










RESEARCH & PLANNING		DEFINING THE SEARCH			CHOOSING FLIGHT	FINALISING BOOKING		READY TO PURCHASE	
PLANNING		HOMEPAGE	FINDING AIRPORTS	PICKING DATES	OTHER CRITERIA	SEARCH RESULTS	BAGGAGE & SEATS	ADD-ONS	FINAL DETAILS
EMOTION	 <p>"I've gone with my sister, I've gone alone, I've gone with friends..."</p>	 <p>"It's pretty clear what to press to book a flight"</p>	 <p>"If I can't see it quickly, then I'll start typing"</p>		 <p>"This is what annoys me, because I can't see it all"</p>	 <p>"Don't show me flights I can't book"</p>	 <p>"It's not a price I'm willing to pay to sit next to my partner"</p>	 <p>"I get annoyed when they try to sell you all this other stuff"</p>	 <p>"It's all quite faint and tiny writing"</p>
GOALS	<ul style="list-style-type: none"><li>● Look for holiday inspiration</li><li>● Find the best deal</li></ul>	<ul style="list-style-type: none"><li>● Book flights</li><li>● Manage bookings</li><li>● Check-in</li><li>● Access Boarding passes</li></ul>	<ul style="list-style-type: none"><li>● Find desired airports quickly and easily</li></ul>	<ul style="list-style-type: none"><li>● Pick dates with ease</li><li>● Choose flexibility</li></ul>	<ul style="list-style-type: none"><li>● Select number and type of passenger</li><li>● Choose ticket type or cabin class</li><li>● Select currency to display</li></ul>	<ul style="list-style-type: none"><li>● Select preferred flights</li><li>● Get the best deal</li><li>● Change search criteria</li></ul>	<ul style="list-style-type: none"><li>● Check baggage restrictions</li><li>● Add extra baggage</li><li>● Pick the best seats</li></ul>	<ul style="list-style-type: none"><li>● Minimise additional costs</li><li>● Select add-on options</li></ul>	<ul style="list-style-type: none"><li>● Finalise passenger details</li><li>● Check final price breakdown</li><li>● Check T&amp;Cs</li><li>● Share booking details</li></ul>
BEHAVIOURS	<ul style="list-style-type: none"><li>● Compare flights via Skyscanner - Book direct with airline</li><li>● Telephoning travel agents is inconvenient</li><li>● User gets distracted by social media apps</li></ul>	<ul style="list-style-type: none"><li>● User finds 'BOOK FLIGHTS' button with ease</li><li>● Use inclined to first look at Sale section of the app</li><li>● Recent searches available to continue with</li><li>● Tab Bar shows user where they are in the app</li></ul>	<ul style="list-style-type: none"><li>● User found choosing airports easy - started to type name then picked from drop-down</li><li>● User can swap departure and destination airports</li></ul>	<ul style="list-style-type: none"><li>● User instinctively scrolls through the calendar</li><li>● Scrollable datepicker easy for user to select date</li><li>● App splits out departure and return calendars for user to select from</li></ul>	<ul style="list-style-type: none"><li>● User easily increases number of passengers</li><li>● Easy to select cabin class within the same page</li><li>● User wants to be able to select currency</li></ul>	<ul style="list-style-type: none"><li>● User chooses flight based on departure time and price</li><li>● User wants to see a summary of each fare</li><li>● User can sort results e.g. by price</li><li>● User includes cost of journey to and from airport</li><li>● User can swap between £Pounds and €Euros</li></ul>	<ul style="list-style-type: none"><li>● User expects to see add baggage option</li><li>● User doesn't want to pay for allocated seats</li><li>● App greys out unavailable seats</li></ul>	<ul style="list-style-type: none"><li>● Users dislike hidden or additional costs</li><li>● User ignores Add-ons/Extras and scrolls past them</li><li>● User checks if there are any hidden extras added</li></ul>	<ul style="list-style-type: none"><li>● User clicks 'PRICE BREAKDOWN' to see what she is paying for</li><li>● User has to calculate final price in her head to confirm what shes sees</li><li>● User takes screenshot to share flight details</li></ul>
PAIN POINTS	<ul style="list-style-type: none"><li>● User thinks booking sites track searches and then increase prices</li></ul>	<ul style="list-style-type: none"><li>● User doesn't trust the Low Fare Calendar</li><li>● Difficult to find 'BOOK FLIGHTS' button</li><li>● User thinks homepage is "CLUTTERED"</li></ul>		<ul style="list-style-type: none"><li>● User doesn't realise to select both dates within same calendar</li><li>● Calendar starts on a Sunday which could confuser some users</li><li>● Showing total number of days between flights potentially confusing</li></ul>	<ul style="list-style-type: none"><li>● New page opens to select number of passengers, creating more clicks</li></ul>	<ul style="list-style-type: none"><li>● App doesn't have a button to reset search</li><li>● User doesn't trust 'Only 5 seats left' warning</li><li>● Information on transfer flights very unclear</li><li>● User has to start search again and re-enter all details</li></ul>	<ul style="list-style-type: none"><li>● User needs to click to find out hand luggage allowance</li><li>● User struggles to select specific seat for specific passenger</li><li>● App doesn't offer same seats for return flight</li><li>● Use of colour misinforms user on which seats she can select</li></ul>	<ul style="list-style-type: none"><li>● User feels annoyed when she sees add-ons displayed</li></ul>	<ul style="list-style-type: none"><li>● User thinks app is asking to add another passenger</li><li>● Too much info on one page confusing and not useful to user</li><li>● Final details don't show price per person</li><li>● Sign-in button not obvious to user</li></ul>
POSITIVES	<ul style="list-style-type: none"><li>● Apps are convenient and quicker to use and access</li></ul>	<ul style="list-style-type: none"><li>● User liked the big buttons</li><li>● Obvious icons don't require titles</li><li>● User thought layout and limited colours made it easy to understand</li></ul>	<ul style="list-style-type: none"><li>● App suggests airports based on users GPS location</li><li>● User likes that app remembers previous search criteria</li><li>● App warns user that departure and return airports are different</li></ul>	<ul style="list-style-type: none"><li>● App tells user to 'SELECT DEPARTURE DATE' and 'SELECT RETURN DATE'</li><li>● App fades out dates where no flights available</li></ul>	<ul style="list-style-type: none"><li>● Easy to add passengers within same page using Plus buttons</li></ul>	<ul style="list-style-type: none"><li>● User likes page titles - Departure FLight &amp; Return Flight</li><li>● User liked seeing the prices for flights either side of chosen date</li><li>● User likes tha flight time is shown</li><li>● App shows mini summary of search criteria at top of page</li></ul>	<ul style="list-style-type: none"><li>● Use likes option to add Sports Equipment</li><li>● Different seat prices summarised within seat map</li></ul>	<ul style="list-style-type: none"><li>● User finds car rental option useful</li></ul>	<ul style="list-style-type: none"><li>● Share button in advance of payment page</li><li>● User thinks it's good to click to confirm important pop-up info read</li><li>● Background imagery of destination gets user excited about her trip</li></ul>