













POSITIVE
NEGATIVE

WHERE TO GO, WITH WHO & WHEN	SEARCH ONLINE	FILLING IN SEARCH FORM	FLIGHT TIMES	FLIGHT PRICE	SELECTING FLIGHTS	CHECKING INFORMATION	ADDING BAGGAGE	SELECTING SEAT	SELECTING MEAL	PASSENGER INFORMATION	CHECKING ALL INFORMATION
											
<p>GOAL Deciding where to go on holiday and who / how many people are travelling and when to go</p> <p>BEHAVIOUR Getting a group together and deciding where everyone has been or wants to go</p> <p>Looking at weather forecast for places</p> <p>Deciding what is in their price range</p> <p>CONTEXT Over messaging on facebook or whatsapp</p> <p>At someone's house</p> <p>PAIN POINT Not everyone wants to go to the same place</p> <p>Finding dates that everyone is free</p> <p>Taking time off work</p>	<p>GOAL Find flights that fit everyone's criterias of time, price and location</p> <p>BEHAVIOUR Opening up various sites that show a range of flight times and prices</p> <p>One person might do this for the group or everyone can look at the same time and share their finding</p> <p>CONTEXT At home / work</p> <p>On laptop, phone or tablet</p> <p>PAIN POINT Opening up multiple tabs</p> <p>Sometimes can be hard to look at a range of flights on an app, easier on a tablet or laptop</p>	<p>GOAL Fill in the initial flight information such as airport / dates / number of passengers</p> <p>BEHAVIOUR Fill out the information according to the plans made with the group</p> <p>CONTEXT At home / work</p> <p>On laptop, phone or tablet</p> <p>PAIN POINT Not knowing what airport to go to or arrive at destination</p> <p>Might take a long time to fill in the initial information</p>	<p>GOAL Choosing the right flight times for the group</p> <p>BEHAVIOUR Looking through all the times to find one that is suitable for travelling there and back</p> <p>CONTEXT</p> <p>PAIN POINT Majority of the time you have to choose a set time for there and back - can't choose what flight you want to take there and what to take back</p> <p>Some sites don't show you days before and after so you can have the choice of changing your dates according to the price</p>	<p>GOAL Finding a price that is suitable for the budget</p> <p>BEHAVIOUR Looking through the prices, maybe filtering it from low to high price to ensure all options are given</p> <p>CONTEXT</p> <p>PAIN POINT In correlation with flight times and if there are any stop-overs to be made.</p> <p>Might not include a booking fee and additional costs like seat selection or check-in baggage.</p>	<p>GOAL Finding the right flight time and cost and then selecting the option and making the booking</p> <p>BEHAVIOUR Making a decision as a group to what time and price os good for everyone</p> <p>CONTEXT</p> <p>PAIN POINT Showing the price per person or the total price or any additional costs added on top</p>	<p>GOAL Seeing if you have selected the correct information</p> <p>BEHAVIOUR Looking on the page to find out how much the total price is and whether you have filled in the information correctly or selected the correct flights</p> <p>CONTEXT</p> <p>PAIN POINT Some sites don't show you all the information that you have put in already</p> <p>Doesn't show you where you are in the booking process and what else you have left to do before paying</p>	<p>GOAL Adding a check-in luggage to your trip</p> <p>BEHAVIOUR If its a long trip you want to add extra luggage so look to see if there is a button to allow you to add luggage</p> <p>CONTEXT</p> <p>PAIN POINT Sometimes they don't show it and by the time you get to booking you still have no idea where to look for it</p> <p>It could be something you add at the end but you don't know until you get there</p>	<p>GOAL Selecting the type of seat you want</p> <p>BEHAVIOUR If you are require certain seating you want to be able to select your seat accordingly and also if you want to sit with your group</p> <p>CONTEXT</p> <p>PAIN POINT Doesn't come up and it something you do when you check in</p> <p>Only gives you options to book one type of seat and not select it using an image</p>	<p>GOAL If it's a long trip, selecting your dietary preference for the meal</p> <p>BEHAVIOUR If you have dietary requirements you can choose what type of meal you want on your trip</p> <p>CONTEXT</p> <p>PAIN POINT Only gives you one option for all passengers</p> <p>Don't ask at all you find out later</p>	<p>GOAL Filling in all the passenger information</p> <p>BEHAVIOUR Fill in the passenger names and passport info of everyone that is travelling</p> <p>Make sure you have everyone's details at hand</p> <p>CONTEXT Over the phone through facebook or whatsapp to get all the information</p> <p>PAIN POINT You don't know other passenger details so you have to ask them and wait for a response</p> <p>You can be timed out if you don't do this sooner</p> <p>There is no warning telling you to get this information ready before booking</p>	<p>GOAL Checking all the information is correct before payment</p> <p>BEHAVIOUR Want to make sure that all the information is correct before committing to payment</p> <p>CONTEXT</p> <p>PAIN POINT Sometimes doesn't allow you to check the whole purchase</p>