Stage	Pre-Booking	Booking Process			Search and Select			Confirmation
Sub-Stage	Awareness / Research	Homepage	Airport Selection	Calendar	Review Options	Selecting flight preferences	Price / Add-ons	Payment
Goals	 Primary Goal: Book flight Secondary Goal: Secure competitive price Secondary Goal: Secure Desired Dates 	 Primary Goal: Book flight Secondary Goal: Secure Desired Dates 	Primary Goal: Book flight	 Primary Goal: Book flight Secondary Goal: Secure Desired Dates 	Secondary Goal: Secure competitive price	 Primary Goal: Book flight Secondary Goal: Secure competitive price Secondary Goal: Secure Desired Dates 	Primary Goal: Book flight Secondary Goal: Secure competitive price	 Primary Goal: Book flight Secondary Goal: Secure competitive price Secondary Goal: Secure Desired Dates
Context	 User typically books 5+ flights a year for work and leisure. Users predominantly short-haul fliers, but have undertaken long-haul trips with stopovers. Users tend towards using travel aggregator sites to research and compare prices but often prefer booking directly with carriers. Users tend to be familiar with mobile and desktop platforms. Users reported that desktop apps were preferred because of screen legibility. Users have a variety of social media, health, instant messaging and travel apps. Users will sometimes download apps created by flight carriers onto their mobile devices, primarily to manage bookings and store flight details e.g., boarding passes. Users reported that they typically don't use a physical mouse to interact with apps. "[I am a]standard holiday person, once or twice a year; on package holidays abroad, or long weekend breaks in the UK." 	 Users typically book flights whilst at home, or less often whilst at work for business travel. Users will often book flights for more than one person, particularly for leisure flights. 	Users prioritise convenience of departure location when booking and proximity of destination airport to end point of journey		 Shared details of the booking using screenshots through WhatsApp. Discussed departure times and costs. Users share flight details / screenshots with friends / families over WhatsApp in 'real time' Books flights with partner or shares select details on whatsapp User applies filters for price range & departure / inbound to control search results 		User review price breakdown to confirm and share with other travellers for transparency	Users will often pay themselves and get friends / other travellers to refund them.
Behaviours	 Uncertainty about what 'verified by Ryanair' means on Google search. Users gravitate towards 'official' search results and will tend towards avoiding search returns that have 'ad' links. 	 Users work systematically left-right and top-bottom Users have varying preferences for data entry, but generally prefer clicking buttons and icons to confirm selections. Typing forced users attention away from screens and they missed key pop-up information e.g., airport codes Users often won't scroll down pages, or past the point of what they need, such as entering dates / number of travellers / offers. Users will ignore or don't notice advertising and key information e.g., T&C's and safety information if it is not located near to the data entry for flights. Users get 'lost' in navigation menus that repeat information. Functionality through the navigation bar allows users to find information in a way that suits them, Highlighted buttons guide user behaviour. Some users will scroll past options for car hire at the start of the process. Users hesitate to know whether they can book car hire / hotels / flights as a combination because it isn't clear. Even new customers looked for options to manage their booking / check-in on the homepage. Large adverts distract the eye and make it too easy to ignore information lower down on page if you are booking for a specific flight Pop-ups dismissed as distracting Advertising on pages with key flight information ignored Users reported that they avoided chatbots and "preferred human interaction" 	 When drop-down menus are offered to select origin/destination, the user fails to notice that they can also enter data manually by typing. Users don't notice three letter airport / destination / origin prompt. Users are guided to enter the destination when a popup automatically opens there once origin has been populated. User types in origin / destination because the drop down results show a limited selection listed alphabetically. 	 Users have an aversion to entering dates manually "I prefer to click on things" A calendar drop down attracts users attention more than a data entry box. 	Users overlooked 'change details' on results page because it was discretely located	 Arrival times generally considered less important to user than departures User clicks left / right arrows on results slider bar to navigate options User applies filters for price range & departure / inbound to control search results 'Cancel selection' option used to alter flight selection 	Price is the first thing users scan on the page User selects baggage allowance based on length of the trip. Frequent flyers more aware of pricing limitations e.g., on baggage User wants more flexibility when selecting baggage. Says that at time of booking they often don't know what they'll take. User would like to see flights with connections on results page "because they may offer better prices." User tries to sum up prices in their head.	User carefully reviews the price breakdown to confirm before sharing with other travellers for transparency.
Mental Models		Users understand terms such as 'search' and 'apply' on buttons to complete actions.	 Users expect to see a drop down calendar. Users are familiar with universal icons e.g., to represent people when needing to choose number of passengers. Users are familiar with the user of plus and minus symbols, to increase or decrease quantities. Users are familiar with DD/MM/YYYY convention. 			Signposts helpful when following convention e.g., 'i' for information	Three-tier pricing convention fits with user's mental model	
Positive Interactions		 Ability to click on items to complete actions Users return to the navigation bar if they get 'lost' on the homepage. The option of 'not sure where to go' helps "if I am after an unplanned short break" Previous searches saved on the homepage stop users from repeating actions. Opening options for car-hire etc. in new window doesn't interrupt users' goal of booking a flight. Users are typically aware of what 'apply promo' 	 Users identify 'all airport' option for major hubs helps reduce burden, and saves multiple searches. Users note that auto-populating their location saves time and effort "not my location but at least UK". Filters to prioritise price range / times / type of trip, help me to show what is most relevant to my goal. 	Calendar showed at least 2 months when it opened, allowing user to see overlaps across months.	 Users notice short summary of flight selection at top of results page. User notices 'change flights' on review page as useful chance to change details Steps of process represented graphically which user reports is helpful User finds progress bar 'very helpful' because they know when to expect certain information to be released 	 Displaying alternative flight options / costs alongside the preferred option to allow comparison User values slider bar displaying alternative flight options / costs alongside the preferred option to allow comparison Using 'i' menus to reveal further information, or explanations when users hover over prices Page explains reasons to choose 'add flex' options e.g., for connecting flights Divulging information about differences in flights early in the booking process e.g., whether it is openjaw / stopover Visual confirmation of actions e.g., 'tick' when an option is selected Results page highlights key flight details in red e.g., where a flight arrives the following day (+1d) "Forthcoming warning of limited seats helpful for me to prioritise booking" 	User appreciates use of colour to differentiate fare options Duplication of effort e.g., selecting flight class then selecting additional options for baggage / seats	User notes helpful to include option to 'lock' prices for a set period of time
Pain Points		 Users hesitate when pages use obscure language e.g. 'discover'. Users show frustration when automatic drop-down menus obscure entry fields and frustrate their goals. Options for longer stays / city breaks are missed because they are too far down the homepage "that could have been useful for me. Users reported that information for existing bookings, or managing bookings, was hard to find, or 'hidden' by advertising. User does not expect to see 'economy / business class selection on the homeage - usually later in process - so does not notice it. Pop-ups and CTAs that are difficult to close interrupt flow. Nature of the language used on CTA can be offputting e.g. "Why are you not subscribed?" isn't an inviting question 	 Prompts such as 'type three letters' are unclear; which letters, of what? User "felt stupid" because the website showed destinations both as country and location, and they weren't fully aware how the information matched up. Greyed out options indicate to users that they can't select certain destinations based on their search parameters. When departure location not populated it adds to burden on user. Complex search options such as 'region' ask a lot of user's knowledge. 	 User forced to count number of nights stay in head because it isn't displayed on screen; even though it fits with most user's mental model which is holidays being sold based on number of nights. Colours of dates in calendar are similar to highlighted selected dates, causing uncertainty. Highlighted dates not displayed for long enough before calendar closes so user doesn't have time to confirm the selection. Calendar for return date starts at the 1st of January, so user has to scroll through dates again. 	 Users note that flight summary at top of results page doesn't clearly differentiate outbound / return flights User notes inconsistent information on check-in process presented between outbound / return flight details with no explanation; online check in for one but not the other. Flight details 'i' offers no explanation for different carriers displayed for the same booking. Witholding of key flight informatione.g., open-jaw until end of booking process. Witholding of key flight informatione.g., open-jaw until end of booking process User unable to find action to progress. No graphic prompt to continue to next stage of booking process 	 User notes that the 'return flight' booking page is dominated by numbers and letters and the stage of the process is not clearly signposted. User notes that the location of flight times on screen - directly below date - can lead to confusion over whether it is duration / departure. Would "prefer departure time' under date of departure." User is not sure whether site is withholding information, specifically on alternative flights on the same day / departure times because there is not confirmation that only one flight is available that day. Partial reveal of benefits of different flight 'class' at search and select doesn't help inform decision 	Because results show Business Class, which wasn't selected, user considers that it is an "obvious upsell and pointless" User notices contradicting information provided in 'Flight Details' where symbols showing no baggage and text saying there is baggage don't match up. User stated that they would hesitate to 'enter promo code' because they didn't have sufficient clarity on the price. Users report mistrust of prices, mainly because they feel the information is 'hidden', or the infromation being presented inconsistently between prices per person or as a total. User isn't aware of what 'Value Fare' means, because it appears on every flight result. User confused because flight prices displayed on slider don't match results. Has to use 'Flight Details' to reveal why there is a difference; result shown on slider is the best price, but not the first result shown below. User stated they 'lacked confidence' of information given at flight detail stage because there were no details on baggage / seat costs / taxes etc. Users are unable to locate running total of prices. This is because "it isn't the focus of the page; which is the large, bold figures presented [for flight details]"	 No explanation of what rewards are e.g., Avios Branded promotions (e.g., frequent flyer schemes) not explained well enough User frustrated by selling add ons at confirmation stage
Positive Experience	•••••••••••••••••••••••••••••••••••••••	•••••••••••••••••••••••••••••••••••••••		<u> </u>		••••••		
Negative Experience			•••••••••••••••••••••••••••••••••••••••					