Level 11 is a user experience and software development firm that helps transform how customers interact with your company and brand.

Transforming the Experience of Air Travel
Level 11 | Be Disruptive™
March, 2018
The air travel industry is being disrupted. With many new players, options and business models, competition comes in more forms and from more places than ever.

Those that succeed will need to combine best practices and innovation, to create a traveler and employee experience that is truly transformational, practical and scalable.
Level 11 is the only company in the world to successfully design, build and deploy projects of this magnitude and complexity.

We can help the air travel industry:
• Enhance convenience for travelers
• Transform the experience from “necessary” to a positive part of the “journey”
• Deepen traveler and concessioner engagement
• Create safe, secure and fun venues
Level 11 creates connected ecosystems by...

...curating innovative, personalized experiences

...on a contextually-aware, seamless experience platform

...that bridges disparate systems.

XDE
Orchestr8
Partner Integrations

L11 SOLUTION

PROPRIETARY & CONFIDENTIAL
The Journey Starts and Ends at Home

Extending [Company’s] relationship with the traveler beyond their time at the airport

Engaging at the appropriate times

Building a foundation for an extensible system.
Experience Elements Across the Guest Journey

Engage your guests early, allowing them the opportunity to browse, pre-order, reserve...and open their second wallet.

Let the fun begin by providing your guests frictionless transit, check-in and wayfinding.

Provide seamless, real-time experiences via curated personalized services, location awareness and entitlements.

Provide experiences via curated personalized services, location awareness and entitlements... while gathering useful and unique guest data.
Use Cases
Flight Schedule Awareness

This could arrive to travelers via text or chatbot, and would advise information such as flight schedules, security suggestions & visibility, gate information etc.

Cost would be determined by what systems to integrate, and the level of effort to perform the integration.

Could be a controlled POC.
Pre-Ordered Food and Gate Delivery

Using a web or mobile app, travelers can pre-order and pay for food (grab-n-go or sit down), and are either delivered their food once through security or are provided a map to the reserved restaurant. Travelers could subsequently reorder to save time.
Loyalty Program Services

A select group of airline travelers could skip concession queues, pick up desired products, and pay via a separate POS using a mobile app or some sort of physical payment device.

Scope and complexity would depend on ecommerce engine and integration with concessioners and airport systems of record.

Also offered to all travelers:

- Lounge access awareness
- Work space, conference rooms
- Many other potential benefits
Unaccompanied Minors

Seamless end-to-end tracking can monitor and ensure safe transitions for unaccompanied minors.

Mobile device(s) with role-based application could provide specific features for children, parents, airline employees and administrators, across multiple potential devices.

All parties would be notified when:

• The child is in the custody of the airline
• Successful handoffs and the child’s relative location in the process
• Adult(s) designated to pick up the child have arrived
• The final handoff to the adult picking up the child
Wayfinding/Maps

Using a mobile app, travelers would be guided from home/hotel, through parking, arrival, security, concessions, lounges, and to their gate.

Other benefits could be wait times, delays or changes, weather, traffic... anything to help the traveler have an enhanced experience.
Feedback

Through our interactive and intuitive feedback and ratings system, Level 11 amplifies the guest voice in real time operations to ensure maximized awareness of needs and expectations at every step of the air travel journey.

Our solution combines experience ratings, analysis and operational response to collect, synthesize and take action on Guest feedback, both voluntary and implied.
Level 11’s Mobile Order & Pay solution is enabling some of Starbucks’ busiest stores to move more customers, thereby driving incrementally and significantly more transactions, while helping to improve customer satisfaction.
Ready for Launch

In order to make ordering from Starbucks painless and fast while increasing throughput and drink production, Starbucks launched one of the first QSR pre-order systems in the world.

Level 11 designed the operational processes transformations for both drive through and in-store, as well as leading the design, technology, prototyping, rollout and adoption. Level 11 launched an initial pilot, which preceded a national rollout.

Images: Level 11’s working prototype proved out key technology stacks to facilitate speedy and accurate delivery.
Introduced in 2013, Walt Disney World’s Magic Band is recognized as one of the largest and most successful launches of a consumer wearable technology in a connected ecosystem. More than 20 million guests annually experience the xConnect system, created by Level 11, which powers over 250,000 events per second.
• Level 11 served as a skunkworks team to assist Disney’s Next Generation Experience team with the design and development of a system that could read the ping time/flight from a new wearable.

• Level 11’s role was to build the xConnect system and xOS which today manages all events from the MagicBand to all contact readers, long-range readers, door locks, mobile payment, F&B, and attractions.

• Level 11 was instrumental in rethinking how to manage the volume and scale of the events expected from more than 20 million annual guests and design a resilient, extensible and maintainable system.
Since 2014, Level 11 has partnered closely with Carnival Corporation to create the world’s largest, most revolutionary guest experience platform. Ocean is the first ever to fully deliver on the promise of personalized experiences based on location, identity, and context.

The Ocean Medallion and Ocean Compass were designed to create seamless IoT integration, location-based services, and unprecedented guest service and personalization. Level 11 has played key roles in all phases of Ocean development, ranging from early ideation to technical engineering and solution deployment.
Level 11 has built technology that enables seamless movement throughout and beyond the ship

By enabling guests to plan their trip ahead of time and authenticate themselves at home, boarding the ship is now hassle-free: simply walk onboard as your Medallion positively identifies you to security personnel and crew.
Level 11’s event processing and analytics will handle trillions of transactions.

The IoT-connected ships will not only empower guests to create their dream vacation, but will empower crew to understand every moment of the customer journey, as well as view real-time individual, group, and ship-wide analytics— from embarkation and boarding times, to luggage location and handling, to housekeeping and emergency management. The Ocean Compass provides service delivery and operationalization to an unprecedented depth and scale.
About Level 11
Level 11 has developed transformational guest experiences to the biggest brands in the world, including Walt Disney World, Starbucks and Carnival Cruise Corporation.

We combine design + engineering under one roof to successfully deliver unique, frictionless experiences for large-scale, complex ecosystems.

- Trillions of transactions
- Largest IoT project using wearables to date: >35M MagicBands
- Mobile order & pay started as a Phase 0 and now represents 16% of global revenue
- 7000 sensors, 700 readers, 100 interactive portals/ship.
- Instrumentation of a complete facility for experience intelligence.
- Scaling to 120+ ships in the future.
Experience Design Engineering (XDE) is a mindset of collaboration through holistic and symbiotic thinking. Our XDE process has a proven track record of curating innovative, personalized experiences for Guest-focused industries. For the Travel industry, this process includes: reviewing the guest experience, vision brainstorming sessions, designing for context-aware systems and creating a roadmap for seamless experiences.

A collection of component services organized to help construct user experience capabilities in connected ecosystems of physical and digital environments.

Orchestr8 is based on solutions for Disney and Carnival and has over $40 million in engineering investment.

Experience with Partner Integrations enables the bridging of disparate, best-of-breed systems.

- Passenger Experience
- Terminal Experience
- Notifications
- Security
- Baggage
- Package Handling
- Aircraft Handling
Why Level 11: Proven Track Record

We have helped Fortune 500 companies across the globe develop best practices in the IoT, and have prototyped and fully developed the largest and most successful IoT deployment to date.
Thought Leadership

12 Factors To Help You Evaluate Potential Technical Solutions
Click here to read article

The Hype And Hope Of Experience Design
Click here to read article

How To Power A Better, More Personalized Customer Experience
Click here to read article
Testimonial

“There seems to be no shortage of folks that suggest ‘they actually did it’ with respect to these innovations, but the reality is most have had little to nothing to do with ‘doing it.’ However, I will share that Level 11 has been an invaluable strategic technology partner on the toughest and most critical project elements at Disney and Carnival. The Level 11 team is the best and brightest in their space - always delivering amazing solutions.”

- JOHN PADGETT
  Chief Experience and Innovation Officer, Carnival Corporation

  John has been central to the most significant innovations in the theme park, destination, and cruise industries for the last 15 years. They all blend strategy, creativity, technology and operations centered on the Guest: Disney’s FastPass, MagicBand, Magical Express, and Be Our Guest; Carnival’s OCEAN Medallion, and others.
Testimonial

"Passenger experience is without a doubt the most prominent area of disruption in aviation. Airports, airlines, and even our government partners are looking for innovative ways engage passengers. Level 11 is uniquely positioned to take their successes and platform into the aviation space. The challenge in airports is making the complex simple and impactful. This is where Level 11 excels."

- CHRIS RUNDE
  Director, Airport Innovation Accelerator, American Association of Airport Executives
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Thank You