Fly UX: Summary of research findings

Customer Journey Maps

These customer journey maps help us apply the findings of our research to specific aspects of our customers' experience of our product.

The insights gained from the affinity diagrams were the main resource used in the development of the customer journey maps. Consequently, the information presented here is based on research from the following sources:

- A competitive benchmark study
- Survey results
- User interviews
- Three task-oriented user tests

The focus of our current project is on the flight booking website. However, it is important to consider the booking experience as part of our customers' experience as a whole. For this reason, two customer journey maps are provided.

- 1. The complete customer experience of flying with FlyUX showing how booking a flight fits in to a customer's experience as a whole.
- 2. The customer journey for the process of booking a flight.

Some aspects of the customer journey have not yet been adequately researched. These parts of the experience have been marked with with a neutral level and an "unknown" icon (shown as ?).

Complete customer experience of flying with FlyUX

	Research and discussion	Book Flight (or get a price)	Change flight (optional)	Check-In	Flight	Return	Reflect and Review
	1						
	?		?	?	?	?	?
Context	Most decisions are made before even visiting FlyUX.	Most users have a specific goal in mind by the time they reach us.	Some users will need to come back later to change their flight.	Many users will check in online.	Experience of the flight itself will affect decisions around the next booking.	This will constitute the check-in and flight steps.	Overall experience will have an impact on future bookings.
Goals	Typically to get a rough idea of: • Destination • Dates • Price • Who's going?	Users tend to fall into one of these goal categories: • Want to book a flight now. • Want to get a price (research)	To make a change to flight details: • Dates • Seats • Baggage	To check in online with minimal fuss.	 To get to the destination. To be full of energy when they arrive (not worn down by the experience of flying) 	(check-in and flight)	
Behaviours	 Discussion (friends, family etc) Research (aggregator sites) 	Goal oriented and directive behaviour	Very specific, goal- oriented behaviours.	Will usually happen just before the journey. Users are excited but probably also busy/rushed.	 Boarding Seating Bag stowing Refreshments Arrival 	(check-in and flight)	 Talk with friends. Submit reviews Consider booking another holiday or flights
Pain Points	Coordination between the relevant travellers	Disruptions to primary goals.	 Not being able to find/retrieve booked flight 	 Not being able to find/retrieve booked flight 	Any of the above behaviours <i>could</i> be a pain point.	(check-in and flight)	

(Research) Search by date **Review date and** Select flight Select extras Final price Enter passenger Pav and finish and destination details price options and fare (Bags, seats, add-ons) • • Context Most users know This step feels like At this point we The fare type and Fare can be A very important Users are looking for the job is almost need to make the what they want by the ideal baggage options will customised for step in the user the time they get to affect price. baggage and seat mindset even if it's done (for bookings) user feel confident combination of date. selection. Add-ons this step. not represented by a and excited. time and price. also available. separate screen. To pay for the Goals One of the following: To either: Primary goal: At this point, many · Final price is the To finally finish the flight. To select a flight and users just want to final goal for some booking process. • Get a price for a · Find the cheapest finish their booking. users (research). To be confident continue. date & destination price within a date and excited about Most users are (research) range. Secondary goal: Though some users looking for the final the forthcomina Book the flight · Find the best times Baggage and may have specific price as a last step trip. for flights seating options. bag/seating needs. before committing. **Behaviours** · Looking for a Most users seem to Users often (Again) Confusion, Looking around Entering the user Enter payment booking form enjoy this step - a demonstrate frustration, distrust. the screen for a details with details straight away. chance to be their confusion. final price. minimum fuss. Submit Some users want to Very goal oriented own travel agent. frustration and · Checking if it's Confirmation go back and select distrust here. total or per person. different fare option. **Pain Points** Not finding form Hidden costs Hidden costs Sometimes lack of Unclear flight info Lack of clarity Lack of clarity Date selection · Hidden costs Lack of clarity Lack of clarity • Frequent flyer info Hard to find clarity (though confusion Lack of granularity Retrieving details generally okay)

Customer journey for booking a flight with UX

Good areas to target for gains in conversion rate?