

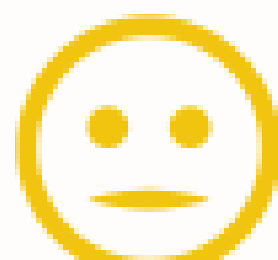

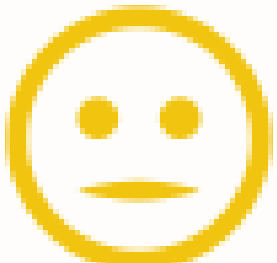





CUSTOMER JOURNEY MAP - AIRLINES MOBILE APP

Steps	Holiday Opportunity	Start booking process	Choose Dates	Select Flight	Choose a fare type	Choose seats	Flight details	Share flight
Actions	Go online looking for flights	Launch the airline app	Browse through app's calendar	Scroll down through flights	Looks for information on different fares types	Read color code / browse through seats map	Review flight information and confirm	Press on the share button / save button
FEELINGS								
Positive								
Somewhat Positive								
Somewhat Negative								
Negative								
Goals and Context	<ul style="list-style-type: none"><li>- To compare prices;</li><li>- Looking for available prices ahead of the date of the trip;</li><li>- Using a desktop, usually from work;</li><li>- Wants to find best price x timing relation.</li></ul>	<ul style="list-style-type: none"><li>- To find the ideal flight;</li><li>- To share their findings with other people traveling along;</li><li>- To make a decision and book</li></ul>	<ul style="list-style-type: none"><li>- To find flights on desired dates at the cheapest price.</li></ul>	<ul style="list-style-type: none"><li>- To find out available flights and prices;</li><li>- To browse through available flights and pick one.</li></ul>	<ul style="list-style-type: none"><li>- To identify the fare type that best suits their needs taking into account the budget they have for the trip;</li><li>- To go through this step as quickly as possible</li></ul>	<ul style="list-style-type: none"><li>- To identify the fare type that best suits their needs taking into account the budget they have for the trip;</li></ul>	<ul style="list-style-type: none"><li>- To identify the fare type that best suits their needs taking into account the budget they have for the trip;</li></ul>	<ul style="list-style-type: none"><li>- to decide whether to book a flight now, save it for later or share with other people before making a decision</li></ul>
Behaviours	<ul style="list-style-type: none"><li>- Go to different websites;</li><li>- Skyline and Google Flights are favourites;</li></ul>	<ul style="list-style-type: none"><li>- Looks for 'Book a Flight' button as soon as the app launches;</li><li>- Inputs names of outbound and inbound cities by typing in then selecting suggestions;</li></ul>	<ul style="list-style-type: none"><li>- Users clicks on outbound dates and does no wait for system's feedback to select inbound date;</li></ul>	<ul style="list-style-type: none"><li>- Users are happy to see the app shows more dates on the top of the screen, so they can easily compare prices on different dates;</li><li>- Users wish they had a filter to organise flights both by dates and prices;</li><li>- It's clear for users that they have to click on the flight to proceed;</li><li>- Users expected to see better nomination between inbound and outbound flights;</li><li>- displaying options that are no available annoy users.</li></ul>	<ul style="list-style-type: none"><li>- No motivation to buy a more expensive fare type;</li><li>- Users expect to click on a fare type to get more information about it;</li><li>- Users are not inclined to read though long texts, just scroll down it;</li><li>- Wish texts were more visual;</li><li>- Hoped different fare types to be summarised on the same screen they have to select the type;</li></ul>	<ul style="list-style-type: none"><li>- Color coding works pretty well, easy for users to tell available seats from taken seats;</li></ul>	<ul style="list-style-type: none"><li>- Different button styles for same tasks confuse users;</li><li>- Price is a determining factor;</li><li>- Users are very confused and annoyed about finding out about stopovers only now;</li><li>- They didn't see stopovers because it was not highlighted enough.</li></ul>	<ul style="list-style-type: none"><li>- Most users use the 'Share Flight' button;</li><li>- Very happy about not having to make a decision right now;</li><li>- Happy they won't have to search flights all over again if they don't book it now.</li></ul>
Experiences	<ul style="list-style-type: none"><li>- Uses the airline app to look at prices and availability;</li></ul>		<ul style="list-style-type: none"><li>- The length of the trip is highlighted on the calendar like users expected;</li></ul>			<ul style="list-style-type: none"><li>- Users wish the app would suggest same seats for the way back;</li></ul>		
Mental Models	<ul style="list-style-type: none"><li>- Not inclined to book through the app;</li><li>- Exchanges info with people flying along.</li></ul>	<ul style="list-style-type: none"><li>- Wants to start and finish the process as quickly as possible;</li><li>- Prefers to login with Facebook or google account.</li></ul>	<ul style="list-style-type: none"><li>- Users expected to see prices up on the calendar.</li></ul>			<ul style="list-style-type: none"><li>- Users assume they have to upgrade fare to select seats, not</li></ul>		
Outcomes	<ul style="list-style-type: none"><li>- User is highly motivated;</li><li>- This stage represents neither a pain or a gain point, there are no frustrations or exceptional satisfactions;</li></ul>	<ul style="list-style-type: none"><li>- User is happy to be able to start the process quickly;</li><li>- Enjoys apps that are not cluttered;</li><li>- It was easy to know what to do when the app launched;</li><li>- Highlighted buttons made the app more intuitive for the user;</li><li>- 'all airport' was not suggesting when typing in cities as opposed to what users expected.</li></ul>	<ul style="list-style-type: none"><li>- We can speed up the process by displaying prices up on the calendar;</li><li>- The process is very intuitive and users knew what to do;</li><li>- 'Flexible dates' means nothing for users, it causes confusing and insecurity.</li></ul>	<ul style="list-style-type: none"><li>- Users are happy to see the app shows more dates on the top of the screen, so they can easily compare prices on different dates;</li><li>- Users wish they had a filter to organise flights both by dates and prices;</li><li>- It's clear for users that they have to click on the flight to proceed.</li></ul>	<ul style="list-style-type: none"><li>- Fare Types and 'Compare fares' should have been grouped together, because the message went unnoticed my users causing additional taps, more confusion;</li><li>- Users wasted a lot of time trying to decide what to do;</li><li>- Insecurity about continuing the process;</li></ul>	<ul style="list-style-type: none"><li>- Positive experience overall</li></ul>	<ul style="list-style-type: none"><li>- Stopovers were not highlighted and caused huge confusion;</li><li>- Price is a determining factor;</li><li>- Users got stuck on this screen;</li><li>- Misleading info made users feel like abandoning the process</li></ul>	<ul style="list-style-type: none"><li>- Positive experience overall</li></ul>
Opportunities								
Pain Points								