PRODUCT MANAGER CASE STUDY

2026

FAREGOTTEN BY FLIGHTY

A teardown of Flighty, and a standalone business built on the moment where Flighty stops.

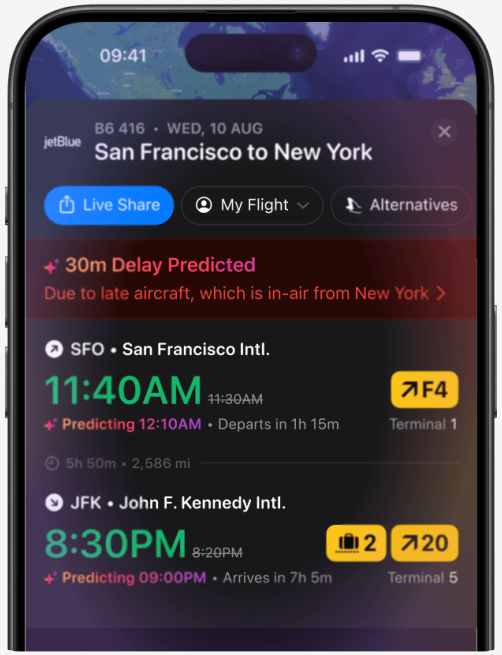


Presented by Ionah Hang Nguyen

September 2026

PRODUCT OVERVIEW

Flighty sells certainty to people who fly often



What it is

An iOS flight-tracking app that combines real-time status, delay predictions, inbound-aircraft tracking and proactive alerts.

Problem it solves

Travelers receive fragmented, delayed updates from airlines and airports. Flighty turns operational data into timely guidance, helping travelers understand what is happening early enough to act.

Core user

Frequent or high-stakes travelers who value early, reliable information. They want to feel informed and in control during uncertainty.

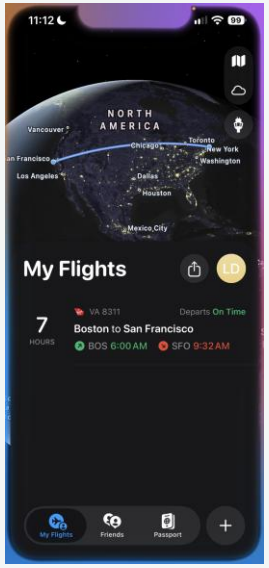
Magic moment

Flighty alerts the traveler before the airline and explains why. One accurate early alert earns trust for the next trip.

4.8★ App Store | **154K ratings** | **65+ Pro alerts** | **25h inbound-aircraft tracking**

Sources: Flighty pricing and product pages; U.S. Apple App Store. Metrics accessed September 2026.

The core journey from trip import to informed action



1 Add the flight

Email, calendar, TripIt or manual



2 Monitor quietly

Aircraft, airport and ATC signals



3 Alert and explain

What changed and why



4 Help the traveler act

Rebook, share or adjust plans

Behavior created

Travelers stop checking multiple sources and delegate monitoring to Flighty

Sources: Flighty App Store assets; Flighty product and help pages

Useful alerts create a repeatable trust loop

PRIMARY TRUST LOOP

Each trip gives Flighty another chance to prove its value

1	2	3	4	5
Add flight	**Monitor**	**Alert early**	**Act sooner**	**Next trip**
Easy setup	Less checking	Useful context	More options	More trust

The next flight restarts the loop

SUPPORTING LOOPS



Coordination

Fewer "Did you land?" texts



Memory

Passport makes each trip part of a record

PRODUCT PSYCHOLOGY AND BEHAVIOR

Less uncertainty	Less mental effort	More control	Reassurance for others
Check Flighty first	**Stop refreshing apps**	**Act earlier**	**Share and track flights**

Sources: Flighty App Store assets; Flighty Friends; Flighty Passport

THE OPPORTUNITY

The adjacent pain: unclaimed compensation after flight disruption

1	2	3	4	5	6
Detect	**Act**	**Qualify**	**Claim**	**Follow up**	**Faregotten**
What happened?	Should I wait or rebook?	Am I entitled to money?	How do I submit?	Will airline respond?	When will I be paid?

FLIGHTY TODAY

RECOVERY BURDEN REMAINS WITH THE TRAVELER

“Tell me what I may be owed—and help me finish the process.”

Unfinished job: Flighty explains the disruption. The traveler must still determine eligibility, file the claim and pursue payment.

THE OPPORTUNITY

Millions of eligible passengers never recover compensation

GLOBAL

38M

AirHelp, 2024 analysis

passengers globally were entitled to compensation in 2024

~ 60%

AirHelp, 2025 global survey

of surveyed travelers did not try to claim

EUROPE

€3.2B

FT analysis, 2026

estimated unclaimed compensation

38%

BEUC via Euronews, 2026

of EC261-eligible passengers receive compensation

€250–€600

European Commission, EC261

potential compensation per eligible passenger

UNITED STATES

236M

AirHelp, 2024 analysis

passengers experienced a delay or cancellation in 2024

20%

AirHelp, 2025 survey

of U.S. survey respondents tried to claim

780K

AirHelp, 2024 analysis

were eligible under international regulations

Directional estimates from AirHelp research, FT analysis and BEUC reporting. Regional rights and eligibility differ.

USER RESEARCH

Research evidence informed the product concept

SECONDARY RESEARCH

Public reviews

100+ reviews across AirHelp, AirAdvisor and Skycop

Long waits and poor communication undermine the service's value.

Reddit discussions

Traveler questions and claim stories

Travelers value convenience but remain sensitive to fees and loss of control

BBB complaints

Claim services complaint narratives

Unclear authorization, withdrawal rules and payout transfers undermine trust.

PRIMARY RESEARCH

5 customer interviews + 13 survey responses informed the problem, solution paths, pricing questions and trust risks.

Survey link: https://forms.gle/rNq1kpLtucVhw8Pk9

USER RESEARCH

What travelers feel and do when disruption occurs

1	**Disruption begins**	**Anxious**	Checks airline and airport updates, then considers rebooking
2	**Final arrival**	**Exhausted**	Focuses on getting home and postpones the claim
3	**Rights research**	**Confused**	Searches rules and tries to determine eligibility
4	**Claim submitted**	**Frustrated**	Waits, follows up and interprets airline responses
5	**Long silence or rejection**	**Powerless**	Gives up or looks for specialist help

Product implication: monitor during the disruption, present the claim after final arrival, and show the next step throughout recovery

USER RESEARCH

Customer segments by claim behavior

Unaware traveler

SITUATION

Does not know a claim may be possible

CURRENT BEHAVIOR

Takes no action

PRODUCT NEED

Needs automatic detection and a clear explanation

Time-poor delegator

SITUATION

Knows money may be owed but values convenience

CURRENT BEHAVIOR

Delays or abandons the claim

PRODUCT NEED

Wants complete handling for a clear fee

Rejected DIY claimant

SITUATION

Tried independently but received no response or a rejection

CURRENT BEHAVIOR

Follows up inconsistently or gives up

PRODUCT NEED

Needs evidence, persistence and escalation

STRATEGIC CHOICE

Tailor the experience to each segment: proactively identify eligible claims for unaware travelers, offer complete handling to time-poor travelers, and let DIY claimants switch to managed service if the airline rejects or ignores their claim. Prioritize time-poor travelers as the initial paid segment.

USER RESEARCH

Claim barriers and reasons for abandonment

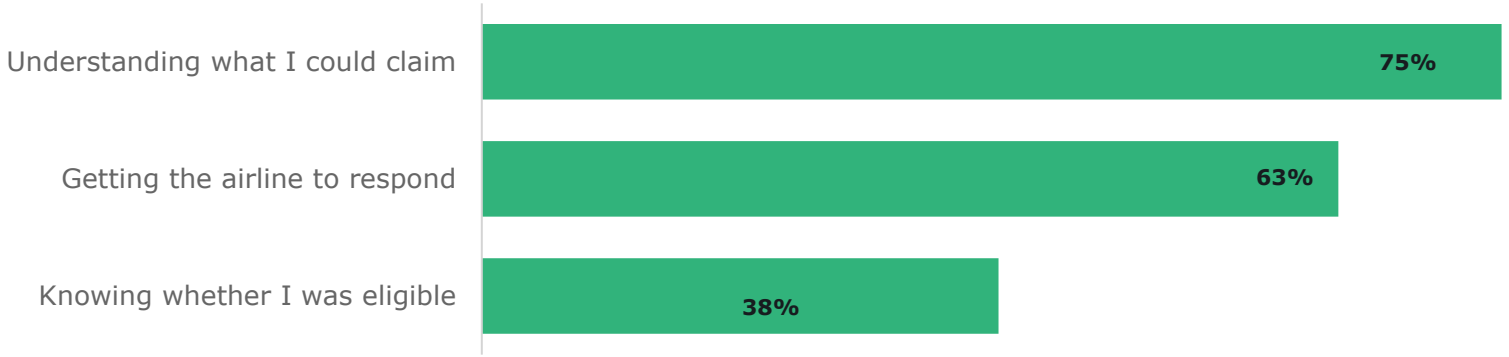
CLAIM OUTCOME

22%

of affected travelers

took no action or abandoned the process

MAIN FRICTIONS



Those did not submit

Did not know how to start. The expected amount did not feel worth the effort.

Those abandoned the process

Uncertain what could be claimed. The follow-up required too much time.

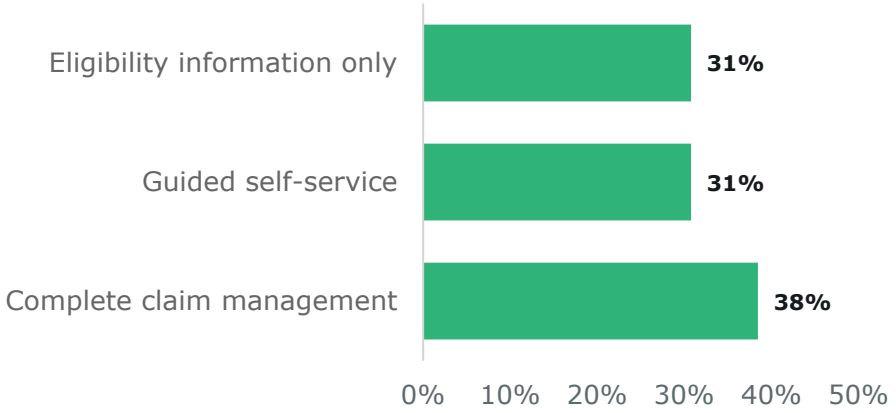
PRODUCT IMPLICATION

Reduce uncertainty at the start and remove the follow-up burden that causes travelers to abandon valid claims.

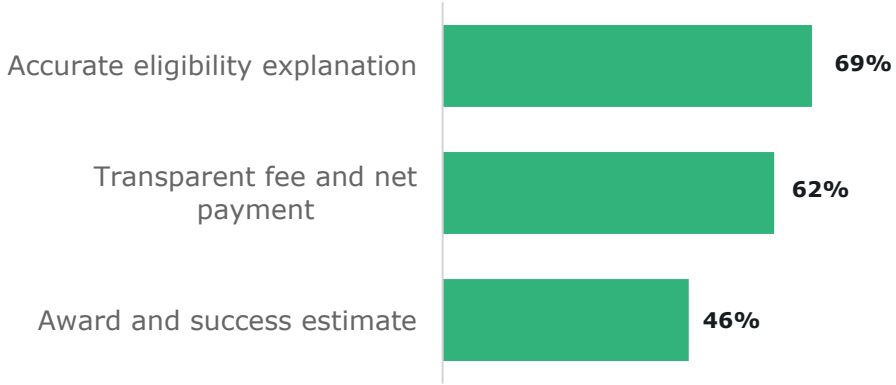
USER RESEARCH

Concept interest, preferred support and purchase intent

PREFERRED SUPPORT



MOST IMPORTANT CAPABILITIES



LIKELIHOOD TO USE

5.9/10

average across all respondents

7.2/10

among those preferring complete management

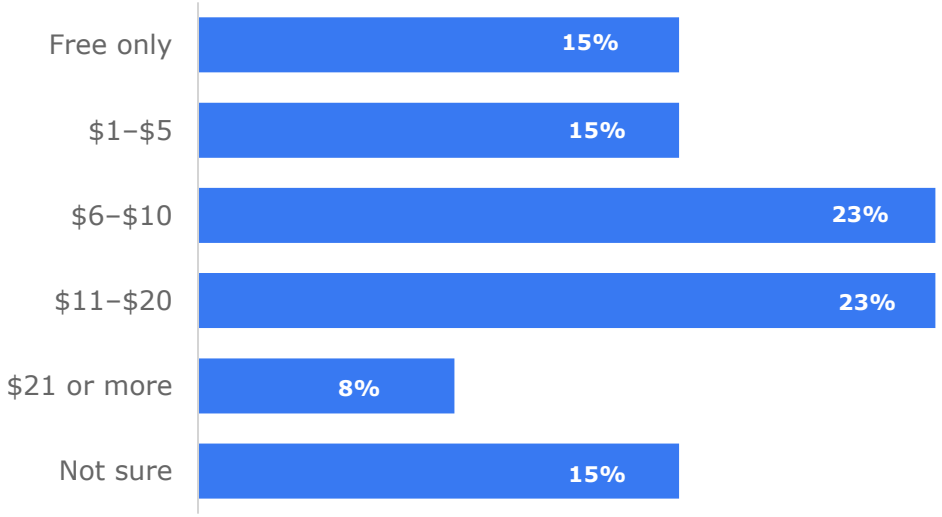
PRODUCT IMPLICATION

Use eligibility assessment as the common entry point, then let travelers choose between a DIY claim package and complete handling.

USER RESEARCH

Willingness to pay for DIY and managed support

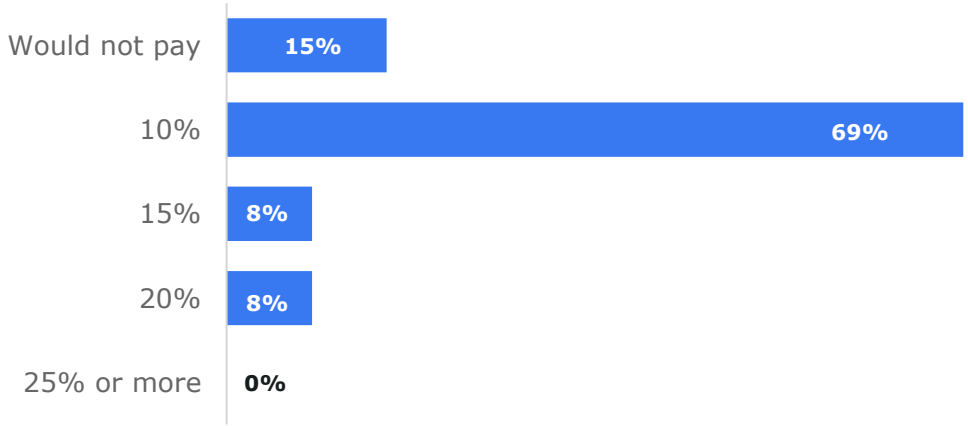
ONE-TIME DIY PACKAGE



69% would pay something

54% selected a maximum of $6 or more

MAXIMUM MANAGED SUCCESS FEE



85% would pay a success fee

Most capped the fee at 10%

PRICING IMPLICATION

Test $10 per DIY claim and 10-20% for managed handling. Recheck willingness to pay with higher-income, time-poor Flighty users.

BUSINESS PROPOSAL

Faregotten turns a stressful disruption into a clear path to compensation.

INITIAL TARGET

Time-poor travelers who may qualify for compensation

1

Detect

Flighty identifies a likely qualifying delay after final arrival.

2

Explain

The traveler sees why they may qualify, the evidence and estimated payment.

3

Choose

Select a DIY claim package or authorize complete handling.

4

Resolve

DIY users submit directly. Managed claims include follow-up and payment tracking.

CUSTOMER VALUE

Know what you may be owed, choose how much help you want, and avoid chasing the airline alone.

WHY FLIGHTY CAN WIN

Flighty already knows the itinerary and detects the disruption. Faregotten adds resolution at the moment travelers need it.

Business model

ENTRY

Eligibility assessment

Free

Eligibility decision, explanation, estimated award and available paths

SELF-SERVICE

Prefilled DIY claim package

$10 / claim

Prefilled claim, flight evidence and submission instructions

MANAGED

Complete handling from the start

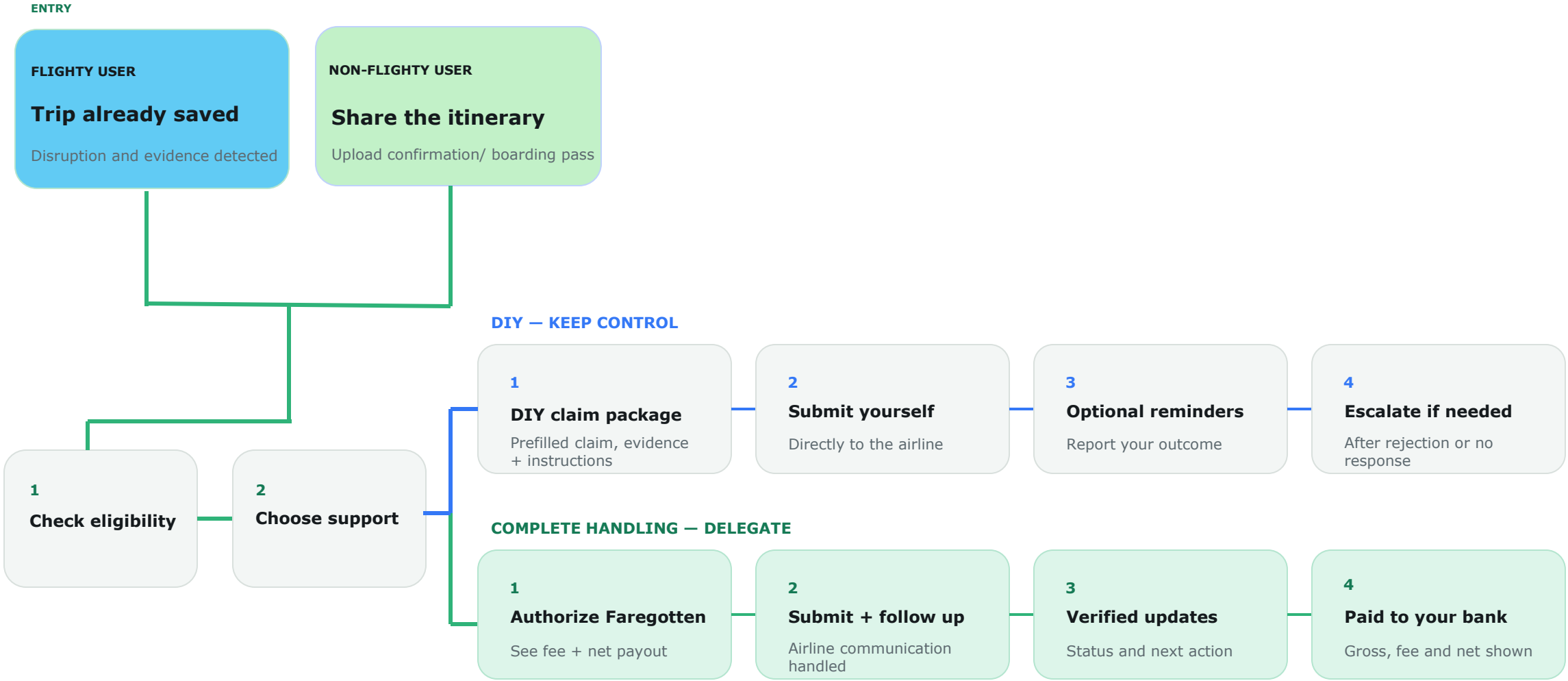
20% success fee

No win, no fee. Submission, follow-up, status and payout tracking

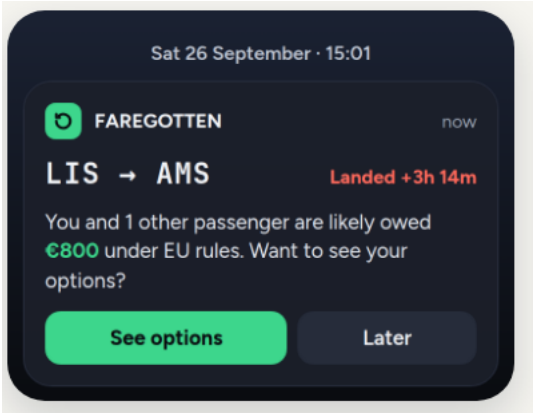
BUSINESS LOGIC

Free assessment builds trust and qualifies demand. Revenue comes from paid convenience through DIY preparation or managed claim handling.

Different entry points converge before users choose how to claim

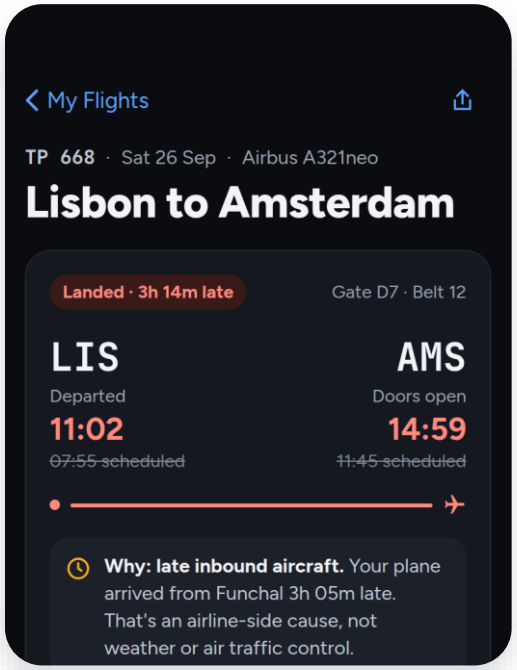


Product mockup: the landing moment



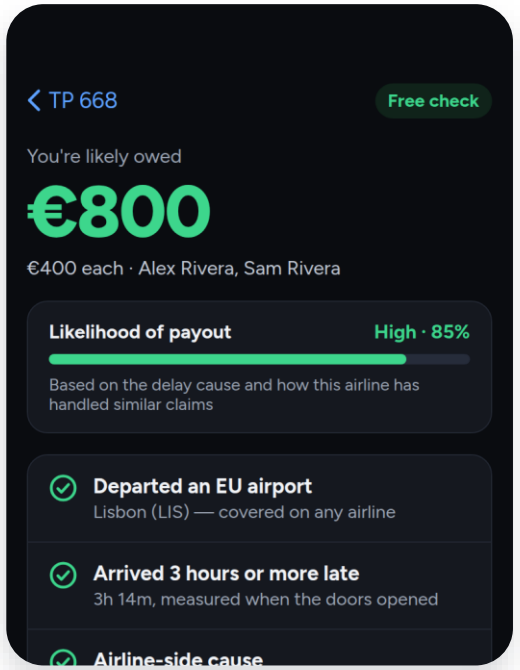
0 · Push on landing

Sent when the doors open, never during the delay.



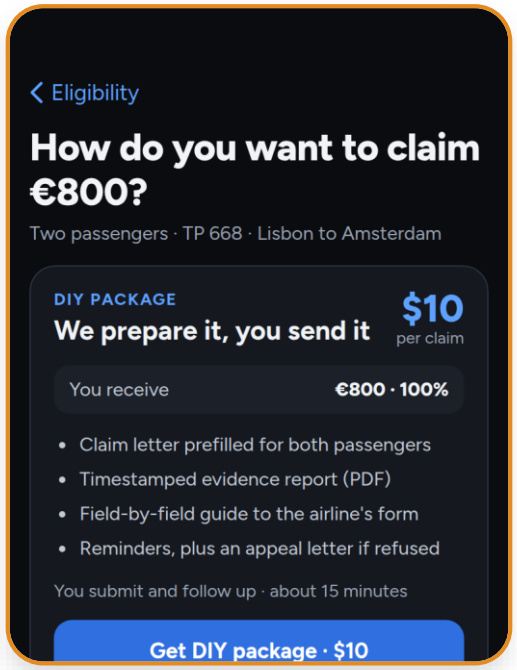
1 · Landed late

Amount and cause, in the flight view they already use.



2 · Eligibility, free

Why it qualifies, with honest odds: 85%, not "guaranteed".

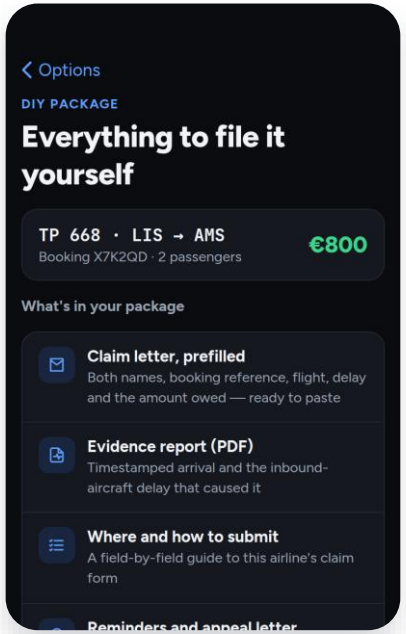


3 · Choose your path

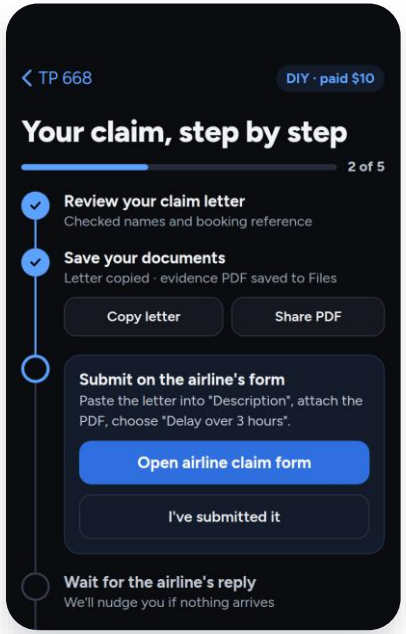
Both options priced in plain money: €800 or €640.

Product mockup: two service paths

Path A · DIY package · $10 per claim

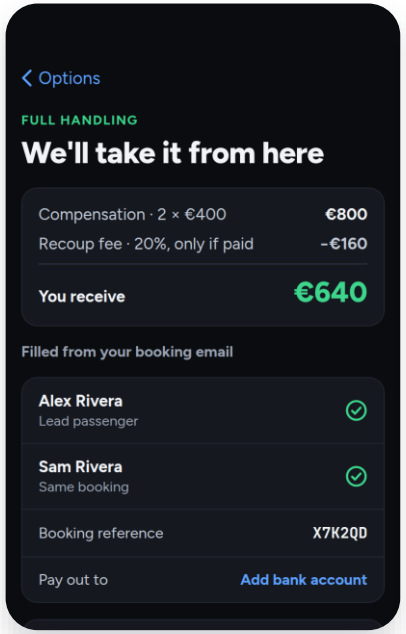


Checkout. Pay $10, keep €800.

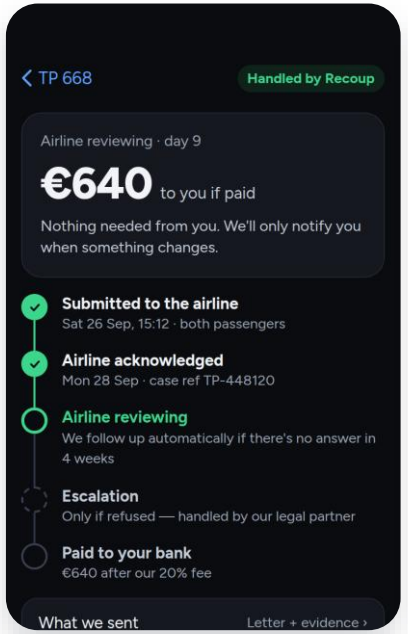


Step tracker. Switch to us anytime.

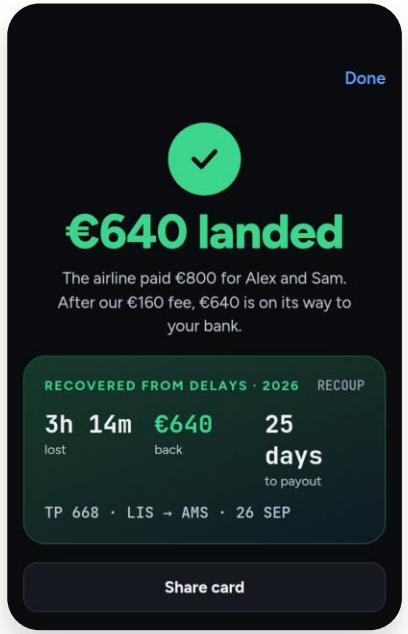
Path B · Full handling · 20%, no win no fee



Authorize. One signature.



Status. Nothing needed from you.



Paid. Direct to your bank.

Why travelers would choose Faregotten

Experience	DIY	Claims specialist	Faregotten
Trigger	Traveler discovers the right	Usually starts after disruption	**Proactive after final arrival**
Intake	Repeated flight and booking details	Flight number plus documents	**Prefilled for Flighty users; easy intake for non-users**
Pricing	Free	AirHelp: 35%; up to 50% with legal action	**$10 DIY; 20% complete handling**
Progress	Airline-specific portals	Often long and opaque	**Track milestones, next action and expected timing**
Control	Traveler owns the claim	Authority and withdrawal can feel unclear	**Choose between options; ability to withdraw; upfront net payout**

Incumbents proved travelers will pay a third of their money to avoid the hassle. Faregotten competes on timing, choice and claim visibility. It can charge less while it grows through Flighty, whose users arrive at near-zero acquisition cost.

AirHelp fee reference: 35% standard; additional 15% when legal action applies. Faregotten prices are pilot hypotheses.

BUSINESS PROPOSAL

Directional market sizing

TOP DOWN

Europe, delay compensation wedge

Step	Value
Passengers entitled to compensation per year	38M
× average entitlement, mid-band assumption	€400
= compensation owed per year	~€15B
× share never claimed	~60%
= unclaimed pool	~€9B
× delays-only share of that pool	~50%
= addressable by the initial wedge	~€4.5B
× 20% success fee = revenue if fully captured	**~€0.9B**

BOTTOM UP

Flighty users, year one

Step	Value
Active Flighty users, placeholder	2M
× take at least one EU/UK-covered trip per year	20%
× EU/UK-covered flight legs per traveler	2
× arrive 3+ hours late and airline-caused	2%
= eligible disruptions detected	~16,000
× opt-in 40% × win 70% × €400	~€1.8M recovered
× 20% success fee = year-one revenue	**~€0.36M**

YEAR-ONE ILLUSTRATION

16,000 detected cases could generate €1.8M in traveler recovery and €0.36M in revenue.

BUSINESS PROPOSAL

Roadmap: prove the wedge before expanding the product

0–6 WEEKS

Validate demand and trust

SCOPE

Interview eligible travelers
Test eligibility and consent UX
Run a behavioral price test

ADVANCE WHEN

≥20% authorize
No material trust decline

MONTHS 2–5

Concierge pilot

SCOPE

50 EU/UK delay cases
2–3 airlines
Human eligibility review

ADVANCE WHEN

≥90% eligibility precision
≥60% resolved or on track in 90 days

MONTHS 6–9

Productize the core

SCOPE

Flighty detection and prefill
DIY and managed paths
Automate proven workflows

ADVANCE WHEN

Quality holds as volume grows

MONTHS 10–18

Scale one axis at a time

SCOPE

Expand airline coverage
Add non-Flighty acquisition
Test the next disruption type

ADVANCE WHEN

Expansion clears the same quality and margin gates

NORTH STAR METRIC

Successful recovery rate

The percentage of eligible claimants who receive compensation, proving that Faregotten converts disruption alerts into financial resolution.

THANK YOU

Questions?

TIME	DESTINATION	STATUS
00:00	FLIGHTY TEARDOWN	ON TIME
08:00	THE OPPORTUNITY	DELAYED 3H
12:00	FAREGOTTEN	BOARDING

APPENDIX

Supporting detail for Q&A

Not presented — referenced during questions

APPENDIX

Key risks and early mitigations

Risk	What could fail	Early mitigation
Eligibility error	False hope damages Flighty trust	Conservative language, expert review, confidence level
Cause dispute	Airline cites extraordinary circumstances	Begin with carriers and routes where evidence is strongest
Privacy and consent	Users resist sharing claim data	Separate consent and collect only required information
Slow airline response	Long waits frustrate users	Set expectations and show status clearly
Manual cost	Success fee does not cover work	Track cumulative minutes and carrier-level contribution margin
Brand damage	Offer feels opportunistic during distress	Monitor first, offer after arrival, free DIY option
Flighty dependence	Business cannot grow beyond the app	Web intake and one prioritized partner channel

APPENDIX

EU/UK arrival delays offer the strongest initial wedge

Candidate wedge	Flighty can detect the trigger	Money is meaningful	Traveler must initiate	Testable by hand	Supports future expansion
U.S. cancellation refund	Yes	Partial — fare only	No — automatic by rule	Yes	Partial
U.S. delay	Yes	No — no statutory cash	Nothing to claim	No	No
EU/UK arrival delay 3h+	Yes — to the minute	Yes — €250–€600 pp	Yes — 60% never do	Yes — file 20 by hand	Yes — same rails
EU/UK cancellation under 14 days	Yes	Yes	Yes	Partial — rebooking muddies it	Yes
Denied boarding	No — not visible in flight data	Yes	Yes	Partial	Partial — rare
Delayed or lost baggage	No	Partial — receipts	Yes	Partial	Partial

Delays of three hours or more combine a detectable trigger, meaningful compensation, required traveler action, and a process that can be tested manually. The same operating model can later expand to cancellations and other disruption claims.

APPENDIX

Sources and assumptions

Flighty

- Pricing and feature tiers — flighty.com/pricing; store.flightyapp.com ($59/yr, $299 lifetime, $119 family)
- App Store rating 4.8, 100k+ reviews; 65+ alert types — Techweez review, Aug 2026
- Product-led growth, Passport as top growth driver — RevenueCat "Launched" podcast with Ryan Jones, 2025
- 25-hour inbound aircraft tracking, delay reasons — Flighty help pages and press reviews

U.S. rules

- DOT Airline Refunds final rule, April 2024 (3h domestic / 6h international; 7 business days)
- Withdrawal of the passenger-compensation rulemaking — Federal Register, Nov 17 2025
- Enforcement pause on flight renumbering — Federal Register, Dec 5 2025

EU/UK compensation

- Regulation EC 261/2004: €250 / €400 / €600 by distance, 3h arrival delay; UK261 £220–£520
- 2026 reform: Parliament–Council agreement June 2026, plenary approval 7 July 2026; 3h threshold and amounts retained; applies from 2027
- 287M passengers disrupted in 2024; 38M entitled; ~60% never claim; 79% can't identify eligibility — AirHelp surveys and press releases, 2025
- €3.2B unpaid; 52% wrongful rejections; airlines inform in 40% of cases — Euronews, 23 July 2026
- AirHelp fee 35%, +15% for legal action; 3M+ passengers served; ClaimCompass acquired 2024 — AirHelp site and industry comparisons

My assumptions (to be replaced by data)

- Flighty active users [2M]; 20% fly EU/UK-covered; 3 legs each; 2% eligible delays; 40% opt-in; 70% win; €400 average