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

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| Stage | Awareness | | Consideration | | Decision | | | | Delivery and Use | | | | | | Loyalty & Advocacy | | | |
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| 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. | x | Neutral, interested. | x | Interested. Engaging. | x | Engaging. Conversation. | x | Satisfied | x | Good working relationship. | x | Professional and prompt services. | x | “I have to share this.” | x | Happy, and increased end-user satisfaction, earnings. | x |
| 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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