Customer Journey Map



Family Man



User lands on resorts page



Researches what there is to do at the OP resorts



Looks at Resorts Package Deals



Finds perfect deal and commits to buy



Teenager



User lands on Water World page



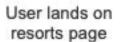
User views the attractions the WW park offers



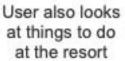
User likes what she sees and proceeds to purchase

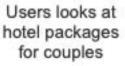


In a relationship



User researches the amenities that the hotels offer





User commits to buy hotel package deal