STEPS	DECISION TO TRAVEL & CRITERIAS	PLANNING & COMPARING - AIRLINE CHOICE	LANDING PAGE	SEARCH / SEARCH FORM	DATE PICKER	SEARCH RESULTS	FLIGHT SELECTION	FARE OPTION CHOICE	SEAT MAP / SEAT SELECTION	UPSELL SECTION	BAGGAGE OPTIONS	PASSENGER DETAILS	PAYMENT
USER MOOD	"Flight Time Is Important When Travelling With Kids."	"Airline Doesn't Matter If The Price Is Right." "Some Respondents Take All 3 Factors (Price, Destination, Date) In Consideration And Shop Around To Find The Best All-Round Package"	"Overwhelming Huge Marketting Hero Section Section Image Is So Unecessary." "Country Selector Doesn't Allow Typing In And Presents A Huge Dropdown, Good Luck If You Fly From Zimbabwe"		"I Prefer Calendar Date Picker UI Showing Up Instead Of Typing In."	"Not Clear What Prices Are. Very Confused About Baggage Pricing Policy, Way Too Much Info, Equals No Info."	"I Want To See Upfront What The Total Price Would Be." "I Want More Transparency On Price And What It Includes."	"Cannot See Straight Away How Much It'd Cost To Just Add A Baggage, Without Jumping To The Next Fare Option Up" "I Would Always Check The Fare Comparaison Table, It Is Extremely Important Info."	"I Don't Understand Why I Have To Pay A Fee Just For Sitting." "From What I Read, It's Way Safer To Sit At The Back In Case Of A Crash:)"	"I Have No Idea How Many Steps I Am From Checkout." "Too Many Steps And Added Option Related Questions Before Reaching Checkout" "Dealing With Added Options To Choose Are The Most Painful Aspect Of Booking A Flight"	"I Am Surprised To Be Presented With Ski Baggage Options When My Destination Is Malaga"		
	 Travel For Leisure: "Always Starts Off With A Destination And Dates, Then Check To Compare Prices." Travel for work: "When I Travel For Work, The Most Important Is The Time, Early At The Location And Want To Be Back Home As Early As Possible." 	 Narrow down which airline or aggregator to book through, which matches all user's criterias, with price (often) being the most important "Priority Is Where And When But Price Is The Main Factor" "Priority Is Price Over Anything Else" "Date Was Most Important For My Last Trip Otherwise Price Is The Main Factor." 	 Find info about covid Get a refund Check status about your booking Find out how to search for flight 	 Fill in correct info about airports, dates and number of passengers. Search for and Book a flight 	Enter dates without making any mistake	 Identify outbound and inbound flights flight that matches budget and time preferences. Identify outbound and inbound flights flight that matches budget and time preferences. 	the prefered fare option	 Pick the right fare option for your needs Understand clearly, what you get for each options 	Choose and Pick your seat for inbound and outbound flights	"Car rental: Oh no, I "I don't like the extra sales don't need that"	 Pick special luggage for ski trip or golf for example Simply add an extra bag on top of the cheapest fare Skip this as all the user needs was included in the fare he picked The price is important but sometimes if I know I will be shopping there, the combined luggage weight aspect is the most important. 	Provide details (name, gender, contact) for each passenger	-
	around who to travel	 Discuss with travel partner to compare and agree. "Uses Skyscanner On Computer & Phone, Prefers Desktop, To See What's Available, Go Directly Through The Airlines Website To Compare Prices. Goes For Cheaper." 	 User takes a moment to digest the information hierarchy upon landing. User sets his / her departure airport preference, based on geolocation Dismiss the mandatory GDPR cookie popup 	 User fills in his flight details criterias User fills in departure and destination airport User fills in passenger number User fills in dates User clicks Search CTA "Adding Passenger: It's More Convenient To Use The "+" Button With A Mouse Click Than Typing The Number InIt's Like Amazon" "I Just Presumed The CTA Was Further Down The Page So I Didn't See It Immediatly Next, It Should Have A More Standing Out Colour" 	 User type in date in the specified format User clicks and select departure and return dates in the calendar ui Seeing the cursor flashing led me to type in the date instead of selecting on calendar 	• User takes time to carefully understand how the flights are sorted and organised. "Search Result Page, There's A Lot Of Info, I Need A Moment To Take It All In."	 User checks flight and compare price / time combinaison User makes compromises on flight preferences given the options available The flight choice is made in this order, priority price, then time and date. Depending on user, some avoid stop-overs "I Always Pick Direct Flight."	 User reads info related to each fare User selects the cheapest fare and want to see later how much it costs to simply add an extra bag without all the other options. "Took For Granted That A Cabin Luggage Should Be Included By Default." "I Want To Choose The Fare Option For The Entire Flight Up Front." "I Want More Transparency On Price And What It Includes." 	 Select the seat for each passengers and their preferences Skip this step and will be assigned a sit at check-in "I Hate When The Price Adds Up Just For "Normal" Options Like Seat Selection." 	 User must choose to rent / or not a car upon arrival User must choose to suscribe or not to a extra insurance (cancellation etc) 	 User reads info about pricing, sizes and weight allowance of baggages User skips the section all together The price is important but sometimes if I know I will be shopping there, the combined luggage weight aspect is the most important. 	names, gender, and contact. (mandatory) • User provide eventual	 User fills in payment details User select the "Price lock" option and must login to save this price.
CONTEXT	At home or at work, on	 User goes through aggregator and / or airline website User uses web browser on laptop User uses mobile app "Comparing Prices And Dates With Different Airlines Is Easier Using A Web Browser On A Computer" "Compare Price With A Friend In The Same Room On Different Airline." "Often Uses Aggregator To See What Airline Is Cheaper And Has Better Flight Time" "User Prefers Laptop As Screen Is Bigger And More Confortable." "I Use Incognito Window And A Vpn To Avoid Price Hike" 						User uses web browser on laptop User uses mobile app					
PAIN POINTS		 Concern on airline habits to raise prices if you previously looked for flights and didn't book yet. 	know where I am and should be automatically informed. I should not have to enter this manually. (Geolocation)	 Quick flight search form on landingpage can be missed if below the fold. It's confusing if next field to fill up in a form doesn't highlight to show you what's next info to provide. User wants to be prompt to fill in all mandatory input before she's able to click continue (avoiding getting an error message) Search CTA not immediatly spotted "Landing Page: I Never Browse What's Underneath The Hero Section Containing The Search Flight Form" "The "Continu" CTA Is Greyed Out And Cannot Proceed But Have No Idea Why And What Is Missing, Had To Scroll Back And Figure Out, But Unclear What Was Highlighted" "I Just Presumed The CTA Was Further Down The Page So I Didn't See It Immediatly Next, It Should Have A More Standing Out Colour" 	 sitting right next to its parent input field. Seeing the cursor flashing led me to type in the date instead of selecting on calendar 	 careful information hierarchy and design consideration around time, prices, stop over, etc Too much info at first glance can be overwhelming Sorting order can be confusing 	 overhead cabin bag without going somewhere else. Prices often don't include mandatory options, like choosing a seat or taking a cabin baggage aboard. Prices often don't include mandatory options, like choosing a seat or taking a cabin baggage aboard. User is getting details on fare once he picked his flight. Seems redundant as he already checked the differences before. 	 Comparing fare options, took for granted that a cabin luggage should be included by default. The user would like to choose the fare option for the entire flight up front. Prices often don't include mandatory options, like choosing a seat or taking a cabin baggage aboard. Choosing the fare type option is just ticking a checkbox and it not as obvious as a clear CTA. The user should be prompt to pick one. Fare options selection is perceived as intentionally confusing, some trust issues. Showing option greyed out (fare option business) as unavailable is not valuable, don't show me what I can't get/ Basic fare option doesn't garantee I can keep my hand luggage with me on board. brings concerns as to securing the bag with locks etc "I Assume I Have A Cabin Bag And An Overhead Bag But It Says: "Hold Luggage", Confused As What This Is." 	 and pricey (just for sitting) Skip button for this optional step is often undetected Some airlines do not provide free seats option. 	 Air miles are not bringing great offers in EU, miles club in general terms and thinks it's not worth joining the club when you live in EU at least. The user feels like the "add-ons" are irrelevant and is not inclined to purchase them. User gets the feeling they want to sell you more an more, I'm cheap, I want a fast track! "In Flight Food: Skip That, I Never Book These Things, Unless It's Overseas Very Long Haul Flight, Within EU, Never." "Meals: Thinking About It, Depending On Flight Time: Can't Remember It, And Is Doesn't Notice Flight Recap On The Right Handside" "Car Rental Page: Totally Irrelevant, I'd Just Skip That." "Meal, I Don't Need To Order A Meal For A Short Flight" 	The luggage options selection after choosing fare options in the first step becomes redundant. "The Baggage Upsale Is Annoying. Most People Would Ignore But Your Are Forced To Scroll Through It And Read"I Would Rather Skip That"" "It's Surprising That The Lowest Fare Doesn't Even Include An Hand Luggage" "Too Costly I'd Skip That." "I Disliked That The Bagagge Options Was Repeated Quite A Lot"	 User doesn't want to have baggage info again The total price for all passengers only appears clearly at this stage. "I Find It Weird To Have Baggage Option Again Here, At Least For Me, The Choice Was Made Earlier" "Now I Can See The Price For 2, It Would Have Been Nice To See This Earlier" 	 "Save your price" option is understood but useless, when user knows what she wants. Getting boarding pass by sms can cost extra. Giving to Unicef option: "This Is Very Nice From Norwegian But It Makes Me Feel Guity For Skipping It"
POSITIVES	Excitement about planning a new travel		elements on a page.	 Being presented with most common desitnations and airport to choose from and click to pick is great instead of typing in. 	 A calendar UI is preferred to quickly select a date rather than typing it in. Date selectors allow you to either type in the date in a "forced" format or just click a 	 Search results for each flight, clearly showing if it's direct or stop-over along with its duration is a plus. Able to switch date on search page without having to go back and search again is great. Showing alternative surrounding days of your 	 clicking and is clearly displayed. Difficult to see what the flight price displayed includes at first glance The user would like to choose the fare option for the entire flight up front. 	 Presenting fare options (3 is common) in a table format allows quick scanning and comparing of what the price includes or not. Fare options presented in table format with clear icons is great for a quick comparison. Easily finds link to compare each fare option available. By default the cheapest baggage fare option is selected in expanded panel below picked flight. "What I Do Like Is The Illustration Showing What Is Included In My Fare Chaice (Lyaggages Prayring). His A Nice Touch."	A map of the aircraft is clearly showing where seats are.	 Refundability is interesting, specially when you travel with kids Is interested to cancellation insurance but doesn't need it as he has an insurance with his credit card provider. Overall, car rental options are fine to be presented with, as you may need them at times. 		"Getting The Same Baggage Info Here, I Can Add Extra Baggage For My Wife :)"	Price lock is useful, it allows time to think and organise.

BOOKING PROCESS

RESEARCH

MOTIVATION

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