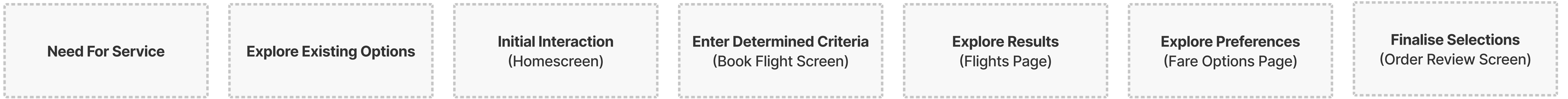
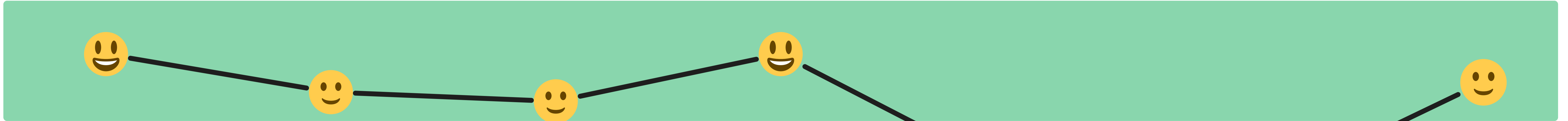


Customer Journey Map



Positive



Negative



Goals

- Collate reasons for needing the service
- Use these to form determined criteria

- Decide which app or provider offers the best solution
- Locate the best deal for the users needs

- Easy to Navigate initial interaction with the app
- Locate what they need

- Enter their criteria for results
- Find out more information

- Find and confirm more specific details, following on from the previous stage

- Explore, compare, confirm flight class options
- Decide on any upgrades, packages offered

- Review all progress and information in a clear, easy to digest manor
- Complete the process
- Receive confirmation of completion

Behaviours

- Discuss with any other involved parties
- Determine needs and priorities
- Device used for interaction (tablet, phone etc)
- Purpose (work or leisure)

- How they interact with functions (scroll or search for example)
- Do they have a "go to" app
- Do they shop around
- Do they use comparison apps

- Does user manage to successfully interact with the app in a way that reflects their mental model
- Do they understand all prompts

- How user interacts: do they scroll or use search function
- Do they explore the app or go straight for a certain function or feature

- Do they upgrade or change their criteria at all
- Do they have priorities that inform decision making

- Do they explore or compare when given different options
- Do they have priorities that inform decision making

- Does user share flight information, if so what method do they use

Context

- Occupation
- Reason for travel
- Location
- Most recent previous interaction with booking a flight

Pain Points

- Learn what users avoid/ find frustrating

- Too many adverts
- Overwhelmed when felt they were presented with too much information

- Too many adverts
- Duplication of fields/ information
- Confusing layout
- Information displayed poorly

- Being shown options they aren't able to select
- Hidden information (layovers for example)
- Feeling overloaded with unnecessary information
- No continuity with pop up boxes design/layout

- Avoid overcrowding of field/pages
- Keep text concise and clear
- Ensure clickable interactions are clear and logical
- Ensure continuity when options are comparable

- When a lack of continuity or clarity arises
- Information appearing that wasn't shown earlier in the process, for example a layover

Positives

- Learn users preferences when searching for a provider

- A well presented, clear and concise layout "simple and calming"
- Large, clearly named buttons

- Easy to Navigate
- Continuity with pop up boxes/layouts
- Highlight selections/ fields for clarity
- Calendar mimics operating system "feels instinctive"
- Clear prompts
- Autofill
- Location tracking fill

- Concisely displaying options around chosen date (showing pricing days either side of selected dates for example)
- Cohesive, easy to view layout

- Icons aid comparisons and summarising options "at a glance makes it easy"
- Clear, easy to compare points that are concise
- Factual and have continuity
- an option to expand and find out more information "it isn't clear and doesn't give any information on where the stopovers are"

- An ability to share your selected flight information to others
- Likes that it automatically saves search when you share in case you need to come out of the app

Mental Model

- Find a service that caters to their needs with as little friction as possible

- Large, clear buttons
- Easy to navigate, logical layout
- Easy to progress through
- "Expecting to see a list of different flights"

- All options displayed clearly with no hidden/ withheld information

- Clear, easy to view layout
- Continuity with earlier stages