

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:

He or she is a seasoned e-commerce shopper who likes to discover and try new products and brands that he or she found online. The persona is someone who likes to be trendy and in-the-know. Thus, he or she is the one recommending products to others. The persona values his or her happiness greatly and aims to maintain a healthy, balanced life.

Goal:

Satisfy consumers so that they become not only repeat customers but, more importantly, loyal customers who become advocates of the brand and recommend both the product and the brand to others.

Stage	Discovery and awareness	Research and consideration	Purchase	Use	Leave
Touchpoints <small>Points of interaction.</small>	Instagram feed.	E-commerce landing page. Company website. Competitor websites. Social media including Facebook, Instagram, Twitter, Reddit, Pinterest, YouTube, TikTok, etc.	E-commerce checkout flow. Confirmation e-mail.	Receiving the package. Using the carbon steel pan.	Post-purchase e-mail. Contacting customer service through Instagram direct messaging and e-mail.
Needs <small>What questions are we trying to answer? What information do we need to answer them?</small>	What is a carbon steel pan? Does the carbon steel pan suit my needs? What brand is this pan from?	Why do I need this carbon steel pan? Where was this pan made? How easy is it to take care of the pan? Are there alternative products that satisfy my needs better? Are past purchasers satisfied with the product?	How easy is the purchase process? How many payments options are available? Are there any 'pay later' options? Are there any discount codes available online? How long is the estimated delivery time?	How easy is the seasoning process? Where can I find seasoning instructions? How long does it take to season the pan? What is needed to season the pan? What do I do if I mess up the seasoning? Do I need to re-season the pan? Did the performance of the carbon steel pan meet my expectations?	Am I willing to buy or try another product from this brand? Would I recommend this product and brand to others? How was my experience with customer service?
Expectations <small>What are the core expectations of our persona?</small>	The persona is excited to discover a product that could help improve his or her cooking experience. The persona is hoping to learn more about the carbon steel pan's benefits and how it can satisfy his or her needs. The persona wants a pan that is nonstick but does not have Teflon.	The persona expects to find all the information that is needed to answer his or her questions about the carbon steel pan. The persona wants the information to be easy to access and understand. The persona is willing to spend time researching so he or she is looking for the carbon steel pan in various platforms.	The persona expects the checkout process to be extremely smooth. In some respects, the persona anticipates the process to be similar to other e-commerce brands that he or she has already experienced. If it is lacking in any sort of way, it will be noticed. The persona expects the tracking and delivery of the shipment to be as seamless as possible.	The persona expects the carbon steel pan to have sleek packaging like other modern e-commerce brands. He or she is expecting the pan to perform as advertised on Instagram. The cooking experience should have been improved by using the pan.	Our persona wonders why the brand did not provide any visual aids that help customers through the seasoning process. With so many seasoning methods suggested online, the persona expected the brand to recommend methods best suited for the pan.
Activities <small>What is our persona doing at this stage in their journey?</small>	The persona scrolls through his or her Instagram feed using his or her mobile phone while watching Netflix.	Our persona is a seasoned e-commerce consumer who conducts some research through social media and search engines before purchasing online. He or she wants to make an informed decision.	The persona is purchasing the carbon steel pan online through the company's website.	Our persona unboxes the packaging and reads the instructions provided. The persona has never seasoned a pan before so he or she researches online to try and find a step-by-step how-to video that he or she can follow along. The persona does not manage to successfully season the pan.	The persona leaves a bad review of the product and contacts customer service for a refund. He or she is going to tell his or her acquaintances about his or her bad experience and post about it on social media.
Emotional State	Positive Negative				
Opportunities <small>What would make things easier and more enjoyable for the customer?</small>	Provide educational or interesting content that is relevant to the persona. For instance, a recipe video using the carbon steel pan or a did-you-know video that teaches the persona something new.	Make an informational landing page that acts like a proactive FAQ page which answers all of the consumers' questions. Include compelling and eye-catching visuals that portray how the carbon steel pan satisfies the needs of the consumer.	Suggest complementary products that would pair nicely with the products that were already added to cart. Offer multiple payments options so that customers can choose according to their preferences.	Design the packaging to enhance the unboxing customer experience. Include printed inserts in the packaging to inform customers about use and care and a way to contact customer service if needed.	Send a post-purchase e-mail to purchasers to collect their feedback and respond to their thoughts. Offer a replacement product, free returns or a discount for future purchases if the customer is unsatisfied with his or her experience.