

Journey map

Service:

Persona type:

Stages:					
<div>Activities:</div> <div>What target people need and want to do? What task they need to accomplish?</div>					
<div>Touchpoints:</div> <div>How person interacts with the service, e.g advertisement, phone call, website, meeting the staff, paying ticket, answering survey.</div>					
<div>Needs:</div> <div>What the person needs, e.g. knowledge about the routes, accessible information or entrance to bus, support to try new things.</div>					
<div>Opportunities</div> <div>What other nudges can be potential in the future? How to scale up with another target group or service etc.?</div>					