

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:

Goal:

Stage	KIOSK	BIKE	DOCKING STATION	ONLINE APP - WEBSITE	LIMITATIONS
Touchpoints <small>Points of interaction.</small>	Physical station kiosk Touchscreen Credit/Debit Card	App/Website/Kiosk/Key Dock Physical bike	Keypad Dock	Online devices: Smartphone Computer Tablet	Customer service
Needs <small>What questions are we trying to answer? What information do we need to answer them?</small>	Self-explanatory/informative signage	Maintenance Hygiene User-friendly design	Dispersion of stations	Real-time updates Optimized performance Faster load time	Better communication Faster response
Expectations <small>What are the core expectations of our persona?</small>	Easy to use Secure Fast Inclusive payment methods	Well-maintained Right size Clean	Easy to use Fast Error-free system Availability	Easy to use Fast Glitch-free system Real-time updates	
Activities <small>What is our persona doing at this stage in their journey?</small>	Select the type of pass Purchase Get the ride code	Lock/Unlock Ride	Type the ride code Pick-up/Drop-off the bike	Purchase pass/membership Get the ride code Plan the ride Get notifications/tips/directions Check bike availability	Get support before/after the purchase
Emotional State	Positive <hr/> Negative				
Opportunities <small>What would make things easier and more enjoyable for the customer?</small>			Dockless system or Smart docks		Free trial Discount code Reward system