# Airlines Data Analytics for Avaition Industry

## Team ID: PNT2022TMID00675

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SCENARIO

customer journey map

#### 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 digital touchpoints 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**

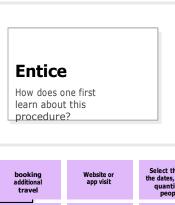
What actions are typically joyful, fruitful, entertaining, inspiring, lovely, or exciting?

#### **Negative moments**

What actions would a typical person find difficult, annoying, upsetting, expensive, or timeconsuming?

#### **Areas of opportunity**

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











### **Engage**

What takes place at the crucial stages of the process?

development projects is fairly



What normally happens as the procedure is completed?



After the event is over, what happens?











Help me spread the word about a wonderful flight experience.



**Enter** 

What feelings do

procedure starts?

people have as the

journey itself, and they are completely



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



In order to avoid information overload, provide a shorter summary.

