

# 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/  
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 hotel



