



GAMMA AIRLINES UX STRATEGY

ALICE

UX RESEARCH

GAMMA AIRLINES

WHY A UX (USER EXPERIENCE) STRATEGY

- WOW Airlines case study
- Like Gamma, WOW offered great value, but the experience was abysmal.
 - *'My girlfriend and I booked a trip to Iceland using WOW Air after finding a "great" deal. The entire experience from beginning to end was a complete shit storm that ended up costing us in many ways' [Ryan V, former WOW airlines customer].*
- *WOW Airlines went out of business in early 2019.*

WHAT IS A UX STRATEGY

- We don't want to end up like WOW Airlines.
- What should we do?
- Create a plan to offer the best experience for our customers so they choose us for both a great value and experience (and keep coming back)!
- This plan is called a UX strategy.
- We need to review every interaction our customers have with us
 - “Customer Touchpoints”

CUSTOMER TOUCHPOINTS

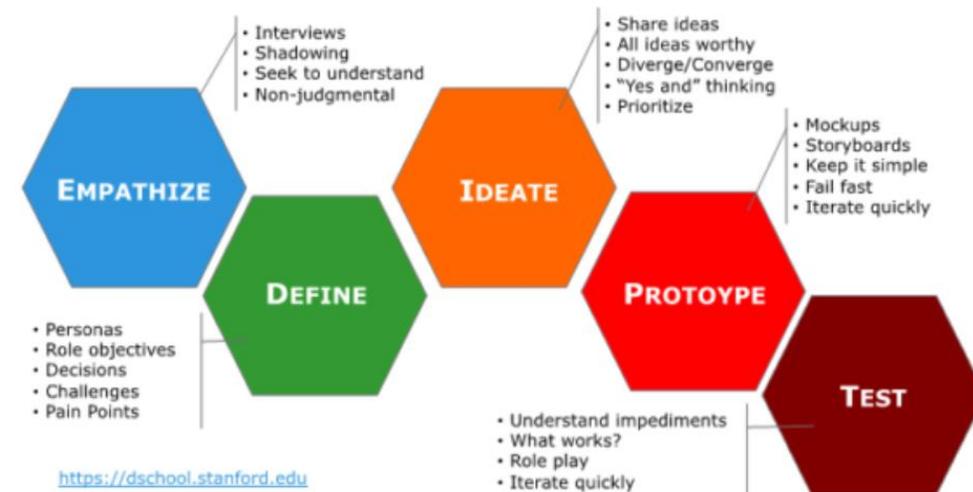
- Web site on desktop and mobile.
- Mobile app.
- Trip planning and purchasing of tickets.
- Check in at the airport (both with agents and kiosks).
- Waiting for departure at the gate.
- The experience of a cancelled flight or being bumped on overbooked flight.
- Boarding and traveling on the flight.
- Arrival at destination and retrieval of luggage.
- Dealing with airline customer support post-flight to resolve any issues.



PROPOSED UX STRATEGY (ROUND 1)

- **Phase 1: Identify Business Goals.**
 - What is our vision?
- **Phase 2: Identify User Goals and Use Cases.**
 - Who are our customers and what do they want?
- **Phase 3: Assess current state of the UX.**
 - What are we good at and what should we improve?
- **Phase 4: Create UX Roadmap.**
 - How do we move forward?

Stanford d.school Design Thinking Process



NEXT STEPS

- Next Steps
 - Review UX strategy document
 - Form UX strategy committee with reps from key teams including marketing, IT, operations, customer support, and management.
 - Meet in two weeks for kick-off
- Questions?