


NN/g CUSTOMER JOURNEY MAP TEMPLATE

 PERSONA <u>Ryan</u>	SCENARIO Ryan is on his way to the hotel and he wants to check in with his phone and obtain his digital room access key so that he can skip the queue.		USER EXPECTATIONS <u>Be able to check-in, get room number, get digital room access key.</u>
PHASE 1 <u>Check in</u>	PHASE 2 <u>Get room detail and digital key</u>	PHASE 3 <u>Skip the line</u>	PHASE 4 <u>Access your room</u>
DOING - Check in with the app assistant. - provide booking reference # & passport ID	- If everything goes well, the user will get his room #, wifi password and digital room key	- Greet the hotel personnel go straight to his room	- Open the hotel app, tap your phone against the sensor at the door to get access
THINKING - I should do a early check in so I can go straight to my room	- "All goes well; this is great!"	- "Almost there,..."	- "Finally arrived, that was easy!"
SAYING To the app - "check me in please."	—	—	—
INSIGHTS - Do early check in; skip the line; skip the registration at the front desk. - He can use the digital key to get access to hotel facilities as well.		INTERNAL OWNERSHIP _____ _____ _____	