

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: **Emily**

Goal: **To complete an assignment for Experience Design.**

Stage	Receiving alert for assignment.	Opening/completing assignment	Assignment submission.	Commenting on classmate's work	Receiving overall grade.
Touchpoints <small>Points of interaction.</small>	Opening notification, sends you to a page.	Clicking related links and reading instructions	Uploading/answering assignment.	Reading other answers and interacting.	Opening notification that takes you to your grades.
Needs <small>What questions are we trying to answer? What information do we need to answer them?</small>	Website/app? Under which category? For what class?	What is the assignment? Are there several parts/links?	Submission as a comment, or as an upload? What files accepted?	Where will classmate responses show up? How to comment?	Where are grades located? What are your grades/comments?
Expectations <small>What are the core expectations of our persona?</small>	Easy to find directions for assignments/ <u>due date</u> .	Finding assignment easily under respective tab.	Website/app accepts their file upload/response	Comments are under assignment, able to respond.	Grade is showed clearly alongside commentary.
Activities <small>What is our persona doing at this stage in their journey?</small>	On their phone/computer for something unrelated, end of class.	They just saw the notification of a new assignment.	Done with their assignment, uploading it to site.	Done with assignment, ready to see other responses!	Relieved of completing assignment, nervous to see grade checking notifs.
Emotional State	Positive Negative				
Opportunities <small>What would make things easier and more enjoyable for the customer?</small>	Notified of upcoming due dates when assignment was not completed... due date no notifications for submitted work.	Links open and pdfs do not need to be downloaded before viewing.	Larger files are accepted. Several different file formats are supported. Icon showing assignment is complete.	All comments/interactions are in the same place. Emphasis on replies to your work.	Grade is shown as letter grade and numerical. Can show overall grade for the class as well