AIR TRAVEL

Customer Journey Map
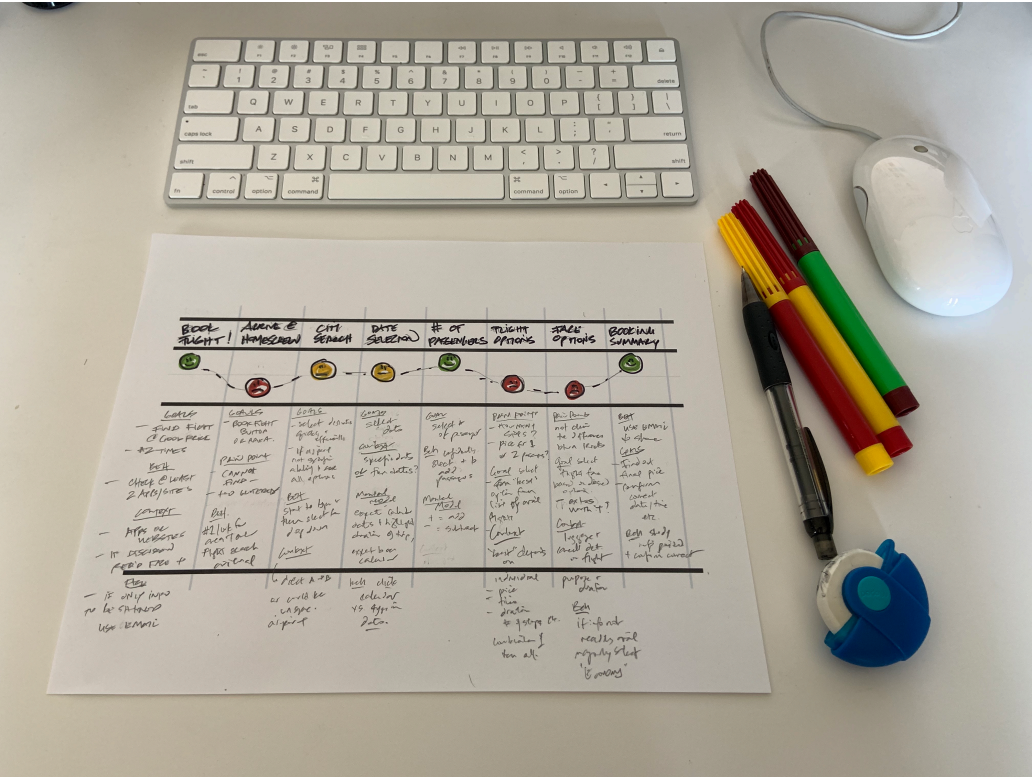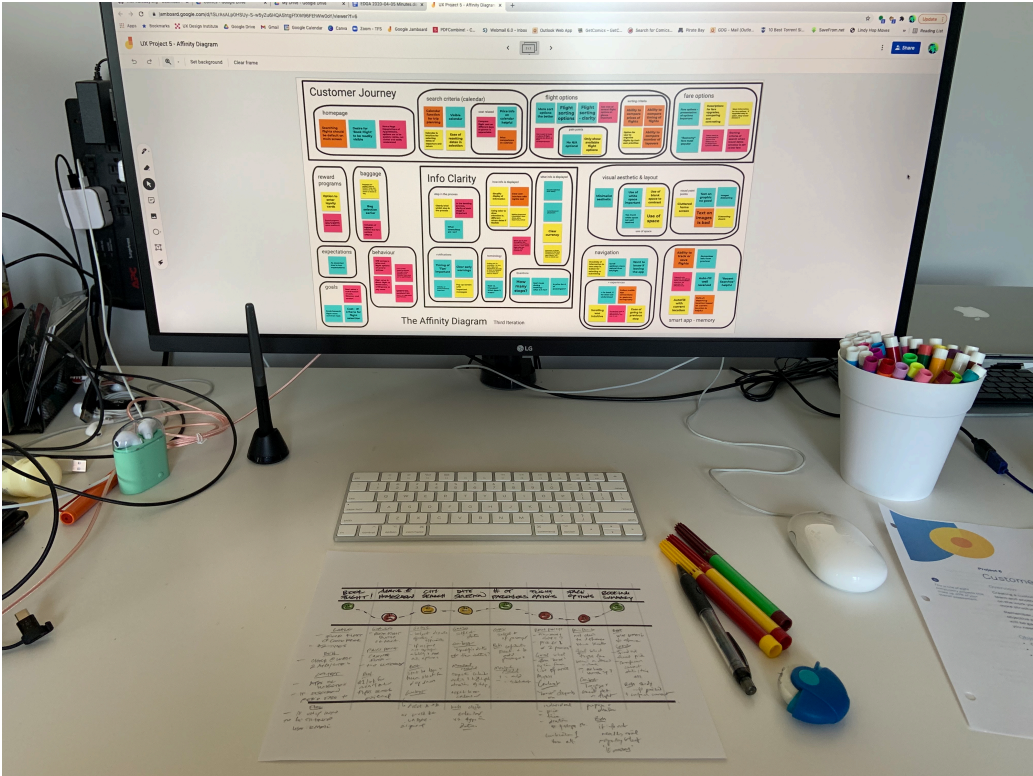
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OBJECTIVES

To further translate the unstructured research data acquired through the competitive benchmark, survey, note-taking and usability test phases into a structured document.

To apply the categories established during the affinity diagraming exercise to the customer journey.

CUSTOMER JOURNEY MAP

It's time to book a flight!	Look at this homepage!	Let's select the airports!	Let's select the travel dates!	Let's choose the # of passengers	Look at all the flight options!	What fare option do I want?	Let's review the summary & book

"... To book a flight…It's not the first thing you see" (Look at this homepage!)

"I don't need to type it in really, I can just click" (Let's select the airports!)

"I like to see the calendar there clearly for me." (Let's select the travel dates!)

"The menu is pretty much standard." (Let's choose the # of passengers)

"Did I change my order? I don't understand." (Look at all the flight options!)

"Business class is showing up, but it is not available. Why are you teasing me?" (What fare option do I want?)

"I always triple check to make sure." (Let's review the summary & book)

It's time to book a flight!

Goals
- To source and appropriate flight for an intended trip
- Book a flight (though not always)

Behaviors
- Will check more than one source, either 2 competing airlines or an aggregator site/app and an airline site/app
- If access to a computer is available, bookings are often made through the website instead of the app
- Will communicate trip information with others even if travelling alone

Context
- Have access to both computer and smartphone/tablet

Look at this homepage!

Goals
- Figure out where to begin the flight search

Behaviors
- Will look for flight search fields or "Search"/"Book" buttons

Pain Points
- Not obvious at first glance where to begin flight search
- Cluttered homepage
- Distracting images

Positive Experiences
- When important notices are clearly visible

Mental Model
- Expect flight booking to be the main activity and thus flight search should be front and center

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Let's select the airports!

Goals
- Select destinations

Behaviors
- Type city name into destination field(s)
- Will cease to type (even if incomplete) to select destination from list

Context
- Could be to specific airports or any airport in a city

Positive Experiences
- "All Airports" option is available

Pain Points
- If airport chosen has no available flights (cities with multiple airports)

Mental Model
- Clicking to select is faster than typing

Let's select the travel dates!

Goals
- Select travel dates

Behaviors
- Click calendar to select dates
- Want option to include +/- day(s)

Context
- Some travelers have a fixed timeframe
- Others are flexible and may chose dates based on price

Positive Experiences
- Cost info is included in calendar

Pain Points
- When not sure which flight date is being selected

Mental Model
- Click on the calendar to select dates

Let's choose the # of passengers

Goals
- Select number of passengers

Behaviors
- No issues with executing this task – straightforward
- Confidently selected + to increase passenger numbers

Context
- Bookings involving children and infants may be less straightforward

Positive Experiences
- Completed quickly, no issues

Mental Model
- + signifies increase
- - signifies reduction

Look at all the flight options!

Goals
- To select the 'best' flight from options

Behaviors
- 'Best' depends on context of travel
- Different sort options to help evaluate 'best' requested
- Want to see day before/after options

Positive Experiences
- Lots of sort options

Pain Points
- When stopovers are not clearly indicated
- When not clear if price is for 1 or more passengers
- When time/dates are not displayed clearly

Mental Model
- Flights assumed to be direct unless specifically noted

What fare option do I want?

Goals
- Understand the different options
- To select the most suitable option

Behaviors
- Basic fares are selected unless there is a clear value reason to upgrade
- Upgrades are more likely if options presented clearly

Positive Experiences
- Clear explanation of inclusions/exclusions

Pain Points
- Differences between options are not easily accessible
- When unavailable options are shown

Mental Model
- 'Economy' or 'Basic' is the cheapest

Let's review the summary & book

Goals
- Find out final price
- Confirm correct date/time selected

Behaviors
- Time to study details & confirm is correct
- If sharing with others will email itinerary

Context
- If only doing research for a future flight, the process will end here

Positive Experiences
- Flight info & cost displayed clearly

Pain Points
- When information is not clearly displayed or includes surprises

Mental Model
- Expectation to see fare breakdown