GOL airline is a prominent player in the Brazilian aviation industry and has been successful in simplifying air travel in Brazil and South America. As part of its mission, GOL wanted to make the entire online air ticket booking system to be accessible on any hand held mobile devices so that any customer can book a ticket anytime as per their convenience by following a simple step by step process as the number of Mobile users are growing every day across the world including Brazil.

The Challenge – Why did we do it?

The main challenge was to have a user friendly process which would be engaging enough so that the customer can easily navigate through the system and follow the simple step by step process and be able to checkout without any hassle. Apart from user experience it involved fetching of accurate flight data as well as cost calculations based on various fare options. Also the website should work in all prominent mobile browsers and devices. The mobile website was to be in Portuguese.

Our Solution – What did we do?

Technousa worked with e-Deploy and proposed a mobile website solution that would be implemented using .Net MVC framework with the existing backend being accessed via web services over JSON calls so that appropriate data could be displayed in the frontend. The ticket booking system had to be simple yet appealing so that user is able to follow each step quickly and easily.

The interface involved the following main steps:

- Choosing source and destination airports along with dates of travel, number of passengers as well as one way, round trip or Open Jaw flight.
- Fetching of flight data and the details associated with it like carrier number, types of fares and their cost, number of stops, relevant data like delay percentage / cancellation percentage and also showing the lowest fare with a special badge.

   All these details helped the user to make a quick and definite decision in choosing the best flight so that customer satisfaction for GOL consumers would increase even more with time.

   As per the selection made by the user, the flight fare is calculated for all the passengers along with the taxes to display the final cost. AT this step the customer can also select any special services / assistance as per their requirement. If applicable the cost of these special services would be added to the final cost.

- During the checkout the customer can opt for any of the below:
  - Login if they have an existing account
  - Register, login and continue
  - Continue with login
- On the final checkout user would be able to choose a credit card available under various categories.
- After successful checkout the passenger could even save a seat for themselves as per the air craft's seating map.

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Our Process – How did we do it?

The Results and the Benefits

Technousa through its diligent processes around project management, Business analysis, UI designing, development and testing was able to deliver GOL's mobile website on time and within budget by year end, so that it was live by Christmas and New Year time and GOL could see many fold increase in online bookings at that time as well as in the future.

The increase in online sale is sufficient to justify the decision of having a mobile website apart from the other benefits of having increased customer base due to fast response time, ease of use and an enchanting yet clean interface.

To know how we can do more for your business, contact us at any of the following:

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