

Customer Journey Map



	"I need a flight!"	Search for flights	Choose flights	Choose seats	Add luggage	Extras to add on?	Payment
Feelings							
Think or Wants	Find a flight with good departure times & good prices to a destination of choice. Price for short distances and wants more comfort for longer distances.	Easily fills in choices to see available flights. Checks if the airline flies direct to chosen destination. Finds out if dates and times fit into budget and family.	Choose a flight, preferably from a list of options. Decide what class to fly. Check if days around the chosen day are cheaper or better flight times. Flight times not too early a start for children. If only with 2 people may upgrade.	Choose a preferred seat. Choose extra leg room or not. Skip this section. Select a seat for free. Choose seats together if flying with others.	Add an extra piece of luggage. Add sports equipment. Find out baggage allowances for return or one way. Skip this section. Go with a small bag but come back with a bigger bag when on shopping trip.	Book travel insurance, car hire or hotels. Skip this section.	
Behaviors	Less tech savvy user never uses aggregators. Uses Ryan air and Aer Lingus app on her iPhone. Aer Lingus Notices bright orange travel updates and checks them.	Enter trip details - duration, start and end location, number of passengers and fare type. Start typing the first few letters to bring up locations. Then scrolls to select destination.	Choose a flight, preferably from a list of options. Decide what class to fly. Check if days around the chosen day are cheaper or better flight times.	Skip this section to save money. Choose a seat using the map. Only choose for long flights. On 'Add Flight Extras', the user noticed the breadcrumb nav, which he liked and used to check this info again.	Searching for sports equipment. Adding luggage for both flights. Book 1 piece of luggage for the whole family.	Skip this section. "Why is there so many to skip?" "I've already got travel insurance" Would have expected to see the extras on the home screen if needed them later on. Got fast track just to try it out.	
Context	At home would maybe I'd use Laptop. On the go or if there is an app on my phone I'll use that.	Searching alone for flights often with husband in the same room. Searches for all airports in City. User uses 'Jacks flight club' to get the best via newsletter.	Preferably choose to fly direct. Choosing the best flight for their scenario, usually starting with flight time and if it's direct or not. "I would have looked somewhere else by now.."	Choose to sit next to each other on long flights however don't mind splinting up to save on price.	Adding luggage is expensive so tends to add it.	Buys insurance separately. If need a car then just hire at the airport.	
Pain Points	<ul style="list-style-type: none"> To get the best price and time because of family 5. Needs to checks with husband on times & dates, usually face-to-face. 	<ul style="list-style-type: none"> If husband isn't there user goes thought the search process again. Possibly not aware of save searches. Confused that she cannot advance, because there is no return flight on the selected date. Asking for location when first using app maybe overwhelming. 	<ul style="list-style-type: none"> Stopover connection not clear and is a turnoff. No warning message for the change in connection. Doesn't show travel time or local time. No year or day on date. Shows flights that are unavailable which is frustrating. Summary is not clear. Selecting the flight is not obvious. Would prefer to see these prices in euro. 	<ul style="list-style-type: none"> Always an extra cost which user usually skips but may come back to. Disappointed that there is no option to select the same seats on the way back. Breadcrumb nav disappeared when user goes back to check seating. 	<ul style="list-style-type: none"> No option to add luggage like other sites. "Have I booked for one way or both ways?" Allowance details repeats but doesn't clarify everything. Link to info about baggage takes you away from current screen. "I'd phone to sort this out". Asking about luggage again? 	<ul style="list-style-type: none"> "Fast track not worth it because you still have to wait for the other 150 people". Flight Benefits "To be fare, I wouldn't look at those". Sign-up with payment prolonged the process. 	

Affinity Diagram



Expectations

With help maybe user would go with the plus, if it was only 2 of them.	Fare benefits, wouldn't be worth paying for, whatever the extras would be.	Price for short distance and comfort for longer distance	Fare benefits should be easier to find	Uses 'Jacks flight club' to get the best deals via a newsletter (RA)
To get the best price because there are 5 persons	Fare benefits, wouldn't be worth paying for, whatever the extras would be.	Passenger detail would expect to sign in with google or other social service so he wouldn't need to fill in all the details (AL)	£545 figure cheaper than the Low-Fare Calculator.	Finding plus or advantage info expects a list of option/extras showing you what you got for spending the extra money.
Not in a rush but maybe choose flexi flight for business (RA)	Ryan Air more upselling and less trustworthy but they have got better	Not aware of fare benefits, if there was a small break down then this could be more helpful.	Wouldn't expect to click on the fare price to be redirected to fare details	Expected to see information such as extra luggage and allocating seats during booking process.

User Behaviour

Home Broad-band via her smart phone, sometimes on a laptop	She didn't book on Low-Fare Calendar because she wanted to check prices independently first. Feature important as price is important for user.	Finding plus or advantage info, "I don't know why that has happened"	Generally just book a car at the airport or in the city (RA)	Assumes that she cannot click on the purple seats. Easy Wings	Clicks on the 'key of seats' option in order to gain clarification on how to select her EasyWings seats.
When choosing flight back users would rather pay a bit more to stay the weekend when more events and things are happening. (RA)	"Don't want to get in too late" so time is important (RA)	Looks for cheapest price but not interested in comparing fare benefits until asked.	Unclear path to select flights. Jumped straight from on section to the other without clarity if that was outbound page to return	Checks with husband on times & dates face-to-face	Instead of typing the airport name, user choose to click on letter option from the alphabet displayed
Travel checks usually before flight only (AL)	Not too early a start for children	Not in a rush and wouldn't save searches ever.	Janet says that this design format would entice her to upgrade her fare. (EW)	Fare benefits, wouldn't be worth paying for, whatever the extras would be.	Book a Flight user changes destination by scrolling down.
"It's normally a long wait to get onto a flight" Fast track not interested normally but selected anyway to try it out. (RA)	Mostly uses Ryanair and Aer Lingus app on her iPhone	Yearly summer break to get away to France or Amsterdam	Flight Benefits "To be fare, I wouldn't look at those".		

Caused confusion

Phone number was divided into 3 parts which the user disliked.	Does not realize that she needs to select a flight in order to advance.	EasyWings process gives no notification of '1+ Stop'.
Breadcrumb nav disappeared when he went back to check seats (RA)	Finding plus or advantage info she get confuses and looks bemused "that has moved me onto the 2nd of November for some reason.	Ask about bags again "I thought I already checked bags" (RA)
Selecting a seat has a cost as standard but not with the other app so confused users a little (AL)	Unavailable flight categories/ tiers being displayed unnecessary information	

Suggestions

Would like a calendar within the fare prices on the 'Book a flight' section.	Suggest if extras were highlighted, i.e bag weight & extra seating, on the first screen, then maybe.
Would share via WhatsApp if she ever did share but usually the husband is there to confirm flight details.	Could have the option to change currency, would be nice see the price in euros before purchasing.
Would be useful to see a flight detail break down about the differences in fare briefly on the same page.	Says that fare info should have been presented this way on the Aer Lingus app.

Negative emotion

Lack of information about the fare categories	Information about stopover isn't clear when reserving seats process, it's misleading.	Frustrated with missing information about the stopovers	App user location but confused user because destination wasn't available at that Airport (RA)	Filling in the user details and signing up made the process longer it seemed (AP)
Flight Price Selection, 'I don't actually know what plus or advantage difference is'.	Walk though seemed quicker with RyanAir bit cleaner	"Fast track not worth it because you still have to wait for the other 150 people".	Long pause as she reads through the information on the departure flight screen. EasyWings	Feels mislead and says that she "would not proceed". EasyWings Seat Selection
Clean design but with small text caused confusion	Lack of clarity about the flight benefits information.	Confused that she cannot advance, because there is no return flight on the selected date.	Low-Fare Calendar confusion, realizes that she has to scroll down to advance forward and apologizes.	Says "I am done with this now. I'm not interested in having to change it". EasyWings Seat Selection
"Just want to get a flight and my bag across" chooses regular priced flight (RA)	Flight categories are not well explained on the Flight Fare section	Surprised that there is a transfer flight on her trip. Frustrated with the app	Unclear as to how to proceed with EasyWings task of selecting seats.	

Positive

clean design and straight forward app.	Easy to see what is included in the fares by clicking on the flight options available	"Book a Flight" button well signalled and located	Advances through luggage selection without any problems. Easy Wings	Option to type destination name on search saves time	Good app reminds the user he gets to choose this seat because he chooses reg fare. (RA)	Didn't have to input a huge amount of information to get the flight information.	Happy that the app remembered previous but no of passengers were not.	Bigger text and coloured marked buttons make the process easier. Helps differentiate different actions
Didn't have to wait for prices to appear straight away and easy to navigate.	Good that you could share your search (AL)	Clean design, straightforward process	Add-ons were well communicated, seem to be tailored to users buying tickets	Option to input 'All London Airports' is pleasing.	"Add luggage" option after the flight selection is positive	Notice bright orange travel updates and checks them (AL)	Fare benefits, user see saver option has a bag included as he expected. (AL)	
Happy about not a lot of information input when just searching for a price	Easy to see what is included in the fare when clicking the option displayed.	Home Screen straight into it & presses 'book a flight'.	Additional services you can add to the flight during booking process like meals.	Aer Lingus more clear on prices when selecting things	Pleased by the drop down feature that explains each fare.	On 'Add Flight Extras', the user noticed the breadcrumb nav, which he liked. (RA)	On 'Add Flight Extras', the user noticed the breadcrumb nav, which he liked. (RA)	

Poor Design

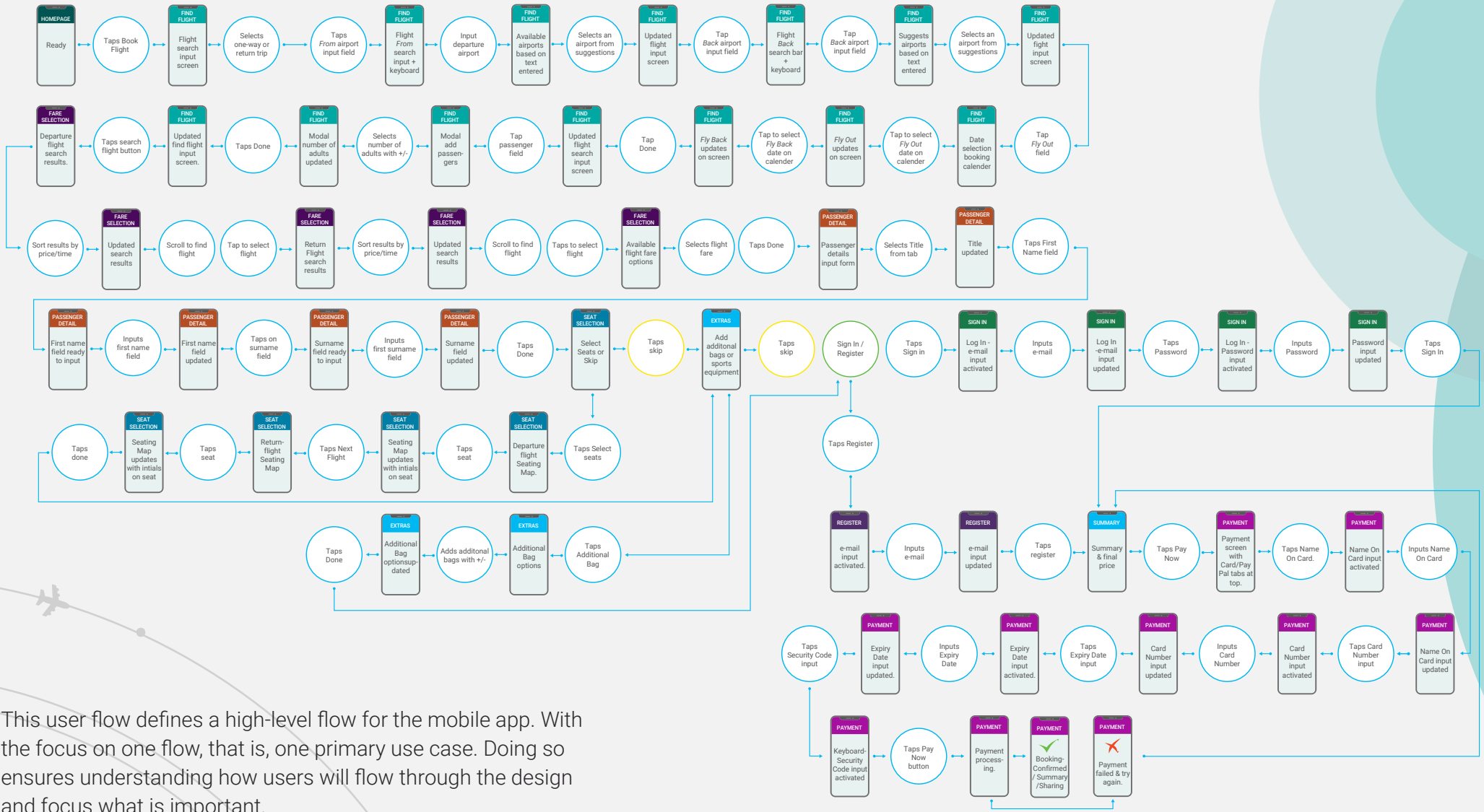
Too much text on "Fare Comparison" section	Would prefer to see these prices in euro.	Unavailable flights being displayed caused frustration	Realizes that she has to press on the flight to select it on easywings.
Design too clean with a lot of blank spaces	Colours on the calendar are too bright	Unless you're familiar with the app, one wouldn't know that need to click on the flight details to get other options.	
Picks her desired return date but button to advance is grayed out.	"Book flight" button/ banner could be on top of the page	Calendar showing price below the dates is useful for comparison	
Lack of explanation of the flight tier and different prices	Too much empty space between options on screen - 'Compare flights' button too small	Calendar and the first screen are too busy. There's too much information.	

Analysis - Priscila Di Luca | Jon Bond

1. [Video of the process in action here](#)
2. [Miro board here](#)

Affinity Diagram is a method that gathers personal data such as behaviours, ideas, opinions, issues, feelings and more, making it possible to organise them into groups by relationships. As an important research need to develop a great product, we focused on interpreting a large quantity of data and on finding patterns to better understand the user behaviour.

User Flow Diagram



This user flow defines a high-level flow for the mobile app. With the focus on one flow, that is, one primary use case. Doing so ensures understanding how users will flow through the design and focus what is important.