



Rick Sanchez, 40

Scenario

Mr. Sanchez is going to NYC for work. He needs to find and book a flight for the best price.

Expectation

Find the best prices on a travel site and then go onto the airline site to book.

Google Search

Compare

Book

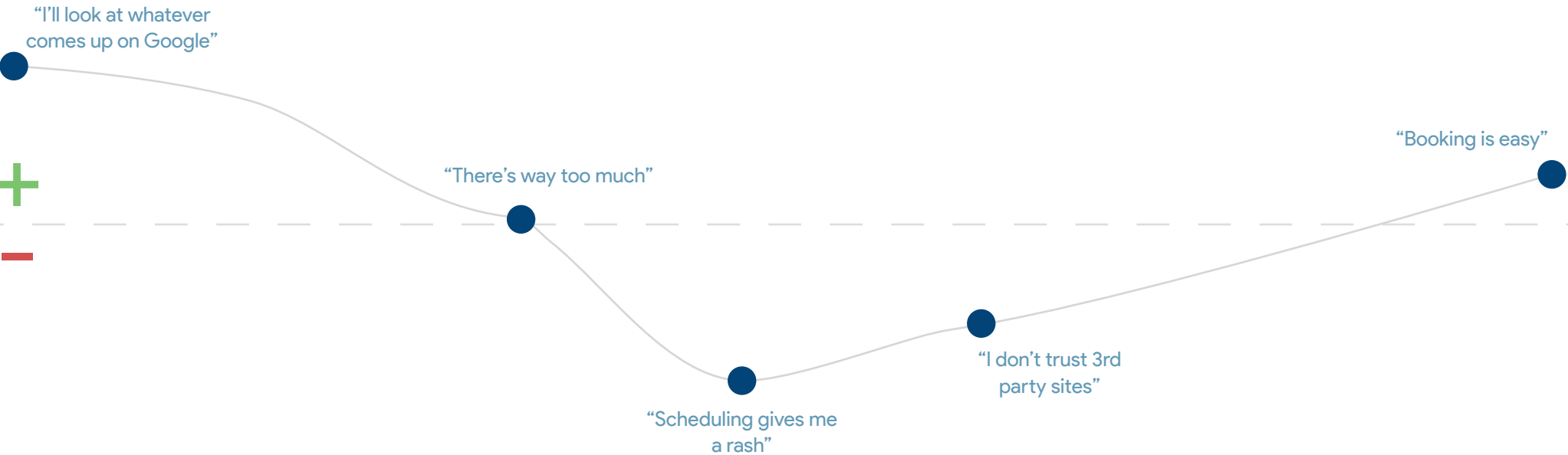
Actions

- Search for flights to NYC for his desired dates
- Open tabs for multiple travel sites.

- Goes through each tab in search for and to reassure himself of the best flight price.

- Go to airline website
- Enter information
- Book Flight

Mindset and Emotions



Opportunities

- Go straight to Travelocity

- Trust travelocity site
- Transparent Prices
- Fewer Tabs

- Implement CSR at booking stage. - Glow feeling that your money is going somewhere for good.