











	Deciding to travel	Frontpage	Basic flight details	Journey dates	Select tickets	Passenger details	Choose seat and extras	Contact details	Flight summary and Payment	Booking Confirmation	General
GOALS	<p>I will postpone it for as long as possible</p> <p>I am aware that the earlier I book, the cheaper the flight is</p>	<p>Start booking process</p> <p>Estimate company's trustworthiness from the look of their app</p>	<p>Select one-way or return, flight origin, destination, and number of passengers</p>	<p>Select dates that are both convenient for me and result in the cheapest tickets</p>	<p>Find tickets that satisfy these criteria: suit me and people I travel with or visit, fit my visa, holidays and plans, have convenient departure and arrival times, flight is as short as possible and as cheap as possible</p>	<p>Accurately enter details of all passengers without making a mistake</p> <p>It is the same details every time, would be nice to autofill them somehow</p>	<p>Pick a good seat(close to an exit, far from the toilet, ideally a window seat with extra leg space)</p> <p>If it's a long flight, select a meal.</p>	<p>Choose which way you prefer to be contacted</p> <p>I am most comfortable with WhatsApp (or another messenger), is this a contact option too?</p>	<p>Confirm that everything is correct and this is indeed what I want to buy before I pay</p> <p>Choose the correct payment method, debit cards might not be accepted</p>	<p>Make absolutely sure that the transaction was completed and you have the tickets now</p>	<p>Get the best deal possible</p> <p>Make sure the flights are as comfortable and convenient as possible</p> <p>Spend the least amount of time and effort</p>
BEHAVIOURS	<p>Communicate with travel partner and the people I am visiting</p> <p>Check prices and flight options on SkyScanner</p> <p>If travelling for leisure, compare potential destinations</p> <p>Book hotel(can be cancelled unlike tickets).</p>	<p>Find a button that starts a booking process and click it</p>	<p>Return flights are most common, so need to change only if it's a one-way trip</p> <p>Flight origin is hopefully pre-filled to my current location</p> <p>Start entering destination name and select it in the list as soon as it appears</p> <p>If not travelling alone, then adjust number of passengers</p>	<p>Select date of the first flight while keeping in mind day of the week and how many days it is from now</p> <p>Select date of the second flight while keeping in mind day of the week and number of days since the first flight</p>	<p>Scroll through the list of tickets</p> <p>Change flight dates to see if there are cheaper tickets even if the dates are less convenient</p> <p>Choose baggage / no baggage and possibly other perks</p> <p>If indirect flight, consider if the transfer window is safe</p> <p>Check price breakdown</p>	<p>Fill in the same form for each passenger</p> <p>Later who is passenger 1 and who is passenger 2 will be important when selecting seats</p> <p>Take a picture of my passport and let the program fill in my details using OCR?</p>	<p>Scroll through the whole plane</p> <p>Analyse what types of seats cost how much</p> <p>Analyze how many seats are already booked and if my favorite spots are still available</p> <p>Make a choice whether booking the seats is worth the price</p>	<p>Check which methods are available</p> <p>Choose the most convenient one</p> <p>Consider if I will be offline or whether my sim card will work at the destination</p>	<p>Double check all the city names, dates, times, terminals, transfers, seats and visa details</p> <p>Get approval from all parties involved such as travel partner</p> <p>Choose payment method and fill in details</p>	<p>Wait and see if the payment went through</p> <p>Wait for confirmation email</p>	<p>Proceed through the booking process step by step</p> <p>If there are difficult decisions, consult with travel partner and the people I am visiting</p> <p>Choose several possible tickets and then make a careful informed choice to pick the best one of them</p>
PAIN POINTS	<p>What if there is a change of plans? I will regret buying the ticket so early -2</p> <p>What if I missed a good deal because I postponed buying tickets? -2</p>	<p>Frontpage is too cluttered -1</p> <p>The button doesn't stand out enough -1</p> <p>Different apps have a different name for the button I am looking for -1</p>	<p>Destination list doesn't have my usual destinations at the top -2</p> <p>No "all airports" option for large cities -2</p> <p>Poorly implemented airport selection forces me to do a lot of scrolling -1</p>	<p>If the dates I chose only have expensive or inconvenient flights, I will have to choose different dates. Wish I knew right away. -4</p> <p>Selecting a date is pointless if there are no flights that day. Wish the calendar showed that. -2</p>	<p>What if I accidentally get an indirect flight? -2</p> <p>The screen is too cluttered, and I don't know how navigation works anymore. I'm just stumbling around! -5</p> <p>I had to compromise to save money. I hope I didn't make a mistake. -2</p>	<p>Hate typing -4</p> <p>Why I have to type this in? Surely there could be a different way? -1</p> <p>If I make a mistake, I may be refused boarding! -2</p>	<p>If the journey has many flights, this becomes tedious. Somehow automate process? -1</p> <p>May involve a lot of scrolling and clicking -1</p> <p>I can't choose a seat unless I know how much each available seat costs -3</p>	<p>It may turn out one method is suitable for one location and a different method for another location -1</p> <p>I already filled in a lot of details earlier, why I have to fill in more details? -2</p>	<p>If I made a mistake, I can't get my money back! -3</p> <p>I already filled in my details, why I have to fill in another form? Can some fields be autofilled? -2</p>	<p>A card was rejected and there is no explanation -2</p> <p>What if all of my cards are rejected? I did all of this for nothing? I will lose the deal I found? Can I somehow reserve it until I sort out my card? -3</p> <p>It has been 10 minutes and still no email. Is something wrong? -1</p>	<p>Long tedious task</p> <p>Don't know how long the process may take. I might find a good option right away or all choices will be terrible.</p> <p>Once started, the process needs to be finished or it was a waste of time.</p>
MOOD											-2 -4 -6 -8