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| KEY PAGES OF APP | DEVELOPER |
| My Journey |  |
| Transport |  |
| Explore |  |
| Everything else (Dummy Login Pages, Flight Preferences, Check-In) |  |

BUSINESS MODEL STRATEGY

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| **End-To-End Complete Customer Travel Solutions** | I**ncreased Revenue Streams From More Partners** | **New Streams Of Revenue From**  **Context-Based Advertising** |
| ‘My Journey’ is a one-stop dashboard to track the entire journey of the customer that gives them the information and relevant features they need, in real time. Providing the right information to customers at the right time, allows SIA to provide a premium, hassle-free travel experience. | * Transport Services * F&B + Retail Outlets * Insurance Services * Accommodation | ‘Explore’ is a continuous feed that provides a platform for SIA to advertise its partner & preferred leisure services like entertainment, festivals, shopping districts, attractions etc. Both partners and non-partners can pay SIA a monthly fee to advertise recommended services that are relevant to the users current location & destination (My Journey) |

**MY JOURNEY PAGE / MAIN DEMO SEQUENCE**

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| **Customer Journey Nodes** | **Snippet Cards: Recommendations / Key Info** | **Functions / Technical Implementation** |
| **(0) Pre-Flight** | Change Seat, Food, More Weight | Link to Manage Booking Details Page |
|  | Apply Visa | Link to ??? |
|  | **Transport** | Link to Transport Page |
|  | **Explore** | Link to Explore Page |
| **(1) Check In** | Online | Link to Check-In Page |
|  | Offline: Waiting Time & Counter | API / Check-In Counter Beacon |
|  | Shows Latest Check-In Time | Pulls info from flight & Sends reminder notifications 6 hours before (customisable) |
|  | Flight Status:  Arriving / Delayed / Boarding / Arrived | Live updates from iBeacon / SIA HQ |
| **(2) Baggage Deposit** | Max Weight | Extracts Max Weight Allowed From Booking Info |
|  | Option to Buy More Weight | Link to Manage Booking Details Page |
|  | Shows Latest Check-In Time | Pulls info from flight & Sends reminder notifications 6 hours before (customisable) |
| **(3) Security (Varies for different airports)** | Boarding Pass | Link to Digital Boarding Pass |
|  | Departure Gate | Map of Airport, showing route to Security / Departure gate |
| **(4) Flight / Gate** | Boarding Pass | Link to Digital Boarding Pass (Gate No, Seat, Destination etc.) |
|  | Flight Status:  Arriving / Delayed / Boarding / Arrived | Live updates from iBeacon / SIA HQ |
|  | **Explore** | Link to explore page |
|  | Departure Time | Pulls info from flight & Sends reminder notification 30mins before (customisable) |
| **(5) Transit** | Arrival Gate | Shows arrival gate number & map of how to get to security |
|  | **Explore** |  |
|  | **Transport** |  |
|  | Shows Latest Check-In Time |  |
| **(6) Flight / Gate** | Repeat (4) |  |
| **(7) Arrival** | Repeat (5) |  |
| **REPEAT (0) - (6) FROM NY TO SG** |  |  |

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| MY JOURNEY |

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| Map | Transport | Explore |

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| TRANSPORT |

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| Book an Uber /Grab / Lyft | Auto-fills up booking details with current GPS location, airport destination & credit-card number and hails an uber at the push of a button |
| Buses & Trains | Auto-fills & opens google maps with current GPS location, airport destination and shows all ways to get to airport |
| Car Rentals | Shows top 3 cheapest car rental services around the location ID that user inputs |

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| Map | My Journey | Transport |

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| EXPLORE |

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| FEED | Shows a scrolling feed of (like FB) information cards of nearby partner / preferred:  F&B, Retail Outlets, Events / Festivals, Promotions, Discounts & Packages  Interesting things to do (pulled from Trip Advisor, Lonely Planet etc.)  Clicking on a card expands it to fill up the whole feed and immediately shows directions on the relevant map below.  WI-FI hotspot locations & Passwords |
| MAP | If (In AirPort = True)  Show Map of Airport, show all partnered F&B, Retail Outlets  If (In AirPort = False)  Show Google Maps of current location, with all partnered F&B, Retail Outlets, Events |

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| Map | My Journey | Transport |

ADDITIONAL SUGGESTIONS

What happens if someone misses their flight or is late?

Option to share journey maps with other KrisFlyer Members

Provide waiting times for important services

Built in chat support

Map of Airport: Always @ the top

Should the core features like explore, transport & maps be in the card, or as universal home buttons?

DESIGN PRINCIPLES

1.Increase efficiency, ease & effectiveness of service & travel experience

2.Evolving needs of different groups

3.Increase Loyalists

4.Providing right information and right time

5.End to end solutions

6.Simple, Intuitive, Clean Interface

USEFUL APIs

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| **Flight Schedule: Provides up-to-date information on schedules for Singapore Airlines flights**  **Flight Status: Enables subscriptions for status changes for a flight, and updates are sent via push notifications**  **Check In: Checks in a passenger into his/her flight, and provides flight-relevant information**  **Beacon Registry API: This API retrieves the details of iBeacons placed at an airport.**  **Boarding Pass API: This API is used for sending a boarding pass to passengers, and then update that boarding pass. You must supply the passenger name and flight number in JSON data and the API will do the rest - send the Boarding Pass via email, passbook, SMS, and mobileweb. To simulate real life scenarios in the airport, you can update the boarding pass with new gate details, boarding times, departure times, etc. The API will then send an update to the passenger.**  **WaitTime API: The SITA WaitTime API is a REST based service which provides information about the length of time that a passenger may expect to wait in a particular area, such as an airport security line, or customs queue.**  **Car Rental Shopping APIs: The Car Rental API uses Amadeus’ classic car service to locate the best available car. Define a circular area with one coordinate and radius, or provide an airport code, as well as the pick-up and drop-off dates, and get a list of car rental providers with their locations and rates. Optional parameters such as currency and rental provider codes are also available and can be used to narrow down the results. This API is an ideal pairing with the flight and hotel search to provide ground transportation options at the destination.**  **Rail and Train APIs: Amadeus' Instant Rail Cache technology provides schedule and pricing information for French TGV and Italian intercity trains. Use theRail Station Autocomplete API to transform user input into a unique rail station code. Our schedule search can suggest destinations from your chosen departure station, and an instant extensive search will provide you with multi-day availability and a variety of schedule and pricing options to travel to your destination.**  **Tours / Attractions – local expert API: Expedia’s Activities API offers Search and Details functionality to explore “things to do” in a location of interest. Search API provides the list of activities with brief summary about each activity. To get more details for each activity, you can use the Details API.**  See all API’s here:  <http://appchallenge.singaporeair.com/#amadeusapi> |

[SIA's VMV](http://appchallenge.singaporeair.com/#amadeusapi)

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| [Vision](http://appchallenge.singaporeair.com/#amadeusapi) | [Mission](http://appchallenge.singaporeair.com/#amadeusapi) | [Values](http://appchallenge.singaporeair.com/#amadeusapi) |
| [Singapore Airlines has a responsibility not only to be an excellent company, but also to be an excellent citizen of the world by enhancing the lives of the people we touch. With that aim in mind, we have made many commitments to the arts and education, to our communities, and the health and welfare of our country's citizens, and those in countries we fly to. With this goal in mind, we've also made a strong commitment to preserving the environment - and our world for future generations.](http://appchallenge.singaporeair.com/#amadeusapi) | [Singapore Airlines is a global company dedicated to providing air transportation services of the highest quality and to maximizing returns for the benefit of its shareholders and employees.](http://appchallenge.singaporeair.com/#amadeusapi) | [PURSUIT OF EXCELLENCE : They strive for the highest professional standard in their work and aim to be the best in everything they are doing.](http://appchallenge.singaporeair.com/#amadeusapi)  [SAFETY : They regard safety as an essential part of their operations. They maintain and adopt practices that promote the safety of their customers and staff.](http://appchallenge.singaporeair.com/#amadeusapi)  [CUSTOMER FIRST : Their customers are foremost in their mind all the time. Always go the extra mile to exceed their expectations.](http://appchallenge.singaporeair.com/#amadeusapi)  [CONCERN FOR STAFF : They value their staff and care for their well-being. They treat them with respect and dignity and seek to provide them with appropriate training and development so that they can lead fulfilling careers.](http://appchallenge.singaporeair.com/#amadeusapi)  [INTEGRITY : They strive for fairness in all their business and working relationships.](http://appchallenge.singaporeair.com/#amadeusapi)  [TEAMWORK : They work with pride as a worldwide team to achieve success together.](http://appchallenge.singaporeair.com/#amadeusapi) |