sensitive customer data and ensure system integrity.

## **\*\*Integrations:\*\***

- \* Flight information systems
- \* Existing customer channels (e.g., email, phone, social media)
- \* CRM system
- \* Chatbot / Generative AI platform
- \* Payment gateways
- \* Logistics and fulfillment providers
- \* Marketing and advertising platforms

- \* Airport screens (kiosks, robots)

- \* DA Analytics infrastructure

#### **\*\*Support Details:\*\***

The RFP doesn't explicitly define post-production support requirements. CNX Airports should outline expected service levels, response times, maintenance activities, and any knowledge transfer needs.

#### **\*\*Warranty Period or Defect Liability Period:\*\***

The RFP lacks details on the warranty or defect liability period. CNX Airports needs to define the timeframe for addressing defects post-production and the vendor's responsibilities during this period.

#### **\*\*Forms:\*\***

The RFP doesn't mention specific form development requirements.

#### **\*\*Support For Existing System:\*\***

The document states that a large portion of the existing technology infrastructure is not fit for purpose and requires replacement. Clarification is needed on whether any existing systems need support during the transition.

#### **\*\*Analytics:\*\***

- \* Integrate usage data and feedback from all digital platforms into DA analytics infrastructure.

- \* Measure customer satisfaction and identify areas for improvement.

- \* Track key performance indicators (KPIs) related to digital guest experience.

**\*\*Personalization:\*\***

- \* Deliver personalized recommendations for wayfinding, product/service offerings, and content.

- \* Enable the customization of product/service offerings for specific customer groups.

- \* Implement a recommendation engine for personalized suggestions.