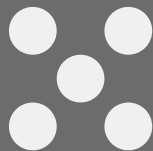




Project Six

# Customer Journey Map

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# Objectives

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Create one customer journey map

Translate my research data into a structured document

Showcase this technique in my portfolio

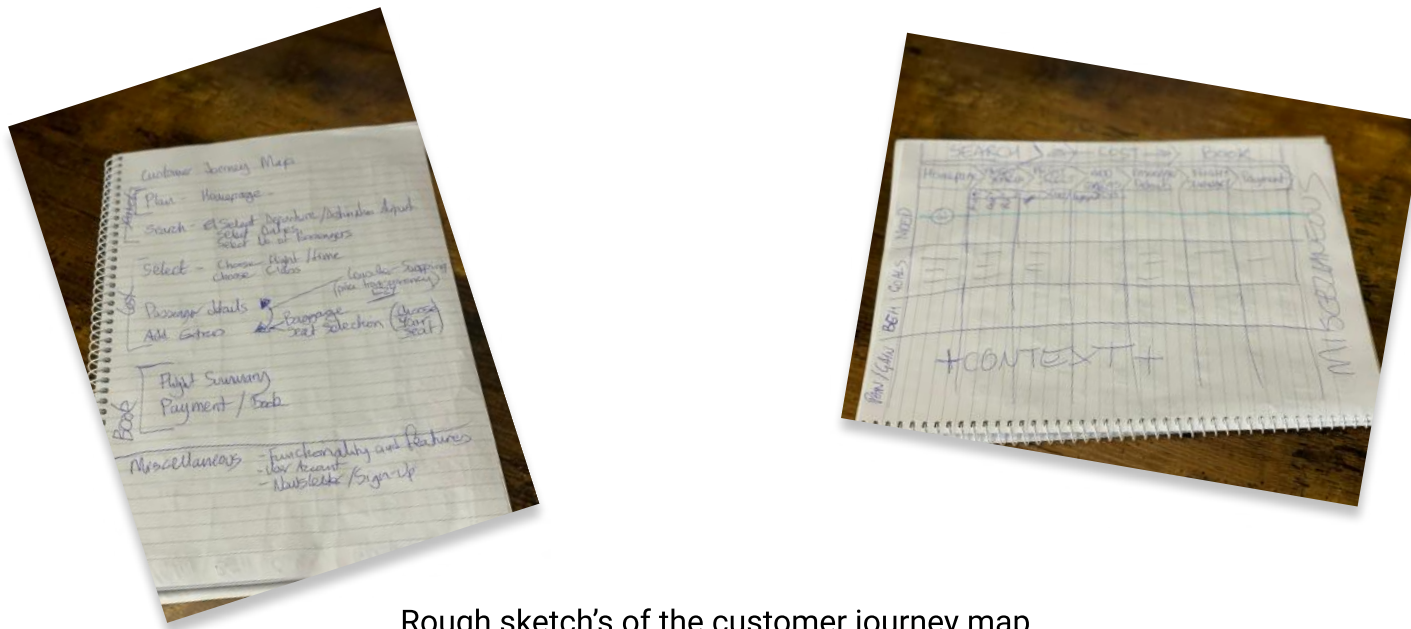


# Tasks

Use the customer journey map to define the high-level steps in the journey. These steps should correspond to the high-level groupings (more or less) from my affinity diagram.

For each step, document the goals of the user, whether there were any pain points, and if there were any behaviours that the website was not facilitating.

Assess whether each step of the experience was positive or negative. Where relevant, add some direct quotes from your customers to help bring the journey map to life.



Rough sketch's of the customer journey map

# Customer Journey Map

	Discovery	Cost	Book	Miscellaneous						
	Homepage	Flight Search	Flight Select	Add Extras	Passenger Details	Flight Summary	Payment	Functionality and Features	User Account / Newsletter	Comments and Observations
Mood		<i>"Options to select airports from a list saves time"</i>	<i>"Would be nice to see more information of previous / next days flights"</i>							
Goals	Seek inspiration	Search for Flights - Choose Departure airport - Choose Destination airport - Select dates - Add Number of passengers	Select Flights - Select outbound flight for chosen date incl. Class info - Select inbound flight for chosen date incl. Class info	Review and add ancilleries - Upgrade Baggage - Priority Boarding - Meals - Choose Your Seat	Add passenger details - Full Name - Age - Address - Passport Information	Review booking before payment - Flight details; outbound - Flight details; inbound - Added Extras	Enter payment information	<ul style="list-style-type: none"> <li>Good messaging throughout</li> <li>Sticky Search Panel when scrolling down a page</li> <li>Liked the Cal Matrix highlighting the cheapest price in Green</li> <li>Filters and Sort Options in prominent place</li> <li>Accordion hiding booking information keeps page clean and tidy. User can expand each section</li> <li>Breadcrumb indicating where you are in the booking process</li> <li>Need some time to think" / "Hold my Fare" good option for expensive trips / multi located travellers</li> <li>Booking Summary is always visible on right</li> <li>Breadcrumb indicating where you are in the booking process</li> </ul>	<ul style="list-style-type: none"> <li>My Account useful for repeat bookings to speed up Payment process</li> <li>My Account useful for gathering marketing information</li> <li>Newsletter sign-up useful for generic marketing campaign</li> <li>Newsletter sign-up useful for targeted marketing campaign</li> <li>Popup for a) Create an account, b) Login or c) Continue as guest</li> </ul>	<ul style="list-style-type: none"> <li>Iconography makes it much easier to make sense of the page upon a quick glance</li> <li>Price and Date was most important factors for booking last trip</li> <li>High contrast colours can strain the users eyes</li> <li>60% of users found that date/time was a high priority when booking a flight</li> <li>Price transparency is critical for the User</li> <li>Have a website with consistent branding</li> <li>Most people fly economy class</li> <li>Too many popups</li> <li>Some Icons are unclear as to what they mean or represent</li> <li>Banners take up too much space</li> </ul>
Mental Model	- Website should know your location and automatically	- Intuitive airport selection tool - Intuitive prompts for each element of the search panel - Functional Calendar popup - Search Panel with "Tabs" for other search options / offerings	- Search results UI is easy to understand - Clicking a button to choose - Shows only routes that are available - Shows only dates that are available - Filter and Sort Options - Shows other dates options - Shows upgrade information - Opening and Closing modal / information blocks	- Cabin baggage is included in price - Can add or upgrade hold baggage at additional cost - Choose to board before aircraft before others at an additional cost - Add meal option at additional cost - Choose where to sit on the aircraft at an additional cost - Selecting a Seat prompts user to choose it or chooses it	- Simple form to complete for all passengers	- Clearly layed out view of booking including and added extras - Clear simple pricing	- Simple form to complete payment information			
Behaviours	- Accepts cookie settings - Acknowledges banner advertising; generally dismissed - Looking for Search panel	- Type in airport input box's and completes selection from List - Choose dates from dropdown Calendar - Change Passenger Information - Click "Search for Flights"	- Click price expands to show more detailed information - Review Price conditions (i) - Sort by Price (Cheapest first) - Choose Outbound and Return flights	- Does not add and pay for extras - Purchase upgrades and extras after completing flight booking - Purchase upgrades and extras at the airport	- Enter Passenger Full Name, DoB and Address details - Enter Passport information	- Read booking information - Agree to website and booking Terms and Conditions	- Enter payment information - Acknowledge Booking Confirmation	<ul style="list-style-type: none"> <li>Too many popups</li> <li>Don't show options for car hire and extras too early in booking process</li> <li>Currency converter never used</li> </ul>		
Gains	- Sticky Search panel when user scrolls - Clutter free homepage - Clear inspiration deal blocks with simple pricing	- Search Panel defaults to most common values - Only shows Destinations applicable to Departure airport - Destination list grouped into Destination, City, Region - Flexible searching (multi-airport, search Anywhere) - Uses +/- to change No. of Passenger - Clean minimalistic UI	- Modify Search option is always present - Comprehensive "Filter" panel on left of results - Stop-over is communicated early in the process - Layout of results showing different departure options - Flight Info categorised into Tabs which reduces scrolling	- Modify Search option is always present - Seat Selection; clear price shown on available seats - Clear, whole airplane view next to select seat - Vertical Seat Selection layout easy to navigate - Skip a section button/link or just Continue button	- Modify Search option is always present - Passenger Label auto updates as User enters Name Information - Passport information Name field auto completes based on Passenger Information	- Modify Search option is always present - Review of booking details before you proceed to Payment - Accordion hiding booking information keeps this page clean and tidy. User can expand each section	- Multiple payment options including Paypal			
Pains	- Search panel is not in prominent position - Repeated information in different locations - Upselling ancillaries before you search for or choose flights - Banners taking up far too much space	- Scroll to see the Search panel - Airport aren't Grouped - Checkbox agreeing to site T&C's in an odd place - Date selection is not flexible. Dates should have +/- x days - Struggled to find the "Search flights" button - Incomplete Input fields not clear - Oversized Modals (popouts) taking up too much space	- User unaware outgoing Departure airport and Return Destination airport are different (STN, LHR). - Search didn't show results for users chosen date - Unexplained Price jumps - Sold out results shown which is a distraction - Search form resets if no results available from original criteria	- Too much information; difficult to read - Difficult to navigate around Seat Selection - Selects continue without choosing Insurance Option and Error shown - Price / continue button is not shown in a clear obvious place	- Trip Summary has little useful information	- Booking Confirmation button is hard to locate	- Limited payment options			