

Desktop Airline - Customer Journey Map - Jesse Richardson

Phases of the User Journey	Discover a travel need. <i>Offline</i>	Compare Aggregators VS Airline Websites	Visit Selected Airline Website	Find Data-Entry Form	Select Trip-Type	Input Depart and Destination Locations	Input Desired Dates	Select Passenger Count	Search Flights	View Flight and Fare-Level Options	Select Flights and Respective Fare-Level	Continue to Itinerary and Add-On's Screen	View Itinerary and Subtotal	Continue to Passenger Information and Payment Screen
User Emotion														
Goals:	Goals:	Goals:	Goals:	Goals:	Goals:	Goals:	Goals:	Goals:	Goals:	Goals:	Goals:	Goals:	Goals:	Goals:
Determine the most important attribute about a flight. (ie: price, time, dates, etc.) Make decisions that dictate travel plans	Find airline with flight options that best matches most important flight attribute	Go to selected airline website's homepage	Enter desired flight attributes in order to search available flight options.	Enter Round-Trip or One-Way Trip based on the needs of user.	Enter departure and destination locations.	Select dates to depart and return.	Input the number of adults, children and infants.	Submit information from data-entry form to find the best flights.	Compare and select the most ideal flights and fare-level.	Select the desired departure and return flights as well as fare-levels for each flight.	Move on from flight selection towards payment.	Confirm all details including dates, times, locations, and costs.	Move towards the final step, payment.	
Behaviors:	Behaviors:	Behaviors:	Behaviors:	Behaviors:	Behaviors:	Behaviors:	Behaviors:	Behaviors:	Behaviors:	Behaviors:	Behaviors:	Behaviors:	Behaviors:	Behaviors:
Communicate with travel sites.	Visit an aggregator and/or multiple airline sites.	Use search engine to find desired website.	User immediately searches for data-entry form	Use radio-button to make selection	Users can click the field and begin to type while auto-fill suggestions appear below.	User will go out of their way to use the calendar view.	User gravitates toward clicking "+" or equivalent to add passengers.	Click "Submit", "Continue" or equivalent.	Views departure and return flight options.	User selects departure flight, and fare-level followed by return flight and fare-level.	User may quickly review flight and fare-level selections as well as subtotal.	User will observe the flight itinerary of their trip.	User will confirm flight and price details.	
Decide who is in charge and who will pay for group and later be reimbursed.	Make comparisons in conjunction with travel group	Analyze search results and select correct result	If data-entry form is not displayed on the homepage, user will use site navigation tabs to find form.		Some users will ignore or not notice suggestions as they type.	User can be led to type out date if the field's place holder text contains the date format: "DD/MM/YY"	User does not type the number of passengers	User may check over information to ensure accuracy.	If multiple options, user might use Sort and Filter options in order to find the most desirable flight based on their most important attribute(price, time, duration, etc.)	Observes subtotal update as selections are made.	Clicks "Continue" button or equivalent.	User will check over pricing.	Click "Continue to Payment" or equivalent.	
Decide dates, budget, and locations.		Some users are hesitant to select result with "Ad" designation			If closest airport is not auto-filled, user will type in departure destination or select from a list below field				User will ignore additional options outside of flight and fare-level selections. (ie: Rate Lock, Flex)	May edit or re-evaluate selections if the subtotal changes in an unexpected way.	User will book the cheapest flight now and consider add-ons(baggage, boarding, lounge) at a later date.			
Context:	Context:	Context:	Context:	Context:	Context:	Context:	Context:	Context:	Context:	Context:	Context:	Context:	Context:	Context:
All decisions are affected by the type of travel: business, pleasure, other?	This might be done by one person or a group, depending on the group dynamic	Some users may have favorite airlines bookmarked.	The data-entry form is not always the first piece of information that a user encounters upon entering an airline website.	There are only 2 options	The default selection for the departure location field is normally auto-filled with the closest airport to user.	User likely has dates planned prior to inputting the dates in this form.	Field allows the count to be changed using arrows, "+" and "-", or keyboard input	User has completed the data-entry form and is now submitting the information in order to view the results.	User is encountering a large amount of information at this point.	A subtotal will be displayed and automatically update as user selects flights and fare-levels.	User has selected desired flight options and is ready to move on to the next step.	This is a summary page with links to past selections if changes are needed.	User is near the end of the booking process.	
Group or solo travel?	Nature of travel (business, pleasure, etc.) will play a role in selecting an airline.	User is here to book a flight.	User is here to book a flight, not browse around.	A One-Way trip selection will negate the need to select a return date.	Auto-fill is standard.	Calendar date entry is an expected input method	This field is the last step in the data-entry form.	If the user does not click "Search" or "Continue", they will not see the flight options.	Each flight has a departure time/date, departure location, flight duration, connection time/date, connection duration, connection location, destination time/date, destination location, flight duration and a price.	User will search for value within fare-level options.	Subtotal has updated to reflect total cost of current selections before add-on's, taxes and fees.	Pricing is broken down to display fees, taxes and any other charges.	All major decisions have been made.	
	Users exhibit brand loyalty	Pop-ups grab attention		Round-Trip is often the default selection.				Users raise their guard with fare-levels: "This is where they get you."	User will book the cheapest flight now and consider add-ons(baggage, boarding, lounge) at a later date.					

									Flights on adjacent days may be displayed as additional options.	Often, prices are shown as per-passenger.			
Positives: Technology makes communication with group easy	Positives: Users enjoy having options.	Positives: Even when not on homepage, user can easily find data-entry form using tab navigation.	Positives: If the wrong selection is made, the user will know based on having more or less flight options further in the process.	Positives: Users will utilize clicking a location from a list over typing.	Positives: Calendar date entry allows for visual confirmation of selected dates.	Positives: User prefers clicking over typing.	Positives: An intuitive "Search" button will move the user along in the booking process.	Positives: Multiple flight options.	Positives: Clear display of flight information, including coupling important information such as flight date and time.	Positives: An intuitive "Continue" button will move users along in the booking process.	Positives: The itinerary view is a continent display of information for the user.	Positives:	Positives:
Pain Points: Differing schedules and budgets will add complications.	Pain Points: Users have common notion that aggregators will add a fee.	Pain Points: User is desensitized to cookies pop-up upon entry to website.	Pain Points: Ads on homepage are overwhelming.	Pain Points: This selection can be easily over-looked.	Pain Points: When a location has more than one airport, it can be difficult to select all airports within that location.	Pain Points: Selecting a date a few months in the future using the calendar can be cumbersome.	Pain Points: Typing a date leaves more room for error.	Pain Points: "Search" button may not be an obvious choice for user	Pain Points: User can be confused as to whether or not a flight has been selected.	Pain Points: Fare-level can be confusing and/or overwhelming.	Pain Points: User may be surprised by subtotal due to prices being displayed as per-passenger.	Pain Points: The total cost may be more than expected.	Pain Points: