Airlines Data Analytics for **Avaition Industry**

Project Title: Airlines Data Analytics for Aviation Industry Team ID:PNT2022TMID13602

SCENARIO

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 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?

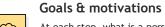
within the website iOS app,

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?



At each step, what is a person's



primary goal or motivation? ("Help me..." or "Help me avoid...")

Help me see what I



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?

Trepidation about the purchase ("I hope this will be worth it!")

People describe leaving a review as an arduous process



Areas of opportunity

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