










Hotel Booking Customer Journey	Need to book a hotel	Home Page	Search Results	Map	Hotel Information	Booking Summary
<div></div> <div>Positive emotion</div> <div>Customer Feeling (What is the customer feeling?)</div> <div></div> <div>Negative emotion</div> <div></div>						
Customer Goals	<ul style="list-style-type: none"><li>I want to book a room for a weekend away</li><li>I want to use a website that allows comparisons</li><li>I want a good deal</li></ul>	<ul style="list-style-type: none"><li>I want to start the search</li></ul>	<ul style="list-style-type: none"><li>I want to know the locations</li><li>I want to know Price</li><li>I want a hotel that fits my needs</li><li>I want to narrow down choices</li><li>I want to compare</li></ul>	<ul style="list-style-type: none"><li>I want to pinpoint based on location</li><li>I want to pinpoint based on price</li></ul>	<ul style="list-style-type: none"><li>I want to see in more detail what this hotel has to offer</li><li>I want to see more pictures</li><li>I want to narrow down my selection</li><li>I want to choose</li></ul>	<ul style="list-style-type: none"><li>I want to review everything before I pay</li></ul>
Context	<ul style="list-style-type: none"><li>At home</li><li>In advance of a trip</li></ul>		<ul style="list-style-type: none"><li>Personal preferences specific to the user</li><li>Hotel location specific to the user</li><li>Price within budget</li></ul>	<ul style="list-style-type: none"><li>Close to specific landmark or area they have in mind</li></ul>		
Behaviours	<ul style="list-style-type: none"><li>Wants this to be quick</li><li>Interested in cancellation policy</li></ul>	<ul style="list-style-type: none"><li>Heads straight to search bar in centre</li><li>Likely to choose first destination option given by predictive search</li></ul>	<ul style="list-style-type: none"><li>Opens results in new tab</li></ul>		<ul style="list-style-type: none"><li>Images contribute towards decision</li><li>Looking for cancellation policy</li><li>User may close website at this part and return at a later date</li></ul>	<ul style="list-style-type: none"><li>Looking for reassurance</li></ul>
Mental Model	Booking.com	<ul style="list-style-type: none"><li>Search bar in centre</li><li>Search bar field under: Destination &gt; Check in &gt; Check out &gt; Number of rooms &gt; search</li><li>Calendar interface</li><li>Menu top left</li><li>Log in top right</li></ul>	<ul style="list-style-type: none"><li>Filters left of results</li><li>A selection of images</li></ul>	<ul style="list-style-type: none"><li>Basic info and summary</li></ul>	<ul style="list-style-type: none"><li>Lots of images that can be selected through</li><li>Room facilities</li></ul>	<ul style="list-style-type: none"><li>Booking summary clearly visible</li></ul>
Positives		<ul style="list-style-type: none"><li>Uncoluttered layout</li><li>Calendar UI easy to distinguish</li></ul>	<ul style="list-style-type: none"><li>Filters providing options to help pinpointing</li><li>Results layout Images &gt; basic info &gt; Price</li><li>User's booking summary visible (dates - location) etc</li><li>Map optional</li><li>Price in bold and larger size than information</li></ul>	<ul style="list-style-type: none"><li>Hotel list left</li><li>Pins on the map showing availability and price</li><li>Shows price</li></ul>	<ul style="list-style-type: none"><li>Short and concise information on hotel and room facilities</li><li>Images of specific rooms</li><li>Book Room CTA</li><li>Cancellation policy</li></ul>	<ul style="list-style-type: none"><li>Any special requests</li><li>Move forward to payment</li></ul>
Painpoints	<ul style="list-style-type: none"><li>Not familiar with area</li><li>Worried places will be booked up fast</li></ul>	<ul style="list-style-type: none"><li>UI can be distracting from inputting data correctly</li><li>Predictive destination errors</li><li>Pop ups appearing</li><li>Deals offered to early in the journey</li><li>Calendar hard to read</li></ul>	<ul style="list-style-type: none"><li>Too many options shown</li><li>A lot of scrolling is needed</li><li>Page can appear cluttered</li><li>Unavailable hotels shown after filters</li><li>Deals pop ups</li><li>Time consuming opening tabs and comparing</li></ul>	<ul style="list-style-type: none"><li>Shows unavailable automatically</li><li>Takes time to go through</li><li>Navigation back to search results and forward to information repeatedly, as well as opening of new tabs - can become confusing</li></ul>	<ul style="list-style-type: none"><li>Type of room hard to distinguish</li><li>Full information e.g breakfast, cancellation, not included</li><li>Dislikes too much scrolling</li></ul>	<ul style="list-style-type: none"><li>Unnecessary information cluttering the page</li><li>Unnecessary add ons</li><li>Important add ons e.g breakfast and double bed appearing at this point</li></ul>