

# 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: USE THE APP FOR ALL READING & DISCUSSION PURPOSES

Stage	DISCOVERY	DISCUSSION	PURCHASING	READING	ENJOYING
<b>Touchpoints</b> <small>Points of interaction.</small>	<ul style="list-style-type: none"> <li>APP IS DOWNLOADED</li> <li>USER LEARNS GENERAL INTERFACE</li> <li>SETS UP PROFILE</li> </ul>	<ul style="list-style-type: none"> <li>USER BROWSES OTHER USERS' DISCUSSIONS &amp; GENERATED TAGS</li> <li>POSSIBLY ASK FOR PERSONALIZED RECS.</li> </ul>	<ul style="list-style-type: none"> <li>USER DECIDES WHICH SELECTIONS TO TRY.</li> <li>PURCHASES TITLES</li> </ul>	<ul style="list-style-type: none"> <li>READS PURCHASES ON APP</li> </ul>	
<b>Needs</b> <small>What questions are we trying to answer? What information do we need to answer them?</small>					
<b>Expectations</b> <small>What are the core expectations of our persona?</small>		<ul style="list-style-type: none"> <li>GOOD RECOMMENDATIONS</li> <li>GOOD ACCEPTIVE ENVIRONMENT</li> </ul>	<ul style="list-style-type: none"> <li>SIMPLE, SMOOTH PURCHASING PROCESS</li> </ul>	<ul style="list-style-type: none"> <li>GOOD DIGITAL READING PLATFORM</li> </ul>	
<b>Activities</b> <small>What is our persona doing at this stage in their journey?</small>	LEARNING THEIR WAY AROUND THE APP	ENGAGING WITH A COMMUNITY EITHER THROUGH LIVE DISCUSSION OR RESOURCES	<ul style="list-style-type: none"> <li>USING APPS PURCHASE OPTION</li> </ul>	<ul style="list-style-type: none"> <li>USING PURCHASED MATERIAL</li> </ul>	
<b>Emotional State</b>	Positive _____ Negative _____				
<b>Opportunities</b> <small>What would make things easier and more enjoyable for the customer?</small>					