

UX Design Integration

Empathy Mapping

BookMySpace Customer Empathy Mapping

This map captures the user's cognitive process and emotional journey within the old, chaotic group-chat system. The identified user goals became the core design objectives that our final prototype was built to fulfill.

GOALS

- Book a cinema or shared room quickly and without confusion.
- Avoid booking conflicts, misunderstandings, or awkward confrontations with other students.
- Have one reliable, centralized place to check availability and manage all bookings easily.

SAYS

- "I just want to book a cinema room quickly."
- "Why is it so hard to find out if someone already booked it?"
- "I hate scrolling through the whole group chat just to check availability."
- "It would be so much easier if there was one clear place to see bookings."
- "I don't want awkward situations where two people show up at the same time."

THINKS

- "Did someone else already book this room?"
- "What if I go all the way there and it's actually occupied?"
- "I hope I'm not interrupting someone's booking."
- "Ugh, I need to scroll through all these messages again just to be sure."
- "What if someone texts after me and claims the room?"
- "I don't want any confrontation or confusion today."



Alice
(referred to Activity 2 personas)

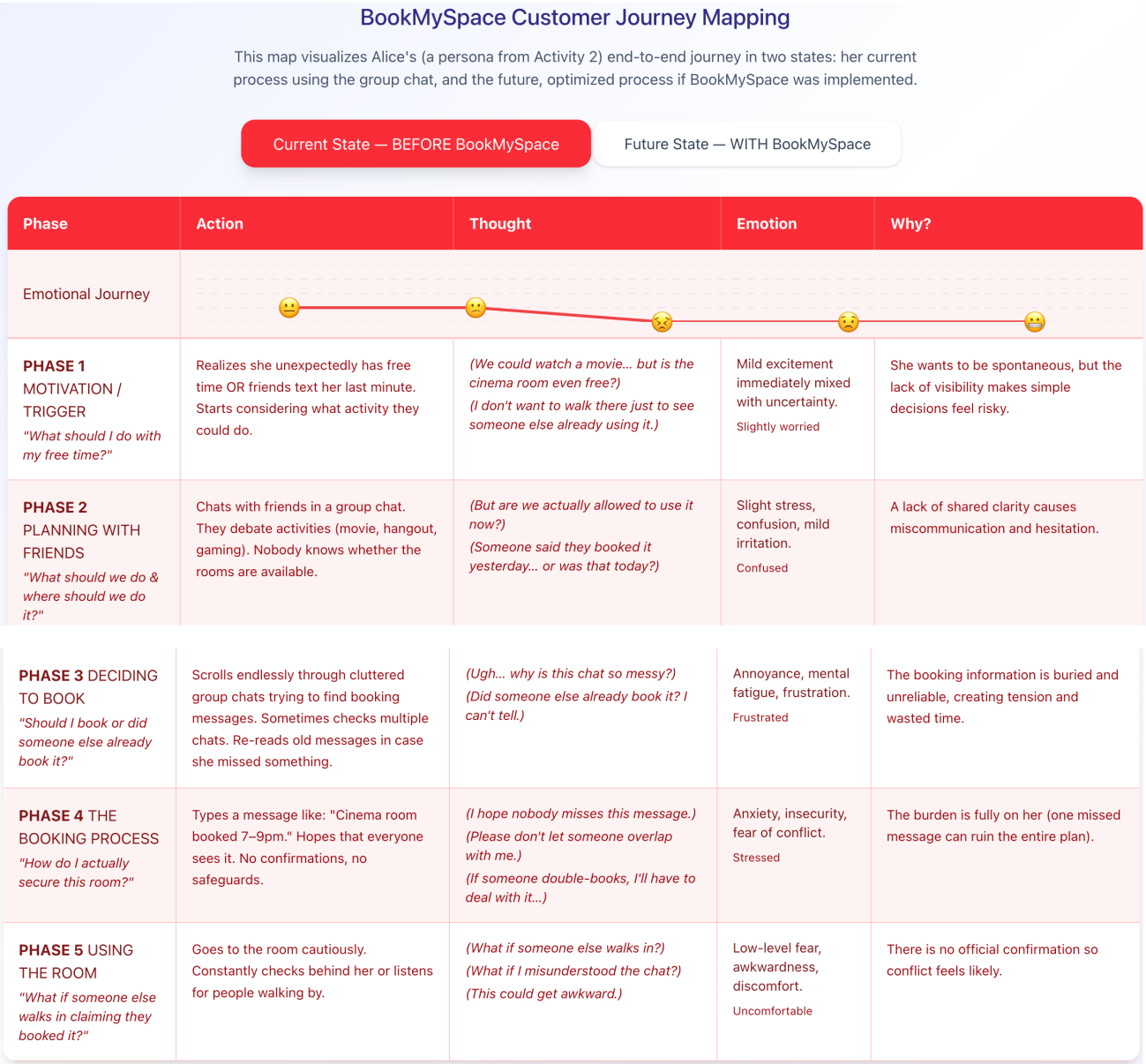
DOES

- Scrolls through long group-chat messages to check if someone else already booked.
- Double-checks timestamps or tries to search through old messages.
- Messages in the chat: "Is the cinema room free?"
- Walks to the room earlier just to visually confirm availability.
- Ends up screenshotting messages as "proof" in case someone disputes the booking.
- Has awkward confrontations where both sides show messages to prove who booked first.

FEELS

- Anxious about accidentally taking someone else's booking.
- Annoyed about wasting time scrolling through messages.
- Embarrassed when entering a room that turns out to be occupied.
- Frustrated when plans get ruined because of booking confusion.
- Stressed about possible confrontations.
- Relieved only when she's 100% sure the booking is hers.

Customer Journey Mapping



BookMySpace Customer Journey Mapping

This map visualizes Alice's (a persona from Activity 2) end-to-end journey in two states: her current process using the group chat, and the future, optimized process if BookMySpace was implemented.

Current State — BEFORE BookMySpace

Future State — WITH BookMySpace

Phase	Action	Thought	Emotion	Why?
Emotional Journey				
PHASE 1 MOTIVATION / TRIGGER <i>"What should I do with my free time?"</i>	Opens the app sees real-time room availability at a glance. OR goes to the calendar page to see the future bookings and their details.	<i>(Oh nice, there are free slots now. I can actually plan something.)</i>	Confident, motivated, ready to act. Confident	The uncertainty is removed (she can make decisions quickly with verified information).
PHASE 2 PLANNING WITH FRIENDS <i>"What should we do & where should we do it?"</i>	Shares screenshots of availability directly from the app. Everyone sees exactly the same information. OR Friends also use the app so they can all discuss it together.	<i>(This makes everything so much easier. No misunderstandings.)</i>	Relief, clarity, alignment with group. Relieved	Decision-making feels smoother and faster when everyone has visual proof.
PHASE 3 DECIDING TO BOOK <i>"Should I book or did someone else already book it?"</i>	Sees an interactive calendar with all bookings plus live availability and features to change or cancel the booking anytime.	<i>(Great, nobody booked it yet. I'll take this slot.)</i>	Reassured, trusting, calm. Reassured	Transparency removes all the guesswork and gives peace of mind.
PHASE 4 THE BOOKING PROCESS <i>"How do I actually secure this room?"</i>	Opens the app, taps "BookMySpace." Selects time and receives instant confirmation.	<i>(Done! And nobody else can overlap.) (This is so much faster.)</i>	Strong relief, confidence, satisfaction. Empowered	Automation removes booking stress (the app acts as a reliable source of truth).
PHASE 5 USING THE ROOM <i>"What if someone else walks in claiming they booked it?"</i>	Uses the room confidently. Has proof of her booking saved under "My Bookings" in the profile page of the app if questioned.	<i>(I'm good, the system shows my booking.) (No awkward confrontation today.)</i>	Relaxed, secure, fully comfortable. Peaceful	Official confirmation eliminates uncertainty and increases confidence in case someone questions the booking and knows that the plan will not be cancelled midway.