

# Journey Mapping Worksheet

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:

Goal:

Stage	MONEY	PEOPLE	MOTIVATION	EMOTIONAL + SOCIAL EXPERI	Logistics.
Touchpoints <small>Points of interaction.</small>					
Needs <small>What questions are we trying to answer? What information do we need to answer them?</small>	How much per month? - Discount = student - Buy metro card	COACH AVAILABLE ANY TIME OUTSIDE OF THE CF How much?	MOTIVATE YOURSELF COACH GOIN TO MOTIVAT you Follow in program.	Be confident Nobody goin to judge u.	Modern/old equipment? Aid with? Tutorials to use it? 24h/27-7d/7? - Metro? car-parking? BUS
Expectations <small>What are the core expectations of our persona?</small>	Low/middle price good quality.	MOTIVATE CONSUMERS "RUDE" PUSH TO EXTREME	lose weight or take muscles Rise endurance PUSH TO EXTREME	People take care of other people. you aren't alone Don't do act alone.	Be careful when you don't know / Heavy. ASK any time Be Responsible when you're alone
Activities <small>What is our persona doing at this stage in their journey?</small>	AT GYM: CROSSFIT MORNING. COACH	SCULPT YOUR BODY EXTREME PHYSICAL WORKOUT SUMMER BODY.	IF YOU WANT CHANGE YOUR ROUTINE LIFE DO CROSSFIT TO TAKE OF YOUR NEGATIVE	Here to transform your body Everybody have the same goal as you.	ASK schedule. EARLY MORNING → COACH + MOTIVATION Motivate yourself
Emotional State	Well being / PUSH extreme / Reach your goal / vibes.				
	Hard / push extreme / max 2-3 times / month / costly / Bodies Better / Nutrition.				
Opportunities <small>What would make things easier and more enjoyable for the customer?</small>	😊	😊	😊	😞	😊