

## Customer Journey Map – Flight Finder

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Project	SB Flights – Smart Flight Booking Platform
Team id	LTVIP2025TMID60279

**Purpose:** Visualize the typical journey of a user booking a flight via SB Flights platform

Step	Experience	Touchpoints	Places	People	Goals	Negative Moments	Opportunities
Entice	User becomes aware of SB Flights through web or mobile platforms.	Homepage or app store	Home or work	None	Convenience, awareness	Lack of awareness	Advertise across travel-related channels
Enter	User opens the app or website and begins exploring flight options.	Search interface	Mobile or desktop	None	Explore flight options quickly	Too many filters/confusing layout	Provide intuitive search UI with auto-suggestions
Engage	User enters travel details (source, destination, dates, number of passengers) and views available flights.	Flight search & results page	Home, office	None	See personalized, relevant results	No matching flights found, information overload	Apply filters intelligently, show best matches at top

Commit	User selects a flight, enters passenger info, and clicks 'Book Now'.	Booking form, passenger details modal	Web or mobile browser	None	Complete booking easily	Form errors, unresponsive UI	Auto-validate fields, save progress
Confirm	User gets booking confirmation and access to 'My Bookings' page.	Confirmation page and dashboard	Browser or app	None	View booking info instantly	No confirmation email or delayed display	Trigger instant confirmation emails
Remind	User receives reminder before journey via email or notification.	Email client, mobile app	Anywhere	None	Not forget journey details	Missed notifications	Send multi-channel reminders
Experience	User takes the flight and completes the journey.	Flight, airport	Airport/travel	Airline staff	Reach destination smoothly	Flight delays, check-in confusion	Provide real-time status updates
Reflect	User views past booking and optionally shares feedback.	'My Bookings' section, feedback form	Home	None	See travel history	Forget to leave review	Prompt for quick star rating