Airlines Data Analytics for **Avaition Industry**

Team ID: PNT2022TMID40672

Project Title:

Airlines Data Analytics for Avaition Indus

SCENARIO

customer journey map



Entice

How does someone initially become aware of this process?



Enter

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?

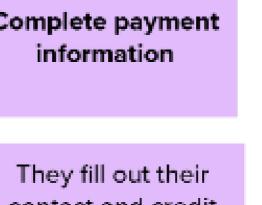


Extend

What happens after the experience is over?

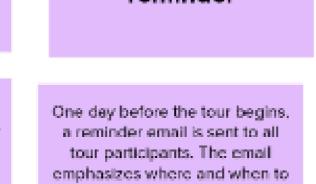
What does the person (or group) typically experience?

Choose a city, dates, and the number of people who will attend the tour to see what flights are website or app available



card information,

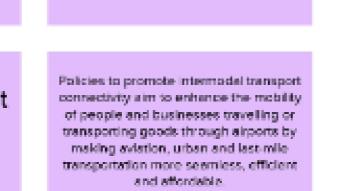
then continue

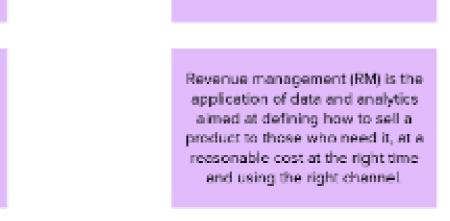


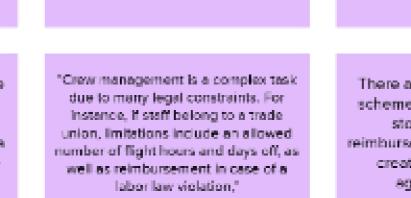
meet, and what to bring (if applicable).

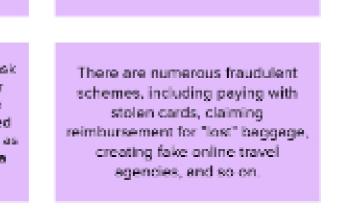














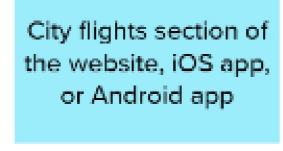
show them personalized fligh recommendations in their arrival city.

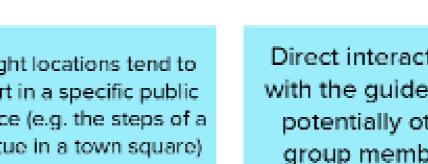
books new travel with us, we

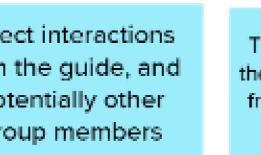
What interactions do they have at each step along the way?

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

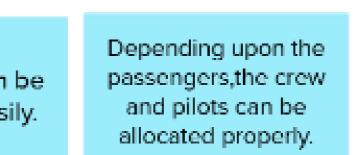
Airlines leverage mobile











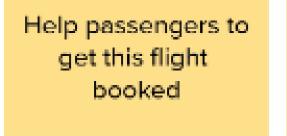
window within the profile on the website, iOS app or Android app

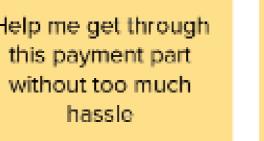


app, or Android app

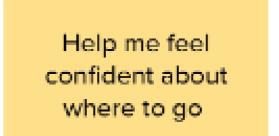
Goals & motivations

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





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



feelings and no

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.

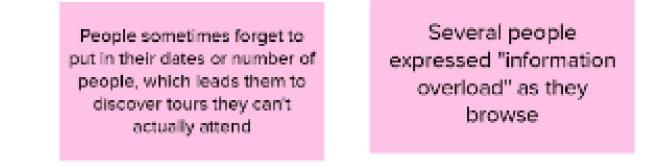
satisfaction rating

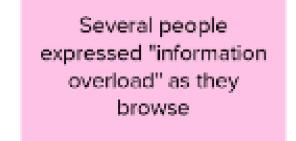
We think people like these recommendations because they have an extremely high engagement rate



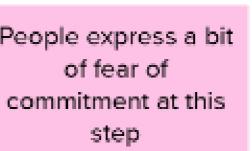
Negative moments

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







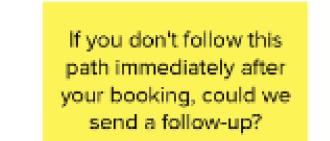


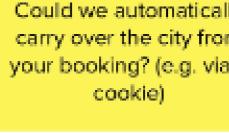
the purchase ("I hope this will be step worth it!") People may get aerophobia.

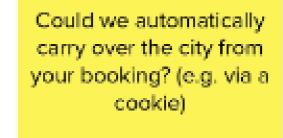


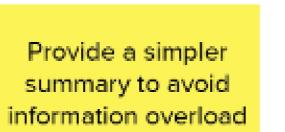
Areas of opportunity

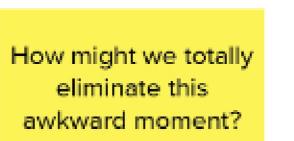
How might we make each step better? What ideas do we have? What have others suggested?

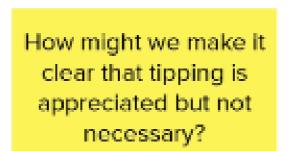


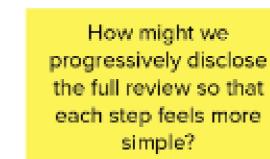


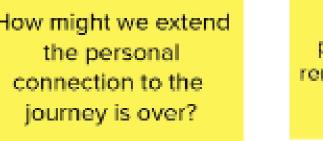












How might we help