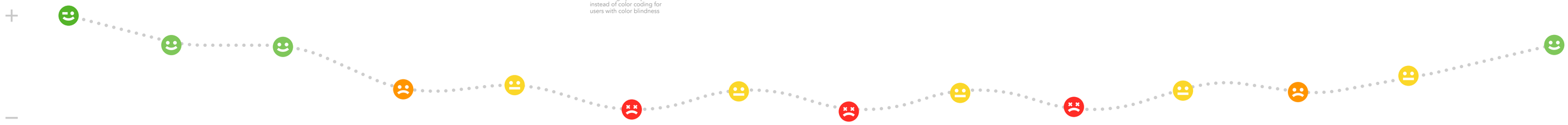
CUSTOMER JOURNEY

	Needs to Book a Flight	Download Mobile Travel App	Home-Screen	Search Departure/ Arrival Airports	Enter Passengers	Calendar Departure and Return Dates	Search for Flights	Filtering Flights and Fares	Baggage	Reserve Seating	Save and Share Travel Itinerary	Purchase Flight	Invoice	Check-in and Pre-Flight Notifications
Goals	- For user travel - For family traveling with small children - For business - For an Executive - On behave of someone else	- Download app with excellent reviews to book a flight	- Start flight booking process - Complete booking process - Log in, create an account continue as a guest - Search for flights - Check into flight - Review flight itineraries - See flight status - Open Boarding Pass	- Start flight booking process - Log in, create an account continue as a guest - Search for flights - Check into flight - Complete booking process - Review flight itineraries - See flight status - Open Boarding Pass	- Enter number of passengers - Enter passenger details matching Government ID	- Calendar select departure and arrival dates	- Select flight/s that match travel itinerary	- Narrow search results to align with travel itineraries and user preferences - Compare flights and fare types for best pricing - Realize what's included with each fare type - See hidden costs	- Enter the amount of baggage for each traveler - Realize any baggage restrictions - Recognize if fare includes luggage or if there is an additional cost	- Reserve seating ahead of boarding flight	- Save flight searches to continue process at a later time - Share flight searches with third parties	- Realizing total fare cost before making payment - Using preferred payment method - Realizing final cost per passenger	- Email confirmation that transaction is complete - Billing invoice for user accounts - Billing invoice for business expenses - Invoice saved to purchase history in app	- Receive updates to flight purchased - Receive itinerary notifications ahead of check-in - Receive reminders of flight check-in time - Receive boarding pass - Receive security notifications
Behaviors	- Research flight prices to realize pricing options - Talk over travel details with a third party - Share travel details before final purchase - Make an informed pricing decision using travel aggregators like Skyscanner or Airline app	- Read reviews on Google or Apple store - Determine which app to download	- Beginning flight booking process - Log in, create an account continue as a guest	- Enter airport names closet to departure and destination locations - Select the most suitable airports if multiples exist	- Enter + or - to equal passengers traveling	- Enter travel date/s on monthly calendar	- Prioritize date/time vs. price for business travel - Prioritize price vs. date/time for user travel - Flight time is a factor when traveling with small children	- Prioritize flights within user budget - Prioritize flights meeting travel itinerary	- See comparative baggage allowances for the fare type - Realize baggage restrictions e.g., cabin carry-on vs. check-in weight and size - See costs for additional baggage	- Reserve seat according to selected fare type - Reserve seat according to user preference - Reserving grouped seating for families - Reserving seat ahead of checking into flight - Estimating how full the flight might be	- Continue purchase after being interrupted - Share flight itinerary/pricing with third party before purchase	- Confirming flight details match travel needs - Being confident that flight is at the best price - Checking for additional fees - Being able to change flight details - Entering Credit Card details	- Invoice double checked for accuracy - Invoice kept for tax records - Invoice kept for user records	- Opted in to receive changes to flight notifications - Receive security notifications before heading to airport
Context	- Mobile - Laptop - Business request from Executive - Pleasure trip with family or friends	- Mobile - Download app via data plan or Wifi	- Being interrupted - Forgetting password - Not having all relevant information - Not completing flight purchase	- Knowledgeable of airport names and location distance to destination	- Passenger information matching Government ID is a legal requirement to travel - Purchaser of tickets needs correct passenger ID to enter	- Tapping to select required travel dates - Scrolling to select required travel dates - Typing required travel dates	- Realize flight/s matching travel itinerary and user preferences	- Filter search to match travel itineraries and user preferences - Avoid flights with "Stop Overs"	- Realize baggage allowance for fare types	- Reserve seat according to user preference - Reserve seating for multiple travelers - Reserving seating is favored when traveling with children - Reserving seating is expected for business travelers	- Sharing flight itinerary keeps third parties in the loop - Sharing flight itinerary to get budget approval	- Reviewing itinerary aligns with original travel needs - Confidence that traveler can cancel transaction - Confidence that traveler can upgrade flight after payment	- Confirmation email and invoice kept as reference to purchase made	- Passenger/s sent notifications keeping them updated on itinerary changes - Passenger get distracted, sending notifications can keep them on time leading up to flight
Painpoints	- Not seeing side by side comparative pricing on initial Google search - Researching on multiple sites-apps takes time - Not sure if your really finding the best price - Not being able to easily share flight-prices with other travelers	- User reviews are mixed - Airline app vs Flight aggregators hard to choose - Not knowing if your getting the best price - Being asked to allow notifications before using app - Make setting up an account easier	- User login not using Show/Hide - Form fields to small - Icons not recognized - App using incorrect keyboard layouts - App not using biometric authentication - Ads and marketing fluff getting in the way of completing the task	- Abbreviations used for airport names not recognized. - Airports listed alphabetical user needing to scroll to select if unable to type into form field	- Purchasing tickets can stall if passenger ID information is not known	- Users easily confused when presented with to many options - Using abbreviations adds to the confusion - De-clutter to much text on the screen - Not clear on whats included in fare types - Small text is hard to read, allow pitch and zoom in app - Calendar graphic- patterns instead of color coding for users with color blindness	- Pricing not clearly displayed - User unsure if prices shown are for cheapest flight - Overuse of Marketing speak and rationalized trendy slang - Avoid using abbreviations, write content out in full	- Deciphering fare type and what's included - Not showing Stop Over flights was a game stopper - Limited sorting filters gave to many flight choices confusing the user	- Deciphering baggage allowance not made clear for each fare type - Not being transparent with additional baggage costs	- Not understand seating diagram legend, colors - Make it clear as to which seat/s have been selected - Not visually confident when selecting seating - Unsure if selecting a seat in a different area of the plane is an additional cost - Be clear when user is upgrading seating with additional costs	- Not allowing the user to share with a third party directly from the app - Not clearly showing if a flight has a Stop Over - Not accurately itemizing itinerary showing flight details per original travel requirements	- Not indicating additional hidden fess - Missing selected seating in travel itinerary summary - Allow travelers to upgrade seating after booking	- Invoice not showing complete details of flight expenses - Invoice not supplied in multiple formats to import into accounting/expenses software	- Passengers need up to date information on changes to their travel itineraries. - Let users choose how they receive important updates, be that via text, customer service call, email, or in-app notification
Opportunities	- Create Social Media Marketing campaign promoting FLYUX as the aviation disruptor with the best in industry customer service-centric support and transparent pricing much so that we will show the competitors fares alongside ours, giving customers we serve the best price - Raise brand awareness that FLYUX is the aviation disruptor for travel pricing - Position FLYUX as a Live-style brand for how we need to travel today - Promote FLYUX environmental and diversity declaration	- Show on-boarding screens to step users through the booking process on app stores previews - Offer a discount on first time booking - Indicate the benefits of using FLYUX over the competition- Travel discounts, travel advice, flight itinerary updates, opt in only service notifications	- De-clutter show information clearly, use straightforward English with limited marketing speak - Be helpful, don't up-sell, hide costs, or overly market keep out of the way of the user completing the task - Show travel restrictions, visas and immunizations - Show public health programs, cabin cleaning, Covid-19 travel restrictions	- Write dates, date out infill 3/5/2021 vs. March 5th, 2021 - Don't abbreviate airport and place names LHR vs. London Heathrow Airport - Use straightforward English avoid Marketing speak	- Offer priority grouped seating for families with small children - When entering passenger details, ask if travel is for business or pleasure and indicate that fare type first in fares/flight searches	- Preference typing over using scroll wheels - Write dates out in full 3/5/2021 vs March 5th 2021 - Allow use of military times 2:00 vs 14:00 - Show fares types prioritized by users' preferences	- Prioritize search based on users needs Business, Pleasure, BackPacker, Traveling with small children, Shortest time flight- Morning Flight-Afternoon Flight-Overnight Flight-Non Stop Flight-Multi City Flights	- Let users sort flights and search results per their preferences to customize the results	- Be transparent with additional baggage costs - Show what's included with each fare type side by side - Use plain English when naming fare types	- Seating diagram, use shaded patterns and contrast instead of color-coding to accommodate users with color blindness - Seating graphic should at first align with fare selected - Allow seating upgrades after check-in	- Users wishing to share itineraries should easily do so from the app - User searches should be saved as a default - Let users share travel itinerary with a third party - Allow travelers to approve itinerary from the notification sent	- Make it simple to alter/change/cancel travel plans - Send notifications to travelers offering discounted upgrades closer to flight day if available	- Invoice needs show a clear breakdown of all travel costs and taxes, sent to each passenger in pdf, jpg and excel formats for record-keeping and entering into account software	- Replicating features found on travel planner apps, with real-time notifications on flights, boarding times, baggage pick up, airport maps, and ordering ride-sharing - Opt in notifications for travelers to receive flight itinerary updates - Use QR codes as boarding passes