

Project 6

Customer Journey Map

Hotel Booking App

October 2021

Adele Rotella

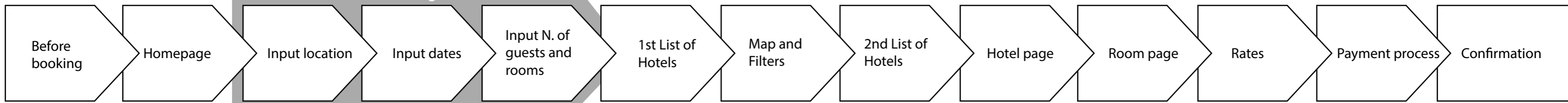
Objectives

- Create a customer journey map based on my research data
- Learn how to translate the research data into a structured document that will be useful to build a new software

Method

- I analysed the findings of my Affinity Diagram/Project 5. Its specific groups have been useful to define the high level steps of the user's journey but also user's goals, behaviours and mental models as well as positive and negative interactions with the software.
- Then I made a graphic layout as a grid. In the horizontal top row I put all the steps of the user's flow and in the vertical column I put the touch points of the user's experience.
- In each quadrant I went more specific with my findings, including my notes on the research data conducted, as well as some user's quotes, to bring the CJM to life.
- Finally I made some emoticons to sum up the user's feelings during the journey, but also to highlight what are the good interactions that need to stay and what can be improved in the software I am going to design at the end of the course.

Search Engine



Experience													
Goal	Users look for an accommodation for a family holiday, a special event (e.g. anniversary) or for a business trip.	Users are ready to start their research heading directly on the Search Engine.	The first interaction with the software is using the search engine to find a specific destination.	Users enter the dates of their stay.	Users enter the number of guests and, if there is any children, they'll select their age.	Users want to have already a good number of hotels that are good for their needs.	Users use the map and the filters to narrow the number of hotels.	Users want to find the hotel they need in this list.	Users want to have more information about the hotel selected.	Users want to find the room they need.	Users want to find the best rate for their need.	Users are ready to finish the process of booking by paying for it.	Users expect to receive an email with all the details about their booking.
Context	Users prefer to use the laptop at home and the smartphone when elsewhere.			Sometimes users have fixed dates to look at (e.g. a special event), other times users have some flexibility on dates (e.g. when booking with friends).	Sometimes users want to check if there are options for a big number of guests (e.g. a group of friends booking for an holiday).		Users are happy to use filters to reach their main goals; these depend on reason of the trip. <i>“ If we are going to spend a lot of time in the hotel I want to make sure to have the wi-fi for my son.”</i>					Some users are ok in creating an accounts, other are happy to continue as guests.	The email will be read quickly after the payment process or up to the day of the start of the stay.
Behaviour	Users google for an area and then search for accommodations nearby.	Users are mostly interested in using the Search Engine and not really interested in any other content on the homepage.	User types: name of a Destination + name of an Amenity (e.g. Rome Colosseum, Munich Airport)	Users like to scroll/spin through months and then to tap on 2 dates on the calendar.		Users want to have a quick look to the hotels in this list. Also users want to double check the location of these hotels using the map.	Users want to narrow their research selecting some filters. Users like to have a big number of filters, but in order not to limit the number of hotels, they will select just a few of them.	User is willing to check a few hotel pages to do some comparison before deciding the best hotel.	_The gallery of the pictures of the hotel are used by users to check the quality of the hotel, rooms and facilities available. _Users are happy to read some hotel info. <i>“ I want to read if this hotel is the one for me.”</i>	Users want to check the status of the room and bathroom.	Some users like to phone to the hotel to double check all the info found till now. Some users will be happy to add extras (e.g. bouquet) to their stay, others will not be interested at all.		Users are going to double check that all the info in the booking are correct.
Positive interaction	Users feel confident in booking an accommodation through a website or an app. For them is an easy task to complete.	Attractive pictures play a role in the users' mood. <i>“These pictures really put me in the holiday mode.”</i>	When typing a location, software uses autocomplete to speed the process. Software suggests amenities near the location as train stations, museum, etc.	If the ck-in and ck-out dates are on one calendar and the dates are highlighted, users complete the task with no effort. After selecting the dates on the calendar, a message with the total number of nights reassures the users.	Users complete the task with no effort. When the number of guests is already set for 2 and the user wants to book for 2 people, the user save time.	Users find useful having for each hotel in the hotel list _good pictures _distance (from the selected location) _cost info _rooms available	Filters users like most are: 1. Map 2. Price 3. Reviews	Users find useful having for each hotel in the hotel list _good pictures _distance (from the selected location) _cost info _rooms available	_The first interaction in the page is with the gallery of pictures. If good the users will go further _Users prefer when icons are used in place of text (e.g. for the facilities and perks available in the hotel) _Users save time if the page offers the Tripadvisor rating _Users tap on the "heart icon" to save the hotel into favorites	Users like to have some pictures of the room and bathroom. They want to have a short description for the room and prefer when icons are used in place of text (e.g. hairdryer icon)	Users like to have some rates to choose from. Users like to have a few payment options (e.g. pay now / pay later)	The payment process is mostly quick and easy to complete. A summary before paying reassures the users.	
Pain point	Extra contents like "Offers" look out of place on the homepage. <i>“ I don't think I am going to have any profit tapping on these contents.”</i>	Users feel confused when the software suggests multiple locations not related to the desired destination. This causes a waste of time. <i>“ For me, as European, Munich is only in Germany.”</i>	Any additional action or time consumed to do this task lead to a bad experience. E.g. _Users are bored by the process of tapping month by month. _ck-in and ck-out dates on 2 pages <i>“ I nearly put the wrong dates because of that.”</i>	User expects that: _the hotels in the list are close to the desired location _their desired location is in the middle of the map _the map offer a good level of detail on the hotels in the list If these 3 expectations are not met users are unhappy.	Often filters selected are not applied correctly. <i>“ I selected the filter "free parking" but sometimes filters don't work, so I need to make sure.”</i> (reading the hotel/room description or calling the hotel)	Users thought the price shown in the list was the total, not per night.	Additional button/menu in the hotel page, leading to other kind of contents (e.g. Offers) makes the user confused. <i>“ I didn't expect to have that button here.”</i> Users don't see "Select room", being a fixed button at bottom page.	The option choose your bed doesn't make sense, as user already selected twin room. Users want to be sure to reserve a certain room (e.g. two beds room - no double room) but this is subject to availability.	_The use pf acronyms and rates marked as "mobile only price" make users confused _Users annoyed and confused if there is a big number of rates available. Also users don't want to have/read an additional page for each rate _Users angry to find, just at this point of the process, that the better rates are reserved	A one long page, full of information to read and data to input, make the users lost. Dropdown menu with the list of countries (instead of autocomplete) slow down the process. Users are annoyed if software asks for personal information.			
Mental model	Their research starts using websites/apps they trusts as Google and Booking.com. They are ready to spend some hours on this task and to use multiple websites/apps to do comparisons.	Users like when the software speaks their own language and uses their currency.	Users have a clear idea on where they want to look for an accommodation. They expect to do this task quickly.	If dates are flexible, users expect to see the price chart as on Skyscanner.	First results are almost never the desired ones. The users are ready to narrow their research.	Conventions: _users prefer to have "Filters" and "Sort by" in 2 pages _map and filter in 2 pages Users feel annoyed finding filters as acronyms they don't know.	At this point some users would check on other websites/apps, if they can access to a better price for the same hotels.	_Users like the hotel description being with bullet points _Gallery of pics: users find quicker to scroll down the pics instead of having 1 pic per page _Tripadvisor pics and reviews are reassuring <i>“ I trust the customers pictures and I like to read the most recent reviews.”</i>	Users don't want to read a lot on this page.	Before paying users want to feel confident and satisfied by the info provided <i>“ I can't find if I can have free access to the pool... I am going to check on another website.”</i> Users expect to have a sum of what is included in the rate.	After comparisons, users complete the booking on the website with the quickest payment process + paypal.	Users want to have something tangible about the job/task they have just completed.	