

Nomination: 18555

Air India Mobile App - Your digital travel buddy!

Page: General Information

Name of Organization / Company

Air India Ltd.

Logo

Download File (https://asiasteveawards.secure-platform.com/file/27585/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyNzU4NSwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9YUUg?Air-India-Logo_RGB_Pos.png)

Web Site Address

www.airindia.com (<http://www.airindia.com>)

Page: Entry Information

Entry Title

Air India Mobile App - Your digital travel buddy!

Category

F55 - F62 - Award for Innovation in Apps > F60. Award for Innovation in General Utility Apps

Submission Format

An Essay of up to 625 Words

Essay

Founded in 1932, Air India is India's flagship carrier, offering domestic and international flights. With a rich history, it serves as a vital link connecting passengers across the globe.

As part of Air India's transformation journey, the all-new Air India mobile app has metamorphosed from a white-labelled product to a dynamic digital travel companion, with an enhanced user experience at its core. At the forefront of its innovation is a distinctive contextual home screen, designed to seamlessly showcase upcoming journey details in a single, intuitive scroll, providing users with a comprehensive overview at a glance. Noteworthy features of the application encompass:

Dynamic Splash: A Canvas of Wonders Unveiled

The journey begins with a dynamic splash, a visual overture that transports users to far-off lands through image-based fact cards of popular destinations. From the majestic Himalayas to the vibrant streets of New York, the app's dynamic splash sets the stage for an exciting adventure.

Flight Status: The Showstopper Feature

In this story, the highlight is the Flight Status feature. It's the pulse of the journey, providing 10-13 real-time statuses that transform uncertainty into assurance. A snapshot of flight details, seamlessly shareable with contacts, ensures that every traveller is cognisant, keeping loved ones informed and connected.

AI Integrated Chatbot: Meet AI.g

The app's intelligent chatbot named AI.g engages users in a conversation, providing real-time assistance and information. Seamlessly integrated into the user experience, the chatbot becomes a virtual concierge, guiding travellers through their journey with personalised recommendations and instant solutions.

My Trips: Personalised Journeys Unveiled

This section not only showcases active and past journeys but unveils personalised and customisable travel cards, beautifully designed to reflect each user's unique journey. Additionally, users can view the in-flight dining menu even when offline, enhancing the anticipation of their culinary experiences.

Boarding Pass: A Keepsake of Journeys Past and Present

Boarding passes in hand, users can not only view the passes of active flights but also revisit those from journeys past. Also, for checked-in travellers, the boarding pass is displayed as the first item on the home screen. Once viewed, the boarding pass will be visible even when offline.

Airport Information: All Under One Roof

The Airport Info feature consolidates all essential information under one roof. From baggage issues to airport WIFI details, users navigate the complexities of airports effortlessly.

Travel Information: Empowering Journeys with Knowledge

With the vision of traveller empowerment, the Travel Info feature unveils country-specific documents and guidelines. Travellers are not just passengers; they become informed explorers, ready to embrace new cultures with confidence.

Lounge Finder: Where Comfort Meets Convenience

The Lounge Finder feature is a treasure map, offering details and amenities at their fingertips. From Wi-Fi availability to shower facilities, the app transforms the wait into a luxurious interlude.

Airport Transfer: Seamless Transitions on Land

As travellers touch down, the Airport Transfer feature seamlessly transitions them from air to land. Integrated cab booking, rental services, and outstation options redefine convenience, ensuring that the journey continues with the same level of comfort and efficiency.

Explore India: A Kaleidoscope of Events and Festivals

This is an ever-changing kaleidoscope of event-based recommendations and upcoming festivals. Stunning transitions between cards reveal the cultural richness of India, inviting users to immerse themselves in the vibrant tapestry of the country.

The app's essence extends beyond the physical journey—into the realm of notifications. Users are not merely informed; they are connected to the pulse of their journey, receiving timely updates that enhance their travel experience.

Additionally, the Loyalty program offers users exclusive privileges, personalised offers, and most importantly a sense of belonging.

In essence, the Air India app is more than a tool for travel; it's a narrative waiting to be written, a canvas awaiting the strokes of exploration.

For this category please provide

An essay of up to 625 words describing the app and the innovative aspect of the app since July 1 2021 that you are nominating, **OR** a video of up to five (5) minutes in length illustrating the same.

If you provide a written essay, you must also provide a demonstration video about the app of up to three (3) minutes in length. You must attach the demonstration video to your entry through our attachment/link uploading tool. If you provide a video instead of a written essay, the additional video is not required.

Optionally, you may list creative and production credits for your app - a list of the people and organizations that contribute to its development.

File 9

No File Uploaded

File 10

No File Uploaded

Do You Have Website URLs you would like to link to

Yes

URL 1

<https://www.airindia.com/in/en/app-features.html> (<https://www.airindia.com/in/en/app-features.html>)

URL 2

<https://apps.apple.com/us/app/air-india/id932302964> (<https://apps.apple.com/us/app/air-india/id932302964>)

URL 3

<https://play.google.com/store/apps/details?id=com.bets.airindia.ui> (<https://play.google.com/store/apps/details?id=com.bets.airindia.ui>)

URL 4**URL 5****URL 6****URL 7****URL 8****URL 9****URL 10**

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Terms and Conditions

I Agree