








# Fly UX - Customer Journey Map

	Decision to fly	Visit Airline Website	Homepage/ Flight Search	Search Results	Flight Selection/ Details	Flight Summary/ Options	Passenger Details
Mood							
Goals	<ul style="list-style-type: none"> <li>- To book a flight so can go on holiday</li> <li>- Research what is available flight wise</li> <li>- Research which flights are affordable</li> </ul>	<ul style="list-style-type: none"> <li>- To book a flight</li> <li>- Check flight prices</li> <li>- Explore travel options</li> <li>- Check-in</li> <li>- Manage booking</li> </ul>	<ul style="list-style-type: none"> <li>- To search for flights with specific requirements</li> <li>- To login so can check-in online</li> <li>- To login to manage booking</li> <li>- To see/search for info on Covid-19</li> <li>- Find airline contact info</li> </ul>	<ul style="list-style-type: none"> <li>- To filter results to see cheapest flight</li> <li>- To browse results to see what route and prices are like</li> <li>- To choose a flight that suits the user e.g. short layover</li> </ul>	<ul style="list-style-type: none"> <li>- To check details of flight e.g. length of each segment, layover timing, terminals</li> <li>- To view different fare types for comparison and T&amp;Cs</li> <li>- To select flight wanted and proceed with booking</li> </ul>	<ul style="list-style-type: none"> <li>- To review and check flights selected</li> <li>- To check price for choosing a seat</li> <li>- To select a seat prior to check-in</li> <li>- To see if there are any special offers linked to flights e.g. hotel discount</li> </ul>	
Behaviours	<ul style="list-style-type: none"> <li>- Go to internet to start researching</li> <li>- Prompted by email from airline . Inspires/prompts user to start looking at flights</li> </ul>	<ul style="list-style-type: none"> <li>- Aggregator website and then click through to airline website (trust more)</li> <li>- Use Google search to find relevant websites</li> <li>- Select top result shown in search engine</li> <li>- Visit airline website used before as know how website works</li> </ul>	<ul style="list-style-type: none"> <li>- Look at homepage header for key information e.g. link to Covid-19 info</li> <li>- Look to menu bar for 'Book Flight' if flight search not immediately obvious</li> <li>- Let the system autofill where relevant to save time and effort</li> <li>- Use calendar to select dates over freetyping as it's more intuitive</li> </ul>	<ul style="list-style-type: none"> <li>- Use filter to see cheapest flight immediately</li> <li>- Scroll up and down the page, reading each option's key details such as timings, overlays, length and price of flight</li> <li>- Use matrix view option to see overview of best prices (if flexible with dates)</li> </ul>	<ul style="list-style-type: none"> <li>- Read details carefully to make sure not missing anything critical e.g. long layover</li> <li>- Make sure luggage allowance is suitable for them</li> <li>- Click on drop down arrow or 'i' for further information</li> <li>- Read across fare comparison table to weight up if benefits enough to justify paying more</li> </ul>	<ul style="list-style-type: none"> <li>- Read through flight details &amp; fare rules to 'double check'</li> <li>- Scroll down the page to check protection such as ATOL</li> <li>- Use plane layout map to see where seats located</li> <li>- Hover over seat to find out more about the seat type</li> <li>- Refer to colour coding for seats</li> <li>- Click on a specific seat to book it</li> </ul>	
Pain Points		<ul style="list-style-type: none"> <li>- Google search link doesn't take the user to the homepage and there is no option to search flights displayed</li> </ul>	<ul style="list-style-type: none"> <li>- Not sure what dates have been selected</li> <li>- Adverts are distracting from goal</li> <li>- Pop-up for passenger selection hides key information so user gets lost on the page</li> <li>- Not clear how many days have been selected unless count</li> <li>- Terminology in menu unclear &gt; user not sure where to go</li> <li>- No information whether airline actually flies from local airport &gt; have to assume they do</li> <li>- Covid-19 info just not visible</li> <li>- Can't find the flight search section</li> <li>- Can't find the contact information so can speak to someone</li> </ul>	<ul style="list-style-type: none"> <li>- Time differences between countries not clear</li> <li>- <b>Pricing unclear, "Which flight is which price?"</b></li> <li>- Layover summary unclear</li> <li>- Matrix lacks detail</li> <li>- Key symbols for matrix are 'hidden'</li> <li>- Not clear what symbols mean</li> <li>- <b>"Too much information to look through"</b></li> <li>- Not clear how to change flight dates</li> <li>- Lack of filters &gt; hard to see cheapest flights</li> </ul>	<ul style="list-style-type: none"> <li>- Fare type information not clear &gt; information is missing</li> <li>- Fare rules not obvious enough &gt; spent a long time looking</li> <li>- Unsure if price or luggage allowance is pp or total</li> <li>- Irrelevant and confusing info e.g. Q-Q, T-T for fare types</li> <li>- Confused about phrasing of 'from' for Economy Fare pricing</li> <li>- Flexibility of flight once booked not clear</li> <li>- No terminal info</li> <li>- Not highlighted baggage allowance difference between airlines</li> <li>- No links to further information on baggage</li> <li>- <b>'Unhappy with way prices are displayed'</b></li> <li>- Can't see how to proceed with booking</li> </ul>	<ul style="list-style-type: none"> <li>- 'Best Price Guarantee' unclear</li> <li>- Selected seat cost not immediately clear</li> <li>- Seat choice legend static so have to keep scrolling up and down page to check seat type</li> <li>- No idea if hotels offered as a deal near main transport or key sightseeing spots</li> </ul>	

UNEXPLORED