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 opportunitie to improve the experience.

Persona: Ringo

Goal: to learn HTML and get a better Job

delight

to improve the ex	xperience.	organization andores key oppositamines	111100	get	- a better Job
Stage	Awareness	Consideration	Admission	School life	bigher education
Touchpoints Points of interaction.	wants to learn how to create a website	needs to choose a school	Apply to school	accepted by school and starts the course at the school	takes higher education to extend the knowledge
Needs What questions are we trying to answer? What information do we need to answer them?	.Where can she learn? .What does she need to learn to create a website?	· How much is the tuition? · How long does it take for graduration? · Can the students get a job easily after the graduation? · What do they offer?	401611 (3 1110 11111111111111111111111111111	 Where can she buy text books? Is there cafeteria in the School? Where can she get class info? Where can she get grades? 	· Is there going to be more subjects to learn? · Is she going to get a better Job Ofter taking a higher education?
Expectations What are the core expectations of our pesona?	· Wants to learn HTML · wants to get I-20 · wants to get OPT after graduation	. less tuition, higher quality . less than 2 years course	· easy steps of application · easy methods of tuition payment	 easy to access all the facilities higher quality of computers easy to use of website 	· acquisition of professional skills · better job and income offer after the graduation
Activities What is our persona doing at this stage in their journey?	looking for a school where she can learn HTML as on international student	· Searches the website to compare the schools such as tuition, quality and course schedule.	. prepares all the require- ments for application before the deadline applies to the school	· Starts the school · uses school facilities · uses school website	· takes higher education · attends job search workshop for international students · makes high quality of website and odds in the fortpolio
Emotional State	Positive CO Negative	SCREAUIE.		(I)	

Opportunities

What would make things easier and more enjoyable for the customer? extend marketing channels all over the world for International students offer a download of school brochure that gives information at school schools from the school website . Offer a college application process quibe

· increasing methods of accepting applications
· increasing methods of

· increasing methods of accepting payments · improve the website interface.

office finto about atternative restaurants. give opportunities of offer a student discount in the bookstore

offer workshops for internation students and give into through app give opportunities of trial classes