

# 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:

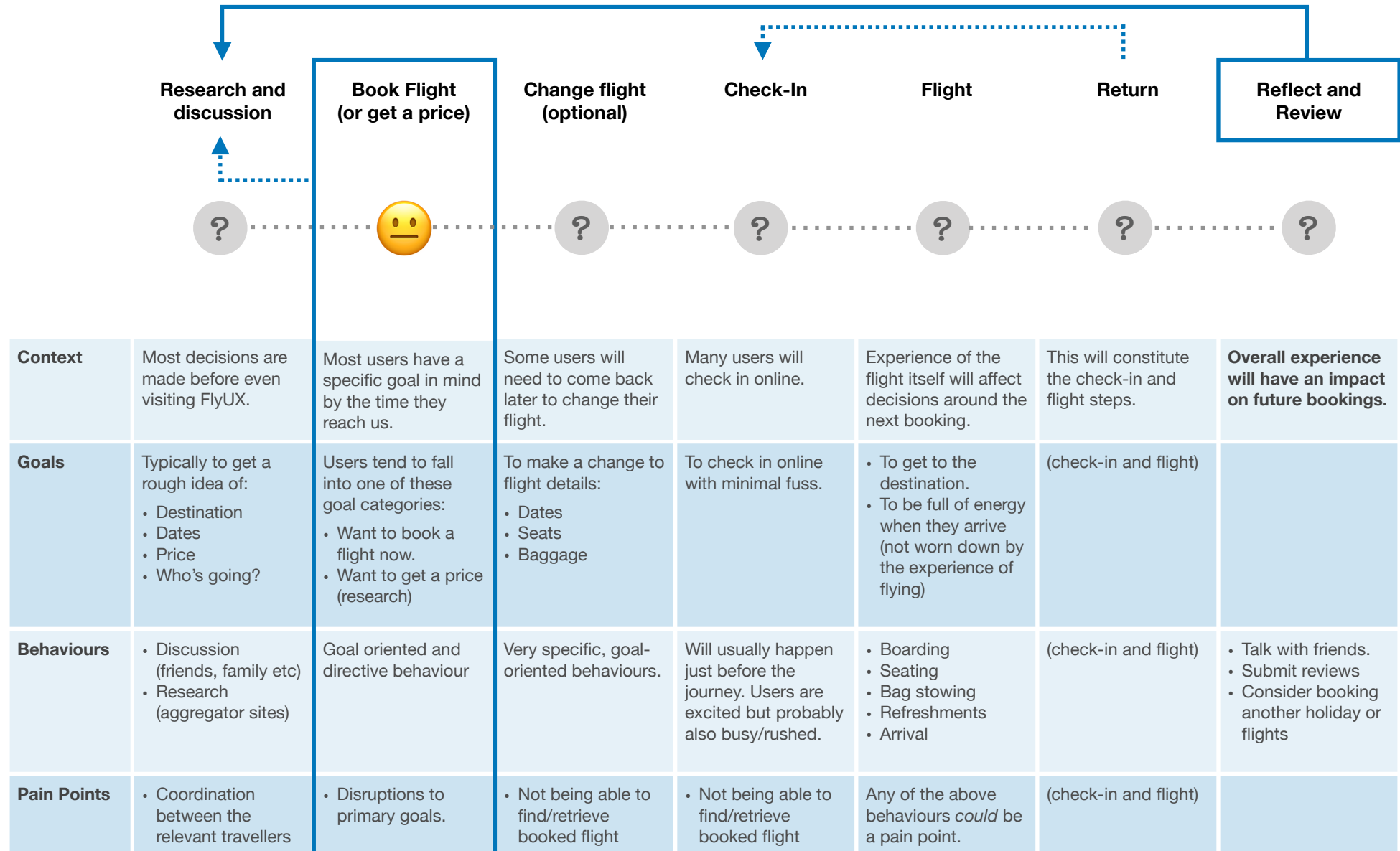
- A competitive benchmark study
- Survey results
- User interviews
- Three task-oriented user tests

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.

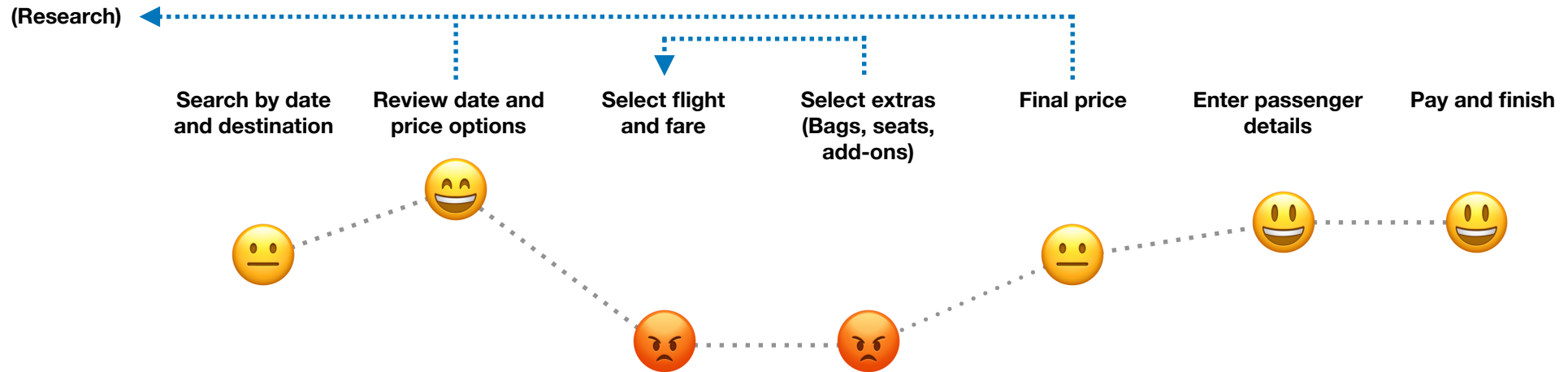
1. The complete customer experience of flying with FlyUX - showing how booking a flight fits in to a customer's experience as a whole.
2. The customer journey for the process of booking a flight.

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



# Customer journey for booking a flight with UX



<b>Context</b>	Most users know what they want by the time they get to this step.	Users are looking for the ideal combination of date, time and price.	The fare type and baggage options will affect price.	Fare can be customised for baggage and seat selection. Add-ons also available.	A very important step in the user mindset even if it's not represented by a separate screen.	This step feels like the job is almost done (for bookings)	At this point we need to make the user feel confident and excited.
<b>Goals</b>	One of the following: <ul style="list-style-type: none"> <li>Get a price for a date &amp; destination (research)</li> <li>Book the flight</li> </ul>	To either: <ul style="list-style-type: none"> <li>Find the cheapest price within a date range.</li> <li>Find the best times for flights</li> </ul>	Primary goal: To select a flight and continue. Secondary goal: Baggage and seating options.	At this point, many users just want to finish their booking. Though some users may have specific bag/seating needs.	<ul style="list-style-type: none"> <li>Final price is the final goal for some users (research).</li> <li>Most users are looking for the final price as a last step before committing.</li> </ul>	To finally finish the booking process.	<ul style="list-style-type: none"> <li>To pay for the flight.</li> <li>To be confident and excited about the forthcoming trip.</li> </ul>
<b>Behaviours</b>	<ul style="list-style-type: none"> <li>Looking for a booking form <i>straight away</i>.</li> <li>Very goal oriented</li> </ul>	Most users seem to <i>enjoy</i> this step - a chance to be their own travel agent.	Users often demonstrate confusion, frustration and distrust here.	(Again) Confusion, frustration, distrust. Some users want to go back and select different fare option.	<ul style="list-style-type: none"> <li>Looking around the screen for a final price.</li> <li>Checking if it's total or per person.</li> </ul>	Entering the user details with minimum fuss.	<ul style="list-style-type: none"> <li>Enter payment details</li> <li>Submit</li> <li>Confirmation</li> </ul>
<b>Pain Points</b>	<ul style="list-style-type: none"> <li>Not finding form</li> <li>Date selection confusion</li> </ul>	<ul style="list-style-type: none"> <li>Unclear flight info</li> <li>Hidden costs</li> </ul>	<ul style="list-style-type: none"> <li>Hidden costs</li> <li>Lack of clarity</li> <li>Lack of granularity</li> </ul>	<ul style="list-style-type: none"> <li>Hidden costs</li> <li>Lack of clarity</li> </ul>	<ul style="list-style-type: none"> <li>Lack of clarity</li> <li>Hard to find</li> </ul>	<ul style="list-style-type: none"> <li>Lack of clarity</li> <li>Frequent flyer info</li> <li>Retrieving details</li> </ul>	<ul style="list-style-type: none"> <li>Sometimes lack of clarity (though generally okay)</li> </ul>

Good areas to target for gains in conversion rate?