

# 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: Jessica (Netflix user)

Goal: Watch Netflix with high quality both in sound and video.

Stage	Awareness	Sign Up	Home Page	Search	Select
<b>Touchpoints</b> Points of interaction.	- Design - Social Ads	- Worth with money	- Clear font - Easy to understand	- Fast and easy to find	- High sound and video quality
<b>Needs</b> What questions are we trying to answer? What information do we need to answer them?	- Need to watch a Korean series	- Need to ask her parents to purchase a sign up fee.	- A good design for first impression	- Lots of K-drama series and movies	- Smooth show both online, offline.
<b>Expectations</b> What are the core expectations of our persona?	- Comfortable to watch	- Cheap fee per month.	- Clear Vision	- Easy to find her movie or series	- No lag during watching.
<b>Activities</b> What is our persona doing at this stage in their journey?	- Surfing internet - Social media	- Compare the price with other streamer.	- Scrolling the mouse to look at the movies and series	- Searching for Korean series or movies	- watch the show while eating popcorn at home.
<b>Emotional State</b>	Positive Negative Curious 😐?	Weight up Pros & Cons? 😐?	Impress the interface. 😐	Confusing 😐? which one should she watch.	Enjoy 😊
<b>Opportunities</b> What would make things easier and more enjoyable for the customer?	Update new series and movies	Promotion	Easy to customization	Make a good top picks (recommend) for her base on her personal profile.	4k quality without any lag.