

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:

successful uber ride

Stage	Decision on what transportation to use	Set up account	Request a ride	Ride Uber	Arriving to destination
Touchpoints <small>Points of interaction.</small>	Looking at different time schedules. or availabilities (subway, train, bus)	filling out information	Putting in address Seeing the availability of drivers	Making sure it si the right vechile Greeting Uber	Gathering all belongings
Needs <small>What questions are we trying to answer? What information do we need to answer them?</small>	How much are you trying to spend? What is your destination?	email, phone number bank account, name, destination	Size of car (how many people are you with) Luxury car, carpooling, Uber XL or X	Making sure its the right destination	Being aware of surroundings when exiting uber
Expectations <small>What are the core expectations of our pesona?</small>	Quick, easy, comfortable and safe. Desireable times	All information goes through	Gets a driver in a short amount of time	safe and comfortable ride	At your destination
Activities <small>What is our persona doing at this stage in their journey?</small>	downlaoding uber app will fit their wants/needs	Getting ready to request ride	Waiting for uber to Arrive	Waiting to be dropped off at destination	Thanking the uber Rating your ride on the App
Emotional State	Positive Negative				
Opportunities <small>What would make things easier and more enjoyable for the customer?</small>	Planning out your travel before hand	Having information Filling out information during ride	Updates on arrival	Uber driver making converstation, good/ safe driving, music playing	