Customer Journey Map

Project 6

Hotel Website Desktop Case Study

By Richard Styring

Objective & Tasks

→ **To create a customer journey map**

→ **To translate research data into a structured document**

→ **To suggest possible improvements that could be made to a hotel booking website**

All the research data from projects 1 – 5 was reviewed.

To translate the data in to a structure a customer journey I first divided the booking process into logical steps. For each step I described the users goals and offered a context in which the step took place.

I then documented the users behaviours and expectations for each step and included any positive or negative interactions from the usability tests.

To summaries each step I suggested improvements that could possibly be carried forward into a website redesign.
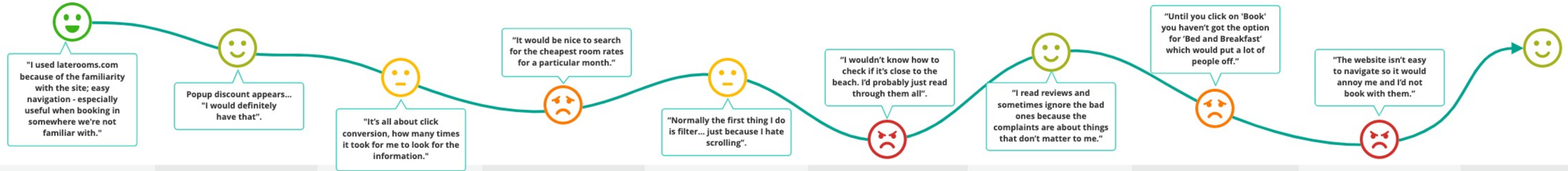
Customer Journey

This customer journey is based on the combined research conducted in projects 1 – 5.

Emotions: 🙂 Delighted | 🙂 Happy | 😐 OK | 🙁 Unhappy | 😣 Frustrated

New table

| Phase	Inspiration		Search & Research					Customisation		Book
Step	Deciding to Book	Home Page	Menu / Search	Date Selection / Calendar	Search Results	Finding Hotel Location	Hotel Details	Choosing a Room	Add-ons	Summary
Emotion quotes	"I used laterooms.com because of the familiarity with the site; easy navigation - especially useful when booking in somewhere we're not familiar with."	Popup discount appears... "I would definitely have that".	"It's all about click conversion, how many times it took for me to look for the information."	"It would be nice to search for the cheapest room rates for a particular month."	"Normally the first thing I do is filter... just because I hate scrolling".	"I wouldn't know how to check if it's close to the beach. I'd probably just read through them all".	"I read reviews and sometimes ignore the bad ones because the complaints are about things that don't matter to me."	"Until you click on 'Book' you haven't got the option for 'Bed and Breakfast' which would put a lot of people off."	"The website isn't easy to navigate so it would annoy me and I'd not book with them."	
Goal	• Choose a website. • Decide when and where to book.	• To get inspired! • To start their search.	• To enter their search criteria; location, number of guests (adults and children).	• To select the dates of their stay.	• To select a hotel. • To refine their search further.	• To locate the position of the hotel and what activities and amenities are nearby.	• To find out if this is a hotel they want to stay at.	• To select the type of room they wish to stay in.	• To choose additional options for their stay.	• To have an understanding of the price and what they are paying for.
Context	• Planning could take place at home, at work or while commuting. • Some people may have discussions with family, friends or colleagues.	• Most people surveyed used a computer to make a booking. • Some using a phone or tablet. • The majority said that they would return to the site more than 3 times before they booked.	• Price, location and hotel facilities were people's priorities when booking.	• Some users are flexible with dates so they can get the best price. • Others users have children so can only book in the school holidays.	• Users will have different deciding factors on what they are looking for in a hotel.	• Some users were looking for a hotel near the beach. • Another user was looking for a hotel on the tourist part of the island.	• Users will have different needs and requirements. • One user said they would look for a hotel with good reviews as they may be meeting friends there.	• Users will have different needs and requirements. • One user said that they would like to be able to book interconnecting rooms.	• Users will have different needs and requirements. • One user said they would use hotel transfer services.	• Users will have different needs and requirements.
Behaviour	• User decides on suitable dates and locations. • Research activities and amenities. • Makes travel arrangements.	• User looks at the photography. • Looks for any advertised discounts. • Conducts a search.	• User types in their destination and selects from a drop-down menus. • User selects number of rooms and guests.	• User clicks through the days and months on calendar and selects the dates they require.	• User assess the list of hotels. • User selects the search filters to narrowing down their search. • User doesn't like to scroll to much.	• User selects the map button to know more about the hotels position and surrounding area. • User doesn't read the hotel descriptions about location.	• User scrolls through photos of the accommodation. • User scans the page for the information they need.	• User selects the room that meets their needs and budget. • Photos are used to assess the size of the room.	• User selects the add-ons that they feel will improve their stay.	• User checks over the cost details ready for payment.
Mental Model	• Users appear to use the website they are most familiar with and have had the most success with in the past.	• Users will look at discount offers. • They want to see enticing photography. • Location suggestions are helpful.	• Users generally expect to see a search panel with input fields. • Small hotels chains may use a filter menu. • Everyone appears to understands the room and people icons displayed on search fields.	• Users want to select the dates they need as easily and as quickly as possible. • Users expect to see a calendar facility.	• Users are most familiar with a list of result cards for each hotel. • Aggregator websites usually include photos, price, amenities, location and review rating. • Smaller hotel websites may display a simpler listing.	• Most users are happy to use a map facility but will get angry if it's not easy to zoom in and out and move around.	• Users will look for information about the location, restaurant, swimming pool and amenities.	• Users are most familiar with a list of result cards for each room. • Some websites may present rooms on an expanding panel. • Users like see all the options on one page.	• Users expect add-on options to be presented in the form of a list or a group of cards. • All users want to be clear by this stage if free cancellation and breakfast are an option.	• User want to see the full cost and breakdown of what they are paying for. • Some users may wish to sign up for reward schemes or member discounts.
Positives	• When decisions can be made together when making a group bookings.	• Great photos of all aspects of the hotel give users confidence. • Strong messages can help with key words like 'stay' and 'save'. • Users like the deals offered.	• Overall users appeared to like it when a clear search panel was presented instead of a 'Book' button. • Users liked it when they could get to the information fast.	• One user expressed they liked it when the price is displayed on the calendar. • All users noticed when it was fast to navigate through the months.	• One user selected the 'Sort by' menu because they preferred to view results by price.	• A clear map button is displayed at the top of the search results. • The distance from the airport is displayed.	• Tripadvisor ratings are displayed. • All users said that reviews were a deciding factor in there decision to book.	• One website remembered the room selection if you left the page. • Highlighting selections with coloured borders helps the user to understand what they have selected.	• One website indicated your point in the check-out process which was helpful. • Add-ons backed up by a corresponding image appeared to work well.	• Summary and payment are all displayed without having to scroll down the page which is convenient. • Calm colours on light backgrounds make the page easy to digest.
Pain Points	• Organising groups traveling together. • Finding the right deal for travel and accommodation at the same time.	• When large imagery distracts users from the search functionality. • Too many adverts that the users does not read. • Some buttons are duplicated which is confusing for the user.	• One user said they didn't like having to pick a hotel from a drop-down menu. • Another person used the main menu at the top to find a hotel as there was no clear search panel on the page.	• One user has trouble changing the selection on the calendar because the date jumps around. • Check-out date is no longer set after clicking back in the browser.	• Adults-only hotels were displayed when doing a search with children. • It was not obvious that you could change the search criteria at the top of the page.	• Chat pop-up box obscures the map's zoom-in button. • Map doesn't display hotel names and confuses the user. • All users found locating the hotel a bit of a challenge.	• One user wanted to compare hotels facilities. Bad navigation meant they couldn't go back and compare hotels easily.	• Insufficient photos of the room. • Inconsistent room labelling. • Users doesn't understand m2. • Icons that are not backed up by good labelling. • Too many unnecessary features listed.	• '+Personalise your stay' link was not very visible or understood. • Many users were not clear if breakfast or free cancellation were included at this stage. • Long lists of add-ons.	• Some users found it difficult to step out of the booking process as there was no button to go back and book. • On user noticed that only the price per night was displayed not the whole period.
Possible Improvements	• Make it easier to share accommodation information with colleagues or friends.	• Keep the home page tidy and uncluttered, making sure the photography presents all aspects of the hotel in an appealing way.	• Make sure the search facility is a clear focal point of the page. • Location field – Make sure the suggestions in the automatic drop-down menu make sense.	• Include the date of birth for children so users don't have to guess their age when travelling. • Include rooms rates on the calendar.	• Make sure users know how to change their search dates.	• Consider displaying a list of search results and a map of locations all on one page. • Clearly label hotels on the map.	• Possibly add a 'Hotel comparison' or a 'Save to favourites' feature. • Include good images and clear information about the hotels amenities.	• One user suggested being able to pick a date and see the room options on one page.	• Try and include breakfast and free cancellation before this stage of the journey or include a filter with these options. • Keep add-ons to a minimum.	• Include all details of the booking in the summary including price per night and the total cost. • Include check-in and check-out times.

Creating the journey

→ **Miro was used to illustrate the typical journey for customers based on the combined research I had conducted**

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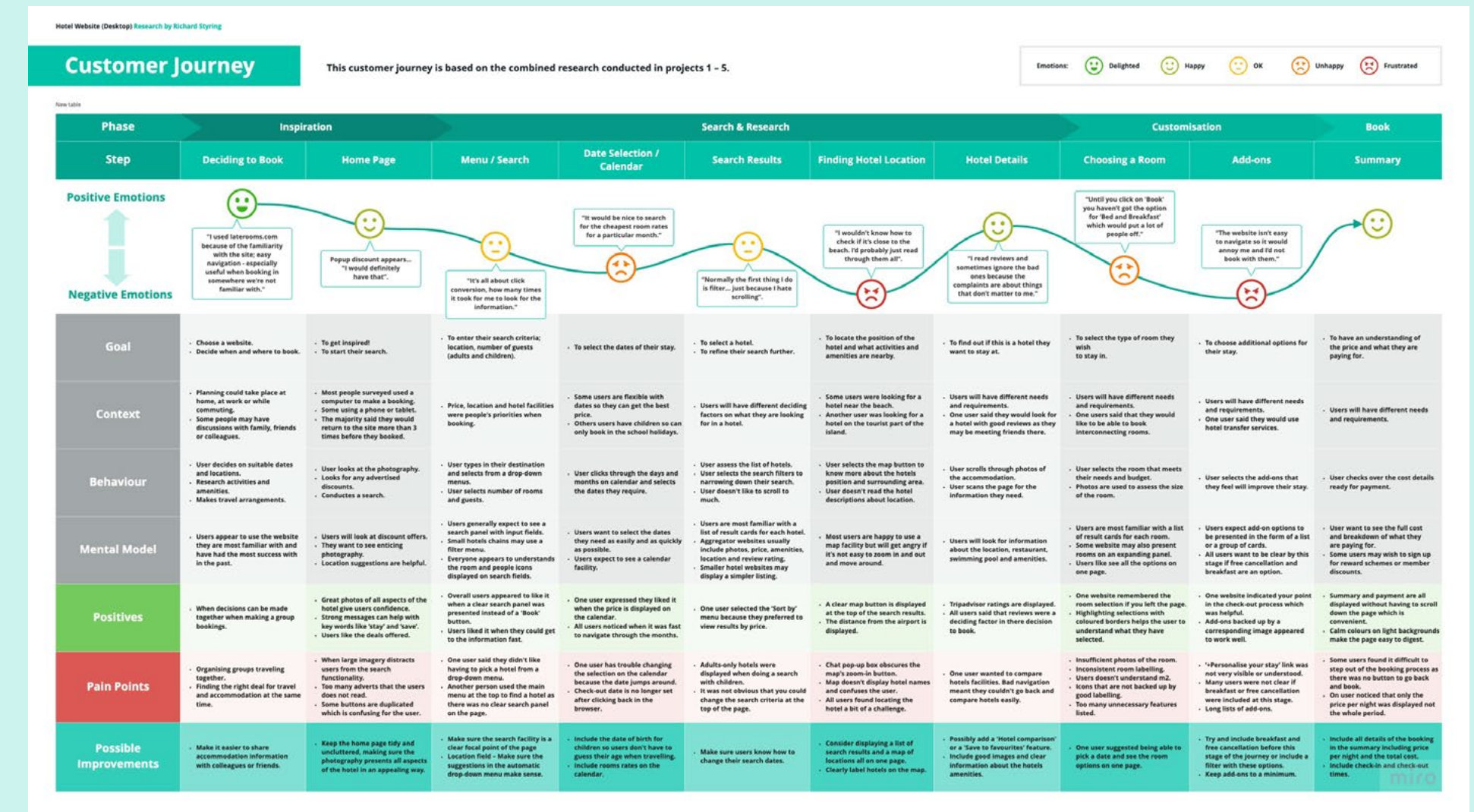
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