

customer journey map

Persona



college
student

music
fans

enjoy
drinks
and
dancing

use social
media like
RED and
weibo

love to
hang out
with
friends

love
theme
party

Task to do

explore/
search

choose
venues

check
schedule

buy
ticket

get
ready

go to
the
venue

watch
live

go
home/hotel

Artifacts

information
about
bands/theme
party

location/
map/ style
/ space of
venues

timetable
for recent
live

reminder
of buying
tickets

tips about
payment
method

dress &
make
up

procedure
of
check-in,
etc.

route/
transport/
time
spent

map/
service

food/
drinks

safe
transport
and hotle

