UX Design Diploma: Project 6

Customer Journey Map

Hotel Track

Desktop



By Kathryn Wheeler

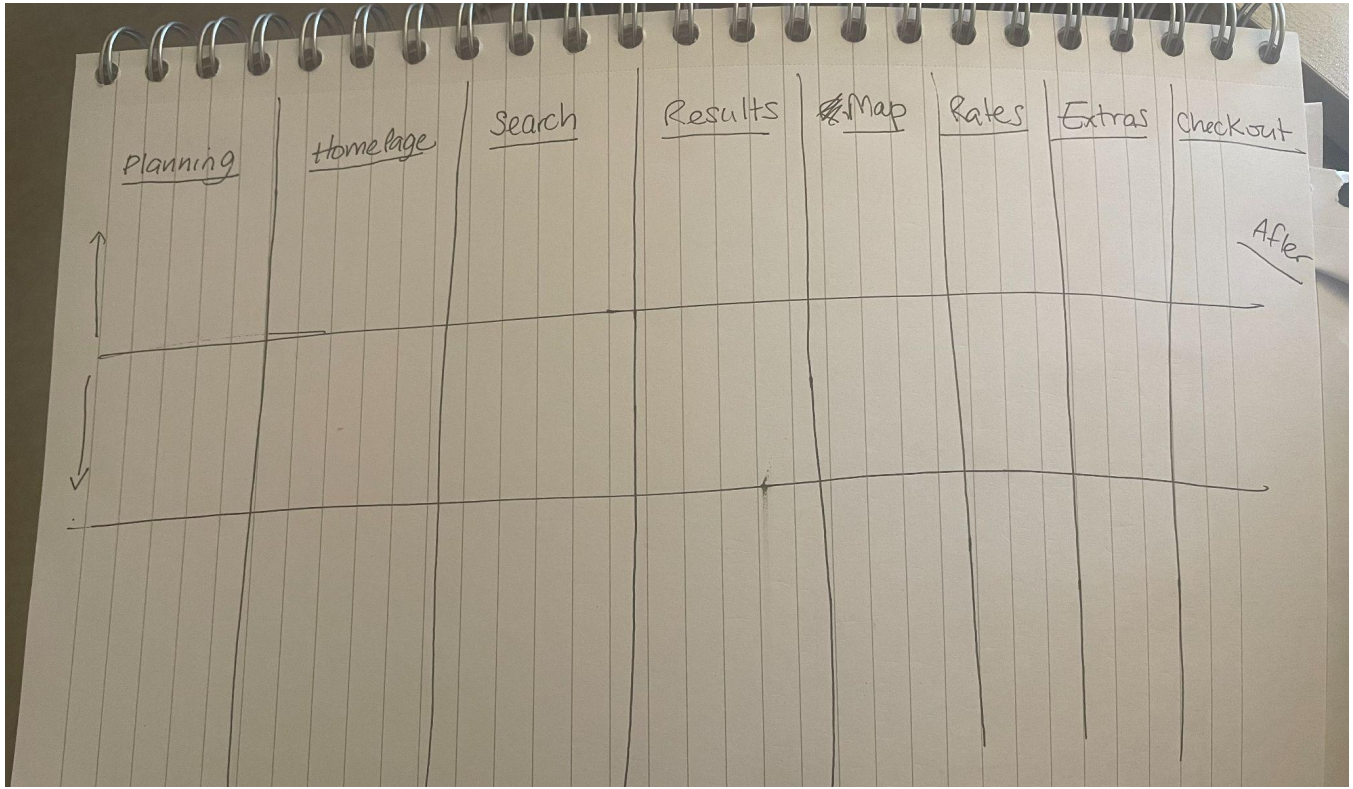
Objectives

- ❑ Create one customer journey map
- ❑ Learn how to translate research data into a structured document
- ❑ Showcase this technique in your portfolio

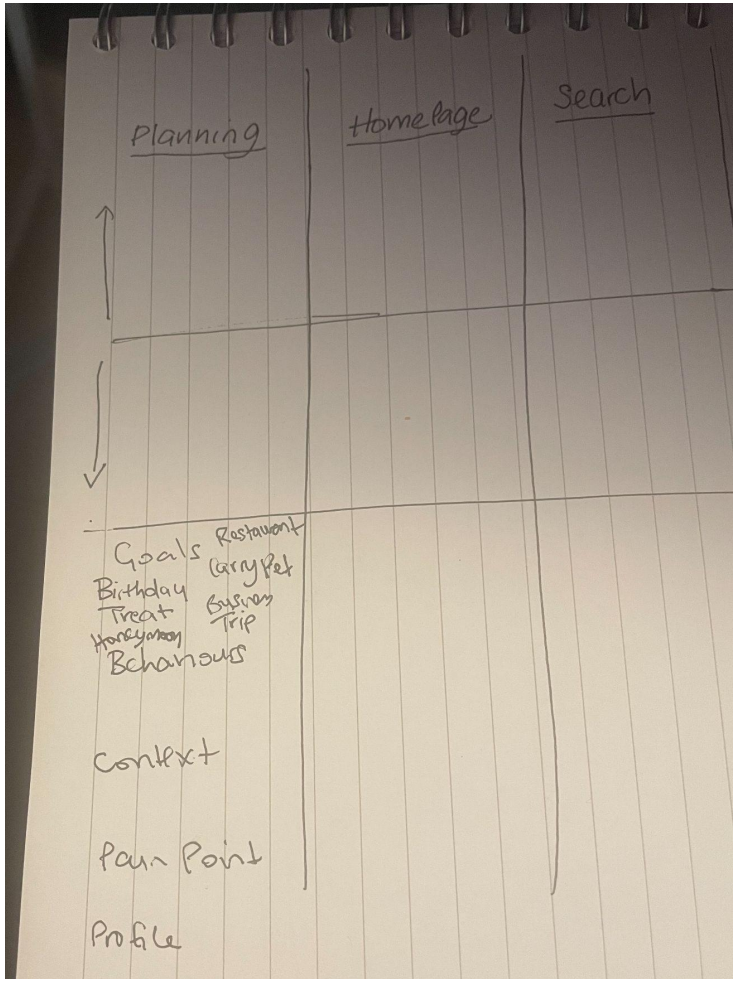
Tasks

- ❑ Use the customer journey map to define the high-level steps in the journey.
- ❑ For each step, document the goals of the user, any positive interactions or pain points, and whether there were any behaviours the website or app was not facilitating.
- ❑ Assess whether each step of the experience was positive or negative. Where relevant, add some direct quotes from your customers to help bring the journey map to life.

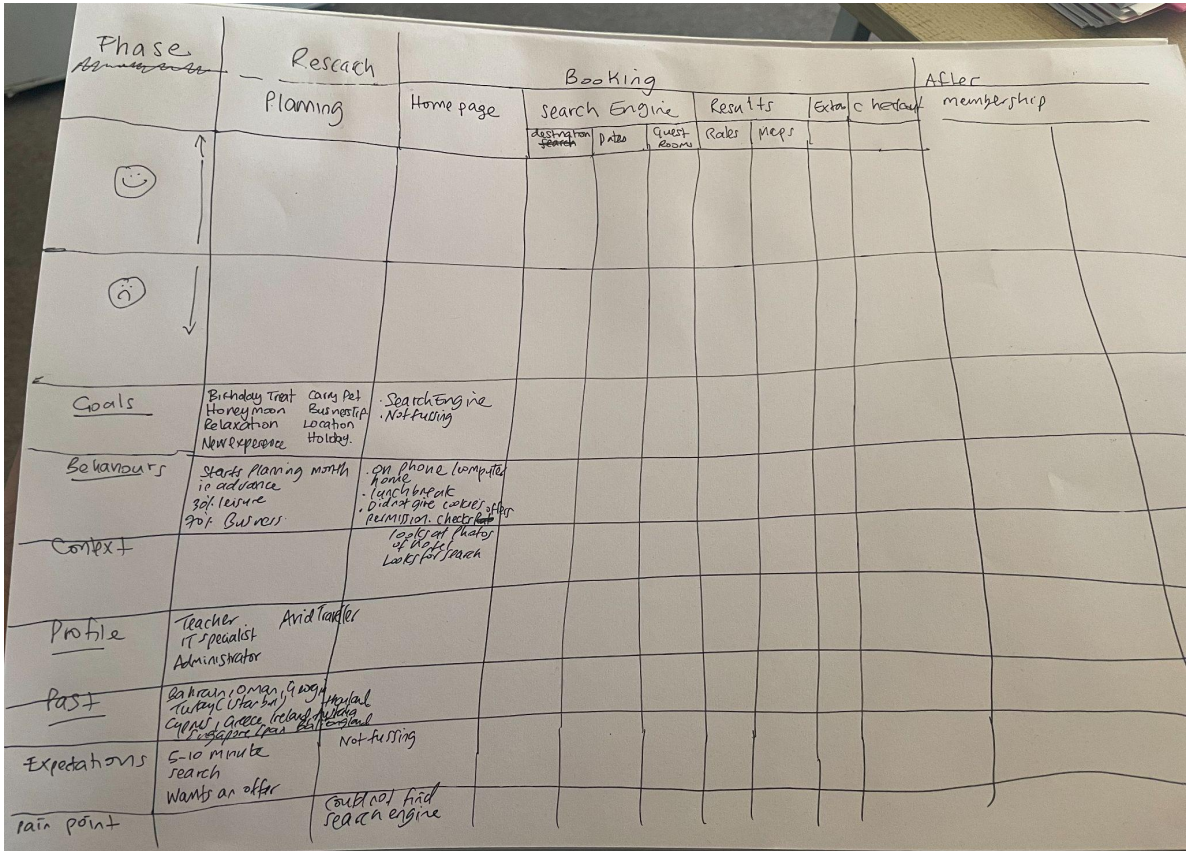
Process


Planning
Homepage
Search
Results
Map
Rates
Extras
Checkout
After

Process


Planning
Homepage
Search
Goals
Restaurant
Grey Pet
Birthday
Treat
Business
Trip
Honeymoon
Behaviours
Context
Pain Point
Profile

Process


Phase
Research
Planning
Booking
Home page
search Engine
destination
Dates
Guest Room
Results
Rates
Maps
Extra
Checkout
After
membership
Goals
Birthday Treat
Honeymoon
Relaxation
New Experience
Carry Pet
Business trip
Location
Holiday
· Search Engine
· Not fussing
Behaviours
Starts Planning month in advance
30% leisure
30% Business
· On phone (computer) home
· lunch break
· Did not give cookies permition. check
Context
Profile
Teacher
IT specialist
Administrator
Avid Traveller
Past
Expectations
5-10 minute search
Wants an offer
Not fussing
pain point
Could not find search engine

Process

Emotions Stickers



	RESEARCH PHASE	BOOKING PHASE								AFTER PHASE			
	PLANNING	HOMEPAGE	OFFER	SEARCH ENGINE			RESULTS		EXTRAS	CHECKOUT			
				DESTINATION	DATES	GUEST ROOMS	RATES	MAPS					
GOALS													
BEHAVIOURS													
CONTENT													
PROFILE													
PAST													
EXPECTATIONS													
PAIN POINT													

Link

Customer Journey Map - Click here