

User Journey Map: a combination of 3 key roles – User, Collaborator, and Employer

Stage	Awareness		Consideration		Decision		Delivery and Use				Loyalty & Advocacy							
→ →	→ →		→ →		→ →		→ →		→ →		→ →		→ →					
Customer Activities	Hear from friends. GitHub.		Experience the website.		Explore the website, and the GitHub Repository.		Initiate contact via the Contact Form and/or My Resumé page.		Use the services of GaffCo Consulting for front-end work.		Expand the collaboration and services.		Enjoy the collaboration and/or conversations.		Share experience and contact details. Aid in job seeking and promotion.		Employ or contract Naoise for Front-end or full-stack development opportunities.	
Customer Goals	Curiosity.		Fulfil interest in European capital cities and countries data.		Be informed and explore further.		Informative exchange in support of Customer Goals.		Website created according to requirements.		Use trusted advisor services.		Employ Naoise Gaffney or contract GaffCo Consulting.		Repeat good customer experience.		Repeat good customer experience.	
Touchpoints	Word-of-mouth, social media.		Website on GitPages.		Website on GitPages		Contact form, e-mail, and social media.		Face-to-face, video calls, e-mail, phone.		Face-to-face, video calls, e-mail, phone.		Face-to-face, video calls, e-mail, phone.		Face-to-face, video calls, e-mail, phone.		Face-to-face, video calls, e-mail, phone.	
Experience	Neutral, curious.		Neutral, interested.		Interested. Engaging.		Engaging. Conversation.		Satisfied		Good working relationship.		Professional and prompt services.		“I have to share this.”		Happy, and increased end-user satisfaction, earnings.	
Business Goal	Increase awareness and interest.		Increase number of website visitors.		Increase of Users looking at the website and GitHub.		Increase in Users using the Contact Form for contact.		Increase of engagements and opportunities.		Timely delivery of quality products and services.		From contract to full-time employee, or more work.		From contract to full-time employee, or more work.		From contract to full-time employee, or more work.	
KPI’s	Number of website visitors.		New website visitors.		Increase in visitors going beyond the website.		Increase in conversations with Users, Collaborators, and Employers.		Number of opportunities broadening my network, and €\$¥.		On time, within budget, and good quality deliverables.		Provide deliverables that match expectations.		Retention rate, order frequency and value.		Customer satisfaction.	
Organisational Activities	Spread the word and website on social media.		Spread the word and website on social media.		Adding Map Markers to all the Capital Cities of the World.		Adding additional features to the website. Share knowledge and skills.		Increase work output, and share successes.		On time, within budget, and good quality deliverables.		New and improved deliverables.		New and improved deliverables.		New and improved deliverables.	
Responsible	Naoise Gaffney		Naoise Gaffney		Naoise Gaffney		Naoise Gaffney		Naoise Gaffney		Naoise Gaffney		Naoise Gaffney, team, and customer.		Naoise Gaffney, team, and customer.		Naoise Gaffney, team, and customer.	
Technology Systems	GitHub and GitPages. FB and Twitter. LinkedIn.		GitHub and GitPages. FB and Twitter. LinkedIn.		GitHub and GitPages. FB and Twitter. LinkedIn. VS Code.		E-mail. GitHub and GitPages. FB and Twitter. LinkedIn. VS Code.		VS Code. GitHub, GitPages. Mobile.		VS Code. GitHub, GitPages. Mobile.		VS Code. GitHub, GitPages. Mobile.		VS Code. GitHub, GitPages. Mobile.		VS Code. GitHub, GitPages. Mobile.	
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