

Requirement Analysis

Customer Journey Map

Date	26 June 2025
Team id	LTVIP2025TMID20321
Project Name	Flight Finder
Maximum Marks	2 Marks

Scenario: Booking a Flight via SB Flights:

Phase	Experience / Action	Interaction	Touchpoints	Positive Moments	Pain Points	Opportunities	Goal
Discover	User finds SB Flights via search, ads, or referral	Google, word-of-mouth	Landing page, mobile browser	Easy navigation, welcoming landing page	Overwhelming choices without filters	Highlight top flights or trending destinations	“Help me find a flight easily”
Search	User enters origin, destination, date	Web form	Search page	Clear fields for input	If journey date is not filled, no results	Make date selection mandatory + smart suggestions	“Help me see relevant flights”
Browse	User sees available flights, compares options	Clicks on flight cards	Flight cards, filters	Price and class filters simplify choice	Limited info per flight, no direct comparison	Add comparison feature or detailed modal	“Help me choose the best option”
Book	User selects flight, adds passenger info, seat class, and confirms booking	Form submission	Booking form	Simple form fields	Form errors not clearly shown	Input validation and real-time price preview	“Help me book confidently”
Confirm	Gets confirmation on screen and via email	Confirmation screen + email	Email, browser	Instant confirmation builds trust	Confirmation message could be lost	Push notification or SMS alerts	“Reassure me my booking is done”
Travel	Travels on selected date	None (app passive now)	Bookings tab	Seeing all bookings in one place	No reminders close to flight date	Send flight-day reminders	“Help me stay organized”
Post-Flight	Can cancel, view, or review trip	Cancel button / reviews	Booking history tab	Review option builds community trust	No incentive to leave review	Offer points for feedback	“Help me reflect and share”