

James: User Journey

Think

"I need to book a last minute flight to Greece for a shoot!"

"Wait, before I go I need to see what spots are open to take shoots."

"Shoot, ill have to book a hotel to stay a night too."

"Doing this research all over the place is so time consuming"

"I wish I would be able to do all my research and bookings int he same place."

Does

Downloads Trivago app in the app store and books a flight.

Googles "prettiest Greece monuments for photos"

Can't choose between Airbnb and best western hotel.

Continues to toggle between different apps and doing research

Tries to organize all tickets and attractions in one place.

Feels

Thrilled

Frantic

Stressed

Overwhelmed

Defeated