

Michelle Best

The original seating arrangement airline program desperately needs reformation. This program had concern for unethical practices. While there is nothing wrong with financial gain, the airline company benefited far more than their consumers did. If anything, there should be a mutual benefit. Since premium seats were slated at the window, this provided a major disadvantage for groups of two or more, especially families who were charged for a premium window seat and then scheduled to sit wherever the computer algorithm found a seat. Families did not receive satisfactory service for the price they were required to pay.

To help resolve that, an idea for a more ethical program could be to ask for input to a few questions at the beginning. Based on input received, traveler will sit together or have the option to upgrade (premium charge window seat). Nevertheless, they will be seated together or directed across from each other (aisle seat to aisle seat). This is still a work-in-progress, but here is a start:

#Ask: Are travelers under 18 traveling with you? If yes, skip to contingency (second page).

#Else, List the total number of travelers?

#{1}If one traveler: then ask, "Would you like to sit in a window seat? (window seat is premium price)"

#{1b}If no, reveal the price and proceed to the standard price at checkout.

#program is coded to organize all single travelers to be placed in aisle seats to sit in same row with pair/couple.

#Else, premium seat is selected, proceed to premium price in checkout.

#{1c}Else, if two travelers are selected, schedule a pair/couple to sit in a three seater row with the traveler of one.

#Offer option: Ask: "Would you like the upgrade to sit together at a window and middle seat? Otherwise sit separately (two nearby aisle seats)?"

#If yes, proceed to checkout to charge for one premium and one standard price.

#Else, pair will be two aisle seats in opposite rows to "sit" with each other since the aisle seat is the only thing separating them. Proceed to checkout for two standard seat pricing.

#{1d} Else, if three travelers are selected, offer option: Ask: "Would you like the upgrade to sit together in a whole row? Otherwise sit separately two aisle seats and one middle seat (aisle seats are across from each other).

#If yes, proceed to checkout to charge for one premium and two standard tickets.

#Else, group will have two aisle seats in opposite rows to "sit" with each other and one center seat. Group will be placed with single traveler with premium window seat pricing. Proceed to checkout for three standard seat pricing.

#(1e) Else, if four travelers are selected, offer the option: Ask: “You will be paired in groups of two. Would you like to upgrade to one window seat for each?”

#If yes, proceed to checkout to charge for two premium and two standard tickets.

#Else, group will have two pairs of aisle and middle seats, as best possible in the same row. Group will be placed with single traveler with premium window seat pricing. Proceed to checkout for four standard seat pricing.

#(1f) Else, if five travelers are selected, place the group in a row of three and in an aisle and center row. Since multiple tickets will be purchased, premium pricing will not be charged. Group will be placed with a single traveler with premium window seat pricing. Proceed to checkout for five standard seat pricing.

#(1f) Else, if six travelers are selected, group will be placed in the entire row (3 and 3). Proceed to checkout for five standard seat pricing.

#Contingency1: If families of travelers under 18 are traveling, the group is automatically paired. If a group is five travelers or more, standard pricing applies.

#Contingency2: If airplane seating needs rearrangements because of the total number of traveling groups, provide automatic (free) upgrades to groups of three so that they sit in the entire row together. Then pair all non premium single travelers to sit in the same row as window seat premium single travelers. Travelers of four, can be upgraded to a group of three and one member will receive a premium single window seat.