SCENARIO Browsing, booking, Entice Exit Extend Enter Engage attending, and rating a What do people typically experience local city tour What do people experience as they In the core moments in the What happens after the How does someone initially become begin the process? as the process finishes? process, what happens? experience is over? aware of this process? Enquire authorities for Approach authorities The passenger would be anxious about the Verify whether Fill Details Update Get notified Update Sign Up using Create a brand-Give Steps Drop a Rating Log out of status of the flight, whether it is delayed whether the flight all the details new account ir Social media concerned for about the further Recommendation case if they are and review for Feedback is on time or Profile What does the person (or group) handles Account details information or cancelled credentials flight the application delay expected typically experience? appropriate Customer profile Prompt the user Crew would Passengers Check whether Passengers may would help us to They may decide Customer may have For better log out of their explain the cause suggestion the customer feedback that help track their activity to sign up for using existing social media handles on how to experience, the mentioned predict the account once the based on their on the basis of of delay and would approach would fill details through the data to improve features of application pplication using customers need to proceed further possible delay of details are process is history further details they search for about the flight user experience update their accoun completed Next Interactions Previous Update Form to fill Speaking to Access to Contact airline Application Button Confirmation authorities for Button help line the flight What interactions do they have at clarification Profile Checkbox Dashboard each step along the way? details Refresh Near ATC Sign Up Airport People: Who do they see or talk to? Information Button Submit Notification board Interface Better Places: Where are they? regarding the delay Logout Feedback and other crucial Button Suggestions ■ Things: What digital touchpoints or Mobile Login information Session Button Tablets Laptops physical objects would they use? Phones Interface To Access Enable them Acknowledge Satisfied with Goals & motivations Track of Past about the to choose the optimal Application journey trips Plan on how to reason of delay their flight At each step, what is a person's result reach Inform Easy primary goal or motivation? destination on Easy Access about delay ("Help me..." or "Help me avoid...") time Estimate about Check for to account Process Plan in departure possible delays alternate flights Exit out of understanding to avoid further according in on features of waiting case of delay account application Receive Feasible Helps to When the actual delay is less duration than the Help to find predictions make prior better airlines mobile number would make the expected delay decision Positive moments Visually work of user easy Would guide users Reliable Could look for What steps does a typical person Arrangements alternative encourage the Quickly fill the find enjoyable, productive, fun, Friendly UI sources user to visit form using motivating, delightful, or exciting? refund drop down again Passenger In some cases, Takes ample Frustrated due to Negative moments may find it it may be an unexpected Might feel time to fill the unreliable What steps does a typical person details in person Passenger may Getting agitated due to the unnecessary hesitate to share Doubt about find frustrating, confusing, angering, May feel violation of their personal the prediction improper response costly, or time-consuming? May get information Passenger may privacy accuracy Feels unsafe feel this process while waiting for the flight about the bored Consuming application Implement a Collect Wide chatbot for Areas of opportunity Range of Advertise the as optional samples for better How might we make each step service application Explain the using feedback high accuracy Acquire Platform better? What ideas do we have? with good Frequently Independent Make the mandatory What have others suggested? Create an ratings application Safe and Secure data update procedure more user delay in advance application friendly