

# 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:** 25 Year old graduate student living in Jersey City rental apartment. Tech-savvy, dog owner, likes to cook, explore new places, and nature, and stay active.

**Goal:** Expanding social circle and make new friends for activities in the neighborhood (JC) and occasionally NYC

Stage	Sign up and Set up profile	Discover groups/posts by building/ activity	Bonding online	Bonding in person	Back on app for next activity and more chats
<b>Touchpoints</b> <small>Points of interaction.</small>	Visiting site/ install app	Go to discover tab to select/ create your building, and activities that interest you	Online chat/ conversations within activity/ building groups	Users meet in person for scheduled activities	Go to discover tab to browse for more activities, or other functions such as marketplace
<b>Needs</b> <small>What questions are we trying to answer? What information do we need to answer them?</small>	How much personal info does user need to provide when signing up.  Password reset service	What kinds of activities, building groups can we find?	Chat windows, full chat functions (ability to upload pictures, voice messaging, emoji, add other users as personal friends to open private chat)	When and where to meet	Find more/ create more activities in the same group or join new groups  Post/ search for second-hand sale in Marketplace
<b>Expectations</b> <small>What are the core expectations of our pesona?</small>	Appealing and friendly UI	See a range of activities to choose from Easy navigation to start a thread/ group when proposing a new topic under a bigger category	Receiving information regarding particular building group and interested activities. Participate in discussion	Have a good time hanging out with new faces met online and hopefully can develop true friendship	User friendly navigation
<b>Activities</b> <small>What is our persona doing at this stage in their journey?</small>	Sign up with email/ phone. Creating username, password, upload profile picture, self-description, gender	Browsing/ Select to join discussion boards by activity type.  Join community by building	Information exchanging via online chats. Bonding with nearby users sharing same interest. Expanding online network by adding new contacts from group chat and open private chat	Enjoy activities with (a group) of new connections.	Talk to more people online to plan for next outings  Buy or sell things in Marketplace
<b>Emotional State</b>	Positive Negative				
<b>Opportunities</b> <small>What would make things easier and more enjoyable for the customer?</small>	Streamline on-boarding process Use Zip code to determine user's location (neighborhood) No need to provide birthdate information.	Provide clear and various activity categories	The person who starts the activity discussion topic/ group will be the Supervisor responsible to monitor content and can remove participants should there be inappropriate postings within the group	Streamline process and UI design	Streamline process and UI design