

User Journey Map - Written Section

Opportunities and Ownership

The user journey map for Tom Baker, a super fan buying tickets on the soccer club's website, identifies multiple opportunities for improving the user experience. A major opportunity is the integration of ticket purchasing directly into the site, as the current setup redirects users to an external website for transactions. This redirect creates friction, disrupts the flow, and may reduce user trust, impacting overall conversion rates. By implementing an in-site ticket purchasing system, users can have a more seamless and consistent experience from start to finish, increasing user satisfaction and potentially boosting sales.

Other opportunities include improving site navigation, making the Schedule & Tickets link more prominent on the home page, and incorporating an interactive seating map to make seat selection intuitive. Ensuring clear pricing details and immediate email confirmations during the checkout process can further enhance user trust and engagement.

The ownership of these enhancements should be assigned according to expertise. The web development team should lead the integration of the ticket purchasing system, navigation improvements, and the interactive seating map. The marketing team can ensure that match details and seating options are clearly presented, while the customer service team can focus on timely email confirmations and support. Effective collaboration among these teams will be critical to creating a seamless, user-centric experience for super fans like Tom.

Reflection on the User Journey Map

Creating this user journey map for Tom Baker's ticket-purchasing process offered valuable insights into how a super fan experiences the website. One of the main takeaways is the need for easy access to the Schedule & Tickets page from the Home page, which should be prominently displayed to avoid confusion. Additionally, the journey map highlights the importance of providing clear and up-to-date match information, which keeps users informed and engaged.

Moreso, another key aspect revealed by the journey map is the need for an interactive seating map to help users like Tom select their preferred section quickly, enhancing their excitement and overall experience. During checkout, the process should be straightforward, with transparent pricing to ensure trust and reduce friction. The final stage of the journey emphasizes the importance of an immediate confirmation email that includes tickets, providing reassurance and readiness for match day.

Overall, the journey map illustrates how refining specific elements—like navigation, match details, seating selection, and confirmation—can make the ticket-purchasing process more seamless and enjoyable. It confirms that small improvements in clarity, transparency, and responsiveness can significantly enhance user satisfaction and engagement on the site.