

# Qantas

Hero Moments



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Commercial in confidence

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NOV 2016

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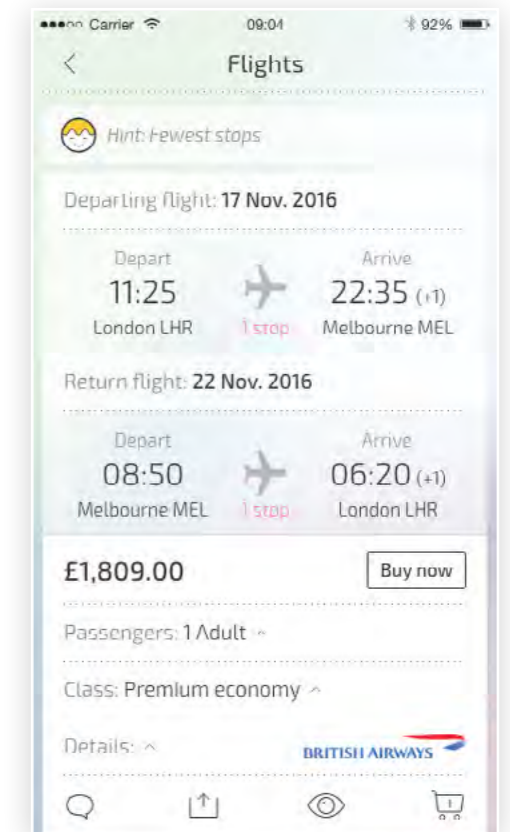
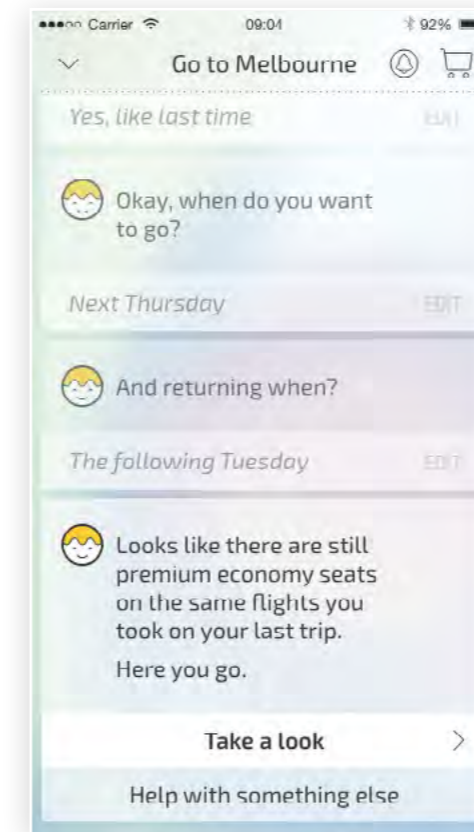
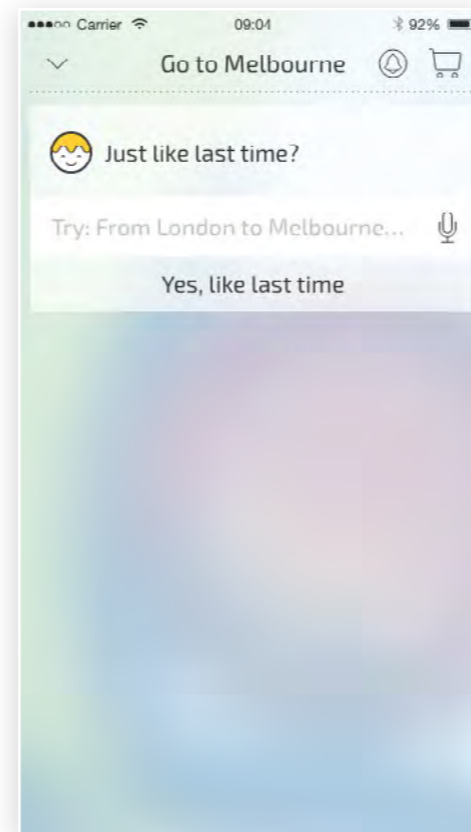
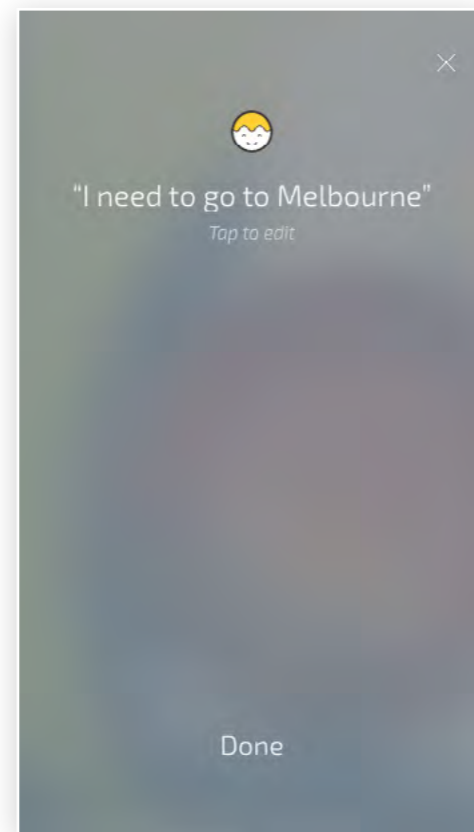
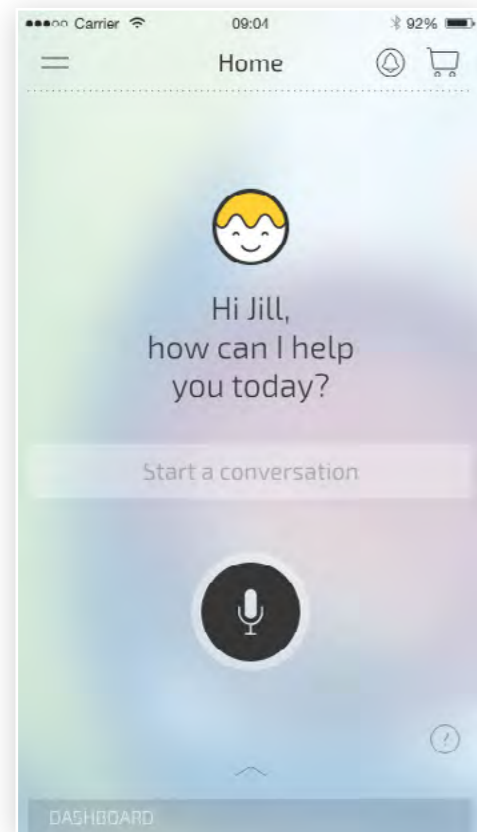
# BUSINESS TRAVELLER

Page No.

**3**

## Business traveller

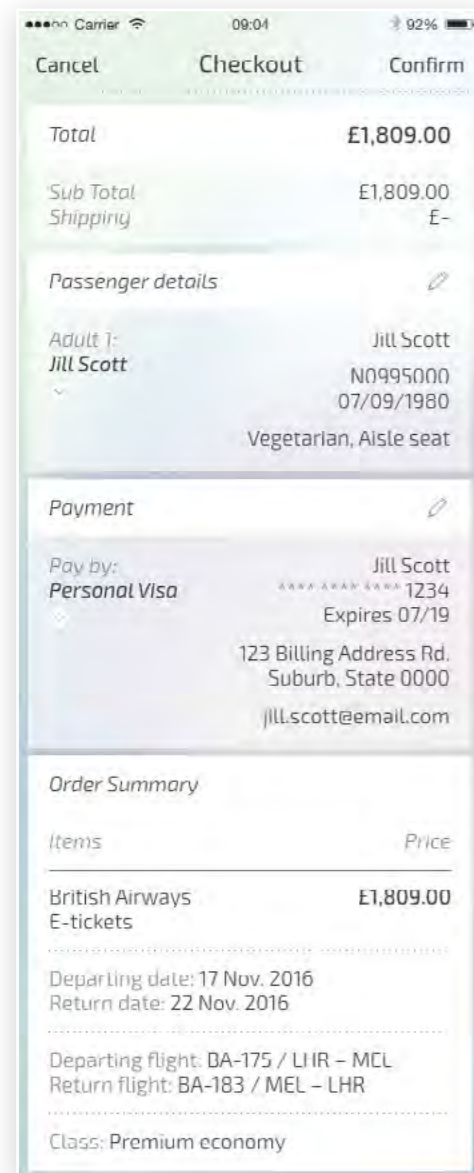
Booking tickets / Checking in / Getting to the airport / At the airport



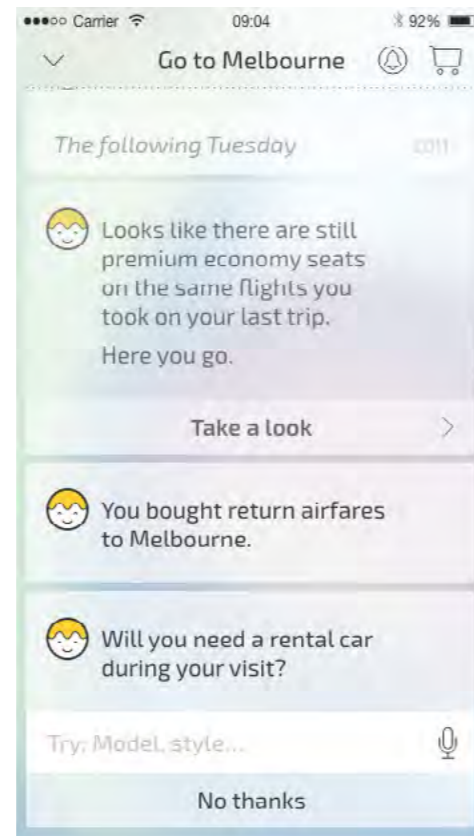
*Myia remembers Jill's preferences from her previous business trips to Melbourne and uses this to fast track the process.*

## Business traveller

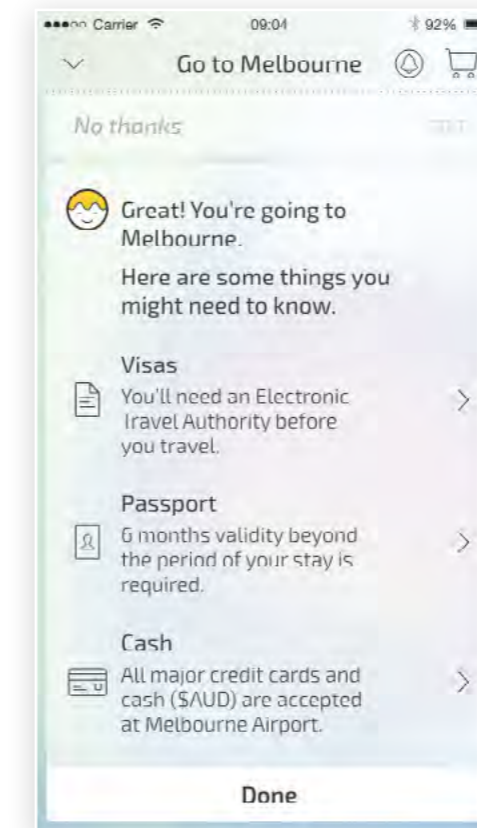
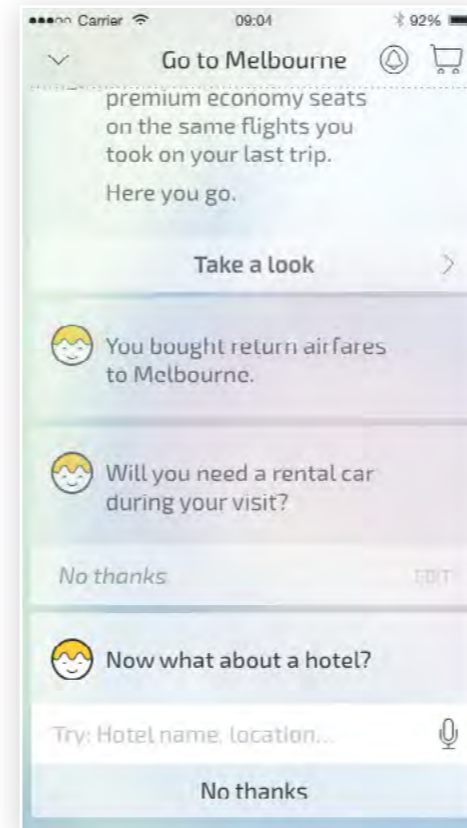
Booking tickets / Checking in / Getting to the airport / At the airport



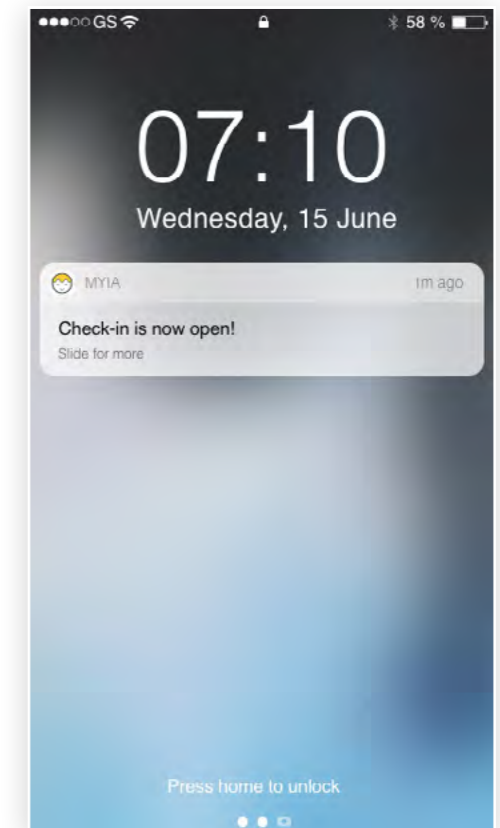
Myia pre-fills all of Jill's passenger details, specific flight requirements and preferences.



Myia is proactive and asks Jill if she also needs a rental car or hotel.



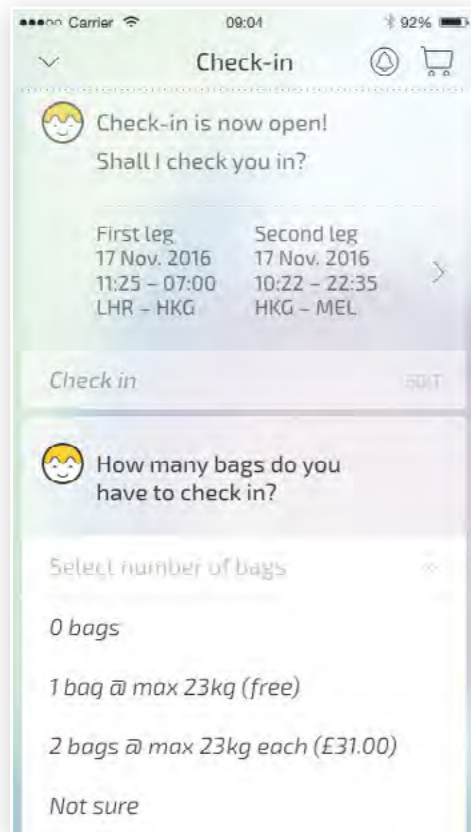
Myia provides Jill with essential information about her destination such as visa and passport requirements and currency etc.



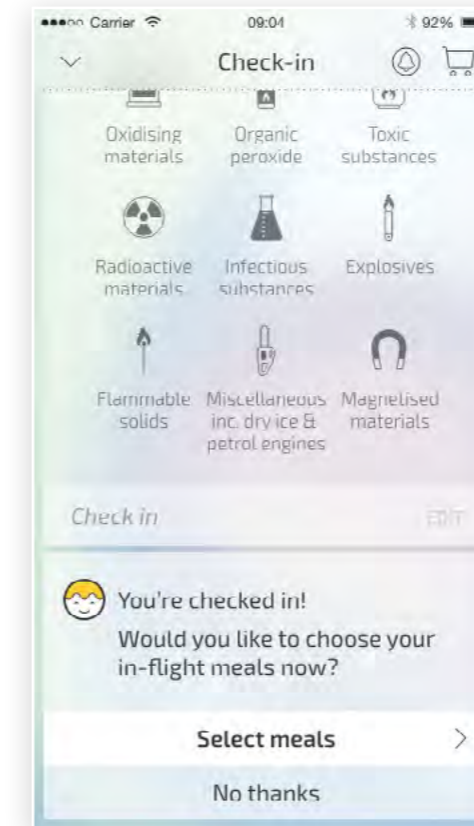
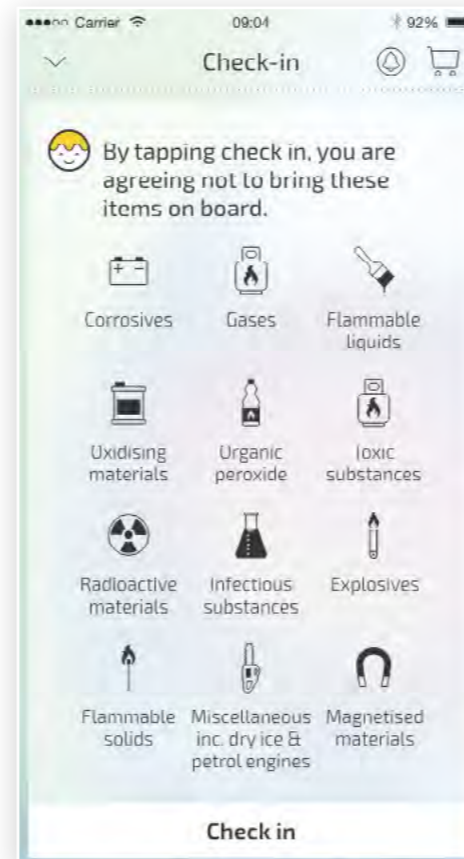
Myia notifies Jill once online check-in has opened and assists her with the process.

## Business traveller

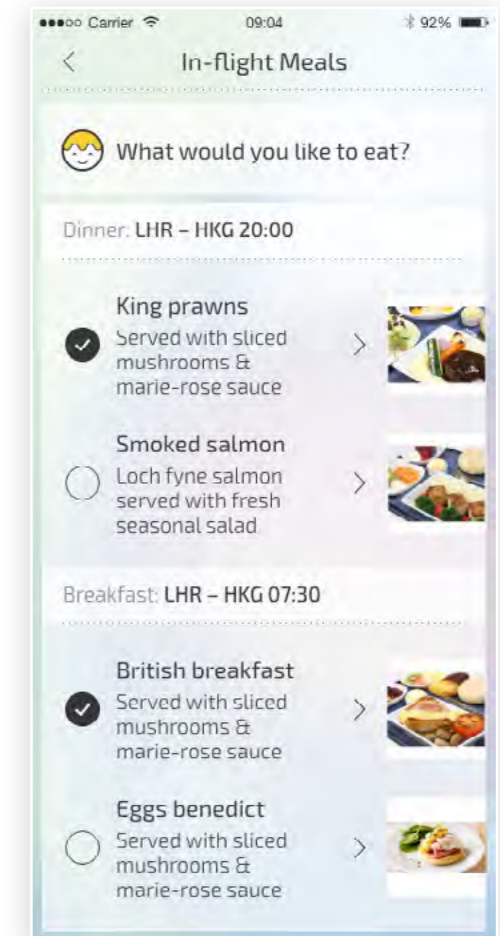
Booking tickets / Checking in / Getting to the airport / At the airport



Myia has selected aisle seats based on Jill's usual preferences.

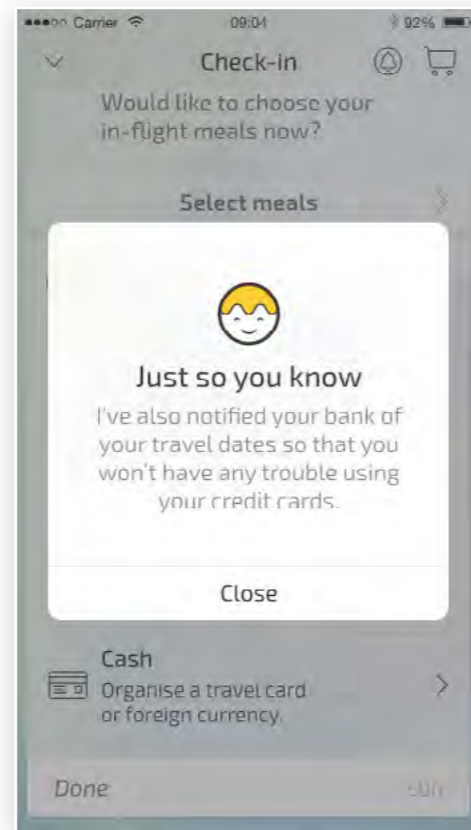
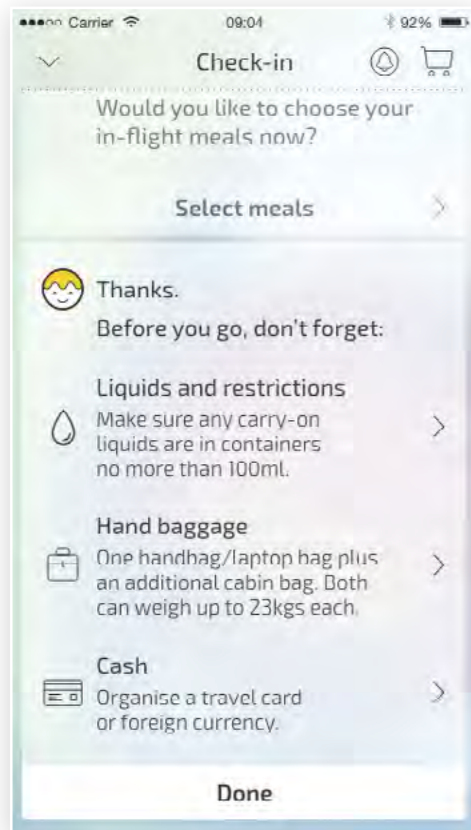


Myia asks Jill to select her in-flight meals. This ensures that she will receive her preference when on board. The meals offered cater to any dietary requirements she may have. This has the potential to help the airline keep passengers happy and reduce waste.

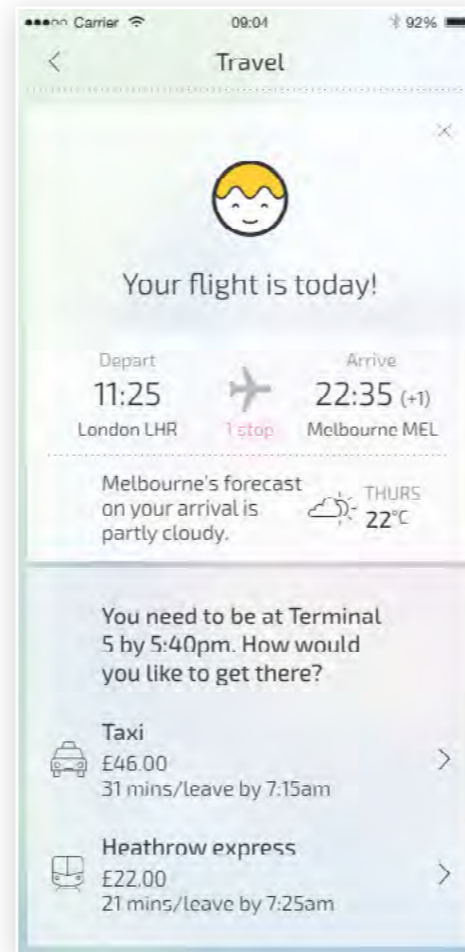


## Business traveller

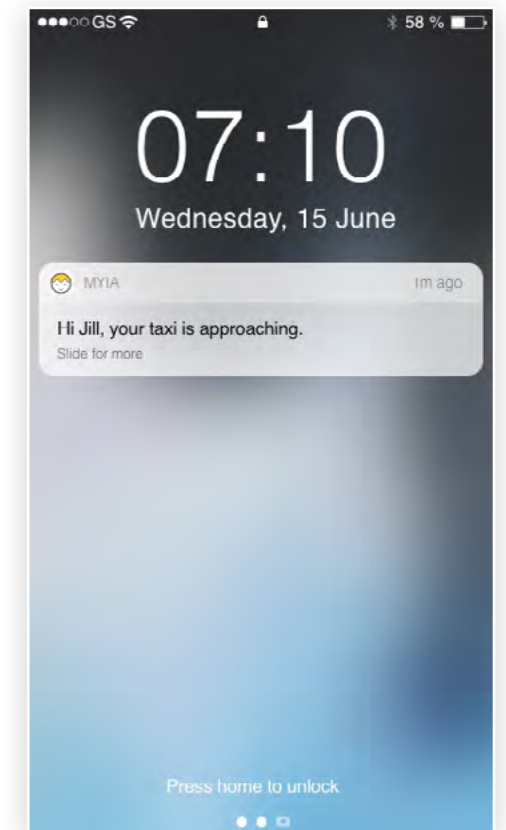
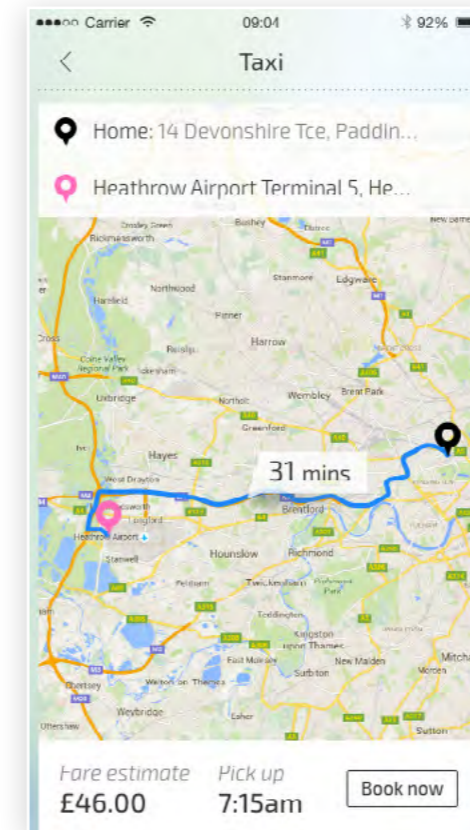
Booking tickets / Checking in / Getting to the airport / At the airport



*Myia is proactive and notifies Jill's bank of her travels.*

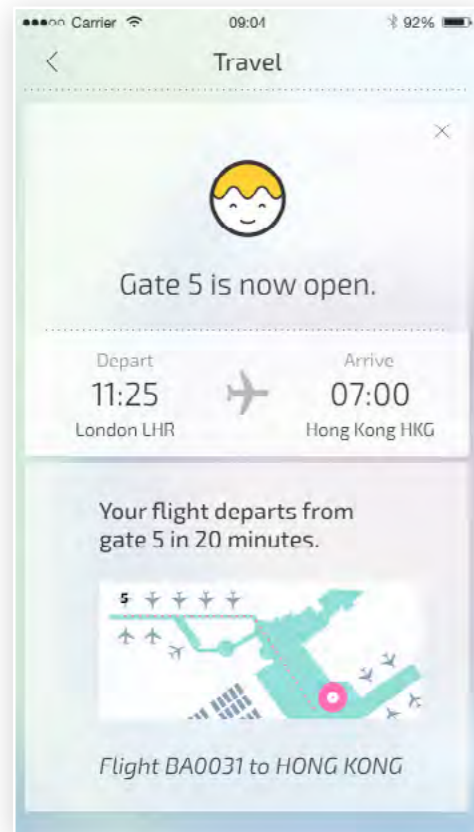


*To help Jill prepare for her journey on the day of her flight, Myia tells Jill the forecast for her destination, which terminal her flight leaves from and what time she will need to leave home depending on how she wishes to get to the airport.*

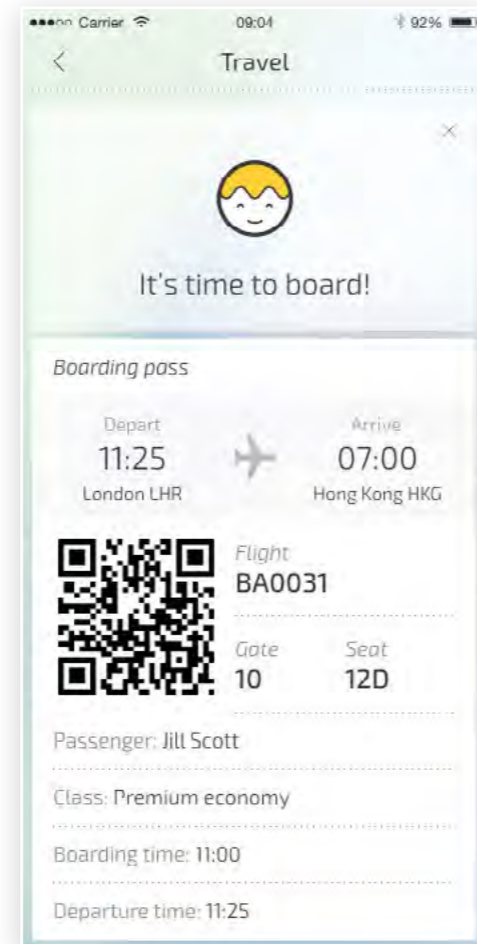


## Business traveller

Booking tickets / Checking in / Getting to the airport / At the airport



At the airport, Myia gives Jill directions to terminals and gates.

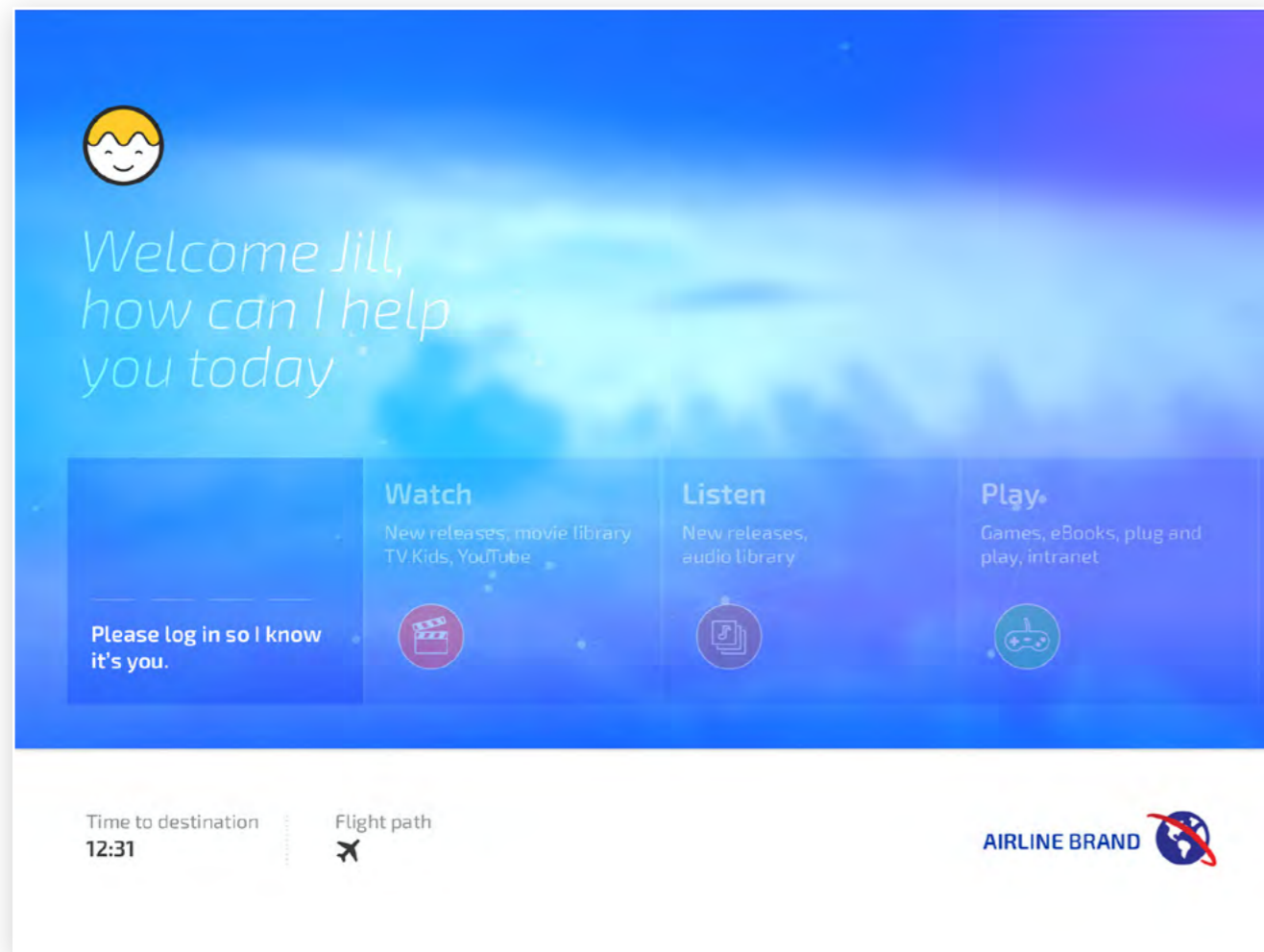


When it's time to board Myia has a boarding pass ready to be scanned.

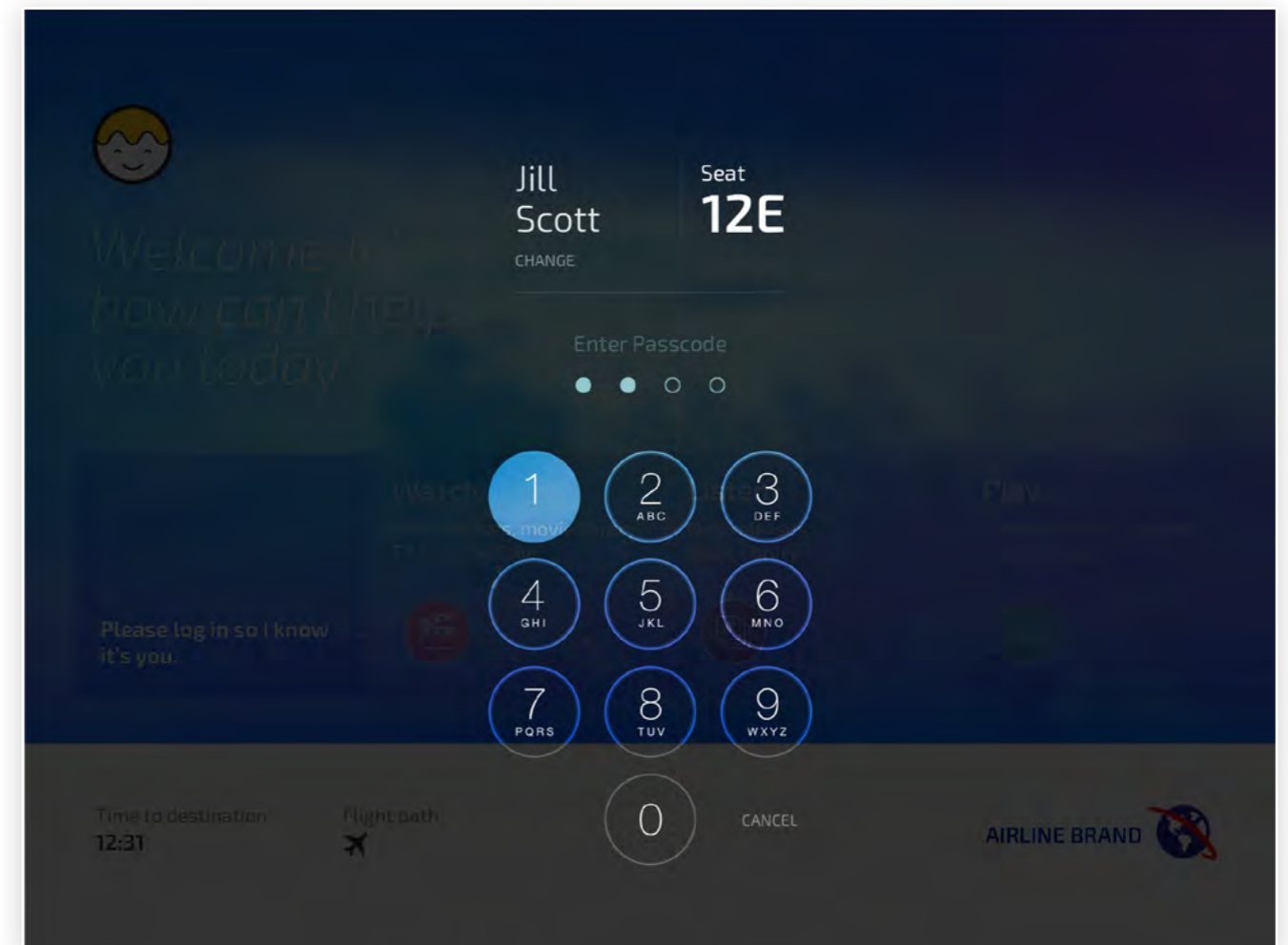


## In-flight

First leg



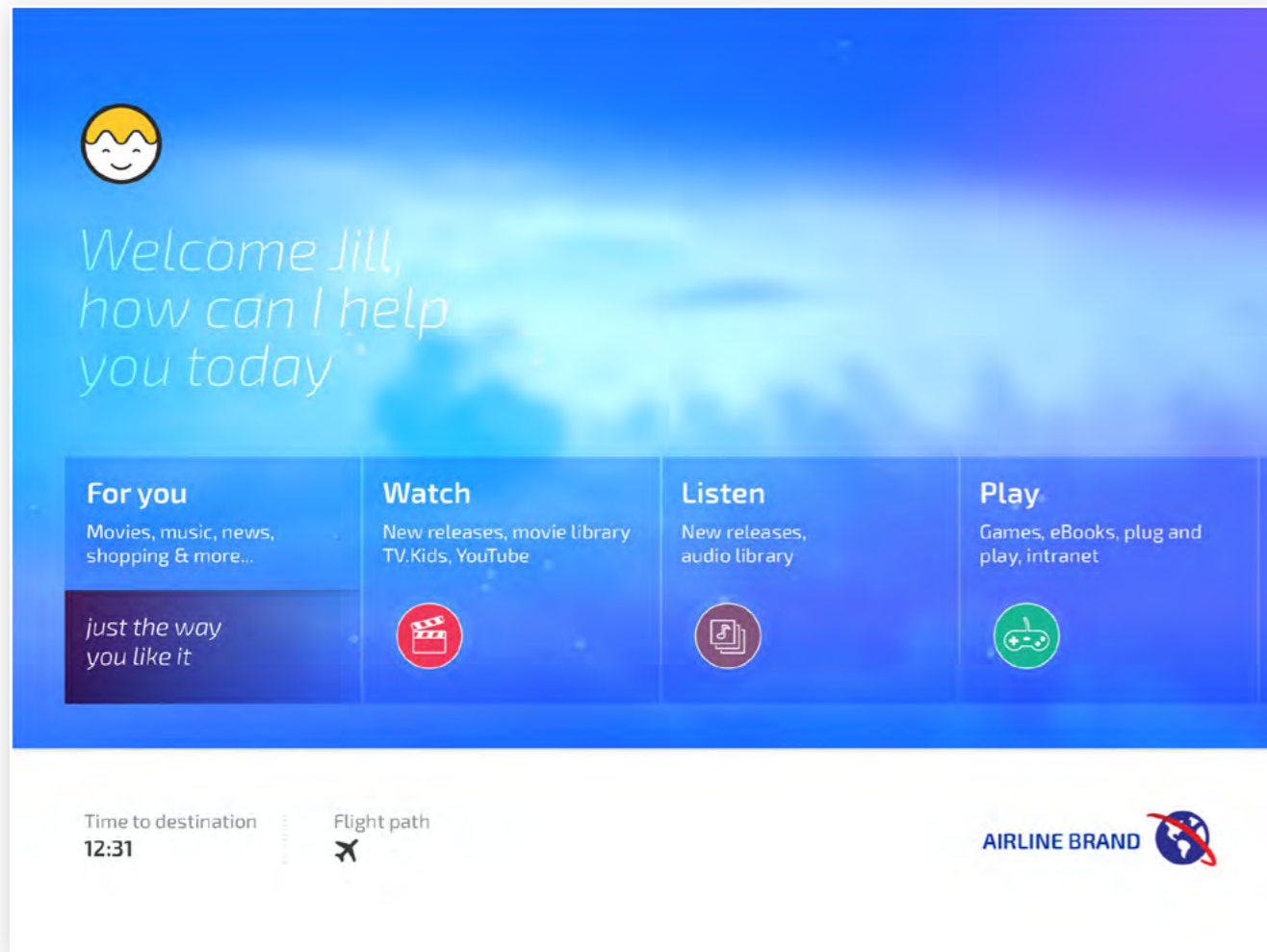
When Jill boards the aircraft and gets to her seat, Myia will already know who she is. A welcome message with her name will be displayed on the screen.



Myia then prompts her to log in —logging in will give Jill a hyper personalised experience and create a secure environment where she can even make transactions.

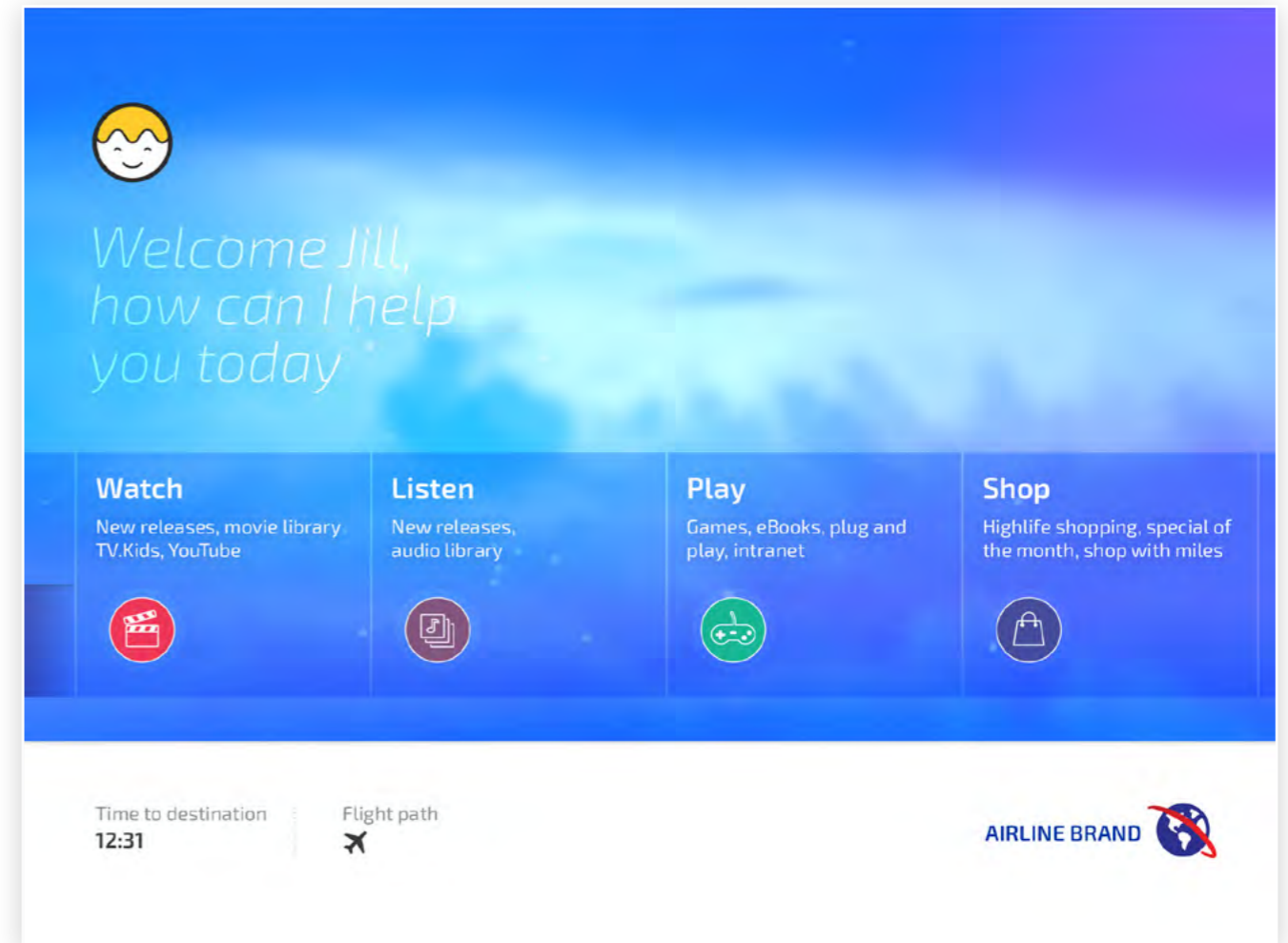
## In-flight

First leg



Once logged in Myia can retrieve Jill's information from her Cloud when necessary. This could contain her preference in movies, what drinks she likes, news tailored to her, payment preferences etc.

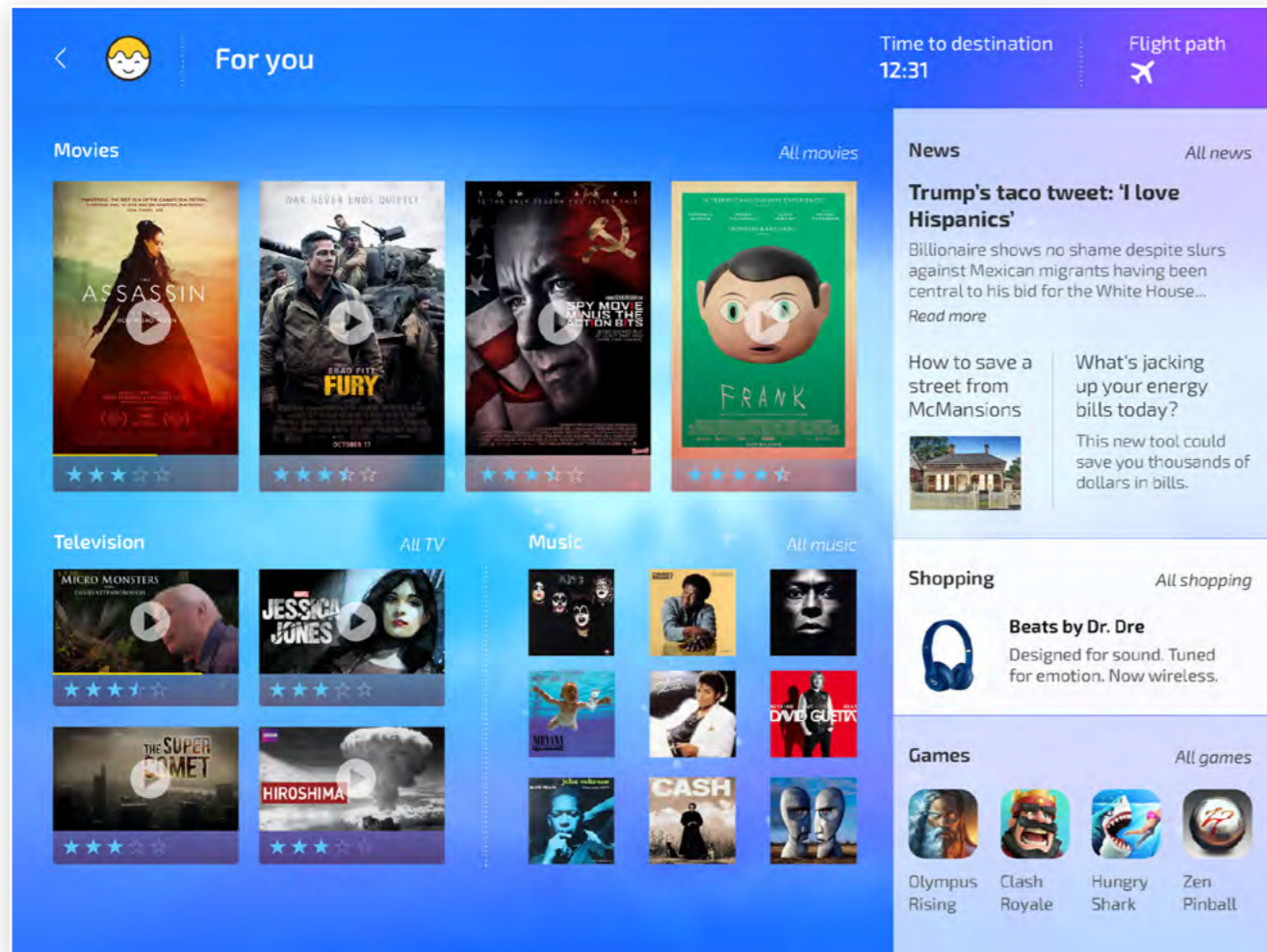
This will all be presented in a section titled 'For you'.



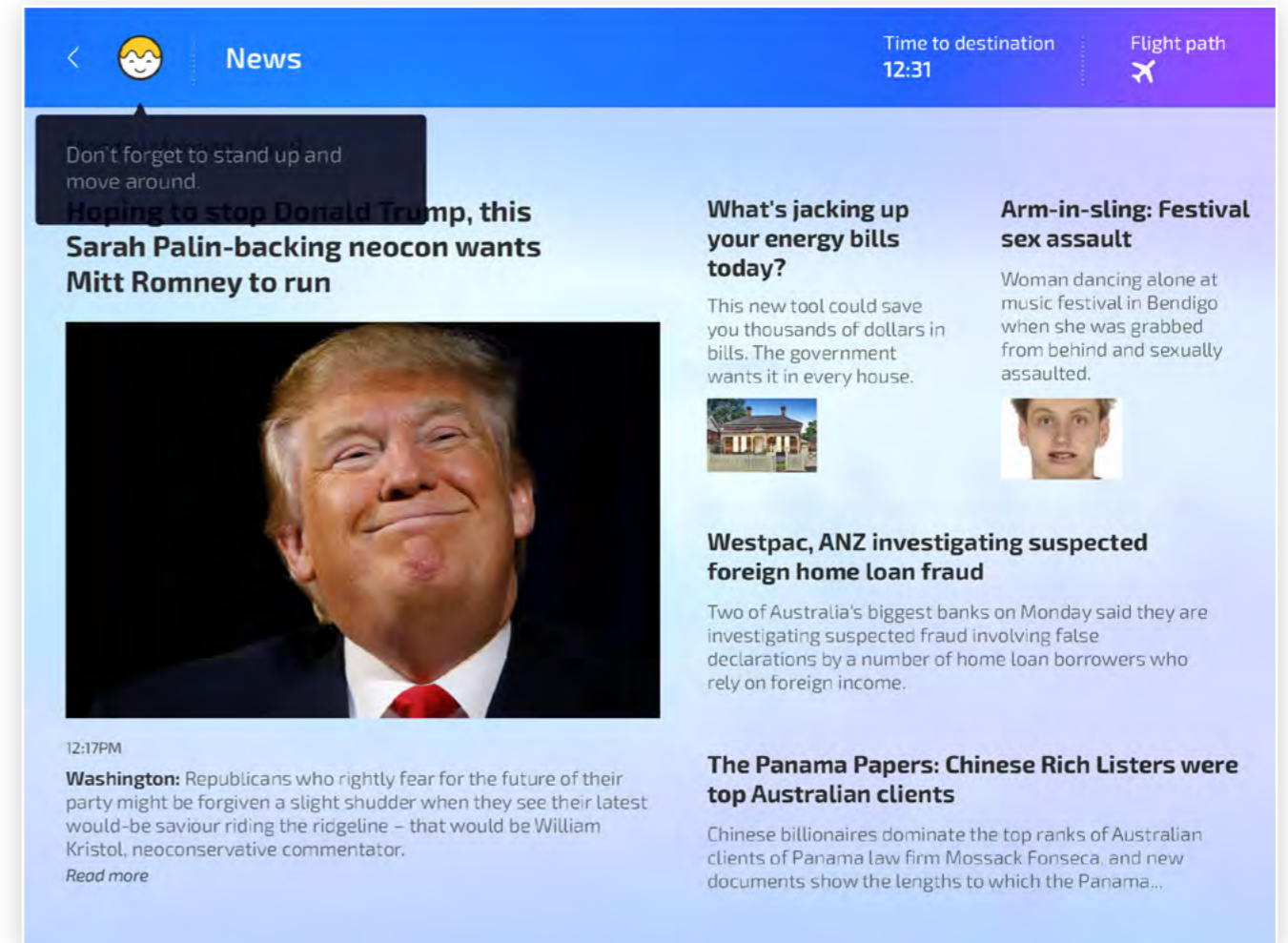
Jill can also swipe left to view everything that's on offer.

# In-flight

## First leg



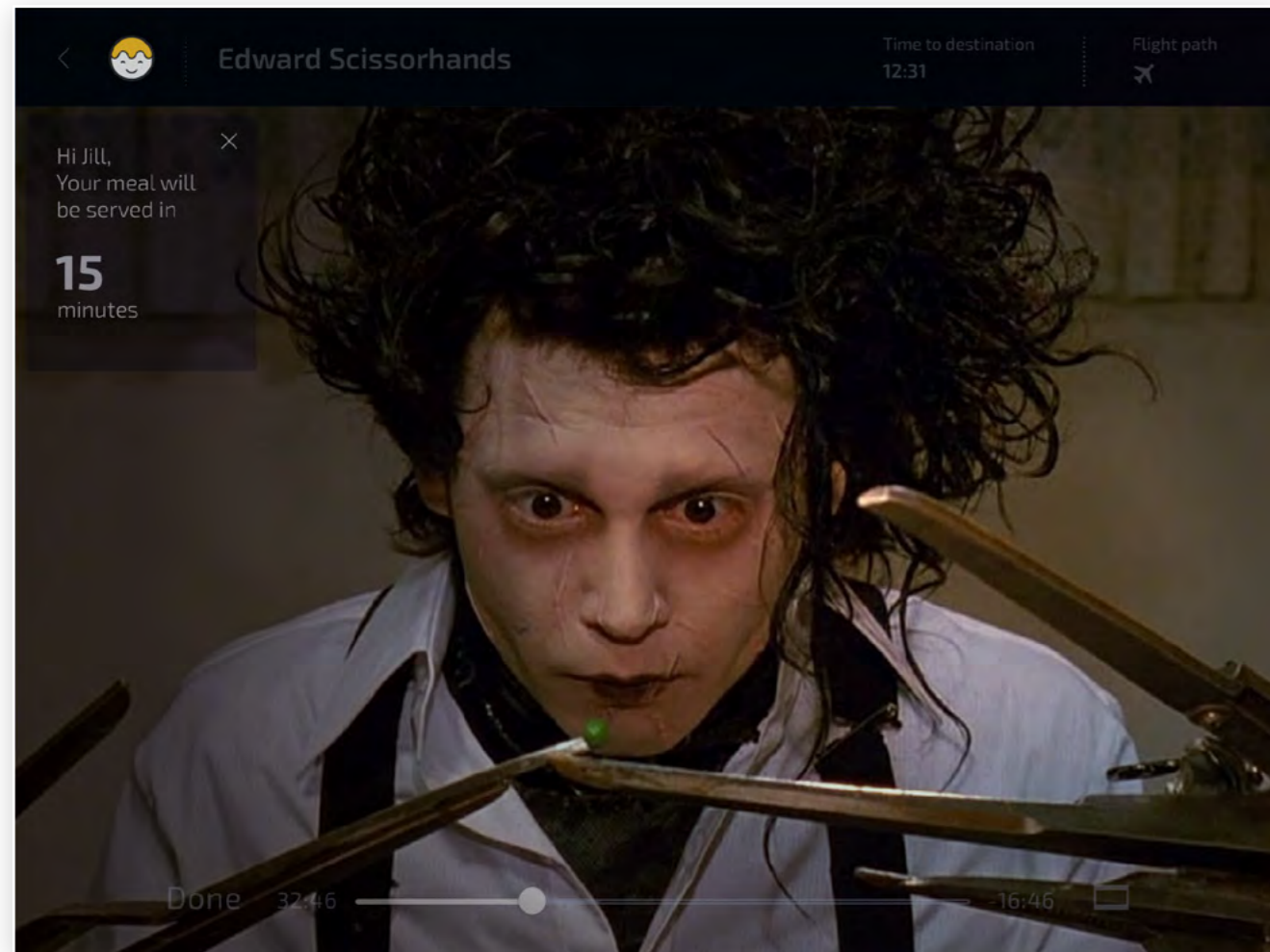
Everything contained in the 'For you' section is based on Jill's likes and preferences.



Throughout the journey Myia will subtly be at Jill's service at all times, ensuring she is as comfortable as possible by reminding her to stretch her legs, stand up and move around, asking if she needs anything etc.

## In-flight

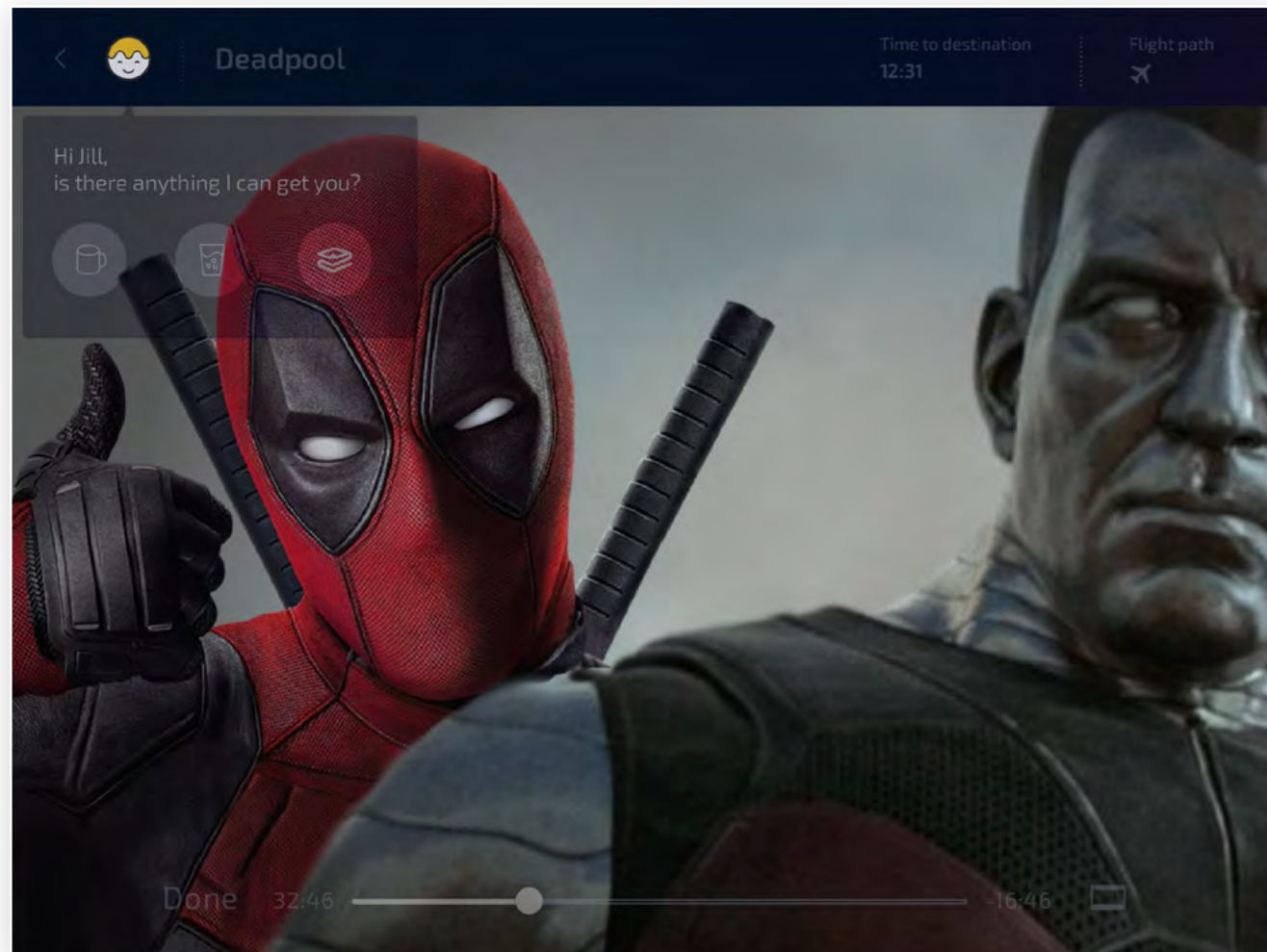
First leg



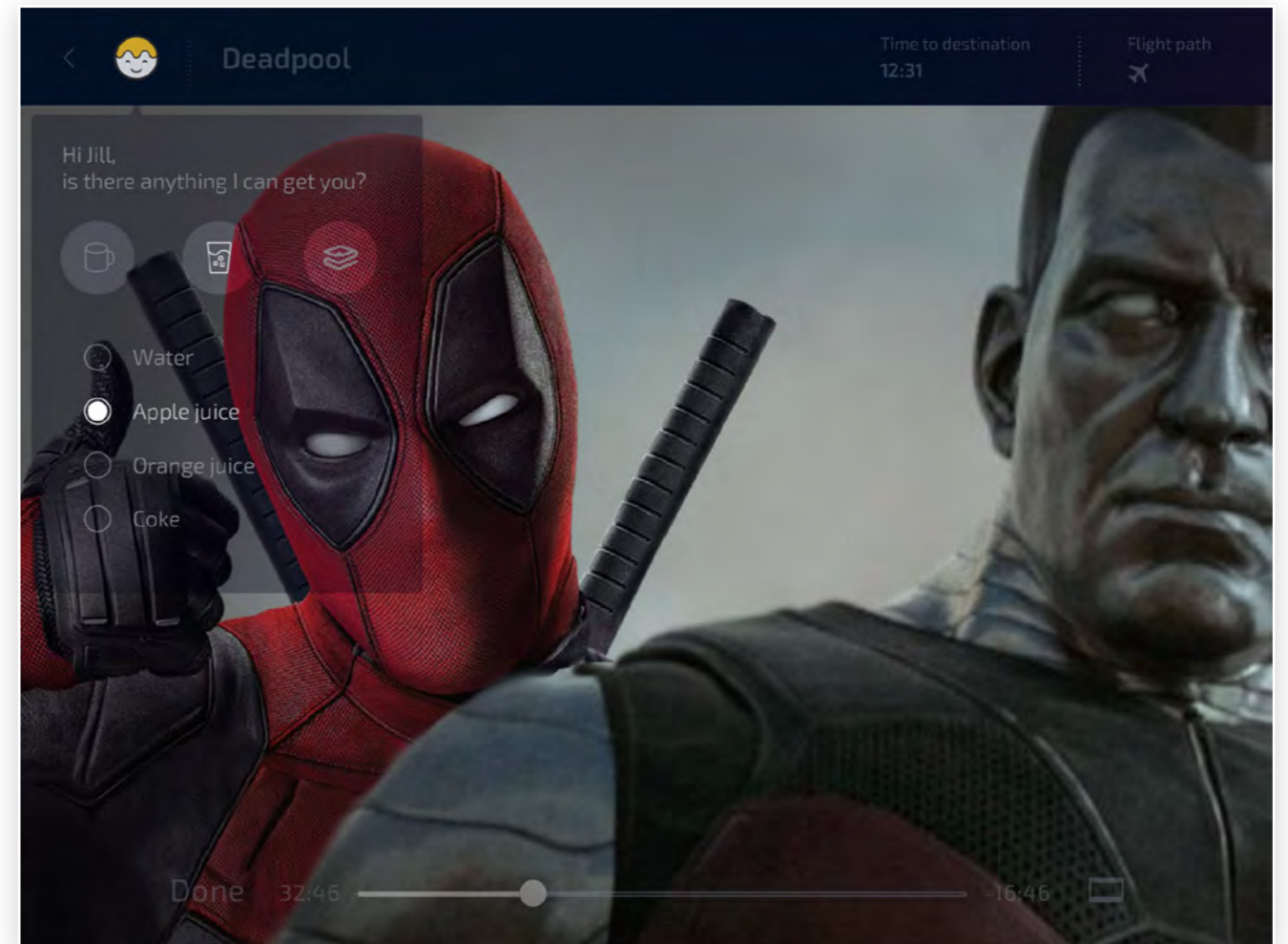
*Myia lets Jill know when her meals will be served.*

## In-flight

First leg



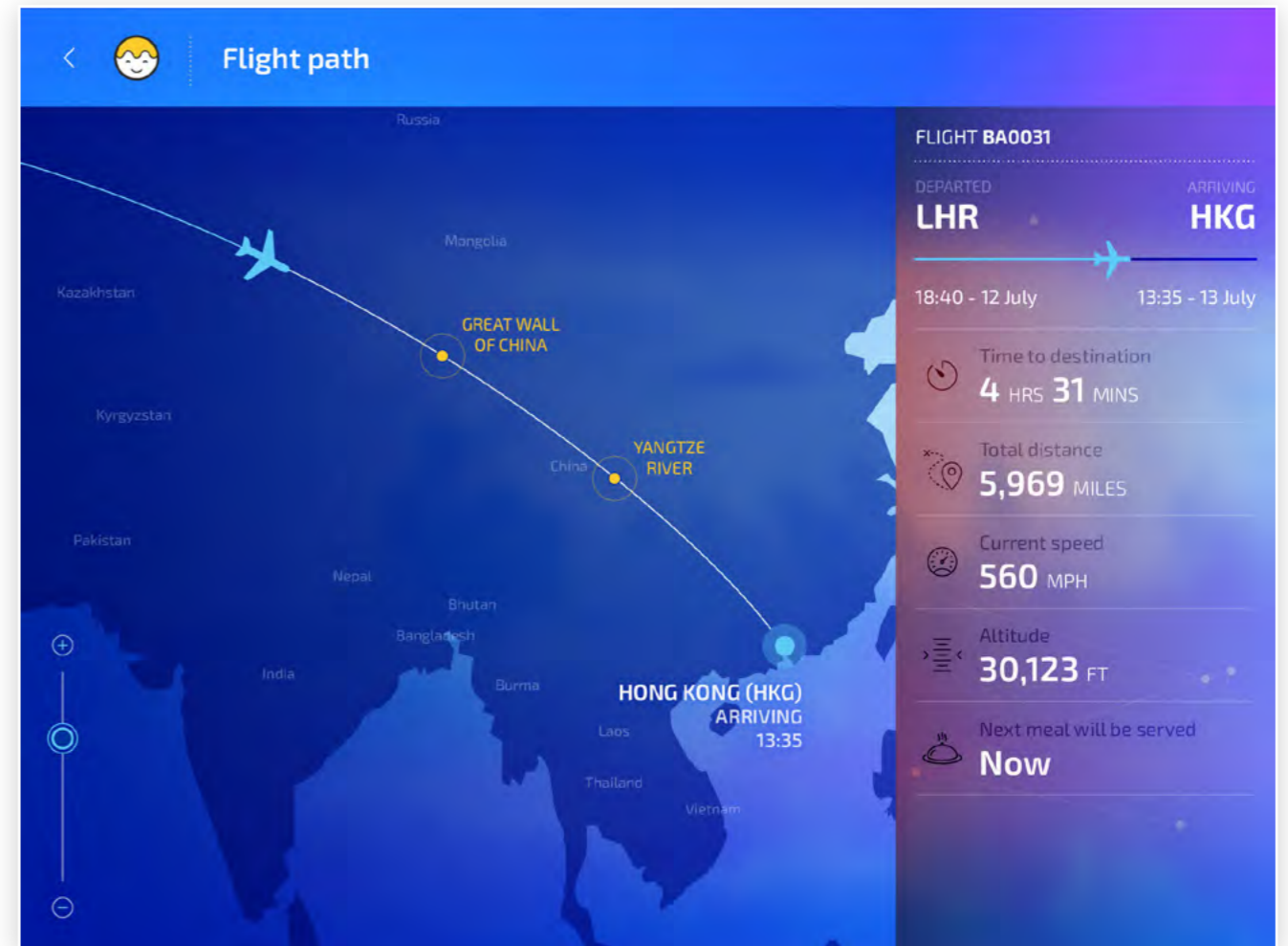
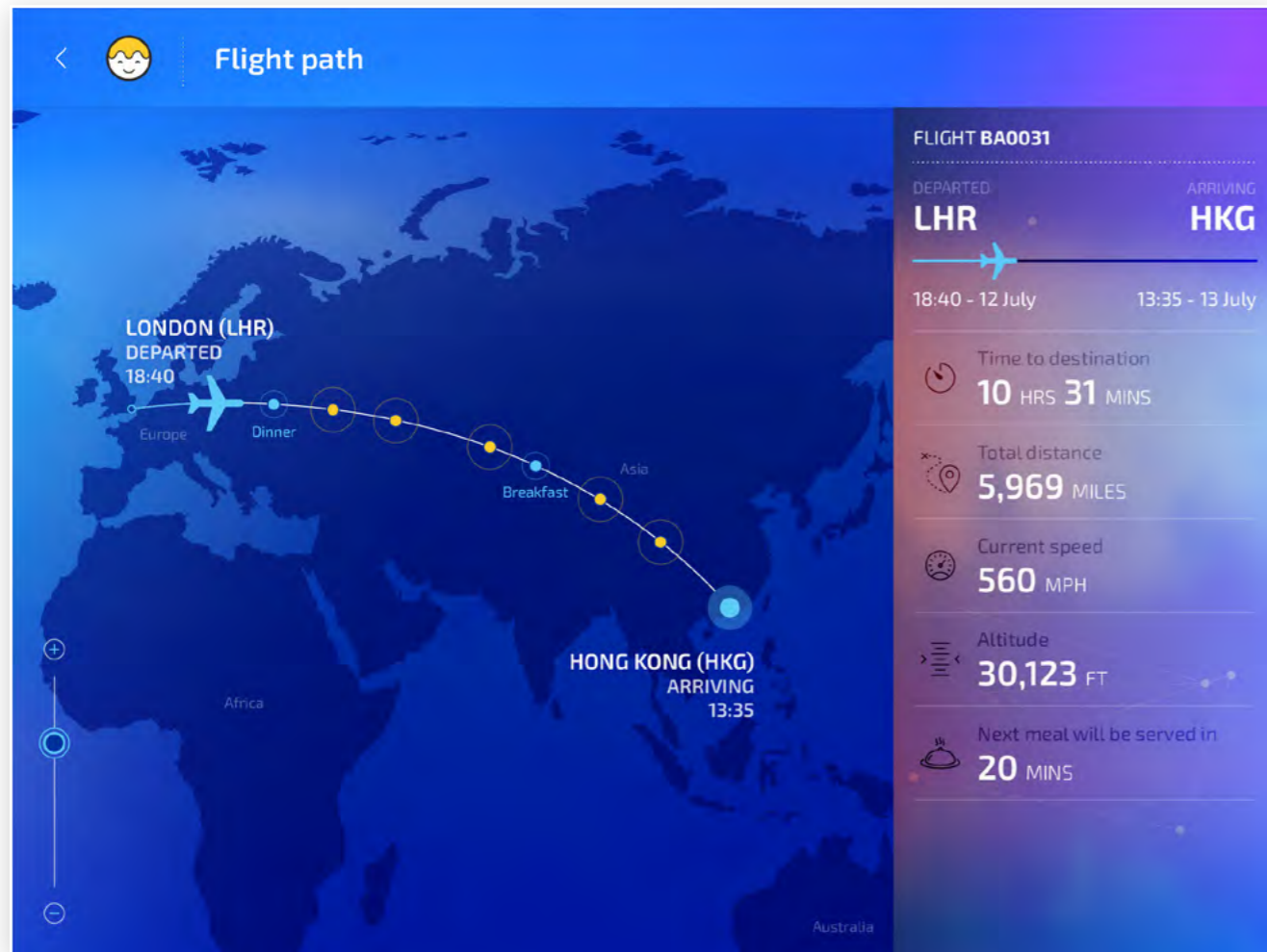
*Tapping on the Myia icon in the header, Jill can ask for help without the need to stop what she's doing.*



*Myia remembers what Jill's preferences are.*

# In-flight

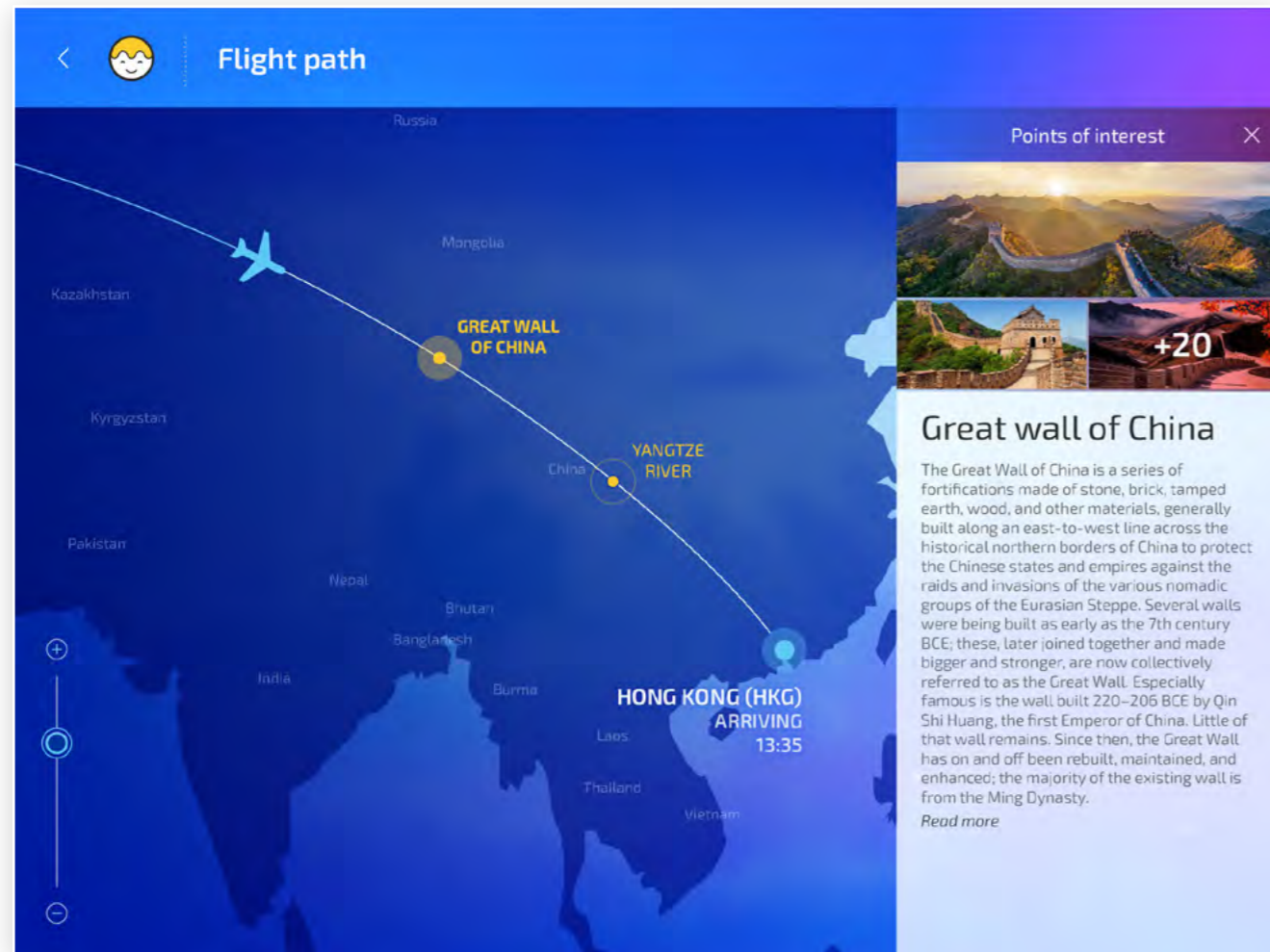
First leg



Jill can view the flight path at any time throughout the flight and Myia highlights points of interest along her journey.

# In-flight

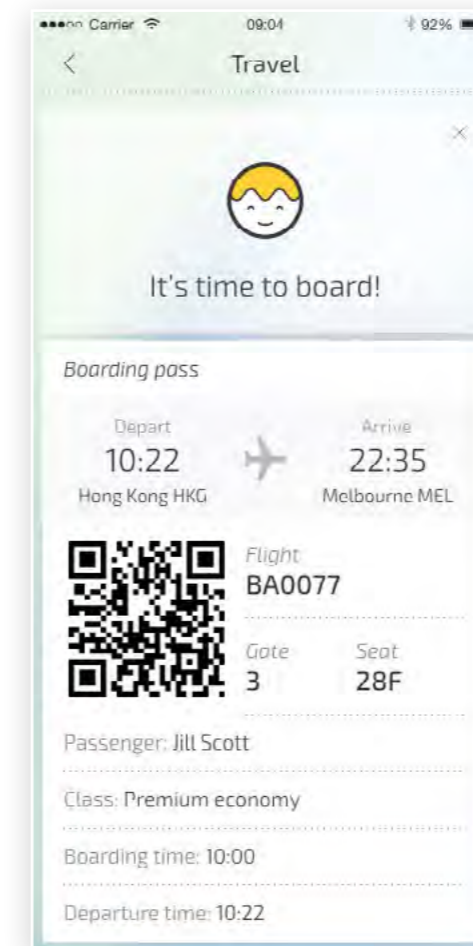
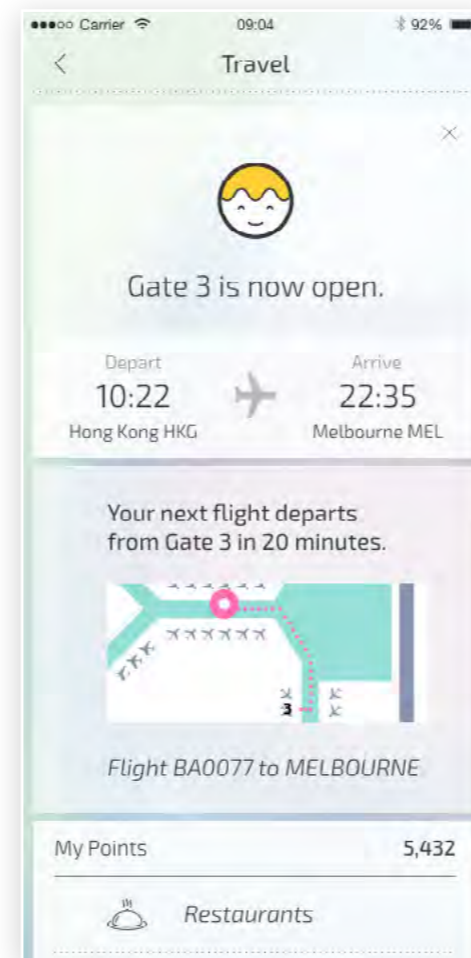
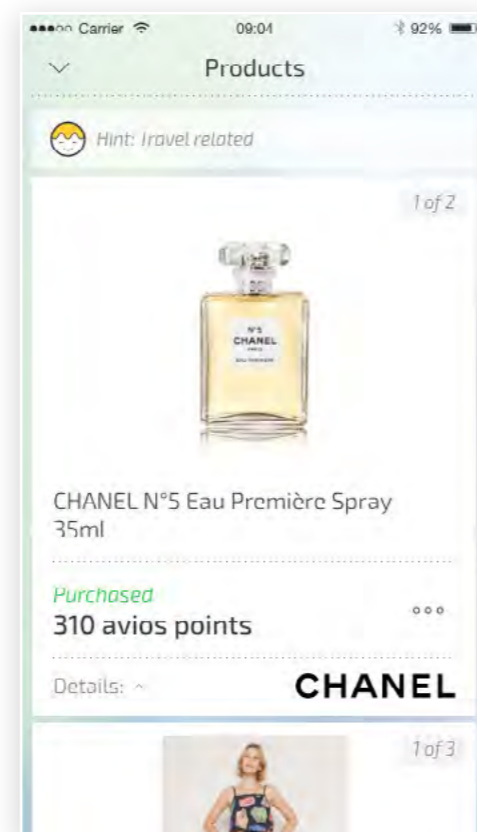
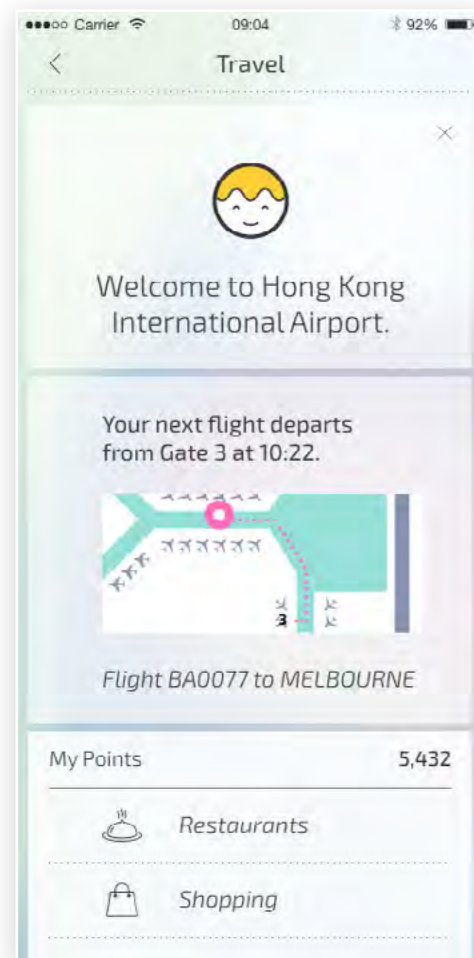
First leg



When Jill taps on any of the highlighted points of interest she will be able to view photos and information related to the landmark.

## Business traveller

In transit



Jill has a connecting flight, so Myia directs her to the correct gate and reminds her what time the flight departs.

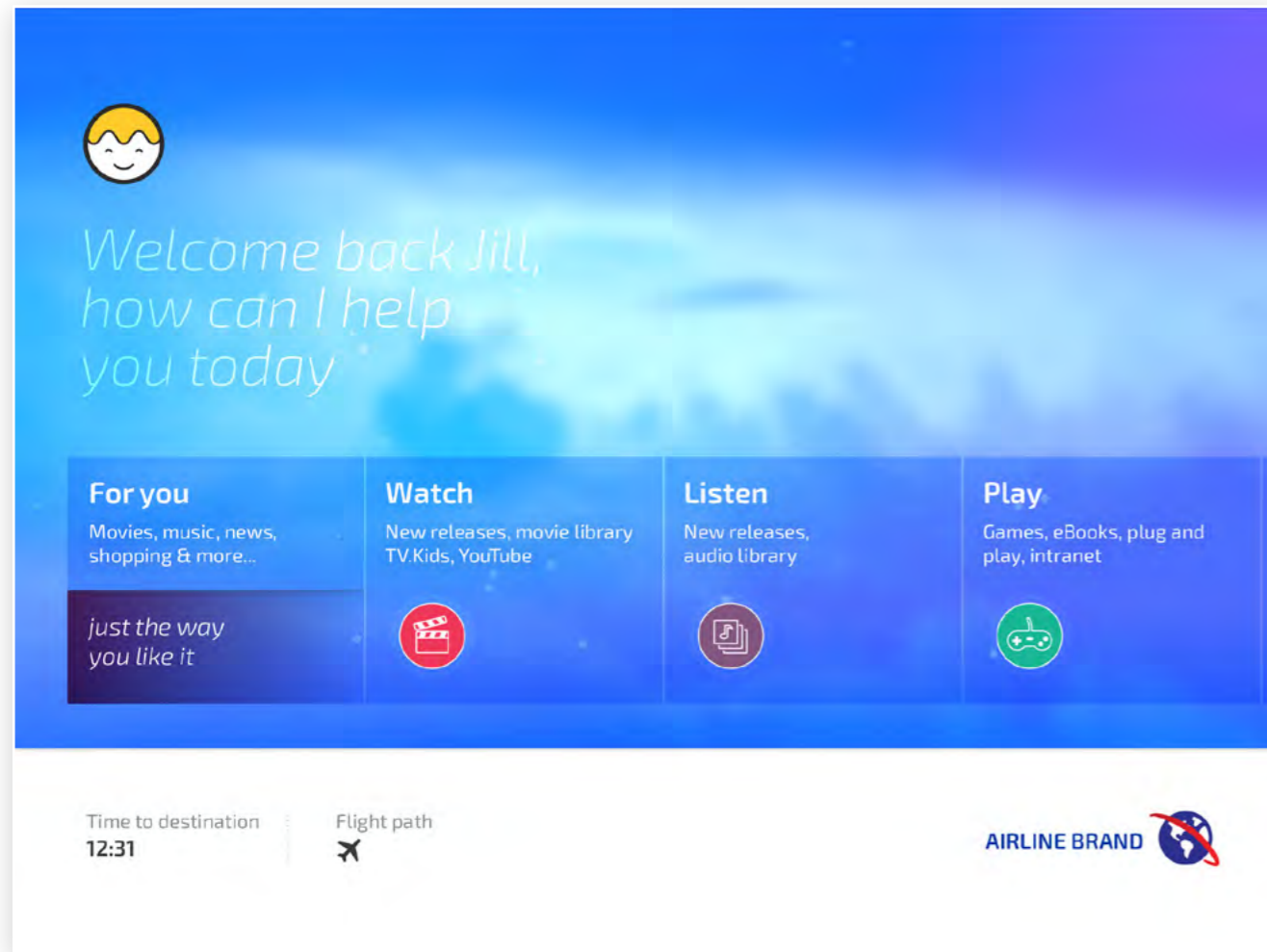
Myia also recommends restaurants, shops etc. in the airport where Jill can make purchases with flyer points.

Myia notifies Jill when her next flight is ready to board.

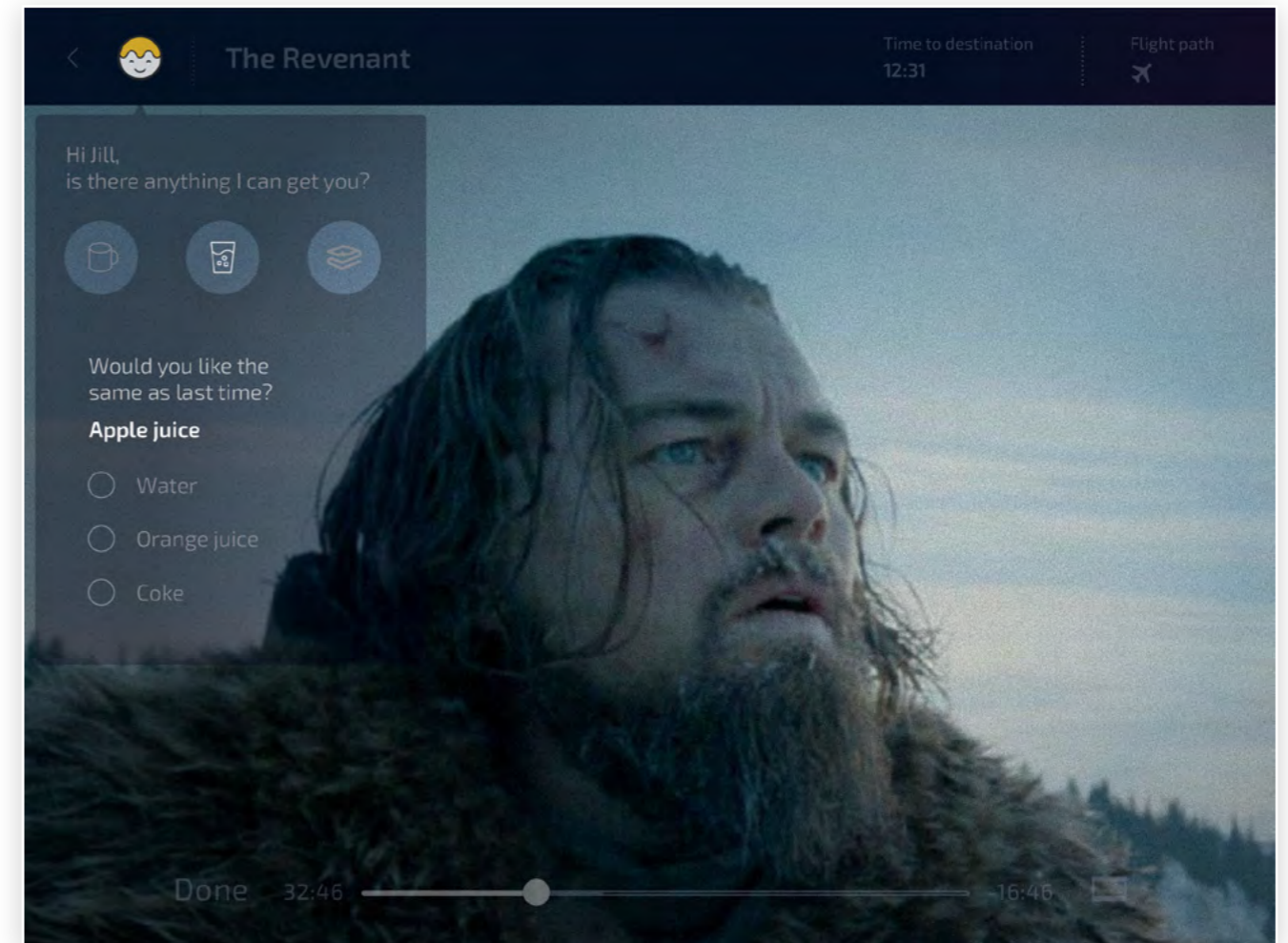


## In-flight

Second leg



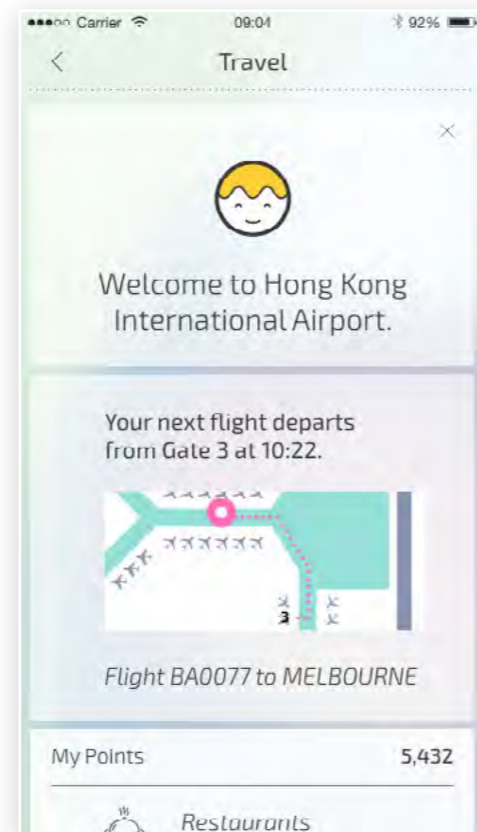
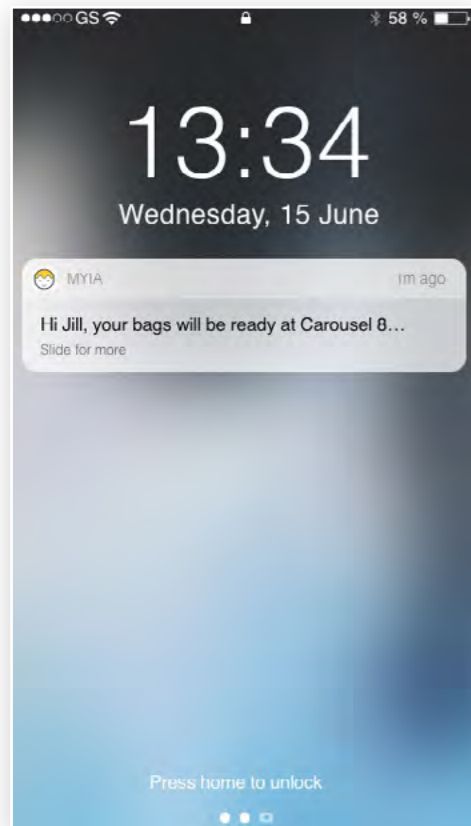
When Jill boards for the second leg of her journey Myia welcomes her back. In this case Jill has logged in again (showing the 'For you' panel).



When Jill asks for a drink, Myia will remember her choice from the last time and offer that to her first.

## In-flight

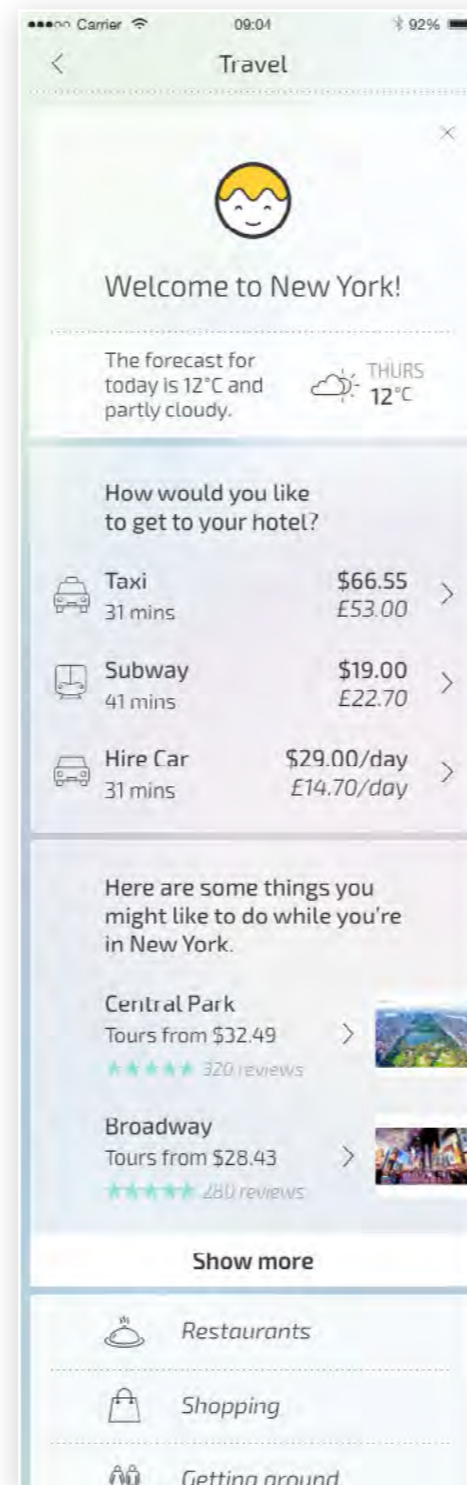
Second leg



*Myia lets Jill know where and when her baggage will be ready to collect.*

*Myia provides her with information about her destination including local weather forecasts, current temperature and things to do during her stay.*

*Myia knows where Jill is staying and organises transportation to her to accommodation.*

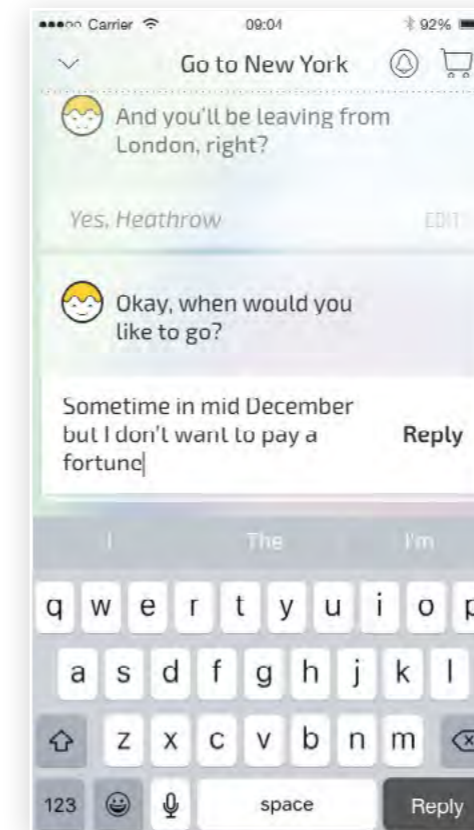
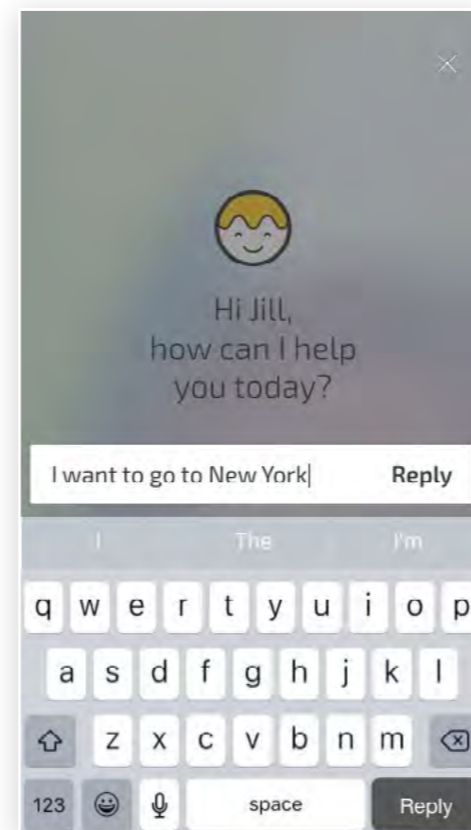
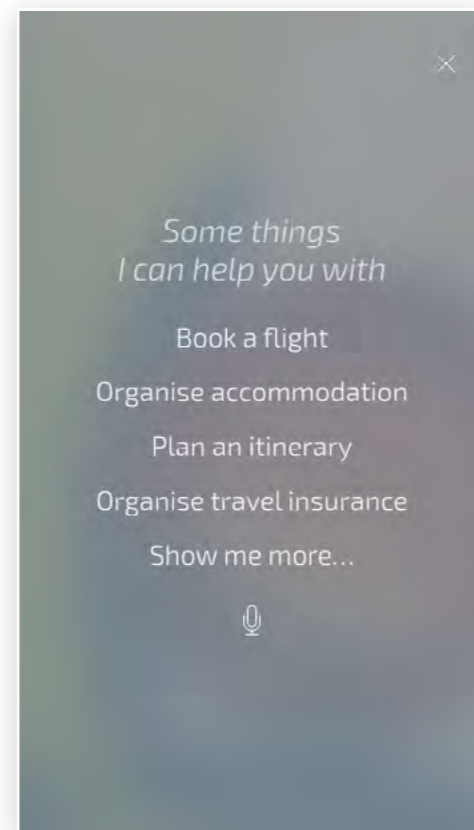
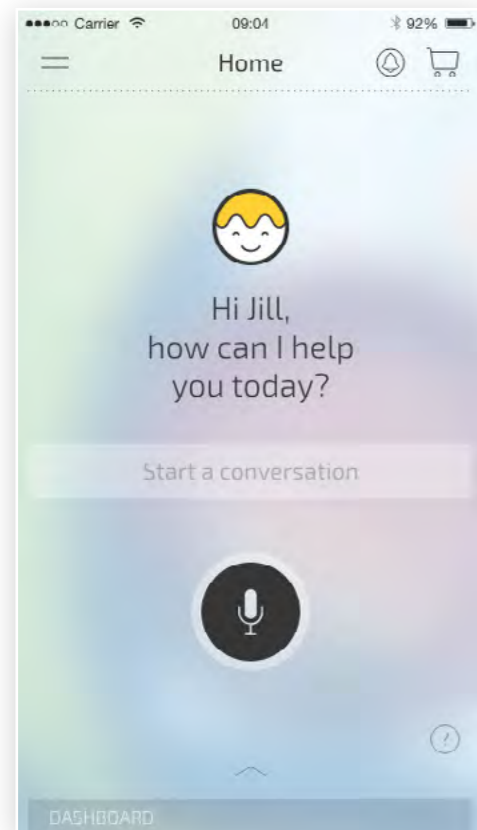


# HOLIDAY TRAVELLER

Page No.

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## Holiday traveller

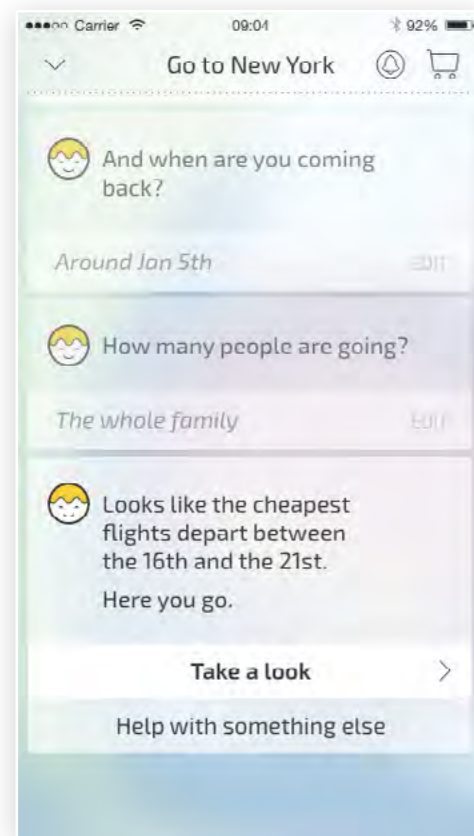


*Jill can rely on Myia to find her the most affordable time to travel.*

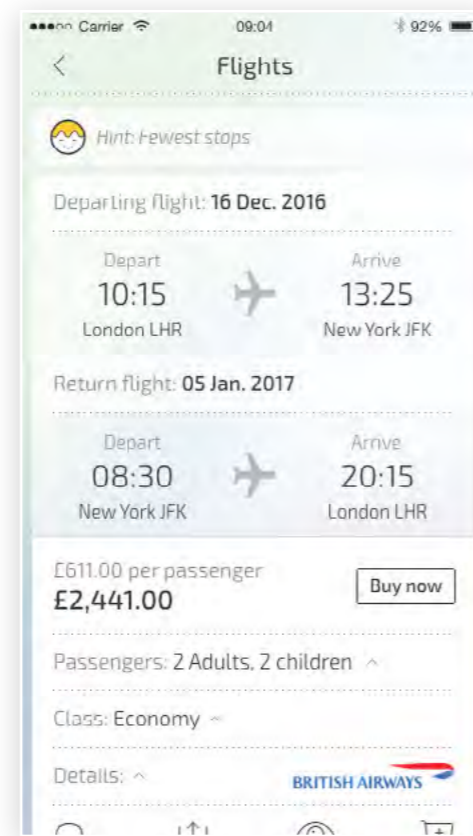


*Myia knows the details of Jill's family already.*

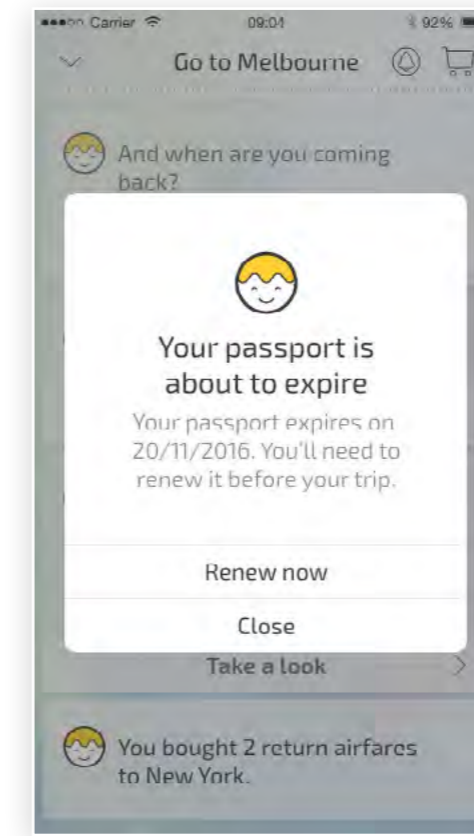
## Holiday traveller



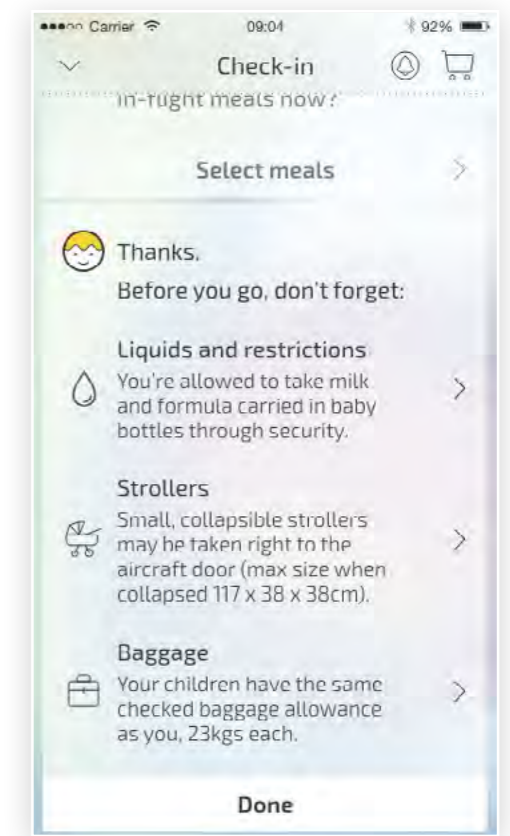
Myia finds the best time for Jill to travel.



Myia pre-fills all passenger details for the whole family.

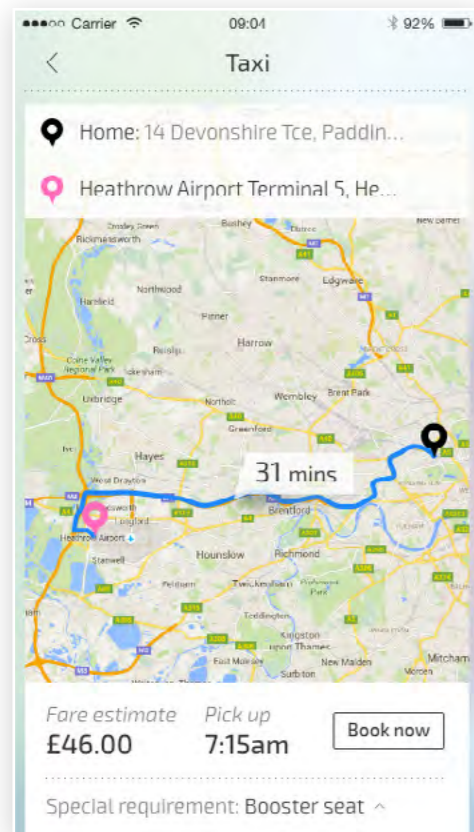


Myia is proactive and warns Jill that her passport is about to expire.



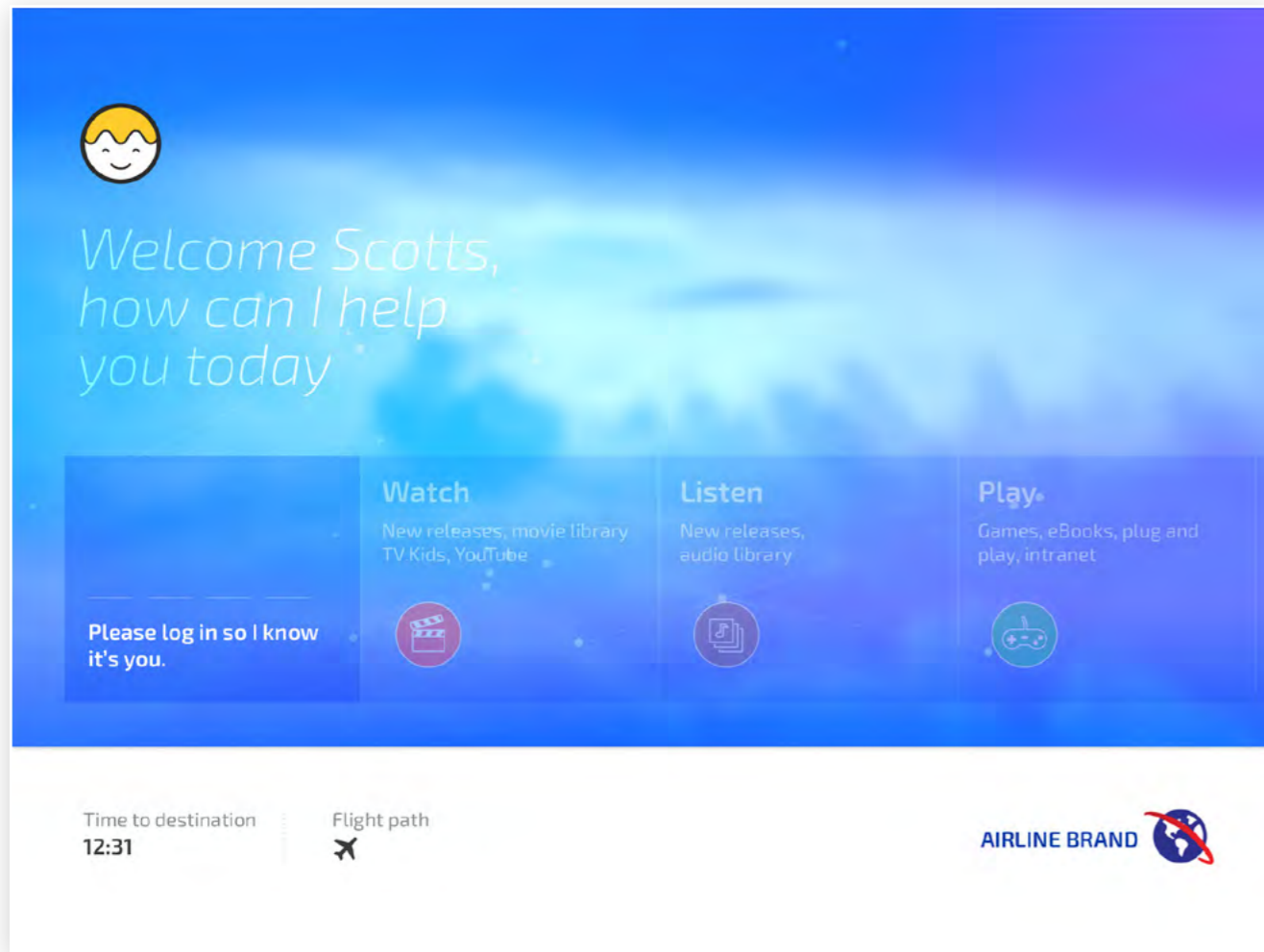
Myia provides Jill with situation specific pre-flight information; essential information when travelling with a toddler.

## Holiday traveller

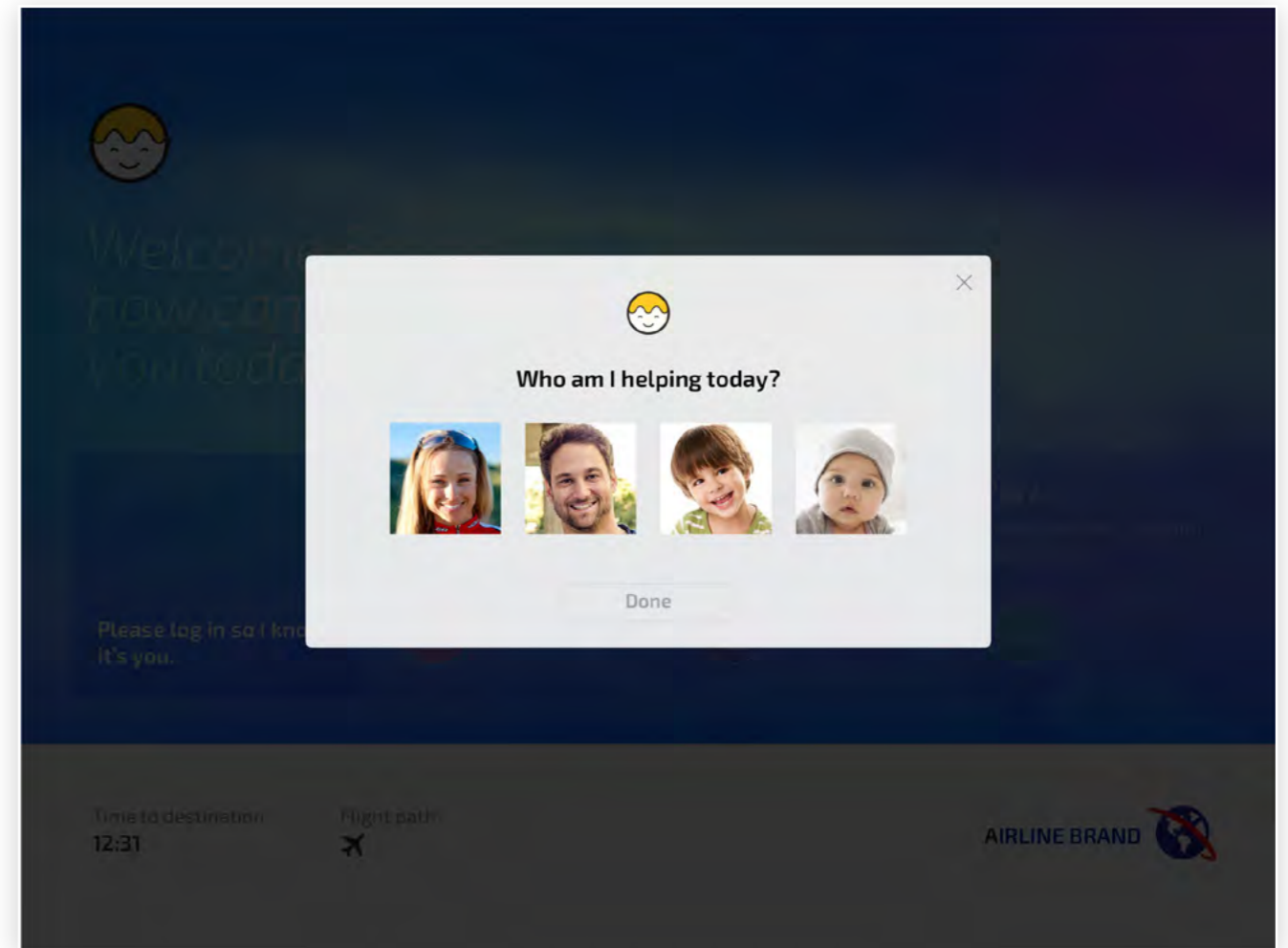


When arranging transportation to the airport Myia has added a booster seat as a special requirement.

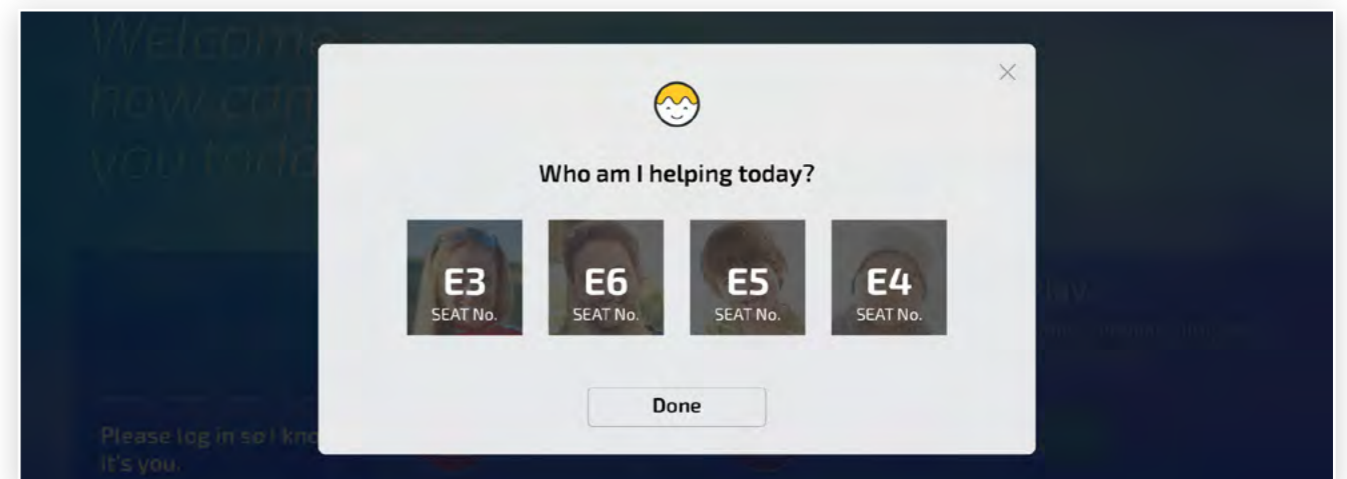
## In-flight



Myia knows that Jill is travelling with her family. The welcome message greets the whole family.



Once logged in Myia will ask Jill to nominate where each of her family is sitting. This message will appear on all of their displays.



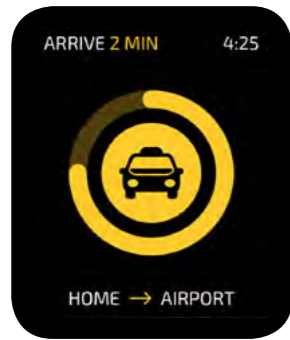
# WEARABLE

Page No.

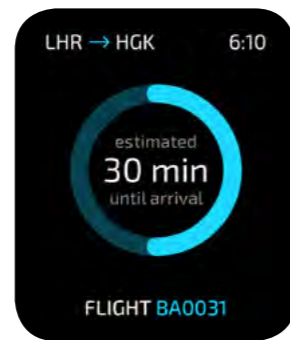
**24**



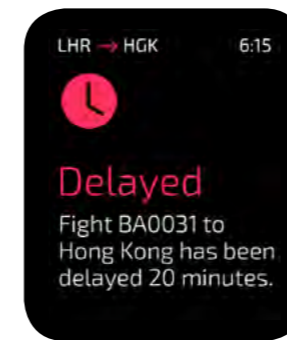
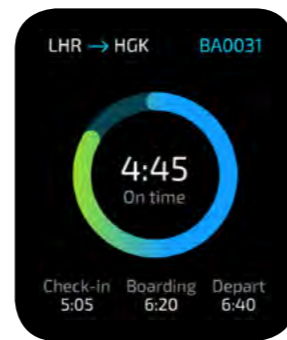
Wearable



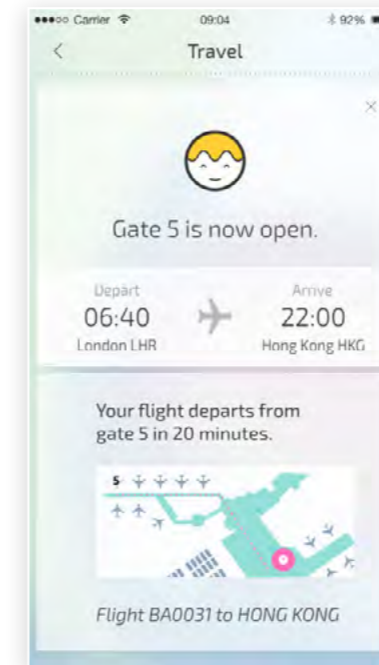
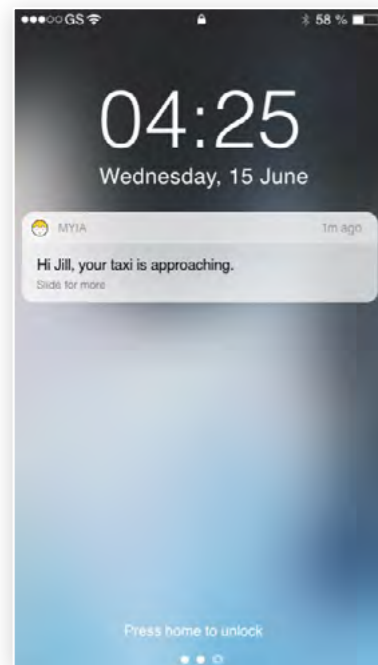
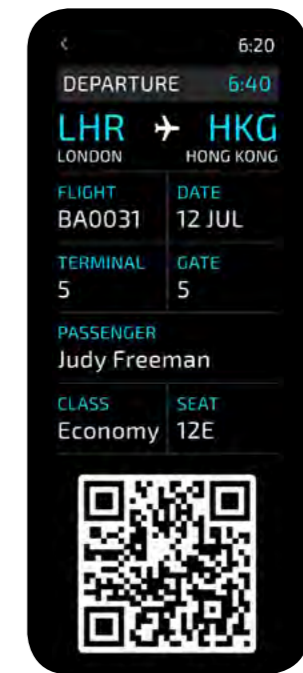
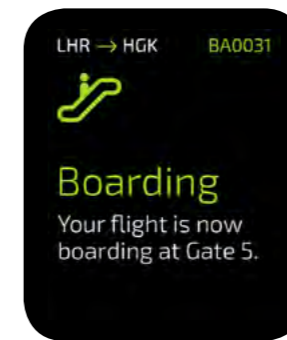
Myia notifies Jill when the taxi is approaching.



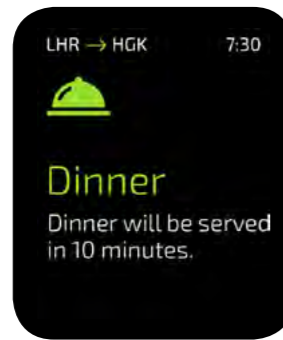
Myia keeps track of the plane's arrival, boarding and departure times.



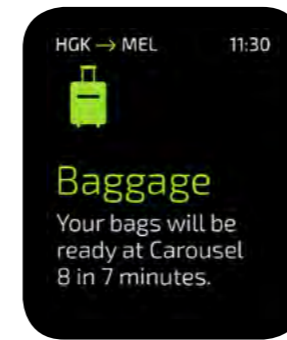
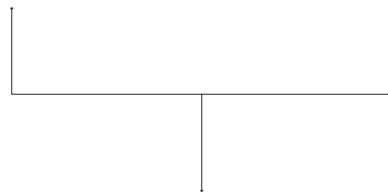
Myia alerts Jill if the plane has been delayed and when the gates are open and the plane is boarding.



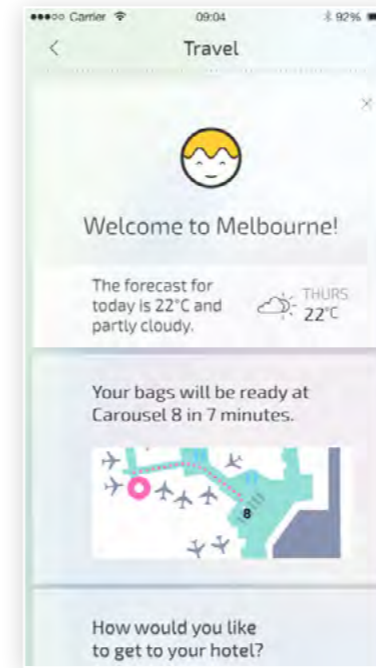
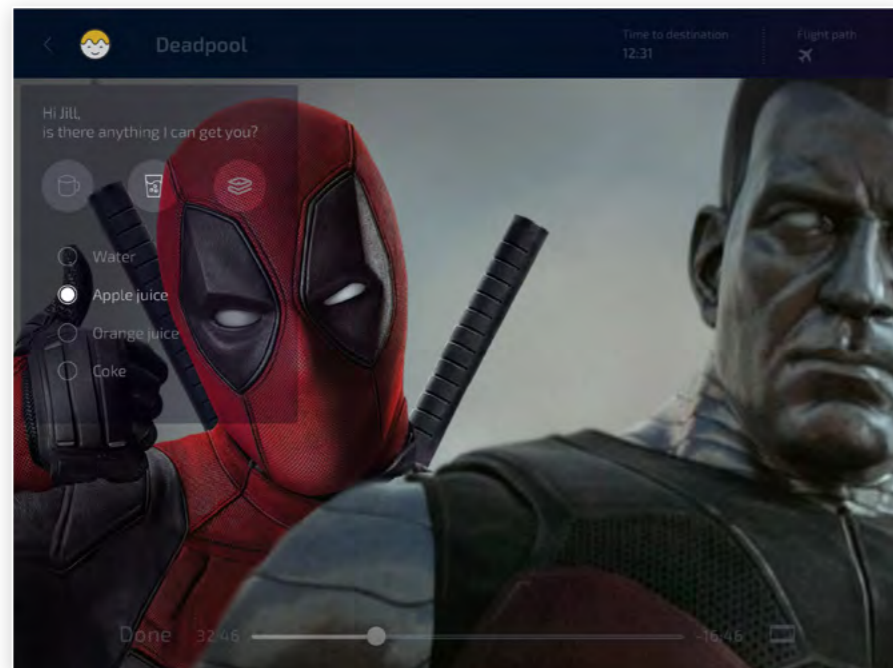
## Wearable



*During the flight Myia notifies Jill of meal times and alerts her when to stand or have a short walk.*



*Myia informs Jill when and where to claim her baggage.*





*Hello,  
how can I help  
you today*