










| | Desire/need to travel arises | Research mind-set | | | Selection mind-set | | | | Log in/Make account |
|--------------|--|---|--|--|--|---|---|---|--|
| | | General Research | Search for flight (airline website) | Look at search results | Select flight | Luggage | Other Optional extras | Review flight/confirm choice | |
| Experience |  |  |  |  |  |  |  |  |  |
| | | | <i>'Only asking for necessary information... there's nothing complicated'.</i> | <i>'[Easily] and quickly compare different flights, based on what's important to me.'</i> | | <i>'...here's where they get you...'</i> | | | |
| Aim | -Decide on type of trip -Gather relevant personal information (who is going, how much time they can get off work, budget etc....) | - Identify trip options - Begin to make general decisions: e.g. location/season | -Research flight prices (top aim) -Research available dates and times | -Compare flight options -Find and understand all relevant information (info important to user's decision). | - Choose best flight for their situation -Make informed decision | -Book the right amount of luggage for trip -Get best value | -Don't get bad deal/misled -Add extras if needed. | -Make sure there choice is correct -Confirm price | -Finish booking -Make booking easier post sales |
| Behaviour | - Asks people involved their opinions - Looks at general information about locations/holidays ,online/on social media/magazines -If the travel was initiated by specific event/visit location and/or date may be predetermined. Clarify these elements. | -Though some users used flight comparison websites , many used google as starting point. -Multiple respondents wished to be able to save flight info , indicating research takes place over multiple days/sessions. -Research mostly took place at home on a laptop or phone. | -Though most users have an idea of date and location at this stage. Some users are less decided. With their choice of destination/date led by price. - Easily used calendar to input dates. - Familiar with using + to add passengers -Don't want too many options upfront. Want to get to seeing results. | -First look for flight prices on page. - All users accessed more 'flight information' pop-up to check times. - Users not good at recollecting exact search input (without prompts) -Understood universal class options. - Bad mental model of reasons for flight pricing or prices change. | - Price most important factor. -Price became less of a priority if a specific date or location is needed. -All users chose same class option for return and departure flight. -Reward points did not factor highly in choice. -Access and familiarity with departure airport informed decision. | -Many users only wanted cabin bags (small trips). - Have to check luggage allowance , not easy to visualize. -Some users chose luggage options after booking flight as they find it confusing and don't always know amount taking weeks before. | - Would do their own research on recommended hotels before booking. See if deal is good. - Users don't think seat reservation is needed unless traveling with companion. -Only one of the users had booked hotel with flight before. -Already have hotel in mind by now. | -Used to 'basket' convention of most shopping websites. - Seeing total clearly was priority. -Some users noticed things they went back to check at this stage (e.g.: connecting flight/ price difference) | -Some users skip, not know benefit and ready to finish booking. -Most users easily opted out. -Some users would join. Equate it to experiences with shopping websites and post sales being easier. |
| Pain Points | - Reach consensus with multiple people -Have to predict some elements (e.g.: will their time off request be approved, will there be good weather at location at time of year...) | -Having to work across multiple sites -Storing and coordinating information from previous searches. | - Dates availability not shown upfront. - Location list hard to navigate. -Typing unfamiliar location difficult if airport needed. -Can't set broad search parameters. -Trouble understanding airport acronyms | -Some users missed key information (layovers) - Trouble keeping track of booking price , and what it included (number of passengers) - Trouble finding move on option/button. - Not good for complex trips | - Receive alert about information not clearly communicated before selection. - Can't fine option they like (would go to other sight). | - Find options complicated. - Unsure what the ticket already included. - Don't know how much they will need. - Can't find option they want , wants 'a simple amount...' -Feels like extra cost | -Feeling of mistrust/obviously being sold to. - Get confused/frustrated by layout. -Some users got confused about what was already in their ticket price (reserving seats etc...) | -Wanted price breakdown in chronological order. - Unnecessary information cluttering price info. -Had to go back through pages to check or alter individual elements. | - Interrupts getting booking finished. |
| Extra Notes: | Most users are going to airline website to research flights (not to book yet), so could loop this section multiple times before booking. Integrating new information and using airline website to look at options throughout. Users are likely booking weeks in advance and take several days to a couple of weeks to make decision. | | | | Having selecting flight are more committed to booking. | Some airlines include luggage in price packages instead of itemizing. | Optional extras don't always have their own step in process and are integrated throughout including on review flight page/shopping bag. | Having reviewed flight and price ready to booking. | |