

ThoughtWorks®

# EMBRACING DIGITAL IN AIR TRAVEL

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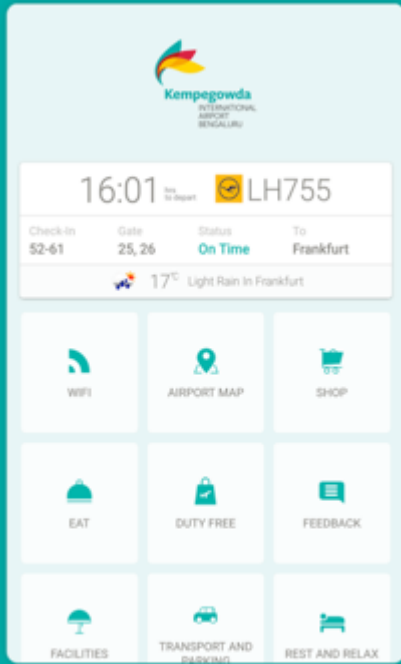
# THE DIGITAL CONVERGENCE

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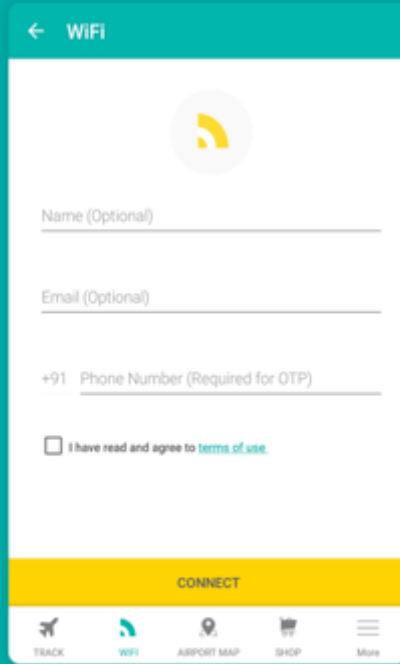
**“Airports still feel like the price we pay to travel, somewhere we are *trapped* and long to escape from.”**



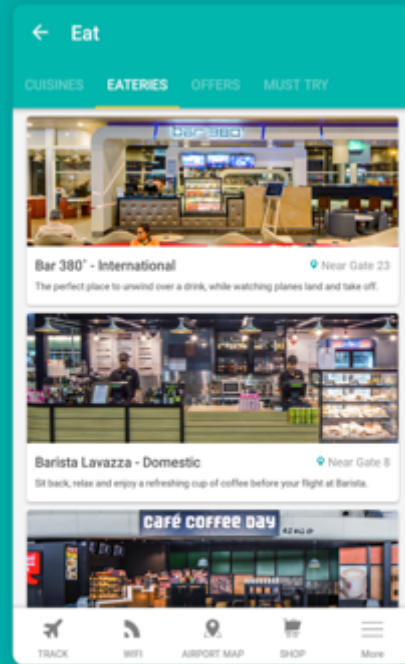
An easy to use dashboard, gives you access to all the app features at your fingertips.



Your personal flight tracker, gives you all the details regarding your flight and notifies you of any changes.



Easily connect to WiFi when you are at the airport.



Give your taste buds a treat. Visit the eat section to find out all the cuisines available at KIAB.



# EVOLVING INTERACTIONS



## In the US...

- Half of smartphone users download *zero apps* per month.
- 77 percent of users *never use* an app again 72 hours after installing



**WeChat**



NITIN SHARMA  
at kerb area

ETA to store  
00:22:30



KALPANA

KAPIL



A person is seen from behind, wearing a VR headset and sitting in a simulator. They are looking out a large window at a virtual Mars-like landscape with orange-hued mountains and a desert floor. A futuristic HUD is overlaid on the scene, featuring various gauges and data readouts. On the right side of the HUD, there are labels for 'BATTERY', 'SOLAR INTAKE', and '8'. The overall atmosphere is one of advanced technology and exploration.

IT'S TIME TO GO FURTHER.



# RISE OF THE ROBOTS

AT&T

12:22 AM

73%

What can I help  
you with?

?



# NESCAFÉ Dolce Gusto







**EXPANDING THE  
BUSINESS MODEL**



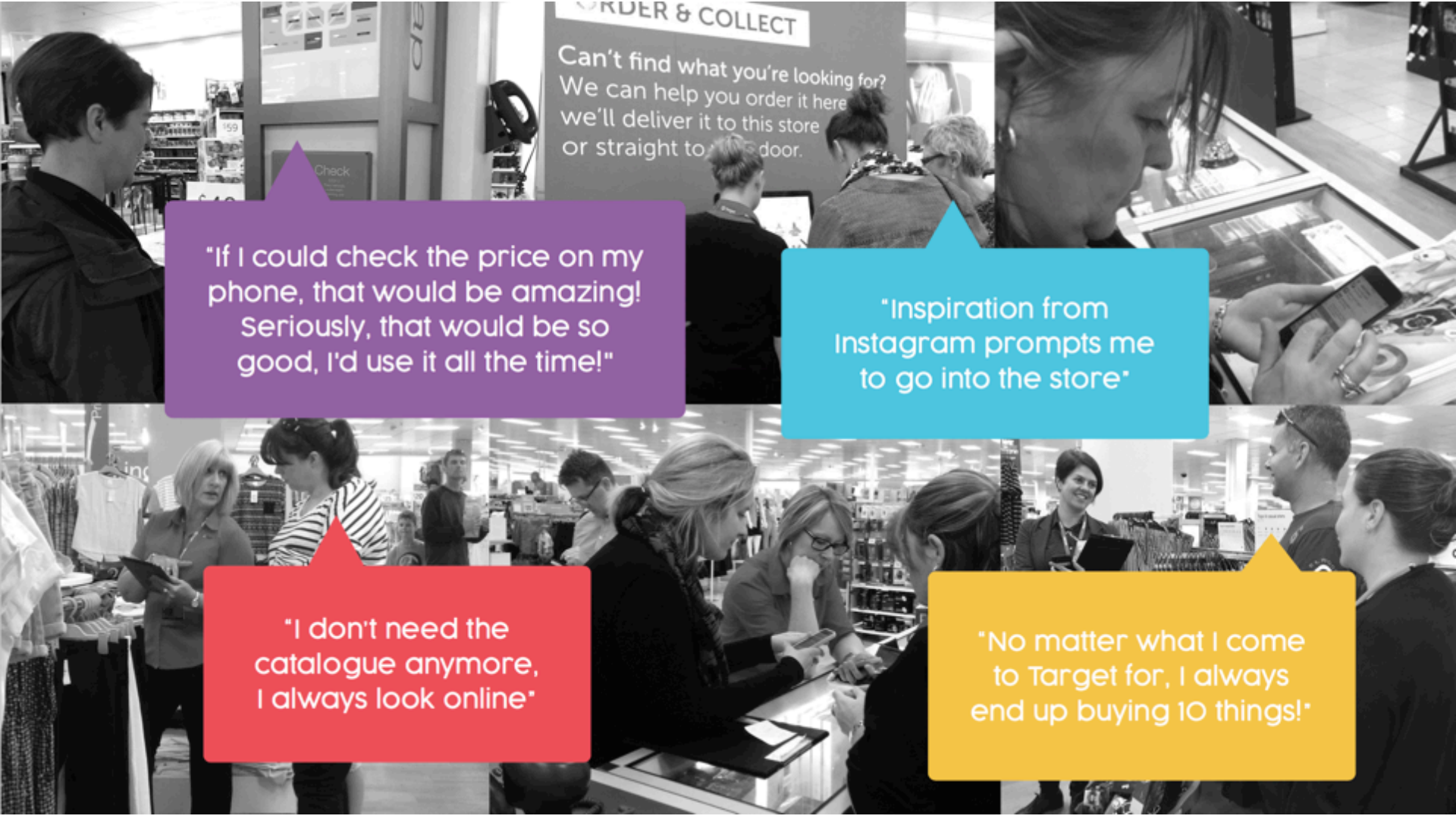


A dramatic sunset over the ocean. The sky is filled with vibrant orange, red, and yellow hues, transitioning into darker blues and greys as it reaches the horizon. The sun is partially obscured by clouds, creating a soft glow. In the foreground, a dark surfboard stands upright on a sandy beach, its tip pointing towards the horizon. The ocean waves are visible in the distance, reflecting the colors of the sunset.

# **HOW CAN WE EMBRACE DIGITAL CHANGE?**



**TALK TO CUSTOMERS**



ORDER & COLLECT

Can't find what you're looking for?  
We can help you order it here  
we'll deliver it to this store  
or straight to your door.

"If I could check the price on my phone, that would be amazing! Seriously, that would be so good, I'd use it all the time!"

"Inspiration from Instagram prompts me to go into the store"

"I don't need the catalogue anymore, I always look online"

"No matter what I come to Target for, I always end up buying 10 things!"



**EXPERIMENT**

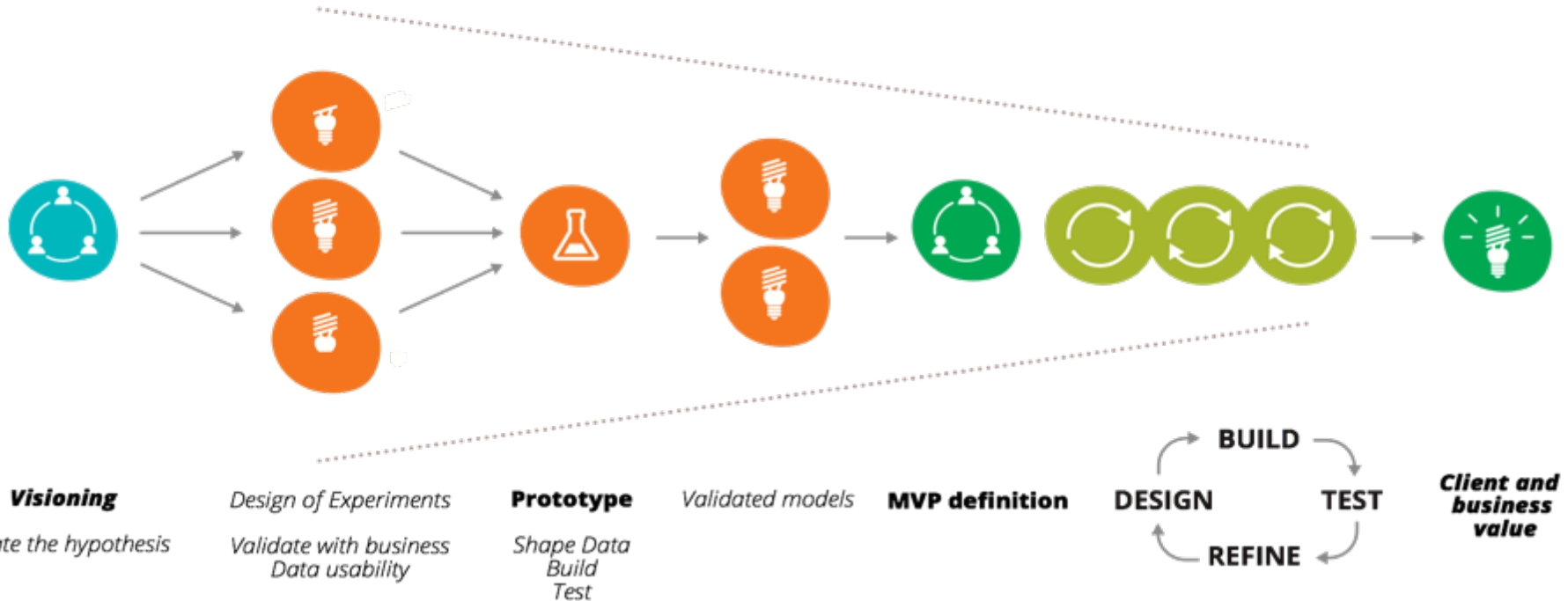
A person is seen from behind, standing in a room with a wall covered in numerous sticky notes and diagrams. The person is wearing a light-colored long-sleeved shirt and dark pants. The wall is densely populated with small rectangular notes, some of which are connected by thin lines, suggesting a complex project plan or workflow. The overall lighting is warm and orange-toned. The text 'AGILE DELIVERY' is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

# AGILE DELIVERY

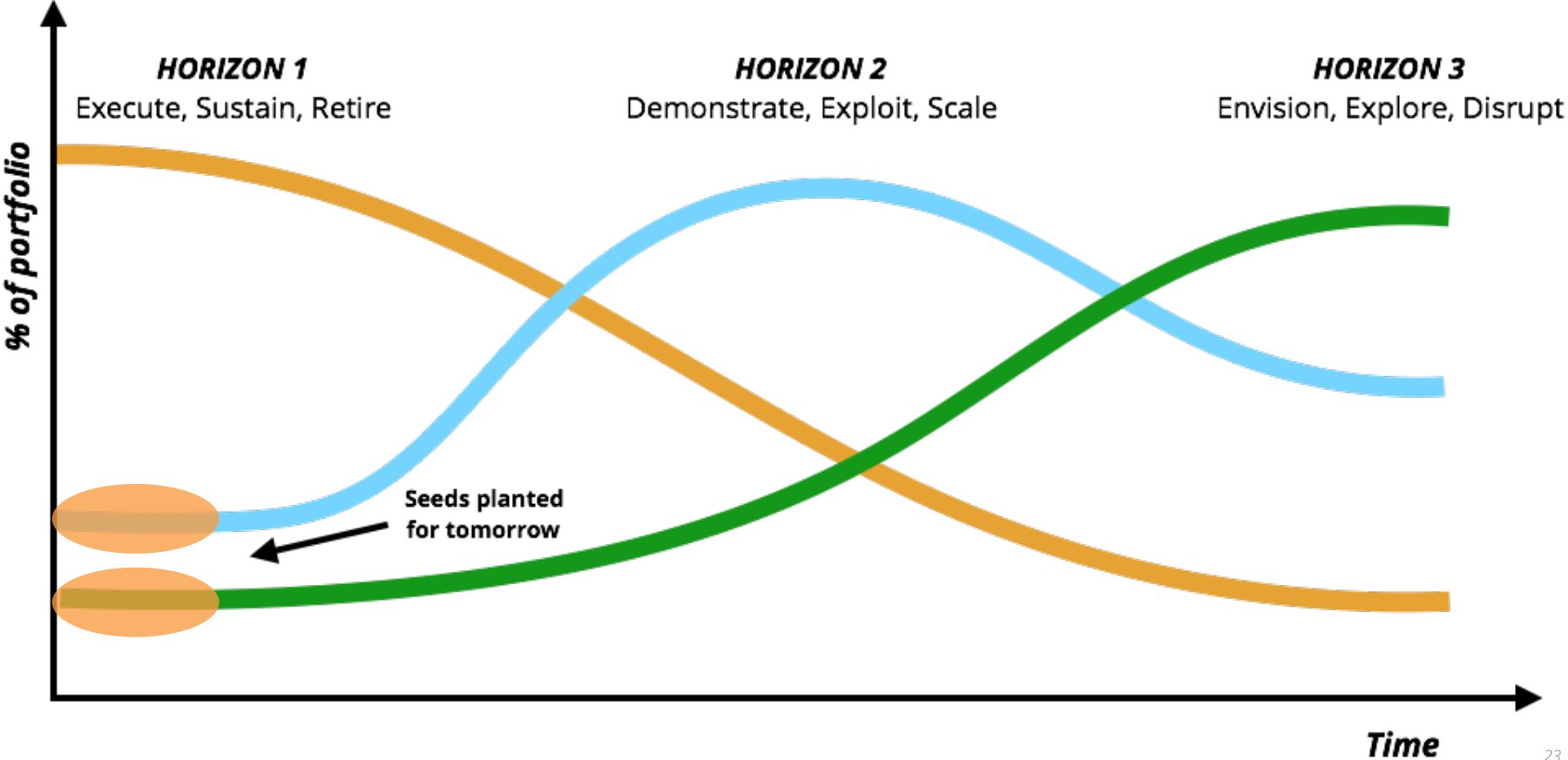
Not for distribution and for discussion purposes only.

# BUILD THE RIGHT PRODUCT

# BUILD THE PRODUCT RIGHT



# INVESTING IN CHANGE





# THE BIG SHIFT



A young boy wearing a pilot's cap and goggles is holding a wooden airplane model. The background is a warm, orange-toned sky. The text "INNOVATION IS A JOURNEY NOT A DESTINATION" is centered over the image, flanked by two horizontal white lines.

**INNOVATION IS A JOURNEY NOT A DESTINATION**

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