

## Gamma Airlines UX Strategy Elevator Pitch

Hi Bob, I'm excited to share the UX strategy with the board next week.

While preparing, I was reading this year's report on Mobile Travel Trends. Have you read it? There is an incredible amount of potential for technology disruption in the industry.

- Were you aware that over 50% of business travelers use social media to book travel?
- And over 80% of business travelers have used voice agents for booking?
- And that Gen Z are eager to use visual search?

I know you want me to evaluate the user experience of our internal and customer-facing applications.

With a UX strategy, we can create great user experiences at the product level AND can differentiate Gamma from its competitors by focusing on the complete customer experience—optimizing every interaction they have with our products and service.

I'm excited to share more detail next week!