











Decision to travel	Search for available options	Planning with passengers	Visit of the website/app	Search criteria input	Flight/fare selection	Add-ons	Passenger/contact details	Payment	Flight booking confirmation
									
<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>• Visit family</li> <li>• Go on holidays</li> <li>• Attend a sport event</li> <li>• Do some sightseeing (weekend city trip in Europe)</li> <li>• Invite a guest speaker (work)</li> </ul> <p><b>Context</b></p> <ul style="list-style-type: none"> <li>• At home (laptop or tablet)</li> <li>• At work (desktop)</li> <li>• On the move (smartphone)</li> </ul> <p><b>Behaviours</b></p> <ul style="list-style-type: none"> <li>• Talks with relatives or boss, and other travelers</li> <li>• Google searches</li> </ul> <p><b>Pain points</b></p> <ul style="list-style-type: none"> <li>• Destination unclear</li> <li>• Dates &amp; budget unclear</li> <li>• A lot of options to consider</li> <li>• Time-consuming process</li> <li>• Mind not made up yet</li> </ul>	<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>• Check prices and schedule</li> <li>• Compare prices and schedules available</li> <li>• Find the cheapest/most comfortable deal</li> <li>• Optimize stay: take fewer days off as possible, enjoy destination as long as possible</li> <li>• Decide on the airline</li> </ul> <p><b>Context</b></p> <ul style="list-style-type: none"> <li>• At home (laptop or tablet)</li> <li>• At work (desktop)</li> <li>• On the move (smartphone)</li> <li>• Alone</li> </ul> <p><b>Behaviours</b></p> <ul style="list-style-type: none"> <li>• Visit aggregator websites</li> <li>• Visit airline websites/app to double check options and prices</li> <li>• Checking several times at different moments</li> <li>• Clearing up cookies or changing IP address</li> </ul> <p><b>Mental models</b></p> <ul style="list-style-type: none"> <li>• Long search is expected</li> <li>• Only direct flight if short stay</li> </ul> <p><b>Pain points</b></p> <ul style="list-style-type: none"> <li>• Still making up his/her mind about the dates and times</li> <li>• Time-consuming</li> <li>• Prices change too often: need to use difference device, change IP address, etc.</li> </ul>	<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>• Coordinate with other passengers or hosts</li> <li>• Confirm travel details: date and times, arrival airport, airline, prices, etc.</li> </ul> <p><b>Context</b></p> <ul style="list-style-type: none"> <li>• Smartphone communication (Whatsapp, screenshots sent, etc.)</li> <li>• Face to face at home or at work</li> </ul> <p><b>Behaviours</b></p> <ul style="list-style-type: none"> <li>• Share screenshots with other passengers</li> <li>• Send messages via instant messaging app</li> <li>• Meet up to book flights</li> <li>• Phone calls to agree on the travel details</li> </ul> <p><b>Pain points</b></p> <ul style="list-style-type: none"> <li>• Not in the user's control: waiting for the travelers approval - « had to wait for his answer to confirm the flight » - while rush to book in case prices increase</li> </ul>	<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>• Book a flight quickly</li> <li>• Double check dates, times and prices</li> </ul> <p><b>Context</b></p> <ul style="list-style-type: none"> <li>• At home (laptop, tablet, smartphone)</li> <li>• If work related, at work (desktop)</li> <li>• Alone or together with partner</li> <li>• Regular airline customer or first time traveler</li> </ul> <p><b>Behaviours</b></p> <ul style="list-style-type: none"> <li>• Only focus on the search engine</li> <li>• Checking several times at different moments</li> <li>• Clearing up cookies or changing IP address</li> </ul> <p><b>Mental model</b></p> <ul style="list-style-type: none"> <li>• See a homepage with a form to input search criteria</li> </ul> <p><b>Pain points</b></p> <ul style="list-style-type: none"> <li>• Screen not large enough: « I preferably use my laptop over the smartphone as the screen is bigger and I feel I can have a better overview and not make mistakes »</li> <li>• Wrong interface language: an extra effort to change it</li> <li>• Ads cluttering the view and distracting from the main goal</li> </ul>	<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>• Find flight options: at what time, at what price, from most convenient airport</li> <li>• Get the best deal</li> <li>• Get direct flights</li> </ul> <p><b>Context</b></p> <ul style="list-style-type: none"> <li>• At home</li> <li>• If work related, at work</li> <li>• Alone or with partner</li> <li>• Regular customer or first time traveler</li> </ul> <p><b>Behaviours</b></p> <ul style="list-style-type: none"> <li>• Inbound bought separately when the return date is not confirmed yet</li> <li>• Only interested in basic fare</li> <li>• Start typing departure location straight away</li> <li>• Use calendar icon to select dates</li> </ul> <p><b>Mental models</b></p> <ul style="list-style-type: none"> <li>• Stay dates are highlighted on the calendar</li> <li>• Given currency is the one the user is used to pay in</li> <li>• Cursor moves automatically to next field to input</li> <li>• Basic fare is the default search</li> <li>• Airport names fields display a list based on the first letters typed in</li> </ul> <p><b>Pain points</b></p> <ul style="list-style-type: none"> <li>• Pre-filled in inputs not relevant to user</li> <li>• Airport suggestion list can be confusing if user is not familiar with the airport name (in case different from the city name)</li> <li>• Fare naming confusing at times</li> </ul> <p><b>Moments of delight</b></p> <ul style="list-style-type: none"> <li>• Calendar icon to select travel dates very practical: « it is helpful »</li> </ul>	<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>• Optimize stay</li> <li>• Select flights</li> <li>• Get fastest traveling time</li> <li>• Get the cheapest fare</li> <li>• Get a good overview of the flight options</li> </ul> <p><b>Context</b></p> <ul style="list-style-type: none"> <li>• At home</li> <li>• If work related, at work</li> <li>• Alone or with partner</li> <li>• Regular customer or first time traveler</li> </ul> <p><b>Behaviours</b></p> <ul style="list-style-type: none"> <li>• Looking at basic fare first - default search</li> <li>• Looking at luggage info (included or not?)</li> <li>• Needs price overview before continuing</li> </ul> <p><b>Mental models</b></p> <ul style="list-style-type: none"> <li>• Only direct flights are displayed, or displayed first</li> <li>• Options the days before and later are one click away</li> <li>• Once outbound flight is selected, prompts to inbound flight selection</li> </ul> <p><b>Wish list</b></p> <ul style="list-style-type: none"> <li>• Month planning/prices to optimize booking</li> <li>• See basic prices only and get option to see more if needed</li> </ul> <p><b>Pain points</b></p> <ul style="list-style-type: none"> <li>• Software not up to date: had to redo the search entirely as one fare wasn't available</li> <li>• No change of screen after selection or no button to confirm selection: don't know what action to take next</li> <li>• Too much info on one screen: don't want to see other fares</li> </ul> <p><b>Moments of delight</b></p> <ul style="list-style-type: none"> <li>• Being able to change the search criteria</li> <li>• Icons to explain fares are easily readable and speak for themselves</li> </ul>	<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>• Choose seat</li> <li>• Add luggage</li> <li>• Avoid this step as much as possible: fear of adding unnecessary options and spending more money</li> <li>• Get only what is needed</li> </ul> <p><b>Context</b></p> <ul style="list-style-type: none"> <li>• At home</li> <li>• If work related, at work</li> <li>• Alone or with partner</li> <li>• Regular customer or first time traveler</li> </ul> <p><b>Behaviours</b></p> <ul style="list-style-type: none"> <li>• Trying to skip it or going as fast as possible through it</li> </ul> <p><b>Mental models</b></p> <ul style="list-style-type: none"> <li>• « I expect to see them but I don't want to »</li> </ul> <p><b>Pain points</b></p> <ul style="list-style-type: none"> <li>• « If you don't pay attention, you can add things you don't really want. »</li> <li>• Extra step to take when not interested one bit</li> <li>• Display of price differences for adding bags confusing</li> <li>• Option to add baggage is not obvious enough or only available until check-in</li> </ul> <p><b>Wish list</b></p> <ul style="list-style-type: none"> <li>• « Make it easier to get to payment without having to refuse 10 options beforehand »</li> </ul> <p><b>Moment of delight</b></p> <ul style="list-style-type: none"> <li>• « I really appreciate not having messages for things I do not need »</li> </ul>	<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>• Fill details in with little effort</li> <li>• Make no mistake</li> <li>• Receive later/latest info about the flights</li> </ul> <p><b>Context</b></p> <ul style="list-style-type: none"> <li>• At home</li> <li>• If work related, at work</li> <li>• Alone or with partner</li> <li>• Regular customer or first time traveler</li> </ul> <p><b>Behaviours</b></p> <ul style="list-style-type: none"> <li>• Fill in input fields</li> <li>• Skip log in step</li> </ul> <p><b>Pain point</b></p> <ul style="list-style-type: none"> <li>• Log into account: really necessary?</li> </ul> <p><b>Mental models</b></p> <ul style="list-style-type: none"> <li>• Get an overview of the flight selected before entering details</li> <li>• Get a way out and not have to create an account</li> </ul>	<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>• Secure booking and choices</li> <li>• Get a fair price according to earlier selection</li> <li>• Amend booking easily if needed</li> <li>• Pay as fast as possible</li> </ul> <p><b>Context</b></p> <ul style="list-style-type: none"> <li>• At home</li> <li>• If work related, at work</li> <li>• Alone or with partner</li> <li>• Regular customer or first time traveler</li> </ul> <p><b>Mental models</b></p> <ul style="list-style-type: none"> <li>• Get an overview of the flight selected before paying</li> <li>• Get a breakdown of the price before paying</li> </ul> <p><b>Pain point</b></p> <ul style="list-style-type: none"> <li>• Time to load too long</li> </ul> <p><b>Moment of delight</b></p> <ul style="list-style-type: none"> <li>• Payment without a security measure (e.g. card reader) is considered as a huge gain of time and minimizing hassle.</li> </ul>	<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>• Get confirmation that the flight has been booked</li> <li>• Communicate the booking details with other passengers</li> <li>• Have all the necessary info to perform check-in</li> </ul> <p><b>Context</b></p> <ul style="list-style-type: none"> <li>• At home</li> <li>• If work related, at work</li> <li>• Alone or with partner</li> <li>• Regular customer or first time traveler</li> </ul> <p><b>Behaviours</b></p> <ul style="list-style-type: none"> <li>• Application sometimes used at the same time to upload trip details and get ready for check-in</li> <li>• Booking confirmation shared with other travelers (forwarded via email)</li> <li>• Booking number noted down just in case booking needs to be retrieved and confirmation email does not arrive</li> </ul> <p><b>Mental models</b></p> <ul style="list-style-type: none"> <li>• Confirmation page with reservation number to note down</li> <li>• Receive a confirmation email</li> </ul>