What is WWDC?

- Apple's annual developer conference (36th year)

- Showcases new software & hardware, plus some surprises…

- New iOS version is launched (developer beta) as well as updates to watchOS, tvOS & macOS. Opening keynote by Tim Cook (Apple CEO) on day one followed by 5 days of developer sessions

What's New In: **Siri?**

Siri Shortcuts

What? – Apple baking Shortcuts deeper into their operating systems. iOS13 and macOS come with Shortcuts installed

- Parameters now supported. Conversational shortcuts coming to the Siri UI
- Travelers don't need to record phrases anymore, can be preset by the brand
- Configurable 3rd party actions available too

Siri Shortcuts: Automation
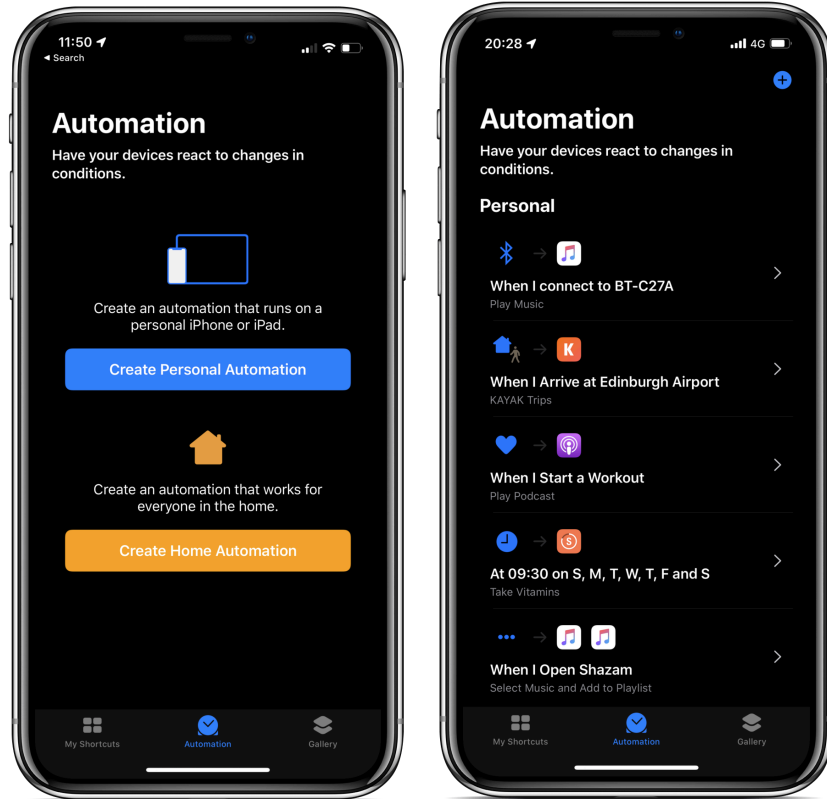
What? – Automation comes to Siri Shortcuts

- Personal automation allows travellers to create automated Shortcuts using:

1. Events (time of day, alarm etc)

2. Travel (arrive at, leave, before I leave, when I connect to CarPlay)

3. Settings (NFC tags, connect to wi-fi, put on airplane mode etc). Also 'Open App' allows travellers to select actions in apps that support Siri Shortcuts

Travel **IMPACT**

With over 500 million monthly active users and 15 billion requests per month Siri is the largest voice platform in the world #VoiceFirst should be at the front of every travel brands mind.

With new automated actions coming to iOS13 travel brands will be able to automate interactions with their app i.e. when I arrive at Edinburgh airport, open x airline app to check my flight status.
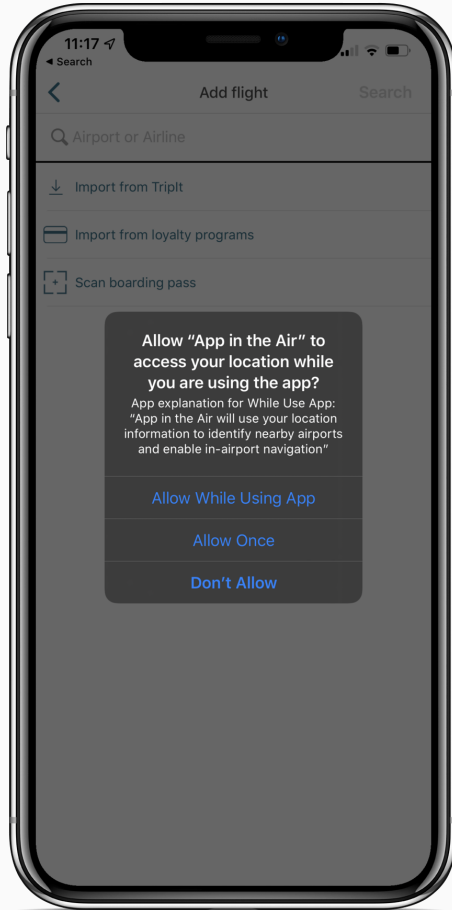
What's New In: **Core Location?**

Core Location
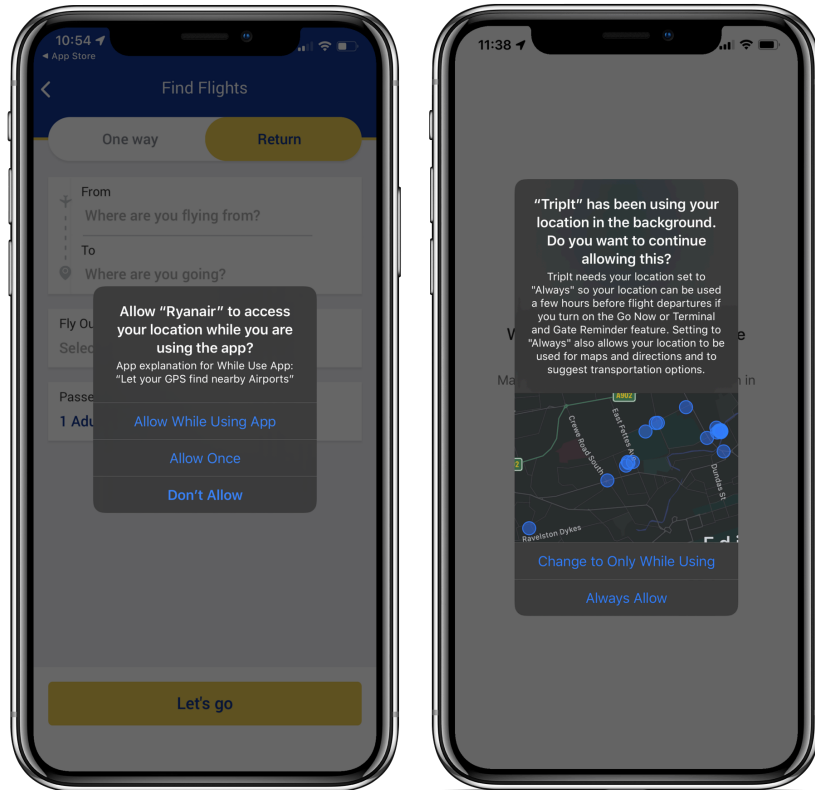
What? – Apple making it easier for travelers to manage how apps track their location

- Options changing to 'Allow While In Use, Allow Once and Don't Allow' alongside 'Always Allow'

- Don't Allow will prevent the prompt ever appearing again

- A map UI will also be displayed in location prompts every few weeks to show where a travel brand has tracked a traveler

Beacon Ranging

What? – Beacon ranging was introduced in iOS7 as part of region monitoring. New location prompts have been added

- 'UserNotification as Location-based-trigger' will send a push notification with an 'open X app' contextual prompt when a traveler enters a beacon range

- *Remember App Lockscreen Launchers in iOS8?*

Travel **IMPACT**

Travel brands are going to have to be more transparent about when and why they are tracking travelers. Expect a huge uptick in 'Don't Allow' being chosen in September if you don't show value.

Massive app engagement opportunity with Beacon Ranging and location triggers. Imagine… as a passenger enters an airport they are prompted to open X airline app or as a guest arrives at a hotel they are prompted to look at dinner options that night in X hotel app.

What's New In: **watchOS?**

Independent Watch Apps
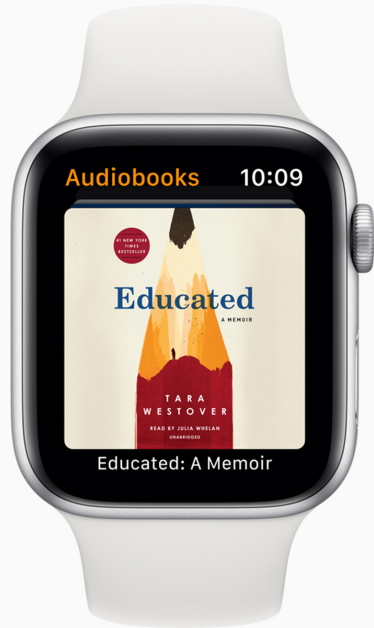
What? – Apple unbuckles the Watch from the iPhone

- Watch apps can now be created without the need for an iPhone companion app
- New App Store on the Watch will offer a full store experience

  - ratings

  - reviews

  - screenshots

  - description

  - download directly to the Watch

Watch As A Push Target

What? – The Apple Watch is now a standalone push target for the first time

- Travel brands can now send visible notifications as well background notifications, directly to the watch. Complication pushes are enabled too
- PushKit is coming to watchOS

- New: Text Field. Allows travellers to enter text on the Watch by type, voice or via 'continuity keyboard' i.e. on the iPhone

Travel **IMPACT**

Very few travel brands stuck with watchOS and pulled their Watch apps in the last few years. With new push notification capabilities, a standalone App Store and the ability to unbuckle your old Watch app from the phone *(they are backwards compatible)* maybe the time is right for those brands to rethink their wearables strategy.

What's New In: **macOS?**

Project Catalyst
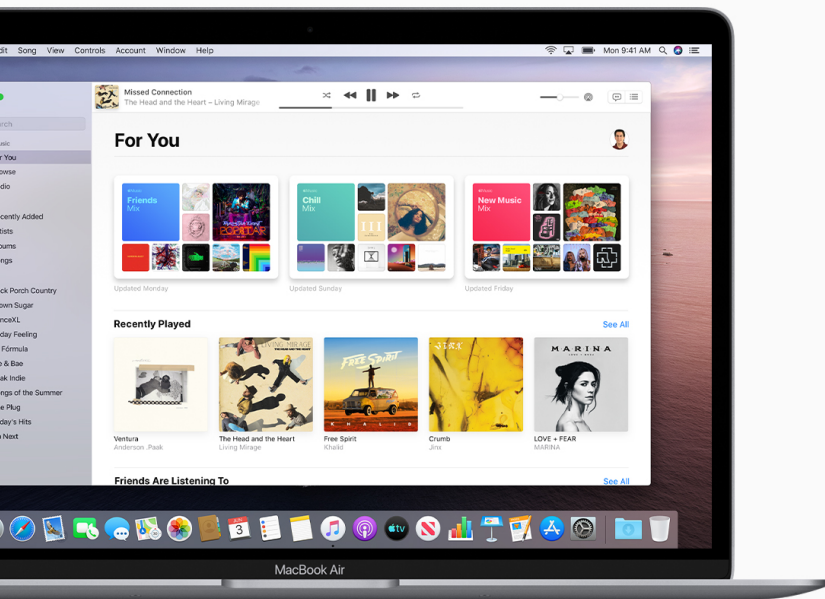
What? – Apple isn't merging iOS and macOS but it is bringing iPad apps to the Mac

- Over 40 frameworks and libraries have been ported from iOS to macOS
- UIKit is being integrated as well
- Catalyst apps will bring macOS specific functionality to iPad apps on the Mac i.e. hover events, context menus

Travel **IMPACT**

With TripIt and American Airlines ready to go with their ported iPad apps, expect many more travel brands to follow in September.

Project Catalyst is set to expose a base of 100 million active monthly Mac users to a mobile experience previously only available on the iPad.
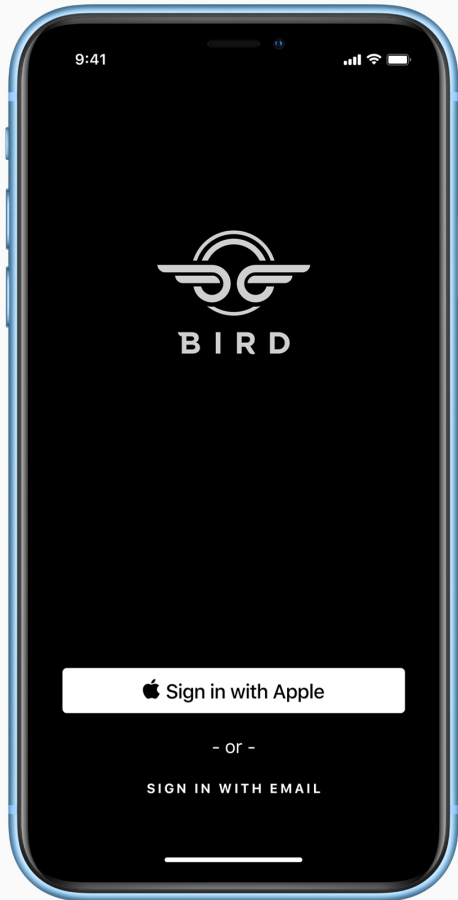
What's New In: **iOS?**

Look Around

What? – Apple's answer to Street View but with added AR goodness

- New 'Look Around' functionality (binoculars icon) available in Apple Maps
- Offers a 360 virtual view of a location. AR overlay will show names, signs, distance etc

Travel **Impact**

- Apple have indoor mapped over 70 airports worldwide. Expect a Look Around rollout there…

Sign In With Apple
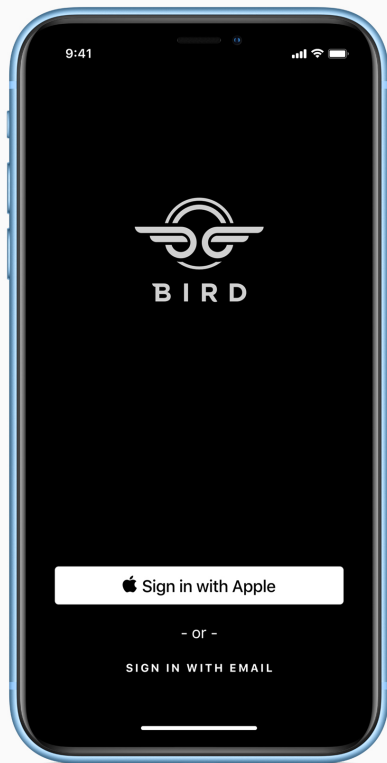
What? – Apple going for the social sign in market, but without the tracking!

- Will be available across all Apple platforms, including the Watch
- Allows travellers to sign into (& create) accounts in one tap instead of filling in numerous fields & verifying email addresses/passwords

Travel **Impact**

- Signing in and account creation is one of the last friction points left in travel. Expect this everywhere come Sept

Apple Pay in AR Quick Look

What? – Apple's augmented reality functionality in Safari search now complete with Apple Pay

- Wayfair stat: Users who tried 'view in room' AR feature on a product page were 3.4x more likely to buy that item

Travel **Impact**

- Cabin class and seat upgrades are going to sell themselves in AR search. Especially if a traveller is checking legroom at the gate
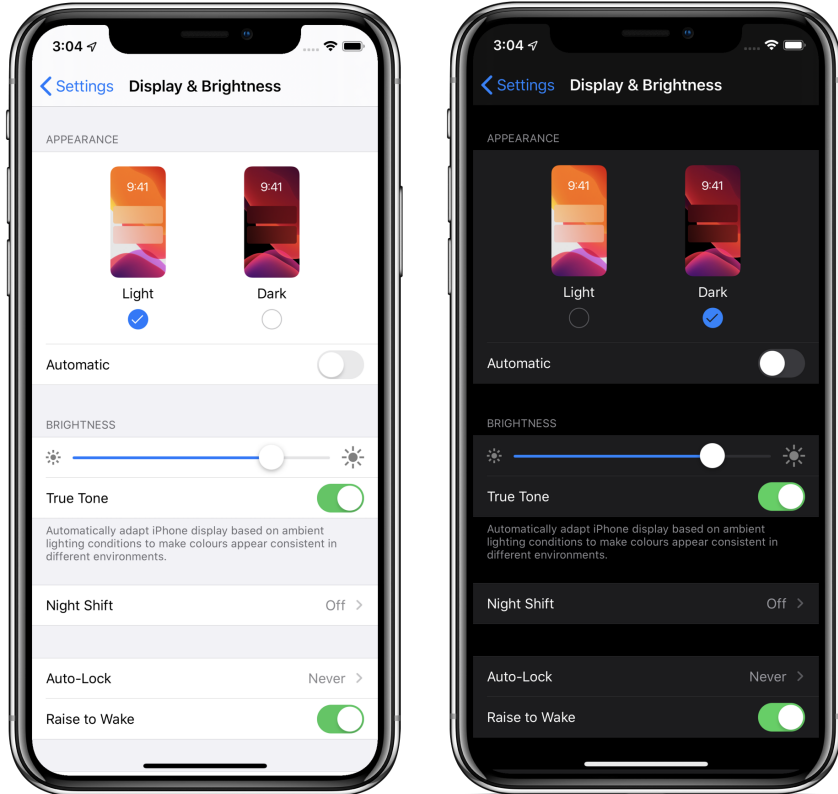
Voice Control
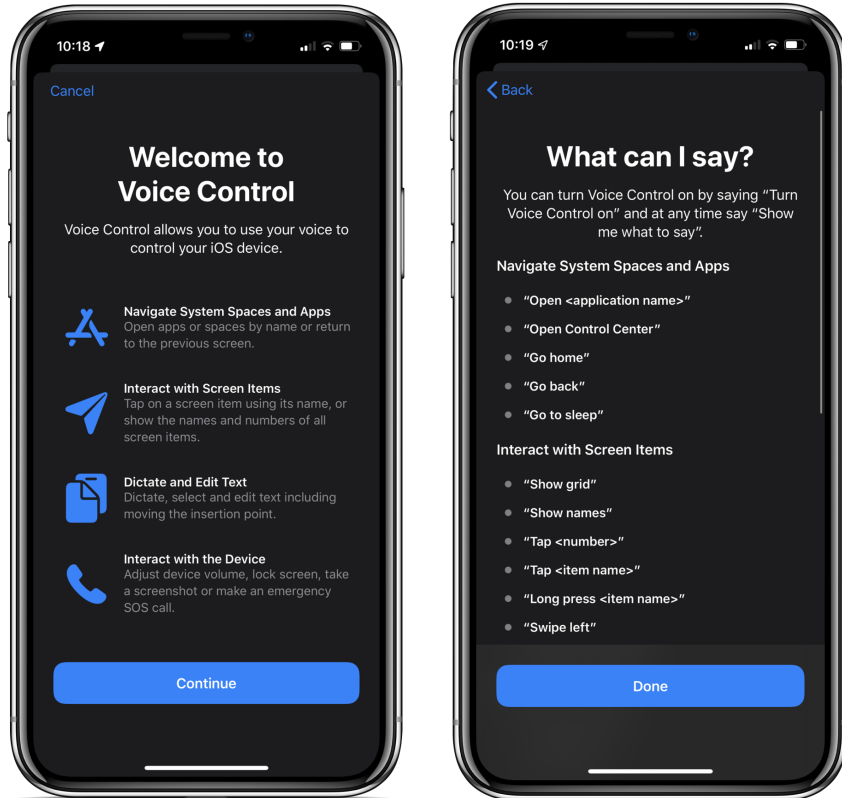
What? – Apple takes another giant leap towards a Voice First future

- Control a Mac or iPhone with just your voice
- Open apps, dictate text, tap CTAs and interact with the device without a single touch

Travel **Impact**

- The time has come for all travel brands to up their accessibility game. Voice Control will be the catalyst!

Dark Mode

What? – Apple takes iOS into the darkness

- Finally! A system wide implementation of dark mode in iOS

Travel **Impact**

- Expect a slew of travel apps moving to match this new UI from Apple in their mobile experiences

Travelport Digital

Thank You