	Interest in Flight booking and searching for information	Search Results	After Selecting Flights Flight Lock	Seat Selection Page	Added Services	Before Check Out Flight Lock	Cart/ Check Out
Goals	Searching for flight information, to book a flight or check pricing for estimates or future bookings	Which flights to choose? What times work for me? Checking results for prices, availability. Scan through estimates for future bookings.		Selecting seats to finalize bookings. Possibly still getting an estimates for costs including additional costs such as seat selections.	Wanting to finalize booking, review for additional services that might be needed. Make a payment to complete task		Securing flight with payment
Behaviors	Search google, or on direct flight booking websites Searching for details on flights, within specific criteria's (dates/locations/times) or looking up flight prices/information for future bookings.	concentrating on information, using mouse or keyboard to navigate around the website		Using mouse or keyboard to select seats for both flights	Clicking or selecting through options		Making payment with card or via payment methods available
Context	Website on desktop or phone	Website on desktop or phone		Website on desktop or phone	Website on desktop or phone		Website on desktop or phone
Mental Model	For Short flights- less focused on added benefits, and seat selection. If a long flight, user would be more interested in added features and seats. **"It's not such a long flight that I would need to be sleeping or anything"** For specific flight dates and ranges- special offers are only important if it is able to be applied to their specific flight selection Drop down calendars seem to be preferred so user can see the days and not have to type in details while using a mouse Users specifically look for direct website and not aggregator sites. Users do not like pop ups, adverts, want to get straight to booking. Auto-location is helpful for departure airport. User might be looking for a group, individual or browsing pricing for potentional future bookings.	Different flight options are overwhelming and confusing. Confusion around specifics on different options. Currency converter/ or autolocate for currency would be helpful. Display amounts in currency of users country would be easier. If user is solely reviewing for pricing, user may want to ensure there are no hidden costs, being able to review options provides more clarity on hidden costs.		Layouts for seats might be confusing depending on the display. If user struggles with selecting seats, if the option is present for them to select the same seats on their return flight. - **"don't want to go through that again"** Users on short flights are more likely to select the free/standard seats, may not find value in spending extra for seats due to the duration of the flight. Indicating where the toilets are might be helpful for users, especially those with children. If user is also in the stages of reviewing costs for future bookings, they may continue to ensure that there are still no hidden costs with seat selections.	Users that are focused only on booking a flight may find added services to be expensive 'gotchas' after having different options when selecting flights which costs extra, then seat selections with additional costs, then to move onto added benefits, a quick and simple task becomes somewhat frustrating. as user said in Frame 2 for flight selection and having 3 different options extra options are expensive- **"this is where they get you"** users find added benefits time consuming and not what they want when they wish to book a flight with ease. and may lower users goodwill while trying to complete this task Users find the information overwhelming. Users reviewing costs may not continue further at this point, or may want to review benefits.		Payment options are dependent on user. If user is loyalty or rewards member, details would be needed during payment. Price lock comes in handy at this point if booking for a group or on a budget.
Positive Interactions	Prefer booking off calendar instead of typing, make the calendar the first choice Nielsen 7 Liked that search button was brighter Nielsen 8 Alert that the airport on return is different from the departure airport- did not have to find that out later Nielsen 1 View calendar to see day of week instead of typing, to confirm correct day booked Nielsen 8 drop down instead of typing- easier Nielsen 7 use arrow prompts to move to different months for date selecting Nielsen 7	Other Options of different flights on different days is handy Nielsen 8 Good communication in difference between baggage options- detailed Nielsen 2 flight details options were flight details options were clearer/easier Nielsen 2 Liked that Stop over flight information was easily available Nielsen 8 Liked that flight information was immediately there (nothing hidden) Nielsen 8		Chose standard to avoid paying extra for a seat for a short flight Nielsen 8 Prefer to select same seats for return flight- "don't want to go through that again" Nielsen 7			Understood price lock to 'lock' prices of flight at checkout Nielsen 7 Price Lock is useful Nielsen 7
Pain Points	advert too big, took half the page, timer shows up but no info immediately available Nielsen 8 was not aware that flights would show different airport for return flight until later Nielsen 1 pop up adverts are distracting Nielsen 8 struggle to find X to close/move subscribe button Nielsen 8 Airport location hard to find, typed instead of using mouse Nielsen 7 did not like other options like car hire displayed right away Nielsen 8 Subscribe button annoying, could not move it Nielsen 8 cant click some dates(greyed out- assumed dates not available Nielsen 2 Search Icon/ button challenging to see Nielsen 7 Flexi-option unclear on what this means Nielsen 7	Is there only 1 flight for the specific date to fly? Nielsen 8 If dates do not show up are they booked out/ unavailable ? Nielsen 8 show more flight dates if only one flight available for specific day Nielsen 2 flight connections/ stops, times and locations- more details needed Nielsen 2 Is price listed for 1 person or both pax? Nielsen 2 Flight options confusing and hard to follow Nielsen 8 Why show flight options not available like business class? Nielsen 8 When selecting flight option, is costs for 1 person or total for everyone? Nielsen 8 extra options are expensive- "this is where they get you" Nielsen 2 Different flight options details confusing needing more clarity Nielsen 2 struggle to select flight option to move to the next page Nielsen 8 Confusion on what flight options , wanted clearer details Nielsen 2	Where are bathrooms located? Nielsen 8 layout is confusing and cluttered Nielsen 8 Selecting one seat at a time per pax is unnecessary and silly Nielsen 8 Prefer to select same seats for return flight- "don't want to go through that again" Nielsen 7	struggle to customize add on services, ie, booking bus for one way only not return Nielsen 8 Struggle to understand some services (daysaver bus) Nielsen 8 Cost for added services for 1 pax or total for both? Nielsen 8 Luggage add on redundant- "already selected bag option previously" Nielsen 8 taking longer to finalize booking- "this is taking forever" Nielsen 8 More services customer does not want Nielsen 8 Too many different things Nielsen 8 disliked amount of pages for one simple booking Nielsen 8		Confusion about total being for 1 person or total for all pax until payment needed Nielsen 8
Feelings	😐 → ☹️			😐 → ☹️			😐