Customer Journey Map
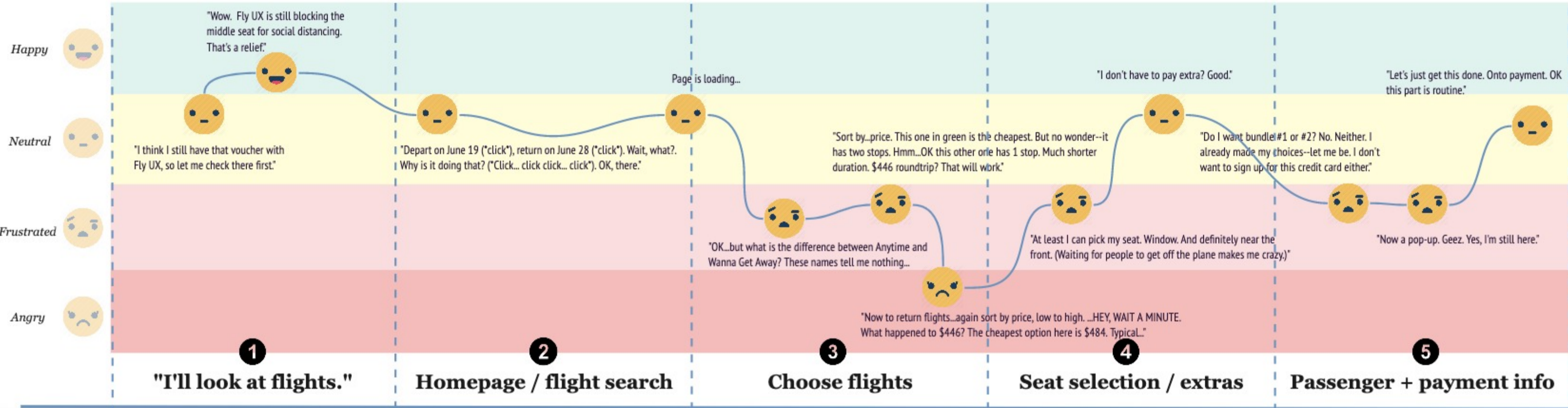## Booking travel on airline website (desktop)
By David Garrison. Adapted from [template] by Éva Hüse Pedersen.

Emotion levels (rows): Happy · Neutral · Frustrated · Angry

Emotion annotations across the journey:

- "Wow. Fly UX is still blocking the middle seat for social distancing. That's a relief."
- "I think I still have that voucher with Fly UX, so let me check there first."
- "Depart on June 19 ("click"), return on June 28 ("click"). Wait, what?. Why is it doing that? ("Click... click click... click"). OK, there."
- Page is loading...
- "OK...but what is the difference between Anytime and Wanna Get Away? These names tell me nothing..."
- "Sort by...price. This one in green is the cheapest. But no wonder--it has two stops. Hmm...OK this other one has 1 stop. Much shorter duration. $446 roundtrip? That will work."
- "Now to return flights...again sort by price, low to high. ...HEY, WAIT A MINUTE. What happened to $446? The cheapest option here is $484. Typical..."
- "I don't have to pay extra? Good."
- "At least I can pick my seat. Window. And definitely near the front. (Waiting for people to get off the plane makes me crazy.)"
- "Do I want bundle #1 or #2? No. Neither. I already made my choices--let me be. I don't want to sign up for this credit card either."
- "Now a pop-up. Geez. Yes, I'm still here."
- "Let's just get this done. Onto payment. OK this part is routine."

	1 — "I'll look at flights."	**2 — Homepage / flight search**	**3 — Choose flights**	**4 — Seat selection / extras**	**5 — Passenger + payment info**
Goals	• Dig up any vouchers or credits • See if prices are low right now • Maybe pull the trigger and book	• Take note of any travel alerts or new COVID-19 measures • Search for flight options	• Identify optimal flights • Review carefully to avoid mistakes	• Get preferred seat (e.g. window) • Get seats in same row (if traveling with others) • Avoid snowballing fees	• Apply points/credits/vouchers • Triple-check details • Complete purchase • Save to calendar, Wallet app, and/or share itinerary via email
Behaviors	• Most users begin search on a travel aggregator site (e.g. Expedia, Kayak, GoogleFlights) • 56% of visits are people looking at options/prices but not ready to buy	• Opens private window ("incognito") because she heard that airlines show you different prices based on your browsing data/cookies • Uses the "Washington - All airports" option • Uses the calendar date-picker instead of typing dates	• Avoids stops/layovers • Sorts results by price • Compares overall trip durations • Might cross-reference another site to find best price • Passes over "price-lock" feature		
Context	• For booking flights, users prefer desktop/laptop over mobile, in part because it seems more secure • 20% of users surveyed haven't visited an airline website since before the pandemic • Many have vouchers or credits from trips canceled due to the pandemic. • 87% participate in a points/miles program	• About half of users say they will at least sometimes take interest in featured destinations and deals			
Mental models	• Most users have had at least one bad experience with an airline. Some are distrustful of airlines in general and expect hidden fees and tricks	• User expects site to know her location, language • User finds binder dividers/tabs intuitive • User expects to find COVID-19 alert as horizontal banner across top of page • User expects submit/continue button to be at bottom right	• Knows that price in green means it is the cheapest fare available • Knows that prices can vary on nearby dates • Familiar with tiered fare classes (and on alert for up-selling) • Fears that clicking a link will change the page and cause her to lose what she's typed • Likes breadcrumbs or a numbered progress tracker to show her where she is in the process	• Familiar with commercial planes and also familiar with the conventional seat selection floorplans	• Familiar with online checkout • Expects time-saving features such as "same address for billing" button and for any credit card info saved with browser to auto-fill
Pain points		• Stumbles with calendar date-picker. She assumes she is selecting departure date first, but system is setting return date first (because of the precise spot she clicked)	• Results page is slow to load • Annoyed by unclear fare names and terms • Misled by per-person price. (Clicks to add and then sees 2x the price in her cart for two passengers) • Pressured by "Only 1 left at this price!" • Hard to compare with nearby dates • Not familiar with all the airport codes listed for stops • On United, the roundtrip prices on the "depart" page are a lie! On the next page, there are never return options that yield a roundtrip cost that low • Filter/sort controls unnoticeable and clunky • Wants site to be forthcoming with costs for any add-ons. (Not "starting at")	• In seat selection module, legend is not clear. (Which seats are taken? Which cost extra?) • Nearly half of people surveyed thought it "unacceptable" for airline to charge extra for seat selection in coach • If flight is operated by another airline, sometimes seat selection is only available on that other airline's site (if at all)	• Has to dig up credits and manually enter codes • If booking for a family, inefficient to have to enter same address and phone number again for each member of the household • Still seeing ads and last-ditch up-selling attempts • If her screen is idle for a minute, user gets hit with pop-up

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