
















Steps taken by user →	Decide to Fly	Choose Airline	Log in on Homepage	Choose Airports	Pick Dates	Add Passengers	View Flights Results Page	Select Flights	Add Luggage	Add Extras	Review Chosen Flight	Share Info
		"Hidden Costs"							"Luggage not guaranteed onboard, that's confusing"			
							"Useful to go back and forth "					
		"You need to be tech savvy to get best value"				"Why is it making me select dates first, maybe I want to add passengers first"						"At this point I would leave the summary page open and call who I am flying with"
Goals	-Take a break -Visit relatives -See something new	-Find most suitable flight taking into consideration 1.price, 2.flight times, 3.stop-overs	-Find the flight search form -Find most suitable flight	-Confirm airports -Find most suitable flight	-Search the most optimal dates -Find most suitable flight	-Add travel partner -Get price displayed for two tickets -Find most suitable flight	-Find most suitable flight	-Choose most suitable flight	-Add luggage, finalise flight	-Check if there is anything esle they want to add, finalise the flight	-Check all details, share flight details, proceed to pay	-Get consensus on the flights chosen
Behaviours	-Traveling 3 to 5 times a year -European travel -Rare long haul flights	-Desktop is preferred -Mistrust towards airlines, expect hidden fees -Check aggregators to narrow down best prices, then book direct with the airline on their site -avg. 2 weeks to book flights	-Uses the menu bar on top as entry point as opposed to scrolling down to search form	-Follows cursor autofocus, easy to go from one form to the next	-Selects the outgoing dates -Selects dates from calendar, rather than typing, easier to know if it is a weekend	-Expects to be able to complete selections in any order	-Looks for important info such flight time, flight duration, price -🔴 Misses the flight time, due to having to move eye to the left of page	-Looks at different fares displayed on page, has an idea of each -Looks for a way to select flight -🔴 Cannot understand how to choose fare -Clicks / Hovers over different numbers features etc for a while	-Doesn't check in luggage for short haul trip -Misses luggage info earlier on and thinks that luggage is not selected yet "I wish you could go back and add luggage later on" "Why do they show me options for ski equipment, I am flying to Faro"	-Seat selection is not important -Services typically booked at this step: insurance, other passengers, more luggage -Never reads the page that follows flight selection	-Scrolls down to review on right hand side -Does not understand that needs to click on things to review them	-Would try to contact the travel partner by either phone, message, maybe share a screenshot -No particular strategy for this step
Pain Points	-Finding the right time to suit group	-"tedious process" -Information can be unclear	-Moving picture is distracting -Small font, pale	-Form pre-populates with current location -Different airports within one city not specified-	-Prefers not to type in dates -Calendar not intuitive enough for user -Outbound/Inbound calendars are separate -Flight price changes once you select flight from the one in calendar -Unclear if price is for 1 or 2 passengers at this point	-Cannot add passengers before selecting dates, not clearly communicated	-Position of the flight time -🔴 Misses the flight time	-Lack of indicators to "select" flight -🔴 Cannot understand how to choose fare -Mixed up Departure/Arrival times	-Too much information -User does not like to have to click for more information -Not clear if extra luggage can be added or needs to select different fare	-Unlear whether you need to pay to reserve a seat -Clicking -Drop-downs	-Clicking	-Site does not offer a way to share flight summary info -Page could time out and user would need to re-start -Has to leave browser tab open -If restarts, price ,ay go up
Positives	-Many options	-Map with flights routes + prices	-Allows to select language -Menu with functions neatly displayed on the top	-Auto-populates once user starts to type in city, no need to scroll -Cursor automatically in next input box> autofocus	-Color cues to display available/unavailable fights -Local festivities are noted in calendar -Includes prices in calendar -Reformats typed in dates -Direct Flight + Flex option are available	-Use of emojis/symbols as indicators 🧳	-Scrollable horizontal bar to view alternative flights is good, user prefers if it includes prices + times too (all important info in one place) -Weekly flight overview -"Sort-By.." filters Important info displayed on the same page	-Main details about flight are clearly displayed	-Info on all options is there		"All info is clear in one place, but I don't like that I have to click on everything"	-Possibility of sharing flight via email on some airlines