



Meet James



Flies Occasionally

Anxious

Southwest Flyer

Beta App User

Likes to try new things

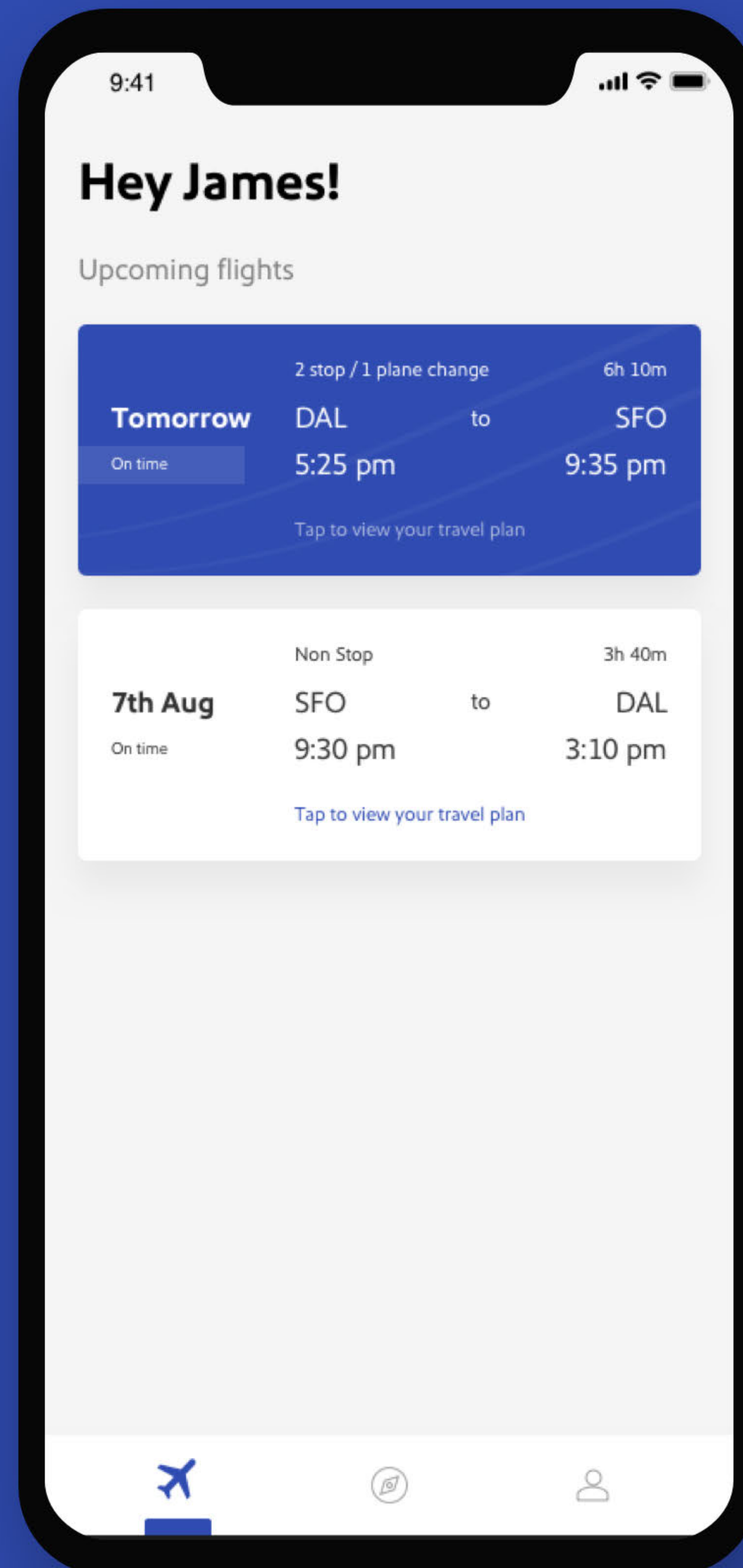


DAL

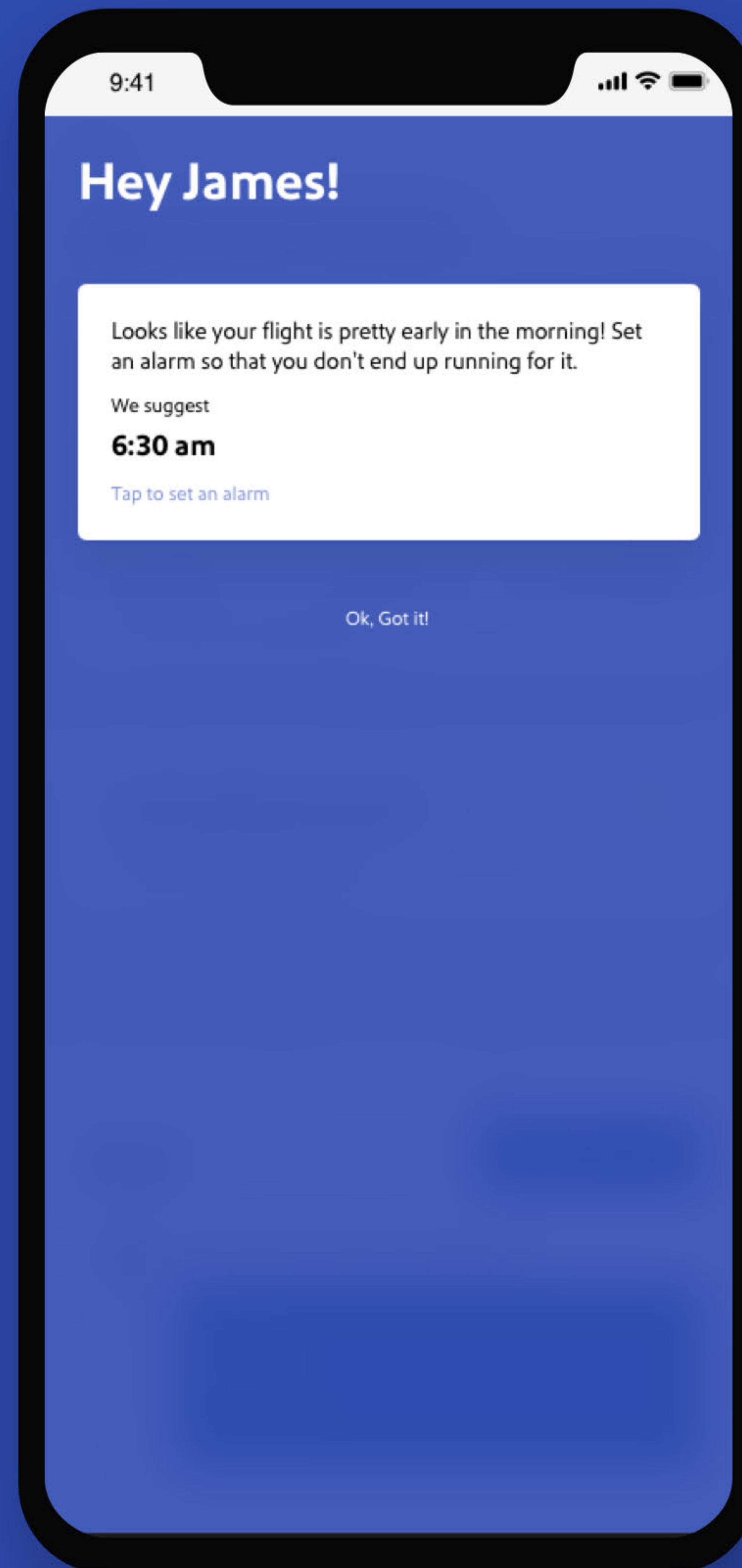


SFO

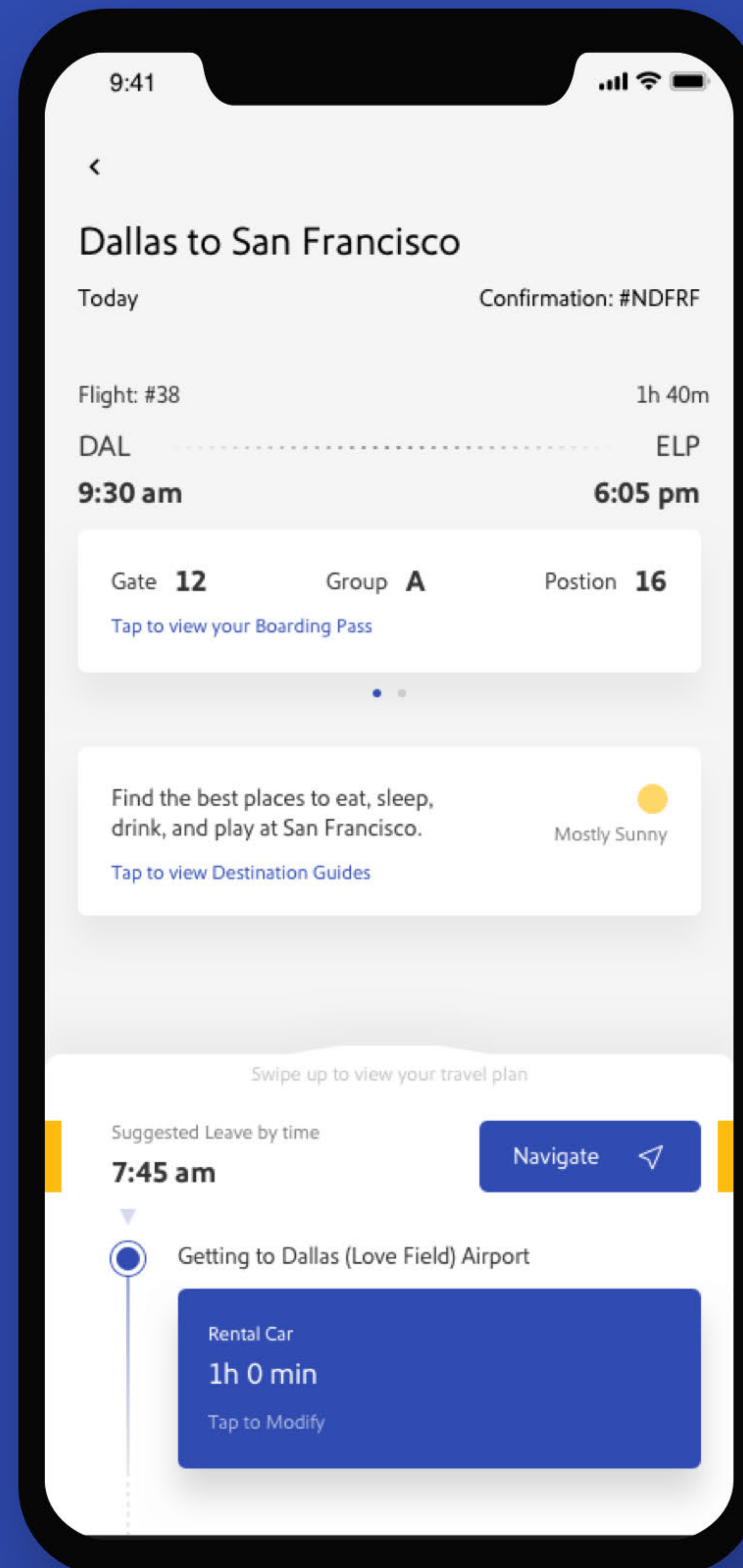
9:00 pm, Day before the flight



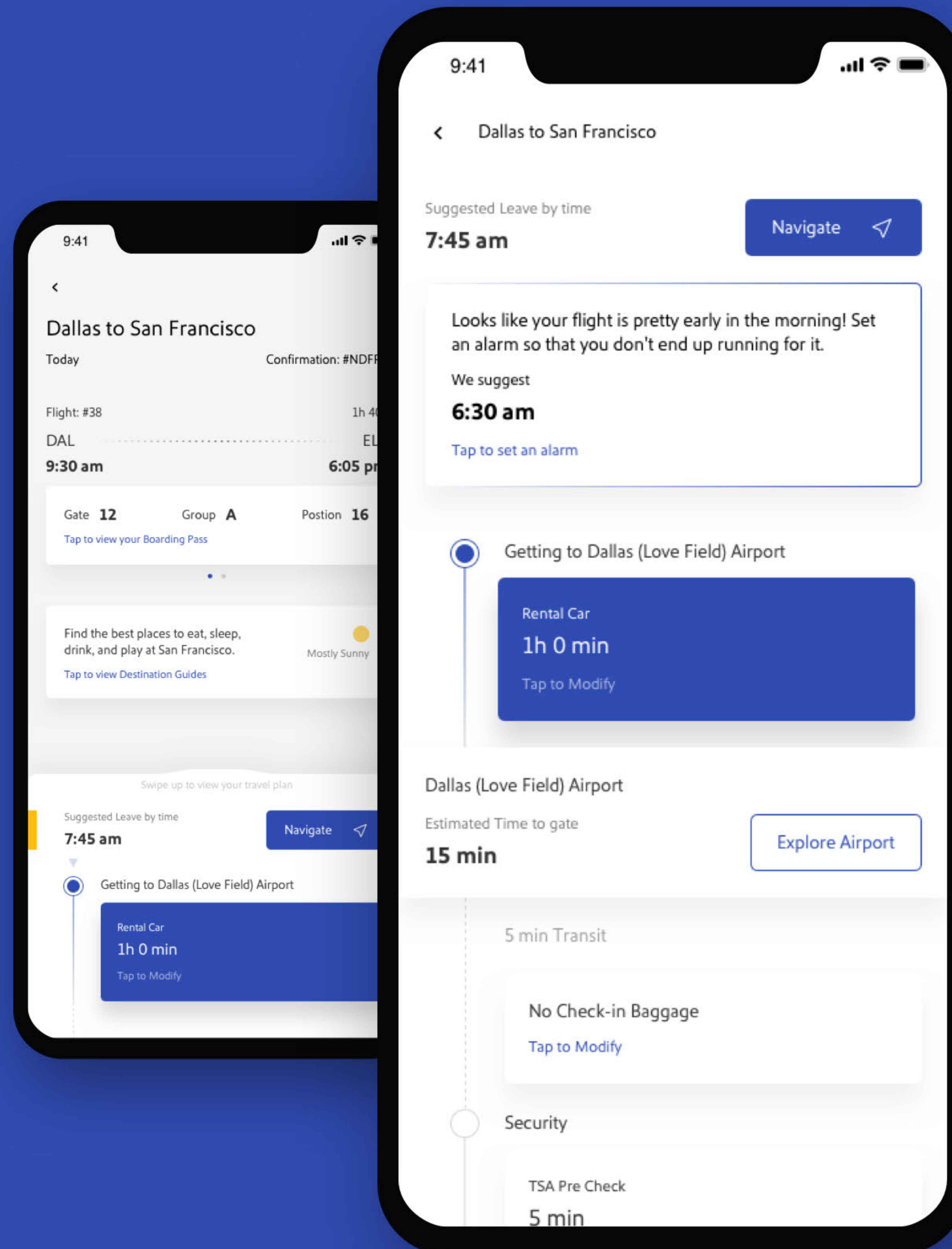
9:00 pm, Day before the flight



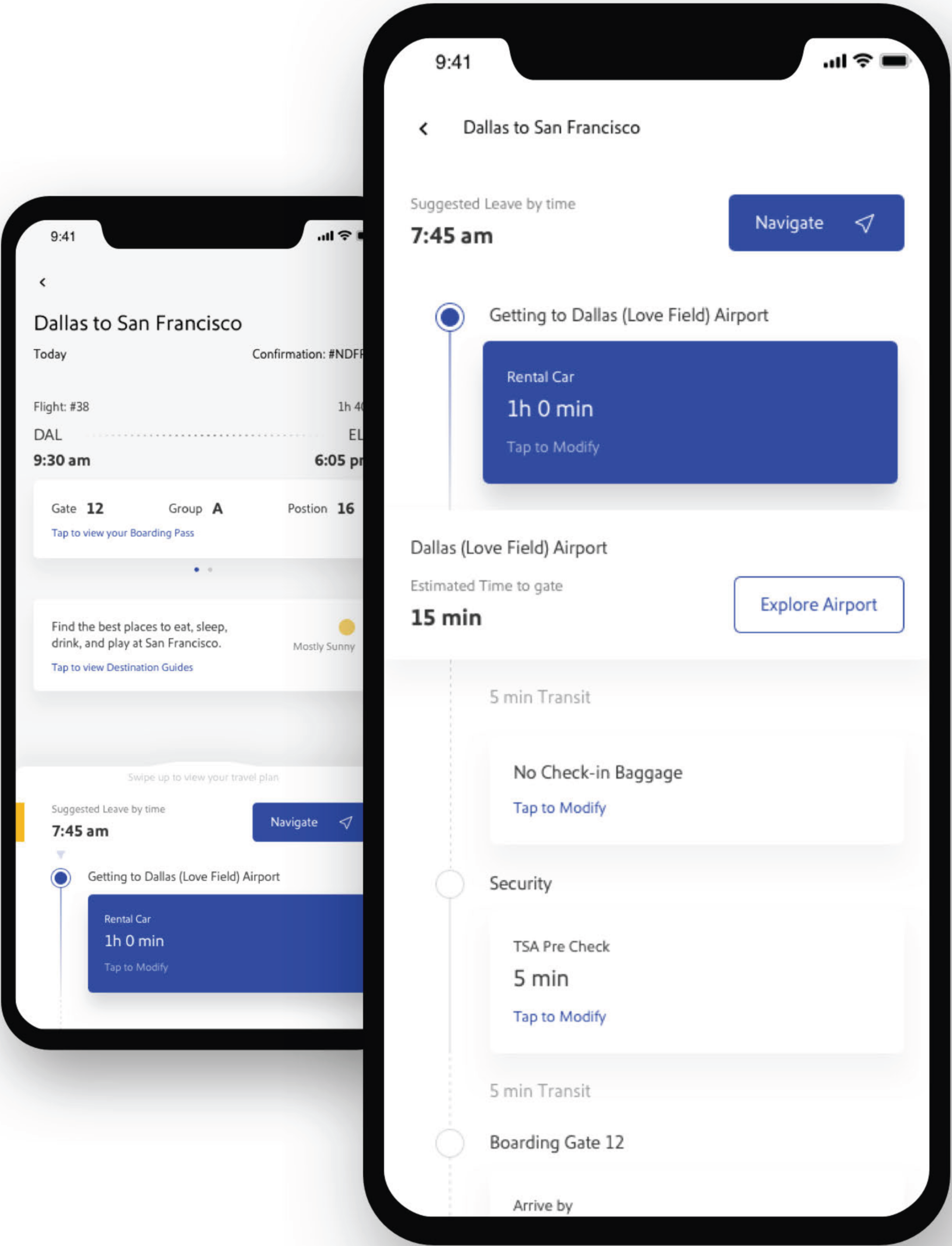
9:00 pm, Day before the flight



9:00 pm, Day before the flight



7:00 am, Day of the flight



Enhancing the User Experience

After learning about the complexities of the system, live user feedback coupled with user research, the user experience of the current application can be improved to provide information in a more concise, engaging & intuitive manner.

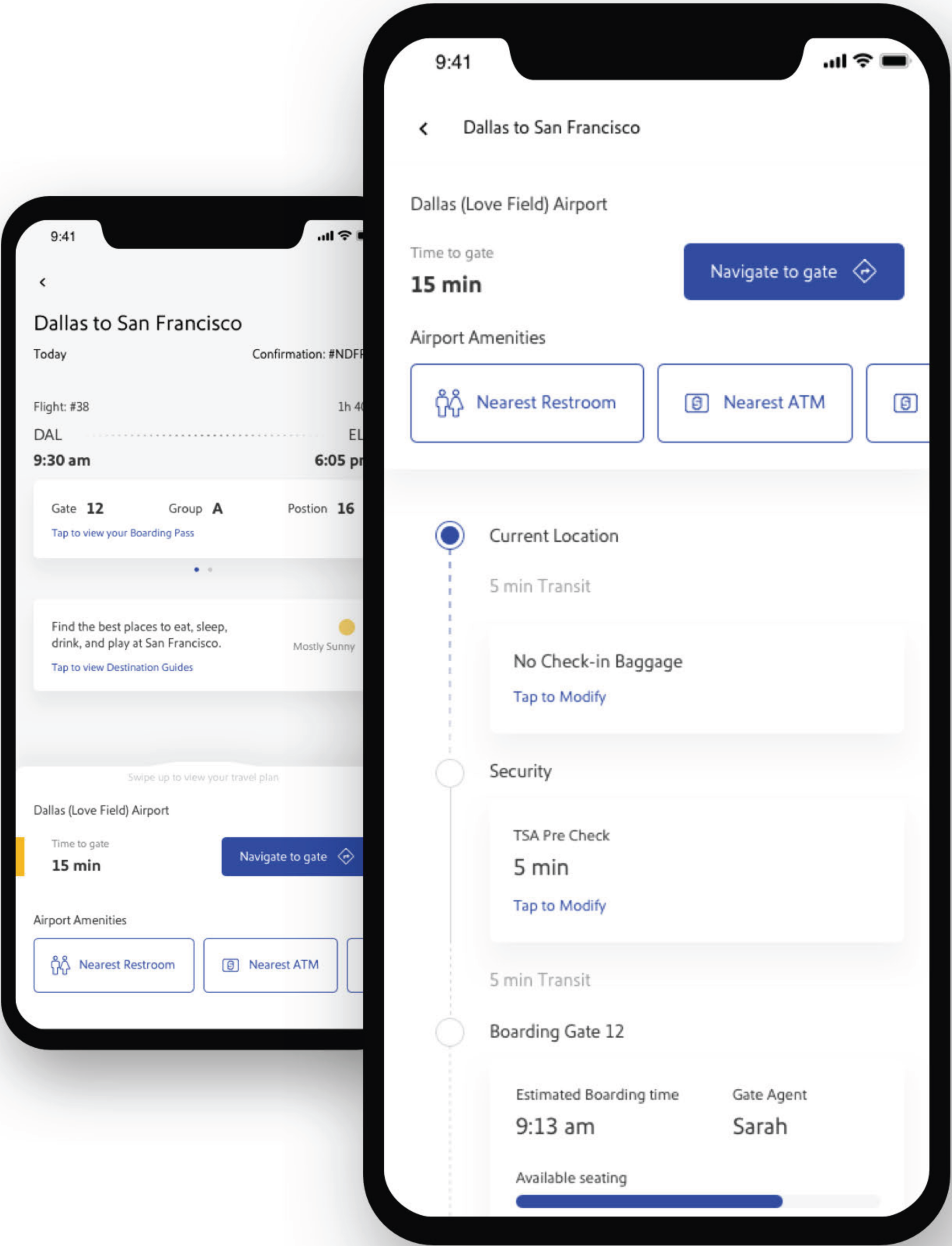
Capability Enablers

- A backend system that is tailored to provide a contextualized experience
- Location based services through map applications & [redacted] to provide accurate and contextual information to the user.

[redacted]

- [redacted]

8:45 am, Day of the flight



Progressive User Tracking

One of the most crucial aspects of a user's journey at an airport deals with getting the right information at the right time.

Capability Enablers

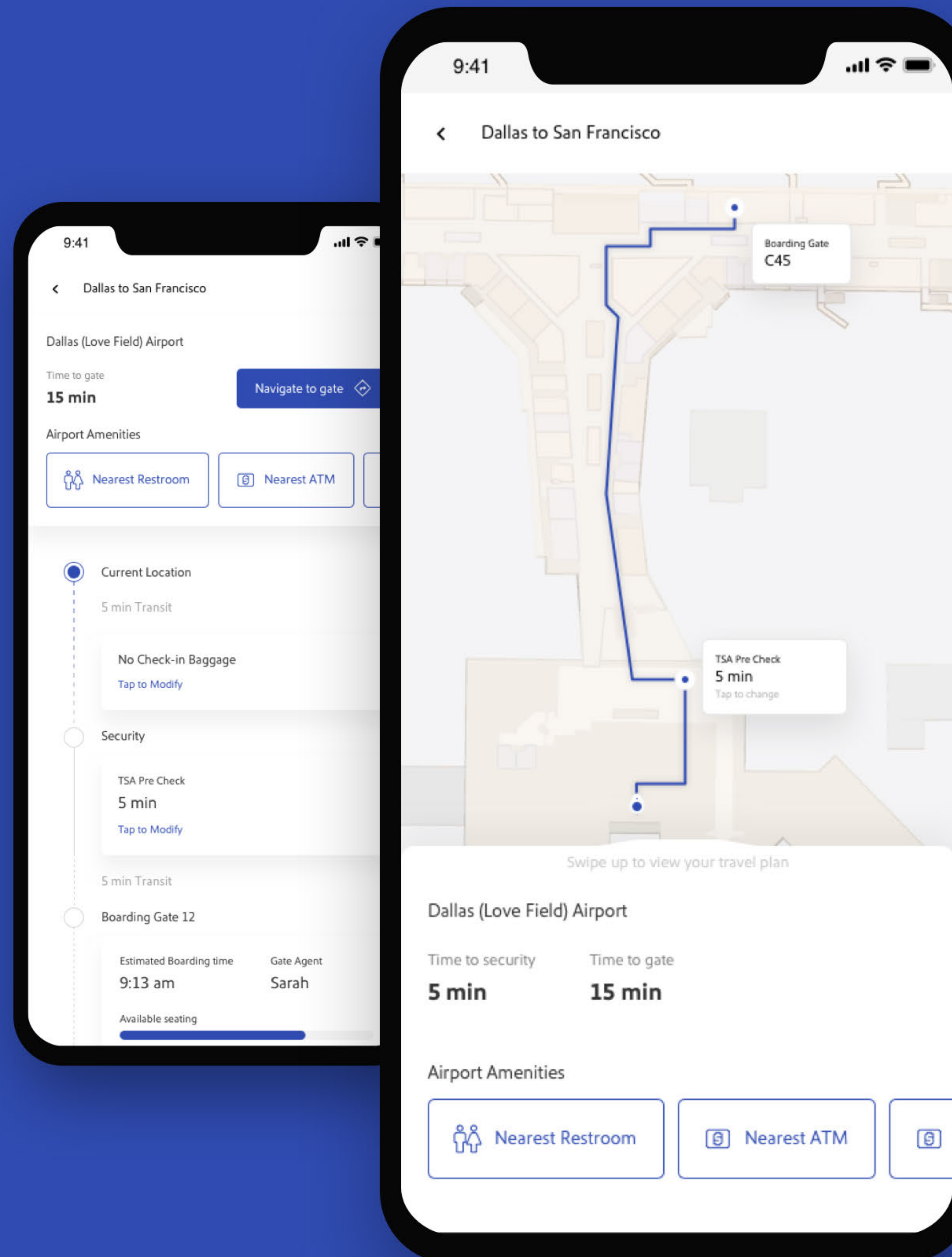
- [Redacted]
- Monitor* and leverage customers' live location within the airport premises.
- Contextually "customer-informed" location sensing through Locus Labs to provide users' with points of interest relevant to them.

Capability Potential

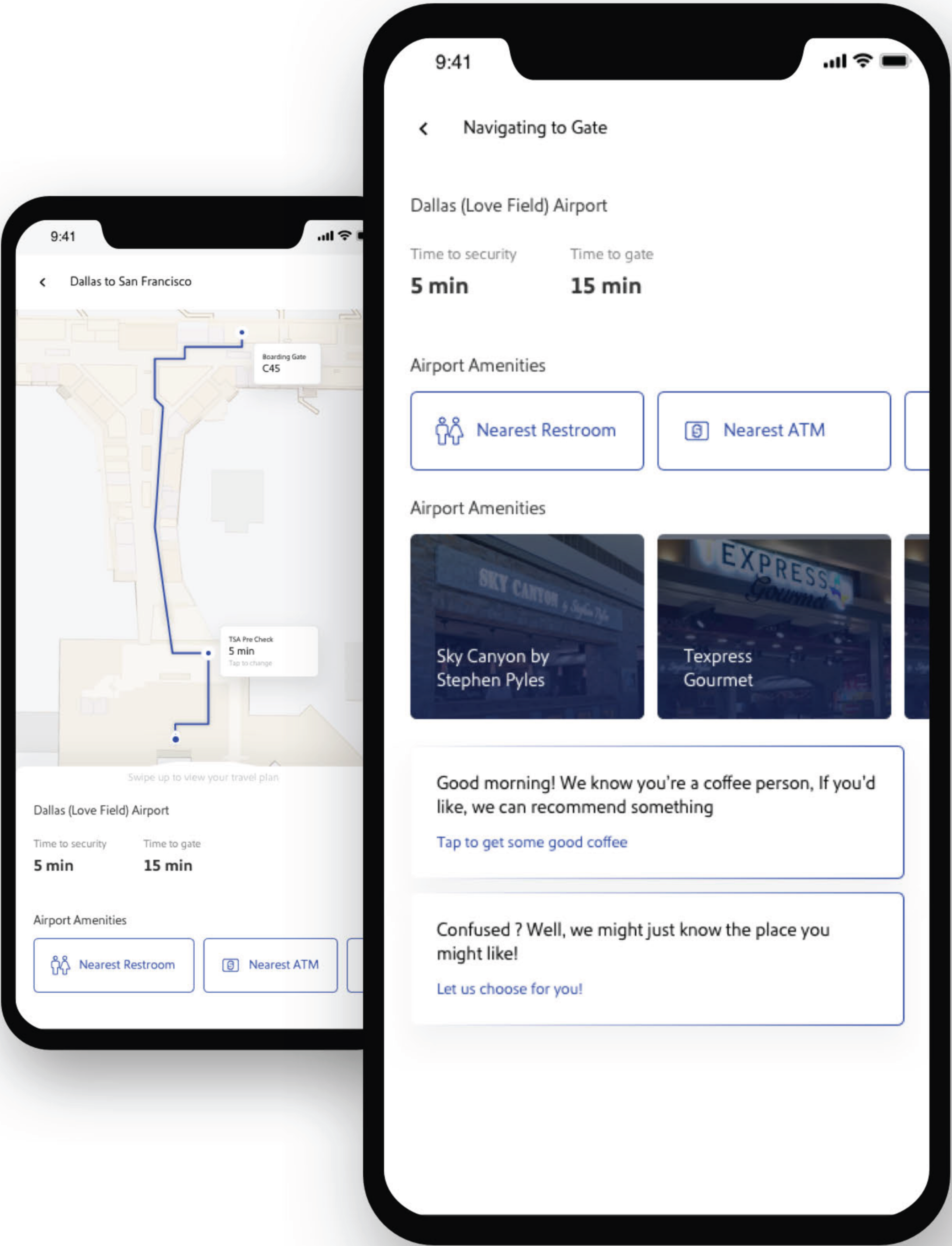
- [Redacted]
- [Redacted]
- Rewards the user for showcasing good travel behaviour.

Feasibility check required

8:45 am, Day of the flight



8:45 am, Day of the flight



[Redacted]

Tying together the power [Redacted] along with the experience of the Beta application will help provide an in airport experience beyond anything currently present.

Capability Enablers

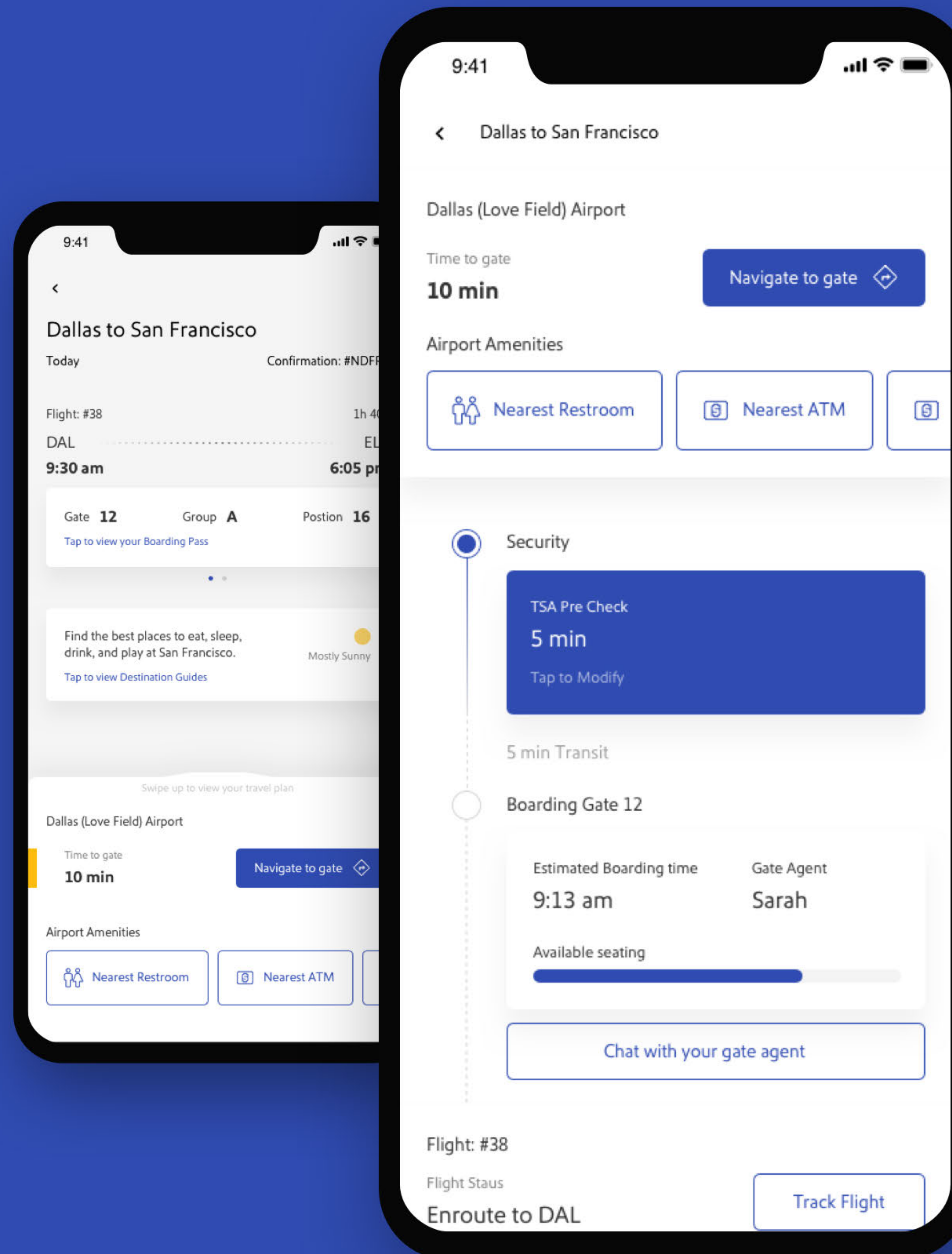
- [Redacted]

Capability Potential

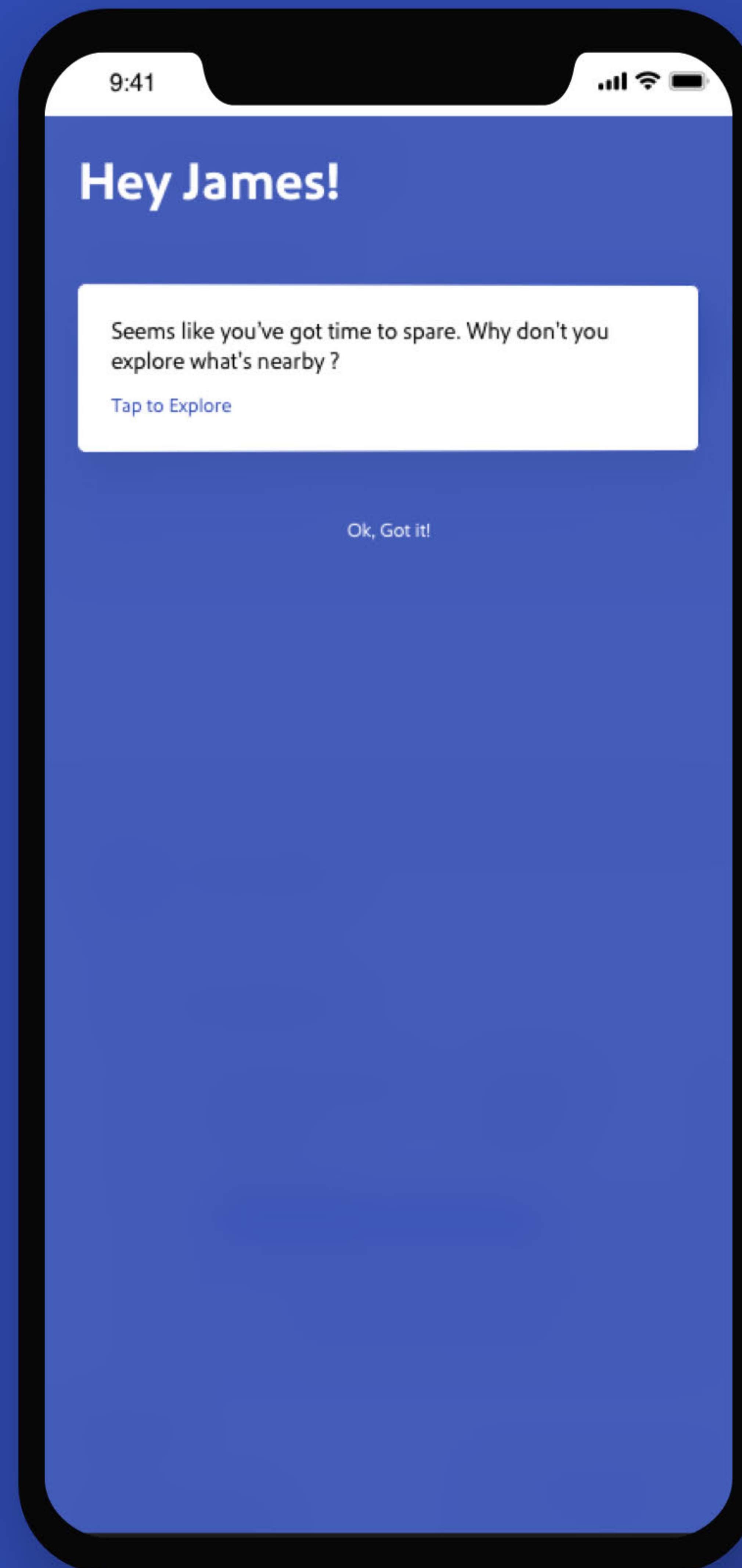
- This is the inevitable future of the day of travel use case.
- [Redacted]

Feasibility check required

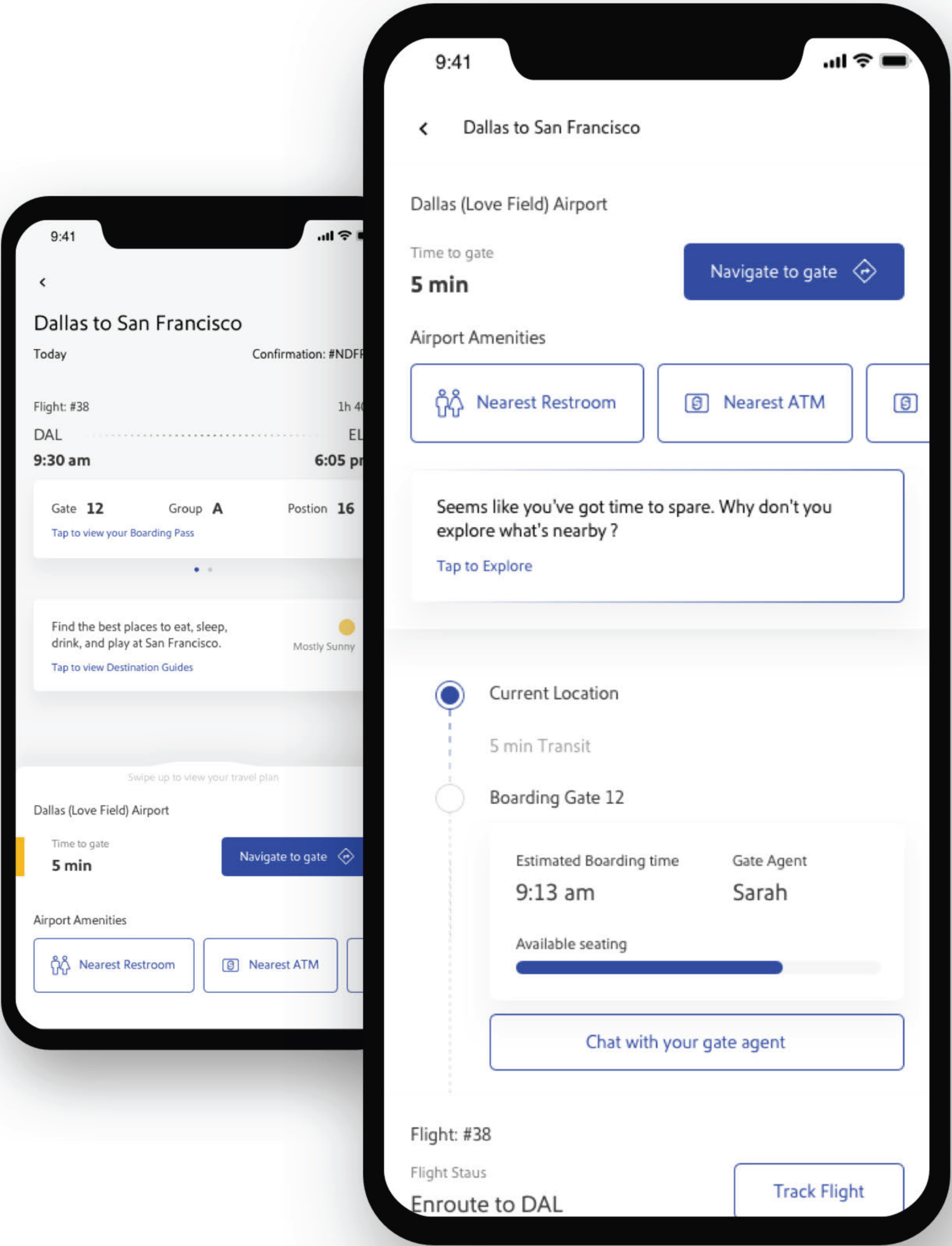
8:50 am, Day of the flight



8:55 am, Day of the flight



8:55 am, Day of the flight



Contextual Messaging & Suggestions

Contextual messages play an integral role in providing the user with relevant information and actions that are in line with the rest of their on going activities

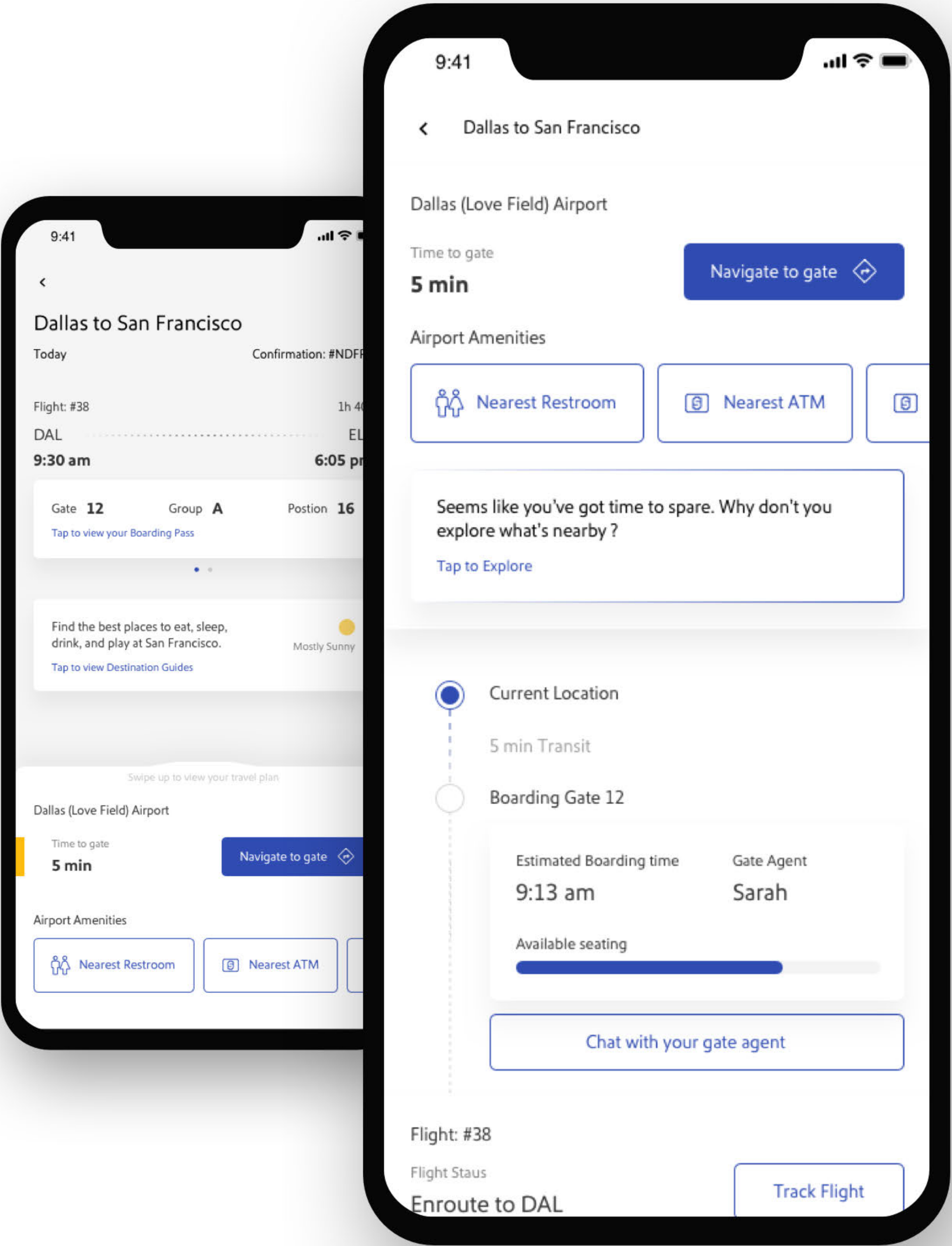
Capability Enablers

- [Redacted]
- [Redacted]
- [Redacted]

Capability Potential

- [Redacted]
- [Redacted]

8:55 am, Day of the flight



Gate information through the Gate Cam

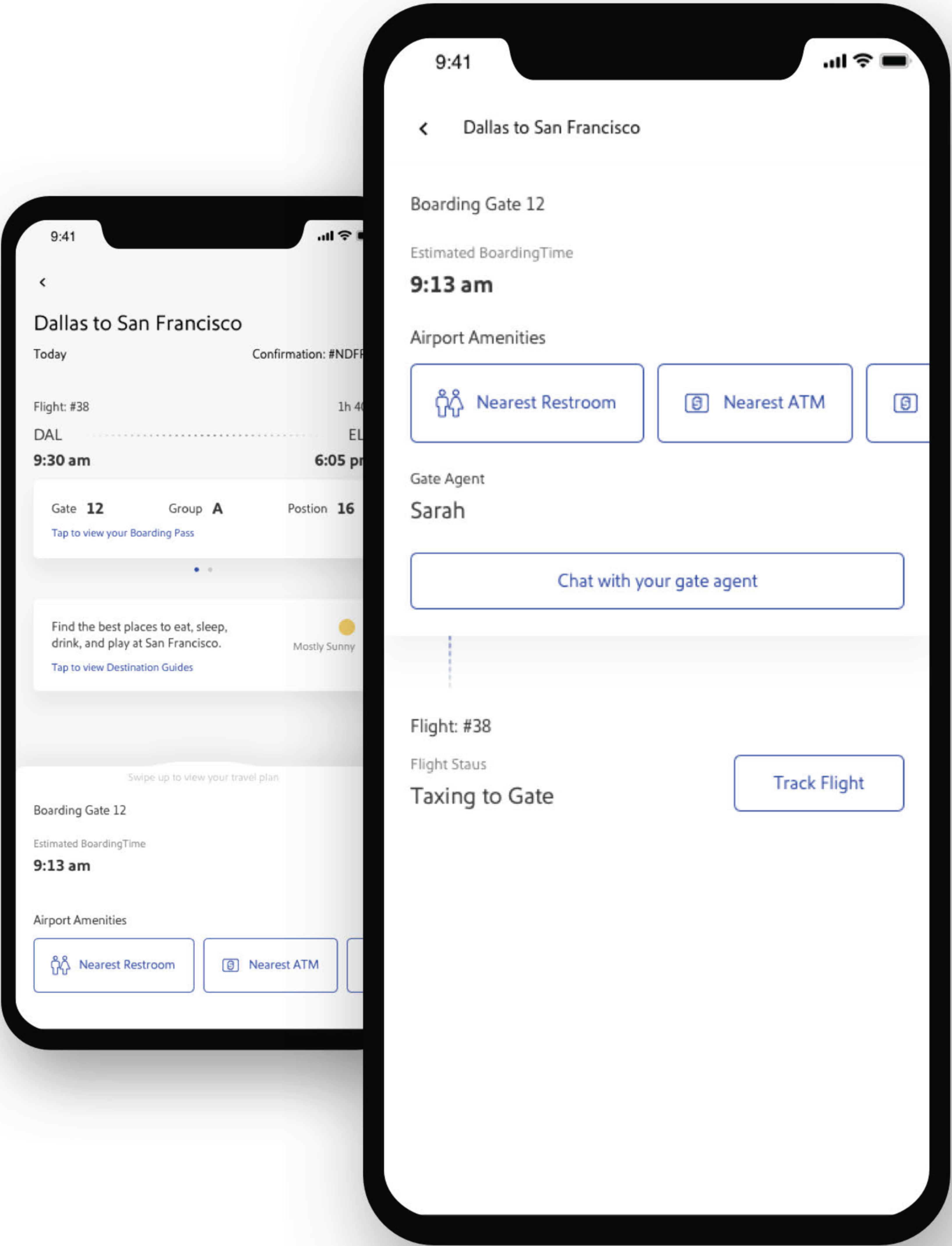
Gate cameras can be used to analyze the crowds present at a gate, the number of seats available at a gate and the information can be packaged and presented to the user in an easy to consume format.

Capability Enablers

- High definition Gate Cameras
- A Computer vision platform that helps analyze foot "traffic" at the gate, make recommendations to users and inform facilities decisions.

Future Case

9:10 am, Day of the flight



Gate Agent Chat

A Guided chat bot feature which can help the user enquire simple and retrievable information about a flight and will help provide a faster, more human customer service delivery.

Capability Enablers

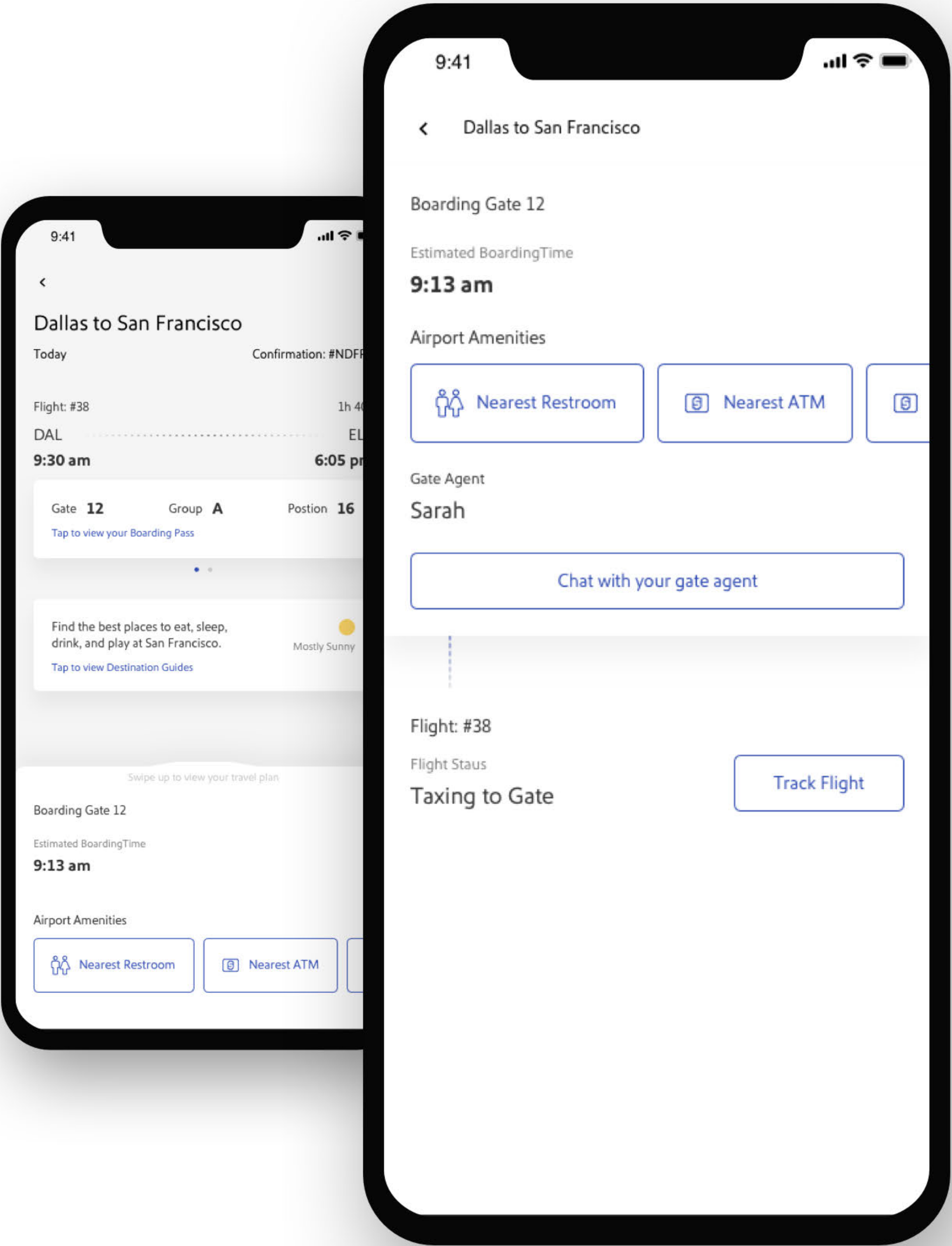
- A Southwest, Gate agent application that can help interface with a customer
- [Redacted]

Capability Potential

- The chat bot can be used to collect key insights regarding users' most-frequently asked questions at each flight, airport, and gate.

Future Case

9:10 am, Day of the flight



Live Flight Status & Tracking

Leverage Flight Tracking data to help provide more accurate data to the user in-terms of potential delays and dynamic boarding times.

Capability Enablers

- More robust flight status data from integration of 3rd party data

Future Case



to be continued.