

Customer Journey map



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Customer Journey Map: Flight Finder Platform

First-Time User Booking

Goals 28

Gender Female

Location San Francisco






Very comfortable
with online platforms

Goals / Needs

- I need to book a flight soon.
- Visiting Flight Finder Platform website or mobile app
- Receiving recommendations from friends or family

Pain Points

- Not knowing where to start her search
- Targeted advertising

Tasks	Awareness	Consideration	Search	Selection
Touchpoints	Social Media Tools	Flight Finder Platform Website	Search Results Page	Flight Details Page
Touchpoints	<ul style="list-style-type: none">• Sees online advertisements• Reads blog posts or articles• Reads recommendations from friends or family	<ul style="list-style-type: none">• Visits Flight Finder Platform website app• Explores homepage and key features	<ul style="list-style-type: none">• Enters departure and arrival cities• Selects travel dates• Specifies number of passengers (of results)	Like the selected flight
Thoughts	 Where do I start??	 What's this platform about?	 Why is it slow?	 What's included?
Opportunities	 Targeted advertising	Clear and concise website content	Clear and efficient search	Clarify baggage policies