





Journey Steps	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions	To Know about the flight delays and status.	Authorize d User Profile	Search For Flights Receive Compensation Notify on Alternate flights	Share and Invite Others User Friendly
Needs and Pains	Avoid Flight Delays. Alternate Flights	Friendly Service Security	Customer Service Alternate Journey Route Help and Track Service Get Notified on Time	Get Compensate Cost Efficient Ease To Use
Touchpoint	Through Websites.	Trail page Check In and Out	Chat With Customer Care Flight Attendant Pre-flight Touchpoints	Social Media Advertise
Customer Feeling				
Backstage				
Opportunities	Increase Accuracy and Advertising.	Increase Suggestion	Increase the Scheduling Appropriately.	Increase the Advertisement and Share to Others.
Process ownership	User	User	User	User Admin