

Project 6: Customer journey map - hotel booking website

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	Planning	Research						Commit		Overall experience
	Decision to travel >	Homepage >		Search results >		Hotel information >		Extras >	Make booking	
		General	Search form	General	Map	Overview	Room options			
Overall satisfaction										
Goals	To take a holiday with a partner abroad for a week Long weekend with friend in London	Offer summary shows flexible rate, breakfast included - meets user's sub goals	User would like to see prices against the dates in the calendar	User likes the weather widget "gets you a bit excited"		User needs to determine whether or not you need a swimming pool User needs be sure that restaurant is one you could have a meal in "rather than going out" Photos are clear, "plenty of them" - absence of photos may imply the hotel is hiding something User wants to see what supermarkets are nearby	Photos should "give a good idea of what the room size is" First room photo is close up "straight away I'd be thinking 'that's a very small Cheap toiletries "lets down the whole place" Room with "sea view would be nice" User finds promotion "Weekends in Style" which meets goal, includes champaign Room photos really important to "visualise how small it is"	User would find public transport discount more useful in central London than free parking A promotion with the restaurant would be good addition for guests User not interested in breakfast, would prefer to 'brunch' elsewhere		
Behaviours	Tends to book hotels that look nice from the outside	"Sometimes I'd look at the offers, but if I know exactly what I'm looking for, I'd go straight for the search"	User prefers calendar widgets over typing in dates as its easier to visualise	User likes look of hotel from its pictures User likes TripAdvisor ratings, regards 4.5/5 as "impressive" "I would always have Google Maps open in another tab"	User prefers to click on hotel pin from map rather than its entry in the list view User homes-in on map view option for hotels, rather than scroll long list	User notes the importance of the pictures User notes the importance of the reviews, and that she would read one or two of them User select Facilities - interested to know about what the hotel can offer Tends to check the menu to see what food is available	Screen only shows one photo "I would have liked a few" User hovers mouse over room photo, selects detail screen from there User would prefer to filter room options "just because I hate scrolling" User wouldn't commit a room options stage - they would want to compare other hotels User would prefer to choose twin room on occupancy step, rather than from room options			User prefers when information is more concise on a page
Context	Laptop at home Laptop at work Prefers to use hotels.com as you can save up awards that you can claim			User interested in finding best price, all other factors being equal		User would normally have 2-3 other hotels open in other tabs "to pick between In London location is important as you need to work out how to get there by public transport				
What worked well		"All those pictures would make me want to go there" User sees Seasonal Offer promotion, which she would always look out for Homepage image "classy" User likes all images "it looks superior" User spotted homepage promotion meeting weekend goal	Calendar auto-dismissed on selection of check-out date helping user focus on next step	List of hotels shows TripAdvisor ratings for each	Using the map, the user was able to quickly target the hotel nearest to beach Hotel filters include TripAdvisor rating, which user click's on 4 stars		Cancellation option shown clearly against room rates User happy to see cancellation options described with room rate Room options shows essential information against each - payment & breakfast options		On selection of room, user comes to booking screen, summary clearly presented in panel on right	
Pain points		User missed 'Book your stay' button in top-right-hand corner of page Hard to see the links when other images are on the background	Occupancy selection requires scrolling to view, user concerned she couldn't see the option User thinks they are selecting a city, when in fact they're selecting a hotel, which takes them directly to the hotel information, rather than search results Difficulty changing dates in calendar "I may just move on to another website" On selecting dates in calendar pop-up, there is no clear direction on what to do next (user must click X to close window to proceed) Fiddly or confusing check-in/out date selection component (eg use of same calendar for selecting both)	Unable to easily find map of hotels in search results Screen refreshes to show package not available on selected dates - why did it allow selection then? No option for viewing London hotel list on a map "which I think is really important" User doesn't think to click 'Update' button when changing search criteria Search results list show results outside London when sorted by price (location scope too wide maybe)	Map view doesn't include zoom controls, user unable to zoom easily User unable to see close button on hotel pop-up in map view User wants to compare two hotels in map, but is unable to	User cannot find information on local attractions from the hotel User cannot find how to book room - button label 'See all rates' not understood or seen	User needs to scroll a lot to see all the room options User misses 'personalise your stay' option User unable to find breakfast option in room, returns to hotel information screen User overwhelmed by long number of room options when trying to meet their criteria Room options require long scrolling - option for twin room very far down User wants to become member to take advantage of discount room rate but got hung up how 36 different room rate options, too many	User needs to scroll a lot to see add-ons Breakfast option at the bottom of add-ons list User unable to find option to add breakfast Extras "too many". Hotel trying to "throw more stuff at you and it takes longer in the process"	User frustrated "I wouldn't bother... unless it had free cancellation" No option to pay later, user backs out No summary of what the booking included before paying	"A little clunky"
Other observations		Card / grid layout of hotel ideas to complement primary search feature Clearly presented filter options, limiting choice if linear list, with most popular at top	Avoid moving images (eg carousels) especially when near to areas of focus for the user, such as the Search bar.	Search results link directly to room rates by default if chain of hotels is very similar, else results link to hotel info page first	Map view of results shown inline by default (rather than as link to a different screen)		Information overload, unnecessary repetition of form elements or messages			Limit use of colour, using accent colour to highlight key components Provision of progress bar / steps in booking process Consistent use of components across screen, single source of information For consistency, the UI component carries through later steps