






Customer Journey Map – Flight Booking Application

Stage	Customer Goal	Touchpoints	Customer Actions	Emotions	Opportunities
Awareness	Discover flight booking	Google, social, Media, Features (pett	Search for flight booking website/stoer	 Curious Hopeful	Improve SEO, run ack, provide an engaging homepage with value propos.
Consideration	Froate fulcts and decide	Landing Page, "About," ""Feture/s"	Fills regristration form as customer/operator"	 Confident	Streamline form ad orde vadiata feedback
Search	Look for available flights	Search Component (Origin, Destination, Date)	Enters travel details and views matchin flights	 Excited	Offer filters (price, class, time)
Booking	Book a sultable flight	Flight List Booking Form	Chooses flight, enters presenger details, subsmits booking	 Pleased	Provide real-time seat availability clear pricing
Confirmation	Manage or cancel ticket if needed	Booking Confirmation Page, Email Notificati-	Views ticket, enters supitirm dion email	 In control	Allow cancelaion with proper feedback
Support	Resolve issues (if any)	Contact Form Help Page	Contact support for help (email/phone)	 Depends on support	Provide responsn/e support, FAOs chatbot

