

# Journey Map

Persona  
Name: Jim



6:00pm

8:30pm

Key Points	After Work	Cooking Dinner	During Dinner	After Dinner
<b>Thinking</b> <i>What am I thinking?</i>	<p>"I do not like making dinner midweek"</p> <p>"What can I make in 10 minutes that's somewhat healthy?"</p>	<p>"I would rather spend time playing with kids"</p> <p>"I'm always wishing we could introduce more variety in what we eat."</p>	<p>"Dinner goes by in a flash. It takes no more than 10 minutes..."</p>	<p>"I don't want to just rip open a bag of something frozen and put it on a plate, but it's both easier to serve and easier to clean up."</p> <p>"When I get upstairs after doing dishes, [kids] typically haven't started doing what I've asked them to."</p>
<b>Doing</b> <i>What am i doing?</i>	<p>Pick up kids from school</p> <p>Look in fridge to find food to make</p>	<p>Cook dinner</p> <p>Clear off table</p> <p>Set table</p> <p>Get kids to wash hands</p>	<p>Express thanks</p> <p>Eat dinner</p> <p>Clean up spills</p>	<p>Clean up dinner</p> <p>Send kids upstairs to get ready for dinner</p> <p>Head up stairs to put kids to bed</p>
<b>Touchpoint</b> <i>Who and what am I interacting with?</i>	<p> Car to pick up kids</p> <p> Kids</p>	<p> Kitchen appliances to cook</p> <p> Kids</p>	<p> Setting table</p> <p> Eating at table</p> <p> Kids</p>	<p> Cleaning up dishes</p> <p> Phone to check time</p> <p> Kids</p>
<b>Feeling</b>	<p> Indecisive</p>	<p> Hectic, unfocused, rushed</p>	<p> Hectic</p>	<p> Exasperated</p>