

Customer Journey Map



Jamie Bradley
16 year old Student

Scenario

Jamie is looking for resources on getting started in debate. This includes access to research, evidence, and videos about debate.

Goals and Expectations

Learn more about getting started in debate

Find instructional videos about debate

Find debate evidence & research bases

Stages

Touchpoint 1>>

Touchpoint 2 >>

Touchpoint 3 >>

Touchpoint 4 >>

Touchpoint 5

Customer Actions

List everything the user does during each phase.

Looks for website

Looks for student resources

Looks at research options

Looks at list of videos

Clicks into introductory video

Clicks into introductory packet

Watches introductory video

Reads introductory packet

Looks into other resources available

Emotions

How does the customer feel at each stage.

