Phase of journey	Awareness	Considerations	Registration	Onboarding	Loyalty & Advocacy
Actions What does the customer do?	Contact hospitals with lodging options Search for nearby lodging options on Google, FB group Hear the website from advocacy groups' recommendation	Charity driven houses that collaborate hospitals with subsidized rates Charity driven aggregated hotel list with subsidized rates Airbnb- open house program	Connect Finish inputing my contact info	Search for nearby hotels after entering the hospital zip code Access lodging aggregator lists with aspiring dates Check lodging distance, price, amenities Contact of the payment info, insurance card info, and upload medical record Contact of the payment info, insurance card info, and upload medical record Contact of the payment info, insurance card info, and upload medical record Contact of the payment info, insurance card info, and upload medical record Contact of the payment info, insurance card info, and upload medical record Contact of the payment info, insurance card info, and upload medical record Contact of the payment info, insurance card info, and upload medical record Contact of the payment info, insurance card info, and upload medical record Contact of the payment info, insurance card info, and upload medical record Contact of the payment info, insurance card info, and upload medical record Contact of the payment info, insurance card info, and upload medical record Contact of the payment info, insurance card info, and upload medical record Contact of the payment info payment info, insurance card info, and upload medical record Contact of the payment info payment i	on the
Touchpoint What part of the service do they interact with?	Word of Media(Facebook group, Youtube video)	Word of Media(Facebook group, Youtube video)	Website landing page Email notification for signing- up	Disha Website Order confirmation email or message Account settings Help Customer Service Service	Word of Media(Social Media(Facebook group, Youtube video)
Customer Thought What is the customer thinking?	I can explore the website to check hotel distance, the price and services. I would like to see if the website is easy navigating.	I urgently need to find the nearby hotels with services that I'm looking for I am(not) exactly sure the length of my stay	This is easy, I can sign up with my google account I can access to wide array of array of options I don't have to cold call to check availability, price, and facilities.	Website Q&A and tutorial video are easy to follow Receive booking notifications & automatically add to my calendar Receive booking notifications & to upload medical information Is that safe to upload medical information Receive the know I have successfully booked the room Receive the need response I need	Plenty of options and using the website to find & book the housing options Plenty of options and multiple wait queues available Plenty of options and to share the website resource
Customer Feeling What is the customer feeling?	- ************************************	00		Happy to try the	W i W
	Interested, Curious	Requires effort but excited	Excited	Happy to try the Concerned Satisfied easy-booking system	This is easy. I have to share this
Business Goal	Increase awareness and interest Lead generation	Increase number of website visitor Increase number of bookings	Increase conversion rate and online sales	Increase conversion aggregated average valting queue Increase customer service satisfaction	Increase repeat customers into advocates Turn Turn negative experience into positive experience