Airlines Data Analytics for Avaition Industry

Project Title: Airlines Data Analytics for Aviation Industry

SCENARIO

customer journey map



How does someone initially become aware of this process?





In the core moments in the process, what happens?



What do people typically experience as the process finishes?



What happens after the experience is over?

Steps

What does the person (or group) typically experience?

What do people

experience as they

begin the process?



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?





Goals & motivations

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

Help me leave the flight with good feelings and no awkwardness



Positive moments

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

Passengers feel very comfortable when they leave the journey.

People love the journey itself, we have a 100% satisfaction rating



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?

