# GUILLOTINE
## Customer Journey Map



**PHASES**

| FIND OUT ABOUT GAME | RESEARCH REVIEWS | INVITE FRIEND TO PLAY | PLAY GAME |

**CUSTOMER THOUGHTS & FEELINGS**

*"This looks fun, maybe I'll play"*

*"Let's see if other people like it"*

*"My friend is available, I'll share the game link with them"*

*"I'm enjoying this game, I want to play again soon"*

**CUSTOMER ACTIONS**

- start of journey
- bored
- find new game
- look up reviews
- watch and read rewiews
- message friend
- wait for reply
- arrange playing
- find and send invitation link
- friend joins game
- read instructions, decide roles
- start game
- playing
- decision to play again, to share with other friends
- end of journey

**TOUCH POINTS & DEVICES**

**PEOPLE & ENVIRONMENTS**

anywhere with internet access

reviewers, content creators

friend (player2)

friends (player1+2)