

Lufthansa Airlines Flight Psychology



CUSTOMER JOURNEY PHASES

Thinking about taking a trip

AWARENESS

I am tired of working from 9-5, I need relaxation

CHOICES

I require a small getaway to get a break from the monotonous routine

DECISIONS

- Which airline should I consider?
- Which airline is leading in airline safety
- Which routes are the best getaways

Search Queries

- Why am I stressed?
- Symptoms of a sedentary lifestyle
- Causes of stress
- Stress symptoms
- When to resign?

- Planning to resign
- Going for a vacation
- Stress relief holidays

- Lufthansa Air is leading in class safety
- Lufthansa visits 105 countries
- Lufthansa visits 6 continents

The relaxation and safety

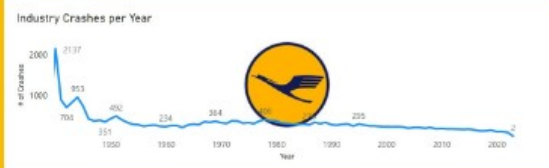
Showing them the ways by which they can get rid of stress through traveling

Take them to the destinations with cheap flight options

Making them aware of available, best and cheap flights with email and text alerts

Making Travels Safer

3
Incidents in the last 15 years



Lufthansa has shown safer and safer flight records year after year, leading the industry

Continuing to push the boundaries of the industry

0
Passangers lost



Lufthansa leads the pack with staying up to date with industry safety standards. Come join our blog at <https://shaqpash.wixsite.com/my-site>

Resources for the data provided:

Accident and fatalities per year data set csv

<https://knavigation.net/is-lufthansa-safe/>

<https://www.flight-delayed.com/blog/2019/01/16/which-airlines-fly-to-the-largest-number-of-countries>