



A High AI-Q[™]
Company



Global Private Jet Charter Booking Platform

Connecting travelers to a network of 7,000+ aircraft through a high-performance mobile suite featuring real-time bidding and geolocation.

Overview

QBurst engineered a native mobile application suite for iOS and Android, integrating the client's existing web platform. The solution provides a premium, user-friendly interface to search, compare, and book private jets at competitive market prices.

- **International Media Recognition:** The app's innovative technology has been featured by major outlets like the BBC, CNN, and the Daily Telegraph.
- **Award-Winning Solution:** Recognized by the Smarta 100 as one of the UK's smartest small businesses for market differentiation.



Client Profile

Based in Europe, the client is a premier air charter specialist. Their booking service aggregates data from a global network of over 7,000 accredited aircraft, allowing them to pinpoint the best available private jets for elite travelers and corporate institutions.

Challenges: Barriers to Global Mobile Expansion

While the client had a successful web presence, transitioning their luxury service to a mobile-first world presented several significant hurdles.

- **Market Accessibility Gap:** The client's reach was restricted to desktop users, missing a massive segment of high-net-worth travelers who required on-the-go booking capabilities.
- **Data Complexity at Scale:** Processing real-time availability and technical specs for 7,000+ aircraft across different operators created significant latency issues on standard mobile interfaces.

- **Manual Location Discovery:** Travelers struggled to identify nearby charter-ready airports manually, leading to booking friction and lost revenue during urgent travel needs.
- **Fragmented Pricing Models:** Without a unified mobile bidding system, ensuring competitive market pricing for customers across 2,700+ operators was an operational bottleneck.

QBurst Solution: Premium Aviation Booking Suite

We developed native applications for iOS and Android that mirror the comprehensive functionalities of the client's web platform. The solution focuses on delivering a streamlined booking journey with specialized features for frequent flyers.

- **Advanced Flight Search:** Users can view a prioritized list of charter flights by selecting arrival/departure points, receiving real-time quotes from multiple operators.
- **"Jet Me Home" Feature:** A specialized tool allowing travelers to assign a home airport; with one tap, the app locates the nearest available private flights to get them home immediately.
- **Geospatial Airport Discovery:** Utilized GPS technology to detect the user's location and display all airports within a 50-km radius on an interactive map.
- **Visual Fleet Management:** An extensive digital catalog categorizes aircraft by type and size, featuring high-resolution photography of jet interiors and exteriors.
- **24/7 Support Integration:** Embedded round-the-clock customer care contact points directly into the mobile interface for immediate assistance.

Technical Highlights

The technical architecture was built to ensure smooth data handling across global aircraft networks while providing a responsive, native user experience.

- **Native iOS Development:** Built in Xcode using Objective-C and SQLite. Core frameworks like UIKit and CoreGraphics were used for high-end UI design, while CoreLocation and MapKit handled airport discovery.

- **Native Android Development:** Developed in the Eclipse environment using the Android SDK. Utilized the MapActivity class for built-in map rendering and caching, ensuring fast performance on various Android devices.
- **Offline Data Storage:** Both platforms use SQLite to store local data, allowing for faster retrieval of favorites and home airport settings.
- **Integrated Animations:** Leveraged native animation packages to provide a fluid, premium feel that aligns with the luxury travel market.

Impact

- **Massive Network Growth:** The platform facilitated an increase in registered private jet operators from fewer than 1,000 to more than 2,700.
- **User Engagement Surge:** The ease of the mobile booking process contributed to a 60% increase in the total user count within the first year.
- **Brand Visibility:** Featured in luxury travel magazines such as FlyCorporate and Affluent Page, solidifying its position in the premium travel sector.
- **Operational Success:** Successfully published on both iTunes and Google Play, simplifying the booking process for thousands of international smartphone users.