

	Planning		Flight Booking Process								Booking Complete
Journey Steps	Idea for a Trip / Preparation	Researching Flights	Homepage	Flight Search	Flight Results	Flight Selection & Baggage Options	Seat Selection	Optional Extras	Passenger Entry & Flight Summary	Payment	Confirmation
Emotions	<p>Happy, Excited, Positive</p>	<p>Excited, Positive & Motivated</p>	<p>Motivated, Confident & a little Apprehensive</p>	<p>Questionable, Curious & Focused</p>	<p>Concentrating</p>	<p>Frustrated, Confused & Annoyed</p>	<p>Indifferent</p>	<p>Annoyed</p>	<p>Happy</p>	<p>Apprehensive & Concentrating</p>	<p>Excited, Happy & Feeling Satisfied</p>
Goals	<ul style="list-style-type: none"> Take a trip for some relaxing time out. Choose destination Decide who is going 	<ul style="list-style-type: none"> Decide dates Browse available flights / destinations Find best deals / prices 	<ul style="list-style-type: none"> Get to correct website Select option for flight search Find where to enter flight details 	<ul style="list-style-type: none"> Enter details for flight search 	<ul style="list-style-type: none"> View flight results to find most suitable option 	<ul style="list-style-type: none"> Choose outbound & inbound flight Select preferred baggage option 	<ul style="list-style-type: none"> Choose seats for journey 	<ul style="list-style-type: none"> Add further options to trip 	<ul style="list-style-type: none"> Enter all passenger details 	<ul style="list-style-type: none"> Pay fast and secure 	<ul style="list-style-type: none"> Save ticket information for reference
Actions	<ul style="list-style-type: none"> Book time off work Plan suitable dates Discuss plans with others who are going 	<ul style="list-style-type: none"> Search Google Check Aggregator Websites Check direct with airlines Compare prices / routes Discuss with other passengers 	<ul style="list-style-type: none"> Navigate homepage to find flight search entry box 	<ul style="list-style-type: none"> Enter destination Enter travel dates Enter number of passengers 	<ul style="list-style-type: none"> View and review available flights Compare prices and choose suitable flight Discuss options with other passengers 	<ul style="list-style-type: none"> Choose outbound & inbound flight Select preferred baggage option 	<ul style="list-style-type: none"> Review seating plan and choose suitable seats so passengers are all sitting together Decide on Window of aisle seat option 	<ul style="list-style-type: none"> Review and select further options that may be added to the trip. 	<ul style="list-style-type: none"> Make sure selections are correct Add passenger details See the full price & Itinerary for trip Look out passports 	<ul style="list-style-type: none"> Review total price Pay using debit card / Apple Pay / bank transfer 	<ul style="list-style-type: none"> Print, save or share ticket Add details to diary Plan what to pack
Mental Models / Thoughts	<ul style="list-style-type: none"> Time for a rest Spend quality time with family New experiences 	<ul style="list-style-type: none"> Would like best value for money Travel times not as important as price 	<ul style="list-style-type: none"> Focused on finding the flight entry dialogue box Expects it to be very predominant and available on the homepage Can clearly see they on the correct website for the chosen airline 	<ul style="list-style-type: none"> I am flexible with my dates I would prefer a direct flight The website should know my location 	<ul style="list-style-type: none"> Looking for the best flight times with the best price. It would be better to have direct flights 	<ul style="list-style-type: none"> Why is this so difficult, I don't know what to do to move forward... help needed. Why are there so many options? This is taking longer than expected What is Cabin Carriage? What does collect Avios mean? I would like simplified baggage options 	<ul style="list-style-type: none"> I would like to choose my seat but don't want to pay extra for it What is preferred seating? 	<ul style="list-style-type: none"> I have already selected all my options, why am I being asked again? This is repetitive and taking too long to book 	<ul style="list-style-type: none"> I must be getting close to finishing my booking 	<ul style="list-style-type: none"> I have checked all the details are correct and I have enough funds available to pay 	<ul style="list-style-type: none"> Yey! I did it, I can't wait to go on holiday
User Behaviours		<ul style="list-style-type: none"> Ticket price is the most important factor 	<ul style="list-style-type: none"> User searches the page for flight entry dialogue box, the navigate through the main menu 	<ul style="list-style-type: none"> User does not scroll down on webpage at all User changes date entry behaviour as they would have to scroll the page to view the full drop down Calendar 		<ul style="list-style-type: none"> User would pack less to avoid paying additional baggage fees Offering mileage points does not encourage me to upgrade packages. I will choose my luggage separately as there are too many packages and the options included are not relevant. 	<ul style="list-style-type: none"> User would never pay an additional fee to select a seat 	<ul style="list-style-type: none"> Has never used the "Price Lock" function 		<ul style="list-style-type: none"> Checking emails intently until the confirmation comes through 	
Positive Interactions		<ul style="list-style-type: none"> Website recognises my nearest departure airport 	<ul style="list-style-type: none"> Departure airport retained on homepage from users initial researching 	<ul style="list-style-type: none"> Likes clean page design, easy to read information Website prompts user for missed information Calendar date selector is easy follow and efficient to use Pre populated airport list is efficient and less effort is needed 	<ul style="list-style-type: none"> Departure & arrival times are easy to read, there is a stopover which is clear & visible when reading flight times 	<ul style="list-style-type: none"> Clearly details the difference between the fare options with easy to read pricing 		<ul style="list-style-type: none"> Flex options are fully clear and understandable Price Lock function is clear to user 	<ul style="list-style-type: none"> Website alerts me if I miss information or make a mistake 	<ul style="list-style-type: none"> User notes that the overall process was straightforward despite slight confusion around departure time location 	
Pain Points		<ul style="list-style-type: none"> Websites does not save previous searches 	<ul style="list-style-type: none"> Sign up promotion does not go away unless clicked on Webpage is very busy with lots of information, how to progress isn't always clear Adverts are over dominating Feeling anxious in case something is missed Website prompts for town & language after first load, should be more intuitive Upsell adverts take you away from the website completely Important CTA buttons too far down the page and are missed 	<ul style="list-style-type: none"> Website should be more intuitive and know the users location- default departure from the nearest airport 'Search Flights' button missed on webpage, user doesn't think the colour stands out enough Too much information on package holidays when only flights have been selected No 'X' to close information pop - up window Dates and prices in Calendar drop down very difficult to read 	<ul style="list-style-type: none"> Website trying to up-sell package holidays in the same location as displaying flight results - confusing, messy and misleading. Show how many flights are available so it is clear e.g. 1 of 10 Confusion over which is the departure flight and return flight, page has too much information Arrival time confused with departure time due to its central location on the screen Best price is shown on flight day selector but user is unclear where they can get this flight price Unsure if time next to stop over is full journey time or stop-over time 	<ul style="list-style-type: none"> Options for editing flight / baggage choice is too small and missed by user If the user takes too long the webpage 'times out' and does not retain any information. Flight price button has been selected but further selection is still required to confirm users choice, this is misunderstood No indication of how many steps are left until booking is complete Lack of prompting when user is unsure how to progress Basket is missed as user does not know total flight cost Biz class options displayed to user even though they can't select this/ this option is not available to them Website anchors down to the return flight after outbound options are all selected, this confuses the user Unsure if the additional cost is for one passenger or all passengers on the booking 	<ul style="list-style-type: none"> No visible back button / arrow to return to the previous page / selection Seats not automatically selected for you, must be done manually 	<ul style="list-style-type: none"> Optional extra pricing is displayed in a different currency from flights. (we are using £ and they are displayed in Euro) No visible back button / arrow to return to the previous page / selection Asking again about options already asked for previously, very repetitive Prompting for baggage options again, repetitive and making the user doubt previous selections 	<ul style="list-style-type: none"> If the user takes too long the page expires and does not retain any previous selected options. I can only pay using card, there are no other ways to pay e.g. bank transfer Payment screen is slow to display payment acceptance 		