


NN/g CUSTOMER JOURNEY MAP TEMPLATE

PERSONA		SCENARIO		USER EXPECTATIONS	
 <p><u>Sammy</u></p>		<p>Sammy wakes up at 7am and he wants to know how busy is the restaurant. If the restaurant is busy at the moment he wants the app to reserve him a spot.</p>		<p>Be able to check hotel facility usage and make reservation if the facility is being occupied.</p>	
<p>PHASE 1</p> <p><u>Inquire</u></p>		<p>PHASE 2</p> <p><u>Get Answer</u></p>		<p>PHASE 3</p> <p><u>Reserve (if the restaurant is busy)</u></p>	
<p>DOING</p> <p>Look at the hotel usage chart or ask the app assistant directly</p>		<p>Looking at the hotel usage chart or listening to the feedback from the hotel assistant.</p>		<p>Click the reserve button on the app or tell the hotel assistant to reserve a spot for you.</p>	
<p>THINKING</p> <p>"Should I get out of bed now?"</p>		<p>"If the restaurant is busy, I will make a reservation so that I can sleep a few more minutes..."</p>		<p>"I will make a reservation then...."</p>	
<p>SAYING</p> <p>To the app: "How busy is the restaurant?"</p>		<p>none</p>		<p>To the app: "Reserve me a spot please..."</p>	
<p>INSIGHTS</p> <ul style="list-style-type: none"> - Compare Hotel facility usage at any moment - Better manage your time 				<p>INTERNAL OWNERSHIP</p>	