







# Customer Journey Map

## Hotel Booking Mobile App

Customer Name: Deryck  
Customer Age: 45

Booking Process	Home   Welcome	Date   Location Selection	Search Results	Room Descriptions	Optional Extras	Booking Confirmation
<b>Goals</b>	Open App to book a room	Select stay dates & location	Scan through results to refine search	View details of selected rooms	Select any extra's for stay	Confirm details & pay
<b>Mood</b>	 "Holiday mood images enticing" Happy	 Confused	 "Like to see hotel ratings in listing" Confused	 Engaged	 "Like to see hotel ratings in listing" Frustrated	 Content
<b>Behaviours</b>	Looks for clear ways to enter site	Enter dates & location for hotel search	Scan through list of results - looking for different information & view options	Looks through individual rooms to find best one	Looks at optional 'Extras'	Finalises booking & payment
<b>Positive Interactions</b>	<ul style="list-style-type: none"> <li>Optional sign-in</li> <li>Search criteria visible</li> <li>Attractive home screen</li> <li>Clear simple menu options</li> <li>Main menu visible throughout</li> <li>Language options visible</li> </ul>	<ul style="list-style-type: none"> <li>Flexible date option</li> <li>Payment &amp; cancellation policies visible</li> <li>Predictive text whilst typing area</li> <li>Option for map view of available hotels</li> </ul>	<ul style="list-style-type: none"> <li>Essential information visible</li> <li>'More details' visible</li> <li>Logical categorisation</li> <li>Option to amend search criteria visible</li> <li>Prices reflected clearly</li> <li>Specials shown clearly</li> <li>Ratings visible</li> </ul>	<ul style="list-style-type: none"> <li>Beautiful images of individual rooms</li> <li>Likes modern interiors</li> <li>Nice to see 'room layout' image</li> </ul>	<ul style="list-style-type: none"> <li>Extras selector clearly visible</li> <li>Easy to select and add</li> </ul>	<ul style="list-style-type: none"> <li>Succinct summary of final selection</li> <li>Only essential details needed &amp; clearly visible</li> <li>Security assurance visible</li> <li>Average cost breakdown</li> <li>'More details' option available before paying</li> </ul>
<b>Pain Points</b>		<ul style="list-style-type: none"> <li>Separate selectors for arrive/depart dates confusing</li> <li>Currency options not clear</li> </ul>	<ul style="list-style-type: none"> <li>Individual listings too big</li> <li>Package deals not clear</li> <li>Option to change currency not visible</li> <li>Doesn't want to see listing for other locations</li> </ul>	<ul style="list-style-type: none"> <li>Not enough information available to make decision</li> </ul>	<ul style="list-style-type: none"> <li>Certain extras like 'Personal Training' not enticing</li> <li>Not liked being presented with Extras before paying - feels 'pushy'</li> <li>Overly discreet '+' to select confusing</li> </ul>	<ul style="list-style-type: none"> <li>Forcing to sign-up before accepting payment</li> </ul>
<b>Nice to Have</b>			<ul style="list-style-type: none"> <li>Selection summary visible throughout</li> <li>Filter option visible</li> <li>Clear steps of process</li> </ul>	<ul style="list-style-type: none"> <li>Extra information on hotel and area</li> <li>Hotel contact details</li> <li>Clear details of what's included in the rate</li> </ul>	<ul style="list-style-type: none"> <li>Extras clearly stated in final price</li> </ul>	<ul style="list-style-type: none"> <li>Option to change search criteria</li> <li>Back button always visible</li> </ul>

Miro Board Link:

[https://miro.com/app/board/o9J\\_IE44CRI=](https://miro.com/app/board/o9J_IE44CRI=)