

BMI: MOBILE SITE

TAKING OFF ON MOBILES



Since its launch the bmi mobile website has seen

22% mobile bookings

7% mobile check-ins

PROBLEM

bmi Airlines needed to develop an improved version of their mobile site that would equal the performance of the Prospect-designed online version, while providing an experience appropriate for customers on the move. Customers needed a support tool that would enhance the overall digital experience. bmi wanted to improve the perception of their brand. A well-designed mobile site would ultimately drive sales and increase customer loyalty, due to the increased availability and visibility of bmi.

SOLUTION

The key to Prospect's solution was to apply its people-centred processes to the issue. Working with two groups of carefully selected customers, Prospect explored different journeys and scenarios to understand how customers currently use mobiles to research flights, book them and stay informed. Latent needs were surfaced which indicated the "pain points" that a well-designed mobile site would address.

Customer research showed that bmi should not merely reproduce the online site in a smaller version - customers needed a touchpoint that was relevant to their location and context, ie, checking from the train, getting updates on flight status, etc. The solution that was developed is characterised by:

- feel of an app rather than a portal
- very task oriented with 9 simple choices
- simplified online journeys for the mobile context
- secure payment options via PayPal

Extensive usability testing confirmed the validity of the concept.

IMPACT

The bmi mobile site launched in April of 2011 and has received overwhelming positive response from users. Metrics have shown that the mobile site is performing well above expectations, seeing 22% mobile bookings and 7% mobile check-ins.



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- A useful mobile site experience
- Drive sales and customer loyalty
- Task oriented with simple choices
- User-testing validated design

