

Story line for Customer / User journeys



Traveler

Inspiration

- Needing a vacation
- Amazed by a new place
- Got inspiration from friends

Shopping

- Decide dates and destination
- Look for an agency
- Read reviews
- Talk to destination specialist

Booking

- Choose the most convenient itinerary
- Search for advice
- Commit and pay

Pre-trip

- Prepare for the trip
- Look for recommendations
- View weather and local conditions

In-trip

- Get notifications and updates for the journey
- Book additional tours and experiences

Post trip

- Homeward trip
- Review and feedback
- Dream about next trip

Agency

- Digital Marketing

TRAVELITE

- Receive enquiry
- Create customer account
- Understand customer needs
- Record enquiry details

- Provide itinerary options
- Suggest best alternatives
- Tailor itinerary
- Approve itinerary
- Book a trip
- Receive payment

- Send final itinerary
- Provide additional information
- Book activities & experiences

- On-going supplier and traveler communication
- Provide customer support

- Satisfaction survey
- Record customer preferences
- Define follow up journey