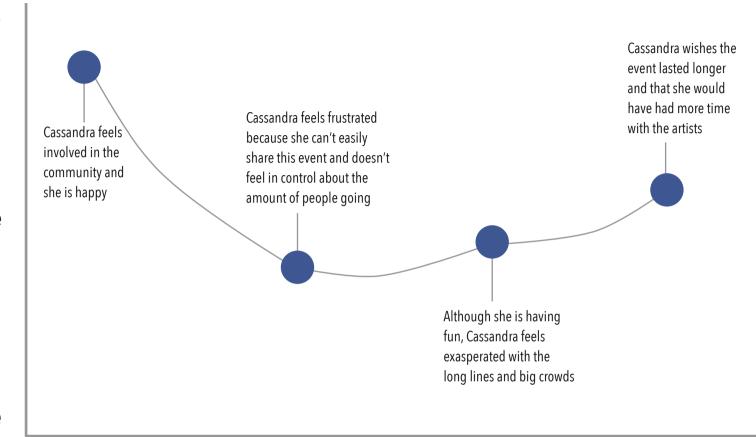
Journey Map for Cassandra Going to an Art Event

Positive

Emotional Experience



Negative

Planning After Participate Awareness Cassandra wants to Cassandra goes to the Cassandra discovers Cassandra hears about art related event. She that the event ends **Art Event through social** share this event with friends to intice them far earlier than she media and word of mouth. engages in different would have liked. activities, explores her She is interested in to go; has to figure out the best way to share it options. She finds that Nevertheless, she attending the next one. with them. She also the event is incredibly had a great time and crowded, but fun. wants to find out wants to know how many people will be there. when she can go back.