



Portfolio Presentation

Creating a world where everyone can fly





ValueJet

User Persona:

Name: Sarah

Age: 26 years

Occupation: Freelance Graphic Designer

**Valuejet Airlines User Status: First-time
user**



Empathy Map

THINK & FEEL

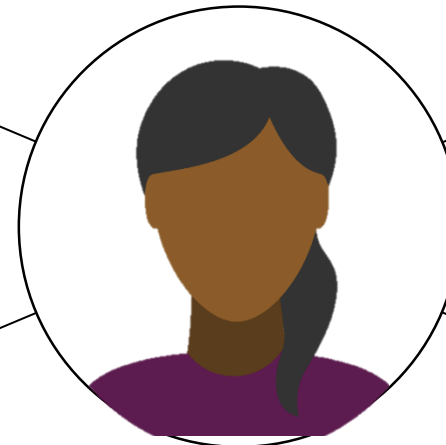
- Sarah is excited about traveling to attend her cousin's wedding in Lagos.
- She worries about whether the Valuejet Airline will deliver a good experience.
- Sarah is curious about how reliable the airline service will be.
- She hopes for a comfortable and stress-free journey.

HEAR

- Sarah hears from her friends that Valuejet's customer service is excellent.
- She reads positive reviews about the airline's punctuality and flight experience.
- Sarah hears about their on-time service and courteous staff.

SEE

- Sarah sees Valuejet Airlines' advertisements on social media.
- She browses the airline's website to know more about their services.
- She checks their flight schedules and ticket costs.
- She asks her friends who have used Valuejet before about their experience.



SAY & DO

- Sarah book's her flight ticket with Valuejet.
- She packs her bags and reaches the airport early.
- Sarah wants to get comfortable and straps her seatbelt.
- She secures her belongings and looks forward to a smooth ride.

PAIN

- Sarah is worried about her flight being delayed.
- She is also concerned about the level of comfort and service on-board.
- Sarah hopes the airline provides decent inflight entertainment.

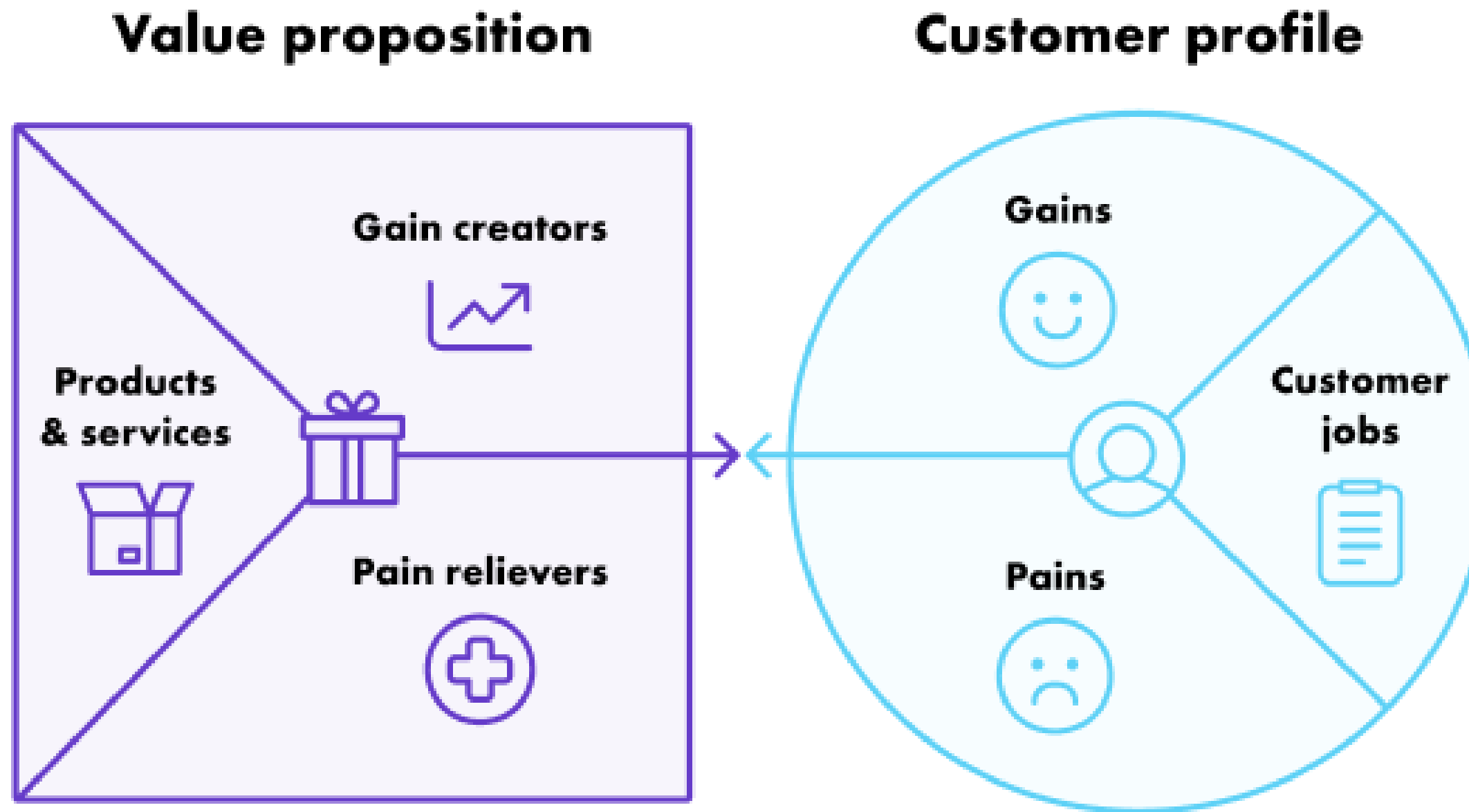
GAIN

- Sarah will enjoy the flight if the service is prompt and friendly.
- She will appreciate if the airline provides fresh meals during the flight.
- Sarah wants a hassle-free check-in and smooth onboarding experience.

CONCLUSION

From the empathy map, we can discern that Sarah's primary concern is the reliability of Valuejet Airlines. She hears positive reviews from her friends and values their opinion above all. Sarah expects prompt service, courteous staff, and decent inflight amenities. Understanding customers' pain points and goals can help airlines improve their services to meet customers' needs





A value proposition is a clear statement of the unique value that a product or service provides to its customers.

It should answer the following questions to differentiate the brand from its competition:

1. What is the product or service?
2. Who is the target customer?
3. What is the problem the product or service solves or the need it satisfies?
4. What is the unique benefit that the product provides to solve the problem or meet the need?
5. How is the product or service better than the competition?

Using this framework, the value proposition for ValueJet is:

ValueJet is an affordable airline that provides safe and reliable flights to budget-conscious travelers. Our target customers are cost-conscious travelers who value high-quality service and safety. We solved the problem of expensive air travel by offering competitive pricing and a hassle-free travel experience. We provided a unique benefit of easy booking with no hidden fees, comfortable seating, and friendly and helpful customer service. Unlike our competitors, we did not charge for baggage, and we provided a pleasant flying experience that kept our customers coming back.

As a potential buyer, your journey with ValueJet involved discovering the brand, evaluating the services, making a purchase decision, and experiencing our outstanding customer service.

Buyer's journey for Valuejet



Awareness



You come across ValueJet through a friend's referral or social media ads. From here, you start to research and learn more about the company through their website, online reviews, and social media channels.

Consideration



As you evaluate ValueJet's services, you find that they offer top-quality printing products ranging from business cards, brochures, flyers, to large format printing and other promotional materials. You also discover that their prices are affordable without compromising on quality.

Purchase decision



At this point, you may be hesitant due to your past experiences with other printing companies. Still, after observing rave reviews, you decide to place an order with ValueJet. The online platform is user-friendly, and you can customize your order with ease with support from the customer service team.

Post - purchase decision




Once you complete your order and submit your design files, you'll receive notifications on your order's progress, keeping you updated throughout the process. If you have any questions or concerns, the customer support team is always available to provide answers.

Loyalty



After receiving your order, you notice the exceptional quality of the print materials. You immediately start to promote ValueJet to friends and colleagues. Loyalty rewards are added incentives to continue using ValueJet's printing services.



In conclusion, ValueJet's customer-centric approach makes it easy for potential buyers to discover, evaluate, purchase and become loyal customers. They offer affordable printing products, quality customer service and a seamless buying process, which makes them a preferred choice for all printing needs.

GTM CHANNELS

Loyalty Programs:

Implementing a loyalty program encouraged customers to book with ValueJet again and again. The program offered rewards such as frequent-flyer miles, priority boarding, and free baggage allowances to customers who booked multiple flights with the airline.

Targeted Advertising:

ValueJet used targeted advertising to reach potential customers who were most likely to be interested in its affordable and reliable air travel services. This was achieved through social media ads, Google AdWords, and other online platforms. The messaging emphasized the benefits of choosing ValueJet over competitors, such as lower prices, convenient schedules, and high-quality service.

Influencer Marketing:

Partnering with influencers who have a large following on social media was an effective way to increase brand awareness and reach new audiences. ValueJet collaborated with influencers who aligned with the airline's values and mission, and offered incentives such as free flights and exclusive promotions in exchange for promoting the airline to their followers.

Public Relations:

ValueJet used public relations to generate positive media coverage and to enhance its reputation. This included pitching stories to journalists and bloggers, issuing press releases about new routes or services, and responding quickly and effectively to customer complaints and feedback.

Referral Programs:

Offering a referral program to customers was a powerful way to drive new business. ValueJet offered rewards such as discounts on future flights or exclusive promotions to customers who refer friends and family to the airline.

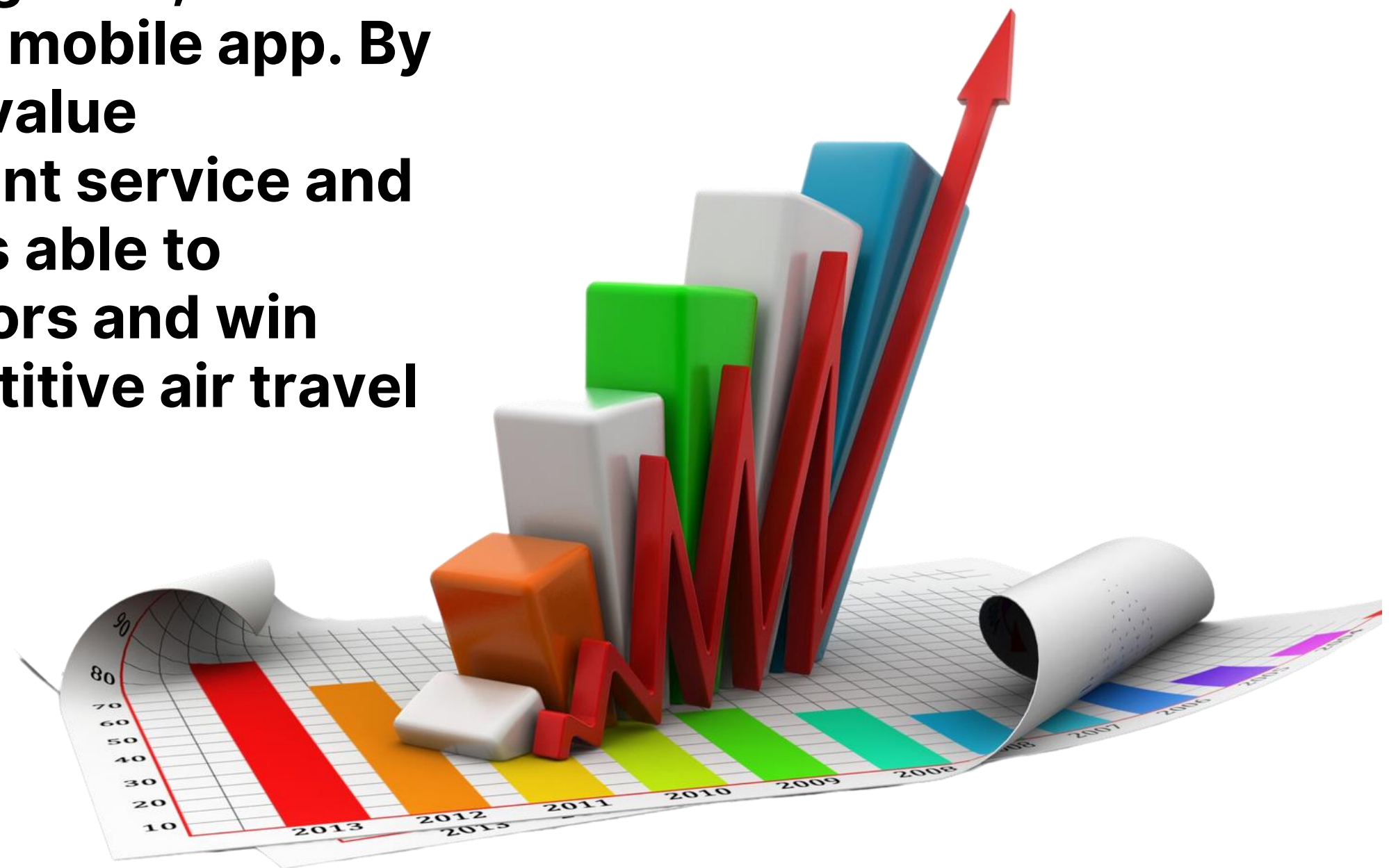
Partnerships:

Partnering with other businesses and organizations helped ValueJet expand its reach and access new customers. For example, the airline partnered with hotels, car rental companies, and travel booking websites to offer bundled packages that includes flights and other travel-related services.

Mobile App:

Launching a user-friendly and well-designed mobile app made it easier for customers to book flights and access ValueJet's services on the go. The app is also used to offer exclusive promotions and deals to app users, increasing customer loyalty and advocacy.

Overall, an effective go-to-market strategy for ValueJet involved a combination of targeted advertising, influencer marketing, public relations, referral and loyalty programs, partnerships, and a user-friendly mobile app. By emphasizing the airline's unique value proposition and providing excellent service and value to customers, ValueJet was able to differentiate itself from competitors and win market share in the highly competitive air travel industry.



Product map

Phase 1	Phase 2	Phase 3		Phase 4		Phase 5		Phase 6		Phase 7	Phase 8	Phase 9	Phase 10
Research and Analysis	Design and Prototyping	MVP Development		Feature Development		User Acquisition		Scaling		Localization	Partnership and Integration	Continuous Improvement	Expansion
Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Ongoing	Ongoing
Conduct market research to understand customer needs and preferences	Create wireframes and mockups for the app	Build a minimum viable product (MVP) with core features		Develop additional features such as payment integration, booking history, and notifications		Develop a marketing plan to attract new users to the app		Build out infrastructure to handle increased user demand		Translate the app into multiple languages to appeal to a global audience	Develop partnerships with airlines, hotels, and other travel providers to offer bundled packages and discounts	Monitor user feedback and usage patterns	Expand the app to new markets and regions
Analyze competitor apps and identify gaps in the market	Develop a prototype and gather user feedback	Test the MVP with a small group of users and gather feedback		Test each feature and gather feedback from users		Implement search engine optimization (SEO) and app store optimization (ASO) strategies		Add new features to the app based on user feedback and market trends		Implement local payment options and currency conversion	Integrate with third-party services such as Google Maps and TripAdvisor to enhance the user experience	Continuously improve the app based on user feedback and market trends	Develop new features and functionality to stay ahead of the competition
Identify potential features and functionalities for the ValueJet app	Iterate on the design based on user feedback and usability testing	Make necessary improvements based on user feedback		Iterate on features based on user feedback		Launch targeted advertising campaigns		Expand marketing efforts to reach a wider audience		Test the localized versions of the app with users in different regions	Test integrations with partner services and gather feedback from users	Stay up-to-date with new technologies and features to stay competitive	Build out partnerships and integrations with new providers and provider

User narrative design for ValueJet

SCENARIO

John travels frequently for work and leisure, and is always looking for ways to make his travel experience more convenient and affordable. He often spends a lot of time researching flights, hotels, and transportation options, and finds it difficult to keep track of all the details.

NARRATIVE

John discovers ValueJet, a new travel app that promises to make his travel experience more convenient and affordable. He downloads the app and creates an account, inputting his travel preferences and loyalty program information.

Upon opening the app, John is presented with a personalized dashboard that displays his upcoming trips, loyalty program points, and any promotions or deals relevant to his travel preferences. He is also able to easily search and book flights, hotels, and transportation options within the app.

When John books a flight, he receives real-time updates on any changes to the flight status, gate information, and baggage claim information. He is also able to access his boarding pass and other travel documents within the app, eliminating the need to carry multiple physical documents.

During his trip, John uses the app to find nearby restaurants and attractions, and receives recommendations based on his personal preferences and previous travel history. He is also able to easily book transportation and activities within the app, without having to navigate multiple websites and apps.

Upon returning home, John is able to easily track his loyalty program points and rewards within the app, and receives personalized recommendations for future travel based on his travel history and preferences.

Overall, John finds that ValueJet has made his travel experience more convenient and affordable, and he continues to use the app for all of his travel needs.



John

Frequent traveller who values
convenience and affordability

Age - 35 yrs

User narrative design for ValueJet

USER STORY



Sarah

Marketing Manager Travel

Age - 26 yrs

Frequency: Once a month

Sarah is a busy marketing manager who travels once a month for work. She always books her travel arrangements through a travel agency, but has found the process to be time-consuming and sometimes frustrating. She's heard about ValueJet and is interested in trying it out to see if it can simplify the booking process for her.

Sarah downloads the ValueJet app and creates an account. The app is user-friendly and easy to navigate, so she's able to quickly find and select her preferred flight and hotel options. She's pleasantly surprised by the app's recommendation engine, which suggests hotel options based on her travel preferences and past bookings.

Once Sarah has selected her travel arrangements, she's able to pay for everything within the app using her preferred payment method. She appreciates the convenience of being able to book and pay for everything in one place.

On the day of her trip, Sarah uses the app to check in for her flight and receives real-time updates on any delays or changes to her itinerary. She's able to view her hotel booking details and easily navigate to the hotel using the app's integrated maps feature.

Overall, Sarah is impressed with the ValueJet app and its ability to simplify the travel booking process. She plans to continue using the app for all of her future travel arrangements, both for work and personal trips.

User narrative design for ValueJet

USER STORY



Mark
Businessman

Age - 40 yrs

Frequency: Twice a week

Mark is a busy business traveler who frequently travels for work. He needs to book flights, hotels, and car rentals on a regular basis, and the process can be time-consuming and stressful. He's heard about ValueJet and decides to give it a try to see if it can simplify his travel booking process.


Mark downloads the ValueJet app and creates an account. He enters his travel preferences and past booking history, which helps the app provide personalized recommendations for flights and hotels that meet his needs.

Using the app, Mark is able to quickly and easily compare flight options and select the one that best fits his schedule and budget. He's able to book his flight, hotel, and car rental all within the app, which saves him time and effort.

On the day of his trip, Mark uses the app to check in for his flight and receives real-time updates on any changes or delays. He's able to easily access his hotel booking details and navigate to the hotel using the app's integrated maps feature.

During his trip, Mark uses the app to stay organized and on schedule. He's able to view his itinerary at a glance, track his expenses, and access important travel information like weather forecasts and local maps.

Overall, Mark is impressed with the ValueJet app and how it simplifies the travel booking process for him. He plans to continue using the app for all of his future business trips.



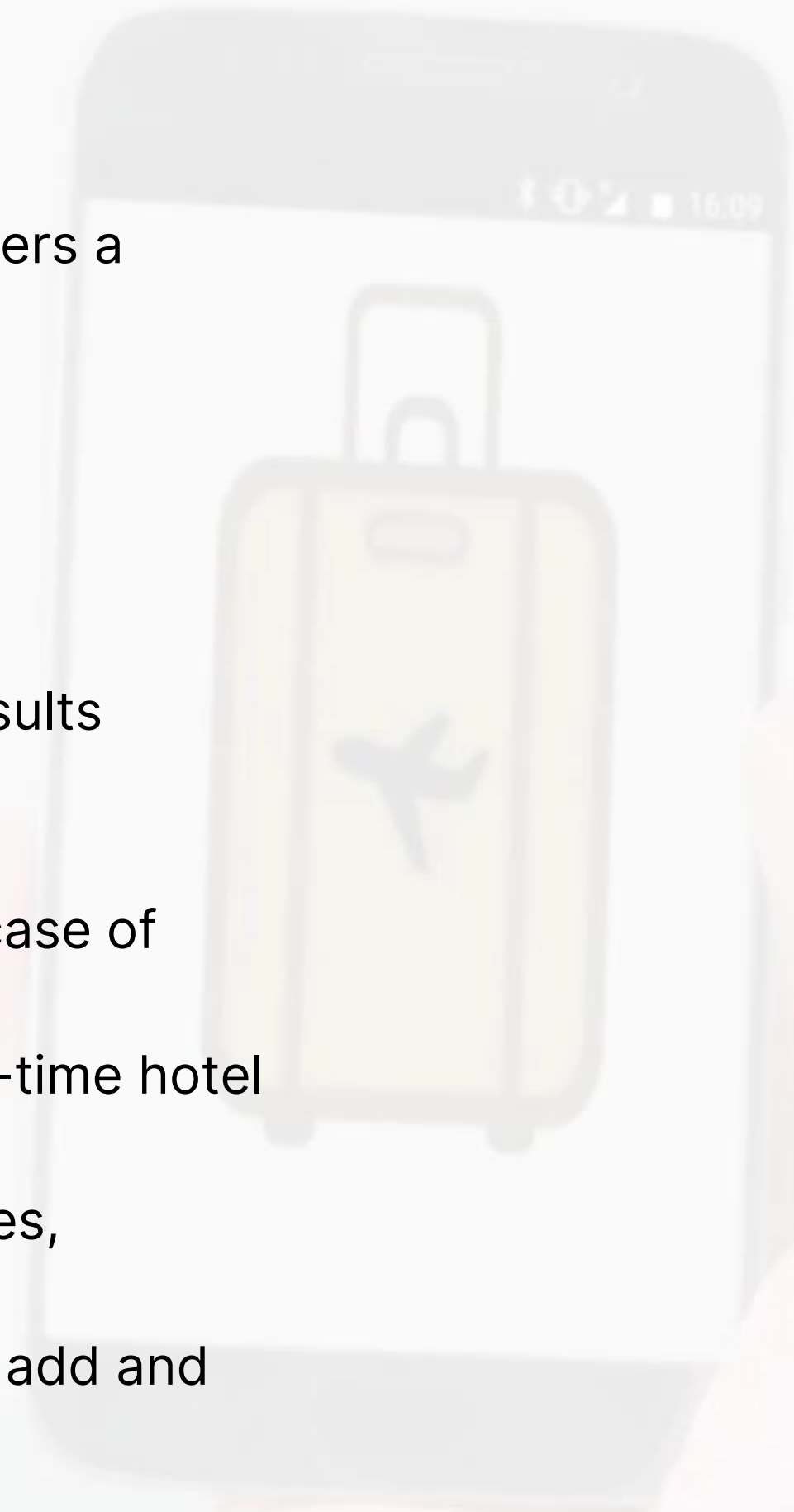
By designing a user story like this, ValueJet can better understand the needs and pain points of their target audience and tailor their app features and functionality to meet those needs. It can also help guide the development of new features and improvements to the user experience

MVP

Objective: To create a minimum viable product (MVP) for ValueJet that offers a seamless and personalized travel booking experience for users.


Features:

- User account creation and login
- Intelligent flight and hotel search algorithms that personalize search results based on user preferences and past bookings
- Integration with payment gateway for secure payment processing
- Real-time flight updates and notifications with automatic rebooking in case of flight delays or cancellations
- Hotel booking details and integrated maps for easy navigation and real-time hotel availability updates
- Personalized travel recommendations and suggestions for local activities, restaurants, and events
- Basic travel itinerary management and organization, including ability to add and manage reservations for flights, hotels, and activities



User flow





By focusing on these core features, ValueJet can create an MVP that offers a seamless and personalized travel booking experience for users. This can differentiate the product from competitors and provide a compelling value proposition for customers. As the product evolves, ValueJet can continue to add new features and functionality to further improve the user experience.