New Air Entertainment - Business Case

**Executive Summary**

Airlines are faced with numerous problems each day. Most of these problems involve their customers. Customers never seem to be satisfied with their flight adventure and airlines have been trying to solve this problem for years. Recently, airlines have developed a mobile app with all the information customers need about their flight, the airport, their destination, and more. This has been a successful start for airlines, however they are unable to implement mobile technology in other areas to improve their efforts in improving the customer experience. New Air Entertainment is creating a download free mobile gaming app where airplane passengers can compete against each other. This app will provide a new source of revenue and will support airlines’ effort to improve customer experience by offering the opportunity of endless gaming and fun throughout the duration of the flight.

**Issues**

Main issue is that airlines struggle to provide quality in-flight entertainment to their customers. Other issues include:

* Airline industry is filled with constant competition between companies
* Airlines are always looking to differentiate themselves from competition to gain leverage in sales
* Airlines struggle to implement mobile technology into existing processes
* Airlines are in the process of removing the television screens on the back of the seats in their airplanes and plan to not include the screen in the design when they build new airplanes

**Anticipated Outcome**

A prototype of the user interface that customers will be interacting with when playing games. The prototype will show all functionality of the final solution, except for playing a game. The prototype will show how a user interacts with the app.

**Justification**

To support airlines’ constant need of improving in-flight customer experience. Also, this solution will provide airlines with the opportunity to generate revenue and differentiate themselves with their competitors.

**Problem Definition**

**Problem Statement**

Airlines are having difficulty providing quality in-flight entertainment to their customers, which has effected the customers overall experience.

**Organizational Impact**

The impact includes improving customer experience. Airlines have had problems with their customers in the past. Any way of making the customers satisfied when the depart the airplane is the type of impact we want to accomplish.

**Project Overview**

**Goal/Objective**

1. Improve customer experience
2. Generate revenue

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| **Metric** | **Description** |
| Engagement – 30% of total passengers per flight to be engaged in the solution  | Keeping passengers engaged in our solution will help support our efforts to improve in-flight entertainment. |
| App Duration – 50% of the flight duration users will be using the solution | Again, keeping customers engaged in our solution will help support our efforts to improve in-flight entertainment. |
| Account Signups – 20% of all user create an account | This helps support the generation of revenue since users who have created an account are more likely to spend more money and we can target this audience to increase profits even more. |
| Returning Customers – 10% increase in returning passengers to the airline | This helps support the generation of revenue. We hope that our solution increases the amount of returning passengers who have flown with the airline before. |

**Assumptions**

* Airlines will remove the television screens on the back of each seat on future airplane models
* Airlines will provide Wi-Fi connection to their customers
* Airline has an existing mobile app that is both mobile and tablet friendly and is supported across all device types

**Constraints**

* Completion of final deliverable needs to be completed by April 25, 2017

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| **Milestone/Deliverable** | **Target Date Of Completion** |
| Project Charter | 04/18/2017 |
| Project Site | 04/18/2017 |
| Business Case | 04/18/2017 |
| Implementation Plan | 04/18/2017 |
| Competitive Analysis | 04/18/2017 |
| Financial Strategy | 04/18/2017 |
| Systems Architecture | 04/18/2017 |
| Data Models | 04/18/2017 |
| Final Slide Deck | 04/18/2017 |
| Prototype | 04/18/2017 |