Airlines Data Analytics for Avaition Industry

Team ID: PNT2022TMID52969

Project Title:

Airlines Data Analytics for Avaition Industry

SCENARIO

customer journey map



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)



Choose a city, dates, and number of people















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?







within the 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...")





flight with good feelings and no awkwardness

Help me see what I



Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?



People love the journey itself, we have a 100%



Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?



People describe leaving a review as an arduous process

Passengers may 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?



Provide a simpler summary to avoid information overload