







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:  65 yr. old retiree / bachelor looking for a partner, wants to go on vacation

Goal: apply to part-time jobs to take future partner on date & go on vacation

Stage	On the website	Making an account	looking at job categories	upload resume to account & apply	Gets message on app
Touchpoints <small>Points of interaction.</small>	Browse homepage, find "Register"	Create account	look under all jobs - part time	Start applying to part time jobs nearby	applied to jobs, got message from potential opp.
Needs <small>What questions are we trying to answer? What information do we need to answer them?</small>	How can I make an account? Do they have one already (no)	Can I create an account w/out email (yes w/ new messaging option) (use phone #)	Where do you go to find near by jobs?	Can I apply easily?	Is it spam? (screening is done to avoid spam)
Expectations <small>What are the core expectations of our persona?</small>	make an account before finding jobs	have account made fast & easy	To find jobs to apply to in his area.	upload resume once & apply w/ ease	have easy convo from the website messaging feature
Activities <small>What is our persona doing at this stage in their journey?</small>	looking to make account	putting in basic info to make account	clicks all jobs & part time "near me"	apply to jobs w/ resume & info (# & address) attached	using easy messaging feature w/ little to no difficulty
Emotional State	Positive Negative 				
Opportunities <small>What would make things easier and more enjoyable for the customer?</small>	Having easy to read font & graphics for navigation	add info w/ ease, create acc w/out email option	find jobs in area (map option)	have info auto-attached to make easy application	create messaging feature for people to reach out