Please note: PannaUllah_Project6 - Customer Journey Mapping Research was conducted only upto 'Personal detail'. Travel Planning Flight Selection Flight Search Optional Extras Summary Google, Travel Bundles Selection Flight Selection Input Number of Visit Airline Input Destination Input Travel Dates Input Promo Codes Baggage selection Booking Summary Seat Selection Personal Details Decision to Travel Payment Details aggregators, (Price Plan) Passengers (Time, Dates) "You know you won't be aking mistakes" - (using th "Facilitate more "This is where they than 4 people" get you" N/A: Goal: Goal: Goal: Goal: Goal: Goal: Goal: Goal: Behaviour: Goal: Goal: Goal: **Behaviours:** Search/enter a Travel for leisure Search for flights Book a holiday User is aware but Selected basic/ View seat prices Select desired No research Input dates of Enter number of View times and dates View all flight Enter personal details conducted for this departure and arrival standard bundle for baggage to take using google passengers travelling of inbound and information and quickly departure never used Business travel Book a flight outbound flights short haul flight Select deating travelling, if required destination selections made Skipped over Enter personal details Quicklyand easily Search for Be able to book for Ideal Weather Search/enter return Look for deals View breakdown or Skip seat selection See baggage small or large groups Reading the View other dates and destinations to trave select dates using times available to using google difference between when not required allowance details destination prices Compare prices around the same the bundles **Behaviours: Behaviours:** Search google for avg Search to be quick See baggage View total booking parameters **Behaviours: Behaviours: Behaviours:** weather for holiday Check duration of dimensions, weight and easy prices Entering details Click '+' button to add Pain points: Discuss with friends Make a selection of destinations Able to view aailable Selecting departure using Google Autofill passengers and family Click through fields the preferred flight "This is where they seats and arrival dates **Behaviours: Behaviours:** Compare flight prices Complete booking dates and times using calender format get you" User was aboutto Sitting at home quickly and easily Fill in a simple search and date availability User can see seat is easy for user User is able to see a Selects desired type in the passenger Save fare prices/ form to begin breakdown of prices Overwhelmed by all field as it initially baggage to take the information User can see what on the summary showed a blinker travelling from Context: **Behaviours:** User able to skip seat days are and are not standard price page **Behaviours:** Manage exisiting View any stop over Business class bundle available to fly out Prefers ro Click bundle Home Searches for bookings (checkins, information Typing in destination not available for Able to see details of selections than type destinations in download boarding selected flights, Pleased to use selection User able to see bag Work Google calender format baggage and seats selected and it's **Behaviours:** Pain points: Flexi-fare vastly more Typing in return Additional Info: dimensions Whilst communiting Searched average Find help - travel info Can see flight time of 'Skip seat' button is expensive weather for holiday Pain points: Some site don't departure and arrival User able to see just not obvious Does not make last minute booking destinations facilitate more than 4 Start searching from Selecting from list of User forgot what she the right amount of further selections Calender field kept at the airport homepage places to fly to/from Seat pricing too small was trying to do key booking having already switching placeholder Search Google for Some users were able information during the bundle to see selected in previous text when clicking hot, warm places to User can see the selection and flight to see stopover and unclicking, travel before booking Find date availability departure field has information After selecting seats selection process causing confusion as Pain points: be pre-selected once, returned to to how to enter/select Pain points: Find flight prices Can see important Doesn't know what seat selection page User prsumes the Searched Skyscanner Found search funtion again, but this time info realted to the 'preferred seating' flight prices was for Typing in dates can User found baggage to compare prices for return flight can easily on homepage selection page be confusing for user, one person **Behaviours:** be confusing confusing having because of writing Can see availability to Selecting a bundle In the past users selected a bundle dates in american Context: Booking on i-pad, Pain Points: Too much fly from another didn't simplify the rest experienced too format i-phone, mackbook information location (airport) Home of the journey Had to look around much information in Baggage allowance for search button the summary information not Booking flight on User didn't Work panel/page easily found desktop for larger Pain points: understand what all User didn't notice list the content in the Whilst communiting Placement of icon for destination When selecting the bundles means departure and arrival baggage the cost Sitting with family/ last minute booking times should've been showed as total friends and checking Baggage info in When entering/ beneath the choosen at the airport rather than against prices together unclear in the basic selecting a east flight bundle destination that's not **Popular Sites:** Pain Points: available, it clears the Stopver and icon

display was not

flight selection

User email not

save fare prices/

Price bundles causing

confusion during the

captured in order to

obvious

process

search

field and doesn't

Users have a good

search funtionality

mental model of the

typically starts at the

Mental Model:

Additional Info:

Search function

notify the user why

Landing page banner

aditional services; car

promotional material

took up too much

Too much ads of

rental, hotel etc

Deals on a timed

space

Too many

Skyscanner

easyJet