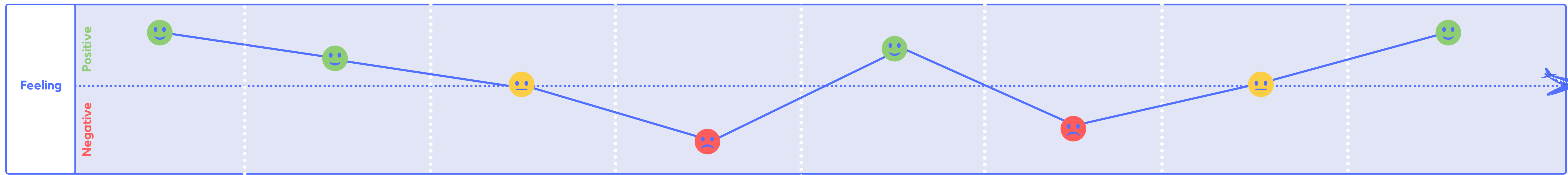


Context	<ul style="list-style-type: none"> <li>Some users travel for business, others for pleasure.</li> <li>Some users search for flights on desktop, whilst at work.</li> <li>Many users access the internet on their phones.</li> </ul>	<ul style="list-style-type: none"> <li>Users may search for flights multiple times before booking.</li> <li>Users might check availability and prices with other airlines.</li> <li>Some users are open to destination ideas.</li> </ul>	<ul style="list-style-type: none"> <li>Users might have specific dates in mind.</li> <li>Other users may be open to different dates and want to compare prices.</li> <li>Some users are open to different airports options.</li> </ul>	<ul style="list-style-type: none"> <li>Users prioritise dates and times over price if they are travelling for a specific reason.</li> <li>Other users prioritise price over flight dates and times.</li> <li>Users need to be notified of stopovers.</li> </ul>	<ul style="list-style-type: none"> <li>Users may be travelling alone or as a group.</li> <li>Users need to be notified of any red flags in their selection.</li> </ul>	<ul style="list-style-type: none"> <li>Users may have seating preferences or want extra legroom.</li> <li>Users may want to add baggage to the hold, others prefer cabin bags.</li> <li>Some users want to book hotels, car hire or airport parking.</li> </ul>	<ul style="list-style-type: none"> <li>Users pay via debit / credit card.</li> <li>Some users prefer to pay via Apple Pay or Paypal.</li> <li>Users might pay for the whole party in one transaction, or want to split the bill.</li> </ul>	<ul style="list-style-type: none"> <li>Users will need to access booking confirmation at a later date.</li> </ul>
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Goals	<ul style="list-style-type: none"> <li>Browse destinations and travel providers online.</li> <li>Check diary / work rotas.</li> <li>Assess finances and work out a budget.</li> </ul>	<ul style="list-style-type: none"> <li>Browse or book flights.</li> <li>Book holiday packages.</li> <li>Research destinations and prices, and compare against current packages.</li> <li>Search for flights according to chosen dates.</li> </ul>	<ul style="list-style-type: none"> <li>Check days match dates.</li> <li>Get a rough idea of flight availability and price.</li> </ul>	<ul style="list-style-type: none"> <li>Check availability of flights and prices.</li> <li>Refine search according to price, take off or landing times.</li> <li>Check baggage prices / inclusions.</li> </ul>	<ul style="list-style-type: none"> <li>Double check selected flight.</li> <li>Get a full and final price.</li> <li>Get more details.</li> <li>Share chosen flight with the group.</li> <li>Save flight choice for later / lock-in price.</li> </ul>	<ul style="list-style-type: none"> <li>Select seats.</li> <li>Add baggage.</li> <li>Add extras including hotels, car hire, or airport parking.</li> </ul>	<ul style="list-style-type: none"> <li>Secure the chosen flight at the quoted price.</li> <li>Pay for flights.</li> <li>Ensure contact details are correct to receive confirmations.</li> </ul>	<ul style="list-style-type: none"> <li>Obtain final booking confirmation.</li> <li>Share booking confirmation with the rest of the party.</li> <li>To check-in and download boarding passes.</li> </ul>
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Behaviours	<ul style="list-style-type: none"> <li>Perform Google searches.</li> <li>Search for flight options via Skyscanner.</li> <li>Go direct to airline websites.</li> </ul>	<ul style="list-style-type: none"> <li>Most users use the main 'search flights' function on the homepage.</li> <li>Some users prefer to use the main navigation bar to find the flight search tool.</li> <li>Some users prefer to type in their departure / destination, others prefer to select airports from a list.</li> </ul>	<ul style="list-style-type: none"> <li>Some users use the booking calendar, others opt to type in dates.</li> <li>Some users search for flights on two devices, simultaneously, to avoid price hikes.</li> <li>Some users like to use the chart function to quickly see which dates are the cheapest.</li> </ul>	<ul style="list-style-type: none"> <li>For group bookings, one member of the party usually takes charge of the booking process.</li> <li>Users share screenshots with other travellers via Whatsapp.</li> <li>Users may leave the site at this stage, and search again at a later date.</li> </ul>	<ul style="list-style-type: none"> <li>Users might use the price lock feature for a business or group booking.</li> <li>Users may share their selection with the party at this stage.</li> </ul>	<ul style="list-style-type: none"> <li>Depending on the type and urgency of the booking, some users add baggage and select seats during the booking process, and others opt to add it later.</li> <li>Some users skip this stage.</li> </ul>	<ul style="list-style-type: none"> <li>Users use the auto-fill option when it is available.</li> <li>Some users like websites to store their information for future bookings, others prefer them not to.</li> </ul>	<ul style="list-style-type: none"> <li>Users share final booking confirmations with the group via email.</li> <li>Some users will check-in and download boarding passes straight away, if the flight is imminent.</li> </ul>
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Thinking	"What's my budget and what dates work best for me?"	"It would be good to have suggestions of cheap flight destinations from my chosen airport."	"I like it when the booking calendar highlights the cheapest and 'greenest' dates to fly."	"I can't understand how to select a flight and proceed with the process."	"I like the option to share the details of my chosen flight with other members of my party before booking."	"I'd prefer the option to add baggage and select seats at a later date."	"I like it when a website auto-fills my contact details. I like the option to pay via PayPal and Apple Pay."	"Yay, it's booked!"
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Positives	<ul style="list-style-type: none"> <li>Lots of options of providers.</li> </ul>	<ul style="list-style-type: none"> <li>Users like prompts like "Type 3 letters" in the departure / destination field and follow these directions.</li> <li>The 'Search' button changes colour when all fields are inputted and when hovered over.</li> <li>Users like it when a website remembers or guesses their choices correctly.</li> </ul>	<ul style="list-style-type: none"> <li>It is clear when the dates change colour once selected.</li> <li>A loading bar gives clarity to users when flight search results are loading.</li> </ul>	<ul style="list-style-type: none"> <li>Users find results easy to read when they are stacked on top of each other.</li> <li>Users like to see prices for dates either side of their chosen date.</li> <li>A key for Covid info helps users make informed decisions.</li> <li>Options to narrow or widen the search help users to achieve their goals quickly.</li> </ul>	<ul style="list-style-type: none"> <li>Users like the flexibility to change their flight and just pay the difference.</li> <li>Users like the option to share their selection with travel companions.</li> <li>Too much info can overwhelm the user, but it's good for it to be available as 'more information'.</li> <li>In the final stage users should be asked to 'review' their selection with the option to change it.</li> </ul>	<ul style="list-style-type: none"> <li>Quotes for hotels, car hire and parking are useful at this stage.</li> <li>A diagram of seating helps users with selection. Seats should change colour once selected. Seats should be greyed out if taken.</li> <li>Users like the option to skip this stage until later.</li> </ul>	<ul style="list-style-type: none"> <li>Users appreciate info about entering the country before confirming their booking.</li> <li>Users like it when a website inputs their info correctly.</li> <li>Users like a choice of ways to pay.</li> </ul>	<ul style="list-style-type: none"> <li>Users need to be given info on timeframes to check-in and add extras.</li> </ul>
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Negatives	<ul style="list-style-type: none"> <li>Not knowing where to start / too many options.</li> <li>Websites should be mobile optimised.</li> </ul>	<ul style="list-style-type: none"> <li>Prompts to add country and language, add another step.</li> <li>Users can struggle to find prompts to proceed in the booking process.</li> <li>The 'Search Flights' button needs to stand out.</li> <li>All flight search fields should be visible to users from the start.</li> <li>Homepage ads, videos and imagery distract the user from their goals.</li> <li>Flight search bars should be above the fold.</li> </ul>	<ul style="list-style-type: none"> <li>Users shouldn't be able to select dates with no flights available.</li> <li>If flights aren't available, it should be visible in the booking calendar / charts.</li> </ul>	<ul style="list-style-type: none"> <li>Drop downs for ticket options can be difficult for users to find.</li> <li>The take off and landing times can be confused by users.</li> <li>Users can struggle to work out how to select a flight on the flight results page.</li> <li>It should be clear if prices are per-person or for the whole party.</li> <li>Flight search results should confirm if there are no other flights that day.</li> <li>Options for business class flights show when unavailable.</li> </ul>	<ul style="list-style-type: none"> <li>Flight times should be shown in 24-hour clock to avoid ambiguity.</li> <li>A two tiered ticket offering of 'Economy' and 'Business' would be easier for users to follow.</li> <li>Users should be made aware of any additional costs like the 'Flex' option.</li> </ul>	<ul style="list-style-type: none"> <li>Users don't appreciate being asked to upgrade their tickets once they have already made their selection.</li> <li>Airlines need clearer messaging on ticket types and baggage inclusions.</li> <li>Aggressive up-selling can be off-putting.</li> </ul>	<ul style="list-style-type: none"> <li>Forms shouldn't force the user to input their info in a certain way, and if they do, it needs to be clear how users need to input.</li> </ul>	<ul style="list-style-type: none"> <li>Info about amending / cancelling a booking needs to be available in the confirmation.</li> </ul>
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