

Journey Mapping Worksheet

calendar

The Journey Worksheet identifies the practical and emotional experience across channels and touchpoints while addressing key needs. This will help your organization uncover key opportunities to improve the experience.

Persona:

Young professional, millennial

Goal:

Hang out with undergrad friend

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Stage	Express interest of meet up	The back and forth to figure	After settling on a time, finding an activity/location that works for both parties			
Touchpoints Points of interaction.	Hitting each other via some type of messaging (Messenger, Whatsapp, Messages)	sharing each others availability for the next few days/weeks	Pitching of food options, activities, hopefully keeping in mind everyone's location			
Needs What questions are we trying to answer? What information do we need to answer them?	Needing to find time in each others schedules to commit time to one other to catch up	A common time to work	A place that is not out the way for everyone			
Expectations What are the core expectations of our pesona?	Ease of scheduling, it is stressful to schedule meetings with work, the stress does not need to be also contributed to meeting with friends	To see their friend	A place that is not out the way for everyone			
Activities What is our persona doing at this stage in their journey?	Providing availability, via text form		Stress to find a common ground location			
Emotional State	Positive					
Opportunities What would make things easier and more enjoyable for the customer?	Providing an easier way to display availablity without sharing personal	Scheduler assistant based on provided times, noting commonalities of free				

commonalities of free

time