

Olivia Cortellini

*research is needed to determine if "Mike" uses both under-bus storage and/or overhead ~~compart~~
 **Does Mike actually wear his seatbelt? ~~no~~ Currently unknown. ~~compartm~~

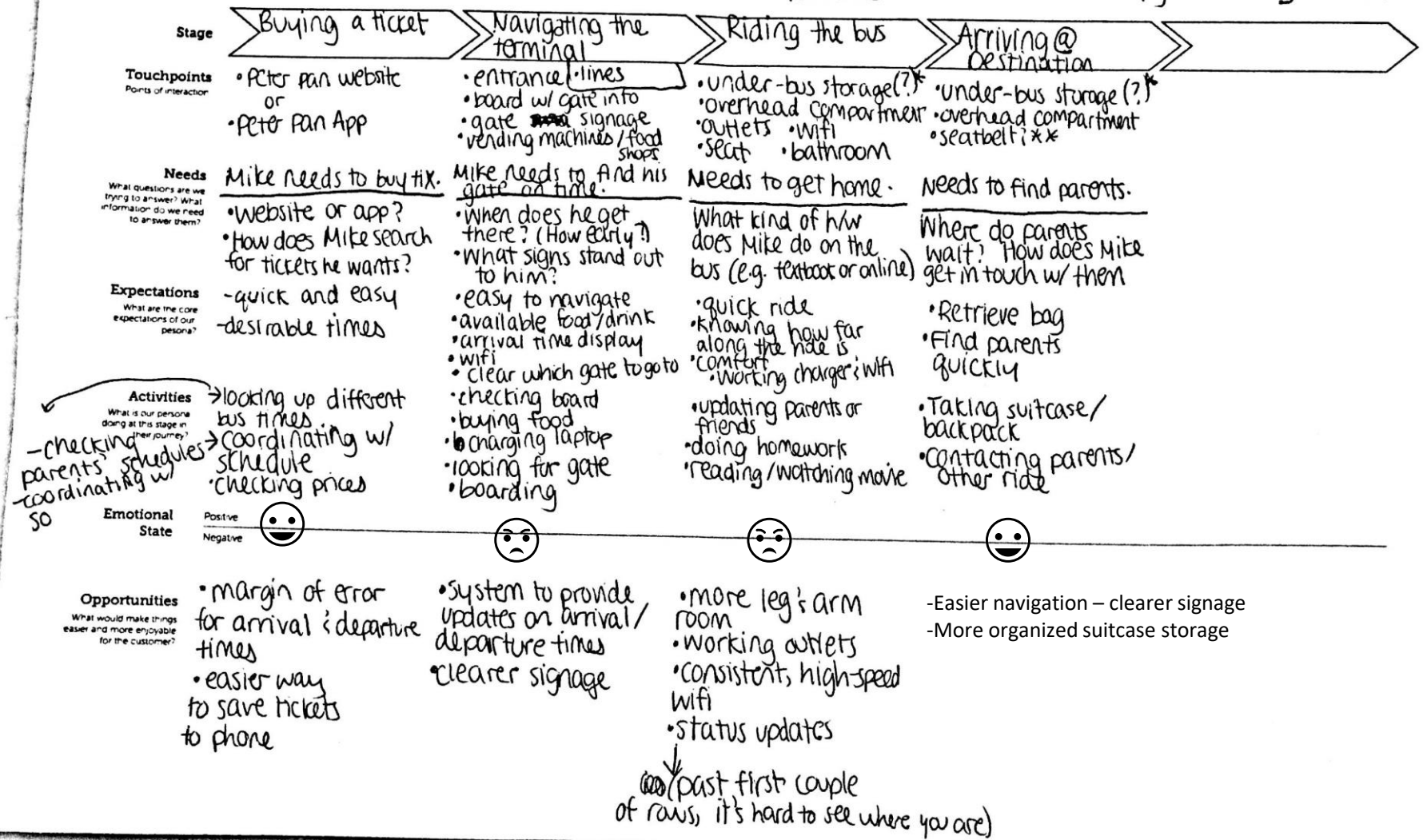
→ This is specifically for a trip home.
 Journey Mapping Worksheet



The Journey Worksheet identifies the practical and emotional experience across channels and touchpoints with an attention to needs. It will help your organization uncover key opportunities to improve the experience.

Persona: Mike ~~Bocher~~
 Baucher

Goal: Get home smoothly & cheaply for a long weekend



past first couple of rows, it's hard to see where you are)