




## NN/g CUSTOMER JOURNEY MAP TEMPLATE

 <b>PERSONA</b> <u>Sarah</u>	<b>SCENARIO</b> Sarah needs to bring her kids to the zoo and she wants to do a live chat with a hotel personnel to get instruction on how to get there.		<b>USER EXPECTATIONS</b> <u>Be able to do live chat with a hotel personnel, anytime, anywhere to get the info that she needs.</u>
<b>PHASE 1</b> <u>Initiate live chat</u>	<b>PHASE 2</b> <u>Ask questions</u>	<b>PHASE 3</b> <u>Get answer</u>	<b>PHASE 4</b> <u>End the chat</u>
<b>DOING</b> - Click the live chat, the app should connect to a hotel personnel	- Sarah poses her questions	- Sarah listens to the instructions given by the hotel personnel.	- Click the end chat button and leave the hotel room
<b>THINKING</b> - "I need to ask someone how to get to the zoo!"	- "This is amazing, I'm chatting with a hotel worker over the phone..."	- "It's so much better to talk someone who knows the area; it will take me a long time to search for solutions on my own."	- "I'm much confident how to get to the zoo now; I can always do another live chat if I get lost."
<b>SAYING</b> - "Let's do a live chat."	- "I need to know how to get to the zoo..."	- "Thank you so much for your help!"	To her kids: "Let's go to the zoo!"
<b>INSIGHTS (opportunities)</b> - Talk to a hotel personnel to get info that she needs. - She can do live chat anytime, anywhere; even she is outside the hotel.		<b>INTERNAL OWNERSHIP</b> <hr/> <hr/> <hr/>	