

Customer Journey Map – FlightFinder

Scenario: Browsing, searching, booking, and managing a flight using FlightFinder.

1. ENTICE (Awareness Stage)

- User sees advertisements for cheap flights.
- Friend recommends FlightFinder.
- User searches flights on Google.
- User plans a trip for vacation or business.
- Goal: Help me find the best flight easily.

2. ENTER (Start Searching)

- User visits FlightFinder website or mobile app.
- Enters source, destination, travel dates, and number of passengers.
- Views available flight options.
- Goal: Help me see available flights quickly.

3. ENGAGE (Booking Process)

- Browses available flights.
- Compares prices and timings.
- Views flight details.
- Selects preferred flight.
- Enters passenger details.
- Completes secure payment.
- Receives booking confirmation.
- Positive Moments: Excited to see options, happy after successful booking.
- Negative Moments: Confused by too many options, worried about payment security, fear of price changes.
- Goal: Help me book safely and confidently.

4. EXIT (After Booking)

- Receives email confirmation.
- Downloads ticket.

- Checks flight status.
- Prepares for travel.
- Goal: Help me feel confident that my booking is confirmed.

5. EXTEND (Post-Flight Experience)

- Views booking history in profile.
- Receives personalized recommendations.
- Gets discount offers for future travel.
- Writes a review.
- Goal: Help me plan my next trip easily.

Goals & Motivations

- Help me compare flights easily.
- Help me avoid hidden charges.
- Help me book quickly.
- Help me feel secure during payment.
- Help me plan travel without stress.

Positive Moments

- Easy search process.
- Clear flight details.
- Instant confirmation.
- Smooth payment experience.

Negative Moments

- Too many flight options.
- Price fluctuations.
- Complicated booking steps.
- Fear of payment failure.

Areas of Opportunity

- Add smart filters for easier comparison.
- Show price alerts.
- Improve UI simplicity.

- Add real-time seat availability.
- Add AI-based recommendations.