

Product Feature Roadmap

	Feature Name	Description	Research supporting it
P1: Must-Have	Flight search function	Must include filters for origin, destination, dates, cheapest time of year, times, layovers etc.	Project brief
	Book a flight	So that users can select flights from the search pages and take them through to the checkout	Project brief
	Checkout process	Screen(s) for the user to submit their payment details	Project brief
	Display of promotions or featured fares	To highlight Pan Am promotional fares for users to purchase from the homepage	Project brief
	Online check-in page	For users to check in for their flight and download their boarding passes	Project brief
	Manage my booking	For users to check their details post-booking and add extras like dietary requirements, luggage etc.	Competitor analysis
	Flight status	For users to quickly check a flight's status (if they're travelling later that day or are heading to the airport to pick up a friend)	Competitor analysis
	Covid cancellation policy	Users are nervous about booking flights at the moment, so they need to quickly understand what their rights are if they decide to cancel	Competitor analysis
P2: Nice to have	Travel alerts	Showing the latest developments in terms of any cancellations, airport/visa requirements, changes to covid regulations etc.	Competitor analysis
	Social media icons/hyperlinks	Links displayed at the bottom and top of pages. These links will help to reinforce that Pan Am is a hip and aspirational brand	Market research
	Language section	Include options for Spanish/French/German etc.	Competitor analysis/accessibility
	High contrast display option	To ensure visually-impaired users can still use Pan Am's website effectively	Competitor analysis/accessibility
	In-flight entertainment info	To provide value to flying with Pan Am	User interviews
	Mobile real-time notifications	For mobile users who don't have the app to still receive flight alerts	Project brief
P3: Surprising and delightful	Account creation/Frequent flyer programme	A feature to reward loyal customers so they can cash their points in for discounts/perks	Project brief
	Predictive search function	Could the algorithm help users searching for UK/Great Britain/England?	User interviews
	Travel guides	To provide inspiration for users and to show them why they should fly to Orlando, New York, LA etc. with Pan Am	Competitor analysis
	Optional extras	Hotel, car etc. in the booking process. Can't go overboard with this though – users don't appreciate being overwhelmed by this	User interviews
P4: Can come later	Airline news	Showing the latest news about Pan Am, its planes, crew, entertainment options, careers etc.	Competitor analysis
	Download our app	A link for customers to download the Pan Am app onto their phones (app still in development)	Project brief