

Dua Surya Dinamika – A Case Study

Overview

Tripper started as a web-based platform in 2018, with basic functionalities of in-flight content streaming. Today the platform has evolved into a fully-fledged mobile application available on Android and iOS.

It has changed the way people travel by making it convenient and functional to stream media and consume content right from the convenience of their mobile devices. The app has both inflight and online functionalities seamlessly tied to create an uninterrupted user experience.

With the support of AirFi Indonesia as the hardware partner offering the support needed for the inflight capabilities, this one app has unlocked the vast potential in a previously untapped market.



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Infrastructure cost

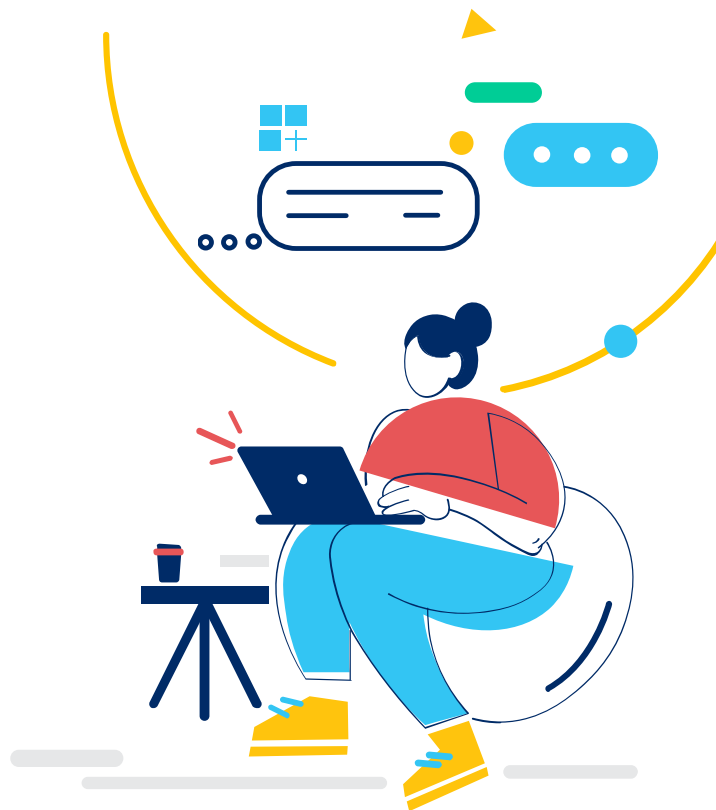
The one-time and variable costs of the infrastructure required to install an IFE in an airline are a make-or break factor in implementing this functionality. Traditional IFEs with seat screens and node points typically have a very high installation cost, and the variable costs are also significantly elevated.

Reduce the weight of the IFE unit

Seat screens and node points are heavy equipment that has an exponentially adverse impact on the mileage and economy of an airline, which directly impacts the airline's bottom line.

User Engagement

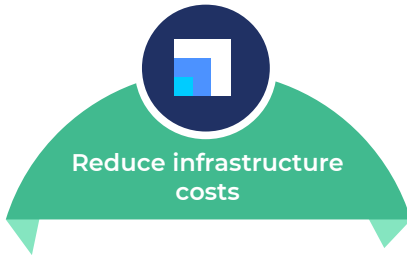
The percentage of people flying frequently is tiny, and fewer people prefer using an IFE platform during their transit time. This is a big issue since user engagement is directly responsible for the success or failure of any product.



Solution

The app handles all issues with the help of state-of-the-art CDNs, cloud services of AWS, CMS, Wi-fi-enabled consumer devices and AirFi's box.

The app caters to user needs aside from content consumption in both online and inflight modes. Examples of such functionalities are Onboard chat, Insurance, Utilities, Onboard shopping (coming soon), etc.



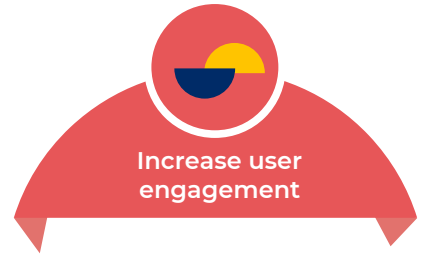
Reduce infrastructure costs

Cloud-based CDNs now require only a tiny unit on board the flight, a combination of a router, battery, and hard drive. This is more economical than traditional seat screens and nodes in earlier generations of IFE systems. The cost of installing seat screens is no longer required to be borne by the aircraft.



Reduce weight

We proposed defining roles to avoid gaps, for better accountability. We implemented appropriate communication channels with follow-ups for employee retention. For HR, we advised introducing KRAs aligning for evaluating individual performances.



Increase user engagement

We suggested a robust DevOps and Testing strategy to ensure that releases have better quality. The strategy improvements will ensure that quality does not deteriorate.



This is a very great achievement that will, and has already, contribute a great value to DSD and evolution to data analytics over the coming weeks ahead as the internal teams start using the platform you have built. Nonetheless there were many massive technical hurdles and brick walls that you all manage to overcome during the time of the project with tight timelines. **Jossie Saul, Chief Technical Officer, DSD**

Implementation:

We developed a mobile application that acts as the interface between consumer devices and AirFi Box to stream content and use services offered by DSD. This app is available on both Android & iOS for free, and various analytics have been implemented to personalize the content for individual users to increase engagement.

Results

Five airlines have already been onboarded, and more are showing interest. We have over 2.5 lakh active users, on the app, and the user engagement metrics look very promising.



Statistics

Current Active users: 2,64,000

Hours of the screenplay: 17,000 hours of the May screenplay for both Inflight and online users.

Weight saving in an aircraft: 596 kg

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