

TEAM 4: BIG BRAIN MAN

Your travel Safety Bubble





Pain Points Identified



1. Absent of Luggage information
 - Checked-in? On-board? Arrived terminal?
 - Time wasted for luggage at the carousel
2. Complex insurance claiming procedure
 - Wordy statements, complicated regulations
3. Unfamiliarity
 - Destination airport facilities
 - Boarding procedures
4. Low on-board safety awareness
5. Long boarding time
6. Bad behaviors during flight

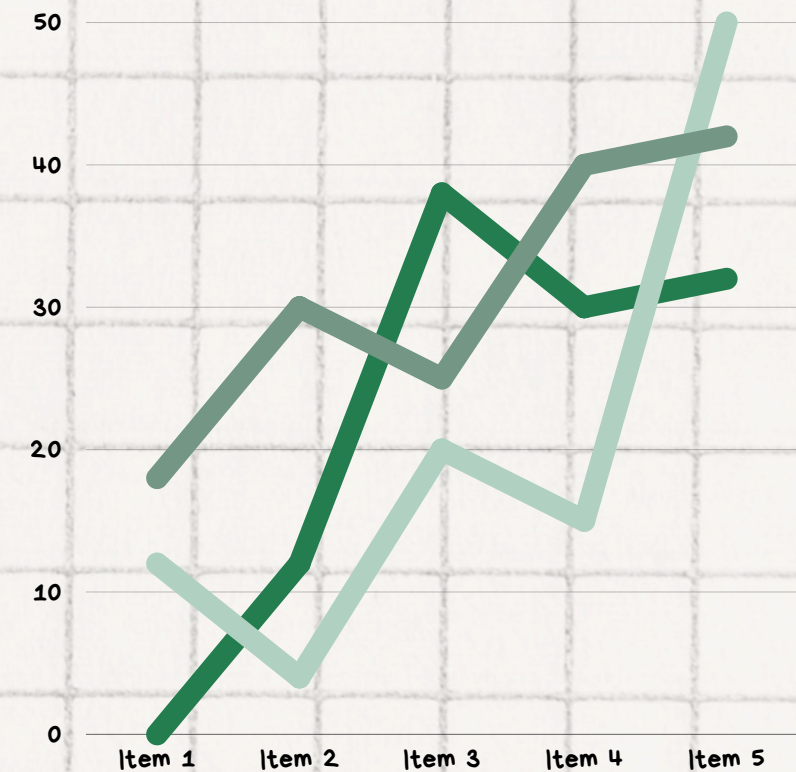


Business Value

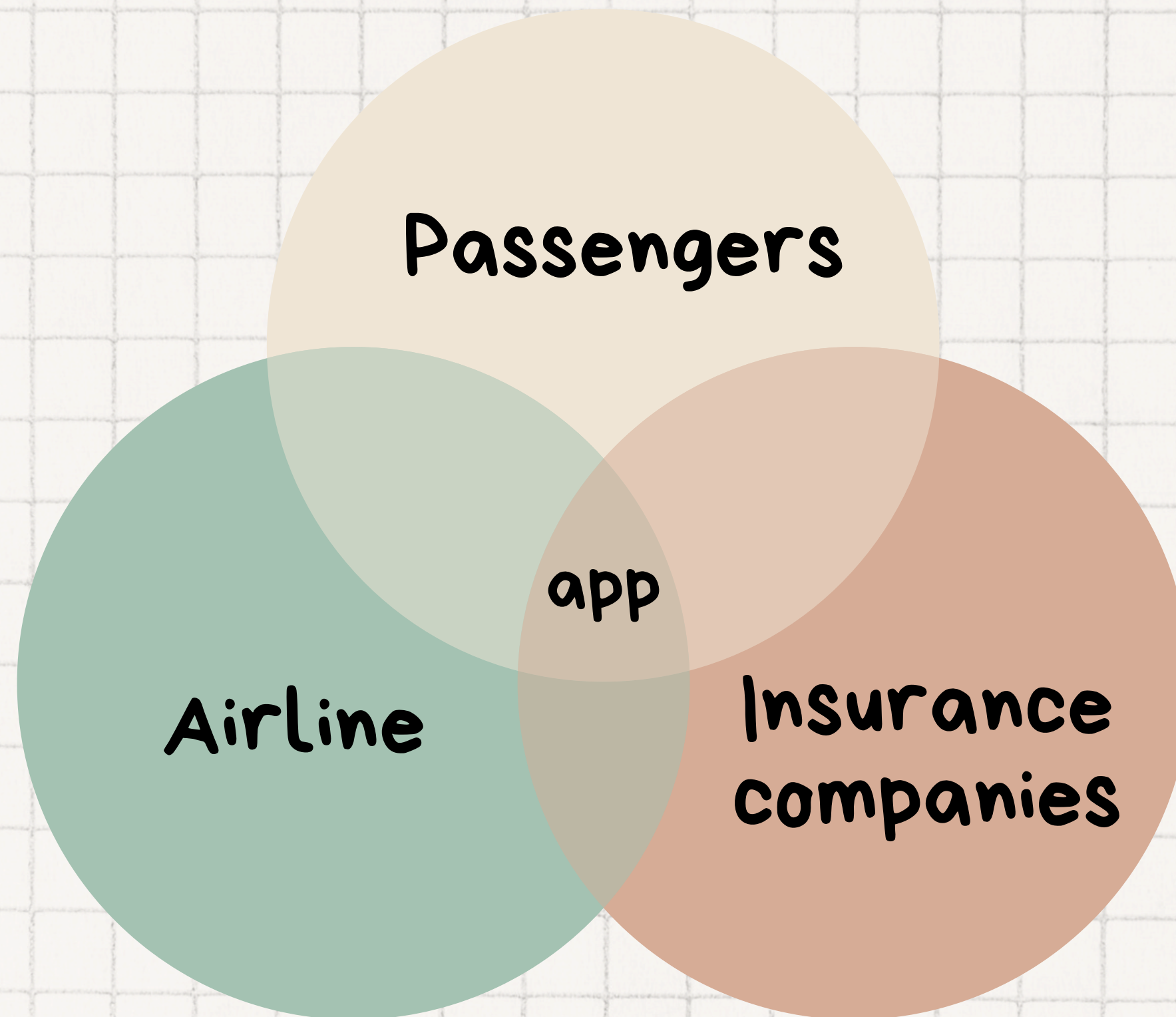
- Customer loyalty, increase travel incentives
- Revenue from collaborating with insurance companies
- Insurance-> Ensure passenger travel safety
- Source of passenger preferences for data analytics (Big data)

Business Value

- Partnership with other airports / airlines / insurance companies
- Reduce operation cost from customer services (for info, claims)
- Reduce operation cost: Decrease the manpower needed to scan each individual luggage tag in the long run.



Stakeholders benefited





Worry no more!!



Our solution:



"Your travel Safety
Bubble"



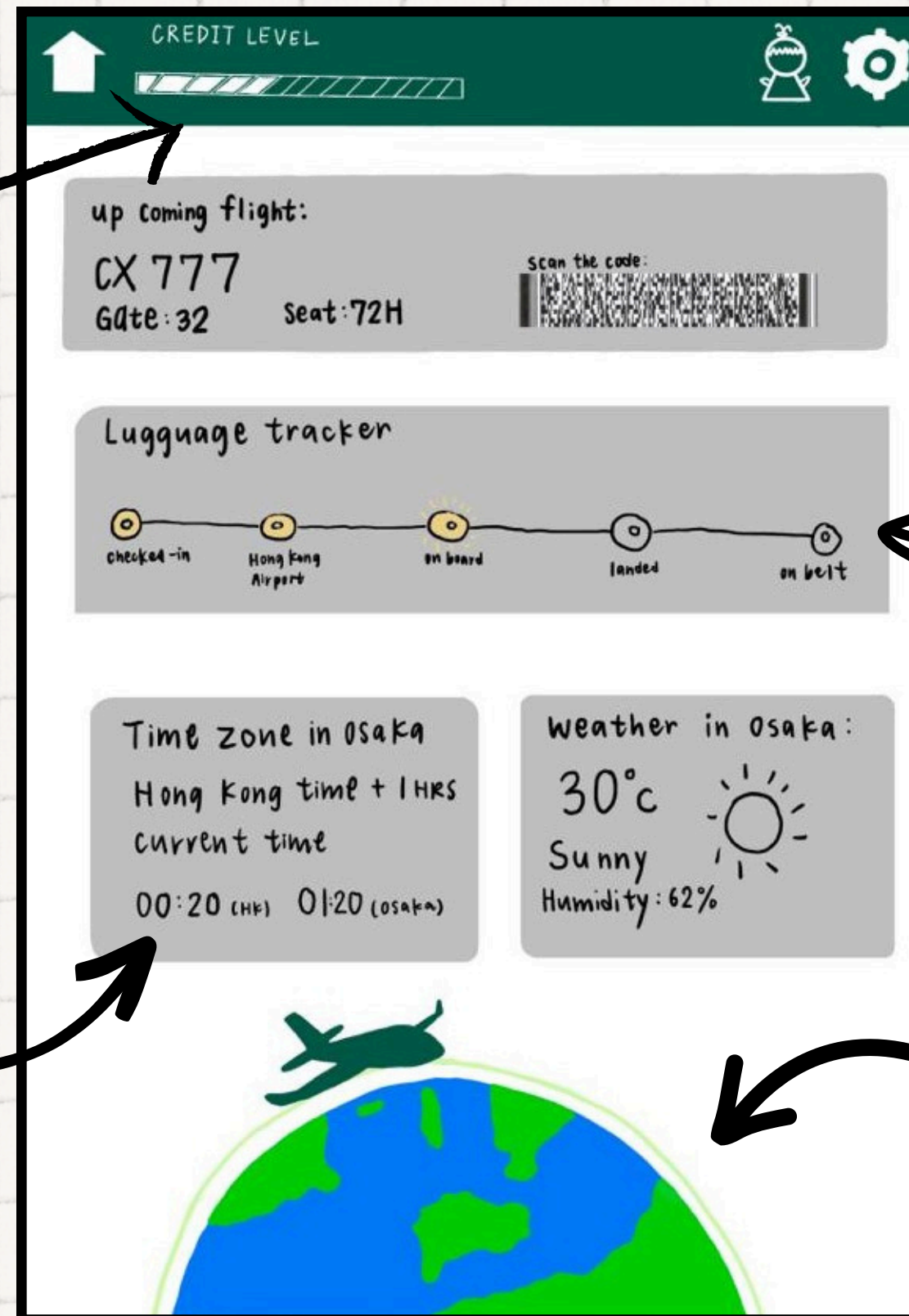
Mobile Application: Home page

Your Credits

Flight information

Customize widgets

Rotator (menu)



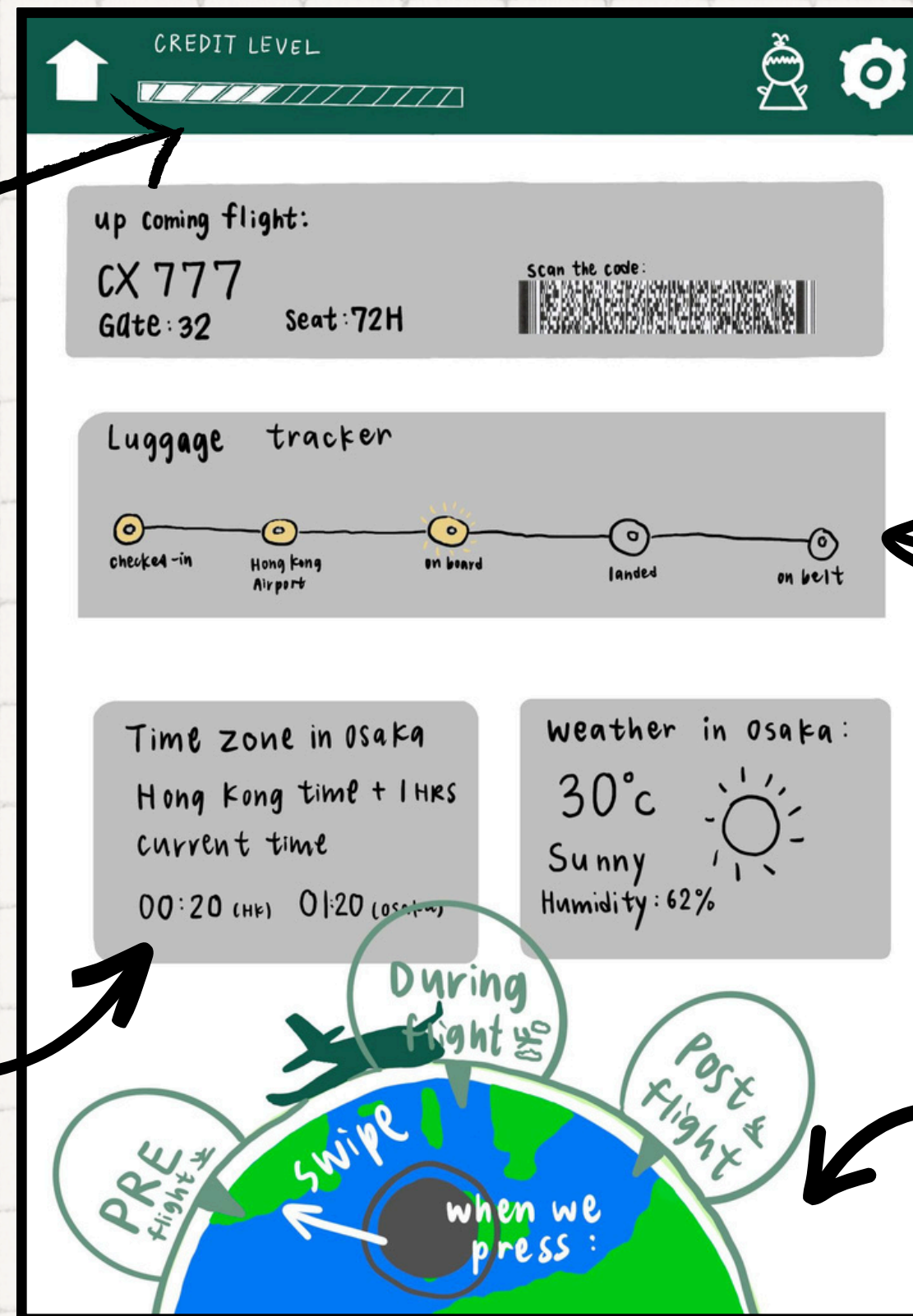
Mobile Application: Home page

Your Credits

Flight information

Customize widgets

Pre-flight
During flight
Post-flight



With you,
Every step of the way...



Pre-flight



In the air



Post-flight



Pre-flight

- Tailor-made insurance plan by AI based on the information given and past statistics
- Online check-in: Give seat suggestions based on personal needs and preference
 - e.g. Close to toilet, Aircrews



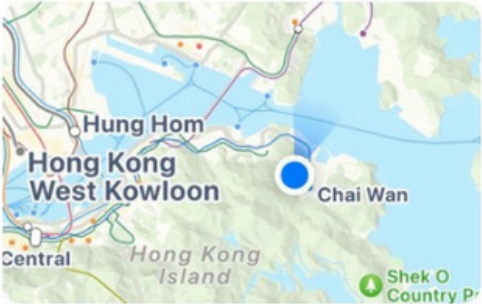
PRE - Tailor made insurance plan

Destination of travel

Asia ▾

China ▾

Hong Kong ▾



Trip nature

Travel ▾

Number of people

20

Concerns

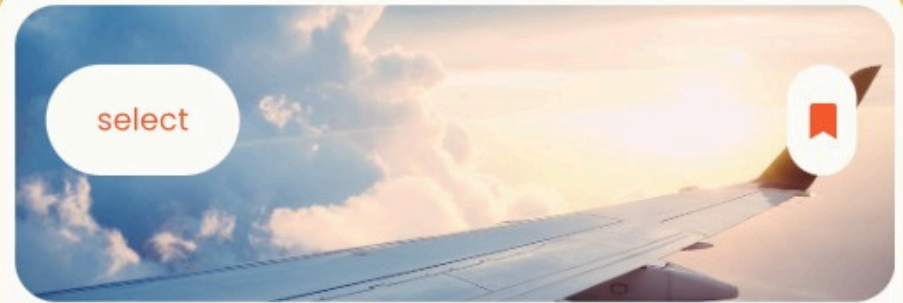
Plan to hike but newbie

Go



Suggested Insurance Plans

select

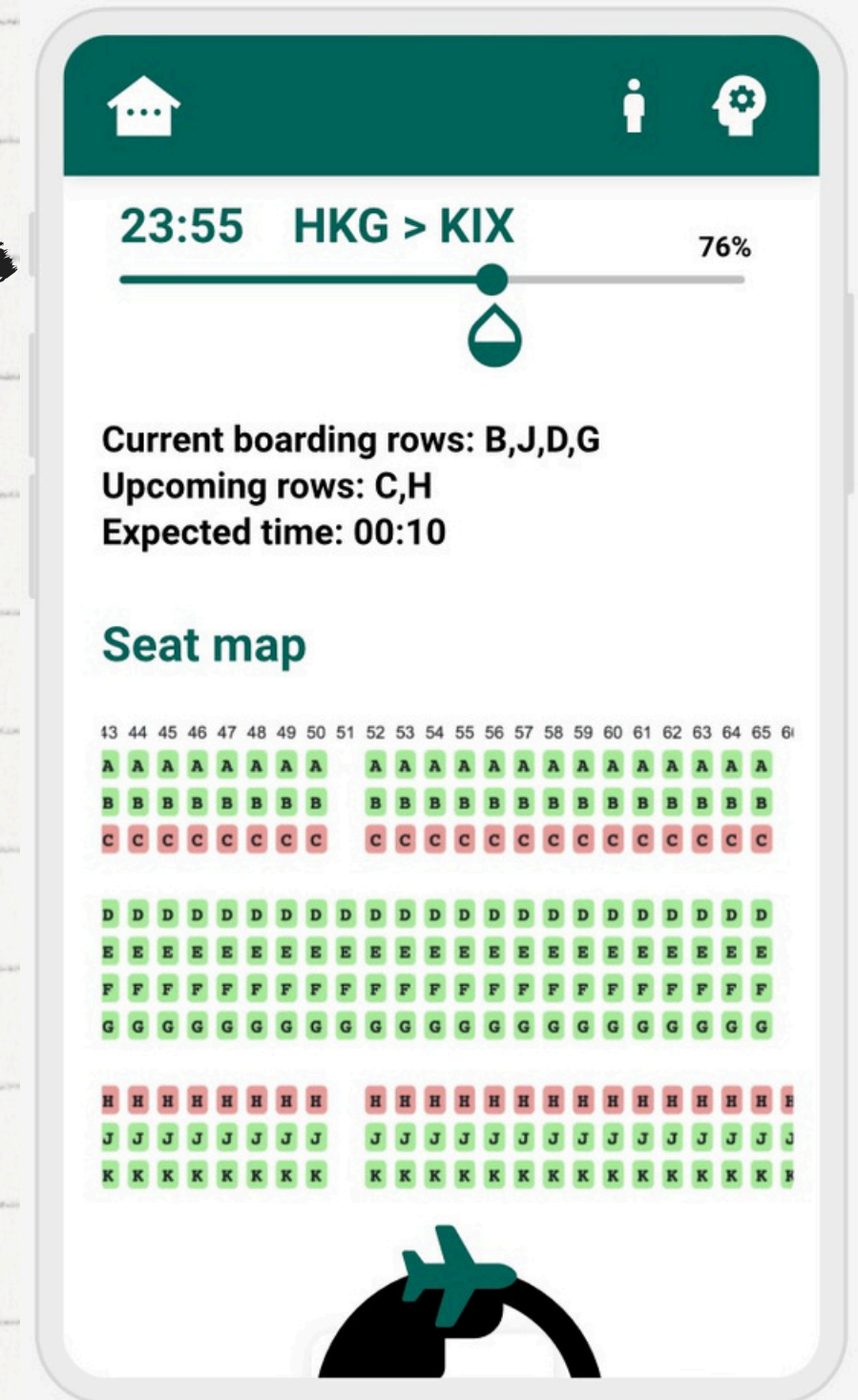
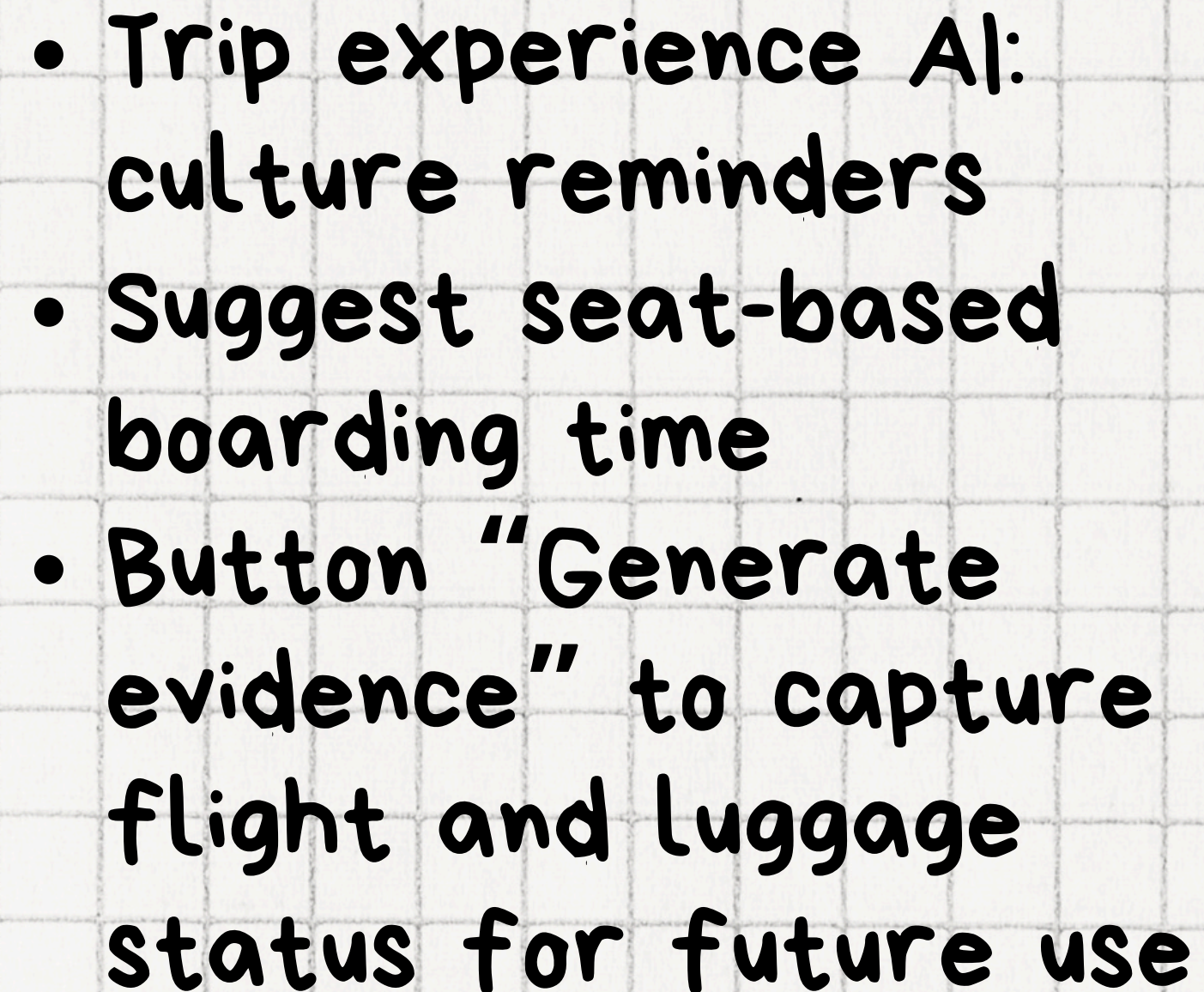
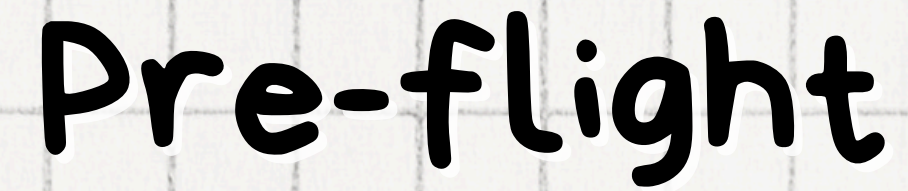


Flying Bird Company

Health, luggage and robbery insurance claims is included.
Package: 1280HKD
Discount is offered for early bird.

select







In the air



- Secondary flight experience protection:
Credit system
- grasp destination info
e.g. Airport map, ratings



Your journey

HKG — KIX — NYC

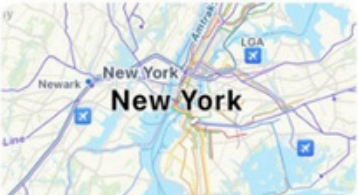


KIX Airport



OR: 4.5 / 5
Wifi: 4 / 5
Lang: JPN
Currency: Yen

NYC Airport



OR: 4 / 5
Wifi: 5 / 5
Lang: ENG
Currency: USD

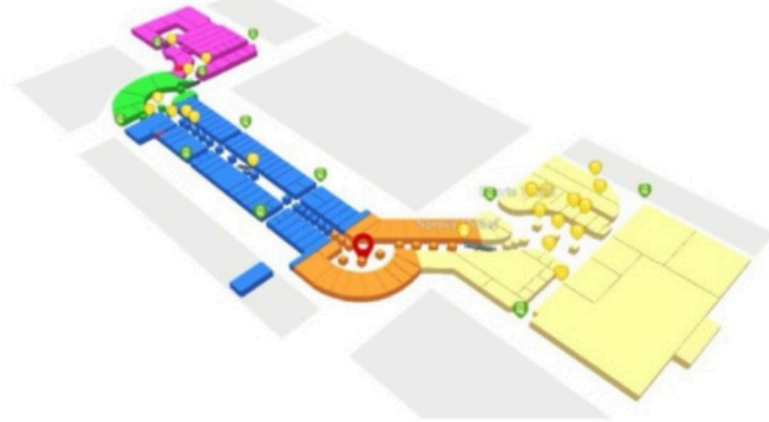




KIX International Airport

Rating: 4.5 / 5 (765540)

Indoor map:



Comments:

Storng WIFI with nice staffs.

KIX linternationial airport is built in 1994 September, which is the third busiest airport in Japan.





Post-flight

- Luggage status, ETA for luggage arrival
(Reduce passenger idle time)
- Claim analysis on a trip by AI
(AI writing assistant on insurance claim)
- Bonus credit: scan the suitcase tag with app (voluntary basis)

The screenshot shows a mobile app interface for filing an insurance claim. At the top is a dark green header with a home icon, a user profile icon, and a settings icon. The main title is "Insurance claim". Below this, there's a section for "Your plan:" with a text input field containing "xxx.pdf" and a "Link" button. The next section is "What happened?" with a dropdown menu showing "Item stolen" and a camera icon. Below this is a text input field with the text "Camera stolen in NRT airport. Including lens." and a checkmark icon. The next section is "Luggage damage" with a dropdown menu showing "Luggage damage" and a camera icon. Below this is a text input field with the text "22" yellow suitcase, flight from NRT to HKG.". The next section is "Others" with a dropdown menu showing "Others". At the bottom is a large green button labeled "Generate statement / Analysis".

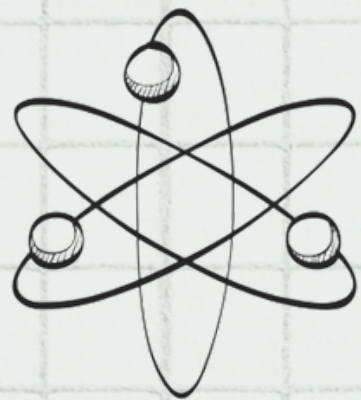


How it works?

- | CATHAY PACIFIC | | | | ECONOMY | |
|---|---------------|-----------|----------|---------------|---------------|
| MELLE/GREGORY | | | | MELLE/GREGORY | |
| AA A7B3968 | | | | AA A7B3968 | |
| FLIGHT | BOARDING TIME | GATE | SEAT | FLIGHT | BOARDING TIME |
| CX888 | 00:20 | | 42A | CX888 | 00:20 |
| ROUTE | DATE | DEPARTURE | TERMINAL | GATE | SEAT |
| HKG > YVR | 24 FEB | 01:00 | 1 | | 42A |
| PLEASE BE AT THE BOARDING GATE 30 MINS PRIOR TO DEPARTURE. GATE CLOSING 10 MINS BEFORE. | | | | ROUTE | DATE |
| | | | | HKG > YVR | 24 FEB |
| ECONOMY | | | | 1 | |

CATHAY PACIFIC				ECONOMY	
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ECONOMY				1	



Credit system - Earning credits :)

Have a safe trip!
|
Buy travel insurance (extra credits from partnered list)

Avoid extra queueing!
|
Make online check-in

Be punctual!
|
Arrive boarding gateway 30 mins before flight

Stay aware!
|
Take a 'quick quiz' on board about flight safety which was broadcasted before flight.

Find yours!
|
Scan tag after collect luggage

Tell us!
|
Fill in post-flight feedback form.



Credit system - Losing credits :/

1. Getting
reported
(+validated by
system)

2. Late
arrival at
boarding
gateway

Potential difficulties in implementation



Immediate cost burden:

- Maintenance team
- Additional data processing capacity
- Hardware installation

Technological support:

- Sensors at different gateway
- Internet of things (IOT) in airport

Informatics:

- Information transfer (Airports, airlines, insurance companies, local press companies)
 - Size of user population (Insufficient participation)
- 

Thank you,
have a pleasant
journey!!

