CUSTOMER JOURNEY MAP

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	PLANNING	HOMEPAGE	FLIGHT SEARCH	SEARCH RESULTS	OPTIONAL EXTRAS	COMMITTING
Emotion (Very satisfied / Satisfied / Neither satisfied nor dissatisfied / Dissatisfied / Very dissatisfied)	😀 *"I shared the info via Whatsapp and screen-shots"*	*"Its already populated Cork!"* 😐 *"Sigh"* Frustration at needing to change region	*"Reminds me of using the calendar on my MacBook"* 🙂 *"The cursor confused me, I just wanted to see the calendar"*	*"The progress bar really helps me to know what is left to do"* 🙁 *"I'm confused by the layout for times"*	🔴 *"This is where they get you"*	🙂 *"Do they really need all these details"*
GOALS	• To go on a holiday; • To go on a business trip; • To visit family.	• To book a flight/check-in; • For it to be easy; • For it to be familiar; • That it won't have too many steps.	• To fill in information correctly.	• Select flights that match my expectations for price, dates and flight duration.	• To add or select optional extras that enhance my travel experience. • To add baggage; • To select seats.	• To enter my details; • To pay for the tickets; • To receive confirmation.
BEHAVIOURS	• Using desktop/laptop/mobile • Interacting with travel partners (digital or physical); • Checking schedules; • Reviewing finances. • Using travel apps. • Searching for reviews.	• Confirming at right version of website; • Input country/region *(if website hasn't detected)*; • Scrolling; • Confirming GDPR; • Clicking drop downs in header; • Looking for booking section.	• Typing in city or airport name; • Relying on auto-complete; • Typing in dates; • Using calendar to input dates; • Clicking on drop down menu; • Add passengers using "+" button; • Reviewing booking details; • Clicking search buttons.	• Waiting for options to load; • Scrolling through options; • Checking prices, times & stops; • Clicking buttons; • Comparing the options; • Clicking/hovering over icons; • Closing pop-up; • Clicking to confirm.	• Waiting for options to load; • Clicking to skip; • Scrolling through options; • Comparing different specs; • Clicking buttons; • Check progress; • Selecting via radio buttons.	• Fill in forms; • Sign-in/up for membership; • Click through T&Cs; • Fill in card details; • Confirming payment via bank apps; • Waiting for confirmation.
PAIN POINTS	• Sceptical of google ads; • Price fluctuations between research and time of purchase; • Aligning schedules; • Too many/few options.	• Confusion where to start; • Distraction from ads/banners; • Confusing header names; • Website not knowing what country/region I am in; • Website not remembering last search details.	• Confusing icons or wording; • Can't find buttons; • Too hard to find contact us; • Not knowing if talking to a bot or human; • Flashing cursor confusing me to type *(change in behaviour)*.	• Confusing icons; • Poorly used wording; • Cluttered layout caused by many flight options; • Important information not where it is expected; • Buttons don't stand-out; • Unsure if flight selected; • Flight details hard to find; • Price lock-in not helpful at this stage.	• *"This is where they get you"*; • Icons not easy to understand; • Too many steps; • Poor choice of language; • Unsure if item selected; • Offering unavailable options; • *"Where is the X to exit"* No indicator to exit pop ups.	• *"Forms requiring more details than I think they need from me"*; • Price shock from original price at the beginning.
POSITIVES	• Able to share information via screen-shots.	• The website already knew what country I am in; • Easy to find chat/contact us; • Clean and simple layout is focused on making a booking.	• Animation helped user focus on next task; • Background went darker to ease confusion; • Calendar's functionality similar to my MacBook easier to use; • Contrasting button colour made it easy to find; • Auto-complete helps in search; • 2 month calendar is helpful; • Can't move on until all info is provided.	• Loading screen let's user know something is happening; • Background images reflect flight destination; • Flexibility to change dates, rather than go back to the beginning; • Progress bar to show steps; • Easy to know it flight was selected; • Kept information simple, placing details in pop-ups.	• Itinerary available in the right side panel; • Live total of costs from selection; • Luggage images and descriptions easy to understand; • Colour and image meant a legend was not required for seat selection.	• Price breakdown visible on payment screen; • Able to remove extras from the price breakdown list.
CONTEXT	• Home; • Office.	• Home; • Office.	• Home; • Office.	• Home; • Office.	• Home; • Office.	• Home; • Office.