

Business cycle	
----------------	--

Every process of selling on/off line requires you to implement different steps, phases or touch points where you interact with your client in order to provide customer satisfaction that generates branding. Let me explain the steps through a hotel reservation system.

The first step is **they have to get to know you**, so you have to create awareness you exist. Take for example the case of booking.com, every time you need a hotel you think first of them or in any other similar service.

The second step is you **present the product/service** to induce to take action, list of hotels available, prices, categories, so you present your choices.

The third step is you **enable the purchase** guiding the client to an online payment system via credit/debit card or wire transfer.

The fourth step is you **execute delivery** meaning if you book a hotel you go to the hotel, if it is a package the package is delivered to the client.

The fifth step is **quality of service**, in booking.com they request the feedback of the experience, your feedback goes online so other potential guest can make their decisions based on your comment. You have to articulate a way to evaluate the quality of your service in a permanent way, phone call, email or even in person if needed.

Gamification:

Gamification means the use of game elements in non context games.

Again, we can see the example how booking.com uses these elements:

Tasks:

1. Open in your browser <http://booking.com> and look for any city you like and observe what the system does.

You can organize the hotels by score, distance, review, that is a game concept. Self determination theory that you are in control.

They give you the city rate of occupancy to create confidence or to trigger the sale.

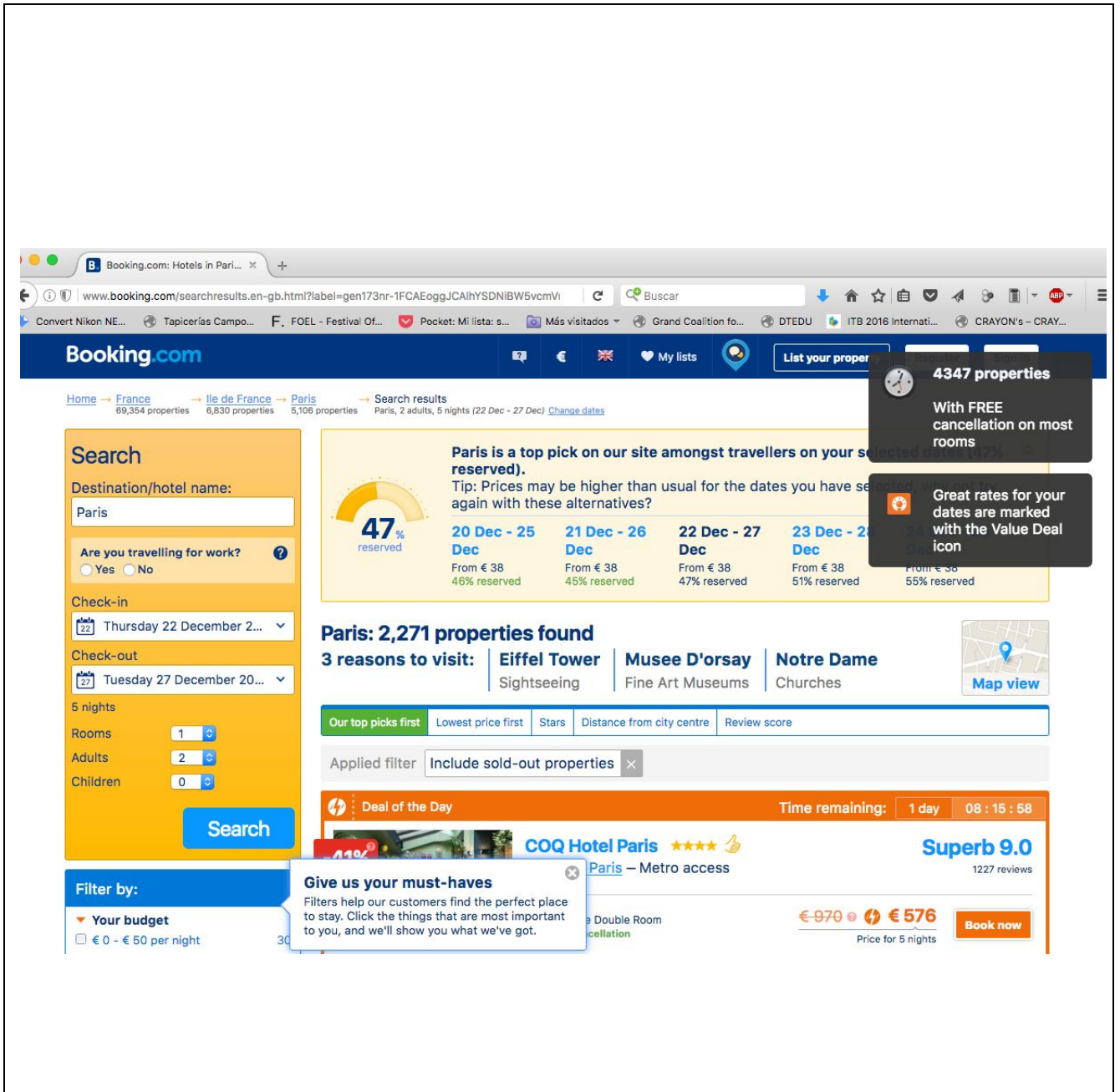
They pop up windows with extra information to induce the purchase.

This is the game narrative used to make the call for action. Most of the times they connect this with the Scarcity concept, "3 rooms available, 10 people looking now"

They provide all kind of extra information; questions you will place if you are going to visit for the first time Paris. So think about your client what kind of question s/he could place?

2. Design the customer experience of your product, be inspired by booking.com or any other platform like amazon.com

>>ACCESS THE ASSIGNMENT [HERE](#)<<



Booking.com | Home → France → Ile de France → Paris → Search results

Paris, 2 adults, 5 nights (22 Dec - 27 Dec) [Change dates](#)

Search

Destination/hotel name: Paris

Are you travelling for work? Yes No

Check-in: Thursday 22 December 20...

Check-out: Tuesday 27 December 20...

5 nights

Rooms: 1

Adults: 2

Children: 0

Search

Paris is a top pick on our site amongst travellers on your search (47% reserved).

Tip: Prices may be higher than usual for the dates you have selected. Try again with these alternatives?

20 Dec - 25 Dec	21 Dec - 26 Dec	22 Dec - 27 Dec	23 Dec - 28 Dec
From € 38 46% reserved	From € 38 45% reserved	From € 38 47% reserved	From € 38 51% reserved

Paris: 2,271 properties found

3 reasons to visit: Eiffel Tower | Musee D'orsay | Notre Dame

Sightseeing | Fine Art Museums | Churches

Our top picks first | Lowest price first | Stars | Distance from city centre | Review score

Applied filter: Include sold-out properties

Deal of the Day Time remaining: 1 day 08 : 15 : 58

COQ Hotel Paris ★★★★★ Paris – Metro access

Superb 9.0 1227 reviews

Give us your must-haves: Filters help our customers find the perfect place to stay. Click the things that are most important to you, and we'll show you what we've got.

€970 → €576 Price for 5 nights **Book now**

4347 properties With FREE cancellation on most rooms

Great rates for your dates are marked with the Value Deal icon