






# Customer Journey Map

by **Harvey Dennis**

	→ Plan	→ Research	→ Search Flight	→ Select Flight	→ Select Fare
<b>Experience</b>					
<b>Goals</b>	<ul style="list-style-type: none"> <li>• Wants to on holiday with family/friends</li> <li>• Explore a new destination</li> <li>• Take a break and relax</li> <li>• Needs to travel for business</li> </ul>	<ul style="list-style-type: none"> <li>• Decide on the dates, destination</li> <li>• What airlines go to the destination</li> </ul>	<ul style="list-style-type: none"> <li>• Wants a cheap flight</li> <li>• Find the best flight time</li> <li>• Wants to find flight on decided dates</li> </ul>	<ul style="list-style-type: none"> <li>• Wants to compare the prices</li> <li>• Needs to book the cheapest</li> <li>• Wants to compare the flights</li> <li>• Wants the best time</li> <li>• Wants to get more information about the flight</li> </ul>	<ul style="list-style-type: none"> <li>• Wants to choose best deal</li> <li>• Wants the right amount of bags/luggage</li> <li>• Wants to know the final price</li> <li>• Wants to clearly understand what is included in the price</li> </ul>
<b>Behaviours</b>	<ul style="list-style-type: none"> <li>• Plans the trip</li> <li>• Plans the dates/timeframe</li> <li>• Sets the budget for the trip</li> <li>• Who is going</li> </ul>	<ul style="list-style-type: none"> <li>• Compare prices</li> <li>• Visit different airlines</li> <li>• Speak to others that are on trip</li> </ul>	<ul style="list-style-type: none"> <li>• Search's via departure, arrival airport and calendar</li> <li>• Choose the days from the calendar</li> <li>• Counts, calculates the number of selected days</li> </ul>	<ul style="list-style-type: none"> <li>• Considers the different times for arrival and departure</li> <li>• Compares prices</li> <li>• Filter out whats the best choice</li> <li>• Communicate with fellow travellers</li> </ul>	<ul style="list-style-type: none"> <li>• Compares the fares</li> <li>• Looks for the cheapest option</li> <li>• Considers the amount of bags</li> <li>• Considers to add bag manually</li> <li>• Looks for more information to clearly understand what is included</li> </ul>
<b>Context</b>	<ul style="list-style-type: none"> <li>• At home</li> <li>• At work</li> <li>• Outside</li> </ul>	<ul style="list-style-type: none"> <li>• At home</li> <li>• At work</li> <li>• Outside</li> <li>• Consider the needs of other on trip</li> </ul>		<ul style="list-style-type: none"> <li>• Traveling with children can be difficult, wants the most convinient time</li> </ul>	<ul style="list-style-type: none"> <li>• Some prefers to travel with a small luggage and buy everything else on the holiday</li> </ul>
<b>Pain Points</b>	<ul style="list-style-type: none"> <li>• Communication</li> <li>• Organise with work</li> <li>• Agree with the travel partners</li> </ul>	<ul style="list-style-type: none"> <li>• Co-ordinate with others on the trip</li> <li>• Lots of choice</li> <li>• Lots of information</li> <li>• Time constraints</li> </ul>	<ul style="list-style-type: none"> <li>• Confused over location of airport in relation to final destination</li> <li>• Can be too much choice</li> <li>• Time consuming</li> <li>• Frustrating procedure</li> <li>• Informing other travel companions</li> </ul>	<ul style="list-style-type: none"> <li>• Time needed to investigate given options</li> <li>• Too much information</li> <li>• Can be confusing</li> <li>• What are the differences in ticket structure?</li> </ul>	<ul style="list-style-type: none"> <li>• Pricing structure unclear</li> <li>• Differences between fare types</li> </ul>