Airlines Data Analytics for **Avaition Industry**

Team ID: PNT2022TMID23259

Project Title:

Airlines Data Analytics for Avaition Indus

SCENARIO

customer journey map



Entice

How does someone initially become aware of this process?



Enter

card information,

then continue

What do people experience as they begin the process?



Engage

estimated at USD 1.8 trillion from 2015 to 2030,

In the core moments in the process, what



Exit

What do people typically experience as the process finishes?



Extend

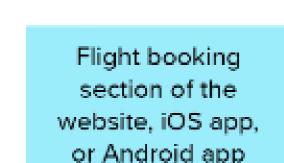
What happens after the experience is over?

What does the person (or group) typically experience?



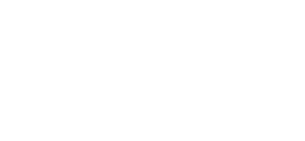
What interactions do they have at each step along the way?

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



Airlines leverage mobile

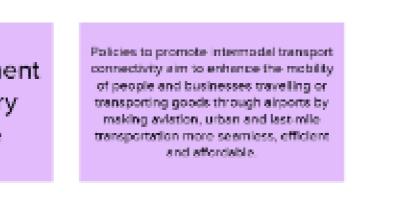
website or app

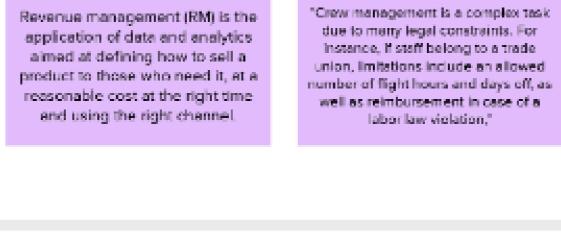


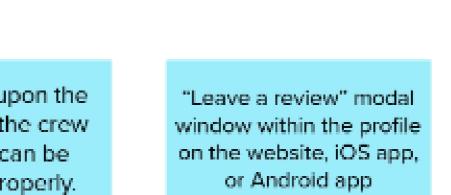
City flights section of the website, iOS app, or Android app









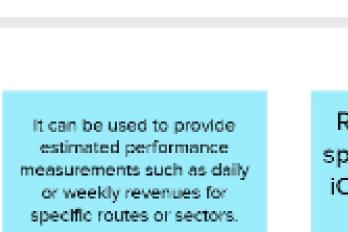


stolen cards, claiming

reimbursement for "lost" baggage

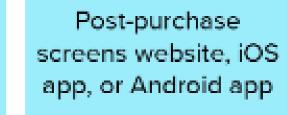
agencies, and so on.

creating fake online travel



can automate production of





books new travel with us, we

show them personalized fligh

recommendations in their

arrival city.

Goals & motivations

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



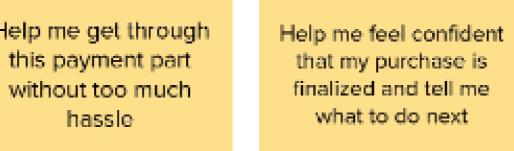
Choose a city,

dates, and the number of

people who will attend the

tour to see what flights are

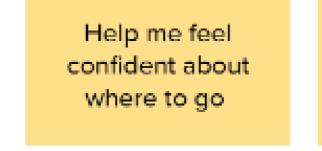
available



Help me make sure I don't timings so that I don't

emphasizes where and when to

meet, and what to bring (if applicable).



feelings and no

experience

to provide 360 degree digital experience to the passenger while ring. Hiere are some ways smartphones

have changed the way people fly:

enhance my new trip

Positive moments What steps does a typical person

find enjoyable, productive, fun, motivating, delightful, or exciting?



It's fun to look at options and imagine doing each tour, like shopping for experiences

be so good that people are reassured when they meet their passengers way in advance

they leave the journey.

satisfaction rating

We think people like these recommendations because they have an extremely high engagement rate



Negative moments

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

People sometimes forget to put in their dates or number of people, which leads them to discover tours they can't actually attend

Several people expressed "information

of fear of commitment at this

the purchase ("I hope this will be step worth it!") People may get aerophobia.



Areas of opportunity

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



Could we automatically carry over the city from your booking? (e.g. via a cookie)

Provide a simpler summary to avoid information overload

How might we totally eliminate this awkward moment?

How might we make it clear that tipping is appreciated but not necessary?

How might we each step feels more simple?

How might we help connection to the