



Nigel Moyes

SCENARIO

Niguel is a business consultant that frequently travels domestically across America. He currently has a 5-day business trip to New York planned, and needs to figure out the logistics of his trip. During this trip, he will rendezvous with several colleagues to collaborate with.

GOALS

- Find a local hotel that can accomodate his needs.
- Book a hotel for the dates he will be there.
- View hotel reviews, locations, and mutual connections that are in the area to here Nigel is traveling.
- Share his trip with his colleagues to collaborate seamlessly.

MOTIVATIONS

- Needs a place to stay during his trip.
- Wants to see if any of his colleagues/coworkers have stayed in New York for a business trip and what places they stayed at.
- Archive his itinerary to show his colleagues back home.
- Gauge the quality of service for local hotels.

JOURNEY PHASES

1. Before the Business Trip

Nigel needs to plan his business trip to New York and figure out his itinerary and booking details.



2. During Business Trip

Niguel documents his activities during his trip.



3. After Business Trip

Niguel heads home after his business trip and recaps his itinerary.

TouchPoints

1. Login to Spek Application using login credentials.

2. Search up destination sight (New York) to view hotels in the area and reviews.

3. Click on certain hotels that have high ratings to view rating details, photos, reviews, and see which of your connections have stayed where.

4. Book hotel of choice through Spek.

5. Scroll through feed to view any new articles or news about travel and COVID.

1. Niguel shares his trip information (ex: what hotel he's staying at and for which dates) with his colleagues.

2. Niguel looks at the trip information that his colleagues shared with him so they can decide on where to meet.

3. Niguel takes photos and documents different moments of his trip.

1. Niguel checks out of his hotel.

2. While waiting for his flight back home, Niguel writes a review on the Spek app on the hotel he stayed at.

3. Niguels browses his feed to see how his other connections felt about their business trip,

Thinking

How nice are the hotels in New York and what do people who've stayed at hotels have to say about them?

I need to stay at a place that has strong wifi and is clean to do work and meetings

Are there any COVID or travel guidelines/restrictions in New York or when staying at a hotel?

I wonder where my other colleauges are traveling to and where they are staying?

How is the hotel im staying in and does it meet my expectations of what I saw on the reviews?

I want to share about this hotel with other co-workers who may be traveling to New York so they know where to stay.

I'm glad the hotel had all the necesitites I needed and that guest services was pleasant and accomodating

I would probably stay here again if I travel back to New York.

I wonder if my colleagues know about this hotell for when they travel to here?

Feeling

Overwhelmed at the many options of hotels there are.

Pleasantly surprised at how accurate the reviews for hotels are.

I am worried about hotel availability.

I hope my colleagues were able to book their hotels and flights properly.

I am grateful that I was able to book a hotel with a fast and internet connection.

I'm having a lot of fun taking pictures and documenting my trip!

I am greatly pleased with my stay and this hotel. I'm going to leave a glowing review!

It's nice to see what my other colleagues were up to during their trip.

I am so relieved this trip went seamlessly. #blessed