



# Main Cabin Basic Program

PMI 2020 Project of the Year



# Program Goal

To deliver a suite of Branded Fare products and introduce Main Cabin Basic (MCB), a new option for guests who choose to forgo certain travel services in favor of our lowest fare with the same onboard experience

## ○ Schedule

- Sales Launch: September 2019
- Travel Starts: October 2019

## ○ Market: North America (mainland)

## ○ Key Deliverables

- Branded Fares Foundational Capabilities
- Agent Software
- Agent Training & Outreach
- Rich Content & Branding of Fares
- MCB Distribution Contract
- HA Web UI/UX Redesign for MCB
- MCB Reporting & Analytics
- Boarding Pass Redesign
- Pre-seating System
- New Boarding Zone System



Flights > Travelers > Itinerary > Seats > Payment > Confirmation

## Choose Your Departing Flight

Mon 9/23	Tue 9/24	Wed 9/25	Thu 9/26	Fri 9/27	Sat 9/28	Sun 9/29
\$368	\$368	\$368	\$368	\$368	\$368	\$362

Order By: Fewest Stops

[Price Chart](#) [Price Calendar](#)

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All prices are now roundtrip. Prices displayed per passenger and includes taxes and fees. Additional baggage fees may apply.

[Compare Experiences](#)

	No advance seat selection	Main Cabin Basic	Main Cabin	Extra Comfort	First Class
8:00am HNL → 4:25pm LAX (Non-Stop, 5h 25m)		\$368 Roundtrip	\$458 Roundtrip	N/A	
2:35pm HNL → 11:00pm LAX (Non-Stop, 5h 25m)		\$368 Roundtrip	\$458 Roundtrip	N/A	

Flight Details View Seats HA 10

Boarding Passes: PDX - HNL, HNL - LHX

July 21: Portland - Honolulu

FLIGHT: HA 25 DEPARTING: 7:20am GATE: 2A

PASSENGER LIST: JENNIFER HARDY

Zone: 6 Seat: 15A

QR Code

Last updated: 6:34am Jul 21, 2017

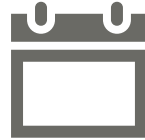
[Add to Wallet](#) [Flight Status](#)

# Challenges

The team overcame many challenges by working together and escalating when needed



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## Schedule-driven nature of program

- Some IT solutions delivered to legacy systems
- Non-critical scope deferred to post-launch
- Team sustained a high operational tempo



## Testing was consistently challenging

- Test environments limited or non-existent
- 80+ testers coordinated with across the globe
- Extensive workshops and meetings with vendors to understand their systems



## Scope expanded through execution

- New boarding zone process, system-wide
- Boarding pass changes for First/Business class
- Enhancements to prioritize automated seat assignments for elite guests



# Our Accomplishments

**Main Cabin Basic was delivered with the full force of Hawaiian's leadership and ~140 experts working together as "One 'Ohana"**



## All major deliverables completed on-time, under budget

- Program was a commercial success that put our guests first
- Second-order effects considered; centralized pre-seating process established to offset impact of more guests without seat assignments
- Change management was a major focus; team implemented a new boarding zone system to minimize disruption to operations



## Hawaiian's brand remained intact

- Feedback loops ensured the front line and guests were supported
- Robust testing and QA travel conducted for a positive guest experience
- Detailed deployment plans allowed for rapid issue resolution



## Main Cabin Basic set a new standard at Hawaiian

- More than 80% of the 250+ lessons learned applied along the way
- Performance and benefits were tracked for data-driven decision-making
- Tiered governance process enabled timely executive decisions



Mahalo