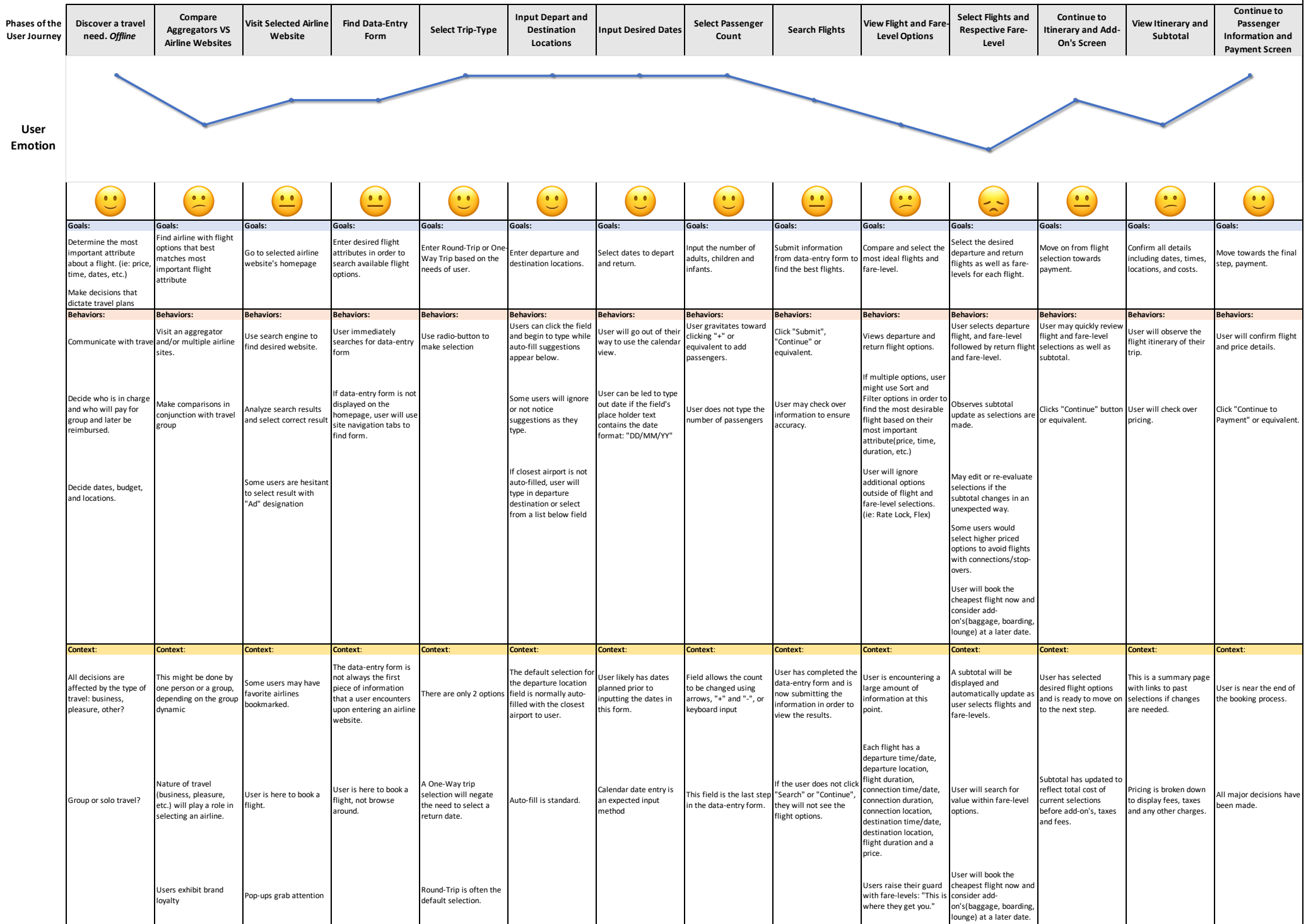


Desktop Airline - Customer Journey Map - Jesse Richardson



									Flights on adjacent days may be displayed as additional options.	Often, prices are shown as per-passenger.			
Positives:	Positives:	Positives:	Positives:	Positives:	Positives:	Positives:	Positives:	Positives:	Positives:	Positives:	Positives:	Positives:	Positives:
Technology makes communication with group easy	Users enjoy having options.		Even when not on homepage, user can easily find data-entry form using tab navigation.	If the wrong selection is made, the user will know based on having more or less flight options further in the process.	Users will utilize clicking a location from a list over typing. Auto-fill is helpful	Calendar date entry allows for visual confirmation of selected dates.	User prefers clicking over typing.	An intuitive "Search" button will move the user along in the booking process.	Multiple flight options. Clear display of flight information, including coupling important information such as flight date and time.		An intuitive "Continue" button will move users along in the booking process.	The itinerary view is a continent display of information for the user.	
Pain Points:	Pain Points:	Pain Points:	Pain Points:	Pain Points:	Pain Points:	Pain Points:	Pain Points:	Pain Points:	Pain Points:	Pain Points:	Pain Points:	Pain Points:	Pain Points:
Differing schedules and budgets will add complications.	Users have common notion that aggregators will add a fee. Users think that toggling between multiple airline sites will cause prices to increase.	User is desensitized to cookies pop-up upon entry to website. When asked to enter language and country upon site entry, user thought this should be assumed based on IP address	Ads on homepage are overwhelming. Travel alert on homepage is "distracting"	This selection can be easily over-looked.	When a location has more than one airport, it can be difficult to select all airports within that location.	Selecting a date a few months in the future using the calendar can be cumbersome. Typing a date leaves more room for error.		"Search" button may not be an obvious choice for user Without proper placement and highlighting, "Search" button could go unnoticed.	User can be confused as to whether or not a flight has been selected. Non-frequent flyers may not recognize airport codes. Fare-level can be confusing and/or overwhelming.	Fare-level can be confusing and/or overwhelming. Concerning fare-levels: "I'm a bit confused." User can be confused as to whether or not a flight has been selected.	User may be surprised by subtotal due to prices being displayed as per-passenger.	The total cost may be more than expected.	