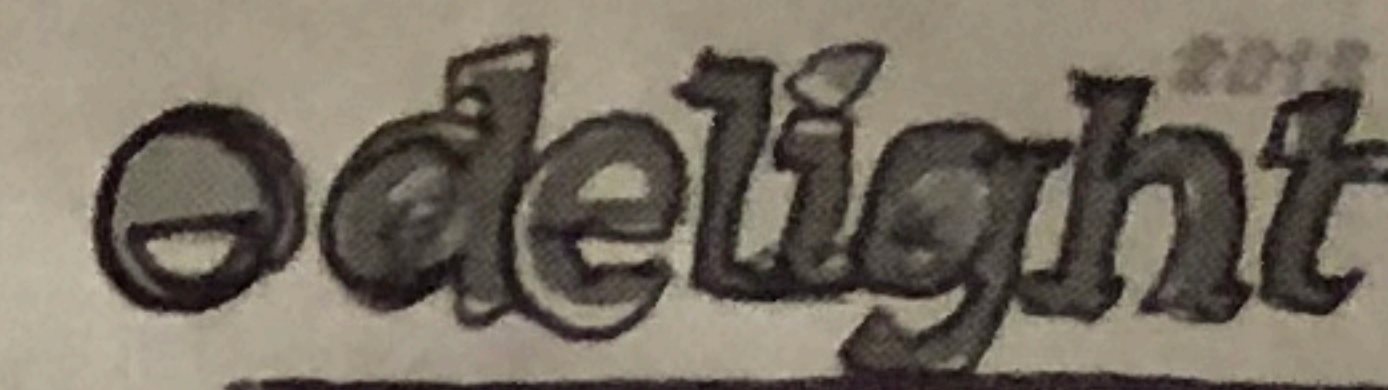


Julia Geromini



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: Elderly Woman living alone.

Goal: Make the package delivery process as simple + convenient as possible.

Stage	Orders item online	Places delivery order	Waiting for package arrival	Package at destination	Signing for package/delivery
Touchpoints Points of interaction.	Entering CC info., visiting website	Choosing a delivery option	Possibly trying to contact Customer service	Signing for package / signature	notification of arrival -
Needs What questions are we trying to answer? What information do we need to answer them?	How long will it take for product to be delivered? <i>Website info.</i>	Which delivery option is best? (pricing, timeliness, choice, reviews)	When will the product arrive? Will it be delayed by weather, etc.	Will she be available to sign? / signature opt-out options	Needs help - who carrying will delivery help her? / what if she doesn't hear doorbell?
Expectations What are the core expectations of our persona?	Making a successful purchase	Delivery arrives safely + on time	Updated regularly by mobile or email about delivery time	Product arrives on time and undamaged	Deliverer arrives when recipient is home + helps bring it inside
Activities What is our persona doing at this stage in their journey?	Being a consumer	Making a decision	Following updates	Making sure they are around and available for arrival.	Receiving package / product
Emotional State	Positive	Negative	Positive	Negative	Positive

Opportunities
What would make things easier and more enjoyable for the customer?

Blank space for writing opportunities.