FAIRPLANE

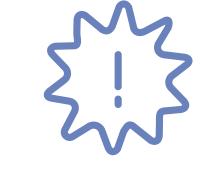
Airlines Data Analytics for Avaition Industry

Team ID: PNT2022TMID33953

Project Title:

Airlines Data Analytics for Avaition Industry

customer journey map



How does someone initially become aware of this process?



What do people experience as they begin the process?



In the core moments in the process, what

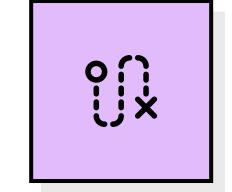


Exit

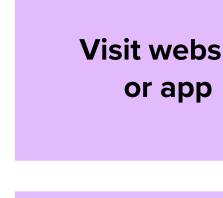
What do people typically experience as the process finishes?

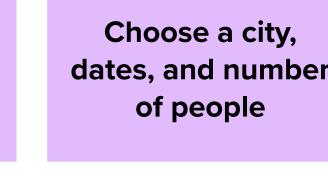


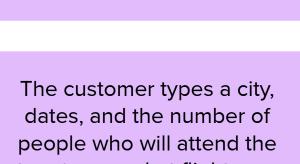
What happens after the experience is over?

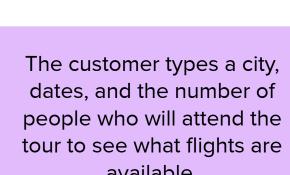


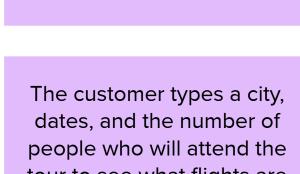


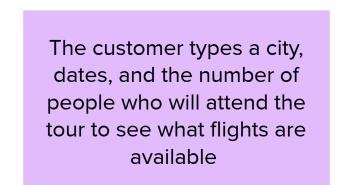


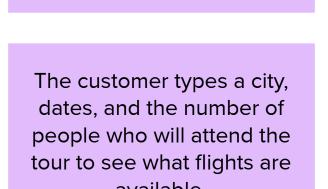


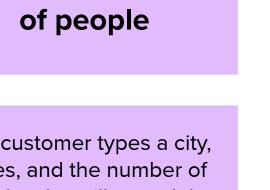


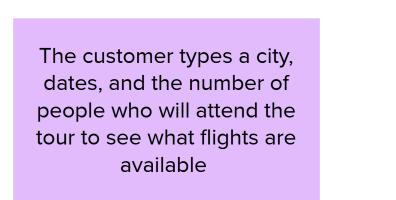




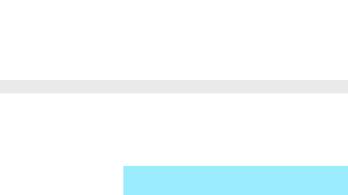


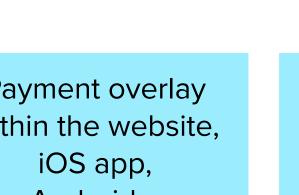








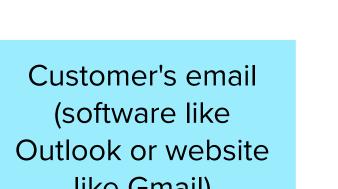




sends to confirm their tour

and provide details about

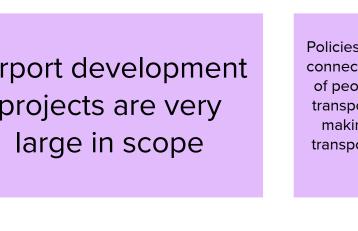
where and when to meet

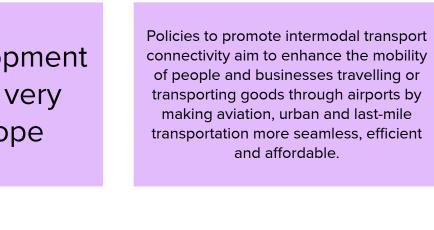


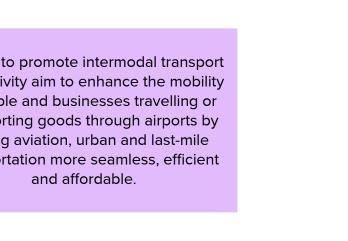
a reminder email is sent to all tour participants. The email

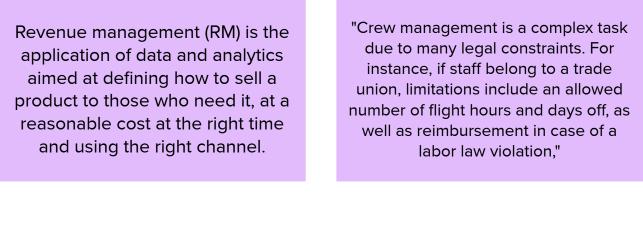
emphasizes where and when to meet, and what to bring (if





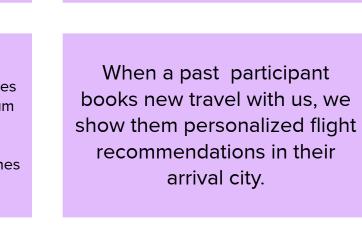








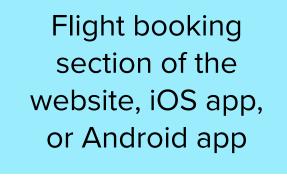


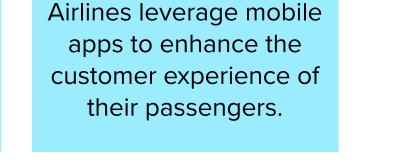


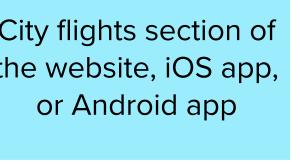


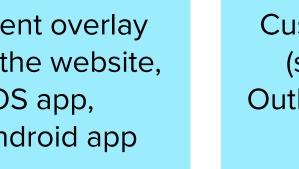
each step along the way?

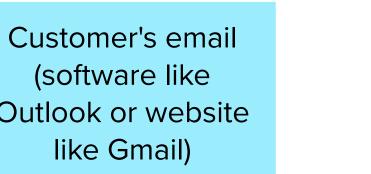
- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

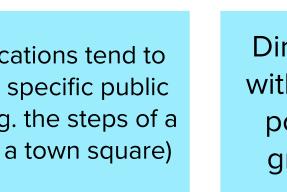


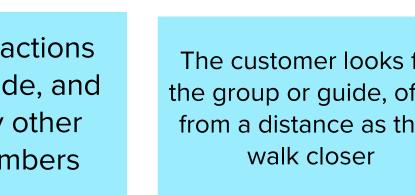


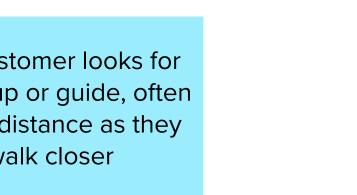


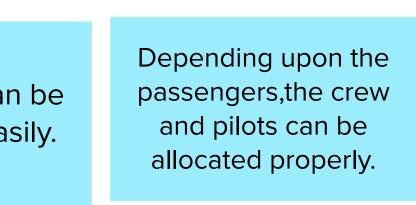


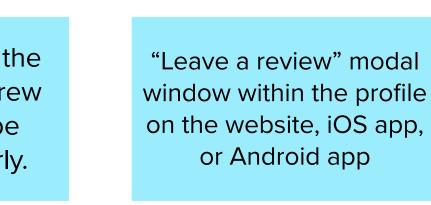


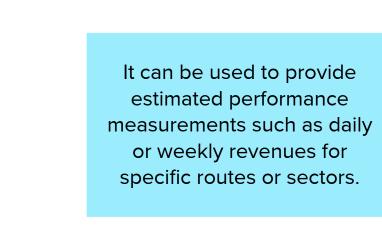


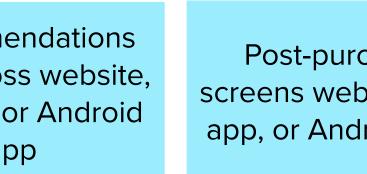


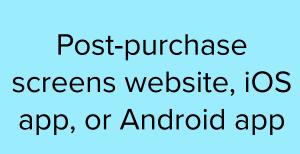


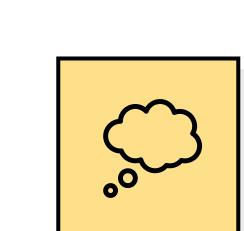






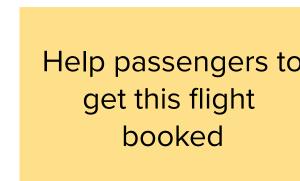


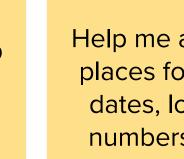


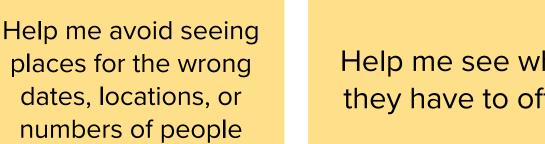


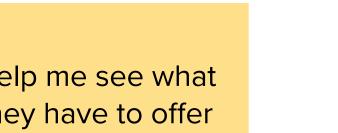
Goals & motivations

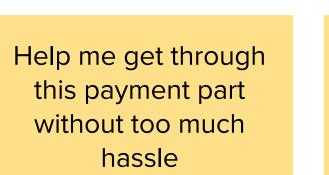
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

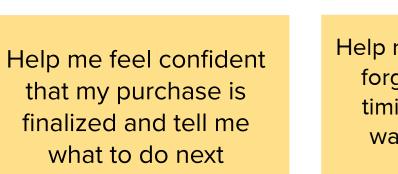


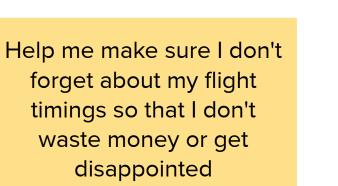




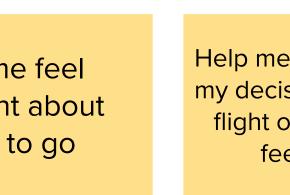


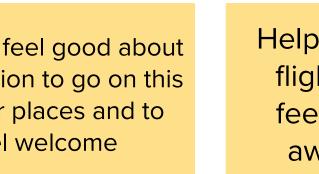


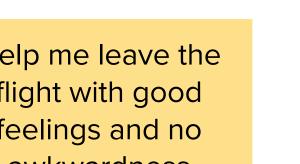


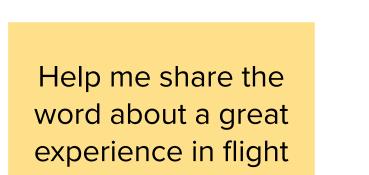


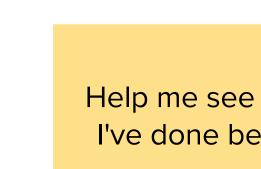






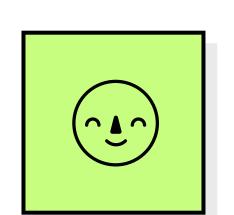






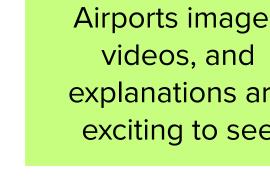


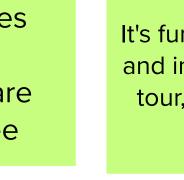
enhance my new trip

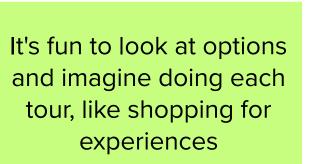


Positive moments

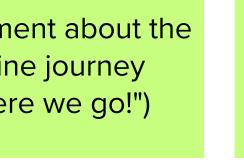
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

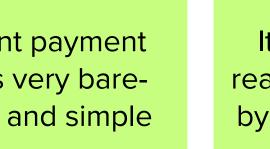


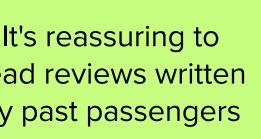


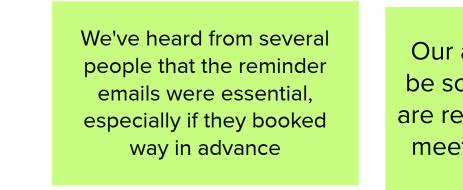


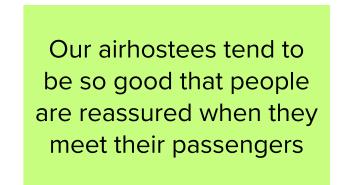


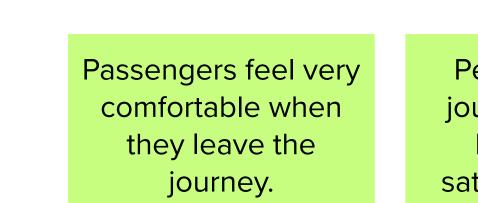


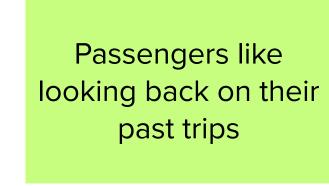


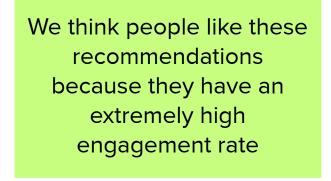


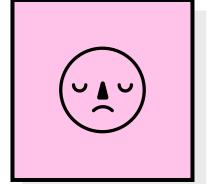








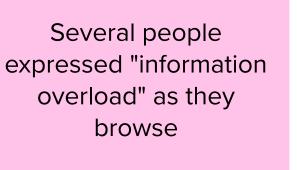




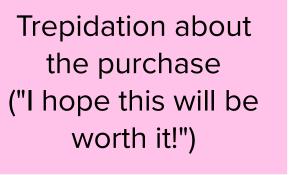
Negative moments

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



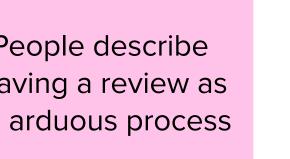




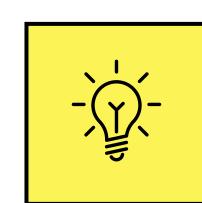












Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

