Main User Journey - Book a Flight

Airline App - Customer Journey Map   02 February 2021

JOURNEY MAP   PROJECT   EXPORT DATE

HOME PAGE	FLIGHT SEARCH	SEARCH RESULTS	FLIGHT DETAILS	UPGRADES / EXTRAS	PASSENGER DETAILS	PAYMENT
Home Page	Flight Search	Search Results	Flight Details	Upgrades / Extras	Passenger Details	Payment
Home Page	Flight Search	Search Results	Flight Details	Upgrades / Extras	Passenger Details	Payment
Home Page	Flight Search	Search Results	Flight Details	Upgrades / Extras	Passenger Details	Payment

Airline Mobile App Typical Users — CUSTOMER JOURNEY MAP - GOALS, USER PERSONAS AND HAND-DRAWN SKETCHES

Airline Mobile App Typical Users — AIRLINE APP USER JOURNEY

Home Page	Flight Search	Search Results	Flight Details	Upgrades / Extras	Passenger Details	Payment

James Kay (User Interview & Usability Test 2) / Helena Mann (User Interview & Usability Test 1) / Airline Mobile App Typical Users — MOOD - EMOTIONAL JOURNEY

Airline Mobile App Typical Users — GOALS - USER'S EXPECTATIONS, NEEDS AND DESIRES& TARGET AUDIENCE'S DETAILED DESCRIPTION

[Seven green columns of text describing user goals, expectations, needs and desires for each journey stage — Home Page, Flight Search, Search Results, Flight Details, Upgrades/Extras, Passenger Details, Payment]

Airline Mobile App Typical Users — PAIN POINTS - PROBLEMS USERS ENCOUNTERED AND AREAS FOR IMPROVEMENT

[Seven red columns of text describing pain points for each journey stage]

BRITISH AIRWAYS APP CUSTOMER JOURNEY (USABILITY TEST 1)

Helena Mann (User Interview & Usability Test 1) — AIRLINE APP USER JOURNEY

Home Page	Flight Search	Search Results	Flight Details	Upgrades / Extras	Passenger Details	Payment

Helena Mann (User Interview & Usability Test 1) — BRITISH AIRWAYS APP CUSTOMER JOURNEY STORYBOARD (SCREENSHOTS FROM USABILITY TEST 1)

Helena Mann (User Interview & Usability Test 1) — BEHAVIOUR & USER JOURNEY - HELENA MANN (USABILITY TEST 1 - BRITISH AIRWAYS APP)

[Seven columns of behaviour and user journey text]

James Kay (User Interview & Usability Test 2) — BEHAVIOUR & USER JOURNEY - JAMES KAY (USABILITY TEST 2 - BRITISH AIRWAYS APP)

[Seven columns of behaviour and user journey text]

EASYJET APP CUSTOMER JOURNEY (USABILITY TEST 2)

James Kay (User Interview & Usability Test 2) — AIRLINE APP USER JOURNEY

Home Page	Flight Search	Search Results	Flight Details	Upgrades / Extras	Passenger Details	Payment

James Kay (User Interview & Usability Test 2) — EASYJET APP CUSTOMER JOURNEY STORYBOARD (SCREENSHOTS FROM USABILITY TEST 2)

James Kay (User Interview & Usability Test 2) — BEHAVIOUR & USER JOURNEY - JAMES KAY (USABILITY TEST 2 - EASYJET APP)

[Seven columns of behaviour and user journey text]