

	Want to travel	Home screen	Search for flights	Select flights	Flight options	Entering details
Mood						
Goal	<ul style="list-style-type: none"> Decide where to travel Decide when to travel 	<ul style="list-style-type: none"> Searching for flights 	<ul style="list-style-type: none"> Searching for deals 	<ul style="list-style-type: none"> Find a good flight, cheapest good flight 	<ul style="list-style-type: none"> Choosing the best flight option 	<ul style="list-style-type: none"> Book a flight
Behaviour	<ul style="list-style-type: none"> Searching through flight websites and travel aggregator 	<ul style="list-style-type: none"> Look for flight Uses apps for specific airlines and aggregators 	<ul style="list-style-type: none"> Flexible with the travel dates. 	<ul style="list-style-type: none"> Price / time / date combination is important when choosing flight. 	<ul style="list-style-type: none"> Selects round-trip flights Did not have to share flight info 	<ul style="list-style-type: none"> Fill in and confirm information
Context	<ul style="list-style-type: none"> Searching from home or while commuting Uses smartphone 	<ul style="list-style-type: none"> Searching from home or while commuting Uses smartphone Clear book button Simple and clear when there are few features on the home screen Good that less relevant features are not on the home screen 	<ul style="list-style-type: none"> Uses smartphone From home or while commuting Good that you can choose direct flights as an alternative Good that you get alternatives to choose near airport and favorites Clear when the days you choose are highlighted Unavailable days grayed out in calender 	<ul style="list-style-type: none"> Uses smartphone From home or while commuting Good that you can see price of the days around the date you have chosen 	<ul style="list-style-type: none"> Uses laptop From home 	<ul style="list-style-type: none"> Uses laptop From home Marking fields that did not validate
Pain points		<ul style="list-style-type: none"> Boring A lot going on <p><i>“Why so many features on the home screen?”</i></p> <p><i>“Do you need ‘book flights’ in several places?”</i></p>	<ul style="list-style-type: none"> Round trips are most common but not prioritized Unclear process for adding passenger <p><i>“Dont want a preselected ‘From’ unless its correct ”</i></p>	<ul style="list-style-type: none"> Messy search results Stressful and confusing with pop-up Do not want to scroll too much on each screen Expects you can click on the entire line when choosing flights <p><i>“Why are flights you cannot book in the choice options?”</i></p>	<ul style="list-style-type: none"> Unclear what you get when choosing different price ranges To many steps to choose flights Travel details below the continue button Important to have date on the summary <p><i>“Want clear info about what is included in the flights”</i></p>	<ul style="list-style-type: none"> Year begins in 1900 and you have to scroll to your birth year Want to be able to go back at all stages of the process Mandatory fields not clear Validation kept user from filling in form year / month / day. Had to start with year <p><i>“Why force to change the keyboard? Do not like”</i></p>