Customer experience journey map

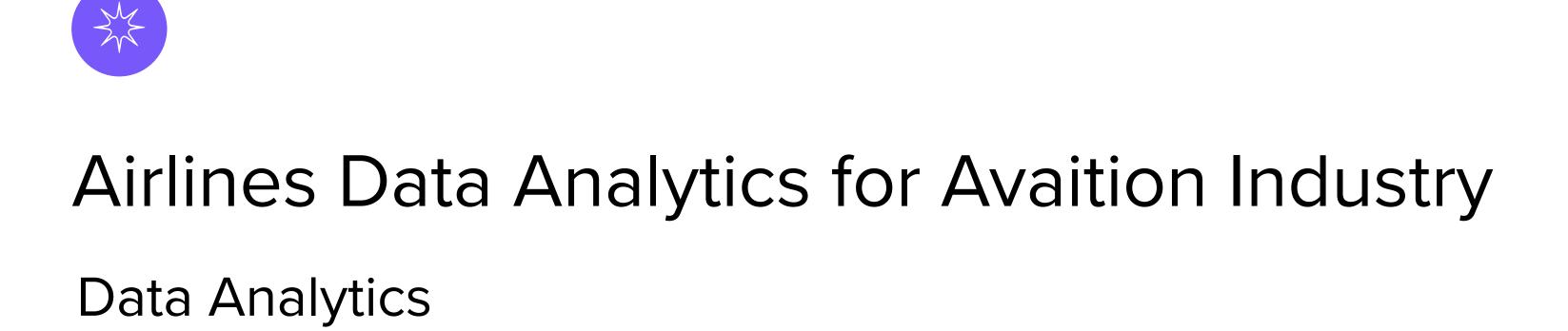
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.

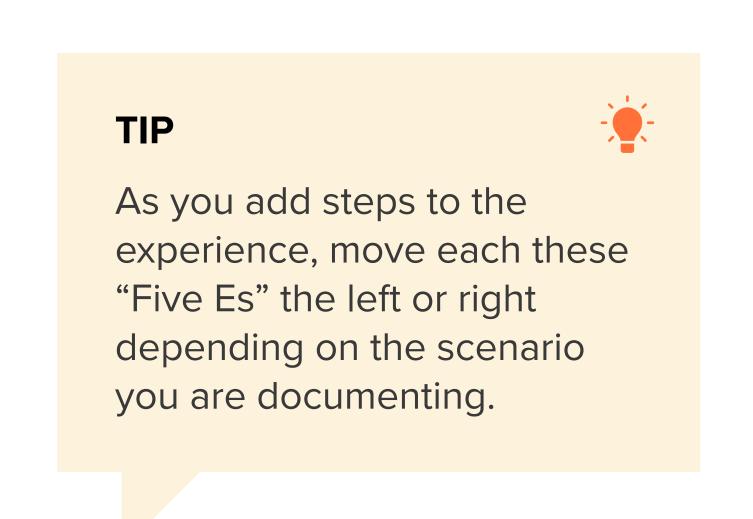
When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Booking Other Travel Visit Website or App Choose a City,Dates and Number of people A customer people A customer navigates to the city tours as they are booking for other fairplane travels A customer navigates to the city tours section or website of our app A customer types city,dates and the number of people who will attend the tour to see what flights are available	Complete Payment Information Email Confirmation Email Remainder One day before the tour begins, a reminder email is sent to all tour participants. The email emphasizes where and when to meet, and what to bring (if applicable).	Funding Finance and Investment The global investment needs for airport expansion and construction, for example, are estimated at USD 1.3 trillion from 2015 to 2030. Airport Development and Expansion Airport development projects are very large in scope Integrated Transport Planning Policies to promote intermedial connectivity, aline to enhance the mobility of proceder and businesses traveling or undergoaduline, utalan and telescoils transportation most coansess, efficient vanceportation most coanses, efficient vanceportation most coanses, efficient vanceportation most coanses, efficient vanceportation most coanses, efficient vanceportation vanceportation most coanses, efficient vanceportation	Revenue management (RM) is the application of data and analytics aimed at defining how to sell a product to those who need it, at a reasonable cost at the right time and using the right channel. "Crew Management is a complex task due to many legal constraints. For instance, if staff belong to a trade union, limitations include an allowed number of flight hours and days off, as well as reimbursement in case of a well as reimbursement in case of a	Performance Measurement This is where big data analytics can automate production of daily activity reports such as number of passenger flown per flight/sector, distance flown Inflight App Experience Smartphones are revolutionising customer experiences across industries and airlines are leveraging the medium to provide 360 degree digital experience to the passenger while flying. Here are some ways smartphones have changed the way people fly.
Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	Flight booking section of the website, iOS app, or Android app Airlines leverage mobile apps to enhance the customer experience of	flights section of the website, iOS app, or Android app Payment overlay within the website, iOS app, or Android app Customer's email (software like Outlook or website like Gmail)	Flight locations tend to start in a specific public space (e.g. the steps of a statue in a town square) Direct interactions with the guide, and potentially other group members The customer looks for the group or guide, often from a distance as they walk closer	Transaction can be maintained easily. Depending upon the passengers, the crew and pilots can be allocated properly. "Leave a review" modal window within the profile on the website, iOS app, or Android app	It can be used to provide estimated performance measurements such as daily or weekly revenues for specific routes or sectors. Recommendations span across website, iOS app, or Android app
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me avoid seeing places for the wrong dates, locations, or numbers of people Help me avoid seeing places for the wrong dates, locations, or numbers of people Help me see what they have to offer	Help me get through this payment part without too much hassle Help me feel confident that my purchase is finalized and tell me what to do next Help me make sure I don't forget about my flight timings so that I don't waste money or get disappointed	Help me feel confident about where to go Help me feel good about my decision to go on this flight or places and to feel welcome Help me feel good about my decision to go on this flight or places and to feel welcome Help me leave the flight with good feelings and no awkwardness	Help me share the word about a great experience in flight Help me see what I've done before	Help me see what I could be doing next trip Help me see ways to enhance my new trip
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Airports images videos, and explanations are exciting to see It's fun to look at options and imagine doing each tour, like shopping for experiences	Excitement about the airline journey ("Here we go!") Current payment flow is very barebones and simple It's reassuring to read reviews written by past passengers	We've heard from several people that the reminder emails were essential, especially if they booked way in advance Our airhostees tend to be so good that people are reassured when they meet their passengers	Passengers feel very comfortable when they leave the journey. People love the journey itself, we have a 100% satisfaction rating	Passengers like looking back on their past trips We think people like these recommendations because they have an extremely high engagement rate
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People sometimes forget to put in their dates or number of people, which leads them to discover tours they can't actually attend Several people expressed "information overload" as they browse	People express a bit of fear of commitment at this step Trepidation about the purchase ("I hope this will be worth it!")	Sometimes people are matched up with passengers that they don't really like People may get aerophobia.	Customers report feeling review fatigue People describe leaving a review as an arduous process	Uneducated people fear of booking flight. Passengers get annoyed due to checking process
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	If you don't follow this path immediately after your booking, could we send a follow-up? Could we automatically carry over the city from your booking? (e.g. via a cookie)	Provide a simpler summary to avoid information overload	How might we totally eliminate this awkward moment?	How might we make it clear that tipping is appreciated but not necessary? How might we progressively disclose the full review so that each step feels more simple?	How might we extend the personal connection to the journey is over? How might we help people celebrate and remember things they've done in the past?

