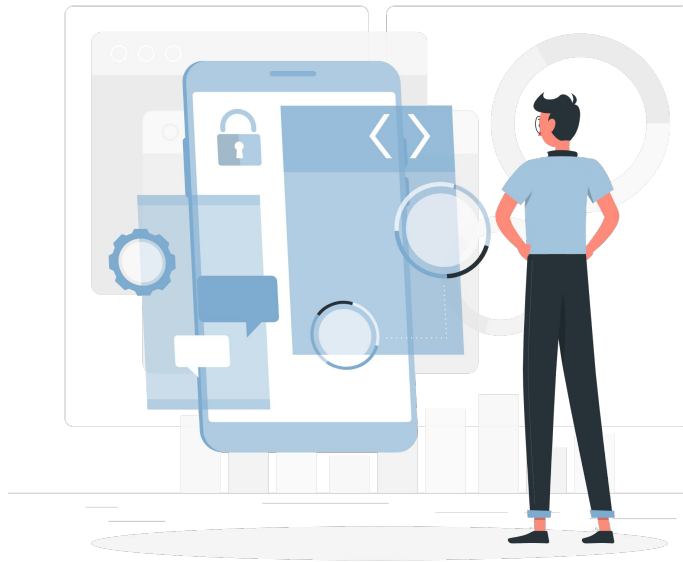# Rainier Air
Mobile App Redesign

Redefining the Post-Booking Experience

Bryce Dugger PDMR 427

Our Mobile Application is in Decline

Over the past year, average rating of our application has dropped from 4.5/5 to 3.9/5.

Our mobile app is a customer service tool that builds the capacity for a larger, more loyal customer base.

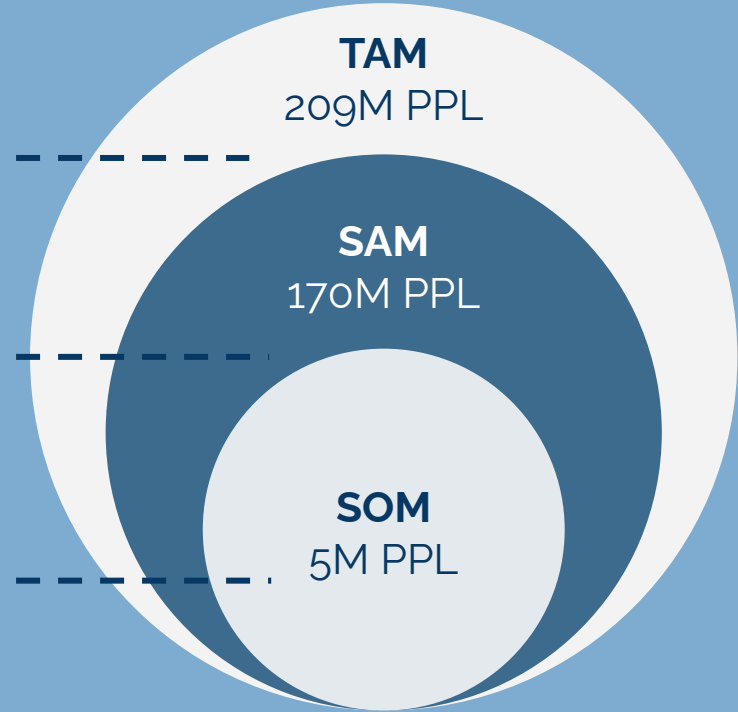A loyal customer base is the most powerful marketing tool.

Market Estimation

Total Addressable Market: Total Population over the age of 18 in US.

Serviceable Addressable Market: 81 % of Americans own a smartphone *

Service Obtainable Market: If every member of Rainier Air downloaded and used our application.

TAM
209M PPL

SAM
170M PPL

SOM
5M PPL

*https://www.pewresearch.org/internet/fact-sheet/mobile/

Meet Tamara:
MVP Member of Rainier Air

- Loyal customer who consistently uses our mileage program.

- Prefers to book flights on her computer, but will use app if need be.

- Bargain hunter who books personal flights using tools such as Google Flights to compare prices.
  - Doesn't use our app to find the best deals.

Meet Tamara:
MVP Member of Rainier Air

What she's looking for in an airline app:

- ☐ Review upcoming trips

- ☐ Managing trip itinerary

- ☐ Upgrade reservation

- ☐ Membership statistics

With feedback from MVP members like Tamara, we found our application's focus should be on improving the post booking experience.

Three-part Solution

Reduce User Flow
highlight heavily used features to reduce search time

Dynamic Home Page
change based on when customers are using the app

Add Missing Functionality
develop new features our customers need

Competitor Comparison:
What Can We Access From the Homepage?

	Trip Itinerary	Membership Info	Book A Flight	Flight Check In	Boarding Pass	Trip Details	Upgrade/Standby	Change Seat	Airport Maps	Airline Deals	Airline News
Rainier Air	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
DELTA	N	✓	N								
UNITED AIRLINES	N	✓	N	✓	✓	✓	✓	✓	✓	✓	✓
Alaska AIRLINES	✓	✓	✓								

Competitor Comparison: What Features Are We Missing?

	Flight Check in	Boarding Pass	Flight Status	Change Seat	Upgrade/Standby	Trip Itinerary	Add/Track Bags	Airline Deals	Airport Maps	Apple Wallet
Rainier Air	✓	✓			✓	✓				
DELTA	✓	✓	✓	✓	✓	✓	✓		✓	✓
UNITED AIRLINES	✓	✓	✓	✓	✓	✓	✓		✓	✓
Alaska AIRLINES	✓	✓		✓	✓	✓				✓

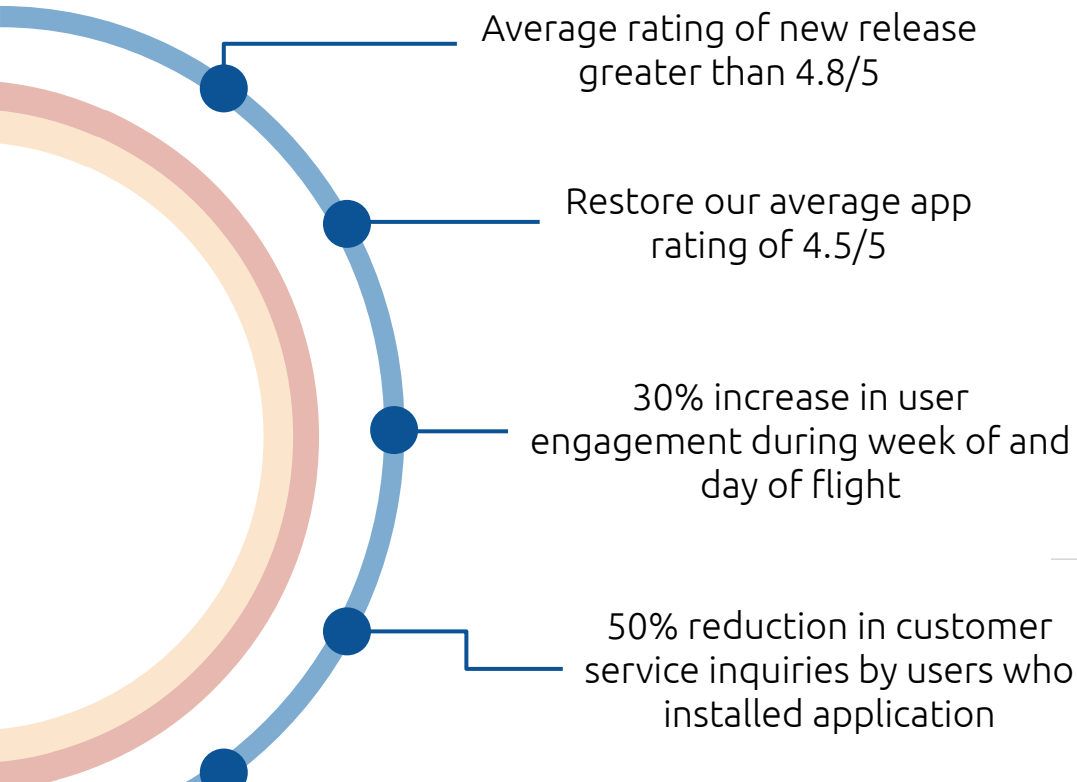# What would success look like?
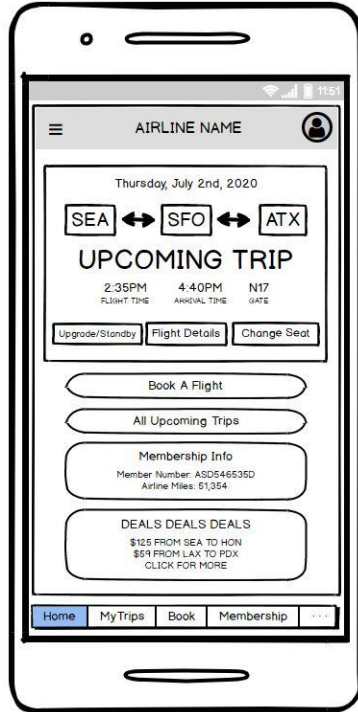
☐ Create an enjoyable app experience for customers

☐ Reduce common inquires

☐ Expand our loyal customer base

How will we measure success?
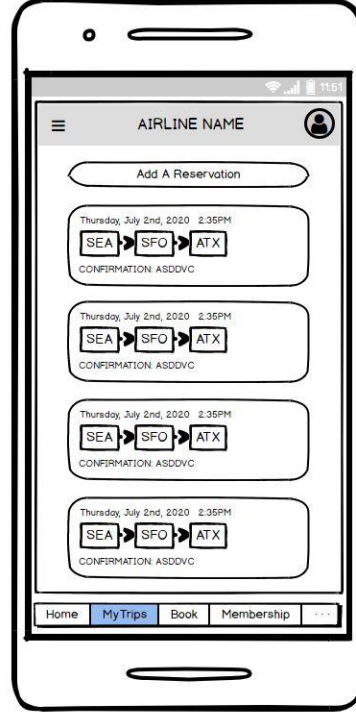
Average rating of new release greater than 4.8/5
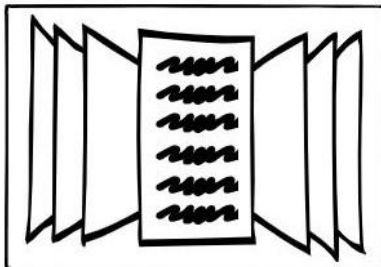
Restore our average app rating of 4.5/5

30% increase in user engagement during week of and day of flight

50% reduction in customer service inquiries by users who installed application

MVP

Dynamic Home Page

AIRLINE NAME

Thursday, July 2nd, 2020

SEA ↔ SFO ↔ ATX

UPCOMING TRIP

2:35PM — FLIGHT TIME
4:40PM — ARRIVAL TIME
N17 — GATE

Upgrade/Standby | Flight Details | Change Seat

Book A Flight

All Upcoming Trips

Membership Info
Member Number: ASD546535D
Airline Miles: 51,354

DEALS DEALS DEALS
$125 FROM SEA TO HON
$59 FROM LAX TO PDX
CLICK FOR MORE

Home | MyTrips | Book | Membership | ...

My Trips

AIRLINE NAME

Add A Reservation

Thursday, July 2nd, 2020 2:35PM
SEA → SFO → ATX
CONFIRMATION: ASDDVC

Thursday, July 2nd, 2020 2:35PM
SEA → SFO → ATX
CONFIRMATION: ASDDVC

Thursday, July 2nd, 2020 2:35PM
SEA → SFO → ATX
CONFIRMATION: ASDDVC

Thursday, July 2nd, 2020 2:35PM
SEA → SFO → ATX
CONFIRMATION: ASDDVC

Home | MyTrips | Book | Membership | ...

Trip Itinerary

BACK | AIRLINE NAME

Thursday, July 2nd, 2020

SEA ↔ SFO ↔ ATX

CHECKED IN

2:05PM — BOARDING TIME
4:40PM — ARRIVAL TIME
N17 — GATE

D — BOARDING GROUP
18B — SEAT

STATUS: ON TIME

Add To Wallet | Boarding Pass | Airport Map

TRIP OPTIONS

Upgrade / Standby

Change Seat

Add / Track Bags

Cancel / Change Flight

● ○

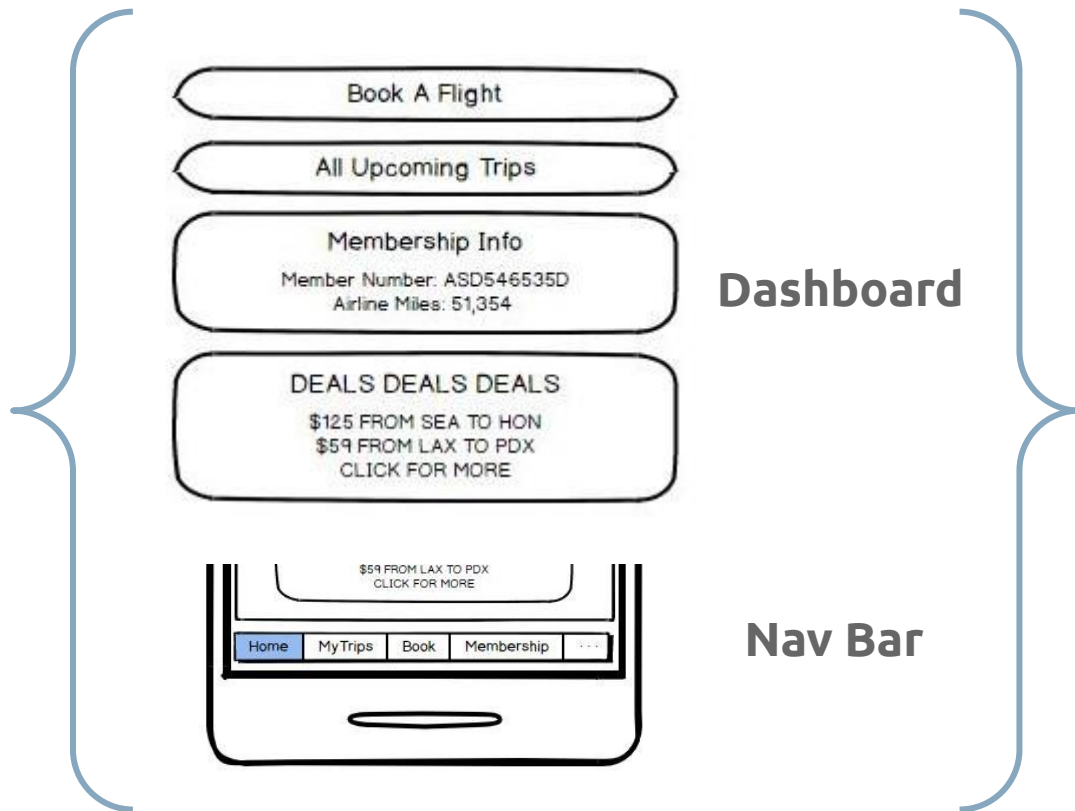Home | MyTrips | Book | Membership | ...

Dynamic Home Page

No Upcoming Trips

Week of Trip
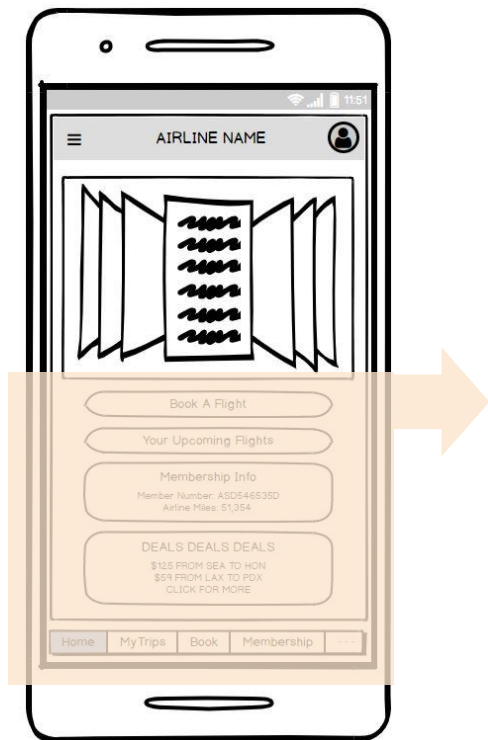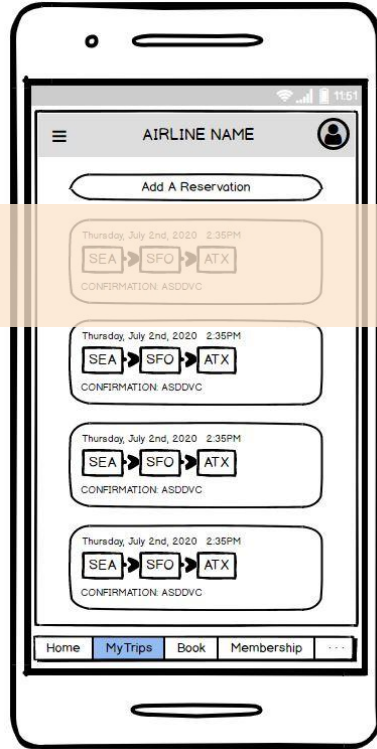
24 hrs Before Flight

Checked Into Flight

Dynamic Home Page

Book A Flight

All Upcoming Trips

Membership Info
Member Number: ASD546535D
Airline Miles: 51,354

DEALS DEALS DEALS
$125 FROM SEA TO HON
$59 FROM LAX TO PDX
CLICK FOR MORE

Dashboard

Nav Bar

Home   MyTrips   Book   Membership   . . .
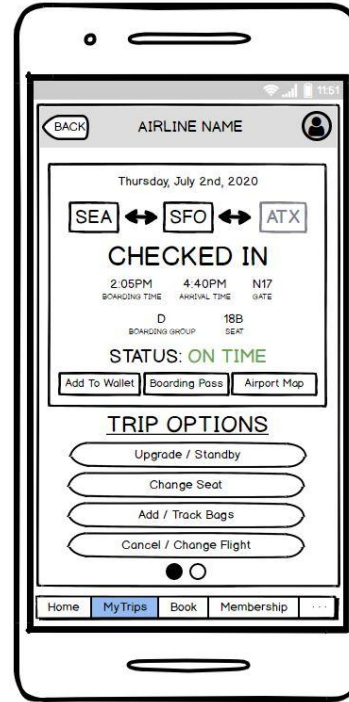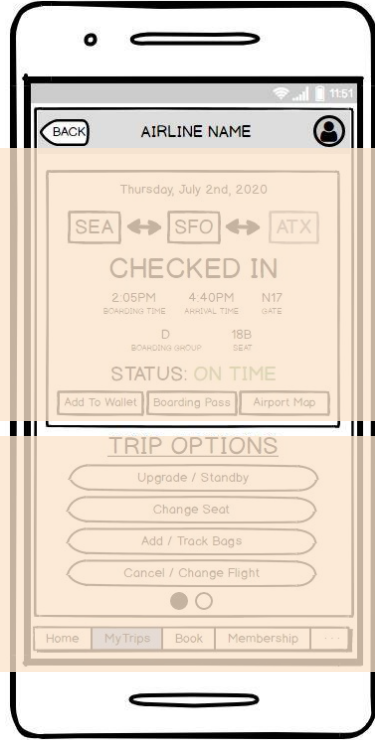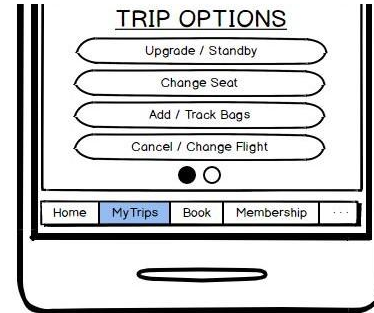
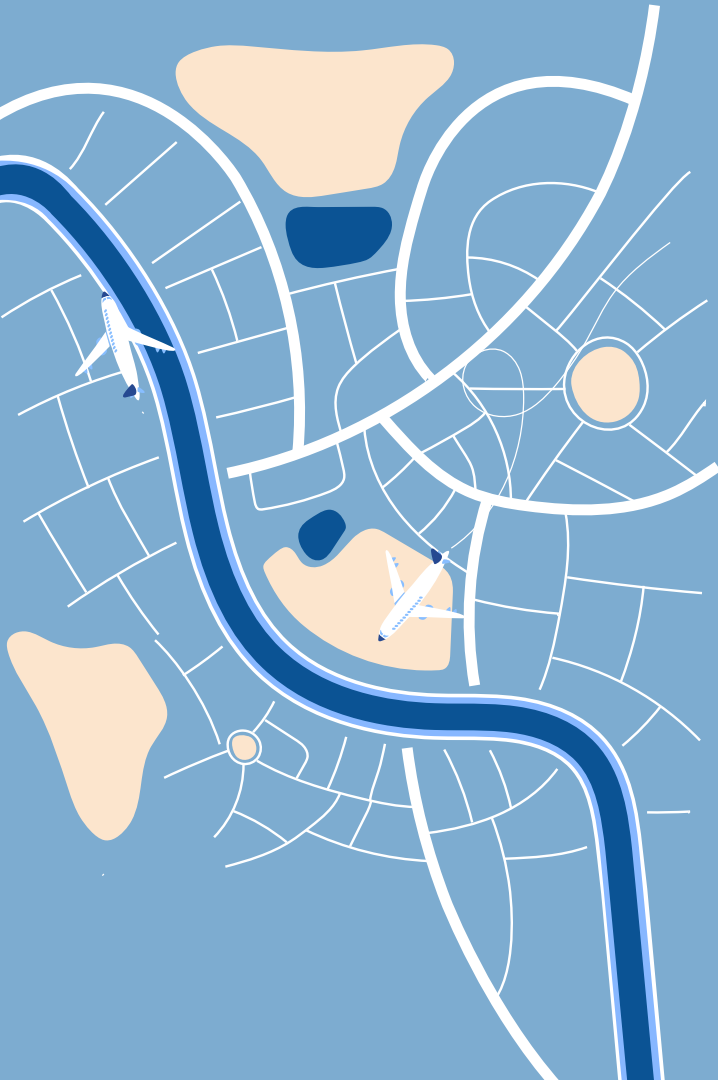# 'My Trips' Tab
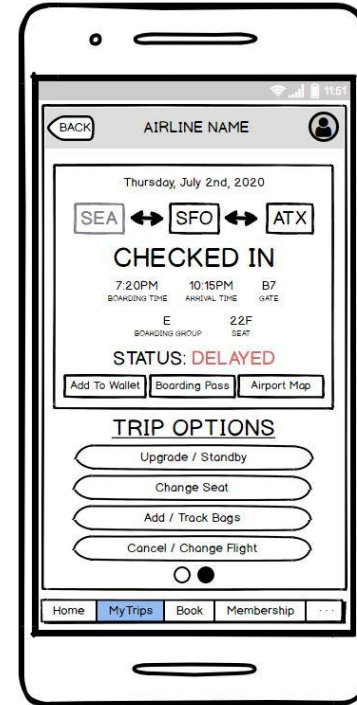
Flight #1

Flight #2

'My Trips' Tab

Flight #1

Flight #2

COVID Impact:
Travel Industry On Pause

A redesign of our application may seem daunting, but this is the perfect time to address this issue.

- Reduction in non-essential travel until vaccine is produced

- Vaccine projected to be available by the end of Q1

- Reduced mobile app users means we can take bold risks

- Rapid iteration approach possible

Product Road Map

Q3 2020	Q4 2020	Q1 2021	Remainder of 2021

Interactive Seat Change

Add/Track Bags

Dynamic Home Page

Trip Itinerary Redesign

Airport Maps

Flight Status

Airline News

Apple Wallet

Flight Deals

Analysis of App Success

Layout Alterations

Bug Patches

Booking Redesign

Membership Redesign

V2 Release **V2.1 Release** **V3 Release**

Questions?

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