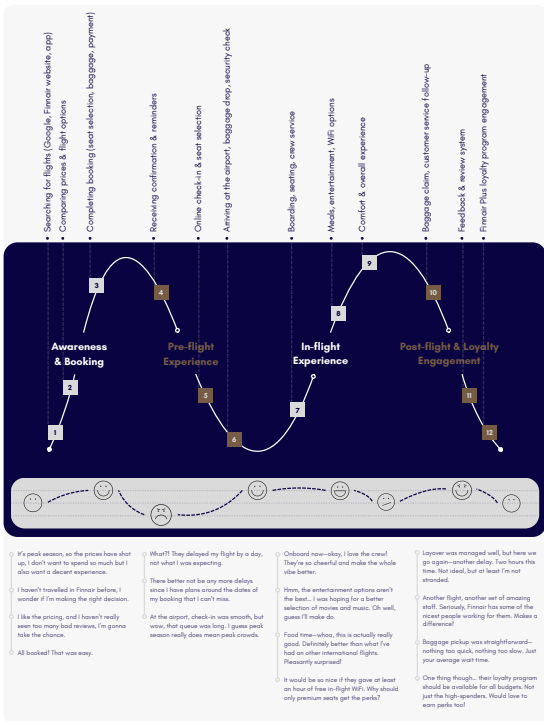




Actor: **Sysha - Finnair passenger | First time flyer**
Motivations: **Seamless travel, comfort, affordability**
Scenario: **Booking and completing a round-trip flight with Finnair**
Expectations: **Smooth online booking, comfortable flight experience, timely service, and efficient customer support**

Journey Stages and Touchpoints:



Pain Points and Opportunities:



Recommendations and Insights:

