

Track



Your Trip



Context

Passengers mostly purchase tickets from third-party platforms and the airline is not the primary basis for purchasing tickets.

Insight

In this fast-paced era, many young people like to record the traces of life.

Idea

Help customers record the travel track; light up the mood of the route for the company to establish customer feedback channels.

Execution

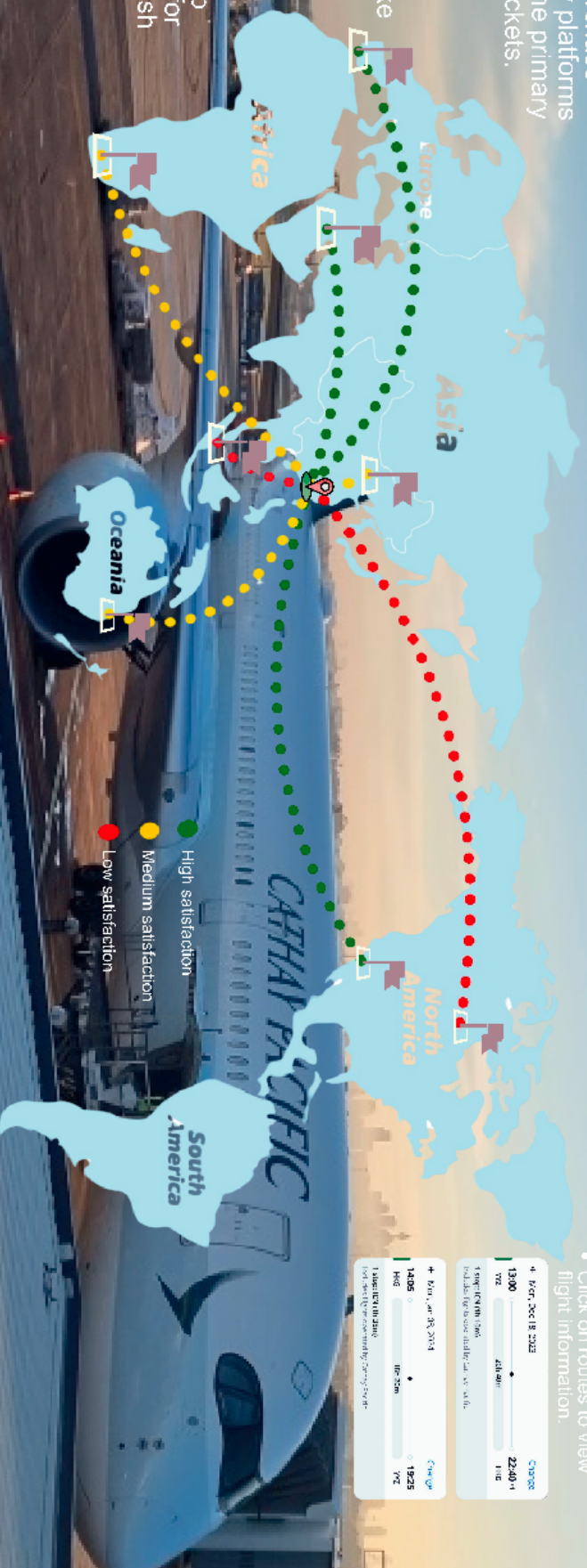
On the APP or website, after the flight, "light up the mood of the route" and generate a trajectory map. Certain mileage to unlock new theme backgrounds.

Expectation

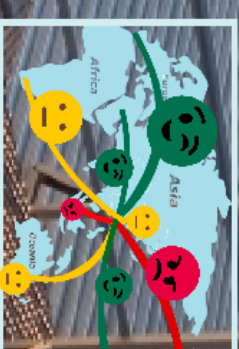
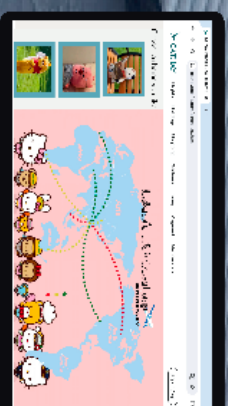
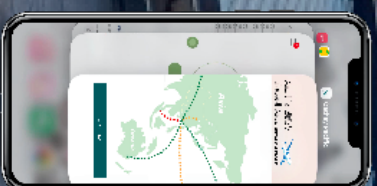
Expand the number of users and increase user loyalty

+70,000 **+11%** **100%**

APP/WEBSITE USERS BUYBACK RATE POSITIVE SENTIMENT



Click on routes to view flight information.



Mileage accumulated from trips can unlock multiple themes!

Light up the mood of the route! Not only are you documenting your life, but also influencing the ratings of our employees!