

User Journey Map for Redemption



Samuel's goal: Redeem his loyalty points in to ticket to Michigan

"I am really hoping that all of the spending I've been doing on my travel rewards card has allowed me to collect enough points to either fly to or from Michigan or at least rent a car. I heard that it takes a lot of reward points to travel anywhere for long distance flight."

Activity	Login/Register	Review	Planning/Research	Booking	Post Booking/ Pre-Travel	Travel	Post Travel
Thinking	<ul style="list-style-type: none">I want to get straight to booking my trip. How long is it going to register and how much information do I have to give?	<ul style="list-style-type: none">I hope I have enough points to get me to Michigan.I have been making sure I use my credit card for all my purchases for this month and entire year. I want to see how those transactions have been adding up?	<ul style="list-style-type: none">I can be flexible with my dates but don't want to endure layovers.What if I have some points leftover can I use them towards booking hotel room or car rentals? If I don't have the points can I just book what I need to and pay the difference?	<ul style="list-style-type: none">I hope that using points gives me the same experience that I would get if I was paying for my trip.I don't want to face an over complicated booking process.	<ul style="list-style-type: none">If I have change my plans how is that going to affect my point redemption?	<ul style="list-style-type: none">I need to book a room in Troy that I hadn't planned on the cancel one night I booked in Kalamazoo. How is this going to affect my points? Troy is cheaper than Kalamazoo.	<ul style="list-style-type: none">I had a great trip and it was so much cheaper because I used points. I want to tell people about it.I want to make sure that the change I made to my itinerary is reflected in my point balance.
Doing (Touchpoints)	<p>I have to register my account. I have never used my points before.</p> <p>↓</p> <p>Log in</p>	<p>Enough Points?</p> <p>Are the points I have based on my spending's?</p>	<p>How many points to travel to Michigan?</p> <p>When can I go and where I can fly to/from?</p> <p>Can I book a hotels or cars or excursion with my points? Any promotions?</p>	<p>(I will call if I have problems)</p> <p>Confirm point redemption</p> <p>↓</p> <p>Confirm itinerary</p> <p>↓</p> <p>Delivery options</p> <p>↓</p> <p>Payment options</p> <p>↓</p> <p>Review and Confirm</p>	<p>I need to change my plans</p> <p>↓</p> <p>(I just want to talk to someone to get help)</p> <p>Web</p> <p>What should I do and see while I am away?</p> <p>↓</p> <p>Is my flight on schedule? Can I do a web check-in?</p>	<p>I will print my ticket when I get to the airport</p> <p>↓</p> <p>My friend wants to meet up in Troy, I will need to book a room there.</p> <p>↓</p> <p>I have all my required confirmation email and messages on my phone for check-in</p>	<p>I had a great trip and want to share my experience.</p> <p>↓</p> <p>How many points do I have left? Did my refund for the change to my itinerary get credited to my account?</p>
Opportunity	Make sure that user can easily register and log-in to the site.	Make sure that user can find their point total and see how they have accumulated points through spending.	Give the user enough information based on their destination and show them how they can use points.	Make booking a trip easy for the user and ensure they can access support at any time.	Make it easy for the user to review/change their booking information from their account.	Make sure the user can access your sire on any device and can contact customer support any time.	Give the access to sharing features and highlight any changes that may have occurred in their account.