

Phase 3 Execution

Do not skip steps. This work completes the Conversion block of your Guest Journey Map Framework.

EXERCISE 1: MAP THE CONVERSION MOMENTS

List the exact points where a guest can commit to booking.

Examples:

- “Book now” button on room pages
- rate selection pages
- payment pages
- mobile checkout
- confirmation steps

YOUR CONVERSION MOMENTS:

EXERCISE 2: IDENTIFY FINAL-FRAME FRICTION

For each conversion moment, answer:

CONVERSION POINT:

Does this step feel simple and fast?

Yes. No.



Is risk clearly addressed here (cancellation, flexibility)?

Yes. No.

Does the guest feel guided or left alone?

Yes. No.

What could introduce hesitation?

- Effort
- Unclear terms
- Payment fear
- Momentum break

NOTES:

Repeat for all key conversion points.

EXERCISE 3: DEFINE YOUR COMMITMENT ASSURANCE

A Commitment Assurance is the single message or element that removes fear at the moment of booking.

Examples:

- clear cancellation reassurance placed near the CTA
- “pay later” or flexibility messaging
- a simple progress indicator
- trust markers close to payment
- one confident, decisive CTA

Principle

Every booking requires one final reassurance.





Answer this:

What should make the guest think:

“There is no downside to booking now.”

YOUR COMMITMENT ASSURANCE:

EXERCISE 4: COMPLETE THE CONVERSION BLOCK

Using your answers above, complete the Conversion section of your Guest Journey Map Framework™.

PRIMARY CONVERSION POINTS:

MAIN FRICTION IDENTIFIED:

COMMITMENT ASSURANCE™:

FIXES REQUIRED (1–3 CONCRETE ACTIONS):



END OF PHASE 3 OUTPUT

You now have:

- A mapped conversion journey
- Clear identification of final-step friction
- One defined Commitment Assurance
- The Conversion block of your Guest Journey Map Framework completed

You are now ready to proceed with Phase 4 - Loyalty.