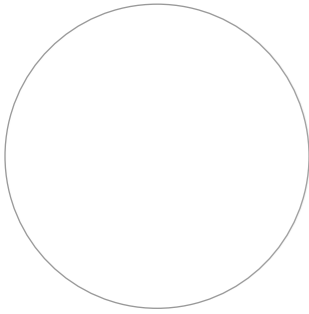


Customer Journey Map for _____

Persona Name:



Persona Description:

[illegible]

DESIRE		RESEARCH		PLANNING		BOOKING		ARRIVING	
USER NEEDS									
USER EXPECTATIONS									
PROCESS									
TOUCHPOINTS									
EXPERIENCE	<div><div>😊 (positive emotions)</div><div></div><div></div><div>😐 (neutral emotions)</div><div></div><div></div><div>😞 (negative emotions)</div><div></div><div></div></div>								
QUOTE SECTION									
PAIN POINTS									
POINTS OF DELIGHT									
PROBLEMS									
IDEAS									

ACCOMODATION	NUTRITION	USING SERVICES	LEAVING	FEEDBACK	COMING BACK