User steps	Home screen	Search	Hotel selection	Room selection	Booking
Goals What the customer wants to achieve.	• **Feel inspired and motivated** to begin planning their next trip. • **Clearly identify the first step** they should take to start the booking process. • **Quickly assess the app's credibility** through trustworthy visuals, reviews, and branding. • **Easily understand how to use the app**, with intuitive navigation and layout.	• **Input essential search criteria** (e.g., destination, dates, number of guests) quickly and accurately. • **Quickly refine results** based on personal filters (e.g., location, pricing, payment flexibility and cancellation policies). • **Feel confident** that the filtered results reflect their specific needs and expectations. • **Minimise time spent searching** while maximising the relevance of hotel options.	• **Refine hotel options** based on filters. • **Compare and evaluate hotel options** easily based on photos, descriptions and user reviews. • **Feel confident in the available options**, knowing they're up-to-date and relevant. • **Find and select hotel** that matches date, budget and purpose.	• **Compare room options** clearly and efficiently with budget. • **View detailed room information**, including amenities, layout, photos, and policies. • **Understand pricing** clearly, including any extra fees or taxes. • **Select a room** that fits needs and budget, with clear distinctions between room types.	• **Complete booking quickly and securely** with minimal friction. • **Input personal information** (incl. payment options) to finalise the booking procedure. • **Check the booking details** (e.g., travel dates, selected room, payment options, policy of cancel/refund). • **Receive immediate confirmation** and reassurance the booking was successful.
Mental models The customer's expectations, beliefs, or assumptions.	• "I expect the homepage to evoke **emotions** to motivate me getting started with the booking process." • "I want to **select my travel destination, dates, and number of travelers** right away so I can get this done efficiently." • "I want to get a **clear idea** on what I have to do from the beginning on."	• "I want to **quickly find options that match my travel needs**." • "I expect the **search form to be simple and clear** — I don't want to guess what's required." • "I should be **able to filter and sort results** the way I want." • "As soon as I **enter my filter criteria**, I expect to see relevant results instantly."	• "I want to **compare hotels** easily so I can feel confident I'm choosing the best one." • "I need all the **key information up front** — price, location, and amenities — without having to dig." • "I'm trying to figure out which place gives me the **most for my money**." • "This place should **feel right for me** — not just in price, but in vibe and comfort." • "**Photos help me** imagine myself there — I need to see what I'm getting."	• "The **room should have everything I need** to feel comfortable during my stay. I want to see what is included in the room." • "I want to **see real photos** of the room before making a decision." • "I need to see exactly what I'm paying for — **no hidden costs or confusing fees**." • "I want to know the **cancellation policy** before I book — not after." • "I'm trying to find the **best room that fits my budget** without sacrificing comfort."	• "I want to **review everything carefully before confirming** — I need to be sure all details are correct." • "I need to see a clear **summary of the total price — no hidden fees**." • "I expect to **use my preferred payment option** without complications." • "I expect my **payment to be secure** and my personal information protected." • "Once I book, I want **immediate confirmation** that my reservation is successful."
Behaviours Actions taken by the customer at different stages.	• The user **watches a looping background video** of vacation spots that stimulates travel desire. • The user presses the "**Explore" button to start** the hotel booking process. • The **user selects the type of booking** (i.e., hotel booking icon) on the home screen.	• The user enters their **travel destination** into the search bar. • The user scrolls down and presses the menu button to search for **location filters**. • The user selects check-in and check- out **dates**. • The user checks the possibility of adding a **discount card**.	• User **scrolls through the list of search results** to explore and compare hotel options based on images, prices, and ratings. • User selects the map to **evaluate the location** of the shown hotel options. • User **taps on a listed hotel** to view detailed information. • User **dismisses the discount pop-up** or promotional banner that appears after selecting a hotel. • User checks for **available offers** in the hotel details.	• User **scrolls through the list of available room options** to explore what's offered. • User checks availability to **view available rooms** for the selected dates. • User **compares room prices, sizes, and included amenities** (e.g., breakfast, Wi-Fi). • User **selects the most suitable room** based on preferences and available information. • User **chooses a promotional offer** or discounted rate when finalising the room selection.	• User checks the **full booking summary** including dates, guest count, and room type before confirming. • User **reviews the final total price**. • User **accepts the terms and conditions or booking policy** to proceed. • User **enters personal details** and **selects a preferred payment method**. • User **double-checks selected amenities** (e.g., breakfast, Wi-Fi) to ensure they are included. • User **receives and reviews a confirmation email** with booking details after completing the reservation.
Pain points Challenges or frustrations the customer faces.	• **No visuals** to motivate the user to start the booking process. • The web **design feels outdated** and uninspiring.	• The user must **press through each month** to select the check-in and check-out dates, which appears time-consuming. • Check-in and check-out **dates must be selected in two separate steps**, leading to confusion. • The names of several hotels appear, including **results of other locations**. • The icon used to present the **number of guests** confuses the user. • Filter options are displayed in a **mix of different languages**. • **Some filter options** (e.g., pool) **can not be found** immediately.	• Hotel descriptions **lack details about the property's suitability** for different types of travelers (e.g., families, business, couples). • **Hotel locations are unclear** in the search results, leaving users uncertain about proximity attractions. • Hotel descriptions include **nearby attractions that don't match the user's interests**, making the information feel irrelevant. • **Hotel descriptions** are inconsistently written **in mixed languages**. • The repeated mention of "Our lowest price" for each hotel feels unnecessary, as **users already expect to see the best price.** • **Hotel listings lack user ratings**, making it harder for users to evaluate quality and compare options.	• The user is **unexpectedly redirected to an external website** to complete the room selection and booking, disrupting the experience. • The user feels there are **too few images of the rooms** to make an informed decision. • **Text and pricing information appear too small on the screen**, making them difficult to read. • **Prices are shown in foreign currencies** by default, which frustrates users who expect to see their local currency. • The **promotional deal lacks clarity**, and the user cannot clearly see how much they are saving. • The user has **difficulty locating optional add-ons** (e.g., dinner, massages). • The user struggles to find **whether breakfast is included**....	• **Hidden fees (e.g., tax) are not clearly shown** until the end. • **Cancellation/Refund policy is not clear** to the user. • **Booking/Payment process** sometimes **redirects to external websites**.
Positives Aspects of the experience that delight or satisfy the customer.	• **Animations of travel destinations** motivate the user to start the booking process. • **Providing only one button** (i.e., "Explore") to begin booking prevents uncertainty at the start of the process. • Very **nice app design**	• The **selection of** check-in and check-out **dates is intuitive**. • **Selection of travel dates pops-up automatically,** after selecting the travel destination. • Filtered results provide a **good range of accommodation choices**. • **Filters** can be **selected intuitively.**	• The user finds the **hotel descriptions engaging and helpful** for understanding what the accommodation offers. • **Hotel images provide visual context** that helps the user understand the property's surroundings and location. • **Tripadvisor ratings are trusted** by the user and are one of the first elements they check when evaluating a hotel.	• The user appreciates being able to **view multiple images** of each accommodation while scrolling. • The user values a **detailed room description**, which make it easier to understand key features of the room. • **Payment options and cancellation policy clearly indicated**.	• Clear **summary of total costs**. • **Good guidance** through the payment steps.
Feelings and thoughts The emotional and cognitive responses of the customer during the journey. The following emojis were used to express emotions: 🙂 😐 ☹️	🙂 "I can only press one button, so I know what I have to do" "Nice videos of travel destinations motivate me to start the booking process"	"Based on this overview, I don't know (where the hotels) are located" "I don't see anything jumping out (filter for location)" "It is very common on how to select the dates" "It's a bit slow (selecting the dates)" ☹️	"The (hotel) images sometimes grab me" "I honestly don't know (what the + sign is for)" "Tripadvisor is very important to me. I always check Tripadvisor before booking" 😐 "Oh, it's just a pop-up (for discount)"	"Every information needed is given" "Why am I transferred to another website for selecting the room?" 😐 "I always check to see the difference in price between the options; should I pay now and pay less or should I pay later and pay more." "I would like to see more pictures"	"It is very easy to finalize the booking" 🙂 "I don't like to fialize the booking outside the app. "This is a good summary of the the booking; nothing unexpected"