

GoCho Case Study

Client: Charlottesville-Albemarle Regional Airport (CHO), at GoCho.com

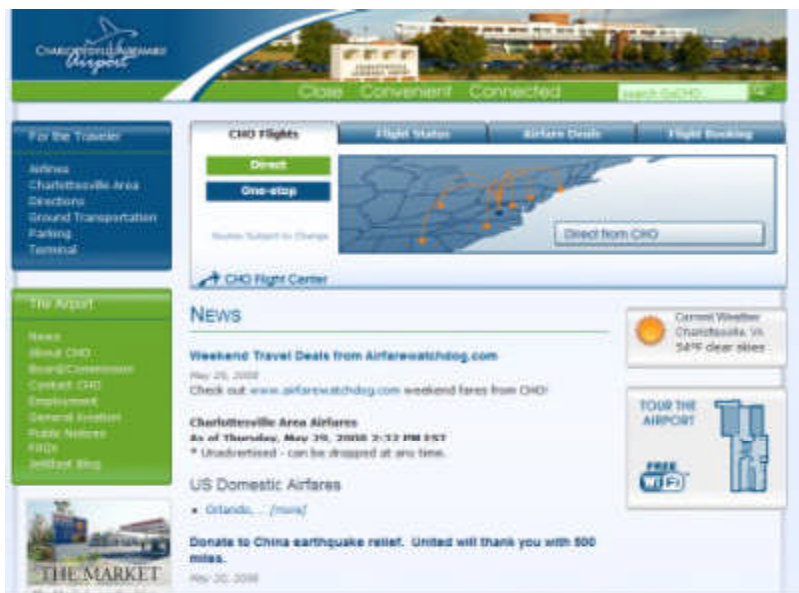


Background

The Charlottesville-Albemarle Airport (CHO) is a nonhub, commercial service airport offering daily non-stop and one-stop international and domestic destinations. In service since 1955, the facility has grown to include a 60,000 square foot terminal facility with modern customer amenities offering on-site rental cars, ground transportation, wireless internet connectivity, and food service. General aviation facilities include an executive terminal supplying a full-service fixed-base operation, flight school, and aircraft charter firms.

Challenge

The big question was: why would anyone want to visit Charlottesville airport's own website? There are many online resources available for the major services an airport's website would provide: booking flights, checking flight status, checking local weather and finding local



accommodations and attractions. Many other sites come to mind before a user thinks of the local airport's site. CHO staff also needed to facilitate easy communication with each other and with the public for daily business and emergencies.

Solution

In our Interview and Concept phases, we determined there was value in providing a snapshot of localized resources that would give users a single source for information specific to the Charlottesville airport and surrounding region.

We created a Traveler's Flight Center that allows users to immediately get pre-filtered information with a single click. Key features include: an interactive map which shows destinations that travelers can reach on direct and one-stop flights from CHO, including domestic and international flights; a flight status panel that pulls in only flights arriving at and departing from CHO; a listing of ticket prices that offer the best deals for flights from Charlottesville; and a full-featured booking

tool that automatically pulls in CHO as the departure airport.

From drawings provided by the client, we created animated maps that make the areas and services of the airport clear to visitors. We included FAQs and an easy to update News

section as well. For the airport administrators, we created several unique components: a content management system (CMS) that allows administrators to post news to any section of the site through a simple, web-based interface, including hot alerts for visitors to the home page; a flight data tracking tool that pulls in information from multiple sources and provides an opportunity for revenue sharing; a tool for integrated site traffic statistics and click-throughs that allows the site to generate ad-based revenue; the JetBlast Blog that allows subscribers to receive RSS feeds for general airport news or the behind the scenes at the airport; and a booking tool that generates revenue for the airport when visitors use it to book a flight.

Other additions include a administrator-only bulletin board which can be used by CHO management to post important information for their employees, and a location map that allows visitors to chart driving directions from the airport to their destinations.

Summary

The re-imagining of the CHO website was a joint exercise in creativity and technology integration, making the site useful to the public by pulling data from several sources, manipulating it and then displaying it on a localized platform. The result has been increased visits from the local community, as evidenced by local TV station NBC 29 referring viewers to GoCho.com in order to check on flight delays caused by a tornado watch. With options for revenue generated by affiliate links and ad placement, the project is on the way to paying for itself.

Charlottesville Albemarle Airport Authority Executive Director Barbara Hutchinson stated, **"Gocho.com has been recreated with everything I would want when traveling to an airport. It is simple in design, with as much information at your fingertips as possible, but without the clutter found on many websites"**.

For more information about AeroWeb, please visit www.AeroWebOnline.com



The screenshot shows a web interface for the CHO Flight Center. It features a navigation bar with tabs for 'CHO Flights', 'Flight Status', 'Airfare Deals', and 'Flight Booking'. Below the navigation, there are buttons for 'Arrivals' and 'Departures'. The main content area displays a table of flight status information. The data is current as of 7:26AM on June 3, 2008. The table lists three flights: US Airways flight US 4264 to Philadelphia at 9:09AM, United flight UA 6867 to Washington-DUL at 9:35AM, and Delta flight DL 4922 to Atlanta at 10:45AM. All flights are listed as 'On Time'. The CHO Flight Center logo is visible at the bottom left.

Airline	Flight	City	Time	Status
US Airways	US 4264	PHILADELPHIA	9:09AM	On Time
United	UA 6867	WASHINGTON-DUL	9:35AM	On Time
Delta	DL 4922	ATLANTA	10:45AM	On Time

