This is the journey of a first-time Traveler booking hotel using TRIPPY app

What are their key goals and needs?
- user wants to easily find an accommodation that meets their needs/criteria (location, price, amenities, ratings)
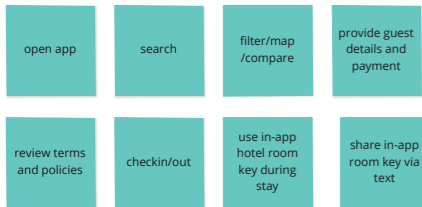- user wants access to accurate/clear stay and property information with minimal steps required to book, checkin/out

What do they struggle with most?
- user is frustrated by info/text/image clutter + difficulty searching, mapping, and filtering properties
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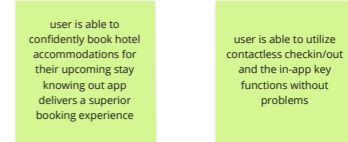
What tasks do they have?
- open app
- search
- filter/map /compare
- provide guest details and payment
- review terms and policies
- checkin/out
- use in-app hotel room key during stay
- share in-app room key via text

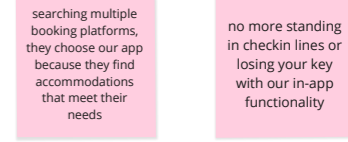| Journey Steps — Which step of the experience are you describing?	App Discovery — Why do they even start the journey?	Booking Search — Why would they trust us?			Booking Success — How can they feel successful?			Sharing — Why would they invite others?		
Actions — What does the customer do? What information do they look for? What is their context?	"time is right" to book hotel accommodation for upcoming travel	immediately allows for input of search criteria (location, dates, and # of travelers)	search results provide all critical information (mapped location, price, amenities, ratings, at first glance)	See stay options on a map and have filter/sort options	completes accommodation booking with ease	knows what to expect regarding their stay (where it is, what it looks like, what others have said about it + other important need to knows)	organization requires minimal clicking and hunting for info	because of how easy and fun it was to book a stay	reliability (inventory, information, and in-app room key)	contactless checkin/out via app, easy room key sharing feature
Needs and Pains — What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	user wants to easily find an accommodation that meets their needs/criteria (location, price, amenities, ratings) and access to accurate/clear information with minimal steps required to book / user easily frustrated by extraneous steps required during search/booking process and confused by information overload	user wants a good list of accommodation options to chose from	user wants to see location, accurate information, property details	user doesn't want unclear cancel/refund terms or to read pages of policies	user wants to select a property that meets all of their search criteria	user wants to have minimal checkin actions (open app, click checkin, use in-app hotel room key)	user doesn't want any surprised regarding hotel quality, location, amenities, cancellation policy, contactless checkin	contactless checkin/out enhances user experience	technology must function properly to avoid user frustrations	
Touchpoint — What part of the service do they interact with?	open the mobile app to search for accommodation options	search	map	high-quality property snapshot	room selection	make a reservation	use integrated electronic room key for contactless checking	referral program		
Customer Feeling — What is the customer feeling? *Tip: Use the **emoji app** to express more emotions.*	Unsure about accommodation for an upcoming stay.	Excited by their search results.			Excited for their stay.			🥳		
Backstage										
Opportunities — What could we improve or introduce?	Make booking a hotel in a mobile app easy and fun. Provide all necessary information in an organized manner. Utilize a friendly conversational tone for all points of interaction. Declutter visually and textually.	Standout by beautiful, streamlined results and quick glance property details. Require minimal steps to find information and make a booking.			Information and hotel experience integrity. Streamlined guest reservation process.			Provide an easy contactless checkin/out + in-app room key with easy share capabilities.		
Process ownership — Who is in the lead on this?	Person A	Person B			Person C			Person D		

After their first stay, Travelers become TRIPPY app lovers.

After booking an accommodation using our app (which was a breeze), we create repeat app use by delivering impeccable app functionality for use during one's stay (i.e. contactless checkin/out, in-app room key with ability to share, referral program, and traveler reviews).

What are they able to do now?
- user is able to confidently book hotel accommodations for their upcoming stay knowing out app delivers a superior booking experience
- user is able to utilize contactless checkin/out and the in-app key functions without problems

What can they finally avoid doing?
- searching multiple booking platforms, they choose our app because they find accommodations that meet their needs
- no more standing in checkin lines or losing your key with our in-app functionality

What changed for them?
- confidently search and books accommodations in our app
- app has continued value after booking
- confidently uses contactless checkin/out/key