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:
Experienced Working Professional

Goal: **Craft a resume that can be easily formatted, updated, and downloaded.**

Stage	Select Template	Fill in CV	Preview & Customize	Quality Assurance	Download
Touchpoints Points of interaction.	Landing page, Graphic User Interface, Mobile app form	Landing page, Graphic User Interface, Mobile app form	Preview page, Graphic User Interface, Mobile app form	Grammar window pop-up	Download page, GUI, Mobile app form
Needs What questions are we trying to answer? What information do we need to answer them?	-Do we have all conceivable templates for all job backgrounds and professions?	-How good, efficient and easy it is to input data? -Engage in continuous testing of input forms	-Get and display the exact version of your newly generated resume -Can we continue to customize even in preview mode?	-Can our proofreader spelling check, punctuate and grammar correctly -Perhaps consult third party grammar checker	Can we provide many downloadable versions of persona's resume?
Expectations What are the core expectations of our pesona?	Does this resume builder provide a template tailored to my work experience and industry?	Persona expects the data input process to be seamless and without error	-Display an attractive, readable and evenly spaced resume preview -Continue customization in the preview mode	All errors including spelling, grammar and punctuation are caught early and before downloading	-Having the ability to download and choose multiple file formats -HTML, Word Doc, PDF, TXT
Activities What is our persona doing at this stage in their journey?	Searching our huge library of templates	-Using app input form -Coping and pasting text from a third party software into CV app forms	-Navigating graphic user interface. -Paying close attention to white space and move resume sections around before QA & download	-Using Grammer check -Navigating GUI between preview screens and QA screens	Downloading/saving desired file format
Emotional State	Positive / Negative — Anticipation	Stressed	Stressed	Relieved	Elated
Opportunities What would make things easier and more enjoyable for the customer?	-Extend our marketing channels -Create a positive image of the digital product	-How can we make the process of inputting data much more user friendly? -Hire smart app engineers	-Intelligent preview and customization generator -Hire software engineer -Research Adobe reader products	Looking to find the best all around proofreader software	-Hire software engineer to create a file conversion software -Start tracking most use formats