

| User Journey Map - Francesca Falzon |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                      |                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
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| STAGES                              | GO ON WEBSITE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | SEARCH FOR FLIGHTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | FLIGHT OPTIONS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | PASSENGERS                                                                                                                           | SEATS                                                                                                                                                                                                                                                                | BAGS / EXTRAS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| MOOD                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                      |                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| BEHAVIOURS                          | <ul style="list-style-type: none"> <li>- Looking at the home page, first impressions</li> <li>- User notices lack of colour contrast</li> <li>- User notices ads first</li> <li>- User is looking for bar at the top of the page "which tells me kind of where I'm from, where I'm going and its a return trip"</li> <li>- User immediately goes to location &amp; language bar at top of page</li> <li>- User does not know from where to start says it "could be..from Discover?"</li> </ul>                                  | <ul style="list-style-type: none"> <li>- "I'm going to scroll down, and that is what I was looking for. So I'm looking for something that gives me where I'm from and where I'm going"</li> <li>- Filling in all the fields, mainly using mouse to click</li> <li>- User uses the calendar to choose dates</li> <li>- User chooses option to have one-way flights shown only</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <ul style="list-style-type: none"> <li>- "I'm expecting to see the options that I have as far as flights on certain days, the options of time, as well as the options of flight price"</li> <li>- Looking at options of flight dates, time, price on the page</li> <li>- "I think there would be an option to add a bag later on"</li> <li>- User is happy to see the date they chose has a cheaper fare</li> <li>- User seems very confused, and thinking hard as she cannot figure out how to select the flights and continue</li> <li>- In absence of X to close window, user goes with secondary mental model which is to click outside the window</li> <li>- User reads through luggage fare options to make a selection</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <ul style="list-style-type: none"> <li>- User fills in the fields by clicking into each field to start typing</li> </ul>             | <ul style="list-style-type: none"> <li>- User does not want to pay for a seat, searching for option to have a randomly allocated seat</li> <li>- User scrolls down to explore types of seats</li> <li>- User decides to continue without a seat selection</li> </ul> | <ul style="list-style-type: none"> <li>-User sees first thing on page is Baggage -&gt; "I was expecting this, I'm expecting to be able to add a check-in bag and as well as sports equipment"</li> <li>- User easily adds the exact type of sports equipment they need (scuba gear) from the drop-down menu</li> <li>- User scrolls down to see what other extras there are, notices options are ticked and unchecks the boxes although "I don't think I need to do that but I'm gonna go down [the page]"</li> </ul>                                                                                                                                                  |
| GOALS                               | <ul style="list-style-type: none"> <li>- Find where to start searching for flights</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                   | <ul style="list-style-type: none"> <li>- To input Outbound and Destination locations, dates, number of people etc. and search for flights</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <ul style="list-style-type: none"> <li>- Choose inbound and outbound flights from options according to user preferences of time, price etc.</li> <li>- Choose luggage fare option</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <ul style="list-style-type: none"> <li>- Fill in personal details of all passengers</li> </ul>                                       | <ul style="list-style-type: none"> <li>- Choose seats</li> <li>- Skip seat selection to avoid paying for a seat</li> </ul>                                                                                                                                           | <ul style="list-style-type: none"> <li>- To add check-in bags and sports equipment</li> <li>- Explore other Extras and see what is needed</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| PAIN POINTS                         | <ul style="list-style-type: none"> <li>- No contrast - details get lost</li> <li>- "There's not really anything that pops out"... "that oh I need to go there"... "need to take my time and read"</li> <li>- User does not immediately go to "Plan and Book" from the menu bar</li> <li>- Does not immediately go to "Book" from the menu bar and instead tries "Discover" which is right next to it</li> <li>- Cookie pop up -&gt; "I get sick of these Accept All for every website I go into so I just ignore it"</li> </ul> | <ul style="list-style-type: none"> <li>- Have to scroll down to see the bar where user can fill in the details to search for a flight</li> <li>- Does not notice the "Search Flights" button to lead her to the next page.</li> <li>- User notes that button is not eye-catching enough and blends into background.</li> <li>- "Gave the option for car hire and everything straight away so, I didn't really want that and like that"</li> <li>- Misses auto-fill option for destination location, types it in instead</li> <li>- User expects different markings in the spaces for dates -&gt; "it didn't suggest that you put your dates in there, there was no little markings on it to say, that would prompt it to say you need to put your date in"</li> <li>- Did not notice calendar at first</li> <li>- When choosing dates, calendar not immediately visible/available</li> </ul>        | <ul style="list-style-type: none"> <li>- User does not immediately know how to continue to next stage</li> <li>- User did not get baggage fares when they selected their outbound flight as they were expecting</li> <li>-Pop-up suggesting to the user to upgrade, contradicting user's choice of the value fare which upset the user</li> <li>- Only one option of flight time and duration given. No information if there are others</li> <li>- User does not understand two of the three benefits listed in the "Saver" option.</li> <li>- User misses that the prices listed in the luggage options are buttons.</li> <li>- Does not notice added feature of "Price Lock Flights" at first.</li> <li>- Confused by prices, not clear if they are for one or two people/separate for departure and return flights -&gt; "it doesn't tell you that its for two people because I'm presuming that this is for one person"</li> <li>- Pricing slows down the process of getting to her goal</li> <li>- Does not realise her return flight is at a different airport. Assumes it will be the same automatically.</li> <li>- User's eyes go to the middle of the page, confuses arrival time with departure time</li> <li>- Departure time should be more clear -&gt; "I would prefer to have the departure time under the date"</li> <li>- Would not use the higher tier packages for luggage options, prefers to add luggage and extra benefits later</li> <li>- Misleading information about stopover until more info window is opened</li> <li>- Expects an exit 'X', which there is not. -&gt; "Just don't know how to close it..there's no X"</li> <li>- Bizclass felt unnecessary information if not available, and upset the user</li> <li>- Details of luggage packages a bit confusing, took a lot of reasoning out to understand</li> <li>- "Collect more miles" feature seems pointless, based on past experiences of no reward despite being a frequent flier.</li> <li>- Save your price feature not clear, confusing "they could word it a bit better"</li> </ul> | <ul style="list-style-type: none"> <li>- Unnecessary fields - Miles+ Bonus, Loyalty card number, Business on board number</li> </ul> | <ul style="list-style-type: none"> <li>- User does not notice button "Proceed without seat selection" immediately</li> </ul>                                                                                                                                         | <ul style="list-style-type: none"> <li>- User needs to uncheck the options for the extras they don't need</li> <li>- No options for different types of sports equipment, this confuses the user</li> <li>- Although there is a note that states instruments larger than cabin bags they need to be checked in the user still feels a bit unsure as she notes she never had to take instruments before</li> <li>- "It does not seem they are going to give me the options"</li> <li>- Pop up for insurance, which user does not need</li> <li>- Navigation out of the "more services" page not clear enough</li> <li>- "More Services" page felt unnecessary</li> </ul> |
| POSITIVES                           | <ul style="list-style-type: none"> <li>- Immediately finds flights search bar at the top of the page</li> <li>- Easily sets location &amp; language</li> </ul>                                                                                                                                                                                                                                                                                                                                                                  | <ul style="list-style-type: none"> <li>- Departure flight is automatically set to nearest airport in home country</li> <li>- Suggestion when typing destination airport</li> <li>- Option for direct flights / flexible dates</li> <li>- Currency is set to that of home country</li> <li>- Suggestive option for 'London - All airports' -&gt; "can choose depending on which flight I like most"</li> <li>- Pop-up calendar visually reassures user she is picking the correct days "I just like to see the month, the calendar clear for me"</li> <li>- Destination search still works even though she typed it out</li> <li>- Could see calendar showing dates even though she typed in the dates.</li> <li>- Finds "Search for flights" button easily</li> <li>- List of location suggestions makes it easy to find locations</li> <li>- Clicking (over typing) is facilitated well</li> </ul> | <ul style="list-style-type: none"> <li>- More than one option for flights</li> <li>- Previous and following days shown in case flight is not available on chosen day, including the price</li> <li>- Return flight details being on the same page is positive</li> <li>- Price easily noticed.</li> <li>- User picks up on the price being a button to continue.</li> <li>- User understands that luggage options and benefits increase with the price.</li> <li>- Price lock is easy to understand and useful</li> <li>- Knowing there is a stop-over at this stage of booking is ideal</li> <li>- Notices 'Add Flex' option and understand it easily, notes it could be useful</li> <li>- Warning that tells user the return is at a different airport clear and unmissable</li> <li>- All necessary information about stopover given in popup information window</li> <li>- Remarks that flex option is useful</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <ul style="list-style-type: none"> <li>- Asterix showing which fields are mandatory</li> </ul>                                       | <ul style="list-style-type: none"> <li>- User easily identifies types of seats and their fare by colour coordination</li> <li>- Note mentioning</li> </ul>                                                                                                           | <ul style="list-style-type: none"> <li>- User can see what extras are on the page without having to scroll all the way down from bar the top of the page</li> <li>- Different categories for sports equipment with further options for type of sports equipement</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                            |