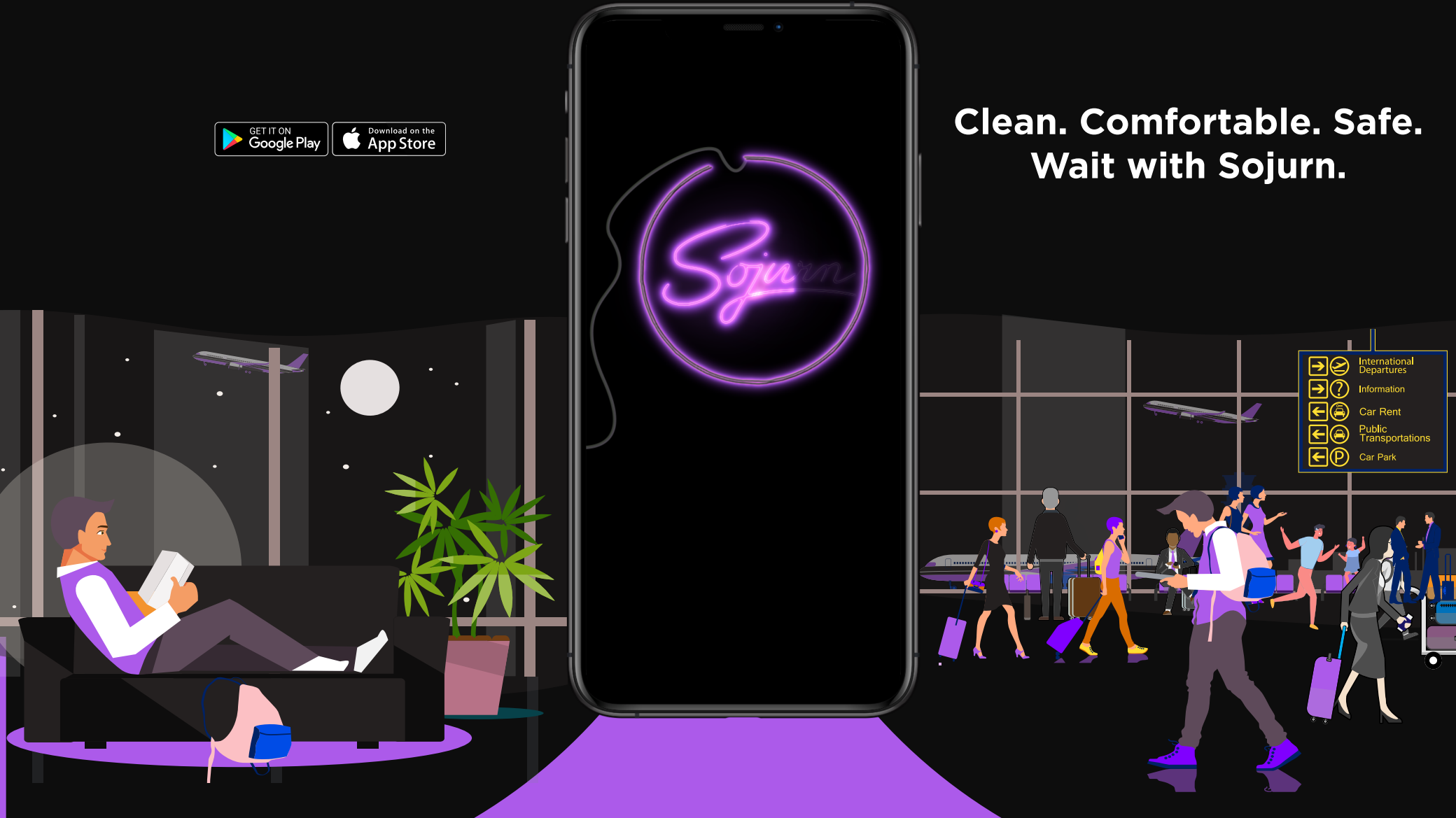


Clean. Comfortable. Safe.
Wait with Sojurn.

01
USER PERSONAS & JOURNEYS

BUSINESS TRAVELER

Alex Hardwood

Married, Sr. VP Sales
48 years old; San Francisco, CA

Frustrations

Traveling on a weekly basis, a layover can be devastating. Looking for a way to stay connected, yet relaxed.

Ambitions

In the spotlight all the time, some alone time is precious. The ability to have privacy while staying connected is paramount.

salary	flights	hotels	logic	layovers
$250K	20+	20+	rational	7-10

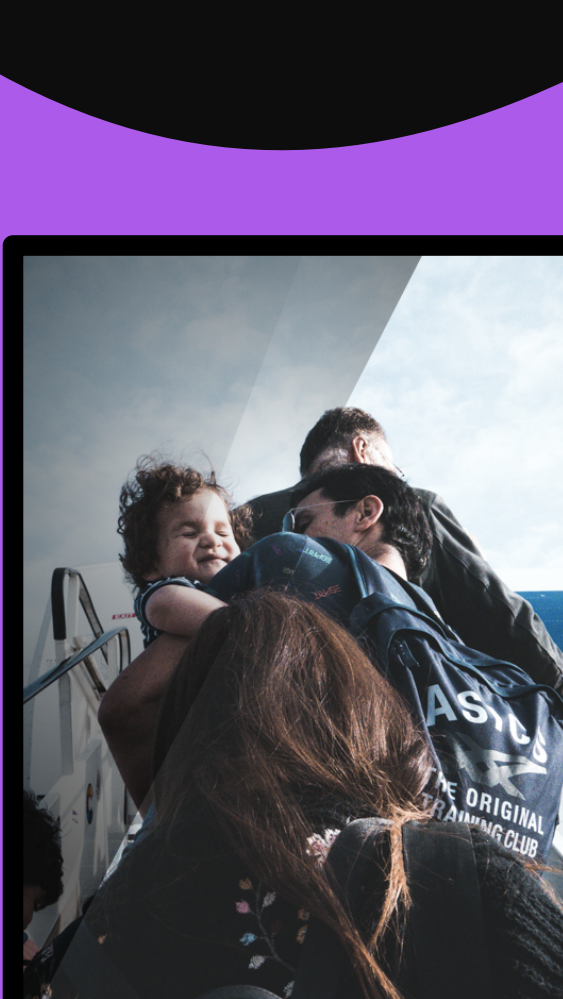
User Journey: Alex's journey gives us insight into his need for dependable wifi and personal space.

SFO » JFK » CDG

JFK
CDG
4 hour delay
DL app
Sojurn R&R
DXB

Alex is the CTO at a tech firm in New York City. He buys a flight to Dubai for a conference, but it has a connection in Paris. He boards his flight and lands smoothly in Paris. He has a 4 hour layover in a crowded airport terminal, with spotty wifi and no place to set up his work station. He wants to rehearse his presentation privately before the conference in Dubai. He see's a mobile ad and downloads the app. As a full time executive and family man, Alex has been extra cautious since Covid19. With Sojurn, he's got the comfort to kick his shoes off and focus, and peace of mind that he won't miss time from work or family due to an illness. He finishes his presentation and has time to freshen up before he heads to his gate.

FAMILY VACATIONER



Penelope Church

Married, Flower Shop Owner
35 years old; Nashville, TN

Frustrations

Tasked with the details of a family of 5, the kids need structure and she needs a private place to provide care for her baby.

Ambitions

She's eager to adopt new ways of organizing her family's time. She's interested in an exclusive & sanitary experience.

salary	flights	hotels	logic	layovers
$125K	5+	5+	rational	3-4

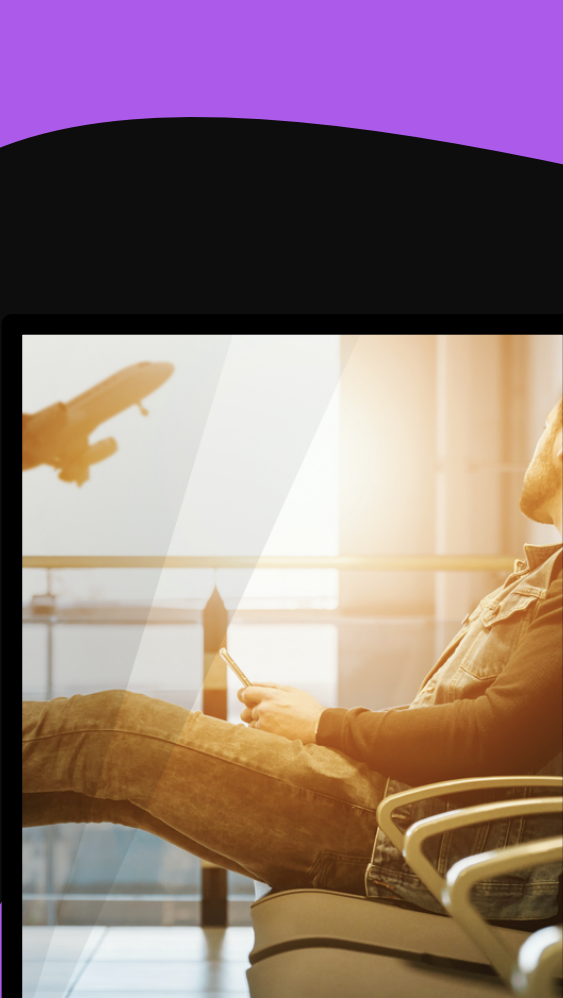
User Journey: Penelope's journey gives us insight into her need for privacy and sanitary conditions.

BNA » MIA » CUN

BNA
MIA
Crying Babe
Sanitary Concerns
DL app
upgrade
Sojurn R&R
CUN

As a small business owner of a flower shop and a mother of 5, Penelope has always got her hands full, of flowers AND children. She booked a flight for an exclusive getaway to Tulum. They board the flight in Tennessee and have a layover in Miami. Their 1 hour layover suddenly turns into 3 because of a delay. Penelope isn't happy, she recalls the pandemic and is still concerned about germs and the sanitary conditions of sitting in the terminal for 3 hours with restless children. She downloads the app and books two rooms. She's relieved that her children will be safe and well entertained. She writes a great review detailing her Sojurn experience and posts to her social media channels.

MILLENIAL TRAVELER



Noah Cameron

Single, Office Manager
28 years old; Dallas TX

Frustrations

He travels for business and pleasure. His budget requires him to opt for standby flights from time to time.

Ambitions

He's got champagne taste on a beer budget. Finding a way to travel in style, while staying within a budget is an ideal scenario.

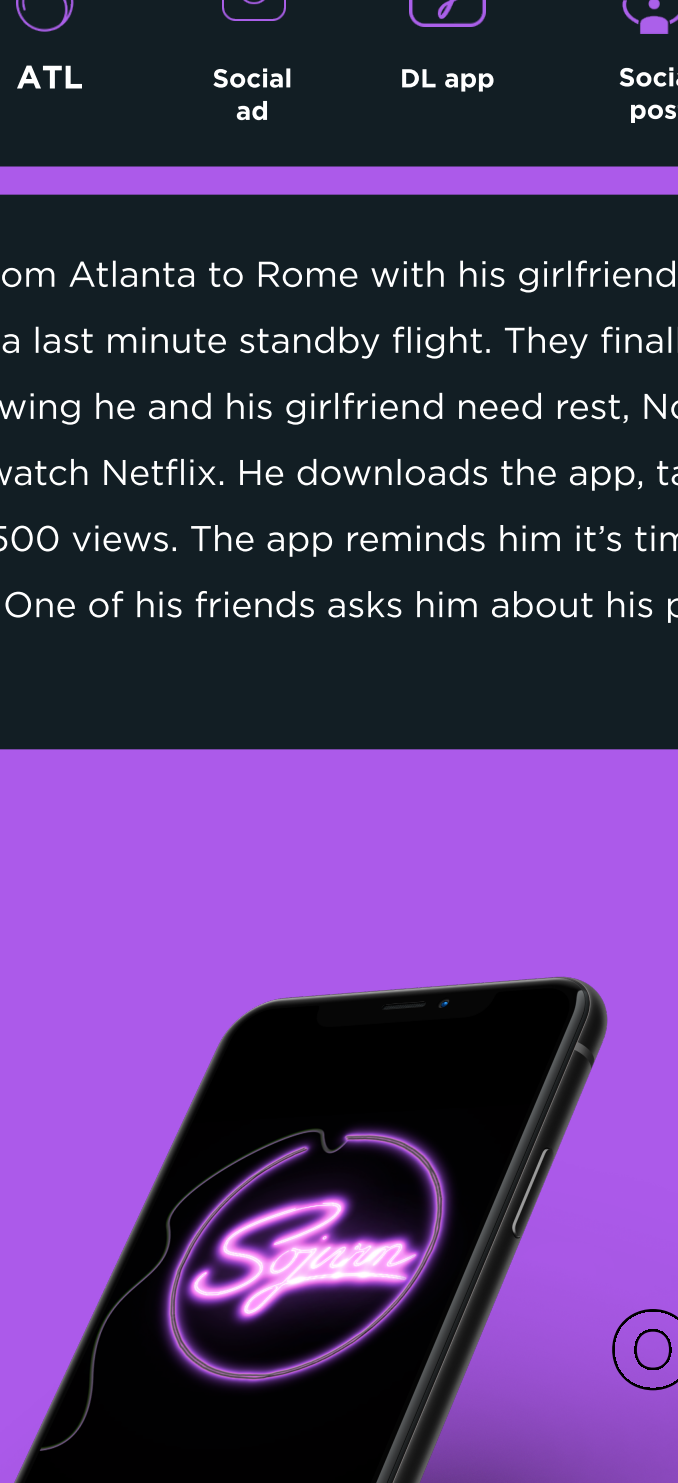
salary	flights	hotels	logic	layovers
$75K	10+	12+	emotional	4-7

User Journey: Noah's journey sheds light into his need for comfort and amenities.

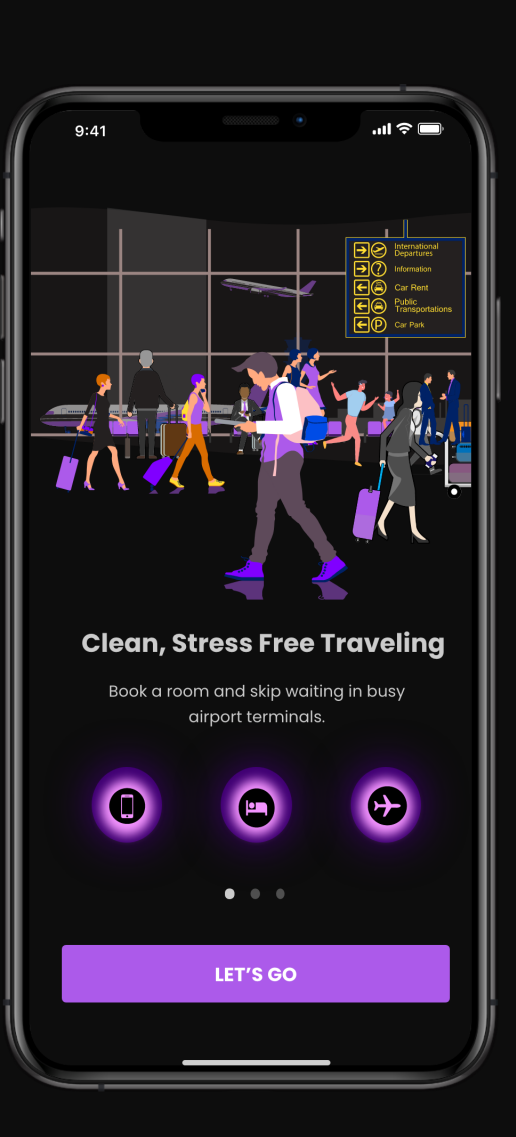
ATL » FCO

DAL
ATL
Social ad
DL app
Social post
upgrade
Sojurn R&R
FCO

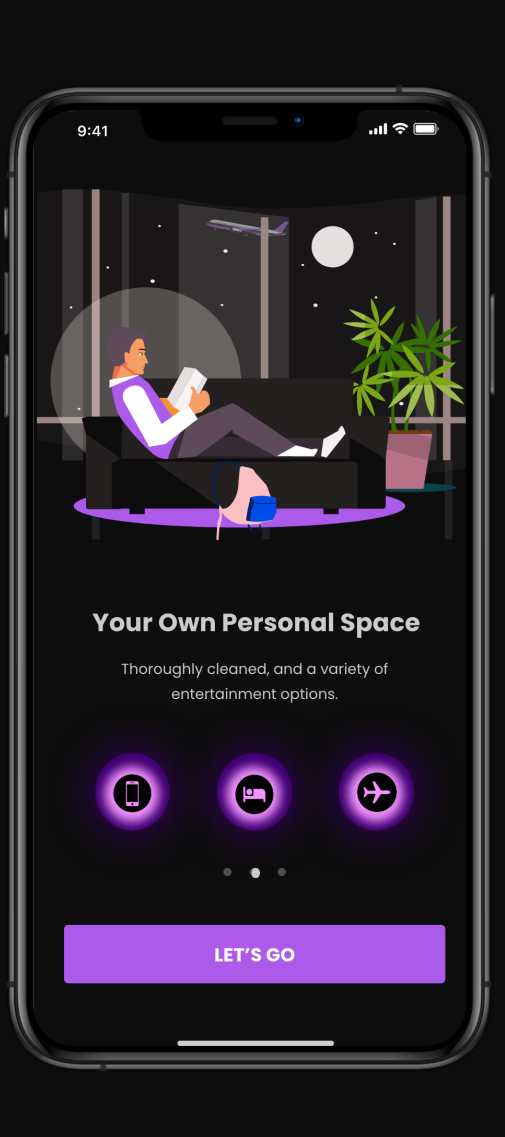
Noah is traveling from Atlanta to Rome with his girlfriend. They head to the airport in hopes of securing a deal on a last minute standby flight. They finally get one and will be the first flight out at 5:15AM. Knowing he and his girlfriend need rest, Noah is in search for a clean area where they can nap and watch Netflix. He downloads the app, takes a pic in his cushy Sojurn room and quickly get's over 500 views. The app reminds him it's time to leave. They get up refreshed and head to their gate. One of his friends asks him about his post, saying he's headed to the airport next week.



02
SPLASH SCREEN & ONBOARDING



Clean, Stress Free Traveling
Book a room and skip waiting in busy airport terminals.
LET'S GO

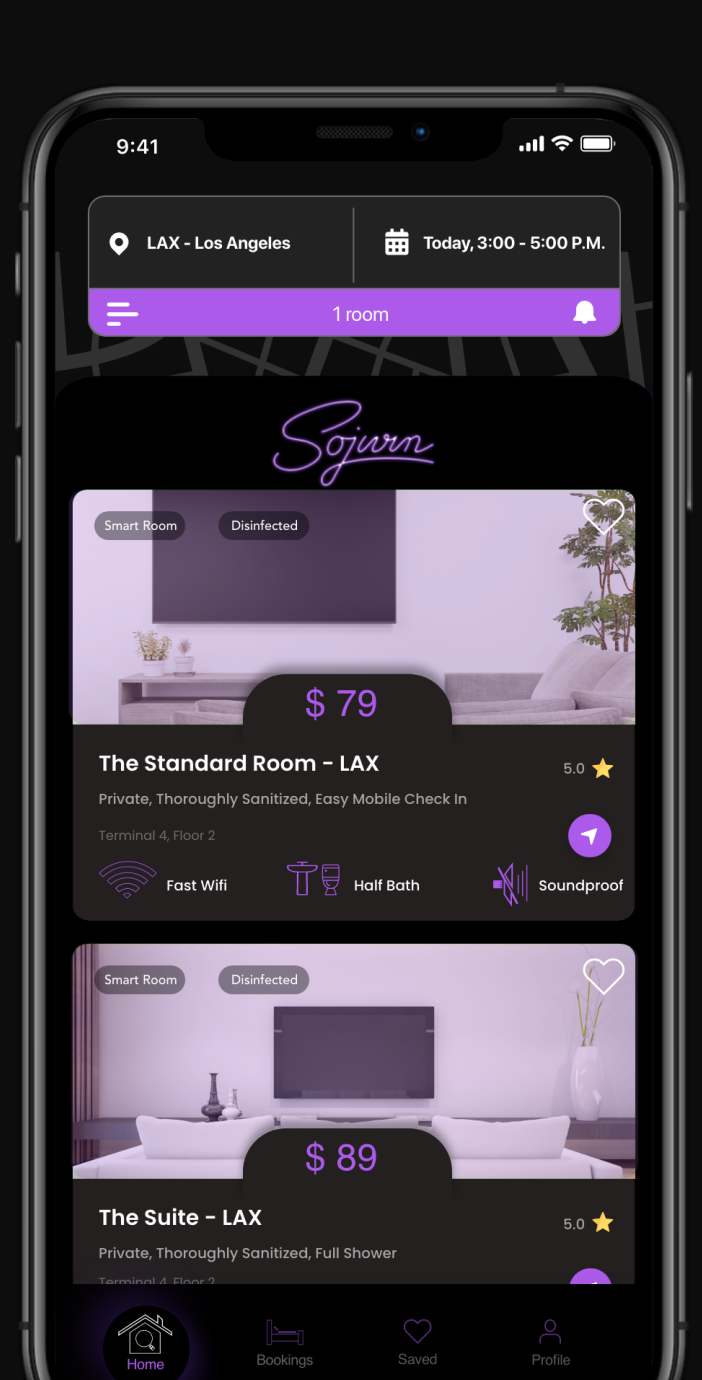


Your Own Personal Space
Thoroughly cleaned, and a variety of entertainment options.
LET'S GO

Waiting just got an upgrade.

03
HOME SCREEN

Home screen displays the room options, amenities and links to the reviews.



LAX - Los Angeles
Today, 3:00 - 5:00 P.M.
1 room

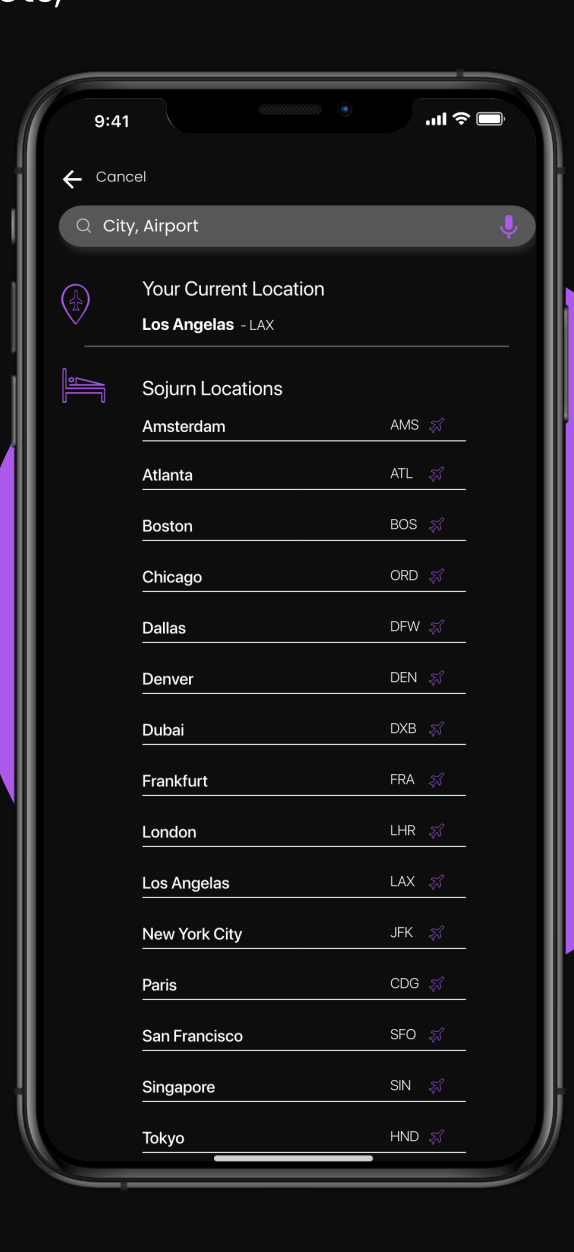
Smart Room · Disinfected
$ 79
The Standard Room - LAX 5.0
Private, Thoroughly Sanitized, Easy Mobile Check In
Terminal 4, Floor 2
Fast Wifi · Half Bath · Soundproof

Smart Room · Disinfected
$ 89
The Suite - LAX 5.0
Private, Thoroughly Sanitized, Full Shower

Easy way to browse rooms, search locations, select date/time slots, and set filter options.

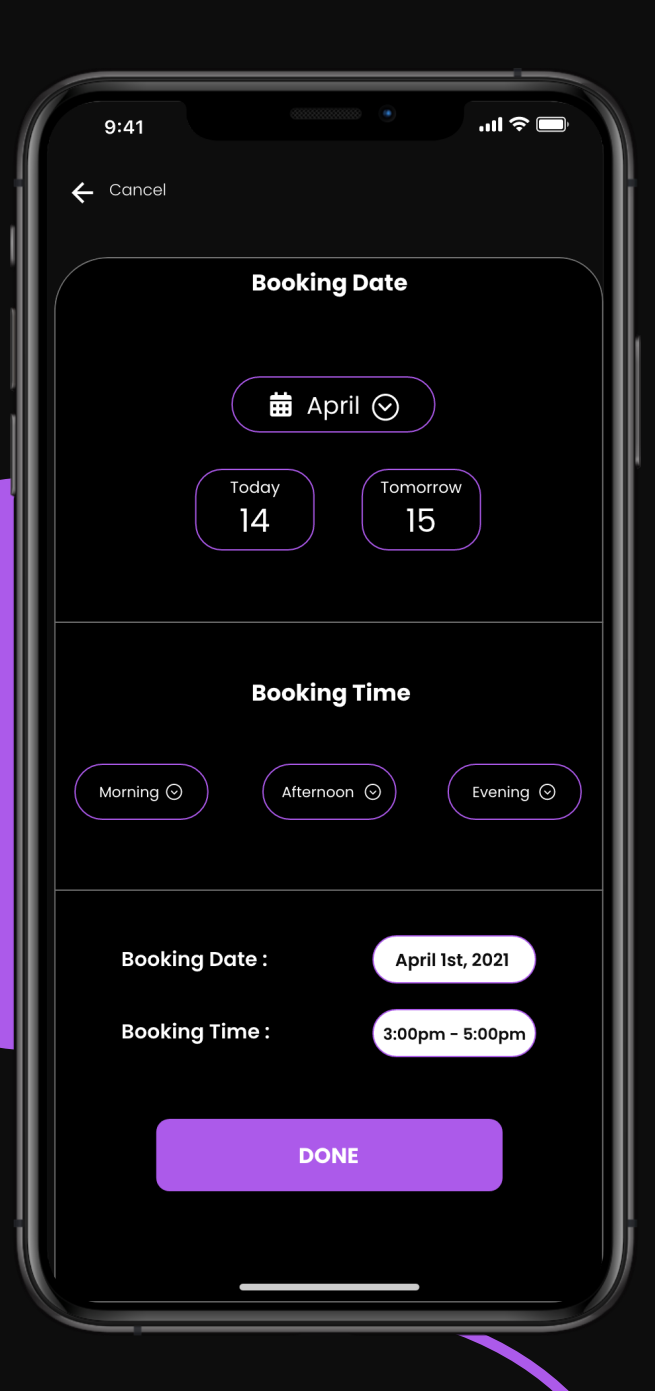
Location SELECTION

Find your destination by simply turning on location services from your phone.



Cancel
City, Airport
Your Current Location
Los Angelas - LAX
Sojurn Locations

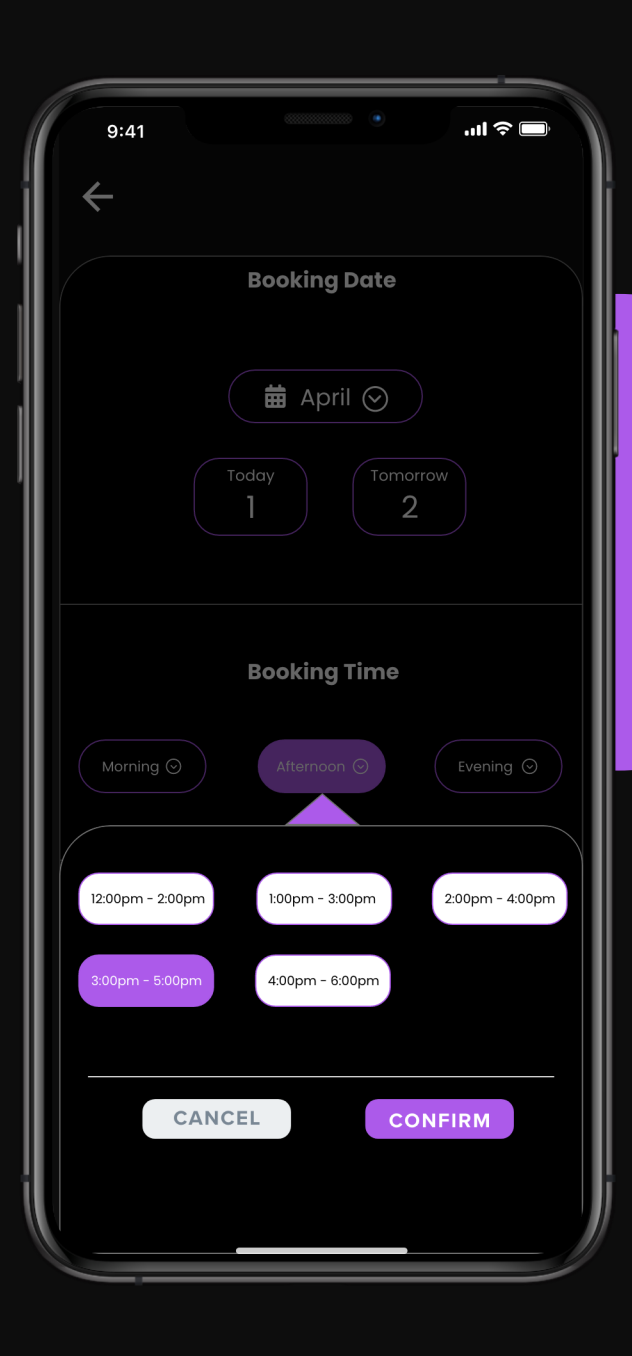
Amsterdam	AMS
Atlanta	ATL
Boston	BOS
Chicago	ORD
Dallas	DFW
Denver	DEN
Dubai	DXB
Frankfurt	FRA
London	LHR
Los Angelas	LAX
New York City	JFK
Paris	CDG
San Francisco	SFO
Singapore	SIN
Tokyo	HND



Booking Date
April
Today 14 · Tomorrow 15
Booking Time
Morning · Afternoon · Evening
Booking Date : April 1st, 2021
Booking Time : 3:00pm - 5:00pm
DONE

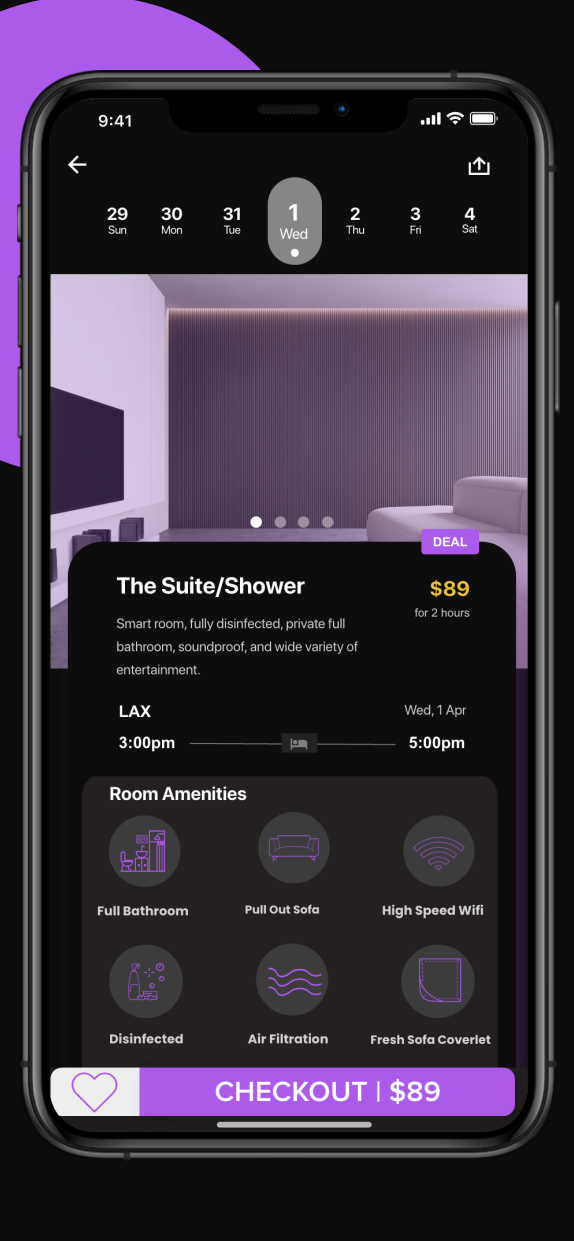
Date and Time SELECTION

Intuitive date and time selection. Time slots are in 2 hour increments.

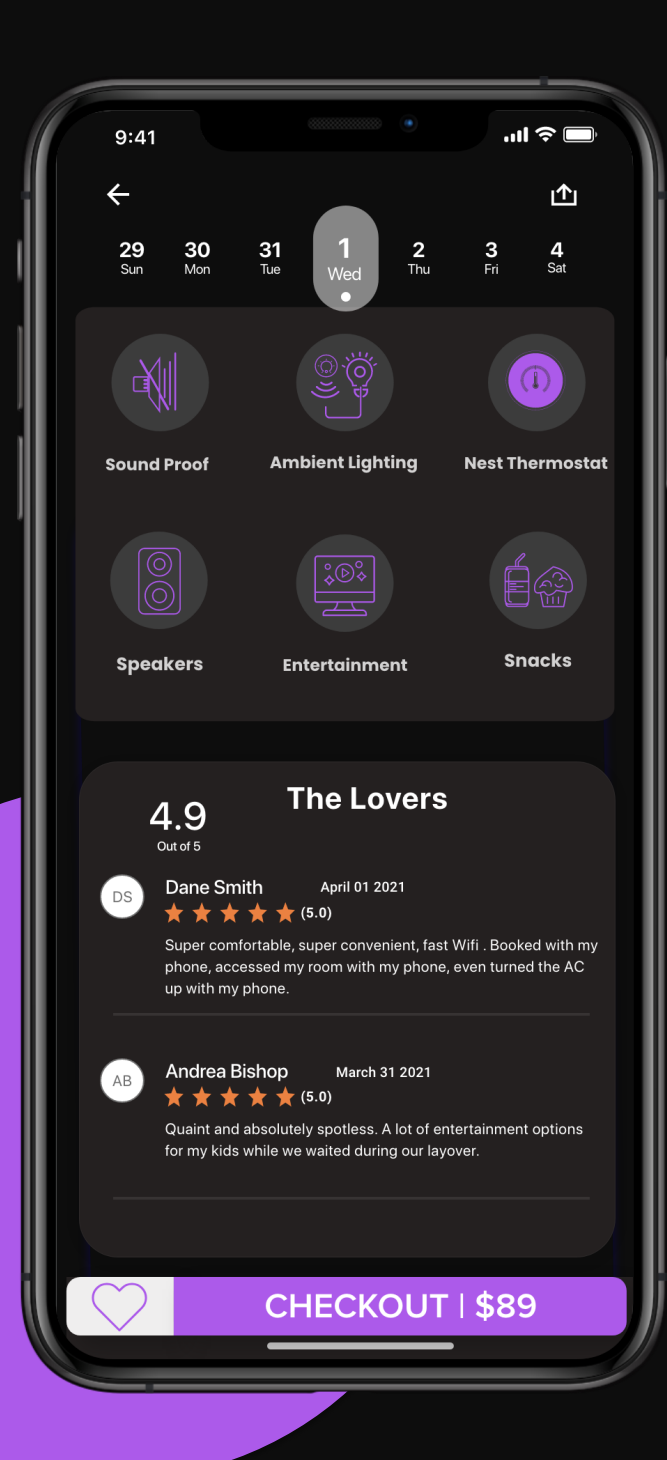


Booking Date
April
Today 1 · Tomorrow 2
Booking Time
Morning · Afternoon · Evening
12:00pm - 2:00pm · 1:00pm - 3:00pm · 2:00pm - 4:00pm
3:00pm - 5:00pm · 4:00pm - 6:00pm
CANCEL · CONFIRM

04
ROOM DETAILS SCREEN



29 Sun · 30 Mon · 31 Tue · 1 Wed · 2 Thu · 3 Fri · 4 Sat
DEAL
The Suite/Shower $89 for 2 hours
Smart room, fully disinfected, private full bathroom, soundproof, and wide variety of entertainment.
LAX · Wed, 1 Apr
3:00pm – 5:00pm
Room Amenities
Full Bathroom · Pull Out Sofa · High Speed Wifi
Disinfected · Air Filtration · Fresh Sofa Coverlet
CHECKOUT | $89



29 Sun · 30 Mon · 31 Tue · 1 Wed · 2 Thu · 3 Fri · 4 Sat
Sound Proof · Ambient Lighting · Nest Thermostat
Speakers · Entertainment · Snacks

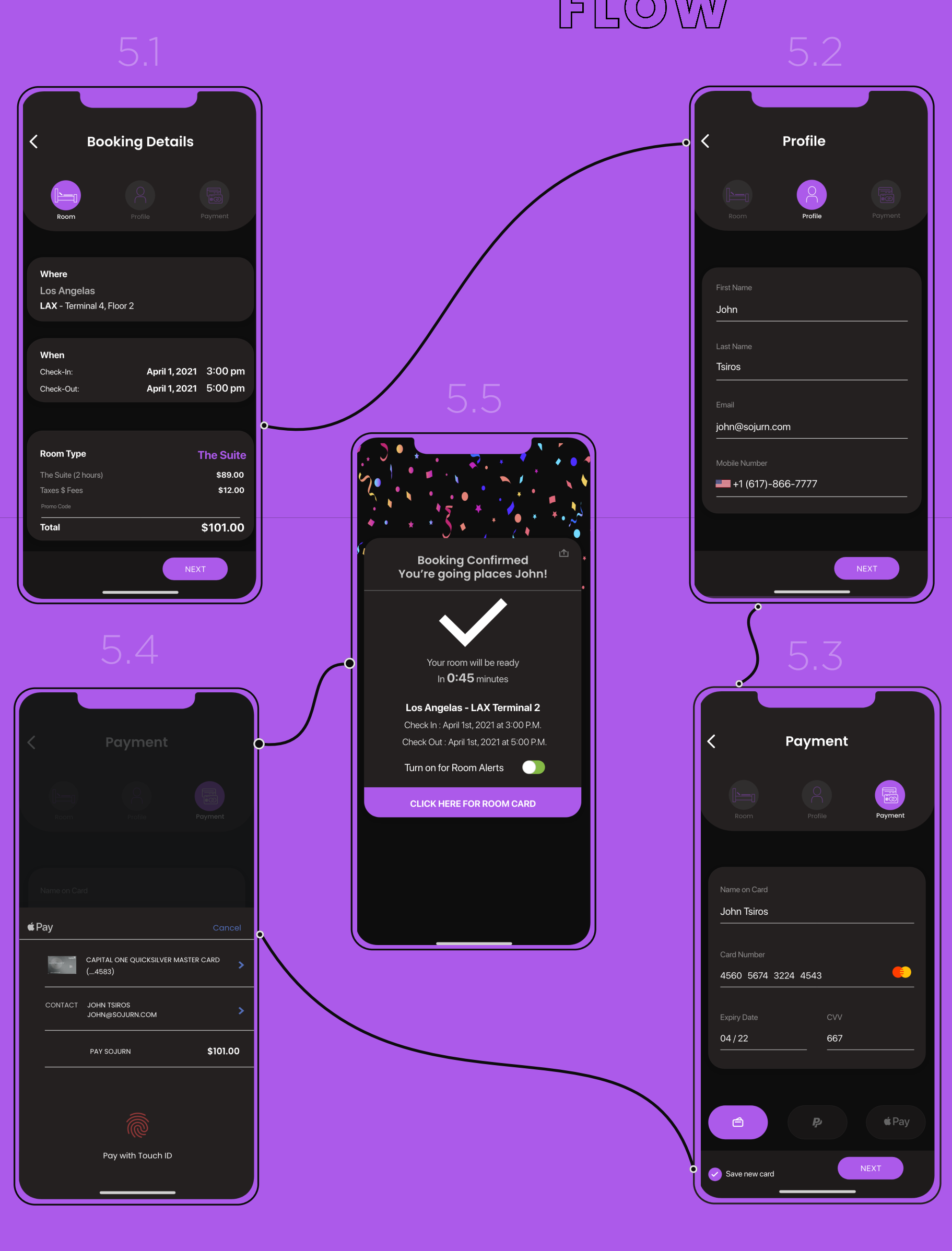
The Lovers
4.9 Out of 5

Dane Smith April 01 2021 ★★★★★ (5.0)
Super comfortable, super convenient, fast Wifi . Booked with my phone, accessed my room with my phone, even turned the AC up with my phone.

Andrea Bishop March 31 2021 ★★★★★ (5.0)
Quaint and absolutely spotless. A lot of entertainment options for my kids while we waited during our layover.

CHECKOUT | $89

05
CHECKOUT FLOW



5.1 Booking Details
Where: Los Angelas, LAX - Terminal 4, Floor 2
When: Check-In: April 1, 2021 3:00 pm; Check-Out: April 1, 2021 5:00 pm
Room Type: The Suite
The Suite (2 hours) $89.00
Taxes $ Fees $12.00
Promo Code
Total $101.00
NEXT

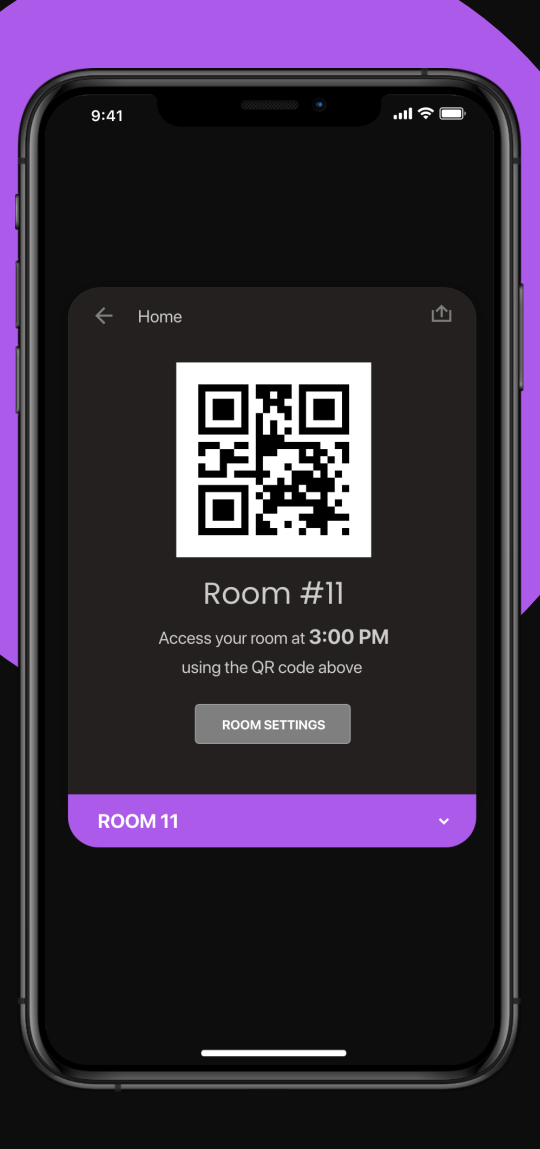
5.2 Profile
First Name: John
Last Name: Tsiros
Email: john@sojurn.com
Mobile Number: +1 (617)-866-7777
NEXT

5.3 Payment
Name on Card: John Tsiros
Card Number: 4560 5674 3224 4543
Expiry Date: 04 / 22
CVV: 667
Save new card
NEXT

5.4 Payment
Pay · Cancel
CAPITAL ONE QUICKSILVER MASTER CARD (...4583)
CONTACT: JOHN TSIROS JOHN@SOJURN.COM
PAY SOJURN $101.00
Pay with Touch ID

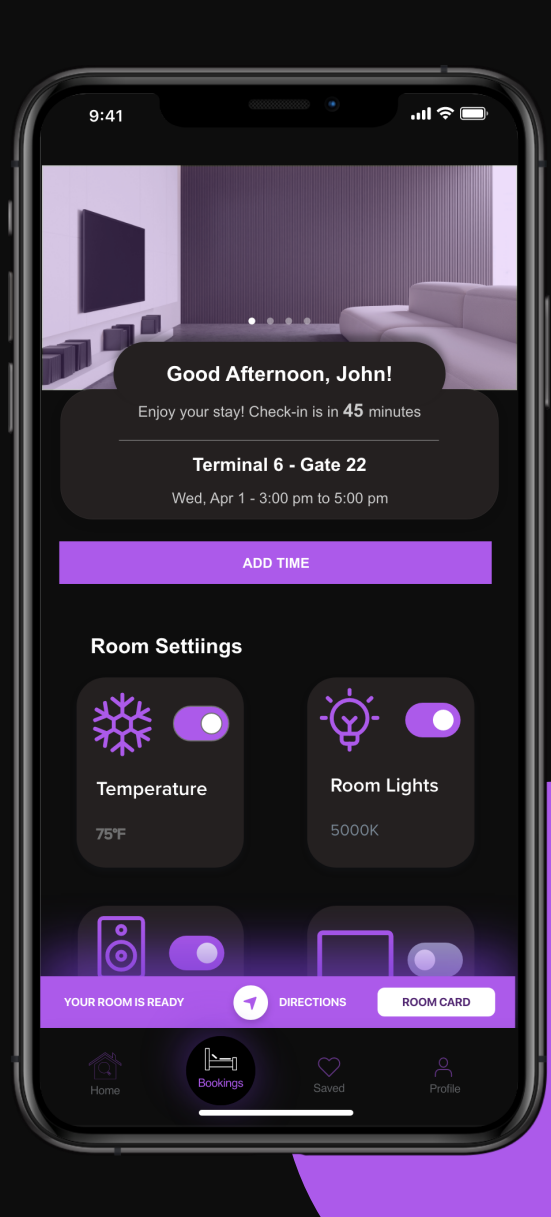
5.5
Booking Confirmed
You're going places John!
Your room will be ready In 0:45 minutes
Los Angelas - LAX Terminal 2
Check In : April 1st, 2021 at 3:00 P.M.
Check Out : April 1st, 2021 at 5:00 P.M.
Turn on for Room Alerts
CLICK HERE FOR ROOM CARD

06
ROOM CARD & CONTROLS

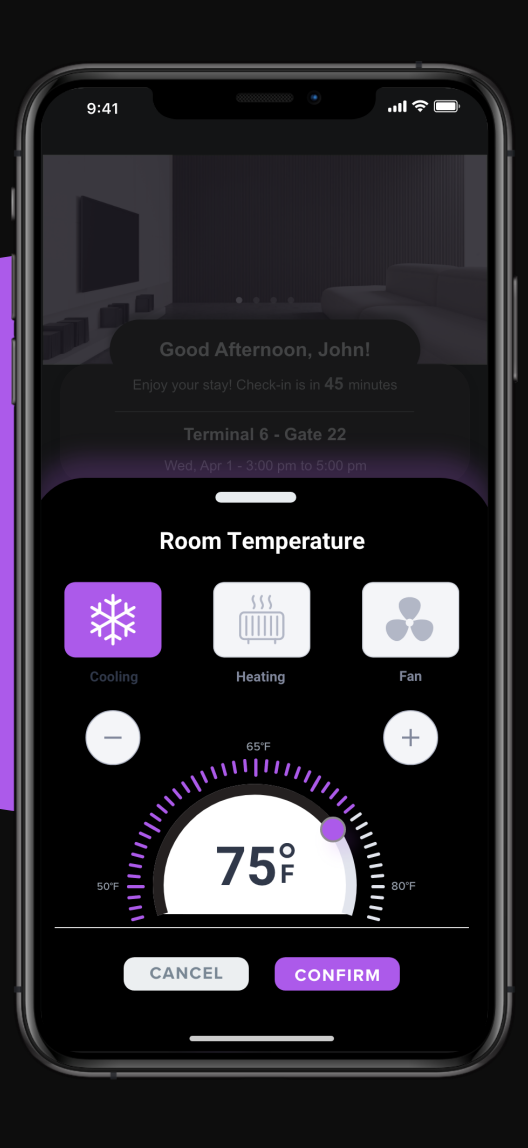


Home
Room #11
Access your room at 3:00 PM using the QR code above
ROOM SETTINGS
ROOM 11

Digital room card and contactless check-in.

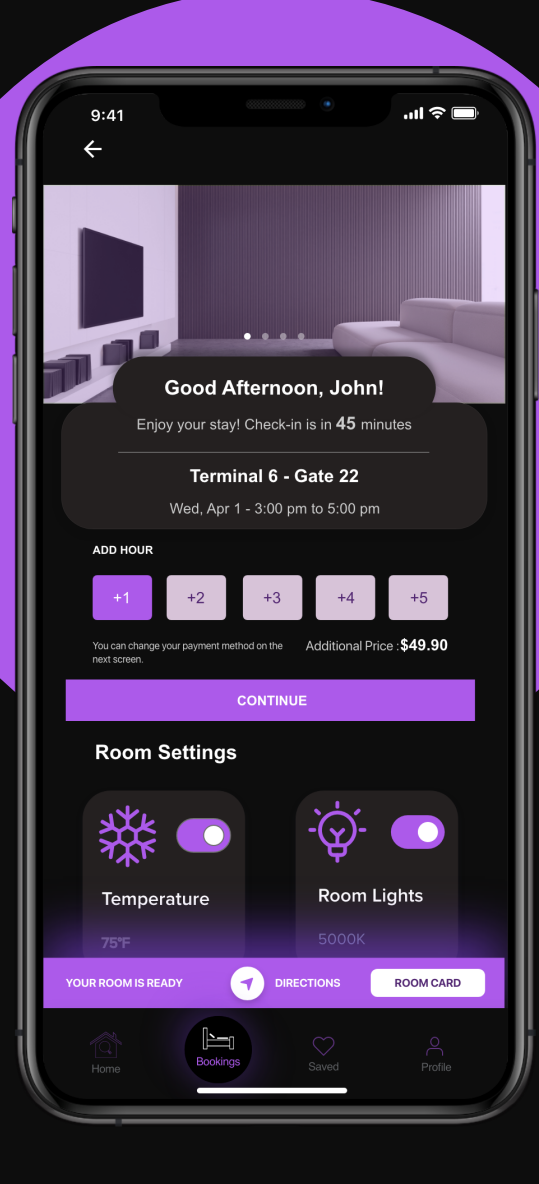


Good Afternoon, John!
Enjoy your stay! Check-in is in 45 minutes
Terminal 6 - Gate 22
Wed, Apr 1 - 3:00 pm to 5:00 pm
ADD TIME
Room Settings
Temperature 75°F
Room Lights 5000K
YOUR ROOM IS READY · DIRECTIONS · ROOM CARD



Room Temperature
Cooling · Heating · Fan
75°F
CANCEL · CONFIRM

Control room temperature, lighting and ambiance.



Good Afternoon, John!
Enjoy your stay! Check-in is in 45 minutes
Terminal 6 - Gate 22
Wed, Apr 1 - 3:00 pm to 5:00 pm
ADD HOUR
+1 · +2 · +3 · +4 · +5
You can change your payment method on the next screen.
Additional Price: $49.90
CONTINUE
Room Settings
Temperature 75°F
Room Lights 5000K
YOUR ROOM IS READY · DIRECTIONS · ROOM CARD

Extend your stay with a couple of clicks.

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