

 Journey goal: Book round-trip flights using a mobile flight booking app

Created using Miro

| Phase | Prepping | | Searching | | Selecting | | Booking | Confirming | |
|--|---|---|---|--|--|--|--|---|---|
| Journey Step | Time to book a flight | Open app | Enter airports | Select dates | Compare fares | Select flights | Select seats | Passenger info | Summary |
| Feeling | | | | | | | | | |
| Thought | | "It just looks a lot more cluttered straight away." | | "That's really good, because it remembered my dates." | "I don't know why that has happened." "There's a lot of reading on that note, to be honest. I don't know whether I'd be that bothered with." | "If I can't book it, then I don't need to know about it. That's annoying." "Going back to check the thing and having to go back forward, how to retype everything. It couldn't remember that? For that short of time?" | "I can't select my seat." | "Phone does not have an asterisk, but it is required." | "I'm very confused. If I was booking this, obviously like am I booking a direct flight? Am I not booking a direct flight?" "It appears I will be doing the check-bag process at the airport. It looks like this one, they want me to stand in line at the airport to take care of it." |
| Goals | Find flights | Find Book a flight button | Find the correct airports | <ul style="list-style-type: none">The earliest/shortest flights availableDo the flights fly out/in the correct dates? | <ul style="list-style-type: none">The lowest fare possibleWhat is a Low-fare calendar? | <ul style="list-style-type: none">What are the available flights for the last minute booking?Where does it fly out/in? | <ul style="list-style-type: none">Can the seats be selected?Are there enough seats? | What information is needed to book a flight? | <ul style="list-style-type: none">What is the tininary?Does everything look ok? |
| Context | <ul style="list-style-type: none">At home/workTravels once a year with a familyTravels three times a year for businessTravels every three months domestically/internationally for business | <ul style="list-style-type: none">Compare airline appsCompare aggregated apps | <ul style="list-style-type: none">Enters the airport code in the search fieldEnters the name of the city in the search fieldUses the drop-down menu | Clicks on the calendar | | | | | <ul style="list-style-type: none">Communicates face-to-face and verbally regarding the price and flight timesUses a computer to screen grab boarding passesCommunicates face-to-face regarding the flight details and shares the info via email |
| Behaviors (What I am confused about) | | | | | <ul style="list-style-type: none">Cannot find the Compare faresCannot find a way to see the differences in fares | <ul style="list-style-type: none">Confused about where to click to move forward when selecting the flightWhy are unavailable options displayed?There is a button that does not do anything, i.e. SELECTConfused about whether the flight is direct or notConfused about which airport it flies to/from | <ul style="list-style-type: none">Cannot select the seatsConfused about 1 Seated option when selecting the number of passengers | | <ul style="list-style-type: none">Cannot find the baggage information |
| Pain points | Last min. travel means not many options to choose from | <ul style="list-style-type: none">Too busy with info and colorsWhat you see on the main page is also repeated on the menu—redundant? | When going back to check what info was selected, you had to retype everything again—the app did not remember anything typed or selected | The app did not open a new screen to select a return date | <ul style="list-style-type: none">Need to click on the Compare fare benefits to understand the difference in faresThe Fare difference button was too small—not noticeable | <ul style="list-style-type: none">The Book a flight page did not mention multiple stopsToo many ads | The app did not remember the number of passengers | When entering personal information, the phone number did not have an asterisk, but the system gave an error | The app did not ask the user about the check-in luggage |
| Mental model | Expects the booking process should be easy | <ul style="list-style-type: none">Expects critical information to be found easilyExpects Book a flight buttons to be more noticeable | Expects the airport code should work on the search field | Expects the app to open a new screen to select a return date | <ul style="list-style-type: none">Expects the app to indicate when there are no direct flights availableExpects when you click on the Saver, it will show the details of the fareExpects the summary of the fare difference on the same page and have a link to expand | <ul style="list-style-type: none">Expects when the options are not available, they should not be displayedExpects button to move forward should be straightforward | Expects the app to remember the information entered | Expects all the required fields are marked with asterisks | Expects critical information to be found easily |
| Opportunity <i>What can be changed to serve the users better?</i> | UX design will be straightforward | UI will be less cluttered and easy to use | Airport code can be used to search the airport | The app will open a new screen to select a return date | <ul style="list-style-type: none">The app will indicate when there are no direct flights availableThe summary of fare difference will be displayed on the results page with a link to expand | <ul style="list-style-type: none">The app will not display options that are not availableMove forward button will be noticeable, i.e., the CONTINUE button | The app will remember the information entered | All the required fields are marked with asterisks | The app will ask the user about the check-in luggage |