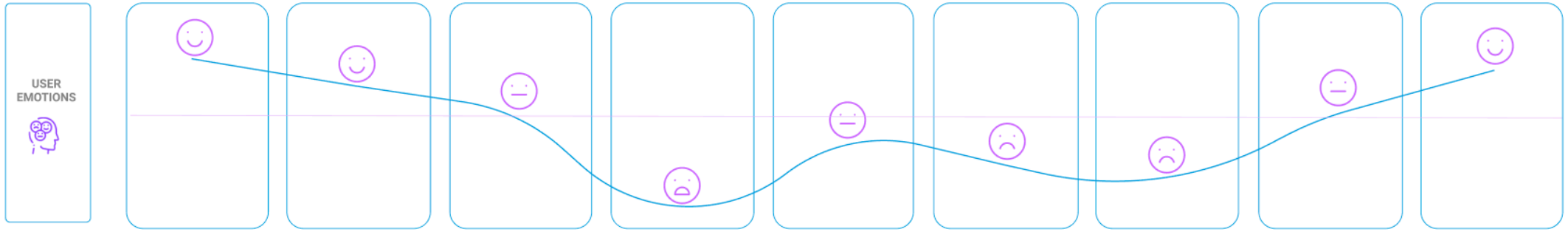
Customer Journey Map - FLY UX



	HOMEPAGE	FLIGHT SEARCH	AVAILABILITY	CONFIRMATION /FEEDBACK	BAGGAGE	EXTRAS & UPGRADES	PERSONAL DETAILS	PAYMENT	NAVIGATION & FLOW
USER EMOTIONS									
GOALS	Book a flight to/from a specific destination Check availability of/Select convenient airports Do as few clicks/taps possible when choosing airports	Select Departure Location & Destination Select Date & Time Select number of passengers Run search	Select the flight that suits my needs most. Cost, dates & times of travel	Confirmation of selection criteria Feedback of conformation Intent to proceed with booking process	To be informed of allowance for carry on & hold baggage including info re size & weight vs cost To add bags out-bound & in-bound	To see upgrade options & cost To select desired seat To select options to optimise comfort & convenience	To enter personal and passenger details with minimal effort, successfully	To enter payment details with minimum fuss & see payment accepted	To be aware of position in task process To go back a page without losing enerered details To be pre-empted of the next stage in the process
BEHAVIOURS	Browse via mobile, tablet, desktop. Share links Select dates & numbers of adults, children, infants	Wants to see pre-filled airport options as she types "I like to scroll through a clear calendar" Wants to see which dates are selected	Select the most favoured outbound and inbound options in order of price, date/time	Notification of inbound and outbound selection confirmation viewed	"I want to add a buggy" Select baggage accordin g to my needs Accustomed to paying extra for check-in bags.	Use seating map to select seat location "I want to select upgrade options early in the booking process to help me address cost factor" "I like to book the same seat number on the way out & back"	Input personal information for self & group	To complete task of paying for cost of flights	Being prepared for the next step in the process Navigate pages with confidence
CONTEXT	Looking to book a leisure trip. Wanting to flight for a specific date, for a specific group Wanting to view availability & cost	Search for a specific destination with preferred dates in mind	Looking for a match, closest to prefernece criteria	Upon viewing satisfactory results, user proceeds with booking process	When standard allowance is insufficient, additional baggage purcahsed	Extras & Upgrades can help make a trip more comfortable/ enjoyable	Lack of adequate feedback after flight selection No Stop-over/Change of flight details visible No task progress indicator on site	To complete task of paying for cost of flights	Comfortable about the necessary steps for booking a flight Confident that in/out-bound times, dates and costs are understood Stepping away and returning back to the booking process
PAIN POINTS	Cluttered, not clear. "Needs to be clear!" Cookie agreement message not not obvious Recommendations of holidays Requests to login & share data	Once departure prefernces are selected, only avaiable options should be high-lighted or visible.	"How to add my desired flight to the basket?" Displaying wha ts not available if unhelpful	Lack of adequate feedback after flight selection No Stop-over/Change of flight details visible No task progress indicator on site	Additional cost when check-in baggage is not provided as standard	"Upgrade options aren't clear" Upgrade options shown too late in the booking process Unfamiliar terms "I don't want to go to a different page to see upgrade benefits"	Tick box options for age vs need to add ech dob. Pre-fill as much for me as possible	Not enough payment options paypal / apple pay! Card details not pre-filled Card details not remembered for a signed in user	Interface cluttered "I want to see how many steps I have to go before completion" "Don't like it when the layout changes across different pages"