

Customer Journey - Hotel Booking: Jeff Miller

Time to book room	Begin a search	Choose a booking site	Set criteria	View and select options	Select price range	View hotel options	Select hotel	Select room options	Submit payment
<p>Goals: To book a room ahead of time. Find a room in the preferred destination and near specific attractions. Find a room within designated price range.</p> <p>Behaviors: Determine where to search online.</p> <p>Pain points: Not knowing where to begin the search. Not knowing if booking websites can be trusted. Not knowing if it is better to search for a specific brand of hotel in the area of your destination.</p>	<p>Goals: Find proper room with the preferred amenities. Quick and easy search.</p> <p>Behaviors: Set destination. Set dates. Select options and amenities. Select price range.</p> <p>Pain points: Selecting a booking website over searching for a specific brand of hotel. Navigating the booking sites.</p>	<p>Goals: An easy to navigate website. A website that will have what you are looking for.</p> <p>Behaviors: Navigating the website. Understanding options and clicking the check boxes to select amenities.</p> <p>Pain points: Poor navigation and confusing the search with too many third party discounts from the start of the search.</p>	<p>Goals: Select destination and dates. Confirm the options and amenities that you want.</p> <p>Behaviors: Click and select the preferred options and amenities.</p> <p>Pain points: Selecting amenities reduced the number of room options. Some of which were available after choosing a room. Lack of local information and mapson the surrounding area, and attractions.</p>	<p>Goals: Select the preferred options for amenities and convenience.</p> <p>Behaviors: Read through sets of options for each category and select the preferred amenities and conveniences.</p> <p>Pain points: The number of available hotels was greatly reduced during this process. The pages would refresh each time an option was clicked causing the user to scroll back down the page to where they left off.</p>	<p>Goals: Find a hotel room within a specific price range.</p> <p>Behaviors: Select a specific price range from a list.</p> <p>Pain points: Third party discount offers pop up and become distracting.</p>	<p>Goals: Select a hotel based on the selected criteria and location. Hotel has good customer reviews and testimonials. Find a hotel that provide certain services e.g. pool, spa with massage, salon, restaurant, etc.</p> <p>Behaviors: Click on links to various hotels based on price and photos provided on the booking websites. Read about each hotel and what they offer.</p> <p>Pain points: Some online images are deceiving. Some hotels do not have parking and other services that are desired.</p>	<p>Goals: Be confident that the chosen hotel is represented properly on the booking website and that it is located in the desired area that you expect.</p> <p>Behaviors: Select a hotel that meets your expectations and has the amenities and services selected.</p> <p>Pain points: Some bookings had a lot of small print that it was necessary to read and co easily over looked. Discounts continue to pop up and distract you away from a decision that you had made. Some online images do not represent the hotel upon arrival.</p>	<p>Goals: Find a room with the number of beds that you designate. Find a room with common appliances e.g. a refrigerator, a microwave, t.v., hair dryer, etc. Be confident that the online images were not deceiving and that the room will be what you expect.</p> <p>Behaviors: Select the room size. Select the number of beds and bed sizes. Select a room that meets your expectations and has the amenities and services you prefer.</p> <p>Pain points: Being distracted by too many other offers and discounts while finalizing your decision.</p>	<p>Goals: To pay for a room with ease and feel confident in your selection. To receive a confirmation email for your purchase.</p> <p>Behaviors: Enter personal information and credit card information. Click submit and wait for confirmation.</p> <p>Pain points: Some rooms had additional fees added to the total price of the booking.</p>