

CNX Airports Digital Experience Platform - Requirements Analysis

Here's a breakdown of the requirements based on the provided RFP:

Technical Requirements

- * Robust Content Management System (CMS) for easy content updates.
- * Interactive digital maps with 2D and 3D display capabilities for wayfinding.
- * Seamless map browsing and navigation across various devices (desktop, tablet, mobile).
- * Real-time updates for wayfinding based on gate changes or accessibility needs.
- * Recommendation engine integration for personalized recommendations.
- * Multi-language support for wayfinding.
- * CRM solution to support all customer contact channels.
- * Chatbot / Generative AI integration for customer support.
- * Real-time product and service availability for the eCommerce platform.
- * Multi-vendor basket functionality for eCommerce.
- * Payment, Logistics, and Fulfillment integrations for eCommerce.
- * Dynamic pricing and bundling capabilities for eCommerce.
- * Data privacy/protection controls.
- * Integration with CNX Airports' analytics infrastructure for usage data and feedback from all platforms.

Functional Requirements

- * New Website and Mobile Website with improved user experience and easy access to information.
- * Digital Wayfinding solution with point-to-point navigation, directions, and highlighting points of interest.
- * 24/7 Remote Assistance with omni-channel customer contact experience.

- * eCommerce platform for pre-booking airport products and services.
- * Ability to customize product and service offerings for specific customer groups.
- * Integration of all functionalities with interactive screens across the airport.
- * Customer research framework to measure satisfaction.
- * Spot surveys, general surveys, and follow-up mechanisms.

****Performance Testing****

The system should be tested under peak load conditions simulating high traffic volumes expected at the airport. Key performance indicators such as page load times, transaction processing speed, and system responsiveness should be measured to ensure optimal performance.

****Hosting****

The RFP does not explicitly mention hosting requirements. This should be clarified and included in the proposal.

****Timeline or Schedule****

CNX Airports aims to finalize the business case in Q3 2023 and commence work with a partner in H1 2024.

****Testing Scope, QA****

The scope of testing should encompass all aspects of the digital ecosystem including functionality, performance, security, usability, and integration with third-party systems.

****UX Design****

The UX design should focus on creating a user-friendly and intuitive experience for airport guests across all digital touchpoints.

****Security Scanning****

The RFP doesn't explicitly mention security scanning requirements. However, given the nature of the project and sensitivity of customer data, robust security measures are implied. This should be discussed and incorporated into the proposal.

****Integrations****

- * Flight Information Systems
- * Existing Customer Contact channels
- * Payment Gateways
- * Logistics Providers
- * Fulfillment Systems
- * Marketing/Advertising Platforms
- * Airport Screens (Kiosks, Robots)
- * CNX Airports' Analytics Infrastructure

****Support Details****

The vendor should provide post-production support including system maintenance, bug fixes, and technical assistance.

A Service Level Agreement (SLA) outlining the scope and response times for support should be defined.

****Warranty Period or Defect Liability Period****

The RFP does not specify a warranty period. This should be negotiated and included in the proposal.

****Forms****

The RFP doesn't explicitly require specific forms to be developed. However, depending on the chosen solutions, forms for bookings, orders, customer feedback, and surveys might be necessary.

****Support for Existing System****

The RFP mentions that a large part of the existing technology infrastructure needs replacement. However, it's essential to ensure a smooth transition from the existing system, and temporary support may be needed during the migration phase.

****Analytics****

The system should provide comprehensive analytics on user behavior, platform usage, and customer journeys. The data should integrate with CNX Airport's analytics infrastructure for comprehensive reporting and analysis.

****Personalization****

Personalization features should include customized content, offers, and recommendations based on user preferences, past behavior, and real-time context (e.g., flight information).