Customer Journey Map

|	Starts thinking about travelling	Homepage and flight search	Search results and flight selection	Membership / logging in	Passenger information	Seat selection	Baggage and meal selection	Payment
Mood	😄	😐	☹️	😐	😄	☹️	😐	😄
Goals	• Have fun • Relax • Explore	Find travel options	Find the best suitable option with the right date, time and price	• Receive benefits *"I have done it before and I think it was because I wanted to assure myself that I get all the information and don't miss anything"* • Proceed until payment as fast as possible	To put in the correct information as quick as possible	• To travel comfortable and together *"I'm assuming we are a couple travelling, so maybe seat selection could be a factor that's making me pick the upgrade"* • To travel as cheap	• Being able to bring enough things • Have a nice meal • To travel cheap	Finalize the booking
Behaviour	Make rough plan of possible dates and price and communicate with travel companions	• Do a quick search on the phone • More thorough check on desktop *"I prefer the desktop because it's a bigger screen"* • Checks the airlines that they usually fly with and compare them	Communicates dates times and prices with travel companions	Might not have membership or forgot their password	Might have to ask travel companions for their information			
Context	• At home • At a restaurant • With friends • At work							
Pain points	Might not know which airlines that go to the desired destination	• Can't find the search button, its colour made it blend in too much • Don't know where to press to open the calendar view • Can't find where to pick one way/return • Website didn't prompt for action to choose dates	• Confuses travel time for layover time and the other way around • Unclear which day the flight times belong to • Price unclear (per person, in total per fare type etc?) • Don't know how to select flight *"I can't find where to book"* • Not clear enough which flight is outbound or return	• Not enough benefits • Roadblock in the process	Passenger information and contact details not connected. Therefore you have to put in the same information twice.	• Confusing and overwhelming with too many price classes • Annoying to double confirm when you don't want to choose your seat	• Annoying to chose again, since you decided the amount of baggage you wanted in the fare type *"Is it really necessary because beforehand you could pick your buisness class, advanced or basic, so I thinks it's basically the same"* • Special baggage in another section • Overwhelming amount of meal choices	Forced to log in before being able to pay, stops the flow of the process if you don't have a membership or forgot your password
Positives	Aggregator sites gives an overview of which airlines that fly to the desired destination *"Most often I go to Skyscanner first to see what's available [...] so I use that sort of as a research place"*	• Calendar view assures the right date is picked and reminds user of their personal calendar • Clean search bar with combination of drop-down menu and writing in options • All the airports are populated below • Once you start writing in a destination or origin it gives you prefilled options, which gives assurance that the correct city gets picked	• Visually showing difference between fare types • Can easily compare prices of nearby dates and change date • Itinerary works as a summary • Can easily change dates or other information and do a new search, don't have to go back to homepage	• Optional to log in to a box on the side • Clearly stated benefits	Simple and not cluttered page	• Colour coded price classes makes it easy to distinguish difference between them • Not too many price classes makes it easier too navigate and choose without it being overwhelming • Visual representation of the plane makes it easy and fast to choose your desired seat	Illustrative pictures of baggage allowence	Simple page with drop-down menus for payment options makes it easy to navigate and choose prefered way of payment

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