

# customer journey map

## Persona



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 hotele



