

# Creating a Cohesive Digital Experience for JSX



**JSX**

**DALLAS,  
UNITED STATES**

## CASE STUDY: NAVITAIRE DIGITAL PLATFORM

When JSX – a hop-on hop-off jet service operating from private terminals - transferred to the Navitaire Airline Platform, it paired the conversion with a new website and mobile app.

JSX wanted to blend new, customer-driven features – like promotional vouchers – with the same hassle-free experience travelers had come to expect. Simultaneously, JSX was keen to launch a mobile app that mirrored the web user experience.

### **The Challenge: Tight Timelines Require Focus and Flexibility**

With only four short months until go-live, Navitaire's Digital Services team was engaged to collect requirements for both web and mobile apps, fully integrate the selected CMS vendor within both platforms, adapt an existing web design and create a new mobile app design. In addition, specific cloud-hosted functions were needed to permit JSX's users to redeem promotional vouchers.

### **The Approach: Getting a Head Start with Navitaire's Digital Experience Suite**

Using an agile, transparent development approach, the JSX and Digital Services teams followed Scrum best practices by meeting daily to get feedback on on-going development. This enabled changes to original scope for both web and mobile to be easily incorporated; the design and development teams pivoting to swiftly meet market needs. Navitaire's Web App SDK (software development kit) and JSX's current design were leveraged to quickly create JSX's new website, and Navitaire's Mobile App SDK helped jump-start design to create JSX's new mobile app for both iOS and Android.

The teams also integrated JSX's chosen CMS throughout both the website and mobile app, giving its marketing team a simple way to make instant, in-house changes to promotional content.

### **The Result: A Simple, Hassle-Free Customer Experience**

The resulting website and mobile app reflects JSX's mission of providing an intuitive booking, manage, and check-in process for its customers. Through the integrated CMS, JSX can update its website and app as often as needed - without further development – to reflect new promotions, business policies and evolving health and safety information.

The website and mobile app were built, tested, approved and ready in only four months, just in time for JSX's implementation date.

“What sets Navitaire apart from its competitors is its technology and its people. The deep domain knowledge, the level of expertise, the level of quality Navitaire brings to our projects is invaluable. Navitaire has remarkable blend of airline industry knowledge and experience that inspires a whole new level of innovation.”

**Farrukh Kahn**

Chief Technology Officer  
JSX

**10K+**  
total app installs

**4.6**  
average star rating (Android)

**4.9**  
average star rating (iOS)



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### The Rest of the Story

Launching a new website and debuting a new mobile app in the midst of a global pandemic proved to be a challenging time to grab new market share and recognition. While COVID-19 brought the world and the travel industry in particular to a near halt, JSX as a small, nimble and niche airline embraced the opportunity to creatively explore new ideas and think beyond its current business practices.

During the first eight months following JSX's cutover, updates to web and/or mobile code incorporating entirely new functionality were frequently released on a two-week basis. Well-established Scrum processes and procedures were followed to keep requirements clear and code quality high. This enabled JSX to offer its customers innovative promotions and packages with new partnerships on new routes, keeping its planes in the air and customers flying in a safe and responsible manner.

### Center of Excellence

JSX needed a reliable partner to help bring its ideas to life. Navitaire's Digital Center of Excellence in Manila was engaged to enhance and develop features for both their website and mobile app to build a richer experience for its customers, and to provide a team of experts to monitor and maintain operational continuity of its website and app.

### Digital Labs

Because JSX flies exclusively between private terminals, it isn't connected to traditional airport infrastructure and hardware. That meant travelers didn't have an easy way to see arrivals, departures, and other customary terminal information. Using an Android TV, thumb drive and Mobile App SDK, the Digital Labs team prototyped a simple, quick, and modern flight information display system (FIDS), which can be used throughout its network.

### JSX FIDS keeps travelers informed:

- Departures
- Arrivals
- Time
- Weather
- Promotions