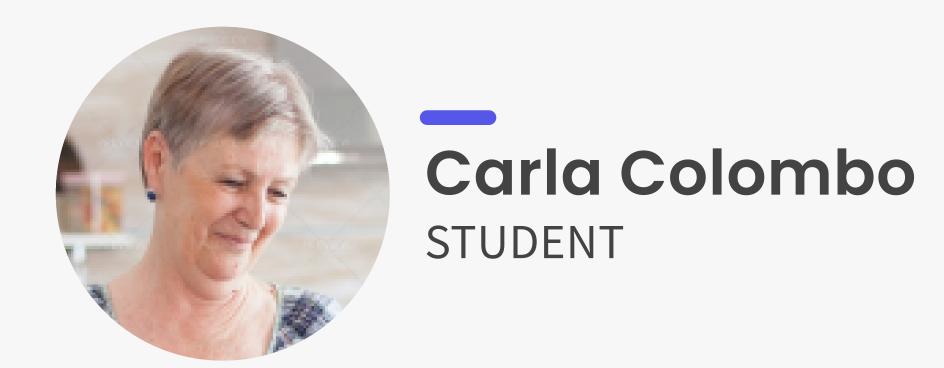# Customer Journey Map

Carla Colombo
STUDENT

age 72
gender female
occupation retired
city Milan
marital status married

activeness
open-mindedness
tech proficiency

NEEDS

I want to approach technology because I feel behind.

I would love to share my journey with others and have fun.

I want to become able to leverage technology for my everyday activities.

FRUSTRATIONS

I don't like to rely on someone else everytime I need an explanation.

I can't use tech devices, I don't have the basic knowledge for that.

I would never want to go "back to school" again. I don't like to feel pressured.

SCENARIO

Carla is a retired woman from Milan. She has time on her hands and is a **social person**, so she likes to spend much of her free time at her local CSRC near quartiere Forlanini.

When she can, she also **loves to spend time with her family**. She sees that they are always interacting among each other through their smartphones, so **she feels like she is missing out**, because she has never had the opportunity to learn how to use tech. At the same time, she knows that **some of her friends at CSRC know how to use Whatsapp** and share pictures with their relatives.

Carla is a **curious** person, always **eager to learn** new things, so when she sees the poster of NET at ther CSRC she decides to try the service.

MACROPHASES	BEFORE SERVICE		DURING SERVICE									POST SERVICE	
MICROPHASES	AWARENESS	ENROLLMENT	PAYMENT	"FIRST STEPS" WORKSHOP		COURSE BENEFITS	PRACTICE	NEW SUBSCRIPTION	PHOTOWALK WORKSHOP		BENEFITS	FEEDBACK AND REWARD	RECOMMENDATION
ACTION	Gets to know the service	Makes a phone call to ask for info and to book a workshop	Arrives at workshop and pays for the lesson	"First Steps" workshop starts	Creates NET account in a guided way / Buys printed booklet	Finds material from first lesson in her personal profile	Practicing with followup material	Subscribes to photowalk workshop and pays	Goes to QT8 meeting point	Attends Photo walk workshop	Accesses online resources in her personal area on the website	Receives an e-mail with a survey	Recommends NET to friends
PLACE	At CSRC	From her house	At CSRC	At CSRC	At CSRC	At home	At home	At home	In QT8	In QT8	In QT8	At home	At the bar
TIMING	On a Monday afternoon	On the same day	Some days later	After the payment	Right before the end of the workshop / At the end of the workshop	On the next day after the workshop	In her free time	After one week	In the afternoon	In the afternoon	On the same day	After one day	On the weekend
ACTORS		Secretary	Tutor	Tutor	Tutor / Tutor				Tutor, expert and other students	Tutor and other students	Tutor		A friend, potential new NET customer
TOUCHPOINT	Poster and paper advertising	Paper advertising and phone number	Cash register / POS		Cash register / POS	NET website	Her smartphone or laptop	NET website	Her smartphone	Her smartphone	NET website	E-mail from NET	Words of mouth / *touchpoint for the potential user

THOUGHTS AND EMOTIONS

"It seems interesting. If it is advertised at my CSRC it must be suitable even for someone my age."

"The person on the phone was very kind. I feel more reassured after having more information"

"I wonder what the workshop will be like..."

"The tutor seems a kind person, they are always willing to answer my questions and their explanations are clear. "

"Oh no, now I need to apply what I just learned... Will I be able too? I hope the other students don't judge me."

"I feel like I learnt something! I want to keep something written on paper so I feel more self-assured."

"The material is already here!"

"I feel like I'm not able to memorize anything."

"The material is easy to understand. I'm becoming more and more fluent, even if sometimes it's hard to remember the right process."

"I feel ready to learn something else! I might try photography, it might be useful for my next holidays."

"It's nice to have an expert to teach you more specific skills and correct your errors."

"Some of my mates really took some nice pictures, they were inspiring".

"This workshop was an interesting one, too."

"It's nice to be asked your opinion."

"I want to attend this activity with my friends now!"

POSITIVE / NEGATIVE

CURIOUS — CONSIDERED, REASSURED — CURIOUS — CURIOUS AND RELAXED — A BIT TENSE — HAPPY AND SATISFIED — EXCITED — STRUGGLING — CONFIDENT — CURIOUS — POSITIVE AND HYPED — POSITIVE AND HYPED — SATISFIED — SATISFIED — MOTIVATING

MOMENTS OF TRUTH