



Miss Amber Down

TICKET ADMINISTRATOR | GOAL: TICKET ORDERING

STAGES OF JOURNEY



CUSTOMER NEEDS & ACTIVITIES

- Find out quantity for order
- Read report to determine quantity

- Know quantity
- Know shipping preference
- Know delivery address

- Need to know tracking number
- Use tracking number to check on status to give updates to employees if need

- Signs paper in receipt of parcel
- Cross checks order against delivery
- Logs in spread sheet

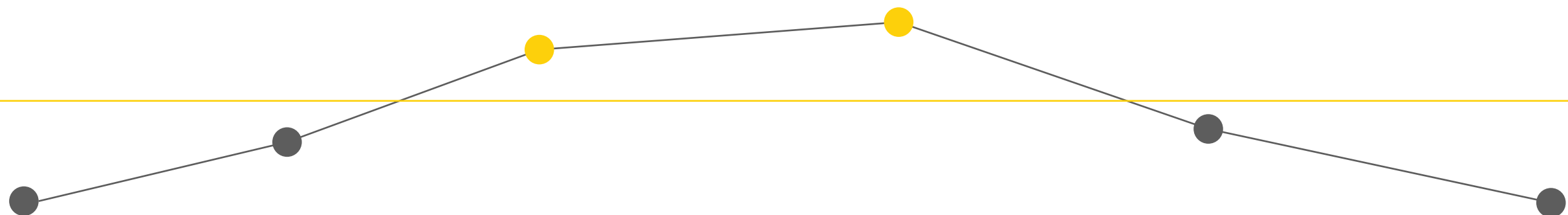
- Email users who have been eagerly awaiting tickets for travel.

- Gives user tickets
- Logs necessary details in spreadsheet (name, reason etc)
- Users sign for T&C conditions

EMOTIONAL STATE OF PERSONA

Satisfied

Frustrated



POTENTIAL OPPORTUNITIES FOR IMPROVEMENT

- Automatic notification when tickets are low
- Automatic reorder functionality

- Order online
- “Quick order” reorder a past order
- Order suggestion based on usage

- Auto tracking updates sent

- Order information added to ‘Order History’

- Upon receipt an automatic notification sent to users awaiting tickets (if none available)

- Online T&C notification/ when users are ordering tickets
- Information logged upfront when user orders ticket