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

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

# Stage 1: Actor

# Personas:

# 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

# Stage 2: Decision to create

# Stage 3: Journey Phases

# Stage 4: Creation

# Stage 5: Validating/disproving (continue to iterate)

Entry location:

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.

Order of departing and returning need to choose in correct order t reflect the right price

Navigate