01 - MAP - MAISON VERRE - REVENUE EXPERIENCE AUDIT

ANNOTATED CUSTOMER JOURNEY MAP

Five stages from first visit to confirmation, with possible friction points marked for investigation.

01

Discover

Editorial imagery sets a clear, premium tone.

02

Explore rooms

Room pages inspire, but comparison takes effort.

03

Select dates

Nightly rate shownl total unclear.

POSSIBLE FRICTION

04

Review terms

Cancellation policy not visible at decision.

POSSIBLE FRICTION

05

Confirm

Confirmation tone differs from the brand.

*Demonstration content. Illustrative only. Findings shown are exampels of format, not results or guarantees.