

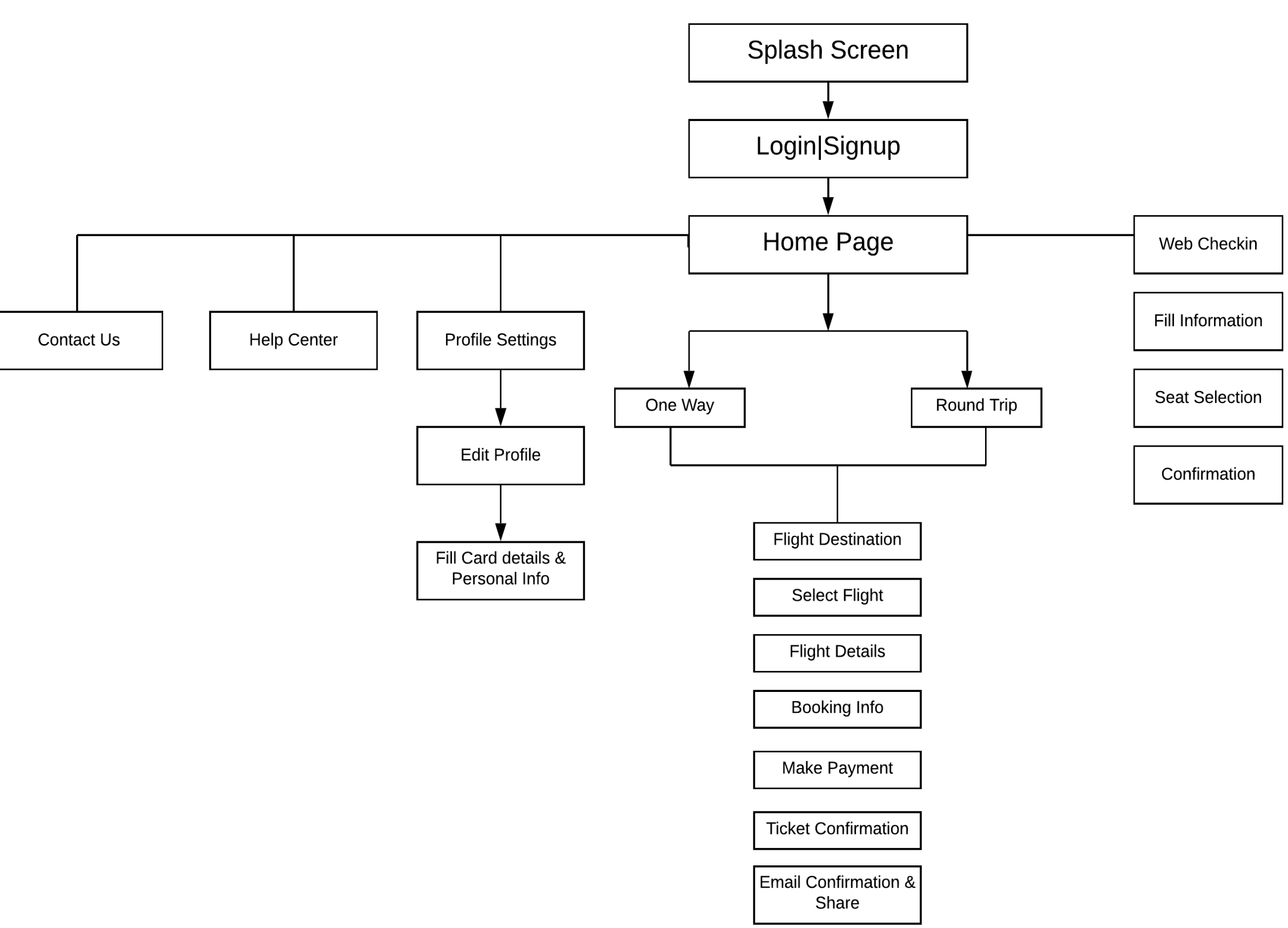
Persona

- Name-** Vivek Walia
- Profession-** Businessman
- Age-** 36 yrs
- Needs-** To book flight on last minute.
He wants to save his time.
He is looking for trustable company.
Needs any class.
Looking for cheapest price flight.
Wants transportation for (pickup & drop).
- Value-** Value of time, value of money, value of work.
- Powers-** Business consulting.
- Behaviours-** Polite, Professional.
- Aspirations-** Wants to increase his business.

Empathize

- Think & Feel-** If able to book flight easily at last moment, if get transportation for (drop & pickup). Needs to fill less information.
- Hear-** Has to search for 3 4 websites for booking for best price, price may be increase when search flight multiple times.
- Say & Do-** I will find the best price for booking or lesser time spent for booking.
But rushing on website for the same.
- See-** Time is lapsing & has to rush in hurry.
- Painpoints-** Trying to save time.
Easy booking with less step is not available.
Price keep on changing.
- Pleasure points-** If he could save time, & also start travelling on time.
If could get tickets on best price.

Information Architecture



Wireframe

