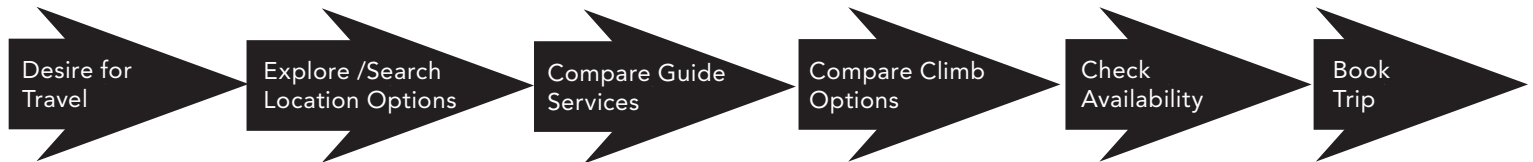


Example of Customer Journey Map for a Mountain Guiding Company

Persona	Goal
Father/Son duo (48 yo/15 yo)	Book a guided trip for their first alpine climbing experience together

Stages of Journey



Customer Needs and Activities

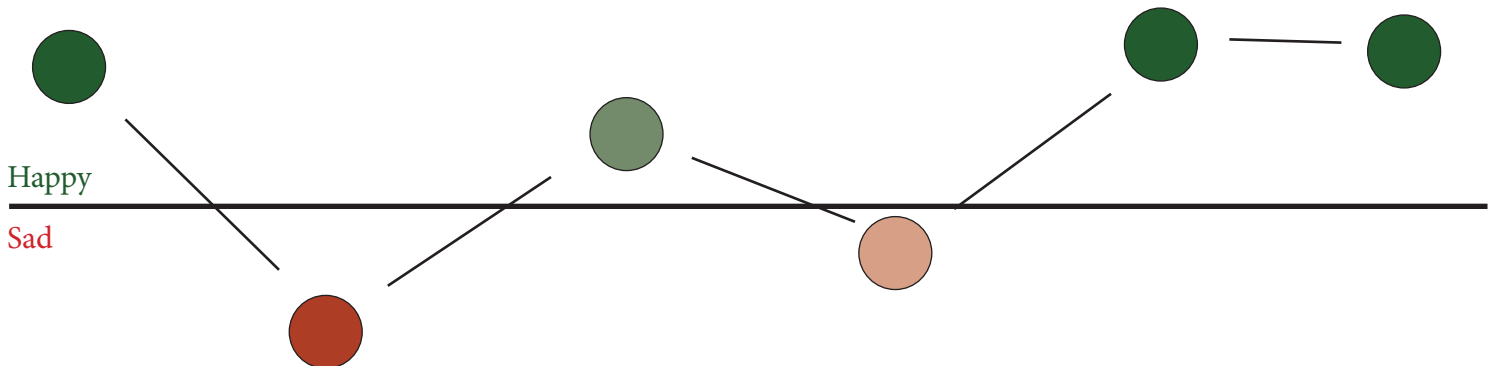
- Best vacation time off work or school
- Other family events or commitments
- Talk with friends
- Research Natl Parks online
- Research mtn ranges with desirable climbing
- Travel time
- Travel expenses
- Certified Company/Guides
- Emotional connection with the website
- References
- Will they meet my needs
- Equipment and services provided
- Which climbs do we qualify for based upon experience
- What equipment is needed
- Cost
- Calendar or dates to check availability
- Contact info
- Sign up online
- Phone #

Expectations for booking online

(Customer perception of experience **Good** | **Neutral** | **Bad**)

- None
- Travel info and cost
- Website is easy to navigate with relevant company info and is visually appealing
- Good description of routes but uncertain what our specific experience qualifies us for
- Must contact for cost
- Timely response
- Ease of payment

Emotional State of Persona



Improvements

- Pictures with great descriptions and images of the area
- Travel options: airports/car rentals
- Good research on what descriptions of services clients want to see - ie. better description of experience levels required and alternatives, as well \$ and what you get for your \$.