Airlines Data Analytics for Avaition Industry

Project Title: Airlines Data Analytics for Aviation Industry Team ID:PNT2022TMID18548

customer journey map



Entice

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?

within the website, iOS app,

Direct interactions with the guide, and potentially other



Interactions

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

- People: Who do they see or talk to?
- Places: Where are they?

Goals & motivations

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

■ Things: What digital touchpoints or physical objects would they use?



Help me get through this payment part that my purchase is without too much finalized and tell me hassle what to do next the finalized and tell me what to do next the finalized and tell me what to do next the finalized and tell me waste money or get what to do next the finalized finaliz

Help me share the word about a great experience in flight

Help me see what I could be doing next



Positive moments

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

People love the journey itself, we have a 100%



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!")



Areas of opportunity

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