customer journey map

Persona

name: Jilin
age: 23
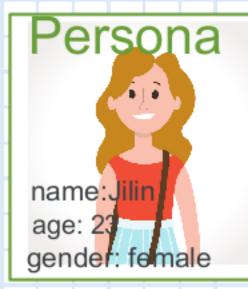gender: female

- college student
- music fans
- drinks and fashion style
- use social media like RED and weibo
- love to hang out with friends
- love theme party
- care about safety

Task to do

explore/ search	choose venues	check schedule	buy ticket	get ready	go to the venue	watch live	go home/hotel

Pain point

	information mass and scattered on so many apps		update delay and unclear	forget to buy or failed in payment	unfamiliar with live house culture	could not plan route efficiently	find food/drinks/ place to store bags	live ended too late

Artifacts

	information about bands/theme party	location/ 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	storage service / food/drinks	safe transport and hotle