





# Customer Journey Map

	FLIGHT OPTIONS	NAVIGATION	PRICE/CLASS OPTIONS	PROCESS
MOOD				
GOALS	<ul style="list-style-type: none"> <li>-I am trying to book my flight.</li> <li>-Choosing dates for a holiday in October.</li> </ul>	<ul style="list-style-type: none"> <li>-Trying to see how much will cost for that weekend.</li> <li>-We wanted to have an overall idea of the cost of trip.</li> </ul>	<ul style="list-style-type: none"> <li>-Choose the cabin class.</li> <li>-See the price of the baggages to see if is worth it.</li> </ul>	<ul style="list-style-type: none"> <li>-Download the boarding passes.</li> <li>-Pay the flights.</li> <li>-Get all the information about the flights towards the end of the process</li> </ul>
BEHAVIOURS	<ul style="list-style-type: none"> <li>-When searching for flights everything works well, and is displayed well for basic trips.</li> <li>-Search in Ryanair, Aerlingus and Skyscanner and compare options.</li> </ul>	<ul style="list-style-type: none"> <li>-Users get lost in the navigation ending up outside the app.</li> <li>-They keep trying to sell you extra that I am not interested in.</li> <li>-Additional features that are never used.</li> </ul>	<ul style="list-style-type: none"> <li>-Cabin class option are showing nicely and very clear with a lot of information. So I will get the regular as it seems good value.</li> <li>-There is no information about the cabin class, so I will get the cheapest one just in case.</li> </ul>	<ul style="list-style-type: none"> <li>-I don't like the amount of ads in your face.</li> <li>-Too many steps to see the boarding pass.</li> <li>-The search button was hard to find, because it was blending into everything else</li> <li>-Simple format, easy to understand</li> </ul>
PAIN-POINTS	<ul style="list-style-type: none"> <li>-The display of flight options are not clear.</li> </ul>	<ul style="list-style-type: none"> <li>-Main navigation is very confusing.</li> <li>-Too much focus on design instead of function.</li> <li>-Too many colors and different design style within one screen.</li> </ul>	<ul style="list-style-type: none"> <li>-Cabin class option comes up but not much information about it.</li> <li>-There is no clarity in any extra charges.</li> </ul>	<ul style="list-style-type: none"> <li>-If you forgot something you have to start the whole process again.</li> <li>-Not enough travel information about baby bottles and milk in security.</li> </ul>
CONTEXT	<ul style="list-style-type: none"> <li>-Searching in the app.</li> <li>-I am not confident about my flight, they just give me one option for each flight on returns.</li> <li>-I am not sure if is a direct flight.</li> </ul>	<ul style="list-style-type: none"> <li>-I hope I don't press anything I shouldn't or I will lose information.</li> </ul>	<ul style="list-style-type: none"> <li>-It didn't tell me the price of the baggage from the start.</li> <li>-I am trying to figure out how much is the baggage alone and how much is with the regular class option.</li> </ul>	<ul style="list-style-type: none"> <li>-The journey from picking dates to book a flight is too long and complicated. I don't have time to figure it out.</li> </ul>