

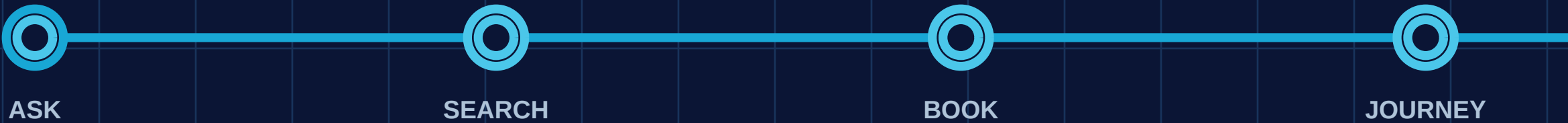
FLIGHT ONE

AI TRAVEL OPERATING SYSTEM

From conversational travel planning to booking, checkout and journey management — building a connected travel experience around AI.

PRODUCT CASE STUDY

Designed & developed by
Syed Asjad Abbas



Travel was fragmented.

FlightOne started with a simple question: what if travel planning felt more like working with a consultant than filling out forms?

TRADITIONAL TRAVEL EXPERIENCE

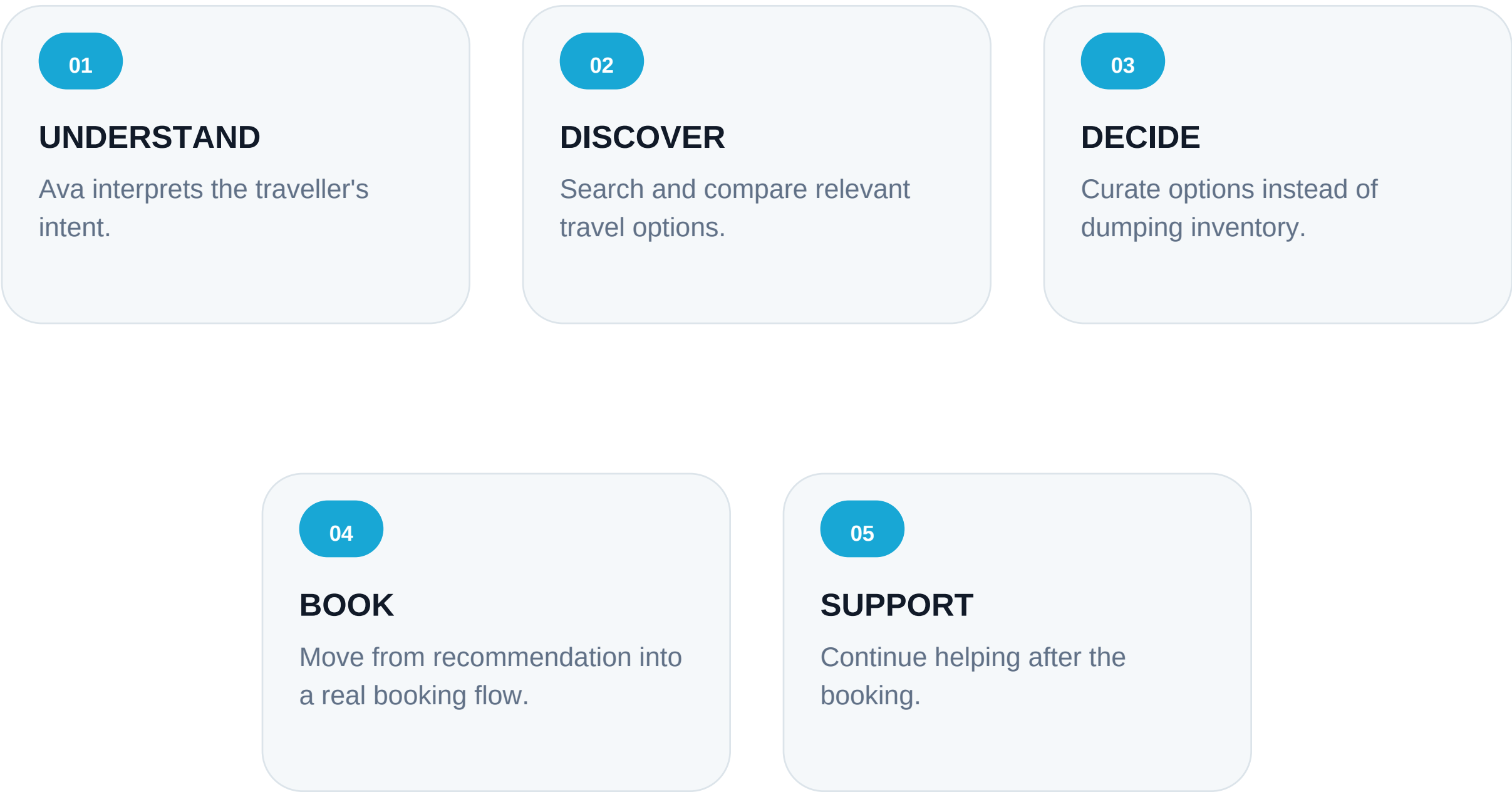
- Too many disconnected search and booking steps.
- Raw inventory can overwhelm travellers with options.
- Post-booking support is often separated from the booking experience.
- AI is frequently treated as a chat layer instead of part of the actual workflow.

THE PRODUCT QUESTION

How might we make planning, booking and travel support feel like one continuous experience?

One conversation. One journey.

FlightOne was designed as an AI-first Travel Operating System — not simply a travel website with a chatbot attached.

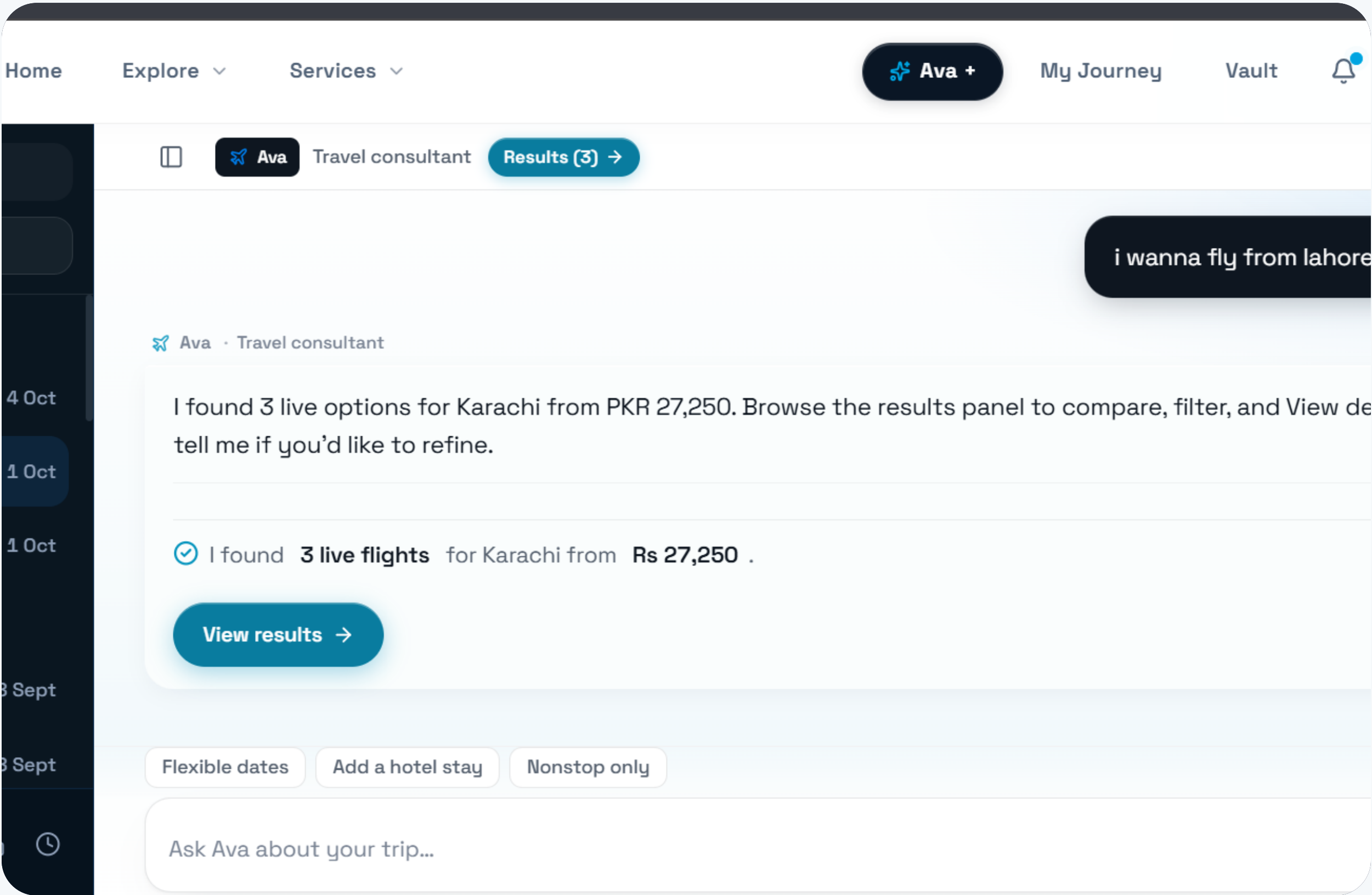


THE CORE IDEA

AI should be connected to the travel workflow — from intent to recommendation to booking to journey support.

Meet the AI travel consultant.

Ava is the conversational interface at the centre of FlightOne — designed to understand a request and move the traveller toward action.



EXAMPLE CONVERSATION

Traveller

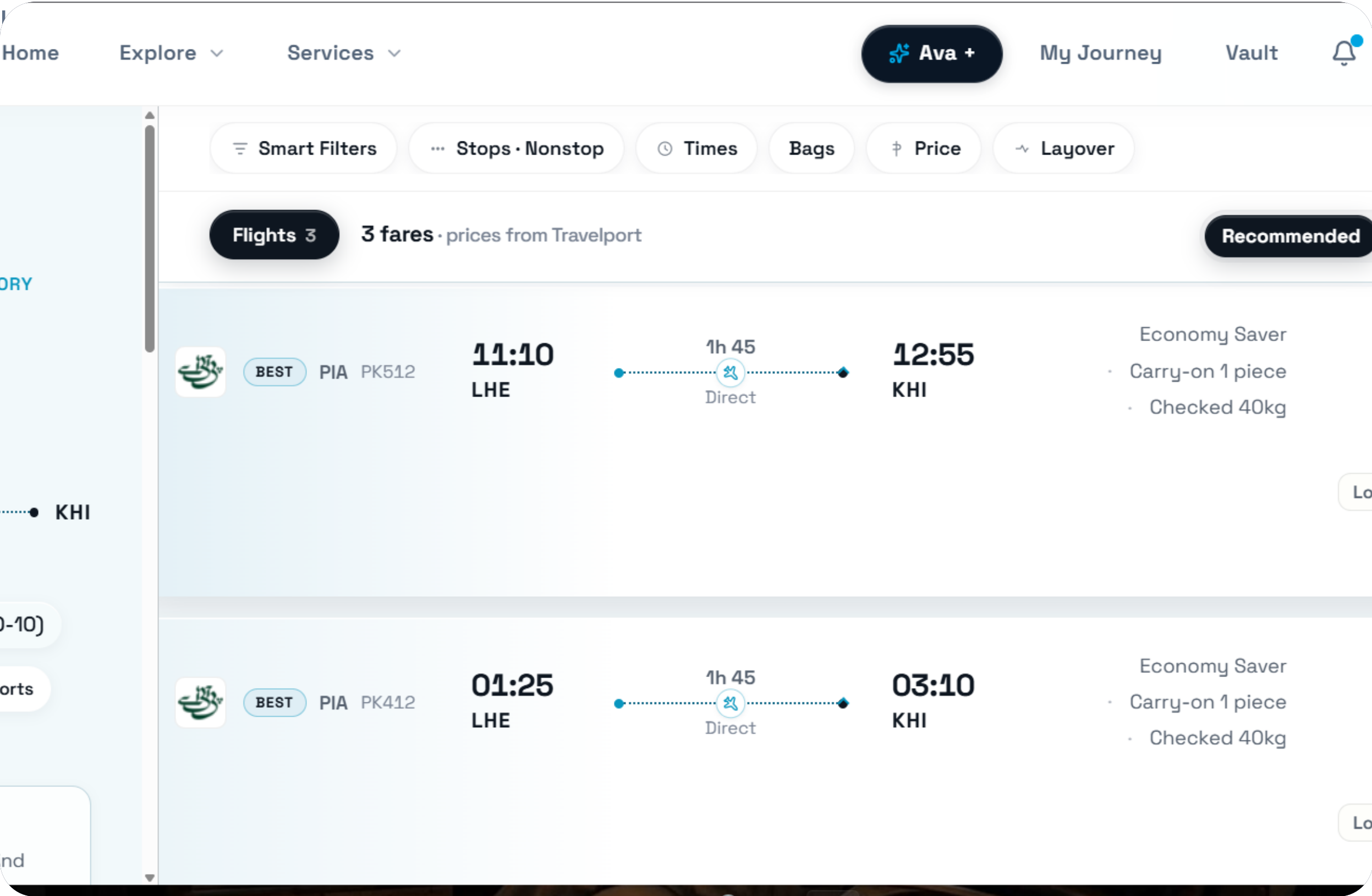
“I wanna fly from Lahore to Karachi on 10 Oct.”

Ava

“I found 3 live options for Karachi from PKR 27,250. Browse the results panel to compare, filter, and View deal.”

From conversation to live options.

The important transition is not the chat response — it is turning the response into a



LIVE INVENTORY

Supplier-backed options

SMART FILTERS

Stops, times, bags, price

RECOMMENDATIONS

Recommended / cheapest / quickest

VIEW DEAL

Move directly into the booking journey

The AI experience connects to real boo

The product was built so the traveller can move from recommendation into a structured

and payment for this booking.

2

PAYMENT

3

TICKET

Details

Passport or travel document used for ticketing.

FILE & VAULT

Yasir Khokhar (ear)

Result

SURNAME *

Traveller

DATE OF BIRTH *

mm/dd/yyyy

Trip

LHE

11:10

Sat, 10 Oct 2026

Lahore → Karachi

Pakistan International Airlines · PK512 · Economy

1h 45m

Price

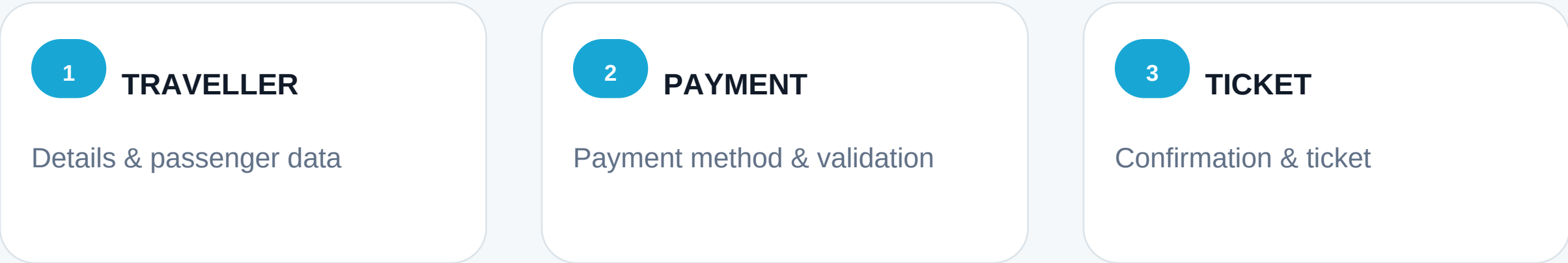
Base fare

Taxes & fees

Total

PK

Taxes included where shown



Booking states, validation and payment feedback are treated as part of the product experience — not hidden implementation details.

The journey continues after payment.

FlightOne was designed around the idea that a travel platform should remain useful after

FLIGHTONE

Passenger Ticket & Baggage Check · IATA Accredited

Booking REF / PNR CONFIRMED

0-UN2NDP

Ticket Number

3UUN2NDP

Electronic ticket — issued in FlightOne sandbox. Verified for preview & demonstration

ONE-WAY FLIGHT

KHI
Karachi
Jinnah

CABIN & SERVICE

DATE OF DEPARTURE

BAGGAGE ALLOWANCE

Economy Class

Sat, 10 Oct 2026

30 kg Checked

Tickets

Price

Base fare

Taxes & fees

Total

Taxes included where shown

Before you pay

Quoted fares can change until ticketing.

Passenger names must match travel documents.

Airline fare rules and FlightOne terms apply.

Need help?

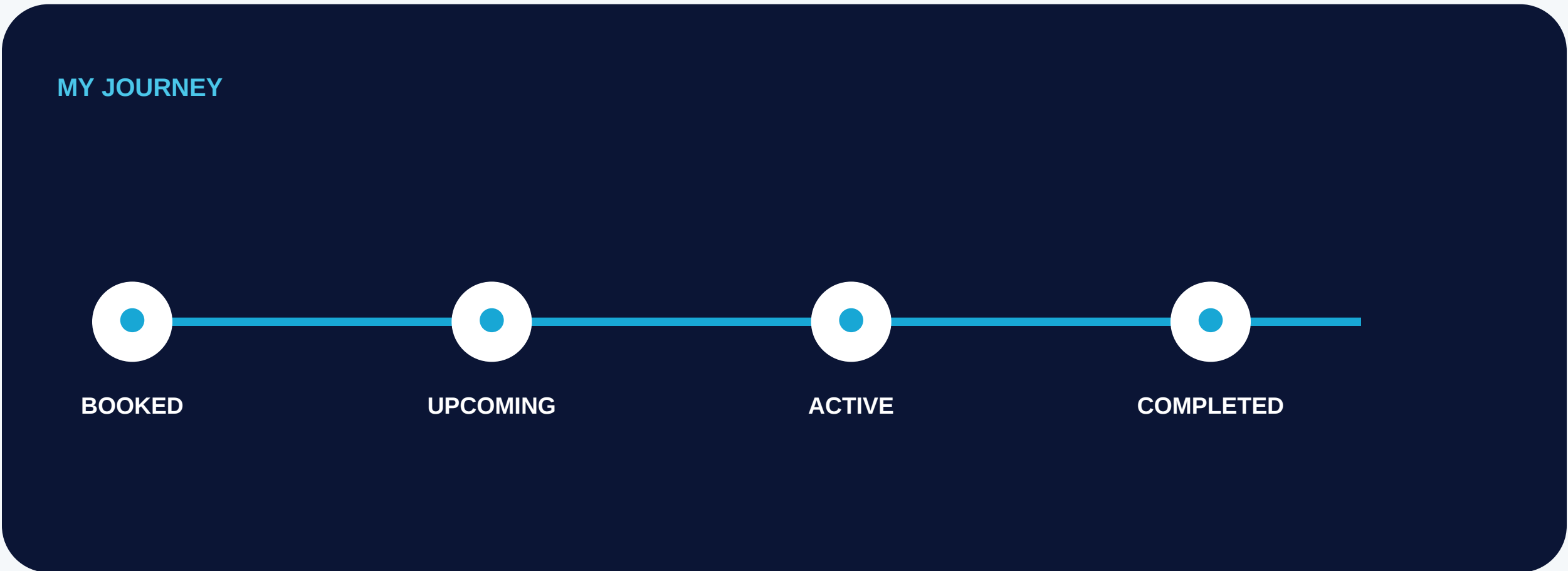
Chat with Ava

CONFIRMATION → JOURNEY

Electronic ticket, booking reference, itinerary, fare details and traveller-facing assistance remain accessible in the same ecosystem.

Booking is not the finish line.

The Journey experience extends FlightOne from transaction to ongoing travel support.



LIVE RADAR

Verified flight/status information when available.

DISRUPTION ASSIST

A dedicated path for unexpected travel problems.

ALTERNATIVES

Find other options instead of starting from zero.

SERVICING

Refund, cancellation and ticket actions stay near the journey.

Where the product became interesting.

The hardest part was not rendering screens. It was keeping AI, booking state, responsive UI and travel complexity coherent.

AI AS A WORKFLOW

Ava needs processing states, context and staged results — not just instant text.

MULTI-CITY COMPLEXITY

Multiple flight legs need to remain understandable across results, detail and checkout.

STATEFUL BOOKING

Quoted, payment, hold and reservation states must communicate clearly to the traveller.

RESPONSIVE SYSTEM

The same product had to work across phones, iPads and desktop layouts.

POST-BOOKING UX

Journey management needed to scale without turning into an endlessly long page.

FAILURE STATES

Validation and backend failures should surface clearly instead of silently doing nothing.

AI → SEARCH → RECOMMEND → BOOK → JOURNEY

From website to travel system.

FlightOne evolved from a travel experience into a broader AI-powered product spanning discovery, recommendations, booking, checkout, traveller management and post-booking journey support.

AI

Ava as the conversational entry point

PRODUCT

Connected travel workflows

ENGINEERING

Stateful, responsive experiences

JOURNEY

Support beyond the booking

WHAT'S NEXT

Voice AI • Predictive recommendations • Corporate travel • Advanced analytics •
Expanded supplier integrations