



SIA App Challenge 2017

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App Challenge Organising Committee

Digital Singapore Stopover Holiday

The Singapore Stopover Holiday (SSH) currently requires passengers to collect a pack of vouchers and brochures on arrival. It is also a challenge to keep them updated on changes in opening times and special events at the various tourist attractions.

How can we make this more frictionless for passengers?

Cabin Seat Display

Setting up seat displays at trade shows and corporate events overseas is costly and logistically complex. It also has limited marketing outreach.

How can we make it more accessible for our customers and agents?

Gamification of the KrisFlyer Programme

Youths are not necessarily attracted to the KrisFlyer programme

How can we introduce gamification and digital elements into the current programme to gain awareness and build brand loyalty among youths?

Enhancing Service Centre Experience

Passengers visit our service centre to get assistance with bookings. As with many service centres, waiting time can be varied and long, and sometimes, experiences over the counter feel rather transactional.

How can the experience at service centres be enhanced with the help of technology?

Exploring New Booking Avenues

Airlines have common platforms such as website, mobile app, chatbots etc to allow customers to book their flights.

What are some other new booking platforms we can introduce to our customers?

Accurate Contact Information for Timely Flight Updates

Passengers' contact information is often missing or inaccurate in their bookings. It is therefore difficult to ensure accurate information during a flight delay. It involves considerable amount of manual effort to update this information.

How can we ensure we have this data and keep our customers updated ?

Cargo Shipment Management

Inaccurate dimensions during booking of cargo shipments cause inefficient allocation of valuable aircraft space.

How can we get more accurate dimensions and optimise our revenue?

Tracking Inventory to Reduce Wastage

There are thousands of serviceware items (e.g crockery, glassware) used on every flight. Inventory imbalances can build up at different locations over time.

How can we track such serviceware and optimise our inventory to minimize wastage?

Cabin Defects Management

Repairing cabin defects (e.g broken tray tables) is part and parcel of engineering operations. Keeping track and ensuring speedy rectification for such defects for each aircraft is logistically challenging with our various teams and service providers (e.g SIAEC).

How can we manage this digitally and keep the number of defects to a minimal level?

Cabin Crew Digital Recruitment

As the icon of our industry-leading brand of service, the recruitment of cabin crew is carried out meticulously through many rounds of selection. With over a thousand candidates in each exercise, this can be resource intensive and time consuming.

How can we improve this recruitment process and at the same time inspire more millennial to be⁶ part of the cabin crew?

Submission of Deliverables (1/3)

- Repository
 - A private repository will be assigned to your Team Leader in GitLab (based on the email that you registered for the competition with).
 - Only one person from the team needs to submit the final deliverables
 - Team Leader will receive email of repository details after 21st Oct.
 - If you are Team Leader and have not received email by 24th Oct 2017, please contact us.
- Tools to access repository
 - <https://git-scm.com/downloads/guis>
 - An example is [SourceTree](#)

Submission of Deliverables (2/3)

- Team leader / Individual must create **two** sub-folders:
 1. “Dev”: for development
 2. “Final”: for submission
 - Only upload one final versions of:
 - ✓ Read me file
 - ✓ Compilable source codes
 - ✓ Compiled application
 - ✓ Presentation slides
 - SIA will access all materials from this folder for judging
- Indicate if your solution is catering for the business challenges with technical complexity

Submission of Deliverables (3/3)

- Write a short description of your prototype
- Submission of final deliverables by 1759 SGT hrs on 27 Oct 2017
- If you have problems submitting to GitLab by the deadline, you must email us in advance with the reason

Judging: Process

- 28 Oct 2017
 - Qualifiers and Finals
 - Panel judges: SIA Management
- Each team / individual given 5 mins to present, demo. There will be 2 minutes of Q&A
 - **HDMI preferred, 16:9 or 4:3 aspect ratio**
 - **Bring your required adapters** (e.g. micro-HDMI, Apple connectors)
 - Live Demos: PPT / PDF mocks preferred for on-screen display.

Judging: Criteria

Innovation

20%

Technical Competency

30%

Business Value

40%

User Experience

10%