Customer Journey Map

|	Thinking of Travelling	Research a Flight	Homepage	Destination Search	Flight Dates	Passenger Numbers	Flight Search	Flight Results	Optional Extras/Fare Selection
Mood	😄	🙂	😊	😄	🙁	☹️	😄	😐	☹️
Goals	• Plan a holiday with a partner/friends/family • Go on a holiday • Travel abroad to celebrate a friend's birthday • Find the right flights that suit plans	• To decide on a destination, dates and airline company to fly with • Wants to find a flight for specific dates (some flexibility) • Wants to find a flight for a good price	• Find the flight search box and start entering details	• Enter airport details into the search box • Ensure this airline actually flies to the destination airport in mind	• Choose dates that suit the plan • Search and select dates accurately and efficiently • If possible, see what dates are available/unavailable before even selecting	• Add the correct number of passengers to the search quickly & efficiently	• Search for flights after inputting all relevant details & move onto a results page	• Select an outbound & inbound flight that match plans • Find the best price/an early outbound flight/a late inbound flight • Compare prices between flights and across days • Get more information about a particular flight (e.g. where a transfer will be) • Find a flight without transfers	• Select a fare that meets the needs of the user • Check how much each fare level costs • Add luggage if necessary • Find out what is included in each fare
Behaviours	• Discusses plans with other travellers face-to-face • Communicates flights over WhatsApp using screenshots • Uses aggregator websites (e.g. Skyscanner) to see what flights may be available	• Visits different airline websites • Discusses destination options, dates and prices with other travellers • Searches on an aggregator website with the intention to check the corresponding airline website after to compare prices	• Immediately looks for a flight search box • Notes other booking options (e.g. book using miles)	• Clicks on a destination airport search box, if no pop-up box appears, user starts typing • User clicks on an airport if the option appears	• Most use the dropdown calendar to choose a specific date (instead of typing dates) *"I like to scroll over instead of entering it in"* • Uses scroll option to go to desired month *"I'm just going to click and pass until I get to the month of May"* • Uses the calendar to count number of days between outbound and inbound flights	• Clicks on +/- buttons provided to increase or decrease the number of passengers	• Clicks on "Search Flights" button	• Notices date/price navigation bar at top first • Sees flight departure/arrival times and prices • Scrolls up and down to find flight that suits them most • Looks for flight with early outbound/late inbound flight • Clicks on the price to select a flight	• Compares each fare level - contents and prices • Clicks on the price button to select a fare
Contexts	• Searches for a flight at home • Travelling for leisure • Travels several times a year	• In charge of booking for all travellers • Often books for others • Already have an idea of where they are going and some idea of dates	• User has a destination, passenger numbers and approximate dates in mind • User has prior knowledge of flights from aggregator website	• User already knows where they are going to (has a destination airport in mind)	• Already has approximate dates in mind (some flexibility)	• Already knows how many people will be travelling		• Price/time of arrival are most important factors when choosing a flight	• User will have to be able to bring back the same luggage brought with them • Some users prefer to not bring additional luggage and buy necessities when they arrive at their destination
Positives			• Likes that the search box is available straight away (don't have to scroll through the page to find it) - easily accessible & can start searching straight away *"Ryanair give me straightaway in the top section the option to do my search without going through the webpage"* • Search box contrasts well again the background - easy to spot • Likes the use of background images	• Likes having an origin airport pre-selected - saves the user from having to enter this again • Destination options appear in a pop-up box to allow easy selection - strong preference for selecting over typing • Pop-up box with available airports allows the user to see what destinations are possible *"I could go straightaway to here and check to see if they give me Spain straightaway"*	• User likes seeing two months displayed at a time - easier to count days that cross over months • Calendar with greyed out dates can show the user what dates are not available before making the search	• Likes the simplicity and ease of use of +/- buttons to allow the user to increase/decrease passenger numbers		• Date/price navigation bar allows user to compare prices across days and allow them to see what other dates are available • Progress bar helps user to see how far along the booking process they are • Lowest fare marked in another colour - easy to pick out	• Fare levels and details are communicated clearly • Likes seeing destination images in background *"Brings you straight to the place"*
Pain Points	• Need to find a flight that matches the traveller's needs (e.g. right dates, price, time) • Prices on aggregator website and airline websites sometimes differ *"I first do a search on Skyscanner...I see which one is better. If the airline website has the best price, I usually book with the airline website"*		• Doesn't like seeing options for car hire from the beginning - not necessary as it's not the primary goal *"The option for car hire and everything straightaway. I didn't really want anything like that"* • Doesn't like seeing large Covid-19 messages that take up a large amount of space on the homepage	• User doesn't like having to select origin airport *"I'm in Ireland, should they not already know that I'm in Ireland?...I've been flying with Aer Lingus for 27 years. They should know"*	• A dropdown calendar displaying only one month makes it difficult to count days that cross months • Two scroll options to scroll through 2 months at a time vs 8 months at a time - confusing • Typing dates can be confusing, especially on American airline websites where date format can differ • No prompt to select inbound flight date after selecting outbound flight leads to confusion - not sure if the original selection was registered	• Having to state a passenger's age group at this stage is tedious *"This seems to be a little bit more complicated because they're not going to need the information of the passengers right now"* • User is confused by having to add passengers separately - is more used to having the option to increase/decrease passenger numbers *"Oh, that was each, right, okay."* (after wrongly assuming prices were for two passengers) *"I just clicked on the wrong box"*	• Button doesn't stand out enough - user misses it *"That colour maybe, you know, just blends in"*	• Doesn't see option to use filters - scrolls up and down page to find a flight that suits them • No option to filter out flights without a transfer - user scrolls through page to try a flight without a transfer • A lot of confusion over whether prices are for one or two passengers *"You can see already, for the distance, the flights are a little bit expensive already"* (after wrongly assuming prices were for each passenger) • Doesn't see price tally and calculates total amount in head	• Selecting one fare will apply to both passengers and for both outbound & inbound flights - no option to add only one check-in luggage between two passengers • Doesn't like being presented with a Business flight option when they have specifically searched for economy flights *"Is it really necessary because on the page beforehand you can pick your business class, your advanced or your basic."* • Doesn't like being presented with a Business flight option that isn't actually available (option is greyed out) *"Why tell me that I can't have it if it's not there?"* • Struggles to select fare option - doesn't realise the price is also a button *"I can't find where to book... I thought there should be something there"* • Option to lock prices at this stage is not useful - user has already decided on flights at this stage and doesn't feel the need
Mental Models		• Prices on aggregator websites and airline websites will probably differ	• User knows to look for a search box on the homepage		• Expects that once the outbound flight date is selected, user will be prompted in some way to select the inbound flight date • Expects that a scroll option will move through months one-by-one (not 8 months at a time)	• Expects a button next to "Adult" would provide the option to increase or decrease the number of adult passengers (as opposed to changing the age group of one passenger) • Does not expect the option to add additional passengers to be placed beneath the first passenger *"This in here is a little bit different, a little bit more complicated"*	• Expects to see a brightly coloured "Search Flight" button • Assumes button would be placed lower down on the page *"I should have seen that quicker...I thought the page was longer"*	• Most assume prices shown are for one passenger	• Expects to see option to add extra luggage separately after the flight is bought