

JetLite Case Study - Interactive Design



Blending Creativity and Technology to Deliver Better Business Solutions

New York . Toronto . Phoenix . Los Angeles . London . Dubai . New Delhi

Overview

- Faced with challenges of increasing competition online, JetLite determined that they should build a new best of breed website capable of showcasing their branding and driving usage of the site.

Challenges

- Since the primary source of bookings was online the website required to create a compelling and easy to use user experience.
- Moreover, the website needed to establish credibility and build trust in the brand.
- JetLite needed a website that would be the one stop shop for all information which needed to be easily accessible as the airline did not want to support the costs of running a contact center.
- JetLite needed to ensure consistency of the online medium with offline promotions, offers and communication.

eDynamic Approach

- Understood the philosophy behind the branding so that it could be transcended into the look & feel of the website
- Analyzed the competitive & Industry landscape - looked at the strategy of other airlines i.e. what were their focus areas
- Prioritized the information needs of the target audience and ran user scenarios to ensure that we had covered requirements
- Worked with the Marketing team to understand their roadmap - what campaigns and offers were being rolled out and aligned with their campaign calendar.

Solution

- Compelling Design consistent with the branding with a focus to provide a "LITE" feel.
- Ability to book tickets online via integration with their Booking Engine.

Home Page: This is where all users land and start experiencing the website. Information architecture of this page highlighting the important areas.



This component enables you to book your flights & check status online

Special offers displayed prominently to attract more customers to the website

Feedback forms to collect the data regarding the reviews & suggestions of the customers which will further help in enhancing the quality in future.

What to Book: Customer Journey starts here to help user what he requires in minimum possible steps to retain him through the process. Selecting Origin, destination and dates and then the flights for choice and the finally the fare details for User to decide.

Booking
Flight Schedule
Retrieve Booking

Return
 Oneway

Leaving From (Origin) :

Going To (Destination) :

Departure:

Return:

Adults (12 +)
Children (2 - 12)
Infants (0 - 2)

Select → Review → Details → Pay → Print

< Previous Day | Next Day >

DEPARTING FLIGHT
FROM : DELHI
TO : GOA
DEPART : 10/30/2007

Select	Flight	Depart	Arrive	Duration	Fare	Meal Type	
<input type="radio"/>	117	Tue 12:15	Tue 14:40	3:30 Hrs	INR 3675 + INR 1575 Taxes = INR 5250	Multimeal	Fare Rules
<input type="radio"/>	117	Tue 12:15	Tue 14:40	3:30 Hrs	INR 3675 + INR 1575 Taxes = INR 5250	Multimeal	Fare Rules

< Previous Day | Next Day >

RETURN FLIGHT
FROM : GOA
TO : DELHI
DEPART : 12/30/2007

Select	Flight	Depart	Arrive	Duration	Fare	Meal Type	
<input checked="" type="radio"/>	117	Tue 12:15	Thu 14:40	3:30 Hrs	INR 3675 + INR 1575 Taxes = INR 5250	Multimeal	Fare Rules
<input type="radio"/>	117	Tue 12:15	Thu 14:40	3:30 Hrs	INR 3675 + INR 1575 Taxes = INR 5250	Multimeal	Fare Rules

Select → Review → Details → Pay → Print

FLIGHT DETAILS

	Flight	Date	Depart	Arrive	Duration	Meal Type
DEPART	231	1Nov 07	Delhi 07:10	Bangalore 09:45	2:35 Hrs.	Breakfast
RETURN	231	1Nov 07	Bangalore 20:45	Delhi 22:50	2:35 Hrs.	Snacks

FARE DETAILS

Passengers	Fare Per Passenger	Taxes and Surcharges	Sub Total
2 Adults	INR 4150.00	INR 1525.00	INR 5675.00
2 Children	INR 4150.00	INR 1525.00	INR 5675.00
1 Infant	INR 450.00	INR 125.00	INR 575.00

Pay to Book: Now when User knows what he wants; interface to get the required details and payment for booking. Printable Web-Ticket/Receipt to end the Customer Journey of booking.

Select Review **Details** Pay Print

ITINERARY DETAILS

	Flight	Date	Depart	Arrive	Duration	Meal Type
DEPART	231	1Nov 07	Delhi 07:10	Bangalore 09:45	2:35 Hrs.	Breakfast
RETURN	231	1Nov 07	Bangalore 20:45	Delhi 22:50	2:35 Hrs.	Snacks

PASSENGER DETAILS

Adult: 1

Title: First Name: Last Name:

Photo ID: Pan Card Jet Privilege No.:

Adult: 2

Title: First Name: Last Name:

CONTACT DETAILS

Address:

City: State: Postal Code:

Country: Email ID:

Home Tel.: Office Tel.: Mobile No.:


* Any one is Mandatory

PAYMENT DETAILS

Credit Card Type: Card Holder Name:

Credit Card No.: Card Expire Date:

CVV No.:



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Select Review **Details** Pay Print

Dear Mr. Chauhan Avadesh

Thank you for booking your travel on JetLite. Your itinerary details are given below. Also, you will shortly receive the ticket at your email address. At the time of travel, please carry print out of the email attachment along with Photo ID specified by you during the booking process.

Reference Detail:

Your PNR number is: J3JY1

Your booking reference number is: A96983-E20070929779852-P1237876-RO

Please quote your PNR number or Booking reference number for any future communication with JetLite regarding this transaction.

Passenger Details:

1. Mr. Chauhan Avadesh

Booking Date: 2/11/2007

Billing Address: 110 A Mahipalpur, Delhi, India

Email Id: avadesh@ini.co.in

ITINERARY DETAILS

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RETURN	231	1Nov 07	Bangalore 20:45	Delhi 22:50	2:35 Hrs.	Snacks

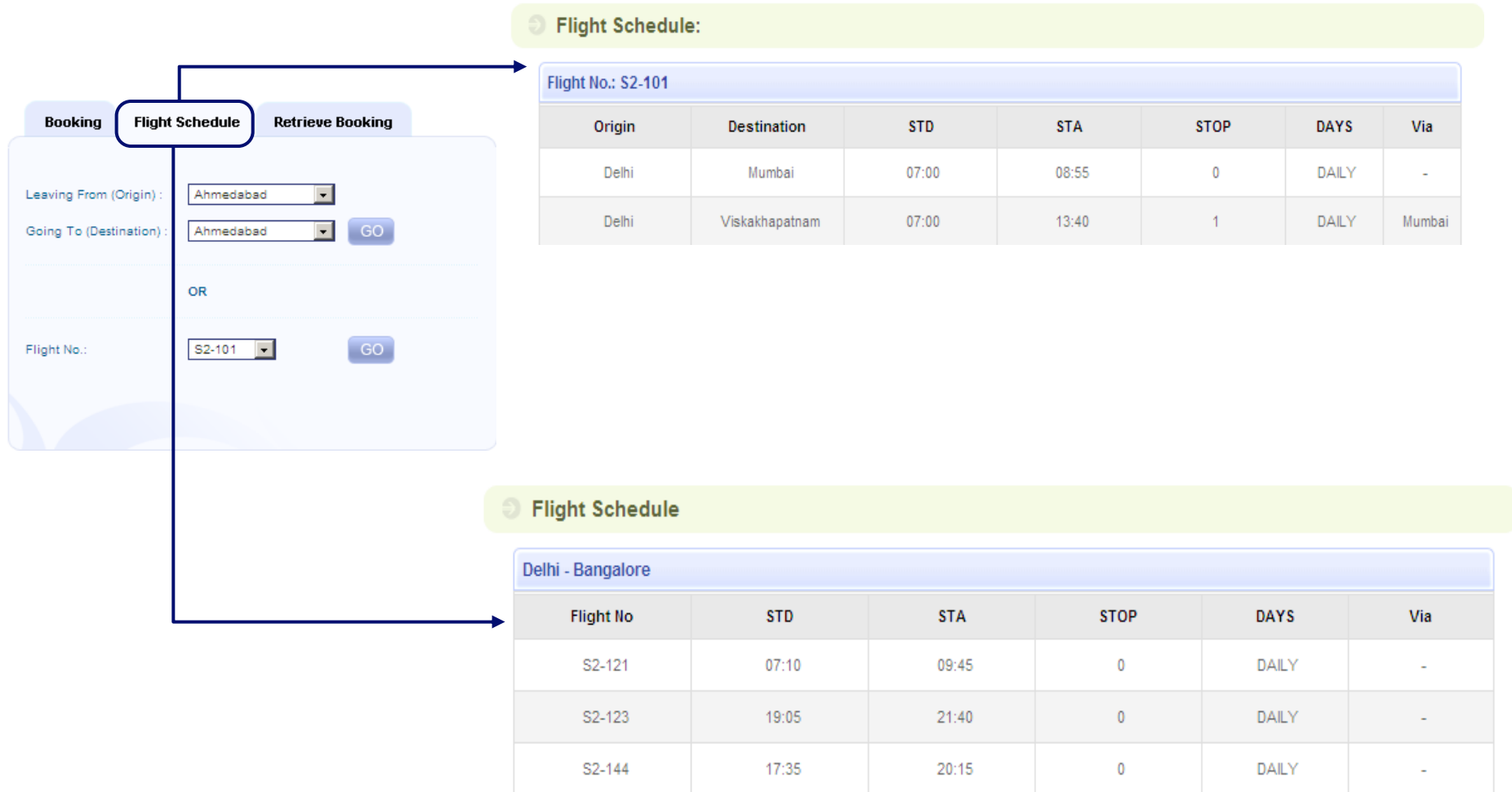
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1 Infant	INR 450.00	INR 125.00	INR 575.00

Total cost for all passengers including taxes & surcharges: INR 6700

[Print](#)

Get Flight Schedule: Easy 2 Steps; to get the flight schedules from 2 different ways; Origin-Destination or Flight Number.



The screenshot shows the 'Flight Schedule' section of the Jetlite website. It features three tabs: 'Booking', 'Flight Schedule', and 'Retrieve Booking'. The 'Flight Schedule' tab is active, showing two search methods: 'Leaving From (Origin) / Going To (Destination)' and 'Flight No.'. The first method has 'Ahmedabad' selected for both origin and destination, with a 'GO' button. The second method has 'S2-101' selected for the flight number, also with a 'GO' button. Two arrows point from the 'GO' buttons to the resulting flight schedule tables.

Flight Schedule: Flight No.: S2-101

Origin	Destination	STD	STA	STOP	DAYS	Via
Delhi	Mumbai	07:00	08:55	0	DAILY	-
Delhi	Visakhapatnam	07:00	13:40	1	DAILY	Mumbai

Flight Schedule: Delhi - Bangalore

Flight No	STD	STA	STOP	DAYS	Via
S2-121	07:10	09:45	0	DAILY	-
S2-123	19:05	21:40	0	DAILY	-
S2-144	17:35	20:15	0	DAILY	-

Check Flight Status: Get Flight Status in easy steps by Flight or by Airport.

Check Flight Status

By Flight:
Flight Number: S2
Flight Date:

By Airport:
Airport:

Flight Status Details

Flight Number: S2

Flight Date:

Flight No. : S2-631

Flight ID	Airport	Date	Departure	Arrival
S2-631	JAI	19 JAN	1220	-
S2-631	AMD	19 JAN	1350	1320
S2-631	BLR	19 JAN	-	1555

Real Time Flight Status

Select Airport:

DEPARTURE					ARRIVAL				
To	Flight No	STD	ETD	Status	From	Flight No	STA	ETA	Status
Mumbai	S2-624	2130	2130	On Time	Mumbai	S2-623	2020	2040	20 Min. (D)
Colombo	S2-541	2300	2300	On Time	Bengaluru	S2-272	2145	2145	On Time
					Delhi	S2-251	2150	2150	On Time

Last updated at: 19:34

Lite Saver (Deals): Exciting and Selling point for website where user can get tempted to book.

Lite Saver fares starting as low as Rs. 505*/-

Start new year with great discounts. Buy tickets 45 days prior to the date of travel and get fares as low as Rs. 505*/-

[Fare Rules](#)

45 Days Advance Purchase Fares

eff. Dec 26, 2007

[Book Online](#)

Sector or v.v.		Basic Fare*
From	To	
Ahmedabad	Bengaluru	Rs. 995/-
Ahmedabad	Goa	Rs. 1495/-
Ahmedabad	Jaipur	Rs. 505/-
Bhubaneshwar	Delhi	Rs. 2295/-
Bhubaneshwar	Kolkata	Rs. 505/-
Bengaluru	Mumbai	Rs. 505/-
Bengaluru	Kolkata	Rs. 1495/-
Bengaluru	Coimbatore	Rs. 505/-
Bengaluru	Delhi	Rs. 1495/-
Bengaluru	Hyderabad	Rs. 505/-
Bengaluru	Chennai	Rs. 505/-
Mumbai	Chennai	Rs. 505/-
Mumbai	Kolkata	Rs. 1495/-
Mumbai	Coimbatore	Rs. 995/-
Mumbai	Bhuj	Rs. 1495/-
Mumbai	Delhi	Rs. 1095/-
Mumbai	Guwahati	Rs. 2795/-
Mumbai	Goa	Rs. 795/-
Mumbai	Hyderabad	Rs. 505/-
Mumbai	Srinagar	Rs. 2795/-
Kolkata	Guwahati	Rs. 505/-
Kolkata	Hyderabad	Rs. 895/-
Coimbatore	Delhi	Rs. 3295/-
Kochi	Delhi	Rs. 2795/-
Kochi	Hyderabad	Rs. 595/-
Kochi	Thiruvananthapuram	Rs. 505/-
Delhi	Jaipur	Rs. 505/-
Delhi	Guwahati	Rs. 895/-

Feedback/Suggestions box: An interface for users to communicate with JetLite for their grievances/appraisal 24X7

The screenshot shows the JetLite website homepage. At the top, there's a navigation menu with links for Lite Offers, Lite Deals, Where we Fly, About Us, and Our Services. Below this is a banner image of Indian architecture. The main content area features a 'Booking' section with options for Return or Oneway flights, departure and return dates, and passenger counts. A 'LITE SAVER OFFER' banner is prominently displayed. There are also sections for 'JetLite in News', 'LITE ME UP', and 'JetLite XPRESSIONS'. At the bottom, there are promotional banners for 'Call to Book', 'Ticket shops & Reservations Desk', 'SMS LITEH to 56388', and 'fun Shopping On Flight'.

You say it

Fields marked with * are mandatory

Title * : --Select--

First Name * :

Last Name * :

E-mail Address* :

JP Number :

Address Line 1 * :

Address Line 2 :

Address Line 3 :

Address Line 1 and PIN/ZIP are mandatory if the P.O. Box Number is not supplied.

P. O. Box Number :

Country * : --Select--

City * :

PIN/ZIP * :

Please include both your international dialing code and area code, wherever applicable in the Phone and Mobile fields.

Home Number * :

Office Number * :

Mobile :

Subject : --Select--

Your feedback / Suggestions * :

Yes, please send me a response :

E-mail Address :
(If you would like your response at a different Email address.)

Contact JetLite: Different mediums covered for contacting JetLite. Call, SMS or reach the local JetLite Office for anymore information.

Call to Book
1800-22-3020
30302020

[Phonetics](#)

Ticket shops & Reservations Desk

[More](#)

SMS LITEH to 56388 for flight related query

[More](#)

Our Offices

Select City

Call us on our toll free number 1800 22 3020 / 3030 2020

Delhi- City Office

Ground Floor
Dr. Gopaldas Bhawan
28, Barakhamba Road
New Delhi-110 001
Tel: 011 - 64587557
Fax: 011 - 23704156

Delhi- Airport Ticketing Office

Terminal 1-B
IGI Airport
New Delhi
Fax: 011 - 25672610
Terminal -2
IGI Airport
New Delhi
Fax: 011 - 25655306

Mumbai - ATO

Terminal 1-B Near
Golden Chariot Hotel
Domestic Airport
Santa Cruz East
Mumbai-400099
Tel: 022-26156567
Fax: 022-26156156

Bangalore - ATO

Vimanapura Post
Hal, Bangalore Airport
Bangalore- 560017
Tel: 080-25232143
Fax: 080-25222531

Chennai - ATO

Kamaraj Domestic
Terminal - 1
Link Building
Tirusillam
Chennai - 600027
Tel:044-22561293
Fax:0044-22560456

Kolkata - ATO

Netaji Subhash Chandra
Bose International
Airport
Kolkata - 700 052
Tel: 033-25118545
Fax: 033-25118442

SMS 56388



JetLite introduces the SMS Helpdesk

JetLite introduces the SMS Helpdesk. Now get instant access to the latest flight information on your phone with the JetLite SMS Helpdesk.

Convenience: Free

Info Query	Type text	Example	Send to
Flight status	LITE <FlightNo> <mm/dd>	LITE 104 12/08	56388
Fare search	LITEF <SecFrom> <SecTo>	LITEF BOM DEL	56388
Schedule	LITESCH <SecFrom> <SecTo> <mm/dd>	LITESCH BOM DEL 12/06	56388
Help for above Three	LITEH		56388

Disclaimer | DGCA Directives | Contact Us | Call Center: 1800 22 3020/3030 2020 © Jet Lite (India) Ltd.

Results

- Increased traffic on the website and click through rates.
- Steady increase in bookings done online since the new website was launched.
- Increased click through on special offers promoted on the website