



Lufthansa

A Case Study

by Emmanuel Francis





Problem Statement

What is the Problem

1. Not competitive enough rates + No Cashback options
2. It's a Web View App , not Native (thus laggy)
3. Renders slowly even on 3G / 4G networks
4. Doesn't support adding Boarding Pass locally in the Wallet



James Pearn

★★★★★ January 5, 2019



Absolute rubbish. I just received the error message "something about your browser made us think you were a bot". But I wasn't using a browser, I was using the app. It seems LH's own server can't even recognise its own app. Plus, the whole app is generally painfully slow.



Jared Mar

★★★★★ December 16, 2018



The app is effectively a wrapper around their website and is unbearably slow. Navigating is a pain and it doesn't support loading board passes to Google Pay. And for some reason, it displayed my first and third flights, but my second flight was nowhere to be seen...

Lufthansa

A Case Study

#01



Piotr Szmigiel

★★★★★ November 25, 2018



The app has horrible UX, searching for flights takes ages, and every single operation takes 10s to load. selecting seats for intercontinental flight is 5 min at least.



Loïc Derrien

★★★★★ November 27, 2018



Shockingly bad for such a major airline. Keeps bugging and takes ages to load different sections. UX is very bad. I like to company though and I used to take it very often for international flights. Please revamp this app from top to bottom



AKASH A

★★★★★ December 26, 2018



Worst app. No proper User experience. No feature to download boarding pass via mobile app. Cannot understand why this app is made. Please redesign your app and add useful features

And many more  reviews can be found on the Google Play Store

And horror continues from one of the most valued airlines when it comes to international travel . The problem arises when basic functionality (*Login , Check Flight Status , Web Check-In etc.*) within the app is thwarted.

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A Case Study

#01



Objectives

The Objectives

1. A single platform to engage users before and after their flight
2. Easy to use interface
3. Special **Discounts** for app users
4. **Web Check-in** with added benefits (first come - first serve window seats)
5. Provide **Intuitive UI** to select seats , dates and Boarding Pass
6. **Open Boarding Pass** Automatically when the user reaches the Airport
7. Navigate within the Airport using **AR Airport Offline Maps**



Flight Booking Survey



Lufthansa

A Case Study

by Emmanuel Francis

This wont be too long , I Promise !

Start

press ENTER

Questions asked



<https://goo.gl/vznY2G>

Flight Bookings SURVEY

1. What is your Name ?
2. How old are you ?
3. What are the parameters you choose for booking ?
4. Would you choose the Airline App or an Aggregator App ?
5. Frequent Mode of Transport ? (Domestic / International)
6. Do you prefer cheap even during an emergency ?
7. How often do you travel in a year ?
8. What do you hate most about Flight Bookings ?
9. Have you ever done Web Check-ins ?
10. Do you Print your Boarding Pass or Show your E-Ticket ?

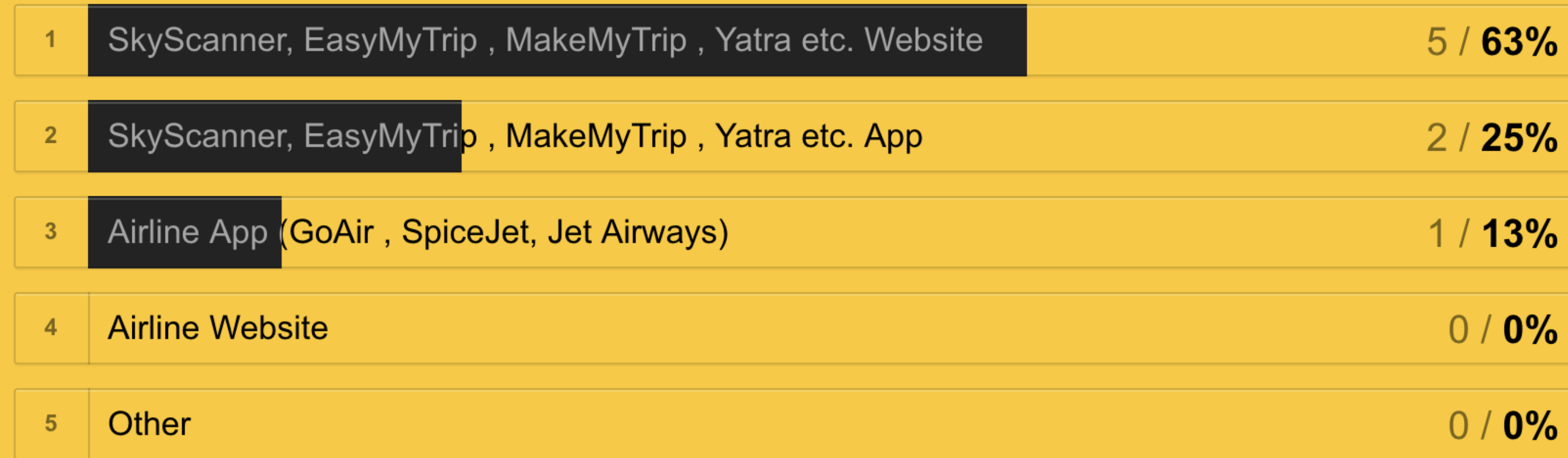




Survey Results

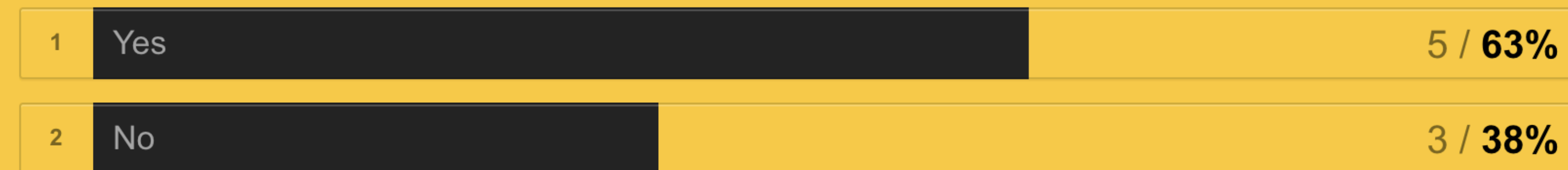
What do you prefer to book a flight ?

8 out of 8 people answered this question



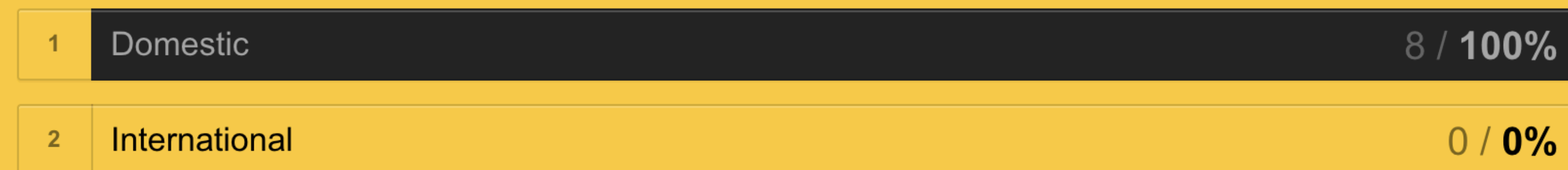
Would you download the Airline App over an aggregator like MakeMyTrip, PayTM Flights etc. ?

8 out of 8 people answered this question



Which is your frequent travel mode ?

8 out of 8 people answered this question

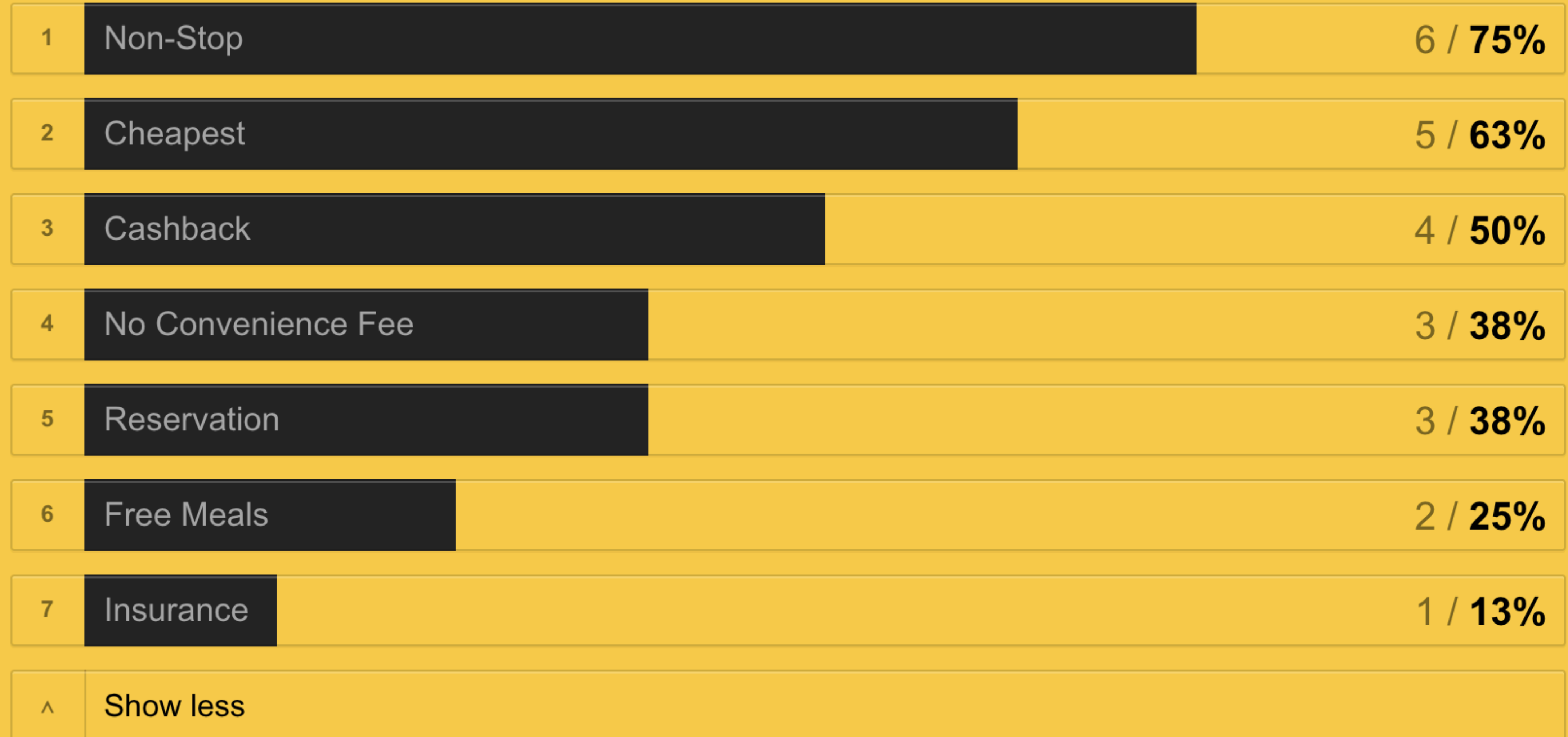


Responses from users

Time	Name
<input type="checkbox"/> 03:35 PM	Selma Davis
<input type="checkbox"/> 01:09 PM	Kiran
<input type="checkbox"/> 09:17 AM	Charmi Porwal
<input type="checkbox"/> 08:42 AM	Supraja
<input type="checkbox"/> 07:56 AM	Iris Anna Peter
<input type="checkbox"/> 07:50 AM	Collins
<input type="checkbox"/> 07:26 AM	Zeus
<input type="checkbox"/> 07:10 AM	Nikha joseph

Your parameters when booking a flight ?

8 out of 8 people answered this question



Target Audience

Vacationers

Emergency Trippers

**Frequent Flyers
(Business)**



User Journey

Steps to Book a Flight

1 **Open App**
iOS / Android

2 **Select Trip Type**
One Way / Round Trip / Flexible

3 **Select Route**
ex. BOM - COK

4 **No. of Passengers**
Add atleast 1 passenger

5 **Select Class**
Economy / Business

6 **Non-Stop / With Stops**
With or without stopovers

7 **Reservation (optional)**
Student / Armed Service / Public Servant

8 **Book Flight**
Tap Button

9 **Make Payment**
Via Card / Net Banking / Wallet

10 **Print / Save Boarding Pass**
to show at Airport Entrance



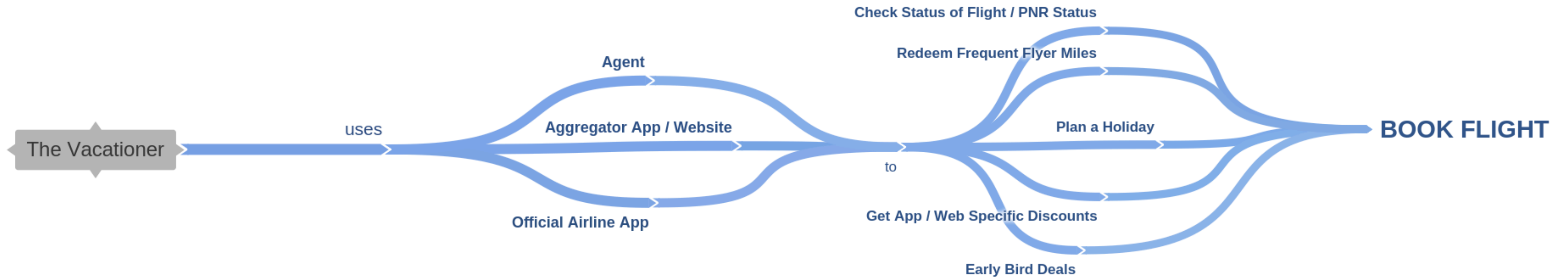
#06

by Emmanuel Francis



User Journey

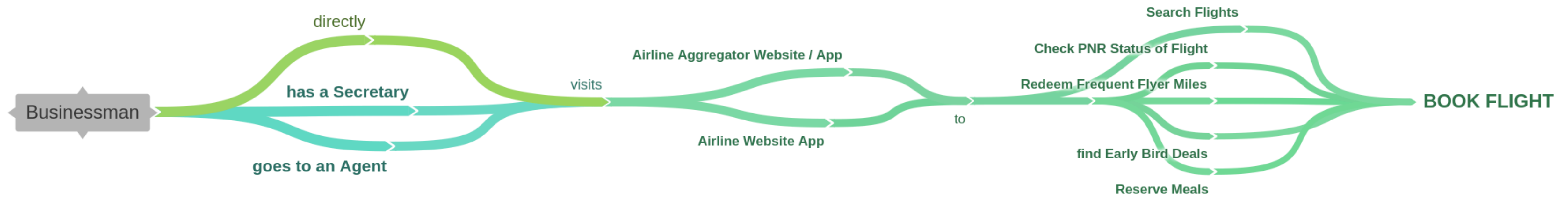
The Vacationer





User Journey

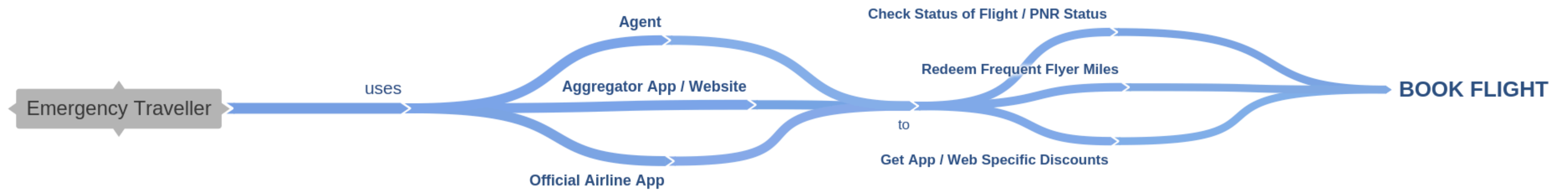
The Businessman





User Journey

Emergency Traveller





User Personas



Nikha George

MBA Student

DEMOGRAPHICS

Age 21
 Location Kerala
 Education MBA
 Job N/A
 Family Mom , Bro , Dad



“I usually travel Domestic , but always used specific airline websites instead of an app” - Nikha George

#TheVacationer

MY INTERESTS

- Photography
- Travelling
- Family
- Reading
- Music
- Learning a new skill every month

GOALS & NEEDS

- Easy to use interface
- Cheap rates on direct flights
- Guaranteed Cashbacks
- Using Phone instead of Printed Boarding Pass

TECHNOLOGY EXPOSURE



#02 Devices

MY PERSONALITY

Loyal Fun **Funny**
 Dilligent Religious **Content Soul**
Intelligent Family Person

FRUSTRATIONS

- Fear of losing printed boarding pass
- Confusion at navigating the airport
- High Cost of Tickets for Window Seats during Web-Checkins
- Removing stuff or paying extra if overweight luggage

INFLUENCERS

- My Family
- Fear of Missing Out
- Good Job
- Great Pay
- Experience



Francis KM

Businessman

DEMOGRAPHICS

Age 53
Location Vashi
Education BE-EXTC
Job CEO , Vesper T.
Family 2 Sons + Wife



“ Frequent Flyer Miles helps me save a lot on family vacations abroad ” - KM Francis

MY INTERESTS

- Fixing Electronics
- Experiments
- DIYs
- Cycling
- Buying the best in Tech
- Driving Long Distances

GOALS & NEEDS

- More benefits for Frequent Flyers
- 2 Step Payment
- GST Details of Flight Booking
- Offline Boarding Pass on App

TECHNOLOGY EXPOSURE

  **#02 Devices**

#Businessman

MY PERSONALITY

Focussed **Fun** **Technical**
Self Learned **Religious** **Family Guy**
Serious **Family Person**
Intelligent

FRUSTRATIONS

- Luggage Restrictions
- Carrying Boarding Pass everywhere without losing it
- Navigating through an unvisited airport

INFLUENCERS

Instant Returns **Lifestyle** **Job Satisfaction**
Great Pay **Experience**



Benzin Paul

Operations Manager

DEMOGRAPHICS

Age 42
 Location UAE
 Education MBA
 Job Op. Manager
 Family Wife, Mom, Bro

“During an emergency , money isn’t a factor when I book my flight tickets” - Benzin Paul

#EmergencyTraveller

MY INTERESTS

- Driving
- Playing with my Daughter
- Trekking
- Cars and Mods
- Outdoor Sports
- Biking

GOALS & NEEDS

- Easy to Use UI
- The closest available flight
- Direct Flights over Stopover Flight
- RoundTrip Flights with PNR Tracking

TECHNOLOGY EXPOSURE



MY PERSONALITY

Openminded RoadTripper
 Family Person Religious Content Soul
 Happy Extrovert Kind to Everyone
 Fun Humble

FRUSTRATIONS

- Unavailability of Flights
- Application of Leave at Office
- No Updates on the flight status appears on the app at all .

INFLUENCERS

My Daughter

Long Drives

Family comes first

Money

Experience





Empathy Maps

SAYS

I use specific airline websites to search for flights compared to aggregators who add their own margin and charge a convenience fee

Booking tickets for the family can be expensive , but we always look for cashback offers or discounts whenever possible .

Neena Anthony

STD 10 Teacher

I use the website over an app , since I can compare rates, cost ,time schedule on a wider real estate

I look for Direct Flights only and make sure there is Insurance on my booking.

DOES

THINKS

Should get the flight on the date I need

Airline shouldn't have bad reviews

Luggage shouldn't get lost

Pricing of the ticket

It's convenient to use a website compared to the app , since I dont have to download all the time

I feel it should be damn easy . I should be able to reach the checkout in fewer clicks

I'm an iPhone user and used to having content displayed easily on my device , hence I feel flight bookings should be the same.

FEELS

SAYS

I use PayTM on a frequent basis . So PayTM Flight booking are convenient since it's an all in one app which has my bank details linked to it .

I Love the ease of use and simply the way how the Payment Gateway is so easy

THINKS

When I book I think of the days I'd be travelling and book in advance for cheaper rates

I think of things like overweight luggage , because relatives end up asking me to get things for them . Overweight luggage charges can be a hassle .

Nikha George

MBA Student

I look for cheap rates of flights across the app

I make sure to look for direct flights instead of ones with stopovers

DOES

I feel the least amount of stress when I book through an aggregator like PayTM flights .

I have used an Airline App twice , but found better rates elsewhere , so didnt find the need to download it again.

An aggregator app or website , does the job for me .

FEELS



Benchmarking

- A. There are several airlines that are competitors to Lufthansa in the same category i.e International Flights viz. the ones listed below.
- B. But when Domestic Airline services provide a way better UX , it questions the quality of service of a renowned Airline like Lufthansa !

JET AIRWAYS 

 **एअर इंडिया**
AIR INDIA

IndiGo

QATAR 
AIRWAYS القطرية

 **AirAsia**

 **SpiceJet**
Red. Hot. Spicy.


VISTARA

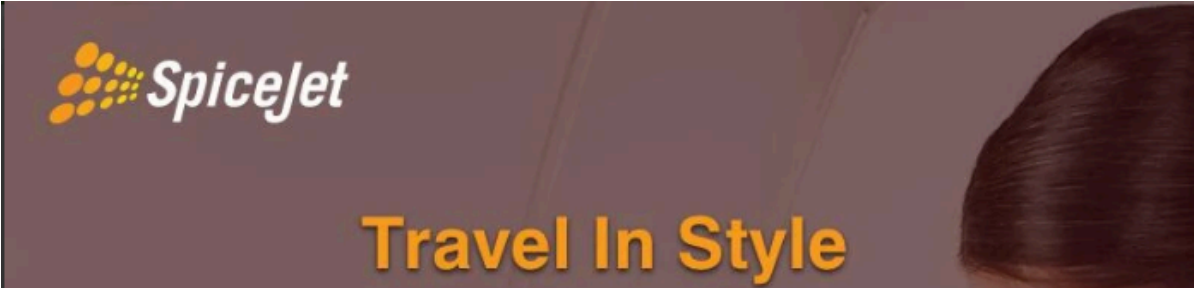
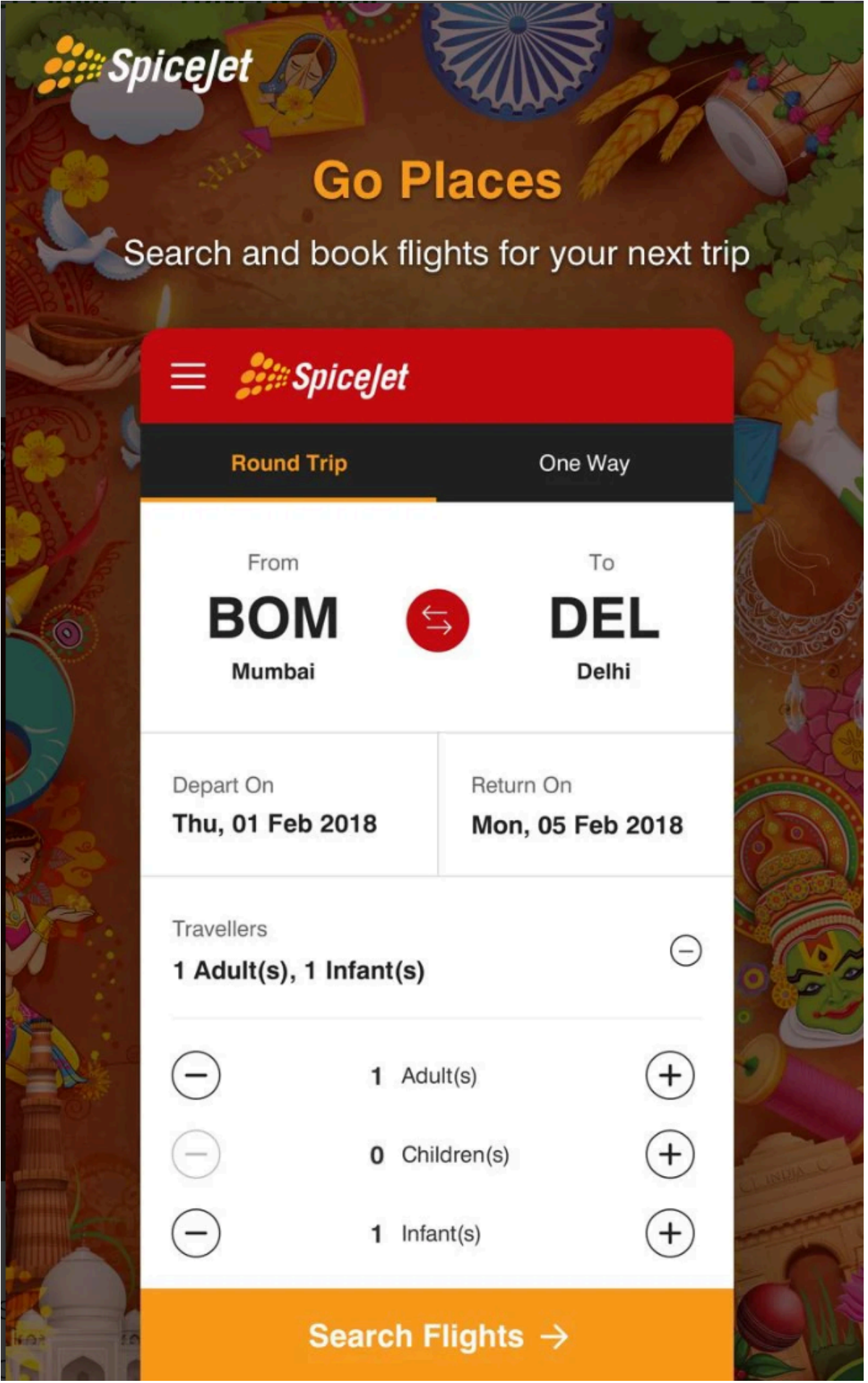
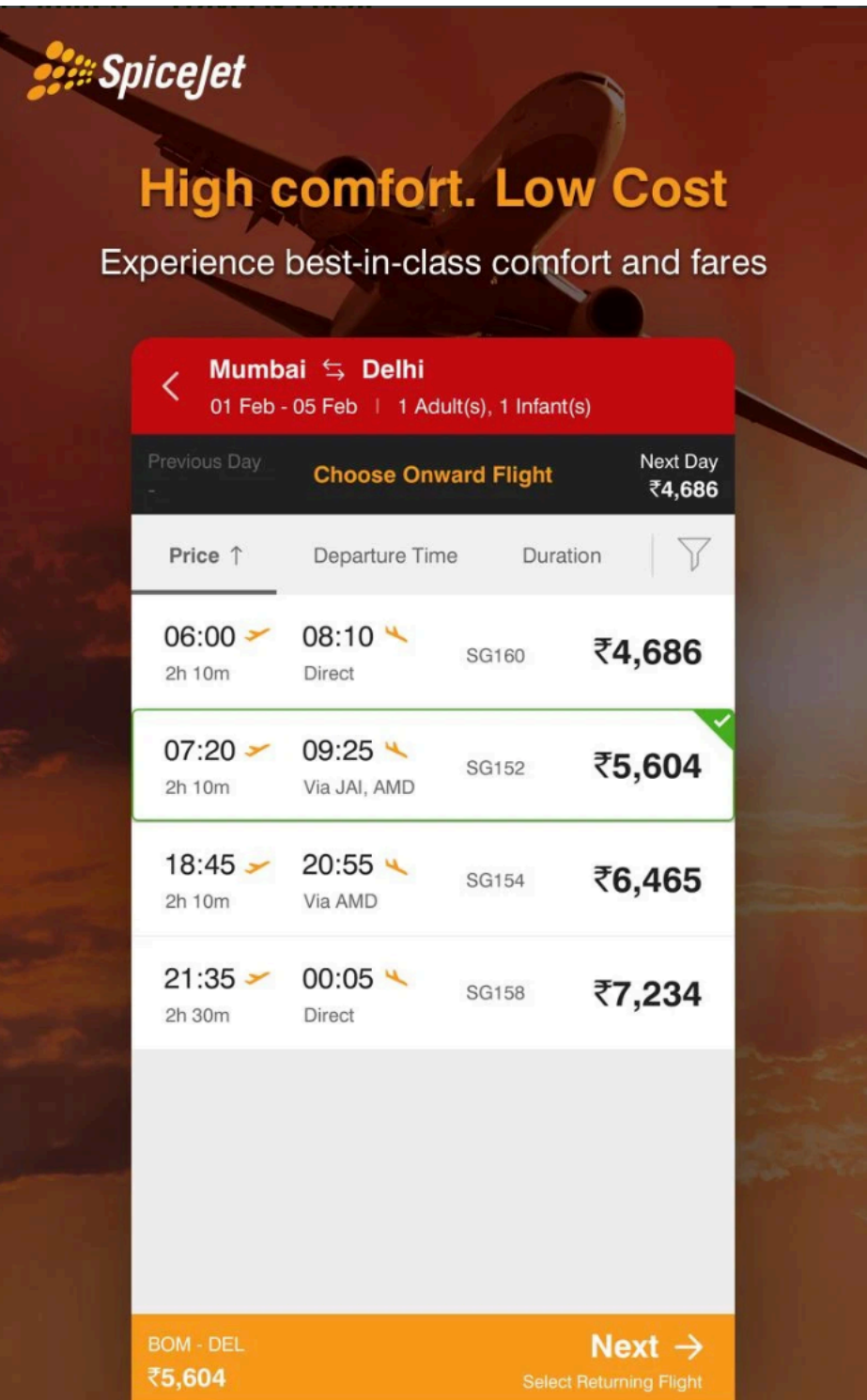
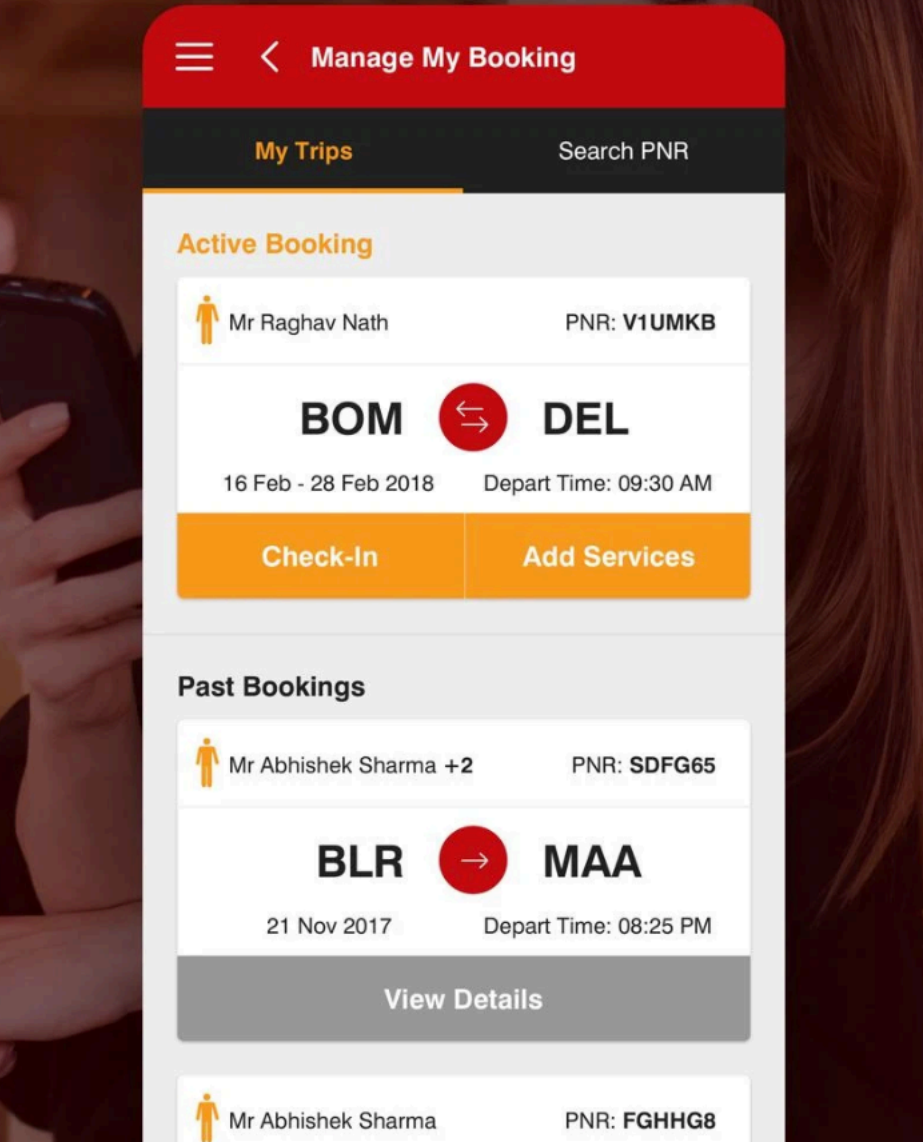
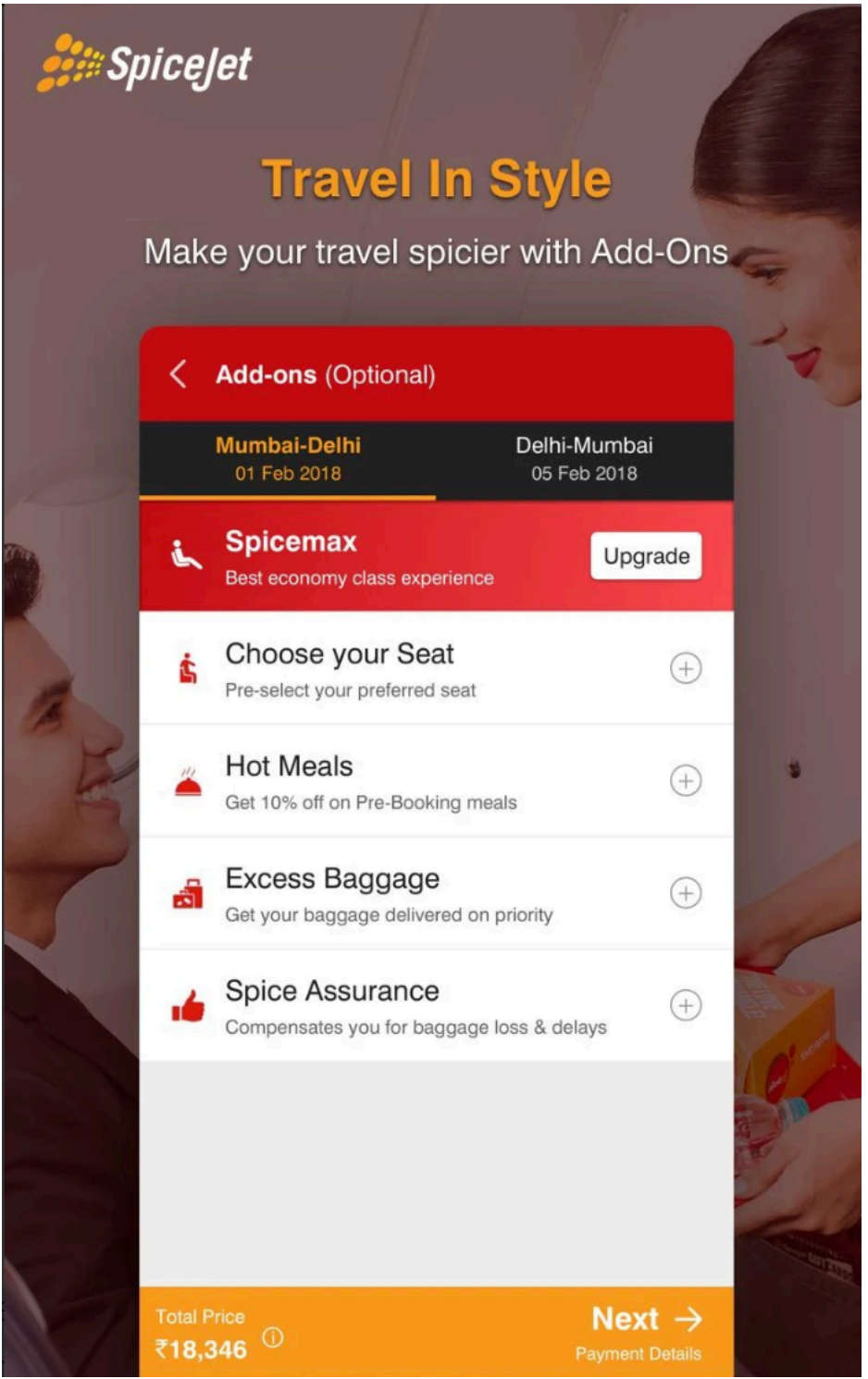

Emirates

 **go** AIR

Category Benchmarking

1. SPICEJET www.spicejet.com

SpiceJet is a low-cost airline headquartered in Gurgaon, India. It is the fourth largest airline in the country by number of domestic passengers carried, with a market share of 13.3% as of October 2017.



PROS and Cons

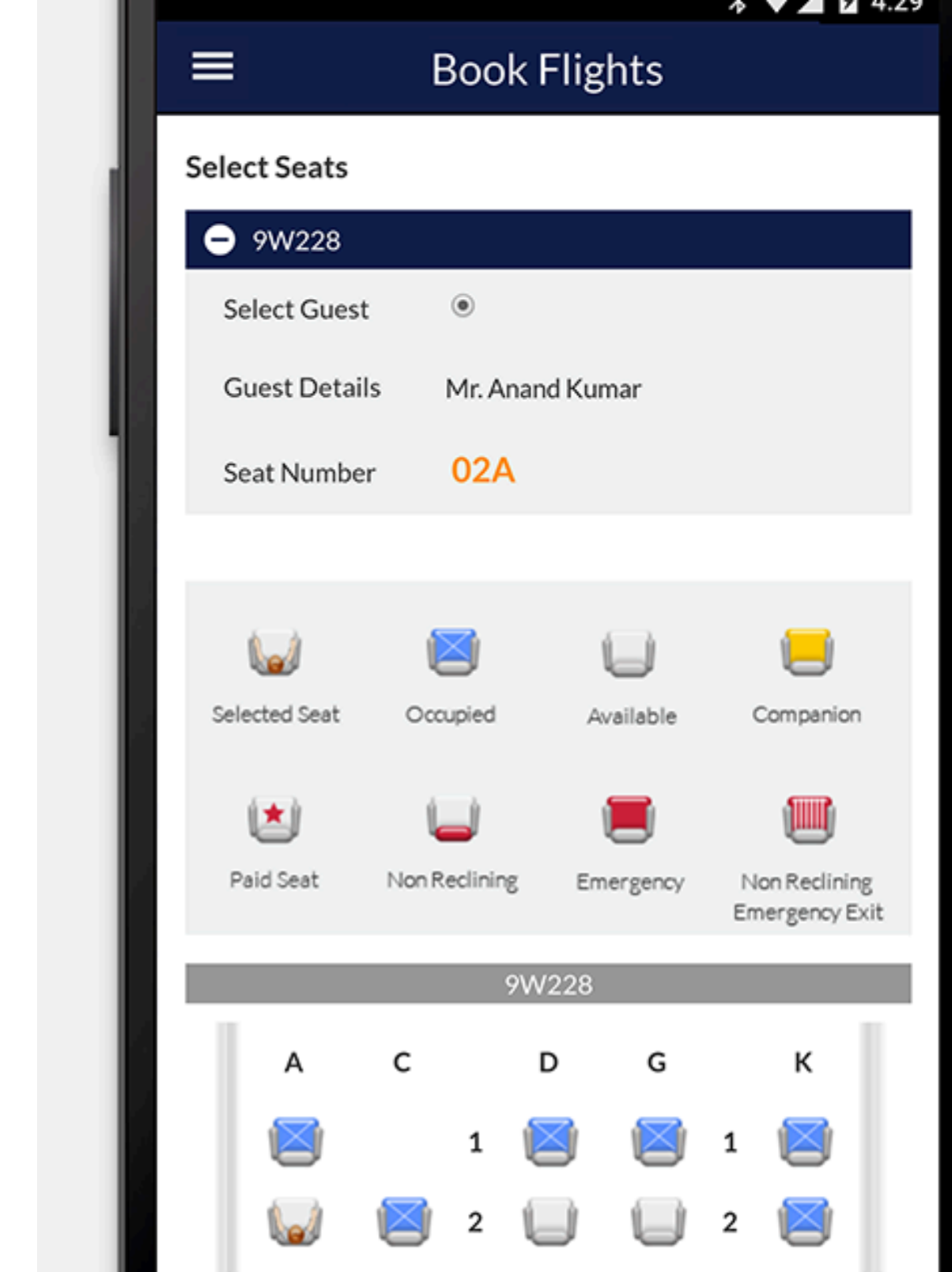
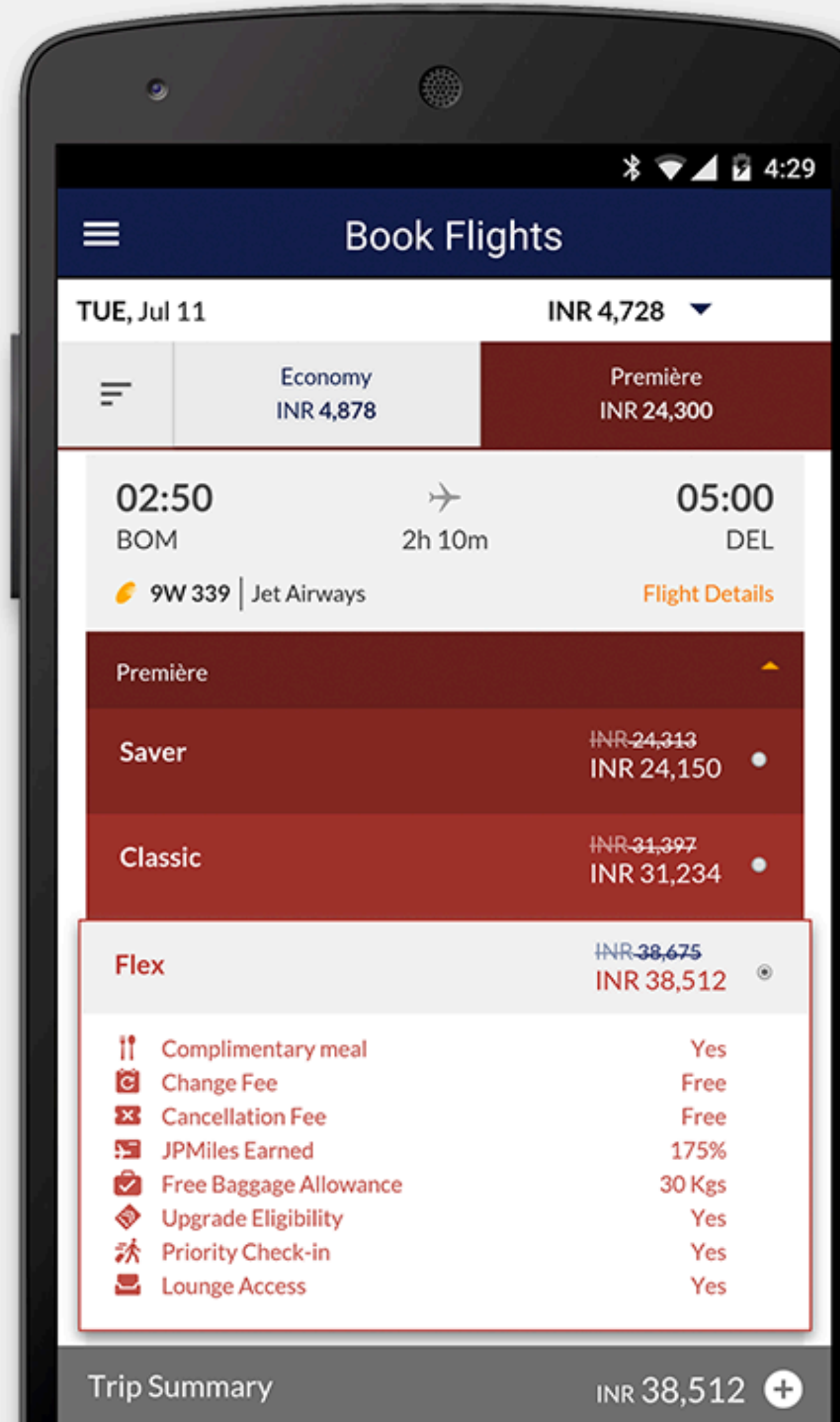
- + Clean , simple and neat UI
- + SpiceMax for high priority and privileged services
- + Bookings done via ixigo gives **guaranteed cashback**
- + Perform **Web Check-in** and “**Add Services**” after booking too
- **Windows seats are all Paid Seats** on Web Check-In
- **Doesn't work Offline** , thus **Boarding Pass Unavailable** when no Net

Category Benchmarking

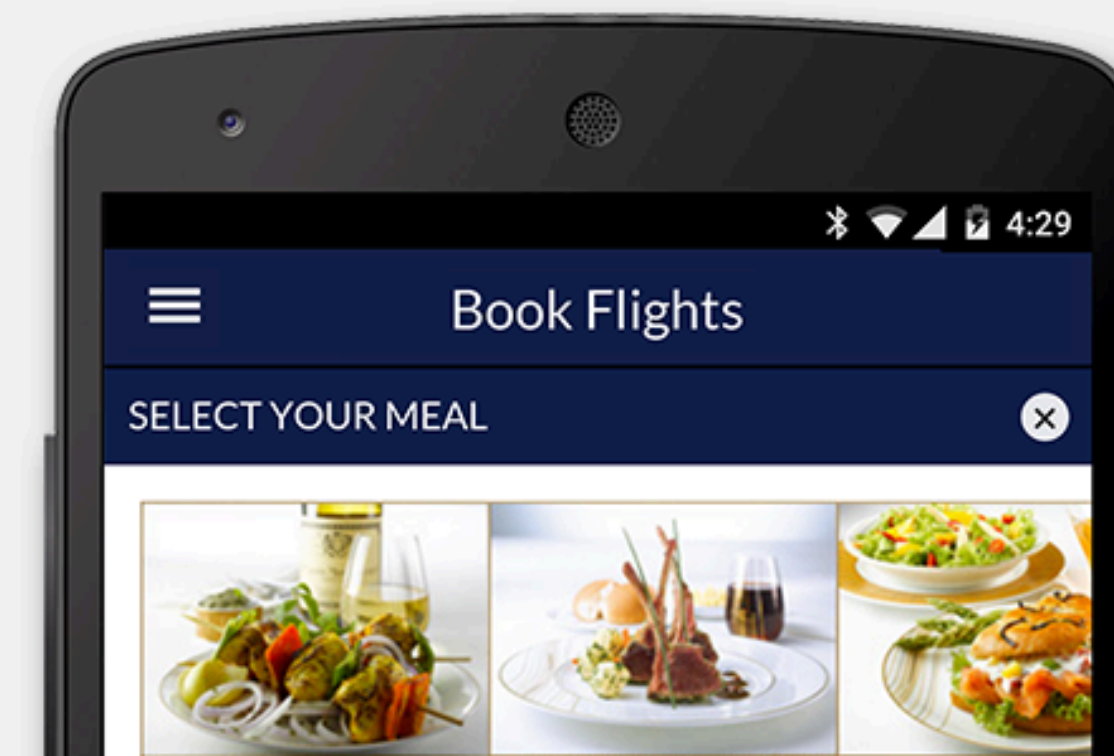
2. Jet Airways www.jetairways.com

Jet Airways is a major Indian international airline based in Mumbai. In October 2017, it was the second-largest airline in India after IndiGo with a 17.8% passenger market share.

Now pay only for what you need with Fare Choices



Enjoy the perfect onboard dining experience



PROS and Cons

- + Clean UI with enough tappable area for the user to navigate easily
- + JetKonnnect provides Price Ranges (Economy Lite/Deal/Saver/Classic/Flex)
- + Updates on Flight Status sent via SMS if NO internet Available
- Usage of small text on crucial data , causing difficulty in reading
- Excessive use of rust reds on small text
- Color palette not entirely reflecting the brand

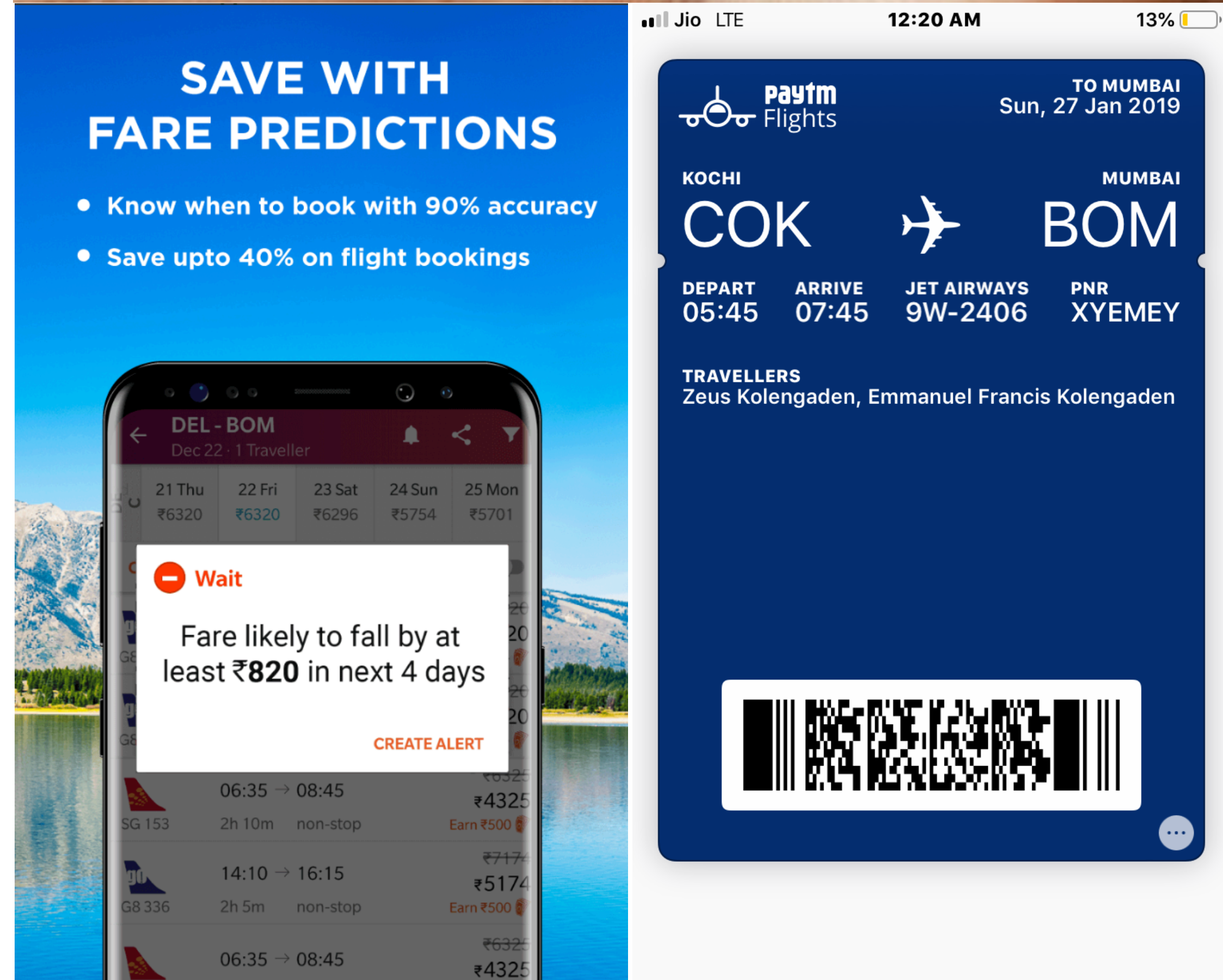
Feature

Benchmarking

Lufthansa

A Case Study

- 1. PayTM Flights**
Add Boarding Pass to Wallet App (iOS)
- 2. Ixigo**
Flight Rate Predictions
- 3. MakeMyTrip / EaseMyTrip / SkyScanner etc.**
Multiple Cashback Offers
- 4. Mumbai Metro**
RFID Tags to log checkpoints and show what's the next checkpoint in the airport via the Airline App
- 5. Singapore Airlines**
Use Offline Airport Maps and navigate using AR



1

THE BEST UX SO FAR



2

Appealing UI
With AddOn
Services



3

Predictive Rates



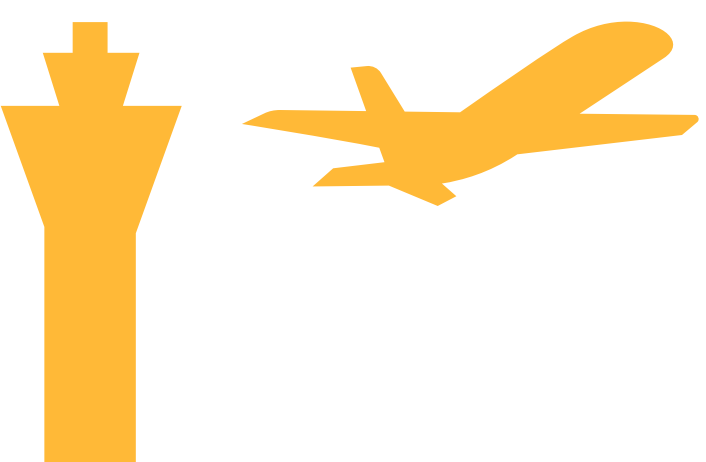
4

Good Rates



5

One of the oldest ,
Yet good !



Jio LTE 12:20 AM 44%

travel

Flights Bus Trains **NEW** Forex Flycard

ONEWAY **ROUNDRIP**

BOM Mumbai ⇌ **COK** Kochi

Departure Date: **07** January Monday
Return Date: **09** January Wednesday

Travellers: 1 Adult
Class: **Economy**

Show Non-stop Flights Only

Search Flights

My Bookings Preferences Offers Help

Jio LTE 9:50 PM 15%

Mumbai ⇌ Kochi
25 - 27 Jan | 1 Adult

Jet Airways ₹8145	GoAir ₹9716	IndiGo ₹9851	SpiceJ ₹1176
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BOM - COK < Fri, 25 Jan > Cheapest ↑ | COK - BOM < Sun, 27 Jan > Cheapest ↑

Jet Airways 9W 2436 ₹4,680 02:25 2h 0m 04:25	Jet Airways 9W 2406 ₹3,465 05:45 2h 0m 07:45
Jet Airways 9W 2403 ₹6,518 14:15 1h 50m 16:05	Jet Airways 9W 2825 ₹6,458 16:40 2h 10m 18:50
Jet Airways 9W 2407 ₹6,518 10:30 2h 5m 12:35	Jet Airways 9W 2404 ₹6,458 13:50 2h 15m 16:05

₹8,145
Total for 1 traveller...

Continue

Jio LTE 12:02 AM 49%

Booking ID - 6988844472

Payment Recieved ✓ Booking success ✓ Ticket sent on Email/SMS ✓

Booking Confirmed
Ticket emailed to efk.apple@gmail.com and SMS sent to 9082773371. Have a safe trip!

Download Ticket Add to Wallet Cancel Modify

BOM Mumbai ✈️ **COK** Kochi

SpiceJet SG 163

Mon, 07 Jan **16:05** 1h 50m Non-Stop Mon, 07 Jan **17:55**

Terminal 1, Mumbai, Chhatrapati Shivaji Airport | Terminal 1, Kochi, Cochin Airport

PNR: EBMENT

Passengers



BOM
Mumbai



COK
Kochi

 SpiceJet SG 163

Mon, 07 Jan
16:05

1h 50m
Non-Stop

Mon, 07 Jan
17:55

Terminal 1, Mumbai,
Chhatrapati Shivaji
Airport

Terminal 1, Kochi,
Cochin Airport



Download Ticket



Add to Wallet



Cancel



Modify



COK
Kochi



BOM
Mumbai

 SpiceJet SG 164

Wed, 09 Jan
12:10

2h 10m
Non-Stop

Wed, 09 Jan
14:20

Terminal 2, Kochi,
Cochin Airport

Terminal 1, Mumbai,
Chhatrapati Shivaji
Airport

Jio LTE

12:27 AM

42%



paytm

PAYTM WALLET



Paytm Wallet Balance

₹ **750.00**

[Add Money to Paytm Wallet](#)

[Send Wallet Balance to Bank](#)

[Request Statement](#)

Today, 06 Jan 2019

 Filter



Cashback Received
from Paytm

+ ₹377.00

12:02 AM Closing Balance: ₹ 750.00



Cashback Received
from Paytm

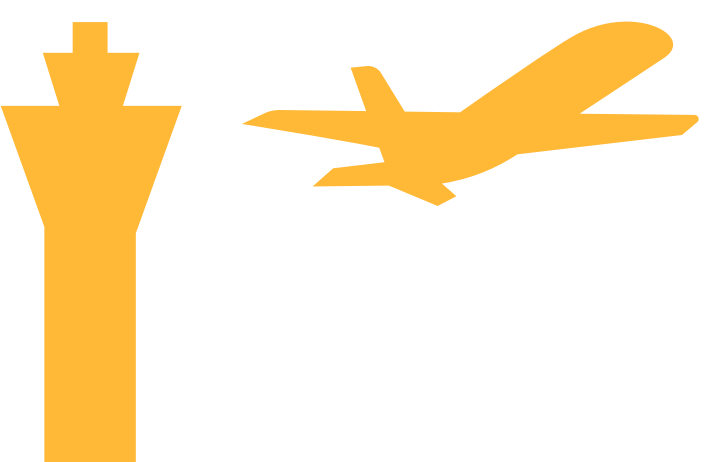
+ ₹373.00

12:02 AM Closing Balance: ₹ 373.00



Wallet

(iOS Only)




Jio LTE 12:20 AM 13%

paytm Flights TO MUMBAI Sun, 27 Jan 2019

KOCHI COK MUMBAI BOM

DEPART 05:45 ARRIVE 07:45 JET AIRWAYS 9W-2406 PNR XYEMEY


TRAVELLERS Zeus Kolengaden, Emmanuel Francis Kolengaden



Jio LTE 12:22 AM 44%

Done

Flight ticket



Share Pass

Travellers
Emmanuel Francis Kolengaden

Contact us at
paytm.com/care



The Boarding Pass

.....
The SEAT NO. and GATE NO. being the only added data





paytm
Accepted Here

at

Pay using Paytm in 3 Easy Steps!

- 1 Open the Paytm App & Scan Paytm QR Code
- 2 Enter Amount & tap on Pay
- 3 Select product after machine's display shows amount credited

In case you do not receive the product, amount will be refunded in Paytm Wallet within 2 hours
For any assistance, contact Vendiman Customer Care at 8655100730

Paytm Wallet is issued by Paytm Payments Bank Limited.

T: [Slave 1] 7°C

Please Make a Selection

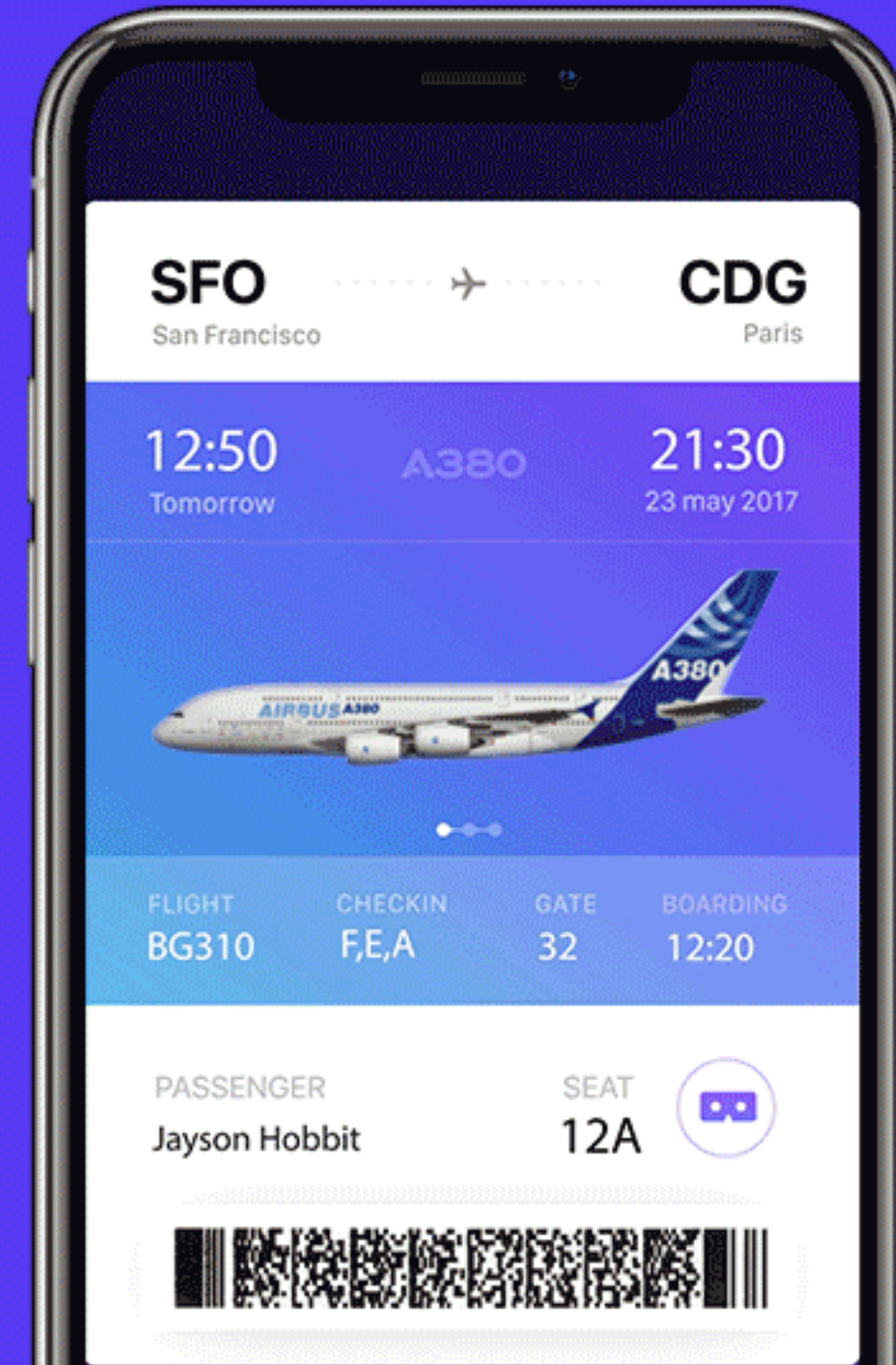
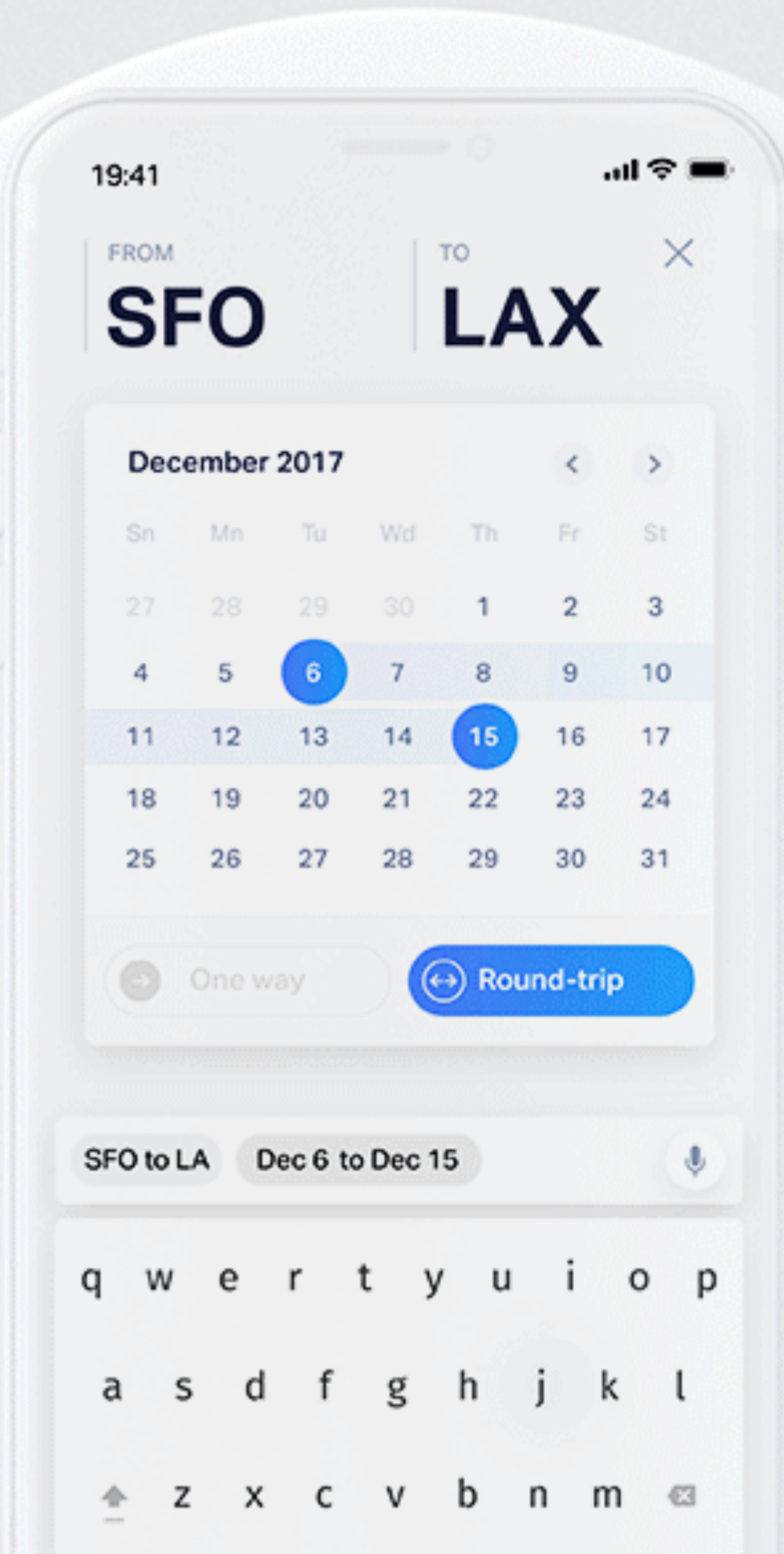
Welcome !

1 2 3 Fn
4 5 6 change
7 8 9 Exit
· 0 Del Enter

Customer Care

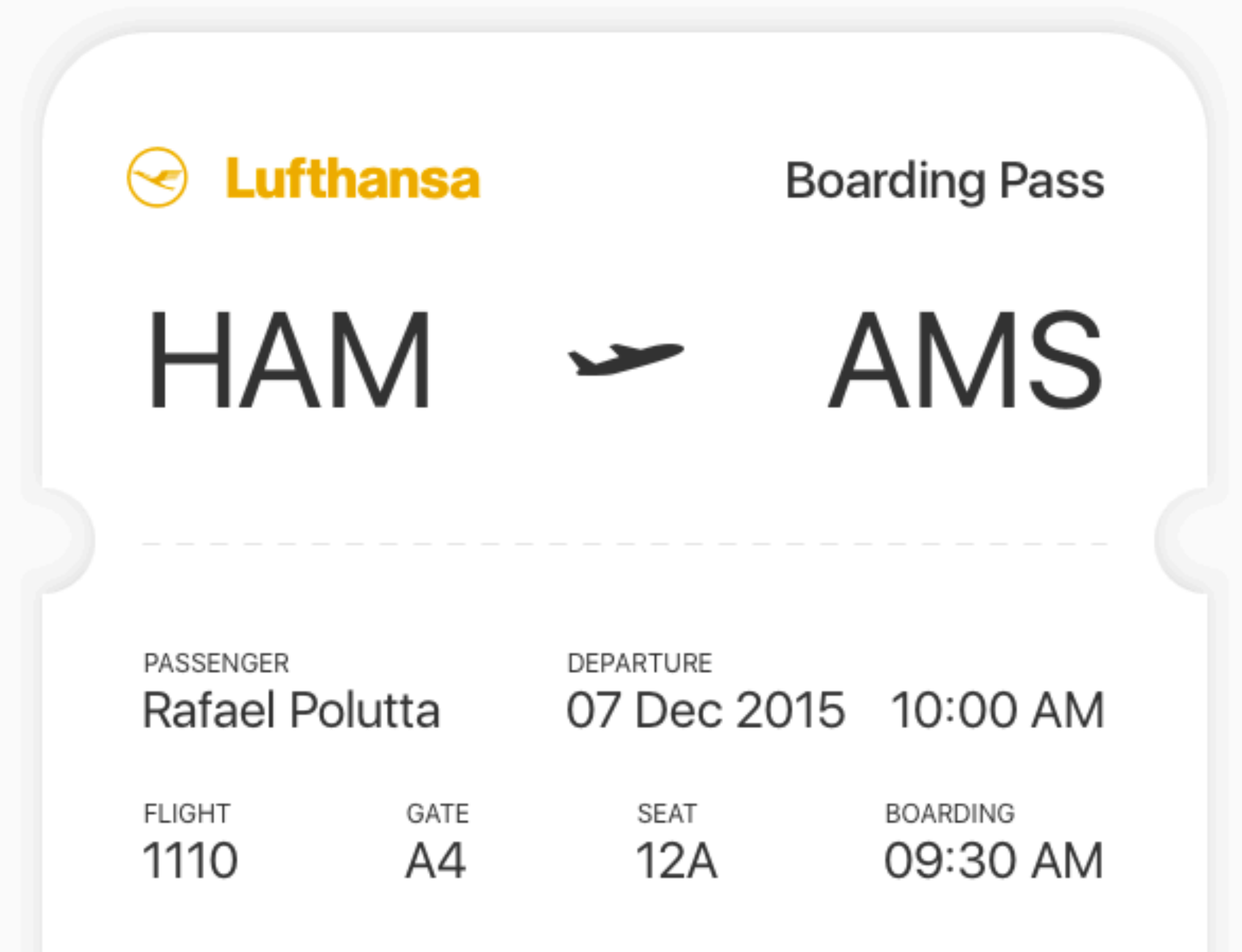
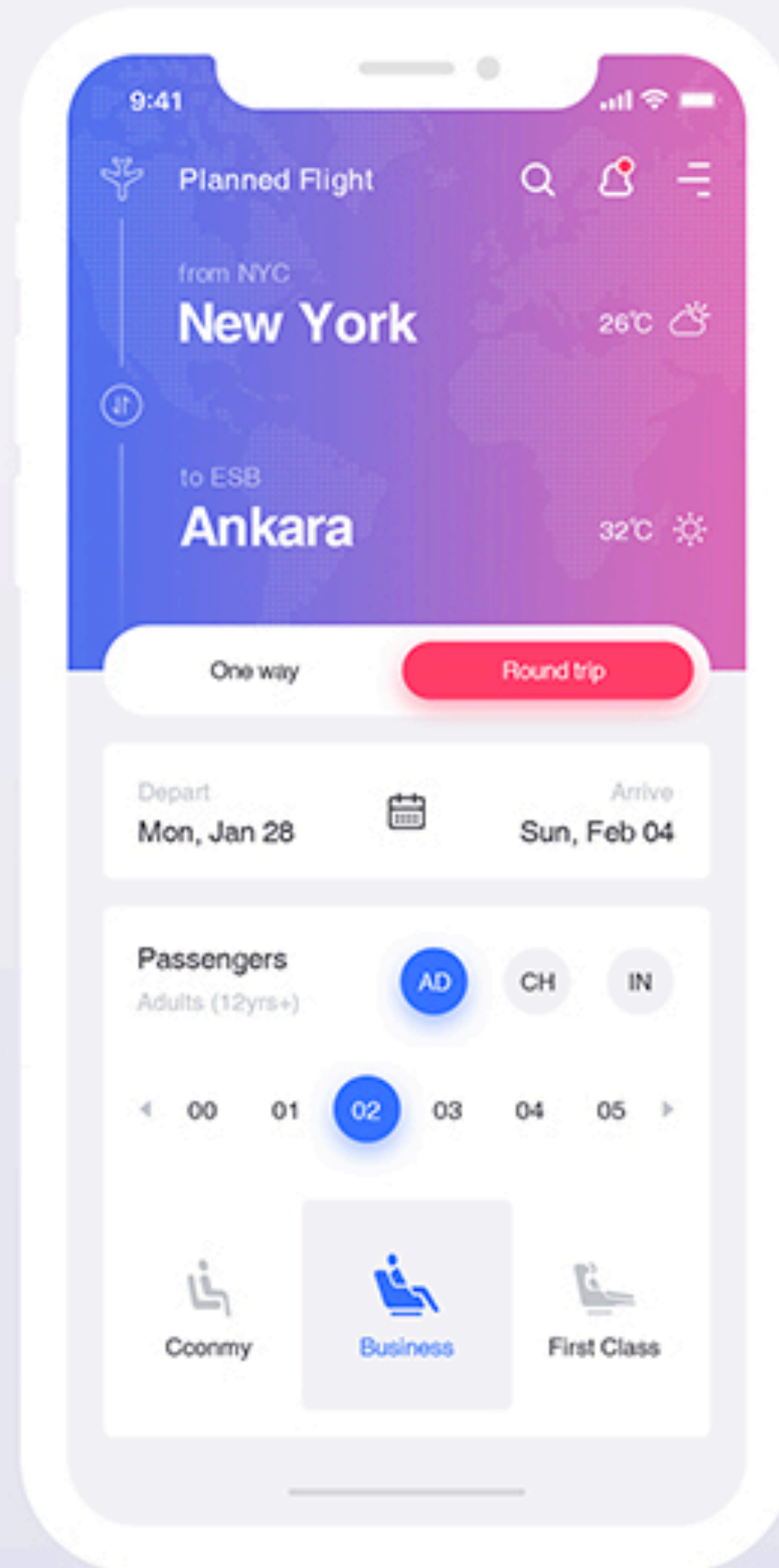
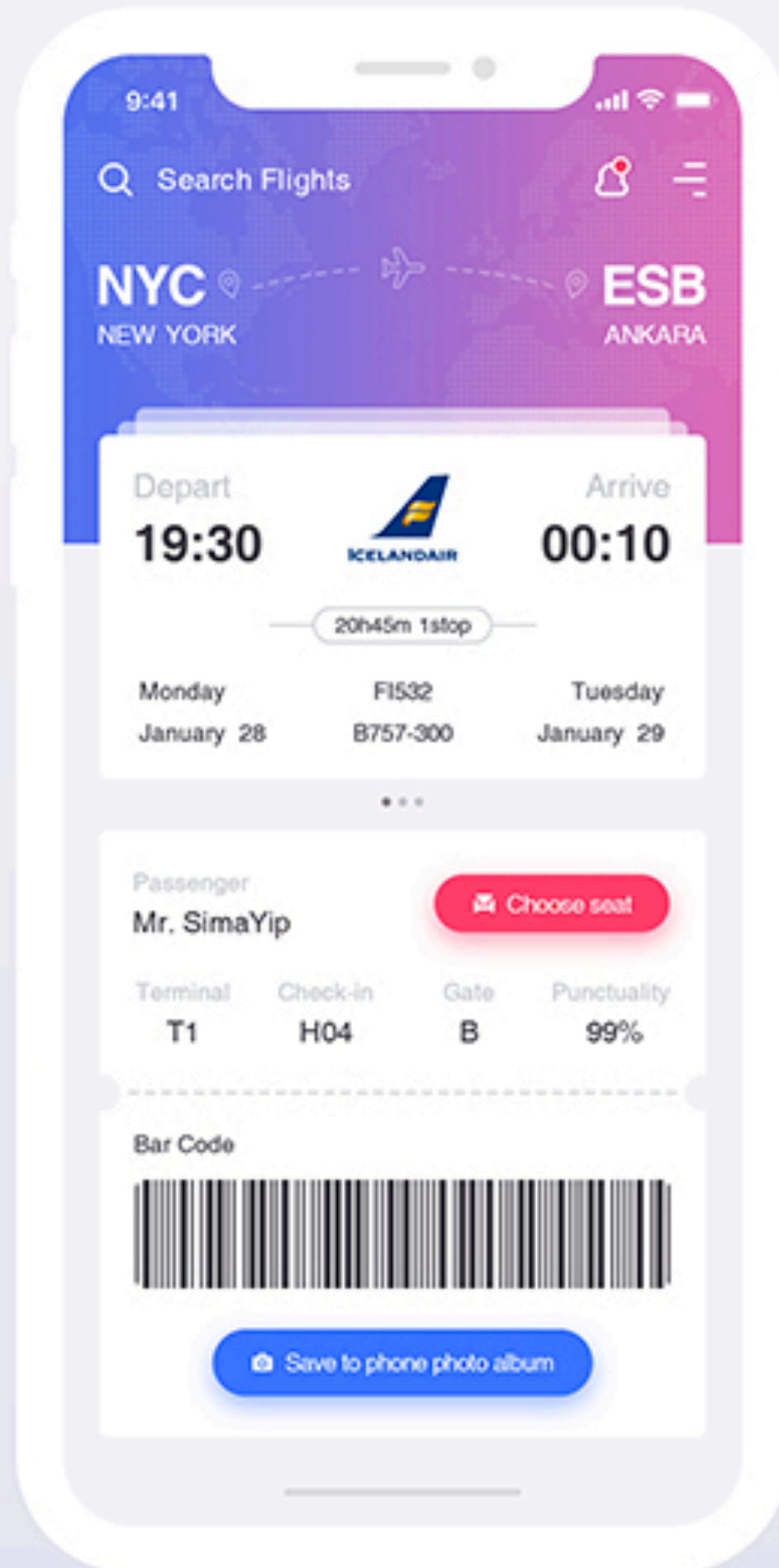
Contact us on Phone, Whats App & E-Mail

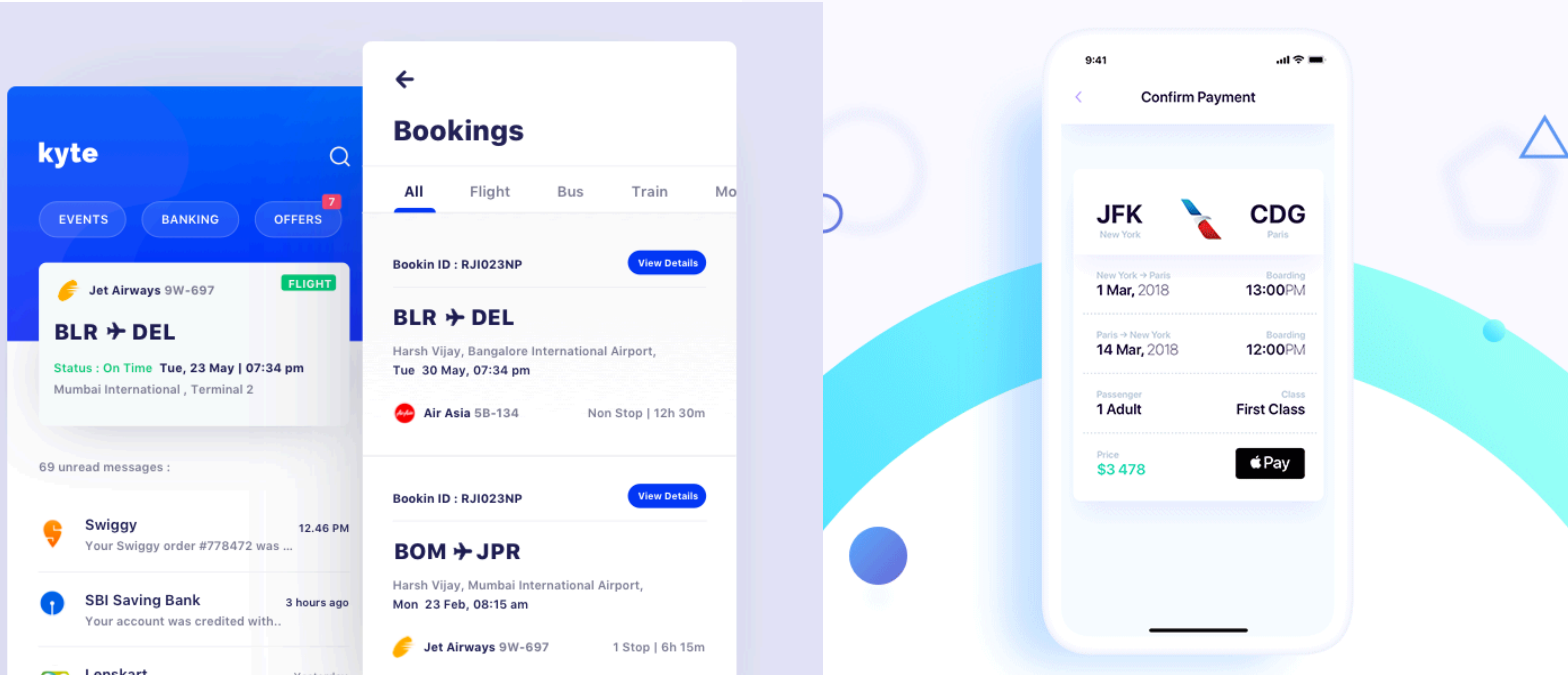
- Phone No : +91 8655100730 (10am to 6pm, Mon. to Sat.)
- Whats App us on : +91 08655100730
- E-Mail : customerservice@vendiman.com



Visual Benchmarking

Lufthansa A Case Study

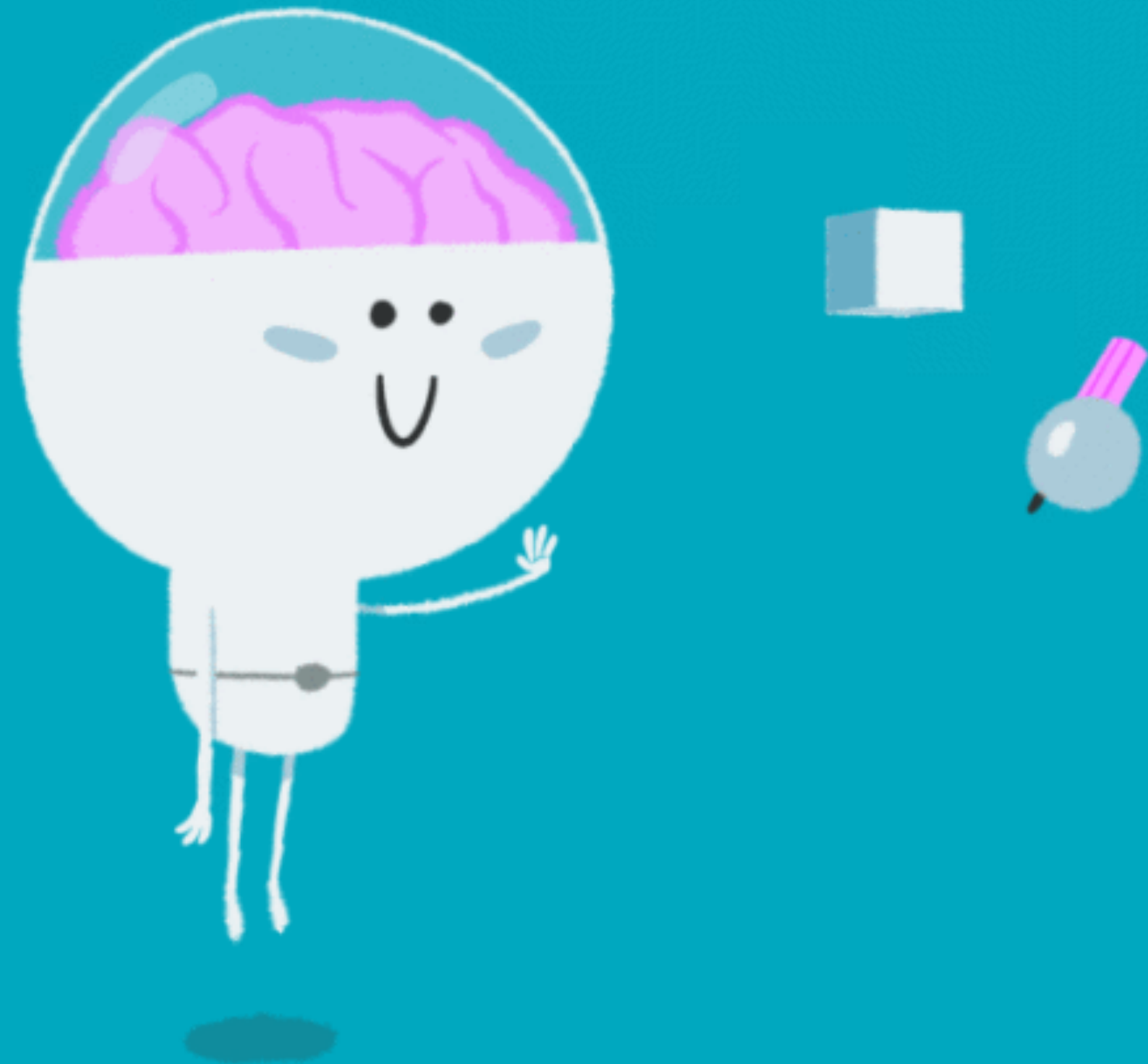




The Takeaways

- + Add Boarding Pass to Wallet App (iOS) and show the Pass When you reach the Airport (Enable Location Services)
- + Flight Rate Predictions
- + Multiple Cashback Offers
- + RFID Tags/ QR Codes to log checkpoints and show what's the next checkpoint in the airport via the Airline App
- + Use Offline Airport Maps and navigate using AR
- + LIVE Flight Tracking
- + Voice UI
- + SMS / Email Alerts when flight gets delayed
- + Minimal UI
- + Predictive Flight Rates
- + Integration with 3rd Party Payment Gateways

If you've reached this slide
you know why people need
**change in the Flight Booking
experience !**



The End



Lufthansa



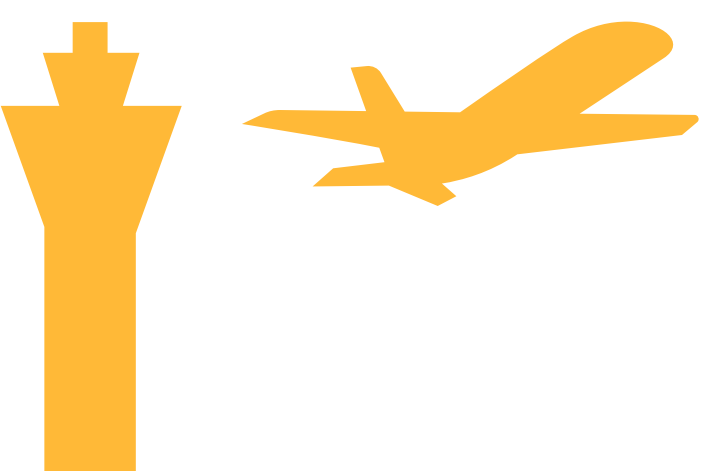


User Personas

The **Businessman**

• The **Vacationer**

• **Emergency Traveller**



#01

User Personas



User Personas

by **Emmanuel Francis**