

PART A
Experiment No. 01

A.1 Aim: Customer Journey Mapping: Understanding user experience, journey stages, and identifying pain points.

A.2 Prerequisite: To ensure a productive session on Problem Identification, participants should come prepared with a working knowledge of the stages of Design Thinking, as well as the distinction between primary (interviews/surveys) and secondary (market reports) research.

A.3 Lab Outcome:

LO	Description	Used Outcome (Please Tick)
LO1	Describe the fundamental principles and mindset of design thinking.	√
LO2	Use empathy-based research methods to understand user needs and define problem statements.	√
LO3	Employ various ideation techniques to generate a wide range of creative solutions.	
LO4	Evaluate and select the most promising ideas based on user needs and technical feasibility.	
LO5	Develop and iterate on low-fidelity and high-fidelity prototypes.	
LO6	Communicate and pitch design solutions effectively to stakeholders.	

PART B

(PART B : TO BE COMPLETED BY STUDENTS)

(Students must submit the soft copy as per following segments within two hours of the practical. The soft copy must be uploaded at the end of the practical)

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Class: S.E	Batch: A1
Date of Experiment: 23/01/2026	Date of Submission: 08/02/2026
Grade:	

B.1 Contents discovered/observed/experimented in lab session:

Customer Journey Mapping — Hotel Business

Introduction

Customer Journey Mapping shows how a guest interacts with a hotel from discovery to post-stay. It helps identify pain points and improvement opportunities.

1. Awareness / Discovery

Actions: Search hotels, read reviews, see ads

Touchpoints: Google, booking apps, social media

Pain Points: Too many options, fake reviews, hidden pricing

Opportunities: Transparent pricing, real photos, verified reviews

2. Consideration

Actions: Compare rooms, check amenities, contact support

Touchpoints: Hotel website, chat support, FAQ

Pain Points: Slow response, confusing policies

Opportunities: Live chat, simple policies, mobile-friendly site

3. Booking

Actions: Select room, pay, confirm booking

Touchpoints: Booking system, payment gateway

Pain Points: Payment failure, hidden taxes

Opportunities: Secure payment, instant confirmation

4. Pre-Arrival

Actions: Plan stay, request services

Touchpoints: Email, WhatsApp, app

Pain Points: No communication, unclear instructions

Opportunities: Automated reminders, digital concierge

5. Stay Experience

Actions: Check-in, use services, interact with staff

Touchpoints: Front desk, housekeeping, amenities

Pain Points: Slow service, cleanliness issues, Wi-Fi problems

Opportunities: Digital check-in, fast service system

6. Checkout

Actions: Pay bill, leave hotel

Touchpoints: Front desk, billing system

Pain Points: Billing errors, long queues

Opportunities: Contactless checkout, instant receipts

7. Post-Stay

Actions: Leave review, consider rebooking

Touchpoints: Feedback email, loyalty program

Pain Points: No follow-up, no rewards

Opportunities: Loyalty offers, personalized thank-you

B.2 Observations and learning:

Observations:

- The customer journey mapping activity helped in clearly visualizing the complete experience of a hotel customer from awareness to post-stay.
- Each stage of the journey revealed specific user actions, touchpoints, and pain points that affect customer satisfaction.
- Major issues such as hidden pricing, slow responses, service delays, and lack of post-stay engagement were identified.
- It was observed that digital touchpoints (websites, apps, emails, WhatsApp) play a crucial role in shaping the user experience.
- Opportunities for improvement were visible at every stage, especially through automation, transparency, and better communication.

Learning:

- Learned how to apply **design thinking principles**, especially empathy, to understand customer needs.
- Gained practical knowledge of **customer journey mapping** as a tool for problem identification.
- Understood the importance of identifying **pain points and opportunities** to improve user experience.
- Learned how small improvements like live chat, digital check-in, and loyalty programs can significantly enhance customer satisfaction.
- The experiment improved analytical thinking and helped in connecting theoretical design thinking concepts with a real-world business scenario.

B.3 Conclusion:

Thus, the experiment on Customer Journey Mapping was successfully completed. Through this activity, the fundamental principles of design thinking were understood and applied effectively. Empathy-based analysis helped in identifying user needs, pain points, and expectations at each stage of the hotel customer journey. The experiment enabled clear problem identification and highlighted opportunities for improving customer experience using digital solutions. Overall, the learning outcomes related to understanding user experience, problem analysis, and practical application of design thinking concepts were achieved successfully.