Customer Journey Map

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?		Registration Why would they trust us?			Book a ticket				After the ticket is purchased		
Actions What does the customer do? What information do they look for? What is their context?	Search for a plane ticket online	WizzAir website pops up as one of the top ones	Fill in email	Fill in username	Create password	Decide on dates and destination	Fill in personal information and payment details	Choose additional options	Double-check all the informations	Do changes regarding the additional options	Cancel if needed	Get the boarding pass on your phone or printed using the app or an email
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	User needs cheap tickets	User needs easy way of buying a ticket	User can save intended flights	User can get points, coupons, special offers and discounts	User can look at booked flights	Saved information (when you book next time)	Receive confirmation email			Notifications or emails regarding any information the upcoming flight	Reminders	
Touchpoint What part of the service do they interact with?		Finding the website		Use the account advantages		Easy and fast booking	Saved information			Manage booking	Receive notifications	
Customer Feeling What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	🤔 Sceptical at first		🙂 Satisfied			😃 Happy				🙂 Satisfied		

miro

Reflection:

In Week 6 based on Week 5's User Scenario we learned how to create Customer Journey Map with user's actions, needs and feelings. This help us have even more detailed picture of the "journey" of the customer while using our product. This can be really helpful for the design or the features of a certain product.