

**Goals**

**Context**

**Behaviors**

**Positive Interactions**

**Pain Points**

planning long weekend in London, next year

no pre-booked flights

did not search by destination, instead chose property based on image/location tagline

beautiful 4star property imagery-modern, high end

+ confusing icon meaning on property page

ideal travel dates: 2nd or 3rd week in April, Friday-Monday

traveling with friends

scrolls through property images to inform decision-making

up-market properties

difficulty using travel date selector

book "twin" room with breakfast included

Dublin-based

second search completed by destination/dates

felt as though hotel was "selling itself" from description (room/hotel) and images,

room add on options, hard to find

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family travel requirements: swimming pool and kids club

recent booking: family holiday 2 adults, 2 kids

recent booking: family trip to playa blanca

prioritized refundable travel

uncertain travel conditions

main decision factors: child friendly, price and value for money

recent travel booked to poland, lanzerati, and spain

ratings and reviews highly valued by customer, used to make decision

bought all inclusive package

cancelled trip last minute, still awaiting refund

"best value for the money" booking

historical app use: booking.com trivago

utilized filters to search for pool, kids club, all inclusive, distance from airport/town

booking completed with a "trusted brand"

limited family friendly options

booking criteria: reliability, known brand, and free cancellation

client used trivago specifically as a comparison tool

final booking cost "slightly higher" than being cheapest, trusted brand worth paying more

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book hotel in Barcelona with breakfast included

Dublin-based client planning summer holiday

quickly and easily input "Barcelona" in destination search field

#staywithus and holiday imagery appealing - "put me in a holiday mood"

search results provided 4 hotel options but no snapshot view provided on properties

difficulty understanding price due to foreign currency

book hotel in heart of Barcelona

2 adults traveling to Barcelona, Spain

fast acceptance of pop up alert, did not read message

liked property travel advisor ratings/reviews

difficulty finding location of hotels within destination to satisfying search criteria

additional research, off app needed to make decision

complete payment onsite + free cancellation

flights already booked 6/12- 6/19

searched properties according to date availability

"liked, important free cancellation"

no mapping view

"slow" click navigation to future travel date

lots of exploratory scrolling due to search filter limitations

no prepayment needed on booking now page

unable to filter search

breakfast included details clearly displayed during booking

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planning long weekend in London, next year

no pre-booked flights

fast moving through the app

easier "spin" date selector option (not clicking)

clunky search date availability

ideal travel dates: 2nd or 3rd week in April, Friday-Monday

traveling with friends

confused by room options

adequate hotel property description

hard to navigate

book "twin" room with breakfast included

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difficulty confirming breakfast included with room selection

no travel advisor, reviews or ratings clearly displayed

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get best price for reservation, willing to call hotel directly for deals

Dublin-based, utilizes laptop, smartphone, all kinds of apps

recent booking for a weekend away in Ireland

never had a bad experience with booking.com

one time booking was cancelled by hotel however prompt refund provided

romantic getaways, good travel experiences

historical app use: booking.com, trivago, hotels.com

past year travel completed to America (FL, New Orleans), Bahamas, UK

has traveled the world using booking.com

best value for the rating of hotel

1 business trip in year, others qualify as lesiure

utilizes booking.com first always

booking.com top user

contacts hotels directly for better price

Goals	Context	Behaviors	Positive Interactions	Pain Points
book hotel in Barcelona with breakfast included	Dublin-based client planning summer holiday	searched by destination	nice travel app imagery	search results provided confusing results
book hotel in heart of city Barcelona or by seaside	2 adults traveling to Barcelona, Spain	searched input: Barcelona, dates, 2 adults 1 bed	trip advisor ratings/reviews valued	unnecessary criteria in search results
complete payment onsite + free cancellation	flights already booked 6/12- 6/19	reviewed ratings and # of rating for each property	picture of hotel property "draws me in"	slow, click date selector
		utilized mapping feature to make decision	able to add thoughtful add-on (massage, flowers, etc)	pop up prompt to join members club for discount, X difficult to see
		price compared different room rates, terms, and inclusions	in-app confirmation messages regarding add-ons	

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