

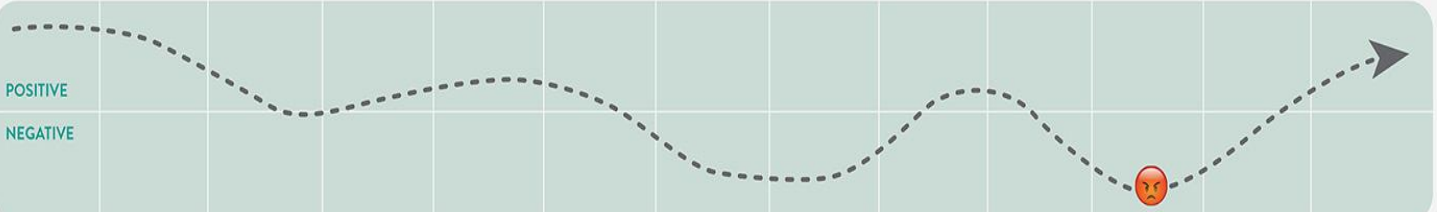


Project Design Phase-II

Customer Journey Map

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Team ID	PNT2022TMID04908
Project Name	Inventory Management System for retailers

CUSTOMER JOURNEY MAP

	TIME IS RIGHT	CHOOSE AIRLINE	OPEN APP	CHOOSE DESTINATIONS & DATES	ADD PASSENGERS	TIME OF DAY	CROSS CHECK	FARE UPGRADES	PASSENGER NAMES	CHOOSE SEATS	ADD EXTRAS	MAKE PAYMENT	SHARE INFO
 MOOD 													
GOALS	Book a flight, check prices, get boarding pass, book sun holiday, ski holiday, business trip, family visit	To pick easiest booking process	Figure out how the app works	Add the departure and arrival airports Add the departure and arrival dates	Add the amount and type of passengers (Adults or children etc)	See the selection of available flight times	Find out if the dates suit all the other passengers and if they agree to upgrades or extras	See and select the various flight upgrade options	Confirm the names and details of all the passengers	Choose where to sit on the aircraft	View the extras like hotels, car hire, equipment etc.	Process the payment and get the confirmation email	Share the info with all the other passengers
BEHAVIOURS	Talk to other passengers to see which times suit, booking 2-6 months before departure, set up Facebook group messaging	Talk to friends, Google searches, engage with advertising offer, talk to partner	Look at layout of controls in the app	Input locations and scroll through alphabetical list	Input the dates Check with other passengers	Input the dates	Check with other airlines or apps doing the same process again to find better prices, agree on way forward	View and possibly choose type of flight upgrade	Add the passenger names and details	Input seat selection, check with other passengers to see they are ok with that	Choose extras after double checking with other passengers	Input card details etc and process receipt	Share the info via email, texts, whatsapp or screenshots etc.
CONTEXT	At home At work On mobile On desktop On laptop Usually in evening	At home At work On mobile On desktop On laptop Usually in evening	At home At work On mobile On desktop On laptop Usually in evening	At home At work On mobile On desktop On laptop Usually in evening	At home At work On mobile On desktop On laptop Usually in evening	At home At work On mobile On desktop On laptop Usually in evening	At home At work On mobile On desktop On laptop Usually in evening	At home At work On mobile On desktop On laptop Usually in evening	At home At work On mobile On desktop On laptop Usually in evening	At home At work On mobile On desktop On laptop Usually in evening	At home At work On mobile On desktop On laptop Usually in evening	At home At work On mobile On desktop On laptop Usually in evening	At home At work On mobile On desktop On laptop Usually in evening
PAIN POINTS	Organising way to communicate with other passengers that pleases everyone	So many options to choose from it can be hard to decide best route forward	App can feel overwhelming Don't like using aggregators if possible	Don't like advertising Homepage too busy	Local airports not always at top of the list for departures	Layout can be messy and not intuitive to scroll down further	Hard to get everyone to agree to all details, can mean going back to the start of process	Upgrade price options can be confusing Would like to see prices at same time	Spelling of names can be crucial and sometimes charges incurred to change it afterwards	Costs extra money Feels like a trap if you can't get seats beside friends	Extra money to pay Feels pushy and makes the process cluttered	Nobody enjoys giving away their money	Not everyone uses the same apps