

Customer Journey Stages	Initial Idea, Research			Homepage		Flight Search			Results Page		Flight Selection		Adjusting Flight Selection		Confirming Flight Selection			Add-ons and Seat Selection			Booking		Preparing Flight	Check-In	All Pages
Customer Journey	Coming up with the idea to take a trip / researching instructions to take a business trip	Starting the research	Choosing service provider	Webinars on the importance of re-booking	Choosing airports	Choosing dates	Entering number and category of passengers	Viewing search results, after direct flights or meta-search engine	Choosing flights	Choosing service packages	Checking itinerary summary	Adjusting selection	Sharing selection with friends / other passengers	Saving selection to come back to later	Confirming selection	Selecting (extra) luggage	Selecting seats	Adding additional services	Entering passenger details	Finalizing booking	Receiving feedback about booking	Preparing for the trip	Online check-in	General UX	
Emotional States																									
Goals	<ul style="list-style-type: none"> <li>Defining on type of trip</li> <li>Choosing whether to go on a business trip</li> </ul>	<ul style="list-style-type: none"> <li>Cloning an understanding of the current situation and the available flights, dates, prices</li> </ul>	<ul style="list-style-type: none"> <li>Choosing service provider, according to the previous information</li> <li>Choosing an airline that they are registered with already (Faster process, using awards)</li> </ul>	<ul style="list-style-type: none"> <li>Finishing the flight search form (e.g. choosing the departure and arrival airports)</li> <li>Continuing previously interrupted search</li> </ul>	<ul style="list-style-type: none"> <li>Finishing preferred dates (usually 1-2 weeks in advance)</li> <li>Adding multiple dates in the same area</li> </ul>	<ul style="list-style-type: none"> <li>Selecting preferred dates (usually 1-2 weeks in advance)</li> <li>Adding number of passengers and category of passengers</li> </ul>	<ul style="list-style-type: none"> <li>Adding contact information of passengers</li> <li>Filtering out non-eligible flights</li> <li>Choosing flights with the best prices</li> </ul>	<ul style="list-style-type: none"> <li>Filtering out non-eligible flights</li> <li>Choosing flights with the best prices</li> </ul>	<ul style="list-style-type: none"> <li>Selecting preferred flight early</li> <li>Choosing flights with the best prices</li> </ul>	<ul style="list-style-type: none"> <li>Understanding the benefits of different packages</li> <li>Selecting useful packages</li> </ul>	<ul style="list-style-type: none"> <li>Confirming previously selected options</li> <li>Before finalizing the booking</li> </ul>	<ul style="list-style-type: none"> <li>Adjusting previously selected options easily</li> </ul>	<ul style="list-style-type: none"> <li>Showing flight results, interaction with other users</li> <li>Customer wants to see details of other options</li> </ul>	<ul style="list-style-type: none"> <li>Showing flight results, interaction with other users</li> <li>Customer wants to see details of other options</li> </ul>	<ul style="list-style-type: none"> <li>Having time to choose / compare / think about it before booking</li> <li>Customer wants to see details of other options</li> </ul>	<ul style="list-style-type: none"> <li>Confirming flight selection (without having to register)</li> </ul>	<ul style="list-style-type: none"> <li>Adding preferred amount of luggage to booking</li> <li>Skipping this step and continuing to booking</li> </ul>	<ul style="list-style-type: none"> <li>Adding optional services</li> <li>Adding non-flight related services</li> <li>Adding non-flight related services</li> </ul>	<ul style="list-style-type: none"> <li>Entering as little as possible contact information</li> <li>Specifying special needs</li> </ul>	<ul style="list-style-type: none"> <li>Understanding navigation policies</li> <li>Finalizing booking</li> <li>Finalizing booking (without having to register)</li> </ul>	<ul style="list-style-type: none"> <li>Receiving confirmation of successful booking</li> <li>Receiving information about the next steps to check-in and direct boarding process</li> </ul>	<ul style="list-style-type: none"> <li>Preparing everything needed for the trip to go smoothly</li> </ul>	<ul style="list-style-type: none"> <li>Finishing online check-in</li> <li>Delivering luggage</li> <li>Passing with other passengers</li> </ul>	<ul style="list-style-type: none"> <li>Spending as little time and effort on the flight booking process</li> </ul>	
Context, Behaviour, Mental Models	<ul style="list-style-type: none"> <li>Customer comes up with the idea to go on a trip</li> <li>Customer researches flights with friends, or through social media</li> <li>Customer researches flights with friends, or through social media</li> </ul>	<ul style="list-style-type: none"> <li>Customer accesses flight booking website via their smartphone or laptop</li> <li>Customer accesses flight booking website at home, at work, and while commuting</li> </ul>	<ul style="list-style-type: none"> <li>Customer compares prices on flight aggregator</li> <li>Customer compares flights on aggregator</li> <li>Customer compares flights on aggregator</li> </ul>	<ul style="list-style-type: none"> <li>Customer researches flights on aggregator</li> <li>Customer compares flights on aggregator</li> <li>Customer compares flights on aggregator</li> </ul>	<ul style="list-style-type: none"> <li>Customer researches flights on aggregator</li> <li>Customer compares flights on aggregator</li> <li>Customer compares flights on aggregator</li> </ul>	<ul style="list-style-type: none"> <li>Customer researches flights on aggregator</li> <li>Customer compares flights on aggregator</li> <li>Customer compares flights on aggregator</li> </ul>	<ul style="list-style-type: none"> <li>Customer researches flights on aggregator</li> <li>Customer compares flights on aggregator</li> <li>Customer compares flights on aggregator</li> </ul>	<ul style="list-style-type: none"> <li>Customer researches flights on aggregator</li> <li>Customer compares flights on aggregator</li> <li>Customer compares flights on aggregator</li> </ul>	<ul style="list-style-type: none"> <li>Customer researches flights on aggregator</li> <li>Customer compares flights on aggregator</li> <li>Customer compares flights on aggregator</li> </ul>	<ul style="list-style-type: none"> <li>Customer researches flights on aggregator</li> <li>Customer compares flights on aggregator</li> <li>Customer compares flights on aggregator</li> </ul>	<ul style="list-style-type: none"> <li>Customer researches flights on aggregator</li> <li>Customer compares flights on aggregator</li> <li>Customer compares flights on aggregator</li> </ul>	<ul style="list-style-type: none"> <li>Customer researches flights on aggregator</li> <li>Customer compares flights on aggregator</li> <li>Customer compares flights on aggregator</li> </ul>	<ul style="list-style-type: none"> <li>Customer researches flights on aggregator</li> <li>Customer compares flights on aggregator</li> <li>Customer compares flights on aggregator</li> </ul>	<ul style="list-style-type: none"> <li>Customer researches flights on aggregator</li> <li>Customer compares flights on aggregator</li> <li>Customer compares flights on aggregator</li> </ul>	<ul style="list-style-type: none"> <li>Customer researches flights on aggregator</li> <li>Customer compares flights on aggregator</li> <li>Customer compares flights on aggregator</li> </ul>	<ul style="list-style-type: none"> <li>Customer researches flights on aggregator</li> <li>Customer compares flights on aggregator</li> <li>Customer compares flights on aggregator</li> </ul>	<ul style="list-style-type: none"> <li>Customer researches flights on aggregator</li> <li>Customer compares flights on aggregator</li> <li>Customer compares flights on aggregator</li> </ul>	<ul style="list-style-type: none"> <li>Customer researches flights on aggregator</li> <li>Customer compares flights on aggregator</li> <li>Customer compares flights on aggregator</li> </ul>	<ul style="list-style-type: none"> <li>Customer researches flights on aggregator</li> <li>Customer compares flights on aggregator</li> <li>Customer compares flights on aggregator</li> </ul>	<ul style="list-style-type: none"> <li>Customer researches flights on aggregator</li> <li>Customer compares flights on aggregator</li> <li>Customer compares flights on aggregator</li> </ul>	<ul style="list-style-type: none"> <li>Customer researches flights on aggregator</li> <li>Customer compares flights on aggregator</li> <li>Customer compares flights on aggregator</li> </ul>	<ul style="list-style-type: none"> <li>Customer researches flights on aggregator</li> <li>Customer compares flights on aggregator</li> <li>Customer compares flights on aggregator</li> </ul>	<ul style="list-style-type: none"> <li>Customer researches flights on aggregator</li> <li>Customer compares flights on aggregator</li> <li>Customer compares flights on aggregator</li> </ul>	<ul style="list-style-type: none"> <li>Customer researches flights on aggregator</li> <li>Customer compares flights on aggregator</li> <li>Customer compares flights on aggregator</li> </ul>	<ul style="list-style-type: none"> <li>Customer researches flights on aggregator</li> <li>Customer compares flights on aggregator</li> <li>Customer compares flights on aggregator</li> </ul>
Positive Interactions	<ul style="list-style-type: none"> <li>Overview of all available flights on preferred dates</li> <li>Comparison of prices offered by various airlines</li> </ul>	<ul style="list-style-type: none"> <li>Full screen background image on preferred dates</li> <li>Clear navigation</li> <li>Simple search bar in the middle of the screen</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation</li> <li>Clear navigation</li> <li>Clear navigation</li> </ul>
Pain Points	<ul style="list-style-type: none"> <li>Booking process more complicated with second party than with airline directly</li> </ul>	<ul style="list-style-type: none"> <li>Disrupting information</li> <li>Hard menu on flight search</li> <li>Hard menu on flight search</li> </ul>	<ul style="list-style-type: none"> <li>Recommended for you destinations, even for first time</li> <li>Customer wants to see more options on flight search</li> <li>Customer wants to see more options on flight search</li> </ul>	<ul style="list-style-type: none"> <li>Recommended for you destinations, even for first time</li> <li>Customer wants to see more options on flight search</li> <li>Customer wants to see more options on flight search</li> </ul>	<ul style="list-style-type: none"> <li>Recommended for you destinations, even for first time</li> <li>Customer wants to see more options on flight search</li> <li>Customer wants to see more options on flight search</li> </ul>	<ul style="list-style-type: none"> 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Fiona Hübner - UXDI Project 6: Customer Journey Map