

Karaleise

USER JOURNEY MAP

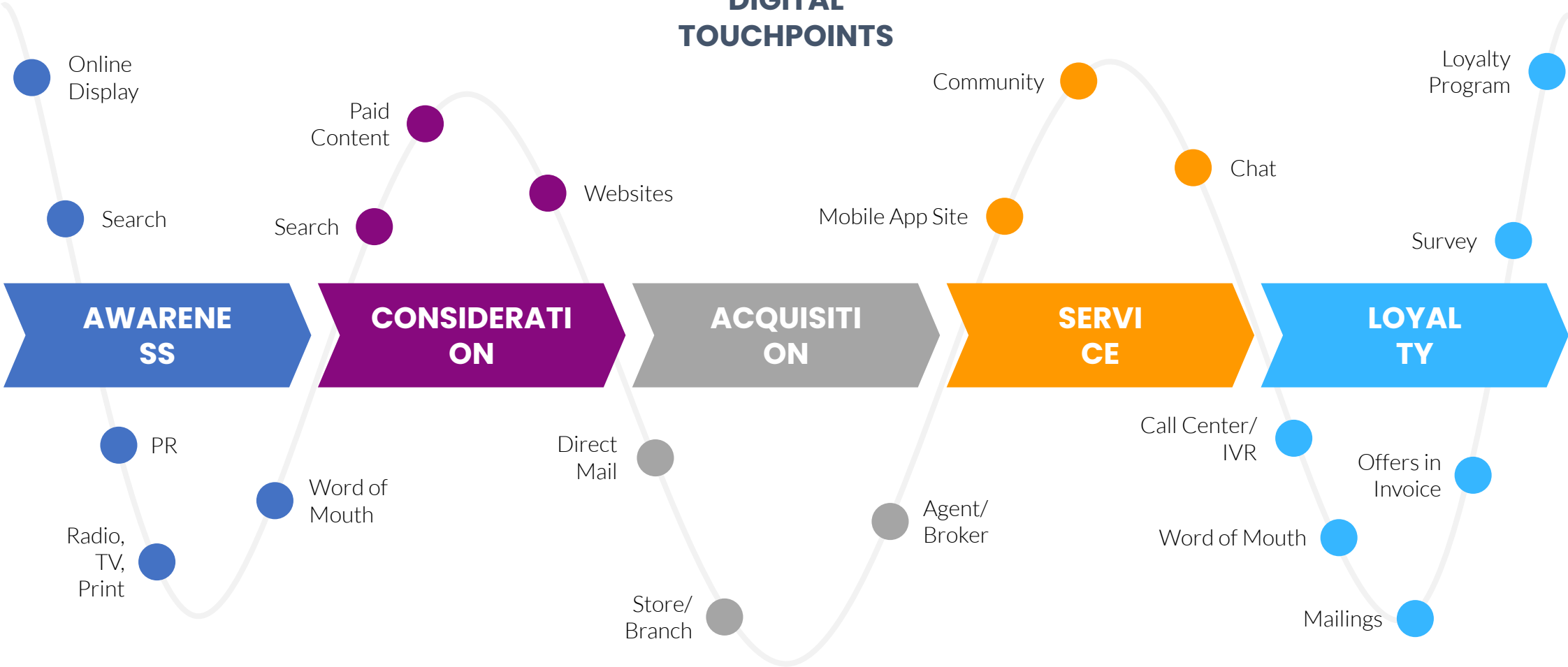
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TEMPLATE

USER JOURNEY

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MAP DIGITAL TOUCHPOINTS



PHYSICAL TOUCHPOINTS

USER JOURNEY

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MAP



**ALICE
RICHARDSON**

SCENARIO

O

Alice is going to the movies. She is excited to go out for the night and will meet her friend at the theater.

EXPECTATIONS

NS

Great movie, Friendly staff, Good seat.

DECIDE

1. Looks up movies on phone
2. Decides which movie to see and which theater to go to
3. Buys ticket online from phone

TRAVEL

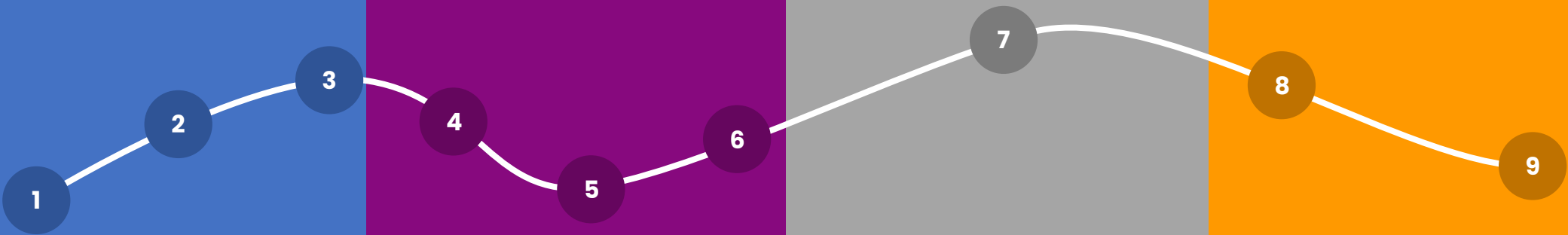
4. Drives to movie theater
5. Stands in line and buys popcorn
6. Finds seat next to friend

EXPERIENCE

7. Watches movie

RETURN

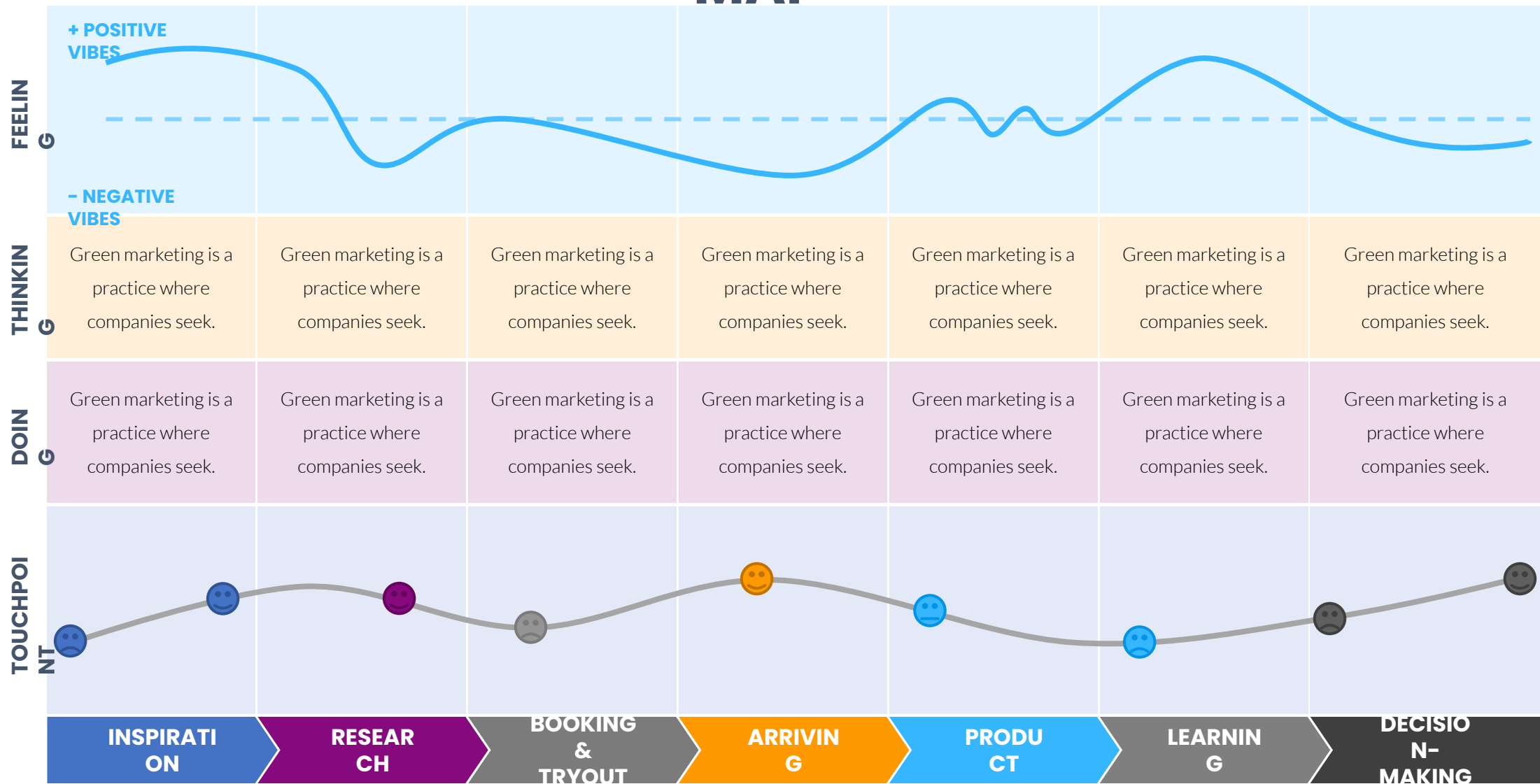
8. Exits theater
9. Drives home



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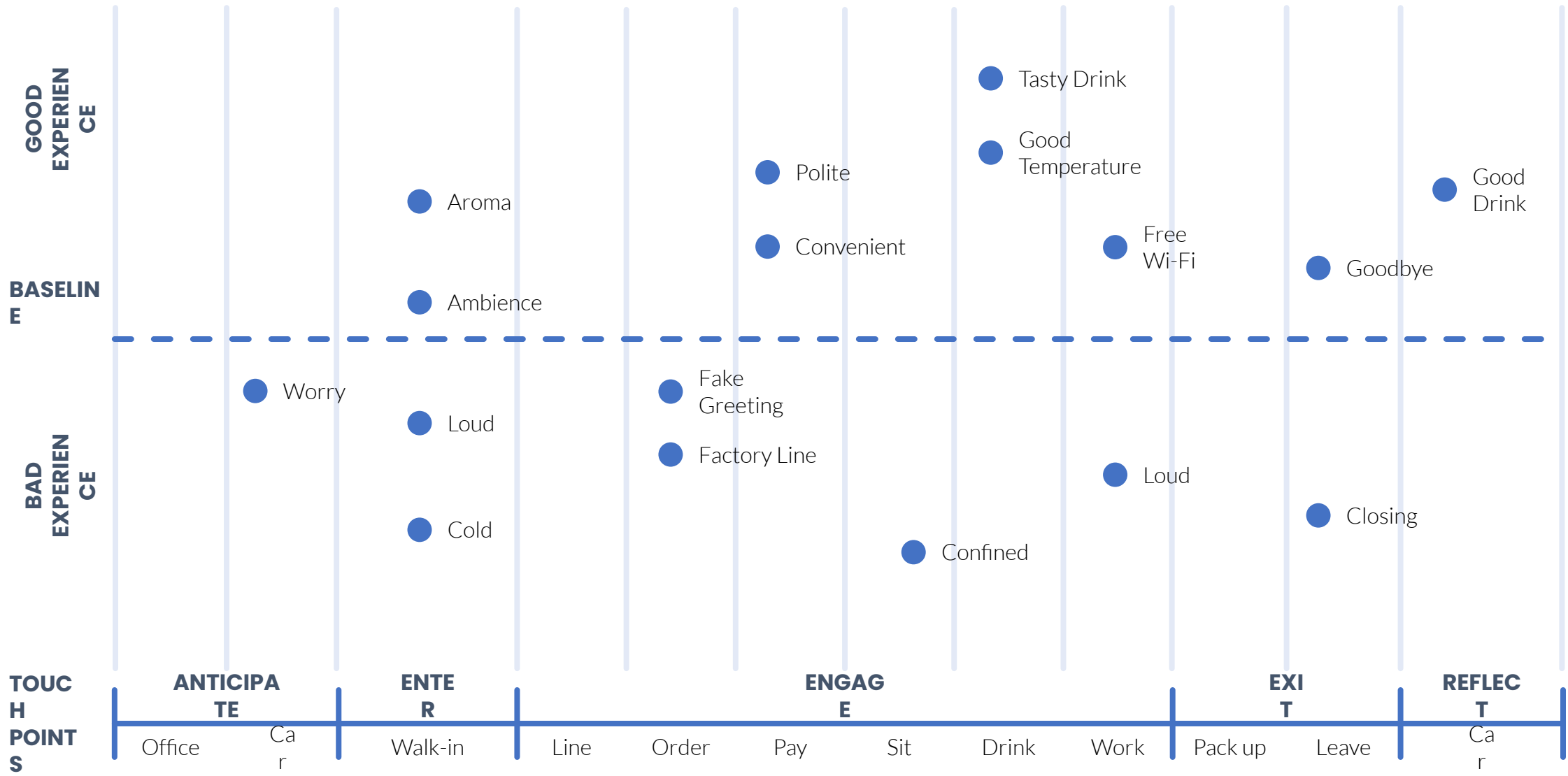
MAP



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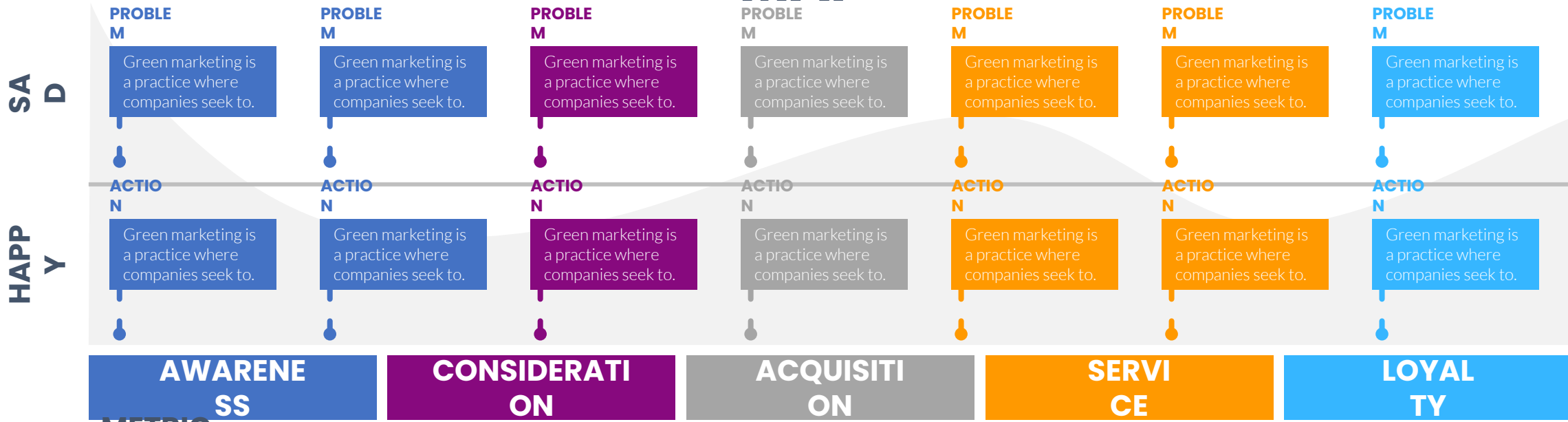
MAP



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MAP



METRICS

Green marketing is a practice whereby companies seek to go above and

OPPORTUNITIES

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