

1 single app for 26 airlines



Industry

Travel & Logistics

Company

Star Alliance

Services

Application Development

Technology

Kotlin (Android), Swift (iOS)

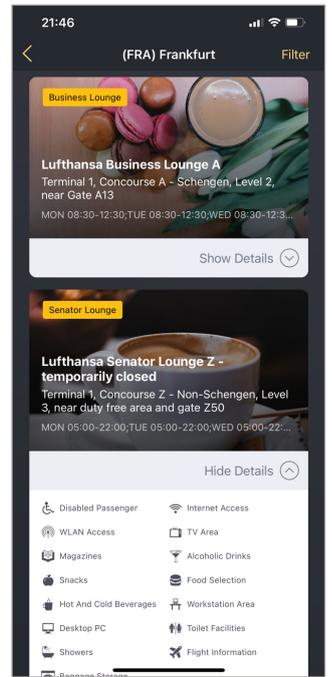
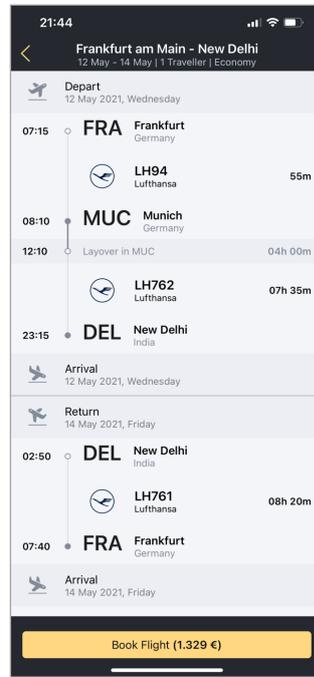
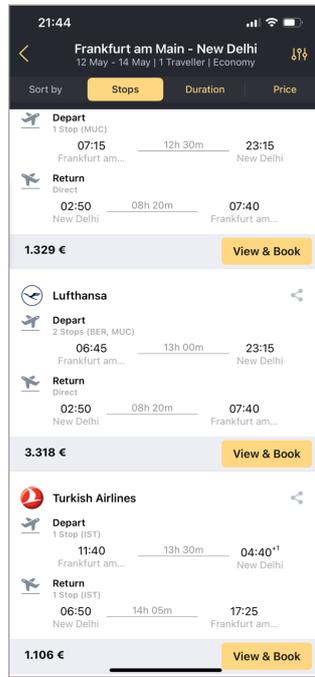
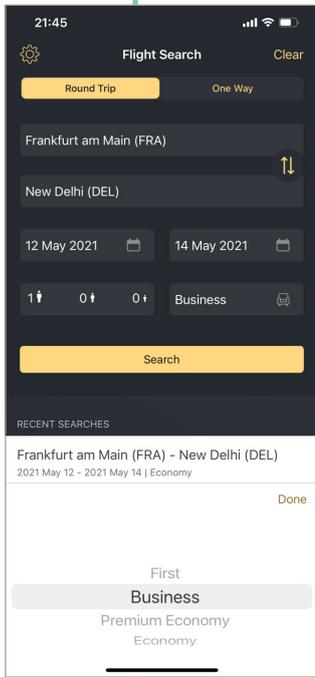
Goal & initial situation

Create a single application to service the millions of Star Alliance flyers, removing artificial online barriers between the 26 member airlines to create an easy to use, comprehensive mobile flight-and-fare search solution. To facilitate collaboration among the 26 member airlines for travellers to visualize a single flight network spanning 197 countries worldwide.

In a user-centric design and hyper-personalized world, it has become imperative to have an easy, intuitive, and flexible client-facing solution. Star Alliance was facing a challenge with their mobile solution; users could search for flights throughout the 26 members but could not see the flight price and could not make any reservations through the application. The result? A complicated user experience, requiring multiple applications and a solution that did not facilitate airplane ticket purchases.

Over the last six years, Nagarro and Star Alliance have worked together on multiple solutions. Now we embraced the challenge of fitting and enhancing a single flight-and-fare search solution to improve the Star Alliance travel ecosystem. Our goal? Create an excellent product for Star Alliance, and even more importantly, for their customers.





The challenges and the solution

If it were easy, the problem would have already been taken care of. In dealing with this kind of mobile solution, you face many moving pieces and unknown/changing requirements. We knew this when we agreed to try, it is our DNA, we love to solve the most complicated of challenges, that is where we are happiest.

Three things really stood out as both challenging and critical for success:

1. Requirements: Like many projects such as this, the requirements were not fully defined. We defined them together by reverse engineering them from the current solution and augmenting them with an enriched user experience.
2. Agility: It was imperative that we work in an agile way, the design and integration need kept evolving and we needed to constantly adjust and adapt.
3. Time-to-market: Time was off the essence! 90 days, from start to end, Star Alliance and Nagarro were determined to deliver a great application in a short amount of time.

The solution

A unique solution powered by Skyscanner, a search engine that fetches results and enables bookings. We designed the UI and created an easy-to-use, high-performance solution that enabled quick sorting and filtering to ensure successful navigation and better results.

Star Alliance travellers will now experience a much smoother process, both while searching for a trip and then booking one. This, in turn, will lead to greater customer retention for Star Alliance while also allowing them to acquire new clients. In just 90 days, we are proud to have created a unique solution for Android and iOS users, supporting multiple languages, going beyond the search-and-book function and instead becoming a compelling user experience for travellers.





Overview of the result

- Intuitive UI
- Added functionality (booking, filtering, sorting, search history, Add to trip)
- Multi-Language support
- Optimized for iOS/Android
- Business rules driven to enable meaningful search
- 90-day complete UI/UX creation and implementation turnaround

Potential impact to business

- Enhanced booking experience for travellers as they can now check the prices and schedule of flights before making their reservations
- Boost to revenues of Star Alliance member airlines from increased utility and use of the online portal
- Opportunity to broaden their audience by the addition of the new feature before flight booking
- Increased user retention in the application itself
- Reduction in distribution costs for airlines

“We have had a long-term relationship with Nagarro, they have always understood our needs and have always delivered the right solution. In the world of technology, it is easy to get caught up in the complexity of things, but with Nagarro, we are always more focused on the result, the destination, and how it will better our operations and in this case our customers’ complete booking experience. More than a vendor, they are a partner.”



Jeremy Drury
Director Digital & Technology Services, Star Alliance

About Nagarro

In a changing and evolving world, challenges are ever more unique and complex. Nagarro helps to transform, adapt, and build new ways into the future through a forward thinking, agile and CARING mindset. We excel at digital product engineering and deliver on our promise of thinking breakthroughs. Today, we are 8,400 experts across 26 countries, forming a Nation of Nagarrians, ready to help our customers succeed. www.nagarro.com