

Homepage	Entering flight details	Flight search results	Additional options	Entering personal details	Reviewing flight selections	General feedback	Non-specific
<div><div>Positive</div><div>Negative</div><div></div></div>							
<div><div>Goals</div><div><ul style="list-style-type: none">Holiday package booking (book everything online.)Traveling for work.Large group booking.</div></div>	<div><div>Goals</div><div><ul style="list-style-type: none">Price is more important when booking for a large group.Times and dates are more important when booking for business.When comparing flights, likes that it remembers previous flight details selected.</div></div>	<div><div>Goals</div><div><ul style="list-style-type: none">Looking to compare flights prices and dates with other airlines.Like to see the availability of flights.Good to see other price options with the different dates at the top.Chose direct flights.</div></div>	<div><div>Goals</div><div><ul style="list-style-type: none">I like when it automatically gives me the same seats coming back.Like to be aware of specific hotel requirements.Extra leg room seats.</div></div>	<div><div>Goals</div><div><ul style="list-style-type: none">Automatically fills in details.Camera reads card information instead of manually entering the information.</div></div>	<div><div>Goals</div><div><ul style="list-style-type: none">Looking to compare multiple flights and the prices.</div></div>	<div><div>Goals</div><div><ul style="list-style-type: none">Ease of navigation is priority.</div></div>	<div><div>Goals</div><div><ul style="list-style-type: none">I like to see the progress where I am in the process.I like to be aware of specific hotel requirements.</div></div>
<div><div>Behaviours</div><div><ul style="list-style-type: none">Use laptop, phone apps, tablets for booking.Relate offers to chosen airport.Log in if they had their own account.</div></div>	<div><div>Behaviours</div><div><ul style="list-style-type: none">Types their chosen airports when searching.Entering amount of passengers fastWould like to see the days with the dates once selected.Selects (all london airports) .</div></div>	<div><div>Behaviours</div><div><ul style="list-style-type: none">Looking to compare flights prices and dates with other airlines.Likes to send flight options to fellow passengers.</div></div>	<div><div>Behaviours</div><div><ul style="list-style-type: none">Looking to compare upgrade options.</div></div>	<div><div>Behaviours</div><div><ul style="list-style-type: none">Fill out travelling passengers details.</div></div>	<div><div>Behaviours</div><div><ul style="list-style-type: none">Looks to see the dates chosen on the summary page.Visibilty of savings.Wants to read large amount of info later.Would like to easily amend selection.</div></div>	<div><div>Behaviours</div><div><ul style="list-style-type: none">I’d like to know the reviews are legitimate.</div></div>	<div><div>Behaviours</div><div><ul style="list-style-type: none">Don’t always book first time around (Checked and revisted.)</div></div>
<div><div>Pain points</div><div><ul style="list-style-type: none">Over-crowded homepage.Some features don’t work.I want to book as guest (“A lot of sites want you to set up an account when all u want us to browse.”)</div></div>	<div><div>Pain points</div><div><ul style="list-style-type: none">Don’t know they’re picking the return dates.Not clear which flight selection is inbound or outbound.</div></div>	<div><div>Pain points</div><div><ul style="list-style-type: none">Would like to see the prices in my own currency.Showing flights that aren’t available.Different prices are showing.Difficulty knowing which flights are direct.Broken links.</div></div>	<div><div>Pain points</div><div><ul style="list-style-type: none">Too many options available (“Fewer ‘extras’ being offered.”)Where do I upgrade?Asking the same question.Hidden prices with the extras.</div></div>	<div><div>Pain points</div><div><ul style="list-style-type: none">Why do I have to fill in my information multiple times?Why do I have to manually add card details?Wording not clear.</div></div>	<div><div>Pain points</div><div><ul style="list-style-type: none">Discover information that wasn’t clear when selecting.Hidden info regarding connections.</div></div>	<div><div>Pain points</div><div><ul style="list-style-type: none">Unclear messaging.Price changes, how long will my price last?Over cluttered pages.Process can be long (too many pages.)</div></div>	<div><div>Pain points</div><div><ul style="list-style-type: none">Information too clustered on the map.Jumps between app and website (broken links.)Better navigation.</div></div>