

CONDUCTING THE SEARCH	SELECTING DESTINATIONS	DATE SELECTION	SELECTING THE FLIGHTS	FLIGHT INFORMATION	CONFIRMING BOOKING
<p><b>GOALS</b></p> <ul style="list-style-type: none"> <li>Find where to book flights on company site</li> </ul>	<p><b>GOALS</b></p> <ul style="list-style-type: none"> <li>Select Airports at desired cities</li> <li>See if other airports at city</li> </ul>	<p><b>GOALS</b></p> <ul style="list-style-type: none"> <li>Select dates that have flights available</li> <li>See clearly when the user cannot fly</li> </ul>	<p><b>GOALS</b></p> <ul style="list-style-type: none"> <li>Read the information for all flights available on the chosen day</li> <li>Get information on other flight suggestions</li> <li>Compare information presented</li> </ul>	<p><b>GOALS</b></p> <ul style="list-style-type: none"> <li>See the relevant information - prices, times, airport, duration.</li> <li>Select the best suited flight</li> </ul>	<p><b>GOALS</b></p> <ul style="list-style-type: none"> <li>Confirm details of flight</li> <li>Purchase the flight</li> <li>Receive ticket and confirmation email</li> </ul>
<p><b>BEHAVIOURS</b></p> <ul style="list-style-type: none"> <li>Google Searches</li> <li>Avoids Aggregate sites</li> <li>Selected Prompted Airport from Dropdown</li> </ul>	<p><b>BEHAVIOURS</b></p> <ul style="list-style-type: none"> <li>Select airport from prompt in the drop down</li> </ul>	<p><b>BEHAVIOURS</b></p> <ul style="list-style-type: none"> <li>Typing dates when DD/MM/YYYY format is displayed</li> <li>Scroll through calendar months to make sure correct day is selected</li> </ul>	<p><b>BEHAVIOURS</b></p> <ul style="list-style-type: none"> <li>Analyze and compare options given to choose flights best suited to the user</li> </ul>	<p><b>BEHAVIOURS</b></p> <ul style="list-style-type: none"> <li>View prices</li> <li>View airports</li> <li>View duration of flight</li> </ul>	<p><b>BEHAVIOURS</b></p> <ul style="list-style-type: none"> <li>Wants to get straight to confirmation and payment page after making final decision on flight</li> </ul>
<p><b>CONTEXT</b></p> <ul style="list-style-type: none"> <li>Websites</li> <li>Apps</li> <li>Communicated in Person and via Phone</li> </ul>	<p><b>OBSERVATIONS</b></p> <ul style="list-style-type: none"> <li>Liked that data was retained from the first pop up (destination field) - felt like a personal experience</li> </ul>	<p><b>OBSERVATIONS</b></p> <ul style="list-style-type: none"> <li>Scrolling through calendar instead of entering date</li> </ul>	<p><b>OBSERVATIONS</b></p> <ul style="list-style-type: none"> <li>Showed different airports within selected city clearly</li> <li>Warning given when different airports were selected for departure and return</li> </ul>	<p><b>OBSERVATIONS</b></p> <ul style="list-style-type: none"> <li>Missed CTA of full flight price in top right hand corner</li> </ul>	<p><b>OBSERVATIONS</b></p> <ul style="list-style-type: none"> <li>Lost interest when there are too many steps</li> </ul>
<p><b>PAIN POINTS</b></p> <ul style="list-style-type: none"> <li>User couldn't easily find where to book on the screen</li> <li>Had to scroll to see Flight Search option</li> </ul>	<p><b>PAIN POINTS</b></p>	<p><b>PAIN POINTS</b></p> <ul style="list-style-type: none"> <li>Dates can be selected even when no flights are scheduled on that day</li> <li>"getting hopes up"</li> <li>Wants more information on how many flights available per day</li> <li>Showing timetable for the year unnecessary. Only wanted to see time period selected</li> </ul>	<p><b>PAIN POINTS</b></p> <ul style="list-style-type: none"> <li>When departure flight was selected, the screen jumped to the next step and confused the user</li> </ul>	<p><b>PAIN POINT</b></p> <ul style="list-style-type: none"> <li>Flight information not shown clearly for departure and return flight</li> <li>Detailed Itinerary only shown after flights were selected</li> <li>Flight duration was confused for the duration of the layover</li> <li>Company products not explained to the user, e.g. loyalty packages</li> </ul>	<p><b>PAIN POINTS</b></p> <ul style="list-style-type: none"> <li>Too many steps after selecting flights before confirmation was given</li> <li>Options to only log in or sign up. User didn't want to create an account</li> </ul>