Business Class - Airlines

STAGES	RESEARCH AND PLANNING	FLIGHT / ITINERARY BOOKING	PRE-TRAVEL	TRAVEL	POST- TRAVEL

PERSONA	USER JOURNEY																		
Trevor Smith	Awareness of new destinations, routes, and promotions	Awareness of airline sponsored events	Researching destinations, flights, and fares	Selection of flight and fare	Completion of passenger information	Selection of trip add-ons (hotels /car rentals)	Payment options & booking confirmation	Itinerary booking ammendment	Travel to airport	Check-in and ticket receipt	Completing security procedures	Lounge access	Departure gate confirmation	Boarding airplane	Inflight service and entertainment	Arrival at destination airport	Submitting a complaint	Sharing experiences	Collecting & redeeming loyalty points

PERSONA	CUSTOMER NEEDS																		
Trevor Smith	• Relative vacation packages aligned with public holidays • Information about new routes and destinations	• Socially engaging marketing activities • Airline sponsorship of football teams	• Simple search process • Relative promotions sent by the airline • Exclusive promotions for frequent travelers • Higher frequency of available flights to common destinations	• Easy selection process • Ability to assign seats on booking • Information about accumulated points from selected flights	• Passenger information stored and retrived from Passenger profile	• Special promotions on hotels and car rentals in destination country • Ability to use airline loyalty points for targeted non-airline bookings and purchases • A wide range of hotel and car rental partners	• Convinient payment channels • Easy points redemption process for partial or full flight payment	• Clear and visible ammendment and cancellation policies • 24/7 customer service support • Convinience of changing flight bookings	• Complementary transportation services provided by the airline • Early / online check-in	• Dedicated luggage drop-off counters • Fast and efficient check-in process • Self-service check-in	• Electronic passport control gates for frequent flyers • Dedicated passport control counters for first and business class passengers	• Complementary Wifi • Entertainment and refreshments • Relaxing enviornment • Dedicated smoking areas • Quiet zones for transit customers • Showers within business lounge for transit customers • Play areas for accompanied kids • Secure locations to temporarily place hang luggage	• Easily accessible and updated information about departure gates • SMS & E-mail notifications sent to Passenger in case of delay or change of departure gate	• Spacious waiting areas prior to boarding • Internet / Wifi access in waiting area • Prioritization for first and business class customers in the boarding process Or dedicated boarding zones • Friendly cabin crew	• Diverse selection of meal menus catering for different culture sensitivities and dietary requirements • Availability of new and popular movie and TV show selection on the flights entertainment management system • Free internet access onboard the airplane	• Internet / Wifi access in destination airport • Clear instructions of transit timings and boarding procedures	• Responsive customer service staff • Convinient channels for feedback submission		• Convinient portal for loyalty point management • Diverse use cases for loyalty point redemption

PERSONA	VALUE MOMENTS																			
 Trevor Smith	• Introduction of a new preferred direct flight	• Personal invitation for an airline sponsored event	• Preferred flight availability • Recieving relevant hotel / car rental promotions	• Completion of the flight booking process	• Completion of the flight booking process	• Completion of the flight booking process	• Completion of the flight booking process • Recieving e-ticket / booking confirmation	• Completion and confirmation of the flight amendment process	• Booking and confirmation of complimentary transportation to airport • Driver on-time arrival to passengers location	• Time taken to complete the check-in process	• Self Service (E-gate) • Time taken to pass passport control • Priority control counters for first and business class customers	• Finding a comfortable seat within the lounge that is not overcrowded	• Proactive communication about unexpected flight delays and gate changes	• Time taken to board airplane • Completion of priority boarding process • Internet / Wifi access in waiting area	• Finding favorite cotent on entertainment system • Responsive service to passenger requests • Presentation of refreshments and meals • Knowing passenger by name • Proactive communication with passenger about his needs on the flight	• Having internet access on arrival • Communication with airline customer service staff in foreign airport • Priority disembarkation of first and business class passengers	• Prompt response from Airline customer service staff	• Sharing flight experience on social media	• Using airline points to pay for a non-airline product or service

PERSONA	MOOD BOARD																			
 Trevor Smith																			

CHANNELS	CHANNEL PER ACTIVITY																		
Email																	●		
Social Media	●	●																●	
SMS	●												●						
Smartphone App	●		●	●	●	●				●							●		●
Mass Media	●	●	●																
Smatphone Application							●	●											
Call Center			●	●	●	●	●	●									●		
Airline Website			●	●	●	●	●	●		●							●		●
External Travel Agents			●	●	●	●	●	●											
Sales Office				●	●	●	●	●											
Airport POS				●	●	●	●	●											
Check-in Counter										●									
Airline Transportation Services									●										
Designated Gate														●					
Flight board													●						
PA Annoucements													●						
Cabin Crew															●		●		
Entertainment System															●				
Airline Lounge												●							
Customer Service Desk																●	●		
Departure Airport											●								

KPIS	VALUES TITLE	
Social Media Reach	80% +66.7% 2 DAYS AGO	18.8% +100% 2 DAYS AGO

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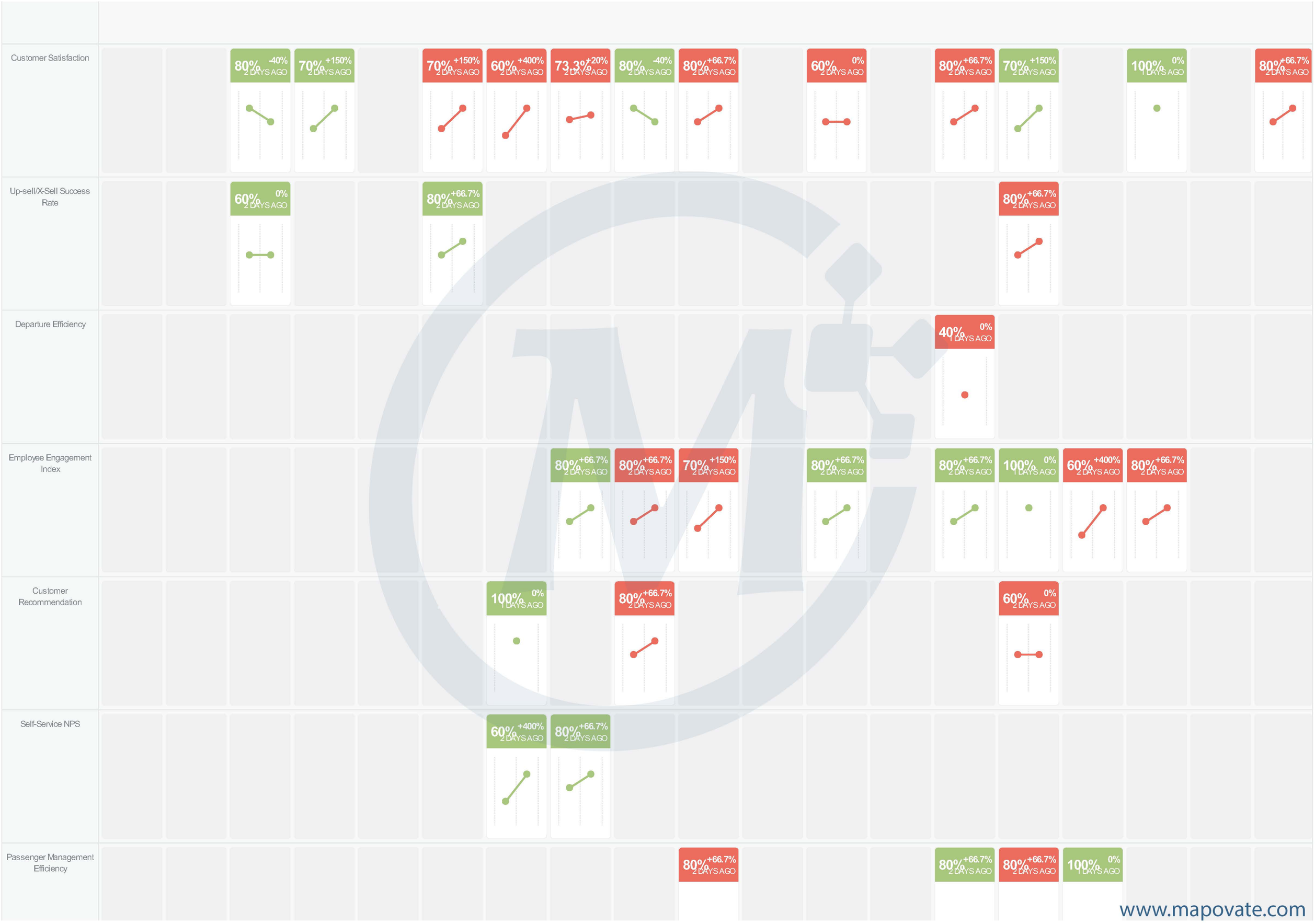

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% Positive Mentions	80% +66.7% 2 DAYS AGO																	80% +66.7% 2 DAYS AGO	
Redemption Rate																			86.7% +66.7% 2 DAYS AGO

PERSONA	INITIATIVES																		
Trevor Smith	• Increase number of destinations in South America • Promote new African destination • Coordinate with tourism department for co-promotion	• Sponsorship of new english football team • Sponsorship of upcoming musical talent from Asia	• Retargeting marketing initiative with vendor • Destination marketing promotional video and online content	• Revamp website display of flights to include missing information • Implement share on Social Media buttons	• Update website to store passenger information to avoid re-entry on each booking	• Increase partner network in Africa • Implement point redemption coalition program with selected partners	• Simplify check-out process through smartphone application • Introduce new payment options for Saudi Arabia	• Reduce average handling time at the call center for booking ammendments	• Increase transportation fleet for business and first class customers	• Airline counter expansion in Singapore • Smartphone application update		• Flagship lounge expansion	• Deployment of SMS notifications for gate / flight notificatiokn		• Expansion of cabin crew training facility • New training program for A350 aircraft • Enhancements to crew scheduling system				

PERSONA	SUPPORTING DOCUMENTS																		
Trevor Smith	• Marketing material (flyers, brochures, e-mai newsletter templates, etc..)	• Video and picture content captured at the event • Information about Airline's sponsorship deal • Calendar of upcoming events		• Flight / fare ammendment and cancellation policy	• List of passenger documents / information required for booking fullfilment	• Database of preferred hotel car care rental partners in each destination • Latest packages and promotions for Vienna	• Payments and refunds policy • List of available payment channels • Payment process / policy with external travel agents	• Ammendment and cancellation policy	• Complimentary transportation booking procedure and system guide	• Seat change procedure		• Passenger registration procedure • Lounge service procedure • Handling unaccompanied minors procedure	• Flight announcement policy	•	• Inflight service guidelines • Dutyfree merchandise stock and distribution plan				