



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:

Bryce Chryson

Goal:

Stage	Auditorium	food & drinks	movie exp.	ticket kiosk	connection
Touchpoints <small>Points of interaction.</small>	Seat	<ul style="list-style-type: none"> • food concession stand • fountain machine 	Auditorium	kiosk	<ul style="list-style-type: none"> • mobile • laptop • tablet
Needs <small>What questions are we trying to answer? What information do we need to answer them?</small>	better seat	• short waiting time	best quality both video & audio	Buying tickets	connect & communicate
Expectations <small>What are the core expectations of our persona?</small>	comfortable seat	Buying a food asap.	better than watching at home.	convenient & quick	fast speed and sustainable signal
Activities <small>What is our persona doing at this stage in their journey?</small>					
Emotional State	Positive _____ Negative _____				
Opportunities <small>What would make things easier and more enjoyable for the customer?</small>					

