



Journey Map



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Meet Nicole

"Books are always my go-to gift for family and friends. None of them read, but they always say they don't know where to start! That's where I come in."

- 24-years-old
- Student
- Lives in a city
- Single
- Describes herself as hardworking and calm.

The Main Elements of the Journey

1. Motivation
2. Internet Search
3. Click Link
4. Car
5. Park and Walk
6. Enter Store
7. Browse Store
8. Customer Service
9. Bookshelves
10. Wait in line
11. Check out
12. Home

Symbol Key

Place for improvement



Online



In-store



Home/ in person





Motivation

✓ Touchpoints

Needs a birthday gift

Chooses a book as a gift

✓ Emotions

Excited

Determined

✓ Channels

In-person



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Internet Search

✓ Touchpoints

Speak with family and friends

Search gift book ideas

Read reviews and suggestions

✓ Emotions

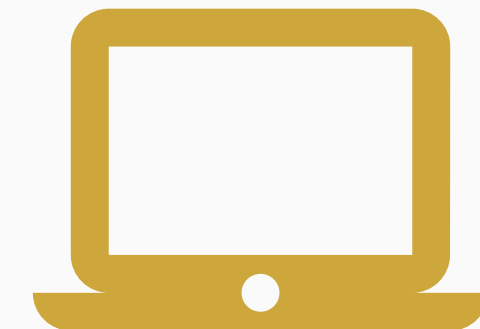
Curious

Relaxed

Hopefull

✓ Channels

Online





Click Link

✓ Touchpoints

Finds a book

Double checks reviews



Can't purchase online

✓ Emotions

Excited

Optimistic

Frustrated

✓ Channels

Online



Internal ownership: website



Car

✓ Touchpoints

Start car

Drive

Arrive at store

✓ Emotions

Moody

Calm

Hopefull

✓ Channels

In-store





Park and Walk

✓ Touchpoints

✱ Can't get a parking spot

✱ Wait for spot to clear

✱ Walk from the farthest lot

✓ Emotions

Angry

Impatient

Annoyed

✓ Channels

In-store



✱ Internal ownership: property manager - parking lot

9 Enter Store

✓ Touchpoints

✱ Walk through vestibule

Glance at front tables

✓ Emotions

Confused

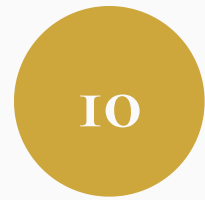
Hopefull

✓ Channels

In-store



✱ Internal ownership: Corporate - unclear displays



Browse Store

✓ Touchpoints

✱ Look for book on a table

✱ Check in picture books

Check in Poetry

✓ Emotions

Confused

Frustrated

Angry

✓ Channels

in-store



✱ Internal ownership: Corporate store layout



Customer Service Desk

✓ Touchpoints

Wait for a bookseller to appear

Ask for Assistance

✓ Emotions

Shy

Doubtful

✓ Channels

In-store



Book Shelves

✓ Touchpoints

✦ Scan fiction shelves

Scan Mythology shelves

Locate book

✓ Emotions

Frightened

Excited

Happy

✓ Channels

in-store



✦ Internal ownership: Store manager - shelving guidelines



Check Out Counter

✓ Touchpoints

Wait in line

Talk with cashier

Purchase book

✓ Emotions

Indifferent

Excited

Happy

✓ Channels

in-store





Home

✓ Touchpoints

✱ Walk to car

Drive home

Wrap gift

✓ Emotions

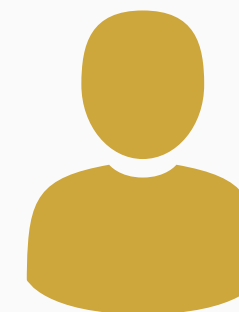
Disappointed

Happy

Relieved

✓ Channels

in-person



✱ Internal ownership: property manager - parking lot