

PERSONAS (1)	INSPIRATION		RESEARCH		BOOKING		PRE TRIP		GETTING DOCS		ARRIVING TO HOTEL		ON THE TRIP		NEXT TRIP		
	Substage title	Substage title	Substage title	Substage title	Substage title	Substage title	Substage title	Substage title	Substage title	Substage title	Substage title	Substage title	Substage title	Substage title	Substage title	Substage title	
<p>Lauriane Blanc, 26, France</p> <p>Single, no children Beginner specialist in government sphere. Goes on a vacation twice a year. Often uses agency services for planning trips.</p>	Traveler goals		Traveler expectations		Customer thoughts		Process and channels		Process		Storyboard		Channels		Experience		
	What day to go.	UK based holidays	Get good deals, prices,	Prepares for trip		I hope this is smooth.	Enjoying new food and drink, experiences.	That was great									
	I want to getaway. I can't wait to see my family again. Where can I travel to? Is it safe for me to travel? I will get to see friends and family again.	I know I have a certain amount of time off, where to go. Ideas and new places and tours that get one excited.	Book flights Book hotels Create user accounts Book hotels Book insurance	Plans for trip activities.	Plans for trip activities.	A smooth journey.		Made new friends									
	<p>## Where shall we go for the Easter holiday? See deals.</p> <p>Be inspired by past photos and friends holidays</p>	<p>## Searches for train, flights, hotel and car rentals. Beginning to search for insurance Searches again for travel restriction Compares offers, not just on price but security. Read reviews Do I need visas for going to Europe?</p>	<p>## Where can I store my bike and equipment? What happens if the train is cancelled?</p>	<p>## Ask friends of any recommendations as you know where you are now going. What can I do when I get there? What are the safety measures of the train- Hotel? Car? What do I need to bring?</p>	<p>## Oh this is exciting.</p>	<p>## Where about's on the journey are we? How far away? Will the train be delayed?</p>	<p>## Social media</p>	<p>##</p>									
	Look back at old photos. See's other people away. Stuck at home, thinking about a cancelled holiday.	Shares ideas with family. Realises it's safe to travel	Searches for train, flights, hotel and car rentals. Beginning to search for insurance. Searches again for travel restriction. Compares offers, not just on price but security. Read reviews	Email Byway about extra points I need to add.	Google places. Traveller reviews websites. Tours and excursion sites. How far are the coffee places they mentioned from the hotel?		Book anything else that's off the list? Take photos of places	Good to be home									
	Instagram Online articles Social media Facebook	Search engines Meta search OTA Travel review websites Social media Online articles	Supplier website Meta search OTAs														
	Is it safe to go away again?	People are saying don't go away and wait and see. Too many options. What's the best deal? The best train stations and airports to go to? What happens if the company goes bust?	Is this the best time to book? Is the holiday protected if I buy from this company?	Do I have these docs on the trip and do I need to print them out?		Vegan and dietary requirements are not in the hotel or restaurants.											
	Have you seen Jules pictures of her last trip? Jules told me about her trip she went on.	Hassle-free booking Sustainable travel UK places Be clear on Covid We are with you every step of the way	Agent support. Customised Journey planner Whatsapp group	Built customer relationships. Customised Journey planner Contextual communications	Personalised planner.										Whatsapp group keeps the holiday alive. With every trip with us, you give back to the planet. Explain how Byway gives back to the planet.		
	The government say don't book.	Shop to book hassle-free websites.	Price predictions Booking growth vs competition		Visa's for going to Europe?	How long is the security line and my travel's cancelled? Visa's	Weather, can we do everything? What happens when my phone dies and I don't know the next stop?										
	Provide assurance to the travel which before and ON the holiday. Develop credible brand trust. Gift cards	More informed choices Personalisation of trip Take the hassle out of booking Attribute lead searches. Fast search results Personalised offers Reviews Dynamic packages Add a when is the best time to travel in an area feature. Quietest time vs weather Process of how the journey	Flexible fare / Itinerary options Remarketing	How to exchange customer engagement? Any extras like travel insurance? Additions to trips? Inflight extras? Extra in trip activities. Visas.	Add how far points of interest are from where they are staying. Add a map of the town with the hotel, restaurants and points of interest, so they understand distances. Send out an email 3 days before departure... Have you printed out the journey plan in case of bad tech and wifi.		A way of being able to share these photos by Byway at a future time.	Retargeting for next break Testimonials Follows on social to say if out of mind Retargeting with personalised photos from trip to prompt next trip									