

Why Host a Hackathon with an Airline?

Alaska?



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Information Technology Services & E-commerce

HACKATHON

SFO Edition | 09.19.19 - 09.20.19

Let's re-imagine the airport travel experience:



Curb to Gate



Communications



Connections

I left my code in San Francisco



Alaska

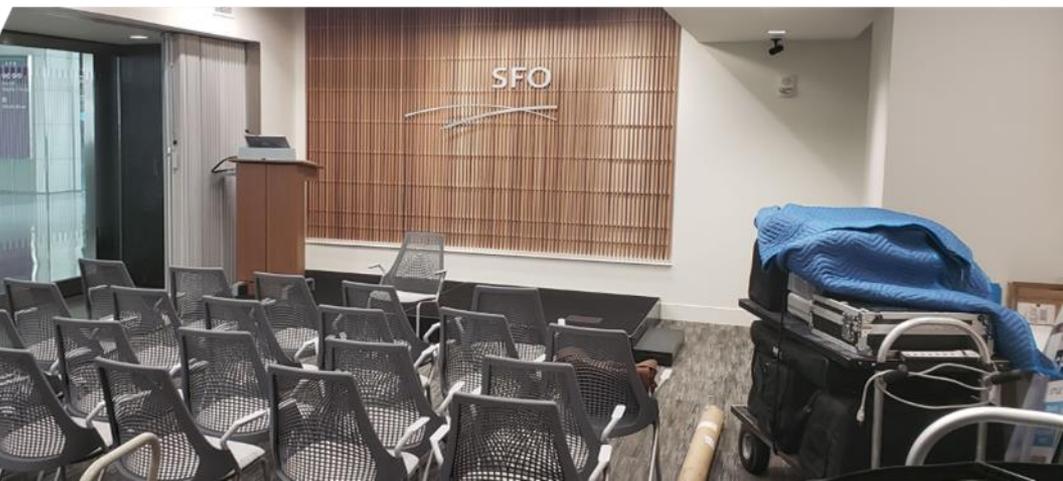
- Increase Technology Brand in Bay Area

- Internal Comms & Practice!

- SFO Tech



Advanced Scouting



Internal Communication Timeline

2019 AUGUST						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	★	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
					★	

Themes Announced
Proposals Submitted
Ideas Selected
Teams Formed
Proposal Finalized

2019 SEPTEMBER						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	★				★	7
8						14
15						21
22				🚗		28
29						

Logistics Planning
Hacking Sprint (Opt)
Hackathon
Judging



CKA HCO

The Presentations





Automated CSA-to-guest communications

using location data from airport beacons

The Black T's

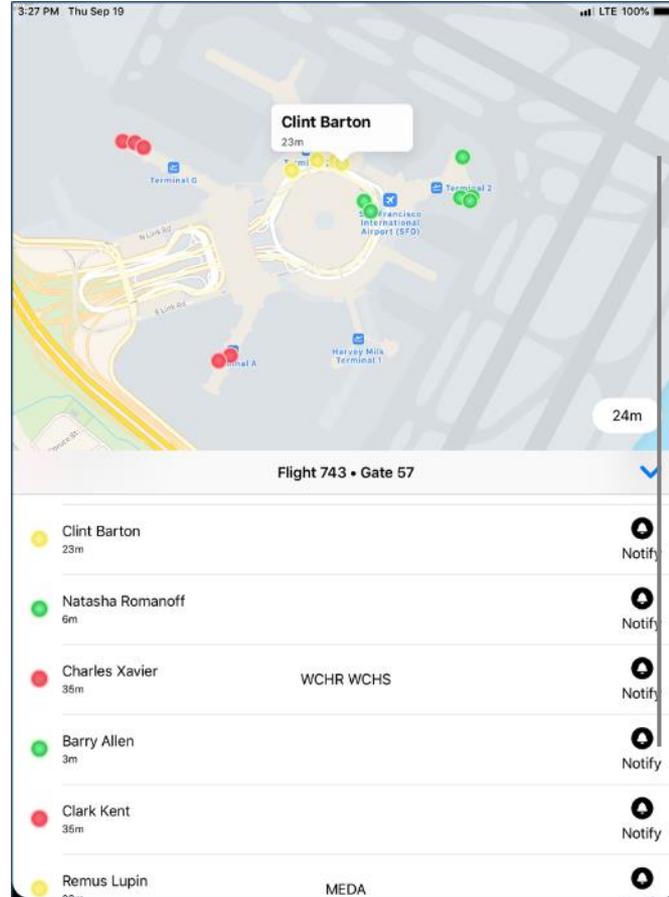
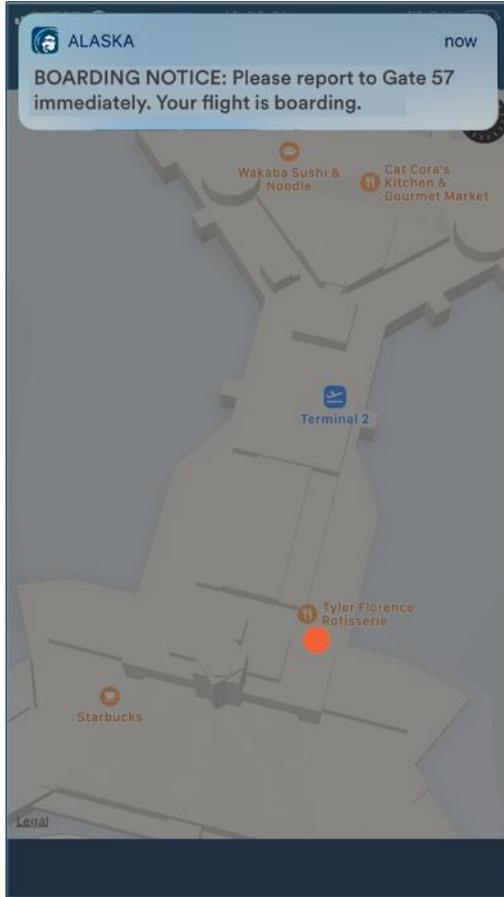


Objectives

Ease CSA's workload,
and provide more
accurate, actionable info
to guests



- Provide augmented real-time guest communications
- Offload/automate some of the CSAs' workload
- Provide canned messages (with different levels of urgency) to guests based on their proximity to the departure gate
- Improve customer satisfaction (CSAT)
- Improve on-time performance
- Reduce PA announcements in the terminal





Optimizing Alaska Lounge Capacity with a Dynamic Pricing Lever

Plane Great



Journey map



Guest with layover or guest starting their trip at SFO

☹️ Anxious & Hungry

Walk past the beacon on Terminal 2

Receive the notification

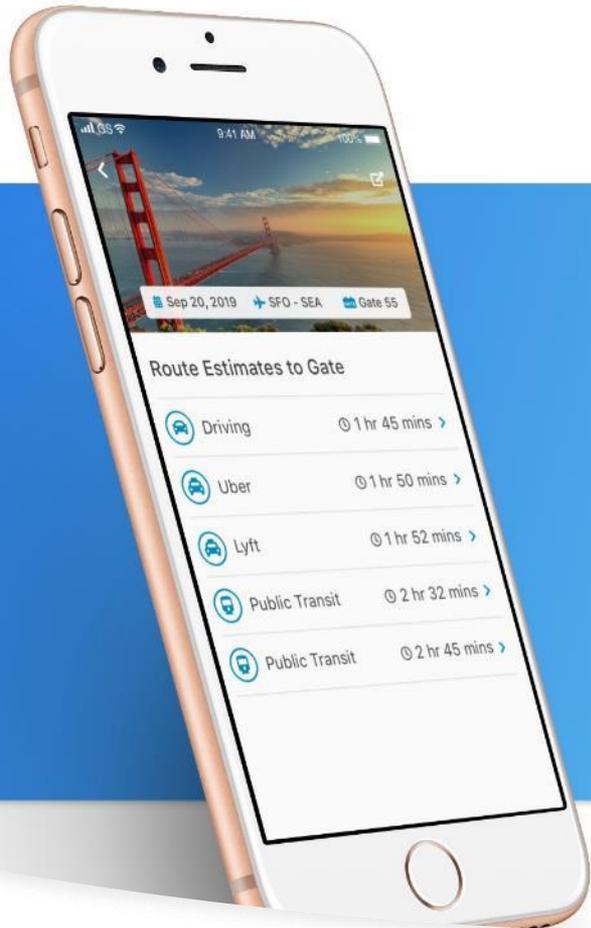
Navigate to & wait at gate

Find and wait in the Lounge

Other - Food & Drink

Hand concierge discount

Lounge



INTRODUCING *BreezeThru*

Your personal assistant that gives you travel estimates from your home to the gate.

Flight Club

BreezeThru

LEAVING FROM

📍 My Location

FLIGHT NUMBER

✈️ AS 1234

DATE OF FLIGHT

📅 Tomorrow

I have TSA Precheck

Get Travel Estimates



Route Estimates to Gate

-  Driving 1 hr 45 mins >
-  Uber 1 hr 50 mins >
-  Lyft 1 hr 52 mins >
-  Public Transit 2 hr 32 mins >
-  Public Transit 2 hr 45 mins >

📅 Sep 20, 2019 ✈️ SFO - SEA 📄 Gate 55

Driving 1 hr 45 mins

🚗 > 🚶 > 🛂 > 🚶 > 📺

Drive 58 min Walk 6 min TSA 32 min Walk 9 min Boarding 1:45pm

Leave your location by 12:00PM ▾

Drive to San Francisco Airport ▾

Enter Door 6 ▾

Walk to Checkpoint D, TSA Pre-Check ▲

With TSA Pre-Check, You Don't Need to Remove:
• Shoes • Laptops • 3-1-1 Liquids • Belts

Walk to Gate 55 ▲

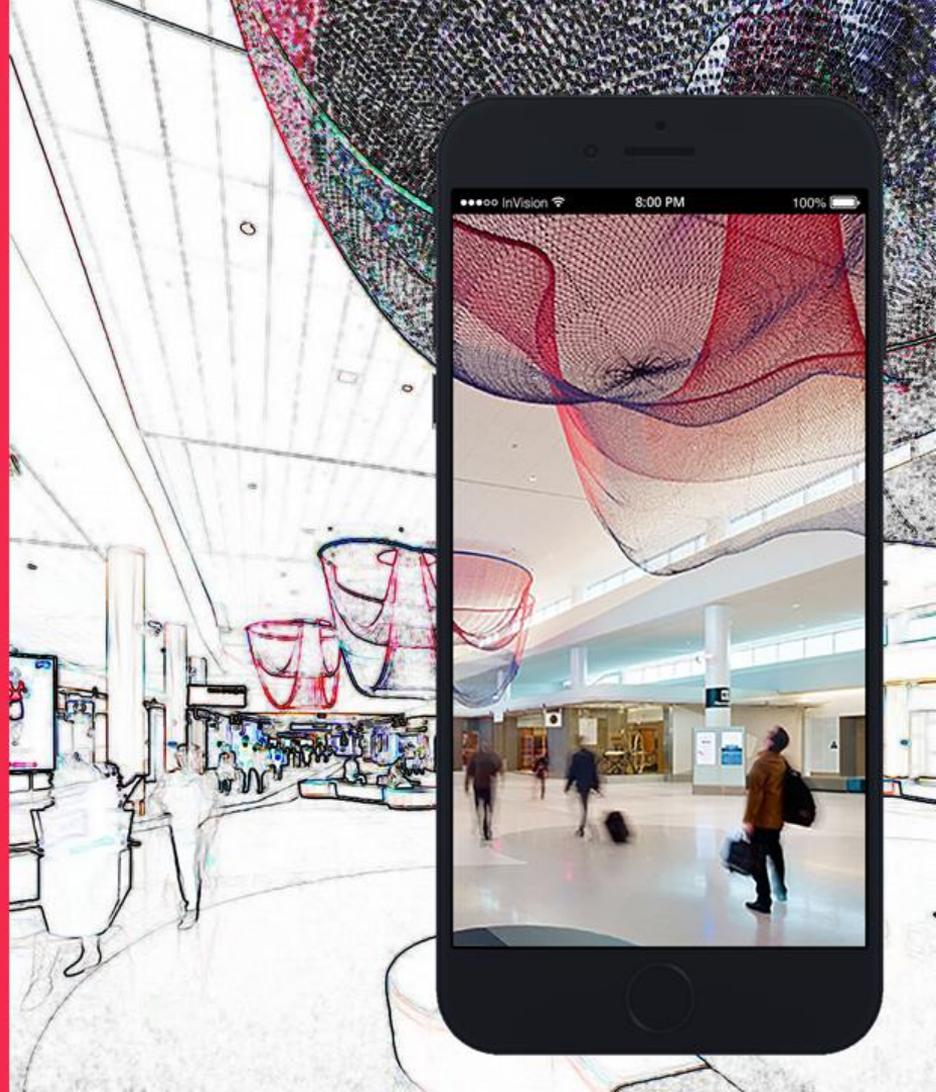
Restaurants near you

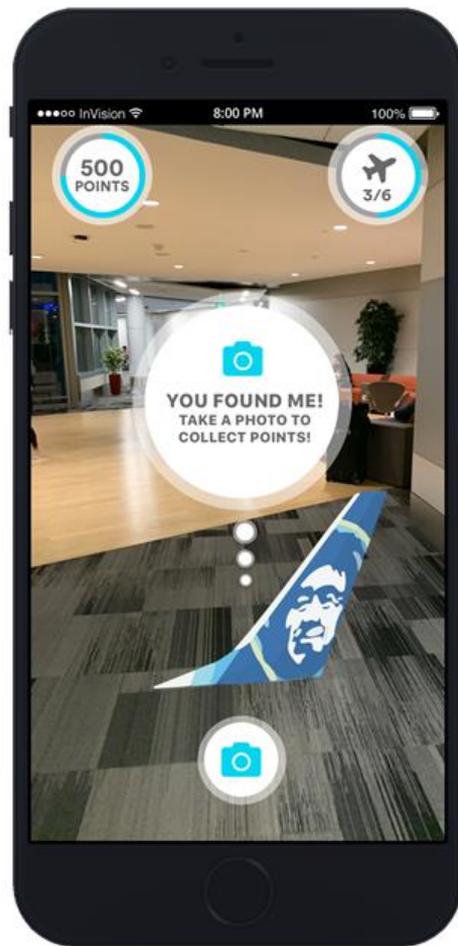
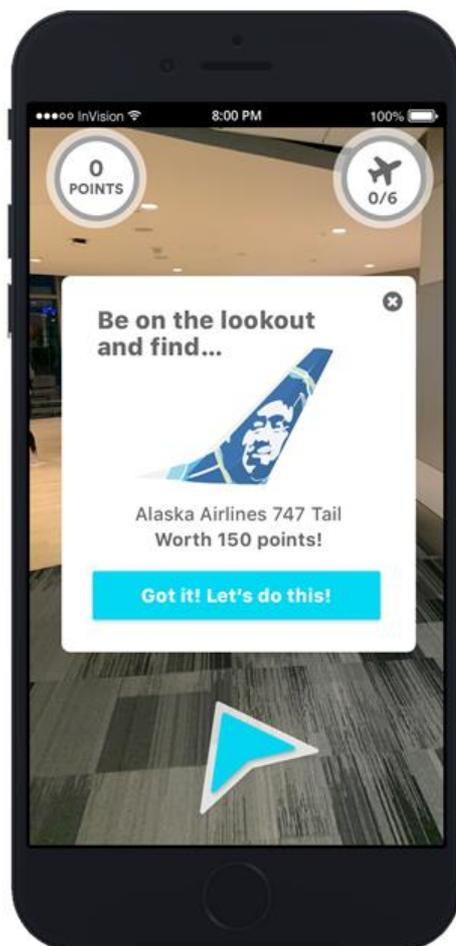
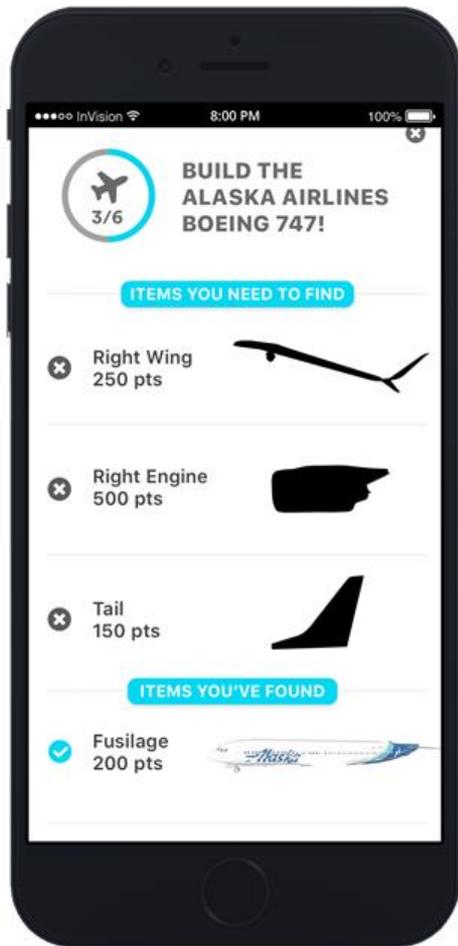
 Cat Cora's Kitchen
★★★★☆
\$\$ American (New)
Terminal 2 [Show More](#)

Depart at 2:25pm

AR-PORT SCAVENGER HUNT

Scavengers







The Judging

Alaska Perspectives

What Went Well

- Advance Scouting, Logistics, Partnership
- SFO Tech, APIs and Responsiveness
- Energy Up and Long Tail Payback

What We Learned

- Documentation without Context was a Challenge
- Hyper-Beneficial to Hack Onsite
- Provide a “Chill” Area for Teams to Retreat to





FlySFO Perspectives

What Went Well

- Collaborative Effort to Align Logistics to Host 50 developers
- Spirit of Innovation Across Alaska Airlines and SFO
- A Steppingstone for Future SFO API Development

What We Learned

- Maintaining Service Level Agreements is Challenging
- Documentation Is Key to a Good API Product
- What other APIs should we develop?

