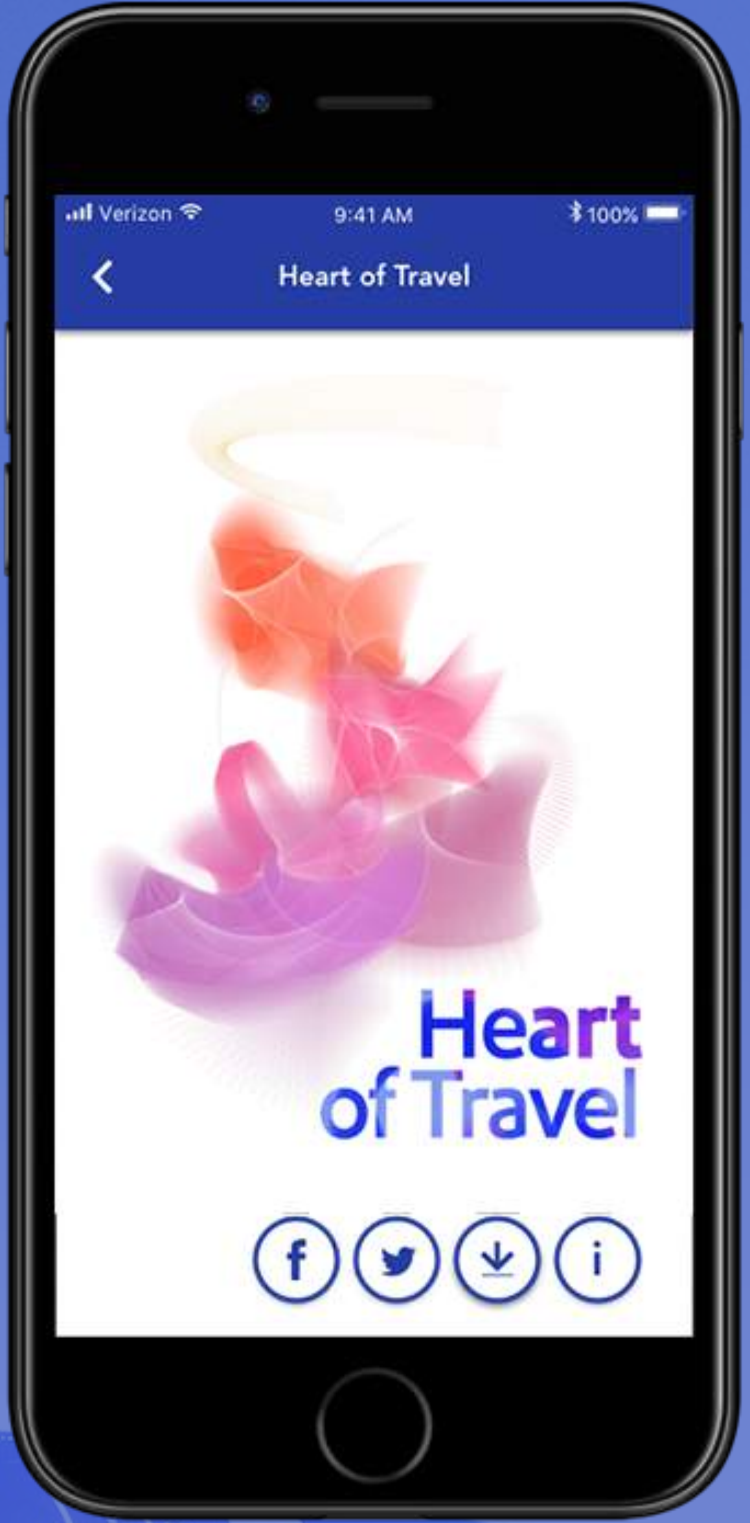
Southwest

Proposal

An extension for the Southwest mobile app that provides personable guidance and transparent information from Southwest employees for a helpful post-flight experience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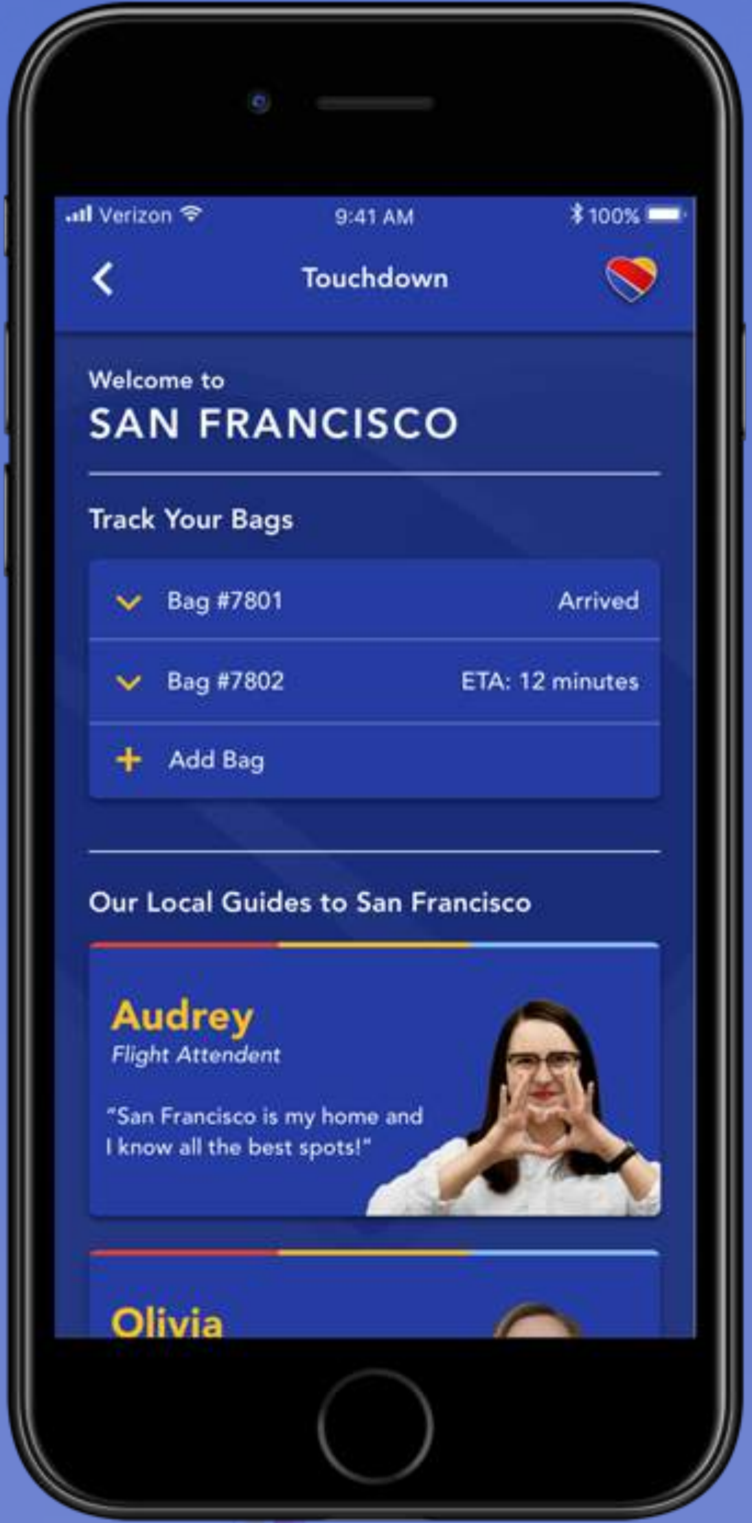
Heart of Travel
Heart
of Travel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Touchdown
Welcome to
SAN FRANCISCO
Track Your Bags
Add Bag
Our Local Guides to San Francisco
Olivia

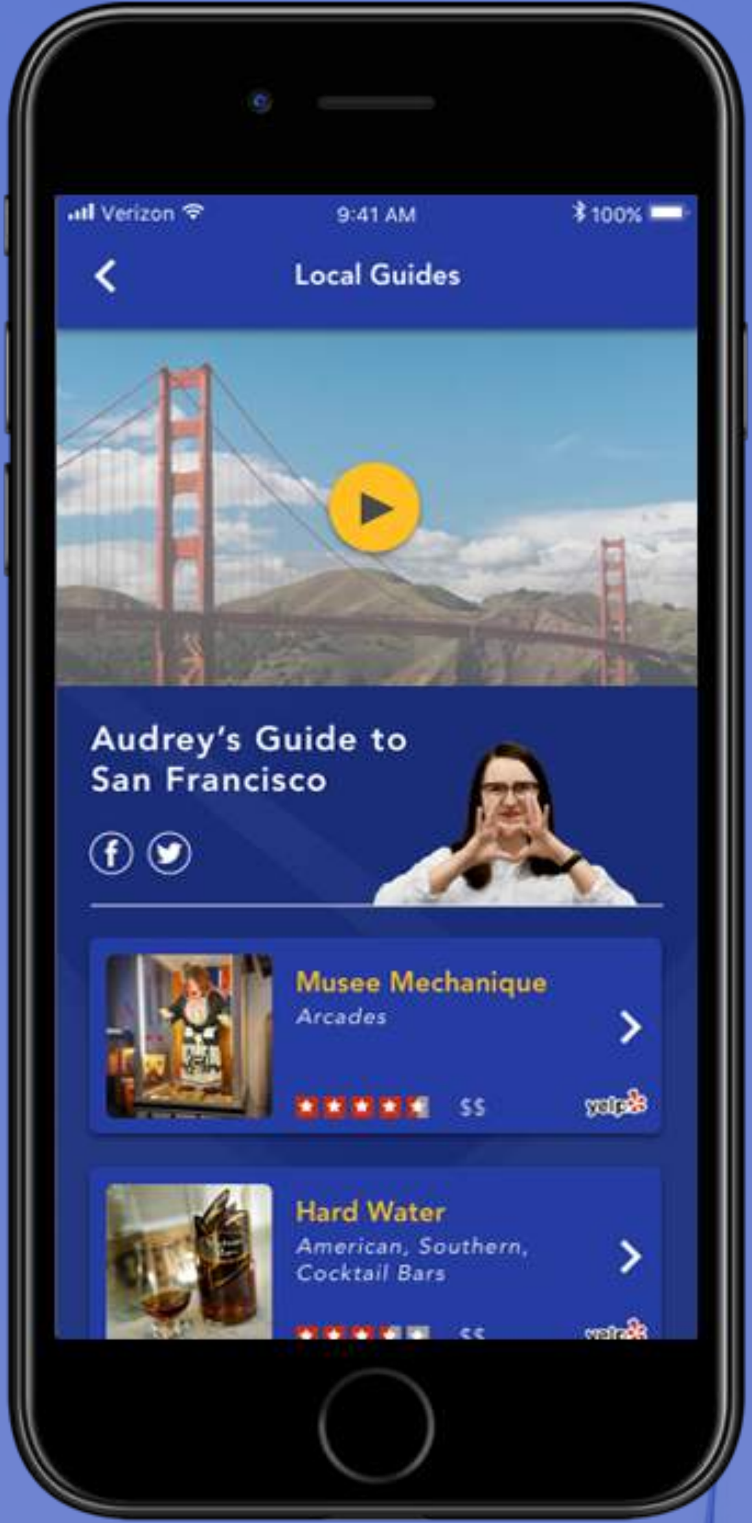
Bag #7801 Arrived

Bag #7802 ETA: 12 minutes

Audrey

Flight Attendent

"San Francisco is my home and I know all the best spots!"


Verizon
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Local Guides
Audrey's Guide to San Francisco
yelp

Musee Mechanique

Arcades

$$

Hard Water

American, Southern, Cocktail Bars

$$

SOUTHWEST AIRLINES

Business Problem

"Southwest has the lowest costs of the biggest four airlines for trips of similar lengths, but it lags in revenue collected for those seats."

1. Competitors are becoming more efficiently run, competitively priced, and customer service conscious.
2. Southwest's advantage is slipping because they don't earn as much revenue per seat per mile flown as competitors.

Fortune, 2015

SOUTHWEST AIRLINES

Business Opportunity

“Southwest’s best opportunities for expansion and profits are in long-haul travel now for two reasons:

1. Long-haul is the biggest, fastest growing segment in U.S. air travel.
2. Southwest is relatively small in this area, meaning that there is a lot of market share for them to steal away from the legacy carriers.”

Fortune, 2015

KEY INSIGHT

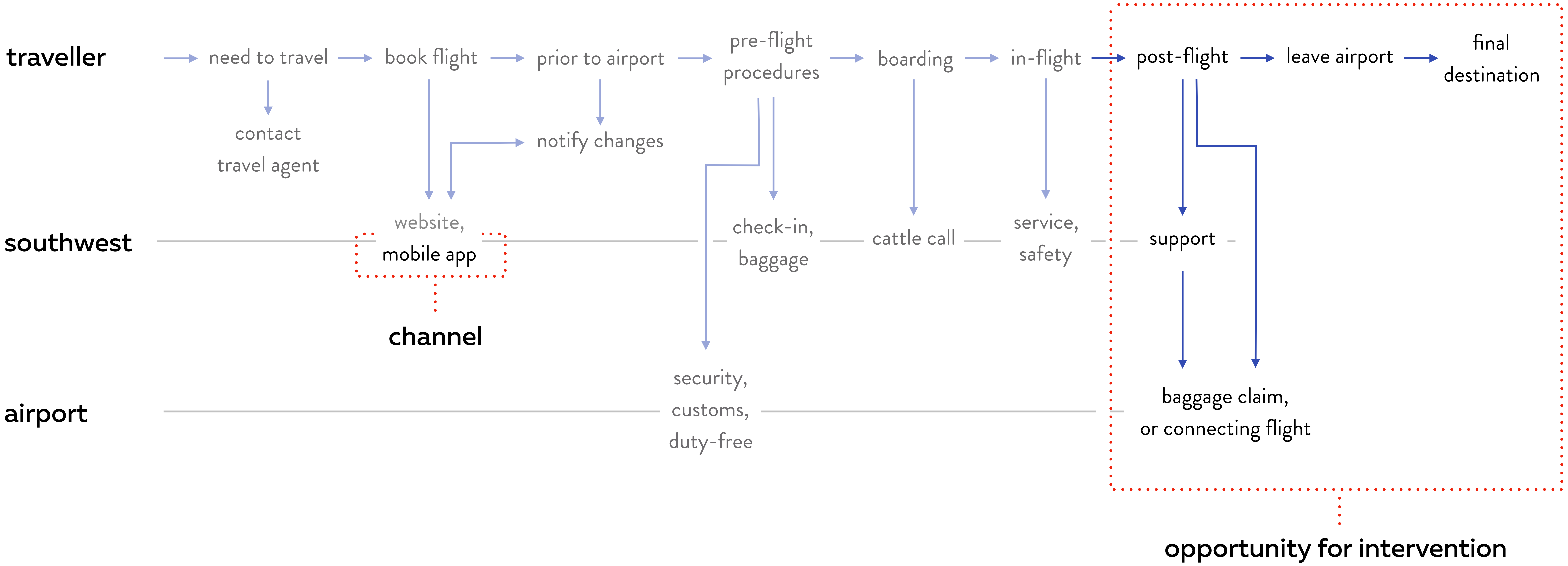
Where To Intervene

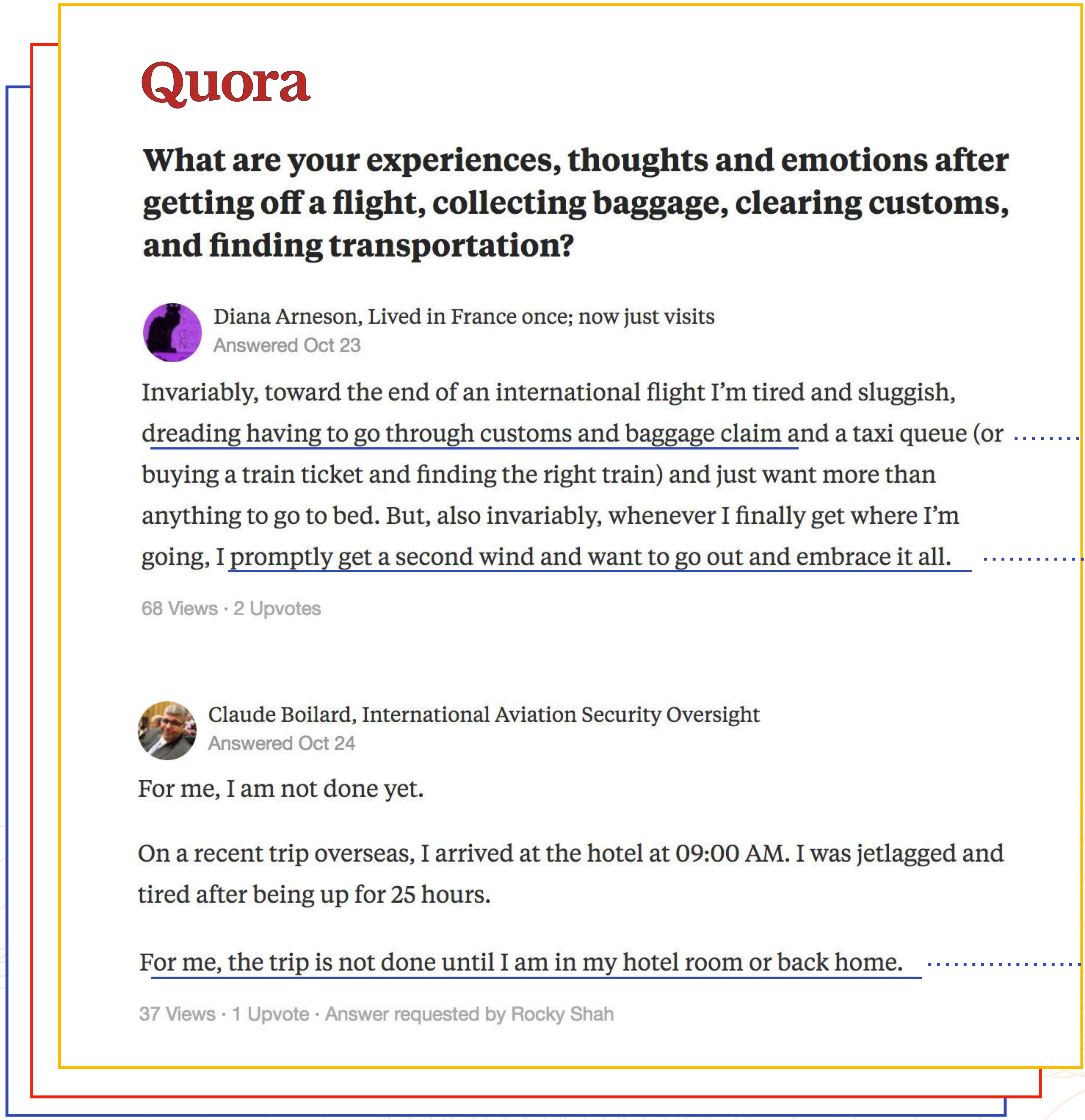
> “The last interaction in any exchange of value – that leaves the most lasting impression on the customer, the one that they remember and hopefully makes them want to buy again.”

Price Waterhouse Cooper, 2015

1. Amongst airline competitors, there is little consideration taken for the after flight portion of a customer journey.
2. From user research we found travellers don’t consider a journey over until they reach their home or hotel.
3. There’s an opportunity to engage a portion of the customer journey which is otherwise tiring, routine or stressful.

Key Actors Map


traveller
need to travel
book flight
prior to airport
pre-flight procedures
boarding
in-flight
post-flight
leave airport
final destination
contact travel agent
notify changes
southwest
website, mobile app
check-in, baggage
cattle call
service, safety
support
channel
airport
security, customs, duty-free
baggage claim, or connecting flight
opportunity for intervention



Quora

What are your experiences, thoughts and emotions after getting off a flight, collecting baggage, clearing customs, and finding transportation?

Diana Arneson, Lived in France once; now just visits
Answered Oct 23

Invariably, toward the end of an international flight I'm tired and sluggish, dreading having to go through customs and baggage claim and a taxi queue (or buying a train ticket and finding the right train) and just want more than anything to go to bed. But, also invariably, whenever I finally get where I'm going, I promptly get a second wind and want to go out and embrace it all.

68 Views · 2 Upvotes

Claude Boilard, International Aviation Security Oversight
Answered Oct 24

For me, I am not done yet.

On a recent trip overseas, I arrived at the hotel at 09:00 AM. I was jetlagged and tired after being up for 25 hours.

For me, the trip is not done until I am in my hotel room or back home.

37 Views · 1 Upvote · Answer requested by Rocky Shah

User Research

"Dreading having to go through customs and baggage claim"

"I promptly get a second wind and want to go out and embrace it all"

"For me, the trip is not done until I am in my hotel room or back home."

KEY INSIGHT

User Group

> "Expect passengers to become more mercenary in their airline use at the expense of carrier loyalty and engagement with their loyalty programs."

Harteveldt, *The Future of Airline Distribution 2016-2021*

There is also a opportunity to direct our attention to travellers who have never before flown with Southwest, as Southwest is only just beginning to operate on long-haul routes.

Fickle Flier

FIRST SOUTHWEST EXPERIENCE

"I usually just fly with the cheapest airlines, I've had a pretty similar experience whenever I've flown."

Behaviour

weighs her options and hasn't consistently flown with the same airline

price conscious, but willing to pay for convenience and service

Needs

a trustworthy source of information

to envision potential destinations to inform her travel decisions

to streamline her travel routine

Frustrations

never visited her destination & doesn't know where to start

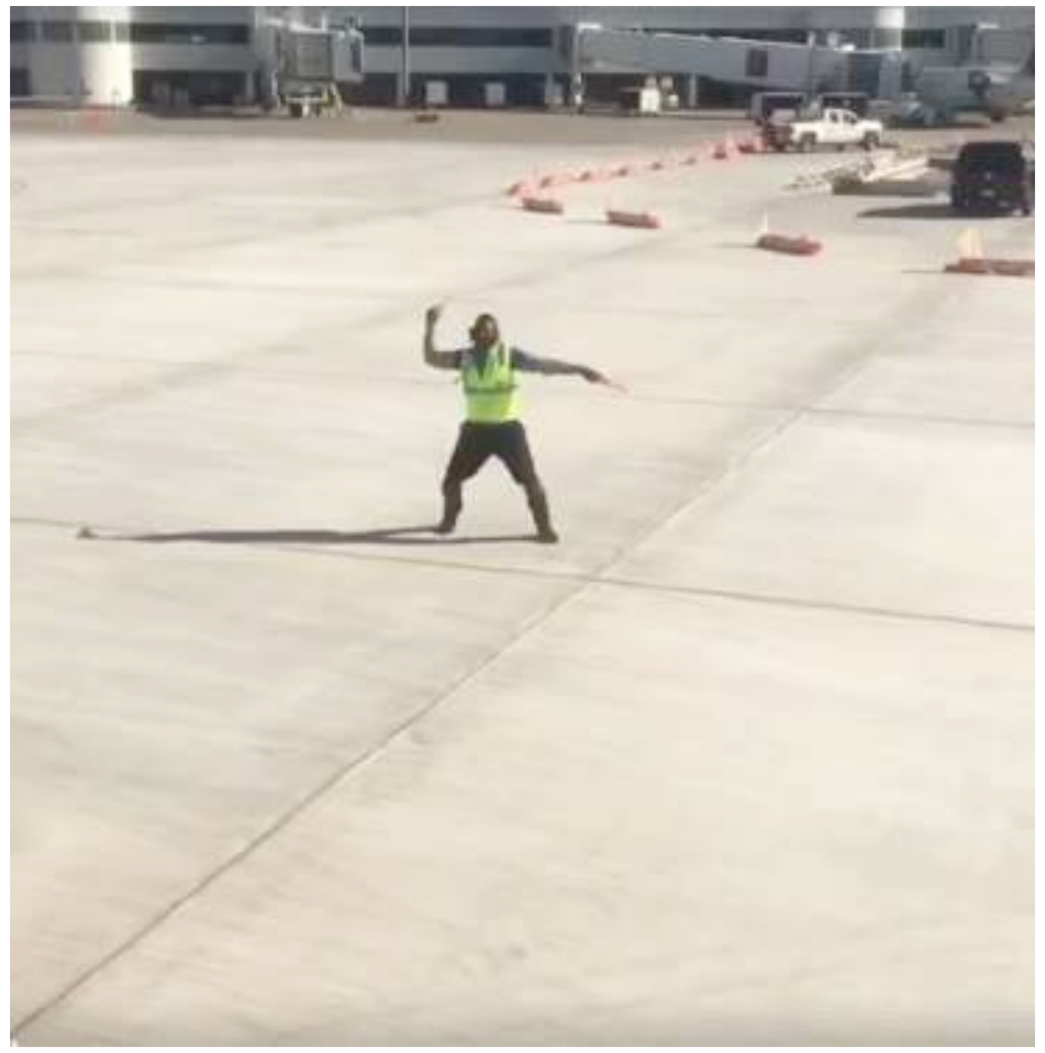
her trip coincides with peak travel seasons

Goals

exploring her destination city

enjoying a variety of new experiences

mentally refresh while on vacation



KEY INSIGHT

Brand Value

"Southwest Airlines is probably the greatest success story in American airline history in terms of **turning intangibles into monetary value**...its secret was building an airline culture that had the properties of fun, entertainment and genuine care at the very core of its soul...**which is something competitors cannot imitate**."

Fast Company, 2012

CUSTOMER JOURNEY FRAMEWORK

WITHIN THE POST FLIGHT STAGE

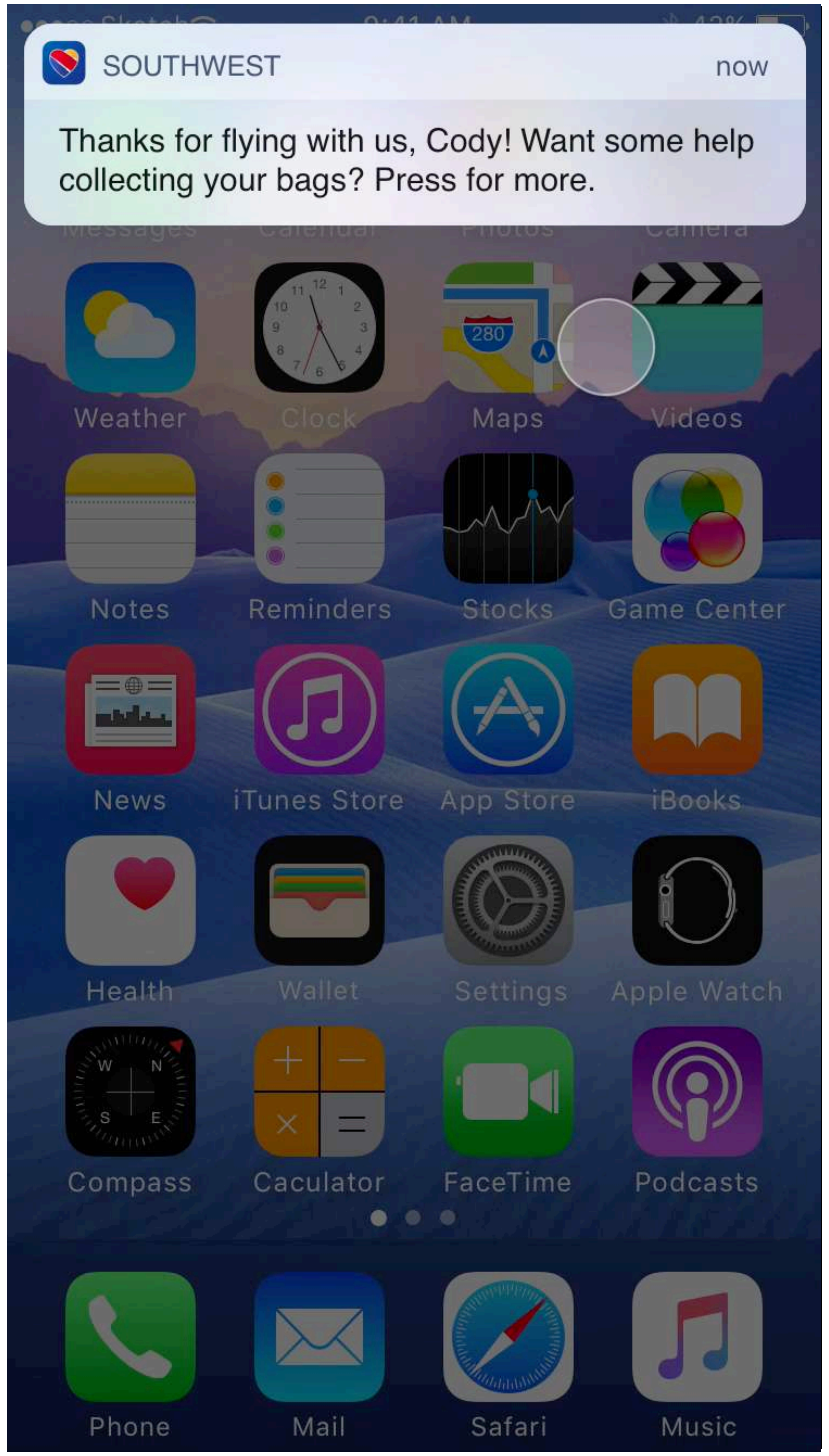
ACTIONS	Disembarking aircraft	Navigating to customs	Passing customs	Waiting for baggage	Acquiring Transportation	Travel to final destinations	Rest of trip
THOUGHTS	Can I get internet connection? When will I get to my lodging? Where do I go from here?	How do I get to customs? Do I have all the documents? How long is the wait?	Do I have anything to declare? I hope the border guard is nice	Where is the baggage claim? What number is my carousel? Is my bag safe and when will it come?	What options are available? Do I have enough cash?	What time can I check in? How long will it take me to get there?	What should I do for the rest of the trip? What is a good place to eat?
POTENTIAL OPPORTUNITIES	Mapping the entire airport Review of flight and crew	Estimated wait times for customs Document checklist		Updated baggage tracker Entertainment during wait time	Ride-hailing integration Public transportation overview	ETA for friends, family, or hotel	City guides Concierge

Project Goals

Support and delight customers during the dull and wearisome moments of their journey

Leave a lasting impression that hopefully extends long after the flight

Increase re-engagement of long-haul flyers with Southwest



SOUTHWEST now

Thanks for flying with us, Cody! Want some help collecting your bags? Press for more.

Weather
Clock
Maps
Videos
Notes
Reminders
Stocks
Game Center
News
iTunes Store
App Store
iBooks
Health
Wallet
Settings
Apple Watch
Compass
Caculator
FaceTime
Podcasts
Phone
Mail
Safari
Music

Baggage Tracker

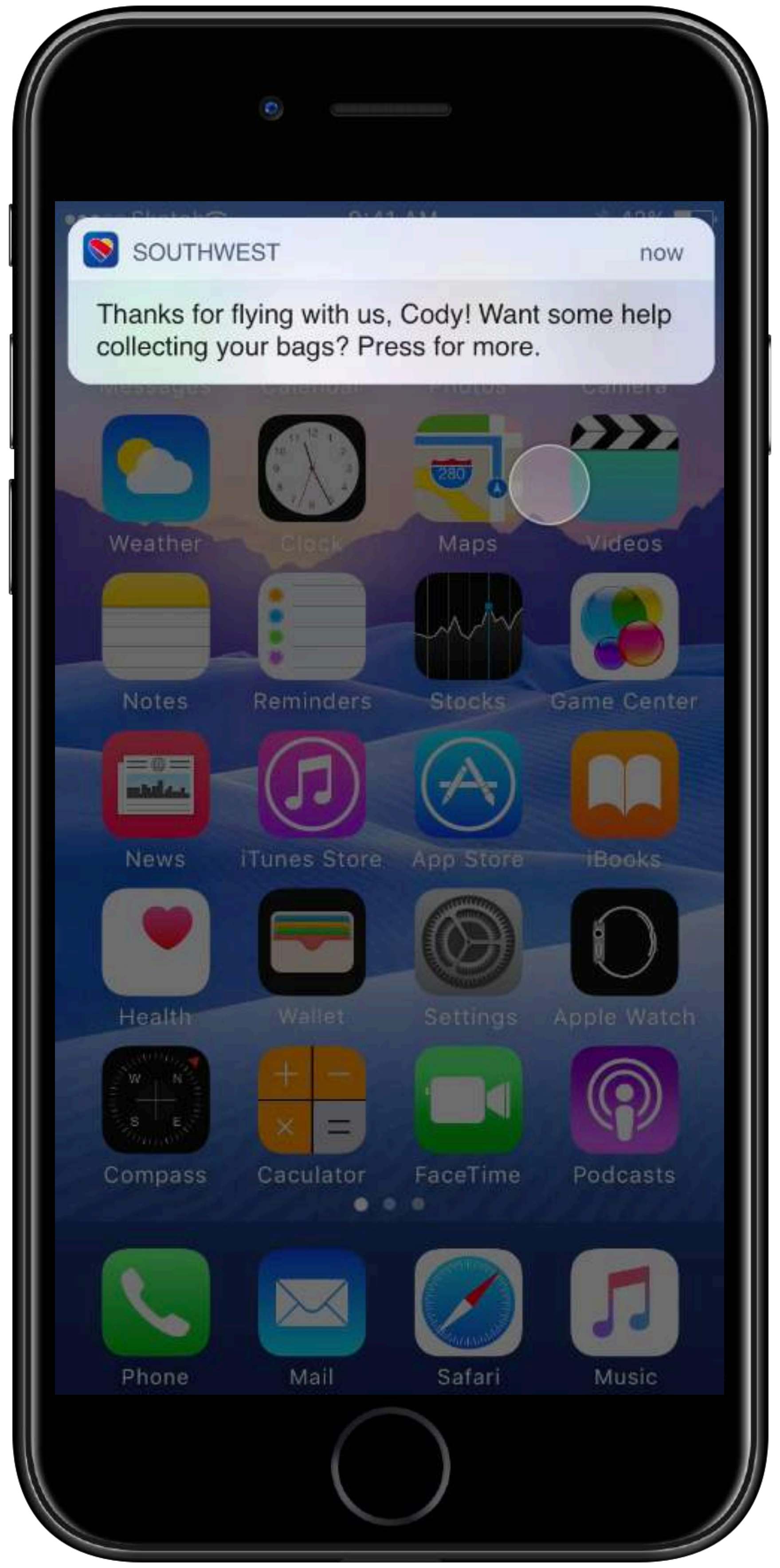
Tracking shows the status of a customer's baggage as it is transported from plane to carousel. The feature estimates how long their bag will take to arrive, indicates which baggage claim their bag will come from and includes a call-to-action if bags are delayed, damaged, or lost.

Value for Customer

Information is provided at a glance to lower cognitive overhead

Provides certainty and reassurance to a hidden process

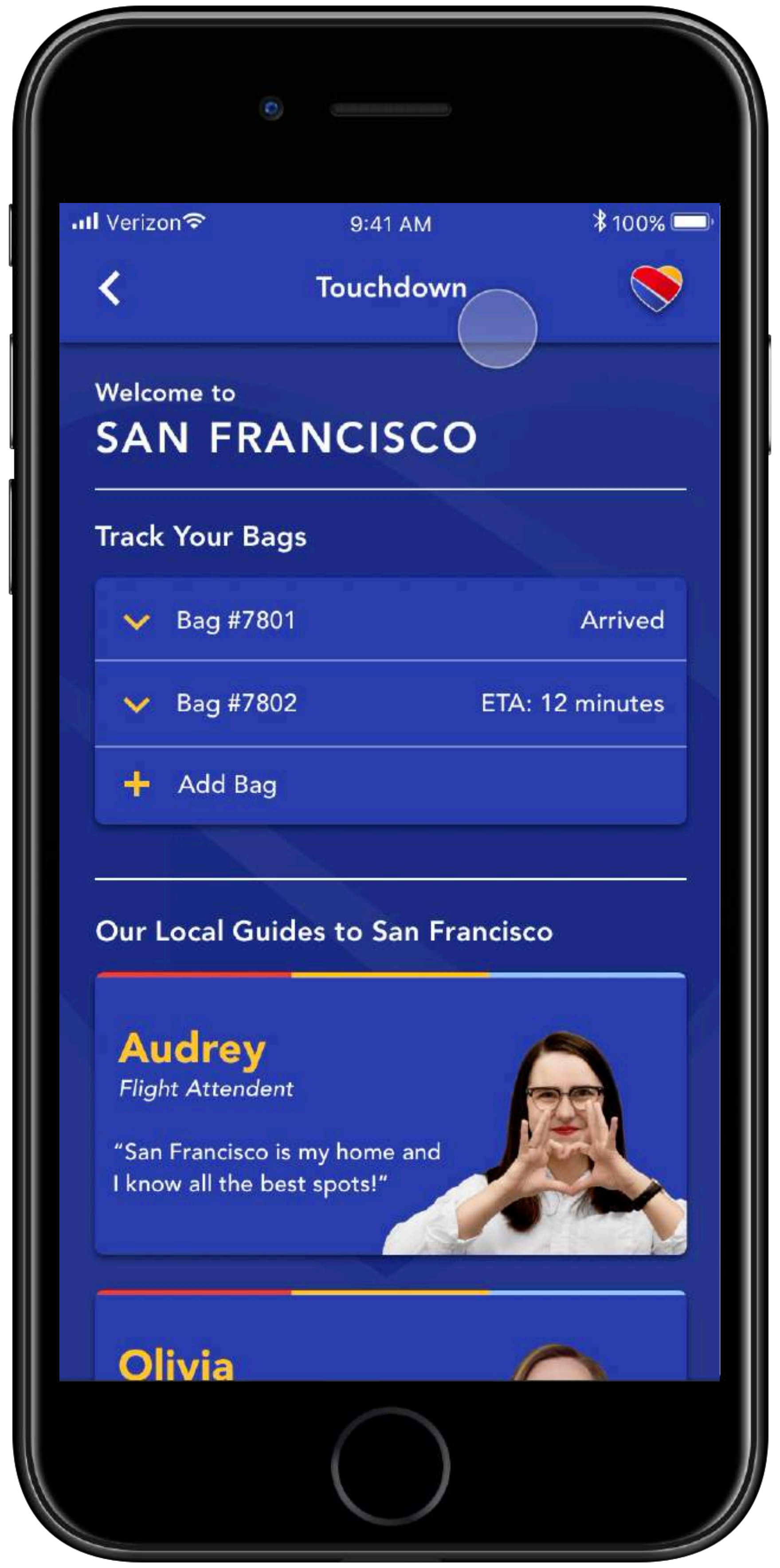
Findable assistance for when things go wrong



SOUTHWEST now

Thanks for flying with us, Cody! Want some help collecting your bags? Press for more.

Weather
Clock
Maps
Videos
Notes
Reminders
Stocks
Game Center
News
iTunes Store
App Store
iBooks
Health
Wallet
Settings
Apple Watch
Compass
Caculator
FaceTime
Podcasts
Phone
Mail
Safari
Music



Verizon
9:41 AM
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Touchdown

Welcome to
SAN FRANCISCO

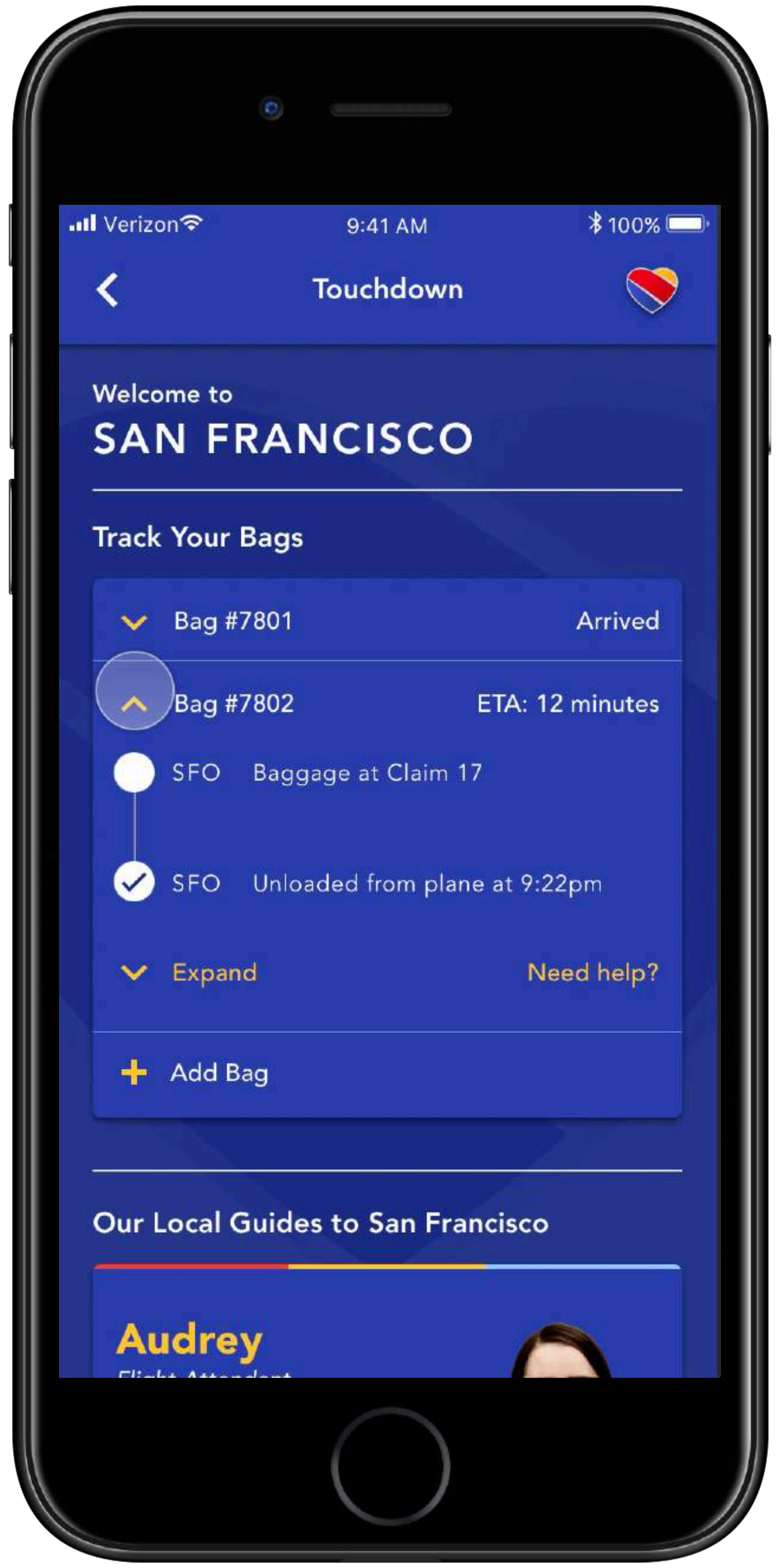
Track Your Bags

Bag #7801 Arrived
Bag #7802 ETA: 12 minutes
+ Add Bag

Our Local Guides to San Francisco

Audrey
Flight Attendant
"San Francisco is my home and I know all the best spots!"

Olivia



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Touchdown

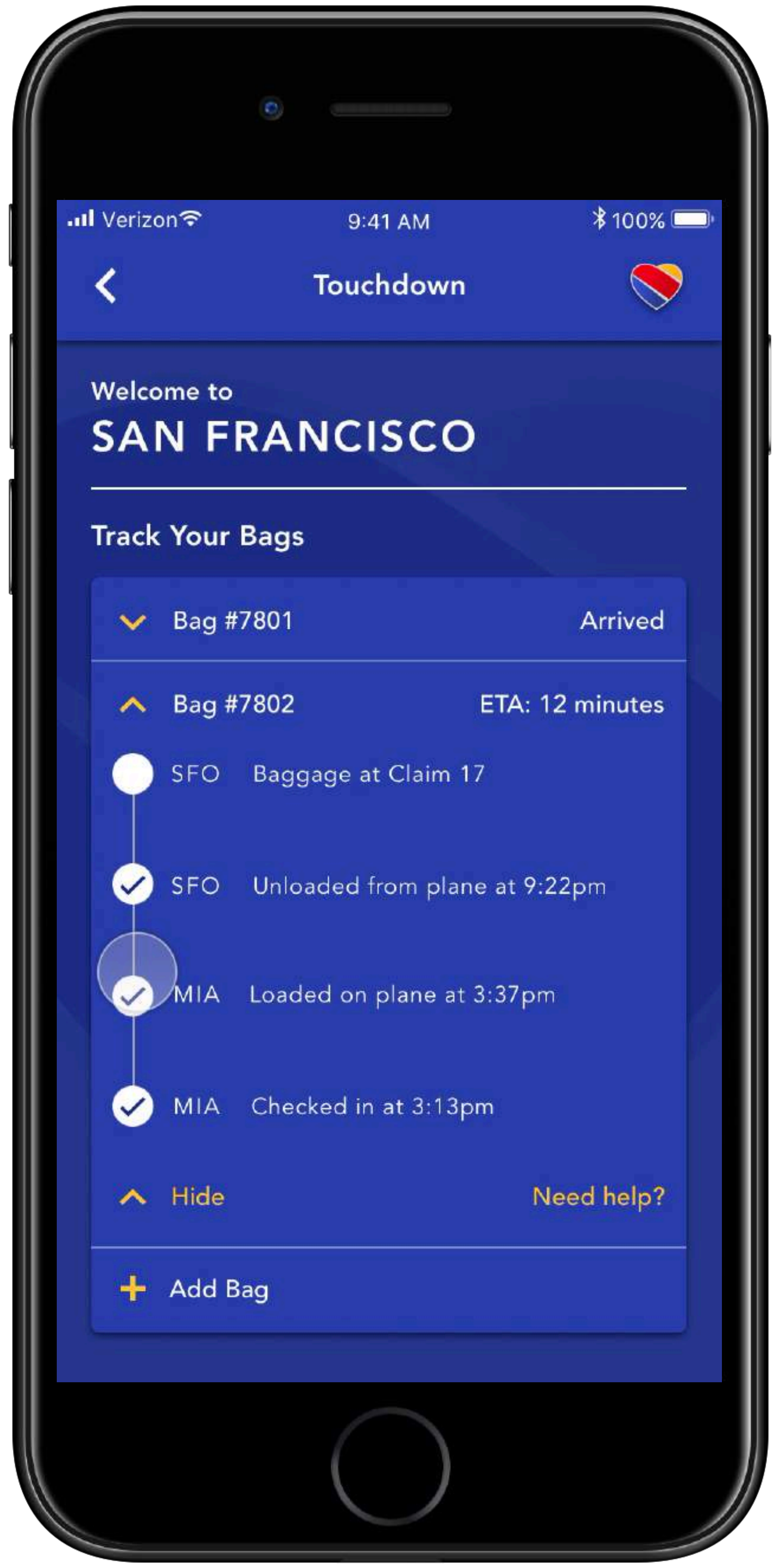
Welcome to
SAN FRANCISCO

Track Your Bags

Bag #7801 Arrived
Bag #7802 ETA: 12 minutes
SFO Baggage at Claim 17
SFO Unloaded from plane at 9:22pm
Expand Need help?
+ Add Bag

Our Local Guides to San Francisco

Audrey



Verizon
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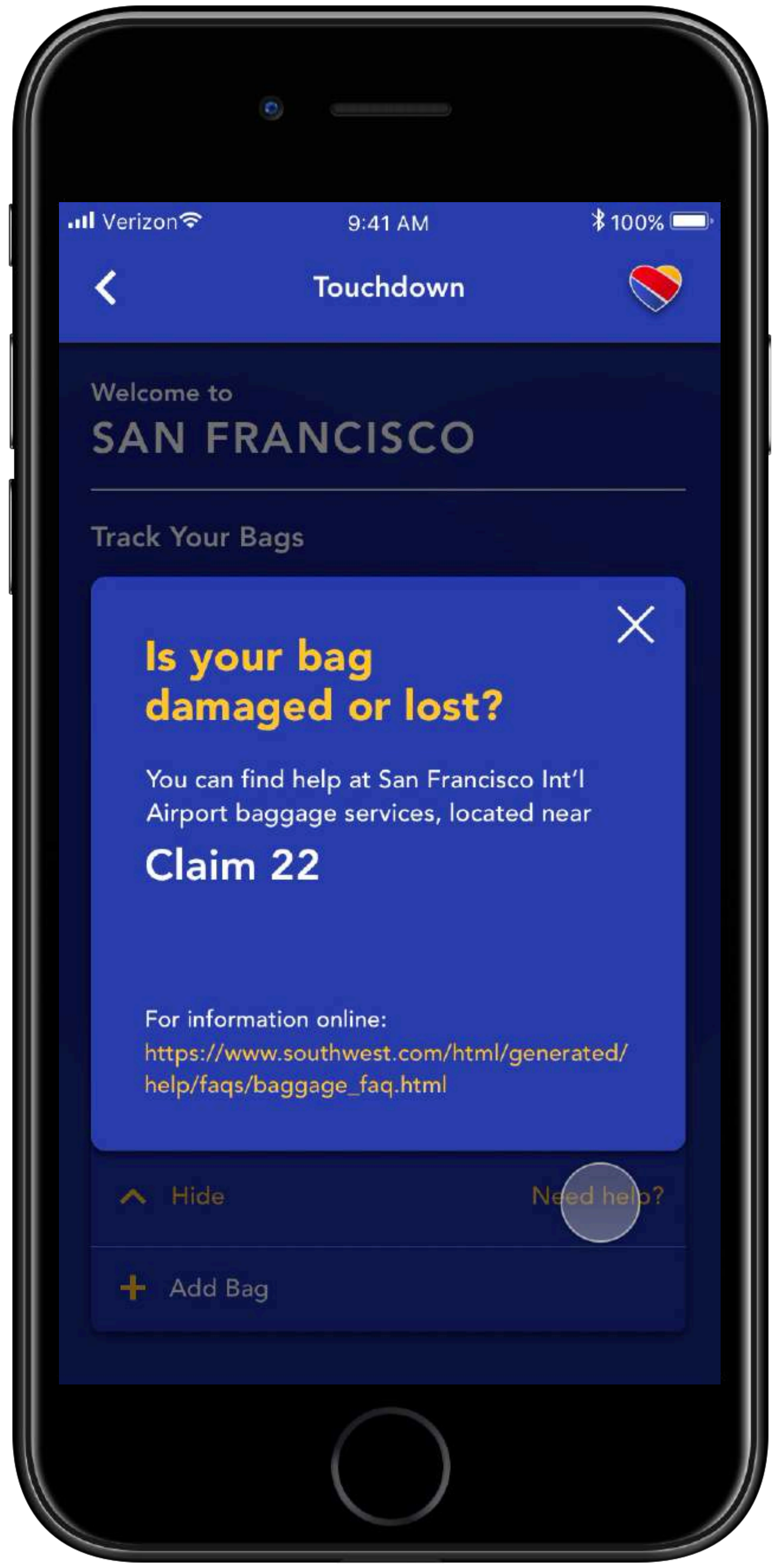
Welcome to
SAN FRANCISCO

Track Your Bags

Bag #7801 Arrived
Bag #7802 ETA: 12 minutes
SFO Baggage at Claim 17
SFO Unloaded from plane at 9:22pm
MIA Loaded on plane at 3:37pm
MIA Checked in at 3:13pm
Hide Need help?
+ Add Bag



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Touchdown

Welcome to
SAN FRANCISCO

Track Your Bags

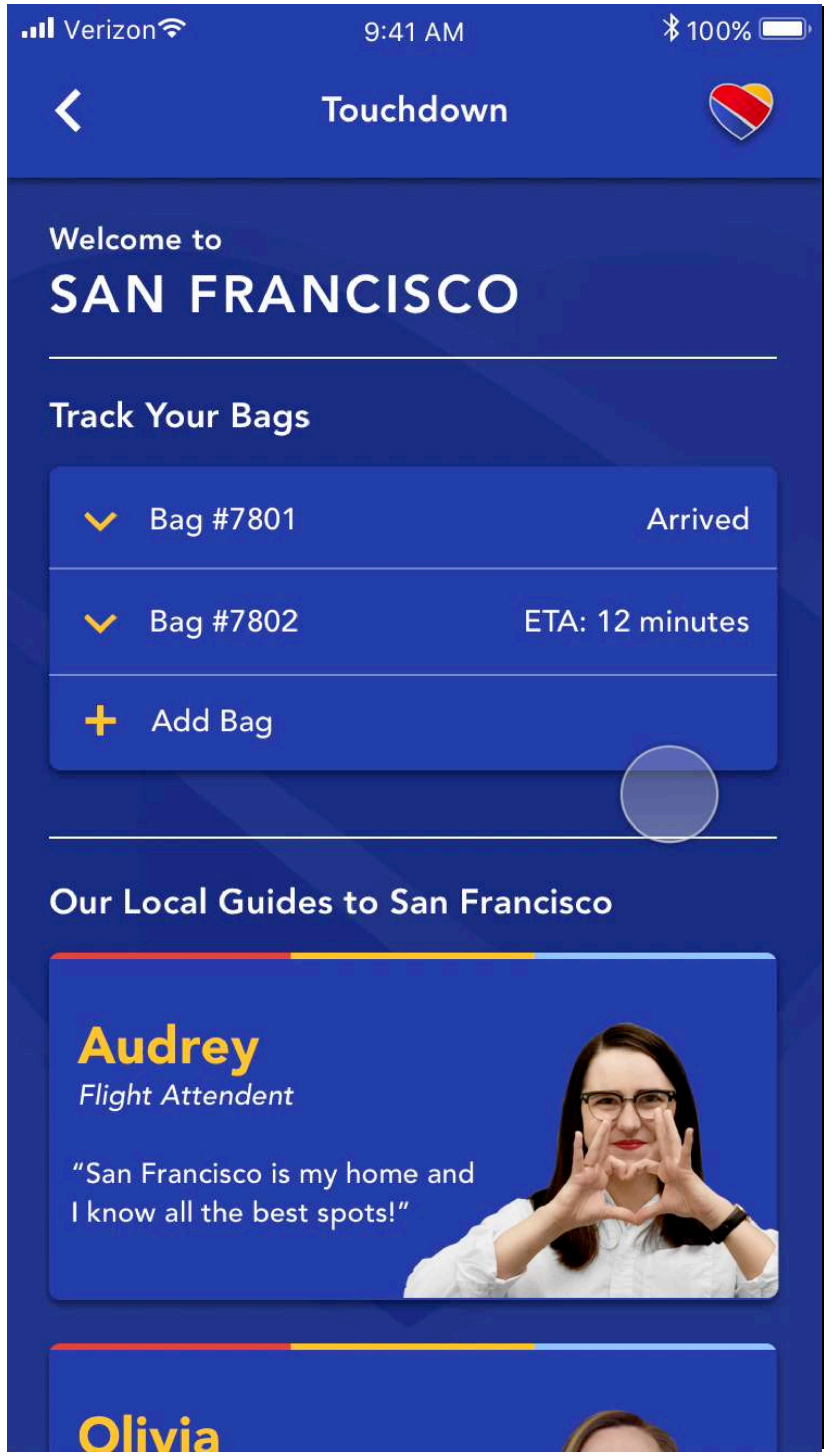
Is your bag damaged or lost?

You can find help at San Francisco Int'l Airport baggage services, located near

Claim 22

For information online:
https://www.southwest.com/html/generated/help/faqs/baggage_faq.html

Hide Need help?
+ Add Bag



Touchdown

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Track Your Bags

Bag #7801 Arrived
Bag #7802 ETA: 12 minutes
+ Add Bag

Our Local Guides to San Francisco

Audrey
Flight Attendant
"San Francisco is my home and I know all the best spots!"

Olivia

Southwest Recommends

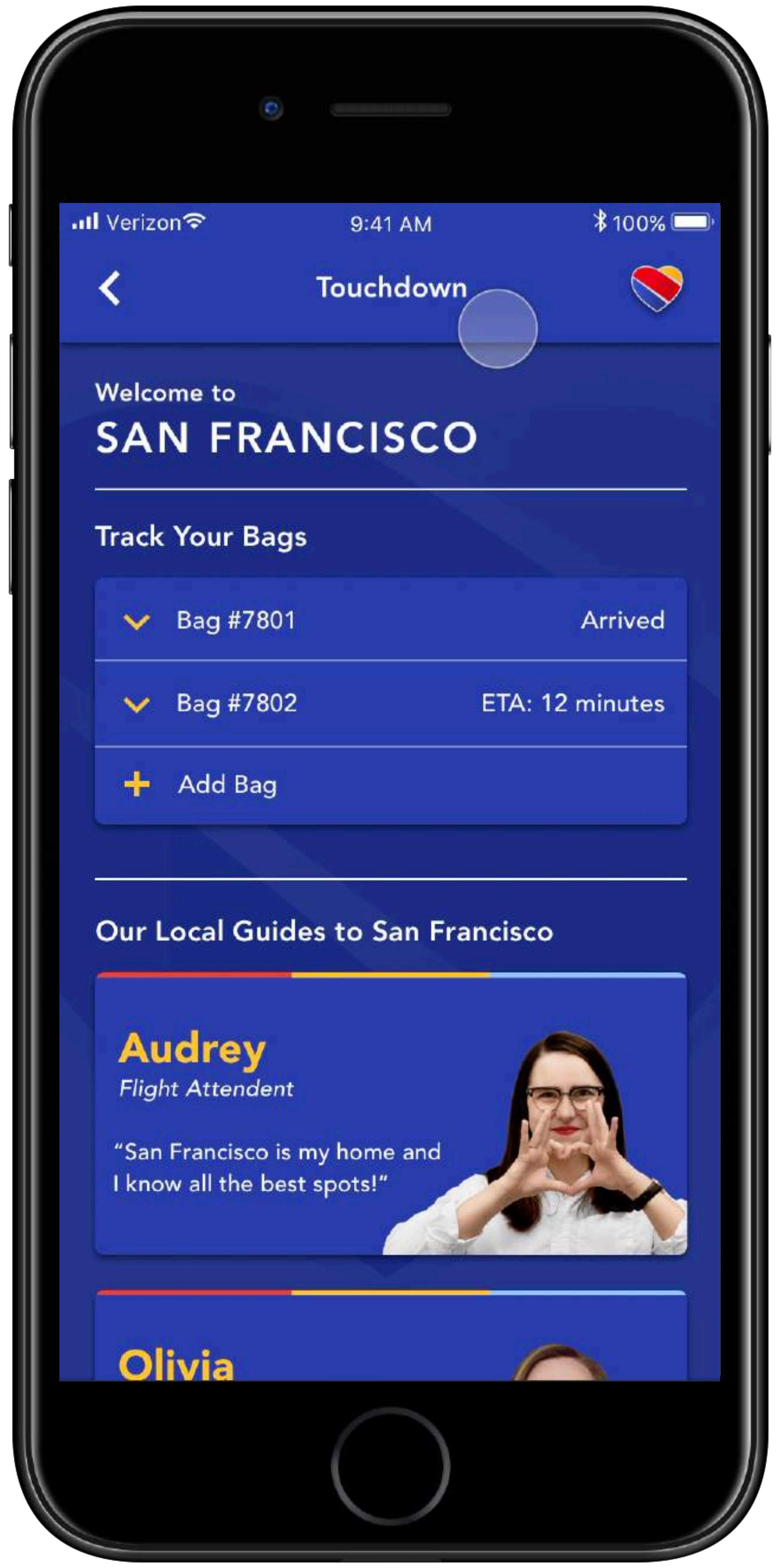
Below the baggage tracker are guides delivered by Southwest employees who live in the customer's destination city. When tapped into, each guide showcases a video of the employee as they provide recommendations for the destination. We adapted concepts of a recommendation from a close friend, and being informed of hidden gems in a city.

Value for Customer

Acknowledges that the post flight experience may extend past the airport

Recommendations from a personal source rather than sifting through Google reviews

Stimulating content that may leave a lasting impression for Southwest customers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Touchdown

Welcome to

SAN FRANCISCO

Track Your Bags

Bag #7801 Arrived

Bag #7802 ETA: 12 minutes

+ Add Bag

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Flight Attendant
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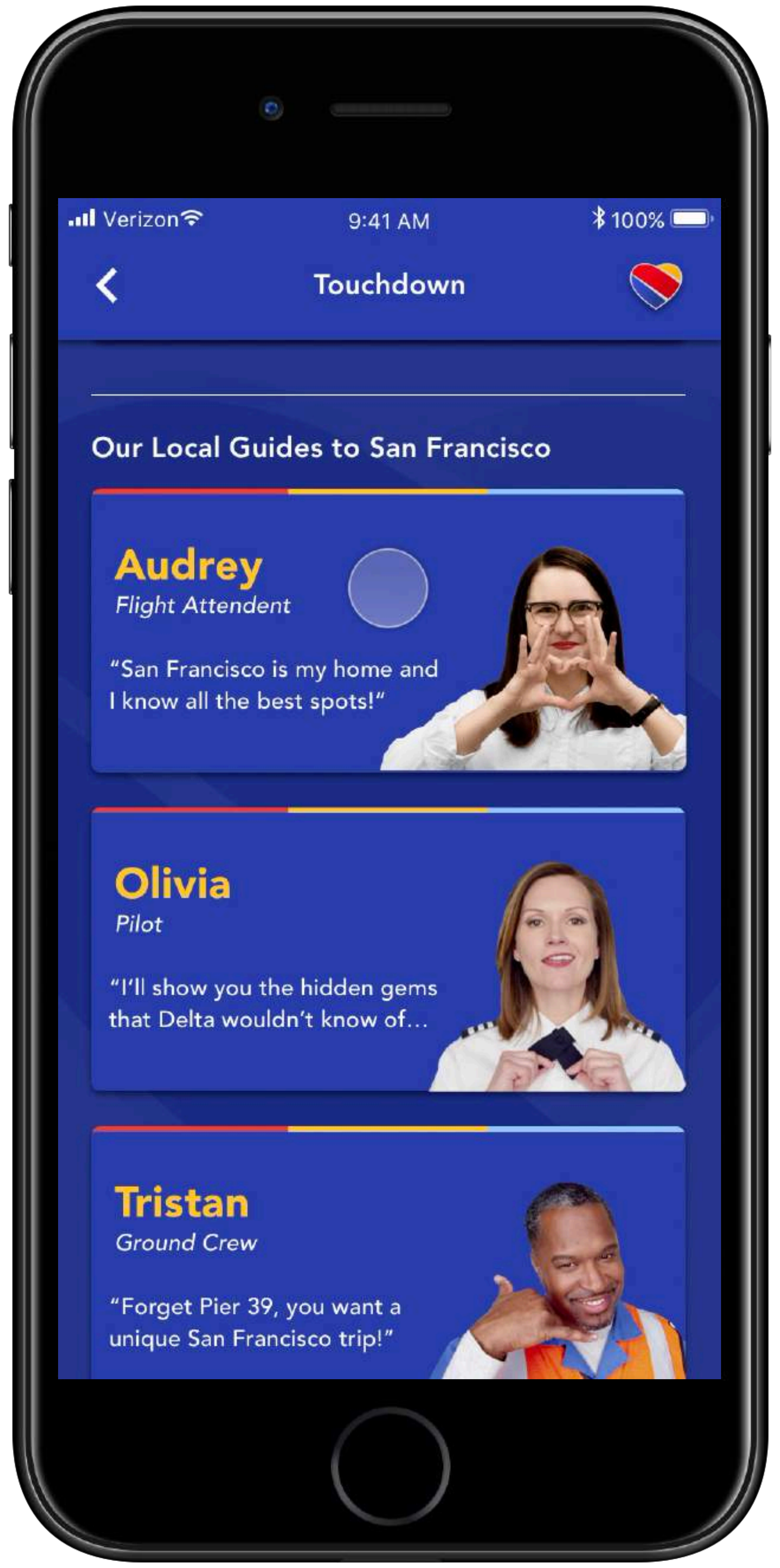
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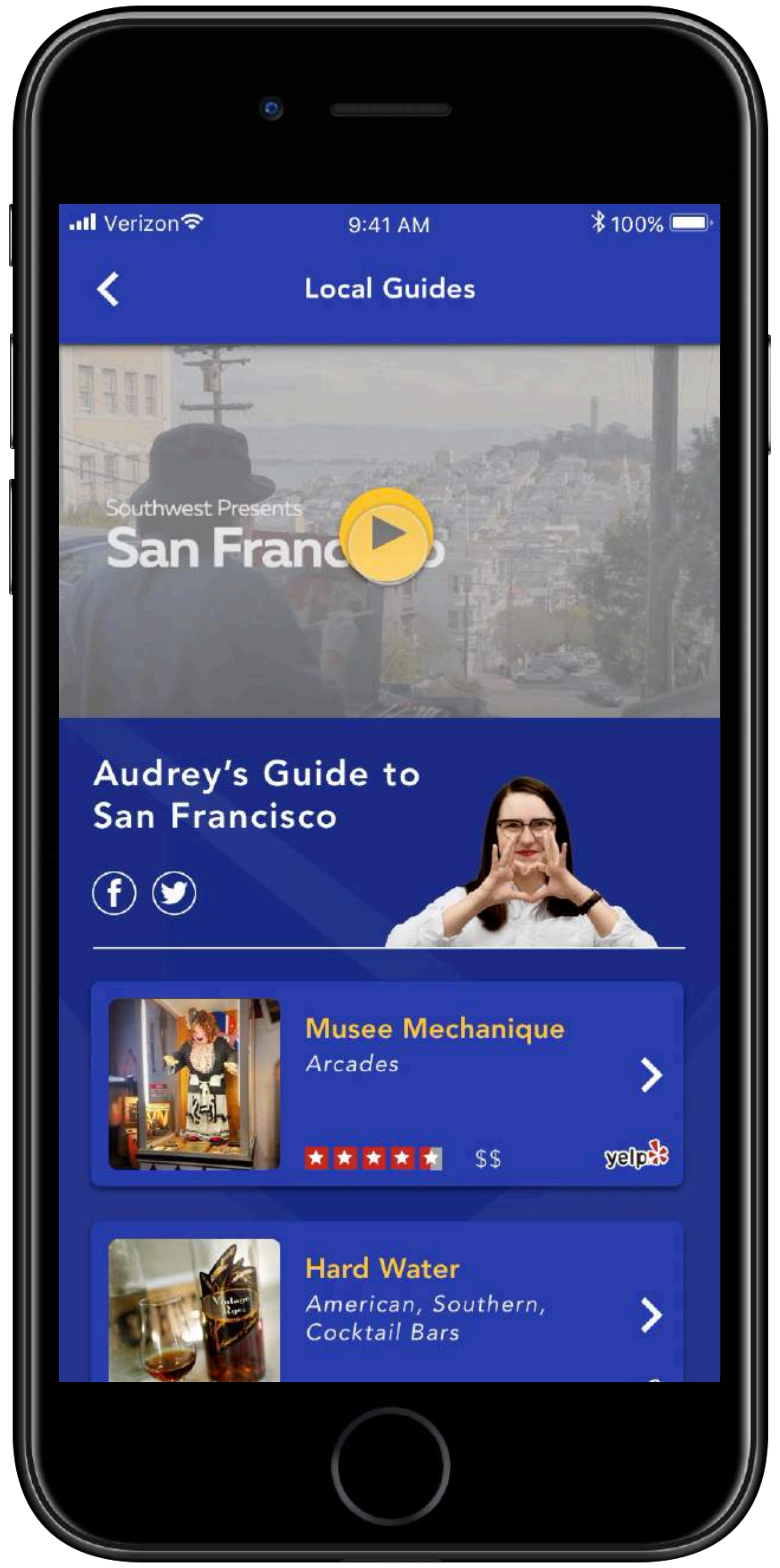
Touchdown

Our Local Guides to San Francisco

Audrey
Flight Attendant
"San Francisco is my home and I know all the best spots!"

Olivia
Pilot
"I'll show you the hidden gems that Delta wouldn't know of…

Tristan
Ground Crew
"Forget Pier 39, you want a unique San Francisco trip!"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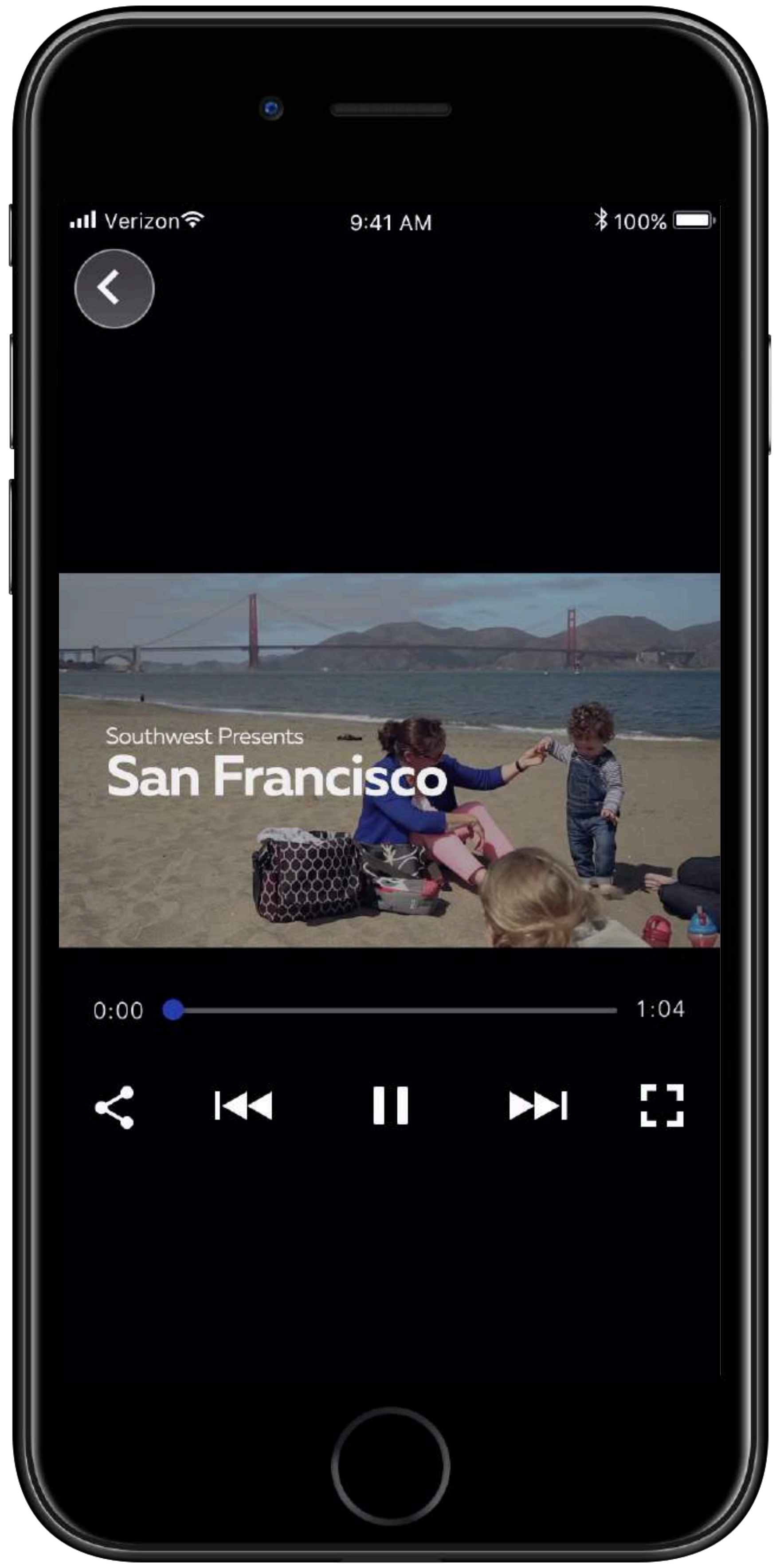
Local Guides
Southwest Presents
San Francisco

Audrey's Guide to San Francisco

Musee Mechanique
Arcades
$$

yelp

Hard Water
American, Southern, Cocktail Bars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Southwest Presents
San Francisco
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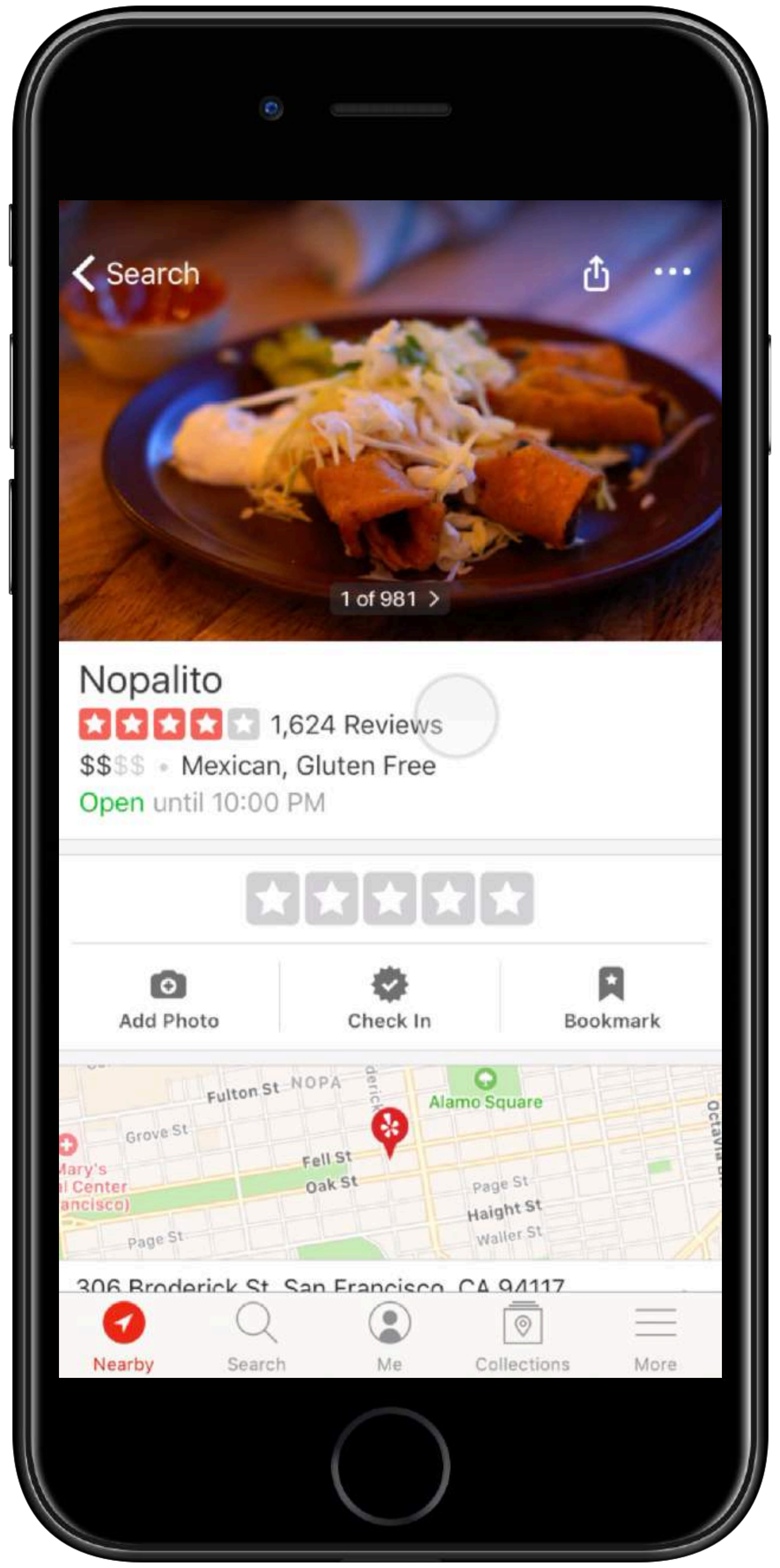
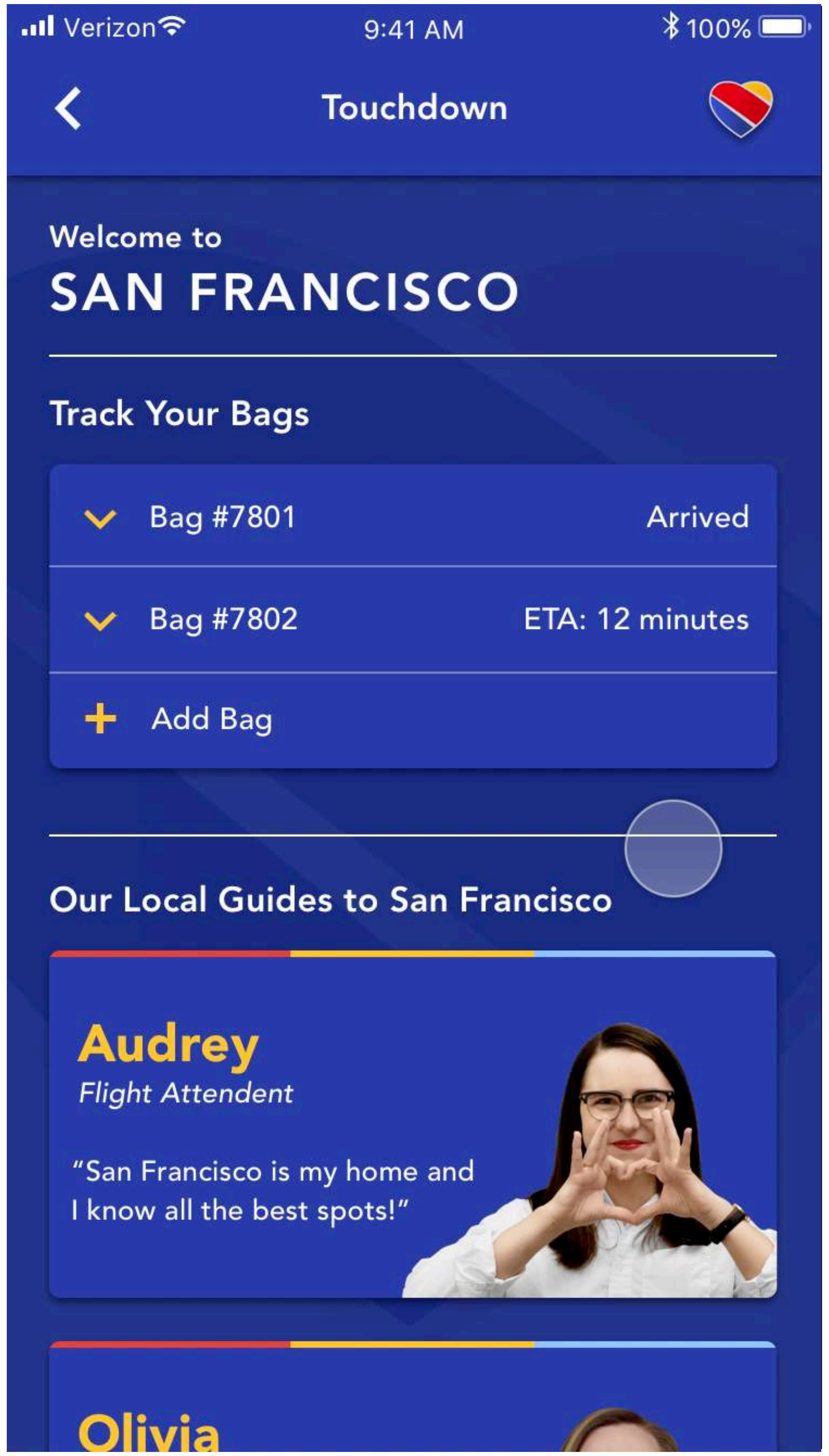

Search
1 of 981

Nopalito
1,624 Reviews
$$$$ • Mexican, Gluten Free
Open until 10:00 PM

Add Photo
Check In
Bookmark
Fulton St
NOPA
Alamo Square
Grove St
Fell St
Oak St
Page St
Haight St
Waller St

306 Broderick St, San Francisco, CA 94117

Nearby
Search
Me
Collections
More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Touchdown

Welcome to
SAN FRANCISCO

Track Your Bags

Bag #7801 Arrived

Bag #7802 ETA: 12 minutes

+ Add Bag

Our Local Guides to San Francisco

Audrey
Flight Attendant
"San Francisco is my home and I know all the best spots!"

Olivia

Explore Other Destinations

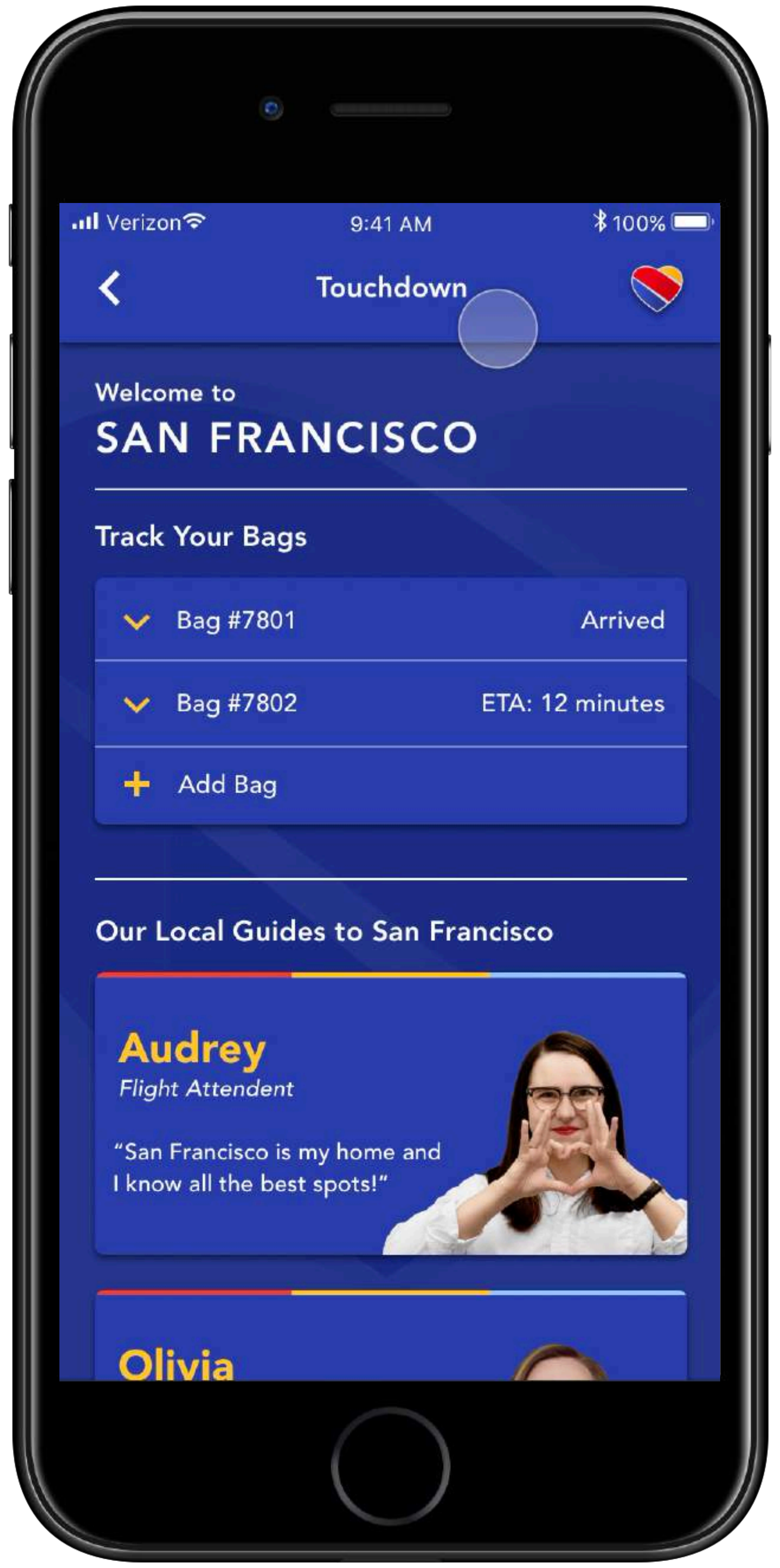
This feature aims to eventually reconnect to the pre-flight experience and hint that it should be with Southwest yet again. It harnesses the explorative state the customer may already be in, after browsing through city guides. It is seamlessly integrated into the existing mobile app by linking directly to the booking page.

Value for Southwest

Capitalizes on the post-flight experience to create a repeat customer

Reconnects the post-flight stage to the pre-flight stage of the customer journey

Vivid imagery inspires customers and aims to continue providing a lasting impression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Touchdown

Welcome to

SAN FRANCISCO

Track Your Bags

Bag #7801 Arrived

Bag #7802 ETA: 12 minutes

+ Add Bag

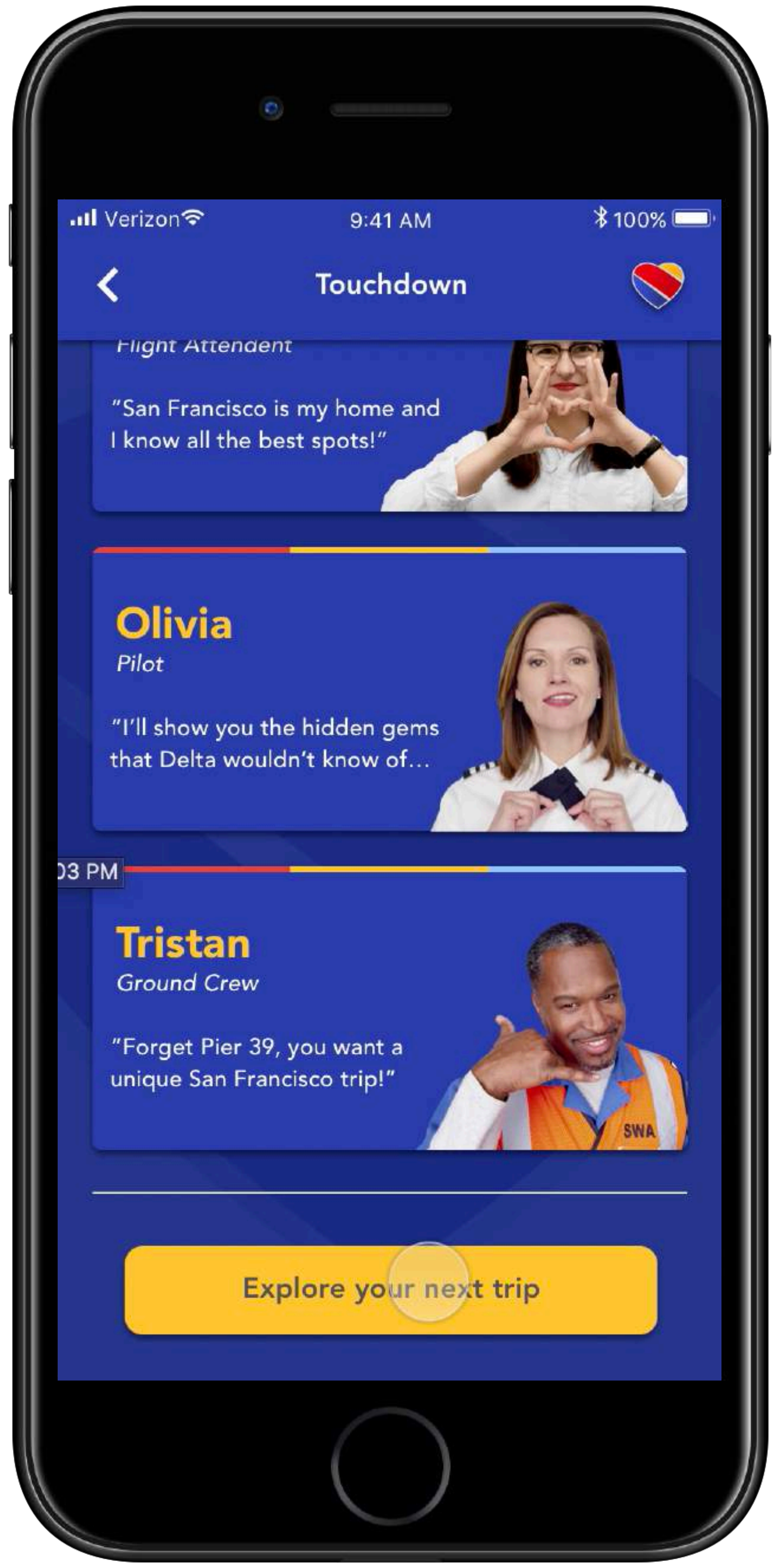
Our Local Guides to San Francisco

Audrey

Flight Attendant

"San Francisco is my home and I know all the best spots!"

Olivia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Touchdown

Flight Attendant

"San Francisco is my home and I know all the best spots!"

Olivia

Pilot

"I'll show you the hidden gems that Delta wouldn't know of…

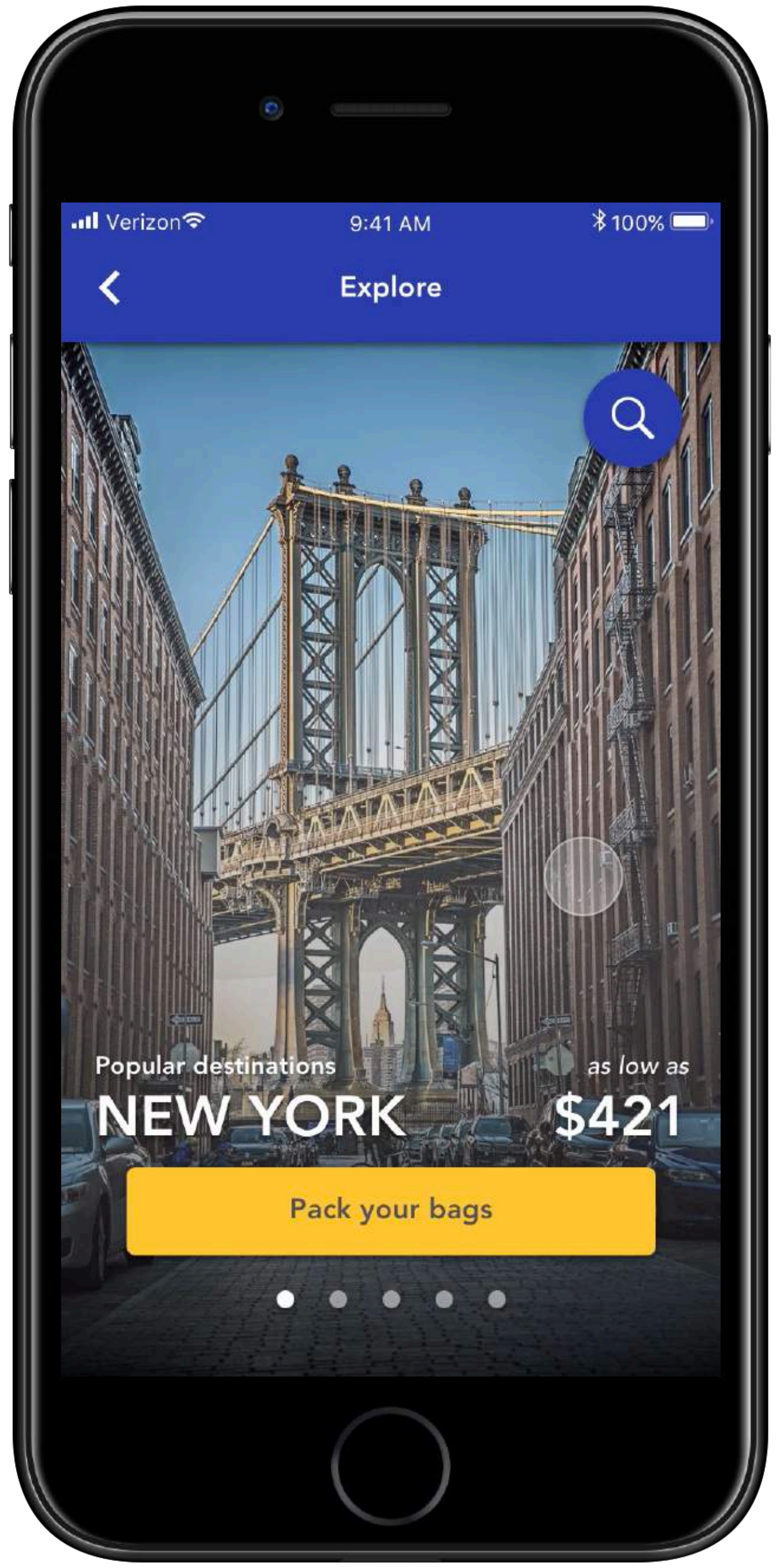
03 PM

Tristan

Ground Crew

"Forget Pier 39, you want a unique San Francisco trip!"

Explore your next trip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Explore

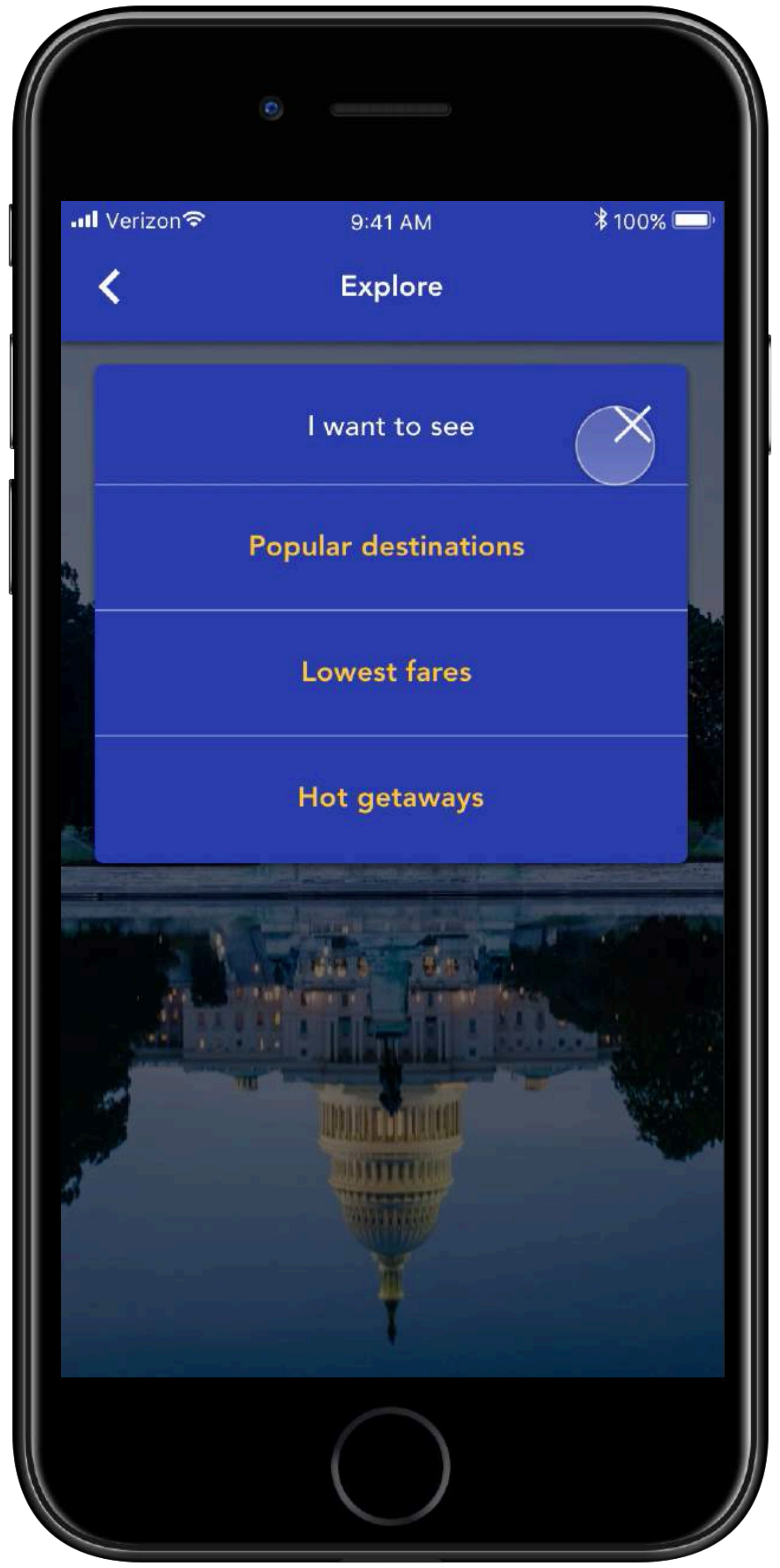
Popular destinations

NEW YORK

as low as

$421

Pack your bags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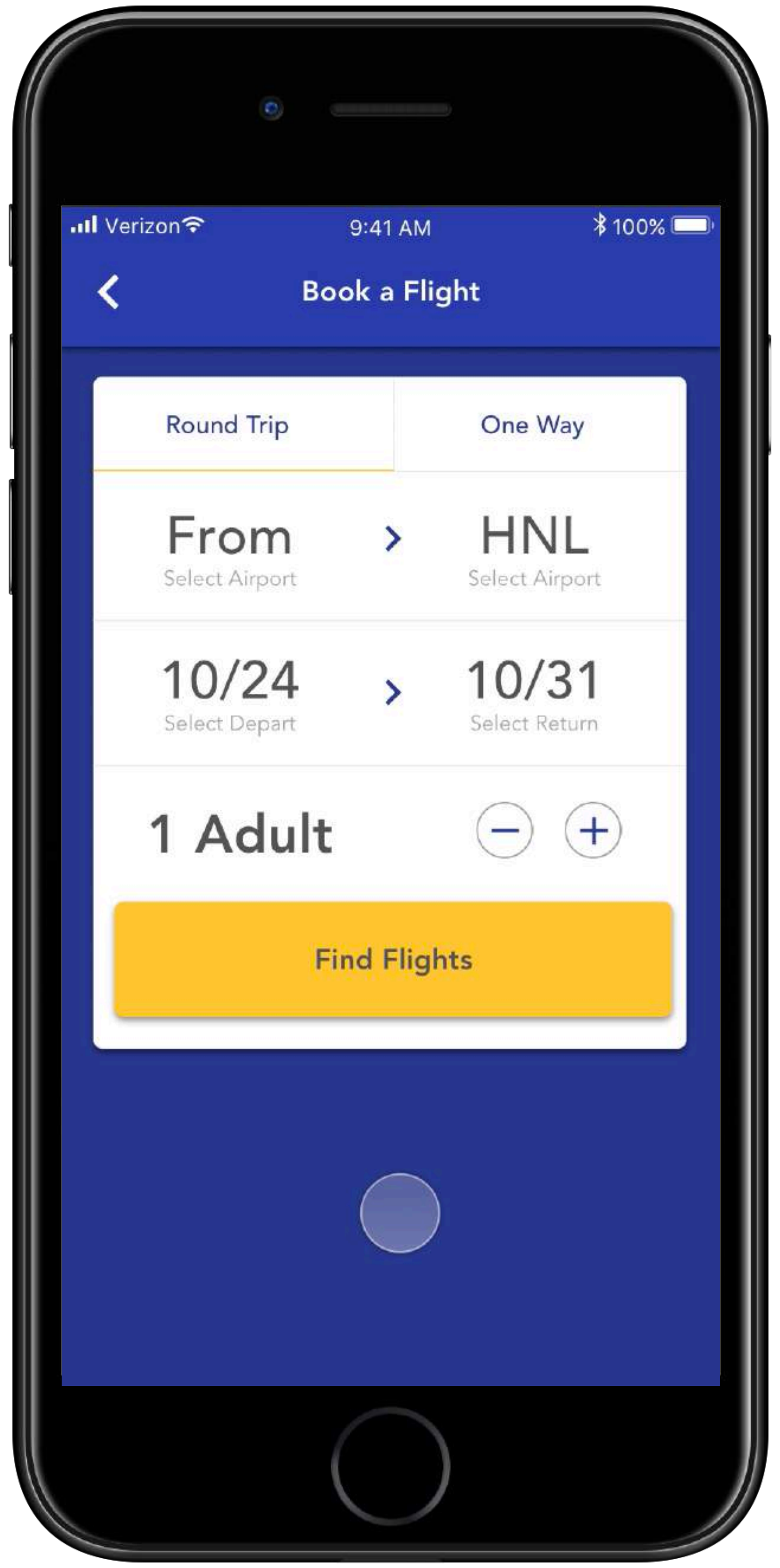
Explore

I want to see

Popular destinations

Lowest fares

Hot getaways


Verizon 9:41 AM 100%

Book a Flight

Round Trip One Way

From › HNL

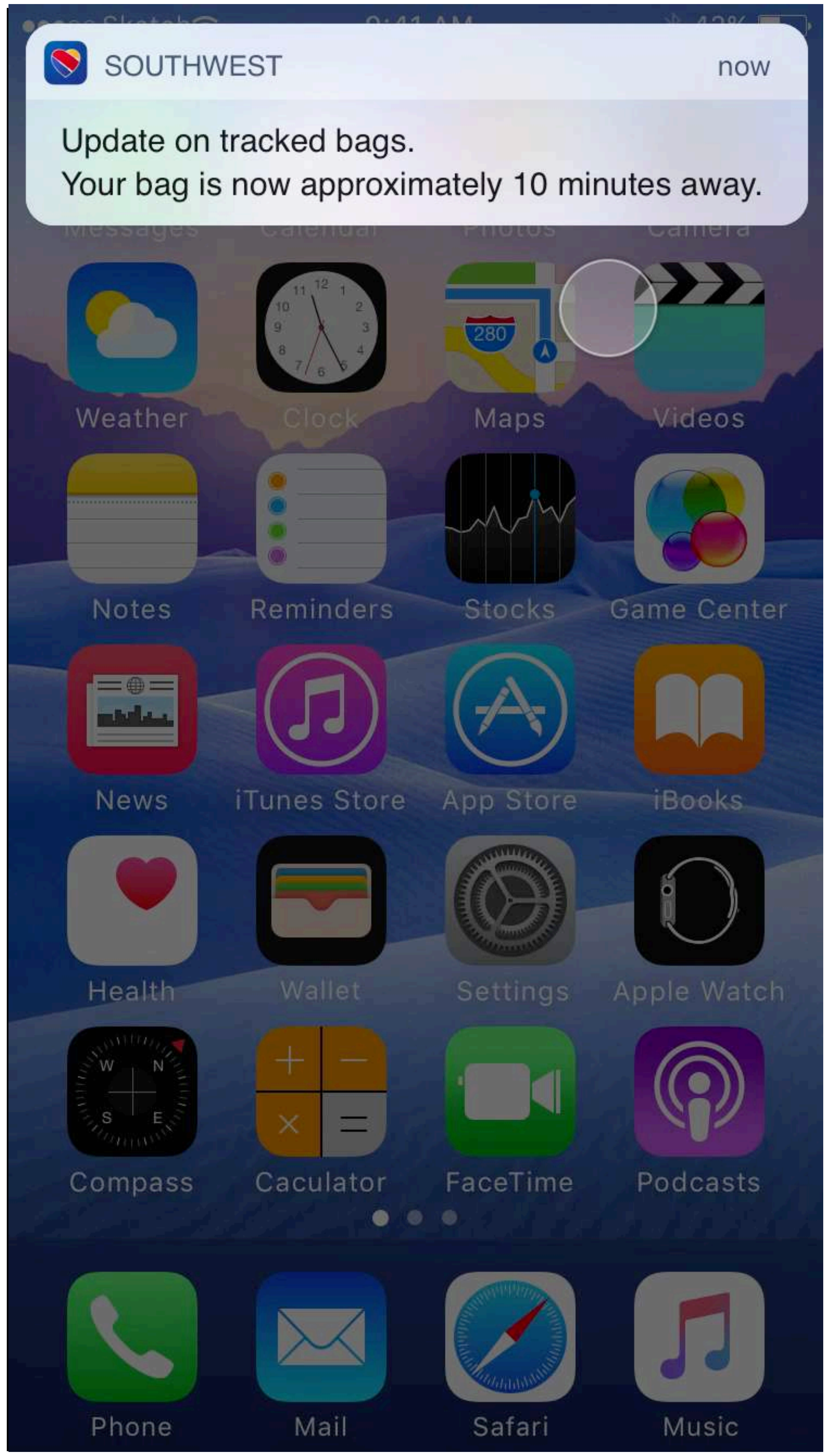
Select Airport Select Airport

10/24 › 10/31

Select Depart Select Return

1 Adult ⊖ ⊕

Find Flights


SOUTHWEST
now
Weather
Clock
Maps
Videos
Notes
Reminders
Stocks
Game Center
News
iTunes Store
App Store
iBooks
Health
Wallet
Settings
Apple Watch
Compass
Caculator
FaceTime
Podcasts
Phone
Mail
Safari
Music

Update on tracked bags.
Your bag is now approximately 10 minutes away.

Heart of Travel

Building off of Southwest's brand pillar of "a personal touch", this feature leverages the existing Heart of Travel artwork program offered by Southwest. After taking a picture of their baggage tag and customers receive a parting gift that represents their accumulated flights with Southwest.

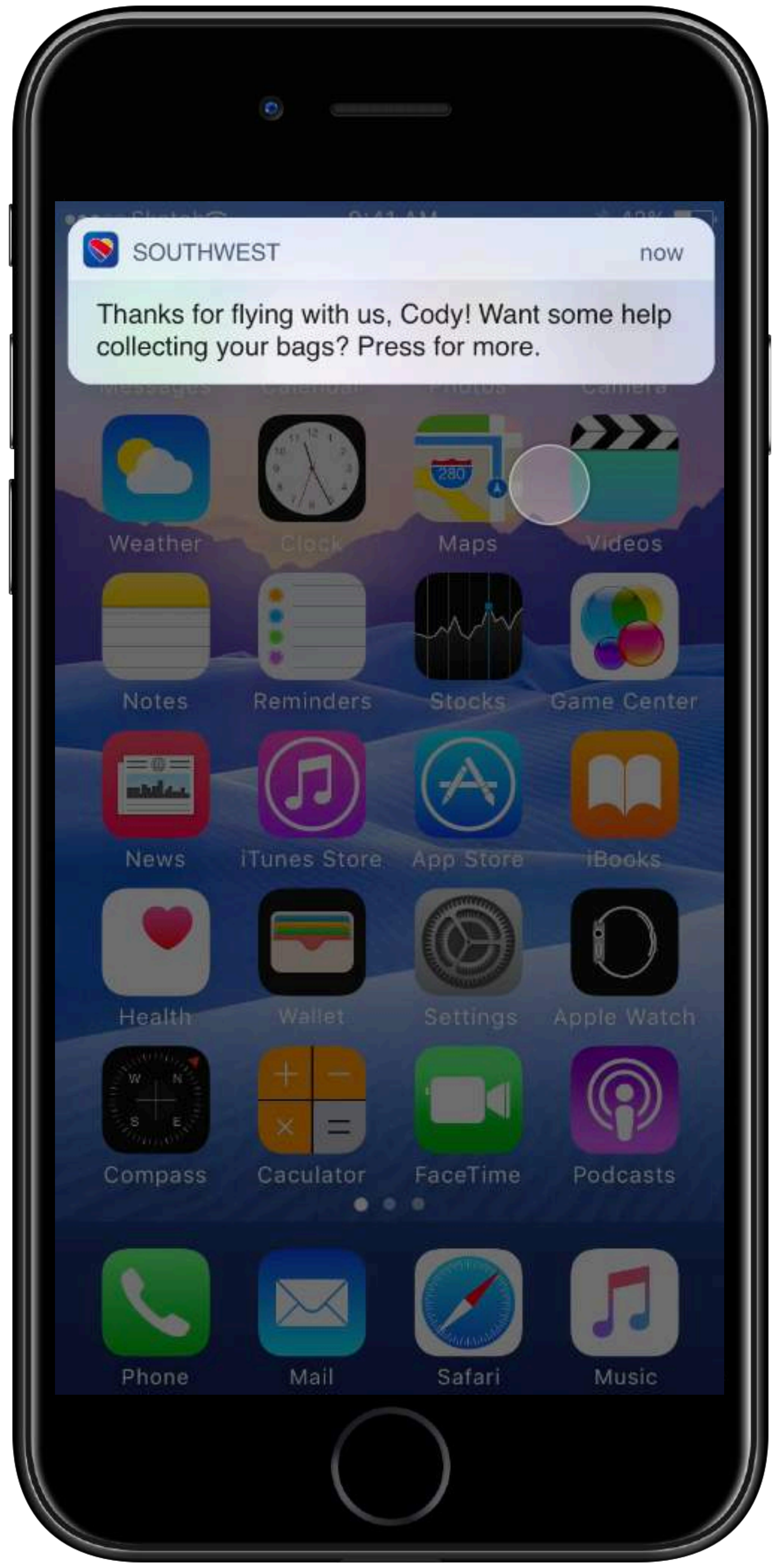
Value for Customer

Creates a free personalized piece of memorable digital content

Adds a final surprise when they pick up their bags - a normally routine task

Non-intrusive, no pressure means of adding potential delight

Pt.1


SOUTHWEST now

Thanks for flying with us, Cody! Want some help collecting your bags? Press for more.
Weather
Clock
Maps
Videos
Notes
Reminders
Stocks
Game Center
News
iTunes Store
App Store
iBooks
Health
Wallet
Settings
Apple Watch
Compass
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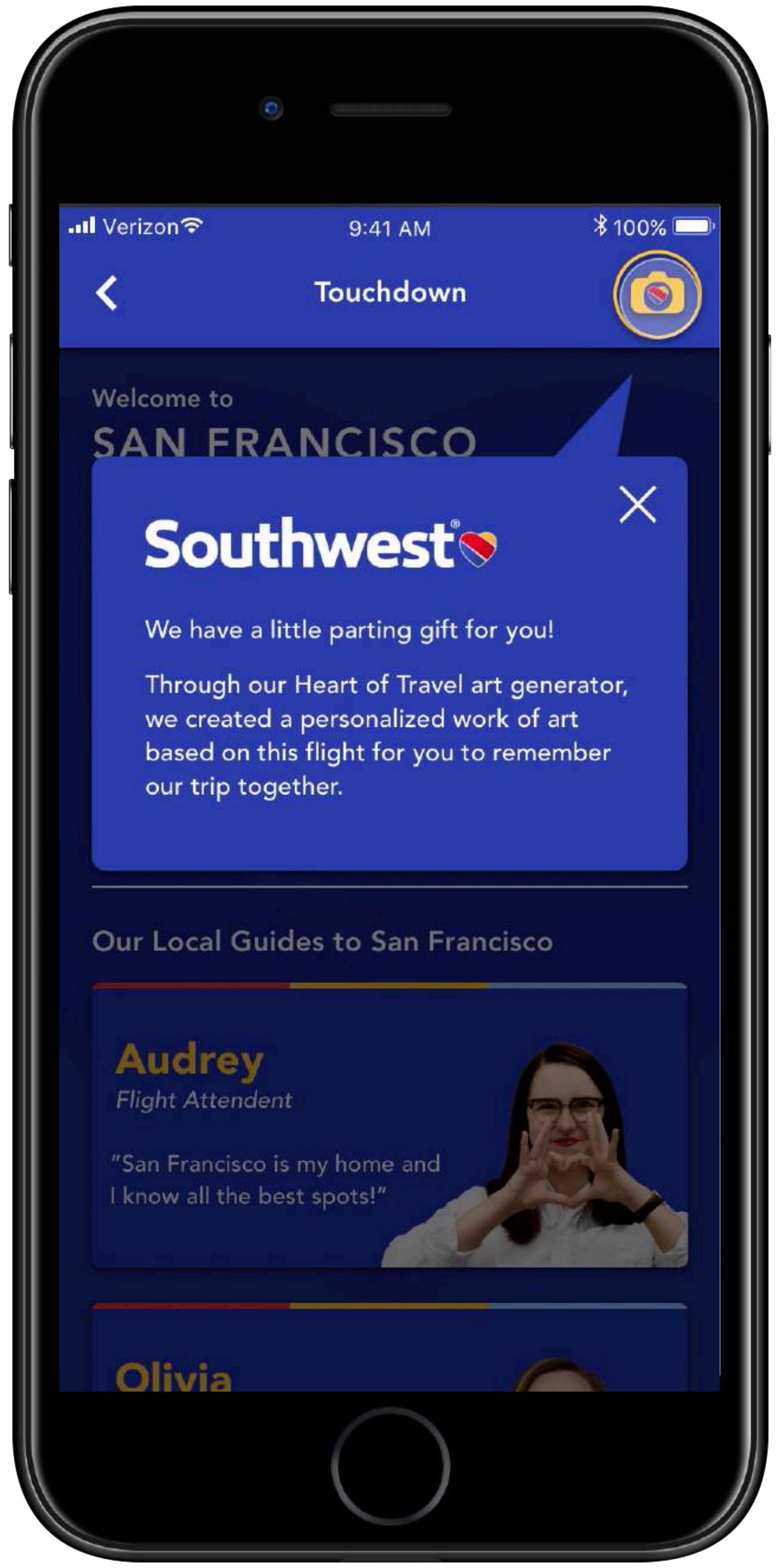
FaceTime
Podcasts
Phone
Mail
Safari
Music


Verizon
9:41 AM
100%
Touchdown

Welcome to
SAN FRANCISCO

Southwest

We have a little parting gift for you!

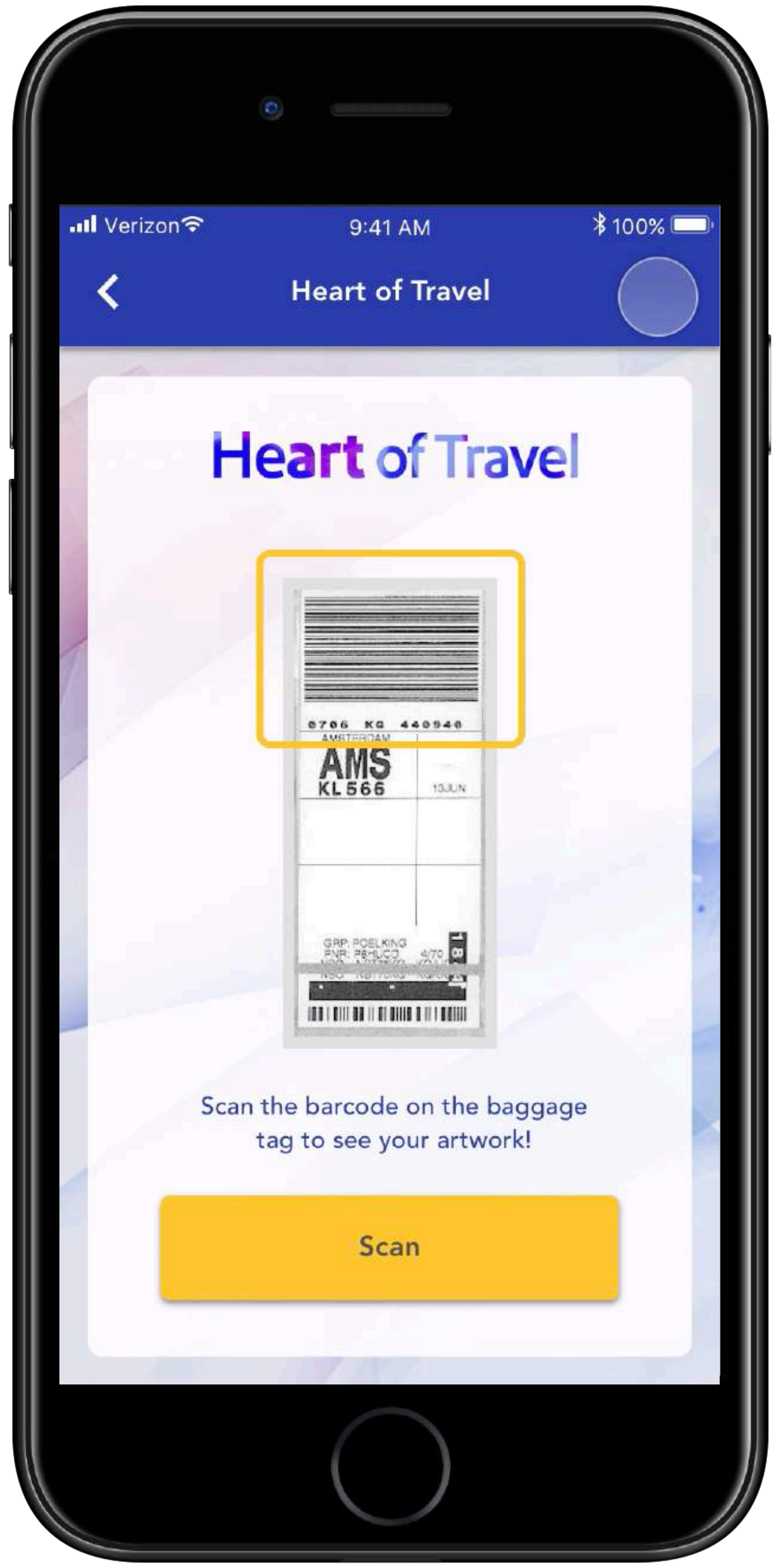
Through our Heart of Travel art generator, we created a personalized work of art based on this flight for you to remember our trip together.

Our Local Guides to San Francisco

Audrey
Flight Attendent

"San Francisco is my home and I know all the best spots!"

Olivia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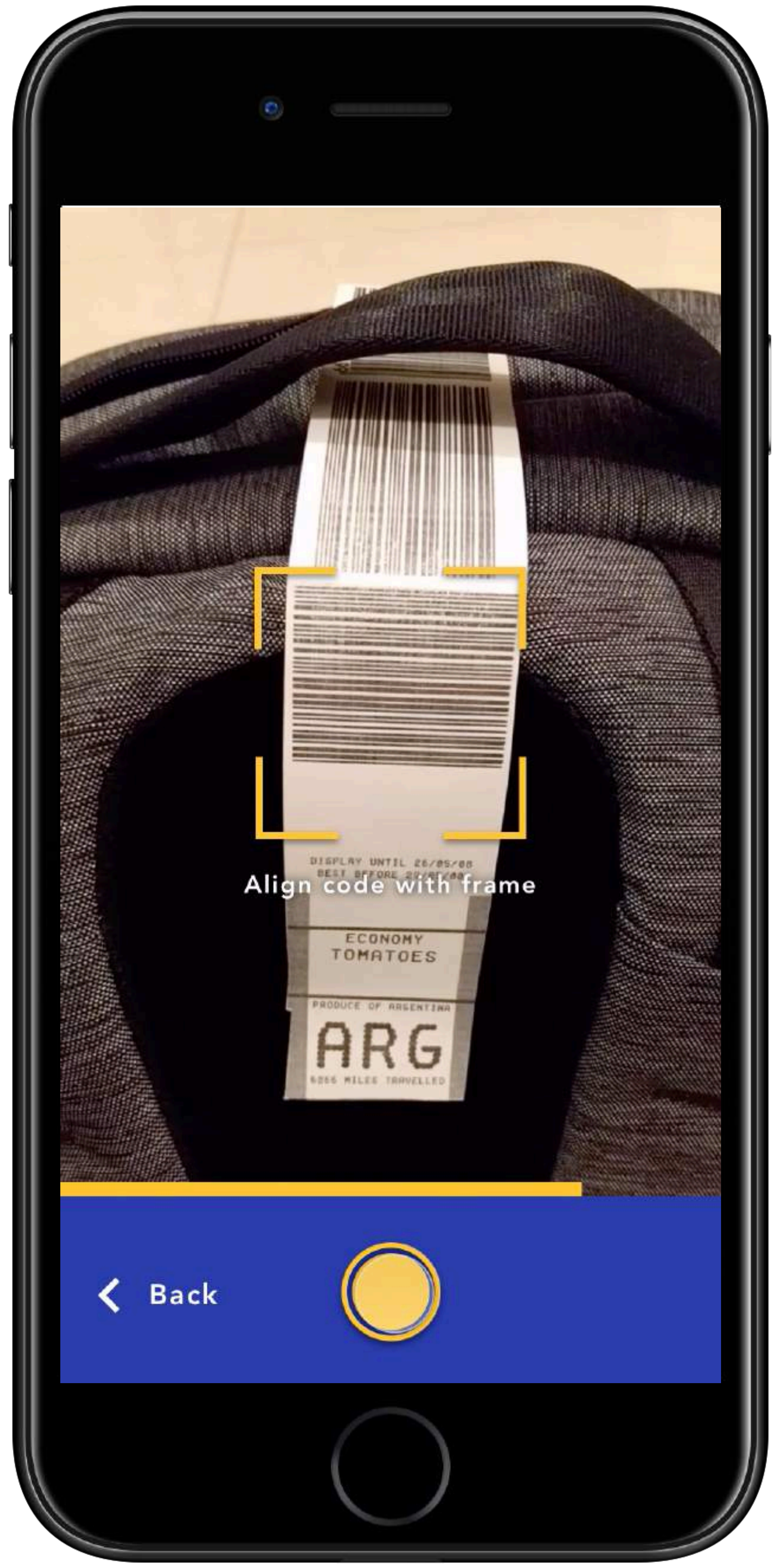
Heart of Travel
AMS
KL 566
Scan

Heart of Travel

Scan the barcode on the baggage tag to see your artwork!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ARG
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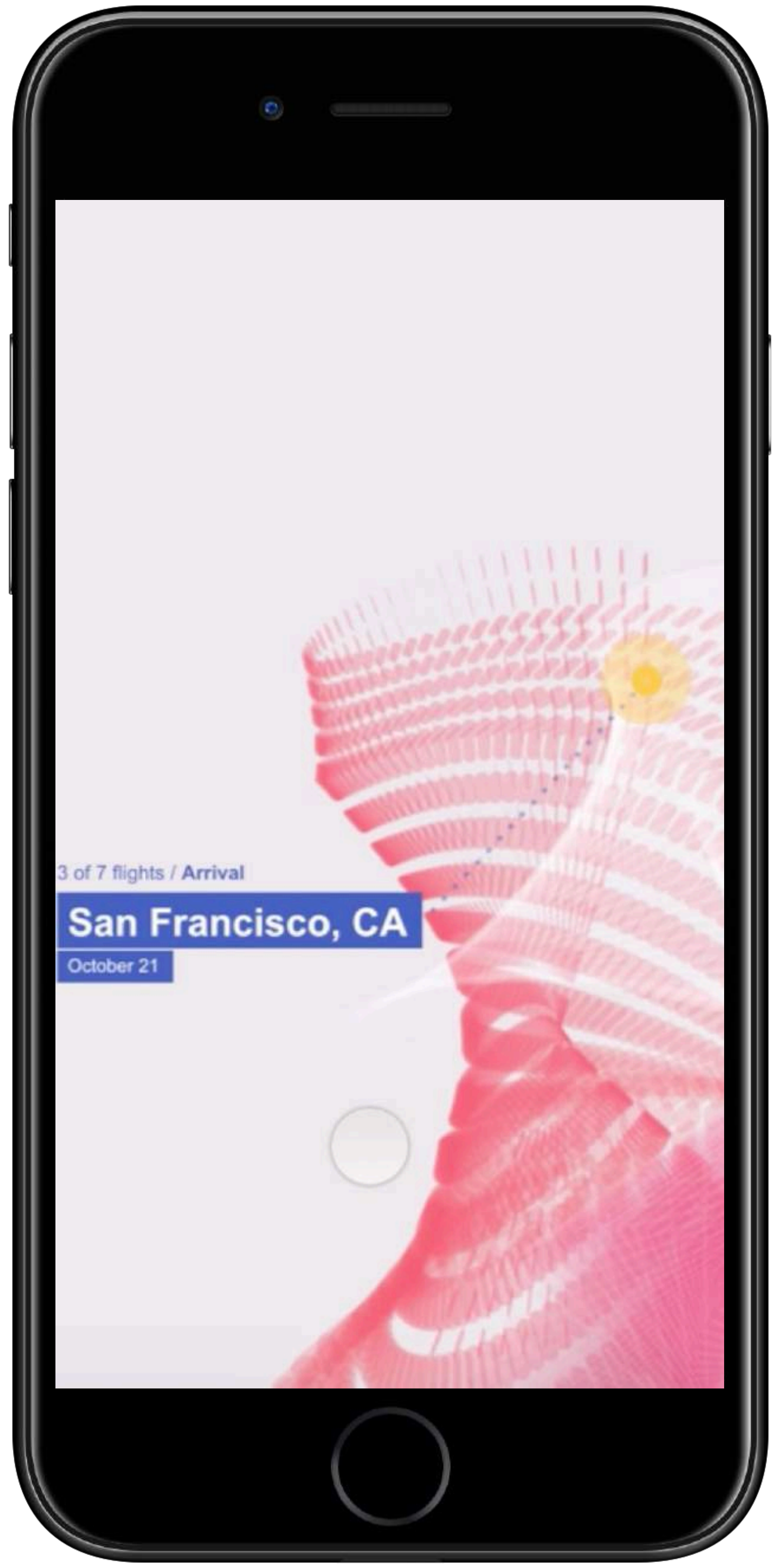
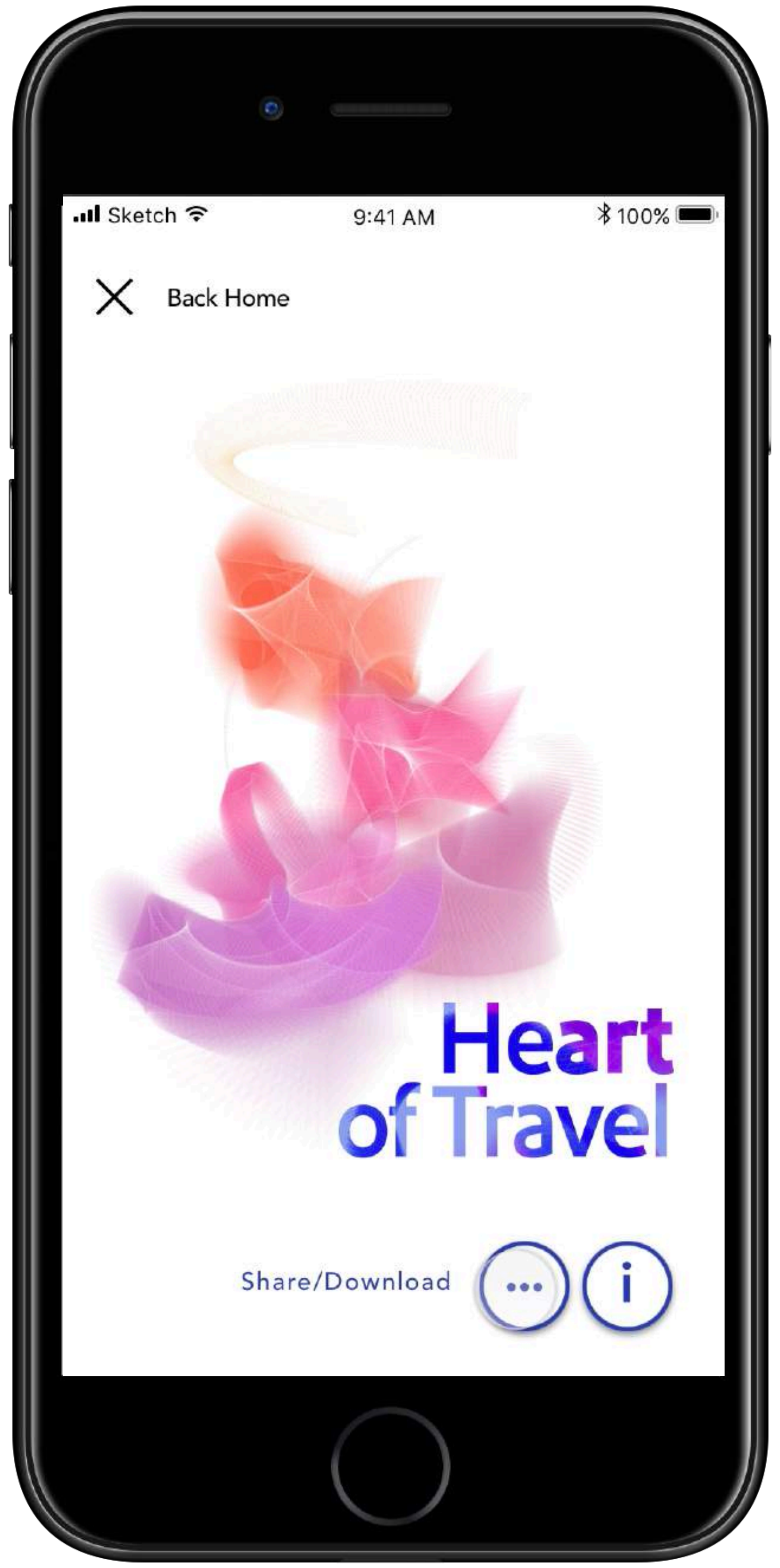

3 of 7 flights / Arrival
San Francisco, CA
October 21

Pt.2


Sketch
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Heart of Travel
Share/Download
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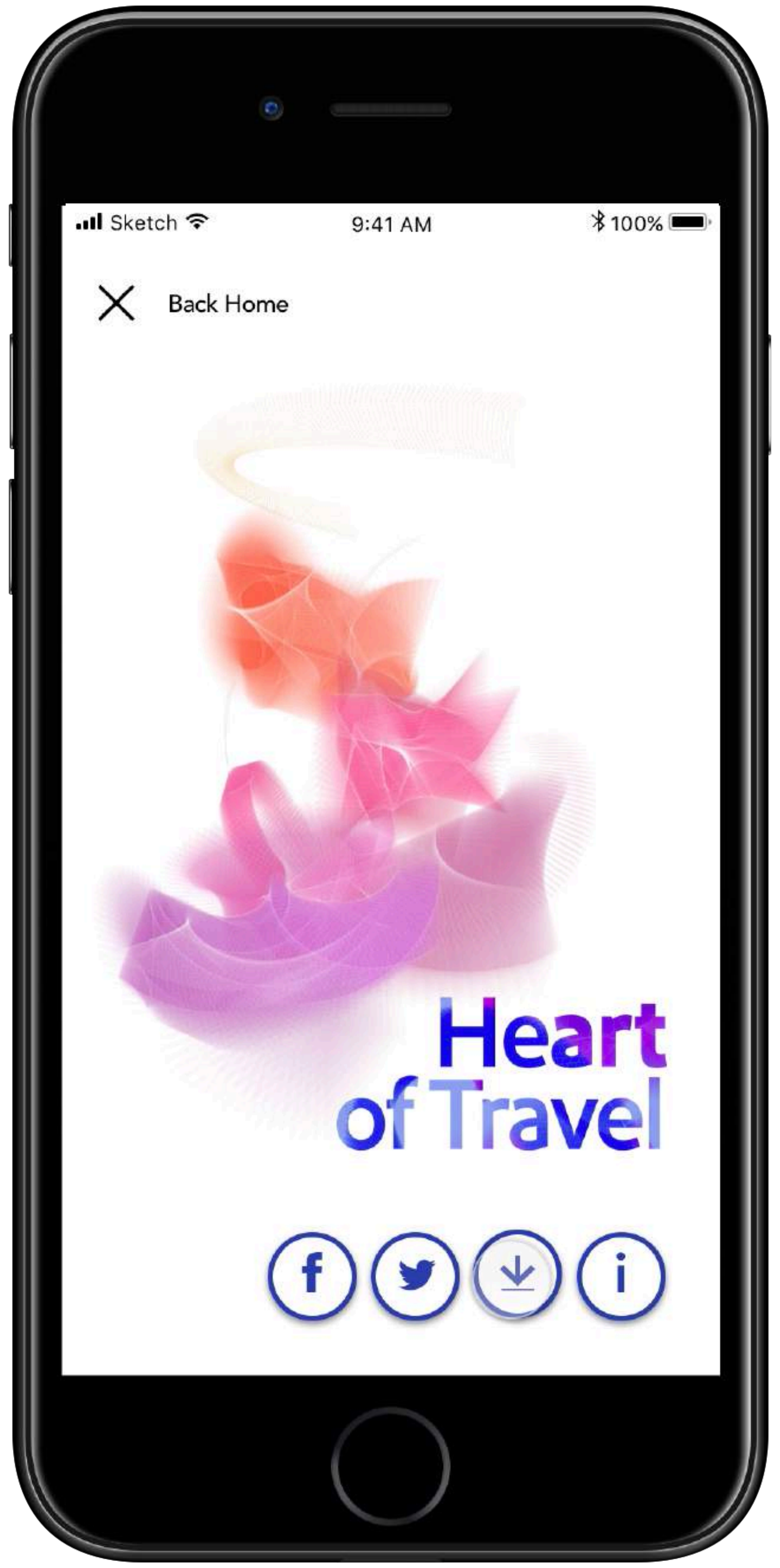
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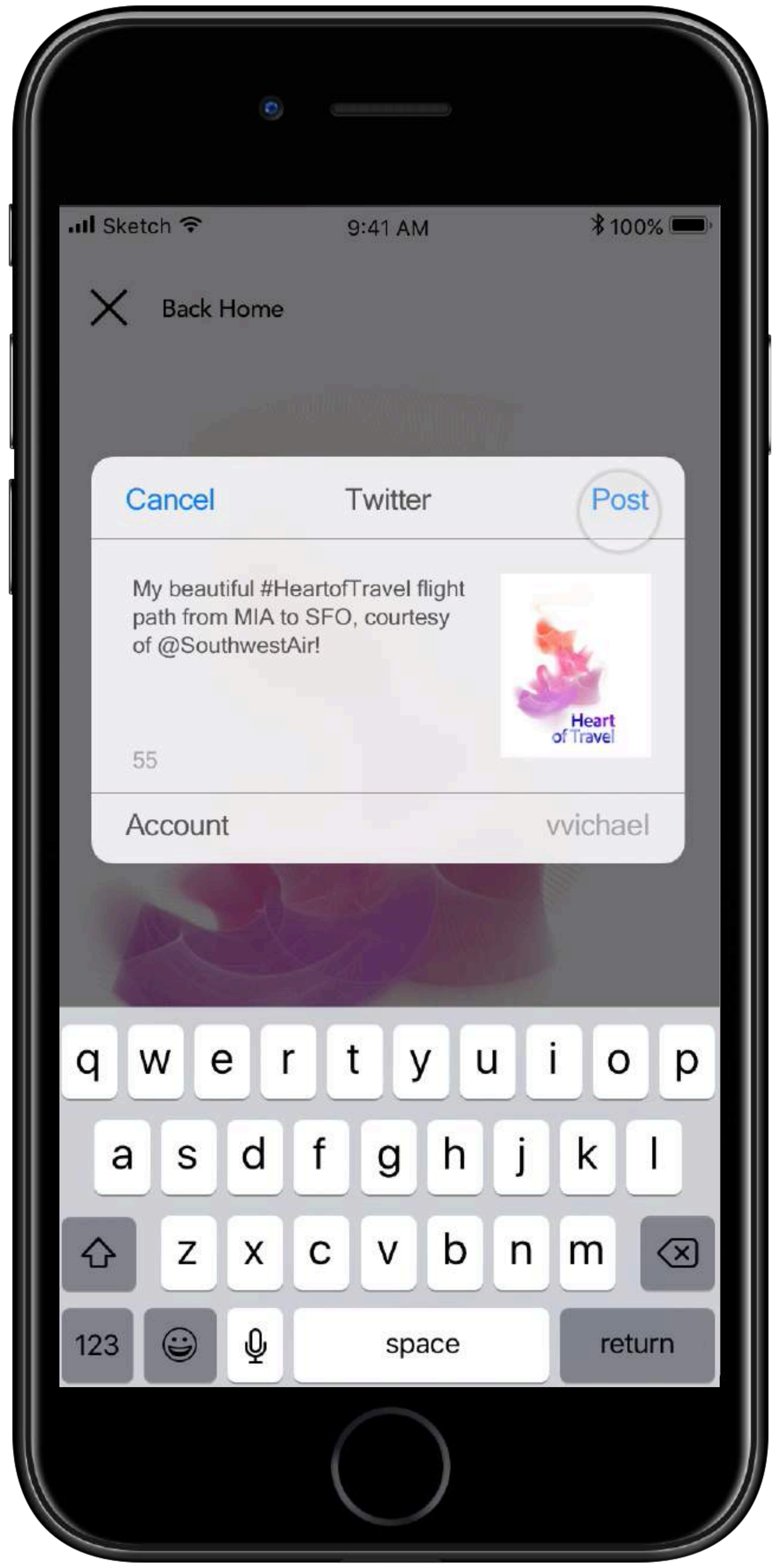
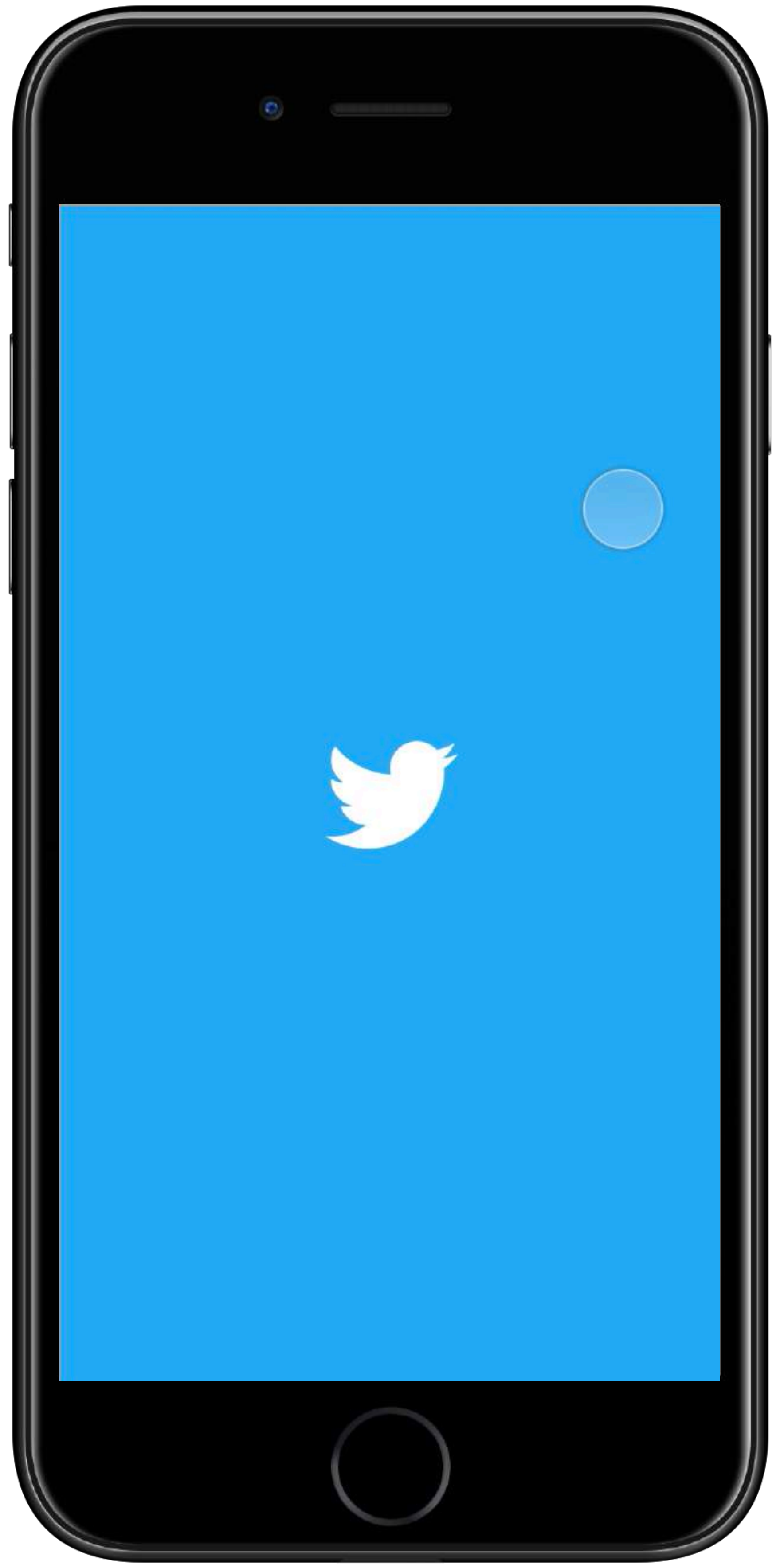

Sketch
9:41 AM
100%
Back Home
Cancel
Twitter
Post

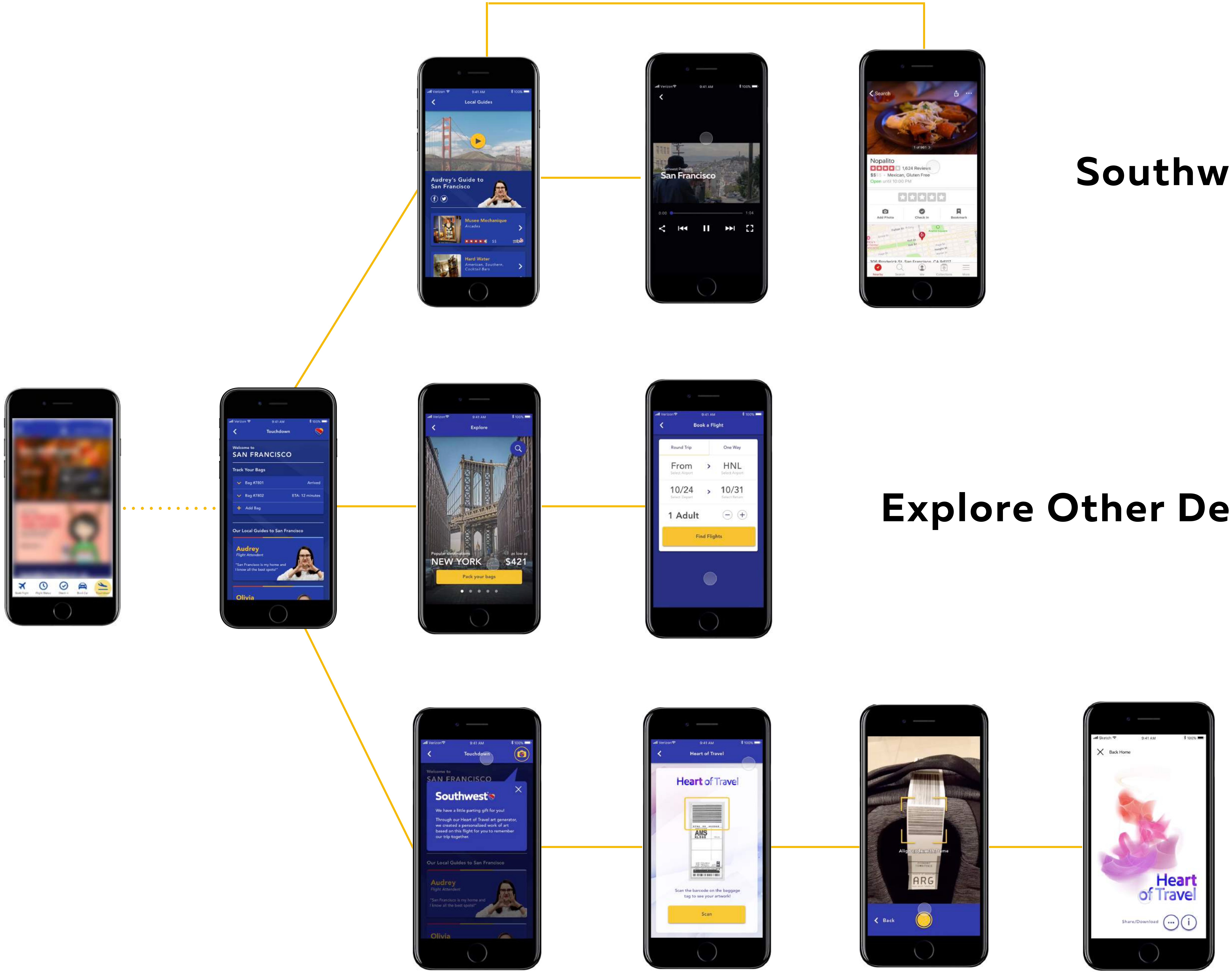
My beautiful #HeartofTravel flight path from MIA to SFO, courtesy of @SouthwestAir!

55

Account: vvichael

Heart of Travel
q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123
space
return




Local Guides
Audrey's Guide to San Francisco
Musee Mechanique
Hard Water
San Francisco
Nopalito
Touchdown
SAN FRANCISCO
Track Your Bags
Our Local Guides to San Francisco
Audrey
Olivia
Explore
NEW YORK
$421
Pack your bags
Book a Flight
Round Trip
One Way
From
HNL
10/24
10/31
1 Adult
Find Flights
Southwest
Heart of Travel
Scan
ARG
Back
Heart of Travel
Share/Download

Southwest Recommends

Explore Other Destinations

Heart of Travel

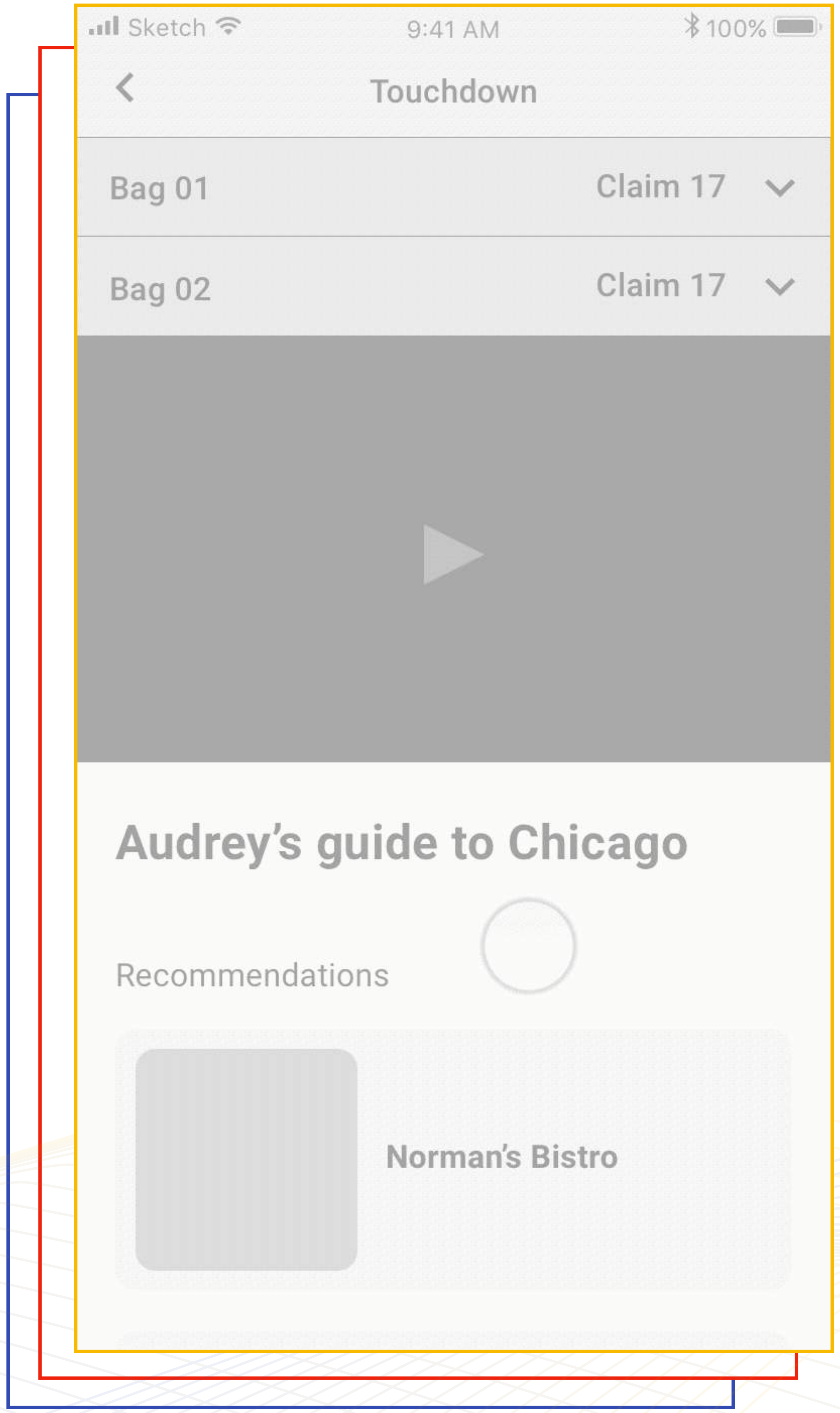
Touchpoint Analysis

VALUE BREAKDOWN

	enter	engage	explore			share
Touchpoints	**Receive notification**	**Update baggage status**	**Browse employee recommendations**	**Explore other destinations**	**Discover Heart of Travel**	**Save or share to social media**
Value for customer	Relevant information at appropriate time	Certainty; lower cognitive overhead	Personal connection; credible & relevant information	Build excitement and anticipation	Personalized surprise & delightful experience	Unique way to connect experience with others
Value for Southwest	Measure customer engagement	Infrastructure to decrease lost bags & cost of compensation	Differentiate from competition & potential ancillary revenue	Encourage customer re-engagement	Increase findability of existing content	Opportunity for brand advocacy

PROCESS

and next steps


Sketch
9:41 AM
100%
Touchdown
Bag 01
Claim 17
Bag 02
Claim 17
Audrey's guide to Chicago
Recommendations
Norman's Bistro

Low-Fi Prototype

Feedback

Better communicate where Southwest employee's destination insights come from

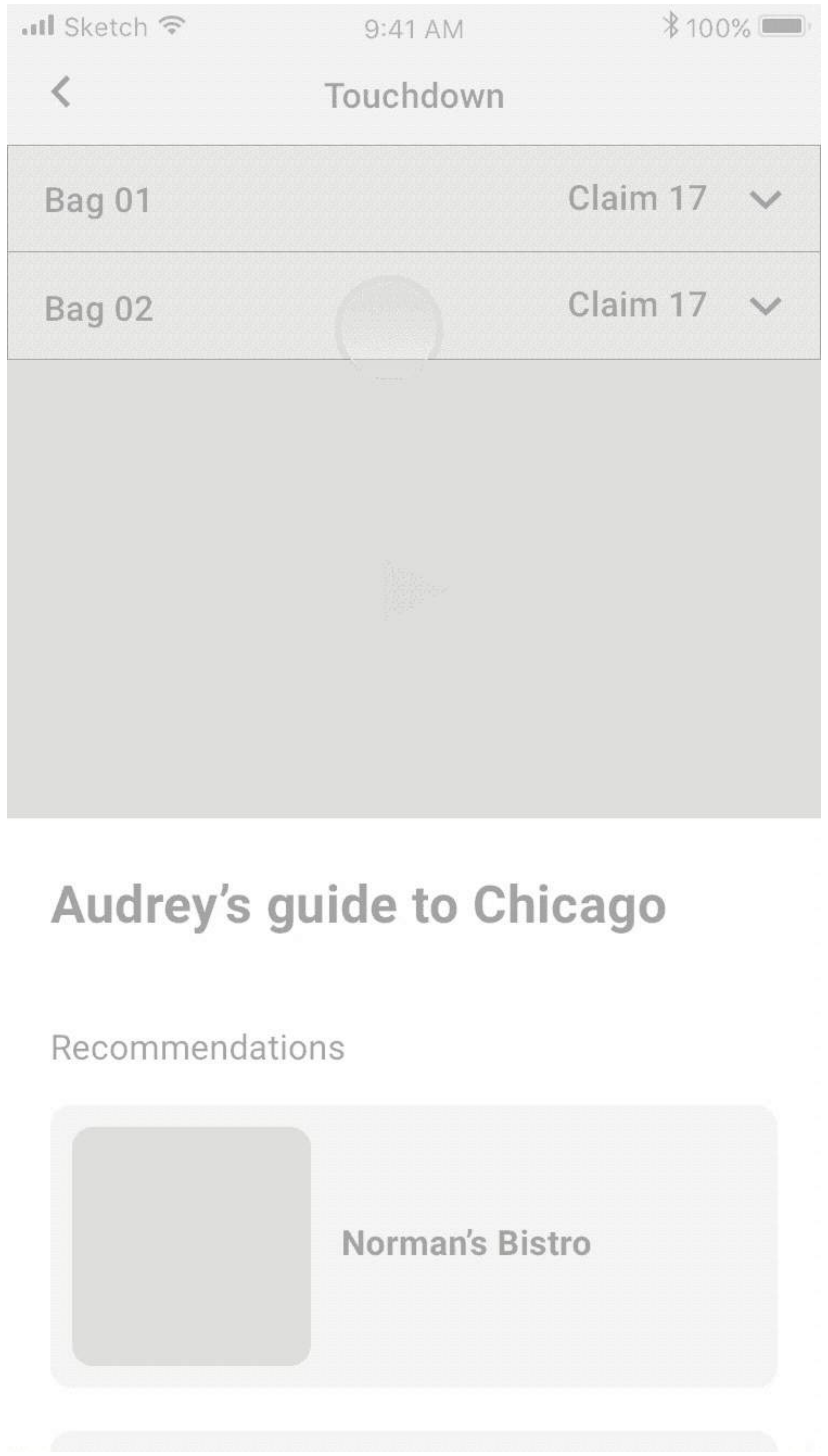
Perhaps increase credibility of recommendations by weaving in information from Yelp, etc

Iterations

Recommendations from well-known local influencers

Customers rating the recommendations or a comment system

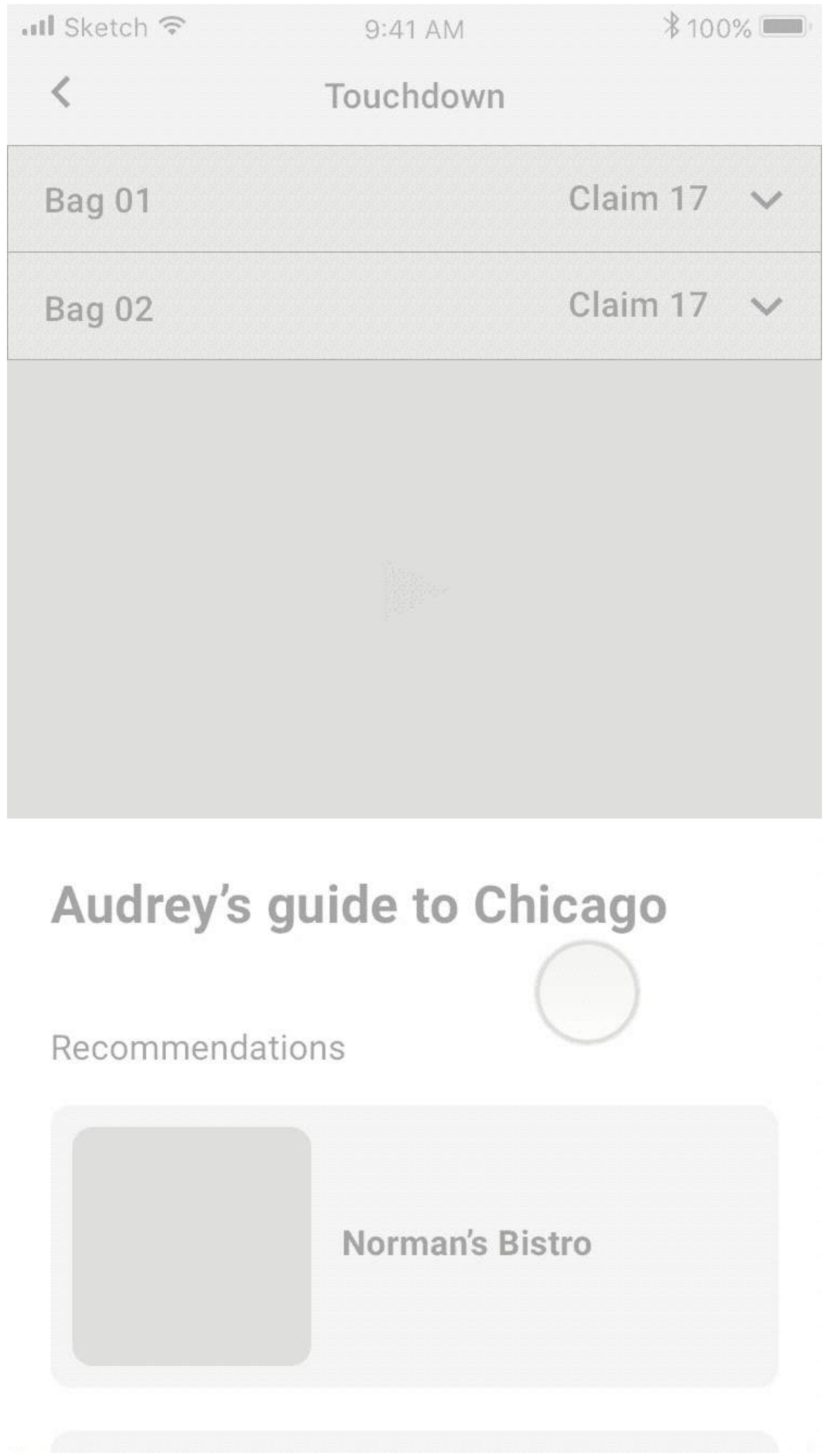
Presenting information of employee's background & travel history


Sketch
9:41 AM
100%
Touchdown
Bag 01
Claim 17
Bag 02
Claim 17

Audrey's guide to Chicago

Recommendations

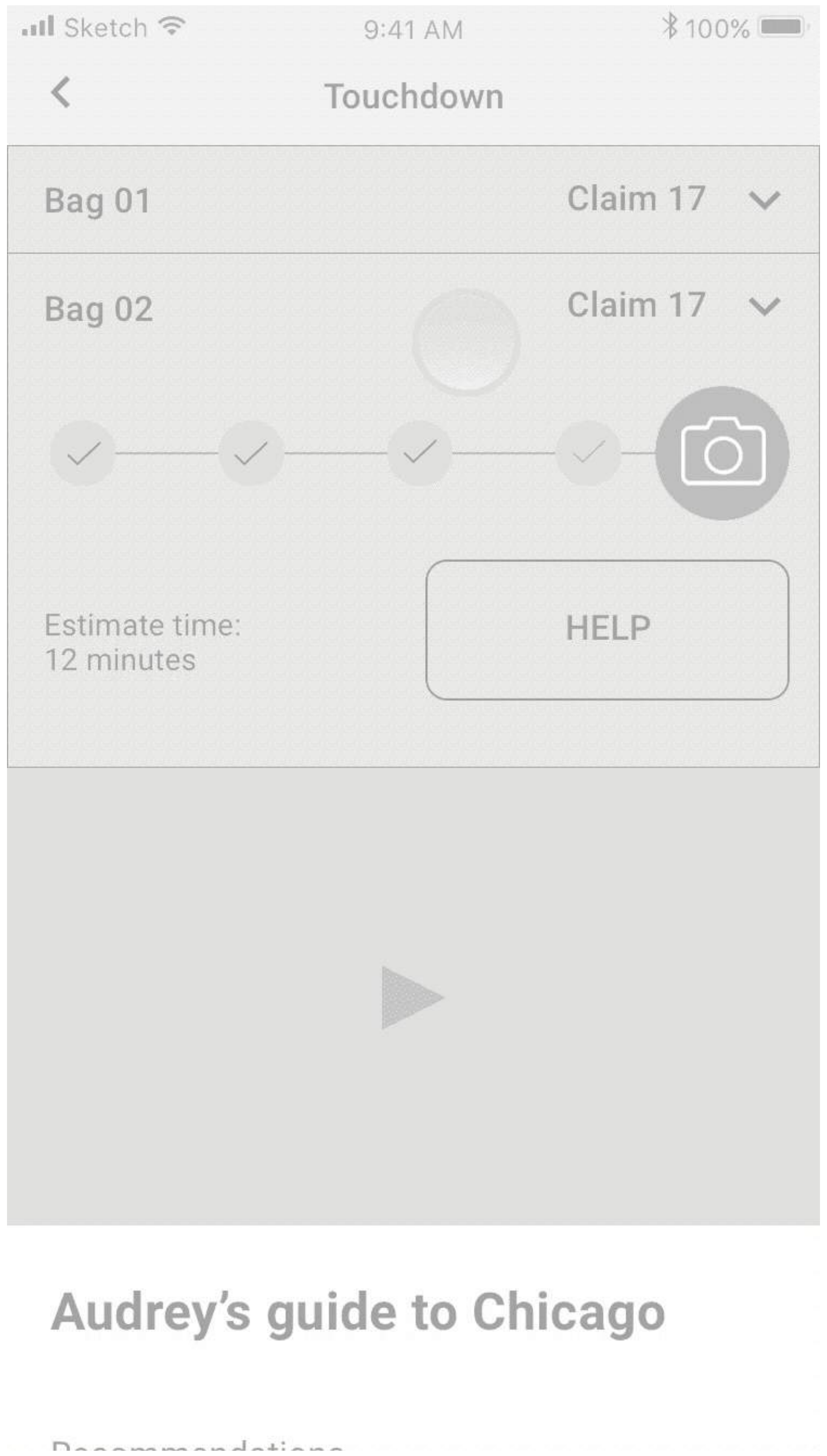
Norman's Bistro


Sketch
9:41 AM
100%
Touchdown
Bag 01
Claim 17
Bag 02
Claim 17

Audrey's guide to Chicago

Recommendations

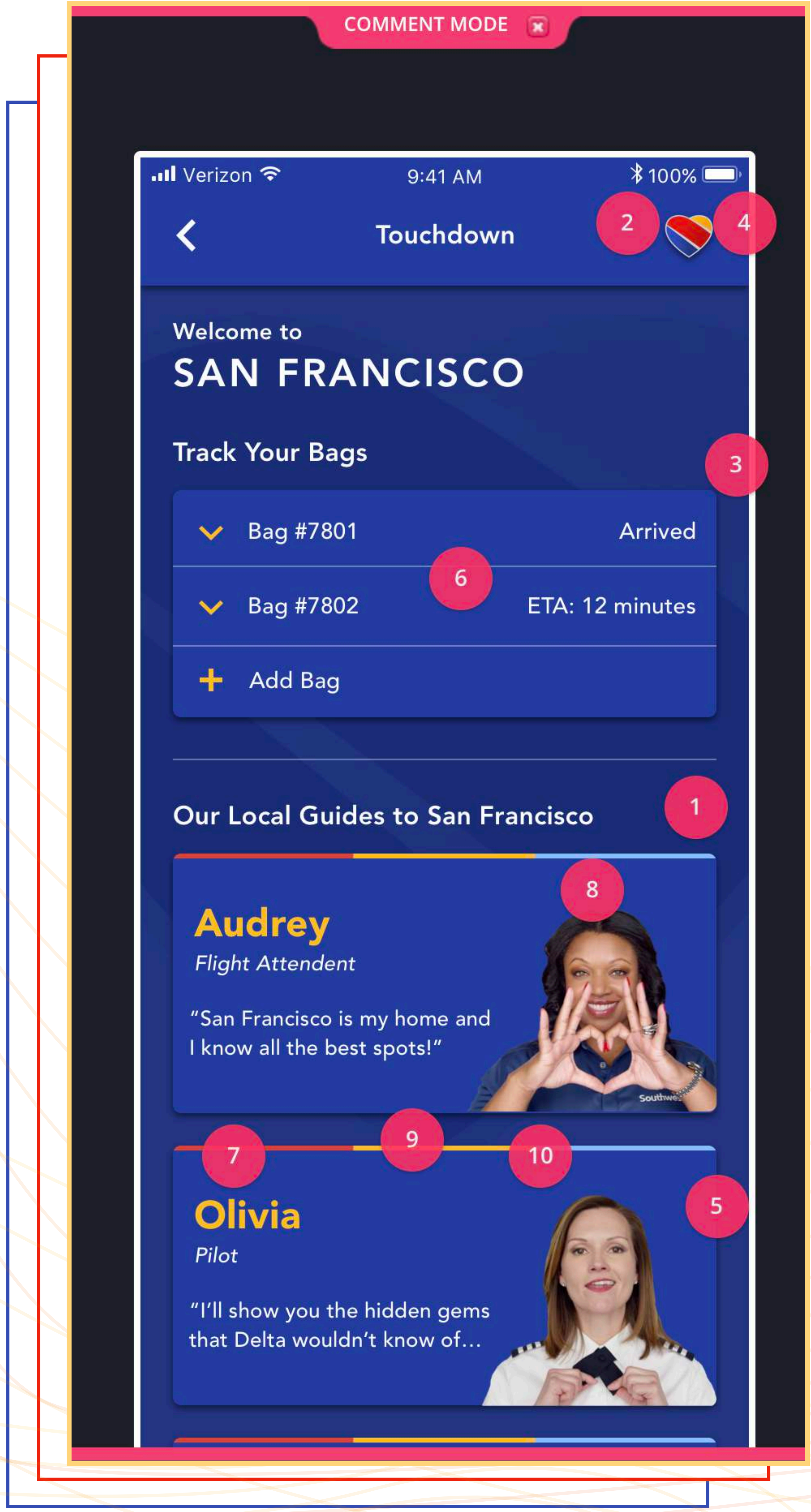
Norman's Bistro


Sketch
9:41 AM
100%
Touchdown
Bag 01
Claim 17
Bag 02
Claim 17
HELP

Estimate time:
12 minutes

Audrey's guide to Chicago

Recommendations


COMMENT MODE
Verizon
9:41 AM
100%
Touchdown
2
4
Welcome to
SAN FRANCISCO
Track Your Bags
3
Bag #7801
Arrived
6
Bag #7802
ETA: 12 minutes
Add Bag
Our Local Guides to San Francisco
1
8
Audrey
Flight Attendant
7
9
10
5
Olivia
Pilot

"San Francisco is my home and I know all the best spots!"

"I'll show you the hidden gems that Delta wouldn't know of…

User Testing

Feedback

ETA is more important than showing where baggage is currently located

Push notification when bag(s) have arrived? Live chat for help/support?

Can there be an update if bag(s) are lost?

Overall, not necessarily appealing enough to use [Heart of Travel] after a flight. Maybe need "one more thing" to provide value and drive concept home

Iterations

Keep baggage checkpoint for different contexts and needs, but explore hierarchy and IA

Implement banner notifications for important updates on baggage ETA

Explore potential addition of a feedback section to strengthen the brand value of employee-customer connection

Next Steps

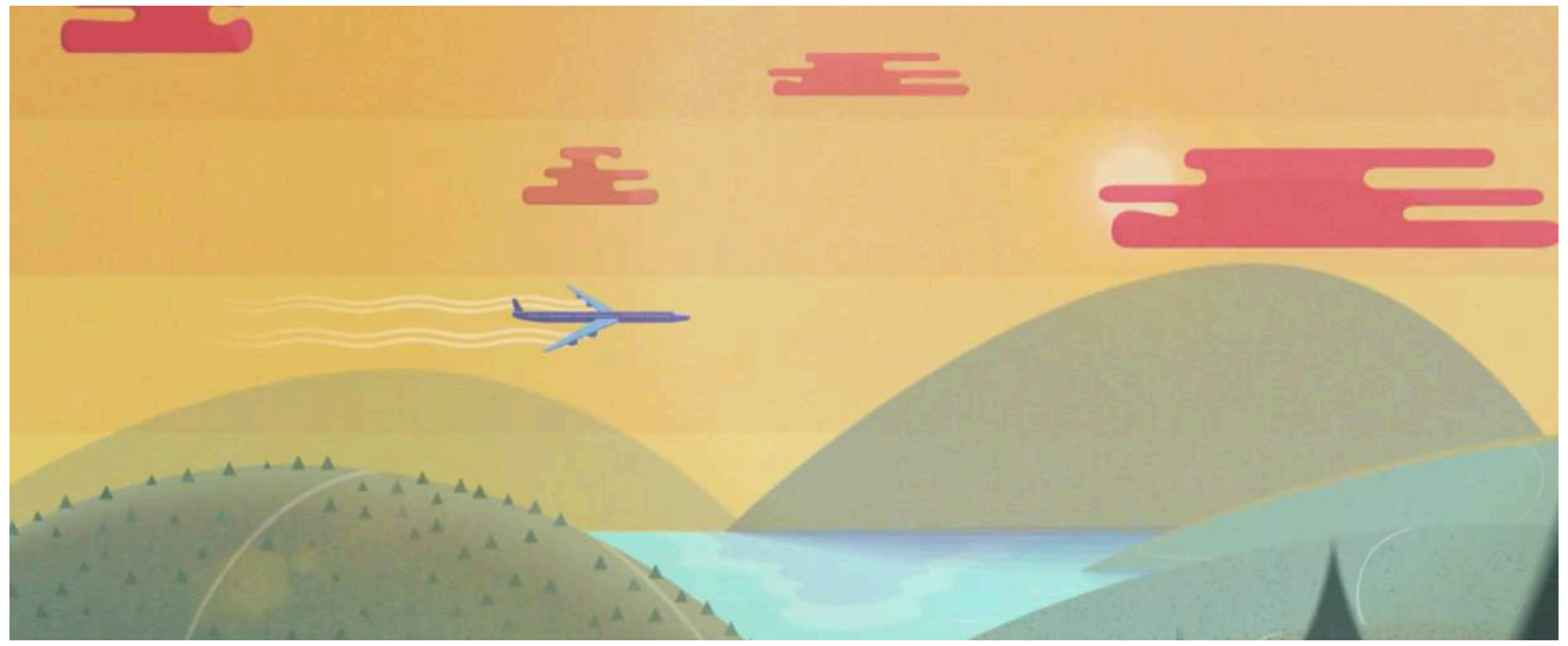
FUTURE CONSIDERATIONS

Lyft Integration

Provide a seamless connection for travelling customers to use Lyft once they leave the airport at their destination city.

Returning Back Home

What would touchdown look like in the context of customers travelling back home? What kind of personalized content could we for SW customers? Consider the state change and end-to-end experience for this particular scenario.



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