

Persona:

Name | Melissa Age | 34 Job | Consultant Base | Germany **Scenario**: Melissa is a frequent flyer because she travels alot 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 4: Proceed booking Phase 1: Get in to the App **Phase 2: Search for flights Phase 3: Configure the selection** Finally booked! I am happy. Could be better Easy to navigate when they also due to filtering receive Paypal Especially the seat feature. After selecting, it didn't selection was intuitive Straightforward first bring me to the direct site enough They asked too much Bit annoyed, when enforced landing screen. Not at first but waited, then I informations and complicated, positive! to register to log-in first. was redirected and it's fine it's annoying!

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