

	HOME SCREEN	BOOKING A FLIGHT	DESTINATION	DATE SELECTION	DEPARTURE	RETURN	FARES	OVERVIEW	EXTRAS	AFTER BOOKING
GOALS	<ul style="list-style-type: none"> Booking a flight Checking flight time Check-In Downloading boarding pass Comparing flights, dates and prices 	<ul style="list-style-type: none"> Putting in travel information 	<ul style="list-style-type: none"> Selecting destination 	<ul style="list-style-type: none"> Finding the right dates Comparing different dates 	<ul style="list-style-type: none"> Checking time Looking either for transit or direct flight Looking for price different 	<ul style="list-style-type: none"> Checking time Looking either for transit or direct flight Looking for price different 	<ul style="list-style-type: none"> Understanding what each fare is 	<ul style="list-style-type: none"> Understanding the whole journey from A to B 	<ul style="list-style-type: none"> Adding insurance Booking a hotel Renting a car Adding extra luggage Adding sport equipments Selecting seat 	<ul style="list-style-type: none"> Getting a conformation via email
BEHAVIOR	<ul style="list-style-type: none"> Goes straight to book a flight Logs in, if existing customer 	<ul style="list-style-type: none"> Fly from 	<ul style="list-style-type: none"> Writing or scrolling for destination 	<ul style="list-style-type: none"> Presses search button 	<ul style="list-style-type: none"> Checks the prices Checks if it is a direct flight 	<ul style="list-style-type: none"> Checks the prices 	<ul style="list-style-type: none"> Presses on the fare to see what it means but it takes him to the return screen 	<ul style="list-style-type: none"> Clicked on flight summary to check the total price 	<ul style="list-style-type: none"> Goes back to choosing seats but is very confused if he actually has a stopover or not 	<ul style="list-style-type: none"> Sharing flight information with other travelers Download boarding pass Organizing way to the airport
CONTEXT	<ul style="list-style-type: none"> At home or at work either on an app or laptop 	<ul style="list-style-type: none"> Last minute booking on the phone Knows the destinations and wants to check the prices and availabilities 	<ul style="list-style-type: none"> Flying either for travel or leisure Does not usually fly to extra ordinary places 		<ul style="list-style-type: none"> Comfortable departing time when having kids 	<ul style="list-style-type: none"> Comfortable return time when having kids 	<ul style="list-style-type: none"> Wants to see the options under each to know what he is paying for 	<ul style="list-style-type: none"> Feeling secure of no hidden costs 		
PAIN POINTS	<ul style="list-style-type: none"> Too noisy Too busy Home screen is too cluttered and full of adds 			<ul style="list-style-type: none"> Flight availability is not always right Low fare calendar is unclear Would be more useful to see the cheap fares on the calendar within the book flight section Calendar is a bit cluttered 	<ul style="list-style-type: none"> Shows flight that is not available annoyed the user Would be nice to see outbound and inbound to make it more clear 	<ul style="list-style-type: none"> Would be nice to see outbound and inbound to make it more clear Some features didn't work 	<ul style="list-style-type: none"> Presumes when clicking on "Plus" (fare), will tell her what it means When clicking on compare fare benefits the user had to get her glasses because there was too much to read Not getting to the point, not interested in policy when looking for fare meaning 	<ul style="list-style-type: none"> Flight overview is too big Need to start from the beginning if changes are required 	<ul style="list-style-type: none"> Disliked that it was showing business class fare when it was not available No skip options Need to scroll all the way down to continue Luggage description is not always clear He would have never known if there was a stopover if he didn't look for seats 	<ul style="list-style-type: none"> The homepage layout and the whole process was very busy
MENTAL MODELS			<ul style="list-style-type: none"> Looks up each air line to check where it goes 	<ul style="list-style-type: none"> Would expect to see a new screen for the return date to confirm 			<ul style="list-style-type: none"> Wouldn't normally click on 'Compare fare benefits' Not impressed by the features and is not willing to pay extra for the flight Expect to see the options under each to know what he is paying for 			<ul style="list-style-type: none"> Booking process is very straight forward