



Persona:

Name | Melissa
Age | 34
Job | Consultant
Base | Germany

Scenario:

Melissa is a frequent flyer because she travels a lot for her holiday and also for her work. She wants to proceed a flight booking using a flight search engine's mobile app on her iPhone, as she is often on the road and wants to make booking at her convenience anytime anywhere.

Goals and expectation:

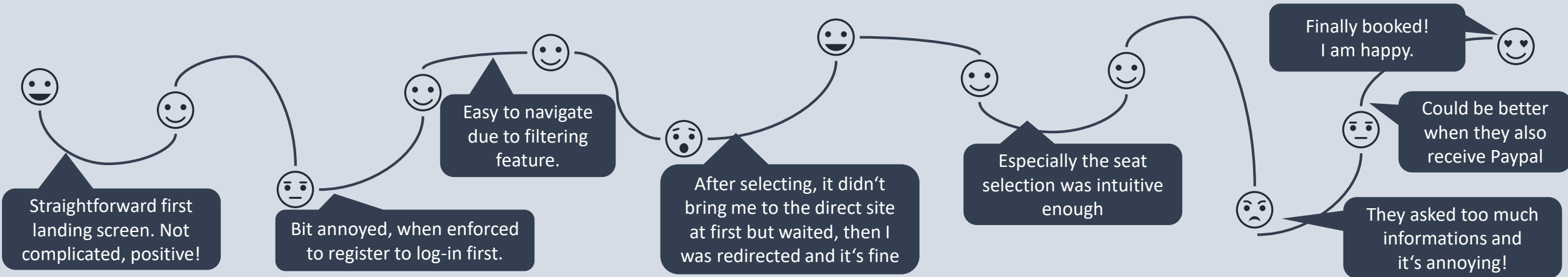
- To be able to find the best matching flight option that meets her schedule & budget as quickly as possible
- To be able to proceed booking using mobile device as much comfortable as using the desktop

Phase 1: Get in to the App

Phase 2: Search for flights

Phase 3: Configure the selection

Phase 4: Proceed booking



User Action

- Turn on the phone
- Hit the app icon
- Get sign into the app
- Can choose between straight log in or do without logging in

User Action

- Navigate the app
- Find the section where she can tip the destination and dates
- Hit the search button
- Browse through the available results and compare them

User Action

- Select the best option
- Go on the further page
- Configure the details for the booking e.g. luggage check-in, seat, etc.
- Double check the configured data

User Action

- Go to the booking process
- Enter passenger data
- Choose the payment method
- Pay & receive the booking confirmation