Customer Journey Map

Phase	Doing	Thinking	Feeling	Pain points	Opportunities	Notes / comments
Pre Decision	Simone spoke to a friend over lunch who recommends Beletage	I can do better at my job! / I have some inspiration / ideas	Positive			
Pre Decision	She then Googles 'Beletage'	Is this the right show?	How do I start?	Google result does not reassure that it's a material event		
Pre Decision	Looks through the search results to find the Beletage show website	Which is the Beletage show? / Is it free? Who is it for? Should I go?		Micro data SEO is missing on first results		Are the search result useful for someone new?
Pre Decision	Clicks on Beletage website link	Is this right for me?				High level validation
Pre Decision	Enters the Beletage site	Reassured for context Reassuring and suitable imagery / Are the right people going to be here to buy from?	Positive emotive inspired Colourful and nice to look at	A lot of essential info is not easy to discover	Pressure to register "only one week to register, or wait for another 2 years"	High level validation. Past date after show has finished
Pre Decision	Scans the page for exhibitors quickly	I recognise some of there exhibitors / Seems like the right kind of show / When? Where? - Yes accessible				
Decision	At the office: Looks for more info about Beletage on desktop	I want to know all about the show / Not local, will I need a hotel?		Pre reg if show does not have reg		
Decision	Ex directory: Looks for interesting companies	What companies are here?				
Decision	Ex directory: Notices the product catalogue and clicks on it					
Decision	Sees if it is feasible to attend due to location and dates of show	I need to check my calendar to see if it is possilbe to attend / Is there enough to do to go for the entirety of the show? / What do the different days offer? / Which days do I want to go to?	Positive and excited			
Decision	Show plan: Adds exhibitors to plan to collect data and get her bosses approval	I want to show my boss / Can I justify this trip to my boss? / Are other people I know going?			Add a product to plan	
Decision		Does any of my colleagues or friends want to come?			Social sharing / invite friends	
Decision	Researches for hotel and transport					
Decision	Puts everything together to send to boss for approval					
Decides to go	Registration: Clicks the 'Register' button	Is it really free? / Why do I need to give all this info? / Why so much info?	This UI feels different. Confused. Concerned.	Payment info shown	Recommendation based on plan and registration	No global reg (3rd party vendors)
Decides to go			Relived, done it!	I didn't write my email address correctly		
Decides to go	Registration: Gets recommendation at end and clicks		Excited!		Vote / close recommendation	Recommendation need communicate 'why' relevant
Decides to go	Registration: Adds exhibitor recommendation to existing plan					
Decides to go	Email: Checks her email to see the registration confirmation email for Beletage	Where did this come from? / Are these recommendations relevant? / That's a nice surprise	Reassured that I am registered	Social media links don't work		