

Reimagining Flight Status for Airlines

1. Executive Summary

1.1 Purpose

The Reimagine Flight Status project aims to enhance the existing flight status experience of the airline, benchmarking it with global industry-leading practices for the aviation industry utilising third party apps and integrations, providing a digital-first approach to share accurate, real time flight and UX friendly status updates with flyers and other interested individuals (eg those receiving a guest at the airport) on the platforms and medium that they are most comfortable with, including but not limited to the airline website and app. This initiative is driven by the need to deliver accurate information, elevate the user experience, and stay ahead in the dynamic aviation landscape.

1.2 Scope

The project's scope encompasses the redesign of the flight status experience across the website and native mobile applications. Integration with third-party APIs, such as Google Maps, Calendar, weather services, and event information, would enrich the user experience. The focus is on clear and interactive display and alerts of flight information, including flight scheduled and estimated departure and arrival times, flight duration and remaining duration (in destination & arrival / local time), terminal details, time to terminal for arrival / departure from current location, and status (eg delayed, on time, rescheduled, cancelled, etc).

1.3 Objectives

- Elevate the UI/UX of flight status with accurate and interactive information.
- Introduce personalisation features for users such as alerts, auto-update calendar, apple / google wallet, map notification, etc.
- Benchmark with industry best practices for flight information display and global cross industry best practices such as food delivery apps and vehicle aggregator apps.

1.4 References

Inspiration may be drawn from:

- [EasyJet Flight Tracker](#)
- [Air India Flight Status](#)
- [IndiGo Flight Status](#)
- [United Airlines Flight Status](#)
- [Third Party Flight Tracking Apps - https://beebom.com/best-flight-tracking-apps-for-iphone-android/amp/](https://beebom.com/best-flight-tracking-apps-for-iphone-android/amp/)

1.5 Output Required

A reimagined flight status experience calling out specific integrations including but not limited to API integrations (with links to the API documentation), visualized through a high-fidelity framework or visual design in tools like Figma, ensuring a seamless transition from concept to implementation.

1.6 What winners to expect

- You will get a chance to work on a project with the esteemed TCS (Tata Consultancy Services) team and the Air India Express UI/UX and design team on the award winning website www.airindiaexpress.com and Air India Express mobile app. Our goal is to leverage ideas and expertise in technology and innovation from industry leading firms and innovative individuals to collectively build a new global benchmark flight status experience, setting new standards in the aviation industry globally and ensuring a seamless, future-proof digital journey for Air India Express guests.
- Return flight vouchers of choice on the Air India Express domestic network for each member of the winning team (up to 4 team members).

2. Project Overview

2.1 Background

The existing flight status page, established in 2021, served its purpose, but evolving industry demands, necessitate an upgrade. Benchmarked against not just AirAsia, IndiGo, and Go Air, but global best standards in airlines, third party apps and associated industries, the revamp aims to meet current and future challenges.

2.2 Stakeholders

- Collaboration with:
 - AIX Teams (e-Commerce, Ground Operations, Flight Operations, Customer Happiness)
 - Third-Party Vendors (Google, Sita on Air)
 - Airport Partners (BIAL website APIs)

Insights from End Users (Customers, Website & App Users), References of third party apps

3. Business Requirements

3.1 Clear Flight Information Display

- Display accurate and real-time information about ETD (Expected Time of Departure), ETA (Expected Time of Arrival), STA (Standard Time of Arrival), STD (Standard Time of Departure), ATA (Actual Time of Arrival), ATD (Actual Time of Departure).
- Present total flight duration.

- Indicate terminal details for departure and arrival.
- Clearly communicate flight status.
- Display local time at departure and arrival locations.
- Differentiate between Direct and Connecting flights.
- Provide gate information and equipment type details.

3.2 Inclusion of Filters

- Allow users to filter flights based on type, time zones, duration, and time of day.

3.3 Key Functional CTA

- Prominent Call-To-Action buttons for Booking, Check-in, and Managing reservations.

3.4 Weather Information

- Display real-time weather information for destination and origin.

3.5 Carbon Offset

- Include information about Carbon Emissions and option to Offset Carbon Footprint, displaying emissions for each flight (segregate Economy and Business Class separately).

3.6 Notification Feature

- Implement an opt-in notification system for flight-related updates, through sharing via email, what's app, SMS, and other app integrations (eg Google Wallet / Apple Wallet, Calendar, maps, etc)

3.7 Flight Tracking

- Enable tracking for specific flights, origin destinations combinations, origins, destinations or the entire airline fleet.
- Benchmark and publish on time performance (departure and arrival) over time and with other airlines on the same routes / origins / destinations.
- Integration with WhatsApp for flight tracking.
- Previous flight information.

3.8 Popular Add-ons

- Showcase top-selling meals and add-ons for specific aircraft or flight.

3.9 Check-in Counter Information

- Include details about check-in counters, gates, baggage belt at the departure location (not mandatory in phase 1), visual designs sufficient for this area.

3.10 Performance Requirements

- Fast loading times for the flight status page.
- Support for a 5x increase in concurrent transactions.
- Regular performance testing and optimization.

3.11 Compliance Requirements

- Adherence to legal and regulatory requirements in target regions.

4. Non-Functional Requirements

4.1 Usability

- Minimal clicks for flight information.
- Clear error messages and user guidance.

4.2 Reliability

- Meet system uptime and availability requirements.
- Integration with an Optimizer for enhanced reliability.

4.3 Scalability

- Exhibit scalability to handle future growth in flight volume.

4.4 Maintainability

- Ensure easy updates and maintenance of the flight status page.

5. Assumptions and Constraints

- Users possess a basic understanding of flight status.
- Anticipation of 5G technology to enhance connectivity.

This Reimagine Flight Status project is essential for Air India Express's commitment to providing a cutting-edge, user-friendly, and informative digital experience for its passengers, reinforcing its position as a leader in the aviation industry.

----- Thanks -----