

Team ID: PNT2022TMID28714

Airlines Data Analytics for Avaition Industry

SCENARIO

customer journey map



Entice

How does one first learn about this procedure?



Enter

What feelings do people have as the procedure starts?



Engage

What takes place at the crucial stages of the process?



Exit

Whatnormally happens as the procedure is completed?



Extend

After the event is over, what happens?



Steps

What regular experiences does the person (or group) have?









































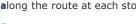




Interactions

What encounters do they have along the route at each stop?

- **People:** Who do they interact with or see?
- **Places:** Where are they?



Things: What digitaltouchpoints or physical objects would they



Goals & motivations

What is the person's main objective or driving force at each ("Help me," "Avoid me," or "Help























Positive moments

What actions are typically joyful, fruitful, entertaining, inspiring, lovely, or exciting?

















Negative moments

Whatactionswouldatypical person find difficult, annoying, upsetting, expensive, or timeconsuming?

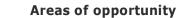


Anxiety regarding the purchase ("I hope it will be worthwhile!")









How can we improve each step? What concepts exist? What have others suggested?











