Goal: To find the perfect romantic city break

Idea
"Let's get away!"

Initial investigations
"Where shall we go?"

Unless the couple have already decided exactly where they are going they will look for inspiration online and offline and through talking with friends and family.

Which departure airport?

Which city?

Dates?

Specific needs

How far away?

Idea of price?

Search for hotels in city

Decision on a place
"Let's book here"

Decision made
"That looks amazing!"

Detailed investigations
"This looks good"

Once a search has been performed a user will evaluate the different options available. These are linked and each item effects the overall package they select.

Flight

Hotel

Room

Price

Specs

Location

Payment

Confirmation

Each user has specific requirements that must be fulfilled at this stage (even though they don't yet know where they are going) and confirmed when booking. We heard:
"The hotel must have a pool"
"Must have spa treatments"
"Must be near an excellent restaurant"

Users may be thrown back into research mode if they don't like what they see or if another suggestion is made. Often this can be a suggestion by a friend or family member.

If the user has a shortlist of cities then they will repeat the search several times for each city.

⚠️ The current payment options are not clear and the pricing not transparent. Users abandon the process even after making the decision to book. Ensure a full and clear payment breakdown.