Cathay Pacific

Onboard Help Request System

Group 5
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1. Introduction

To deliver the idea of life well travelled,

1,1. Purpose and Scope

What do millennials want while travelling? To understand what they want, we have to first understand who they are. Millennials are the people born after 1985. They are addicted to mobile and social media. They are impatient and picky. Therefore, when it comes to travelling, what they want is a personalised service, a service that allows them to get what they want in seconds, a service that allows them to be understood as much as they want to be understood.

Millennials are not just the poeple who are flying to cathay pacific, but also the cabin crew members. They deserve to experience "Life well travelled", even when they are on duties. What do they want the most while working? A simplified workload would be great.

How to use technology to deliver a life well travelled experience to both customers and cabin crew? A

1.2. System Overview

The purpose of the system is to let millennials to order food, drinks and ask flight attendants questions through the in-flight system. When customers order, their requests will be sent to the system and To the customers, this system brings convenience as they do not have to interact with the staff to request for service. To the flight attendants, it saves time for them to walk back and forth, taking orders and bring out food.

2.	System Architecture

2.1.	Hardware

(i)	Server

The server of the proposed application share the media content streaming system on aircrafts. Such system are currently equipped on Cathay Pacific's Airbus A350 and Cathay Dragon's Airbus A320. Passengers onboard can connect to the server using their smart devices, for example smartphones, tablets, and laptops.

(ii)	Devices

The proposed application allow passengers to connect to the system with their smart devices, such as smartphones, tablets, and laptops. The devices must be Wi-Fi enabled to make the connection.

Crew members will use the devices assigned to them by the company to log on to the system. These devices will also be Wi-Fi enabled to connect to the proposed system.

(iii)	Database

The server of the proposed application will host a database of the requests and messages. The database will allow flight crew members to access to the request history whenever necessary.

2.2.	Software

The proposed application serve the need of respective clients through different mobile apps.

(i)	Passenger app

The following module will be added to the existing Studio CX and Studio KA application that stream media content to customer.

Log-on Module

The log-on module is responsible to allow passengers to log-on to the system by scanning their boarding pass. This allow the crew members to locate the seat where the request originated from and make the delivery accurately.

Item Catalog Module

The Catalog will display the available food and beverage items for passengers to order with. Passengers may select the quantity they wanted and submit the request to the flight crews in the galleries.

(ii)   Crew member app

The proposed system will require an extension from the existing crew member app. The following module would be necessary:

<u>Order Processing Module</u>

The order processing module will display passengers' requests in the crew members' tablets. When new requests are submitted, they will be pop-up in the end of a request queue. Crew members are supposed to serve the requests in chronological sequence. They can remove the request from screen when the respective request is fulfilled.

3.   Database Design

Order (<u>oid</u>, seat, submitted)
Order_item (oid, fid)
Food (fid, name, description, image)