TEAM ID: PNT20022TMID10211

Airlines Data Analytics For Avaition Industry

Browsing, booking, attending, and rating for the airlines and aviation industry



How does someone initially become aware of this process?



Enter

What do people experience as they begin the process?



Engage

In the core moments in the process, what happens?



Exit

What do people typically experience as the process finishes?



Extend

What happens after the experience is over?



Steps

What does the person (or group) typically experience?

xperience:	



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?



Experience the food in airport lounge

with the tour guide, who
will see their review

Writing & submitting review

with this person, they will see these



Goals & motivations

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



Help me leave the plane with good feelings and no

Help me see ways to



Positive moments

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



People love the tour itself, we have a 98% satisfaction rating

People like looking back on their past trips



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?





