HUAWEI QUICK APP

CS40A0130 OPEN AND COLLABORATIVE INNOVATION

TEAM 3

BACKGROUND

QUICK APP CHALLENGE

BRAINSTORMING

IDEA DEVELOPMENT

DATA GATHERING

MODULE DESCRIPTION

MOCK-UP

BUSINESS MODEL DEVELOPMENT

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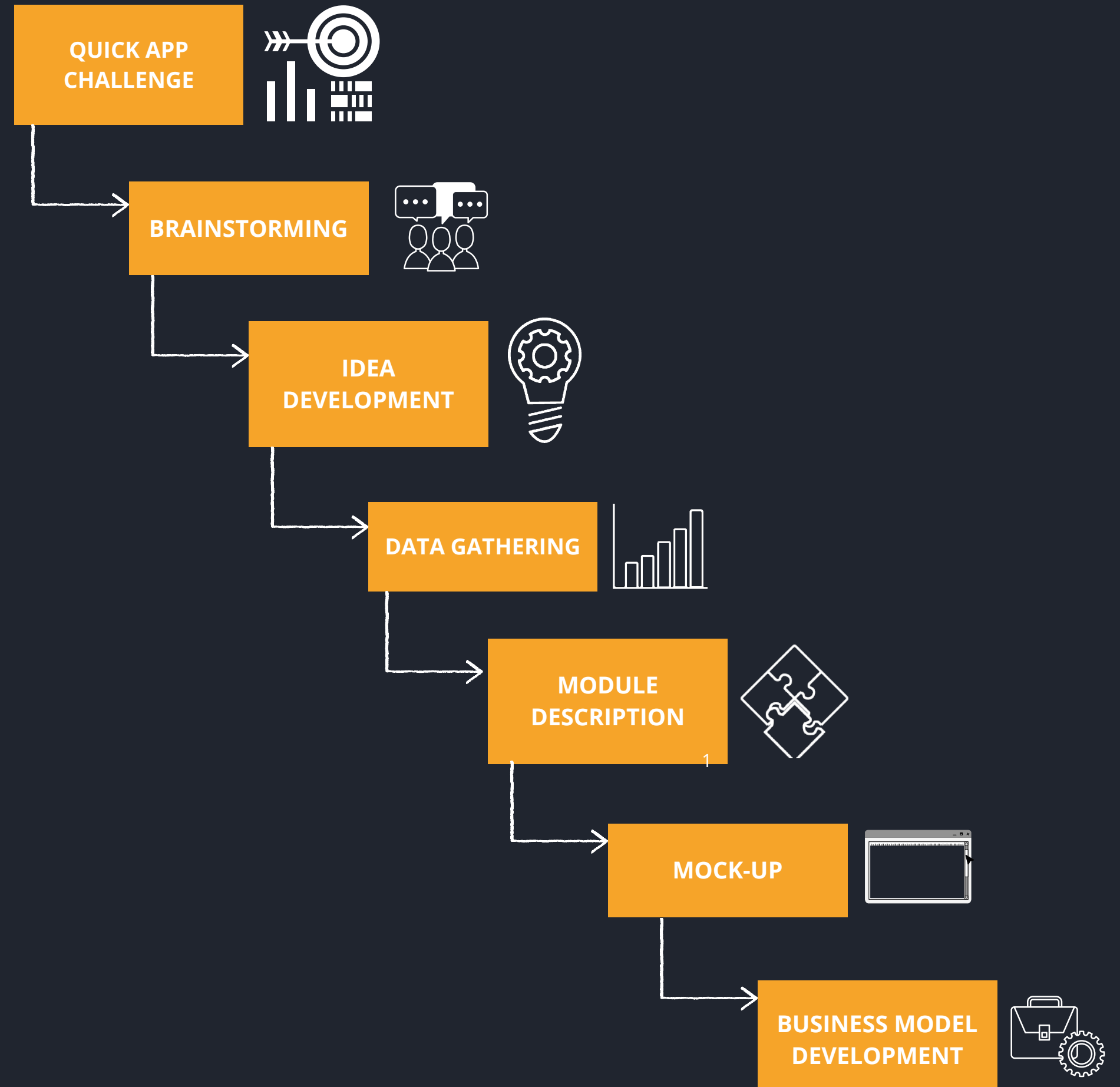
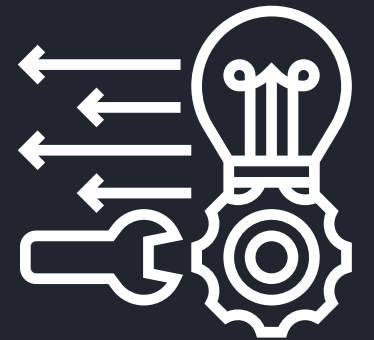# DATA GATHERING
RESEARCH

Long wait times

Confusing airport layout

Flight delays and cancellations

Baggage issues

Limited seating and overcrowding

Transportation and parking

Accessibility issues

Passenger Types

Business travelers

Leisure travelers

Families with children
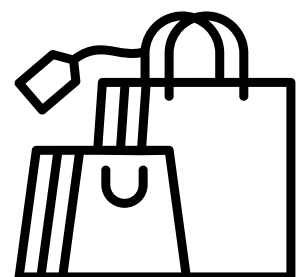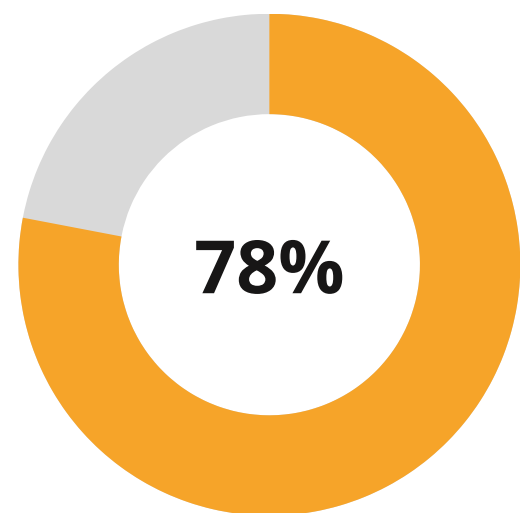
Elderly travelers

Travelers with special needs

DATA GATHERING SURVEY

Responses

36

78%

83%

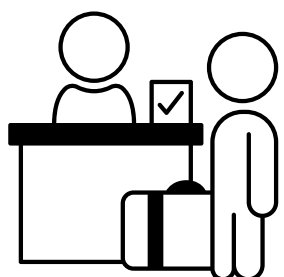Shopping while waiting for a flight
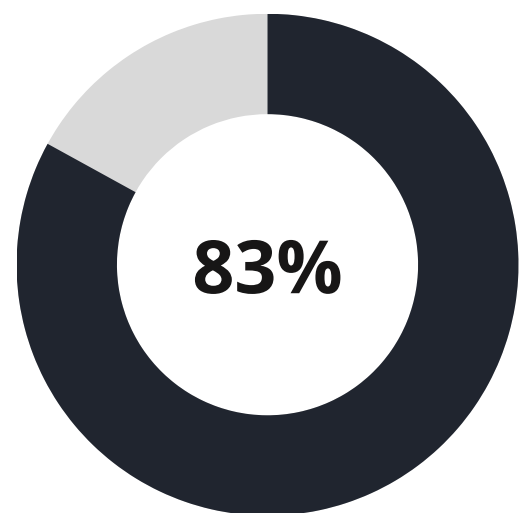
Security check time consuming

- **Time-consuming activities at Airports** - Security check and baggage drop-off
- **Activities typically engage in while waiting for a flight** - Shopping, Drinking, and Dining
- Mostly check on offers when shopping at the airport
- **Interested in using an app to get a smoother experience at airports**

Suggestions to enhance the overall passenger experience

- **Support assistance** if needed (elders, mother traveling with kinds)
- Notify the **terminal changes and find gates easily**
- **Notify the offers**

PERSONA DEVELOPMENT

CREDIT: IMAGES

Sandy Kimble

Business traveler

Key requirements:
- Travel efficiencies and locating desired retail opportunities

Features:
- Streamlined airport processing
- Access to specific retail and dining facilities
- Additional amenities (hotel booking, car hire)

CREDIT: IMAGES

Emilia Clarke

Leisure traveler

Key requirements:
- Assistance with unfamiliar locations and money-saving

Features:
- Access to commercial offers
- Accessible airport directions
- Information access (airline requirements for baggage)

CREDIT: FREEPIK

Maria Carey

Families with children

Key requirements:
- Access to facilities that support families

Features:
- Directions to relevant airport amenities (children's play areas or baby changing/feeding facilities)
- Streamlined airport processing

CREDIT: GETTY IMAGES

John Davis

Traveler with special needs

Key requirements:
- Access to mobility assistance and support with directions

Features:
- Support services to aid transition through the airport
- Easy-to-use instructions and accessible maps
- Accessibility features

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COMPETITOR ANALYSIS

Native Airport Applications

- Flight tracking, parking, maps, notifications, commercial aspects, customer support
- Not all airports have native applications
- Larger airports have a rich feature set

Third-party applications

- Auto check-in, flight details, travel advice, social media aspects
- Often subscription-based to access real-time data and features

"Smooth travels from start to finish with our airport quick app"

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ARCHITECTURE

- Modular
  - Saves resources
  - Provide an opportunity for feature addition
- Primary Modules:
  - Main Page
  - Commercial Module
  - Processing Module
  - Flight Module
  - Support Module
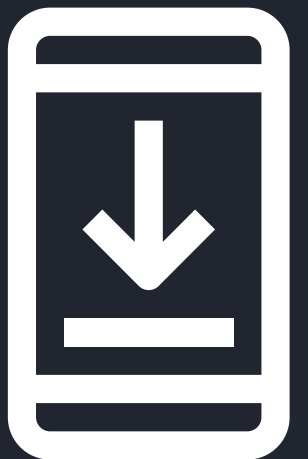
MODULES

Commercial

Summary:
- Help users find nearby offers/discounts and secure payments while waiting at the airport

Features:
- On-premises advertising
- On-premises offers
- Online offers for air-passengers

Processing

Summary:
- Reduce evident bottlenecks in an airport
- estimates queues and guide the passenger appropriately with minimum effort to pass all the security and checkpoints

Features:
- Security Processing
- Check-In
- Boarding

Flight

Summary:
- Helps users with all the flight related issues and information

Features:
- Arrivals
- Departures
- Delays
- Appropriate details: exceptional circumstances

Support

Summary:
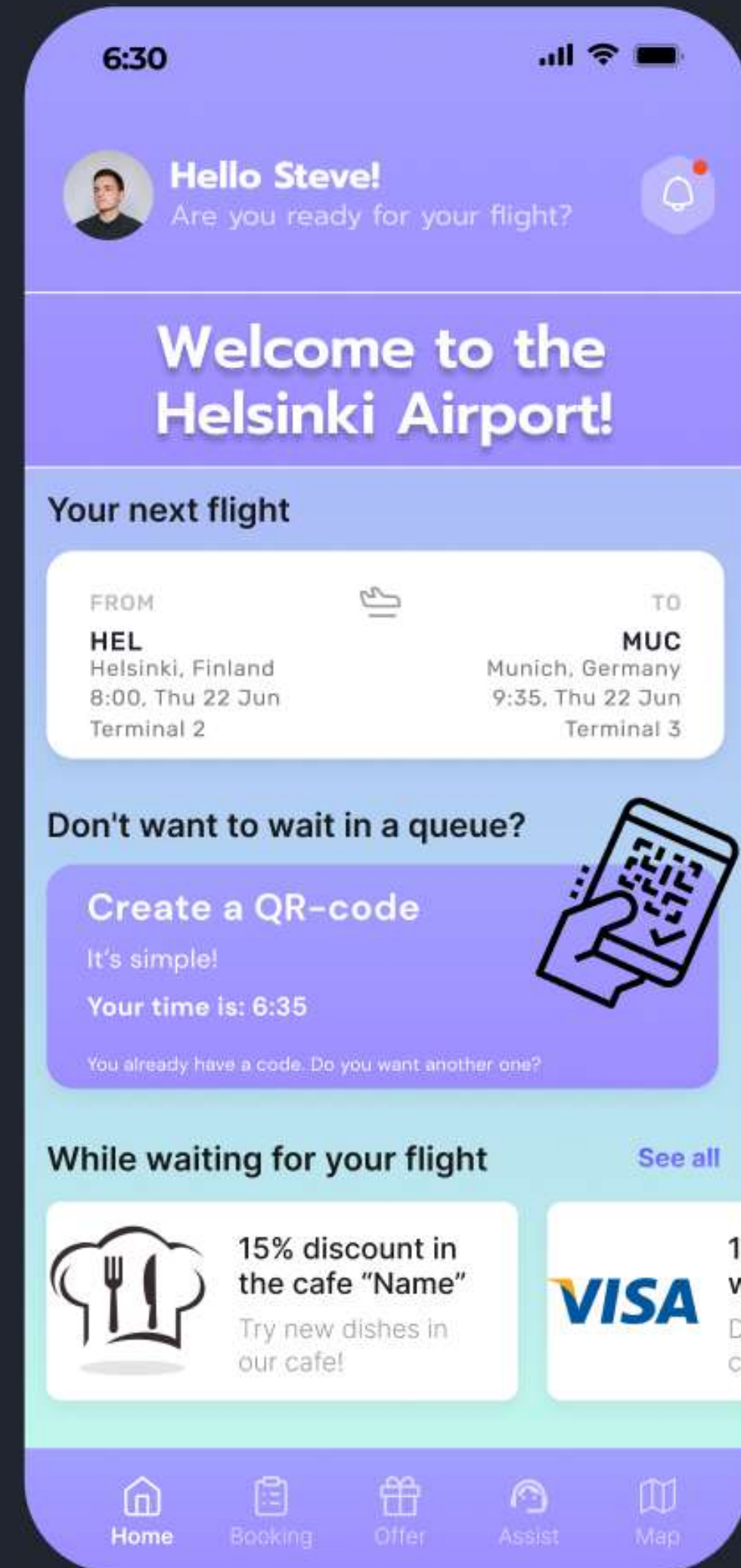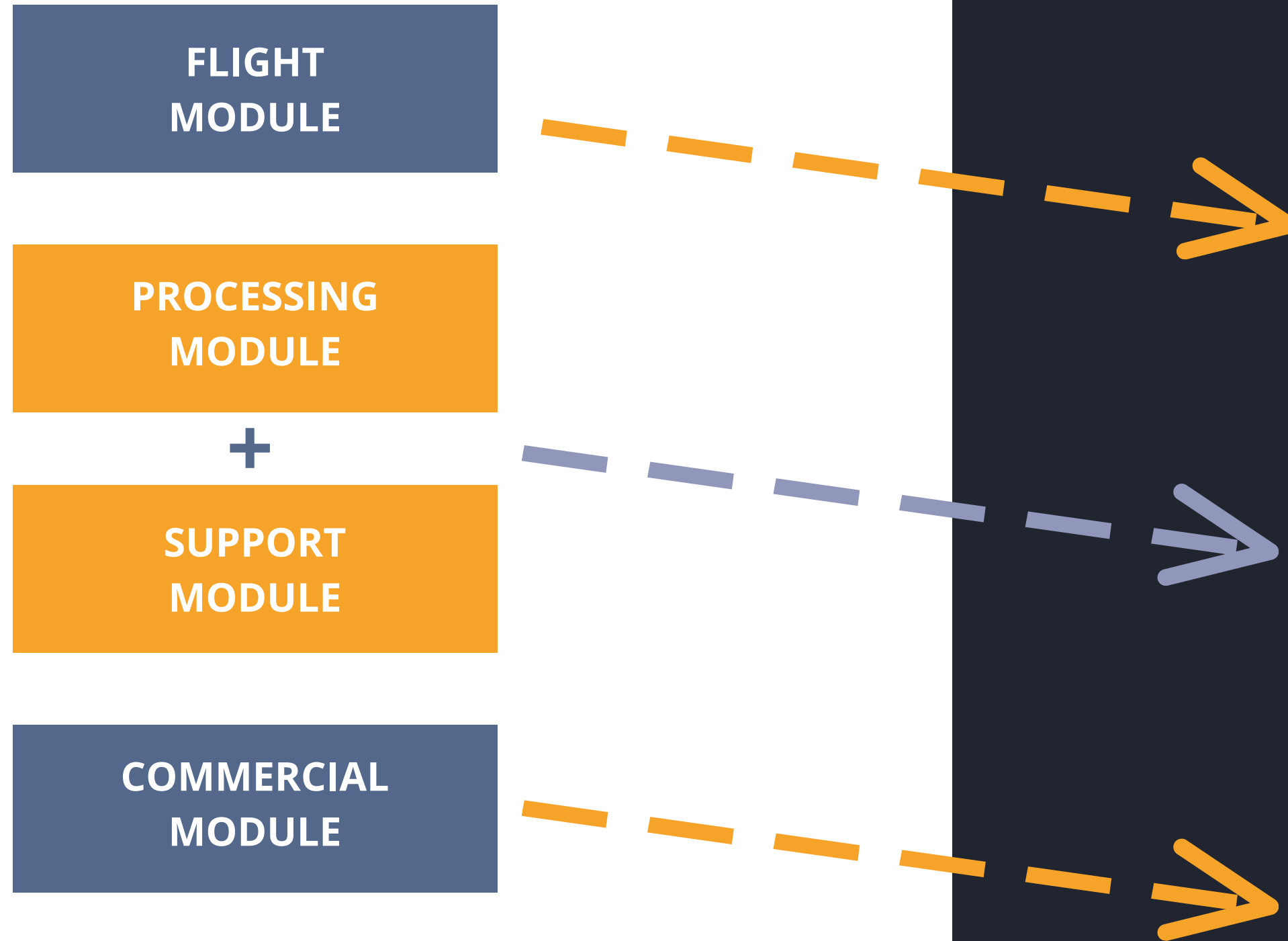- Supports users in Airport premises
- passengers with medical conditions, single parents with children, parents with small children, disabled, elderly people

Features:
- Accessibility features
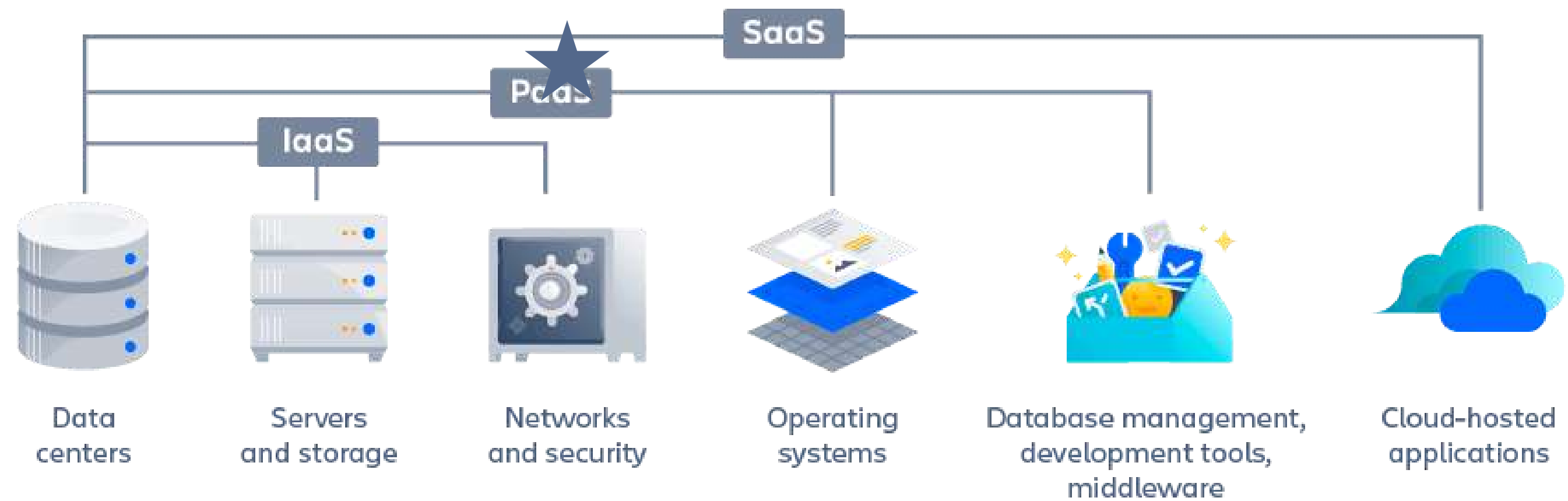- Passenger assistance
- Maps and navigation

MOCK-UPS

FLIGHT MODULE

PROCESSING MODULE

+

SUPPORT MODULE

COMMERCIAL MODULE

MOCK-UPS

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DEPLOYMENT MODEL

Image Source: Atlassian

The Business Model Canvas

Key partners
- Resale partners
- 3rd party application providers
- Cloud infrastructure providers

Key activities
- Platform maintenance (HW&SW)
- Finance and account management
- Training and accreditation

Key resources
- Support and deployment teams
- Software stack development
- Sales and marketing
- Hardware infrastructure

Key propositions
- Streamlined customer movement
- Reduced resource commitments
- Broad range of commercial opportunities with partners
- Improved customer experiences and support access
- Insights through analytics and data aggregation

Customer relationships
- Developer networks
- Support services
- Value co-creation

Channels
- Relevant industry channels for facility operators
- PaaS forums and events
- Sales and marketing channels

Customer segments
- Facility and event operators:
  Airports
  Theme parks
  Shopping centres
  Festivals
- Commercial stakeholders:
  Advertisers
  Consumers of data and analytics output

Cost Structure
- Operational and maintenance
- Platform development
- Sales and marketing
- Financing

Revenue Streams
- Monthly based subscription (pay per module)
- Transactional (commercial operations)
- Ad revenues and commission
- Servitization opportunities:
- Training and certification

Source: Strategyzer AG | License: CC By-SA 3.0

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THANK YOU