

	Discovery		Actions								Booking	
	Deciding to fly	Homepage	Airport Selection	Date Selection	Number of Passengers	Flight Select	Fare Type	Passenger Details	Extras	Seat Selection (optional)	Flight Summary	Payment
Mood												
Goals	<ul style="list-style-type: none"> <li>To book a flight to a desired location for business or for a holiday</li> <li>Booking for either themselves or a group</li> </ul>	<ul style="list-style-type: none"> <li>To start the booking process</li> <li>To check-in</li> <li>Searching for information on hotels and rental cars</li> <li>Finding COVID-19 Updates</li> <li>Manage Booking</li> <li>Clicks to accept cookies</li> </ul>	<ul style="list-style-type: none"> <li>To choose the departure airport</li> <li>To choose destination airport</li> <li>To choose all airports in the region</li> </ul>	<ul style="list-style-type: none"> <li>To choose the flight date</li> <li>To choose return flight date</li> </ul>	<ul style="list-style-type: none"> <li>To choose the number of people flying in the booking</li> </ul>	<ul style="list-style-type: none"> <li>To book flights as around or as close to the preferred times</li> <li>To avoid any flights with long layovers</li> <li>To book the shortest flights available</li> </ul>	<ul style="list-style-type: none"> <li>To book a fare that includes luggage</li> <li>Would like to have leg room and a meal included but only if its within budget</li> </ul>	<ul style="list-style-type: none"> <li>To book a fare that includes luggage</li> <li>Would like to have leg room and a meal included but only if its within budget</li> </ul>	<ul style="list-style-type: none"> <li>The user is still wanting to review prices and information on the food options</li> <li>The user is also looking to see options on leg room space</li> </ul>	<ul style="list-style-type: none"> <li>The user is looking to secure a seat that is a window seat, has leg room and is close to the airplane exits</li> </ul>	<ul style="list-style-type: none"> <li>Now given the option, the user wants to review the booking summary to check for any mistakes before continuing to payment</li> </ul>	<ul style="list-style-type: none"> <li>The user wants to complete booking</li> <li>Also share the flight information</li> </ul>
Behaviour	<ul style="list-style-type: none"> <li>Deciding where to fly to and from which airport</li> <li>Comparing prices and flight times</li> <li>Sharing flight options with participants</li> <li>Discussing options and timings with participants involved</li> <li>Working out financial cost</li> </ul>	<ul style="list-style-type: none"> <li>Notifies inspirational imagery</li> <li>Goes straight to the navigation in the middle of the page</li> </ul>	<ul style="list-style-type: none"> <li>Starts typing the first few letters of the airport departure name and clicks on the auto suggest for all airports (London)</li> <li>Starts typing the first few letters of the airport destination name and clicks on the auto suggest for the option they were looking for (Barcelona)</li> </ul>	<ul style="list-style-type: none"> <li>User clicks on the date selection and a drop-down calendar opens</li> <li>Uses the calendar to select over typing as an option</li> <li>Selects departure date realises she needs to select "return flight" option to later select return departure date</li> <li>Comes out of the calendar and selects "return flight" option and re-opens calendar</li> <li>First date is still selected. Hovers over to select the return flight date.</li> </ul>	<ul style="list-style-type: none"> <li>Clicked people icon to change No. of passengers and uses the "+" to add 2 adult passengers</li> </ul>	<ul style="list-style-type: none"> <li>Clicks "Search Flights" button</li> <li>Notifies the flights shown are not on the date previously selected</li> <li>Hovers over top bar for the date selection and then clicks on certain days, means that there is no flights that day "why did I let me select it in the first"</li> <li>Appreciates that she can still select alternative flights on the same days instead of going back</li> <li>clicks on the "+" key to select the next day to fly out, as there is only a few days with flights that need.</li> <li>Scrolls down the page noticing each flight, notices that stop over destination airports were not included in the information boxes</li> <li>Sees a icon signalling that is the cheapest flight on that day</li> <li>Selects flight</li> </ul>	<ul style="list-style-type: none"> <li>Once it's selected a drop down box opens below the flight details</li> <li>User notices that the options are colour coded between each class and the information is labelled with icons</li> <li>After review the user selects "Economy Plus" as it had luggage and seat selection included</li> <li>mentions that she's a bit surprised you don't even get seat selection with the standard economy and is wondering if food is included as there is no information or where to add it"</li> <li>Chooses the same for the flight back but struggles to find the total (in the top right corner)</li> </ul>	<ul style="list-style-type: none"> <li>Clicks on sticky flight details box that opens to display all flight details.</li> <li>Starts filling out details</li> <li>On passport number the user clicked on "?" tooltip expanding a image and a description showing where the passport number is</li> <li>Fills out remaining details and clicks next</li> </ul>	<ul style="list-style-type: none"> <li>User starts scrolling down available seats</li> <li>Notices on the right side is a image of the entire plane and notices as the scrolls down the page, a section highlights which section he is on the plane and says "that's quite handy"</li> <li>Is looking at the other options to find out about leg room, says "must be in seat selection"</li> <li>Appreciates that she can also get insurance as an option</li> <li>Notifies icons for infant thronely seats and which ones are not available</li> <li>Notifies "X" to secure front seats, clicks on it and sees a small description saying extra leg room</li> <li>Selects the seat and presses the continue</li> </ul>	<ul style="list-style-type: none"> <li>Starts reviewing all the information inputted</li> <li>Looks at the navigation bar to see how many steps are left "just the payment left"</li> <li>clicks on continue</li> </ul>	<ul style="list-style-type: none"> <li>Clicks on "Cost breakdown"</li> <li>Starts typing in billing name and address</li> <li>clicks on "Credits/Debit" option</li> <li>fills in card details</li> <li>clicks "Next"</li> <li>User clicks on social media icons and likes that she can send the booking summary through social media</li> </ul>	
Mental Model	<ul style="list-style-type: none"> <li>Has a set day they would like to fly</li> <li>Has rough idea of what time of day/night they would like to fly</li> </ul>	<ul style="list-style-type: none"> <li>Expects the website to know the Users Region</li> <li>The user expects the navigation to be in the middle of the page from experience and to stand</li> <li>The user expects the navigation be user friendly and not complicated</li> </ul>	<ul style="list-style-type: none"> <li>Expects the website to auto suggest departure/destination airports</li> <li>The user would want a list of airports to appear in order to find the right one if they haven't found it</li> <li>The user wants unavailable flight dates to be easily visible</li> <li>If they have selected a invalid date, they would want a notification/pop up to inform them</li> </ul>	<ul style="list-style-type: none"> <li>Expects that any date or time selection will come with a calendar or a visual aid over typing the dates</li> <li>The user wants unavailable flight dates to be easily visible</li> <li>If they have selected a invalid date, they would want a notification/pop up to inform them</li> </ul>	<ul style="list-style-type: none"> <li>Expects and likes to see clear iconography to distinguish</li> </ul>	<ul style="list-style-type: none"> <li>User already has a mental picture of where the flight times should be on the page (from left to right)</li> <li>User wants the flight duration to be included within each option</li> <li>User wants the information layout to be orderly and uncluttered</li> <li>User wants the cost to be seen easily for each flight and to easily find the cheapest.</li> </ul>	<ul style="list-style-type: none"> <li>User expected that there would be different fare options but didn't expect the standard to have less than what she had hoped</li> <li>User was left confused about the options for food but presumed it might be later</li> </ul>	<ul style="list-style-type: none"> <li>User says the UI is simple, no clutter</li> <li>User wanted to review all the flight information before filling out the details in case of any errors</li> <li>User mentions they tend to skip past extras</li> </ul>	<ul style="list-style-type: none"> <li>User mentions that there is good spacing between each option</li> <li>User is still left wondering if there will be an option for leg room</li> <li>User mentions they tend to skip past extras</li> </ul>	<ul style="list-style-type: none"> <li>Mentions that a vertical layout to very easy to use than horizontal</li> <li>Icons are useful and I can see easily which seats are taken</li> </ul>	<ul style="list-style-type: none"> <li>Mentions it's very straight forward and nothing distracting</li> <li>Appreciates having one last opportunity to double check everything</li> </ul>	<ul style="list-style-type: none"> <li>"The price is very easy to spot"</li> <li>"Price breakdown is quite handy if you are caring business I imagine"</li> <li>The user also says having the option to share the flight summary would save time compared to having to go into her emails</li> </ul>
Gains		<ul style="list-style-type: none"> <li>Inspirational imagery makes the home page inviting</li> </ul>	<ul style="list-style-type: none"> <li>Likes that he doesn't have to type everything with the auto suggest</li> <li>Likes having the option to select all regional airports</li> <li>Finds Barcelona "easy," from dropdown list and clicks to populate Destination airport</li> </ul>	<ul style="list-style-type: none"> <li>She likes the full calendar and finds it useful to see the days in this view as it's similar to her MacBook's calendar</li> </ul>	<ul style="list-style-type: none"> <li>When selecting passengers she noticed that she doesn't have to type the amount in and has to use the "+" which she compares how its easier and references amazon.</li> <li>Very easy and quick</li> <li>Good use of iconography</li> </ul>	<ul style="list-style-type: none"> <li>The user appreciates she can see other flight options clearly and the flight duration</li> <li>The user appreciates being able to see options for earlier and later dates because if the option isn't available, she can see straight away what other dates are available</li> </ul>	<ul style="list-style-type: none"> <li>Information was colour coded and very distinct from each other</li> <li>Liked the use of icons to outline what was included and the differences</li> <li>Likes that she could see the price change instead of</li> </ul>	<ul style="list-style-type: none"> <li>Lots of information shown for flight details in pre-expanded box - Option to Hide details</li> <li>Says the "?" button is helpful</li> <li>Says it's easy to understand and nothing to distract you</li> </ul>	<ul style="list-style-type: none"> <li>Liked the fact it has insurance as an extra as she has forgot to purchase it before</li> <li>The spacing and layout was uncluttered</li> </ul>	<ul style="list-style-type: none"> <li>The user liked the visual aid of the plane</li> <li>Vertical Layout easy to navigate</li> <li>On seat selection they included iconography of a plane to indicate which seats are suitable for infants which she thought was a great use of iconography</li> </ul>	<ul style="list-style-type: none"> <li>Mentions it's very straight forward and nothing distracting</li> <li>Appreciates having one last opportunity to double check everything</li> </ul>	<ul style="list-style-type: none"> <li>Likes that the cost is very visible and can be expanded to show how the cost is broken down</li> <li>Having the option to share would save a lot of time than going into her emails and asking everyone to send their email hands to send the information.</li> </ul>
Pains	<ul style="list-style-type: none"> <li>Banner takes too much space</li> <li>Page feels a little cluttered</li> </ul>	<ul style="list-style-type: none"> <li>User didn't like that the airports were not grouped together by region</li> </ul>	<ul style="list-style-type: none"> <li>Didn't like that they had to go back to select return flight said it wasn't obvious</li> </ul>			<ul style="list-style-type: none"> <li>Didn't like that dates were not flexible to the certain times she wanted to go</li> <li>Didn't expect to be looking at the wrong date and not to be notified nor that she was still able to select those dates within the calendar in the first place</li> </ul>	<ul style="list-style-type: none"> <li>Standard economy class didn't include seat selection and the user only found out later as she "expected it was included and wasn't informed it wouldn't be included"</li> <li>Had to take a moment to find the total and wanted it to stand out more and maybe somewhere closer in the page</li> <li>Wanted it to be more clear about options for food</li> </ul>		<ul style="list-style-type: none"> <li>User is still left wondering if there will be an option for leg room</li> </ul>	<ul style="list-style-type: none"> <li>Didn't particularly like that once again had to pay extra and says they should be more up front with costs although it's not much</li> </ul>		
Context	<ul style="list-style-type: none"> <li>At home</li> <li>At Work</li> <li>Using either a PC, phone or tablet</li> <li>With a group or by themselves</li> </ul>	<ul style="list-style-type: none"> <li>At home</li> <li>At Work</li> <li>Using either a PC, phone or tablet</li> <li>With a group or by themselves</li> <li>Might decide not to book on first visit</li> </ul>	<ul style="list-style-type: none"> <li>At home</li> <li>At Work</li> <li>Using either a PC, phone or tablet</li> <li>Might decide not to book on first visit</li> </ul>	<ul style="list-style-type: none"> <li>At home</li> <li>At Work</li> <li>Using either a PC, phone or tablet</li> <li>With a group or by themselves</li> <li>Match when they want to fly</li> </ul>	<ul style="list-style-type: none"> <li>At home</li> <li>At Work</li> <li>Using either a PC, phone or tablet</li> <li>With a group or by themselves</li> <li>Still might decide not to book on first visit</li> </ul>	<ul style="list-style-type: none"> <li>At home</li> <li>At Work</li> <li>Using either a PC, phone or tablet</li> <li>With a group or by themselves</li> <li>potentially has to let the rest of the group know it's the day after they are flying.</li> <li>Still might decide not to book on first visit</li> </ul>	<ul style="list-style-type: none"> <li>At home</li> <li>At Work</li> <li>Using either a PC, phone or tablet</li> <li>With a group or by themselves</li> <li>Everyone potentially involved is committed to that date</li> <li>Has decided to book</li> </ul>	<ul style="list-style-type: none"> <li>At home</li> <li>At Work</li> <li>Using either a PC, phone or tablet</li> <li>With a group or by themselves</li> <li>Everyone potentially involved is committed to that date</li> <li>Has decided to book</li> </ul>	<ul style="list-style-type: none"> <li>At home</li> <li>At Work</li> <li>Using either a PC, phone or tablet</li> <li>With a group or by themselves</li> <li>Everyone potentially involved is committed to that date</li> <li>Has decided to book</li> </ul>	<ul style="list-style-type: none"> <li>At home</li> <li>At Work</li> <li>Using either a PC, phone or tablet</li> <li>With a group or by themselves</li> <li>Everyone potentially involved is committed to that date</li> <li>Has decided to book</li> </ul>	<ul style="list-style-type: none"> <li>At home</li> <li>At Work</li> <li>Using either a PC, phone or tablet</li> <li>With a group or by themselves</li> <li>Everyone potentially involved is committed to that date</li> <li>Has decided to book</li> </ul>	<ul style="list-style-type: none"> <li>At home</li> <li>At Work</li> <li>Using either a PC, phone or tablet</li> <li>With a group or by themselves</li> <li>Everyone potentially involved is committed to that date</li> <li>Has completed the booking</li> </ul>