

Seating

My first plan would be to analyze how people choose seats in the first place. If window seats are more popular, then those would be off limits from economy seating. It would make sense if economy plus members usually get those seats that they would not be sold to economy. That way, those seats will not be randomly assigned and economy plus will always have it as an option, up until the last minute. While this may upset families who would want a chance at a window seat without paying extra, this isn't any different than choosing a room on a cruise where a view always comes at a price. This solution would also free up the middle and even aisle seat in the same row.

Another thing I would do is have economy customers choose their preference in seating. They can choose if they need to be together, if they can be split into groups, or if they can sit wherever. That way the program can better fill the remaining seats and we can try to seat people as best as possible. This solution is also more equitable because it keeps families in mind and takes away the fear that they would be split up. We can also move other economy members out of assigned seats to accommodate families. Being able to manipulate the program in these ways would help create more configurations in seats. Hopefully this solution would not be too complicated, since it would require analyzing what's there and making a decision of unseating and having to reseat certain peoples or groups.

One other change I would make is to have economy plus have a flex option, where they can choose a seat and a second option in case family members would like to sit together. Perhaps they get a discount on their next flight or a free meal if they have to move or give up their seat for another family who wishes to sit together. Incentivizing seat change may encourage more people to choose this option.