Week 11 – Customer Journey Mapping

**Due: April 10th, 2022 Total point value: 50**

**Scenario**

You were hired as a freelancer to do some user research and design for an airline flight deals website (competitors are [Kayak](https://www.kayak.com/) and [Expedia](https://www.expedia.com/)).

As part of the design process, you need to dive into the user experience of finding and securing a discount flight. You'll be looking for pain points, opportunities, and touchpoints.

Use yourself as the persona when determining the Customer Journey Map and the design suggestions.

**Task**

Individual Assignment

1. Create a journey map for the process of buying an airline flight through a deals app. You'll want to use other research methods such as user interviews or diary studies to gather data. Then you'll use the journey map to show what you've found.
2. Analyze the map you've made and give two to three specific design recommendations based on the findings.

***Helpful Links:***

*Journey Mapping 101 -* [*https://www.nngroup.com/articles/journey-mapping-101/?ref=uxtools-challenges*](https://www.nngroup.com/articles/journey-mapping-101/?ref=uxtools-challenges)

*5 Stages of Successful Customer Journey Maps:* [*https://dscout.com/people-nerds/customer-journey-maps-5-stages?ref=uxtools-challenges*](https://dscout.com/people-nerds/customer-journey-maps-5-stages?ref=uxtools-challenges)

*An Introduction to User Journey Maps:* [*https://stephaniewalter.design/blog/an-introduction-to-user-journey-map-pdf-templates/?ref=uxtools-challenges*](https://stephaniewalter.design/blog/an-introduction-to-user-journey-map-pdf-templates/?ref=uxtools-challenges)

*Customer Journey Map Workshop:* [*https://www.youtube.com/watch?v=X7iXcP-wIkk*](https://www.youtube.com/watch?v=X7iXcP-wIkk)

**Submit:** Submit on BrightSpace by the due date.

**Evaluation:**

This assignment has no (technically) correct answers! You will be graded on the quality of your response, not your opinion

|  |  |  |
| --- | --- | --- |
| **Requirements** | **Pts** | **Comment** |
| #1 | **40/40** |  |
| #2 | **10/10** |  |
|  |  |  |

**Answer:**

# Stage 1: Actor (Personas):

1. Demographic:

- Customer, Personal Use, Business Use

- 34 years old male

- Lives in Fort Wayne, Indiana

- Married with 2 children

- Has 1 brother and 2 sisters

- Own a trading company

- Has a middle-income level & a profitable business

2. Personality Traits:

- Purposeful

- Self-directing

- Resourceful

- Procrastinator

- Detail-oriented

- Solid

- Detail-oriented

- Experienced customer, has good knowledge traveling deals

3. Summary:

Peter is an experience businessman. He pays high attention to details. As a busy person, Peter doesn't waste his time. He uses his phones, or computers to search for airline tickets through all sources (Kayak, Expedia, Priceline…) to find the best deal. On his trip, Peter usually navigates carefully and has a list of price comparisons. Peter likes to go back to the business where he has good experience and shop there again

# Stage 2: Scenario + Expectations

**Overarching goal:** To to do some user research and design for an airline flight deals website through a platform/website/app

**Tasks:**

* Searching for information on different websites
* Trying to understand what deliverable makes the most sense for the project’s goal
* Asking colleagues, friends, and network about their experiences

**Scenario:**

* Searching for information on Expedia.com (competitor)
* Searching for an airplane ticket from Fort Wayne, Indiana to Sanjose, CA

# Stage 3: Journey Phases

There are 5 steps in the journey map, in order:

* Step 1: Define
* Step 2: Compare
* Step 3: Select returning flight
* Step 4: Check Out
* Step 5: Confirmation

Text, letter

Description automatically generated

# Stage 4: Actions, Mindsets, and Emotions

There are 5 level of rating:

* Bad (1)
* Below Average (2)
* Average (3)
* Good (4)
* Execelent (5)

Actions, mind set and emotion are declare in the chart

Table

Description automatically generated

Diagram

Description automatically generated

# Stage 5:  Oppurtunities

Oppurtunities:

* Should have an option for accepting nearby airports for starting points and destinations (refer within a radius of travel). E.g., automatic recommendations for a cheaper price from nearby airports.
* Should have an option for getting a cheaper price within a flexible travel time.
* Choosing date can be improved
* Search engine should be improved