



Research	Search	Results	Selection	Hotel Description	Purchase
<p>Goals:</p> <ul style="list-style-type: none">Choose a date and locationDetermine potential cost <p>Context:</p> <ul style="list-style-type: none">HomeWorkOn the goLikely to occur piecemeal over several days or weeks as opposed to all at once <p>Behavior:</p> <ul style="list-style-type: none">Checks out a few websites for basic price baseline (Priceline, Hotels.com)Researches things to do nearbyOften chooses trusted brands (either from own prior experience or on recommendation of a friend) <p>Pain Points:</p> <ul style="list-style-type: none">Concern about ability to cancelCosts, for example whether breakfast included <p>Positives:</p> <ul style="list-style-type: none">ExcitementLoyalty membership can help narrow down the options as it “feels as though this means good deals ”	<p>Goals:</p> <ul style="list-style-type: none">Discover what hotels are available by location and date <p>Context:</p> <ul style="list-style-type: none">User may be doing initial research and comparing across different apps, or may be finalizing a decision <p>Behavior:</p> <ul style="list-style-type: none">Scans landing page to find the search as well as orient self to brand (logo, imagery, videography)Searches by location and dateChooses number of visitors <p>Pain Points:</p> <ul style="list-style-type: none">Login prompts are a turn-off for new users/those in early search phases, especially if guest option isn’t obviousSlow loading date-selection wastes timeCalendar functionality that is hard to discover adds a layer of uncertaintyPerson icons that seem to be specific but don’t match the user’s selection can add more uncertainty <p>Positives:</p> <ul style="list-style-type: none">Search as guest option allows low-commitment searchExciting imagery puts user into a “holiday mood”	<p>Goals:</p> <ul style="list-style-type: none">Get an overview of what is available as well as pricingGet more location info <p>Behavior:</p> <ul style="list-style-type: none">Scans results for price, imagery, and reviewsMay implement a sort or filter to narrow by location, price, discount, breakfast, etc <p>Pain Points:</p> <ul style="list-style-type: none">Account-creation prompts are a turn-offText placed over images without enough contrast is a negative <p>Positives:</p> <ul style="list-style-type: none">Good reviews (in particular from a trusted third-party like TripAdvisor) build confidence in the optionsMap with hotel pins can help users orient themselves	<p>Goals:</p> <ul style="list-style-type: none">See more info about a specific hotel including photos, amenities, etc <p>Behavior:</p> <ul style="list-style-type: none">Often makes this selection based on nice photos, especially when not sure whether other parameters like location are correctOften reassured to see good Tripadvisor reviews <p>Pain Points:</p> <ul style="list-style-type: none">Unhappiness if still not able to figure out how to narrow down their search to specific location or other parameter <p>Positives:</p> <ul style="list-style-type: none">Imagery is helpful in making an initial selection: “The picture is what draws me in sometimes”	<p>Goals:</p> <ul style="list-style-type: none">Decide if this is the hotel they want to commitView all amenitiesMore pricing info <p>Behavior:</p> <ul style="list-style-type: none">Looks through photosReads copyLooks through amenities listLooks further into offers and pricing <p>Pain Points:</p> <ul style="list-style-type: none">Clearly- explained offers help user know what they’re gettingAdditional offers may be enticing or irritating depending on user and presentation <p>Positives:</p> <ul style="list-style-type: none">Copy written in a style that reflects the hotel brand can really shine herePricing tiers that explain checkin/out, cancellation options, and rewards points options are helpful	<p>Goals:</p> <ul style="list-style-type: none">Either finalize plans or review the competition <p>Behavior:</p> <ul style="list-style-type: none">Reviews offers and selects best dealChecks that there is a good cancellation policyReturns to other sites to compare final costsMay call hotel to see if there are any deals from booking directly <p>Pain Points:</p> <ul style="list-style-type: none">If search lost when user leaves app and returns, can be quite frustrating to re-do whole processLengthy checkout page can be a barrier to completionBeing forced to create an account may also be a point of unhappiness <p>Positives:</p> <ul style="list-style-type: none">Order summary with just enough information adds confidence to purchaseQuick checkout with only the most necessary fields is convenient