

Qantas Future Planet - UX Report

Melinda Sobol



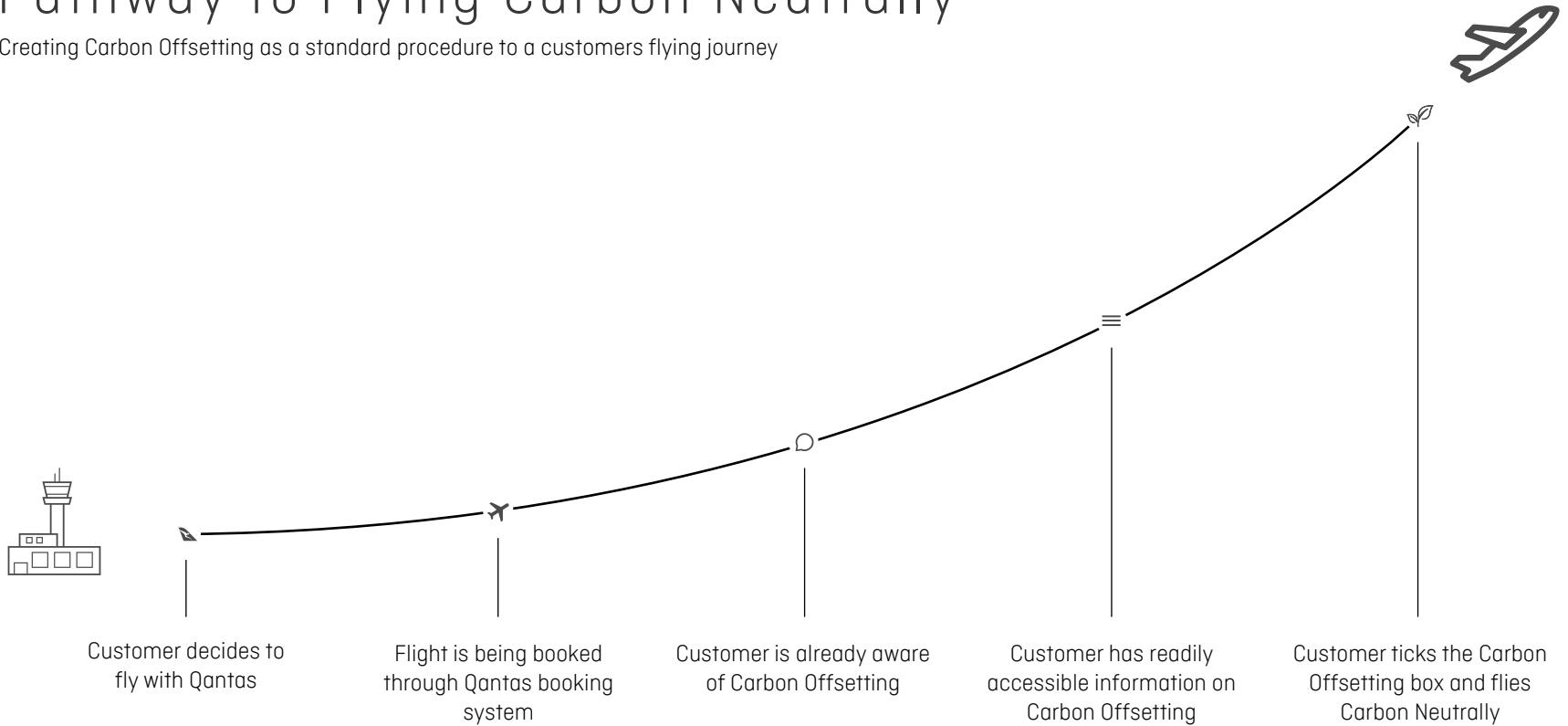
The Brief

The aim of this project is to **enhance the usability of the Carbon offset calculator and/or create a new 'blue sky' feature**. The calculator is currently found on the homepage of the Qantas Planet Program and the user experience of the entire landing page should be considered. The offset calculator is a tool air travellers can use to calculate and pay to offset their emissions against one of the programs listed.



Pathway to Flying Carbon Neutrally

Creating Carbon Offsetting as a standard procedure to a customers flying journey



Interview Insights

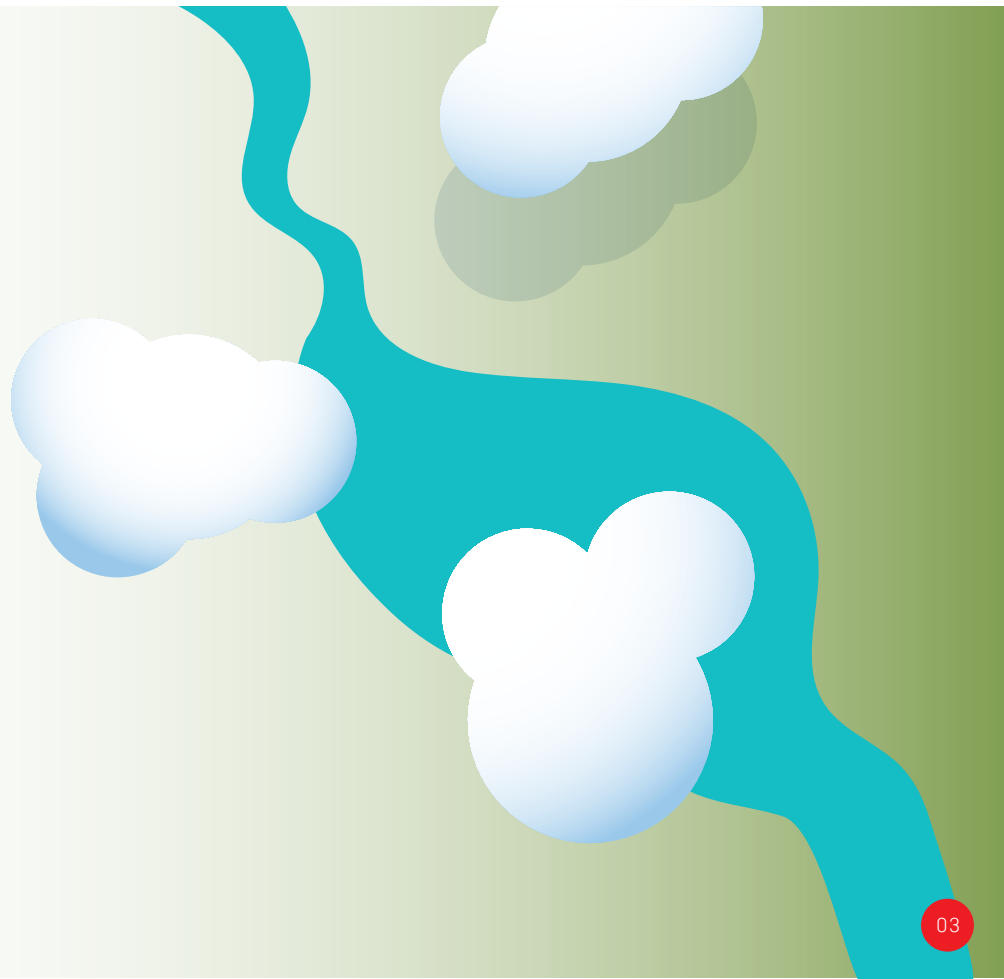
User testing results

Why should I pay extra money for it?

- Is this just another fee?
- Does this money actually go to the projects?
- How can I see what is currently being done?
- Why is there not enough information on it?
- I don't want to spend money just for the sake of it
- Why is it not included in my flight total already?

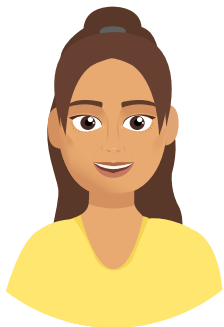
I've heard of Carbon Offsetting - is it just planting trees?

- Why can't I just plant my own trees to offset my carbon?
- Sounds like some sort of trending phase
- I am already environmentally concious so why do I need to contribute to this?
- Why is Qantas not paying to offset my carbon for me?
- Is this just a donation?



Persona Overview

Defining the dilemma and course of action



Hayley

Age: 29

Gender: Female

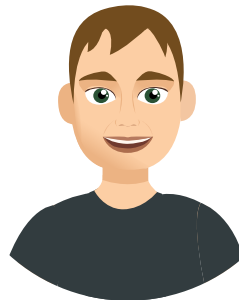
Occupation: Deloitte Consultant

Family: Pug

Residency: Sydney

Pain Point Focus

- Short attention span/digital native
- Not knowledgeable/educated about Carbon Offsetting
- Expectation that Qantas should know me
- Doesn't know where her money is going
- Not aware of the projects



George

Age: 48

Gender: Male

Occupation: Architect

Family: Married with two kids

Residency: Melbourne

Pain Point Focus

- Time poor/very busy
- Conscious that he needs to offset for the whole family
- Doesn't know about the projects
- Can't see how his contribution will help

User Experience Opportunity

Creating a means for learning - how can we teach people about Carbon Offsetting?

Education

- What is Carbon Offsetting?
- How do we effectively communicate this to all our customers?
- What information is currently available?

Accessability

- Prioritising the placement of this information to make sure it isn't 'out of sight, out of mind'

Ease of use

- User friendly solutions that make it easy for everyone who uses the Qantas website

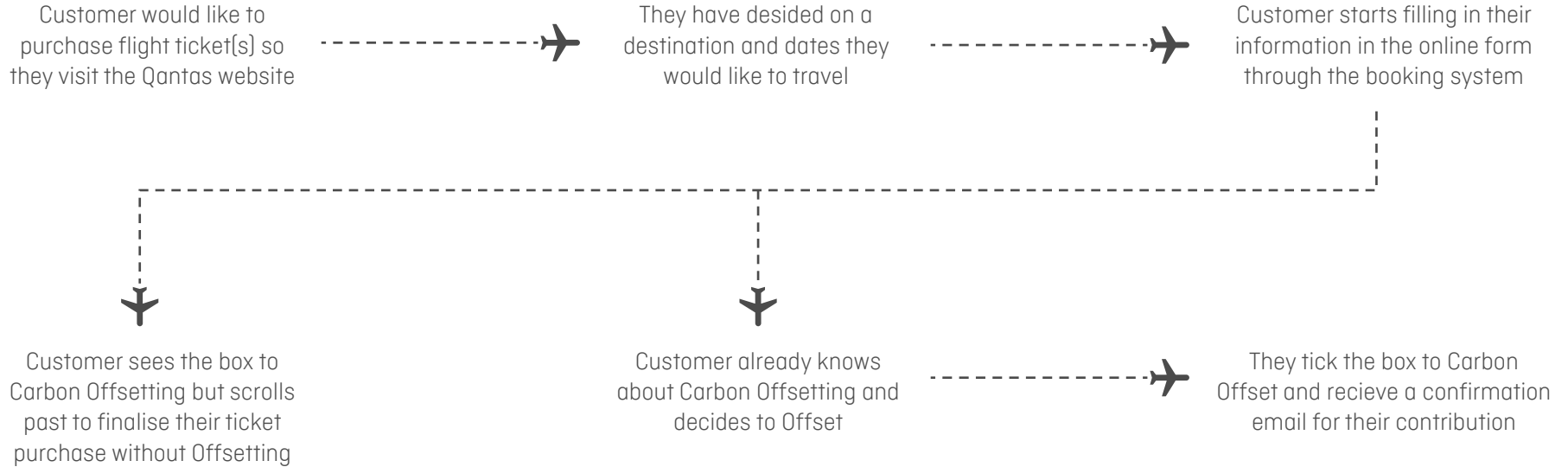
Open Communication

- Allowing customers to reach out with their concerns and queries



User Journey

Defining the dilemma and course of action



Customer Value Proposition

Our improved Carbon Offsetting section in the booking flow and Carbon Offsetting Chatbot **help** time poor yet environmentally concious customers **who need** to be more aware of Qantas' contribution/stance on Carbon Offsetting **by** allowing customers to access factual information in real-time

Product Idea

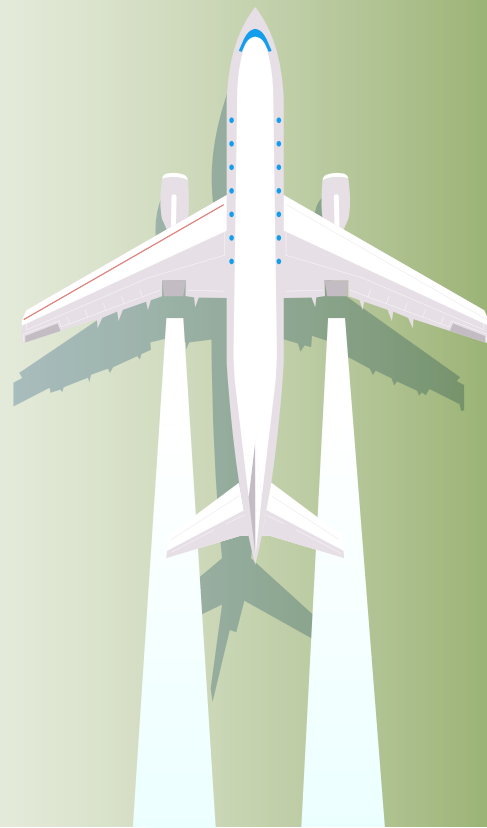
What is the solution?

Creating an accessible database of knowledge on Carbon Offsetting that is available to all customers. By having an archive of information, the customers have the ability to learn and immerse themselves in factual and engaging information to persuade and entice them to adopt Carbon Offsetting into their mindset.

Having a chatbot allows the customers to readily access this information and if their query has not been solved by the auto-populated suggested fields, they have the ability to chat to someone who can help them.

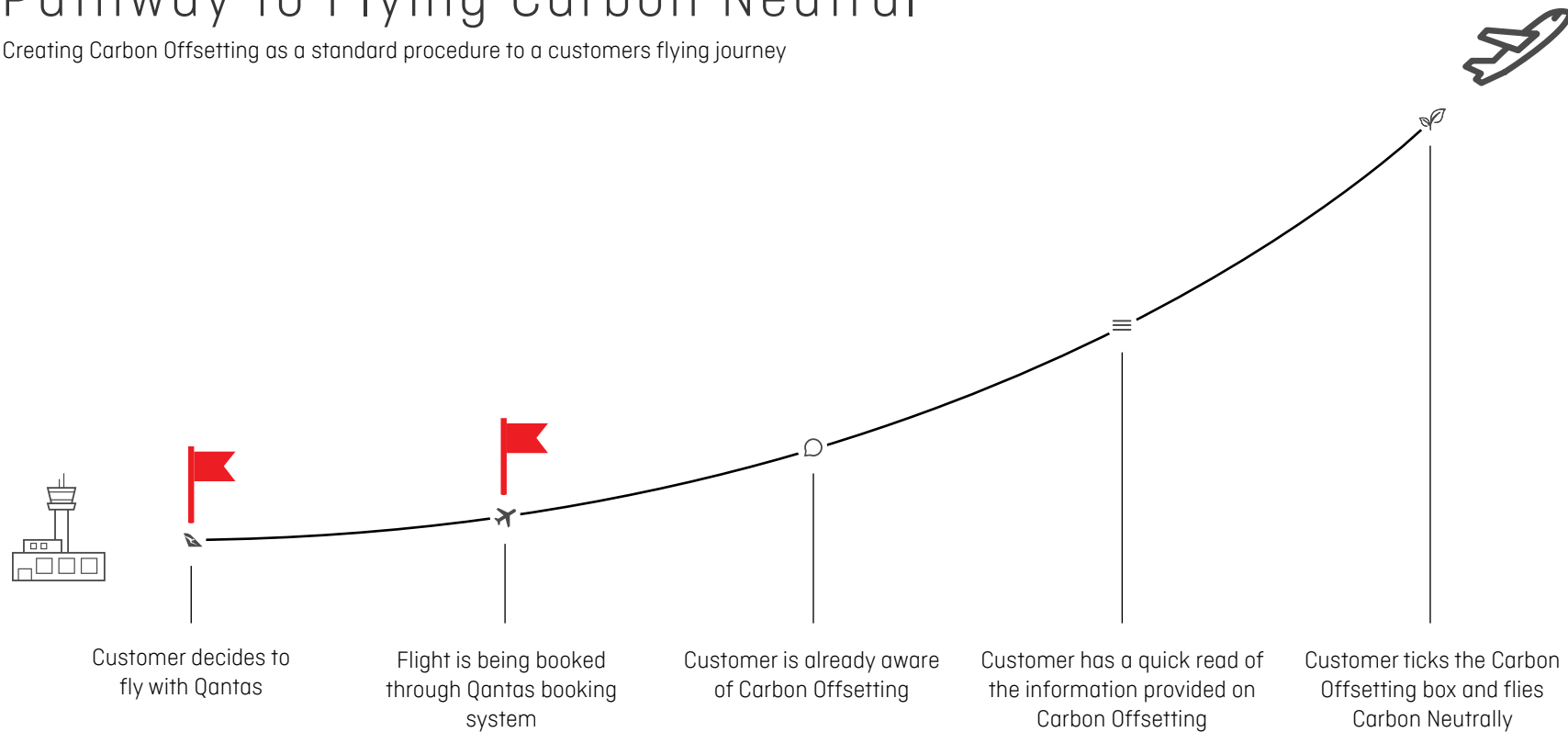
This allows open communication between the customers and Qantas to debunk all the misconceived notions associated with Carbon Offsetting and clarify any gaps in knowledge.

The aim of having an engaging landing page for Carbon Offsetting, is to allow customers to immerse themselves with the product and be inspired to engage with the content and to contribute to the programs no matter the size of the contribution they'd like to make.



Pathway to Flying Carbon Neutral

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Carbon Offsetting Chatbot

Coffy - You don't know you need it till you till you do.



Carbon Offsetting Chatbot

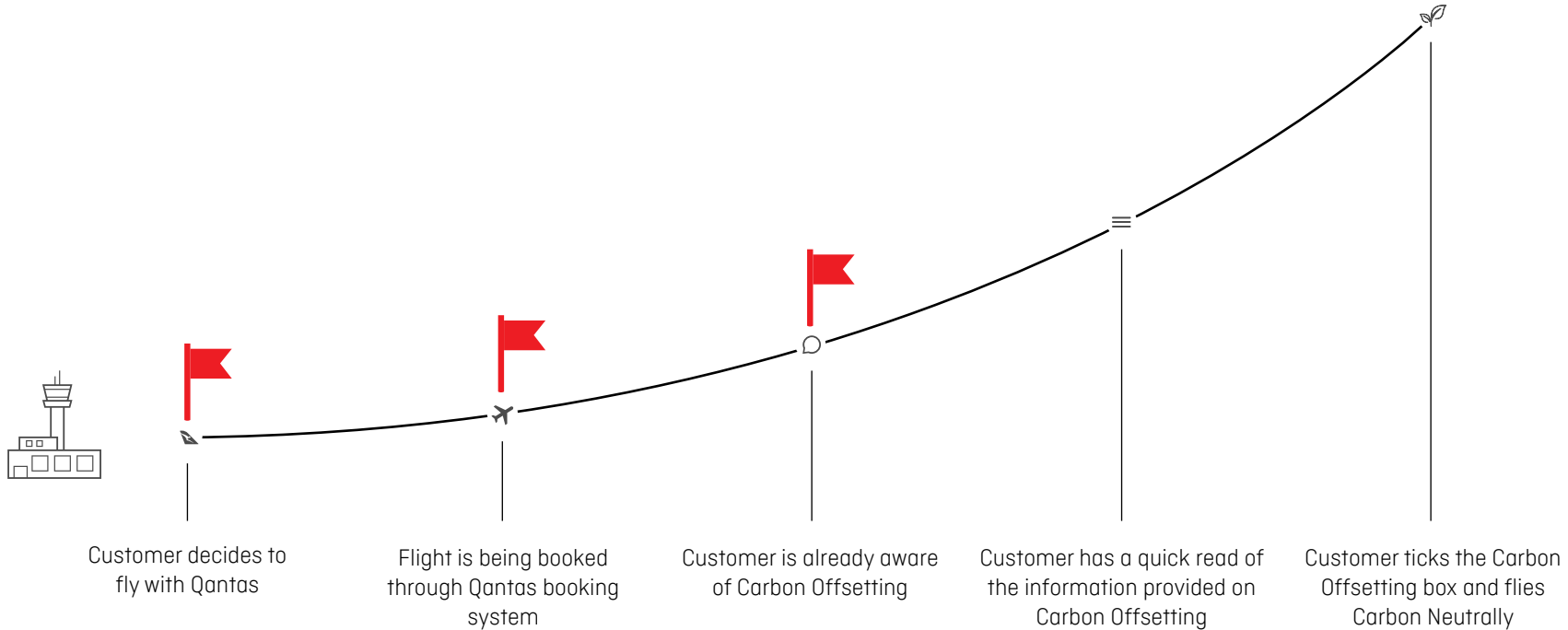
Coffy - You don't know you need it till you till you do.

Coffy - The Carbon Offsetting Koala of Knowledge



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Carbon Offsetting Chatbot

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Australia (English)

Log in

Destinations

Flight deals

Plan

Book

Fly

Frequent Flyer

Qantas for Business

Help

Discover destinations with our interactive map

From the pristine beaches of Australia to the mega cities of the world. Plan and book your getaway with our interactive 'Where can I go?' map.

SEARCH THE MAP



Book a trip



Manage booking



Check-in



Flight status

Flights

Hotels and Airbnb

Cars

Where can I go with my points?

Redeem gift voucher →

From Melbourne



To London (Heathrow)



Hey there! 🌟 Did you know that for every dollar you spend Carbon Offsetting, you get 10 Frequent Flyer Points!

Want to know more about Carbon Offsetting? 🌱 🌳 →

Latest flight deals from Sydney





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Coffy - Koala Chatbot of Knowledge

Hey there! Did you know that for every dollar you spend Carbon Offsetting, you get 10 Frequent Flyer Points! Want me to show you more?

Yes please!

No, not interested

Choose an option above...





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Hey there! Did you know that for every dollar you spend Carbon Offsetting, you get 10 Frequent Flyer Points! Want me to show you more?

No, not interested

Ok, no problem

Did you have any other questions? I'm here to help.

What is Carbon Offsetting?

What do you like to eat?

What projects do Qantas support?

Choose an option above or type here...





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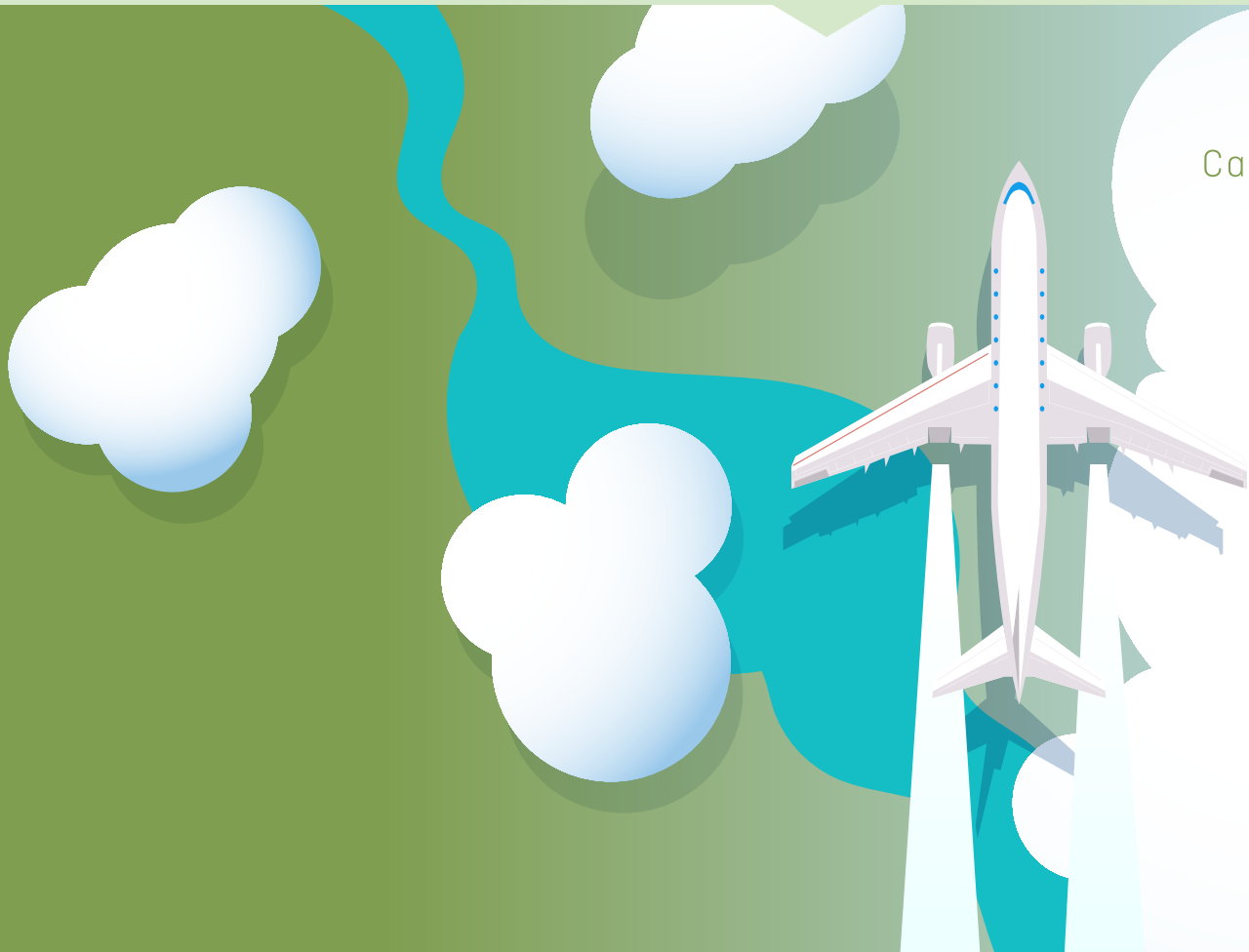
Did you have any other questions? I'm here to help.

What is Carbon Offsetting?

Follow me →

Choose an option above or type here...





Carbon Offsetting Initiative

Offset Now

Or learn more



Meet Coffy.

Our Carbon Offsetting Koala of Knowledge

At any point, if you have a question - feel free to chat to me! I probably have the answer.. Or gum leaves.. I can share



Project

Reinvigorating Indigenous Traditions



Through our Qantas Future Planet business partnerships, we support the North Kimberley Fire Abatement Project. The North Kimberley area of Western Australia is prone to extreme wildfires. This project is managed by Indigenous land owners in the North Kimberley who are reducing emissions through traditional fire management techniques.

By conducting early season dry burns, uncontrolled wildfires are prevented; improving the health of country and avoiding the release of emissions.

Offset Now

Project 1

Carbon Neutral Kangaroo Island



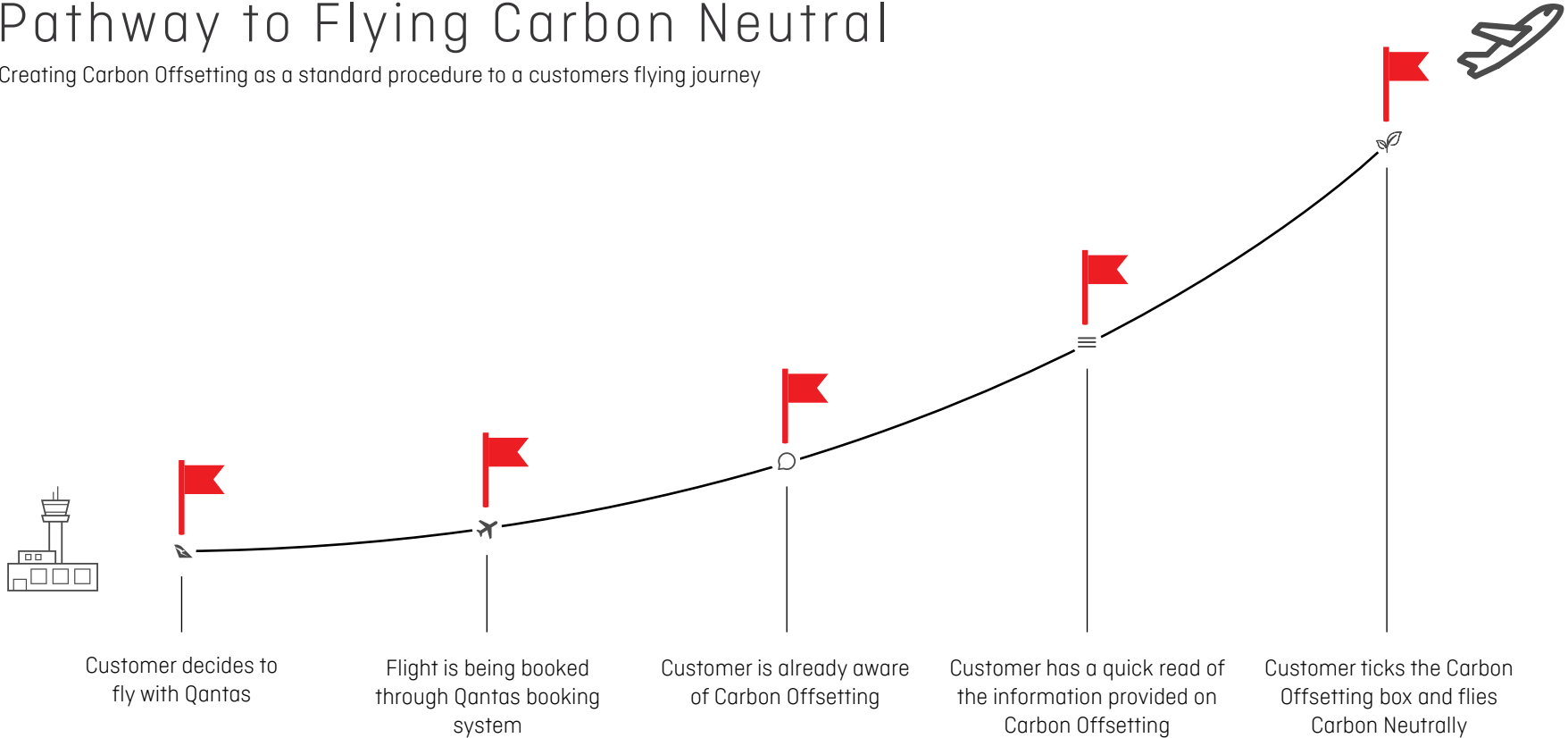
Home to 15 bird and 52 plant species found nowhere else on Earth, Kangaroo Island is a pristine wilderness. Yet over time human influence has led to areas of land degradation. Carbon offset projects located on the island are restoring native landscapes by planting local species in those areas best suited for rehabilitation. This activity reduces the risk of soil erosion, decreases soil salinity, enhances biodiversity and reintroduces important habitat for native wildlife including the glossy black cockatoo.

Kangaroo Island is also Qantas' first carbon neutral destination as all flights to and from the island will be carbon offset through this accredited project as credits become available.

[Learn more.](#)

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Summary

UX Recommendations

- Create a channel for customers to engage with Qantas to give a personable feel to the initiative and projects and allow for queries to be resolved.
- Give the chatbot some personality to enhance the likeability of the feature.
- Create incentives to Carbon Offset such as using Frequent Flyer points or special deals.
- Use interactivity to captivate users and enhance their experience.

Thank you!

Melinda Sobol

