

PROJECT NAME : _____ **JOURNEY NAME:** _____ **PERSONA :** _____ **DATE:** _____

JOURNEY STEPS									
	1	2	3	4	5	6	7	8	9
TOUCH POINTS/ STAKEHOLDERS									
HOW DID THEY FEEL	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>								
OVERALL SATISFACTION									
PAIN POINTS	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>								

EXAMPLE

PROJECT NAME : IMPROVING SALES | **JOURNEY NAME:** BUYING A NEW METER | **PERSONA:** ONLINE SHOPPER | **DATE:** 10/06/2019

JOURNEY STEPS	USING THE GLUCOSE METER PROVIDED AT DIAGNOSIS	GLUCOSE METER HAS MALFUNCTIONED	GOES TO HOSPITAL AND ASKS DOCTOR FOR NEW PRESCRIPTION AND RECOMMENDATION	SEARCHES THROUGH PANTIP FOR OTHER BRAND OPTIONS	SEARCHES OMRON MODELS AND PRICES THROUGH LAZADA	COMPARES PRICES ON SHOPEE	GOES BACK TO LAZADA AND PURCHASES OMRON METER THROUGH LAZMALL	GETS TRACKING NUMBER	RECEIVES PRODUCT IN 3 DAYS
	1	2	3	4	5	6	7	8	9
TOUCH POINTS/ STAKEHOLDERS	GLUCOSE METER	GLUCOSE METER	GLUCOSE METER, DOCTOR, NURSE	MOBILE PHONE, PANTIP	MOBILE PHONE, LAZADA	MOBILE PHONE, SHOPEE	MOBILE PHONE, LAZADA	MOBILE PHONE, KERRY EXPRESS, LAZADA	KERRY EXPRESS, LAZADA, CONDO RECEPTION
HOW DID THEY FEEL	GLUCOSE METER HAS BEEN OPERATING VERY WELL OVER THE PAST 5 YEARS. CONDITION HAS BEEN STABLE THANKS TO METER.	FELT SAD AND WORRIED THAT HER TRUSTED MACHINERY IS NO LONGER WORKING.	FELT ANNOYED, AS DOCTOR RECOMMENDED A NEW MACHINE THAT WAS 3 X PRICE OF EXISTING MACHINE. FEELS DISTRUST.	WANTED TO INVESTIGATE OTHER OPTIONS IN THE MARKET, TO SEE IF THE DOCTOR COULD BE TRUSTED. FOUND OUT ABOUT NEW OMRON MACHINE	WANTED TO CONFIRM PRICE POINT, AND AVAILABILITY OF OMRON MACHINE ON LAZADA TO SEE HOW QUICKLY SHE COULD GET ONE. FOUND OUT THAT LAZMALL STOCKS IT	FELT CONFIDENT ABOUT LAZMALL, BUT WANTED TO CONFIRM THIS CHOICE BY LOOKING AT SHOPEE TO SEE IF THEY HAVE ANY BETTER OPTIONS. SHOPEE DID NOT HAVE A BETTER PRODUCT.	PURCHASES NEW OMRON MACHINE THROUGH LAZMALL, EXCITED ABOUT NEW MACHINE	FELT REASSURED THAT HER MONEY WAS TRANSFERRED CORRECTLY.	FELT SO EXCITED ABOUT TRYING NEW PRODUCT.
OVERALL SATISFACTION	Satisfied	Dissatisfied	Dissatisfied	Satisfied	Satisfied	Satisfied	Satisfied	Satisfied	Satisfied
PAIN POINTS	NONE	FELT EXTREMELY SHOCKED, AND ANXIOUS THAT HER METER STOPPED WORKING. DIDN'T KNOW IF IT WAS HER FAULT, OR THE METERS.	FELT BETRAYED THAT HER DOCTOR TRIED TO SELL HER A METER THAT WAS SO EXPENSIVE.	NONE	NONE	NONE	NONE	NONE	NONE