# **User Journey Map**

#### **SCENARIO**

Avery is a project manager living in Brooklyn who travels to seek out new cultural experiences. Though she researches thoroughly before her trip, she needs to be certain that she will be able to have the freedom to maximize her time.



Avery, 27 Project Manager from Brooklyn

#### Research

- 1. Uses trustworthy general travel website to do research
- 2. Picks destination & attractions
- 3. Acquires personal recommendations from review websites/friends

## **Planning**

- 4. Begins planning itenerary based on research
- 5. Books flight & accommodations
- 6. Travels to destination

### Travel

- 7. Starts trip based on things on itenerary
- to an activity
- Adjusts plans based on local tips

seen this otherwise!"

- 8. An issue arises with transportation en route

"I would have never

"This looks like a cool place to visit"

"All booked. There aoes some of my savings...

> "Cancelled?! How will I get there now??"

"I happened to meet a helpful local person and got a great recommendation"



OPPORTUNITIES

Provide resource for local tips and advice accessible on-the-go

Help Avery find the best option for alternative activities

Documentation

11. Shares new memory

"Come see this beautiful place!"

with friends on social

10. Has new cultural

experience

media