

# Launching the Allegris Seatmap:

*Lufthansa x Gordian Partnership*

**Cathy Chang**

*Product & Project Manager*



\* Specific details are redacted for confidentiality

# OUTLINE

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**Context**



**Project Overview & Complexities**

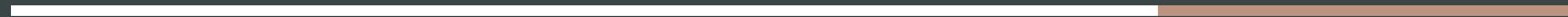


**Team & Execution**



**Deliverables & Results**

# CONTEXT

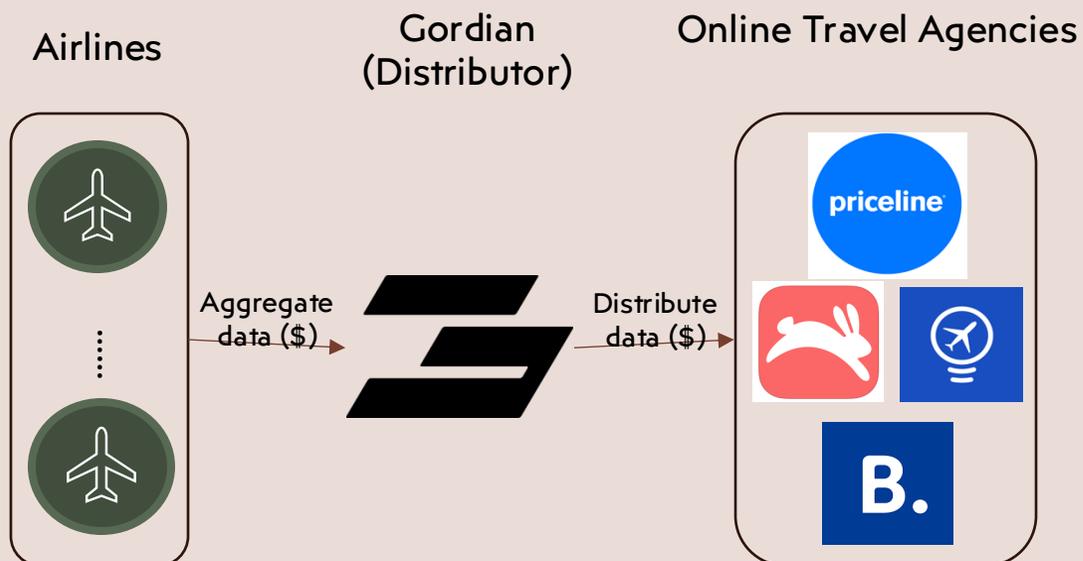


# WHAT GORDIAN DOES

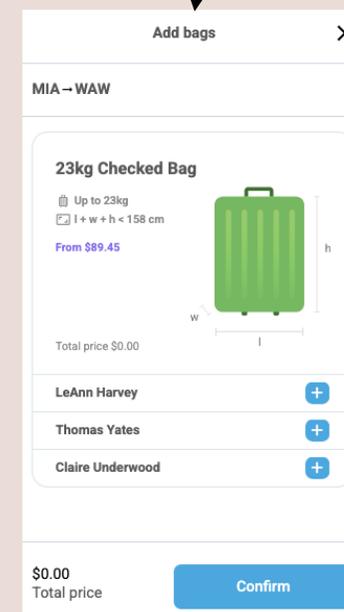
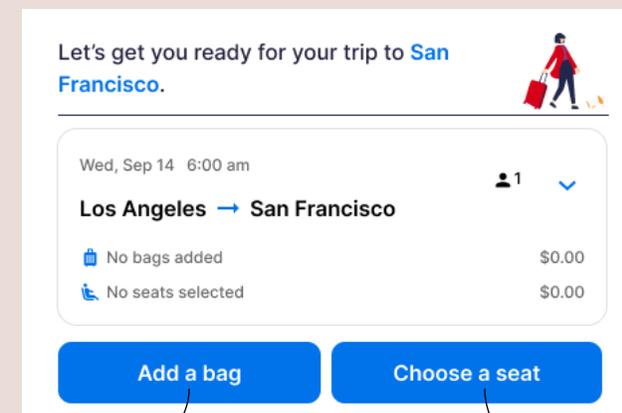
Gordian is a Series A travel startup that aggregates data on each flight's **layout**, **pricing**, **availability** across

- **120+ airlines**
  - **100,000 flights / day**
- and distribute this information to **major online travel agencies**

## Gordian's position in aviation industry



## Visual Examples: Seat & Bag Selection



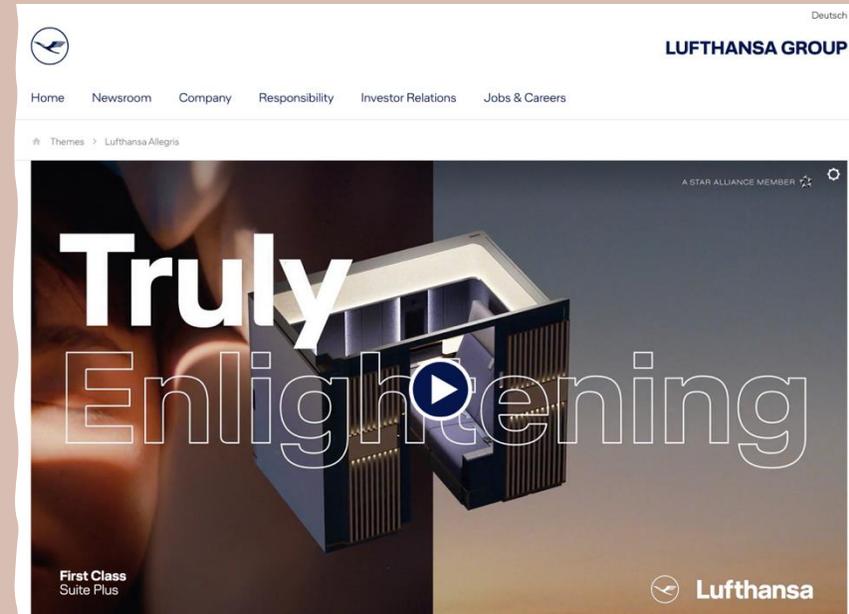
# THE ALLEGRIS PROJECT

## The Allegris Initiative

- Lufthansa Group invested **€2.5B** to overhaul its fleet to focus on *luxury and personalization*
- *Allegris* cabins introduced: new seat classes, layouts, and premium features

## Unprecedented Role for Gordian

- Chosen as one of Lufthansa's *exclusive distribution partner* for the Allegris launch
- Dual role: *implementation* and *strategic consultation*
- Guiding Lufthansa's technical specifications as the *leading industry expert in airline distribution*
- **High visibility, high stakes** — global exposure and aggressive timelines



Deutsch

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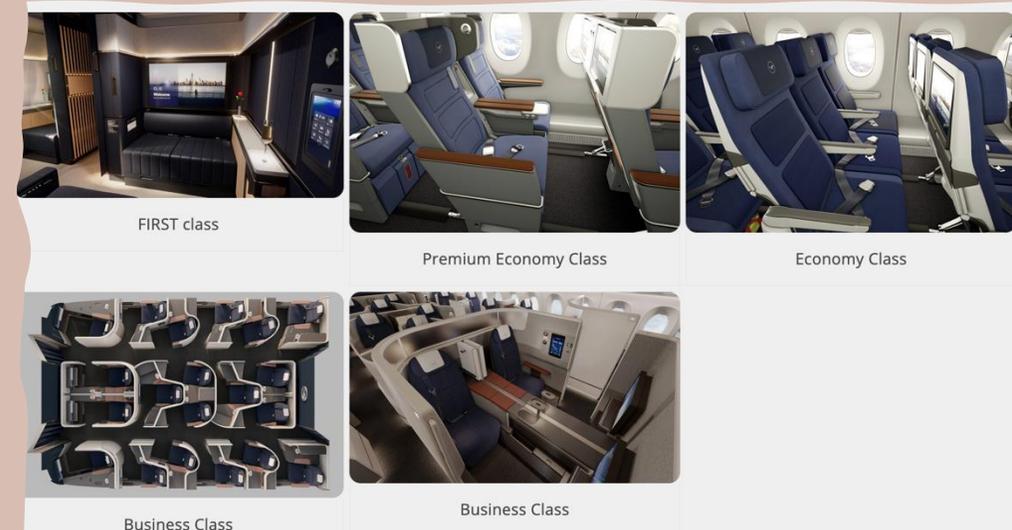
Truly Enlightening

First Class Suite Plus

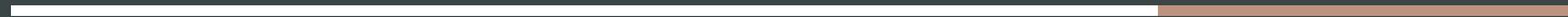
Lufthansa

LUFTHANSA ALLEGRIS

With "Lufthansa Allegris", Lufthansa is offering its passengers a completely new travel experience on long-haul flights: all Lufthansa travel classes from Economy to Premium Economy, Business and First Class have been given a new top product that is unrivaled in the market thanks to the variety of seats. The introduction took place with an Airbus A350-900 on May 1, 2024.



# PROJECT OVERVIEW



# PROJECT OVERVIEW

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- **What was Allegris:** €2.5B Lufthansa luxury cabin overhaul
- **Business need:** Needed a leading partner to launch new cabin experiences across global digital channels
- **Gordian's role:** Chosen as an exclusive distribution partner
- **My role:** TPM leading end-to-end execution across systems, stakeholders, and timelines
- **Development Timeframe:** Jul 2022 → Oct 2022



# REDESIGN VISUAL

## Original Seatmap

## New Seatmap

PRN → JFK

Passenger 1

1/2

1/1

- Preferred Seat** €19.00 - €60.00  
Grab one of the most popular seats.
- Standard Seat** €10.00  
Choose your favourite seat.
- Unavailable**

Row	A	B	C	D	E	F	G	H	J	K
18	€60	€59	€60	€60	€59	€59	€60	€60	€59	€60
19	€19	€19	€19	€19	€19	€19	€19	€19	€19	€19
20	€19	€19	€19	[Toilet]		€19	€19	€19	€19	€19
21	€19	€19	€19	€19	€19	€19	€19	€19	€19	€19
22	€19	[Toilet]		€19	[Toilet]		€19	€19	€19	€19
23	€19	€19	€19	€19	€19	€19	€19	€19	€19	€19
24	€19	€19	€19	€19	€19	€19	€19	€19	€19	€19
25	€19	€19	€19	€19	€19	€19	€19	€19	€19	€19
26	€19	€19	€19	€19	€19	€19	€19	€19	€19	€19
27	€19	€19	€19	€19	€19	€19	€19	€19	€19	€19
28	€19	€19	€19	€19	€19	€19	€19	€19	€19	€19
29	€19	€19	€19	€19	€19	€19	€19	€19	€19	€19

Next flight

Dynamic seat types

Shanghai (PVG) → Munich (MUC)

Passenger 1

1/1

1/1

- Business Suite** €19.00 - €60.00  
Exclusive personal suite in the first row with high privacy, ample storage space and big entertainment screen.
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Seat with no immediate neighbours, offering high privacy and located at the window, with direct aisle access. Converts into fully flat bed.
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- Business Extra Long Bed** €19.00 - €60.00  
Comfortable seat with a privacy divider that converts into an extra long bed.
- Unavailable**

Seat orientation

Picture support (carousel)

Descriptions & icons of amenities

New seat icons

Row	A	C	D	E	F	G	H	K
2	[Business Suite]		[Business Privacy]		[Business Privacy]		[Business Privacy]	[Business Suite]
3	[Business Privacy]		[Business Privacy]		[Business Privacy]		[Business Privacy]	[Business Privacy]
4	[Business Privacy]		[Business Privacy]		[Business Privacy]		[Business Privacy]	[Business Privacy]
5	[Business Privacy]		[Business Privacy]		[Business Privacy]		[Business Privacy]	[Business Privacy]
6	[Business Privacy]		[Business Privacy]		[Business Privacy]		[Business Privacy]	[Business Privacy]
7	[Business Privacy]		[Business Privacy]		[Business Privacy]		[Business Privacy]	[Business Privacy]
8	[Business Privacy]		[Business Privacy]		[Business Privacy]		[Business Privacy]	[Business Privacy]
9	[Business Privacy]		[Business Privacy]		[Business Privacy]		[Business Privacy]	[Business Privacy]
10	[Business Privacy]		[Business Privacy]		[Business Privacy]		[Business Privacy]	[Business Privacy]
11	[Business Privacy]		[Business Privacy]		[Business Privacy]		[Business Privacy]	[Business Privacy]
12	[Business Privacy]		[Business Privacy]		[Business Privacy]		[Business Privacy]	[Business Privacy]

Seat 5F Business Extra Space Seat  
Passenger 1 \$36.00

- Inboard single center seat
- Extended living space
- 24-27" monitor
- Not wheelchair access compatible

Personal Screen

Confirm Selection

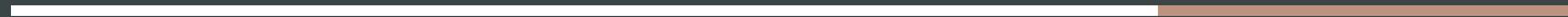
# STAKEHOLDER COMPLEXITY

Topic	Reason for Complexity	My Role as TPM
Coordinating internal releases across Lufthansa's testing / production environments	Lufthansa's environments and release cycles were separate from Gordian's, but failures on their side could break Gordian's user flows.	<ul style="list-style-type: none"><li>• Synced release schedules across both orgs</li><li>• Coordinated pre-release checkpoints to catch integration issues</li><li>• Ensured test coverage and safe fallback at launch in case of failure</li></ul>
Helping Lufthansa navigate industry standards	Lufthansa's cabin data had to support their previous NDC schemas while adhering to emerging industry best practices.	<ul style="list-style-type: none"><li>• Analyzed Lufthansa's data formats vs. distribution standards with internal tech lead</li><li>• Provided structured feedback to close data formatting gaps</li></ul>
Mapping physical design to digital payload schemas	Physical cabin layouts (e.g., staggered seats, new classes) didn't cleanly translate to digital schemas or front-end UI.	<ul style="list-style-type: none"><li>• Worked closely with designer to capture Allegris features onto existing seatmap</li><li>• Aligned Lufthansa, engineering, and UX on cabin → offer → UI mapping</li></ul>

# INTERNAL COMPLEXITY

Complexity	Reason for Complexity	My Role as TPM
Cross-functional coordination	3 internal core services, each with a whole team, all needed to handle new Lufthansa data (images, layouts) without breaking existing integrations.	<ul style="list-style-type: none"> <li>• Defined ownership and integration points across teams</li> <li>• Led inter-team roadmap coordination, sequencing work to reduce dependencies</li> <li>• Facilitated weekly triage and syncs to resolve blockers</li> </ul>
Major upgrade in system's supported ingestion format	System had to support rich Lufthansa data types (e.g., images, orientation, icons) for high-volume traffic.	<ul style="list-style-type: none"> <li>• Worked with lead engineer to               <ul style="list-style-type: none"> <li>• Update internal data model with Lufthansa's schema</li> <li>• Identify business risks and optimize system performance (e.g. implementing caching strategy for photos to keep seatmap loading times under threshold)</li> </ul> </li> <li>• Ran tests to validate parsing and transformation logic</li> </ul>
Ensuring smooth rollout for various partners	The system needed major updates to process Lufthansa's new data format while supporting legacy partner flows.	<ul style="list-style-type: none"> <li>• Documented all partner flows and strategized changes / rollouts to minimize risk for each partner</li> <li>• Worked with leading engineer to formalize new design for maximum compatibility for future features</li> </ul>

# STAKEHOLDERS, TEAM, & EXECUTION

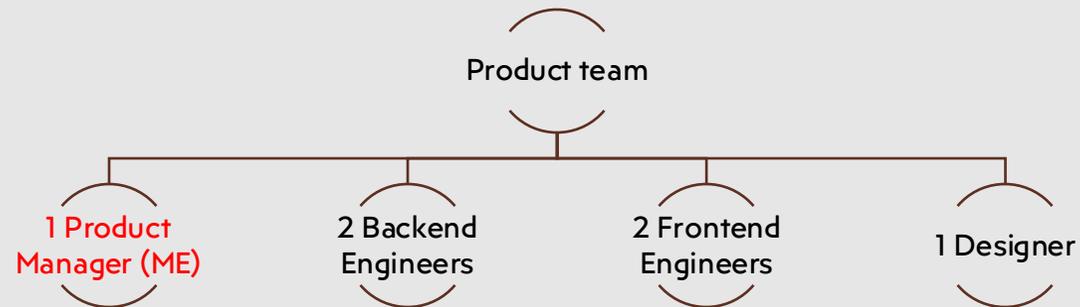


# TEAM & STAKEHOLDERS

## External Stakeholders (Lufthansa)



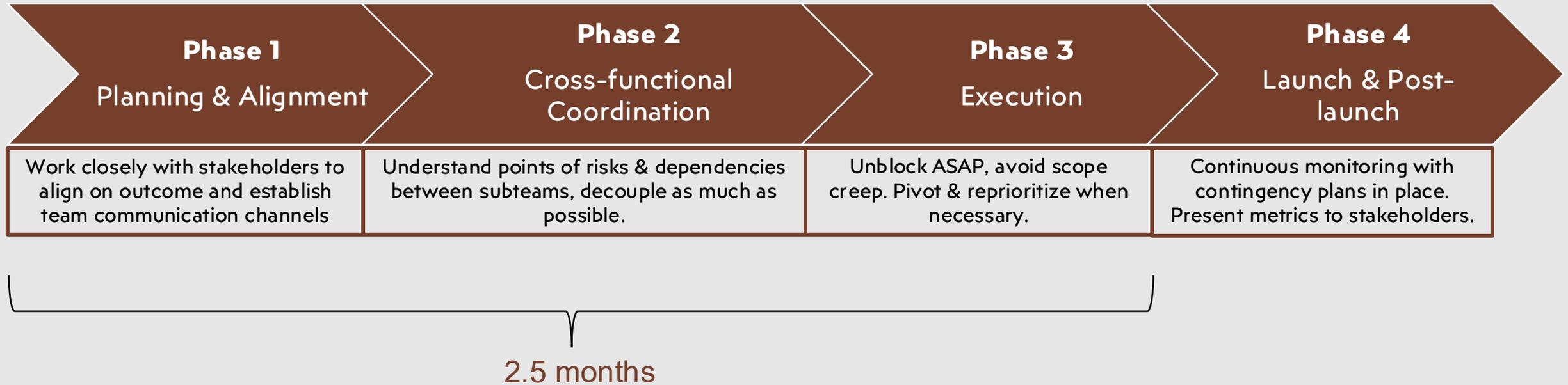
## Internal Product Team



## Internal Stakeholders



# EXECUTION FRAMEWORK: HIGH LEVEL GOALS



# EXECUTION FRAMEWORK

## Phase 1: Planning & Alignment

- Consolidate **technical API specs** from Lufthansa.
- Collaborate with stakeholders to **define user stories**.
- Obtain **UI mockups** to align design and functionality discussions.
- Break down **features** into prioritized units of work. Identify subteam responsibilities and dependencies.
- Identify & document **risks and assumptions**.
- Establish **triage process & stakeholder communication plan**.

## Phase 2: Cross-functional Coordination

- Collaborate with each subteam to **refine technical implementation details and surface interdependencies** (e.g., backend payload format needed for frontend image rendering).
- Estimate **time** and **resource** investments per subteam.
- Prioritize implementation steps based on **feature importance, effort, and dependencies**.
- Establish shared Asana project and communication channels to track interdependencies, risks, and blockers.

## Phase 3: Execution

- Split development into clear **milestones** (e.g., web-first support for seat images, followed by mobile enhancements).
- Define **E2E testing procedures**, QA gates, and success metrics to share with stakeholders.
- Define **rollback procedures and ownership**.
- Begin **development** → **test** → **iterate** per milestone.

## Phase 4: Launch & Post-launch

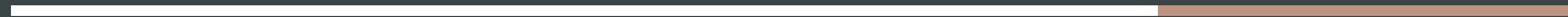
- **Coordinate launch with Lufthansa's** testing and production schedules.
- Monitor KPIs, collect feedback, and rapidly fix issues.
- Conduct partner testing
- Report to stakeholders.

# EXECUTION PLAN

\* This is an abstract, high level plan. The detailed project plans and tasks are tracked in Asana.

Stage	Comments	Estimated Time (weeks)	Involved Parties				
			Product	Design	Backend	Frontend	Stakeholders
Initial planning & alignment	Design mockup alignment	2	x	x		x	x
	Finalize request payload format	1	x		x		x
	Finalize product requirements and timeline for mobile & desktop	2	x		x	x	
	Align on monitoring metrics	0.5	x		x		
Development Stage 1 (Foundational Features)	Stage 1 focuses on building <b>foundational features</b> , while Stage 2 centers on enhancements. Take the image carousel as an example: - Stage 1: Enable image ingestion in the backend (e.g., retrieving and caching from a URL) and basic frontend display (showing a single image). - Stage 2: Implement advanced carousel functionality like scroll interactions.	4					
Development Stage 2 (Feature Enhancements)		4	x		x	x	
Testing Stage 1	QA testing is conducted continuously within each subteam as features were released.  At the end of each development stage, all subteams come together to run end-to-end (E2E) tests to ensure that the integrated system functioned as expected.	0.5					
Testing Stage 2		0.5	x		x	x	x
Final E2E test with Lufthansa	Run final test with Lufthansa in testing environment.	2	x		x		x
Ongoing monitoring	Monitoring based on agreed-upon metrics.	ongoing	x		x		x

# DELIVERABLES & RESULTS



# RESULT

- Launched on schedule with Lufthansa's global marketing campaign
- >99% uptime on partner websites
- Enabled scalable, image-rich seat selection experience in app
- Helped cement Gordian's position as industry leader airline merchandising
- Established close and fruitful partnership with Lufthansa



Shanghai (PVG) → Munich (MUC) 1/1 Passenger 1 1/1

Seat Type	Price	Description
Business Suite	€19.00 - €60.00	Exclusive personal suite in the first row with high privacy, ample storage space and big entertainment screen.
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Unavailable		

**Seat 5F Business Extra Space Seat**  
Passenger 1 \$36.00

- Inboard single center seat
- Extended living space
- 24" 27" monitor
- Not wheelchair access compatible

Personal Screen

LH727 Operated By: LH

Confirm Selection

# DEMO HERE

PRN → JFK 1/2 Passenger 1 1/1

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Grab one of the most popular seats.

**Standard Seat** €10.00  
Choose your favourite seat.

Unavailable

Row	A	B	C	D	E	F	G	H	J	K
18	€60	€59	€60	€60	€59	€59	€60	€60	€59	€60
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CO777 Operated By: CQ

Next flight



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2	[Occupied]							
3	[Occupied]							
4	[Occupied]							
5	[Occupied]							
6	[Occupied]							
7	[Occupied]							
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A C D E F G H K

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