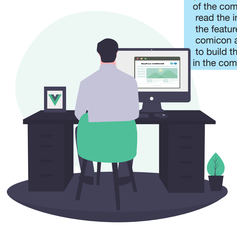
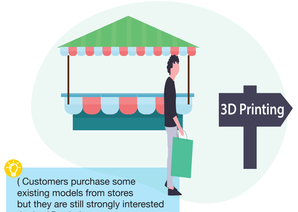
Comicon Future State Journey Map - 3D printing activity

Phase	Awarness	Reserve tickets online			Attend comicon		Travel and shopping		Participate in activities					Leave and review	
Touch point	I notice advertisement online	I read information of the comicon online	I read introduction of 3D printing in the comicon	I make payment to reserve a ticket	I take transportation to the venue	I enter the exhibition hall	I browse and buy goods	I notice and follow the signs for 3D printing area	I operate the 3D printing device	I take a responder and wait for my model	I participate in other activities (performance, painting, video games)	The responder beeps	I collect my 3D printing model	I leave the comicon	I post my 3D printing model on social media

Possible outcomes and emotions of customer on the touch points of the concept.

(Customers are anime fan and the AD of the comicon catches their eyes. After read the information of the comicon, the feature of 3D printing project in the comicon attracts them and they expect to build their own 3D printing model in the comicon.)





(Customers purchase some existing models from stores but they are still strongly interested in the 3D printing area to create their own models. Or they can't find a wanted model in the stores and they decide to create their own one.)

(Customers enjoy the process of customizing different parts of the model and combining them together on the screen, they feel like playing a computer game and game reward is an unique appearance model.)

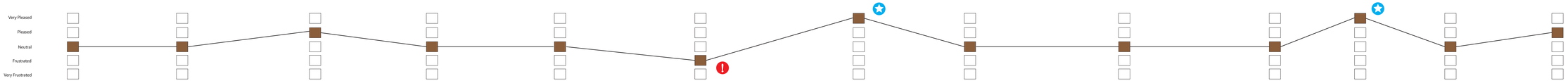
(3D printing model takes a long time and customers are a little bit impatient, but they are quite satisfied when they get the model. The comicon logo on the base of the model makes it memorable and meaningful to customers.)

(It gets compliment and some other people ask customers about it, the comicon gets fame.)

Emotional Journey

Key touch points that improve customer's comicon experience by the concept of 3D printing

Pain points that customer has high level of frustration



Insight and supporting quote

The introduction of included content in the comicon is not specific on the website

"I didn't find the schedule of idol performance on the website "

"I am not sure what is included in the comicon about Dragon Ball "

The entrance of comicon is hard to find

"It spent a while to find the entrance, it's not at conspicuous place"

The merchandize of shop area can't satisfy customer needs

"I even didn't find a model of REMU in the shop area"

" I didn't find the model of my favorite anime character and rarely found other attractive goods."

People have various emotions on different activities

"Playing the games on PS station was quite interesting"

"other activities were not attractive, painting area was the most boring section."

Interface/Mock up

Introduction of 3D Printing on the website

Operating Interfaces

Beeping Responder

Final Product