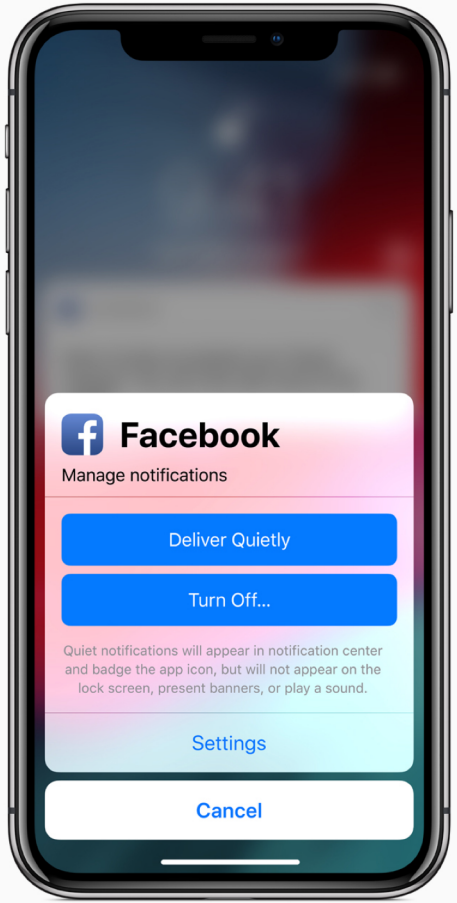
Travelport Digital

iOS 12

The Travel Impact: **Values & Benefits**

Date: June 2018



What's New In: **Notifications**

Provisional Authorisation

What? A huge shift from Apple, basically moving to an opt out style of authorisation

- No "Travel brand" 'would like to send you notifications' pop up
- If a brand opts into the programme notifications will only be delivered to the notification centre i.e. no banners (lockscreen or top) or sound
- Travellers will receive pushes in this way for two weeks...
- After two weeks they will receive the 'Keep' UI on the right

Travel Industry Value

Travel brands will need to decide to whether to opt into the programme

Benefits:

Will allow pushes to be sent to 000s more devices on install as the traveller doesn't get to decide initially

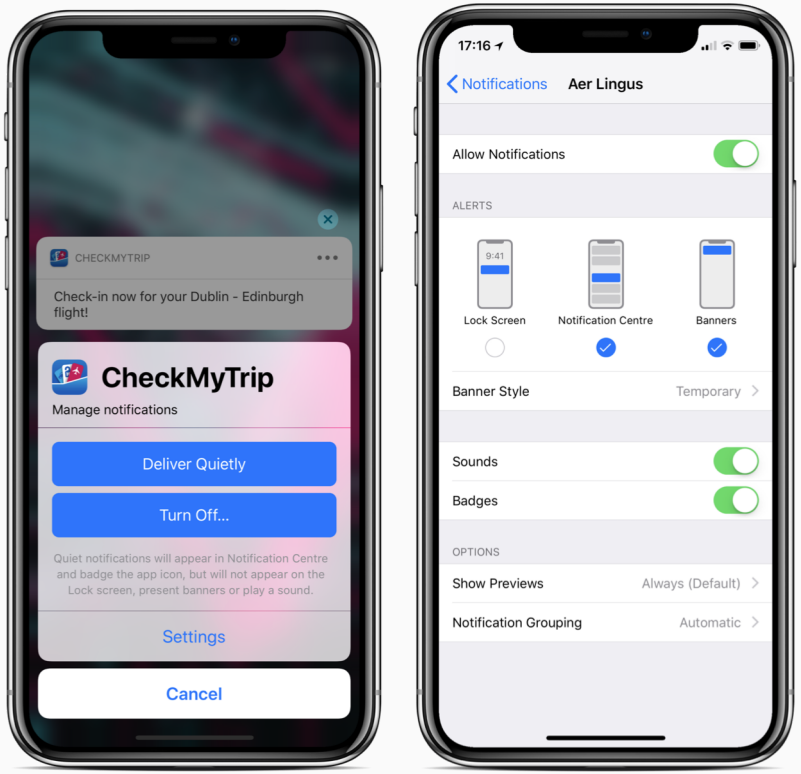
If value has been delivered in your pushes many travellers will mostly like keep (too lazy/might not understand – to go into settings etc) so may massively increase push opt ins long term...

Manage Action

What? - Apple making it easier to manage notification settings for individual apps

- New ‘Manage’ action alongside View’ and Clear when you swipe left on a notification
- Deliver Quietly will mean pushes are only seen in the notification centre i.e. no banners (lockscreen or top) or sound
- Turn off – obviously just stops them

Travelport Digital Prediction. Massive user adoption of deliver quietly

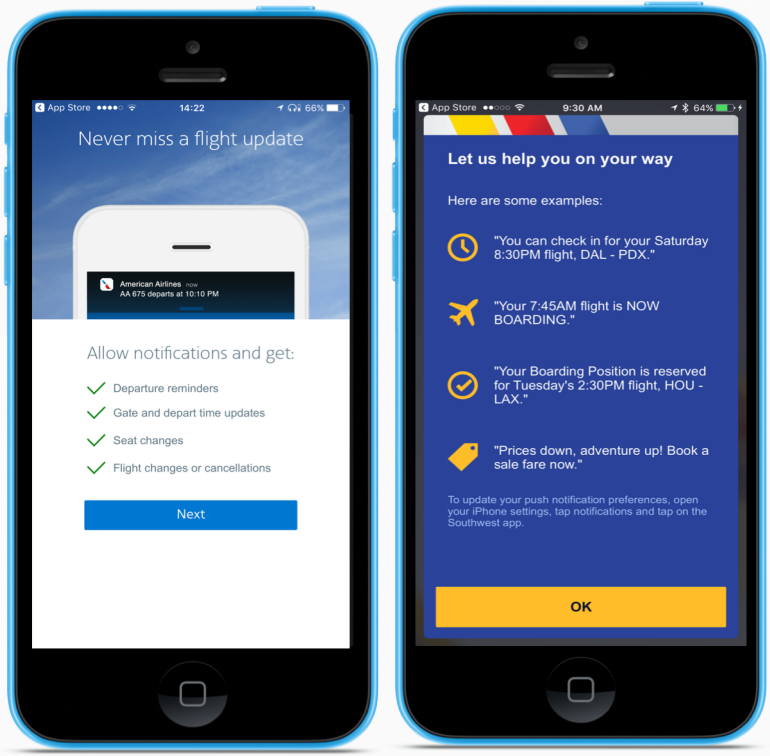


Travel Industry Value

To ensure travelers don't choose 'deliver quietly' on your brand notifications you should look to follow AA and Southwest Airlines by explaining the benefits of pushes using a bespoke UI when you ask them to opt into notifications

Benefits:

Explaining the value of push notifications to users is shown to have a huge impact on 'Allow' vs 'Don't allow' opt in rates



Content Extensions

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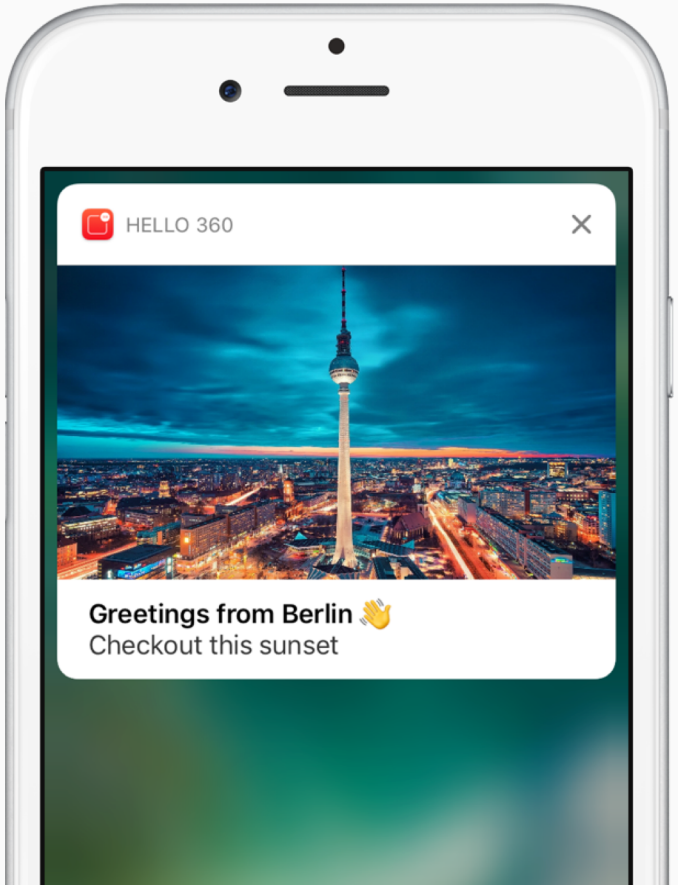
What? Taking rich pushes to the next level

- The natural step up from rich content notifications and action extensions
- Previously only allowed the traveller to select a CTA under the push
- Now will allow touch and interaction with the content inside the push!

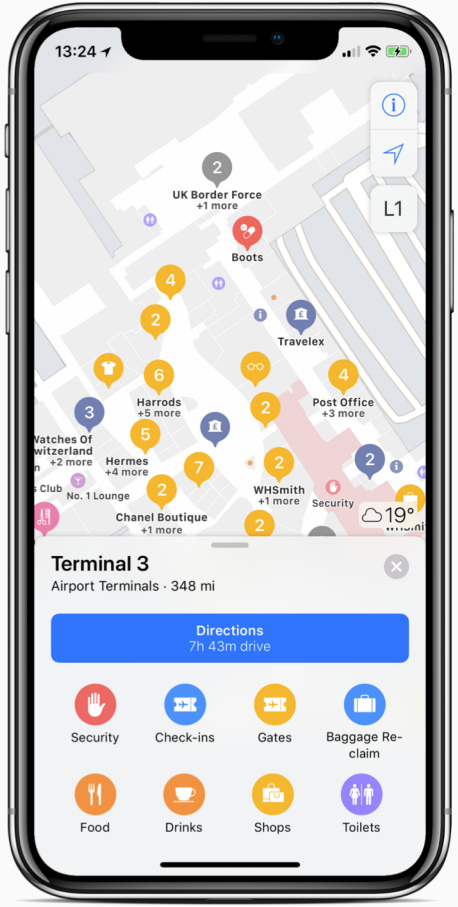


Travel Industry Value

Notifications will become even more powerful with an interactive UI

Benefits:

- Will allow travel brands to upsell smartly using rich content
- Seat upsell post booking, scroll through itinerary, sale offer on LHR – BCN with calendar view of prices and dates... the use cases are endless



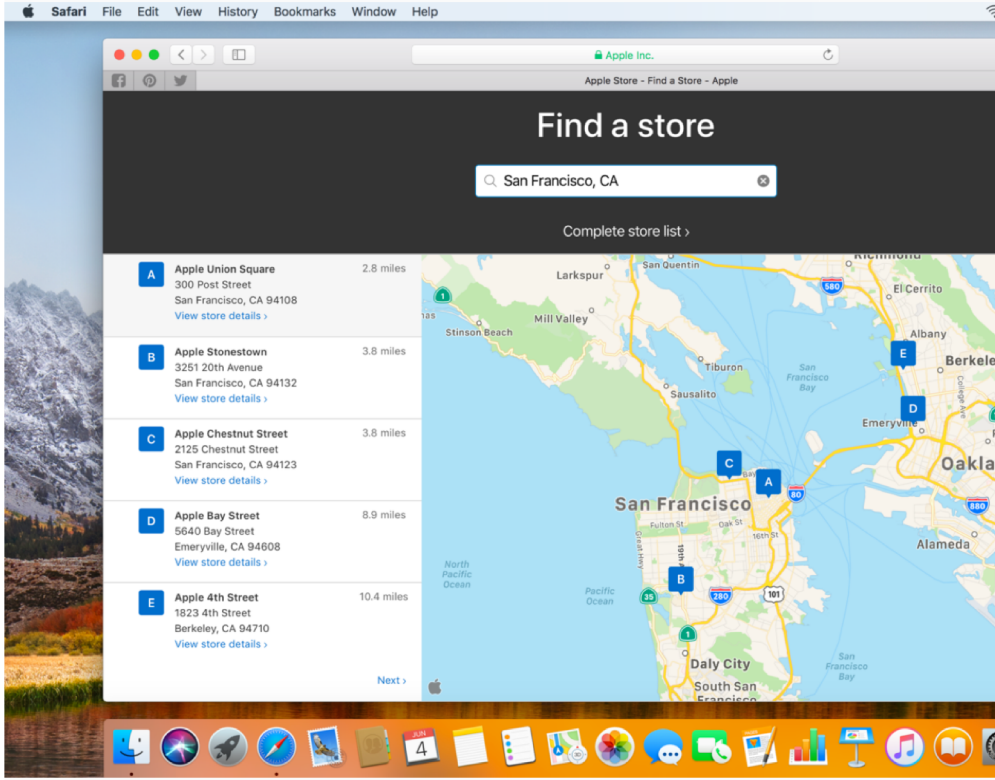
What's New In: **MapKit**

MapKit JS

What? Apple expands MapKit to the web!

- After launching airport mapping (and MapKit proper) in 2017 with iOS 11 Apple have announced that MapKit is now available as a webview

NOTE: Since last year Apple have added over 34 airports. Full list here https://www.apple.com/ios/feature-availability/#maps-indoor-maps-airports



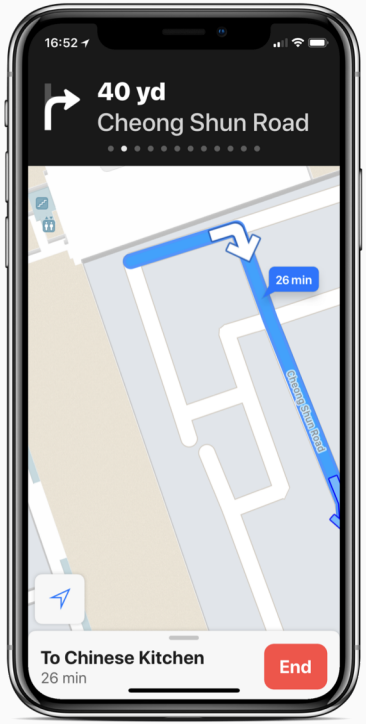
Travel Industry Value

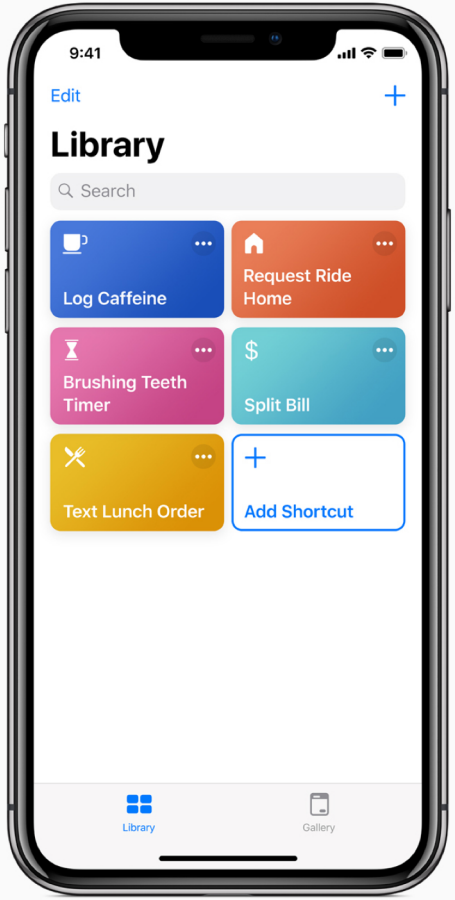
Airport maps are live in 63 airports worldwide – with turn by turn navigation

Benefits:

With the rapid rollout of airport mapping travel brands should consider using airport maps in their own apps to assist travellers

MapKit framework means maps can be embedded natively or can use the new JS version via Universal Links. Perfect for responsive websites





What's New In: **Siri**

Siri Shortcuts

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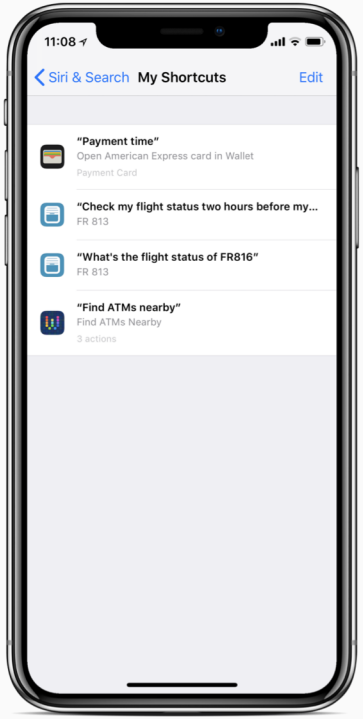
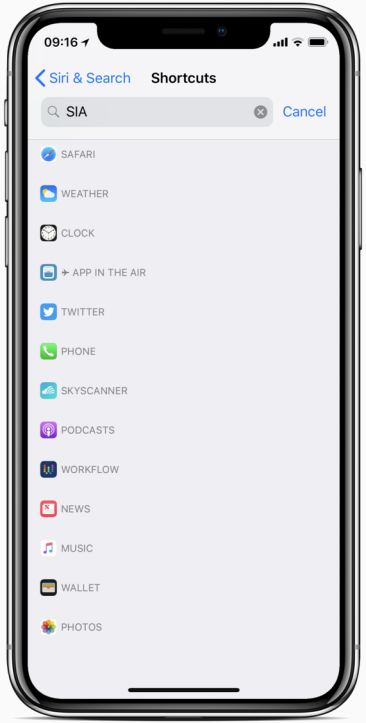
What? Shortcuts lets you expose the capabilities of your app to Siri

- Shortcuts can appear on the lockscreen at the right time i.e. time to order a coffee
- Can also work just by asking Siri using ‘custom response’ dialogue
- Uses NSUserActivity for light tasks e.g. what’s my flight status?
- But the main feature is User Intent, available via the SiriKit Intents API



Siri Shortcuts

- Custom intents are the best way to show bespoke functionality in an app – Apple say “help users do something the user already wants to do with your app, help them do it faster”
- Shortcuts can also be exposed to the Apple Watch – even if you don’t have a native watchOS app
- iOS12 will also come with a ‘Shortcuts’ app in Sept. Basically the Workflow app for Siri



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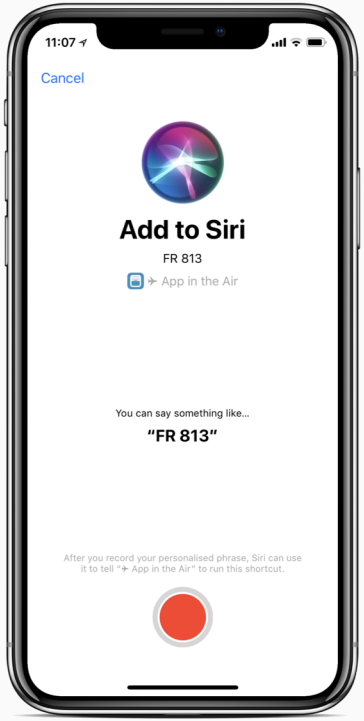
User intent and the SiriKit API will allow travel brands to use Siri to make travel even easier. Start thinking about what functionality your app can expose

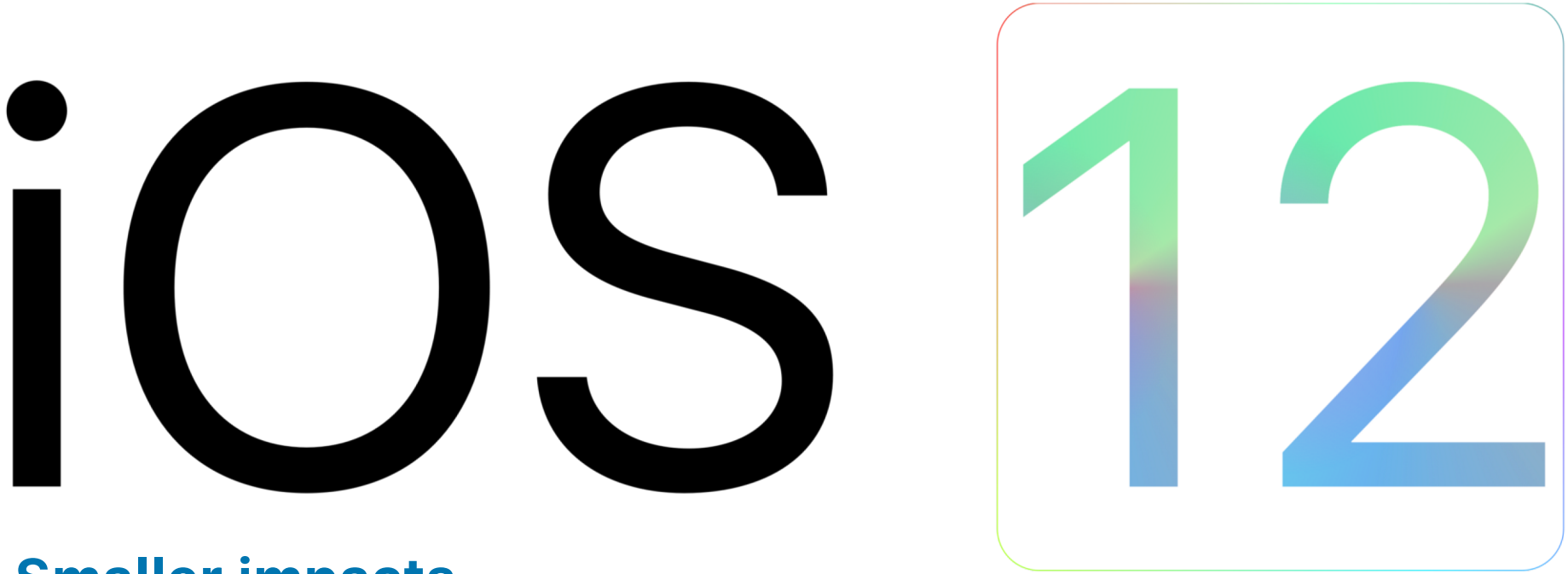
Benefits:

So many use cases for travel if your app supports the functionality...

i.e. Siri, remind me to check-in 24 hours before I fly

i.e. Check my flight status two hours before my flight



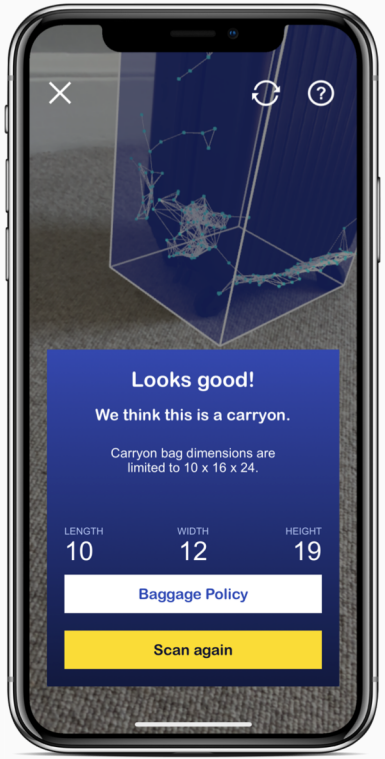


Smaller impacts…

ARKit 2.0

What? New file formats, shared AR experiences, better object detection and image tracking. The worlds biggest AR platform just got a whole lot better

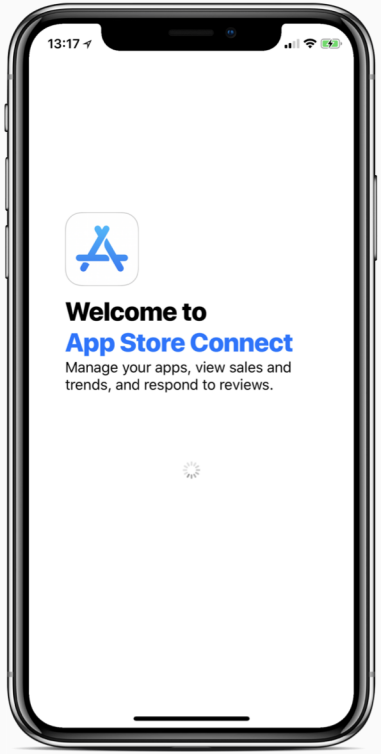
- Also utilises the ‘Measure’ app functionality to quickly gauge the size of real world objects
- Cabin baggage scanning is an obvious travel use case



App Store Connect

What? Will eventually replace the iTunes Connect app. Although both apps are still available currently

- New app to manage your iOS travel app https://itunes.apple.com/app/app-store-connect/id1234793120?mt=8
- Monitor unit sales, app updates and receive notifications from user reviews. You can respond to those reviews in app too



Universal Framework API

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What? The much hyped iOS apps on the macOS platform rumour – codenamed Marzipan!

- Apple apps only at the moment. Launching with 4 in September 2018
- API being released to developers in 2019

One for travel brands with iOS apps to start thinking about....

Core NFC & watchOS 5

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Core NFC

- Didn't announce the much rumoured 'write' tags functionality or the ability to use their NFC framework to open hotel room doors

WatchOS 5

- Other than the fact Siri Shortcuts can be exposed to the Watch there is nothing of note for travel brands in this OS update

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Thank You