

| Hotel Booking Customer Journey                    | Need to book a hotel  | Home Page  | Search Results   | Map   | Hotel Information   | Booking Summary   |
|---|---|--|--|---|---|---|
|   |   |  |  |   |   |   |
| Customer Feeling<br>What is the customer feeling? |   |  |  |   |   |   |
| Positive emotion                                  |   |  |  |   |   |   |
| Negative emotion                                  |   |  |  |   |   |   |
| 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 order- 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>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> <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> |