

Phase of journey	Homepage	Search location	Date & passenger selection	Flight selection	Add extras	Payment overview page
Customer Feeling						
Comments		<p>"I want an option to click "all airports" in London"</p> <p>"There is no search radius option for departure location"</p>	<p>"It is handy that the app automatically opens the calendar to select "return date" after selecting "departure date"</p>	<p>"I would stop at this point. I first want to know if the travel time is normal or not / direct flight or not"</p> <p>"I want to compare more flight options"</p> <p>"I like that the app shows me directly the outbound and inbound flight in overview"</p> <p>"I want more flight options in an overview &gt; e.g. a cheaper flight option when you fly really early in the morning"</p>	<p>"I like that the "basic" add on option is at the top pre-selected and the more expensive add on options are down below"</p> <p>"Wizz go" option is a big step compared to "basic" I get check-in bag and a lot of extras compared to just basic</p> <p>"I think it is strange that I would get more miles when I choose the most expensive upgrade. So I essentially pay for my miles..?"</p>	<p>"I disliked that the price was shown per person in overviews &gt; in the end it was multiplied because I travel with 2 adults"</p> <p>"I thought the price shown before was for both departure and return flight this feels misleading"</p>
Goals	<ul style="list-style-type: none"> <li>Check and compare flight options</li> <li>Book a flight</li> <li>Check status of flight</li> <li>Check-in</li> </ul>	<ul style="list-style-type: none"> <li>Easily search and select departure (options)</li> <li>Easily search and select destination (options)</li> </ul>	<ul style="list-style-type: none"> <li>Easily select flight departure and return date (options)</li> <li>Easily select amount and type of passenger(s)</li> </ul>	<ul style="list-style-type: none"> <li>Have flight options overview to decide on final flight(s) selection</li> </ul>	<ul style="list-style-type: none"> <li>Select only necessary extra's</li> </ul>	<ul style="list-style-type: none"> <li>Understand price summary</li> </ul>
Behaviours	<ul style="list-style-type: none"> <li>Quickly scanning through homepage to see how to navigate through the app</li> <li>Looking for menu or buttons to get to the users goal faster</li> <li>User gets annoyed by cookie pop up after clicking "book flights" button</li> </ul>	<ul style="list-style-type: none"> <li>Scans search menu to see how to navigate and use search system</li> <li>Looks for options to broaden or narrow down location search radius</li> <li>Getting confused when they cannot select "all airports"</li> <li>Getting annoyed when search bar does not remember previous searches</li> </ul>	<ul style="list-style-type: none"> <li>Looks for options to broaden date search radius in calendar</li> <li>Trying to adjust information after making a mistake</li> </ul>	<ul style="list-style-type: none"> <li>Scans flight selection overview by scrolling up and down</li> <li>Starts contemplating time vs price</li> <li>Trying to memorize flight option to compare to other flight option</li> </ul>	<ul style="list-style-type: none"> <li>Trying to understand what different extra options mean by scanning through information</li> <li>User sees the price shown before is only for "basic" option &gt; scrolls up and down to compare other options</li> <li>User assumes "free carry-on bag" means that you can take a trolleybag &gt; not true &gt; only a hand bag</li> </ul>	<ul style="list-style-type: none"> <li>Looking for price break down overview</li> <li>When not satisfied with the result: looking for how to change settings</li> <li>User was surprised to see an add for shoes at the end of booking proces</li> </ul>
Context	<ul style="list-style-type: none"> <li>Usually checks different airline companies and flight comparison services before actually booking</li> <li>Mainly used to book for leisure</li> </ul>		<ul style="list-style-type: none"> <li>Being flexible with date selection</li> <li>Not being flexible with date selection</li> </ul>	<ul style="list-style-type: none"> <li>Get overview in flight options to make choice faster</li> </ul>		
Painpoints	<ul style="list-style-type: none"> <li>Cluttered homepage confuses user</li> <li>Bad UI makes user miss important information or buttons</li> </ul>	<ul style="list-style-type: none"> <li>App shows destination option in search bar &gt; later in booking proces: not available</li> <li>Search bar "hits" are not sorted logically</li> <li>Search bar system does not "think" with user</li> <li>Options to broaden or narrow down search radius / options should be easier and more efficient</li> </ul>	<ul style="list-style-type: none"> <li>Save ALL search history so user saves time</li> <li>Make it easier to save previous searches</li> <li>Make it more clear for user what they are selecting: inbound or outbound date</li> <li>Selecting interaction should be more clear and intuitive</li> </ul>	<ul style="list-style-type: none"> <li>Easily adjust date &amp; time settings when user makes a mistake or changes their mind without going back in booking proces</li> <li>Overview of flight information should be more prominent and easy accessible for user</li> <li>Comparing different flight options should be easier for user</li> </ul>	<ul style="list-style-type: none"> <li>Not clear to user what extra options mean or include</li> <li>Selecting, understanding and comparing different add on options takes user a lot of time</li> </ul>	<ul style="list-style-type: none"> <li>"All prices are per passenger and include taxes" disclaimer info &gt; too small and user overlooks it</li> </ul>
Positives	<ul style="list-style-type: none"> <li>Clean homepage with search bar and navigation menu is helpful</li> <li>Prominent "Book flight" button saves user time</li> <li>Information regarding COVID-19 updates and flight restrictions is helpful</li> </ul>	<ul style="list-style-type: none"> <li>Option to select "all airports" in city / country</li> <li>Option to pick "current location"</li> <li>Arrow button to easily switch around departure and destination makes search faster for user</li> <li>Option to change currency</li> </ul>	<ul style="list-style-type: none"> <li>App being clear in communication and interaction saves user time</li> </ul>	<ul style="list-style-type: none"> <li>Being able to specify or make changes in search results</li> <li>"44 of 44 results sorted by price" &gt; shown above flight option boxes &gt; refers to sorting options &gt; gives user more overview</li> <li>Option to select different flight sorting. e.g. time, price etc.</li> <li>Overview bar shows "sneak preview" lowest price for a date earlier or later</li> </ul>	<ul style="list-style-type: none"> <li>Being transparant and clear about what extra options include and cost &gt; makes user not feel misled</li> </ul>	<ul style="list-style-type: none"> <li>Showing total pricing with "details" button</li> <li>Showing price indication from the beginning of booking proces</li> </ul>